



# Downtown Davis Wayfinding:

A Design for a Pedestrian  
Signage System



# Downtown Davis Wayfinding: A Design for a Pedestrian Signage System

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Presented to the faculty of the  
Landscape Architecture Program  
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in partial fulfillment of the  
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Science of Landscape Architecture

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# **Downtown Davis Wayfinding:** A Design for a Pedestrian Signage System

Janelle Imaoka  
Senior Project, University of California, Davis

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The intent of this project is to develop a pedestrian wayfinding signage system for downtown Davis.

The goal of this project is to design a signage system that helps pedestrians reach destinations around Downtown. The system shall minimize visual clutter and integrate well into the Downtown environment.

The following points highlight the unique qualities of the design and why this design for a pedestrian signage system should be considered and implemented by the City of Davis. The signage system provides signs that:

- Help pedestrians get to their destinations
- Encourage walking
- Strengthen Downtown Davis' identity
- Are cost effective
- Are easy to maintain and install

Currently, there is no signage system to help pedestrians get to various Downtown destinations. A pedestrian system was chosen as a way to address

this need and also as a way to encourage walking in Downtown. A new pedestrian signage system will improve navigation in Downtown and the connections between Downtown and adjacent UC Davis campus and Arboretum.

This project required a thorough study of the existing pedestrian use of Downtown, which includes identifying most-visited destinations and major routes taken to get to them. Analysis of the current wayfinding conditions was gathered and consolidated, followed by the definition of goals for the new signage system. The project culminated in the design of a signage system. The system will not only provide visitors and residents with information for reaching destinations, but also strengthen the Downtown identity through graphic elements and aesthetically pleasing in-ground signage.

# BIOGRAPHICAL SKETCH

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Janelle Imaoka aspires to be a landscape architect designing public places. She has an immense appreciation for plants and would love to create places in the urban environment that integrate native and low maintenance plants.

Outside of her days spent in studio working on projects, Janelle loves to bake. Her favorite desserts to make include blondies and mochi cake and she has a particularly good recipe for gingersnaps.

Janelle plans to do a lot of traveling after graduation and in the future. One of the first places she'd like to visit is Thailand.

# DEDICATION

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This book is dedicated to my parents to whom I am so grateful for all they have done. They made my college education possible and have helped me get to where I am today.

# ACKNOWLEDGMENTS

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I would like to thank

my committee - Stephen Wheeler, Katherine Hess, and Jennifer Ivanovich - for the advice and direction they gave me throughout the project process. Special thanks to Stephen who reminded me to have fun with the project and make it my own.

my friends who were my moral support through the sometimes stressful periods and who stayed up with me through some of the late nights. Special thanks to Tien Bach whose keen eye for detail helped me greatly.

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# INTRODUCTION

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Designing a wayfinding signage system requires an understanding of how people interact with the environment to find their way. Wayfinding describes the process of reaching one's destination. This process involves a two-way interaction between the wayfinder and the environment. Environmental cues and other pieces of information are given to the wayfinder who uses this information to carry out actions – or movement – towards reaching the destination. Wayfinding occurs in many different settings ranging from the inside of buildings to entire cities (Arthur 1992).

The way a city is designed can affect whether it is difficult or relatively easy to navigate it. Designing an imageable city, for example, makes for a city that is easier to navigate. Such design involves the consideration of physical elements of the city such as paths, nodes, and edges (Lynch 1960). When the city cannot be redesigned – which is usually the case – a signage system is implemented (for more information on wayfinding, see appendix).

This is where a design for a wayfinding signage system for Downtown Davis comes in. Implementing a signage system provides a quick and a cost effective way to make Downtown Davis – a fully built environment – more navigable for the wayfinder.





# SECTION 1: ANALYSIS

## identifying a need



1-1: map kiosk. 1-2: Farmers' Market banner. 1-3: visitor information directional sign. 1-4: leaning parking directional sign. 1-5: City Hall identity sign

A survey of existing signage was gathered by walking Downtown, which encompasses a 32-block area. The types of signs found were banners that identified destinations, maps, plaza directories, and a few directional signs that pointed to information and parking. Currently the signs do little in giving information in a clear and consistent manner. Downtown lacks a uniform signage system.

In general,

the existing signs are somewhat ineffective. They are very small, and their green and white color palette causes them to camouflage into nearby tree canopies. Some signs are leaning and need repair.

Directional and map orientation signs are addressed more in depth here because they are the main components of the proposed pedestrian signage system. The current directional signage is inadequate.

There is no information that guides the pedestrian to Downtown destinations aside from some parking directional signs. Orientation maps are well placed within Downtown. However, the signs could be made more user-friendly through simplification and changes in the colors used.

Current conditions of connections between Downtown and adjacent UC Davis campus and Arboretum

were also studied. The connections – both physical and visual – are poor. This problem is identified in the *Connections Concept and Implementation Plan*, which was a collaborative effort between the City of Davis and UC Davis to identify opportunities for improving physical connections between Downtown, campus, and the Mondavi Center District. The document also contains recommendations for improving these connections.

The routes between campus and Downtown at First Street are unclear. To illustrate, the sidewalk on the southern side of First Street between B and D Streets is too narrow for pedestrians. It is recommended that this pathway be improved to create a better corridor between campus and Downtown. The poor connection is also due to the lack of gateways or other design elements that create a sense of arrival to campus.



1-6: narrow sidewalk. 1-7: UCD-Downtown connection; lack of sense of arrival

1-8: Arboretum  
obstructed . 1-9:  
Arboretum connection  
obstructed physically  
and visually at Davis  
Commons



There also lacks a good connection between Downtown and the UC Davis Arboretum. Currently, physical connections to the Arboretum from Downtown are discontinuous and narrow, while visual connections are obstructed. The pathway that leads through Davis Commons and its rear parking lot is proposed as the new major corridor to the Arboretum. The new East End Gateway to the Arboretum will

draw many people and become an important destination. It is important that people can find their way to the East End Gateway. Because it cannot be done physically or visibly, it will be addressed with signs in the proposed signage system (City of Davis 2006).

