

Signage Guidelines

Effective communication with the public requires a clear, concise delivery of an understandable message through a certain medium.

One of the best mediums for conveying messages is through signage. A comprehensive sign program should foster understanding of a place by implementation of a thorough and complete system of navigation and orientation, outline behavioral expectations and safety guidelines, incorporate learning opportunities, and offer a positive image and identity to serve both visitors and all entities involved in the management of the area.

The El Rio Signage Guidelines have been developed to form a cohesive system that unifies the project area as it promotes the assets of this unique corridor while creating an appealing and intuitive delivery of information. These guidelines serve as a technical resource for key stakeholders (Cities of Avondale, Buckeye, Goodyear and Maricopa County) and their respective planning divisions as they develop strategies for design and implementation of signage within the El Rio project area.

One of the primary goals of these guidelines is the reinforcement of the El Rio identity along with the outline of parameters for signage uniformity and consistency throughout the project area. The document provides guidance for identity implementation, elements for wayfinding and orientation, general sign messaging possibilities, and sign placement parameters. It should be referred to when implementing signage within the project area for internal road and pathways and when replacing or retrofitting signs along existing transportation corridors that link with the Gila River and the project area.





6.1 -Introduction

The following pages outline conceptual directions for a signage package addressing the principal sign types of:

1. Orientation and navigation
2. Information/regulation
3. Identity
4. Education

The concepts have, in part, incorporated pertinent aspects of the MAG Valley Path Brand & Wayfinding Signage Guidelines (Valley Path), so that there is a compatibility between the two, and to ensure that the El Rio identity remains primary and Valley Path a sub-set within.

When implementing signs that are contained in the MAG Valley Path Brand & Wayfinding Signage Guidelines, all specifications within that document should be followed, modifying them only as outlined.

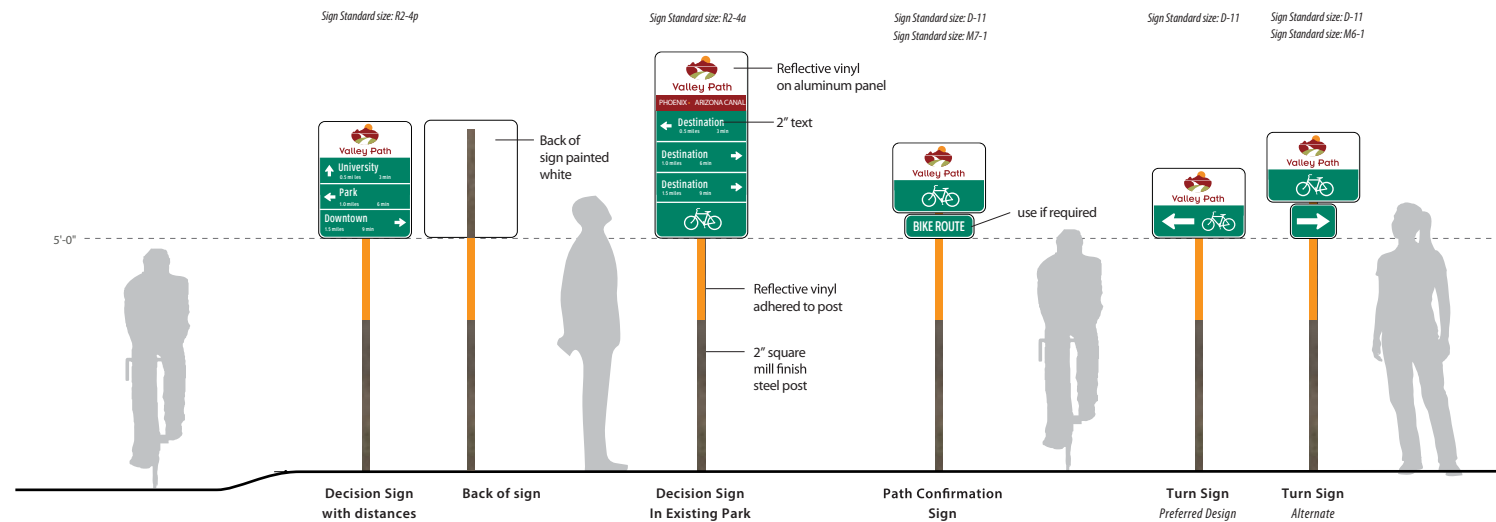
There are 2 concepts for directional, identity and education elements. Concept selection is at the discretion of the municipality in which the implementation will occur.

