

CITY OF BIRMINGHAM, MICHIGAN

CITYWIDE WAYFINDING AND SIGNAGE DESIGN PROGRAM

SIGNAGE AND WAYFINDING STUDY

MAY 2004

CarterBurgess



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1.0 INTRODUCTION

1.1 BACKGROUND

In order to better understand the criteria introduced here, it is important to explain the general background behind the development of this document. In September of 2002, the City of Birmingham, Michigan contracted Carter & Burgess to analyze and make general recommendations on a citywide wayfinding and signage system that would help alleviate some of the confusion and clutter that is currently being experienced around the community. Other criteria included developing a signage system that would complement both the modern and historical aspects of Birmingham. Through a series of information gathering meetings and presentations with the citizens, Planning Board and other interested parties, Carter & Burgess developed the guidelines and recommendations presented within this document.

1.2 PURPOSE

The Birmingham, Michigan Citywide Wayfinding and Signage Design Program is designed to establish a vision and long-range set of general guidelines for the community's current and future signage needs. One purpose of this document is to serve as a blueprint for addressing the signage system as it relates to wayfinding around the city and identification of key points of interest within the overall community. The development framework recommended will ensure that such signage will be consistent during short-term and long-term community development. To ensure a consistent approach to the design of the signing and graphics system for the City of Birmingham, the guidelines set forth in this document shall establish the general parameters that should be adhered to in order to maintain a consistent and high quality signing system. This document shall be the basic criteria upon which future signs, graphics and standards are based, and will provide citywide consistency in the presentation of it's information.

More specific criteria relating to graphic layout, letter style, arrow use, size relationships, color relationships, illumination, sign types/characteristics, mounting conditions and general fabrication will be set forth in a future signage guidelines manual.

The overall goals for this sign program include:

- Building recognition for a citywide wayfinding system
- Identifying and prioritizing all destinations which will be displayed on the signage
- Identifying primary and secondary entrance points into the city (gateways)
- Identifying primary and secondary general traffic flow paths throughout the city
- Establishing a separate identity (branding) for Districts and Neighborhoods
- Creating a uniform and recognizable identification system for parking decks and surface lots
- Trailblazing to parking garages and surface lots
- Establishing consistent nomenclature and terminology for use on all applicable signage
- Reducing current citywide sign clutter
- Minimizing legal signs and consolidating where needed
- Increasing visibility of signage by using common shapes, and appropriate placement and sizing of elements
- Limiting directional messaging to 2- 3 messages per direction
- Establishing graphic consistency for message organization, color usage, typography and symbols
- Establishing directories as a recognizable icon of information

1.3 SCOPE

The Birmingham, Michigan Citywide Wayfinding and Signage Design Program's scope of work includes the development of the general criteria for the signage and wayfinding system, especially for primary areas used throughout the community by the public (see Figure 1.5.3 Destination Location Diagram). The general guidelines established by this document can be found in Section 2.0: Graphic Standards.

Additionally, sign type guidelines, layouts and general details are included in this document. These are intended to be used as a reference when designing any wayfinding, identification and informational signage for the City of Birmingham.

General signage guidelines included in this document:

- Typography
- Color Standards
- Arrow/Symbols
- Sign Types
- General Locations

Signs Regulated by this document:

- All city destination pedestrian directional signs
- All city destination vehicular directional signs
- Identification signs for Downtown parking garages and surface lots
- Identification signs for surrounding community districts and neighborhoods
- Identification signs for City gateways
- City destination informational signs (directories)

Signs Not Regulated by this document:

- Tenant/Concession Identification
- Pedestrian or Vehicular Regulatory signs
- DOT signs
- Vehicular pavement markings
- Interior Parking Garage signage
- Work Zones (Construction)

1.4 BIRMINGHAM SIGNAGE PHILOSPHY

1. Develop ONE Signage System

Though there are varying conditions within the city that will be supported by the signage, it must always maintain continuity throughout. Development of separate unassociated systems for each area (roadways, parking, walkways, etc) could dramatically alter the overall wayfinding. For example, additions, modifications and/or relocation of signs on the roads could have an affect on the wayfinding along pedestrian routes. Therefore, developing and maintaining one cohesive, consistent and comprehensive system will enhance the users decision making process and perception of Birmingham as a whole.

2. Create an Identity for Birmingham

One of the most important aspects of the signage system is the opportunity it offers to establish an entirely new visual image for the City of Birmingham. With a fresh, consistent, and dynamic visual image in place, the public will be encouraged to take another look at how to navigate Birmingham. But the changes must be more than skin deep. Real communications improvements must be made, and the more significant the change, the more significant the awareness of it will be.

3. Design a System for Today and the Future

In an ever changing environment such as a city, there is rarely a good time to implement a major change-out of the signage program. Current uses often compete with future needs for available dollars. Good design practice requires stepping back, taking a hard look at the long term, and developing a series of scenarios, which serve both the near and long term. If planned properly, flexibility and fluidity of design will address most of the issues that arise.

1.5 METHODOLOGY

To properly coordinate a complete and comprehensive citywide wayfinding system, the project team had to complete an in-depth analysis of the city's overall vehicular roadway traffic flows, entry gateways and pedestrian use of the Downtown area. This was achieved through on-site surveys, documentation review and information gathering meetings with Planning Board members, citizens and key interest groups.

1.5.1 DESTINATION LISTINGS

A complete list of all city destinations, including the Downtown and surrounding community areas was compiled through the aforementioned meetings with the City and other interested parties. This list revealed to the Project Team how the city generally functioned and what information and destinations were most important to it's citizens. It also gave the Project Team a better understanding of how the City's vehicular and pedestrian traffic currently flowed and which of these destinations should be included as appropriate messaging on directional, identification and informational signage (see Table 1.1).

TABLE 1.1: INITIAL PRELIMINARY DESTINATIONS		
PARKING FACILITIES <ul style="list-style-type: none">• N. Old Woodward Parking Garage• Pierce Street Parking Garage• Peabody Street Parking Garage• Park Street Parking Garage• Chester Street Parking Garage• Surface Lot 6• Surface Lot 7• Surface Lot 9	BUSINESS DISTRICTS <ul style="list-style-type: none">• Bowers Business District• Railroad Business District• Central Business District• North Business District• Gallery Row• South Business District• East Maple Business District	CITY PARKS <ul style="list-style-type: none">• Pembroke Park• Kenning Park• St. James Park• Poppleton Park• Howarth Park• Crestview Park• Linden Park• Smith Park• Manor Park• Quarton Park• West Lincoln Park• Martha Baldwin Park• Shain Park
POINTS OF INTEREST <ul style="list-style-type: none">• Historical Museum• Ice Sports Arena• Springdale Golf Course• Lincoln Hills Golf Course	PUBLIC SERVICES <ul style="list-style-type: none">• Barum Health Center• BASCC• Baldwin Library• Municipal Public Building• Service Department• Post Office• Adams Fire Station• Chesterfield Fire Station	
RECREATION <ul style="list-style-type: none">• B/B Art Center Association• Community House• YMCA		NEIGHBORHOODS <ul style="list-style-type: none">• Southfield Road• Ravines Neighborhood• Central Lincoln• Central Birmingham• Birmingham Villas• Birmingham Estates• Coryell Park• Crestview• Fairfield• Pembroke Manor• HAL Neighborhood• Torry/Sheffield Estates• Hidden Ravines• Quarton Lakes• Holy Name/Mill Pond• Howarth - St. James• South Poppleton• Manors of Birmingham• Hazel/Chestnut/Forest
CEMETERIES <ul style="list-style-type: none">• Greenwood Cemetery• Clover Hill Cemetery	HOTELS <ul style="list-style-type: none">• Holiday Inn Express• Townsend Hotel• Hamilton Hotel	
TRANSPORTATION <ul style="list-style-type: none">• Amtrak Rail Station	HISTORIC NEIGHBORHOODS <ul style="list-style-type: none">• Shain Park Historical• Central Downtown• Bates Historical District	

Due to the overwhelming number of listings and impracticality for complete implementation into a signing system, it was determined that the destinations needed to be streamlined to a much smaller set of primary destinations. This refined list was decided upon through meetings and presentations with the Planning Board, citizens and other interest parties of Birmingham. These destinations are intended to be included on directional, identification and informational signage as deemed appropriate by the location of each individual sign and it's intended level of viewing (see Tables 1.1, 1.2, 1.3).

The following refined destination lists are to be used only with their specified sign types:

TABLE 1.2: DIRECTIONAL SIGNAGE DESTINATIONS		
PARKING FACILITIES <ul style="list-style-type: none">• N. Old Woodward Parking Garage• Pierce Street Parking Garage• Peabody Street Parking Garage• Park Street Parking Garage• Chester Street Parking Garage• Surface Lot 6• Surface Lot 7• Surface Lot 9	BUSINESS DISTRICTS <ul style="list-style-type: none">• Central Business District• Railroad Business District• Gallery Row• South Business District• East Maple Business District	CITY PARKS <ul style="list-style-type: none">• Kenning Park• Quarton Park• Shain Park
POINTS OF INTEREST <ul style="list-style-type: none">• Historical Museum• Ice Sports Arena	PUBLIC SERVICES <ul style="list-style-type: none">• Barum Health Center• BASCC• Baldwin Library• Municipal Public Building	
RECREATION <ul style="list-style-type: none">• B/B Art Center Association• Community House		
CEMETERIES <ul style="list-style-type: none">• Greenwood Cemetery	HOTELS <ul style="list-style-type: none">• Townsend Hotel	
TRANSPORTATION <ul style="list-style-type: none">• Amtrak Rail Station		

TABLE 1.3: IDENTIFICATION SIGNAGE DESTINATIONS

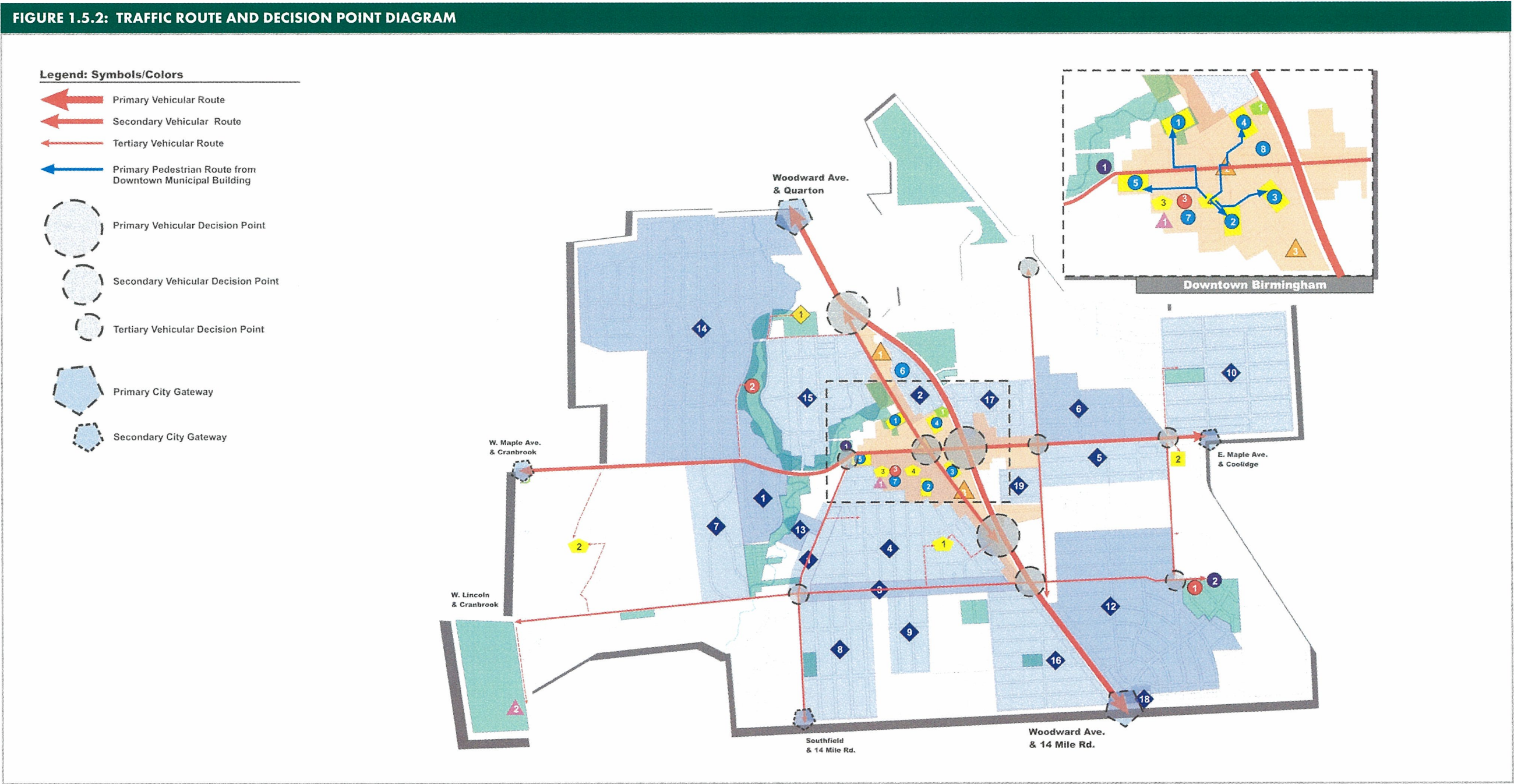
PARKING FACILITIES	BUSINESS DISTRICTS	NEIGHBORHOODS
<ul style="list-style-type: none"> • N. Old Woodward Parking Garage • Pierce Street Parking Garage • Peabody Street Parking Garage • Park Street Parking Garage • Chester Street Parking Garage • Surface Lot 6 • Surface Lot 7 • Surface Lot 9 	<ul style="list-style-type: none"> • Bowers Business District • Central Business District • North Business District • Gallery Row • South Business District • East Maple Business District 	<ul style="list-style-type: none"> • Southfield Road • Ravines Neighborhood • Central Lincoln • Central Birmingham • Birmingham Villas • Birmingham Estates • Coryell Park • Crestview • Fairfield • Pembroke Manor • HAL Neighborhood • Torry/Sheffield Estates • Hidden Ravines • Quarton Lakes • Holy Name/Mill Pond • Howarth - St. James • South Poppleton • Manors of Birmingham • Hazel/Chestnut/Forest