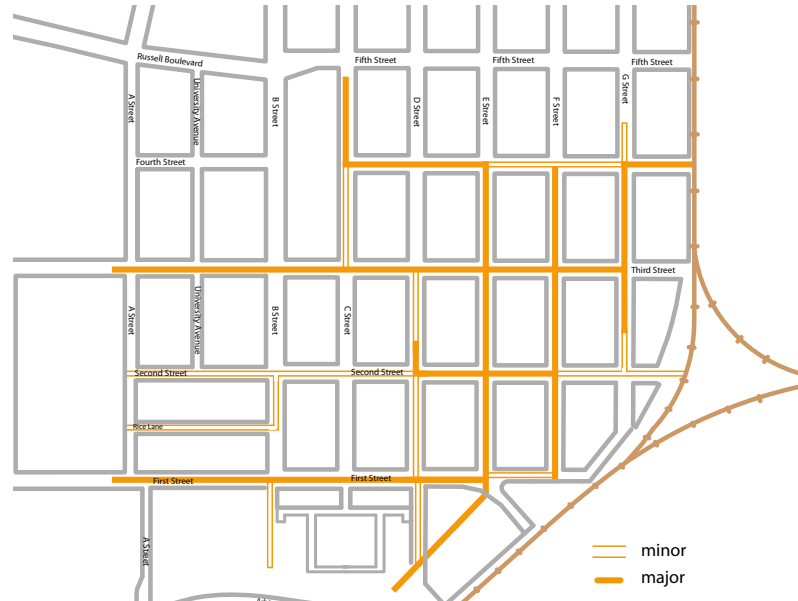


## establishing pedestrian flows

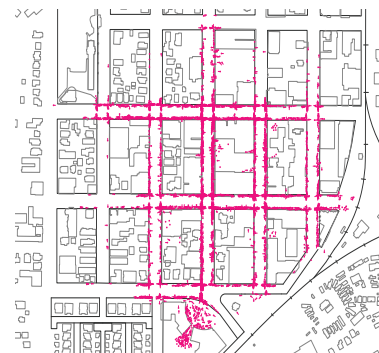
The proposed signage system includes designs for directional signs that are currently nonexistent. In designing such a system, it is important to first identify the major paths. These are the routes along which signs are placed and it is along these routes that pedestrians will need information that helps them get to their destination.

Major paths were determined using information gathered from both behavior

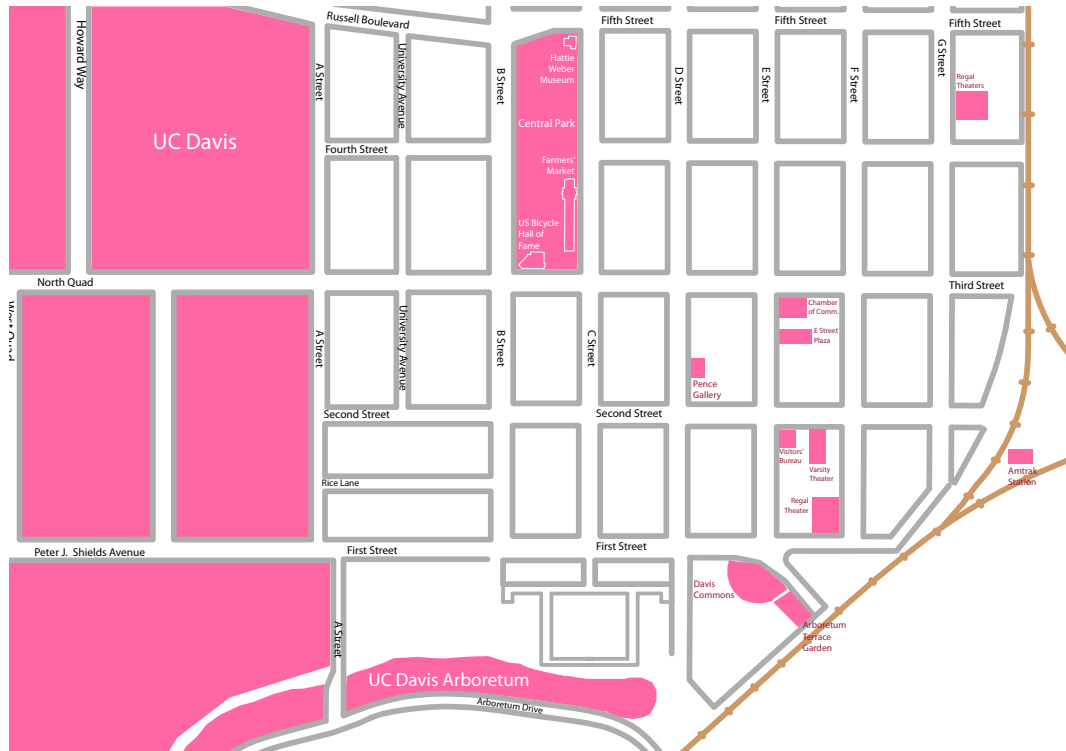
observations taken during a design studio and GNU Group's research. Both sources identified a heavily used path along Third Street and E Street. First Street was also identified as a heavily used path because it is one of the major routes leading to campus. It is along these three paths that the bulk of the signs for the proposed system will be placed. (For information on GNU Group and its involvement, see Appendix)



1-10: major and minor paths. 1-11: Downtown observation mapping. 1-12: GNU's major and minor paths



## establishing destinations



1-13: destinations

Identifying the important destinations around Downtown was also needed for determining locations of signs. Once these were determined, each route used to get to each destination could be identified and signs could be placed.

Only important destinations were selected. Destinations were chosen based on their significance to Davis culture and the everyday needs of both visitors and residents.

### UCD Campus

UC Davis Arboretum: collection of various gardens for education, research, and public enjoyment

Arboretum terrace garden: a plant collection

Davis Commons lawn/seating area: outdoor seating

Hattie Weber Museum: history of Davis

Farmers' Market: weekly event

Central Park: seating, gardens maintained by volunteers

Bicycle Hall of Fame: museum of cycling and its history, non-profit

Pence Gallery: exhibits, annual events, non-profit

Visitor's Bureau: visitor information

Chamber of Commerce: visitor information

E Street Plaza: performance area, seating

Amtrak: historic landmark

Regal Cinemas/ Varsity Theater: entertainment

# SECTION 2: PROGRAMMING

## establishing sign types

The sign types selected for the proposed system are directional signs, orientation maps, and in-ground signs. Another type of signs called identity signs is placed at each destination. Their purpose is to notify the wayfinder that he or she has arrived at the destination. Because the focus of the proposed system was more about designing signs that help pedestrians reach their destination, identity signs were not addressed in the

proposed system.

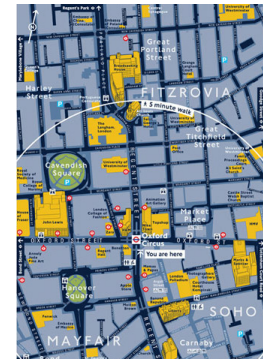
Directional signs provide the wayfinder with the necessary information for reaching his or her destination. This information comes in the form of words, symbols, and arrows that guide the wayfinder in the correct direction. Directional signs are placed along the routes to each destination.

Orientation maps are maps that encompass the area of interest. They contain lots of information and

give the wayfinder an overall image of the area (Gibson 2009).

In-ground signs are an aesthetic way to provide the wayfinder with information. They do not add to the visual clutter of the environment and should be considered in every sign system.

