

Recommendations

General	<ul style="list-style-type: none"> <input type="checkbox"/> Implement the recommended wayfinding sign concept (page 10) that uses design elements that are visually unifying and uniquely reflect Trinidad's character <input type="checkbox"/> Replace existing wayfinding signage in Trinidad with new signage that is legible and easy to maintain <input type="checkbox"/> Remove poorly maintained and unnecessary existing signage in public rights-of-way that contribute to visual clutter
Highway	<ul style="list-style-type: none"> <input type="checkbox"/> Work with CDOT to update and implement the sign plan associated with the recently constructed I-25 improvements that enhances guide signage for navigation, boundary identification, traveler services, the Corazon de Trinidad National Historical District, Trinidad State Park, and other traffic generators <input type="checkbox"/> Work with CDOT to remove old guide signage and install new guide signage along State Highway 12, US Highway 160, and I-25 per CDOT's updated Guide Signing Practices and Procedures manual
Gateway	<ul style="list-style-type: none"> <input type="checkbox"/> Remove old monument sign on I-25 <input type="checkbox"/> Install new monument signs at five City entry points (State Highway 12, US Highway 160, north & south I-25, and Santa Fe Trail Drive) that frame views and signify arrival into Trinidad <input type="checkbox"/> Install new monument signs at three key locations that signify arrival into historic downtown Trinidad <input type="checkbox"/> Maintain and update existing private billboard signs used for promoting tourism in Trinidad
Directional	<ul style="list-style-type: none"> <input type="checkbox"/> Direct travelers to key attractions within Trinidad and the region using primary, secondary and tertiary directional signage <input type="checkbox"/> Direct vehicles to health emergency services using signage with international hospital icon/symbol
Identification	<ul style="list-style-type: none"> <input type="checkbox"/> Direct vehicles to public parking lots at key access points to the downtown area, using signage with international parking icon/symbol <input type="checkbox"/> Replace existing identification signage on public buildings and at public parks <input type="checkbox"/> Install markers on key structures in historic district, e.g., Baca House <input type="checkbox"/> Monitor new draft federal rules that may require enlarging letters from 4 to 6 inches on street signs by 2018
Informational	<ul style="list-style-type: none"> <input type="checkbox"/> Install "You Are Here" maps at key outdoor locations (e.g., transit center pedestrian exit, intersection of Commercial and Main) <input type="checkbox"/> Install electronic "touch screen" information kiosks at key indoor locations, e.g., El Moro Rest Area, Welcome Center, transit center <input type="checkbox"/> Replace existing interpretative signage plates in historic district and along River Walk with graffiti-proof, UV protected panels <input type="checkbox"/> Install additional environmental education interpretive signage along the River Walk as trail is extended <input type="checkbox"/> Prepare walking tour brochures for the downtown historic district and the River Walk trail

Acknowledgements

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City Planning, Zoning and Variance Commission

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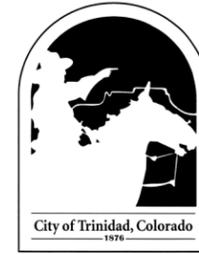
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...and all the citizens who participated in a public work session!



Wayfinding Signage Plan

July 2011

Introduction

The ability to navigate a city is vitally important to its economic prosperity. Visitors to a community need to be able to orient, find local services and points of interest, and feel that they can safely travel to their destination by whatever mode (transit, automotive, bicycle or pedestrian) selected.

The City of Trinidad Wayfinding Signage Plan (Plan) serves as a framework for implementing an attractive and effective sign system that directs drivers, riders and pedestrians to key destinations within Trinidad and its vicinity. The Plan is sponsored by the City of Trinidad Tourism Board, guided by the City of Trinidad Planning, Zoning and Variance Commission, and prepared by the consultant team of Plan Tools LLC and Russell + Mills Studios.

