

**RAPID CITY
CITY CENTER PROJECT**

WAYFINDING & PARKING SIGNAGE

100% DESIGN DEVELOPMENT PACKAGE

07/18/2012





DESIGN INC

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Wyss Associates
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markj@wyssassociates.com

Project:
Destination Rapid City
Promenade and
City Center Wayfinding

Date:
7/18/2012

Notes / Revisions:
-
-
-

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CITY CENTER WAYFINDING
Project Standards

RAPID CITY LOGO

Note: Client is to provide final or electronic artwork

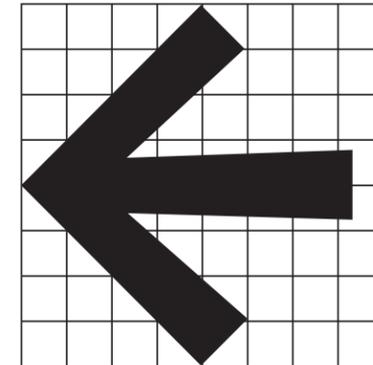
Downtown

RAPID CITY

TAGLINE

Note: Client is to provide final or electronic artwork

EXPERIENCE DOWNTOWN



PROJECT TYPE FONTS

SWISS 721 BT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

234567890.,:;“”&!?\$

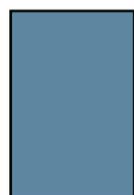
EXISTING ICONS (FOR REFERENCE)



PROJECT COLOR PALETTE (COMPUTER REPRESENTATION)



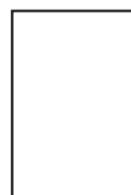
Match
PMS 5405



Match
PMS 5415



3M Vinyl
Matte Black
7725-22



3M White
Reflective Vinyl



Brushed
Aluminum Paint

NOTE:

- These color blocks are a computer representation only and they are a close approximation of the actual colors. Please refer to the actual material swatches for a more accurate color match.
- Alternatives materials will require that the fabricator to submit 6" square samples for approval. Also note that any such materials must have a comparable warranty.



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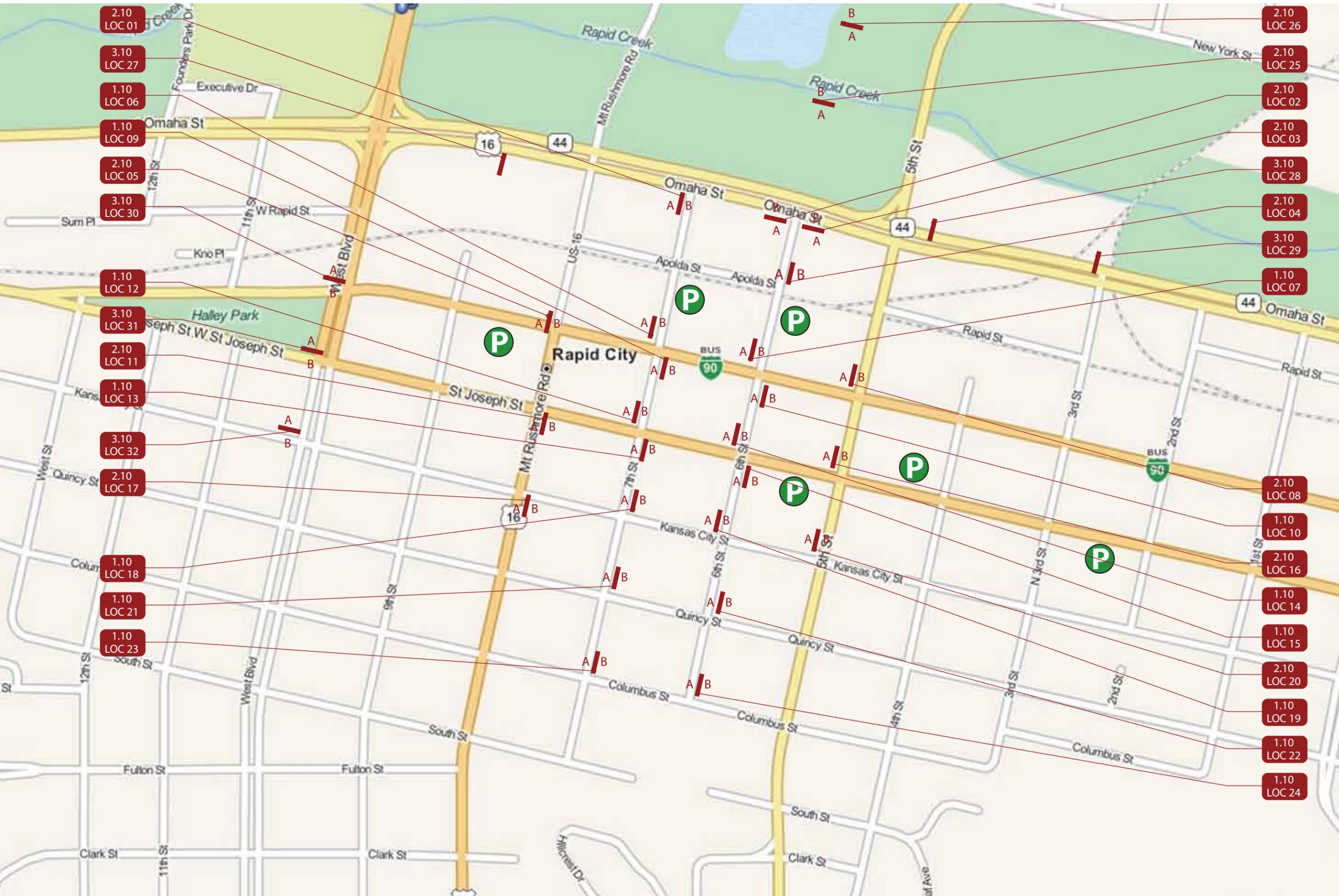
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CITY CENTER WAYFINDING
Location Plan





