

Providence Downtown Circulation Studies

WAYFINDING SIGNAGE STANDARDS



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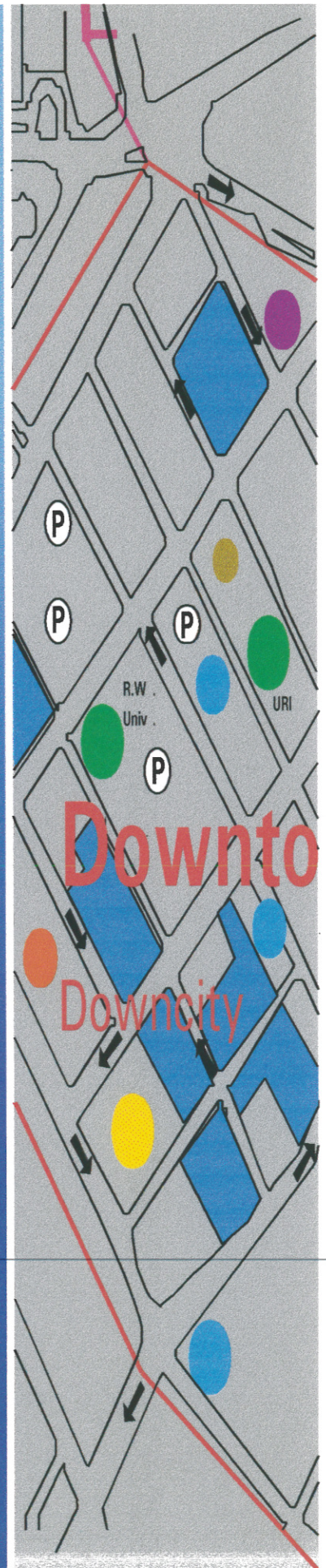


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1.10 Project Background

This manual describes the planning criteria and design standards utilized for the development of a *Signage Standards Manual* for the City of Providence.

The program is part of an overall marketing and economic revitalization program to promote tourism for the region.

A consistent and uniform system of tourist-oriented directional signage will: enhance wayfinding and help visitors, tourists, and residents clearly find attractions and landmarks; minimize confusion; and create an awareness of “Things To Do and See” in the Providence metropolitan area.

The signage system described herein consolidates the various trailblazer signs in the public right-of-way and organizes this information into a common format. In addition to improving the quality of this type of signage, a secondary benefit of this system is the reduction of the clutter of existing signs being replaced in urban and suburban areas. The signage system is most effective when consistently implemented on a regional basis, whereby signs reinforce each other and visitors and tourists begin to recognize these sign types as a consistent source of tourist attraction directions and a thoughtful gesture of welcome from the community.

1.20 Planning Criteria

The primary function of the system is to assist the tourist/visitor from the Providence area as well as those from out-of-town. To benefit all types of users, the system has been kept simple in order to communicate in a clear fashion. Additional information for other users, which does not conflict with the clear message to the occasional tourist/visitor, also has been included.

Area/District Concept

An important factor affecting the design and content of the system components is the City of Providence's goal to identify and promote its Downtown. Prior to the development of this program, the City organized the Downtown into three distinct areas for the purpose of wayfinding signage. Over time, each area developed a distinct character and was further defined into specific districts within each area. This helped to identify special areas of the Downtown community and enhance the distinct character of each of the districts. It also helped to identify and promote individual attractions that could be found within each district.

Areas/Districts are:

DOWNTOWN

Downcity
Civic/Convention Center
Cathedral
Financial
Jewelry
Old Harbor

CAPITOL HILL

State Offices
Waterplace Park

EAST SIDE

College Hill
Thayer Street

Wayland Square
Wickenden Street
India Point

Criteria for Inclusion of Attractions

To meet project goals and minimize proliferation of directional signs in the downtown area, eligibility criteria should be established to guide the planning of the wayfinding signage system. Attractions should meet most of the following eligibility criteria:

- be tourism-oriented, attracting out-of-town visitors.
- have inadequate (or no) existing directional signs.
- be facilities or areas open to the public.
- be unique or indigenous to the area.
- express the local flavor, heritage of the area.
- have a minimum demonstrated annual visitation of 10,000 persons.
- satisfy basic needs, i.e., eating, shopping, entertainment.
- be places to learn about or obtain information about the area.
- be in downtown Providence.
- be committed to share in the cost of sign implementation.

The premise of this program is that everyone, not just out-of-town visitors, would benefit from the Providence wayfinding signage system.

Wayfinding Philosophy

The value of the area/district concept in helping tourists/visitors find their way, as well as how it is expressed in the wayfinding system, are described herein. Information flows from the general to the specific on a “need to know” basis. This is for the benefit of individuals who make the transition from the vehicular/transit mode to the pedestrian mode. The wayfinding system should

actually begin on Interstate 95 and 195 with color-coded preface and advance signs that introduce visitors to the area and district concept. Color-coded entrance signs off the interstate exits into downtown provide directions to three broad areas. Color-coded vehicular directional signs reinforce broad area organization and provide directions to districts and reference destinations. Reference destinations may be used to provide verbal guidance to assist visitors in finding specific destinations in the vicinity of reference destinations or parking resources for reference destinations. Color-coded parking directionals reinforce the area/district identity. After visitors park (or arrive by transit), pedestrian information sources are available. The need and opportunity for more comprehensive information for pedestrians is satisfied by a series of strategically located information kiosks. The information kiosks located throughout the Downtown area provide access points at which the pedestrian can learn more about the district he/she is in or make the critical jump to explore an adjacent district.

1.30 Application Guidelines

The wayfinding signage system consists of six (6) functional sign types. Their proposed locations are based upon the vehicular and traffic flow circulation patterns and the informational needs at key decision points.

Sign Type A - Entry Sign

These are the “Entrance Signs” that provide directions to the three broad areas, or identify that one is entering an area. Each area entry sign is further identified using a color-coded background.

Sign Type B - Vehicular Directional

They provide directions to districts or specific attractions which impact traffic-generated parking within a district. These signs will list 2 to 4 destinations and directions. They also provide inter-district and intra-district directions. Their background color is color-coded to its respective area color. Priority contents for any given location:

- *Directions to districts*
- *Reference destinations, e.g., J&W University*
- *Cultural, Historic, Arts, etc.*

Sign Type C - Parking Sign

These generic signs provide directions to the public parking resources in the various districts.

Sign Type D - Pedestrian Kiosk

These provide comprehensive information in the form of an overall map and a posting of current events. They are located in the vicinity of attractions that generate significant pedestrian traffic.

Sign Type E - Pedestrian Directional

These signs supplement the kiosks and start pedestrians walking in the right direction from their point of arrival.

Sign Type F - Street Sign

A basic information component used in defining various districts.

1.40 Maintenance and Administration

The Providence Wayfinding Signage System has been designed for ease of maintenance and to allow growth and extension beyond downtown. Sign types with a propensity to change use a modular message format for maximum flexibility. In general, materials, reproduction methods are within the capabilities of the City of Providence sign shop.

Sign Types A, C & F

These signs have fixed messages and normally require no maintenance unless damaged. They have the same life expectancy as traffic control signs (7-10 years).

Sign Type B

These signs feature removable message panels. To change or replace a name, replace the panel affected. Each panel has its own directional arrow independent of other panels. To delete a name simply replace with a blank panel. If necessary, re-position panels so the blank panel is at the bottom. With up to 3 or 4 message panels per sign location it should not be necessary to add more locations per block.

Sign Type D

This double faced display should be fabricated and installed by a commercial sign contractor. The orientation map/directory will be computer generated, printed on a peelable adhesive vinyl, applied to a substrate and protected by a hinged glass door. The map graphics should be updated annually and replaced by peeling off the old map and replacing with a new one.

