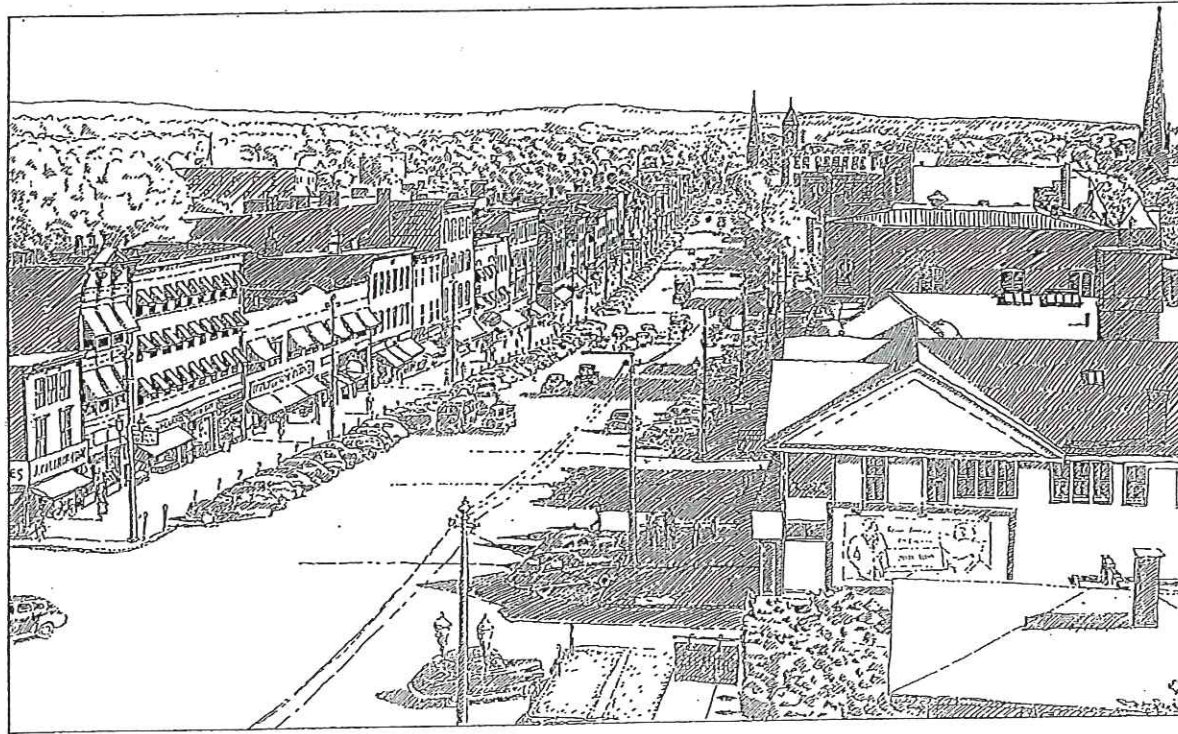


GATEWAY & WAYFINDING SIGNS



Prepared for the
Downtown Business District & the City of Middletown, CT

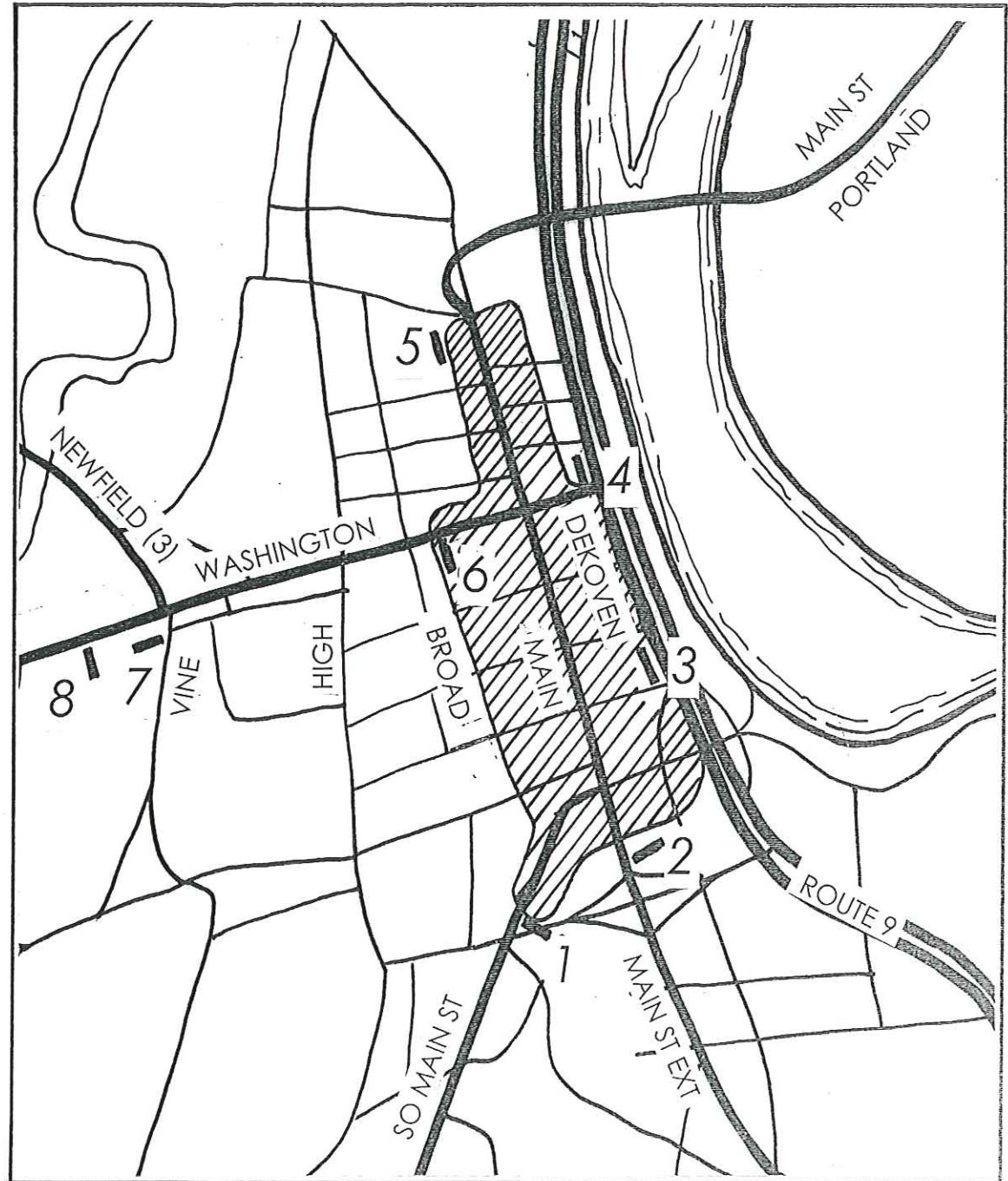
GATEWAY SIGN LOCATIONS

GATEWAY SIGNS

The gateway signs will be located on the periphery of downtown Middletown. There are 8 locations for these signs, off the three highway exits and on the main arteries into downtown. Visibility and traffic speed were weighed when making the location choices

The signs will be marked with a "Middletown" sign at the top, and then 4 to 7 panels listing destinations below. The signs will be made of white lettering on a deep purple blue background. These signs will be self-supporting and will be mounted to two metal black poles for durability. The signs will be 11'-0" above grade.

The gateway signs will establish that a signage system exists and that motorists will be guided to major destinations. Other than civic destinations, only destinations that receive 300 or more visitors a day are listed.





MIDDLETOWN

← MAIN STREET

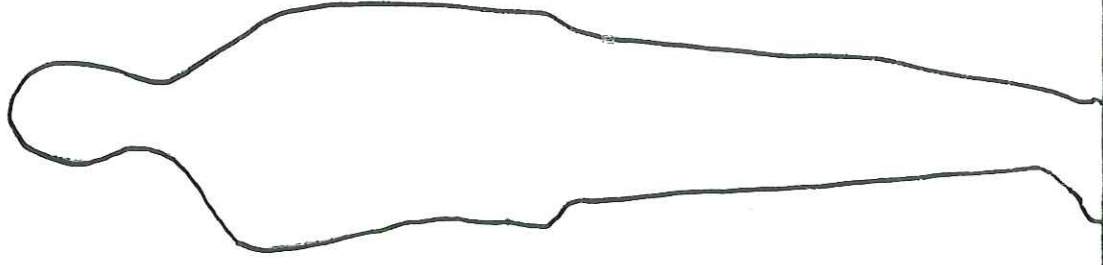
← RIVERFRONT

← KIDCITY MUSEUM

← WESLEYAN
UNIVERSITY ↑

PALMER FIELD →

↑ WADSWORTH
MANSION



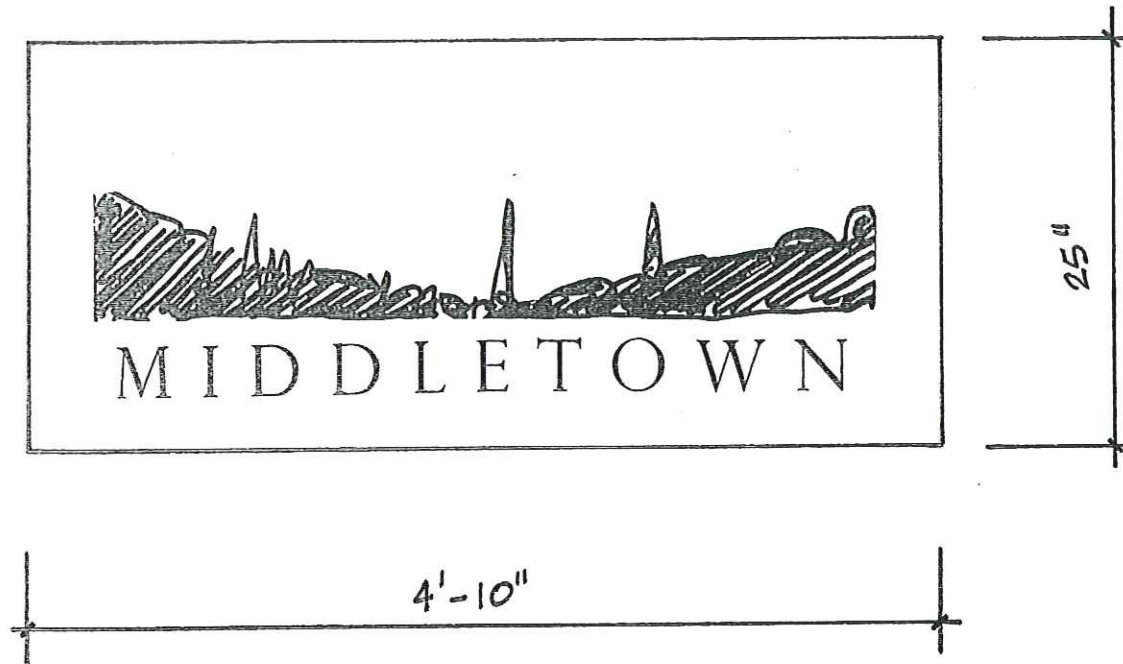
↑ MAIN STREET
← TOURIST INFO
↑ KIDCITY MUSEUM
↑ WESLEYAN UNIVERSITY

BRO

15
14
13
12
11
10
9
8
7
6
5
4
3
2
1
0
100
FEET
DISTANCE



GATEWAY SIGN MIDDLETOWN SIGN



Specifications for "Middletown" Sign:

