

HIGHLANDS CENTER
AT
CAPE COD NATIONAL SEASHORE



Sign Guidelines
May 2011

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Mission Statement

The Highlands Center fosters the unique cultural and natural heritage of Cape Cod by facilitating scientific research, the arts tradition, and educational programs atop the dramatic sea cliffs of Cape Cod National Seashore.

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Special thanks to the Highlands Center Partners - Barnstable County AmeriCorps Cape Cod, Payomet Performing Arts Center in Truro, Truro Center for the Arts at Castle Hill, Provincetown Center for Coastal Studies, Fine Arts Work Center, Highlands Center, Inc., National Park Service Atlantic Research Center - for their input.

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BACKGROUND

The Highlands Center initiative is a redevelopment project on a 110 acre site, owned by the NPS and managed by Cape Cod National Seashore (CCNS), who works in collaboration with Highlands Center program partners – local organizations which currently or in the future will lease one or more of the site’s 45 usable buildings. There are seven current partners including NPS, who are either established on-site or working towards locating there. More partners will join and more buildings will be leased as the project progresses.

The core of the Highlands Center will be such program partners who will establish an active community of creative individuals and will participate in carrying out the Center’s mission: to foster the unique cultural and natural heritage of Cape Cod by facilitating scientific research, the arts tradition, and educational programs.

The Highlands Center at Cape Cod National Seashore is located in North Truro, in the northernmost region of Cape Cod. It is tucked away, approximately 1½ miles off Route 6, the main highway. Under the current sign system, the site is challenging to find, and inadequately marked for way finding. The NPS has recognized the difficulty in finding this location as an inherent dilemma in directing visitation, and it continues to be of primary concern with current partners.

INTENT AND PURPOSE

The intent of developing these guidelines is to address the current need to improve the signage available for park visitors for finding their way through the park area to the Highlands Center, and to simultaneously increase visitor recognition of park sites and areas. In the process, it is also aimed at ensuring that the amount of signs, the various sign types, the signs designs, and the location and placement of signs is balanced with the NPS commitment to environmental stewardship, visual quality and to facilitating visitor access to park areas.

Individually and cumulatively, signs have a significant visual effect on the character of the Highlands Center. These sign guidelines provide a sign plan that establishes a hierarchy of signs that forms the basis for a consistent and standard system for all signs at the Highlands Center, and are consistent with the standards of the Town of Truro Sign Code as outlined in the Truro Zoning By-law.

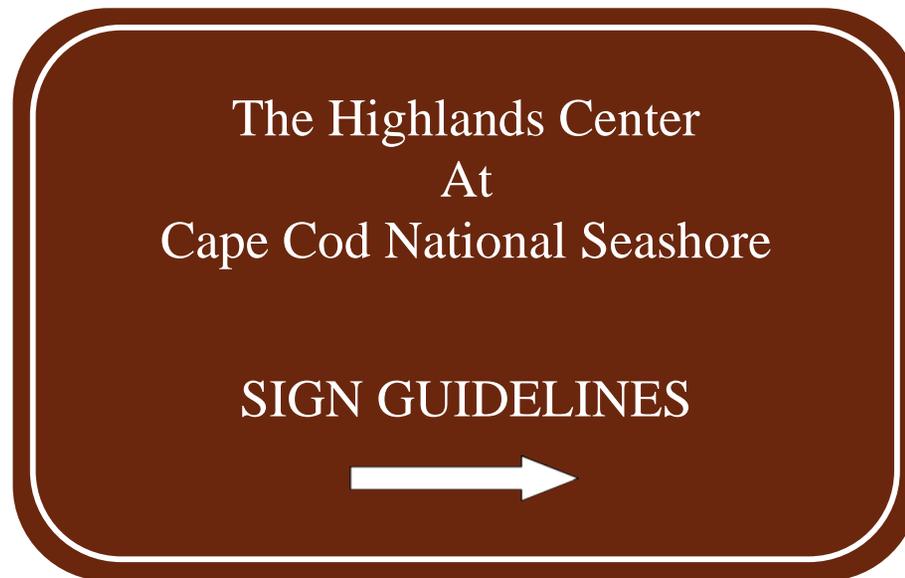
In developing this document, the NPS collaborated with park partners to identify all signage needs that required consideration. The sign plan identifies the hierarchy of sign types from the main highway to final destinations appropriate for all critical points throughout the Highlands Center grounds.

The goal throughout the process was to complement and coordinate with existing appropriate signage, and to make conceptual determinations for future signage preferences, based in an understanding of the entire sign system framework, from the point of entering Cape Cod National Seashore regional area, to all final destinations.

The NPS and program partners further agreed that the Highlands Center area would ultimately have an appropriate color and style scheme that would reflect the nature of the site, while maintaining compatibility with the NPS sign standards and surrounding town signage.

This document provides a reference for sign design and construction and layout parameters, to ensure that future way-finding needs to this area can be implemented in an accurate manner. It is also meant to sufficiently guide visitors to the Highlands Center and to their final destination, whether it is a National Park Service site, a program partner building, or a program area.

The guide presents a model that is both easy to follow and visually and aesthetically consistent with appropriate NPS and regional and local sign standards and provides a template for consistency among program partners. Guidelines set forth provide consistent and uniform design and details, and a template for conformance of future signs. It will serve to assist staff and partners in developing future signs as desired or required for the purposes of improving visitor way-finding and to identify sites and services within the Highlands Center.



