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“WILLKOMMEN TO FREDERICKSBURG”
WELCOMING AND GUIDING SIGNAGE
ENHANCEMENTS

Gateway and Wayfinding Signage Project
The City of Fredericksburg
A Preserve America Community

WAYFINDING ANALYSIS
11 JANUARY 2010

City of Fredericksburg Development Services
Fredericksburg, TX

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SECTION 1: STRATEGY

INTRODUCTION



The City of Fredericksburg is a community of just over 10,000 residents, nestled in the heart of the Texas Hill Country. This Preserve America community hosts over one million visitors annually from every corner of Texas, throughout the United States, and around the world. Founded in 1846, our community has prospered through visionary leadership and strong work ethic. For over 40 years, Fredericksburg has relied on aggressive planning to shape the community and its investments.

In October of 2009, The City of Fredericksburg hired MERJE to develop a system of gateway and wayfinding signage that will guide motorists, pedestrians, and bicyclists to various destinations in Fredericksburg, including tourist destinations, commercial areas, public facilities, parks, and other municipal facilities.

The gateway and wayfinding system will direct motorists, pedestrians, and bicyclists to the City of Fredericksburg’s various

points of interest, services, attractions, facilities, commercial areas and institutions.

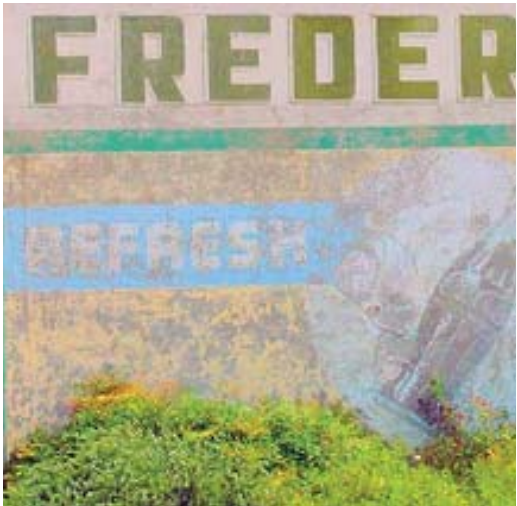
The signs will have a distinct design which will complement the existing design and architectural guidelines of Fredericksburg. The appearance of the signs shall remain fairly uniform to indicate to the motorist, pedestrian, or bicyclist that this is an integrated sign system and that additional similar signage can be expected as they travel within the City of Fredericksburg.

Gateway signs located at selected entrances to the City will include a welcome message, presenting Fredericksburg as a friendly and unique “place”.

Using input from City staff, the community, and the Wayfinding Signage Committee, MERJE has developed this Strategic Implementation Plan, Wayfinding Analysis and Schematic Design Concepts.

In addition, MERJE is working with the City of Fredericksburg Planning & Development Services department, the Public Works & Utilities departments, as well as the

OBJECTIVES AND PHILOSOPHY



OBJECTIVES:

The objectives of the gateway and wayfinding signage project are as follows:

1. Help motorists, bicyclists, and pedestrians to navigate around Fredericksburg and locate key destinations.
2. Greet visitors when they have entered Fredericksburg.
3. Greet visitors when they have entered the Historic District of Fredericksburg.
4. Make a good first impression on visitors to Fredericksburg.
5. Attract additional customers to Fredericksburg's commercial businesses.

PHILOSOPHY:

Market the Assets of Fredericksburg.

- Enable visitors to discover the unique aspects of the city.
- Signs give validation that a destination is worth visiting.
- Design a unique and attractive sign program, while meeting the technical criteria required by TXDOT and approving Agencies and Review Boards..

Build Relationships.

- Teamwork among the participants to reach the goal.
- Build consensus to aid the approval process.
- Address the different criteria presented by each destination.

ECONOMIC IMPACT: RETURN ON INVESTMENT

Cities, towns and communities realize that in order to compete, they must create a PLACE that is welcoming, organized, safe and easy to navigate.

Wayfinding creates “repeat visitation” by increasing awareness of the depth of destinations. The following are some fast facts/case studies of previous MERJE projects.

Camden NJ - Waterfront

30% increase in visitation since installation of their wayfinding program in 2003.

Secondary Destinations tend to see the greatest benefit.

Asheville Convention and Visitors Bureau

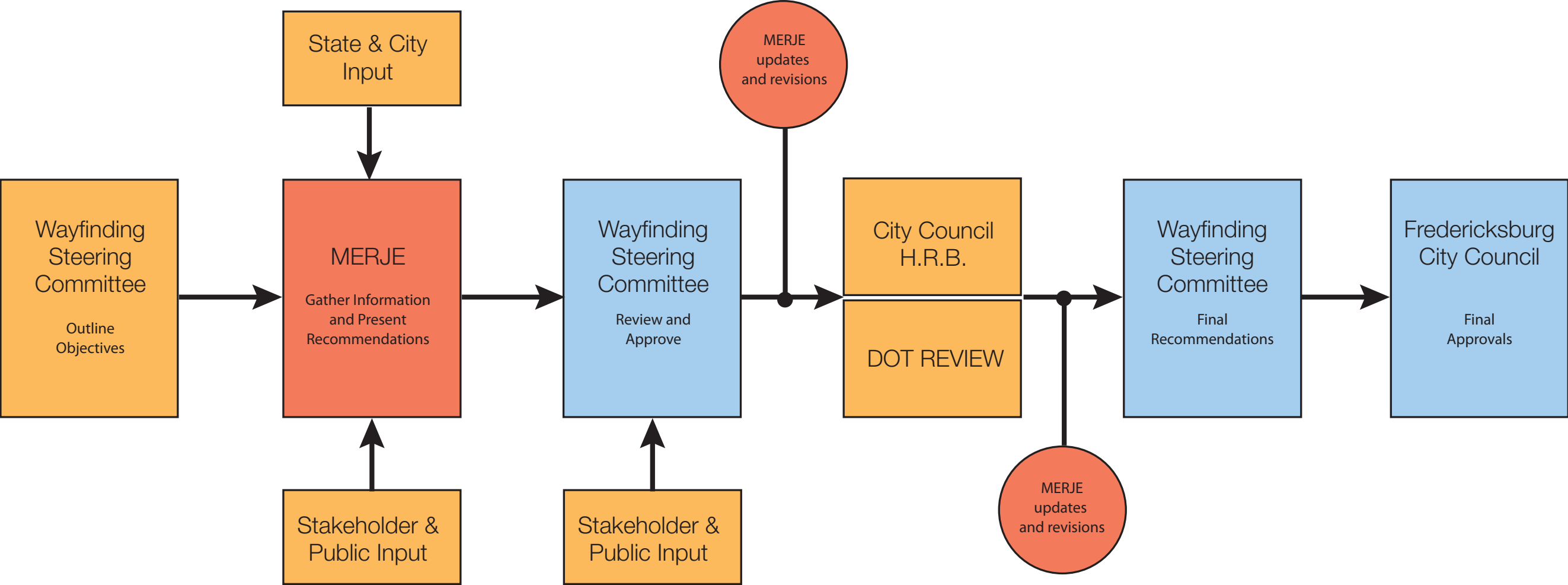
Of 4076 people surveyed; 87% responded that they would explore further if signage and kiosks provided direction to additional attractions.

11% stated they would extend their trip by one additional overnight night stay, if new or additional destinations were discovered.

70% stated they would consider extending their trip.

11% of Visitors = an additional \$21,000,000 over a 3 year period.

PROJECT APPROVAL PROCESS



Commercial Attractions

Brewery: A licensed site which shall be open to the General Public for tours, tasting and sales, a minimum of 1,500 hours per year, and provide an educational format for informing visitors about beer and beer processing.

Caverns and Other Unique Natural Areas: A naturally occurring area or site of interest to the General Public. May include caverns, waterfalls, caves, or special rock formations.

Commerce Park: A group of commercial manufacturing facilities, at least 25 acres in size, recognized and signed as a commerce park by the local authorities.

Off-Track Betting Facility: A facility, which provides off-premise wagering as authorized by local gaming regulations.

Roadside Farm Market: A stationary retail sales establishment operated by one or more farmers for the purpose of selling farm and food products directly to consumers. Operations by which the consumer harvests their own farm or food products shall be considered roadside farm markets. Roadside farm markets shall be open at least two days per week throughout the harvest season or year.

Specialty Shopping Center: A group of 30 or more specialty shops (antique, craft, outlet, farmers’ market, etc.) or retail stores with ample parking facilities. Specialty shops must offer goods or services of unique interest to tourists, and which derives the major portion of its income during the normal business season from motorists that do not reside in the immediate area. The goods or services shall be readily available to tourists, without the need for scheduling appointments or return trips.

Winery: A licensed site, which produces a maximum of 200,000 gallons or wine per year. Sites shall maintain a minimum of 3,00 vines or 5 acres of vineyard; be open to the General Public for tours tasting and sales, a minimum of 1,500 hours per year, and provide an educational format for informing visitors about wine and wine processing.

Zoos, Zoological Gardens, Animal Parks and Aquariums: A place where animals, reptiles or fish are kept, often-in combination of indoors and outdoors spaces. Must have facilities, which are open to the General Public.

Community

Urban Neighborhoods*: A residential community, which is organized in a formal association that meets a minimum of 4 times a year. Private developments are not eligible.

* Urban Neighborhoods receive only an Arrival Identification signs, directional signage is not provided.

Cultural/Institutional

Arenas: Includes stadiums, auditoriums and civic or convention centers.

Business District: An area within a city or borough which is officially designated as a business district by the local officials.

College of University: An educational institution that is nationally accredited and grants degrees.

Courthouses/Government Buildings: A public building, structure, or complex used by a Federal, County, State or municipal government for the purpose of convening official legal activities.

Fairgrounds: Includes county and state fairgrounds.

Institution: A health care center operated by a County, State, or Federal government.

Library: A repository for literary and artistic materials, such as books, periodicals, newspapers, recordings, films, and electronic media, kept and systemically arranged for use and reference.

Museums: A facility in which works of artistic, historical, or scientific value are cared for and exhibited to the General Public.

Religious Site: A shrine, grotto or similar type site, which is of a unique religious nature. The facility must have a minimum average of 20 visitors per day on the busiest day of the week.

Schools: Any facility for the performing arts, exhibits, or concerts, which has a minimum occupancy capacity of 150 people.

Historical/Architectural

Historic Site: A structure or place of historical, archaeological or architectural significance listed on or eligible for listing on the National Register of Historic Places maintained by the U.S. Department of Interior or otherwise designated by the State Historical and Museum Commission (HMC), or a County Historical Commission or Agency. The site must be accessible to the General Public and provide a place where visitors can obtain information about the historic site.

Historic Sites may include the following types, provided they meet the above criteria:

- Encampments and Battlefields

SAMPLE CRITERIA FOR INCLUSION

STEP 1

Destination must fall under one of the following categories and meet the criteria established for this system. If a destination fails to meet these requirements, they cannot be considered for inclusion in the sign program.

- Forts
- Houses
- Commercial buildings
- Farms, farmsteads and barns
- Religious sites, places of worship, cemeteries and monuments
- Mills and factories
- Furnaces
- Coal mines and coke ovens
- Bridges
- Tollhouses
- Canals
- Railroad Stations
- Cemeteries

Historic District: A district or zone listed on or eligible for listing on the National Register of Historic Places maintained by the U.S. Department of Interior or otherwise designated by the State Historical and Museum Commission, or County Historical Commission or Agency. Historic districts shall provide the General Public with a single, central location such as a self-service kiosk or welcome center, where visitors can obtain information concerning the historic district.

Historic Districts may include the following:

- Historic residential streets
- Shopping streets and districts
- Courthouses and public buildings
- Railroad line
- Canal

Recreational

Campground: A facility with continuous operation for at least 6 months per year and a minimum of 20 overnight sites. An attendant shall be available during the hours of operations and rest rooms with showers, running water and flush toilets shall be available. A public telephone also shall be available on the site or within 500 feet of the property. Accommodations sold on annual or time-sharing basis or otherwise not available for General Public use will not be counted toward the minimum requirements.

Golf Courses: A facility open to the public and offering at least nine (9) holes of play. Miniature golf courses, driving ranges, ship and putt courses, and indoor golf shall not be eligible.

SAMPLE CRITERIA FOR INCLUSION

STEP 1 (cont.)

Hiking and Biking Trails/Routes: Areas designated for recreational hiking, biking, walking, etc. which are publicly accessible, and owned and maintained by either the Local or County government or the State Department of Conservation and Natural Resources, or non-profit organizations. Signs will only be installed at locations that direct the motorist to an established trailhead with parking facilities.

Horseback Riding Areas: Areas designated for horseback/pony back riding for the General Public.

Hunting and Fishing Areas: Areas so designated and under the jurisdiction of the State Game Commission or the State Fish and Boat Commission.

National, State and Regional Parks and Forests: An area so designated and under the jurisdiction of the State Department of Conservation and Natural Resources, State Historical and Museum Commission, National Park Service, and U.S. Department of the Interior, County Government, or non-profit organization with facilities open to the General Public.