TABLE 1.4: INFORMATIONAL (DIRECTORY) SIGNAGE DESTINATIONS

PARKING FACILITIES	BUSINESS DISTRICTS	CITY PARKS
<ul style="list-style-type: none"> • N. Old Woodward Parking Garage • Pierce Street Parking Garage • Peabody Street Parking Garage • Park Street Parking Garage • Chester Street Parking Garage • Surface Lot 6 • Surface Lot 7 • Surface Lot 9 	<ul style="list-style-type: none"> • Bowers Business District • Railroad Business District • Central Business District • North Business District • Gallery Row • South Business District • East Maple Business District 	<ul style="list-style-type: none"> • Pembroke Park • Kenning Park • St. James Park • Poppleton Park • Howarth Park • Crestview Park • Linden Park • Smith Park • Manor Park • Quarton Park • West Lincoln Park • Martha Baldwin Park • Shain Park
POINTS OF INTEREST	PUBLIC SERVICES	NEIGHBORHOODS
<ul style="list-style-type: none"> • Historical Museum • Ice Sports Arena • Springdale Golf Course • Lincoln Hills Golf Course 	<ul style="list-style-type: none"> • Barum Health Center • BASCC • Baldwin Library • Municipal Public Building • Service Department • Post Office • Adams Fire Station • Chesterfield Fire Station 	<ul style="list-style-type: none"> • Southfield Road • Ravines Neighborhood • Central Lincoln • Central Birmingham • Birmingham Villas • Birmingham Estates • Coryell Park • Crestview • Fairfield • Pembroke Manor • HAL Neighborhood • Torry/Sheffield Estates • Hidden Ravines • Quarton Lakes • Holy Name/Mill Pond • Howarth - St. James • South Poppleton • Manors of Birmingham • Hazel/Chestnut/Forest
RECREATION	HOTELS	
<ul style="list-style-type: none"> • B/B Art Center Association • Community House • YMCA 	<ul style="list-style-type: none"> • Holiday Inn Express • Townsend Hotel • Hamilton Hotel 	
CEMETERIES	HISTORIC NEIGHBORHOODS	
<ul style="list-style-type: none"> • Greenwood Cemetery • Clover Hill Cemetery 	<ul style="list-style-type: none"> • Shain Park Historical • Central Downtown • Bates Historical District 	
TRANSPORTATION		
<ul style="list-style-type: none"> • Amtrak Rail Station 		

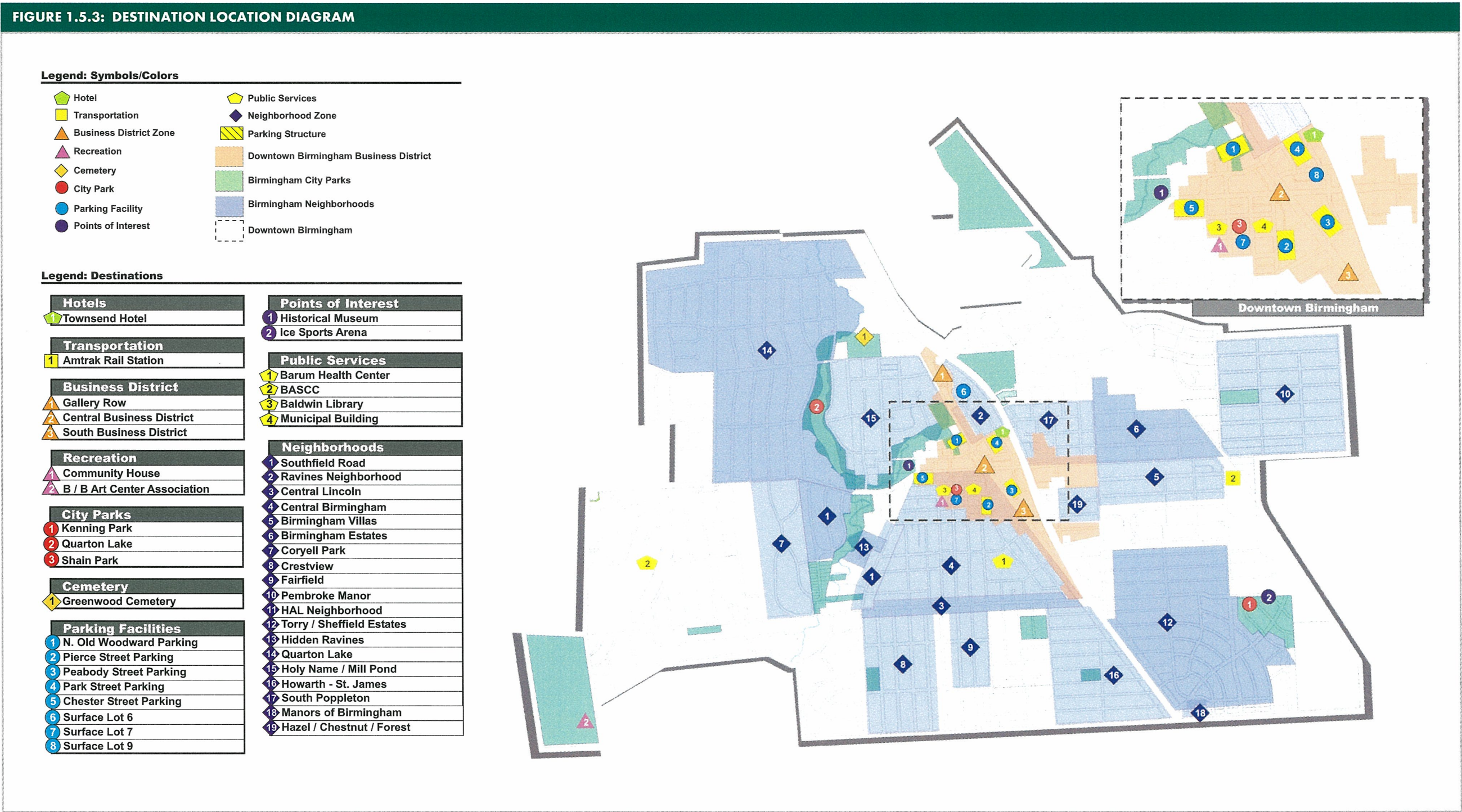
1.5.2 TRAFFIC ROUTES AND DECISION POINTS

The Project Team reviewed city maps, documentation and photos to help identify primary and secondary vehicular entry gateways into the city of Birmingham. These gateways were defined by the Project Team as the primary or secondary points-of-origin for all major vehicular traffic coming into the city. Additionally, in order to better understand the city's traffic flow patterns, all primary, secondary and tertiary streets were identified in a schematic format to depict the most frequently traveled vehicular routes within the city limits. Major vehicular decision points were then identified and also shown schematically. Pedestrian routes from the center of the Downtown area to the surrounding parking facilities were also briefly identified and shown for reference. This schematic diagram was presented to the city for reference and to aid in explaining the project teams understanding of existing conditions within the City of Birmingham (see Figure 1.5.2).



1.5.3 DESTINATION LOCATIONS

Using the destination listings developed during the initial analysis, the project team created a legend and schematic diagram to clearly depict these various destination categories. This diagram was also presented to the city for reference and to aid in explaining the project teams understanding of the final destinations locations within the City of Birmingham (see Figure 1.5.3).



1.5.4 DECISION FLOWCHARTS

There are usually two major levels of sign viewing within most wayfinding systems: pedestrian and vehicular. Both vehicular and pedestrian users were considered when developing the decision flowcharts. These flowcharts were developed to explain graphically the process in which decisions are made and how users get from one destination to another within the City of Birmingham (see Figure 1.5.4, 1.5.5, 1.5.6).

