

WAYFINDING SIGN SYSTEM MASTER PLAN  
TOWN OF STRASBURG, VIRGINIA



**65% PROGRESS PRINT - DRAFT**

**CONSTRUCTION INTENT DOCUMENTS**

**PROJECT NUMBER: 2019-0022**

**April 2020**

**CONTACT INFORMATION**

Architect/Graphic Designer:  
 Frazier Associates  
 213 North Augusta Street  
 Staunton, Virginia 24401  
 Phone: (540) 886-6230  
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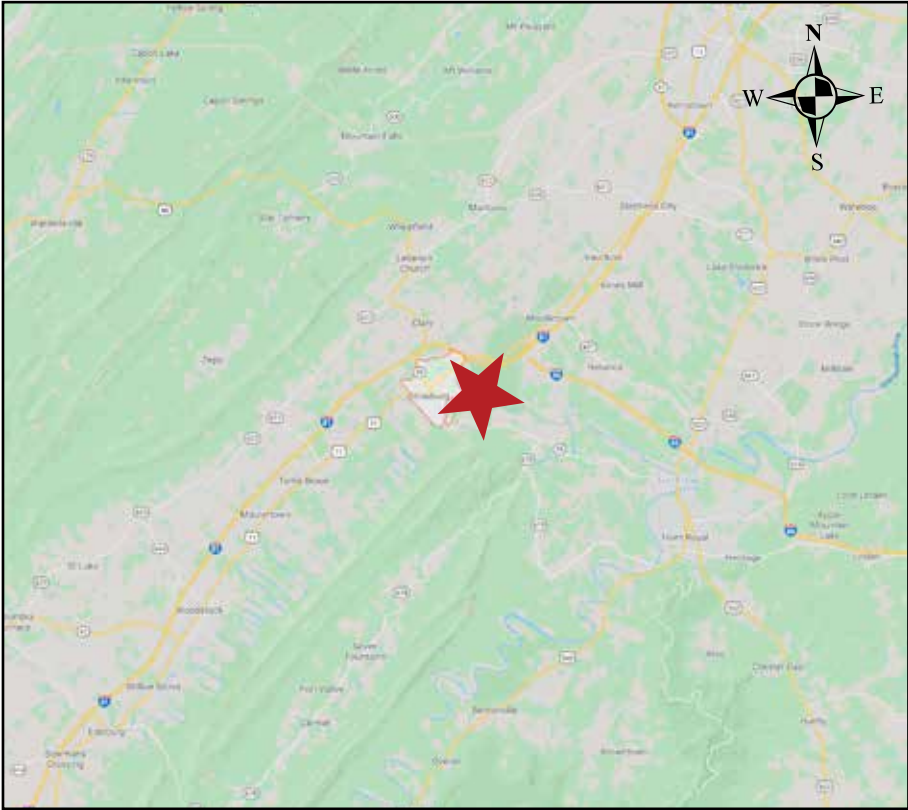
Municipality:  
**Town of Strasburg, Virginia**  
 174 East King Street  
 Strasburg, VA 22657  
 Michelle Bixler, MPA  
 Economic Development & Marketing  
 Phone: 540-465.9197

**GOVERNING CODES**

MUTCD 2009 for  
 Streets and Highways.  
 VDOT Community Wayfinding Sign Manual-  
 March 2019  
 Virginia Department of Transportation  
 (VDOT)

**WAYFINDING SIGN SYSTEM  
 POLICY REQUIREMENTS:**  
 The Town of Strasburg's community  
 wayfinding sign system is required to  
 follow VDOT's Community Wayfinding Sign  
 Manual procedures for developing and  
 implementing a wayfinding sign system  
 along VDOT maintained Right-of-Way.

**PROJECT VICINITY MAP**



**PROJECT LOCATION MAP**



**DRAWING INDEX - WAYFINDING SIGN SYSTEM PLAN**

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**WAYFINDING IMPLEMENTATION PHASING RECOMMENDATIONS**

Depending on the project's funding availability and the budget for implementation, the following is the phase plan recommendation for installing the sign components of the wayfinding sign system. The signing region shall review and approve the phasing plan prior to any sign fabrication.

