

## CITY OF GREAT FALLS WAYFINDING PLAN

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## 1.0

## Project Background

## Overview \& Project History

The Great Falls Wayfinding Plan provides a vision and strategy for the community to implement a citywide sign program. The plan includes all of the information needed to implement and install signs as soon as funding and permits are secured. Funding for the development of this plan was obtained through a grant from the Department of Commerce's Montana Main Street Program, the Downtown Tax Increment Financing (TIF) District, the WestBank Landing Tax Increment Financing (TIF) District, the Great Falls Business Improvement District (BID), Visit Great Falls, the Downtown Development Partnership (DDP), the Downtown Great Falls Association (DGFA), Great Falls Development Authority (GFDA) and the Great Falls Area Chamber of Commerce.

A comprehensive wayfinding program is essential to connect people traveling to Great Falls to the historic downtown and to the surrounding cultural, natural and recreational amenities. By providing prominent, appealing signage, many who would otherwise simply travel through Great Falls or those who are not familiar with the area, will learn about the services, destinations and points of interest that are available.

## Existing Plan Review

- 2011 City of Great Falls Downtown Master Plan
- 2011 West Bank Master Plan
- 2012 Great Falls Brand Report
- 2013 Downtown Access, Circulation \& Streetscape Plan
- 2013 City of Great Falls Growth Policy
- 2016 Great Falls Parks \& Recreation Master
- 2018 Long Range Transportation Plan

The plan was created in three phases: assess, explore and apply. During each phase, emphasis was placed on public engagement and collecting feedback from the Steering Committee.

## Wayfinding Plan Goals

1. Establish clear and consistent citywide signage geared toward vehicles and pedestrians that connect residents and visitors with downtown Great Falls and the area's cultural, natural and recreational amenities
2. Incorporate elements from existing logo/branding effort into the sign design.
3. Incorporate a variety of signs that reinforce a 'sense of place and identity' - providing visitors and residents with an understanding of where to find existing amenities and destinations.
4. Develop signs that add to a Great Falls aesthetic without creating clutter or discord.
5. Ensure signs comply with all applicable local, state and federal sign regulations

## What is Wayfinding

Wayfinding is a method to help people get from one location to another. It is an information system that guides people through a physical environment and enhances their understanding and experience of the space or area. A wayfinding program includes the signage, maps, symbols, colors, and other elements that are created for a specific place.

In general, a wayfinding plan considers local amenities, identifies a series of key decision points throughout the local area, and strategically places signs in locations so that the public can travel safely and efficiently from one destination to the next. Many of the signs proposed in this plan are directional in nature and are meant to guide the traveling public throughout the plan area. Signs can also be informative and include maps, text and historic context for the area.

## How to use this plan

This plan provides guidance on sign placement, sign content, and design and construction specifications. While care was taken to create a comprehensive wayfinding program, like many planning documents, a wayfinding plan functions best when it is reviewed and updated on a regular basis. This plan should be periodically updated as destinations change and the needs of the community shift.

Refer to the sign location map and sign schedule for location and design information needed to complete any necessary permit process.

Construction drawings are used to communicate with a sign fabricator for bids and during sign construction. Construction drawings were created for four sign types listed below and are found in the appendix.

- Motorist Directional Sign
- Pedestrian Directional Sign
- Pedestrian Directional Totem
- Pedestrian Informational Kiosk

Updates can be made to specific plan elements without recreating the entire plan or redesigning the signs. For example, primary destinations can be added or removed to the list and new sign locations can be added to or removed from the sign schedule over time.

## Additional Plan Elements

## Amenity Map

The amenity map includes a comprehensive inventory of the destinations, amenities and attractions located within Great Falls. Compiled through a significant public outreach effort, these locations include educational institutions, medical facilities, civic and governmental buildings, natural sites, museums, historic attractions, sports and entertainment venues, transportation hubs, parks, trails, and other recreational destinations.

The locations found on this map may change as destinations evolve and are added to Great Falls over time.

## Primary Destination List

The destinations selected for the primary destination list were chosen due to their significance in the community. The sign program was created around these destinations. Significant destinations were selected in the following categories

Primary Destination Categories

- Downtown
- Natural Sites
- Sports \& Entertainment Venues
- Educational Institutions
- Transportation Hubs
- Civic Government services
- City Parks \& Recreation


## Sign Schedule

The sign schedule outlines the details for each sign proposed in the wayfinding program. The schedule assigns each sign a number defines the sign type, and provides directional elements and destination content for each sign. In addition, the Sign Schedule identifies the proposed location for the sign through a written description and photos

## Location Maps

The sign location maps visually depict the proposed locations for each sign in the wayfinding program. The signs are numbered and correspond to the numbers found on the sign schedule.


Primary Destinations
The following destinations were identified by the Stakeholders group as primary to the Great Falls community, and guide the basis of the wayfinding plan

## DOWNTOWN:

Historic Downtown
Great Falls Visitor's Center (Chamber)*
Civic Center / Mansfield Theater

## NATURAL SITES:

Black Eagle Falls, Memorial Island and Dam
Giant Springs State Park
Rainbow Falls and Dam

## MUSEUM/HISTORY:

CM Russell Museum Complex
Children's Museum of Montana
First Peoples Buffalo Jump State Park
Galerie Trinitas
Lewis \& Clark National Historic Trail Interpretive Center
Malmstrom Air Force Base Museum \& Air Park
Paris Gibson Square Museum of Art
The History Museum
Ursuline Centre

* The Great Falls Visitor's Center (Chamber) is potentially changing locations but was ultimately included using the existing location


## SPORTS \& ENTERTAINMENT VENUES:

Centene Stadium
Montana ExpoPark \& Four Seasons Arena
Multi Sports Complex
Siebel Soccer Fields

## TRANSPORTATION HUBS

Airport
Bus Transit Transfer Station
North Parking Garage
South Parking Garage

## EDUCATIONAL INSTITUTIONS:

University of Providence
Great Falls College - MSU

## CIVIC GOVERNMENT SERVICES

Cascade County Courthouse
Montana Fish Wildlife \& Parks
US District Court
Public Library
Cemetery (ies)

## POPULAR CITY PARKS \& RECREATION

Broadwater Bay Park
Overlook Park
Electric City Water Park
Elks Riverside Park
Gibson Park
Golf Courses:

- Eagle Falls Golf Club
- Anaconda Hills Gol

Jaycee Park \& Pool
Oddfellows Park
River's Edge Trail / Caboose Trailhead
Weissman Walking Bridge
10th Street Walking Bridge
Wadsworth Park
West Bank Park

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## Plan Area

## Cascade County

Sign locations were identified outside city limits in Cascade County. Additional consideration from the Cascade County Commission and Planning Department is needed before installation is completed.

## City of Great Falls

The Great Falls Wayfinding plan is a citywide plan. Destinations and sign locations have been identified throughout the city. It is important to note that the City is divided into nine Neighborhood Council areas. Future Wayfinding efforts and planning could be completed within each neighborhood to help define neighborhood identify and to highlight additional amenities.


## Downtown Core Plan Area

The Downtown Core Plan Area (Plan Area) used in this plan covers approximately 687 acres and aligns with the Downtown Planning Area defined in the 2011 Great Falls Downtown Master Plan. Primary Destinations and sign locations were planned throughout the City of Great Falls, however, placement of pedestrian signs was focused within this Downtown Core.

## 'Historic Downtown' Area

Located within Downtown Core, the Central Business Historic District includes buildings, landmarks and architectural details uniquely Great Falls. The District was listed on the National Register of Historic Places in 2004 and is a celebrated area in the community

Located within the District, and characterized by retail storefronts, restaurants and parking is the heart of the commercial downtown. This wayfinding plan highlights Historic Downtown as Central Avenue between Park Drive and 9th Street.

