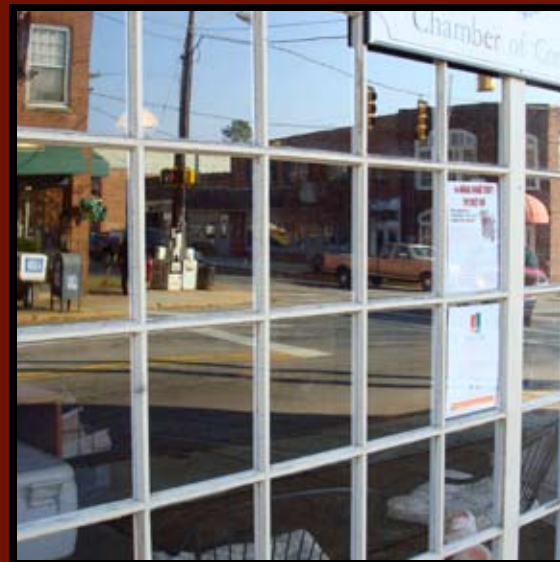


THE TOWN OF
HILLSBOROUGH

WAYFINDING SIGN PROGRAM

Final Design

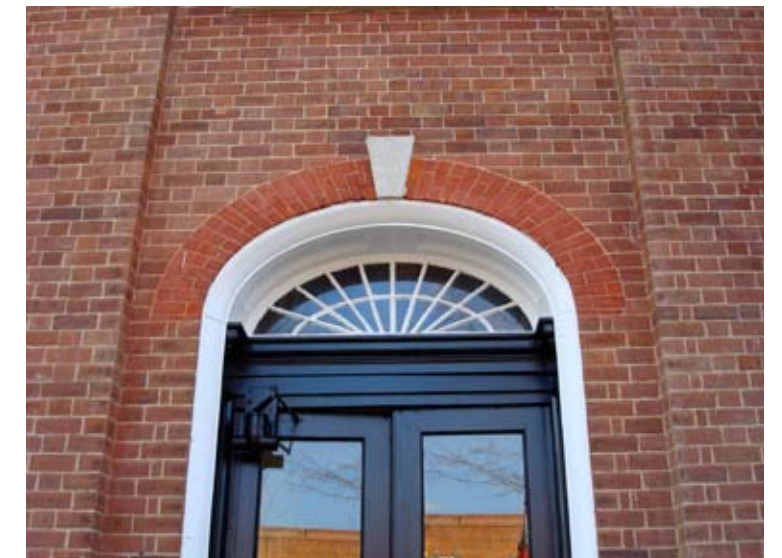
June 30, 2009



DESIGNWORKSHOP

WAYFINDING SIGNAGE PROGRAM: Inventory and Analysis

Town Images



WAYFINDING SIGNAGE PROGRAM: Inventory and Analysis

Existing Signage



ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz

CENTAUR MT BOLD:
For all directional and destination signs

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

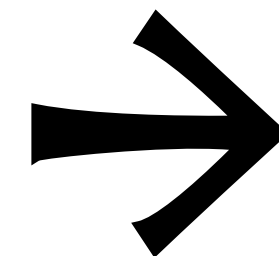
TRAJAN BOLD:
Used only on Welcome and Historic District Signs



Information Symbol

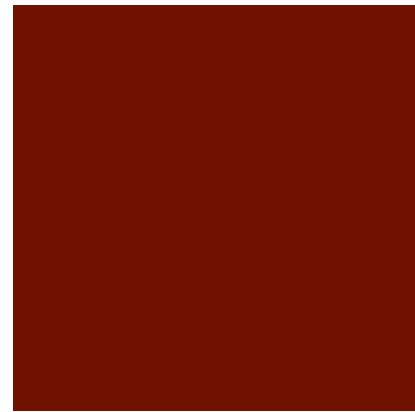


Parking Symbol

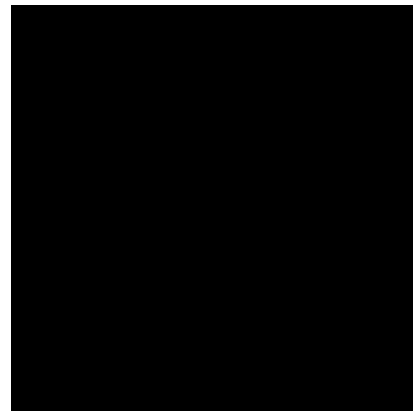


Project Arrow

WAYFINDING SIGN PROGRAM: Color Palette



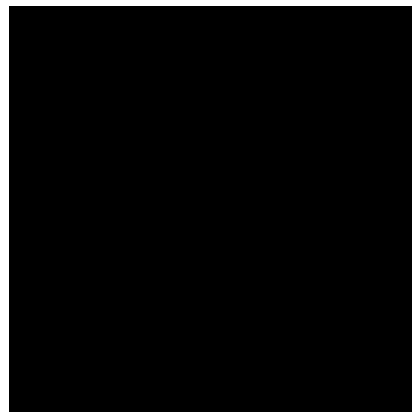
Matthews Paint: MPI6105 "Dark Red"



Matthews Paint: "Jet Black"



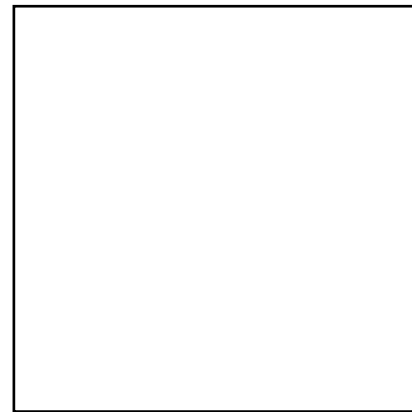
Matthews Paint: "Brilliant Gold"



3M Adhesive Vinyl "Black"
(Opaque)



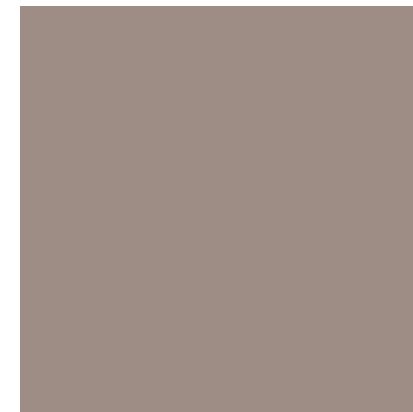
3M Adhesive Vinyl "Sunflower"
(Opaque)



3M White Reflective Vinyl
(Diamond Grade)



3M Adhesive Vinyl "Intense Blue"
(Translucent)



3M Adhesive Vinyl "Shadow Gray"
(Translucent)