Sign Type E

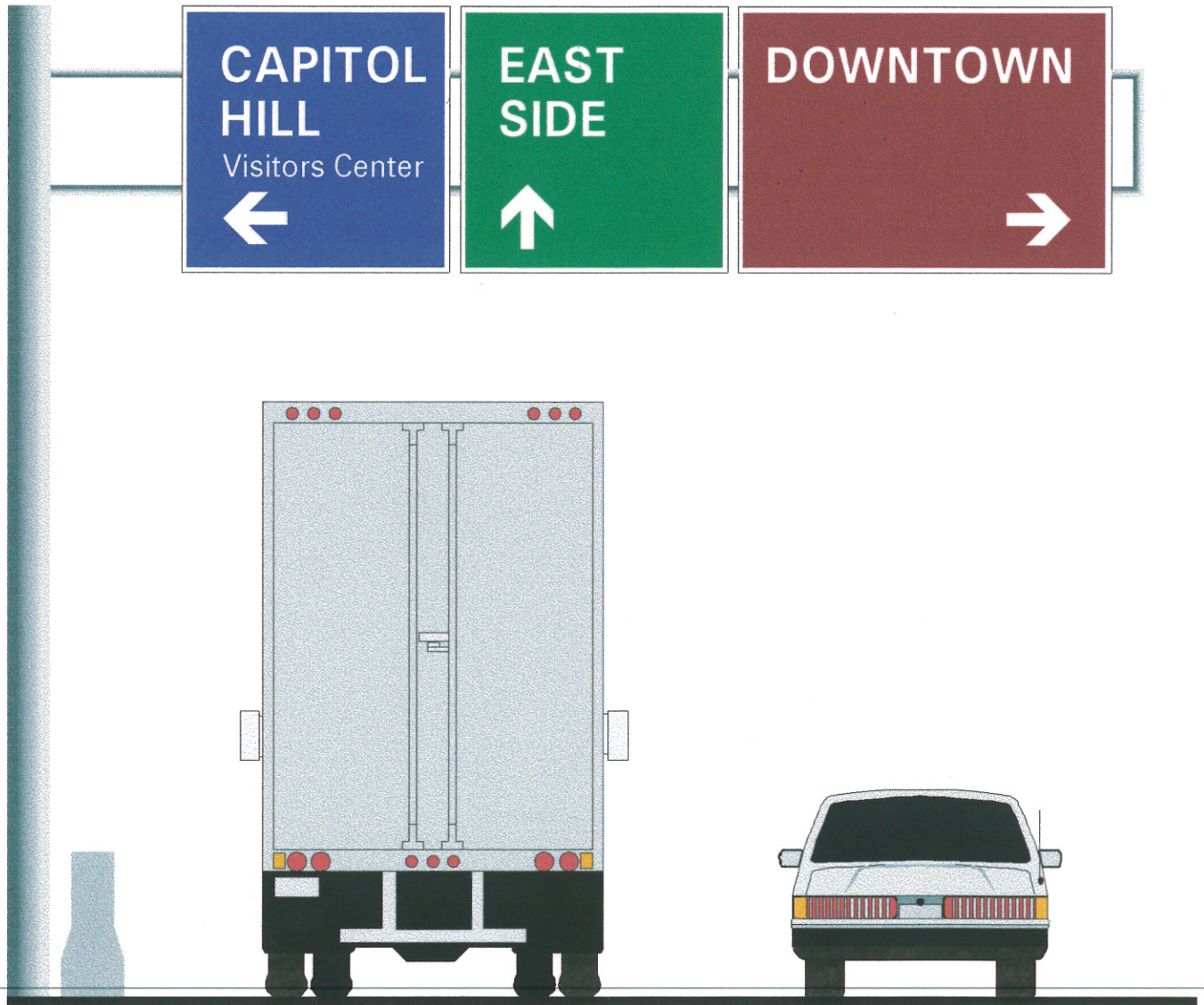
Messages are grouped by direction on a single panel bisecting a square slotted post. To add a message use exterior grade

pressure sensitive vinyl. To replace a message, cover over the existing message with a vinyl patch with matching background color.

Administration

Key points for administration of the program, as has been successfully done in other cities:

- Department of Planning and Development should be responsible for administering the program with the assistance of the Department of Public Works and Traffic for implementation.
- Ordinances need to be passed establishing the wayfinding signage as the official signage system, prohibiting others and requiring a timetable for removal of existing trailblazer signs.
- A sign request procedure and review process should be established.
- Existing ordinances on record for signage in historical areas should be revised to accommodate the new signage program.
- Enlist the financial support of stakeholders (reference destinations) to help fund the program on a pay-per-listing basis.
- Establish a phased implementation schedule over several years, starting with street name signs.

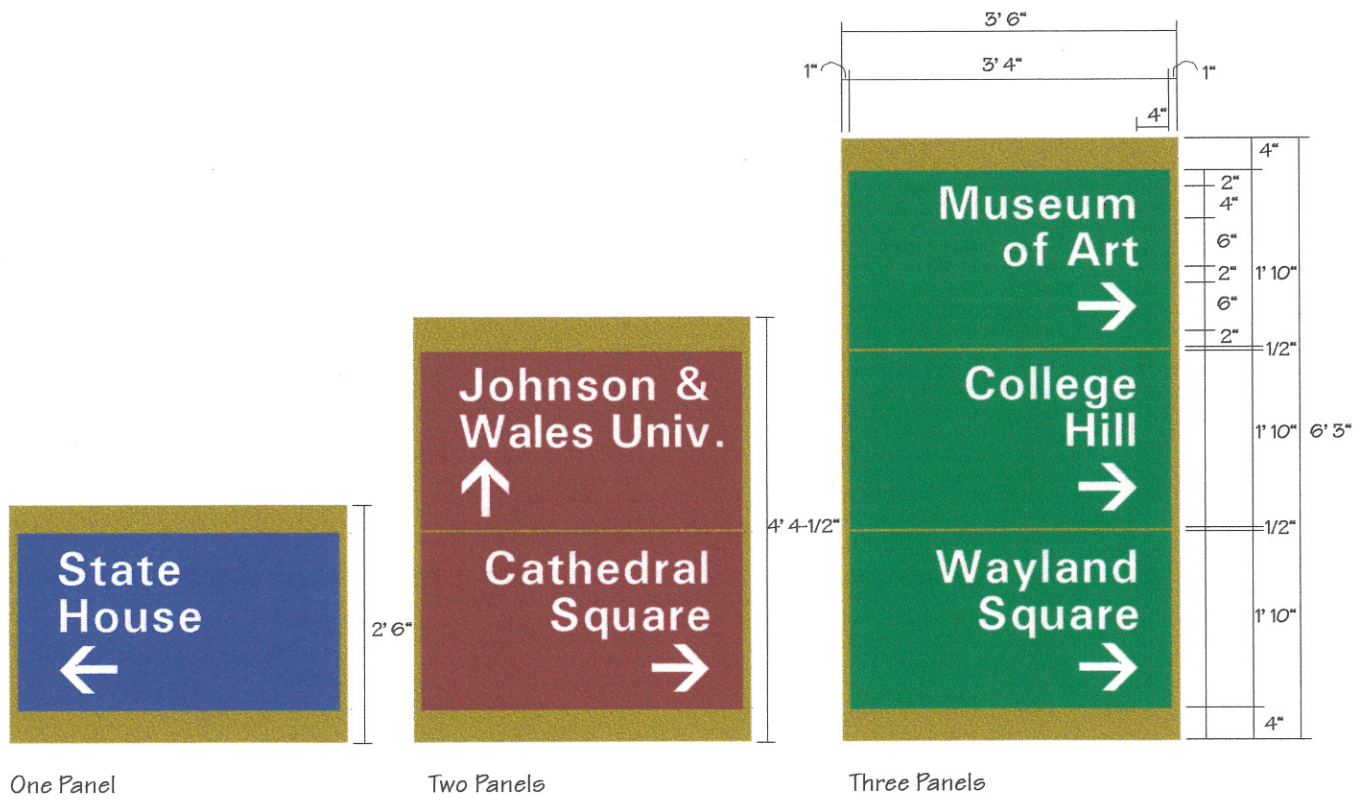


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Pat Loheed/Landscape Architect