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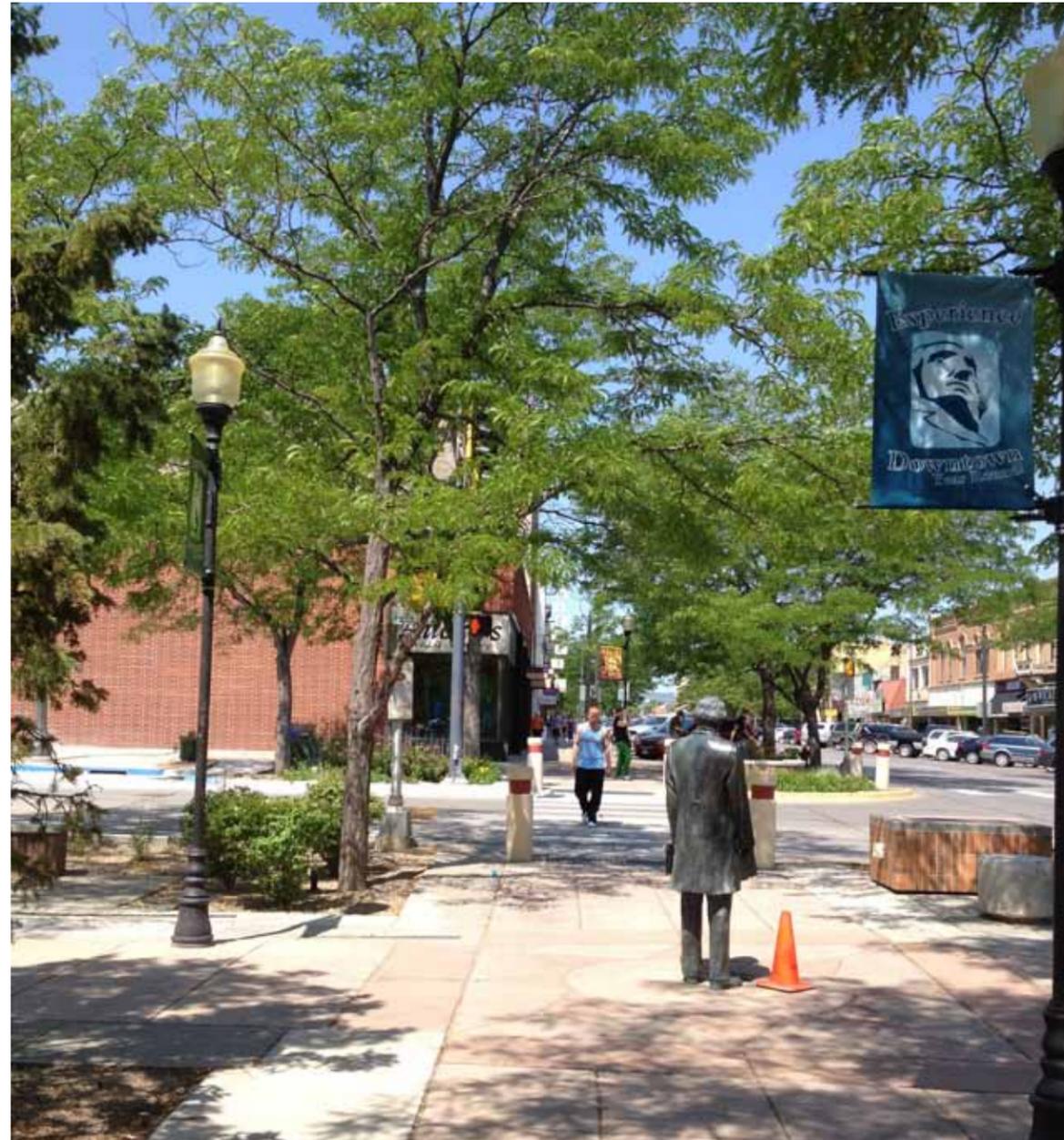
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CITY CENTER WAYFINDING
Pedestrian Directional
Small

