

FARM TO DAVIS

WAYFINDING AND SIGNAGE SYSTEM FOR THE CITY OF DAVIS' 3RD STREET BIKE PARKING

PROJECT DESCRIPTION

Farm to Davis is a project aimed at beautifying Davis' 3rd Street bike racks. The project is particularly inspired by Davis' rich agricultural history. If it weren't for agriculture, UC Davis and the City of Davis may never have been founded. Both UC Davis and the city have greatly contributed to the advancement of agriculture in the area, as they will continue to do well into the future. The wayfinding system largely gathers around the deliverables of agriculture: food. The system celebrates and puts emphasis on the local foods and restaurateurs that make Davis unique. Celebrate Davis' local food, history, growth, and what brought people to the wayfinding system... cycling!



SITE EVALUATION:

This project will be located near the corner of 3rd and E St. The bike parking is in front of Newsbeat and River City Bank, which is also located near Cafe Bernardo and the Best Western hotel. This location is a hot spot for those coming downtown to eat. This was the largest draw for the system's inspiration, which has the potential to become a branded signage system connected to Davis and its rich biking culture through the agricultural town's roots.

The location currently has four rows of bike racks, with each row containing three or four bike parking spots. Along the sidewalk, there are four tree wells (or areas of dirt where there isn't cement) allowing a tree to grow in it. Three of the four wells have trees in them, and the fourth currently has a newspaper stand in it.



AUDIENCE PERSONAS:



MONICA, STUDENT
Monica is a full time first year student who is living in the Segundo Dorms. They have already been downtown several times to eat with their friends and know their way around downtown pretty well. They typically bike downtown with a group of people, parking their bikes at the bike rack before going into eat at a restaurant (most likely Cafe Bernardo), Monica and their friends would most likely stop and participate with the signs if they are waiting for their friends near the bike rack.



DAN AND KAREN, PARENTS (OF A UC STUDENT)
Dan and Karen are parents in their 50s who are visiting their student who goes to UC Davis for the weekend. They are staying at the Best Western Hotel that is right around the corner from Cafe Bernardo. Downtown is new to them and the knowledge they have of downtown Davis is from their son/daughter or online research. They would be at the site because they would be meeting their son/daughter to get lunch at Cafe Bernardo and the signs would allow them to learn more about downtown and Davis as a city.



