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# The City of El Paso Downtown Pedestrian Wayfinding

4 June 2013



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www.fd2s.com

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**PROJECT NAME/PROJECT CODE**

**The City of El Paso**  
**Downtown Pedestrian Wayfinding**  
12CEP005

**ISSUES/REVISIONS**

03JUN2013 Council Presentation

## Web



## Signage





Architecture, Art and Culture



**Pantone Color Specification**  
NA  
**Matthews Paint Specification**  
MP00554 "Choconut"  
**Opaque Vinyl Specification**  
3M "Duronodic Bronze"

Color C1

**Pantone Color Specification**  
NA  
**Matthews Paint Specification**  
MP04685 "Foie Gras"

Color C2

**Pantone Color Specification**  
NA  
**Matthews Paint Specification**  
MP02770 "Fantan"  
**Opaque Vinyl Specification**  
Avery A9220-O "Beige"

Color C3

**Pantone Color Specification**  
NA  
**Matthews Paint Specification**  
MP07273 "Greytint"  
**Opaque Vinyl Specification**  
3M "Pearl Gray"  
**Reflective Vinyl Specification**  
3M 3290 White

Color C4

**Pantone Color Specification**  
Cool Gray 11C  
**CMYK Specification**  
0%, 0%, 0%, 85%  
**Matthews Paint Specification**  
MP00584

Color C5

**Pantone Color Specification**  
2965M  
**Matthews Paint Specification**  
MP00365  
**Opaque Vinyl Specification**  
Avery A9525-O "Majestic Blue"

Color C6

**Pantone Color Specification**  
Black C  
**CMYK Specification**  
0%, 0%, 0%, 100%  
**Matthews Paint Specification**  
MP00843  
**Opaque Vinyl Specification**  
3M 7725-12 Black

Color C7

**Pantone Color Specification**  
3005C  
**CMYK Specification**  
0%, 0%, 0%, 70%  
**Matthews Paint Specification**  
MP00373  
**Opaque Vinyl Specification**  
3M "Olympiv Blue"

Color C8

**Pantone Color Specification**  
186C Red  
**Matthews Paint Specification**  
MP00225  
**Opaque Vinyl Specification**  
3M "Tomato Red"

Color C9

**Pantone Color Specification**  
876 M  
**Matthews Paint Specification**  
MP52234 "Warm Copper Metallic"  
**Opaque Vinyl Specification**  
3M "Copper Metallic"

Color C10

**Pantone Color Specification**  
384C  
**Matthews Paint Specification**  
MP00817 "Alga Green"

Color C11

**Pantone Color Specification**  
152C  
**Matthews Paint Specification**  
MP00853 "Plastic Pumpkin"

Color C12

**Pantone Color Specification**  
2725C  
**Matthews Paint Specification**  
MP00338

Color C13

**Pantone Color Specification**  
457C  
**Matthews Paint Specification**  
MP12440 "Electrum"

Color C14

**Pantone Color Specification**  
4715C  
**Matthews Paint Specification**  
MP00629

Color C15

**Pantone Color Specification**  
430C  
**CMYK Specification**  
0%, 0%, 0%, 60%  
**Matthews Paint Specification**  
MP00545

Color C16

**Pantone Color Specification**  
564C  
**Matthews Paint Specification**  
MP05742 "Sedum Green"

Color C17

**Pantone Color Specification**  
563C  
**Matthews Paint Specification**  
MP03397 "Old Copper Roof"

Color C18

**Pantone Color Specification**  
7533C  
**Matthews Paint Specification**  
MP28841

Color C19

**Pantone Color Specification**  
306C  
**Matthews Paint Specification**  
MP00379

Color C20

**Pantone Color Specification**  
232C  
**Matthews Paint Specification**  
MP00271

Color C21

**Acrycast Acrylic**  
3030 P-95 "Glass Green"

Material M1

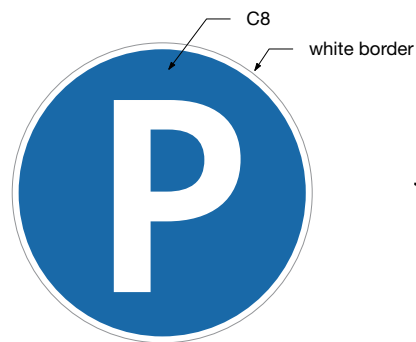
**Hardcoat Anodized Aluminum**  
Color: to match C9

Material M2

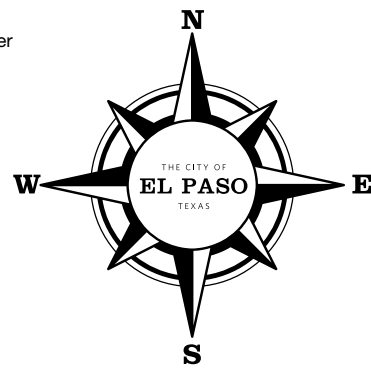
**Note**  
Depending on location of project, color needs, and other factors, fd2s uses a variety of color reference systems to communicate color selection. The colors which may be displayed here are for reference only, and may not in any way be used for color matching. No color substitutions are allowed. Further information regarding specified colors may be found through the various companies fd2s utilizes, including the following:

[www.akzonobel.com](http://www.akzonobel.com)  
[www.matthewspaint.com](http://www.matthewspaint.com)  
[www.pantone.com](http://www.pantone.com)  
[www.ral.de](http://www.ral.de)  
[www.toyoink.co.jp](http://www.toyoink.co.jp)  
[www.averygraphics.com](http://www.averygraphics.com)  
[www.scotchprint.com](http://www.scotchprint.com)

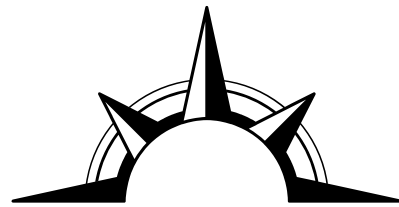




parking



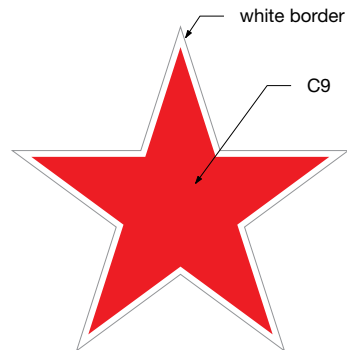
compass rose



half compass rose

THE CITY OF  
**EL PASO**  
TEXAS

City of El Paso logo



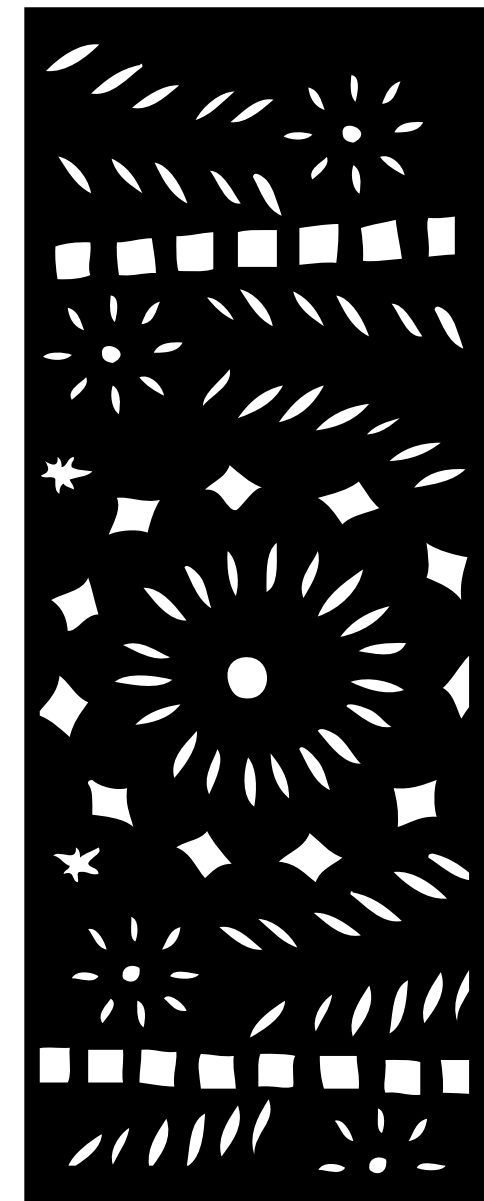
you are here marker



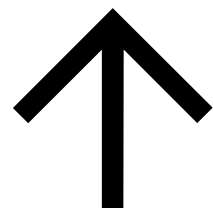
directional divider filigree



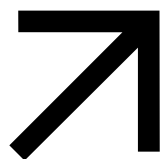
DMD QR Code



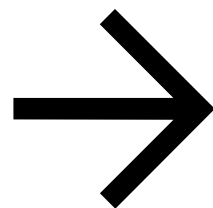
“Papel Picado” pattern



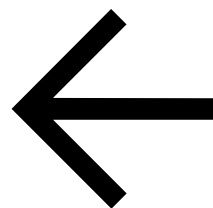
arrow up



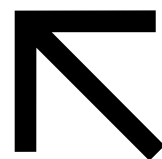
arrow up-right



arrow right



arrowLeft



arrow up-left

**Note**  
Images shown are for reference only and are not final artwork. fd2s, inc. is to provide electronic artwork for these elements upon request.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%&();:’”,.?’”

1 Font Set  
Clarendon LT Std  
Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%&();:’”,.?’”

2 Font Set  
Clarendon LT Std  
Bold



3 Type Size Measurement  
No Scale

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%&();:’”,.?’”

4 Font Set  
Whitney Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
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5 Font Set  
Whitney Semibold



6 Type Size Measurement  
No Scale

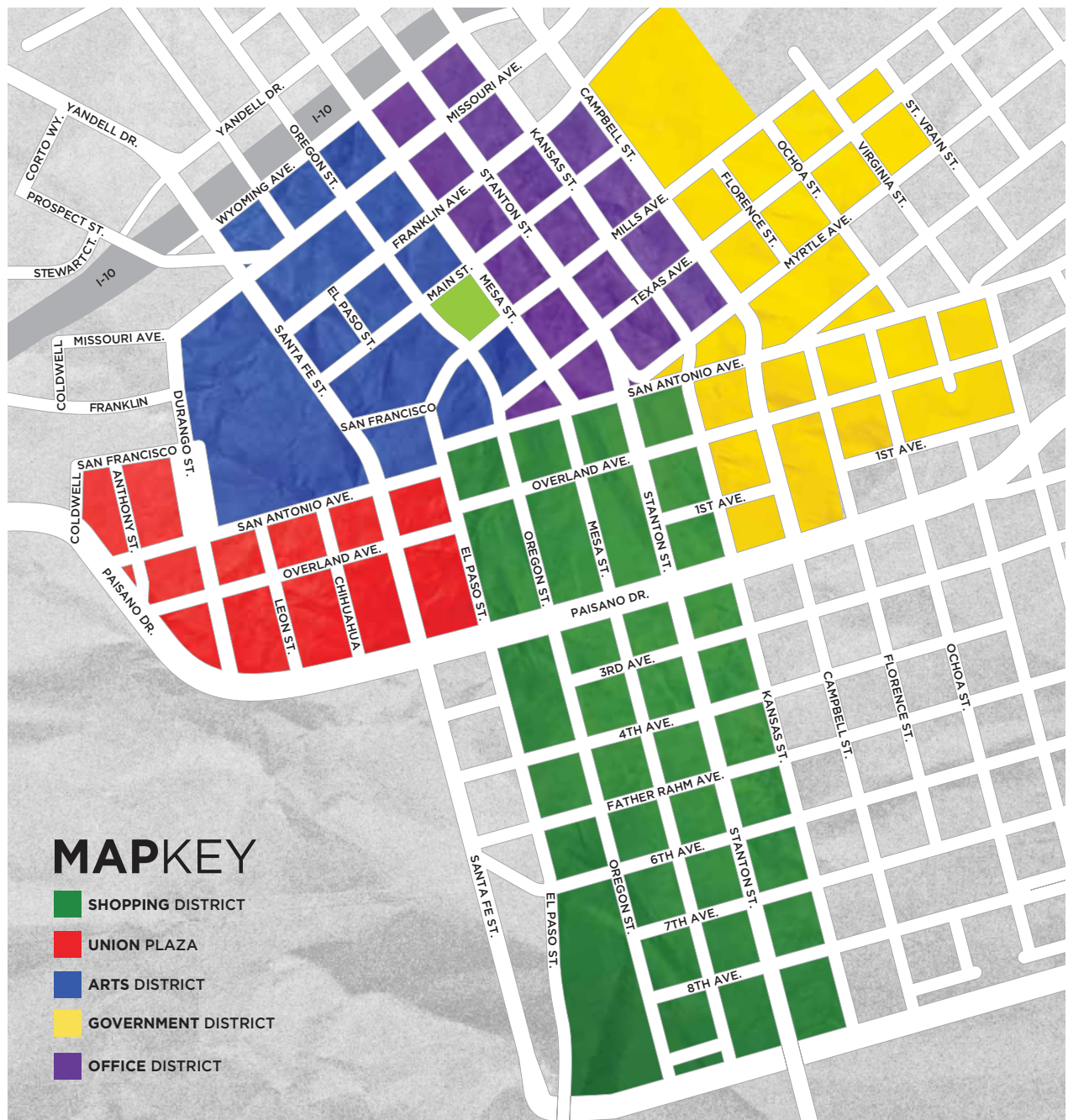


This map depicts map orientation for Corridor 2 Location 5 Side D.