Two workshops intended to facilitate the development of the Plan were held at Trinidad City Hall on March 8th and April 12th, 2011. The workshops served as a public forum for discussing achievable goals, strategic objectives and design principles; included the review of existing conditions, significant local destinations, and design concepts; and culminated with the presentation of the draft plan document. Plan recommendations were coordinated with appropriate Colorado Department of Transportation (CDOT), Las Animas County and City of Trinidad right-of-way departments.

Using the recommendations of the Plan as a guide, detailed drawings and a cost estimate for each sign type will be prepared. Bids will be solicited from qualified sign fabricators, and the City will receive a final sign mock-up from the selected fabricator.

Site-specific investigations for each sign location - based on critical decision points - will be performed, depending on available funding and priority for

installation. Where required (for example, a monument gateway sign) a site landscape/irrigation, electrical and grading plan will be created. The site-specific drawings and construction documents will then be sent to qualified sign installation contractors for bid.

As the new wayfinding signs are installed, a sign inventory system will be prepared that includes sign locations by type and message, date of installation, and any site maintenance requirements.



Existing Conditions

The following summarizes the "top ten" observations concerning existing wayfinding signage in Trinidad:

1. Lack of coordinated sign design or program
2. Visual "clutter" of signage
3. Inadequate maintenance of existing signage
4. Incomplete Highway guide signage
5. Lack of *Welcome to Trinidad* signage at primary entries
6. Illegibility of existing directional signage
7. Difficult to find and identify public parking areas
8. Lack of information kiosks at key locations
9. Integration of signage w/ future transit center
10. Pedestrian wayfinding needed once people are out of their cars

Wayfinding: How people orient themselves and navigate from place to place.

Relationship To Existing Plans

City of Trinidad Comprehensive Plan

The 2008 City of Trinidad Comprehensive Plan identified the following plan directions and actions concerning wayfinding signage:

Direction: Provide a safe, efficient multimodal transportation system.

- Establish a “way-finding” sign program that directs visitors to public parking lots at key access points to the downtown area, and specifying whether a parking area is short-term or long term using signage with a common design theme and logo.

Direction: Enhance the overall appearance of Trinidad.

- Develop a coordinated public sign system with consistent materials, colors, and graphics, providing a visually unifying yet unique theme for the community.
- Develop and implement gateway design concepts using landscaping and signage to frame significant views and signify arrival into the community and the historic district.
- Erect new monument style City gateway signs in at least five locations: State Highway 12, Highway 160, north & south I-25, and Santa Fe Trail Drive.

Direction: Encourage and develop recreational opportunities for all residents of Trinidad.

- Establish a “way-finding” sign program that enables use of the trail system without a map and integrates environmental education interpretive signage.

Direction: Promote the progressive economic development of Trinidad

- No action relevant to wayfinding signage identified.

I-25 Sign Plan

With the completion of improvements to Interstate Highway 25 in 2011, several new wayfinding signs will be installed within the I-25 right-of-way while others will be replaced or removed. CDOT has approved a sign plan prepared by Felsburg Holt & Ullevig for I-25 guide signage based on CDOT’s Guide Signing Practices and Procedures manual.

Achievable Goals and Strategic Objectives

An “achievable” goal is a statement of an ideal condition that can be attained within the next five to ten years. Intended as a general orientation for action, each achievable goal is supported by one key strategic objective. A strategic objective is a statement of a specific approach and serves as a catalyst action toward the achievement of the goal.

Based on an understanding of the project intent, existing conditions, and current plans, the following achievable goals and strategic objectives are established for the City’s wayfinding signage program:

Achievable Goal: To promote tourism by enhancing traveler convenience.

- Strategic Objective: Establish a way-finding sign program that directs visitors to key attractions within Trinidad and the region.

Achievable Goal: To enhance Trinidad’s attractiveness by reinforcing community identity.

- Strategic Objective: Develop a wayfinding sign concept using design elements that reflect Trinidad’s character.

Achievable Goal: To improve traffic flow and vehicular safety by improving roadway signage.