Since signage ordinances for the included municipalities vary greatly in their allowances and are not wholly reconcilable, it is recommended that where those ordinances govern this work, each municipality create an El Rio overlay or similar mechanism so that these concepts can be consistently applied over the entire project area.





El Rio logo



Valley Path Brand & Wayfinding Signage Guidelines as per MAG



Existing Identity Element
@ Cotton Lane Bridge



Existing Educational Installation
@ Bullard and Vineyard

6.2 -Design Criteria

Guiding factors in the development of the signage concepts have been:

1. EL RIO logo
2. Utilizing Valley Path standards (with modifications) for navigation and orientation elements
3. Developing distinct El Rio identity and education elements that are compatible with, and complimentary to, Valley Path standards
4. Utilizing materials and processes compatible with public, exterior uses
5. Using existing elements in developing material and color palette
6. Incorporating, where possible, the intangible of "transparency" as a connection to the open space and view standards outlined in Section 4 Open Spaces, Paths, Trails and Edge Treatments
7. Any necessary modifications in the following concepts should take into account these factors.

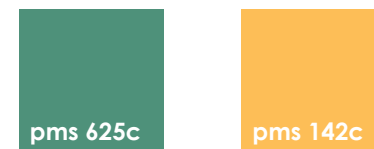
Note:
The illustration of identities/logos in the following pages is a conceptual representation for general size and location, only. Each jurisdiction should refine application as per their graphic standards as they are at the time of implementation.

Signage Guidelines

6.3 - Color and Material Palette



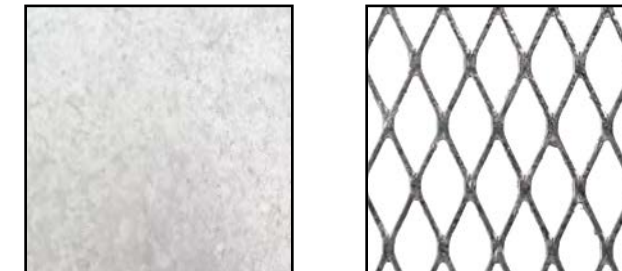
Foundation



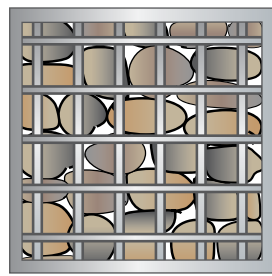
Accent



Galvanized Sheet, Stock, Shapes and Expanded Steel



very durable, repairable finish
readily available
provides great contrast to logo/color palette

Integral Graphic Panel (CHPL, Direct Embed or equal)	Standard and Custom-size Aluminum Panels with Reflective Vinyl Overlay and UV Graffiti Vinyl Overlamine	Board-formed Concrete	Rebar Framework with River Rock Fill	Exposed Aggretage
				
very durable readily available	very durable readily available ties to established elements	very durable rustic, natural appearance	very durable ties to established elements	very durable ties to established elements lower cost than river rock veneer

The foundation materials outlined on this page have been chosen for their durability in an exterior, public environment as well as their reasonable cost and availability.

Vandalism or graffiti on graphic panels and galvanized/concrete materials can be removed or mitigated by appropriate mechanical or chemical means.

The addition of an anti-graffiti coating can also be employed in particularly vulnerable areas and to painted surfaces (most typically intended for application of project and municipality logos).

6.4 - Navigation Elements

The following descriptions have been taken from Valley Path and modified as appropriate.