EXISTING CONDITIONS EVALUATION

OVERVIEW

The first step in determining appropriate sign guidelines for the Highlands Center included making an assessment of the existing sign system. Though the intent of this document is primarily for providing a template for signs within the Highlands Center site, a crucial part of providing consistency throughout required an understanding of the existing directional signs to the site and a determination of whether they were sufficient, accurate and appropriate. This helped set the stage for preliminary discussions on how it currently serves (or fails to serve) the public's ability to reach the Highlands Center site.

Existing signage was documented, analyzed and evaluated from all points beginning at the first Cape Cod National Seashore sign traveling north on Route 6, and terminating at and within Highlands Center proper. It informed where Highlands Center directional signs would be necessary to sufficiently guide visitors to the site, but currently do not exist. Additionally, each intersection was evaluated for appropriateness, comprehension, straightforwardness and effectiveness, as well as for visual quality, aesthetics, and compatibility. This helped determine how to unify all signs at every point of travel, and ultimately create a cohesive, consistent sign system, from the main road to final destinations within the Highlands Center.

It is strongly recommended that NPS directional signage to the Highlands Center be placed at critical locations and junctures outside of the NPS boundary at State Route 6. This priority to facilitate public access requires coordination with the Massachusetts Highway Department. As a result of this analysis, directional signs are presently being installed on Highland and South Highland Road.

Generally, signing improvements at all points would require individual attention to the appropriate signboard consistent with the sign plan for the destination zone(s), the ability to consolidate information onto minimum number of total sign boards, removing unnecessary signs, signposts or other detracting features, and ensuring the highest visual quality at the specific site(s) of the sign(s). (Note: Developing NPS signage outside of park boundaries requires collaboration with State and local authorities, as appropriate).

DIRECTIONAL SIGNS TO HIGHLANDS CENTER AND OVERALL PARTNER CONSIDERATIONS

Park partner signage is an important consideration at the Highlands Center. The lack of directional signage along Route 6 to the Highlands Center, and the difficulty Park Partners experience in acquiring their individual signage placed along the roads to facilitate way finding to their destination poses a challenge for attracting and sustaining visitors. Partners rely on visitor use to maintain and offer programs, and the ease in which people can access their sites is a primary issue. In an effort to alleviate this deficiency, individual sign boards for directions to several sites or events have been created, located, and placed at the partner's own discretion in consultation with the town and Mass Highway Department.

Presently, the limited number of partners does not create a large concern for too much signage. However, this guideline addresses the vision of the future site, when the Highlands Center is anticipated to be a full, vibrant site with numerous partners.

Consideration was given to providing a level of partner signage outside the Highlands Center boundary but due to the complexity, cost, and visual impacts of this type of provision, it was determined to be inappropriate, and therefore non-viable. The assessment took a critical look at:

- directional information that may have included partner business names; and/or a varied number of partners;
- signs with partners logos to provide visitors with visual signs based on recognition; and,
- what type of critical management and maintenance practices would be required given partner turnover and changes.

DIRECTIONAL SIGNS TO HIGHLANDS CENTER WITHIN CAPE COD NATIONAL SEASHORE

There is a wide range of sign types inside the NPS areas, including both standardized boards and a variety of handmade, apparently temporary signs that provided NPS information. Standardized information boards offer a recognizable palette for a range of information, with a consistent template. Some information may not be relevant to the site, but offers an opportunity for ensuring comprehensive park information and clarity for the general visitor. Nonstandard materials and construction contributes to sign creep, detracts from the resource, creates confusion, and often still lacks general information visitors seek.

Entrance directional signs along the road make use of universal graphics using international symbols associated with NPS signage activities. These provide clean, quick and easily identifiable information to facilitate choices for visitors. NPS directional signs at the Marconi Site intersection provide clear guidance to the various destination zones within the Marconi area, are quickly understood and are easy on the eyes. In this case, the sign was limited to three lines—an appropriate scale for motor guidance. This provides a good example of what future signs may look like within the Highlands Center once the facility is fully operational.

Along Route 6

- Past Fort Hill, NPS directional signs to the Visitor Center provide the first visual recognition for park signs, which clues people into NPS sites, affiliations, events and activities, etc. This begins the sequence of park-wide signing. It sets the stage to move travelers to specific destinations. From here, hierarchy and accurate clues (based on visual signals such as logos, colors, and sign types) facilitate visitor movement through the park.
- Blue “NPS Info Service” sign just before Salt Pond Visitor Center implies where there will be information regarding visitor use areas, and that Park site information will be available. The visitor center does not provide detailed information regarding individual in-park businesses and partner location information.
- Directional information is insufficient upon Route 6 exits towards the Highlands Center. (The Highlands Center is also referred to as being located at the site of the old North Truro Air Force Station on web mapping services, and efforts by the park staff to update this information have been challenging.) Visitors can easily become confused, as the exits and intersections on the way to Highlands Center provide an onslaught of information that is sometimes redundant, conflicting and/or illegible.

- Stronger, clearer directional signs to the Highlands Center that offer a visual connection to the NPS, such as the brown NPS sign are recommended.
- Heading south from Provincetown, “Head of the Meadow Beach Next Left” sign provides a good example of a standard NPS directional sign for the park area, however, it lacks Truro Highlands” or “Highlands Center, Next Right” as well.

At Route 6 and South Highland Road

- Existing blue Highland Golf Links and Camping signs imply that directional signs to the lighthouse and the Highlands Center would be provided at these junctures as well. These blue signs are scattered along the roadways in various locations.
- Consolidation of sign information onto less signboards, consistency throughout the thoroughfare, and visually cleaning up sites would streamline and facilitate visitor wayfinding to the Highlands Center, while improving the visual landscape.