- Strategic Objective: Replace existing wayfinding signage in Trinidad with new signage that is legible and easy to maintain.

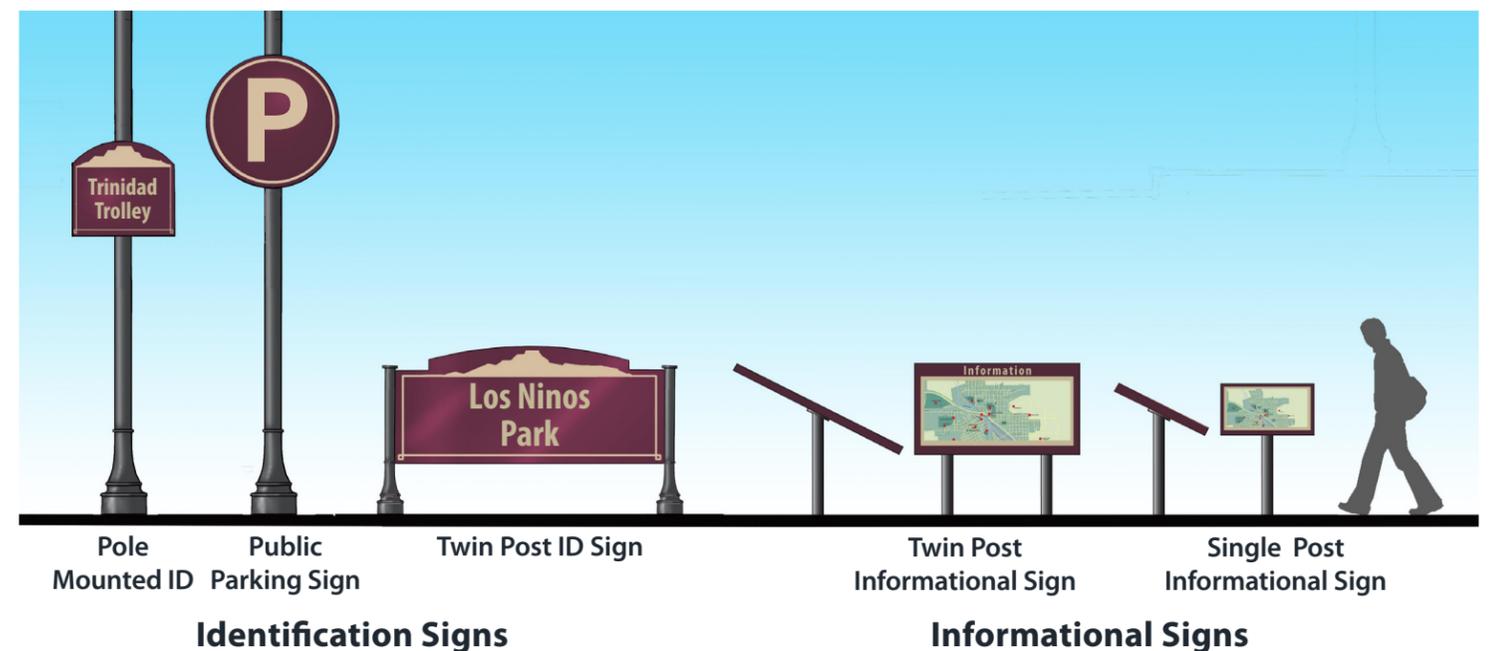
Achievable Goal: To emphasize Trinidad as a destination by improving highway guide signage.

- Strategic Objective: Work with CDOT to update and implement a sign plan that enhances guide signage for navigation, boundary identification, traveler services, the Corazon de Trinidad National Historical District, Trinidad Lake State Park, and other traffic generators along I-25.



Photo Simulation

The above photo illustrates a number of signs, directional, blank and regulatory that creates numerous messages and visual clutter. The simulation to the right combines three directional messages into one secondary directional sign. This simulation also illustrates how the signage can be mounted to existing posts, reducing the need for installation of multiple new sign posts.