Sports Facilities: Regional (multi-jurisdictional) facilities such as minor league and little league baseball fields, and school recreational fields.

Tourist Services

Hospitals: An institution providing primary health services and medical or surgical care to persons, primary inpatients, suffering from illness, disease, injury, deformity and other abnormal physical or mental conditions. The facility must have 24-hour emergency care with a doctor on duty at all times.

Resort: A facility with at least 75 rooms where the primary attraction is generally recreational features and activities that are the main focal point of a vacation.

Visitor Information Centers: A facility where the primary purpose of its operation is to provide, information and tourist supportive services. Must be approved by the State Department of Community and Economic Development.

Transportation

Airports: A public use facility licensed by the State Department of Transportation for landing and takeoff of aircraft, and for receiving and discharging passengers and cargo.

Heritage Roads, Historic Routes and Trails: A road, trail, or route designated by the State Department of Conservation and National Resources (DCNR), United States Department of the Interior, or other Federal agency as being part of a national or state recognized historic or heritage park/trail system.

Railroad/Bus/Ferry Stations: A passenger terminal utilized for discharging and picking up passengers and ticketing.

Scenic Overlook: An area, usually at the side of the road, where persons can observe a scenic area such as significant geology, unique botanical resources, or across expanses of land such as farmlands, woodlands, or across mountaintops or ridges.

SAMPLE CRITERIA FOR INCLUSION

STEP 2

Sample Criteria Ranking Form

Vehicular and Pedestrian Program

The minimum score to qualify is 55.

GRAND TOTAL

1. Size of Attraction

An attraction should report the total number of full time employees or full time equivalent for part-time employees, during the Attraction’s peak season. For example, an employee that works 50 percent of a normal full time employee than that employee should be counted as .5. Non-profit Attractions can count volunteer staff, using the same method of equivalent calculation.

Number of Full Time Employee Equivalents

- ☐ 101+ (25 points)
- ☐ 51-100 (20 points)
- ☐ 11-50 (15 points)
- ☐ <10 (10 points)

Score

2. Adequate Road System

- ☐ Paved Access Road/Entrance with clearly visible entrance signing (10 points)
- ☐ Unpaved Access/Road Entrance with clearly visible entrance signing (5 points)
- ☐ Unclear Entrance with sign not clearly visible with 200 feet of entrance (0 points)

Score

3. Adequate Parking Facilities

- ☐ Sufficient parking based on the Institute of Transportation Engineers Standards for Parking Generation, 2004 for the acceptable ratio of Attraction attendance capacity and parking spaces on a paved area. (15 points)
- ☐ Sufficient parking based on the Institute of Transportation Engineers Standards for Parking Generation, 2004 for the acceptable ratio of Attraction attendance capacity and parking spaces on an unpaved area. (10 points)
- ☐ Legal on street parking or parking in municipal lots or garages within ¼ mile of Attraction. (10 points)
- ☐ Insufficient parking on Attraction property based on the Institute of Transportation Engineers Standards for Parking Generation, 2004, for the acceptable ratio of Attraction attendance capacity and parking spaces. (5 points)
- ☐ No parking (0 points)

Score

4. Seasonal Operation

- ☐ Open 12 months per year (20 points)
- ☐ Open at least 6 months per year (15 points)
- ☐ Open less than 6 months per year (5 points)

Score

5. Hours of Operation

- ☐ Open 56 or more hours per week. (20 points)
- ☐ Open between 40 and 56 hours per week (15 points)
- ☐ Open less than 40 hours per week (10 points)

Score

6. Attraction of Regional Significance as Identified by Stakeholders

- ☐ National Recognition: Destination has a very high level of recognition among the general public across the United States, where little explanation is needed prior to arriving to the region or city. Examples may include the Statue of Liberty, Disney World, St. Louis Arch, or the White House. (20 points)
- ☐ Regional Recognition: Regional Recognition: Destination is well known to the general public within a specific geographical region, such as the southeast or the east coast, or within a specific region of an individual state. Destination is generally associated to a region, may be used for regional business or is a learned tourism attraction upon arrival to a region. Examples may include The Museum of the Pacific War, the Philadelphia Zoo, Atlanta’s Olympic Park, a County Courthouse, a Visitor Center. (10 points)
- ☐ Local Recognition: Local Recognition: Destination is primarily used by the local community for business or recreation. This may also include small historic sites. Examples include a community park, post office, Local Historical Society/ History Museum, or “boyhood home” of a President. (5 points)

Score



VISUAL CLUTTER

The issue of visual clutter is something with which all cities must struggle. Signs, benches, parking meters, bollards and other street furniture all present image, safety and access issues.

Solving a citywide problem of “visual clutter” is a much larger issue than just signage and is beyond the scope of work this project currently covers or is charged with correcting, but we recognize it is a criteria that must seriously be considered as we move through the planning and design process.

The major challenge for the Fredericksburg Wayfinding Program, is along Main Street, where limited horizontal clearance is available, canopies provide vertical clearance issues and trees make placement difficult as well as provide significant visual obstacles.

How the new wayfinding program cleans up clutter:

One of the primary results of a coordinated sign program is that it naturally reduces clutter, by presenting a consistent design and organized information.

The new sign program will reduce the need for multiple signs at congested decision points. 1 sign holds three messages, rather than 3 signs arbitrarily mounted to a pole.

Consistent design: Standard colors, graphics, typefaces and size help to

present a well-planned community and a uniform identity for the city.

Sign placement is planned as part of a comprehensive system, taking into consideration both the environment and street furniture. Placement is also logical and based on coordinated citywide sign system

The design team will endeavor to mount pedestrian and parking trailblazer sign types to existing poles whenever possible. This will reduce the quantity of poles added to current street conditions as well as reduce street obstacles for cyclist and pedestrians.

The design team will develop a graphic standard for all parking signs. This will reduce the visual clutter by providing a singular graphic for all parking lots and trailblazers.

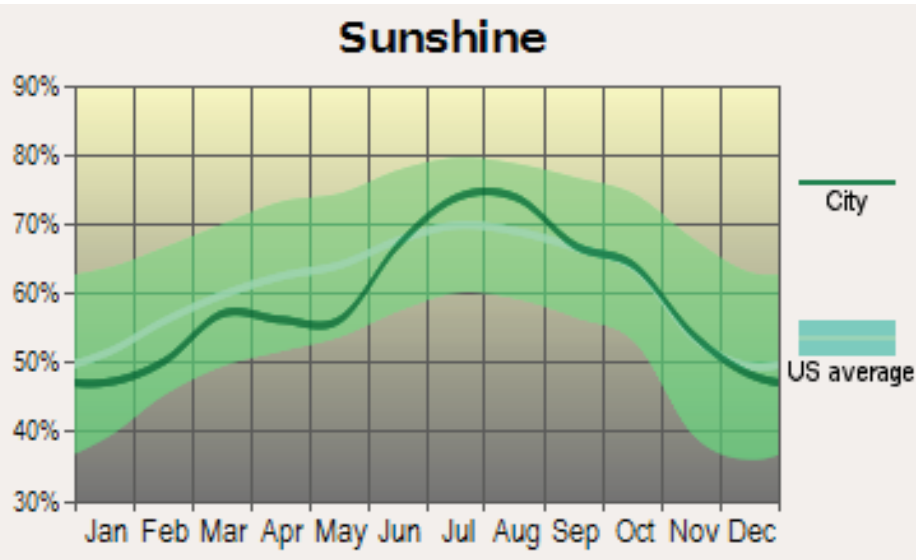
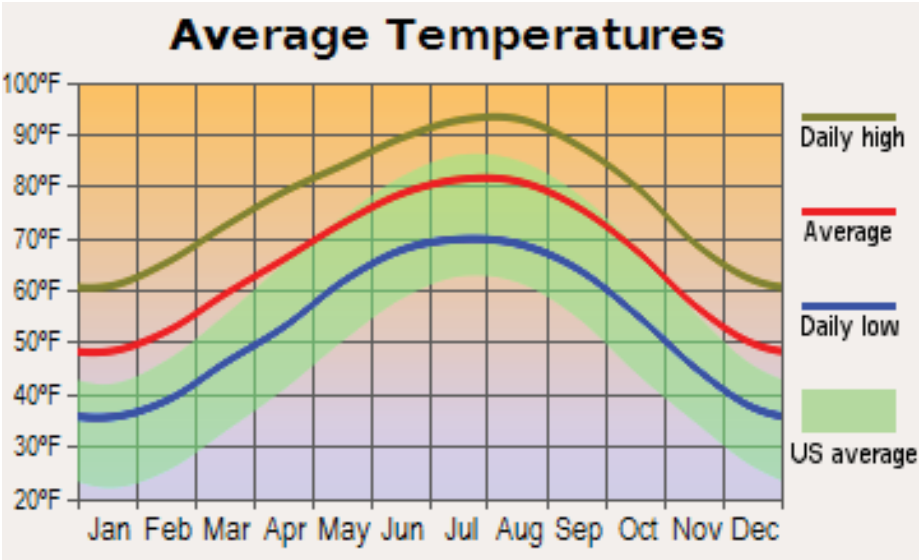
Additional Recommendations:

This sign program will remove all existing signs, it DOES NOT ADD more signs. This will be coordinated with the installation of the new signs.

Purge and Repair: All unnecessary, damaged or inappropriate street furniture should be removed or replaced.

If not already established a “Design Standard Manual” should be set (and utilized) for all street furniture. This would provide a variety of coordinated options throughout the city based on individual

CLIMATE AND URBAN CONDITIONS



The Texas climate presents tough conditions for any element that is placed outside and expected to last many years. Signs in particular must resist fading, peeling, and warping.

The following criteria will be used to address the functional and maintenance aspects of the system.

TEXAS CLIMATE

Ultra-Violet Rays
The consultant team has researched materials and finishes that will best withstand the extreme sun and heat presented in the climate of TEXAS, realizing that fading and warping are to be minimized.

- To reduce color fading as a result of intense UV light:
1. Use paints with high pigment quality
 2. Apply a clearcoat with UV inhibitors

3M vinyl also has a reduced warranty for its standard colors in TEXAS conditions. Custom colors will likely receive little to no warranty

Windloads
The signs shall be engineered to withstand force winds of a minimum of 90 mph.

Corrosion
The consultant team will research materials and finishes that will best withstand the corrosive nature of the conditions that in Texas.

Soil
Consultants shall research if there are any special requirement of criteria for the soil and foundations that form Fredericksburg

URBAN CONDITIONS

Graffiti
All exposed painted surfaces shall receive Dupont Imron 5000 Clear Anti-Graffiti Protection or equal.

Stickers
Stickers are generally the biggest maintenance issue. Goo-Gone works best for removal.

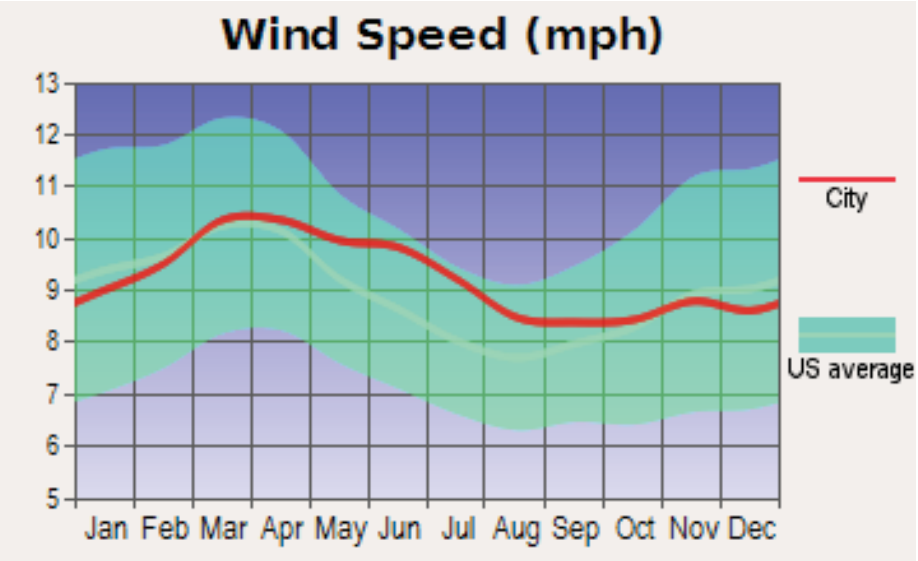
Fasteners
All exposed fasteners utilize tamper resistant hardware that require special tools in order to disassemble.

Breakaway Post
All signs shall be fabricated with standard Texas Department of Transportation Break-Away Post details.

Foundations
Slip Base or Sleeve footers are best for high traffic areas.

Poured in Place Concrete is required; mixed to the specifications required by The Texas Department of Transportation.

Class B Concrete at a minimum of 3000 PSI is generally required.