Font: Perpetua Titling

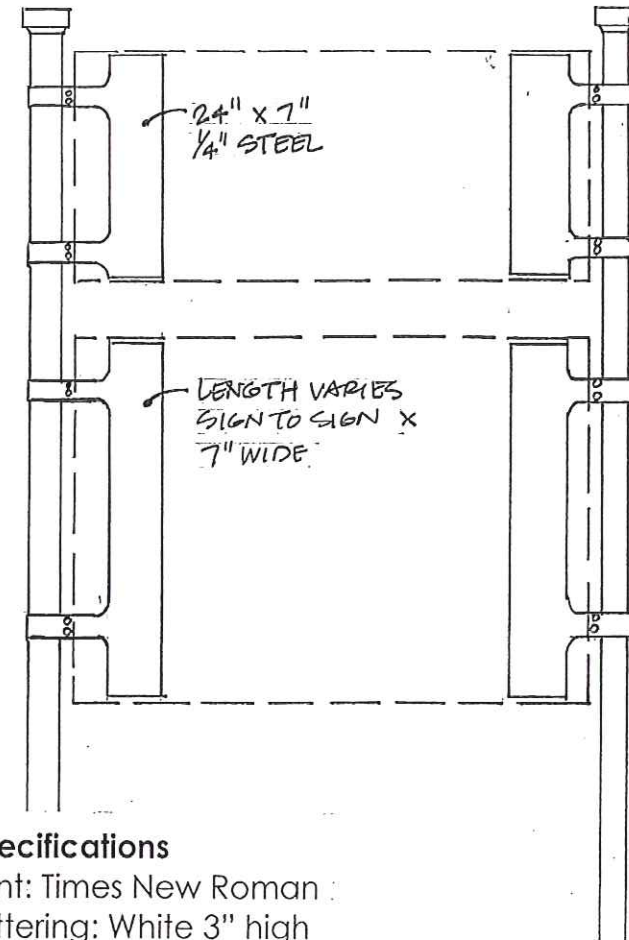
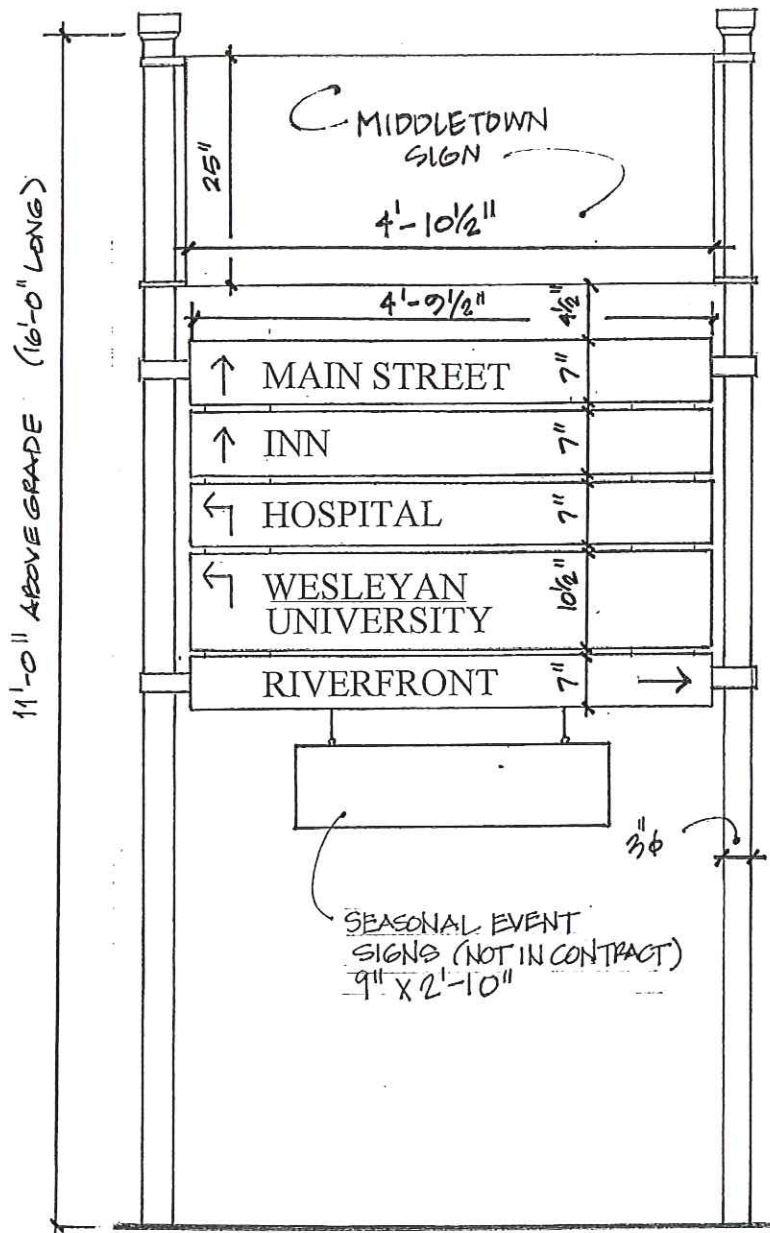
Material: 1/4" steel

Board Size: 25" high x 4'-10" wide

Application of graphics: laminated print, self-stick with UVA protection

GATEWAY SIGN

DIMENSIONS & SPECIFICATIONS



Specifications

Font: Times New Roman

Lettering: White 3" high

Board Color: deep purple blue

Sherwin Williams #1539 Cathedral Glass

Board Size: single line panel: 7" x 4'-9 1/2"

double line panel: 10 1/2" x 4'-9 1/2"

Gateway Signs

Downtown Business District – Main St. Area – Middletown, CT

G #1 South Main St. (hospital area) map 26

↑ Main Street ↗
↑ Riverfront ↗
Hospital →
↘ Wesleyan University

G #2 Main St. Extension (“above” ball field) map 19

↑ Main Street
↙ Hospital
↑ Wesleyan University
↑ Riverfront →

G #3 DeKoven Drive map 6

↑ Main Street
↑ Wesleyan University
City Hall →
Courthouse →
↙ Hospital
↙ Riverfront

G #4 [S] DeKoven Dr and Washington map 3 (remove/replace Superior Court sign)

↑ Main Street
↑ Children’s Museum
↙ City Hall
↙ Courthouse
↑ Wesleyan University
↑ Parking
↙ Riverfront

Gateway Signs

Downtown Business District – Main St. Area – Middletown, CT

G #5 [S] St. John Square/Main St. map 8
(place on snow shelf/grass strip)

- ← Greet St. Arts Center
- ← Children's Museum
- ← City Hall
- ← Court House
- ← Wesleyan University
- ← Parking

G #6 [PP] Broad and Washington map 20

- ↑ Main Street
- Library →
- ↑ City Hall
- ↑ Courthouse
- ↑ Tourist Info
- ↑ Riverfront
- Parking ↗

G #7 Vine St. map 29
(replace existing sign)

Need to check with State on Freedom Trail – brown color & obtain logo

- ← Main Street
- ← Children's Museum
- ← Riverfront
- ↗ Wesleyan University ↑ Freeman
- ↑ Wadsworth Mansion
- Palmer Field →
- Freedom Trail

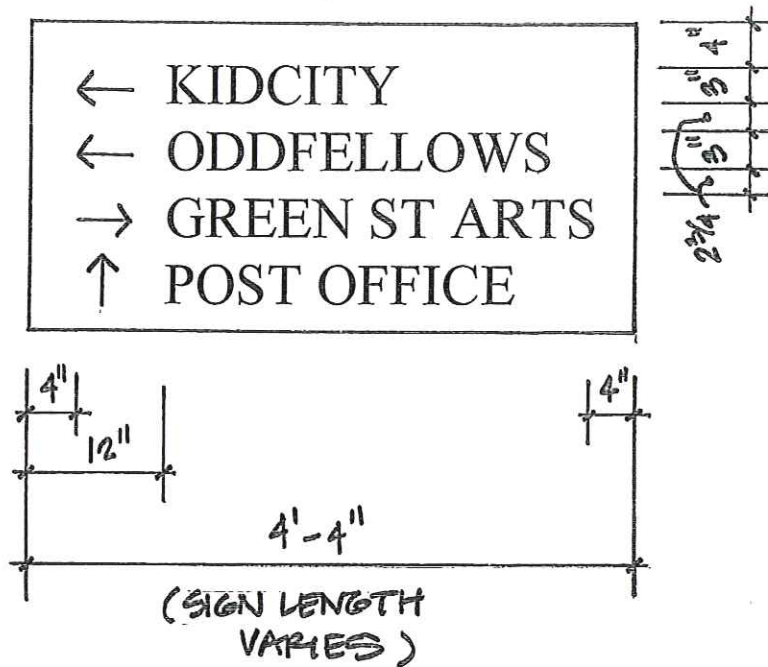
G #8 [S] Washington St. map 30

- ↑ Main Street
- ↑ Riverfront
- ↑ Children's Museum
- ↗ Wesleyan University ↑ Freeman
- Wadsworth Mansion →