DRAWING TITLE
Type A
Entry Guide Sign

Scale: 1/4" = 1'0"

DRAWING
2.10



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DRAWING TITLE

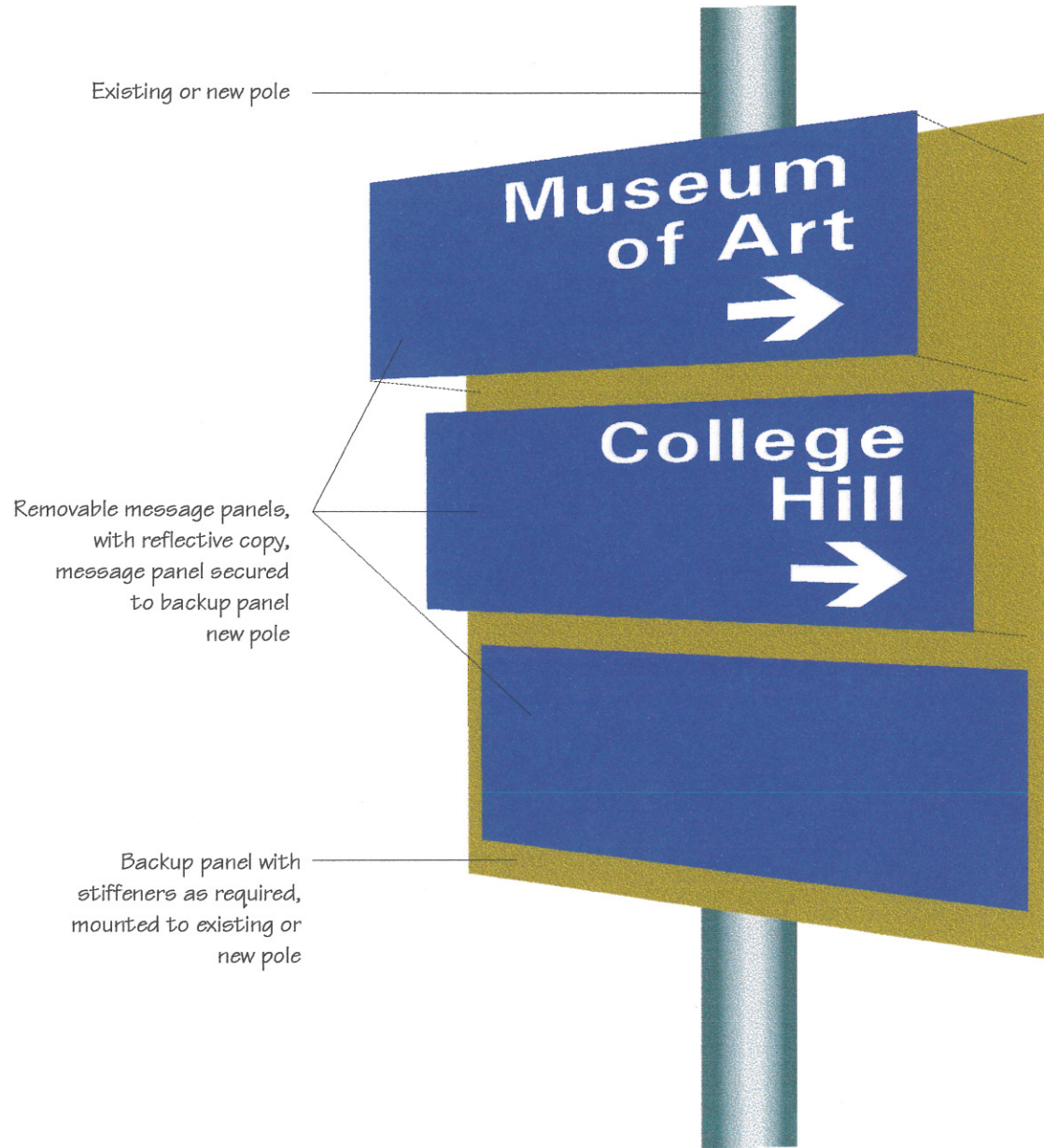
Type B

Vehicular Directional

DRAWING

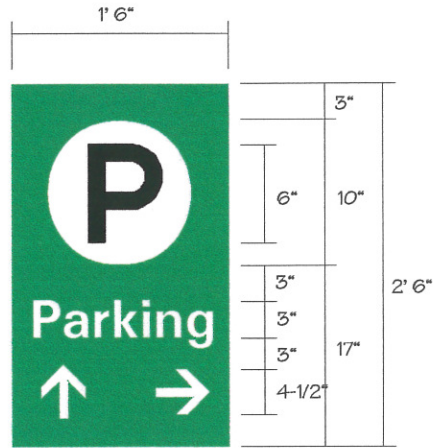
2.20

Scale: 1/4" & 1/2" = 1'0"

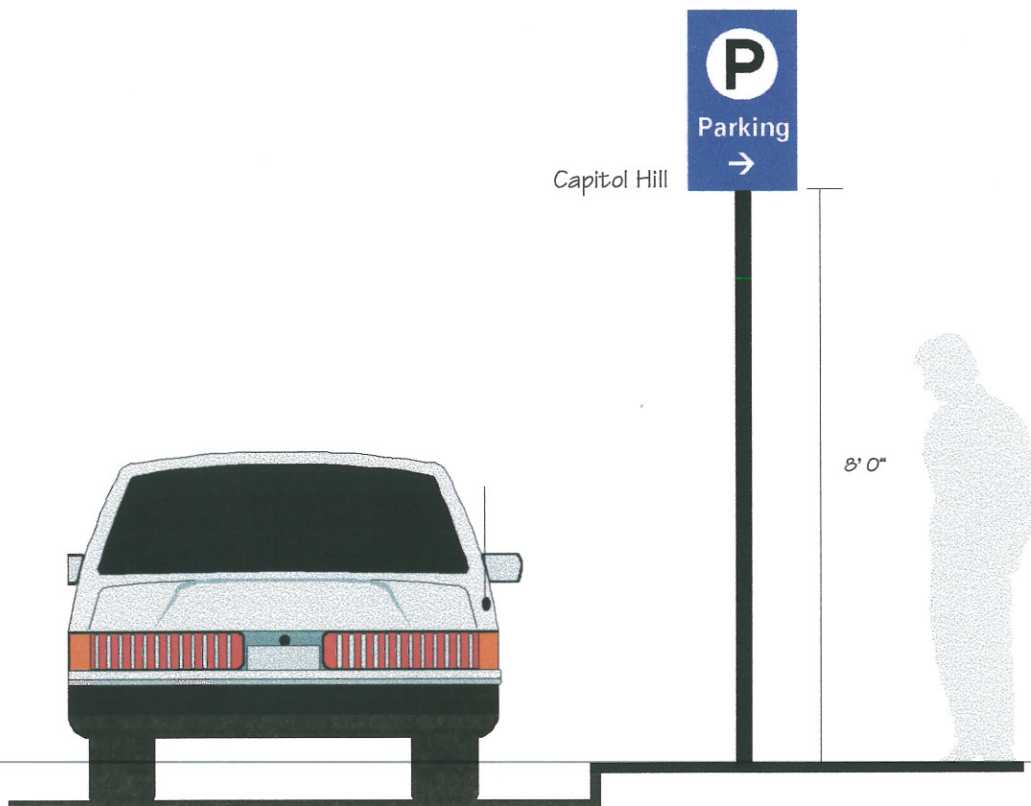




Downtown



East Side

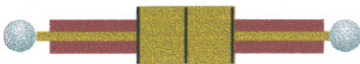




East Side

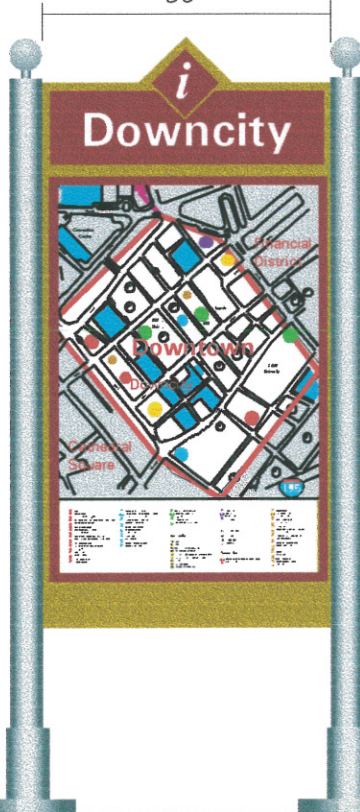


Capitol Hill



Top View

3'0"