MANAGEMENT AND MAINTENANCE

Management can be handled through the establishment of a governing body that oversees the funding, maintenance, and expansion of the sign program. A project manager should be assigned the responsibility of day to day management of the system. Maintenance should be the shared responsibility of the City and the programs Stakeholders.

The Sign

Foundations: Choose the foundation system that fits the environment. Embedded for soil and park conditions. Slip Base or Sleeve for high traffic areas. Remember to have a clear foundation removal and replacement plan in place before selecting a foundation system.

Pole: Pole color and paint should be selected based on location. Use of existing poles is possible in very select conditions and only with clear structural engineering drawings. Poles get the most graffiti damage so have a continuous cleaning and repainting program in place.

Panel: Should have a higher-level professional cleaning program in place. Panels in high sun or tougher areas should be coated with a film, (Tedlar, mylar) to protect against ultraviolet rays. Cleaning should be carefully done with a lemon soap for stickers, and a mild paint thinner for graffiti. Professionals or highly trained staff should complete panel cleaning.

Special Considerations

Windloads: The signs should be engineered to withstand force winds of a minimum of 90 mph.

Availability of Materials: All sign components are made of industry standard materials and fabrication techniques. These include: 1/4 thick aluminum sheet, 4” tube poles, reflective vinyl, automotive grade paint.

In-House Fabrication: Will likely be limited to graphics and lettering for changing messages, poles, foundations, and installation. Initial “attic stock” of parts should be included in the base bid of each phase of the project. Attic stock can include poles (painted), sign panels (painted/no lettering), brackets finished and painted and other parts.

Historic Compatibility: Signs are designed to coordinate with the historic nature of the area. Design considerations include size, scale, color, placement, and quantity of signs. Future signage additions should adhere to the design philosophy established by the sign program.

Best Cleaning practices

Maintenance Schedule: Signs should be cleaned at least annually, twice a year is preferred.

Dirt and Grime: A mix of Simple Green and water

Removing Graffiti: Mild Enamel Thinner

Removing Stickers: Goof Off / Goo Gone

Lettering: For gateways or panels that will not be changed often a complete film coating or silk-screening works best. For signs that will change a durable vinyl lettering with a clear program for changing information. Panels and letter placement should be designed to permit ease of changing information (Standard message heights, etc.)

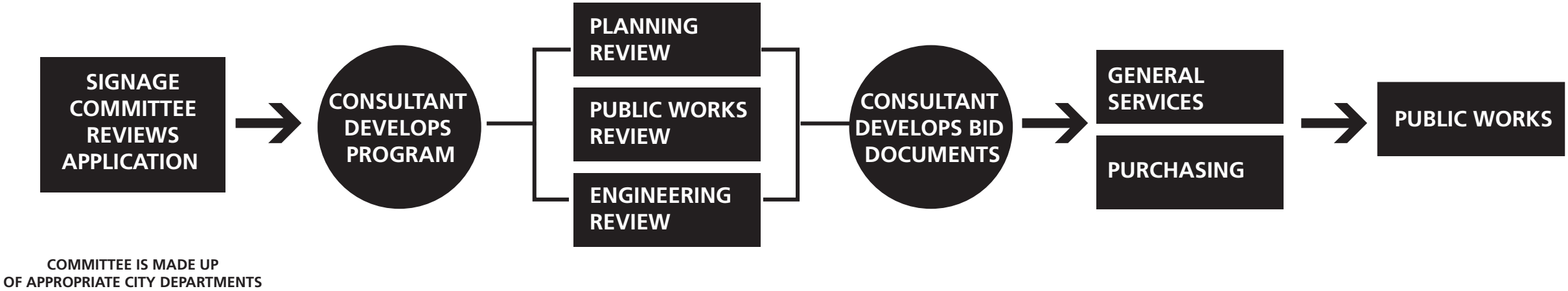
Maintenance Matrix for Permanent Signs

Sign Longevity	0-4 Years	5-9 years	9-25 years
Design and Planning	Extensive design and planning pro-gram continues even after sign system in place. Client plays a crucial role	Moderate amount of design and planning. Less input needed from the client.	One time design and planning costs.
Sign System	Light attachment details. Flexible System. Extensive computerized sys-tem schedule.	Attachment details allow for some replacement. Com-puter database for sign changes	Durable attachment. Very difficult to re-move. No database needed for system.
Materials	Low grade materials	Medium Grade ma-terials.	High quality materi-als
Changeability	Limited Changeabil-ity. Signs need little demountability of parts but signs must be easy to remove.	Moderate Change-ability. Extensive demountability of sign parts especially the sign face.	Complete Change-ability. Every part of the sign must be fitted with removable parts for changes in the system
Cleaning	No major investment in cleaning	Major cleaning schedule	Major cleaning schedule
Replacement	Replacement sched-ule on a month-by-month basis.	Yearly replacement schedule	Bi-yearly replace-ment schedule
Management	Extensive daily inter-play between client and fabricator	Monthly interplay between client and fabricator	Monthly interplay between client and fabricator

This information was developed with assistance from Craig Berger of the Society for Environmental Graphic Design.

MANAGEMENT AND MAINTENANCE

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TASKS

NEW DESTINATION(S) IDENTIFIED	UTILIZING THE STANDARDS DEVELOP SIGN LOCATION PLANS AND MESSAGE SCHEDULE	PLANNING DEPT., ENGINEERING AND PUBLIC WORKS REVIEW PROGRAM FOR CONFORMANCE	FINAL DOCUMENTS PREPARED FOR PROCUREMENT	GENERAL SERVICES APPROVES FUNDING AND ISSUES AND RECEIVES BIDS	SHOP DRAWING REVIEW INSTALLATION COORDINATION
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SECTION 2: WAYFINDING ANALYSIS

TECHNICAL CRITERIA

MUTCD COMMUNITY WAYFINDING GUIDE

Section 2D.52 Community Wayfinding Signs

Support: Community wayfinding guide signs direct tourists and other road users to key civic, cultural, visitor, and recreational attractions and other destinations within a city or a local urbanized or downtown area. Color coding is sometimes used on community wayfinding signs to help road users distinguish between multiple potentially confusing traffic generator destinations within a community or area. Community wayfinding guide signs are a type of destination guide sign for conventional roads with a common color and/or enhancement marker identifier for destinations within an overall wayfinding guide sign plan for an area.

Standard: Because regulatory, warning, and other guide signs have a higher priority, community wayfinding guide signs shall only be installed where adequate spacing is available between the community wayfinding guide sign and other higher priority signs. Community wayfinding guide 1 signs shall not be installed in a position where they would obscure the road users’ view of other traffic control devices.

At the boundaries of the geographical area within which community wayfinding guide signing is used, informational guide signs shall be posted to inform road users about the presence of wayfinding signing and to identify the meanings of the various color codes or pictographs that are being used.

These informational guide signs shall have a white legend and border on a green background and shall have a design similar to that illustrated in Figure 2D-1. These informational guide signs shall not be installed on freeway mainlines.

Option: The informational guide signs described in the previous paragraph may be installed on expressways and on freeway exit ramps near the downstream end of the ramp.

Standard: The color coding and enhancement markers of the community wayfinding guide signing system shall be included on the informational guide sign posted at the boundary of the wayfinding guide sign area. The color coding shall be accomplished by the use of different colored square or rectangular panels on the face of the informational guide sign. The size of the colored square or rectangular panels shall be in accordance with the size requirements for pictographs (see Section 2D.07).

Option: The different colored square or rectangular panels may include either a black or a white (whichever provides the better contrast with the color of the panel) letter, numeral, or other appropriate designation to identify the destination.

Except for the informational guide sign posted at the boundary of the wayfinding guide sign area, community wayfinding guide signs may include panels that have background colors other than green in order to provide a color “identity” for the wayfinding destinations by type or group of destinations or by geographical area within the overall wayfinding guide signing system. Except as noted in the Standard below, in addition to the colors that are approved in the MUTCD for use on official traffic control signs (see Section 2A.10), other colors may also be used for the color coding of individual panels on community wayfinding guide signs.

Standard: The MUTCD standard colors of red, orange, and yellow shall not be used as background colors (color coding) for community wayfinding guide signs, in order to minimize possible confusion with crucial regulatory and warning sign color meanings readily understood by motorists.

The minimum contrast value of legend color to background color for community wayfinding guide signs shall be at least 0.70 (or 70%). All messages, borders, and legends of community wayfinding guide signs shall be retroreflective and all backgrounds shall be retroreflective or illuminated.

Guidance: Wayfinding guide signs should be rectangular in shape. Simplicity and uniformity in design, position, and application as described in Section 2A.06 are important and should be incorporated into the wayfinding guide sign design and location plans for the area.

Wayfinding signs should be limited to 3 destinations per sign (see Section 2D.07).

Abbreviations (see Section 1A.15) should be kept to a minimum, and should include only those that are commonly recognized and understood, such as AVE (for Avenue), BLVD (for Boulevard), N (for North), or JCT (for junction).

Option: White or black (whichever provides the better contrast with the color of the panel) horizontal lines may be used to separate destinations that have the same wayfinding background panel color from each other.

Support: The basic requirement for all highway signs is that they be legible to those for whom they are intended and that they be understandable in time to permit a proper response. Among the desirable attributes of a sign are high visibility by day and night, high legibility (adequately sized letters or symbols), and a short legend for quick comprehension by the road user approaching the sign.

Standard: Except as noted in the Option below, all of the lettering on community wayfinding guide signs shall be in the fonts provided in the “Standard Highway Signs and Markings” book (see Section 1A.11) in order to provide optimum legibility.

Option: A font other than those provided in the “Standard Highway Signs and Markings” book may be used on community wayfinding guide signs if an engineering study determines that the legibility and recognition values for the chosen font meet or exceed the values for the fonts provided in the “Standard Highway Signs and Markings” book for the same legend height and brush stroke width.

Standard: Except for signs that are intended to be viewed only by pedestrians, bicyclists, or occupants of parked vehicles, Internet and e-mail addresses shall not be shown on any community wayfinding guide sign, including on any supplemental plaques, sign panels, or changeable message signs that are associated with the sign.

The lettering for street names and destinations on community wayfinding guide signs shall be a combination of lower-case letters with initial upper-case letters (see Section 2D.05). All other word messages on wayfinding guide signs shall be in upper-case letters.

Guidance: Word messages should be as brief as possible and the lettering should be large enough to provide the necessary legibility distance.

A minimum specific ratio of 25 mm (1 in) of letter height per 9 m (30 ft) of legibility distance, should be used. Except as noted in the Option below, the minimum letter height for community wayfinding guide sign legends should be 150 mm (6 in).

Option: On local streets that have a speed limit of 40 km/h (25 mph) or less, a minimum letter height of 100 mm (4 in) may be used for community wayfinding guide sign legends.

Guidance: The arrow location and priority order should follow the provisions described in Sections 2D.08 and 2D.34. Except as noted in the Option below, arrowheads should be the same design as that specified in Section 2D.08.

Option: The alternative arrow designs that are shown in Figure 2D-18 may be used on community wayfinding guide signs.

Standard: If the alternative arrow designs that are shown in Figure 2D-18 are used, they shall be the same overall size as the prescribed standard arrows.

Option: Pictographs (see Section 1A.13) that comply with the size and design provisions of Section 2D.07 may be used on community wayfinding guide signs.

Standard: Except for the pictographs described in the previous paragraph, symbols that are not approved in the MUTCD for use on guide signs shall not be used on community wayfinding guide signs.

Commercial graphics (logos) for businesses shall not be used on community wayfinding guide signs, including within the pictographs.

Option: Other graphics that specifically identify the wayfinding system, including enhancement markers, may be used on the overall signing assembly and sign posts.

Support: An enhancement marker consists of a shape, color, and/or pictograph that is used as an aesthetic identifier for the community wayfinding guide signing system for an area as a whole. Figure 2D-19 shows examples of enhancement marker designs that can be used with community wayfinding signs.

Option: An enhancement marker may be used with community wayfinding guide signs, or may 1 be incorporated into the overall design of a wayfinding guide sign, as a means of aesthetically identifying the wayfinding guide sign.

Standard: The sizes and shapes of enhancement markers shall be smaller than the community wayfinding signs themselves. Enhancement markers shall not be designed to have an appearance that could be mistaken by road users as being a traffic control device.

TECHNICAL CRITERIA

VEHICULAR DESIGN REQUIREMENTS

- Maximum of 3 listings per sign, with a maximum of 2 lines per attraction listing.

- Color contrast should be at least 70 percent between typeface and background.

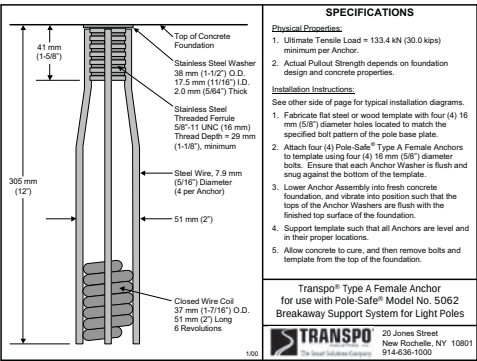
- Type size to be 4 inches for signs in urban conditions with speeds of 25 mph or less and 5-6 inches for signs on roadways over 25 mph.

