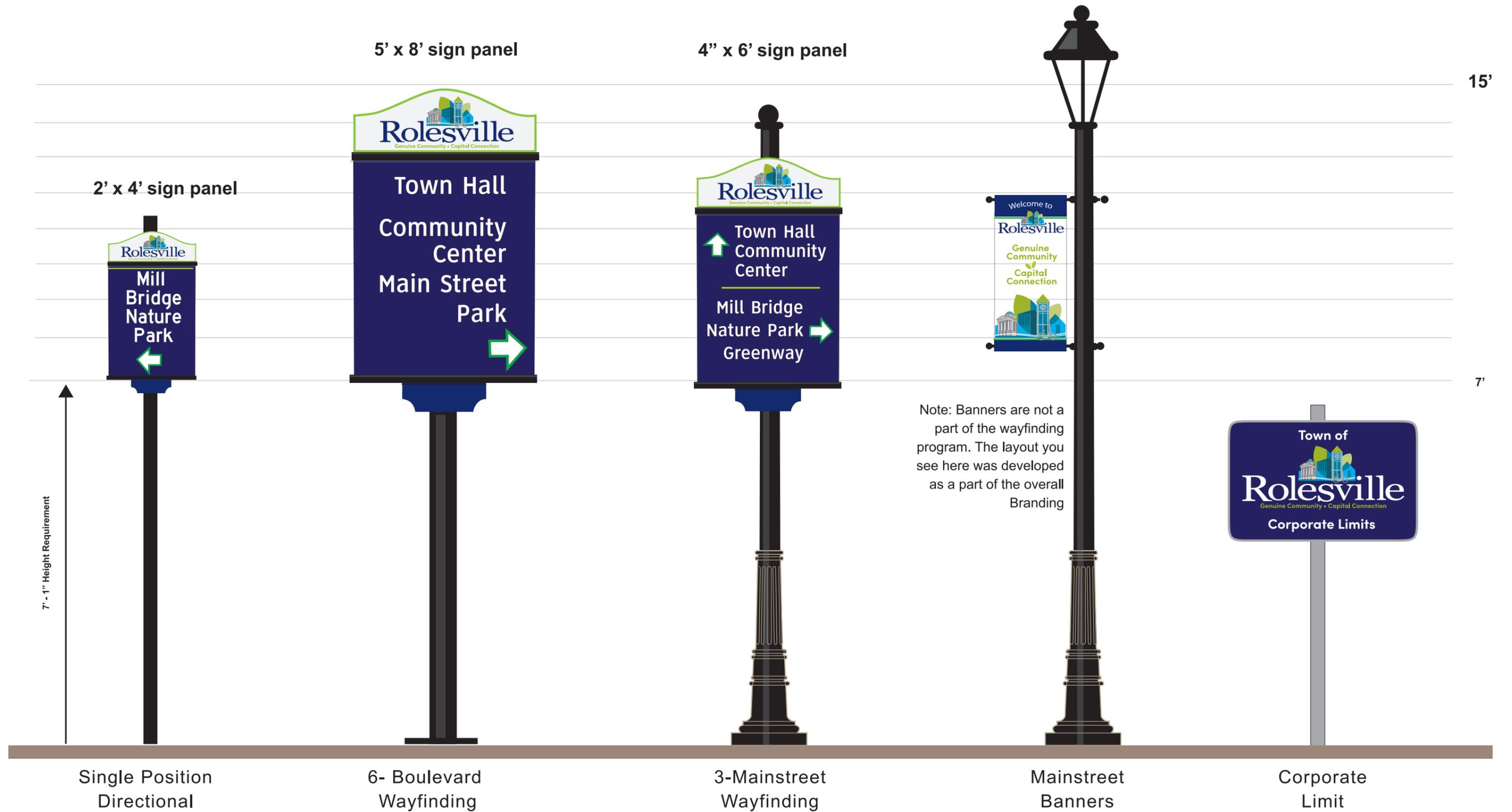




Preliminary Wayfinding & Civic Signage Study  
March 19, 2019 • Bizzell Design, Inc

# Wayfinding Signage Designs / Single Position / Boulevard Scale / Downtown Scale / Banners



# Downtown Wayfinding / Lettering and Message guidelines / Breakaway Mounting Guidelines

**NOTE: ALL DESTINATIONS LISTED ARE CITY OR COUNTY OWNED OR MANAGED PUBLIC, ART, EDUCATIONAL AND CULTURAL FACILITIES.**



3M™ Diamond Grade™ DG<sup>3</sup> Reflective Sheeting Series 4000 is digitally printed per manufacturers specifications.

