





CITY OF GREAT FALLS WAYFINDING PLAN

NOVEMBER 2020



Acknowledgments

Wayfinding Plan Core Team

Community Director, Joan Redeen

Great Falls Business Improvement District

Brad Eatherly Planner, City of Great Falls

Wayfinding Plan Steering Committee

Kellie Pierce Downtown Great Falls Association

Kristi Scott Great Falls Museum Consortium

Great Falls Tourism Rebecca Engum

Bruce Pollington River's Edge Trail

Brett Doney Great Falls Development Authority

Shane Etzwiler Great Falls Chamber of Commerce

Alex Sholes Montana Fish Wildlife & Parks

Charity Yonker Cascade County

Jim Wingerter Montana Department of Transportation

Wayfinding Plan Stakeholder Group

Susie McIntyre Great Falls Public Library

Shyla Patera North Central Independent Living,

GF Transit Board

Great Falls Transit Jim Helgeson

John Turner Malmstrom Air Force Base

Kim Skornogoski Building Active Communities initiative,

Great Falls Public School Board

Andrew Finch City of Great Falls

John Juras Great Falls Bicycle Club

Oliver Doyle &

Kylie Koranza University of Providence

Bob Kelly Mayor, Great Falls

Jane Weber Cascade County Commissioner

Jim Wingerter Montana Department of Transportation



CONTENTS

Overview & Project History
Existing Plan Review
Plan Vision & Goals
What is Wayfinding
How to Use this Plan
Additional Plan Elements
Plan Area
Downtown Core Plan Area
Historic Downtown Area
2.0 Planning Process 11
Assess
Explore
Apply

1.0 Project Background 5

3.0 Design16								
Federal Design Guidance Document								
Sign Aesthetic & Character								
Icon & Color Palette								
Font								
Symbols								
Sign Family								
Accessibility								
4.0 Maps								
Amenity								
Motorist Sign Location								
Pedestrian Sign Location								
Kiosk/Gateway Opportunities								

5.0 Sign Schedule 28	
6.0 Implementation 52	
Cost Estimates	
Permitting	
Appendix 55	
Reference Maps	
Design Drawings	
Proposed Designs	
Community Remarks	
Survey Results	
Online Public Outreach	



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

- 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

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 Golf

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

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

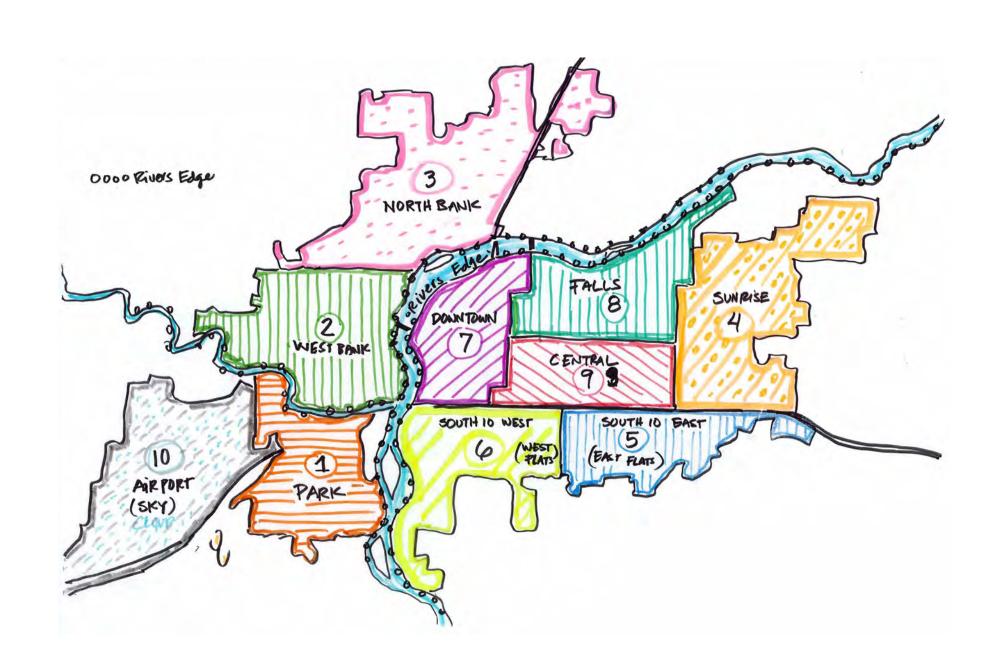
Plan Area

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.



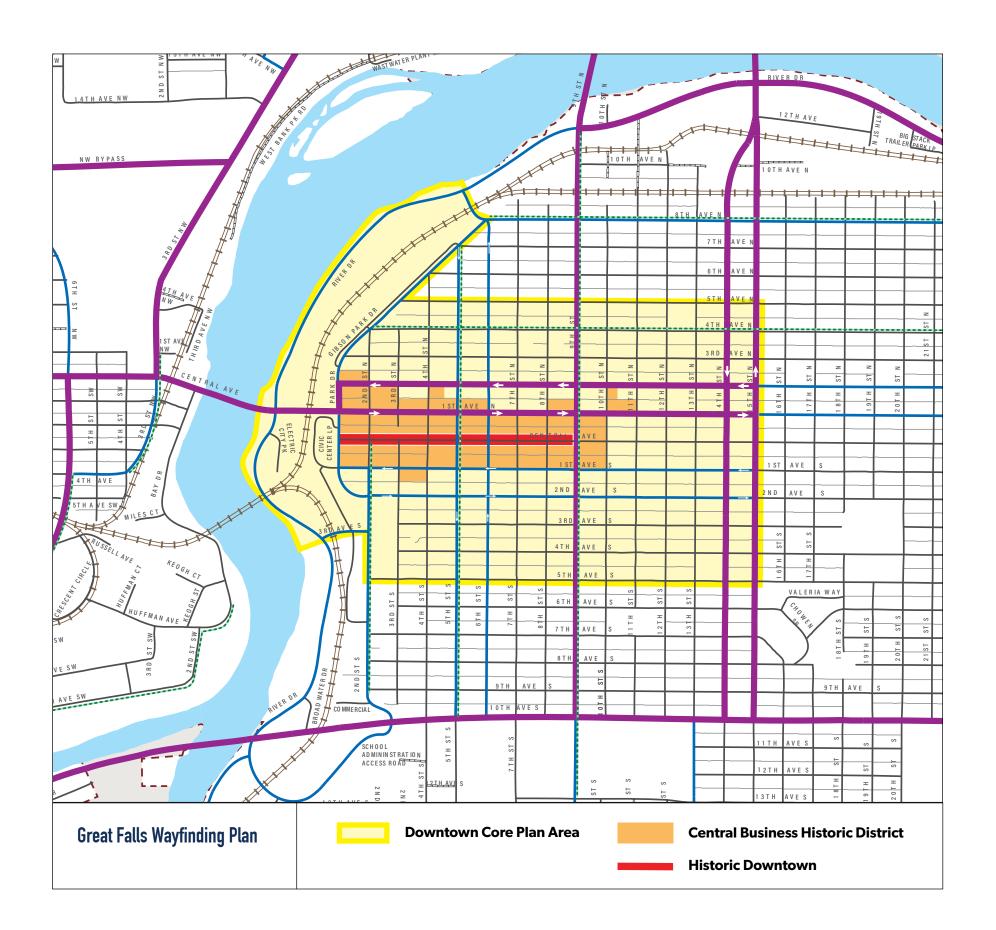
Downtown Core Plan Area

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.





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 Sessions

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 intersections

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 Destinations

- 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









SIGN CHARACTERISTICS



J.U _____

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 architectural 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/Icon 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

Icon Sign Graphic



(Artwork provided)

Sign Color Palette



PANTONE 298C - Light Blue C66 M10 Y1 K0



WHITE



PANTONE 648C - Navy Blue C100 M85 Y35 K35



WHITE Reflective

Fonts

Pedestrian Directional signage:

DIN Schrift - 1451 Engschrift

AaBbCcDdEeFfGgHhliJjKkLl

MmNnOoPpQqRrSsTtUuVv

WwXxYyZz

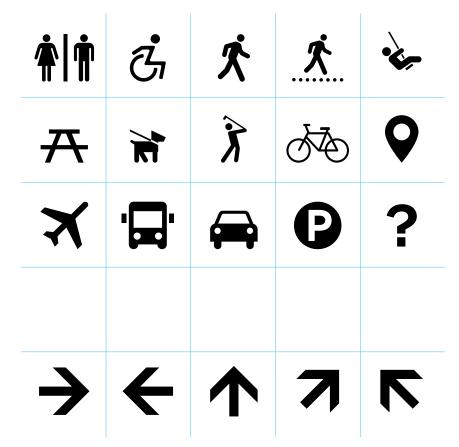
1234567890

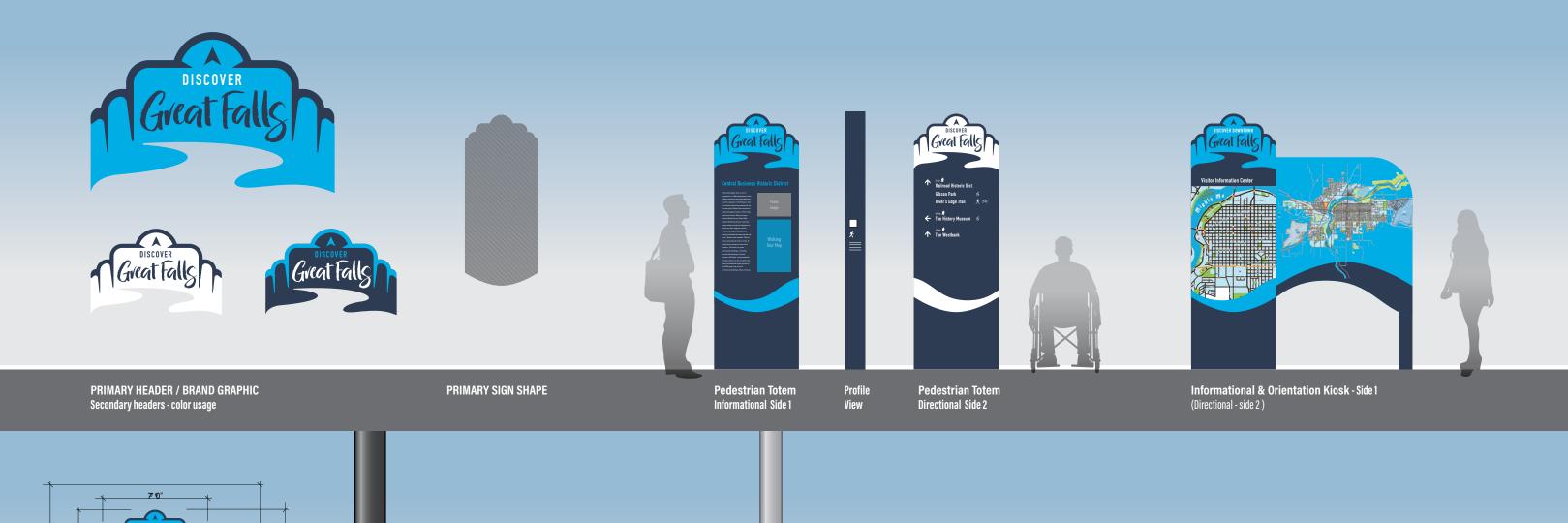
Motorist Directional signage:

Mission Gothic - Regular

AaBbCcDdEeFfGgHhIiJjKkLl MmNnOoPpQqRrSsTt UuV WwXxYyZz 1234567890

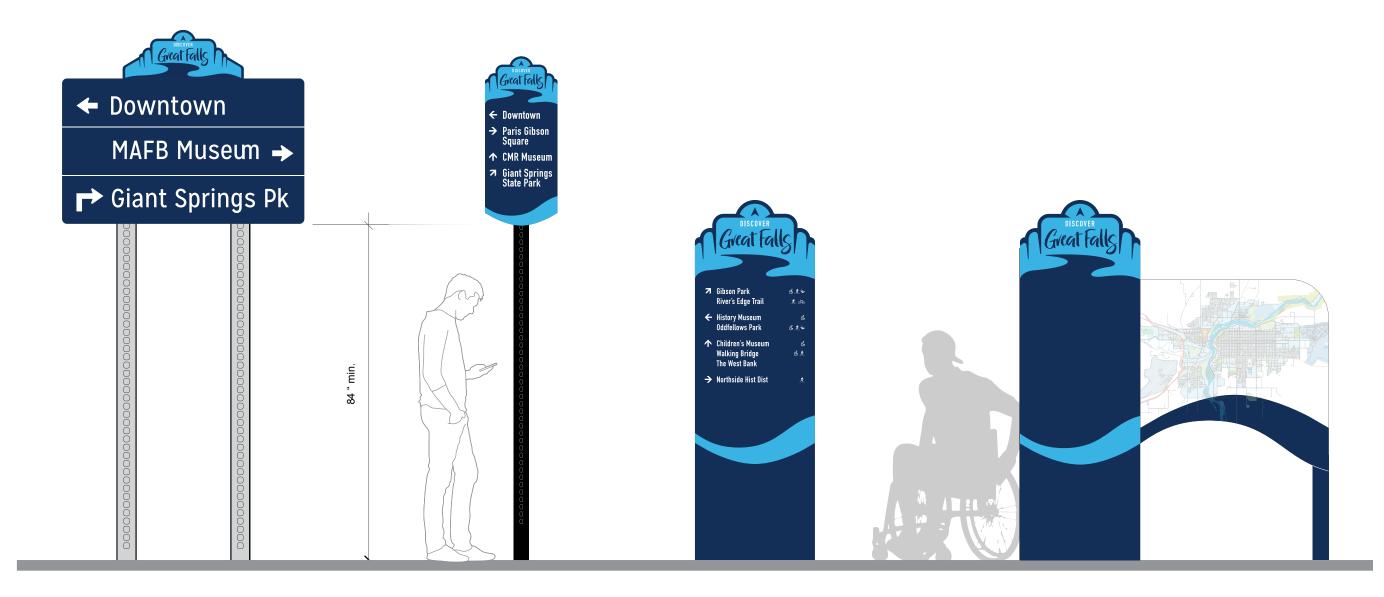
Iconography and Symbols







Final Primary Sign Family



M1 | Motorist Directional Sign

P1 | Pedestrian Directional Sign

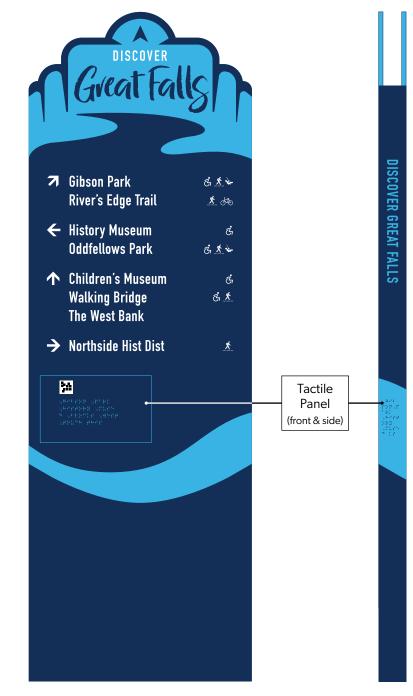
P2 | Pedestrian Totem

K1 | Kiosk

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.







Accessible Apps for Wayfinding

There are many apps available to incorporate audible GPS locating for the blind, deafblind and partially sighted for a wayfinding system. Some include BlindSquare and NaviLens.

BlindSquare pairs with third-party navigation apps, delivering self-voicing detailed points of interest and intersections for safe, reliable travel both outside and inside.

How does it work?

LOCATION

After determining your location, BlindSquare gathers information about your surroundings on Foursquare and OpenStreetMap.

INTERESTS

Algorithms determine what information is most useful to you such as popular cafes, post offices or libraries.

NAVIGATION

- Shake your device to hear your current address and details about the nearest intersection and venues around you.
- BlindSquare will track your destination and periodically announce the distance and direction you're headed.
- Mark your position if you'd like help finding your way back later.

FILTERS

Filters can be applied to provide only the information you're looking for so you're not overwhelmed by details on your surroundings.

FAVORITES

- Mark your saved places and Foursquare venues as Favorites and BlindSquare will always notify you once you reach them.
- Favorites will be saved in iCloud and synced to all iOS devices for device consistency.

VOICEOVER

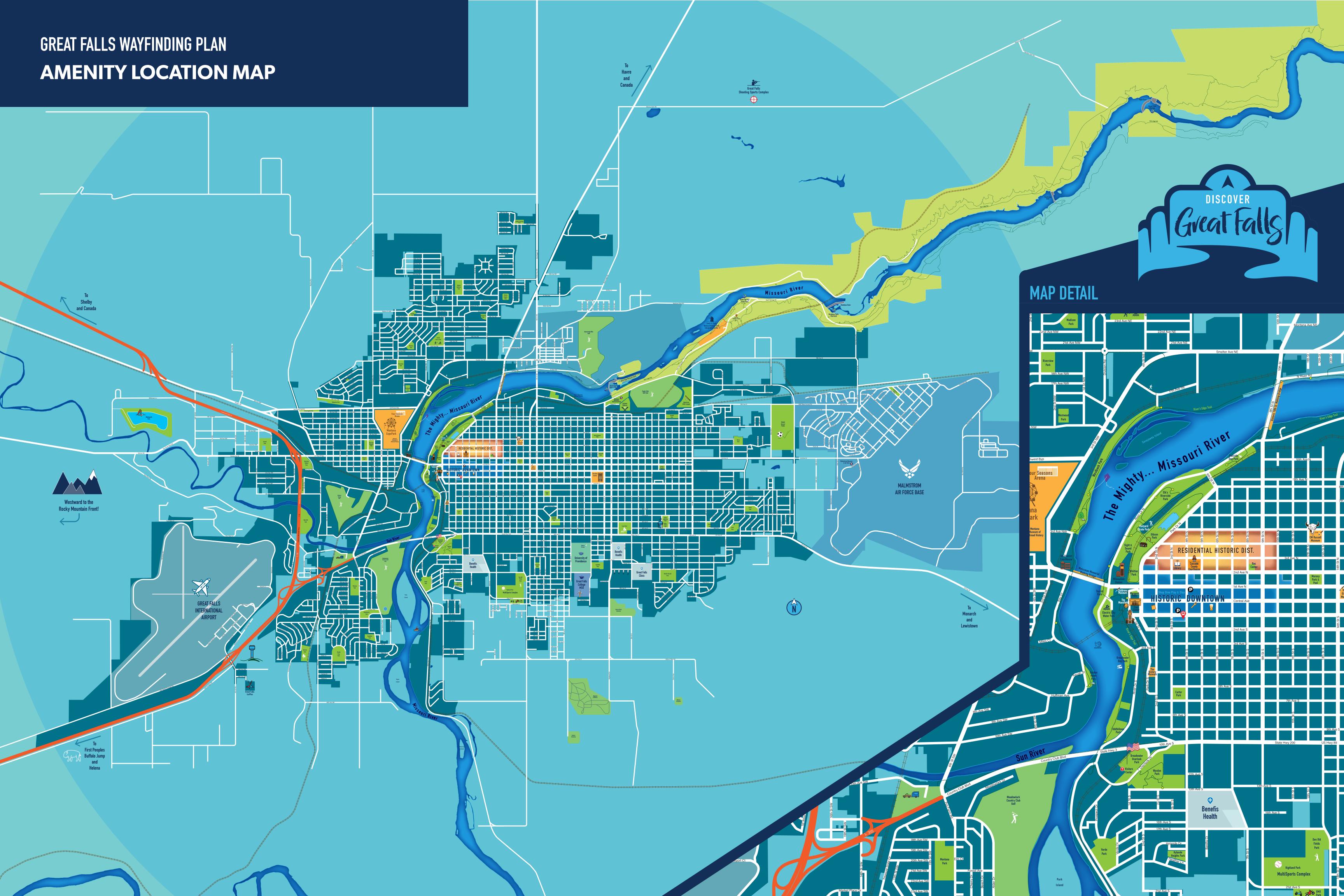
BlindSquare uses Acapela voices in many different languages to announce information about your environment even when your device is tucked away for a hands-free experience.

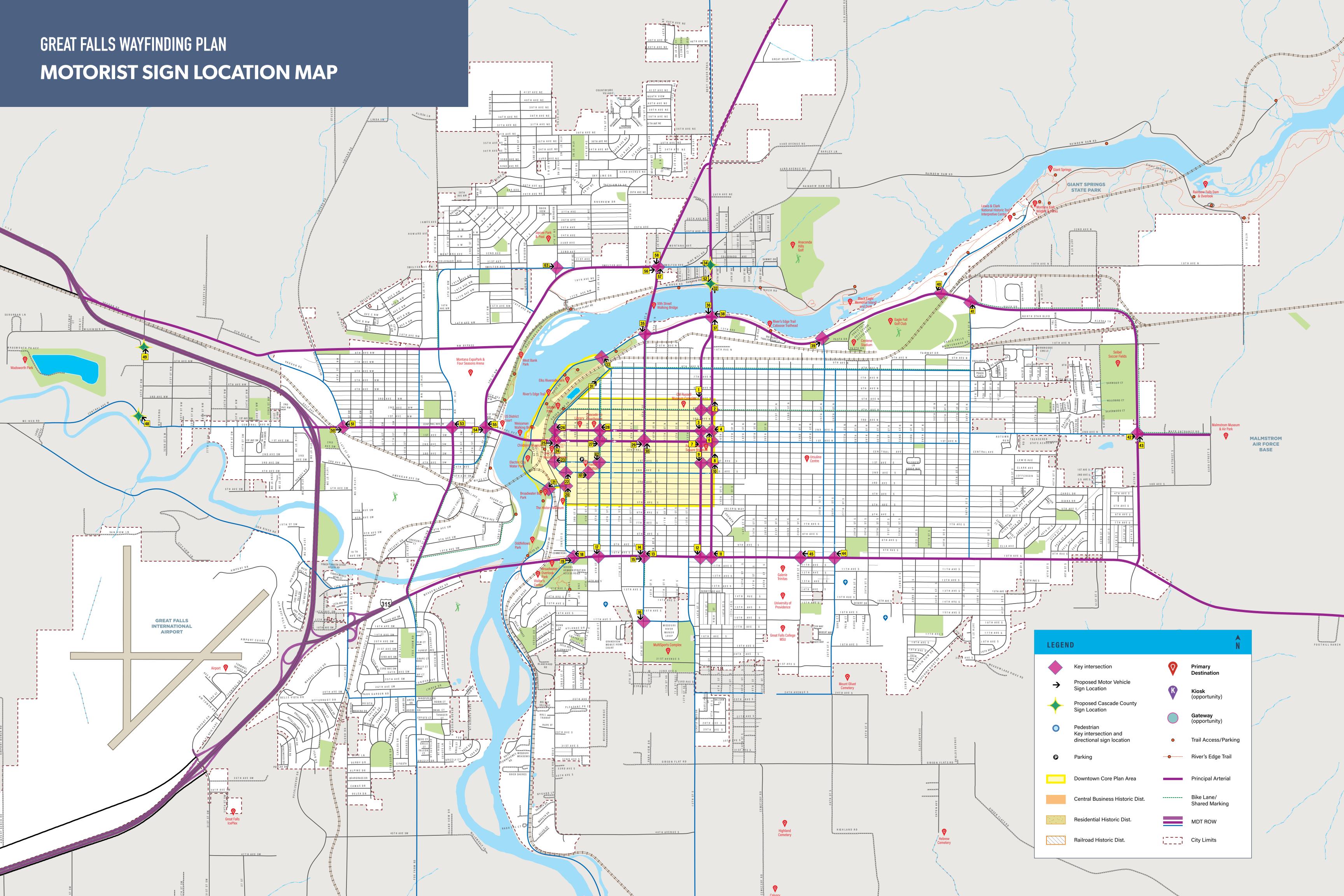
SOCIAL MEDIA

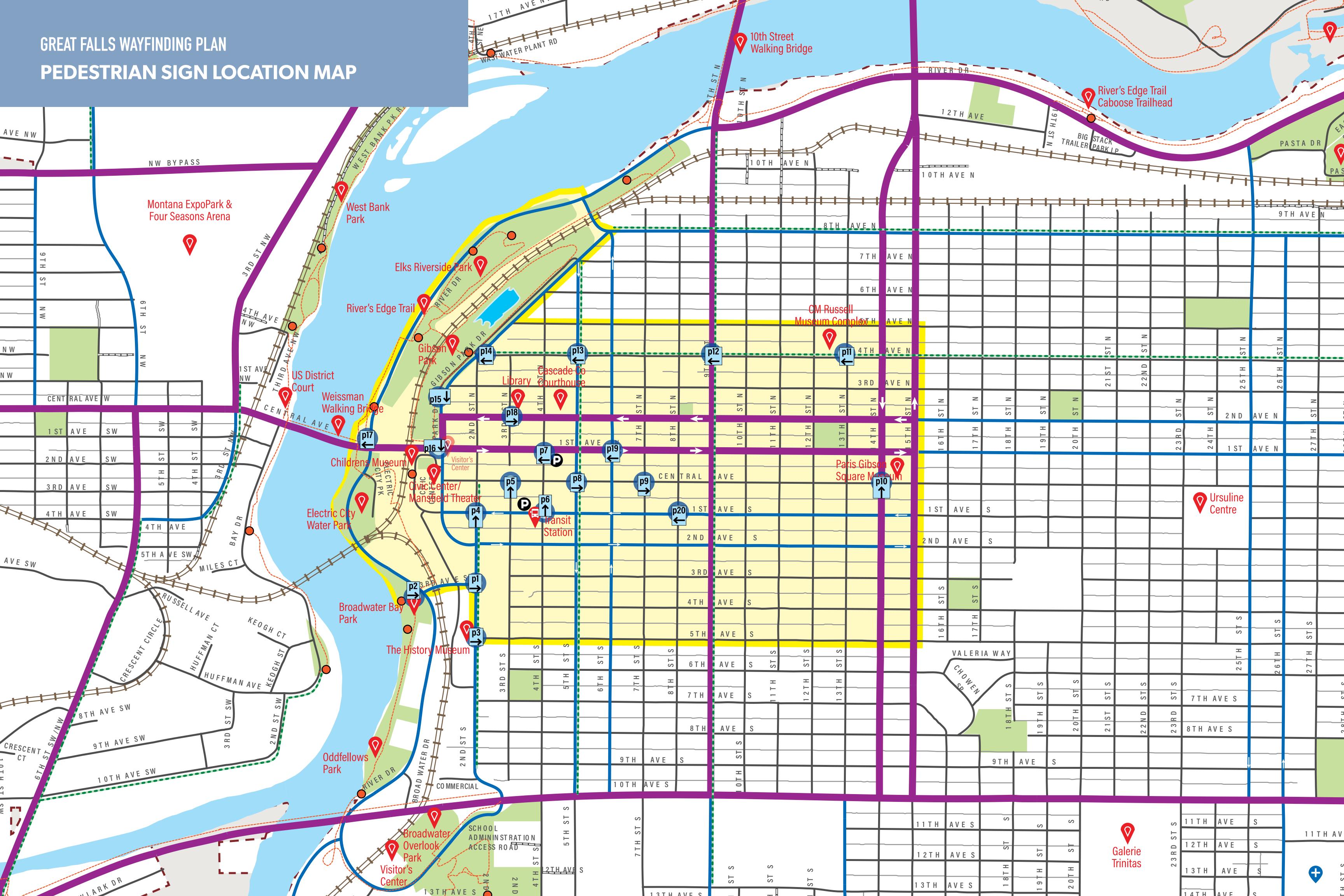
- If you enjoy using Foursquare independently, authorize BlindSquare to access your account so you can check into your favorite venues by simply shaking your device.
- Share your check-ins on Facebook, Twitter, or keep them private if you wish.

