



# Frankfort

Kentucky

Wayfinding Master Plan  
November 2014



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## Acknowledgments

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## Table of Contents

<b>1. Introduction</b>	<b>Pages</b>
Downtown Frankfort Wayfinding Plan Objectives .....	2
Wayfinding Committee Representation and Input .....	2
Scope of Work and Limits of Downtown Wayfinding .....	2
Branding Committee Integration .....	3
Process Summary .....	3
What is Wayfinding? .....	3
<b>2. Field Investigation and Analysis</b>	
City of Frankfort: General Observations .....	4
Existing Sign System: Assessment and Observations .....	4
Map of Existing Signage Inventory in Scope Area .....	5
Destination Points and Determination Process .....	6
Area Groupings .....	6
Map of Destinations: Current Scope Area and Future Expansion.....	7
Map of Destinations: Current Scope Area .....	8
<b>3. Sign Family</b>	
Wayfinding Sign Family Design Process .....	10
Wayfinding Schematic Design Options .....	10
Preferred Wayfinding Sign Family and Classifications .....	11
Illustrations of Preferred Wayfinding Sign Family .....	12-20
Graphic Standards .....	21
<b>4. Sign Locations</b>	
Mobility Patterns of Downtown Frankfort .....	22
Decision Points for Wayfinding .....	22
Map of Destinations and Decision Points .....	22
Scope Area Locations of Wayfinding Components .....	23
Key Map of Proposed Signage in Scope Area .....	24
Enlargement Areas .....	25-41
Mock-up Images .....	42-47
<b>5. Wayfinding Budgets</b>	48
<b>6. Plan of Action for Implementation</b>	49



## Downtown Frankfort Wayfinding Plan Objectives

Frankfort, the State Capital of Kentucky, is rich with cultural, historic and geographic diversity. The Kentucky River, both a symbolic and physical link that weaves through the community, provides a thread to the rich history of Frankfort. The river is a unique corridor that brings both cultural continuity and physical separation within the community, particularly within the downtown of Frankfort.

The Kentucky River and changes in topography has given rise to an organic evolution to the growth of the downtown within a traditional grid pattern. The urban patterns of growth, preservation of a historic city fabric and patterns of outlying suburban growth have led to connectivity linkages and traffic patterns that are often times confusing to visitors to downtown.

Years of urban evolution in the downtown area of Frankfort have seen a layering of attempts to direct visitors through and around the community. The resulting “cluttering” of signage and wayfinding

## Wayfinding Committee Representation and Input

The Wayfinding Committee is an active group of community representatives from a broad cross section of community organizations. The Committee represents a larger constituency of people and organizations within the community, understand patterns of movement within the downtown, know the make-up of downtown users and are passionate about the use, growth and perception of the City of Frankfort.

The Committee has been vigilant in working towards the goals, objectives and implementation of the Wayfinding Plan. Throughout the planning and design process by the consultant team, the Wayfinding Committee has interacted with the consultants with

is sometimes redundant, confusing and without uniformity. To this end, the City of Frankfort has recognized the downsides of existing wayfinding in the downtown area and identified the need of a uniform and functional wayfinding “system” that is informative to both residents and visitors of Frankfort.

The Frankfort Wayfinding Plan is a comprehensive and systematic approach to providing a means to vehicular, pedestrian and biking wayfinding in Downtown Frankfort. The design sensitivity and continuity of the wayfinding components will help to provide a sense of place within the downtown areas of the community.

The initial phase of work that is represented in this Wayfinding Master Plan for the downtown is also intended to be lasting and usable for other areas of the community at future dates. The Wayfinding Plan and subsequent construction documents that will be prepared are a “kit of parts” that can be used in both the short term and the long term.

local knowledge, guidance, feedback and hands-on participation with the process. The Wayfinding Committee participated in many meetings and work sessions with the consultants, provided time to review consultant submittals, provided constructive feedback and participated in a public engagement process that will lead to community ownership of the plan.

Members of the Wayfinding Committee are recognized in the Acknowledgment section at the beginning of this Wayfinding Master Plan report.

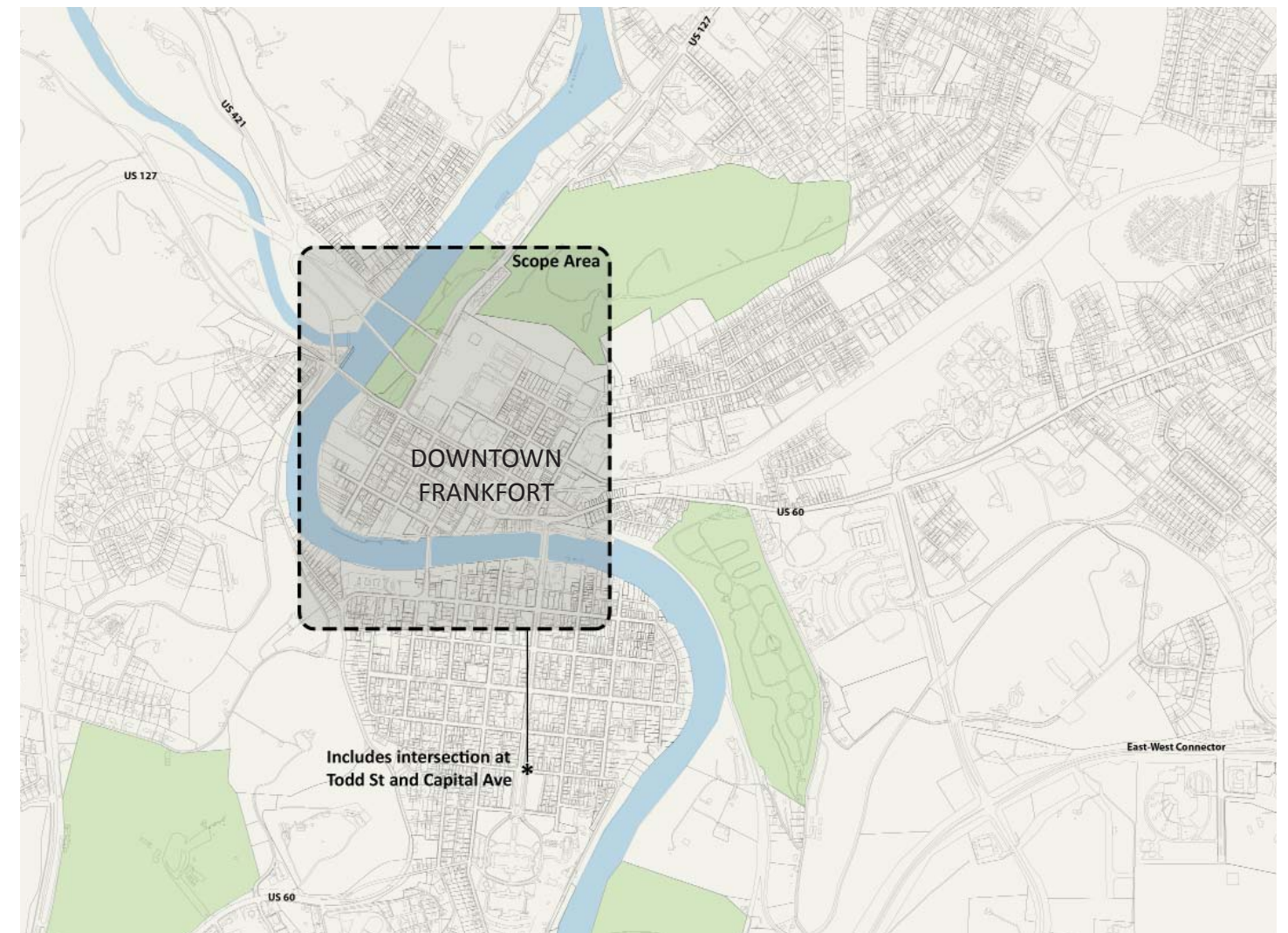
## Scope of Work and Limits of Downtown Wayfinding

The offices of CARMAN and Brownstone Design were commissioned by the City of Frankfort to develop a Wayfinding Plan for the Downtown. The Scope Area consists of the core Downtown area extending north to Mero Street and to 2nd Street to the south. The Kentucky River creates the western boundary and the area extends east past High Street to include the Kentucky Military History Museum and Rebecca Ruth.

The intersection of Old Lawrenceburg Road/ Todd Street and Capitol Avenue, being a significant connection point to the downtown area, is also included within the Scope Area to help direct visitors to downtown.

Concurrently to this Wayfinding Master Plan Scope Area, the City is working closely with the State and the Historic Preservation Advisory Committee on the permitting and placement of signage within the Kentucky Capitol Campus.

Additionally, the initial research and methodologies included in this Master Plan identify city-wide resources and issues with the intent that City will implement additional Scope Areas in the future. The system presented within this Wayfinding Master Plan is flexible for future expansion of the system throughout the entire City as additional Scope Areas are identified and funded.





## Branding Committee Integration

In conjunction with the efforts of the Wayfinding Plan, the City of Frankfort has convened a committee that is charged with developing a new and refreshed brand for the community. Through the course of the planning activities for the Wayfinding Plan, it was determined that a comprehensive community branding would be conducted through a Branding Committee that is serving much in the same capacity of the Wayfinding Committee to facilitate the specific effort of branding.

An outcome of the community branding development may be a graphic, image or logo that can be integrated into the wayfinding sign components that are being developed in the Wayfinding Plan. The design of the wayfinding

components in this plan is utilizing an existing Frankfort logo that could be substituted by a new brand image, logo or graphic at a later date by the City.

As a means of integrating the Wayfinding efforts with the Branding efforts, the CARMAN office developed a Precedent Image Survey that may serve as a foundation for a branding effort or consultant. The image survey was taken by the Wayfinding Committee, Branding Committee and a group of citizens that attended the Wayfinding Plan Public Meeting. Results of the Image Survey were provided to the Wayfinding and Branding Committee.

## Process Summary

The Wayfinding Planning and Design process has been both integrated and iterative with the Wayfinding Committee and the consultants. The Wayfinding Committee has engaged the process with the consultants at critical milestones and has provided insights and responses to the results of each planning phase. This integrated approach has given ownership of the plan to the committee which has also translated to ownership by the community. The following is a summary of the systematic process that has been conducted to develop the City of Frankfort Wayfinding Plan.

- Community Assessment of Wayfinding and Urban Environments by the consultants
- Committee review of consultant's wayfinding assessment in addition to the Committee's identification of Destinations within the broad context of the community and specifically the downtown study area.
- Committee participation in a Wayfinding Character Assessment of signage genre and styles
- Committee participation and review of

- wayfinding component design concepts
- Committee participation, review and feedback of preferred wayfinding design alternate
  - Committee participation in the Precedent Image Survey that will be used by the Branding Committee
  - Public Meeting to review Wayfinding Plan objectives, components, locations and urban area discussions. Public Meeting participants also participated in the Precedent Image Survey and provided comments on the Wayfinding Plan

## What is Wayfinding?

The basic purpose of a wayfinding system is simply to direct visitors from point A to point B. A truly successful wayfinding system does much more than that. The following are the top three benefits to a "Family of Signage" approach to wayfinding:

- 1) One of the most critical aspects of a successful system is that each of its components is instantly recognizable as a part of the system. In other words one recognizes the family of signs and automatically knows that is where to look for directions. A family of signs is also referred to as a "Kit of Parts."
- 2) Another critical aspect of a city, district or any other significant destination is that it be recognizable once one arrives. Wayfinding signage is a very effective way to create and establish a sense of place that visually communicates the unique personality of the community or area that it defines. A kit of parts approach to wayfinding is also a great place-making tool.
- 3) When designing a wayfinding system, it is important to look beyond immediate needs and plan for the future. Often programs are designed just to address the specific signs included in an initial scope of work. Later, when additional signage needs arise, there is no set of standards to use to fill them and new signs are designed that may or may not look like the initial signs. Eventually the result is a dysfunctional wayfinding system. A kit of parts approach provides a set of standard parts from which one can pull to address future needs. The kit ensures that future signage applications match the previous ones and the visual integrity of the system is strengthened as the system expands.

As stated initially it's important that we establish a wayfinding system design with signage components that are effortlessly recognizable as a part of the system. One of the most significant benefits of

this is that, even if the system isn't intended to be implemented all at once, as is the case in Frankfort, it is designed as a holistic, flexible program.

The inherent consistency of this approach is an integral part of a system's success. If the system is not designed to meet the potential needs that come with growth and future applications, the City will be challenged to mimic the original design later on. That is where problems begin to arise. Years from the original conception, different opinions will begin to reshape the design. While to a certain extent this is inevitable, a well-founded wayfinding family system/ kit of parts will help to keep things within an acceptable range of options.

The irony of this is that if a system is truly successful from a messaging standpoint, the system won't be noticed. When people talk about a wayfinding system, they typically do so because they got lost. When the system works, they have a better experience but can't put their finger on why. They may simply recall how easy it was to get around. If the system is successful in communicating a sense of place, it will fit effortlessly into the fabric of the community. As such it is a part of the experience and it becomes intuitive.

A successful wayfinding system can be measured in two parts. Successful messaging is about getting from Point A to B and about creating a sense of place. How well a design addresses both of these needs simultaneously differentiates a truly strong wayfinding system from a simply effective one.



### City of Frankfort: General Observations

Frankfort is a City rich with history, both natural and cultural. The Kentucky River and topographical changes add to the beauty of the City but also add to the disconnect and confusion of traveling within the Downtown Scope Area.

Architectural styles are widely varied ranging from ornate Victorian era styles, to stately Colonial Revival, and contemporary modern styles. In general, the architectural styles appear in groupings making for cohesive areas within the Scope Area.

Several public park facilities are located near or within the Scope Area as well as public pedestrian and bicycle trails. In the “heart” of downtown a block of St. Clair features upgraded pedestrian amenities. Public events are held throughout the City including at the Ward Oates Amphitheater, the Old State Capitol lawn, and the Farmers Market Pavilion.

The Scope Area has a diverse collection of museums, shops, a theater, art galleries, historic sites, parks, government buildings at Federal, State, County, and City level, and the Convention Center.



### Existing Sign System: Assessment and Observations

The current signage and wayfinding does not have a consistent visual language that conveys the personality of Frankfort. Often wayfinding programs are designed to just address the specific signs that are included in an initial scope of work. Later, when additional signage needs arise, there is no set of standards to use to fill them and signs are designed that may or may not look like the initial signs. Eventually the result is a dysfunctional wayfinding system. This is the current situation in Frankfort. The solution is to develop a strong system that meets the immediate needs and plans for the future of an evolving City.





### Map of Existing Signage Inventory in Scope Area

All existing signs shown on this inventory are proposed to be removed during implementation of this Master Plan. Actual removal of individual signs will occur during the phase in which that sign is being replaced or consolidated with the new Wayfinding System.

The following images are representative of the existing signage system which will be removed during the implementation of the Master Plan.

#### “Brown” Signs



#### Street Name Signs



#### Parking Signs



#### Individual Destination Signs



#### Legend of signage to be removed

- Directional Sign: Parking
- Directional Sign: Destination (including brown signs)
- Street Name Sign
- State Route





## Destination Points and Determination Process

One of the most challenging things about developing a city wayfinding system is determining what destinations and kinds of destinations will be included in the system. Of course, everyone wants to be included and every destination has a reason why it should be. Restricting this critical.

There are three basic ways to approach determining destinations.

- 1) All publicly owned and operated destinations.
- 2) Publicly owned and operated destinations, “not for profit” destinations over a certain size, and educational destinations over a certain size. This approach includes places like churches and educational institutions. Size can be stipulated based on annual finances, annual counts of visitors, congregation members, or enrollment. These numbers must be formally established.
- 3) Publicly owned and operated destinations, “not for profit” destinations, and privately owned and operated destinations of a certain size. Size can be stipulated based on annual finances or annual counts of visitors. These numbers must be formally established.

It’s important to note that the City of Frankfort has a couple of longstanding private companies that are also on the Historic Register that are included in the wayfinding system and should be grandfathered no matter which approach is chosen. For the proposed phase one messaging, the first approach with the addition of grandfathered privately owned destinations is what has been used.

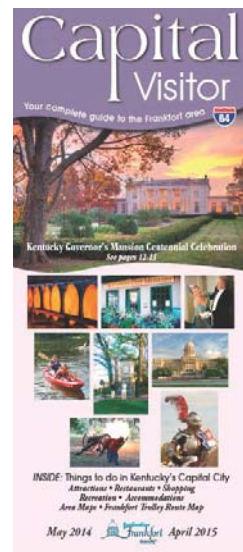
Our first step in compiling a list of destinations was to survey the Wayfinding Committee to see what destinations the group felt should be included. The survey findings were then compiled and discussed with the committee along with additional destinations from the City’s tourism literature.

That information was then applied throughout the proposed signage locations and weighed against the number of messages that the system can effectively include.

Once that had been completed, the Committee reviewed the results and provided input. Once that feedback was reviewed, a final list was prepared and presented in the initial public meeting for comment. At the public meeting a couple of additional destinations were integrated and revisions to the overall list of the messages included in this Wayfinding Master Plan were determined.



*Destination commenting activity during the public meeting*



## Area Groupings

Frankfort’s tourism appeal is largely due to the unusual number of historic destinations and unique attractions that it offers within a fairly small area. While this is a great asset, it presents a challenge when it comes to developing a wayfinding system to direct visitors once they arrive. Code restrictions and the number of messages it’s reasonable to expect a driver to read limit the number of messages that can be put on an individual sign.

As part of our process we surveyed the Wayfinding Committee and later collected input and comments from the public about potential destinations. Simply put, there are a lot of destinations that are appropriate for inclusion in a system, even more than the already high number that we had anticipated.

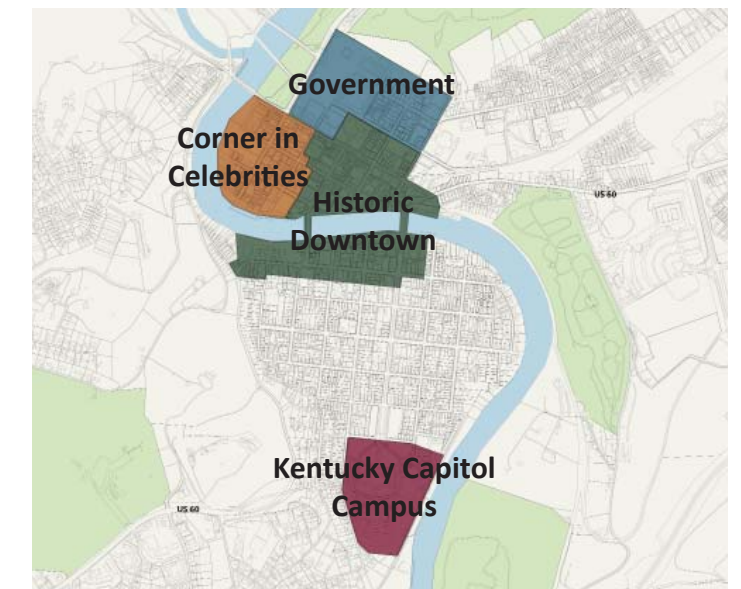
The best approach in this case is to start by grouping the destinations. One way to deal with complicated wayfinding challenges is to get visitors to a general area that then contains a grouping of destinations rather than trying to direct visitors to each destination individually. In other words, rather than having a sign that lists all of the destinations from “A to G” individually, a sign that directs visitors to “Section 1,” which includes destinations “A to G”. This approach allows a sign to direct visitors to “Sections 1, 2 and 3”; each section may represent multiple destinations. Once the visitor arrives at “Section 1,” the wayfinding system can then focus more specifically on destinations “A to G”.

This divide-and-conquer approach can be applied in terms of “areas”. Working with the Wayfinding Committee and using public feedback, we have determined that there are four general areas within Downtown Frankfort. While the divisions are not meant to be hard lines, they generally encompass a reasonable grouping of similar destinations. The wayfinding messages direct to each of these general areas first. Once one arrives at the area, the messages begin to direct to more specific destinations.

There is a downside to this approach. Visitors have to have an idea of which area their destination falls within. There will likely be a short period of time in which this issue creates some confusion. Given the current system, any potential initial confusion will still likely be less significant than the current level of confusion. Once the system has been established, it will become more natural for representatives of each destination to refer to their destination as being in the “Historic Downtown” Area or the “Corner in Celebrities” Area when they direct visitors.

The groupings approach also easily lends itself to a color-coded system. This presents an opportunity that the wayfinding committee chose to take advantage of. With the color-coded system, Visitors Bureau and individual destination staff not only can refer to destinations as being within a specific area but can also tell visitors to look out for the “green” messages.

All of the system’s determined naming, area designations, and color-code elements should also be reflected on the City and Visitors Bureau Websites. Other Frankfort organizations that have websites should be encouraged to do the same. In every aspect of wayfinding, consistency is a key to success.





## Map of Destinations: Current Scope Area and Future Expansion

### Destinations

#### Government

- 1 Convention Center
- 2 Federal Courthouse
- 3 Kentucky Transportation Center

#### Corner in Celebrities

- 4 Liberty Hall Historic Site
- 5 Ward Oates Amphitheater
- 6 Paul Sawyer Public Library

#### Historic Downtown

- 7 Historic Downtown
- 8 Old State Capitol
- 9 The Capital City Museum
- 10 Kentucky Military History Museum
- 11 Franklin County Courthouse
- 12 Center for Kentucky History
- 13 Old Governor's Mansion
- 14 Singing Bridge
- 15 City Hall
- 16 Visitor's Center
- 17 Rebecca Ruth Candy Factory

#### Kentucky Capitol Campus

- 18 The State Capitol
- 19 Floral Clock
- 20 The Governor's Mansion

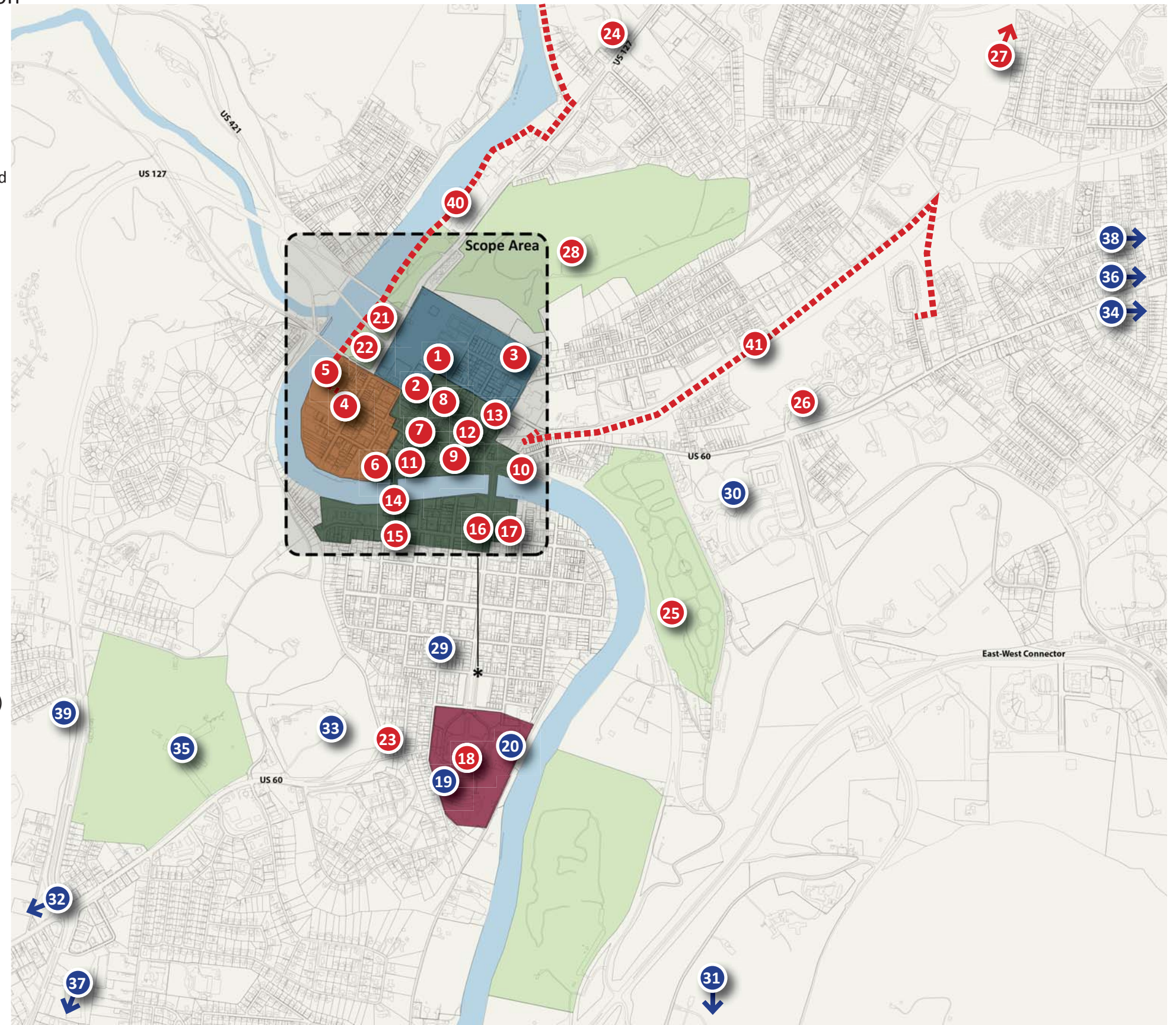
#### Outside of Area Groupings

- 21 River View Park
- 22 Farmers Market
- 23 Capitol Overlook
- 24 Buffalo Trace Distillery
- 25 Frankfort Cemetery and Daniel Boone's Grave
- 26 Kentucky State University
- 27 Cove Springs Park and Nature Preserve
- 28 Fort Hill (incl. Leslie Morris Park)
- 29 Frank Lloyd Wright House
- 30 Office of Vital Statistics
- 31 Kentucky Department of Libraries and Archives
- 32 Salato Wildlife Education Center
- 33 Berry Mansion
- 34 Kentucky African American Civil War Memorial (at Greenhill Cemetery)

### Legend

- Destination included in current Scope Signage
- Trail included in current Scope Signage
- Destination to be considered in future signage phases
- Destination located beyond limits of map view
- Current Master Plan Scope Area \*Includes sign at E. Todd Street and Capitol Ave

Note: Concurrent to this Master Plan scope, the City is also working with the Historic Preservation Advisory Commission on the placement of signage within the Kentucky Capitol Campus.





