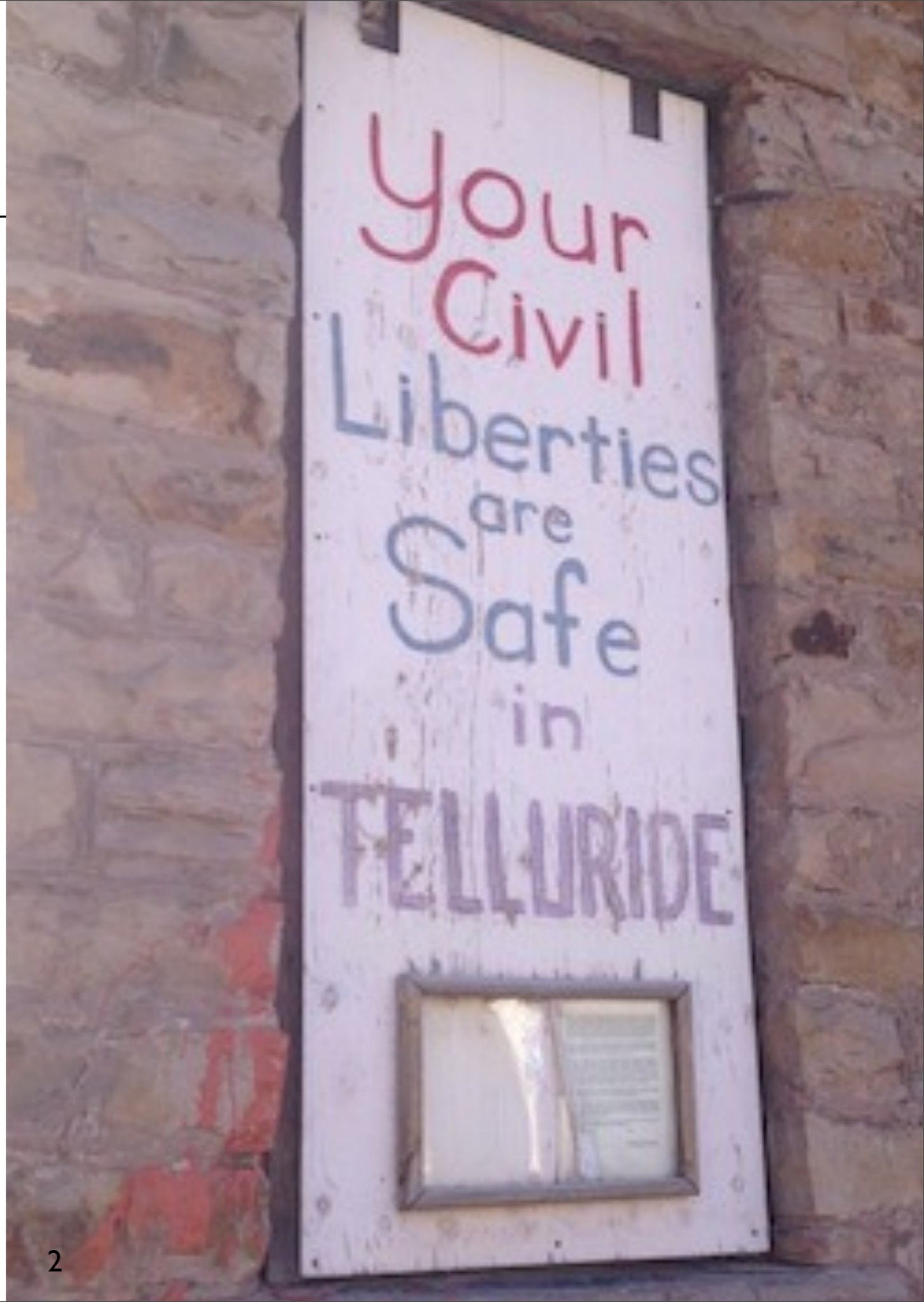# Telluride Wayfinding Task Force 2014

GOALS

Ease of navigating Telluride in general for visitors and locals

More welcoming vibe for those unfamiliar with Telluride

Better access to events and activities through more comprehensive and accessible event information

Expression of the Arts District through clear maps of arts assets

Synergy among TTB, Historic District and Arts District maps and information materials

OUTCOMES

Develop comprehensive sign and information delivery strategy for Telluride

TASK FORCE

Kate Jones, Telluride Arts District

Angela Dye, Telluride Open Space Commission

Lance MacDonald, Telluride Town Planner

Greg Clifton, Telluride Town Manager

Anne Brady, Telluride Town Council

Katie Tyler, Mountain Village Town Planner

Brad Larsen, Telluride Ski and Golf Marketing

Kiera Skinner, Telluride Tourism Board

ON TOP OF OPHIR NEEDLES
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UPDATED GOALS

Ease of navigating Telluride in general for visitors and locals

More welcoming vibe for those unfamiliar with Telluride

Better access to events and activities through more comprehensive and accessible event information

Expression of the Arts District through clear maps of arts assets

Synergy among TTB, Historic District and Arts District maps and information materials

Collaborators include Mtn Village and Telski (Historic District/Museum?)