This map depicts map orientation for Corridor 1 Location 4 Side C.



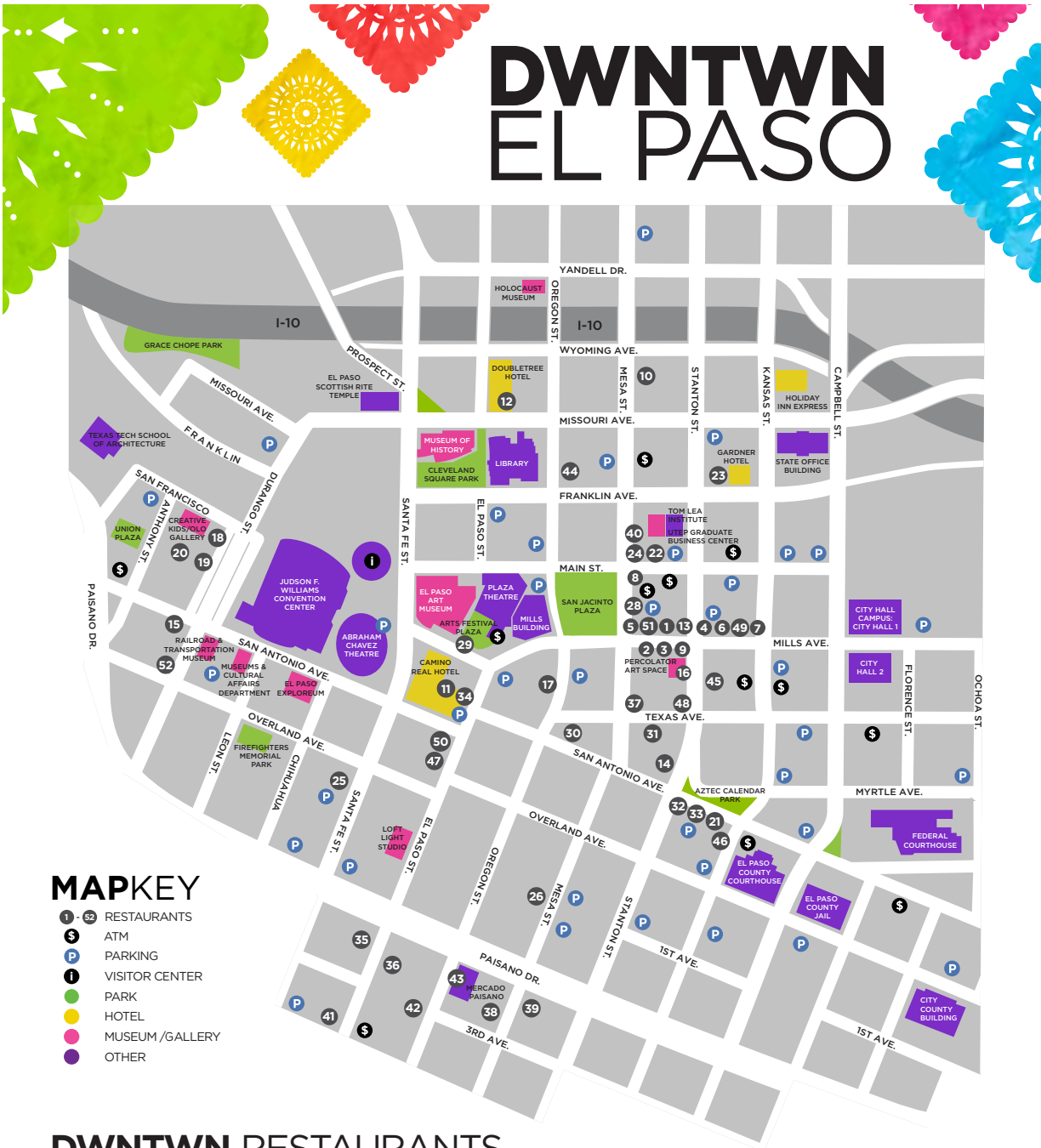
# DWNTWN DISTRICT MAP



## MAPKEY

- SHOPPING DISTRICT
- UNION PLAZA
- ARTS DISTRICT
- GOVERNMENT DISTRICT
- OFFICE DISTRICT

# DWNTWN EL PASO



## MAPKEY

- RESTAURANTS
- ATM
- PARKING
- VISITOR CENTER
- PARK
- HOTEL
- MUSEUM /GALLERY
- OTHER

## DWNTWN RESTAURANTS

|    |                           |                          |              |    |                           |                           |              |
|----|---------------------------|--------------------------|--------------|----|---------------------------|---------------------------|--------------|
| 1  | PIKE STREET MARKET        | 207 E. MILLS AVE.        | 915.545.1010 | 30 | LOS JARRONES              | 106 TEXAS AVE.            | 915.544.9990 |
| 2  | TEJAS CAFE                | 204 E. MILLS AVE.        | 915.532.8411 | 31 | LA PACHANGA               | 222 TEXAS AVE.            | 915.544.4454 |
| 3  | FOODVILLE FOOD TRUCK PARK | 218 E. MILLS AVE.        |              | 32 | MARTHA'S CAFE             | 104 S. STANTON ST.        | 915.626.9224 |
| 4  | BO BO CHINA RESTAURANT    | 313 E. MILLS AVE.        | 915.533.6116 | 33 | ROYAL CHINESE RESTAURANT  | 406 E. SAN ANTONIO ST.    | 915.545.2998 |
| 5  | KIPPS CHEESESTEAK         | 203 E. MILLS AVE.        | 915.838.7500 | 34 | THE DOME                  | 101 S. EL PASO ST.        | 915.534.3010 |
| 6  | LEO'S MEXICAN FOOD        | 315 E. MILLS AVE.        | 815.544.1001 | 35 | GENESIS CAFE              | 503 S. EL PASO ST.        | 915.546.2300 |
| 7  | LUIGI'S HOMESTYLE PIZZA   | 321 E. MILLS AVE.        | 915.544.0444 | 36 | YAMY CAFE                 | 510 S. EL PASO ST.        | 915.545.4797 |
| 8  | JAVA BEAN                 | 201 E. MAIN DR. #102     | 915.838.6630 | 37 | ROYAL CHINESE EXPRESS     | 220 N. MESA ST.           | 915.543.6006 |
| 9  | SWEET CORNER              | 218 E. MILLS AVE.        | 915.217.6974 | 38 | ROCK N ROLL EXPRESS       | 419 S. MESA ST.           | 915.533.3302 |
| 10 | CHINA PEARL               | 612 N. MESA ST.          | 915.351.6887 | 39 | POPO'S TAQUERIA           | 424 S. MESA ST.           | 915.534.7544 |
| 11 | LA HUERTA                 | 101 S. EL PASO ST.       | 915.534.3020 | 40 | GREEN INGREDIENT          | 201 E. MAIN ST. SUITE 112 |              |
| 12 | FIRE RESTAURANT           | 600 N. EL PASO ST.       | 915.537.8732 | 41 | BLUE SEAL BAKERY          | 623 S. EL PASO ST.        | 915.544.2452 |
| 13 | BIG BUN                   | 209 E. MILLS             | 915.533.3926 | 42 | VALENTINA'S RESTAURANT    | 425 S. OREGON ST.         | 915.545.4906 |
| 14 | HEALTHY BITE              | 117 N. STANTON ST.       | 915.351.1700 | 43 | DELIZIA PIZZERIA          | 519 S. OREGON ST.         | 915.351.7777 |
| 15 | CAFE ITALIA               | 504 W. SAN ANTONIO STE B | 915.532.3111 | 44 | SOHO BISTRO               | 500 N. OREGON ST.         | 915.532.7646 |
| 16 | THE PERCOLATOR            | 217 N. STANTON ST.       | 915.351.4377 | 45 | HOUSE OF PIZZA            | 208 N. STANTON ST.        | 915.533.3424 |
| 17 | CAFE CENTRAL              | 109 N. OREGON ST.        | 915.545.2233 | 46 | LA OVEJA                  | 414 E. SAN ANTONIO ST.    | 915.408.3739 |
| 18 | BRICK & MORTAR RESTAURANT | 115 DURANGO ST.          | 915.351.0445 | 47 | HELLO DAY CAFE            | 209 S. EL PASO ST.        | 915.532.3361 |
| 19 | TABLA                     | 115 S. DURANGO ST.       | 915.533.8935 | 48 | OLIVER'S RESTAURANT       | 201 N. STANTON            | 915.503.2333 |
| 20 | THE GARDEN                | 511 WESTERN CT.          | 915.544.4400 | 49 | THE NETWORK               | 317 E. MILLS AVE          | 915.532.0466 |
| 21 | TAP BAR AND RESTAURANT    | 408 E. SAN ANTONIO ST.   | 915.532.1848 | 50 | SPARROWS SPIRITS AND PIES | 208 E. EL PASO ST.        |              |
| 22 | LOS COLORINES             | 201 E. MAIN DR. ST.      | 915.544.5565 | 51 | TEA + GARDEN              | 205 E. MILLS              | 915.533.3887 |
| 23 | POT AU FEU                | 307 E. FRANKLIN AVE.     | 915.503.8158 | 52 | VALENTINE'S KITCHEN       | 504 W. SAN ANTONIO STE C  | 915.532.7329 |
| 24 | EL PASO CLUB              | 201 E. MAIN DR. ST.      | 915.544.1135 |    |                           |                           |              |
| 25 | PLAYA DE ORO RESTAURANT   | 3017 S. SANTA FE ST.     | 915.546.2367 |    |                           |                           |              |
| 26 | GUADALAJARA RESTAURANT    | 303 S. OREGON ST.        | 915.532.9190 |    |                           |                           |              |
| 27 | 501 BAR & BISTRO          | 501 TEXAS AVE.           | 915.351.6023 |    |                           |                           |              |
| 28 | LA MALINCHE               | 310 N. MESA ST.          | 915.544.8785 |    |                           |                           |              |
| 29 | OASIS BISTRO & LOUNGE     | 125 PIONEER PLAZA        | 915.231.1125 |    |                           |                           |              |



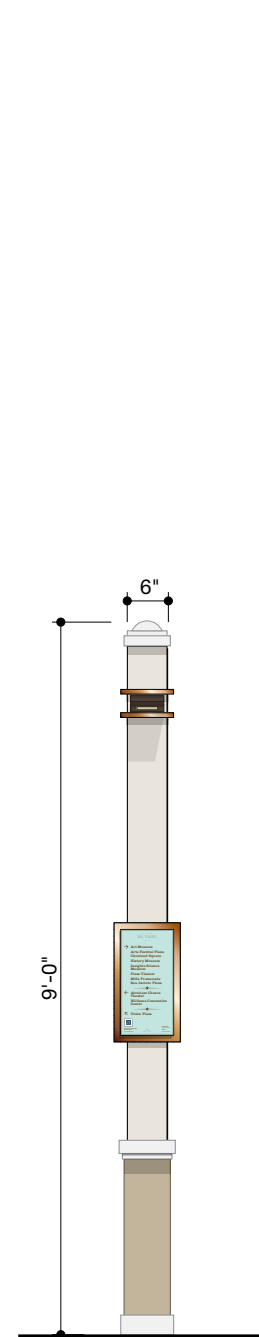
LAST UPDATED APRIL 25, 2013  
PLEASE CONTACT 915.400.2294 FOR MORE INFORMATION OR UPDATES  
DOWNTOWN MANAGEMENT DISTRICT  
WWW.DWNTWNELPASO.COM  
201 E. MAIN SUITE 107, EL PASO, TX 79901



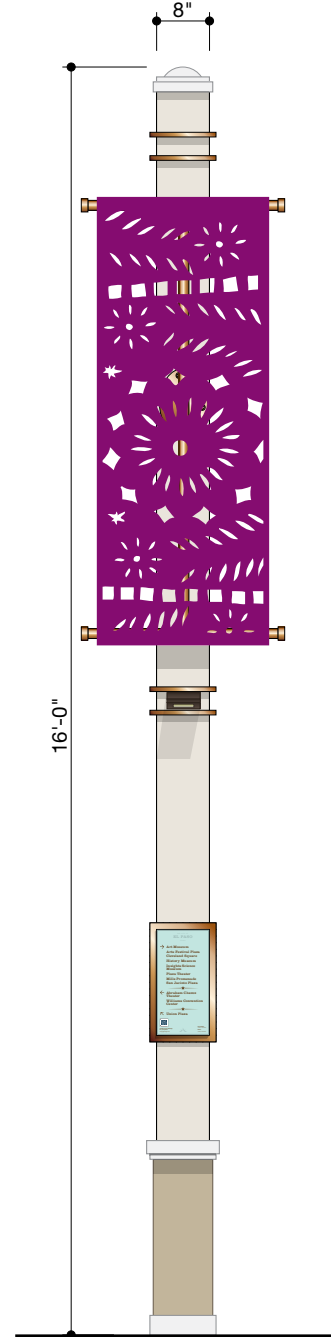
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# Wayfinding Sign Types