### Map of Destinations: Current Scope Area

This graphic shows those destinations that are included in the messaging for the current Scope signage. Destinations that lie wholly within the Scope Area are included in the Scope Area signage as shown in this Master Plan. Several additional destinations that lie outside the Scope Area were also included. These additional destinations were determined if they met at least one of the following criteria:

1. The destination or entrance to the destination was located on a major street that lies within the Scope Area. For instance, Buffalo Trace is located outside of the Scope Area but is located directly off US 127. Since US 127 runs through the Scope Area, signage can be placed along US 127 within the Scope Area to direct to Buffalo Trace.
2. The destination has existing directional signage on a major street that lies within the Scope Area. For instance, Fort Hill has existing directional signage on Holmes Street outside of the Scope Area. New signage within the Scope Area can direct to Fort Hill and allow the existing signage to pick up the directions once outside the Scope Area.
3. Linear or large destinations that lie partially within the Scope Area are included if an entry point is located within the Scope Area.

### Legend

- # Destination included in current Scope Signage
- - - # Trail included in current Scope Signage
- # → Destination located beyond limits of Scope Area but included in Scope messaging

### Destinations

#### Government

- 1 Convention Center
- 2 Federal Courthouse
- 3 Kentucky Transportation Center

#### Corner in Celebrities

- 4 Liberty Hall Historic Site
- 5 Ward Oates Amphitheater
- 6 Paul Sawyer Public Library

#### Historic Downtown

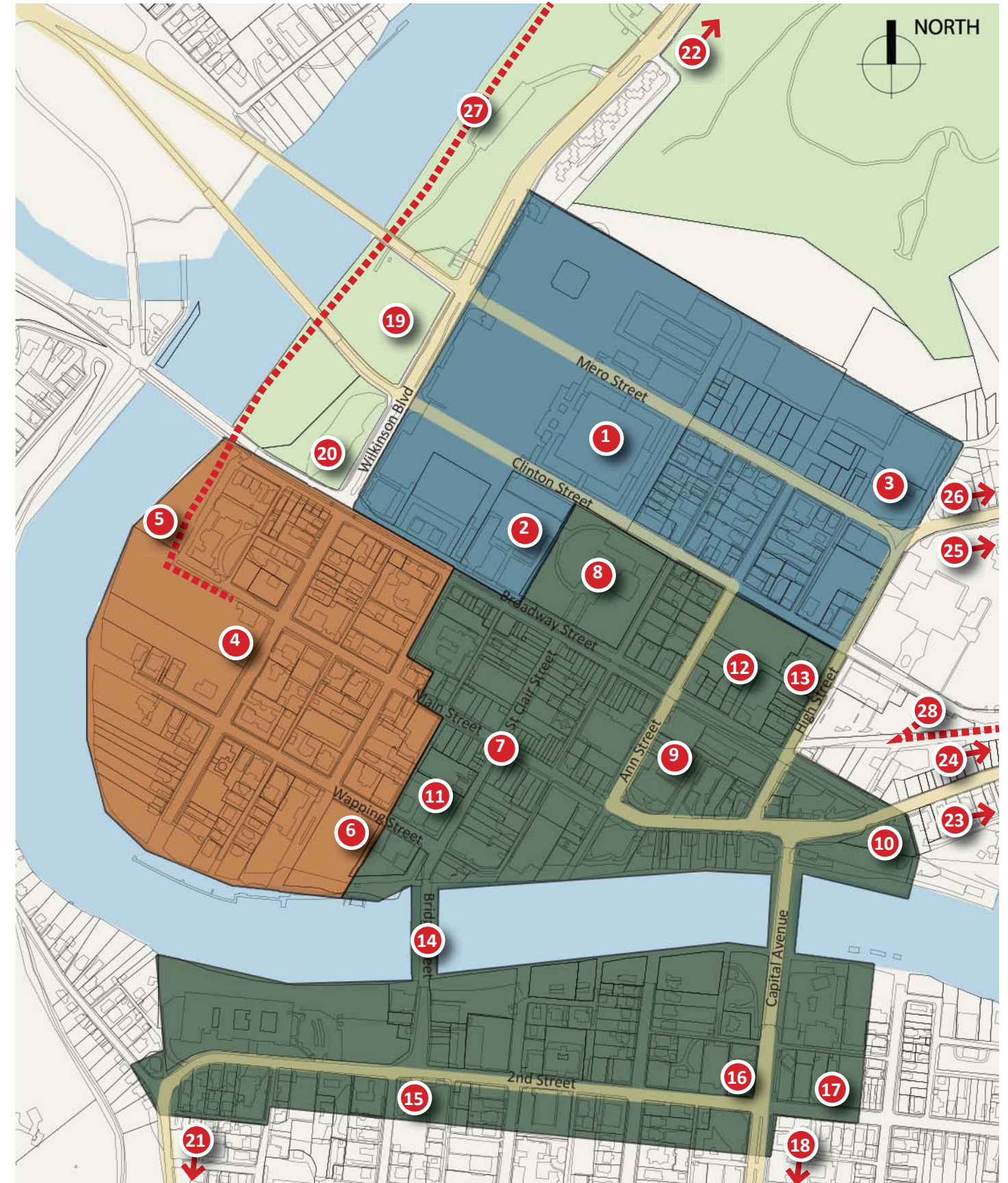
- 7 Historic Downtown
- 8 Old State Capitol
- 9 The Capital City Museum
- 10 Kentucky Military History Museum
- 11 Franklin County Courthouse
- 12 Center for Kentucky History
- 13 Old Governor's Mansion
- 14 Singing Bridge
- 15 City Hall
- 16 Visitor's Center
- 17 Rebecca Ruth Candy Factory

#### Kentucky Capitol Campus

- 18 The State Capitol

#### Outside of Area Groupings

- 19 River View Park
- 20 Farmers Market
- 21 Capitol Overlook
- 22 Buffalo Trace Distillery
- 23 Frankfort Cemetery and Daniel Boone's Grave
- 24 Kentucky State University
- 25 Cove Springs Park and Nature Preserve
- 26 Fort Hill (incl. Leslie Morris Park)
- 27 River View Trail
- 28 KSU-Downtown Trail





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## Wayfinding Sign Family Design Process

Frankfort has a unique variety of places all with distinct personalities. This is most evident in the architectural flavor of each. As stated, wayfinding systems are a great way to create a sense of place that is customized to fit the personality of the place that it serves. With the wide range of personalities present in Frankfort, creating a wayfinding system that fits well in all locations is key.

Before beginning design, we needed to either settle on an overall personality or determine which personality was the most important. This was the focus of our first Wayfinding Committee work session. We determined that they are three basic personalities to consider. One is the “Historic” personality of the Capitol and the historic places that relate to it as well as places like Liberty Hall Historic Site. A more “Traditional” personality is suggested by the collection of residential architecture as well as the “Main Street” flavor of much of the downtown. Mixed in with those are more “Contemporary” destinations like many of the new government and business buildings as well as the strong presence of the Kentucky Transportation Center building.

In our work session, we prepared three boards with images taken from each of the three, Historic, Traditional and Contemporary. Each board had a collection of best practice signage examples



that related to each personality. Each Wayfinding Committee member was given a set of green, yellow and red stickers. The green stickers were for things that they liked, the yellow stickers were for things that they felt “could work” and the red stickers were for things that they did not like.

The rules were that they only got an equal number of stickers and that they consider the fact what they chose would need to work across all three of the personalities of the City.

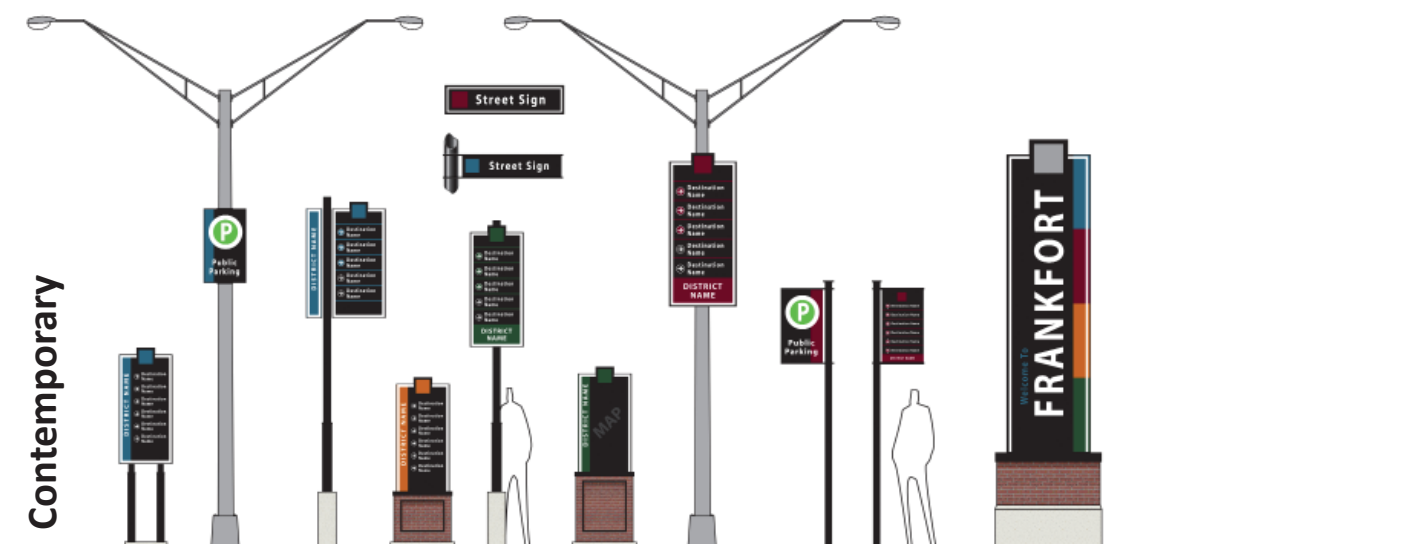
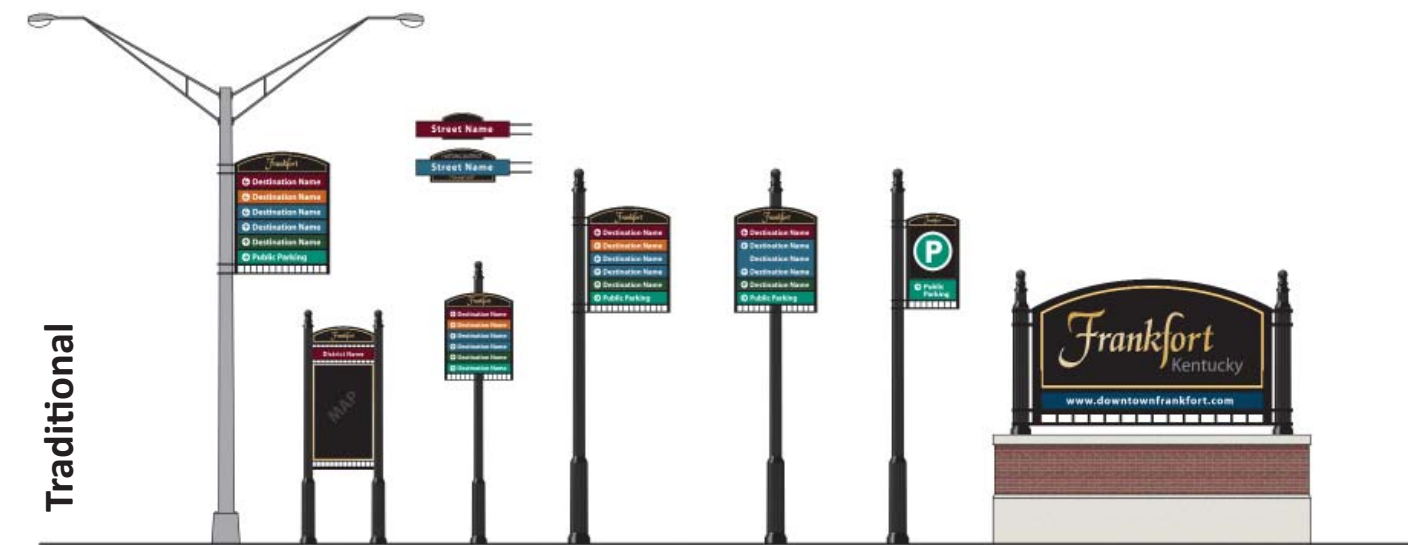
The members were asked to apply their stickers directly to the boards as they saw fit. Once all of the stickers had been placed, it was clear that the Wayfinding Committee was leaning towards a traditional design that would blend in well with historic areas and contemporary areas alike.



## Wayfinding Schematic Design Options

Armed with the findings and comments from the work session, the design team developed three different approaches to be considered as potential overall design directions.

As stated, one of the fundamental goals in the development of this wayfinding initiative is to create a system that can grow and expand past this first phase of implementation. As such, the best approach was to develop the beginnings of an overall “Family of Signage”.





The three signage family concepts were presented in our second Wayfinding Committee work session. As each direction was vetted, we discussed how well each fit the current needs of the system as well as how it could be expanded to be used in associated applications like along the riverfront, along bike and walking trails, and even the potential to incorporate the design into future things like self-lead walking tours in areas like Corner in Celebrities.

After the discussion we looked at all three options again and unanimously decided that with some adjustments the more traditional approach, with a “non-primary” color palette would best serve the Downtown and eventually Frankfort as a whole.

Based on the Wayfinding Committee’s guidance, the design team made changes and adjustments, submitted them for review, and developed a family of signage consistent with the design rationale that was ready to be presented to the public for response and comment.

Our initial Public meeting was held on September 11 at Paul Sawyer Public Library’s community conference room. Thanks to everyone who came. We had a great turn out despite unpleasant weather.

The meeting consisted of three general parts. First, the design team gave a presentation that covered the goals of the project, the fundamentals of wayfinding and the process to date. The second portion of the meeting was a work session. The design team presented the design direction and discussed the Wayfinding Committee’s rationale for the design and its components. This was followed by an open discussion, which included questions and was filled with very useful input and comments from the public. The third portion of the meeting was an image survey, the results of which can help guide the Branding Committee in understanding what members of the community feel is representative of the City.



### Preferred Wayfinding Sign Family and Classifications

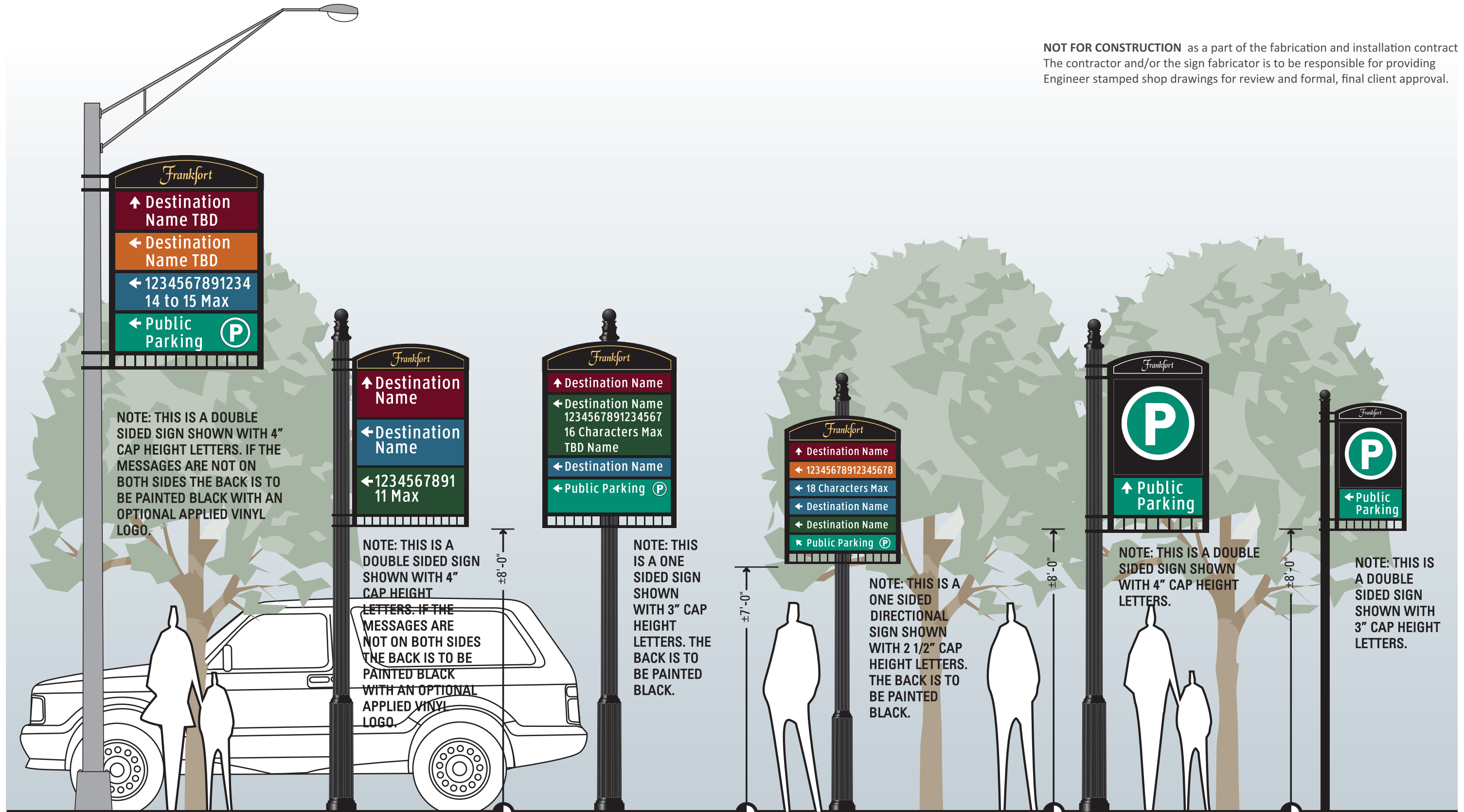
After the public meeting the design was taken for a work session with the state signage code team. The purpose of the code work session was to review the design of each of the elements as well as the proposed locations to ensure that as the design is finalized it meets the code requirements that will be needed for permit before the system can be installed. It is important to note that the state requirements are more stringent and specific than what is required from the city’s standpoint. This is primarily because of the state’s need to meet established federal signage code requirements. Thus, we reviewed all of the signage elements, but our focus during the work session was primarily on the signage elements that we have developed specifically for applications along state routes.

Based on the information and feedback gathered in the public meeting, the code work session and additional input gathered by the Wayfinding Committee, the design team further developed the signage and compiled this Wayfinding Master Plan.

The following pages contain illustrations of the Wayfinding Sign Family.



**NOT FOR CONSTRUCTION** as a part of the fabrication and installation contract. The contractor and/or the sign fabricator is to be responsible for providing Engineer stamped shop drawings for review and formal, final client approval.