- Clearview HWY typeface is approved by DOT.

- Background and graphics to be CUSTOM Color - Printed High Intensity Prismatic Vinyl.

- Signs must have a clearance of at least 7 feet (ft.) off the ground and 36" lateral Clearance to satisfy the Americans with Disabilities Act requirement.

- Minimum of 150 feet between signs, with a goal of one sign per city block.



PARTS LIST

ITEM DESCRIPTION	SIZE/SPECIFICATIONS	QTY/ UNIT	PART NUMBER
1 Bracket, Type AP3, AP3.5, AP4, AP4.5	6061-T6 Aluminum	2	SHADP3, 35, 40, 45, 5174
2 Bracket Adapter, Type AP3, AP3.5, AP4, AP4.5	6061-T6 Aluminum	2	SHADP3, 35, 40, 45, 5174
3 Bracket Adapter Assembly, Type AP3, AP3.5, AP4, AP4.5, Includes:		1	SB-AP3, 35, 40, 45, 5174
3a Bolt	1/2-13mm(7/16)nc, 16 Head, 4090 A193, 304, 316, A193 A194	4	
3b Wash/Washer	12mm(1/2)nc, 16 Head, 4090 A193, 304, 316, A193 A194	4	
3c Lock/Washer	12mm(1/2)nc, 16 Head, 4090 A193, 304, 316, A193 A194	4	
4 Coupling & Spacer Bolt Assembly, Type A, Includes:		1	SB-CAP
4a Spacer Bolt	12mm(1/2)nc, 11UNC, A193 A194, 304, 316, A193 A194	4	
4b Coupling	12mm(1/2)nc, 11UNC, A193 A194, 304, 316, A193 A194	4	
4c Shim	12mm(1/2)nc, 16 Holes, 14 Dia, 4090, 4090, 4090, 4090	2	
4d Shim	12mm(1/2)nc, 16 Holes, 14 Dia, 4090, 4090, 4090, 4090	2	
5 Anchor Assembly, Type A, Includes:		1	SB-APC
5a Anchor	15.8mm(5/8)nc, 11UNC, 304 S.S. Material, 16 Holes, 16 Dia, 4090, 4090, 4090, 4090	4	

BREAK-SAFE MODEL AP SELECTION TABLE

BREAK-SAFE MODEL	OUTSIDE PIPE DIAMETER (O.D.)	NOMINAL SCH. 40 PIPE SIZE
AP3	76 mm (3")	-
AP3.5	89 mm (3-1/2")	76 mm (3")
AP4	102 mm (4")	89 mm (3-1/2")
AP4.5	114 mm (4-1/2")	102 mm (4")

GENERAL NOTES:

- Break-Safe made up of components of "ASTM Standard Specifications for Structural Supports for Highway Signs, Luminaires and Traffic Signals."
- Break-Safe Mount set is designed to fit pipe or minimum round pipe diameter. See Table above for pipe sizes.
- All hardware items are American Standard sizes, conformance with ASTM A163 (flat top) or ASTM B62 (hex) is mandatory.
- Fasteners, except for special bolt and couplings, are installed in accordance with the above specific hardware requirements. Fasteners should be secured as required in compliance with applicable codes, unless noted otherwise.
- Supports and base installation components, particularly anchors, are designed to be installed in concrete or masonry and not in steel.
- It is recommended that the Coupling and Shim be secured to the base plate with 4090 bolts in pairs of couplings.
- Refer to other set of pages for complete installation instructions.

30 Jones Street
New Rochelle, NY 10801
914-536-1000
www.transco.com

Break-Safe Model AP Breakaway Support System for Sign Posts

Scale: Not To Scale Date: November 2000

Patent Nos. 4,328,768 and 5,208,645

Drawing No. BS-AP-1

Page 1 of 2

General Notes:
The City of Fredericksburg involved in the program shall enter into an agreement with the Texas Department of Transportation to assume all responsibility in the maintenance and management of the signs within the Right-of-Way (ROW).

Numbers correspond to line items in the guidelines for Wayfinding Signs along state maintained roads.

Items highlighted in red deviate from the guidelines for Wayfinding Signs along state maintained roads.

- 3a **Message Quantity 35 MPH -**
Four Destinations Max.
- 3b **Messages Quantity 35 MPH +**
Three Destinations Max.

- 6 Footer**
Break-Away or Yielding in Design as detailed in
CALTRANS Roadway Standard Drawings
or as approved by FHWA

- 7a Sign Panel Background**
Product: 3M Diamond Grade Reflective Sheeting
Background: Custom Color

- 7b) Font for 25 MPH or less**
Style: Clearview 2W
Color: Standard - White
Size: 4" Copy Height

- 7c) Font for 25 MPH or more**
Style: Clearview 2W
Color: Standard - White
Size: 5"-6" Copy Height

- 7d) **Arrow**
Style: **Serif**
Color: Standard - White
Hand: "All Left"

- 9 Material**
 Product: 3M Diamond Grade Reflective Sheeting
 Color:
 Background: Custom Color
 Arrow, Font Rule Line: Standard White 3990

TxDOT Guidelines for Wayfinding Guide Signing

Section 1. General Description

Wayfinding guide signs are a systematic network of directional signs installed and maintained by a city to guide the traveling public to major civic, cultural, visitor, and recreational destinations within a specified region with the minimum number of signs. The goal of a Wayfinding Guide Sign System Plan should be to take advantage of local geographical areas (medical district, historical district, etc.) to replace turn by turn trailblazing to specific, individual locations. With this process, a region's most prominent features and assets are called out and promoted, but only as required to serve visitor guidance.

Section 2. Definitions

- A. City Pride Sign Program - An existing TxDOT sign program that allows municipalities to erect signs near its jurisdictional limits that displays points of interest or geographical, recreational, cultural, or civic information. The City Pride Sign Program policies and procedures are contained in the Texas Administrative Code.
- B. Conventional Road – A street or highway other than a freeway or expressway without access control. A conventional road may include the frontage road of freeways.
- C. Enhancement Marker – A sign or portion of a sign where a shape, color, or pictograph is used as an aesthetic identifier at the top or side of and incorporated into a wayfinding guide sign. An enhancement marker can be incorporated into a wayfinding guide sign or an attachment to the sign.
- D. Pedestrian Directional Sign – Smaller versions of Vehicular Directional Signs to be viewed by pedestrians or bicyclists and not motor vehicle operators.
- E. Pictograph – A non-commercial graphic for a governmental agency or public institution.
- F. TMUTCD – The Texas Manual on Uniform Traffic Control Devices.
- G. Vehicle Directional Sign – A directional guide sign that guides the traveling public to civic, cultural, visitor, and recreational destinations within a specific region.

- H. Wayfinding Guide Sign System Plan – The location area, design, engineering, and sign plan submitted to TxDOT for approval. The Plan shall include:
 - Sign detail with dimensions, colors and font size for each sign
 - Mounting height, type and location of mount
 - Distance to any existing adjacent traffic control devices, driveways or other physical roadway features

Section 3. Roles of Cities and TxDOT

A current Municipal Maintenance Agreement between the City and TxDOT must exist. Per the agreement, with written approval from TxDOT the city can install and maintain signs within TxDOT right-of-way along conventional roadways provided the sign and sign structure meet TxDOT requirements. Vehicular Directional signs shall be located so as not to interfere with, obstruct or divert roadway user's attention from official traffic control devices. To implement a Wayfinding Program, the city must submit a Wayfinding Guide Sign System Plan to the local TxDOT district for approval.

On the state highway system, a Wayfinding Guide Sign System Plan may only be applied to conventional roads and only with written approval from TxDOT.

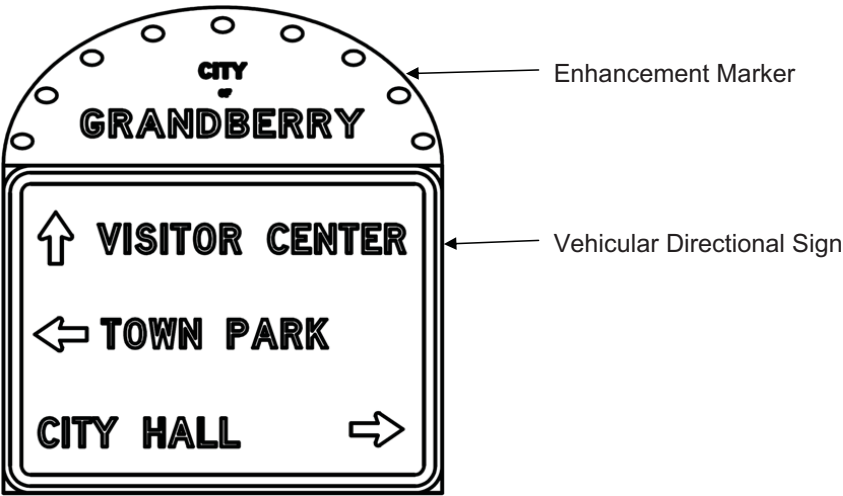


Figure 1. Wayfinding Guide Sign

If TxDOT determines that additional regulatory, warning or guide signing is needed, it may require the city to remove or relocate an existing or planned wayfinding guide sign at the expense of the city. Additionally, the city shall remove a wayfinding guide sign if it has not provided a replacement sign within 60 days of written notification from TxDOT that the sign is damaged, broken, faded or has become a hazard.

Section 4. Types of Wayfinding Guide Signs

Wayfinding guide signs are not permitted on controlled access facilities, including ramps. Once the wayfinding guide signs are approved in writing by TxDOT, the fabrication, installation, and maintenance of all wayfinding guide signs and their assemblies are the responsibility of the city. Signs on TxDOT right-of-way shall be installed on a standard TxDOT support or an alternate support approved by the Traffic Operation Division. Signs on TxDOT right-of-way shall be installed at the appropriate height, offset from travel lane, and spacing from other traffic control devices in accordance with the TMUTCD or TxDOT standards.

A. City Pride Signs

City pride signs may be incorporated into a wayfinding guide sign system plan. The City Pride Sign Program allows cities to erect and display signs concerning points of interest or geographical, recreational, cultural, or civic information at the city limits on state highway right-of-way. If city pride signs are used, the rules for the City Pride Sign Program must be followed (see City Pride sign rules in the Texas Administrative Code, Title 43, Part 1, Chapter 25, Subchapter H).

B. Boundary Area Guide Signs

Boundary Area Guide Signs are informational guide signs at the boundaries of the geographical area of the wayfinding guide signing which identify the use of the color coding for the various districts, regions or destinations within the area. These signs shall be green background with white legend. The color coding shall be accomplished by the use of different colored square or rectangular panels on the face of the guide signs as described in Section 2D.03 of the TMUTCD.

C. Enhancement Markers

Enhancement markers may be used, at the option of the city, as a means of aesthetically identifying the wayfinding guide sign. An enhancement marker may be on the top or side of a wayfinding guide sign. The size and shape of an enhancement marker shall be smaller in comparison to the wayfinding guide signs themselves and approved by TxDOT. Enhancement markers shall not be designed to have an appearance that could be mistaken by road users as being a traffic control device.

D. Vehicle Directional Signs

A vehicular directional sign is installed on conventional roadways providing vehicular directional guidance to destinations or groups of destinations (i.e. Historic District, Medical District, etc.). In regard to location priority, regulatory, warning and guide signs shall have a higher priority than wayfinding guide signs (see TMUTCD Section 2A.16).

Vehicle Directional signs should be limited to 3 destinations per sign and shall not contain commercial advertising. Arrow location and priority order should follow that shown in the TMUTCD. Arrowheads should also be the same design as the Texas Standard Highway Sign Designs. Additional requirement for wayfinding guide signs are detailed in Section 5.

E. Pedestrian Directional Signs

Pedestrian Directional Signs are intended for viewing by pedestrians and bicyclists and should be oriented away from the view of motorists. Pedestrian Directional Signs should not be located in TxDOT Right of Way. Pedestrian Directional Signs may be kiosks and may contain maps of the area. The design, installation, and maintenance of pedestrian directional signs are the full responsibility of the city.

Section 5. Design and Legibility of Wayfinding Guide Signs

A. Basic Requirements and Font

Wayfinding signs are guide signs and they should be rectangular in shape. Standardized colors and rectangular shapes should be used so as to maintain their distinction to the motorist as guide sign information. Simplicity and uniformity in design, position, and application as described in TMUTCD Section 2A.06 are important.

The basic requirements of all highway signs are that they be legible to those whom they are intended and that it be understandable in time to permit a proper response. Desirable attributes include: high visibility by day and night and high legibility (adequately sized letters or symbols, and a short legend for quick comprehension by a road user approaching a sign).

Standard Highway Signs (SHS) alphabet fonts provide optimized legibility. If a font other than an SHS alphabet font (Highway Gothic or Clearview) is used, approval from the Federal Highway Administration shall be required.