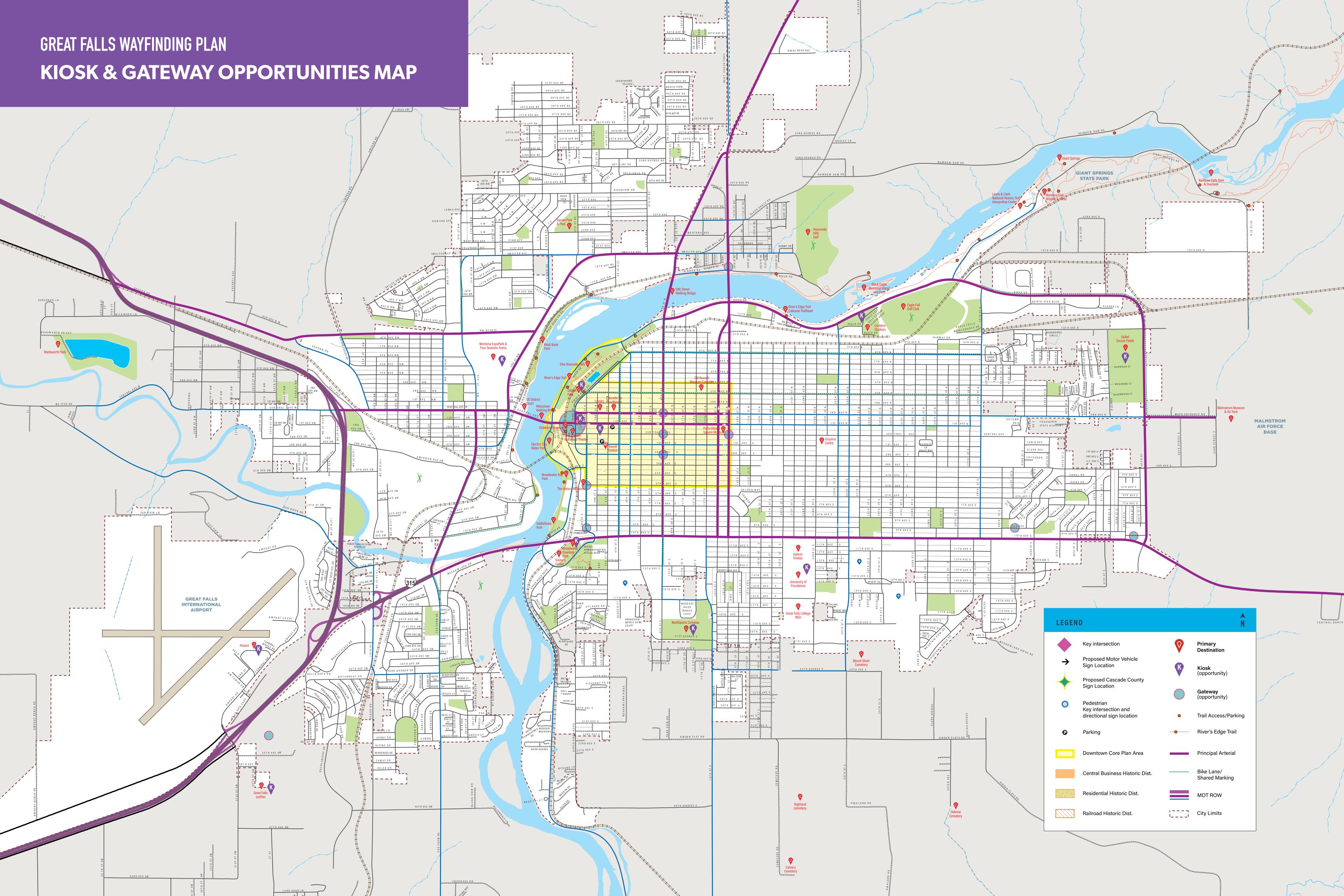


Amenity Location Motorist Sign Location Pedestrian Sign Location Kiosk/Gateway Opportunities









Sign Schedule

MOTORIST Directional Signs

NO.	SIGN TYPE	DIRECTION	CONTENT	DRIVING DIRECTION	LOCATION SPECIFICS	NOTES	GENERAL SITE PHOTO
1	M1 Roadway Directional	$\begin{array}{c} \uparrow \\ \rightarrow \\ \rightarrow \end{array}$	Paris Gibson Museum CM Russell Museum Gibson Park	Southbound - 14th St N (US 87) (One way)	West side of 14th St N 5th Ave N intersection MDT ROW 30 mph	New Sign	
2	M1 Roadway Directional	$\uparrow \uparrow \downarrow$	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 MDT ROW 30 mph	New Sign	
3	M1 Roadway Directional	$\begin{array}{c} \uparrow \\ \rightarrow \\ \rightarrow \end{array}$	Paris Gibson Museum Public Library Historic Downtown	Southbound - 14th St N (US 87) (One way)	West side of 14th St N 2nd Ave N intersection; Traffic signal MDT ROW 30 mph	New Sign	

NO.	SIGN TYPE	DIRECTION	CONTENT	DRIVING DIRECTION	LOCATION SPECIFICS	NOTES	GENERAL SITE PHOTO
4	M1 Roadway Directional	↑ → ↑ √	Historic Downtown River's Edge Trail Caboose Lewis & Clark Center Library Paris Gibson Museum (Choose only 3 of the above)	Westbound - 2nd Ave N (One way)	North side of 2nd Ave N 15th St N intersection; Traffic signal MDT ROW 30 mph		
6	M1 Roadway Directional	↑ ← ←	River's Edge Trail Caboose Public Library Gibson Park	Northbound - 15th St N (US 87) (One way)	West side of 15th St N 2nd Ave N intersection; Traffic signal; MDT ROW 30 mph	New Sign	
7	M1 Roadway Directional	\rightarrow	Paris Gibson Museum Multi Sports Complex	Eastbound - 1st Ave N (One way)	South side of 1st Ave N 14th St N intersection; Traffic signal MDT ROW 30 mph	New Sign	
8	M1 Roadway Directional	↑ ↑ ←	Lewis & Clark Center River's Edge Trail Caboose Historic Downtown Paris Gibson Museum (Choose only 3 of the above)	Northbound - 15th St S (US 87) (One way)	East side of 15th St S Central Ave intersection; Traffic signal; MDT ROW 25/30 mph	New Sign	SINESS STRICT THE STRICT

NO.	SIGN TYPE	DIRECTION	CONTENT	DRIVING DIRECTION	LOCATION SPECIFICS	NOTES	GENERAL SITE PHOTO
9	M1 Roadway Directional	$\uparrow \\ \rightarrow \\ \rightarrow$	Multi Sports Complex Parking Civic Center	Southbound - 14th St S (US 87) (One way)	West side of 14th St S 1st Ave S intersection; MDT ROW 25/30 mph	New Sign	5:50
10	M1 Roadway Directional	↑ ↓ ↓ ↑	River's Edge Trail Caboose Historic Downtown Civic Center/Mansfield Theater Ursuline Centre (Choose only 3 of the above)	Northbound - 15th St S (US 87) (One way)	West side of 15th St S 1st Ave S intersection; MDT ROW 25/30 mph	New Sign	
11	M1 Roadway Directional	$\begin{array}{c} \rightarrow \\ \rightarrow \\ \rightarrow \\ \rightarrow \end{array}$	Historic Downtown Paris Gibson Museum CM Russell Museum River's Edge Trail Caboose (Choose only 3 of the above)	Westbound - 10th Ave S (MT200)	North side of 10th Ave S 15th St S intersection; MDT ROW 35 mph	New Sign	
12	M1 Roadway Directional	+ +	University of Providence Great Falls College - MSU	Southbound - 14th St S (US 87) (One way)	West side of 14th St S 10th Ave S (MT200) intersection; MDT ROW 30 mph	New Sign	

NO.	SIGN TYPE	DIRECTION	CONTENT	DRIVING DIRECTION	LOCATION SPECIFICS	NOTES	GENERAL SITE PHOTO
13	M1 Roadway Directional	↑ ← →	Overlook Park Multi Sports Complex Historic Downtown	Westbound - 10th Ave S (US89)	North side of 10th Ave S 9th St S intersection; MDT ROW 35 mph	New Sign	
14	M1 Roadway Directional	↑ ← →	Multi Sports Complex University of Providence Overlook Park Great Falls College - MSU (Choose only 3 of the above)	Southbound - 9th St S	West side of 9th St S 10th Ave S (US89) intersection; MDT ROW 30 mph	New Sign	\$186 \$186
15	M1 Roadway Directional	↑ → ↑	University of Providence Historic Downtown Multi Sports Complex Great Falls College - MSU (Choose only 3 of the above)	Eastbound - 10th Ave S (US89)	South side of 10th Ave S 9th St S intersection; MDT ROW 35 mph	New Sign	
16	M1 Roadway Directional	↑	Multi Sports Complex	Southbound - 9th St S	West side of 9th St S 17th Ave S intersection/ stop sign; MDT ROW 25-30 mph	New Sign	386438

NO.	SIGN TYPE	DIRECTION	CONTENT	DRIVING DIRECTION	LOCATION SPECIFICS	NOTES	GENERAL SITE PHOTO
17	M1 Roadway Directional	← →	University of Providence Great Falls College - MSU Overlook Park	Southbound - 5th St S (one way)	West side of 5th St S 10th Ave S (MT 200) intersection; MDT ROW 35 mph	New Sign	
18	M1 Roadway Directional	$\leftarrow \leftarrow \rightarrow \rightarrow$	Overlook Park Oddfellows Park History Museum Historic Downtown (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; MDT ROW 35 mph	New Sign PED Crosswalk & sign Signs Prior to intersection: Right Lane Must Turn Right HISTORIC DIST. (right arrow)	
19	M1 Roadway Directional	← ← →	History Museum Historic Downtown Overlook Park Broadwater Bay Park (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; MDT ROW 35 mph	New Sign Signs Prior to intersection: Exit to River RD. (Turn Right) HISTORIC DIST. (right arrow) Visitor Info. (left arrow)	

NO.	SIGN TYPE	DIRECTION	CONTENT	DRIVING DIRECTION	LOCATION SPECIFICS	NOTES	GENERAL SITE PHOTO
20	M1 Roadway Directional Consider PED size Sign placed on existing posts or private property	+ + +	Broadwater Bay Park Electric City Water Park Oddfellows Park	Northbound - 2nd St S	East side of 2nd St S Prior to intersection with 3rd Ave S MDT ROW 30 mph Emergency Snow Route	New Sign	
21	M1 Roadway Directional	← → ↑	Oddfellows Park Electric City Water Park Elks Riverside Park Broadwater Bay Park (Choose only 3 of the above)	Westbound - 3rd Ave S	North side of 3rd Ave S Prior to intersection with River Dr. S MDT ROW 25 mph	New Sign PED Crosswalk	
22	M1 Roadway Directional	↑ ↑ → ↑	Gibson Park Historic Downtown Parking Visitor's Center (Choose only 3 of the above)	Northbound - 2nd St S	East side of 2nd St S Prior to intersection with 2nd Ave S MDT ROW 25 mph	New Sign	
23	M1 Roadway Directional	↑ →	Children's Museum Civic Center/Mansfield Theater Visitor's Center	Westbound - 1st Ave S (One Way)	North side of 1st Ave S Prior to intersection and merge lane with Park Dr. S MDT ROW 25 mph		

NO.	SIGN TYPE	DIRECTION	CONTENT	DRIVING DIRECTION	LOCATION SPECIFICS	NOTES	GENERAL SITE PHOTO
24	M1 Roadway Directional Possible: PED size sign	↑ ← →	Gibson Park MT ExpoPark & Arena Paris Gibson Museum	Northbound - Park Dr. N	East side of Park Dr. N 1st Ave N intersection MDT ROW 25 mph	New Sign Option: Use large PED sign at intersection posts	
25	M1 Roadway Directional	↑ ← →	Paris Gibson Museum Gibson Park Civic Center/Mansfield Theater	Eastbound - 1 st Ave N	South side of 1st Ave N Park Dr. N intersection MDT ROW 25 mph	New Sign Locate west of 'Civic Center' monument sign, south of HWY directional signs	ONLY ON
26	M1 Roadway Directional	← → → ←	Civic Center/Mansfield Theater Gibson Park Elks Riverside Park Visitor's Center (Choose only 3 of the above)	Westbound - 2nd Ave N	North side of 2nd Ave N Park Dr. N intersection MDT ROW 25 mph	New Sign Transfer 'North I15' signage to sign posts with new sign	
27	M1 Roadway Directional Possible: PED size sign	↑ →	CM Russell Museum Paris Gibson Museum Historic Downtown	Eastbound - 1st Ave N	South side of 1st Ave N 5th St N intersection MDT ROW 25 mph	New Sign Option: Use PED size sign and attach to existing historic light post	

NO.	SIGN TYPE	DIRECTION	CONTENT	DRIVING DIRECTION	LOCATION SPECIFICS	NOTES	GENERAL SITE PHOTO
28	M1 Roadway Directional	↑ ← ←	Library County Courthouse Historic Downtown Parking (Choose only 3 of the above)	Westbound - 2nd Ave N	North side of 2nd Ave N 5th St N intersection MDT ROW 25 mph	New Sign	(15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.) (15.)
29	M1 Roadway Directional	$\uparrow \\ \rightarrow \\ \rightarrow$	Paris Gibson Museum Historic Downtown Multi Sports Complex	Eastbound - 1st Ave N	South side of 1st Ave N 9th St N intersection MDT ROW 25 mph	New Sign	
30	M1 Roadway Directional		County Courthouse Library Gibson Park Paris Gibson Museum (Choose only 3 of the above)	Northbound - 9th St N	East side of 9th St N 1st Ave N intersection MDT ROW 25 mph		
31	M1 Roadway Directional	← 1	Elks Riverside Park Historic Downtown	Northeast bound Park Dr. N	East side of Park Dr. N prior to 5th St N intersection/junction	New Sign	

NO.	SIGN TYPE	DIRECTION	CONTENT	DRIVING DIRECTION	LOCATION SPECIFICS	NOTES	GENERAL SITE PHOTO
33	M1 Roadway Directional	← ←	Elks Riverside Park Electric City Water Park	Northwest bound 6th St N	East side of 6th St N River Dr N intersection MDT ROW 25-30 mph	Opportunity: Collect OLD WEST TRAIL sign with this new sign Gateway opportunity prior to this intersection underpass of old railway bridge	
35	M1 Roadway Directional	↑	Historic Downtown River's Edge Trail Caboose Elks Riverside Park	Southbound 9th St N	West side of 9th St N River Dr N intersection MDT ROW 30 mph	New Sign	
36	M1 Roadway Directional	↑ ←	Historic Downtown CM Russell Museum River's Edge Trail Caboose	Southbound 15th St N	West side of 15th St N River Dr N intersection MDT ROW 30 mph	New Sign	
37	M1 Roadway Directional	→ → →	Black Eagle Falls Elks Riverside Park River's Edge Trail Caboose Eagle Falls Golf Course (Choose only 3 of the above)	Northbound 15th St N	East side of 15th St N River Dr N intersection MDT ROW 30 mph	New sign Option: Wrap utility box with branded design	

NO.	SIGN TYPE	DIRECTION	CONTENT	DRIVING DIRECTION	LOCATION SPECIFICS	NOTES	GENERAL SITE PHOTO
38	M1 Roadway Directional	↑ ← ←	Elks Riverside Park CM Russell Museum Historic Downtown	Westbound River Dr N	North side of River Dr N 15th St N intersection MDT ROW 30 mph	New Sign	
39	M1 Roadway Directional	→ → ↑	Eagle Falls Golf Course MT Veteran's Park Centene Stadium Rainbow Overlook (Choose only 3 of the above)	Eastbound River Dr N	South side of River Dr N prior to 25th St N intersection MDT ROW 30 mph	New Sign Opportunity to Collect various directional signs to one sign post: Golf Course Icon sign/Vets Memorial/Centene Stadium/etc.	
40	M1 Roadway Directional	← → →	Siebel Soccer Fields Malmstrom Museum Centene Stadium River's Edge Trail Caboose (Choose only 3 of the above)	Southbound Giant Springs Rd	West side Giant Springs Rd prior to T-junction with River Dr N MDT ROW 30 mph	New Sign	Segretary of the second of the
41	M1 Roadway Directional	← ← →	Lewis & Clark Center Giant Springs State Park Siebel Soccer Fields	Northbound 38th St N	East side of 38th St N River Dr N intersection MDT ROW 30 mph	New Sign	
42	M1 Roadway Directional	↑ ←	Malmstrom Museum Siebel Soccer Fields	Eastbound 2nd Ave N	South side of 2nd Ave N 57th St intersection MDT ROW 30 mph	New Sign	

NO.	SIGN TYPE	DIRECTION	CONTENT	DRIVING DIRECTION	LOCATION SPECIFICS	NOTES	GENERAL SITE PHOTO
43	M1 Roadway Directional	↑ ↑ →	Siebel Soccer Fields Lewis & Clark Center Malmstrom Museum	Northbound 57th St	East side of 57th St 2nd Ave N intersection MDT ROW 30 mph	New Sign	
44	M1 Roadway Directional	↑ → ←	Galerie Trinitas Ursuline Centre Cemetery	Westbound 10th Ave S (MT 200)	North side of 10th Ave S 26th St S intersection MDT ROW 30 mph	New Sign	
45	M1 Roadway Directional	\leftarrow	University of Providence Great Falls College - MSU Ursuline Centre	Westbound 10th Ave S (MT 200)	North side of 10th Ave S 23th St S intersection MDT ROW 30 mph	New Sign	
50	M1 Roadway Directional	↑	MT ExpoPark & Arena Historic Downtown	Eastbound Central Ave W	South side of Central Ave W near Vaughn Rd. T-junction MDT ROW 40 mph	New Sign	

NO.	SIGN TYPE	DIRECTION	CONTENT	DRIVING DIRECTION	LOCATION SPECIFICS	NOTES	GENERAL SITE PHOTO
51	M1 Roadway Directional	↑	Wadsworth Park	Westbound Central Ave W	North side of Central Ave W prior to Vaughn Rd. T-junction MDT ROW 40 mph	New Sign	AD AD
53	M1 Roadway Directional	← ← ←	Great Falls Airport Wadsworth Park US District Court	Westbound Central Ave W	North side of Central Ave W 6th St NW intersection MDT ROW 30 mph	New Sign Option: Include Airport icon sign onto new sign	
54	M1 Roadway Directional	\leftarrow \downarrow \downarrow \downarrow	Historic Downtown US District Court MT ExpoPark & Arena West Bank Park (Choose only 3 of the above)	Eastbound Central Ave W	South side of Central Ave W 3rd S NW intersection MDT ROW 30 mph	New Sign	
55	M1 Roadway Directional	→ → → →	Jaycee Park & Pool US District Court MT ExpoPark & Arena West Bank Park (Choose only 3 of the above)	Westbound Central Ave W	North side of Central Ave W 3rd S NW intersection or further east near rail crossing MDT ROW 30 mph	New Sign	

NO.	SIGN TYPE	DIRECTION	CONTENT	DRIVING DIRECTION	LOCATION SPECIFICS	NOTES	GENERAL SITE PHOTO
56	M1 Roadway Directional	$\begin{array}{c} \uparrow \\ \rightarrow \\ \rightarrow \\ \rightarrow \end{array}$	Anaconda Hills Golf Course Black Eagle Falls Historic Downtown 10th St Walking Bridge (Choose only 3 of the above)	Eastbound Smelter Ave	South side of Smelter Ave Old Havre HWY/10th S NE intersection MDT ROW 30 mph	New Sign Possible incorporation of smaller sign on decorative light posts (refinery ROW)	
					South side of Smelter Ave	Incorporate new sign with existing MDT (green) directional sign	↑ BLACK EAGL ← HAVRE
57	M1 Roadway Directional	← → ↑	MT ExpoPark & Arena Anaconda Hills Golf Course Black Eagle Falls 10th St Walking Bridge (Choose only 3 of the above)	Northbound 10th S NE	East side of 10th S NE Smelter Ave intersection MDT ROW 30 mph	New Sign	
						Consider PED size sign on directional arrow post upright prior to intersection	
58	M1 Roadway Directional	↑ ← →	Historic Downtown Anaconda Hills Golf Course MT ExpoPark & Arena	Southbound Old Havre HWY/ 10th S NE	West side of Old Havre HWY Smelter Ave intersection MDT ROW 30 mph	New Sign	

NO.	SIGN TYPE	DIRECTION	CONTENT	DRIVING DIRECTION	LOCATION SPECIFICS	NOTES	GENERAL SITE PHOTO
61	M1 Roadway Directional	+ + +	Bus Transfer Station Parking Historic Downtown	Eastbound 2nd Ave S	South side 2nd Ave S intersection 4th St S MDT ROW 25-30 mph	New Sign	RES
62	M1 Roadway Directional	\rightarrow	Parking Civic Center/Mansfield Theater	Southbound 5th St S	West side of 5th St S intersection 1st Ave S MDT ROW 25-30 mph	New Sign	
63	M1 Roadway Directional	↑	Anaconda Hills Golf Course Jaycee Park & Pool	Eastbound on Smelter Ave	South side of Smelter Ave intersection 4th St NE MDT ROW 25-30 mph 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 Roadway Directional	→ Black Eagle Falls	Northbound 15th St N	East side of 15th St N N River Rd intersection Cascade County ROW	New Sign	
34	M1 Roadway Directional	↑ Anaconda Hills Golf	Eastbound Smelter Ave	East side of 9th St N River Dr N intersection Cascade County ROW	New Sign	
48	M1 Roadway Directional	→ Wadsworth Park	Northwest bound Central Ave W	Northeast side of Central Ave W 34th S NW T-junction Cascade County ROW	New Sign	
49	P1 Pedestrian Directional Use smaller PED sign to comply with Cascade County Zoning regulations	← Wadsworth Park	Northbound 34th St NW	East side of 34th St NW Wilkinson Rd. T-junction Cascade County ROW	New Sign	
52	M1 Roadway Directional	← Black Eagle Falls	Southbound 15 St N	West side of 15th 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 Pedestrian Directional Face 2 Option:	← ← ← ← ← ← ←	Historic Downtown Civic Center/Mansfield Theater The History Museum Visitor's Center 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 Pedestrian Directional Secondary Option: PED Totem	₹ 2	Historic Downtown The History Museum Side 1: Directional information Side 2: Map	Position in City of Great Falls ROW Near crosswalk either side of River Dr S Sign orientated parallel to 2nd St S Option: 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
	р3	P1 Pedestrian Directional	↓ ↓ ↓ ↓ ↓	Historic Downtown Civic Center/Mansfield Theater Transit Station Broadwater Overlook Park Visitor's Center	Position on History Museum property or within City of Great Falls ROW Exiting Museum property; Sign orientated parallel to 2nd St S	This site has opportunity to use PED Totem with a map	
	p4	P1 Pedestrian Directional Face 2 Option:	$\downarrow \downarrow \uparrow \uparrow \uparrow \downarrow$ $\uparrow \uparrow \uparrow \uparrow \uparrow$	Civic Center/Mansfield Theater River's Edge Trail Parking Transit Station Visitor's Center The History Museum River's Edge Trail Broadwater Bay Park	Position in City of Great Falls ROW Intersection of 2nd St s & 1st Ave S Sign(s) set parallel to 1st Ave S	Opportunities: Utilize Existing Structures if possible: Bus Shelter, benches; pole wraps, utility boxes, etc. This site has opportunity to use PED Totem with a map	The state of the s

_N	10.	SIGN TYPE	DIRECTION	CONTENT	LOCATION SPECIFICS	NOTES	GENERAL SITE PHOTO
p	55	P1 Pedestrian Directional Face 2 Option:	\leftarrow	Welcome to Historic Downtown Civic Center/Mansfield Theater Childrens Museum Paris Gibson Museum Welcome to Historic Downtown Civic Center/Mansfield Theater Childrens Museum Paris Gibson Museum Paris Gibson Museum	Position in City of Great Falls ROW Intersection of 3rd St S and Central Ave Sign(s) set parallel to Central Ave	Opportunity: PED Totem with Map or Kiosk within CMR statue Plaza:	
p	56	P1 Pedestrian Directional Face 2 Option:		North Parking Library South Parking Civic Center/Mansfield Theater Paris Gibson Museum Civic Center/Mansfield Theater River's Edge Trail South Parking Paris Gibson Museum	Position in City of Great Falls ROW Intersection of 4th St S & 1st Ave S Sign(s) set parallel to 1st Ave S	This site has opportunity to use PED Totem with a map near the Transit Station	EMOUNTAIR

NO.	SIGN TYPE	DIRECTION	CONTENT	LOCATION SPECIFICS	NOTES	GENERAL SITE PHOTO
p7	P1 Pedestrian Directional Face 2 Option:	$\uparrow \rightarrow \leftarrow \qquad \uparrow \leftarrow \qquad \uparrow \leftarrow \rightarrow \leftarrow$	Visitor's Center Weissman Walking Bridge Courthouse / Library Historic Downtown Visitor's Center Paris Gibson Museum CM Russell Museum Historic Downtown Courthouse / Library	Position in City of Great Falls ROW Near EXIT of Parking Garage N on sidewalk of 4th S N Sign(s) set parallel to 4th S N		
p8	P1 Pedestrian Directional Face 2 Option:	$\uparrow \lnot \downarrow \downarrow \qquad \uparrow \uparrow \rightarrow \uparrow \qquad \uparrow$	Welcome to Historic Downtown Paris Gibson Museum CM Russell Museum County Courthouse Library Civic Center/Mansfield Theater Childrens Museum County Courthouse Library Visitor's Center	Position in City of Great Falls ROW Intersection of 5th St/Central Ave Sign(s) set parallel to 5th St Opportunity: Position near/behind National Historic Marker sign in sidewalk bump-out	Opportunity to use PED Totem at this location with directional informational and Map	

	10.	SIGN TYPE	DIRECTION	CONTENT	LOCATION SPECIFICS	NOTES	GENERAL SITE PHOTO
1	9	P1 Pedestrian Directional Face 2 Option:	↑ ¬ ↑ ↑ ↑ ↑	Welcome to Historic Downtown Paris Gibson Museum 7 blocks CM Russell Museum 10 blocks Ursuline Centre 16 blocks Welcome to Historic Downtown Childrens Museum Civic Center/ Mansfield Theater Transit Station Visitor's Center	Position in City of Great Falls ROW Intersection of 7th St /Central Ave Sign(s) set parallel to 7th St		
•	510	P1 Pedestrian Directional Face 2 Option:	$\leftarrow \leftarrow \leftarrow \rightarrow \rightarrow \rightarrow$	Rivers Edge Trail CM Russell Museum Historic Downtown Ursuline Centre 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 Sign(s) set parallel to Central Ave	Opportunity: Use PED Totem with Map on corner of Paris Gibson Square property Include walking distance in 'blocks'	
ı	511	P1 Pedestrian Directional Face 2 Option:	↑ \ 	Gibson Park River's Edge Trail Historic Downtown 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 Sign(s) set parallel to 13th St N	New sign	

NO	. SIGN TYPE	DIRECTION	CONTENT		LOCATION SPECIFICS	NOTES	GENERAL SITE PHOTO
p	P1 Pedestrian Directional Face 2 Option:	$\uparrow \uparrow \\ \leftarrow \rightarrow$	Gibson Park Rivers Edge Trail Historic Downtown 10th St Walking Bridge CM Russell Museum	Intersection of 9th St N /4th Ave N	Keep Pedestrians signs to north side of 4th Ave following Northside Historic District signage		
		 	Paris Gibson Museum 10th St Walking Bridge Option on face/top of sign(s): Welcome to Historic Northside				
p ⁻	3 P1 Pedestrian Directional	$\uparrow \uparrow \downarrow \downarrow \downarrow \downarrow$	Gibson Park River's Edge Trail Historic Downtown County Courthouse Library		Position in City of Great Falls ROW Intersection of 5th St N /4th Ave N Sign(s) set parallel to 5th St N	Keep Pedestrians signs to north side of 4th Ave following Northside Historic District signage	1STOP
	Face 2 Option:	↑ 1	CM Russell Museum 10th St Walking Bridge Historic Downtown			Utilize corner of private property apartment building if possible; This location has opportunity to use PED Totem with a map	
			Option on face/top of sign(s): Welcome to Historic Northside				

NO.	SIGN TYPE	DIRECTION	CONTENT	LOCATION SPECIFICS	NOTES	GENERAL SITE PHOTO
p14	P1 Pedestrian Directional	$\uparrow \uparrow \downarrow \downarrow \downarrow$	Gibson Park River's Edge Trail Civic Center/Mansfield Theater Historic Downtown Visitor's Center	Position in City of Great Falls ROW Intersection of Park Dr N /4th Ave N or near Gibson Park Main Entrance at crosswalk Sign set parallel to Park Dr N	This site has opportunity to use PED Totem with a map Opportunity: Position at crosswalk or out of MDT ROW with Northside Historic Dist. sign	
p15	P1 Pedestrian Directional	↑ ↑ ↑ ↑ ↑	Historic Downtown Civic Center/Mansfield Theater Weissman Walking Bridge Visitor's Center	Position in City of Great Falls ROW near Gibson Park Exit Drive Sign set perpendicular to Park Dr N		

_	NO.	SIGN TYPE	DIRECTION	CONTENT	LOCATION SPECIFICS	NOTES	GENERAL SITE PHOTO
	p16	P1 Pedestrian Directional Face 2 Option:	$\begin{array}{c} \uparrow \\ \downarrow \\ \uparrow \\ \downarrow \\ \uparrow \\ \downarrow \\ \uparrow \\ \downarrow \\ \downarrow$	Welcome to Historic Downtown Civic Center/Mansfield Theater Childrens Museum Weissman Walking Bridge River's Edge Trail Visitor's Center Elks Riverside Park Gibson Park Weissman Walking Bridge	Position in City of Great Falls ROW Intersection of Park Dr. N /1st Ave N by crosswalk signal east of Park Dr and north of 1st Ave N Sign set parallel to 1st Ave N	Route Peds to sidewalk on east side of Park Dr. / Cross to west side via Chamber corner only	
	p17	P1 Pedestrian Directional Face 2 Option:	\leftarrow \downarrow \rightarrow \rightarrow \leftarrow \leftarrow \rightarrow \downarrow \downarrow	West Bank Park Electric City Water Park River's Edge Trail Gibson Park Historic Downtown Childrens Museum Electric City Water Park River's Edge Trail Gibson Park	Position in City of Great Falls ROW Intersection of River Dr. N / Central Ave Position near entrance to Weissman Walking Bridge Sign set parallel to River Dr. N	Opportunity: Consider PED Totem this location with Map showing amenities on both sides of river near here.	
	p18	P1 Pedestrian Directional Face 2 Option:	P ← → ← ←	CM Russell Museum County Courthouse Historic Downtown Weissman Walking Bridge Gibson Park Historic Downtown	Position in City of Great Falls ROW on Library property Sign set parallel to 3rd St N	Opportunity: Consider PED Totem this location with Map	

NO.	SIGN TYPE	DIRECTION	CONTENT	LOCATION SPECIFICS	NOTES	GENERAL SITE PHOTO
p19	P1 Pedestrian Directional Face 2 Option:	$\begin{array}{c} \uparrow \\ \leftarrow \\ \uparrow \\ \end{array}$	North Parking Historic Downtown Visitor's Center Paris Gibson Museum CM Russell Museum Historic Downtown	Position in City of Great Falls ROW Intersection 1st Ave N/ 6th St N Sign set parallel to 6th St N		
p20	P1 Pedestrian Directional	^ ^ ^ ^	Welcome to Historic Downtown Electric City Water Park Childrens Museum Civic Center/Mansfield Theater Transit Station	Position in City of Great Falls ROW Intersection 1st Ave S/ 8th St S Sign set parallel to 8th St S		
	Face 2 Option:	↑ ↑ ↓	Welcome to Historic Downtown Paris Gibson Museum Ursuline Centre CM Russell Museum 10th St Walking Bridge			



Implementation

Cost Estimates

52 CITY OF GREAT FALLS WAYFINDING PLAN

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 for equipment rental exceeding one day.)



