

# 3rd ST Connect

---

Signage & Wayfinding System for the Redevelopment of 3rd Street

## **1 Project Summary**

## **2 Research**

- 2.0 Davis Inspiration
- 2.1 Sign Inspiration
- 2.2 Sketches

## **3 Branding**

- 3.0 Logo Inspiration
- 3.1 Logo Color Research
- 3.2 Logo Color Studies
- 3.3 Final Palette & Design

## **4 Identity**

- 4.0 Graphics & Materials Palette
- 4.1 Sign Vocabulary

## **5 Location Plan**

## **6 Sign Types**

- 6.0 Orientation
- 6.1 Main Identification
- 6.2 Directional
- 6.3 Information
- 6.4 Celebratory
- 6.5 Regulatory
- 6.6 Interpretive



**Site**

3rd Street (between A Street and B Street)

**Location**

Davis, California

**Date**

March 2011

**Audience**

UC Davis students, faculty & staff

Davis residents

Visitors

**Objective**

The goal of the 3rd Street project is to make the area inviting for all people using the space. It is important that the site is safe and easy to navigate for a variety of users, ranging from everyday commuters to people visiting Davis for the first time. The space will serve as a gateway between the UC Davis campus and downtown Davis. Several different sign types will be positioned in the area to direct people between these two destinations. The redevelopment of 3rd Street and the new signage system will also create a sense of place and purpose for the area.

**Strategies**

After the physical redesign of 3rd Street a signage and wayfinding system will help give the area a new identity and sense of place. A stylized arch will welcome users at the main entrance into the area from campus, while another sign at the opposite end of the space will invite users from downtown. Directional and orientation signs will be placed at major decision points to help guide users in the correct direction. Celebratory banners and interpretive ground designs will also add to the sense of place being created.

**Existing site problems include:**

- No wayfinding system to direct users between campus and downtown
- Narrow sidewalks (1)
- Almost no public street furniture
- Lack of attractive landscaping
- Unsightly options for posting flyers (2)
- Poorly placed bollards cause safety issues for bicyclists (3)
- Vehicular traffic directions are confusing and do not function well
- Ineffective drainage system
- Inadequate lighting
- Intersection corners are not accessible to all



1



2



3



## Climate



- Relatively warm year round
- Three of every four days in Davis is sunny
- Gives a certain quality of light and creates strong shadows
- Makes Davis a happy place

## Community



- Town Gown community
- The relationship between students and residents
- Davis Farmers' Market and other events

## Transportation



- Bicycle-friendly
- Pedestrian-friendly

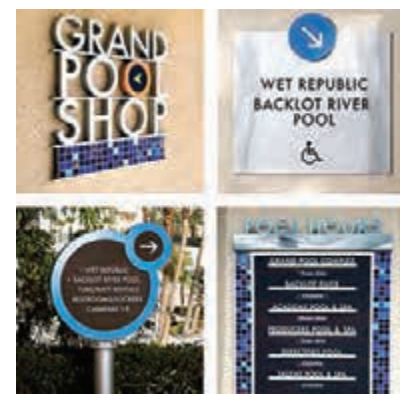
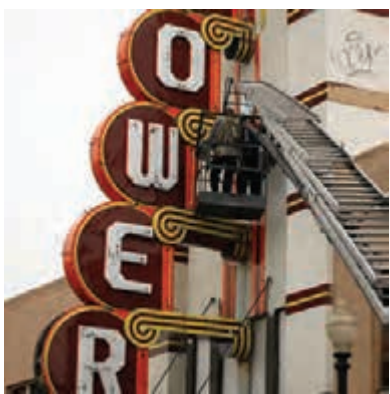
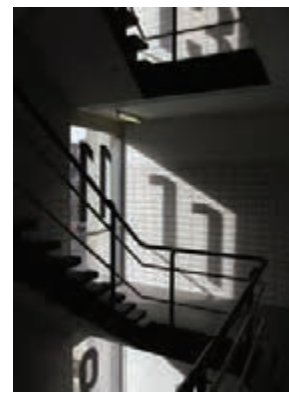
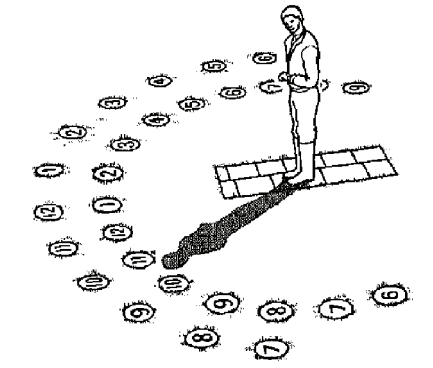
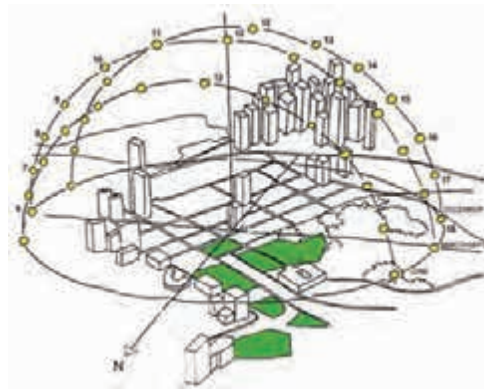
## Geographic Location



