Purpose & Goals of the Signage & Wayfinding Plan Master Plan

- Help direct residents and visitors to destinations within Downtown Johnstown
- Identify the style, quantity and type of signage needed in Downtown Johnstown
- Outline the costs and resources needed to implement the new branding, signage & wayfinding designs
## 01
Signage & Wayfinding Quantities by Type and Phase

### A PHASED APPROACH TO IMPLEMENTATION
Phasing the implementation and construction of the signage ensures the overall costs are not encumbered within one fiscal year, while also providing opportunities to apply for grants and outside funding opportunities that can offset the overall project costs.

Benefits of a Multi-Year Signage & Wayfinding Roll-Out:

- Reduces the cost burden of a one-time Capital fund allocation
- Allows for the system to be tested at each phase
- Provides the ability to observe the fabrication and installation process (and recommend potential adjustments)
- Ensures adequate timeframes for alternate financing opportunities (grant applications, creation of special districts, potential development impact fees, etc)
- Builds community enthusiasm for the project and desire to see additional signage installed

### DOWNTOWN JOHNSTOWN SIGNAGE QUANTITIES BY SIGN TYPE AND PHASE - PHASE 1

<table>
<thead>
<tr>
<th>SIGN TYPE</th>
<th>SIGNAGE FUNCTION</th>
<th>INSTALLATION SURFACE: Soft Surface (grass, dirt)/Hard Surface (concrete, paver) Installation</th>
<th>INSTALLATION TYPE: Freestanding/Mounted to Existing Structure</th>
<th>Electrified (YES/NO)</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>TOTAL PHASE 1 Signage</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Columnar Gateway - CG</strong></td>
<td>To announce arrival in the historic Downtown Johnstown district along Highway 60 and Parish Ave.</td>
<td>Soft</td>
<td>Freestanding</td>
<td>YES</td>
<td>1</td>
</tr>
<tr>
<td><strong>Curved Corner Gateway - CCG</strong></td>
<td>To announce arrival in the historic Downtown Johnstown district along Parish Ave &amp; improve plaza</td>
<td>Hard (requires removals)</td>
<td>Freestanding (could potentially use existing wall foundations)</td>
<td>YES</td>
<td>1</td>
</tr>
<tr>
<td><strong>Sculptural “J” Gateway - SG</strong></td>
<td>To announce arrival in the historic Downtown Johnstown district along Parish Ave &amp; improve plaza</td>
<td>Hard</td>
<td>Freestanding</td>
<td>YES</td>
<td>1</td>
</tr>
<tr>
<td><strong>TOTALS for all PHASE 1 signage</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>3</td>
</tr>
</tbody>
</table>
### DOWNTOWN JOHNSTOWN SIGNAGE QUANTITIES BY SIGN TYPE AND PHASE - PHASES 2 & 3

#### TOTAL PHASE 2 Signage

<table>
<thead>
<tr>
<th>Sign Type</th>
<th>Sign Description</th>
<th>Function</th>
<th>Hard/Soft</th>
<th>Freestanding</th>
<th>Yes/No</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Auto Directional Signs - ADD/ADA/AD6</td>
<td>To help drivers location Town of Johnstown destinations</td>
<td>Soft/Hard</td>
<td>Freestanding</td>
<td>YES</td>
<td>11</td>
<td></td>
</tr>
<tr>
<td>Pedestrian (digital) Kiosk - PK</td>
<td>To help pedestrians find destinations and services in Downtown Johnstown</td>
<td>Hard</td>
<td>Freestanding</td>
<td>YES</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Parking Destination Directional Signs - PDD</td>
<td>To help drivers locate Downtown Johnstown parking lots</td>
<td>Hard</td>
<td>Freestanding</td>
<td>YES</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td><strong>TOTALS for all PHASE 2 signage</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td><strong>17</strong></td>
<td></td>
</tr>
</tbody>
</table>