2701 16th St NE Black Eagle, MT 59414 (406) 315-2700

ESTIMATE EST-1881

More than fast. More than signs. ® fastsigns.com/2310

Payment Terms: Cash Customer

Created Date: 11/5/2020

DESCRIPTION: Reorder: Motorist / Pedestrian / Kiosks / Pedestrian Totem Directional Sign **Bill To:** Great Falls Business Improvement District Pickup At: Great Falls Business Improvement District 318 Central Ave Joan Redeen GREAT FALLS, MT 59401 318 Central Ave

US

GREAT FALLS, MT 59401

Requested By: Joan Redeen Salesperson: Jesse Copenhaver

Email: info@greatfallsbid.com Email: jesse.copenhaver@fastsigns.com Cell Phone: (406) 727-5430

Work Phone: 406-315-2700

NO.	Product Summary	QTY	UNIT PRICE	AMOUNT
1	Motorist Directional Sign	63	\$1,295.647	\$81,625.76
2	Pedestrian Directional Sign	17	\$344.9718	\$5,864.52
3	Kiosks	10	\$1,531.001	\$15,310.01
4	Pedestrian Totem	1	\$880.95	\$880.95
5	Labor / Building / Parts Installation / CNC CUTTING	1	\$23,475.00	\$23,475.00
			Rase Subtotal:	\$127 156 24

(\$9,536.72) Discount: \$1,098.65 **Shipping:** Subtotal: \$118,718.1 Taxes: \$0.00 **Grand Total:** \$118,718.17

nature:	Date:

Page 1 of 1 Generated On: 11/9/2020 10:56 AM



Estimate

DATE	ESTIMATE NO.
10/20/2020	10445

NAME / ADDRESS

CUSHING TERRELL 219 2nd Avenue South Great Falls, MT 59405

	TE	RMS		REP	JOB PACKET#	
	50%DOWN,NE	NET ON INSTALL		KD	J12916	
DESCRIPTION		QTY		COST	Total	
.080 aluminum signs, cut to shape, sized at 18"w x 42"h, with printed copy/graphics reading "DISCOVERGreat Falls" at tl locations and arrows below for wayfinding. Graphics printed 3M white vinyl, with overlaminate for uv protection. Price will larger quantities.	he top, and on reflective		1	332.50	332.50	
Installation of wayfinding sign above. Includes hole digger, coassembling and installation. If unforseen circumstances are en will increase. (buried old concrete or debris unknown undergrand reakways are additional, see below.	countered, price		1	767.00	767.00	
.080 aluminum signs, cut to shape, sized at 5'w x 4'h, with dig copy/graphics reading "DISCOVERGreat Falls" at the top, a and arrows below for directions. Graphics printed on reflectivityl, with overlaminate for uv protection. Price will decrease quantities	and locations we 3M white		1	1,232.00	1,232.00	
Installation of motorist directional sign above. Includes hole dassembling and installation. If unforseen circumstances are en will increase. (buried old concrete or debris unknown undergrand breakaways are additional, see below.	countered, price		1	1,998.20	1,998.20	
10' length, 2" X 2" galvanized square posts. Shipping for qty of 30 posts. (shipping not marked up) Breakaway bases(as of 2:15pm 10/20, vendor has not quote Shipping on breakaway bases.	ed)		30	62.00 530.00 0.00	1,860.00 530.00 0.00 0.00	
Signage Permit Feeto be determined				0.00	0.00	
Unforseen circumstances may add additional costs. Estimates	s good for 90 days.			Phone #	Web Site	
		ļ		406-452-1603	www.catgraphics.net	

53 > CITY OF GREAT FALLS WAYFINDING PLAN

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/or improved to a compliant condition, MDT may remove them.

[See Appendix for MDT Controlled Routes]



APPENDIX

Reference Maps

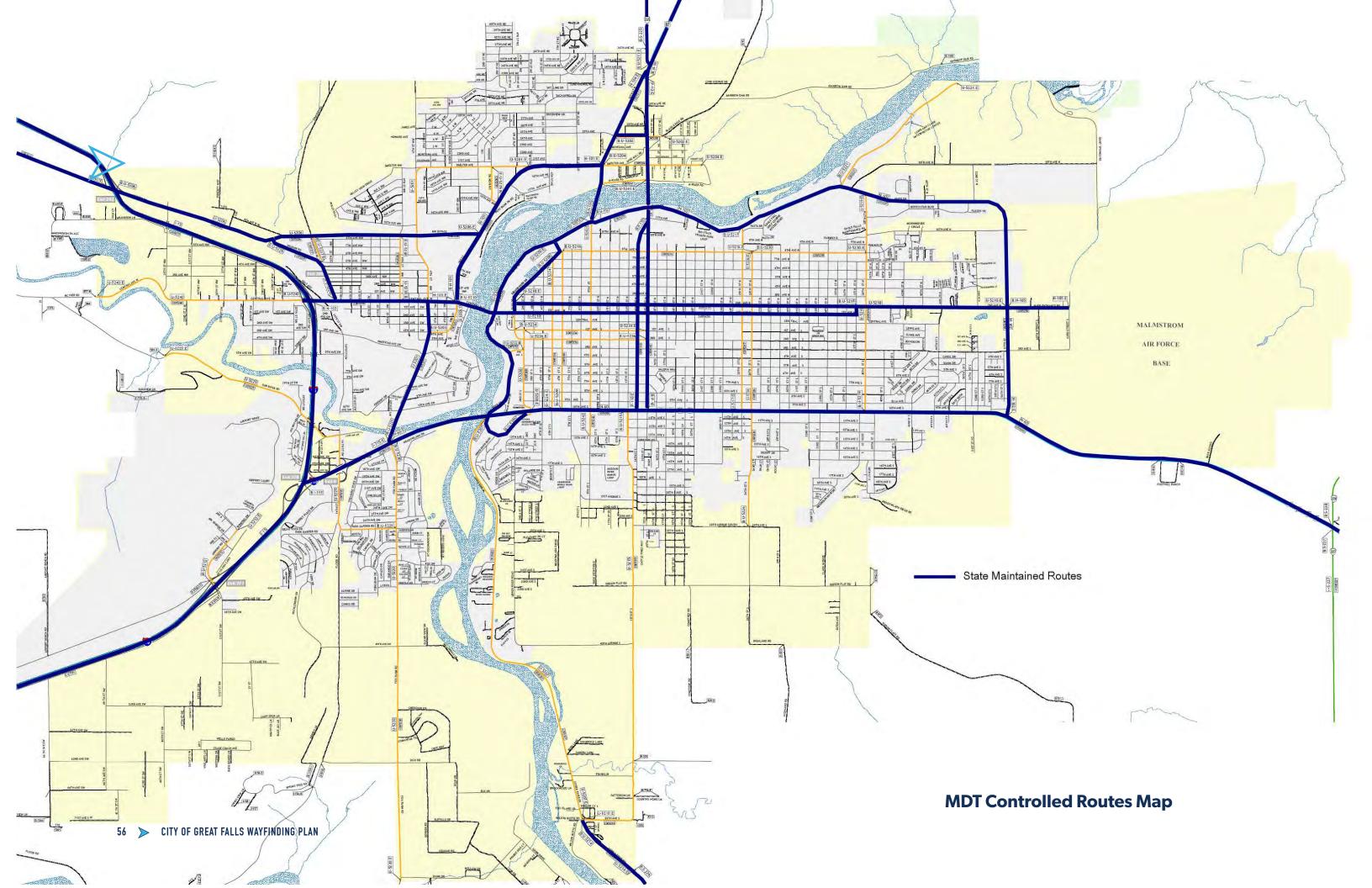
Design Drawings

Proposed Designs

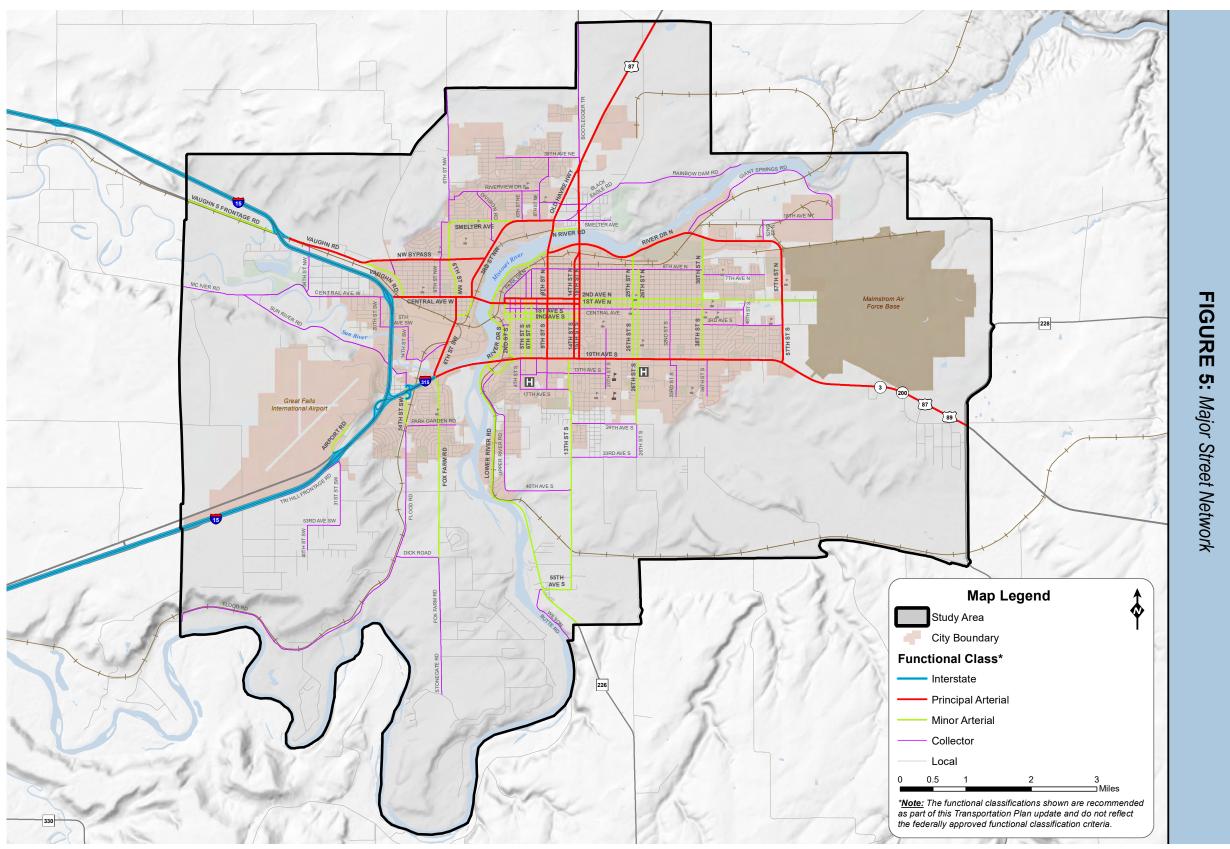
Community Remarks

Survey Results

Online Public Outreach



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





DESIGN DOCUMENTS

GREAT FALLS WAYFINDING PLAN

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

CONTENTS:

Graphic Standards	
Sign Fabrication	
Sign Family Overview	
Motorist Directional Signage	
Motorist Directional Sign Panel	(
Pedestrian Directional Sign & Panel	-
Pedestrian Totem & Sign Panel	8
Kiosk	
Accessibility Features](



219 2nd Avenue South Great Falls, MT 59405 406.452.3321

cushingterrell.com

GRAPHIC STANDARDS

SIGN MATERIALS / COLOR PALETTE

1234567890

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.

<	W White	Wr White Reflective <	B Light Blue <	N Navy Blue	K Black	A Aluminum
COLOR	White	MP18071	Color match: C66 M10 Y1 K0 Pantone 298C	Color match: C100 M85 Y35 K35 Pantone 648C	Deep Black Color match: k100	
MATERIAL/ PROCESS	TBD	TBD	TBD	TBD	Powder Coat; prismatic powder	Metal

All retro-reflective vinyl material to receive UV/Anti-Graffiti over-laminate, or owner approved equal.

All painted surfaces to receive Matthews Paint Ultraviolet (UV) and Anti-Graffitti coating, or owner approved equal.

	TYPOGRAPHY Fabricator is responsible for acquiring project related fonts. No substitute typefaces will be accepted. Set kerning tracks to visually approximate sign drawings. Kerning shown may vary from exact kerning used to create sign	ARTWORK All artwork shown here shall be provided by Project Owner as electro	onic vector art.	
SIGN TYPE	drawings. Refer to specific applications for type sizes and leading requirements.	SIGN LOGO GRAPHIC	SIGN FACE GRAPHIC	ICONS
PEDESTRIAN	DIN Schrift - 1451 Engschrift AaBbCcDdEeFfGgHhliJjKkLl MmNnOoPpQqRrSsTtUuVv WwXxYyZz	DISCOVER Great Falls	Great Falls	新
	1234567890			★ □ ← 0 ?
		Single Color Graphic DISCOVER Great Falls		→ ← ↑ 7 F
OTORIST	Mission Gothic - Regular ΛοΒΑΓοΕΓΩΑΗΑΙΙΙΚΑΙΙ	Sign Topper	DISCOVER Great Falls	Arrows -Typical Montana Department of Transportation standard
	AaBbCcDdEeFfGgHhliJjKkLl MmNnOoPpQqRrSsTtUuV WwXxYyZz	Great Falls		

Cushing Terrell

cushingterrell.com

GENERAL NOTES

These drawings illustrate design intent only and are not for construction. All final engineering and conditions of the project are the responsibility of the contractor. Contractor shop drawings must be submitted for approval, prior to proceeding with fabrication.

The quality of fit and finish on the final product must meet or exceed the requirements of these design intent documents. Any variations to design, materials, or fabrication methods must be approved by the Owner or Representative.

- Scaled examples shown are for reference only, and do not necessarily reflect actual site conditions. Detailed site surveys may be required prior to fabrication and installation.
- Sign messaging should be referenced to the Sign Schedule. Messages shown here are for general reference
- Color systems should be referenced within these drawings for actual specifications. Colors shown are for reference only.

Fabrication

- All welds shall be ground smooth, paint all seams.
- All exposed hardware shall be tamper proof fasteners.
- All exposed edges painted to match adjacent face.

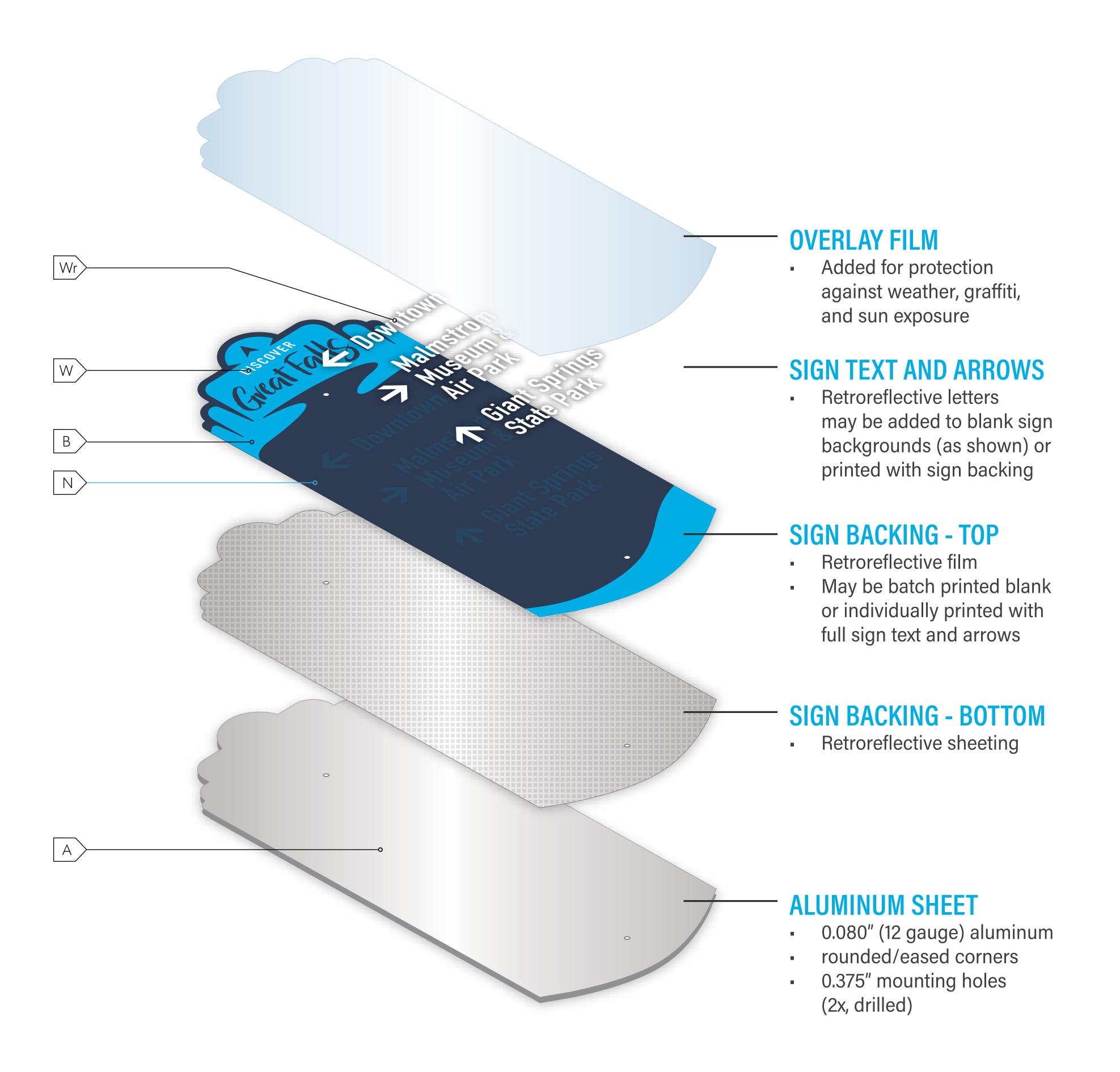
Great Falls Business Improvement District GREAT FALLS, MONTANA

GREAT FALLS WAYFINDING PL

DESIGN INTENT DRAWINGS

NOVEMBER 2020

SIGN FABRICATION



Cushing Terrell.

GENERAL NOTES

FABRICATION NOTES:

7-10 YRS

SIGN PANEL

sign shown.

NOTES:

LIFE-CYCLE OF SIGN PANEL IMAGE:

MATERIAL: .080 gauge aluminum

high intensity prismatic reflective vinyl:

Design illustrates possible mounting and/

or mounting hardware appearance and are

for reference only. All hardware to be sized

by contractor. Shop drawing submittals shall detail the actual hardware and connections.

All connections must be designed for all

applicable loads. Shop drawings shall not

compromise the visual appearance of the

These details for reference only; Use

artwork files for sign copy editing and

printing; See Sign Schedule for sign

For destination names that exceed given

dimensions/limits, adjust kerning and/

or text height; Any adjustments to text

kerning and/or height to be approved by Owner before printing

copy, icons or symbols

EDGES: routed, finished smooth

GRAPHICS: printed latex on

(ATSM D4956-04 /Type IV)

Visibility at night: 1,000 ft

These drawings illustrate design intent only and are not for construction. All final engineering and conditions of the project are the responsibility of the contractor. Contractor shop drawings must be submitted for approval, prior to proceeding with fabrication.

The quality of fit and finish on the final product must meet or exceed the requirements of these design intent documents. Any variations to design, materials, or fabrication methods must be approved by the Owner or Representative.

- Scaled examples shown are for reference only, and do not necessarily reflect actual site conditions. Detailed site surveys may be required prior to fabrication and installation.
- Sign messaging should be referenced to the Sign Schedule. Messages shown here are for general reference
- be referenced within these drawings for actual specifications. Colors shown are for reference only.

Color systems should

Fabrication

- All welds shall be ground smooth, paint all seams.
- All exposed hardware shall be tamper proof fasteners.
- All exposed edges painted to match adjacent face.

Great Falls Business Improvement District GREAT FALLS, MONTANA

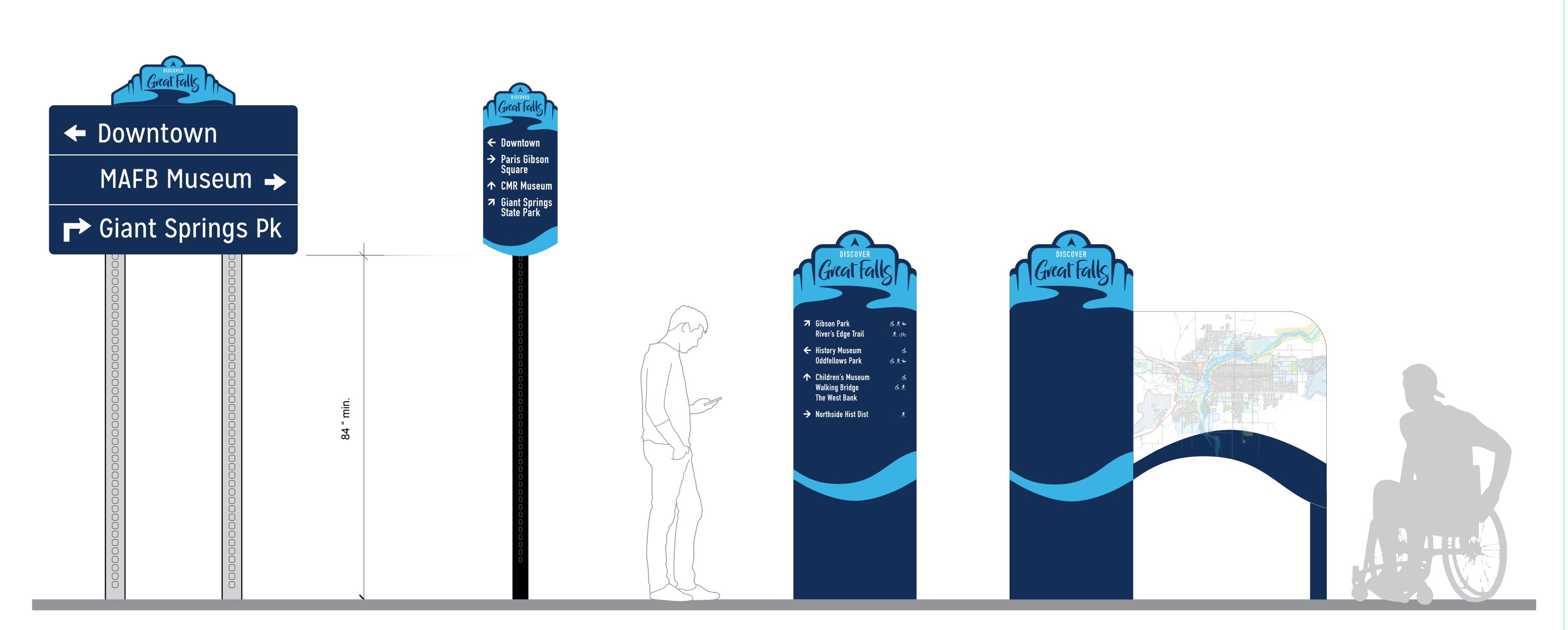
GREAT FALLS WAYFINDING PL

DESIGN INTENT DRAWINGS

NOVEMBER 2020

SIGN FAMILY OVERVIEW

M1 | Motorist Directional Sign



P2 | Pedestrian Totem

K1 | Kiosk

P1 | Pedestrian Directional Sign

Cushing Terrell.

cushingterrell.com

GENERAL NOTES

These drawings illustrate design intent only and are not for construction. All final engineering and conditions of the project are the responsibility of the contractor. Contractor shop drawings must be submitted for approval, prior to proceeding with fabrication.

The quality of fit and finish on the final product must meet or exceed the requirements of these design intent documents. Any variations to design, materials, or fabrication methods must be approved by the Owner or Representative.

- Scaled examples shown are for reference only, and do not necessarily reflect actual site conditions. Detailed site surveys may be required prior to fabrication and installation.
- Sign messaging should be referenced to the Sign Schedule. Messages shown here are for general reference
- be referenced within these drawings for actual specifications. Colors shown are for reference only.