2-1: directional sign. 2-2: directional, Rosemount. 2-3: map kiosk, Berkeley. 2-4: map, London. 2-5: in-ground, Boston. 2-6: in-ground



## establishing locations of signs



2-7: Downtown entrance and parking lots/structures

Determining the best location for directional signs and orientation maps was based on the paths and destinations identified in the Analysis section, as well as analysis of the following five elements: Downtown entrance points, decision points, sidewalk traffic, existing poles, and existing orientation map kiosks. 1. Entrance points are important because this is where pedestrians begin their journey to their destination. These are usually locations like parking lot entrances

or pathways that connect campus with Downtown. Entrance points are good places for signs, because the information given there can prevent the pedestrian from getting lost. Garages are relatively more important entrance points than lots because they experience the most traffic. Paths that lead to Downtown from adjacent UC Davis campus are important entrance points for people who come to Downtown by foot or by bicycle.

2. Decision points are places along the pedestrian's journey where paths cross at intersections or any place where the pedestrian must choose their direction (Lynch 1960). It is here where the pedestrian will look for the information to help him or her reach the destination. A sign is useless if it gives the wayfinder information for reaching a destination before he or she needs it. People see only the information that pertains to their current

decision plan (Arthur 1992). Therefore, signs should be placed at or before intersections. The decision points established in Downtown were predominantly intersections along major paths and occasionally, exits of parking lots.



2-8: decision points



3. Sidewalk traffic was observed at every street to identify the side of the street that experienced more use. This side of the street is where new signs would be placed. Placing signs on one side rather than both was intended as a way to minimize visual clutter and cost. Placing signs on the side that exhibits more traffic would maximize the signs' exposure and use.

Heavier traffic on one side over the other was due to one or more of the following:

concentration of restaurants, parking lots, and shade. For some streets, traffic was about equal on either side. If this was the case, the existing light poles and orientation map kiosks, addressed below, determined the optimal side for signage.



2-9: observation mapping

4. The location of existing poles is considered secondary to sidewalk traffic. Signs will be mounted on the poles that are in the pedestrian right of way and have adequate space on them for a directional sign. Signs that utilize existing light poles rather than requiring a new post to be placed minimizes visual clutter and expenses.

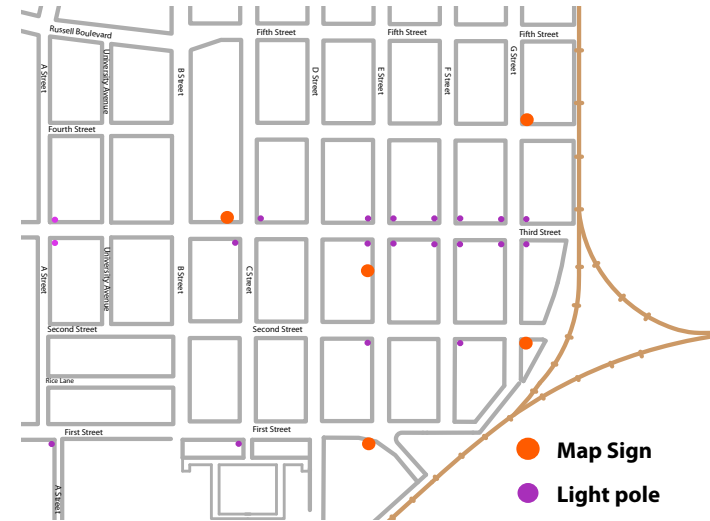
5. The location of existing orientation map kiosks was a less prioritized factor, but was taken

into consideration nonetheless. If pedestrian traffic on either side of the street was found to be relatively equal and suitable poles were present, the side on which existing maps were located was the selected side for the new signage.

Spacing of signs will be placed at an interval of every other block. This provides consistency, which is important for the pedestrian wayfinder (Joel Katz 2007).