MUTCD Lettering is Highway Gothic  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz 1234567890**

MUTCD Letter height guidelines:

The principal legend on guide signs shall be in letters and numerals at least 6 inches in height for all uppercase letters and 4.5 inches in height for lower-case letters.

For signs on lower volume streets with speed limit at 25mph or below 4 inches in height.

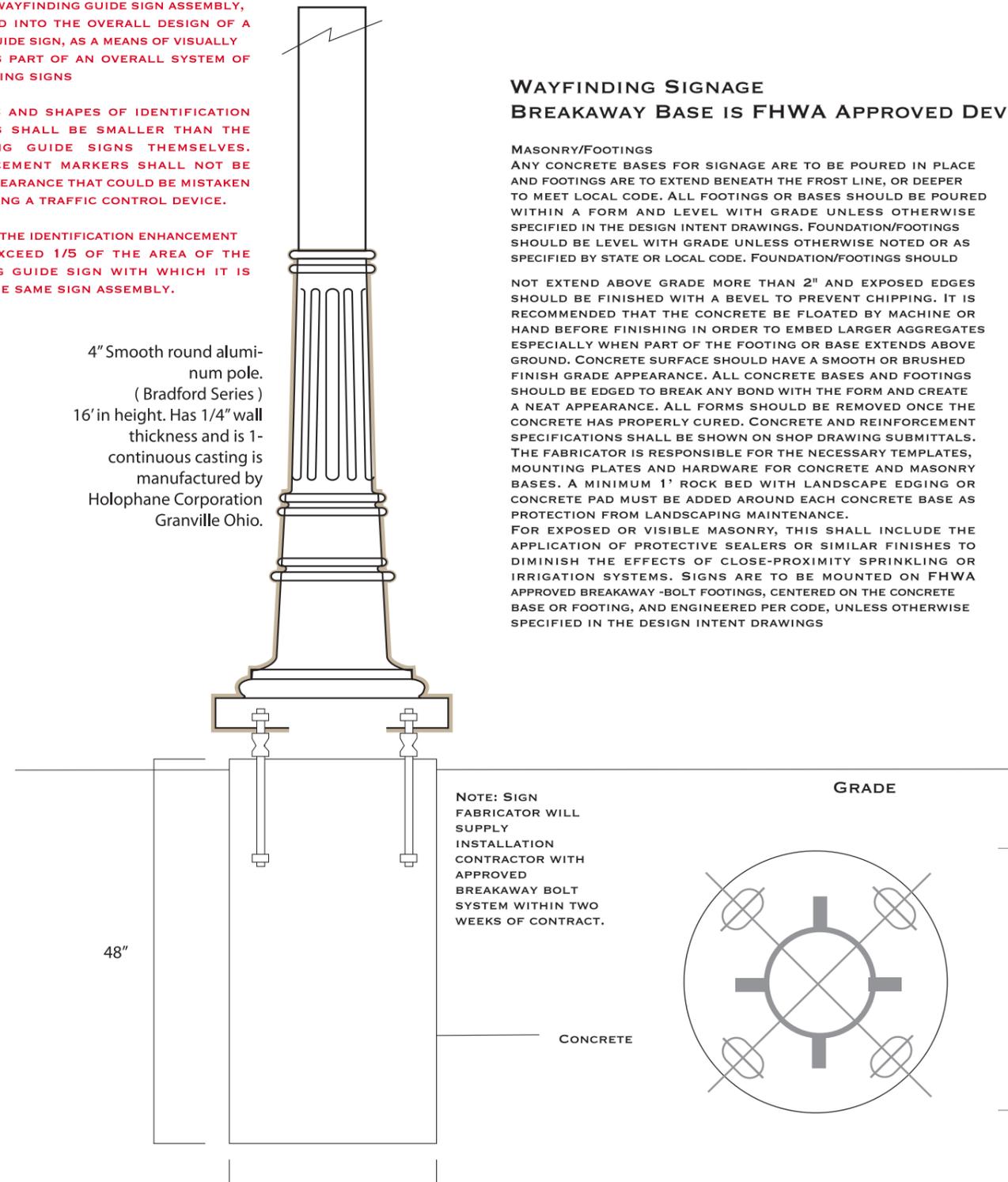
## IDENTIFICATION ENHANCEMENT MARKERS

**OPTION:40** AN IDENTIFICATION ENHANCEMENT MARKER MAY BE USED IN A COMMUNITY WAYFINDING GUIDE SIGN ASSEMBLY, OR MAY BE INCORPORATED INTO THE OVERALL DESIGN OF A COMMUNITY WAYFINDING GUIDE SIGN, AS A MEANS OF VISUALLY IDENTIFYING THE SIGN AS PART OF AN OVERALL SYSTEM OF COMMUNITY WAYFINDING SIGNS

**STANDARD:41** THE SIZES AND SHAPES OF IDENTIFICATION ENHANCEMENT MARKERS SHALL BE SMALLER THAN THE COMMUNITY WAYFINDING GUIDE SIGNS THEMSELVES. IDENTIFICATION ENHANCEMENT MARKERS SHALL NOT BE DESIGNED TO HAVE AN APPEARANCE THAT COULD BE MISTAKEN BY ROAD USERS AS BEING A TRAFFIC CONTROL DEVICE.

**GUIDANCE:42** THE AREA OF THE IDENTIFICATION ENHANCEMENT MARKER SHOULD NOT EXCEED 1/5 OF THE AREA OF THE COMMUNITY WAYFINDING GUIDE SIGN WITH WHICH IT IS MOUNTED IN THE SAME SIGN ASSEMBLY.

4" Smooth round aluminum pole.  
 (Bradford Series)  
 16' in height. Has 1/4" wall thickness and is 1-continuous casting is manufactured by Holophane Corporation Granville Ohio.



