

CITY OF MONROE

GATEWAY & WAYFINDING DESIGN PROJECT KICK-OFF



NOVEMBER 14, 2019

overview of project

PROJECT GOAL

Greet visitors and residents at gateway points with a sign design that reflects the city's identity and makes a good first impression.

Provide a wayfinding sign program that helps people navigate through the community and promotes economic development by highlighting key destinations and attractions.

PHASES

Phase 1 - Primary Gateways

Design, develop, and assist in the bid and construction administration of 2 gateway signs.

Phase 2 - Wayfinding

Design and develop a wayfinding signage program.

TASK	NOV 19	DEC 19	JAN 20	FEB 20	MARCH 20	APRIL 20	MAY 20
1. INFORMATION GATHERING							
Project Kick-off Meeting	█						
Existing Conditions - Site Survey and Research	█	█					
2. GATEWAY & WAYFINDING CONCEPT DESIGN							
Conceptual Design Gateway			█	█	█	█	█
3. DESIGN GUIDELINES & SIGN LOCATIONS							
Design Development Gateway					█		
Preliminary Sign Location Plan / Message Schedule					█		
4. BID SPECIFICATIONS							
Design Intent Drawings Gateway						█	
Final Sign Location Plan/Message Schedule						█	
Final Art						█	
5. IMPLEMENTATION							
Bid Assistance						█	
Construction Administration							█

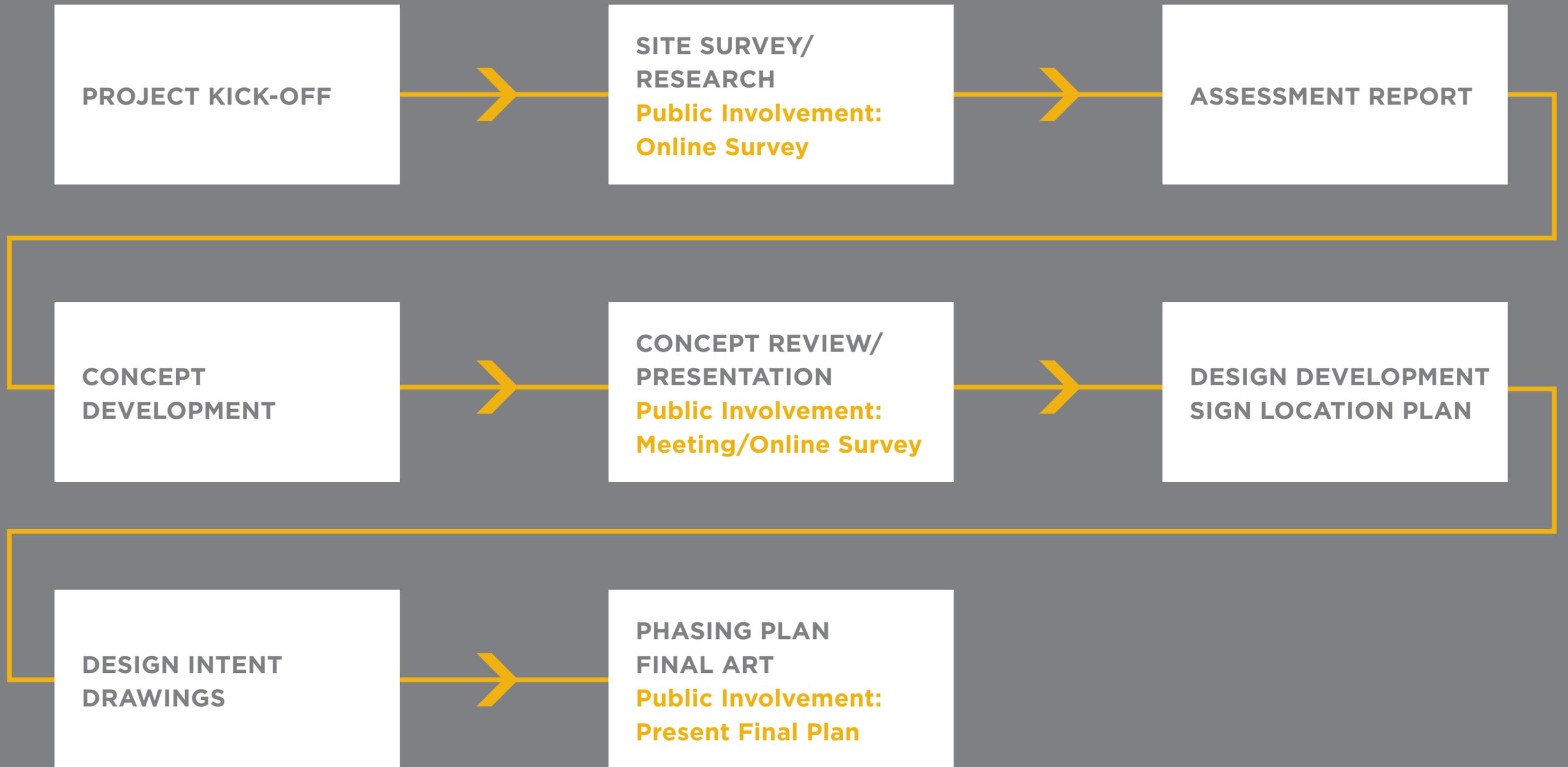
- █ Project Kick-off
- █ Work in Progress
- █ Deliverables

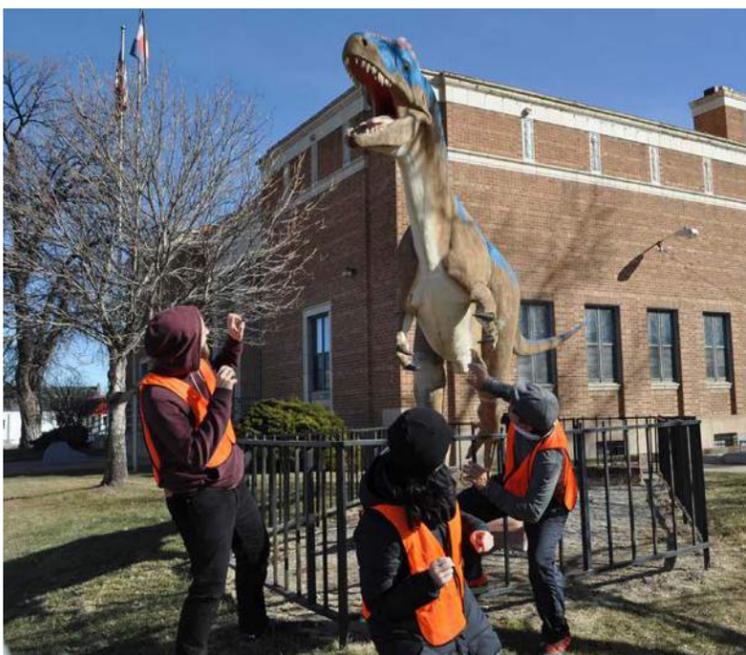
TASK	NOV	DEC	JAN	FEB	MARCH	APRIL	MAY	JUNE	JULY	AUG	SEPT	OCT
1. INFORMATION GATHERING												
Project Kick-off Meeting	█											
Existing Conditions - Site Survey and Research	█	█										
Assessment Report		█	█	█	█	█	█	█	█			
2. GATEWAY & WAYFINDING CONCEPT DESIGN												
Conceptual Design Wayfinding				█	█	█	█	█	█	█	█	
Nomenclature List / Circulation Plan				█	█	█	█	█	█	█	█	
Wayfinding Concept Presentation								█				
3. DESIGN GUIDELINES & SIGN LOCATIONS												
Design Development Wayfinding								█	█	█	█	█
Preliminary Sign Location Plan / Message Schedule								█	█	█	█	█
4. BID SPECIFICATIONS												
Design Intent Drawings Wayfinding											█	█
Final Sign Location Plan/ Message Schedule											█	█
Phasing Plan											█	█
Final Art											█	█
Final Community Presentation												█

- █ Project Kick-off
- █ Work in Progress
- █ Concept Presentation
- █ Deliverables
- █ Final Wayfinding Presentation

project approach

GENERAL OVERVIEW





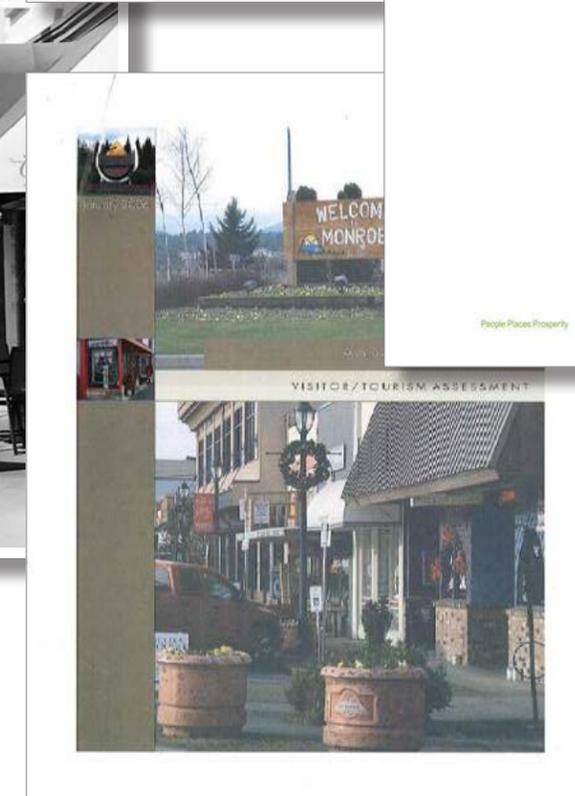
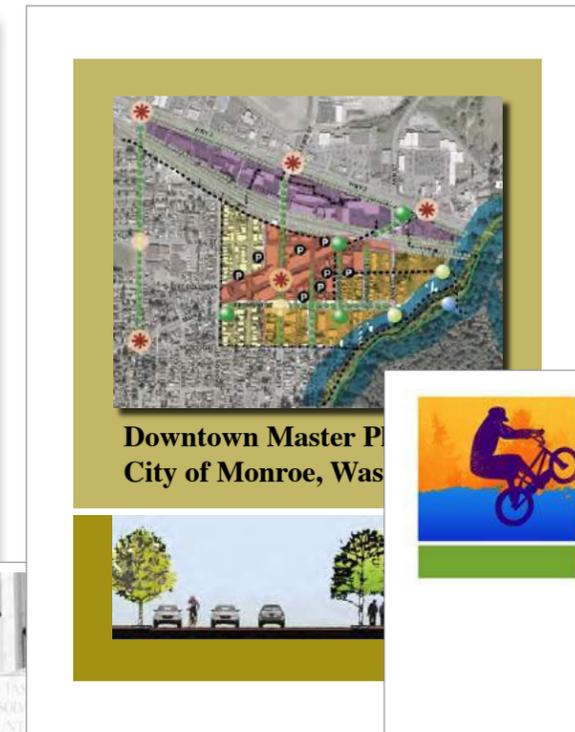
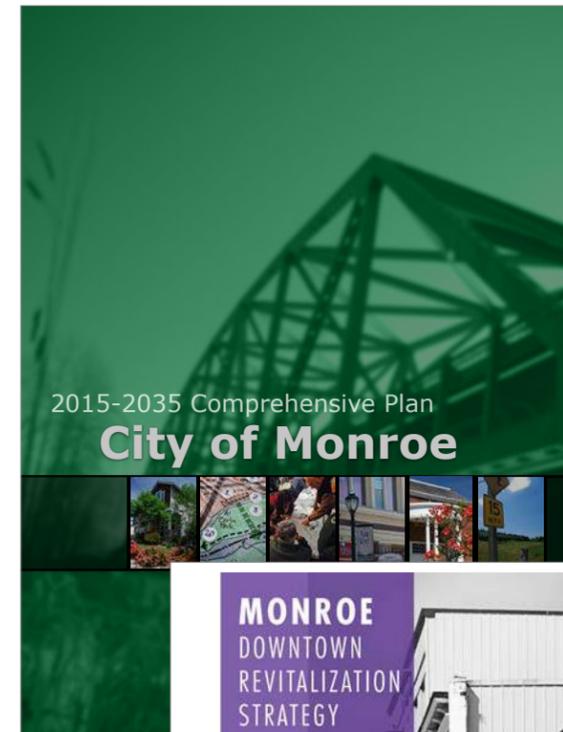
SITE SURVEY

- Existing city signage
- Physical limitations
- Sight-line obstructions
- Viewing distances and angles
- Existing mounting opportunities
- Signage clutter
- Gateways and primary destinations
- District boundaries
- Traffic circulation
- Lighting and engineering
- Architecture, color palettes, finishes



RESEARCH

- City of Monroe brand
- Master plans (2015-2035 Comprehensive Plan, Economic Development Plan, Downtown Master Plan, Parks & Open Space etc.)
- Marketing / Online Presence
- Social, economic, and cultural characteristics of the community
- Climate considerations
- Identify typical audiences
- Codes and regulations



ONLINE SURVEY

1. Please identify your role in the Ogden Valley.

- Resident
- Visitor
- Business Owner
- Government Representative

Other (please specify)

2. What is your age?

- 18 to 24
- 25 to 34
- 35 to 44
- 45 to 54
- 55 to 64
- 65 to 74
- 75 or older

3. How long have you lived in the Ogden Valley?

4. If you were designing a signage/wayfinding system for people visiting the first time, rank the importance of the following signage elements.