**VDS1**

**VDS2**

**VDC1**

**VDC2**

**PKG1**

**PKG2**

**VEHICULAR DIRECTIONAL SIGNAGE FOR STATE ROUTES**  
 SCALE= 3/8"=1'-0"

SIGN TYPES VDS1 AND VDS2

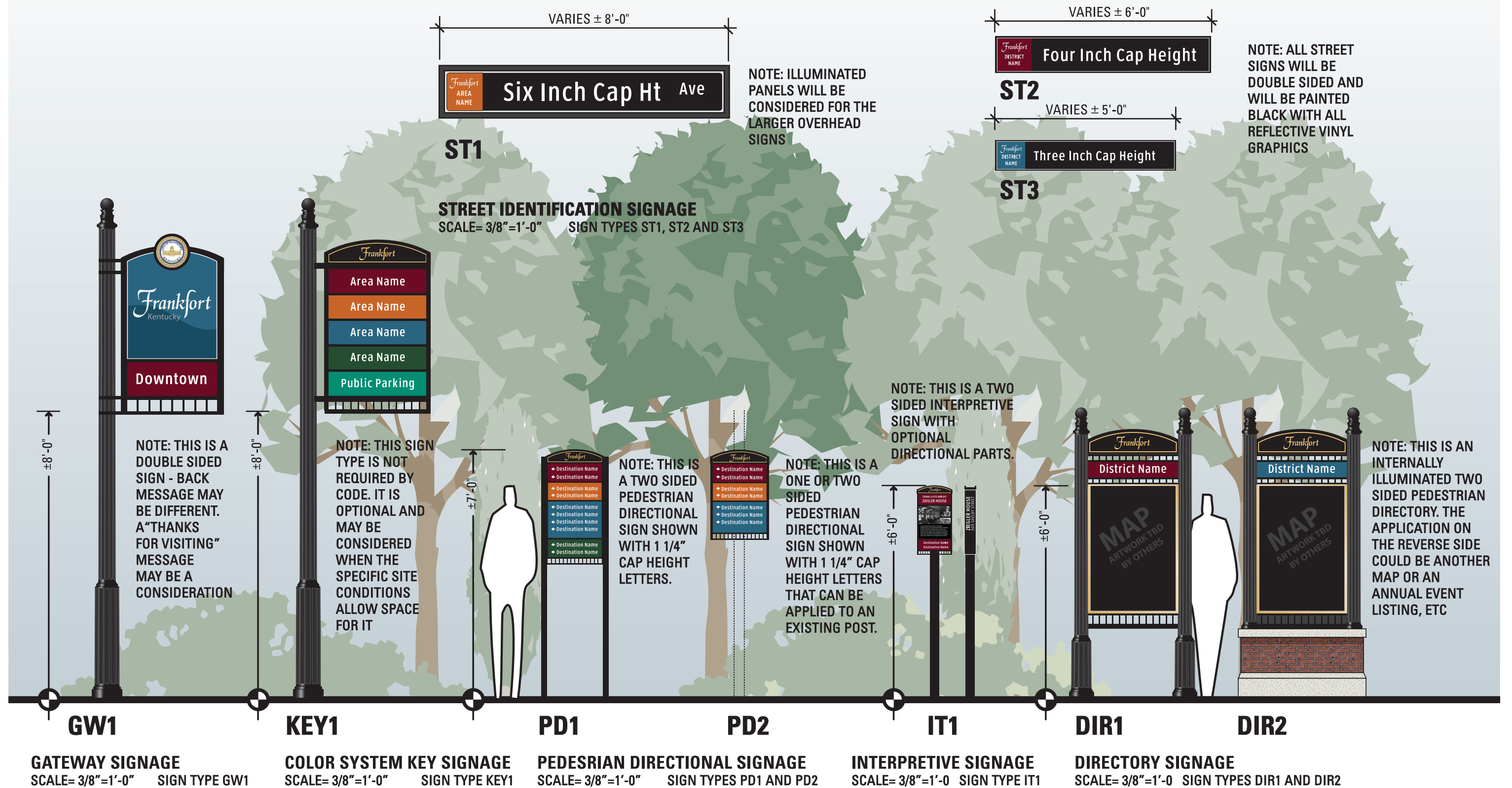
**VEHICULAR DIRECTIONAL SIGNAGE FOR CITY ROUTES**  
 SCALE= 3/8"=1'-0"

SIGN TYPE VDC1 AND VDC2

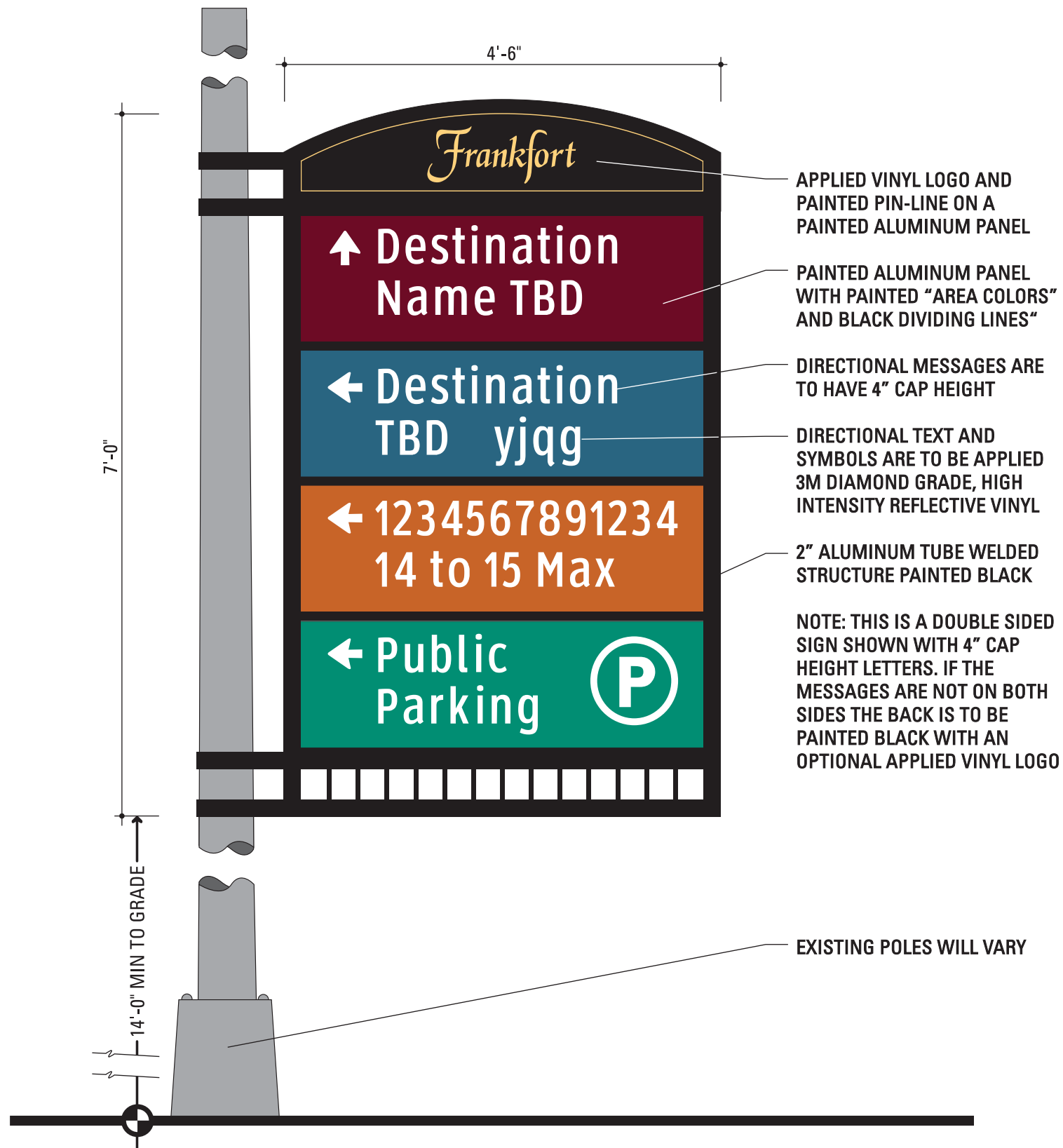
**PUBLIC PARKING SIGNAGE**  
 SCALE= 3/8"=1'-0" SIGN TYPE PKG1 AND PKG2



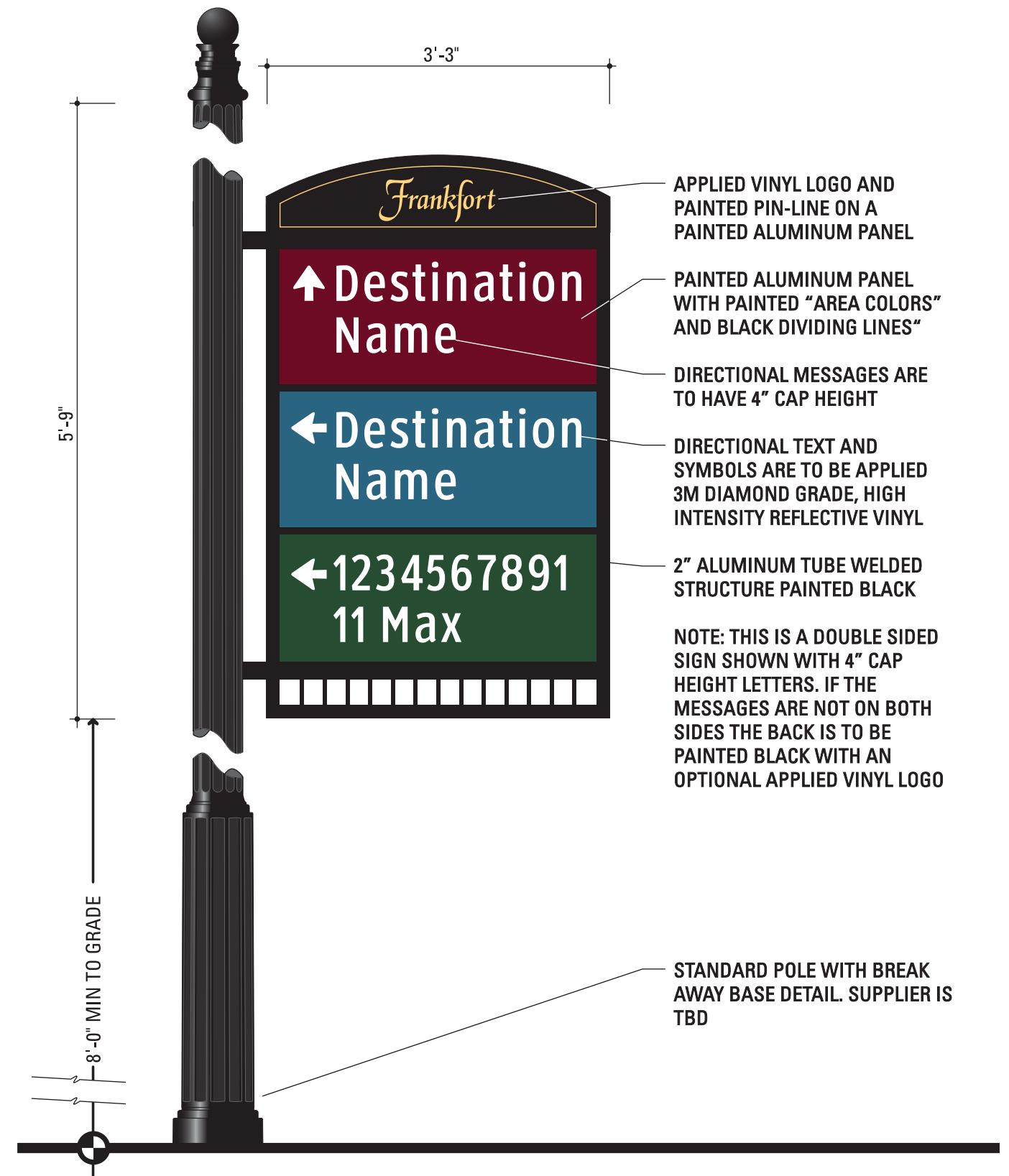
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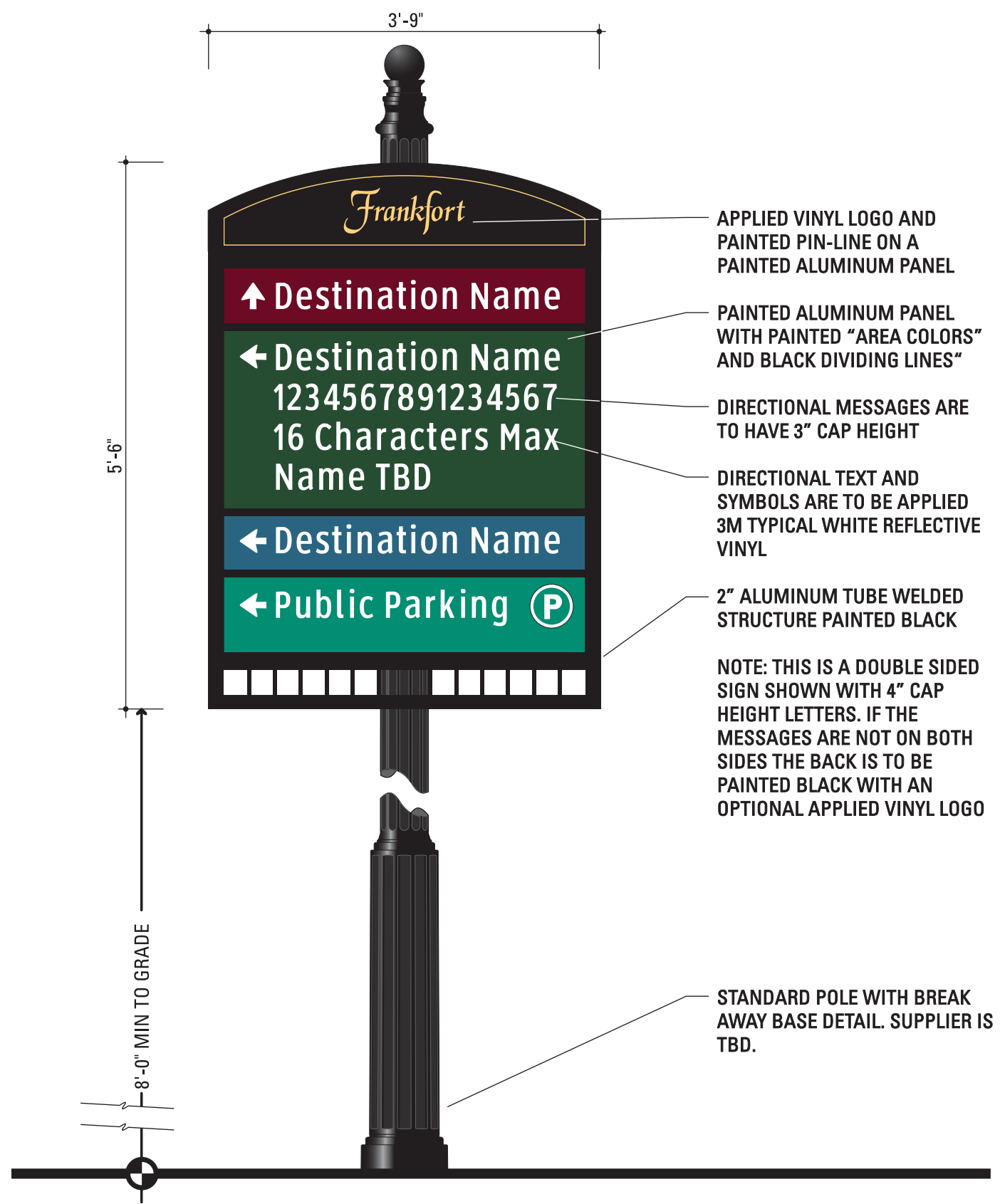
**VEHICULAR DIRECTIONAL SIGNAGE FOR STATE ROUTES**  
SCALE= 3/4"=1'-0" SIGN TYPE VDS1



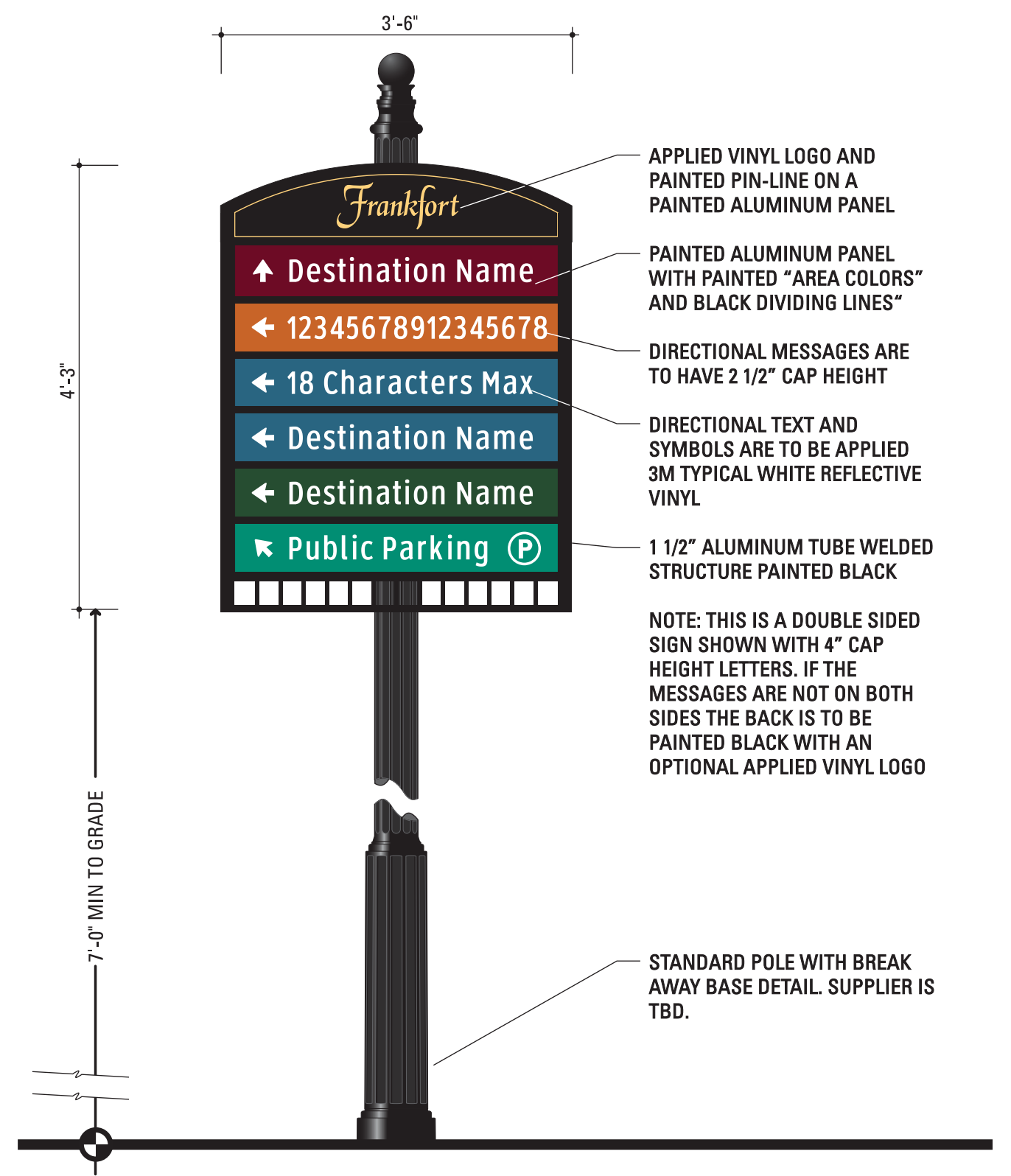
**VEHICULAR DIRECTIONAL SIGNAGE FOR STATE ROUTES**  
SCALE= 3/4"=1'-0" SIGN TYPE VDS2

**NOT FOR CONSTRUCTION** as a part of the fabrication and installation contract. The contractor and/or the sign fabricator is to be responsible for providing Engineer stamped shop drawings for review and formal, final client approval.





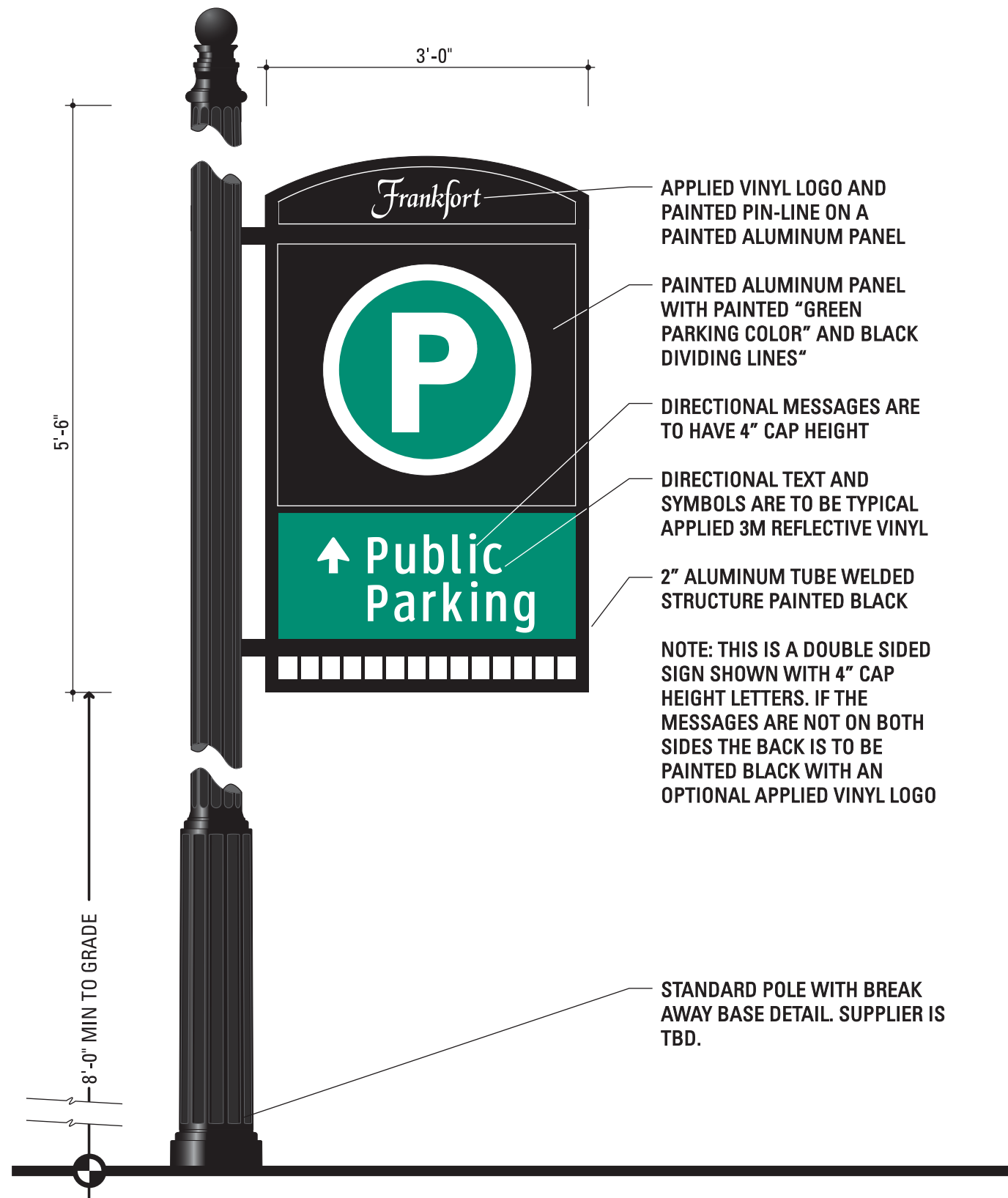
**VEHICULAR DIRECTIONAL SIGNAGE FOR CITY ROUTES**  
SCALE= 3/4"=1'-0"  
SIGN TYPE VDC1



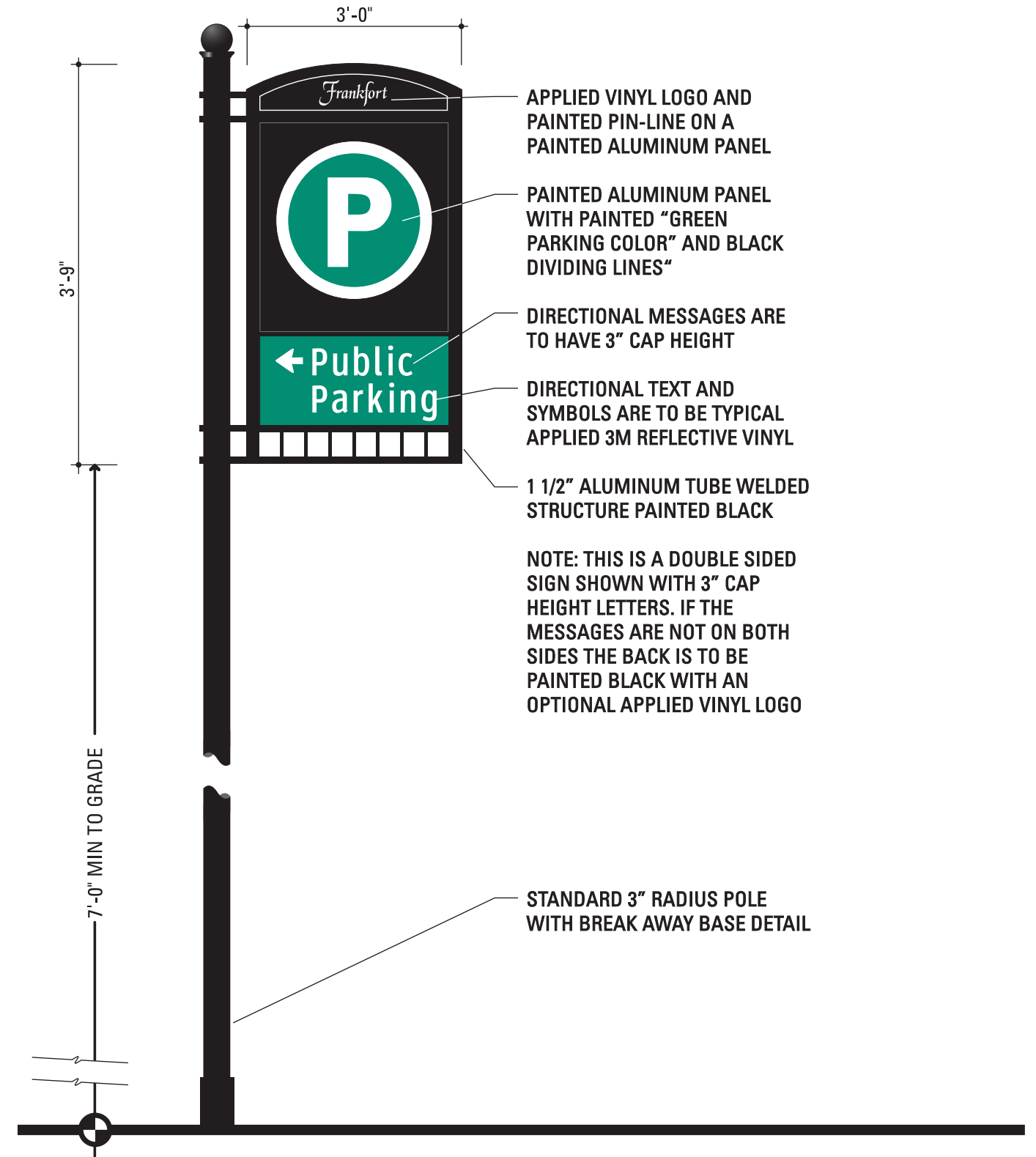
**VEHICULAR DIRECTIONAL SIGNAGE FOR CITY ROUTES**  
SCALE= 3/4"=1'-0"  
SIGN TYPE VDC2

NOT FOR CONSTRUCTION as a part of the fabrication and installation contract  
The contractor and/or the sign fabricator is to be responsible for providing  
Engineer stamped shop drawings for review and formal, final client approval.