Design Concepts

The following suite of signage designs are the result of two public workshops with focused input, discussion and review. The signs are separated into their relevant category and comprise the full spectrum of signage required to develop a comprehensive wayfinding system throughout Trinidad.

Gateway

The gateway sign draws inspiration from the famous iconic landform that is ever present in Trinidad, and that is Fisher's Peak. The land form is shown on the top of the sign. The stone base draws direct inspiration from the masonry work from the Carnegie Library in Trinidad, and has a sandstone cap. The two upright posts utilize the form of the existing light posts drawing upon a victorian and antique design. The sign will be sized accordingly to specific location. Gateway signage on the highway will be the largest size with the other entrance signage sized smaller to suit specific locations and conditions. The smallest gateway sign is the tertiary gateway sign, which already exists in Trinidad in the form of downtown banners. The existing banners currently used in downtown are mounted to existing posts and help reinforce the setting.



Primary Gateway Sign

Secondary Gateway Sign

Primary

Secondary

Tertiary

Gateway Signs

Directional Signs

Directional

The directional signage combines the colors and the signature form of Fisher's Peak to create a cohesive directional suite of signs. Six inch lettering will ensure legibility at most speeds for motorists. The concepts show primary, secondary and tertiary directional signs. The new posts utilize the same post forms of the newer existing light posts currently found in Trinidad.

Identification

The identification signage repeats the silhouette of Fisher's Peak as the repetitive element, replicates the color palette selection, and offers two options for pole mounted identification: the single pole version such as those for the trolley stops; and also a twin post mounted sign for specific identification such as park names.

Informational

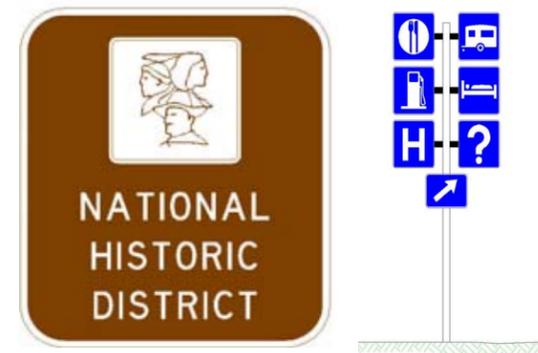
The informational signage uses waist high information signage system that can be either mounted on a single post or on twin posts for larger signage requirements. The single post system is designed to either utilize existing single post informational signs or new ones to match the single post currently used in downtown. Accent colors match the signage suite color palette.

Wayfinding Signage Family

Wayfinding signage can be organized into a "family" consisting of five types: highway, gateway, directional, identification and information.

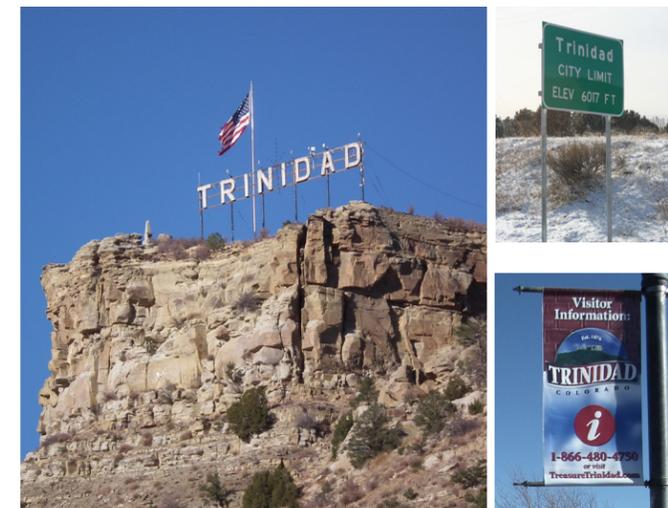
Highway

- Standard CDOT guide signs: navigational, traveler services, other traffic generators, and special event
- Regulated by CDOT's Guide Signing Practices and Procedures manual, and the MUTCD code.
- Sign plan for I-25 improvements prepared in 2009