6. How do you want visitors to think of, feel, or remember the Ogden Valley? (ie. fun, beautiful, friendly etc.)

7. What are your desires or expectations for the wayfinding signage system?

8. What are the top 3 destinations people have difficulty finding in the Ogden Valley?

1	<input type="text"/>
2	<input type="text"/>
3	<input type="text"/>

9. What other supportive tools do you believe could enhance the wayfinding system and benefit visitors to Ogden Valley?

- Printed Town Map
- Bayfield Mobile App – To help people find places in Bayfield from their handheld device.
- Digital Signs – To display upcoming community events
- Other (please specify)

Brand and Identity

Brand and identity are key to creating a sense of place and arrival. A brand is designed to serve as the foundation that makes a place a desirable business location, visitor destination, or a place to call home. A wayfinding signage system is a brand asset that is designed to visually represent the city within the physical environment. A successful signage system should generate an authentic and meaningful experience that expresses the brand and identity of the city through its design or communication.

IDENTIFICATION

Branding elements in the environment that directly relate to the city's logos are limited. The city logo can be seen on a gateway sign at the east entrance into Port Angeles via Highway 101 and on some park identification and wayfinding signs. There are no apparent uses of the city's logo or brand within placemaking elements like a civic banner program or branded street furniture. All current gateway identification signs into the city use different visual elements to identify the city. Examples of the inconsistency amongst the gateway designs can be seen on the following page.

The limited and inconsistent use of the brand throughout the city inhibits a visitor's experience as it does not create a sense of place within the environment. All identification signs and placemaking elements should reflect the brand and identity of the city. Gateway and identification signs should use elements of the brand and identity like the logo, color, and/or typography elements to reinforce the brand.



City of Port Angeles Logo

BRAND AND IDENTITY



East Gateway Identification Sign



Wayfinding Sign



Haynes Viewpoint Park Identification Sign

GATEWAY SIGNAGE



FRONT STREET GATEWAY

Comments

- The signage design does not relate to the city's current logo identity.
- Given the sign's close proximity to the first eastern gateway identification sign people encounter on Highway 101, between N. Baker Street and S. Del Guzzi Drive, the location and welcoming message of the sign is redundant.
- The messaging on the sign is overwhelmed by the modeled mountains and surrounding landscape. The type used on the sign is small in size in comparison to its surrounding landscape and is hard to see/read at the speeds people are traveling.
- The freestanding commercial sign directly behind the gateway sign is distracting.

Recommendations

- Remove the gateway sign and utilize the space as an opportunity for a placemaking element like public art or simply landscape the area.
- Locate a primary gateway entrance sign on Highway 101, between N. Baker Street and S. Del Guzzi Drive, within a westbound traveler's line-of-sight.
- Do not locate additional gateway identification sign's within close proximity to the primary gateway sign.
- Create a gateway that can withstand a change in the roadways from one-way to two-way.

VEHICULAR SIGNAGE



GRAPHIC INCONSISTENCIES

Comments

- The current WSDOT wayfinding signage uses different typography, colors, shapes, and symbols based on the purpose of the sign or destination that the sign is directing too. Green includes guide and information signs, brown includes destinations or information related to points of recreational or cultural interest, blue includes destinations or information related to travel services and emergencies, etc. Graphic inconsistencies such as these do not provide a cohesive, branded wayfinding signage system; and it can make it more difficult for people to navigate to places, since the visual cues vary.

Recommendations

- When developing a branded wayfinding system, signage designs should be visually consistent for all applications. Colors, text, symbols, graphics, shapes, locations, and sign placements must be carefully developed to provide a visually cohesive and comprehensive wayfinding signage system that will positively impact overall circulation, improve communication, and enhance the overall brand and identity of the City.

PARKING SIGNAGE



RAILROAD AVENUE PARKING LOT

Comments

- The wayfinding sign guides people to go left and down to access the parking garage.
- The parking identification sign is cluttered with additional regulatory and handicap information. The addition of the sign panels makes the sign feel more like a tenant sign than a parking identification marker.
- The parking identification sign blends into the environment and is not easily recognizable.
- The parking lot in front of the garage does not clearly identify if the spaces available are public parking or permitted spaces.
- The garage is not identified and does not feel inviting for people to proceed into this parking facility.

Recommendations

- Using just a left arrow on the wayfinding sign would work better to communicate to a driver where they need to turn to access the parking garage/lot.
- Create a parking identification sign that is more recognizable in the environment.
- Separate the identification sign away from any regulatory or handicapped information.
- Indicate if the spaces in the parking lot are permit or public parking.
- Provide a parking identification sign onto the garage to inform people where to park and to make the access to the garage feel more inviting.

PEDESTRIAN SIGNAGE

Pedestrian Signage

Pedestrian directional signs are designed to help direct people between parking, destinations, and key decision points. Similarly to vehicular directional signs, these signs also use graphic information like typography, symbols, and arrows to direct people to destinations. They are typically placed along primary sidewalk routes, along trails, or in other key locations that help people to understand where they are going and encourage them to keep moving in the right direction of their destination.

The City of Port Angeles does not currently have a citywide pedestrian wayfinding system. The area a few pedestrian signs located along in Downtown that direct people to destinations, however no other pedestrian signs are present in the city. The few signs that do exist do not adequately direct people to destinations. The lack of pedestrian signage throughout the city inhibits a visitor's ability to explore and discover the city and its amenities.

WALKABLE CITY Walking and biking create clear benefits for a city like relieving traffic congestion, reducing local air pollution, improving traffic safety, and increasing physical activity and sociability among other benefits. Recognizing the importance of walkability in its Downtown core, a well defined pedestrian signage system not only simply direct people to important destinations but provide them distance and time information to make it easier for people to get around and decide where to go.

DIRECTORIES Directories offer visitors an overview of their surroundings in the form of comprehensive site maps. They are typically designed to identify a person's location in relation to the site and orientate them to their destinations. Directories are an essential component of a successful wayfinding system. They support directional and identification signage, by providing the user with an overall sense of orientation and useful secondary information. They also provide opportunity for smaller businesses that are not signed for on vehicular or pedestrian directional signage to be represented. Often times the directory information is updated by a downtown association.

A combination of static and electronic directory displays should be used. Directory displays need to be located in key locations designed to intercept the attention of the visitor but not to impede the traffic flow of the visitor.



Pedestrian Directional



Lack of Pedestrian Signage



Lack of Pedestrian Signage

PLACEMAKING

Placemaking

Placemaking elements support the wayfinding system and can create a distinctive image for Port Angeles. Types of placemaking components may include unique urban and street identity elements, media/print applications, and integrating information technology.

URBAN AND STREET IDENTITY

Urban and street identity are supportive elements that will support the signage system and reinforce Port Angeles' brand in the environment creating a better sense of place. These types of elements typically include street furniture, public art, or civic banner programs.

Street Furniture

A range of street elements that are typically used in enhancing a city's urban identity include benches, trash receptacles, lights, and landscaping. There are lights within the downtown core that help to identify the area, however seating is limited along the main shopping corridors. These lights are dated looking and not bright enough at night. An environment that is clean, well lit, feels comfortable, and is socially active, creates a more visitor-friendly environment that will promote walkability and encourage them to visit longer. By using urban street furniture that incorporates elements of the city's brand or identity, there is a visual connection that helps to create a sense of place.

Public Art

Public art can enhance or personalize otherwise impersonal spaces. It can activate civic spaces and provide a vehicle for the community to express its identity. Interesting public art pieces also tend to increase tourism in a city as they become a "must-see" sight. By taking pictures of the art and posting them on the web or social media sites like Facebook, people get excited about seeing the art and may end up staying longer or visiting businesses while in the area.

Types of public art installations may include, sculptures, murals, mosaics, decorative features, sculptures, unique architecture, landscaping or other functional elements. Port Angeles has several murals and sculptures located throughout the city and should continue implementing other unique public art pieces into the downtown core and public spaces.



Mural at City Pier



Public Art Sculpture



Public Art Sculpture

PLACEMAKING

Port Angeles Regional Chamber of Commerce at www.portangeles.org, and Visit Port Angeles Washington at www.visitportangeles.com. Social media connections to Facebook and Twitter are not available on the city's website but are said to be coming soon.

Out of the three websites that give people access to information about visiting Port Angeles, the Visit Port Angeles Washington website is the most interesting and inviting. The City of Port Angeles and the Port Angeles Regional Chamber of Commerce website both currently have a very generic design that is not engaging or exciting for people to want to peruse. As a website is often a visitor's first impression of a city it is important for the graphics and content to be interesting or intriguing for a visitor to want to learn more or visit. A new website design should be created that provides a more inviting design and engages people to discover and learn about the City of Port Angeles through the city's website.

The city's website is currently being redesigned. Any maps, destination nomenclature, or directions identified on the new site need to be coordinated with the wayfinding signage system. This is important because how information is communicated through each element affects a visitor's experience. By coordinating the communication of these elements with a consistent message or graphic language, the city will provide a better understanding of the city to their visitors.

Integrating social media components like Facebook into the website is recommended. Social media has become a key asset which provides communication and access from the city to both its residents and visitors.

Printed Wayfinding Map

A tourism or wayfinding map allows for a deeper inclusion of attractions and businesses into the overall wayfinding program. The accessibility and ease of a map and its maintenance broadens the level of inclusion into the wayfinding program. A comprehensive printed map promotes walkability in the city and is a great asset to local visitor centers and at hotels in nearby cities.

Printed maps of Port Angeles and the Olympic Discovery Trail are provided at the visitor center. Similar to the website, the content of the maps, destination nomenclature, or directions included in the map



City of Port Angeles Website



Port Angeles Regional Chamber of Commerce Website



Visit Port Angeles Washington Website

BRAND

Brand is designed to create a sense of place!

- Honors the City's past while establishing its future as a regional hub
- Reflect the City's identity

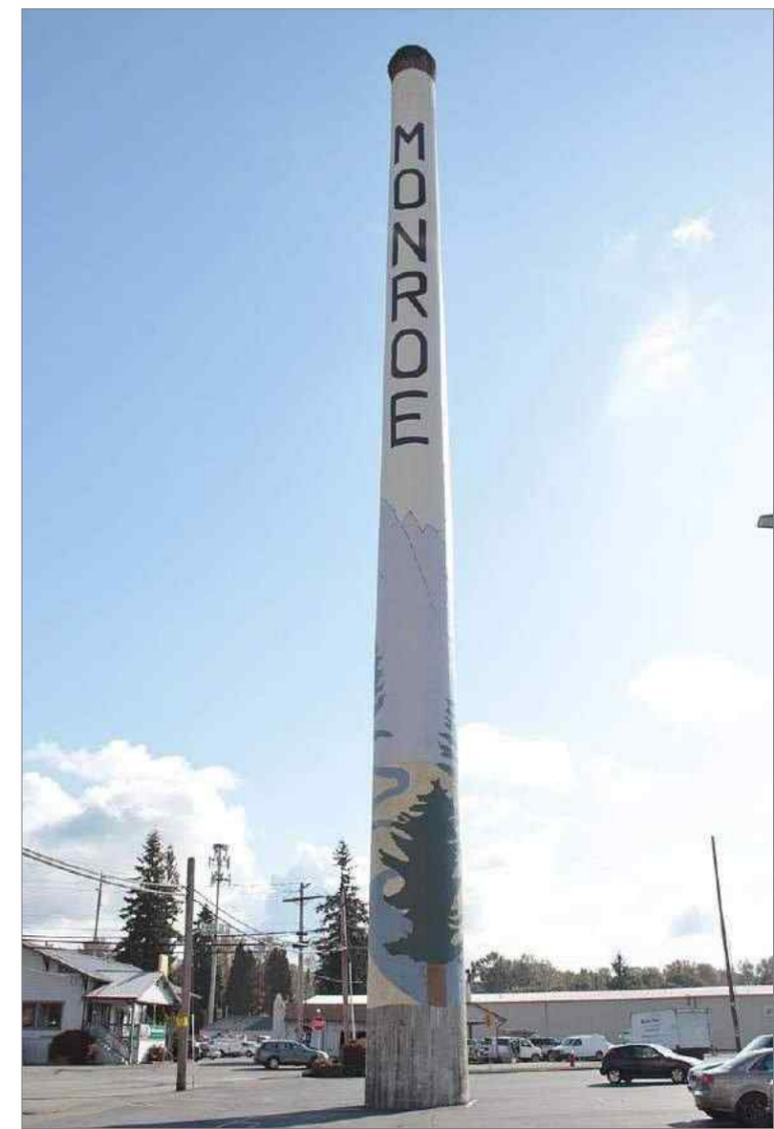
Ways to brand without using City logo:

- Culture
- History
- Community
- Environment
- Future



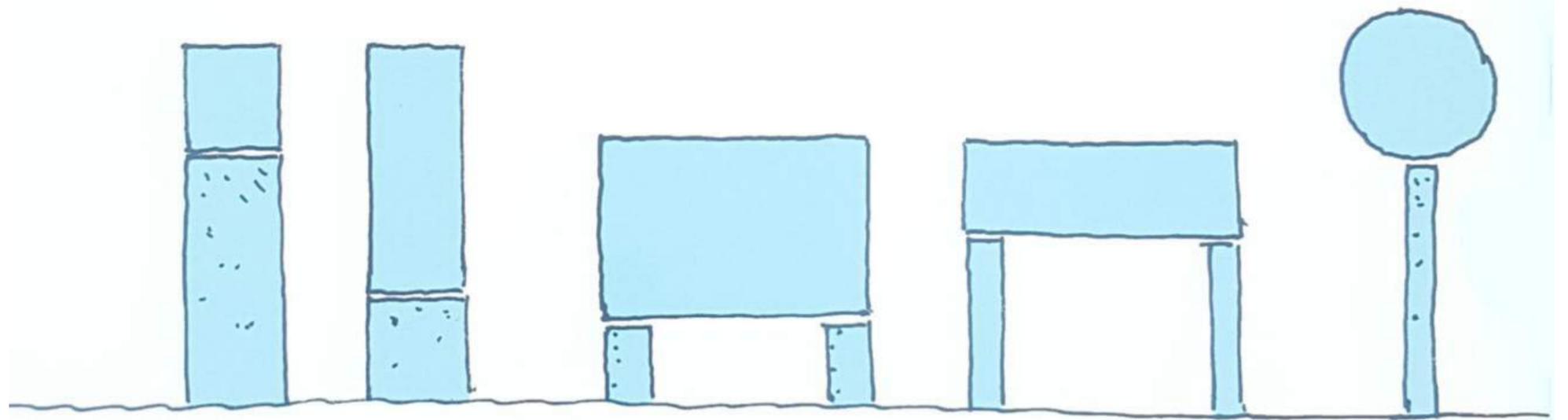
THE ADVENTURE
STARTS HERE!