PAINT and VINYL COLOR SPECIFICATIONS



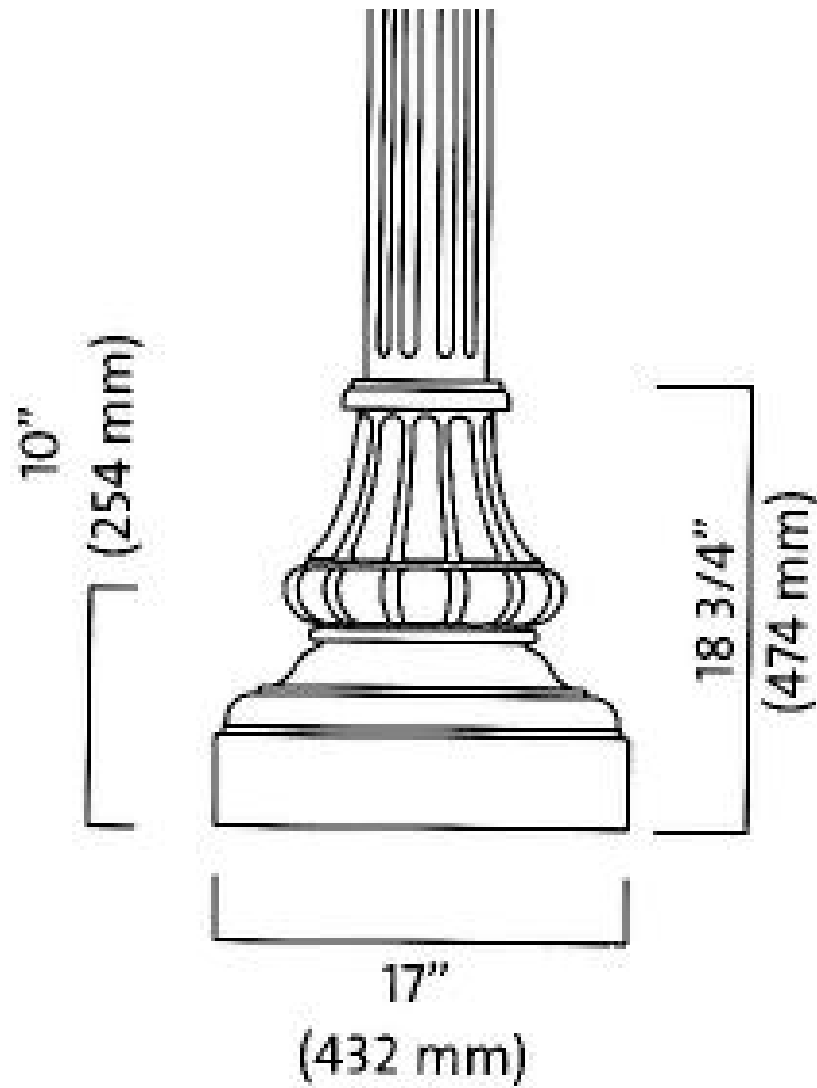
PMS 1817 C



PMS 124 C

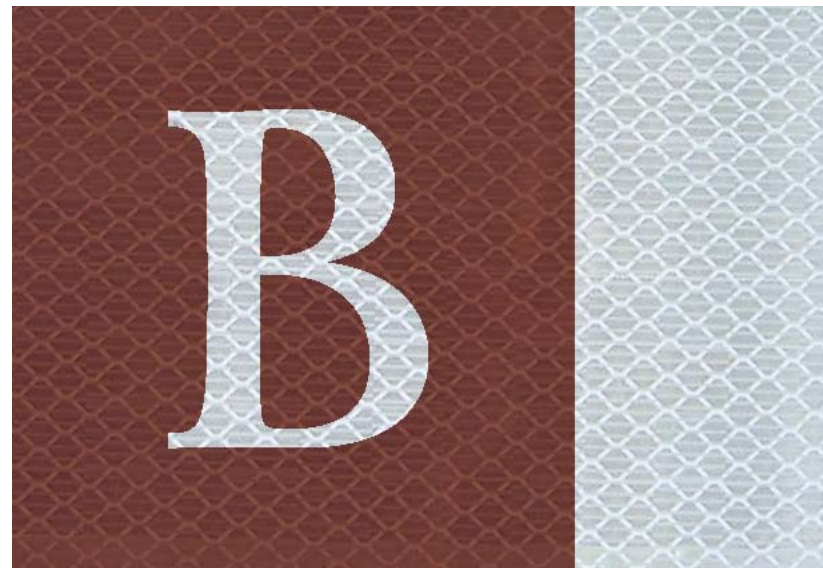
PANTONE (PMS) COLOR SPECIFICATIONS

WAYFINDING SIGN PROGRAM: Post, Material & Paint Overview

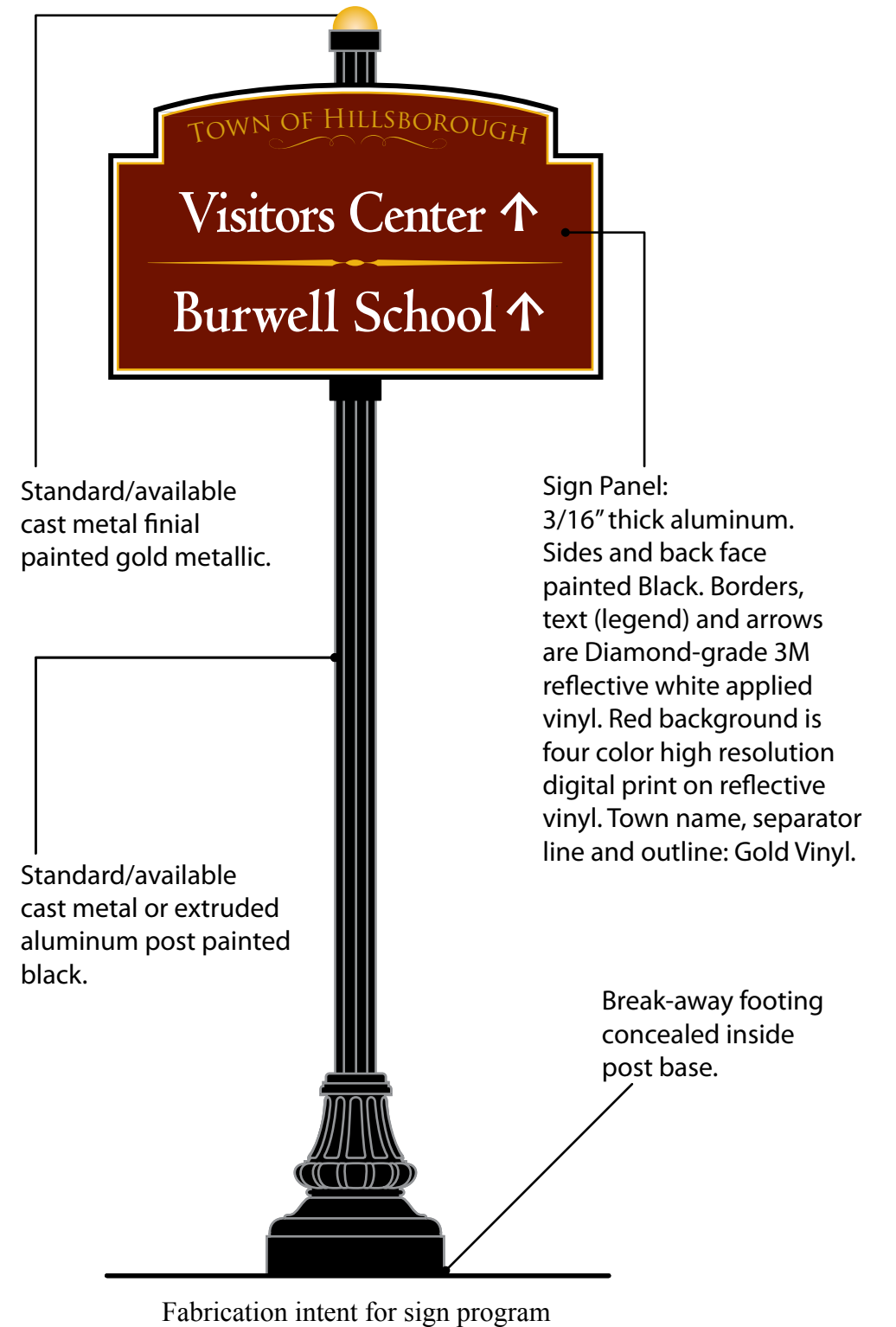


Post Base

Note: All poles and bases will be required to accommodate a breakaway base approved by NCDOT.



Example of diamond-grade white reflective background with screenprinted red background.



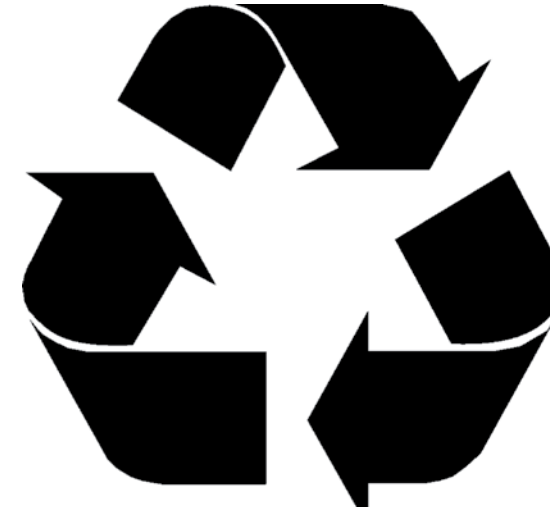
WAYFINDING SIGNAGE PROGRAM: Sustainable Sign Construction

It has been expressed from the Town of Hillsborough and the Wayfinding Taskforce that we accommodate and integrate sustainable construction techniques into the signage design, specifications, and sign fabrication. It is our belief that being environmentally sensitive is simple when it is integrated into the design process early and thought of through specifications. Creating a green project starts with the understanding of how resources will be used on the project. Many products will be specified in creating the signs for the Town of Hillsborough, it is important to understand how the companies that produce these products use recycled materials, develop processes that are efficient with resources, and how they handle their industrial waste.

At Design Workshop we align ourselves with the standards that have been set by the U.S. Green Building Council. We are committed to have 100% of our staff LEED accredited professionals. Although there is not a specific LEED accreditation for signage we will use the LEED standards to create the guidelines for the Town of Hillsborough's wayfinding system.