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Planning Process

## Assess

During the Assess Phase the team analyzed existing plans that the City of Great Falls had already completed. The team also collected and reviewed recommendations that supported the creation of a wayfinding plan through a comprehensive and highly participative community involvement and public outreach effort.

- Creation of the Steering Committee

Steering Committee members were selected to represent a variety of community organizations. Leaders from the business community, recreation management, government and non-profit organizations participated throughout the development of the plan and ultimately selected the sign family design.

- The Explore Great Falls Wayfinding Facebook Page

The Facebook page was the primary way for the public to track the project throughout its development. Relying on a follower base associated with the Destination Downtown Great Falls Facebook page, the project was able to immediately tap into an existing network of community-minded followers.

- Press Release

Multiple press releases were used throughout the planning process to inform the media on significant events and project developments.

## Explore

The Explore Phase focused attention toward understanding what is important to Great Falls and which destinations are most significant to community members. Destinations, recreational locations and community amenities were identified and collected from committee members and the public. The locations were categorized and inventoried and provided the basis for further plan development.

## Community Remarks

Destination and location information was collected online using a mapping platform called Community Remarks. This platform provided participants with the opportunity to drop a pin onto a map and comment on the locations and amenities special to them

## Online Survey

To refine the destination information collected from Community Remarks, and to better understand community identity and design preference, a survey was created and posted online. Over 300 responses were collected. Questions focused on prioritizing destinations and design preferences. Using design preference questions, participants were asked to rank which images and buildings appealed the most to them

## Identifying Stakeholders

Stakeholders connected to the Great Falls community in important ways were invited to share their thoughts and opinions about the wayfinding plan. Representing diverse interests like transit, recreation, accessibility, universities and others, the stakeholder group participated in a work session and provided comments on the plan draft.

## Design Work Session

Work sessions were held virtually with Steering Committee members and Stakeholders. Participants answered live poll questions developed to enhance the creation of sign characteristics. Using photos of local iconic buildings, architectural elements and other visual cues, the team collected information that was used in the development of three potential sign families.

## Scavenger Hunt

The Expedition Scavenger Hunt was created to encourage the public to get involved in the creation of the wayfinding plan. Participants followed a series of clues that brought them on a tour of some of Great Falls destinations. Given restrictions on large public meetings, the Scavenger Hunt brought awareness to the planning effort without encouraging large public gatherings.

## Apply

Final design concepts for the wayfinding signs and elements were created to integrate preferences and themes identified during the Design Work Session and from the public survey. Design options were presented to the Steering Committee for final selection. Once selected, construction documents were created for four of the signs from the selected design.

## Routes and key intersection

Maps were created with proposed sign locations and were sent to Montana Department of Transportation, the City of Great Falls, Steering Committee members and the Stakeholder group for comment. Comments were incorporated and adjustments were made to the final proposed sign location maps. Mapping was focused on motorist and pedestrian travel based on significant public comment

## Motorist Directional Signs

Directional motorist signs were planned primarily along Principal Arterial routes as identified in the 2018 Great Falls Area Long Range Transportation Plan (LRTP) in order to reach the greatest number of travelers. According to the LRTP, the purpose of Principal Arterials are to "serve the major centers of activity, the highest traffic volume corridors..." Carrying the highest proportion of total traffic, placing signs along the Principal Arterials will enhance maximize sign visibility to the most vehicles entering and leaving the area.

## Pedestrian Directional Signs

Sign locations were chosen to enhance pedestrian connectivity between destinations in the historic downtown core. Downtown destinations were simplified to include only thirteen (13) Primary Destination locations. While several notable destinations exist in the downtown area, the number and density of these locations could complicate directional signs and create sign clutter. As an alternative, all downtown destinations could be included on informational kiosks and amenity maps.

## Pedestrian Destination

- Great Falls Visitor Information Center
- Great Falls Civic Center/Mansfield Theater
- Gibson Park
- Weissman Walking Bridge
- CM Russell Museum
- Paris Gibson Square Museum
- Great Falls Transit Transfer Station
- The History Museum
- Electric City Water Park
- Rivers Edge Trail
- City Parking Structures
- West Bank Park
- 10th Street Walking Bridge


Gateways and Kiosk Locations
Gateways are locations that define entry into a distinct place with a defined identity. Typically designated with a monument or artwork, gateways are the first indication that a visitor has arrived into a particular place and provide an opportunity for a community to create a placemaking identity. It is recommended that current gateway-type signs throughout the community be assessed to determine if they fall within current and consistent Great Falls brand standards.

Information kiosks provide maps and other navigational information or can even provide destination information. Kiosk locations were also selected based on the availability of open space and are most effective when placed in plazas, parks, rest areas or other locations where pedestrians travel. Due to their size, kiosk locations must be large enough to allow for their construction. Additionally, a kiosk will display details and maps and are meant to serve as gathering points and destinations in and of themselves. Space should also be allocated to promote congregation and visibility of the kiosk at a distance.

## Utilize Existing Structures

Wayfinding information can also be added to and highlighted on existing structures and elements. Some of these opportunities may include bus shelters, waste receptacles, bike racks, signal boxes, or light posts.

Gateway Sign opportunity: 2nd Street South entrance point from 10th Avenue South


Kiosk location opportunity: Great Falls Tourist Visitor Center / Broadwater Overlook Park


Bus Shelter concept with wayfinding brand implemented


Waste receptacle steel slip collar concept with wayfinding brand implemented


Concept ideas for implementing wayfinding on existing structures or gateway points


## Design

## Federal Design Guidance Document

The Manual on Uniform Traffic Control Devices, or MUTCD, is a document issued by the Federal Highway Administration(FHWA) of United States Department of Transportation and used by the Montana Department of Transportation. The MUTCD specifies the standard for all traffic control devices installed on any street, highway, bikeway, or private road open to public travel. The Community Wayfinding Sign standards defined in the MUTCD allow for slight deviations from typical traffic control parameters. Wayfinding sign design may incorporate brand specific design elements through the use of enhancement markers, and color variations.

## Sign Aesthetic \& Character

Stakeholder visual preference surveys, along with Cushing Terrell's research and observations, informed the look and feel of the draft sign concepts. Sign Characteristics (shown on this page) were established by direct feedback from the community. Three draft concepts were presented to the Core Team for discussion, from which two were refined for presentation to the Steering Committee

During a virtual work session,committee members reviewed the design options and discussed the character and functionality of both. Discussion led the committee to select the preferred design with a slight modification to the tagline: replace "EXPLORE" with "DISCOVER".

The preferred sign design incorporates national best practices, community input, durable materials, and distinctive architectura details to create a unique wayfinding identity that reflects what makes Great Falls such a special place.

Style:
Classical | Traditional | Historical
Retro-Contemporary
Iconic
Symmetry
Brand Graphic/lcon Inspiration:
Conservative with a contemporary bent
Forward-looking
Great Falls Tourism brand elements

## Descriptors:

Motion/ Movement /Flowing / Fluid
Growing /Changing /Improving
Forward-thinking
Friendly / Welcoming
Straight - forward / Honest
Hardworking / Conservative / Blue collar
User Focus:
Motorist - Great Falls overall
Motorist \& Pedestrian - Downtown
Identity Influences
Missouri River
The Falls
The Springs
'By the River'
Outdoor Rec culture
Artistic
Fabrication /Construction
Implementable | Maintainable | Economical

（Artwork provided）

Sign Color Palette


PANTONE 298C－Light Blue C66 M10 Y1 KO


PANTONE 648C－Navy Blue C100 M85 Y35 K35


WHITE Reflective

Fonts
Pedestrian Directional signage：
DIN Schrift－ 1451 Engschrift
AaBbCcDdEeFfGgHhliJjKkLl MmNnOoPpQqRrSsTtUuVv WwXxYyZz
1234567890

Motorist Directional signage：

Mission Gothic－Regular
AaBbCcDdEeFfGgHhliJjK－ kLI MmNnOoPpQqRrSsTt UuV WwXxYyZz 1234567890



Final Primary Sign Family


## Accessibility

Ensuring that the sign program is accessible to everyone was considered during plan creation and effort was made to align with the Complete Streets approach. Complete Streets is a transportation policy and design method mentioned in the 2011 Great Falls Downtown Master Plan. According to the National Complete Streets Coalition, integrating their approach into project design will create streets that are safe for people of all ages and abilities.