“Challenge Sports”

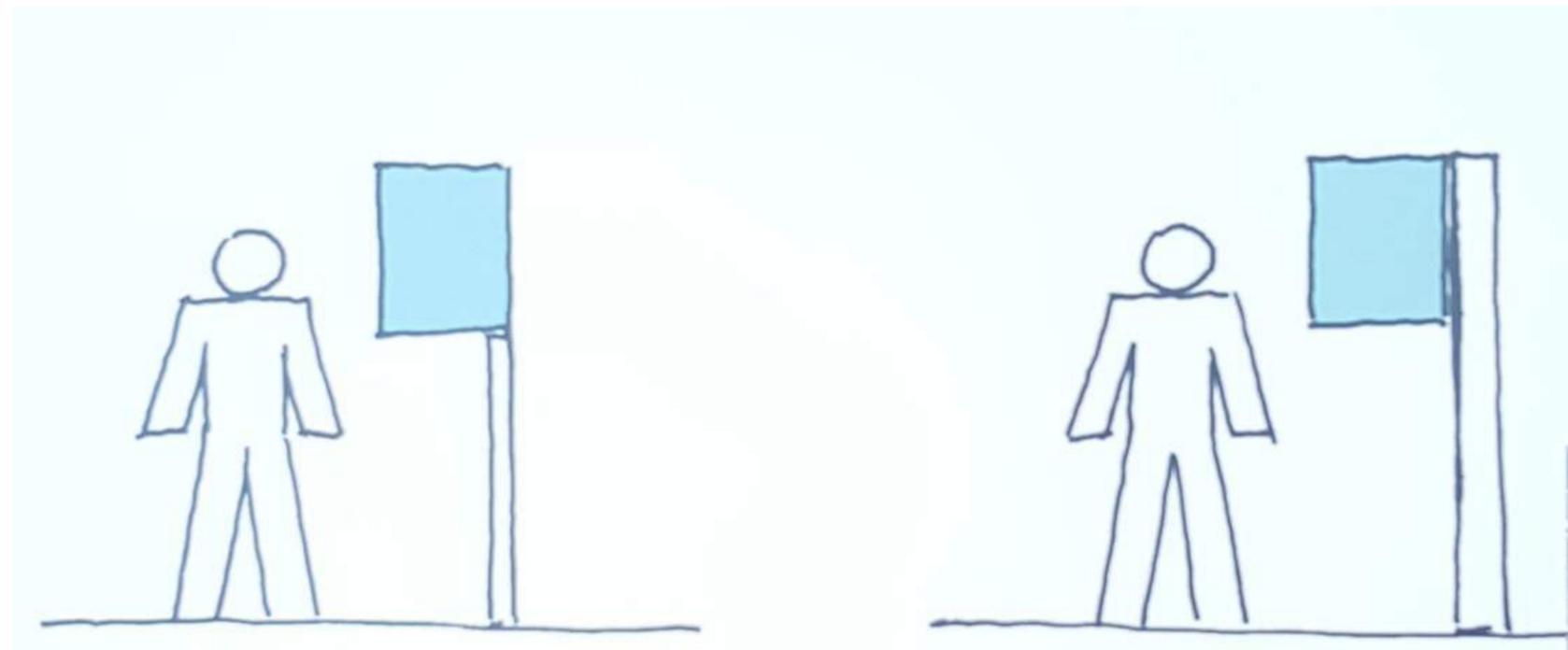


DESIGN ELEMENTS

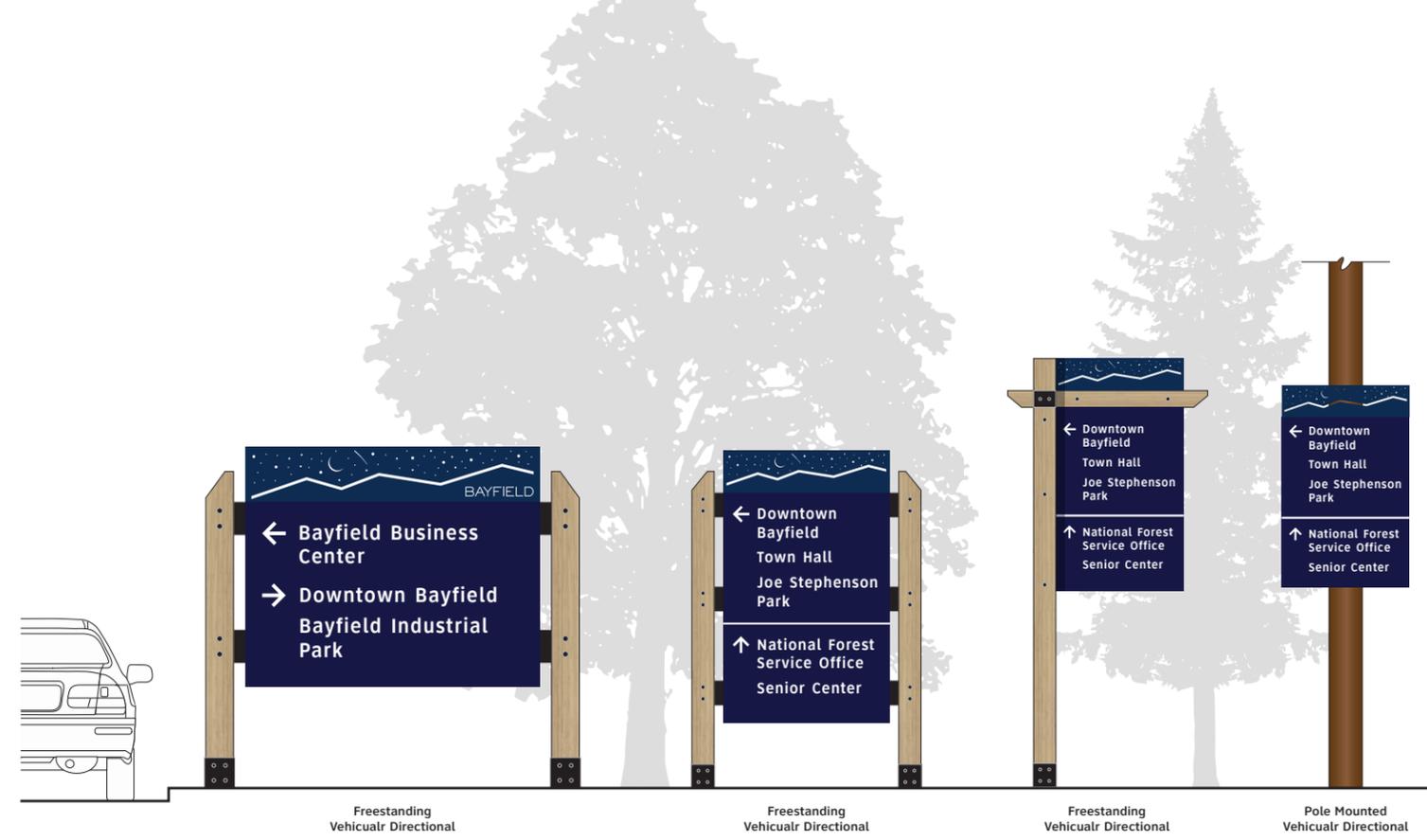
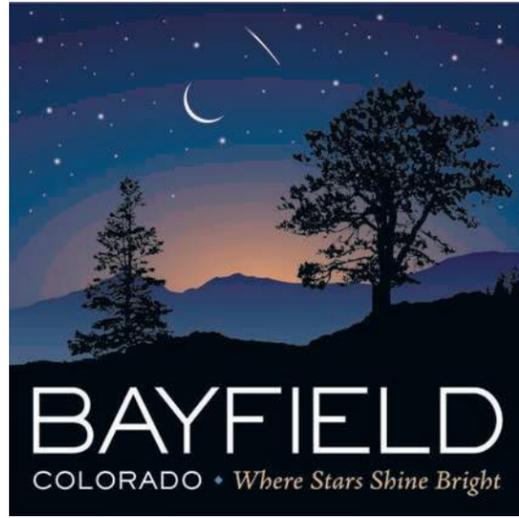
- Type size/style
- Size of sign
- Reflectivity
- Line of sight/
Cone of vision
- Color contrast
- Brand identity
- DOT or ADA requirements



Asymmetrical forms are visually more interesting



Materials, structural engineering, codes, and physical environment will dictate sizes.

