

**North Plains Chamber of Commerce/City of North Plains  
Wayfinding Signage Proposal  
November 2016**

Rationale and Considerations for proposed signage system

- 1) Component System with signage pieces to be added or subtracted as desired.
  - a) Poles (14', 12', 10')-Square or Decorative
  - b) Bases-Square or Decorative
  - c) Lamps
  - d) Street Signs (9x36 or 9x42)
  - e) Red Stop Signs (Octagonal 30x30 or 36 x36)
  - f) Directional Signs (9x36 or 9x42)
  - g) Lamps
  - h) Attachments
- 2) Components readily commercially available for purchase.
- 3) Components readily commercially available for customization.
- 4) Components readily available for duplication.
- 5) Components readily available for future purchase for signage system expansion.
- 6) Signage pieces standardized and compliant with City transportation/sign policies.
- 7) Components made in the USA preferable.
- 8) System easily installed using known current construction methods by a reputable sign company or City Public Works. With knowledge support provided by the manufacturer of components.
- 9) Unified theme.
- 10) Unified and consistent font use (size, kerning, font style, characters etc...).
- 11) Purchase of font license if necessary.
- 12) Consistent use of directional arrows.
- 13) Use of Highway Gothic font or some other contemporary Sans Serif font suitable for street signs.
- 14) Font use determined by proven use of legibility and recognition of street signs.
- 15) Consistent color use across the system.
- 16) Consistent size use.
- 17) Consistent use of City brand.
- 18) Reflective lettering as used on street signs for night visibility.
- 19) Size customization of Welcome to North Plains sign
  - a) Unified and consistent font use of legible script font for "Welcome to" text.
  - b) Purchase of font license if necessary
  - c) Size (14"x36" or 14"x42")
  - d) Consistent use with remainder of wayfinding signage.
- 20) Consistent site placement of signage.
- 21) Consistent installation and current construction methods of signage as approved by City and accordance with City policies.
- 22) Consistent signage alignment, signage height off of the ground, and space between signs on the same pole.
- 23) Consistent attachment of signage to poles
- 24) Business Signage will be custom component system based on main Wayfinding system.
  - a) Consistent use of pole size, base, signage , size, color, font, alignment, spacing, height parameters etc... as main wayfinding signage system.