1.00



1.00 Existing Condition
A SCALE: nts



1.00 Proposed
B SCALE: nts



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CITY CENTER WAYFINDING
Pedestrian Directional
Small



Match PMS 5405

3M vinyl, Matte Black 7725-22 with applied white reflective vinyl copy

Routed 1/8" aluminum painted with brushed aluminum paint

Match 5415

Applied white reflective vinyl

3M vinyl, Matte Black 7725-22 with applied white reflective vinyl copy

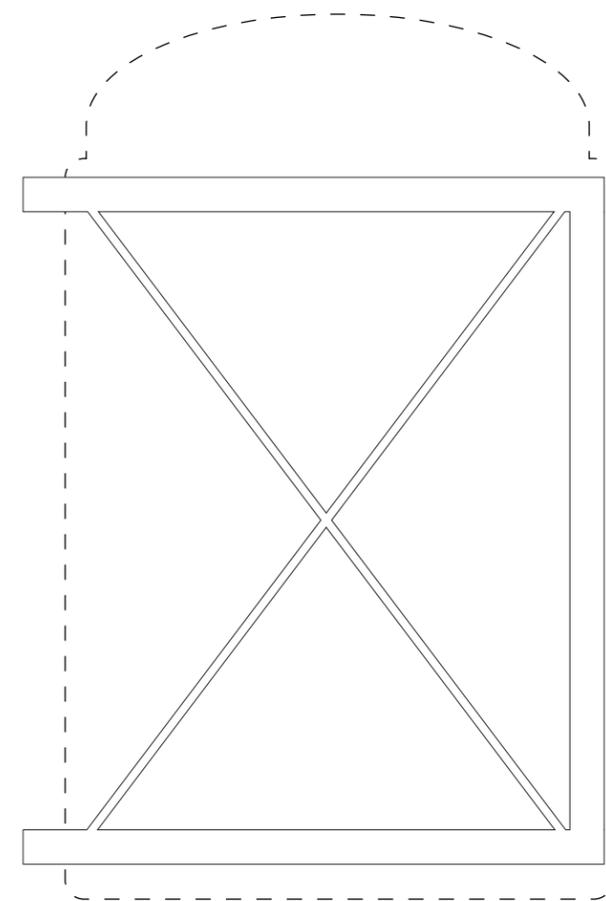
NOTE:

- Sign is double sided
- Color samples required prior to fabrication
- Sign panel to be attached to new and existing poles.
- Attachment hardware to be determined. Modification to sign panel may be required.
- Composite aluminum substrate may be considered for an alternate material.

1.10 Pedestrian Directional
A SCALE: 3" = 1'-0"



1.10 Typical Side View
C SCALE: nts



1.10 Typical Sign Structure
B SCALE: nts



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CITY CENTER WAYFINDING
Typical Sign Panel

- ↗ Main Street Square
- ↗ City Hall
- ← Memorial Park
- ← Civic Center
- ← Journey Museum
- Dahl Arts Center
- Library
- Community Theater

Location 06 - Side A

- Memorial Park
- Civic Center
- Journey Museum
- ← Dahl Arts Center
- ← Library
- ← Community Theater

Location 06 - Side B

- ↗ Main Street Square
- ← City Hall
- ← Memorial Park
- ← Civic Center
- ← Journey Museum
- Dahl Arts Center
- Library
- Community Theater

Location 07 - Side A

- City Hall
- Memorial Park
- Civic Center
- Journey Museum
- ← Dahl Arts Center
- ← Library
- ← Community Theater

Location 07 - Side B

- ↗ Main Street Square
- ↗ City Hall
- ← Memorial Park
- ← Civic Center
- ← Journey Museum
- Dahl Arts Center
- Library
- Community Theater

Location 09 - Side A

- Memorial Park
- Civic Center
- Journey Museum
- ← Dahl Arts Center
- ← Library
- ← Community Theater

