

Greater Lynchburg Wayfinding Signage Study



Central Virginia Metropolitan Planning Organization

June 2012



**Local
Government
Council**

Preface

Disclaimer

This report was prepared by the staff of the Region 2000 Local Government Council in cooperation with the United States Department of Transportation (USDOT), Federal Highway Administration (FHWA), and the Virginia Department of Transportation (VDOT), as funded in the FY 2012 Unified Planning Work Program (UPWP).

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Explanation of Acronyms

AASHTO	American Association of State and Highway Transportation Officials
ATSSA	American Traffic Safety Services Association
CDBG	Community Development Block Grant Program
CTB	Commonwealth Transportation Board
CVMPO	Central Virginia Metropolitan Planning Organization
CVMSS	Central Virginia Metropolitan Signage Study
FHWA	Federal Highway Administration
HES	Hazard Elimination Safety Program
ITE	Institute of Transportation Engineers
LEAF	Lynchburg Expressway Appearance Fund
LOGO	VDOT Specific Travel Services Signage Program
MUTCD	FHWA Manual on Uniform Traffic Control Devices
NHS	National Highway System
R2KLGC	Region 2000 Local Government Council
TODS	VDOT Tourist-Oriented Directional Signage Program
TTC	Transportation Technical Committee
UPWP	Unified Planning Work Program
USDOT	United States Department of Transportation
VDOT	Virginia Department of Transportation

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1. Executive Summary

The Greater Lynchburg Wayfinding Signage Study is a continuation of more than a decade's efforts to establish a comprehensive and meaningful wayfinding experience for motorists within the urbanized areas of Virginia's Region 2000 (see Appendix I for a map of the study area).

Since the Central Virginia Metropolitan Planning Organization (CMPO) completed a two-phase signage study in 2003, a number of events have occurred (both regionally and nationally) that have impacted the field of wayfinding signage, including:

- Installation of wayfinding systems in Downtown Lynchburg, the City of Bedford, and the towns of Altavista and Brookneal
- Creation of a revitalization strategy for the Town of Amherst, which, amongst other things, recommended a wayfinding system
- The addition of guidelines specifically geared toward community branded wayfinding signage in the 2009 U.S. Highway Administration Manual of Uniform Traffic Control Devices
- Initiation of the Tourist-Oriented Directional Signage (TODS) Program by the Virginia Department of Transportation and its partners

- Increased calls by travel, tourism, and institutional stakeholders within the Greater Lynchburg area for the establishment of a more comprehensive area-wide wayfinding system

This study involved gathering input from representatives of over twenty area destinations and local government departments, evaluation of current best practices in the wayfinding field, and the development of specific recommendations for future action, including:

- Creation of a citywide wayfinding system for Lynchburg
- Creation of a smaller wayfinding system for the Town of Amherst
- Encouragement for the counties of Amherst, Appomattox, Bedford, and Campbell to more fully utilize the TODS program
- Suggestions for design standards for future wayfinding systems within the region

How to use this document

Elected and appointed officials may find particularly useful information in the following chapters, which give an overview of the purpose and value of wayfinding systems,

examples of systems within Region 2000 and beyond, and suggestions for future action:

- **Chapter 2**- Introduction
- **Chapter 3**- Best Practices
- **Chapter 5**- Existing Conditions
- **Chapter 6**- Recommendations

Stakeholders (area destinations and tourism agencies) may be especially interested in the proposed criteria for inclusion in wayfinding systems as well as categories of eligible destinations as well as recommendations for future signage systems found in these chapters:

- **Chapter 6**- Recommendations
- **Chapter 7**- Wayfinding Strategy

Planning, Public Works, and Transportation Professionals who may be charged with implementing some or all of the recommendations found within this report may be most interested in the following chapters:

- **Chapter 3**- Best Practices
- **Chapter 4**- Signage Families
- **Chapter 6**- Recommendations
- **Chapter 7**- Wayfinding Strategy
- **Chapter 8**- Design Criteria

2. Introduction

About the CVMPO

The staff of the Region 2000 Local Government Council (R2KLGC) serves the Central Virginia Metropolitan Planning Organization (CVMPO) Policy Board. The CVMPO Policy Board serves the urbanized portion of Region 2000 as defined by federal transportation legislation. The boundary of the CVMPO is represented in Appendix I of this report.

Project Background

This project was developed in response to the growing consensus in the Greater Lynchburg area that visitors of all types play a key role in the region's economy. In 2010, travel and hospitality-related expenditures within Region 2000 totaled over \$292 million, and meals and lodging tax revenues were over \$16.6 million.

When settlers of European ancestry began to develop the area in the mid-18th century, they added their own routes to an existing transportation network developed by Native Americans. Over time, a diverse collection of town-to-town turnpikes, local ridge-top roads, and streets arranged along a grid pattern developed. These routes, combined with modern inter-city highways, bypasses, and expressways, can present a navigational challenge to even seasoned residents.

Likewise, business travelers, families of college students, sports fans, heritage and outdoor tourists, and others have long been challenged with the Lynchburg area's sometimes bewildering and complex road network. Visitors who become disoriented or lost are likely to quickly lose the interest and excitement that they once held for exploring an area, and are prone to make decisions about their trip that may have a cascading impact on the local economy. Frustrated and confused visitors are subject to shortening their stay and reducing the number of attractions visited, which has a direct impact on ticket sales as well as revenues from meals and lodging taxes.

The Central Virginia Metropolitan Planning Organization (CVMPO) wayfinding signage study was developed due to the recognition that well-designed signage and accessible information have a positive impact on the region—through increased comfort and awareness on the part of the traveler, and increased visibility for attractions and certain local businesses. Similarly, disorganized and uncoordinated signs serve to detract from their environment, leading to sign clutter and potential confusion for travelers and residents alike.

The lack of an informative, consistent, and comprehensive signage system within the



"Cities and towns are complex environments that are often confusing to a first-time visitor. How many times have you entered a new community only to become disoriented when trying to find a point of interest?

Perhaps you've entered a city and found a patchwork quilt of signs to local destinations—signs in different sizes, shapes, colors, type styles, and quality. What is worse, traveling along at 45 miles per hour, you can't read the signs because the lettering is too small or there is too much sign clutter.

Frustration sets in and your impression of this community plummets. If you are lucky, the one directional sign you manage to see directs you to a tourist information center."

Main Street News (December 2006)

Metropolitan Planning Organization area has been identified as an issue for over a decade. Previous studies by the CVMPO sought to address signage deficiencies within the City of Lynchburg, particularly along the Lynchburg Expressway. While branded community guide signage was discussed in these studies, the primary result was the installation of additional guide signage typically found on major highways across the country (signs with green or brown backgrounds and white lettering).

The comprehensive plans of both the City of Lynchburg and County of Amherst support or acknowledge regional efforts to develop a wayfinding signage system. Wayfinding systems have also been recommended by several district or corridor master/concept plans within the CVMPO, including Downtown Amherst, and Downtown, Fifth Street, and Wards Road (all in Lynchburg).

In early 2012, the CVMPO surveyed over thirty area organizations, historic sites, colleges, universities, and other attractions to help establish their specific wayfinding needs. The survey and resulting discussion confirmed that directional signage is a key weakness throughout the greater Lynchburg area.

The guidelines and recommendations found within this document are intended to give local governments and stakeholders the tools needed to make informed decisions about a potential wayfinding signage system in the

region. This report is designed to facilitate the acquisition of funding, procurement of design services, and a phased implementation of a potential future system.

Project Scope & Goals

The project conducted an assessment for the potential need for wayfinding signage systems within the CVMPO area, and included key stakeholders in the data-gathering process. The final report contains the following key elements:

Evaluation of the need for a wayfinding system in the greater Lynchburg area

- Scope of a potential future wayfinding project
- Mapping of decision nodes/gateways/corridors/facilities
- Recommendations for removal of certain existing signage
- Design guidelines based on current regulations (MUTCD, VDOT, etc.)
- Estimated budget for implementation of a future system

This project does not include the development of a Wayfinding Signage Plan, which would likely include actual graphic design of a signage system, intersection-by-intersection signage locations, text to be included on signs, a total sign count, etc. If a wayfinding system is determined to be desirable, these tasks would

be completed in a future implementation phase through a combination of local government, Region 2000, and/or consultant staff. This study, however, should significantly aid in determining a scope of work for a future implementation phase, and is being created with the intent of it serving as a tool by which funding (grant or otherwise) for implementation can be justified (if the evaluation determines a need exists).

Other related topics that were not comprehensively addressed by this study include:

- Intra-facility wayfinding signage– currently, most of Lynchburg’s large corporations and institutions utilize some form of wayfinding within their facilities. This study only focuses on signage in the public right-of-way.
- Off-site directional church signs
- Pedestrian-oriented signage (within districts, neighborhoods, parks, and recreational facilities)
- A comprehensive evaluation of the existing downtown Lynchburg wayfinding system. While this study does not critique the content and location of each individual sign, some general observations area made. Recommendations within this study recognize the existence of the current system, and do not give specific guidance for changing the content of the signs, even

if the signs themselves are replaced in order to coordinate with a citywide wayfinding system.

Statewide Signage Policy

Signage acts as a primary source of information in wayfinding for the motorist. Signage design and placement can either enhance the wayfinding process, or if signage clutter is present, detract. A common model built on behavioral and cognitive sciences called “Positive Guidance” describes the importance of expectancy to the motorist. In essence, the motorist catalogs familiar colors and shapes and uses this information to make split second decisions. These decisions can have disastrous consequences when the motorist is surprised and responds with an overcompensating reaction. It is for these reasons that the Manual on Uniform Traffic Control Devices (MUTCD) published by the American Association of State and Highway Transportation Officials (AASHTO) strictly regulates the design and placement of signage. The core of the most recent version of the MUTCD was published in 2009 and updated in 2012. This edition of the MUTCD significantly expanded acceptance of and standards for community guide (wayfinding) signage. The code of Virginia § 46.2-830 establishes the authority of the Commonwealth Transportation Board (CTB) to provide a uniform system of marking and signing highways in Virginia:



This example of wayfinding signage in Crossville, TN dates to 1937

§46.2-830 [Excerpt]: Uniform marking and signing of highways; drivers to obey signs; enforcement of section

The Commonwealth Transportation Board may classify, designate, and mark state highways and provide a uniform system of marking and signing such highways under the jurisdiction of the Commonwealth. Such system of marking and signing shall correlate with and, so far as possible, conform to the system adopted in other states...

The Commonwealth Transportation Board (CTB) fulfills the above requirements through formal adoption of the MUTCD as the standard for all highways under the jurisdiction of the Virginia Department of Transportation (VDOT).

In **§46.2-1312**, the Code of Virginia further stipulates: **Size, design, and color of signs, signals, and markings erected by local authorities.**

Traffic signs and traffic signals and markings placed or erected by local authorities pursuant to this title shall conform in size, design, and color to those erected for the same purpose by the Department of Transportation.

These two sections imply strict conformance to the standards described in the MUTCD. It should be noted, however, that strict conformance with the MUTCD does not necessarily mean conformance with a rigid set of standards for guide designs. There are standards within the MUTCD whose use is optional or at the discretion of the Traffic Engineer. In some instances latitude on the design and use of guide signs is allowed by the MUTCD. Unlike previous versions of the MUTCD, the 2009 edition explicitly recognizes wayfinding signage as a bona-fide component of the transportation signage network.

This addition to the MUTCD (see Appendix II) significantly expands the options available to localities, and community wayfinding systems no longer necessarily require variances from VDOT. This is in contrast to the Phase I and II Central Virginia Metropolitan Signage Studies (2000 and 2003), which contained restrained recommendations based on the requirements of past editions of the MUTCD.

It should also be noted that cities in the Commonwealth of Virginia are independent from the surrounding counties. Consequently, some Virginia cities maintain roadways within their political boundaries in conjunction with a maintenance agreement with VDOT. The City of Lynchburg falls into this category. The Transportation Engineer for the City of Lynchburg states that it is the City's policy to conform with the MUTCD for the design and placement of signs within the right-of-way. Signage placed on private property or otherwise outside of the right-of-way typically must conform to multiple zoning ordinances. The study area affected includes the city of Lynchburg, town of Amherst, and portions of Amherst, Bedford and Campbell Counties. Each jurisdiction has its own zoning laws; in addition, the roadways in the counties are maintained directly by VDOT.

What is Wayfinding?

Wayfinding sign systems have become popular tools to help communities guide visitors and convey a positive image. For many years now, communities have installed attractive signs at the town limits to welcome visitors. More recently, it has become evident that more is needed to direct visitors to downtown or to other important community destinations.

Wayfinding signs, long used on college, corporate, and hospital campuses, are now being adapted to city environments. They are

distinctive to a community and very different from the signs we are accustomed to seeing on our roads and highways.

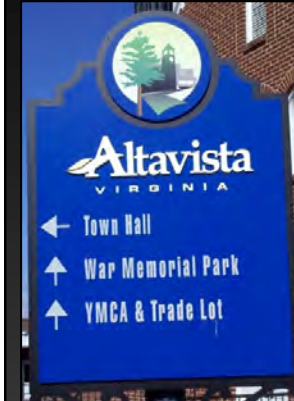
So what is wayfinding exactly? Wayfinding is the process by which you move through an unfamiliar environment toward a destination. It is a hierarchical system of navigational cues that you internally process while you are on the move.

While wayfinding sounds like a technical or abstract concept, it directly affects the satisfaction and enjoyment of every visitor. To some degree, wayfinding already exists in every community. Whether the wayfinding program has been designed in a coordinated way or evolved organically over time, it is important to realize that the system affects the visitor experience.

A wayfinding sign system consists of eye-catching, easily identified signs that conveniently direct visitors to attractions, particularly historic, recreational, and governmental sites. Successful systems do more than simply provide informational and directional signs; they intuitively reach out to put visitors at ease. A customized wayfinding sign system also reinforces a community's unique identity and provides a sense of place.

For downtown, it gets visitors to destinations, safely parked, and on their way to a satisfying experience. The goal of a comprehensive system is to give visitors a "seamless"

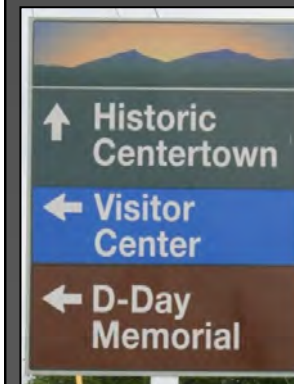
Examples of Wayfinding within Region 2000



Altavista



Brookneal



Bedford

experience of the community from the first time they see a brochure or website to when they park their car and arrive at their destination.

Examples of Wayfinding Systems

In order to gain a better understanding of wayfinding signage systems and best practices, examples of existing systems from throughout Region 2000 and beyond have been selected and described below.

Wayfinding within Region 2000

Altavista

The Town of Altavista installed wayfinding signage as part of its Community Development Block Grant (CDBG) and Transportation Enhancement grant-funded downtown revitalization project in 2010. While the signs are not MUTCD-compliant (the font, lettering size, and arrow symbols are not suitable for use by vehicular traffic), the design of the three-dimensional signs is based on a comprehensive community branding effort.

Bedford

The City of Bedford's wayfinding system was designed circa 2005 and was largely funded by a Transportation Enhancement Grant. Bands of color differentiate commercial districts (green), information sources (blue), and historic attractions (brown). The design of the MUTCD-

compliant signs features a view of the Peaks of Otter at sunset.

Brookneal

Funded by a Community Development Block Grant (CDBG), Brookneal's wayfinding system is being installed as of the writing of this document. Its primary purpose is to inform travelers along U.S. 501 that the town has a central business district only two or three blocks to the east. Other attractions highlighted include the Staunton River boat ramp, Patrick Henry's Red Hill, and Brookneal's athletic park. The design of the sign utilizes colors developed during the town's 2010 branding process as well as a stylized overhead (or map) view of the Seven Islands, a nearby landmark on the Staunton River. Brookneal's system is the first within Region 2000 to be designed based on the current (2009) MUTCD standards for community guide signage.

Other Virginia Examples

Charlottesville

Charlottesville has long been known as a leader in wayfinding signage, having developed a system that featured silhouettes of the three presidents that called the area home as the primary motif back in 2000. This system replaced an earlier system developed in the early 1990s, and was itself replaced in 2010, when a new series of larger signs was introduced. Likely the first system in Virginia to

Other Virginia Examples



Charlottesville's past (upper left) and current signage



be implemented following the 2009 edition of the MUTCD that expanded its section on community guide signage, the individual signs in the system are surprisingly large, as they must be big enough to support the scale of lettering required by the area's speed limit. More muted in color than the previous system which boasted primary colors, the new system uses a combination of greys, greens, and reds to convey its message. The reverse of many signs is coated with a light green film with dogwood flower accents. In addition to providing direction to motorists, signs in the city's two historic pedestrian-oriented business districts (the Corner and the Downtown Mall) also direct shoppers to less-visible stores on side streets. This program is carefully managed through a set of guidelines created by the City of Charlottesville.

Culpeper

The Town of Culpeper has a long history of utilizing wayfinding signage, and is held as a model across Virginia and beyond. The original design uses magenta, blue, green, and white, and features design elements found in the town, including the Blue Ridge Mountains, a corbeled brick cornice from a downtown building, and an image of the town's train station, which is actively used by Amtrak as well as the visitors' center. Culpeper's current signage system actually reflects at least two phases of implementation— a later series of

parking management signs have a slightly updated feel, but use enough of the language of the original system so as not to give the appearance that two separate systems are in place.

Roanoke

Like other cities and towns across the Commonwealth, Roanoke is also utilizing its second phase of wayfinding signage. The initial system was very simple, and featured the Roanoke Star along with a blue and green color scheme. Following a community branding process, a new signage system was launched. While the font size on some signs may not be in strict adherence to MUTCD standards, the system is easy to read and uncluttered.

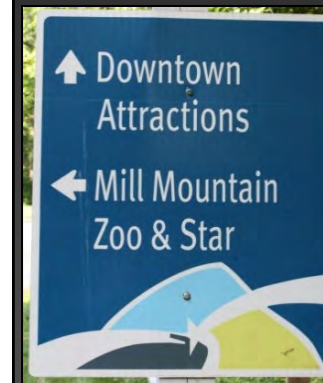
Winchester

In 2010, the Virginia Downtown Development Association honored Winchester's Old Town Development Board for its comprehensive streetscape program, which included the design and installation of an elegant wayfinding signage system. The system features multiple hues of crisp primary colors, and incorporates design motifs from Old Town's architectural legacy. In addition to the typical automobile-oriented signs, the system features a series of signs scaled for pedestrians, which include a thumbnail map of the central business district

Other Virginia Examples



Culpeper



Roanoke



Winchester

3. Best Practices

Federal Guidelines

The Federal Highway Administration's Manual on Uniform Traffic Control Devices for Streets and Highways (MUTDC) provide standards for wayfinding signage in terms of design, size, lettering, location, etc. (see Appendix II). The MUTDC is supplemented in Virginia by the State's periodic supplement (the current edition was created in 2011).

Institute of Traffic Engineers Recommendations

The Institute of Traffic Engineers (ITE) published an article in the ITE Journal entitled "Principles of Urban Wayfinding Systems" that suggests best practices for cities to follow when installing wayfinding signage on local streets. According to the ITE, successful wayfinding signage on local streets must: be attractive; direct to smaller destinations; be part of the overall city identity; provide directions over very small distances at low speeds; and compete with street, regulatory, and storefront signs for attention. Additionally, ITE indicates that wayfinding signage on local streets must balance the practicality of conveying a message with the importance of an attractive design that complements the urban



streetscape. To accomplish this, the ITE recommends the following:

Color: Blue, red, green, and brown work best, and no more than three or four different colors should be used. Color contrast should be at least 60 percent between typeface and background to satisfy the needs of people with color blindness or limited vision.

Typeface: The typeface should be at least four inches tall and preferably five inches tall. Letter styles should be simple with few flourishes and a wide kerning. Letters should use a reflective material, and vinyl lettering is recommended to allow for easy alterations.

Symbols: Internationally recognized symbols (e.g., P for Parking or i for

Information) should be used. Unique symbols (such as district logos) should be limited so that they are easily remembered, should not dominate a sign, and should be used only in conjunction with a text message.

Messages: Even at low speeds, motorists can only assimilate a limited amount of information and still concentrate on driving. Each message should be limited to two or three words, preferably on one line, and no more than three or four messages should be listed on a single sign. No more than two signs should be in a single block.

Design: Wayfinding signs should complement other street furniture in the streetscape and have an attractive appearance from all sides. Signs located such that pedestrians will walk under them should be mounted at least seven feet above ground. Sign width should be limited to about 40 inches to keep the sign out of the primary pedestrian passageway and to maintain an urban scale.

Location: Wayfinding signs typically should be installed on dedicated poles or mounts. Signs should be placed to prevent conflict with utilities, landscaping, other street furniture, and vehicular sight lines. Signs should be located no closer than 75-100

feet from the intersection of the intended turn. Signs should be located on the same side of the street as the direction of vehicular travel. The sign panel should be located at least 12 inches from the curb to prevent damage to vehicles.

Maintenance: A maintenance and replacement budget should be established to remove graffiti and stickers, clean signs, and replace those that are damaged. Funds can be generated by sign sponsorship. A database of signs needs to be created and maintained as changes occur. Policies need to be established for changes and additions.

The ITE recommendations for wayfinding signage on local streets are primarily for signs directing motorists. These signs are intended to direct motorists from the highway interchange to the parking area for their intended destination. In a downtown setting, parking is often shared and may be located several blocks from a destination. In those instances, pedestrian-oriented wayfinding signage is often necessary to direct people from the parking area to the destination. Additionally, pedestrian-oriented wayfinding signs are typically needed to direct people from transit stops and lodging to destinations and from one destination to another.



A pedestrian-oriented information panel in Washington, D.C.

Pedestrian-Oriented Wayfinding

Pedestrian-oriented wayfinding signage shares many of the design elements recommended by the ITE for wayfinding signage on local streets. However, pedestrians are able to linger at a sign and assimilate significantly more information than a motorist. Therefore, pedestrian-oriented wayfinding signage commonly uses a kiosk format that displays

information about dozens of destinations and includes a map of the surrounding area with a “You Are Here” designation. Pedestrian-oriented signage should use the same color scheme and logos as wayfinding signage for motorists since the majority of pedestrians will interface with both sets of signage and can more quickly assimilate information from the pedestrian-oriented signage if it is an extension of the wayfinding signage for motorists. While wayfinding signage is a critical element to any successful wayfinding system, there are many other elements that should be in place.

Direct and Indirect Wayfinding Elements

The other elements fall into two general categories: direct and indirect. Direct elements, such as maps or guides, directly disseminate wayfinding information to users. Indirect elements, such as public art or streetscape themes, create an environment that helps users intuitively find their way. At a minimum, a map of downtown destinations should be distributed at places of lodging, restaurants, shopping areas, and the destinations themselves. Additionally, the map should be available online. Ideally, direct wayfinding elements should also include a guide that provides detailed information about destinations as well as restaurants, shopping areas, and lodging. The guide should include the same map or maps that is distributed separately and should be distributed both in hard copy and online. The expense of creating



and frequently updating a map and guide is typically recovered through fees charged to the destinations and businesses included on the map and in the guide. Another important direct wayfinding element is on-site signage at the destinations. On-site signage needs to be carefully designed to both blend with the urban fabric but also be conspicuous enough to readily identify the destination to those unfamiliar with its location. On-site signage also needs to readily convey any special information such as the location of entrances; hours of operation; and on-site facilities, services, and events. Indirect wayfinding elements are critical to the success of a wayfinding system, but their importance is often overlooked.

Environmental Factors

The environment around us greatly impacts our ability find our way in several respects. First and foremost, for wayfinding to be effective one must have a feeling of personal safety in an

environment. If an environment feels unsafe and chaotic, the level of personal comfort decreases so dramatically that the ability to assimilate wayfinding information is severely hampered. In such an environment a person focuses more on preserving their personal safety and begins to look for any destination that feels safe rather than their intended destination. Therefore, it is critical that public realm contain the elements that foster a feeling of personal safety such as lighting, landscaping, and street furniture. Just as importantly, these elements must be thoughtfully designed and well maintained in order to contribute to the feeling of personal safety.

Additionally, the environment along the paths people travel to destinations should give people visual cues regarding the districts within downtown and the edges between these districts. Often this is accomplished by incorporating the district logos and colors from wayfinding signage into other street furniture such as light poles, benches, trash cans, and even sidewalk pavement. By incorporating the district logos and colors in the streetscaping, a person will know that they are in the district in which their destination is located and that their destination is close. Further, as a person is traveling to another district to reach their destination, they will intuitively begin to realize they are close to their destination when they reach the edge of the new district and begin to notice that new colors and logos are

incorporated into the streetscape. The treatment of nodes and landmarks within downtown are also important indirect elements of a successful wayfinding system.

Decision Points or “Nodes”

As described by the Wichita-Sedgwick County Metropolitan Area Planning Department, “Nodes” (or decision points) are often major street intersections or public spaces such as parks or plazas, and landmarks are often important buildings such as a large office building or an arena or unique urban features such as clock tower or a monument. Nodes and landmarks by their very nature have a high profile; thus, they are used to by people to judge their location in relation to their intended destination. To preserve the importance nodes and landmarks play in the community, they should be the location of the community’s highest quality urban design elements such as major public art and an additional emphasis on landscaping and streetscaping.



4. Signage Families

Wayfinding signs can be grouped into seven broad categories based on their function and location.

Highway Signage

VDOT standards allow “Supplemental Guide Signs” for cultural interest area destinations within 15 miles of an interstate highway. Design of these signs complies with the federal MUTCD standards.



Gateway Signage

Signs and structures distinguishing city edges or entry portals. The design of these signs should be complementary to a comprehensive wayfinding system so that the motorist is immediately introduced to the color scheme and format of the system that they will soon be experiencing.



Vehicular Directional Signage

Signs serving to direct vehicular traffic to key destinations within and beyond the MPO area. The are typically placed approximately 100 feet in advance of key “decision points” where motorists will need to make a turn. “Trailblazer” signs are used to re-assure motorists as they travel along their intended path if the distance between decision points is significant.



District Identity Signage

Signs identifying the edge, or reinforcing the core of a district. These can be stand-alone signs (as seen in the example from Alexandria, VA to the right), or can be components of vehicular directional signs. This might consist of a band of a color keyed to the



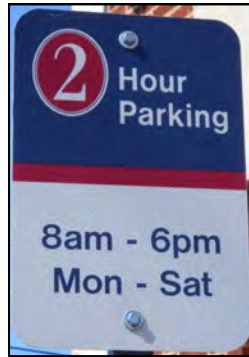
individual district, or a separate sign element as seen in the example from Charlotte, NC above.

Parking Signage

Identification and directional signs for parking, which help make facilities easier to locate. Consistent and frequent parking signage helps direct visitors to off-street facilities, and helps diminish the perception that



parking is scarce. Parking regulation signs such as the example from Culpeper to the right, can also be integrated with a branded wayfinding system to help convey a consistent message in downtown areas.



Pedestrian Directional Signage

Signs and maps intended to orient and direct individuals on foot throughout commercial or residential districts. Information kiosks may also be included in this signage family. A detail from a wayfinding sign in the Soho neighborhood of New York City indicates two important bits of information: 1) the viewers location on the map



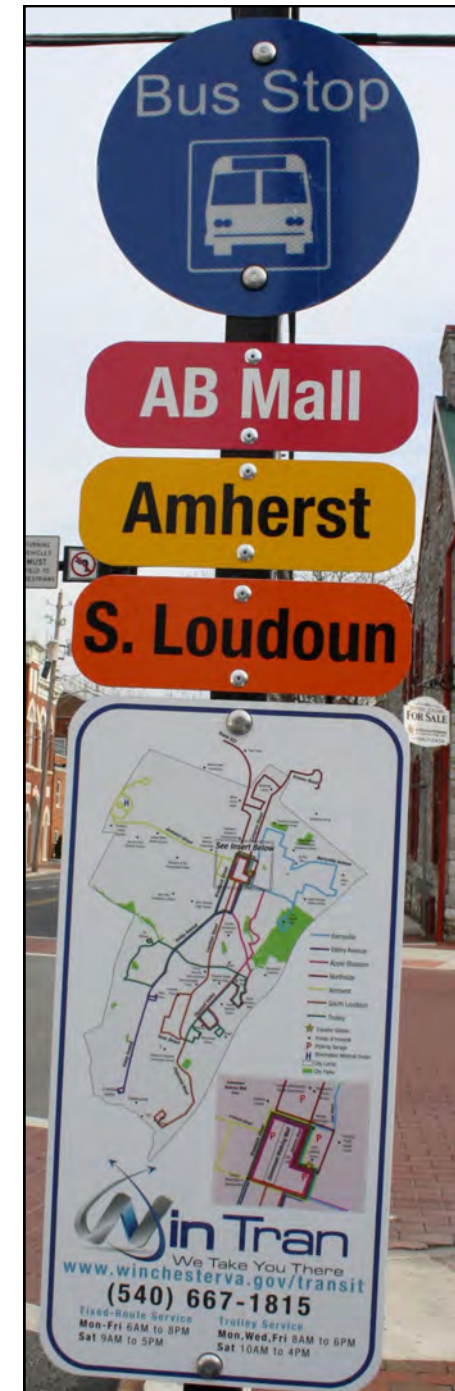
Central Virginia Metropolitan Planning Organization

(i.e., “you are here”) and 2) the radius of a 15 minute walk from that point. The pedestrian-scaled sign and map below is part of the wayfinding system in Winchester, VA.



Transit Guide Signage

Signage can play a key role in assisting visitors, residents, and commuters in the transition from being pedestrians to being mass transit users. While many transit providers now provide information on routes and schedules online (and is thus accessible by passengers who have smartphones), it is still important to provide information on-site to riders who may not have mobile Internet access, or who may be unfamiliar with the existence of the web-based resource. The sign cluster from Winchester, VA shown to the right is a particularly good example of transit signage, as it clearly indicates the routes served by the stop and includes a detailed route map with the transit company's phone number and web site.



5. Existing Conditions

Downtown Lynchburg Wayfinding

In 2003 and 2005, the City of Lynchburg and Bizzell Design developed a multi-phased system of wayfinding signage and streetscape elements (including bus shelters and information kiosks) for the downtown area. The plan identified five “staging points,” where visitors could stop, obtain information, and then decide to further explore on foot or by car. The signs that were installed as part of this project are impressive, and feature a color



palette of black, sage green, plum, and red applied to a whimsical three-dimensional, multi-piece substrate. While attractive, the signs do not meet current MUTCD standards for letter size and retroreflectivity. The letter height issue is somewhat mitigated by the fact that most of the signs are installed in areas that

have very low speed limits, or are installed at traffic signals where travelers are momentarily stopped, but can be difficult to read on certain through-streets like Main, Church, and Fifth.



While the original plan has almost completely been executed downtown, the opportunity to replace all guide signage within the district with the new style of wayfinding signage has not been taken, which can lead to visitor confusion. For example, at least three different types of signs exhibiting parking symbology can be found within a small radius. In other cases, the system has not been extended as far as it can (or should) go. Elements of the system (including parking signs and bus shelters) extend into the 900 block of the Fifth Street corridor, but become mixed with standard guide signage in the same area. Visitors traveling on Main Street are directed by the downtown system towards the Legacy Museum, but must transition from the downtown wayfinding



system to the standard brown and white guide signs for direction before finally reaching their destination. On a similar note, the signage plan recommended that two signs be placed on Main Street near its interchange with the Lynchburg Expressway (U.S. 29 Business), but these were not installed. Thus visitors are not introduced to the system until they reach the intersection of Main and Washington Streets.

One of the existing system's strengths (its design) also lays the foundation for its primary drawback. The complexity of the multi-piece custom signs creates a high price tag, with some of the larger signs costing over \$10,000 each. This causes concern for whether the existing system is sustainable over time (in other words, can the city afford to replace signs or add to the system when needed), and also calls into question the practicality of expanding the existing system citywide or beyond.



An existing gateway sign for downtown Lynchburg. Note that its design has little in common with the district's wayfinding

Other Wayfinding Signs

Like most areas, the localities within the MPO area display a mixture of guide signage that has developed organically over time to meet specific needs. The MPO area is host to a number of statewide trailblazing systems, including Virginia Civil War Trails and Virginia Birding & Wildlife Trails (see Integrated Directional Signage Program below). In addition, parks, historic sites, and other attractions are marked with the standard brown and white guide signs, while certain schools and colleges are identified by green and white guide signs.

Public parking, which is typically only available in Lynchburg's historic commercial districts, is identified by a mixture of signs—some are green and white guide signs with the standard “P” symbol, while others are relicts of a previous citywide branding effort and feature the text “Public Parking” along



with the city's logo. In certain areas, the internationally-recognized “P” logo is integrated into the downtown wayfinding signage system.

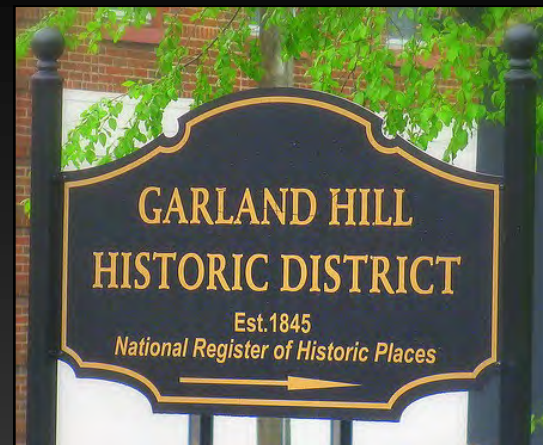
While wayfinding via standard guide signage does exist throughout the MPO area, many individual signs appear to not have been installed as the result of a comprehensive planning effort, but rather exist to resolve a particular request or problem that may have occurred in the past. Thus, while a sign may direct a visitor to turn at a key intersection, further signs may not actually lead the visitor to the destination. Particularly in cases where long distances or changes in environment exist between the guide sign and the destination, a



visitor may begin to question the validity of the direction that they were given and make a decision to turn around.

Pedestrian and cyclist-oriented signage on Blackwater Creek

Area Gateway Signage



A variety of gateway signs are currently used throughout the MPO to identify entrances to localities and neighborhoods

Recently, the Greater Lynchburg Transit Company has begun replacing its former bus stop identifier signs (below right) with a newer signage series that better represents GLTC's branding and outreach efforts. The new signs are visually appealing and contain information not previously listed, including operating hours and GLTC's web address. However, these new signs have not yet completely replaced the old ones, which can cause confusion for individuals not familiar with the system.



Integrated Directional Signage Program

The Integrated Directional Signing Program (IDSP) was developed to provide Virginia motorist-oriented service businesses, attractions, tourist destinations and other specific points of interest with a single contact if they desire to have their location identified on a road sign along the state-controlled and maintained roadway system to provide

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motorists with directional guidance and information about their location. In Virginia, this program is administered by Interstate Logos, LLC (known as Virginia Logos) in partnership with VDOT.

