

3 IDENTITY

IDENTITY/ SIGNAGE

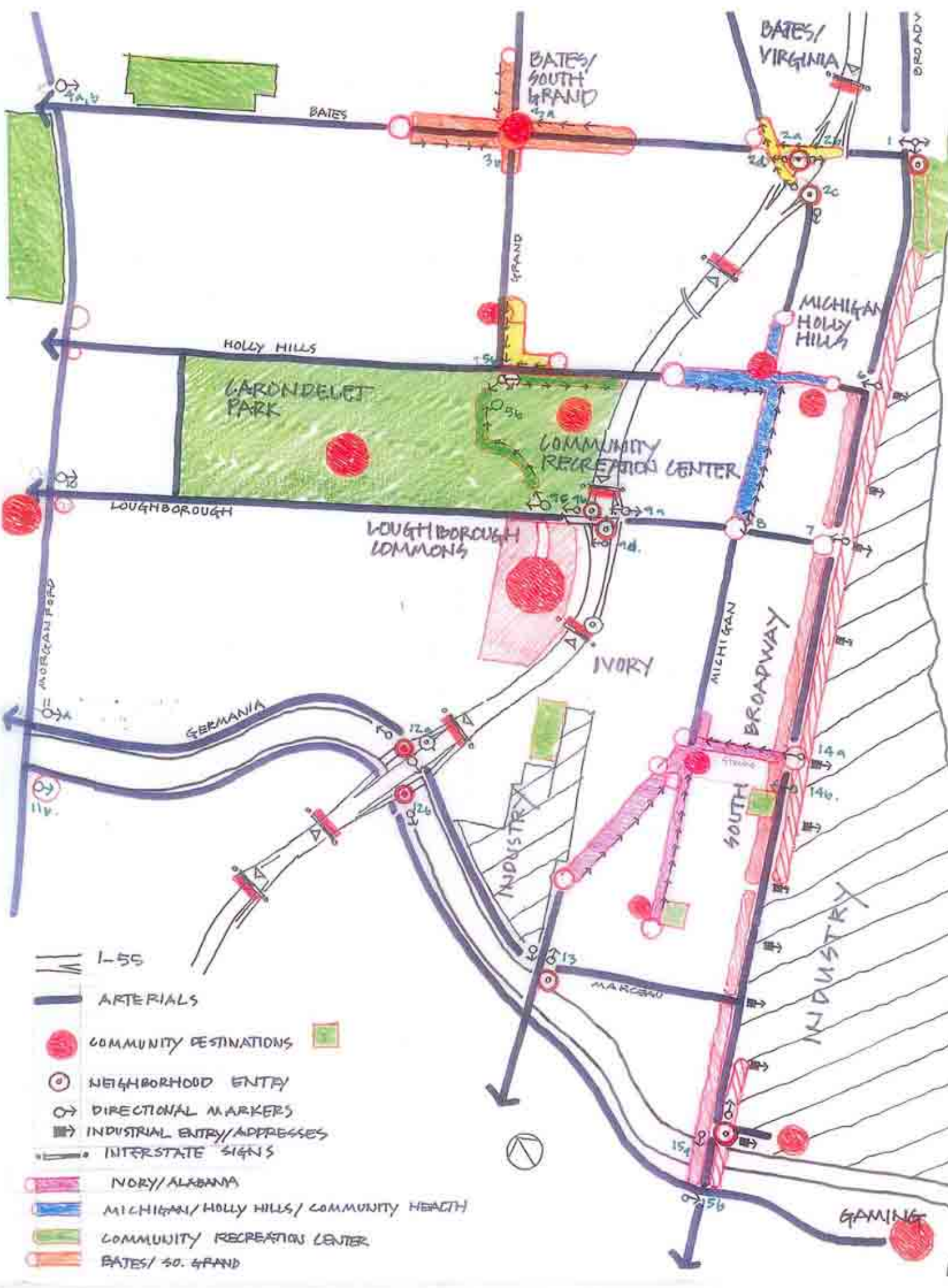
The many vital and cohesive community elements of the Carondelet neighborhood need a strong visual identification by visitors and residents. Divided by topography, interstate highway, riversides and mixed industrial/residential land uses, the entries, edges, boundaries and destinations of Carondelet need a clear localized sign system for wayfinding and orientation.