Location 09 - Side B

- ← Main Street Square
- ← City Hall
- ← Memorial Park
- ← Civic Center
- ← Journey Museum
- Dahl Arts Center
- Library
- Community Theater

Location 10 - Side A

- Main Street Square
- City Hall
- Memorial Park
- Civic Center
- Journey Museum
- ← Dahl Arts Center
- ← Library
- ← Community Theater

Location 10 - Side B



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CITY CENTER WAYFINDING
Typical Sign Panel

- ↗ Main Street Square
- ↗ City Hall
- ↖ Memorial Park
- ↖ Civic Center
- ↖ Journey Museum
- ↘ Dahl Arts Center
- ↘ Library
- ↘ Community Theater

Location 12 - Side A

- ↘ Memorial Park
- ↘ Civic Center
- ↘ Journey Museum
- ↖ Dahl Arts Center
- ↖ Library
- ↖ Community Theater

Location 12 - Side B

- ↗ Main Street Square
- ↗ City Hall
- ↖ Memorial Park
- ↖ Civic Center
- ↖ Journey Museum
- ↘ Dahl Arts Center
- ↘ Library
- ↘ Community Theater

Location 13 - Side A

- ↘ Memorial Park
- ↘ Civic Center
- ↘ Journey Museum
- ↖ Dahl Arts Center
- ↖ Library
- ↖ Community Theater

Location 13 - Side B

- ↖ Main Street Square
- ↖ City Hall
- ↖ Memorial Park
- ↖ Civic Center
- ↖ Journey Museum
- ↘ Dahl Arts Center
- ↘ Library
- ↘ Community Theater

Location 14 - Side A

- ↘ Main Street Square
- ↘ City Hall
- ↘ Memorial Park
- ↘ Civic Center
- ↘ Journey Museum
- ↖ Dahl Arts Center
- ↖ Library
- ↖ Community Theater

Location 14 - Side B

- ↖ Main Street Square
- ↖ City Hall
- ↖ Memorial Park
- ↖ Civic Center
- ↖ Journey Museum
- ↘ Dahl Arts Center
- ↘ Library
- ↘ Community Theater

Location 15 - Side A

- ↘ Main Street Square
- ↘ City Hall
- ↘ Memorial Park
- ↘ Civic Center
- ↘ Journey Museum
- ↖ Dahl Arts Center
- ↖ Library
- ↖ Community Theater

Location 15 - Side B



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CITY CENTER WAYFINDING
Typical Sign Panel

- ↗ Main Street Square
- ↗ City Hall
- ← Memorial Park
- ← Civic Center
- ← Journey Museum
- Dahl Arts Center
- Library
- Community Theater

Location 18 - Side A

- Memorial Park
- Civic Center
- Journey Museum
- ← Dahl Arts Center
- ← Library
- ← Community Theater

Location 18 - Side B

- ← Main Street Square
- ← City Hall
- ← Memorial Park
- ← Civic Center
- ← Journey Museum
- Dahl Arts Center
- Library
- Community Theater

Location 19 - Side A

- Main Street Square
- City Hall
- Memorial Park
- Civic Center
- Journey Museum
- ← Dahl Arts Center
- ← Library
- ← Community Theater

Location 19 - Side B

- ↗ Main Street Square
- ↗ City Hall
- ← Memorial Park
- ← Civic Center
- ← Journey Museum
- Community Theater

Location 21 - Side A

- Memorial Park
- Civic Center
- Journey Museum
- ← Community Theater

Location 21 - Side B

- ← Main Street Square
- ← City Hall
- ← Memorial Park
- ← Civic Center
- ← Journey Museum
- Community Theater

Location 22 - Side A

- ↗ Dahl Arts Center
- ↗ Library
- Main Street Square
- City Hall
- Memorial Park
- Civic Center
- Journey Museum
- ← Community Theater

Location 22 - Side B



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CITY CENTER WAYFINDING
Typical Sign Panel

- ↗ Main Street Square
- ↗ City Hall
- ↗ Community Theater
- ↖ Memorial Park
- ↖ Civic Center
- ↖ Journey Museum
- ↖ Dahl Arts Center
- ↖ Library

Location 23 - Side A

- ↘ Memorial Park
- ↘ Civic Center
- ↘ Journey Museum
- ↘ Dahl Arts Center
- ↘ Library
- ↘ Main Street Square
- ↘ City Hall

Location 23 - Side B

- ↖ Main Street Square
- ↖ City Hall
- ↖ Memorial Park
- ↖ Civic Center
- ↖ Journey Museum
- ↖ Dahl Arts Center
- ↖ Library