Along South Highland Road at Old Dewline Road Intersection

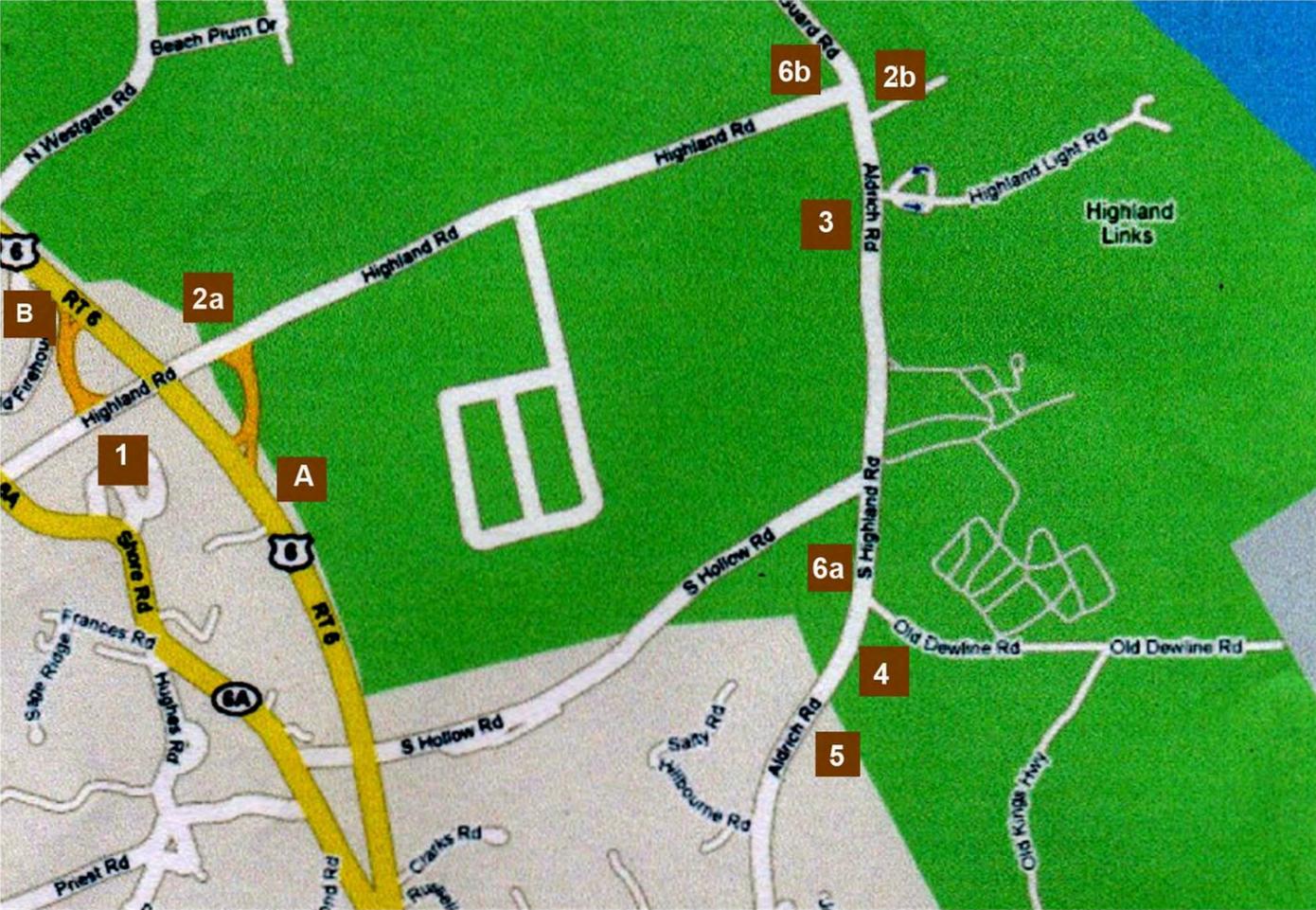
- The first “sense of entry” to the Highlands Center occurs along South Highland Road.
- A larger, two-sided NPS standard sign at this point with a directional arrow was recommended and has been installed on the corner of South Highland Road and Old Dewline Road. (However, consideration should now be given to relocating the town street sign for Old Dewline Road so that it does not obstruct or detract from the sign.)

Along Old Dewline Road

- The entrance sign to the left is visually over taken by the radar station infrastructure. A new entrance sign located in a zone that is dedicated to introducing the visitor to the site, away from visual obstructions, would provide the visitor a welcome entry, and a clear indication that they have “arrived” at their destination.
- Consider if a pullout near an Entrance Sign location is necessary.

DIRECTIONAL SIGNS TO HIGHLANDS CENTER (From Route 6)

The Highlands Center Directional Signs map identifies intersections between Route 6 and the Highlands Center site that are critical for establishing new directional signs to the Highlands Center. These are the zones where consolidation of sign information, removal of redundant signage, and cleaning up to improve visual quality is highly recommended.



1 North Truro Highlands Directional Sign Locations

HIGHLANDS CENTER AT CAPE COD NATIONAL SEASHORE PARK ENTRANCE SIGNS

Since Cape Cod National Seashore is a NPS site that is comprised of different areas along outer Cape Cod, there are various locations that represent an “Entrance” into the park, such as the Salt Pond Visitor Center and the Marconi Headquarters Site. Both have a custom-design, “Entrance Sign” style in front, which is typically reserved for announcing park sites. However, many park areas in the National Park Service that have disjointed sites announce the various sites as part of an Entrance Sign System. Such is the case for the Highlands Center to also have a custom designed Entrance Sign. The consideration for future Entrance Signs is to determine whether all Entrance Signs within the Cape Cod National Seashore should be designed to relate to each other, and reflect consistency in all details of the Entrance Sign design, so that all Cape Cod National Seashore sites are visually linked as one comprehensive system.