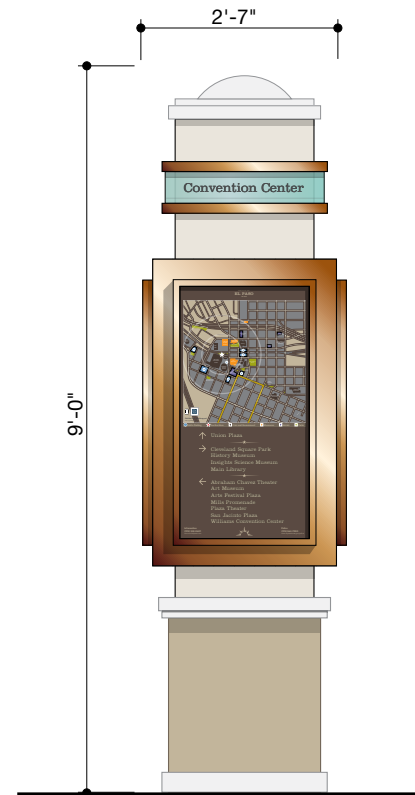
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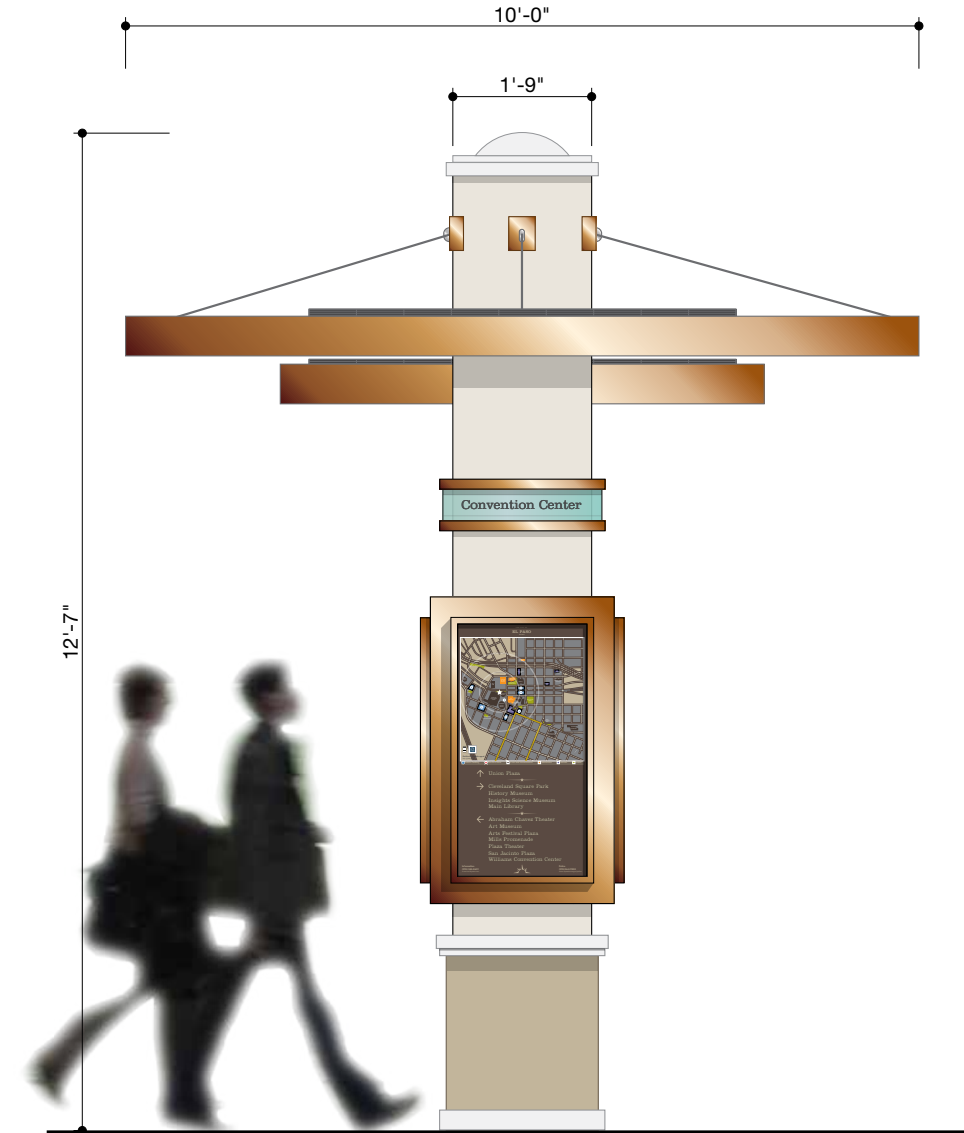
 Sign Type 200  
Pedestrian  
Directional



 Sign Type 300  
Pedestrian Directional  
with Pageantry

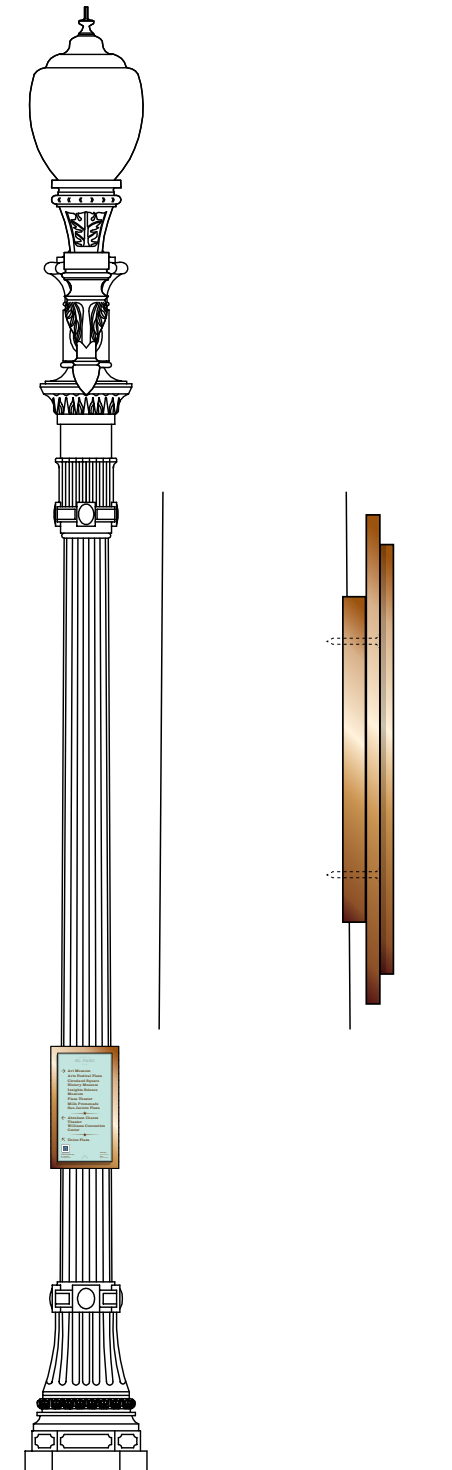


 Sign Type 400  
Pedestrian Kiosk  
Small

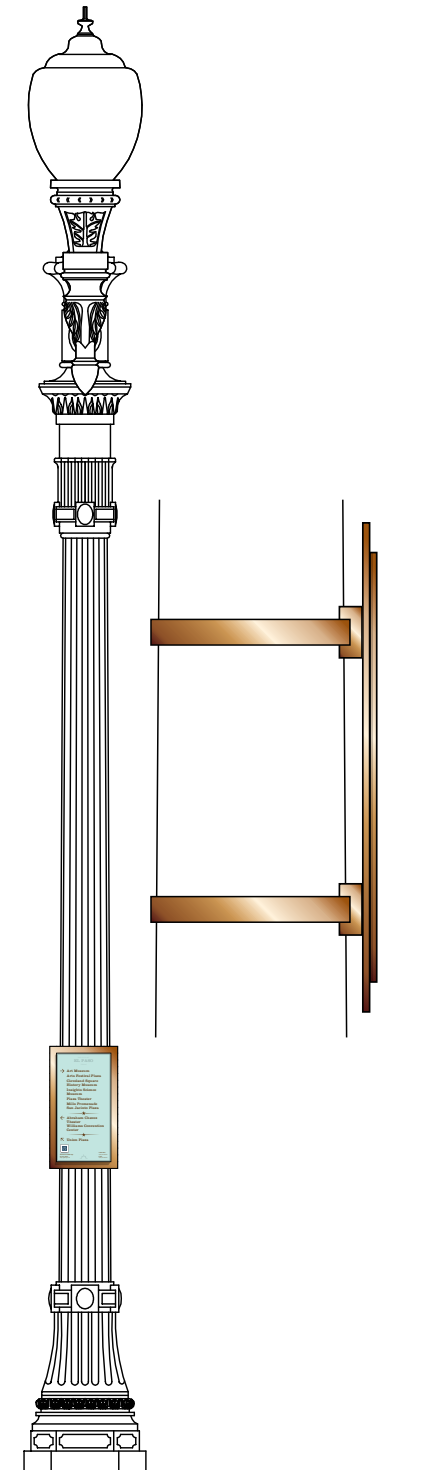


 Sign Type 500  
Pedestrian Kiosk  
Large

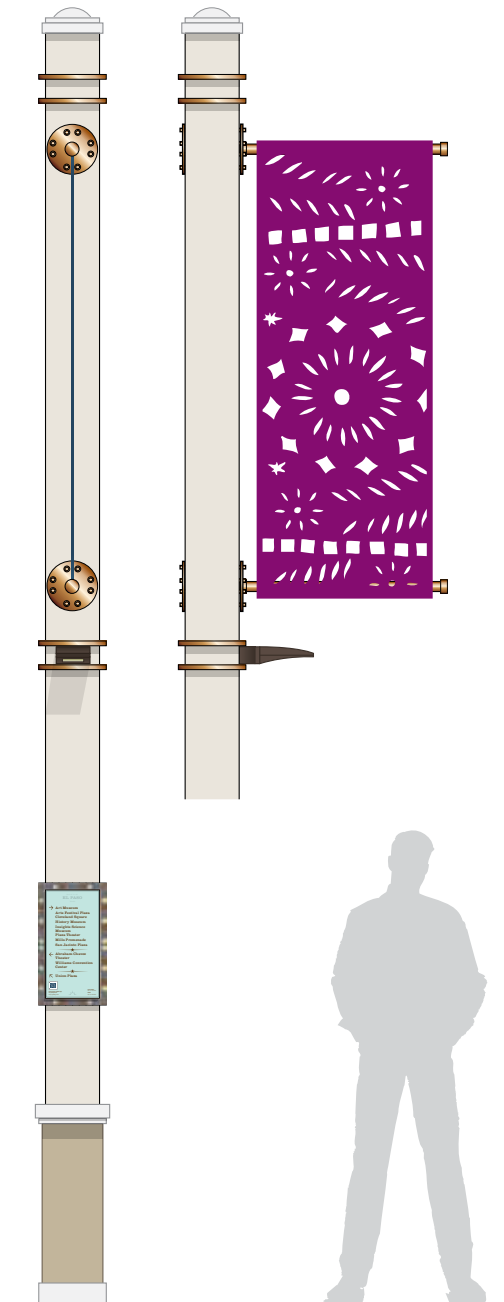




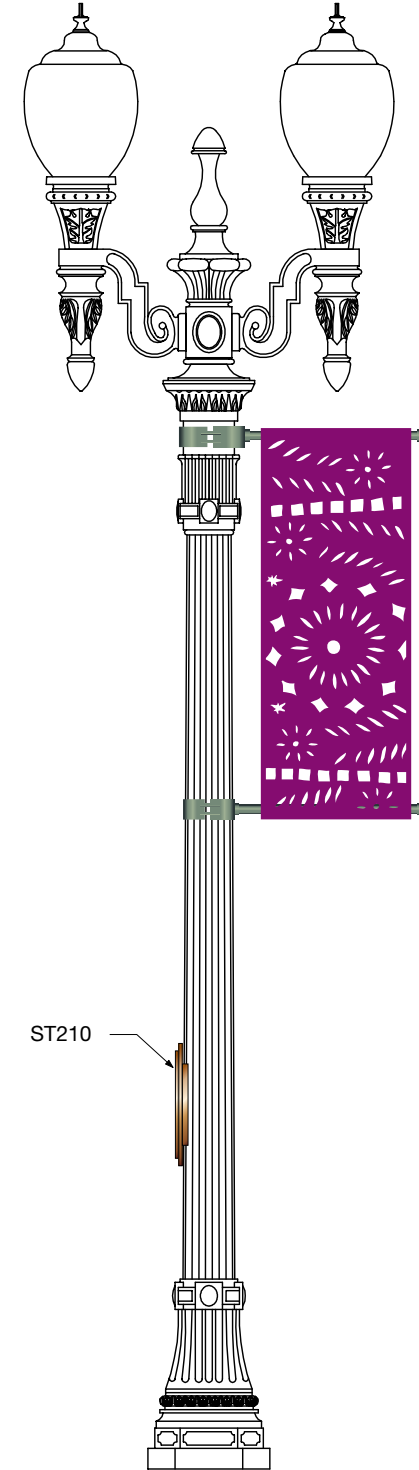
 Sign Type 210  
Pedestrian Directional  
on Existing Light Standard