WAYFINDING & PARKING SIGNS

WAYFINDING SIGN

DIMENSIONS & SPECIFICATIONS







Wayfinding and Parking Signs

Downtown Business District – Main St. Area – Middletown, CT

[S] - location on State Road

[PP] – location on Private Property

W #1 [S] west bound on Washington (near corner of Main St.) *map 13*
↑ Wesleyan

↑ Children's Museum

← Tourist Info

↔ Arts District

↙ Parking

W #2 [S] Main St (north bound) - near corner of Green St. *map 10*

Green St. Arts Ctr. →

Parking →

W #3 [S] Main St. (south bound) - near corner of Grand St. *map 9*

↑ City Hall

↑ Courthouse

↑ Children's Museum

↑ Wesleyan

Parking →

P [S] Main St. (south bound) near Liberty *map 11*

P (for parking)
→

W #4 [S] Main St. (south bound) - near corner of Washington St. *map 13*

Children's Museum →

Wesleyan →

↑ Tourist Info

← Parking →

W #5 Main St. (south bound) - near corner of Court St. *map 14*

Library →

← City Hall

← Courthouse

← Parking →

P Main St. corner near College *map 15*

P
→

Wayfinding and Parking Signs

Downtown Business District – Main St. Area – Middletown, CT

W #6 South Main - (close to Pleasant St.) map 25

← Wesleyan
Main Street →

W #7 Corner of Broad and Church map 24

← Wesleyan
Library →

W #8 Pleasant St. – front of Hogan House map 17

↑ Riverfront
← Main St.
← Courthouse

W #9 Main St. (north bound) between Rite Aid and Raveis map 17

↑ City Hall
↑ Courthouse
↑ Children's Museum

W #10 Main St. (north bound) - near corner of MLK Way/front of Davita map 16

← Wesleyan

Private Property – Metro Lane map 16

← Inn

Historical Society →

P Main and College St.

P
← →

W #11 Main St. (north bound) - near the corner of Court St. map 14

City Hall →
Court house →
← Library
Parking →

Wayfinding and Parking Signs

Downtown Business District – Main St. Area – Middletown, CT

W (W # 12) Main St. (north bound) - near the corner of Washington map 13

- ↖ Arts District
- ↖ Children's Museum
- ↑ Green St. Arts Ctr
- ↑ Postal Services
- ↖ Parking →

W #13 [PP] Front of (yellow) Kidcity Building map 13

- ↑ Riverfront
- Tourist Info →
- Courthouse →
- City Hall →
- ↑ Parking →

Wayfinding and Parking Signs

Downtown Business District – Main St. Area – Middletown, CT

P#1 DeKoven & Dingwall (north bound) map 5
And directly diagonally across (south bound)

P ←

P →

P#2 DeKoven & Court (north bound) map 4

South bound – add to silver pole in front of City Hall

P ←

P →

P#3 Broad St. (south bound)

P ←

P#4 Broad St. (north bound)

P →

P#5 Broad St. – replace old sign

P ←

P#6 Broad St. – replace old sign

P →

P#7 Court St (west bound near Broad) map 21

P →

P#8 Broad St. (north bound)

P ↑

P#9 Broad St. (north bound)

P ↑

P#10 [S] Washington St. – (south bound) in front of parking lot map 12

P →

P#11 [S] Washington St. – (south bound) before Melilli parking lot map 12

P →

PARKING SIGNS DESIGN

Specifications (Parking lot signs)

Lettering: white letters on
deep purple blue background

Lettering Size: PUBLIC 2 3/4"
PARKING 4 1/4"

Board Size: 12 x 48"

Laminated print, self-stick with UVA protection



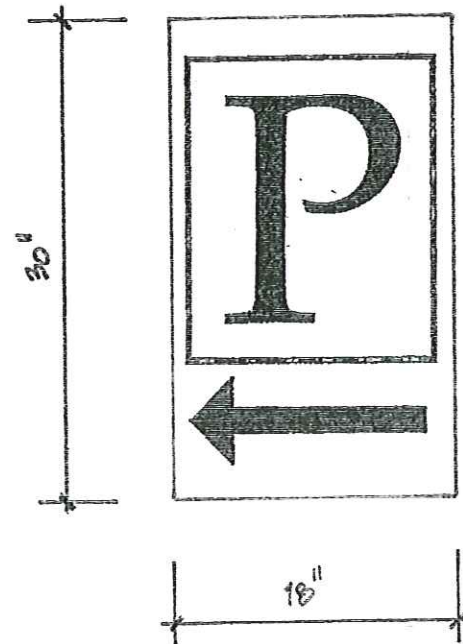
Specifications ("P" sign)

Lettering: white letter & graphic on
deep purple blue background

Lettering Size:

Board Size: 18 x 30"

