

# NAVIGATE DAVIS

## A Wayfinding System for Pedestrians and Cyclists in Davis

### PROJECT DESCRIPTION

The City of Davis takes pride within its bike and pedestrian orientated infrastructure. However, the current pedestrian and cyclist infrastructure's way finding system is poorly lacking and is outdated. Navigate Davis is a new way finding system for the city, taking into consideration both the city's current needs and plans for the future, to help everyone easily navigate around the city.

### SITE EVALUATIONS/EXISTING CONDITIONS

Davis, California, is a cyclist and pedestrian-friendly city. The city's mild weather, wide streets, and bike way network has helped Davis become "the bicycle capital of the United States". The city is composed of a variety of different areas - residential, green way parks, downtown, and more. However, within these areas, there is an inconsistency within the way finding system. Over the years, many different attempts at trying to create a way finding system has led to an inconsistency within signage - colors do not match, font types vary, some locations have more signs than others. The city has an extensive network of green ways and parks which make great cyclist and pedestrian paths. But, once someone transitions out of the green way network, cycling and walking becomes unsafe and harder to navigate.



### LOOK BOOK

The best practice examples below inspired the design team's design. The top left graphic, utilizes blue and orange, which are complementary colors which help establish a clear hierarchy. The top middle sign, uses white to help the sign's primary colors contrast more. The shape of the sign also inspired the team's design by using clear and dynamic shapes to help direct pedestrians and cyclists. The top right orientation sign influenced the shape of the team's orientation sign. The elongated shapes, not only stands out, but also helps establish a hierarchy in all of the information. The design team also looked at many different arrows, as seen on the bottom left graphic, in various shapes and sizes to help them choose the best arrow for the Navigate Davis system.



### AUDIENCE PERSONAS

Even though Davis is a small city, there is a consistent flow of new residents, visitors, and explorers who need help navigating around the city.

- Students**  
Due to the university, the Davis community consistently goes through a high turn over of new residents. New students join the community and graduated students leave. Students biking abilities vary and some may not be as familiar with biking laws.
- Commuters**  
Many people commute to the city for their daily job, but also find themselves exploring the city. The commuters tend to be well acquainted with how people move around the city, but may not be as familiar with where things are located within the city.
- Visitors**  
The Davis community often sees people coming to the city to visit, ranging from resident's family and friends, to university visitors, to people who just want to check out the city. Visitors tend to be unfamiliar with Davis's unique bike and pedestrian signage.
- International Community**  
The city has a growing population of people who are just moving to America for studies or to start a new life. Some members of this community has some difficulty reading English.

### FORM, PALETTE, MATERIAL

#### IDENTITY



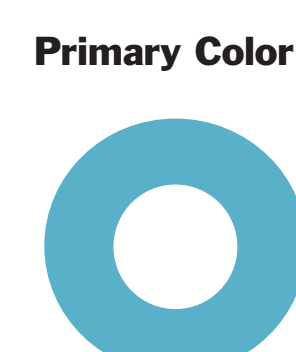
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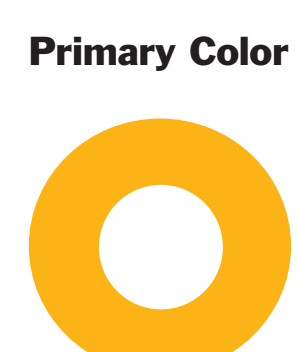
Franklin Gothic Book Regular

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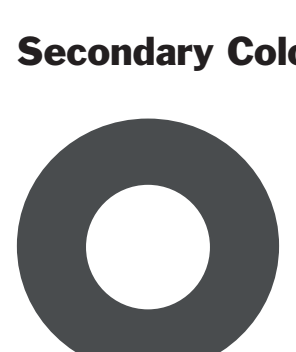
#### COLOR



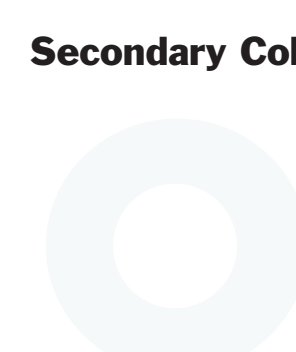
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RGB 126, 197, 238  
HEX #5bb1c8



