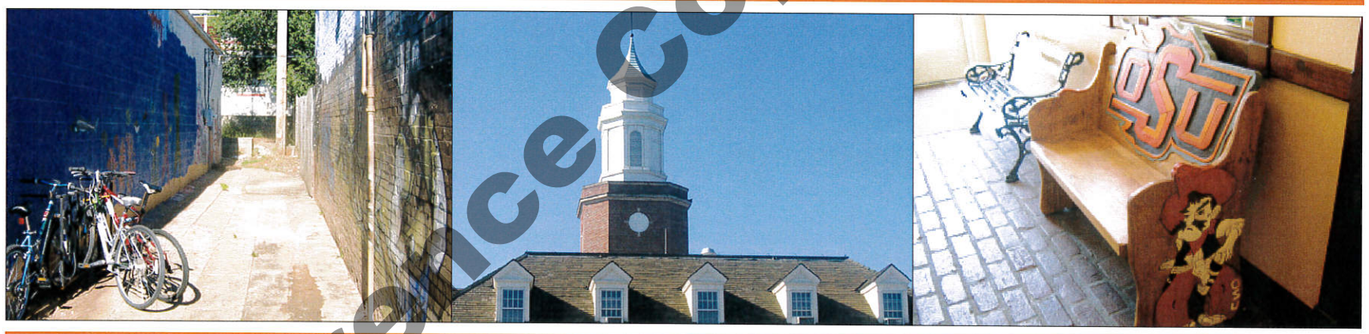

STILLWATER, OKLAHOMA

WAYFINDING PROGRAM DOCUMENT

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Prepared by

corbin
109 East Front Street
Traverse City, MI 49684
231.947.1236

Foreword

Wayfinding can be defined as the orderly structuring of information required to enable people to comfortably and successfully access an environment.

This Program Document is based on information developed from meetings with the Stillwater Core Group, the Stillwater Stakeholders, site visits and analyses, discussions with representatives of ODOT, as well as data presented in various reference documents.

The recommendations proposed by Corbin focus, at this phase, on a wayfinding plan with programming as well as an array of conceptual ideas for implementing the wayfinding plan.

This Program Document should be considered documentation of decisions that have already been made and agreed upon. This document will serve as the framework for future phases of this project, toward the development of a final Wayfinding and Program for Stillwater.

Contents

Project Scope

- Develop a Wayfinding System for Stillwater, OK
- Investigate use of Wayfinding Districts in Stillwater and offer a recommendation
- Determine attractions and sites to be included
- Determine types of signs and other messaging devices to be employed
- Create a Sign Location Plan
- Create the Sign Designs
- Provide general cost estimates for implementation
- Develop a maintenance assessment
- Evaluate municipal signage codes and regulations

Project Objectives

- Increase the number of people who visit/use Stillwater
- Identify the City of Stillwater as a destination from area highways
- By defining its boundaries, announce to visitors their arrival to the City
- Reflect the City's structure and vision
- Make visitors' experiences more memorable
- Further enhance Stillwater's public image through distinctive, helpful graphics; to make the area more "user-friendly" and desirable to visit
- Remove visitors' anxieties
- Provide visitors a safer environment
- Improve vehicular, and pedestrian safety by better informing visitors
- Guide visitors into, through and out of Stillwater along the most convenient and desired routes promoting safer traffic patterns
- Provide the information people need to comfortably access area businesses, attractions, parks, historic buildings and meeting venues
- From area highways and thoroughfares, identify the primary Stillwater destinations
- Reduce the number and length auto trips, and the associated pollution, by providing better and timelier information and increasing pedestrian walking ease
- Reduce visitor frustration in Stillwater by reducing unnecessary circulation resulting from misdirected travel to destinations and parking
- Make the defined destinations more identifiable by their consistent presentation in the wayfinding system's graphic messaging
- Direct visitors to the most convenient parking
- Where applicable, properly orient visitors as they leave the parking lots becoming pedestrians
- Improve the connection between transit users and destinations in the defined areas
- Apply ADA legibility guidelines in the design of the program

WAYFINDING RULES & UNDERSTANDING WAYFINDING LOGIC

Consider the first-time visitor.
Visitors should be able to find desired destination(s) on their first visit to Stillwater. Whether Downtown, or outside of Downtown, they should be able to understand where they are relative to the City as a whole, and get a sense for other opportunities for things to see in the area. Repeat visitors will rely more on their own experience in wayfinding, though they should have ready access to any changing information (i.e. a summer schedule of events).

Lead, don't point the way.
Visual cues should come as much from physical features as from wayfinding signage. Wayfinding elements that can been seen in the distance and draw a person toward them are more effective tools than a series of signs that repeatedly point a person in a given direction. Such distant elements are called "landmarks". An example of a primary landmark is the Eiffel Tower in Paris; it's possible to gauge your location in Paris by your position relative to this highly visible (and recognizable) landmark.

An example of a secondary landmark would be the statue on the corner down the street from your hotel, an element that acts as a visual cue for you to turn down that street to reach your hotel.

URBAN WAYFINDING PROGRAMS BENEFIT MOST FROM THE INTRODUCTION OF LANDMARKS IN THE ENVIRONMENT, BUT MUST BE AUGMENTED THROUGH THE USE OF SIGNS AS WELL.

Information should be presented in a logical and orderly fashion.
Because of the number of public destinations in an environment, it is often advisable to establish an information hierarchy. Those destinations that generate the most traffic, parking facilities designated for visitors, and destinations frequented by first-time visitors rank high in the hierarchy. In general, we find that 15% of the destinations in an environment account for 85% of the traffic. In the end, while all destinations will be addressed, some are naturally more important that others.

Elements should be designed for easy updating as information changes.
All signage or other message-carrying devices should be designed using both surface-applied vinyl graphics and/or message panels that permit easy replacement on site. This will not only control the costs of changing and updating messages but will increase the opportunity for such work to be done entirely by a Stillwater resource (in the event that the original fabrication has been done by an out-of-town vendor). Silk-screening of graphics should be avoided, especially in the production of maps which should rely upon large-format digital color imaging technology.

Things to consider when developing an effective wayfinding program are:
The Information Hierarchy: defining wayfinding destinations and determining the best way to communicate them. This includes approving destinations to be included, renaming them in a user-friendly manner, creating levels of information to organize the destinations (including the naming of districts such as Downtown, The Strip, and Campus Corner) and determining how and when to use them in regards to each wayfinding device.

Circulation Analysis: defining points of entry and preferred roadways for wayfinding. Information should be imparted to visitors at key entrances. Access points for drivers should be clearly noted. In our initial meeting we identified the main hubs for visitor traffic: from the West and East on State Rte. 51 and from the North and South on US-177. At each of these points, drivers should be given concise directional information.

Similarly, pedestrians should have information presented to them when leaving their vehicles at parking areas, or at major intersections. A system of pedestrian directories will be proposed as part of this program. These are appropriate primarily in The Strip and Campus Corner districts, as well as along major pedestrian corridors of Downtown.

Wayfinding Progression: the sequence in which a first-time visitor would typically encounter the majority of wayfinding devices (signs, landmarks, maps) in a program. The entire system of wayfinding devices work together. This will include the sign type array and cross marketing recommendations. Each item is an integral part of an effective wayfinding plan for Stillwater. The wayfinding progression will show how each device is encountered and illustrate how the system works together to bring wayfinding success.

Sign Location Plan: a map of where the signs will go and what they will say. We've prepared a plan of major destination locations in this report. It defines the location of each approved destination and the recommended roadways for wayfinding signs. Our next step after designing the signage for the Wayfinding System will be to locate the signs on this map. This plan will give Stillwater an idea of where signs will most likely be placed, and approximately how many signs will be required for the program. Though not currently included in this scope of work, the tasks of refining the Sign Location Plan and developing the Sign Message Schedule (a document that details what each sign would say), would naturally follow to complete the documentation of the Wayfinding System.

OBSERVATIONS & RECOMMENDATIONS

EXPERIENCE HAS SHOWN THAT THE FOLLOWING KEY OBJECTIVES SHOULD BE CONSIDERED WHEN CONTEMPLATING THE STRUCTURE OF A PUBLIC WAYFINDING PROGRAM. TIED TO THOSE OBJECTIVES, OUR TOURS OF STILLWATER AND MEETINGS WITH THE WAYFINDING CORE GROUP AND STAKEHOLDERS HAVE LED TO THE FOLLOWING OBSERVATIONS AND RECOMMENDATIONS:

What You Have Told Us

- Oklahoma State University (OSU) students and other University visitors and affiliates are a great potential traffic generator, but they currently are not often making their way to the Downtown either by vehicle or as pedestrians
- Stillwater is proud of its history as the origin site of the Oklahoma Land Run, expressed in the motto "Where Oklahoma Began"
- A confusing experience for visitors is presented by north-south travel on Boomer road, whose name changes four times throughout the City
- A large attendance generator for the City is various sports tournaments that take place in local public parks
- The Parks, Recreation, and Events Department is in planning stages of a multi-purpose trail to connect the Downtown to the university area
- The Downtown uses too many changing banners for events; the preference would be to have a permanent district identifier similar to The Strip's lamppost signs with the option for advertising seasonal events if needed
- The Strip (Washington Street between University and 6th Ave) has a strong history as an entertainment destination for OSU students, remaining an attraction for returning alumni
- The Downtown core is losing competition to national retail and restaurant chains that are constantly opening up on the town periphery

Stillwater Facts & Figures

- Stillwater is the 10th largest city in the state of Oklahoma
- Stillwater's population is about 42,000
- The three largest employers in the City are OSU, Mercury Mercruiser, and Stillwater Medical Center

Audiences

A Wayfinding and Signage Program should address the needs of numerous audiences. The primary audience has been defined as visitors to Stillwater via the OSU campus.

The key audiences identified for the City of Stillwater include the following:

- University visitors
- Tourists
- Visitors to sporting events
- Visitors to other special events
- Visitors to the Eskimo Joe's restaurant
- Vendors, performers, festival volunteers and participants
- Drivers and pedestrians

Awareness of Stillwater

The presence of the OSU campus in Stillwater promotes the most awareness of the City to visitors. Additionally, its geographical positioning within a comfortable driving distance between Oklahoma's two largest cities, Oklahoma City and Tulsa, makes it a convenient and attractive midpoint destination for travelers.

Once a visitor targets the City as a destination to visit, it can be difficult to find. The existing Land Run monument signs and the planned "Welcome to Stillwater Signs" are helpful in cueing the driver that they have arrived to the City, at its limits. What is missing currently is the important signal that "you are here" in the heart of the City, at the point where you can choose to turn off into the Downtown, another District, or the OSU Campus. We say about this experience that there is "no here here": one could drive through town, especially on Rte. 51, and miss the invisible Downtown and OSU campus.

A comprehensive Wayfinding and Signage Program will promote local awareness of City Districts and attractions to visitors through guiding them by the use of directional signage ("words and arrows") and by less literal but very powerful landmarking devices.

Use of Districting

After analyzing the Stillwater area and its given circumstances, we would like to recommend the use of districting to support wayfinding in this system. Besides being home to many popular singular destinations, such as athletic parks and the Expo Center, Stillwater has at least three areas or Districts of strong retail and entertainment activity that serve as important destinations themselves to visitors.

The key Districts identified in the City of Stillwater include the following:

- Downtown Stillwater (roughly 6th Ave. to 12th Ave. between Duck St. and Lewis St.)
- The Strip (Washington St. between 6th Ave. and University Ave.)
- Campus Corner (primarily Knoblock St. between 6th Ave. and University Ave, could span as far north as Matthews St.)

These are the primary Districts that are known within the City. It is possible that with further analysis that another District may be added (perhaps comprising the cultural destinations at the southwest of Downtown such as the Library and the Multi-Arts Center), though it is important to maintain a small number of districts to support the power of this tool.

OBSERVATIONS & RECOMMENDATIONS CONT

Stillwater Identity
Currently, there does not exist an identity mark or logo for the City of Stillwater. As we create signage design concepts in the next months, Corbin may create various typographic (word) treatments of the name "Stillwater" or "City of Stillwater" to be included on wayfinding signage.

Design Considerations
By virtue of their speed limits, the major roadways throughout Stillwater demand relatively large guide signs to ensure readability.

Signage at mass public parking areas will need impact. We recommend using the universal "circle-P" icon to denote public parking. Private lots could also receive a parking identifier sign if the lots met certain criteria set forth by the wayfinding team.

Pedestrian Signage
Pedestrian signage should be limited to major pedestrian walks of Downtown, The Strip, and Campus Corner. These are the only areas conducive to a pedestrian-friendly environment and that have numerous points of interest located closely together. The Core Commercial Planning and Engineering Team may include in their plan a designated pedestrian connector path between Districts; if this happens, pedestrian signage will be recommended to identify and support this path.

Pedestrian maps may also contain a Downtown business directory. This may require the City passing an ordinance to allow the installation of such "commercial" directories on public property.

Mapping
Handheld maps with the Stillwater attractions supported in this wayfinding effort should also be developed and available. Mapping in other media should be promoted. Maps with the Stillwater attractions supported in this wayfinding effort should be available online, at hotels, rental car agencies, and at visitor and tourist information centers.

City Plan Highlights:
- The OSU master plan has highlighted Monroe St. as the preferred visitor route to the academic campus from Rte. 51; wayfinding signage will support this routing
- The idea of adding and enhancing pedestrian corridors throughout the City has been made a top priority throughout previous City master plans; wayfinding signage will augment and enhance these pathways as they are identified within the Stillwater Core Area Planning & Engineering Services initiative

DOWNTOWN GUIDELINES: FACADE REPAIR, RESTORATION OR RENNOVATION

Thoughts:

Define and organize facades based on several categories:

- Historic facade capable of being restored or rehabilitated
- Historic facade whose original character has been compromised
- Modern facade
- Facade in a difficult state of repair

Certain issues are recurring and, as such, will be addressed in a general as well as a individual sense:

- Awnings and canopies
- Poor commercial signage
- Anachronistic elements
- Use of color

Strategy:

- Document a fairly complete analysis and recommendations for several facades in each category; prepare illustrations
- Annotate all remaining facades with commentary regarding potential for improvements
- Illustrate improved blockscapes
- Provide commentary addressing recurring issues (above)

Goals:

Improve the overall appearance of Downtown Stillwater

- Individual buildings as well as the composite
- To project a greater feeling of permanency (better maintained)
- To encourage more business in Downtown
- To attract more businesses in Downtown

General Rules:

Building facades can be improved by restoring their original geometry, if not their original materials.

Respect the symmetry that is often inherent in older buildings. It gives order to the appearance of the façade.

Remove anachronistic elements that detract from the integrity of the character of the original building whenever possible.

Awnings

The north/south direction of Main Street results in the facades along Main Street facing either east or west. Thus, awnings serve a practical purpose and should be encouraged.

Some things to consider when selecting and designing an awning:

- A triangular (straight/flat) awning section is preferable to a half-barrel (rounded) awning section given the historic character of awnings in Stillwater.
- Awnings should cover the extent of windows, but should stay short of vertical side walls, columns, or other interruptions. Small gaps in awnings from one store to the next help reinforce the original vertical character of the facades.
- Striped cloth can be used. Consider fabrics with some or all wider stripes (6-8"), not all narrow stripes. From a distance, narrow stripes tend to blend together and the striped effect is lost.
- Awnings should be devoid of all signage and graphics.
- If a tail is used (the small flap at the bottom of an awning), it should have a straight edge, not a scalloped one.

Awnings can be used on facades facing south along the cross streets. There is little reason to use awnings on facades facing north, as sun is not much of an issue in these cases. Owners of facades facing north should consider other renovation alternatives before electing to install an awning.

Paint Colors

Because of the modernization of the historic facades in downtown Stillwater, much of the original "verticality" of the buildings has been lost. In fact, awnings and other treatments have resulted in changing the overall character to more of a "horizontal" one.

By selecting paint colors that contrast to one's neighboring buildings, building owners can help restore some of the original vertical character. (The west side of Main Street between 7th and 8th Streets is a good example of the use of contrasting paint colors. Notice how each façade stands out from its neighbors, yet how the entire block seems to hold together visually.)