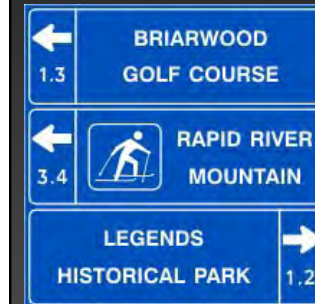
Four main types of signs or Signing Programs are included in the IDSP:

- Specific Travel Service (Logo) Signs:** provide the motorist directional guidance to the providers of gas, food, lodging, camping, and attraction destinations at interchanges along Virginia's Interstates and other controlled-access roadways. Within the CVMPO area, these signs are found along the limited access sections of U.S. 29 (Madison Heights Bypass), U.S. 460, and the Lynchburg Expressway.
- Tourist-Oriented Directional Signs (TODS):** TODS signs provide roadway users with directional guidance to business, service, and activity facilities available to them during their travels along non-controlled routes and highways. Regulations controlling TODS signs include:
 - Excluded from any cities and towns of 5,000 or more population (as well as Arlington County and Henrico County).
 - Derives a major portion of income or visitors from motorists not residing in the area of the facility (within 15 miles) during the normal business season.

Types of Integrated Directional Signage



Specified Travel Service (Logo)



Tourist-Oriented Directional (TODS)



Supplemental Guide



General Motorist

While not yet heavily-utilized within the MPO area, these signs can be found scattered throughout Central Virginia in rural areas. One notable exception is in Albemarle County, where the signs are used in areas of dense commercial development, such as U.S. 29 north of the Charlottesville city limits. Within Region 2000, these signs would not be permitted within the cities of Lynchburg and Bedford due to their population, but may be used elsewhere in the region and MPO.

- **Supplemental Guide Signs:** In addition to the destinations shown on “Major Guide Signs”, VDOT also allows the installation of official guide signs displaying information about other destinations and specific facilities that are of significance to travelers known as “Supplemental Guide Signs.” Signs of this type are found throughout the CVMPO area, although not all of them are administered or maintained by Virginia Logos (for example, many within the City of Lynchburg were created and installed by the Public Works Department).
- **General Motorist Service Signs:** General Motorist Service Signs use symbols to inform the motorist of the availability of services that fulfill the needs of the road user such as Gas, Food, Lodging, Camping, or Hospital.

Special Programs

- **Civil War Trails:** Civil War Trails program signs may be installed on interstate, primary and secondary facilities and may be installed as stand-alone structures or attached to existing sign structures. This program is exempt from the IDSP criteria and annual fee requirements. All costs associated with this program, including costs for the fabrication, installation, maintenance, and replacement of these signs, shall be the responsibility of the requesting entity.
- ♦ **Virginia Department of Game and Inland Fisheries Birding and Wildlife Trails:** The Birding and Wildlife Trail programs established by the Department of Game and Inland Fisheries may be installed on interstate, primary and secondary facilities and may be installed as stand-alone structures or attached to existing sign structures. This program is exempt from the IDSP criteria and annual fee requirements. All costs associated with this program, including costs for the fabrication, installation, maintenance, and replacement of these signs, shall be the responsibility of the requesting entity.
- **Wayfinding Signage Pilot Program:** Historic Triangle Wayfinding Group, sponsored by the City of Williamsburg and

Special Programs



Civil War Trails



Birding & Wildlife Trail



Wayfinding Signage Pilot Program: Historic Triangle



Wayfinding Signage Pilot Program: Loudoun County

the Counties of James City and York, may implement a wayfinding system within state maintained right of way as a pilot program. Loudoun County may also implement a wayfinding system within state maintained right of way as a pilot program. Continuation of the pilot program is subject to regular consultation with the Department.

The information regarding these two “pilot” wayfinding programs was obtained from the Virginia Logos website, and may be outdated. The Historic Triangle Wayfinding System (HTWS) was installed in 2006 as part of the preparation for the 400th Anniversary of Jamestown in 2007. At this time, the FHWA had only written a draft series of wayfinding guidelines, and VDOT received special permission from the FHWA to develop this experimental system. The system is in compliance with the 2009 edition of the MUTCD, which specifically allows for wayfinding signage. The only exception to this may be the presence of branded “gateway” entrance signs on Interstate 64, which is not currently allowed. A 2009 report by the Virginia Transportation Research Council confirmed that there are many benefits to the HTWS, including improved navigation and guidance to tourist destinations.

Similarly, Loudoun County’s program may not be as unique today as it once was. In

September of 2004, Loudoun County received permission to include its future wayfinding system as a Wayfinding Signage Pilot Program in the Virginia Department of Transportation’s (VDOT’s) Integrated Directional Signage Program. This permission allowed Loudoun to proceed with a wayfinding system design. The county received VDOT/FHWA approval, and the Loudoun Board of Supervisors approved the design documents in the fall of 2008 and awarded a fabrication and installation contract in October of 2011. While the implementation of this project begun after the launch of the 2009 MUTCD, the design and approval phases all took place before 2009. One item that may be related to this special program is Stafford County’s wayfinding system, which was approved by the Stafford County Board of Supervisors in 2011. Documents for this program make mention of applying to VDOT’s “Right to Experiment Wayfinding Signage Program,” about which nothing is available on VDOT’s web site.

- **Virginia Waterways Signage Program:** Virginia Waterways Signage Program signs may be installed on interstate, primary and secondary facilities. All costs associated with this program, including costs for the fabrication, maintenance, installation and replacement of these signs, shall be the responsibility of the requesting entity.
- **State Scenic River Program:** State Scenic

River signs may be installed on interstate, primary and secondary facilities. All costs associated with this program, including costs for the fabrication, maintenance, installation and replacement of these signs, shall be the responsibility of the requesting entity.

- **Winery Signage Program/Wine Trail:** A wine trail shall consist of a group of three or more wineries that have declared their intention to be a wine trail and published joint marketing materials. To participate in either the TODS or LOGO program, each winery on a wine trail must meet the hours of operation and licensing requirements for that program. The driving distance between one winery and the next wine trail facility shall not be greater than fifteen (15) miles. To be eligible for participation in the TODS program, the first and last facilities on a wine trail must be located within fifteen (15) miles of the intersection of a non-controlled access state primary or secondary system highway where the initial TODS panel is to be located. To be eligible for participation in the LOGO program, the facility at one terminus of the wine trail must be located within fifteen (15) miles of



the interchange. The facility at the other terminus must be eligible for either TODS or LOGO signage.

- **Virginia Historic Highway Marker Program:** With their texts of black lettering

against a silver background and their distinctive shape, Virginia's state historical highway markers are hard to miss on the state's roadways. There are now more than 2,200 of them erected in Virginia to commemorate people, places, or events of regional, statewide or national significance. Virginia's historical marker program is the oldest such program in the nation, beginning in 1927 when a handful of markers were erected along U.S. 1 between



Richmond and Mount Vernon. Originally the Conservation and Economic Development Commission was tasked with creating historical markers. In 1949, the Virginia Department of Highways was assigned the responsibility for installing and maintaining new markers, and in 1950 the Virginia State Library took over researching and approving new makers. In

1966, management of the highway markers was transferred to the newly created Virginia Landmarks Commission, the predecessor agency of the Department of Historic Resources (DHR). Today VDOT retains primary responsibility for installing new markers and maintaining existing ones. In this capacity, VDOT is a vital partner with DHR in managing the marker program.

Due to recent policy changes at VDOT, the responsibility for marker installation and maintenance has been shifted to 81 localities throughout Virginia. Hence, VDOT will no longer install or maintain markers in these locations. Within Region 2000, localities responsible for the installation and maintenance of their own markers are (as of June 2012):

- Town of Altavista
- City of Bedford
- City of Lynchburg
- **Local Historic Highway Marker Programs:** Some proposed marker subjects do not meet the criteria for the state system because they are of local significance rather than of state, regional, or national importance. The Code of Virginia empowers local governments to establish marker programs to commemorate persons or events of



Virginia localities that currently operate a local marker program include counties of Arlington, Charles City, Fairfax, Henrico, Prince William, the cities of Fairfax, Falls Church, Norfolk, Winchester, and the Town of Occoquan.

local significance, provided that the local markers look different from the state ones. The goal in distinguishing local from state markers is to avoid the impression that the local markers have been approved or reviewed for accuracy by the Department of Historic Resources and its Board of Historic Resources. Accordingly, local markers feature different colors from the state markers, a local emblem rather than the state seal, and the locality instead of the department's name. Local jurisdictions are also responsible for the maintenance and upkeep of their markers. To establish a local marker program, an official representing the jurisdiction should contact the state marker program manager

(Marc Wagner) to discuss the proposed program. DHR will work with the locality's designated representative to present an overview of the proposed local marker program to the Board of Historic Resources for approval. The presentation typically includes examples of the proposed local marker design as well as the initial suggested text or texts for the program. Local programs use markers of a different style and color than the state markers, such as this one in Fairfax County. Pending approval, the manager of the local marker program submits any subsequent texts to the state program manager to determine informally whether the texts are of local, state, or national significance. If they are of local significance, the local government is authorized to proceed with its program. If, however, topics are of state or national significance, the standard procedures are followed for obtaining state marker approval from the Board of Historic Resources.

City of Lynchburg and Virginia Logos

The City of Lynchburg and Virginia Logos, LLC have entered into an agreement by which Virginia Logos will maintain the "sign program" within the city for five-year terms. These signs include Specific Travel Service (Logo) signs, Supplemental Guide Signs, and General Motorist Service Signs. At the time of the 2011



"Everywhere all at once" by Taber Andrew Bain

contract however, only four signs within the city were subject to the agreement, although more could be added in the future. If a comprehensive wayfinding system were to be established within the city and/or MPO area, the signs that comprise that system would not be part of the Virginia Logos program.

Survey of Stakeholders

In February of 2012, more than two dozen representatives of attractions, tourism agencies, colleges & universities, and local governments were consulted regarding their experiences relating to the navigation of visitors throughout the region. These stakeholders were asked about whether travelers are able to easily locate their facilities and if they have developed an established route by which to encourage visitors to travel

that might avoid certain areas that might not be considered "visitor friendly" from a traffic, road condition, or aesthetic standpoint.

Areas that the group felt were difficult to navigate to, from, or within included:

- Jefferson Street in Lynchburg due to the difference in topography between it and Main Street
- The neighborhoods surrounding Thomas Jefferson's Poplar Forest (Campbell and Bedford Counties)
- The neighborhoods surrounding the Anne Spencer House (City of Lynchburg)
- Differentiating between Appomattox County Court House (local government facility within the Town of Appomattox) and the Appomattox Court House National Historical Park (National Park Service facility outside of the town)
- Navigating through Madison Heights in Amherst County southbound on U.S. 29 from Charlottesville (visitors don't know if they are in Lynchburg or not, and don't know how far to go before they reach attractions)
- Similarly, visitors approaching Lynchburg via U.S. 501 from the northwest don't have clear direction at the intersection of the Lynchburg Expressway and Boonsboro Road. Once on Boonsboro Road, little

reassurance is given to let visitors know that they are on the right track.

Generally speaking, the group agreed that the Lynchburg area is very difficult to navigate. Specific issues identified included the lack of exit numbers on the U.S. 460/U.S. 29 Bypass (the Lynchburg Expressway has exit numbers) and the sudden changes name or route designation by roads that continue in the same direction (in other words, visitors don't realize that they have transitioned to a new road because they have not made a turn). Some examples of this include:

- Main Street, Rivermont Avenue, Boonsboro Road
- Boonsboro Road, Lee-Jackson Highway and/or Lynchburg Expressway
- Campbell Avenue, Kemper Street, Park Avenue
- Campbell Avenue, Langhorne Road
- Twelfth Street, Fort Avenue, Wards Road and/or Timberlake Road
- South Amherst Highway, Fifth Street, Memorial Avenue
- Old Forest Road, Forest Road
- Lynchburg Expressway (transitions from U.S. 29 to U.S. 501)
- In general, the segment of Forest Road between the two segments of the

Lynchburg Expressway is thought to be very confusing to visitors.

When asked about whether or not attractions and destinations intentionally manipulate directions given to visitors in order to help them avoid poor aesthetics or traffic conditions, members of the group provided the following examples:

- Visitors are encouraged to avoid Concord Turnpike as a connector to Downtown Lynchburg from U.S. 460 due to the presence of the landfill, water treatment plant, industrial facilities, and potential traffic blockages caused by the two at-grade rail crossings. This has been partially rectified by the installation of guide signage along both directions of the Madison Heights Bypass (U.S. 29) at its interchange with the 210 connector in Amherst County. This directs visitors to utilize Route 210 and then the Lynchburg Expressway to access downtown. A further refinement to this sign series would be to add a guide sign visible to westbound traffic on U.S. 460 as it approaches the U.S. 29 northbound interchange. This would re-route downtown visitors prior to their reaching Concord Turnpike.
- Buchanan Street should be avoided as an access route to the Anne Spencer House due to poor housing stock condition.

- The segment of Bateman Bridge Road (Bedford County) between Homestead Drive and Forest Road should be avoided by visitors approaching Poplar Forest due to the one-lane bridge that has weight restrictions.
- Since the reconstruction of the D Street Bridge in Lynchburg is complete, temporary wayfinding signage directing visitors to Point of Honor and Daniel's Hill Historic District via Cabell Street at Rivermont Avenue should be removed. The preferred route is from Rivermont Avenue to D Street and then to Cabell.

In general, the stakeholders strongly agreed that it is more important to keep visitors on a small number of key roadways within Region 2000 (even if it means that their travel time or distance might increase slightly) rather than giving them directions that include obscure local "shortcuts" that have the potential of getting a motorist lost if a wrong turn is made.

Inventory of Current Signage

In order to assess strengths and deficiencies in Lynchburg's current wayfinding system, an inventory of existing signage (see Appendix II) was conducted along major circulation routes, including the Lynchburg Expressway, Boonsboro Road/Rivermont Avenue, and downtown.

6. Recommendations

Results of Needs Assessment

Based on evaluation of the current signage systems within the CVMPO area and feedback from stakeholders in the visitor services industry, the need for improved and expanded wayfinding within the region is apparent.

At its outset, one of the primary goals of this project was to make recommendations for a wayfinding signage system within the MPO area if a needs assessment determined that benefit would be gained from the implementation of such a system. Currently, the boundaries of the CVMPO include two incorporated localities (the Town of Amherst and City of Lynchburg) as well as portions of Amherst, Bedford, and Campbell Counties totaling more than 560 square miles. Within the MPO, only downtown Lynchburg currently has a coordinated wayfinding system, but three localities (the City of Bedford and Towns of Altavista and Brookneal) outside of the MPO, but within Region 2000, have existing wayfinding systems. After evaluating numerous successful wayfinding systems throughout the Commonwealth and beyond, it has been determined that the overwhelming majority of systems are focused on a single locality. The only known systems in Virginia that include multiple localities are the Historic Triangle system in Williamsburg, York County, and

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James City County and Loudoun County's system, which includes multiple towns within the county. Both of these systems have received specific permission as experimental "regional" systems from VDOT.

Because Altavista, Bedford, and Brookneal already have wayfinding systems, it seems that implementation of a system solely focused on the MPO area (a geographical designation not recognized by tourists) would prove confusing to motorists. As wayfinding systems are typically concentrated within towns and cities, visitors may have a difficult time determining why an MPO-based signage network serves the City of Lynchburg, Town of Amherst, and unincorporated areas including Forest, Madison Heights, Rustburg, and Timberlake, but not Appomattox or Pamplin (the only towns outside of the MPO that do not currently have wayfinding systems).

Of particular concern would be lumping the City of Lynchburg and the Town of Amherst into the same system. The number of identified attractions located within the 15 miles between each locality's downtown is very low (perhaps three), and the most likely route that visitors would take between the two localities is the U.S. 29 Madison Heights Bypass, which, as a part of the National Highway System, would not be eligible for community

wayfinding signage. In addition, both Lynchburg and Amherst have recently undergone professionally-led branding efforts, and have created distinct visual identities. There is no reason why the Town of Amherst should surrender its image in order to be under the auspices of an MPO-wide system dominated by Lynchburg's marketing identity (or vice versa).

Lastly, as an MPO-wide system might involve up to five localities, the prospects of mustering funding and maintenance commitments from all entities would be challenging, to say the least.

Because of these reasons, this study recommends that the City of Lynchburg and Town of Amherst each independently pursue separate wayfinding systems. Certainly, Lynchburg and Amherst might seek to partner with neighboring localities in order to erect a small number of signs leading to destinations just outside of the system's home jurisdiction.

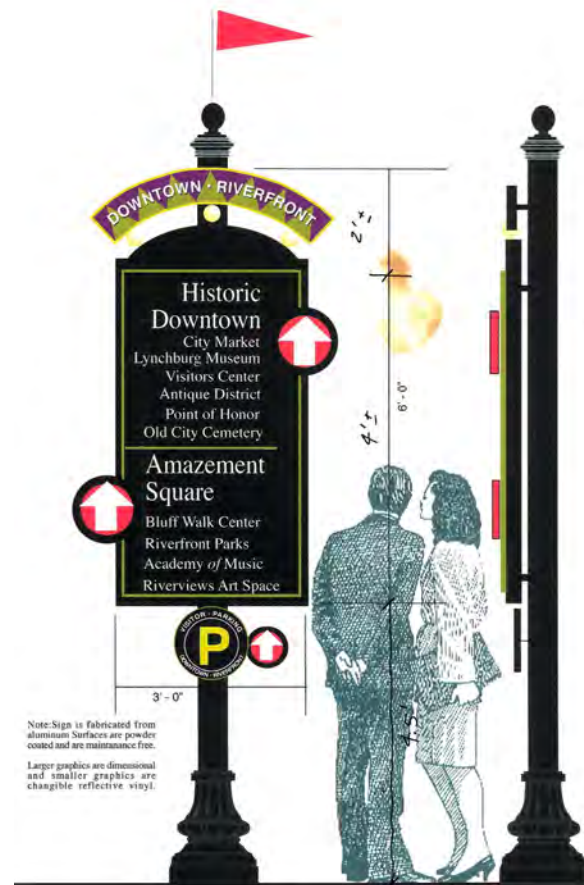
In addition, while this study is focused on the MPO area, the principles set forth in this document are somewhat universal, and can be used to help develop systems in other towns within Region 2000 should there be interest.

Lynchburg Citywide System

This study has determined a definite need for an expanded community wayfinding system within the City of Lynchburg. While the existing downtown network has gone a long way towards aiding motorist and pedestrian navigation within the Central Business District, it is not practical to expand the system (as designed) outside of downtown for two primary reasons: 1) the existing downtown system is not MUTCD-compliant, and is not suitable for higher traffic speeds and volumes found elsewhere in the city and 2) the per-sign cost of the multi-part, three-dimensional downtown signs (some are over \$10,000 each) makes an expansion of the system utterly cost prohibitive.

The wayfinding project conducted by the Central Virginia Metropolitan Planning Organization a decade ago was constrained due to the lack of specific guidance on community wayfinding signage in the edition of the MUTCD that was then in place, as well as the fact that the Lynchburg Expressway was U.S. 29, and therefore part of the National Highway System. The recommendations made at the time were to focus efforts on the Lynchburg Expressway as the “spine” of Lynchburg’s visitor transportation network, and thusly to expand the use of standard guide signage along that roadway. This effort was largely effective, but the “trail of crumbs”

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Downtown Lynchburg’s current system is effective, but is not scalable to the entire city

from the Expressway to certain key destinations is not always continuous, and the intra-city connections between attractions are generally not well-marked. The end result of this is a system that does a reasonable job of getting two separate visitors each to, say,

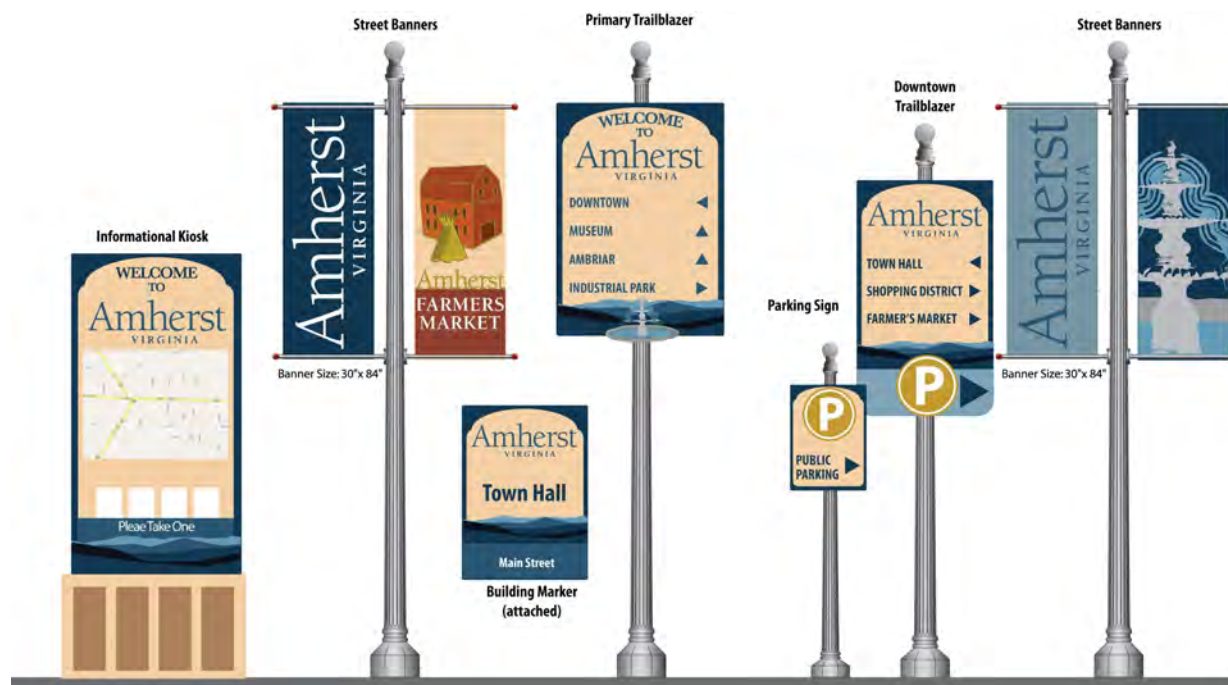
Lynchburg College and Downtown from the Expressway as they enter the area from another metropolitan region, but those two motorists would have a great deal of difficulty finding the college or downtown from their own respective destinations.

While it would be possible to establish a new citywide system while leaving the existing downtown system in place, this strategy could become very complicated and counter-productive. It is assumed that any potential new system within the city would utilize the city’s brand identity as its design inspiration, and the current identity is very different from the style and color palette used in the downtown system. Points at which both systems interface (Fifth Street and Twelfth Street, for example), would prove problematic.

If the city did *not* wish to use its new brand identity on a future wayfinding system, it would be fairly easy to leave the existing downtown system in situ, while creating an expanded system that both references the design motifs and palette of the downtown system while being MUTCD-compliant with lettering of the proper height and font, etc. For the purposes of this report, it is assumed that the city would *not* be in favor of this option. While less-costly than abandoning the downtown system and implementing an entirely new citywide system, it would counter the considerable effort that the city has undergone to develop its brand identity.

Should the City of Lynchburg be interested in pursuing a citywide wayfinding project in the future, this study makes the following recommendations. These activities could be coordinated by the City of Lynchburg, Region 2000 Local Government Council, or a combination of both entities.

- Evaluate existing standard guide signage on the Lynchburg Expressway and U.S. 29/460 to ensure that key destinations are identified.
- Revisit the existing downtown wayfinding signage system to ensure connectivity between downtown locations. Replace parking lot identification signs (green and white and blue and white) that are inconsistent with the downtown system.
- Procure a graphic design firm with experience in community wayfinding signage to design a citywide wayfinding system. This process would include the development of the appearance of the signs as well as design of each sign in the system based on the destination levels and decision nodes (or points) set forth in this document (amended as necessary).
 - As a part of this system, establish a scheme for identification of appropriate districts and neighborhoods
 - Make improvements to the



A conceptual design for wayfinding in Amherst was a part of the Town's 2007 Downtown Plan

pedestrian and cyclist connections between the sections of the Blackwater Creek/James River Heritage Trail that are separated by the 800 through 1300 blocks of Jefferson Street.

- Because of recognized budget constraints, it is recommended that an initial citywide wayfinding system include only those attractions of primary interest to out-of-town visitors. Public Schools, smaller parks, most government buildings, and

designation of non-historic neighborhoods should be included in a future phase of implementation.

Town of Amherst System

This study echoes the recommendation of the 2007 Town of Amherst "Downtown Economic Restructuring Plan & Physical Improvement Strategy" by Arnett Muldrow & Associates that calls for the implementation of a simple wayfinding program within the Town of Amherst. While the proposed design of the

system must be altered so that it is MUTCD-compliant, the overall graphic presentation is sound, and the town has a color palette and set of logos from which to draw. A list of proposed destinations within the town as well as a map of proposed decision nodes is included in this document.

MPO-Wide Wayfinding

In lieu of a fully-developed wayfinding system (or systems), it is recommended that counties within the CVMPO and Region 2000 encourage commercial and nonprofit destinations to participate in the Virginia Unified Directional Signage Program (to a greater extent than they currently participate). Specifically, more businesses and attractions within the MPO and rural areas of Region 2000 can and should participate in the TODS (Tourist-Oriented Directional Signage) program, which gives the destination a presence on major highways like U.S. 29, U.S. 460, U.S. 501, U.S. 221, U.S. 60, and State Routes 130 and 43.

These signs are particularly effective at capturing and re-directing visitor traffic moving between major highways and the Blue Ridge Parkway.

The following business types within the MPO should be encouraged to participate in the TODS program:

- Wineries
- Breweries

- Orchards
- Produce Stands
- Bed & Breakfasts and Inns
- Event Venues
- Canoe Liveries
- Art & Craft Galleries

Many nonprofit or publicly-owned destinations are eligible (for a fee) to participate in the Supplemental Guide Signage program, whereby brown signs with white lettering (for historic or recreational sites) are placed on major thoroughfares.

Maintenance and Management

Before a single sign is put in the ground, a maintenance and management system must be put in place that sustains the program in the long term. Any maintenance and management system must contain not only a plan for sustaining existing signs but also a process for adding and deleting destinations and a process for expansions to the system. As specified by Craig Berger of the Society for Environmental Graphic Design, an effective maintenance program should include the following considerations:

- **Maintenance and replacement:** A short-term graffiti and sticker removal system should be matched with a long-term cleaning program. Five percent of the signs

in the average wayfinding system are damaged or destroyed every year. It is important to create a replacement budget that reflects urban damage and destruction.

- **Changes to the system:** In most areas, destinations move and new ones are added on the average of once per year. A well-managed database of signs and maps (a geographic information system) is needed to keep track of all of these changes.
- **Expansion:** A plan also must be put in place for expansion into adjoining areas. Most wayfinding systems evolve over time. A rulebook for a community's wayfinding system contains the information needed for continual development in new parts of the area. The plan must include a continuing funding source. In many larger metros, this includes an annual fee charged to each individual attraction based on the number of signs that list the attraction.

Wayfinding Signage Costs

The price tag of wayfinding signage systems can vary widely depending on a number of factors, including design and planning fees, quantity, sign panel material, sign post material, installation method, and labor costs.

A typical wayfinding sign would consist of 3M 3930 High Intensity Prismatic reflective sheeting applied to .100 gauge aluminum panel. Signs of this type were purchased from a reputable Virginia manufacturer in 2012, and cost \$164 for 36"x48" panels, and \$80 for 24"x36" panels. Once posts, rivets, mounting joints, etc. were included, the cost of the signs ranged from \$160 to \$423 each. This price does not include materials (concrete), equipment, or labor for installation.

A simple survey was conducted of localities that have completed wayfinding projects within the last several years. Nine projects initiated between 2009 and 2012 were reviewed, and total costs ranged from just \$12,000 to over \$1.6 million. Except for Brookneal (Campbell County), all project costs are presumed to include installation labor, and many projects may have included design and/or master planning in the total cost.

Of the projects that included installation in the cost, the price per sign ranged from about \$4,000 to \$15,000, with the average cost of an installed sign being about \$7,000.

YEAR	LOCALITY	STATE	QUANTITY/SCOPE	SIGN TYPE	PROJECT COST	NOTES
2012	Brookneal	VA	26	Aluminum	\$12,000	Town labor
2011	Charlottesville	VA	City-wide	Aluminum	\$450,000	
2010	Altavista	VA	Town-wide	PVC	\$17,000	
2011	Stafford County	VA	17		\$255,000	Phase I
2010	Asheville	NC	300+	Aluminum	\$1,650,000	
2009	Ann Arbor	MI	150		\$923,155	
2009	Kingsport	TN	44		\$172,930	Phase I
2010	Frederick	MD	150		\$640,000	
2012	Loudoun County	VA	250		\$1,450,000	

Keeping Costs in Check

Many signage systems (like Downtown Lynchburg) are very costly because of the mounting system (poles) that are used. Custom poles and brackets that are made to resemble wrought iron, cast iron, or other decorative materials and elements can cost several times more than the sign panel itself.

Basic installations typically consist of highway-grade aluminum panels mounted on standard square metal posts. These can be pre-punched or can be of the "quick-punch" variety, where all of the holes are blocked by plugs that can be easily knocked out for the particular needs of the installation. Thus, a majority of the holes remain plugged, and the post appears to be

solid. Posts can be left in their natural metal color, or can be painted black, as appropriate.

Some of the wayfinding systems listed in the table above include gateway and district identification signs, which tend to be significantly more expensive than a standard roadside trailblazer sign.

7. Wayfinding Strategy

Region 2000 Local Government Council staff completed a comprehensive study of the existing wayfinding experience within the boundaries of the Central Virginia Metropolitan Planning Organization area. Through this assessment, two primary areas for potential improvement of the wayfinding experience were identified:

- Facilitate vehicular wayfinding
- Address both visitor and community needs

The project team created a reasonably-comprehensive list of destinations in several major categories which were deemed appropriate to include in the wayfinding program. This list was further refined into separate levels of priority. Prioritizing destinations is especially important for vehicular wayfinding signs, where space on each sign is limited, and signs are located according to an overall circulation strategy so that routes are efficient and the total number of signs is kept to a minimum.

Inclusion Criteria

Because the wayfinding program can not accommodate all destinations that would like to be a part of the system, an objective set of destination inclusion criteria has been developed.

Currently, the City of Lynchburg utilizes a policy

for adding attractions to the downtown wayfinding signage system that is based on the participation criteria for VDOT's Integrated Directional Signing Program. The recommended set of inclusion criteria for potential wayfinding systems within the CVMPO is based on Lynchburg's existing guidelines, with a few modifications.

An attraction will be eligible to participate in this program if it is open to the general public, if a substantial portion of its products or services are of significant interest to tourists, and if it meets the following criteria:

Shall have the name of the attraction prominently displayed on the premises in such a manner that it is readily visible to motorists from the public roadway on which the facility is located.

Shall be open a minimum of four (4) hours, five (5) days a week during at least six (6) months each year, except this requirement shall not apply to certain facilities such as arenas, auditoriums, civic centers, farmers markets, farm markets, and flea markets. This requirement may be waived if the attraction property is open to the public when the primary facility is closed if visitors can experience the attraction via unstaffed information kiosks or interpretive signage.

Shall be licensed and approved by the appropriate state and/or local agencies regulating the particular type of business or activity.

Comply with all applicable laws concerning the provision of public accommodations without regard to age, race, religion, color, sex, national origin, or accessibility by the physically handicapped.

Attraction must be open for at least 12 months before its name will be considered to be added to the wayfinding signage system. In the interim (and if it meets all other requirements), the locality may install temporary brown and white attraction signs.

Attraction must be a non-profit (as defined by the Internal Revenue Service) or publicly-owned. Note: Prior to implementation of a future project, it is recommended that this requirement be revisited. As currently written, privately-owned facilities such as wineries, breweries, orchards, and resorts would not be eligible for listing within the system (although any of these types of facilities outside of the City of Lynchburg could participate in Virginia Logos' TODS program). Loudoun County's regional wayfinding program includes several

privately-owned attractions, including Leesburg Corner Premium Outlets, Lansdowne Resort, and various wineries.

Attraction must be located within the CVMPO boundaries or the designated area of focus for the wayfinding signage system (if a larger or smaller system is implemented).

Attractions located within the boundaries of a larger facility/attraction (not district) that is listed in the wayfinding signage system will not receive its own listing in the system. Example: A museum located on the campus of a college or university would not receive specific listing in the wayfinding program if the college or university is already listed. It would be expected that an intra-facility (private) wayfinding system would be responsible for directing visitors to on-campus facilities.

Agree to abide by all rules, regulations, policies, procedures and criteria associated with the program.

Agree that in any case of dispute or other disagreement with the rules, regulations, policies, and procedures and criteria or applications of the program, the decision of the chief appointed official of the locality or designee shall be final and binding.

If the attraction meets the above criteria, it is eligible for signing, contingent upon available

space on existing wayfinding signs. It should be noted that the attraction name will be installed to the appropriate signage at the discretion of the signage system coordinator and the ability to add the name to the sign (due to sign space limitations). If the attraction cannot be added to existing signage and new signage is needed, the attraction will be responsible for the additional costs.

Eligible Categories

The 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, it cannot be considered for inclusion in the sign program. Note that under current recommendations, privately-owned (for-profit) attractions are not eligible for listing under item #6 of the criteria, even if it is listed within an eligible category below. Destinations included in the categories below must meet the previously-listed inclusion criteria.

General Attractions

- **Amusement Facility:** A permanent facility that may include structures and building, where there are multiple devices for entertainment, such as rides, booths for the conduct of games, or sale of items, buildings for shows and entertainment, and restaurants and souvenir sales.
- **Arboreta, Botanical Gardens and Nature**

Centers: A place where plants, trees, and other vegetation are kept. Must have facilities, that are open to the general public.

- **Wineries & Breweries:** A licensed site which shall be open to the general public for tours, tasting and sales, and provides an educational format for informing visitors about wine and/or beer making.
- **Unique Natural Areas:** A naturally occurring area or site of interest to the general public. May include caverns, waterfalls, caves, or special rock formations.
- **Farmers 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. Farmers markets shall be open at least two days per week throughout the harvest season or year.
- **Specialty Shopping Areas:** A densely-developed group of 10 or more specialty shops (antique, art, gift, 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.

- **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, that are open to the general public.

Districts/Neighborhoods

- **Districts:** A named, relatively large, urban or rural area with defined boundaries that share a common physical, ethnic, cultural or political character.
- **Urban Neighborhoods*:** A residential community that is organized in a formal association that meets a minimum of 4 times a year. Private developments are not eligible.
- **Business District:** An area within a community which is officially designated as a business district by the local officials.

* Urban Neighborhoods receive only District Identification signs (directional signage is not provided unless also a Local, State, or National Historic District).

Government

- **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.

Education

- **Colleges or Universities:** An educational institution that is nationally accredited and grants degrees.
- **High Schools:** Accredited public or private high schools with at least 100 students enrolled

Cultural & Historic Attractions

- **Arenas, Stadiums, Auditoriums and Convention Centers:** Includes stadiums, auditoriums and civic or convention centers.
- **Fairgrounds:** Includes county and state fairgrounds.
- **Libraries:** 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.