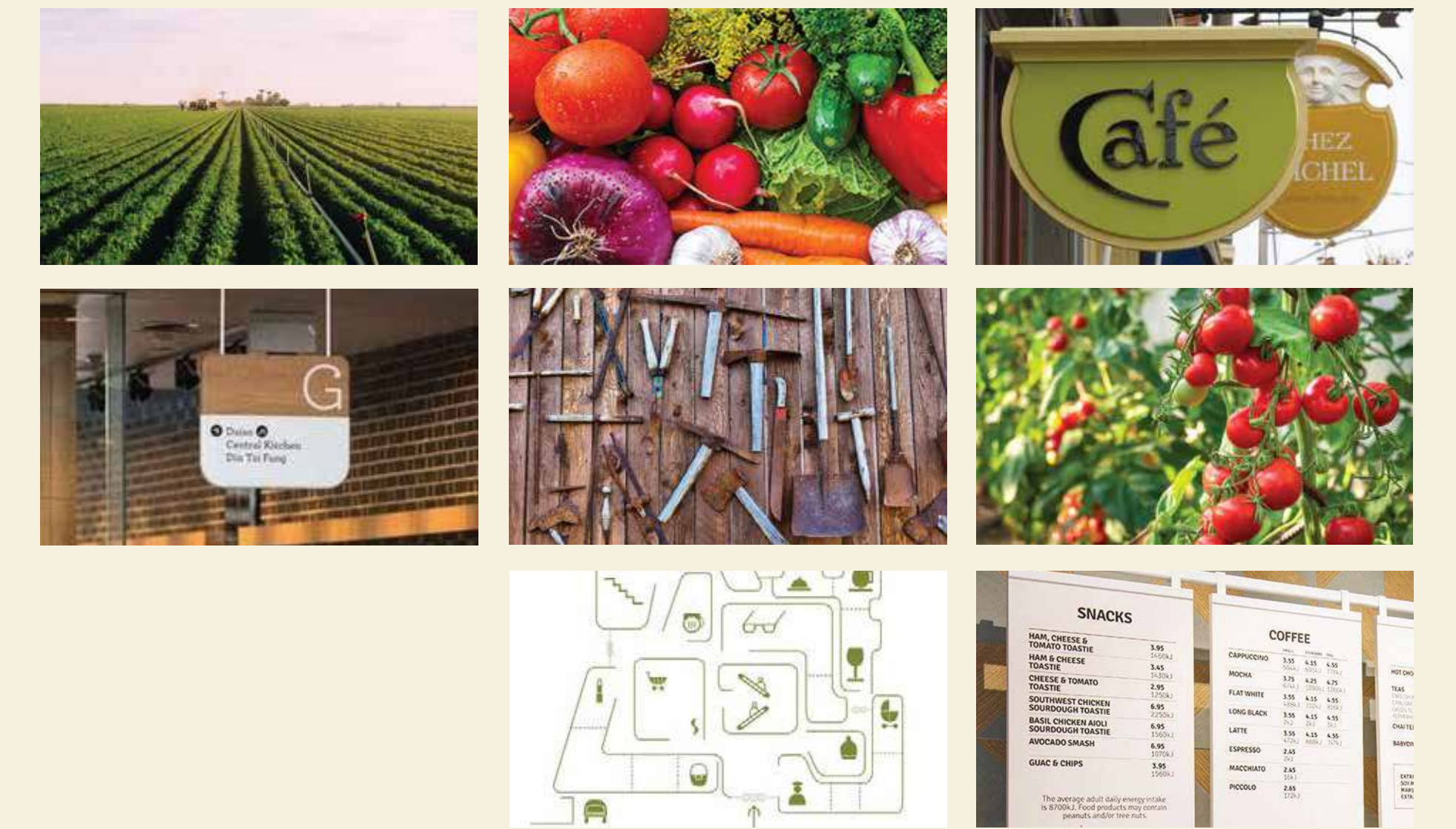
THE JONES', CUSTOMERS AT CAFE BERNARDO
A family of 5 (parents in their 40s children 4-10) who are on a lunch outing eating at Cafe Bernardo or shopping at the Newsbeat store. They are locals and know downtown very well as they have lived here for 10 years. They drove to come downtown and will walk to each place they go. After eating or stopping and leisurely strolling downtown they might stop and look at the signs to see if there are any new events coming up or new restaurants that have popped up downtown.



DR. EINSTEIN, GENERAL TOURIST
Dr. Einstein, a scientist in their 50s, is visiting Davis for a research conference and is staying at the Best Western Hotel. This is their first time in Davis and they know very little about downtown and the city as a whole. When exploring Davis and looking for a place to eat, they pass by the bike rack area and the signage would help them identify places they could go.