7'6"

Downtown

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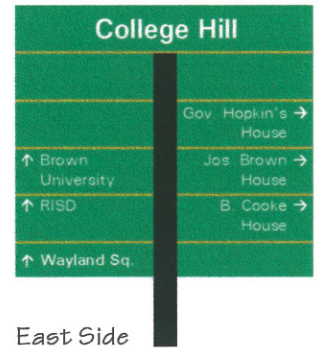
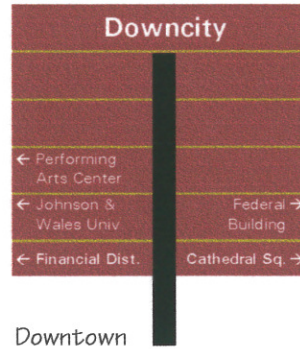
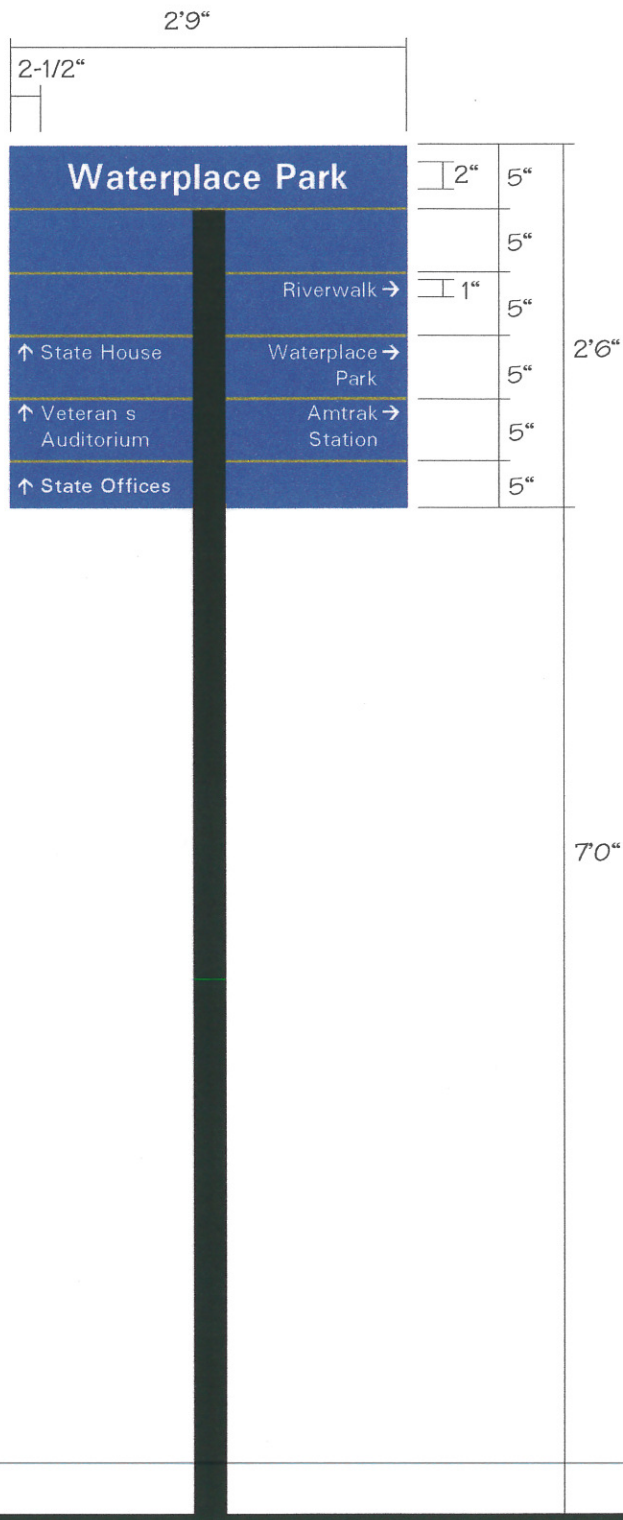
DRAWING TITLE

Type D
Pedestrian Kiosk

Scale: 1/2" = 1'0"

DRAWING

2.40



Downtown

East Side

Capitol Hill

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DRAWING TITLE

Type E

Pedestrian Directional

DRAWING

2.50

Scale: 3/4" = 1'0"



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DRAWING TITLE

Type F
Street Sign

Scale: 3/8" = 1'0"

DRAWING

2.60

Arterial Intersection with arterials and through secondary streets



Mast Arm Mount for Arterial Street
that divides a District

Cantilever Pole Mount

Secondary street intersection with secondary street
Arterial intersection with non-through secondary streets



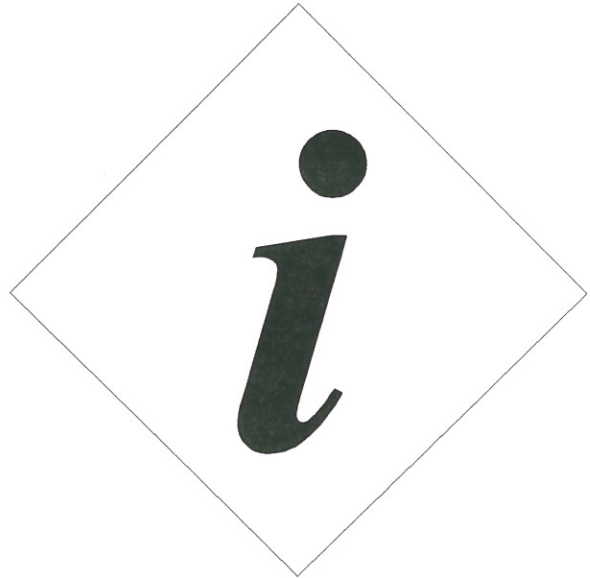
Mast Arm Mount @ Pine & Richmond

Cantilever Pole Mount @ South & Chestnut

3.10 Symbols



Parking



Information



Handicapped



Interstate

3.20 Typography

**ABCDEFGHIJK
LMNOPQRSTU
VWXYZ.,;:\$&
1234567890**

Univers 65

Univers 65 is the primary typeface utilized for the downtown wayfinding project. This includes all vehicular directional, parking, headings on kiosks, pedestrian signage and street signage.

Univers 55 is the primary typeface for all pedestrian directional and vehicular secondary directional signage.

Arial Narrow Special is utilized for all street signs.