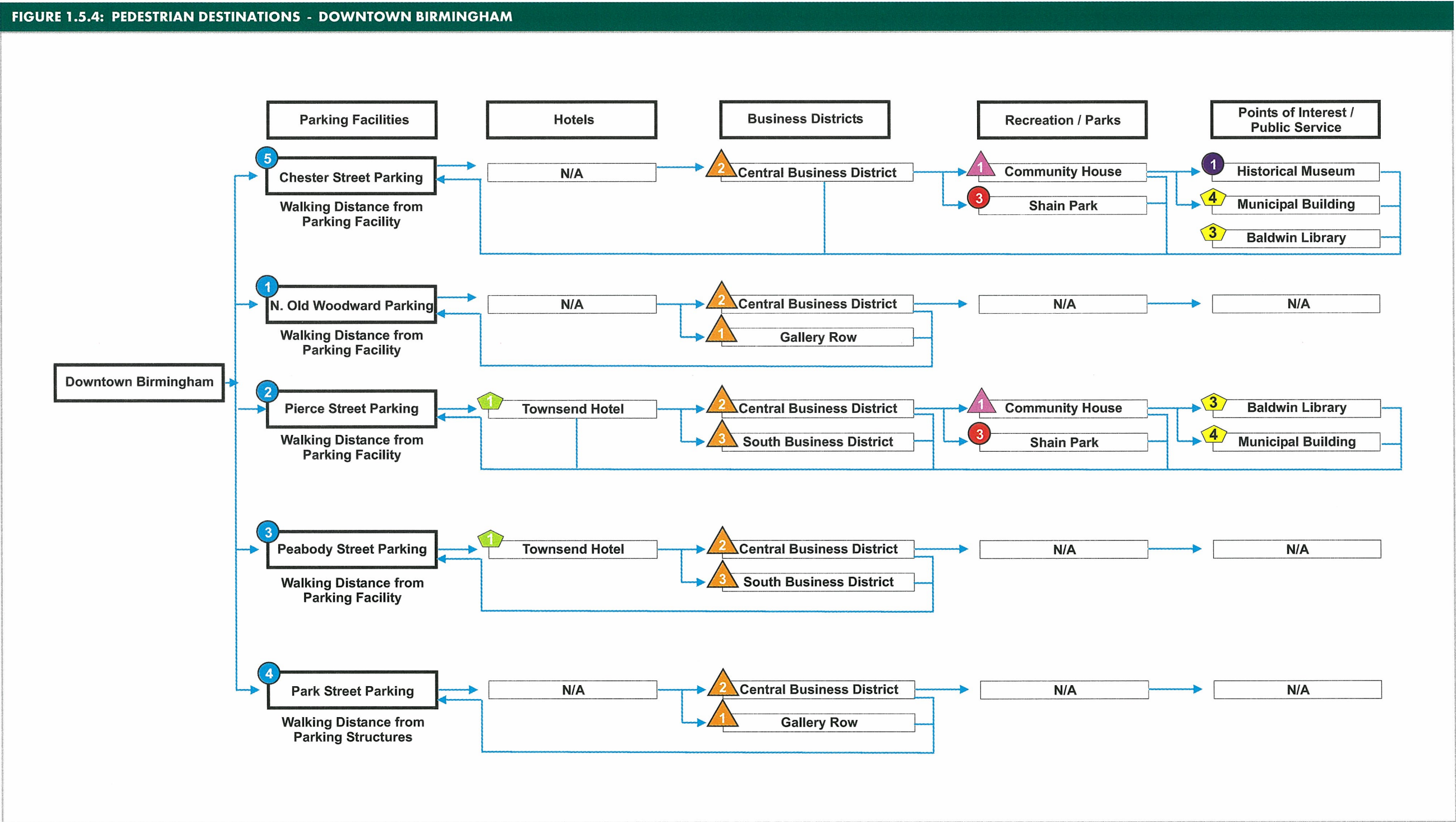


FIGURE 1.5.5: VEHICULAR DESTINATIONS - FROM CITY GATEWAYS

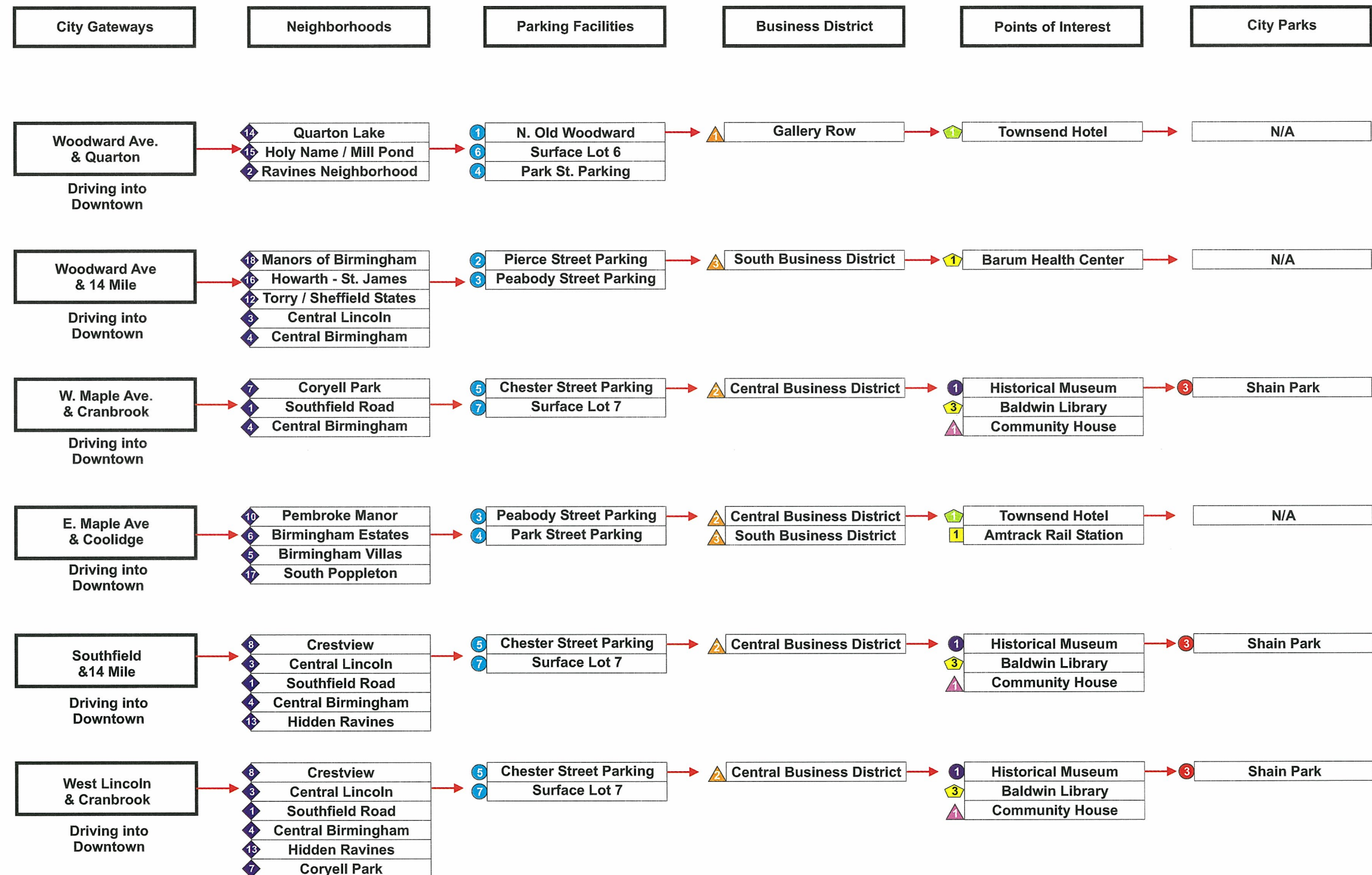
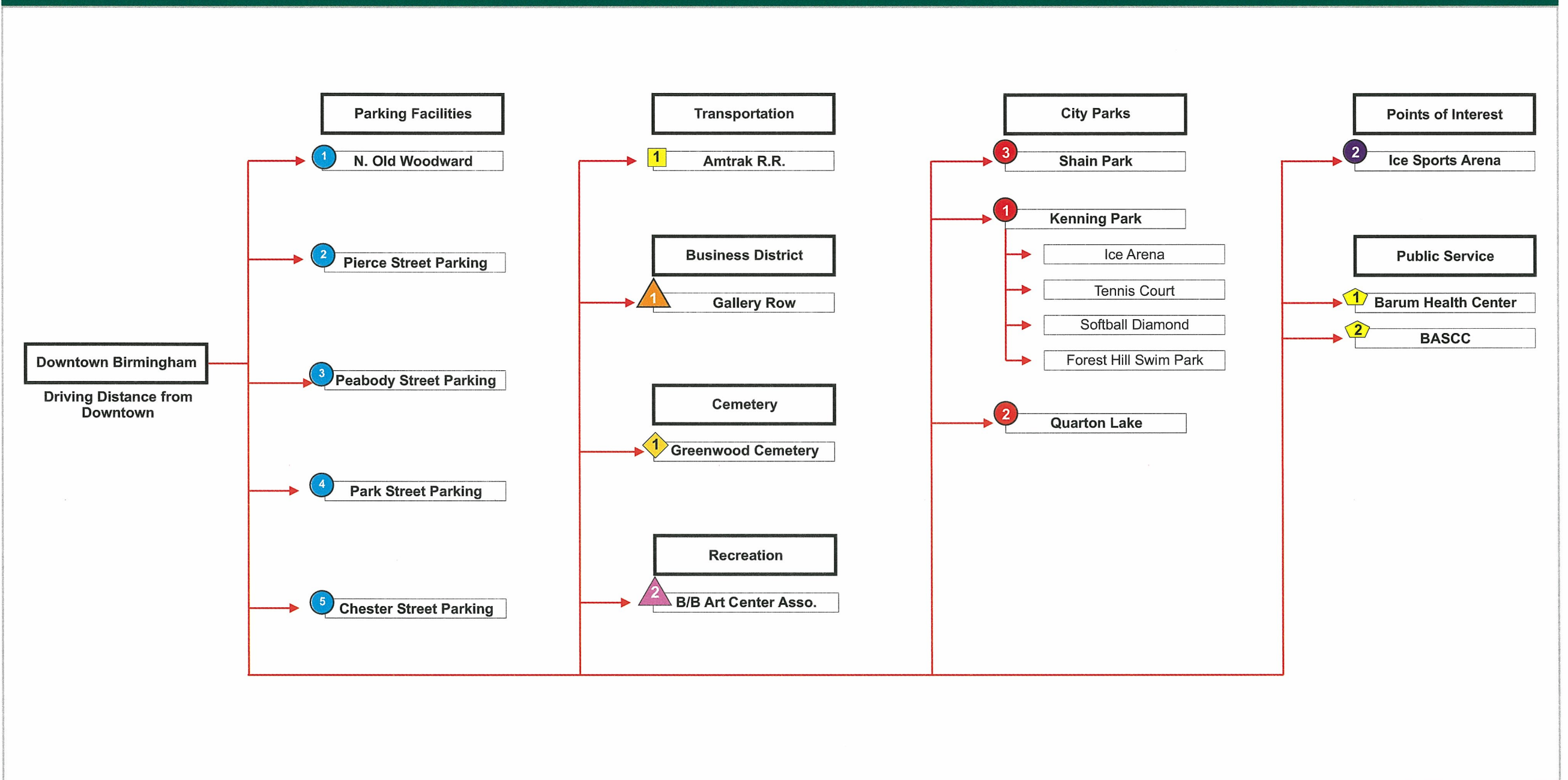


FIGURE 1.5.6: VEHICULAR DESTINATIONS - DOWNTOWN BIRMINGHAM



GRAPHIC GUIDELINES

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2.0 GRAPHIC GUIDELINES

2.1 OVERVIEW

Understanding the needs of the traveling public and how it will react to a system of graphic displays is as much a study of human behavior as it is a study of graphic design. In order to get the desired results from a sign system, a logical method of thinking on the part of city management, environmental graphic consultants, fabricators and designers must be employed.

It is important for signs to adhere to a basic guideline of copy styles and sizes, consistent terminology, recognizable and universally acceptable symbols and uniform colors for standard functions. Message content must be in layman's language, understandable by first-time as well as frequent travelers. This section covers key elements that impact the effectiveness of a signage system and overall wayfinding within the City of Birmingham.

This document attempts to highlight several ideas, but the primary goal is the development of ONE seamless and cohesive signage system. In order for this critical objective to be accomplished, design of new signs must take into consideration the overall impact. In order to be optimal, citizens and visitors should be presented with one consistent system from the roadways and walkways of the city. Designers must understand that their design in a specific area is but one piece in the overall signage puzzle. To guide all stages of development of the signage system it is necessary to envision what it can and should be. Without a unified vision the resulting system will likely become fragmented with less than expected results.

With this being said, there are several components that must come together to make-up an effective signage system. Consistency in the application and usage of each of these is paramount in the development of an optimal system. This section seeks to identify and set guidelines for these components as they relate to signage within the City of Birmingham. The following elements will be covered in general detail to help establish a consistent signage system:

- Font types, size relationships ,kerning, spacing
- Nomenclature and terminology
- Message hierarchy
- Color standards
- Arrow orientation and sizing
- Symbols
- Branding of particular elements
- Mounting requirements

2.1.1 GENERAL GUIDELINES

The following general guidelines should also be adhered to when developing any signage that will be a part of the overall wayfinding system within the City of Birmingham:

- Eliminate visual clutter by concentrating and organizing messages into fewer and more deliberate signs
- Visualize signage as a wayfinding highlight, interesting and pleasing in form and graphics
- Control and limit the diversity of signage materials and sign types
- Successfully integrate some elements of Birmingham's character within this style
- Utilize appropriately sized graphics
- Display limited, succinct and consistent nomenclature
- Be supported by international symbols as appropriate
- Streamline ADA seamlessly into signage
- Nomenclature, design styles, colors, typography, symbols and other design details should be appropriately consistent throughout all parts of the sign system
- The sign system should utilize a discreet family of sign types and maximize their use, while minimizing the use of non-standard sign types
- Identify and reserve a color palette exclusive for signage, and apply this in a limited and controlled fashion
- Enhance ease of wayfinding
- Focus on delivering the right message, in the right place, and at the right time
- Be harmonious with the history and environment of the city

2.2 TYPOGRAPHY

2.2.1 CAPITALIZATION

Aside from special decorative identification uses and certain regulatory signs, all sign word messages should be in initial uppercase followed by lowercase. The following should also be adhered to:

- As required by the Americans with Disabilities Act, all messages should be appropriately sized per viewing level and height of sign face from the ground
- For better legibility, lower case letters should have a lowercase "x" height that should be approximately two-thirds the height of the uppercase letter
- All words should be capitalized except for articles, prepositions and conjunctions
- A consistent capital letter height will be maintained when signs are used in sequence

2.2.2 TYPOGRAPHIC RESTRICTIONS

Typefaces or weights not described above should not be used within the City of Birmingham. Modification of letter shapes is prohibited. Condensed, extended, slanted, outlined or otherwise distorted type should not be used unless deemed appropriate for the sign type and it's intended message and audience.

2.2.3 LETTER SPACING

Unless otherwise indicated, all sign messages shall follow the vendor's normal or "kerned" letter spacing standards. Messages set according to the type vendor's letter spacing standards will not normally require adjustment. In some circumstances, modification of spacing between individual letter pairs may improve the appearance of a sign message. Designers are required to review sample messages for all sign projects and shall recommend spacing modifications where they can be shown to be advantageous. In these instances hand-kerning will be required to adjust spacing. Also, hand-kerning may be required on internally illuminated signs to prevent "halation." Note that messages on highway signage must be verified by a licensed traffic engineer for adequate spacing.

Reducing normal letter or word spacing (e.g. to fit a lengthy message within a restrictive layout area) should be avoided.

Punctuation marks, which relate to two letters should be spaced equally from both letters.

2.2.4 WORD SPACING

Word spacing between related words is normally ¾ (.75) times the capital letter height. (For example, a message using 4" cap letters will have 3" between words). (See Figure 2.2.5).

2.2.5 LINE SPACING

Line spacing shall be ½ (.50) times the cap letter height for words of a related message line. Spacing between unrelated message lines shall typically be 1 times the cap letter height. (See Figure 2.2.6).

2.2.6 TYPE SIZES

Standard type sizes will be listed for each specific sign type per each individual layout.

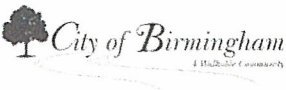


FIGURE 2.2.1: TYPEFACE - BELL GOTHIC BLACK BT

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n
o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0
! @ # \$ % ^ & * () / ? ' ' " , .

FIGURE 2.2.2: TYPEFACE 2 - BELL GOTHIC BT BOLD

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n
o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0
! @ # \$ % ^ & * () / ? ' ' " , .

FIGURE 2.2.3: TYPEFACE - NEW CALDONIA REGULAR

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n
o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0
! @ # \$ % ^ & * () / ? ' ' " , .

FIGURE 2.2.4: TYPEFACE - CYGNET ROUND REGULAR

*A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n
o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0
! @ # \$ % & * () / ? ' ' " , .*

NOTE:

Refer to **Section 3.0: Sign Types** for correct usage of these typefaces to their corresponding sign type.

FIGURE 2.2.5: WORD SPACING

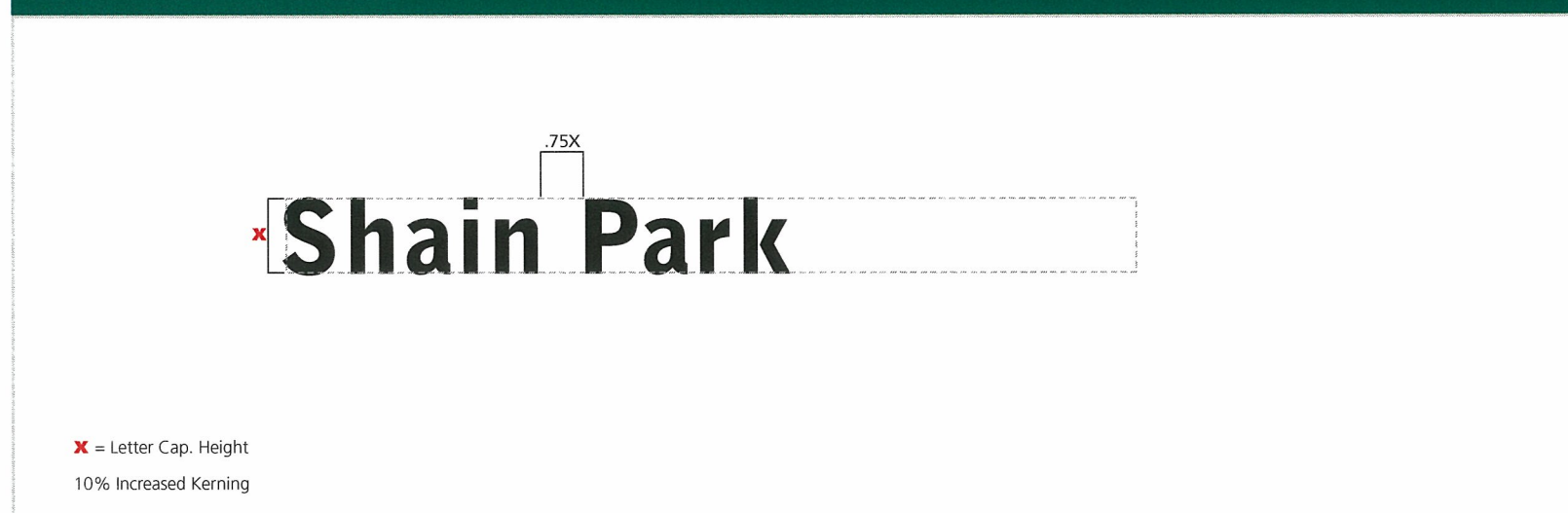
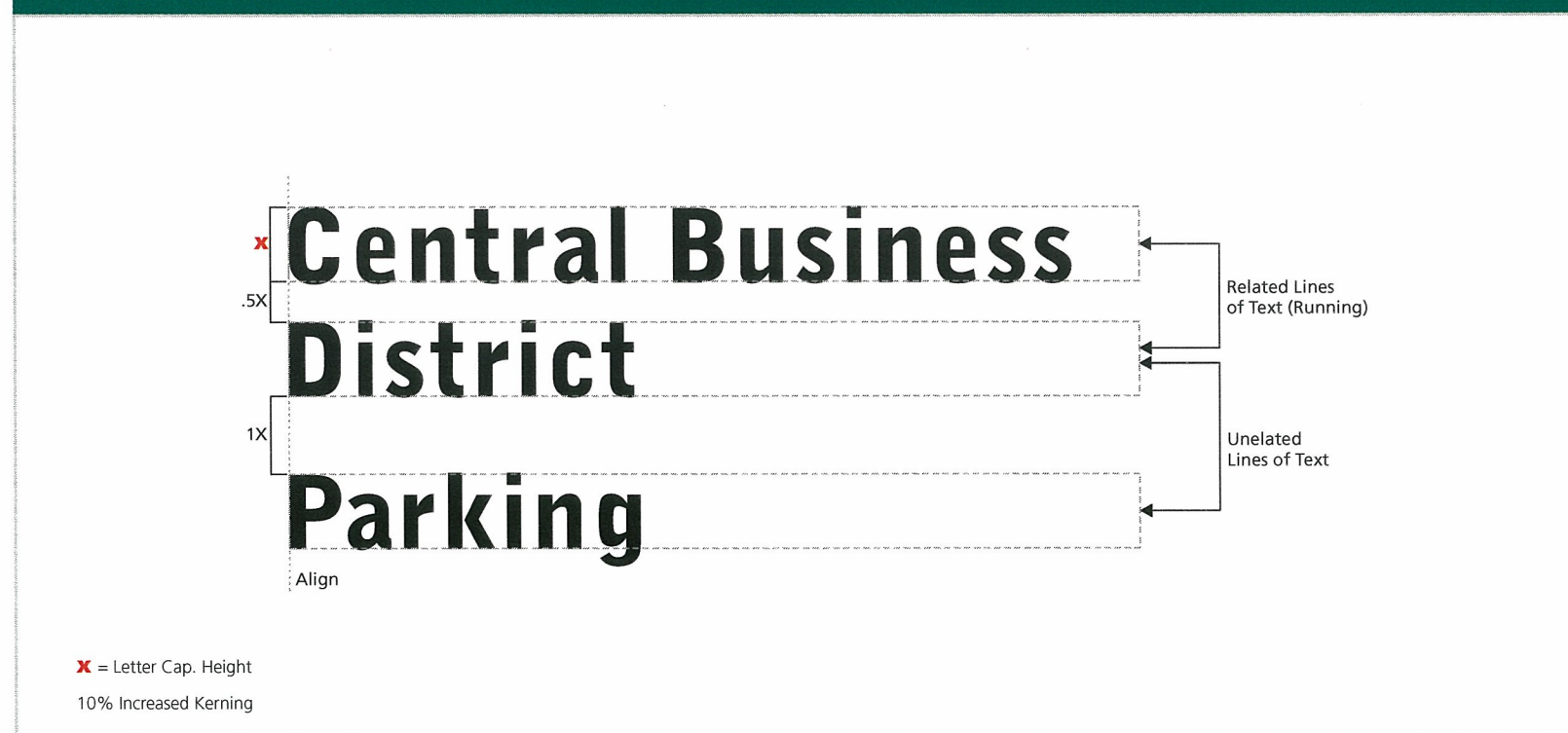


FIGURE 2.2.6: LINE SPACING



2.3 ARROWS/SYMBOLS

2.3.1 ARROWS

Arrow symbols used as directional elements are more flexible and require less sign layout space than messages. Careful review of sign layouts must be done in order to produce proper proportioning between arrows, messages, symbols and sign panel dimensions (see Figure 2.3.1).