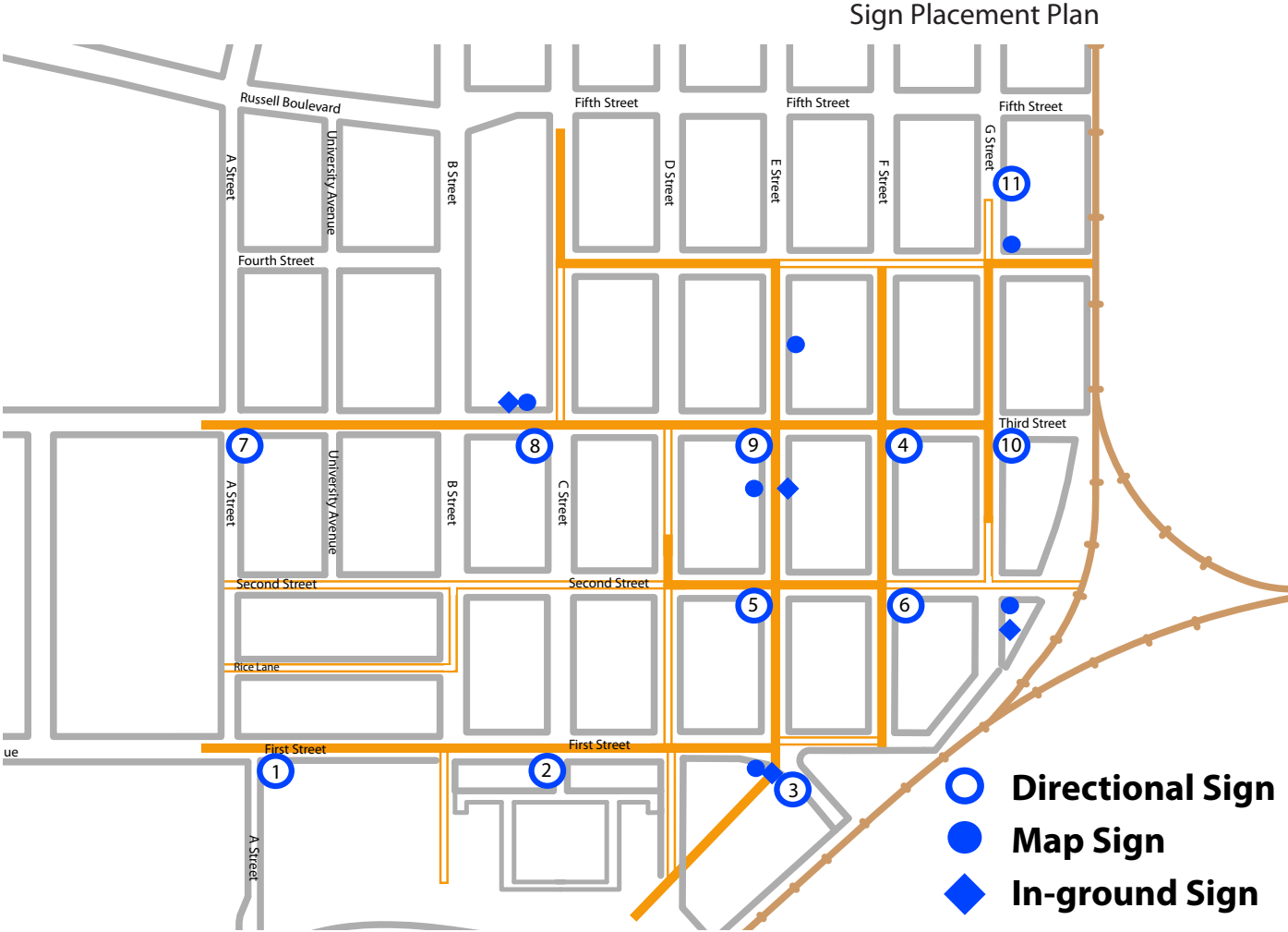
It was

determined that in-ground wayfinding elements would also contribute greatly to the system. Locating these in-ground elements is different than for that of signs. Though they will still be used to direct pedestrians to various destinations, they will be used for conceptual purposes, intended more for creating interest. Therefore, the locations of these signs will be at primary destinations where they are likely to be seen the most.



2-10: existing map kiosks and existing light poles

2-11: map placement master plan

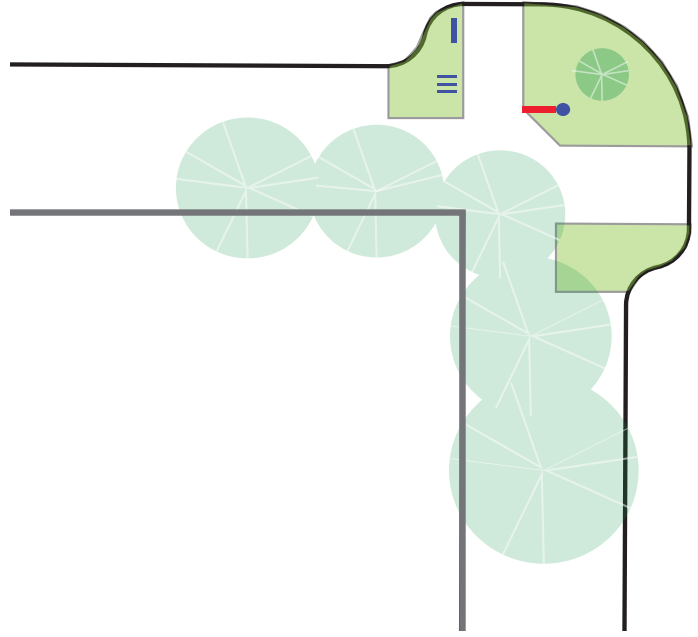
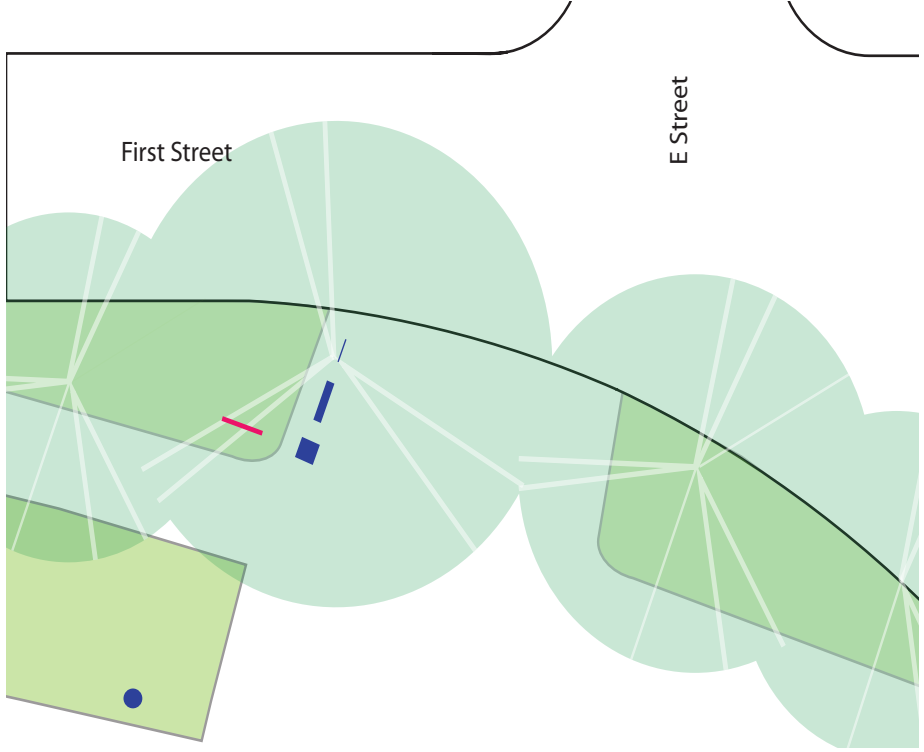


## Proposed Sign Locations



2-12: First & A St. 2-13: First & C St. 2-14: First & A St. 2-15: Third & F St. 2-16: Second & E St. 2-17: Second & F St. 2-18: Third & G St. 2-19: Fourth & G St.

New Sign and Existing Signs and Elements



Existing street furniture (signs, garbage cans, mailboxes)

Proposed sign

2-20: plan view of sign at First & E Street. 2-21: plan view of sign at Second & E St.

## message schedule

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The message schedule is the information – usually the destinations – that appears on directional signs. Instead of signing every destination on every sign, it is more efficient to develop a system. This system involved a classification of each destination. Each destination was classified as primary, secondary, or tertiary based on their importance. The purpose of classifying destinations is to determine how far destinations are signed (Joel Katz 2007). Primary destinations are the most important either because of their significance to Davis culture or their attendance. These destinations appear on every sign in the system. Secondary destinations are places for art and information for visitors and would appear on some signs. Finally, tertiary destinations are places for entertainment or gathering and eating. Tertiary destinations will not be signed, but will appear on orientation maps.

The system of classified destinations will serve to direct pedestrians to the primary destinations from anywhere in Downtown, and then guide them to secondary destinations once they get closer to their destinations. Each destination – which was

identified in the Analysis section – will appear on every sign along its route. This consistency avoids confusion for the wayfinder (Joel Katz 2007). (For Message schedule, see Appendix)

## SECTION 3: SCHEMATIC DESIGN

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This section consists of general design goals and approaches followed with an explanation of colors, branding, forms, materials, and typography selected for the system.