Some rules of thumb to consider when selecting paint colors:

- When selecting neutral paint colors (beiges and grays), facades facing north and east should consider using warmer neutral colors; facades facing south and west should consider using cooler neutral colors.
- Because of the intensity of the Oklahoma sun, consider using colors that are somewhat darker in value than pure hues of any color. The intense sunshine will make the color appear as if it is a pure hue, even though it is not. And at night, the darker color will appear richer.
- Paint all sides of a building the same color to give the building a greater sense of mass and volume.
- Select colors that afford less contrast; avoid white unless for a special effect or historic accuracy.
- Select a contrasting color for the small details, and stick with it.

Commercial Signage

How the business signs integrate with the façade is important to the visual "success" of the overall image of the business. A common mistake, often encountered in downtown Stillwater, is that the business signs are too small and ill-shaped with regard to the façade.

Some things to consider when designing business signage:

- The primary business sign should be mounted flat to the façade either just above the windows of the first floor or just above an awning or other architectural feature.
- Generally speaking, long, narrow (not so high) sign boards are more historically correct in downtown Stillwater.
- Rather than using internally illuminated signs on facades, if there is a desire to illuminate the sign, use a series of surface mounted "gooseneck" incandescent lights mounted three to four feet on center to light the sign board.
- Awnings should not be used as signs.
- The secondary business sign should be lettering on the glass of the front windows of the façade. Just as the primary sign above the windows hearkens to motorists, the secondary sign addresses pedestrians.
- A small sign hanging perpendicular to the façade high above the sidewalk should be permissible, but only if it is an "artisan" sign, non-illuminated, and somewhat visually transparent in its character (in other words, made like a small sculpture of metal or wood). Rather than depicting the business logo, this type of sign might depict, for example, a needle and thread for a fabric shop, or a pen and paper for a stationery store.
- It is also important to keep display windows as free from visual clutter as possible to heighten the character of the façade.
- Signs should never extend above the roof line of the building.

DOWNTOWN GUIDELINES: FACADE REPAIR, RESTORATION OR RENNOVATION CONT

BETWEEN 6TH & 7TH STREETS, WEST SIDE

The west side of the entering block of Downtown Stillwater consists of a number of undistinguished facades flanked by the stylistic bank facade at the north end and the historic building occupied by the Hallmark store on the south. Uncovering and restoring the original brick facade of the Hallmark store should be a priority since that side of the building forms part of the 7th Street corridor that offers a strong historic character.

BETWEEN 6TH & 7TH STREETS, EAST SIDE

The east side of this block of Main Street has some visually strong buildings anchoring its south end. These two facades are exemplary.

BETWEEN 7TH & 8TH STREETS, WEST SIDE

This blockscape represents the best overall block im-age in Downtown Stillwater. The variation of colors, alternating between light and dark for the most part, helps re-establish some of the verticality of the facades that has been lost through the years as the architectural detailing of the facades has been covered or removed.

BETWEEN 7TH & 8TH STREETS, EAST SIDE

The opposing blockscape suffers from the large Katz facade, now vacant, as well as poor store signage that appears spotty and unrelated to the facades themselves. In several instances, the colors of adjacent facades are so similar they are difficult to tell apart.

BETWEEN 8TH & 9TH STREETS, WEST SIDE

This blockscape is not at all inviting to pedestrians. The size and formidable character of the bank building coupled with the non-descript covering of the adjacent facades and remaining buildings offer little interest to the passer-by.

BETWEEN 8TH & 9TH STREETS, EAST SIDE

Although the building at the corner of 8th and Main offers little visual interest, the remaining structures along this block offer some of the best historic character in Downtown Stillwater.

DOWNTOWN GUIDELINES: FACADE REPAIR, RESTORATION OR RENNOVATION CONT

BETWEEN 9TH & 10TH STREETS, WEST SIDE

This blockscape is a collection of smaller buildings that are, for the most part, background buildings. Individualized attention to each facade will strengthen the appearance of the entire block.

BETWEEN 9TH & 10TH STREETS, EAST SIDE

This block is also a collection of a wide variety of building types from modern to historic. The Litton Building is the most important landmark building in Downtown Stillwater. Restoring this building will create more traffic in this block, hopefully enticing other building owners to improve their facades.

SOUTH OF 10TH STREET, WEST SIDE

The first three buildings along the west side of Main Street are worthy of improvement. It would not take much to strengthen the appearance of this part of the block.

7TH STREET BETWEEN HUSBAND AND MAIN, SOUTH SIDE

Seventh Street between Husband and Main is an important blockscape since many of the buildings retain much of their historic character. The buildings toward Husband have been restored to their original character, lending added strength to the block.

7TH STREET BETWEEN HUSBAND AND MAIN, NORTH SIDE

The buildings on the east side of this block have been renovated in such a way to remove some, but not all of their historic detailing. Careful attention to some small details could bring this side of the block into visual "alignment" with the south side of the block.

7TH STREET BETWEEN HUSBAND AND MAIN, NORTH SIDE

Removing the corrugated metal covering on the Hallmark facade and attending to some details on the south facade of this building would go a long way toward improving the overall appearance and character of the downtown.

DOWNTOWN GUIDELINES:
FACADE REPAIR, RESTORATION OR RENNOVATION CONT

BEFORE

Select Facade Renovation:

THE ADDITION OF WINDOW TREATMENTS (SHUTTERS AND AWNINGS) PROVIDES MORE VISUAL INTEREST TO THE OTHERWISE BLAND UPPER STORIES OF THESE FACADES. ADDING A THIRD AWNING ON THE BUILDING TO THE LEFT IS A NATURAL CHANGE. THE ADDITION OF SIGNBOARDS ABOVE THE AWNINGS ADDS FURTHER INTEREST AND HEIGHTENS CUSTOMER AWARENESS.

AFTER

BEFORE

Select Facade Renovation:

THE ADDITION OF WINDOW TREATMENTS ONLY TWO THINGS HAVE CHANGED ON THESE FACADES: THE "SIGN" (BOAT) ABOVE THE ROOF LINE HAS BEEN REMOVED, AND THE AWNINGS HAVE BEEN REDESIGNED USING A MORE APPROPRIATE GEOMETRY AND PATTERN TO COVER THE MASONRY SURFACE OVER THE FORMER UPPER WINDOWS OF THE LOWER FACADE. THIS IS AN EXAMPLE OF HOW A RELATIVELY SIMPLE DESIGN CHANGE CAN VASTLY IMPROVE THE APPEARANCE OF A BUILDING.

AFTER

DOWNTOWN GUIDELINES:
FACADE REPAIR, RESTORATION OR RENNOVATION CONT

BEFORE

Select Facade Renovation:

THE LITTON BUILDING IS THE BEST EXAMPLE OF A HISTORIC BUILDING THAT REMAINS AVAILABLE FOR A TRUE HISTORIC RESTORATION. REPLACING THE WINDOWS, INCLUDING THE DECORATIVE STAINED GLASS PIE-SHAPED ELEMENTS; RESTORING THE LOWER CAST IRON FACADE, INCLUDING THE PRESSED GLASS TRANSOM GLASS; AND PERHAPS ADDING A SIGN BOARD AND STRIPED AWNING WOULD PROVIDE A NEW ANCHOR FOR THE WEST END OF MAIN STREET.

AFTER

BEFORE

Select Facade Renovation:

THIS IS AN EXAMPLE WHERE A SIMPLE CHANGE IN PAINT COLOR CAN STRENGTHEN THE VISUAL AND HISTORIC CHARACTER OF A BUILDING. HIGHLIGHTING THE CITIZENS BANK LETTERING IN GOLD LEAF AND PAINTING THE WINDOW FRAMES A LIGHTER OLIVE GREEN STRENGTHENS THE VISUAL IMAGE. SLIGHTLY SMALLER LETTERING ON THE GLASS WOULD BE DESIRABLE BUT IS NOT ABSOLUTELY NECESSARY.

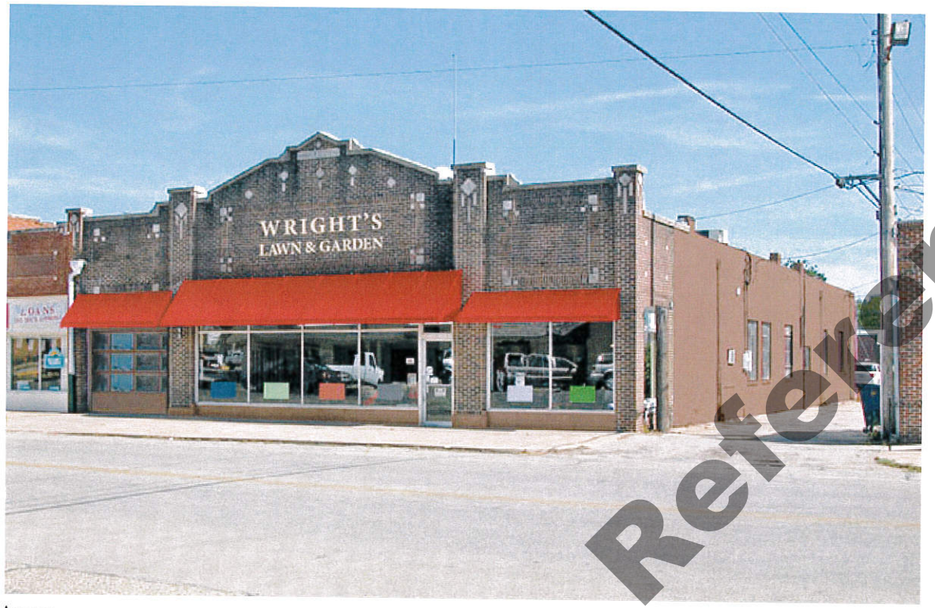
AFTER

DOWNTOWN GUIDELINES:
FACADE REPAIR, RESTORATION OR RENNOVATION CONT

BEFORE

Select Facade Renovation:

PAINTING THE SIDE OF THIS BUILDING A DARK BROWN TO MATCH THE BRICK STRENGTHENS THE BUILDING'S SENSE OF MASS AND REDUCES GLARE IN THE ENVIRONMENT. ADDING COORDINATED AWNINGS AND CONTROLLING THE SIGNAGE ON THE FACADE, INCLUDING THE SIGNS IN THE WINDOW, PRESENTS A MORE ORDERLY APPEARANCE. PAINTING THE OVERHEAD DOOR A DARK COLOR FURTHER CONTRIBUTES TO UNIFYING THE FACADE.



AFTER

BEFORE

Select Facade Renovation:

ADDING AN AWNING TO THE COMICS & GAMES FACADE COMPLETES A FOUR-FACADE AWNING. PAINTING THE BACKGROUND OF THE SIGN AND THE TRIM ON THIS FACADE, REDUCES THE CONTRAST OF THESE ELEMENTS. SHUTTERS ON THE SCRAPBOOK WINDOWS ADD INTEREST. TREATING THE TERRITORY SIGN AS INDIVIDUAL LETTERS ON THE FACADE STRENGTHENS THE SIGN'S PRESENCE. NOTE THE EFFECT OF USING A DARKER COLOR ON THE CORNER FACADE.

AFTER

DOWNTOWN GUIDELINES:
FACADE REPAIR, RESTORATION OR RENNOVATION CONT

BEFORE

Select Facade Renovation:
REMOVING THE LARGE BANK IDENTIFICATION SIGN, AS WELL AS THE SIGN SUPPORTS, AND CREATING A SMALLER APPROPRIATELY-SCALED BANK IDENTIFICATION (ON SIGN STRUCTURE TO THE LEFT) WOULD IMPROVE THE ENTRANCE TO MAIN STREET AND DOWNTOWN STILLWATER.

AFTER

Information Analysis & Recommendations

Landmarks

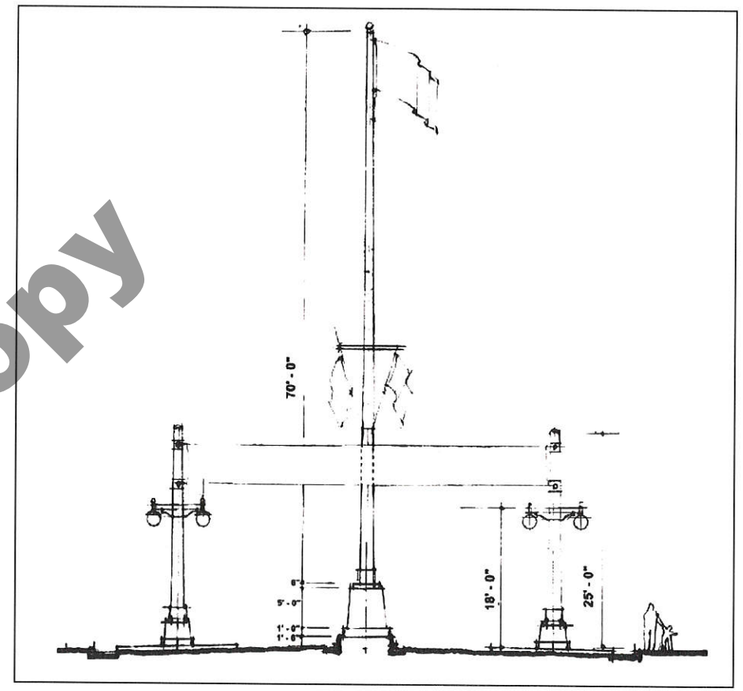
Landmarks are by definition outstanding—they "stand out." They differ enough from other features around them so that we can positively identify them. They are important in wayfinding since they give a fix of our position in the cognitive map of a familiar area. When we are at a landmark we know exactly where we are, and when we see two landmarks at a distance in different directions we get a cross bearing that tells us our location in relation to the rest of the environment.

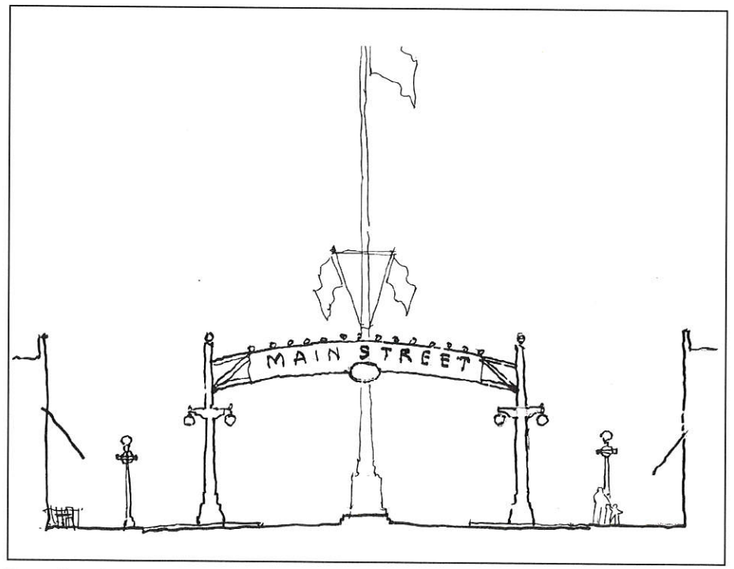
There are two kinds of landmarks: those we remember and can describe in advance, and those we recognize only when we see them. We call these "active" and "passive" landmarks. When we follow a familiar route, we are able to visualize the active landmarks before they appear. We do not anticipate seeing the passive landmarks, but we remember that we have seen them before once they come into view.

We recommend placing landmark-style boundary markers at City entry points. The boundary markers will define the City perimeter and identify the City of Stillwater. They may be composed of sculptural elements or may simply be monument signs with identity elements surrounded by seasonal landscaping native to the area. Adequate ground lighting or internally illuminated signage will help emphasize the markers and serve as welcoming beacons.

Landmarks could also serve to guide visitors who have already entered the City limits to entry points of various Districts and areas within the City. This type of application could prove very helpful, for instance, in the location of 6th Ave. and Main St.. This is a primary gateway entry to the Downtown, but currently there is no visual cue to visitors to turn south onto Main St. to enter the core of the District. An interesting landmarking device would cause drivers to instinctively become aware of the intersection and what lies to the south; the possible addition of messaging and an arrow here could prove appropriate in augmenting this important cue.

The large flag poles proposed by Civitas for Main Street would function extremely well as a landmark device for Downtown. We would support and recommend employing this from a wayfinding perspective.





Example of large flag poles for Main Street in Stillwater as proposed by Civitas, Inc.

