

**BLACK RIVER RAIL CORRIDOR AND SITE  
ACCESS STUDY**

**FINAL REPORT**

- PART 1 | EXECUTIVE SUMMARY
- PART 2 | MOTORIZED MODES
- PART 3 | NON-MOTORIZED MODES
- PART 4 | WAYFINDING
- PART 5 | MASTER PLAN
- PART 6 | APPENDIX

**PART 4**

**Wayfinding**



CH2MHILL

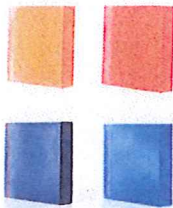
LOGO DIRECTION A



LOGO DIRECTION B



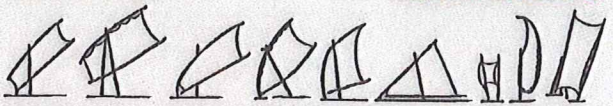
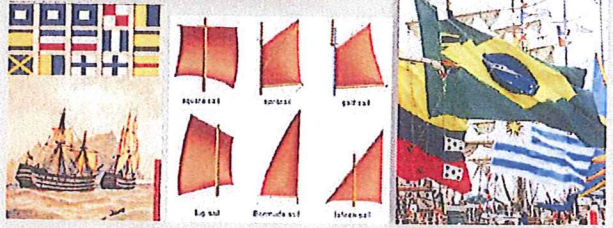
MATERIAL SUGGESTIONS



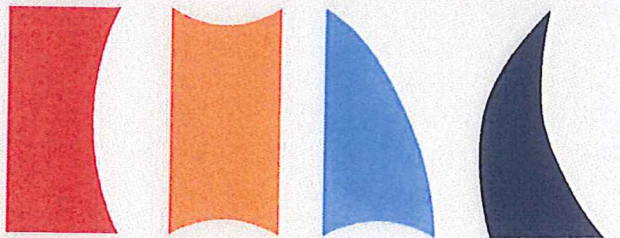
3-Form Translucent Resins



Tensile Fabric Structures



SHAPE PALETTE



PRIMARY COLORS



ACCENT COLORS



PRIMARY FONTS

Mrs Eaves Roman

Mrs Eaves Bold

MRS EAVES SMALL CAPS

MRS EAVES PETITE CAPS

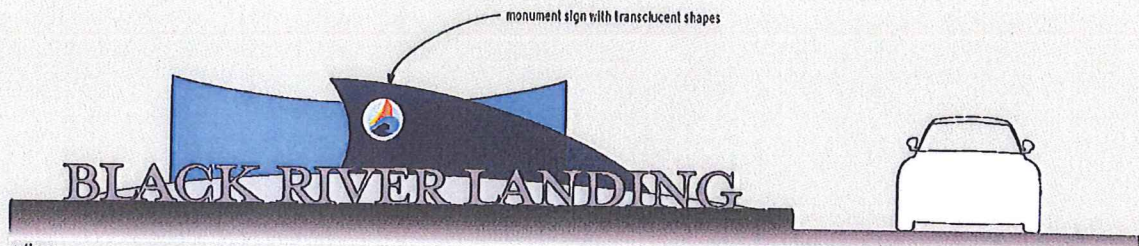
Neutra Text Book

Neutra Text Book

Neutra Text Bold

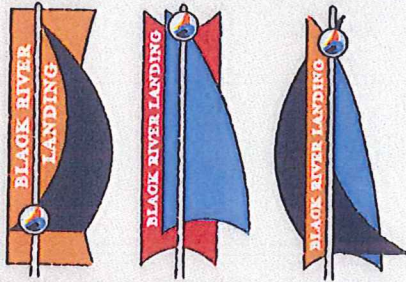
nautical adventurous ESTABLISHED crisp distinguished festive energetic colorful inviting