**Primary Color**  
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CMYK 0, 29, 100, 0  
RGB 253, 186, 18  
HEX #f0ba12

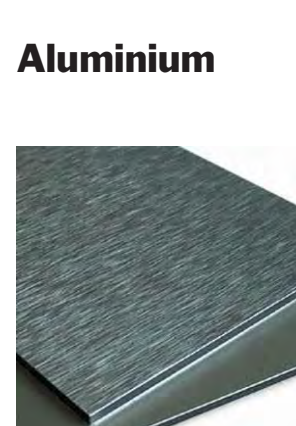
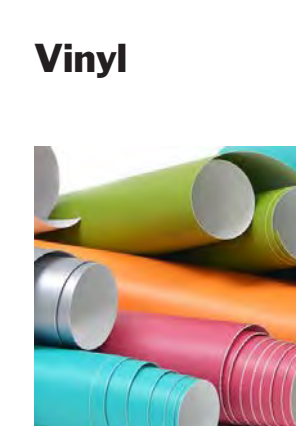


**Secondary Color**  
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CMYK 61, 51, 49, 45  
RGB 83, 82, 82  
HEX #525252



**Secondary Color**  
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CMYK 3, 1, 1, 0  
RGB 245, 248, 250  
HEX #f5f5fa

#### MATERIAL

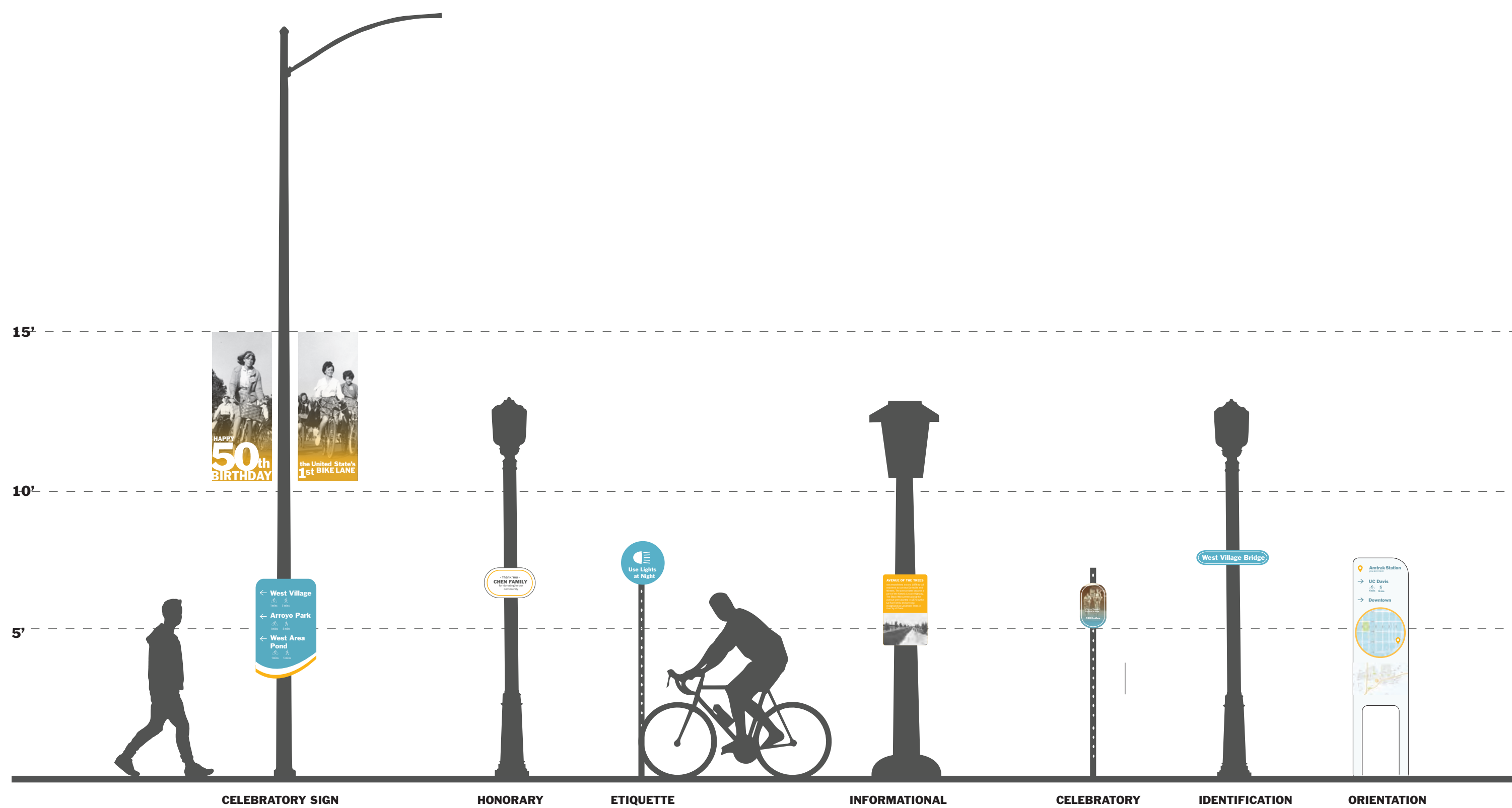


### IN SITU RENDERINGS



### SIGN HIERARCHY

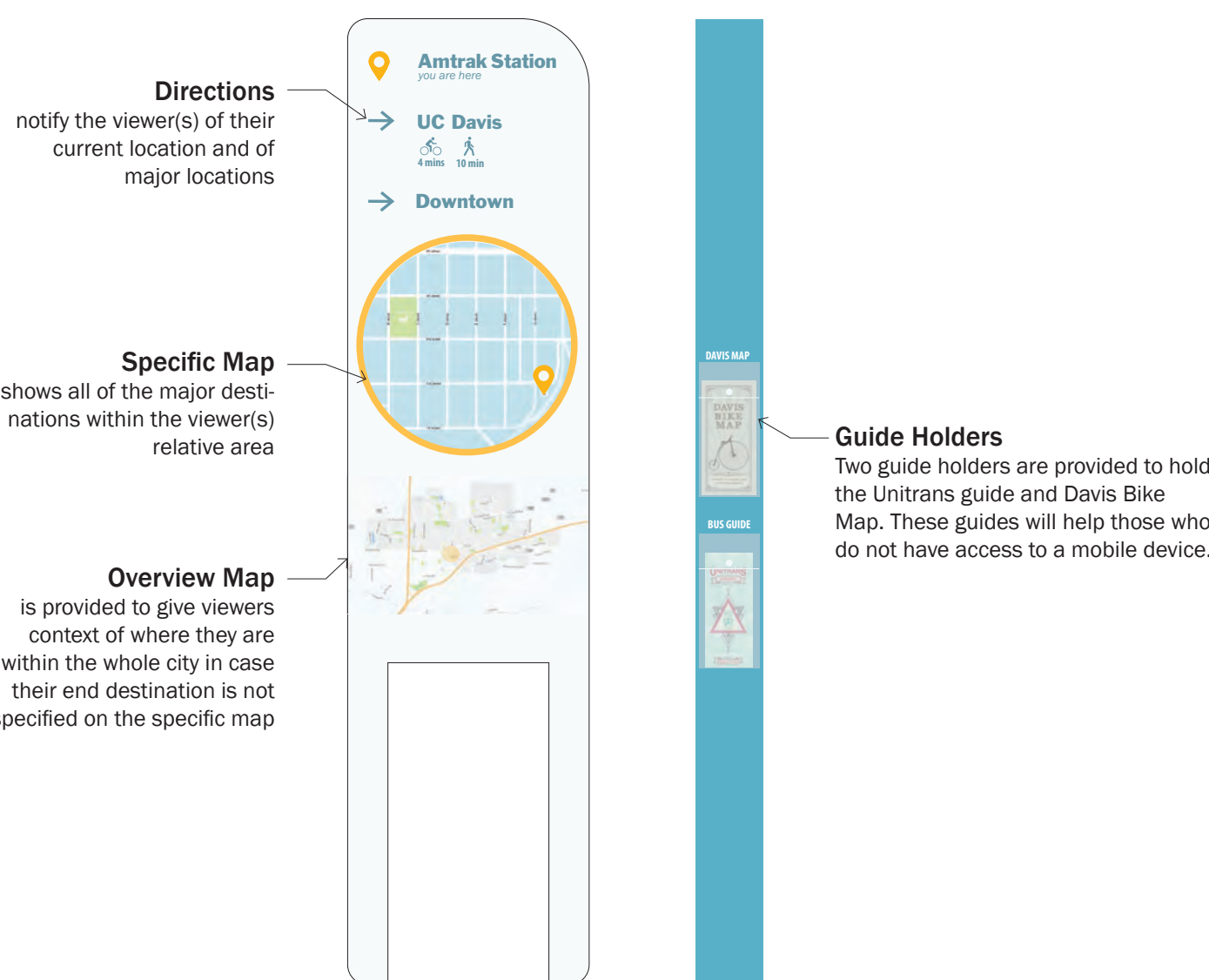
Below is a diagram showing the size and height relationship between the Navigate Davis signs:



### VOCABULARY OF SIGNS

#### ORIENTATION SIGN

To be only placed in major locations in Davis, such as the Amtrak station, Davis City Library, and Central Park. The example sign is to be located at the Amtrak station.



#### IDENTIFICATION SIGN

The identification sign is to be used to identify specific paths, trails, tunnels, bridges, and other places along the many bike and pedestrian paths in Davis.



#### HONORARY SIGN

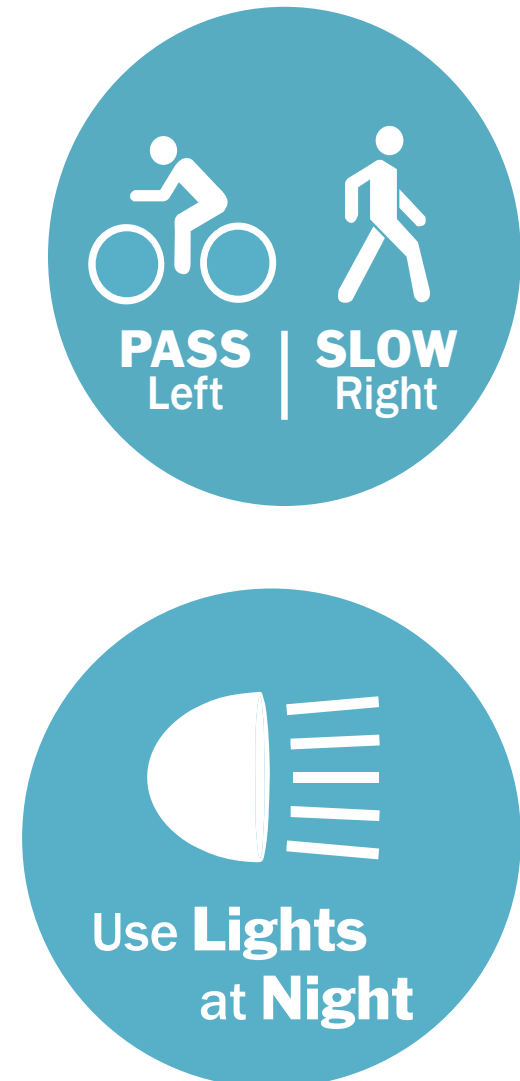
The honorary sign is a budget friendly alternative to show the city's appreciation for the many donors and contributors who have helped the city.



**White Background**  
The white background is not as bold as the blue backgrounds, which helps ensure that this sign does not overshadow the important signs.

#### ETIQUETTE SIGN

The etiquette signs are 18" in diameter and use varying types of Franklin Gothic to help give emphasis to certain words. Below are two different examples of the etiquette signs:



#### DIRECTIONAL SIGN

Two different types of directional signs are shown below. The top sign is broad and gives more context while the bottom sign is more specific.



**White vs Light Blue**  
The cyclist and pedestrian icons, plus the times are all light blue instead of white to help the arrows and location names stand out more.