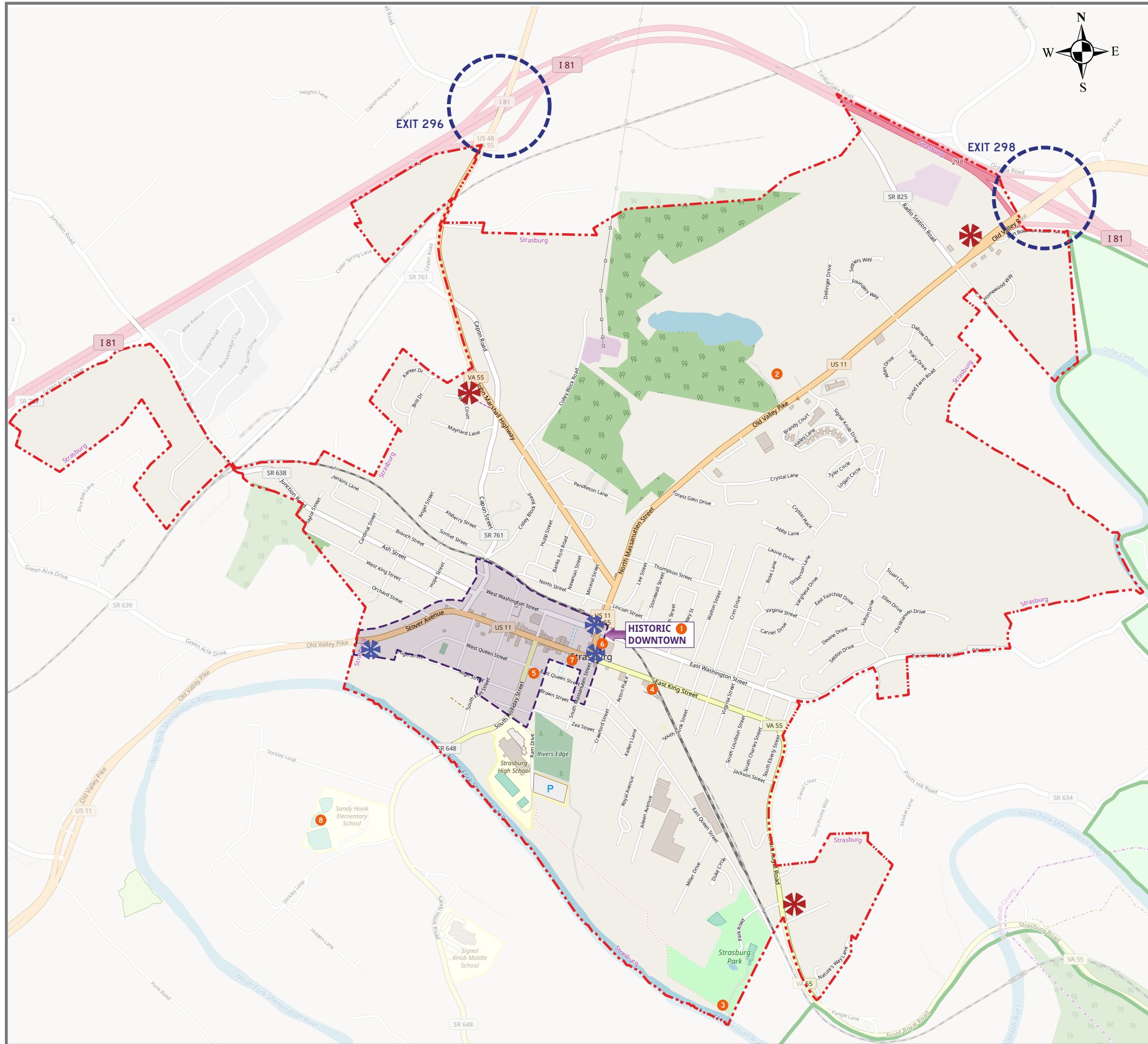
**PHASE ONE** - Sign component:

- 1.
- 2.

**PHASE TWO** - Sign components:

- 3.
- 4.

# WAYFINDING MASTER PLAN OVERVIEW MAP



## LEGEND

- Gateway Sign
- Sub-Area Gateway Sign
- Destinations/Attractions
- Signing Region Boundary
- Sub-Area Boundary
- Parks
- Interstate
- US State Highways (Primary Wayfinding Corridors)
- State Routes (Proposed Destination Routes)
- Water
- Railroad
- Interstate Exits

## DESTINATIONS

- SIGNING REGION DESTINATIONS:**
- Historic Downtown
  - Visitor Center
  - River Access & Park
  - Strasburg Museum
  - Hotel Strasburg
  - Emporium
  - Strasburg Square
  - First Bank Park (Baseball Fields)

## WAYFINDING SIGN SYSTEM POLICY REQUIREMENTS:

The Town of Strasburg's community wayfinding sign system is required to follow VDOT's Community Wayfinding Sign Manual procedures for developing and implementing a wayfinding sign system along VDOT maintained Right-of-Way.



## GENERAL NOTES

1. These drawings are intended to provide sufficient information to convey general design intent to the sign fabricator/installer and are not for construction. Additional technical advice and detailing may be required for successful completion of this project and is the sign fabricator/installer's responsibility.
2. Dimensions are not adjustable, unless noted (+/-). The sign fabricator/installer shall not scale drawings.
3. Install all manufactured items, materials, and equipment in strict accordance with manufacturer's recommended specifications.
4. "Typical" (TYP) means identical for all conditions that match original condition illustrated unless otherwise noted. "Similar" (SIM.) means comparable characteristics of the condition cited. "Equal" (EQ.) is of matching dimension to other "EQ." in connected dimension line.
5. All materials and workmanship shall be guaranteed by the sign fabricator/installer for five (5) years from the date of substantial completion.
6. All graphics will be supplied to the fabricator by the designer in digital EPS (encapsulated postscript) form. All type shall be outlined and supplied in digital EPS or PDF (Portable Document Format) form as needed by the fabricator.
7. Fonts used for this project were selected specifically for this project by the Designer and Owner, and include those listed in the graphic standards. The fabricator shall be responsible for purchasing the specified fonts. No substitution of any other typefaces may be made. There shall be no electronic distortion of the typeface including but not limited to squeezing, stretching, outlining, stroking and shadowing.