Gateway

- Iconic: e.g., the *Trinidad* sign on Simpson's Rest
- Primary Gateway: typically at city entry points, e.g., *Trinidad City Limit*
- Secondary Gateway: announces entry into a City district, e.g., *Entering Trinidad Corazon De Trinidad (Heart of Trinidad) National Historic District*
- Tertiary Gateway: reinforces city identity within a district, e.g., *Trinidad* banner signs on posts



Directional

- Core of local way-finding: getting vehicles and pedestrians to key destinations
- Primary vehicular directional, e.g., *Historic Downtown Trinidad (with arrow)*
- Secondary directional: (multi-destination and/or multi-modal – vehicular, bicycle and/or pedestrian), e.g., *Welcome Center/River Walk/City Hall Next Left*
- Tertiary directional: (single destination and/or mode), e.g., *Municipal Golf Course (with arrow)*



Identification

- Destination sign, e.g., *Trinidad Trolley All Aboard*, parking lot or historic marker on building
- Also may include street name signs; may want to consider as long-term action associated with new federal regulations.



New draft federal rules for street signs require enlarging letters from four to six inches by 2018, be more reflective, and cannot include all capital type. Also, only three background colors will be permitted– green, blue or brown.

Informational

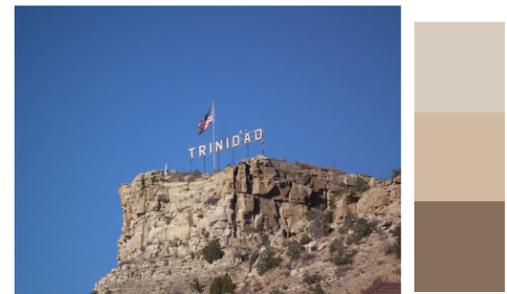
- Typically kiosk type, e.g., a "You Are Here" map or automated visitor station
- Also interpretive and/or educational, e.g., describing a point of interest along River Walk trail



Wayfinding Signage Design Concept

Design Inspiration

The wayfinding signage design needs to be inspired by the local character of Trinidad. The inspiration comes from elements that define Trinidad's character. The design should be influenced through the selection of materials, such as stone, metals and other items, and by colors found in the built and natural environment. The following images are local elements both built and natural that embody Trinidad's character, and is the inspiration for the materials and colors selected for the wayfinding signage.



Simpson's Rest - natural stone colors



View from Simpson's Rest - natural landscape colors



Fisher's Peak is a prominent landform that helps identify Trinidad to residents and visitors