## Braille and Tactile Panel

Braille and tactile panels may be added onto kiosks and pedestrian totems. Content may include the location of the kiosk or the directional elements used on the pedestrian totem.

## Sign Design

High contrast colors were selected for the final sign design to enhance visibility to motorists and pedestrians. The design of the informational kiosks maximizes information surface area without jeopardizing visibility. Pedestrian directional sign height and kiosks are designed to enhance visibility and avoid collision.

## Future Opportunities

Opportunities to link wayfinding signs to accessibility
technology in the future should also be considered. Whether connecting on street signs to digital tools through QR codes, sensors, applications or similar technology, making additions to the wayfinding system after signs are installed is possible.

\%\%:\%:\%\%: BiindSquare


Maps

Amenity Location
Motorist Sign Location
Pedestrian Sign Location
Kiosk/Gateway Opportunities

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## AMENITY LOCATION MAP





## 5.0

Sign Schedule

MOTORIST Directional Signs

| No. | SIGN TYPE | direction | Content | driving direction | LOCATION SPECIFICS | NOTES | general site photo |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 1 | M1 <br> Roadway Directiona | $\begin{aligned} & \uparrow \\ & \rightarrow \\ & \rightarrow \end{aligned}$ | Paris Gibson Museum CM Russell Museum Gibson Park | Southbound - 14th St N (US 87) (One way) | West side of 14 th St $N$ 5th Ave N intersection <br> MDT ROW <br> 30 mph | New Sign |  |
| 2 | M1 <br> Roadway Directiona | $\begin{aligned} & \uparrow \\ & \uparrow \\ & \leftarrow \end{aligned}$ | Anaconda Hills Golf Course River's Edge Trail Caboose CM Russell Museum | Northbound - 15th St N (US 87) (One way) | East side of 15th St N at 5th Ave N intersection <br> MDT ROW 30 mph | New Sign |  |
| 3 | M1 <br> Roadway Directional | $\begin{aligned} & \uparrow \\ & \rightarrow \\ & \rightarrow \end{aligned}$ | Paris Gibson Museum Public Library Historic Downtown | Southbound - 14th St N (US 87) (One way) | West side of 14 th St N 2nd Ave N intersection; Traffic signal <br> MDT ROW 30 mph | New Sign |  |

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[^0]| No. | SIGN TYPE | direction | content | driving direction | LOCATION SPECIFICS | notes | general site photo |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 13 | M1 <br> Roadway Directional | $\begin{aligned} & \uparrow \\ & \stackrel{\uparrow}{\leftrightarrows} \end{aligned}$ | Overlook Park Multi Sports Complex Historic Downtown | Westbound - 10th Ave S (US89) | North side of 10th Ave S 9th St S intersection; <br> MDT ROW <br> 35 mph | New Sign |  |
| 14 | M1 <br> Roadway Directional | $\begin{aligned} & \uparrow \\ & \stackrel{\uparrow}{\leftarrow} \\ & \leftarrow \end{aligned}$ | Multi Sports Complex University of Providence Overlook Park Great Falls College - MSU <br> (Choose only 3 of the above) | Southbound - 9th St S | West side of 9th St S <br> 10th Ave S (US89) intersection; <br> MDT ROW <br> 30 mph | New Sign |  |
| 15 | M1 <br> Roadway Directional | $\begin{aligned} & \uparrow \\ & \underset{\uparrow}{\leftrightarrows} \end{aligned}$ | University of Providence Historic Downtown Multi Sports Complex Great Falls College - MSU <br> (Choose only 3 of the above) | Eastbound - 10th Ave S (US89) | South side of 10th Ave S 9th St S intersection; <br> MDT ROW <br> 35 mph | New Sign |  |
| 16 | M1 <br> Roadway Directional | $\uparrow$ | Multi Sports Complex | Southbound - 9th St S | West side of 9th St S <br> 17th Ave S intersection/ stop sign; <br> MDT ROW <br> $25-30 \mathrm{mph}$ | New Sign |  |

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| No. | SIGN TYPE | DIRECTION | CONTENT | DRIVING DIRECTION | LOCATION SPECIFICS | NOTES | GENERAL SITE РНото |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 17 | M1 <br> Roadway Directional | $\underset{\rightarrow}{\leftarrow}$ | University of Providence Great Falls College - MSU Overlook Park | Southbound - 5th St S (one way) | West side of 5th St S <br> 10th Ave S (MT 200) intersection; <br> MDT ROW <br> 35 mph | New Sign |  |
| 18 | M1 <br> Roadway Directional | $\begin{aligned} & \stackrel{\leftarrow}{\leftarrow} \\ & \rightarrow \\ & \rightarrow \end{aligned}$ | Overlook Park Oddfellows Park History Museum Historic Downtown <br> (Choose only 3 of the above) | Westbound - 10th Ave S (US89) | North side of 10th Ave S (MT 200) 2nd St S/Overlook Dr. intersection; <br> MDT ROW <br> 35 mph | New Sign <br> PED Crosswalk \& sign <br> Signs Prior to intersection: Right Lane Must Turn Right HISTORIC DIST. (right arrow) |  |
| 19 | M1 <br> Roadway Directional | $\begin{aligned} & \stackrel{\leftarrow}{\leftarrow} \\ & \underset{\leftarrow}{\leftarrow} \end{aligned}$ | History Museum <br> Historic Downtown <br> Overlook Park <br> Broadwater Bay Park <br> (Choose only 3 of the above) | Eastbound - 10th Ave S (US89) | South side of 10th Ave S (MT 200) Overlook Dr./2nd St S intersection; <br> MDT ROW <br> 35 mph | New Sign <br> Signs Prior to intersection: Exit to River RD. (Turn Right) HISTORIC DIST. (right arrow) Visitor Info. (left arrow) |  |


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| No. | SIGN TYPE | DIRECTION | CONTENT | DRIVING DIRECTION | LOCATION SPECIFICS | notes | GENERAL SITE PHOTO |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 24 | M1 <br> Roadway Directional <br> Possible: <br> PED size sign | $\begin{aligned} & \uparrow \\ & \stackrel{\uparrow}{\leftarrow} \end{aligned}$ | Gibson Park <br> MT ExpoPark \& Arena Paris Gibson Museum | Northbound - Park Dr. N | East side of Park Dr. N 1st Ave N intersection <br> MDT ROW <br> 25 mph | New Sign <br> Option: <br> Use large PED sign at intersection posts |  |
| 25 | M1 <br> Roadway Directional | $\begin{aligned} & \uparrow \\ & \underset{\rightarrow}{\leftarrow} \end{aligned}$ | Paris Gibson Museum Gibson Park Civic Center/Mansfield Theater | Eastbound-1st Ave N | South side of 1st Ave N Park Dr. N intersection <br> MDT ROW <br> 25 mph | New Sign <br> Locate west of 'Civic Center' monument sign, south of HWY directional signs |  |
| 26 | M1 <br> Roadway Directional | $\begin{aligned} & \stackrel{\leftarrow}{\rightarrow} \\ & \rightarrow \end{aligned}$ | Civic Center/Mansfield Theater Gibson Park Elks Riverside Park Visitor's Center <br> (Choose only 3 of the above) | Westbound - 2nd Ave N | North side of 2nd Ave N Park Dr. N intersection <br> MDT ROW <br> 25 mph | New Sign <br> Transfer 'North 115’ signage to sign posts with new sign |  |
| 27 | M1 <br> Roadway Directional <br> Possible: <br> PED size sign | $\begin{aligned} & \overleftarrow{\uparrow} \\ & \rightarrow \end{aligned}$ | CM Russell Museum Paris Gibson Museum Historic Downtown | Eastbound-1st Ave N | South side of 1st Ave N 5th St N intersection <br> MDT ROW <br> 25 mph | New Sign <br> Option: <br> Use PED size sign and attach to existing historic light post |  |