INFORMATION ANALYSIS & RECOMMENDATIONS CONT

Present information in a hierarchical fashion.
When driving into a city on its surrounding highways, we must first direct to the primary Districts and areas, then, as the visitor makes their way onto the core of the city, direct to the remaining primary and secondary destinations.

The majority of visitors to the City of Stillwater are seeking out either the OSU athletics and OSU academic campus...or everything else. We would recommend that on the messaging on vehicular directional signs on the main approaches to town be reduced to messaging such as "OSU Athletics," "OSU Campus," and "City of Stillwater." We anticipate this will be helpful to visitors targeting these primary areas to help sort them into the routes they need, especially on weekends of OSU athletic events. Once drivers turn off onto routes specific for each area, the messaging should become more specific, i.e. the "City of Stillwater" message would break down into Districts such as Downtown, as well as into destinations such as the Visitors' Center and Boomer Lake Park.

Pedestrian guide signs would direct pedestrians to destinations within a reasonable walking distance from their location. Pedestrian maps are the tool that provide the "universe of information" to visitors, giving a complete listing of all attractions and destinations within the City.

The Information Hierarchy
Successful wayfinding depends a great deal on simplifying the information presented to first-time visitors, so they are not confused by excessive or unnecessary information.

This diagram (on next page) identifies the choices a visitor is presented with during the course of reaching his/her destination. The types of wayfinding devices or signs that support wayfinding at each level are shown at the top of the diagram.

It helps to segregate a wayfinding list of destinations into various categories related to visitors' needs. Recognize three "classes" of public destinations:

Primary Destinations are destinations that generate the greatest amount of traffic. Examples of destinations in this class are OSU Athletics, OSU Campus, and the Expo Center.

Secondary Destinations are destinations that are of lesser importance to first-time visitors, although they are predominantly tourist destinations. Destinations typical of this class are theatres and smaller governmental departments. Directions to secondary destinations will be supported on selected vehicular signage, primarily within the immediate vicinity of the secondary destinations. Secondary destinations should also be supported on pedestrian signage as well as pedestrian maps.

Local Destinations are destinations that are of greater interest to residents and repeat visitors. Destinations typical of this class are libraries and municipal buildings. Local destinations should be depicted on pedestrian maps.

INFORMATION ANALYSIS & RECOMMENDATIONS CONT

Information Hierarchy: City of Stillwater, Oklahoma

Awareness:	ODOT:	Access:	Vehicular Directions and Orientation:	Destination:	Pedestrian Directions and Orientation:	Secondary:	Point of Interest and Co-Branding:
OSU Campus Relations Word of Mouth Other Purpose Media	ODOT Interstate & Highway Signage	Land Run Monuments City Welcome Signs District Gateway Identifier Signs	Vehicular Guide Signs	Identity Signage Parking Identification Signs	Pedestrian Guide Signs Pedestrian Scale Map Kiosks and Directory Identification	Identity/Amenity Signage Regulatory Signage Information/Safety/Security	Banners Landmarks Plaques Historical Kiosks Natural Features

OSU Campus Relations
A primary point of connection to the City of Stillwater is the Oklahoma State University campus. Many first-time visitors to the city are visitors to the campus or campus sporting events.

Word of Mouth
Often the first introduction to the City of Stillwater is through a friend or family member who has had a positive experience while visiting.

Other Purpose
Business or Entertainment
Many visitors experience Stillwater by happenstance as they come into town for business or pleasure. They should be made aware of all local amenities to encourage return visits.

Media
The Internet, broadcast and printed media that potential visitors experience daily. References to Stillwater create the common vernacular that refers to the City and its amenities

ODOT
Signage
Department of Transportation highway, directional and street level signage leads visitors to the vicinity.

Land Run
Monuments
Sculptural, architectural landmarks that impart a "celebration" of the history of the City, as well as a welcoming arrival to the entry corridors.

City Welcome
Signs
Architectural landmarks at the City periphery that give a welcoming message to visitors along entry corridors: "Welcome to Stillwater"

District Gateway
Identifier Sign
Sculptural, architectural landmarks that impart a "celebration" of the arrival to City Districts such as the Downtown at Main St. and 6th Ave. and The Strip at 6th Ave. and Washington St.

Vehicular
Guide
Post-mounted signage guiding vehicles to specific Districts or destinations (using "words and arrows").

Identification
Signage
Major destinations with their own parking should be identified with visible signage. These include parks, athletic fields, fair grounds, etc.

Parking
Location and Information
Since large-scale parking areas can seem hidden, identification signs for entrances should be clearly visible.

Pedestrian
Guide
Post-mounted signage directing pedestrians to specific Districts or destinations (using "words and arrows").

Pedestrian Map Kiosk
Maps and Directory Information
Upon leaving parking areas and/or at certain key intersections, pedestrians should be able to see the entire City or local District area(s), including selected amenities.

Identification
Signage
Identity signage pertaining to all other destinations.

Regulatory
Signage
Includes parking instruction, pedestrian crossing and other functional messages.

Point of Interest
Features
Historical, natural or man-made features of the City of Stillwater. Not a wayfinding sign type, but perhaps the most important in terms of communicating information of interest to visitors.

DESTINATION LIST

Terminology to be Used and Destination Names:
Successful wayfinding depends a great deal on simplifying the messages presented to the first-time visitor so they are not overwhelmed with excessive, contradictory or unnecessary information. Destination names must be consistent across the various media that present them. This includes not only signage but also brochures, maps, web sites, information centers, local broadcasters, gas stations, taxi drivers, hotels and restaurants. Consistency among these various channels is most often managed by a single local agency such as a Convention and Visitors Bureau or a department within City government.

For destinations to appear as primary wayfinding messages on street signage (vehicular directional signs for instance), the state DOT guidelines require the examination of two criteria: a) annual number of visitors, b) public (not private) venue.

Working with the Wayfinding Core Group, we have sought to establish a list of the destinations that will occur in the Wayfinding Program as primary generators of visitor traffic into the Stillwater area.

Destination Name (in alphabetical order)	**Corbin's Recommended Alternate Naming for Signage (approx. 18-20 characters max.)**	Description of Destination	"x" = Not Currently Located on Sign Location Plan
Airport			
Airport Industrial Park			
Babcock Park		softball, soccer tournaments	
Bartlett Center		home of Gardiner Art Gallery on OSU campus; high traffic	x
Boomer Lake Park			
Botanical Garden		OSU botanical gardens	
Campus Corner		DISTRICT (Knoblock Street)	
Center for Veterinary Health Sciences	Veterinary Center	affiliated with OSU	
Community Center			
Couch Park		HS football and baseball facilities	
Courthouse			
Cycle Park		motocross park operated by City Parks Department	
Downtown Stillwater	Downtown	DISTRICT	
Expo Center		Payne County Expo Center	
High School			
Industrial Park			
Lake Carl Blackwell			x, Located 7 miles west of town
Lake McMurty			x, Located 5 miles west of town
Lakeside Golf Course		city-owned	

DESTINATION LIST CONT

Destination Name (in alphabetical order)	**Corbin's Recommended Alternate Naming for Signage (approx. 18-20 characters max.)**	Description of Destination	"x" = Not Currently Located on Sign Location Plan
Library			
Multi-Arts Center			
Medical Center		Stillwater Medical Center	
Municipal Building			
OSU Athletics			
OSU Campus			
Pleasant Valley School		on nat'l historic register; one-room schoolhouse	
Police		attached to Municipal Bldg	
Sanborn Park/Sanborn Lake	Sanborn Park	baseball tournaments	
Seretean Center		theatre and concert hall on OSU campus; high traffic	x
Sheerar Museum			
Southern Woods Park		baseball fields	
Strickland Park		baseball fields, current farmers' mkt., skateboarding	
Tech Park Trail (future)			x
The Strip		DISTRICT (Washington Street)	
Visitors Center		run by cvb	
Vocational Tech Dept		State Vocational Technology Department	
Whittenburg Park			

WAYFINDING RECOMMENDATIONS

Better organize and present information about destinations to make them easier to find by using:

Destination Listing Hierarchy

On vehicular and pedestrian directional signage, destinations should be grouped by direction and presented in the order as follows: left, then right, then straight ahead; then from the top to the bottom of the sign face. On vehicular signage this gives drivers time to anticipate upcoming turns and position their vehicles appropriately (into a left-hand turn lane for a left-hand destination, for example). Carrying the same logic into pedestrian directional signage makes for a more consistent presentation of information between sign types, and reinforces the wayfinding logic.

Within each directional grouping, destinations should be listed alphabetically to help drivers and pedestrians quickly locate the destination of their choice using a familiar information hierarchy. While other hierarchies are possible (importance, arrival order, etc.), these hierarchies are less intuitive to the first-time visitor and are harder to administer and keep consistent in the future as destinations change.

Terminology

Consistent terminology should be used on all directories, directional signs, and maps.

In our research we have found that single-line entries work best for "guide signage". In order for a destination to fit on one line, the name needs to be no more than 18-20 characters long. We will need the team's help to determine shortened or abbreviated destinations names that will fit within one line (18-20 characters) during the next phase of this project.

Sign Types to Support Wayfinding

The silhouette array shown here defines a family or vocabulary of sign types proposed for the City of Stillwater. The sizes and shapes shown here are for general representation only.

Welcome Sign
Located on primary approaches, this welcomes and defines a point-of-entry into the City.

District Welcome Sign
Located on primary approaches, this welcomes and defines a point-of-entry into the Districts.

District Corridor Identifier Sign
Located along primary District corridors, series of these signs welcome and define points-of-entry and boundaries of Districts within the City.

Vehicular Guide Sign
Located along primary driving corridors, this sign provides directional information to drivers.

Parking Identifier Sign
Located at the parking venue entry.

Pedestrian Guide Sign
Located along walking corridors, this sign is usually 2-sided and provides directional information to pedestrians.

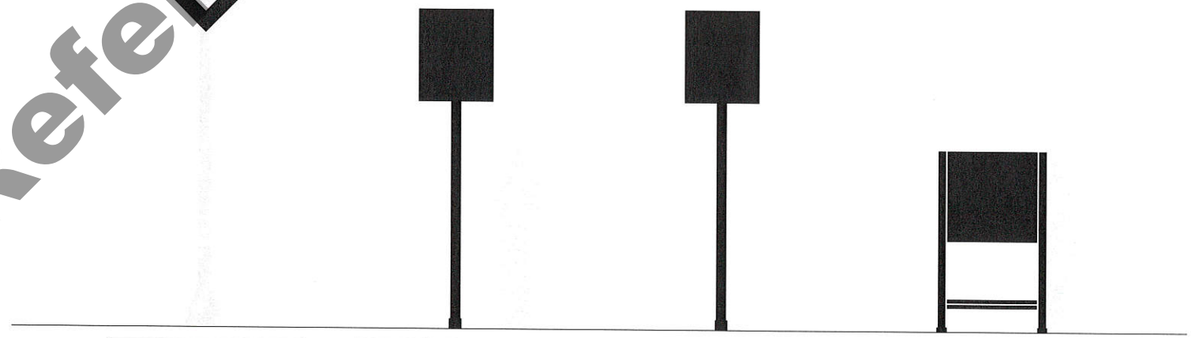
Pedestrian Map Kiosk
Located along walking corridors, this sign displays a well-designed and properly oriented map and/or a limited amount of area information or history.

Welcome Sign
Cap height: approx. 12"

District Welcome Sign
Cap height: approx. 5"

Vehicular Guide Sign (45 mph)
Cap height: 5-6"
Messages: 4 Lines
Characters Per Line: approx. 18-20

Vehicular Guide Sign (25 mph)
Cap height: 4-5"
Messages: 4 Lines
Characters Per Line: approx. 18-20



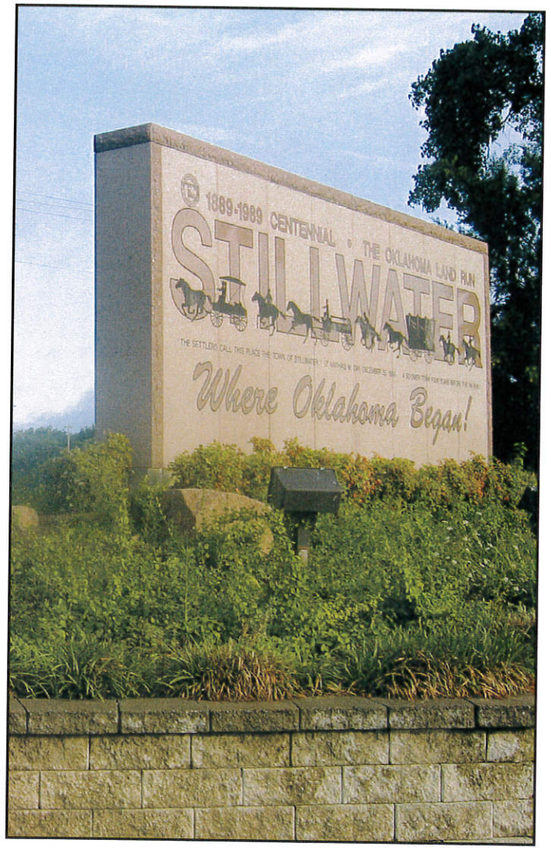
District Corridor Identifier Sign
Cap height: approx. 3-4"
Sign panel possibly mounted to existing light- or lampposts

Parking Identifier Sign
Cap height: 4"

Pedestrian Guide Sign
Cap height: 2-3"
Messages: 5 Lines
Characters Per Line: approx. 18-20

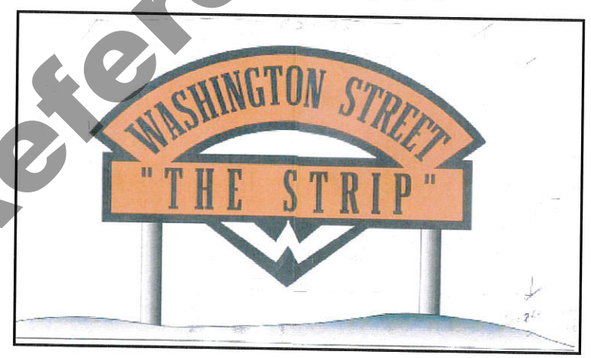
Pedestrian Map Kiosk
Content: Map of Immediate Area
May also include: Map of Greater Area, Transit Map, Bulletin Board, etc.

EXAMPLES FROM STILLWATER OF SIGN TYPES THAT SUPPORT WAYFINDING



Land Run Monument Signs
Located on primary approaches, welcome and provide historical setting to visitors.

City Welcome Signs (Proposed)
To be installed at east and west gateways to the City on Highway 51, will provide welcome and point-of-entry definition to visitors. Corbin recommends using the Welcome Sign design proposed in this report in order to have a cohesive look to the City signage.



The Strip District Gateway Identifier Sign (Proposed)
To be installed at southern gateway entry to The Strip at 6th Avenue and Washington, will provide welcome and point-of-entry definition to visitors for this District. Corbin recommends using the District Welcome Sign design proposed in this report in order to have a cohesive look to the City signage.

The Strip District Corridor Identifier Signs
Located in series along The Strip's District corridor, mounted to lampposts that line the sidewalks. Welcome and provide District boundary definition to visitors. This sign type works well and Corbin recommends using a similar sign approach for Campus Corner and Downtown Stillwater. Designs for these signs are included in this program document.

DESIGN PRIORITIES

In establishing a visual vocabulary for the wayfinding program, we consider the following elements: scale, color, typography, format, composition, symbols, materials, lighting and structural form. The design characteristics of the various sign types should reinforce the character of the area — architecturally, thematically, and with regard to overall ambiance.

Our approach to the signage elements include creative and modular solutions that may use surface or internal illumination lighting, reflective vinyl, changeable messaging, and maps. The design of the system should allow for ease of updating as other destinations are added to the program. During the future implementation phases Corbin can evaluate the capabilities of local sign fabricators, and incorporate replaceable parts so the City of Stillwater can manage the maintenance of the signs in as cost-effective a manner as possible.

For the design phase of this project, the following priorities have be discussed and serve as guiding principles for the design concepts that have been developed.

Further enhance Stillwater's public image through distinctive, helpful graphics and make the area more "user friendly".

Integrate signage elements into the environment.
The sign elements will be designed in keeping with the scale of the area, supporting wayfinding at key decision points and providing reassuring, consistent information. It should not draw attention to itself or be seen as "signage for signage's sake."