#### TOTAL PHASE 3 Signage

<table>
<thead>
<tr>
<th>Sign Type</th>
<th>Sign Description</th>
<th>Function</th>
<th>Hard/Soft</th>
<th>Freestanding</th>
<th>Yes/No</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pedestrian Mini-Kiosk Directional Signs - PMK</td>
<td>To help pedestrians find destinations and services in Downtown Johnstown</td>
<td>Hard</td>
<td>Freestanding</td>
<td>YES</td>
<td>8</td>
<td></td>
</tr>
<tr>
<td>Destination Signs - DL/DS</td>
<td>To announce the location of Downtown Johnstown Destinations</td>
<td>Soft/Somewhat Hard at Parish Park (Parish Park will require removals)</td>
<td>Freestanding</td>
<td>YES</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Destination Directional Signs (parking) - DD</td>
<td>To announce arrival at Downtown Johnstown Parking Lots</td>
<td>Hard</td>
<td>Freestanding</td>
<td>YES</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Street Name Signs - SN/DSN</td>
<td>To identify streets within Downtown Johnstown</td>
<td>Hard/Soft</td>
<td>Freestanding</td>
<td>NO</td>
<td>32</td>
<td></td>
</tr>
<tr>
<td><strong>TOTALS for all PHASE 3 signage</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td><strong>44</strong></td>
<td></td>
</tr>
</tbody>
</table>

**Realizing the Downtown Johnstown Wayfinding Plan**

Funding construction of the improvements will require a commitment from the Town of Johnstown and its staff and elected officials. Beyond funding the project, the new signage and wayfinding elements will also require on-going maintenance. The benefits of the new signage program are many, but the overall success of the program rests on both short-term and long-term commitments from the Johnstown community.

**Securing Funding for the New Signage Program: Potential Signage & Wayfinding Funding Mechanisms:**

- Special Districts (BID, URA, DDA, etc)
- Tax Increment Financing (TIF)
- Development Impact Fees
- Transportation Equity Act (TEA-LU)
- Division of Local Government Grants
- Office of Economic Development and International Trade Grants

**Public-Private Partnerships**

- Crowd-funding campaigns can be used to raise funds for historic walking tour signs and trail signage

**Tax Assistance from General Funds**

- Allocate specific funds for the signage and wayfinding improvements
### Phasing Priorities

Ideally, the recommended signage will be installed in as few phases as possible, as fewer phases will ensure that the overhead costs of mobilization and purchasing of raw materials will be reduced. However, it is also understood that funding the signage may be dependent on acquiring outside grants and funding, and therefore, some sign types that could be funded through specific grants (like historic and trail signs) may need to be installed as funds are available. Historic and trail signs also require additional location plans, as networks and destinations are finalized by the community, organizations, and the Town.

<table>
<thead>
<tr>
<th>Sign Type</th>
<th>Description</th>
<th>Installation Type</th>
<th>Phased</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Building-Mounted Interpretive Signs - IB</strong></td>
<td>Mounted to significant buildings/locations to tell the historic stories of Johnstown</td>
<td>Hard Mounted</td>
<td>NO</td>
<td>TBD</td>
</tr>
<tr>
<td><strong>Interpretive Info/Photo Station - II</strong></td>
<td>To replace the existing building-mounted photos and small interpretive plaque at the Downtown plaza</td>
<td>Hard Freestanding</td>
<td>NO</td>
<td>TBD</td>
</tr>
</tbody>
</table>