Sustainable Wayfinding Fabrication Performance & Material Metrics:

1. Maximize the use of local or regional materials by specifying materials that are a maximum of 500 miles from the project site.
2. Use local professionals and fabricators.
3. Use recycled materials.
4. Use products with a long life-cycle.
5. Use materials that can be reused if changes need to be made.
6. Use materials that can be recycled if they can't be reused.
7. Use the minimum amount of material for the maximum impression.
8. Assemble and mount signage with screws instead of glue.
9. Specify zero or low-VOC paint, adhesives and products (volatile organic compounds)
10. Illuminate signage with energy-efficient lighting.
11. Do not use products that contain formaldehyde.



Although there is not a specific LEED accreditation for signage we will use the LEED standards to create the guidelines for the Town of Hillsborough's wayfinding system.

WAYFINDING SIGNAGE PROGRAM: Sign Type A, "Welcome" Sign

"Welcome" Sign:

This sign announces visitors arrival into Town.

The sign will provide a sense of arrival and celebrate the character of Hillsborough with high quality materials and landscape.



"WELCOME" SIGN
Scale: 3/4"=1'-0"

WAYFINDING SIGNAGE PROGRAM: Sign Type C, Primary Vehicular Proximity Sign

PROXIMITY SIGNS: Downtown

These signs are located along major vehicular routes to provide guide information toward the secondary destinations. This sign type will be used in situations where a turn is necessary or to indicate that the destination is soon approaching.

One, two or three message conditions. Three lines maximum.

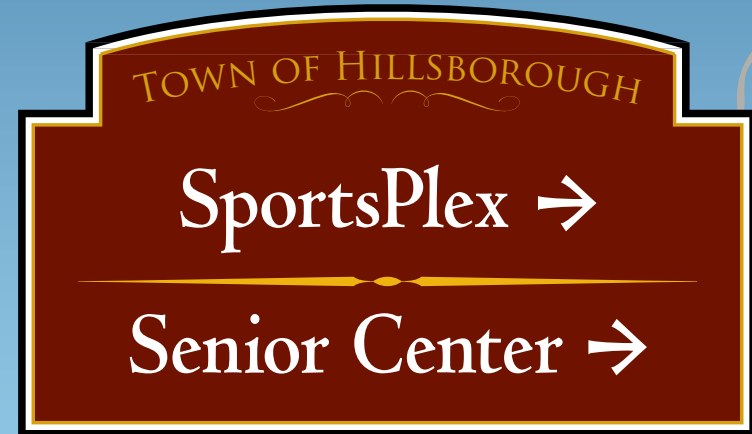
Options Summary:

- Signs located in areas of 35 MPH speed limit.
- 5" letter height
- Custom background color
- Typeface: Centaur Bold



(Sign Number 12/Map 7.3 shown)

VEHICULAR PROXIMITY SIGN-3 messages
Scale: 3/4"=1'-0"



(Sign Number 14/Map 7.3 shown)

VEHICULAR PROXIMITY SIGN-2 messages
Scale: 3/4"=1'-0"



VEHICULAR PROXIMITY SIGN-1 message
Scale: 3/4"=1'-0"
(Sign Number 17/Map 7.4 shown)

WAYFINDING SIGNAGE PROGRAM: Sign Type D, Secondary Vehicular Proximity Sign

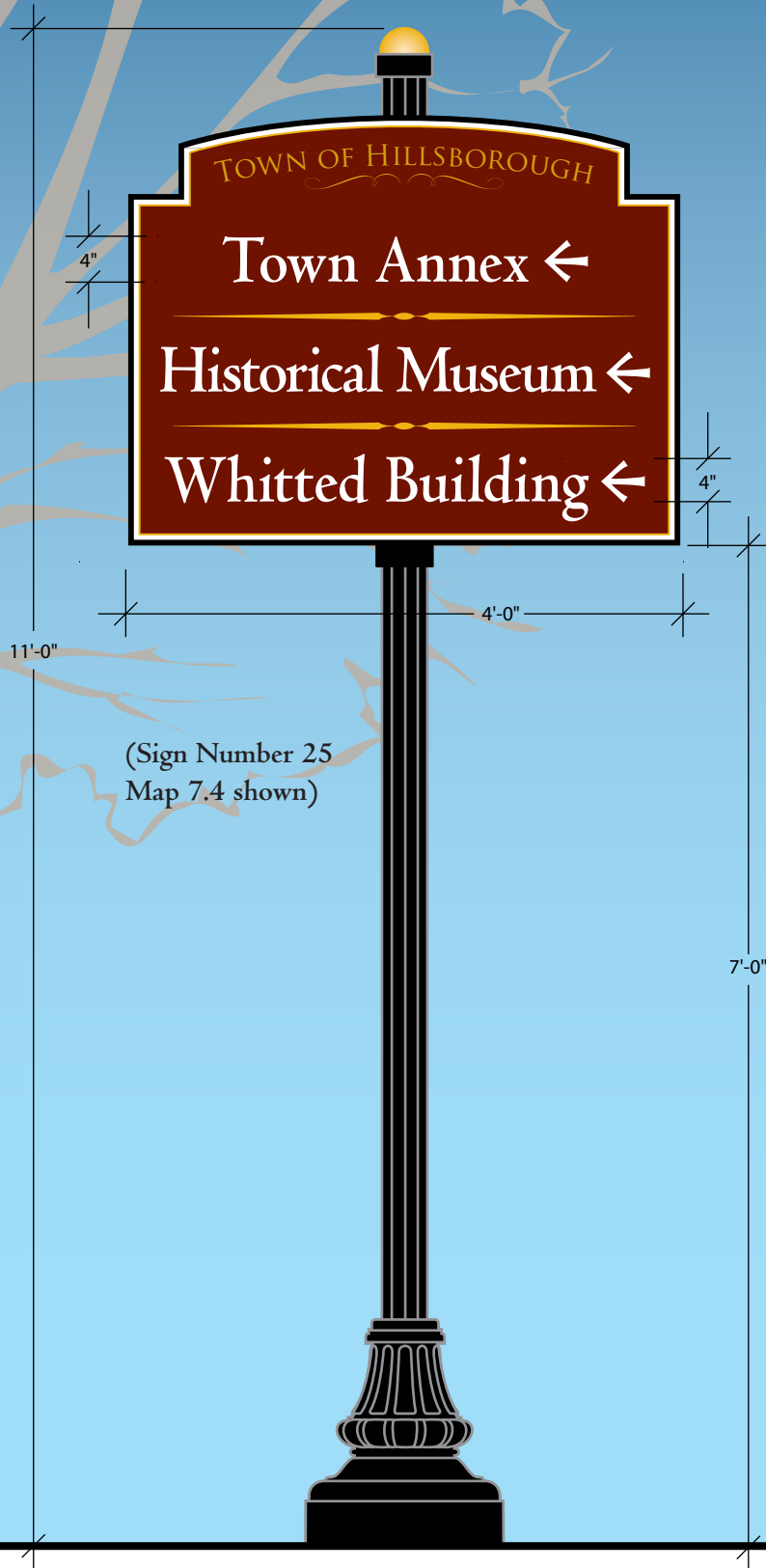
PROXIMITY SIGNS: Downtown

These signs are located along major vehicular routes to provide guide information toward the secondary destinations. This sign type will be used in situations where a turn is necessary or to indicate that the destination is soon approaching.