The orientation and directional information that arrow symbols intend to convey is of equal importance to the consistent use of the recommended single style arrow. The arrow orientation to convey "straight ahead" is of particular interest. Either "up arrow" or the "down arrow" can be used. Once a method has been selected for the "straight ahead" arrow orientation, consistent application should be continued throughout the signage system. The following are a few guidelines for the use of arrows:

1. Arrow Orientations/Applications (see Figures 2.3.2, 2.3.3)

- The standard arrow can be rendered in eight (8) different orientations. No alternate orientations are acceptable.
- Roadway Signs: Arrow orientation should follow the guidelines provided in the Manual of Uniform Traffic Control Devices (MUTCD). Arrow position on overhead signs shall relate to the traffic lanes.
- Exterior Signs: Arrow orientation should follow the guidelines provided in this section. Straight-ahead pedestrian movement should be indicated by upward-facing arrows, unless a downward-facing arrow can be shown to be clearly advantageous in a specific circumstance. Straight downward-facing arrows are normally reserved to indicate movement to a lower level.

2. Arrow Layout (see Figure 2.3.4)

- The placement of arrows on sign faces should conform to the standard guidelines provided. Arrows may not be positioned in any other location on the sign face.
- Arrows should not point into text. Left-facing arrows should be located on the left side of signs, and right-facing arrows should be located on the right side of signs. Upward-facing arrows are normally located closest to the flow of traffic.
- Roadway Overhead Signs: Arrows should be held within a designated area along the lower edge of the message area. Arrows are normally positioned flush with the bottom edge of the designated arrow area.
- Roadway Ground-Mount Signs: Arrows should be held within a designated vertical column along the left or right side of the message area.
- Exterior Signs: Arrows should be held within a designated vertical column along the left or right side of the message area.

FIGURE 2.3.1: ARROW LAYOUT

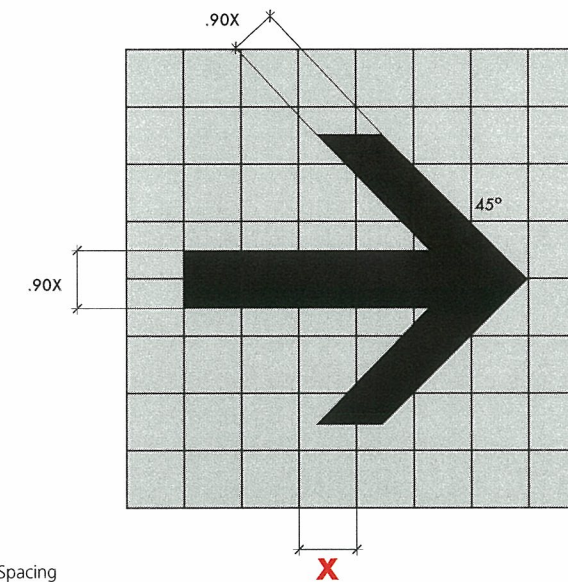


FIGURE 2.3.2: ARROW ORIENTATIONS

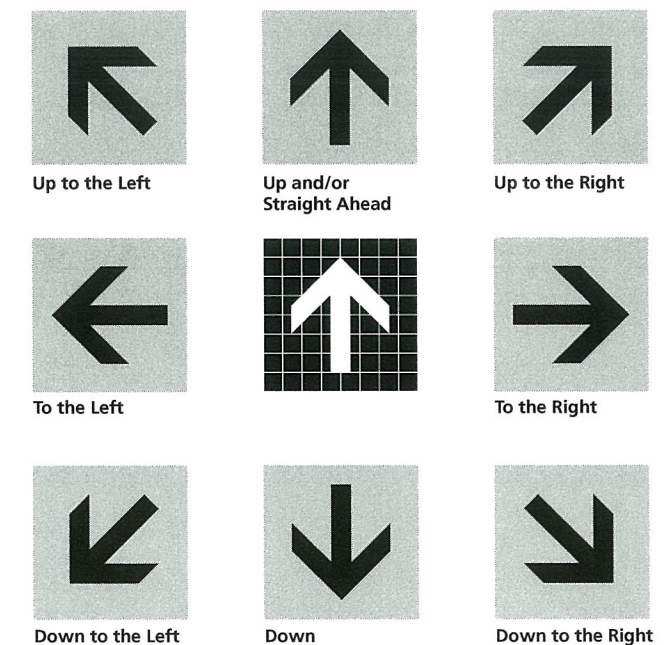





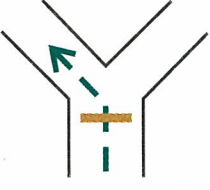

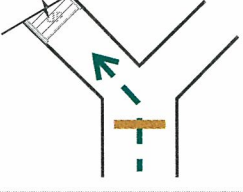

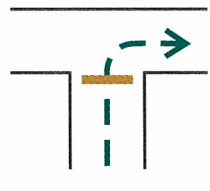

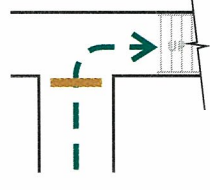


FIGURE 2.3.3: ARROW APPLICATIONS

ARROW ORIENTATION	LOCATION PLAN EXAMPLE	INTERPRETATION
		Straight Ahead
		Up
		Ahead on Left
		Up on Left
		Ahead on Right
		Up on Right


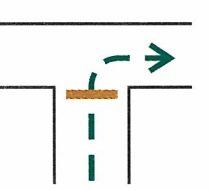

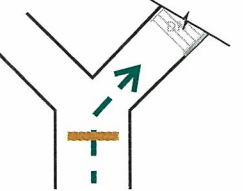

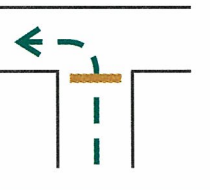

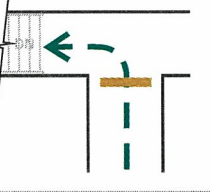

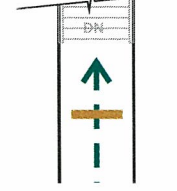
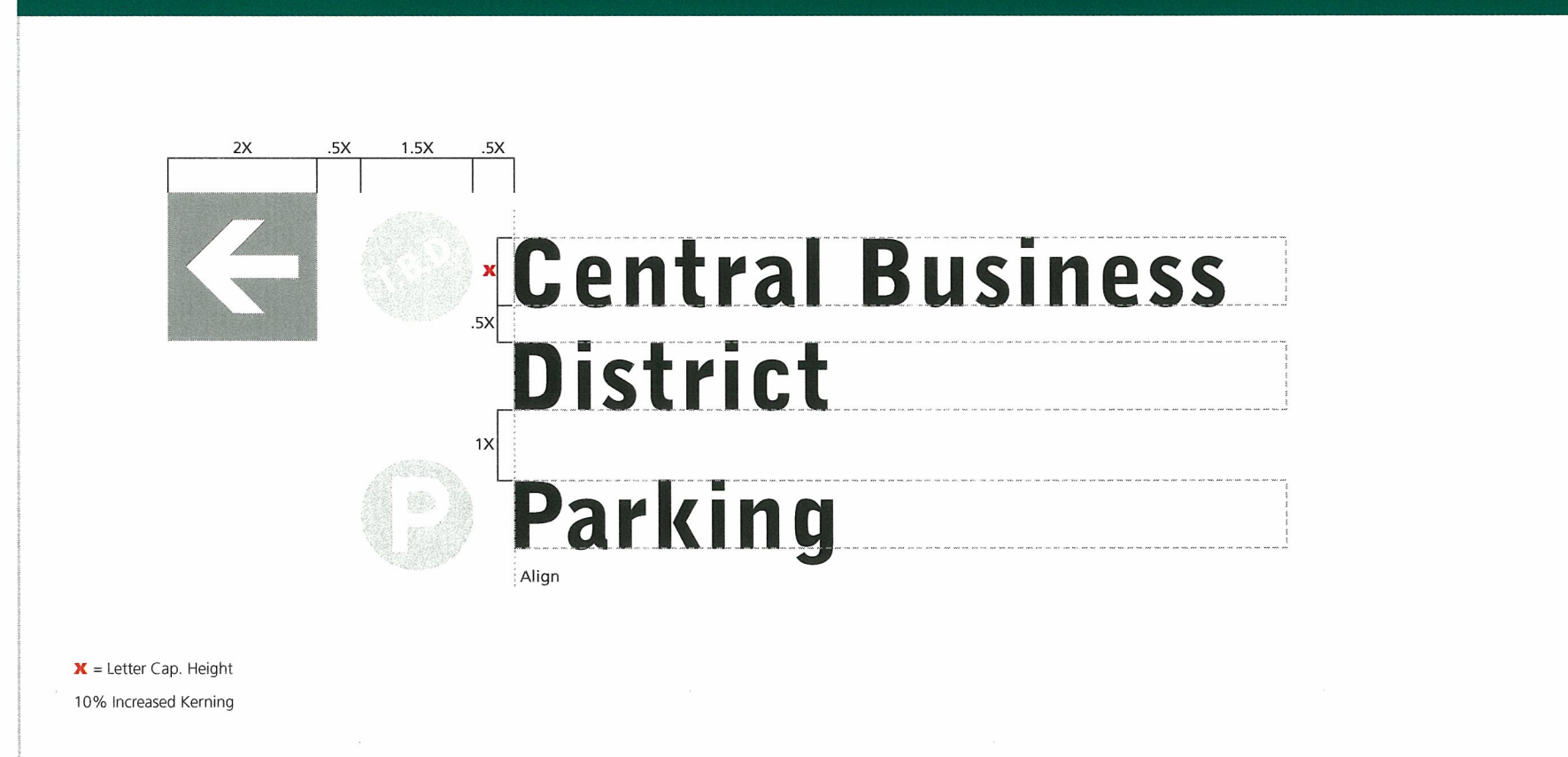
ARROW ORIENTATION	LOCATION PLAN EXAMPLE	INTERPRETATION
		Right
		Down on Right
		Left
		Down on Left
		Down

FIGURE 2.3.4: ARROW LAYOUT



2.3.2 SYMBOLS

In addition to arrows, the development of a cohesive bank of symbols is as critical to the creation of a comprehensive messaging system. These symbols must work in harmony with the messages, and with great consistency between different sign types.

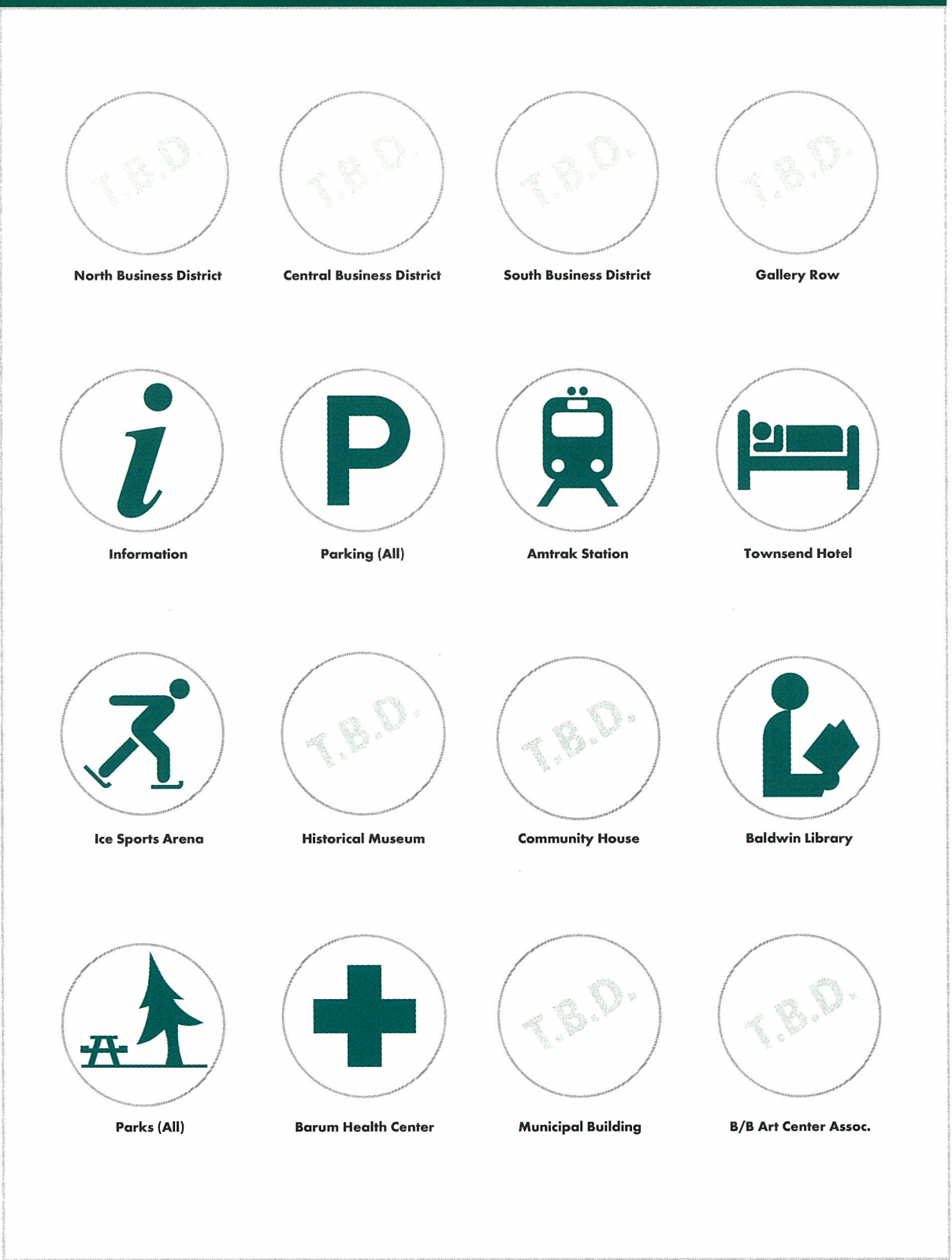
The American Institute of Graphic Arts (AIGA), under contract to the US Department of Transportation have long since developed a series of international symbols in an effort to provide the public with recognizable characters. Today there are more than 46 recognizable symbols available and additional symbols are being developed from time to time.