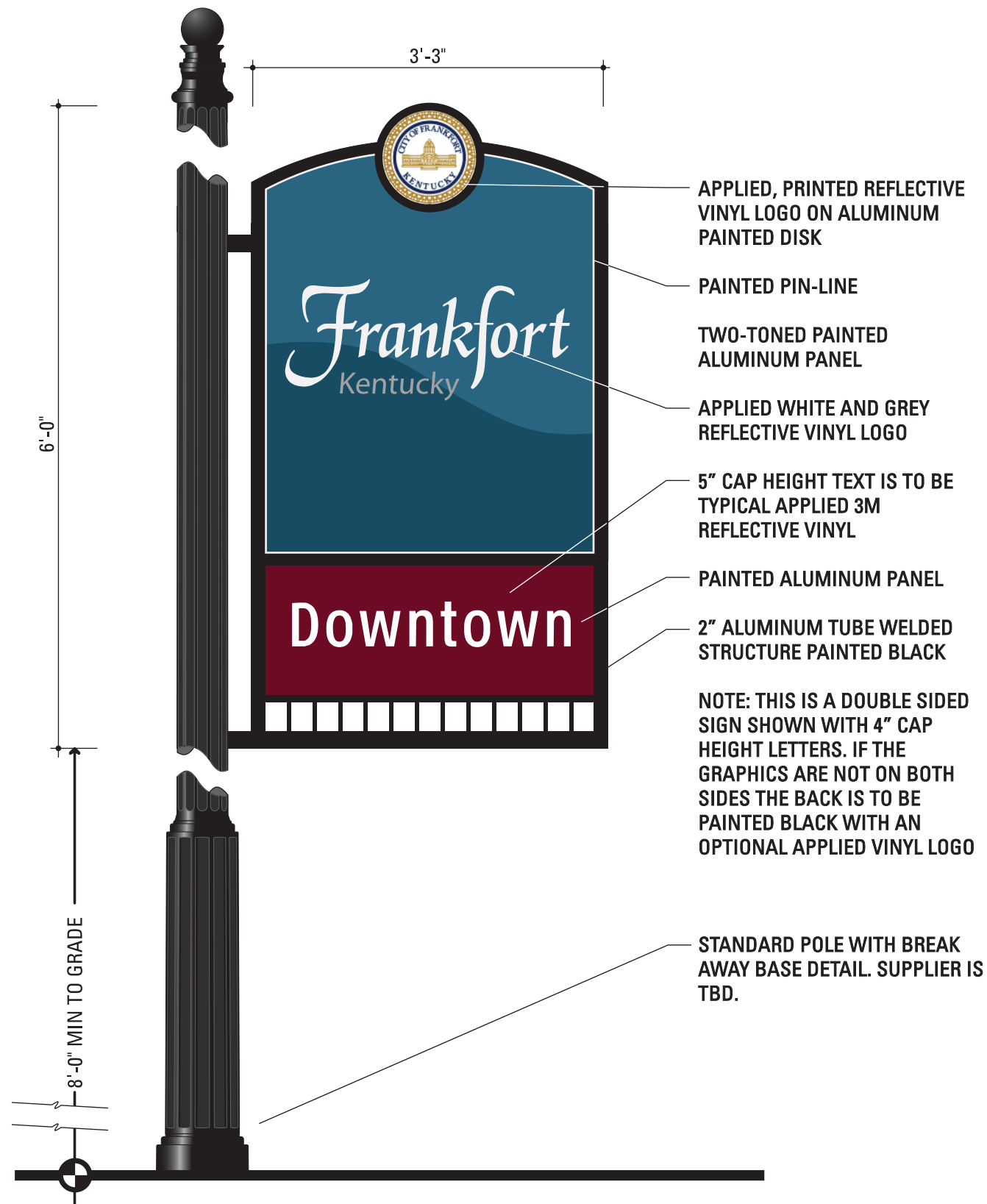
**PRIMARY PUBLIC PARKING SIGNAGE**  
SCALE= 3/4"=1'-0" SIGN TYPE PKG1



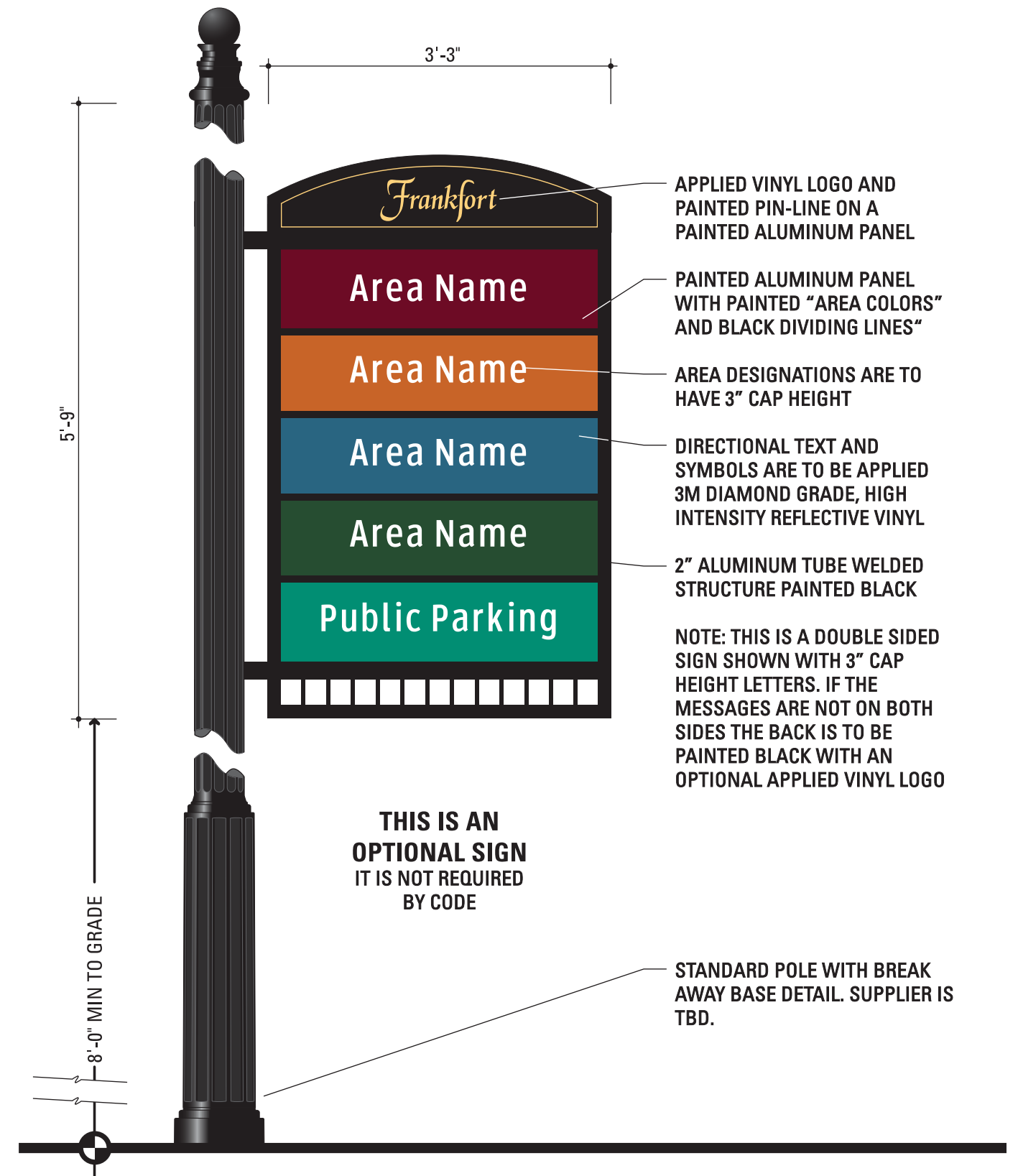
**SECONDARY PUBLIC PARKING SIGNAGE**  
SCALE= 3/4"=1'-0" SIGN TYPE PKG2

NOT FOR CONSTRUCTION as a part of the fabrication and installation contract  
The contractor and/or the sign fabricator is to be responsible for providing  
Engineer stamped shop drawings for review and formal, final client approval.





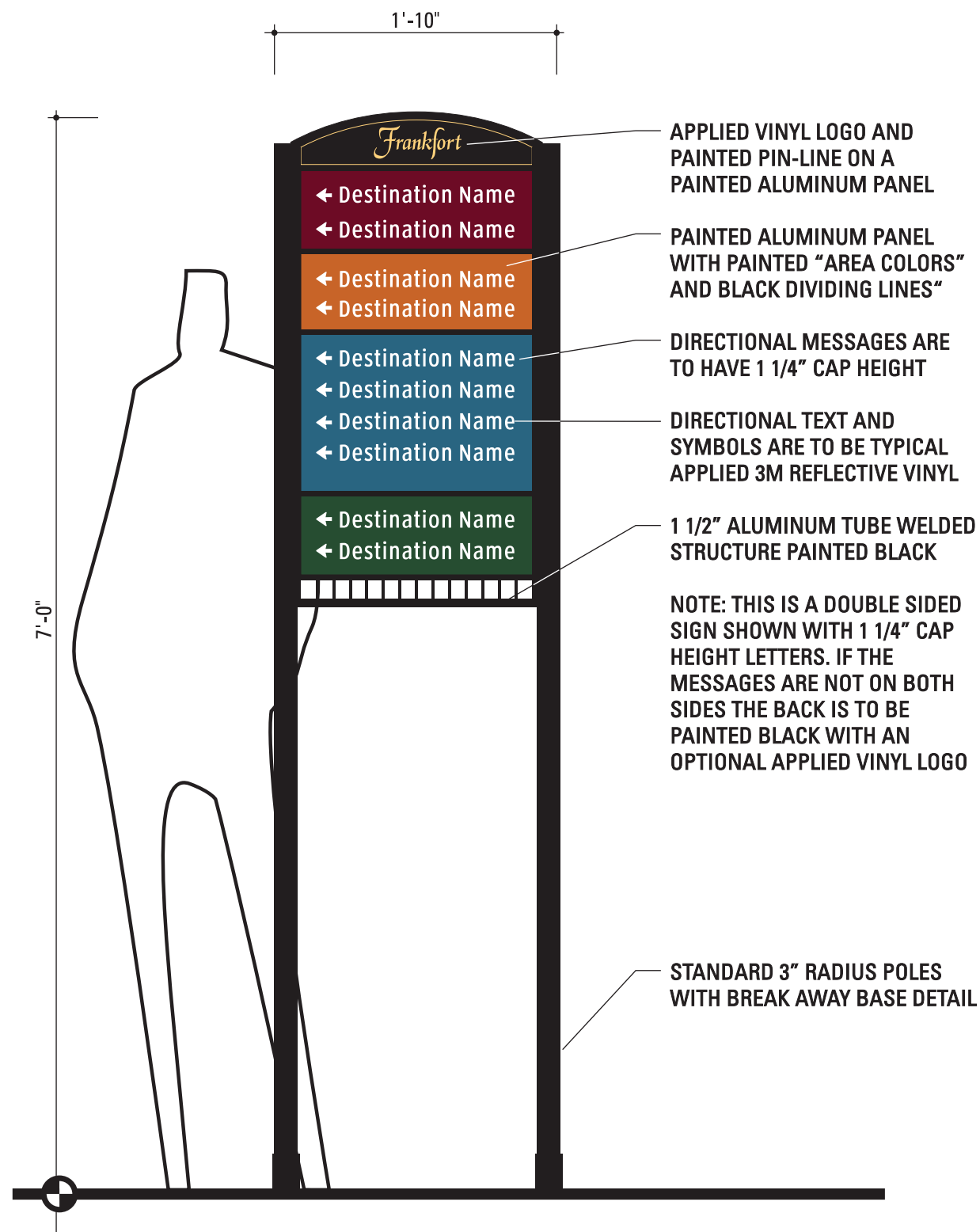
**GATEWAY SIGNAGE**  
SCALE= 3/4"=1'-0" SIGN TYPE GW1



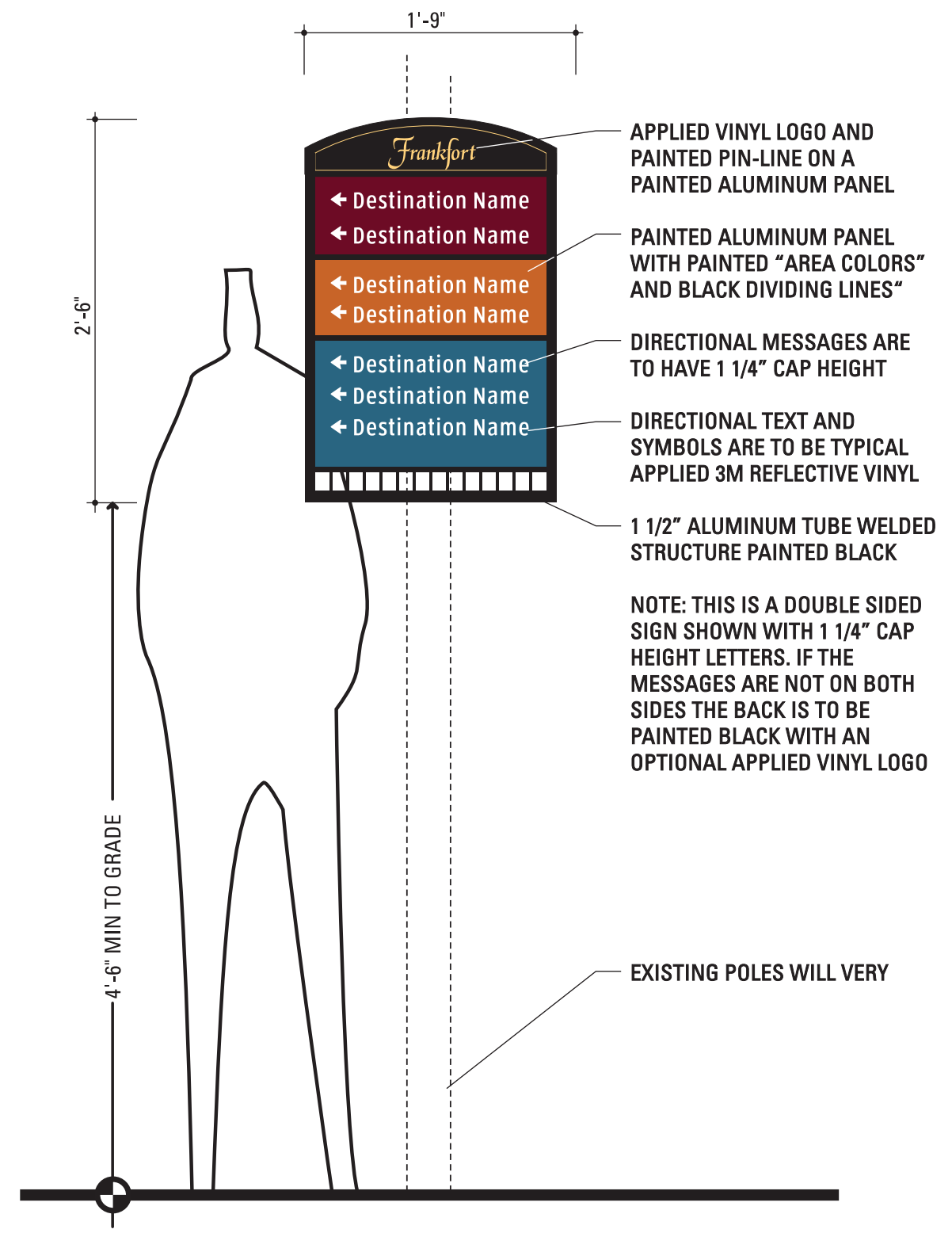
**OPTIONAL COLOR SYSTEM KEY SIGNAGE**  
SCALE= 3/4"=1'-0" SIGN TYPE KEY1

NOT FOR CONSTRUCTION as a part of the fabrication and installation contract  
The contractor and/or the sign fabricator is to be responsible for providing  
Engineer stamped shop drawings for review and formal, final client approval.



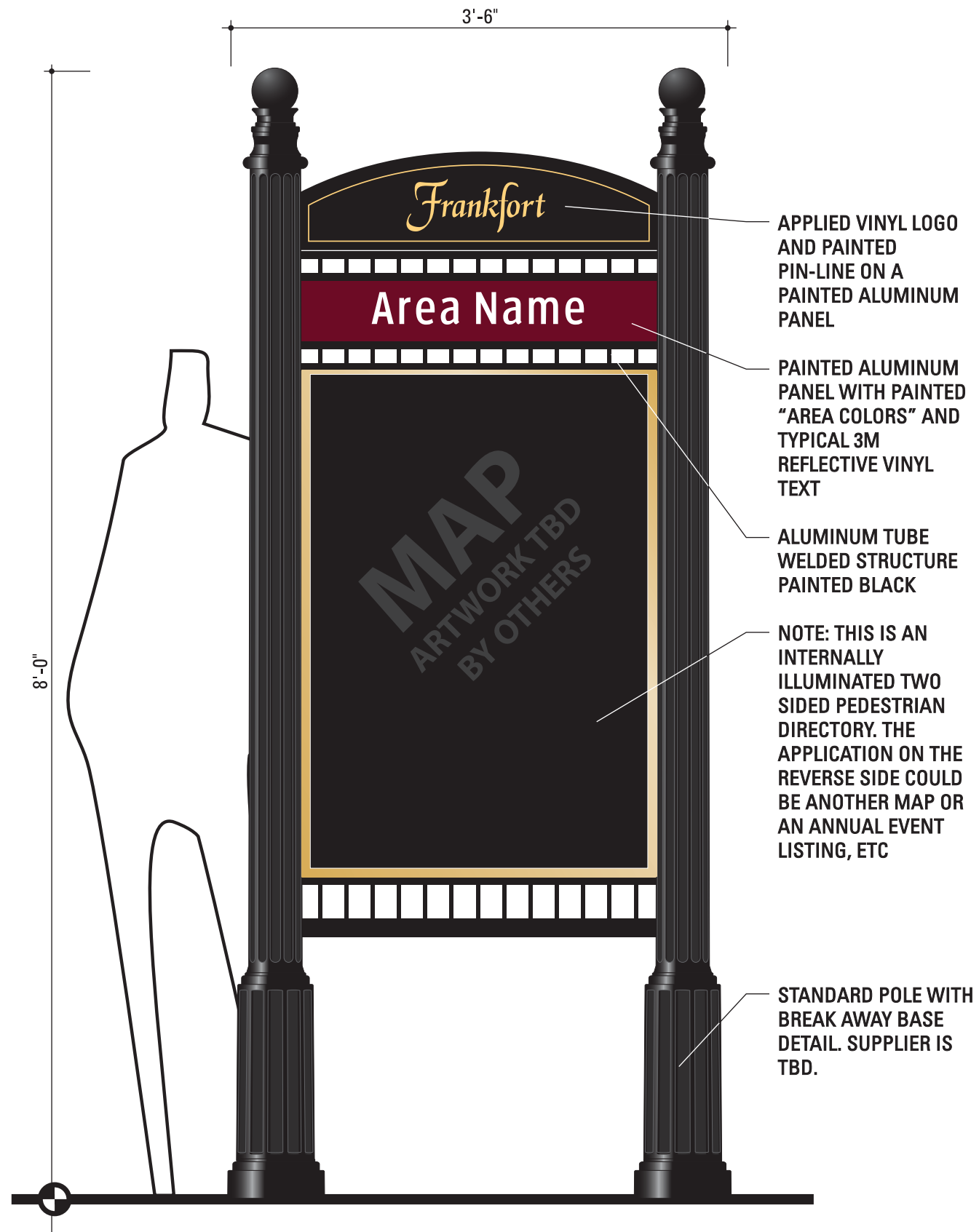


**PEDESTRIAN DIRECTIONAL SIGNAGE (FREESTANDING)**  
SCALE= 1"=1'-0" SIGN TYPE PD1

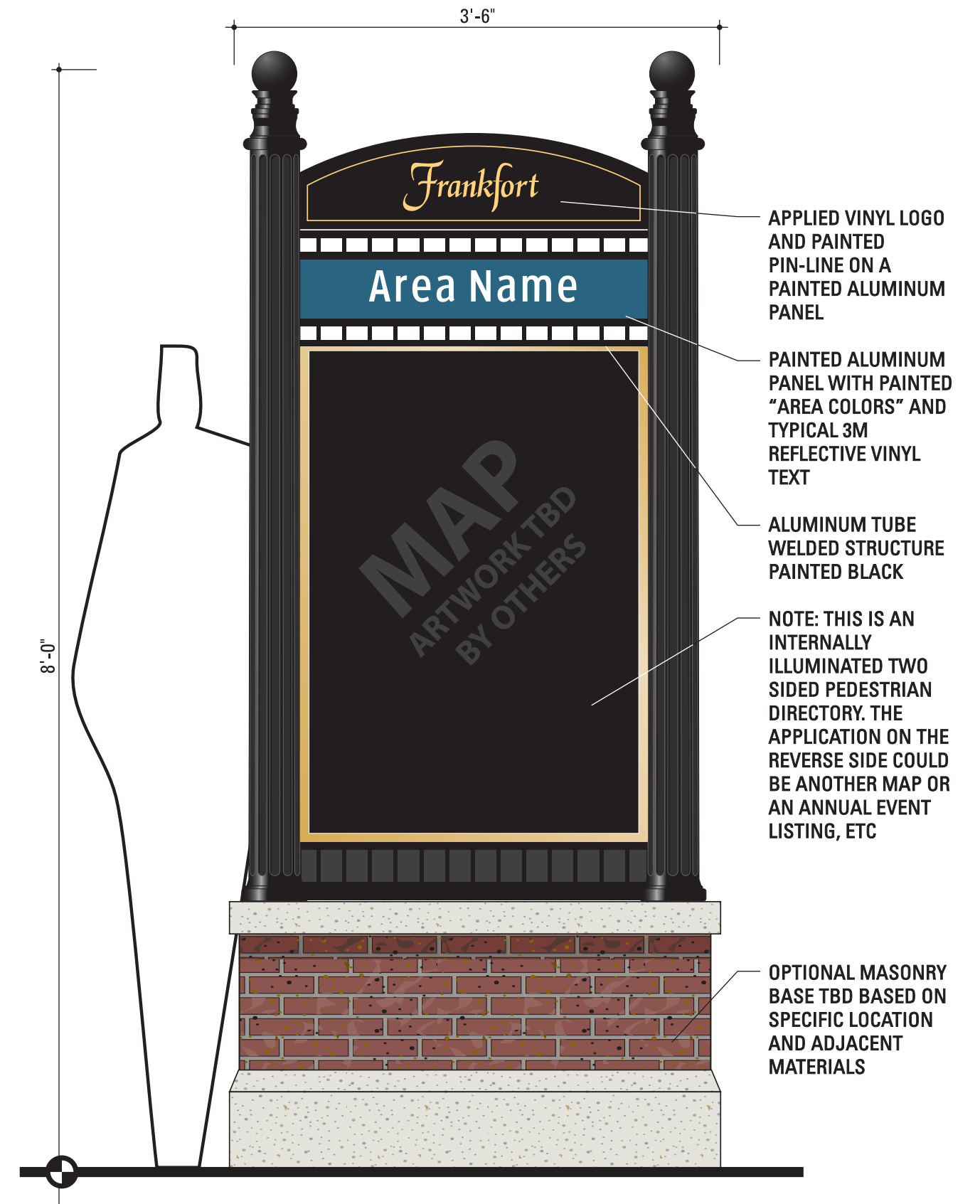


**PEDESTRIAN DIRECTIONAL SIGNAGE (ON EXISTING POLE)**  
SCALE= 1"=1'-0" SIGN TYPE PD2

NOT FOR CONSTRUCTION as a part of the fabrication and installation contract  
The contractor and/or the sign fabricator is to be responsible for providing  
Engineer stamped shop drawings for review and formal, final client approval.