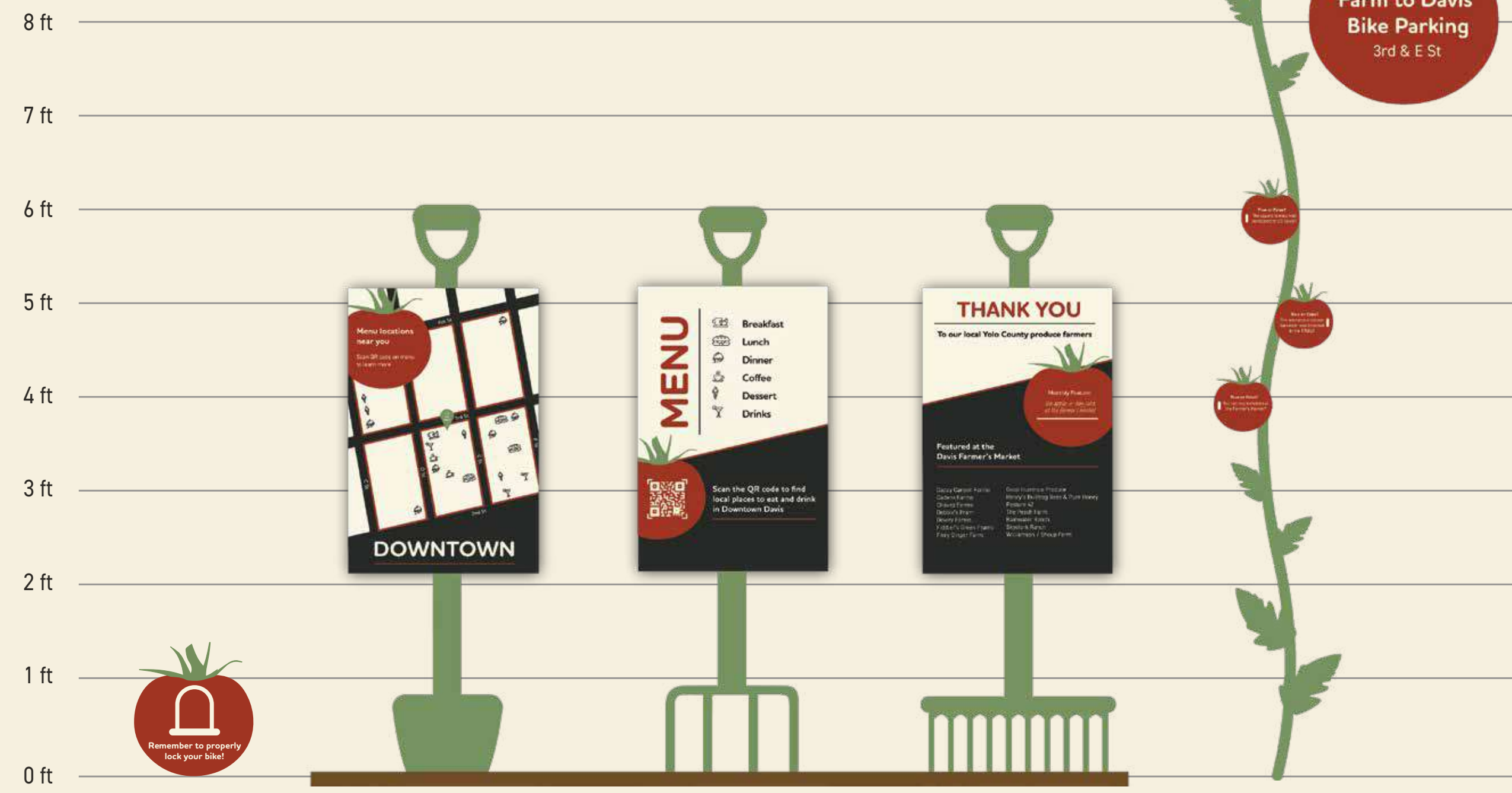
LOOK BOOK:

Because of the location's proximity to downtown eateries and local restaurants, the graphics palette was particularly inspired by the agricultural landscape (both from the ground and in aerial views) as well as the foods that result from local agriculture. One of the largest locally grown crops (and one which the city of Davis and UC Davis have played a role in the advancement of its production) is the tomato. The project also draws inspiration from the tools that harvest the crops and their end locations: supermarkets and restaurants including menu boards, aisle signs, and restaurant identification signage.



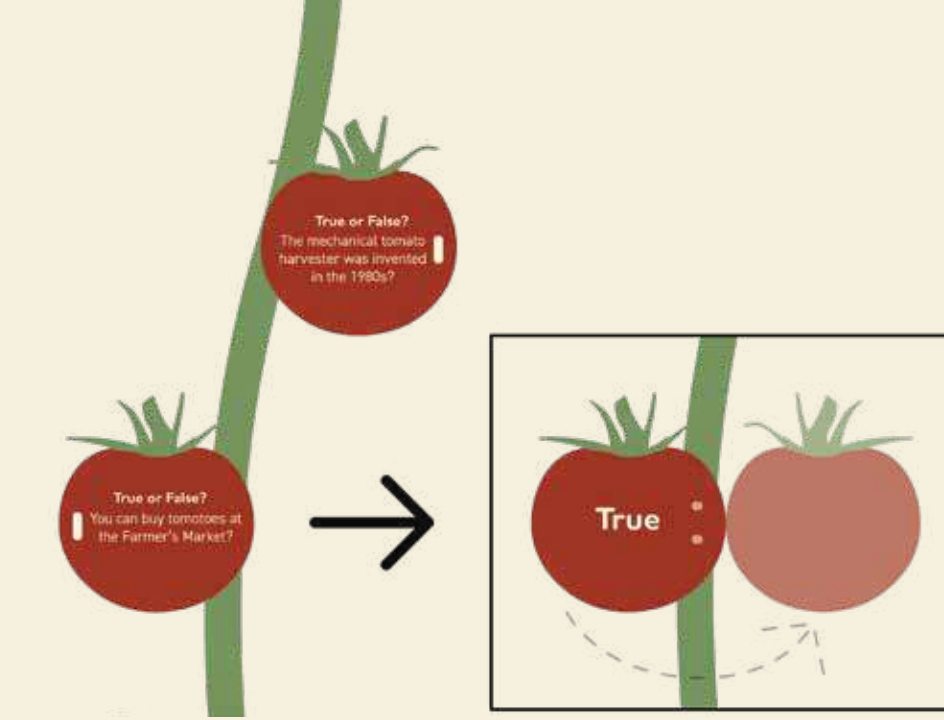
VOCABULARY OF SIGNS:

The following is a scaled flat elevation view of the signage looking at the front of them. Please note the smaller, regulatory tomato shaped sign will be placed on the ground as opposed to standing up.