## WAYFINDING SIGNAGE BREAKAWAY BASE IS FHWA APPROVED DEVICE

**MASONRY/FOOTINGS**  
 ANY CONCRETE BASES FOR SIGNAGE ARE TO BE POURED IN PLACE AND FOOTINGS ARE TO EXTEND BENEATH THE FROST LINE, OR DEEPER TO MEET LOCAL CODE. ALL FOOTINGS OR BASES SHOULD BE POURED WITHIN A FORM AND LEVEL WITH GRADE UNLESS OTHERWISE SPECIFIED IN THE DESIGN INTENT DRAWINGS. FOUNDATION/FOOTINGS SHOULD BE LEVEL WITH GRADE UNLESS OTHERWISE NOTED OR AS SPECIFIED BY STATE OR LOCAL CODE. FOUNDATION/FOOTINGS SHOULD

NOT EXTEND ABOVE GRADE MORE THAN 2" AND EXPOSED EDGES SHOULD BE FINISHED WITH A BEVEL TO PREVENT CHIPPING. IT IS RECOMMENDED THAT THE CONCRETE BE FLOATED BY MACHINE OR HAND BEFORE FINISHING IN ORDER TO EMBED LARGER AGGREGATES ESPECIALLY WHEN PART OF THE FOOTING OR BASE EXTENDS ABOVE GROUND. CONCRETE SURFACE SHOULD HAVE A SMOOTH OR BRUSHED FINISH GRADE APPEARANCE. ALL CONCRETE BASES AND FOOTINGS SHOULD BE EDGED TO BREAK ANY BOND WITH THE FORM AND CREATE A NEAT APPEARANCE. ALL FORMS SHOULD BE REMOVED ONCE THE CONCRETE HAS PROPERLY CURED. CONCRETE AND REINFORCEMENT SPECIFICATIONS SHALL BE SHOWN ON SHOP DRAWING SUBMITTALS. THE FABRICATOR IS RESPONSIBLE FOR THE NECESSARY TEMPLATES, MOUNTING PLATES AND HARDWARE FOR CONCRETE AND MASONRY BASES. A MINIMUM 1' ROCK BED WITH LANDSCAPE EDGING OR CONCRETE PAD MUST BE ADDED AROUND EACH CONCRETE BASE AS PROTECTION FROM LANDSCAPING MAINTENANCE.