The Strategic Land Use Plan process defines a FIVE LEVEL identity-orientation system that directs visitors and residents to the various activities, distinctive areas and community resources within the neighborhood. EDGES and ENTRIES at highway (I-55), major arterials and entry points will be defined by **major entry signs** and the future inclusion of community elements of art (LEVELS 1,2). The location for programmed **art sites** will be defined and coordinated with the Missouri Department of Transportation and Regional Arts Commission of St Louis.

MAJOR INTERSECTIONS and DECISION POINTS upon entering the neighborhood would be announced with **directional signs** (LEVEL 3). These signs would provide visitors the information to important locations within the neighborhood. These sign elements support the existing **city street sign system** (LEVEL 4) as well as the individual facility signs (LEVEL 5) at existing destination centers, Loughborough Commons, Carondelet Park, etc.

To reinforce the identity and location of LOCAL DESTINATION/ INTERSECTIONS within the neighborhood, the Strategic Plan proposes to highlight these important intersections with a **special crosswalk program** (LEVEL 6). Important crossings would have enlarged striping to alert drivers and pedestrians to these locations by their expanded width (18", 24") and pattern. The common Seal of Carondelet would be stenciled at the center of the intersection for additional emphasis. Businesses at these intersections could extend the "seal" at additional intersections going out several blocks from the business core to lead customers to their core crossing. Small **community improvement districts** (LEVEL 7) could be formed to provide coordinated design, maintenance, insurance, fixture program (benches, receptacles, etc.) or perhaps a master district with subsets would be more appropriate for continuity, management and economic objectives.

The geographic extent of the IDENTITY PROGRAM would extend from the River des Peres on the south to Delor Avenue on the north and from Morganford on the west to the Riverside on the east.