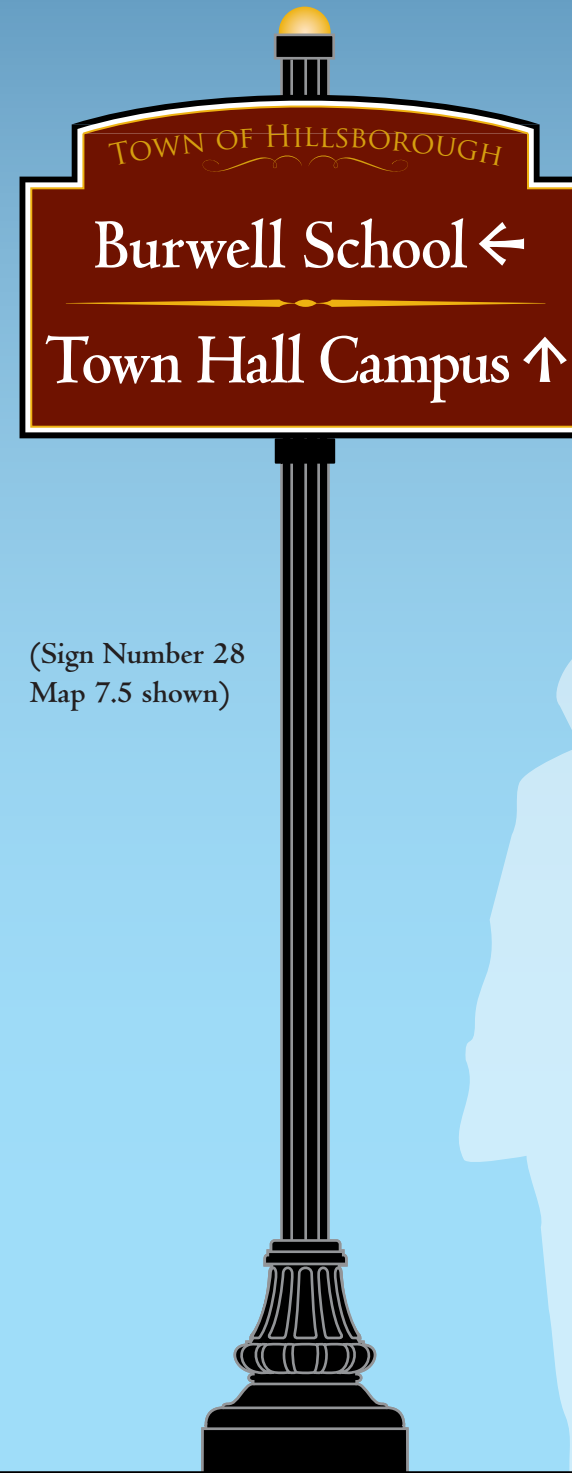
One, two or three message conditions. Three lines maximum.

Options Summary:

- Signs located in areas of 20 MPH speed limit.
- 4" letter height
- Custom background color
- Typeface: Centaur Bold



(Sign Number 25
Map 7.4 shown)



(Sign Number 28
Map 7.5 shown)



(Sign Number 30
Map 7.5 shown)

VEHICULAR PROXIMITY SIGN-Three Messages (max)
Scale: 3/4"=1'-0"

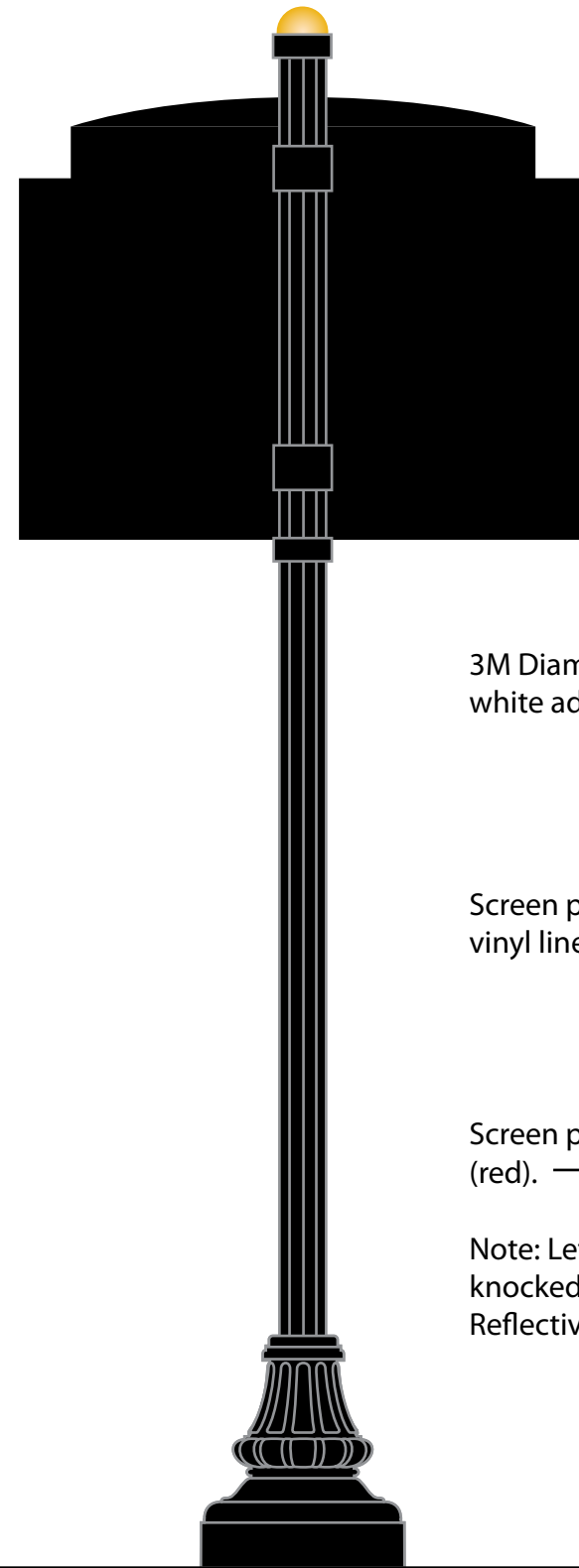
VEHICULAR PROXIMITY SIGN-Two Messages
Scale: 3/4"=1'-0"

VEHICULAR PROXIMITY SIGN-Single Message
Scale: 3/4"=1'-0"

WAYFINDING SIGNAGE PROGRAM: Typical Sign Panel Edge Detail



VEHICULAR PROXIMITY SIGN-Front Face
Scale: 3/4"=1'-0"



VEHICULAR PROXIMITY SIGN-Back Face
Scale: 3/4"=1'-0"

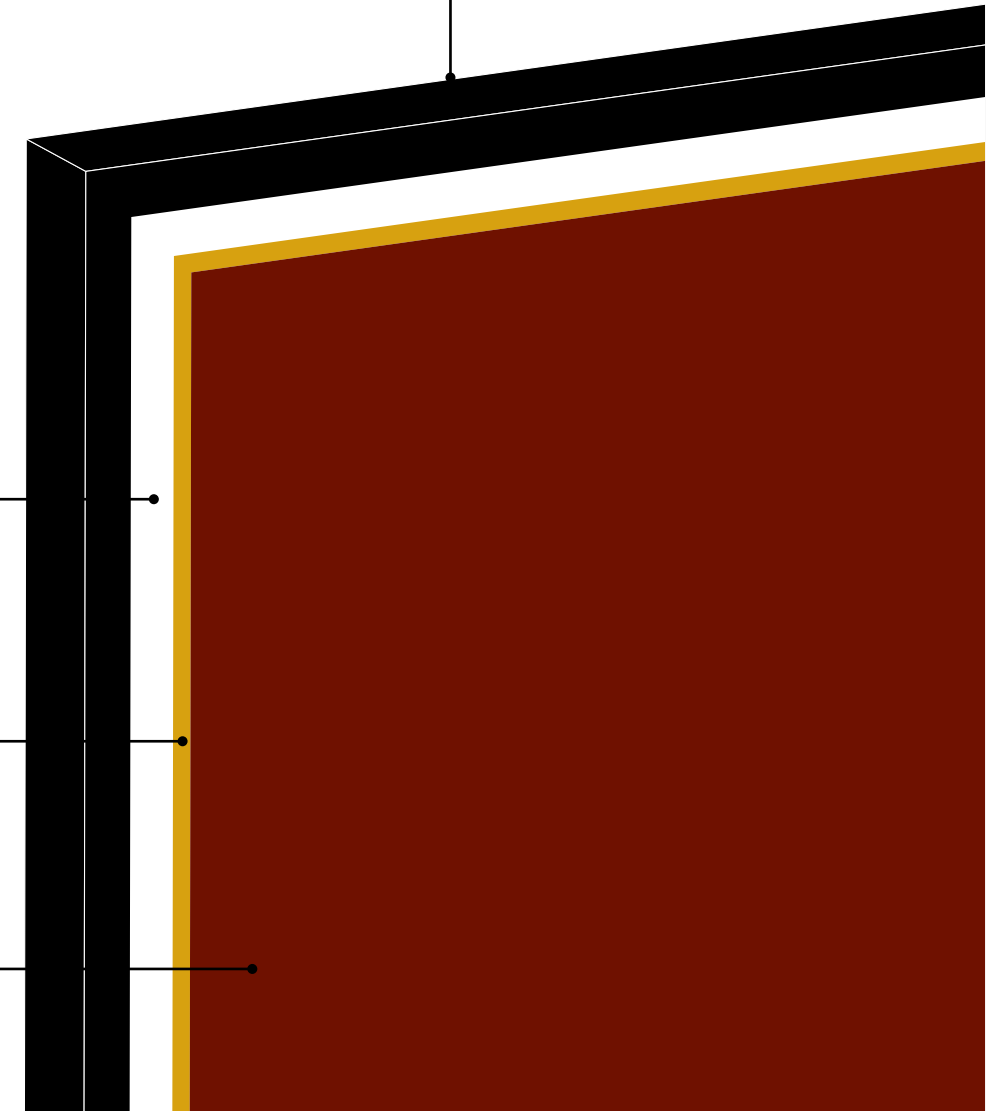
3M Diamond Grade reflective white adhesive vinyl sheet

Screen printed or adhesive vinyl line (gold)

Screen printed background (red).