Decision Sign

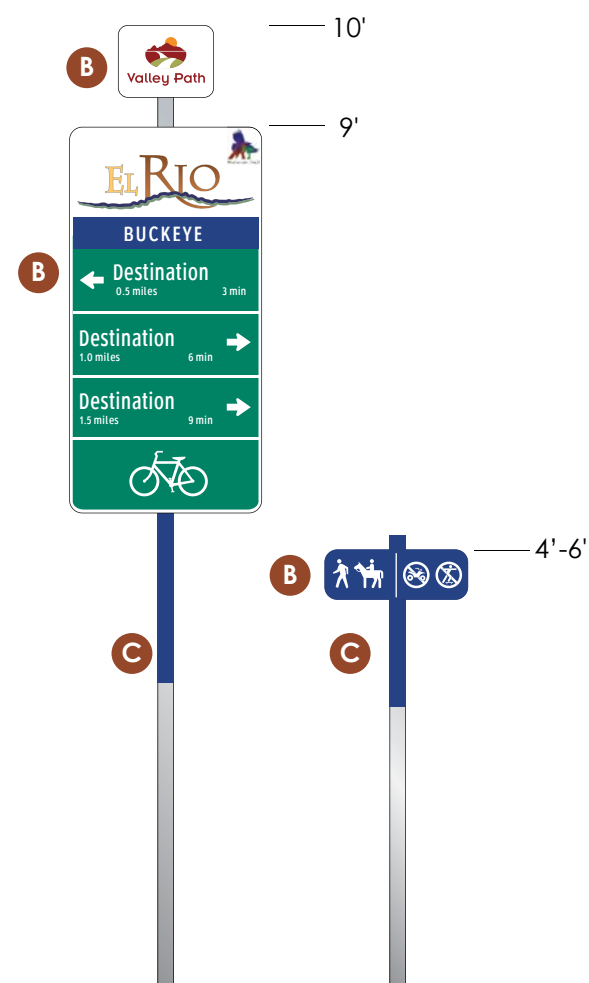
This is a decision sign in an established park or trail area and should be located at decision points.

This is a MUTCD-compliant sign type, using MUTCD approved typefaces, arrows and icons.

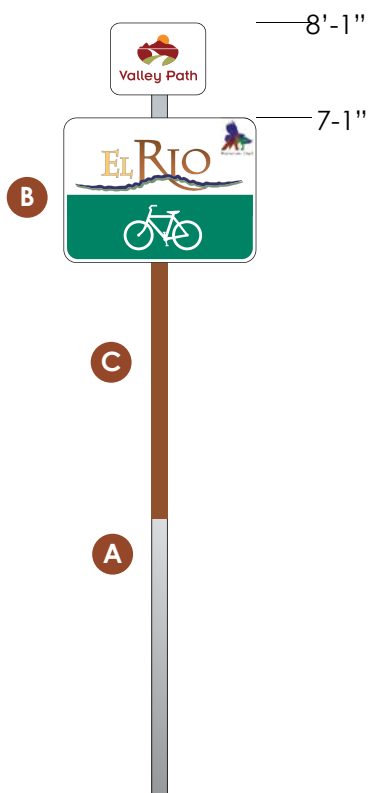
Bicycle Path Confirmation

This is a path confirmation sign and should be located at points along the bicycle path to assure cyclists they are on the correct route. This is a MUTCD-compliant sign type, using MUTCD approved type-faces, arrows and icons.

These sign types have been developed specifically for bicyclists. Since all of the trails within El Rio will be shared use, it makes sense to utilize this sign type for all modes of travel along trails.



Valley Path standard
Decision Sign
modified for El Rio



Valley Path standard
Bicycle Path Confirmation Sign
modified for El Rio

scale 1/2" = 1'-0"

modifier to denote
shared-use path

Signage Guidelines





Navigation and Regulatory Elements

The following mile marker description has been taken from Valley Path guidelines, modified as appropriate.