**ABCDEFGHIJK
LMNOPQRSTU
VWXYZ.,;:\$&
1234567890**

Univers 55

**ABCDEFGHIJKL
MNOPQRSTU
VWXYZ.,;:\$&
1234567890**

Arial Narrow Special

3.30 Letter Spacing

Univers 65

Spacing

Univers 55

Spacing

Tight Spacing - Not Recommended

Univers 65

Spacing


Univers 55

Spacing


Approved Spacing for ambiently & externally illuminated copy

Univers 65

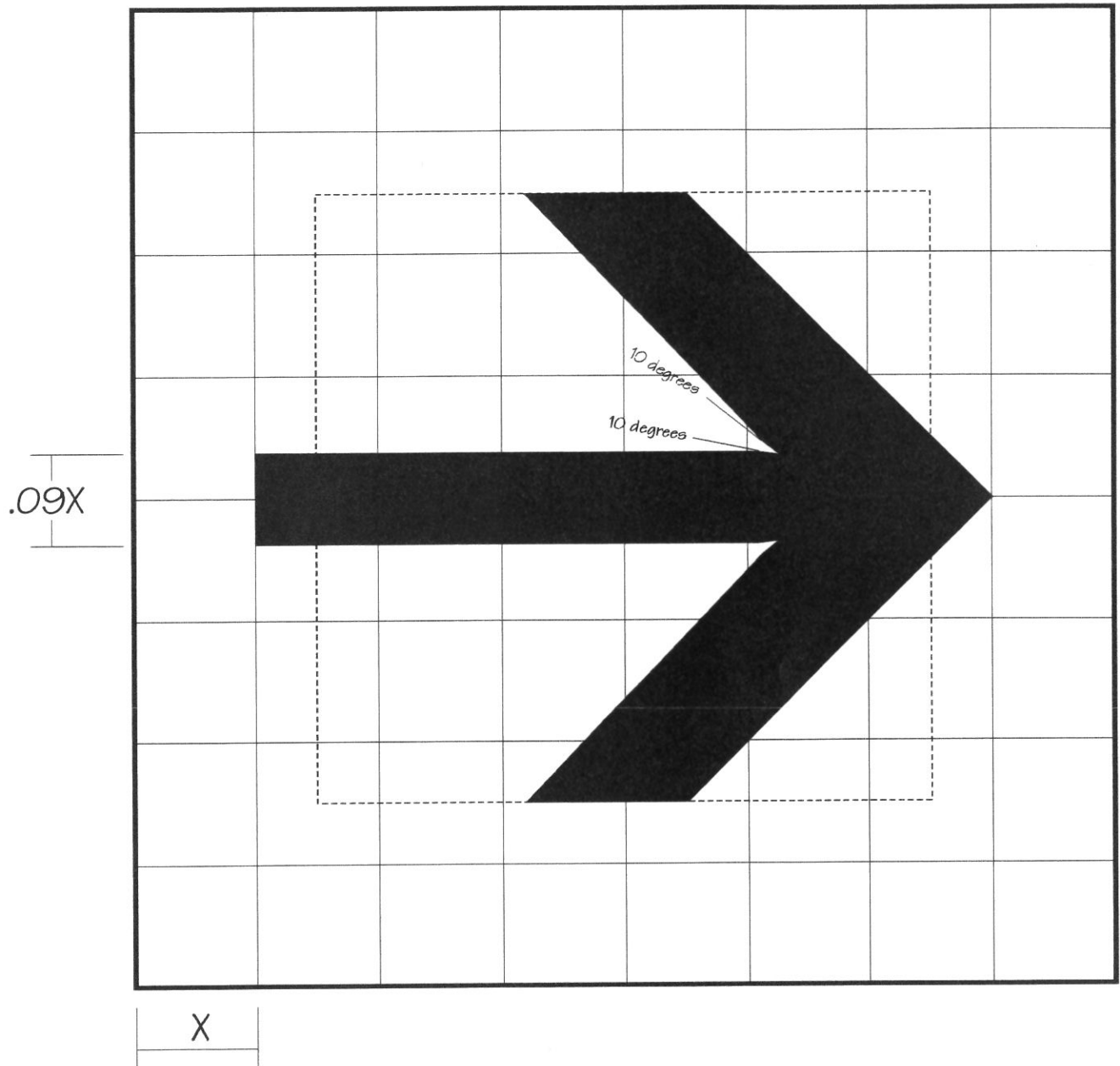
Spacing


Univers 55

Spacing


Approved Spacing for internally illuminated & reflective copy

3.40 Arrow & Orientation



90 degree-Left

45 degree-Left

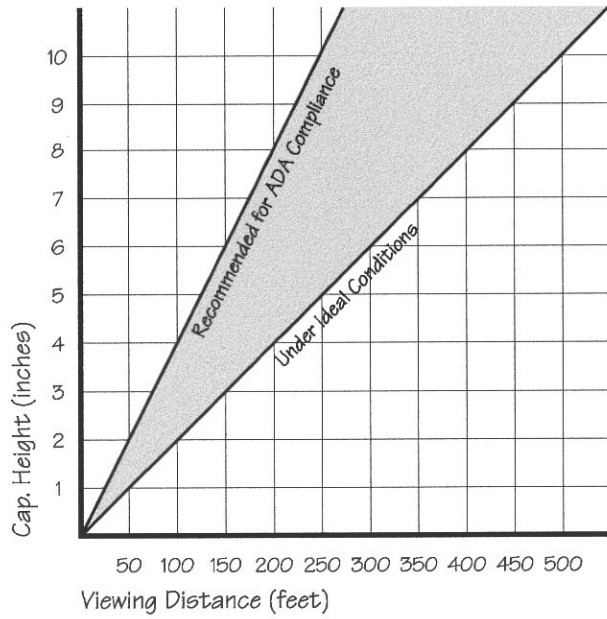
Straight Ahead

45 degree-Right

90 degree-Right

3.50 Legibility/Distance

Viewing Distances & Copy Size for Pedestrian

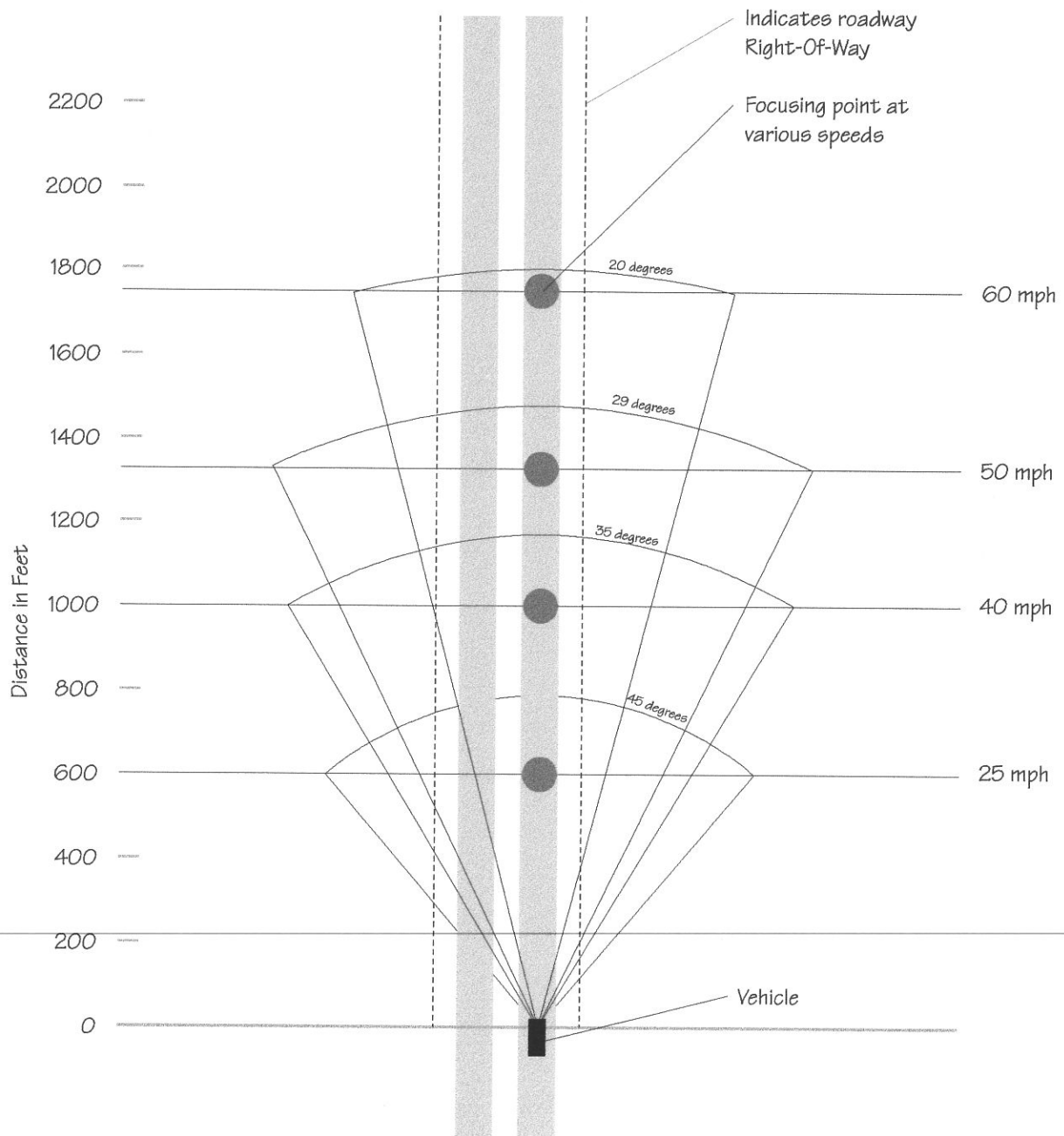


Viewing Distances & Copy Size for Motorists

Speed (MPH)	Number of Lanes	Reaction Time (Seconds)	Distance Traveled During Reaction Time (Feet)	Recommended Copy Height (Inches)
15	2	8	176	4
30			352	7
45			528	10
55			704	14
15	4	10	220	4
30			440	9
45			660	13
55			880	17
55	Highway/ Interstate	12	1056	21

3.51 Legibility/Distance

Motorist's Cone of Vision



3.60 Sign Colors & Function

Color is used in the wayfinding process to establish a definition of the three major areas/districts in the City of Providence.

PMS 202



DOWNTOWN

The reflective background color used in conjunction with identification of this area is to match PMS 202, Burnt Red.

PMS 322



CAPITOL HILL

The reflective background color used in conjunction with identification of this area is to match PMS 322, Teal Green.

PMS 3015



EAST SIDE

The reflective background color used in conjunction with identification of this area is to match PMS 3015, Blue.

PMS 1385



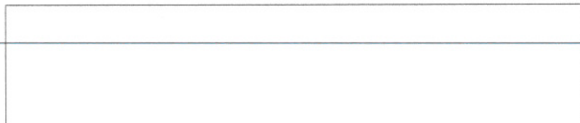
Other colors, used in various applications of the wayfinding system include the following:

The reflective background mounting panel face color to match PMS 1385, Gold.