Color palette drawn from local colors



Fascade brick and stone colors, forms



Multiple buildings brick and stone colors, forms



Fascade brick and stone colors, forms, trim colors



Fascade brick and stone colors, forms, trim colors



Trinidad brick paver color tones

Recommended Sign Message Schedule

1. Gateway

Primary Gateway



1a-1 1a-2

Secondary Gateway



1b-1

2. Directional

Primary Directional



2a-1 2a-2

Secondary Directional



2b-1



2b-2



2b-3



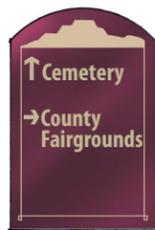
2b-4



2b-5



2b-6



2b-7

Tertiary Directional



2c-1



2c-2



2c-3



2c-4



2c-5



2c-6



2c-7



2c-8



2c-9



2c-10



2c-11

3. Identification



3a



3b

4. Informational

Visitor Orientation Map - Large



4a

Interpretive Signage Plate Replacement - Small



4b

Informational Touch Screen



4c

Recommended Sign Locations

Map #	Action	Priority
1. Gateway		
Primary Gateway		
1a-1	Install new primary gateway monument sign	3
1a-2	Replace existing primary gateway monument sign	3
Secondary Gateway		
1b-1	Install new secondary gateway monument sign	3
2. Directional		
Primary Directional		
2a-1	Replace existing primary directional sign	1
2a-2	Install new primary directional sign	1
Secondary Directional		
2b-1	Replace existing secondary directional sign	1
2b-2	Replace existing secondary directional sign	1
2b-3	Replace existing tertiary directional signs with secondary directional sign	1
2b-4	Replace existing secondary directional sign	1
2b-5	Replace existing tertiary directional signs with secondary directional sign	1
2b-6	Replace existing tertiary directional signs with secondary directional sign	1
2b-7	Install new secondary directional sign	1
Tertiary Directional		
2c-1	Install new tertiary directional signs	1
2c-2	Replace existing tertiary directional sign	1
2c-3	Replace existing tertiary directional sign	1
2c-4	Remove and replace existing tertiary directional signs with hospital icon sign	1
2c-5	Remove and replace existing tertiary directional sign	1
2c-6	Replace existing tertiary directional sign	1
2c-7	Install new tertiary directional signs	1
2c-8	Install new tertiary directional signs	1
2c-9	Remove and replace existing tertiary directional sign in new location	1
2c-10	Replace existing tertiary directional sign	1
2c-11	Install new tertiary directional signs	1
3. Identification		
3a	Replace existing identification – parking sign	1
3b	Install new identification – parking sign	1
3c	Replace existing identification sign	1
4. Informational		
4a	Install Trinidad location map -large	1
4b	Replace all existing historical signs with Trinidad location map and historical information	2
4c	Install Trinidad touch screen visitor information kiosk	2
5. Remove existing signs or change message		
5.1	Remove existing secondary directional sign	1
5.2	Remove existing blank sign	1
5.3	Remove existing secondary gateway sign	1
5.4	Remove existing tertiary directional sign	1
5.5	Replace existing informational sign plate	2
5.6	Maintain and update private billboard signage	3
5.7	Remove existing camping, truck route text signage and consolidate remaining signs into one sign post	1

Key:
 Priority: 1. 2011-2012
 2. 2013-2014
 3. 2015-

Design Considerations

The following overall design principles form the framework for the development of the suite of wayfinding signage designs. The principles differ per sign type as follows:

Highway

Colorado Department of Transportation have established signage standards for all highway signage. Highway signs need to be legible to ensure information is succinct and clear to reduce driver confusion or time to understand the sign's content. Highway sign design and placement is governed by CDOT.

Gateway

The gateway sign needs to be in a prominent location to welcome people to Trinidad. Gateway signs change in scale depending on the location, point of entry and traffic volume. The sign should celebrate core elements of Trinidad's character using materials, forms and colors derived from the region. Gateway signs can also be placed within the landscape and have specific planting and vegetation to support the actual gateway sign.



Example of monument gateway signage for a major point of entry.

Directional

Directional signs need to be legible for motorists and all forms of transportation. Contrasting colors should be used to ensure signage letters can be read from a distance, with good reflectivity for night time use. Text size also needs to support the desired distance the user will be reading from. The colors for the signs can also be unique and specific to the area. Directional signage ranges from signs attached to existing posts such as street lights, to free standing custom made post and sign combinations. The level of signage will be dependent on the level of the directional sign being primary, secondary or tertiary.