Color systems should

Fabrication

- All welds shall be ground smooth, paint all seams.
- All exposed hardware shall be tamper proof fasteners.
- All exposed edges painted to match adjacent face.

Great Falls Business Improvement District GREAT FALLS, MONTANA

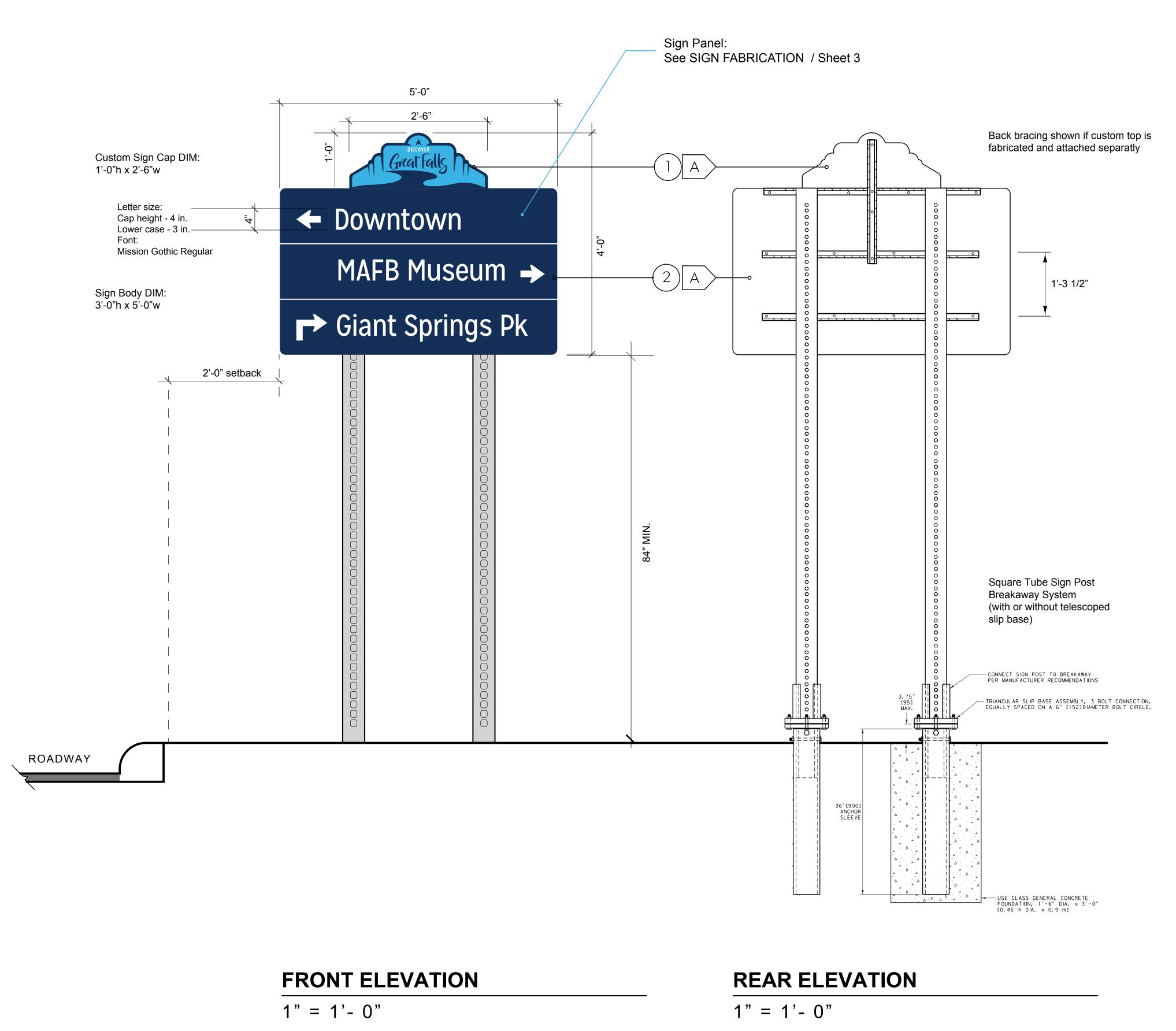
GREAT FALLS WAYFINDING PL

DESIGN INTENT DRAWINGS

NOVEMBER 2020

MOTORIST DIRECTIONAL SIGNAGE

Community Wayfinding Sign | MUTCD/MDT Standard with Custom Cap



POST FOUNDATION AND BREAK AWAY SYSTEM AS PER MDT SPECIFICATIONS TELESCOPED SQUARE TUBES SIGN POST INSTALLATION ON SLIP BASE AS NOTED BY THE STAR SYMBOL ON THE LOCATION AND SPECIFICATION SHEETS. - CONNECT SIGN POST TO BREAKAWAY PER MANUFACTURER RECOMMENDATIONS TRIANGULAR SLIP BASE ASSEMBLY, 3 BOLT CONNECTION, EQUALLY SPACED ON A 6" [152]DIAMETER BOLT CIRCLE. - INSERT SLIP BASE INTO ANCHOR SLEEVE PER MANUFACTURER RECOMMENDATION 36"[900] ANCHOR SLEEVE SINGLE HEAVY DUTY 3" [76]SOUARE NON-PERFORATED BREAKAWAY ANCHOR *** - USE CLASS GENERAL CONCRETE FOUNDATION, 1'-6" DIA. x 3'-0" [0.45 m DIA. x 0.9 m] * SHIM AS REQUIRED PER MANUFACTURER RECOMMENDATION TO TAKE UP TOLERANCE BETWEEN SLIP BASE STUB AND ANCHOR SLEEVE.

FABRICATION NOTES:

1. SIGN TOPPER

MATERIAL: .080 gauge aluminum sign blank; custom shape EDGES: routed, finished smooth GRAPHICS: printed latex on high intensity prismatic reflective vinyl COATING: 3m clear laminate with UV protection and scratch resistance FASTENERS: 1" drive rivets, 3/8" shaft

2. SIGN PANEL

MATERIAL: .080 gauge aluminum sign blank (MUTCD standard) EDGES: routed, finished smooth GRAPHICS: printed latex on high intensity prismatic reflective vinyl COATING: 3m clear laminate with UV protection and scratch resistance FASTENERS: 1" drive rivets, 3/8" shaft

3. POST

MATERIAL: 2" square galvanized steel tubing with perforated holes on all four sides

4. POST ANCHOR

Breakaway System; verify location

5. RIVETS

Tamper-proof blind rivets; contractor to determine size; locate rivets a minimum of 3" from edge of sign and where least likely to obscure sign message MATERIAL: stainless steel

Design illustrates possible mounting and/ or mounting hardware appearance and are for reference only. All hardware to be sized by contractor. Shop drawing submittals shall detail the actual hardware and connections. All connections must be designed for all applicable loads. Shop drawings shall not compromise the visual appearance of the sign shown.

NOTES:

- These details for reference only; Use artwork files for sign copy editing and printing; See Sign Schedule for sign copy, icons or symbols
- For destination names that exceed given dimensions/limits, adjust kerning and/ or text height; Any adjustments to text kerning and/or height to be approved by Owner before printing

GENERAL NOTES

These drawings illustrate design intent only and are not for construction. All final engineering and conditions of the project are the responsibility of the contractor. Contractor shop drawings must be submitted for approval, prior to proceeding with fabrication.

Cushing Terrell.

cushingterrell.com

The quality of fit and finish on the final product must meet or exceed the requirements of these design intent documents. Any variations to design, materials, or fabrication methods must be approved by the Owner or Representative.

- Scaled examples shown are for reference only, and do not necessarily reflect actual site conditions. Detailed site surveys may be required prior to fabrication and installation.
- Sign messaging should be referenced to the Sign Schedule. Messages shown here are for general reference
- Color systems should be referenced within these drawings for actual specifications. Colors shown are for reference only.

Fabrication

- All welds shall be ground smooth, paint all seams.
- All exposed hardware shall be tamper proof fasteners.
- All exposed edges painted to match adjacent face.

WAYFINDING

Great Falls Business Improvement GREAT FALLS, MONTANA

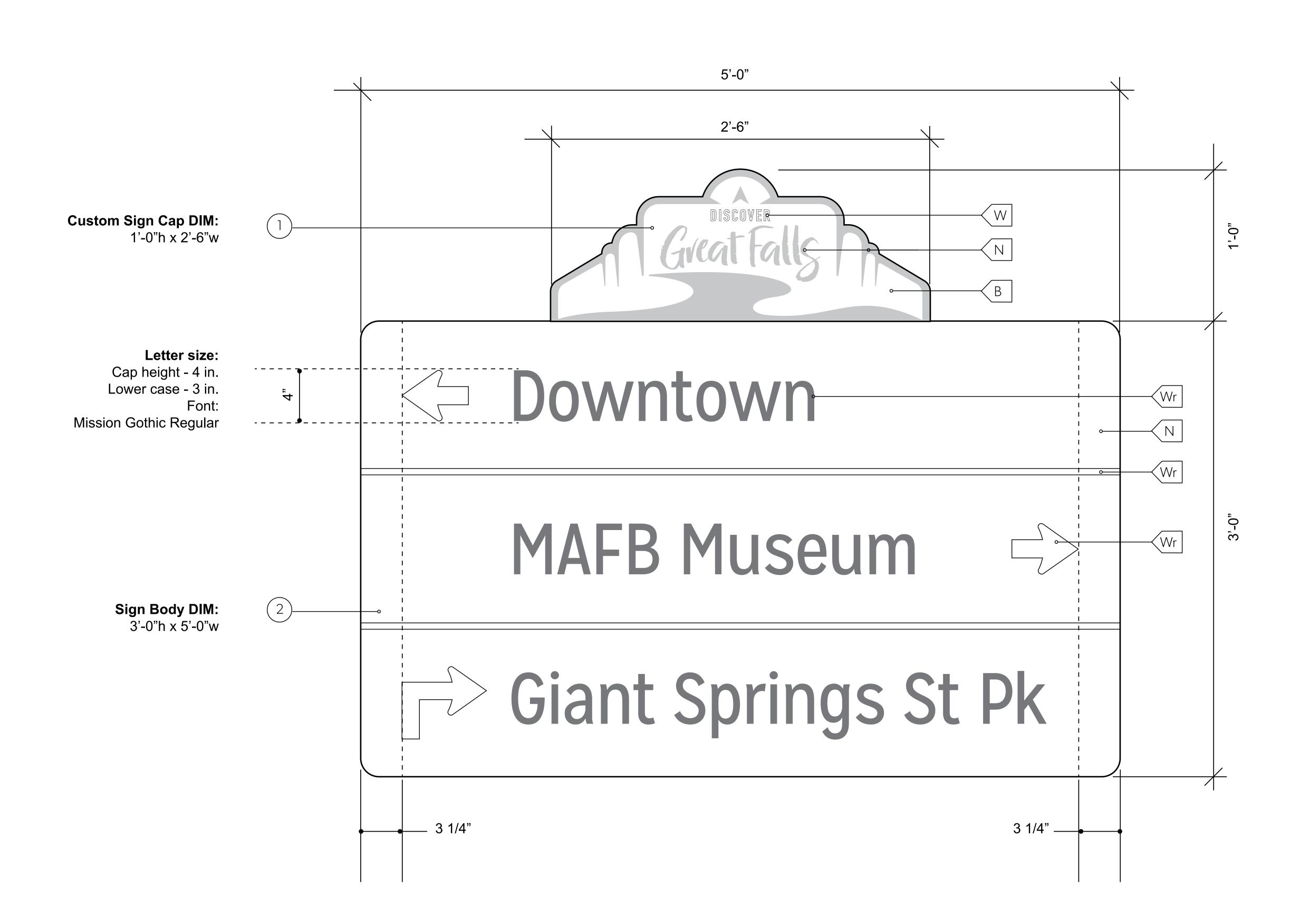
GREAT

DESIGN INTENT DRAWINGS

NOVEMBER 2020

MOTORIST DIRECTIONAL SIGNAGE

Community Wayfinding Sign | MUTCD/MDT Standard with Custom Cap



Cushing Terrell.

cushingterrell.com

FABRICATION NOTES:

1. SIGN TOPPER

MATERIAL: .080 gauge aluminum sign blank; custom shape EDGES: routed, finished smooth GRAPHICS: printed latex on high intensity prismatic reflective vinyl COATING: 3m clear laminate with UV protection and scratch resistance FASTENERS: 1" drive rivets, 3/8" shaft

2. SIGN PANEL

MATERIAL: .080 gauge aluminum sign blank (MUTCD standard) EDGES: routed, finished smooth GRAPHICS: printed latex on high intensity prismatic reflective vinyl COATING: 3m clear laminate with UV protection and scratch resistance FASTENERS: 1" drive rivets, 3/8" shaft

POST

MATERIAL: 2" square galvanized steel tubing with perforated holes on all four sides

POST ANCHOR Breakaway System; verify location

RIVETS

Tamper-proof blind rivets; contractor to determine size; locate rivets a minimum of 3" from edge of sign and where least likely to obscure sign message MATERIAL: stainless steel

Design illustrates possible mounting and/ or mounting hardware appearance and are for reference only. All hardware to be sized by contractor. Shop drawing submittals shall detail the actual hardware and connections. All connections must be designed for all applicable loads. Shop drawings shall not compromise the visual appearance of the sign shown.

NOTES:

- These details for reference only; Use artwork files for sign copy editing and printing; See Sign Schedule for sign copy, icons or symbols
- For destination names that exceed given dimensions/limits, adjust kerning and/ or text height; Any adjustments to text kerning and/or height to be approved by Owner before printing

GENERAL NOTES

These drawings illustrate design intent only and are not for construction. All final engineering and conditions of the project are the responsibility of the contractor. Contractor shop drawings must be submitted for approval, prior to proceeding with fabrication.

The quality of fit and finish on the final product must meet or exceed the requirements of these design intent documents. Any variations to design, materials, or fabrication methods must be approved by the Owner or Representative.

- Scaled examples shown are for reference only, and do not necessarily reflect actual site conditions. Detailed site surveys may be required prior to fabrication and installation.
- Sign messaging should be referenced to the Sign Schedule. Messages shown here are for general reference
- be referenced within these drawings for actual specifications. Colors shown are for reference only.

• Color systems should

Fabrication

- All welds shall be ground smooth, paint all seams.
- All exposed hardware shall be tamper proof fasteners.
- All exposed edges painted to match adjacent face.

GREAT FALLS WAYFINDING PL

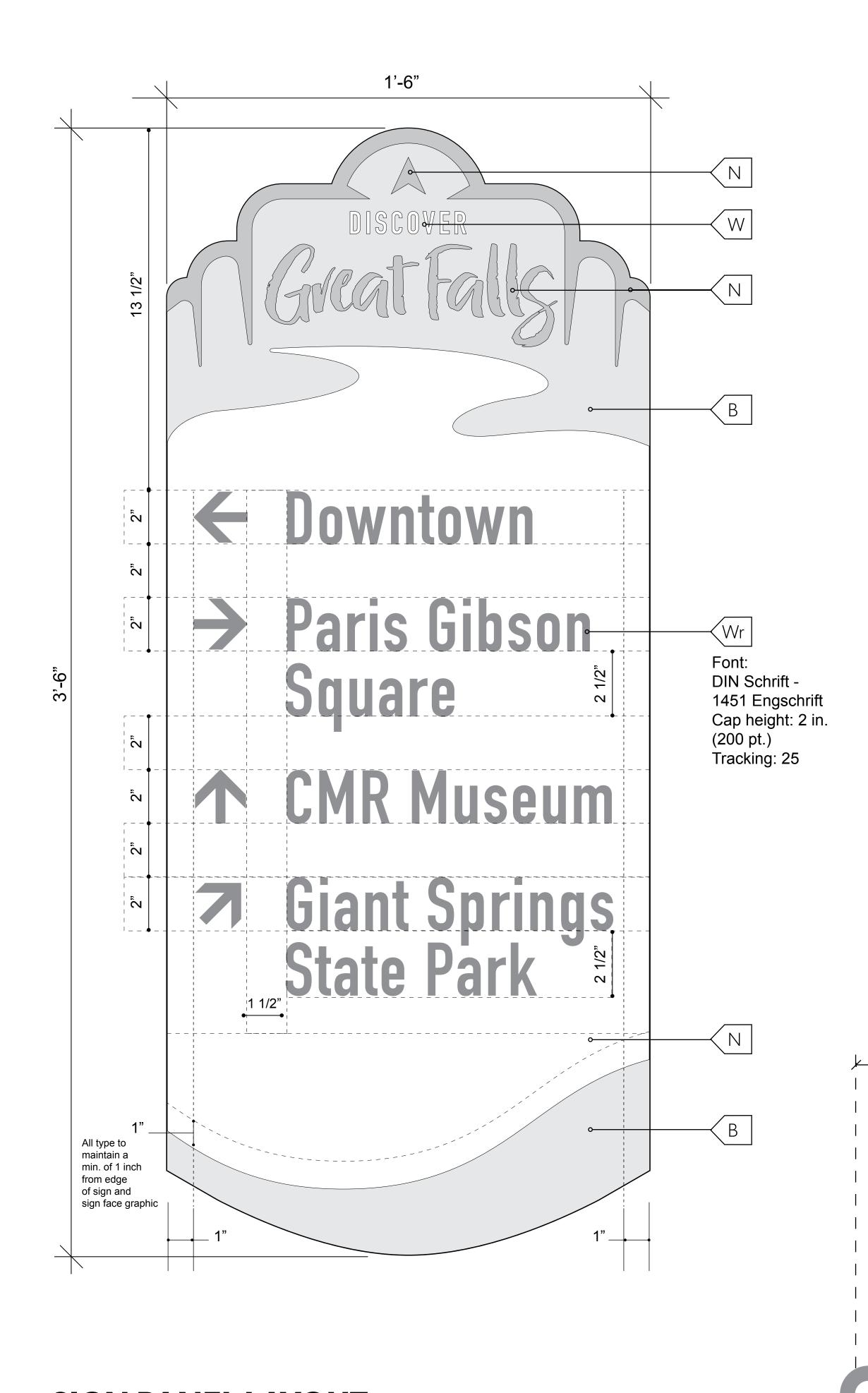
Great Falls Business Improvement District GREAT FALLS, MONTANA

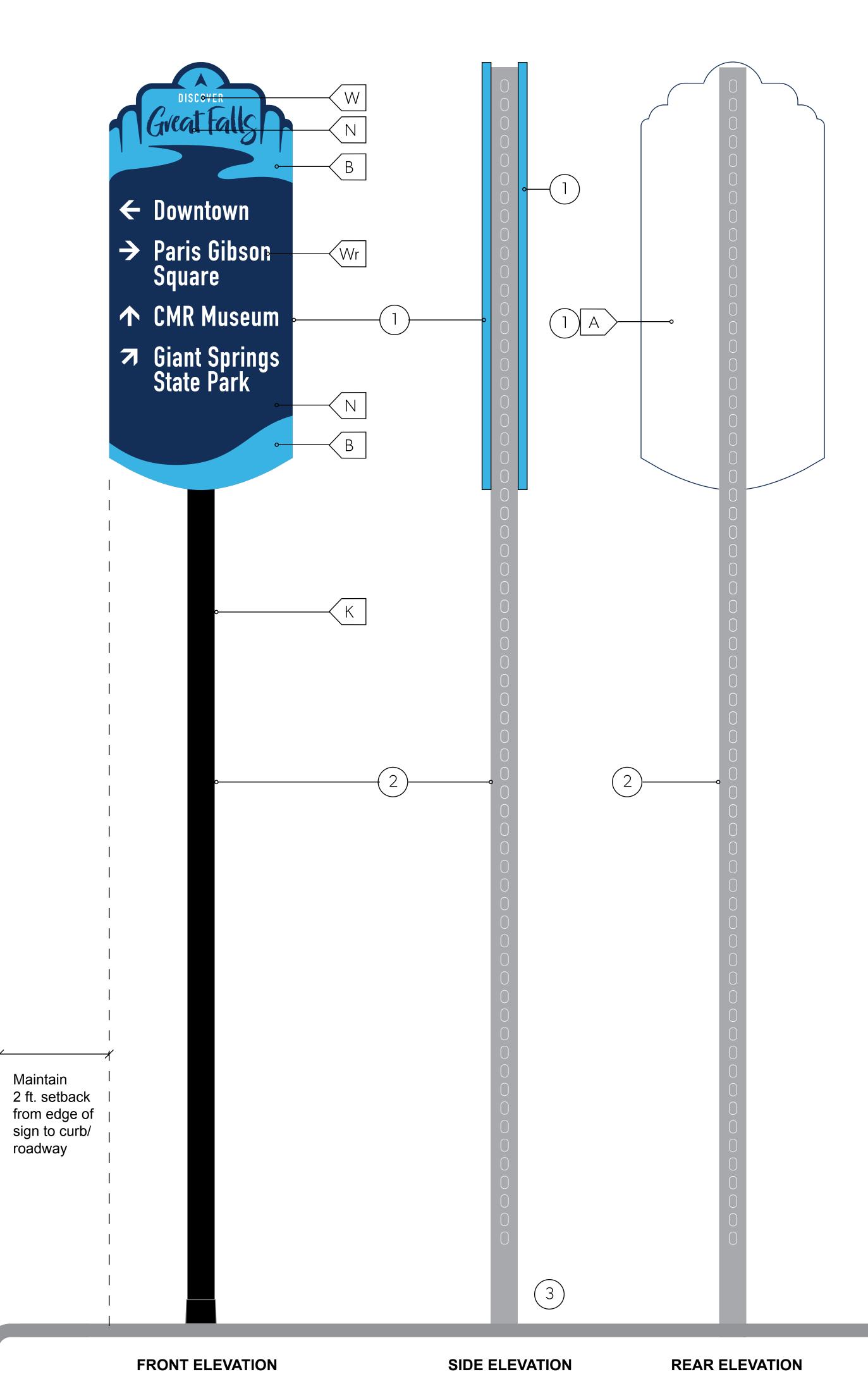
DESIGN INTENT DRAWINGS

NOVEMBER 2020



PEDESTRIAN DIRECTIONAL SIGNAGE





showing double sign

FABRICATION NOTES:

1. SIGN PANEL

MATERIAL: .080 gauge aluminum sign blank; custom shape EDGES: routed, finished smooth GRAPHICS: printed latex on high intensity prismatic reflective vinyl COATING: 3m clear laminate with UV protection and scratch resistance

2. POST

MATERIAL: 2" square galvanized steel tubing with perforated holes on all four

FASTENERS: 1" drive rivets, 3/8" shaft

or 2" square steel tubing, powder coated Black (K) to match Downtown Great Falls Streetscape Plan.

or attached to existing street lamp posts via recommended mounting system as directed by City of Great Falls.

3. POST ANCHOR

2-1/4" drivable anchor or breakaway post; verify location

RIVETS

Tamper-proof blind rivets; contractor to determine size; locate rivets a minimum of 3" from edge of sign O.C., and where least likely to obscure sign message MATERIAL: stainless steel

All attachment details to be verified and engineered by contractor.

Design illustrates possible mounting and/ or mounting hardware appearance and are for reference only. All hardware to be sized by contractor. Shop drawing submittals shall detail the actual hardware and connections. All connections must be designed for all applicable loads. Shop drawings shall not compromise the visual appearance of the sign shown.

NOTES:

- These details for reference only; Use artwork files for sign copy editing and printing; See Sign Schedule for sign copy, icons or symbols
- For destination names that exceed given dimensions/limits, adjust kerning and/ or text height; Any adjustments to text kerning and/or height to be approved by Owner before printing

These drawings illustrate design intent only and are not for construction. All final engineering and conditions of the project are the responsibility of the contractor. Contractor shop drawings must be submitted for approval, prior to proceeding with fabrication.

Cushing Terrell.

cushingterrell.com

GENERAL NOTES

The quality of fit and finish on the final product must meet or exceed the requirements of these design intent documents. Any variations to design, materials, or fabrication methods must be approved by the Owner or Representative.

- Scaled examples shown are for reference only, and do not necessarily reflect actual site conditions. Detailed site surveys may be required prior to fabrication and installation.
- Sign messaging should be referenced to the Sign Schedule. Messages shown here are for general reference
- Color systems should be referenced within these drawings for actual specifications. Colors shown are for reference only.

Fabrication

- All welds shall be ground smooth, paint all seams.
- All exposed hardware shall be tamper proof fasteners.
- All exposed edges painted to match adjacent face.

GREAT FALLS WAYFINDING PL

Great Falls Business Improvement District GREAT FALLS, MONTANA

DESIGN INTENT DRAWINGS

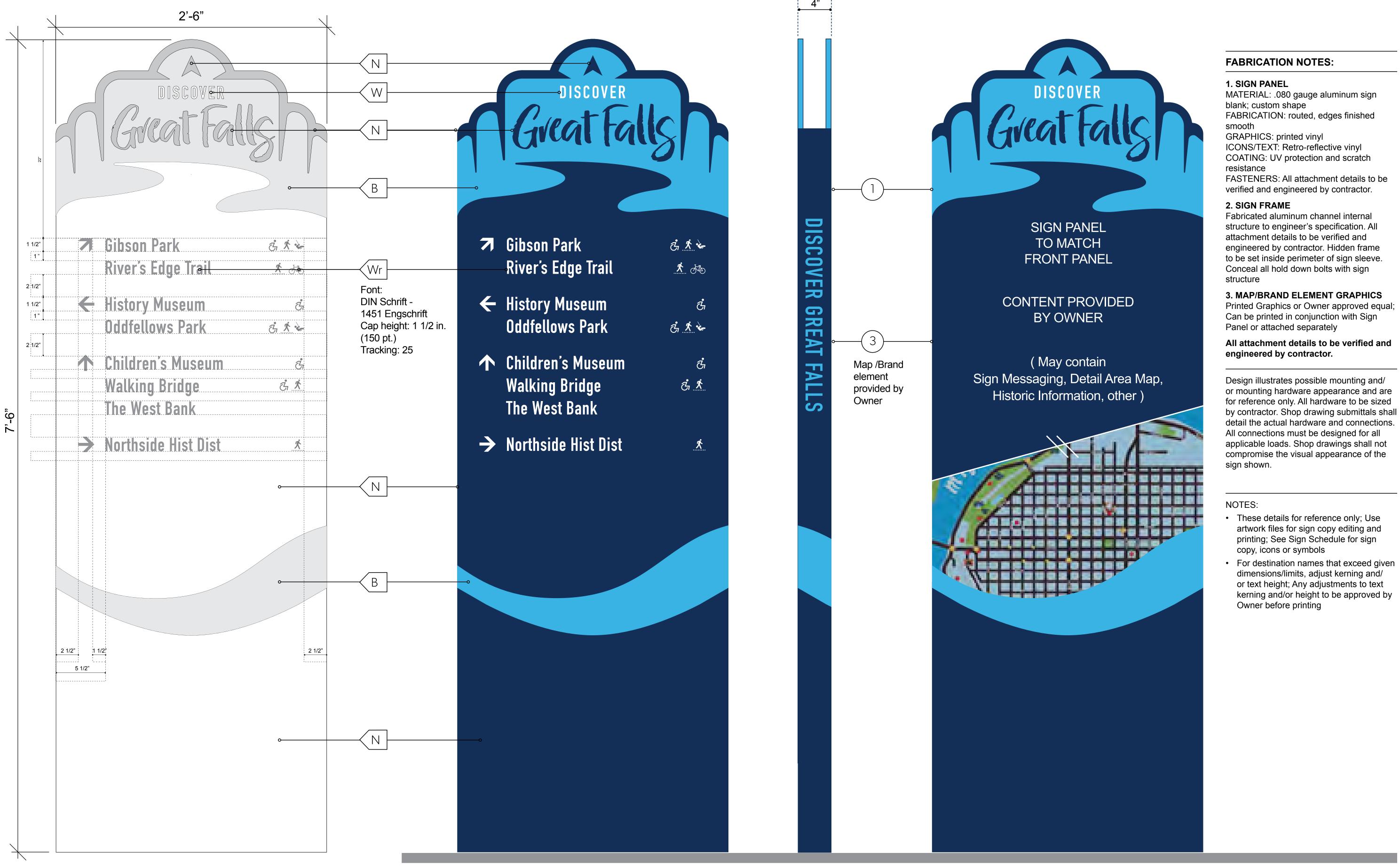
NOVEMBER 2020

SHEET

SIGN PANEL LAYOUT

showing single sign

PEDESTRIAN TOTEM



SIGN PANEL LAYOUT SIDE ELEVATION FRONT ELEVATION **REAR ELEVATION**

Cushing Terrell

cushingterrell.com

GENERAL NOTES

These drawings illustrate design intent only and are not for

final product must meet or exceed the requirements of these design

- for reference only, and do not necessarily reflect actual site conditions. Detailed site surveys may be required prior to fabrication and installation.
- be referenced to the Sign

kerning and/or height to be approved by

construction. All final engineering and conditions of the project are the responsibility of the contractor. Contractor shop drawings must be submitted for approval, prior to proceeding with fabrication. The quality of fit and finish on the

intent documents. Any variations to design, materials, or fabrication methods must be approved by the Owner or Representative. • Scaled examples shown are

- Sign messaging should Schedule. Messages shown here are for general reference
- Color systems should be referenced within these drawings for actual specifications. Colors shown are for reference only.

