

# **Proposed Guidelines for Public Signs in the City of Colonial Heights**



**recommended by**

**Boulevard Revitalization Steering  
Committee**

**Department of Planning and Community Development**

**April 2012**

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# Proposed Guidelines for Public Signs in the City of Colonial Heights

## Introduction

In recent years the City of Colonial Heights has developed new public signs for several projects/programs. These signs have attempted to better represent the character of the City in a positive way. The signs have been developed at different times and for different purposes.

Recognizing that there are a variety of unmet needs in the City, this document is aimed at presenting a unifying overall concept of how varying public signage needs can be linked and coordinated over time based on a basic set of guiding principles.

## Existing Public Signs

The City has placed “welcome signs” at several strategic locations including the Boulevard and Temple Ave. These signs have been in place since the 1990s. Please see Exhibit 1.

### Exhibit 1 Welcome Signs

#### Boulevard



#### Temple Avenue



In addition, the City has place signs at several of its public buildings, either on the ground, or on the building including: the Courthouse, City Hall, Library and Community Center and at some City parks. Please see Exhibit 2.

**Exhibit 2- City Buildings and Facilities**

City Hall



Courthouse



Library



Community Center



## Shepherd Stadium



## Utility Facilities



### Exhibit 3 Parks



There also signs for historic buildings such as Violet Bank, Please see Exhibit 4 and for miscellaneous uses such as the organization listing on the Boulevard. Please see Exhibit 5.



## Recent Public Sign Additions

In 2005 the City added a new welcome sign at the southern end of the Boulevard as part of a larger plan to create a legacy park. The signs' design originated in the Boulevard Revitalization Steering Committee as an element to be used to help identify the Boulevard as a business corridor. As it also had to meet other City objectives and be somewhat consistent with the original welcome signs it was designed to represent these elements as well, including use of the city seal and prominent use of the City name. Please see Exhibit 6.

### Exhibit 6 Welcome Sign- Southern Entrance



Another group of five (5) signs are now being installed as part of an overall City wayfinding concept. Signs will be located at key travel intersections to both announce the City and to provide information to drivers on sites of specific interest including shopping, lodging, attractions and other points of public interest. These signs have many of the same elements in the original entrance sign including the general shape, City seal and city name. Colors have also been coordinated. Please see Exhibit 7.

## Exhibit 7 Wayfinding Sign

### Temple Ave at I-95



### Boulevard at Temple Ave



**Boulevard at Dupuy Ave**



**I-95 at W. Roslyn Road**

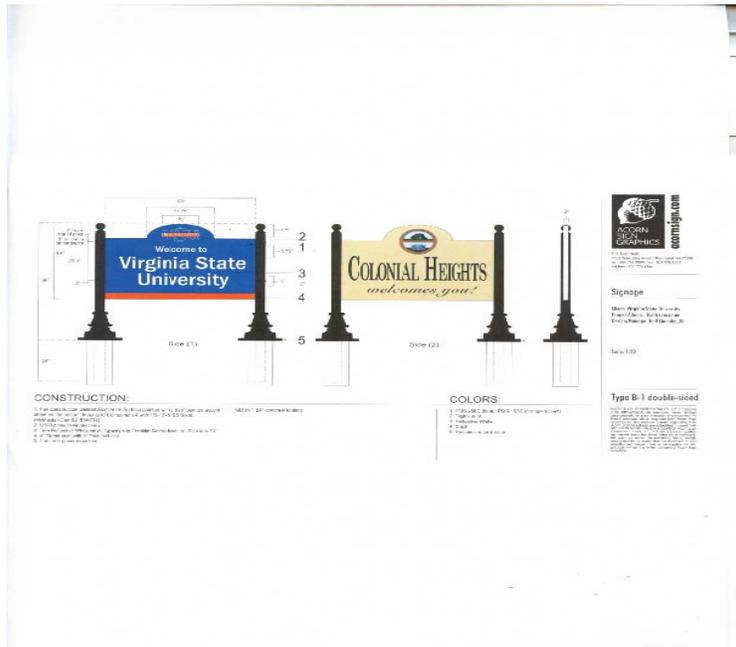


## E. Roslyn Road at Southpark Blvd



The City and Virginia State University have recently agreed upon a third sign concept that represents a joint identification of the City and University. While the design is unique, it too has several consistent elements including its general shape, use of the city seal, colors and City name. Please see Exhibit 8.

### Exhibit 8 Proposed City–Virginia State University Entry Sign –Dupuy Ave.



## **Extending the Concepts**

As can be seen from the photos and drawings above there is currently no overall theme or connection between the signs on the various forms of City sites and structures. From the recent signs developed it can readily be seen that the framework exists to expand the concepts and develop a unifying set of principles for all City public signs. This can be accomplished incrementally over time as new and or refurbished facilities come on line or as resources dictate. It is proposed that signage guidelines be developed and approved for the following types of uses:

- Entrances to the City/Welcome
- City parks
- City buildings and facilities
- Historical elements
- Other items of interest

There are many similar elements that any overall system could consist of. If we were to use the new signs recently constructed as guidance the following elements are proposed:

- Consistent word fonts and styles
- Consistent colors and materials
- Use of the City seal
- Use of the “City of Colonial Heights”
- Shapes and styles that are easily recognizable and consistent in look and materials