ON-SITE DIRECTIONAL SIGNAGE

- Some existing speed limit signs are hand painted, black letters on a white board. They are obviously temporary. (Note: As of this guideline, standard regulatory signs have been ordered and will be installed upon delivery).
- Determine appropriate location and design for regulatory and directional signage along roads and in parking areas.
- With exception of a few prototype signs, the existing site directional signs for partner facilities are stenciled on white signs with black letters. They are difficult to understand and obviously temporary and should be replaced.
- The first view of the Highlands Center site immediately passing the entrance sign is not welcoming. Remove older signs and/or locate the sign to the opened side of gate, and install a more welcoming sign. Consider pedestrian scale in defining sign content, and that all major location information is to be provided on a Site Information Board and Orientation Map at parking zones.
- Visually tie-in final sign board designs and site layout, including standard NPS interpretive panels, Park information boards and Partner information boards with similar posting details, shapes, if possible. Providing a sign at each building for each possible future tenant would create visual clutter, so consideration may be given to limiting these to “anchor tenants” or program types.
- It was considered whether arrows would be necessary to direct people to buildings and or zones, but determined that the scale of the site, combined with information boards and maps would be sufficient.

BUILDING/PARTNER IDENTIFICATION SIGNS

Permanent

- Existing (Air Force base standard) building number signs are brown, with white lettering, on 10”x10” wood signboards. These include both the building number and the name of the building use. These are appropriate in color, scale, location and material.
- Some freestanding and/or wall signs with logos, full names, function, phone numbers, websites, etc. add to visual clutter. Address hierarchy of information and identify appropriate location based on information content. Some content may be appropriate part of information boards at parking areas; other information can be provided inside facilities.
- Consider building signs that permit only the Partner Name, only building use, or both the building address and partner name.

- Partners expressed an interest to have artistic control/poetic license over color, lettering, and materials for their own identification signs.
- See pages 16 and 17 for standard specifications for freestanding area identification signs.
- See pages 18 and 19 for standard specifications for building signs.

Temporary

- Most of the signs at the Highlands Center relating to partner use currently are considered temporary. Signs that fall into the “temporary” category are for short-term use. Typically, these are either for interim partner identification purposes, when signs are being used until permanent signage is acquired; or for special events, which occur intermittently throughout the year for short, specific periods of time.

BUILDING ADDRESS NUMBERS

- Existing “building numbers” are above doorway.
- Future numbers (street addresses) shall be replaced with standard size larger numbers. See page 21 for standards.

STREET SIGNAGE

- Four major sign color types were identified throughout the Cape Cod area associated with directional signage and street signs. These are useful in creating a mental link for visitors to subconsciously cue into guidance patterns. These also enable determining the appropriate scheme for signage once the required directional information is determined.
- Brown with white lettering is reserved for NPS (and federal) signs. Makes a strong visual connection to NPS.
- Green signs with white lettering identify public roads.
- Blue signs with white lettering identify private roads or entities. This also appears to be a standard color combination for specific site destinations. (Some information signs with NPS information are blue as well.)
- White signs with black lettering are destination oriented. In some cases, all 3 sign types will be found on one post. It is clear, easy to read, and illustrates there is a precedent for an existing street sign standard.

NPS STANDARD SIGNAGE

- Orientation Signs with Maps, Visitor Information Boards, Regulations and Safety considerations, Interpretive Signs and miscellaneous postings, all provide opportunities to ensure that there is sufficient reference to all general park destinations.
- Though maps currently label the Highlands Center location, the level of detail of the map cannot include information regarding Highlands Center activities and partners
- Two information boards regarding current use, visitor access, and links to other park amenities have different construction standards than most park signs or NPS standards. At some point, these should be replaced. One orientation sign at the ball field should include a map of park partners on site, with appropriate names and addresses occupying the buildings.

- It is critical to provide visitors with a starting point, where all relevant information for the site is available. Consider two boards. One for “Park Information” and another for “Partner Programs”. Locate at each parking area, and/or at areas that relate to interpreted feature.
- Details to consider for the Information board are potential effects of weather and vandalism. Recent native perennial shrub planting by AmeriCorps Cape Cod as part of a revegetation project is an opportunity for small scale-interpretive information of site efforts. Use opportunity to identify purpose of projects on signboards to showcase all work to entice visitor interest in site.
- Interpretive wayside opportunities include information regarding the radar station history, energy systems on site, natural resources and research, etc.

THE FAMILY OF SIGNS: GENERAL GUIDELINES AND RECOMMENDATIONS

GENERAL GUIDELINES FOR ALL SIGNS

These guidelines generally cover all signs at the site, including permanent and temporary signboards and information. Signage at the site falls into two general categories: standard NPS signage and non-standard Partner/event signage. The signage design guidelines apply to all Highlands Center Partners, tenants and permittees, including, but not limited to, all private sector tenants, government agency tenants, and other non-private sector entities.

This guideline addresses compatible design standards, identifies appropriate signage types, establishes design criteria, and provides sign drawings, photos and notes with regard to sign sizes, colors, fonts, logos, materials, construction, and general technical specifications.



National Park Service Arrowhead

The National Park Service Arrowhead is the primary identifying logo for National Park units. The colors of the logo are considered for compatibility with other signs within the park. Use of the arrowhead requires NPS approval.



Cape Cod National Seashore Logo

The Cape Cod National Seashore logo is the official “Friends of the Cape Cod National Seashore” logo, and has been used on NPS brown signs. Although this logo links partners with the NPS, it is not appropriate to identify the NPS on signage.