VOCABULARY OF SIGNS:

The following is a close-up of the large tomato sign so that the details of opening the tomato can be seen more clearly. The smaller tomatoes ask true or false questions about the history of the tomato with regards to Davis, CA and can be opened via a hinge on the post to reveal the answer, as shown below.



FORM, PALETTE, AND MATERIALS:

Type

Houschka Rounded Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Houschka Rounded Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

DIN 2014 Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

DIN 2014 Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

These two typefaces were chosen because sans serif typefaces are stronger on signage and easiest to read from farther distances. There is one typeface that is rounded and one that is very square and more condensed in order to get some contrast between the two so that one can act as a display or title typeface and one can be for more lengthy body type.

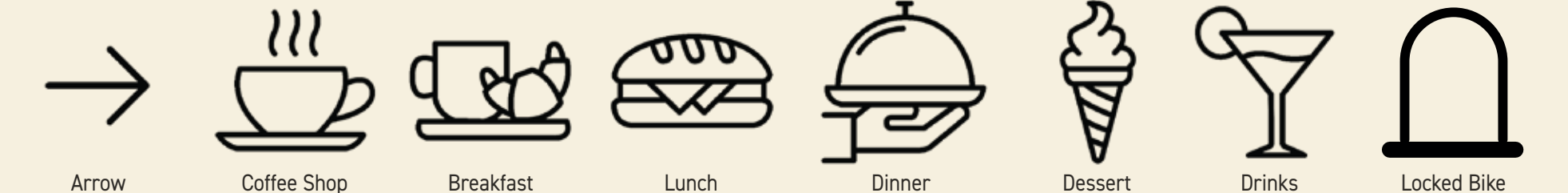
Materials



Primary Color Palette

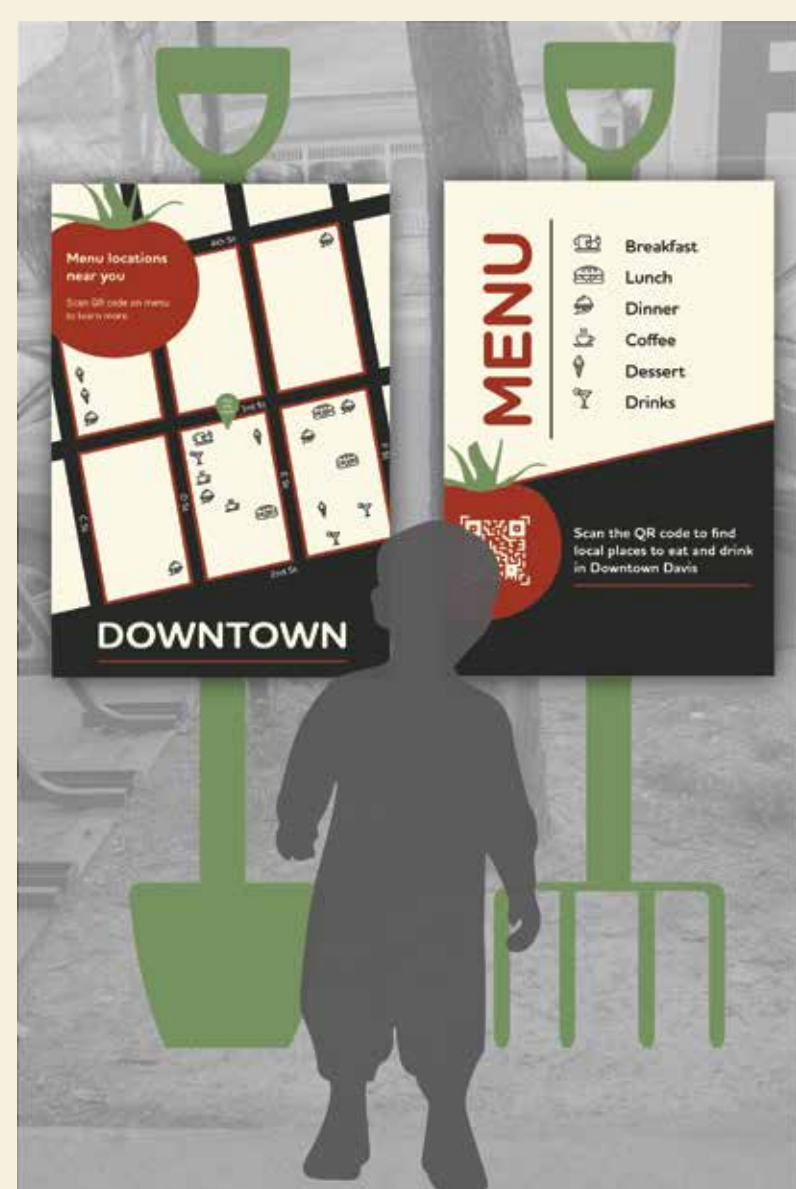


Refined Iconography



A consistent stroke and rounded icon style was chosen because it compliments the rounded typeface and it communicates an approachable and easy-going attitude that the city of Davis embodies.

IN-SITU RENDERINGS:



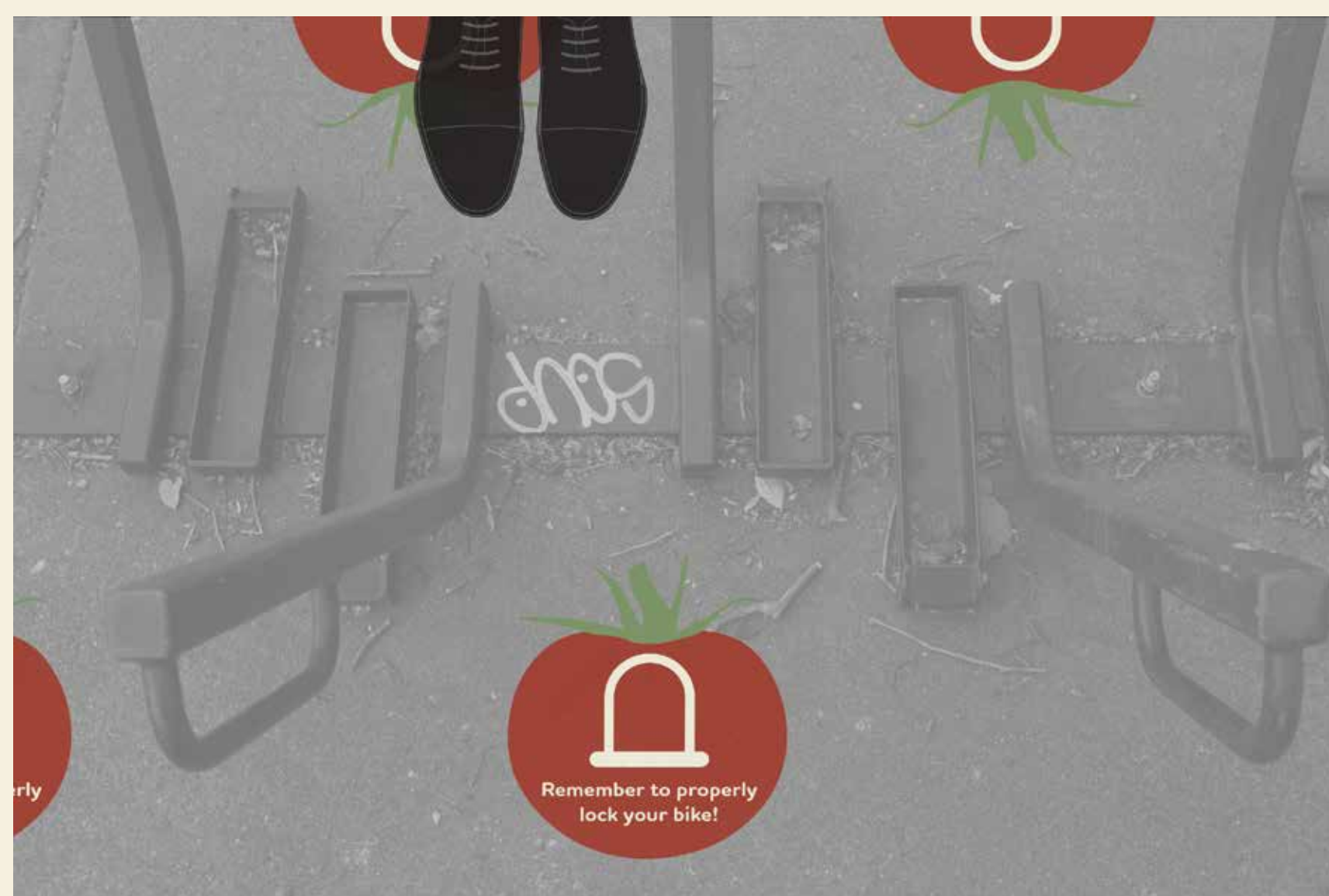
Oriental (left) and directional (right) signage, located along the sidewalk in the tree well closest to the 3rd and E St. intersection. Viewers face 3rd street when looking at the signage.