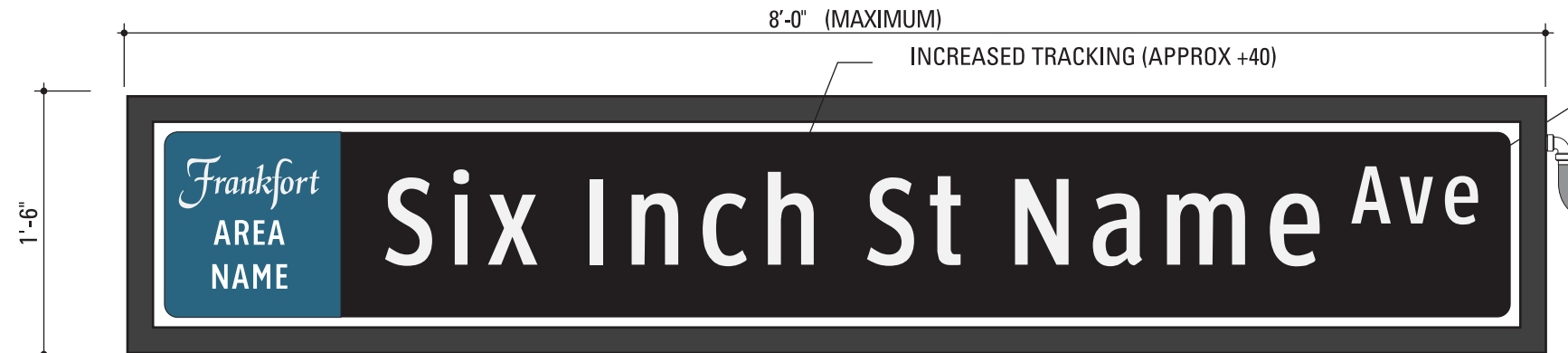
**PEDESTRIAN DIRECTORY SIGNAGE**  
SCALE= 1"=1'-0" SIGN TYPE DIR1



**PEDESTRIAN DIRECTORY SIGNAGE (MASONRY BASE OPTION)**  
SCALE= 1"=1'-0" SIGN TYPE DIR2

NOT FOR CONSTRUCTION as a part of the fabrication and installation contract  
The contractor and/or the sign fabricator is to be responsible for providing  
Engineer stamped shop drawings for review and formal, final client approval.





1-WAY INTERNALLY ILLUMINATED PANEL WITH AREA COLOR AND ICON (TBD) ON THE LEFT SIDE OF THE TEXT

NOTE: THIS IS A DOUBLE SIDED SIGN SHOWN WITH 6" AND 4" CAP HEIGHT LETTERS.

STANDARD OVERHEAD ILLUMINATED STREET SIGN. VENDOR IS TBD. NOTE THAT THIS SIGN IS INDICATED AS BEING A MAXIMUM OF 8'-0" WIDE. ONCE LOCATIONS ARE DETERMINED AN APPROPRIATE RANGE OF TYPICAL WIDTH VERSIONS WILL BE DEVELOPED WITH THE WIDEST BEING 8"-0" WIDE

**ILLUMINATED, OVERHEAD STREET IDENTIFICATION SIGNAGE**  
SCALE= 1"=1'-0" SIGN TYPE ST1



NOTE: ALL STREET SIGNS WILL BE DOUBLE SIDED AND WILL BE PAINTED BLACK WITH 3M TYPICAL WHITE REFLECTIVE VINYL TEXT AND PIN-LINE AND PRINTED REFLECTIVE AREA COLOR, TEXT AND LOGO GRAPHICS

**STREET IDENTIFICATION SIGNAGE**  
SCALE= 1"=1'-0" SIGN TYPE ST2



NOTE: ALL STREET SIGNS WILL BE DOUBLE SIDED AND WILL BE PAINTED BLACK WITH 3M TYPICAL WHITE REFLECTIVE VINYL TEXT AND PIN-LINE AND PRINTED REFLECTIVE AREA COLOR, TEXT AND LOGO GRAPHICS

**STREET IDENTIFICATION SIGNAGE**  
SCALE= 1"=1'-0" SIGN TYPE ST2

# Frankfort

Kentucky

**IMPORTANT NOTE** THIS IS NOT TO BE CONSIDERED AN APPROVED ARTWORK FILE. ACTUAL, APPROVED ARTWORK IS TO BE PROVIDED BY THE CITY. ANY AND ALL CHANGES AND/OR ALTERATIONS ARE TO BE SUBMITTED FOR THE CITY'S WRITTEN APPROVAL. THIS IS THE SOLE RESPONSIBILITY OF THE CONTRACTOR AND/OR SIGNAGE FABRICATOR.

**A**  
**C.2** PRIMARY PROJECT LOGO



**IMPORTANT NOTE** THIS IS NOT TO BE CONSIDERED AN APPROVED ARTWORK FILE. ACTUAL, APPROVED ARTWORK IS TO BE PROVIDED BY THE CITY. ANY AND ALL CHANGES AND/OR ALTERATIONS ARE TO BE SUBMITTED FOR THE CITY'S WRITTEN APPROVAL. THIS IS THE SOLE RESPONSIBILITY OF THE CONTRACTOR AND/OR SIGNAGE FABRICATOR.

**A**  
**C.2** TYPICAL CITY OF FRANKFORT, KENTUCKY SEAL

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

CLEARVIEW HIGHWAY FONT 1W

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

CLEARVIEW HIGHWAY FONT 2B

**B**  
**C.2** PROJECT FONTS

**FRANKFORT BLUE 1**



**FRANKFORT BLUE 2**



**DISTRICT COLOR 1**



**DISTRICT COLOR 2**



**DISTRICT COLOR 3**



**DISTRICT COLOR 4**



**TYPICAL PARKING VINYL**



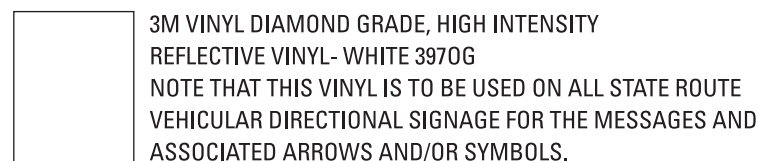
**TYPICAL PARKING PAINT**



**GOLD**



**WHITE REFLECTIVE VINYL FOR STATE ROUTE VEHICULAR DIRECTIONALS**



**TYPICAL WHITE REFLECTIVE VINYL**



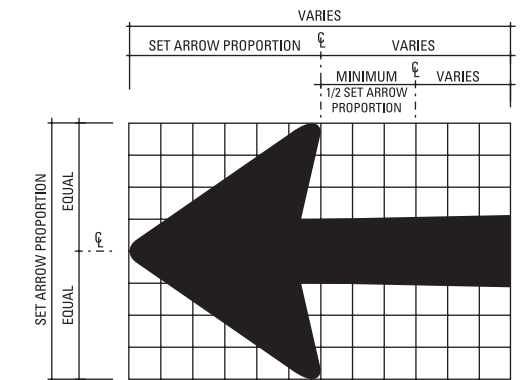
**TYPICAL BLACK**



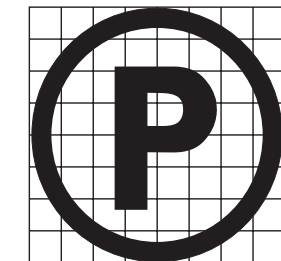
THESE ARE PRELIMINARY COLORS ALL COLORS WILL BE FINALIZED DURING CONSTRUCTION DOCUMENTATION

**NOTE** THESE BLOCKS ARE A COMPUTER REPRESENTATION OF THE COLORS. AS SUCH THEY ARE ONLY A CLOSE APPROXIMATION OF THE ACTUAL COLORS. PLEASE REFER TO THE ACTUAL PANTONE, MATHEWS PAINT AND 3M VINYL SWATCHES FOR A MORE ACCURATE COLOR MATCH. NOTE ALTERNATIVES TO THE 3M VINYL SYSTEM WILL REQUIRE THAT THE FABRICATOR SUBMIT 6" SQUARE SAMPLES FOR APPROVAL. ALSO NOTE THAT ANY SUCH MATERIALS MUST HAVE A COMPARABLE WARRANTY. ALTERNATES TO THE MATHEWS PAINT SYSTEM WILL NOT BE CONSIDERED.

**C**  
**C.2** PROJECT COLOR PALETTE



**D**  
**C.2** TYPICAL PROJECT ARROW



**E**  
**C.2** TYPICAL PARKING SYMBOL



### Mobility Patterns of Downtown Frankfort

The initial step in locating signage and developing messaging is to gain an understanding of the mobility patterns and routes for the Scope Area. Mobility includes vehicular, bicycle and pedestrian traffic and how each type of traffic moves through the Scope Area along available routes.

Frankfort’s downtown Scope Area features a traditional grid system network of streets, several of which are one-way directional. Pedestrian traffic follows the grid system with sidewalks along all major streets and

### Decision Points for Wayfinding

With an understanding of how people, whether on foot, on bike, or in a vehicle, move through the Scope Area, the next step in locating signage was to identify Decision Points for each Destination. Essentially, a Decision Point is where a person would need to know to make a change in direction to keep moving towards their Destination Point. Decision Points in an urban area are frequently at street intersections but other Decision Points in the Scope Area include where to turn into a Public Parking facility and where to access a trail-head in pedestrian and bicycle only areas.

An additional type of Decision Point can be called a Confirmation Interval. These types of Decision Points occur along a path of travel that may be a longer distance and are used to confirm that the traveler is still on the right path towards their Destination after a certain interval of distance. Within the dense urban Scope Area this type of Confirmation Interval is not needed but may apply to the City at large during future phases.




The process of identifying Decision Points included drawing a path of travel along the available mobility routes to the Destination Point. For each Destination where the path of travel changed direction, a Decision Point was identified. For major Destinations, such as The State Capitol, the path of travel extends all the

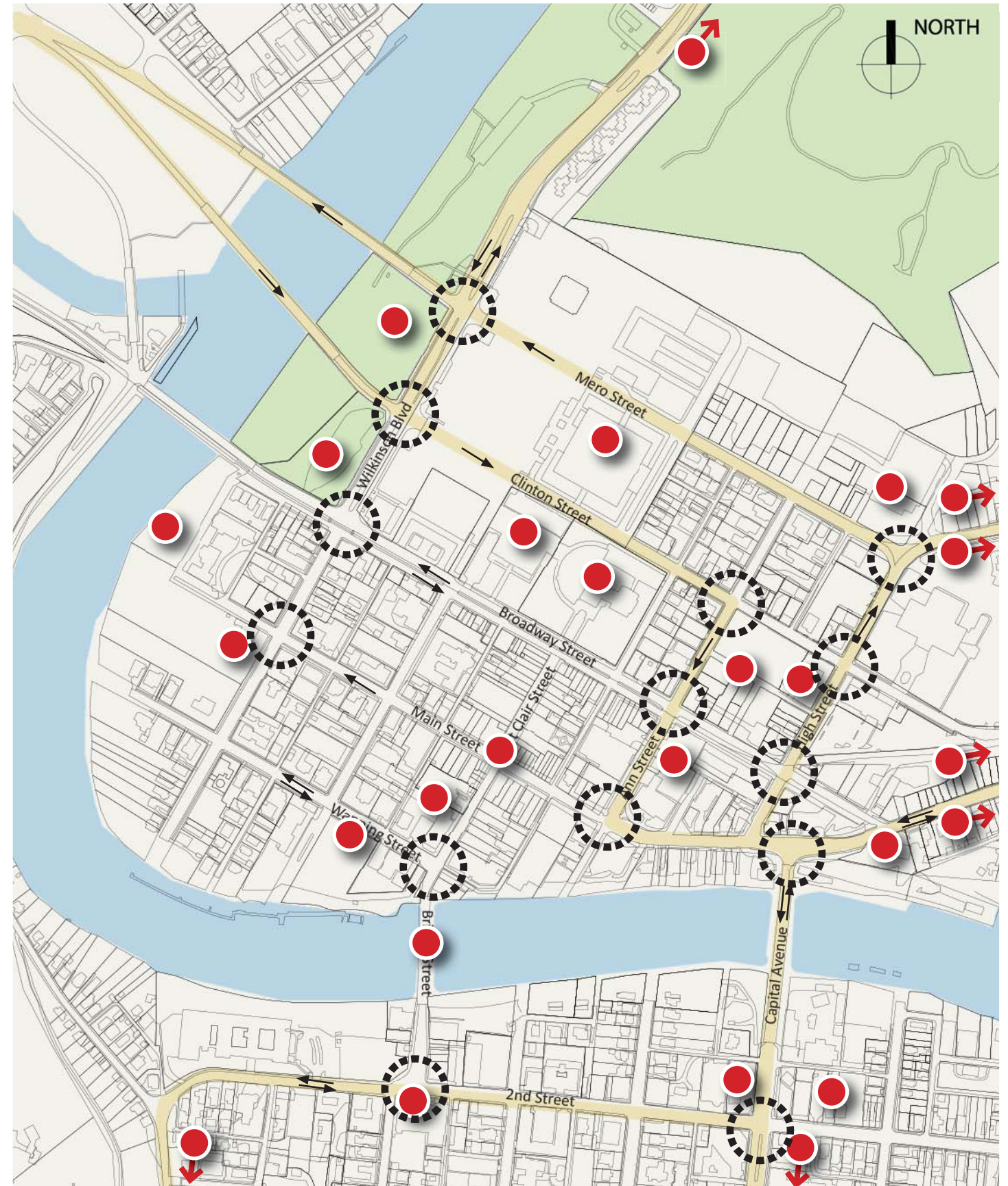
most minor streets. Bicycle traffic shares the vehicular routes throughout the majority of the Scope Area with the exception of dedicated bike lanes along 2nd Street from Capital Avenue to Bridge Street. The Scope Area also has existing and proposed pedestrian/ bicycle only trail facilities including the River View Trail and the KSU-Downtown Trail. Additionally, the block of St. Catherine between Main Street and Broadway Street features upgraded pedestrian facilities and is closed to vehicular traffic for special events.

way to the limits of the Scope Area at each of the major traffic routes into the Scope Area. For other Destinations the traffic route may start closer to the Destination and rely on larger Area Groupings to direct traffic from further away.

Care was taken in laying out the paths of travel to bring traffic along all major routes within the Scope Area to bring visitors into contact with as many of the Scope Area amenities as possible. Additionally, paths of travel for vehicular mobility were routed to avoid residential streets, minor streets and alleys, and streets that were frequently closed to vehicular traffic.

#### Legend

-  Destination
-  Decision Point
-  Direction of Vehicular Traffic





## Scope Area Locations of Wayfinding Components

Locating specific signage is a culmination of the various exercises previously described in this Master Plan.

1. Understanding the Mobility Pattern and then Decision Points informed the team as to generally where signs must be located.
2. Determining the Decision Points also lead to an understanding of what messages would be needed at each general sign location.
3. Regulatory restrictions, speed, mode of travel and surrounding land use also informed which signs from the sign family would best work for each sign location.

Several days were then spent walking the Scope area exploring exact placement of signage. The following criteria were used in the exact sign placement shown in this Master Plan:

- Signs must be located far enough from the point at which the visitor will make a turn to allow for time to read the sign and make changes in travel lane. For multi-lane, traffic signal controlled, higher speed travel the sign must be further from the intersection. For single lane, slow and stop sign restricted travel the sign can be much closer to the intersection.
- Signs must be located to avoid confusion or misinterpretation as to where the traveler must turn. Signs should be placed forward of any minor street intersections that are not intended to be traveled as directed by the wayfinding signage.
- Signs must be located as far from other regulatory signage as possible.
- Signs should be located on new decorative poles as much as possible. Where right-of-way depth or other signage makes locating a new pole

unreasonable, signs should be located on an existing pole.

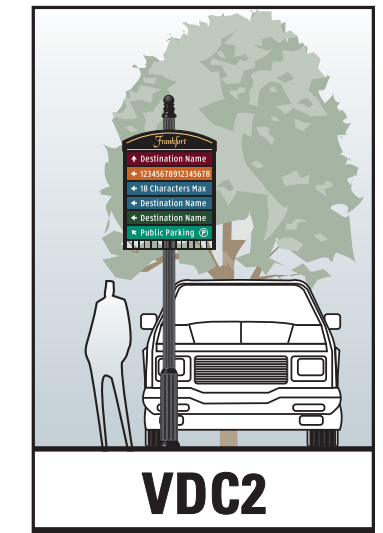
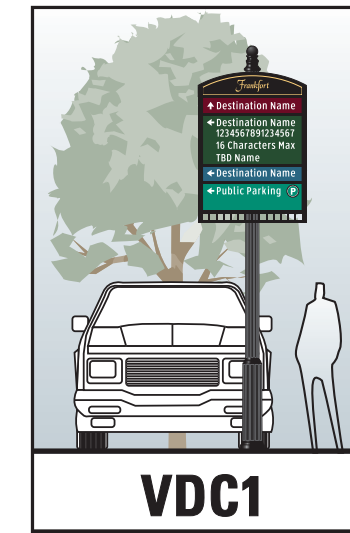
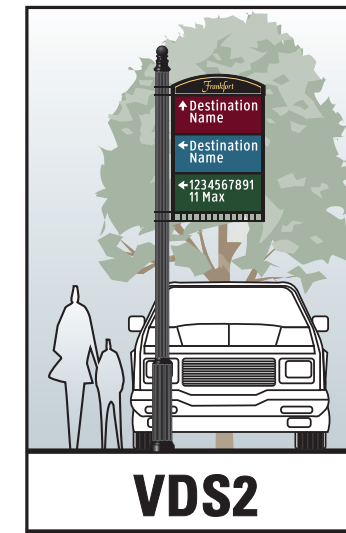
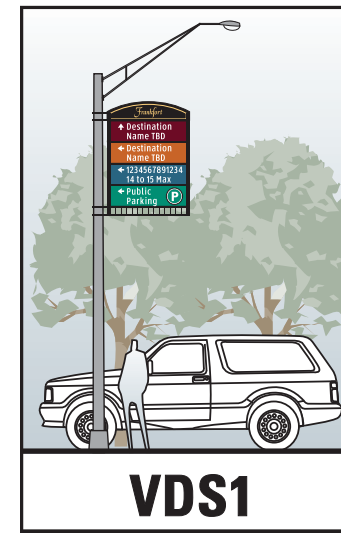
- Signs should be located to the right hand side of the driver as much as possible.

Once signs had been field located, a meeting with KYTC was held to review any regulatory restrictions and required adjustments to proposed locations.

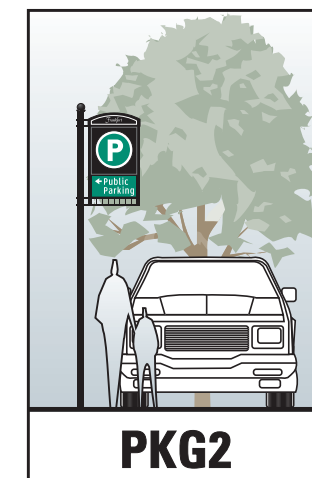
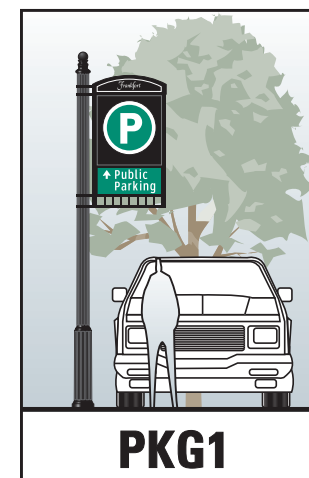
The following pages detail where each sign is proposed. Each proposed sign includes identification as to which sign from the Sign Family is proposed as well as the proposed messaging for each sign face.

## Sign Type Thumbnails

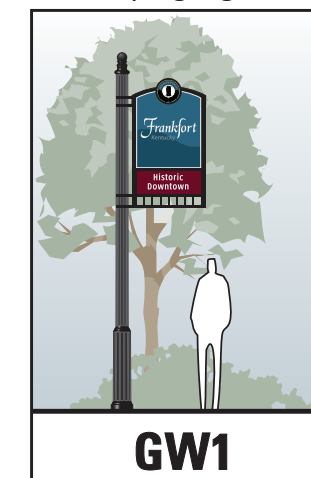
### Vehicular Directional Signage



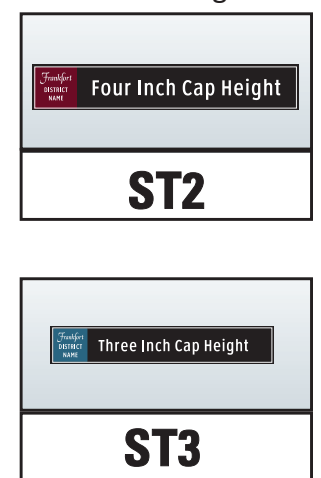
### Public Parking Signage



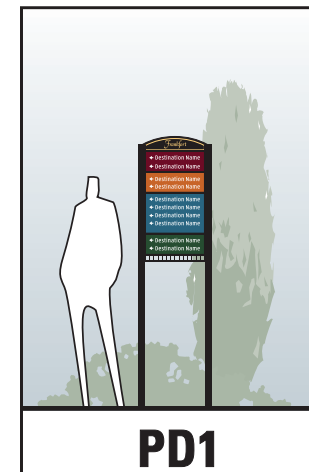
### Gateway Signage



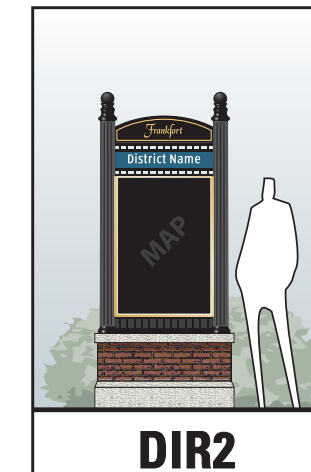
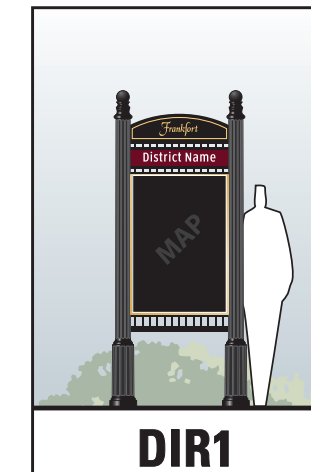
### Street Name Sign



