






**Schitterbahn Vacation Village**  
98th & State Avenue  
Kansas City, Kansas



**Village Identification**

-  Freeway Village Identity
-  Arterial Road Village Identity

**Themed Gateways**

-  Water Park & Riverwalk Shops
-  Wilderness Lodging
-  Riverwalk & Shops
-  Water Park
-  Hotel & Spa





**Wayfinding**

-  Major Directionals
-  Parking Section ID

**Local Identifiers**

-  Retail Identity
-  Hotel
-  Water Park

**Vehicular Movements**

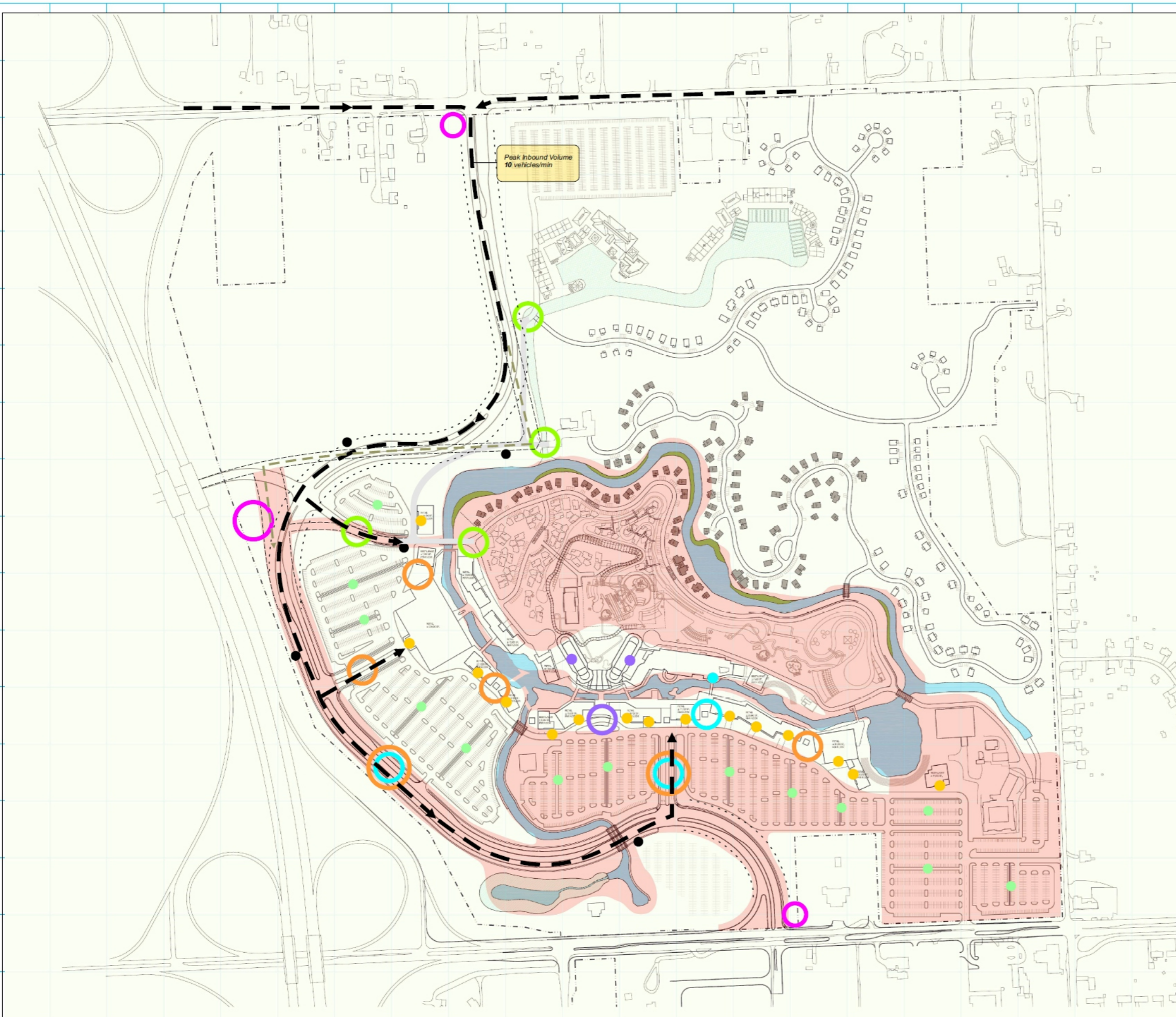
-  Permanent Configuration
-  Phase I Configuration
-  Introduction & Transition Zone
-  Phase I Construction

All sign locations are preliminary and subject to change.

Scale:



300# x 300# grid



P1



**Schlitterbahn Vacation Village**  
98th & State Avenue  
Kansas City, Kansas

SHEET TITLE

**Signage  
Concepts**

**Inbound  
Traffic from  
State**

SHEET NO.

**GR2**

**Village Identification**

- Freeway Village Identity
- Arterial Road Village Identity

**Gateway Identifiers**

- Water Park & Riverwalk Shops
- Wilderness Lodging
- Riverwalk & Shops
- Water Park
- Hotel & Conference Ctr.

