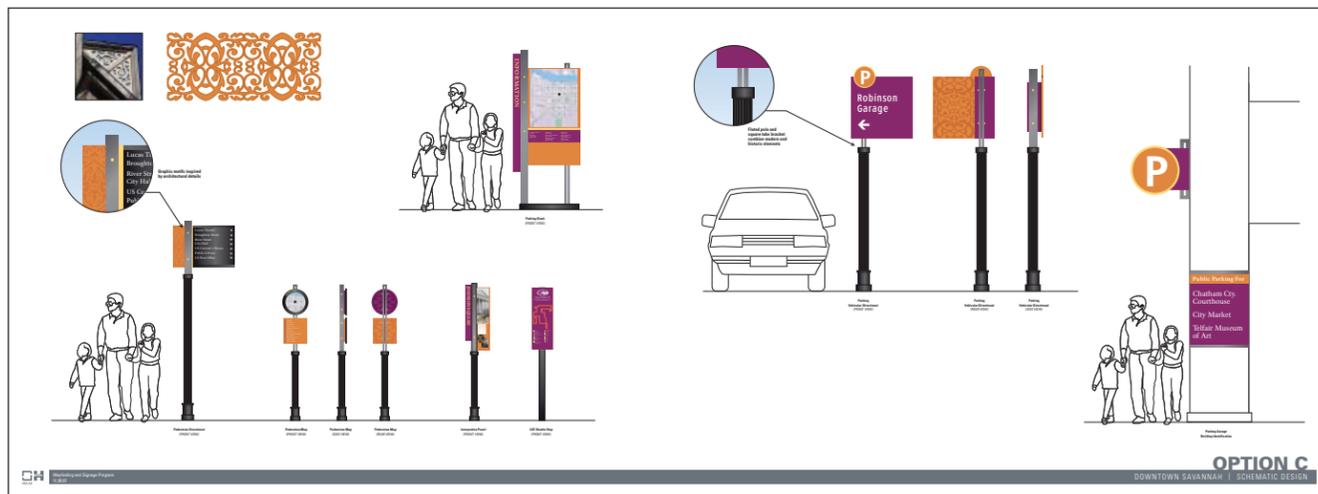
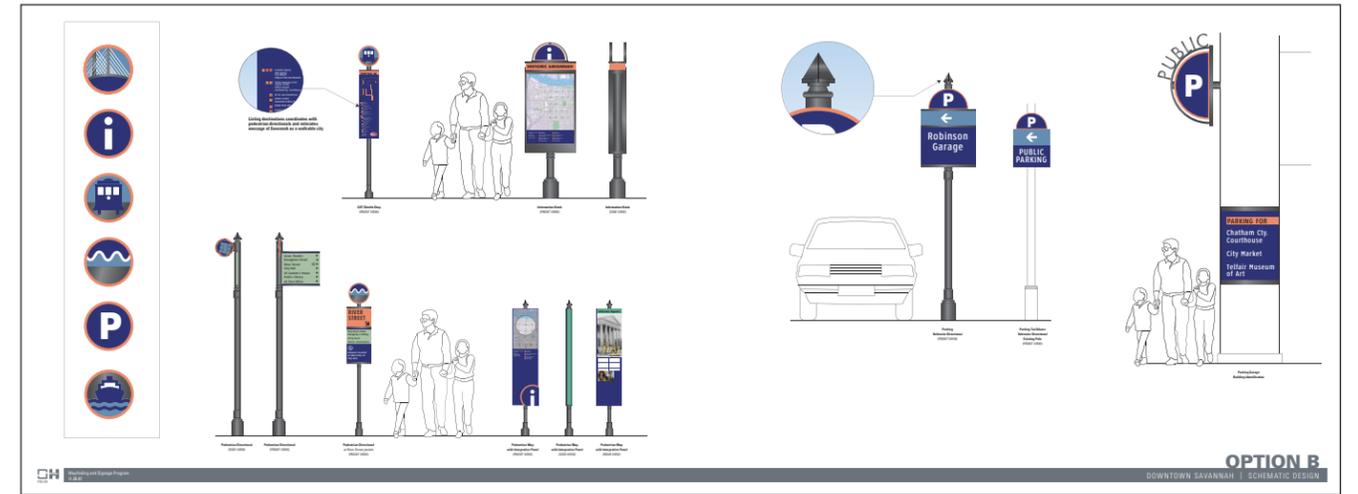


Historic Savannah Wayfinding Program

DESIGN DEVELOPMENT
February 4, 2009

RMJM Hillier
One South Penn Square
The Widener Building, Suite 1500
Philadelphia, PA 19107
Tel 215-636-9999
Fax 215-636-9989
www.rmjmhillier.com





VISUAL CLUTTER

The issue of visual clutter is something with which all cities must struggle. Signs, benches, parking meters, bollards and other street furniture all present image, safety and access issues.

Solving a citywide problem of “visual clutter” is a much larger issue than just signage and is beyond the scope of work this project currently covers or is charged with correcting, but we recognize it is a criteria that must seriously be considered as we move through the planning and design process.

How the new wayfinding program cleans up clutter:

One of the primary results of a coordinated sign program is that it naturally reduces clutter, by presenting a consistent design and organized information.

The new sign program will reduce the need for multiple signs at congested decision points. 1 sign holds three messages, rather than 3 signs arbitrarily mounted to a pole.

Consistent design: Standard colors, graphics, typefaces and size help to present a well-planned community and a uniform identity for the city.

Sign placement is planned as part of a comprehensive system, taking into consideration both the environment and street furniture. Placement is also logical and based on coordinated citywide sign system

The design team will seek to mount pedestrian and parking trailblazer sign types to existing poles whenever possible. This will reduce the quantity of poles added to current street conditions as well as reduce street obstacles for cyclist and pedestrians.

The design team has developed a graphic standard for all parking signs. This will reduce the visual clutter by providing a singular graphic for all parking lots and trailblazers.

Additional Recommendations:

Purge and Repair: All unnecessary, damaged or inappropriate regulatory sign and street furniture should be inventoried and removed or replaced.

If not already established a “Design Standard Manual” should be set (and utilized) for all street furniture. This would provide a variety of coordinated options throughout the city based on individual district aesthetics and environments. Elements may include: lamp posts, benches, trash cans, tree grates, etc.

PEDESTRIAN SIGN MESSAGES

COMM. / PUBLIC SERV.

County Courthouse
 City Hall
 Civic Center
 County Gov't Complex
 Metro. Planning Comm.
 U.S. Courthouse
 U.S. Custom House
 U.S. Post Office

PARKS / RECREATIONAL

Children's Museum
 Forsyth Park
 Yamacraw Park
 Ellis Square

TRANSPORTATION / PARKING

Ferry to Conv. Center
 Whitaker St. Garage
 State St. Garage
 Liberty St. Garage
 Bryan St. Garage
 Robinson Garage

VISITOR SERVICES

- i** Visitor Center *
- i** Ellis Square
- i** River Street
- i** Forsyth Park
- i** Bay Street

* MLK Location

CULTURAL / INSTITUTIONAL

Andrew Low House
 Beach Institute
 City Market
 The Cathedral
 Children's Museum
 Christ Church
 Cong. Mickve Israel
 Davenport House
 First African Baptist Ch.
 First Baptist Church
 First Bryan Baptist Ch.
 Flannery O'Connor Home
 Girl Scout First HQ
 Green Meldrim House
 GA Historical Society
 Independent Presby. Ch.
 Jepson Center

HISTORICAL / ARCHITECTURAL

Lucas Theatre
 Trustees Theatre
 Colonial Park Cemetery
 GA Railroad Museum
 Historic Railroad Shops
 Battlefield Park

Juliette Low Birthplace
 King-Tisdell Cottage
 Ascension Lutheran Ch.
 Massie Heritage Center
 Owens-Thomas House
 RMG Civil Rights Museum
 River Street
 SCAD Welcome Center
 Savannah Hist. Museum
 Savannah Theatre
 Ships of the Sea Museum
 St. John's Episcopal
 Second African Baptist
 Telfair Museum of Art
 Trinity U. M. Church
 Wesley Monumental UMC
 W. W. Law Foundation
 Savannah River Landing