Fabrication

- All welds shall be ground smooth, paint all seams.
- All exposed hardware shall be tamper proof fasteners.
- All exposed edges painted to match adjacent face.

7 **WAYFINDING**

GREAT FALLS

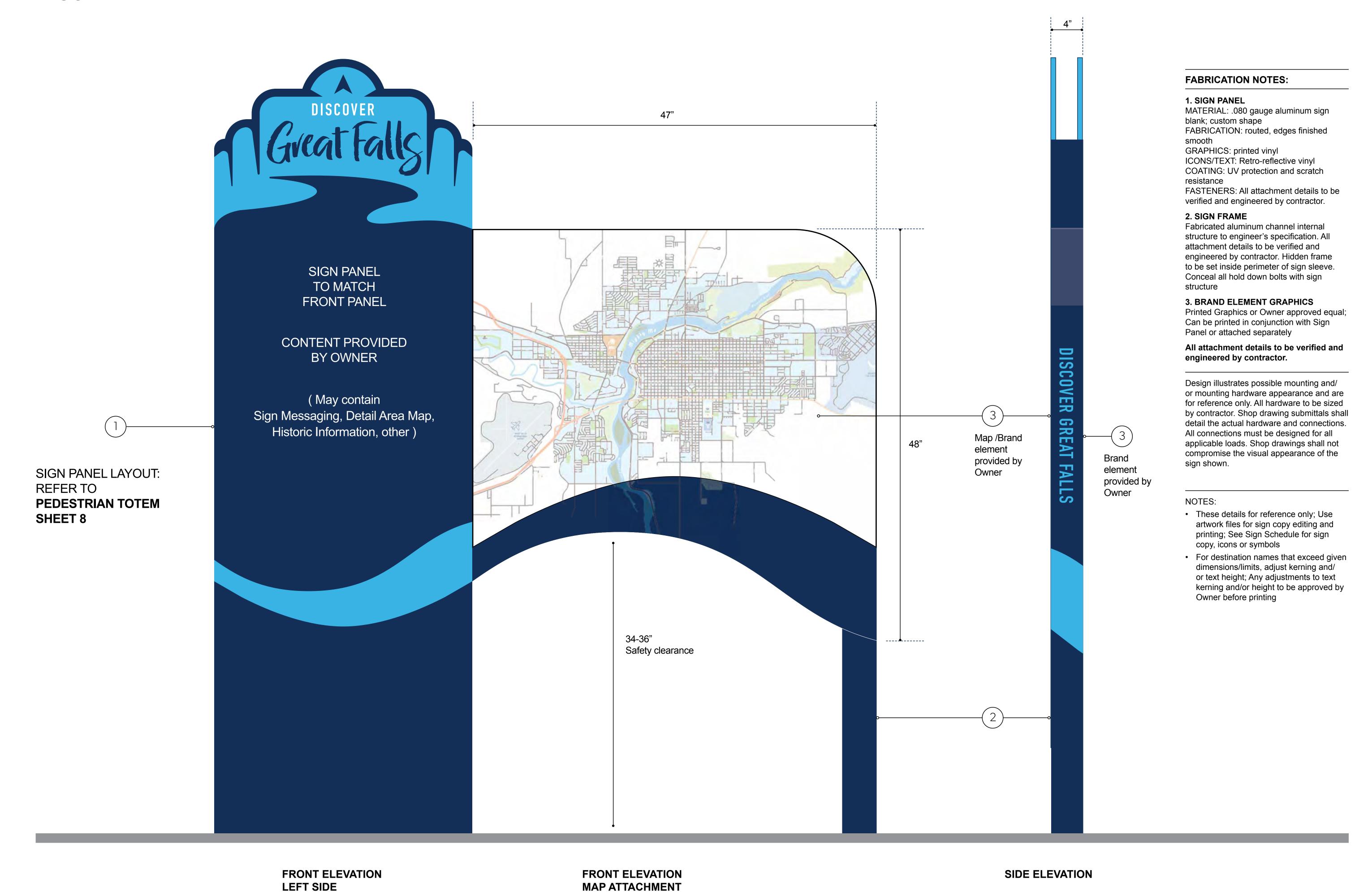
Great Falls Business Improvement District GREAT FALLS, MONTANA

DESIGN INTENT DRAWINGS

NOVEMBER 2020

SHEET

8



Cushing Terrell

cushingterrell.com

GENERAL NOTES

These drawings illustrate design intent only and are not for construction. All final engineering and conditions of the project are the responsibility of the contractor. Contractor shop drawings must be submitted for approval, prior to proceeding with fabrication.

The quality of fit and finish on the final product must meet or exceed the requirements of these design intent documents. Any variations to design, materials, or fabrication methods must be approved by the Owner or Representative.

- Scaled examples shown are for reference only, and do not necessarily reflect actual site conditions. Detailed site surveys may be required prior to fabrication and installation.
- Sign messaging should be referenced to the Sign Schedule. Messages shown here are for general reference
- Color systems should be referenced within these drawings for actual specifications. Colors shown are for reference only.

Fabrication

- All welds shall be ground smooth, paint all seams.
- All exposed hardware shall be tamper proof fasteners.
- All exposed edges painted to match adjacent face.

Great Falls Business Improvement District GREAT FALLS, MONTANA

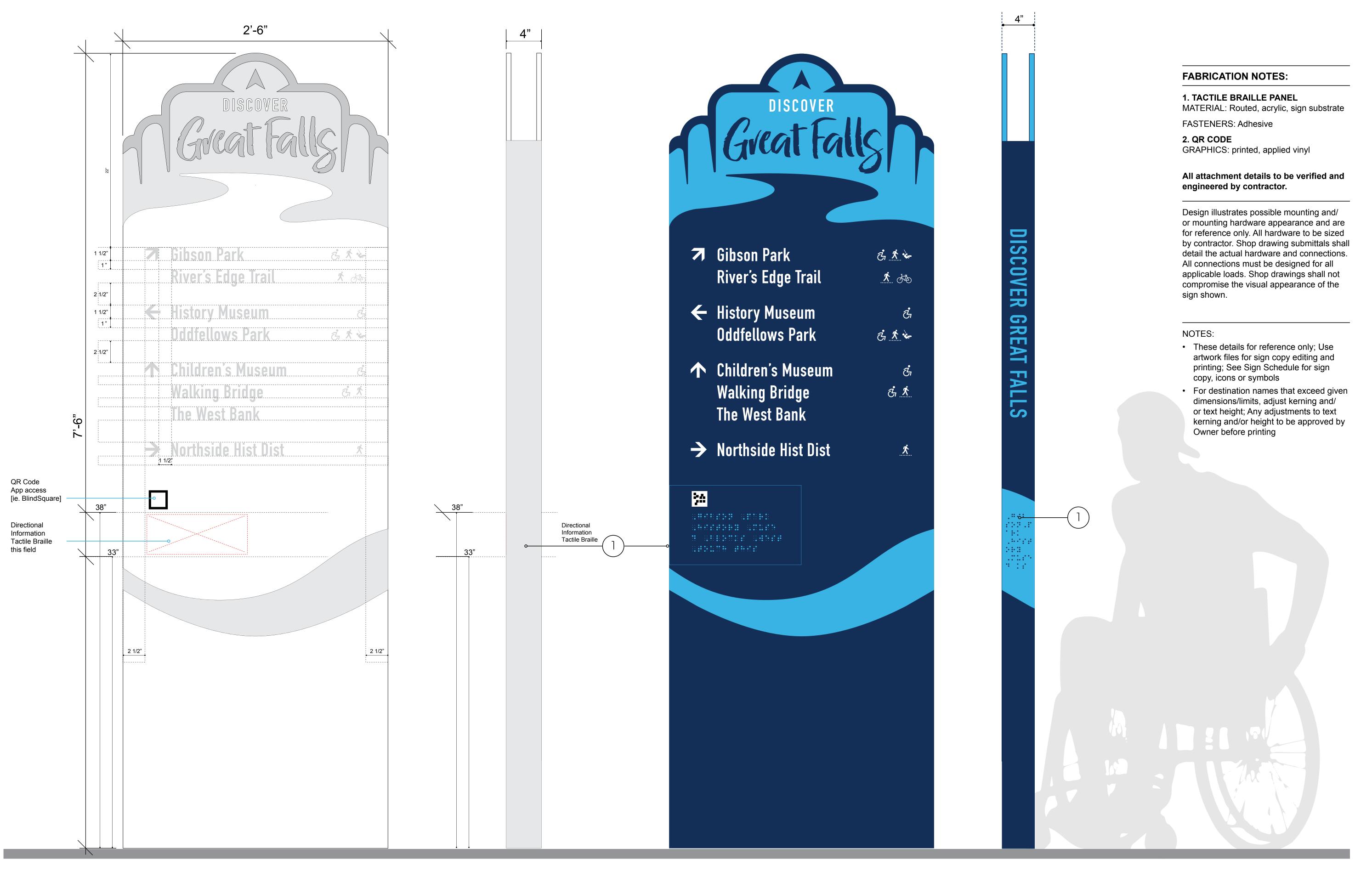
GREAT FALLS WAYFINDING PL

DESIGN INTENT DRAWINGS

NOVEMBER 2020



ACCESSIBILITY FEATURES | Typical to PED Totem and Kiosk



FACE ELEVATION SIDE ELEVATION FACE ELEVATION SIDE ELEVATION

Cushing Terrell.

cushingterrell.com

GENERAL NOTES

These drawings illustrate design intent only and are not for construction. All final engineering and conditions of the project are the responsibility of the contractor. Contractor shop drawings must be submitted for approval, prior to proceeding with fabrication.

The quality of fit and finish on the final product must meet or exceed the requirements of these design intent documents. Any variations to design, materials, or fabrication methods must be approved by the Owner or Representative.

- Scaled examples shown are for reference only, and do not necessarily reflect actual site conditions. Detailed site surveys may be required prior to fabrication and installation.
- Sign messaging should be referenced to the Sign Schedule. Messages shown here are for general reference only.
- Color systems should be referenced within these drawings for actual specifications. Colors shown are for reference only.

Fabrication

- All welds shall be ground smooth, paint all seams.
- All exposed hardware shall be tamper proof fasteners.
- All exposed edges painted to match adjacent face.

GREAT FALLS WAYFINDING PLAN

Great Falls Business Improvement District GREAT FALLS, MONTANA

DESIGN INTENT DRAWINGS

NOVEMBER 2020

SHEET

10

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.

example:

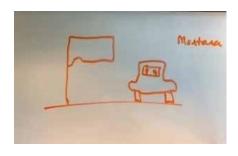
organized



Square with gentle corners (like a nerd 'square') "We generally don't think 'outside the box' but we are bendable/ moldable



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**

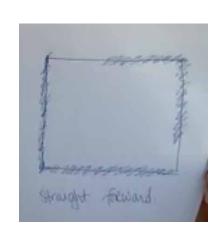


Water/Falls/River/Dams/Natural iconic Movement
Getting us Moving (forward)
getting people out and exploring our community



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



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.

organized



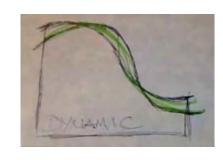
Square with gentle corners (like a nerd 'square') "We generally don't think 'outside the box' but we are bendable/moldable



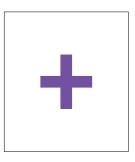
Shape of **Montana**/ unique shape (speaks MT) hard working / enjoy recreating



Circle (loosely) Connected, dynamic but uneven



Fluid shape **Dynamic**, changing & in motion



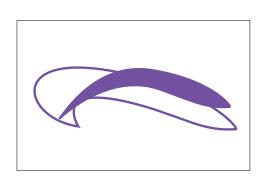
Plus sign **Positivity**; tie to electricity/ Electric City - turn on the power - positive charge of energy; Also the "add" sign add to and **Grow**



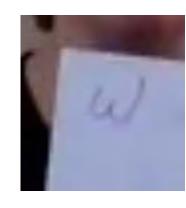
We are the 'Hidden Star' (uneven star) great areas; spread out; no central focal point



River shape or swoosh of a paint brush stroke Tie to the **river** and our **history** as a Western Art 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

Design Reference Materials

Downtown Great Falls Logo



Great Falls Tourism Logo/Brand

THE BASECAMP STYLE GUIDE

Fonts, Colors, and Logo Useage For Our Brand

FONTS

The following fonts should be used for best representation of the Great Falls Brand. Use bold text to create contrast between headings and paragraph text. Sticking to black or white colors for fonts will add to brand continuity.

Hello Bethy

vWwXxYyZz

AaBbCcDdEeffGgHhliJjkkllMmNnOoPPQqRvSsItUuVvVvVxXMyZz

Montserrat Regular AaBbCcDdEeFfGgHhliJjKkLlMmNnOoPpQqRrSsTtUuV

Montserrat Bold AaBbCcDdEeFfGgHhliJjKkLlMmNnOoPpQqRrSsTtuV vWwXxYyZz

SAMPLE HEADLINE

Montserrat Bold 200 Kerning 85% Black

Sample Body Copy Style Montserrat Regular or Monserrat Light 9-11pt 30 Kerning 85% Black

Attributes should be used sparingly and for singular words that reinforce the brand. Font size should be proportionate 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 Great Falls brand and can be used for various styles ranging from text color to blocking. Using the predefined colors will ensure consistency and help you with branding. However, Designers should also use their own best judgment based on contrast, readabiliy, and specific media applications.

Great Falls Montana Color Palette ndigo Blue PMS 648 | C100 M62 Y0 K52 29 G61 B102 | HEX 032D58 Blue Slate PMS 645 | C55 M24 Y0 K9 R121 G160 B198 | HEX 7E98BA Green PMS 5555 | C43 M0 Y34 K38 R108 G138 B120 | HEX 72887E Gold PMS 613 | C0 M4 Y100 K30 R188 G167 B5 | HEX B0A200 Spanish Orange PMS 130 | C0 M30 Y100 KO| R237 G172 B26 | HEX EDAC1A Gray PMS Warm Gray 11 | C0 M17 Y34 K62 | R108 G96 B84 | HEX 655C54 Tuscan Red PMS 174 | C0 M70 Y100 K36 R156 G65 B36 | HEX 883E2B