Note: Letters, symbols and arrows are knocked out of red background. Reflective white vinyl shows through.

Back Panel: Metal (thickness varies) painted Black (front face, sides and back face)



TYPICAL SIGN PANEL PERSPECTIVE DETAIL
Not to Scale

WAYFINDING SIGNAGE PROGRAM: Proximity Sign in Context



Actual Message:
Gold Park/Riverwalk
Vistors' Center
Ayr Mount



Actual Message:
County Campus West

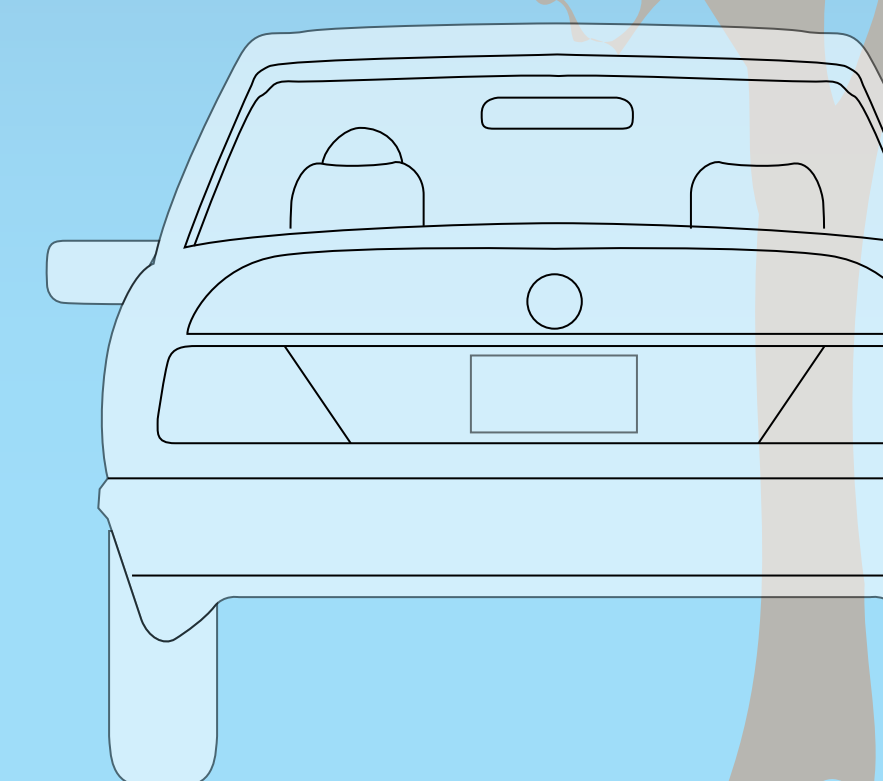
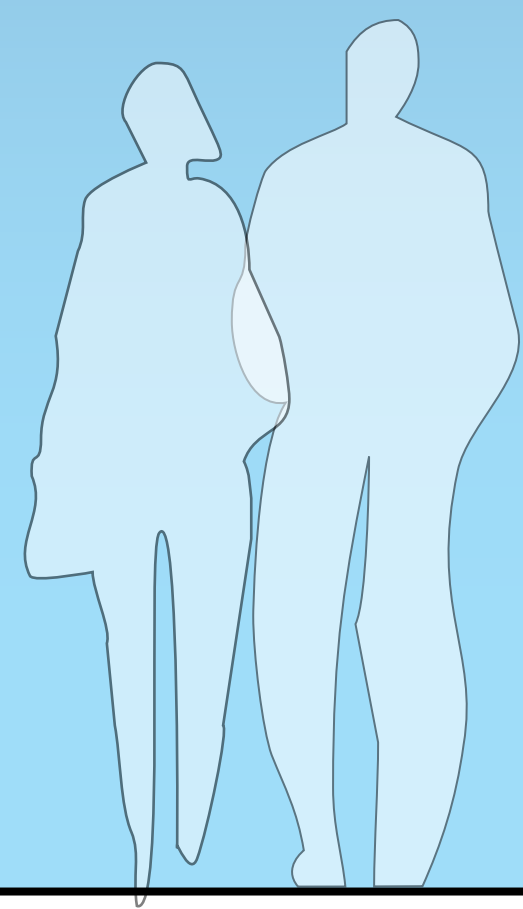
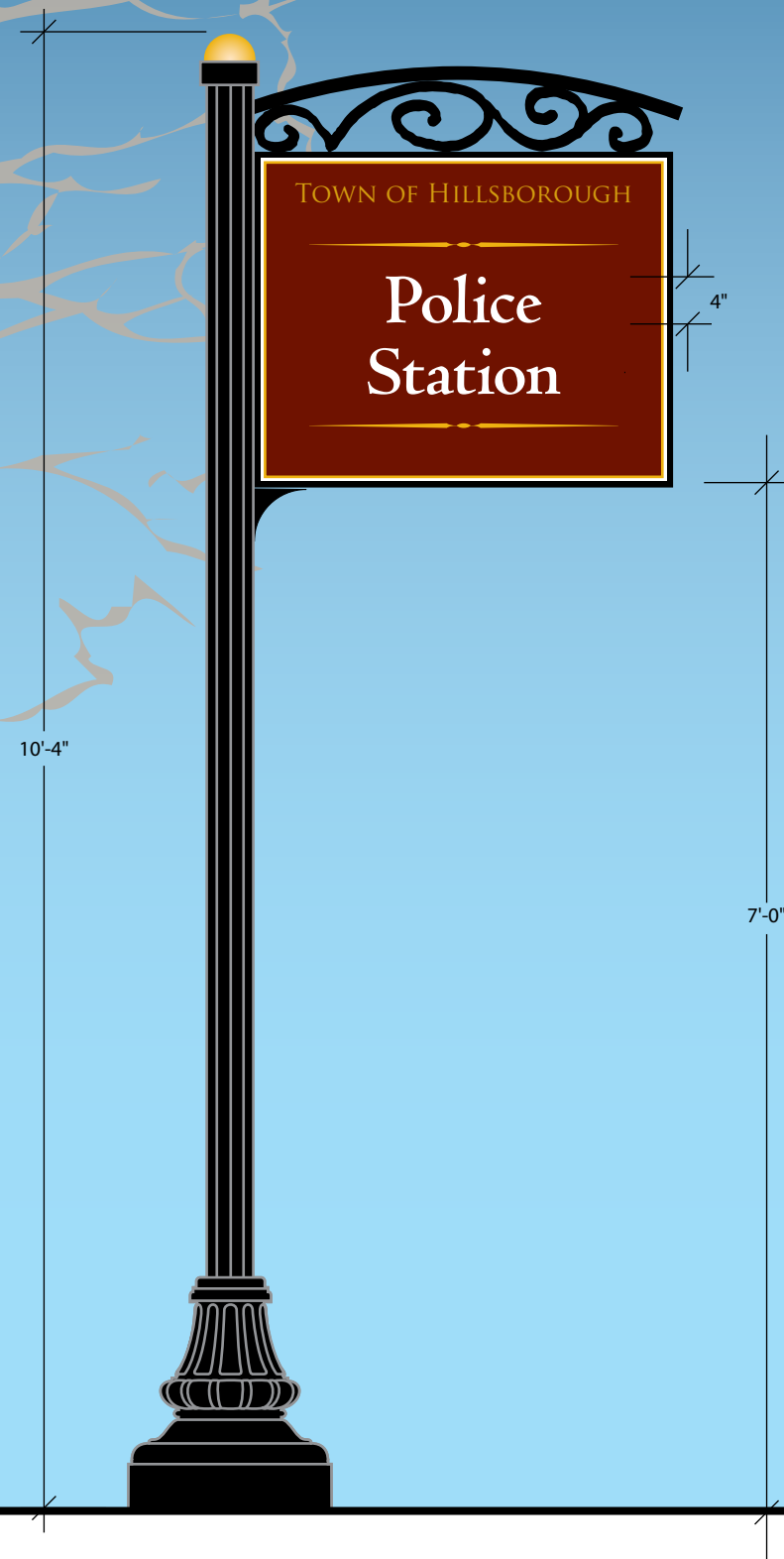
Note: Messages shown not actual. Signs shown for proportion and scale in context.