Laminated print, self-stick with UVA protection

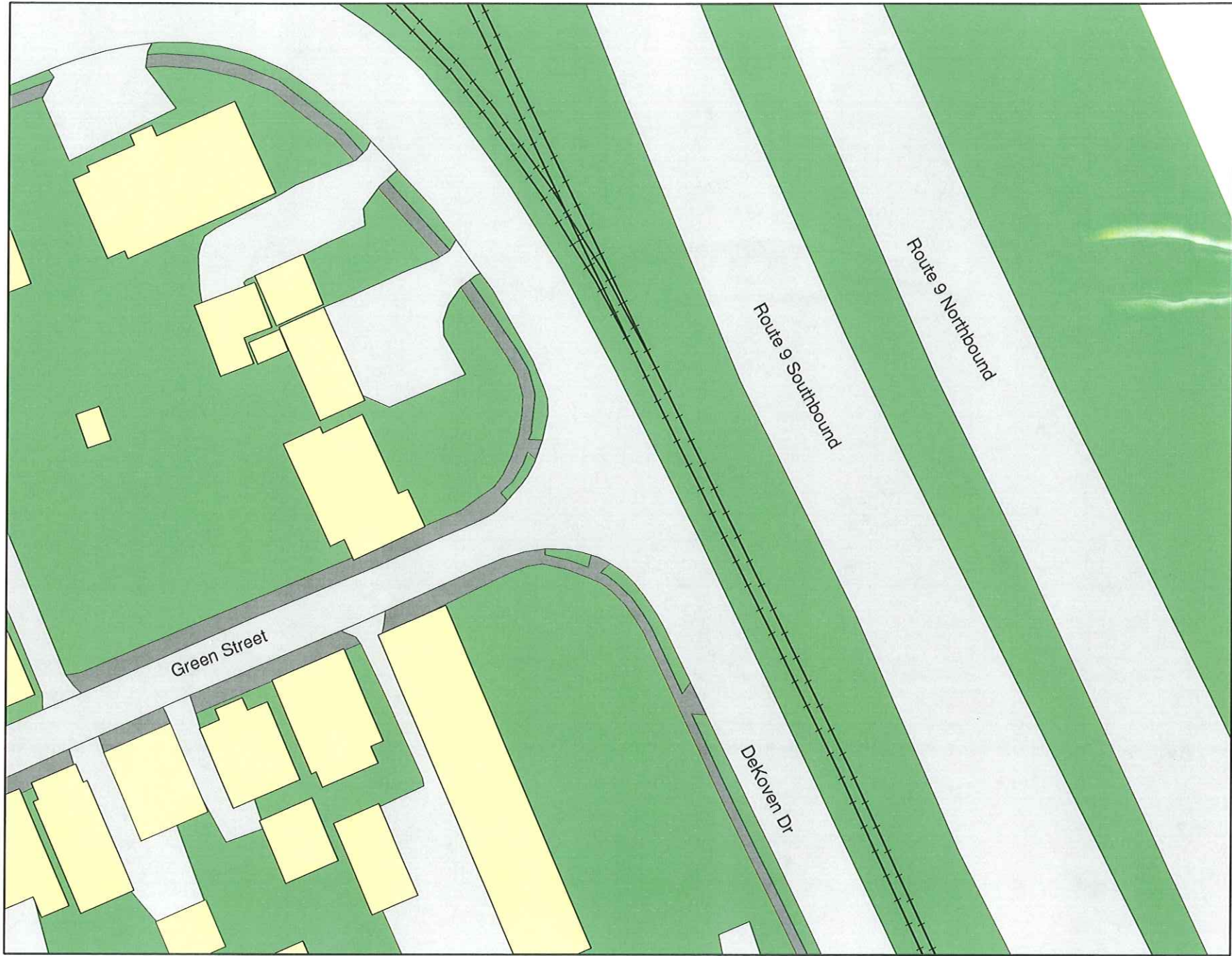


Downtown Signage Project: Entire Project Area



Downtown Signage Project: Green Street / DeKoven Dr

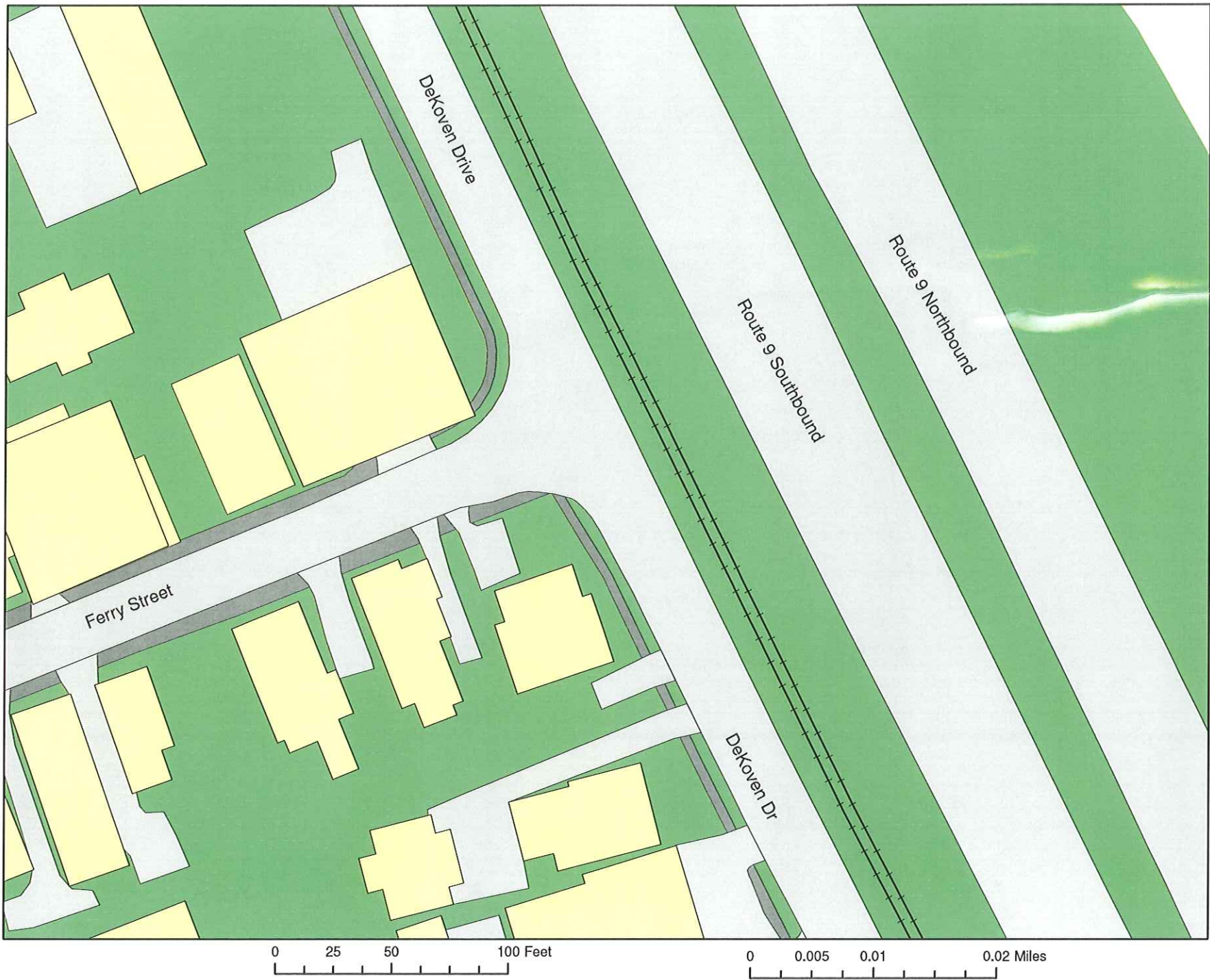
1



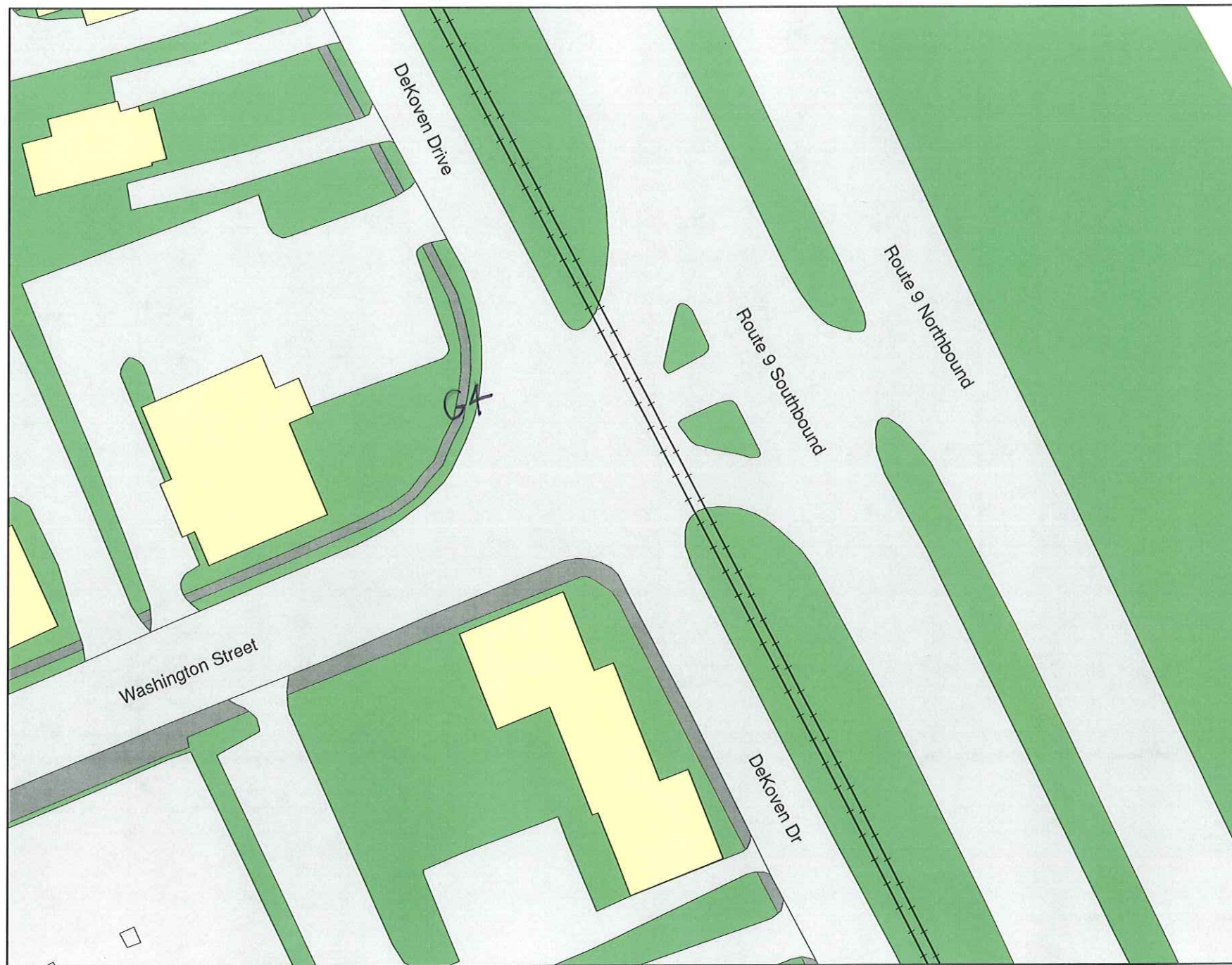
0 25 50 100 Feet

0 0.005 0.01 0.02 Miles

Downtown Signage Project: Ferry Street / DeKoven Dr



Downtown Signage Project: Washington Street / DeKoven Dr



0 25 50 100 Feet