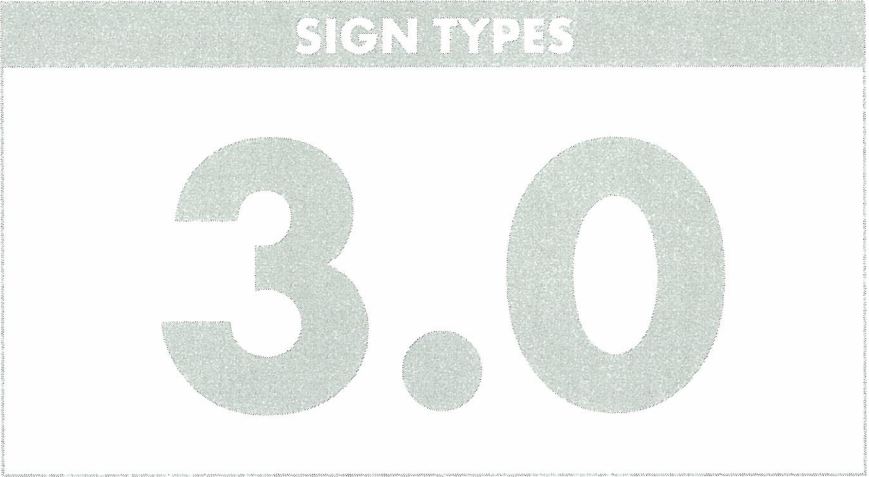
The following are a few guidelines in the use of symbols:

- 1. The use of short verbal messages along with symbols is more effective than the use of symbols alone.
- 2. To mix messages and symbols for relatively minor or secondary functions, activities or tenants with essential public messages and main directional information weakens the overall communication of the entire system.
- 3. Too many symbols or arrows at any one particular location can be counter-productive to the information being provided.

The following figure (Figure 2.3.5) details the initial list of acceptable symbols and their intended accompanying message..

FIGURE 2.3.5: SYMBOLS





SECTION	PAGE
3.0 SIGN TYPES	
3.1 Vehicular Directionals	17
3.2 Pedestrian Directionals	18
3.3 Parking Identification	19
3.4 City Identification	21
3.5 Information Directories	23

VEHICULAR DIRECTIONALS

PRIMARY VEHICULAR DIRECTIONAL

SCALE: 1/4" = 1'-0"

COLORS:

1 PMS 627

2 PMS 5535

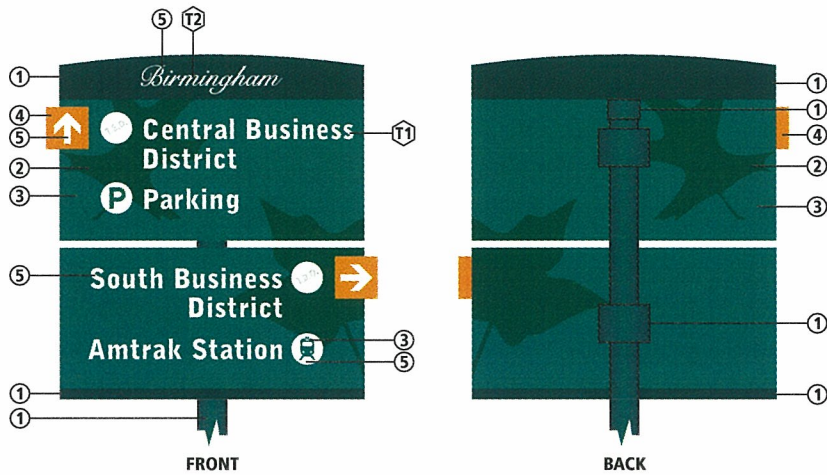
3 PMS 554

4 PMS 159

5 White

TYPEFACES:

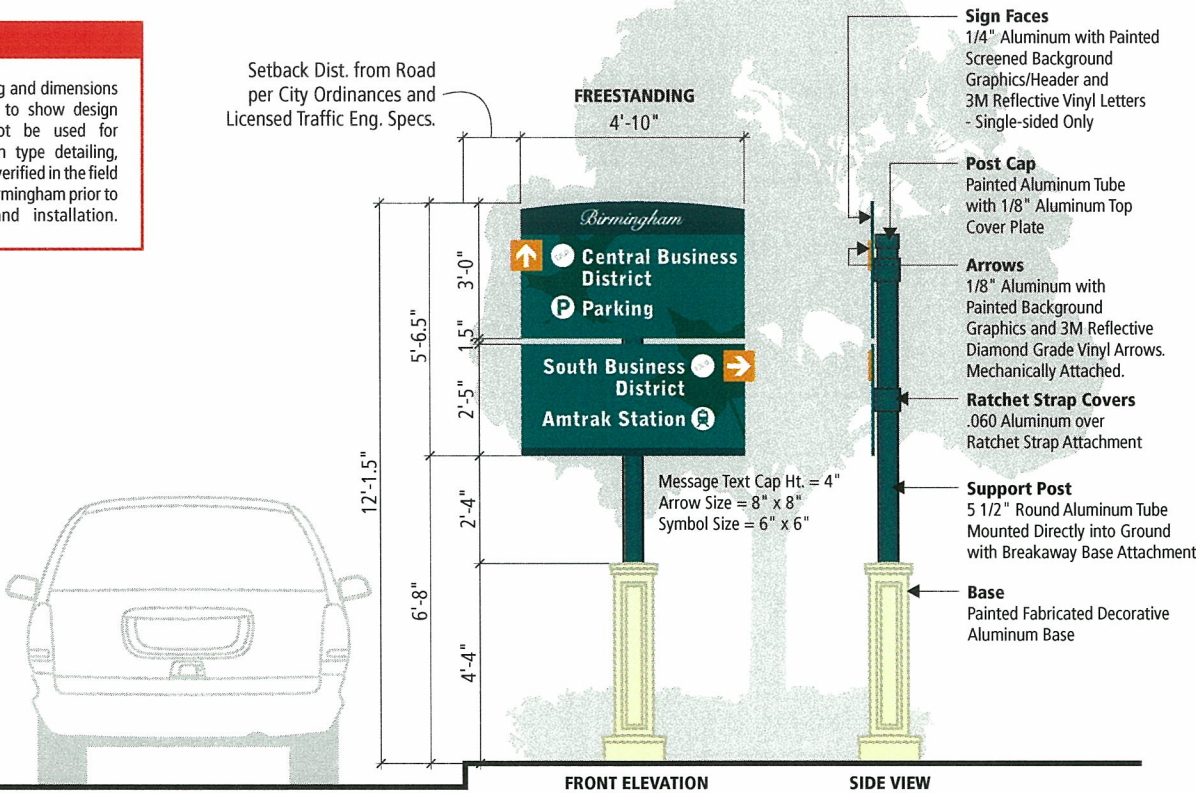
- T1 Bell Gothic Black BT
- T2 Cygnet Round Regular



NOTE:

The general sign type detailing and dimensions displayed here are intended to show design intent only and should not be used for fabrication purposes. All sign type detailing, sizing and placement must be verified in the field and approved by the City of Birmingham prior to specification, fabrication and installation.

Setback Dist. from Road per City Ordinances and Licensed Traffic Eng. Specs.



SECONDARY VEHICULAR DIRECTIONAL

SCALE: 1/4" = 1'-0"

COLORS:

1 PMS 627

2 PMS 5535

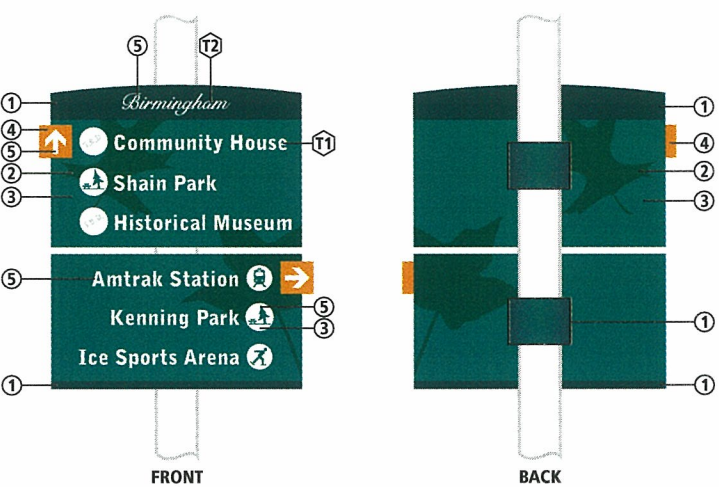
3 PMS 554

4 PMS 159

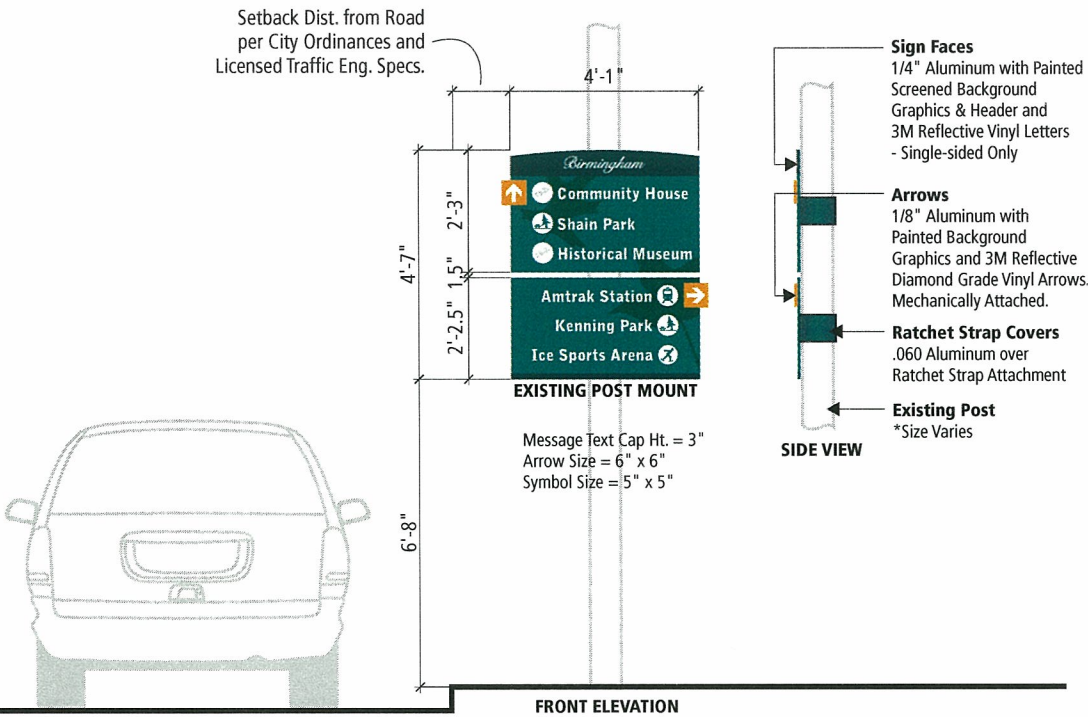
5 White

TYPEFACES:

- T1 Bell Gothic Black BT
- T2 Cygnet Round Regular



Setback Dist. from Road per City Ordinances and Licensed Traffic Eng. Specs.