There are no national standards for pedestrian signage systems. There is a wide array of different approaches to their design so they can come in many different shapes, colors, and sizes. The signage system is usually made specific to the setting by applying the unique characteristics of the setting like its architectural styles, for example. Another consideration that can vary widely is the information displayed on the signs. Because pedestrians can approach the sign and take more time to read it than can a driver or a bicyclist, the sign can contain more detailed information if desired (Farrell 2007).

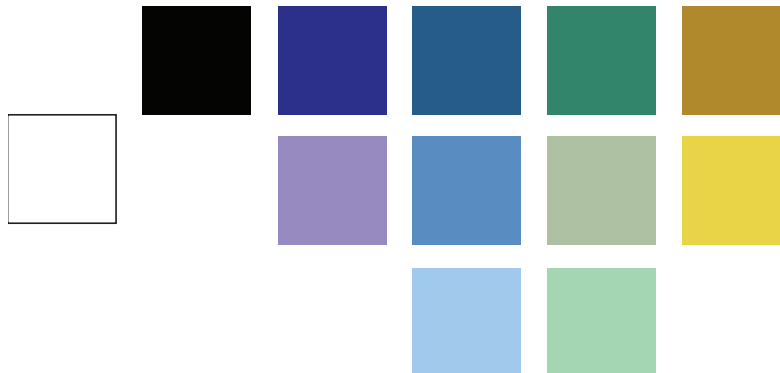
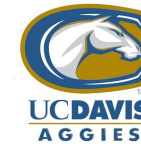
The goals of the proposed signage system are to create a signage system that is both consistent and simple. Consistency is key to a successful signage system, which minimizes confusion and is easy to follow. Simplicity is also important because

although the pedestrian has time to stop and read the sign, there is still a limit to what he or she can take away (Berger 2005).

## colors

The approach for color selection was to use colors that give the signs a modern and clean feel. The logo colors for UC Davis (blue and gold) and the Arboretum (teal) were most influential in determining the color palette. The architecture of Downtown, which has a very modest and simple look and the existing logo for the City of Davis, which is a blue penny-farthing were also considered. The color palette consists predominantly

of blues and black with some shades of green with some other colors that complement these colors.



3-1: E Street Plaza.  
3-2: Downtown Architecture.  
3-3: Garbage receptacles.  
3-4: City logo.  
3-5: Arboretum logo.  
3-6: UCD logo





3-7: Downtown Logo

Branding is one of the ways through which a signage system can display the unique qualities of a particular environment. The brand for downtown Davis will consist of images that evoke a Downtown image when seen. To develop a downtown Davis brand, a new logo was designed. The design of the logo was based on the Downtown grid. It contains the Downtown area and depicts blocks as well as the adjacent train tracks for context. This

logo was intended to help instill the layout of Downtown as a memorable image as well as become the logo for downtown Davis for which there currently is no established logo. The logo contains black text that stands out against its light blue background.

A selection of symbols was also designed as part of the Downtown branding. Each symbol represents a primary destination in and adjacent to Downtown. The design of each symbol was based upon an image evocative of each destination. Because the images are familiar and deeply rooted in the destination, they are easier to understand and commit to memory (Berger 2005).

To further instill the images as symbols, they will be repeated on the three sign types.



3-8: rail symbol. 3-9: Arboretum symbol. 3-10: E Street Plaza symbol. 3-11: Davis Farmers' Market symbol. 3-12: Central Park symbol. 3-13: UCD symbol. 3-14: Farmer's Market logo. 3-15: Arboretum logo. 3-16: E Street Plaza. 3-17: UCD logo



## orientation map

Orientation maps offer a lot of information and give the pedestrian an overall picture of his or her setting. The goal of the orientation map design is to improve upon the existing Downtown map by simplifying it and making it more legible. The current Downtown Davis map was found to be difficult to read because of the intense colors used for the background, and the overuse of color to categorize different areas in Downtown.

Also, the map neglects to show a connection to the Arboretum, which is an important destination adjacent to Downtown. Another major change was the addition of a Parks & Gardens category. These areas are excellent places to gather, and contribute to the life of Downtown. The size of the area depicted on the map encompasses the whole Downtown because it is a rather small area (Berger 2005).



3-18: Existing Downtown Map

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Symbols were used to promote simplicity because they can communicate in a way that words cannot (Berger 2005). The symbols for the primary destinations along with symbols for parking, information, and Art & Entertainment were used. The repetition of the primary destination symbols also promotes consistency in the signage system.

I further simplified the existing Downtown map by leaving out information that the pedestrian does not need. The information a pedestrian will look for are the locations of destinations in Downtown and parking areas if he or she came by car. This is why the freeway was not drawn, and was depicted as a symbol, instead. Each map will depict a “You Are Here” icon to help the pedestrian locate his or her self on the map.

Encouraging walking was a major goal of the proposed system. By displaying walking circles, wayfinders can become aware of the time it would take to reach their destination. Pedestrians can walk across Downtown in less than ten minutes. Most

pedestrians are will to walk ½-mile (a 10 minute walk) maximum, while ¼-mile (5 minute walk) is the preferred distance for walking (Davis Connections).

The orientation map will replace the current map displayed in the six kiosks around Downtown and a new map kiosk is proposed at E Street between Third and Fourth Streets.