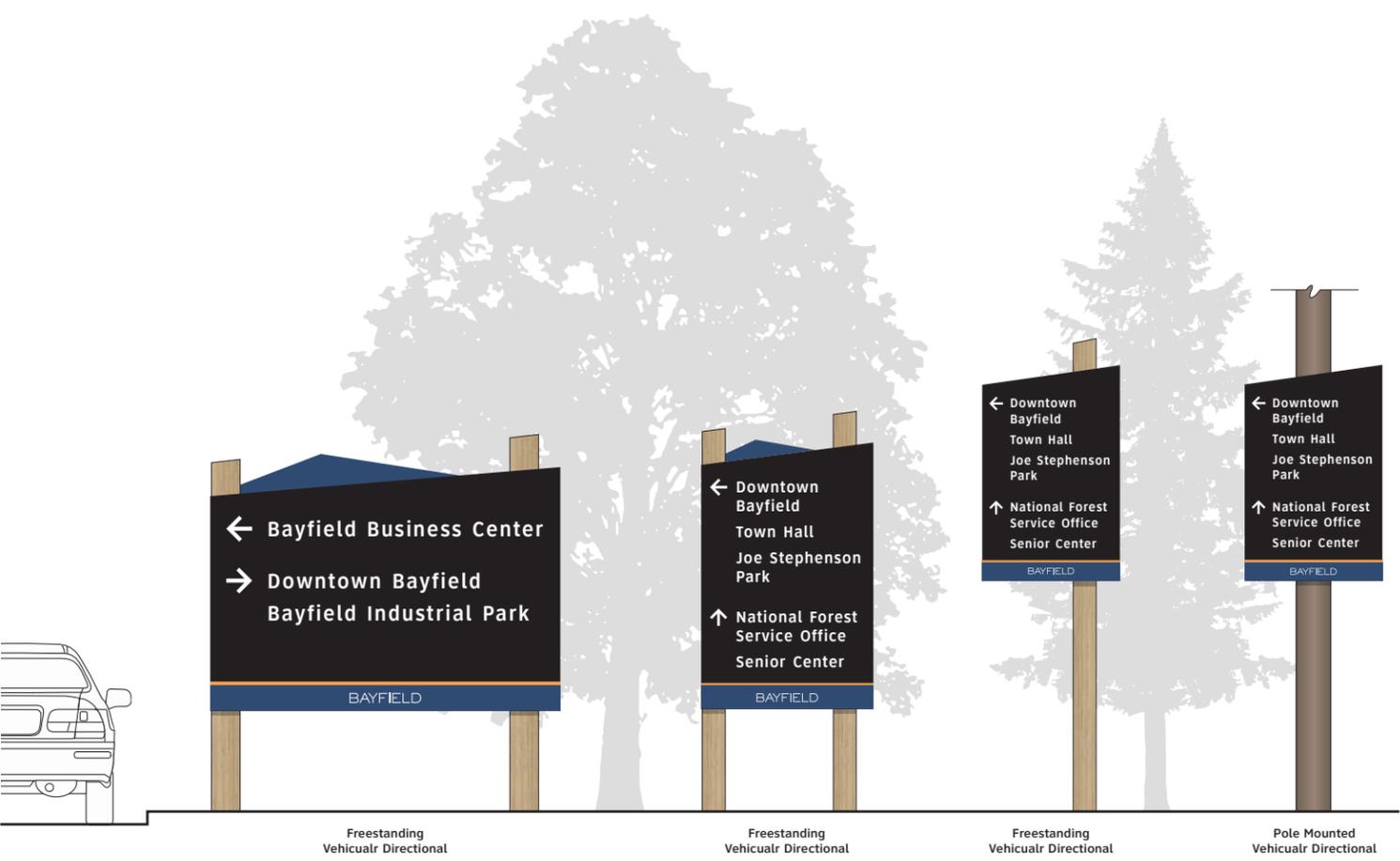


Freestanding Vehicular Directional

Freestanding Vehicular Directional

Freestanding Vehicular Directional

Pole Mounted Vehicular Directional



Freestanding Vehicular Directional

Freestanding Vehicular Directional

Freestanding Vehicular Directional

Pole Mounted Vehicular Directional

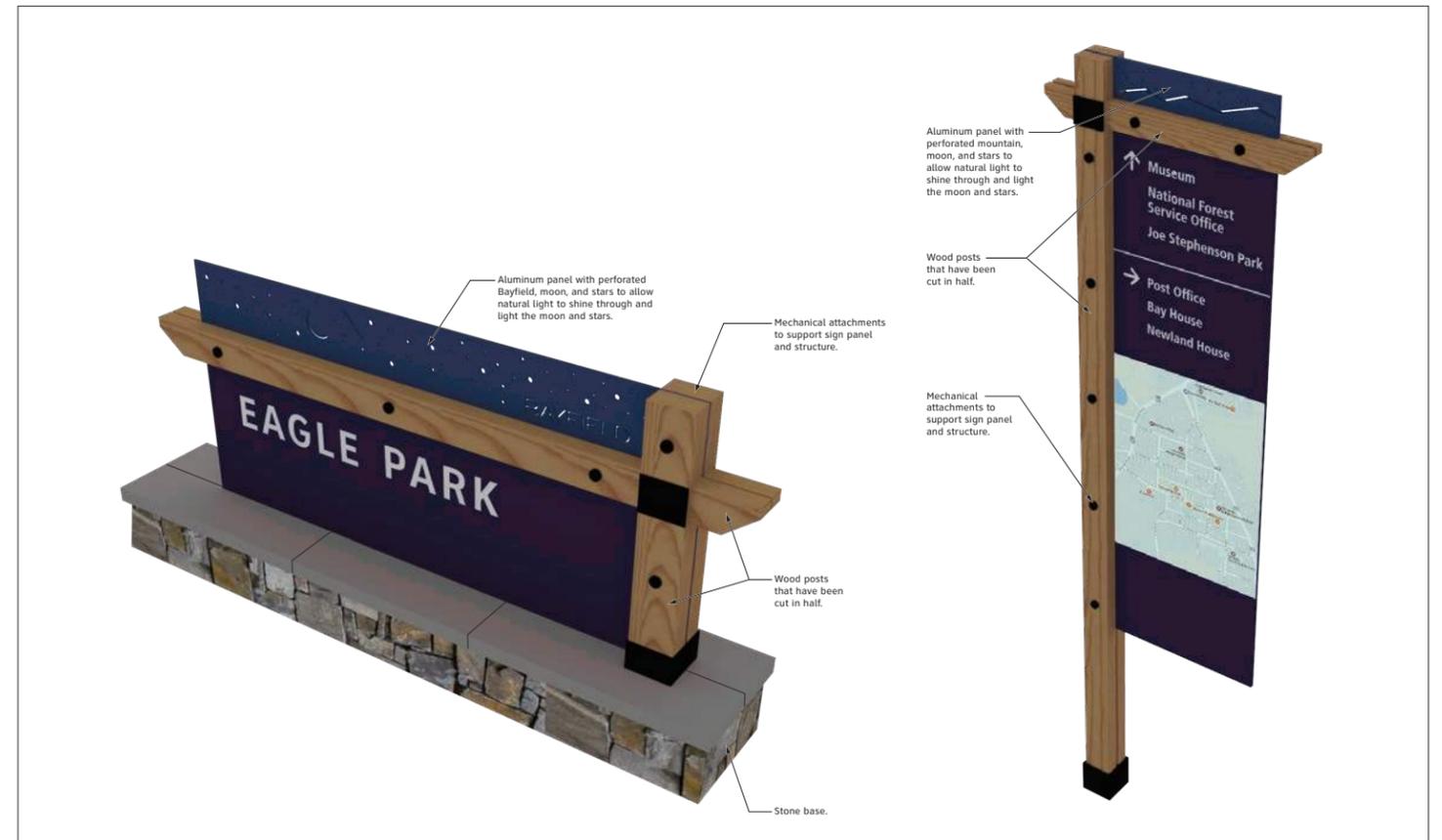
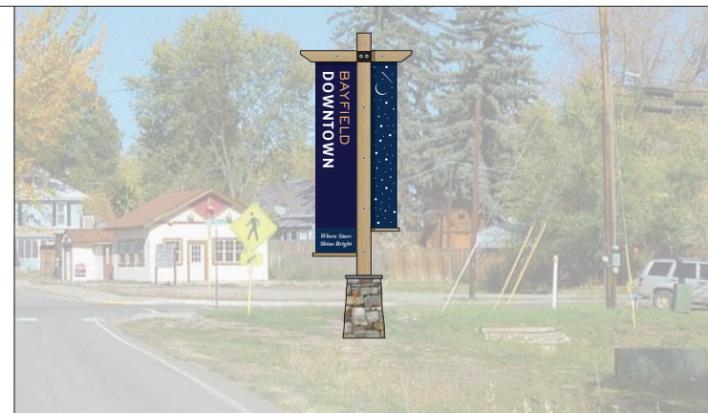


Freestanding Vehicular Directional

Freestanding Vehicular Directional

Freestanding Vehicular Directional

Pole Mounted Vehicular Directional





ONLINE SURVEY

Concept 1 - The angled shape of the sign panel subtly mimics the angles of the Bethlehem star. The industrial materials and details of the sign structure create a connection between the history of Bethlehem Steel and the city's new wayfinding signage system. The color scheme uses colors from the city's wayfinding signage system.



2. Thinking about sign Concept 1 overall, which of the following best describes your feelings about it?

- | | |
|---|--|
| <input type="radio"/> Like it very much | <input type="radio"/> Dislike it somewhat |
| <input type="radio"/> Like it somewhat | <input type="radio"/> Dislike it very much |
| <input type="radio"/> Feel neutral about it | |

3. How visible do you think Concept 1 would be in the environment?

- | | |
|---|--|
| <input type="radio"/> Extremely visible | <input type="radio"/> Not so visible |
| <input type="radio"/> Very visible | <input type="radio"/> Not at all visible |
| <input type="radio"/> Somewhat visible | |

Concept 2 - This concept integrates the Bethlehem Parking Authority logo colors with a simple modern form with graphic details. The colors are separated by a strong diagonal which mimics angles found in the shape of the Bethlehem star. The slim silver backer panel creates a contemporary structure. The rounded corners of the sign panel compliment the parking "P" circle shape.



4. Thinking about sign Concept 2 overall, which of the following best describes your feelings about it?

- | | |
|---|--|
| <input type="radio"/> Like it very much | <input type="radio"/> Dislike it somewhat |
| <input type="radio"/> Like it somewhat | <input type="radio"/> Dislike it very much |
| <input type="radio"/> Feel neutral about it | |

5. How visible do you think Concept 2 would be in the environment?

- | | |
|---|--|
| <input type="radio"/> Extremely visible | <input type="radio"/> Not so visible |
| <input type="radio"/> Very visible | <input type="radio"/> Not at all visible |
| <input type="radio"/> Somewhat visible | |

DESIGN DEVELOPMENT

Design Development

- Refine design option
- Materials
- Fabrication Processes
- Sizing Studies
- Dimensions
- Mock-ups / Samples
- Budgetary Costs





SIGN MESSAGES

- Attractions
- Commercial Centers
- Parks / Open Spaces
- Trails
- Entertainment Venues

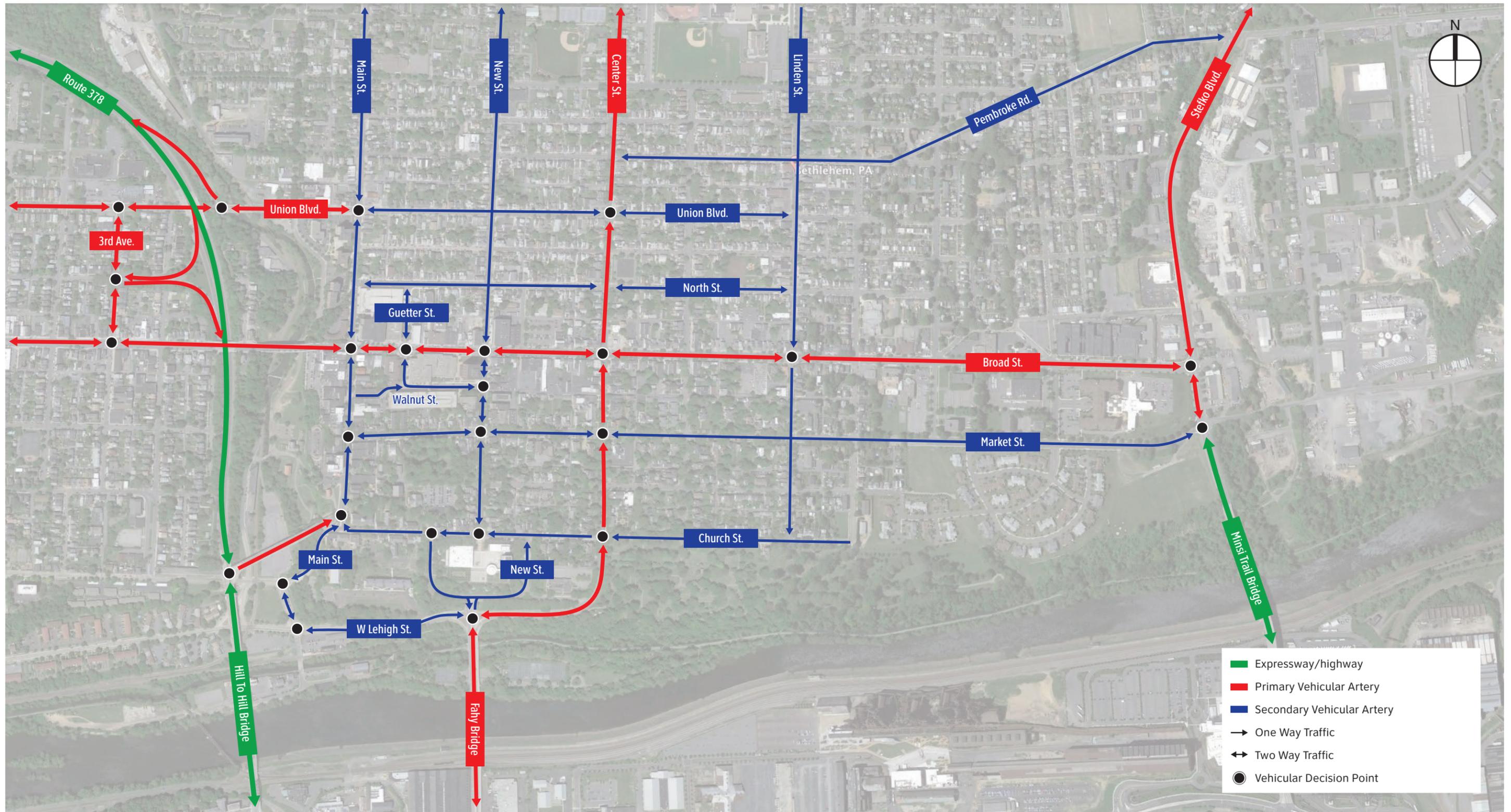
Keep messages simple, clear, and consistent.

NORTH BETHLEHEM DESTINATION LIST			
CATEGORY / NAME	FINAL SIGN MESSAGE	VEHICULAR	PEDESTRIAN
Districts			
Moravian Historic District	Moravian Historic District	X	X
Schools			
Moravian Academy	Moravian Academy	X	
Moravian College - Hurd Campus	Moravian College - Hurd Campus	X	X
Moravian College - Main Street Campus	Moravian College - Main Campus	X	X
Parking			
Common's Lot	Parking	X	
North Street Garage	Parking	X	
Walnut Street Garage	Parking	X	
Hospitals			
Lehigh Valley Hospital	Hospital	X	
Hotels			
Hyatt Place Bethlehem	Hyatt Place	X	
City Buildings			
Bethlehem Area Public Library	Public Library	X	X
City Hall	City Hall	X	X
Attractions			
Bell House	Bell House		X
Bethlehem Golf Club	Bethlehem Golf Club	X	
Burnside Plantation	Burnside Plantation	X	
Central Moravian Church	Central Moravian Church		X
Colonial Industrial Quarter	Colonial Industrial Quarter	X	X
Foy Concert Hall	Foy Concert Hall		X
God's Acre	God's Acre		X
Historic Bethlehem Visitor Center	Visitor Center	X	X
Historic Hotel Bethlehem	Hotel Bethlehem	X	X
Charles A. Brown Ice House	Ice House	X	X
Illick's Mill	Illick's Mill	X	
Moravian Book Shop	Moravian Book Shop		X
Nisky Hill Cemetery	Nisky Hill Cemetery		X
Old Chapel	Old Chapel		X
Payne Gallery	Payne Gallery		X
Single Brethren's House	Single Brethren's House		X
Single Sisters' House	Single Sisters' House		X
Sun Inn	Sun Inn		X
1761 Tannery	1761 Tannery		X
1762 Water Works	1762 Water Works		X
1869 Lukenbach Mill	1869 Lukenbach Mill		X

City of Bethlehem Wayfinding Signage Program: FINAL Destinations List | 12/29/2015