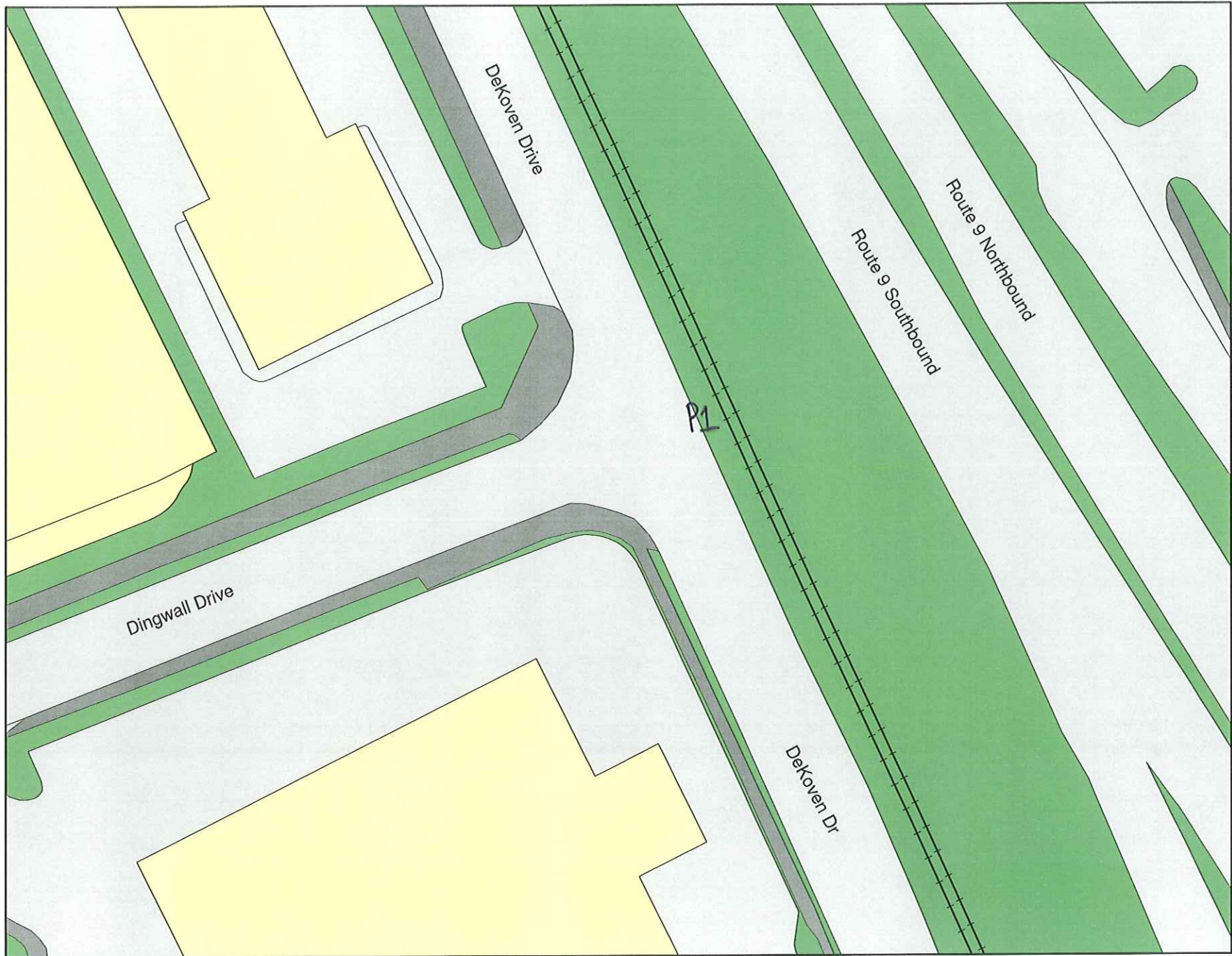
0 0.005 0.01 0.02 Miles

Downtown Signage Project: Court Street / DeKoven Dr



Downtown Signage Project: Dingwall Drive / DeKoven Dr

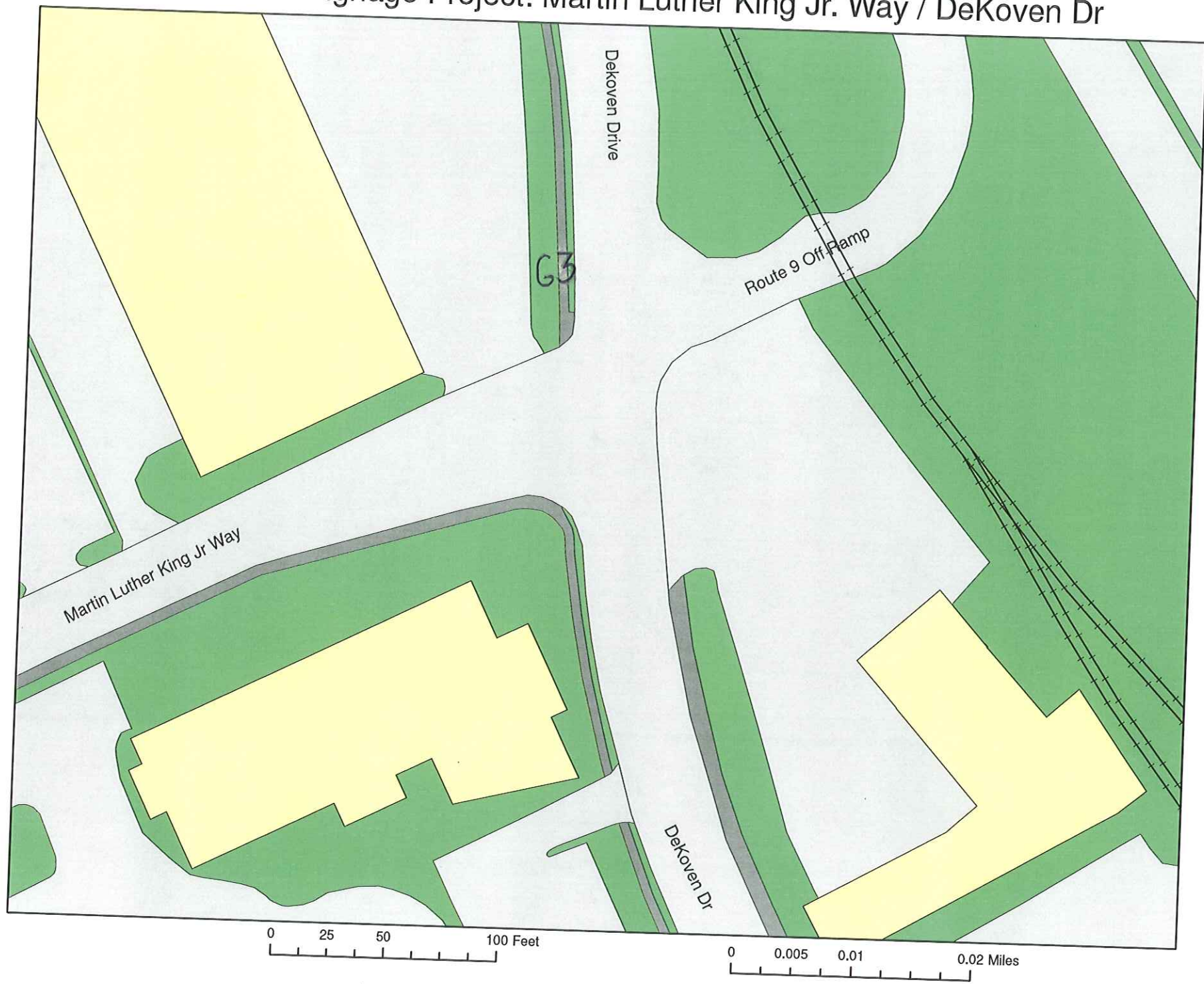
5



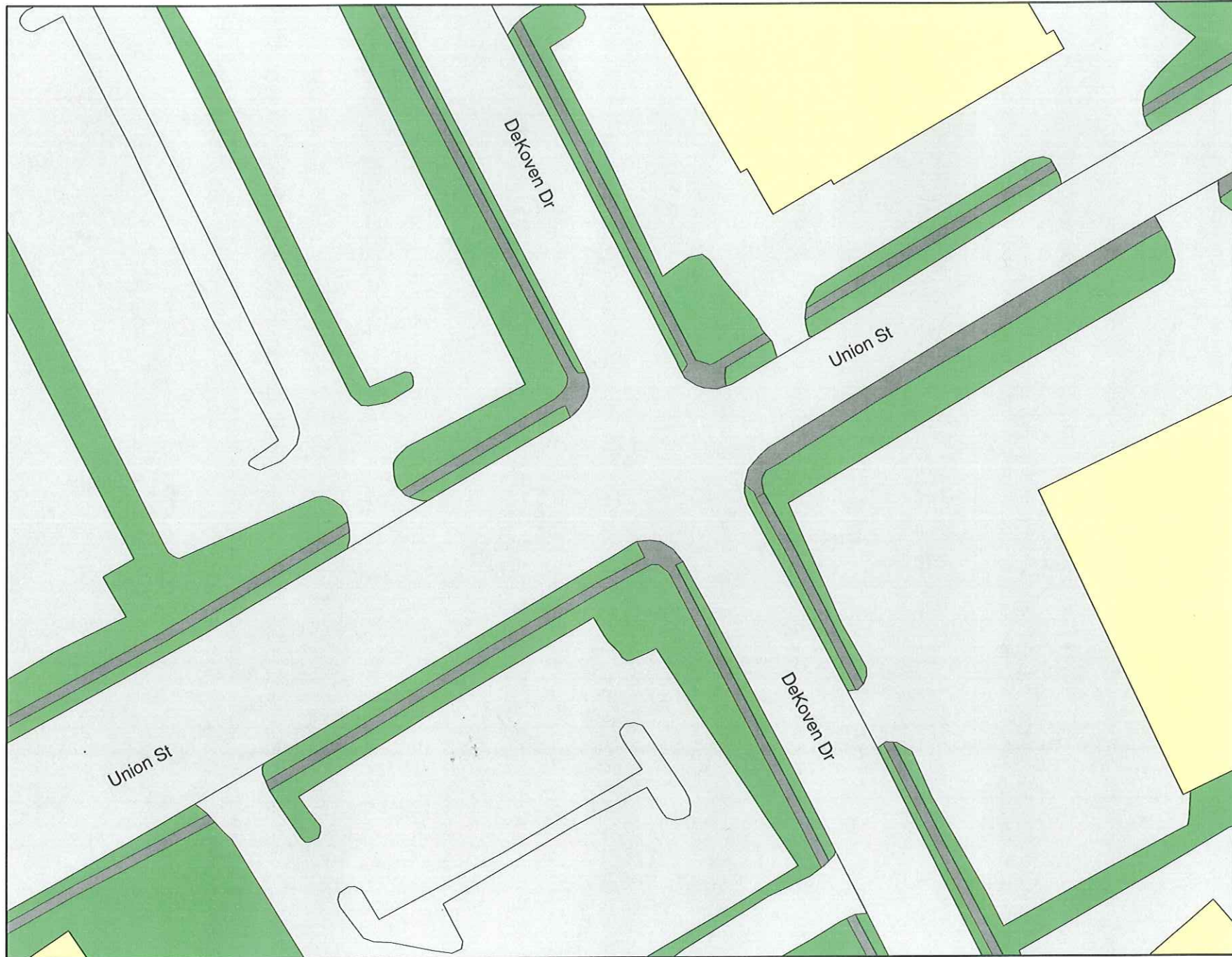
0 25 50 100 Feet

0 0.005 0.01 0.02 Miles

Downtown Signage Project: Martin Luther King Jr. Way / DeKoven Dr



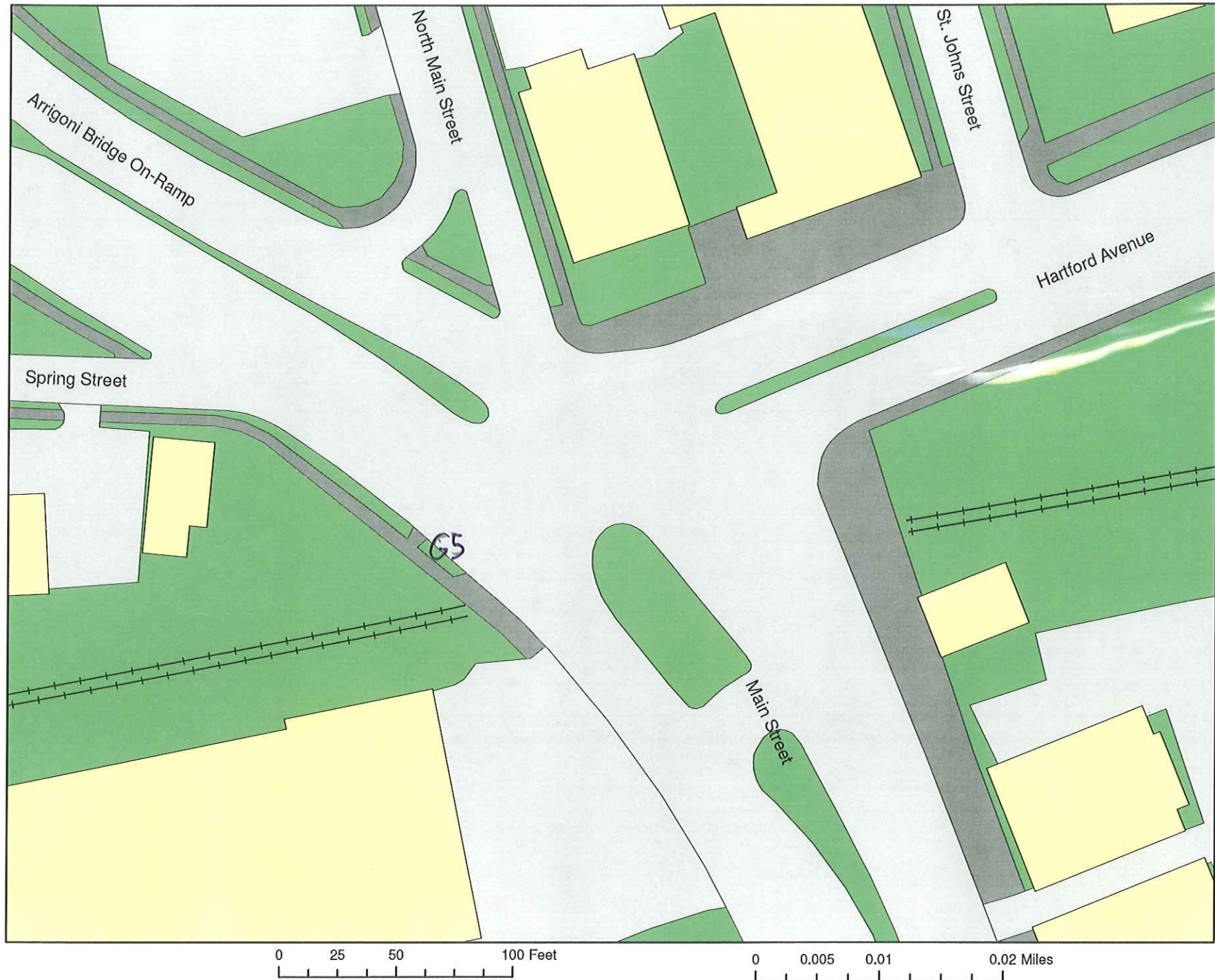
Downtown Signage Project: Union St / DeKoven Dr