FOR EXPOSED OR VISIBLE MASONRY, THIS SHALL INCLUDE THE APPLICATION OF PROTECTIVE SEALERS OR SIMILAR FINISHES TO DIMINISH THE EFFECTS OF CLOSE-PROXIMITY SPRINKLING OR IRRIGATION SYSTEMS. SIGNS ARE TO BE MOUNTED ON FHWA APPROVED BREAKAWAY -BOLT FOOTINGS, CENTERED ON THE CONCRETE BASE OR FOOTING, AND ENGINEERED PER CODE, UNLESS OTHERWISE SPECIFIED IN THE DESIGN INTENT DRAWINGS

**NOTE: SIGN FABRICATOR WILL SUPPLY INSTALLATION CONTRACTOR WITH APPROVED BREAKAWAY BOLT SYSTEM WITHIN TWO WEEKS OF CONTRACT.**

GRADE

CONCRETE

20"

# Boulevard Wayfinding / Lettering and Message guidelines / Fabrication Details

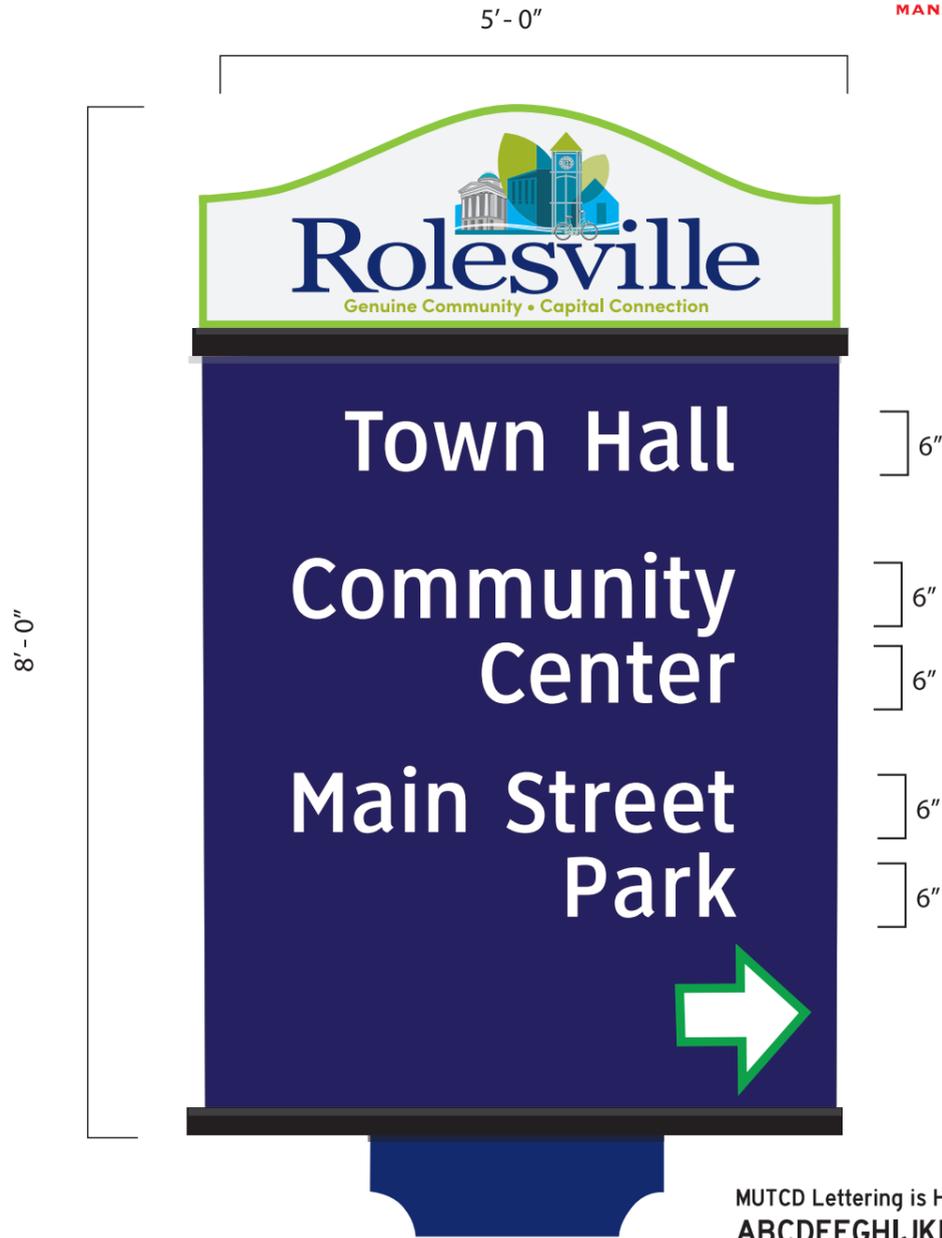
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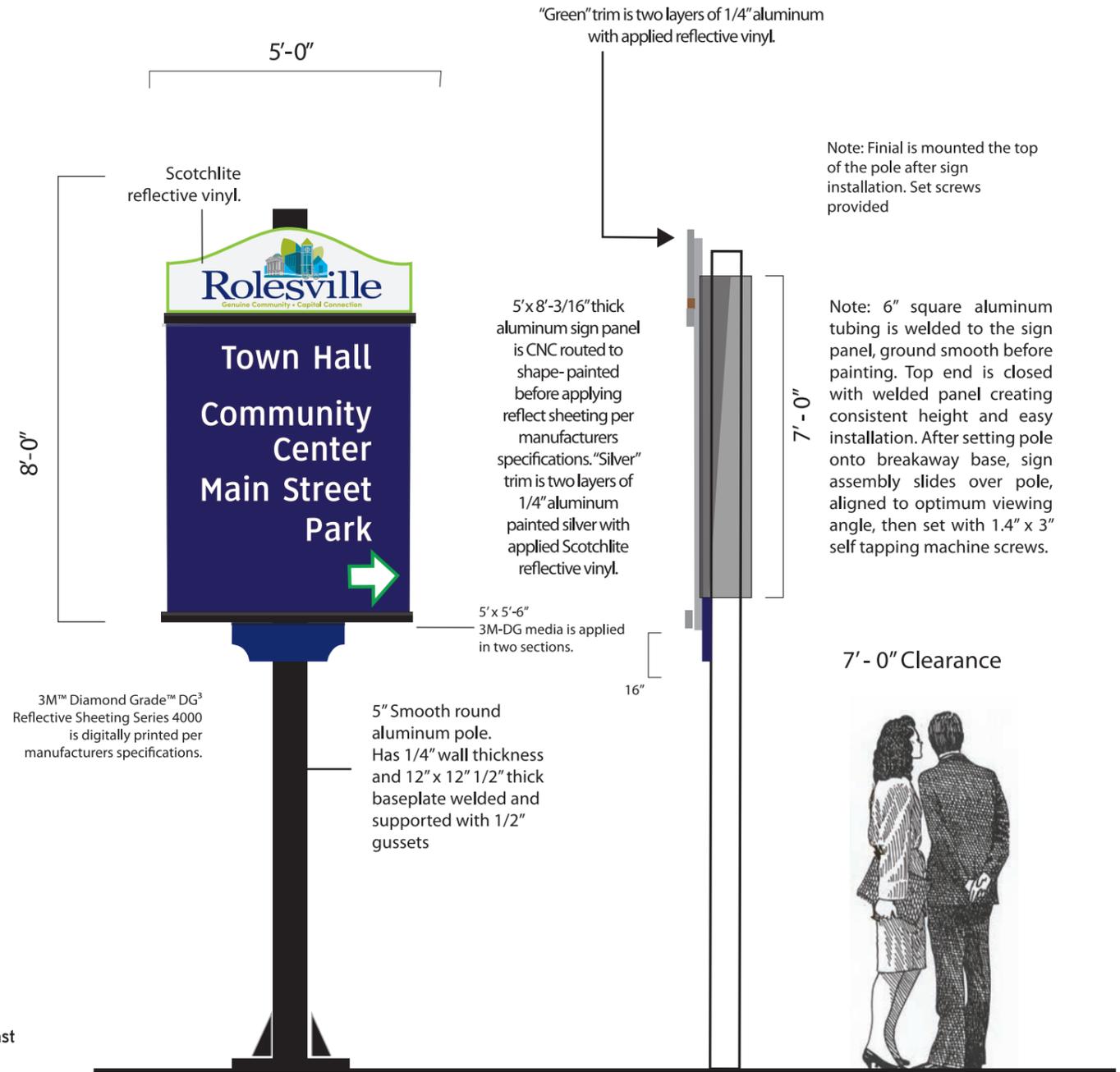
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5" Smooth round aluminum pole. Has 1/4" wall thickness and 12" x 12" 1/2" thick baseplate welded and supported with 1/2" gussets

5'x8'-3/16" thick aluminum sign panel is CNC routed to shape-painted before applying reflect sheeting per manufacturers specifications. "Silver" trim is two layers of 1/4" aluminum painted silver with applied Scotchlite reflective vinyl.

