

# CITY OF BAYFIELD

## WAYFINDING SIGNAGE MASTERPLAN

November 9, 2022

**Schematic  
Design II**



1112 Pearl Street  
Boulder CO 80302  
303.447.8202

S FIRST  
RITTENHOUSE AVE



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11.09.2022

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Design II**







LOOKS KITSCHY...

LOOKING FOR:

UNDERSTATED

SIMPLE

ELEGANT

MONOCHROMATIC

CLEAN

CONSISTENT

EASY TO READ

ECONOMICAL

INCLUDE BROWNSTONE,  
PLEASE





## SUITABLE

*a strategic wayfinding program that doesn't compete with the natural beauty or historic values*

## MINIMAL

*a wayfinding program that uses creative strategies to limit the number of signs installed*

## ECONOMICAL

*wayfinding signage that allows the City to update and maintain on their own*

## UNIVERSAL

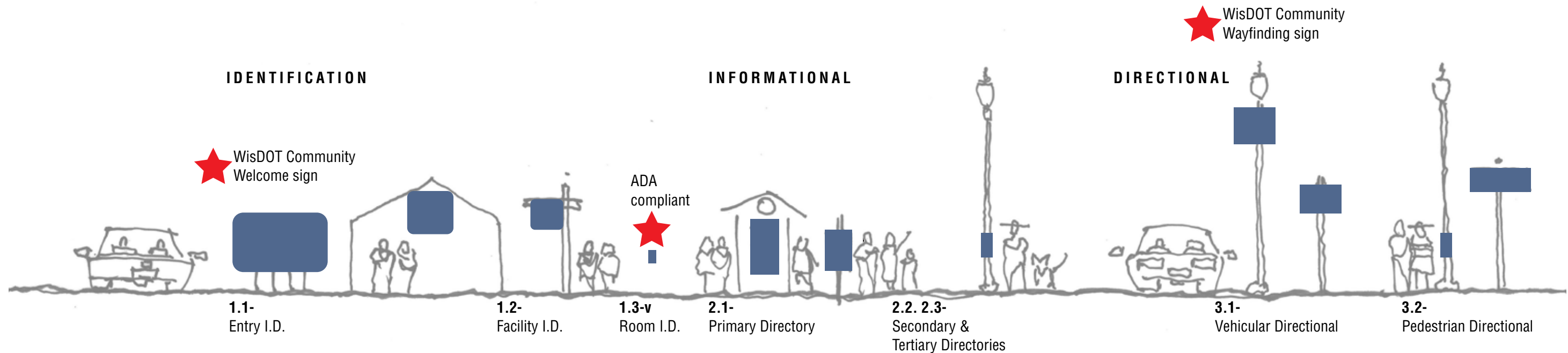
*a vehicular and pedestrian oriented system with an emphasis on visitors*

# Sign Inventory



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Page No.	Sign Type	Preliminary Qty.	Installation	Description
<b>1. Identification</b>				
1.1	Entry I.D.	-	Freestanding	The Welcoming gateways positioned at each entry into Town
1.2	Facility I.D.		Wall, Post-mount	Identification of public-use destinations: parking lots & restrooms
1.3	Room I.D.		Wall	ADA compliant sign panel identifying permanent rooms and spaces: restrooms
<b>2. Informational</b>				
2.1	Primary Directory		Freestanding	Freestanding structures with Brown Stone bases placed in strategic locations.
2.2	Secondary Directory		Post mount	Larger-scale panel mounted to posts in destination areas: typically parking lots
2.3	Tertiary Directory		Post mount	Smaller-scale panels mounted to the City's light posts: typically the I-13 corridor
2.4	Temporary/Movable Informational		Movable	Adapt or modify existing Temporary units to fit new look & feel
<b>3. Directional</b>				
3.1	Primary Vehicular Directional		Post mount	I-13 WisDOT compliant sign panels
3.2	Pedestrian Directional		Post mount	Pedestrian-scaled and positioned graphic panels located on City light posts or new, low height cedar posts