Address ADA legibility guidelines in the design of the program.
The ADA guidelines regarding sign message color/value contrast, letter form style, and barrier-free accessibility messaging are relevant to exterior signage and has been observed. Letter form sizes, while addressed by the ADA concerning interior signage primarily, are sufficient to assure easily read messages for the appropriate sign type's viewing conditions.

Graphic Consistency
For each sign type, we will be consistent in the graphic elements we choose: color, scale, typography, placement of identity elements, opportunities for storing handheld maps (if required), etc. to increase the "anticipatory value" of the system as a whole.

In the second phase, a study of design elements from the Downtown area will inform the aesthetic and structural aspects of the signage, making the relationship evident.

Scale
Careful attention should be paid to the natural and architectural surroundings of the major sign types. We will need to strike a balance between legible type sizes, manageable amounts of information and sign sizes that accentuate, rather than obscure, the view.

Platform
For ease in fabrication and installation, we should design the signage elements on a consistent fabricated platform, such as a post and panel with common fasteners.

Modularity
Wherever possible, each sign type should be designed on a single module, so that components are available in scalable increments. This module may be determined by existing factors in place, such as light post height. This may lead to efficiencies in fabrication as well.

Flexibility
Each of the above points must anticipate special situations, such as point of interest signage, which may fall outside the standard sign type vocabulary. These "one of a kind" signs should still adhere to the graphic, scale, platform and module rules we develop for the larger system.

Test the System
We recommend that once the wayfinding system has been defined and the signage elements designed, mock-ups of the various sign types be built and installed in a selected area of the site for evaluation by the Wayfinding Core Group, Steering Committee, Stakeholders, and the community-at-large. This will allow means of evaluation to assure that the system, as proposed, will function effectively and is aesthetically appropriate.

Marketing/Support Materials
A handheld map can reinforce the wayfinding system and provide guidance to help first-time visitors reach their destination with ease. It is important that any printed information be created as an extension of the wayfinding system.

It is also important to solidify the master destination list and agree on terminology for all destinations and update the existing maps with consistent information.

Communication and Training
We recommend that detailed information about the new Wayfinding Program be communicated to all visitor information centers/agencies as well as tourism businesses throughout the area. Explaining the changes that they will start to see as the program is implemented, and how the system will help bring visitor awareness to the area and its businesses, will help build support for the new system and establish a sense of "ownership" in the program.

Sign Location Plan

The following location plan shows the roadways agreed upon by the team and consultants as preferred wayfinding routes. The plan also shows the location of the approved wayfinding destinations.

We have located preliminary sign locations on this plan. The sole purpose of this plan is to give the City an idea of where the key decision points are and where signs would most likely be needed to communicate the wayfinding information. These locations are based on the street configurations given to us as of Spring, 2005. Though not currently included in this scope of work, the additional task of completing a more detailed on-site review of the proposed locations to refine the Sign Location Plan should also be completed once funds have been raised for the implementation phase of the wayfinding project.

Our Analysis & Observations
Entrances/public access points and major entrances for first-time visitors to the City of Stillwater include:

- From the North: The Cimarron Turnpike to Washington St./Boomer Rd. and US-177
- From the South: US-177
- From the East & West: State Rte. 51

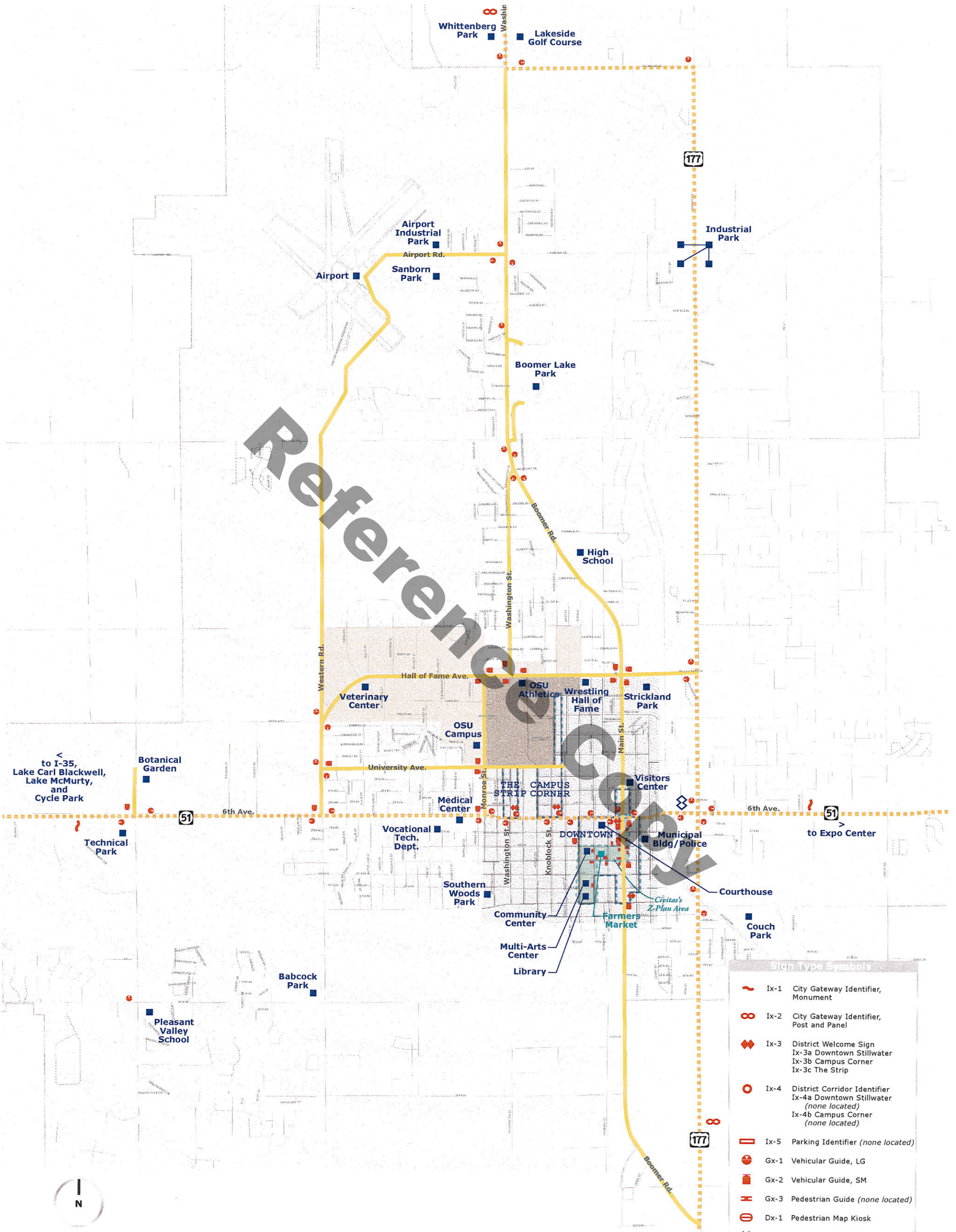
Major entrances for first-time visitors to OSU Athletics include:

- From the North: Washington St., Boomer Rd., or US-177 to Hall of Fame Ave.
- From the South: Boomer Rd. or US-177 to Hall of Fame Ave.
- From the East on State Rte. 51: North on Main St. to Hall of Fame Ave.
- From the West on State Rte. 51: North on Western Rd. to Hall of Fame Ave.

Major entrances for first-time visitors to the OSU Campus include:

- From the North on US-177: West on 6th Ave. to Monroe St.
- From the North on Washington St.: Washington St. to Boomer Rd., then West on 6th Ave. to Monroe St.
- From the South: Boomer Rd. or US-177 to 6th Ave. West to Monroe St.
- From the East & West on State Rte. 51: Turn North on Monroe St.

SIGN LOCATION PLAN CONT



Sign Type Symbols

- Ix-1 City Gateway Identifier, Monument
- Ix-2 City Gateway Identifier, Post and Panel
- Ix-3 District Welcome Sign
  - Ix-3a Downtown Stillwater
  - Ix-3b Campus Corner
  - Ix-3c The Strip
- Ix-4 District Corridor Identifier
  - Ix-4a Downtown Stillwater *(none located)*
  - Ix-4b Campus Corner *(none located)*
- Ix-5 Parking Identifier *(none located)*
- Gx-1 Vehicular Guide, LG
- Gx-2 Vehicular Guide, SM
- Gx-3 Pedestrian Guide *(none located)*
- Dx-1 Pedestrian Map Kiosk
- Existing Boundary Marker

Master Signage Program

City of Stillwater, OK

corbin

109 East Front 304
Traverse City, MI 49684
231 **947.1236**

Notes

SCALE: Not to Scale

Key to Symbols and Colors

Primary Vehicular Pathway

Primary Vehicular Pathway, State DOT

Primary Vehicular Pathway

Rel	Date	Notes
1	07.18.05	Initial Destinations Located
2	11.18.05	Preliminary Sign Locations

Document

Sign Location Plan

MAINTENANCE

No wayfinding system is successful unless it anticipates efficiencies in maintenance such as durable materials, secure installation and directory elements which can change as destinations in the Stillwater area change.

Approximately 15% of the system's fabrication and installation cost should be set aside annually to cover ongoing system maintenance, repair and augmentation.

After the initial fabrication and installation of the wayfinding sign system, we would recommend developing a plan for the following to maintain the system:

- Replacement and removal of signs
- Ongoing cleaning and upkeep of signs
- Ongoing planning and expansion of the wayfinding system

Process for Ongoing Signage Changes
Elements of the Wayfinding System should be designed to accommodate changes over time. A central point of control should be designated for all requests for signage changes. We also recommend having a plan in place for the anticipated updating of changeable art for pedestrian directories and maps. Since Corbin is not production-based vendors, aligning with either the awarded fabricator or a local service bureau for simple copy updating is recommended. However, if design or wayfinding changes need to be incorporated, we recommend contacting us to maintain the integrity of the wayfinding system and design intent.

The Society for Environmental Graphics has provided the following statistics for urban sign systems. This information should help give the City a general idea of things to expect once the wayfinding and cross-marketing system has been installed.

Design & Planning
0-5 years: There should be yearly review of the system. This review should evaluate how the system is working and determine if there are any system expansion needs and/or removals of previously included destinations, roadways, etc.
5-9 years: A bi-yearly review of the system.
9-30 years: A one time design and planning review of the system.

Environmental Effects
0-5 years: Vandalism, accidental destruction
5-9 years: Ultraviolet, winter weather, temperature and humidity
9-30 years: Outdated system design

Changeability
0-5 years: Limited changes
5-9 years: Moderate changes
9-30 years: Major (or entire system) changes

Cleaning
0-5 years: No major investment in cleaning (a monthly cleaning and inspection of elements would be ideal)
5-9 years: Major cleaning schedule
9-30 years: Major cleaning schedule

The Federal Highway Administration has provided the following recommendations for maintaining a City signage program.

"To assure adequate maintenance, a schedule for inspecting (both day and night), cleaning, and replacing signs should be established. Employees of highway agencies, police, and other public agencies whose duties require that they travel on the roadways should be encouraged to report any damaged, deteriorated, or obscured signs at the first opportunity.

Steps should be taken to see that weeds, trees, shrubbery, construction, maintenance, utility materials and equipment do not obscure the face of any sign." (MUTCD - 2A.23)

In the next scope of the project it will be important to develop a more detailed maintenance plan with the City of Stillwater. The following items would need to be discussed:

Who will manage and maintain the system?

What kind of replacement parts will be kept in stock?

What outside contractor will be needed to provide replacement parts?

How much staff time is needed to replace signs yearly?

How will signs be surveyed for possible damage?

Who will clean the signs and how often will they be cleaned?

What cleaning materials are needed?

Who will manage ongoing planning for the system?

How will new destinations and criteria be incorporated into the wayfinding plan?

How will ongoing financing be developed?

AGENCY CODES

THE AGENCIES HAVING JURISDICTION OVER SIGNAGE THAT WILL NEED TO BE CONSULTED PRIOR TO THE FINAL LOCATING, MESSAGING, AND DESIGN OF THE WAYFINDING SIGNS ARE:

- THE CITY OF STILLWATER
- OKLAHOMA DEPARTMENT OF TRANSPORTATION (ODOT)
- FEDERAL HIGHWAY ADMINISTRATION (FHWA) - AUTHOR OF THE MANUAL OF UNIFORM TRAFFIC CONTROL DEVICES (MUTCD)

We have researched the current codes available from these agencies that pertain to signs along the roadways. The following is a brief summary of the important signage code aspects to keep in mind as the project moves forward. More detail on each item mentioned in this report is available within the formal ordinance/code documents from each agency.

Formal review and approval processes for the wayfinding program through the above listed agencies would be expected in the next phase of the project once funding has been secured to design and implement the wayfinding system.

Most sign codes are not written with guide signs in mind. We recommend that we be cognizant of the existing codes for signage and try to work within them the best we can. However, variances and amendments to existing codes should be investigated if current codes do not allow for design of a successful wayfinding signage system.

The other codes/agencies to be considered are:

- **American Disabilities Association (ADA):** All signs are to be designed so that they meet ADA legibility/readability requirements.
- **Utilities:** The awarded fabricator will be responsible for contacting all utility companies prior to installation and locating all below ground utilities.
- **Engineering:** The awarded fabricator will be responsible for producing stamped engineered drawings showing structural integrity of the sign fabrication and its installation.

The City of Stillwater
Excerpts from the City Code of Stillwater, OK
July 13, 2005
http://library8.municode.com/gateday.dll/OK/oklahoma/1356?f=templates&fn=default.htm&npusername=11610&nppassword=MCC&npac_credentialspresent=true&vid=default

ARTICLE 9. SIGNS

Sec. 9.10. General provisions.

(A) Purpose. These regulations are intended to authorize the use of signs which are compatible with their surroundings, appropriate to the type of activity to which they pertain, expressive of the identity of individual proprietors or of the community as a whole, legible in the circumstances in which they are seen, and which are in accordance with the purpose of this ordinance with respect to public health and safety.

(B) Applicability. Except as may be hereinafter provided, no sign shall be erected, displayed, or substantially altered or reconstructed except in conformance with the provisions of this article. For the purposes of these regulations, a "sign" is any surface, fabric, device, or display situated outdoors or indoors within public view which is used to advertise, identify, display, direct or attract attention to an object, person, institution, organization, business, product, service, event, or location by any means, including words, letters, numbers, symbols, figures, colors, illumination, or projected images.

....

(D) Location. All signs are subject to the following general location restrictions:

(1) No sign shall be maintained at any location where by reason of its position, size, shape, or color, it may interfere with the view of, or be confused with, any traffic control signs or signals, or where it may mislead or confuse traffic;

....

(3) No sign shall be located within a required sight-triangle, except for a sign mounted at least twelve (12) feet above street level on a single pole eighteen (18) inches or less in diameter as permitted by Section 11.10(B)(5) ("Sight-Triangle);

....

(5) No sign may be attached to a tree, whether on public or private property, and only public service signs may be attached to utility poles;

....

(7) Signs and their supporting structures shall maintain clearance from, and noninterference with, all above ground and underground facilities and conduits for water, sewage, gas, electricity, or communications equipment and lines, and shall not interfere with surface or subsurface drainage.

(E) Maintenance. Every sign, including those for which permits or for which no permits or fees are required, shall be maintained in a safe, presentable, and good structural condition at all times, including the replacement of defective parts, painting, repainting, cleaning, and other acts required for the maintenance of said sign. Any sign in a dangerous or defective condition shall be repaired or removed by the owner of the sign or owner of the premises where it is located.

....

(Ord. No. 2284, § 1, 4-27-87; Ord. No. 2299, § 1, 8-10-87; Ord. No. 2324, § 1, 6-27-88; Ord. No. 2451, § 1, 2-1-93)

AGENCY CODES CONT

Sec. 9.20. Definitions and standards.

....

(A) Terms. Signs are defined and regulated according to the following terms listed in alphabetical order:

....

(4) Banner sign. A sign other than a governmental or institutional flag, which is composed of fabric or other lightweight material which may or may not be enclosed in a rigid frame, and which is secured or mounted perpendicular to a building wall so as to allow movement of the sign caused by wind. Banners shall maintain a free clearance to grade of at least eight (8) feet when located over a pedestrian walkway, and at least twelve (12) feet when located over a vehicular drive.

....