3-19: New Map. 3-20:  
New map in existing  
kiosk



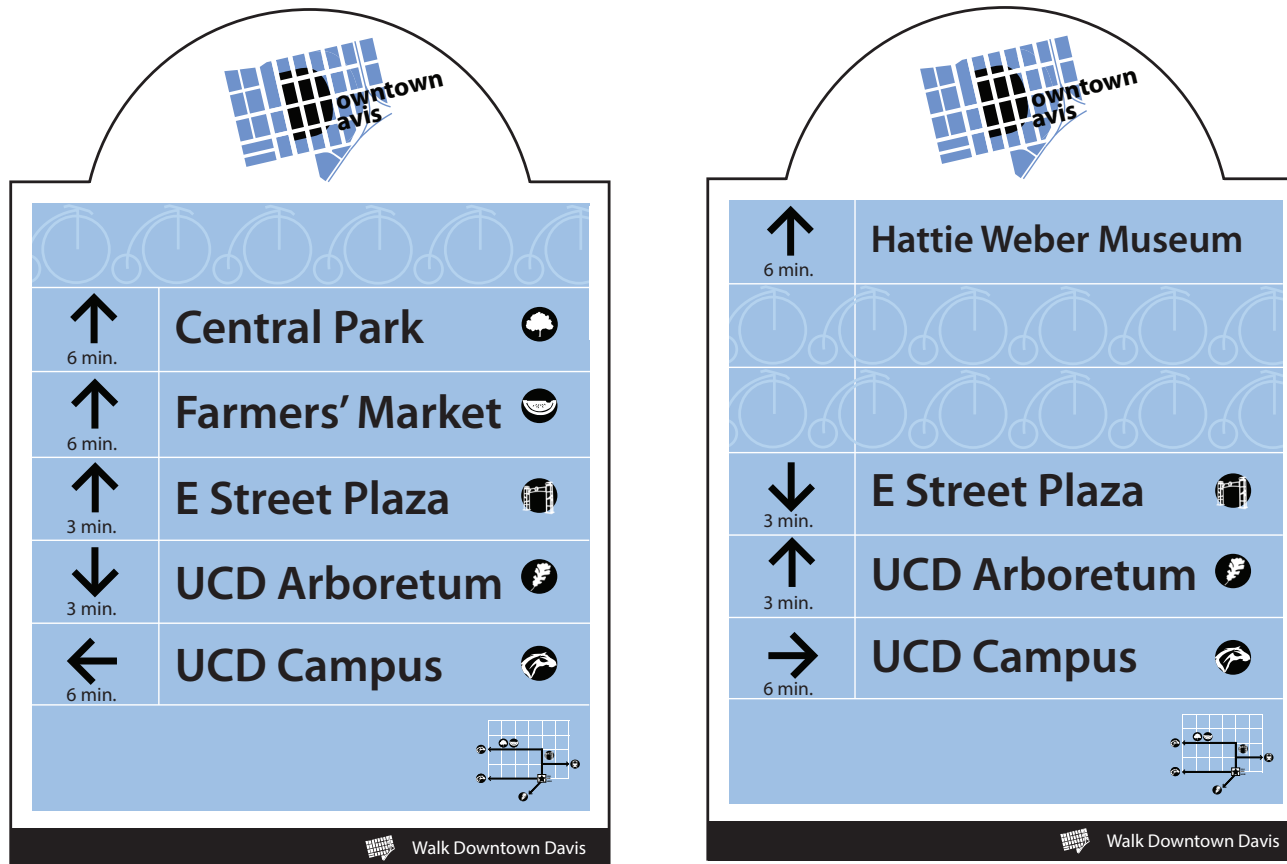
## Map Design



## directional signs

Directional signs tell the pedestrian how to get to their destination and appear along routes to the destinations. The major components of a directional sign are the destination names, an arrow pointing to the correct direction, and sometimes distance and/or timed walks.

The design intent of my signage system was to create a system that evokes a modest and clean feel.



3-21: Directional sign side A and side B

3-22: elevation of directional sign on existing lamppost



The scallop top of the sign adds a touch of visual interest and helps draw the eye to the Downtown logo. A color palette of light blue, black, and white maintain the clean feel. Blue was chosen as the major color because it is characteristic of Davis – appearing in the UC Davis and the City logo – and is not likely to blend in with the visual environment. This is the reason why green – the current color of many Davis signs, which causes the signs to camouflage

with the trees – was not used for the sign color.

The directional signs are made of metal panels and are modular. Each destination name as well as the directional arrows is a separate panel. The modularity of the signs enables panels to be replaced if they are damaged rather than having to replace the whole sign. This makes for a cost effective sign system.

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Destination names and directional arrows can also be swapped as destination names are changed. The signs are double-sided and if a destination does not appear on both sides, a bicycle pattern is printed instead of listing a different destination. This makes the panels interchangeable.

Timed walks to each destination are intended to encourage walking in Downtown and appear along the side of the sign. By seeing the actual time

it takes to walk – which is never more than ten minutes – people will hopefully choose to walk over driving or even biking around Downtown. Matt Tomasulo of Raleigh, North Carolina installed similar signs displaying walking distances to different destinations. His intent was to offer people a choice to walk when oftentimes people do not even consider walking (Sacramento Bee 2012).

To promote consistency among sign types, primary

destination symbols are depicted on the directional signs. They appear in two places: next to each destination name and in the conceptual map as a thumbnail at the bottom of the sign.

The thumbnail can act as a quick way for the pedestrian to locate his or her self – especially when a map kiosk is not available – and is explained in greater detail in the discussion of in-ground signs, below.



## Installed Directional Signs



3-23: directional sign at First and E St. 3-24: directional sign at Second and E St.

## typography

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Typography was another consideration of the sign design. Sans-serif fonts are far more legible than serif fonts. The font selected for the directional signs and also used in all other signs was Myriad Pro. Whether a font is legible also depends both on the distance at which the sign is viewed as well as the size of the font. The general gauge is that one inch of text is legible per fifty feet of viewing distance. A height of 1.75 inches is commonly used and is the size that was selected for the signs

(Arthur 1992). Where this size was too large to fit properly, a font height of one-inch minimum was used.

### Myriad Pro

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

abcdefghijklm

nopqrstuvwxyz

1234567890

3-25: myriad pro font



## in-ground signage



3-26: Brooklyn Bridge Pedestrian Improvements "welcome mats." 3-27: Brooklyn Bridge Pedestrian Improvements compass rosette. 3-28: Freedom Trail



The use of in-ground signs was inspired by several case studies. The Brooklyn Bridge Pedestrian Improvement project spurred the design for in-ground signage. Concrete "welcome mats," compass rosettes, and embedded steel letters were used to direct pedestrians to surrounding neighborhoods from the Brooklyn Bridge. The project is a good example of an in-ground sign system that is both attractive and successful (SEGD

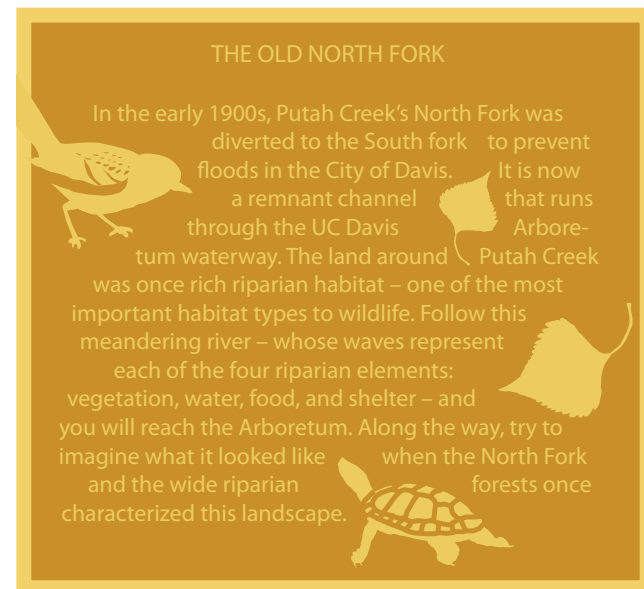
2012).

The Freedom Trail in Boston is a case study that inspired the design of the in-ground Arboretum connection. Rather than a set of words or images as signs, the Freedom Trail is a red brick path embedded in the sidewalk. Pedestrians follow the path along which they will see various significant sites in American History.