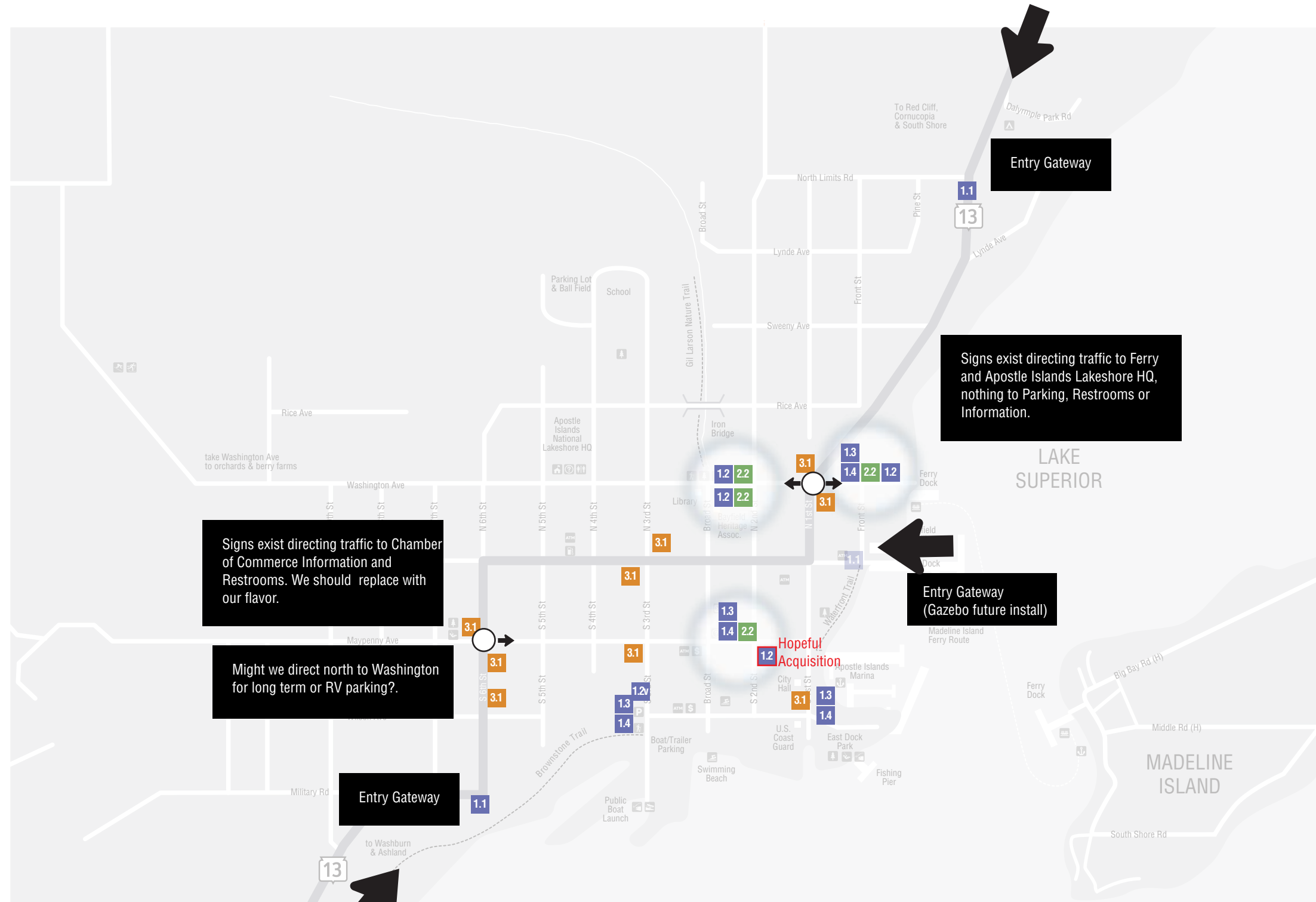


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## Sign Inventory



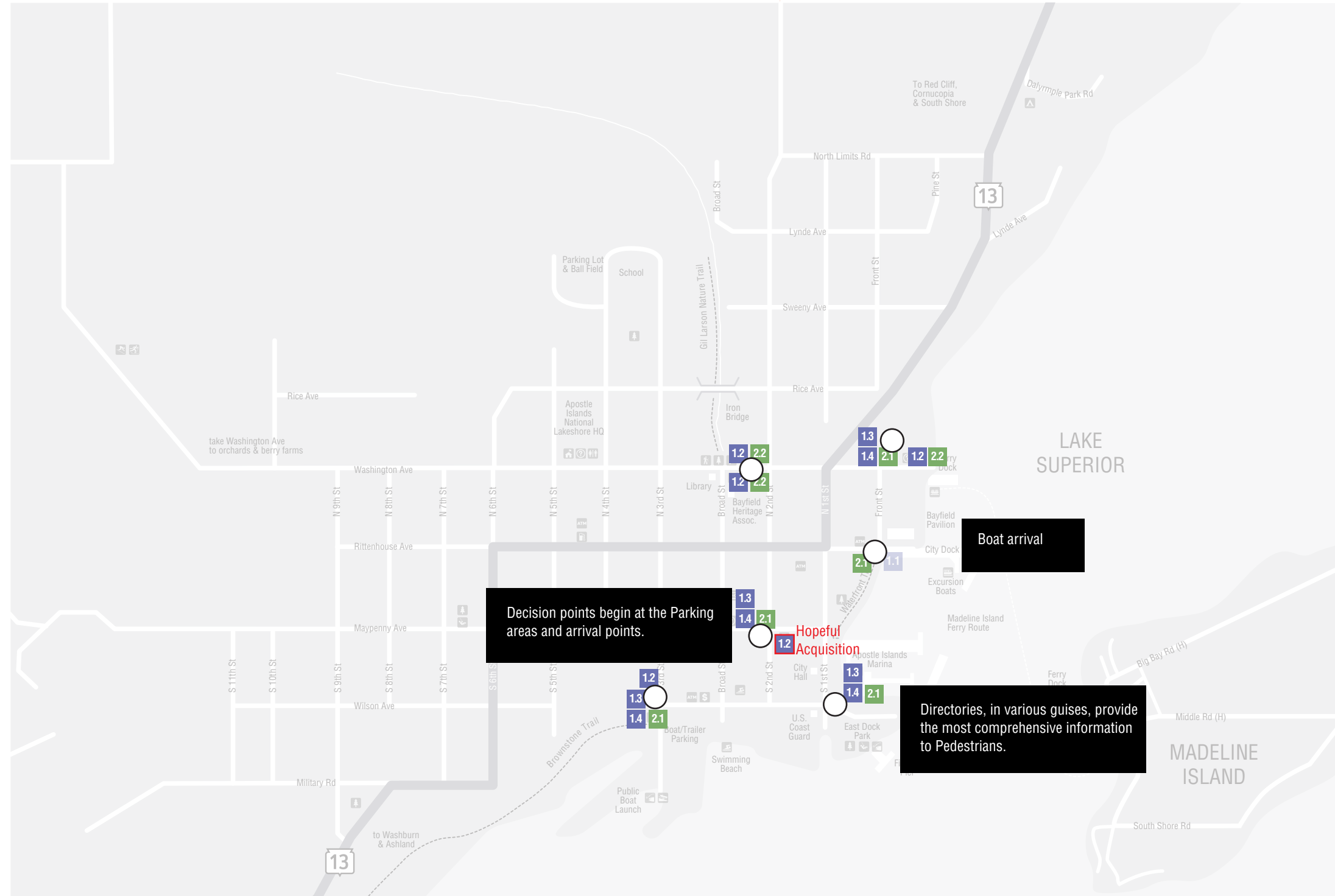


Signs exist directing traffic to Chamber of Commerce Information and Restrooms. We should replace with our flavor.

Might we direct north to Washington for long term or RV parking?.

Signs exist directing traffic to Ferry and Apostles Islands Lakeshore HQ, nothing to Parking, Restrooms or Information.

- IDENTIFICATION**
- 1.1 Entry I.D.
  - Facility I.D.
  - 1.2 Parking
  - 1.3 Restrooms
  - 1.4 Room I.D.
- INFORMATIONAL**
- Directory
  - 2.1 Primary
  - 2.2 Secondary
  - 2.3 Tertiary
- DIRECTIONAL**
- 3.1 Vehicular Dir
  - 3.2 Pedestrian Dir
- Decision Points



Decision points begin at the Parking areas and arrival points.

Boat arrival

Directories, in various guises, provide the most comprehensive information to Pedestrians.

**IDENTIFICATION**

- 1.1 Entry I.D.
- Facility I.D.
- 1.2 Parking
- 1.3 Restrooms
- 1.4 Room I.D.

**INFORMATIONAL**

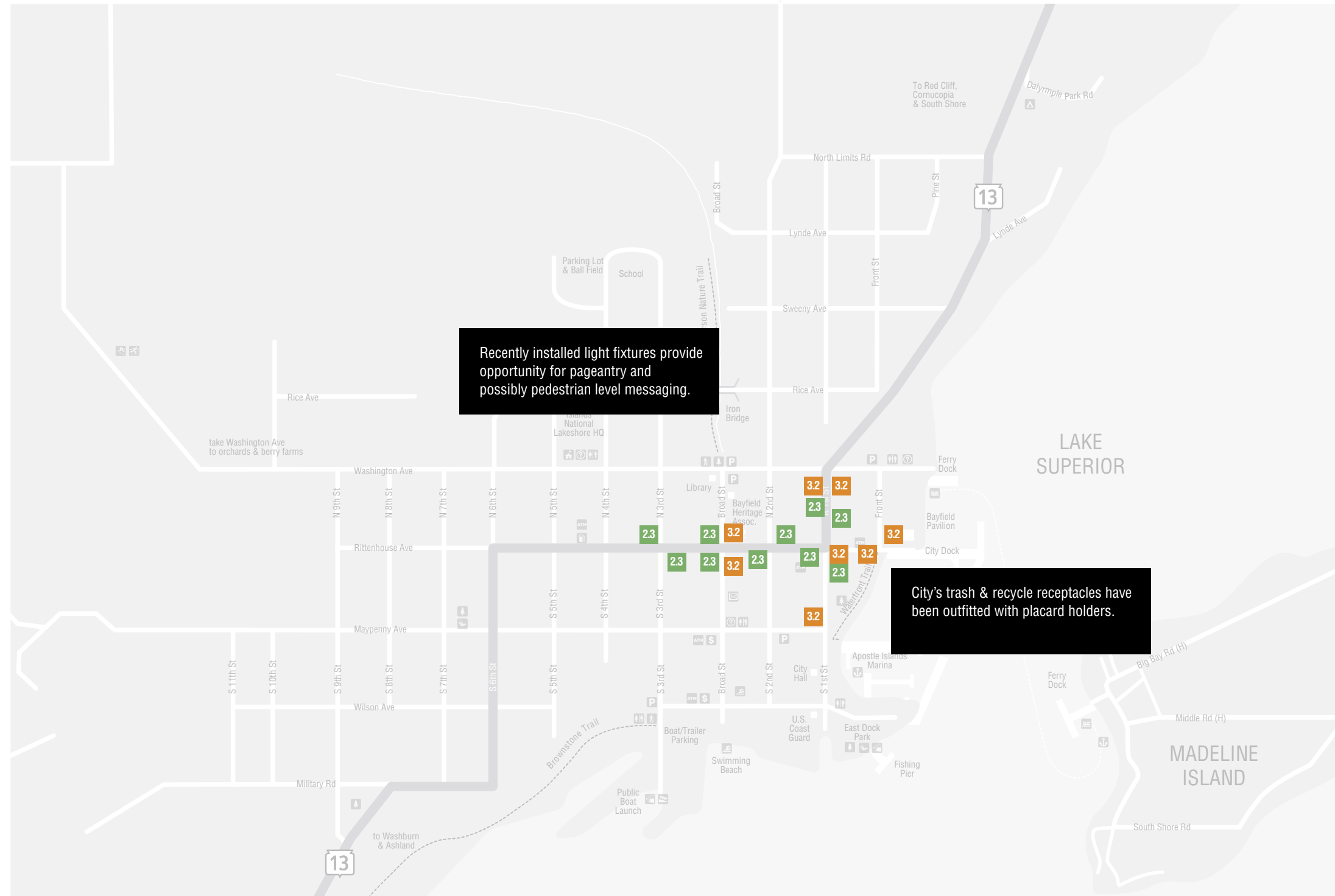
- Directory
- 2.1 Primary
- 2.2 Secondary
- 2.3 Tertiary

**DIRECTIONAL**

- 3.1 Vehicular Dir
- 3.2 Pedestrian Dir

○ Decision Points





**IDENTIFICATION**

- 1.1 Entry I.D.  
Facility I.D.
- 1.2 Parking
- 1.3 Restrooms
- 1.4 Room I.D.

**INFORMATIONAL**

- Directory
- 2.1 Primary
- 2.2 Secondary
- 2.3 Tertiary

**DIRECTIONAL**

- 3.1 Vehicular Dir
- 3.2 Pedestrian Dir

○ Decision Points

## WisDOT Municipal Welcome Signs

### Overview

A municipal welcome sign is an official sign installed and maintained by a municipality that informs motorists of a municipality's territorial boundary. Municipal welcome signs are not outdoor advertising signs or traffic control devices. A municipality may be a town, village, city or county. It does not include an unincorporated community.