Location 24 - Side A

- ↘ Main Street Square
- ↘ City Hall
- ↘ Memorial Park
- ↘ Civic Center
- ↘ Journey Museum
- ↘ Dahl Arts Center
- ↘ Library

Location 24 - Side B



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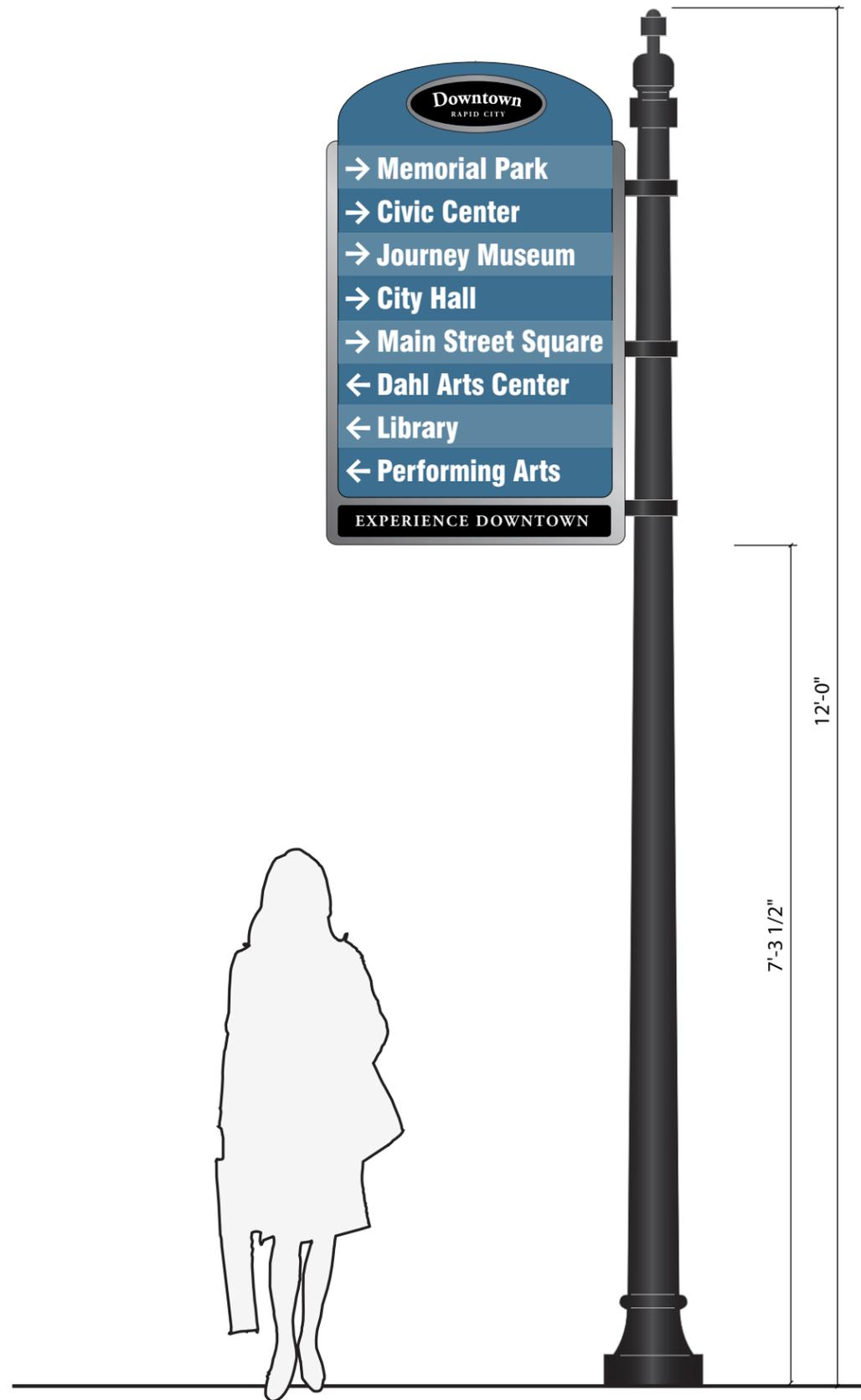
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CITY CENTER WAYFINDING
Pedestrian Directional
Large

2.00



2.00 Proposed - Existing Light Pole
A SCALE: nts



2.00 Proposed - New
B SCALE: 3/4" = 1'-0"

NOTE: New pole and base specifications to be determined



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Match PMS 5405

3M vinyl, Matte Black 7725-22 with applied white reflective vinyl copy

Routed 1/8" aluminum painted with brushed aluminum paint

Match PMS 5415

Applied white reflective vinyl

3M vinyl, Matte Black 7725-22 with applied white reflective vinyl copy

NOTE:

- Sign is double sided
- Color samples required prior to fabrication
- Sign panel to be attached to existing light poles.
- Attachment hardware to be determined. Modification to sign panel may be required.
- Composite aluminum substrate may be considered for an alternate material.

