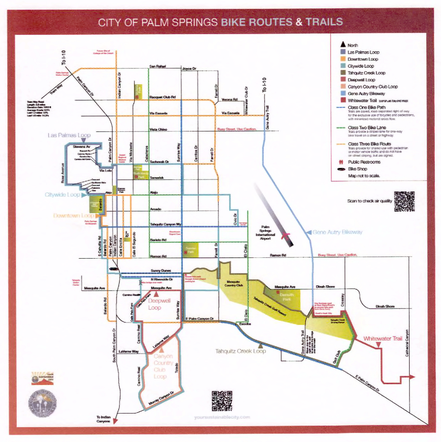
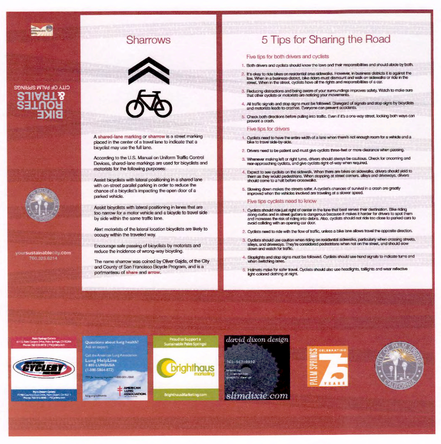
WAYFINDING & TECHNOLOGY

Concept Alternatives

Non-Interactive Map - Printed and Static for electronic devices





Benefits

- Complete control over content by Town
- The most accessible and inclusive option available
- Single source for all users for print, any website and wayfinding system
  - Residents
  - Hotel guests
  - Locals and visitors, and inclusion on the physical sign system
- Least investment of resources to implement
- Simplest to maintain

Investment Requirements

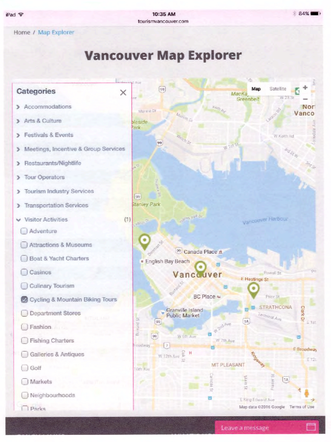
- Initial design, printing and distribution
- Updates through desktop publishing software

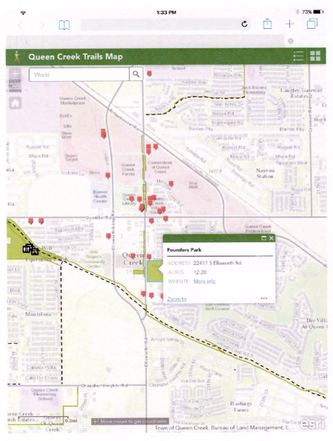
Expansion Opportunities

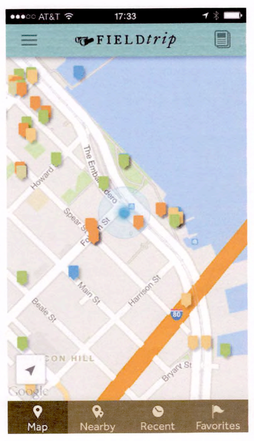
- Base resource in the blueprint for a more advanced electronic wayfinding
- Alternative content inclusion
  - safety and regulatory information
  - points of interest
  - government, community, and business information, tips, reminders
  - specific user information for bicyclists and pedestrians

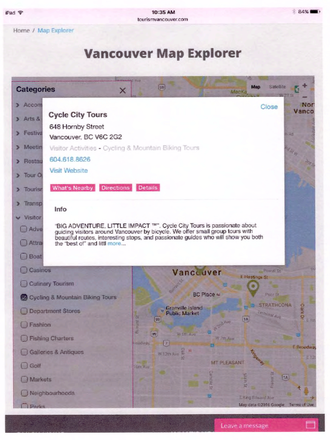
One map for everyone to access online.