 Sign Type 220  
Pedestrian Directional  
on Existing Light Standard



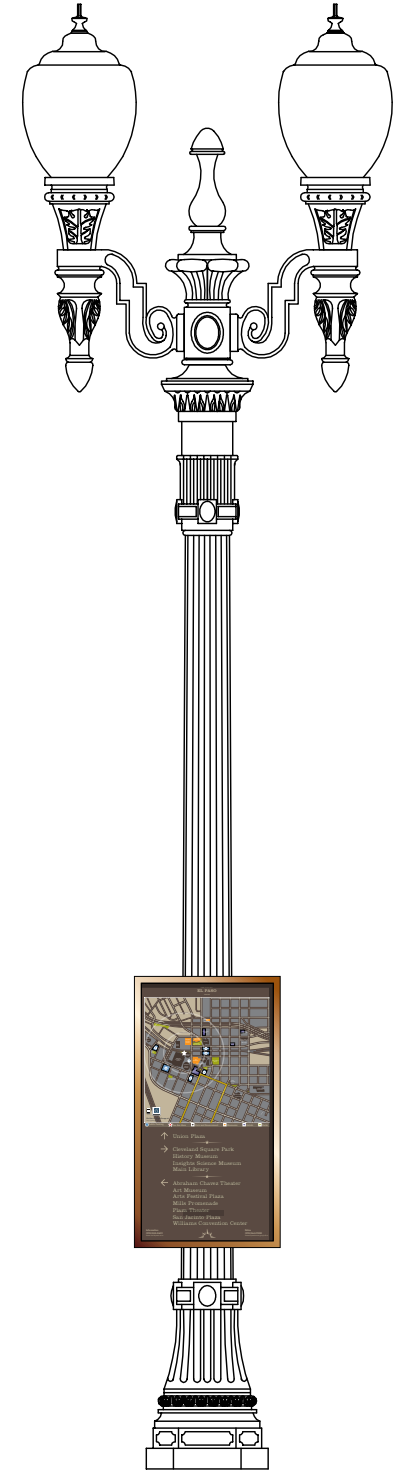
 Sign Type 310  
Pedestrian Directional  
with Pageantry



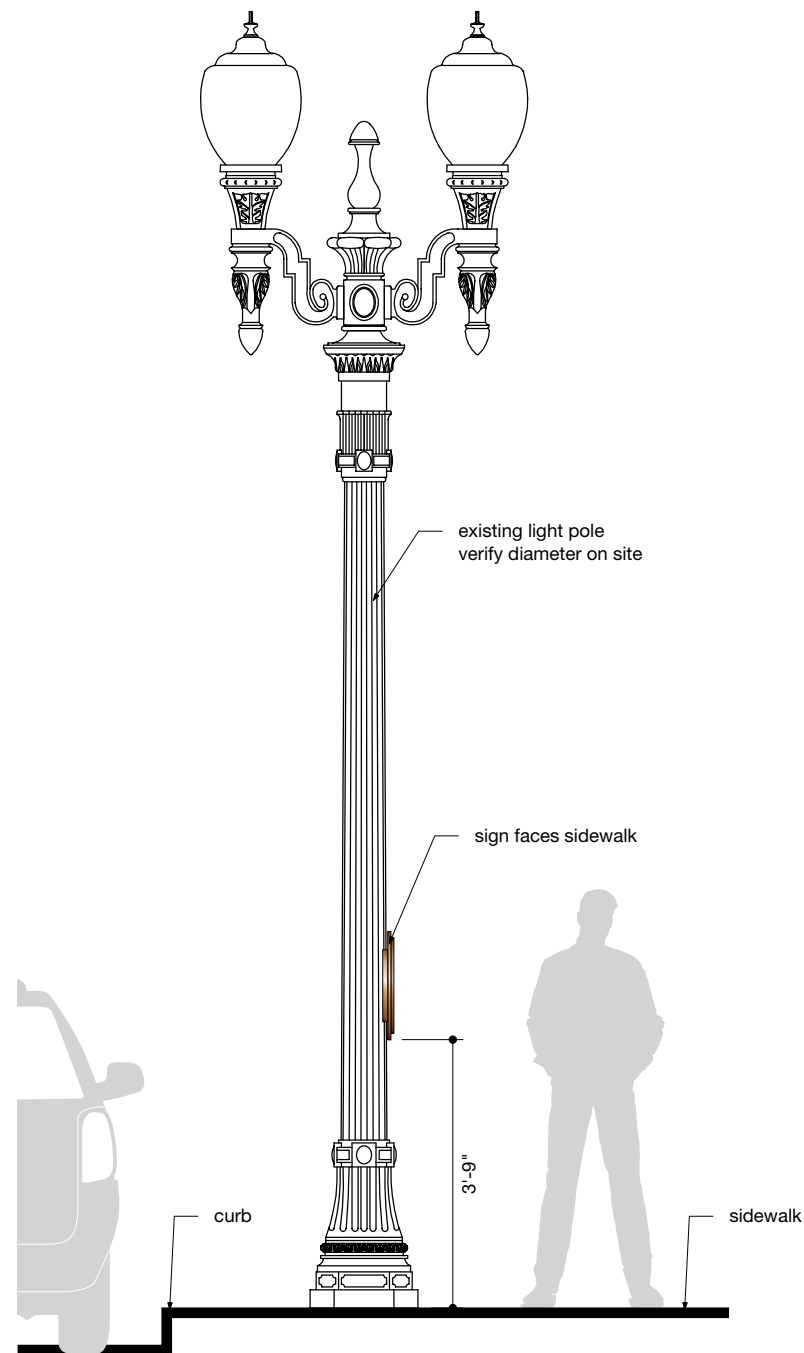
 Sign Type 320  
Pedestrian Directional  
with Pageantry on  
Existing Light Standard



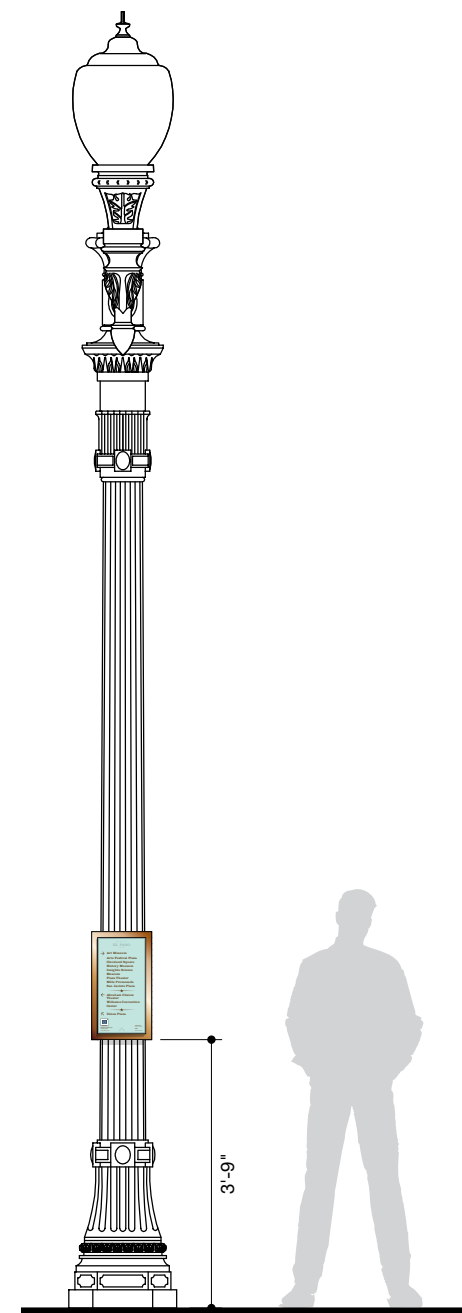
 Sign Type 410  
Pedestrian Kiosk  
Small on Pole



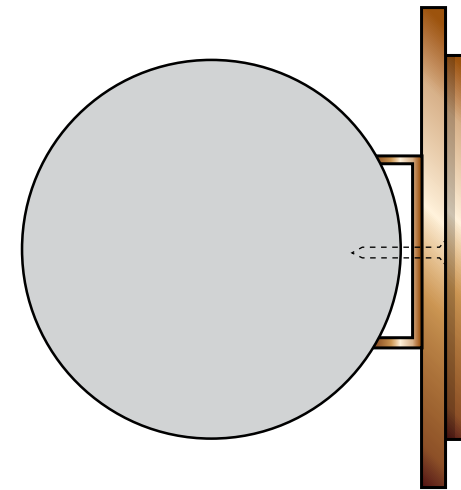
 Sign Type 420  
Pedestrian Kiosk  
Small on Existing  
Light Standard



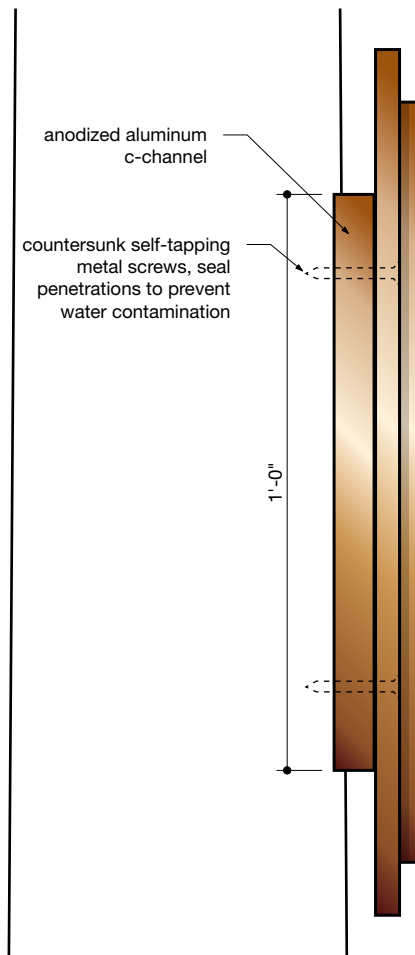
**1 Front Elevation**  
Scale: 3/8" = 1'-0"



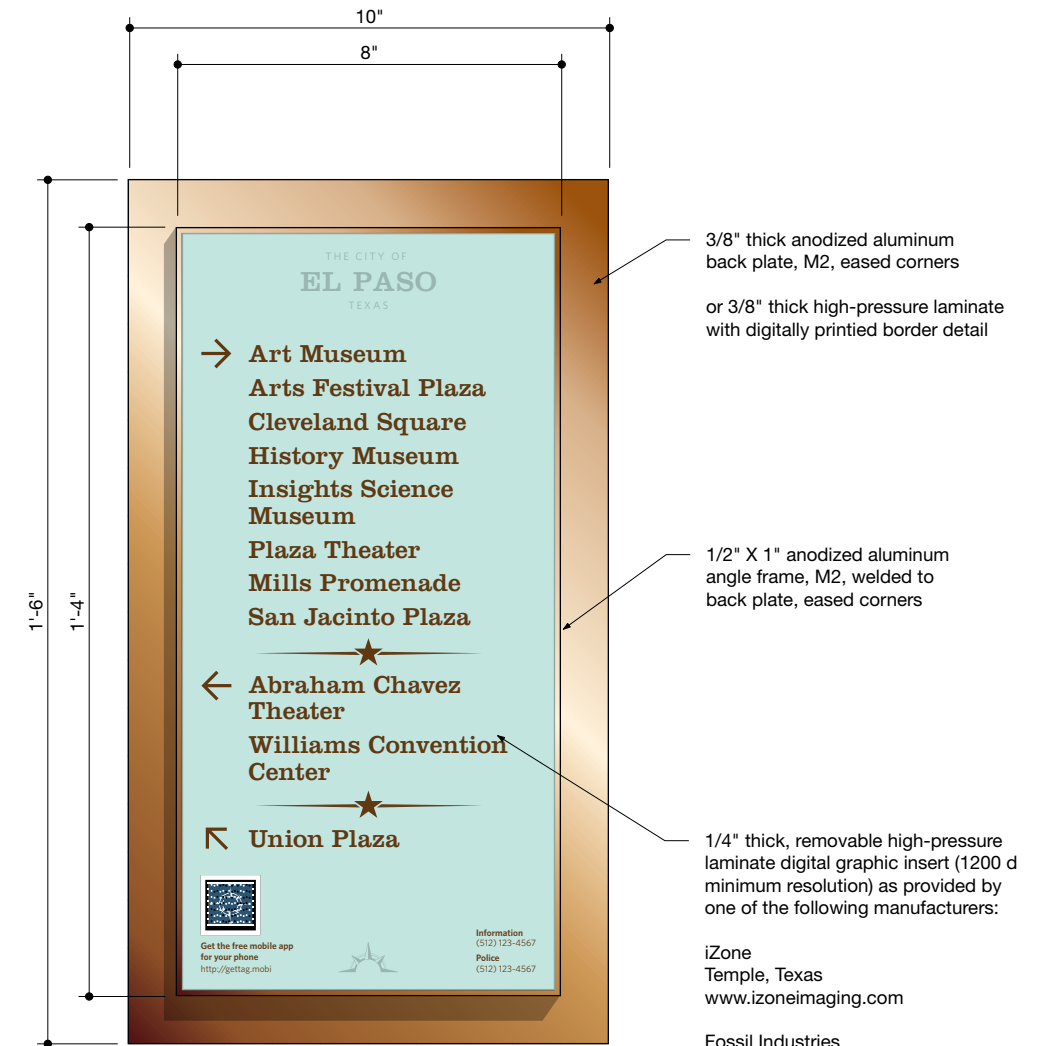
**2 Side Elevation**  
Scale: 3/8" = 1'-0"