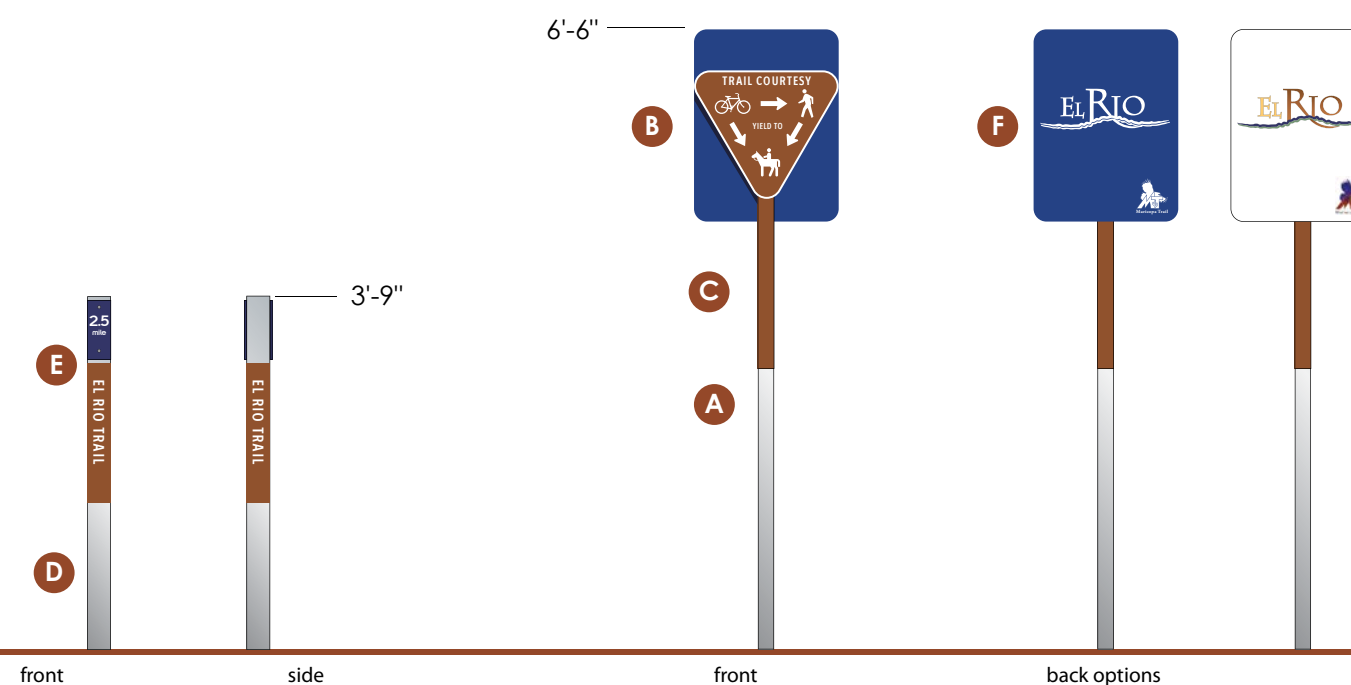
Mile Marker

This is an informational sign for all path users and may be located at 1/4-mile increments along each trail.

Regulatory

These signs supply the framework for information regulating behavior expectations. They can be standards (stop, yield, merge, etc.) as well as any specific directives particular to El Rio - i.e. "please stay on path". Material specifications in conformance to Valley Path.

- A** 2" square unfinished aluminum tubing (if installed in river bottom, flexible post such as "carsonite" to be used to mitigate flood damage.)
- B** standard aluminum panel with reflective vinyls and graphics - mechanically attached to aluminum tubing. back of panel is painted white.
- C** 2" wide applied reflective vinyl strip
- D** 3" square galvanized steel tube
- E** painted aluminum panels with reflective white vinyl text mechanically attached to steel tube.
- F** standard aluminum backer panel with reflective vinyl and graphics.



Valley Path standard
modified for El Rio

Regulatory signs based
on Valley Path standards

Standard kiosk specifications have been taken from Valley Path guidelines, with some modifications.