PMS Black



Copy color for Parking notation to be PMS Black.



Copy color for all directional sign applications to be 3M Scotchlite Diamond Grade Reflective Sheeting, #980-10, White

4.10 Location Standards

A general sign location plan by sign type is depicted on Drawing G.3 indicating the pattern and distribution of sign types in the downtown area. This pattern is based upon access and routing from interstate exits and downtown circulation on Memorial Drive (outer ring) or on Fountain, Dorrance, Empire and Weybosset (inner ring) to parking resources within each district. To illustrate the information flow (for a vehicular approach) Drawing G.3.2 indicates a proposed partial message plan for interstate, **Type A & B** signs. Location standards applicable to key sign types include:

Sign Type B - Vehicular Directional

- Primarily along arterials and main downtown circulation routes at key decision points.
- On poles without traffic control signs. Relocate parking regulatory signs, if permissible.
- At the mid-block or minimum of 150 feet of the turning movement, if possible.
- Maintain minimum of 18 inch lateral clearance to edge of curb.

Sign Type C - Parking Sign

- Primarily along secondary streets at key decision points leading to public parking facilities.
- On existing poles or new posts, if required.
- At the mid-block or at least 150 feet in advance of turning movements.
- Maintain minimum of 18 inch lateral clearance to edge of curb.

Sign Type D - Pedestrian Kiosk

- Outside major traffic generator destinations with large volumes of pedestrians.
- At the major transit stop areas or stations.
- In the vicinity of clusters of parking

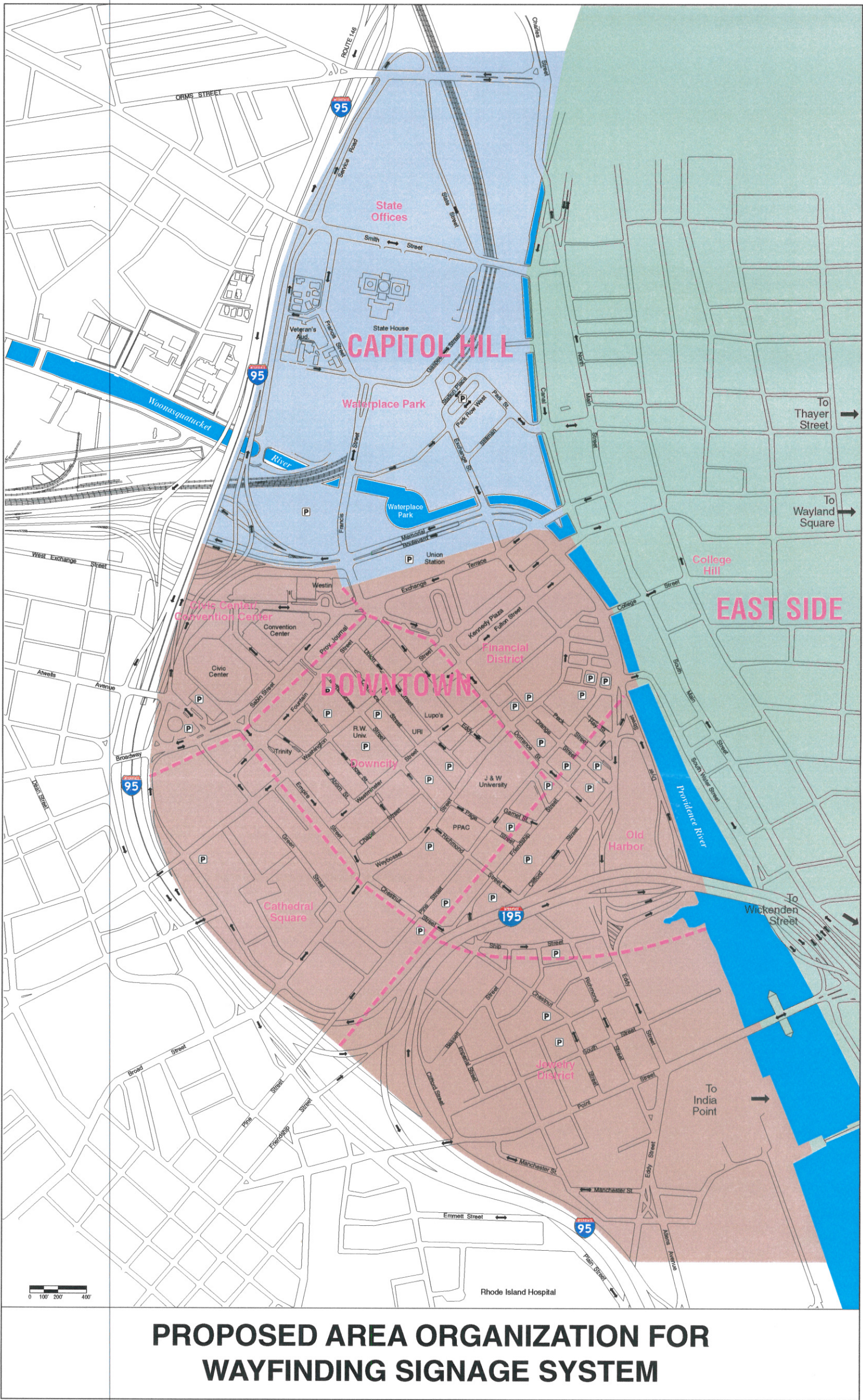
- facilities to intercept pedestrians.
- In open plaza or sidewalk areas-maintain a minimum 6 foot clear space on three sides of display.