Recognition and interpretive signage, located in the tree well closest to Cafe Bernardo, perpendicular to the sidewalk. Viewers face west and look down 3rd street when looking at the signage.

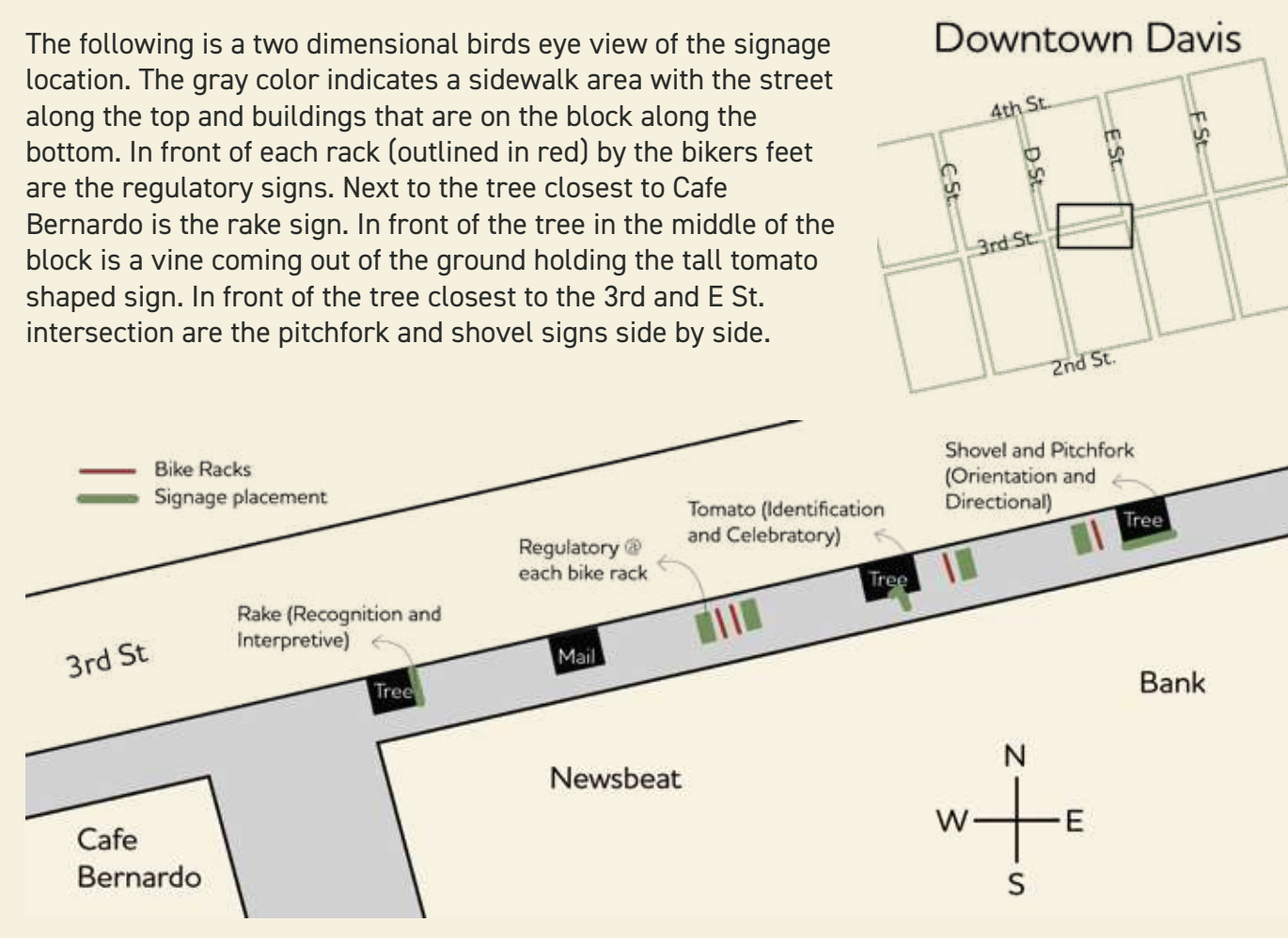


Identification (top) and celebratory (lower) signage, located in the middle tree well, perpendicular to the sidewalk. This sign is in the middle of our location between our other signs and the various bike parking spots. The sign is installed as an aluminum post in the ground.