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| no. | SIGN TYPE | direction | content | driving direction | LOCATION SPECIFICS | notes | general site photo |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 33 | M1 <br> Roadway Directional | $\stackrel{\leftarrow}{\leftarrow}$ | Elks Riverside Park Electric City Water Park | Northwest bound 6th St N | East side of 6th St N River Dr N intersection <br> MDT ROW <br> 25-30 mph | New Sign <br> Opportunity: Collect OLD WEST TRAIL sign with this new sign <br> Gateway opportunity prior to this intersection underpass of old railway bridge |  |
| 35 | M1 <br> Roadway Directional | $\begin{aligned} & \uparrow \\ & \leftarrow \\ & \rightarrow \end{aligned}$ | Historic Downtown River's Edge Trail Caboose Elks Riverside Park | Southbound 9th St N | West side of 9th St N River Dr N intersection <br> MDT ROW <br> 30 mph | New Sign |  |
| 36 | M1 <br> Roadway Directional | $\begin{aligned} & \uparrow \\ & \uparrow \\ & \leftarrow \end{aligned}$ | Historic Downtown CM Russell Museum River's Edge Trail Caboose | Southbound 15th St N | West side of 15 th St N River Dr N intersection <br> MDT ROW <br> 30 mph | New Sign |  |
| 37 | M1 <br> Roadway Directional | $\underset{\xrightarrow[r]{\vec{~}}}{\stackrel{+}{\leftrightarrows}} \underset{\rightarrow}{\rightarrow}$ | Black Eagle Falls <br> Elks Riverside Park River's Edge Trail Caboose Eagle Falls Golf Course <br> (Choose only 3 of the above) | Northbound 15th St N | East side of 15th St N River Dr N intersection <br> MDT ROW <br> 30 mph | New sign <br> Option: <br> Wrap utility box with branded design |  |

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| NO. | SIGN TYPE | direction | content | driving direction | LOCATION SPECIFICS | notes | general site photo |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 38 | M1 <br> Roadway Directional | $\begin{aligned} & \uparrow \\ & \leftarrow \\ & \leftarrow \end{aligned}$ | Elks Riverside Park CM Russell Museum Historic Downtown | Westbound River Dr N | North side of River Dr N 15th St N intersection <br> MDT ROW <br> 30 mph | New Sign |  |
| 39 | M1 <br> Roadway Directional | $\begin{aligned} & \vec{~} \\ & \vec{\rightarrow} \\ & \vec{\uparrow} \end{aligned}$ | Eagle Falls Golf Course MT Veteran's Park Centene Stadium Rainbow Overlook <br> (Choose only 3 of the above) | Eastbound River Dr N | South side of River Dr N prior to 25th St N intersection <br> MDT ROW <br> 30 mph | New Sign <br> Opportunity to Collect various directional signs to one sign post: Golf Course Icon sign/Vets Memorial/Centene Stadium/etc. |  |
| 40 | M1 <br> Roadway Directional | $\underset{\underset{\sim}{\leftrightarrows}}{\stackrel{\leftarrow}{\leftrightarrows}}$ | Siebel Soccer Fields Malmstrom Museum Centene Stadium River's Edge Trail Caboose <br> (Choose only 3 of the above) | Southbound Giant Springs Rd | West side Giant Springs Rd prior to T-junction with River Dr N <br> MDT ROW <br> 30 mph | New Sign |  |
| 41 | M1 <br> Roadway Directional | $\underset{\rightarrow}{\stackrel{\leftarrow}{\leftrightarrows}}$ | Lewis \& Clark Center Giant Springs State Park Siebel Soccer Fields | Northbound 38th St N | East side of 38th St N River $\operatorname{Dr} \mathrm{N}$ intersection <br> MDT ROW <br> 30 mph | New Sign |  |
| 42 | M1 <br> Roadway Directional | $\begin{aligned} & \uparrow \\ & \leftarrow \end{aligned}$ | Malmstrom Museum Siebel Soccer Fields | Eastbound 2nd Ave N | South side of 2nd Ave N 57th St intersection <br> MDT ROW <br> 30 mph | New Sign |  |





| No. | SIGN TYPE | direction | content | driving direction | LOCATION SPECIFICS | notes | general site photo |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 61 | M1 <br> Roadway Directional | $\underset{\leftarrow}{\overleftarrow{\leftarrow}}$ | Bus Transfer Station Parking Historic Downtown | Eastbound 2nd Ave S | South side 2nd Ave S intersection 4th St S <br> MDT ROW <br> 25-30 mph | New Sign |  |
| 62 | M1 <br> Roadway Directional | $\underset{\rightarrow}{\rightarrow}$ | Parking <br> Civic Center/Mansfield Theater | Southbound 5th St S | West side of 5th St S intersection 1st Ave S <br> MDT ROW <br> 25-30 mph | New Sign |  |
| 63 | M1 <br> Roadway Directional | $\begin{aligned} & \uparrow \\ & \leftarrow \end{aligned}$ | Anaconda Hills Golf Course Jaycee Park \& Pool | Eastbound on Smelter Ave | South side of Smelter Ave intersection 4th St NE <br> MDT ROW <br> 25-30 mph <br> Non Controlled intersection | New Sign |  |

## Sign Schedule

SUGGESTED MOTORIST Directional Signs: Additional coordination with Cascade County is needed.

| NO. | SIGN TYPE | message content | driving direction | LOCATION SPECIFICS | notes | general site photo |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 32 | M1 <br> Roadway Directional | $\rightarrow$ Black Eagle Falls | Northbound 15th St N | East side of 15 th St N N River Rd intersection Cascade County ROW | New Sign |  |
| 34 | M1 <br> Roadway Directional | $\uparrow$ Anaconda Hills Golf | Eastbound Smelter Ave | East side of 9th St N River Dr N intersection Cascade County ROW | New Sign |  |
| 48 | M1 <br> Roadway Directional | $\rightarrow$ Wadsworth Park | Northwest bound Central Ave W | Northeast side of Central Ave W 34th S NW T-junction <br> Cascade County ROW | New Sign |  |
| 49 | P1 <br> Pedestrian Directional <br> Use smaller PED sign to comply with Cascade County Zoning regulations | $\leftarrow$ Wadsworth Park | Northbound 34th St NW | East side of 34th St NW Wilkinson Rd. T-junction Cascade County ROW | New Sign |  |
| 52 | M1 <br> Roadway Directional | $\leftarrow$ Black Eagle Falls | Southbound 15 St N | West side of 15 th St N at N River Road intersection Cascade County ROW | New Sign |  |