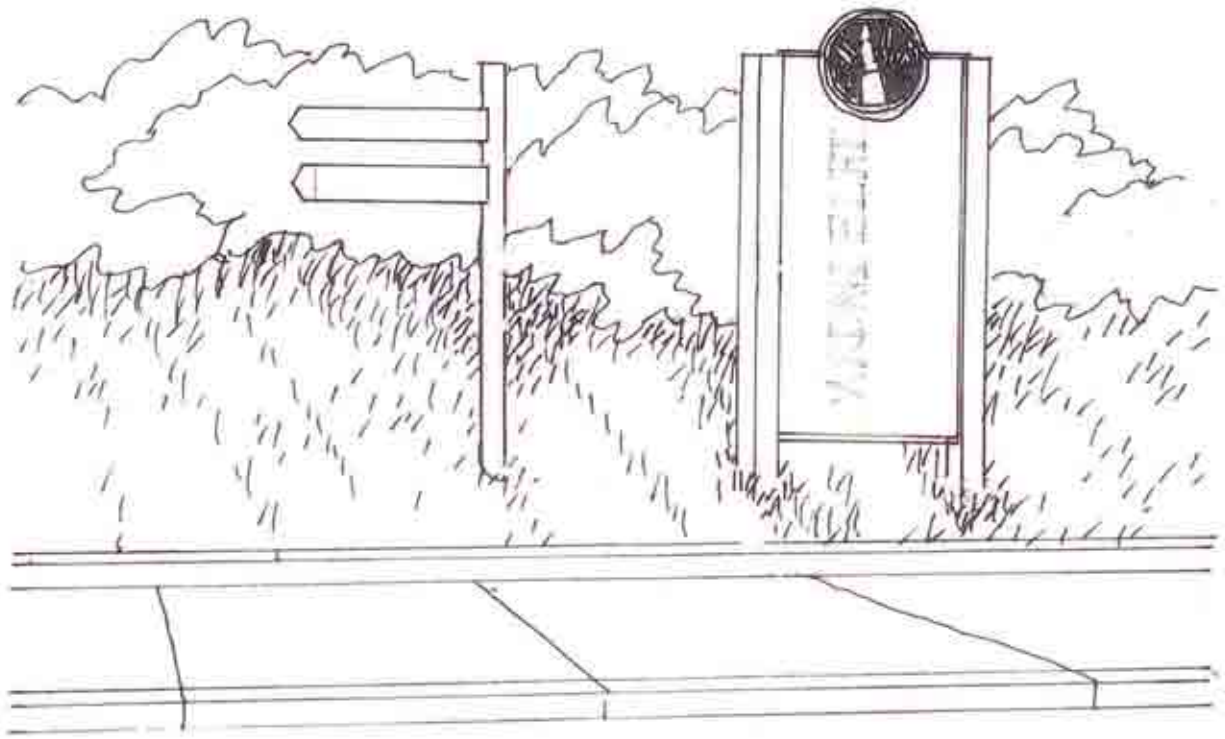
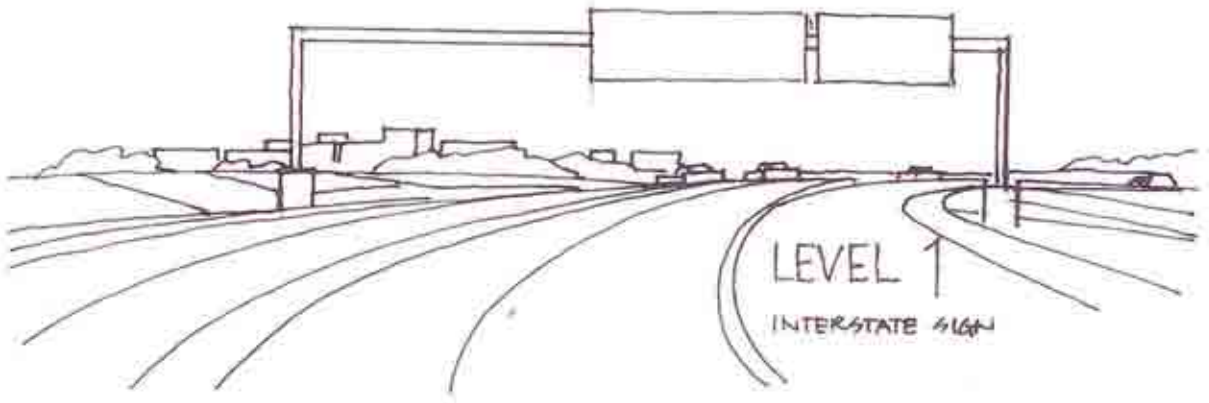