## SIGN FABRICATOR'S GENERAL NOTES

1. Sign fabricator/installer shall be responsible for providing permits, work, and materials in accordance with all codes, ordinances and regulations applicable at the project location.
2. Sign fabricator/contractor shall have a State of Virginia Contractor's License.
3. Sign fabricator shall provide fully engineered drawings including, but not limited to, foundation, electrical and structural for all sign types to Owner for review and approval prior to sign fabrication.
4. Fabricator shall be responsible for ensuring that all signs meet local, state and federal codes.
5. Sign fabricator shall be responsible for all site engineering. This shall include verifying the mounting conditions and providing a detail drawing for each mounting condition.
6. Sign fabricator/installer shall be responsible for the complete electrical design for illuminated signs. Illuminated signs shall be designed by an electrical engineer and shall be fabricated and wired to be compliant with current UL listing requirements, and shall be UL certified. Exterior electronics shall be IP68 rated.
  - All internally illuminated sign cabinets are to have an access panel that is tight fitting, lightproof and waterproof. Access panels are to be in an accessible location, out of sight, and shall be shown on shop drawings.
  - Internally illuminated signs are to have adequate internal system of ventilation to assure a uniform dissipation of heat from electrical components of electrically powered and illuminated signs, heat absorption by sign and other sources. Any openings in exterior surfaces must be internally baffled to prevent light leaks and prevent entry of rain, snow, wind-blown debris, and other foreign matter, and are to be covered with interior color-coordinated insect screen.
7. Sign fabricator/installer shall be responsible for checking contract documents, field conditions, and dimensions for accuracy and confirming that all work is buildable as shown before proceeding with fabrication. If there are any discrepancies or omissions which would interfere with satisfactory completion of the work, the sign fabricator/installer shall obtain a clarification from the architect/designer before proceeding with the work in question.
8. Sign fabricator shall ensure that actual sign locations are verified by municipality representative and the Virginia Department of Transportation (VDOT), as required, prior to installation.
9. Sign fabricator/installer shall be responsible for contacting Miss Utility before start of project.
10. Sign fabricator/installer is responsible for the means, methods and techniques of installation, safety precautions in connection with the work, and for the acts or omissions of the subcontractors.
11. Sign fabricator/installer shall follow the MUTCD (Manual on Uniform Traffic Control Devices) guidelines for Lateral Offsets. See section 2A.19 Lateral Offset in the Manual on Uniform Traffic Control Devices, 2009 Edition.
12. Sign fabricator/installer shall provide adequate erosion control as required during the course of the project.
13. Sign fabricator/installer shall maintain site in a clean and orderly condition at all times.
14. Sign fabricator/installer shall provide shop drawings to the Owners and/or designer for each sign type showing fabrication, mounting system, and installation details. Include fabrication plans, elevations, and component details. Indicate materials, fittings, finishes, fasteners, anchorages, and accessory items. Provide color and material samples as requested.
15. Final designs and shop drawings shall be supplied by the Sign Fabricator/Contractor for all sign types. A registered professional engineer licensed in the state of Virginia is required to sign and seal the submittal of shop drawings.
16. All wood in contact with the ground, slabs on grade, or masonry is to be pressure treated.
17. Sign fabricator/installer shall protect all surfaces not involved in the work from any damage.
18. Sign fabricator/installer shall repair all surfaces damaged during the installation of the sign system.

### FABRICATOR'S SIGN SYSTEM POLICY REQUIREMENTS:

The Town of Strasburg's community wayfinding sign system is required to follow 'VDOT'S COMMUNITY WAYFINDING SIGN MANUAL' procedures for developing and implementing a wayfinding sign system along VDOT maintained Right-of-Way.

The fabricator/installer shall provide all required documentation and work in accordance with the 'VDOT COMMUNITY WAYFINDING SIGN MANUAL':

- Section 2.2.3 - G. Final Sign Location Plans, pages 15-17.
- Sections 2.2.4–2.2.7, pages 17-18.



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STRASBURG, VA  
WAYFINDING SIGN SYSTEM  
MASTER PLAN

Strasburg, Virginia

### REVISION DATE

PROJECT NO. 2019-0022

SCALE: AS SHOWN

PROJECT MANAGER: SH

CHECKED BY:

DRAWN BY:

DATE: April 1, 2020

### GENERAL NOTES

SHEET 1

## SUMMARY

This Section includes the following:

Primary monument gateway signs.

Historic Downtown, non-illuminated post and panel signs.