- A** mill finish architectural angle mechanically attached to i-beam.
- B** 1/4" thick integral graphic panels- both sides or one side only, mechanically attached to expanded metal or together through screen.
- C** graphic panels mechanically attached to side of i-beam/tubing
- D** 3x6 galvanized steel post
- E** galvanized expanded metal panel, mechanically attached to architectural angles or channel, top and bottom edges capped.
- F** 2" square galvanized steel tubing post
- G** galvanized steel panel, mechanically attached to posts
- H** painted and/or applied vinyl aluminum panels, mechanically attached to expanded metal.
- J** applied reflective vinyl/arrows

Navigation and Orientation Elements

Trail Kiosk

This is a double-sided informational sign for all trail/path users, located at entry/access points.

It can contain items such as trail maps, rules and regulations, points of interest, etc.

Directional

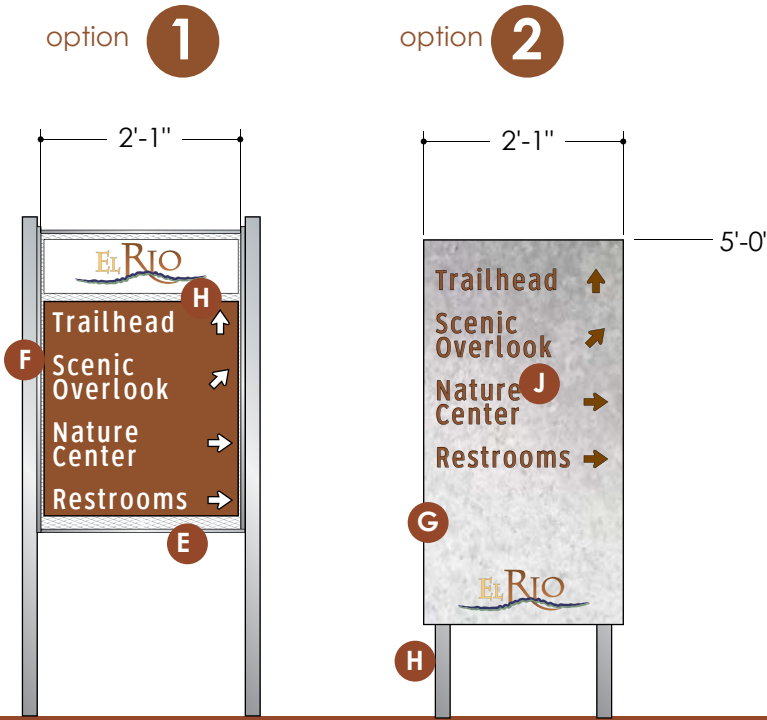
These signs provide direction for those areas outside of designated pathways/trails, but within the project area. They are intended for both pedestrians and vehicular traffic. Vehicular applications are for parking areas and access roads of low mph and not for public roadways.

They can be single or double-sided.

Signage Guidelines



Valley Path standard trail kiosk modified for El Rio



Vehicular/Pedestrian Amenity directional within project boundaries



6.5 - Identity Concept A

Primary Project Identity

These are intended for installation at major vehicular access points to project or along significant edges.

The addition of a destination marker provides an identity for both the project and major amenities within.

Vertical and horizontal configuration options accommodate varying visual requirements and space available conditions.

Secondary Project Identity

These are intended for installation at secondary vehicular and/or pedestrian access points. The destination marker panel is integral to concept, but can be either activated or left blank.