Additional Destinations On Maps Only

Emmet Park	Madison Square
Morrell Park	Monterey Square
Rousakis Riverfront Plaza	Oglethorpe Square
Calhoun Square	Orleans Square
Chatham Square	Pulaski Square
Chippewa Square	Reynolds Square
Columbia Square	Telfair Square
Crawford Square	Troup Square
Franklin Square	Warren Square
Greene Square	Washington Square
Johnson Square	Whitefield Square
Lafayette Square	Wright Square

VEHICULAR SIGN MESSAGES

COMMUNITY / PUBLIC SERVICES

County Court
County Gov't
Complex
City Hall
Civic Center
Convention
Center
U.S. Courthouse
Visitor Center*

* MLK Location

CULTURAL / INSTITUTIONAL

City Market
Jepson Center
Juliette Low
Birthplace
River Street
Savannah
Hist. Museum
SCAD Welcome
Center
Savannah
River Landing

TRANSPORTATION

Talmadge
Mem. Bridge
Airport

PARKING

Bryan St.
Garage
Liberty St.
Garage
Robinson
Garage
State St.
Garage
Whitaker St.
Garage

PRIMARY TYPEFACE

Clearview Highway

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 “!@#\$%^

Amongst the several mechanical Arts that have engaged my attention, there is no one which I have pursued with so much steadiness and pleasure, as that of Letter Founding.

This sans serif typeface is used for all directional signs.

SECONDARY TYPEFACE

COPPERPLATE GOTHIC BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 “!@#\$%^

AMONGST THE SEVERAL MECHANICAL ARTS THAT HAVE ENGAGED MY ATTENTION, THERE IS NO ONE WHICH I HAVE PURSUED WITH SO MUCH STEADINESS AND PLEASURE, AS THAT OF LETTER FOUNDING.

This serif typeface is limited to identification and gateway signs.

COLOR PALETTE



Benjamin Moore
2035-10
Seaweed

Benjamin Moore
2029-10
Basil Green

Benjamin Moore
2074-20
Summer Plum

Benjamin Moore
2159-30
Apple Crisp

“Savannah Green”

TERTIARY TYPEFACE

Savannah

This script typeface is used for gateway signs only.