ENTRY SIGN



option a

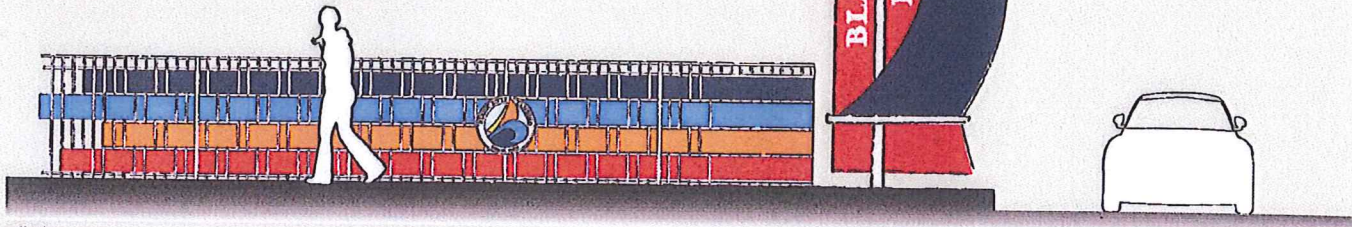
**GATEWAY SIGNS**  
Announce arrival into the main entry(s) into the district.



varying structures can run along different entries

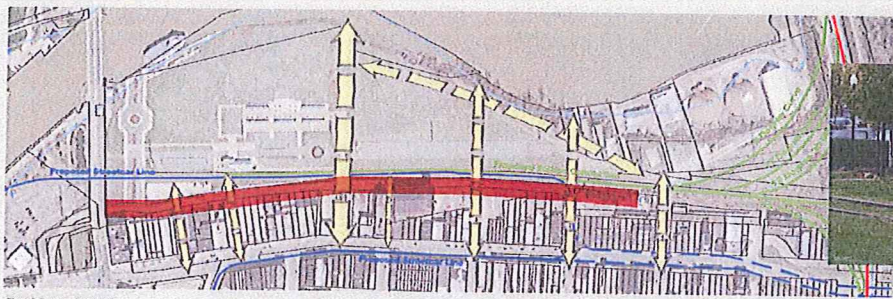


stretch canvas structures form dimensional pylon simulates sail



option b

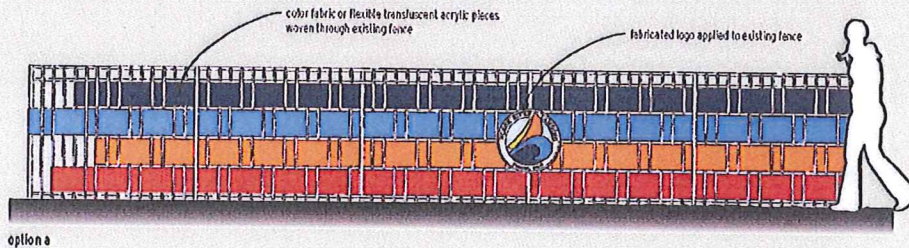
PLACEMAKING - EXISTING FENCE



EXISTING FENCE

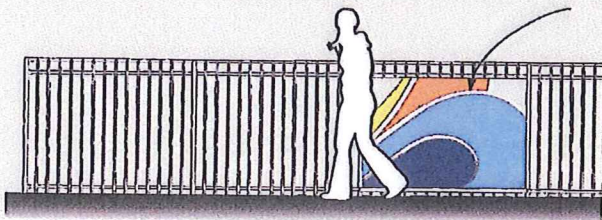


EXISTING FENCE



**BRANDED FENCE**  
By applying structural elements from the new brand to the existing fence - the street along the site can be transformed to a welcoming feature wall.