- **Observatories:** A facility designed and equipped to observe astronomical, meteorological or other natural phenomena.
- **Religious Sites:** 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.
- **Theaters, Arts Centers, and Concert Halls:** For the performing arts, exhibits, or concerts, which has a minimum occupancy capacity of over 100 people.
- **Historic Site:** A structure or place of historical, archaeological or architectural significance listed in the Virginia Landmarks Register, National Register of Historic Places, or locally designated by the town, city, or county. 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: Encampment Sites, Battlefields, Forts, Houses, Commercial buildings, Farms, farmsteads and barns, Religious sites, places of worship, cemeteries and monuments, Mills and factories, Furnaces, Bridges, Tollhouses, Canals, Railroad Stations

- **Historic District:** A district or zone listed in

the Virginia Landmarks Register, National Register of Historic Places, or locally designated by the town, city, or county. 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 building complexes. Note: While the City of Lynchburg's Historic Preservation Ordinance considers all locally-designated properties to be "districts" (whether they encompass one or multiple properties), the intent of this document is that a "district" consists of multiple properties (or otherwise considered a "district" by National Register of Historic Places guidelines).

Recreation

- **Boat Launches/Marinas and Blueways:** A public facility for the launching of boats and parking of motor vehicles and trailers.
- **Campgrounds:** 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.

- **Resorts:** A facility with at least 50 rooms where the primary attraction is generally recreational features and activities that are the main focal point of a vacation.
- **Golf Courses:** A facility open to the public and offering at least nine (9) holes of play. Miniature golf courses, driving ranges, chip and putt courses, and indoor golf shall not be eligible.
- **Hiking and Biking Trails/Routes and Greenways:** Areas designated for hiking, biking, walking, etc. which are publicly accessible, and owned and maintained by either a governmental entity or non-profit organization. Signs will only be installed at locations that direct the motorist to an established trailhead with parking facilities.
- **Equestrian Centers/Horseback Riding Areas:** Areas designated for horseback/pony back riding for the general public.
- **National, State, Regional, and Local Parks and Forests:** An area so designated and under the jurisdiction of the State Department of Conservation and Recreation, National Park Service, and U.S.

Department of the Interior, county government, or non-profit organization with facilities open to the general public.

- **Parks, Public Squares and Recreational Facilities:** Any area designated by a governmental agency as a public park, square, recreation center or golf course.
- **Scenic Overlooks:** 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.
- **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.
- **Visitor Information Centers:** A facility where the primary purpose of its operation is to provide information and tourist

supportive services. Must be approved as a Destination Marketing Organization visitor center by the Virginia Tourism Corporation.

TRANSPORTATION

- **Airports:** A public use facility licensed by the Virginia Department of Aviation 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 a governmental agency as being part of a national or state recognized historic or heritage park/trail system.
- **Parking Lots, Garages & Decks:** A publicly-owned parking structure or lot which provides spaces for public parking.
- **Transit Centers and Railroad/Bus Stations:** A passenger terminal utilized for discharging and picking up passengers and ticketing.

Destination Hierarchy

The following ranking of destinations on a scale of 1 to 4 (a “1” being the most significant) is based upon a number of factors including, but not limited to: annual visitation, percentage of out-of-area visitors, enrollment, and whether or not a facility is staffed and has regular hours of operation.

DESTINATION	2010	2011
Appomattox Court House National Historical Park	216,222	257,917
Amazement Square	83,913	89,368
National D-Day Memorial	48,735	48,920
Old City Cemetery	28,513	29,110
Jefferson’s Poplar Forest	26,667	26,998
Lynchburg Visitor Information Center	11,951	12,501
Point of Honor	8,972	9,316
Lynchburg Grows*	7,000	7,000
Old Court House Museum	5,645	6,506
Anne Spencer House & Garden*	2,250	2,250
Amherst County Museum*		1,200
Legacy Museum of African American Culture	215	536
Destinations in bold are within the CMPO area *Numbers provided by destination staff		

Unfortunately, most Lynchburg-area destinations do not yet track annual attendance, but the following data was obtained from the Lynchburg Convention & Visitors Bureau, and helps establish a framework by which other attractions can be ranked.

While an effort has been made to rank area destinations objectively, it is very difficult to apply the same standard to all destinations within Region 2000 and achieve fair and

INSTITUTION	ENROLLMENT (collegestats.org)
Liberty University	27,068*
Central VA Community College	4,926
Lynchburg College	2,490
Sweet Briar College	815
Randolph College	656
VA University of Lynchburg	217
*This number reflects total enrollment (incl. off-campus)	

desirable results.

For the Lynchburg area, no specific tourist attraction or historic site has been classified as a “Level 1” destination, as a visitors information center (located in Downtown Lynchburg) serves the Greater Lynchburg area. The goal of the wayfinding system is to direct visitors to the information center so that they can receive information about all of the area’s attractions that are of interest to them. The only exception to this is Lynchburg’s historic downtown district, which saw more than 150,000 visitors in 2011 (visitation for the three downtown destinations listed in the table plus a conservative estimate of 42,000 event and festival participants).

The other recommended “Level 1” destinations are the area’s colleges and universities with a high percentage of out-of-town visitors. Institutions meeting this criteria are those that provide overnight boarding for students.

Lynchburg General Hospital, which operates

the region's trauma center, is a de facto "Level 1" destination due to the blue and white directional signs that are located throughout the area. This report recommends leaving these signs in place (as the sole "Level 1" signage for Lynchburg General) and treating Virginia Baptist Hospital as a "Level 2" destination, with trailblazing signage between the two facilities and in the vicinity of Virginia Baptist. It is recognized that Virginia Baptist Hospital receives a large number of out-of-town visitors, but it is imperative that emergency patients be clearly directed to Lynchburg General Hospital.



Description of Ranking Levels

Level 1—Destination of primary importance; provide direction throughout city via all access routes on vehicular signs.

Level 2—Major destination; consider for advance strategic wayfinding on vehicular signs within overall circulation strategy.

Level 3—Minor destination, or exclusively civic destination; vehicular wayfinding provided if "hard to find" (e.g. on a side street).

Level 4—Minor destination or exclusively civic destination; vehicular directional wayfinding not needed.

Lynchburg Area Destination Ranking

Note: Not all destinations listed are shown on the maps that accompany this report.

General Attractions

Level 2 **Community Market**

Level 3 **City Armory**
Lynchburg Grows

Districts & Neighborhoods

Level 1 **Historic Downtown (Lynchburg)**

Level 3 **Midtown**
Boonsboro
Fort Hill
Wards Road
Wyndhurst

Level 2 **James River Arts & Cultural District**

Medical Arts District

Level 4 **Sandusky**
Sheffield
College Hill
Tinbridge Hill

White Rock Hill

Blue Ridge Farms

Bedford Hills

Fairview Heights

Richland Hills

West Lynchburg

Tyreanna

Graves Mill

Old Town Madison Heights

Timberlake

Fort Hill

Government

Level 2 **City Hall (Lynchburg)**
Court Complex (Court Street)

Level 3 **DMV**
Animal Shelter
Human Services
Police Department

Education

Level 1 **Liberty University**
Lynchburg College
Randolph College
Virginia University of Lynchburg

Level 2	Central Virginia Community College	Level 3	Amazement Square	Level 4	Plaza
	Brookville High School		Maier Museum of Art		Lynchburg Public Library – Downtown
	E.C. Glass High School		Fort Early		<i>National Register Historic Districts:</i>
	Heritage High School		Miller-Claytor House		Court House Hill / Downtown
Level 3	National College		Presbyterian Cemetery		Fifth Street
	Holy Cross Regional School		Spring Hill Cemetery		Kemper Street Industrial
	Liberty Christian Academy		Quaker Meeting House		Lower Basin
	Virginia Episcopal School		New London Museum (future)		Rivermont
Cultural & Historic Attractions		<i>National Register Historic Districts:</i>		Recreation	
Level 2	Academy of Fine Arts		Court House Hill / Downtown	Level 2	City Stadium
	Anne Spencer House & Garden		Daniels Hill		Miller Park
	Dance Theatre of Lynchburg		Diamond Hill		Peaks View Park
	The Ellington		Federal Hill		Percival's Island
	Renaissance Theatre	<i>Local Historic Districts:</i>	Garland Hill		Riveredge Park/Boat Ramp
	Riverviews Artspace		Pierce Street Renaissance		Riverfront Park
	Historic Sandusky		Amherst County Public Library- Madison Heights		Riverside Park
	Legacy Museum		Bedford County Public Library - Forest		Blackwater Creek Bikeway
	Lynchburg Museum		Campbell County Public Library- Brookville		Percival's Island
	Old City Cemetery		Jones Memorial Library		Hollins Mill
	Point of Honor		Lynchburg Public Library-		Ed Page
	Thomas Jefferson's Poplar Forest				James River Heritage Trail
		Level 3			Fertilizer Road
					Ivy Creek Park

Monument Terrace
 Griffin Pipe Boat Ramp
 Joshua Falls Boat Ramp
 Rotary Centennial Skate Park
 Bluffwalk
 Blackwater Creek Bikeway
 East Randolph
 Creekside Trail
 Thomson Drive
 Jefferson Park
 Blackwater Creek
 Athletic Area
 Kemper Station Trail
 Kemper Street

Level 4 All other parks

Tourist Services

Level 1 Lynchburg Visitors Center
 Lynchburg General Hospital*
Level 2 Virginia Baptist Hospital
Level 3 Central Virginia Training
 Center

*see note on page 34

Transportation

Level 2 Kemper Street Station
 (Amtrak/Greyhound)

Level 3 Lynchburg Regional Airport
 Falwell Aviation
 New London Airport
 Lynchburg Regional Airport–
 General Aviation

Amherst Area Destination Ranking

Note: Not all destinations listed are shown on the maps that accompany this report.

Districts & Neighborhoods

Level 1 Downtown Amherst

Government

Level 2 County Court/Jail Complex
 County Admin Building
Level 3 Town Hall

Education

Level 1 Sweet Briar College
Level 2 Amherst County High School
 CVCC Amherst Center
 Amherst Middle School/
 Central Elementary
 School Complex

Level 3 Amherst Elementary School

Cultural & Historic Attractions

Level 1 Amherst County Historical
 Society & Museum
Level 3 VA Center for the Creative
 Arts (VCCA)
 Amherst County Public
 Library- Amherst

Recreation

Level 2 Blue Ridge Parkway*
 Thrashers Lake*
 Stone House Lake*
 Mill Creek Lake*

* To be identified by trailblazing signage in town. Outside of town, trail is picked up by brown and white guide signage.

Circulation & Decision Nodes

In order to determine the best locations for wayfinding signage to be installed, the primary entrance corridors into the MPO were mapped. These entrance corridors were determined based on known traffic patterns as well as published driving directions provided by the six locations/facilities determined by this study to be “Level 1” destinations.

Not surprisingly, these destinations have designated the following routes as primary entrance corridors:

- U.S. 29 (Business and Bypass)
- U.S. 501
- U.S. 460
- U.S. 60

In addition to these routes which lead from outside the MPO inward to key destinations, several routes that are internal to the MPO are considered primary access corridors, including:

- Candler's Mountain Road (between U.S. 460/U.S. 29 and the Lynchburg Expressway)
- Lynchburg Expressway (U.S. 501 and U.S. 29 Business)
- Lakeside Drive (U.S. 221) between the Lynchburg Expressway and Old Forest Road
- Boonsboro Road / Rivermont Avenue / Main Street (westbound) / Church Street (eastbound)
- Old Town Connector (Route 210) between Madison Heights Bypass and Lynchburg Expressway

Once these primary corridors were mapped, roadways that serve as connectors between the Level 1 destinations were identified. In other words, the entry corridors are those that visitors use to access the Level 1 destinations, such as Randolph College, from outside of the area. The connector routes are those that the same visitor might use to travel from Randolph

College to Downtown to Liberty University. Because the number of visitors likely to visit all colleges and universities in the area on the same visit is deemed to be relatively small, it is not recommended that all signage direct visitors to all other colleges from their present location. Rather, it is recommended that all signage direct visitors to downtown and the visitors information center.

By overlaying the locations of destinations (Levels 1, 2, and 3) on this map, key "decision nodes" can be identified. These decision nodes are road intersections where motorists need to make decisions relating to locating their destination, and serve as the framework on which a wayfinding signage system is built.

Between decision nodes, other vehicular directional signs can be installed to direct motorists to Level 2 and 3 destinations off of the main circulation route. Trailblazing signage can also be used to re-assure motorists that they are headed in the right direction if the distance between decision nodes is significant.

Districts

During the wayfinding signage study process, numerous neighborhoods and districts within the MPO area were identified (some, but not necessarily all, are listed in the "Destination Hierarchy" section of this document. Some districts and neighborhoods are easy to classify

as destinations for visitors, while others are places with an identity but not necessarily attractions for tourists.

Districts that should be identified as destinations include those that are geographically distinct with a core area of commercial and visitor destinations (historic sites, architecture, museums, etc.). It is strongly preferred that destination districts provide information to visitors via information kiosks, interpretive markers, or other means. Districts meeting these criteria include Levels 1 and 2 of "Districts/Neighborhoods" and those listed under Level 3 of "Museums and Historic Attractions."

Other districts listed in these two categories are likely better candidates for district identification-type signage, whereby the motorist's location is reinforced by a color code and/or text on other vehicular directional signs. Some historic districts, such as Rivermont and Fifth Street, are in this category not because they are minor attractions, but rather because they are located along one of the major circulation routes, and do not need directional signage outside of the district in order to be found by motorists. In the future, as new districts that meet the criteria emerge, they can be integrated into the signage program with review.

Historic Districts & Neighborhoods

Currently, the City of Lynchburg only recognizes its “local” historic districts (i.e., those that have been established by zoning ordinance as subject to design review by the



City’s Historic Preservation Commission) as eligible for identification via gateway signs and special brown and white street signs. State & National Historic Districts receive no special attention from the City of Lynchburg. While this makes sense from a zoning administration perspective, it can be very confusing for visitors. While many residential historic districts are local, state, and national (Daniels Hill, Diamond Hill, Federal Hill, Garland Hill, and Rivermont), most of the non-residential historic districts within the city, like Lower Basin, Kemper Street, Fifth Street, and most of Court House Hill/Downtown are only listed on the state and national levels, and therefore receive no special recognition via signage by the City of Lynchburg. It is recommended that all historic districts be treated in a consistent manner in order to reduce confusion by visitors.

James River Arts & Cultural District

In 2010, Lynchburg’s City Council adopted a zoning ordinance creating the James River Arts & Cultural District, which includes “all the land and buildings in the Central Business District extending up Fifth Street to Taylor Street to include the Old City Cemetery and Legacy Museum and up Rivermont Avenue to Bedford Avenue.” The district is designed to enable the city to offer incentives to arts and cultural venues within the central area of the city.

In June of 2011, a planning group of the James River Council for the Arts & Humanities (JRCAH) developed a series of communications and marketing goals for the new district, including:

- **Competition to create logo**
- **Markers or signs** designating the JRACD
- **District designation flags** – color coded for each of the three mini districts
- **Information locations** (Kiosk/ Visitors Center) – place with which to disseminate information; (possibly called art boxes)

The City of Lynchburg should coordinate with JRCAH to ensure that the Arts & Cultural District is well-integrated into present and future wayfinding programs. This study recommends that the James River Arts & Cultural District be marked with gateway and/or in-neighborhood signage (as an element of vehicular signage) in a manner similar to historic districts.

Other Types of Districts

Currently, the downtown wayfinding signage system makes reference to areas like the “Theatre District” and “Antiques District.” While marketing specific areas of downtown or other larger districts by their specialty niche can help guide visitors to a concentration of destinations that meet their interests, it is important to remember that without a specific master plan being in place, an “antiques district” can quickly turn into a “restaurant district” with market-driven business turnover. It is recommended that designation of these types of areas on visitor-oriented signage be kept to a minimum unless specific plans are in place to help ensure that the composition and character of such areas remains intact.



Lynchburg’s 2005 Midtown Master Plan terms the area surrounding Lynchburg General Hospital as the “Medical Arts District.” Certainly, Centra Health’s investment in the vicinity and subsequent investment by other medical practices ensures the area’s longevity as a specialized district, and designation as a district or neighborhood by signage is appropriate.

8. Design Criteria

Design Standards

The following design standards are intended to provide guidance to graphic designers and planners working on the implementation of a future wayfinding system within the MPO area or beyond. These principles are based on best practices generally followed by wayfinding signage designers who use the following sources as reference:

- MUTCD (Manual on Uniform Traffic Control Devices), 2009
- ADAAG (ADA Accessibility Guidelines) D2004
- ANSI (American National Standards Institute) A117.1, 1995
- IBC (International Building Code), 2003
- SEG D (Society for Environmental Graphic Design) ADA, White Paper, 2006

Standards Common to all Signs

- Rectangular in shape
- White lettering
- Abbreviations should be kept to a minimum
- Lettering for destinations is a combination of lower and upper-case letters

- Lettering for all other messages (PARKING, ENTERING, LEAVING, etc.) is all upper-case
- Groups of destinations within the same direction should be separated from those in other directions by a contrasting horizontal line
- All text, borders, and backgrounds are retroreflective
- Sign panel borders should be white and retroreflective
- Arrows should be MUTCD-compliant, white, and retroreflective. Examples:



- Background material: 3M™ 3930 High Intensity Prismatic reflective sheeting
- Recommended substrate: .100 gauge aluminum panel
- Posts: Quickpunch or perforated (Telespar or equivalent) metal posts, coated black. Secondary option would be pressure-treated wood posts (preferably painted black or white). Post size and quantity dependent on sign panel size.
- Footer: Break-away design as detailed in

VDOT Road & Bridge Manual (see appendix IV)

- Substrate (sign panels), posts, and footers must comply with VDOT wind load specifications

Speed Limit < 25 MPH

- Maximum of Four Destinations
- Typeface: Clearview Highway 4" letter height (see "Colors & Typefaces" for additional options)

Speed Limit > 25 MPH

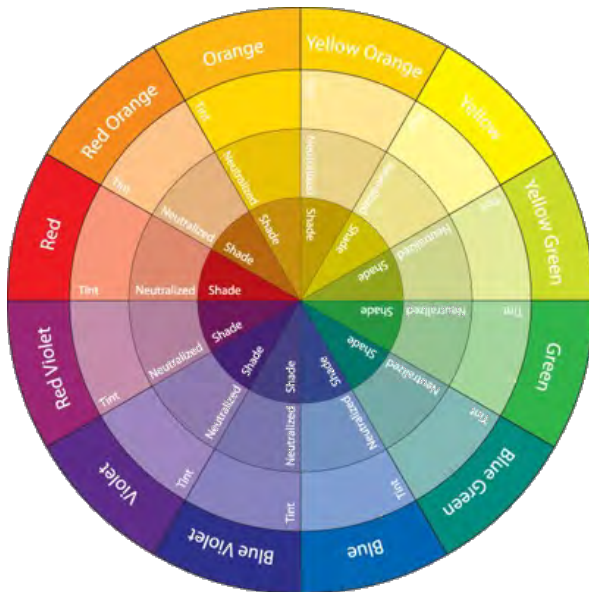
- Maximum of Three Destinations
- Typeface: Clearview Highway 5" letter height (see "Colors & Typefaces" for additional options)

Manufacturer Selection

When seeking a company to manufacture MUTCD-compliant signs, it is important to ensure that the firm has experience producing highway-grade signage. Many companies claim to be able to produce such products, but are not, for example, able to offer custom colors of background sheeting with a reasonable warranty. All materials must be installed according to processes recommended by the material manufacturer (see Appendix IV).

Color Palettes & Typefaces

Color and contrast are important factors to effectively communicate messages on wayfinding signs. Contrast between the foreground and background is one of the most important factors for ease of reading. If colored text is used on a bright background, the contrast will be weak; white text against dark colored backgrounds provide optimal results. In designing wayfinding signs, color is the most important factor in harmonizing the sign with the environment. Because white letters are required by the MUTCD, it is important to select a background color that provides



adequate contrast (typically, the colors shown on the lower half of the color wheel below).

Because the City of Lynchburg and the Town of Amherst are the only localities within the MPO area that are currently utilizing community-wide logos and/or brand standards manual, it is recommended that Lynchburg City and Town of Amherst-centered wayfinding signage programs, if implemented, follow the branding standards of both of these localities, even if a few signs are located outside of the boundaries of these localities.

The Town of Amherst's Brand Identity

In 2007, the Town of Amherst and Arnett-Muldrow & Associates created a logo for the community that features the iconic fountain in the traffic circle with the Blue Ridge Mountains in the background. Wayfinding signage within the Town of Amherst should reflect the graphic elements and color palette of this logo.

Lynchburg's Brand Identity

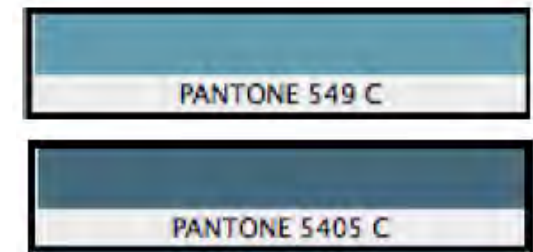
In 2006, the Lynchburg Marketing Partnership determined that an updated brand identity and image was required to promote local offerings, as well as excite and inform residents and visitors. The Lynchburg brand and web site (www.visitlynchburg.org) was developed with the expressed intent to:

- Increase awareness of the City of Lynchburg's often overlooked offerings



Current Town of Amherst Brand Palette

(Pantone CMYK builds for coated sheet)



Disclaimer: The Pantone Matching System (PMS) is a system shared world wide by the graphic arts industry. Please note that every computer monitor and printer varies slightly in color. To ensure an accurate PMS match, please view an actual PMS color swatch book.



Current Town of Amherst Brand Typeface

abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLM
 NOPQRSTUVWXYZ
 123456789

Berkeley Oldstyle Book

including its unique collection of cultural, historical and social destinations

- Provide an easy-to-access, one-stop resource to promote all that is going on in Lynchburg to identified target audiences
- Ultimately, persuade visitors and residents to spend more time in Lynchburg, whether it's to stay another night, eat another meal or plan another visit.

This is best summed up with a statement made by a civic leader during the research interviews: "If we can capture the people who are already coming to Lynchburg, have them do more while they're here, and have them leave with a positive buzz, I can't imagine a better way to spend our marketing money."

This wayfinding signage study is intended to support the goals of numerous plans and initiatives within the region, including Lynchburg's branding efforts.

Lynchburg Color Palette

These colors were selected to create a unique and distinctive palette to show the personality of the City of Lynchburg. As the brand is being introduced, there are two sets of color palettes used for the brand identity and brand application.

The second palette is a selection of neutral base tones that are intended to complement the primary palette throughout all materials.

Current City of Lynchburg Brand Palette (Pantone CMYK builds for coated sheet)

Primary Color Palette



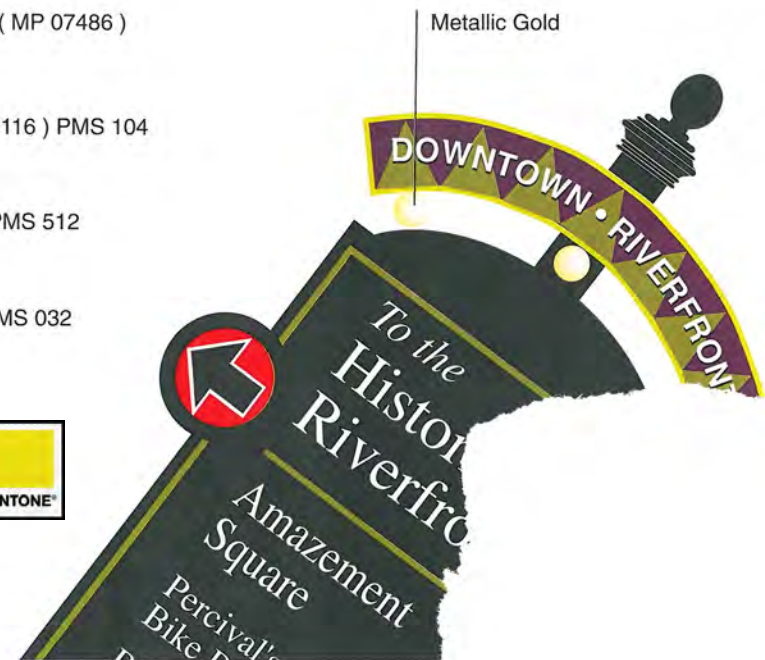
Secondary Color Palette



Current Downtown Wayfinding Palette (Pantone)



Disclaimer: The Pantone Matching System (PMS) is a system shared world wide by the graphic arts industry. Please note that every computer monitor and printer varies slightly in color. To ensure an accurate PMS match, please view an actual PMS color swatch book.



Careful attention to color matching will be required in production to achieve these colors on varying presses and paper stocks. Pantone* CMYK builds for coated sheet are provided for each of the six colors.

Typography (Fonts & Typefaces)

The City of Lynchburg Brand Manual presents two typefaces for use in printed materials: **Ideologica** and **Adobe Caslon Pro**. Ideologica offers various weights and styles, and ensures excellent legibility for headlines. It creates a clean and contemporary look that supports the brand identity of the City of Lynchburg.

While these typefaces certainly add to the community's branding image, they may not be suitable for use on signage. Specific fonts are recommended and allowed for roadway use, as the clarity and visibility of letters on signs is a key component of maintaining the safety of motorists.

The Federal Highway Administration has designed its **Series 2000** typeface for use with the 2003 Edition of the Manual of Uniform Traffic Control Devices (MUTCD) and the 2004 MUTCD Standard Highway Signs Manual (SHS). The FHWA 2000 Standard Edition typeface collection features the basic character set as outlined in the MUTCD SHS Standard Alphabets for Highway Signs.

The MUTCD standards for community guide signage (see Appendix II) do allow for

Central Virginia Metropolitan Planning Organization

Current City of Lynchburg Brand Typefaces

Ideologica

abcdefghijklmnopqrstuvwxyz1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

Ideologica Regular

abcdefghijklmnopqrstuvwxyz1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

Ideologica Italic

abcdefghijklmnopqrstuvwxyz1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

Ideologica Bold

abcdefghijklmnopqrstuvwxyz1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

Ideologica Bold Italic

Adobe Caslon Pro

Adobe Caslon Pro Regular

Adobe Caslon Pro Italic

Adobe Caslon Pro Semibold

Adobe Caslon Pro Semibold Italic

Adobe Caslon Pro Bold

Adobe Caslon Pro Bold Italic

typefaces outside of the standard alphabet allowed by the FHWA to be used, provided they have been vetted by an engineering study that determines that the legibility and recognition values for the chosen lettering style meet or exceed the values for the standard alphabets for the same legend height and stroke width. To date, the only known federally-approved alternative to existing FHWA Standard Alphabets for Traffic Control Devices is **Clearview Highway**, which was designed and performance-researched through a partnership of typeface designers, perceptual psychologists, human factors scientists and highway engineers. Clearview Highway is, in every way, identical to the FHWA-published standard.

Meeker & Associates and Terminal Design, Inc. (the same group that designed Clearview Highway) also developed a new typeface system for all National Park Service publications, exhibits, and signage. The text family for publications, exhibits, the web, and other media allowed the NPS to reduce the number of typefaces from seven to a roman and san-serif family for all applications. The version of **NPS Rawlinson** that was developed for road sign legends is called **NPS Rawlinson Roadway**. Research showed that it increased legibility for older drivers by 12 percent over prior standards while reducing the size of the sign. Road guide signs build on a modular grid

FHWA Series F2000

FHWA Series F2000 Standard



ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789&"#\$%&/'*.:()~@=+?

Clearview Highway

The Quick Brown
Fox Jumps Over
The Lazy Dog. g

abcdefghijklmnopqrstuvwxyz0123456789 [] {} \ / < > ?

NPS Rawlinson Roadway

ABCDEFGHIJKLM
abcdefghijklmno
1234567890



Blue Ridge

NPS Rawlinson Roadway

Blue Ridge

NPS Rawlinson Book with Italic

Blue Ridge

NPS Rawlinson Bold with Italic

system that accommodates wayfinding requirements in parks.

The City of Charlottesville's current wayfinding system (see Chapter 2) utilizes a mix of Interstate Condensed (a typeface that is similar to the FHWA Series) and Rawlinson Regular to create visually-pleasing and readable signs.

In order to ensure compliance with state and federal guidelines, it is recommended that any future wayfinding signage project utilize FHWA Series 2000, Clearview Highway, NPS Rawlinson Roadway, or another FHWA-approved typeface.

This report recommends two options for future wayfinding systems within the MPO area or Region 2000:

- **Option #1-** FHWA Series 2000 or Clearview Highway is used for all informational text on all signs
- **Option #2-** Rawlinson Roadway serves as the primary typeface for all signs. Specific traffic messages (i.e., "SECOND LEFT," "CENTER LANE") are in Clearview Highway.

Ideologica, the City of Lynchburg's primary typeface, is similar enough in form to either the FHWA Series or Clearview typefaces to be somewhat compatible on signage. Similarly, the City's secondary typeface, Adobe Caslon Pro, is compatible with Rawlinson Roadway. Use of these FHWA-approved typefaces

MPO Area Wayfinding Signage Option #1

FHWA Series F2000 OR Clearview Highway used as primary and secondary typeface

FHWA Series F2000

FHWA Series F2000 Standard

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789&"#\$%&/'*.,:()-@=+?

Clearview Highway

The Quick Brown
Fox Jumps Over
The Lazy Dog.

abcdefghijklmnopqrstuvwxyz0123456789[]{} \ / < > ?

MPO Area Wayfinding Signage Option #2

Primary Typeface: Rawlinson Roadway (used in all sign types)

Secondary Typeface: FHWA Series F2000/Clearview Highway (used for all traffic messages)

NPS Rawlinson Roadway

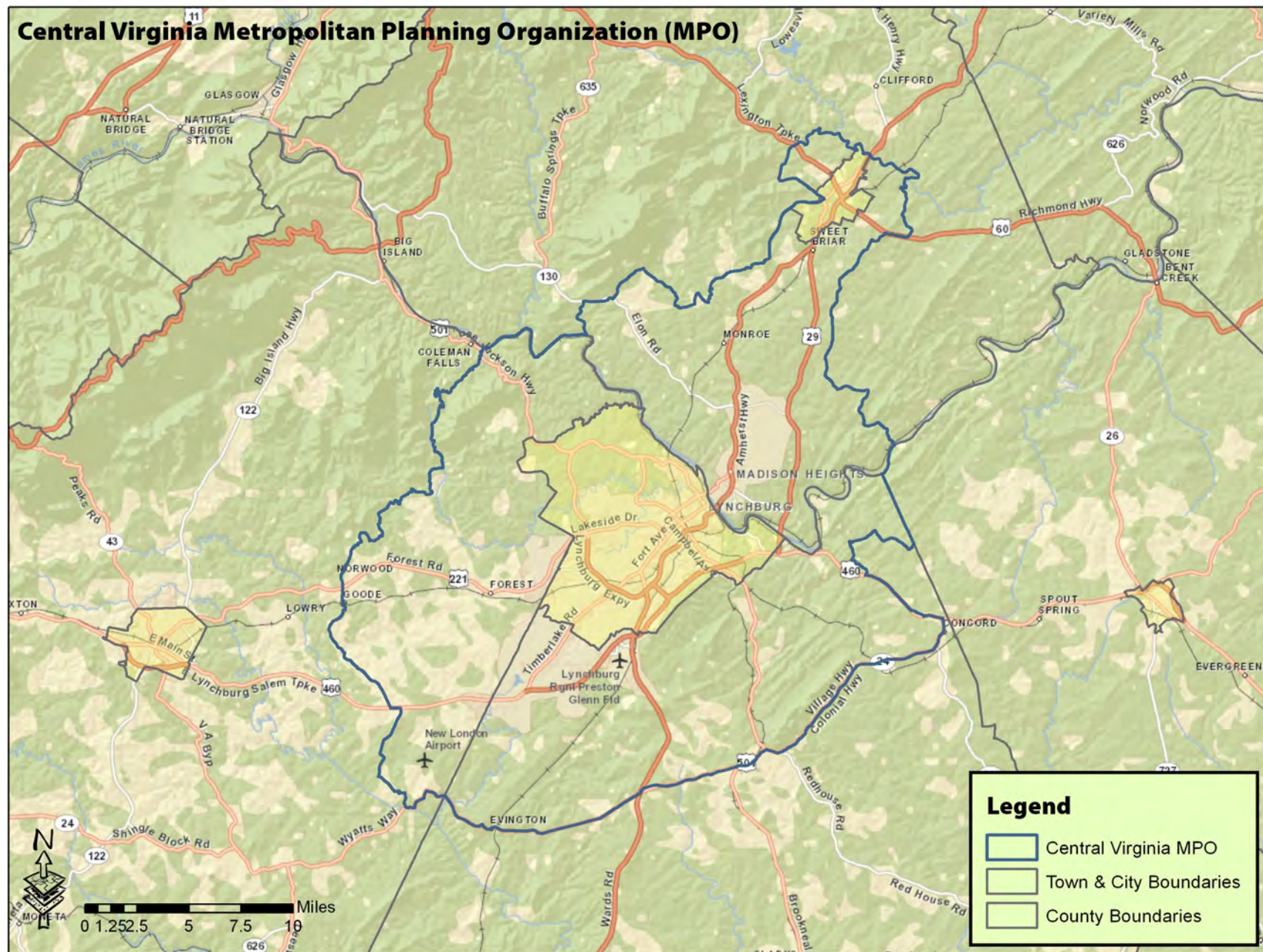
ABCDEFGHIJKLM
abcdefghijklmno
1234567890

Clearview Highway

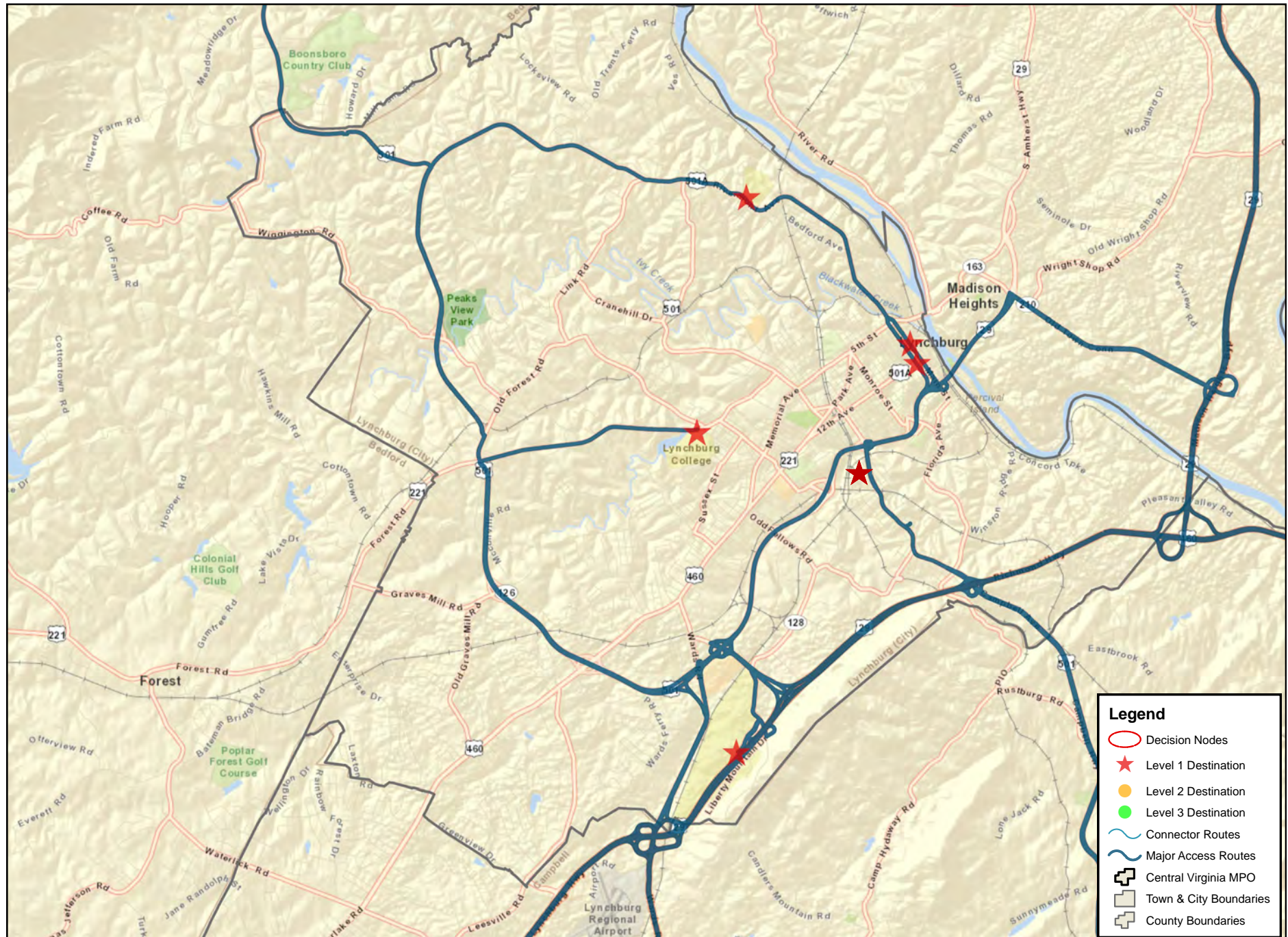
The Quick Brown
Fox Jumps Over
The Lazy Dog.

abcdefghijklmnopqrstuvwxyz0123456789[]{} \ / < > ?