SOUTH BETHLEHEM DESTINATION LIST			
CATEGORY / NAME	FINAL SIGN MESSAGE	VEHICULAR	PEDESTRIAN
Districts			
SouthSide Arts District	SouthSide Arts District	X	X
Schools			
Lehigh University	Lehigh University	X	X
The Lehigh Valley Charter High School for the Arts	LV Charter Arts School	X	X
Northampton Community College Fowler Family Southside Center	Northampton Community College	X	X
Parking			
Farrington Square Garage	Parking	X	
Riverport Parking Garage	Parking	X	
Third & Taylor Lot	Parking	X	
Third & New Lot	Parking	X	
SteelStacks First Street Parking	Parking	X	
SteelStacks First Street Parking	Parking	X	
W. Graham Place Parking Lot	Parking	X	
Hospitals			
St. Lukes Hospital	Hospital	X	
Hotel			
Comfort Suites University	Comfort Suites	X	
City Buildings			
SouthSide Public Library	SouthSide Library		X
Attractions			
4 Blocks International	4 Blocks International	X	X
ArtsQuest Center	ArtsQuest Center	X	X
Banana Factory Arts Center	Banana Factory	X	X
Bethlehem Visitor Center	Visitor Center	X	X
Godfrey Daniels Coffee Shop	Godfrey Daniels		X
Levitt Pavilion	Levitt Pavilion	X	X
Hoover Mason Trestle	Hoover Mason Trestle		X
PBS 39	PBS 39	X	X
Sands Casino Resort Sands Bethlehem Event Center Sands Casino Hotel Bethlehem The Outlets at Sands Bethlehem	Sands Casino Resort	X	X
SteelStacks	SteelStacks	X	X
Steel Ice Center	Steel Ice Center	X	X
St. Michael's Cemetery	St. Michael's Cemetery	X	
Touchstone Theatre	Touchstone Theatre	X	X
Zoellner Arts Center	Zoellner Arts Center	X	X

City of Bethlehem Wayfinding Signage Program: FINAL Destinations List | 12/29/2015



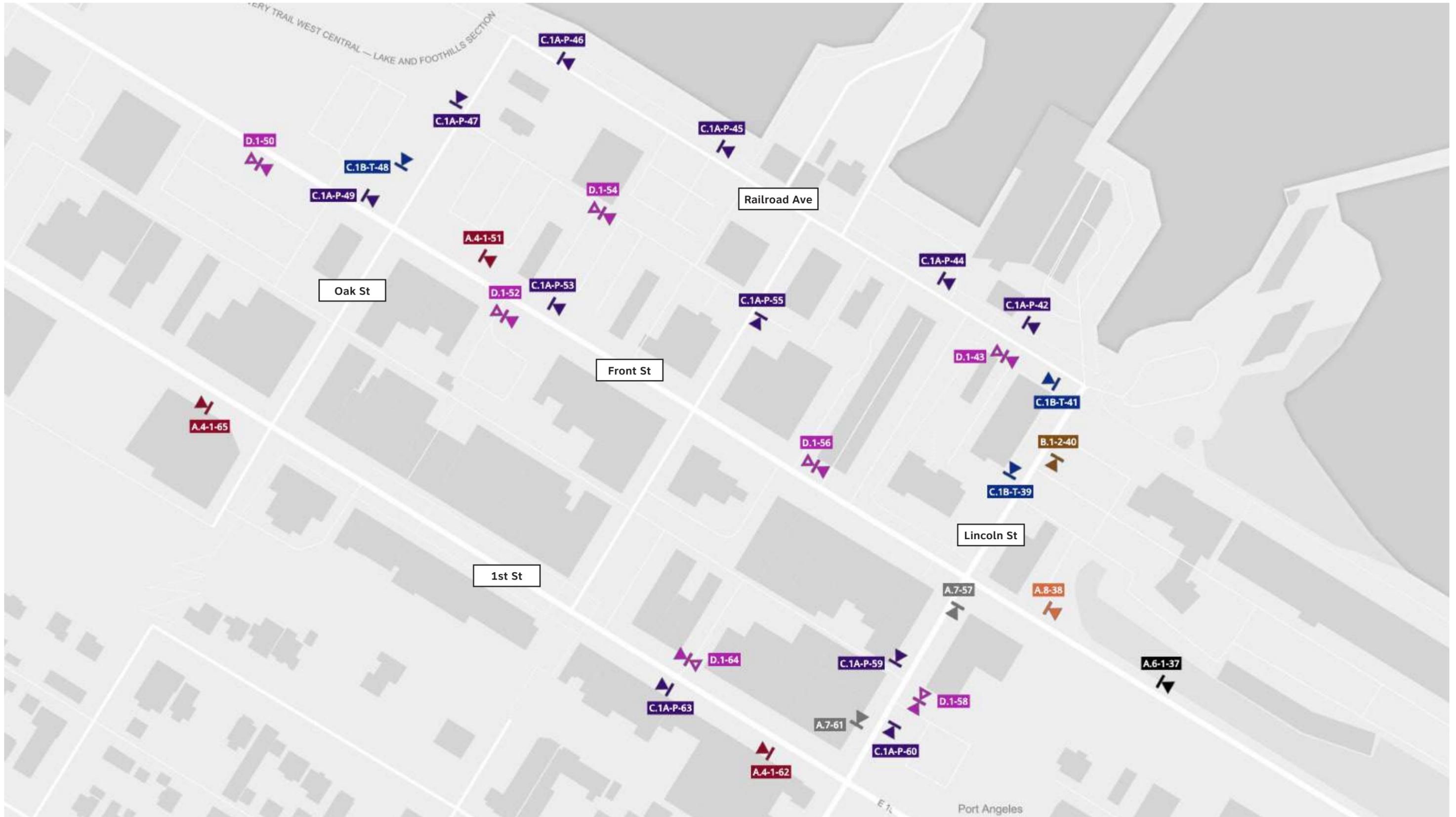
- █ Expressway/highway
- █ Primary Vehicular Artery
- █ Secondary Vehicular Artery
- One Way Traffic
- ↔ Two Way Traffic
- Vehicular Decision Point



These documents are intended to illustrate design intent and should only be used as a general guideline. All locations shown are approximate. All final locations are to be determined during pre-installation site walk-thrus, prior to sign fabrication and must be approved by Owner. Detailing and information contained on these pages shall not be reproduced, copied, or utilized except for the specific project for which they were created, without previous written authorization from Tangram Design, LLC.
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City of Bethlehem, PA
 Circulation Plan

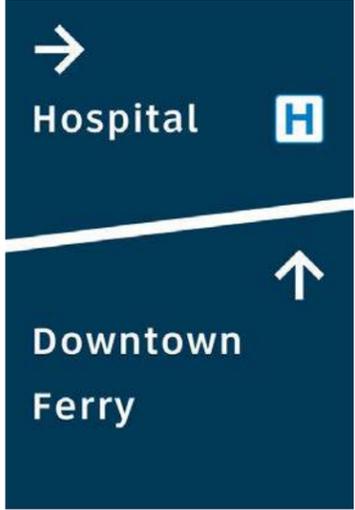
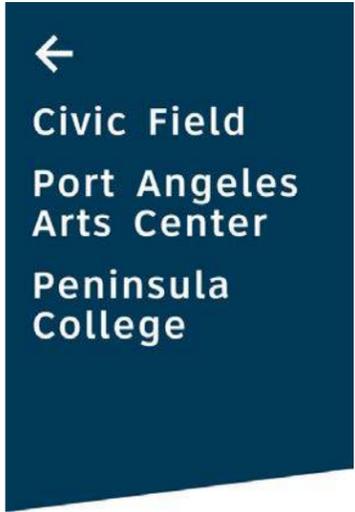
Vehicular Circulation Plan



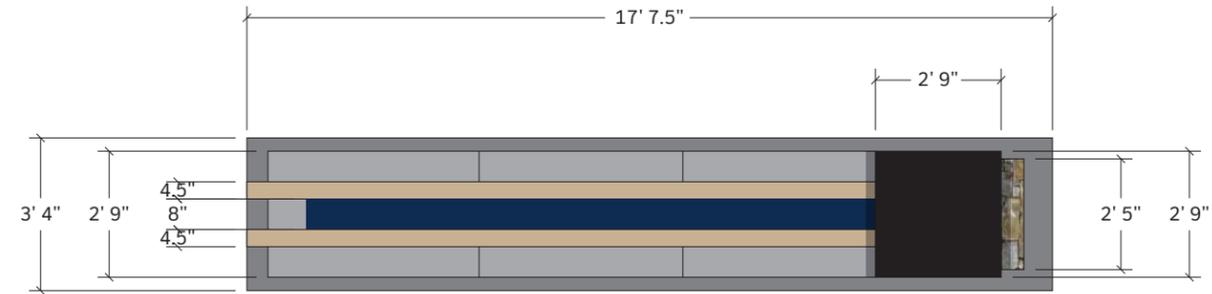
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City of Port Angeles, WA
 Vehicular and Pedestrian Wayfinding Signage System

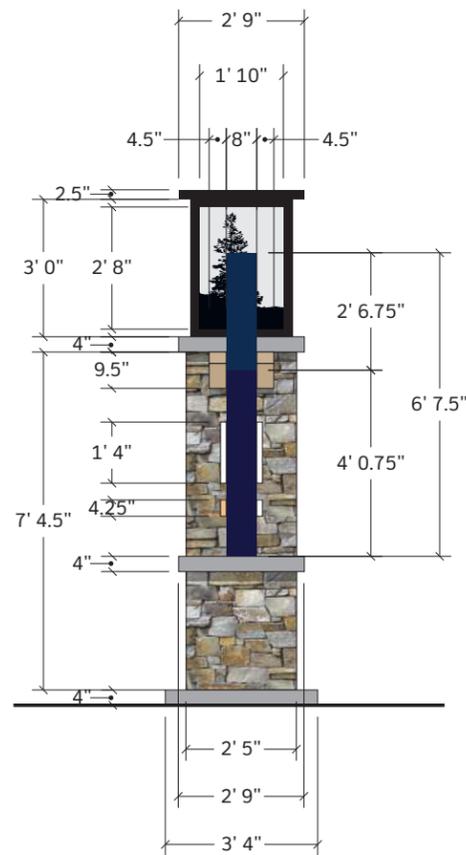
Vehicular Sign Location Plan

Project/State	Location	Sign ID	Message	Details
Vehicular Signage Location Plan > Draft 1	PA	A.4-3-3		Sign Type A.4-3 - FS DOT VEH 2-Panel Location PA - Port Angeles
Vehicular Signage Location Plan > Draft 1	PA	A.7-4		Sign Type A.7 - PM DOT VEH 1-Panel Location PA - Port Angeles

Project/State	Location	Sign ID	Message	Details
Vehicular Signage Location Plan > Draft 1	PA	C.1A-P-47		Sign Type C.1A-P - PM VEH Parking Location PA - Port Angeles
Vehicular Signage Location Plan > Draft 1	PA	C.1B-T-48		Sign Type C.1B-T - PM VEH Tsunami Location PA - Port Angeles



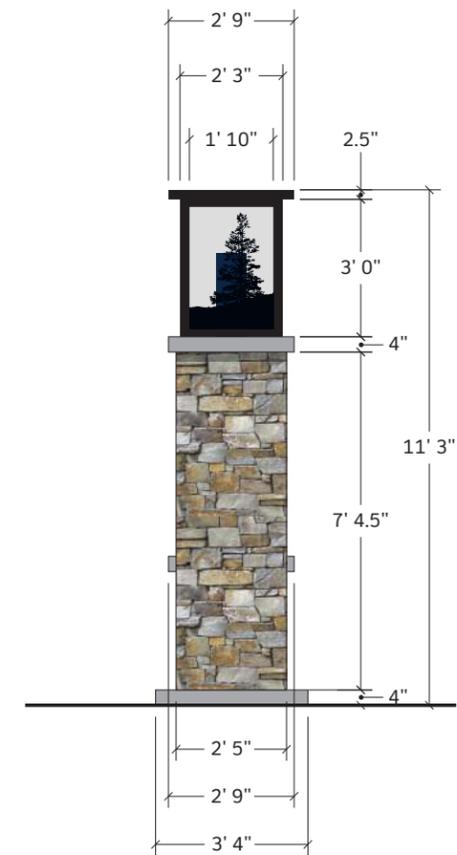
1 | Plan View
SCALE: 1/4" = 1'



2 | Side Elevation
SCALE: 1/4" = 1'



3 | Front Elevation
SCALE: 1/4" = 1'



4 | Side Elevation
SCALE: 1/4" = 1'

- These drawings are intended to illustrate design intent only and are not for construction. All final engineering and conditions of the project are the responsibility of the fabricator. Shop drawings by the fabricator must be submitted for approval, prior to proceeding with fabrication.
- The quality of fit and finish on the final product must meet or exceed the requirements of these design intent documents. Any variations to design, materials, or fabrication methods must be approved by the Owner and Tangram.
- Colors shown are for reference only and are subject to the limitations of the printing process. Refer to referenced color systems contained within these drawings for actual specifications.
- Scaled examples shown are for reference only, and do not necessarily reflect actual site conditions. Detailed site surveys are required prior to fabrication and installation.
- All locations shown are approximate. All final locations are to be determined during pre-installation site walk-thrus, prior to sign fabrication and must be approved by Owner.
- Messages shown in these drawings are for general reference only. Refer to message schedules for actual required messages.