**4 Top View**  
Scale: 3 = 1'-0"

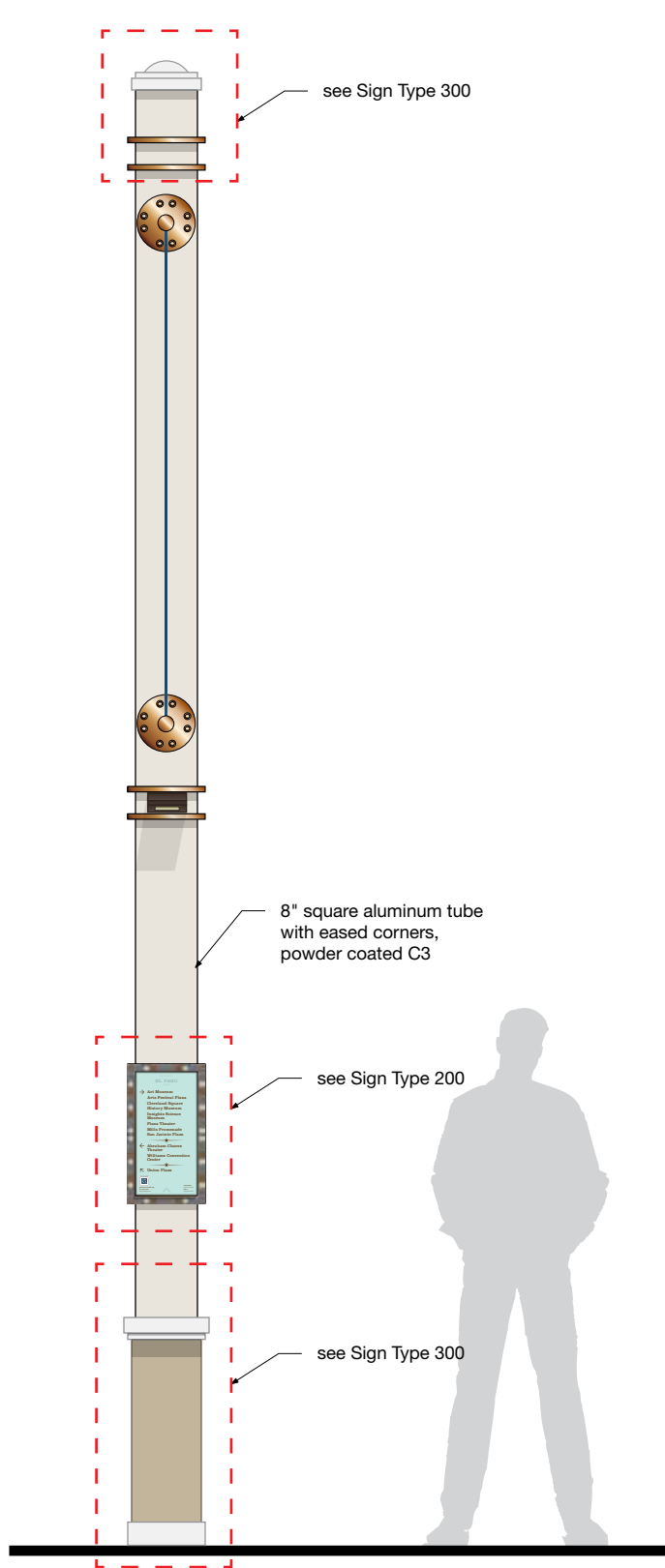


**3 Side View**  
Scale: 3 = 1'-0"

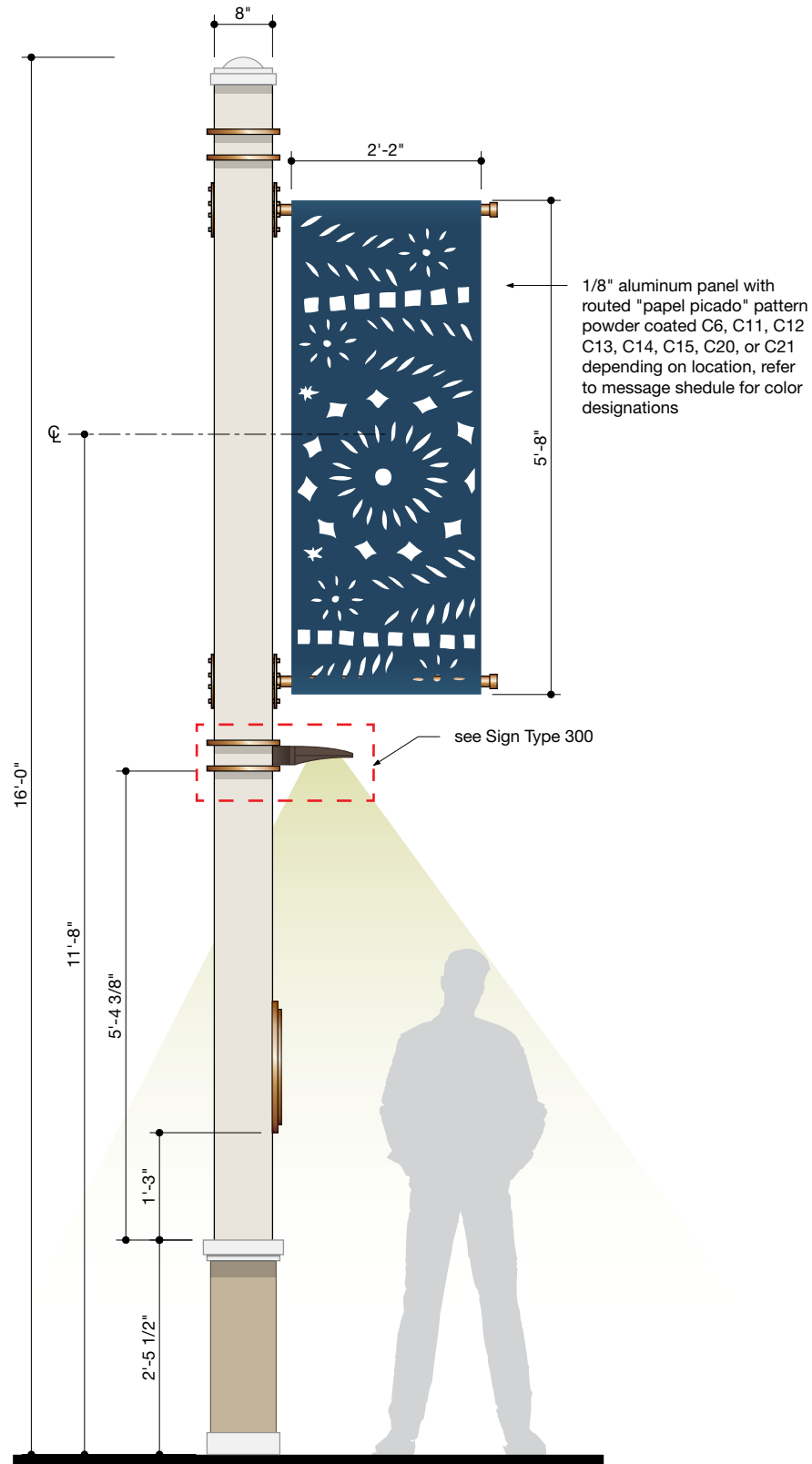


NOTE" See Sign Type 200 for typical face panel assembly.

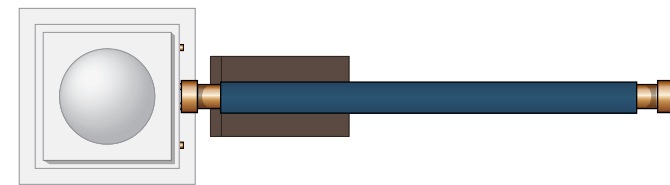
**5 Front View**  
Scale: 3 = 1'-0"



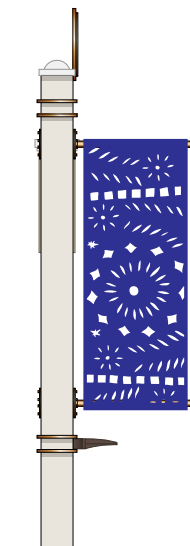
**1** Front Elevation  
Scale: 1/2" = 1'-0"



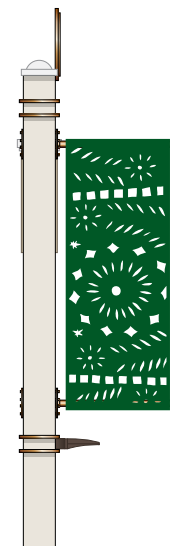
**2** Side Elevation  
Scale: 1/2" = 1'-0"



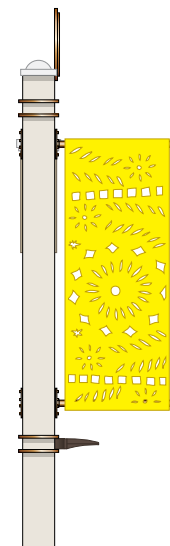
**3** Plan View  
Scale: 1" = 1'-0"