Preserve the sense of discovery: exercise restraint

Remove clutter: increase simplicity

Reinforce the 'Park Once' philosophy

Educate visitors on the pedestrian/public transportation opportunity

AUDITS

What exists now?

What's not working?

What is working?

Our recommendations.

SIGNS

What's not working?
Too much clutter, overkill, muddled. Off-street business signs are out of date, hard to see.

What is working?

Recommendation:
Clean up and clarify signage

DESTINATIONS

Identifying the top destinations that need to be found: On a map, we identified the top destinations in order of importance. Then upon further discussion, added key arts establishments due to their size and historic significance.

What's not working? Signage not good at major intersections.

What's working? Navigating Telluride is pretty intuitive—you can see the mountain, the gondola, it's easy to find Main Street and the parks. The Town Park is welcoming. There's great Bus and trail access to key destinations. Festivals do a great job of directing people.

Recommendations: Signage to be improved for key destinations at major intersections. Use of icons will help people find parking and other services.

VISITOR INFORMATION

What's not working? Visitor's center isn't connected to downtown, need update inside and out. Visitor information kiosk at gondola is empty.

What's working? Great parking, good signage. It's a place to connect with information if you're not in hotel etc.

Recommendations: Improve function and aesthetic of Visitors center, consider a satellite center downtown. Increase the effectiveness of kiosks for information delivery. Explore use of the gondola for information.

CALENDARS

What's not working? From the Telluride Cultural Master Plan: There is no comprehensive event information for visitors; AND the arts community needs a planning calendar with all events included.

What is working? There is agreement among Mountain Village, Town of Telluride and Arts District that TTB is the most appropriate place for a central calendar to be hosted. The Tourism Board is planning to redo their website and calendar in 2014 and have agreed to address the calendar issues--

Recommendation: The physical wayfinding plan should relate to visitor information websites (and apps)

THE TELLURIDE ARTS DISTRICT CALENDAR AUDIT

Need to scrape: calendars that exist but don't have a functioning RSS feed
Palm Arts Dance : http://www.telluridepalm.com/tellurideballet/afterschool.html
Wilkinson Library: http://www.telluridelibrary.org/events/category/adult/month/
Telluride Ski and Golf: http://www.tellurideskiresort.com/Tellski/event-calendar.aspx
Mountain Village: http://www.mountain-village.co.us/support/calendar14.xml
Telluride Historical Museum: http://www.telluridemuseum.org/events.html
Telluride Farmer's Market: http://www.thetelluridefarmersmarket.com/calendar/6/2014
Between the Covers Bookstore: http://www.between-the-covers.com/event/2014/05/22/feed/all/all

The following don't have a calendar with dates that can be fed.
Telluride Theatre: http://www.telluridetheatre.org/season.html
Telluride Academy: http://www.tellurideacademy.org/#!2014-summer-at-a-glance/chwa
Telluride Choral Society: http://www.telluridechoralsociety.org/PERFORMANCES.html
The Steaming Bean: http://www.thesteamingbean.com/events/
Telluride Tourism Board Group Sales/Visits Schedule
Pinhead Institute: http://www.pinheadinstitute.org/calendar/
Telluride Science Research Center: https://www.telluridescience.org/for-the-public/telluride-town-talks/2014/?year=2014
One to One: http://onetoonetelluride.org/
Telluride TV: http://telluridetv.org/
Parks and Rec Schedule?
University of the San Juans: http://www.ucsanmiguel.org/
Telluride Eco Action partners: http://www.ecoactionpartners.org/events/
Telluride Foundation: http://www.telluridefoundation.org/

The following list of festivals and events dates should all be listed on the CCAASE calendar.
Playwrights Festival: http://www.playwrightsfestival.org/#!2014/c14e3
Chamber Music festival: http://www.telluridechambermusic.org/THE_FESTIVAL.html
Telluride Film Festival: http://www.telluridefilmfestival.org/show/program_guide
Mountainfilm: http://www.mountainfilm.org/final-beta
Bluegrass: http://www.bluegrass.com/telluride/lineup.html
Jazz Festival: http://telluridejazz.org/festival/2014-artist-lineup/
Telluride Ride Festival: http://www.ridefestival.com/2014/lineup/
Telluride Wine Festival: http://www.telluridewinefestival.com/?page_id=12
Telluride Mushroom festival: http://www.telluridemushroomfest.org/program.html
Blues and Brews: http://www.tellurideblues.com/schedule
Telluride Music Festival: http://www.telluridemusicfest.com/
Telluride Fire festival: http://www.telluridefirefestival.org/schedule/
Telluride Aids Benefit: http://www.aidsbenefit.org/tickets.htm
Many Hands Fiber Arts Festival: http://www.manyhandsfiberartsfestival.org/events/

Already talking:
Telluride Literary Arts Festival: http://tellurideliteraryarts.weebly.com/calendar.html
Telluride Institute: http://www.tellurideinstitute.org/calendar.html
Nugget Theatre: (they created a special Google calendar to merge with ours)
Palm Theatre: http://www.telluridepalm.com/calendar.html
Ah Haa School for the Arts: http://www.ahhaa.org/?rhc_action=get_icalendar_events&post_type[]=event
Town of Telluride including CCAASE
Fly me to the Moon Saloon:
Lustre Gallery

ARTS DISTRICT

What's not working? There is not comprehensive signage that identifies the arts district as a whole.