(8) Community information sign. Any sign intended primarily to promote items of general interest to the community such as time, temperature, date, atmospheric conditions, and upcoming noncommercial events or charitable causes.

....

(10) Directional sign. Any sign which serves solely to designate the location or direction of any place or area, principally for pedestrian or vehicular traffic, on the premises where the sign is located.

....

(12) Ground sign. A sign six (6) feet or less in height which is placed upon, or supported by, the ground independent of the principal building or structure. For the purpose of regulation, signs on accessory structures, walls, and fences shall be considered ground signs. The display of ground signs is subject to compliance with the following standards:

....

(b) Any ground sign located within the required front or exterior side yard of any zoning district and outside of a required sight triangle (Section 11.10(b)(5) and Section 27-84 (C)(4)(h)) shall be limited to a maximum of forty-two (42) square feet for signs taller than thirty-six (36) inches in height.

....

(20) Pole sign. A sign which is mounted on one or more free-standing poles or other support such that the total height exceeds six (6) feet above grade. There shall be no more than three (3) poles or supports per pole sign. Said poles or supports shall be no wider than thirty (30) inches at their widest dimension with a minimum of thirty (30) inches between each pole or support. The display of pole signs is subject to compliance with the following:

....

(b) Any pole sign located within the required front or exterior side yard of any zoning district shall be mounted on poles such that the bottom edge of the sign face is twelve (12) feet or more above grade provided, however, that if no portion of the sign is located over any vehicular drive of within a required sight-triangle (Section 11.10(B)(5) and Section 27-84(C)(4)(h)) the bottom edge of the sign face may be reduced to ten (10) feet above grade; and

(c) In locations other than a required front or exterior side yard, such signs which overhang any open area shall maintain a free clearance to grade of at least ten (10) feet when overhanging a pedestrian walkway, and at least twelve (12) feet when located over a vehicular drive.

(d) A pylon sign is a pole sign in which the poles or other support structure are hidden by a decorative cover which extends to the ground. In addition to the pole sign provisions stated above, pylon signs are subject to the following:

1. The width of the decorative cover shall not exceed seven (7) feet when the sign is located in the building setback area.
2. No sign copy shall be permitted below the sign face.
3. Pylon signs shall be located a minimum of fifty (50) feet from all but one property line.

....

(23) Projecting sign. A sign, other than a banner, which is attached to, and is wholly or partially dependent upon, a building for support and which projects more than twelve (12) inches beyond the line or surface of the building. The display of projecting signs is subject to compliance with the following standards:

(a) Projecting signs shall maintain a free clearance to grade of at least ten (10) feet and, except for architectural blades, may project no more than four (4) feet from the building; and

....

(28) Setback. Where a setback is required or provided for any sign, it shall be measured horizontally from, and perpendicular to, the right-of-way line of the street to the nearest edge of the sign.

(29) Sign area. Properties in the A, CM, CO, IP, and all residential districts are limited to a total amount of sign area, indicated for each zoning district in Table 9.20.1 of Section 9.20(B), which may be distributed among one or more signs. The sign area shall be calculated in accordance with the following provisions:

(a) The intended or permitted area of signs shall be measured within a single continuous perimeter enclosing the extreme limits of a sign, and in no case passing through or between any adjacent elements of same. Such perimeter shall not include any structural parts lying outside the limits of such sign and which does not form an integral part of the display. If the sign copy is enclosed by a box, outline, or frame, the total area of the background is counted as the sign area. If the sign consists of individual letters, numbers, or symbols only, mounted or painted on a wall, or having no background frame, the area shall be measured within the smallest geometric figure which can encompass all of the sign copy.

....

(30) Sign copy. The letters, numbers, symbols, or geometric shapes on a sign face either in permanent or changeable form.

(31) Sign height. Unless otherwise limited for certain types of signs by specific provisions of the article, the maximum permitted height of signs in each zoning district shall be in accordance with Table 9.20.1 in Section 9.20(B). The sign height shall be measured from ground level at the base of, or below, the sign to the highest edge of the sign.

....

(Ord. No. 2227, §§ 1, 2, 11-25-85; Ord. No. 2247, § 1, 5-5-86; Ord. No. 2299, §§ 2--5, 8-10-87; Ord. No. 2324, § 2, 6-27-88; Ord. No. 2413, §§ 3, 4, 8, 12-2-91)

AGENCY CODES CONT

Table 9.20.1 Permitted Signs by Zoning District

Zoning District	Maximum Sign Height	Maximum Total Sign Area 1,2	Illumination			Portable Signs	Off-premise Advertising
			Color	Bare Bulb	Flashing		
All "R" Districts	15 ft.	1 nameplate no larger than 2 sq. ft. per dwelling unit for residential uses 25 sq. ft. plus 1 sq. ft. per 2 ln. ft. frontage over 50 ft. for uses other than residential	No	No	No	No	No
CM, CO	20 ft.	50 sq. ft. plus 1 sq. ft. per 1 ln. ft.	No	Yes	No	No	No
IP	30 ft.	frontage over 50 ft.					
CS, CI, CC, CG	35 ft.	No maximum limit	Yes	Yes	Yes	Yes	No
CH	50 ft.	No maximum limit	Yes	Yes	Yes	Yes	Yes
IL, IG	40 ft.	No maximum limit	Yes	Yes	Yes	Yes	IG District only
A	15 ft.	25 sq. ft. plus 1 sq. ft. per 2 ln. ft. frontage over 50 ft.	No	Yes	No	Yes	No

(1) Excludes all temporary signs and all signs exempted in Section 9.10(C).

(Ord. No. 2227, §§ 1, 2, 11-25-85; Ord. No. 2247, § 1, 5-5-86; Ord. No. 2299, §§ 2--5, 8-10-87; Ord. No. 2324, § 2, 6-27-88; Ord. No. 2413, §§ 3, 4, 8, 12-2-91)

(Ord. No. 2227, §§ 1, 2, 11-25-85; Ord. No. 2247, § 1, 5-5-86; Ord. No. 2299, §§ 2--5, 8-10-87; Ord. No. 2324, § 2, 6-27-88; Ord. No. 2413, §§ 3, 4, 8, 12-2-91)

Sec. 9.30. Administration.

....

(B) License. Except as hereinafter exempted, electric signs and all permanent signs involving structural requirements of the building code shall be installed, repaired, altered, and serviced only by a sign contractor licensed by the city in accordance with the following provisions. All licenses shall be nontransferable and it shall be unlawful for any holder of a license to loan or allow the use of such license by another person, firm, or corporation.

....

(Ord. No. 2299, §§ 6--8, 8-10-87; Ord. No. 2486, § 2, 8-29-94)

AGENCY CODES CONT

Federal Highway Administration (FHWA) Manual of Uniform Traffic Control Devices (MUTCD)

THE BASIC MUTCD REQUIREMENTS FOR A HIGHWAY SIGN ARE THAT "IT BE LEGIBLE FOR THOSE FOR WHOM IT IS INTENDED, AND THAT IT BE UNDERSTOOD IN TIME TO PERMIT A PROPER RESPONSE. THIS MEANS HIGH VISIBILITY, LETTERING OR SYMBOLS OF ADEQUATE SIZE, AND A SHORT LEGEND FOR QUICK COMPREHENSION BY A DRIVER APPROACHING A SIGN AT A HIGH SPEED. SIMPLICITY AND UNIFORMITY IN DESIGN, POSITION, AND APPLICATION ARE IMPORTANT."

Use of Signs (2A.04)
If used, directional signs should be used frequently because they promote safe and efficient operations by keeping road users informed of their location.

Guide Signs (2A.05)
These signs show route designations, destinations, directions, distances, services, points of interest, and other geographical, recreational, or cultural information.

Guide signs are rectangular and have either a green or blue background with white lettering and borders.

Design of Signs (2A.06)
Highway signs are to be legible to those whom it is intended and they should be understandable in time to permit a proper response. They should have high visibility by day and night. High legibility means adequately sized letters or symbols and short line lengths for quick comprehension by a road user approaching the sign.

Standardized colors and shapes are given so that "classes" of traffic signs can be quickly recognized. Simplicity and uniformity in design, position, and application are important. Uniformity in design shall include shape, color, dimensions, legends, borders, and illumination or retroreflectivity.

Roadside-mounted sign supports shall be breakaway (2A.19).

Standard arrows should be used (2D.08). Arrows can be below the sign message, or to the appropriate side of the message.

Sign Messages
Messages on signs should be as brief as possible. Lettering should be large enough to provide the necessary legibility distance.

Guide signs should be limited to three lines of text.

Sign messages should include only the place name.

Sign Location
Roadside signs in business or residence districts should be set back two feet from the edge of the road/curb to the edge of the sign. Signs cannot overhang the sidewalk. There should be a minimum of seven feet from the bottom of the sign to the ground.

Roadside signs in rural districts should be set back six feet from the edge of the shoulder to the edge of the sign. There should be a minimum of five feet from the bottom of the sign to the street level.

A minor crossroad intersecting a major crossroad requires signs be a minimum of 12 feet set back from the intersection and a minimum of 12 feet from the edge of the road they are located on. For an urban intersection, the sign should be a minimum of four feet back from the intersecting sidewalk at the intersection and a minimum of two feet from the edge of the street/curb it is located on.

A minimum offset of one foot from the face of the curb may be used in urban areas where sidewalk width is limited or where existing poles are close to the curb (2A.19).

TODS signs should be placed a minimum of 200 feet from the intersection, a minimum of 200 feet apart. Advance sign locations (if allowed) should be a minimum of 500 feet apart. Along the highway/freeway, signs should be placed a minimum of 800 feet apart. On exit ramps, signs should be at least 100 feet apart.

Orientation
Signs are to be vertically mounted at right angles to the direction of, and facing, the traffic that they are intended to serve.

Signs that are placed 30 feet or more from the pavement edge should be turned toward the road.

On grades, sign faces may be tilted forward or back from the vertical position to improve the viewing angle.

Posts and Mountings
Sign posts, foundations, and mountings shall be so constructed as to hold signs in a proper and permanent position, and to resist swaying in the wind or displacement by vandalism.

The latest edition of Specifications for Structural Supports for Highway Signs, Luminaires, and Traffic Signals (AASHTO) contains additional information regarding posts and mounting.

Size of Signs
For guide signs, the size varies depending on the length of the message and the size of the lettering spacing necessary for proper legibility.

Lettering
The standard for conventional road guide signs is all capital letters, or a combination of lower-case letters with initial upper-case letters. When a combination is used, the initial upper-case letter should be 1.33 times the "loop" height of the lower-case letters.

AGENCY CODES CONT

Size of Lettering
Guide signs should have a six inch height for all initial upper-case letters with four and a half inch height for lower-case letters. On low-volume roads, and on urban streets with speeds of 25 mph or less, the upper-case height should be four inches in height.

Lettering sizes should be consistent on any particular class of highway.

Maintenance
All traffic signs should be kept properly in position, clean, and legible, and should have adequate retroreflectivity. Damaged or deteriorated signs should be replaced.

Experimentations (1A.10)
Requests for any permission to experiment, or change should be sent to the Federal Highway Administration (FHWA), Office of Transportation Operations, 400 Seventh Street SW, HOTO, Washington, DC 20590.

A statement indicating the nature of the problem, plus a description of the proposed change, how it was developed, how it deviates from the standard, and how it is expected to be an improvement should be submitted.

The Americans with Disabilities Act (ADA)
To our knowledge, the MUTCD does not acknowledge the ADA, though the ADA does set design standards for certain signage in publicly accessible locations.

The guidelines of the Americans with Disabilities Act call for two standards that concern the design of these signs:

- The contrast between the background and the letters must be greater than 70%. Our calculations indicate that this is the case for each of the proposed background colors.

- The stroke width to height ratio of the letters must be between 1:5 and 1:10. Our signage designs will meet these requirements.

By addressing and satisfying these ADA guidelines, the sign designs would go beyond the standards set forth in the MUTCD.

Cost Estimate

This is a preliminary cost estimate based on similar sign types in other City sign programs that have recently been fabricated. It is important to remember that actual costs cannot be determined until the sign designs, with actual quantities, are sent out for an official bid.

The sign location plan in this phase of the project is also preliminary. Future refinements of the sign location plan may lead to additional signs thus increasing the quantity and overall cost of the sign system.

The fabrication/installation costs shown on this page are only estimates. Actual prices are subject to change. Permits and sales tax is addtional.

Sign Type	Unit Cost Estimate	Est Quantity	Extended Total
Ix-1 City Welcome Sign	$16,000	2	$32,000
Ix-1 City Welcome Sign Base	$14,500	2	$29,000
Ix-2 City Welcome Sign (Post & Panel)	$4,500	2	$9,000
Ix-3 District Welcome Sign	$4,500	4	$18,000
Ix-4 District Corridor Identifier Signs	$750	86	$64,500
Ix-5 Parking Identifier Sign	$3,500	10	$35,000
Gx-1 Vehicular Guide, LG	$4,500	40	$180,000
Gx-2 Vehicular Guide, SM	$3,500	20	$70,000
Gx-3 Pedestrian Guide	$1,800	8	$14,400
Dx-1 Pedestrian Map Kiosk	$2,500	12	$30,000
Estimated Fabrication Total			$481,900
Estimated Installation Total (20%)			$96,380
EST TOTAL			$578,280

STRATEGIC IMPLEMENTATION PLAN

Phasing/Next Steps

This submittal contains the desired initial information and analysis required to develop a successful Wayfinding Program for the City of Stillwater.

It is necessary to discuss how this plan can be implemented. Funding for the Wayfinding System will need to be secured. This can be accomplished through a variety of sources: City government funding, a Transportation Enhancement Grant, or individual community groups funding the project. If community funding is desired, we recommend that the Chamber of Commerce present the Wayfinding Program further explaining its benefits to tourism and industry stakeholders in order to gain support and buy-in. A percentage of funding responsibility could be determined based on the frequency of occurrence of individual venue names throughout the sign messaging.

It should be noted that funding obtained from State or Federal sources (such as a Transportation Enhancement Grant) may bring with it requirements for documentation and additional engineering services that could significantly increase the overall cost of both designing and implementing the program.

Approximately 15% of the system's fabrication and installation cost should be set aside to cover annual, ongoing system maintenance, repair and augmentation.

In order to spread out the implementation cost of the wayfinding program, a phased approach to signage fabrication and implementation could be considered.

A sequence of system implementation might be to start with the Gateway Identifiers in the first year; the Vehicular Guide Signs in the second year; and the Parking Identifiers and pedestrian-level signage in the third year.

Once the funding has been secured, the next scope in this process should include final on site sign locating, development of sign messaging, and the development of the document for competitive bid.

Proposed Schedule

To successfully implement a new Wayfinding System, the following schedule of activities/tasks should be completed.

These final tasks listed below would complete the implementation of the Wayfinding System, although they are not within the current scope of services to be provided by Corbin:

- Refinement of the Destination Listings
- Approval of all information aspects of the Program, including any new terminology or name changes
- Refinement of the Sign Location Plan, including a more detailed on-site review of the proposed locations
- City Review of the Sign Location Plan
- Revisions to the Sign Location Plan
- Final Approval of the Sign Location Plan
- Development, refinement, and final approval of the Sign Message Schedule
- Development of the Bid Document
- Approval of pricing package
- Pricing period
- Award of contract to fabricator(s) for fabrication and installation
- Phased fabrication period
- Phased installation period
- Punch list of installed sign system
- Preparation of a Sign Reference Document

Wayfinding Consultants

It would be advisable to contract with Corbin once funds have been raised to implement the wayfinding system. Corbin would then complete the detailed wayfinding documentation, prepare bid packages, and help the City choose a fabricator as well as consult during the fabrication and installation process.

CORBIN DESIGN
109 EAST FRONT 109
TRAVERSE CITY, MI 49684
800.968.1236
WWW.CORBINDESIGN.COM

APPENDIX A

WAYFINDING
SIGN TYPE DESIGNS

THE FOLLOWING SIGN DESIGNS WERE CREATED WITH THE INPUT FROM THE CITY STEERING COMMITTEE AND STAKEHOLDER GROUPS AND APPROVED FOR FUTURE IMPLEMENTATION.

THE CITY OF
STILLWATER, OKLAHOMA

Where Oklahoma Began!