### Pedestrian Directional Signage

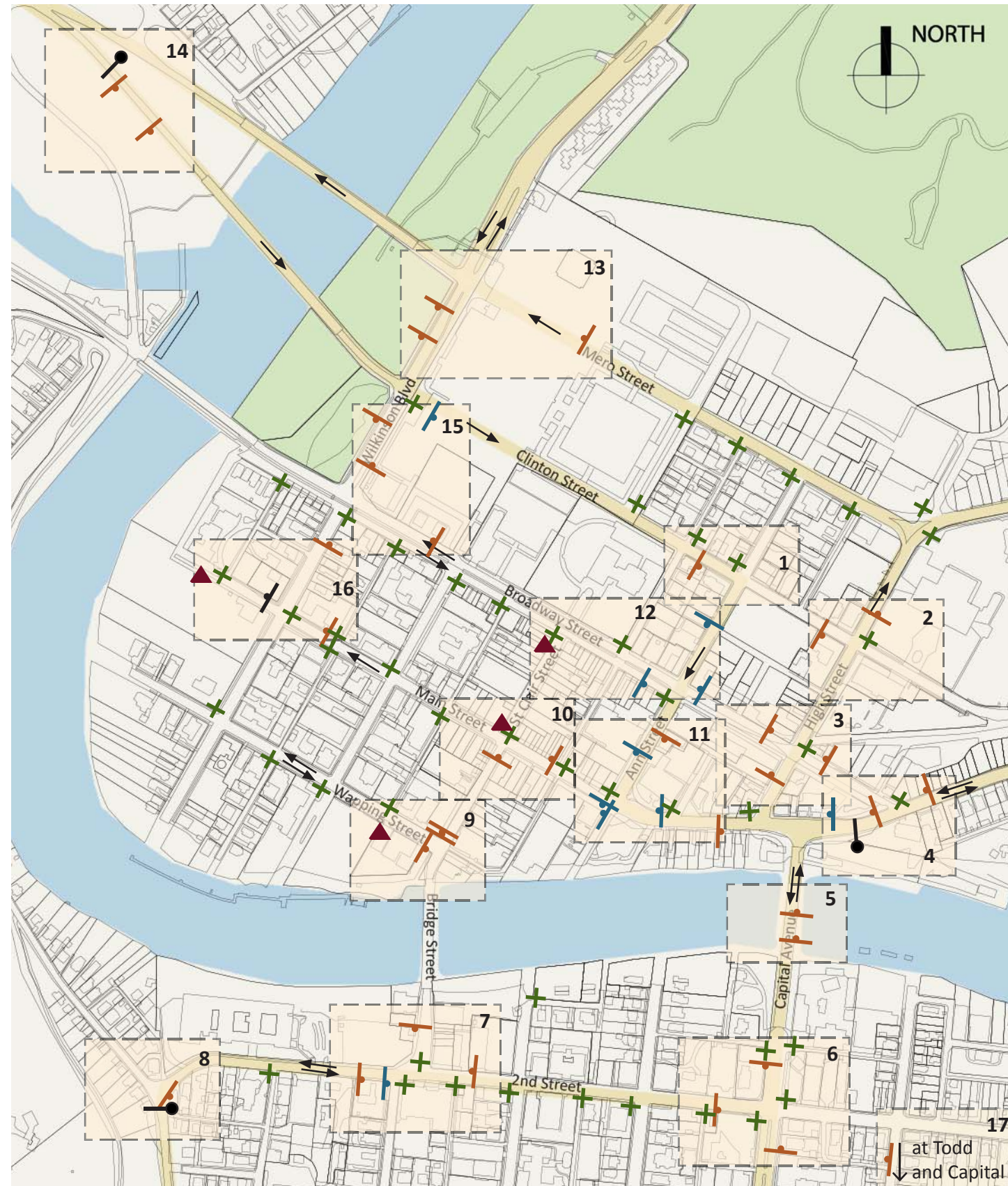


### Directory Signage





### Key Map of Proposed Signage in Scope Area



#### Legend of proposed signage

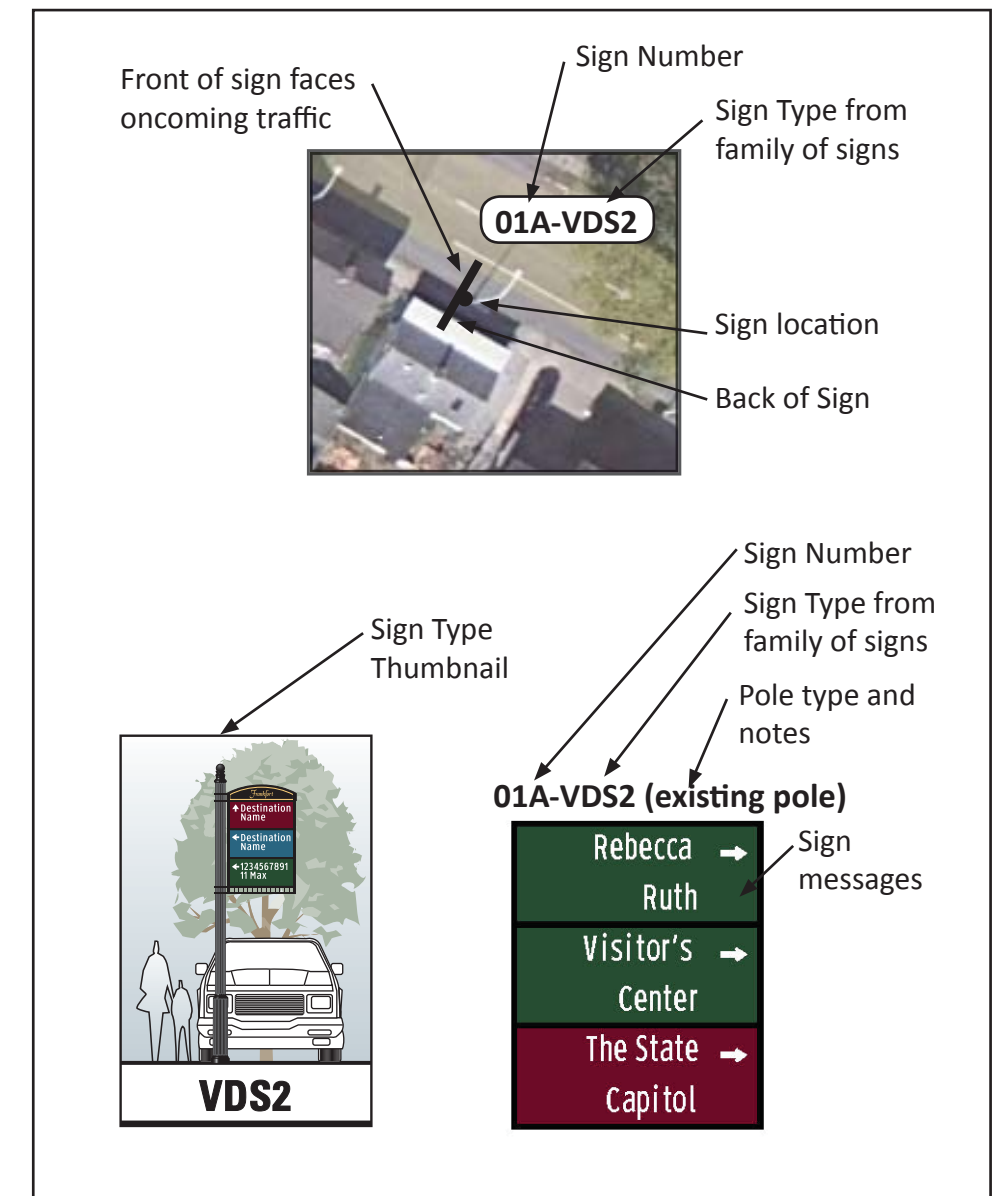
- Vehicular Directional Sign
- Pedestrian/ Bike Directional Sign
- Parking Directional Sign
- Street Name Sign
- Pedestrian Kiosk Sign
- Gateway Sign
- State Route
- # Enlargement Areas: Refer to following pages for each Enlargement Area Directional Signage

#### Directional Signage

The following pages contain the Enlargement Areas that give specific information for the location, sign type, and messaging for each of the Directional Signs, Kiosk Signs, and Gateway Signs within the Scope Area.

The street signs are not shown on the Enlargement Areas. All existing street signs within the Scope Area are proposed to be replaced with new signs and decorative posts in their current location. Street signs on State Routes shall be type ST2 and street signs on City Routes shall be type ST3. As the overhead signals at intersections along major routes are improved, internally illuminated street signs Type ST3 should be considered.

See below for key to information contained on the following pages:





Enlargement Area 1: Clinton and Ann



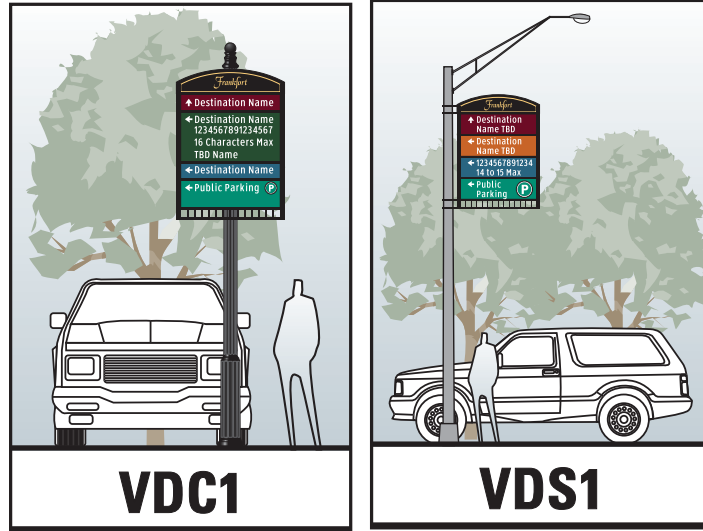
01A-VDS2 (existing pole)

Rebecca	→
Ruth	
Visitor's	→
Center	
The State	→
Capitol	

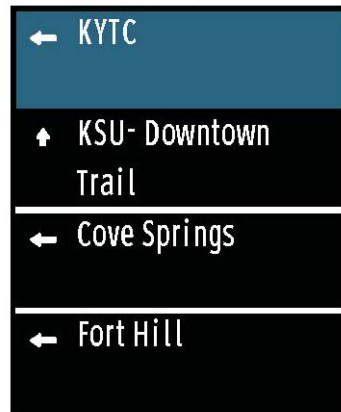




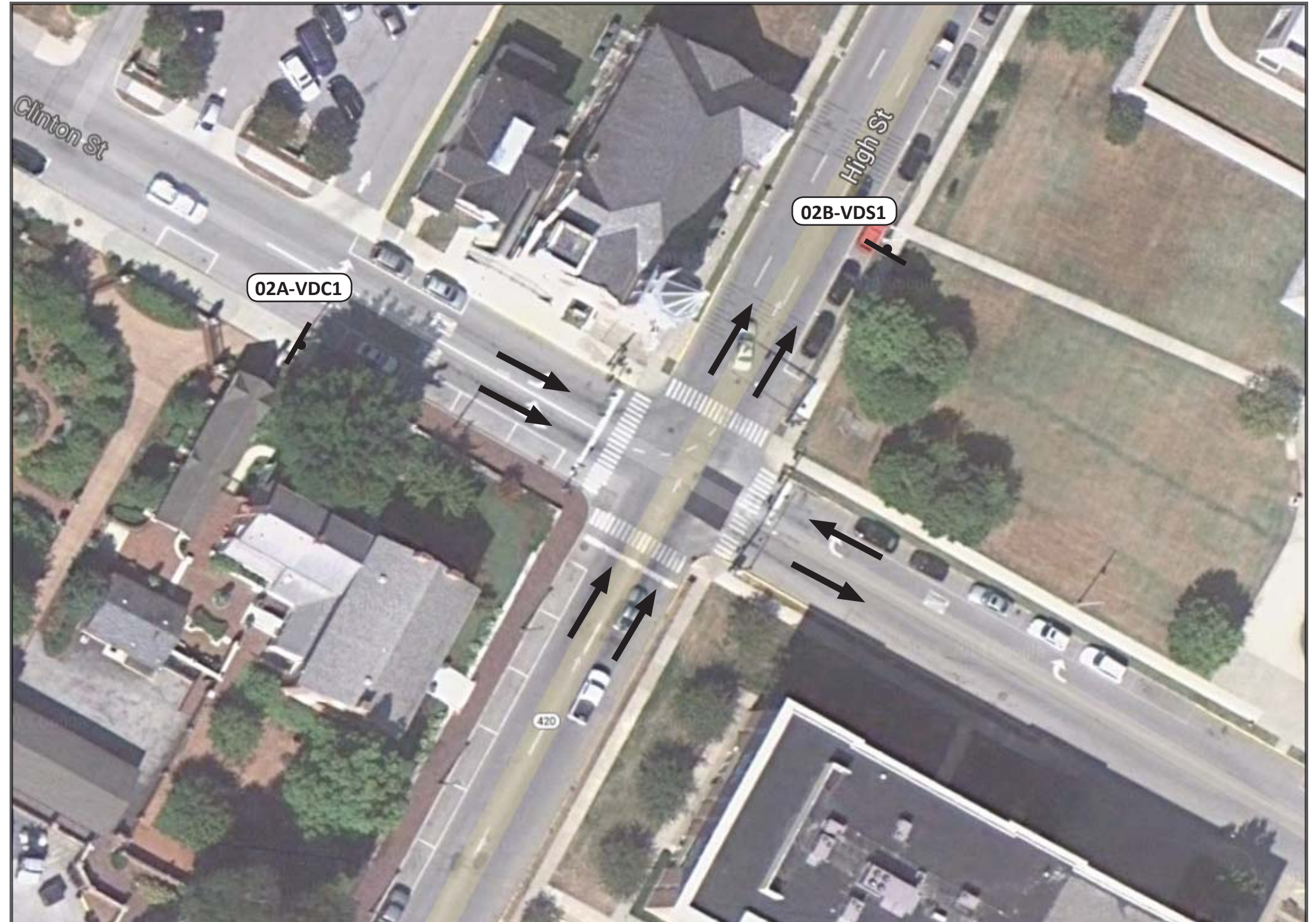
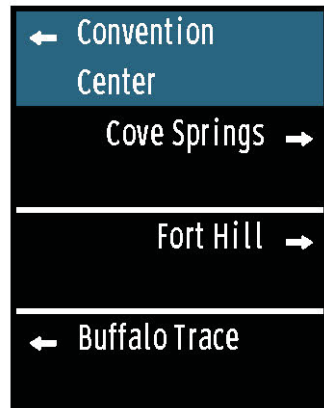
Enlargement Area 2: Clinton and High



02A-VDC1 (existing pole)

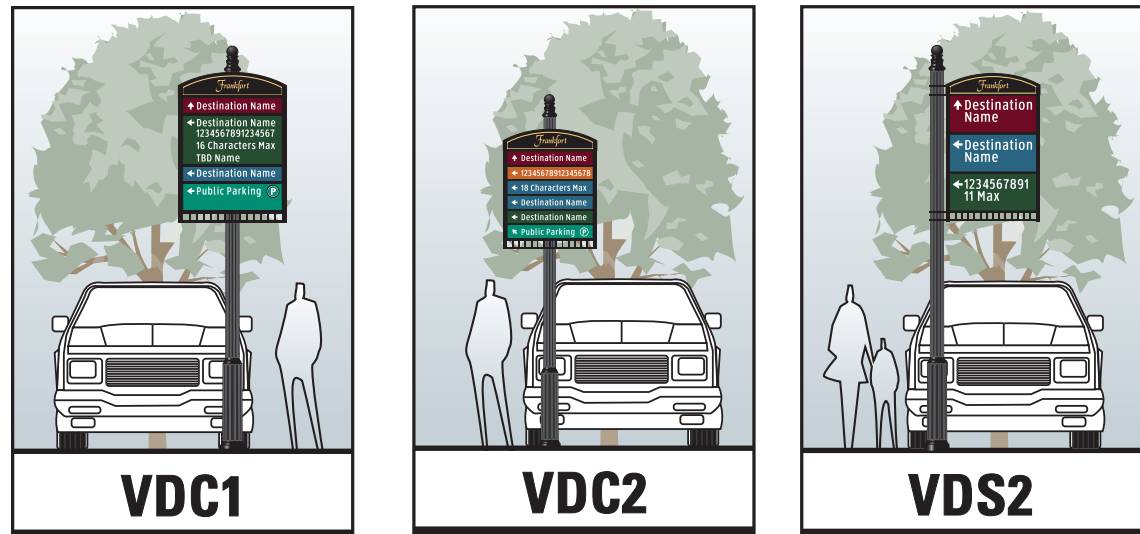


02B-VDS1 (existing pole)

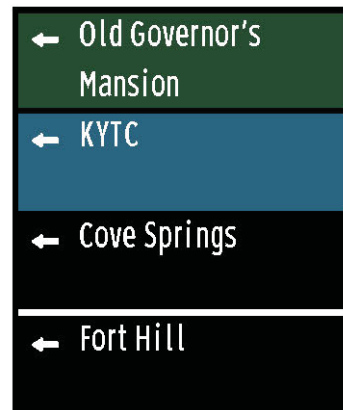




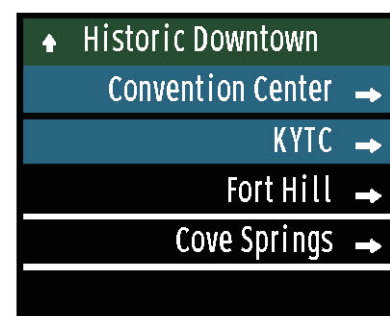
Enlargement Area 3: High and Broadway



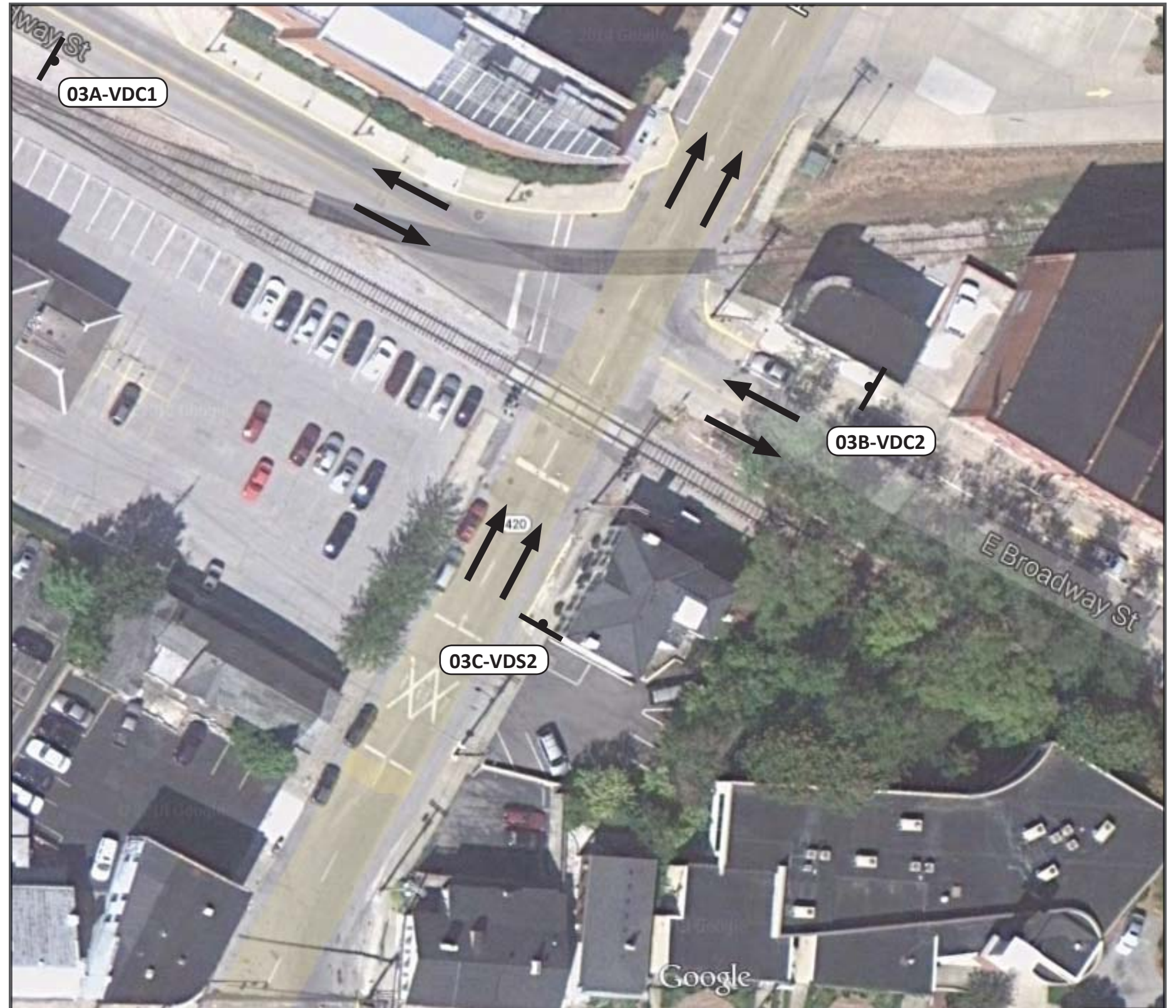
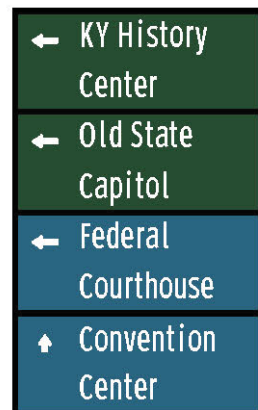
03A-VDC1 (existing pole)



03B-VDC2 (new pole)

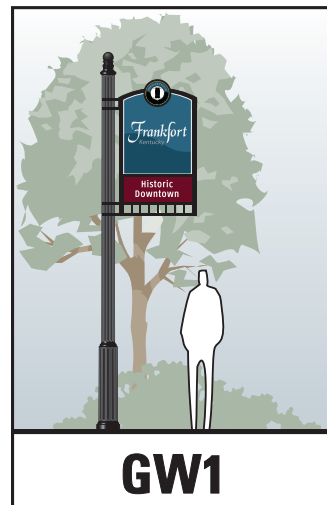
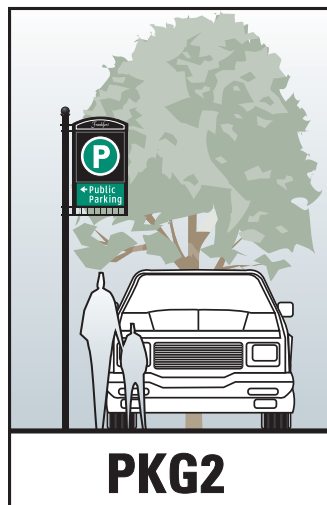


03C-VDS2 (existing pole)

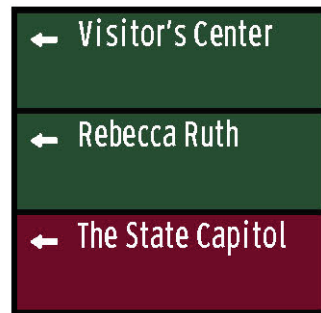




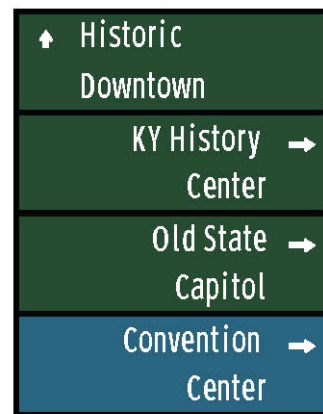
Enlargement Area 4: US 60/ Main St heading westbound



04A-VDS1 (new pole)



04B-VDS1 (new pole)



04C-PKG2 (existing pole)

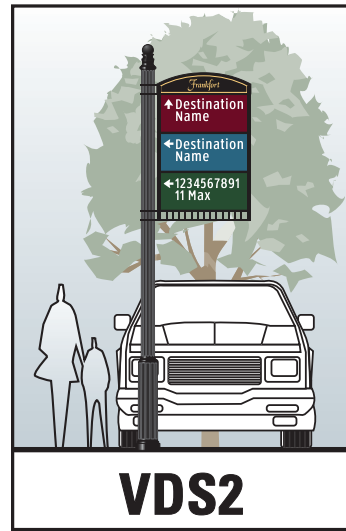


04D-GW1 (new pole, back of sign to read "Thanks for Visiting Downtown")

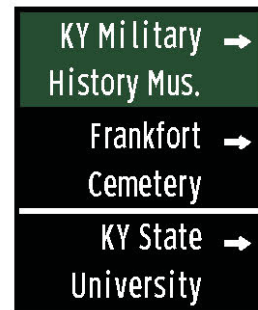




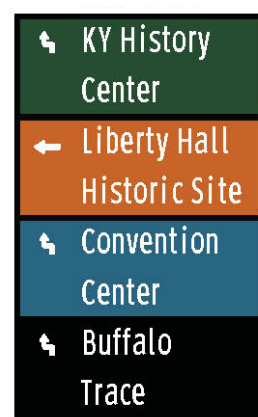
Enlargement Area 5: Capital Ave bridge



05A-VDS2 (existing pole)

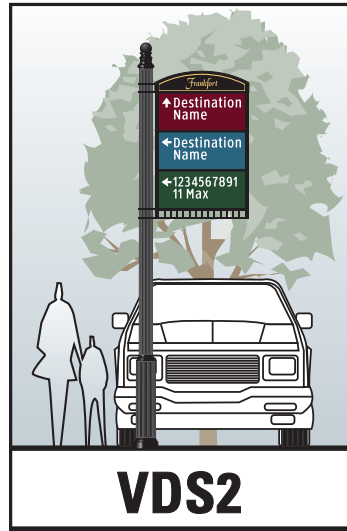


05B-VDS2 (existing pole)

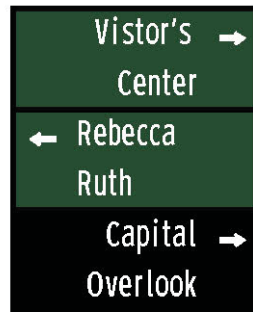




Enlargement Area 6: Capital Ave and 2nd/ US 60



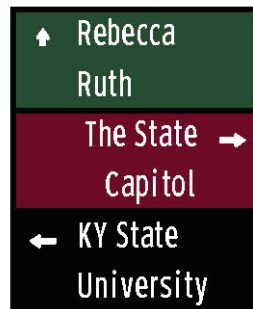
06A-VDS2 (new pole)



06B-VDS2 (new pole)