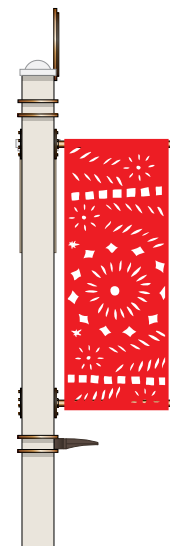
Arts District



Shopping District



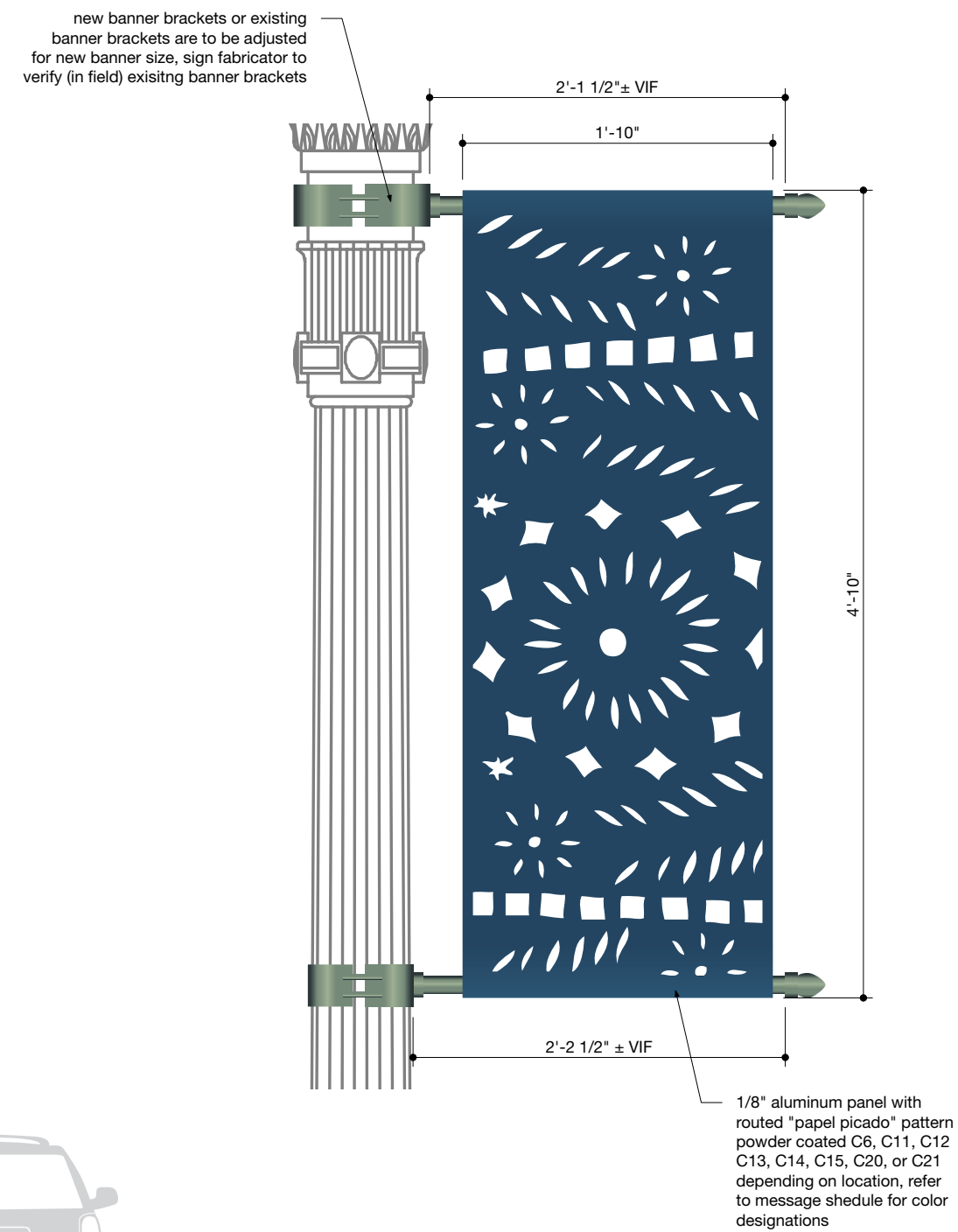
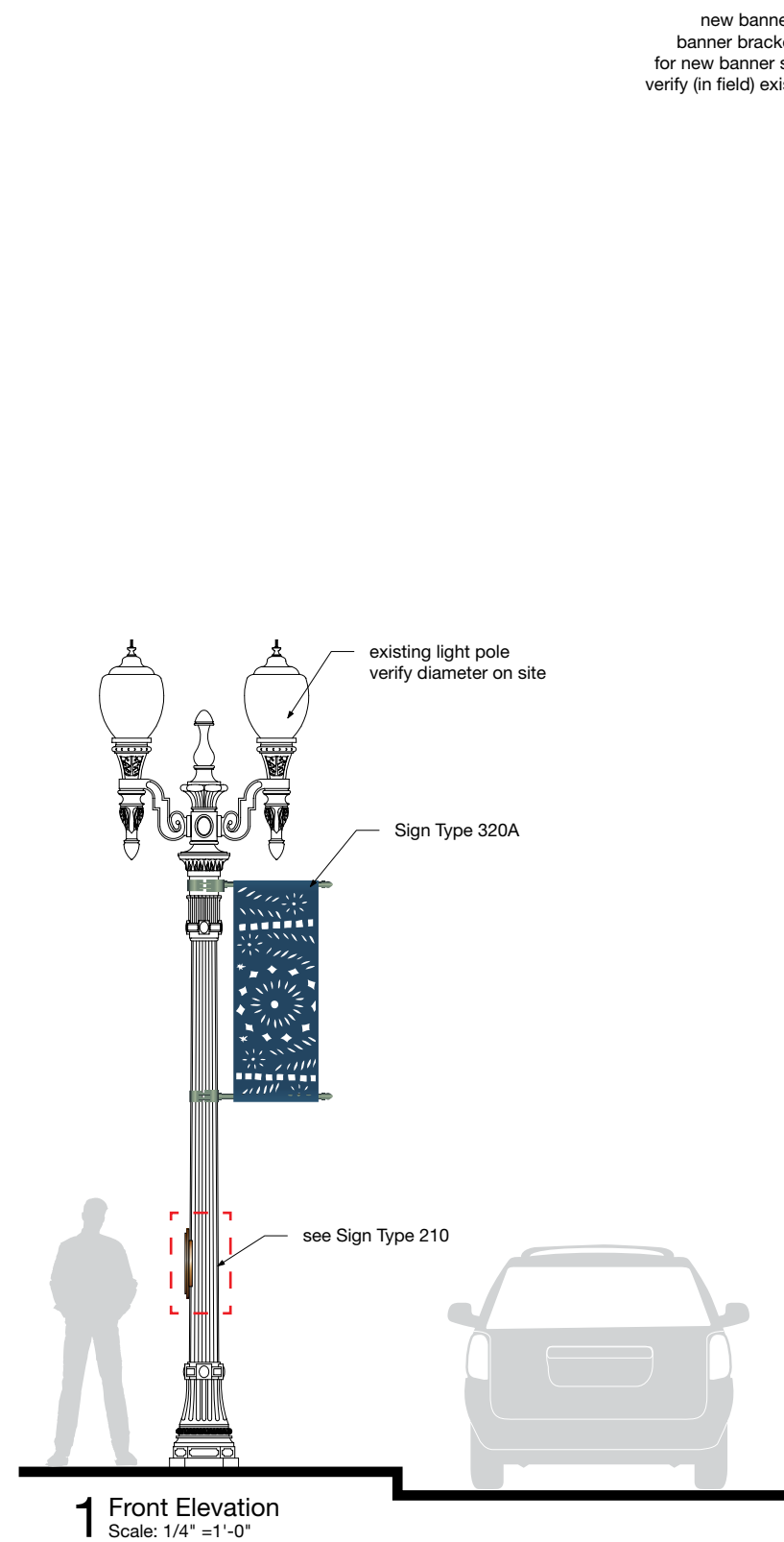
Government District