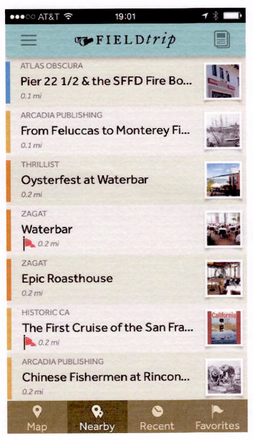
Interactive Map, Directional Aware, accessible on all electronic devices











Benefits

- Directional aware to reorient users as they move throughout the pathways
- Map functionality can be user controlled
- Dynamic integration for town, community, and commercial partnerships
  - time sensitive promotions (public and commercial)
  - traffic, weather and road conditions
  - news and events
  - data collection opportunities
- Information updated/improved as needed quickly
- User generated information to the map with town appointed oversight
- Linking to other apps and sharing information

Investment Requirements

- Dedicated website personnel to add, delete, and update content as necessary
- Web designer, programmer and possibly a map programming specialist
- Data must be accumulated, organized and integrated into the map by Town
- Map updates can be done through website based content management systems

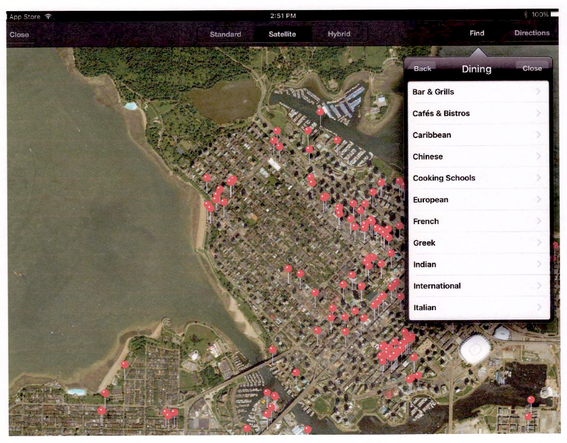
Expansion Opportunities

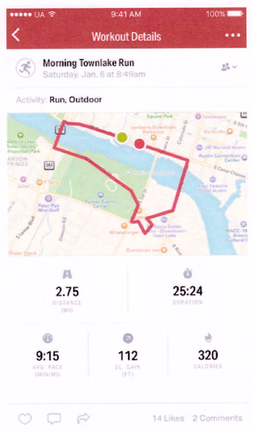
- Incorporate other web technology links
  - social media
  - news bulletins
  - town information and timely community based content related to the pathways
  - broadcast pathway information that can be used by larger web navigation

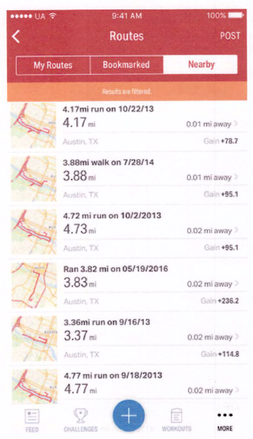
"There are already Apps that people have on their phone"

partnerships with the resorts to help develop a map and web application.

Total Interactive Experience - maps, location information, and integration of user data







Benefits

- Enhanced technological performance utilizing native device features if an application is developed for a specific operating system
- User data can be collected and incorporated to customize pathway routes, organize the residential, bicycle, and pedestrian community of users and create a social aspect to the pathway system
- Map functionality can be user controlled and customized
- Programming can include complete control over branding

Investment Requirements

- Maintenance requires a programmer hired for scheduled accessibility compliance
- Maintain the application at least annually to ensure that it continues to function
- A professional programmer must be hired to design and develop and interactive wayfinding experience
- Managed content must be planned during the design phase before programming.

"The idea of MAG developing an app for all pathways is good"

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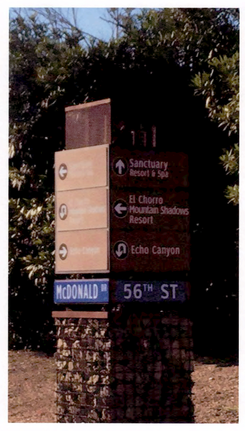
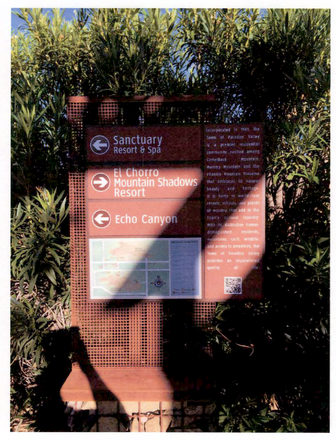
WAYFINDING & SIGNAGE