### Location

- On the state highway right of way
- As close to the right of way line as possible
- Out of the clear zone
- May not be placed on Interstate right of way

### Size

No limitations

### Content

May include logos, graphics and/or taglines (slogans)

### May not contain:

- Commercial messages, business names or sponsorships
- Other official or service club signs
- Electronic message boards
- Static message boards
- Auxiliary placards
- Memorials

### Fabrication, installation, maintenance, and relocation

- Paid for by the municipality (applicant)
- Relevant law and policy
- Wis. Stat. s. 84.30(2)(hm)
- Wis. Stat. s. 86.19(1n)
- Highway Maintenance Manual 09-20-30

### Application

- Form DT1812, Application/permit to work on highway right of way
- Include detailed drawing of the proposed sign along with location diagram
- Additional information for work on highway right of way permits, see webpage
- Application Fee: None
- Questions regarding specific municipal welcome sign installations
- Contact the appropriate WisDOT transportation region office

### Other Requirements

- Application must be filled-out and signed by an elected official or authorized employee of the municipality
- Municipality must be self-insured or carry sufficient insurance for the sign
- Only one municipal welcome sign is allowed per each state highway direction that crosses a municipal boundary - even if the highway crosses a boundary more than once
- The municipal welcome sign\* must:
- Be installed to inform motorists of the territorial boundary of the municipality
- Be located within the territorial boundary of the municipality
- Be located entirely on state highway right of way (includes overhang)
- Be installed and maintained by a municipality
- Not constitute a safety hazard (i.e., located out of the clear zone)
- Not obstruct, conflict or interfere with official traffic control signs and devices
- Not obstruct or interfere with the vision of motorists navigating any intersection, which includes all driveways

\* Including any applicable landscaping

## TEOpS 2.15.6 Community Wayfinding Sign Programs

- Community must prepare a Masterplan for application

### SIGN DESIGN STANDARDS

#### Shape

The shape of the signs shall be rectangular and may have rounded corners. A rounded or other regular geometric shape on the top will be allowed to accommodate a logo.

#### Pictograph

Only one community pictograph may be incorporated in the top of the sign subject to WisDOT approval. If used, it shall be simple and easily recognizable. The height of the pictograph shall not exceed two times the height of the upper-case letters of the principal legend on the sign. For coordinated programs, a unique pictograph for each municipality may be used. If a community name is to be displayed at the top of the sign panel, instead of or in addition to a pictograph, the lettering shall be of a size, font style and high color contrast for motorists to read at the posted speed. All signs in a Community Wayfinding Signing program shall have the same format. If a community pictograph, and/or name, and/or street name, is to be used on any sign, it shall be used on all signs in the community program.

#### Facing

Sign panel legends and backgrounds shall be reflective to meet the minimum standards of High Intensity sheeting.

#### Color

Colors shall meet the standards for highway colors specified by the Federal Highway Administration. Color combinations shall have high contrast. Two-color combinations which may be used are:

1. White or yellow on blue, green or brown.
2. Blue, green, black or brown on white.
3. Red or orange on white, but not the reverse.
4. A third color, if used, must provide suitable contrast (i.e., not red on blue).

The background colors of orange, red, yellow, purple, or the fluorescent versions thereof, fluorescent yellow green and fluorescent pink shall not be permitted on Community Destination Signs. One background color is preferred. A third color for the logo area may be used, or that area may be reversed in color. Color plaques or accents shall not be used under arrows or destination names. Lettering, arrows, and border shall be the same color.

#### Border

Border is optional. If used, it shall be plain, retroreflective, not decorative, and the same color as the letters.

#### Lettering & Sign Size

A minimum Series B font as specified in the Standard Highway Signs manual is preferred. A similar font is allowable, unless the style detracts noticeably from legibility.

The preferred letter size is 6" Upper Case/ 4 ½" Lower Case. In areas, where the posted speed is less than 35 mph, a minimum 5" Upper Case/ 3 ¾" Lower Case or 5" Capital Letters will be allowed.

The resulting sign width shall not exceed five feet adjacent to a roadway posted at 35 MPH or above. The sign width shall not exceed four feet adjacent to a roadway posted at 30 MPH or below.

#### Arrows

Arrows shall be as big in dimension as the lettering, and the same color as the adjacent lettering. The arrows shall not have encircling accents, or contrasting mini-backgrounds.

Arrows shall be left of the message for left destinations, and right of the message for right destinations.

Ahead arrows shall not be used except in combination with left and/or right arrow(s) and destination(s) to pull through to one major area destination, such as DOWNTOWN, or direct ahead to one or more qualifying destinations where the through route turns. When used, ahead arrows shall be on the left side of the top line.

#### Destinations

Destinations/attractions on a community destination sign shall be displayed (from top to bottom of sign) in the following sequence:

1. ahead destination (if used);
2. left-oriented destinations/attractions (closest to furthest);
3. right-oriented destinations/attractions (closest to furthest).

Community Wayfinding Signs should be limited to three destinations per sign.

#### Sign Installation Standards

Signs shall be installed by the community on separate supports furnished and typically used by the community.

They shall not be combined with other signing by the community or the Department.

#### Size

- 35 MPH or greater: 60" max width
- 30 MPH or less: 48" max width

#### Sign Posts

Sign supports shall conform to TEOpS 2-15-52.:

#### SIGN POST DESIGN POLICY ON STATE MAINTAINED ROADWAYS

1. On state maintained roadways, 4"x 6" wood posts and 2"x 2" square steel posts are typically used for sign posts. Municipalities may be allowed to install signs on customized posts. The municipality shall pay for the cost of the customized posts.
2. Any customized posts allowed shall be NCHRP 350 or MASH crash compliant. The municipality shall provide Wis DOT a copy of the certification letter from the Federal Highway Administration.
3. A permit for non-standard sign supports shall be filled out by the municipality and signed by the City/Village Engineer or Director of Public Works or Official Governmental Representative and, upon approval, the Wis DOT Region Traffic Operations Engineer. A sample Application/Permit form is shown in Figure 4.
4. Municipalities may be allowed to paint the posts a neutral color that does not detract from the face of the sign. Acceptable neutral colors are black, brown or dark green.



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# Entry I.D.



KEY PLAN

For uniformity, it is desired that all Community Wayfinding and Municipal Welcome signs have the same monochromatic color scheme. Smaller signs mounted on the black light posts might have a black frame/panel to be the least conspicuous. Working backwards from there, we're suggesting that black color scheme here.

Fabricated cabinet construction sign panel with radius corners. 1/2" Cut-out metal letters secured to the face with reflective vinyl faces. We *could* make the face retroreflective, to be more WisDOT-like.

Monolithic brown stone veneer base with notch in top. Inner surfaces of notch have concealed black metal vertical structure and hardware to secure the cabinet. Illustrated here is the cleanest, most reserved option, with only text, no border.

Community Wayfinding signs are required to be rectangular in shape. Municipal Welcome signs may be any shape desired.

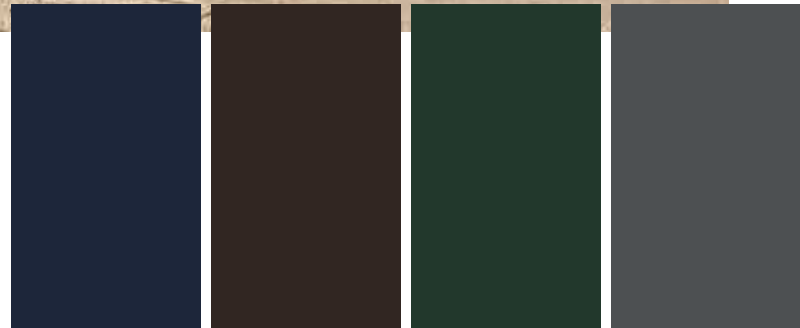
There is a strong desire for uniformity in this program, so we are suggesting a rectangular Welcome sign with radius corners and of similar proportions. Memorable 1:2 ratio for the rectangle to be consistent throughout (except for square format).



Brown stone base material could come from the City's reserves of stone. Larger blocks could be sliced into veneer slabs or block forms could be used. A less expensive alternative would be to use split-faced colored CMU units (similar to Fountain Park). A further less expensive option would be to use a poured-form with colored concrete.



2 Photo Composite  
SCALE: NTS

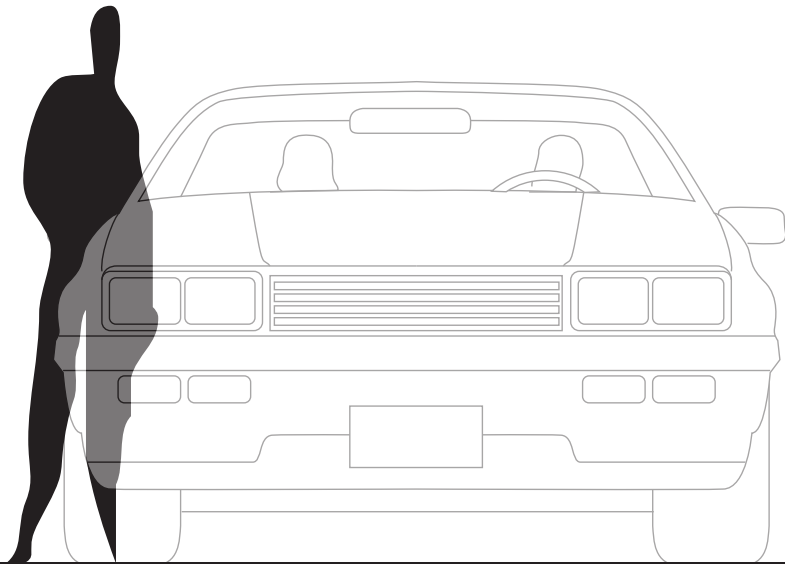


**If not black...**  
Signs mounted to the black light posts of *any very dark value of color* are almost as inconspicuous as black. We can have any field color we like, a much darker blue, brown, green or gray might be considered.