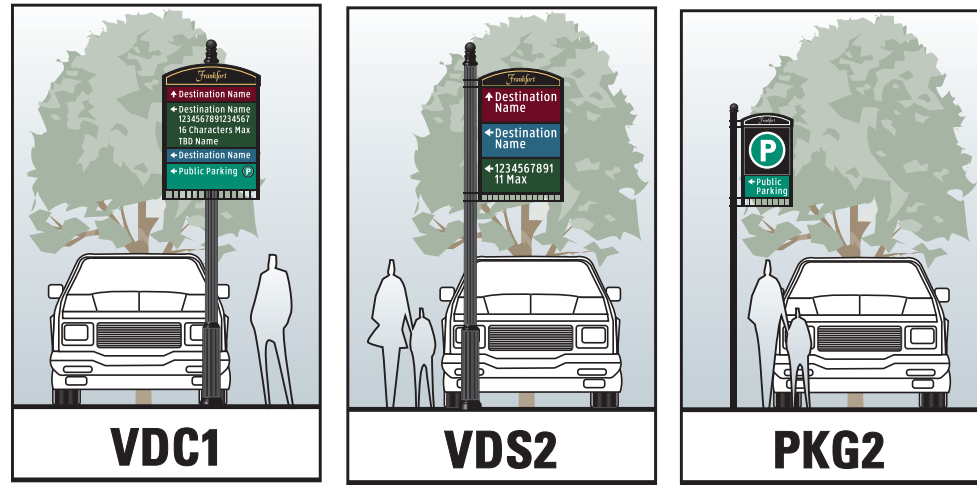


06C-VDS2 (new pole)

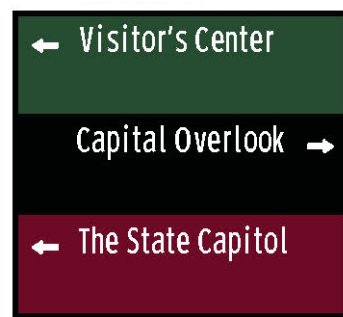




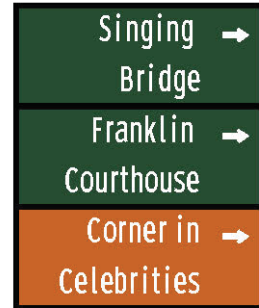
Enlargement Area 7: Bridge and 2nd/ US 60



07A-VDC1 (new pole)



07B-VDS2 (new pole)



07C-VDS2 (new pole)

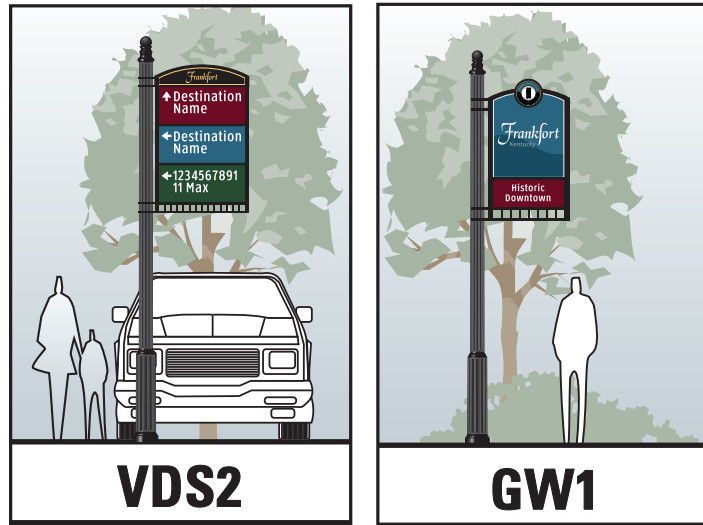


07D-PKG2 (existing pole)





Enlargement Area 8: US 60 and Taylor Ave



08A-VDS2 (new pole)

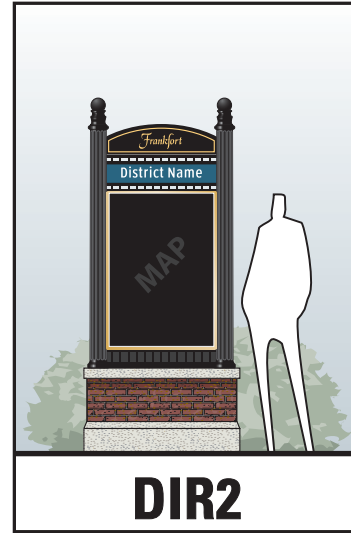
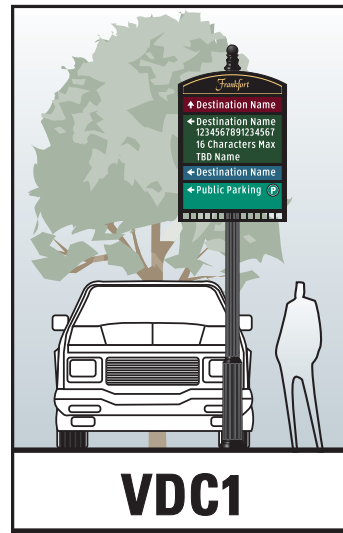


08B-GW1 (new pole, back of sign to say "Thanks for Visiting Downtown")

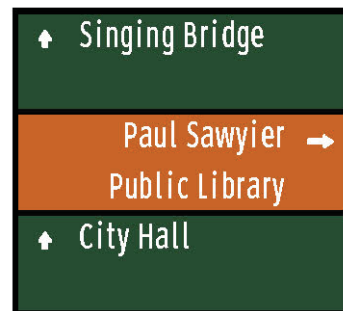




Enlargement Area 9: Wapping and St. Clair



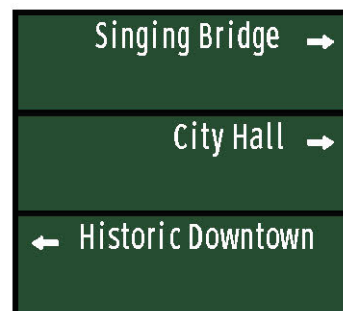
09A-VDC1 (new pole, two sided sign with 09B)



09B-VDC1 (new pole, two sided sign with 09A)



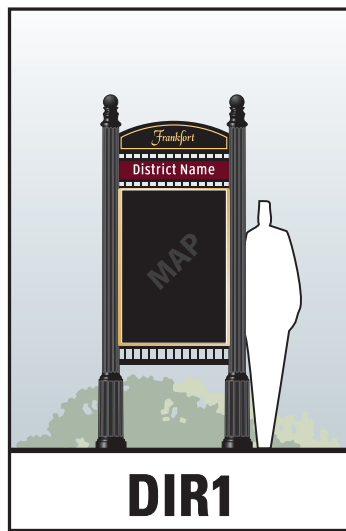
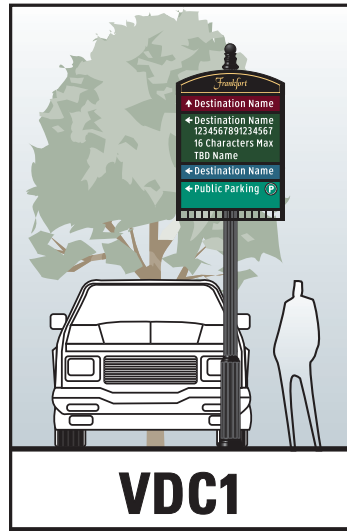
09C-VDC1 (new pole, replace ex pole in this location, mount existing parallel parking sign to new pole)



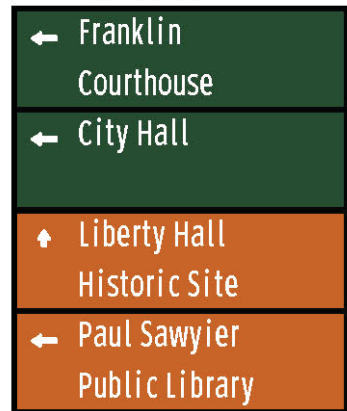
09D-DIR2 (create pavement bump-out, see mock-up image. Two sided: suggest one side map of and other side opening panel for current City events)



Enlargement Area 10: Main and St. Clair



10A-VDC1 (new pole)



10B-VDC1 (new pole, relocate existing bench forward and install post where existing bench is currently located)

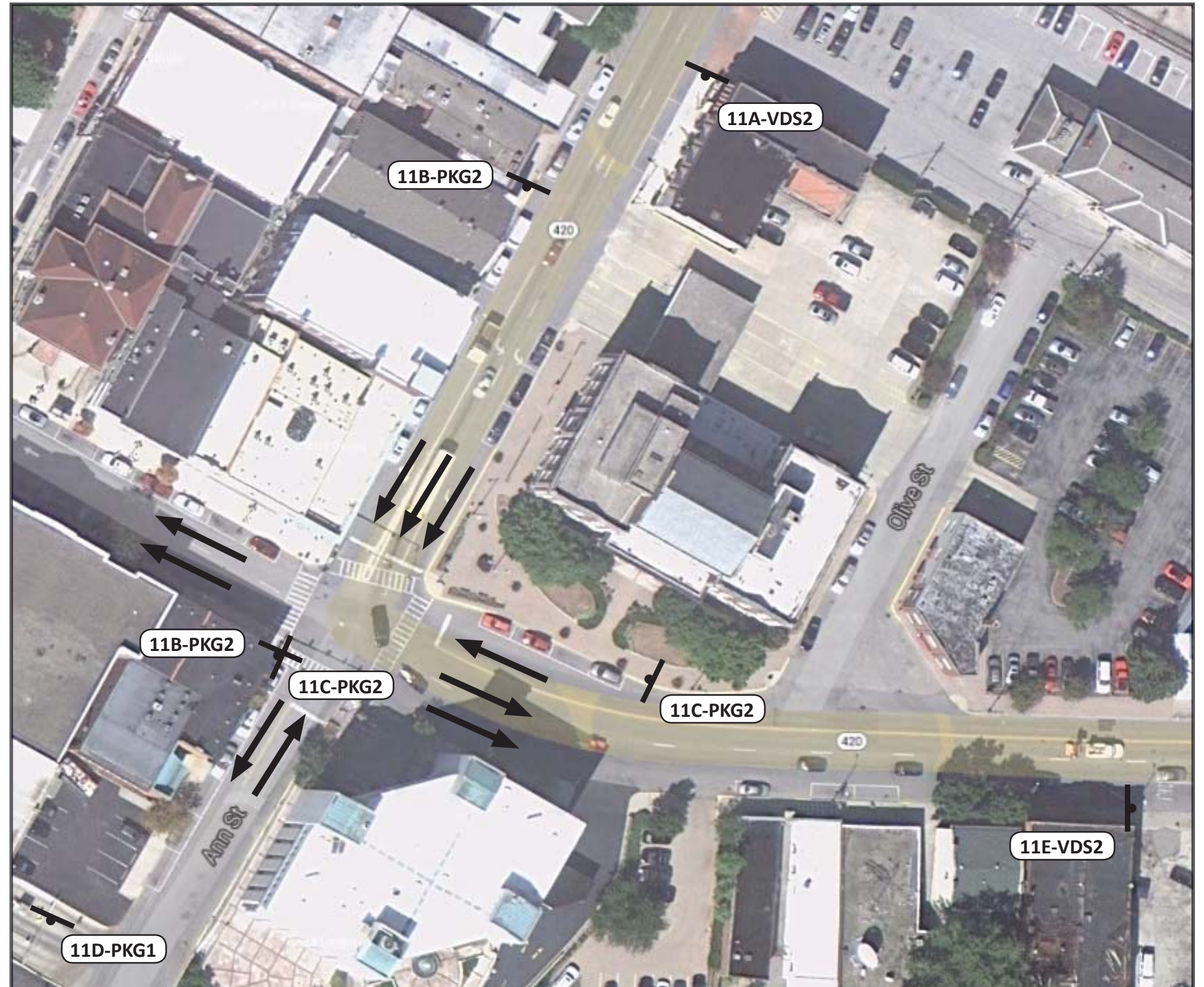
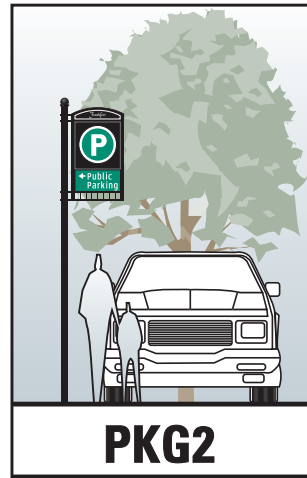
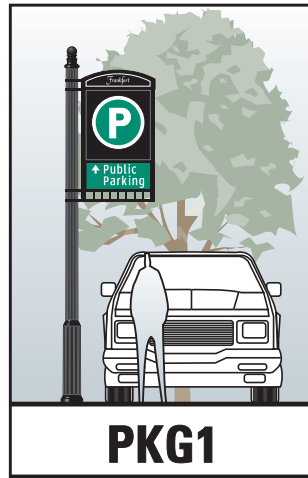
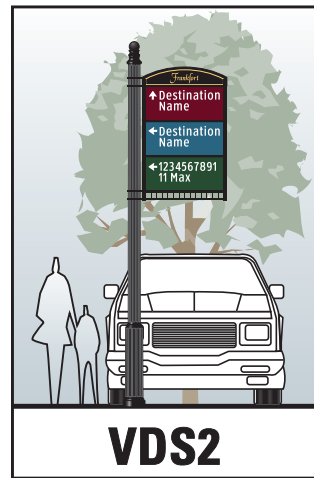


10C-DIR1 (two sided: suggest one side map and other side opening panel for current City events)





Enlargement Area 11: Main and Ann



11A-VDS2 (new pole)



11B-PKG2 (two locations: new pole along Ann, existing pole at intersection)



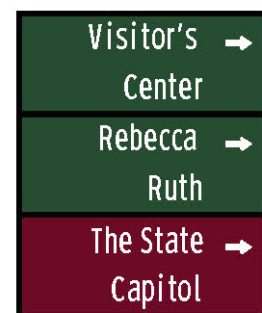
11C-PKG2 (two locations: new pole along Main, existing pole at intersection)



11D-PKG1 (new pole)

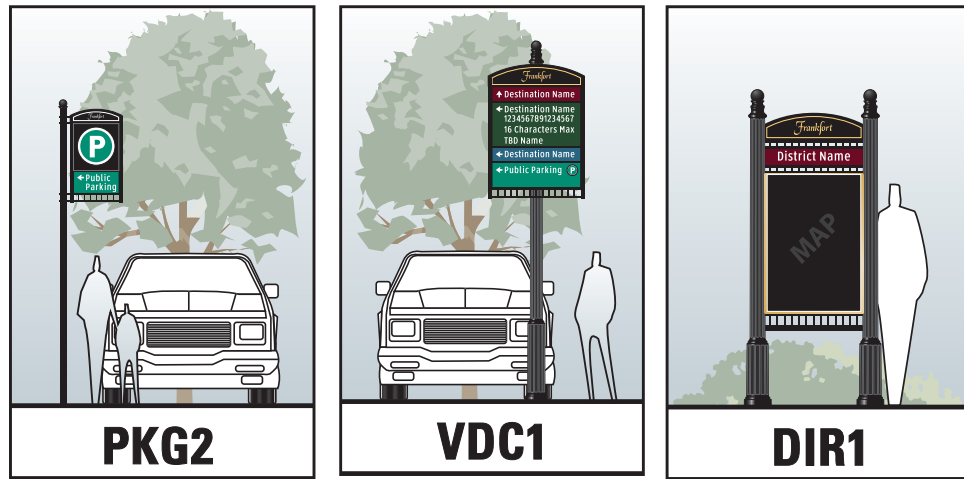


11E-VDS2 (existing pole)





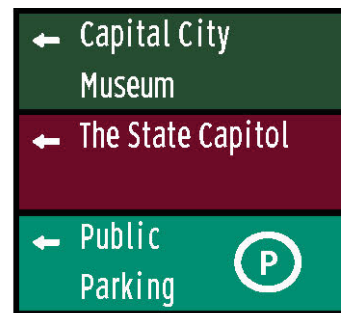
Enlargement Area 12: Broadway and Ann



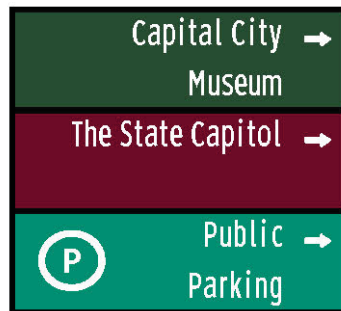
12A-PKG2 (new pole)



12B-VDC1 (new pole)



12C-VDC1 (new pole)



12D-PKG1 (new pole)

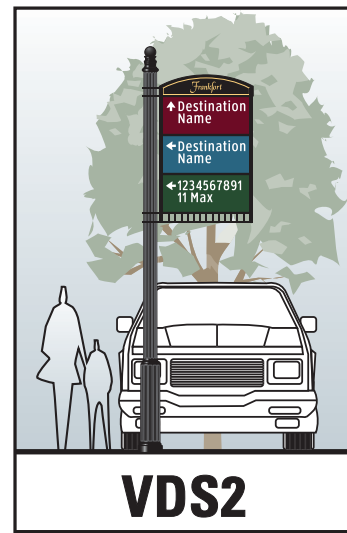
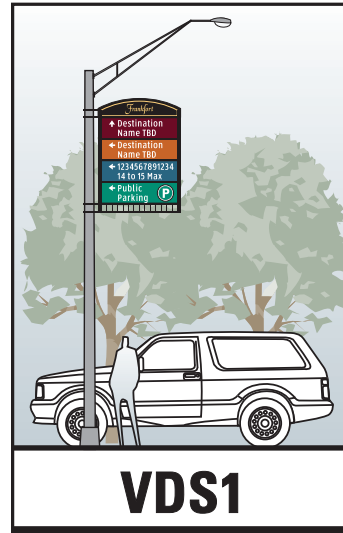


12E-DIR1 (two sided: suggest one side map and other side opening panel for current City events)





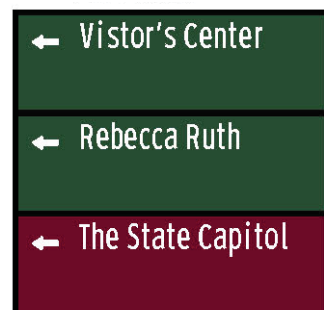
Enlargement Area 13: Wilkinson and Mero



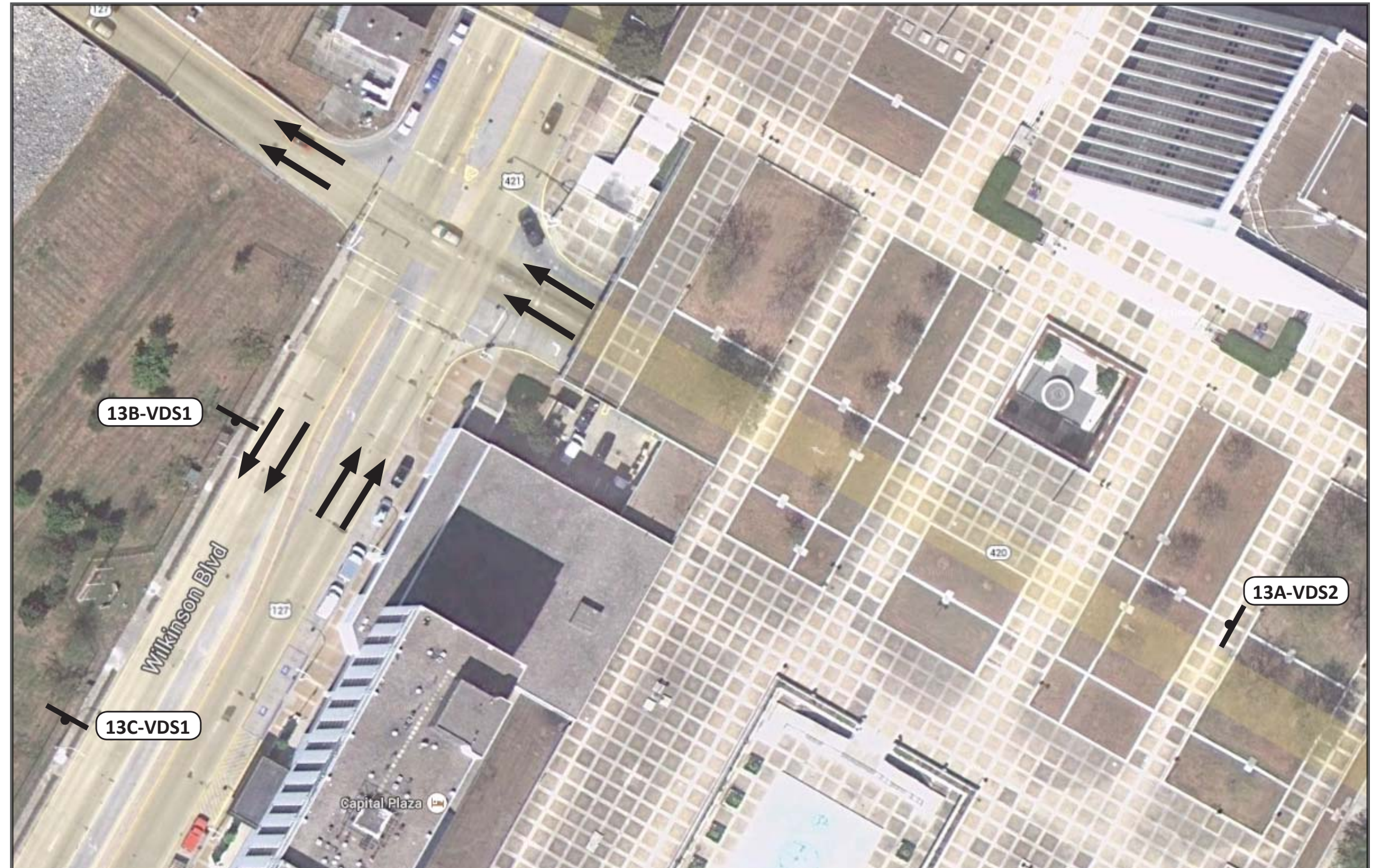
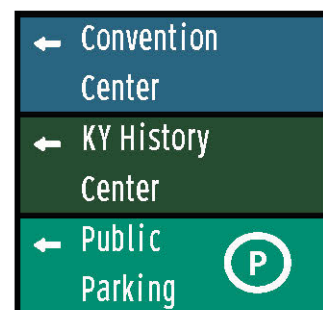
13A-VDS2 (mount to 4th column from edge of structure)



13B-VDS1 (new pole)

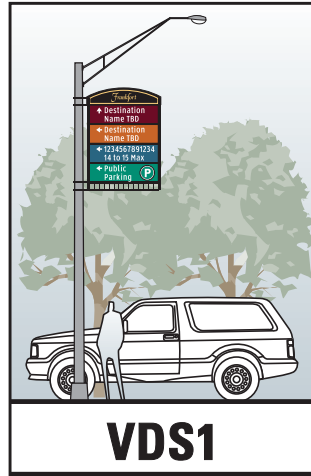
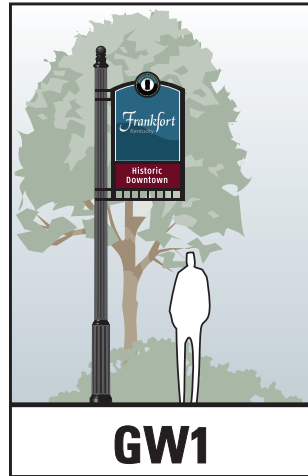


13C-VDS1 (new pole)



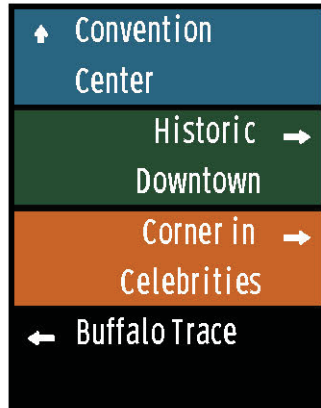


Enlargement Area 14: US 127

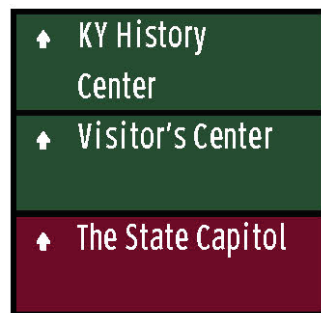


14A-GW1 (new pole, back of sign to say "Thanks for Visiting Downtown")