Schematic Design Concepts

Community identification concepts







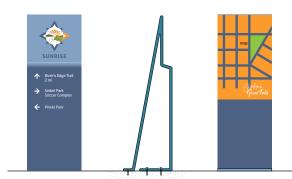






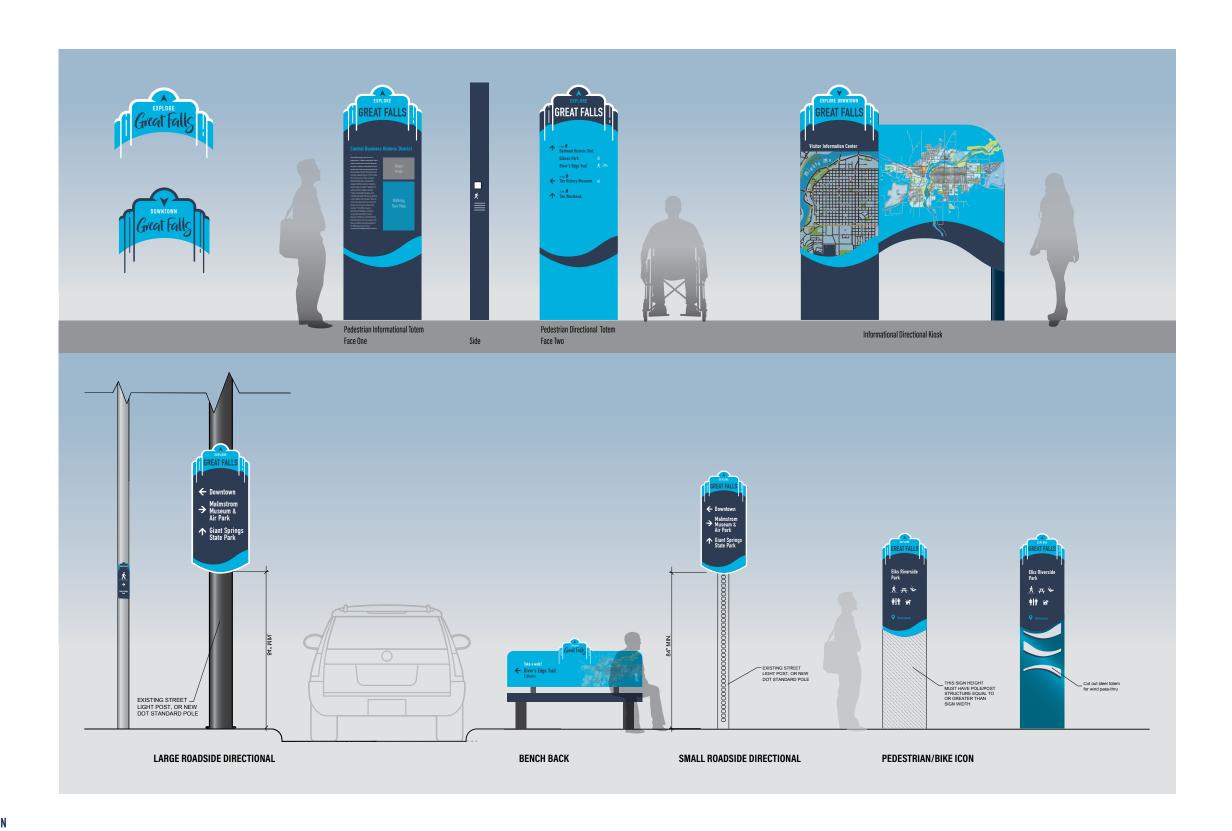




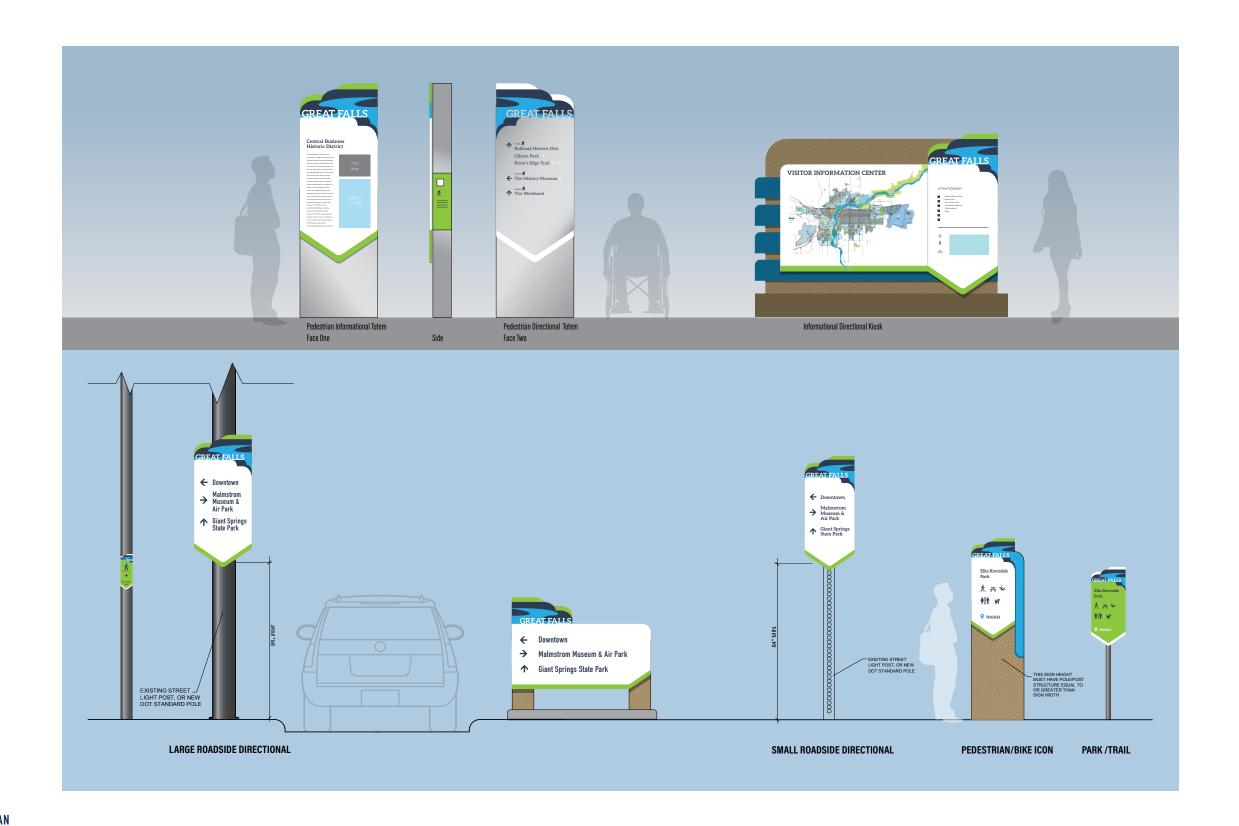




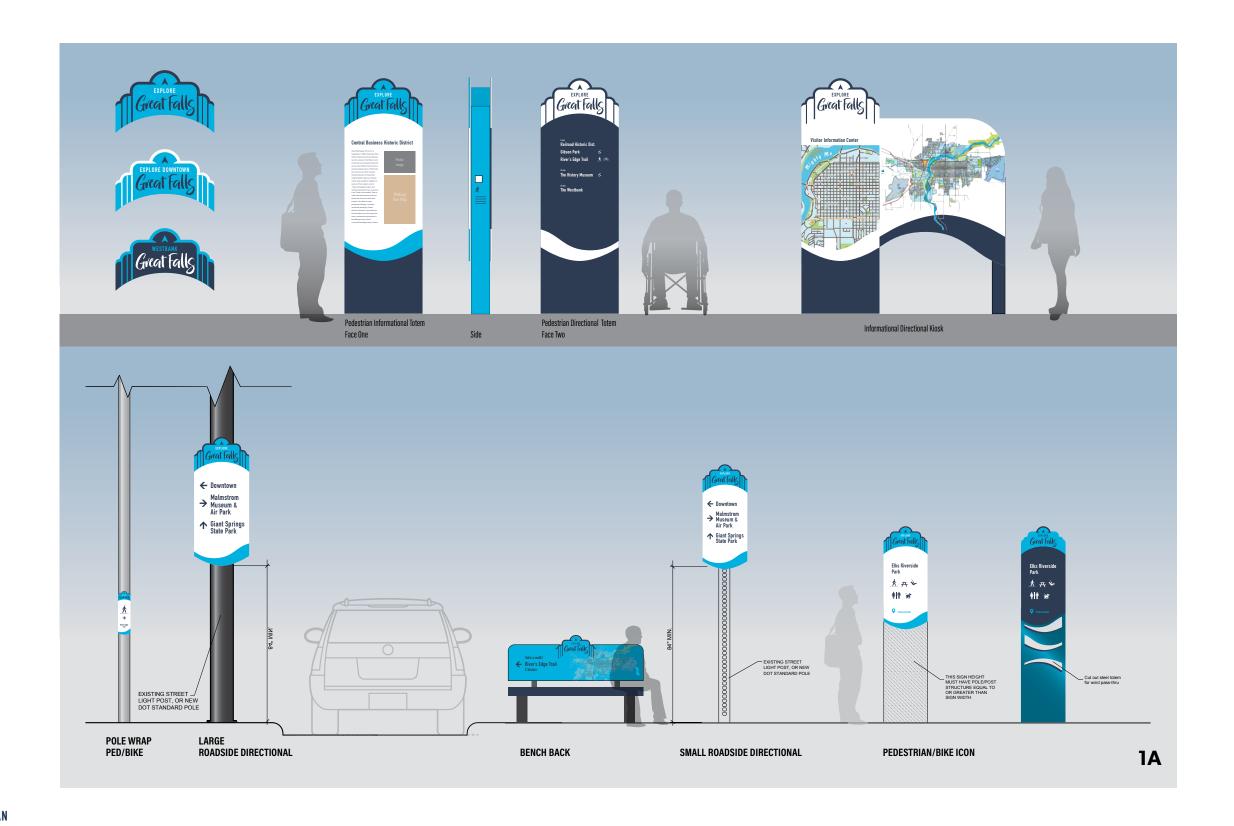
Schematic Design Option 1



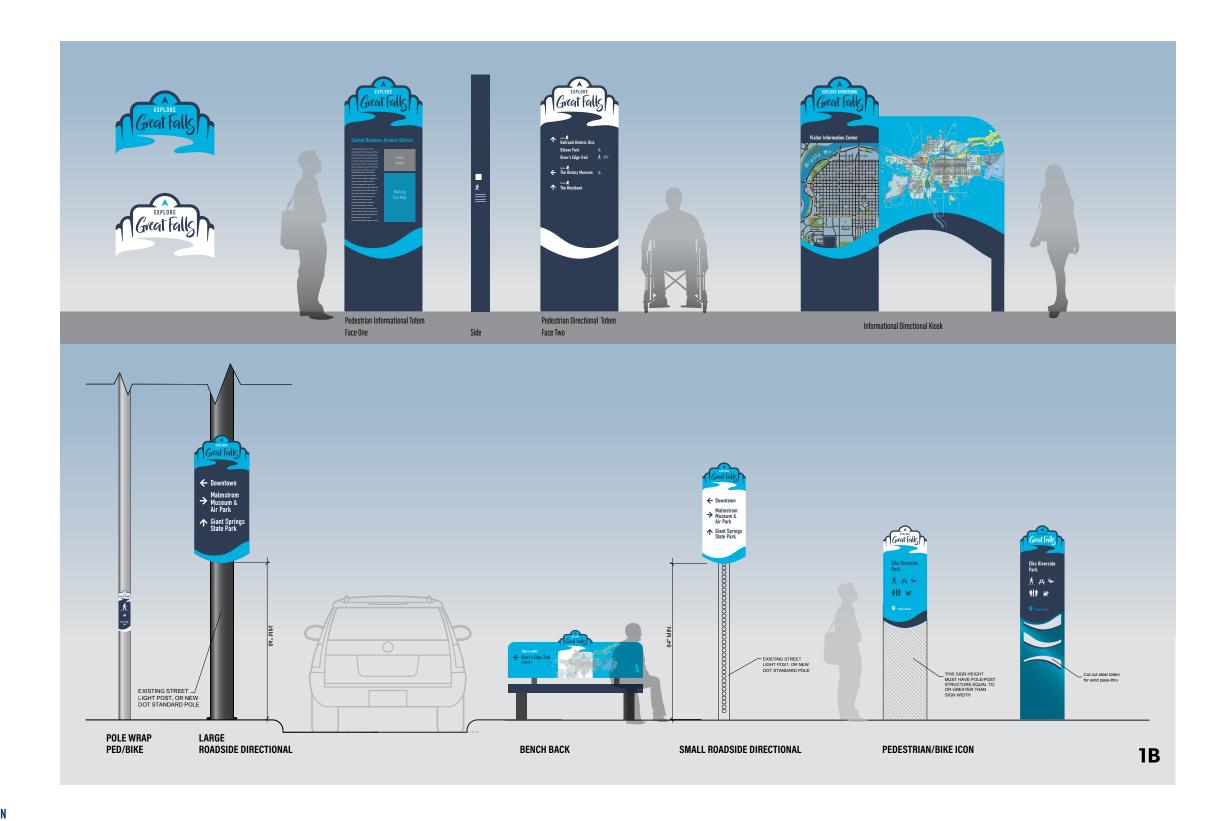
Schematic Design Option 2



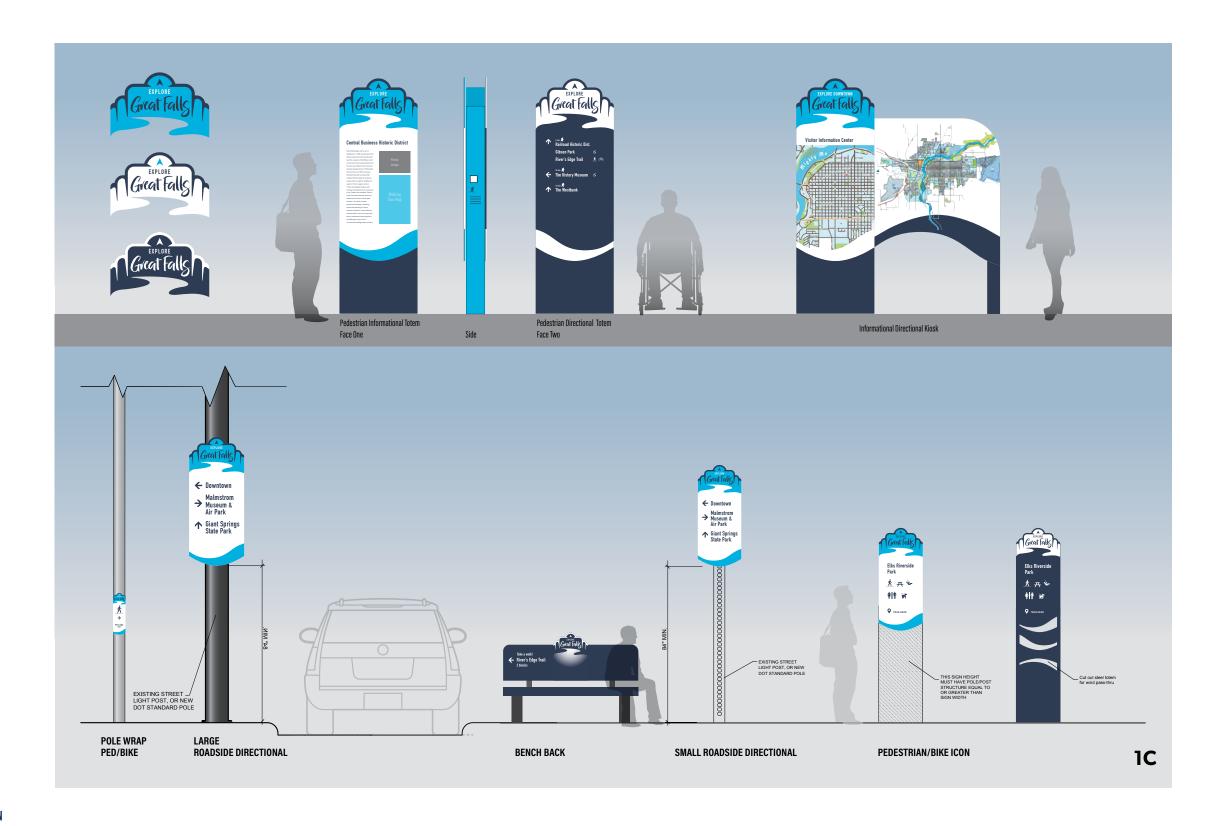
Design Development Option 1A



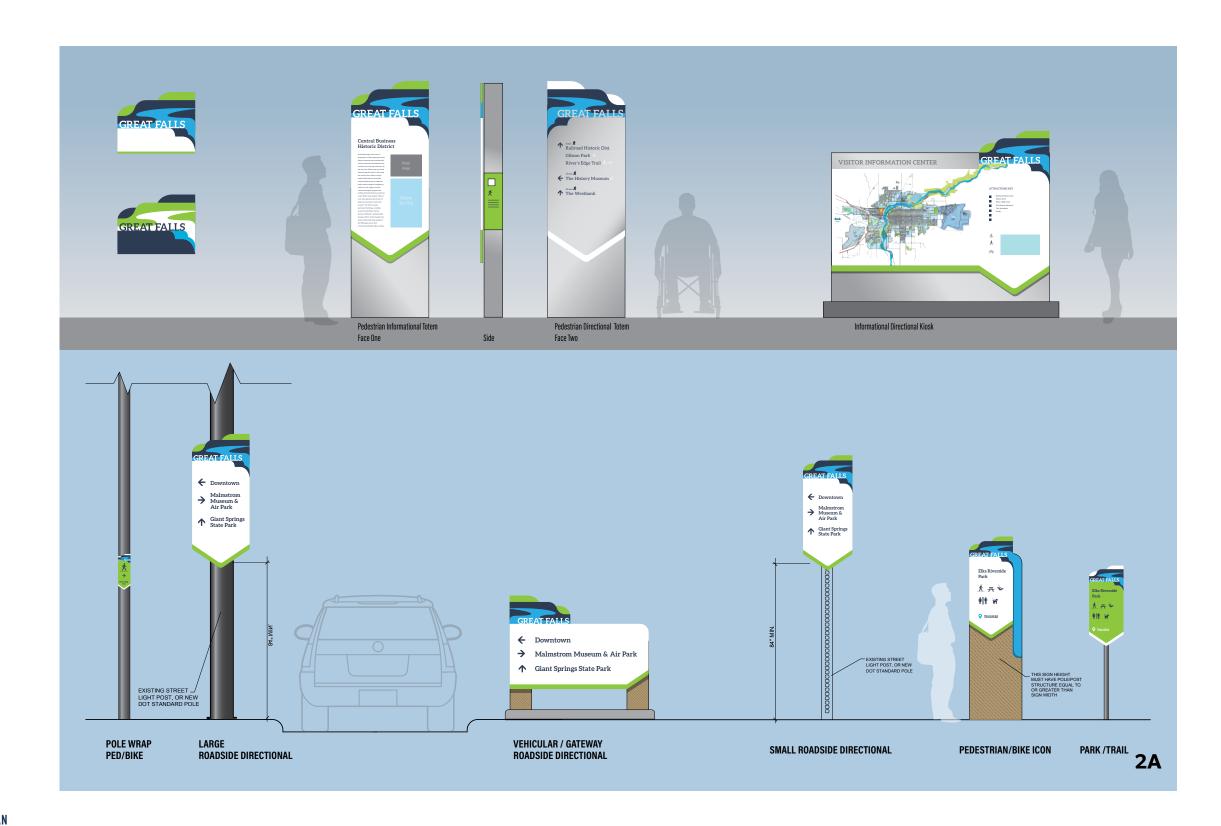
Design Development Option 1B



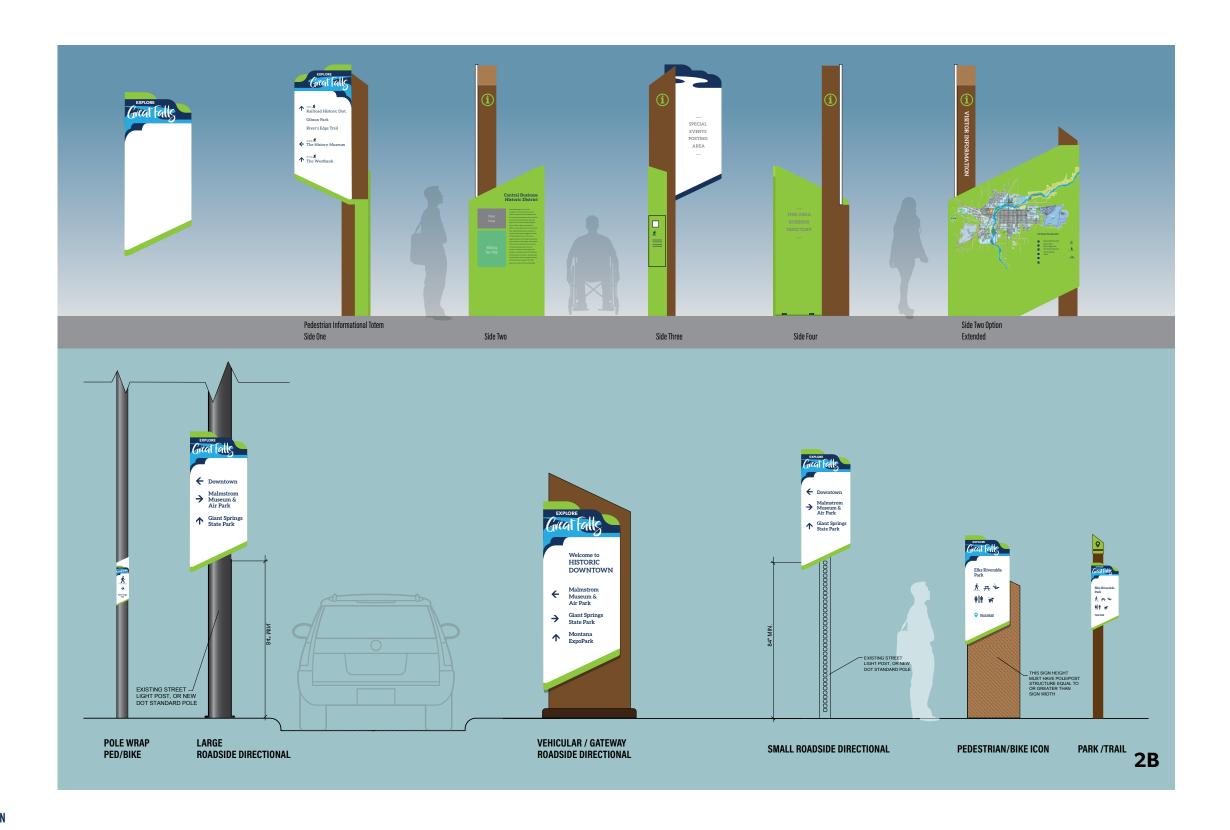
Design Development
Option 1C



Design Development Option 2A



Design Development Option 2B



Design Development Option 2B



Gateway concepts

[Cushing Terrell only / unshared with Core Team]





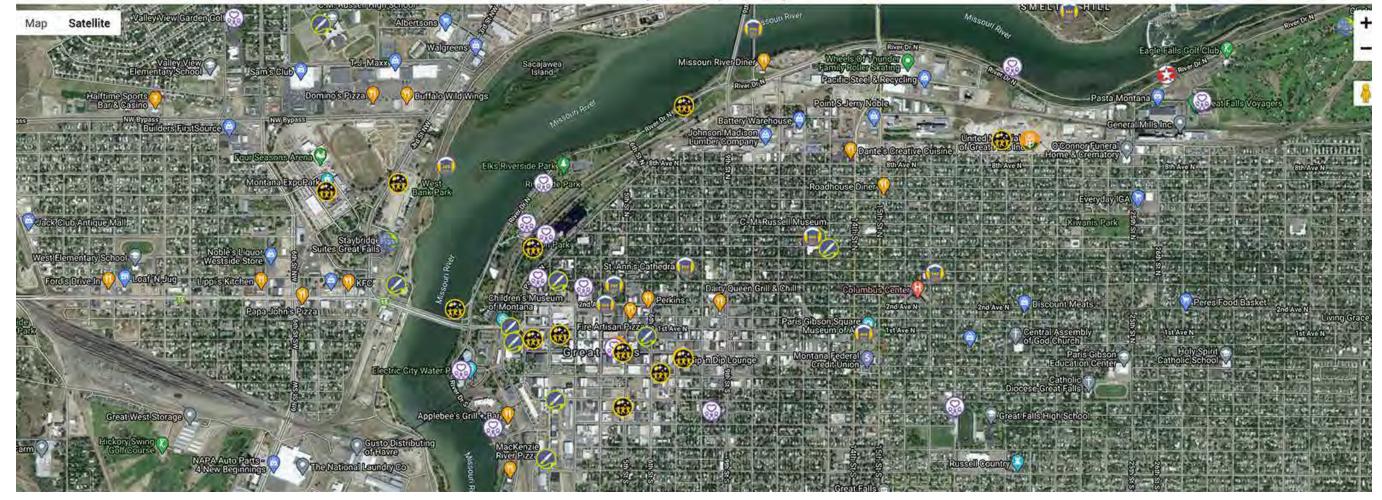
APPENDIX

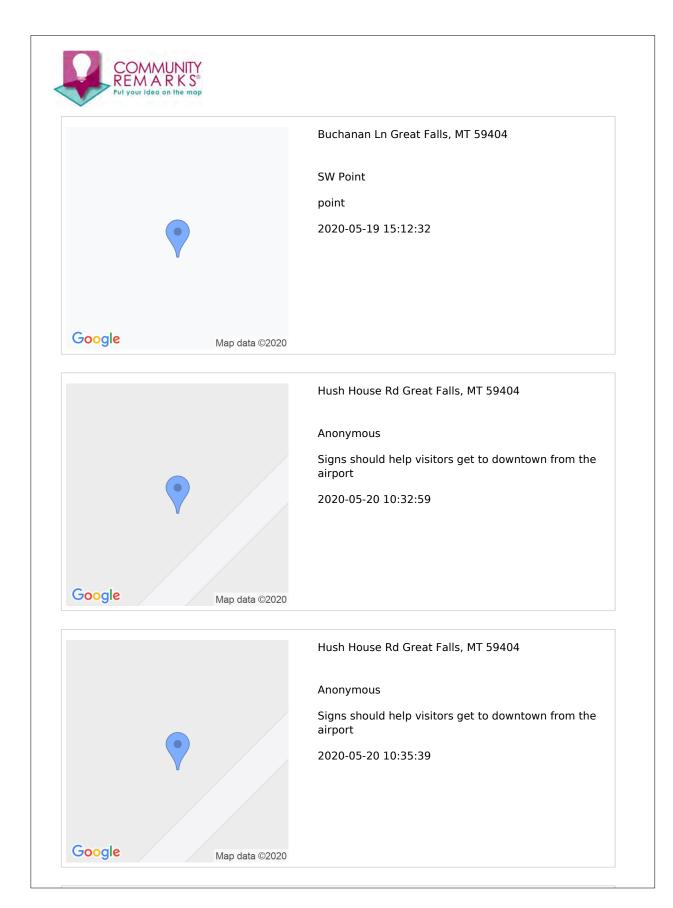
Community Remarks

Destination Pin Mapping and comments from the Great Falls community.

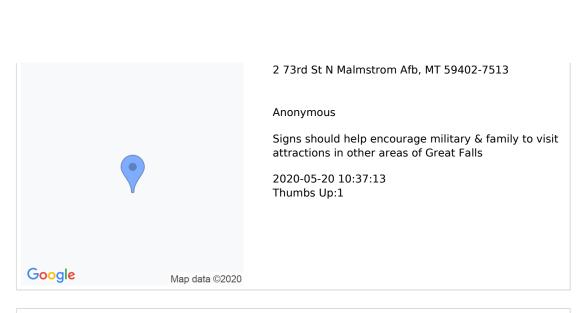


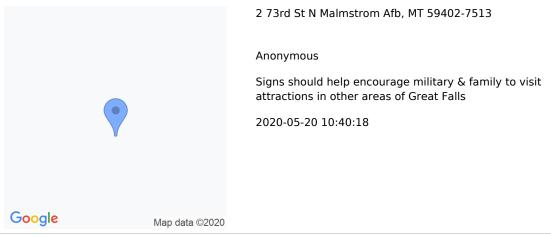
Commenting is now closed, thank you for participating

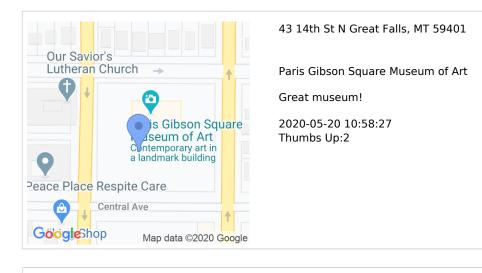




81 > CITY OF GREAT FALLS WAYFINDING PLAN









4709 Giant Springs Rd Great Falls, MT 59405

Anonymous

Great place to spend time with family and hike or play 2020-05-20 10:58:59

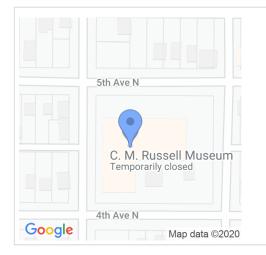


1248 5th Ave N Great Falls, MT 59401

Charles M Russell Museum

Another great museum

2020-05-20 11:01:17 Thumbs Up:2



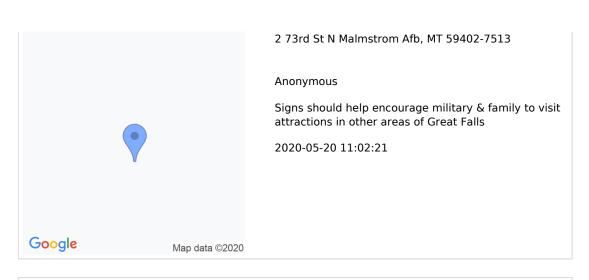
439 12th St N Great Falls, MT 59401

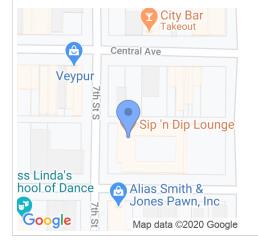
Anonymous

Great museum and historic home site. Great for families.

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

82 > CITY OF GREAT FALLS WAYFINDING PLAN



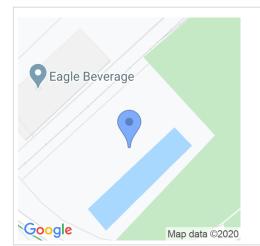


55 7th St S Great Falls, MT 59401-3630

Mermaids!

Tiki bar with mermaids

2020-05-20 11:02:27

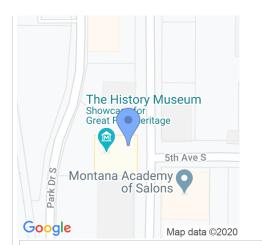


Overlook Dr Great Falls, MT 59405

Flag hill aka Overlook Park

Our HUGE flag that overlooks our beautiful city

2020-05-20 11:04:53



420 2nd St S Great Falls, MT 59405-1816

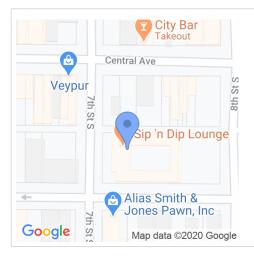
History Museum

Great museum that offers the history of o our local

2020-05-20 11:07:55 Thumbs Up:1

Anonymous

Covers not only Great Falls but the whole county! Has exhibits, giftshop and archives.

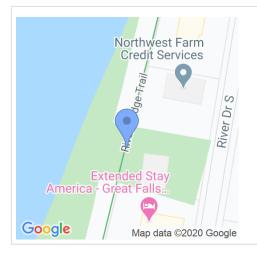


57 7th St S Great Falls, MT 59401-3630

Anonymous

Sip n Dip Lounge - I tell my friends if you are visiting or enjoying an evening out downtown Great Falls, you have to go here at least once!

2020-05-20 11:08:01



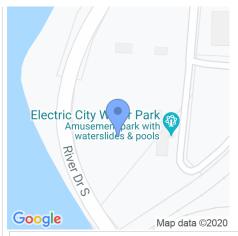
River's Edge Trl Great Falls, MT 59405

Anonymous

Rivers Edge Trail - When I travel here for work, I usually stay in one of these hotels, so I have direct access to walk the trail morning and evening! great trail - peaceful along the river and goes for miles if you want to!

2020-05-20 11:13:30 Thumbs Up:1

3 > CITY OF GREAT FALLS WAYFINDING PLAN



60 River Dr S Great Falls, MT 59405

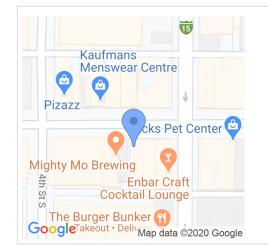
Anonymous

Water Park and Pool - great fun for families - and access to the trail $% \left(1\right) =\left(1\right) \left(1\right)$

2020-05-20 11:32:13

Cory Jassen

Electric City Water park is a fun family place. The "wave rider" is very exciting for older kids (and adults) There is a not-so-lazy lazy river for floating, and a large general play pool with slides.

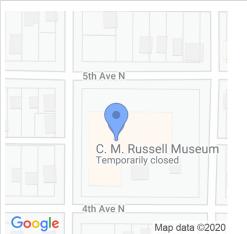


464 Central Ave Great Falls, MT 59401-3116

Anonymous

Central Ave Meats and Mighty Mo Brewing, etc. Local sourced and made products, knowledgeable staff, very welcoming and informative of how their products are made & raised.

2020-05-20 11:41:49 Thumbs Up:1

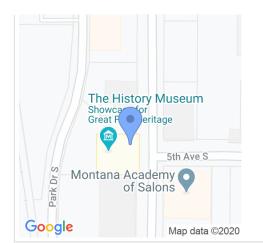


439 12th St N Great Falls, MT 59401

Anonymous

Great museum and historic home site. Great for families.

2020-05-20 11:44:00



420 2nd St S Great Falls, MT 59405-1816

History Museum

Great museum that offers the history of o our local area

2020-05-20 13:52:05



1435 9th St NW Great Falls, MT 59404-1819

Anonymous

Mini golf

2020-05-20 14:43:15 Thumbs Up:1



712 33rd Ave S Great Falls, MT 59405-7400

Anonymous

The 3.5-mile River Loop Trail. Fascinating artwork along with nature's beauty. Plenty of places to park and get on the trail.

2020-05-20 16:12:09

Anonymous

The River Loop Trail is part of the River's Edge Trail. It crosses the Missouri River at the 9th St. bridge and Central Avenue W. bridge.

CITY OF GREAT FALLS WAYFINDING PLAN

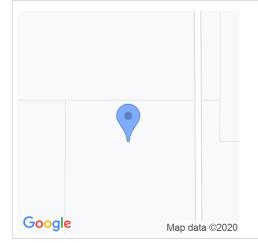


1297 4th Ave N Great Falls, MT 59401-1413

Anne L. Martinez

C.M. Russell Museum

2020-05-20 16:29:26 Thumbs Up:1

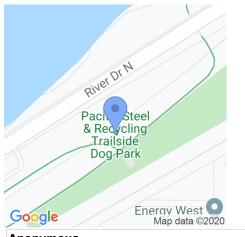


4211 18th Ave N Great Falls, MT 59405-1008

Anonymous

Lewis & Clark National Historic Trail Interpretive Center

2020-05-20 17:28:44



656 River Dr N Great Falls, MT 59401

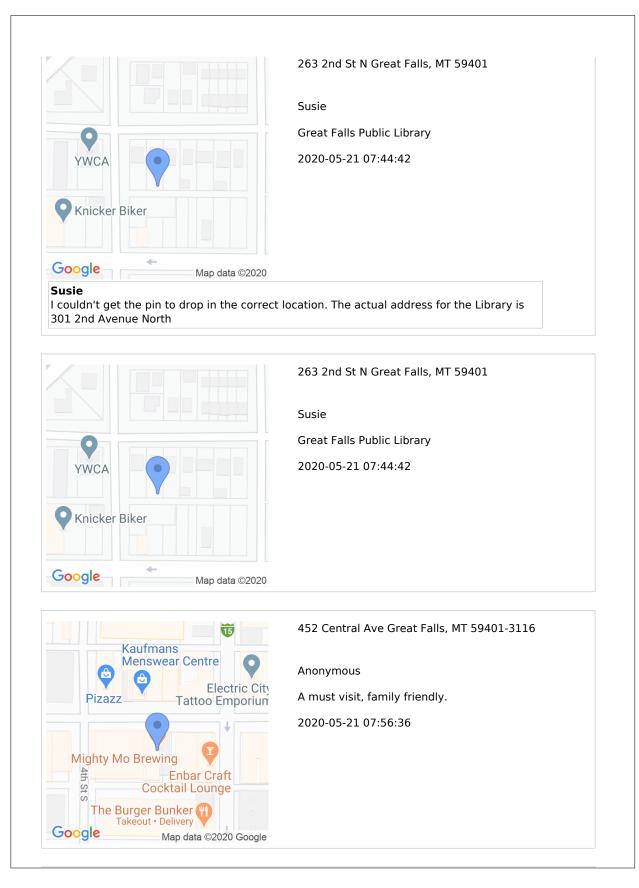
Anonymous

Dog parks, one for big dogs and one for small dogs, well groomed, pick up after your dog.

2020-05-20 22:36:42

Anonymous

Wonderful and happy place to visit with people from Great Falls and those from out of town and Canada.



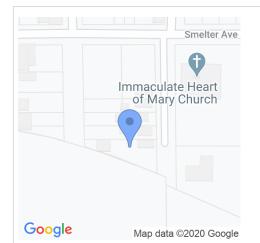


1329 20th St S Great Falls, MT 59405-4934

Anonymous

4 year catholic university, holds many public cultural

2020-05-21 07:59:01



102 22nd St NE Black Eagle, MT 59414-1223

Black Eagle Park

This is a perfect family fun park with an incredibly long slide down the hill side, half buried tractors tires to jump on, great picnic and play areas, restrooms, and bbq pits.