CARONDELET LAND USE STRATEGIES



COMMUNITY IDENTITY

3.3



DIRECTIONAL SIGNS
LEVEL 3

ENTRY SIGN
LEVEL 2

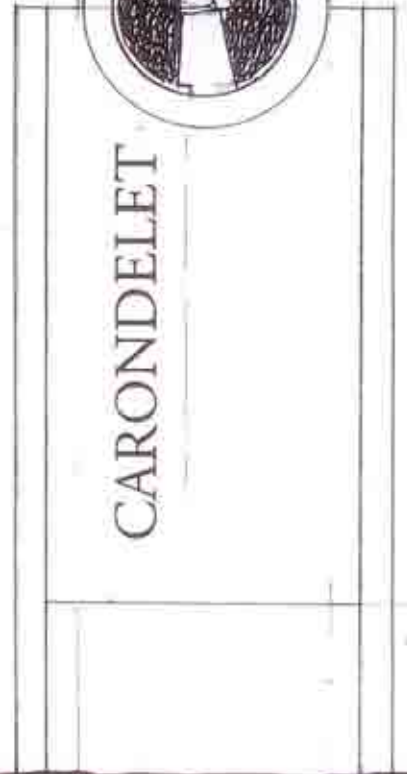
CARONDELET LAND USE STRATEGIES





CARONDELET
INDUSTRIAL
PARK

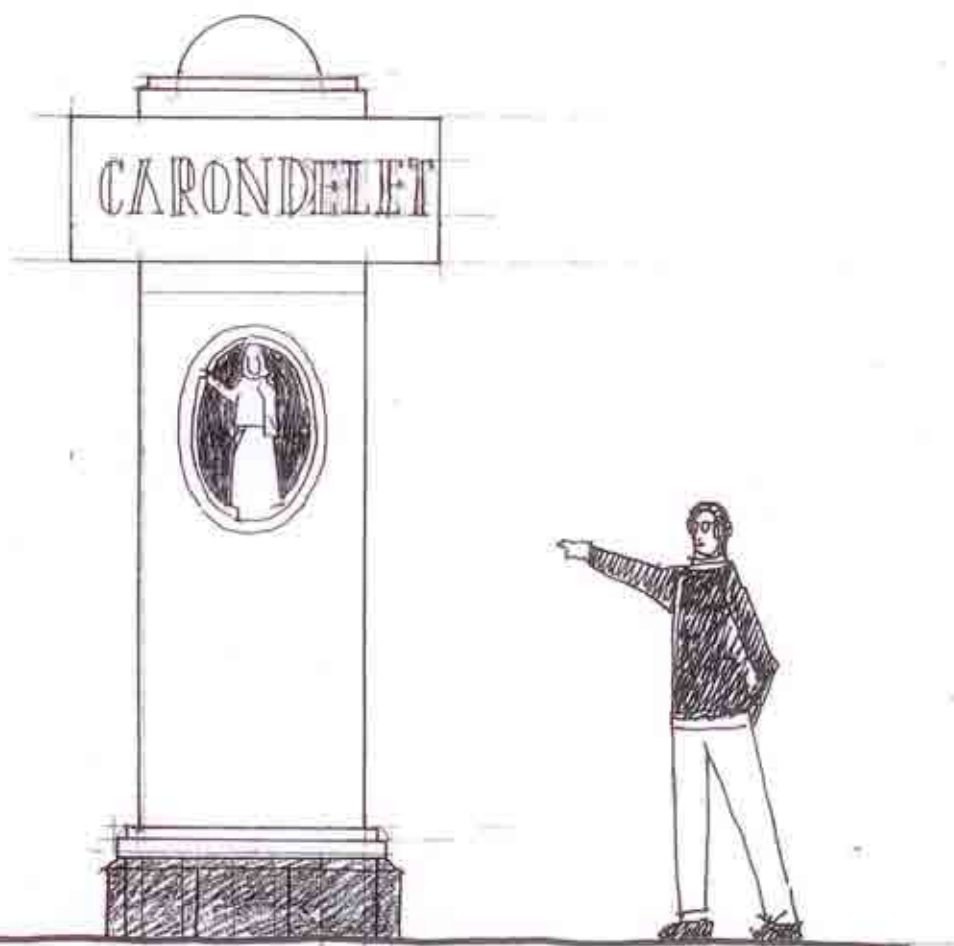