WAYFINDING SIGNAGE PROGRAM: Sign Type E, Destination Sign (single post)

DESTINATION SIGNS:

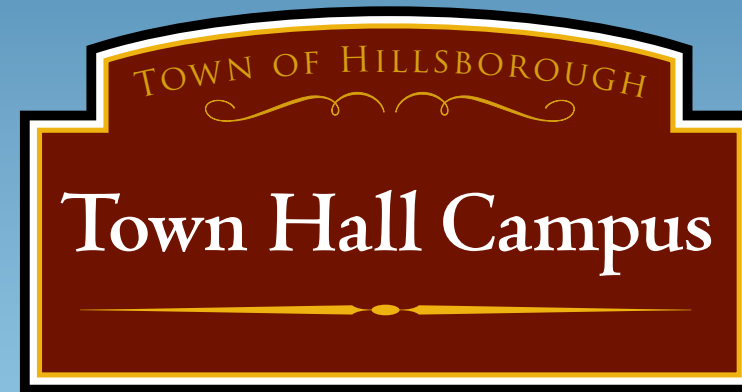
Arrival signs mark a destination so it is visible from a car and are usually in front of the destination so visitors know they have arrived.

Quantity: 12

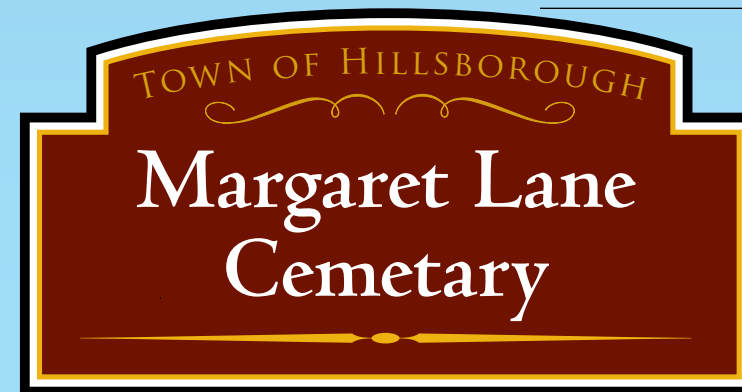


VEHICULAR DESTINATION SIGN
Scale: 3/4"=1'-0"

WAYFINDING SIGNAGE PROGRAM: Sign Type F, Destination Sign (double post)



Message on one line



DESTINATION SIGN: Message on two lines
Scale: 3/4"=1'-0"

DESTINATION SIGNS:

Arrival signs mark a destination so it is visible from a car and are usually in front of the destination so visitors know they have arrived.

WAYFINDING SIGNAGE PROGRAM: Sign Type F, Destination Sign (double post)

DESTINATION SIGNS:

Arrival signs mark a destination so it is visible from a car and are usually in front of the destination so visitors know they have arrived.

This version is exclusively for Parks.



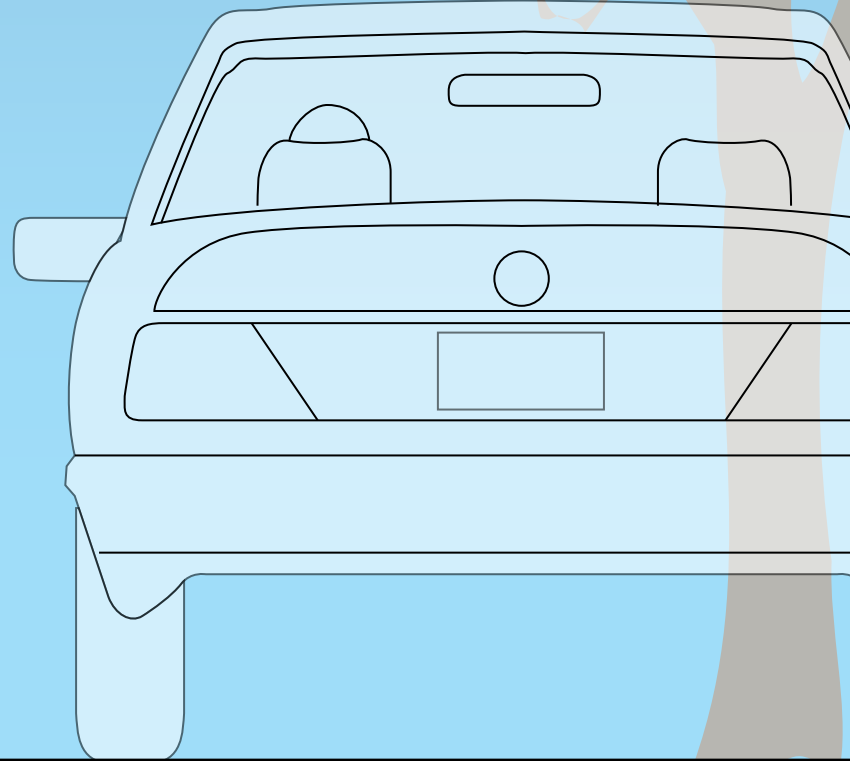
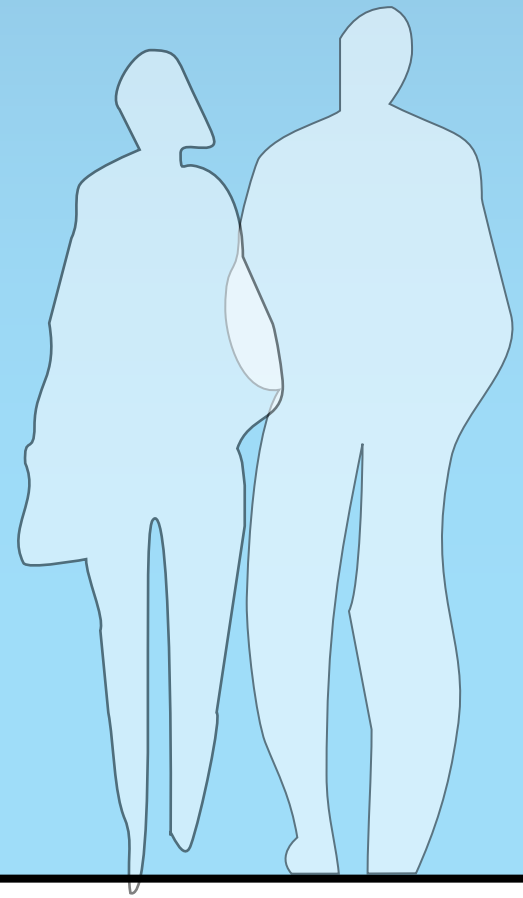
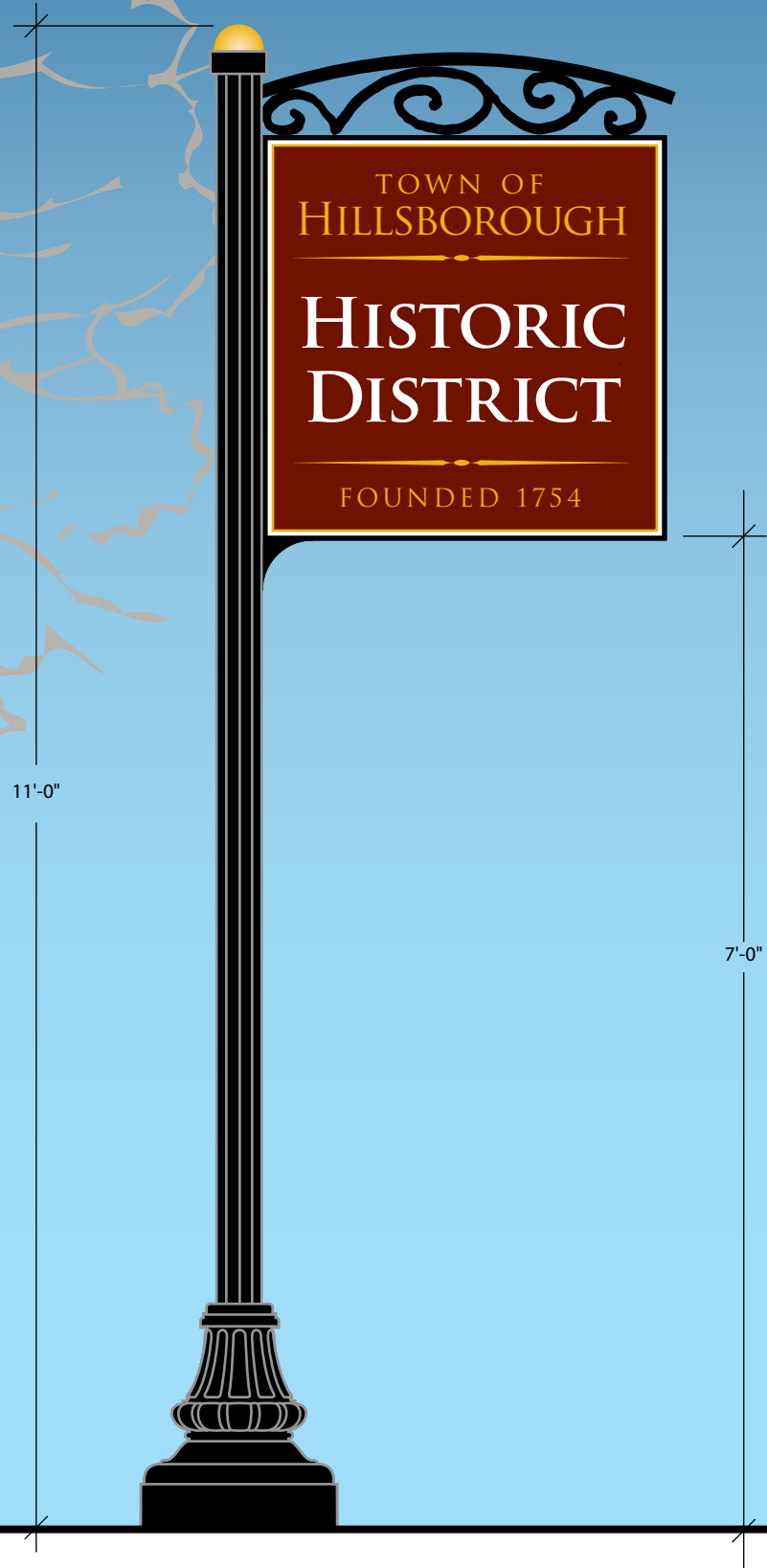
SECONDARY DESTINATION SIGN: Parks
Scale: 3/4"=1'-0"