Signage Imagery

Existing Paradise Valley Colors And Materials Palette 1

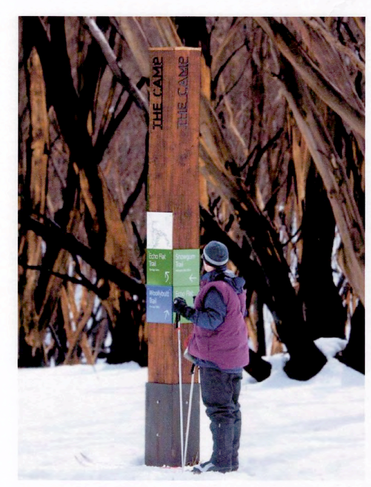


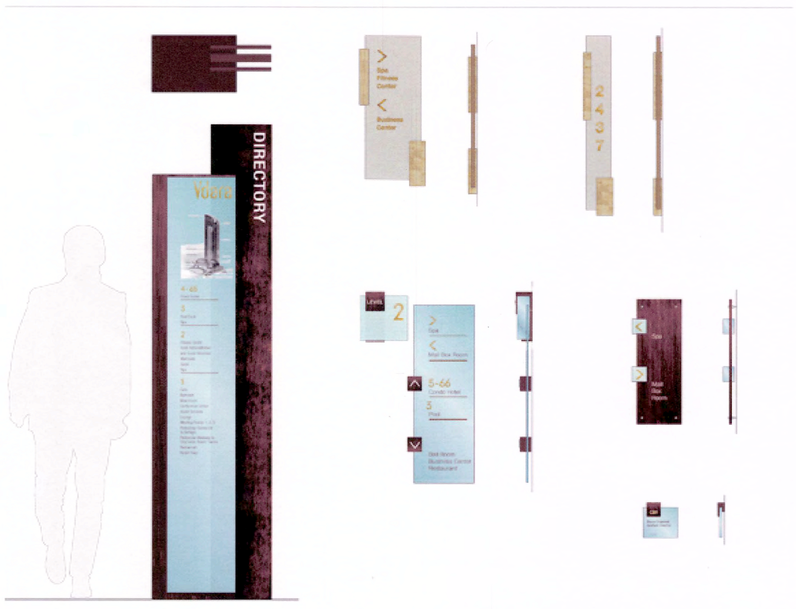


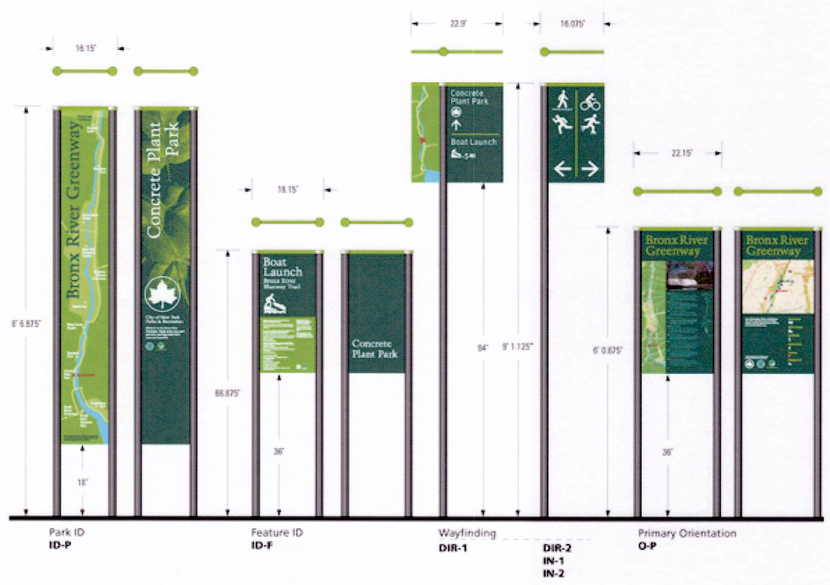
- Gabion walls and bases
- Rusted steel
- Encircled directional arrows
- Muted desert colors

Keep it like the current PV signs.

Organic and Contemporary Steel Application







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