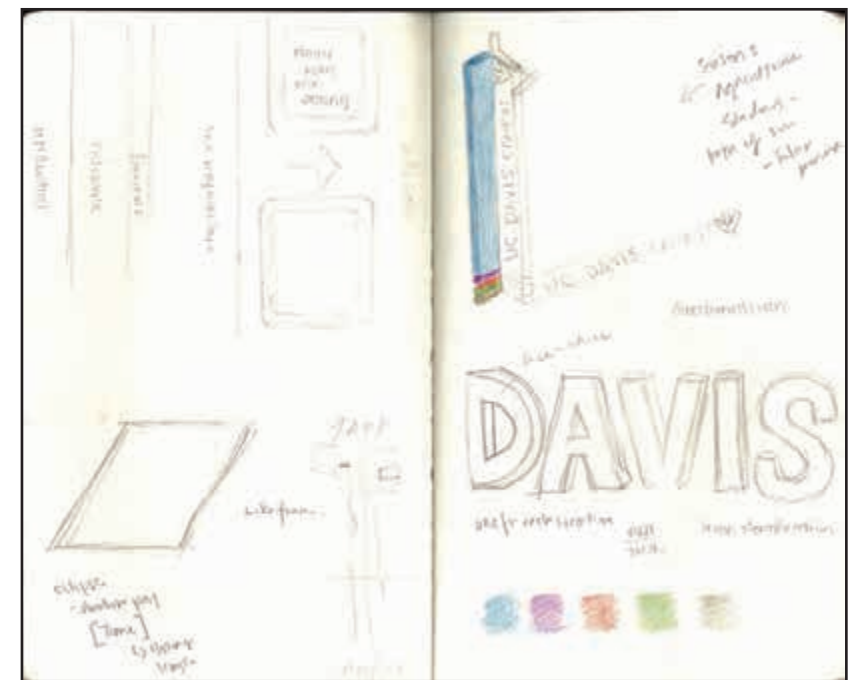
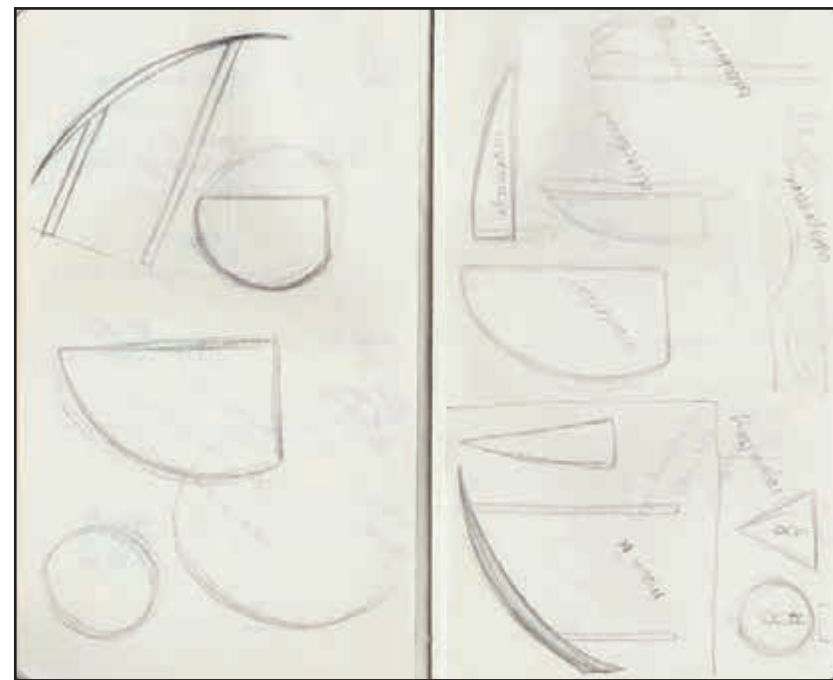
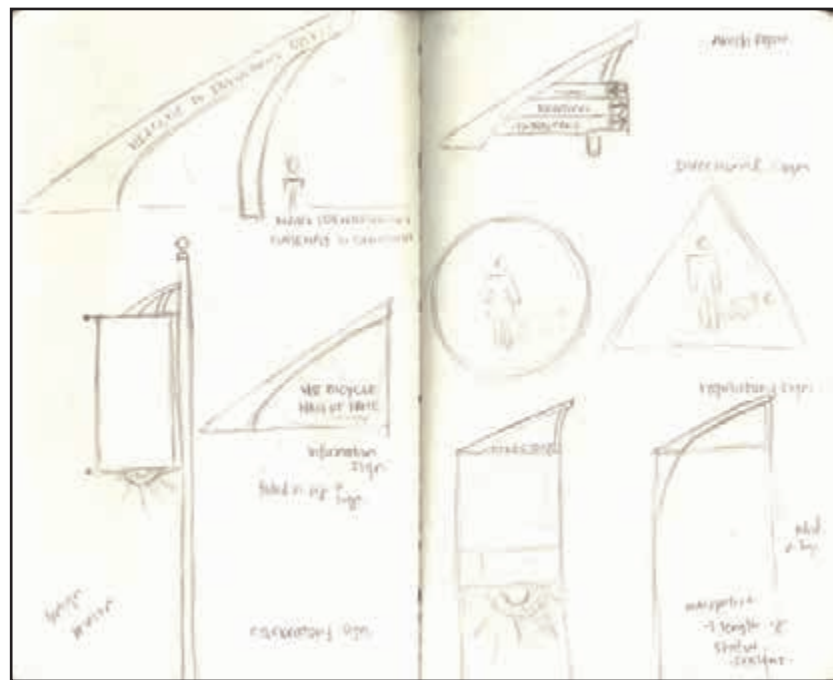
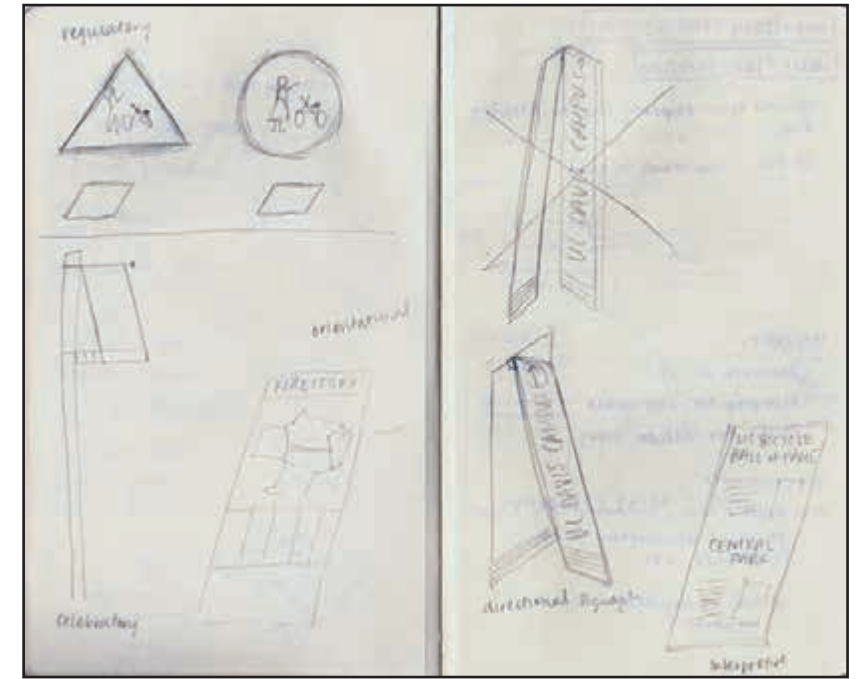
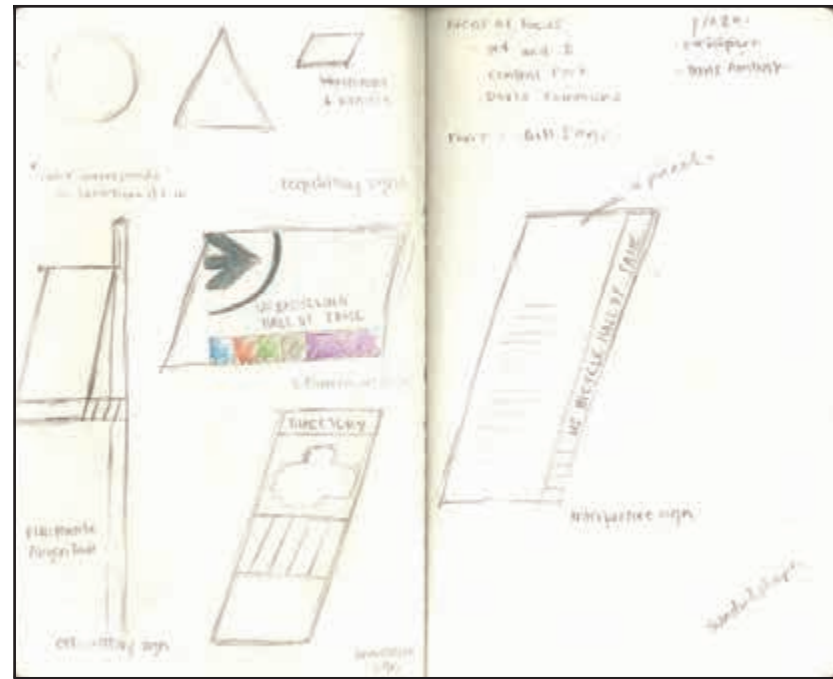
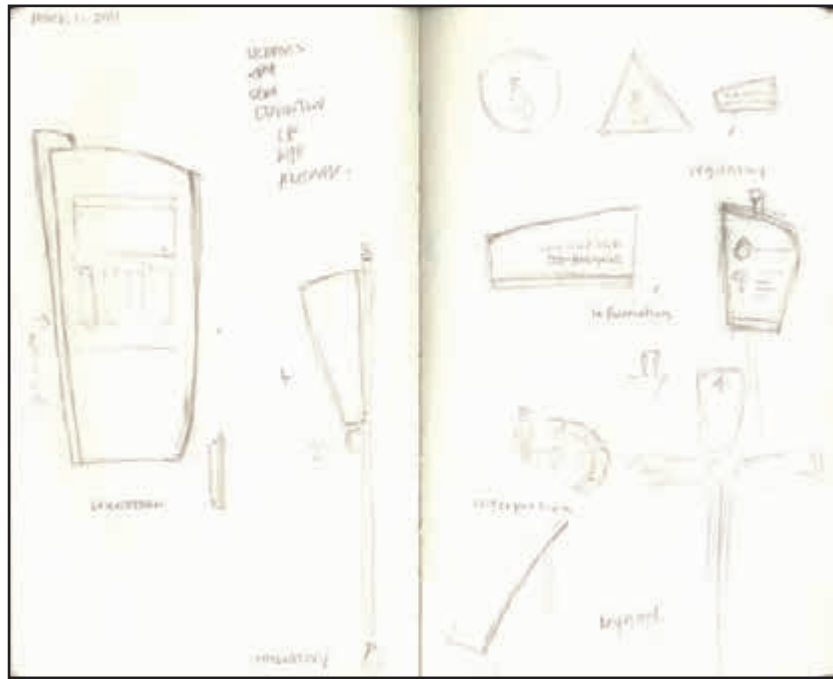
- In the heart of the Central Valley of California
- Warm weather and fertile soil make it a prime location for agriculture











Inspiration for creating an identity for 3rd Street came from a project called CitID, which is a site where anyone can submit a logo for his or her city. The uniqueness of each individual logo, especially the utilization of new symbols and fresh colors, motivated the design for a distinct 3rd Street Connect logo.