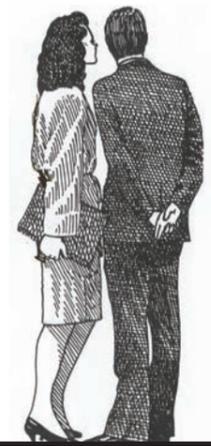
5' x 5'-6" 3M-DG media is applied in two sections.

"Green" trim is two layers of 1/4" aluminum with applied reflective vinyl.

Note: Finial is mounted the top of the pole after sign installation. Set screws provided

Note: 6" square aluminum tubing is welded to the sign panel, ground smooth before painting. Top end is closed with welded panel creating consistent height and easy installation. After setting pole onto breakaway base, sign assembly slides over pole, aligned to optimum viewing angle, then set with 1.4" x 3" self tapping machine screws.

7' - 0" Clearance

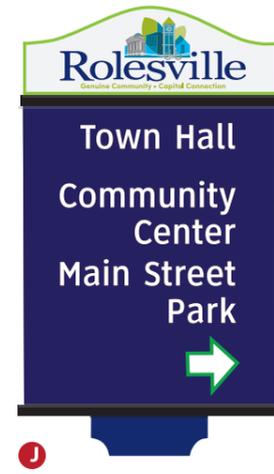


# Messaging



Note: The clear message communicated to a visitor driving through Rolesville is that here, there is a civic presence, Town Hall, Community Center, Parks, Schools and Greenways.

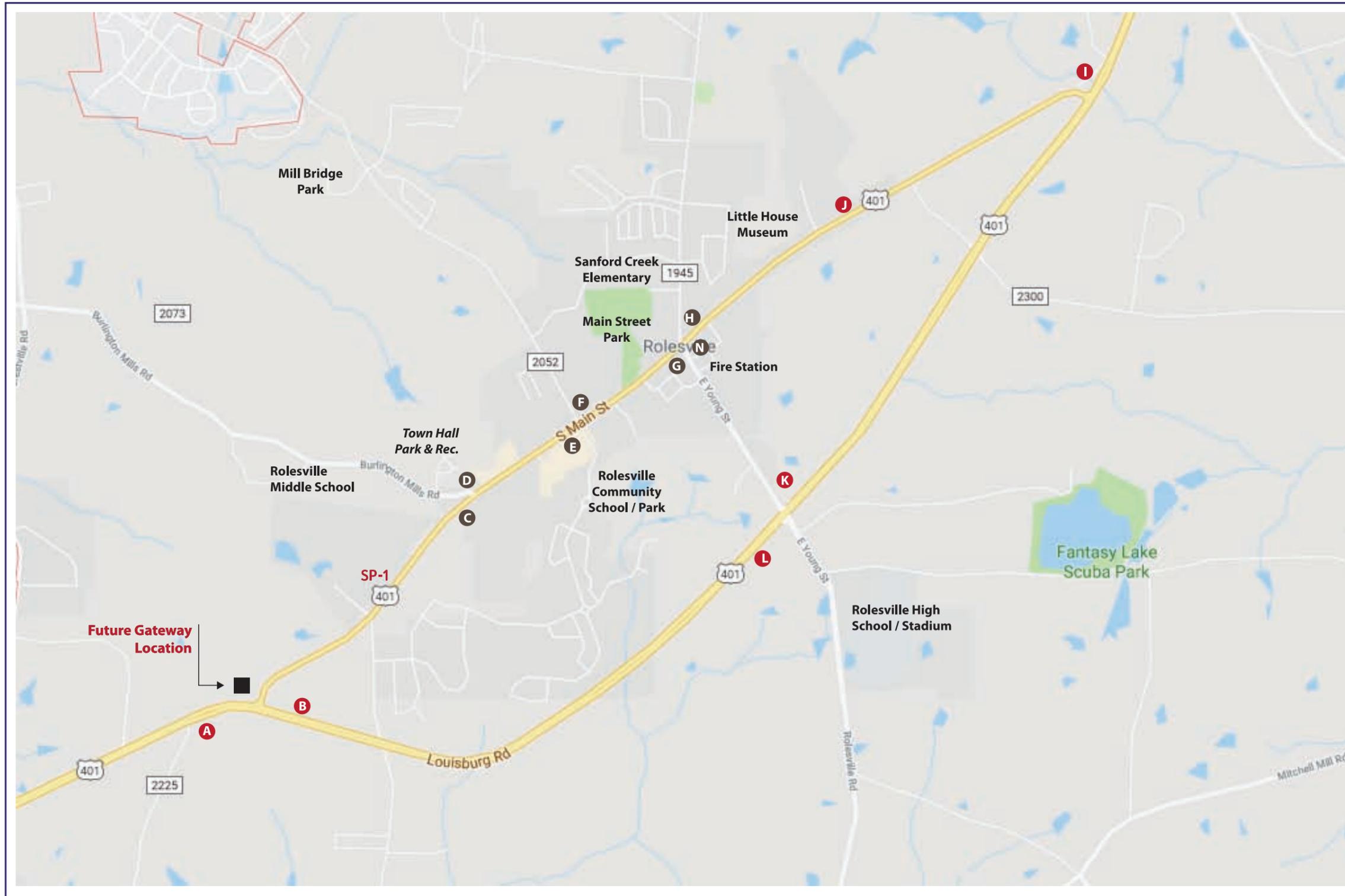
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Note: Single position signs can be installed by Public Works. BDI will supply 25 sign blanks cut to shape ready for graphics produced by Public Works as needed.