Vehicular, non-illuminated post and panel signs.

Parking Identification signs.

Pedestrian oriented signs or maps.

## PERFORMANCE REQUIREMENTS

Structural Performance: Provide post and panel signs capable of withstanding the effects of gravity loads and the following loads and stresses within limits and under conditions indicated:

Wind Loads: To be determined by sign fabricator/installer.

Thermal Movements: Provide post and panel signs that allow for thermal movements resulting from the following maximum change (range) in ambient and surface temperatures by preventing buckling, opening of joints, overstressing of components, failure of connections, and other detrimental effects. Base engineering calculation on surface temperatures of materials due to both solar heat gain and nighttime-sky heat loss.

Temperature Change (Range): 120 deg F (67 deg C), ambient; 180 deg F (100 deg C), material surfaces.

## SUBMITTALS

Product Data: For each type of product indicated.

Shop Drawings: Show fabrication and installation details for all sign types.

Include sections, details, and attachments to other work.

Include a representative sample of graphic symbols required in each panel. Show graphic style, colors, finishes, type styles, and graphic symbol.

Programming Schedule: Use same message designations indicated on Drawings.

## QUALITY ASSURANCE

Installer Qualifications: An employer of workers trained and approved by manufacturer.

Fabricator/Installer Qualifications: Shop that employs skilled workers who custom-fabricate products similar to those required for this Project and whose products have a record of successful in-service performance.

## PROJECT CONDITIONS

Weather Limitations: Proceed with installation only when existing weather conditions permit installation of signs to be performed according to manufacturers' written instructions and warranty requirements.

Field Measurements: Indicate measurements on Shop Drawings.

## COORDINATION

Coordinate installation of anchorages for post and panel/pylon signage. Furnish setting drawings, templates, and directions for installing anchorages and other items that are to be embedded in concrete.

## WARRANTY

Special Warranty: Manufacturer's standard form in which manufacturer agrees to repair or replace components of signs that fail in materials or workmanship within specified warranty period. Warranty Period: Five years from date of Substantial Completion.

Failures include, but are not limited to, the following:

- deterioration of metal finishes beyond normal weathering.

- bubbling, chalking, rusting or other disintegration of the sign panel, graphics or of the edges;
- corrosion appearing beneath paint surfaces of panels, brackets, posts or other support assemblies;
- corrosion of fasteners;
- assemblies not remaining true and plumb on their supports;
- fading and discoloration of the colors and finishes within the vinyl and paint manufacturer's stated warranty period;
- deterioration of embedded graphic image colors and sign lamination: peeling, delamination or warping; and
- repair and reinstallation of signage due to failed mountings.

Fabricator shall extend in writing to the Owner all manufacturers' warranties.

## MATERIALS

As indicated per specific sign types.

For steel exposed to view on completion, provide materials having flat, smooth surfaces without blemishes. Do not use materials whose surfaces exhibit pitting, seam marks, roller marks, rolled trade names, or roughness.

Custom Paint Colors: Match Pantone Color Matching System.

Color: As selected by Architect/Designer from manufacturer's full range.

## POST AND PANEL SIGNS

Available Manufacturers: Subject to compliance with requirements, manufacturers offering products that may be incorporated into the Work include, but are not limited to, the following: See sign programming.

## PANEL SIGNS

Sign Message Panels: Provide smooth sign panel surfaces constructed to remain flat under installed conditions within a tolerance of plus or minus 1/16 inch (1.5 mm) measured diagonally from corner to corner.

Coordinate dimensions and attachment methods to produce message panels with closely fitting joints. Align edges and surfaces with one another in the relationship indicated.

Increase metal thickness or reinforce with concealed stiffeners or backing materials as needed to produce surfaces without distortion, buckles, warp, or other surface deformations.

Continuously weld joints and seams unless other methods are indicated; grind, fill, and dress welds to produce smooth, flush, exposed surfaces with welds invisible after final finishing.

See different sign types for material specifications.

## POSTS

General: Fabricate posts to lengths required for mounting method indicated.

Direct-Burial Method: Provide posts 36 inches (910 mm) longer than height of sign to permit direct embedment in concrete foundations.

Baseplate Method: Provide posts with baseplates, flanges, or other fittings, welded to bottom of posts. Drill holes in baseplate for anchor-bolt connection.

Provide anchor bolts of size required for connecting posts to concrete foundations.

Reverse Sleeve Method: Provide inserts recommended by manufacturer, sized for close fit inside posts. Size inserts for direct embedment in concrete foundations and to attach sign posts securely and prevent sign from overturning when subjected to normal loading conditions prevailing at Project site,

but not less than 1/3 of post height plus 36 inches (910 mm) for embedment. Drill posts and inserts for through- bolts for fastening them together.

Provide bolts for fastening posts to inserts.

Aluminum Posts: Manufacturer's standard 0.125-inch- (3.18-mm-) thick, extruded-aluminum tubing, with vertical slots to engage sign panels. Provide stop blocks in slots to hold panels in position. Include post caps, fillers, spacers, junction boxes, access panels, and related accessories required for complete installation.