Except for signs intended for viewing only by pedestrians, bicyclists, or occupants of parked vehicles, internet addresses shall not be shown on any sign, supplemental plaque, sign panel (including logo panels on specific service signs), or changeable message sign.

B. Retroreflectivity of Wayfinding Guide Signs

Wayfinding guide signs shall be retroreflective or illuminated to show the same shape and similar color by both day and night, unless specifically stated otherwise in this or other TxDOT policies of a particular sign or group of signs. The requirements for sign illumination shall not be considered to be satisfied by street or highway lighting.

C. Word Legends on Wayfinding Guide Signs

Wayfinding guide signs should be limited to 3 destinations per sign (See TMUTCD Section 2D.07) and shall not contain commercial advertising.

Abbreviations (see TMUTCD Section 1A.14) should be kept to a minimum, and should include only those that are commonly recognized and understood, such as AVE (for Avenue), BLVD (for Boulevard), N (for North), or JCT (for Junction).

Word messages should be as brief as possible and the lettering should be large enough to provide the necessary legibility distance. A minimum specific ratio of 1 inch of letter height per 30 feet of legibility distance should be used. Except as noted in the option below, the minimum size of sign legend is 6" for signs on conventional roads. Low speed (25 mph) local streets may have a minimum legend size of 4" (see TMUTCD Section 2A.14).

D. Colors and Legend Contrast

The colors of TMUTCD red, TMUTCD orange, TMUTCD green, TMUTCD fluorescent yellow-green and TMUTCD yellow shall not be used as background colors (color coding) for wayfinding guide signs in order to minimize possible confusion with crucial regulatory and warning sign color meaning readily understood by motorists.

Colors other than the approved TMUTCD colors may be used for color coding of wayfinding guide signs accomplished by the use of different colored square or rectangular panels on the face of the guide signs to provide a color "identity" for the wayfinding destinations by type of destination or by geographical area of the destination.

A minimum contrast value of legend color to background color of 0.70 or 70% is required for wayfinding guide signs (ADA minimum contrast value).

E. Graphics on Wayfinding Guide Signing

Wayfinding guide signs shall not contain commercial advertising or commercial graphics (logos) of businesses, including within the pictographs.

Symbols shown in the TMUTCD are allowed for use on wayfinding guide signs.

Pictographs are allowed for use on wayfinding guide signs. A pictograph is a graphic for a governmental agency (such as for the Dallas Area Rapid Transit light rail system) or a public institution (such as a college or university or public stadium). A stadium with naming rights of a business such as Heinz Stadium shall not display the Heinz company logo on the wayfinding guide signing. The maximum dimension (height or width) of a pictograph shall not exceed the size of the route shield on the guide sign. If the guide sign does not include a route shield, the maximum size of the pictograph shall not exceed four times the letter height of the legend.

Other graphics that specifically identify the wayfinding system, including enhancement markers, may be used on the overall signing assembly and sign posts.

Terminologies

DISTRICTS

Main Street
West Main St.

ATTRACTIONS

Farmers Market
Fredericksburg Trade Days
Fredericksburg Winery
Gillespie Cty. Fairgrounds
Herb Farm
Market Square*
Pacific Combat Zone
Race Barn

GOVERNMENT

Airport
City Hall
Courthouse
Courthouse Annex
Fredericksburg High School
Law Enforcement Center
Library
Markt Platz*

HISTORICAL/ARCHITECTURAL (400s)

Fort Martin Scott

TOURIST SERVICES (600s)

Visitor Welcome Ctr.
Visitor Info Ctr.

CULTURAL / INSTITUTIONAL (300s)

Admiral Nimitz Museum
Fredericksburg Theater Co.
National Mus. of Pacific War
Pioneer Museum
Vereins Kirche Museum

EDUCATION

Fredericksburg High School
Hill Country Univ. Center

RECREATIONAL (500s)

Cross Mountain
Fredericksburg Nature Center
Lady Bird Johnson Park & Golf Course
Old Fair Park
Oakcrest Park

CORRIDORS

290 East
290 West
16 South
87 South
87 North

TRAILBLAZERS



OUTSIDE OF CITY LIMITS OR PRIVATE BUSINESS

Enchanted Rock
LBJ National Park
LBJ State Park
Luckenbach

RED COPY indicates line length is too long, message needs to be abbreviated

BUSINESSES MAY BE CONSIDERED ON INFORMATION KIOSK MAPS AND WEB SITES

Theaters

Restuarants

Shops and Galleries



TERMINOLOGIES AND ABBREVIATIONS

The following baseline measurements were used for this study:

VEHICULAR SIGNAGE:

Sign Panel Width: 3’-4”
Character Height: 4”
Test Typeface: Clearview HWY-2
Qty. Lines per Listing: Goal = 1
Acceptable= 2
Qty. Characters per Listing: Goal = 20 or less
Acceptable = 24 max.

PEDESTRIAN SIGNAGE:

Sign Panel Width: 2’-0”
Character Height: 1.5”
Test Typeface: Clearview HWY-2
Qty. Lines per Listing: Goal = 1
Qty. Characters per Listing: Goal = 15 or less
Acceptable = 18 max.

The destination terminology and abbreviations shown here are PRELIMINARY and for discussion purposes only.

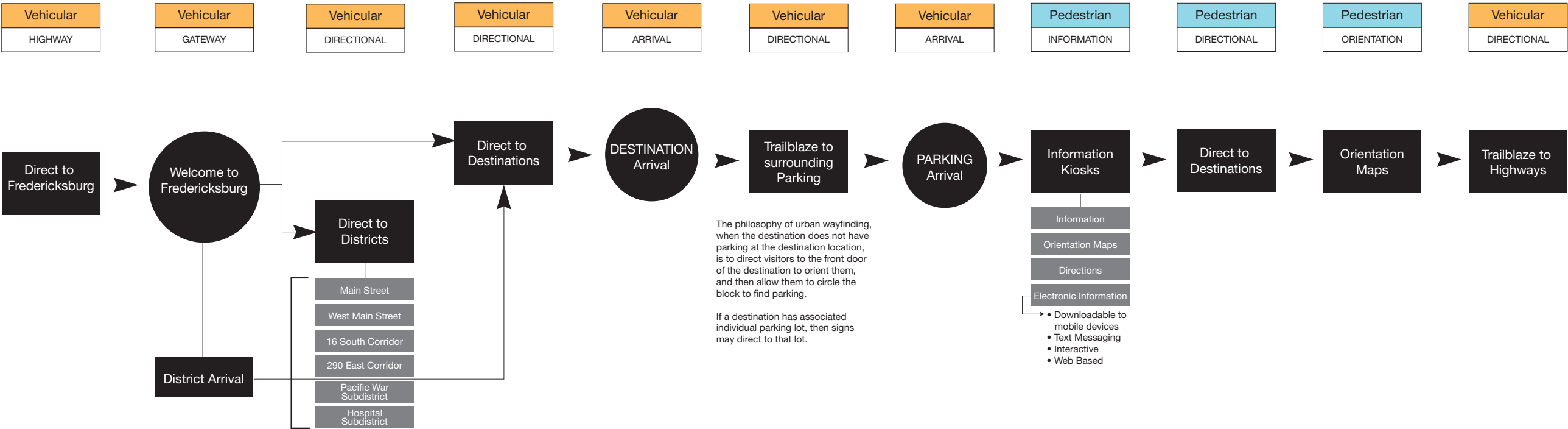
RECOMMENDATIONS:

1. Remove “Fredericksburg” from destination listings.
Example: “Fredericksburg Trade Days” becomes “Trade Days”
2. Potential name change prior to installation of signage program.
3. Use only commonly recognized abbreviations.
Use consistent terminology and abbreviations throughout system.
Examples: Avenue = Ave.
4. Destinations located outside of City Limits may require one “straight ahead” trailblazer.

* Future

Markt Platz or Market Square*

INFORMATION HIERARCHY



The primary focus will be to coordinate terminology to create consistent messaging and provide a seamless journey for visitors as they transition from interstate to the City wayfinding program.	The design team will consider a variety of elements which welcome visitors to Fredericksburg. This can include architectural elements, public art, lighting, landscaping, and of course signage.	These sign types will be designed to meet DOT criteria for typefaces, quantity of messages, number of messages per panel, character height, and contrast.	These sign types will be designed to meet DOT criteria for typefaces, quantity of messages, number of messages per panel, character height, and contrast.	The system will include this type of sign for destinations that may be difficult to locate or do not currently have adequate signage	Like bread crumbs along a path, trailblazers guide visitors to parking lots or garages. These small, easy to install signs can solve many parking issues.	A standard graphic and range of sign types will be developed to identify parking garages. These may include ground and / or building mounted signs.	Located at key gathering points, kiosks function much like a directory at a mall and provide options for multiple types of information.	Generally double sided and with up to 10 listings, pedestrian scale signs are smaller (not visible from a vehicle) and can direct to second tier destinations, sub districts, or pedestrian focused destinations. A simple graphic map that is oriented “heads-up” illustrates the general area. Focus is on a 5 minute walk and can include more detailed information than an overview map. The map becomes standard artwork that can be used for print, web, and other media.	Departure routes are equally important to arrival. These trailblazer signs utilize standard TEXDOT MUTCD interstate and State highway shields to provide clear pathways to the nearest interstate from the core of Fredericksburg to the various ramps to Highways.	
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VEHICULAR CIRCULATION

Urban wayfinding programs are built on establishing clear primary paths to each destination and utilizing secondary paths to trail visitors to individual destinations and parking areas. By utilizing the primary paths destinations with similar routes can share space on a sign panel, presenting consistent information along the way.

OBSERVATIONS

Along each of the routes are key decision points where information must be presented

Primary North/ South Roads
HWY 16, HWY 290, MILAM, HWY 87
Primary East/ West Roads
Friendship Lane

Departure routes are equally as important as arrival routes, and when possible they should be the same.

Any additional interstate trailblazer signs should be coordinated through Texas Department of Transportation and Public Works.



ARRIVALS & GATEWAYS

GATEWAY LOCATIONS:

Gateways for this project will vary in scale and complexity based on their location, environment and purpose. Gateways can make a statement and welcome a visitor or they can simply mark the city limit. Gateways provide a landmark and can include more than just signage, lighting, landscaping and architectural elements can also be incorporated.

8 City Arrival Gateways have been identified;

Each of these present different purposes and will require a variety of approaches

PRIMARY GATEWAYS:

Primary gateways are located at the main points of visitor entry into the city. While the function of the gateway is to welcome visitors, it can be more than just a sign. The design can include landscaping, lighting, and/or public art in addition to conveying the city's brand message.

SECONDARY GATEWAYS:

Secondary gateways are located at the other points of visitor entry into the city. These signs welcome visitors and convey the city's brand message at a smaller scale. They can be designed as a sign only, or a sign with some landscaping and lighting.

DISTRICT GATEWAYS:

District gateways are located at the arrival points of visitor into the historic district. Typically space is limited, so these may be at a smaller scale, vertical orientation, over the highway or banners.

DISTRICTS

- 10 Main Street
- 20 West Main Street

CORRIDORS

- 30 290 EAST/WEST
- 40 16 SOUTH
- 50 87 NORTH/SOUTH

ATTRACTIONS

- 1 Farmers Market
- 2 Fredericksburg Trade Days
- 3 Fredericksburg Winery
- 4 Gillespie Cty. Fairgrounds
- 5 Herb Farm
- 6 Market Square
- 7 Pacific Combat Zone
- 8 Race Barn

GOVERNMENT

- 9 Airport
- 10 City Hall
- 11 Courthouse
- 12 Courthouse Annex
- 13 Fredericksburg High School
- 14 Library
- 15 Markt Platz
- 16 Law Enforcement Center

HISTORICAL/ARCHITECTURAL

- 17 Fort Martin Scott

TOURIST SERVICES

- 18 Visitor Welcome Center
- 19 Visitor Info Center

CULTURAL / INSTITUTIONAL

- 20 Admiral Nimitz Museum
- 21 Fredericksburg Theater Co.
- 23 National Mus. of Pacific War
- 24 Pioneer Museum
- 25 Vereins Kirche Museum