Sign Schedule

## PEDESTRIAN Directional Signs

| No. | SIGN TYPE | direction | content | LOCATION SPECIFICS | notes | general site photo |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| p1 | P1 <br> Pedestrian Directional <br> Face 2 Option: | $\underset{\rightarrow}{\leftrightarrows}$ $\begin{aligned} & \uparrow \\ & \uparrow \\ & \uparrow \\ & \leftarrow \end{aligned}$ | Historic Downtown Civic Center/Mansfield Theater The History Museum Visitor's Center <br> River's Edge Trail Broadwater Bay Park Oddfellows Park The History Museum | Position in City of Great Falls ROW Sidewalk on 3rd Ave S and 2nd St S Sign(s) orientated parallel to 2nd St S |  |  |
| p2 | P1 <br> Pedestrian Directional <br> Secondary Option: <br> PED Totem | $\stackrel{\leftarrow}{\upharpoonright}$ | Historic Downtown The History Museum <br> Side 1: Directional information Side 2: Map | Position in City of Great Falls ROW Near crosswalk either side of River Dr S <br> Sign orientated parallel to 2nd St S <br> Option: <br> Place PED Totem within Broadwater Bay Park near cross walk or River's Edge Trail sign | This site has opportunity to use PED Totem with a map |  |





| No. | SIGN TYPE | DIRECTION | CONTENT | LOCATION SPECIFICS | Notes | general site Photo |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| p9 | P1 <br> Pedestrian Directional <br> Face 2 Option: | $\uparrow$ <br> $\rightarrow$ <br> $\uparrow$ <br> $\uparrow$ $\uparrow$ $\uparrow$ | Welcome to <br> Historic Downtown <br> Paris Gibson Museum <br> 7 blocks <br> CM Russell Museum <br> 10 blocks <br> Ursuline Centre <br> 16 blocks <br> Welcome to <br> Historic Downtown <br> Childrens Museum <br> Civic Center/ Mansfield Theater <br> Transit Station <br> Visitor's Center | Position in City of Great Falls ROW Intersection of 7th St /Central Ave Sign(s) set parallel to 7th St |  |  |
| p10 | P1 <br> Pedestrian Directional <br> Face 2 Option: | $\begin{aligned} & \uparrow \\ & \leftarrow \\ & \leftarrow \\ & \rightarrow \\ & \leftarrow \\ & \leftarrow \\ & \rightarrow \\ & \rightarrow \end{aligned}$ | Rivers Edge Trail CM Russell Museum Historic Downtown Ursuline Centre <br> Ursuline Centre Historic Downtown Civic Center/ Mansfield Theater | Position in City of Great Falls ROW Intersection of 14th St N /Central Ave or on Paris Gibson Square property <br> Sign(s) set parallel to Central Ave | Opportunity: <br> Use PED Totem with Map on corner of Paris Gibson Square property Include walking distance in 'blocks' |  |
| p11 | P1 <br> Pedestrian Directional <br> Face 2 Option: | $\begin{aligned} & \uparrow \\ & \overleftarrow{\leftarrow} \end{aligned}$ | Gibson Park <br> River's Edge Trail <br> Historic Downtown <br> Paris Gibson Museum 4 blocks Ursuline Centre 13 blocks | Position in City of Great Falls ROW Sidewalk on 4th Ave N and 13th St N at CM Russell Museum <br> Sign(s) set parallel to 13th St N | New sign |  |



| No. | SIGN TYPE | DIRECTION | CONTENT | LOCATION SPECIFICS | Notes | GENERAL SITE PHOTO |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| p14 | P1 <br> Pedestrian Directional | $\begin{aligned} & \uparrow \\ & \uparrow \\ & \leftarrow \\ & \leftarrow \end{aligned}$ | Gibson Park <br> River's Edge Trail Civic Center/Mansfield Theater Historic Downtown | Position in City of Great Falls ROW Intersection of Park Dr N /4th Ave N <br> or near Gibson Park Main Entrance at crosswalk <br> Sign set parallel to Park Dr N | This site has opportunity to use PED Totem with a map <br> Opportunity: <br> Position at crosswalk or out of MDT ROW with Northside Historic Dist. sign |  |
| p15 | P1 <br> Pedestrian Directional | $\begin{aligned} & \uparrow \\ & \uparrow \\ & \upharpoonright \end{aligned}$ | Historic Downtown Civic Center/Mansfield Theater Weissman Walking Bridge | Position in City of Great Falls ROW near Gibson Park Exit Drive <br> Sign set perpendicular to Park Dr N |  |  |



| No. | SIGN TYPE | DIRECTION | CONTENT | LOCATION SPECIFICS | NOTES | GENERAL SITE РНОТО |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| p19 | P1 <br> Pedestrian Directional <br> Face 2 Option: | $\stackrel{\uparrow}{\leftarrow}$ $\begin{gathered} \uparrow \\ \uparrow \\ \rightarrow \end{gathered}$ | North Parking Historic Downtown <br> Visitor's Center <br> Paris Gibson Museum CM Russell Museum Historic Downtown | Position in City of Great Falls ROW Intersection 1st Ave N/ 6th St N <br> Sign set parallel to 6th St N |  |  |
| p20 | P1 <br> Pedestrian Directional <br> Face 2 Option: | $\begin{aligned} & \uparrow \\ & \uparrow \\ & \uparrow \\ & \uparrow \\ & \\ & \hline \end{aligned}$ | Welcome to <br> Historic Downtown <br> Electric City Water Park <br> Childrens Museum Civic Center/Mansfield Theater Transit Station <br> Welcome to Historic Downtown <br> Paris Gibson Museum Ursuline Centre CM Russell Museum 10th St Walking Bridge | Position in City of Great Falls ROW Intersection 1st Ave S/ 8th St S <br> Sign set parallel to 8th St S |  |  |

## 6.0 <br> Implementation

## Cost Estimates

Cost estimates shown here were provided by local sign fabrication firms. These estimates should be viewed in general terms only

At the time of implementation, a bid should be requested for the entire project with local contractors given the opportunity to resubmit their bids at that time.

Estimates shown here include color graphics and retro-reflective vinyl guaranteeing a seven (7) year I life cycle under normal wear and tear conditions.

| Motorist sign: $\$ 1,940.00$ approx. |
| :--- |
| Pedestrian sign: $\$ 540.00$ approx. |
| Kiosk: $\$ 1,530.00$ approx. plus labor |
| (Above pricing does not include shipping or additional costs incurred <br> for equipment rental exceeding one day.) |

L 2701 16th StNE MT
L 2701 16th StNE MT
M Black Eagle,MT
M Black Eagle,MT
More than fast. More than signs.e
More than fast. More than signs.e
fastsigns.com/2310
Created Date: $11 / 5 / 2020$
DESCRIPTION: Reorder: Motorist / Pedestrian / Kiosks / Pedestrian Totem Directional Sign
DESCRIPTION: Reorder: Motorist / Pedestrian / Kiosks / Pedestrian Totem Directional Sign
Bill To: Great Falls Business Improvement District
Bill To: Great Falls Business Improvement District
18 Central Ave
18 Central Ave
GREAT FALLS, MT 59401
GREAT FALLS, MT 59401
us
us
Requested By: Joan Redeen
Email: info@greatfallsbid.
oduct Summary

| NO. | Product Summary | QTY |  | UNIT PRICE |
| :---: | :---: | :---: | ---: | ---: | AMOUNT

Signature:
$\qquad$ Date: $\qquad$
CAT GRAPHICS, INC.
www.catgraphics.net 1600 STUCKEY RD 5940

| NAME / ADDRESS |
| :--- |
| CUSHIGG TERRELL <br> 219 2nd Avenue South <br> Great Falls, MT 59405 |
|  |
|  |



## Permitting

## Encroachment Permit

Montana Department of Transportation
Before a sign can be installed along a road that is a state controlled route, an Encroachment Permit must be approved by the Montana Department of Transportation (MDT).

A permit may be issued for multiple signs on the same MDT route. An approved encroachment permit will allow installation of a sign at the locations and methods approved during the permit review.