WAYFINDING SIGNAGE PROGRAM: Sign Type G, Historic District Identification

Historic District Sign:

This sign announces visitors arrival into the National Register Historic District.

They should provide a sense of arrival and celebrate the history of Hillsborough with high quality and durable materials.



HISTORIC DISTRICT SIGN
Scale: 3/4"=1'-0"

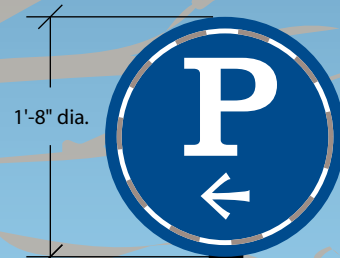
WAYFINDING SIGNAGE PROGRAM: Sign Type H & J, Parking Directional & Identification

PARKING SIGNS: Downtown

Parking directionals leads vehicles to parking structure or lot.

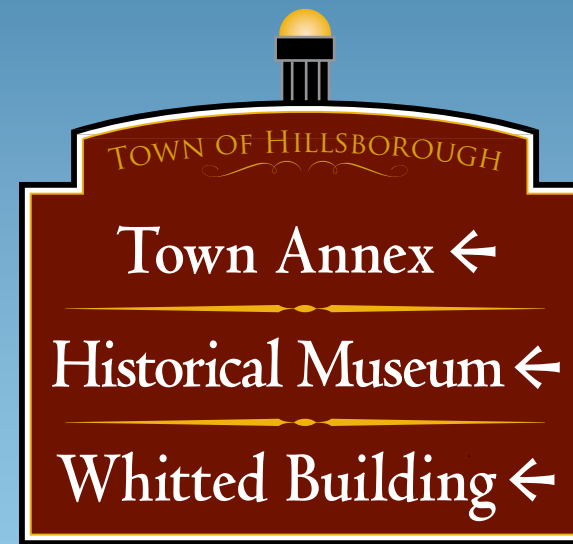
- Option 1: Sign on post.
- Option 2: Sign on existing Proximity Sign Post.

"P" symbol and arrow only with no corresponding text.



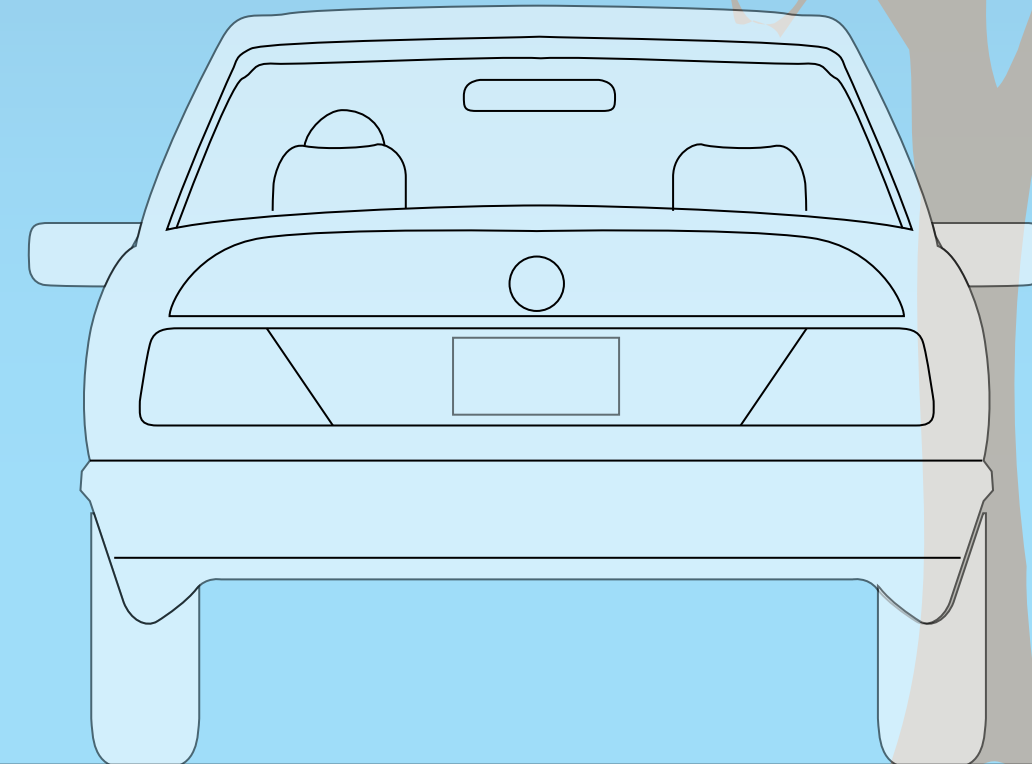
1'-8" dia.

7'-0"



1'-4" dia.

5'-6"



VEHICULAR PARKING DIRECTIONAL
Scale: 3/4"=1'-0"

PARKING DIRECTIONAL on PROXIMITY SIGN (shown for reference only)
Scale: 3/4"=1'-0"