WAYFINDING AND SIGNAGE PROGRAM

DESIGN INTENT DRAWINGS

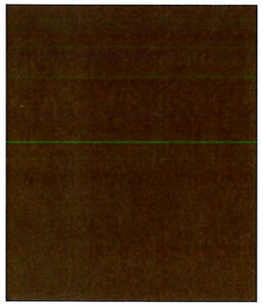
ISSUED NOVEMBER 18, 2005

corbin

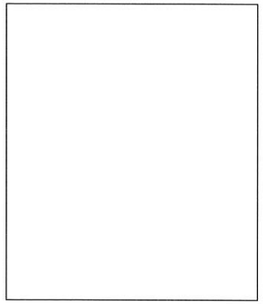
109 East Front 304
Traverse City, MI 49684
231 **947.1236**

Colors and Materials

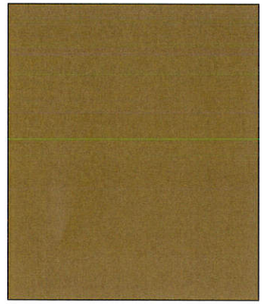
Primary Colors and Materials



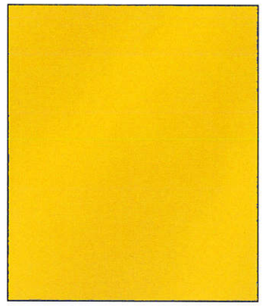
Dark Brown
Used as dark brown background field color
- **Opaque vinyl:** 3M Scotchcal Graphic Film in *Deep Mahogany Brown*
- **Metallic vinyl:** 3M Scotchcal Metallic Graphic Film in *Chocolate Brown Metallic*
- **Paint:** Matthews Paint Solid *13306*



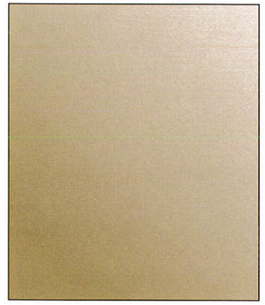
White
Used for messaging copy in most sign types
- **Engineer grade reflective vinyl:** 3M Scotchlite Engineer Grade Reflective Sheeting in *White*
- **Opaque vinyl:** 3M Scotchcal Graphic Film in *White*



Saddle Brown
Used as medium brown detail
- **Opaque vinyl:** 3M Scotchcal Graphic Film in *Saddle Brown*



Sunflower
Used as yellow detail in sign headers and elsewhere
- **Engineer grade reflective vinyl:** 3M Scotchlite Engineer Grade Reflective Sheeting in *Yellow*
- **Opaque vinyl:** 3M Scotchcal Graphic Film in *Sunflower*
- **Translucent vinyl:** 3M Scotchcal Translucent Graphic Film in *Sunflower*



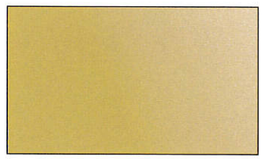
Bronze Metallic
Used within "belt buckle" detail
- **Paint:** Matthews Paint Metallic *20358*

Copper Metallic
Used on all posts
- **Paint:** Matthews Paint Metallic *21943*

Secondary Colors and Materials

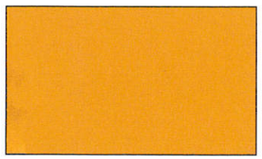
Tan
Used as light medium brown detail on guide signs in divider line between arrow directions and below header
- **Opaque vinyl:** 3M Scotchcal Graphic Film in *Tan*

Brick
Real brick material used in monument Gateway Identifier sign only
Use bricks to match design intent representation

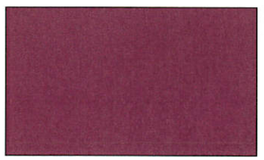


Gold Metallic
Used as medium brown metallic detail on Pedestrian Map sign type only
- **Metallic vinyl:** 3M Scotchcal Metallic Graphic Film in *Gold Metallic*

Olive
Used in "Campus Corner" District identity signage only
- **Opaque vinyl:** Avery High Performance Series Opaque Vinyl in *Olive Green A8665-O*



Pumpkin
Used in "Campus Corner" District identity signage only
- **Opaque vinyl:** 3M Scotchcal Graphic Film in *Light Orange*



Burgundy
Used in "Campus Corner" District identity signage only
- **Opaque vinyl:** 3M Scotchcal Graphic Film in *Burgundy*

Orange
Used in "The Strip" District identity signage only
- **Engineer grade reflective vinyl:** Avery Reflective Series vinyl in *Orange Reflective A7815-R*
- **Opaque vinyl:** 3M Scotchcal Graphic Film in *Bright Orange*

Black
Used in "The Strip" District identity signage only
- **Opaque vinyl:** 3M Scotchcal Graphic Film in *Black*

Symbols and Graphics

Oxen and Wagon "Belt Buckle"

Design intent elevation representation

Perspective rendering representation
Curved, embossed aluminum panel painted to match Bronze Metallic

Information "i" used on Pedestrian Map

Information "i" used on all other sign types

Parking "Circle-P"

Arrow

Document

Color, Material, and Symbols/ Graphics Specifications

	Date	Notes
1	11.18.05	For Submittal

Note

CAUTION!
CONSISTENT AND ACCURATE COLOR REPRODUCTION ON THIS PAGE CANNOT BE ASSURED DUE TO THE LIMITATIONS OF COLOR COPYING TECHNOLOGY.

The Pantone Matching System®, Matthews Paint system, and 3M™ vinyls system are used for specifying signage panel color matches. (In the absence of sign material color chip reference sets, actual color swatches should be referenced for color matching.)

Shown here are approximations of the paint and vinyl colors to be used in this signage program.

Actual paint color finishes on signage are to be matte or low luster (not shiny or glossy) and exclusively a premium acrylic polyurethane.

Signage paints produced by Matthews Paint Company are to be the standard reference.

Master Signage Plan

City of Stillwater
Stillwater, OK

corbin

109 East Front 304
Traverse City, MI 49684
231 **947.1236**

Typography

Primary Typefaces

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

Font: Clearview Hwy 1-W
Clearview Hwy 1-W is the primary wayfinding typeface used in the system. It is used for direction-giving, general information, and regulatory messaging.

AA BB CC DD EE FF GG HH II JJ KK LL MM NN
OO PP QQ RR SS TT UU VV WW XX YY ZZ
0123456789

Font: Rosewood Std Fill
Rosewood Std Fill is the primary decorative typeface used in the system. It is used for identifying the City name "Stillwater" and for noting other information such as the City founding date and tagline in a decorative manner. It is also used as the decorative typeface in identifying signage for the "Downtown Stillwater" District.

Secondary Typefaces

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

Font: Zapfino Regular
Zapfino Regular is used as the script typeface in the "Where Oklahoma Began" slogan on the post-and-panel City Gateway Identifier sign type.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

Font: Birch Regular
Birch Regular is used as the decorative typeface in identifying signage for "The Strip" District.

AA BB CC DD EE FF GG HH II JJ KK LL MM NN
OO PP QQ RR SS TT UU VV WW XX YY ZZ
0123456789

Font: Trajan Bold
Trajan Bold is used as the decorative typeface in identifying signage for the "Campus Corner" District.

Document
Typography Specifications

	Date	Notes
1	11.18.05	For Submittal

Note:
Font substitutions are not acceptable. It is recommended that the Fabricator purchase these fonts.

These fonts can be purchased from:
Adobe: www.adobe.com

City of Stillwater
Stillwater, OK

corbin
109 East Front 304
Traverse City, MI 49684
231 947.1236

See detailed fabrication specifications, next page

Document

City Welcome Sign, Monument

Ix-1 **Page 1 of 2**

	Date	Notes
1	11.18.05	For Submittal

Color Palette

- Dark Brown
- White
- Saddle Brown
- Sunflower
- Bronze Metallic
- Grey
- Brick

Scale

1/2" = 1'-0"

Signage Design

City of Stillwater
Stillwater, OK

corbin

109 East Front 304
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231 **947.1236**

Document

City Welcome Sign, Monument

Ix-1 **Page 2 of 2**

	Date	Notes
1	11.18.05	For Submittal

Color Palette

Dark Brown | White | Saddle Brown

Sunflower | Bronze Metallic | Grey

Brick

Perspective rendering representation of "Belt Buckle"
Curved, embossed aluminum panel painted to match Bronze Metallic

"Where Oklahoma Began" copy in Dark Brown opaque vinyl
Font: Rosewood Std Fill

Aluminum dimensional accents painted to match Saddle Brown, securely and permanently fastened to header portion of cabinet

Header faced with opaque vinyl in Sunflower

Aluminum cabinet painted Dark Brown

"S•T•I•L•L•W•A•T•E•R" letters and bullets to be push-thru flush white acrylic. Letters glow white at night. Bullets (•) to be faced with Sunflower translucent vinyl.
Font: Rosewood Std Fill

Aluminum dimensional accent painted to match Saddle Brown

Curved aluminum dimensional "belt buckle" accent embossed with oxen and wagon art (art to be provided by Designer). To be painted Bronze Metallic. Belt buckle accent to be securely and permanently fastened to sign face. See perspective rendering representation, above.

Masonry cap with bullnose edge, colored medium grey

Brick base to match design intent as shown.

Hydrel accent fixture(s) to wash the face of the sign with white light. Placement of fixture(s) to be determined by fabricator and lighting manufacturer.

Landscaping to be determined, to match intent shown here.

Side View

Elevation

1/2" = 1'-0"

Master Signage Program

City of Stillwater

Stillwater, OK

corbin

109 East Front 304
Traverse City, MI 49684
231 **947.1236**

Header faced with engineer grade reflective vinyl in Sunflower

"W•E•L•C•O•M•E TO" letters and bullets to be Dark Brown opaque vinyl.
Font: Rosewood Std Fill

Accent rule in Tan opaque vinyl

1/8" (th.) aluminum sign panel painted Dark Brown on both sides.

"STILLWATER" letters to be White engineer grade reflective vinyl.
Font: Rosewood Std Fill

Large Signfix® aluminum extrusions painted Copper Metallic, bonded to back of sign panel and fastened to pole with stainless steel banding and clamps. Banding to be painted with a durable baked-on finish to match Dark Brown. Spacing and quantity TBD by Fabricator.

"Where Oklahoma Began" copy in Sunflower engineer grade reflective vinyl
Font: Zapfino Regular

"Established 1889" copy in Sunflower opaque vinyl
Font: Rosewood Std Fill

Curved brown accent in Saddle Brown opaque vinyl

Yellow background in Sunflower opaque vinyl

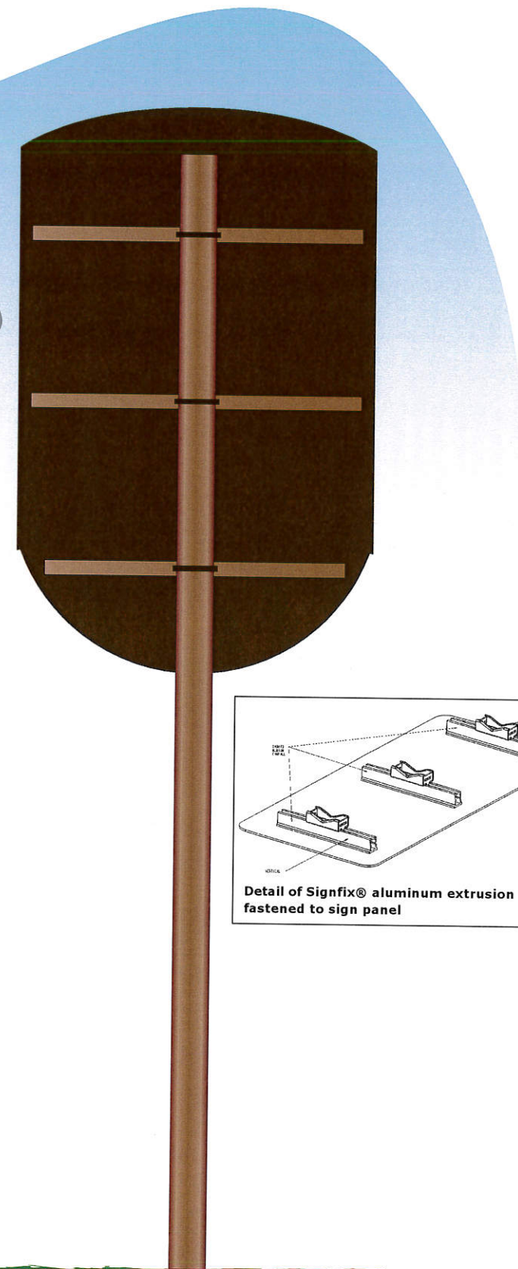
Curved aluminum dimensional "belt buckle" accent embossed with oxen and wagon art (art to be provided by Designer). To be painted Bronze Metallic. Belt buckle accent to be securely and permanently fastened to sign panel face. See perspective rendering representation, below right.

New 6" (dia.) post painted Copper Metallic.

Elevation

Side View

Perspective rendering representation of "Belt Buckle"
Curved, embossed aluminum panel painted to match Bronze Metallic



Back View

Detail of Signfix® aluminum extrusion fastened to sign panel

Document

City Welcome Sign, Post and Panel

Ix-2

	Date	Notes
1	11.18.05	For Submittal

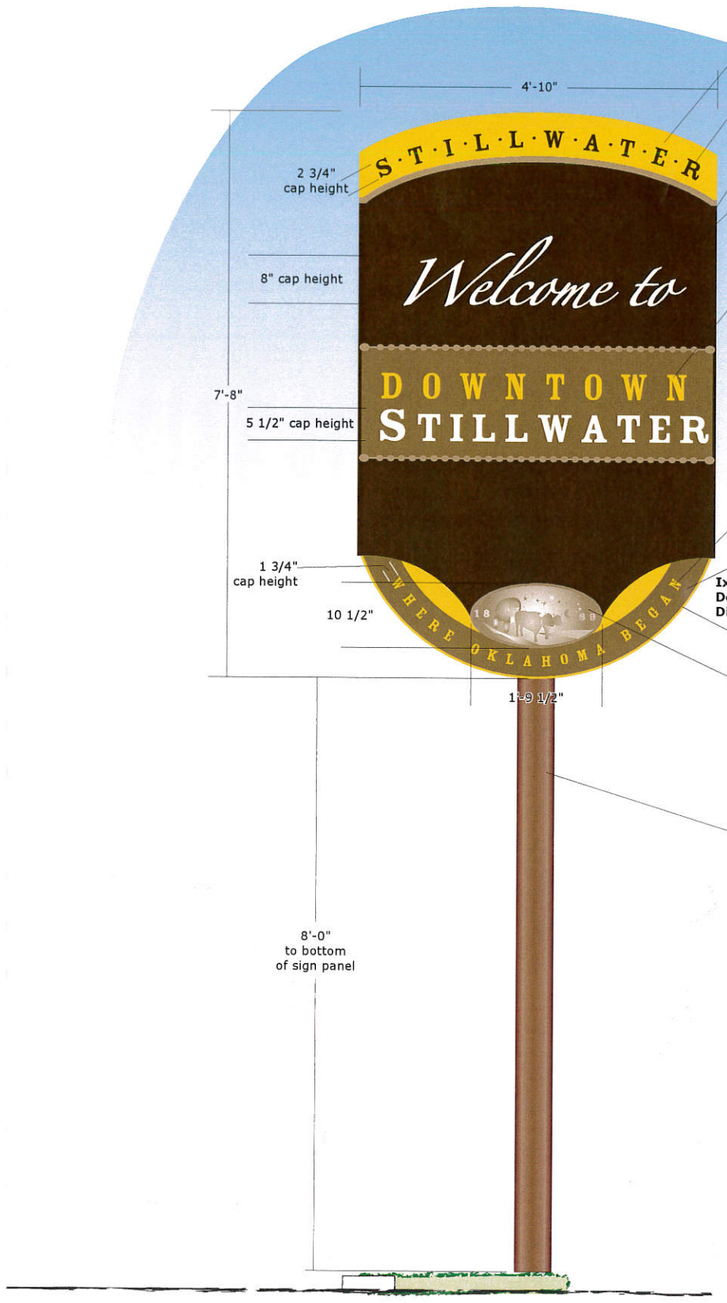
Color Palette

Dark Brown · White · Saddle Brown · Sunflower · Bronze Metallic · Copper Metallic · Tan

1/2" = 1'-0"

City of Stillwater
Stillwater, OK

corbin
109 East Front 304
Traverse City, MI 49684
231 **947.1236**



Elevation

Header faced with opaque vinyl in Sunflower

"S•T•I•L•L•W•A•T•E•R" letters and bullets to be Dark Brown opaque vinyl.
Font: Rosewood Std Fill

1/8" (th.) aluminum sign panel painted Dark Brown on both sides.