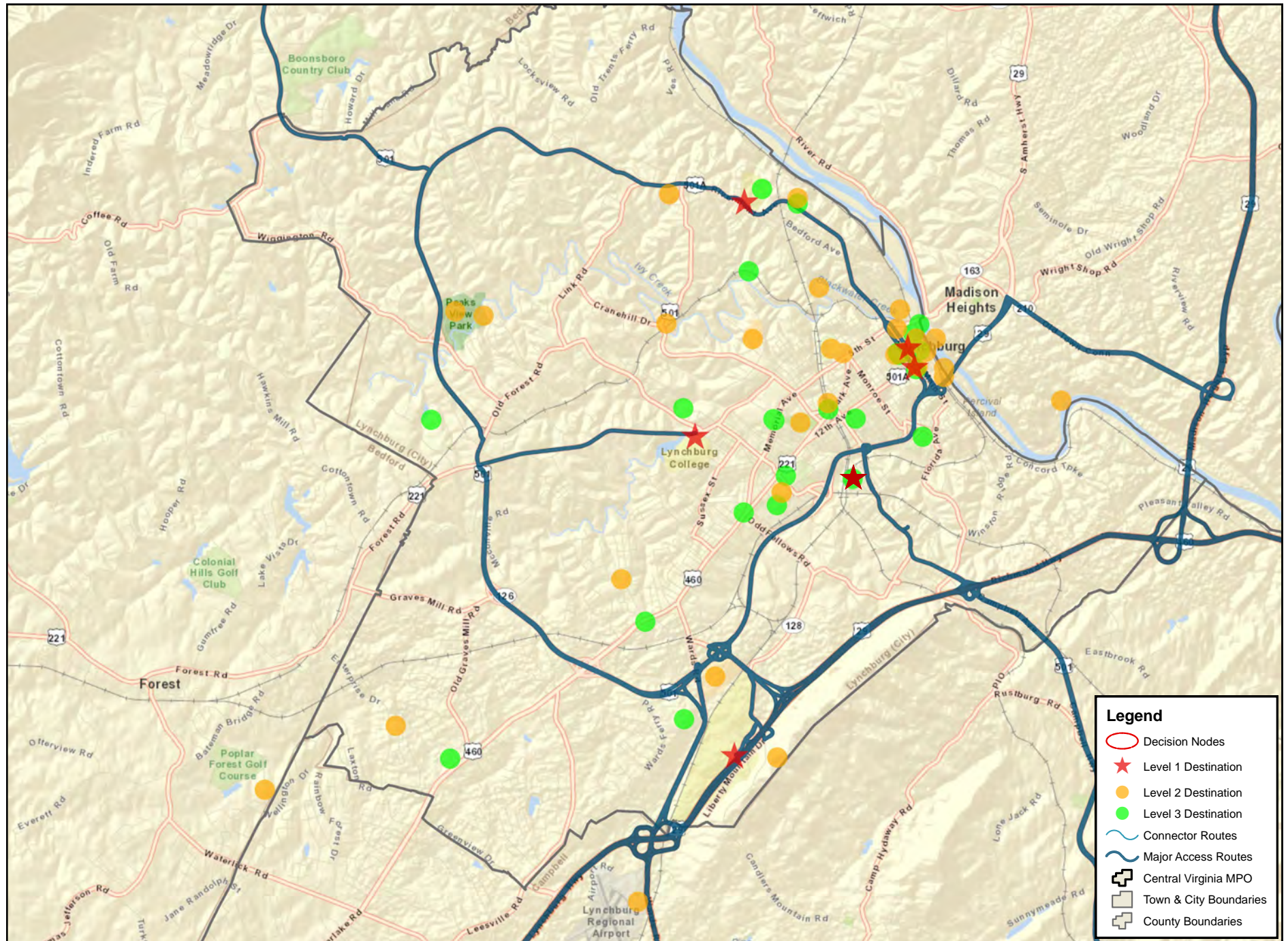
Appendix I: Maps



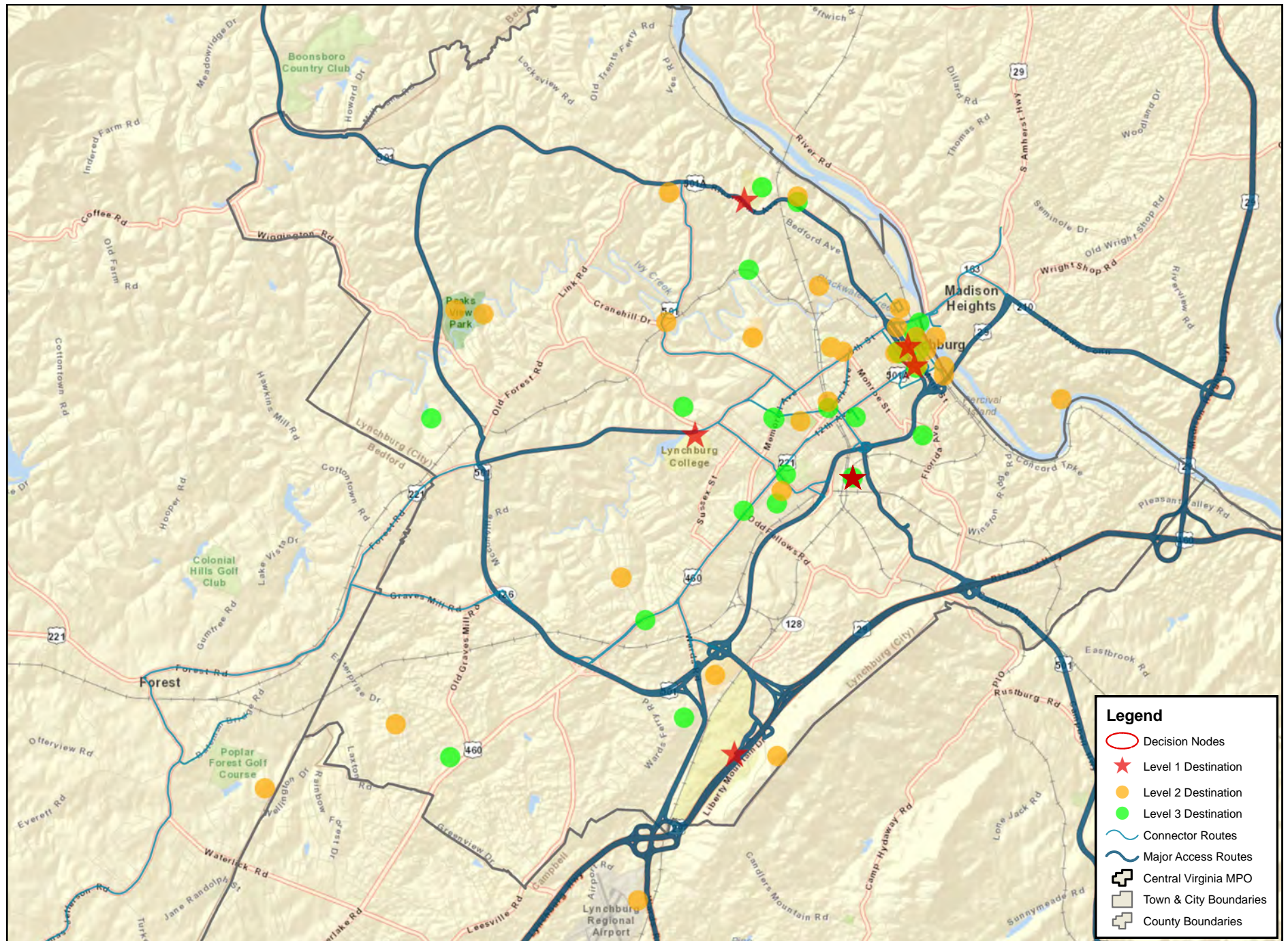
Level 1 Destinations with Entrance Routes



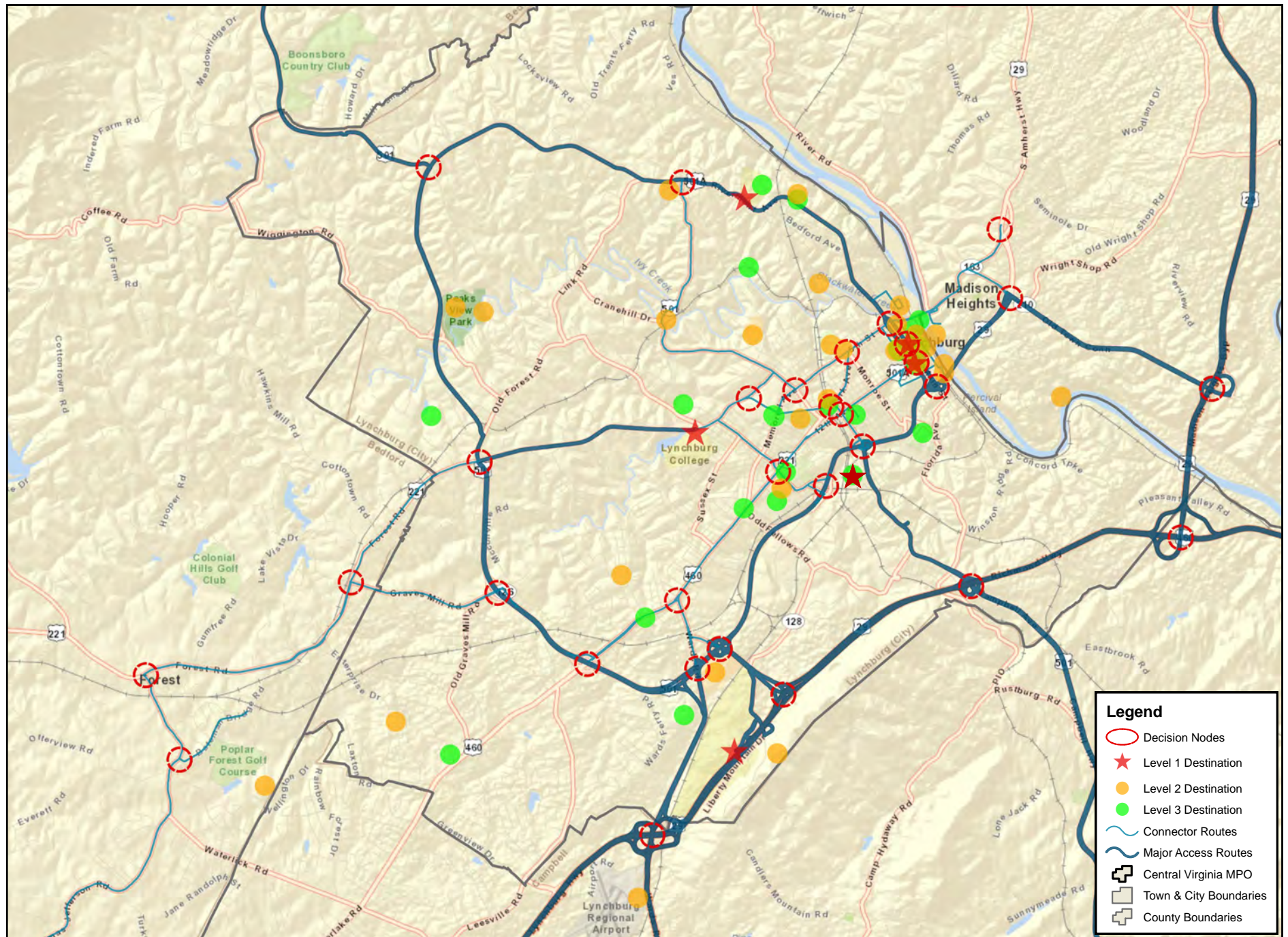
Level 1-3 Destinations with Level 1 Entrance Routes



Level 1-3 Destinations with Level 1 Entrance Routes and Connector Routes



Level 1-3 Destinations with Level 1 Entrance Routes, Connector Routes, and Decision Nodes



Appendix II: Current Signage Inventory

In an effort to locate strengths and deficiencies in the current wayfinding system throughout the City of Lynchburg, an inventory of signs was conducted along the following major circulation routes:

- Lynchburg Expressway
- Northwest Expressway (PFC Desmond T. Doss Memorial Expressway)
- Old Forest Road (between the above to expressways)
- Rivermont Avenue/Boonsboro Road
- Main Street (westbound) & Church Street (east bound) (as connectors between Rivermont Avenue and the Lynchburg Expressway)

These roadways form a loop of circulation around the City of Lynchburg. In addition, some, but not all, gateway or entrance corridors were inventoried. These include:

- Campbell Avenue/Kemper Street/Park Avenue
- Lakeside Drive
- Candler's Mountain Road
- US 29 (Wards Road) South of Lynchburg Expressway
- US 460 (Richmond Highway/Jerry Falwell,

Central Virginia Metropolitan Planning Organization

Jr. Highway) between Mount Athos and New London

Directions given below are the direction of travel of motorists to which the signs are directed. Downtown wayfinding signs were not inventoried (deficiencies at key decision nodes were noted, however). In addition, guide signs directing motorists to hospitals were not inventoried. Logo signage was also not inventoried. Recommendations are included in red.

Lynchburg Expressway

Interchange w/ S Amherst Highway

- NORTH– none
- SOUTH– Old City Cemetery Museums & Arboretum (this exit)
- SOUTH– Point of Honor Museum / Lynchburg Museum (this exit)

Interchange w/Colony Road

- NORTH– Central Virginia Training Center (right)
- NORTH– Amherst County Gateway Sign
- SOUTH– Central Virginia Training Center

Exit 1A– Main Street

- NORTH– Main Street/Riverfront/ Downtown (right)
- NORTH– Historic Downtown/Riverfront (brown) (second right)
- NORTH– Main Street/Downtown (second right)
- NORTH– Visitor Center (blue) (second right)
- NORTH– Randolph College (second right)
- NORTH– Civil War Trails/Visitors Center/ Community Market (small) (right)
- SOUTH– Main Street / Downtown/ Riverfront (3/4 mile)
- SOUTH– Lynchburg College (use 501 NB)
- SOUTH– Lynchburg Downtown Historic District (brown) (this exit)
- SOUTH– Randolph College (this exit)
- SOUTH– Downtown/Main Street/Riverfront (right)
- SOUTH– Amtrak logo (straight)
- SOUTH– Lynchburg Gateway Sign

Exit 1B– Main Street

- NORTH–none
- SOUTH– n/a

Exit 2– Grace Street

- NORTH– none
- SOUTH– none

Exit 3B– Campbell Avenue

- NORTH– none. **No signage for Virginia University of Lynchburg.**
- SOUTH– none. **No signage for Virginia University of Lynchburg.**

Exit 3A– Kemper Street

- NORTH– Amtrak logo (right)
- SOUTH– Amtrak logo (right)

Exit 4—Stadium Road (Southbound)

- NORTH– n/a
- SOUTH– Lynchburg City Stadium (right)

Exit 5– Carroll Avenue / James Street

- SOUTH– none
- NORTH– none

Exit 6– Carroll Avenue

- NORTH– City Stadium (right)

Exit 7—Odd Fellows Road

- SOUTH– DMV (right)
- NORTH– DMV (right)

Exit 8A– Candler Mountain Road

- SOUTH– none

- NORTH– none

Exit 8B– Candler Mountain Road

- SOUTH– Liberty University (right)
- SOUTH– Lynchburg College (use 501N)
- NORTH– Liberty University (next right)

Exit 9– Wards Road/US 29

- SOUTH– Lynchburg Regional Airport (left)
- SOUTH– Central Virginia Community College (left)
- NORTH– Lynchburg Regional Airport (right)
- NORTH– Central Virginia Community College (right)

Exit 10A – Fort Ave

- NORTH– none
- SOUTH– none

Exit 10B– Timberlake Road

- NORTH– none
- SOUTH– none

Exit 11– Graves Mill Road

- NORTH– Thomas Jefferson’s Poplar Forest (right)
- SOUTH– none

Intersection w/Lakeside Drive

- NORTH– Lynchburg College (next signal)

- NORTH– Lynchburg College (right)
- SOUTH– Thomas Jefferson’s Polar Forest (right on Peace Street)
- SOUTH– Lynchburg College (left)

Intersection w/ Old Forest Road

- NORTH– none
- SOUTH– Thomas Jefferson’s Poplar Forest

Wiggington Road Interchange

- NORTH– Peaks View Park (right)
- SOUTH– Peaks View Park (right) x 2

US 501/Boonsboro Road

- NORTH– Big Island/Eagle Eyrie (left)

Main Street/Church Street/ Rivermont Avenue/Boonsboro Road

(downtown wayfinding system signs not inventoried)

Main Street & 12th Street

- WEST– Civil War Trails/Visitor Information Center (blue)
- WEST– Point of Honor (straight) Lynchburg Museum (left) on traffic signal. **Faded. Remove.**

Church Street & 5th Street

- EAST- No wayfinding signage specifically directed at cars entering downtown (motorists must attempt to view signs pointed in other directions in order to obtain information). No downtown gateway signage.

Church Street & 12th Street

- EAST- Lynchburg Museum (right)
- EAST- Point of Honor, Old City Cemetery, Legacy Museum (left). **Note: These directions are proper for a motorist who entered Church Street between 6th and 12th Streets, but are convoluted for those who could have turned right for the Lynchburg Museum, Old City Cemetery, and Legacy Museum at Church & 5th Streets (see note for that intersection above).**
- **A sign in the 1100 block of Church Street is needed to indicate that motorists are approaching the Visitors Center**

Church Street & Washington

- EAST- Diamond Hill Identification sign (small)
- EAST- Return to Downtown (left)

Rivermont Avenue & D Street

- WEST- Civil War Trails/Point of Honor (right)

- EAST- Civil War Trails/Point of Honor (right) (double-sided...shared w/ westbound)
- WEST- Rivermont Historic District Gateway

Rivermont Avenue & Cabell Street

- WEST- To Cabell Street/Civil War Trails/Point of Honor (right). **Remove.**
- EAST- To Cabell Street/Civil War Trails/Point of Honor (left). **Remove.**

Rivermont Avenue & Bedford Avenue

- WEST- none
- EAST- Point of Honor (straight) Remove or move to Cabell Street

Rivermont Avenue & Riverside Street

- WEST- Riverside Park (straight ahead)
- WEST- Civil War Trails (right)
- EAST- Riverside Park Entrance (left)
- EAST- Civil War Trails (left) (double-sided, shared w/ sign on N side of road)

Rivermont Avenue & Quinlan Street

- WEST- Maier Museum of Art (right) (appears to be installed by Randolph College)
- EAST- Maier Museum of Art (right) (appears to be installed by Randolph College) shared w/ double-sided sign on north side of road

Rivermont Avenue & Elmwood Avenue

- WEST- Blackwater Creek Trail Access (left)
- EAST- Blackwater Creek Trail Access (right)

Rivermont Avenue & Rivermont Terrace

- WEST- none
- EAST- Visitors Information Center/Community Market (straight)
- EAST- Lynchburg General Hospital Emergency Room (3.5 mi. right)

Rivermont Avenue & VES Road

- WEST- none
- EAST- Rivermont Historic District Gateway

Boonsboro Road & Lynchburg Expressway

- NORTH/WEST- none
- SOUTH/EAST- none. **No signage directing motorists to turn left for Randolph College, Visitor Center, etc. No signage directing motorists to turn right for Liberty University, Lynchburg College, or Virginia University of Lynchburg**

Boonsboro Road & Coffee Road

- NORTH/WEST- none
- SOUTH/EAST- Visitors Information Center/Community Market (8 mi. ahead)
- SOUTH/EAST- Lynchburg Gateway Sign

Park Avenue/Kemper Street/ Campbell Avenue

Kemper Street & Campbell Avenue

- SOUTH– none. **No signage for Virginia University of Lynchburg**

Light Street & Campbell Avenue

- SOUTH– Younger Park (right)

Campbell Avenue & US 460

- SOUTH– none.
- NORTH– National D-Day Memorial (left)
- NORTH– Amtrak logo (straight)
- NORTH– Lynchburg Gateway Sign
- NORTH– Liberty University (green) National D-Day Memorial (brown) (left)

Light Street & Campbell Avenue

- NORTH– Younger Park (left)

Kemper Street & Campbell Avenue

- NORTH– Virginia University of Lynchburg (left)

Kemper Street & Lynchburg Expressway

- NORTH– Visitors Center/Civil War Trails/Community Market (right)

Kemper Street & 12th Street

- NORTH– Library symbol (straight)

Kemper Street & Park Avenue

- NORTH/WEST– Amtrak logo (right)
- SOUTH/EAST– Amtrak logo (left)

Park Avenue & Memorial Avenue

None

Lakeside Drive

Lakeside Drive & Old Forest Road

None

Lakeside Drive & Lynchburg Expressway

- NORTH/EAST– Lynchburg College (straight)
- NORTH/EAST– Library (straight)

Candlers Mountain Road

Candlers Mountain Road (near River Ridge Mall)

- EAST– Liberty University (straight) **Note: following this sign, there is no sign that directs motorists to bear right onto Candlers Mountain Road to access Liberty University. If motorists proceed straight towards US 460, there is no sign directing them to bear right onto US 460 westbound to access Liberty University.**

US 460 Richmond Highway/Jerry Falwell, Jr. Highway

US 460 & Mount Athos Road

- EAST– DGIF Public Boat Ramp (right)

US 460 & Lynchburg City/Campbell County Line

- EAST– Campbell County Gateway Sign

US 460 & Madison Heights Bypass

- EAST– none
- WEST– Lynchburg Downtown Historic District (next exit)

US 460 & Concord Turnpike

- EAST– Regional Landfill (right [onto jughandle])
- EAST– Department of Agriculture Lab (on jughandle)
- WEST– Regional Landfill (right)
- WEST– Department of Agriculture Lab (right)

US 460 near Falwell Airport

- EAST– Falwell Airport (right)

US 460 Bypass & Campbell Avenue

- EAST– none
- WEST– Lynchburg Regional [airport symbol] (straight)
- WEST– Visitors Center, Civil War Trails,

Community Market (right)

- WEST– Downtown (small, green) (right)

US 460 Bypass & Candler's Mountain Road

- EAST– Lynchburg Downtown Historic District (left exit)
- EAST– Liberty University (right)
- EAST– Visitors Information Center/Community Market (left) x2
- EAST– Amtrak logos (left) x2

US 460 Bypass & University Boulevard

- WEST– Liberty University (right)

US 460 & US 29

- WEST– Central Virginia Community College (this right)
- WEST– Lynchburg Regional Airport (second right)
- WEST– National D-Day Memorial (straight)
- EAST– Lynchburg Regional Airport (right)
- EAST– Central Virginia Community College (second right)
- EAST– Liberty University (exit 1 mile)

US 460 Bypass & Greenview Drive

- WEST– none. **Note: no General Aviation Terminal Sign.**
- EAST– Lynchburg Regional Airport (straight) General Aviation Terminal (right)

US 460 Bypass & Leesville Road

- WEST– none
- EAST– none

US 460 Bypass & Timberlake Road

- WEST– National College (right)
- EAST– Lynchburg Downtown Historic District (straight)

US 460 at Bedford/Campbell County Line

- WEST– Bedford County Gateway Sign
- EAST– Campbell County Gateway Sign
- EAST– National College (use Timberlake Road exit)

US 460 & Thomas Jefferson Road

- WEST– Smith Mountain Lake/New London Airport (left)
- WEST– Poplar Forest (right)
- EAST– Polar Forest (left)
- EAST– New London Airport (right) **Note: no Smith Mountain Lake sign**

US 29 Wards Road (south of Lynchburg Expressway)

US 29 at Lynchburg Airport

- SOUTH– Lynchburg Regional Airport (right)
- NORTH– Lynchburg Regional Airport (left)
- NORTH– A sign that had a blue arrow to the right is missing (hospital?)

US 29 and US 460

- NORTH– Liberty University (right)
- NORTH– National D-Day Memorial (right [second right])

Wards Road (US 29 Business) at Lynchburg City Limits

- NORTH– Lynchburg College (straight)
- NORTH– Lynchburg Gateway Sign

Wards Road & Harvard Street

- NORTH– Central Virginia Community College (left)

Wards Road & Lynchburg Expressway

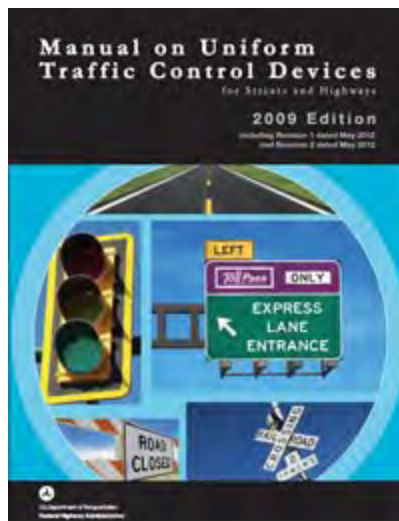
- NORTH– Lynchburg College (use 501 N right)

Appendix II: MUTCD Standards

Manual on Uniform Traffic Control Devices (MUTCD), U.S. Department of Transportation, Federal Highway Administration

**2009 Edition with Revision
Numbers 1 and 2 incorporated,
dated May 2012**

Note: The Virginia Department of Transportation (VDOT) maintains a supplement to the current MUTCD that alters or further defines certain standards. The current edition of the Virginia Supplement to the 2009 MUTCD was released in 2011. VDOT made no alterations to MUTCD Section 2D.50 (Community Wayfinding Signs) in its 2011 supplement. Future editions of this supplement should be consulted to verify that the MUTCD standards remain unchanged.



Section 2D.50 Community Wayfinding Signs

Support:

01 Community wayfinding guide signs are part of a coordinated and continuous system of signs that 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.

02 Community wayfinding guide signs are a type of destination guide sign for conventional roads with a common color and/or identification

enhancement marker for destinations within an overall wayfinding guide sign plan for an area.

03 Figures 2D-18 through 2D-20 illustrate various examples of the design and application of community wayfinding guide signs.

Standard:

04 The use of community wayfinding guide signs shall be limited to conventional roads. Community wayfinding guide signs shall not be installed on freeway or expressway mainlines or ramps. Direction to community wayfinding destinations from a freeway or expressway shall be limited to the use of a Supplemental Guide sign (see Section 2E.35) on the mainline and a Destination sign (see Section 2D.37) on the ramp to direct road users to the area or areas within which community wayfinding guide signs are used. The individual wayfinding destinations shall not be displayed on the Supplemental Guide and Destination signs except where the destinations are in accordance with the State or agency policy on Supplemental Guide signs.

05 Community wayfinding guide signs shall not be used to provide direction to primary destinations or highway routes or streets. Destination or other guide signs shall be used for this purpose as described elsewhere in this Chapter and shall have priority over any community wayfinding sign in placement, prominence, and conspicuity.

06 Because regulatory, warning, and other guide signs have a higher priority, community wayfinding guide signs shall not be installed where adequate spacing cannot be provided between the community wayfinding guide sign and other higher priority signs. Community wayfinding guide signs shall not be installed in a

position where they would obscure the road users' view of other traffic control devices.

07 Community wayfinding guide signs shall not be mounted overhead.

Guidance:

08 If used, a community wayfinding guide sign system should be established on a local municipal or equivalent jurisdictional level or for an urbanized area of adjoining municipalities or equivalent that form an identifiable geographic entity that is conducive to a cohesive and continuous system of signs. Community wayfinding guide signs should not be used on a regional or statewide basis where infrequent or sparse placement does not contribute to a continuous or coordinated system of signing that is readily identifiable as such to the road user. In such cases, Destination or other guide signs detailed in this Chapter should be used to direct road users to an identifiable area in which the type of eligible destination described in Paragraph 1 is located.

Support:

09 The specific provisions of this Section regarding the design of community wayfinding sign legends apply to vehicular community wayfinding signs and do not apply to those signs that are intended only to provide information or direction to pedestrians or other users of a sidewalk or roadside area.

Guidance:

10 Because pedestrian wayfinding signs typically use smaller legends that are inadequately sized for viewing by vehicular traffic and because they can provide direction to pedestrians that might conflict with that appropriate for vehicular traffic, wayfinding signs designed for and intended to provide direction to pedestrians or other users of a sidewalk or other roadside area should be located to minimize their conspicuity to vehicular traffic. Such signs should be located as far as practical from the

Figure 2D-18. Examples of Community Wayfinding Guide Signs



street, such as at the far edge of the sidewalk. Where locating such signs farther from the roadway is not practical, the pedestrian wayfinding signs should have their conspicuity to vehicular traffic minimized by employing one or a combination of the following methods:

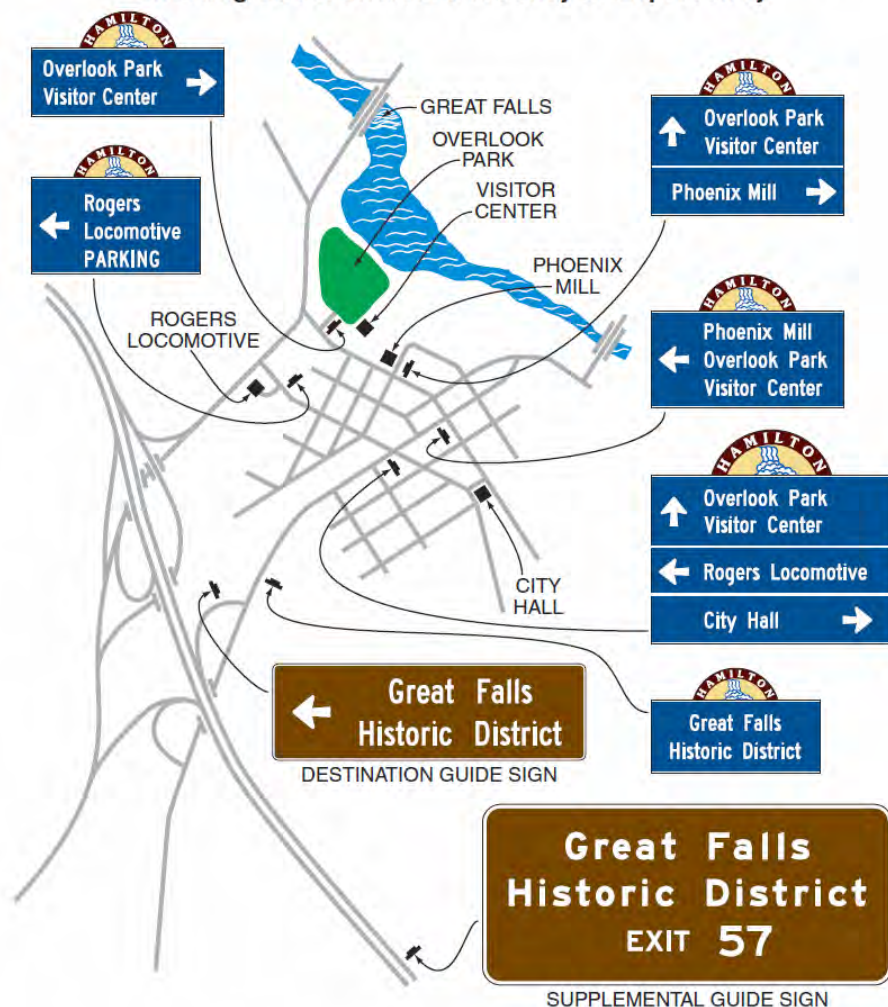
Locating signs away from intersections where high-priority traffic control devices are present.

Facing the pedestrian message toward the sidewalk and away from the street.

Cantilevering the sign over the sidewalk if the pedestrian wayfinding sign is mounted at a height consistent with vehicular traffic signs, removing the pedestrian wayfinding signs from the line of sight in a sequence of vehicular signs.

11 To further minimize their conspicuity to vehicular traffic during nighttime conditions, pedestrian wayfinding signs should not be retroreflective.

Figure 2D-19. Example of a Community Wayfinding Guide Sign System Showing Direction from a Freeway or Expressway



Support:

12 Color coding is sometimes used on community wayfinding guide signs to help road users distinguish between multiple potentially confusing traffic generator destinations located in different neighborhoods or subareas within a community or area.