WAYFINDING SIGNAGE PROGRAM: Sign Type K, Parking Identification-Building



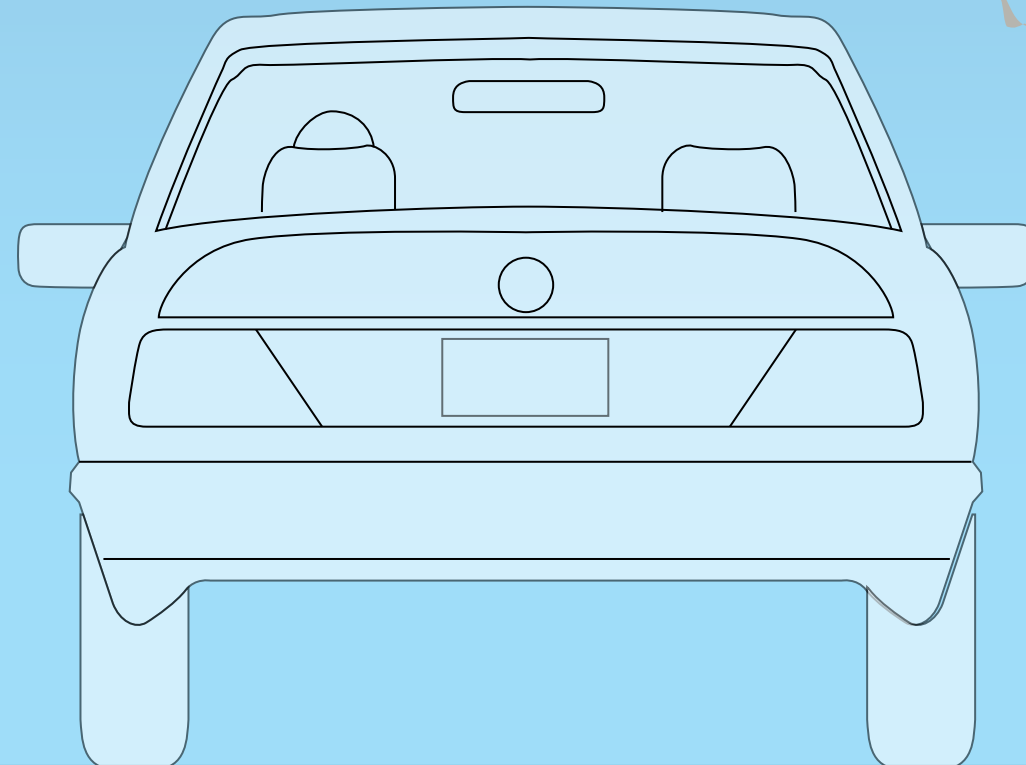
2'-0" dia.

8'-0"

PARKING SIGNS: Downtown

Parking identification sign is located at destination, mounted to building parking entrance.

"P" symbol only with no corresponding text.



WAYFINDING SIGNAGE PROGRAM: Sign Type L, Route Directional & Marker

ROUTE MARKERS:

Route marker and directional leads vehicles, bicycles and pedestrians to special routes. Identification sign is located at destination.

- Preferred Bike Routes
- Riverwalk



7'-0"

9'-3"

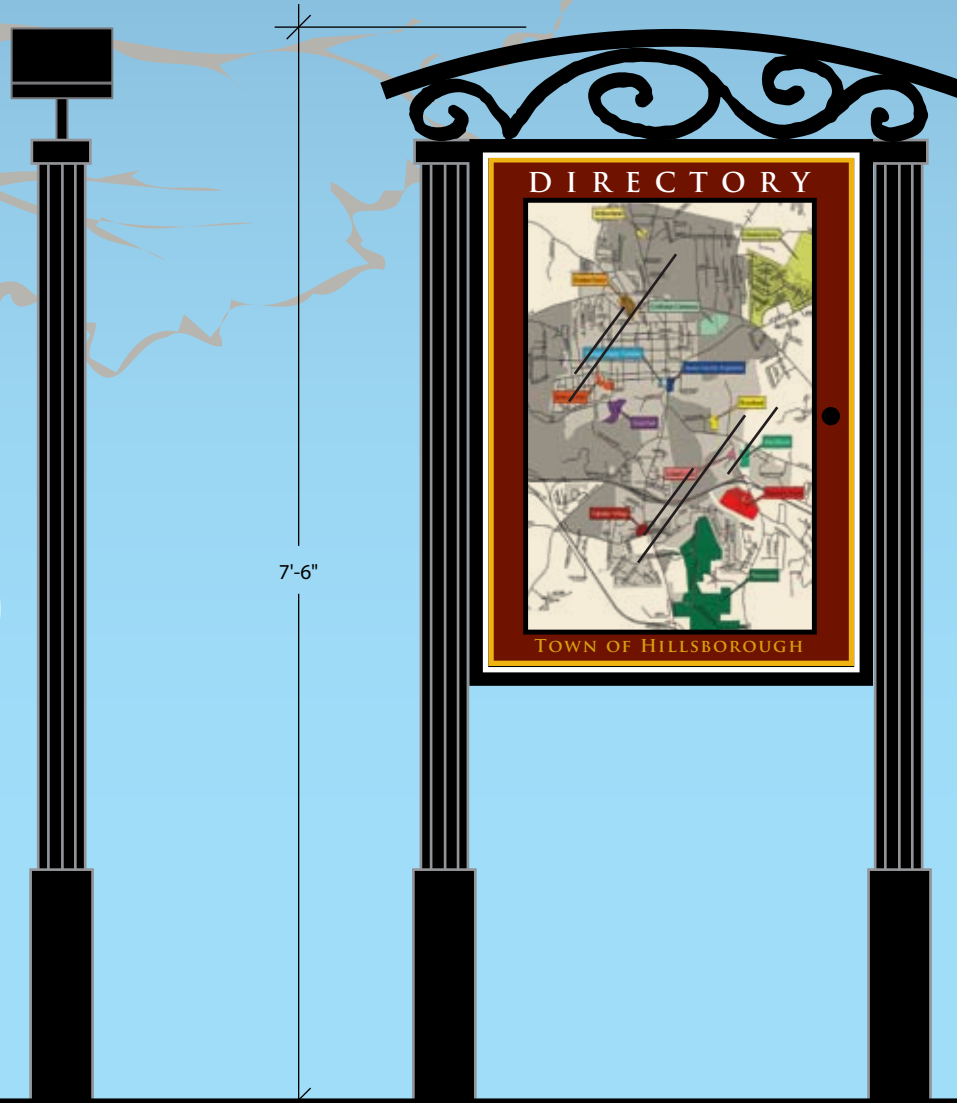
ROUTE DIRECTIONAL/IDENTIFICATION
Scale: 3/4"=1'-0"

DESIGNWORKSHOP

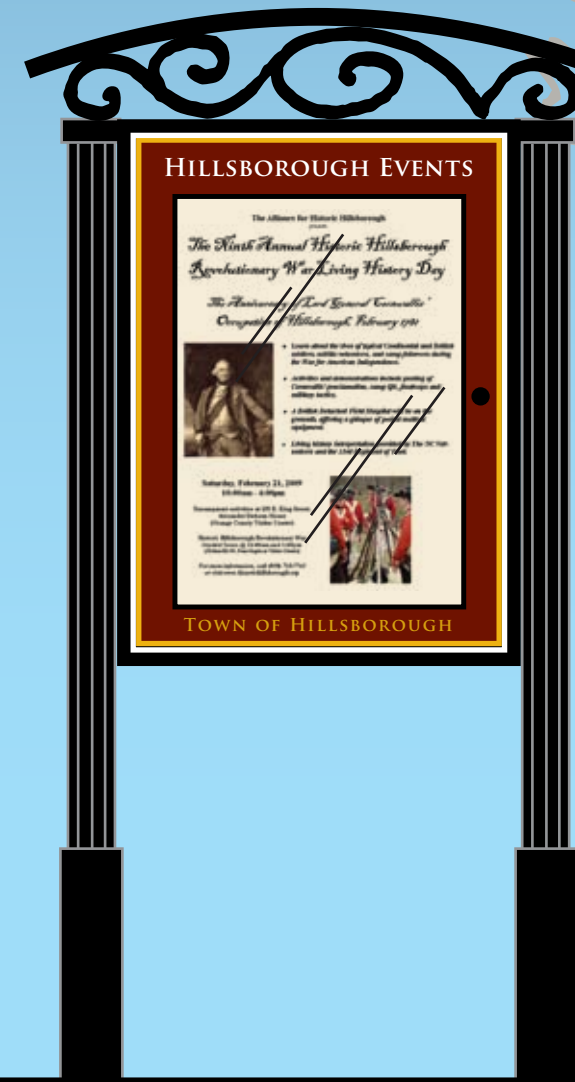
WAYFINDING SIGNAGE PROGRAM: Sign Type M, Directory/Kiosk

PEDESTRIAN KIOSKS:

Kiosks are located along pedestrian routes leading towards destinations. It may consist of a map of the downtown area and a list of destinations. Optional: Local events poster on back face.



DIRECTORY/KIOSK-front
Scale: 3/4"=1'-0"



DIRECTORY/KIOSK-back
Scale: 3/4"=1'-0"



DIRECTORY: Wall Mounted
Scale: 3/4"=1'-0"

DESIGNWORKSHOP

WAYFINDING SIGNAGE PROGRAM: Signs with “water” scroll top element



VEHICULAR DESTINATION SIGN
Scale: 3/4"=1'-0"

HISTORIC DISTRICT SIGN
Scale: 3/4"=1'-0"

DIRECTORY/KIOSK
Scale: 3/4"=1'-0"