I used this concept of creating a “trail,” for the design of an Arboretum-Downtown connection.

This trail will create a visual connection to the Arboretum, which is currently lacking due to its obstruction by Davis Commons. The sign is titled The North Fork Tribute, in reference to the Old North Fork of Putah Creek. The North Fork was diverted to the South fork, but used to run through what is now the Arboretum waterway.

The sign depicts a meandering river dotted with wildlife typical of the riparian habitat that starts at the metal plaque at in front of Davis Commons. It traverses the pedestrian path through the Davis Commons parking lot and ends at the East End Gateway.



3-29: Arboretum connection in-ground sign

3-30: Installed Arboretum connection in-ground sign



Each wave of the meandering river represents one of the elements of the complex riparian habitat characteristic of Putah Creek: vegetation, water, food, and shelter (EDAW 2005). The river portion is painted directly onto the pavement with a stencil, and the plaque is made from a metal alloy and is embedded in the pavement. The plaque displays historical information and the significance of the sign.



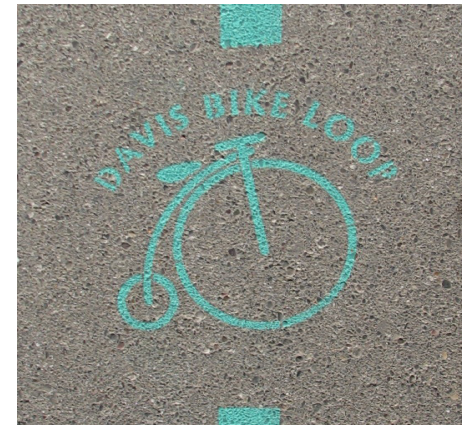
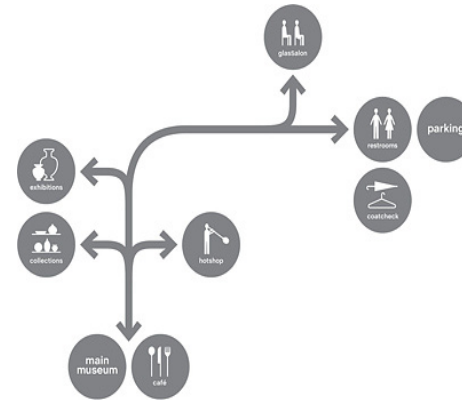
An in-ground sign at the Glass Pavilion in Toledo, Ohio inspired the design for the conceptual map in-ground sign. It contains a simplified building plan with pathways arrows that point to various areas inside the building.

The conceptual map was designed to act like a simplified map of Downtown. It depicts the pedestrian paths leading to the primary destinations (represented by symbols), laid over the Downtown grid. A

“You are here” icon is also placed on the in-ground sign to locate the pedestrian on the map. This in-ground sign will appear at every primary destination and is accompanied by an enlargement of the symbol for that destination. This further helps to instill the symbols as memorized images.

The material selection was inspired by the Davis Bike Loop. The Loop is a 12-mile long route in Davis that is marked using a stencil and green spray

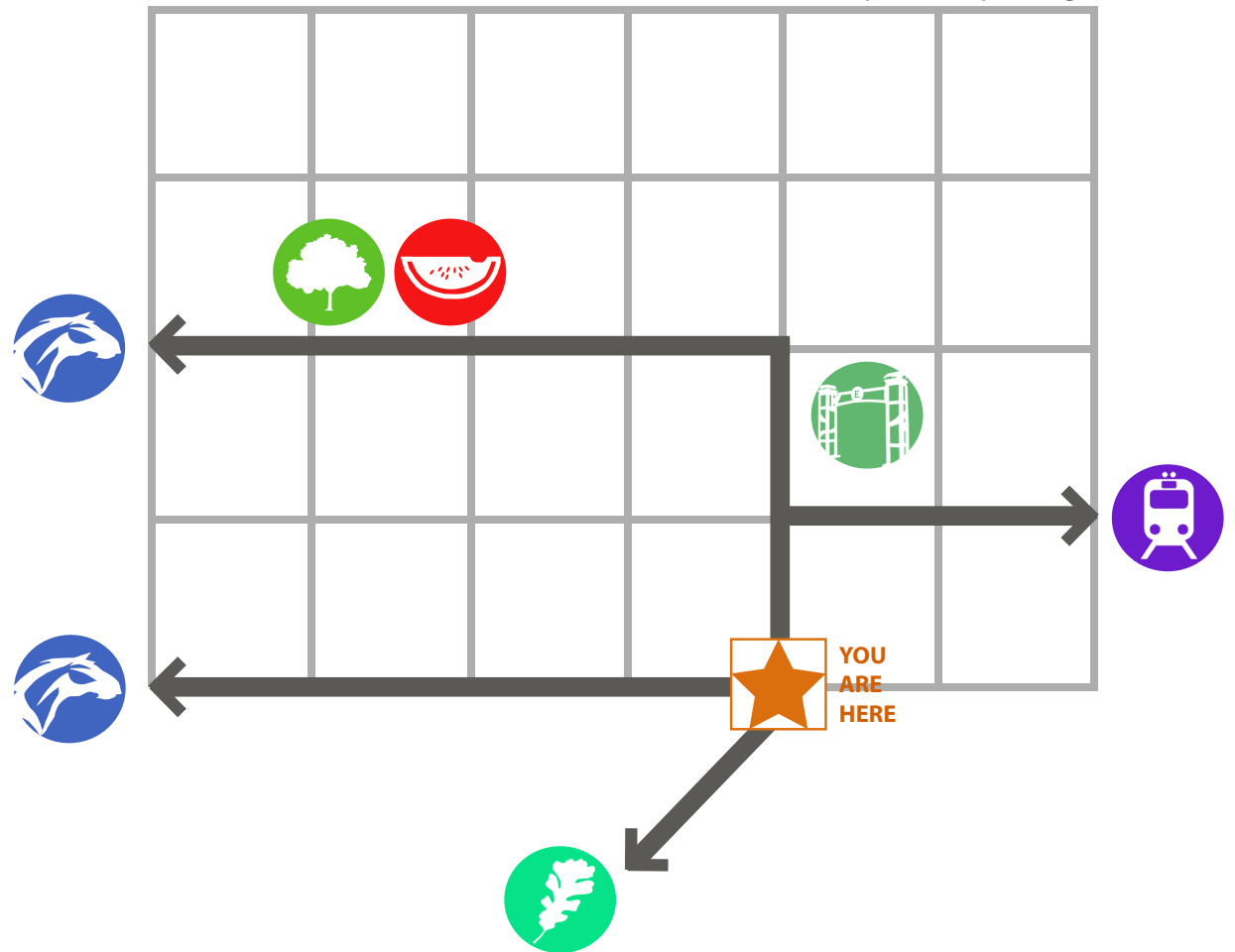
paint (Bike Loop 2012). This simple technique is how both the conceptual map and meandering river of the Arboretum connection will be applied on the pavement. This is a cost effective way to apply the signs and would require reapplication every few years.