EDUCATION

- 13 Fredericksburg High School
- 26 Hill Country Univ. Center

RECREATIONAL

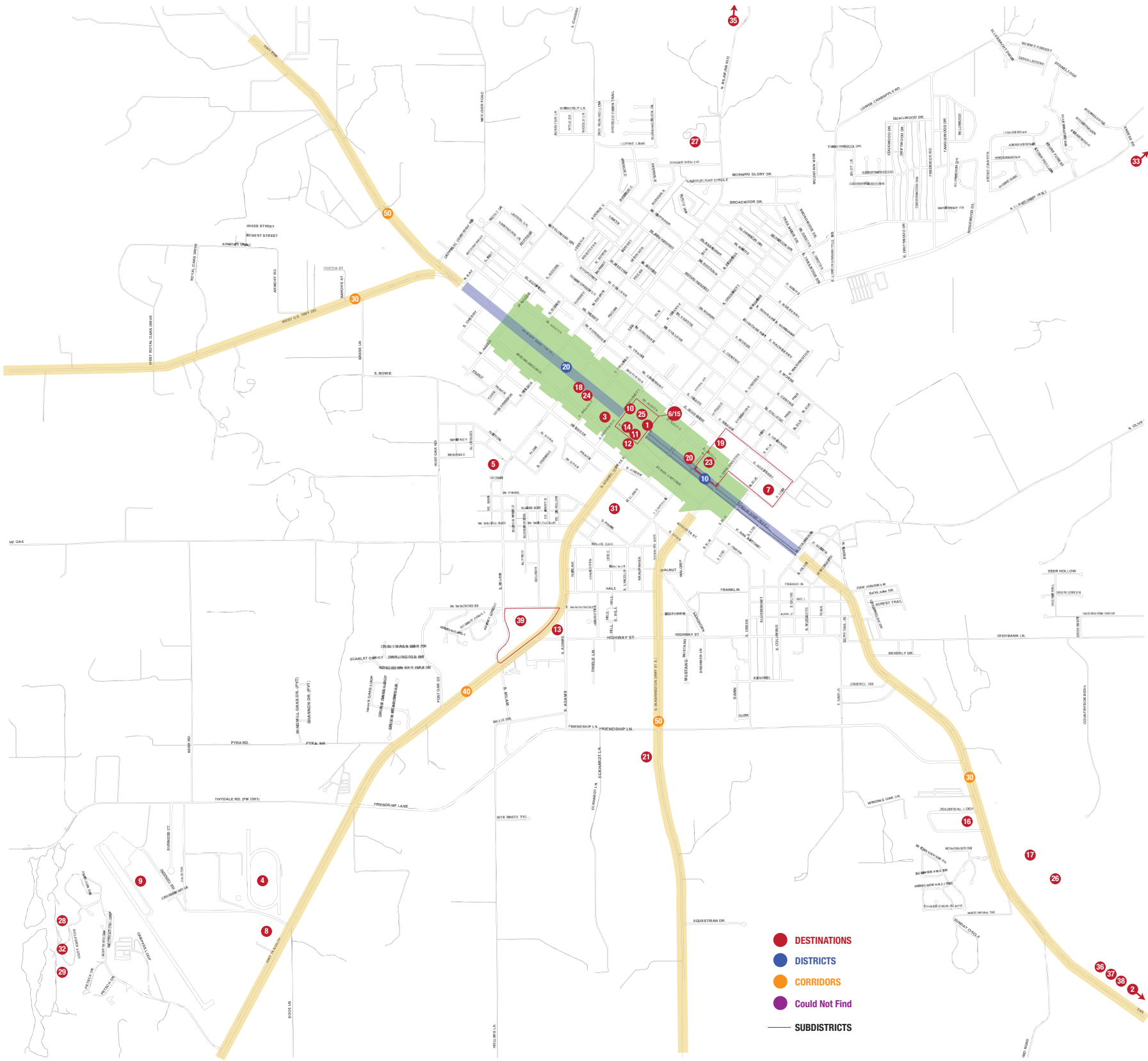
- 27 Cross Mountain
- 28 Fredericksburg Nature Center
- 29 Lady Bird Johnson Park & Golf Course
- 31 Old Fair Park
- 32 Oakcrest Park

OUTSIDE REGION

- 35 Enchanted Rock
- 36 LBJ National Park
- 37 LBJ State Park
- 38 Luckenbach

MEDICAL

- 39 Hill Country Memorial Hospital



DESTINATIONS

A basic premise of urban wayfinding is to direct visitors to the “front door” of a destination or district and then get them to parking.

By showing the visitor the front door it accomplishes two things, first it lets them know that they have arrived and this provides them with comfort, especially if they are in a strange city.

Second it provides them with an orientation to where they are and, if no designated lot is provided, they can then begin to circle the block to find parking.

As part of the menu of sign types a “destination arrival” sign will be included. This is included for destinations that lack a obvious point of arrival or main identification sign.

ISSUES

- National Museum of the Pacific War Complex (?)
- Hospital does not have any “H” signs
- Hospital may need sign helping to direct to the EMERGENCY ROOM
- Airport needs better directional signage to its entrance
- Airport Terminal need better signage
- Fredericksburg Theater Co. (ticket office is next to Visitors Ctr, Theater is actually out on HIGHWAY 87)
- Visitors Center need more visible sign as you approach from Main Street / Sign is currently hidden by shrubs
- Need to differentiate Courthouses (County, District and Annex)
- Need to identify the “wayfinding tools” that will be help retail be inclusive to the program.
 - Kiosks/Maps
 - Web Sites
 - Printed Map
- Subdistricts and Clusters-Street Signs with sub header. Example: Avenue of the Arts (shown)



PEDESTRIAN ISSUES

This diagram illustrates the desired goal for pedestrian circulation. This circulation plan will serve to help determine pedestrian directional sign and information kiosk locations.

The pedestrian sign program will include 3 components; Information Kiosks located at large gathering areas/parking lots , Pedestrian directional signs, orientation maps.

The primary function of the directional signage will be to help link the destinations to one another and establish clear paths.

A 10 minute walk is used as a guideline for providing direction.

OBSERVATIONS

The heaviest pedestrian traffic is located in the Historic District / Main Street.

There are destinations that will appear on the pedestrian system only.

RECOMMENDATIONS

Information Kiosks should include multi-lingual translation and pictograms to assist international visitors.

Directional signs are located at intersections and generally can hold up to 8 - 10 listings. The scale will be appropriate to a pedestrian and the copy shall not be easily legible from a car, which would cause confusion.

Orientation maps should be developed to identify a 10-15 minute walk of the surrounding area.

Orientation maps will include the standard stakeholder destinations as wells as an indication of Hotel (addresses only). Specific pedestrian oriented paths should institute a trailblazer system that identifies access points as well as assist at important decision points.

- Direct to “Public Restrooms”
 - Visitors Information Center
 - Visitor Welcome Center
 - Across from City Hall



PARKING

Parking in any urban environment is always difficult and during our stakeholder interviews for this project no other issue came up more often or more passionately than parking.

The issue of parking within this wayfinding study is not meant to be a study in parking capacities, or utilization, but it does look at the parking situation from its placement in the wayfinding hierarchy and the image the city is presenting to visitors upon their arrival.

If parking is easier to find and presented the in a organized manner the city will be perceived as a friendly and caring environment that is trying to assist its visitors and residents alike.

OBSERVATIONS

Parking is limited throughout Downtown near Main Street being the most congested on weekends and special events.

Very few of the destinations have their own private parking lot or facility. This puts a enormous pressure on the visitor to find a street metered space or public lot (either city or privately owned). The premise of parking in a downtown environment is to direct to the front door of a destination and the allow the visitor to “circle” around the adjacent streets keeping their orientation” until they can find a space or lot to parking.

Fredericksburg is a tourism oriented city with many first time visitors and special events . During these events parking strategies change, the sign program must have the capabilities to capture and present this information.

All parking lots must receive some level of trailblazer information regardless of its capacity or ownership (city or private)

Variable Message Signs (VMS) signs are temporarily permanent and provide parking as well as traffic and regulatory information.

RECOMMENDATIONS

Event Parking
Because very few destinations have their own lot, signs at parking lot entries should indicate if the lot offers parking for an individual destination.
Example: Parking for Museum of Contemp. Art

Destinations should identify and direct their customers to specific surrounding lots. The lot could then offer special rates or other business arrangements with the destination.

City Owned Lots
All parking lots should be included in the parking trailblazer program, regardless of size. The following is a preliminary guideline for the level of participation based on parking capacities

- Over 50 spaces
- Trailblazers signs
 - Special event trailblazer
 - Destination partnership sign
 - Information kiosk

- 20 spaces
- trailblazer signs
 - Destination Partnership sign

- Less than 20 spaces/street parking
- not included

Privately Owned Lots

Selected parking trailblazer locations should have the ability to identify special events, such as the Wine Festival Oktoberfest, and direct to designated lots.

The perception of Fredericksburg should be that parking is easy to find and available, with this comment stated, the city should consider the inclusion of both city owned and privately owned lots. If privately owned lots are deemed eligible than the following guidelines should be considered.

- The city shall oversee and manage the system

- Privately owned lots will be required to purchase the full cost of the sign including fabrication and installation.

- A limit will be set on the quantity of signs that can be implemented for a individual lot based on the lots total number of spaces.

- All parking trailblazer (P) sign shall be of one consistent design regardless of its ownership.

Discussion Topic:

The Variable Message Signs (VMS) signs should be coordinated with the existing program and designed within a more permanent structure.

When directing to a destination that is primarily pedestrian oriented (i.e. MAIN STREET), it is important that parking trailblazers provide information immediately upon arrival

- Primary Visitor Parking is at the Visitor Welcome Center – NEED TO DIRECT TO THIS VERY CLEARLY.

- There are no other public garages or surface lots

- Visitors perception is that there is a lack of parking

- Majority of parking is on-street parking

- Majority of parking issues are in the evening and on weekends

- Need to identify private lots that change over to public in the evening and on weekends during events

- Temporary Parking signage for events

- Parking is available off of main in change-over lots, but people are not aware

- Include a sign type with the terminology “ Evening and Weekend Parking “

- Courthouse have no dedicated parking

MAIN STREET ISSUES

- Extremely limited space to place signs both horizontal and vertical

- Canopies, trees, sidewalk furniture and retail objects all create obstacles

- TXDOT R.O.W.

- WEST MAIN as a term provides physical orientation and offers this area as a “continuation of Main Street and not a separate place or district in the City

Other naming considerations
“WEST END” does not tell you where it is (that its close by)
“ WEST END too similar to Dallas
“UPTOWN” not commonly known
“ WEST MAIN Shopping & Dining

- Need to promote WEST MAIN and help “push” pedestrians to that end.

- Include a tagline WEST MAIN “ Shopping and Dining”

- Consider architectural “landmark to WEST MAIN.

TXDOT

- Must use TXDOT version of the MUTCD

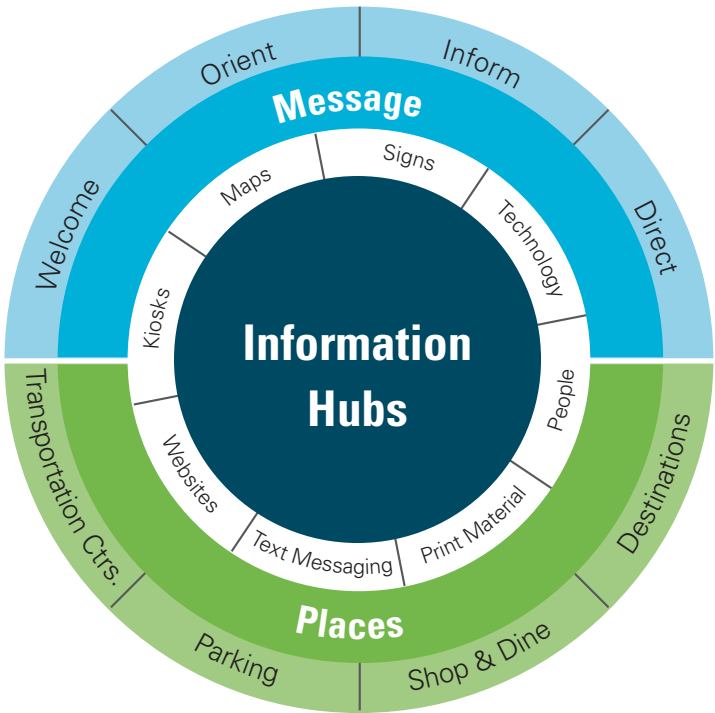
- Need to use TXDOT standards for breakaway, arrow style, colors and sign supports/brackets

- need to discuss TXDOT, adopting the 2009 MUTCD rules for Community Wayfinding

- City need to agree to maintain the system and sign an agreement with TXDOT, this may be away around the TXDOT standards