All images from CitID ([www.citid.net](http://www.citid.net))





Agriculture is an integral part of life in the Central Valley. The top twenty crop commodities that are produced in Yolo and Solano counties include wheat (1), tomato processing (2), grapes (3), prunes (4), alfalfa hay (5), almonds (6), walnuts (7), sunflowers (8) and rice (9). A color study for the 3rd Street Connect logo was inspired by these crops.



1



2



3



4



5



6



7



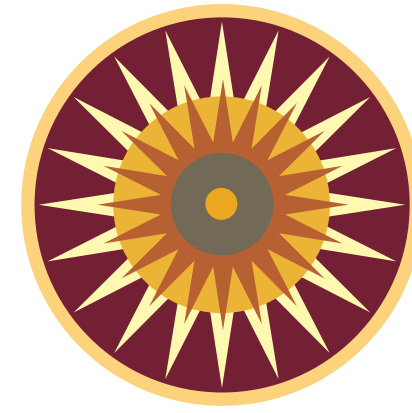
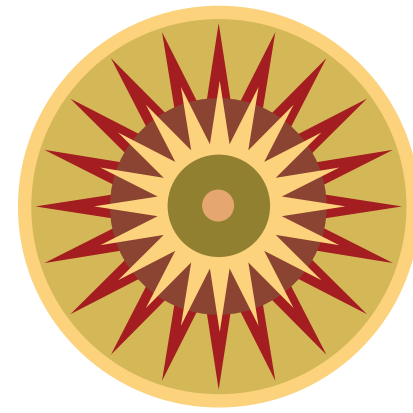
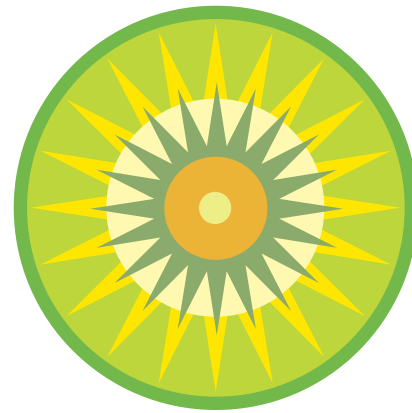
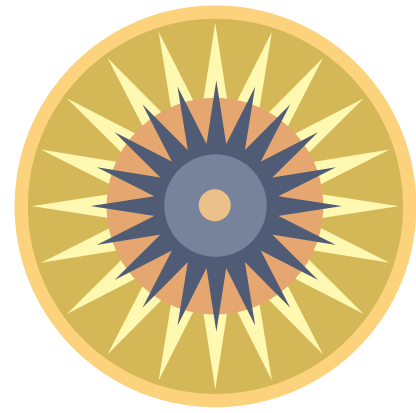
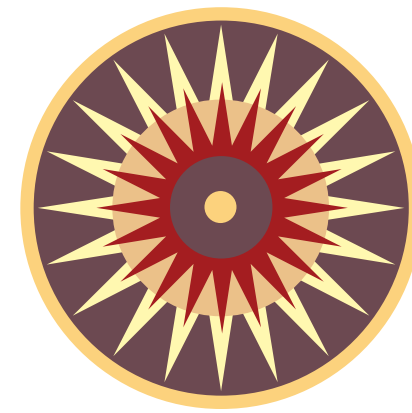
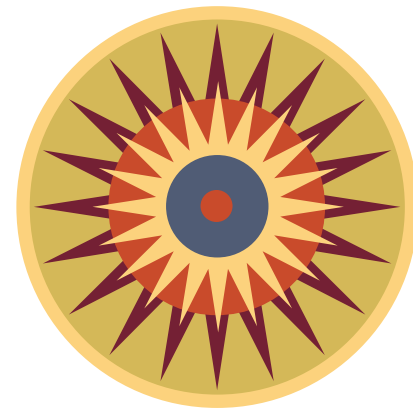
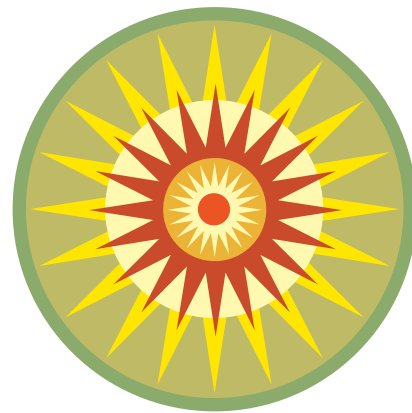
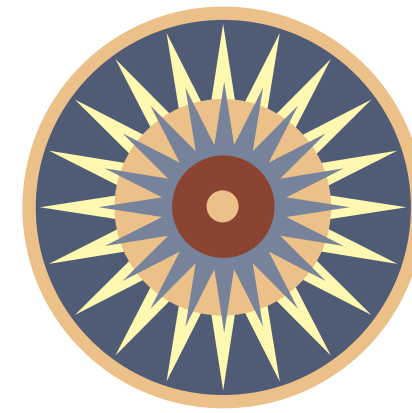
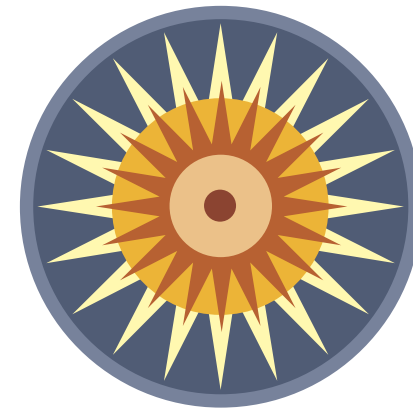
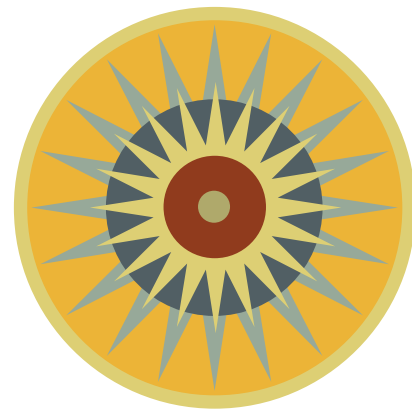
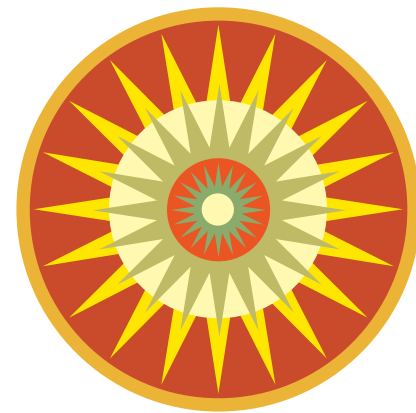
8



9


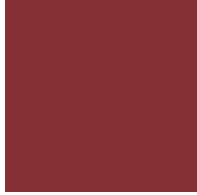


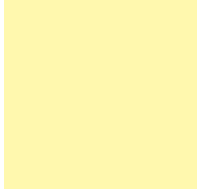







The logo designed for 3rd Street will add to the creation of an identity for the space. The logo can be interpreted in two ways. First, it can be seen as a sun, which speaks to the geographic and climatic location of Davis. It can also be interpreted as a wheel of a bicycle, which illustrates the goal of making 3rd Street a primary route for bicyclists traveling between the UC Davis campus and downtown.

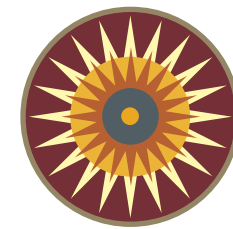
Colors:

-  PANTONE DS 17-6 U
-  PANTONE DS 322-4 U
-  PANTONE DS 54-2 U
-  PANTONE DS 19-4 U
-  PANTONE DS 1-7 U
-  PANTONE DS 326-2 U

Typeface:

**Myriad Bold**  
**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**  
**a b c d e f g h i j k l m n o p q r s t u v w x y z**  
**1 2 3 4 5 6 7 8 9 0**

Final Design:



# 3rd St Connect





Colors:



PANTONE DS 17-6 U



PANTONE DS 326-2 U



PANTONE DS 54-2 U



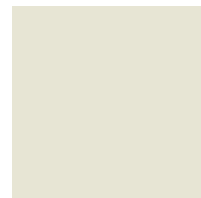
PANTONE DS 322-4 U



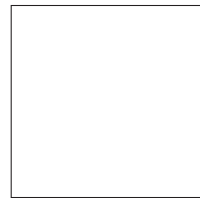
PANTONE DS 19-4 U



PANTONE DS 1-7 U



PANTONE DS 3-9 U



PANTONE DS 232-9 U

Pictograms:



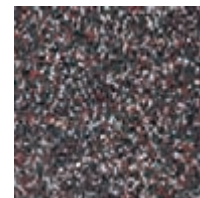
Materials:



Stainless Steel  
(bead-blasted for a  
matte finish)



Painted Aluminum



Recycled Rubber  
Tackboard



Nylon-Reinforced  
Vinyl



Colored Concrete

Typefaces:

Myriad Roman

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

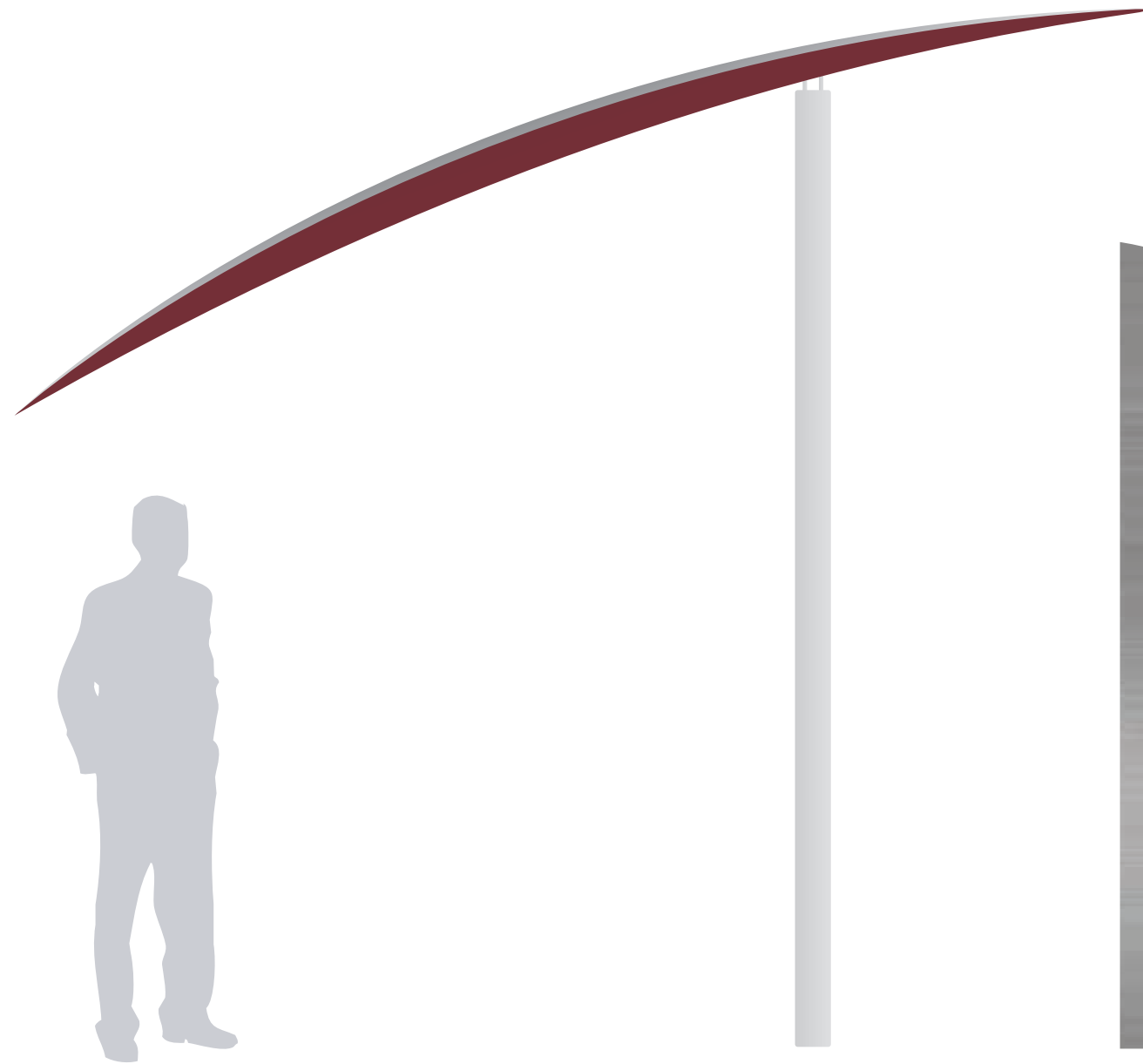
Myriad Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

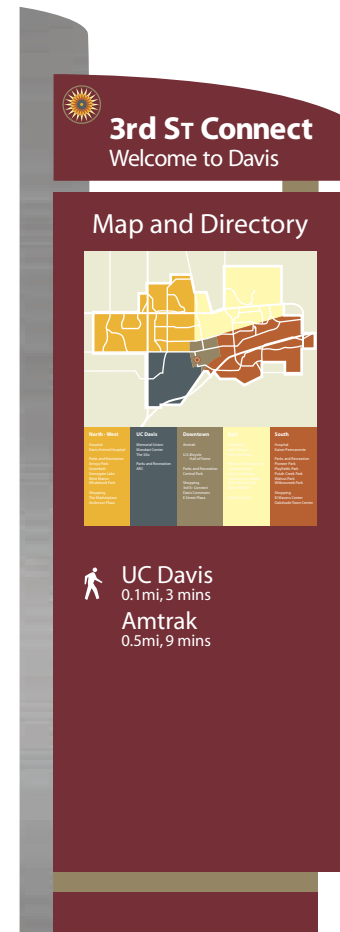
a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