Square Posts: As indicated.

Rectangular Posts: As indicated.

Semicircular Posts: As indicated.

Rounded-End Posts: As indicated.

Beveled-Corner Posts: As indicated.

Post Finish: As indicated.

Color: As indicated.

Steel Posts: As indicated.

Post Size: As indicated.

Post Finish: As indicated.

Color: As indicated.

## ACCESSORIES

Anchors and Inserts: Provide nonferrous-metal or hot-dip galvanized anchors and inserts for exterior installations and elsewhere as required for corrosion resistance. Use toothed steel or lead expansion-bolt devices for drilled-in-place anchors. Furnish inserts, as required, to be set into concrete or masonry work.

## FABRICATION

General: Provide manufacturer's standard post and panel signs of configurations indicated.

Welded Connections: Comply with AWS standards for recommended practices in shop welding. Provide welds behind finished surfaces without distortion or discoloration of exposed side. Clean exposed welded surfaces of welding flux and dress exposed and contact surfaces.

Mill joints to tight, hairline fit. Form joints exposed to weather to exclude water penetration.

Pre-assemble signs in the shop to greatest extent possible. Disassemble signs only as necessary for shipping and handling limitations. Clearly mark units for reassembly and installation, in location not exposed to view after final assembly.

Conceal fasteners if possible; otherwise, locate fasteners where they will be inconspicuous.

## FINISHES, GENERAL

Comply with NAAMM's "Metal Finishes Manual for Architectural and Metal Products" for recommendations for applying and designating finishes.

Protect mechanical finishes on exposed surfaces from damage by applying a strippable, temporary protective covering before shipping.

Appearance of Finished Work: Variations in appearance of abutting or adjacent pieces are acceptable if they are within one-half of the range of approved Samples. Noticeable variations in the same piece are not acceptable. Variations in appearance of other components are acceptable if they are within the range of approved Samples and are assembled or installed to minimize contrast.

## EXECUTION

### EXAMINATION

Examine substrates, areas, and conditions, with Installer present, for compliance with requirements for installation tolerances and other conditions affecting performance of work.

Verify that items, including anchor inserts, are sized and located to accommodate signs.

Proceed with installation only after unsatisfactory conditions have been corrected.

### INSTALLATION

Excavation: Excavate for sign foundation to elevations and dimensions indicated. Reconstruct sub-grade that is not firm, undisturbed, or compacted soil, or that is damaged by freezing temperatures, frost, rain, accumulated water, or construction activities by excavating a further 12 inches (300 mm), backfilling with satisfactory soil, and compacting to original subgrade elevation.

Baseplate mounting method:

Excavate hole depths approximately 39 inches (990 mm) below finished grade.

Set anchor bolts and other embedded items required for installation of signs. Use templates furnished by suppliers of items to be attached.

Protect portion of posts above ground from concrete splatter. Locate signs and accessories where indicated, using mounting methods of types described and complying with manufacturer's written instructions.

Install signs level, plumb, and at heights indicated, with sign surfaces free of distortion and other defects in appearance.

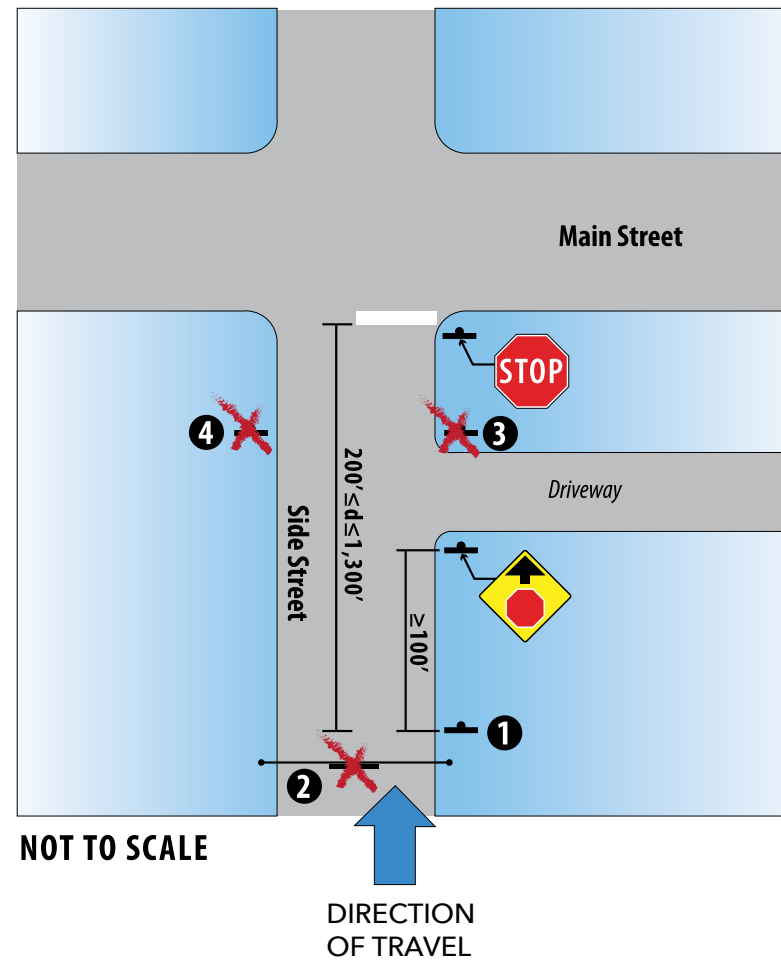
Mechanical Fasteners: Use non-removable mechanical fasteners placed through pre-drilled holes. Attach signs with fasteners and anchors suitable for secure attachment to substrate as recommended in writing by sign manufacturer.