Town of Bayfield

CLIENT

Wayfinding Signage Program

PROJECT

06 December 2017

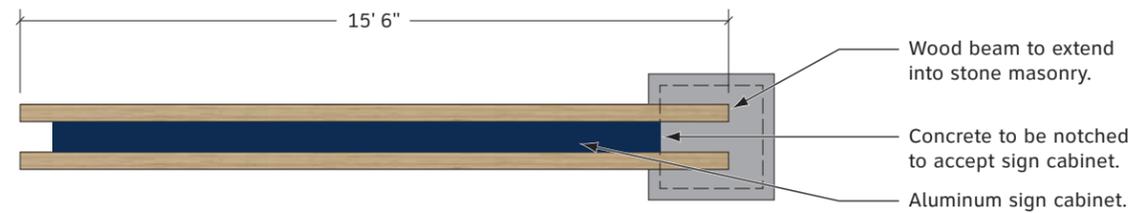
DOCUMENT ISSUE

A.1 Gateway Monument

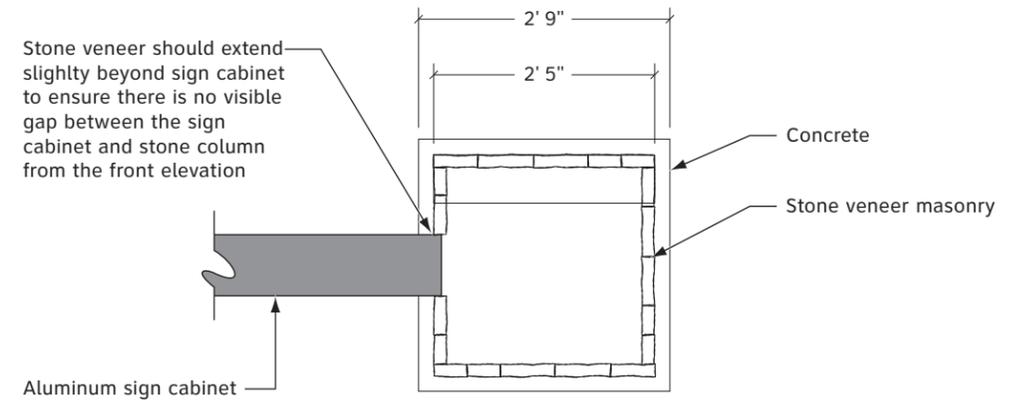
SHEET TITLE

9

SHEET NUMBER



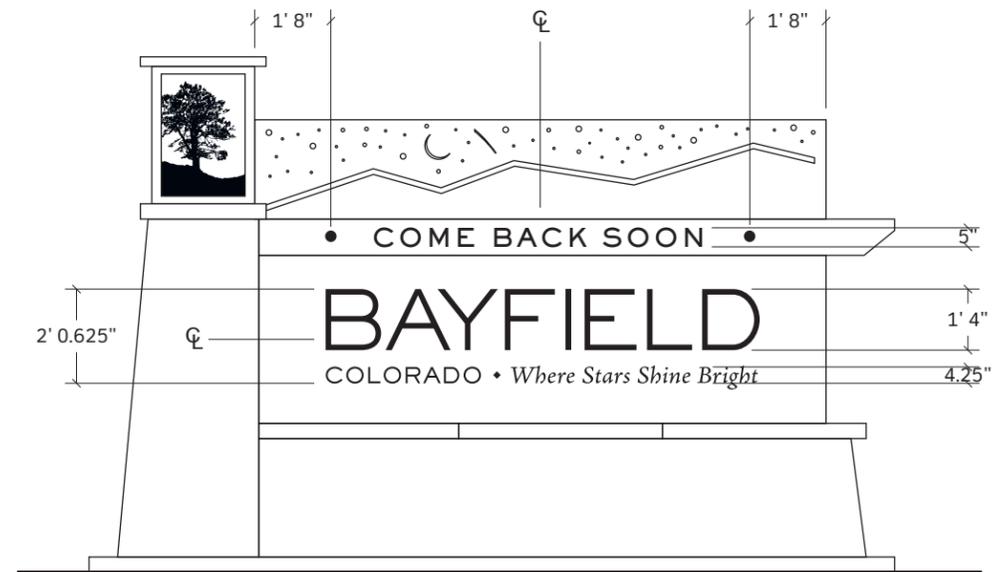
1 | Plan Detail
SCALE: 1/4" = 1'



2 | Masonry Detail
SCALE: 1/2" = 1'



3 | Front Elevation
SCALE: 1/4" = 1'



4 | Back Elevation
SCALE: 1/4" = 1'

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- Scaled examples shown are for reference only, and do not necessarily reflect actual site conditions. Detailed site surveys are required prior to fabrication and installation.
- All locations shown are approximate. All final locations are to be determined during pre-installation site walk-thrus, prior to sign fabrication and must be approved by Owner.
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Town of Bayfield

CLIENT

Wayfinding Signage Program

PROJECT

06 December 2017

DOCUMENT ISSUE

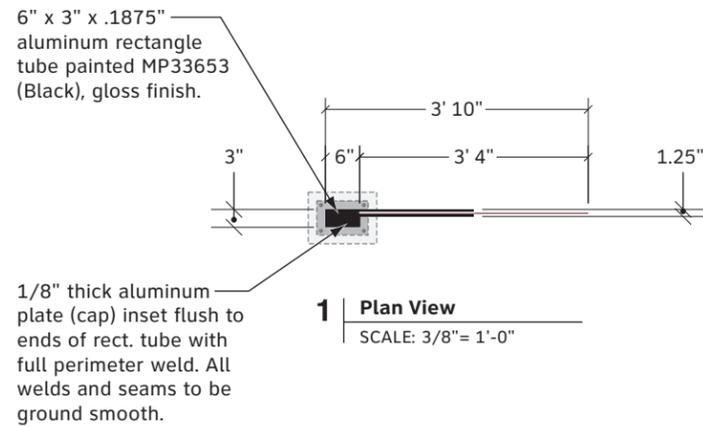
A.1 Gateway Monument

SHEET TITLE

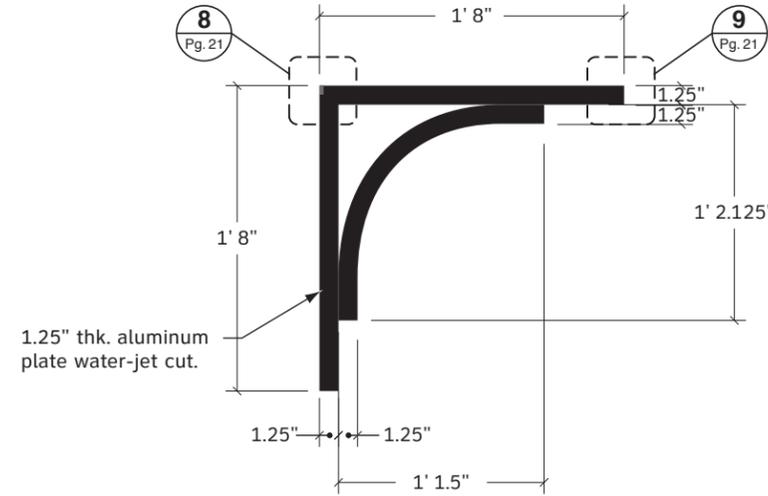
10

SHEET NUMBER

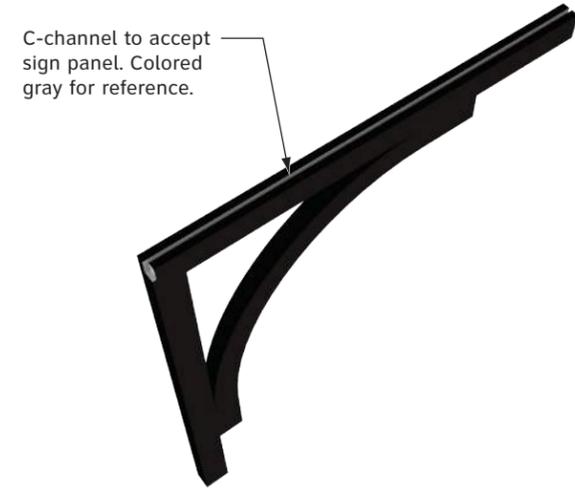




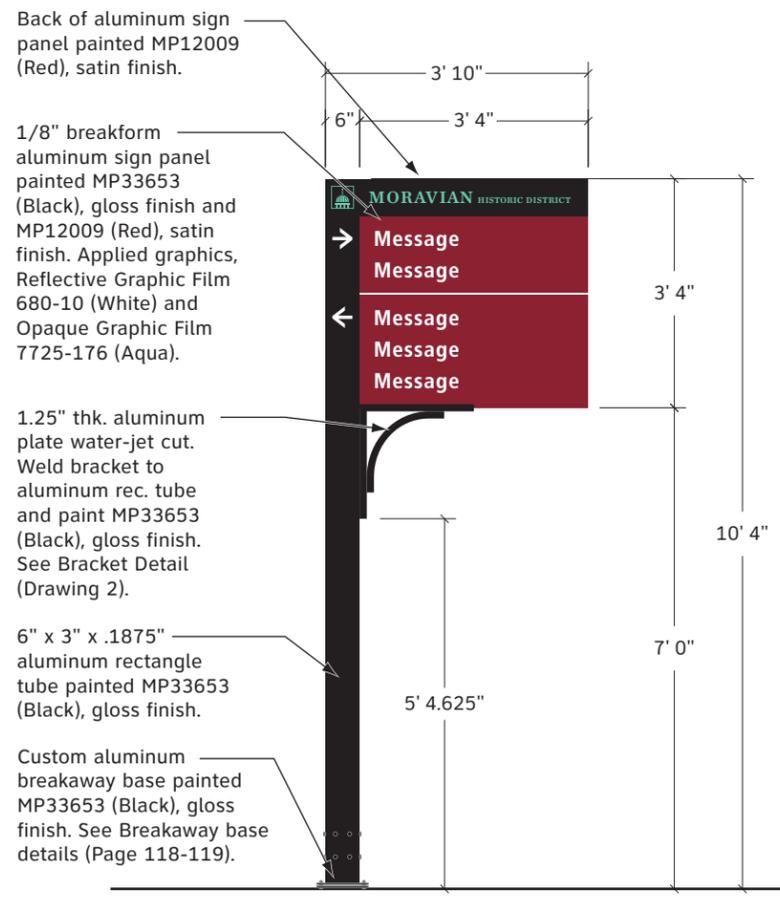
1 Plan View
SCALE: 3/8"= 1'-0"



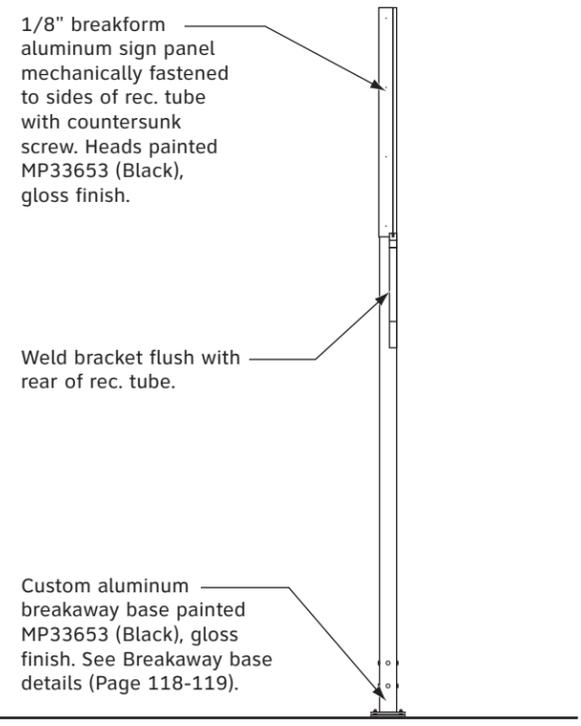
2 Bracket Detail
SCALE: 1"= 1'-0"



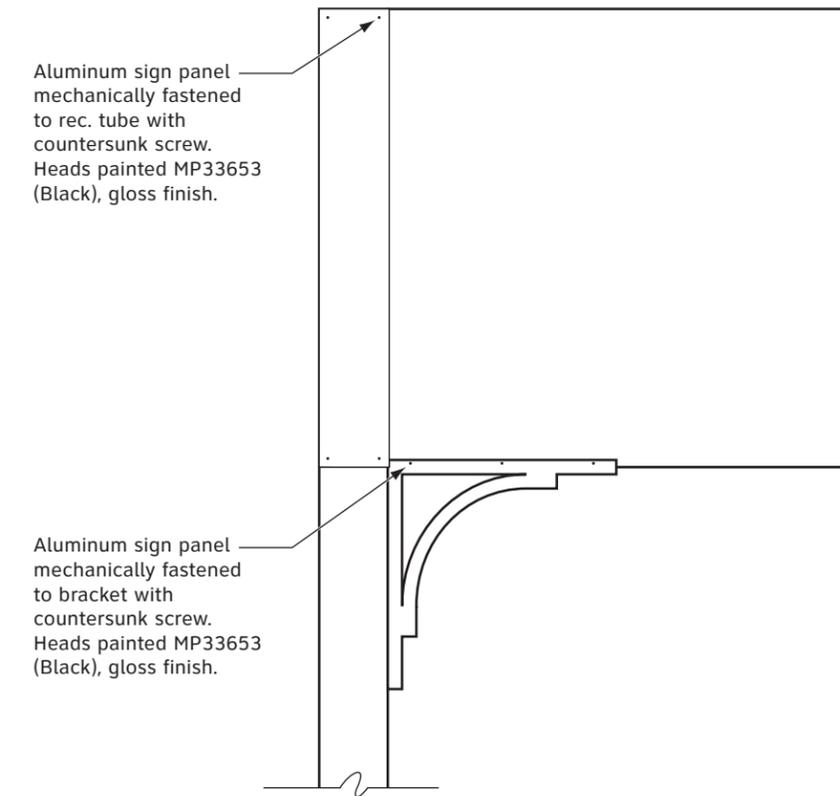
3 Bracket Isometric
SCALE: NTS



4 Front Elevation
SCALE: 3/8"= 1'-0"



5 Side Elevation
SCALE: 3/8"= 1'-0"



6 Countersunk Screw Detail
SCALE: 3/4"= 1'-0"

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Matthews Paint
 ■ MP33653 Black Stallion, gloss
 ■ MP12009 Ford Tractor Red, satin