"Welcome To:" copy in White engineer-grade reflective vinyl.
Font: Zaphino Regular

District name text ("Downtown Stillwater" here) in Sunflower and White engineer-grade reflective vinyl.
Font: Rosewood Std Fill

Large Signfix® aluminum extrusions painted Copper Metallic, bonded to back of sign panel and fastened to pole with stainless steel banding and clamps. Banding to be painted with a durable baked-on finish to match Dark Brown. Spacing and quantity TBD by Fabricator.

"Where Oklahoma Began" copy in Sunflower opaque vinyl
Font: Rosewood Std Fill

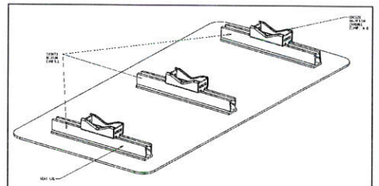
Curved brown accent in Saddle Brown opaque vinyl

Ix-3a
Downtown Stillwater
District Welcome Sign

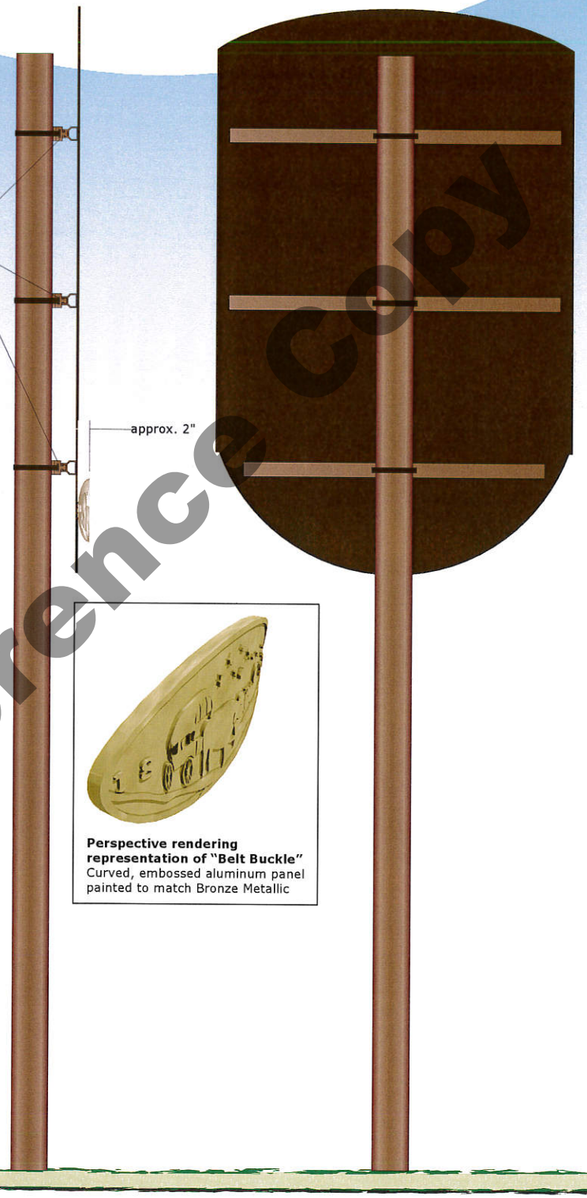
Yellow background in Sunflower opaque vinyl

Curved aluminum dimensional "belt buckle" accent embossed with oxen and wagon art (art to be provided by Designer). To be painted Bronze Metallic. Belt buckle accent to be securely and permanently fastened to sign panel face. See perspective rendering representation, below right.

New 6" (dia.) post painted Copper Metallic.



Detail of Signfix® aluminum extrusion fastened to sign panel

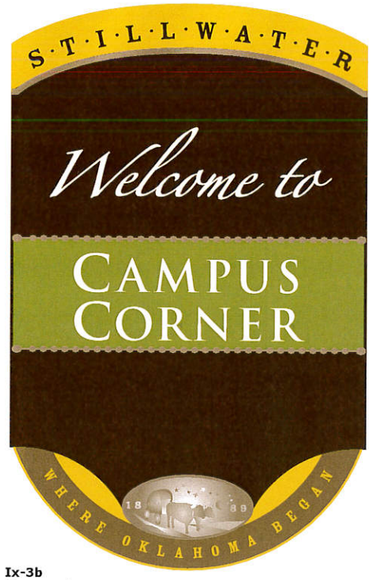


Perspective rendering representation of "Belt Buckle"
Curved, embossed aluminum panel painted to match Bronze Metallic

Side View

Back View

Other panel layouts for the Ix-3 District Welcome Sign sign type:



Ix-3b
Campus Corner
District Welcome Sign

Ix-3c
"The Strip"
District Welcome Sign

Document

District Welcome Sign Ix-3

Ix-3a Downtown Stillwater
Ix-3b Campus Corner
Ix-3c "The Strip"

	Date	Notes
1	11.18.05	For Submittal

Color Palette

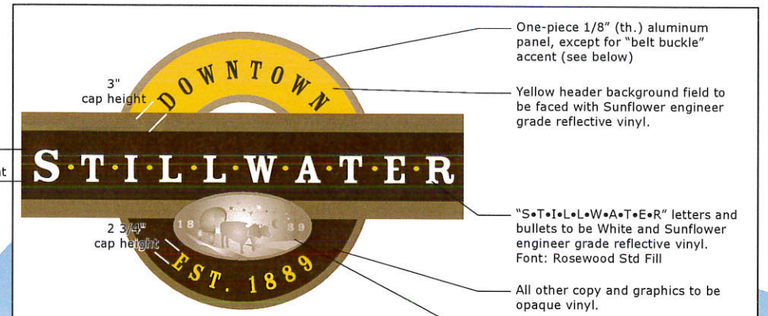
Dark Brown
White
Saddle Brown
Sunflower
Bronze Metallic
Copper Metallic
Tan
Olive
Orange
Black

1/2" = 1'-0"

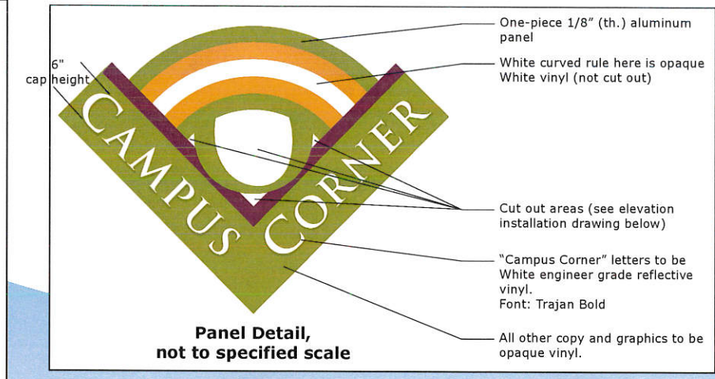
Image

City of Stillwater
Stillwater, OK

corbin
109 East Front 304
Traverse City, MI 49684
231 **947.1236**



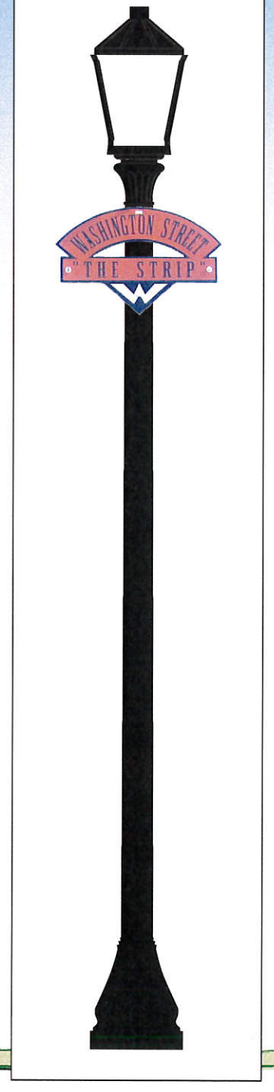
Panel Detail, not to specified scale

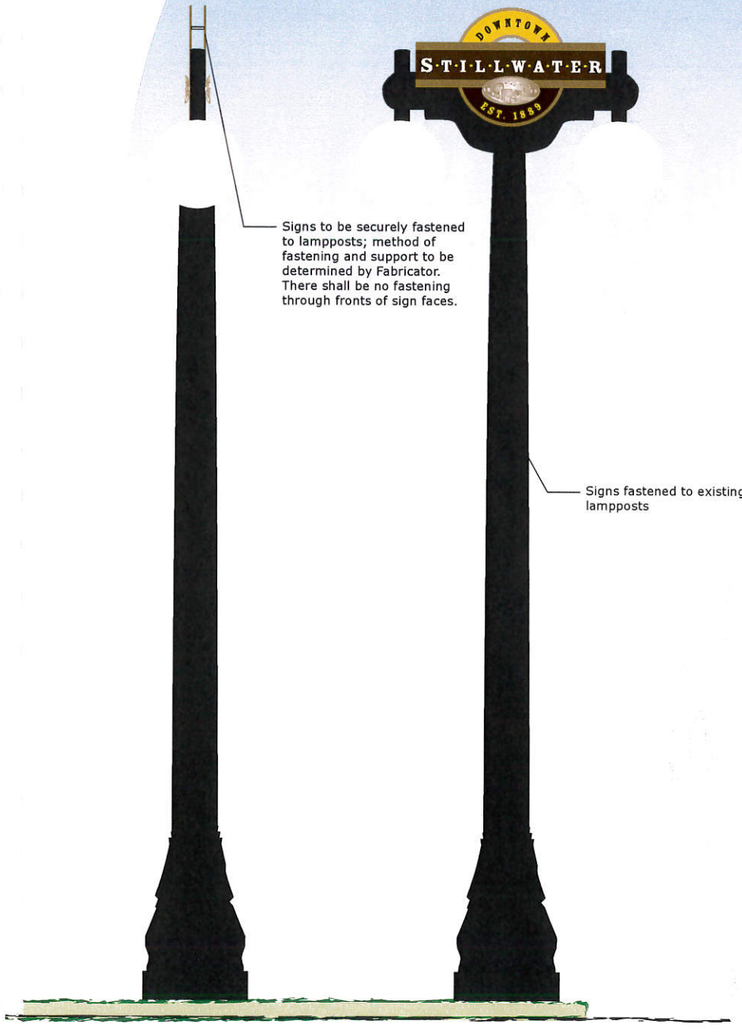


Panel Detail, not to specified scale

Note that each sign location is double-sided—there are two (2) sign panels fastened to each proposed lamppost location.

"The Strip" District Corridor Identifier already exists (shown here for reference only); no new signs to be installed.





Side View

Elevation Ix-4a
Downtown Stillwater District Corridor Identifier
(double-sided; two panels per location)

Perspective rendering representation of "Belt Buckle"
Curved, embossed aluminum panel painted to match Bronze Metallic

Elevation Ix-4b
Campus Corner District Corridor Identifier
(double-sided; two panels per location)

Side View

Document

District Corridor Identifier Ix-4

Ix-4a Downtown Stillwater
Ix-4b Campus Corner

	Date	Notes
1	11.18.05	For Submittal

Color Palette

Dark Brown	White	Saddle Brown
Sunflower	Bronze Metallic	Tan
Olive	Pumpkin	Burgundy

Scale

1/2" = 1'-0"

Master Sign Plan

City of Stillwater
Stillwater, OK

corbin
109 East Front 304
Traverse City, MI 49684
231 **947.1236**

Header faced with opaque vinyl in Sunflower

"S•T•I•L•L•W•A•T•E•R" letters and bullets to be Dark Brown opaque vinyl.
Font: Rosewood Std Fill

Accent rule in Tan opaque vinyl

1/8" (th.) aluminum sign panel painted Dark Brown on both sides.

Beaded rule in Tan opaque vinyl

Large Signfix® aluminum extrusions painted Copper Metallic, bonded to back of sign panel and fastened to pole with stainless steel banding and clamps. Banding to be painted with a durable baked-on finish to match Dark Brown. Spacing and quantity TBD by Fabricator.

Messaging copy and graphics (words and symbols) to be White and Sunflower engineer grade reflective vinyl.
Messaging Font: Rosewood Std Fill

"Where Oklahoma Began" copy in Sunflower opaque vinyl
Font: Rosewood Std Fill

Curved brown accent in Saddle Brown opaque vinyl

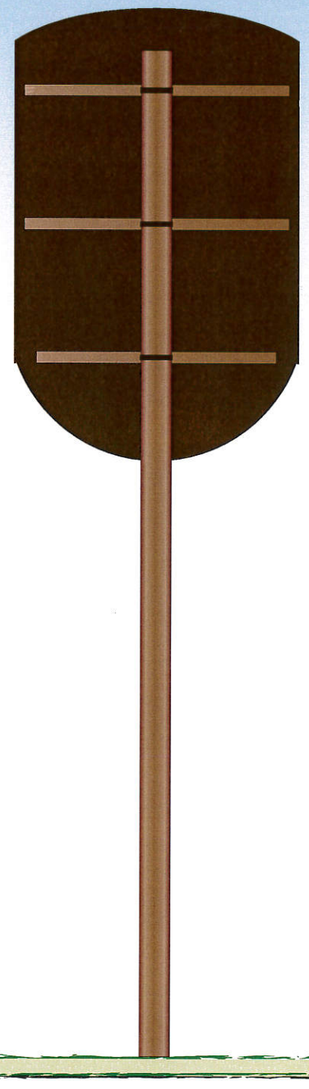
Yellow background in Sunflower opaque vinyl

Curved aluminum dimensional "belt buckle" accent embossed with oxen and wagon art (art to be provided by Designer). To be painted Bronze Metallic. Belt buckle accent to be securely and permanently fastened to sign panel face. See perspective rendering representation, below right.

New 5" (dia.) post painted Copper Metallic.

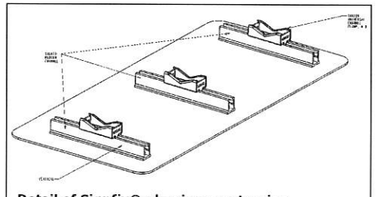
Elevation

Side View



Back View

Perspective rendering representation of "Belt Buckle"
Curved, embossed aluminum panel painted to match Bronze Metallic



Detail of Signfix® aluminum extrusion fastened to sign panel

Document

Parking Identifier

Ix-5

	Date	Notes
1	11.18.05	For Submittal

Color Palette

Dark Brown · White · Saddle Brown · Sunflower · Bronze Metallic · Copper Metallic · Tan

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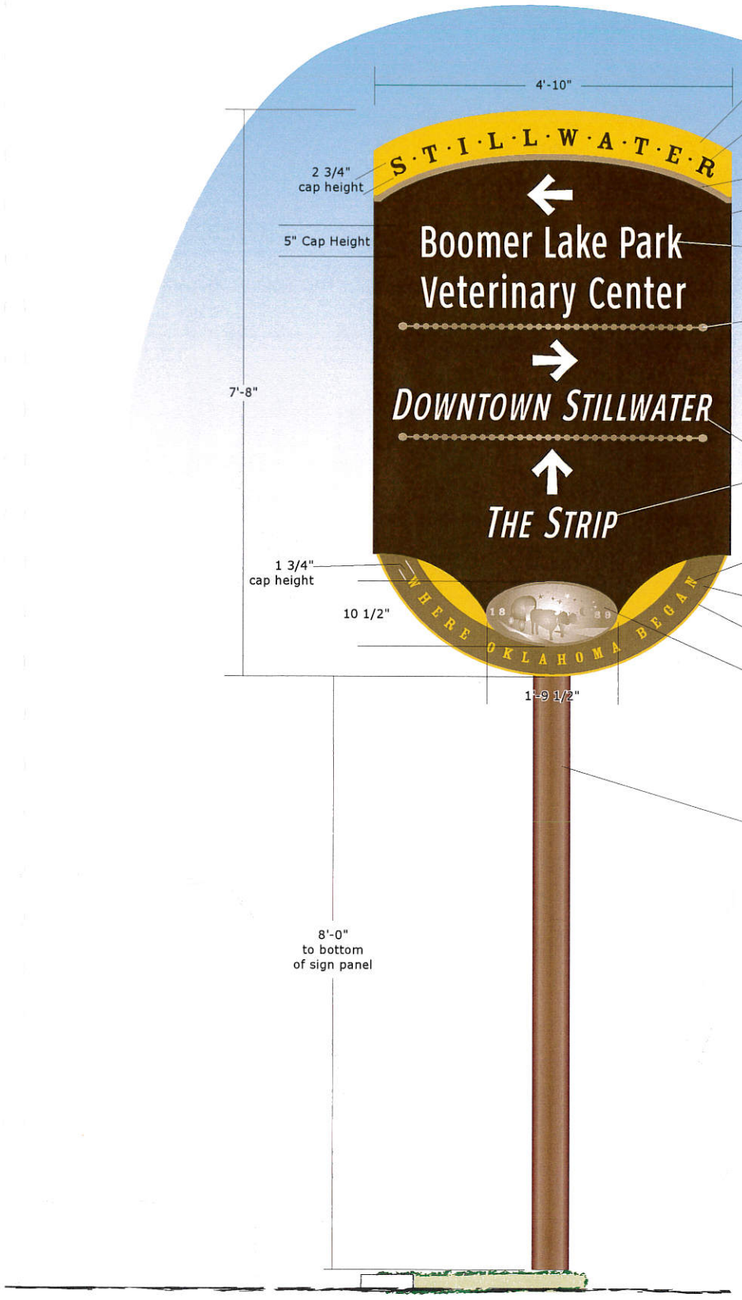
Please refer to an approved message schedule for accurate messaging.