### CLEANING AND PROTECTION

After installation, clean soiled sign surfaces according to manufacturer's written instructions. Protect signs from damage until acceptance by Owner.

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|---|
| <b>PROJECT NO. 2017-0105</b>                            |
| <b>SCALE: AS SHOWN</b>                                  |
| <b>PROJECT MANAGER: SH</b>                              |
| <b>CHECKED BY:</b>                                      |
| <b>DRAWN BY:</b>  |
| <b>DATE: April 1, 2020</b>                              |
| <b>SIGN FABRICATOR'S<br/>GENERAL<br/>SPECIFICATIONS</b> |
| <b>SHEET 2</b>  |

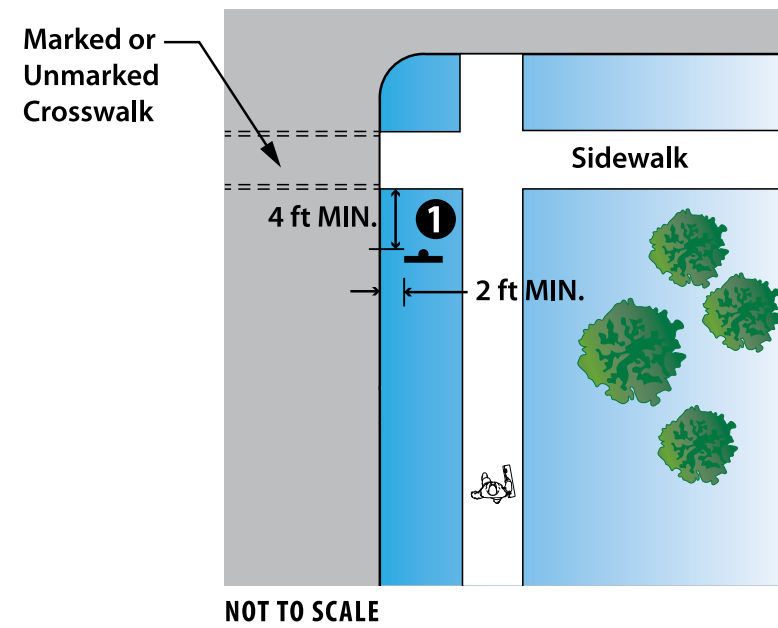
# GUIDELINES FOR SIGN PLACEMENT



NOT TO SCALE

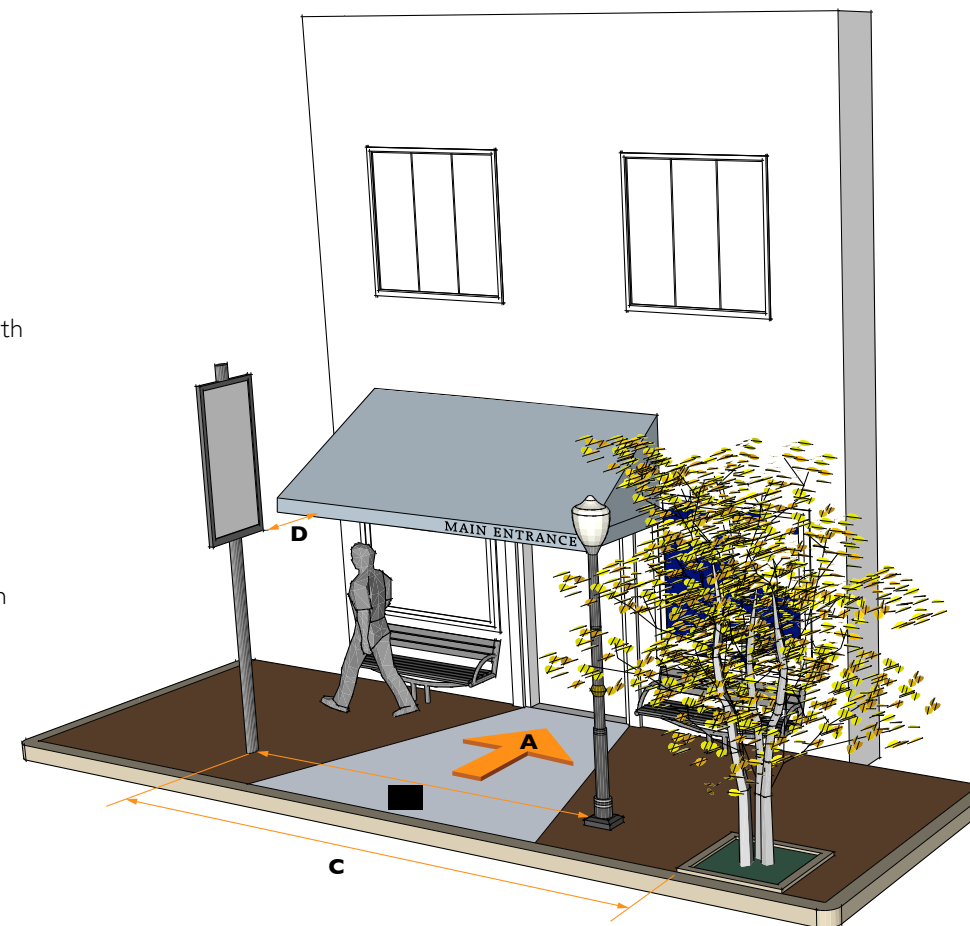
DIRECTION OF TRAVEL

- 1 Appropriate Wayfinding Sign Placement.
  - 2 Signs may not be placed overhead.
  - 3 Signs may not obstruct driveway or cross street sign distance.
  - 4 Signs must be on the right side of the road.
- Signs should be located to take advantage of natural terrain, to minimize the impacts on the scenic environment and to avoid visual conflict with other regulatory, warning, and guide signs within the public right-of-way.
  - Wayfinding signs should be placed such that they do not adversely impact, obstruct or detract from regulatory and warning signs. Placement should consider the posted speed limit and running speeds of vehicles on the roadway. While it may not be possible in congested urban settings where the speed limit is 25 mph, wayfinding signs should be located a minimum of 100 feet, or longer if speeds are higher, from other traffic control devices.



- 1 Appropriate Wayfinding Sign Placement near Crosswalks.