Example of a pole mounted directional signage

Identification

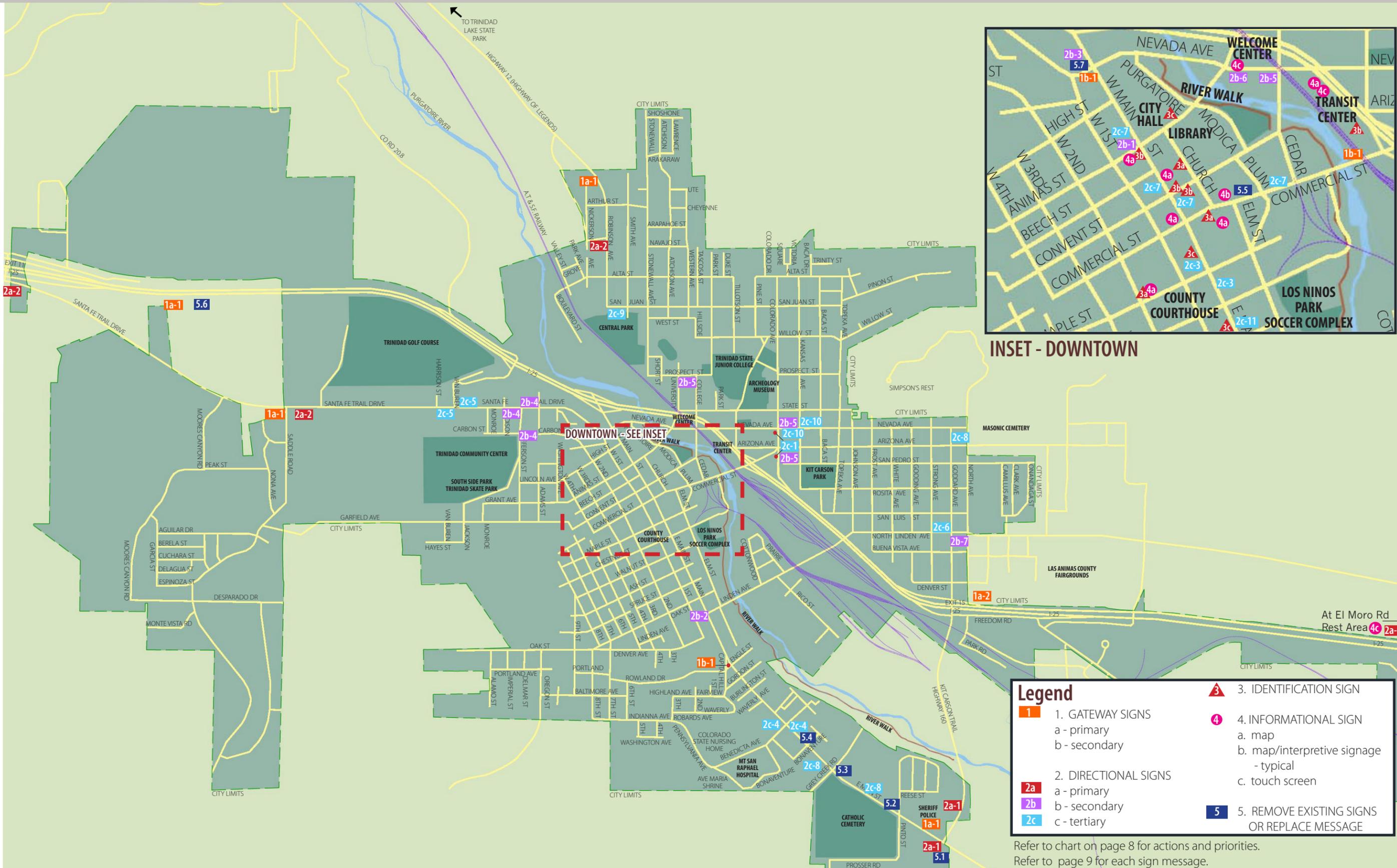
Similar to directional signage, identification signage needs to have contrasting letter color and background color. The colors need to relate and be part of the overall signage suite. Identification signage typically announces a main feature or destination within the city and can be either free standing elements or used in conjunction with existing posts.



Informational

Informational signage is typically designed for pedestrians and involves up close access to the information being provided. The informational signage needs to be clear, concise and combine text with images. Informational signs can also include interpretive kiosks with information boards, or digital information kiosks with user interface such as touch screens. Simple, effective communication is gained by having easy to navigate systems linking crisp, concise information with supporting graphics, including maps.





WAYFINDING SIGNAGE MAP