The applicant for this permit would ultimately be responsible for the signs. Sign maintenance will be required to keep them in "like new" condition. Signs shall be cleaned, installed properly, and contain appropriate messaging. If the signs are not maintained and/o improved to a compliant condition, MDT may remove them.
[ See Appendix for MDT Controlled Routes ]


## APPENDIX

## Reference Maps <br> Design Drawings <br> Proposed Designs <br> Community Remarks <br> Survey Results <br> Online Public Outreach



Major Street Network \| Great Falls Area Long Range Transportation Plan - 2018 Update


CIty of great falls wayfinding plan


DESIGN DOCUMENTS

## GREAT FALLS WAYFINDING PLAN

Great Falls Business Improvement District
318 Central Avenue | Great Falls, Montana 59404 | info@greatfallsbid.com

Cushing
Terrell
zasamex
 approved equal
All painted surfaces to receive Matthews Paint Ultraviolet（UV）and Anti－Graffiti coating，or owner approved equal．
SIGN MATERIALS／COLOR PALETTE
Contractor is responsible for matching all colors and materials within the palette as specified and is required to provide color and material samples for each sign type to the Project Owner for approval．

|  |  |  |  |  |  |  | All retro－reflective vinyl material to receive UV／Anti－Graffiti over－laminate，or owner approved equal． |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  |  |  |  |  |  |
|  | W White | Wr White Reflective | （B）Light Blue | N Navy Blue | K Black | （A Aluminum | Ultraviolet（UV）and Anti－Graffitti coating，or owner approved equal． |
| COLOR | White | MP18071 | Color match：C66 M10 Y1 K0 Pantone 298C | Color match：C 100 M 85 Y 35 K 35 Pantone 648 C | Deep Black <br> Color match：k100 |  |  |
| MATERIAL／ PROCESS | TBD | TBD | TBD | TBD | ${ }_{\text {Porder Coati }}$ prismatic owder | Metal |  |


| Senvret | TYPOGRAPHY Fabricator is responsible for acquiring project related fonts．No substitute typefaces will be accepted．Set eerning tracks to visually approximate sign drawings．Kerning shown may vary from exact kerning used to create sign | $\qquad$ <br> SIGN LOGO GRAPHI | cons |
| :---: | :---: | :---: | :---: |
| posesran | DIN Schrift－ 1451 Engschrift <br> AaBbCcDdEeFfGgHhliJjKkLI <br> MmNnOoPpQqRrSsTtUuVv <br> WwXxYyZz <br> 1234567890 | Great Falls $\sqrt{\text { Gricat Fallsh }}$ |  |
| moross | Mission Gothic－Regular <br> AaBbCcDdEeFfGgHhlijjkkLI <br> MmNnOoPpQqRrSsTtUuV <br> WwXxYyZz <br> 1234567890 |  | $\leftrightarrow \rightarrow \uparrow \leftrightarrows \Gamma$ |

equality off tinand finish on the
nal rodict must metor rexeed
hent ocuments．Anysy aritions nethod must be appoved b
Onerar oreperesentivive．







All wedds shal be eground
smooth，paintal al seams． All exposeded hardwave stall
tamper proof fosteneses． Al exposed edges pain
match adicaenticace．

DESIGNINTENT
November 2020


## DESIGNINTENT DRAWINGS

November 2020


## MOTORIST DIRECTIONAL SIGNAGE

Community Wayfinding Sign | MUTCD/MDT Standard with Custom Cap


Community Wayfinding Sign \| MUTCD/MDT Standard with Custom Cap

## FABRICATION NOTES:

1. SIGN TOPPER
MATERIAL: 080

Alank; custom shape ank; custom shape rismatic refelective vinyl OATING: 3m clear laminate with UV protection and scratch resistance SIGN PANEL
AATERIAL: 080 ga DGES: routed finished smatic ref: printed latex on high intensity prismatic reflective vinyl
COATING: 3 m clear laminate with UV protection and scratch resistance
post
MATERIAL: 2 " square galvanized steel
POST ANCHOR
RIVETS
determine size; "from edge of sian and where least tikely to obscure sign message
MATERLL stand stess

Design illustrates possible mounting and/ or mounting hardware appearance and are or reference only. All hardware to be sized detail the actual hardware and connections.
Al connections must be designed for all All connections must be designed for all compormise the visual appearance of the Tos
These details for reference only: Use These detials for reference only; Us
artwork files for sign copy editing and printing; See Sign Schedule for sign y, icons or symbols dimensionstion nimits, adiust t kercineed give
 Kowning andior height
owner befre printing
generainotis

 Sntactors sop crovings ssust Sibinited forappprovala, pior to
 he reauiements of oftese desisign
htent documents Any
arations


Scaled examples shown are
for ereference only and do

 fabication and instalation.
Sign messaging hould



 Ebication
All weds shal be eground
smooth, paintal iseams. Al exposed dardware stal be
tamper croof fateness. All exposed dedesespaii
math adibecentrace.

## 

## DESIGNINTENT DRAWINGS

November 2020

## PEDESTRIAN DIRECTIONAL SIGNAGE



SIGN PANEL LAYOUT
compromise the visual appearance of the

NOTES
-These details for reference only; Use artwork files for sign copy editing an
printing; See Sign Schedul for sign popint, icons or symbols
cols
For destination names that exceed given
dimensionslimits, adjust kerning andl dimensionsilimits, adiust eneming andel
or text heighnt; nny adisustments to text kerning andlor height to be approved by
Owner befor eprinting Owner before priniting
FABRICATION NOTES:

## 1. SIGN PANEL

blank; Austom shape
EDGES: routed. finished smooth
GRAPHICS: printed latex on high inters
prismatic reflective viny
COATING: 3 m clear laminate with UV
protection and scrartath resistance
2. POST
tubing with perforarated holes on all four
sides:
or 2 " square stee t tubing, powder coated Black (k) to match D
Streetscape Plan.
or attached to existing street lamp posts via
recommended mounting system as directed by City of $G$ reat Falls
3. POST ANCHOR
verify locatio
Tamper--proof bind rivets: contractor to
detemine size: locate rivets a min determine size: 1 ocate rivets a minimum
$3^{3}$ from edge of sign $0 . C$., and where least ikely to obscure sign messag
MATERIAL: stainless steel
All attachment details to be verified and
有

designinten




- Colorystens should

Fabication
All welds shal be ground
smoots panatal iseams.
- Al exposed hardware shal be
All exposed edges spinted
match adiceent face.
,
These detailis for reeference only; Use
artwork fies for sign cooy editing and

prining, esee ilinsthe
copy, cons or symbols
For destination names that exceed give
dimensionslimits, adiust kerning and/

Kerning andior height to
Owner before p pinting

## ACCESSIBILITY FEATURES | Typical to PED Totem and Kiosk


generalnotes



 proceeding with fabicicaion.




Scalded examples shoun
for referencene only and do





| Silly. |
| :--- |
| only |
| Colorsystems should |


 abication - Al weld shall be ground smoot, panital seans. All exposed hardwares shal be
tampor proof fastenes. All exposed edges painted
match adijcent face.

## 

DESIGNINTENT
DRAWINGS
November 2020

## APPENDIX

## Design Activity Results

## Steering Committee Concepts

## Draw a simple sign shape of

 what you think could represent the Great Falls community character?
## Describe it with one word or phrase.


organized


Flow (die-cut shape)

- The mullet of signs - "serious business side yet the vibe of movement and flow of the river"


Shape of Montana/unique shape (speaks MT)
want Forward thinking
More modern but slightly classic/
mid-century look; something
different \& stands out, but not too flashy or complicated


## Conventional with a twist

We have fun \& we do have interesting personalities in the community; we have a creative side but we need a little push sometimes because it is hidden and not out front


River and our proximity to the mountains/Natural Fluid


Bison Skull - holds historical value / brand recognition; easy to pick out on a landscape
Round cornered square with a river running through it - River provides orientation, Mighty Mo is the 'heart' running through the community Movement


Water/Falls/River/Dams/Natural iconic Movement
Getting us Moving (forward) getting people out and exploring our community


Artistic Square - Fancy Speak to embracing the art in the community
We are straight forward and honest / don't beat around the bush

## Design Activity Results

Stakeholders Concepts

## Draw a simple sign shape of

 what you think could represent the Great Falls community character?
## Describe it with one word or phrase.