**TOTALS for all SPECIAL FUNDING Interpretive Signs**

<table>
<thead>
<tr>
<th>Sign Type</th>
<th>Description</th>
<th>Installation Type</th>
<th>Phased</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>TOTAL PHASE 1 Signage</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Freestanding (largely in soft areas)</td>
<td>16</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL PHASE 2 Signage</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hard Freestanding</td>
<td>11</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL PHASE 2 NO PHASING - AS DEVELOPMENT OCCURS</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hard Freestanding</td>
<td>32</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL SPECIAL FUNDING - INTERPRETIVE SIGNS</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hard/Soft Freestanding</td>
<td>11</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL TOWNWIDE SIGNAGE (NOT DOWNTOWN THEME)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hard Freestanding</td>
<td>40</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Soft/Hard Freestanding</td>
<td>11</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Sign Type</th>
<th>Description</th>
<th>Installation Type</th>
<th>Phased</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Destination Sign - Large - DL</strong></td>
<td>To help pedestrians find destinations and services in Downtown Johnstown</td>
<td>Soft Freestanding</td>
<td>YES</td>
<td>7</td>
</tr>
<tr>
<td><strong>Linear Gateway - LG/LGP</strong></td>
<td>To announce arrival into Downtown Johnstown</td>
<td>Soft Freestanding</td>
<td>YES</td>
<td>3</td>
</tr>
<tr>
<td><strong>Auto Directional - AD4</strong></td>
<td>To help drivers location Town of Johnstown destinations</td>
<td>Soft/Hard Freestanding</td>
<td>YES</td>
<td>2</td>
</tr>
</tbody>
</table>

**TOTALS for all NO PHASING - AS DEVELOPMENT OCCURS Signs**

<table>
<thead>
<tr>
<th>Sign Type</th>
<th>Description</th>
<th>Installation Type</th>
<th>Phased</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>TOTAL SPECIAL FUNDING - INTERPRETIVE SIGNS</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL TOWNWIDE SIGNAGE (NOT DOWNTOWN THEME)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
MESSAGING PLAN - DOWNTOWN JOHNSTOWN DESTINATIONS & AMENITIES

Destinations form the backbone of a community signage & wayfinding system. Creating a list of special places and amenities tells a story about community character and values, and helps to attract visitors to unique and memorable places. During the signage & wayfinding plan outreach events, stakeholder participants were asked about the destinations within/around Downtown Johnstown that should be referenced with the new signage. The maps and the listed categories on the outreach materials were used to help encourage stakeholders to share what they would like the new signage to highlight and direct visitors to (using sticky notes and dots to locate and name destinations & amenities). The following are the top destinations residents and visitors would like the new signage & wayfinding to highlight:

Johnstown Signage Destinations

- Public Parking
- Town Hall
- Public Library
- Parish Park
- Parish House & Museum
- Johnstown Community YMCA
- Post Office
- Eddie Aragon Park
- Historic Downtown

Helping point residents and visitors to community destinations like Parish Park will help highlight important community amenities in and around Downtown Johnstown.
SIGNAGE & WAYFINDING DESIGN OVERVIEW - PHASE 1

The Phase 1 signage and wayfinding designs include a total of 3 unique sign types that create a sense of arrival into Downtown Johnstown, and start to create a cohesive and easy-to-follow wayfinding system for the historic downtown area.

NOTE: Call-out numbers in the white boxes refer to material types and colors that are referenced at the end of the document, in the specifications section. For the constructed Phase 1 signs, the engineered drawing sets are also located at the end of the document.
PHASE 1 SIGNAGE

Phase 1 Signage & Wayfinding: Sculptural “J” Gateway

Front

Oblique View

Sculptural “J” Gateway (SG)
PHASE 1 SIGNAGE

Phase 1 Signage & Wayfinding: Curved Corner Gateway

NOTE: The pole and messaging of this design will be located behind the existing curbed wall footprint and adjusted as needed after investigation of the existing wall foundation and detailing has been undertaken by the Town and the selected fabricator.

Mesh creates a backrest and lower accent to the poles. This detail can extend to the ground, if that makes it easier to reinforce the structure of the poles.

NOTE: This wall design will be based on the existing wall footprint and adjusted as needed during the fabricator shop drawing process to create the final design. After investigation of the existing wall foundation and detailing has been undertaken by the Town and the selected fabricator.

Downtown Johnstown Wayfinding Plan

Curved Corner Gateway (CCG)
SIGNAGE & WAYFINDING DESIGN OVERVIEW - ALL OTHER SIGN TYPES

The overall design is grounded in the new Downtown Johnstown brand, which incorporates several iconic downtown elements, including a historic building architectural feature, a representation of the unique downtown light fixture, and a historic themed clock that marks the time when the notable meteor landed in the Johnstown community.