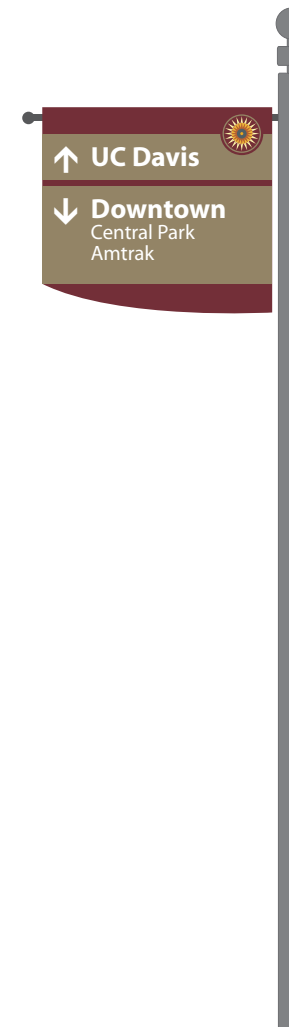




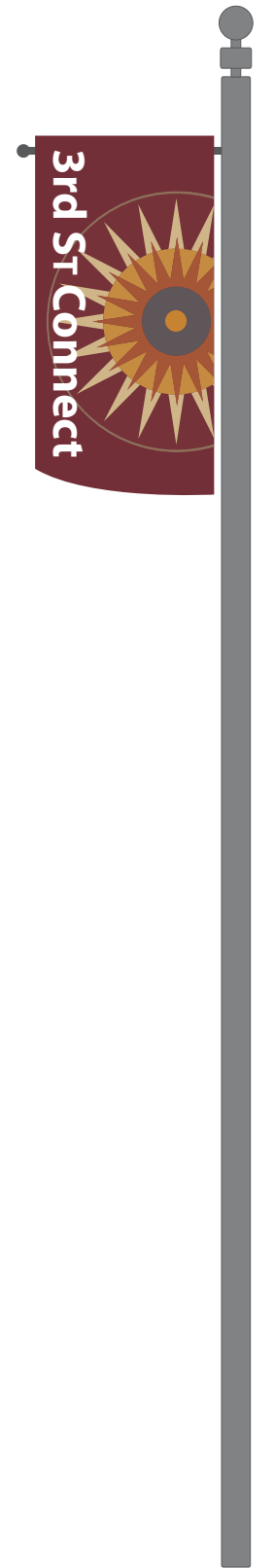
Main Identification



Orientation Sign



Directional Sign



Celebratory Sign

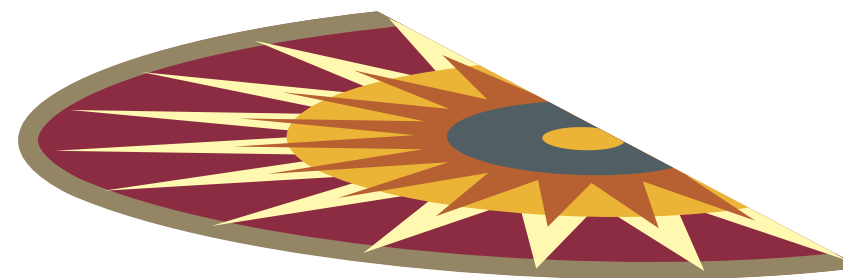




Information Sign



Regulatory Sign



Interpretive Sign





Main Identification

Regulatory

Celebratory

Celebratory

Interpretive

Directional

Celebratory

Celebratory

Interpretive

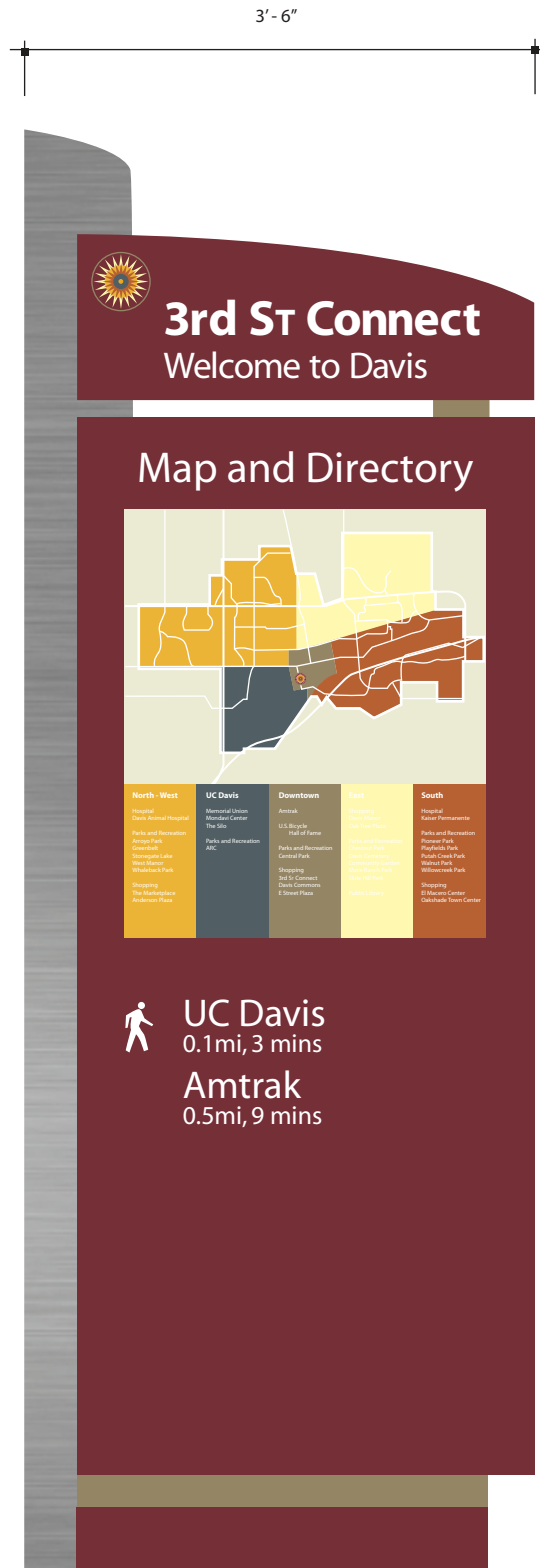
Information

Interpretive

Orientation







**Side Post**  
102" x 4" x 6" stainless steel,  
bead blasted for matte finish

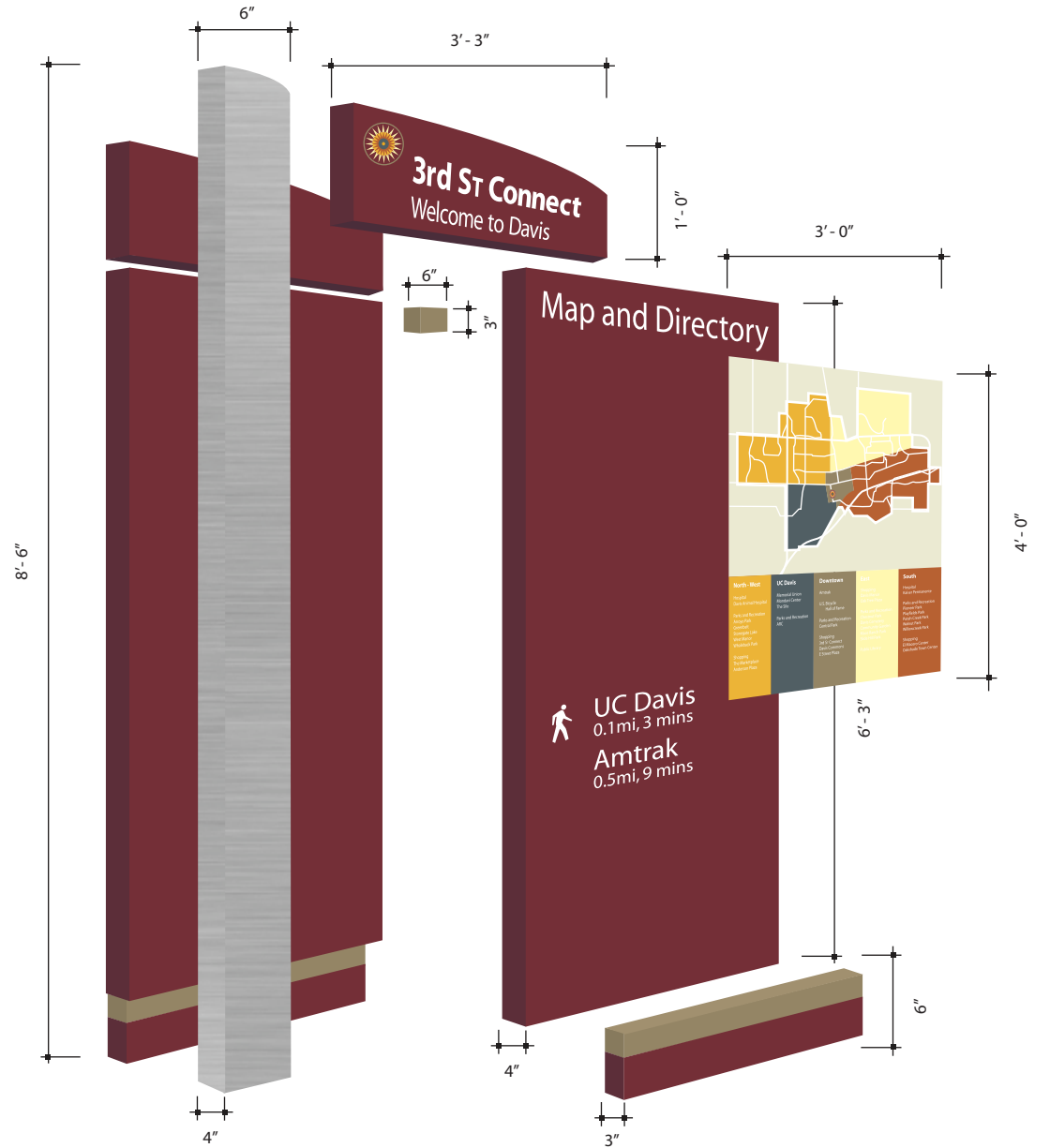
**Graphics & Copy**  
Printed graphics and copy