2020-05-21 09:56:30

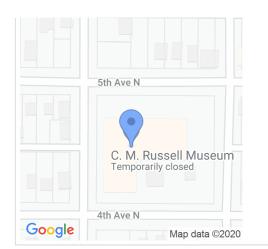


177 13th Ave S Great Falls, MT 59405

Warden Park Folf Course

Great Disc Golf Course

2020-05-21 09:57:20

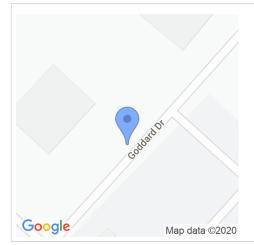


439 12th St N Great Falls, MT 59401

Anonymous

Great museum and historic home site. Great for

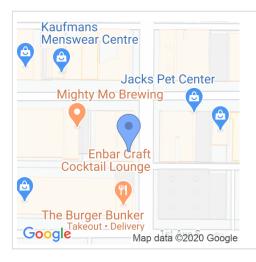
2020-05-21 11:12:18



7143 Goddard Dr Malmstrom AFB, MT 59402

Redhorse Unit, Malmstrom AFB

2020-05-21 16:55:17

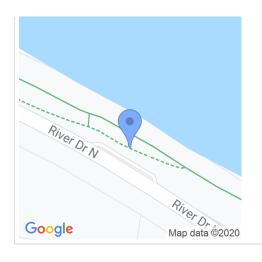


44 5th St S Great Falls, MT 59401-3621

Tim Peterson

The Block Bar and Grill

2020-05-21 23:11:33

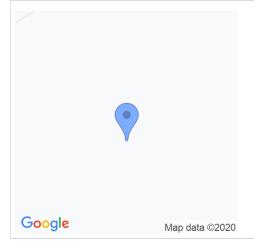


Rivers Edge Trl Great Falls, MT 59401

Anonymous

The caboose and Rivers Edge Trail

2020-05-21 23:29:50



3328 River Dr N Great Falls, MT 59401

Donald Peterson

Black Eagle Falls

2020-05-22 10:28:31

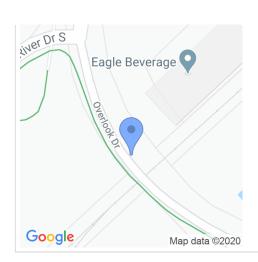


137 Central Ave W Great Falls, MT 59404-2825

Donald Peterson

Statue of Sacajawea on E side of court house

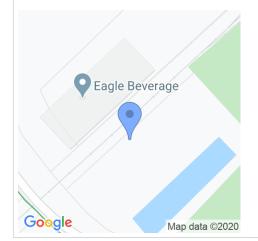
2020-05-22 10:32:17



9 Overlook Dr Great Falls, MT 59405-4178

Phil

Lewis and Clark; Explorers at the Portage statue 2020-05-22 13:01:35



1099 Broadwater Dr Great Falls, MT 59405-4079

GFPD - Adrienne Ehrke

Great Falls and Cascade County Law Enforcement Memorial at Flag Hill

2020-05-22 13:02:16



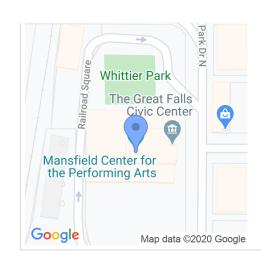
669 3rd St NW Great Falls, MT 59404-4108

Phil

Lewis and Clark site; grizzly chased Lewis into the Missouri River here

2020-05-22 13:06:07 Thumbs Up:1





101 Central Ave Great Falls, MT 59401-3109

Anonymous

Mansfield Center for the Performing Arts

2020-05-22 13:22:47

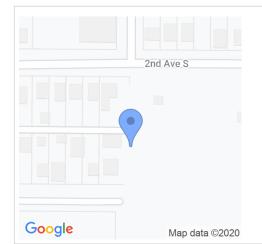


6368 Rainbow Dam Rd Great Falls, MT 59404-6040

Anonymous

Crooked Falls

2020-05-22 22:49:09

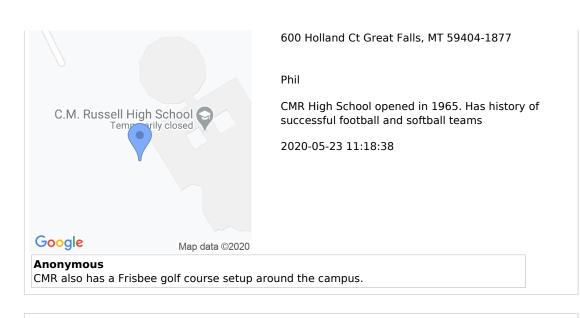


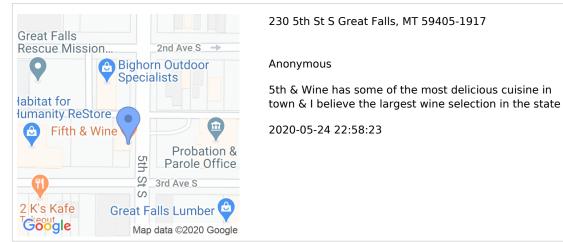
137 18th St S Great Falls, MT 59405

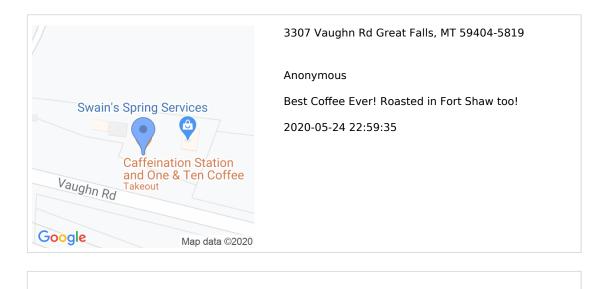
Phil

Memorial Stadium the city's primary sporting venue for high school sports

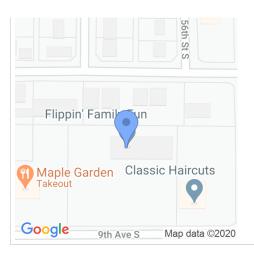
2020-05-23 11:09:17







B8 > CITY OF GREAT FALLS WAYFINDING PLAN

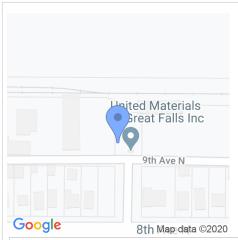


5544 8th Ave S Great Falls, MT 59405-5802

Anonymous

The kids love Cosmic Night at Flippin Flamily Fun

2020-05-24 23:01:37



812 21st St N Great Falls, MT 59401

Susan Crocker

The Good Wood Guys provide urban sawmill demonstrations for the public, teaching about reclaiming urban wood, the biology of the tree, and woodworking processes. They also have classes and seasonal events, including a fall wooden pumpkin patch and a Santa's wood shop for kids.

2020-05-26 12:38:59 Thumbs Up:2

Justii

Always worth a visit to see, especially if it's a Saturday @10am because they are usually milling a log!!! Also you should stop in to see Josie the good Wood puppy!! She loves visits!!



844 20th St N Great Falls, MT 59401-1320

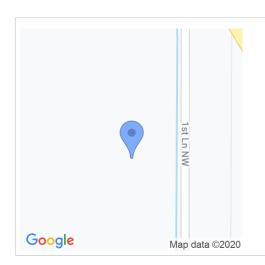
Anonymous

A great place to learn about Great Falls and good wood.

2020-05-26 13:05:18 Thumbs Up:2

Doug

So much more than a place to buy beautiful wood! Urban sawmill demonstrations (kid friendly!) and great explanations of the science behind the growth rings. Awesome wood fragrances fill the showroom of custom projects, many with intriguing copper or silver inlays. A place to be inspired!

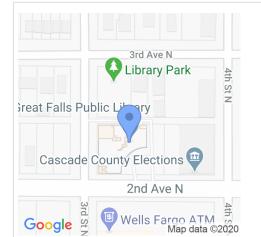


516 1st Ln NW Fairfield, MT 59436

Freezout Lake Wildlife Viewing/Migratory Birds

Place to walk, camp, and view bird migrations. Spectacular snow geese, swans and the like during spring and fall migrations.

2020-05-26 17:26:59

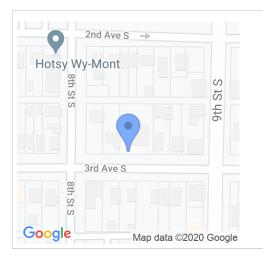


321 2nd Ave N Great Falls, MT 59401-2517

Susie

Great Falls Public Library

2020-05-27 11:54:27



839 3rd Ave S Great Falls, MT 59405-2102

Rage Rooms of Mt

We ALL know how Stressful Life can Be! We provide an outlet for individuals to relieve built up stress and anxiety in a safe environment, in a healthy way where you don't have to clean up the mess! OR JUST SMASH STUFF FOR FUN!

2020-05-28 13:49:45

> CITY OF GREAT FALLS WAYFINDING PLAN



218 River Dr S Great Falls, MT 59405

Soren Chargois

Nice place to take kids

2020-05-28 16:26:57



200 4th Ave N Great Falls, MT 59401-2307

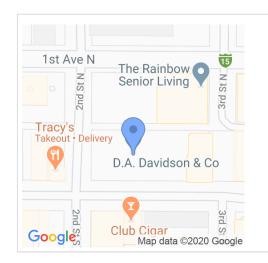
Soren

Park for kids - best in GF

2020-05-28 16:27:49

Cory Jassen

Gibson Park is a very nice park. Nice playground for kids. Lot's of nice green space to spread out and fine your own area. The perimeter walking path is more than a mile around, great for walking/jogging.

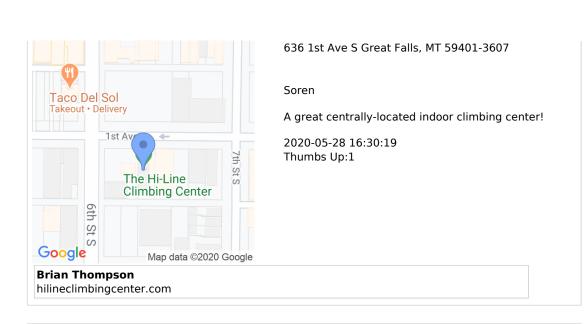


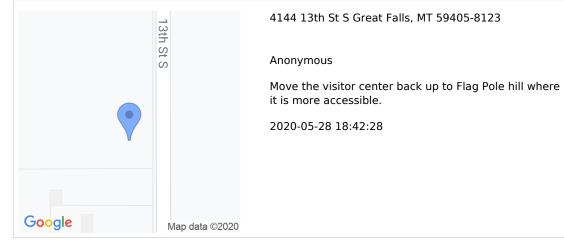
239 Central Ave Great Falls, MT 59401-3111

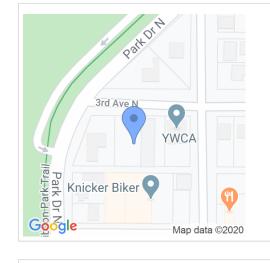
Soren

Davidson Plaza - need to make this an even more central, welcoming place! Maybe a water feature...

2020-05-28 16:29:16







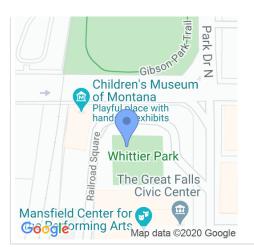
140 3rd Ave N Great Falls, MT 59401-2417

Anonymous

The history museum on 2nd st south has a great collection of cascade county and great falls history. They also have a nice gift shop and admission is free

2020-05-28 18:51:19

O > CITY OF GREAT FALLS WAYFINDING PLAN

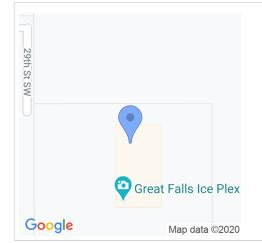


31 Railroad Sq Great Falls, MT 59401

Children's Museum of Montana

Fun and educational exploration that is a must see for

2020-05-28 20:39:37



2201 46th Ave SW Great Falls, MT 59404

Jeff

This is the Great Falls IcePlex. Great place for hockey, skating, and other events that happen up here.

2020-05-29 09:48:07

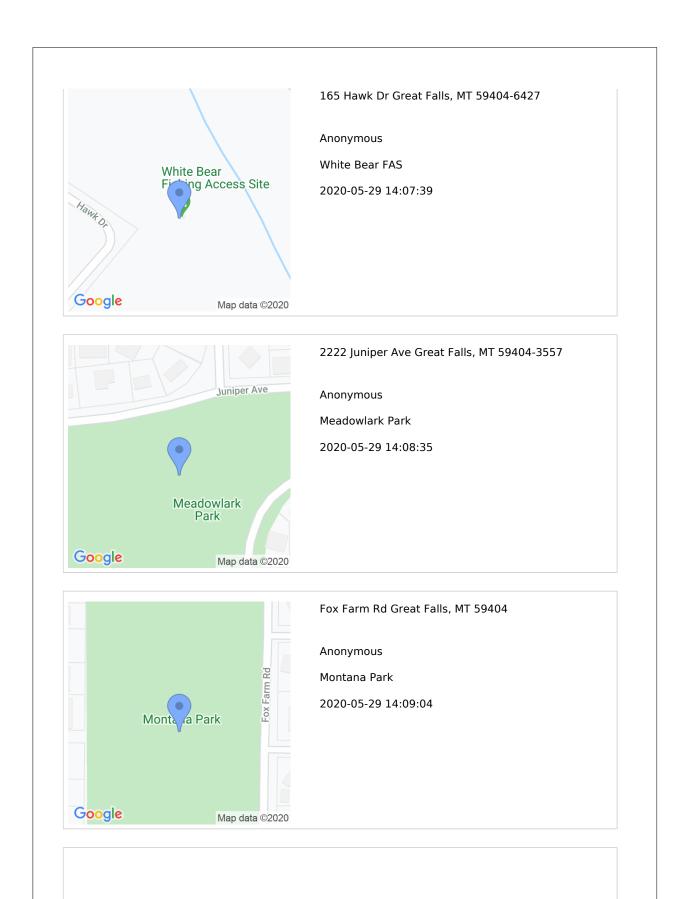


1198 El Paso Dr Great Falls, MT 59404-3716

Anonymous

Westside Little League

2020-05-29 14:06:43





270 Park Dr N Great Falls, MT 59401

Anonymous

Gibson Flower Gardens

2020-05-29 14:10:28



176 16th St NE Black Eagle, MT 59414-1025

Anonymous

Main Street Black Eagle (Smelter Ave) 3D, Borries

2020-05-29 14:11:50



193 13th Ave S Great Falls, MT 59405

Anonymous

Warden Park Gazebo

2020-05-29 14:13:03



Central Ave W Great Falls, MT 59401

Anonymous

Weidmann Bridge, bison fish, federal courthouse, river from access, west bank park etc

2020-05-29 14:14:58



10th St N Great Falls, MT 59401

Anonymous

10th street bridge historic landmark

2020-05-29 14:15:47

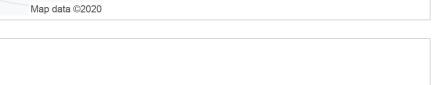


6 Anaconda Hills Dr Black Eagle, MT 59414

Anonymous

Smelter Hill historical area

2020-05-29 14:16:31





79 Anaconda Hills Dr Black Eagle, MT 59414-1211

Anonymous

Black Eagle Dam/Island

2020-05-29 14:17:08

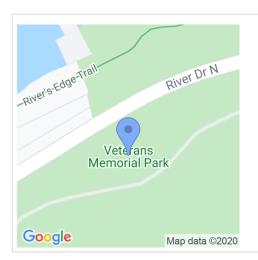


79 Pasta Pl Great Falls, MT 59401-1377

Anonymous

Baseball Stadium

2020-05-29 14:18:36

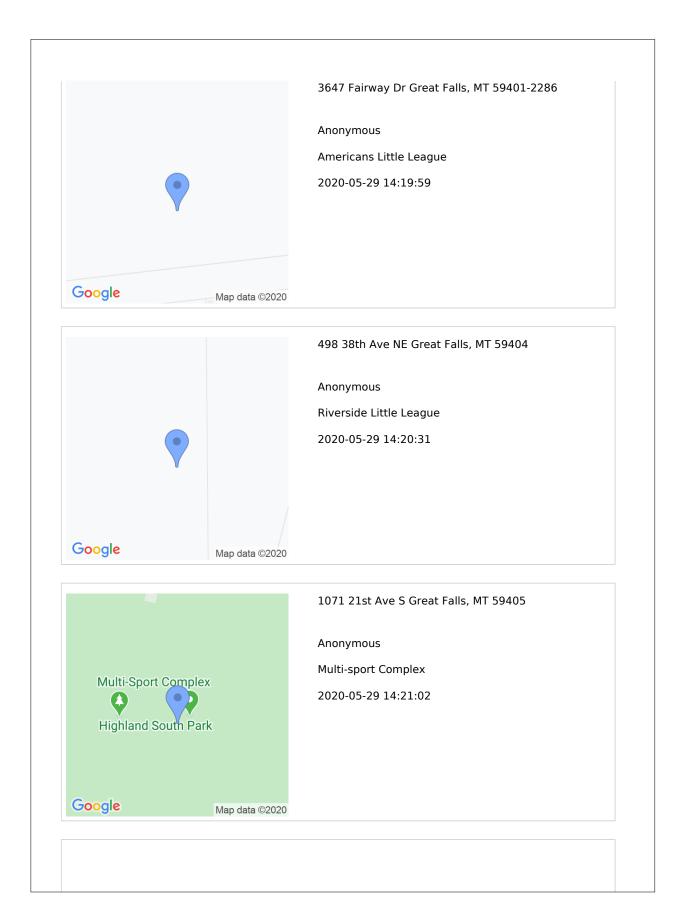


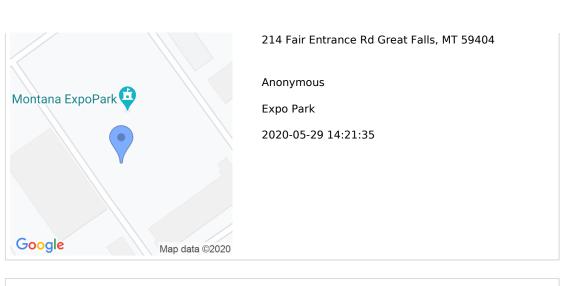
Pasta Pl Great Falls, MT 59401

Anonymous

Vetrans Memorial

2020-05-29 14:19:07





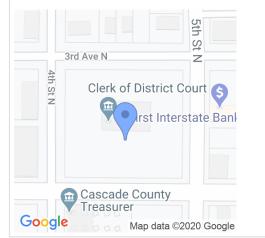


513 3rd St NW Great Falls, MT 59404-4106

Anonymous

West Bank Area (Should have its own westside theme separate from downtown) - parks, hotels, restaurants, office/retail/residential buildings, federal courthouse,

2020-05-29 14:23:34



437 2nd Ave N Great Falls, MT 59401-2519

Anonymous

County Courthouse

2020-05-29 14:25:22



448 River Dr N Great Falls, MT 59401

Anonymous

Riverside park - Skate park, playground equipment, trail, tennis courts

2020-05-29 14:26:08



8994 US Highway 89 Great Falls, MT 59405-8039

Anonymous

there should be a sign here that says something about downtown GF, with the logo, maybe with directions like turn at 2nd st s.

2020-05-29 14:27:26

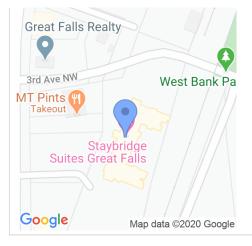


Giant Springs Rd Great Falls, MT 59405

Cory Jassen

The parking lot at Rainbow dam is the stepping off place to some great mountain biking trails which are part of the Rivers Edge Trail system. They are existing challenging trails and only minutes from Great Falls.

2020-05-29 18:29:31

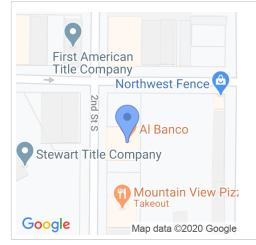


101 2nd Ave NW Great Falls, MT 59404

Cory Jassen

West Bank Park is a great spot to park for a walk or run on the rivers edge trail. You can do the "bridge loop" for about 4 miles total, crossing the Weissman Bridge and the 9th St. Bridge. There are many nice sculptures along the trail as well as view of the river and historic sites.

2020-05-29 18:38:26

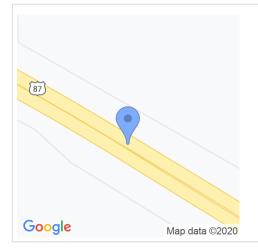


199 2nd St S Great Falls, MT 59405-1802

Anonymous

Family owned and operated business with amazing coffee, focusing on coffee bean origin without all the surgery frills, seasonal menus with attention to presentation and locally sourced when possible. Nothing like it in town! Attractive to visitors, especially from larger cities with similar coffee options.

2020-05-29 20:50:40

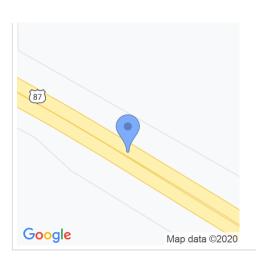


8994 US Highway 89 Great Falls, MT 59405-8039

Anonymous

there should be a sign here that says something about downtown GF, with the logo, maybe with directions like turn at 2nd st s.

2020-05-31 22:38:57

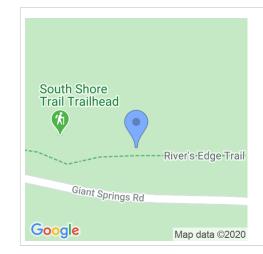


8994 US Highway 89 Great Falls, MT 59405-8039

Anonymous

there should be a sign here that says something about downtown GF, with the logo, maybe with directions like turn at 2nd st s.

2020-06-01 11:52:18

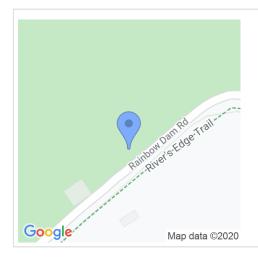


Giant Springs Rd Great Falls, MT 59405

South Shore Hiking and Mountain Biking trail head

Intermediate to advanced bike trails. Beautiful views.

2020-06-03 15:14:24 Thumbs Up:1



6479 Rainbow Dam Rd Great Falls, MT 59404-6040

Brian Thompson

North Shore hiking and biking trails. Intermediate to advanced.

2020-06-03 15:15:53



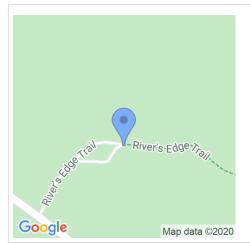


176 Ryan Dam Rd Great Falls, MT 59404-6006

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



926 River Dr S Great Falls, MT 59405

Brian Thompson

Odd Fellows Park and Broad water Bay. Great place to launch for paddle boarding or canoeing the Missouri and Sun River.

2020-06-03 15:21:22

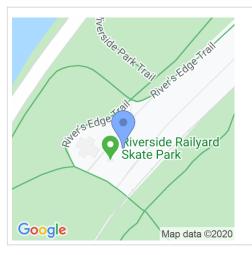


137 Central Ave Great Falls, MT 59401-3109

Brian Thompson

Kellergheist Pub Theatre

2020-06-03 15:24:03

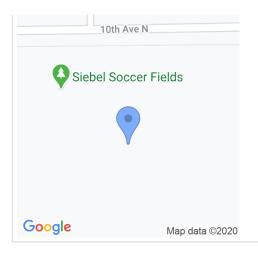


426 River Dr N Great Falls, MT 59401

Brian Thompson

Skate Park

2020-06-03 15:24:46



5322 10th Ave N Great Falls, MT 59405

Brian Thompson

Siebel Park Soccer Complex

2020-06-03 15:26:55

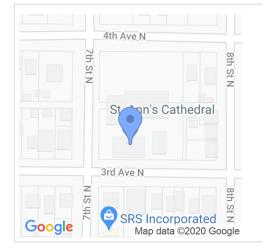


4743 Giant Springs Rd Great Falls, MT 59405

Brian Thompson

Mountain bike and hiking trails. Rolling plains and coulees. Good place close to town to get exercise.

2020-06-03 15:28:20



733 3rd Ave N Great Falls, MT 59401-1501

Brian Thompson

St Ann's Cathedral

2020-06-03 15:32:23

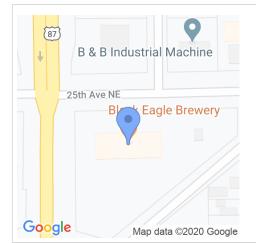


1722 23rd St S Great Falls, MT 59405-5143

Brian Thompson

Great Falls College- Montana State University

2020-06-03 15:34:25



1604 25th Ave NE Black Eagle, MT 59414

Brian Thompson

Black Eagle Brewery

2020-06-03 15:36:05



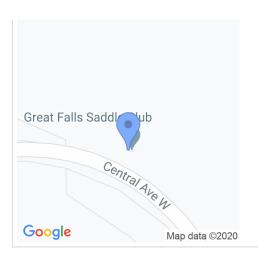
32 Sportsman Trl Great Falls, MT 59404-6015

Anonymous

Not quite sure what category to pin this under, but this seems like a great amenity so close by!

2020-06-03 15:36:36





Sun River Park Rd Great Falls, MT 59404

Anonymous

Great Falls Saddle Club - is this open to the public for

2020-06-03 15:54:55



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

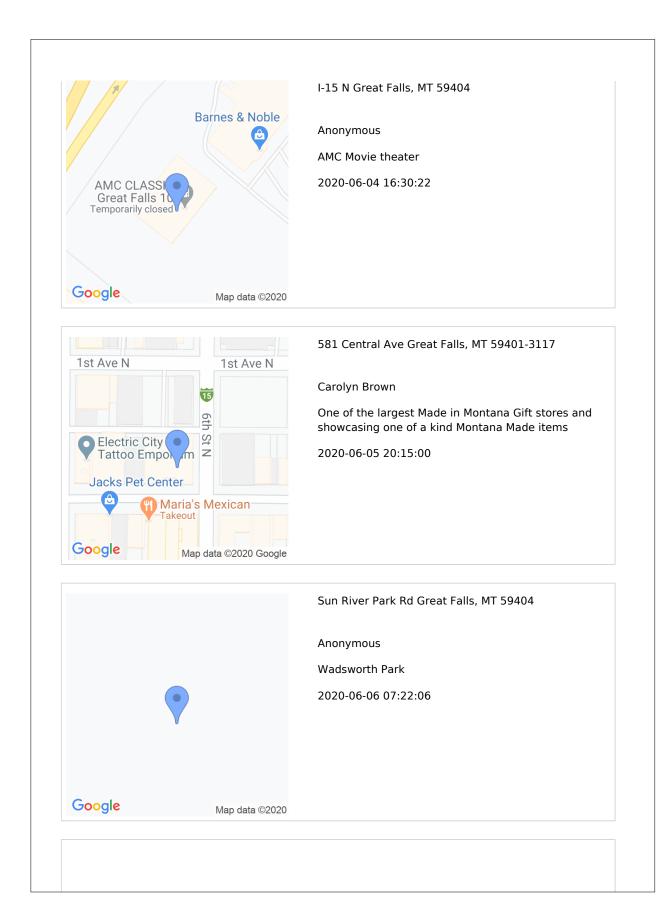


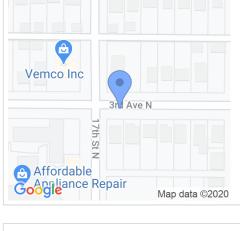
1665 Upper River Rd Great Falls, MT 59405

Anonymous

One of the best hills in Great Falls to go sledding.

2020-06-04 16:28:43





1718 3rd Ave N Great Falls, MT 59401-2715

Anonymous

Several homes in this area are part of the historic society for various reasons and have plaques depicting as much. Being here showcases the beautiful, well kept homes and what they mean for the history of our area.