3M™ Scotchcal™ Electrocut™ Opaque Graphic Film
 □ 7725-10 White
 ■ 7725-176 Aqua

3M™ Scotchcal™ Reflective Graphic Film
 □ 680-10 White

City of Bethlehem, PA
 CLIENT

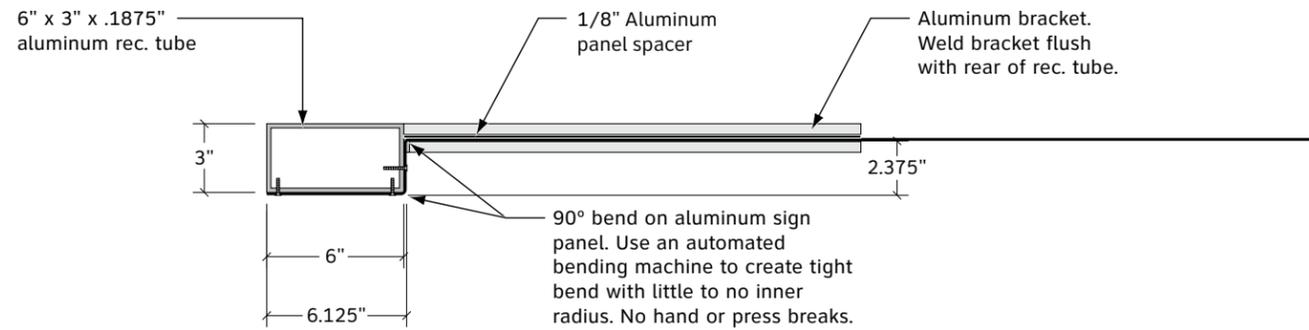
City Wayfinding Signage Program Design Intent
 PROJECT

27 April 2016
 DOCUMENT ISSUE

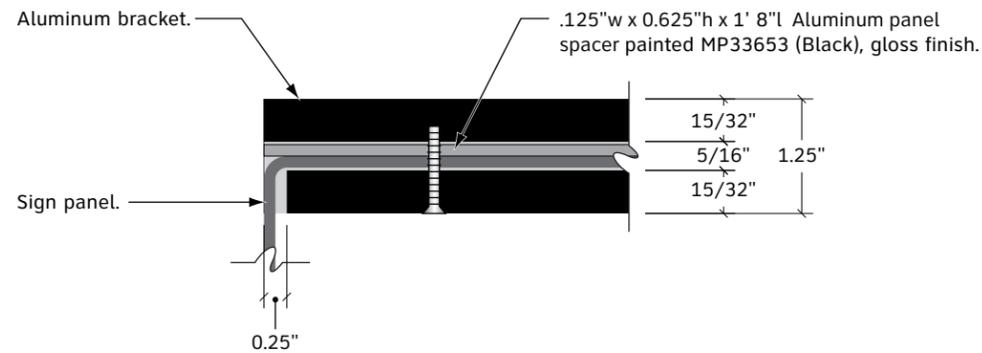
MH-B.1 Freestanding Vehicular Directional
 SHEET TITLE

20
 SHEET NUMBER

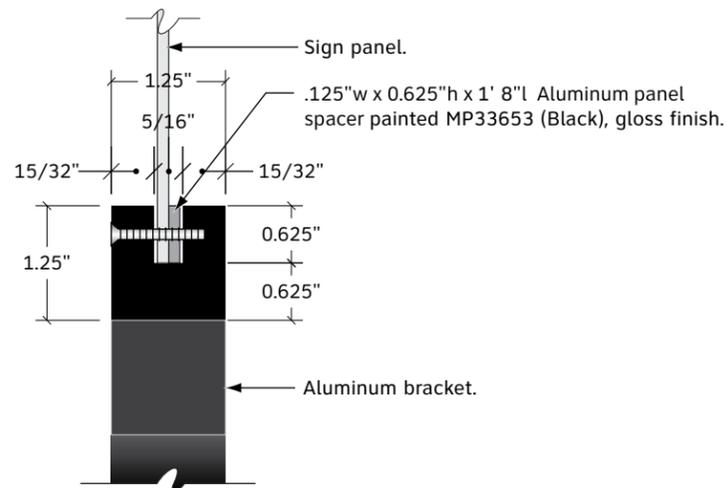
TANGRAM DESIGN, LLC | 820 SANTA FE DRIVE DENVER, COLORADO 80204 | (303) 777-8878



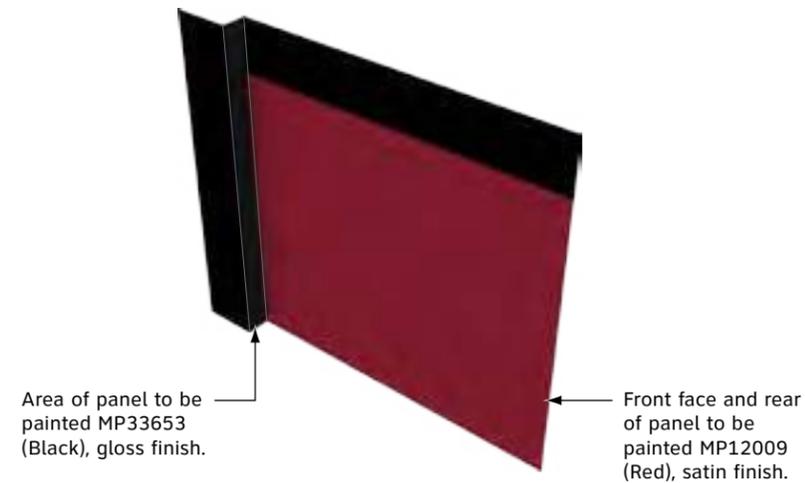
7 | Breakform Panel Detail
SCALE: 1 1/2" = 1'-0"



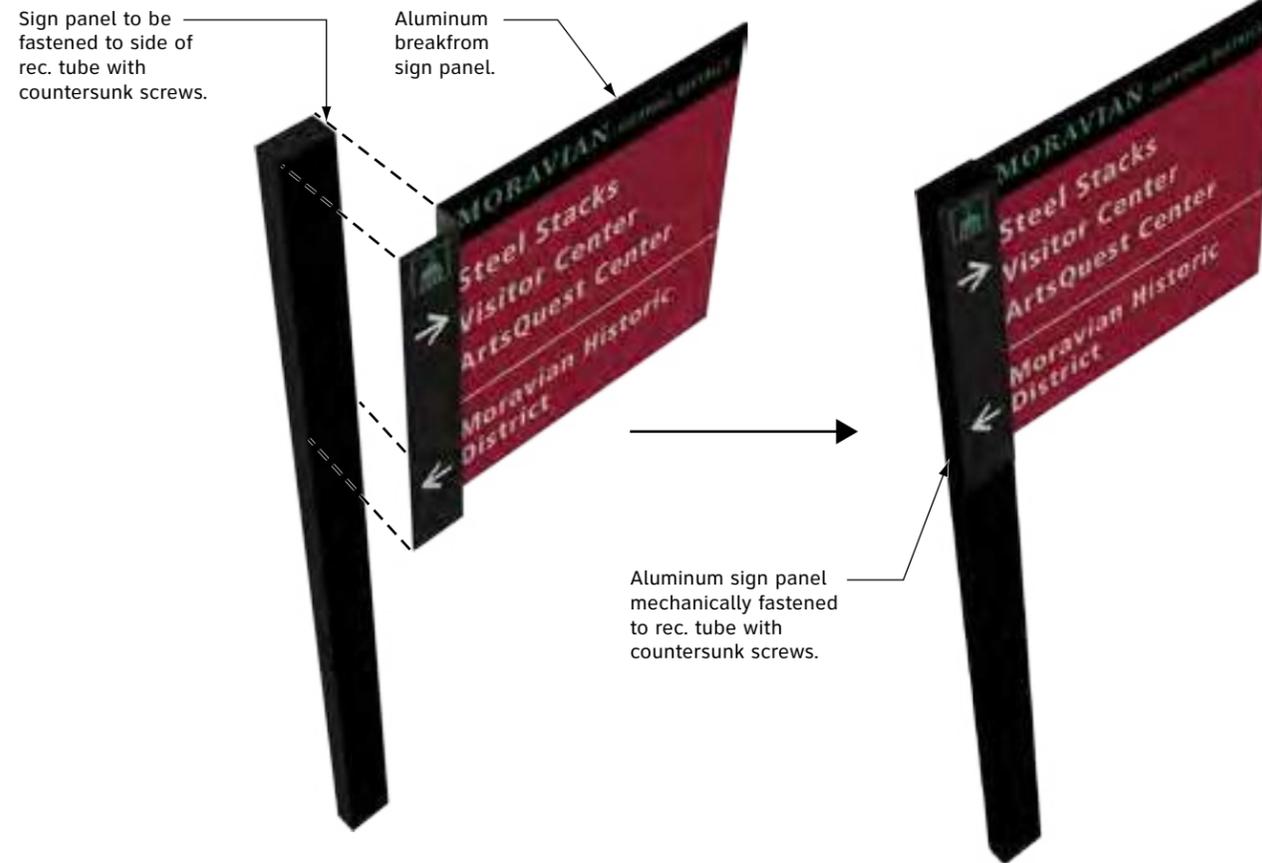
8 | C-Channel Detail (Plan View)
SCALE: 6" = 1'-0"



9 | C-Channel Detail (Side View)
SCALE: 6" = 1'-0"



10 | Panel Face Paint Detail
SCALE: NTS



11 | Panel Attachment
SCALE: NTS

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City of Bethlehem, PA

CLIENT

City Wayfinding Signage Program
Phase 1 Implementation: Design
Intent Document

PROJECT

30 March 2016

DOCUMENT ISSUE

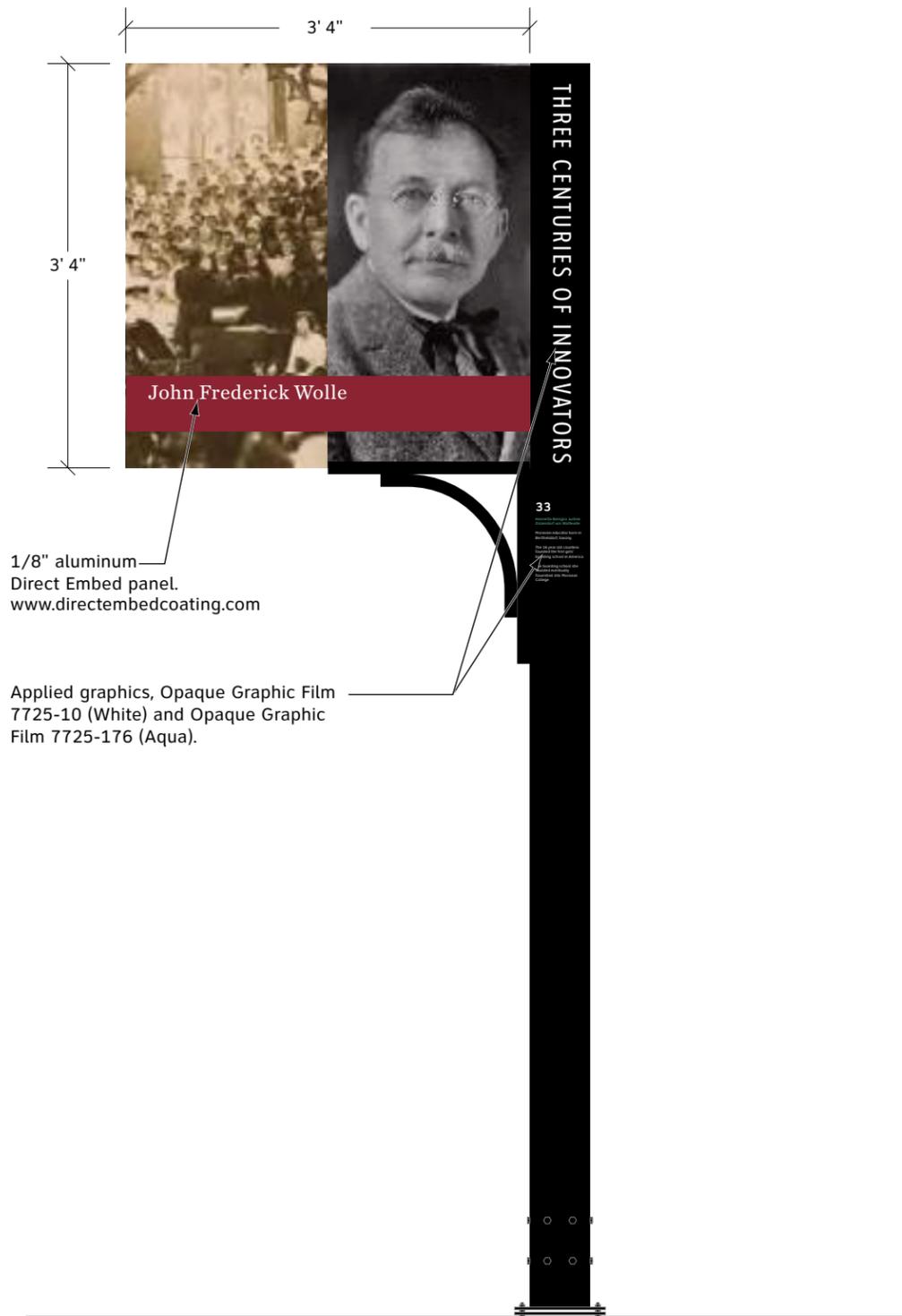
MH-B.1 Freestanding
Vehicular Directional