1/2" = 1'-0"

City of Stillwater
Stillwater, OK

corbin
109 East Front 304
Traverse City, MI 49684
231 **947.1236**



Elevation

Header faced with opaque vinyl in Sunflower

"S•T•I•L•L•W•A•T•E•R" letters and bullets to be Dark Brown opaque vinyl.
Font: Rosewood Std Fill

Accent rule in Tan opaque vinyl

1/8" (th.) aluminum sign panel painted Dark Brown on both sides.

Messaging copy and graphics (arrows and symbols) to be White engineer grade reflective vinyl.
Font: Clearview Hwy 1-W

Beaded rule in Tan opaque vinyl

Large Signfix® aluminum extrusions painted Copper Metallic, bonded to back of sign panel and fastened to pole with stainless steel banding and clamps. Banding to be painted with a durable baked-on finish to match Dark Brown. Spacing and quantity TBD by Fabricator.

District names within messaging copy are in Clearview Hwy 1-W font with a 12° forward shear to appear italicized. Refer to an approved Sign Message Schedule document for messaging content of each sign face.

"Where Oklahoma Began" copy in Sunflower opaque vinyl
Font: Rosewood Std Fill

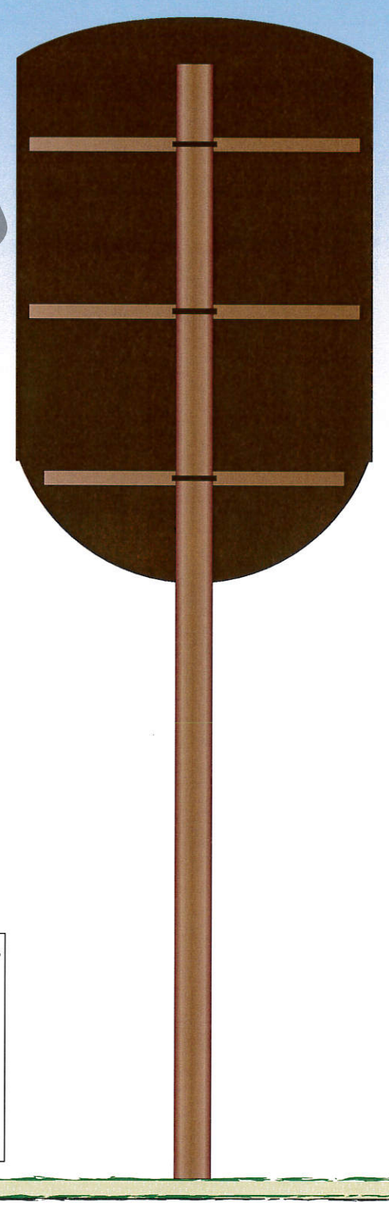
Curved brown accent in Saddle Brown opaque vinyl

Yellow background in Sunflower opaque vinyl

Curved aluminum dimensional "belt buckle" accent embossed with oxen and wagon art (art to be provided by Designer). To be painted Bronze Metallic. Belt buckle accent to be securely and permanently fastened to sign panel face. See perspective rendering representation, below right.

New 6" (dia.) post painted Copper Metallic.

Side View



Back View

Perspective rendering representation of "Belt Buckle"
Curved, embossed aluminum panel painted to match Bronze Metallic

Detail of Signfix® aluminum extrusion fastened to sign panel

Document

Vehicular Guide (LG)

Gx-1

	Date	Notes
1	11.18.05	For Submittal

Color Palette

Dark Brown
White
Saddle Brown
Sunflower
Bronze Metallic
Copper Metallic
Tan

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Scale

1/2" = 1'-0"

Project

City of Stillwater
Stillwater, OK

corbin

109 East Front 304
Traverse City, MI 49684
231 **947.1236**

Document

Vehicular Guide (SM)

Gx-2

	Date	Notes
1	11.18.05	For Submittal

Colors

Dark Brown
White
Saddle Brown
Sunflower
Bronze Metallic
Copper Metallic
Tan

The message(s) shown in the sign type(s) on this page are provided as examples only of typical graphic composition. The message shown does not represent the only, nor necessarily the approved, message for the given sign type.
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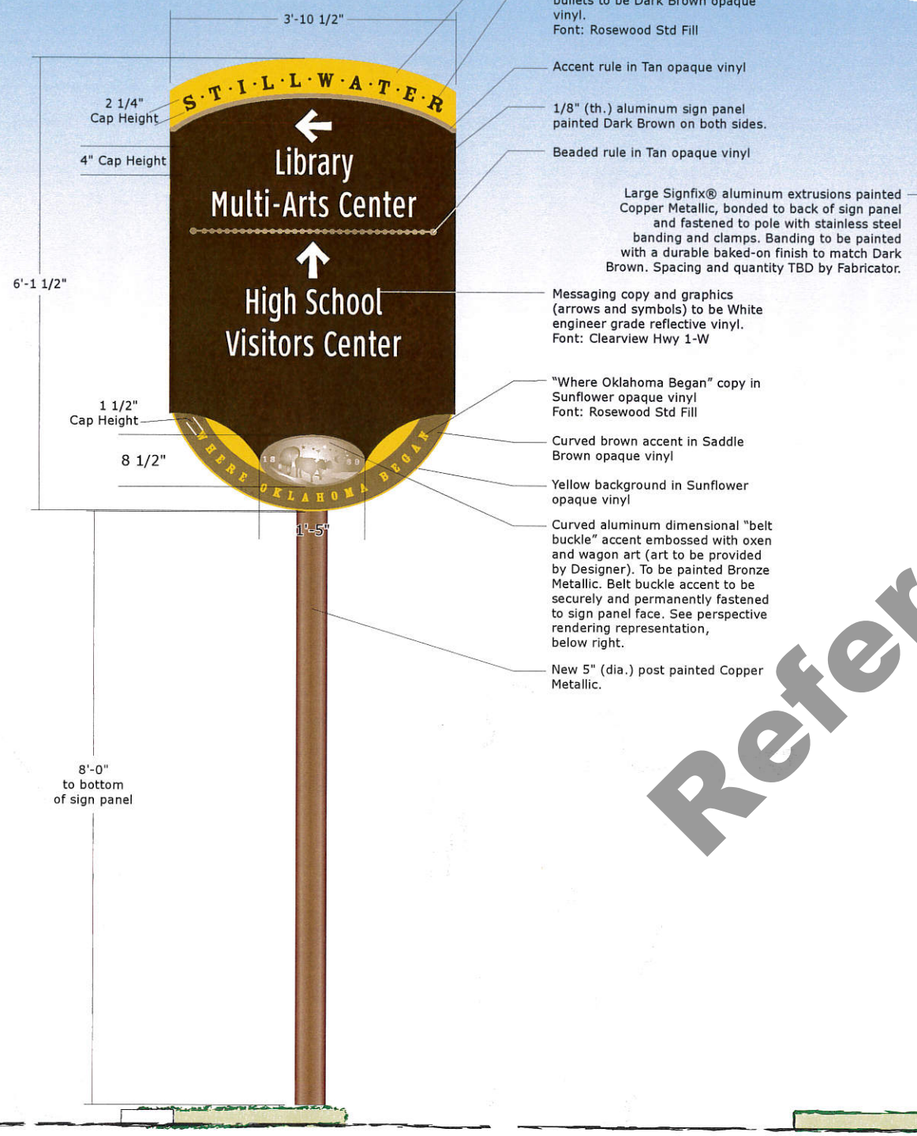
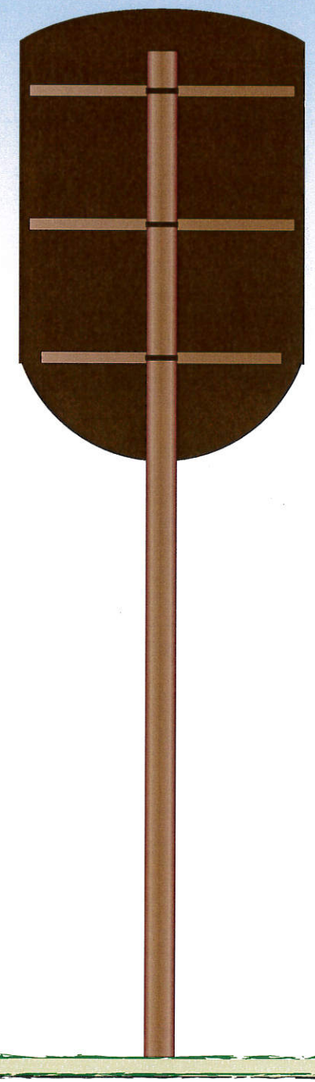


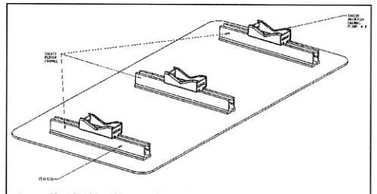
Elevation

Side View



Back View

Perspective rendering representation of "Belt Buckle"
Curved, embossed aluminum panel painted to match Bronze Metallic



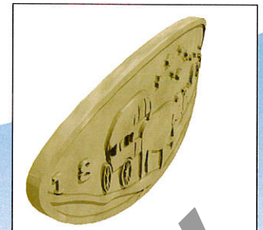
Detail of Signfix® aluminum extrusion fastened to sign panel

1/2" = 1'-0"

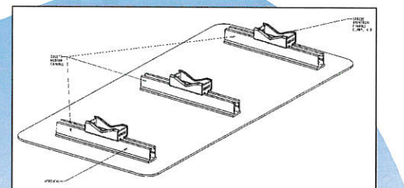
Master Signage

City of Stillwater
Stillwater, OK

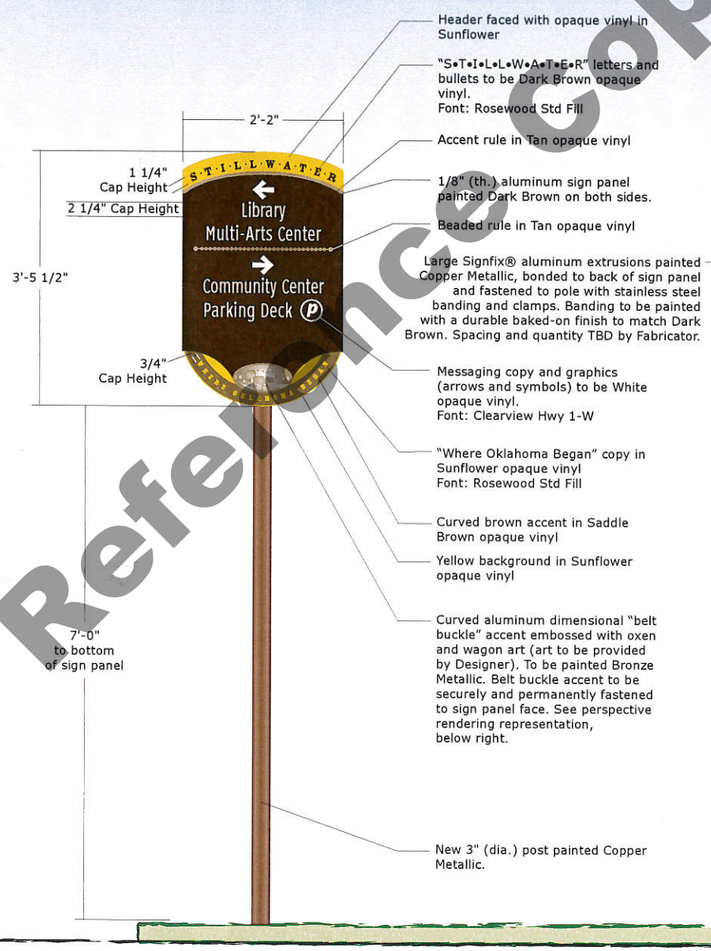
corbin
109 East Front 304
Traverse City, MI 49684
231 **947.1236**



Perspective rendering representation of "Belt Buckle"
Curved, embossed aluminum panel painted to match Bronze Metallic



Detail of Signfix® aluminum extrusion fastened to sign panel



Document

Pedestrian Guide

Gx-3

	Date	Notes
1	11.18.05	For Submittal

Color Palette

Dark Brown · White · Saddle Brown
Sunflower · Bronze Metallic · Copper Metallic
Tan

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Scale

1/2" = 1'-0"

Master Signage Program

City of Stillwater
Stillwater, OK

corbin
109 East Front 304
Traverse City, MI 49684
231 **947.1236**

Document

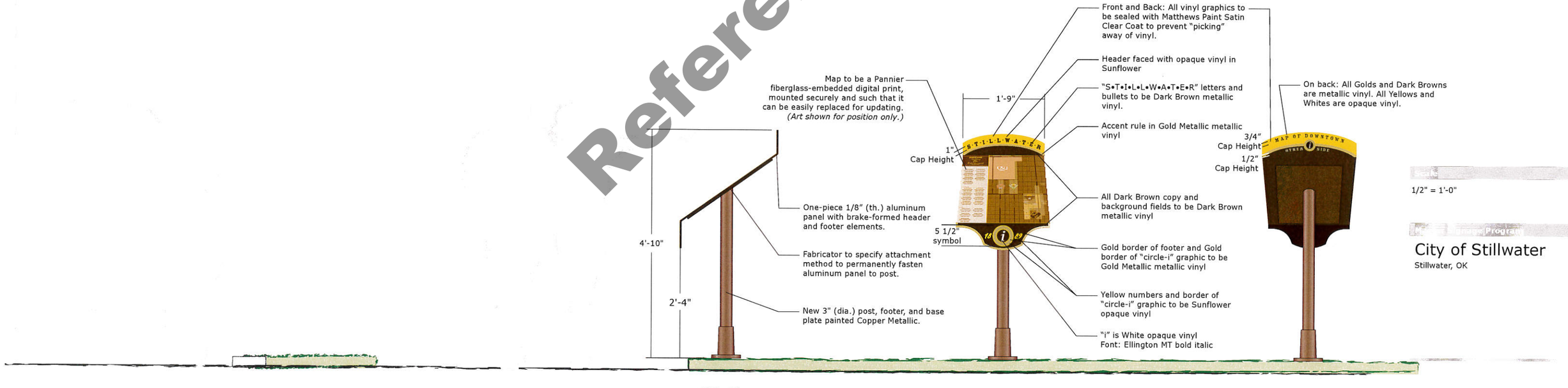
Pedestrian Map Kiosk

Dx-1

	Date	Notes
1	11.18.05	For Submittal

Color Palette

Dark Brown | White | Sunflower | Copper Metallic | Gold Metallic



1/2" = 1'-0"

Project

City of Stillwater

Stillwater, OK

corbin

109 East Front 304
Traverse City, MI 49684
231 **947.1236**