INFORMATION HUBS

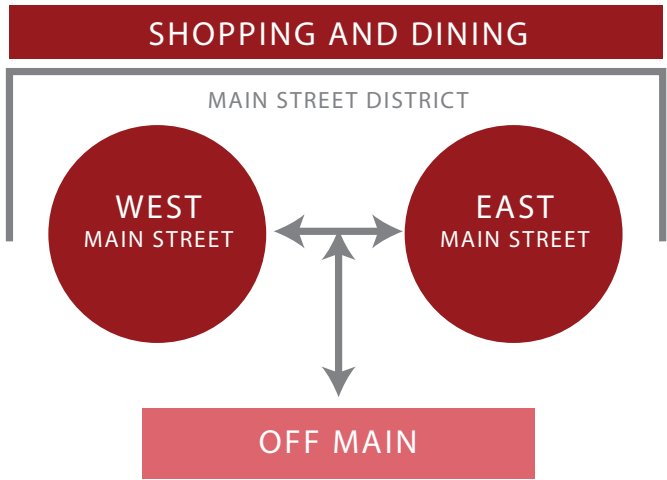
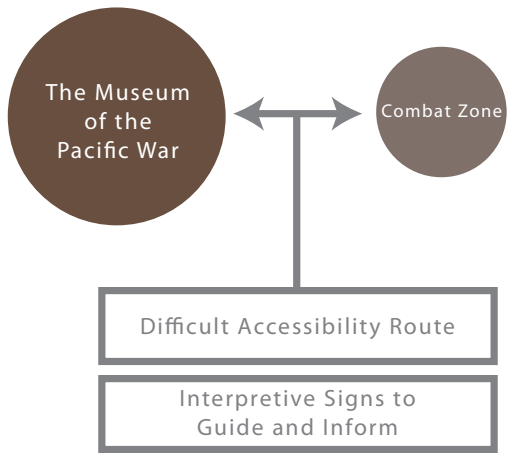
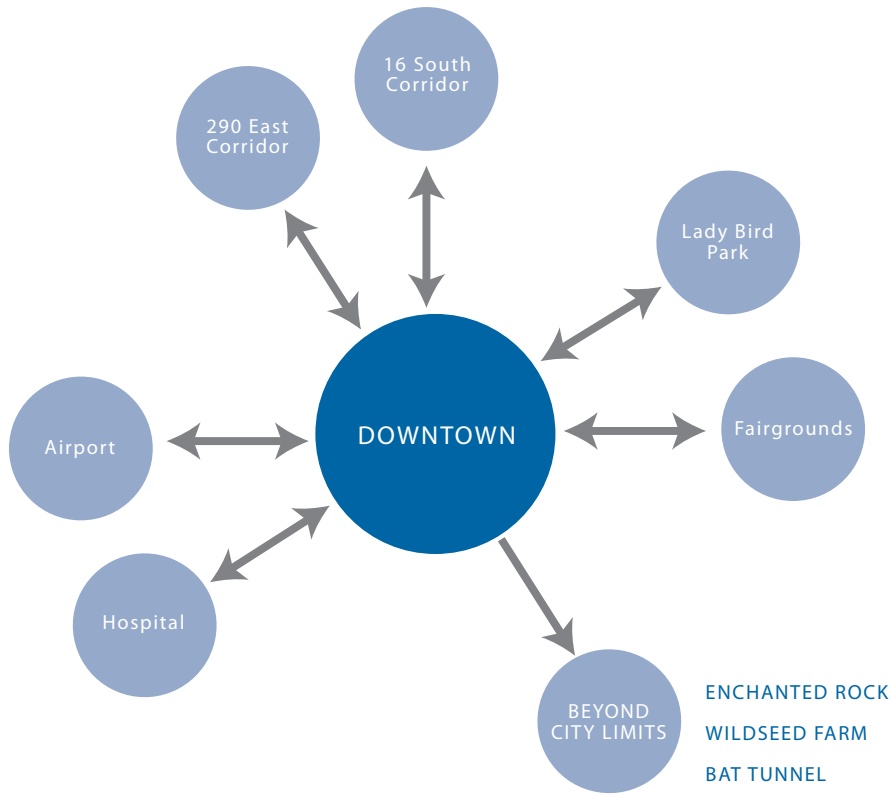
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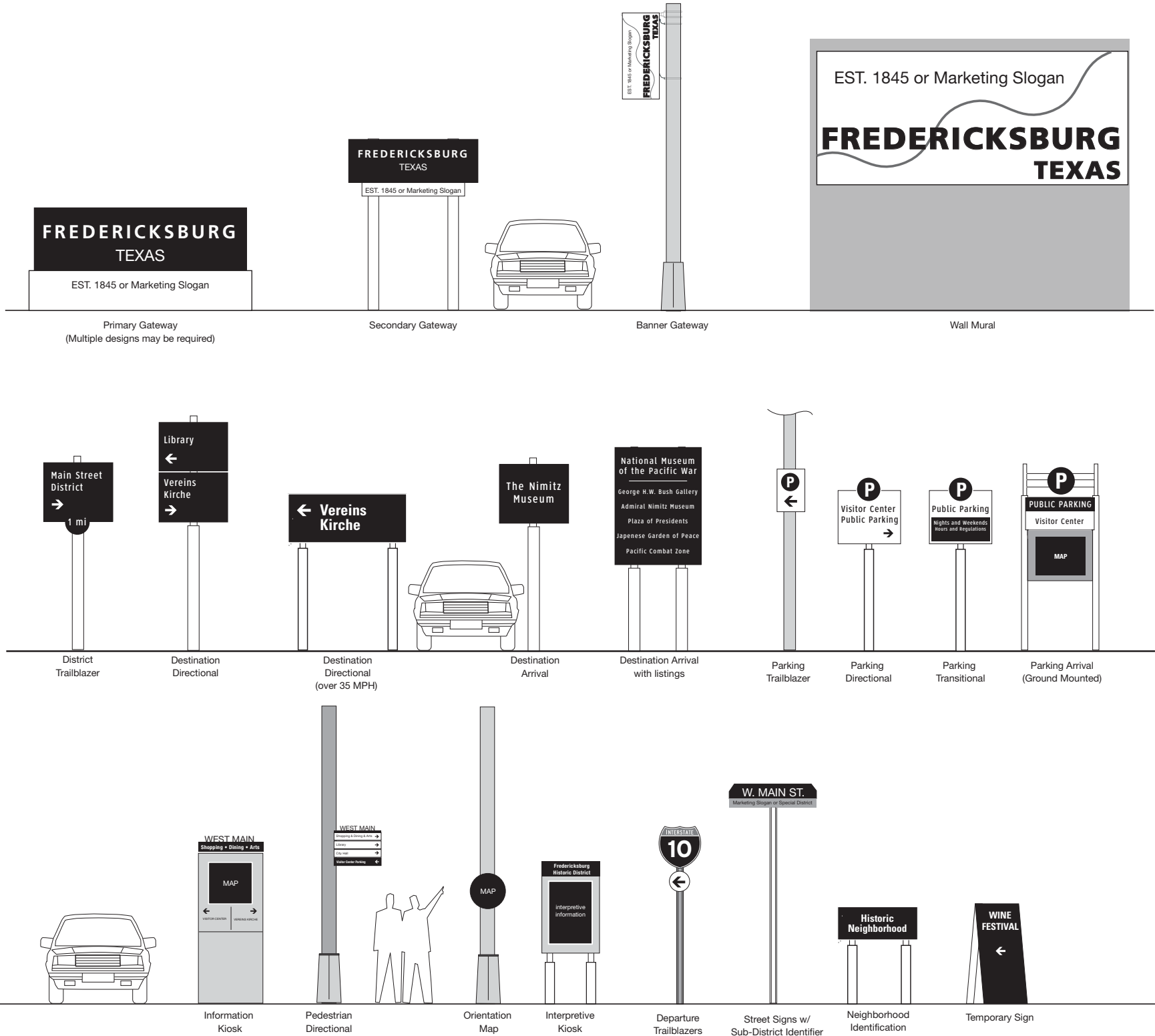


INTERACTIVE STATION	INFORMATION KIOSK	MANNED KIOSK/OFFICE	INFORMATION PANEL
Contains downloadable content, internet access, reservation making capability, printable information, shopping and dining, etc.	Contains orientation map, directional information, text messaging/internet links, interpretive information, advertising, shopping and dining, etc.	Professional greeter provides personal contact and info, printable information, brochures, maps, shopping and dining, etc.	Contains text messaging/ internet links, interpretive information, destination information and advertising
Recommended Locations: - Hotels - Visitor Center AFTER HOURS	Recommended Locations: - WEST MAIN STREET - MAIN STREET - Markt Platz - City Hall - Visitor Center AFTER HOURS - Hospital - Lady Bird Park	Recommended Locations: - Main Visitor Center (EXISTING) - Visitor Center (Pioneer Museum) (EXISTING) - Fairgrounds (EVENT DRIVEN)	Recommended Locations: - Stand alone element - Add-on to arrival sign and/or located in front of individual destinations

CONNECTIONS

Information goes here





RECOMMENDATIONS

- Develop gateways appropriate to each location with appropriate lighting and landscaping
- Establish a consistent and a distinct design system to create Brand presence upon arrival
- Trailblaze to MAIN STREET with subhead of “shopping, dining, arts” or similar.
- Strategically locate banners to promote downtown arrival, events and destinations.
- Update city collateral such as city map, brochures, and website to reflect wayfinding approach and philosophy
- Trailblazers to parking should provide information regarding which destinations they serve

GENERIC
MENU OF SIGN TYPES

VEHICULAR

- Primary Gateway**
Identifies arrival to the City and incorporates the brand. One sign located at each primary gateway into Downtown
- Secondary Gateway**
Identifies arrival to the City and incorporates the brand. One sign located at each secondary gateway into Downtown
- District Trailblazer**
Trailblazer sign to District gateways.
- Destination Directional**
Directs to attractions
 - Max. 3 listings per sign
 - Max. 2 lines per attraction
 - Goal - 1 sign per city block
 - Min. 150’ between signs
- Destination Arrival**
Marks arrival to destination. Offers place for sub-listings of campus destinations
- Parking Trailblazer**
Trailblazer signs to public parking lots
- Parking Arrival**
Identifies public parking lots and incorporates brand
- Street Signs w/ Sub-District Identifier**
Identify boundaries of Districts
- Banners**
Identify Districts/Events and incorporates brand
- Service Trailblazer**
Trailblazer signs back to highways

PEDESTRIAN

- Information Kiosks**
Located at key gathering points. Includes, brand, maps, brochures, directions and other visitor information. Electronic/Interactive features TBD.
- Pedestrian Directional**
Directs to destinations within pedestrian zones
Located at intersection/street corners.
- Orientation Map**
Provides graphic map of Downtown, City and Region Includes distances to destinations

SECTION 3: SCHEMATIC DESIGN OPTIONS



SCALE 1"=1'-0"

Large Gateway



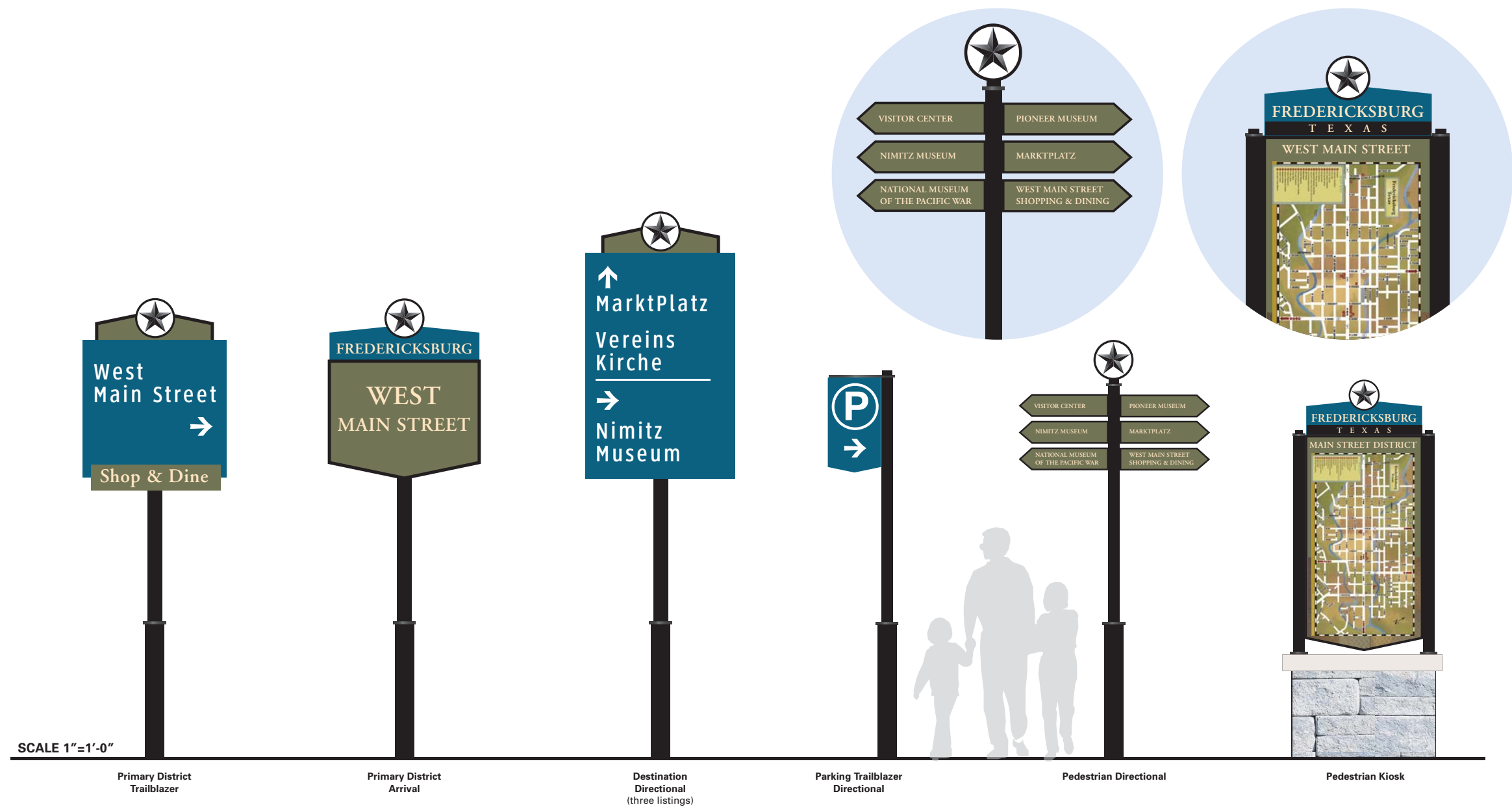
Small Gateway



OPTION A - GATEWAY SIGN TYPES

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OPTION A - VEHICULAR-PEDESTRIAN SIGN TYPES