Logo colors were identified to determine whether they could be appropriately applied to partner level signs within the Highlands Center, and used for non-NPS marketing purposes of Cape Cod National Seashore areas. This was widely discussed with partners and staff. It was determined to be a desirable option in developing sign designs within the Highlands Center site.

Friends of the Cape Cod National Seashore

LOGO Pantone Colors:

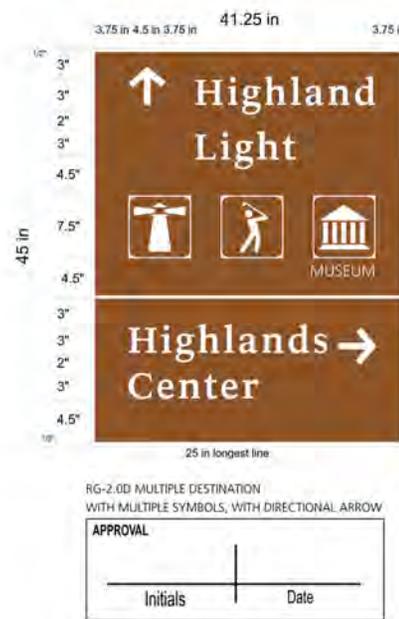
- Tan – Pantone 466
- Blue – Pantone 280
- Light Blue – Pantone 630
- Black – process black
- White – bright white

DIRECTIONAL SIGNS ALONG ROADWAY

NPS Directional Signs along Route 6 and into the Highlands Center site are NPS Standard signs, designed in accordance with NPS Uniguide Specifications.

These are typical of the sign types recommended at all points on the North Truro Highlands Directional Sign Locations map (p. 14).

NPS sign requests are managed by the Highlands Center Project Manager/Park Planner, working with the Park Sign Coordinator and the Harpers Ferry Center as needed, for final design layout and fabrication.



PROJECT	
Cape Cod National Seashore	
PROJECT NUMBER	
CACO-11-B	
UNIT AREA	
SIGN CATEGORY	
NPS UNIGUIDE SPECIFICATIONS	
DESCRIPTION	
Substrate	10MM ALUMALITE-NPS PAINTED BACK
Background	SUPER ENGINEER GRADE w/NPS BROWN OVERLAY
Text Color	WHITE
Text Size	3" U.C.
Border	1/2" UNDERRULE 3/4"
Radius Corner	3/8"
Artwork	(2) NPS ROADWAY ARROW
Holes	NOT REQUIRED
Z-Bars/L-Rails	YES (2) PER SIGN FOR MOUNTING
COMMENTS:	
DRAWING DATE	
09/17/08	
REVISION DATE	
1	04/07/2010
2	04/14/2010
CLERK: SHELTON	
 Karla Kunsemiller Industrial Specialist Federal Prison Industries PH: 303.763.2566 FX: 303.763.2526 Email: kkunsemi@central.unicor.gov	



STREET SIGNAGE

Street signs within the Highlands Center are white lettering on blue signboard.

All street signs in Truro, including those within the Highlands Center, are provided by the Truro Department of Public Works, according to their standard specifications.

HIGHLANDS CENTER ENTRANCE SIGNS

An Entrance Sign for the Highlands Center was conceptually addressed to provide an appropriate palette for a future signature entrance sign.

Designed to invoke a sense of place, preliminary concepts explore abstract interpretation, and reflect natural imagery. The Highlands Center is remotely located, set in natural surroundings.

Guidelines for specifications were based on determining compatibility with site features, consistency with the NPS standard signage and the trademarked Cape Cod National Seashore logo that is used by partners of Cape Cod National Seashore.

As stated in the NPS UniGuide Standards, Volume 1, Park and Facility Identity Signs, “although design standards are provided, variations in structure and materials may be used to reflect the character of the park and the sign’s setting”, and further, “sign panels are of a consistent appearance, using the NPS Arrowhead, standard typefaces, and other elements from the graphic identity standards”.

The Highlands Center Project Manager/Park Planner will be responsible for ensuring that these signs are designed to be consistent with NPS Standards as described in NPS UniGuide Standards.

*At Right:
These images are conceptual imagery only, utilizing appropriate colors for the park.*



ENTRANCE SIGN SPECIFICATIONS

Location and Installation

- Place immediately upon entry into the Highlands Center site, along the right side of roadway.
- Locate for high visibility, context with surroundings and where background visually enhances setting.
- Desirable if footings can be set directly in soil, without concrete.

Size

- Park Area Entrance sign sizes vary, and are at the discretion of the NPS staff responsible for reviews and approvals the final design.
- Large enough to be visible from a distance.

Materials

- Durability and wind, salt and sea spray resistant qualities are desired.
- Low maintenance while aesthetically appropriate is highly desirable.
- Cedar is appropriate, as a less refined, more informal type of wood treatment reflects the site character well.
- The image of the “pen board” used on boats to store fish is a reflection of the vernacular in Cape Cod, and can serve as a design basis for various sizes, shapes and detail wood treatment.
- Aluminum die bond sheeting is an acceptable cost effective treatment, however, due to the nature of an entrance sign

should be used with consideration of high design style applications.

- Foam board is an option that is low maintenance, and offers a workability that can create a textured surface. The material can be carved to give the appearance of wood, or weathering.
- Optional materials may include wood, stone, HDPE plastic, acrylic fiberglass, cast concrete, porcelain enamel, weathered steel, or other metals.

Content, Fonts and Layout

- Content only includes the formal name of the site, “Highlands Center at Cape Cod National Seashore”.
- Fonts and Layout are part of the design development process, but must be consistent with standard typefaces, and other elements from the graphic identity standards, in accordance with the NPS UniGuide Standards.