  - In urban areas where crosswalks exist, signs should not be placed within 4 feet in advance of the crosswalk.

- A. Locate sign so as not to interfere with building entrance.
- B. Locate sign structure a minimum of 15'-0" back from utility structure.
- C. Locate front of sign 15'-0" to 20'-0" back from tree foliage.
- D. Locate sign a minimum of 2'-0" from other obstructions.



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STRASBURG, VA  
 WAYFINDING SIGN SYSTEM  
 MASTER PLAN

Strasburg, Virginia

## COLOR PALETTE

- (P1) Pantone 309 C
- (P2) Pantone 313 C
- (P3) Pantone 2603 C
- (P4) Pantone 368 C
- (P5) Black
- (P6) 3M Diamond Grade Reflective Sheeting #4090

REVISION DATE

PROJECT NO. 2019-0022

SCALE: AS SHOWN

PROJECT MANAGER: SH

CHECKED BY:

DRAWN BY: SCH

DATE: April 1, 2020

**GUIDELINES FOR SIGN PLACEMENT**

SHEET 3



COLOR PALETTE

SIGN SYSTEM COLORS



P1 Pantone 309 C



P2 Pantone 313 C



P3 Pantone 2603 C



P4 Pantone 368 C



P5 Black

REFLECTIVE SHEETING



P6 3M Diamond Grade Reflective Sheeting #4090

FONTS

AVENIR NEXT - Bold

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  
1234567890

AVENIR - Demi-Bold

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  
1234567890

FHWA Series D2000EX

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  
1234567890

GRAPHICS

LI: SIGN LOGO GRAPHIC

Graphic to be provided as a scalable digital file.



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GRAPHIC STANDARDS:  
COLORS, FONTS AND  
LOGOS









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- (P6)  3M Diamond Grade Reflective Sheeting #4090



G1: PRIMARY MONUMENTAL GATEWAY SIGN

G2: STRASBURG HISTORIC DOWNTOWN SIGN

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**WAYFINDING SIGN  
 SYSTEM: GATEWAY SIGNS**