14B-VDS1 (new pole)

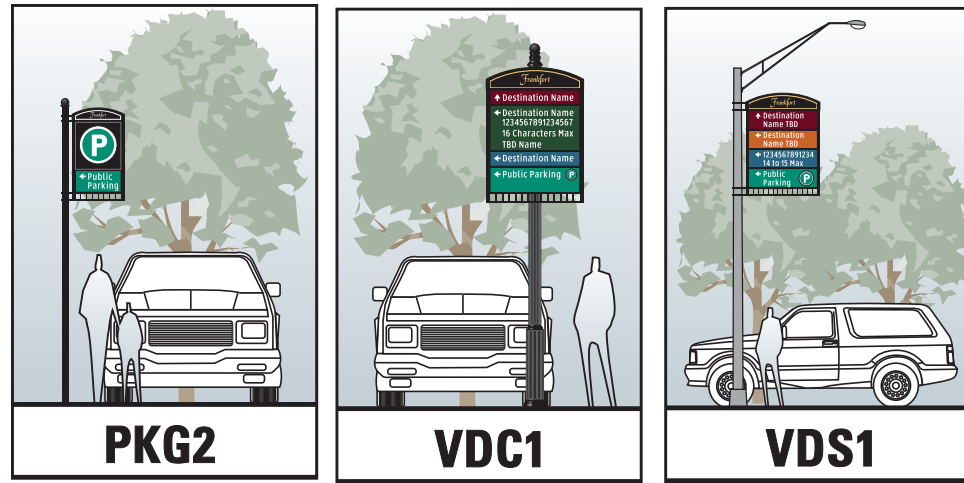


14C-VDS1 (new pole)





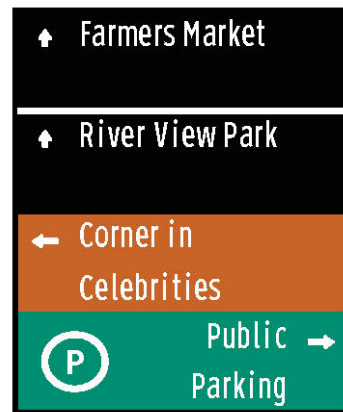
Enlargement Area 15: Wilkinson and Broadway



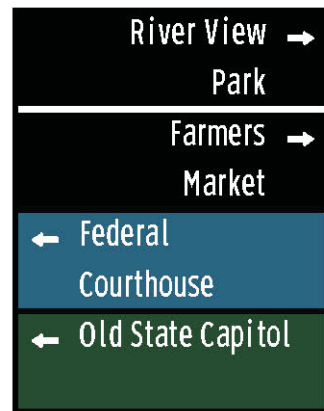
15A-PKG2 (replace ex parking directional sign on column)



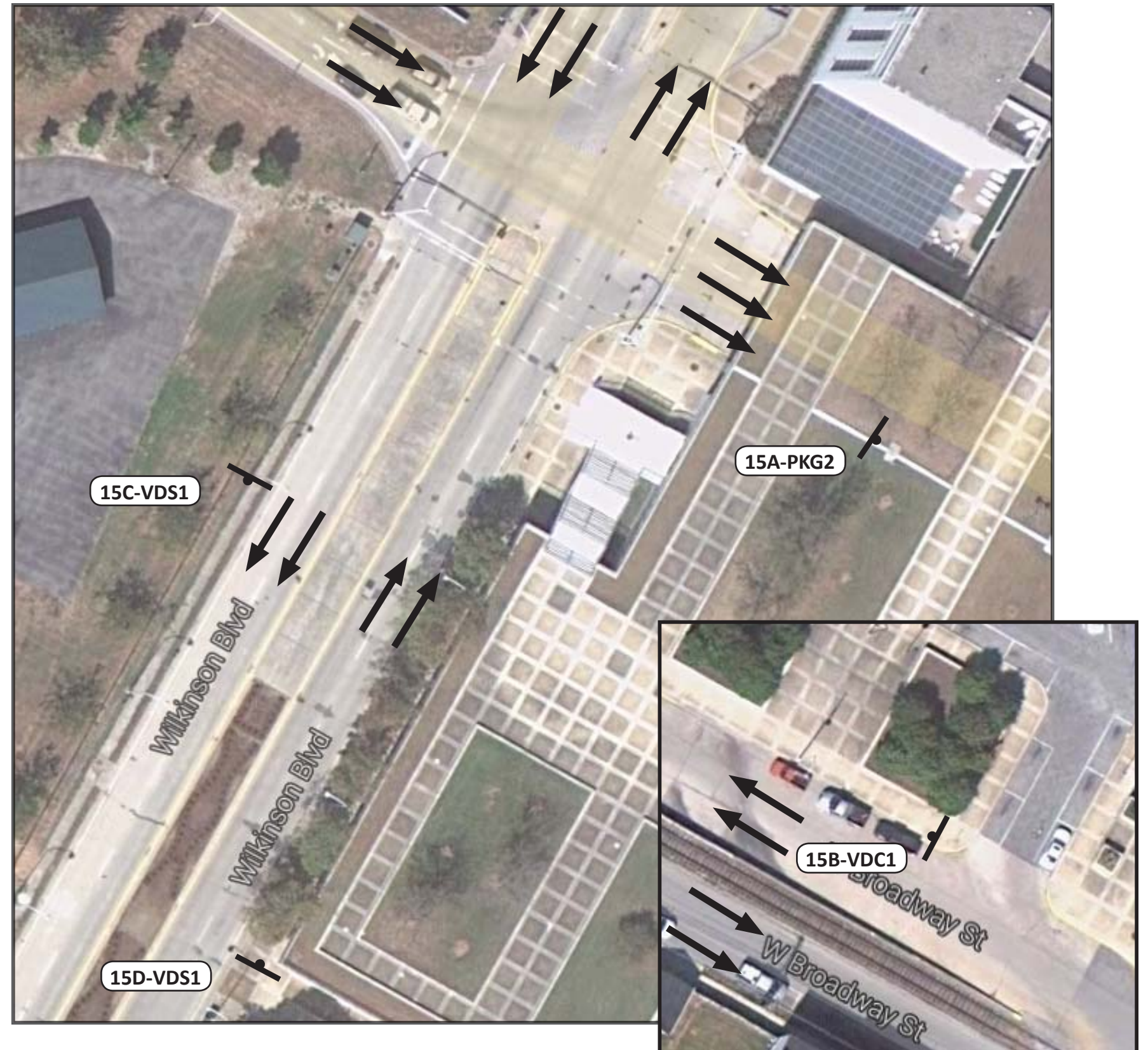
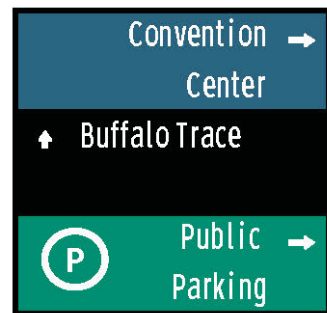
15B-VDC1 (new pole)



15C-VDS1 (new pole)

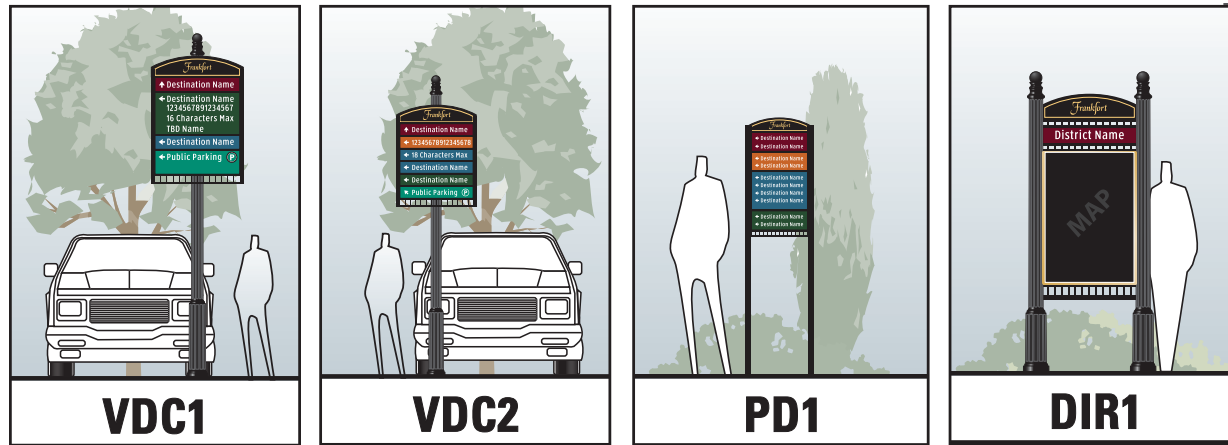


15D-VDS1 (new pole)

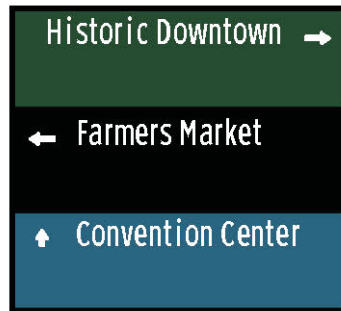




Enlargement Area 16: Wilkinson and Main



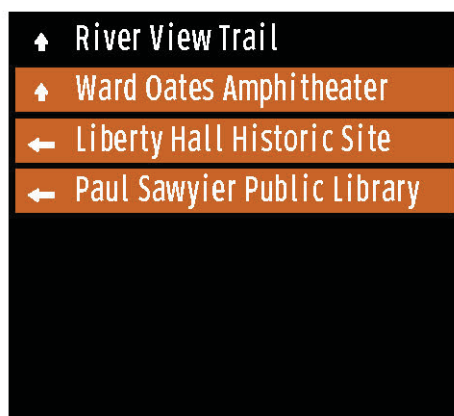
16A-VDC1 (new pole)



16B-VDC2 (new pole)



16C-PD1 (new pole)



16D-DIR1 (two sided: suggest one side map and other side opening panel for current City events)

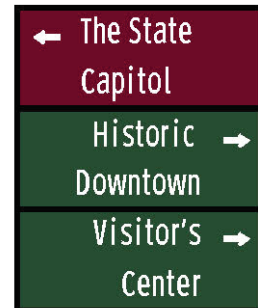




Enlargement Area 17: Todd and Capital



17A-VDS2 (existing pole, mount above stop sign)





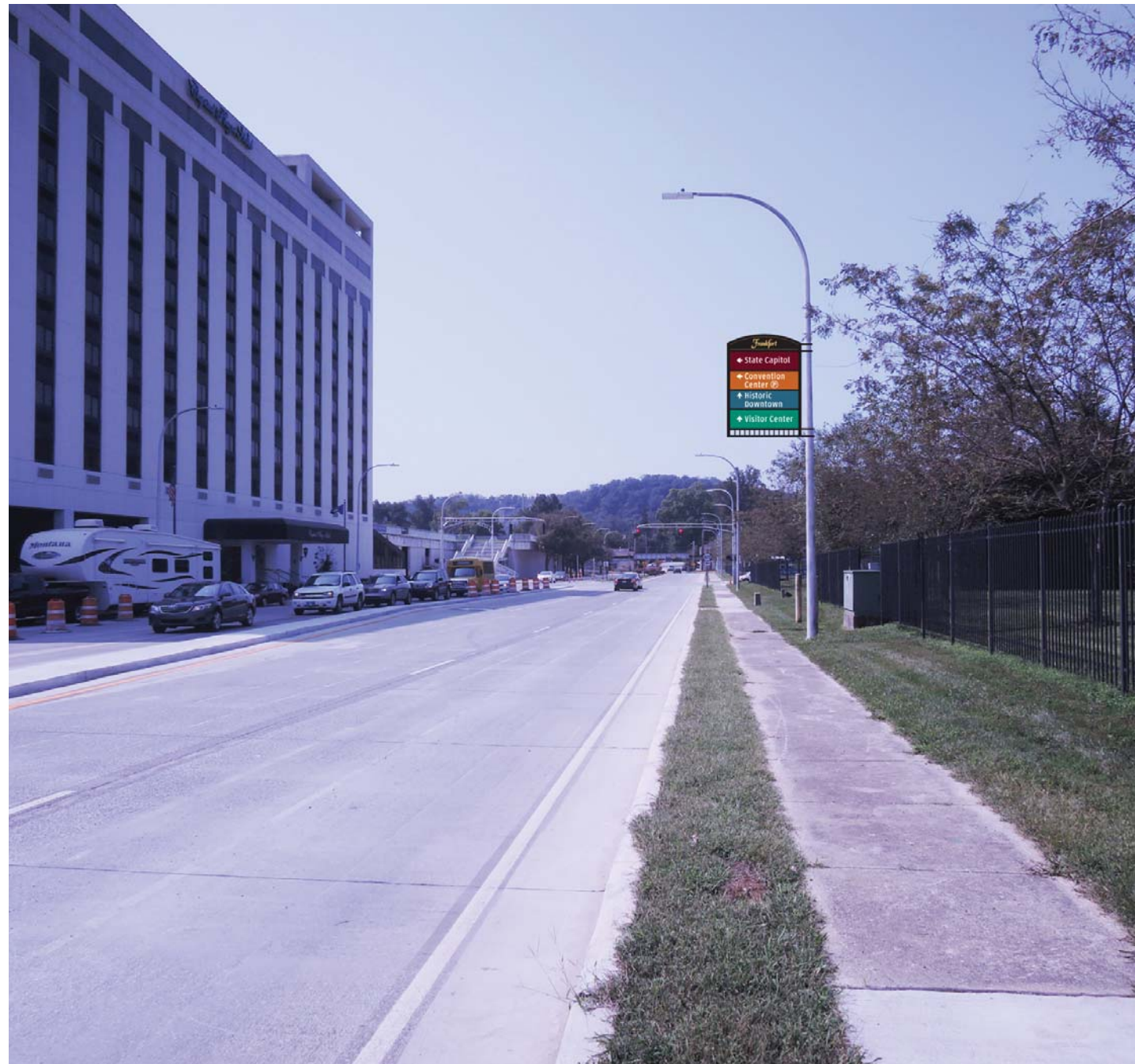
### Mock-up Images

The mock images included in this package are intended to illustrate the intent of the design. As such the signs that are depicted intentionally include all of the colors from the color scheme but don't necessarily include destinations and messages that relate to the images that are used for the mock ups.



Mock-up image of GW1: Gateway Sign





Mock-up image of VDS1: Vehicular Directional for State Routes



Mock-up image of VDS2: Vehicular Directional for State Routes



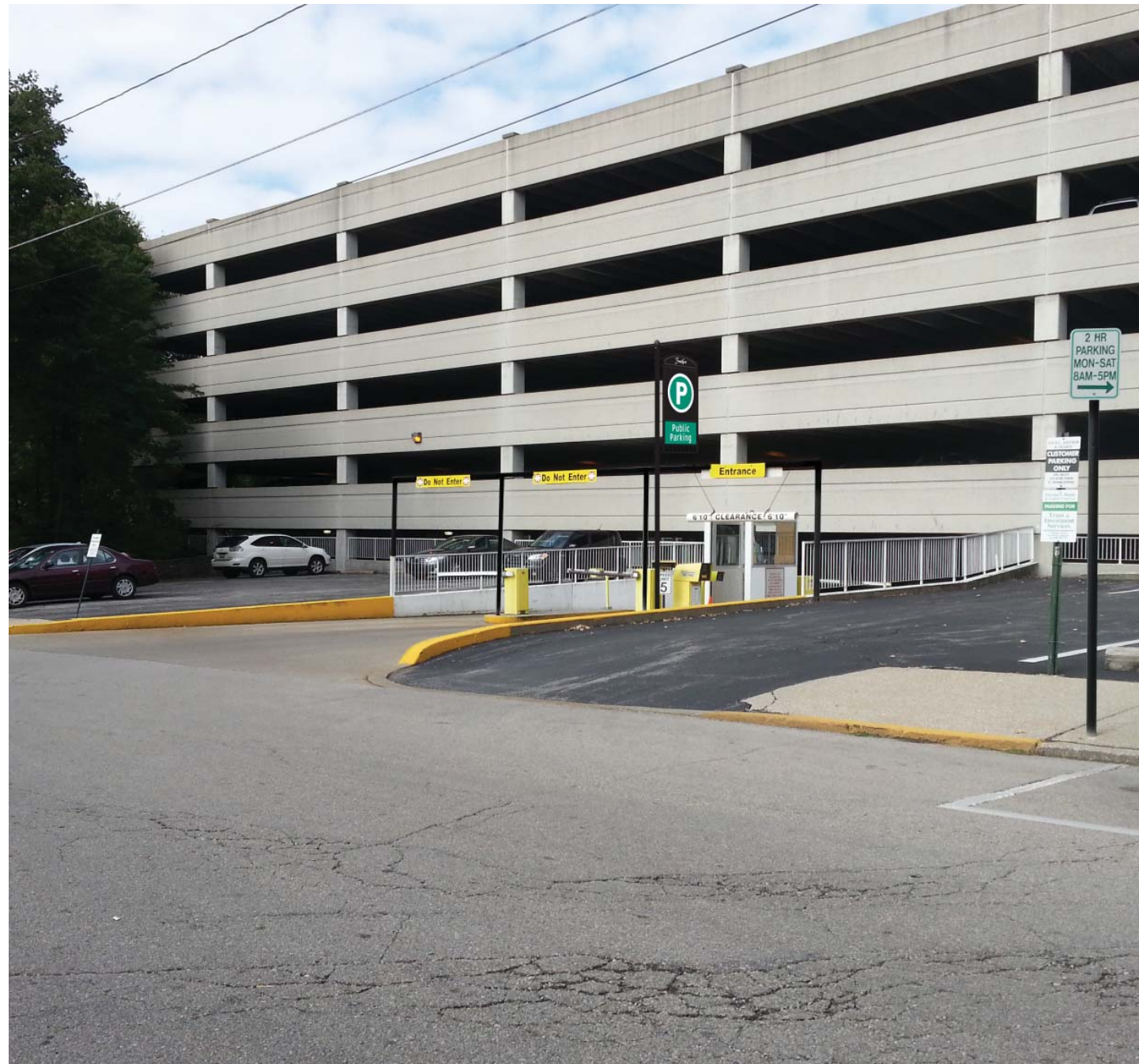


Mock-up image of VDC2: Vehicular Directional for City Routes



Mock-up image of PD1: Pedestrian Directional





Mock-up image of PKG1: Public Parking Signage



Mock-up image of PKG2: Public Parking Signage





Mock-up image of DIR1: Pedestrian Directory



Mock-up image of DIR2: Pedestrian Directory





Mock-up image of ST2: Street Identification Signage



Mock-up image of ST3: Street Identification Signage



### Wayfinding Budgets

As with any master plan, cost estimates for proposed improvements are intended to inform users of budgets that need to be established for projects. Additionally, cost projections will aid the community in establishing priorities and phasing depending on available funds. The projected costs represented in the Master Plan are current day cost projections based on historical cost trends and feedback from fabricators and suppliers. While these cost projections are representative of probable costs, actual costs cannot be realized until completion of signage construction/fabrication plans and details and until actual bids are obtained by the City for the work. The budget and cost projections represented herein do not include removal costs for existing signage as this is assumed to be completed by City or State personnel.

The Wayfinding Master Plan has adequate information for the City to establish phasing and priority budgets for planning purposes.

Sign Type	Sign Descriptions	Estimated Phase I Quantity	Estimated Unit Cost	Estimated Total Costs
1	VDS1 Vehicular Directional Signage for State Routes (On Existing Pole)	1	\$ 3,690.00	\$ 3,690.00
2	VDS1 Vehicular Directional Signage for State Routes (Freestanding)	8	\$ 5,175.00	\$ 41,400.00
3	VDS2 Vehicular Directional Signage for State Routes (On Existing Pole)	7	\$ 4,000.00	\$ 28,000.00
4	VDS2 Vehicular Directional Signage for State Routes (Freestanding)	7	\$ 6,650.00	\$ 46,550.00
5	VDC1 Vehicular Directional Signage for City Routes (On Existing Pole)	3	\$ 3,750.00	\$ 11,250.00
6	VDC1 Vehicular Directional Signage for City Routes (Freestanding)	9	\$ 6,225.00	\$ 56,025.00
7	VDC2 Vehicular Directional Signage for City Routes (On Existing Pole)	0	\$ 3,500.00	\$ -
8	VDC2 Vehicular Directional Signage for City Routes (Freestanding)	2	\$ 5,825.00	\$ 11,650.00
9	KEY1 Color System Key Signage	0	\$ 6,850.00	\$ -
<b>Vehicular Directional Signage Sub-Total</b>		<b>37</b>		<b>\$ 198,565.00</b>
10	PKG1 Public Parking Signage (Primary, Freestanding)	1	\$ 6,650.00	\$ 6,650.00
11	PKG2 Public Parking Signage (Secondary, Freestanding)	3	\$ 4,800.00	\$ 14,400.00
12	PKG2 Public Parking Signage (Secondary, on Existing Pole)	5	\$ 3,000.00	\$ 15,000.00
<b>Public Parking Signage Sub-Total</b>		<b>9</b>		<b>\$ 36,050.00</b>
13	GW1 Gateway Signage	3	\$ 6,975.00	\$ 20,925.00
<b>Gateway Signage Sub-Total</b>		<b>3</b>		<b>\$ 20,925.00</b>
14	PD1 Pedestrian Directional Sign (Freestanding)	1	\$ 3,975.00	\$ 3,975.00
15	PD2 Pedestrian Directional Sign (On Existing Pole)	0	\$ 1,850.00	\$ -
<b>Pedestrian Directional Signage Sub-Total</b>		<b>1</b>		<b>\$ 3,975.00</b>
16	IT1 Interpretative Signage	0	\$ 2,175.00	\$ -
<b>Interpretive Signage Sub-Total</b>		<b>0</b>		<b>\$ -</b>
17	DIR1 Directory Signage (Pole Mounted, graphics not included)	3	\$ 9,875.00	\$ 29,625.00
18	DIR2 Directory Signage (With Masonry Base, graphics not included)	1	\$ 14,500.00	\$ 14,500.00
<b>Directory Signage Sub-Total</b>		<b>4</b>		<b>\$ 44,125.00</b>
19	ST1 Street Identification Signage (Internally Illuminated)	0	\$ 3,600.00	\$ -
20	ST2 Street Identification Signage (Primary, 2 signs on new post)	30	\$ 525.00	\$ 15,750.00
21	ST3 Street Identification Signage (Secondary, 2 signs on new post)	20	\$ 500.00	\$ 10,000.00
<b>Street Identification Signage Sub-Total</b>		<b>50</b>		<b>\$ 25,750.00</b>
<b>SUBTOTAL</b>				<b>\$ 329,390.00</b>
<b>20% CONTINGENCY (TO INCLUDE INCIDENTAL WORK REQUIRED)</b>				<b>\$ 65,878.00</b>
<b>Estimated Phase I Total</b>				<b>\$ 395,268.00</b>

This is a rough preliminary estimate has been developed at the specific request of the client. It is very important to note that this estimate has been developed only as a guide for budgeting purposes. This estimate has been developed based only on similar project experience and is by no means to be considered a final or binding estimate. Once the Construction Documents Package for this project is completed actual estimates can be solicited from qualified fabricators and a final estimate can be established.





## Plan of Action for Implementation

Prior to implementation of any wayfinding improvements, there are steps to be undertaken prior to implementation.

- City of Frankfort Board of Commissioners Review and Adoption of Wayfinding Master Plan.
- Preparation of Construction Documents for Wayfinding Components
- Receive fabrication and installation proposals and bids by the City

Based on assessing community needs and priorities, the following are phasing recommendations for implementation of wayfinding components. These phases can be correlated with the projected cost budgets.

Phase 1A: Parking Signage

Phase 1B: Vehicular Directional Signage

Phase 1C: Pedestrian Directional Signage

Phase 1D: Pedestrian Directories

Phase 1E: Street Name Signs

In conjunction with the above phases, existing signage as identified on the Existing Signage Inventory will be removed.

The system and family of signs that is proposed in this Wayfinding Master Plan is designed to evolve and grow as the City extends the system beyond the immediate downtown area. The goal is to create a City-wide wayfinding system that is uniform and lasting.

Likewise, as wayfinding is extended into other areas of the community, existing and redundant local and State signs can be removed. This “evolution” should also apply to all multi-modal routes including trails, bikeways and community destinations.

Future phases







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