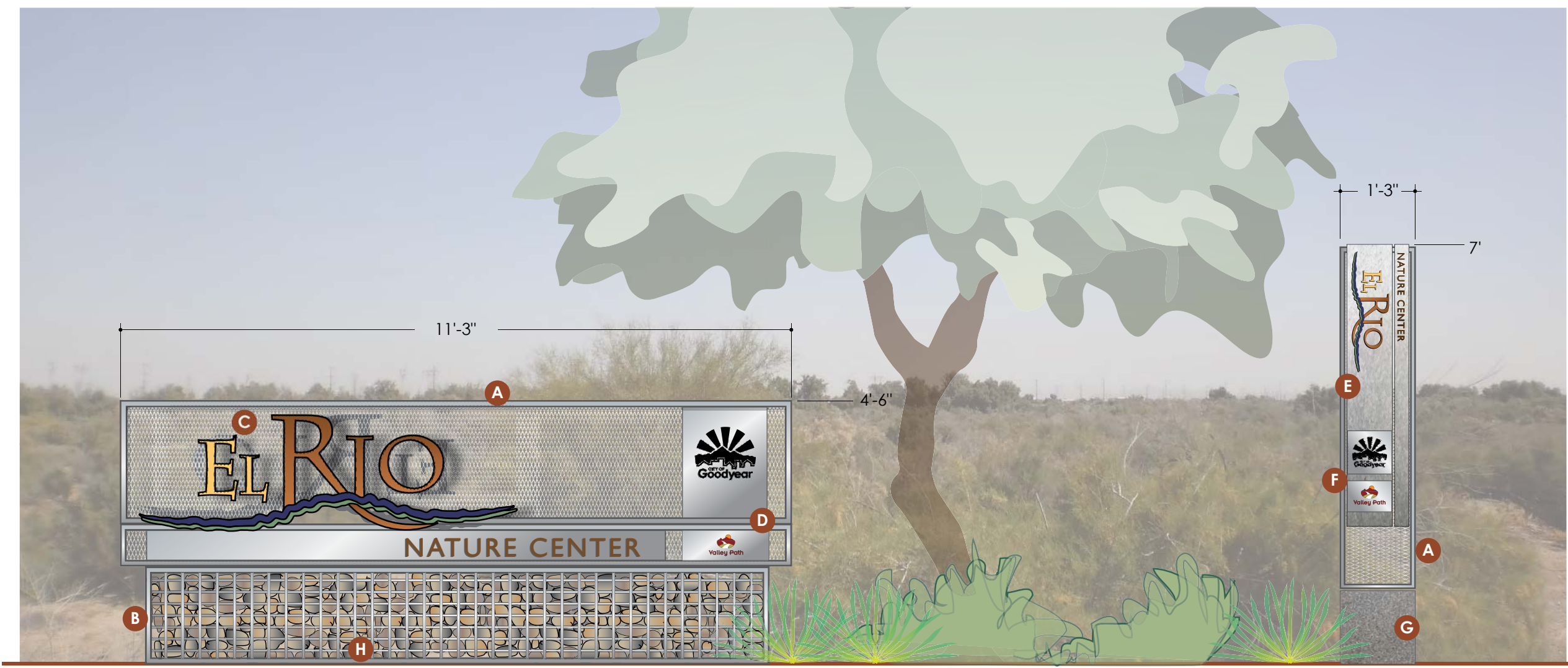
approximate scale - 1/2" = 1'-0"

Primary Project Identity
vertical configuration

Primary Project Identity
with destination marker

Signage Guidelines

- A galvanized framework with expanded metal inset.
- B rebar/angle framework base with river rock fill.
- C painted FCO letters/logo mechanically attached to expanded metal inset.
- D municipal and "Valley Path" logo panels mechanically attached to expanded metal inset
- E galvanized metal panels, breakformed over top of framework.
- F municipal and "Valley Path" logo panels mechanically attached to galvanized panel.
- G exposed aggregate concrete base
- H external lighting washes front and back faces



approximate scale - 1/2" = 1'-0"