PEDESTRIAN DIRECTIONALS

PEDESTRIAN DIRECTIONAL

SCALE: 3/8" = 1'-0"

COLORS:

1 PMS 627	2 PMS 5535	3 PMS 554	4 PMS 159	5 White
-----------	------------	-----------	-----------	---------

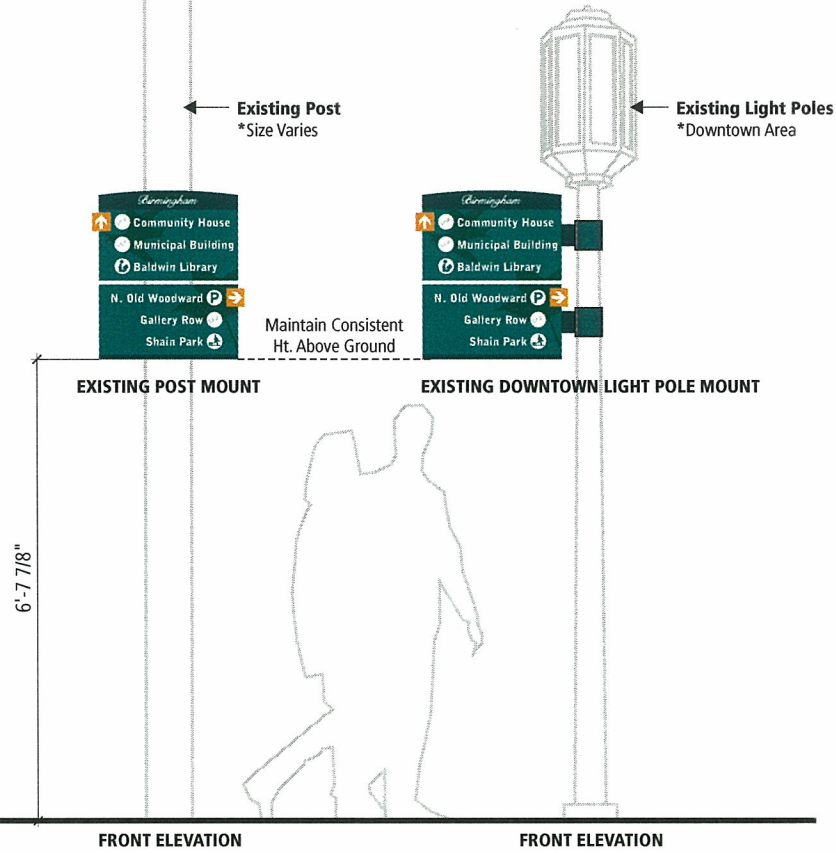
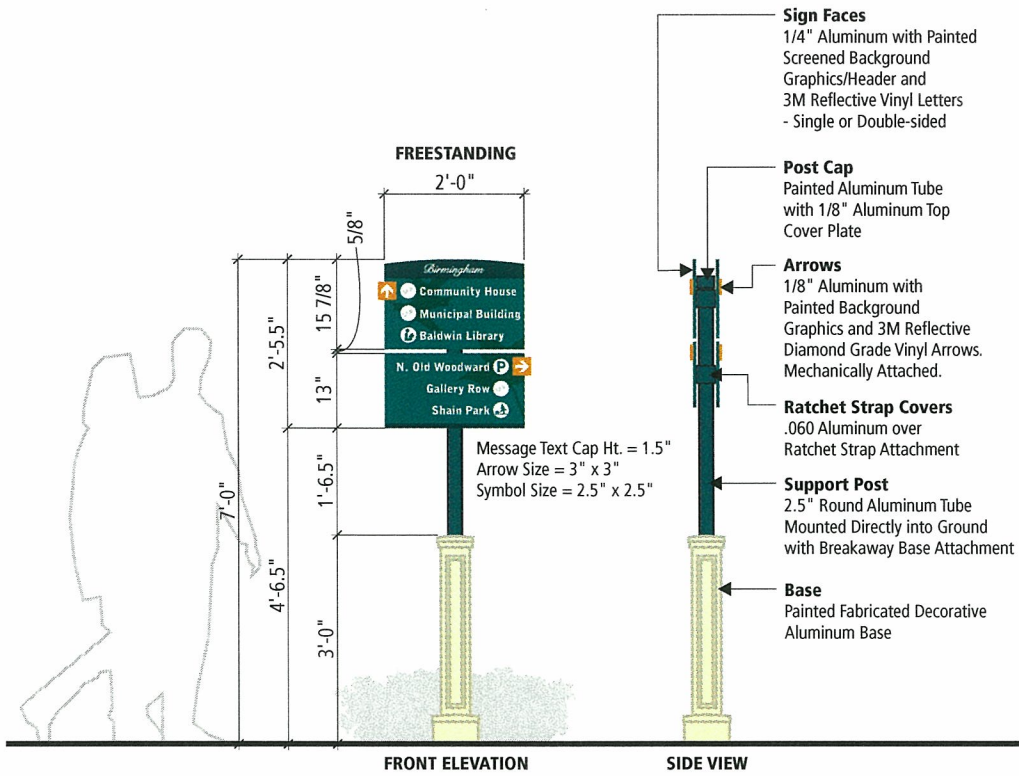
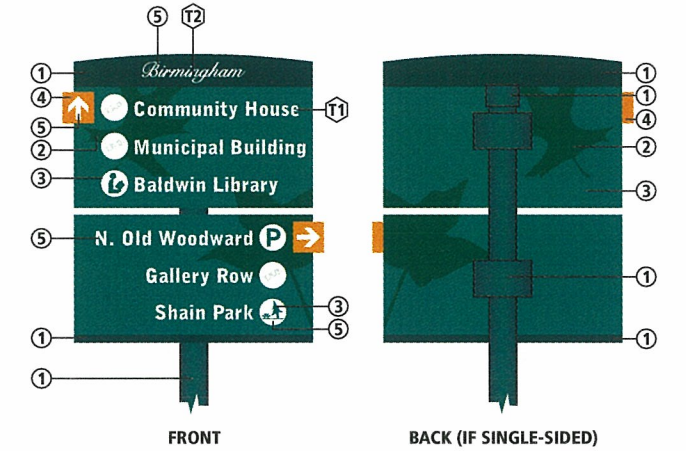
TYPEFACES:

T1 Bell Gothic Black BT

T2 Cygnet Round Regular

NOTE:

The general sign type detailing and dimensions displayed here are intended to show design intent only and should not be used for fabrication purposes. All sign type detailing, sizing and placement must be verified in the field and approved by the City of Birmingham prior to specification, fabrication and installation.

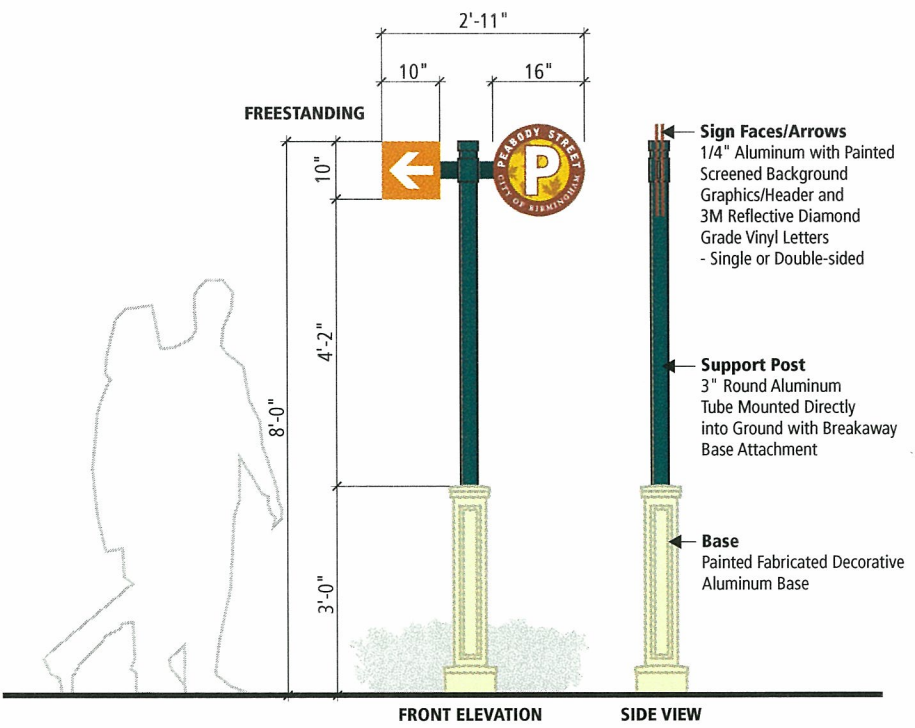
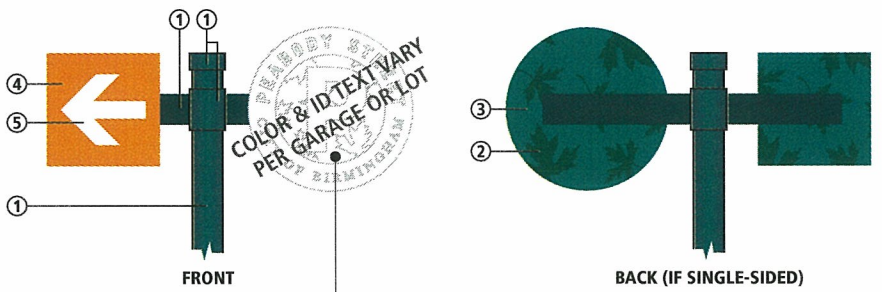


PARKING TRAILBLAZER

SCALE: 3/8" = 1'-0"

COLORS:

1 PMS 627	2 PMS 5535	3 PMS 554	4 PMS 159	5 White
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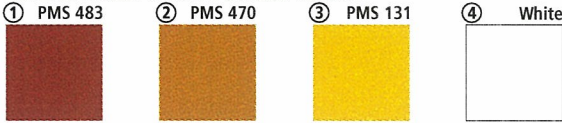


PARKING IDENTIFICATION

PARKING GARAGE IDENTIFICATION

SCALE: 1/4" = 1'-0"

PEABODY STREET PARKING GARAGE COLORS:



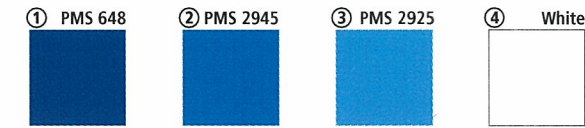
TYPEFACES:

- T1 Bell Gothic Black BT
- T2 New Caledonia Regular

NOTE:

The general sign type detailing and dimensions displayed here are intended to show design intent only and should not be used for fabrication purposes. All sign type detailing, sizing and placement must be verified in the field and approved by the City of Birmingham prior to specification, fabrication and installation.

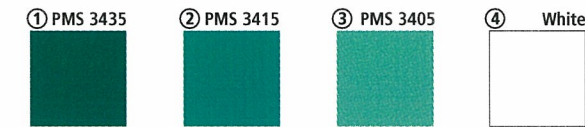
NORTH OLD WOODWARD PARKING GARAGE COLORS:



TYPEFACES:

- T1 Bell Gothic Black BT
- T2 New Caledonia Regular

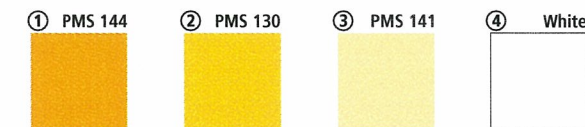
PIERCE STREET PARKING GARAGE COLORS:



TYPEFACES:

- T1 Bell Gothic Black BT
- T2 New Caledonia Regular

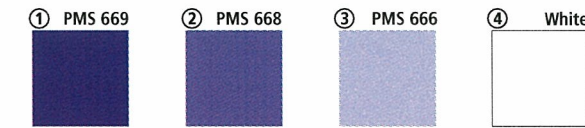
CHESTER STREET PARKING GARAGE COLORS:



TYPEFACES:

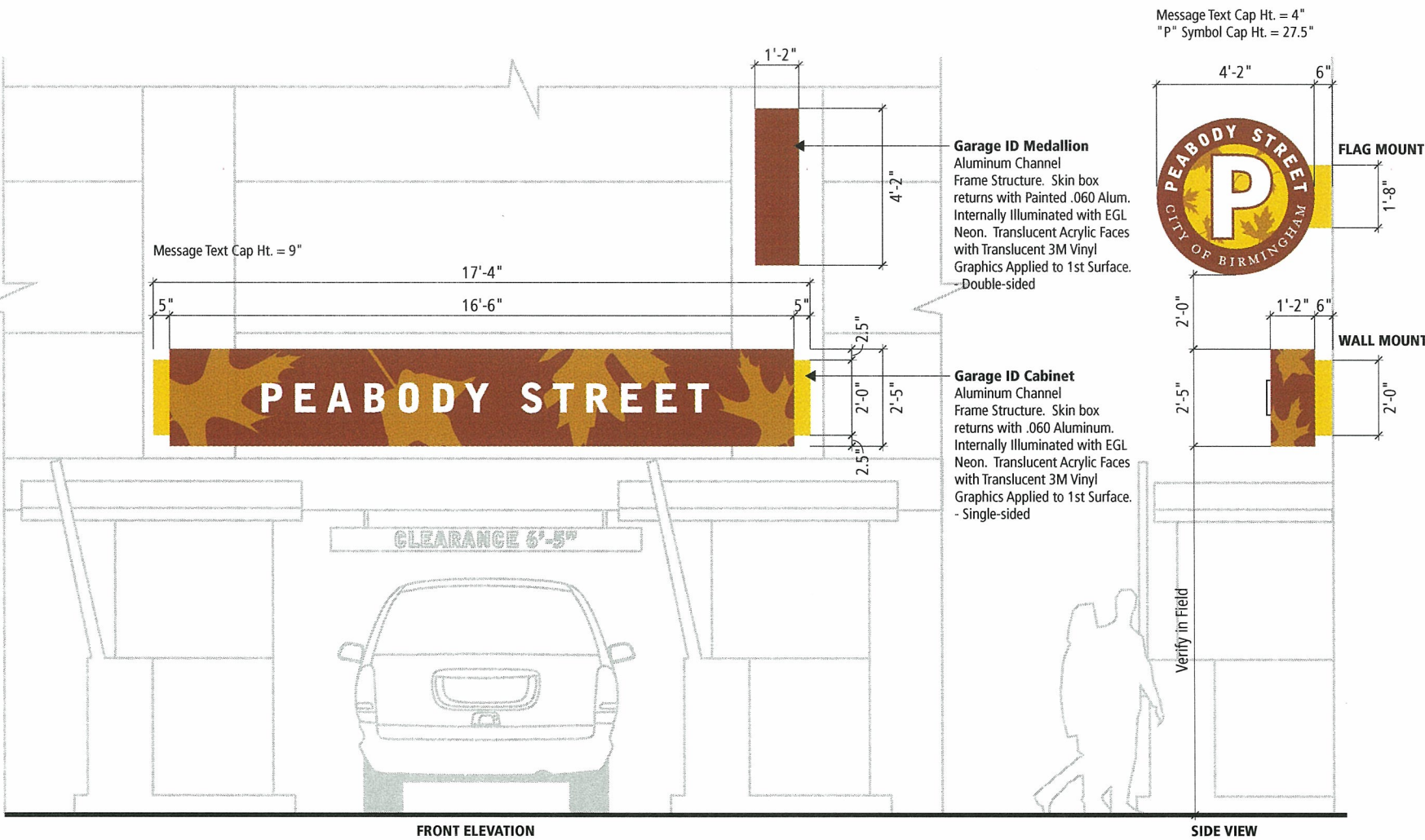
- T1 Bell Gothic Black BT
- T2 New Caledonia Regular

PARK STREET PARKING GARAGE COLORS:



TYPEFACES:

- T1 Bell Gothic Black BT
- T2 New Caledonia Regular



PARKING IDENTIFICATION

SURFACE LOT PARKING IDENTIFICATION

SCALE: 3/8" = 1'-0"

COLORS:

① PMS 627

② Black

③ PMS 286

④ PMS 2935

⑤ White

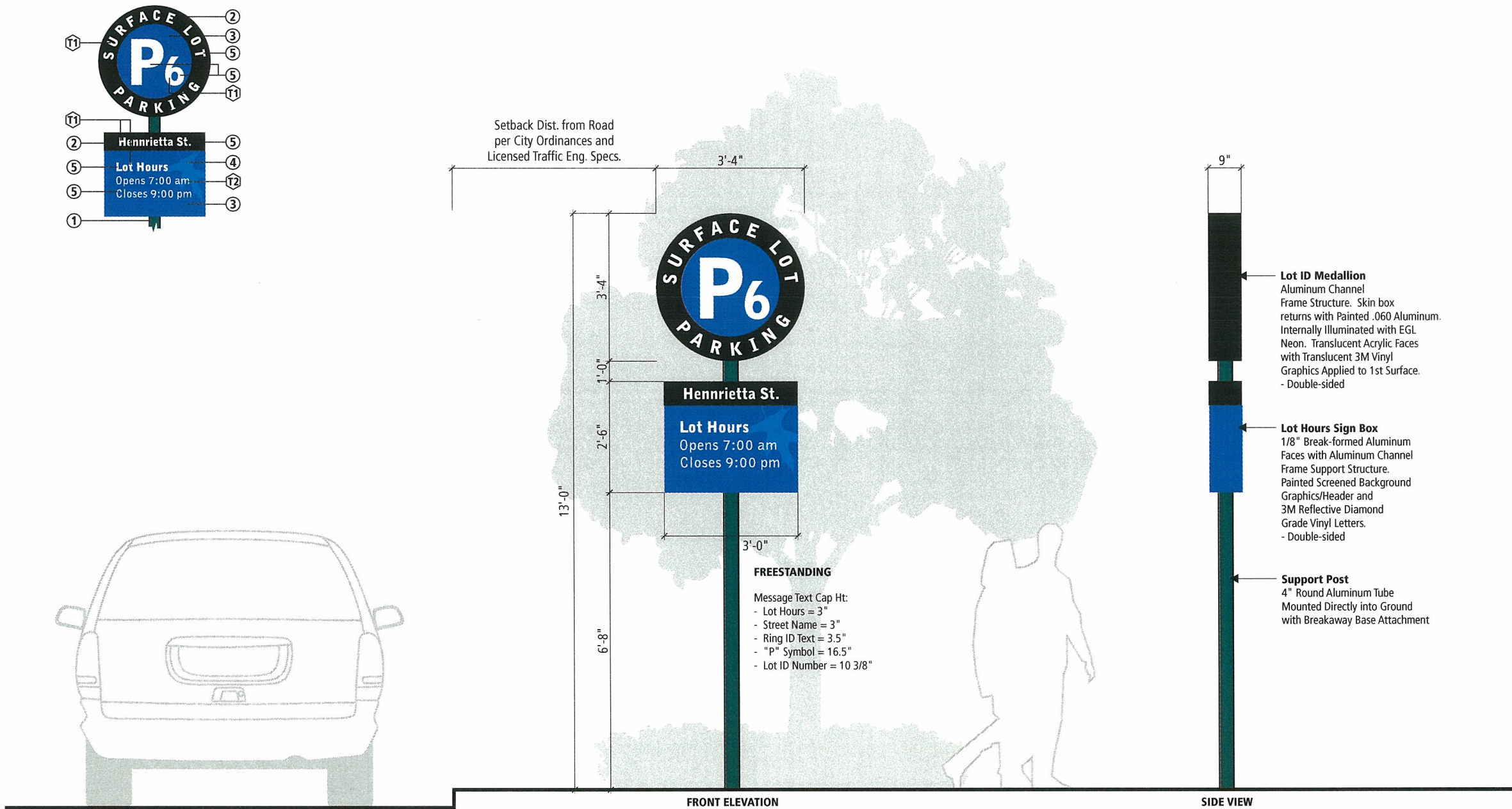
TYPEFACES:

⑪ Bell Gothic Black BT

⑫ Bell Gothic BT Bold

NOTE:

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CITY IDENTIFICATION

NEIGHBORHOOD IDENTIFICATION

SCALE: 3/8" = 1'-0"

COLORS:

① PMS 627

② PMS 554

③ PMS 377

④ PMS 577

⑤ PMS 5405

⑥ White

TYPEFACES:

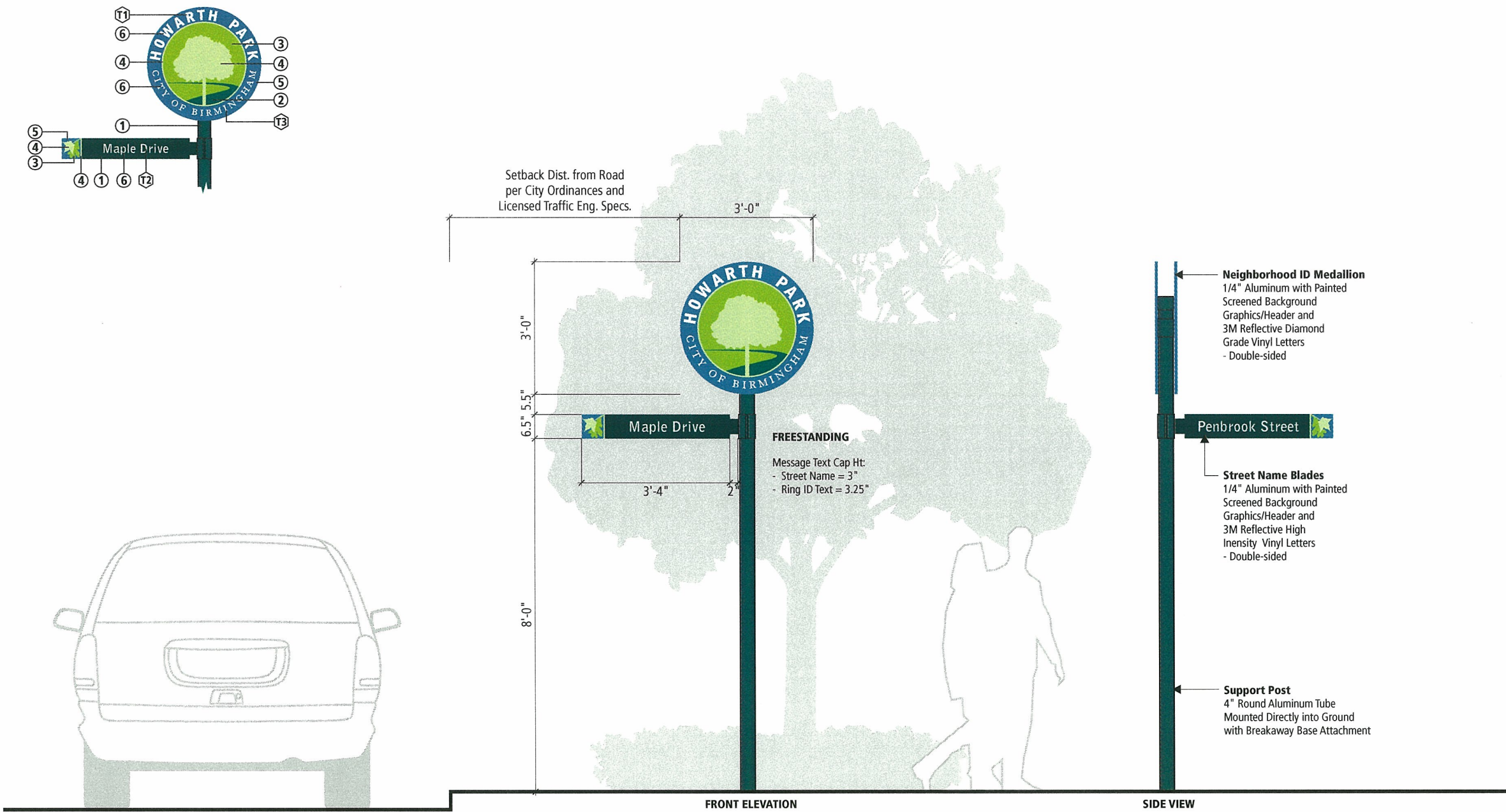
T1 Bell Gothic Black BT

T2 Bell Gothic BT Bold

T3 New Caldonia Regular

NOTE:

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CITY IDENTIFICATION

GATEWAY IDENTIFICATION

SCALE: 3/8" = 1'-0"

COLORS:

1 PMS 627

2 PMS 5535

3 PMS 554

4 PMS 577

5 Gold

6 White

TYPEFACES:

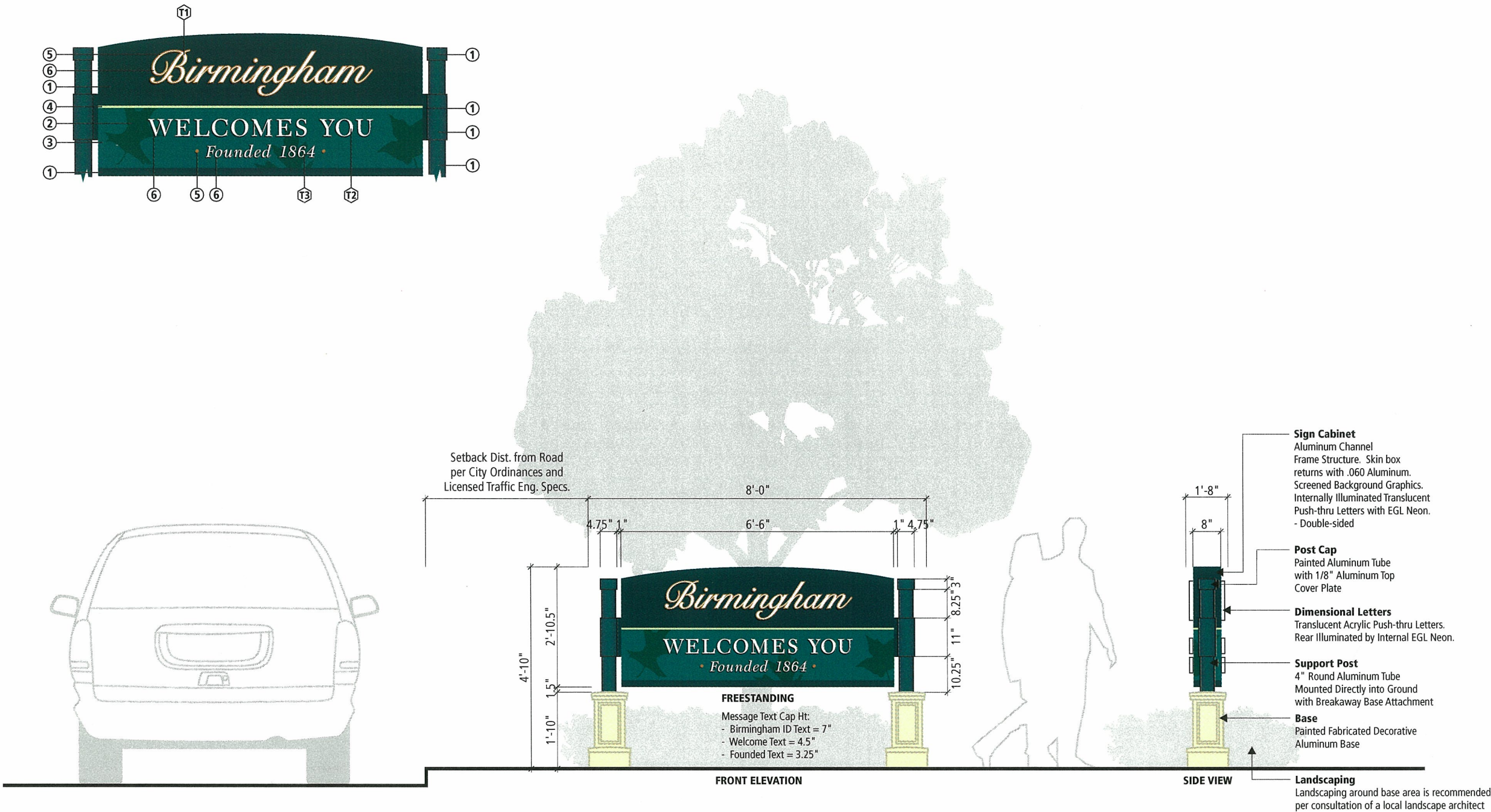
T1 Cygnet Round Regular

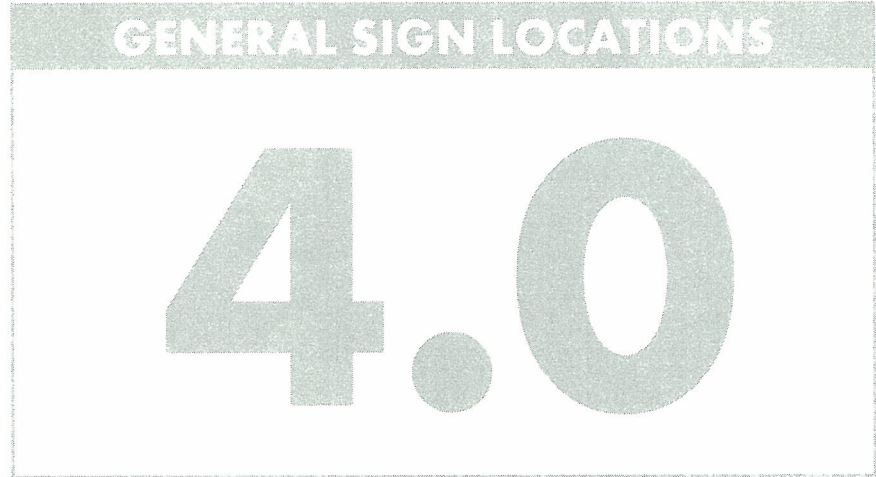
T2 New Caldonia Regular

T3 New Caldonia Regular Italic

NOTE:

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GENERAL LOCATIONS

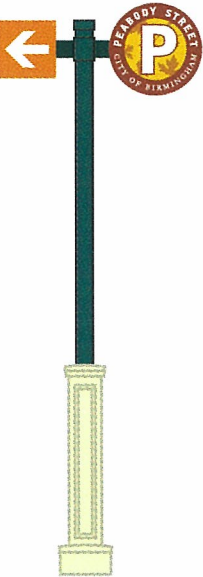
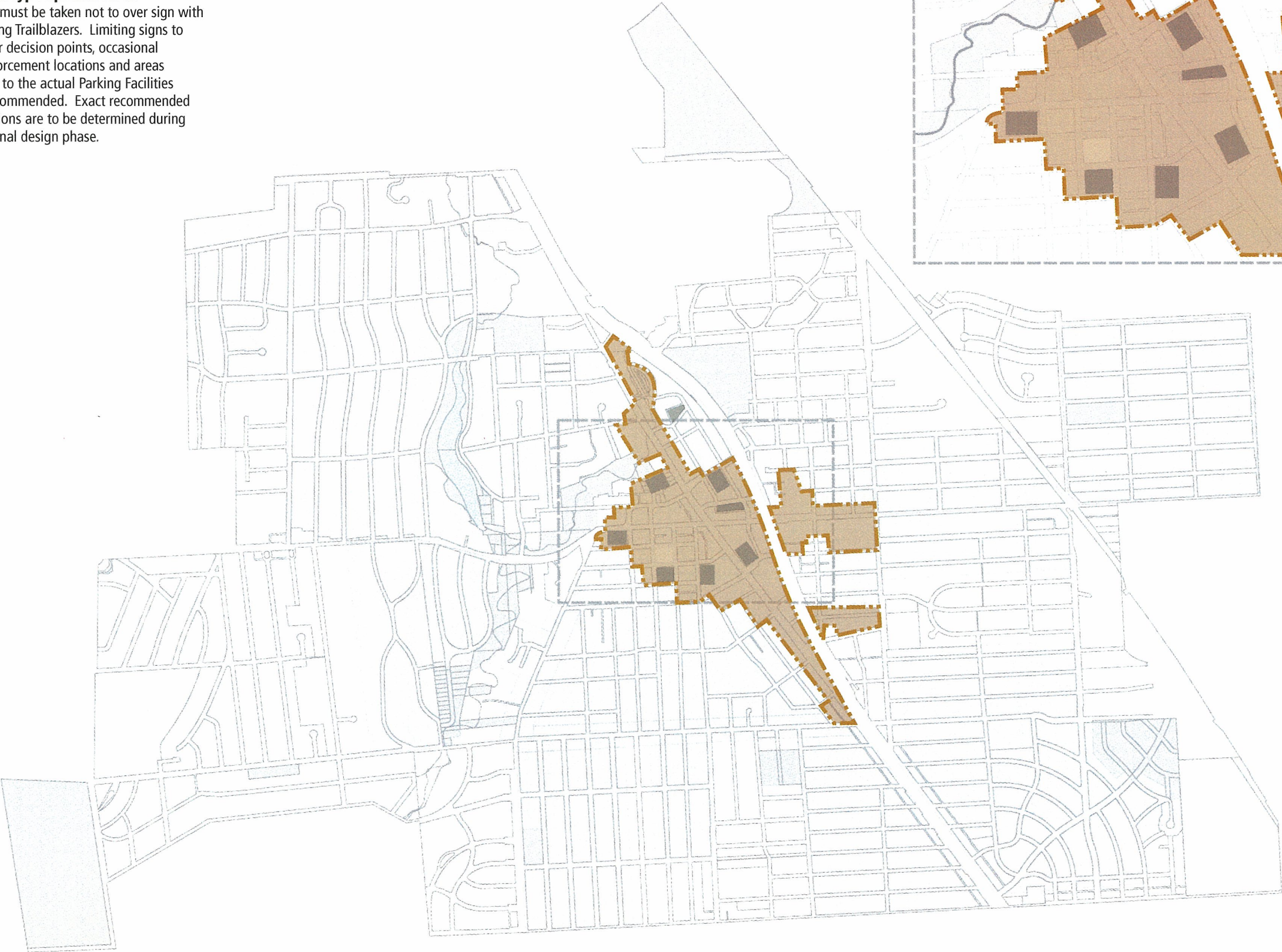
PARKING TRAILBLAZERS

NOTE:

General sign locations shown here are for conceptual reference only and are intended to represent very rough general areas of sign placement. They should not be used for actual sign placement purposes. Because this is a conceptual reference, not all sign locations have been shown. A detailed survey must be created in order to determine precise sign locations, sign face orientations, mounting methods and arrow orientation / symbols / message text. Quantities and exact placements are to be determined during the final design phase. All sign placement locations must be verified in the field and approved by the City of Birmingham.

***Sign Type Specific Note:**

Care must be taken not to over sign with Parking Trailblazers. Limiting signs to major decision points, occasional reinforcement locations and areas close to the actual Parking Facilities is recommended. Exact recommended locations are to be determined during the final design phase.



GENERAL LOCATIONS






PARKING IDENTIFICATION: GARAGES

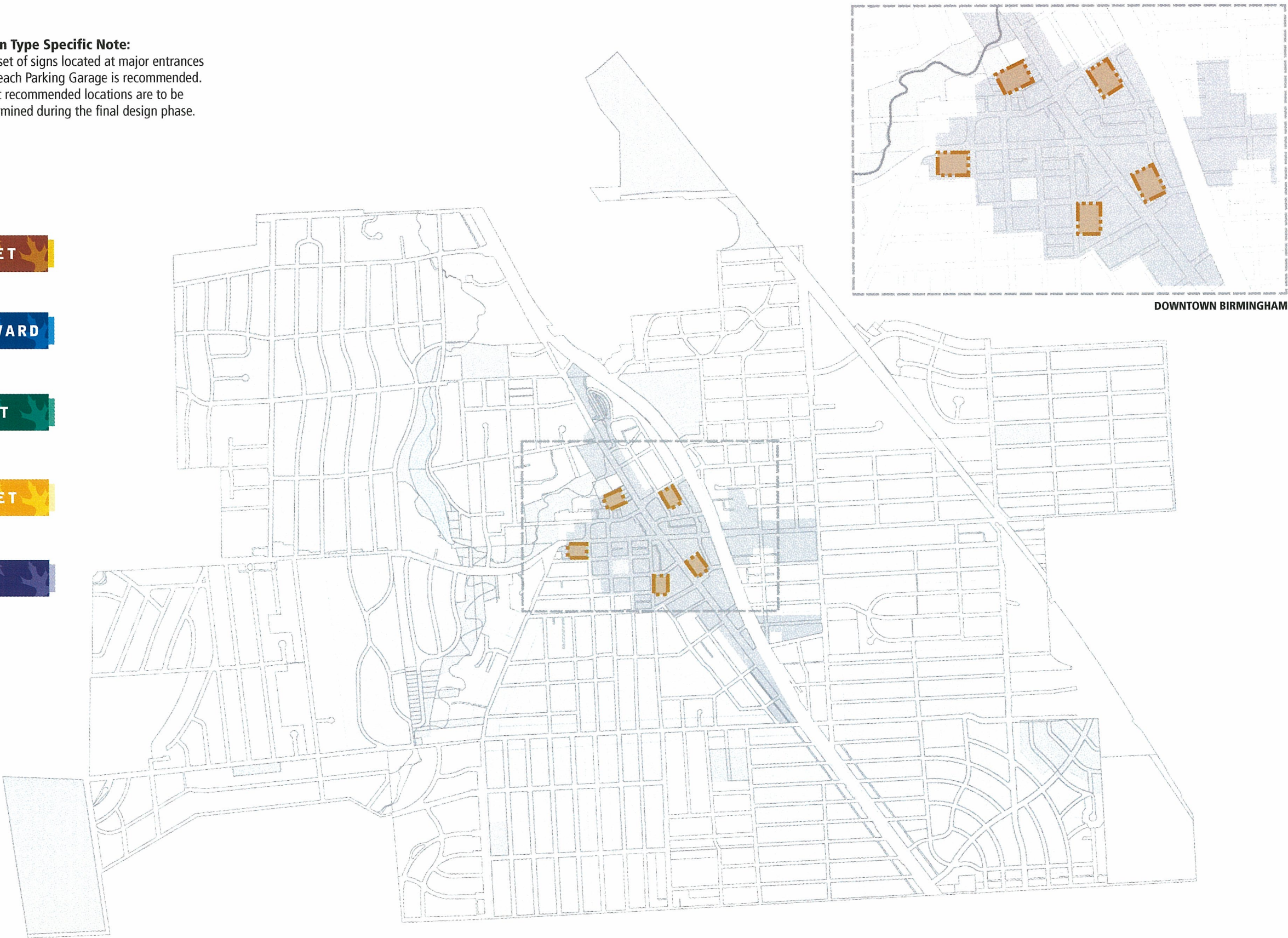
NOTE:

General sign locations shown here are for conceptual reference only and are intended to represent very rough general areas of sign placement. They should not be used for actual sign placement purposes. Because this is a conceptual reference, not all sign locations have been shown. A detailed survey must be created in order to determine precise sign locations, sign face orientations, mounting methods and arrow orientation / symbols / message text. Quantities and exact placements are to be determined during the final design phase. All sign placement locations must be verified in the field and approved by the City of Birmingham.

***Sign Type Specific Note:**

One set of signs located at major entrances into each Parking Garage is recommended. Exact recommended locations are to be determined during the final design phase.

-  **PEABODY STREET**
-  **NORTH OLD WOODWARD**
-  **PIERCE STREET**
-  **CHESTER STREET**
-  **PARK STREET**



DOWNTOWN BIRMINGHAM

GENERAL LOCATIONS

PARKING IDENTIFICATION: SURFACE LOTS

NOTE:

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***Sign Type Specific Note:**

One sign located at major entrances into each Surface Lot is recommended. Exact recommended locations are to be determined during the final design phase.



GENERAL LOCATIONS

CITY IDENTIFICATION: NEIGHBORHOODS

NOTE:

General sign locations shown here are for conceptual reference only and are intended to represent very rough general areas of sign placement. They should not be used for actual sign placement purposes. Because this is a conceptual reference, not all sign locations have been shown. A detailed survey must be created in order to determine precise sign locations, sign face orientations, mounting methods and arrow orientation / symbols / message text. Quantities and exact placements are to be determined during the final design phase. All sign placement locations must be verified in the field and approved by the City of Birmingham.

***Sign Type Specific Note:**

Care must be taken not to over sign with Neighborhood Identification signage. One sign per major arterial entrance into each neighborhood is recommended. Exact recommended locations are to be determined during the final design phase.



GENERAL LOCATIONS

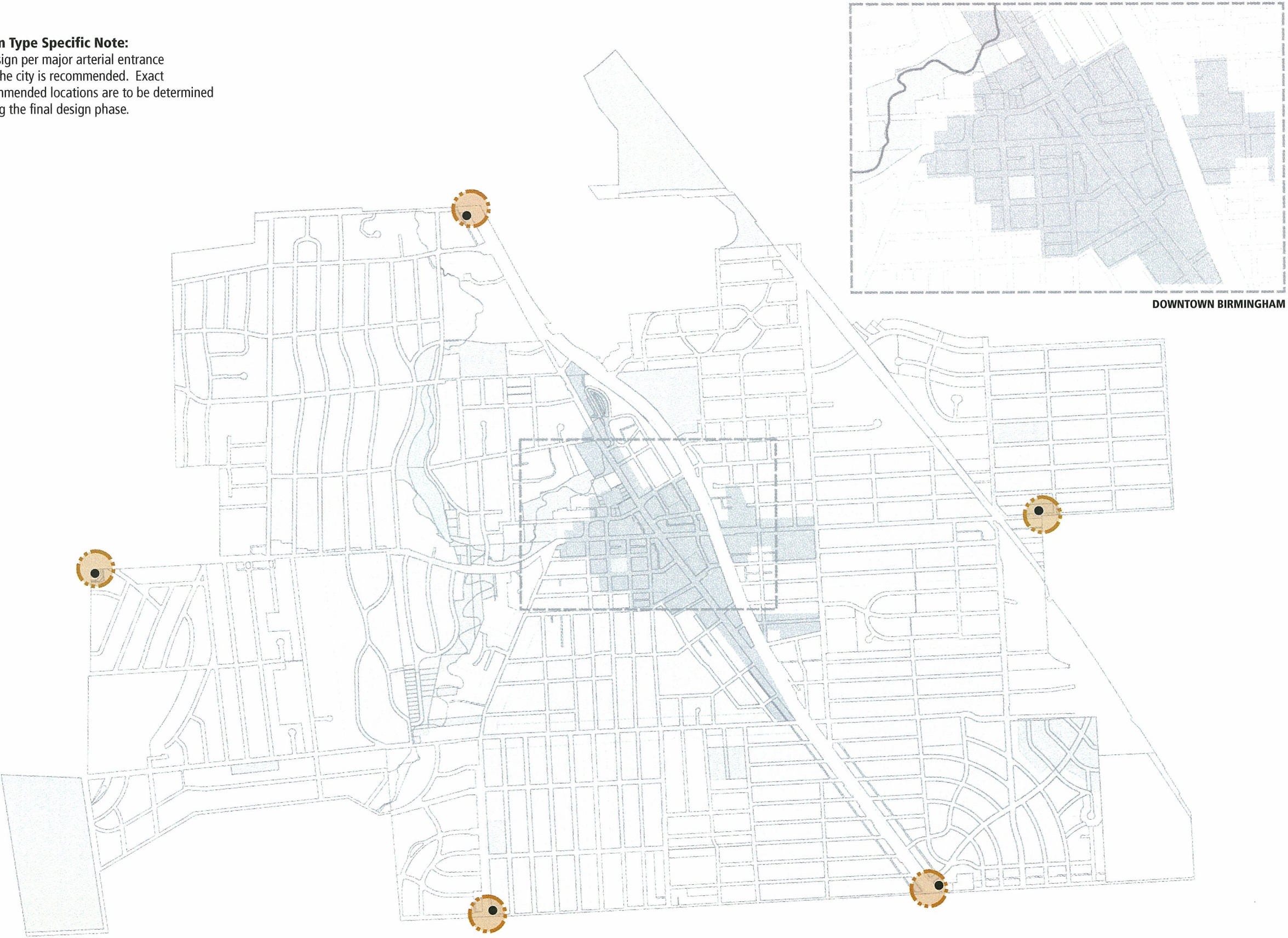
CITY IDENTIFICATION: GATEWAYS

NOTE:

General sign locations shown here are for conceptual reference only and are intended to represent very rough general areas of sign placement. They should not be used for actual sign placement purposes. Because this is a conceptual reference, not all sign locations have been shown. A detailed survey must be created in order to determine precise sign locations, sign face orientations, mounting methods and arrow orientation / symbols / message text. Quantities and exact placements are to be determined during the final design phase. All sign placement locations must be verified in the field and approved by the City of Birmingham.

***Sign Type Specific Note:**

One sign per major arterial entrance into the city is recommended. Exact recommended locations are to be determined during the final design phase.

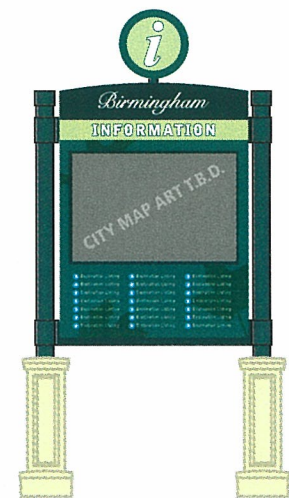


NOTE:

General sign locations shown here are for conceptual reference only and are intended to represent very rough general areas of sign placement. They should not be used for actual sign placement purposes. Because this is a conceptual reference, not all sign locations have been shown. A detailed survey must be created in order to determine precise sign locations, sign face orientations, mounting methods and arrow orientation / symbols / message text. Quantities and exact placements are to be determined during the final design phase. All sign placement locations must be verified in the field and approved by the City of Birmingham.

***Sign Type Specific Note:**

Directories should be located at key points of information gathering such as Downtown Pedestrian areas, Parking facilities and City Park/Walkable areas. Exact recommended locations are to be determined during the final design phase.



DOWNTOWN BIRMINGHAM