



WAYFINDING & SIGNAGE

Wayfinding elements for Paradise Valley

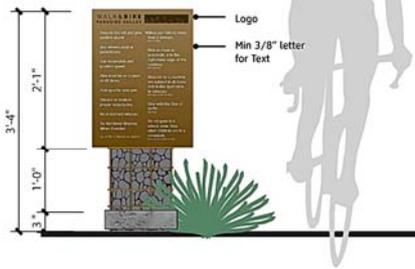
Existing Paradise Valley Colors And Materials Palette



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

Sign Types

1. Orientation



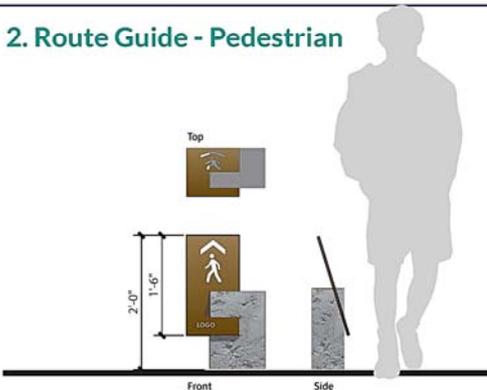
PURPOSE:

- Welcomes users to the community
- Provides rules/regulations/etiquette

LOCATION:

- Primary entrances to the town
- Relevant landmarks/gathering places

2. Route Guide - Pedestrian



PURPOSE:

- Identifies a designated pedestrian route
- Confirms a user is on a designated pedestrian route
- Provides direction when the route changes course

LOCATION:

- Start of designated route
- Along route

3. Route Guide - Bike Sharrow



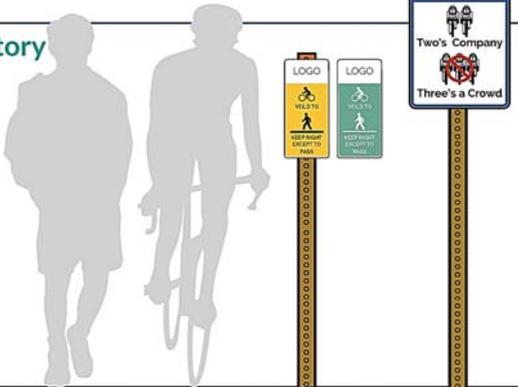
PURPOSE:

- Identifies a designated bike route
- Confirms a user is on a designated bike route
- Provides direction when the route changes course

LOCATION:

- In bike lanes
- Along shared-use routes

4. Custom Regulatory



PURPOSE:

- To present specific information from the community to their public
- Presents rules/regulations/etiquette

LOCATION:

- Along designated routes
- Along shared-use routes