Primary Project Identity
horizontal configuration
with destination marker

Secondary Project Identity





alternate with translucent fiberglass "river" panel

Identity Concept B

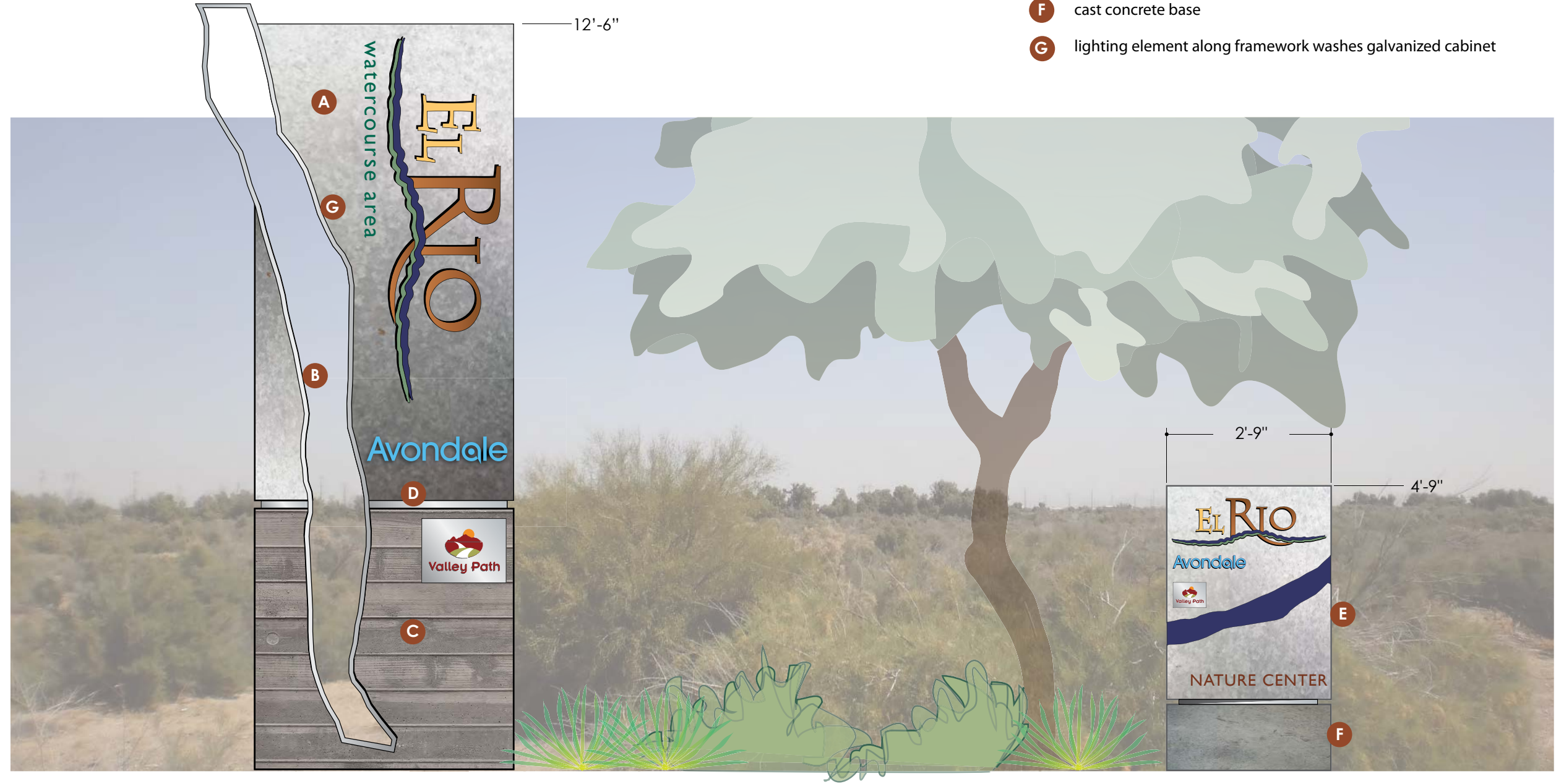
see descriptions on sheet 6.8
section 6.5 - Identity Concept A



Primary Project Identity
horizontal configuration

Signage Guidelines

- A** galvanized cabinet with dimensional "EL RIO" FCO identity overlay secured to face
- B** open "river" galvanized structural steel framework
- C** board-formed concrete base
- D** FCO municipal logo and "Valley Path" logo panel secured to concrete face
- E** galvanized sign cabinet face - logo and "river" are cut out and backed with color panels.
- F** cast concrete base
- G** lighting element along framework washes galvanized cabinet



approximate scale - 1/2" = 1'-0"
Primary Project Identity
 vertical configuration

Secondary Project Identity



6.6 - Educational Concept A

All elements are intended as single units that can be set alone or in a grouping, configured in various geometries. This approach allows for application to a wide range of conditions.