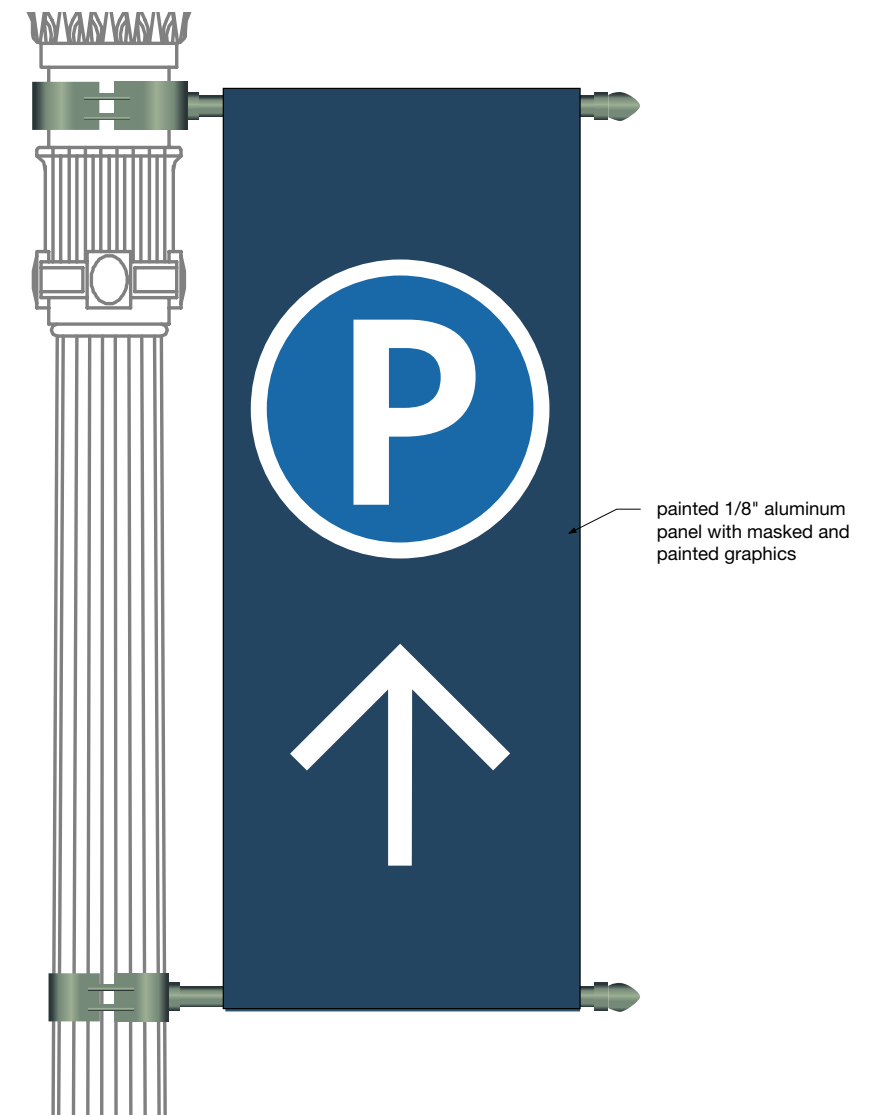
Union Plaza

**4** Banner Color Variations  
Scale: NTS

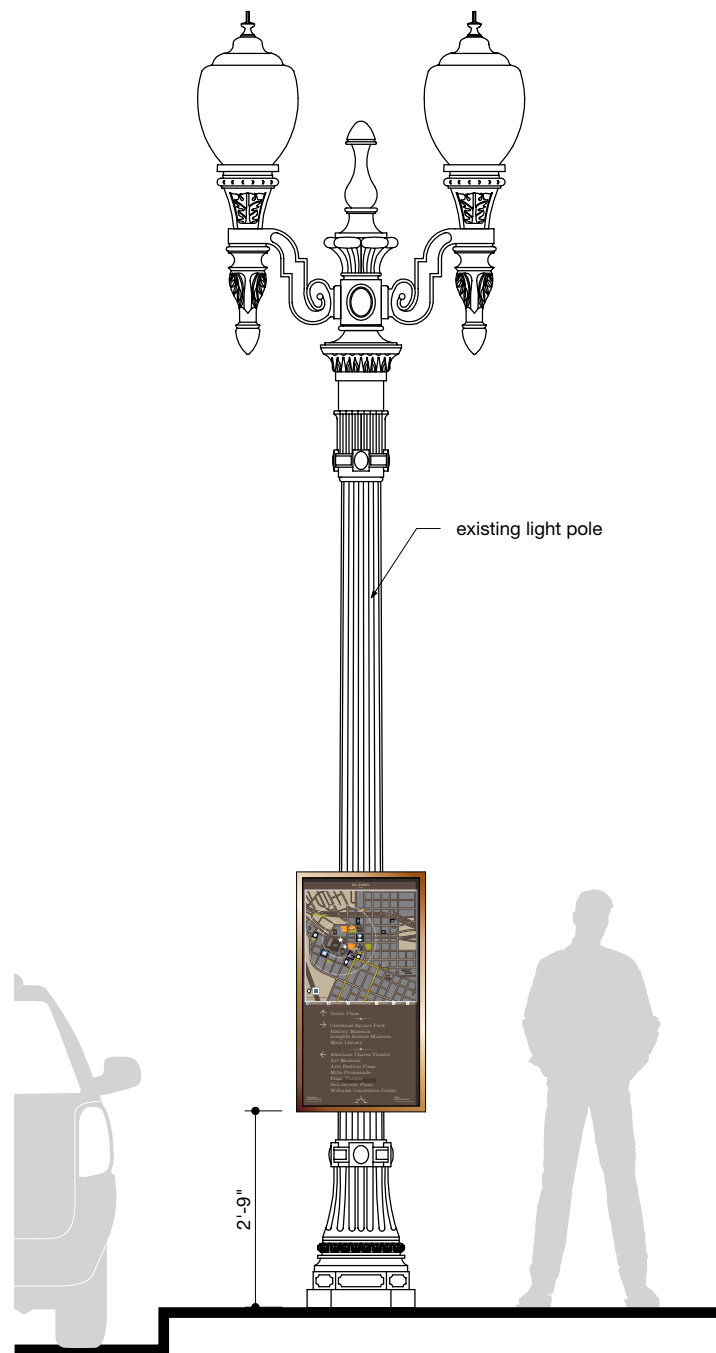




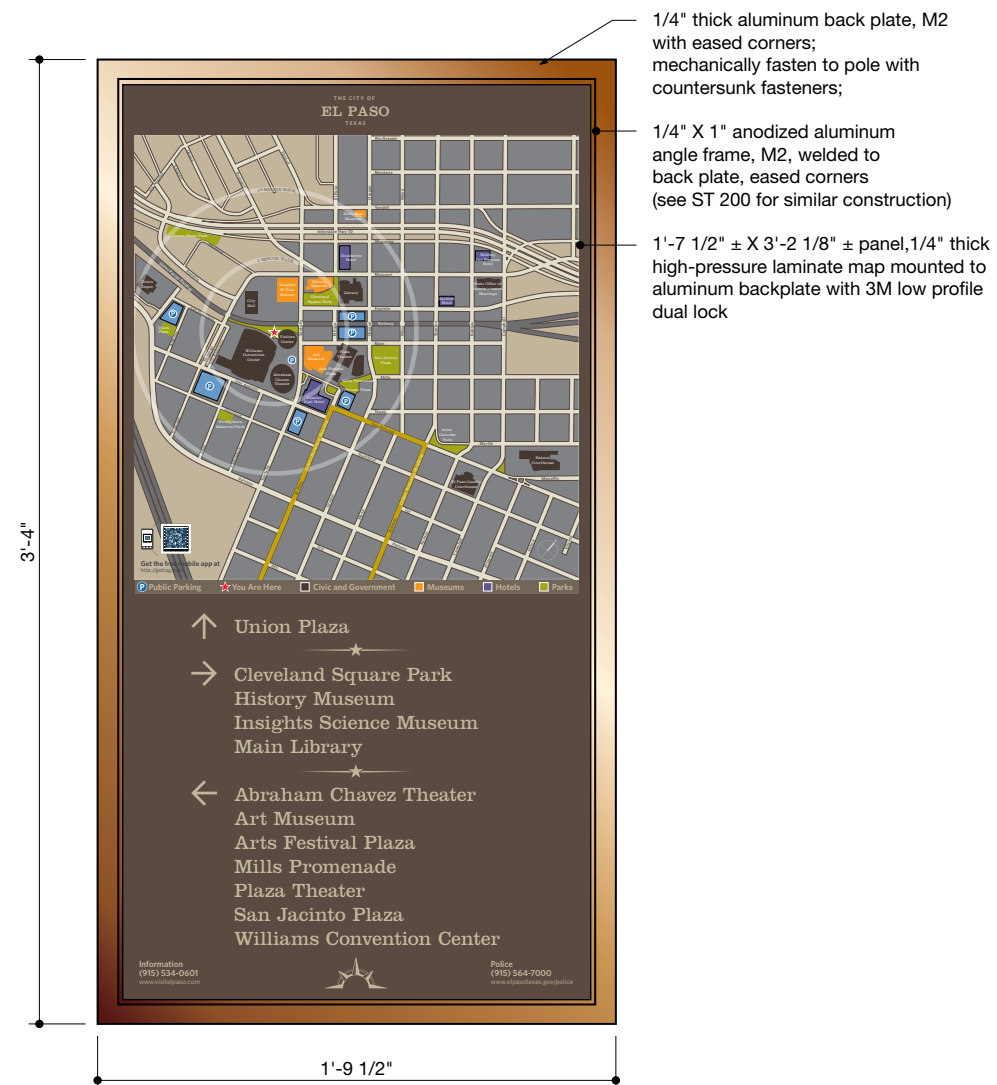
**2 Banner Detail**  
Scale: 1" = 1'-0"



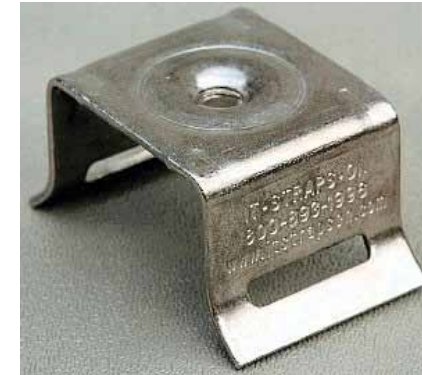
**3 Alternate Layouts**  
Scale: 1" = 1'-0"



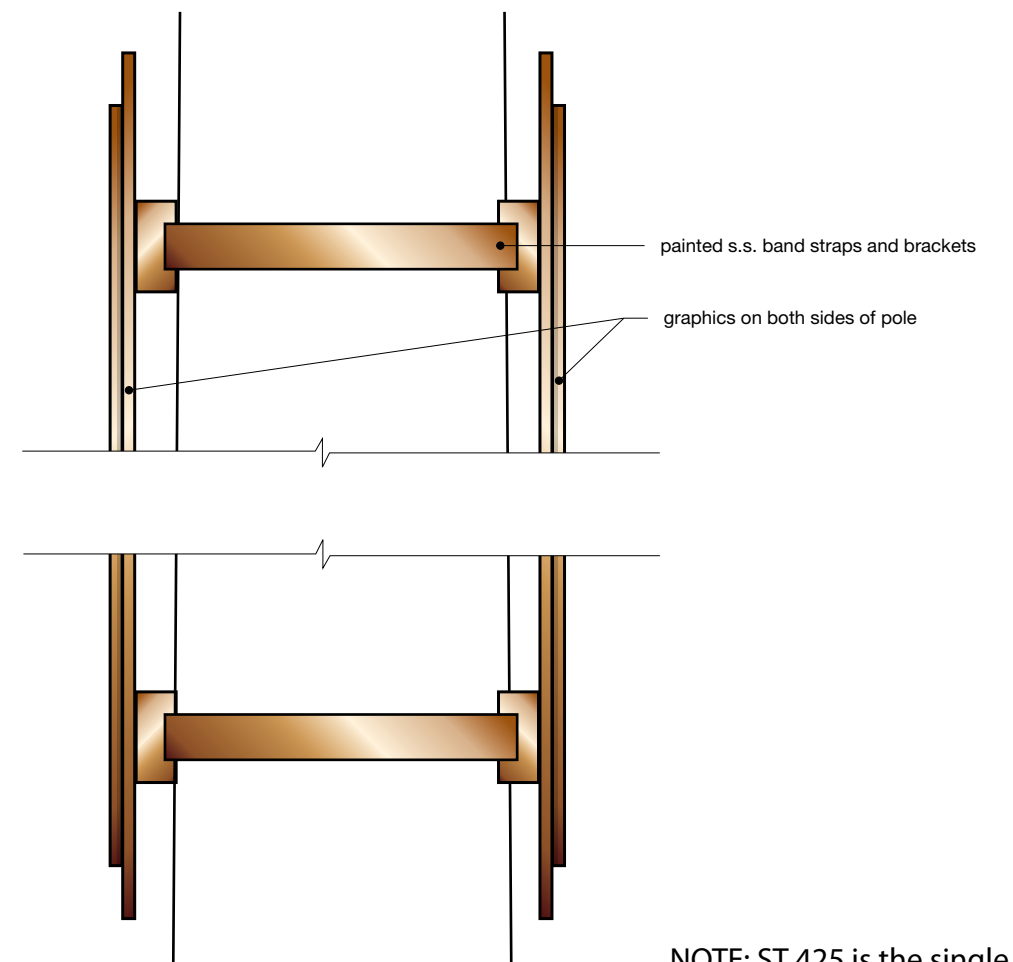
**1** Front Overall Elevation  
Scale: 3/8" = 1'-0"