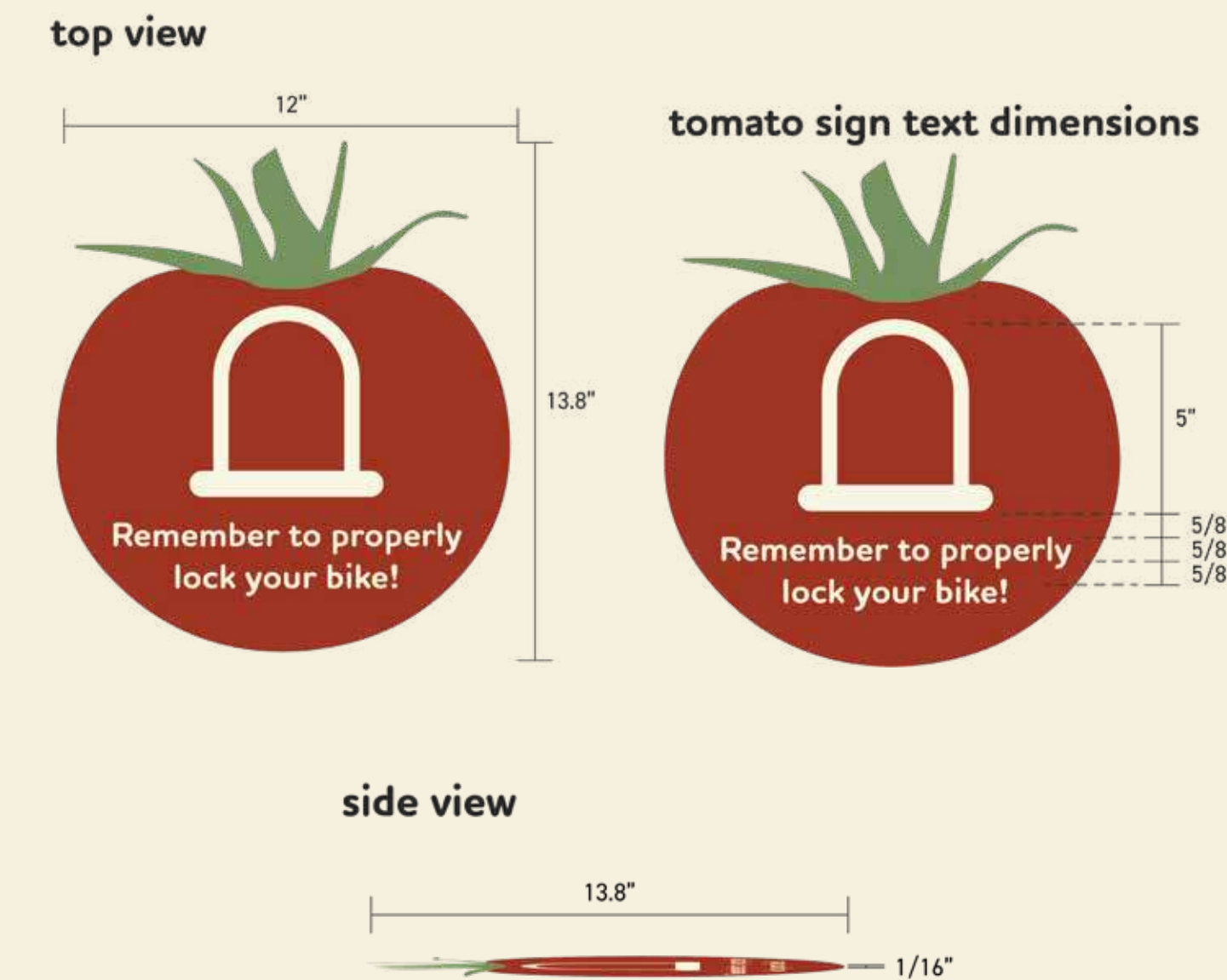
Regulatory sign, placed on the ground in between each bike parking spot.