Airport



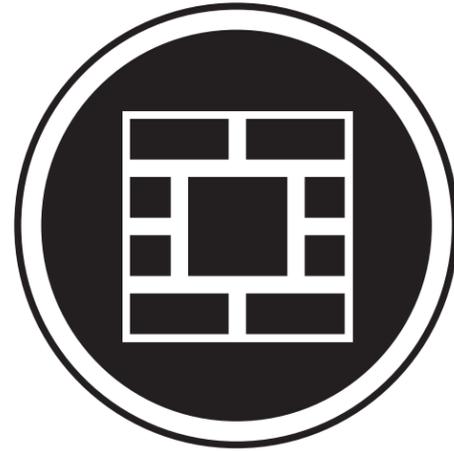
Ferry



Bridge



Express Shuttle
and Streetcar



**NATIONAL HISTORIC
LANDMARK DISTRICT**



Parking



Visitor Info



Restrooms



Elevator

REFERENCE: INTERNATIONAL SYMBOLS



Parking



Visitor Info



Courtesy Shuttle



Bus



Airport



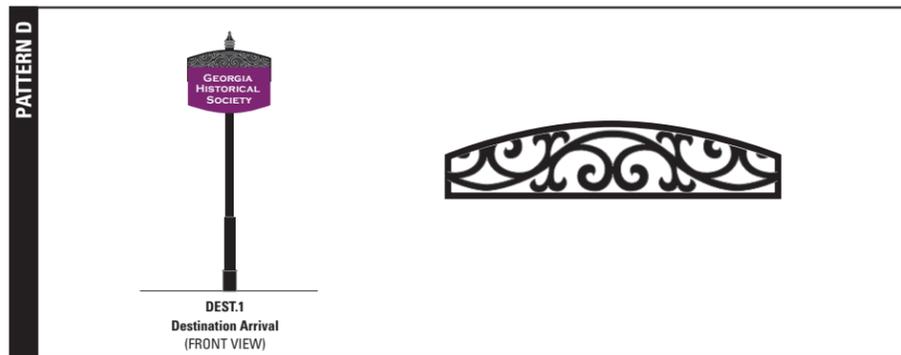
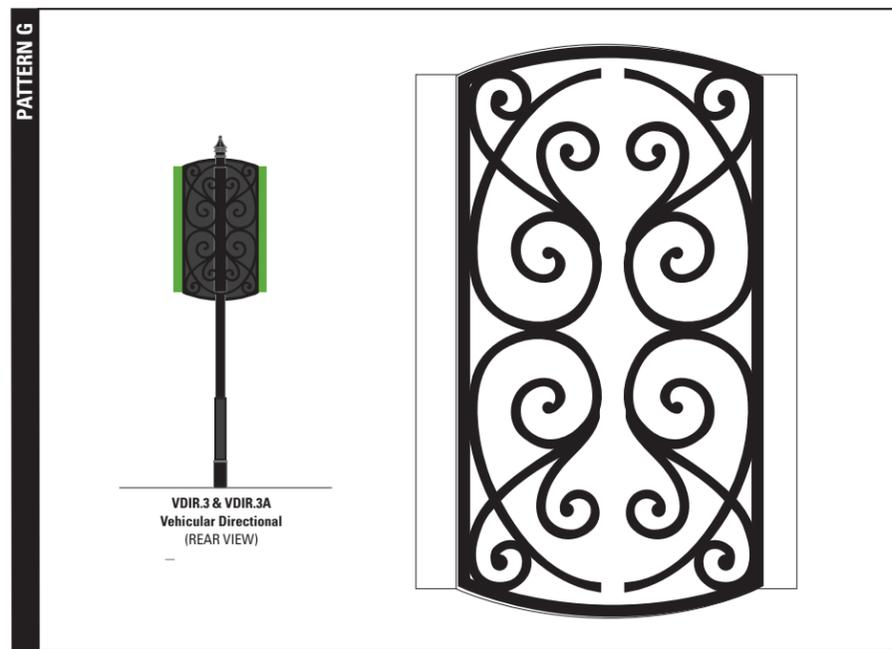
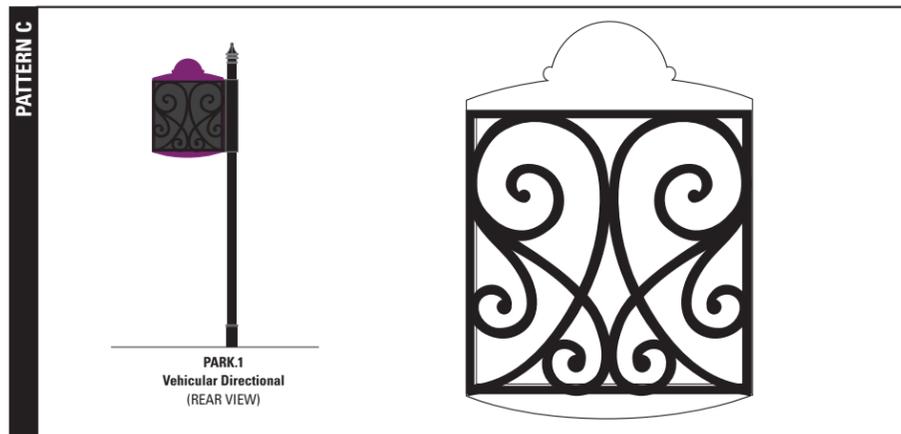