Option:

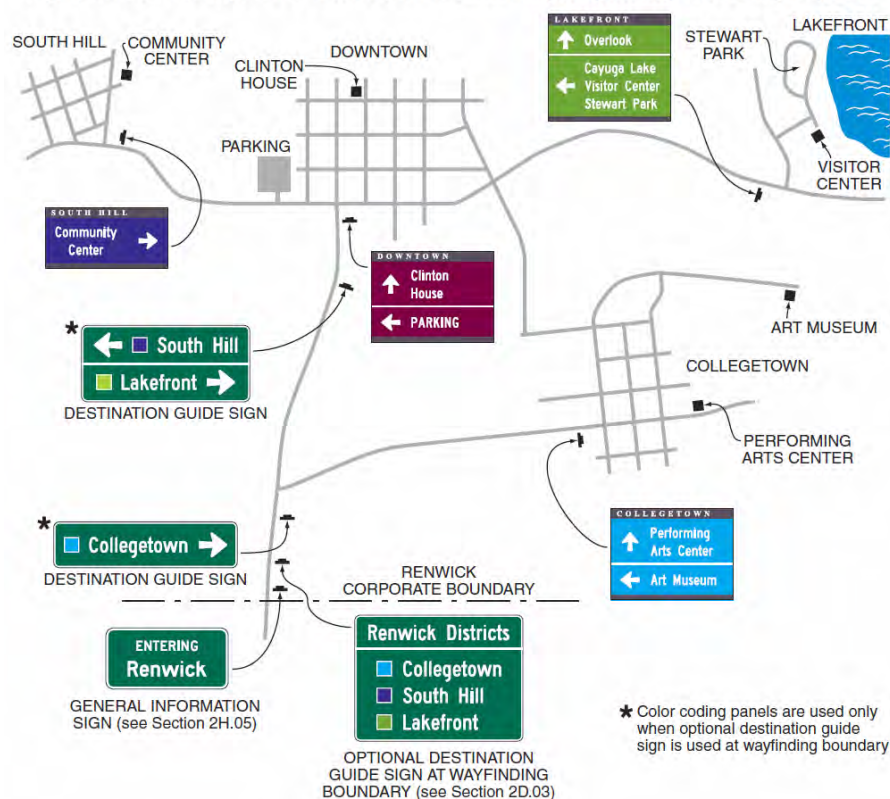
13 At the boundaries of the geographical area within which community wayfinding guide signing is used, an informational guide sign (see Figures 2D-18 and 2D-20) may be posted to inform road users about the presence of wayfinding signing and to identify the meanings of the various color codes or pictographs that are being used.

Standard:

14 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 Figures 2D-1 and 2D-18 and shall be consistent with the basic design principles for guide signs. These informational guide signs shall not be installed on freeway or expressway mainlines or ramps.

15 The color coding or a pictograph of the identification enhancement markers of the community wayfinding guide signing system shall be included on the informational guide sign posted at the boundary of the community wayfinding guide signing area. The color coding or pictographs shall apply to a specific, identifiable neighborhood or geographical subarea within the overall area covered by the community wayfinding guide signing. Color coding pictographs shall not be used to distinguish between different types of destinations that are within the same designated neighborhood or subarea. The color coding shall be accomplished by the use of different colored square or rectangular panels on the face of the informational guide sign, each positioned to the left of the neighborhood or named geographic area to which the color-coding panel applies. The height of the colored square or rectangular panels shall not exceed two times the height of the upper-case letters of the principal legend on the sign.

Figure 2D-20. Example of a Color-Coded Community Wayfinding Guide Sign System

**Option:**

16 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.

17 Except for the informational guide sign posted at the boundary of the wayfinding guide sign area, community wayfinding guide signs may use background colors other than green in order to provide a color identification for the wayfinding destinations by geographical area within the overall wayfinding guide signing system. Color-coded community wayfinding guide signs may be used with or without the boundary

informational guide sign displaying corresponding color-coding panels described in Paragraphs 13 through 16. Except as provided in Paragraphs 18 and 19, in addition to the colors that are approved in this Manual for use on official traffic control signs (see Section 2A.10), other background colors may also be used for the color coding of community wayfinding guide signs.

Standard:

18 The standard colors of red, orange, yellow, purple, or the fluorescent versions thereof, fluorescent yellow-green, and fluorescent pink shall not be used as background colors for community wayfinding guide signs, in order to minimize possible confusion with critical, higher-priority regulatory and warning sign color meanings readily understood by road users.

19 The minimum luminance ratio of legend to background for community wayfinding guide signs shall be 3:1.

20 All messages, borders, legends, and backgrounds of community wayfinding guide signs and any identification enhancement markers shall be retroreflective (see Sections 2A.07 and 2A.08).

Guidance:

21 Community wayfinding guide signs, exclusive of any identification enhancement marker used, 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 community wayfinding guide sign design and location plans for the area.

22 Community wayfinding guide signs should be limited to three destinations per sign (see Section 2D.07).

23 Abbreviations (see Section 1A.15) should be kept to a minimum, and should include only those that are commonly recognized and understood.

24 Horizontal lines of a color that contrasts with the sign background color should be used to separate groups of destinations by direction from each other.

Support:

25 The basic requirement for all highway signs, including community wayfinding 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.

Section 2A.06 contains additional information on the design of signs, including desirable attributes of effective designs.

Guidance:

26 Word messages should be as brief as practical and the lettering should be large enough to provide the necessary legibility distance.

Standard:

27 The minimum specific ratio of letter height to legibility distance shall comply with the provisions of Section 2A.13. The size of lettering used for destination and directional legends on community wayfinding signs shall comply with the provisions of minimum letter heights as provided in Section 2D.06.

28 Interline and edge spacing shall comply with the provisions of Section 2D.06.

29 Except as provided in Paragraph 31, the lettering style used for destination and directional legends on community wayfinding guide signs shall comply with the provisions of Section 2D.05.

30 The lettering for 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 community wayfinding guide signs shall be in all upper-case letters.

Option:

31 A lettering style other than the Standard Alphabets 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 lettering style meet or exceed the values for the Standard Alphabets for the same legend height and stroke width.

Standard:

32 Except for signs that are intended to be viewed only by pedestrians, bicyclists stopped out of the flow of traffic, or occupants of parked vehicles, Internet and e-mail addresses, including domain names and uniform resource locators (URL), shall not be displayed on any community wayfinding guide sign or sign assembly.

33 The arrow location and priority order of destinations shall follow the provisions described in Sections 2D.08 and 2D.37. Arrows shall be of the designs provided in Section 2D.08.

Option:

34 Pictographs (see definition in Section 1A.13) may be used on community wayfinding guide signs.

Standard:

35 If a pictograph is used, its height shall not exceed two times the height of the upper-case letters of the principal legend on the sign.

36 Except for pictographs, symbols that are not approved in this Manual for use on guide signs shall not be used on community wayfinding guide signs.

37 Business logos, commercial graphics, or other forms of

advertising (see Section 1A.01) shall not be used on community wayfinding guide signs or sign assemblies.

Option:

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

Support:

39 An enhancement marker consists of a shape, color, and/or pictograph that is used as a visual identifier for the community wayfinding guide signing system for an area. Figure 2D-18 shows examples of identification enhancement marker designs that can be used with community wayfinding guide signs.

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 and destinations.

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.

Appendix IV: Evaluation of MUTCD Standards



Fresh News from the Society for Environmental Graphic Design Issue 1 | Volume 24 | 2010

The newly adopted federal Manual on Uniform Traffic Control Devices (MUTCD) includes a new Community Wayfinding section that reflects many changes SEG D and its members have fought to achieve over the last several years.

The final rule adopting the 2009 MUTCD was published in the Federal Register December 16, 2009, signaling that states must adopt the new standards for traffic control devices within two years.

The first new MUTCD released in six years reflects a series of changes friendly to cities attempting to develop effective urban wayfinding systems. The changes reflect several years of advocacy and education by SEG D and its members, says Craig Berger, SEG D's director of education.

"The new MUTCD is a significant accomplishment for SEG D and its members," says Berger. "Our work over many years began with the promotion of best practice experiments in individual urban sign projects around the country. We also promoted research initiatives before the Transportation Research Board, and have advocated for changes in state guidelines advisories in states including Pennsylvania, Florida, New Jersey, and California."

Major changes or baby steps?

The most important change to the MUTCD from the 2003 version is in Chapter 2D - Guide Signs - Conventional Roads; in particular, the addition of a full section on the design and placement of wayfinding signs: Section 2D.50 Community Wayfinding Signs.

"Prior to the addition of this section, if a SEG D member wanted to (or was forced to) comply with the MUTCD in the development of a wayfinding sign system, they had to refer to standards, guidance, and options developed specifically for standard conventional road traffic control devices," says Phil Garvey, senior research associate with the Pennsylvania Transportation Institute.

"By adding this section, the FHWA is showing that they are finally agreeing that community or urban wayfinding is a different animal and therefore should get special treatment," continues Garvey, an SEG D member who has played an active role in the MUTCD changes through his membership on the Transportation Research Board's National Committee on Uniform Traffic Control Devices. His Human Factors Resource Group has provided input to the Federal Highway Administration on MUTCD guidelines.

The new Community Wayfinding section includes allowances for:

- **Alternate colors.** Communities are not restricted to "highway green" signs, but cannot use "standard highway colors" (i.e., red, orange, yellow, purple, fluorescent yellow-green, or fluorescent pink).
- **Alternative fonts.** Typefaces other than Standard Highway (aka, Highway Gothic) or Clearview can be used; however, to deviate from the standard fonts, an engineering study must be conducted to show the alternative fonts are as visible.
- **Case.** Destinations "shall be a combination of lower-case letters with initial upper-case letters. All other word messages shall be in all upper-case letters."
- **Letter height.** The new MUTCD relaxes rules for letter height on low-volume roads and urban streets with speeds of 25 mph or less from 6 in. to 4 in., allowing that "the principal legend shall be in letters at

least 4 inches in height for all upper-case letters, or a combination of 4 inches in height for upper-case letters and 3 inches in height for lower-case letters."

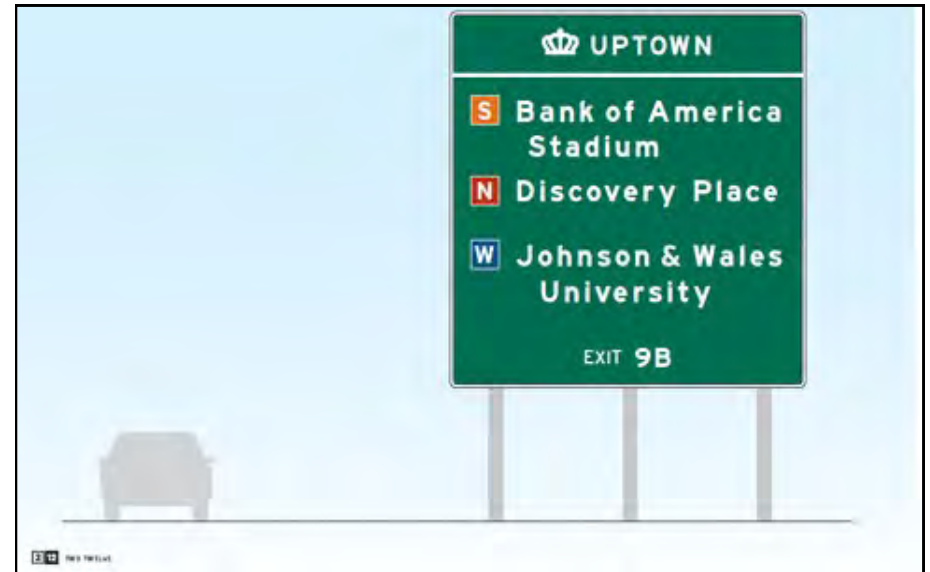
- **Lighting/reflectorization/contrast.** The new MUTCD requires a 3x1 legend-to-background luminance ratio (contrast). It also stipulates that "Legend and background shall be retroreflective."
- **Symbols/arrows.** Signs may only use MUTCD-approved symbols, including standard highway arrows.
- **Sign shape.** The rules state that signs "should" be rectangular. Garvey says that while use of the word "should" allows other shapes to be used, many state DOT's treat "should" statements as "shall" statements.
- **Amount of content.** The new rules state that content "should" be limited to three destinations per sign.

Garvey says many—but not all—of the changes championed by SEG D made it into the new MUTCD.

"For example, we fought to have alternate arrows allowed (e.g., crow's foot, Montreal Expo), as research demonstrates they are more legible. But the 2009 MUTCD states that only standard FHWA arrows may be used. We'll continue to fight this." Garvey led extensive research on the effectiveness and legibility of alternative arrows.

SEG D advocates tried unsuccessfully to raise the lower-speed threshold for 4-in. letter heights to 35 mph. And they pushed for the wording "illuminated or retroreflective" to be included in the sign lighting/contrast language (as it is included in other parts of the manual), but the final 2009 rules say only "retroreflective."

Don Meeker, who is credited with doing much of the design research that informed changes to the MUTCD—including designing Clearview type for highway signs and the Rawlinson typeface for the National Park Service—says the MUTCD is still far from where it needs to be.



Based on changes to the MUTCD, the City of Charlotte gained approval from the North Carolina DOT to use unique colors and a crown emblem on its new wayfinding signs.

"After 50 years the manual is still 'highway' when the majority of signing is urban and the 'community wayfinding' signing rule does little to address that in any substantive way," says Meeker. He concedes that the allowance of alternative fonts will improve urban wayfinding, but believes the new MUTCD is still a "cobbled-together" collection of rules based on freeway use, rather than a coordinated set of guidelines that addresses streets and highways as a system.

"If viewed as a system and designed as a system instead of a collection of hundreds of signs independent of one another, it would greatly improve the visual quality of the American road and streetscape while aiding driving and public safety significantly," Meeker notes.

Others, like Wayne Hunt of Hunt Design (Pasadena), are pragmatic about the new MUTCD. "Yes, the basic MUTCD has not changed much, but the new Community Wayfinding allowance is a big improvement."

A long road

Berger says the new MUTCD resulted from years of efforts, including in-depth research by respected universities and designers, development of intelligent DOT-approved best practices in major cities like Los Angeles and Philadelphia, and “constant reasoned advocacy” before the Transportation Research Board, FHWA, state DOTs, the American Transit Engineering Association, and city governments.

Its revision also reflects and builds on the work of individual SEG D members who have developed design alternatives and improvements adopted by the new MUTCD. These include the development and research of Clearview and Rawlinson typefaces by Meeker; research initiatives focused on alternative arrows, typefaces, and type heights by Phil Garvey and Martin Petrucha of Pennsylvania State University; and the support of design research by Donald Meeker and Penn State by the U.S. Park Service under Phil Musselwhite.

“Don and Penn State were the first to get the highway traffic engineers’ attention by providing sound and well-founded research that created a forum for change,” says Berger. “Don is right that the MUTCD does little to address the advances in urban wayfinding for airports, train stations, bike and pedestrian transportation, and city wayfinding. And SEG D’s original recommendations were watered down into a series of disjointed



Wayfinding signs in Tampa use 5-in. letters and Clearview type, a federal highway standard. Changes to the MUTCD will allow 4-in. letters in some cases and use of alternative typefaces if cities can show research proving their legibility.

guidelines through final filtering at the top levels.

“But I think it’s good to recognize the great impact that a small organization and its members can make on the system, while recognizing that we can never stop trying to improve things.”

Berger also acknowledged individual SEG D members’ work to create state guidelines that became the forerunners to the new federal standard. This work was led by John Bosio (Merje) for Florida; Kirk Lohry (DAWA Inc.) and David Gibson (Two Twelve) for North Carolina; and Wayne Hunt (Hunt Design) and Jeff Corbin (Corbin Design) for California, among others.

SEG D CEO Leslie Gallery Dilworth has been active in promoting urban sign development over the last 25 years, first in Philadelphia, than nationwide. Berger has spearheaded the MUTCD advocacy and education efforts for SEG D over the past seven years and has developed numerous wayfinding systems.

SEG D is in the process of developing a workbook for urban sign programs, based on the new MUTCD standards as well as on its

years of experience in the support of urban programs. The workbook will contain best practice examples, as well as methodologies for ongoing maintenance and management of sign programs.

Appendix V: Sign Quality Case Study: Asheville, NC

As referenced in Chapter 8, it is essential that wayfinding signs be manufactured using accepted and standard practices, processes, and materials for signage in the public right-of-way. Asheville, North Carolina's recent debacle over peeling wayfinding signs is illustrative of this critical issue. Please note that the opinions expressed in the following news articles are those of the reporters, and not the authors of this study.

Firm chosen for repair of Buncombe tourism signs

9/8/2010, Asheville Citizen-Times, Asheville, NC

In the continuing saga of the peeling tourism signs, the Buncombe County Tourism Development Authority announced today that it has chosen a company to repair the signs. The TDA also noted that both sides of some signs are now peeling, so the fronts and backs will have to be fixed. Here's the press release from the TDA:

FABRICATOR CHOSEN TO REPAIR FAILING WAYFINDING SIGNS

ASHEVILLE, N.C. (September 7, 2010) -- The Buncombe County Tourism Development Authority (BCTDA) has entered into a contract for replacement of the aluminum vehicular sign panels with Geograph Industries, Inc., a third-generation sign fabricator in Harrison, OH.

Geograph was one of three fabricators who met with representatives of the Partnership on Wayfinding and Buncombe County Tourism Development Authority to discuss their respective responses to a request for proposal issued by BCTDA. Each of the three companies presented repair options that were within the remaining \$207,000 that was part of the original amount allocated for the project, but was not paid to the original vendor, L & H Signs, Inc. in Reading, PA, since the job was not properly completed.

Further inspection of the signs last week indicated that the back sides of

the panels are now also beginning to peel, requiring repair of both sides of the panels and necessitating additional responses from the vendors. Upon recognizing this latest failure and based on a review of recommended solutions, BCTDA was compelled to move forward to fabricate all new vehicular sign panels. The cost for the new signs will be \$279,864 with funding coming from the dollars still in reserve for project completion as well as additional room tax collections that are dedicated for tourism efforts and paid by overnight visitors staying in lodging properties in Buncombe County. MERJE, the design firm on the project, will continue to assist BCTDA during the repair process at no additional charge. BCTDA is also consulting with an attorney on its future legal options.

The wayfinding project was the culmination of more than three years of community input and public meetings to address design and implementation of the project. BCTDA granted \$1.5 million dollars for the project from the Tourism Product Development Fund which comes from the one percent lodging tax paid by overnight visitors staying in lodging accommodations in Buncombe County. Another \$150,000 was dedicated for maintenance and attic stock for a five year period.



Downtown Asheville (photo: Jay Sanders, www.blogasheville.com)

The entire project encompasses 330 elements, including vehicular and pedestrian signage, parking banners and garage entrance/exit signs, gateway and district identification signs and monuments and kiosks located throughout Buncombe County. Local artisans designed the finials for the poles and many of the signs feature the literary works of notable North Carolina authors.

Wayfinding signs in Asheville, Buncombe are peeling front and back, and will have to come down

9/9/2010, John Boyle, Asheville Citizen-Times, Asheville, NC

An Ohio firm has won the job of repairing Asheville's wilting wayfinding signs -- and it will take a big overhaul. GeoGraph Industries Inc. will start work this week, replacing 260 of the navy blue tourism signs, backing and all. "I don't mean to badmouth anybody - but the main construction on these signs and the way they were put on the eighth-inch aluminum (backing), it caused the signs to bow very bad," said George Freudiger, president of the Harrison, Ohio, company. "And they put the signs on with screws. It's ridiculous. You have to do that with bolts," Freudiger said. "So we're going to switch out the entire signs, with the sleeves. The poles will stay."

The \$1.65-million sign project turned sour this summer, just weeks after main contractor L&H Signs put them up. The Buncombe County Tourism Development Authority spearheaded the project, which was paid for with money from hotel room taxes. It involved three years of planning and community involvement. The work put more than 300 elements including vehicular and pedestrian signage, parking banners and garage entrance/exit signs, gateway and district identification signs and monuments and kiosks at spots throughout Buncombe County.



Walnut Street, Downtown Asheville (photo: Jennifer Saylor, www.blogasheville.com)

More than 80 signs with directions to a wide range of attractions -- from the Civic Center to soccer fields -- peeled badly, leaving the vinyl sign lettering dripping off poles countywide.

An inspection last week found back sides of the panels are beginning to peel, requiring repair of both sides and necessitating additional responses from the vendors, the tourism authority said. Costs for the new signs will reach almost \$280,000, with funding coming from money held for the project's completion and from additional room tax collections.

Marla Tambellini, with the TDA, said GeoGraph will address the worst of the peeling signs first, but she did not have an exact timetable. Freudiger said the new signs will use the same 3M reflective material, called "3930," but they will also use the approved 3M application process, which would come with a warranty. That was not done with the original signs.

"Our signs will be done with the proper paint and primer," Freudiger said. "Our prints will not come off those signs." He did not specify a completion date.

The new signs will be similar in appearance but look "even better," Freudiger said.

L&H, based in Reading, Pa., was not among the companies considered for the repair work, and the company has not received the remaining \$207,000 allocated for the project because "the job was not properly completed," the authority said in a statement Tuesday. Three companies submitted bids for the repair.

MERJE, the West Chester, Pa., design firm on the original project, will continue to assist the TDA during the repair process, at no extra charge.

Tourism authority sues over peeling Asheville wayfinding signs

2/25/2011, John Boyle, Asheville Citizen-Times, Asheville, NC

The Buncombe County Tourism Development Authority has filed a lawsuit against the Pennsylvania company it holds responsible for the peeling wayfinding signs that turned a \$1.5 million project into a public embarrassment. The lawsuit alleges that L&H Signs Inc. engaged in fraud, made negligent misrepresentations and failed to properly fabricate and install the signs, poles and kiosks. The signs started failing within weeks of being installed.

L&H failed to comply with the contract, the lawsuit states, by applying a clear vinyl film called MACtac to the underlying sheeting "when such clear vinyl film was to be used as a glass window film." The suit seeks damages in excess of \$10,000 on each of four claims of damages, as well as punitive damages and attorneys fees. The lawsuit notes that the TDA has incurred repair expenses "in excess of \$285,000" for work that has been completed by a second company.

"Basically, the Buncombe County TDA believes it has a fiduciary responsibility to the community to protect its initial investment in the wayfinding project," said Marla Tambellini, a spokeswoman for the TDA.

"Clearly, peeling signs were not the end product the TDA or the community expected." L&H President Chris Heinly could not be reached Thursday. In a September interview, Heinly said he was considering legal action himself to recoup roughly \$207,000 his company never was paid. The total for the contract was \$1.2 million, according to the lawsuit, which was filed in Buncombe County Superior Court.

Heinly said in September that the TDA chose the faulty method that led to the peeling, although the TDA disputed that assertion. Before the signs



Replacement of peeling signs like this one in Black Mountain is the subject of an ongoing lawsuit

went up, Heinly said, he proposed a \$100,000 "change order" that encouraged the use of a 3M Corp.-guaranteed process for adhering the signs' layers.

"They would not approve it," Heinly said in September. "What they came back to us with was the option for the clear film over the (3M) 3930 -- that came from their design team. We did prototypes, and it was approved." Under the fraud claim of the lawsuit, the TDA's attorney, Gary Rowe, alleges that L&H represented that it had experience with the method it would use on Asheville's signs, had tested it and had used it on other projects "with no issues."

Those representations "were false, and the defendant concealed from the (TDA) the truth as to the application of the aforesaid products, their compatibility, its experience in the use of the same, testing of such compatibility and the production of prototypes of such application."

The \$1.5 million project, completed late last spring, involved three years of planning and resulted in more than 300 elements, including vehicular and pedestrian

signage, parking banners and garage entrance/exit signs, gateway and district identification signs and monuments, and kiosks throughout the county.

Public reaction to the blue directional signs and green pedestrian signs initially was largely positive, but when the signs started peeling, they quickly became an embarrassment. Funding for the project came from hotel room taxes disbursed by the TDA through its Tourism Product Development Fund.

An Ohio company, GeoGraph, has replaced 265 of the peeling signs, including the fronts and backs of blue directional signs, and parking garage signs. The company manufactured new signs and replaced the sleeves that go over the poles, all part of a contract that totaled \$284,114.

Asheville lawsuit over peeling signs drags on

7/18/2012, Clarke Morrison, Asheville Citizen-Times, Asheville, NC

ASHEVILLE — A judge is scheduled to hear motions Friday in a long-running lawsuit over who's responsible for the peeling of directional signs erected across the city. The Buncombe County Tourism Development Authority hired L&H Signs Inc. for the \$1.5 million "wayfinding" project, completed in the spring of 2010.

Public reaction to the blue and green signs was initially positive, but they quickly became an embarrassment as the surface images began peeling from the metal. The lawsuit filed in February 2011 in Buncombe County Superior Court alleges that Pennsylvania-based L&H Signs engaged in fraud, made negligent representations and failed to properly fabricate and install the signs, poles and kiosks.

The suit was later transferred to U.S. District Court because it involves parties from different states and more than \$75,000 is in dispute, according to court records. Magistrate Judge Dennis Howell is slated to hear motions from attorneys Friday on the timing of completion of evidence discovery in the case. Court records state a jury trial is scheduled to start in January and is estimated to last five days.

The lawsuit seeks \$285,000 in damages. It alleges that L&H Signs failed to comply with its contract with TDA by applying a clear vinyl film called MACtac to the underlying sheeting "when such clear vinyl film was to be used as a glass window film."

TDA hired an Ohio company, GeoGraph Industries Inc., to fix the problem. The company manufactured 260 new signs and replaced sleeves that fit over poles as part of a contract totaling \$284,114. In a counterclaim, L&H Signs alleges that it advised TDA of defects in the project specifications and submitted a "certified solution for maintaining warranty and product specifications."



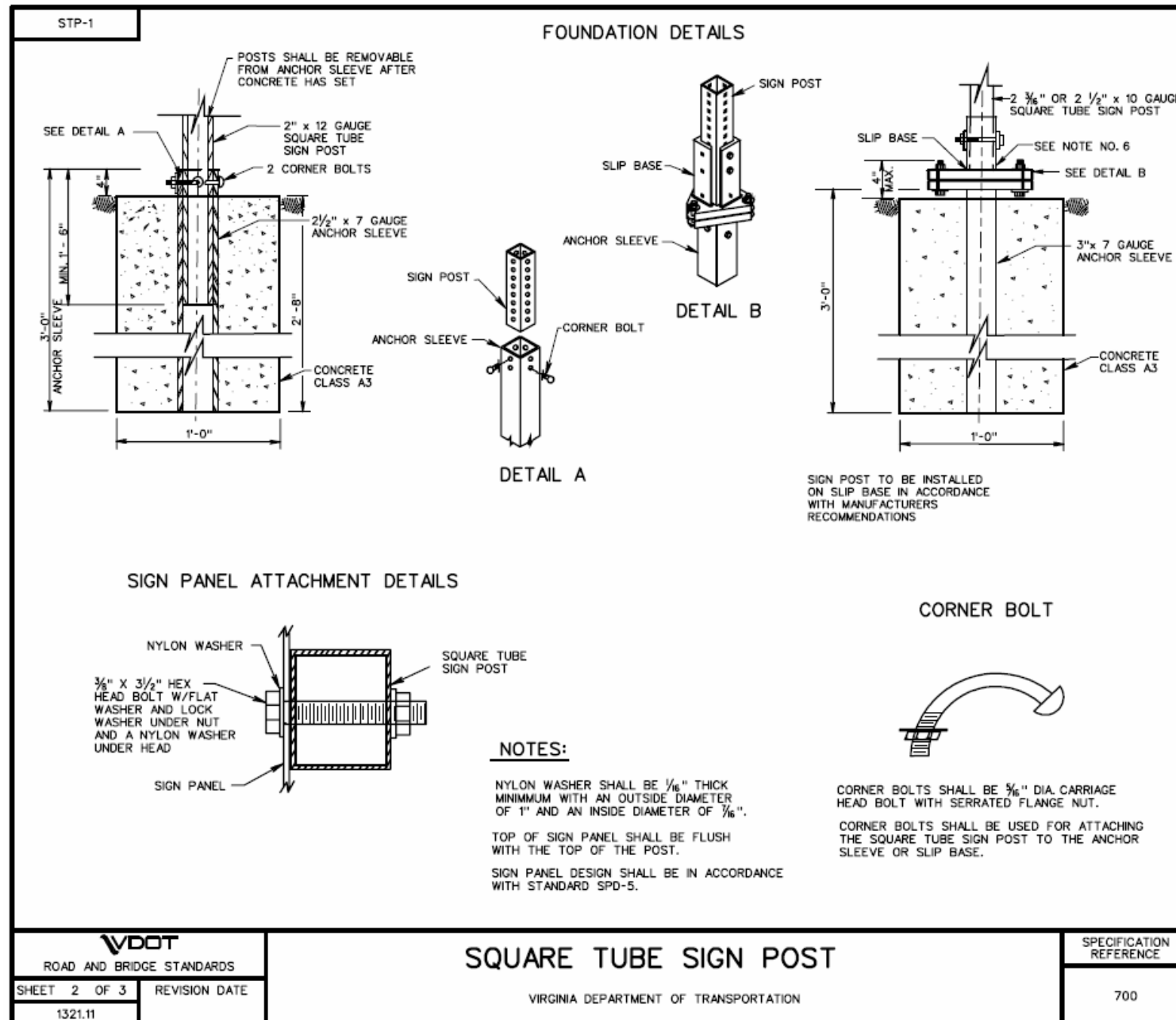
Peeling sign on Amboy Road in August 2010 (photo: www.citizen-times.com)

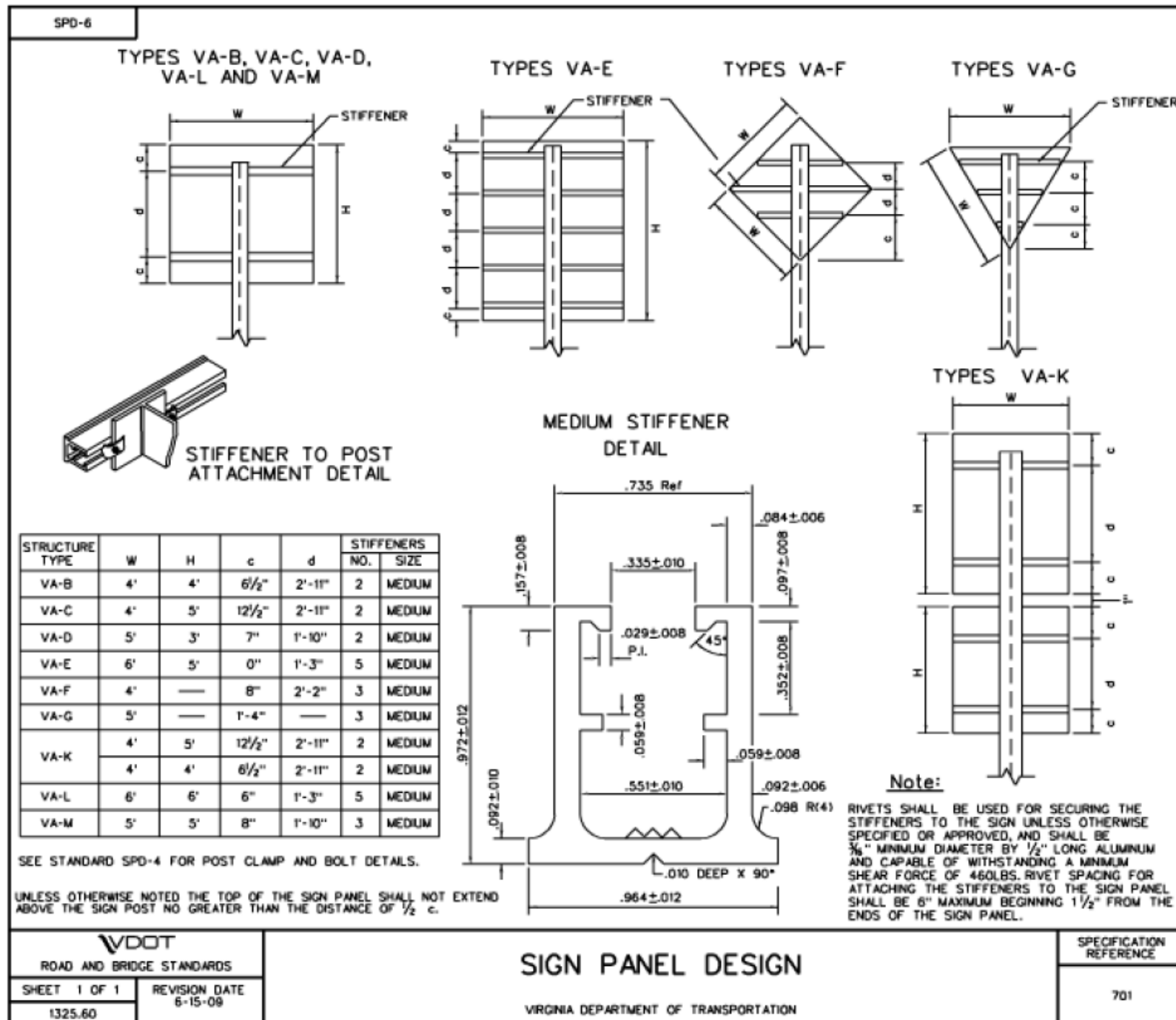
But TDA rejected the change order and instructed the company to perform the work "pursuant to a cheaper, defective alternative from the (TDA) project designer which ultimately failed," the claim states.

The project involved three years of planning and resulted in more than 300 elements, including vehicular and pedestrian signage, parking banners and garage entrance/exits, gateway and district identification signs and monuments, and kiosks throughout the county.

Funding came from hotel room taxes disbursed by TDA through its Tourism Development Fund.

Appendix VI: Signage Support System Specifications





Appendix VII: Wayfinding Stakeholder Group Invitees

The following individuals were invited to participate in the February 2012 wayfinding stakeholder meeting, and were encouraged to submit responses to a short list of questions regarding visitor navigation in the region:

ORGANIZATION	NAME	TITLE
Academy of Fine Arts	Tanya Fischhoff	Director of Marketing
Amazement Square	Mort Sajadian, PhD	President/CEO
Anne Spencer House	Shaun Spencer-Hester	President/Treasurer
Anne Spencer House	Jane White	
Appomattox Department of Tourism	Anne Dixon	Director
Bedford Welcome Center	Sergei Troubetzkoy	Director of Tourism
Campbell County Economic Development	Mike Davidson	Director
Central Virginia Community College	John Capps	President
City of Lynchburg Communications & Marketing	JoAnn Martin	Director
City of Lynchburg Community Development	Kent White	Director
City of Lynchburg Community Development	Tom Martin	City Planner
City of Lynchburg Economic Development	Marjette Upshur	Director
City of Lynchburg Engineering	Don DeBerry	Transportation Engineer
City of Lynchburg Engineering	Lee Newland	City Engineer
City of Lynchburg Parks & Recreation	Kay Frazier	Director
City of Lynchburg Public Works	David Owen	Director
City of Lynchburg Public Works	Numan Franklin	Neighborhood Coordinator
County of Amherst	Clarence Monday	Administrator
County of Amherst	Jeremy Bryant	Director, Planning & Zoning
Fifth Street Community Development Corporation	Eddie Claiborne	President
Fort Early	Fort Hill Woman's Club	
Historic Sandusky	Greg Starbuck	Director
James River Arts Council	Krista Boothby	Executive Director
Legacy Museum	Carolyn Bell	
Liberty University	Terry Falwell	Community Liaison

Continued from previous page

ORGANIZATION	NAME	TITLE
Lynchburg College	Deborah P. Blanchard	Communications & Marketing
Lynchburg Grows	Michael G. Van Ness	Executive Director
Lynchburg Historical Foundation	Sally Ann Schneider	Executive Director
Lynchburg Museum System	Doug Harvey	Director
Lynchburg Public Library	Lynn Dodge	Director
Lynchburg Regional Convention & Visitors Bureau	Becky Nix	Director of Tourism
Lynchburg Regional Convention & Visitors Bureau	Alison Chadbourne	Visitors Center Manager
Lynch's Landing	Anna Bentson	Executive Director
Maier Museum of Art	Martha Kjeseth Johnson	Interim Director
National D-Day Memorial	Robin Reed	President
Old City Cemetery	Dawn Fields Wise	
Presbyterian Cemetery	David Oliver	Trustee
Randolph College	Brenda Edson	Strategic Communications Manager
Region 2000 Local Government Council	Bob White	Director of Core Services
Region 2000 Local Government Council	Scott Smith	Senior Planner
Region 2000 Partnership	Catherine Mosley	Director of Communications
Spring Hill Cemetery	Eames A. Powers, Jr.	Director
Sweet Briar College	Zach Kincaid	Director of Media, Marketing and Comm.
Thomas Jefferson's Poplar Forest	Angela H. Lynch	Director of Communications
Town of Amherst	Jack Hobbs	Town Manager
Virginia University of Lynchburg	Dr. Ralph Reavis	President

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Appendix IX: Downtown Lynchburg Wayfinding Plan (existing)

See following pages.