For each sign type, a variety of informational panels are designed to help direct drivers, pedestrians, and bicyclists to various downtown destinations and experiences. To reduce costs and increase durability, written information is direct printed where possible, with auto directional information having reflective text that will be illuminated by auto headlights at night.
Auto Directional Signage
Pedestrian Mini-Kiosk Directional (PMK)

Matte Finish Base Paint with Gloss Finish Pattern as Second Coat on Top

Parking Stall Signs

12.0”

4.0” 4.0”

10.0”

14.0”

0.5” Gap

9.0”

3.0” Gap

28.0”

16.0”

Pedestrian Mini-Kiosk

24.0”

36.0”

1.0” Band (two)

7.0” (3 bricks)

14.0” (2 bricks)

7.0” (3 bricks)

2.5” Concrete Cap

Static Downtown Map

Public Parking

Parish Park

Parish House

Post Office

Pedestrian Mini-Kiosk (PMK)

Parking Stall Signs

12.0”

18.0”

7.0’ Minimum
Destiny Signs - Large (double-sided)

Front

1.0" Band (two)
7.0"
---
5.0"
---
12.0" 39.0"
---
16.0" (7 bricks)

Side

2.75" Band
7.0"
---
7.0" (4 bricks)

---
7.0" (3 bricks)

---
7.0" (3 bricks)

---
1.5" Band (two)
2.5" Concrete Cap

---
1.5" Band (two)
7.0" (3 bricks)

---
30.0" (4 bricks)

---
16.0" (7 bricks)
Parish Park Entry/Destination Sign

Front

Parish Park Entry Gateway Signage Corner (DL-2)
Parish Park Entry/Destination Sign (design details)

Parish Park Entry Gateway Signage Corner (DL-2)
Major Roadway Signs

8.0’ Wide (maximum width)

N Parish Ave

7.0’ Wide

Hwy 60

N Parish Ave

8.0’ (maximum width)

0.375” Mounting Hole

2.0” Radius (TYP)

9.0” Letter Height

7.0” (can extend to 8.0” for longer street names)

Major Roadway Name Signs
Street Name Signs

Neighborhood Scale Street Name Sign

3.0” x 3.0” Galvanized Telespar Sign Post

3.0’ Wide

Dee Road

7.0’ Minimum

2.0’ Minimum

4.0’ Wide (maximum width)

Torrey Pines Ln
Street Name Sign Details

- **0.375” Mounting Hole**
- **1.0” Radius (TYP)**
- **4.0” Letter Height**
- **3.0” (can extend to 4.0” for longer street names)**
- **1.0” 3.75”**
- **6.0”**
- **9.0” 7.0”**
- **1.0”**
- **6.0”**
- **1.0”**

**Dee Road**

- **4.0” (maximum width)**

**Torrey Pines Ln**

Historic Downtown Street Name Sign Details

- **Downtown Street Name Sign (new sign blade cuffs added to existing signs)**
- **1” thick box sign with a 3” boxed cap of punched metal with gradient paint underneath**
- **4” Letters (Niveau Grotesk)**
- **3’-2”**
- **3”**
- **3”**
- **8”**
- **6”**
Historic Signage - Building-Mounted & Freestanding

Building-Mounted Interpretive Signs
(one theme/topic per sign - one-sided)

Freestanding Interpretive Signs
(one theme/topic per sign - one-sided)

Unique Titles for Each Panel (size of background color can be adjusted to reflect length of each word)

Approximately 200 Words of Text with Title and Spacing Between Paragraphs

Commemorative Plague (TBD - designed by others)

Downtown Johnstown Wayfinding Plan
Historic Signage - Parish House Signage

NOTE:

The Parish House signage is intended to replace the existing signage at the Parish House, and will require the removal of the existing sign, and the use of the existing electrical service that powers the ground lights of the existing sign.