**Wayfinding**

- Major Directionals
- Parking Section ID

**Local Identifiers**

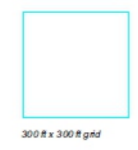
- Retail Identity
- Hotel
- Water Park

**Vehicular Movements**

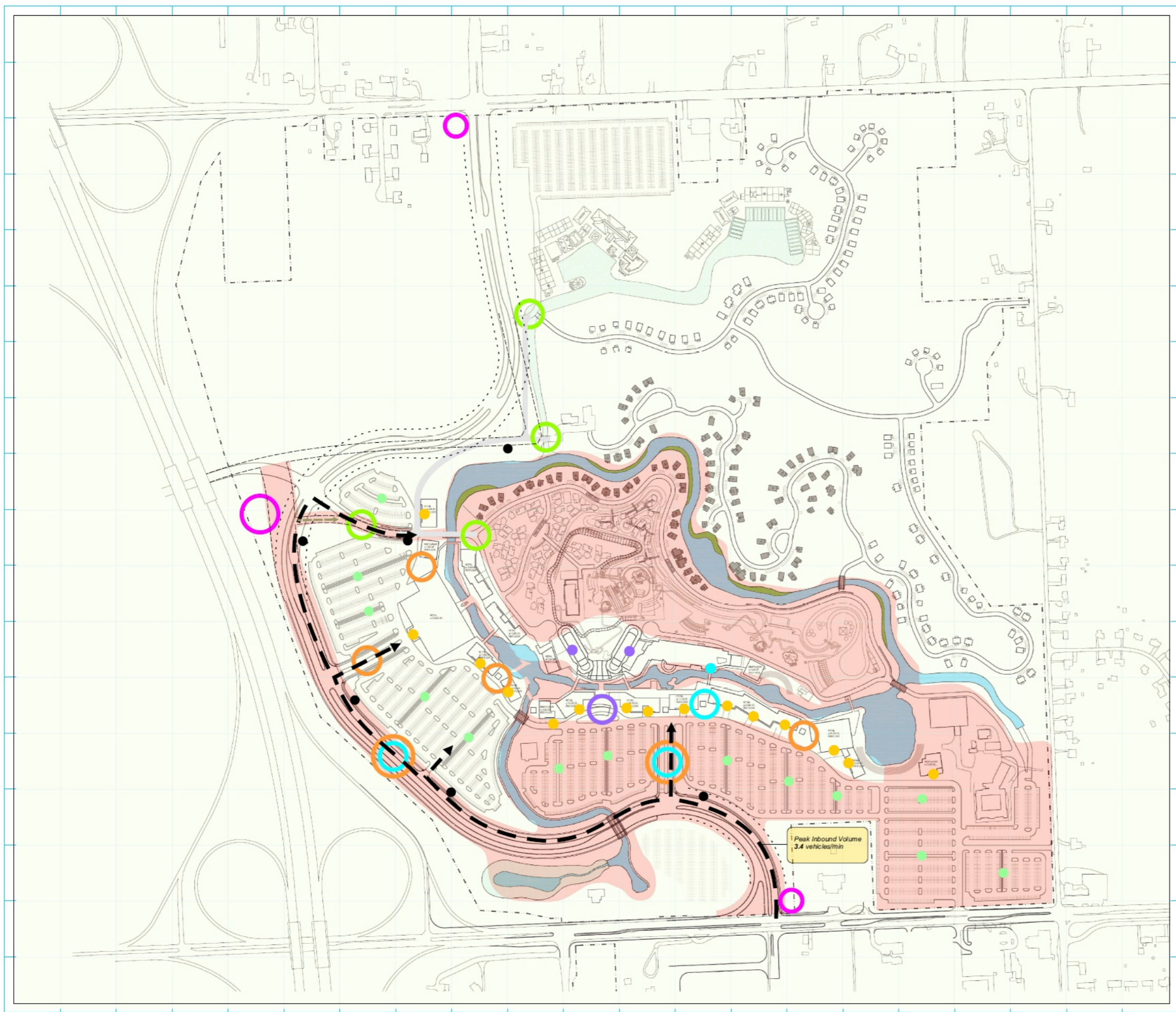
- Permanent Configuration
- Phase I Configuration
- Introduction & Transition Zone
- Phase I Construction

All sign locations are preliminary and subject to change.

Scale:



P1



Peak Inbound Volume  
3.4 vehicles/min



**Schitterbahn Vacation Village**  
98th & State Avenue  
Kansas City, Kansas

SHEET TITLE

**Signage  
Concepts**

**Outbound to  
I-435**





SHEET NO.

**GR3**



**Village Identification**

-  Freeway Village Identity
-  Arterial Road Village Identity

**Themed Gateways**

-  Water Park & Riverwalk Shops
-  Wilderness Lodging
-  Riverwalk & Shops
-  Water Park
-  Hotel & Spa





**Wayfinding**

-  Major Directionals
-  Parking Section ID

**Local Identifiers**

-  Retail Identity
-  Hotel
-  Water Park

**Vehicular Movements**

-  Permanent Configuration
-  Phase I Configuration
-  Introduction & Transition Zone
-  Phase I Construction

All sign locations are preliminary and subject to change.

Scale:



P





Form and Identity Can Combine As A Unique Visual Beacon



Signs Can Be Gateways That Define A New Experience



Identities Contribute to Variation and Thematic Environments



Signs Can Be Symbolic and Contribute to A Seamless Expression of Place

ARCHITECT

**Berger  
Devine  
Yaeger**  
ARCHITECTURE ■ INTERIORS ■ PLANNING

CIVIL ENGINEERS

Continental Consulting, Inc.

CONTRACTOR

Turner Construction Co.

LANDSCAPE

Land 3 Studio, LLC

WATER PARK

Henry, Schooley  
& Associates

GRAPHICS

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135 Lost Lake Ct.  
Saint Paul, MN 55115  
651 653-3839 tel  
651 429-0689 fax

**Schlitterbahn Vacation Village**  
98th & State Avenue  
Kansas City, Kansas

SHEET TITLE

**Signage  
Concepts  
and  
Considerations**

SHEET NO.

**GR4**