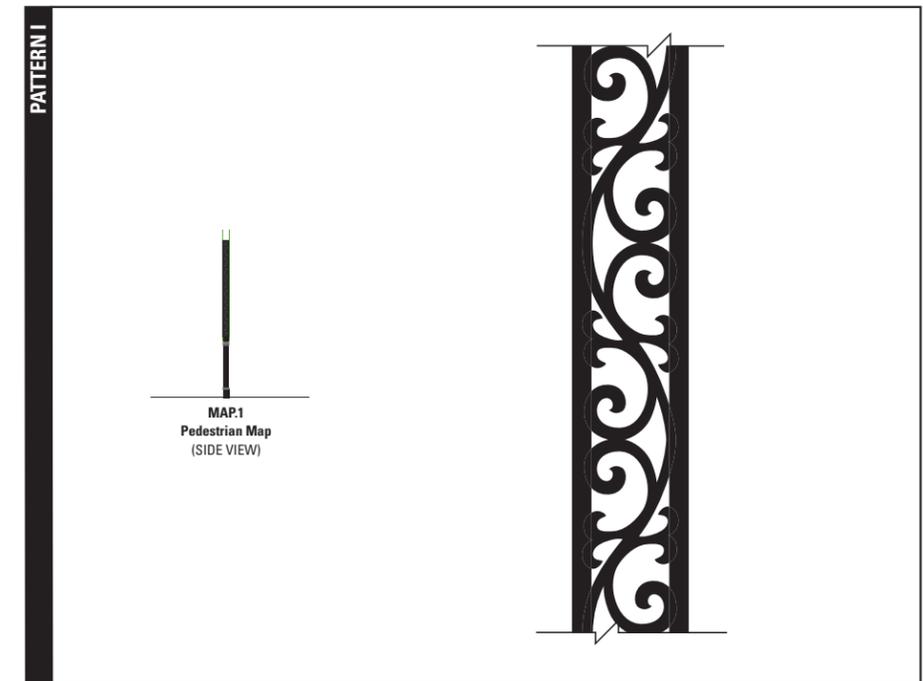
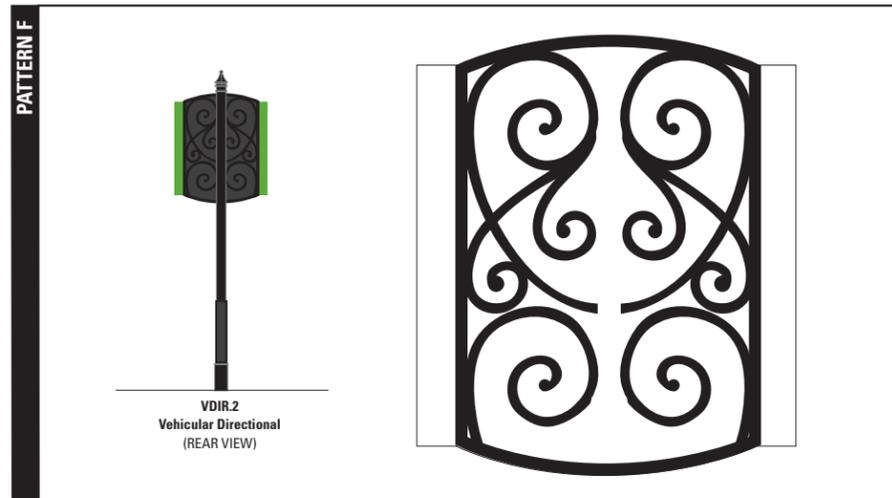
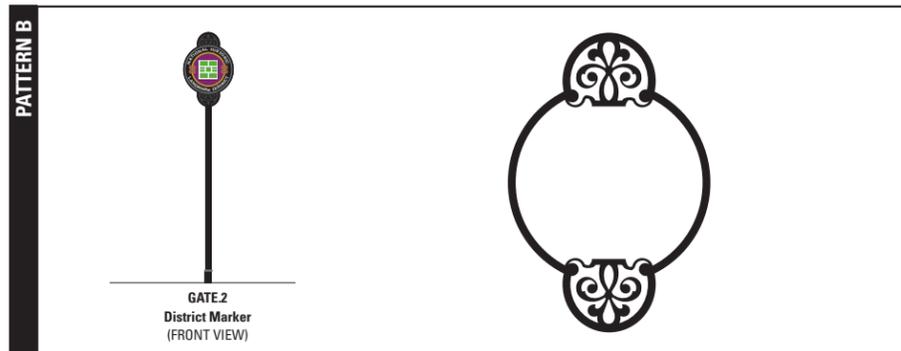
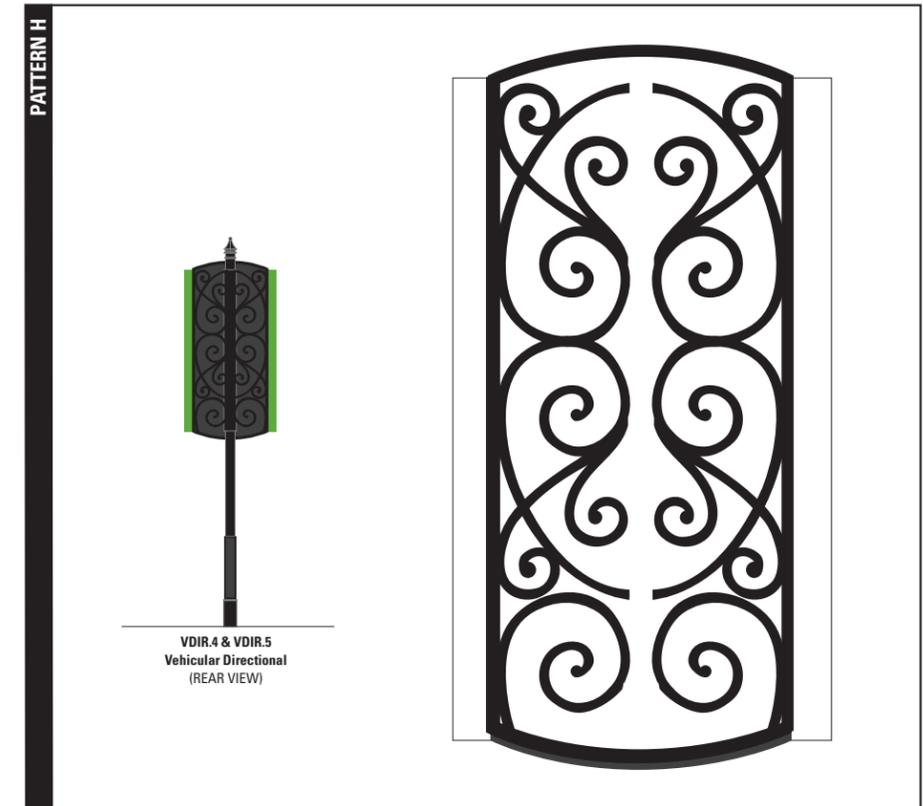
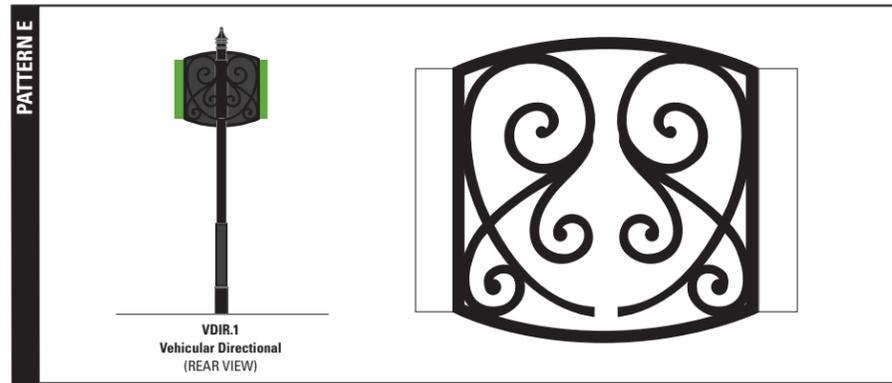
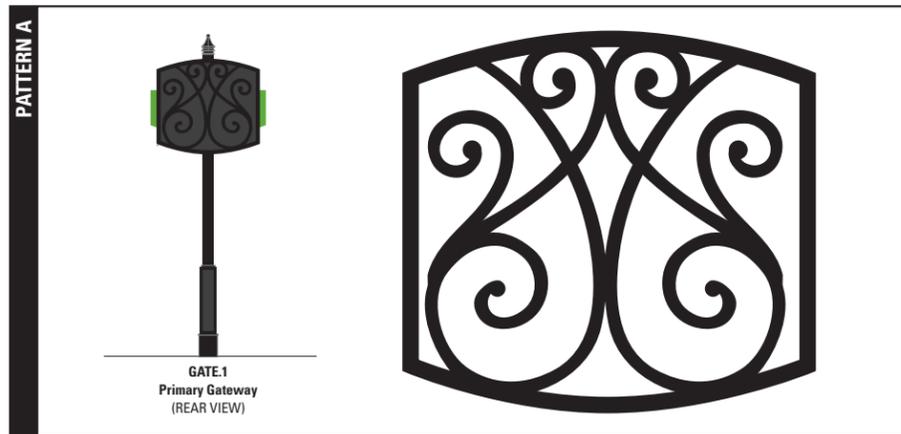
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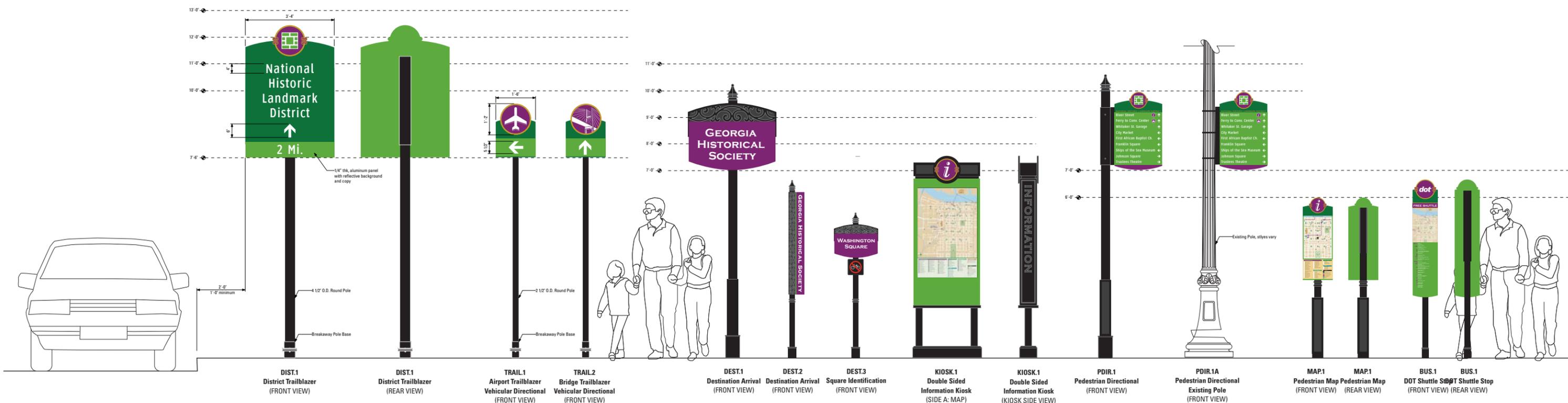
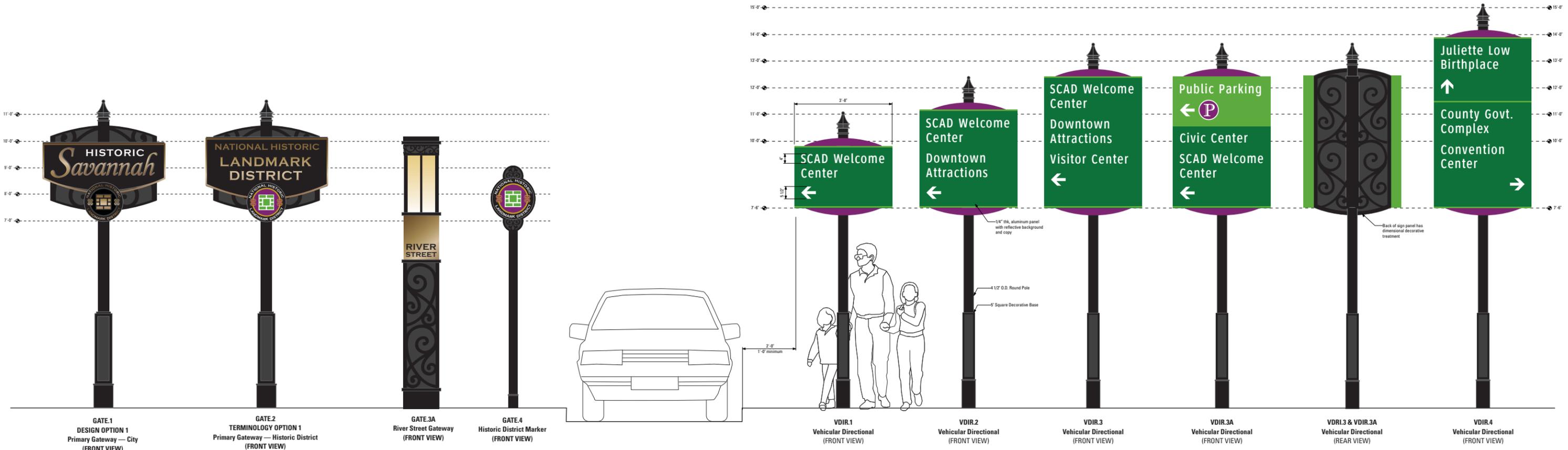