We're coordinating the field color for painted signs, such as this, with the retroreflective signs, required by WisDOT on the I-13 corridor.



1 Elevation  
SCALE: 1/2" = 1'-0"



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Entry I.D.



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**1** Axonometric Views  
SCALE: NTS

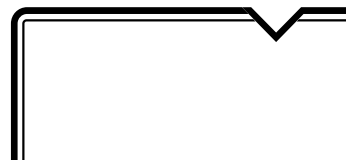
Monolithic brown stone veneer base. Sign cabinet is mounted to a fabricated top cap assembly for the stone plinth. Connection assembly includes expressed fasteners and gusset supports.

Illustrated here is a simple, WisDOT-compliant single line border.



Curved brown stone block base with a curved sign cabinet make for a more gracious gesture. Sign cabinet floats above wall supported by (3) steel posts.

Illustrated here is a more memorable decorative border for distinction.



Vertical sign cabinet mounted to the face of a vertical brown stone block wall. Narrower surface, simpler sans serif fonts and a smaller-scale decorative border make for a most restrained presentation.



**2** Elevations  
SCALE: 3/8" = 1'-0"

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Entry I.D.



# Facility I.D. Parking



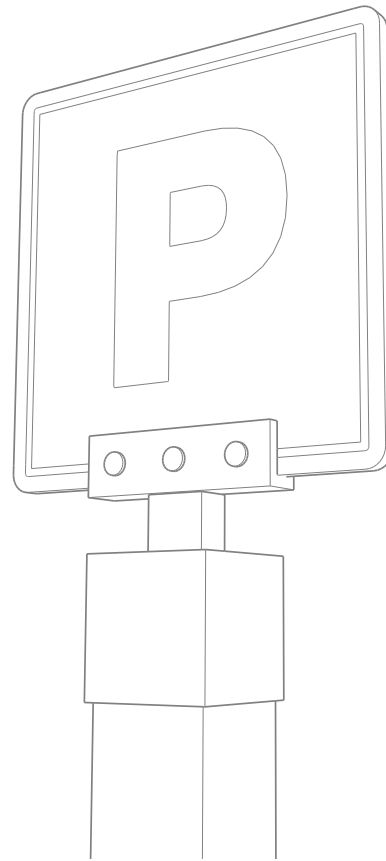
KEY PLAN

1/4" Plate metal square sign panel with radius corners, painted Black all visible surfaces. Reflective white vinyl graphics and border, both sides.

Sign secured by black metal hardware with expressed fasteners atop a fabricated post top cap.

The post can be either a 2" black steel tube with a 2'-0" section of 6" steel tube as a base, or a 8" square cedar post with a light gray, dark gray or blackened stain finish.

A more substantial vertical steel plate secured to a brown stone base. Base can also be poured-form colored concrete.



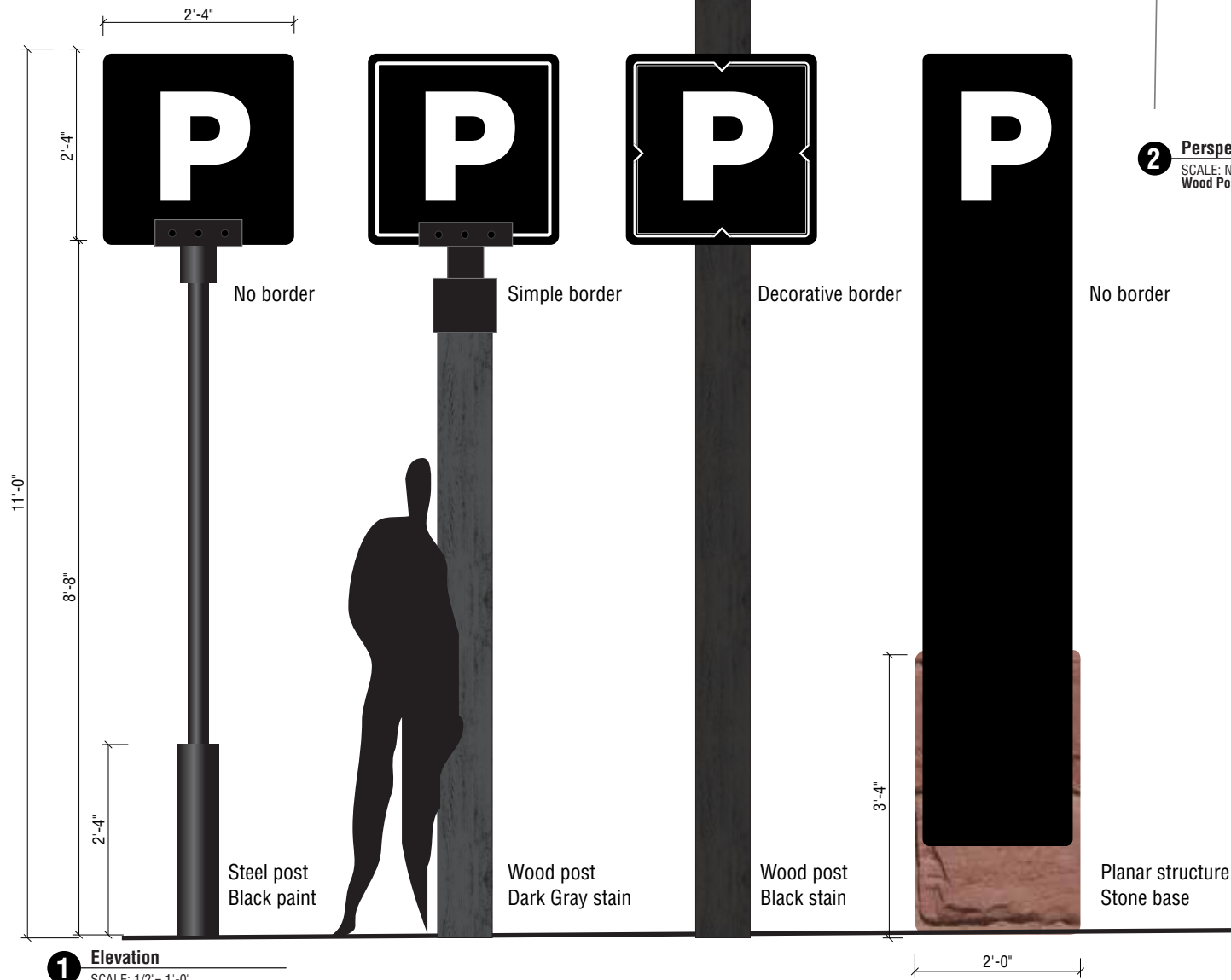
2 Perspective Detail  
SCALE: NTS  
Wood Post Cap Option



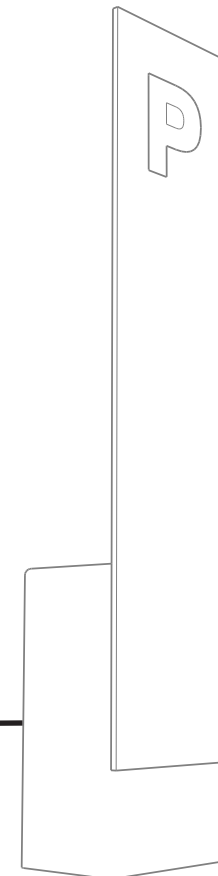
3 Photo Composite  
SCALE: NTS  
Wood Post Cap Option



Darker gray cedar stains are illustrated here, to further minimize the contrast between the support posts and the black metal hardware. A black cedar stain, for the *least* amount of contrast, might be considered.



1 Elevation  
SCALE: 1/2" = 1'-0"



4 Perspective  
SCALE: NTS  
Planar Panel, Stone Base Option



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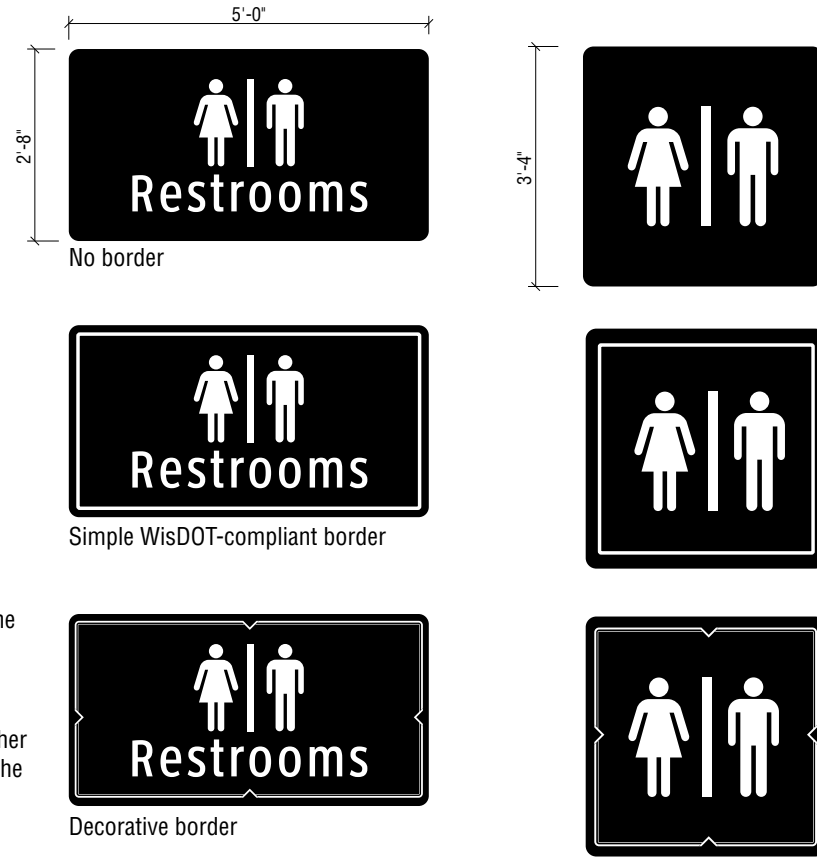
# Facility & Room I.D. Restrooms



KEY PLAN

It was desired to use the International Symbols wherever possible.