NOTE: The handwritten notes on the following pages were on the copy of the wayfinding plan provided to Region 2000/CVMPO staff by the City of Lynchburg.

(Part A)



Signage Design and Way Finding Study to the Historical, Cultural and Riverfront Destinations of Downtown Lynchburg.



Preliminary Design Concepts
1/29/2003

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Design Inspired by the Classics of Architecture and Art



During the days we walked the downtown and riverfront streets of Lynchburg we came to one unifying conclusion. Lynchburg is possibly the greatest collection of early American architecture in the country. An amazing fact that has gone unnoticed by the rest of the country's travelers.

In addition there is in place a network of attractions and activities available in the downtown area to bring in enough visitors and resident users to revitalize the area.

The issue we face is positioning, communication and wayfinding. Our hope is that we can further develop a comprehensive directional sign system that reaches over into "Identity and Communication" to better tell visitors and potential investors about the opportunity available.

There are several challenges we identified as we studied the points of interest and land plan. The steep bluffs create physical barriers to traffic flow, unfortunately disconnecting some of the areas locations. The way to historical neighborhoods leads visitors away from the area. Some historical neighborhoods have suffered serious deterioration and look unsafe. Some of the potential renovations and future developments are unmarked and unclear.

Staging Points

We feel the best way to overcome the natural barriers the steep topography causes is to create and identify "Staging Points." As a visitor travels through the downtown streets, and follows the signage to a particular destination, established "Staging Points" will allow them to stop, get their bearings, and possibly decide to explore on foot or by car.

Future Sites

Celebrating the future plans of the riverfront and amenities like the Ice Skating Center creates positive energy. A well created sign can be an outdoor exhibit and encourage thinkers to imagine what your city will be like as these features become a reality.

Defining Style

These signs will also become a series of "Labels" for the historical area. Our goal will be to create something that is timeless and will easily blend in with the various architectural styles of the streetscape.

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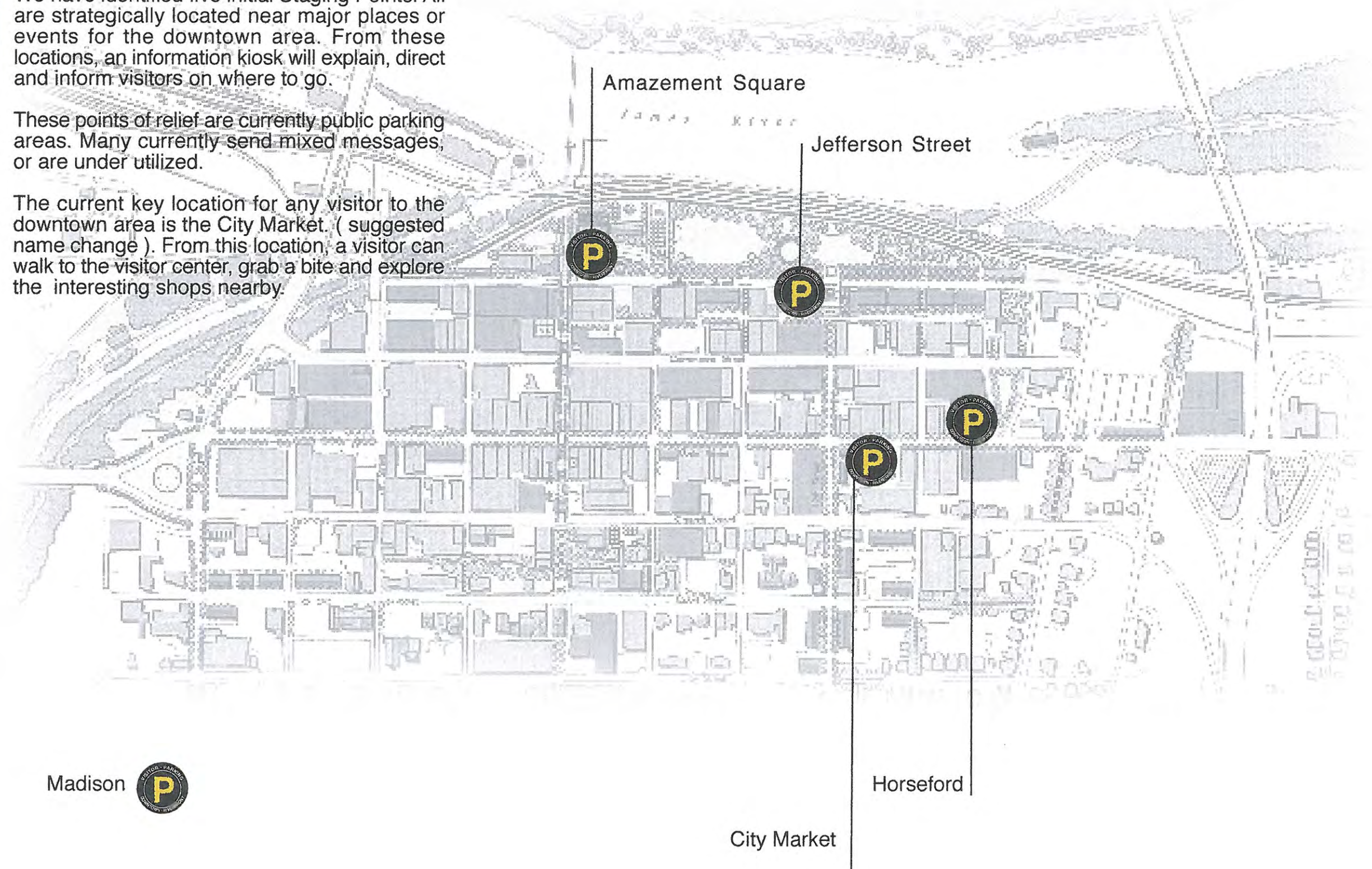


Staging Points

We have identified five initial Staging Points. All are strategically located near major places or events for the downtown area. From these locations, an information kiosk will explain, direct and inform visitors on where to go.

These points of relief are currently public parking areas. Many currently send mixed messages, or are under utilized.

The current key location for any visitor to the downtown area is the City Market. (suggested name change). From this location, a visitor can walk to the visitor center, grab a bite and explore the interesting shops nearby.



Madison



City Market

Horseford



Key Staging Point

The current key location for any visitor to the downtown area is the City Market. (suggested name change). From this location, a visitor can walk to the visitor center, grab a bite and explore the interesting shops nearby.

Because of this key location, some basic design suggestions will help to create a welcome feel.

Our first suggestion is to simplify the name to City Market, second are just a few cosmetic changes that can take place during routine maintenance.

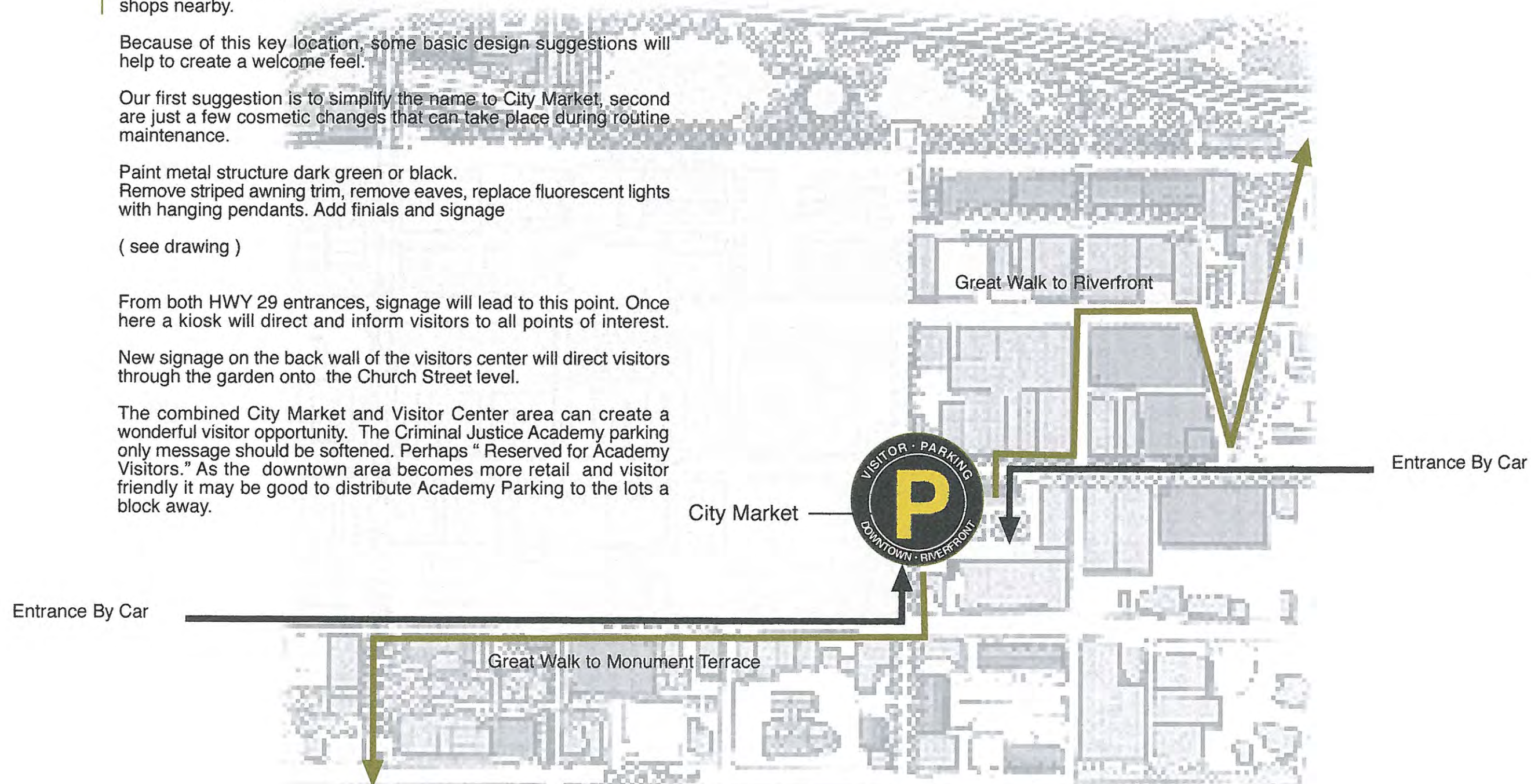
Paint metal structure dark green or black.
Remove striped awning trim, remove eaves, replace fluorescent lights with hanging pendants. Add finials and signage

(see drawing)

From both HWY 29 entrances, signage will lead to this point. Once here a kiosk will direct and inform visitors to all points of interest.

New signage on the back wall of the visitors center will direct visitors through the garden onto the Church Street level.

The combined City Market and Visitor Center area can create a wonderful visitor opportunity. The Criminal Justice Academy parking only message should be softened. Perhaps "Reserved for Academy Visitors." As the downtown area becomes more retail and visitor friendly it may be good to distribute Academy Parking to the lots a block away.





Design

Several Design options exist for the signage system. Our goal is to develop a program the reflect the timeless quality of great architecture. Since Lynchburg is practically a text book lesson in all of the early American styles of architecture, we need to develop a style fits comfortably within all of these characteristics.



Initial Concepts

All are attractive and easy to read, however our initial surveys suggest that designs A and B offer some Brand Identity to the River Front and Historical Attractions.

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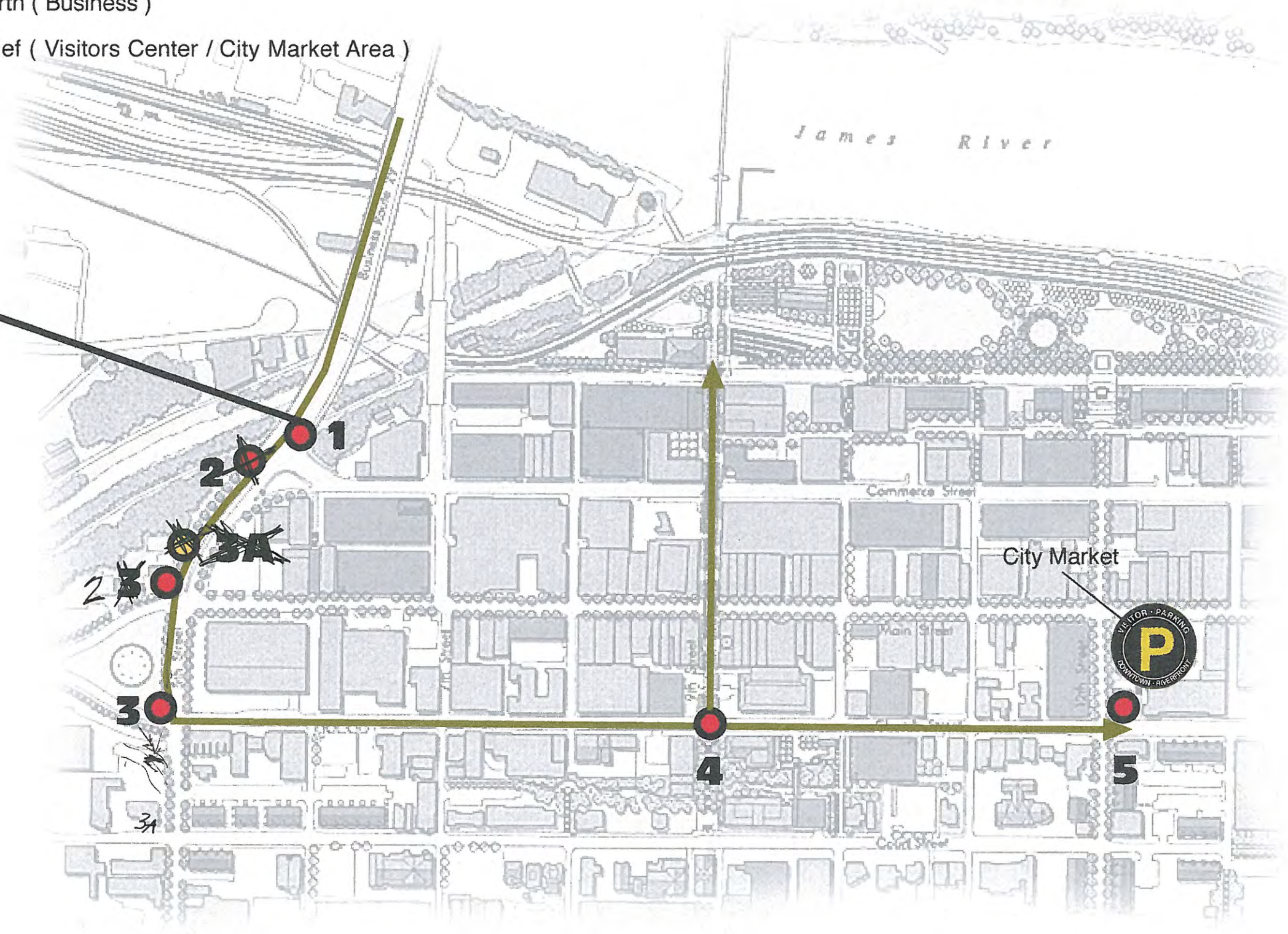
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From Hwy 29 North (Business)

Key Point of Relief (Visitors Center / City Market Area)

Direct to Amazement
Sq. & Riverfront



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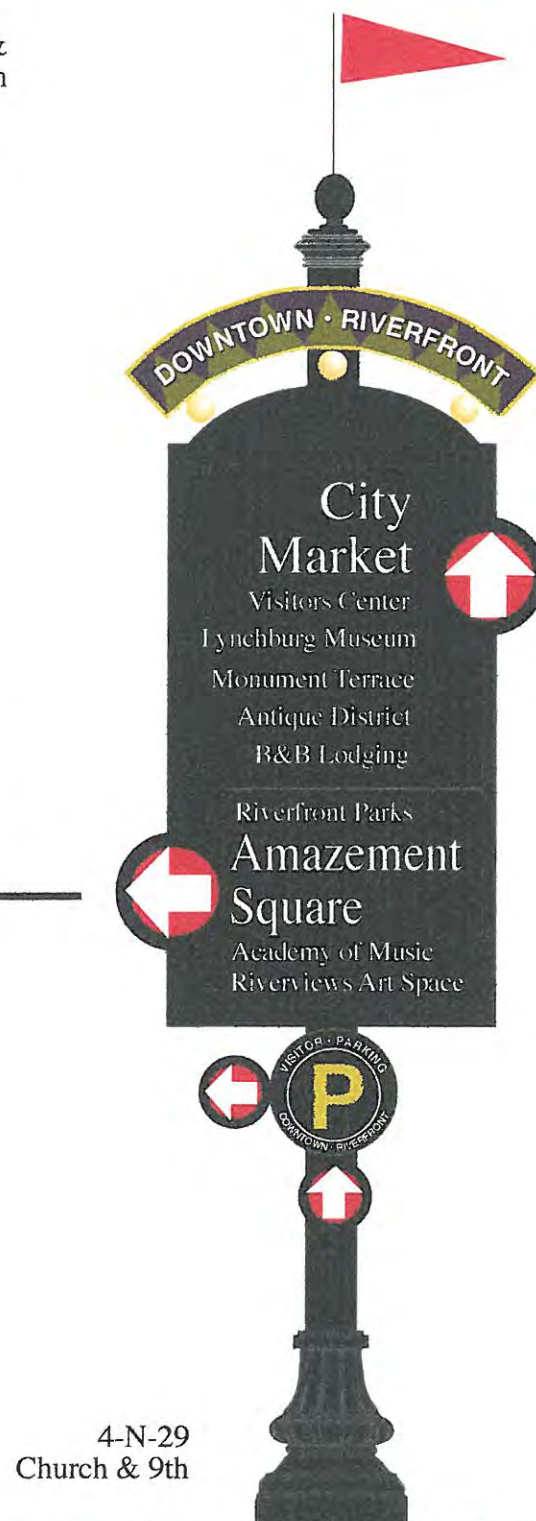
Note: Small directional sign leads travelers through smaller streets to Historic Neighborhoods and add additional support to the way finding system.

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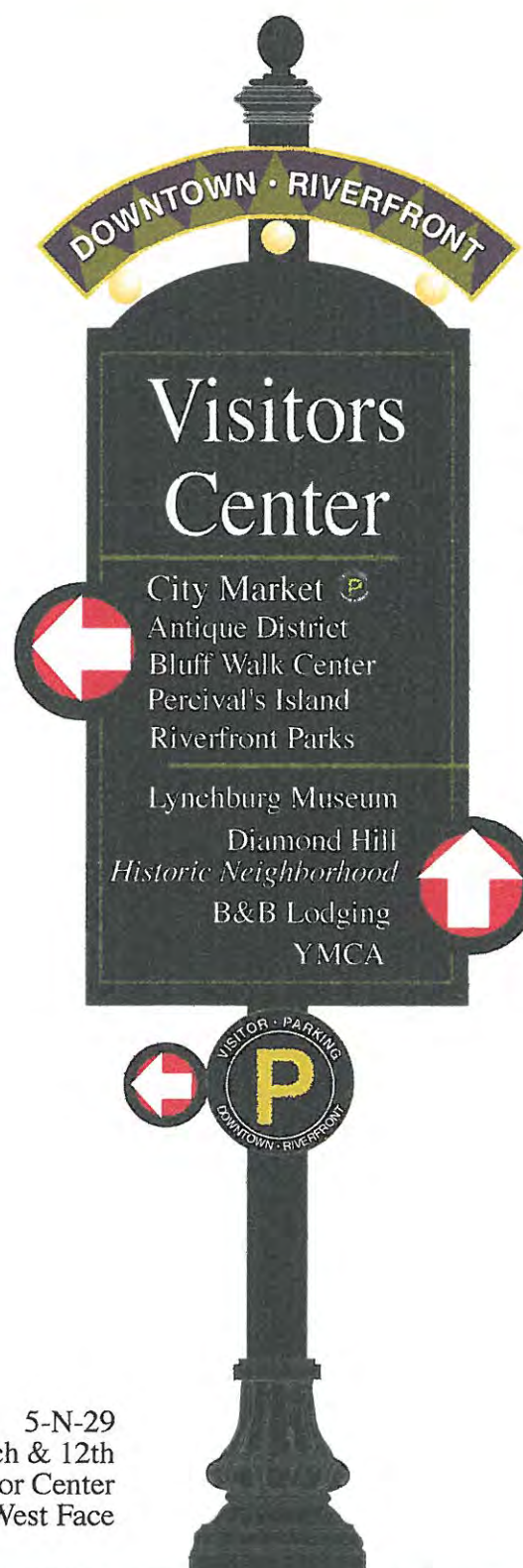
See 9th &
Jefferson



4-N-29
Church & 9th



5-N-29
Church & 12th
at Visitor Center
West Face



Note: A larger directional sign also
becomes Visitor Center identification
sign. This will help to create a
continuous chain of directional
signage.



See
Diamond
Hill

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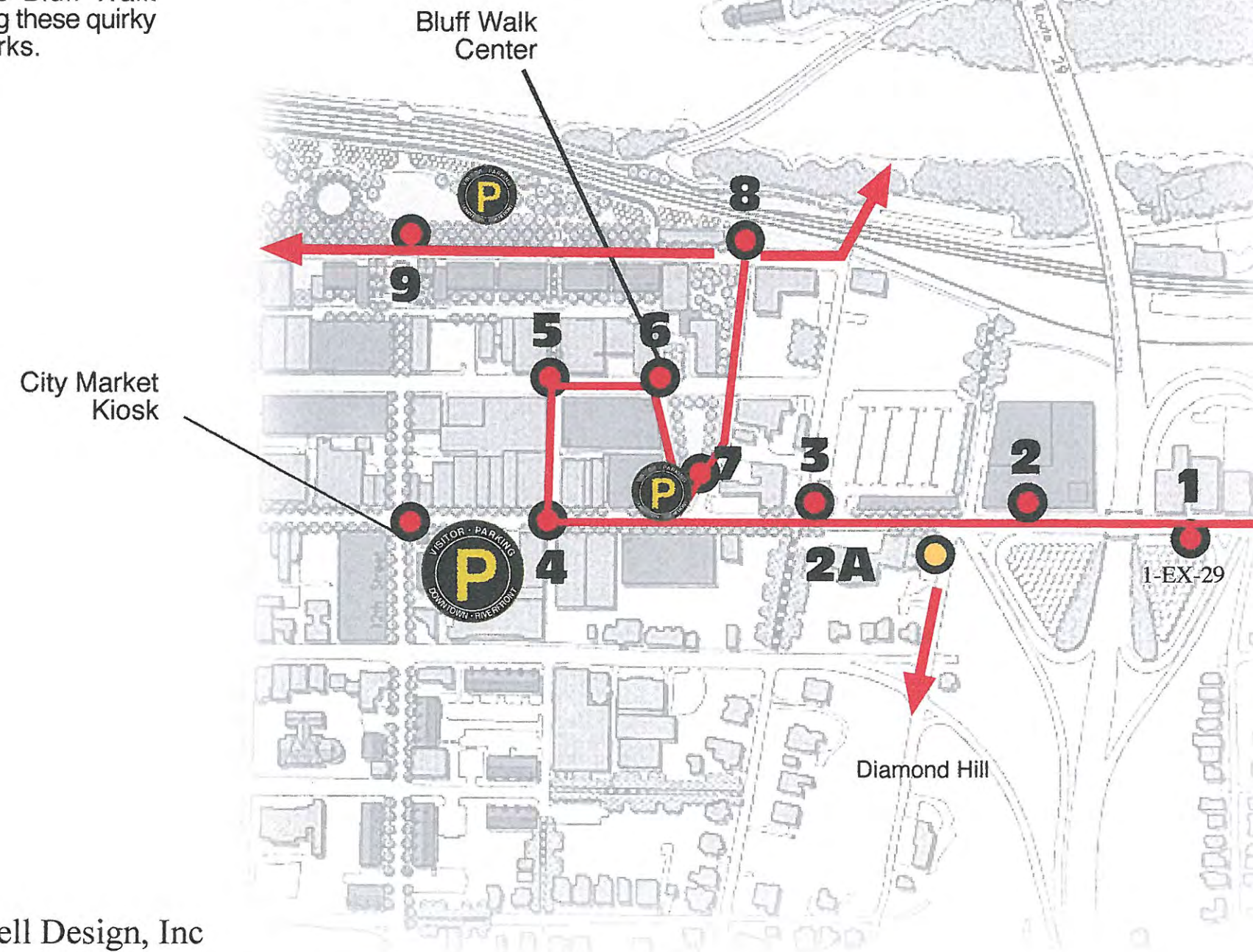
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From Hwy 29 South (Express)

Key Point of Relief (City Market Area / Riverfront)

Note: We suggest making 13th street two way and encourage travel to the Riverfront and future Bluff Walk Center interesting along these quirky streets and pocket parks.



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From Hwy 29 South
(Express)

Key Point of Relief (City
Market Area / Riverfront)



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From Hwy 29 South
(Express)

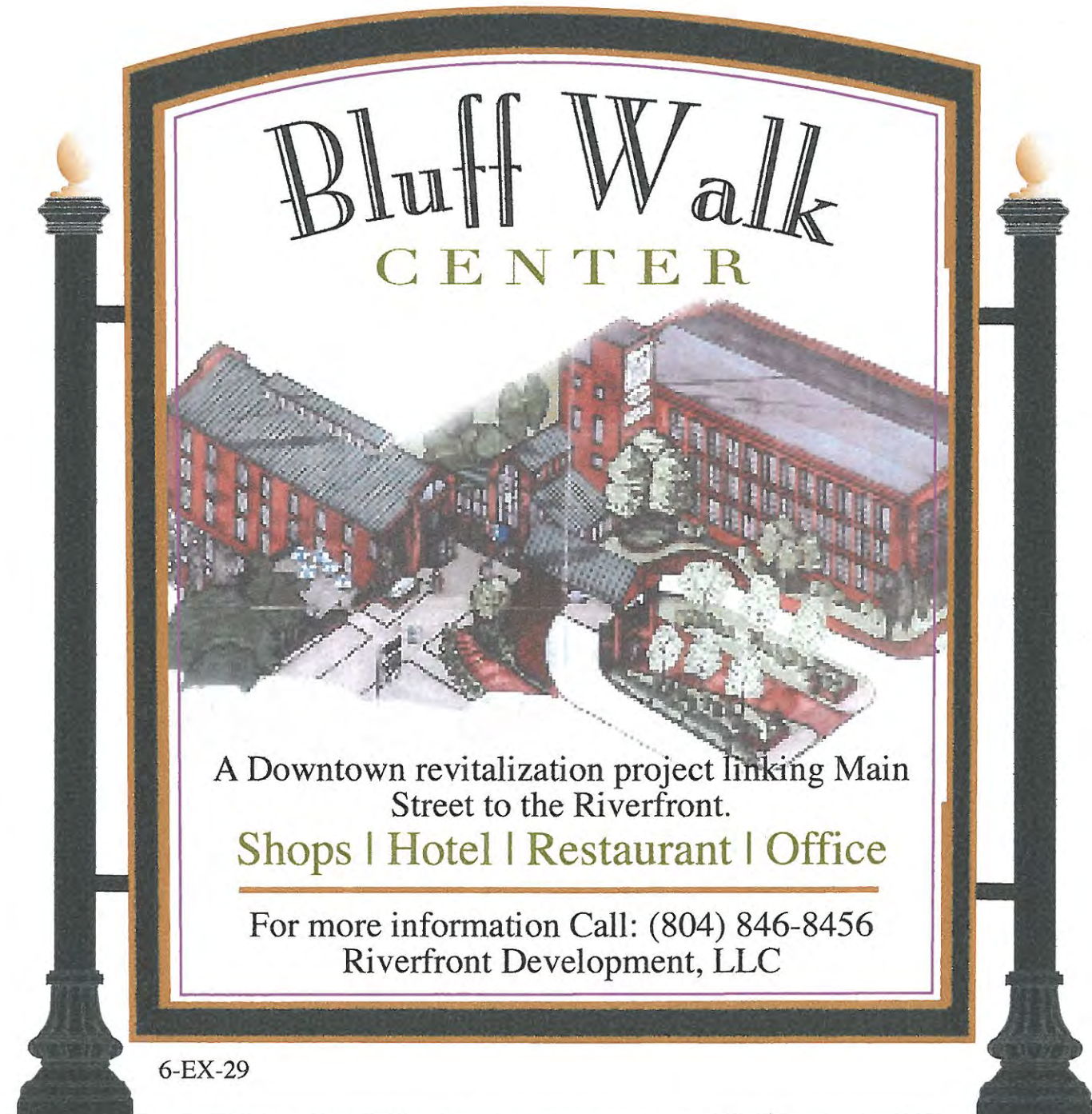
Key Point of Relief (City
Market Area / Riverfront)



4-EX-29



5-EX-29



6-EX-29

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Note: Revitalization projects should be announced with the same quality graphics as the directional sign. This will help to establish long term trends.



From Hwy 29 South
(Express)

Key Point of Relief (City
Market Area / Riverfront)



7-EX-29

Note: This sign is
double faced and
creates an opportunity
for Horseford to
become a unique
restaurant and club
district.



8-EX-29



9-EX-29

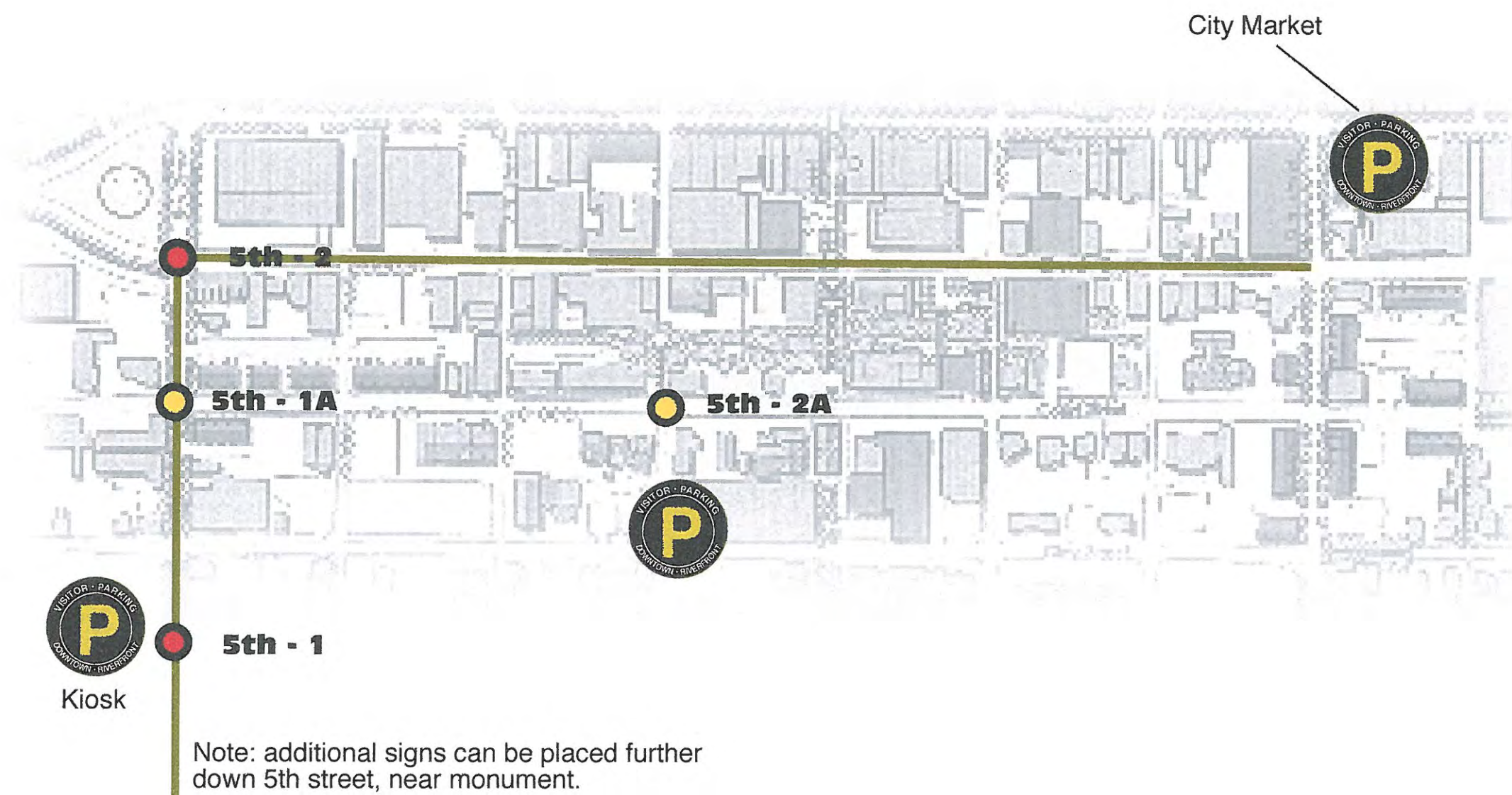
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From 5th Street

Key Staging Point
(City Market Area)
(Madison & 5th Parking)



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Design Inspired by the Classics of Architecture and Art

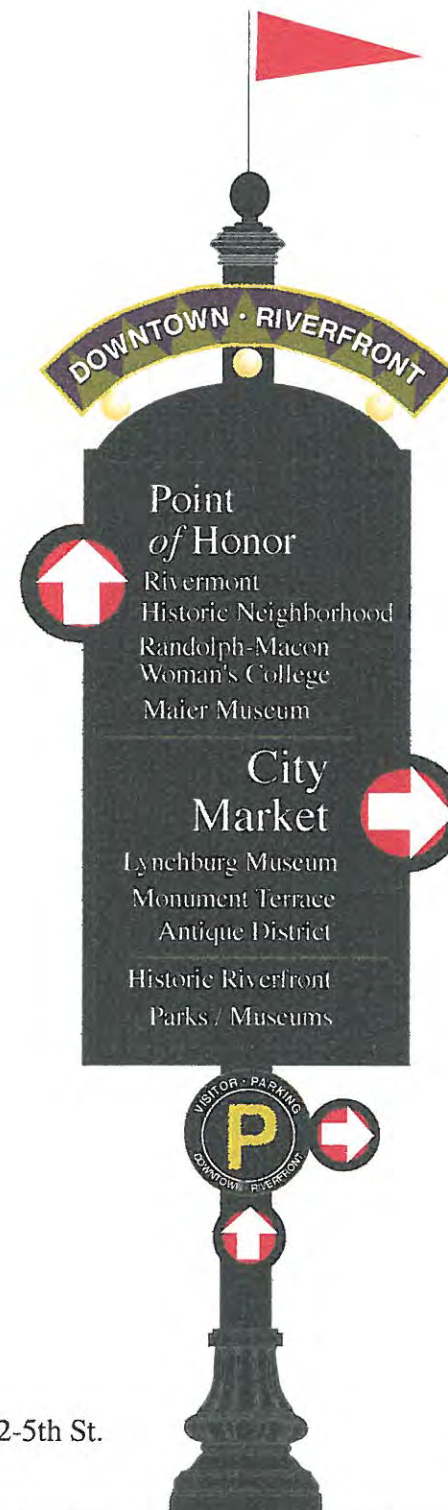


From 5th Street

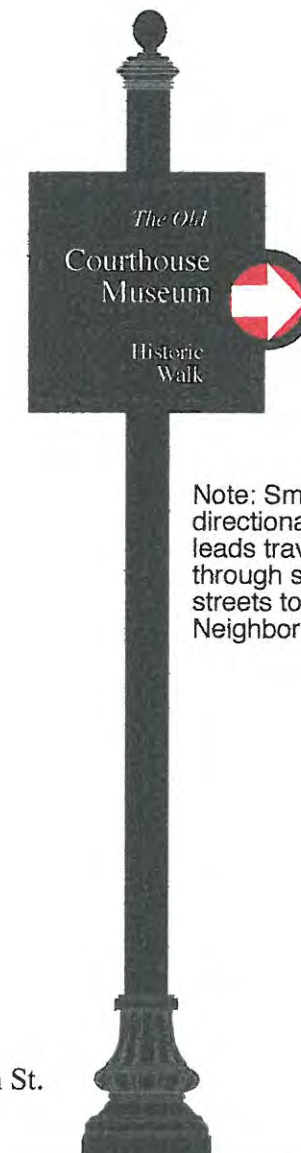
Key Point of Relief
(City Market Area)
(Madison & 5th Parking)



1-5th St.