## **Proposed Goals**

To develop guidelines for future permanent public signage in the City of Colonial Heights that would have the following attributes:

1. Attractive- present a positive public image of the City and its people
2. Clear- present sound information in a easily understood fashion
3. Identifiable- anyone looking at any of the signs would immediately know their purpose and function and relationship
4. Have common elements that would include:
  - a. Color and materials
  - b. Shape and forms
  - c. Use of consistent fonts and wordage
  - d. Use of the City Seal
5. Comprehensive usage for all public facilities and related elements

## **Suggested guidelines**

Currently there are signs that identify City Parks, City buildings, entrance and welcome signs, wayfinding and historical elements. Exhibits 1-8 are examples of these various signs. While there are some common elements there is no consistent vocabulary of colors, materials, fonts etc.

For the refurbishing of these signs and /or the placement of any new signs the following guidelines are proposed:

1. Type of Sign usage
  - a. Welcome
  - b. Way finding
  - c. City Entrance-secondary
  - d. City Entrance-primary
  - e. City Parks
  - f. City Buildings
  - g. Historic Sites and facilities
  - h. Other
    - i. Commerce
    - ii. Hotels
    - iii. Organizations
2. Materials to be used
  - a. Permanent-low maintenance,
3. Colors-

PRIMARY COLORS



SECONDARY COLORS



COLONIAL HEIGHTS SEAL COLORS



## 4. Font

### CITY TYPE STANDARDS

#### PRIMARY SERIF

##### Century Schoolbook:

(regular):  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

(bold):  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**

(italic):  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*0123456789*

(bold italic):  
***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz***  
***0123456789***

#### SECONDARY SANS SERIF (for use in instances when a sans serif is required for legibility)

##### Myriad Pro:

(regular):  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

(bold):  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**

(italic):  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*0123456789*

(bold italic):  
***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz***  
***0123456789***

## 5.Information

- a. City Seal-Color seal to be included on all signs



- b. “City of Colonial Heights”-generally to be included on all signs
- c. Signs Shape and Foundation/base
  - i. Rectangular, with curved top for city seal
    1. Foundation to be determined based on use and location
      - a. Solid brick or other material
  - ii. Posts
    1. Wood
    2. Decorative

Examples of the proposed guidelines are as follows:

**1. Welcome and City Entrances**  
**a. Primary**



Secondary



Secondary welcome sign with base



Secondary welcome sign with decorative iron (looking) posts

## 2. Way finding



### 3. City Buildings and Facilities

#### Primary



Secondary

Secondary Building Sign for Second Level Buildings/Facilities



Secondary Building Sign with Posts (like the secondary welcome sign)



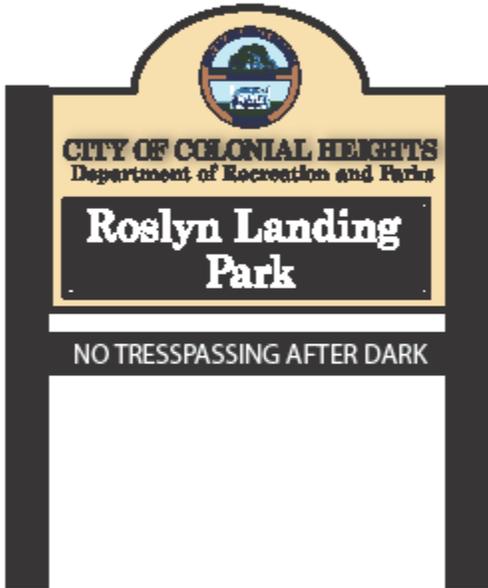
Secondary Building Sign with brick base and lower profile top  
(like the welcome sign and primary building sign)

**Building Façade**

**Mounted Signs for Building Faces**



**City Parks**



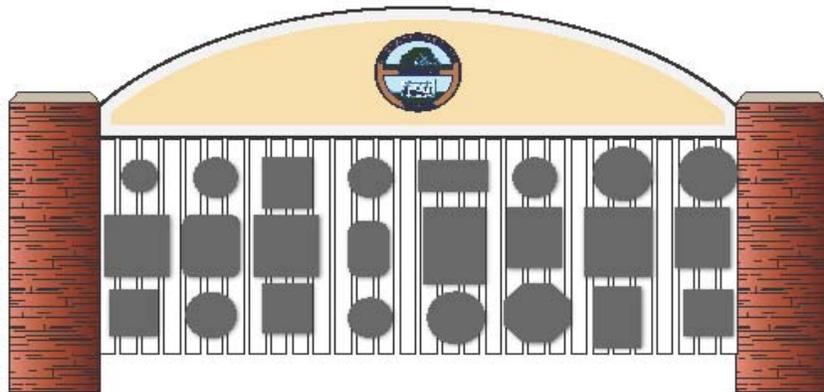
#### 4. Historic and Miscellaneous

##### Miscellaneous Signs



## Other

Update to Existing Civic Signage  
(incorporate new color scheme on masthead)



## Next Steps

Have draft guidelines reviewed by City departments

Present guidelines to City Manager and City Council for acceptance

Develop plan of implementation including cost estimates, facilities, timing etc.