2.10 Pedestrian Directional - Large
A SCALE: 1 1/2" = 1'-0"



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CITY CENTER WAYFINDING
Typical Sign Panel - Large

- ↑ City Hall
- ↑ Main Street Square
- ← Memorial Park
- ← Civic Center
- ← Journey Museum
- Dahl Arts Center
- Library
- Community Theater

Location 01 - Side A

- Memorial Park
- Civic Center
- Journey Museum
- ← Main Street Square
- ← Dahl Arts Center
- ← Library
- ← Community Theater

Location 01 - Side B

- ↑ Memorial Park
- ↑ Civic Center
- ↑ Journey Museum
- City Hall

Location 02 - Side A

- ↑ Main Street Square
- ↑ Dahl Arts Center
- ↑ Library
- ↑ Community Theater
- ← City Hall

Location 02 - Side B

- ↑ Memorial Park
- ↑ Civic Center
- ↑ Journey Museum

Location 03 - Side A

- ↑ Main Street Square
- ↑ Dahl Arts Center
- ↑ Library
- ↑ Community Theater
- ↑ City Hall

Location 03 - Side B

- ↑ City Hall
- ← Memorial Park
- ← Civic Center
- ← Journey Museum
- Main Street Square
- Dahl Arts Center
- Library
- Community Theater

Location 04 - Side A

- Memorial Park
- Civic Center
- Journey Museum
- ← Main Street Square
- ← Dahl Arts Center
- ← Library
- ← Community Theater

Location 04 - Side B



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CITY CENTER WAYFINDING
Typical Sign Panel - Large

- ↑ City Hall
- ↑ Main Street Square
- ← Memorial Park
- ← Civic Center
- ← Journey Museum
- Dahl Arts Center
- Library
- Community Theater

Location 05 - Side A

- ↑ West Blvd. District
- Memorial Park
- Civic Center
- Journey Museum
- ← Dahl Arts Center
- ← Library
- ← Community Theater

Location 05 - Side B

- ↑ SDSM&T
- ← Memorial Park
- ← Civic Center
- ← Journey Museum
- ← City Hall
- Dahl Arts Center
- Library
- Community Theater

Location 08 - Side A

- ↑ City Hall
- ↑ Main Street Square
- ← Dahl Arts Center
- ← Library
- ← Community Theater
- Memorial Park
- Civic Center
- Journey Museum

Location 08 - Side B

- ↑ City Hall
- ↑ Main Street Square
- ← Memorial Park
- ← Civic Center
- ← Journey Museum
- Dahl Arts Center
- Library
- Community Theater

Location 11 - Side A

- ↑ West Blvd. District
- Memorial Park
- Civic Center
- Journey Museum
- ← Dahl Arts Center
- ← Library
- ← Community Theater

Location 11 - Side B

- ↑ SDSM&T
- ← Memorial Park
- ← Civic Center
- ← Journey Museum
- ← City Hall
- Dahl Arts Center
- Library
- Community Theater

Location 16 - Side A

- ↑ City Hall
- ↑ Main Street Square
- ← Dahl Arts Center
- ← Library
- ← Community Theater
- Memorial Park
- Civic Center
- Journey Museum

Location 16 - Side B



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CITY CENTER WAYFINDING
Typical Sign Panel - Large

- ↑ City Hall
- ↑ Main Street Square
- ↑ Dahl Arts Center
- ↑ Library
- ↑ Community Theater
- ← Memorial Park
- ← Civic Center
- ← Journey Museum

Location 17 - Side A

- ↑ West Blvd. District
- Memorial Park
- Civic Center
- Journey Museum

Location 17 - Side B

- ↑ SDSM&T
- ← Memorial Park
- ← Civic Center
- ← Journey Museum
- ← City Hall
- Dahl Arts Center
- Library
- Community Theater

Location 20 - Side A

- ↑ City Hall
- ↑ Main Street Square
- ↑ Dahl Arts Center
- ↑ Library
- ↑ Community Theater
- Memorial Park
- Civic Center
- Journey Museum

Location 20 - Side B

- ↑ Civic Center
- ↑ Hockey Arena
- ↑ Journey Museum
- ↑ Hotel

Location 25 - Side A

- ↑ City Center
- ↑ Main Street Square
- ↑ City Hall
- ↑ Dahl Arts Center
- ↑ Library
- ↑ Community Theater