2-5th St.



1A-5th St.

Note: Small directional sign leads travelers through smaller streets to Historic Neighborhoods.



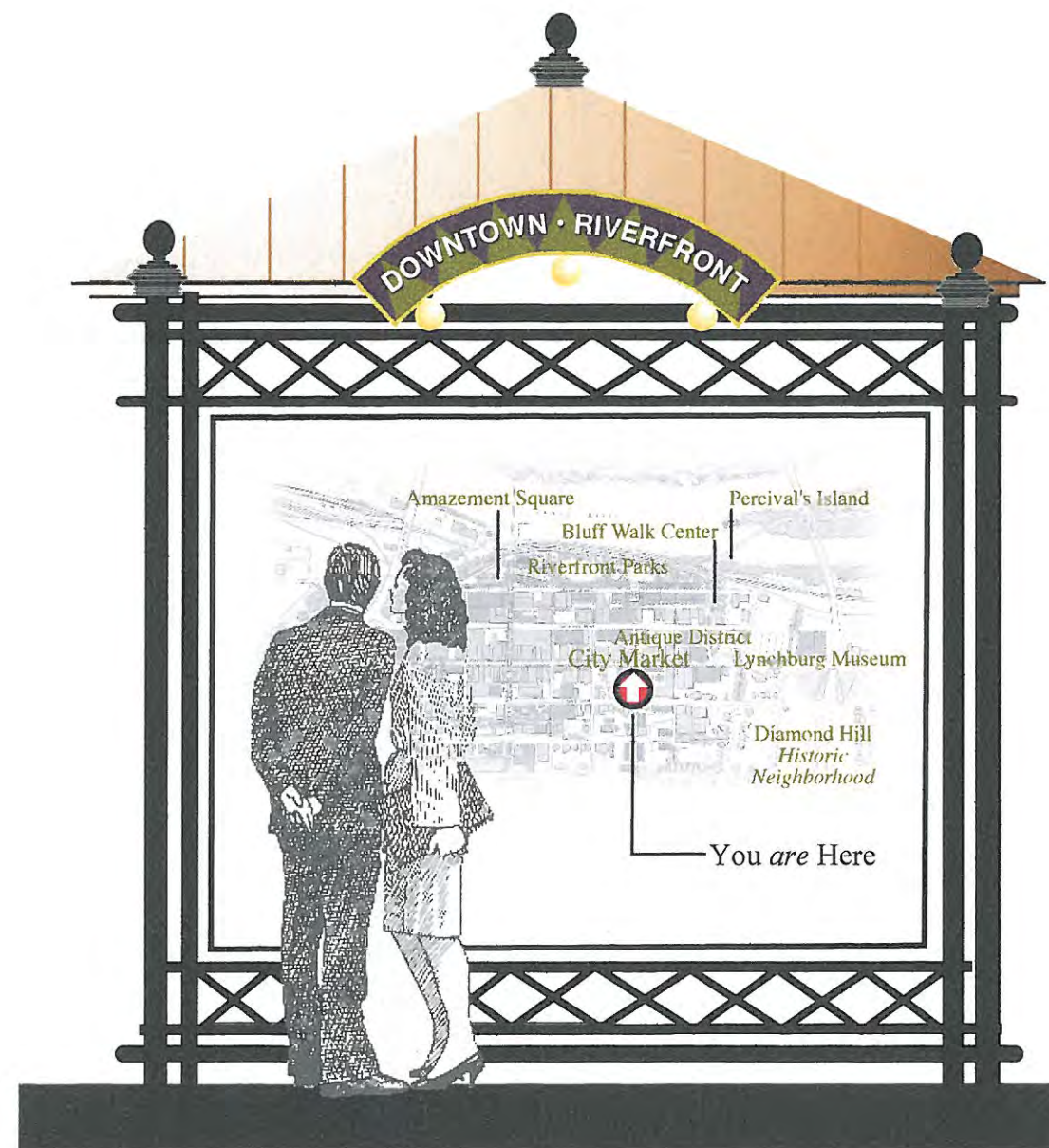
2A-5th St.

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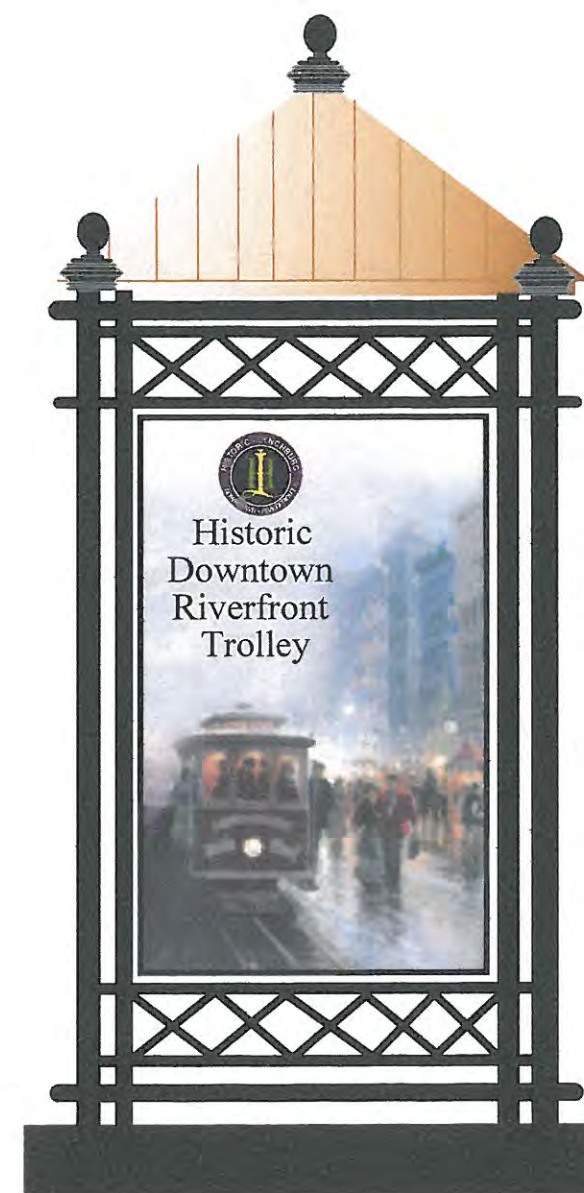
Design Inspired by the Classics of Architecture and Art

Concept for
Information Kiosk

Note: a very creative design element would be to use a massive flagstone for the kiosk base. These stones are used in some of the oldest Riverfront building foundations



Front Elevation



Side Elevation

Note: Graphics for Amazement Square, Artist Lofts or upcoming revitalization projects can be placed on Kiosks.



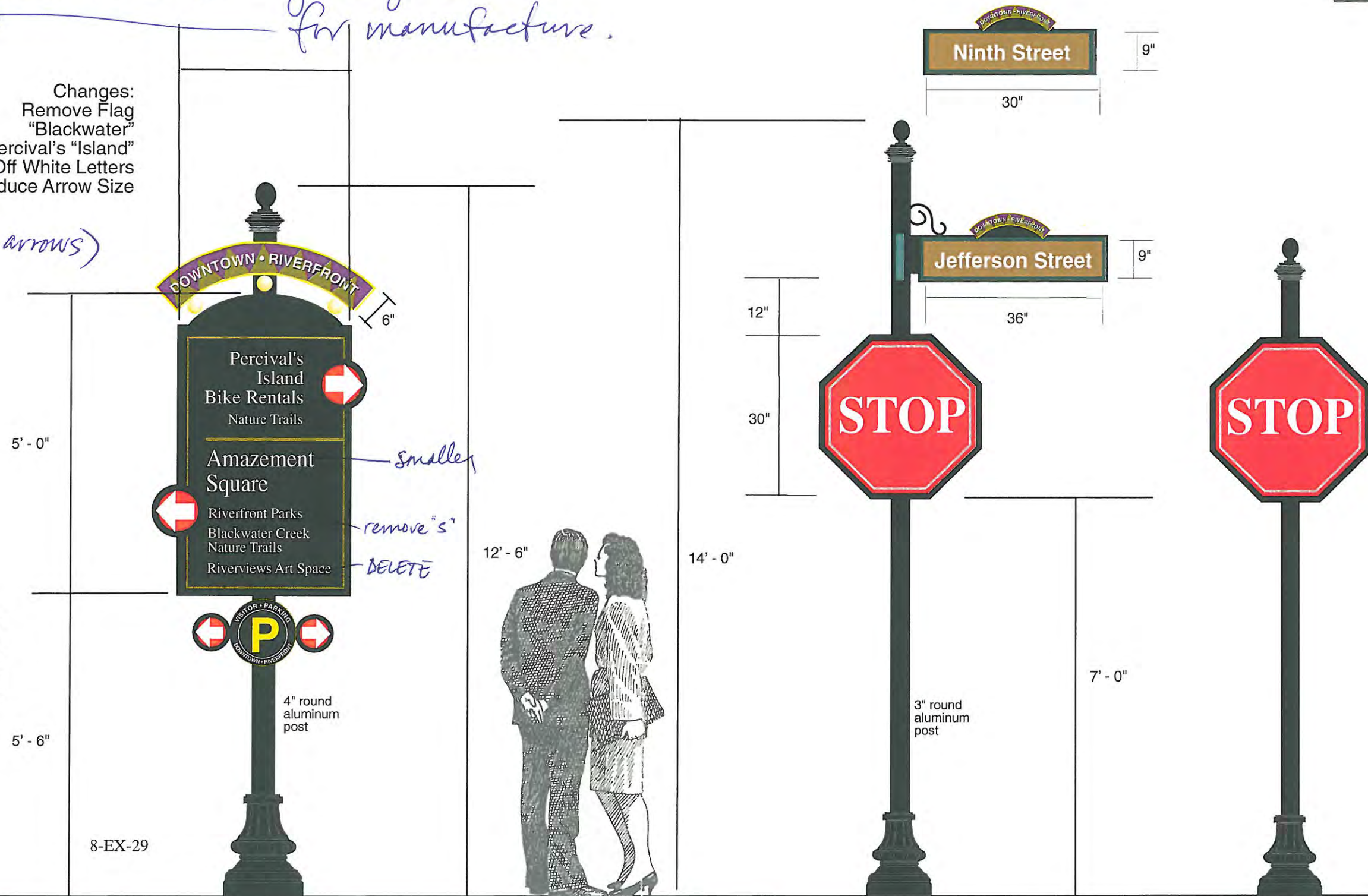


Spoke 10-3-03 + gave go-ahead for manufacture.

Changes:
Remove Flag
"Blackwater"
Percival's "Island"
Off White Letters
Reduce Arrow Size

No!
(off-white arrows)

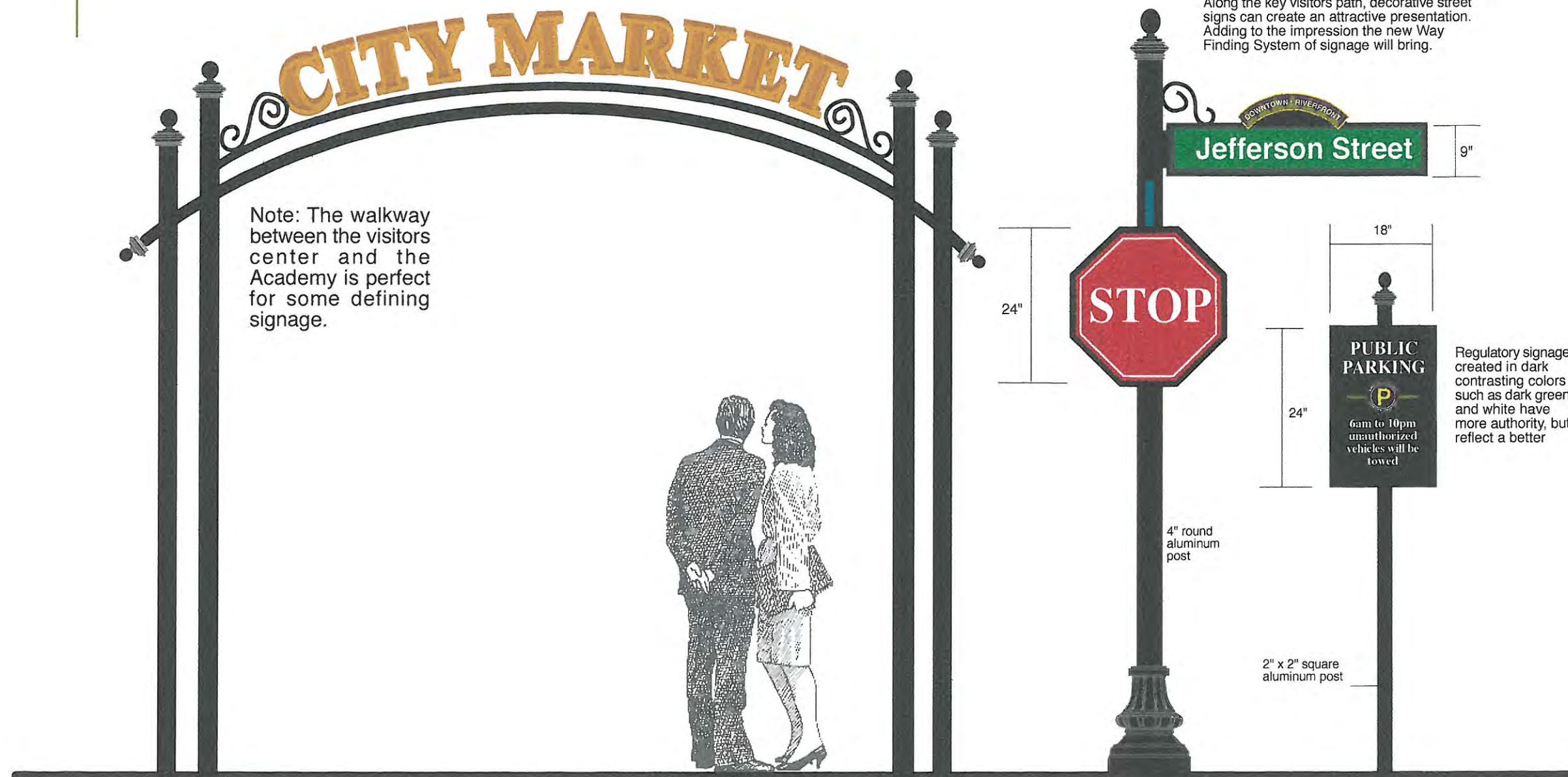
Mike: Note second layer sign panel has green (Pantone 104) edges and 1/2" border. Please note line between directional messages



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Additional Concepts



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Appendix IX: Downtown Lynchburg Wayfinding Plan (existing)

See following pages.

NOTE: The handwritten notes on the following pages were on the copy of the wayfinding plan provided to Region 2000/CVMPO staff by the City of Lynchburg.

(Part B)

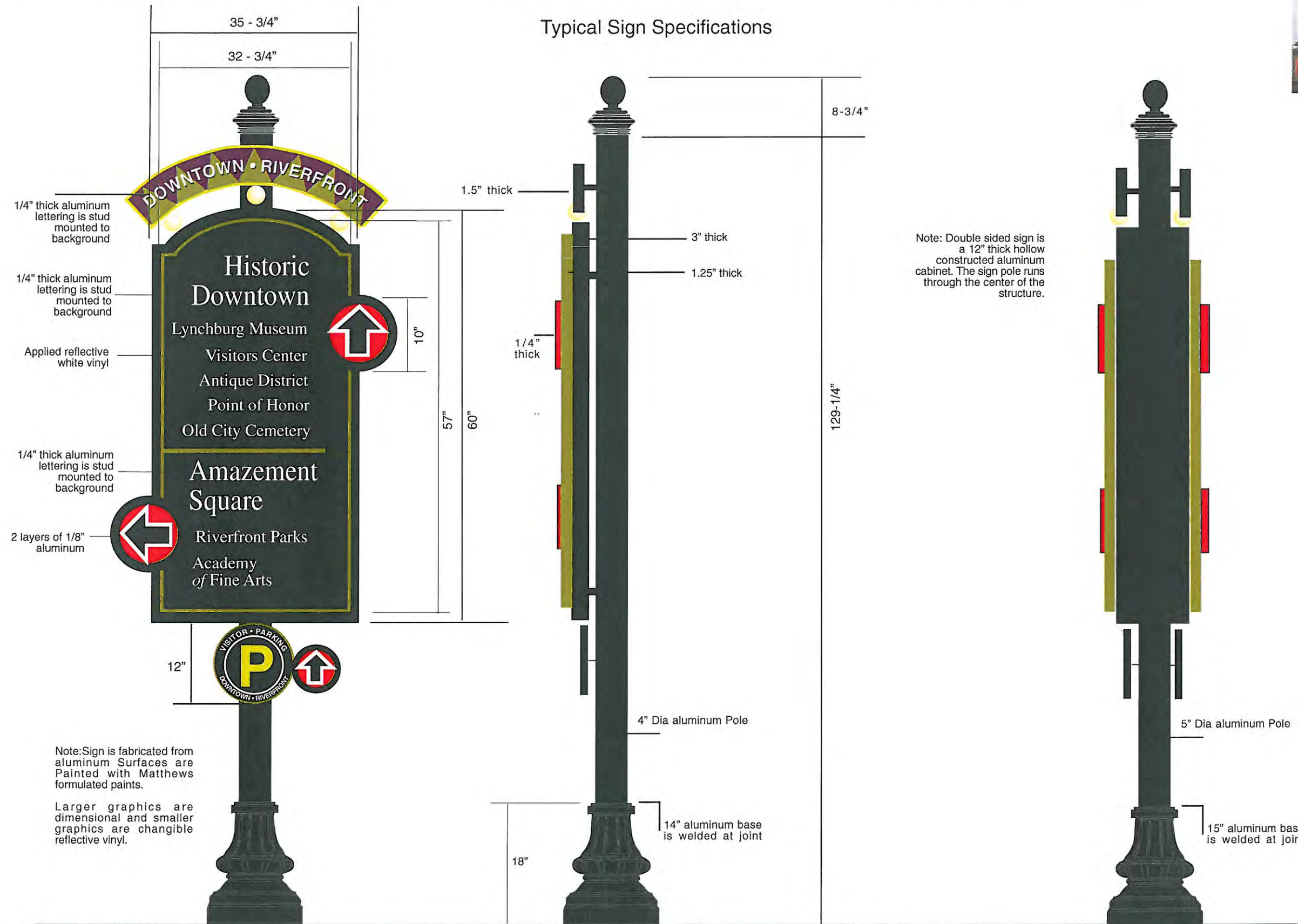




Signage & Wayfinding Program for the Historical, Cultural and Riverfront Destinations of Downtown Lynchburg, Virginia



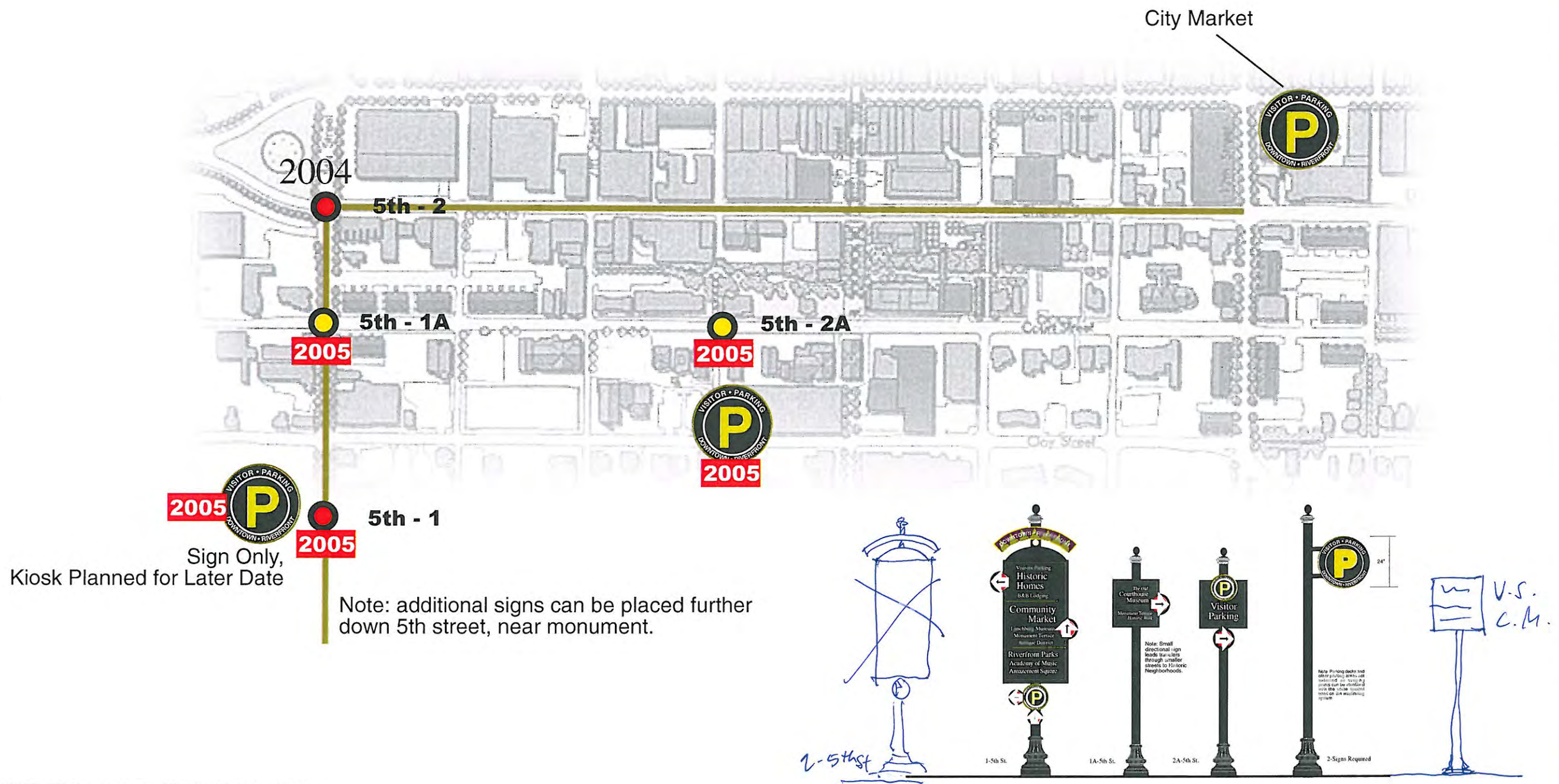
Phase Two Application





From 5th Street

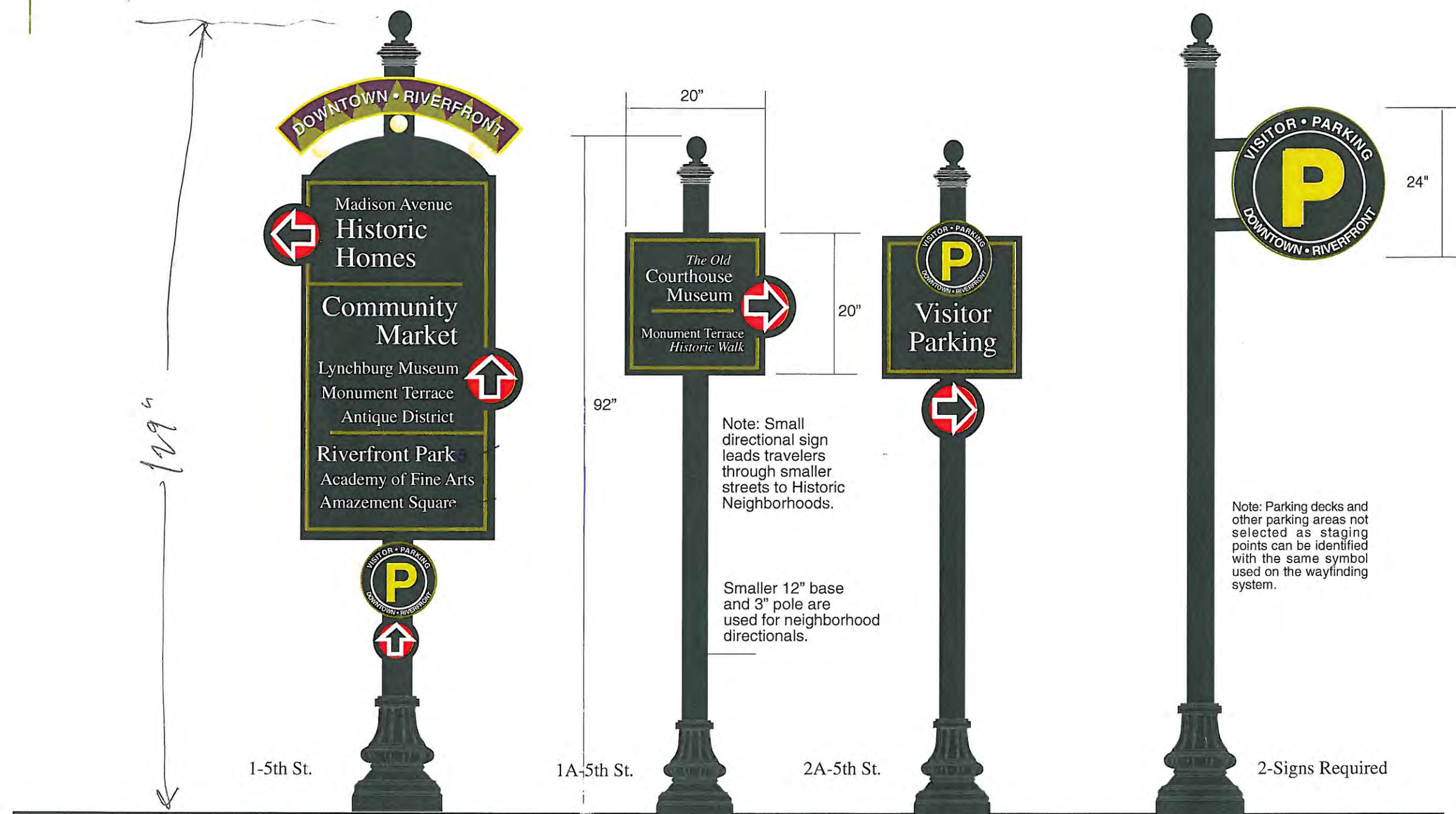
Key Staging Point
(City Market Area)
(Madison & 5th Parking)





From 5th Street

Key Staging Point
(Clay Street Visitor Parking)
(Madison & 5th Parking)

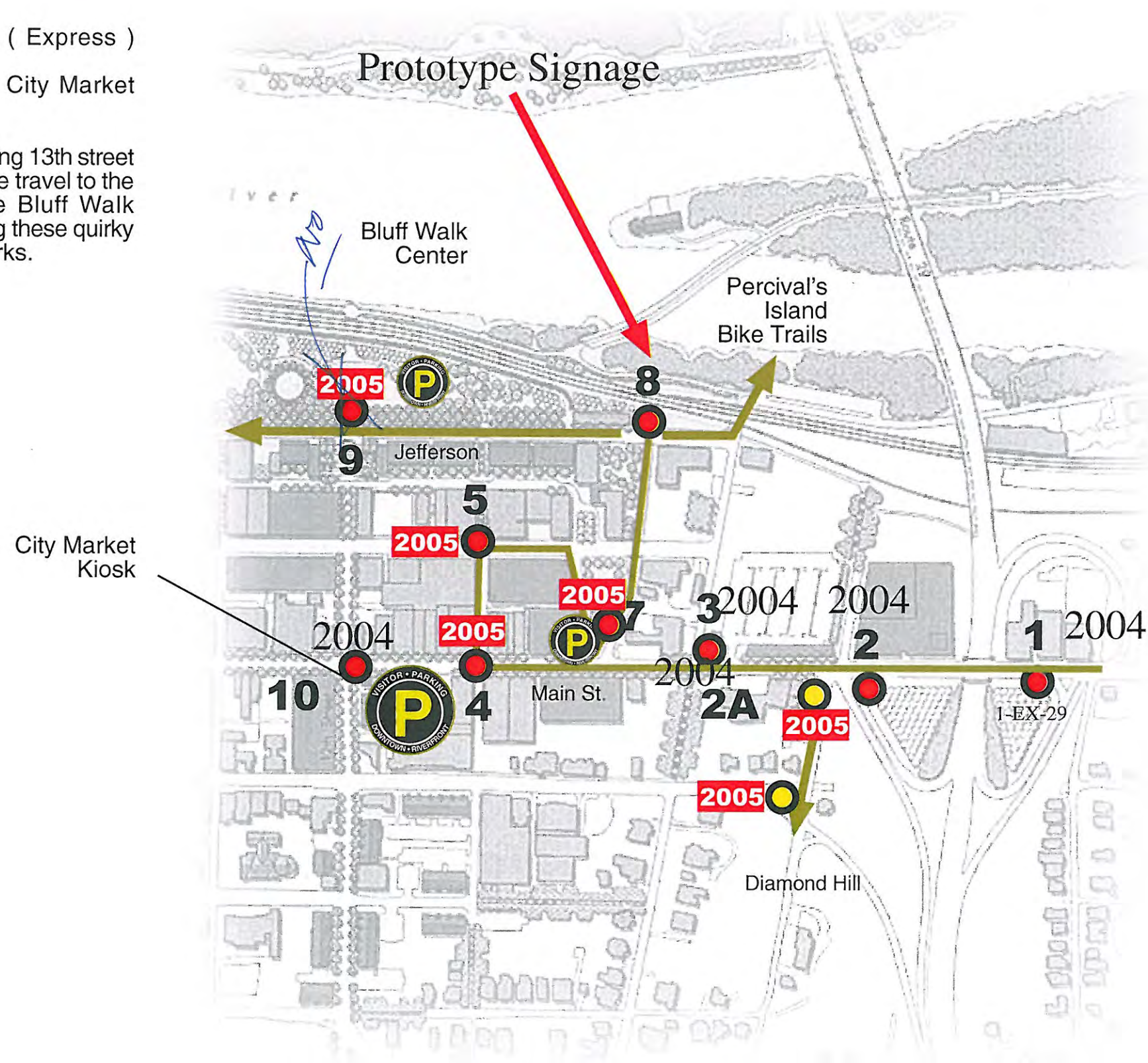




From Hwy 29 South (Express)

Key Point of Relief (City Market Area / Riverfront)

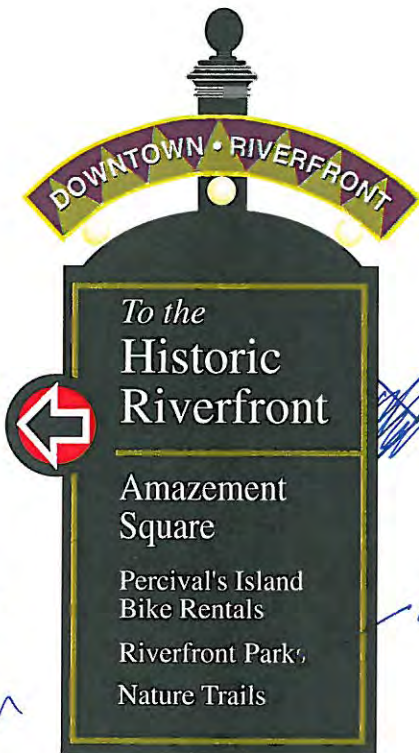
Note: We suggest making 13th street two way and encourage travel to the Riverfront and future Bluff Walk Center interesting along these quirky streets and pocket parks.



From Hwy 29 South
(Express)

Key Staging Point
(City Market Area / Riverfront)

*No
change
arrow
direction*



7-EX-29

Note: This sign is double faced and creates an opportunity for Horseford to become a unique restaurant and club district.

no "S"



9-EX-29



*delete
instead, create new
sign @ 9th + Commerce
Theater + Arts District
Renaissance
Antique District
(Dance Sq. of L Surg
Riverfront Park
Bluewater Creek
Nature Trails*



24"

Note: Parking decks and other parking areas not selected as staging points can be identified with the same symbol used on the wayfinding system.