Destination Signage - Parish House (double-sided)
Historic Signage - Interpretive Photo Station

- Local History grows here

- Content to be Finalized with the Johnstown Historic Society

- Downtown BUILDINGS & ENTERPRISES

- Content to be Finalized with the Johnstown Historic Society

- Agriculture & FARMING

- Existing Wall-Mounted Lights Can Be Used to Illuminate New Historic Signs (if signs can be located close enough to the building, and the lights remain in future)

- 3/8" Acrylic Stud Mount Raised Letters

- Blue Laser Cut Circle Aluminum Over Solid Teal Aluminum Backer

- 1" Square Tubing Sits Above Blue Metal Frame

- 8" Square Ground-Mount Plate (with bolts painted to match posts)

- 27.0" (to bottom of square frame)
Historic Signage - Interpretive Photo Station Details

NOTE:

Final content and designs of the replacement interpretive photo station signage will need to be coordinated with the Johnstown Historical Society and the Town of Johnstown. The designs shown are one option for the space, and additional information regarding off-the-shelf interpretive panels is also provided in this section, and can be used in lieu of these designs. If off-the-shelf interpretive panels are selected, it is recommended that all paint-able parts of the signs be painted in the Downtown Johnstown dark blue brand color.
Historic Signage - Interpretive Photo Station Details

23”x35” Photo with 1” Border (100 words + title)

10.0”x17.0” Photo with 0.5” Border (25-30 words + title)

30.0”x60.0” Photo with 0.5” Border (100 words + title)

23”x35” Photo with 1” Border (caption on photo)

10.0”x17.0” Photo with 0.5” Border (25-30 words + title)

Semi-Custom Interpretive Sign Option

As an alternative to a custom interpretive panel system, there is also the option to use a semi-custom signage design provided by a signage manufacturer. There are several companies that provide these types of signs, including the following:

Timely Signs - Interpretive Signs

https://timelysigns.com/products/interpretive-signs/
ILLUSTRATIVE NIGHTTIME SIGNAGE EXAMPLES (TO SHOW LIGHTING INTENTION)

The first wayfinding sign - the Sculptural "J" Gateway - was installed in the Summer of 2023, and illustrates the character of the preferred nighttime signage.
ILLUSTRATIVE NIGHTTIME SIGNAGE EXAMPLES (TO SHOW LIGHTING INTENTION)
ILLUSTRATIVE NIGHTTIME SIGNAGE EXAMPLES (TO SHOW LIGHTING INTENTION)

NOTE: The pole and messaging of this design will be located behind the existing curved wall footprint and adjusted as needed after investigations of the existing wall foundation and detailing has been undertaken by the Town and the selected fabricator.

Mesh creates a backdrop and lower accent to the poles. This detail can extend to the ground if that makes it easier to reinforce the structure of the poles.

NOTE: This wall design will be based on the existing wall footprint and adjusted as needed during the fabricator shop drawing process to create the final design after investigation of the existing wall foundation and detailing has been undertaken by the Town and the selected fabricator.

Curved Corner Gateway (CCG)
ILLUSTRATIVE NIGHTTIME SIGNAGE EXAMPLES
(TO SHOW LIGHTING INTENTION)

<table>
<thead>
<tr>
<th>Width (in)</th>
<th>Height (in)</th>
</tr>
</thead>
<tbody>
<tr>
<td>12.0&quot;</td>
<td>15.0&quot;</td>
</tr>
<tr>
<td>30.0&quot;</td>
<td>4.0&quot;</td>
</tr>
<tr>
<td>9.0'-3.0&quot;</td>
<td>5.0'-7.0&quot;</td>
</tr>
</tbody>
</table>

Concrete Cap

<table>
<thead>
<tr>
<th>Width (in)</th>
<th>Height (in)</th>
</tr>
</thead>
<tbody>
<tr>
<td>7.0'-5.0&quot;</td>
<td>12.0&quot;</td>
</tr>
<tr>
<td>6.0&quot;</td>
<td>2.0&quot;</td>
</tr>
</tbody>
</table>

Linear Gateway Poles (LGP)
ILLUSTRATIVE NIGHTTIME SIGNAGE EXAMPLES (TO SHOW LIGHTING INTENTION)
ILLUSTRATIVE NIGHTTIME SIGNAGE EXAMPLES (TO SHOW LIGHTING INTENTION)
ILLUSTRATIVE NIGHTTIME SIGNAGE EXAMPLES (TO SHOW LIGHTING INTENTION)