To be considered whether or not we accompany the icons with text.



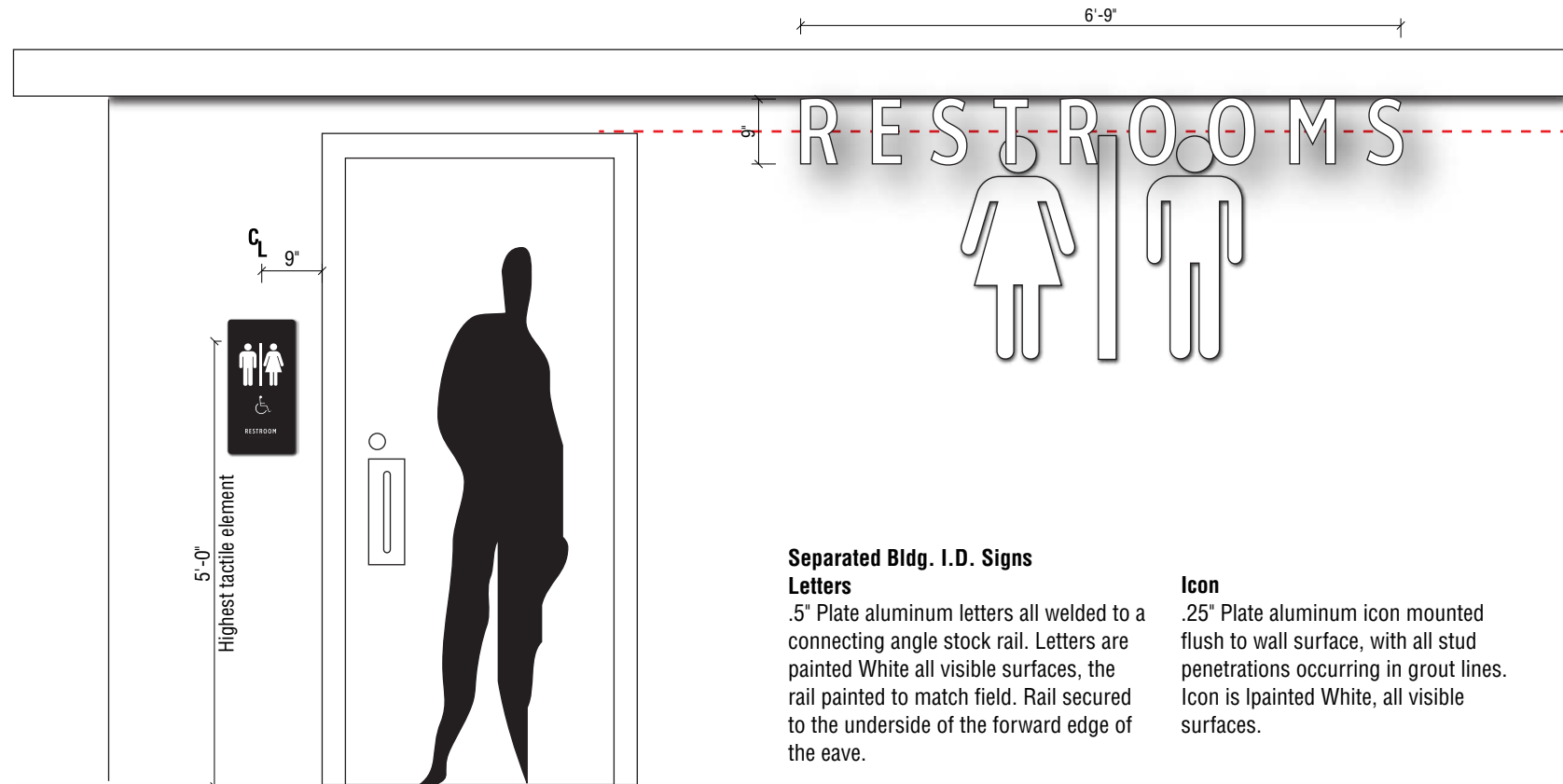
2 Single Panel Options  
SCALE: 3/8" = 1'-0"



3 Photo Composite  
SCALE: NTS

Currently, all restrooms have their signs located on the doors. This is not ADA compliant, the signs should be located on the adjacent wall on the latch side of the door.

Done correctly, these signs would be relocated as required and would include a design that reflects the rest of the sign family.



1 Elevation  
SCALE: 1/2" = 1'-0"

**Separated Bldg. I.D. Signs**

**Letters**  
.5" Plate aluminum letters all welded to a connecting angle stock rail. Letters are painted White all visible surfaces, the rail painted to match field. Rail secured to the underside of the forward edge of the eave.

**Icon**

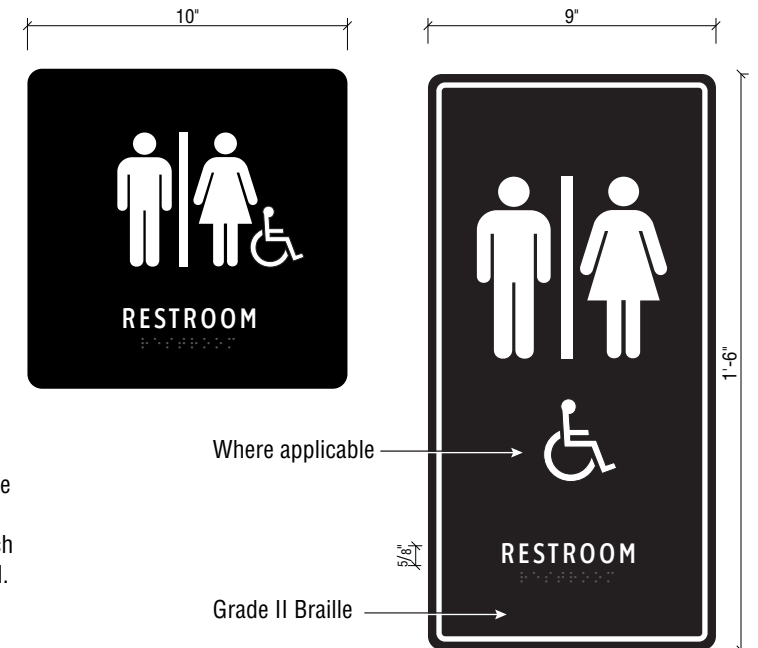
.25" Plate aluminum icon mounted flush to wall surface, with all stud penetrations occurring in grout lines. Icon is painted White, all visible surfaces.

White letters mounted to rail and hang down from the forward eave face.

White icon mounted on building face, aligning with the tops of the doors.

**Room I.D. Signs**

ADA compliant tactile sign panel with raised border, icon, message and Grade II Braille. All raised elements to be kiss-painted white, except Braille, which is to remain the same color as the field.



4 Elevation  
SCALE: 2" = 1'-0"

Where applicable

Grade II Braille



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Facility &  
Room I.D.  
Restrooms



Facility I.D. Restrooms



**1** Photo Composite  
SCALE: NTS  
East Dock Park Restrooms



**3** Photo Composite  
SCALE: NTS  
Brownstone Trail Restrooms



**2** Photo Composite  
SCALE: NTS  
Maypenny Restrooms



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Facility  
I.D.  
Restrooms





**1** Photo Composite  
SCALE: NTS  
East Dock Park Restrooms



**3** Photo Composite  
SCALE: NTS  
Brownstone Trail Restrooms



**2** Photo Composite  
SCALE: NTS  
Maypenny Restrooms



**4** Photo Composite  
SCALE: NTS  
Washington St Restrooms

All restrooms would be signed in the same manner.

Various options illustrated here for comparison.