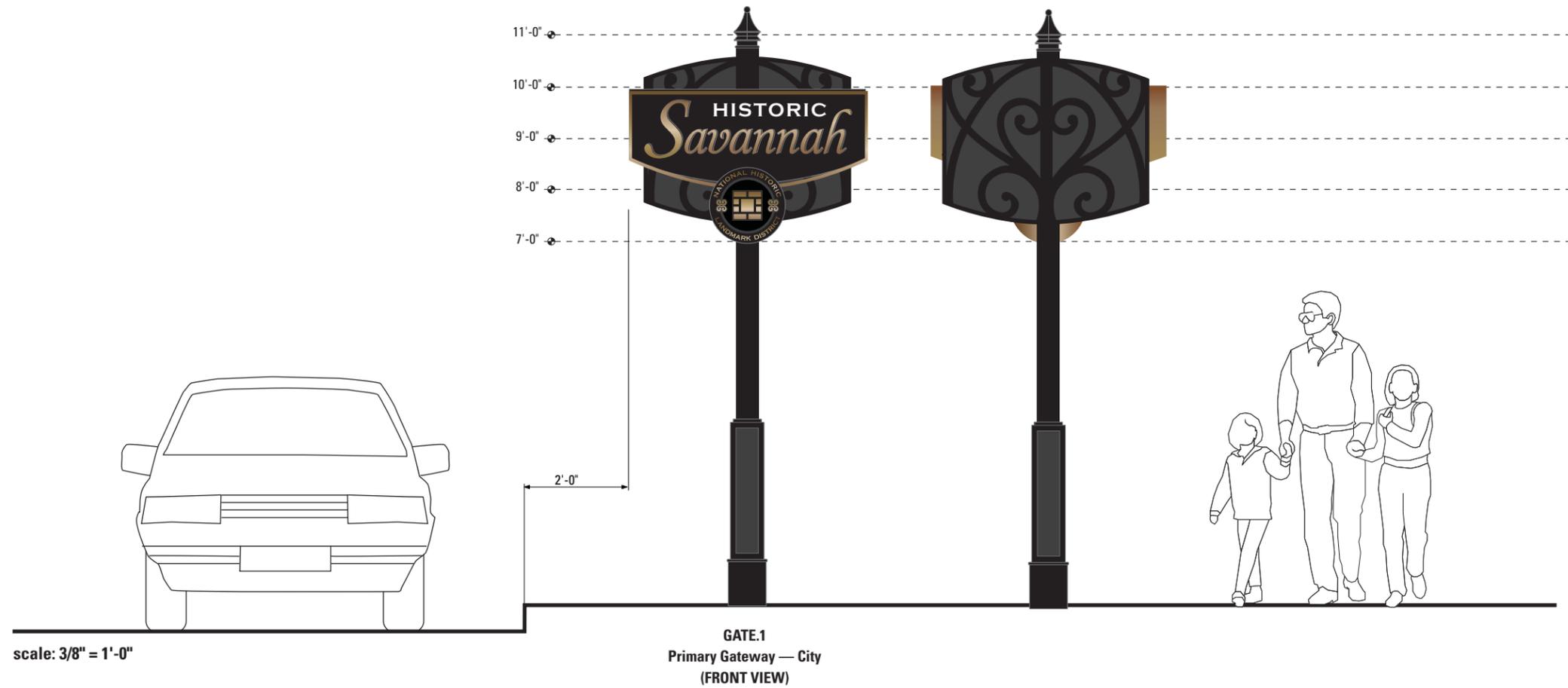
Restrooms



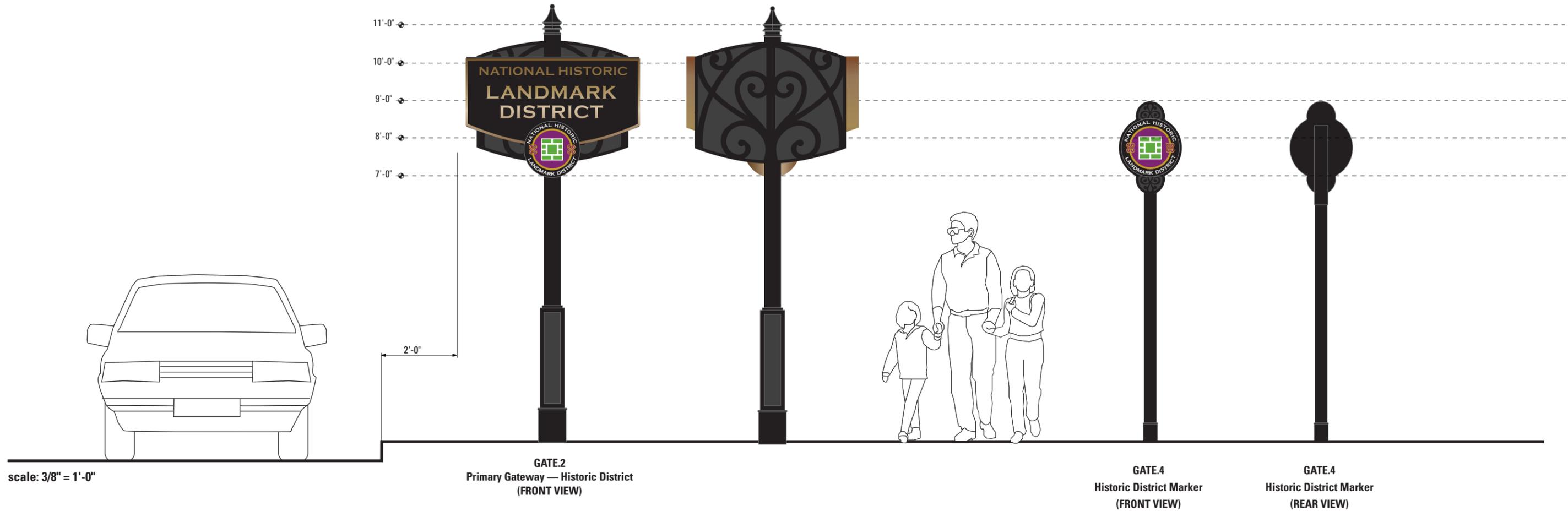
Elevators







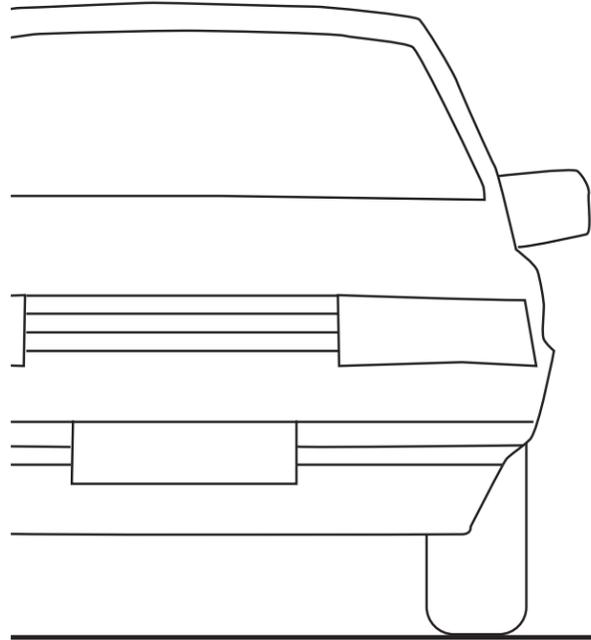
GRAPHIC LAYOUT DETAIL



GRAPHIC LAYOUT DETAIL



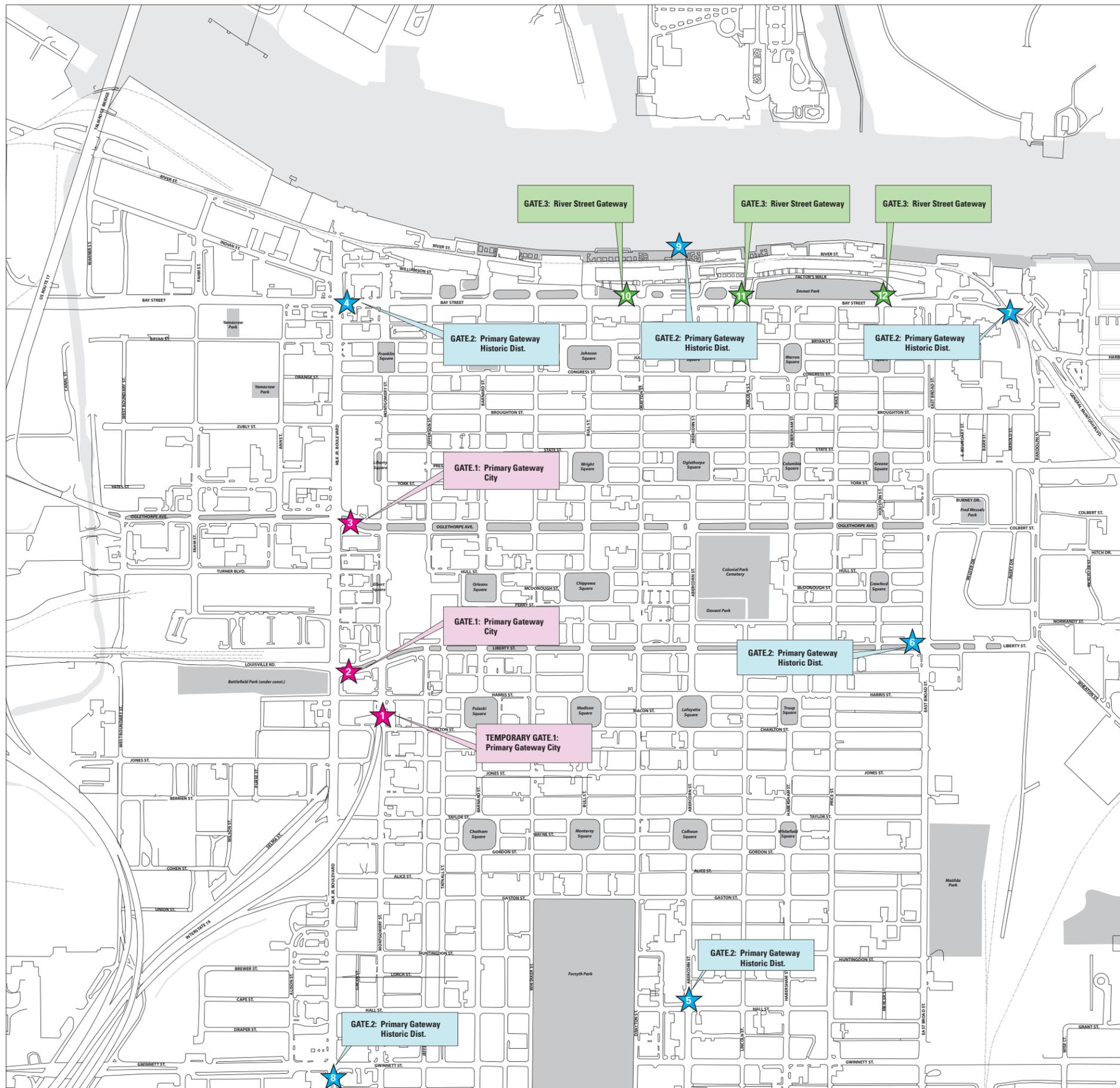
GATE.1A
Primary Gateway — Hutchinson
(TOP VIEW)



scale: 3/4 " = 1'-0"



GATE.1A
Primary Gateway — Hutchinson
(FRONT VIEW)



City Level



★ GATE 1: Primary Gateway City

District Level



★ GATE 2: Primary Gateway Historic Dist.