These signs can replace many of the "brown" signs installed previously.

## Signage locations



**Note:** The distance from Louisburg road and South Main St. to East Young Street is 2.25-miles ( 11,880 feet ).

- Smaller Main St. Signage 3.5" ( 35 MPH )
- Boulevard Signage 6" lettering ( 55 mph )

### 15 - Key Destinations

#### Schools

- Rousesville JH/HS
- Rousesville Elementary / Park
- Rousesville Middle School
- Sanford Creek Elementary
- Rousesville High School / Stadium

#### Civic Destinations

- Town Hall
- Parks & Recreation ( Community Center )
- Fire Dept.
- Main Street Park
- Greenway, Trails, Gazebo/ Band Shell
- Mill Bridge Park
- Greenway, Trails, Amphitheater
- Playgrounds, lake.

#### Culture

- Little House Museum



## Civic Signage ( Parks & Town Hall Identity Signage )

March 19, 2019 • Bizzell Design, Inc

# Civic Signage / Town Hall Identity / Digital Message Board

Note: Clock is directly connected to power provided to operate digital message board. It requires very little maintenance and can be pre-programmed to change for daylight savings time.



Overview: Just a quick study of the current google maps shows that Rolesville enjoys a very strong new home growth with several new communities being developed along with very strong selling existing communities. This indicates a future of major growth, major expansion of retail and workplace jobs and taxable spending.

Rolesville and the greater Raleigh area is experiencing very positive economic growth. Housing in particular brings Rolesville thousands of visitors per year. With currently no official downtown, we should provide a visible sense of community. Wayfinding signage will instantly inform visitors about Rolesville Parks, schools and Civic Destinations and the proposed Identity signs ( built at civic structures ) will create a sense of place for Town Hall and The community Center.

By defining this entryway into Town Hall, we differentiate the space as a "campus" detached from the strip shopping center.