Colors

- Dark Brown/Rust
- Tan (Pantone 466)
- Blue (Pantone 280 Blue)
- Light Blue (Pantone 630)
- Black (process black)
- White (bright white)

ON-SITE DIRECTIONAL SIGNS

This Sign Layout Map recommends locations for signs currently servicing the Highlands Center site, as well as for areas not yet occupied. Sign type and locations are indicated below. Area Identification Signs (referred to on map as “Partner Directional Signs”) are located along Old Dewline Road, in front of each destination zone.

Notes:

Directional Zones refer to areas served by Partner Directional Signs.

Street signs are at designated, official street intersections only.

Partner Directional Signs provide guidance to partners within the indicated Directional Zones.

Street Addresses are currently proposed.

Site Features for Woods Walk and Overlook only.



FREE STANDING AREA IDENTIFICATION SIGNS

The Highlands Center site is intended to be a pedestrian scale site. All site information will be provided at each parking lot. From there, visitors are provided map and business location and information. Directional sign provisions within the Highlands Center will be limited to Area Identification signs, rather than to independent partners or businesses.

Directional signs to facilities and amenities are freestanding signs located at the general area associated with the buildings and/or partners within that area. Most signs will require that the signboard be double-sided. Separate freestanding signs for individual partner identification are not allowed. In determining the sign layout and wording for each sign, the occupants in the area that is being served is the primary criterion that identifies what building or partner information will be appropriate for the specific directional sign.



AREA IDENTIFICATION SIGN SPECIFICATIONS

Sign Location and Installation

- Signs are to be placed perpendicular to, and along the roadway, approximately 5 feet from the edge of the road.
- Signs should be installed directly in soil, without concrete.

Sign Sizes

- Actual signboard shall consist of two posts and one line per individual partner, for up to three maximum numbers of partners per sign.
- For one line per sign, from ground to bottom board = 20-24"; overall height 26-30" plus 1" chamfer; top of sign to beginning of chamfer = 3.5"; width between posts 33", 36" overall.
- For two lines per sign, from ground to bottom board = 23.5"; overall height 45" plus 1" chamfer; top of sign to beginning of chamfer = 3.5"; width between posts = 31.5" (See photo of ARC sign above.)
- For three lines per sign, start with the same ground to bottom board dimensions and font sizes.

Sign Materials and Colors

- Signboard: 1/2" Thick Komacacel (Plastic Composite), HDPE Plastic, 080 Aluminum or equal material as approved by Highlands Center Project Manager/Park Planner.
- Signboard and finish shall consist of 3/4" medium density overlay cedar plywood. (CHECK Sign order for complete specs and details)
- Use "pen board" as a backing for single signs.
- Sign frame and finish shall consist of 4x4 unpainted cedar posts or recycled framing members. Frames shall be connected using screws. Top corners shall have 1" chamfered edges.
- Text Color: Pantone 466 Tan
- Name Plate Color: Pantone 280 Blue

Sign Content, Fonts and Layout

- Text shall fit within 30" horizontal business nameplate.
- Text should be approximately 2" from the top and bottom border of the sign and not less than 1" no more than 3" from the side border lines.
- Text on signs shall be laminated 2 color HP Digital Print Vinyl.
- Font shall be NPS Frutiger or Rawlinson (see page 20 for example) or similar
- Address numbers shall not be included on these signboards. Numbers will be located on buildings only.

BUILDING/PARTNER IDENTIFICATION SIGNS

NPS Permanent Signs

Each building will be allowed two exterior wall signs identifying the partner(s) occupying the building.

- One 20"x20" square sign at the main building entrance.
- One sign at a side or rear entrance.
- For two-story buildings, an additional sign or larger sign may be allowed on the second level to further indicate the location of the occupant.

	PROJECT NPS Cape Cod Nat'l Seashore
	PROJECT NUMBER BUILDING ID- B
	SIGN CATEGORY NPS SPECIFICATIONS
	DESCRIPTION Panel: QTY: Substrate:HDO Plywood Font: NPS Rawlinson, 2" U.C.-L.C. Character Width Scale @ 94% Line Spacing @ 3.5" Color/Finish: Prismatic White Legend, Border on Reflective NPS Brown Prismatic Background Artwork: 5" (1) color NPS Arrowhead
	DRAWING DATE 05/19/09
	REVISION DATE 1 05/20/09 2
	 Karla Kunsemiller Industrial Specialist Federal Prison Industries PH: 303.763.2566 FX: 303.763.2526 Email:kkunsemi@central.unicor.gov
BUILDING-ID-SIGN: 20" (w) x 20"(h)	
APPROVAL _____ Initials Date	

NPS Building Identification signs are designed in accordance with standard NPS sign design guidelines and specifications. These and any additional sign requests are submitted for review, approval and construction through the Highlands Center Project Manager/Park Planner.

PARTNER BUILDING/IDENTIFICATION SIGNS

Partner signs are the partner's responsibility, to be custom designed and fabricated in accordance with the specifications below. Sign design concepts must be submitted to NPS staff for review and approval prior to fabrication and installation. NPS will determine appropriate signage when one building may occupy several partners. *Below: Conceptual sample of appropriate partner sign.*



Temporary Signs

Temporary Signage is divided into two types of signs, Event-Oriented and Interim Partner Signage. The NPS will review and may approve requests for the placement and mounting of all temporary signs on a case-by-case basis.

Event Oriented

- Event signs may include visual advertisement of and directions to the event, keeping information brief and informative. They shall conform to NPS guidance regarding: sign design type(s), sizes, details and specification; numbers of signs, specific locations of signs; length of time signs may be in place.
- There are two types of acceptable special event signage, i.e., banners and sandwich boards. Signs advertising or announcing special events must be approved by the NPS, as all persons/organizations desiring to hold special events must obtain prior approval from the NPS.