★ GATE 3: River Street Gateway



LOCATIONS TO BE DETERMINED
★ GATE 4: Boundary Marker Historic Dist.



1 LIBERTY STREET & MONTGOMERY STREET



2 MLK AT LOUISVILLE ROAD



3 OGLETHORPE STREET FROM TALMADGE BRIDGE



4 BAY STREET FROM RT 21



5 ABERCORN STREET AT GWINNETT STREET



6 LIBERTY STREET & E. BROAD STREET



7 BAY STREET & E. BROAD STREET



8 MLK BLVD. AT GWINNETT STREET



9 FERRY LANDING AT RIVER STREET



10 BAY STREET AT DRAYTON STREET

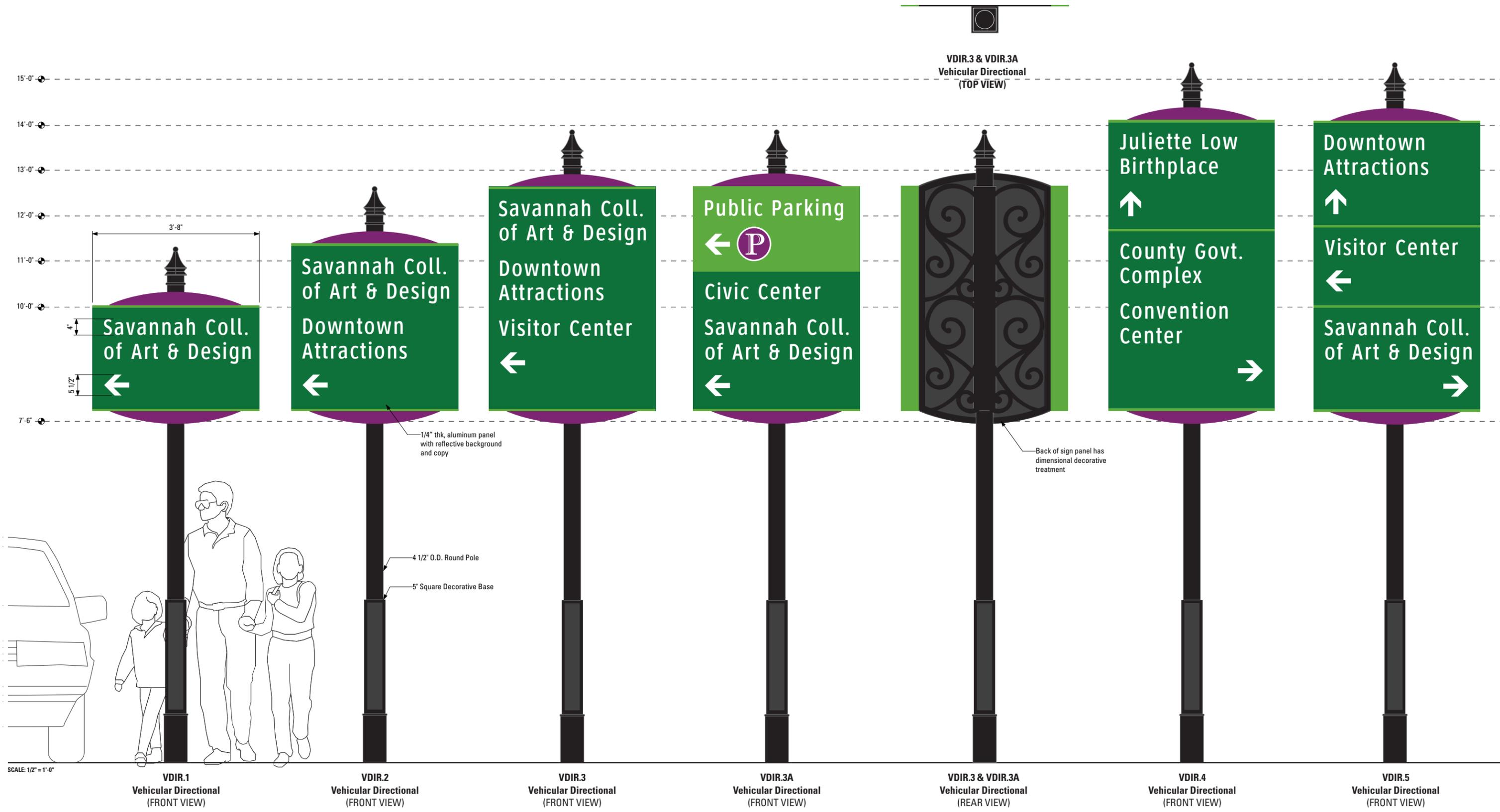


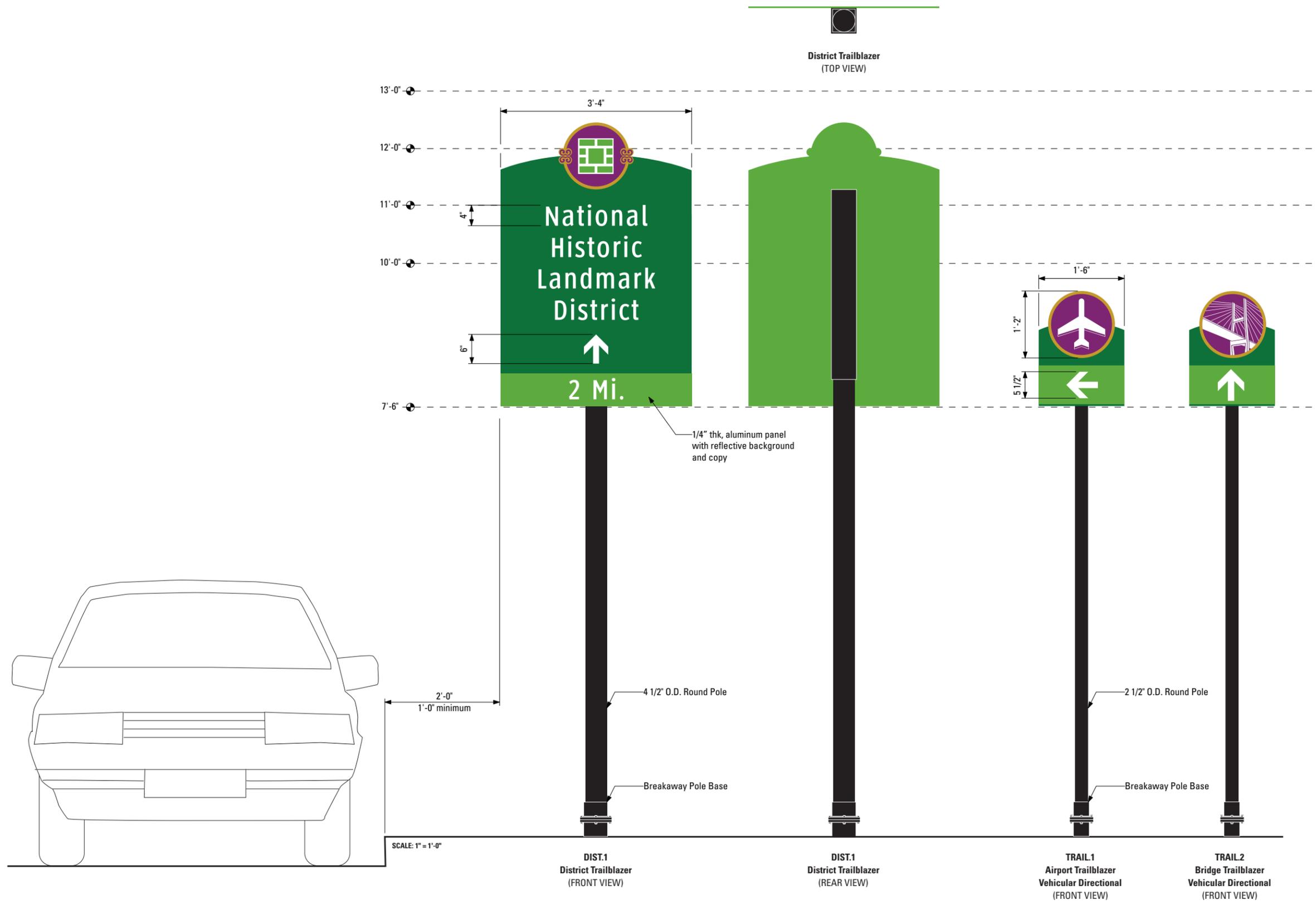
11 BAY STREET AT LINCOLN STREET

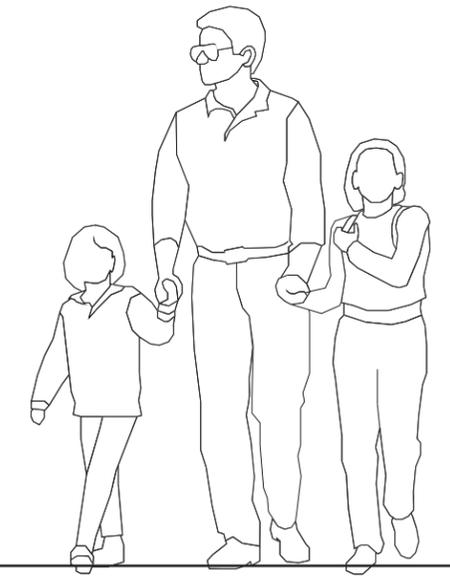
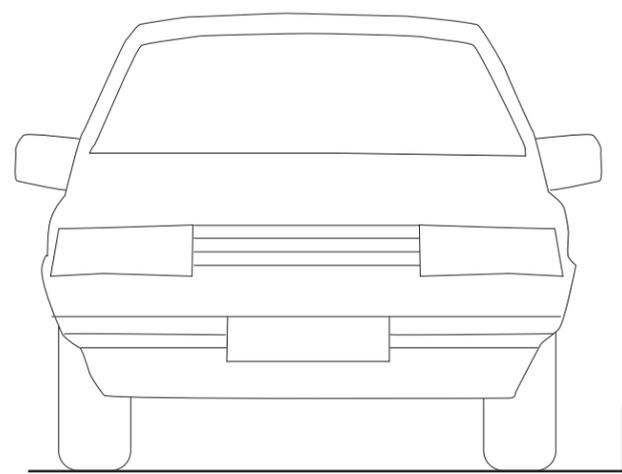
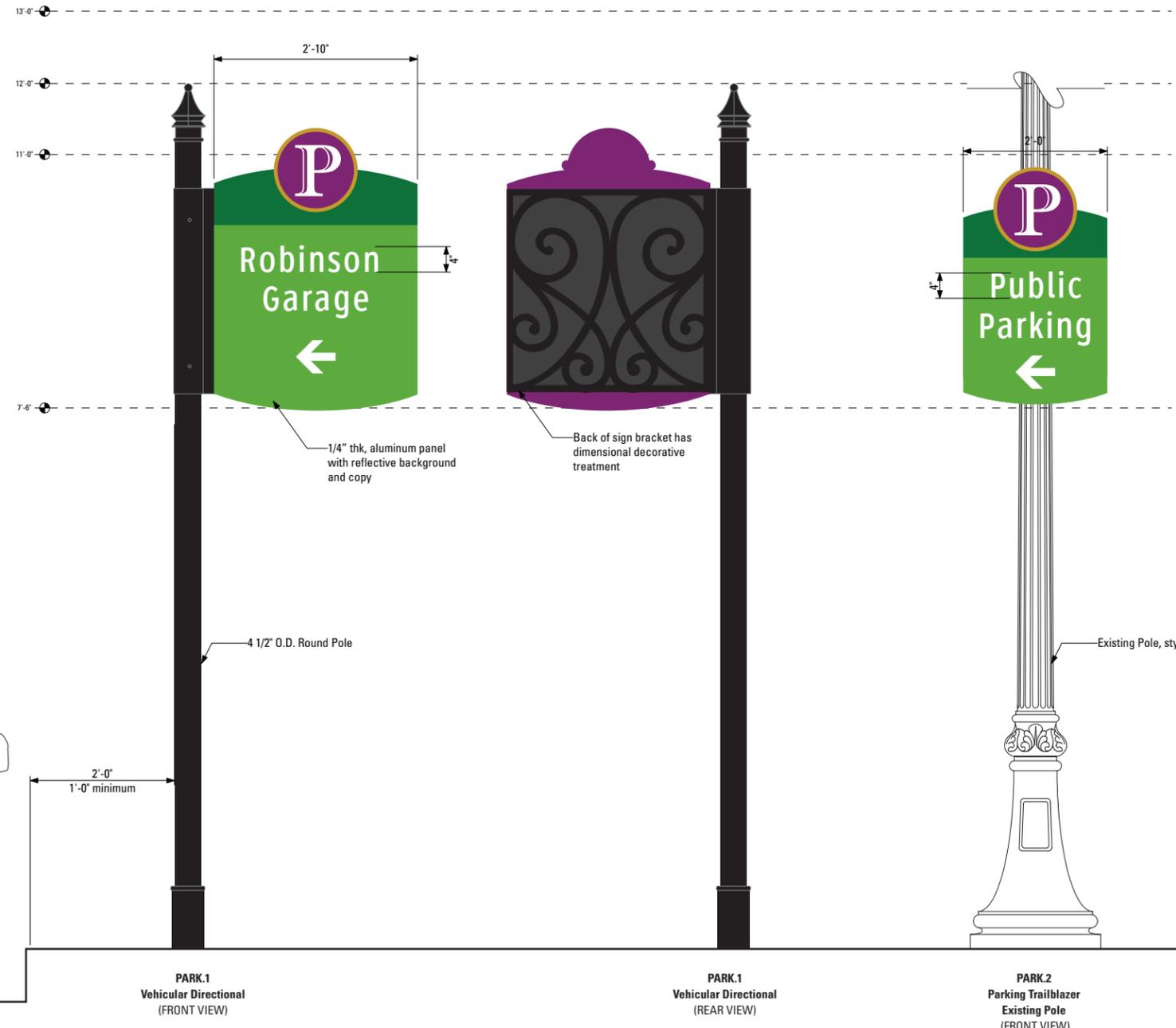