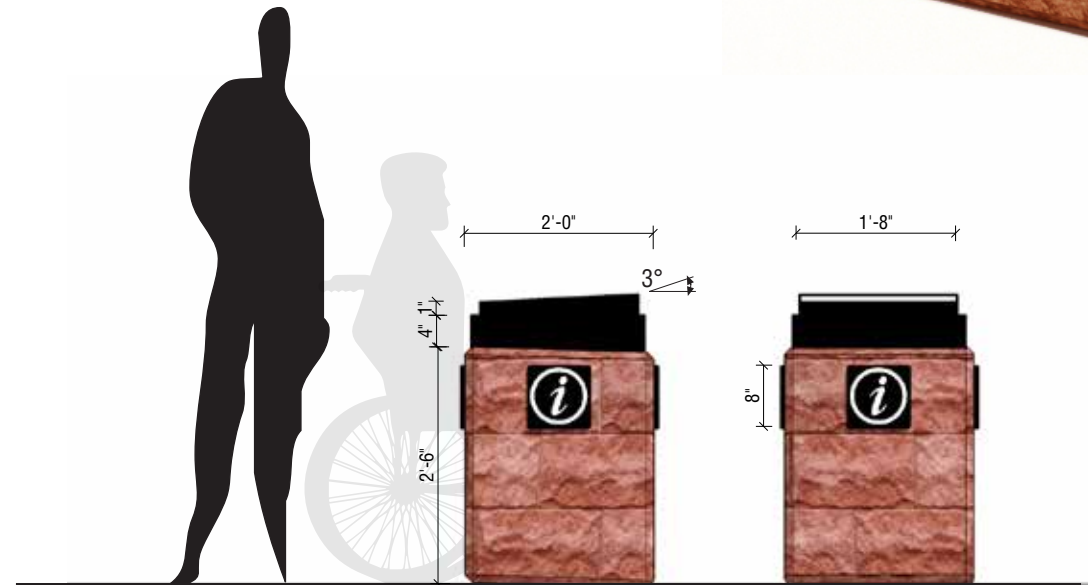
# Directory Primary



KEY PLAN

Units located at strategic entry points (Gazebo), strategic pedestrian points (1st & Rittenhouse) and Restrooms.

2 Perspective  
SCALE: NTS



1 Elevation/Side Elevation  
SCALE: 1/2" = 1'-0"

Flat signs make for much less visual clutter.

Butcher block profile assembly supported by Brown Stone base. Stone may be quarried stones from the Town's material reserve, colored rock-face CMU units or cast-form colored concrete.

Directory panel is a printed HPL (High Pressure Laminate) panel secured to the angled top of the fabricated top cap for the base. For changes/updates, only this panel requires replacing.

International symbol icon plaques on each side of base.



3 Layout  
SCALE: 3" = 1'-0"

Angled top pan has 1/4" raised perimeter edge, HPL panel sits flush with the edges.

Graphic layout shown here has the header and plan's legend slightly outboard of the plan graphic.

Same layout, brighter color palette, simple, single stroke, WisDOT border



4 Layout Option  
SCALE: 2" = 1'-0"



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WAY FINDING CITY OF BAYFIELD SIGNAGE MASTER PLAN

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Directory  
Primary





**1** Photo Composite  
SCALE: NTS  
East Dock Park Restrooms

Strategic locations, such as this, offer the Visitor their first glimpse of the offerings available.

Restrooms offer another moment of pause and collection. These are good locations to provide “what’s the next step”.



**2** Photo Composite  
SCALE: NTS  
East Dock Park Restrooms



**4** Photo Composite  
SCALE: NTS  
Brownstone Trail Restrooms



**3** Photo Composite  
SCALE: NTS  
Maypenny Restrooms



**5** Photo Composite  
SCALE: NTS  
Washington St Restrooms



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Illustrated here is a more regional cropping of the plan to include the orchards to the west and much of Madeline Island to the east. This plan may be desired for waterfront or Welcome Center locations.



Illustrated here is a slightly tighter cropping with a WisDOT-compliant border, to focus on the Downtown District, yet keeping a bit of Madeline Island in the frame. This may be desired for the Secondary Directories.



Tighter cropping still that focuses solely on the walkable Downtown District. This may be desired for the Tertiary Directories on the I-13 corridor.



Brighter palette versions of same.

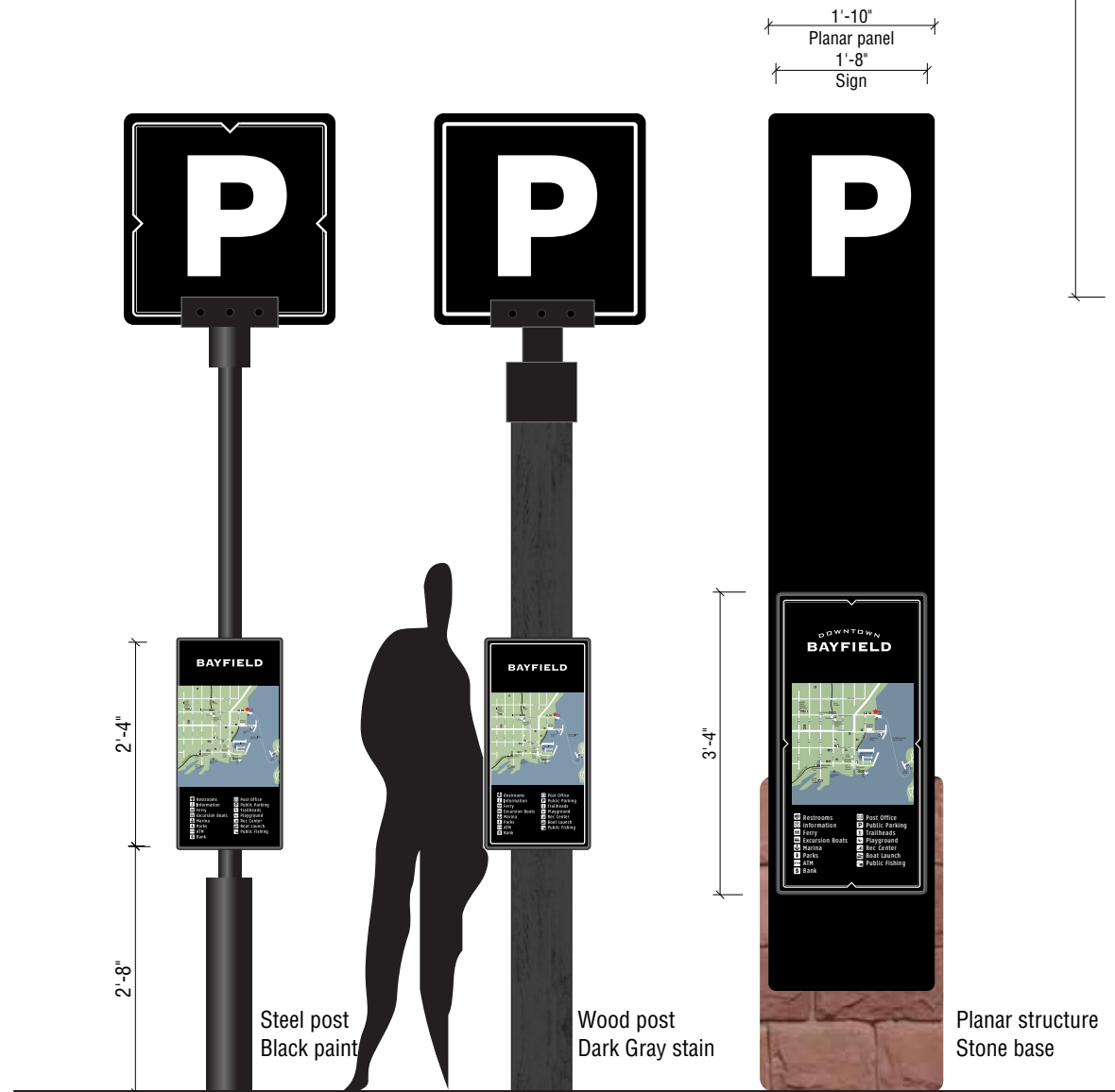


Directory Secondary



KEY PLAN

These smaller and less expensive units can be located at the peripheral parking areas.