SIGN LOCATION PLAN:



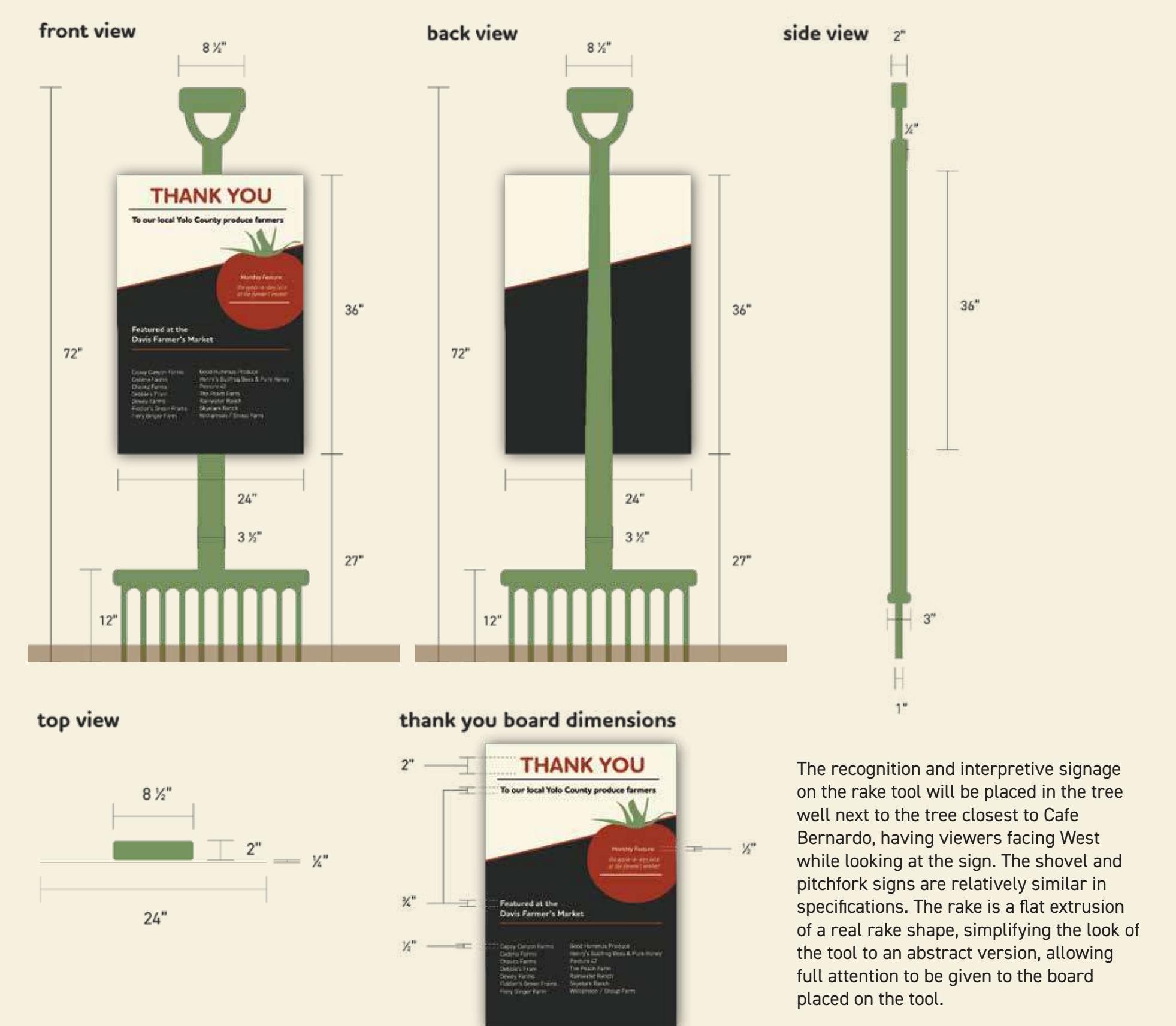
SIGN DETAIL:

REGULATORY TOMATO SIGN



The regulatory sign will be printed on adhesive vinyl and placed on to the sidewalk in front of the bike parking spots. It resembles a tomato in shape and will have the following specifications. The text measurement notes are measuring the space above the text, x-height and leading.

RECOGNITION AND INTERPRETIVE RAKE SIGN



The recognition and interpretive signage on the rake tool will be placed in the tree well next to the tree closest to Cafe Bernardo, having viewers facing West while looking at the sign. The shovel and pitchfork signs are relatively similar in specifications. The rake is a flat extrusion of a real rake shape, simplifying the look of the tool to an abstract version, allowing full attention to be given to the board placed on the tool.