12 BAY STREET AT HOUSTON STREET

Gateway Locations

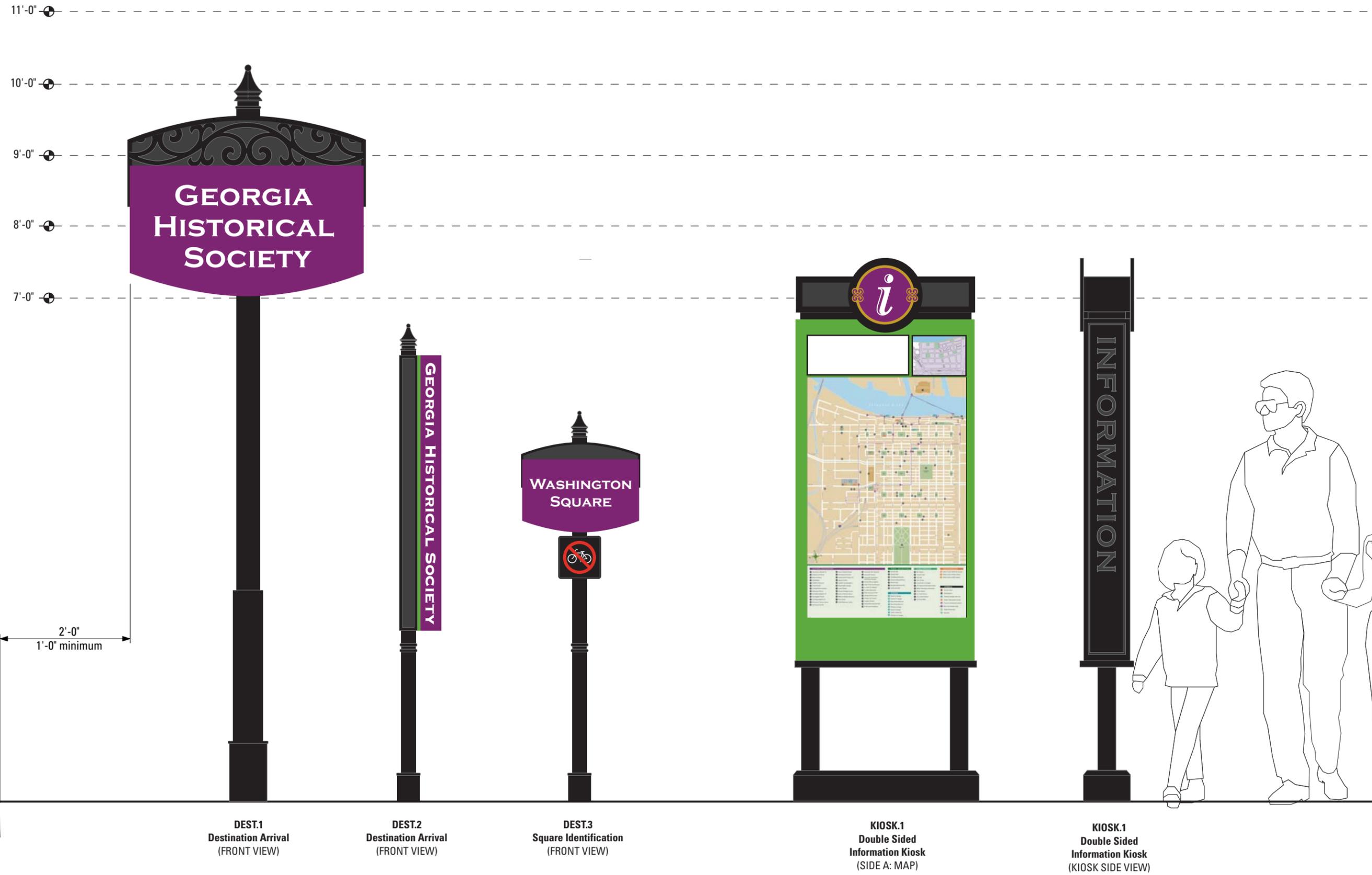


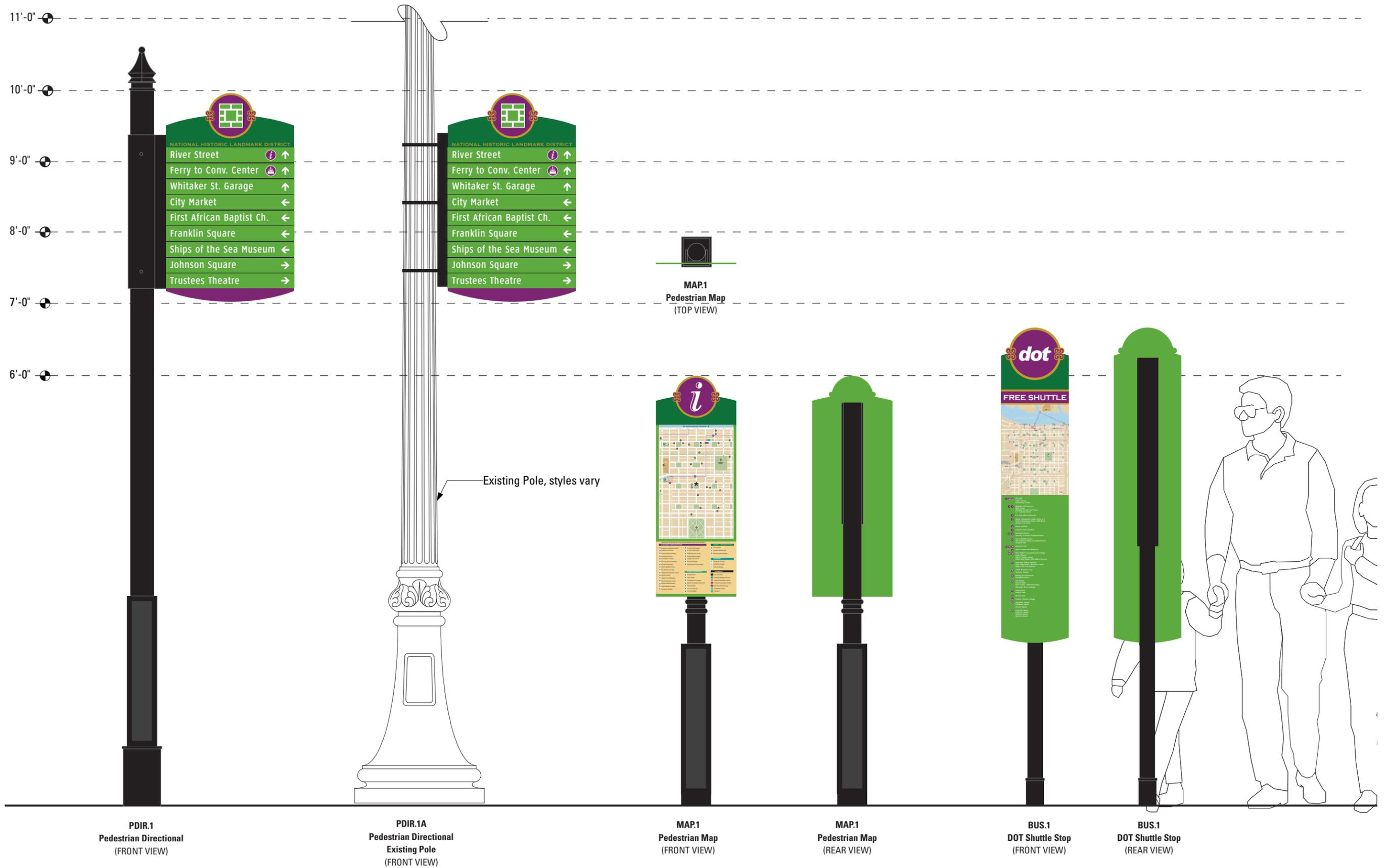




SCALE: 1/2" = 1'-0"









GATE.3
River Street Gateway
(FRONT VIEW)

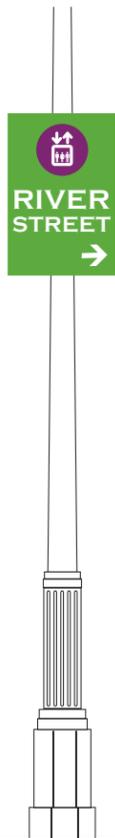
Stone replicates existing retaining walls located between River Street and Bay Street



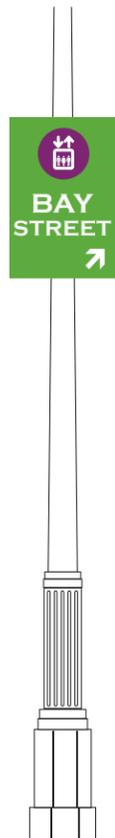
RIVER.1
Identification & Directional
at stairs
(FRONT VIEW)



RIVER.1
Identification & Directional
at stairs
(SIDE VIEW)



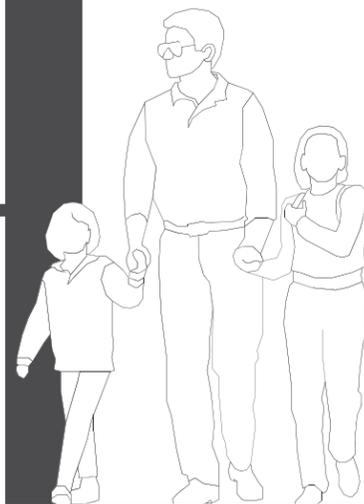
RIVER.2
Identification & Directional
at elevator



RIVER.2
Identification & Directional
at elevator



RIVER.3
Identification & Directional
at elevator



RIVER.4
Identification & Directional
wall mounted



Examples of compasses inlaid in concrete