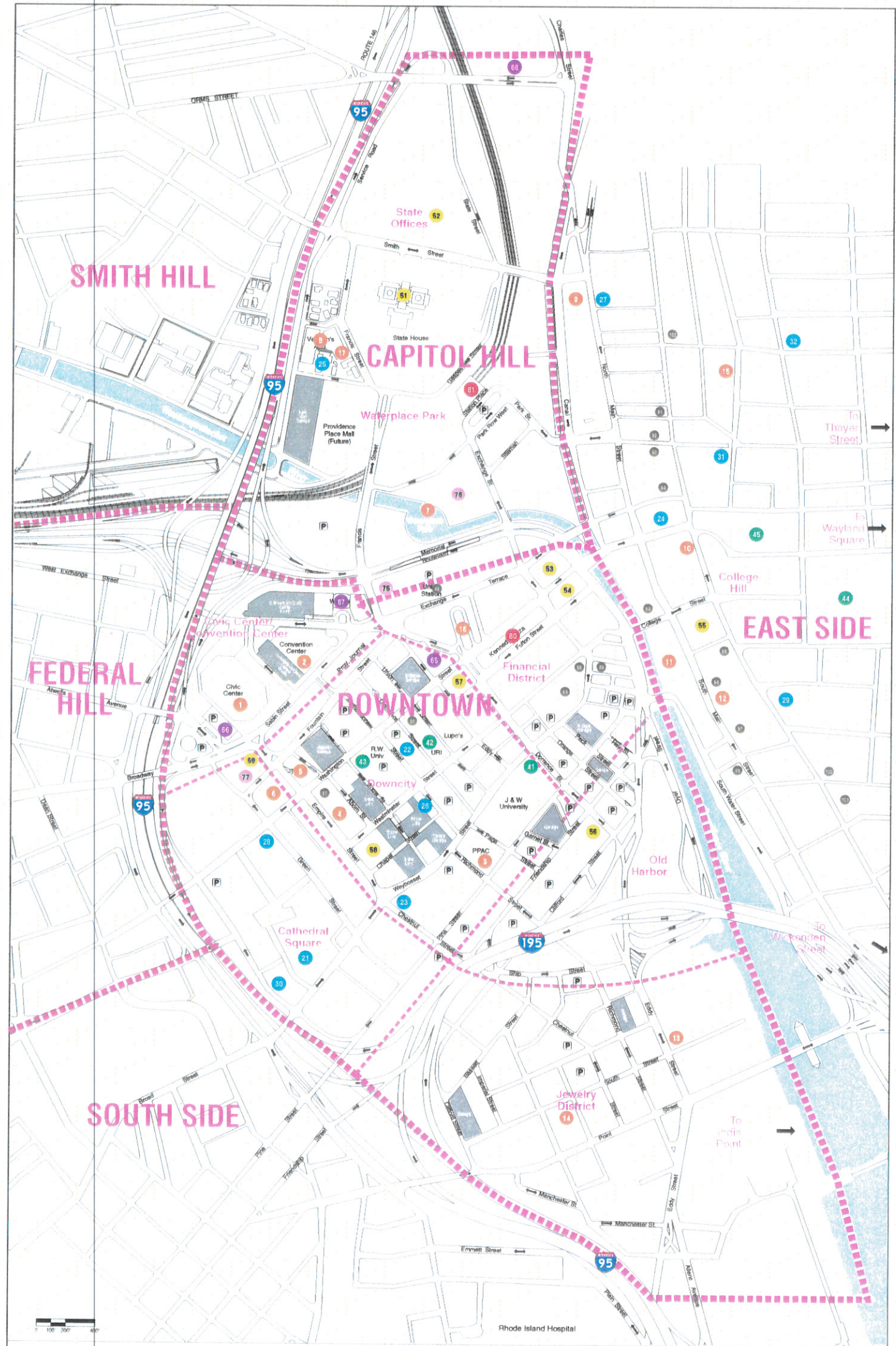
Sign Type D - *Pedestrian Directional*

- Primarily at intersections of secondary streets.
- Along major pedestrian circulation routes or in vicinity of clusters of parking facilities
- Where sightlines to and from the sign are relatively open.
- Maintain minimum 18 inch lateral clearance to curb edge.

Sign Type E - *Street Signs*

- Mast arm signs used at arterial intersections with arterials and through secondary streets.
- Cantilever pole mount used at secondary street intersections with secondary streets.
- Mast arm and cantilevered signs without district identification used at secondary street intersections with secondary streets in peripheral areas with less vehicular and pedestrian traffic circulation.





PROPOSED DISTRICT ORGANIZATION/DESTINATIONS FOR WAYFINDING SIGNAGE SYSTEM

Cultural

- 1 Civic Center
- 2 Convention Center
- 3 Providence Performing Arts Center
- 4 Groundwork Design Theatre/AS220/Portsmouth Theater
- 5 Trinity Repertory Theatre
- 6 Providence Public Library
- 7 Waterplace Park & Riverwalk
- 8 Veterans' Auditorium
- 9 Roger Williams National Memorial Park
- 10 Rhode Island School of Design Museum of Art
- 11 Gardner Jackson Park
- 12 Haffenreffer Museum of Anthropology
- 13 Children's Museum
- 14 Prospect Terrace
- 15 Fleet Shaling Center
- 16 Massena Temple

Churches

- 21 Cathedral of Saints Peter & Paul
- 22 Mathewson Street United Methodist Church
- 23 Beneficent Congregational Church
- 24 First Baptist Church in America
- 25 Gloria Dei Evangelical Church
- 26 Grace Episcopal Church
- 27 St. John's Episcopal
- 28 First Universalist
- 29 First Unitarian
- 30 Armenian Church
- 31 Congdon Street Baptist Church
- 32 Christian Science Church

Universities and Colleges

- 41 Johnson & Wales University
- 42 University of Rhode Island
- 43 Roger Williams University
- 44 Brown University
- 45 Rhode Island School of Design

Governmental

- 51 State House
- 52 State Offices
- 53 John D. Pastore Federal Building
- 54 Federal District Courthouse
- 55 Light Judicial Courthouse (Superior/Supreme Court)
- 56 Garfield Judicial Complex (Family Court)
- 57 City Hall
- 58 Federal Building
- 59 LoSalle Square (Police/Fire)