2020-06-06 07:24:21



53 Overlook Dr Great Falls, MT 59405-4178

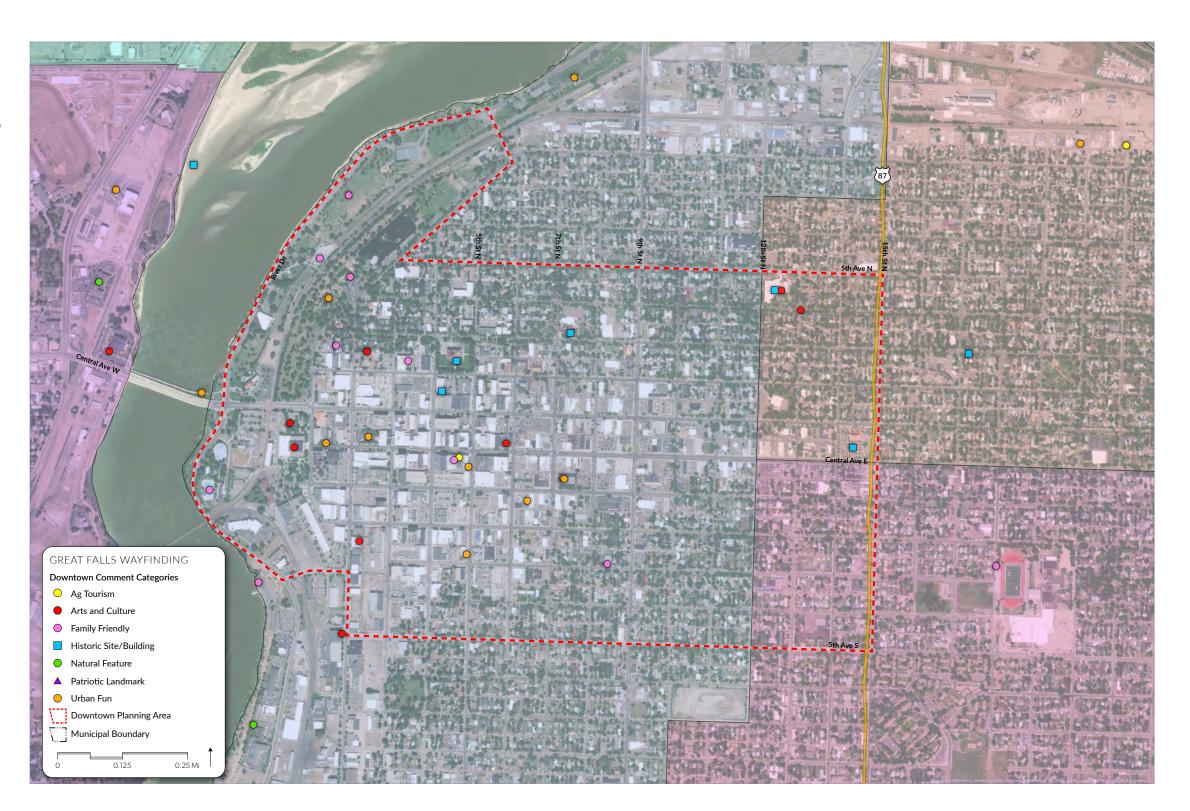
Anonymous

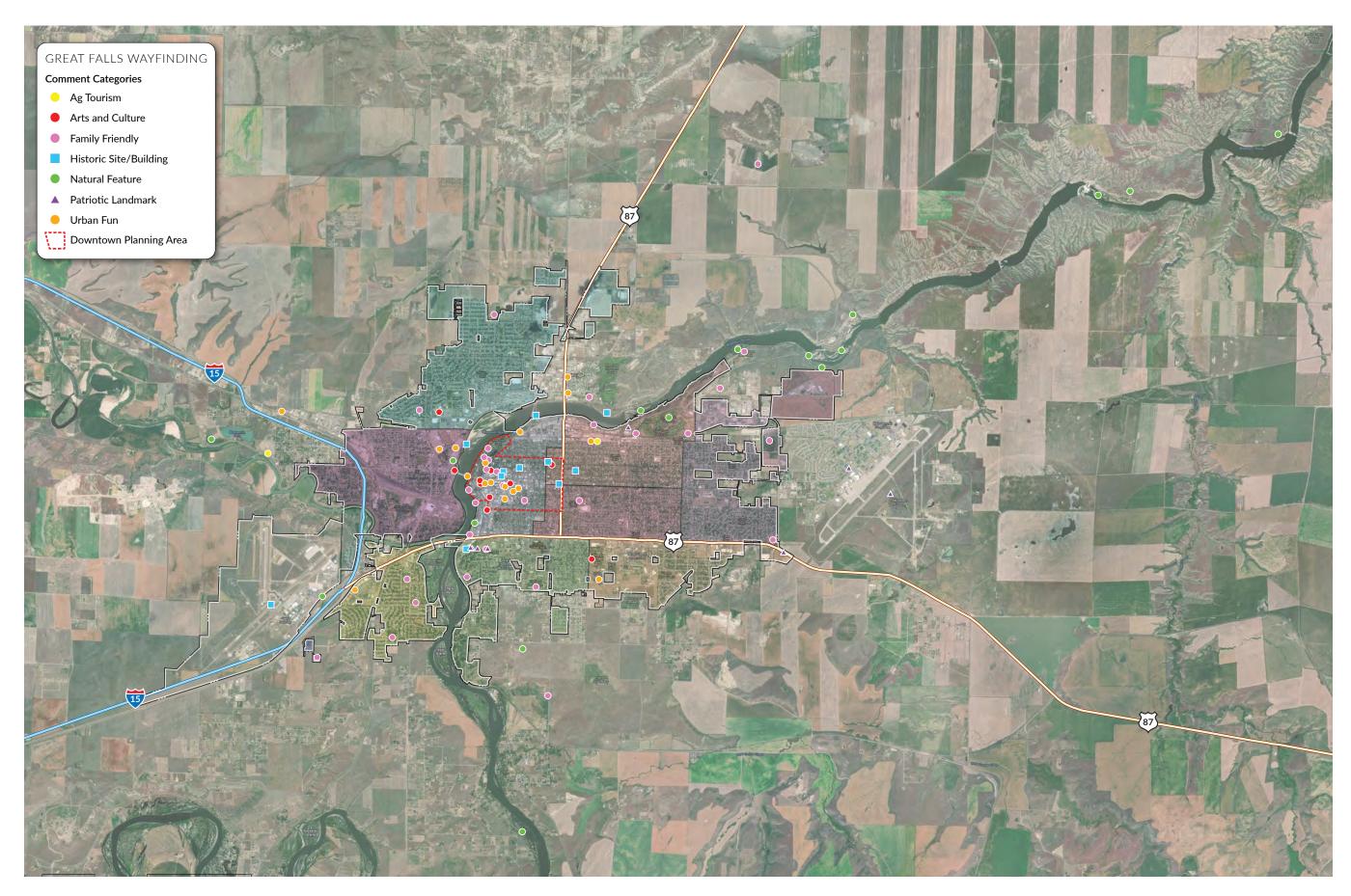
The memorial for officers, the flag, and the loss of the information center. If this could have still remained here maps could have been given out there and hotels to showcase downtown. Have had countless guests tell me they are at an loss when traveling with a large motorhome/camp trailer in an unfamiliar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

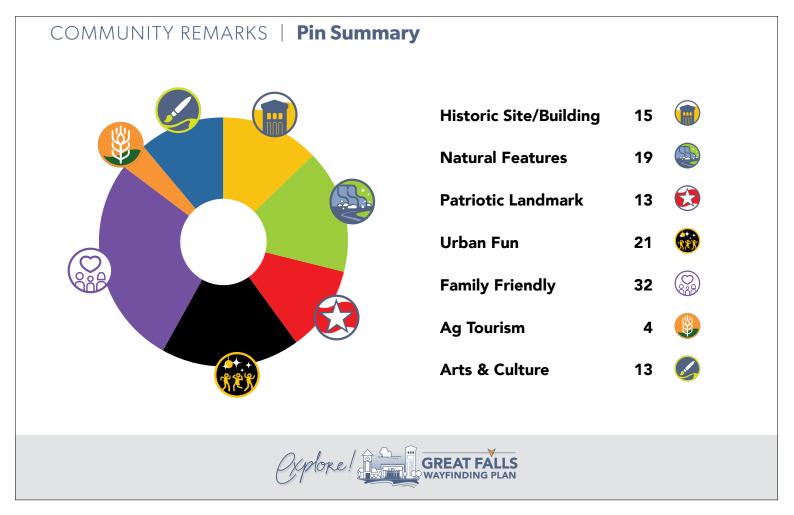
2020-06-06 07:29:07

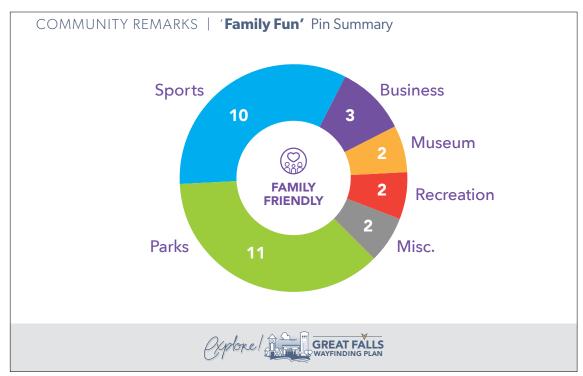
Community Remarks

Destination Pin Mapping Results







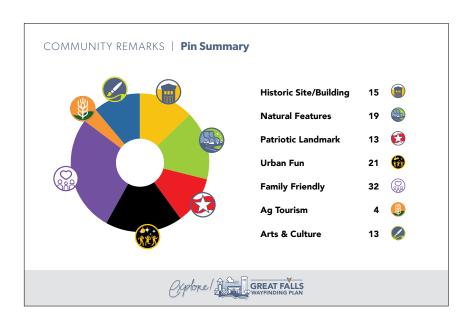


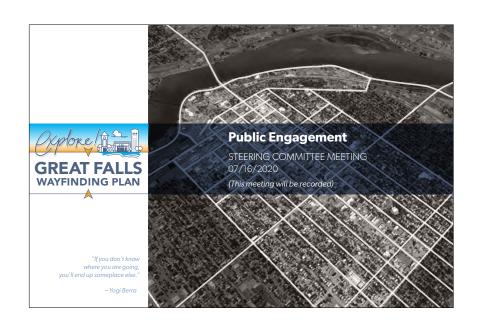


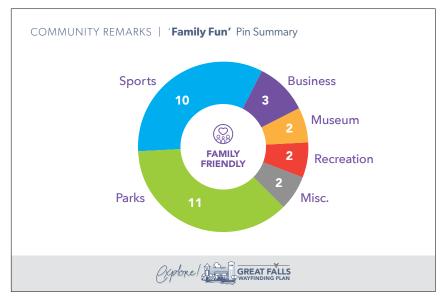
APPENDIX

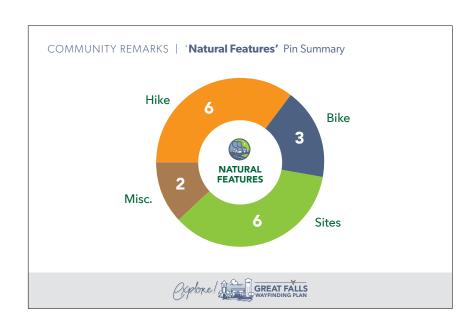
Steering Committee Engagement -Presentation & Survey Results





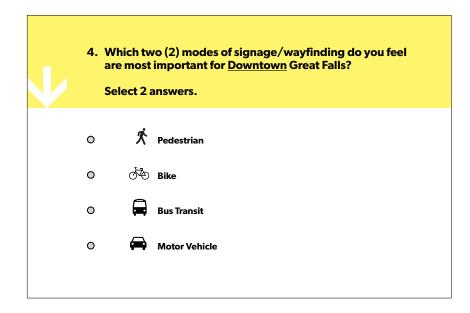








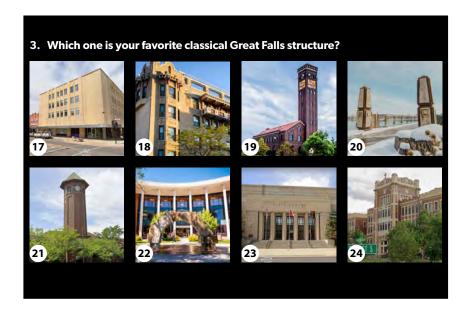




Majority Response: #10







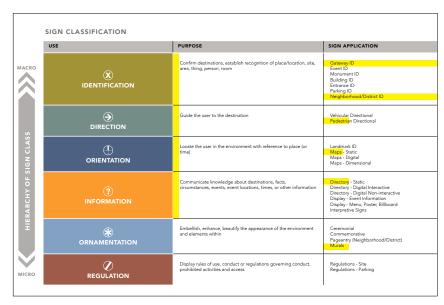
5. Which single mode of signage/wayfinding do you feel is most important for the <u>future vision</u> of Great Falls? Select one.

Majority Response: #2

Majority Response: #19

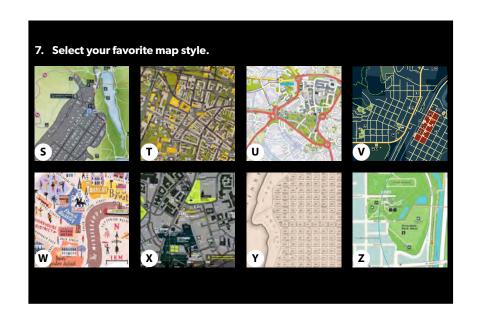
Majority Response: Motor Vehicle







Majority Response: C&G

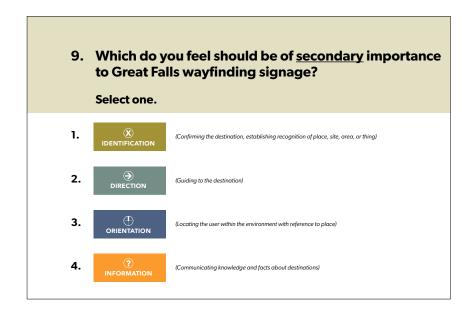




8. Which do you feel should be of <u>primary</u> importance to Great Falls wayfinding signage? Select one.

Majority Response: U&W

Majority Response: Direction - 4 of 7 Orientation - 3 of 7



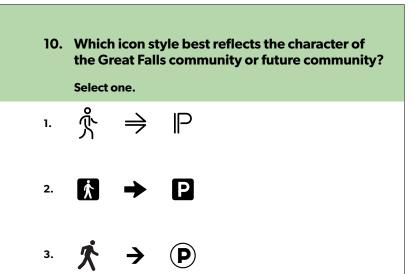
Draw a simple sign shape of what you think could represent the Great Falls community character?

Describe it with one word or phrase.



DESTINATIONS

organized



Majority Response: #3



Bike Lanes & Trails: Pedestrian Trails Federal, State, County, and City Offices: National Parks: Chamber of Commerce

Faster Seals Goodwill Work Activity Center

Downtown Area: Holiday Village Mall: University Plaza; 10th Ave East End; Northwest Bypass Complex; Large Box Stores (Walmart): Great Falls Market Place

Paris Gibson Museum

Anaconda Smoke Stack Site?

Activity Centers

Montana Veterans Memorial Park First Peoples Buffalo Jump

> Benefis Health System Great Falls Clinic

Broadwater Overlook Airport Overlook? Square Butte The Rocky Mountain Fron Dams: Black Eagle Falls; Rainbow Falls; Great Falls Portage; Ryan Dam: Morony Dam/Reservo

Destinations, Amenities & 'Jewels'



OUTDOOR RECREATIONAL OPPORTUNITIES

PARKS	
Bel View	Graybill
Boston Heights	Heren
Broadwater Overlook	Horizon
Cambridge Court	Hyland H
Carter	Kranz
Charles Russell	Lions
Chowen	Madison
City Rec Ball Park	Meadow
Centene Baseball?	Memoria
Clara	Montana
Dudley-Anderson	Morony
Eagle's Crossing	Noah's A
Elks Riverside	North Kiv
Fox Hollow	Oddfello
Gallatin	Pacific Ste
George Pinski	Dog Park
3	Phodos

Sacaiawea Sand Hills Sunnyside Tourist Valley View Wadsworth Warden West Bank West Hill West Side Kiwanis West Side Viaduct Whittier

TRAILS & WALKING TOURS

River's Edge Trail Wadsworth Park Walking Trail Central Business Historic District; Railroad Historic District: Rivers Edge History; Historic Lower North Side

WATER SPORTS

Grande Vista

City Swimming Pool

Missouri River Rafting?

GOLF COURSES

Hickory Springs Meadowlark Country Club Anaconda Hills Eagle Falls Municipal

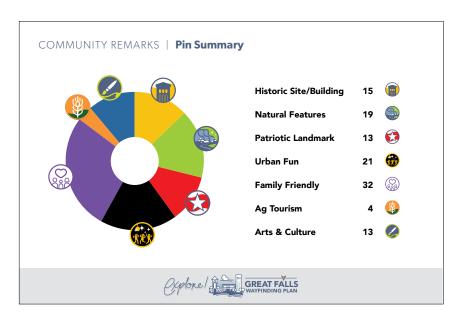
DOWNTOWN GREAT FALLS WAYFINDING PLAN



APPENDIX

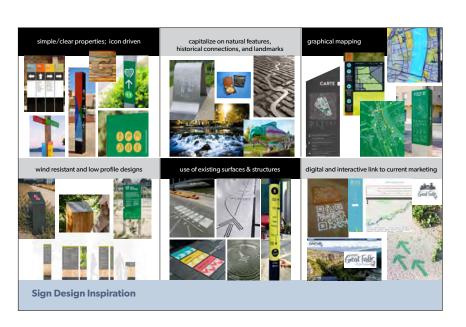
Stakeholders Engagement -Presentation & Survey Results



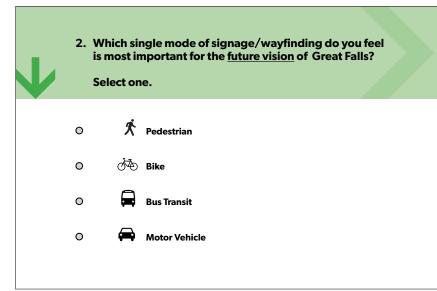


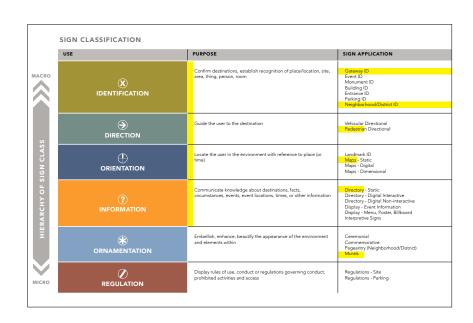












Majority Response: Pedestrian - 5 of 9

Motor Vehicle - 4 of 9







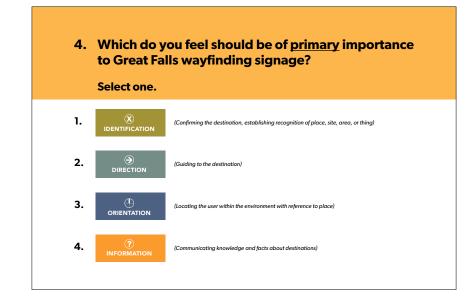
Majority Response: T, V & W







Majority Response: #1-Poor



Draw a simple sign shape of what you think could represent the Great Falls community character? Describe it with one word or phrase. organized

Majority Response: Direction



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, 2020 5:13pm)

10

310

391
Average responses



Average engagemen

Explore Great Falls Wayfinding Public Survey

Page 2 of 10

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

fishing, and birding. Price of living is easy.

Small-town | Sedated | Traditional



super kind and friendly



friendly Fun Active Bikeable Walkable Missouri

Interesting Varied Friendly Historic Unique Supportive

Friendly & welcoming people, shortest commute, easy access to either National Parks. Water access right in community for boarding, boating,

436 Response

Great community, small enough to be friendly, large enough to have some choices and diversity

Diverse fantastic Amazing music, syphony, live bands, etc

Great Downtown! Easy to get around. Friendly Independent

Eclectic Tight-knit Friendly Military Slow Genuine Caring

Close-minded Determined Hungry Generous Close Tight

Recreational Committed Growing comfortable

Waterfront community with potential Updating Blue-Collar

Outdoorsy Unique Fab Giving community, slow on development

Friendly friendly Amazing Mixed Active Balanced Historic

Beautiful Fun Welcoming Compassionate Proud Friendly

Diverse Old Friendly Generous Generous Generous

Generous Welcoming Old caring Healthy Friendly

Authentic Growing segmented Friendly real Friendly

Philanthropic good people conservative Trails Great

Hard-Working Static improving Potential Struggling Friendly

Anti growth. All the organizations ask the taxpayers to support their "investment" in the community as that will help bring business. Not happening due to inadequate city leadership.

Conflicted Welcoming Changing Clean Fun Friendly

Rust belt Diverse Mixed (some good some bad) Rambunctious

Crazy Different Stunted Potential Stagnant fine

Working on becoming more progressive and appealing to a more diverse population.

Age-focused (older or younger, but never middle) | Welcoming | Dying

| Promising | Friendly | Beautiful | Beautiful | Stagnant |

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

8/7/2020

Mixed

Explore Great Falls Wayfinding Public Survey

Perhaps 20% highly engaged in improving this community and 80% apathetic

decent | Stagnant | Stubborn | Ready | Dreamers | Hard working Friendly Great potential Adapting Stagnant Family Friendly

Dependable. Old Generous Awakening Conflicted Decrepit Outgoing Nice The hard working supporting the hardly working.

Divisive, old-fashioned, conservative, stodgy, stuck in the past, stagnant, unimaginative, anti-progress

Limited | Political | Addicts | Old fashioned | Strong | Dated Frustrating | Up-and-coming | Generous | Community | Friendly

Growing 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 taxpayer base of great falls.

conservative generous Small middleclass Lethargic Average

Apathetic Mediocre Proud Struggling Comfortable Comfortable Methy Supportive Potential Unchanging

judgmental Base Uneventful integrated Comfortable Underutilized Generally friendly Supportive Friendly helpful

Regular Friendly Small town feeling Authentic Depressed Friendly | Divided | nice | inviting | inclusive | parks | games

friendly 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 emptiness along Central Ave. And more and more panhandling, you have to watch a block ahead to keep from running into these people, some even passed out in the middle of the day, the parking lot area behind the now derelict hotel Greystone is particularly active as well as

Dumpy especially 10th so Adventerous River Scenic Great Antiquated Stagnant Fucked up Dying Drug Central

Nonexistent friendly Dying CLEAN Undiscovered Confused Comfortable Stagnant Strong, traditional, slowly evolving Great

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

8/7/2020

Page 4 of 10

Conservative | Stagnant | Kind

Great Falls Community is a diverse population. There is a little bit of everything to satisfy residents.

Welcoming Adventurers Divided Irresponsible Inadequate

Blue Collar Bred, Blue Collar Born People in Great Falls are "Nice"

Elderly Conservative Declining traditional Welcoming

Underutilized friendly Arrogant Ignored affordable Stagnant dying Supportive Welcoming, home, friendly, casual, inviting

boring friendly elderly underappreciated Welcoming friendly

Laidback Friendly generous generous Home

Casino and Meth | big | Western | Friendly

The downtown community is becoming more of a close knit community. Things are improving as a result.

Crime ridden meth capital of Montana | Outdated | outdated | Separate Bland Potential Active Easygoing Friendly charming

small town calm Vibrant Fun Outgoing Generous Friendly

Resilient Tough Central Hopeful Underappreciated Dull Generous inviting friendly welcoming Diamond (in the rough)

Very Friendly hard-working retired Growing! Togetherness

Quiet little town with great potential to regrow after all the madness of the pandemic is over.

nice nice very nice Friendly potential Hopeful Outgoing Friendly small Caring, big/small town Chill evolving Clickish

Peaceful Supportive Outdated Stagnant

| Vibrant but with a bit of low self esteem | Supportive | Behind | Diverse comfortable comtortable Caring Friendly Growing Improving

Close knit Tight Tight stable Value Friendly Conflicted

Big small town Middle class Friendly Generous Fun Potential disconnected Old-fashioned Seeking Small family Mediocre

friendly Old-fashioned Senior citizens Innovative fantastic

Great Stalled Fine Fine Fine Great Fine Pretty

Neighborly Western scary Home Supportive and positive.

Beautiful Emerging Generous Caring friendly Conservative

Safe Friendly Stagnant Nothing for kids Retirement Boring

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

Explore Great Falls Wayfinding Public Survey

Page 5 of 10

Mainstream | Potential | Connected | Caring | Friendly | Generous Great scenic Welcoming Almost Underrated Beautiful Genuine RETRO SMALL Diverse Aging - but getting younger Historic Vibrant history parks trees convenient river four-seasons caring windy well-planned Friendly Historic Welcoming RETRO Traditional Friendly Pretty Lower income Nice Conservative Mixed Quaint Downtown is walkable | Vibrant | | Surprising | Optimistic | Longing | Unique | Vibrant Middle class retirement town. But slowly broadening for other demographics to enjoy. Together Innovative Practical grit

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

8/7/2020

Explore Great Falls Wayfinding Public Survey

Page 6 of 10

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



Where to go for...food, cocktails, pizza, shopping, TOYS, beer, grilled cheese. FUN[®]√ Historic | Walkable | Entertaining | Hopeful | Pigeon-palace



279

Responses

Shopping outstanding The heart is our people! Interesting shops and places to eat or have coffee. | Improving

Up and coming | Quaint | Small | Changing | Heartfelt | Positive Unrelenting | Strong | Community-focused | Ambitious | Determined Flourishing | Historical | Improving | welcoming | Underutilized

More shops Trendy Sad, forlorn in places Lively

Caring, but needs help barren

What is this question asking? The most crucial part of downtown? Without it, it wouldn't be "the same?" Or without it, there would be no downtown? The most popular aspect, thus it's the most important? "The people of the city or else it wouldn't exist?" The buildings because those are literally downtown? What sort of answers are you looking for by using vague idioms?

Tight | Historic | Trying | Potential | Empty | unpleasant at this time Progressing Uninspiring diverse Trying trying Quiet Changing improving! barely alive Lively Improving Tired

progressive | Emerging

Starting to show life but need to eliminate parking meters.

Grubby Abandoned buildings Changing confused Downtown struggling Dying Unique Pretentious New Growing Boring Trying Homeless Ghost town slow revival. Mixed

Lethargic with hints of exceptional | Uninteresting | Dying | Sad Exciting growing Fun Dirty Potential Unrealistic emerging

Dirty

trying to grow but stifled by unnecessary rules, red tape, and plain old good

Getting there thriving Eclectic Growing Transient Run down Scant | Depressed | Quaint | Traditional | Developing | Fun

Classic Outdated homeless Bland Evolving Developing eclectic Community Authentic Historic Invigorating

Optimistic Treading water Downtown Growing friendly

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

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

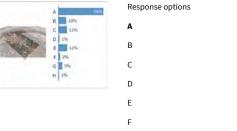
8/7/2020

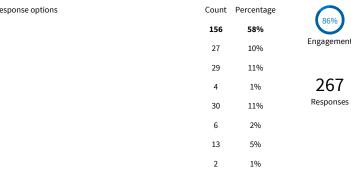
Explore Great Falls Wayfinding Public Survey

Page 8 of 10

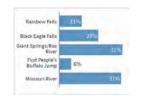


At what intersection do you enter the heart of Downtown **Great Falls?**





Select your 3 favorite Natural Features in Great Falls.



Response options	Count	Percentage	
Rainbow Falls	79	11%	
Black Eagle Falls	138	20%	
Giant Springs/Roe River		32%	
First People's Buffalo Jump	42	6%	
Missouri River	218	31%	



700 Responses

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

Explore Great Falls Wayfinding Public Survey

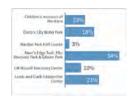
Page 9 of 10

700

Responses

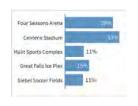
575 Responses

Select your 3 favorite Family Friendly destinations in Great Falls.



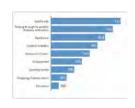
Response options	Count	Percentage	
Children's museum of Montana	89	13%	
Electric City Water Park	129	18%	
Warden Park Folf Course	20	3%	
River's Edge Trail, Elks Riverside Park & Gibson Park		34%	
CM Russell Discovery Center	71	10%	
Lewis and Clark interpretive Center	150	21%	

Select your 3 favorite sporting event destinations.



Response options	Count	Percentage
Four Seasons Arena	169	29%
Centene Stadium	192	33%
Mulit Sports Complex	66	11%
Great Falls Ice Plex	85	15%
Siebel Soccer Fields	63	11%

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





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

8/7/2020

Explore Great Falls Wayfinding Public Survey

Page 10 of 10

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



	57	23%
:	70 124	28% 49%



Engagement

251 Responses

Which one is your favorite classic Great Falls structure?

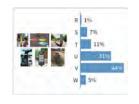


	Count		
Response options		Percentage	
J	30	11%	
К	20	8%	
L	6	2%	
М	2	1%	
N	26	10%	
0	164	63%	
P	0	0%	
Q	14	5%	

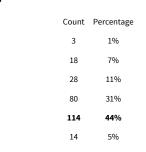
Engagement

262 Responses

Select the sign style you like best.



Response options	
R	
S	
T	
U	
v	





257 Responses

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

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.



Expedition #3 | History

Have you met Avalanche the Goat? Snap a selfie with him in a mask and you've completed Expedition #3!



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.



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.

Page 1 of 2

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 5pm MST.
- Please direct any contest questions to <u>nicoleolmstead@cushingterrell.com</u>

- 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
 - 318 Central Avenue 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 without giving notice. All taxes, costs, liabilities and unspecified expenses associated with the usage of the prize are the sole responsibility of the winner.

Page 2 of 2



CITY OF GREAT FALLS WAYFINDING PLAN

This document was created for the community of Great Falls by:

Cushing Terrell.

219 2nd Avenue South Great Falls, MT 59405 406.452.3321

cushingterrell.com