Front

- 27.0”
- 20.0”
- 33.0”
- 9.5’

Side

- 16.0”
- 6.0”
- 9.0”
- 2.75” Band

Back

- 27.0”
- 21.0”
- 12.0”

Back (directional option)

- 23.0”

Pedestrian Kiosk (PK)

- 30.0”
- 2.5” Concrete Cap
- 7.0” (3 bricks)
- 8.0” (1 brick)
- 9.0” (4 bricks)
ILLUSTRATIVE NIGHTTIME SIGNAGE EXAMPLES (TO SHOW LIGHTING INTENTION)

Matte Finish Base Paint with Gloss Finish Pattern as Second Coat on Top

2.5" Concrete Cap

1.0" Band (two)

7.0" (3 bricks)

14.0" (2 bricks)

7.0" (3 bricks)

12.0"

4.0" 4.0"

16.0"

10.0"

14.0"

28.0"

36.0"

24.0"

7.0’ Minimum

18.0"

7.0’ Minimum

2.5"

0.5" Gap

3.0" Gap

9.0"
ILLUSTRATIVE NIGHTTIME SIGNAGE EXAMPLES (TO SHOW LIGHTING INTENTION)
ILLUSTRATIVE NIGHTTIME SIGNAGE EXAMPLES (TO SHOW LIGHTING INTENTION)

- **1.0” Band (two)**
- **3.0” Front of Square Tube**
- **7.0” (3 bricks)**
- **15.0” (2 bricks)**
- **7.0” (3 bricks)**

**Destination/Directional Signage (DD)**

- **Public Parking**
- **1.5” Cap**
- **4.0’-9.0”**
- **1.0” Band (two)**
- **2.5” Concrete Cap**
- **11.0” 9.0” 12.0”**
- **0.5” Cut-Out (two)**
- **10.0” 5.5”**
- **34.0” 4.0” 21.0”**
- **8.0” 6.0”**
- **30.0” (4 bricks)**
- **16.0” (7 bricks)**
- **7.0” (3 bricks)**
ILLUSTRATIVE NIGHTTIME SIGNAGE EXAMPLES (TO SHOW LIGHTING INTENTION)
ILLUSTRATIVE NIGHTTIME SIGNAGE EXAMPLES (TO SHOW LIGHTING INTENTION)
ILLUSTRATIVE NIGHTTIME SIGNAGE EXAMPLES (TO SHOW LIGHTING INTENTION)

Parish Park Entry Gateway Signage Corner (DL-2)
ILLUSTRATIVE NIGHTTIME SIGNAGE EXAMPLES (TO SHOW LIGHTING INTENTION)

**N Parish Ave**
- 8.0’ Wide (maximum width)
- 7.0’ Wide

**Hwy 60**
- 8.0’ (maximum width)

0.375” Mounting Hole
2.0” Radius (TYP)
9.0” Letter Height

7.0” (can extend to 8.0’ for longer street names)

Major Roadway Name Signs
ILLUSTRATIVE NIGHTTIME SIGNAGE EXAMPLES (TO SHOW LIGHTING INTENTION)

Downtown Street Name Sign (new sign blade cuffs added to existing sign)

49 Letters (Niveau Grotesk)
1" thick box sign with a 3" boxed cap of punched metal with gradient paint underneath

Dee Road
Torrey Pines Ln
Charlotte St

0.375" Mounting Hole
1.0" Radius (TYP)
4.0" Letter Height
9.0" 7.0" 6.0"
1.0" 3.75"
6.0"
3.0" (can extend to 4.0" for longer street names)
4.0" (maximum width)
ILLUSTRATIVE NIGHTTIME SIGNAGE EXAMPLES (TO SHOW LIGHTING INTENTION)

Community Brand/Logo (routed brass with black paint)

Directional Info/Icons (direct-painted, white reflective lettering & icons)

Masonry Base & Sandstone Cap (stacked/mortered brick)

1.5" Square Brass-Colored Interior Sign Bands (11)

Space for Future Directional Panels (directional box areas pre-drilled with screws painted to match signage supports)