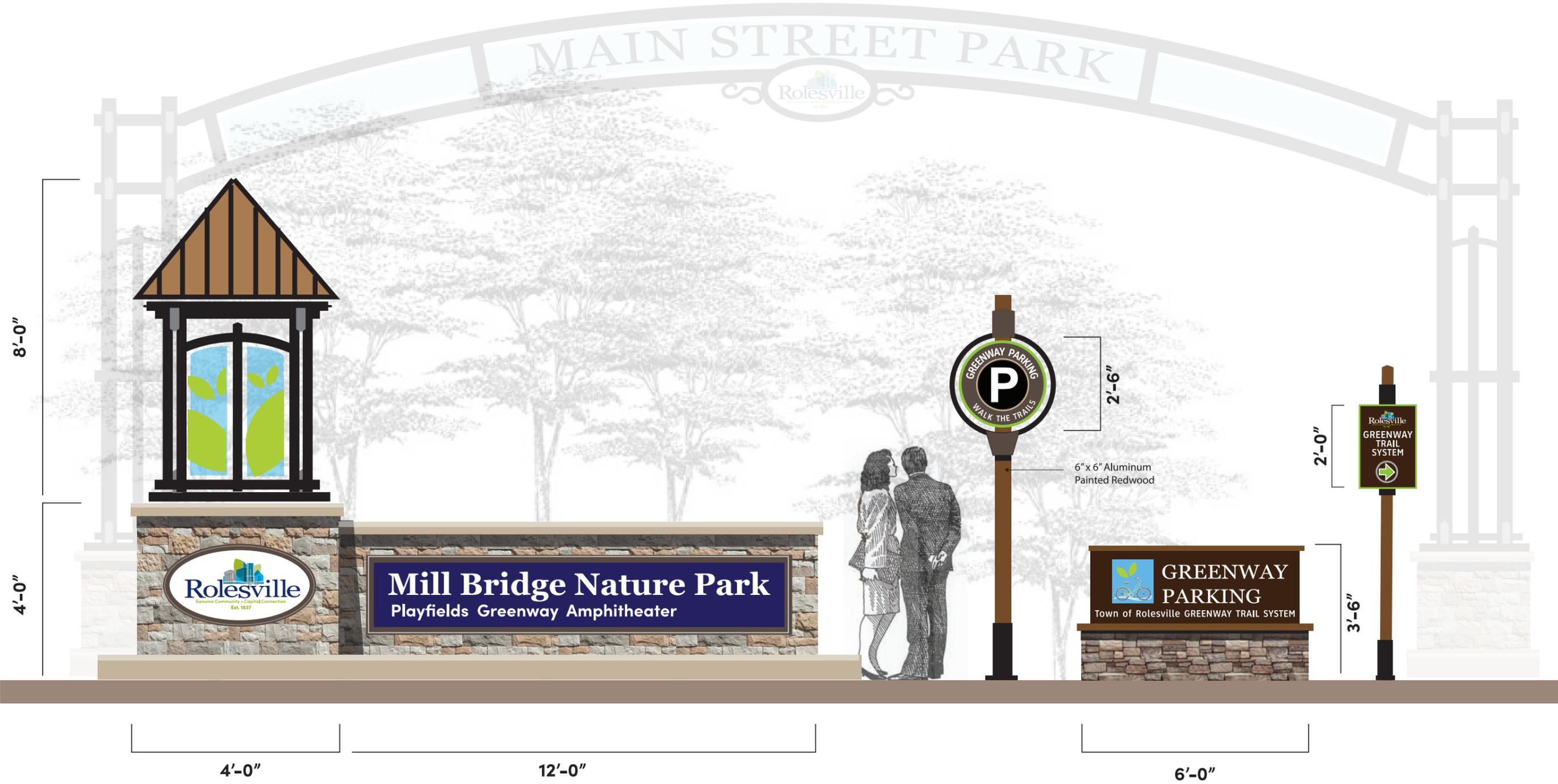
**Zack Brown in Concert**  
**June 14th - 7 pm**  
**Mill Bridge Nature Park**  
**Town Hall & Community Center**

The major components of this sign are moveable to a future location.

# Civic Signage / Main Street Park



Civic Signage / Town Parks and Greenways



Preliminary Budget Estimates \$184,180.00 plus 15% contingency for all three phases.



**Phase I**  
**Town Hall Message Board & Clock Tower**  
**Main Street Park / 25 Corporate Limit Signs**

**\$74,580.00**



**Phase II**  
**9- Wayfinding Signage**

**\$51,400.00**



**Phase III**  
**Mill Bridge & Community School Park**  
**Greenway Trails / 3- Wayfinding Signs**

**\$58,200.00**

Note: Signs are arranged in phases based on economic scale, site preparation and stone work mobilization.  
 Greenway signs are based on early sign counts (10) markers and (2) Parking  
 All cost estimates include installation. A 15% contingency should be provided ( if needed ) for unexpected site prep. cost arise during installation. Electrical connection for town hall signage will be provided by Town of Rolesville

## Town Hall Signage Location



Note:  
Based on current available information the sign for Town Hall meets county regulations for commercial setting. The clock tower is not a sign and should be considered as a civic building structure.

It is best to provide a text amendment into your current town signage ordinance to allow municipal signs to be installed within the town right of way ( wayfinding ) with specifications for size and height to be determined based on civic need for visibility .