Location 25 - Side B

- ↑ Civic Center
- ↑ Hockey Arena
- ↑ Journey Museum
- ↑ Hotel

Location 26 - Side A

- ↑ City Center
- ↑ Main Street Square
- ↑ City Hall
- ↑ Dahl Arts Center
- ↑ Library
- ↑ Community Theater

Location 26 - Side B



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Project:
Destination Rapid City
Promenade and
City Center Wayfinding

Date:
07/18/2012

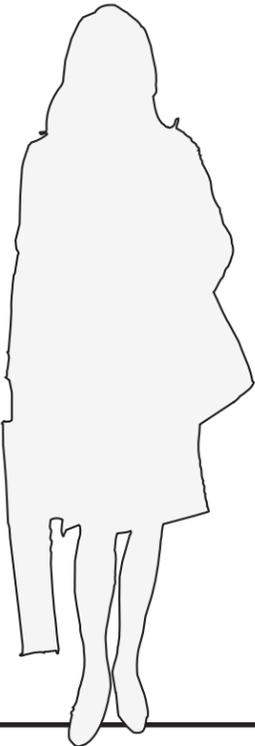
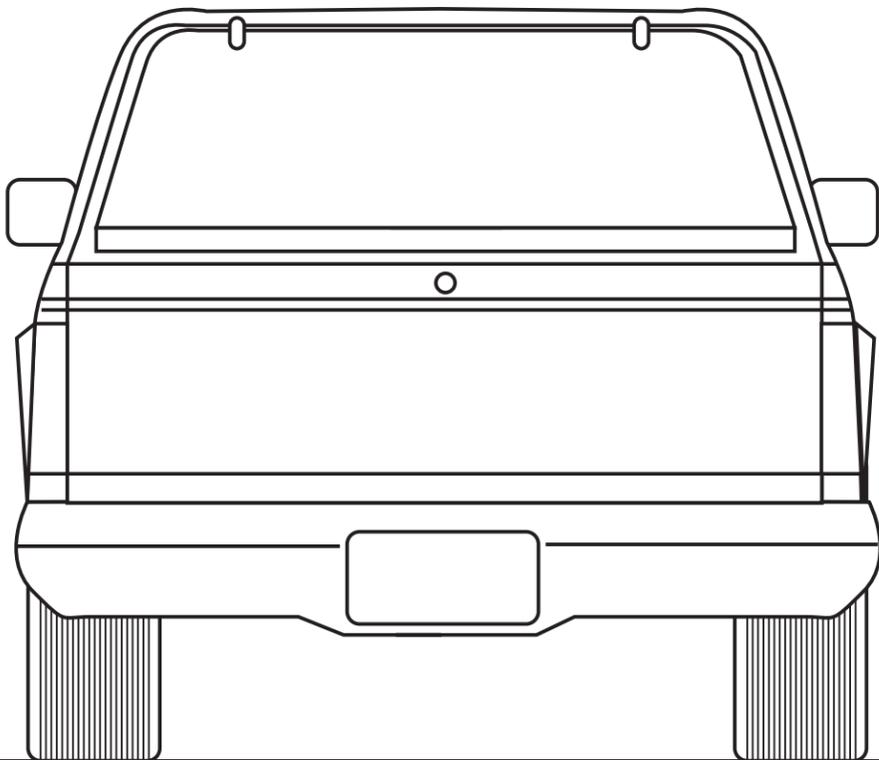
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CITY CENTER WAYFINDING
Vehicular Directional



NOTE:
- New pole and base specifications to be determined
- Refer to drawing 4.20 for parking sign details

3.00 Vehicular Directional
A SCALE: 3/8" = 1'-0"



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CITY CENTER WAYFINDING
Vehicular Directional



Match PMS 5405

Routed 1/8" aluminum painted with brushed aluminum paint

Applied white reflective vinyl

3M vinyl, Matte Black 7725-22 with applied white reflective vinyl copy

NOTE:
- Color samples required prior to fabrication
- Attachment hardware to be determined based on new pole structure.