Hotels

- 61 Biltmore Hotel
- 62 Holiday Inn
- 63 Westin Hotel
- 64 Marriott Hotel

Proposed Hotels

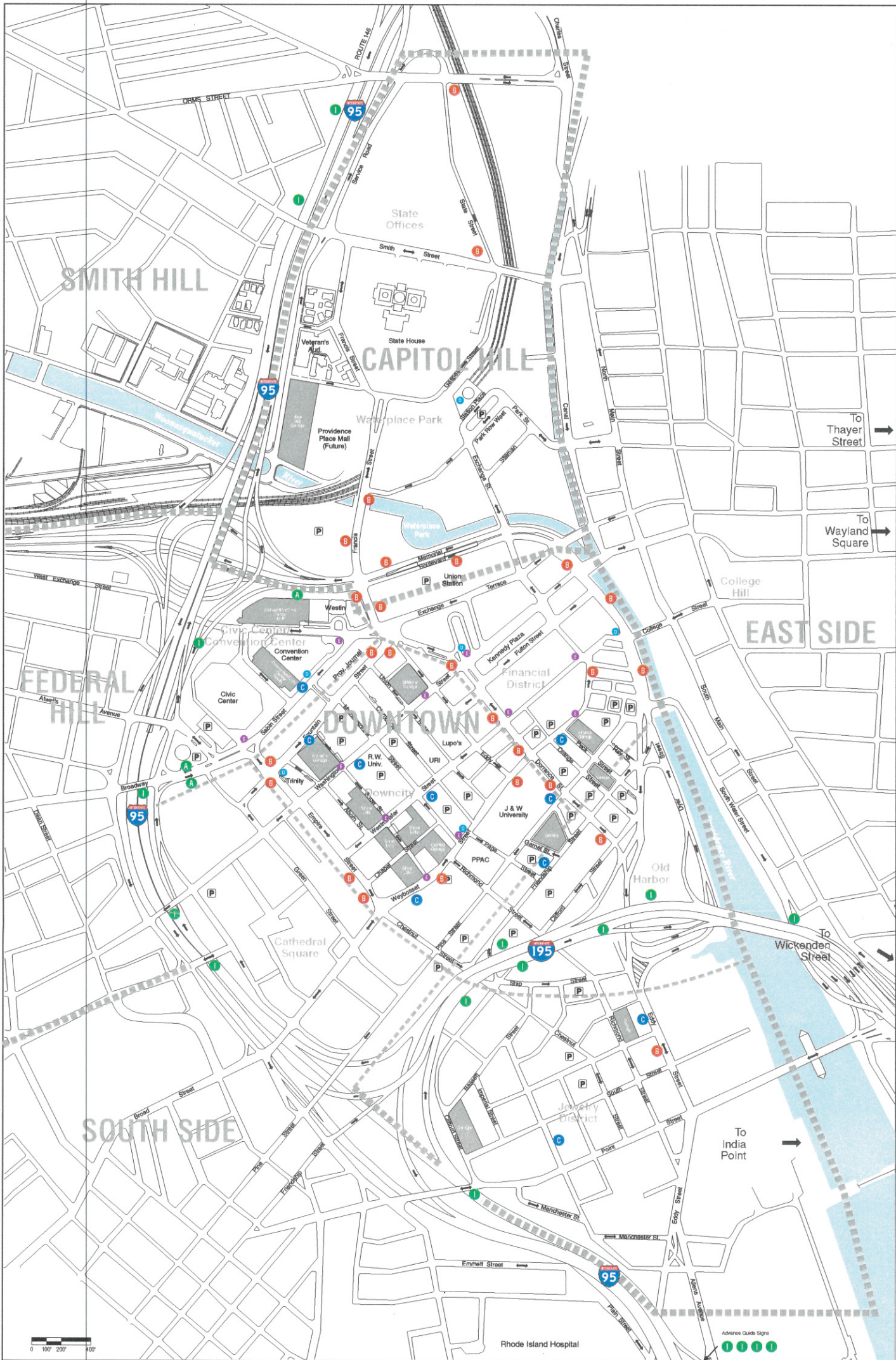
- 75 Marriott Hotel
- 76 Sheraton Hotel
- 77 Doubletree

Transportation

- 81 Kennedy Plaza (RIPTA/Bonanza/Artercity Buses)
- 82 Amtrak Train Station

Historical

- 91 Union Station
- 92 Shepard's Building
- 93 Black Heritage Society
- 94 Turkey Head Building
- 95 Custom House
- 96 Market House
- 97 RI Hist. Pres. & Heritage Comm./Old State House
- 98 Brick School House
- 99 Providence Preservation Society
- 100 Seriff Dodge House
- 101 Gov. Stephen Hopkins House
- 102 Joseph Brown House
- 103 Benard Cooke House
- 104 Cortes House
- 105 The Arcade
- 106 John Brown House
- 107 Nightingale-Brown House
- 108 Sullivan Dorr House



PROPOSED SIGN TYPE LOCATIONS AND DISTRICTS FOR WAYFINDING SIGNAGE SYSTEM

SIGN TYPES

A AREA DESIGNATION

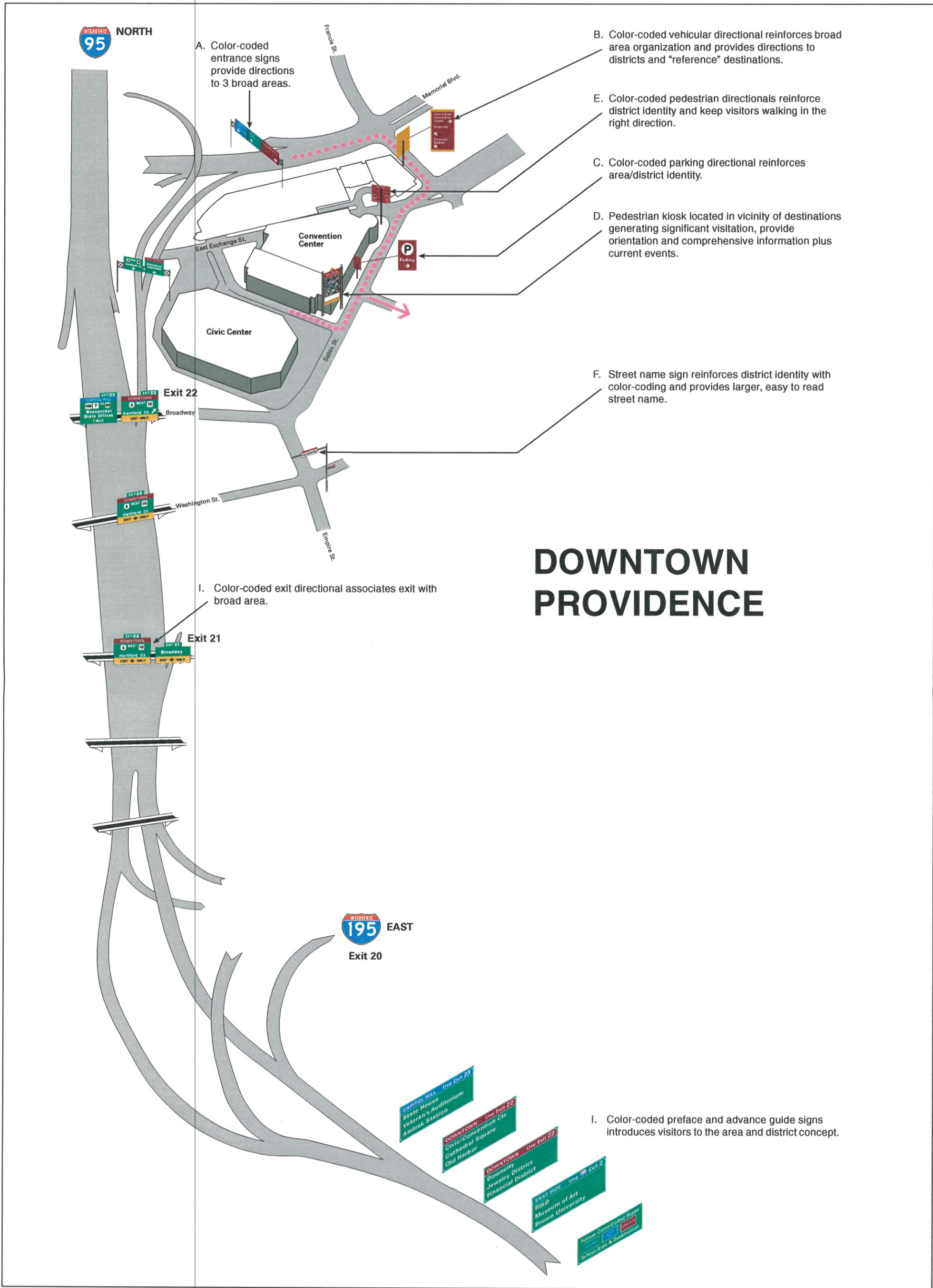
B VEHICULAR DIRECTIONAL

C PARKING DIRECTIONAL

D PEDESTRIAN KIOSK

E PEDESTRIAN DIRECTIONAL

I INTERSTATE ID



DOWNTOWN PROVIDENCE

J. Color-coded preface and advance guide signs introduces visitors to the area and district concept.