**Minutes**  
were added to encourage users to bike or walk more, by allowing them that the destinations are not as far as they may seem.



**Specific Directional Sign**  
A more specific directional sign was added for certain situations where there may not be enough space for the main directional sign.

#### CELEBRATORY SIGN

Two different examples of the celebratory signs are shown below. The celebratory signs at the top are a pair and are large banners for light poles. While the celebratory sign below is much smaller, but is permanent to celebrate how amazing and unique the Davis Bike and Pedestrian system is.



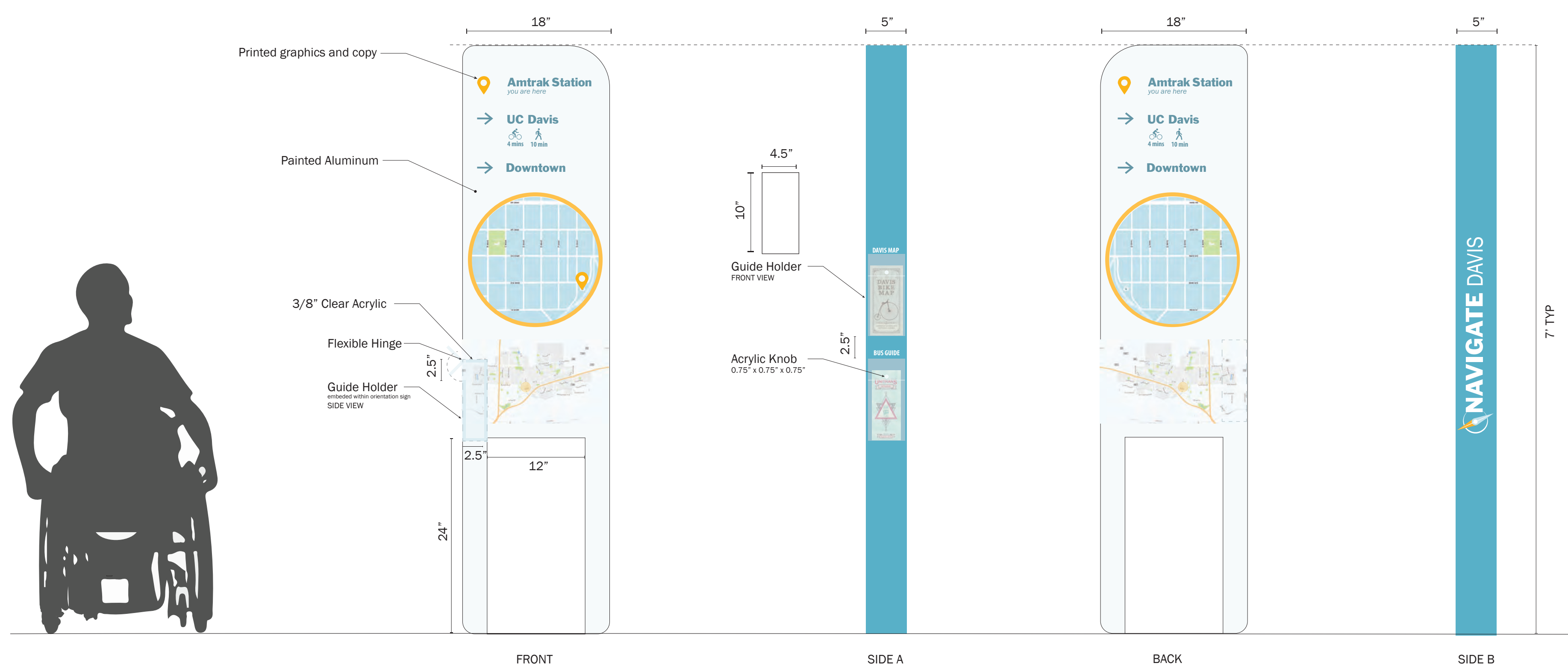
**White Background**  
The white background is not as bold as the blue backgrounds, which helps ensure that this sign does not overshadow the important signs.

**Context Photo**  
A more specific directional sign was added for certain situations where there may not be enough space for the main directional sign.