3.10 Vehicular Directional
A SCALE: 1 1/2" = 1'-0"



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CITY CENTER WAYFINDING
Vehicular Directional

↑ Main Street Square
 ↑ Civic Center
 ↑ SDSM&T

EXPERIENCE DOWNTOWN

Location 27

← Main Street Square
 → Civic Center
 → Journey Museum

EXPERIENCE DOWNTOWN

Location 28

↑ Main Street Square
 ↑ Civic Center
 ↑ Journey Museum

EXPERIENCE DOWNTOWN

Location 29

↑ City Center
 ↑ Main Street Square
 ↑ SDSM&T

EXPERIENCE DOWNTOWN

Location 30

← City Center
 ← Main Street Square
 ← SDSM&T

EXPERIENCE DOWNTOWN

Location 31

← City Center
 ← Main Street Square
 ← SDSM&T

EXPERIENCE DOWNTOWN

Location 32



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Existing
7th Street between Main Street and Apolda

Proposed
Surface Lot, Leased, Free Parking with Restricted Hours



Proposed
Surface Lot, Leased with Metered Parking, Free Parking with Restricted Hours

Parking Lot Identification

4.00



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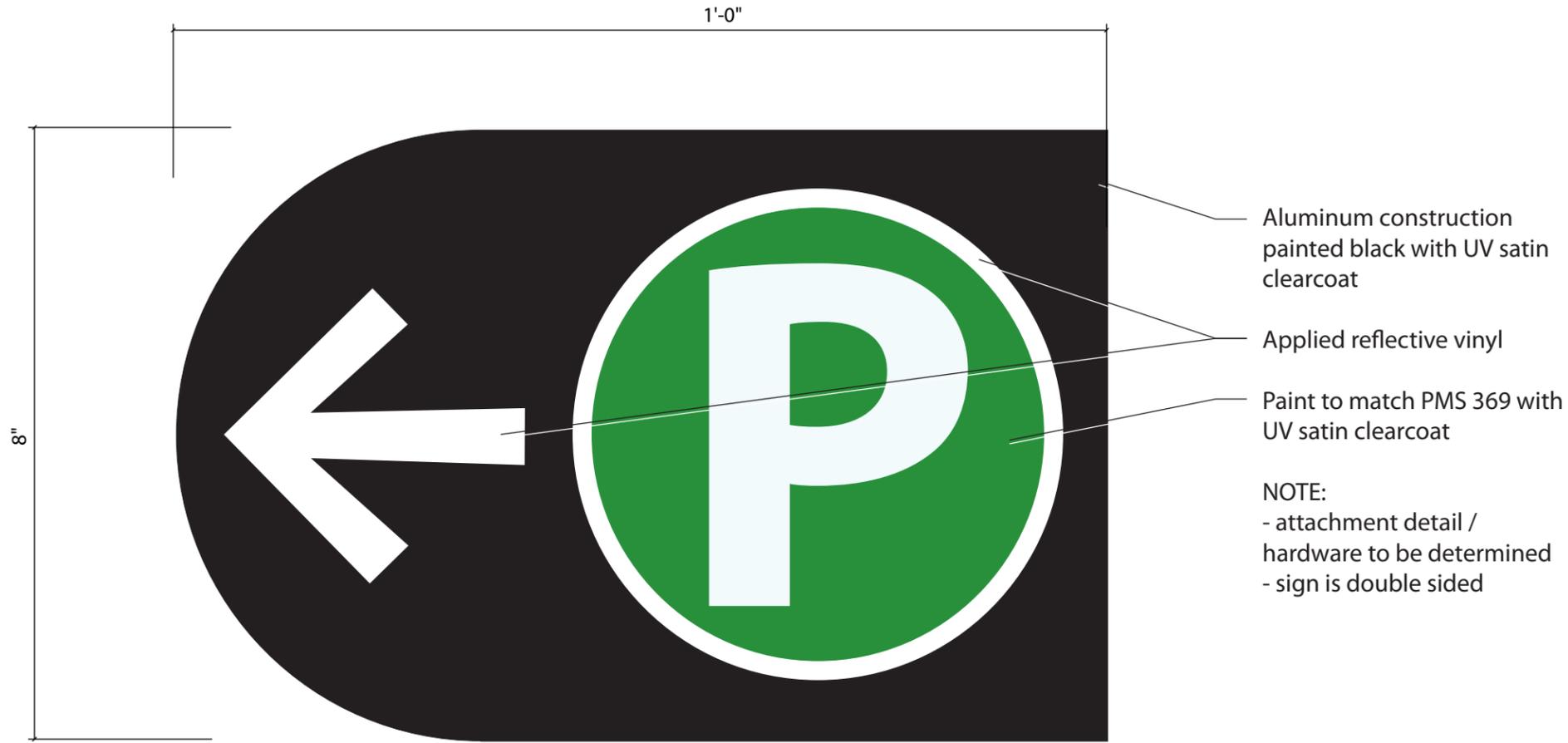
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CITY CENTER WAYFINDING
Parking Directional



Aluminum construction
painted black with UV satin
clearcoat

Applied reflective vinyl

Paint to match PMS 369 with
UV satin clearcoat

NOTE:
- attachment detail /
hardware to be determined
- sign is double sided

4.20 Parking Directional
A SCALE: 1:2