0 25 50 100 Feet

0 0.005 0.01 0.02 Miles

Downtown Signage Project: Main Street / Hartford Avenue



Downtown Signage Project: Main Street / Rapallo Avenue / Grand Street

9



0 25 50 100 Feet

0 0.005 0.01 0.02 Miles

Downtown Signage Project: Main Street and Green Street



Downtown Signage Project: Main Street / Ferry Street / Liberty Street



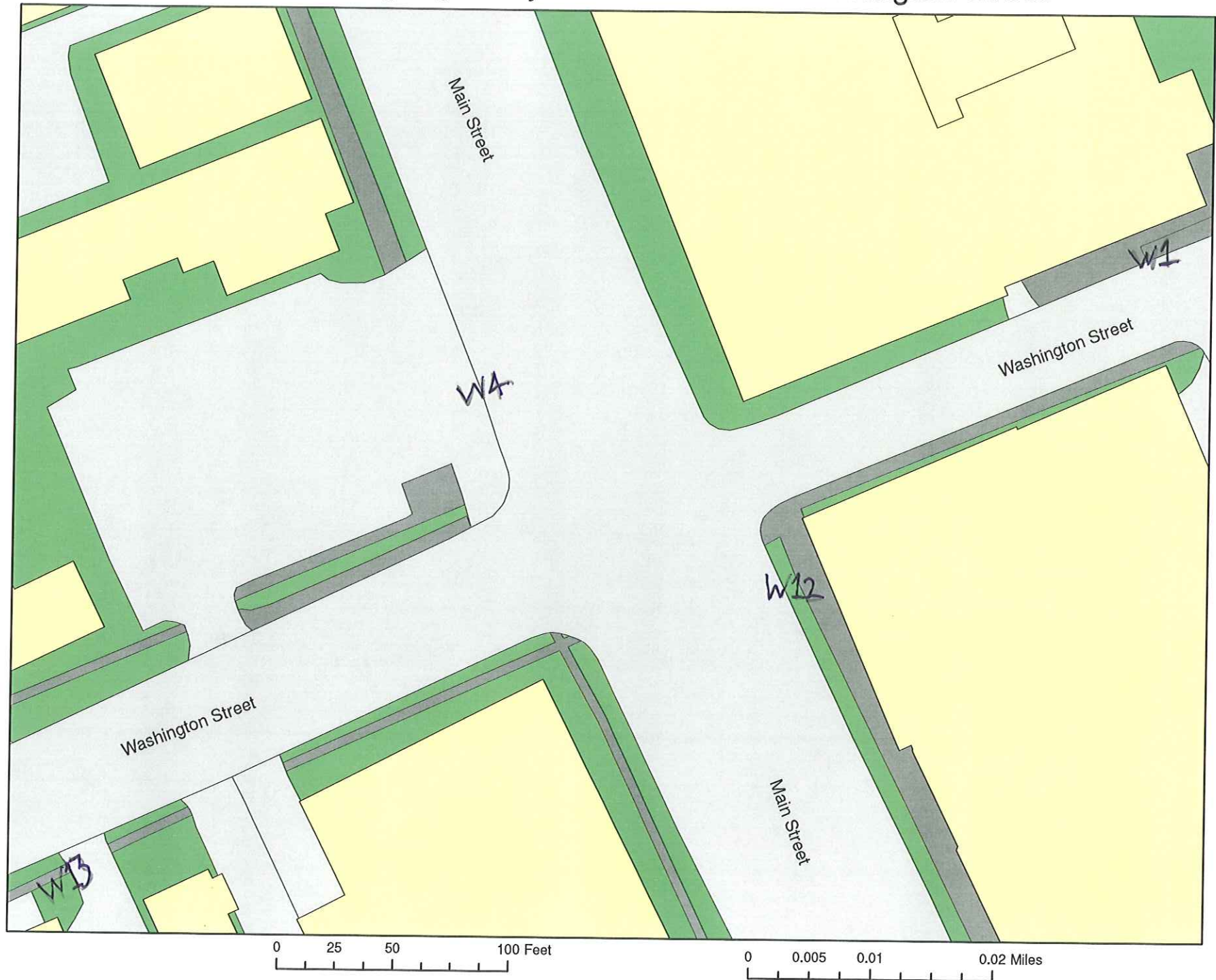
Downtown Signage Project: Melilli Plaza / Washington Street / Alsop Avenue

12



Downtown Signage Project: Main Street / Washington Street

13



Downtown Signage Project: Main Street / Court Street

14



Downtown Signage Project: Main Street / College Street / Dingwall Drive



0 25 50 100 Feet

0 0.005 0.01 0.02 Miles

Downtown Signage Project: Main Street / William Street / MLK Jr Drive

16



Downtown Signage Project: Main Street / Pleasant Street / Union Street / Main St Ext