**AVENUE OF THE TREES**  
was established around 1870 by 28 residents to connect Davisville and Writers. The avenue later became a part of the historic Lincoln Highway. The Black Walnut trees along the avenue were planted in 1875 by the La Rue Family and are now recognized as Landmark Trees in the City of Davis.

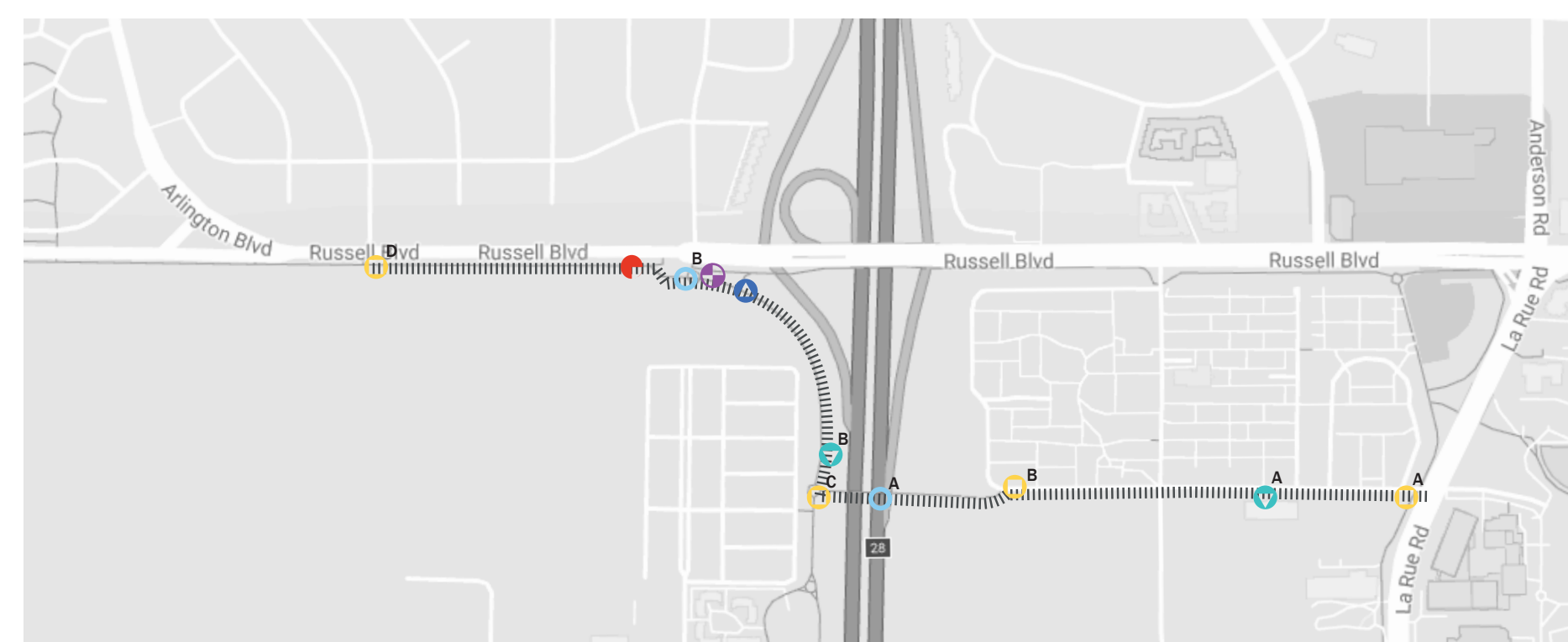
### SIGN DETAIL

Below is a basic construction detail specifying the materials and dimensions of the Orientation Sign:



### SIGN LOCATION PLAN

To gain a better understanding of how the signs would work in the environment, the design team created quick black and white full scale mock ups of their signs to test in the real environment. A specific portion of the bike loop was given to the design team to install signs along. Signs were also only installed for those going west bound. The location plan below shows which signs were installed where.



- Identification Sign
- Regulatory/Etiquette Sign
- Informational Sign
- Directional Sign
- Recognition/Honorary Sign
- Assigned Path
- Orientation Sign
- Celebratory/Promotional Sign