Farmer's Seed



2A-EX-29

Double Sided
Two Required

*Double sided
+ ← same
Non-Tow.
old C.H. Museum
Community Affx
Waters*

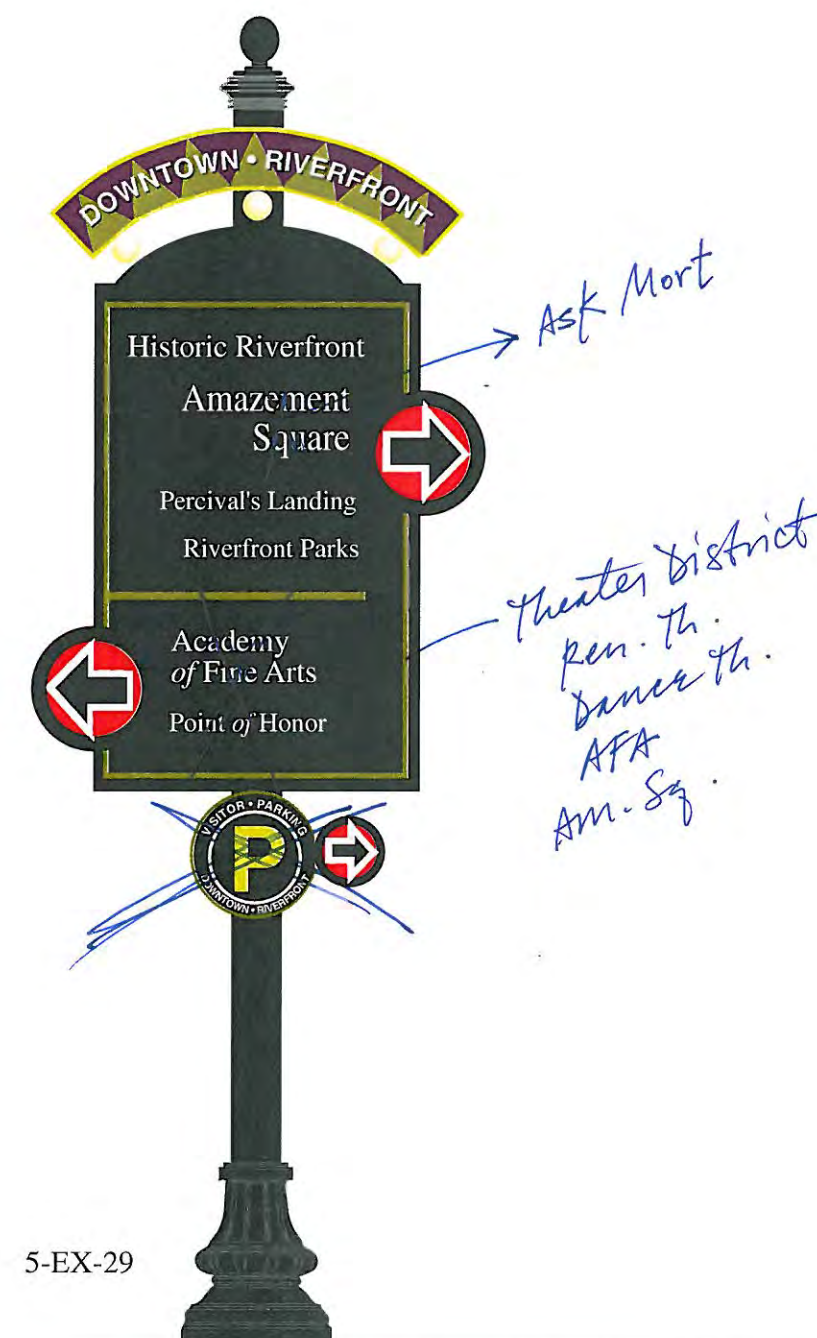
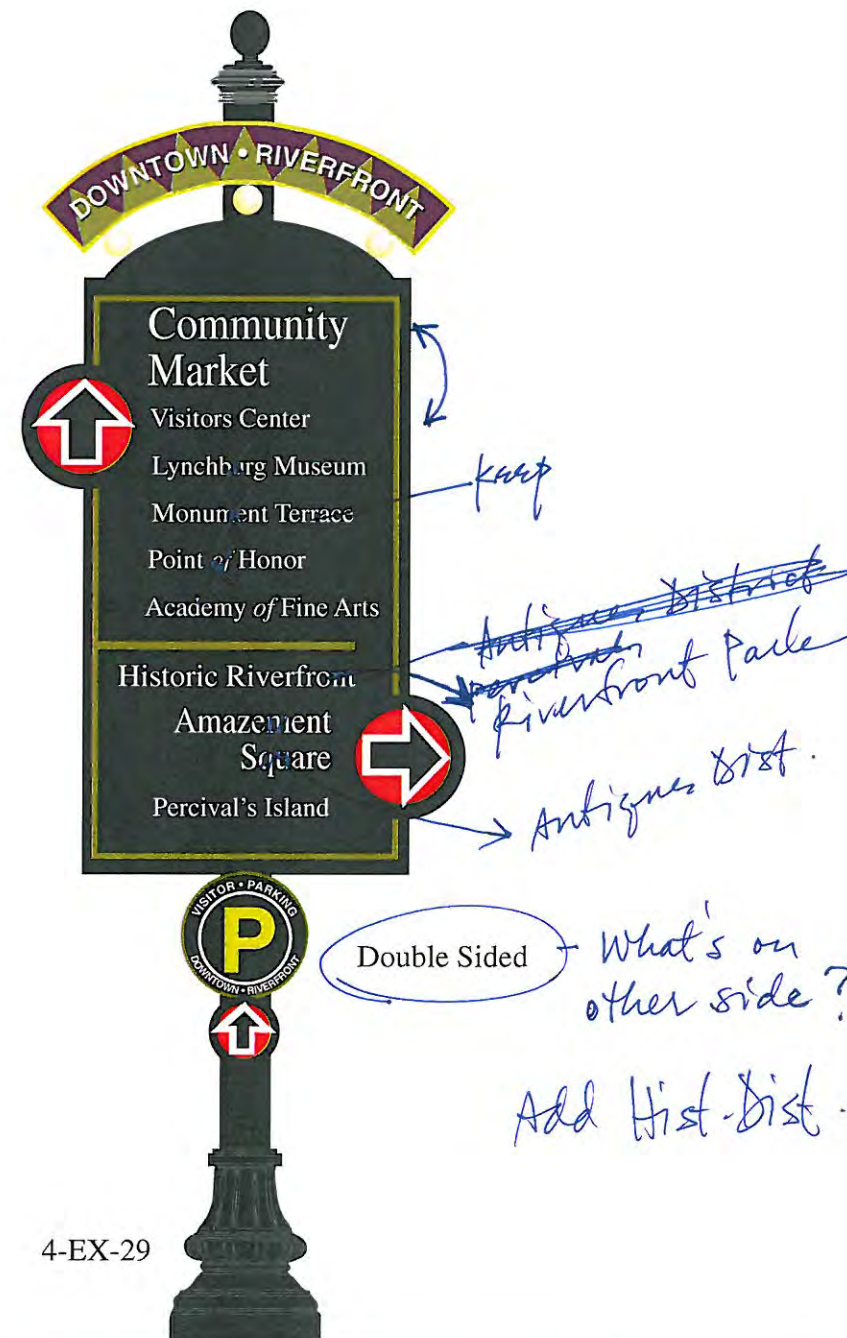


*delete "S"
delete*



From Hwy 29 South
(Express)

Key Staging Point (City
Market Area / Riverfront)

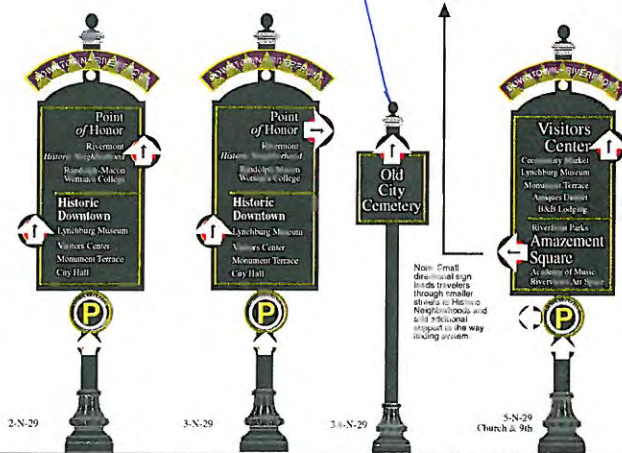




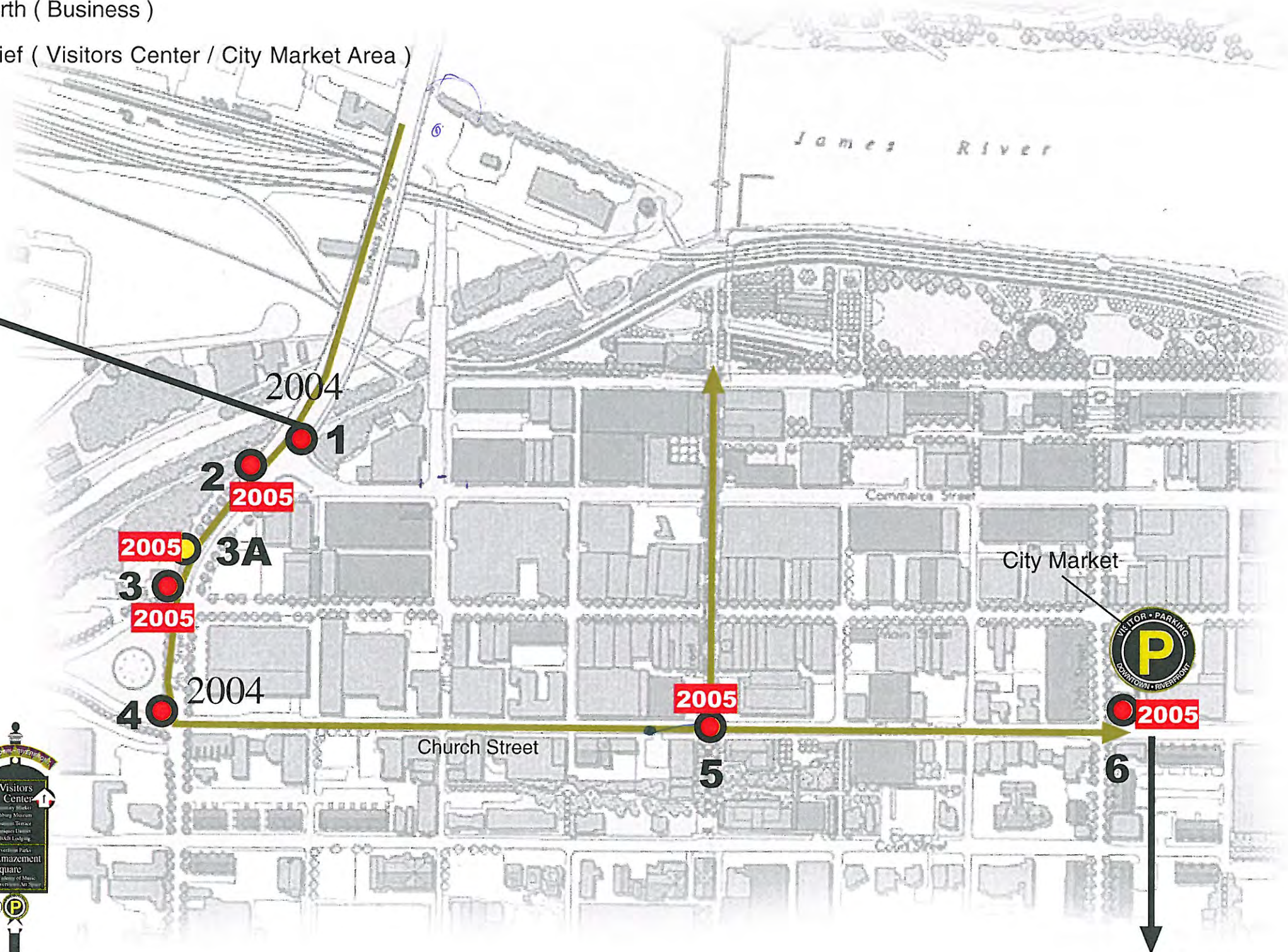
From Hwy 29 North (Business)

Key Point of Relief (Visitors Center / City Market Area)

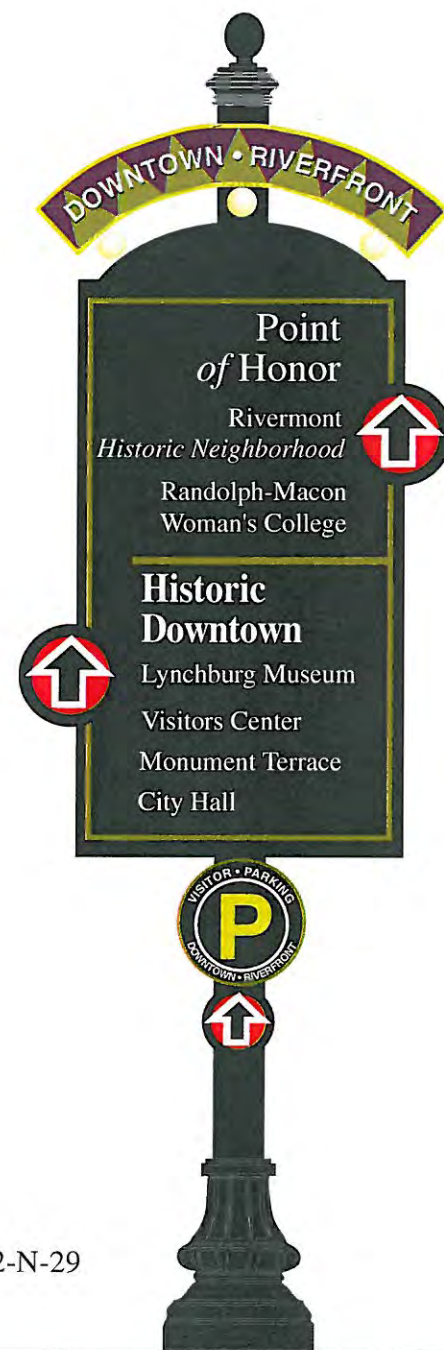
Direct to Amazement
Sq. & Riverfront



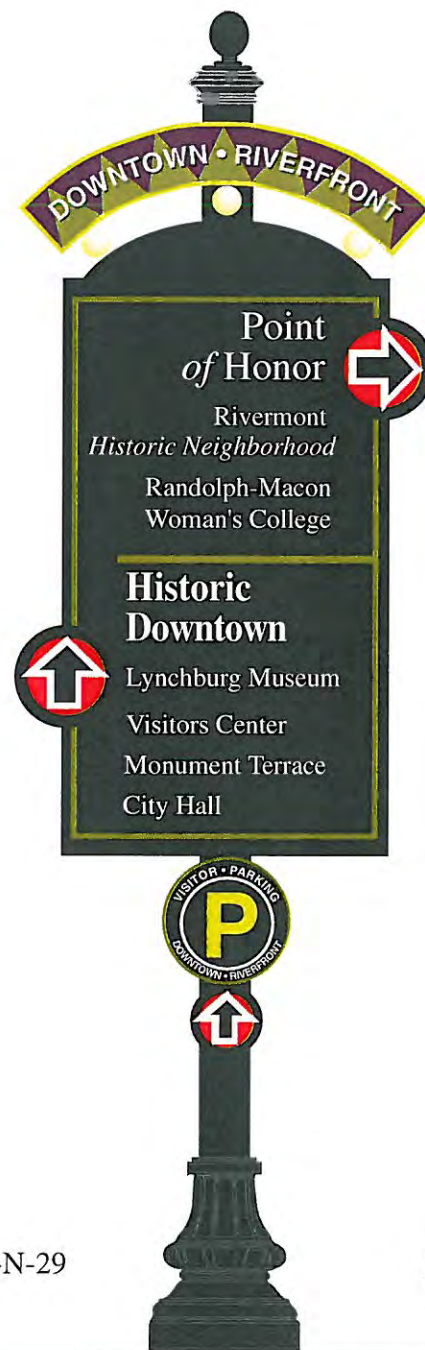
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Note: Visitors Center
looks like Kiosk Side
Elevation



2-N-29



3-N-29



3A-N-29

See 9th & Jefferson



5-N-29
Church & 9th

delete "S"

Double-sided?

Color Specifications



Black/Forest Green (MP 07486)



Sage Green (MP 00116) PMS 104

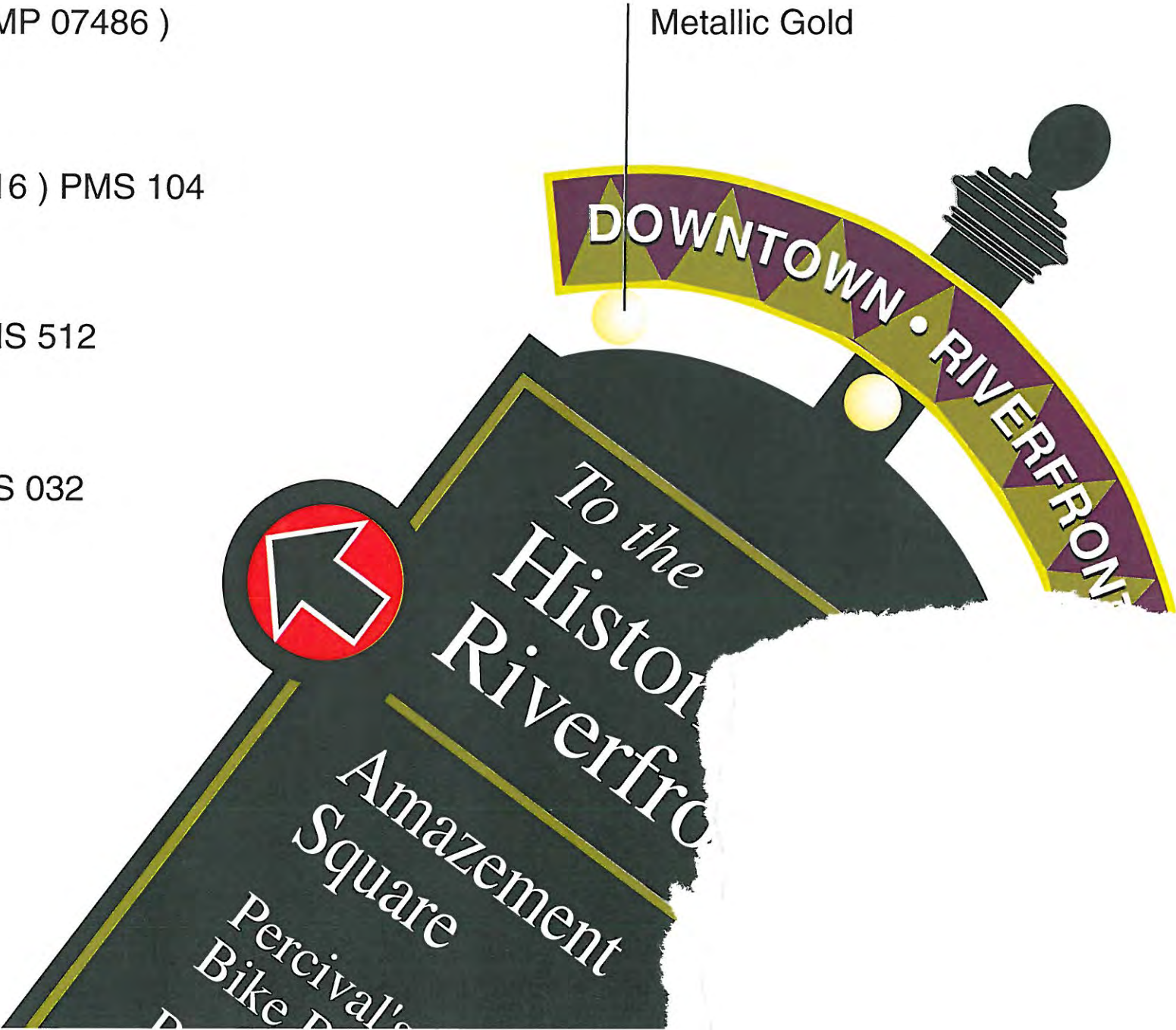


Plum (MP 00667) PMS 512



Red (MP 00861) PMS 032

Metallic Gold



Concept for
Information Kiosk

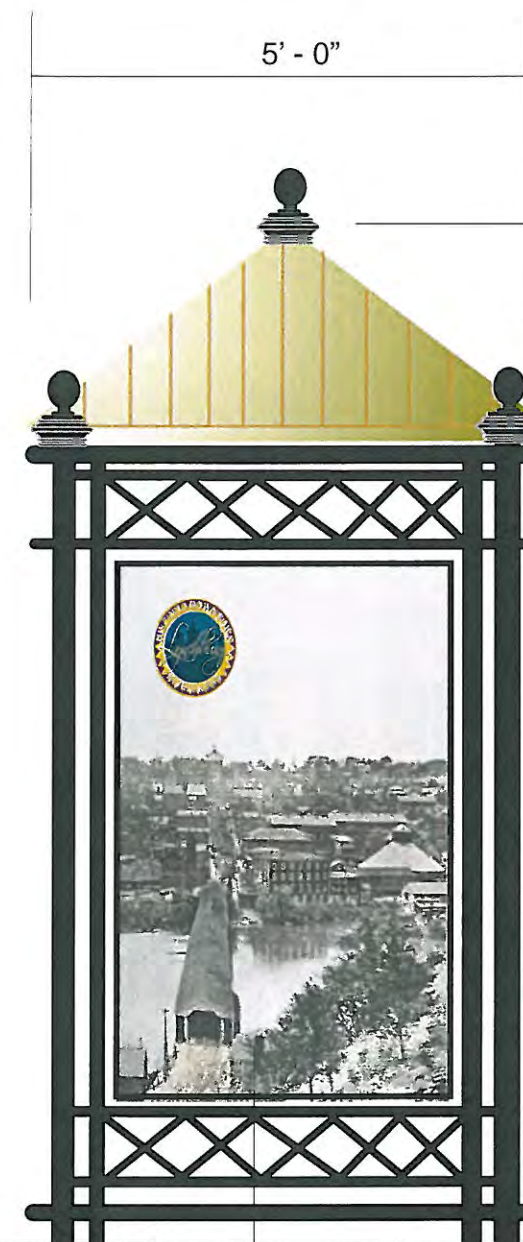
Note: Base must be
able to adjust and
level itself. It will be
mounted on a
sidewalk



Front Elevation B

Elev. A? - Big Map

1-Double Sided Zund Print panel
(Side B)
5' x 10" x 7' x 10"
on 1/2" alumacore



Side Elevation B

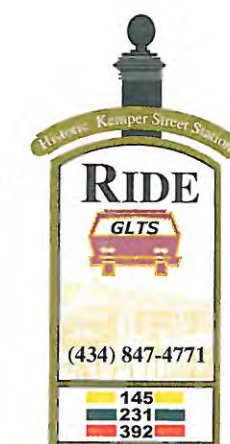
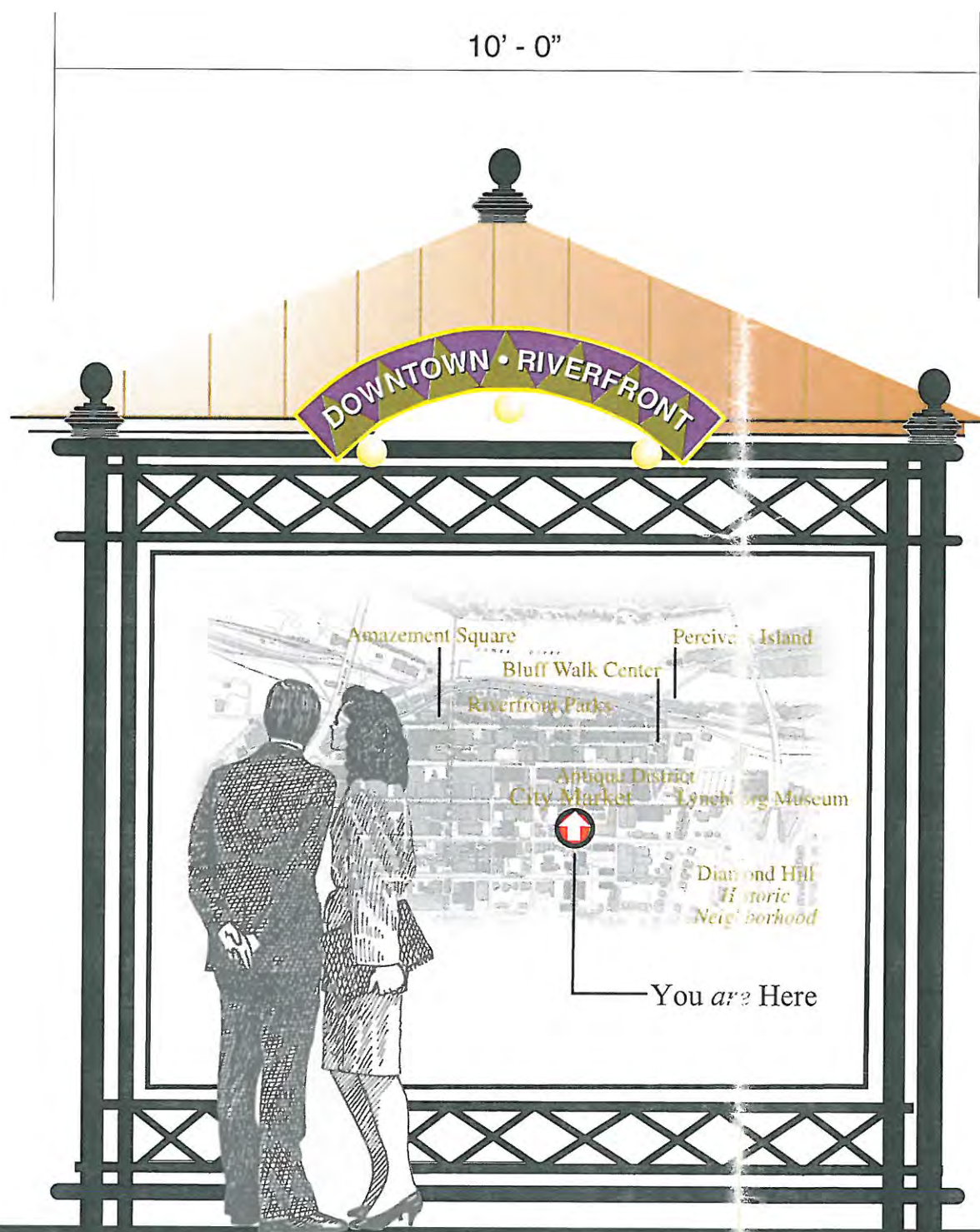
Elev. A? Looking down

1-Single Sided
3- 8" x 5' x 10"
Zund Print on 1/2"
alumacore

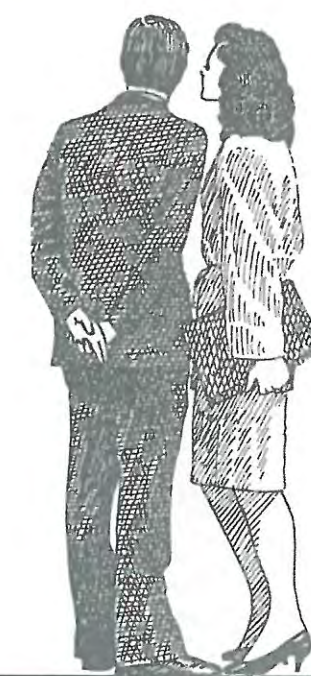
Note: Graphics for
Amazement Square,
Artist Lofts or
upcoming
revitalization
projects can be
placed on Kiosks.



Information Kiosk /
Bus Shelter



SIGNAGE WORKS
WELL WITH KIOSK



Front Elevation

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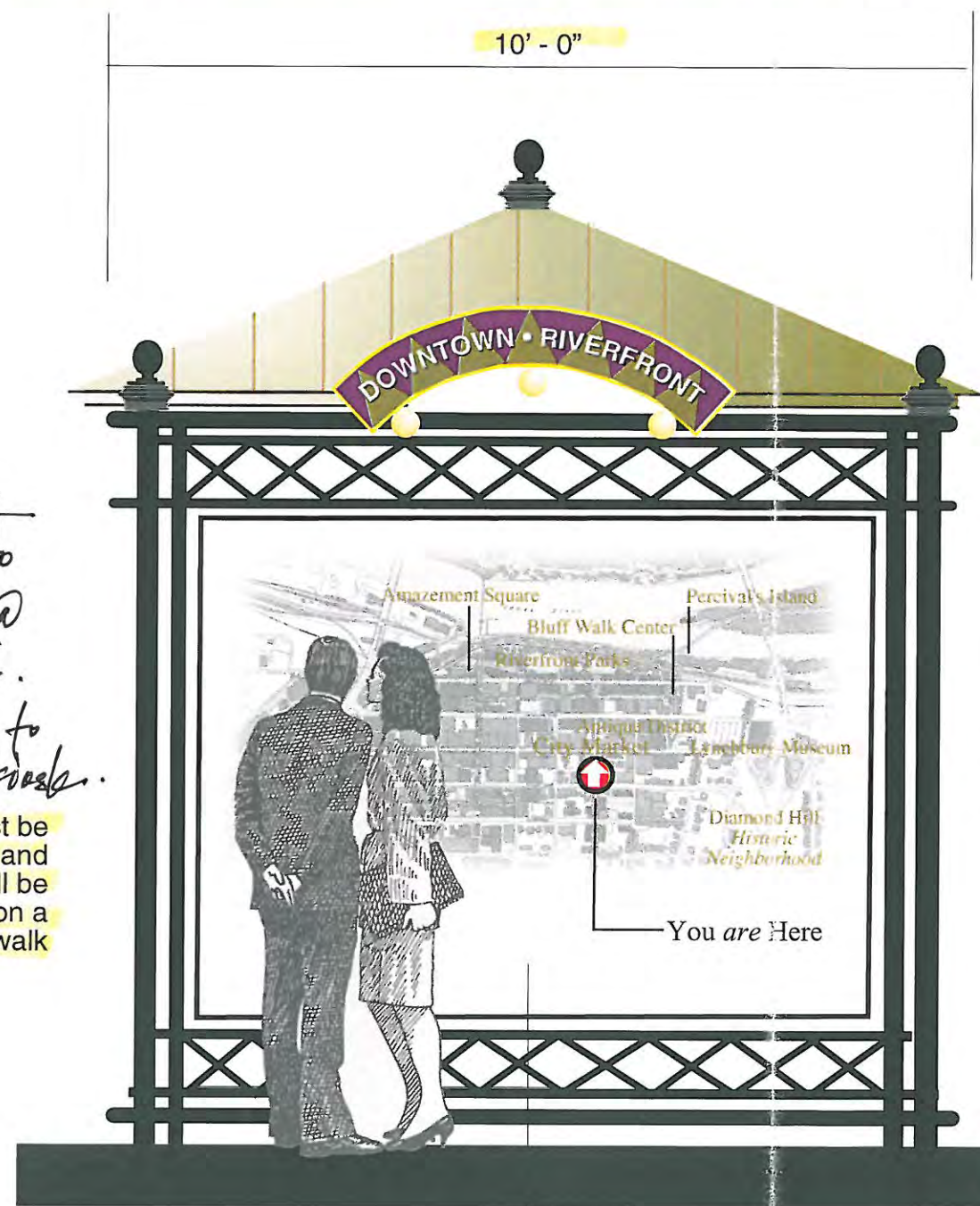


Concept for
Information Kiosk

*Same for
Bus Shelter*

*Jan. 8, 2004 -
Gave images to
Buzz (on CD) @
mtg. in L'burg.
Waiting for him to
incorporate into poster.*

Note: Base must be
able to adjust and
level itself. It will be
mounted on a
sidewalk



Front Elevation

1-Double Sided
Zund Print panel
6' x 8'



Side Elevation

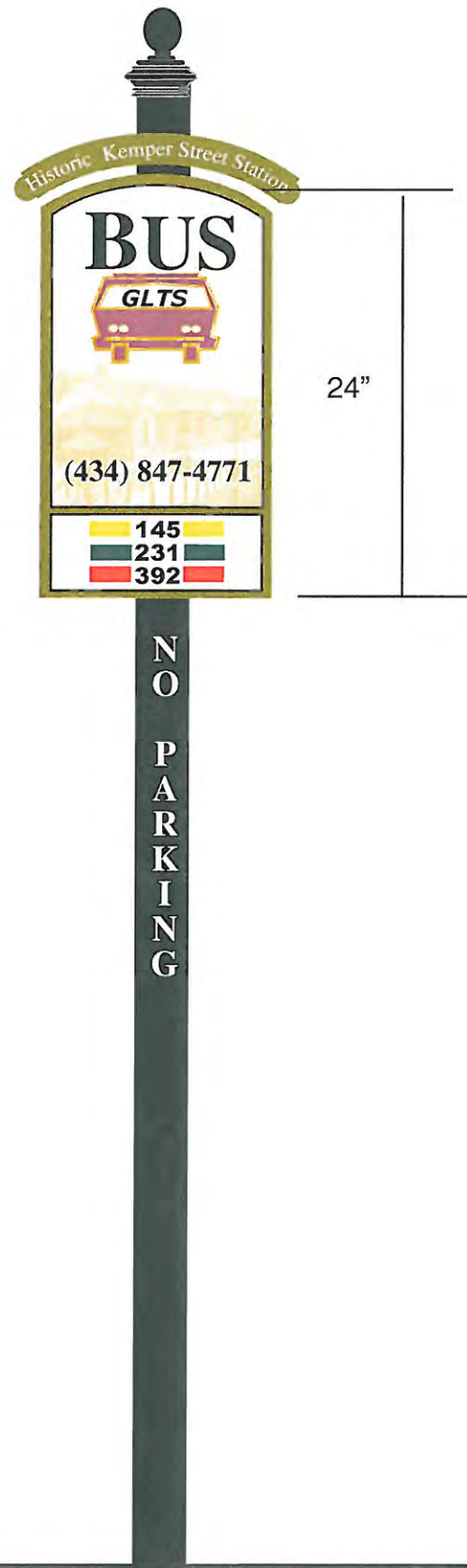
2-Double Sided
Zund Print panel
6' x 2'-6"

Note: Graphics for
Amusement Square,
Artist Lofts or
upcoming
revitalization
projects can be
placed on Kiosks.



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GRAPHICS ARE APPLIED TO ALUMINUM SURFACE USING THE ZUND IMAGE TRANSFER SYSTEM.

1/8" THICK ALUMINUM PANEL IS MOUNTED TO A 2.5" X 2.5" ALUMINUM POST



A TREND IN MANY CITIES IS TO USE THE WORD "RIDE" INSTEAD OF "BUS" OR "BUS STOP"





Transit Graphics.

The Kemper Street Station is an unseen asset to the town of Lynchburg. One thought is to “Celebrate” this historic renovation by showing it on the Bus Stop signage. By doing this, we add an element of historical importance to the sign. Visitors driving through the downtown area may not take the bus, but they will be aware of the city’s on going efforts to preserve it’s historical landmarks.



Design.

The shape of the sign works well with the wayfinding signage soon to be implemented. The curved bracket also reminds us of the arched entry to the Kemper Street Station.

Note: the colors and numbers on the bottom of the sign are only there for position.