- Size must not exceed 12 square feet in area, e.g. 2' x 6' banners and 3' x 4' sandwich boards.
- Temporary signs for special events may not be installed at the front entrance gate to the Highlands Center more than 5 days before the event being publicized. Temporary signs must be removed within one day after the event.
- Temporary directional signs on Town roads related to special events must also comply with town restrictions. Such signs need to be approved by the Town of Truro, as needed.
- In no case shall signs block windows or doors to the building.

Interim Partner Signage

Interim Partner Signage is expressly for the use of a facility that is not currently being used, but that is in the process of establishing occupancy. This allows for a public display of the forthcoming service or activity and an opportunity to provide detail information on the new partner use. These 24" x 36" signs with complementary layout to the following samples may only be posted on the front door of the building that will be occupied.

Right: AmeriCorps Cape Cod Temporary Sign and Temporary Sign on Door.



BUILDING ADDRESS NUMBERS

Building address numbers are critical information for finding destinations, and are particularly important for emergency vehicle viewing. Address number style is standard and consistent throughout the Highlands Center, and will follow the specification standards as described.

ADDRESS NUMBER SPECIFICATIONS

Number Location and Installation

- Locate Address Numbers on buildings, above the building identification sign, justified to the right.
- Stud mount with spacers at 1/2" standoff.

Number and Sign Sizes

- Each numeral of the address number is 4" high, average width 4", approximate depth: 1/2", stroke: 1/2" - 3/4", routed in 8" x 8" square boards.

Sign Materials and Colors

- Numbers are to be reflective, routed in recycled plastic sign boards. Install per standard sign manufacturers instructions.

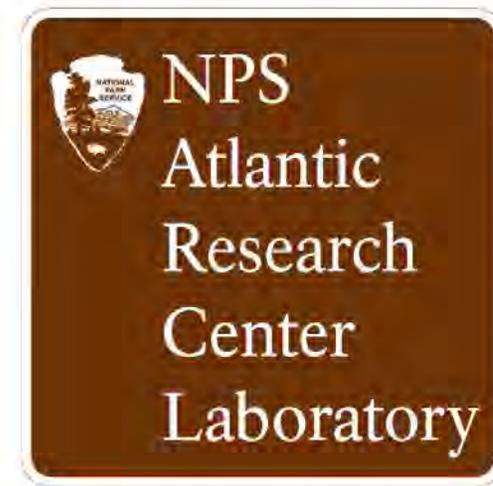
Number Font and Layout

- NPS Frutiger, Rawlinson or similar, as approved by Highlands Center Project Manager/Park Planner.

**This is NPS Rawlinson,
a serif typeface**

**This is Adobe Frutiger,
a sans-serif typeface**

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*Sample Layout of Address Number and
Building Identification sign*

STANDARD NPS SITE SIGNAGE

In addition to traffic control and other regulatory signs, the following signs on the site will follow NPS standards or will be designed by the NPS: orientation, interpretive signs and waysides, site features.

Orientation/Waysides/Interpretive Signs

Existing information boards and wayside exhibits as per current NPS Harpers Ferry Center sign specifications are shown below. Installation guidelines and standard dimensions are provided on the Center's website at <http://www.nps.gov/hfc/>.



