

Signage & Lighting Styles Overview

Signage and lighting are an important amenity to communities. Aside from enhancing navigation and safety, they are a useful tool in reinforcing city branding efforts and reflecting a cohesive community image. The proposed lighting and signage concepts shown on this board and board 9 are based on input received from residents.

The photo image edits shown on the following boards provide the opportunity to visualize how the proposed signage and lighting can aid in transforming the community and assist in place-making.

Signage

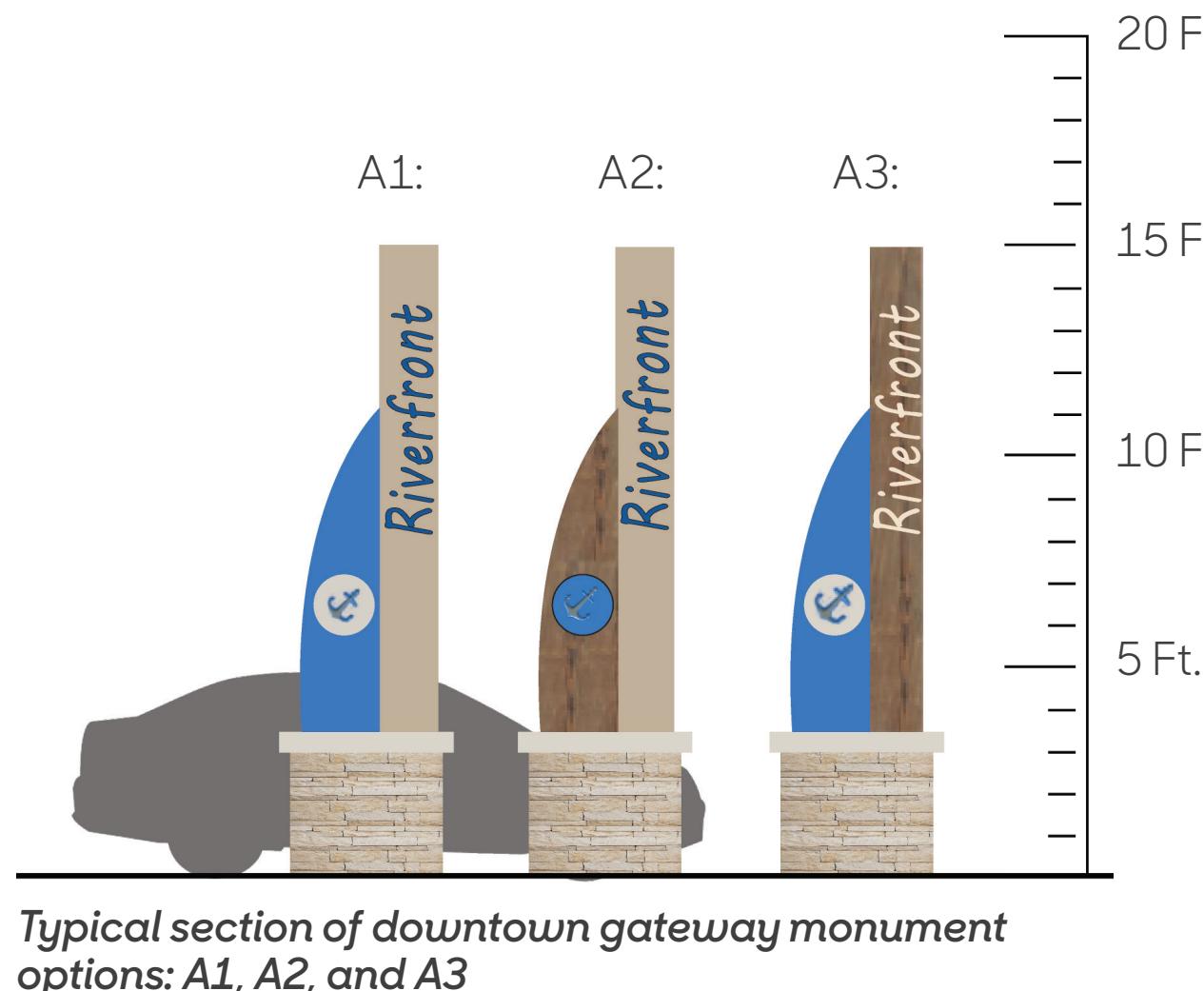
Signage encompasses the community entryway signage, downtown gateway signage, light banners, and the way-finding signage system shown in detail on this board and board 9. All of these signs create a unified and holistic appearance through the replication of colors and incorporation of the anchor symbol. Materials and colors used for the entryway signage and gateway monuments are reflective of nature – the blue symbolizes the water, and the use of limestone reflects the limestone bluffs that are exposed in the immediate area.

Light banners help reinforce community branding and identity through their shape, messages and graphics. Banners can also be used to promote community events. The "sail" shaped banner proposed is not only visually catching, but it also reinforces Princeton's nautical themed branding.

Way-finding signage helps visitors navigate a community and allows the city to guide users to places of importance and interest, as well as attract potential tourists traveling along Hwy. 67. By utilizing the same community cap on all of the way-finding signage it is easier for visitors to quickly discern city signage from other competing signage.

Lighting

Proper lighting can enhance nighttime accessibility, improve the appearance of an



area and even have positive psychological effects on users. There are two different decorative lighting styles shown on the concept boards. It is intended that the city would select only one lighting style. The selected style would then become the city standard and would be used for all public site lighting throughout town.

As can be seen in the illustrations, there are different scales of lights for different applications. Scale is one of the essential elements that contributes to the ambiance of a community, as well as evokes certain sentiments and perceptions from pedestrians and motorists.

Because Princeton is located along the river, it is important that the lighting fixtures are sealed to prevent insects common to the Mississippi River corridor from getting into the fixtures. Down-lighting like shown in both style options is recommended to minimize light pollution and encourage safety while still allowing for enjoyment of a starlit sky and moonlight shimmering off the river.