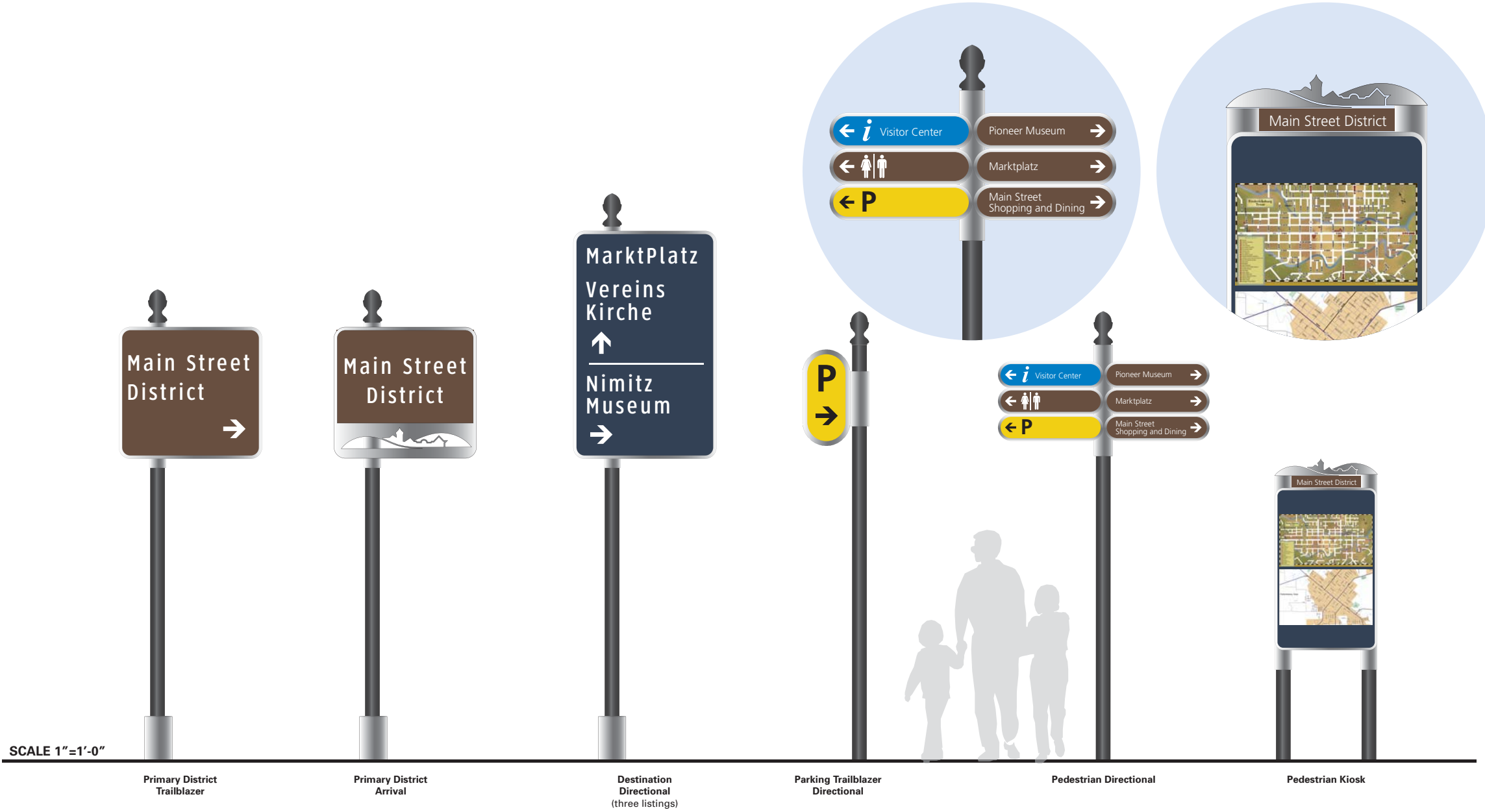
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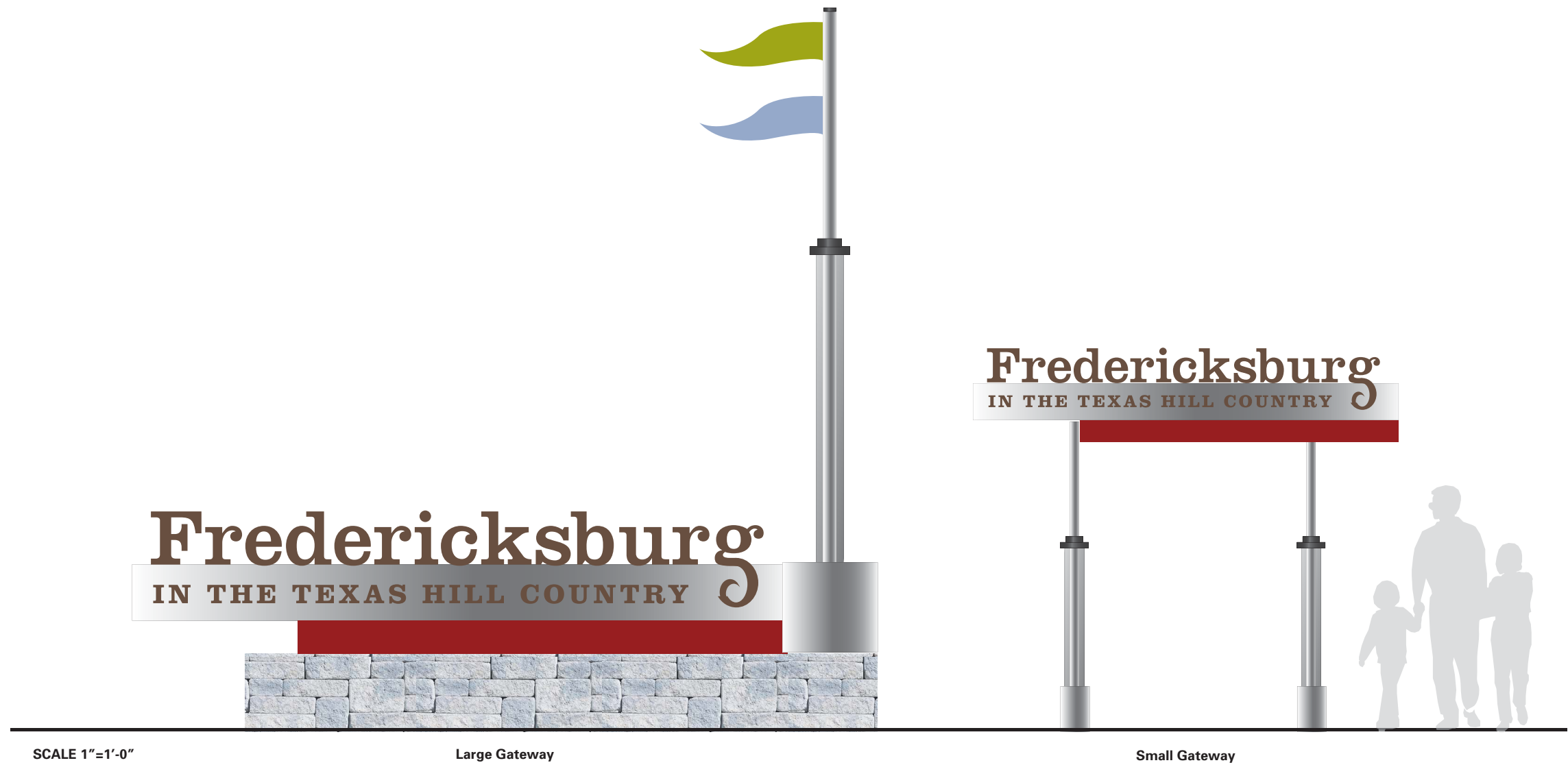
Wayfinding and Signage Program - Fredericksburg, Texas
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OPTION B - GATEWAY SIGN TYPES

Wayfinding and Signage Program - Fredericksburg, Texas
Schematic Design | January 11, 2010

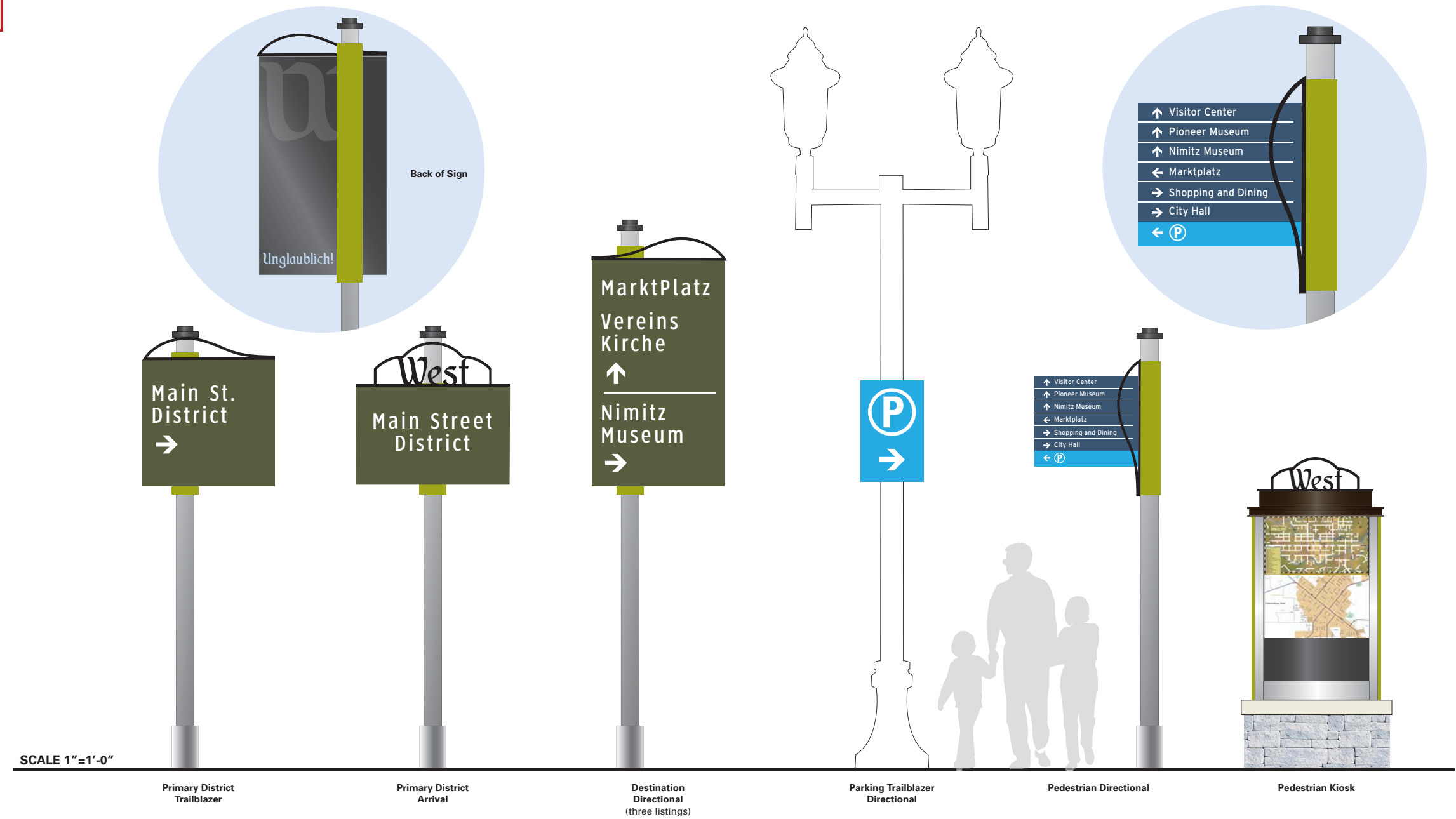




OPTION C - GATEWAY SIGN TYPES

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OPTION C - VEHICULAR-PEDESTRIAN SIGN TYPES

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Wayfinding and Signage Program - Fredericksburg, Texas
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SECTION 5: APPENDIX