0 25 50 100 Feet

0 0.005 0.01 0.02 Miles

Downtown Signage Project: Main Street Ext / McDonough Place / Crescent Street

18

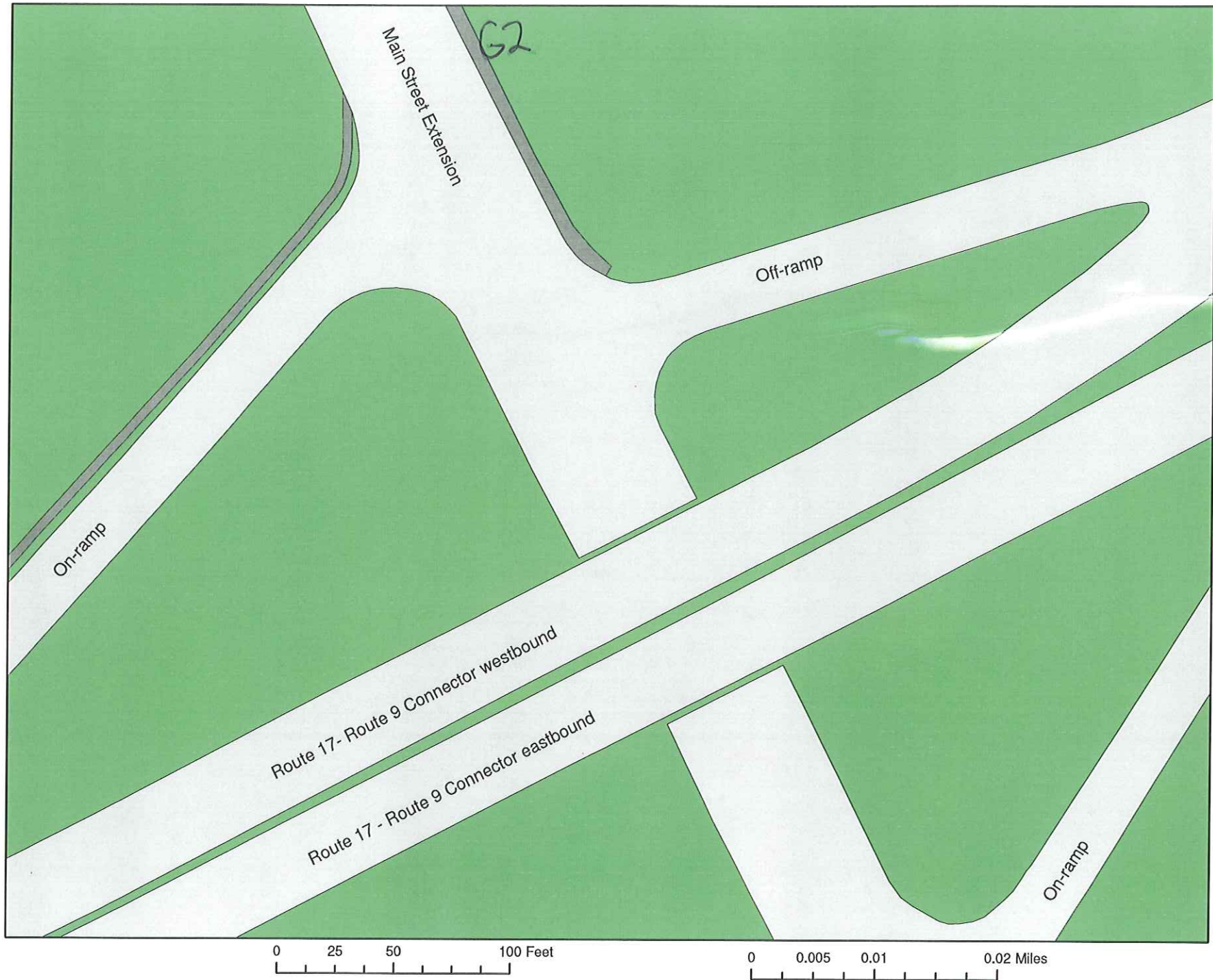


0 25 50 100 Feet

0 0.005 0.01 0.02 Miles

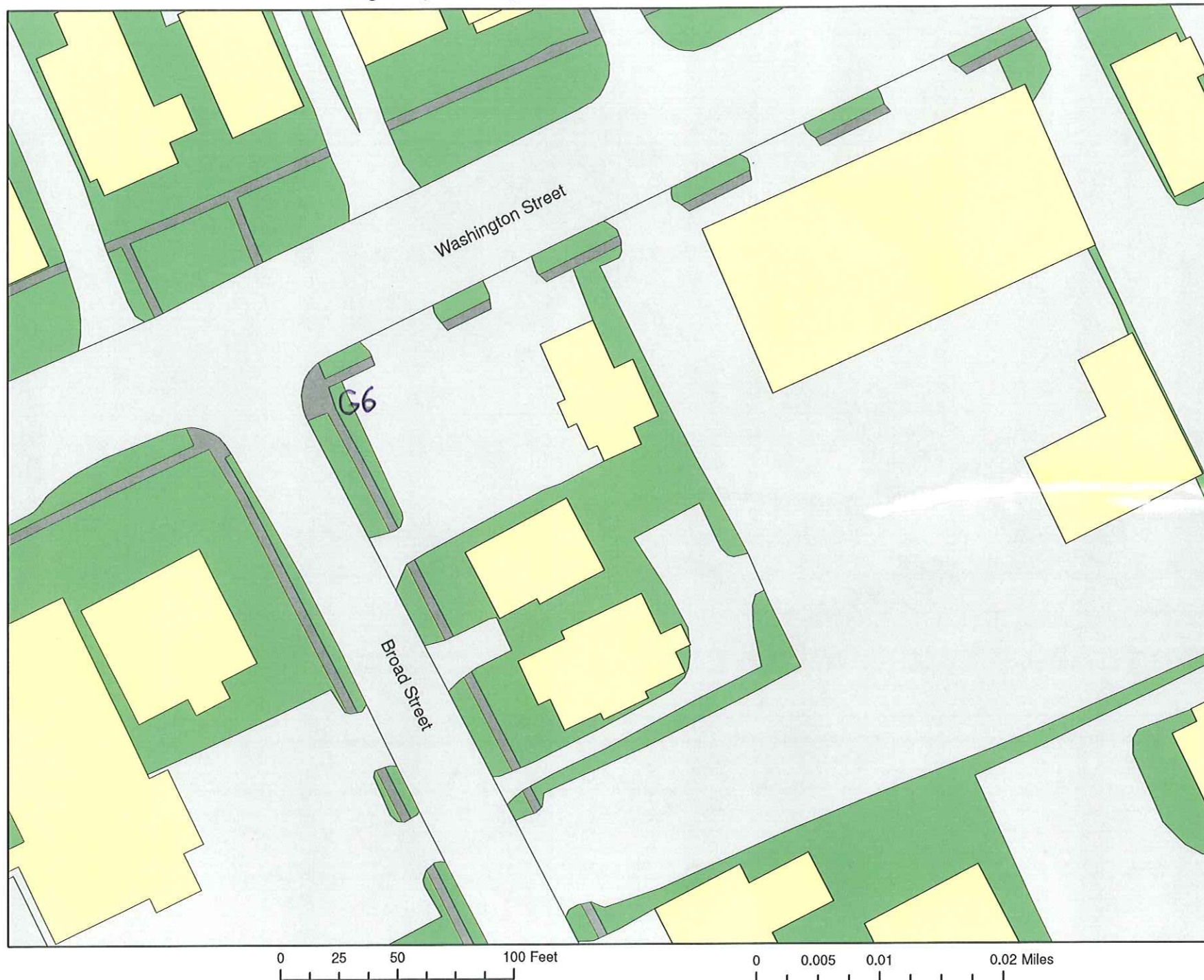
Downtown Signage Project: Main Street Ext / Route 17- Route 9 Connector

19

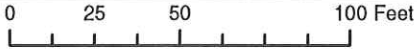


Downtown Signage Project: Broad Street / Washington Street

20



Downtown Signage Project: Broad Street / Court Street



Downtown Signage Project: Broad Street / College Street



0 25 50 100 Feet

0 0.005 0.01 0.02 Miles

Downtown Signage Project: Broad Street / William Street



0 25 50 100 Feet

0 0.005 0.01 0.02 Miles

Downtown Signage Project: South Main Street / Pleasant Street / Broad St / Church St



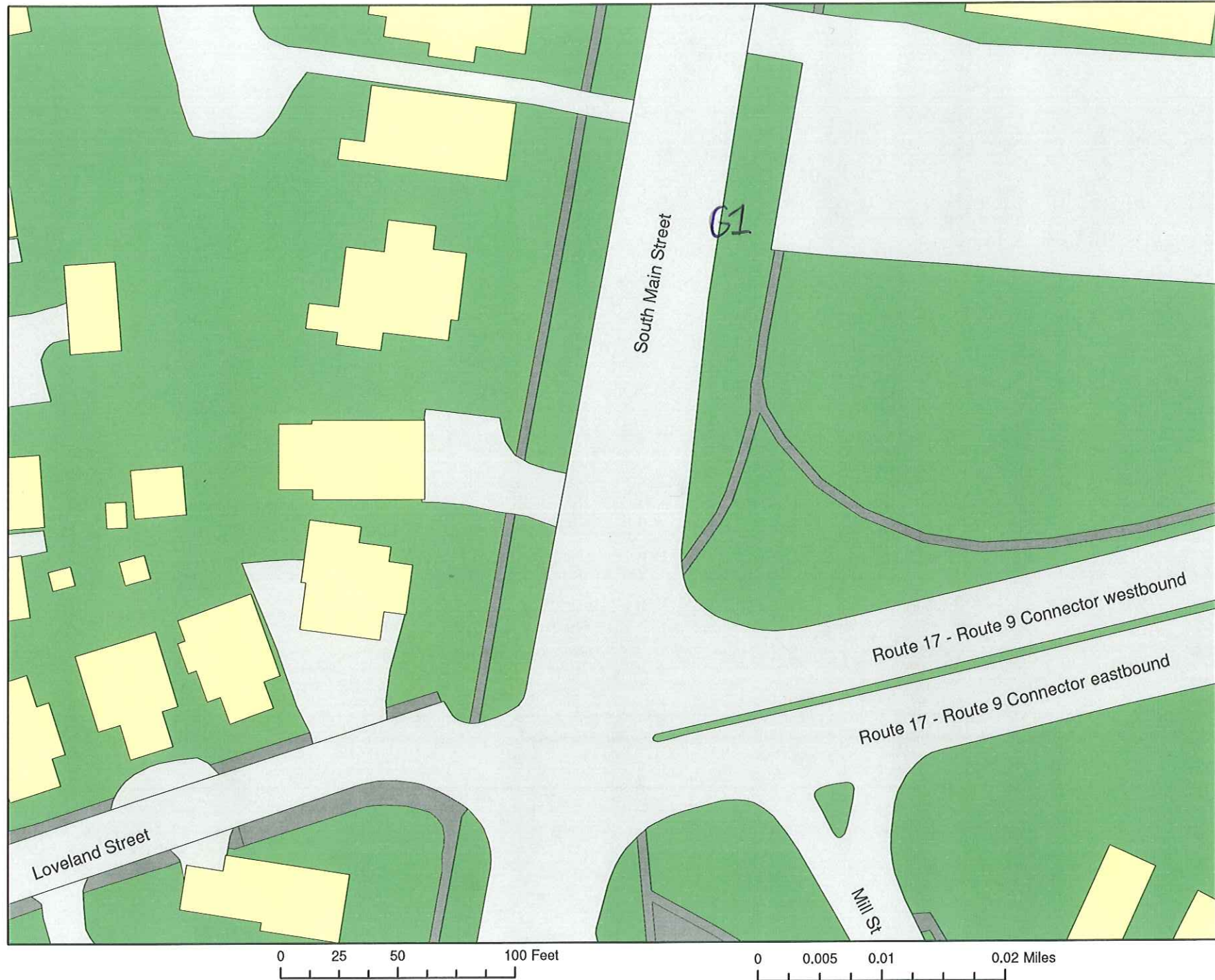
Downtown Signage Project: South Main Street / Crescent Street