$\qquad$organized


We are the 'Hidden Star' (uneven star) great areas; spread out; no central focal point


Shape of Montana/ unique shape (speaks MT) hard working / enjoy recreating
"We generally don't think 'outside the box' but we are bendable/moldable


River shape or swoosh of a paint brush strok Tie to the river and our history as a Western Ar Community



## Wave Form -

We undulate and grow and change; dynamic; change ebbs and flows

'W' shape
fluid; flowing dynamic 'W' stands for 'Welcoming' and Windy


Plus sign
Positivity; tie to electricity/Electric City - turn on the power - positive charge of energy;
energy
Also the "add"sign add to and Grow

## Design Reference Materials

## Downtown Great Falls Logo



## Great Falls Tourism Logo/Brand

## THE BASECAMP STYLE GUIDE

Eonts, Colors, and Logo Useage For Our Brand

## FONTS

The following fonts should be used for best representation of the Gre Falls Brand. Use botd text to create contrast between headings and
paragraph text. Sticking to black or white colors for fonts will add to prand continuity
brent
Hello Bethy

Montserrat Regular
AaBbCcDdEeffGgHhlijjKkLIMmNnOoPpQqRrSsTtUuV vWwXxYyZz

## Montserrat Bold

AaBbCcDdEeFfGgHhlijjkkLIMmNnOoPpQqRrSsTtuV vWwXxYyZz

SAMPLE HEADLINE
Montserrat Bo
200 Kerning
85\% Black
Sample Body Copy Style
Montserrat Regular or Monserrat Light
9 -17pt
30 Kerning
Attributes
Attributes should be used sparingly and for singular wordst that
reinforce the brand. Font size should do e proportion atet to the scaled size
of the logo and be an appropriate color from the color palette or white for darker backgrounds

## COLORS

The following color palette is used for the Creat Falls brand and can be used for various styles ranging from text color to blocking. Using the
predefined col ors will ensure consistency and help you with branding However, Designers should also use their own best judgment based contrast, reacabailis, and specific media applications.


Proposed Designs
Schematic Design Concepts

river
fluid
flowing
motion
movement
spirited
falls
natural
swash
history
art
real
straight forward
friendly
unique
positive
conservative
veterans

Proposed Designs
Schematic Design
Option 1

Proposed Designs
Schematic Design
Option 2

Proposed Designs

## Design Development

 Option 1A

Proposed Designs

## Design Development

 Option 1BProposed Designs
Design Development
Option IC


Proposed Designs
Design Development
Option 2A


Proposed Designs
Design Development Option 2B


## Gateway concepts

[Cushing Terrell only / unshared with Core Team]


CITY OF GREAT FALLS WAYFINDING PLAN

## APPENDIX

## Community Remarks

Destination Pin Mapping and comments from the Great Falls community

## Oxplore <br> GREAT FALLS <br> WAYFINDING PLAN



CITY OF GREAT FALLS WAYFINDING PLAN

$81>$ CITY OF GReat falls waffinoling plan


## 1248 5th Ave N Great Falls, MT 59401

## Charles M Russell Museum

Another great museum
2020-05-20 11:01:17 Thumbs Up:2

## 439 12th St N Great Falls, MT 59401

## Anonymous

Great museum and historic home site. Great for families.

2020-05-20 11:01:46 Thumbs Up:1


$83>$ CITY OF GREAT FALLS WAYFINDING PLAN

$84>$ CITY OF GREAT FALLS WAYFINDING PLAN

$85>$ CITY OF GREAT FALLS WAYFINDING PLAN


$87>$ CITY OF GREAT FALLS WAYFINDING PLAN


CITY OF GREAT FaLLS Wayfinding plan



Cory Jassen
Gibson Park is a very nice park. Nice playground for kids. Lot's of nice green space to around, great for walking/ jogging




$91>$ city of great falls wayfinoling plan






176 Ryan Dam Rd Great Falls, MT 59404-6006

## Brian Thompson

Ryan Island Park. Great place to view the falls of the Missouri and have a picnic.
2020-06-03 15:17:03

## 184 Ryan Dam Rd Great Falls, MT 59404-6006

## Brian Thompson

River's edge trail near Ryan dam. Head upstream or downstream for some great mtn biking.

2020-06-03 15:18:20

1191 Morony Dam Rd Great Falls, MT 59404
Brian Thompson
Sulphur Springs trail, Lewis and Clark sites, Mountain biking and hiking.
2020-06-03 15:19:53


CITY OF GREAT FALLS WAYFINDING PLAN



## 1997 Airport Dr Great Falls, MT 59404

City overlook
This road has pull offs that provide spectacular vies of the Great Fall area

2020-06-04 16:27:03

1665 Upper River Rd Great Falls, MT 59405

## Anonymous

One of the best hills in Great Falls to go sledding. 2020-06-04 16:28:43

Google
Map data ©2020



## 53 Overlook Dr Great Falls, MT 59405-4178

## Anonymous

The memorial for officers, the flag, and the loss of the information center. If this could have still remained formation center. If this could have still remain here maps could have been given out there and
hotels to showcase downtown. Have had countles guests tell me they are at an loss when traveling with large motorhome/camp trailer in an unfamiliar city rying to maneuver downtown to find the information center.

2020-06-06 07:29:07

Community Remarks
Destination
Pin Mapping Results


$100>$ city of great falls wayfinding plan

$101>$ CITY OF GREAT FaLLS Wayfinding plan

## APPENDIX

## Steering Committee Engagement -

## Presentation \& Survey Results


COMMUNITY REMARKS | Pin Summary



Majority Response: \#10


Majority Response: \#19


Majority Response: Motor Vehicle
Pedestrian


Majority Response: Motor Vehicle


Majority Response: C \& G


Majority Response: U \& W
8. Which do you feel should be of primary importance to Great Falls wayfinding signage?
Select one.

2.
$\qquad$
3. $\stackrel{\text { O}}{\text { orinaton }}$

4. © © $\qquad$

Majority Response: Direction - 4 of 7
Orientation - 3 of 7
9. Which do you feel should be of secondary importance to Great Falls wayfinding signage?

Select one.

1. $\square$
2. $\stackrel{\ominus}{\text { Difection }}$

3. $\underset{\text { orienation }}{\oplus}$
4. 

$\qquad$
10. Which icon style best reflects the character of the Great Falls community or future community? Select one

1. 只 $\Rightarrow \mathbb{P}$
2. $\boldsymbol{A} \rightarrow \mathbf{P}$
3. $\dot{\mathrm{K}} \rightarrow$ (D

Majority Response: \#3

Draw a simple sign shape of what you think could represent the Great Falls community character?

## Describe it with one word or phrase.

example $\square$ organized


## APPENDIX

Stakeholders Engagement Presentation \& Survey Results

COMMUNITY REMARKS | Pin Summary



Majority Response: O \& J


Majority Response: Pedestrian - 5 of 9
Majority Response: Pedestrian - 5 of 9
Motor Vehicle - 4 of 9


Majority Response: T, V \& W


Majority Response: \#1-Poor
4. Which do you feel should be of primary importance to Great Falls wayfinding signage? Select one.