**Community Board**  
70" x 30" recycled  
rubber



**Map and Directory**  
Painted aluminum,  
printed graphics and copy

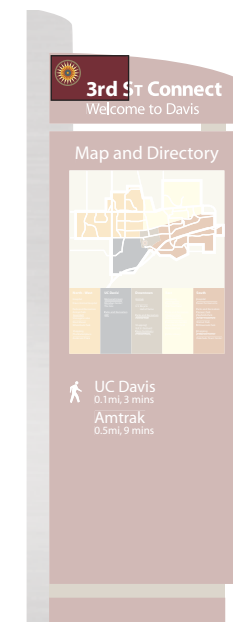
**Orientation Sign**  
Painted aluminum

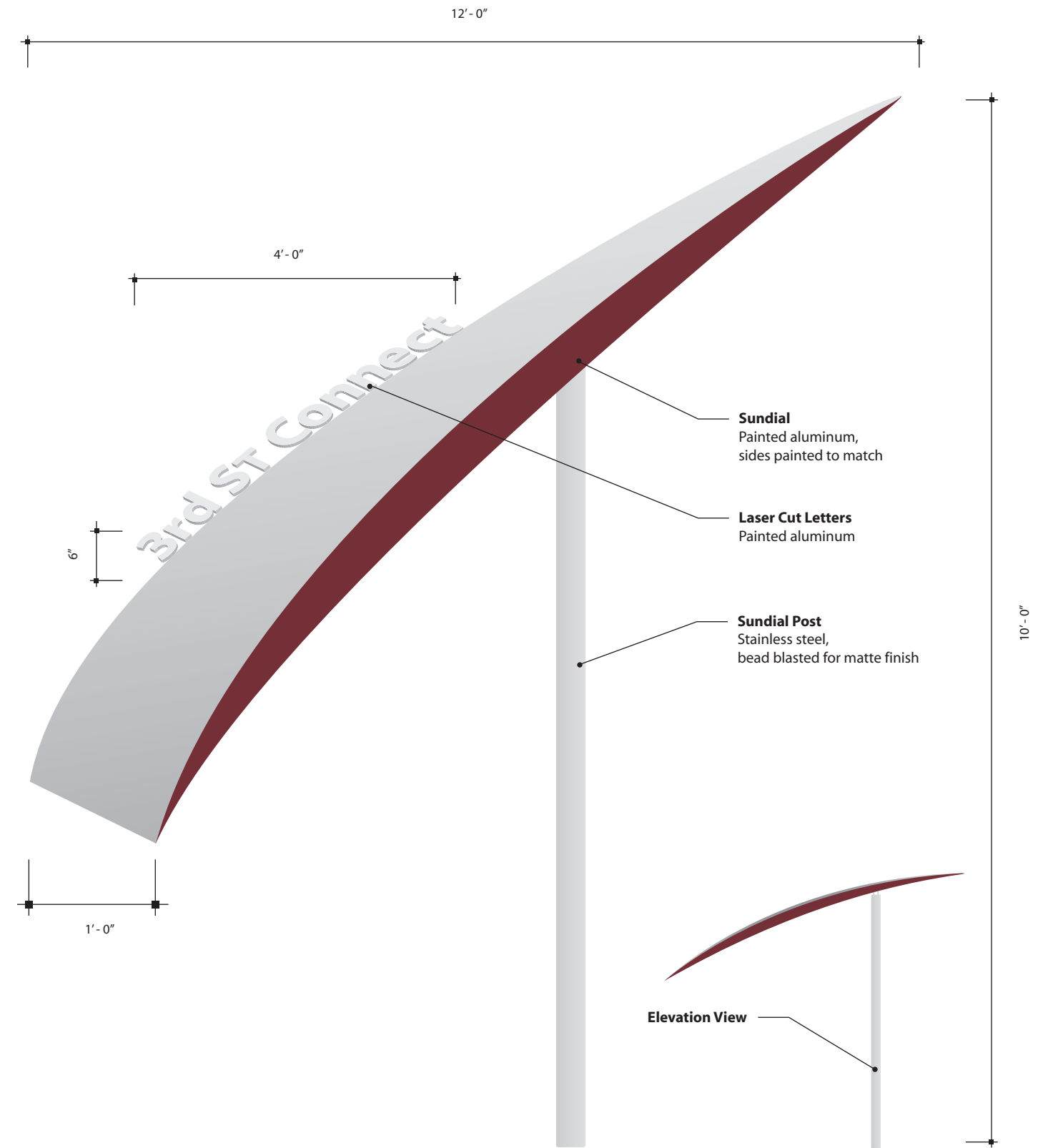
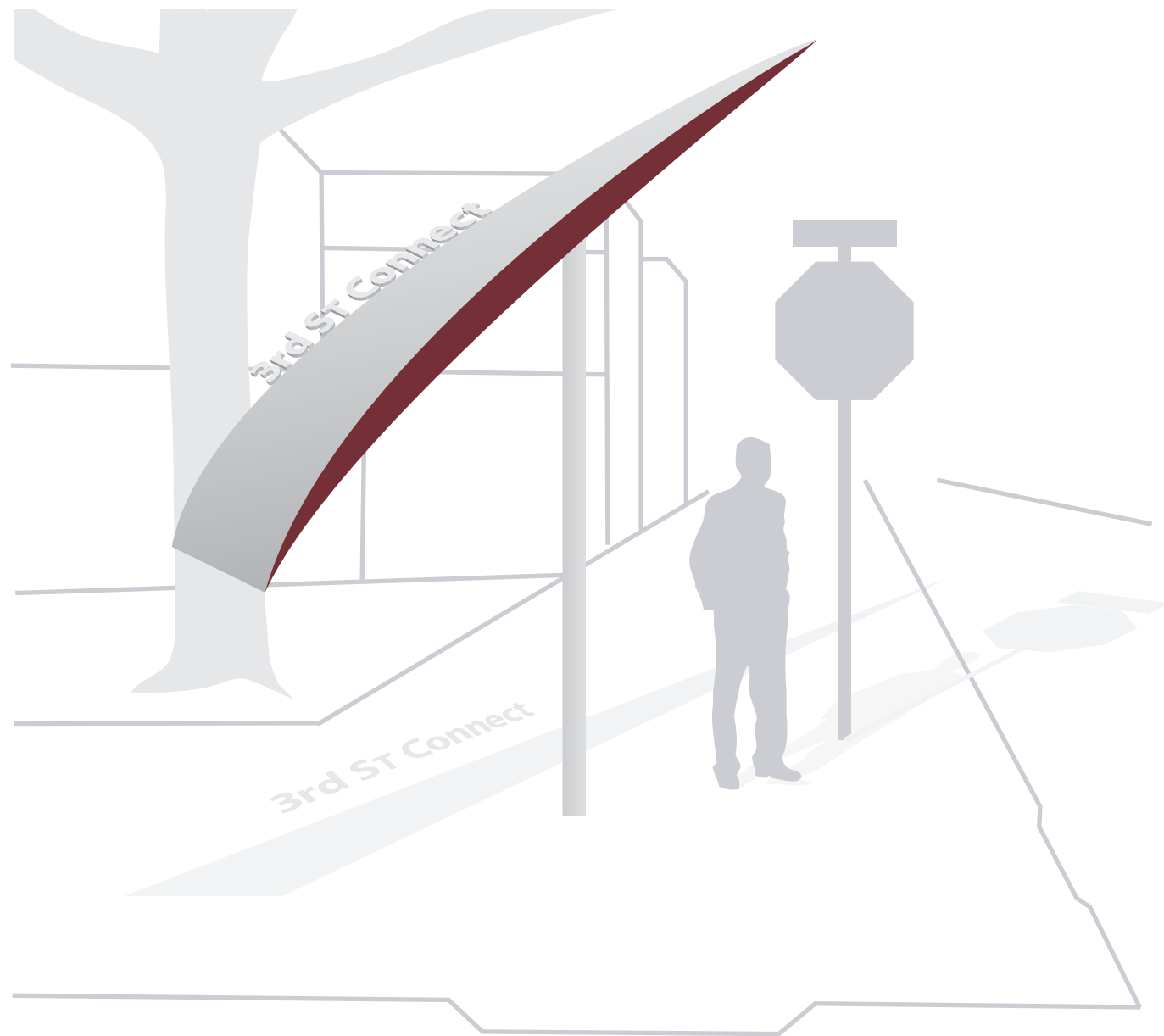