**2** Panel Detail  
Scale: 1 1/2" = 1'-0"

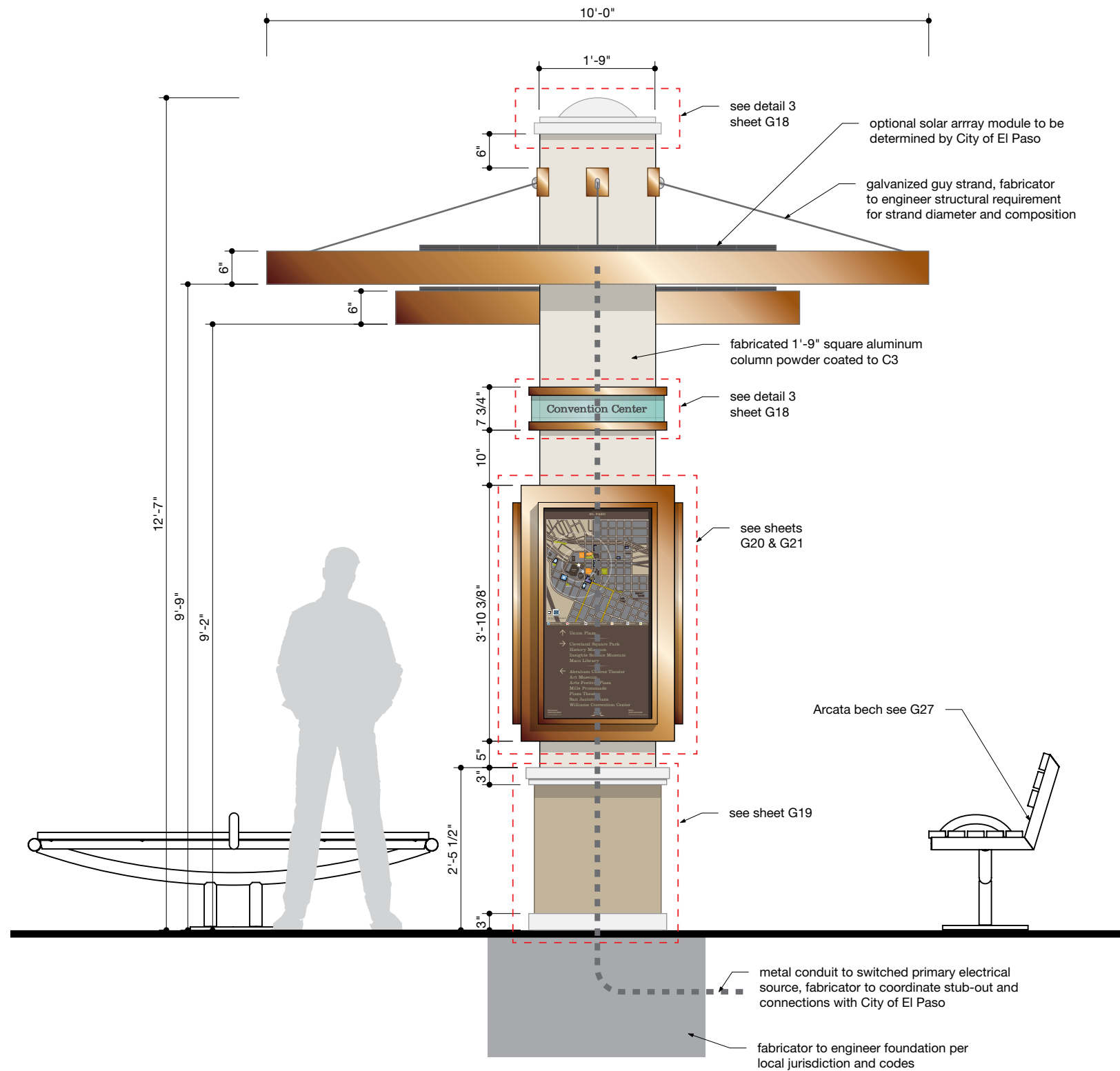


**3** Bracket Reference Image  
Scale: NTS

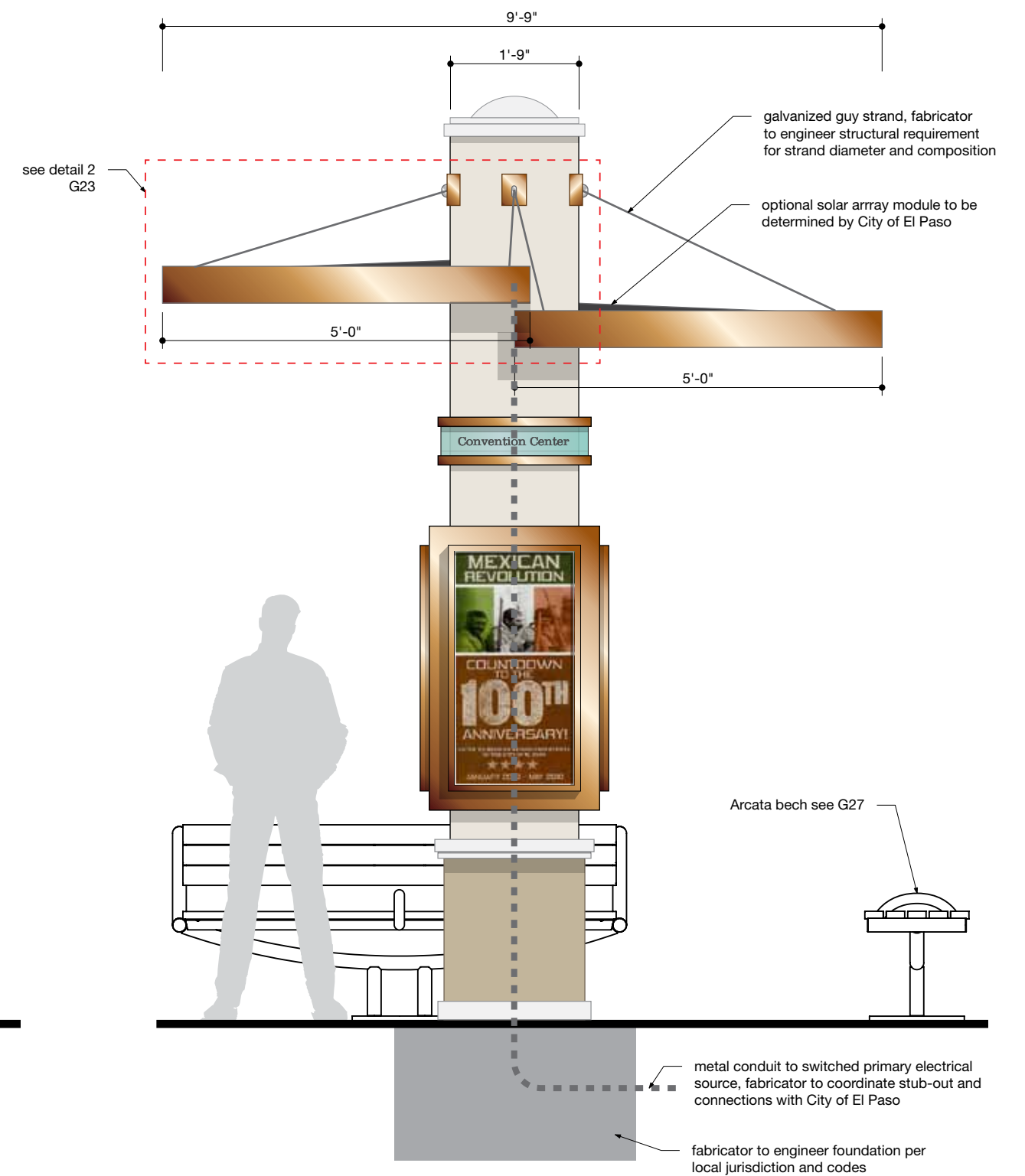


NOTE: ST 425 is the single sided option

**4** ST 420 Side View: Double Sided  
Scale: 3" = 1'-0"

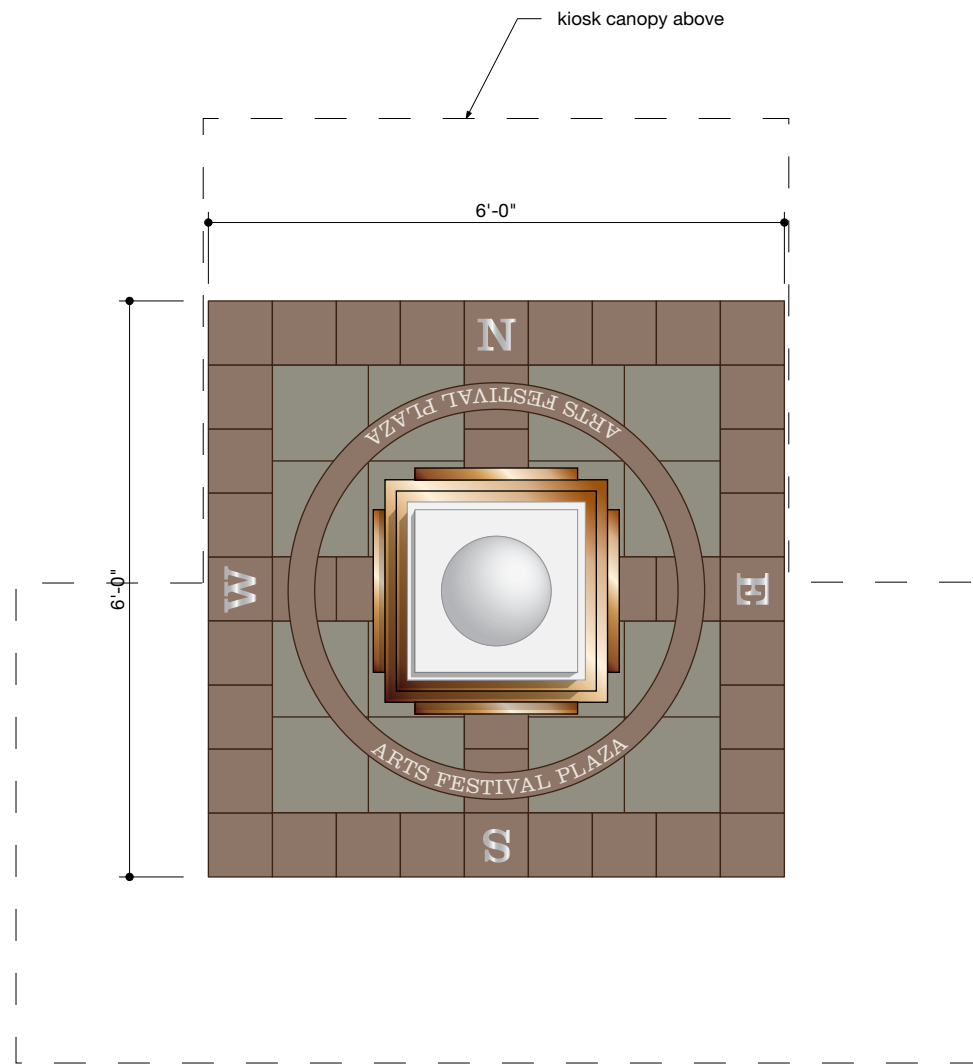


**1** Front Elevation  
Scale: 1/2" = 1'-0"

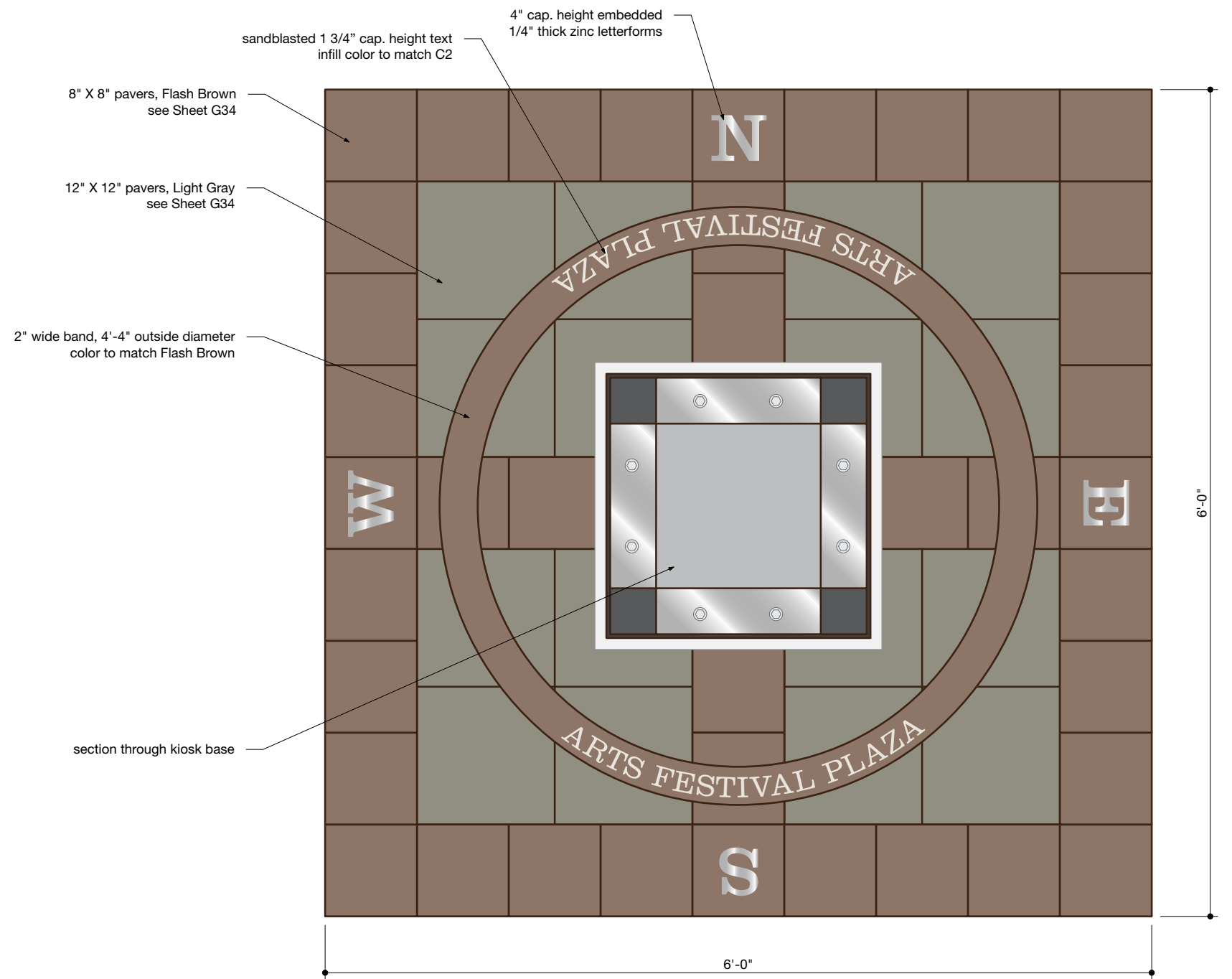


**2** Side Elevation  
Scale: 1/2" = 1'-0"





**1** Plan View: Paving Pattern  
Scale: 1/2" = 1'-0"



**2** Paving Pattern Detail  
Scale: 1" = 1'-0"



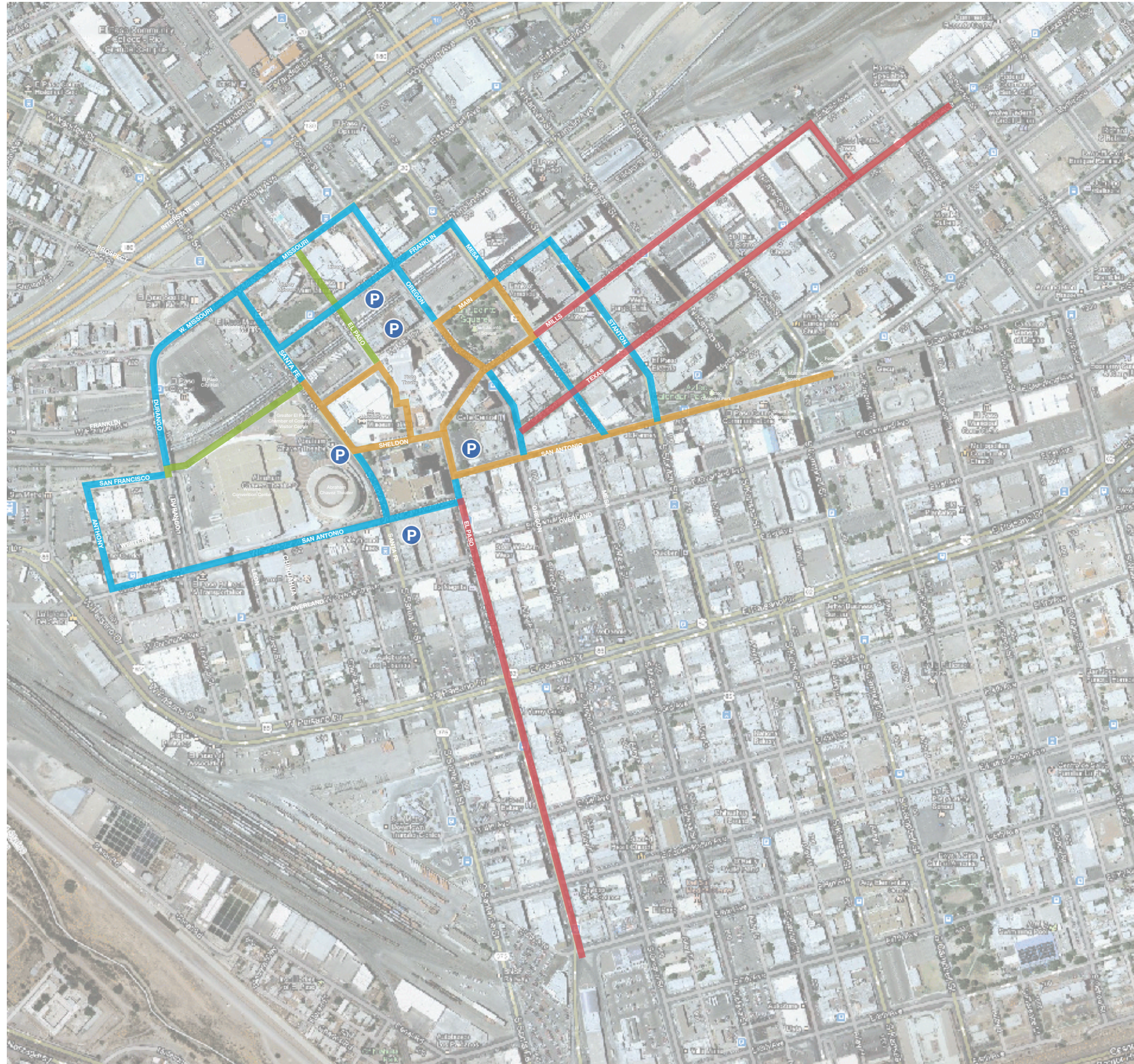
1 Axonometric Views  
Scale: NTS

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# Wayfinding Location Plans

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Key Map

-  Original Pathway
-  Pedestrian Wayfinding  
Additional Scope Area  
(Phase I)
-  Pedestrian Wayfinding  
Additional Scope Area  
(Phase II)
-  Pedestrian Wayfinding  
Additional Scope Area  
(Phase III)



Thank you.

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PROJECT NAME/PROJECT CODE

**The City of El Paso**  
**Downtown Pedestrian Wayfinding**  
12CEP005

ISSUES/REVISIONS

03JUN2013 Council Presentation