Majority Response: Direction

## APPENDIX

## Public Survey Results

Explore Great Falls Wayfinding Public Survey Page 1 of 10

Explore Great Falls Wayfinding Public Survey
current run (last updated Aug 7, 2025 5:13pm)


What word would you use to describe the Great Falls community?

https://www.polleverywhere.com/reports/792038


Responses
Perhaps 20\% highly engaged in improving this community and $80 \%$ apathetic
and disinterested sta
decent Stagnant Stubborn Ready Dreamers Hard working Friendly Great potential Adapting stagnant Family Friendly

 | Outgoing Nice The hard working supporting the hardy working. |
| :--- | :--- | :--- |

Mixed
Divisive, old-fashioned, conservativ, stodgy, stuck in the past, stagnant, nimaginative, anti-progress
Limited Political Addicts Old fashioned Strong Dated

 Groving Determined Old Stagnate Growing Progressing Trying Progressing Comfortable Anti business Undiscovered Adventures Family friendly Safe Great | Hard working | generous | Manners |
| :--- | :--- | :--- |
|  | Sleepy |  |

Drug addicted with lack of enforcement dealing with the problem and instead harassing the hardworking tax payer base of great falls. conservative generous Small middleclass Lethargic Average Apathetic Mediocre Proud Struggling Comfortable

 \begin{tabular}{|l|l|l|l|l|}
\hline judgmental \& Base Uneventul \& integrated Comfortable <br>
\hline

 Underutilized Generally friendly Supportive Friendly helpful 

\hline Reguar \& Friendly \& Small town feeing <br>
Authentic <br>
Depressed <br>
\hline
\end{tabular}

 ffiendy Dinosaur community Big small town
The best kept secret sluggish
Great Falls covers many "communities", living in the downtown area, there is
more and more emtiness lang central Ave. And more end more anianding, you have to watch a block ahead to keep from running into
hese people, some even passed out in the middle of the day, the parking ea behind the now derelict hotel G Greystone id is partiticularly active as s well GA\&ZLip Tip
Dumpy specially 10th so Adventerous River Scenic Great Antiquated Stagnant Fucked up Dying Drug Central




What word would you use to describe the heart of Downtown Great Falls?

|  | Responses |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Where to go for...food, cocktails, pizza, shopping, Tovs, beer, grilled cheese. fun: |  |  |  |  |  |  |
|  | Historic <br> Shopping | Wakkable Entertaining |  | Hopeful Pigeon-palace |  |  |  |
|  |  | outstanding The heartis sur people! |  |  |  |  |  |
|  | Interesting shops and places to eat or have coffee. Improving |  |  |  |  |  |  |
|  | Up and coming Quaits |  | nt Small Changing |  | Heartelt |  | sitive |
|  | Unrelenting | g Strong | Community-focused |  | Ambitious | Determined |  |
|  | Flourishing | Historical | 1 Improving | welcomin | g Underutilized |  |  |
|  | More shops | Trendy | Sad, forlorn in places Lively |  |  |  |  |
|  | Caring, but needs help barren |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
|  | Tight Historic Trying |  | ving | Empty | unpleasnt at this time |  |  |
|  | Progresing | Uninspiring | ing diverse | Tring | tring | Quiet |  |
|  | Changing | improving! | barely alive | Lively | Improving |  | ed |
|  | progessive Emerging |  |  |  |  |  |  |
|  | Startingt to show life but need to eliminate parking meters. |  |  |  |  | Improving |  |
|  | Grubby | Abandoned buildings |  | Changing | confused | Downtown |  |
|  | struggling Dying |  | Unique Pretentious |  | New Growing |  | Boring |
|  | Tring Homeless |  | Ghost town slow revival. |  | Mixed Thrivin |  |  |
|  | Lethargic with hints ofexceptional Uniteresting Dy ${ }^{\text {Ding }}$ Sod |  |  |  |  |  |  |
|  | Exiting | growing | Fun Dirty | Potential | Unrealisti | c | emerging |
|  | Dinty |  |  |  |  |  |  |
|  | trying to grow but stifled by unnecessary rules, red tape, and plain old good ole boy syndrome |  |  |  |  |  |  |
|  | Getting there | thriving | Eclectic | Growing | Transient | Run down |  |
|  | Scant | epressed | Quaint Traditional |  | Developing | Fun |  |
|  | Classic | Outated | homeless Bland E |  | Evolving | Developing |  |
|  | eclectic | Community Authentic Historic Invigorating | ty Authentic Historic Invigorating |  |  |  |  |
|  | Optimistic | Treading w | water Downt | town 6 | Growing friendy |  |  |




At what intersection do you enter the heart of Downtown Great Falls?


Select your 3 favorite Natural Features in Great Falls.

sponse optio
Black Eagle falls
Giant Springstiooe River
Missouri River

Count Percentage
$156 \quad 58 \%$
$27 \quad 10 \%$
$29 \quad 11 \%$
$11 \%$
$2 \%$
${ }^{2 \%}$
13
2
ant
Count Percentage $\begin{array}{ll}79 & 11 \% \\ 138 & 20 \%\end{array}$ $\begin{array}{ll}138 & \begin{array}{ll} \\ & 20 \% \\ & 223 \\ 32 \%\end{array}\end{array}$ $\begin{array}{ll}223 & 32 \% \\ 42 & 6 \%\end{array}$ $218 \quad 31 \%$ 700

Select your 3 favorite Family Friendly destinations in Great Falls.


## Select your 3 favorite sporting event destinations.



Why do people visit Great Falls? Please rank your answers from 1=most common to 9=least common


Which icon style best reflects the character of the Future Great Falls community?


Which one is your favorite classic Great Falls structure?



Select the sign style you like best.


## Online Public Outreach

## Facebook Project Portal

(This page)

## Scavenger Hunt

(Following page)



Explore Great Falls Wayfinding Destinations!


Expedition \#1 | Downtown
Using chalk, write the Name of your favorite Great Falls destination on the sidewalk in front of the Downtown office at 318 Central Ave. Check out the GRAND prize! Take a picture!


Expedition \#2 | Go Fish!
Did you know there are over 65 city parks!? This is the city park is located the farthest west and has a fishing access. Snap a selfie in front of the pond.

(9)Expedition \#3 | History Have you met Avalanche the Goat? Snap a selfie with him in a mask and you've completed Expedition \#3!

$\odot$Expedition \#4 | Skill
This two-year technical school began as a Vocational Technical Center in 1969 but didn't become affiliated with Montana State University
 until 1994. Find the main sign for campus and snap a selfie in front of it.

$\odot$Expedition \#5 | Nature
Recorded by Captain Lewis as "Beautiful Cascade" in his journal, this popular destination was also known as "Handsome Falls" before it was given present day name. Which iconic Great Falls natural feature is this?
Take a selfie there and tell us where you are.

## EXPLORE GREAT FALLS WAYFINDING SCAVENGER HUNT

## The Goal of the Hunt!

To complete all 5 expeditions accurately and submit requested photos and information before the contest closes as described in the entry instructions listed below.

## Who Can Play

- Individual players: Must be 18 years or older to win a prize
- Teams: Must have at least one member of the team over the age of 18 This is the only way in which children under age 18 may compete for a prize.


## Entry Instructions

- Entries must include

1. Name, physical address \& email of the player or team members
2. Photos \& answers to all 5 expeditions clearly depicted

- Final submission of photos and answers must be compiled into a single email and sent to nicoleolmstead@cushingterrell.com before the contest closes on August 31, 2020 at 5pm MST to be eligible for prize drawings.
- No late submissions will be accepted
- No incomplete, illegible or corrupted entries will be accepted. Entries not in accordance with the entry instructions will not be accepted.
- Only one entry permitted per household.


## Contest Details

- Contest begins on August 21, 2020 at noon and closes on August 31, 2020 at 5 pm MST
- Please direct any contest questions to nicoleolmstead@cushingterrell.com

Prizes

1. All complete entries received before the contest ends will be entered into the prize drawing
2. All winners will be drawn at random.
3. The prize drawing is limited to one entry per person. If the Promoter suspects that an entrant has used multiple email addresses to submit more than one entry, only one entry will be considered.
4. The winner will be notified by email within a week following the draw date and must claim their prize within 30 days of notification
5. Prizes must be claimed in person between 8am - Noon Monday - Friday at:

GF Business Improvement District Downtown Office
Great Falls, MT 59401
6. In the event of any winner failing to claim their prize after 30 days following attempt at notification, a second draw will take place, and so on until a winner comes forward.
7. Prizes will be as stated. The prizes cannot be transferred and there is no cash alternative. Prizes are subject to availability and the Promoter reserves the right to substitute any prize with another of equivalent value prize are the sole responsibily of the winner-_ prize are the sole responsibility of the winner.

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## CITY OF GREAT FALLS

 WAYFINDING PLAN
## Cushing <br> Terrell.

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cushingterrell.co


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