SHEET TITLE

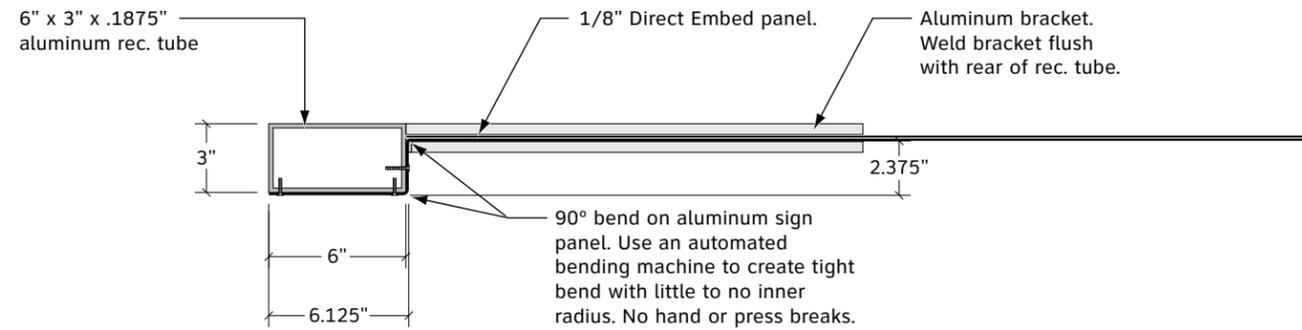
15

SHEET NUMBER

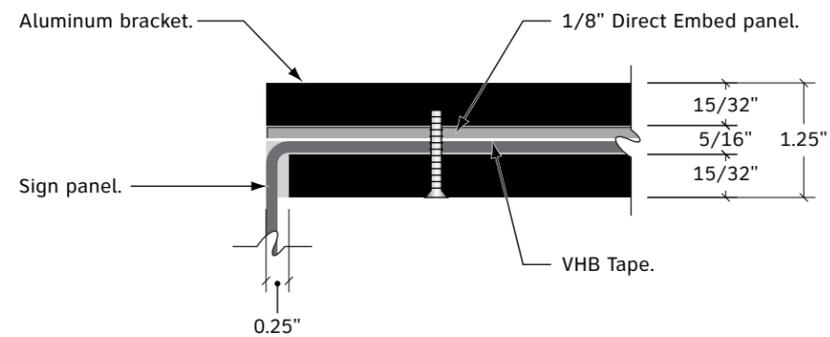
MH-B.1-01 is the ONLY vehicular sign that will receive an interpretive sign panel on the back side of the sign.



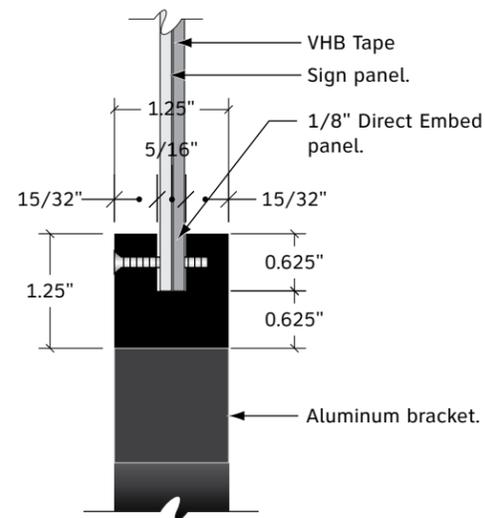
1 | Back Elevation
SCALE: 3/4" = 1'-0"



2 | Breakform Panel Detail
SCALE: 1 1/2" = 1'-0"



3 | C-Channel Detail (Plan View)
SCALE: 6" = 1'-0"



4 | C-Channel Detail (Side View)
SCALE: 6" = 1'-0"

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Phase 1 Implementation: Design
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30 March 2016

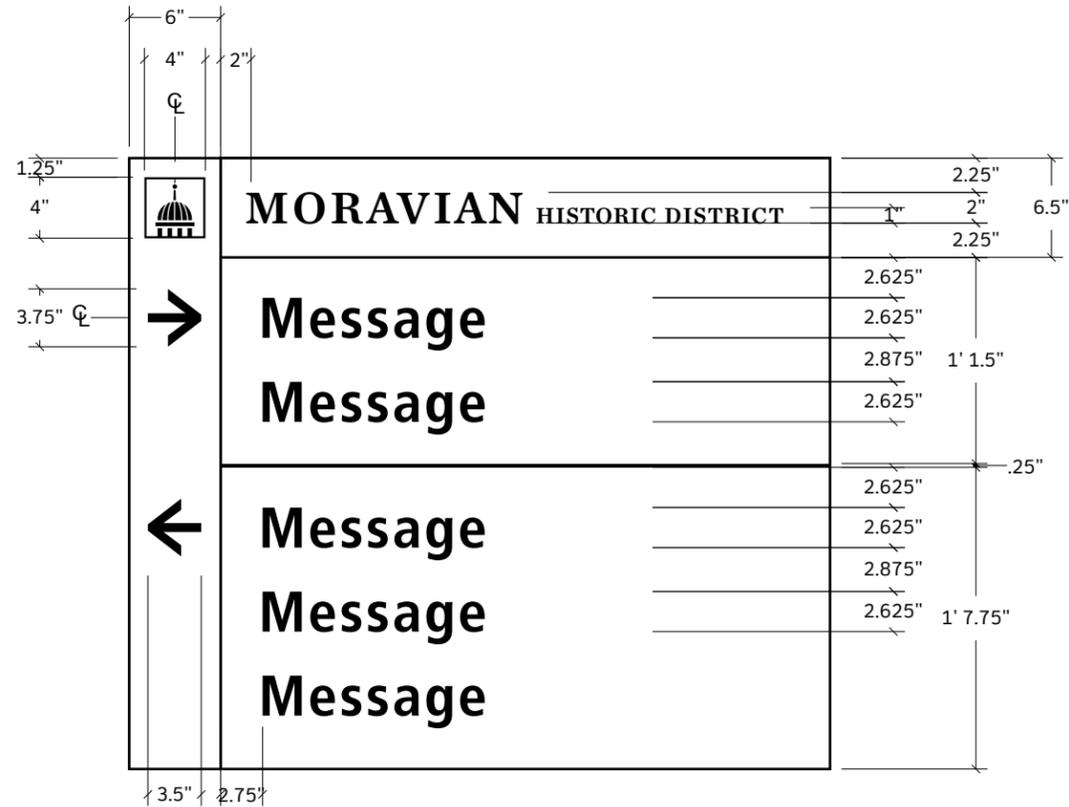
DOCUMENT ISSUE

MH-B.1 Freestanding
Vehicular Directional

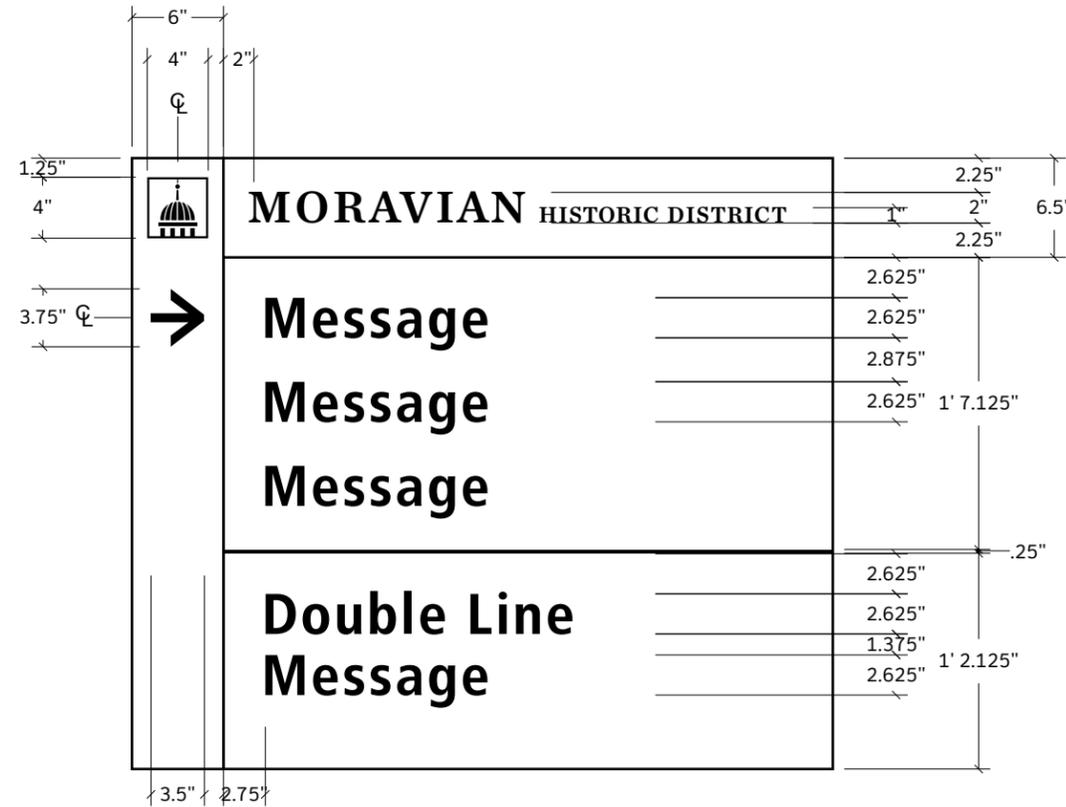
SHEET TITLE

16

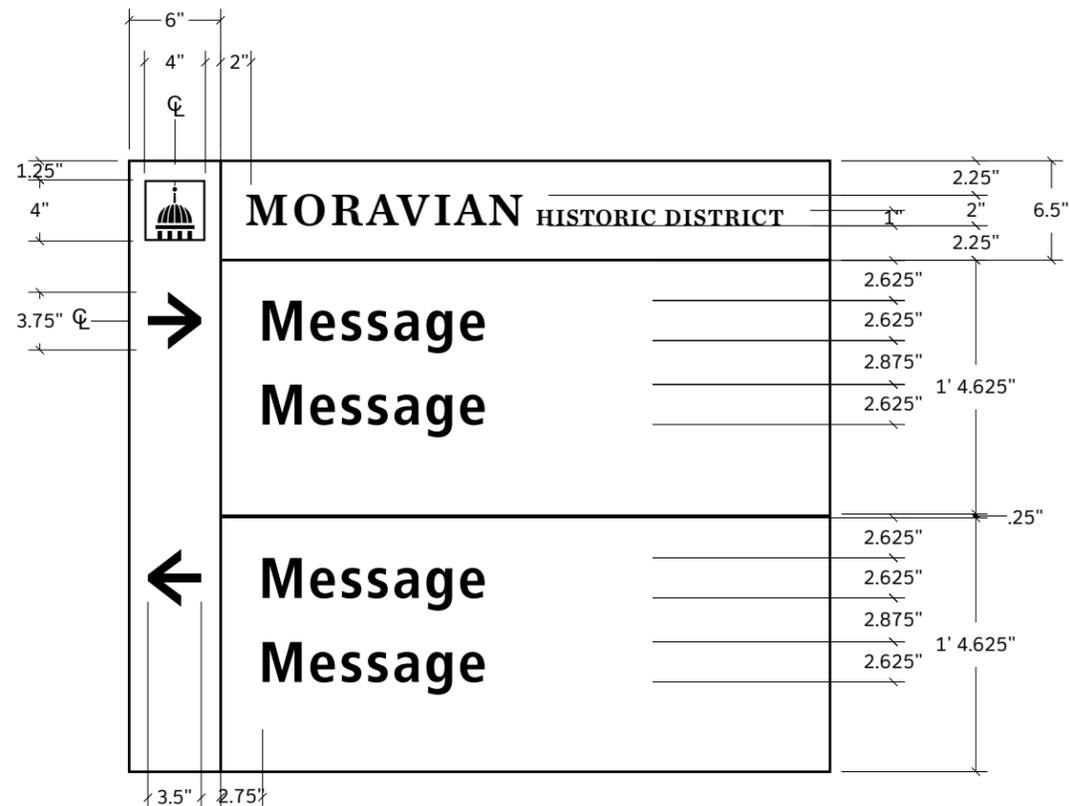
SHEET NUMBER



1 | MH-B.1 Sign Panel Layout 1
SCALE: 3/4" = 1'-0"



2 | MH-B.1 Sign Panel Layout 2
SCALE: 3/4" = 1'-0"



3 | MH-B.1 Sign Panel Layout 3
SCALE: 3/4" = 1'-0"

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City of Bethlehem, PA

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City Wayfinding Signage Program
Phase 1 Implementation: Design
Intent Document

PROJECT

30 March 2016

DOCUMENT ISSUE

MH-B.1 Freestanding
Vehicular Directional

SHEET TITLE

17

SHEET NUMBER



committee engagement

QUESTION #1

What are your desires or expectations of the gateway and wayfinding system?

QUESTION #2

What are the top 3 issues you feel may be impacting a visitor's experience negatively?

QUESTION #3

What characteristics or elements of the city do you feel best represent the identity of Monroe?

QUESTION #4

How do you feel about Monroe's current identity or public perception?

QUESTION #5

What makes the City of Monroe unique?

QUESTION #6

How do you want visitors to think of, feel, or remember the City of Monroe?

QUESTION #7

Describe your vision or hopes for what the City of Monroe looks like in the near future?

QUESTION #8

What are the most important destinations to direct people to?

QUESTION #9

What other supportive tools could enhance the wayfinding system and benefit visitors?

THANK YOU FOR LISTENING