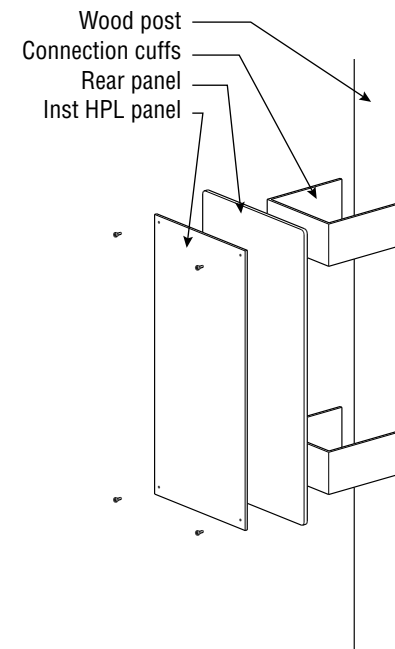
1 Elevation  
SCALE: 1/2" = 1'-0"



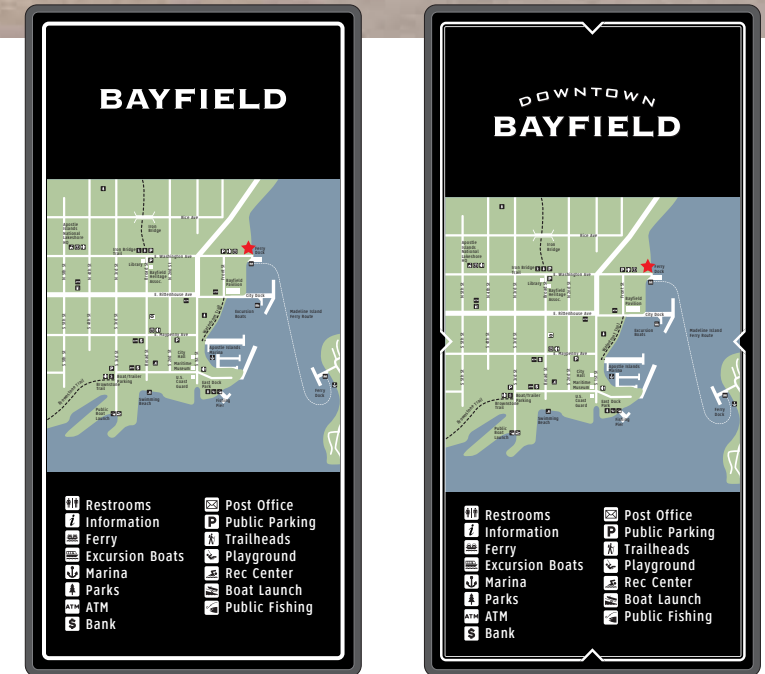
2 Layout  
SCALE: 2" = 1'-0"  
No Border

Post-mounted 2-layer sign assembly.  
1/4" Rear panel with radius corners is secured to post (steel or wood) with connection cuff brackets. Planar structure option allows for a larger panel (no protruding object issues).  
3/16" Inset digitally printed HPL panel with Black returns is mechanically fastened to the rear panel with vandal-resistant hardware.

Layered assembly requires updates/changes to the inset front panel only.



3 Photo Composite  
SCALE: NTS  
Washington Beach Parking



4 Layout Alt.s  
SCALE: 1 1/2" = 1'-0"  
Simple WisDOT Border

Decorative Border



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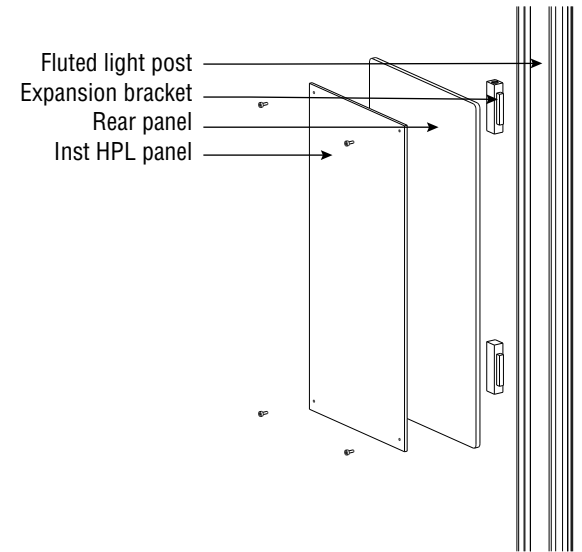
Directory  
Secondary



# Directory Tertiary



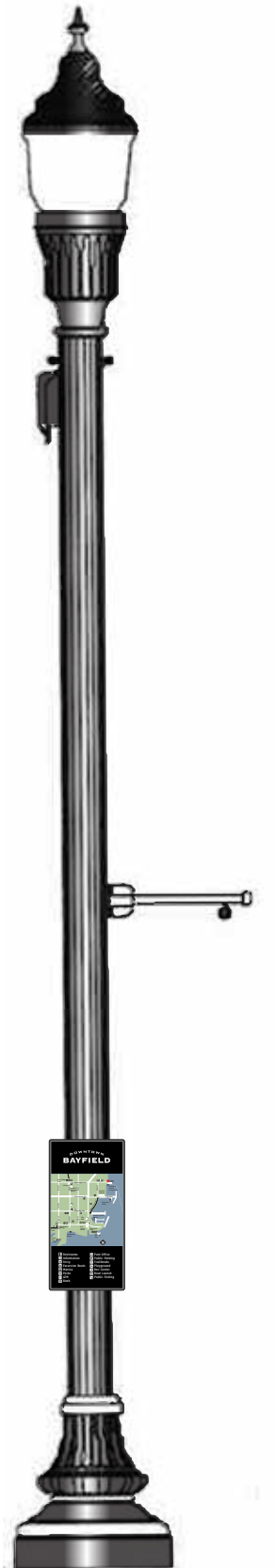
KEY PLAN



The City's new streetlight posts provide opportunity to install small pedestrian-scaled Directory panels.

Panels are required to be mounted parallel to and facing away from the street.

3'-0"



**1** Elevation  
SCALE: 1/2" = 1'-0"



**2** Elevation  
SCALE: 3" = 1'-0"  
Close, Downtown District Cropping  
No Border

Post-mounted 2-layer sign assembly.

1/4" Plate metal rear panel with radius corners, painted Black all visible surfaces.

3/16" Inset digitally printed HPL panel with Black returns is mechanically fastened to the rear panel with vandal-resistant hardware.

Sign assembly is secured to the City's lamp posts with a vertical expansion-type mounting bracket that fits within the post's face channels and locks into place.

**Deduct Alt.** - Sign assemblies are secured with a typical, black-finish Band-It type product.

Layered assembly requires updates/changes to the inset front panel only.



Simple, single stroke  
WisDOT-compliant border.



Decorative border,



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WAYFINDING CITY OF BAYFIELD SIGNAGE MASTER PLAN

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Schematic  
Design II

Directory  
Tertiary



- Community Wayfinding Signs  
Need to follow Wis DOT specifications:
- Allows for City emblem, optional
  - Retro-reflective sign face, includes field color and message color
  - Field color may be Black, Dk Gray or very dark value of Blue, Green or Brown.
  - WisDOT approved typeface & arrow
  - guidelines allow for wood or steel posts.

(Refer to pg 8 of this document for full requirements)

These regulations state that the arrow is to be placed on the side to which it points. They do not specify whether or not it can be above the destination icons.

Using only international symbols, these messages become much more pronounced..