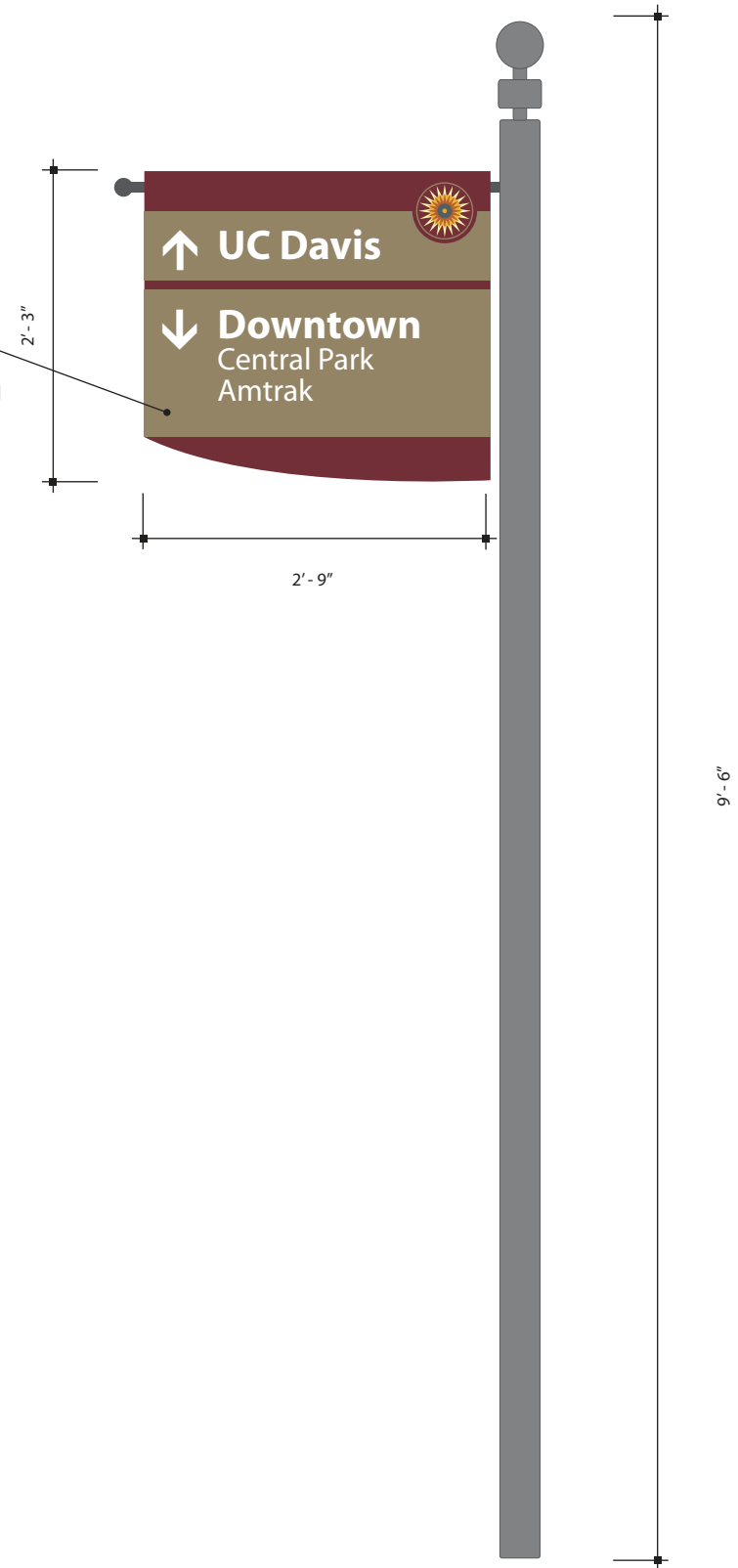
# 3rd St



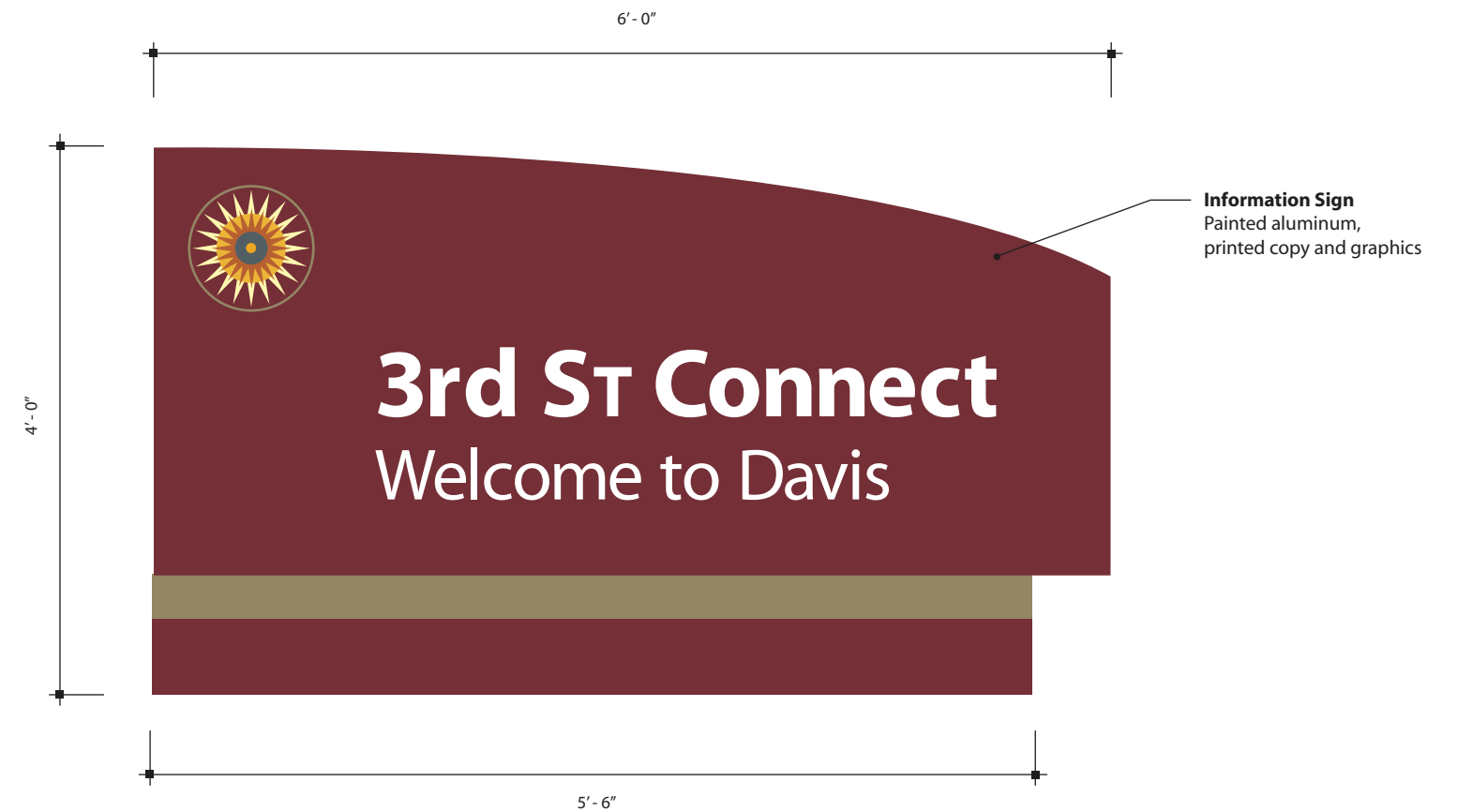




**Directional Sign**  
 Painted aluminum,  
 printed copy, graphics, and  
 pictograms

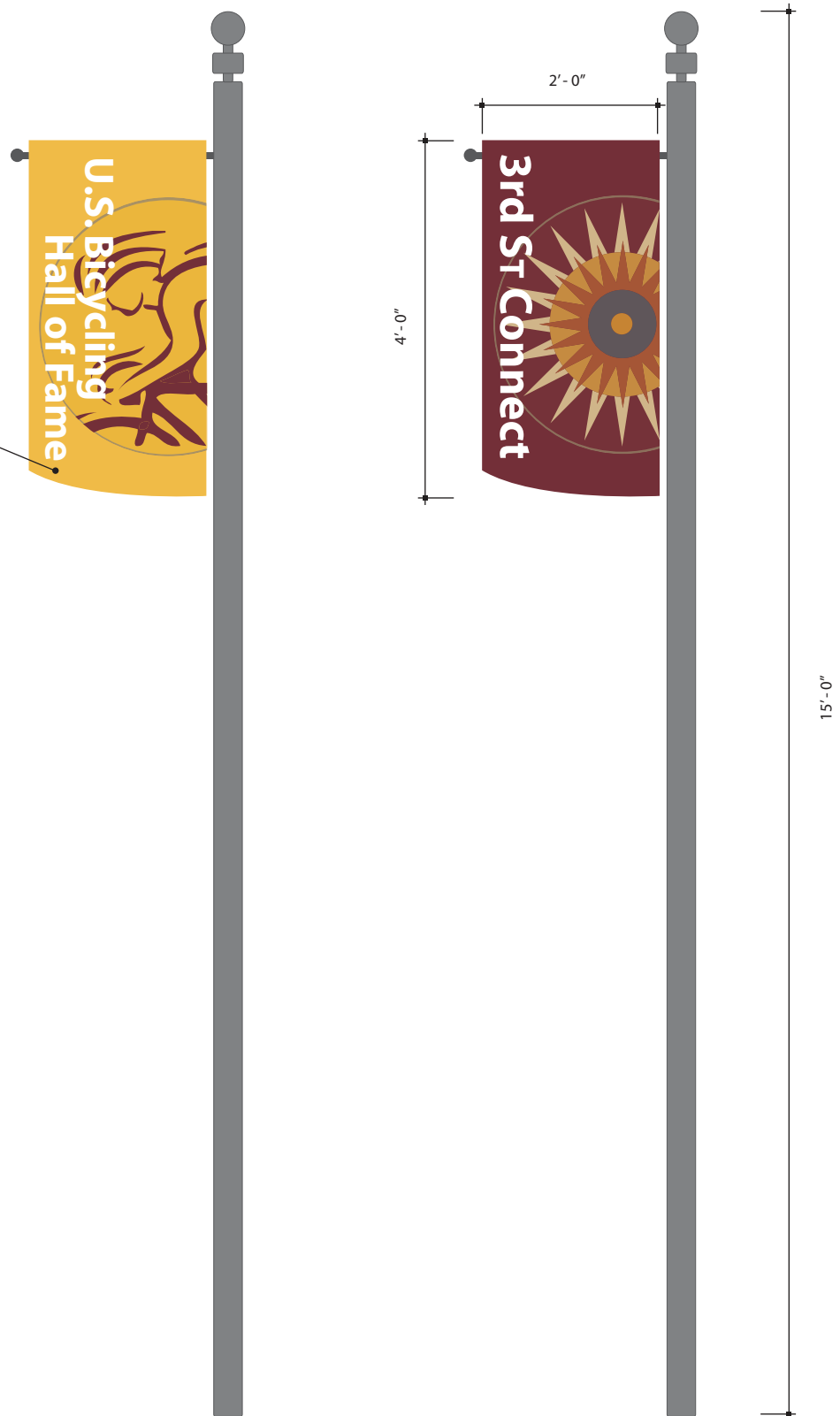


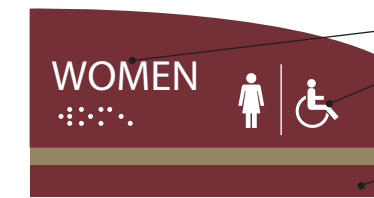
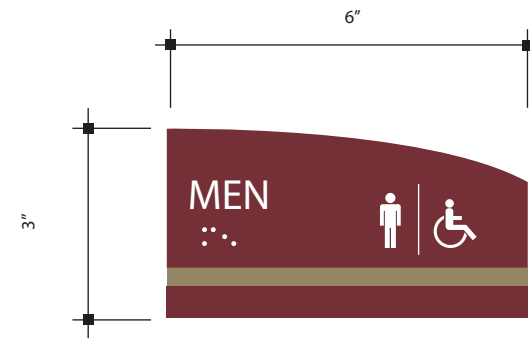






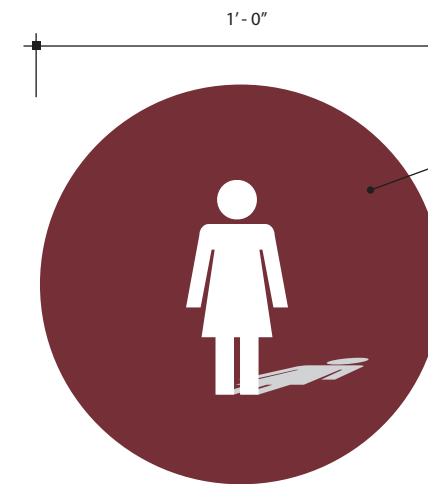
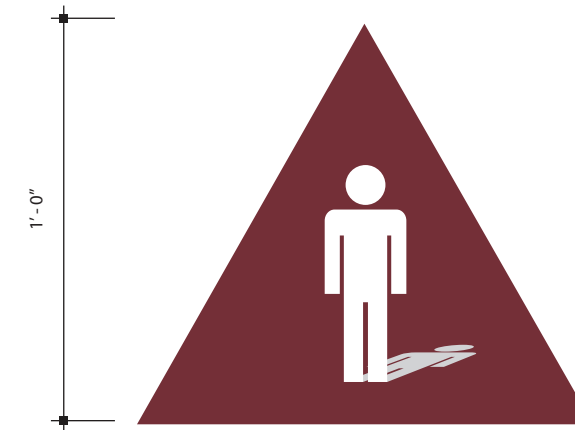