Orientation and Park Map



Information Board

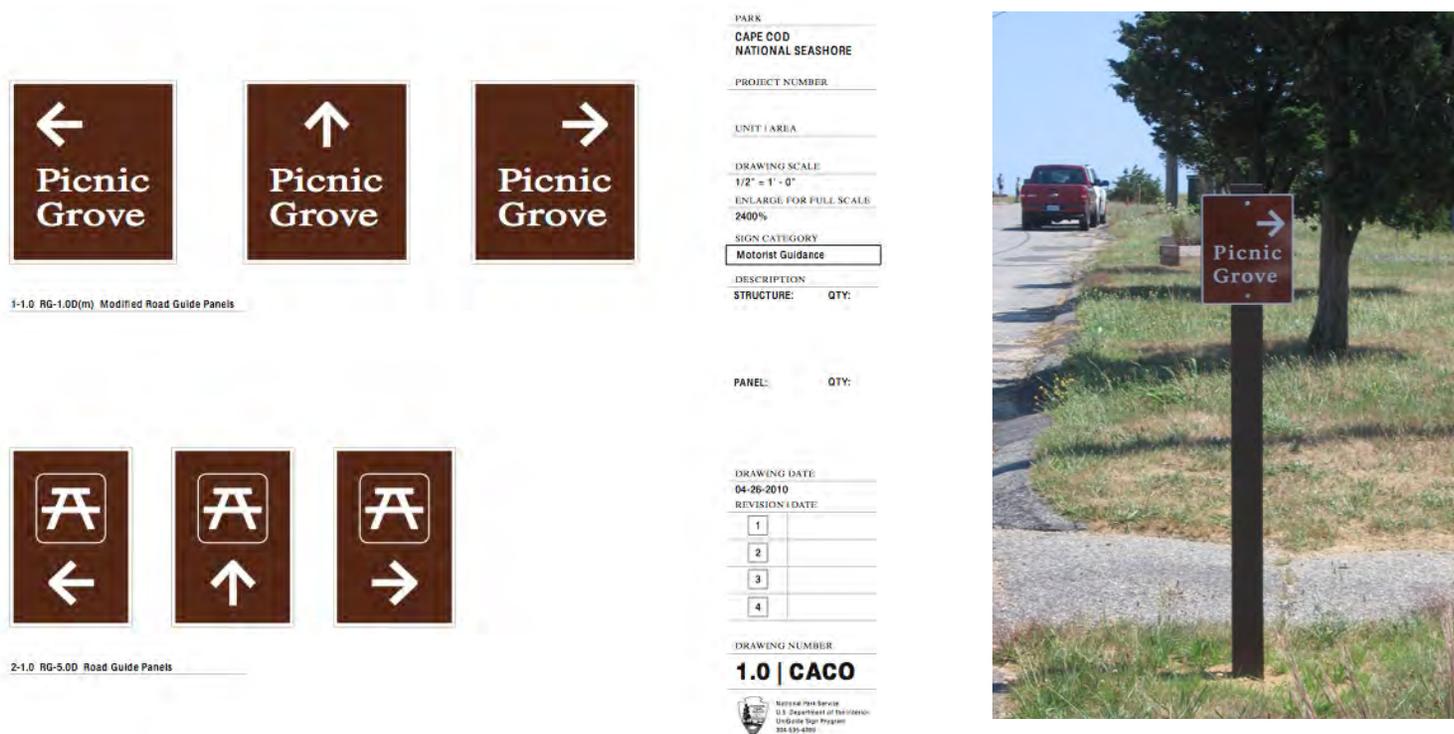


Interpretive Wayside

SITE FEATURES

NPS Site Feature directional signs are located at critical junctures within the Highlands Center site to direct visitors to site resources and/or non-building destinations. Refer to these locations on the Sign Layout Map. All sign requests for site features can be handled through the park working directly with Harper’s Ferry Center and Unicorn for final design layout and fabrication per NPS UniGuide Specifications.

Signs are installed on a cedar or recycled wood, 4x4 post, with 1” chamfered edge at top of post. Height is to be appropriate to level of detail, as approved by Highlands Center Project Manager/Park Planner.



*Top Left: Sample of sign request for Site Feature signs.
To Right: Installed Picnic Grove sign*

GENERAL GUIDELINES FOR ALL SIGNS

- All signs must be maintained in good repair and free of marks and graffiti.
- Murals will be permitted upon review and approval by the NPS.
- There shall be no commercial advertising, incidental business information or brand names on signs.
- There shall be no permanent or temporary signs in windows or door glass of buildings and entries.
- Temporary signs for events may indicate sponsors only in accordance with NPS Director's Order #21: Donations and Fundraising.
- Signs with visible moving, revolving, or rotating parts, or hanging from structures will not be permitted
- Flashing, moving, rotating, or blinking lights will not be permitted.
- Internal sign illumination will not be permitted. .
- The use of beacons or searchlights for special events or advertising purposes is prohibited.
- Signs not conforming to the requirements of the NPS and these regulations must be removed.

SIGN MAINTENANCE

- The NPS will maintain all directional signs to the site and site feature signs.
- Partners will maintain their directional signs at the street level, their identification sign(s) located on the wall(s) of the building they occupy, and their street address numbers.

SIGNS FOR CONSTRUCTION, SPECIAL ACTIVITIES AND FUNDRAISING

For Capital Projects

- During project fundraising, construction, and for a limited time following project completion, temporary, on-site signs may be used by the park to recognize donors involved in specific capital improvement and/or rehabilitation projects. This may include temporary exterior construction signs identifying contributors to the project.
- Cape Cod National Seashore or the project proponent will be responsible for creating the temporary sign, which will be tastefully designed, describe the project, acknowledge donors, and not intrude on the visitor experience.
- Donor name script and business logos may be included as part of the recognition provided it amounts to a short, discrete, unobtrusive donor credit line at the end of the information on the sign.
- The level of donation required for temporary, on-site recognition will be determined on a case-by-case basis, depending on the total cost and duration of the project.

Special Events and Activities

- The Superintendent allows a limited use of logos and name script on temporary event facilities, signs and literature at such special events.
- The size, scale, scope and location of business logos and name script shall not dominate the event facility or area.

Recognition of Donations to Park Partners

- Donations to partners will, when mutually agreed by the partner and the park, be recognized on an interior donor wall, book, or easel-mounted display.
- Type and duration of recognition will follow guidelines set forth in the CCNS Donor Recognition Plan 2006.

SIGNAGE EXCLUDED FROM THIS SCOPE

The following signs are outside the scope of these guidelines:

- Signs and sign systems used in the interior of buildings, where these signs are not visible from the exterior, are not addressed in this guideline.
- Temporary or permanent signs to warn of danger or hazardous conditions, including signs indicating the presence of underground cables, gas lines, hazardous natural features, and similar situations.
- Signs displayed on motor vehicles or trailers that are being operated or stored in the normal course of business, such as signs indicating the name of the owner or business, which are located on delivery trucks, rental trucks, moving vans, and the like, provided that the primary use of such vehicles is not for the display of signs, and provided that the vehicles are parked or stored in areas appropriated to their use as vehicles.

REVIEW AND APPROVAL PROCESS

These guidelines require that Partners obtain approval from the NPS before the construction, placement, or alteration of any sign included under this document.

Partners must submit 8-1/2" x 11" paper mockups for review. The NPS will have a 14-day review period to provide approval or comments. Resubmission of sign mockups will be required for changes. This sign approval process may be a component of the Partner's proposals and submittals for approval of overall building rehabilitation design, or may be limited to only a sign approval request.

In coordination with Highlands Center Project Manager/Park Planner, tenants must obtain utility and archeological clearances before beginning any excavation.

Cape Cod National Seashore reserves the right to refuse or remove any signs that are not in conformance with the guidelines set forth.