Primary Element

The framework/expanded metal configuration allows for application of multiple and varied size interpretive panels. The unit can be 4 sided (all equal dims.) or 2 sided (narrow side dim.) and is intended to be installed at major points of interest where there is sufficient space for gathering.

Secondary Element

Utilizing the same framework as the primary element, this element is intended to be installed at secondary points of interest where gathering space is limited or where the displayed information is minimal.

Panoramic Element

Utilizing the same framework as the primary element, this element is intended to be installed at overlook points - either as a stand alone unit or attached to site railings.

Botanical Marker

This element is used to identify pertinent plant material or other individual, dispersed elements of interest and applies to both Educational Concepts.

- A** galvanized framework with expanded metal inset
- B** rebar/angle framework base with river rock fill
- C** integral graphic interpretive panels attached to expanded metal/framework
- D** galvanized post
- E** panoramic graphic panels set at an angle for best visibility
- F** overhead shade element - galvanized framework with translucent fiberglass panel inset
- G** space allocation for incorporation of link/information access - either URL, QR code, brochure holder or similar
- H** galvanized post fabricated at an angle with mechanically attached, etched stainless steel text panel



- A** galvanized framework with woven metal strap inset. straps have mounting holes on 2" centers
- B** board-formed concrete base
- C** integral graphic interpretive panels attached to metal straps
- D** galvanized post
- E** panoramic panels set at an angle for best visibility
- F** overhead shade element with translucent fiberglass panel inset, solar panels for overhead lighting
- G** water capture trough/ runnel to adjacent plant material
- H** space allocation for incorporation of link/information access - either URL, QR code, brochure holder or similar

Educational Concept B

Primary Element

The framework/woven strap configuration allows for the application of multiple and varied size interpretive panels. The unit is double sided and is intended to be installed at major points of interest where there is sufficient space for gathering.

Secondary Element

Utilizing the same framework as the primary element, this element is intended to be installed at secondary points of interest where gathering space is limited or where the displayed information is minimal.

Panoramic Element

Utilizing the same framework as the primary element, this element is intended to be installed at overlook points - either as a stand alone unit or attached to site railings.



approximate scale 1/2" = 1'-0" front elevation

side elevation

can be rail mounted as shown in Concept A

Primary Educational Element

Secondary Educational Element

Panoramic Educational Element

Signage Guidelines



minimum 5' from edge
of expected mature
tree canopy



adjacent shrub or
groundcovers to
have a mature
height no greater
than base

vertical identity elements

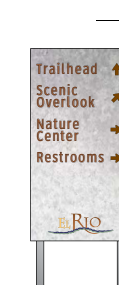


at the time of
installation, adjacent plant
material canopy to clear
the top of horizontal
elements by at least 2'

2' min.

horizontal identity elements

plant material or other
obstructions to be kept clear
of sightlines from path or
roadway to sign for a
distance appropriate to
useful viewing



2' from edge
of road or
pathway

limit planting in front of horizontal
elements to low groundcover



provide a minimum
5' of clear space in
front of activated
faces for
comfortable
viewing

minimum 4'
from edge of path of travel
and clear of access obstructions

trail kiosk/
educational elements

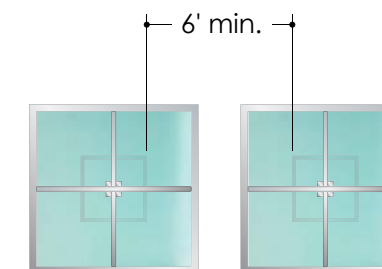


align edges

2'-0"
from edge
of pathway

pathway direction/information/regulatory elements

plant material or other
obstructions to be kept
clear of sightlines from
pathway to sign faces for a
distance appropriate to
useful viewing



plan view

provide a minimum 6'
clearance between
grouped elements or
adjacent obstructions
for comfortable
circulation and viewing

education elements