

### Entryway Signage Overview

Community members expressed an interest in looking at different options for entryway signage to make it more visible. The design team created various concepts which were modified and refined based on feedback received from the community during the design workshop. Residents liked the look of the natural limestone with the weathered steel and integrating the anchor with the existing city logo. The entryway signage concepts were narrowed down to the two concepts which are illustrated below, concept #9a and concept #9b.

One of the recurring comments received about the existing signage was the small size, in fact, most of the residents didn't even know that there was an entrance sign located on the north side of town by Pineo Grove even though many traveled that road frequently.

### Signage Concept Development

Entryway signage needs to clearly and quickly identify the community to motorists. The text on the signs needs to be large enough to be easily read from the roadway at the posted speed limit. The scale of the overall signage, along with the colors used are both critical to the sign being noticed and not getting lost in the large rural landscape (see photo edits on this board) or urban background (see photo edit on board 14). The existing photos along with the proposed concept photo edits are all shown at the same size to better convey the differences that scale, color, and landscaping can make.

Since entryway signage is a visitors first impression of the community, it needs to be considered an essential component of the overall way-finding signage system and designed to integrate with the rest of the signage. This is done through the integration of the city logo and/or elements of it that are then repeated in the other signage found throughout Princeton.

Landscaping that is tolerant of the highway conditions, such as salt spray, and is adapted to our environment is proposed. The edits illustrate a formal landscape utilizing native vegetation (grasses and forbs), which will provide seasonal interest. A mowing edge around the mulched planting bed and sign will aid in minimizing maintenance and eliminating the need for grass trimming.

### The BIG Picture

Repetition is important in creating a unified feeling and enhancing the ambiance of a community. Repeating colors, hardscape and landscape materials, site amenities, "styles" and lighting at all of the entryways; as well as along the primary corridors and in public areas accomplishes this. In viewing the boards this repetition will become apparent, as will the need to sometimes modify things to fit the field conditions; these modifications, however, still maintain the same style and integrate the same materials and elements.



Existing north community entryway signage near Pineo Grove subdivision; photo take from Highway 67 looking southeasterly



Concept 9a: entryway signage style #1, option D1



Concept 9b: entryway signage style #2, option D2



Enlargement of existing entryway sign



Enlargement of style #1 concept, option D1



Enlargement of style #2 concept, option D2