25



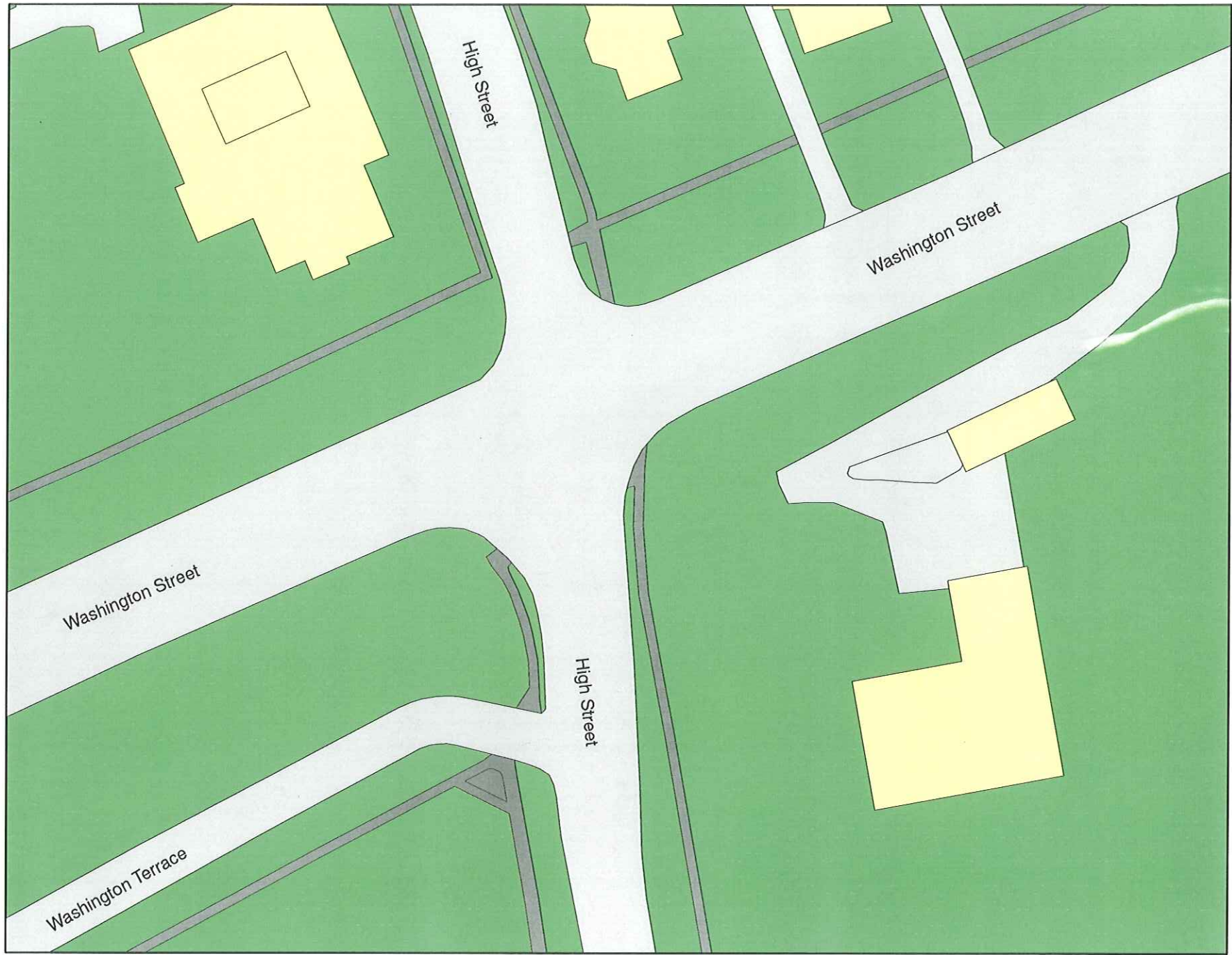
Downtown Signage Project: South Main Street / Route 17- Route 9 Connector

26



Downtown Signage Project: High Street / Washington Street

27

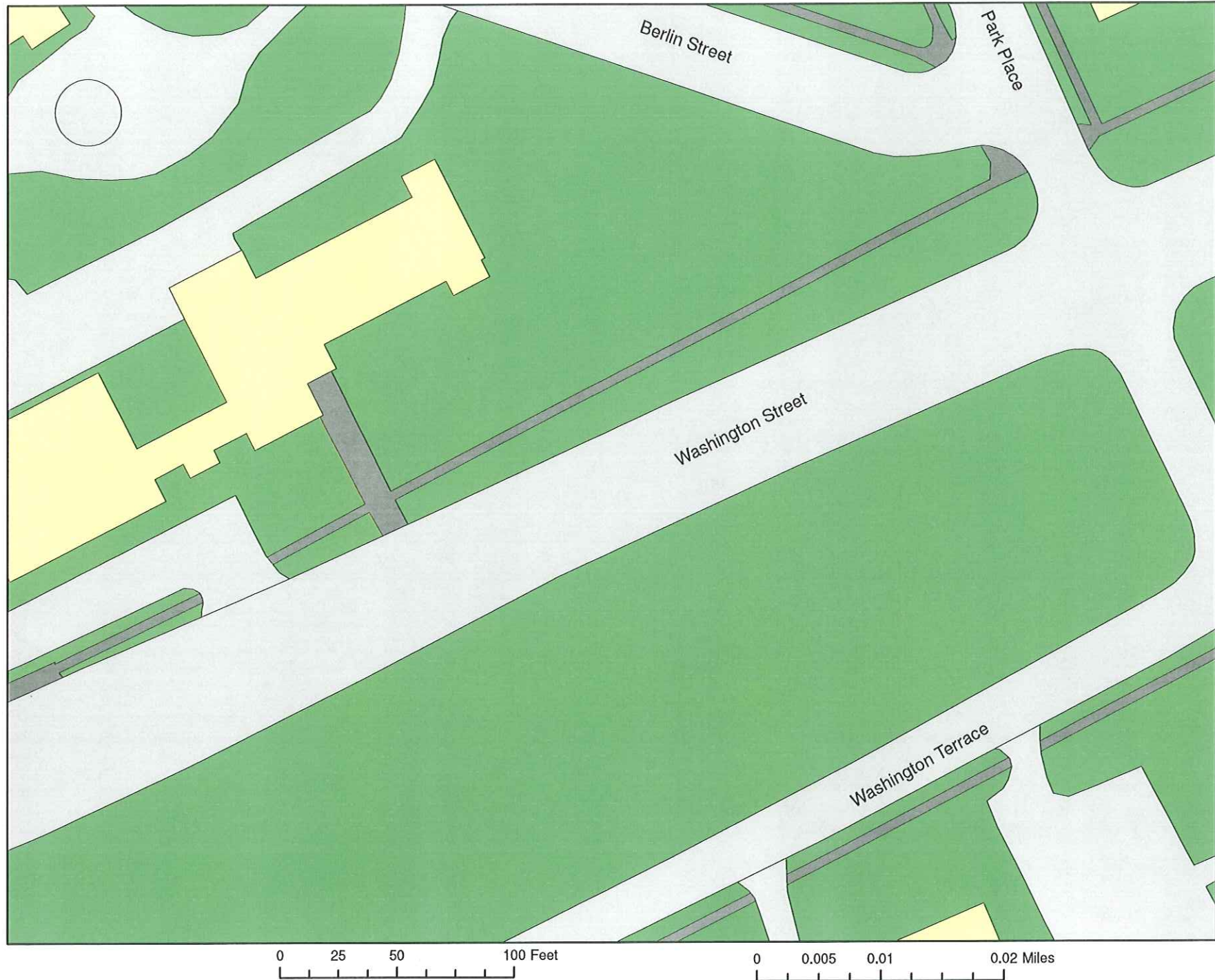


0 25 50 100 Feet

0 0.005 0.01 0.02 Miles

Downtown Signage Project: Park Place / Washington Street

28



Downtown Signage Project: Newfield Street / Washington Street / Vine Street

29

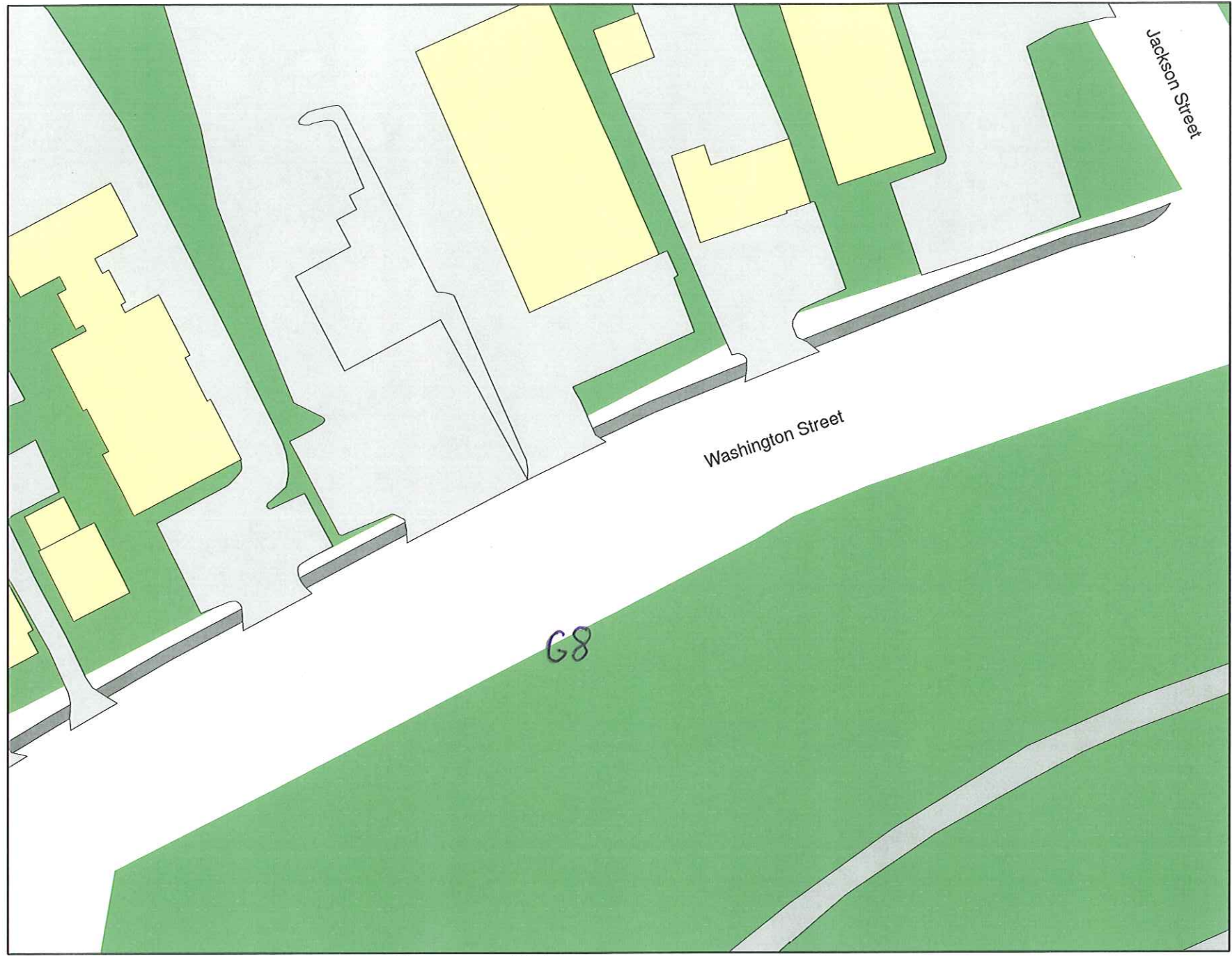


0 25 50 100 Feet

0 0.005 0.01 0.02 Miles

Downtown Signage Project: Washington Street West of Route 3

30



Washington Street

Jackson Street

G8

0 25 50 100 Feet

0 0.005 0.01 0.02 Miles