BUSINESS
DIRECTORY//
ENTRY
SIGN



HIGHWAY/
ENTRY
MARKER

Adobe Gesamang

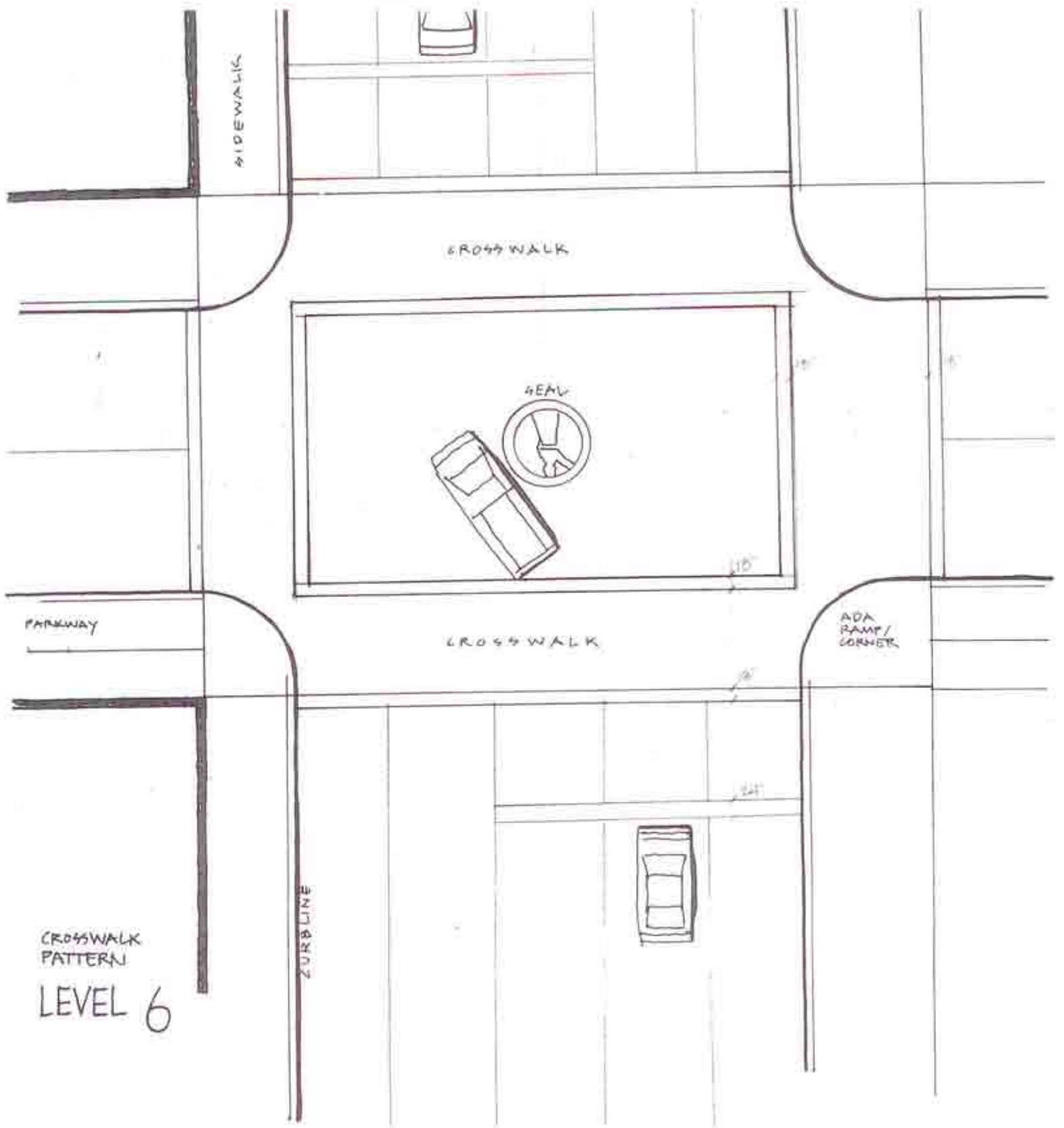
1/25/2011



NORTH/
SOUTH
ENTRY
KIOSK

SCALE: 1/4" = 1'0"

3.6



CROSSWALK
PATTERN
LEVEL 6

CARONDELET LAND USE STRATEGIES



NORTH