option a

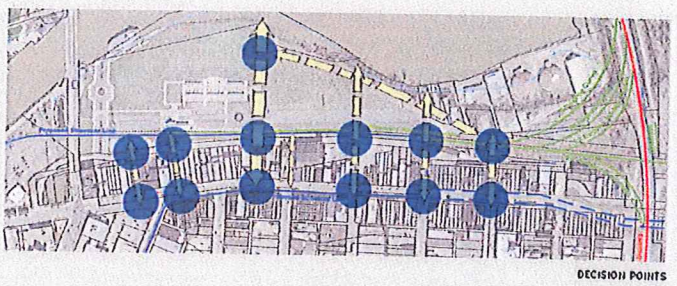
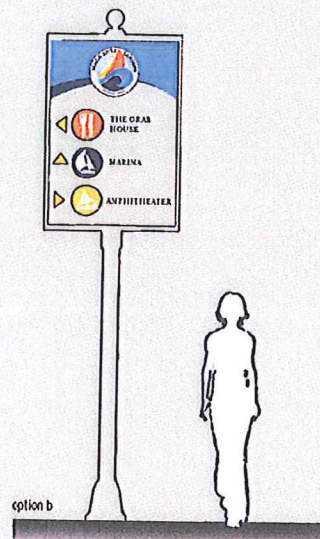
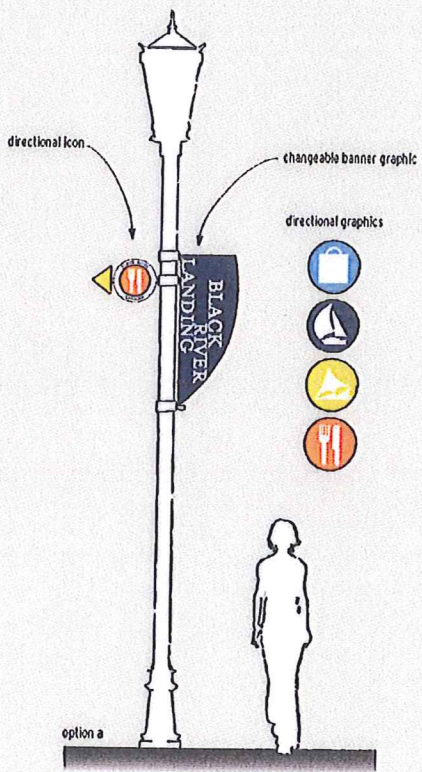


option b - with branded panel

constructed window panel applied to existing fence



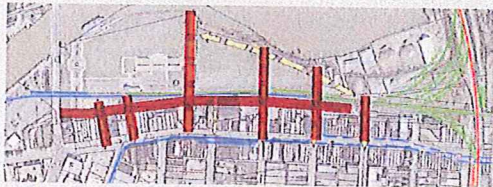
DIRECTIONALS



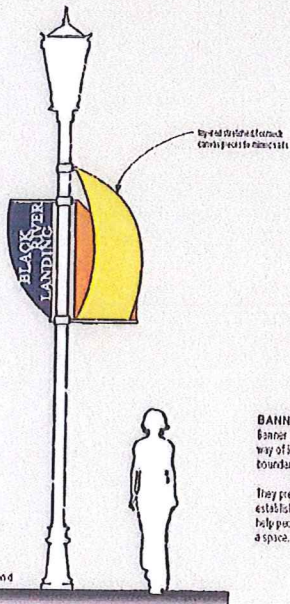
DECISION POINTS

WAYFINDING IS THE SCIENCE OF DEVELOPING, DEFINING AND ORGANIZING SPATIAL CUES AND SEQUENCES OF MESSAGES TO ALLOW HUMANS TO SAFELY MOVE FROM POINT A TO POINT B WITHIN A REASONABLE AMOUNT OF TIME AND EFFORT

PLACEMAKING



AREAS WHERE BANNERS MAY OCCUR



**BANNER PROGRAM**  
Banner programs are an effective way of identifying an area or boundary of a place.

They present an opportunity to establish a graphic language that help people navigate and enjoy a space.

PLACEMAKING IS THE PROCESS OF CREATING A DISTINCTIVE IMAGE FOR A SITE THAT WILL ATTRACT PEOPLE BECAUSE IT IS PLEASURABLE OR INTERESTING



TRAIL BLAZERS/STREET IDENTIFICATION