**Celebratory Sign**  
 Nylon-Reinforced Vinyl,  
 printed graphics and copy





**Copy, Braille, & Pictogram**  
1/32" raised copy and pictogram,  
California Grade II Braille

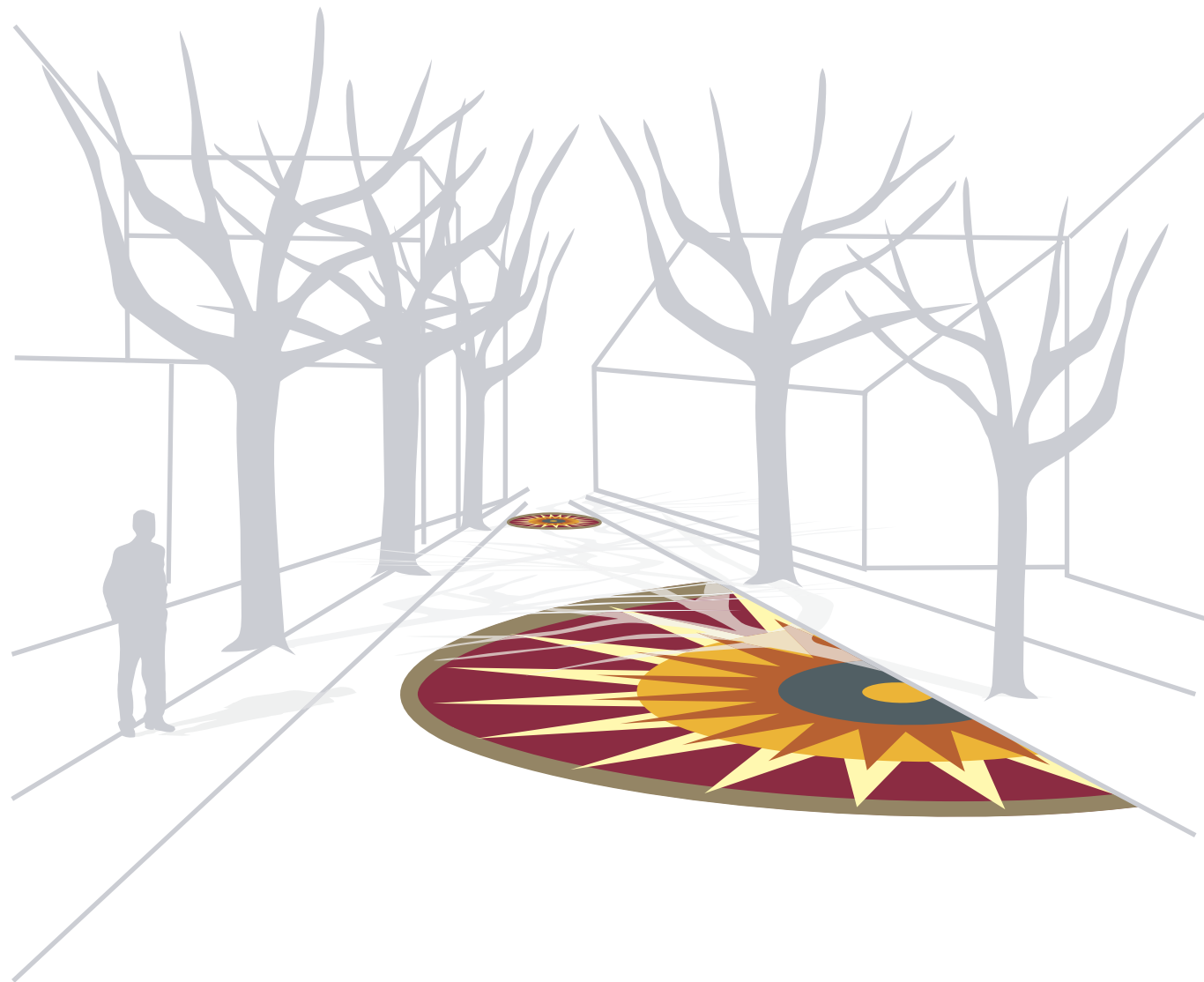
**Sign Plaque**  
Painted aluminum



**Sign Plaque**  
Painted aluminum,  
printed graphics







**Interpretive Sign**  
Colored concrete  
ground tiles

30'-0"

15'-0"