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PROJECT NO. 2019-0022

SCALE: NTS

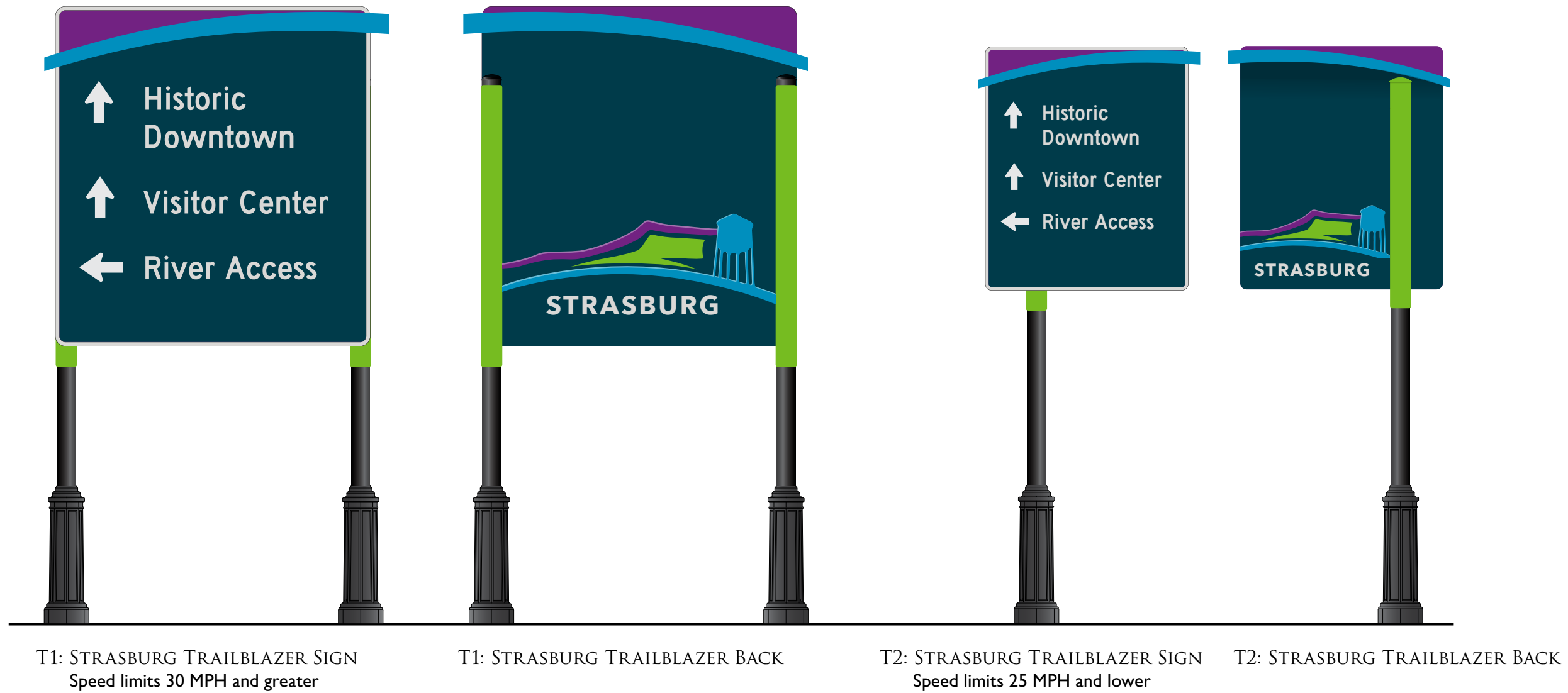
PROJECT MANAGER: SH

CHECKED BY:

DRAWN BY: SCH

DATE: April 1, 2020

**WAYFINDING SIGN  
 SYSTEM: DIRECTIONAL  
 SIGNS**



T1: STRASBURG TRAILBLAZER SIGN  
 Speed limits 30 MPH and greater

T1: STRASBURG TRAILBLAZER BACK

T2: STRASBURG TRAILBLAZER SIGN  
 Speed limits 25 MPH and lower

T2: STRASBURG TRAILBLAZER BACK









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**WAYFINDING SIGN  
SYSTEM: DIRECTIONAL  
SIGNS**



FRONT SIDE

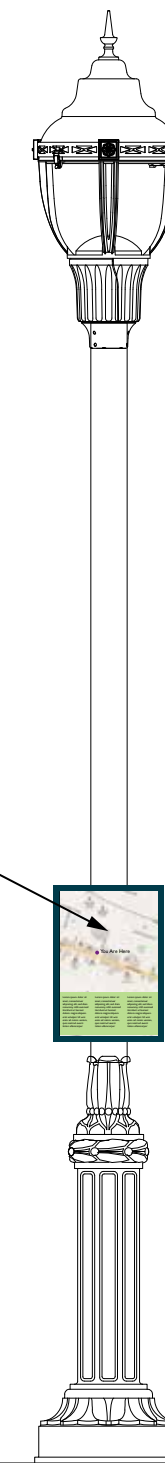
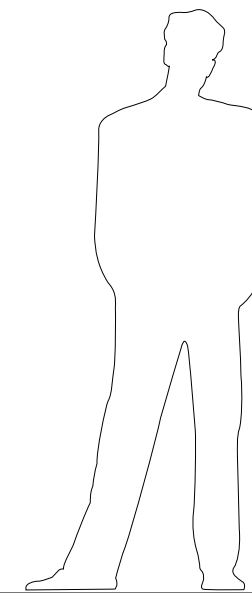
BACK SIDE

**P1: PARKING IDENTIFICATION SIGN**  
Two-Sided Sign for Multi-Directional Vehicular Traffic



**K1: INFORMATION KIOSK**  
Option for Two-Sided Kiosk

Content by Other



**K2: PEDESTRIAN "YOU ARE HERE" MAP**