What is working? Event banners, very strong individual branding (festivals and institutions) and messy vitality express a thriving culture of the arts in Telluride.

Recommendation: Identify the Arts District in concert with general wayfinding

RECOMMENDATION #1

Remove clutter, develop consistency, simplify street scape.

While we recognize there are a few signs that need to be added to our streetscape, we recommend that we remove unnecessary signs and other clutter where possible in the process.

RECOMMENDATION #2

Improve signage for key destinations at major intersections.

Town Park
Elks Park
Historical Museum
Ah Haa School for the Arts
Palm Theatre
Sheridan Opera House
Colorado Avenue
Mountain Village: Conference Center/Plaza(s)
Highway 145 /Spur
Mahoney (to parking)

RECOMMENDATION #3

Use icons to identify key services and destinations

ATMs
Bus Stops/Transit
Defibrillators
Dog Etiquette
Drinking Water
Fire Station
Gondola
Library
Parking: Carhenge Parking, etc
Medical Center/Care/EMS
Police
Post Office
Restrooms
Trails
Visitor Information

RECOMMENDATION #4

Develop kiosks that provide current event information:

Develop + Improve Kiosk Sites in Elks Park, Gondola Plaza, Mtn Village Plaza.

Consider other locations.

Consider digital kiosks that connect to real time event information

RECOMMENDATION #5

Identify Historic District and Arts District **separately but with complementary signs**

RECOMMENDATION #6

Use arts district icon decal to identify arts establishments

A comprehensive map of the arts district is in the works. It will be available in print and online.

RECOMMENDATION #7

Include arts district logo on road banners

Invite arts organizations to promote the Arts District in their marketing.

RECOMMENDATION #8

Seek opportunities for public art using functional elements like bike racks, town buses, and utility boxes.

This will express the Arts District through temporary and permanent works, support local artists, and enhance the built landscape.

RECOMMENDATION #9

Telluride Tourism Board to provide guest services training.

Locals are an important component of helping visitors find their way in Telluride. Those in the service industry can provide better local information if they are better informed.

RECOMMENDATION #10

Develop design continuity between Telluride and Mountain Village.

Visitors experience Telluride as one place. We can enhance the visitor experience through a more seamless connection between towns.

RECOMMENDATION #11

Continue to improve parking and signage for special events.

The recent updates to event signage is an improvement and added parking direction will help create a welcoming entry when Colorado is closed.

RECOMMENDATION #12

Improve function and aesthetic of Visitors center and consider a satellite center downtown.

RECOMMENDATION #13

Explore opportunities to use the gondola is a tool for communication.

Consider future plan for pull out kiosk on Spur.

This is likely in phase #2 of a wayfinding strategy and should be kept in mind as we develop kiosks in town.

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RECOMMENDATION #15

Consider offering free wifi along Colorado Ave.

A welcome screen will direct users to Telluride information. Mountain Village is doing this successfully.

RECOMMENDATION #16

From Museum:

Consider developing uniform plaques for historic sites.

Visual clutter can be alleviated by implementing uniform signage for historic buildings and sites throughout town. The Historic Museum is interested in developing a plan for this.

NEXT STEPS

1. **Remove Clutter**: Inventory signs that can be removed
2. **Determine Locations** for key street signage, arts and historic district markers, and kiosks
3. **Modify Sign Code** to approve the use of digital kiosks where appropriate
4. **Identify Budget and Funding**
5. **Circulate RFP and Hire Design Team** to:
   - Consider design of Valley Floor and Mtn Village signage and develop street sign consistencies; recommendations for materials, style, graphics etc.
   - Develop recommendations for identifying street signs for Historic and Arts District
   - Develop coordinating maps.
   - Develop consistent icons/pictograms
6. **Order and distribute arts district emblems** for establishments and banners
7. **Identify functional elements** that lend themselves to public art. Identify materials, maintenance plan and funding sources.
8. **Telluride Tourism Board to possibly develop service industry training** and incentives
9. **Monitor special event signage,** make additional recommendations for improvements.
10. **Telluride Tourism Board to identify opportunities** to increase visitor information downtown through satellite office, use of gondola plaza info center, info on gondolas
11. **Explore providing wifi** on Colorado Avenue