3-31: Glass Pavilion in-ground sign. 3-32: Davis Bike Loop

3-33: Conceptual Map

### Conceptual Map Design



## Installed Conceptual Map



3-35: Installation of Conceptual Map in-ground sign



# CONCLUSION

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Because there are no national standards for pedestrian signage systems, there are endless possibilities for their design (Farrell 2007). Signage systems are intended to improve navigation in the environment but can do much more than simply provide information. Signs can express a city's unique identity, like the fact that Davis is a college town and its Downtown is laid out on a grid. Signs are not limited to panels mounted to light poles. Images can be painted

on the sidewalk and stainless steel letters can be embedded in the pavement. Wayfinding should be thought of as an art as well as a technical application.

Most importantly, signs should not be an afterthought in the design of buildings and public spaces. In *People, Signs, and Architecture*, Arthur writes, "When wayfinding design becomes a consideration in its own right...planners will be made aware that it is a vital part of design, and if they pride

themselves on being professionals, they should know about it." Signs cannot be expected to solve the problem of confusing floor plans and outdoor spaces. But when considered during the design process rather than after, it can contribute to the design of a navigable and visually rich setting (Arthur 1992).

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## A. Background Research on Wayfinding

Kevin Lynch coined the term, wayfinding, in the 1960's, in his book, *The Image of the City* (Lynch 1960). Wayfinding describes the process of reaching one's destination. Before the term wayfinding was used, the ability to spatially orient oneself in the environment was thought to be the same as being able to form a cognitive map. While cognitive mapping describes the relation of one to the environment and their ability to locate themselves within an environment, wayfinding describes the movement and constant change of one's relation to the environment as they journey to their destination. Wayfinding acknowledges the two-way interaction between the wayfinder and their environment that enables a disoriented person to reach their destination (Arthur 1992).

Wayfinding is successful if the wayfinder is able to reach his or her destination. In order for this to occur, the wayfinder must do three things: develop a decision plan, execute the decisions, and

process information. The person uses cues from the environment to carry out his or her decisions at the right time and place. For example, at the approach of an intersection the wayfinder is cued to choose between left and right. The decision is executed when the wayfinder makes the turn.

It is important to mention that the decision plan is not complete beforehand. It is constantly being developed along the wayfinder's journey as new information becomes available. A decision plan is structured and starts general with the goal of reaching destination x, and gets progressively specific with each consecutive decision (Arthur 1992).

On a citywide scale, wayfinding involves the physical elements of a city. These elements help people construct mental images of the city. In *The Image of the City*, Kevin Lynch identifies five such elements: paths, edges, districts, nodes, and landmarks. Paths include the corridors on which the wayfinder moves, while edges cannot be traveled on

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but rather delineate boundaries and the beginning of something new. Districts are sections – like the downtown – of the city. Nodes are concentrations of activity or junctions where two paths cross. Finally, landmarks are physical objects used as a point-reference (Lynch 1960).

The five elements contribute to what Lynch calls the *imageability* of the environment. An imageable environment is one that “evokes a strong image” in the wayfinder. When a city is imageable, the wayfinder is able visualize the environment, and therefore locate themselves in the environment. Unless the city is either brand new or undergoing significant rebuilding, it is not entirely possible to manipulate the five elements (Lynch 1960).

## B. GNU Group

GNU Group is a bay area-based environmental graphics firm that develops wayfinding systems. It was selected by the City of Davis to design a signage system for Downtown and its work was being conducted during the course of this senior project. GNU’s research as well as meetings were used as a resources. This project and GNU’s project possess different goals and methods.

GNU Group’s main goals are to get cars to parking areas efficiently. Its signage system will consist of directional and identity signs for guiding cars to parking lots. GNU Group’s other goal is to direct pedestrians to destinations, which will consist of directional signs and identity signs for guiding pedestrians.

This project addresses pedestrians only. The goals are to get pedestrians to their destinations through the use of directional signs, maps, and aesthetically pleasing in-ground elements, and to also promote walking.

### C. Message Schedule

location	<b>First &amp; A st.</b>	1	<b>First &amp; C St.</b>	2
side	side A	side B	side A	side B
message	Central Park Farmers' Market E Street Plaza UCD Arboretum Amtrak Station		Central Park Farmers' Market E Street Plaza UCD Arboretum Amtrak Station	UC davis campus
location	<b>Davis Commons</b>	3	<b>Third &amp; F St.</b>	4
side	side A	side B	side A	side B
message	Central Park Farmers' Market E Street Plaza UCD Arboretum Amtrak Station Bicycle Hall of Fame Hattie Weber Museum Pence Gallery Visitors' Bureau	Central Park Farmers' Market UCD Campus E Street Plaza UCD Arboretum Amtrak Station Bicycle Hall of Fame Hattie Weber Museum Pence Gallery Visitors' Bureau	Amtrak Station	UCD Campus UCD Arboretum E Street Plaza Visitors' Bureau Pence Gallery Central Park Farmers' Market Hattie Weber Museum

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		5		6
location side	<b>Second &amp; E St.</b> side A		side B	<b>Second &amp; F St.</b> side A
message	Central Park E Street Plaza UCD Campus Amtrak Station Bicycle Hall of Fame Hattie Weber Museum Pence Gallery		UCD Campus UCD Arboretum	Central Park E Street Plaza UCD Campus UCD Arboretum Farmers' Market

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		7		8
location side	<b>Third &amp; A St.</b> side A		Side B	<b>Third &amp; C St.</b> side A
message	Central Park E Street Plaza UCD Arboretum Amtrak Station Bicycle Hall of Fame Hattie Weber Museum Pence Gallery Farmers' Market			Pence Gallery Visitors' Bureau Amtrak Station UCD Arboretum E Street Plaza
				UCD Campus Bicycle Hall of Fame Hattie Weber Museum

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location side	<b>Third &amp; E St.</b> side A	9 side B	<b>Third &amp; G St.</b> side A	10 side B
message	Visitors' Bureau Amtrak Station UCD Arboretum E Street Plaza	Visitors' Bureau UCD Campus UCD Arboretum E Street Plaza Hattie Weber Museum Bicycle Hall of Fame Central Park Farmers' Market		UCD Campus UCD Arboretum E Street Plaza Visitors' Bureau Pence Gallery Central Park Farmers' Market Bicycle Hall of Fame Hattie Weber Museum

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location side	<b>Fifth &amp; G St.</b> side A	11
message	UCD Campus UCD Arboretum E Street Plaza Central Park Farmers' Market	