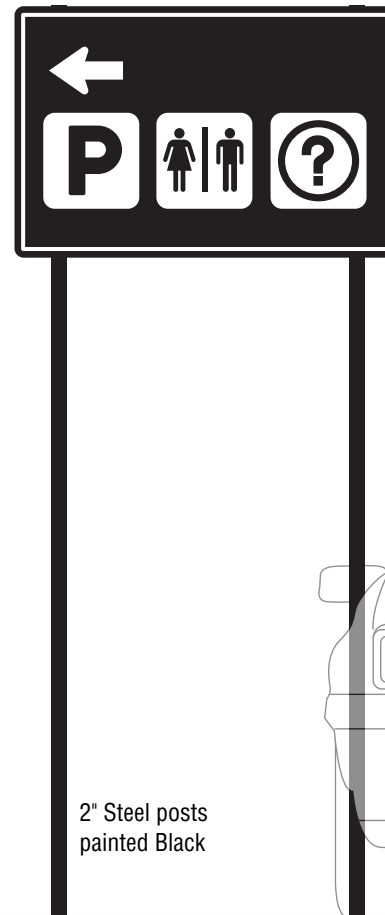


Icons & Text

Text only



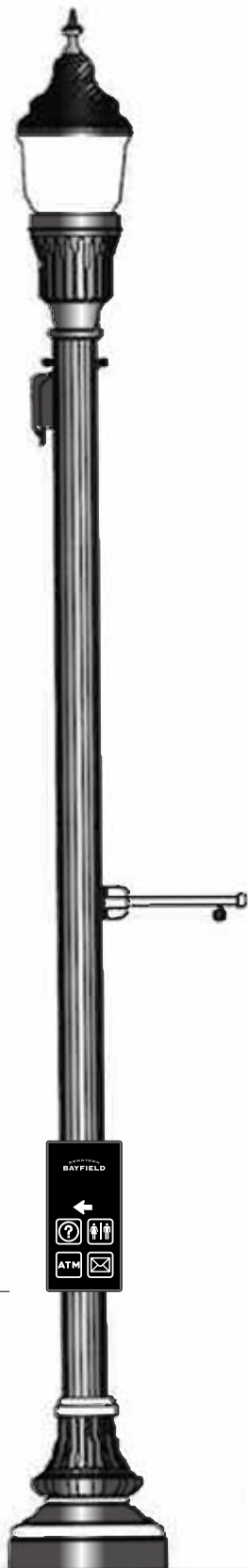
Icons only  
no Community Icon



# Directional Pedestrian



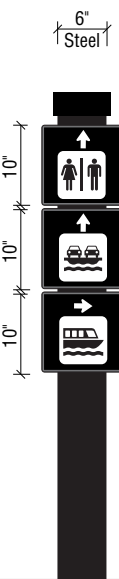
KEY PLAN



Light post  
Outline icons



Wood  
(landscaping)  
Solid icons



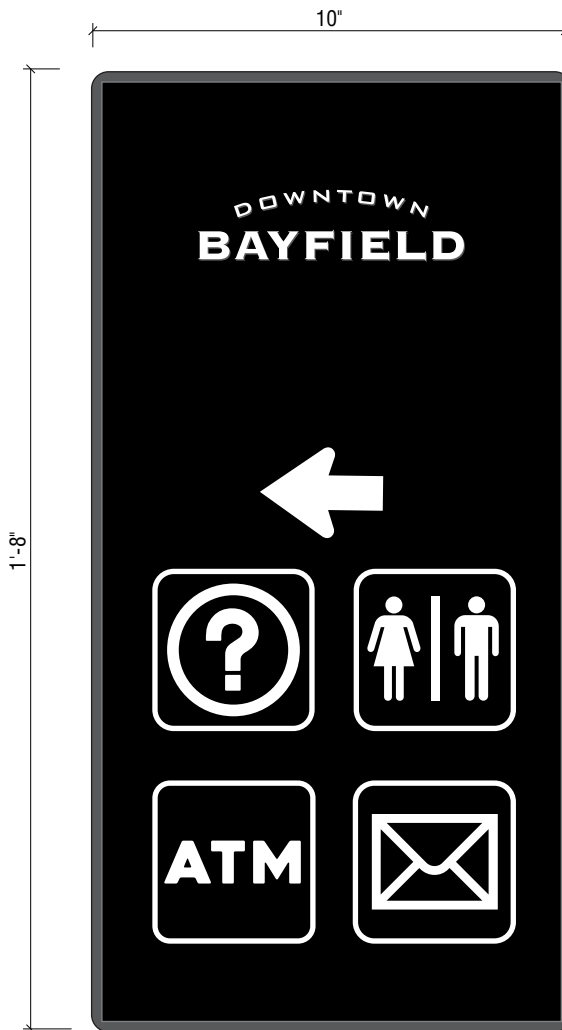
Steel  
(hardscape)  
Multiple single-icon panels

Alternatively, the City's light posts can be used for specific Directional messaging rather than the general Directory plan.

Singular or multiple destinations can be used.

Single or multiple panels may be used as well.

1 Elevation  
SCALE: 1/2" = 1'-0"



2 Elevation  
SCALE: 3" = 1'-0"  
Outline icons

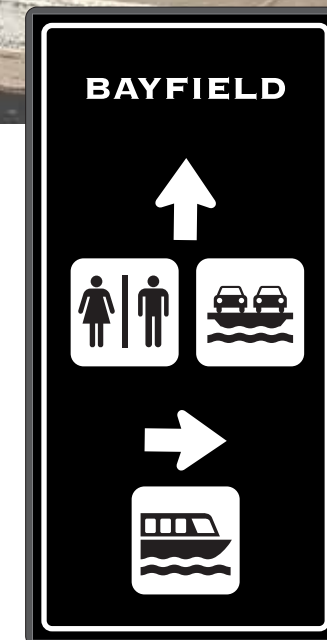
1/4" Plate metal rear panel with radius corners, painted Black all visible surfaces.

Inset 3/16" thick HPL graphic panel secured by vandal-resistant fasteners. Graphic panel has Black returns.

Sign assembly is secured to the City's lamp posts with a vertical expansion-type mounting bracket that fits within the post's face channels and locks into place.

**Deduct Alt.-** Sign assemblies are secured with a typical, black-finish Band-It type product.

For locations without lamp posts, signs to be secured to an 8" cedar post with a Dark Gray or Black stain finish or a 6" square steel post painted Black. Posts to have a fabricated metal cap, painted Black.



Solid multiple direction icons, simple, single stroke WisDOT border



Outline single icon  
Decorative border



Stantec ViBE  
1112 Pearl Street  
Boulder, CO  
80302



Matthews Paint Co  
MP06678 Night Mission



Entry I.D.



Facility I.D.- Parking



Facility I.D.- Restrooms



Vehicular Directional



Room I.D.- Restrooms



Primary Directory



Secondary Directory



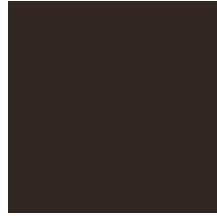
Tertiary Directory



Pedestrian Directional







Matthews Paint Co  
MP07458 Cast Bronze



Entry I.D.



Facility I.D.- Parking



Facility I.D.- Restrooms



Vehicular Directional



Room I.D.- Restrooms



Primary Directory



Secondary Directory



Tertiary Directory



Pedestrian Directional



Inventory Summary *Color Studies- Dk Green*



Matthews Paint Co  
MP16141 Catalan Forest



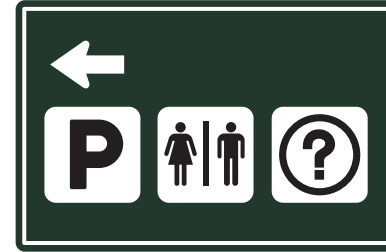
Entry I.D.



Facility I.D.- Parking



Facility I.D.- Restrooms



Vehicular Directional



Room I.D.- Restrooms



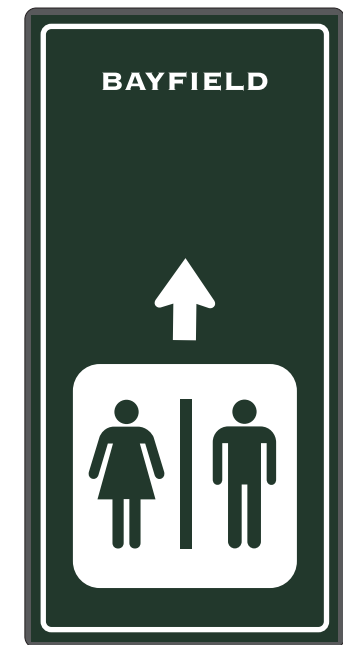
Primary Directory



Secondary Directory



Tertiary Directory



Pedestrian Directional



Stantec ViBE  
1112 Pearl Street  
Boulder, CO  
80302

Date Issued  
11.09.2022

Schematic  
Design II

Inventory  
Summary  
*Color Studies-  
Dk Green*

Inventory Summary *Color Studies- Dk Gray*



Matthews Paint Co  
MP16141 Catalan Forest



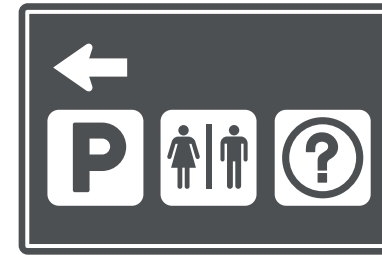
Entry I.D.



Facility I.D.- Parking



Facility I.D.- Restrooms



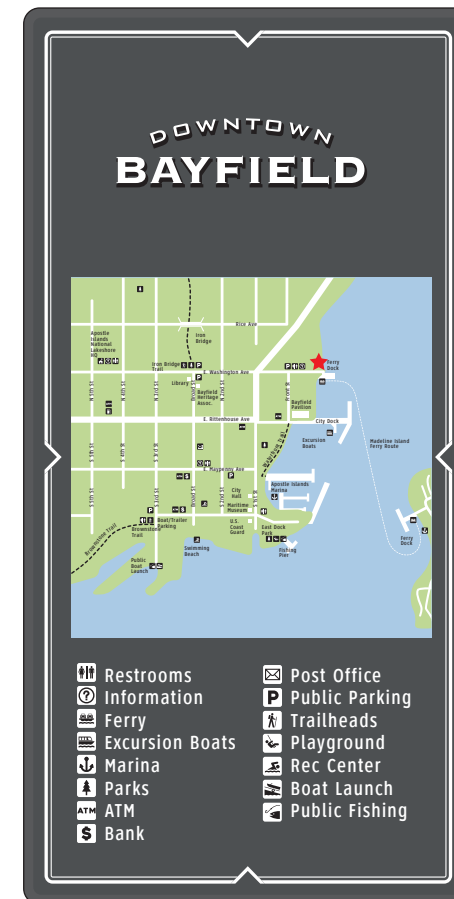
Vehicular Directional  
(cannot have a decorative border)



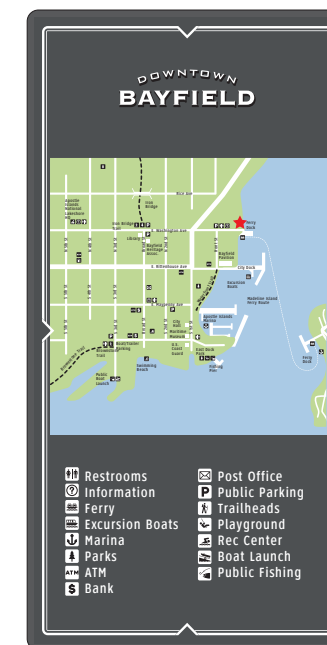
Room I.D.- Restrooms



Primary Directory



Secondary Directory



Tertiary Directory



Pedestrian Directional



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Schematic  
Design II

Inventory  
Summary  
*Color Studies-  
Dk Gray*