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SIGNAGE AND WAYFINDING

Signage and Wayfinding

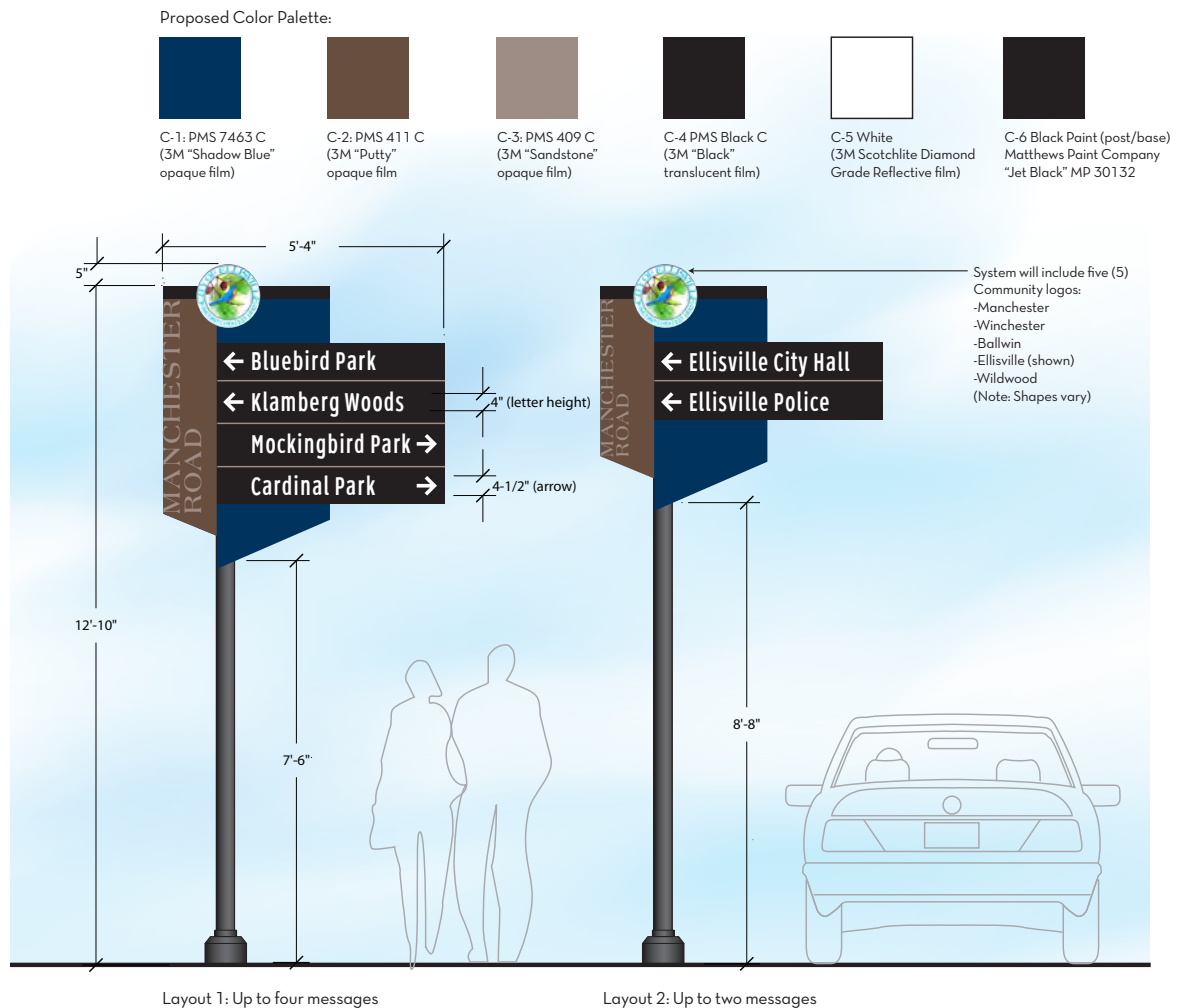
Major arterial systems and retail corridors, in particular, must provide effective signage and wayfinding systems for motorists and visitors in order to encourage commerce and highlight community destinations and key features. The Manchester Road Great Streets project carefully examined the current conditions for signage and wayfinding along and near the corridor, as outlined in the Appendix. The master plan provides a number of recommendations for the five communities to implement in the future.

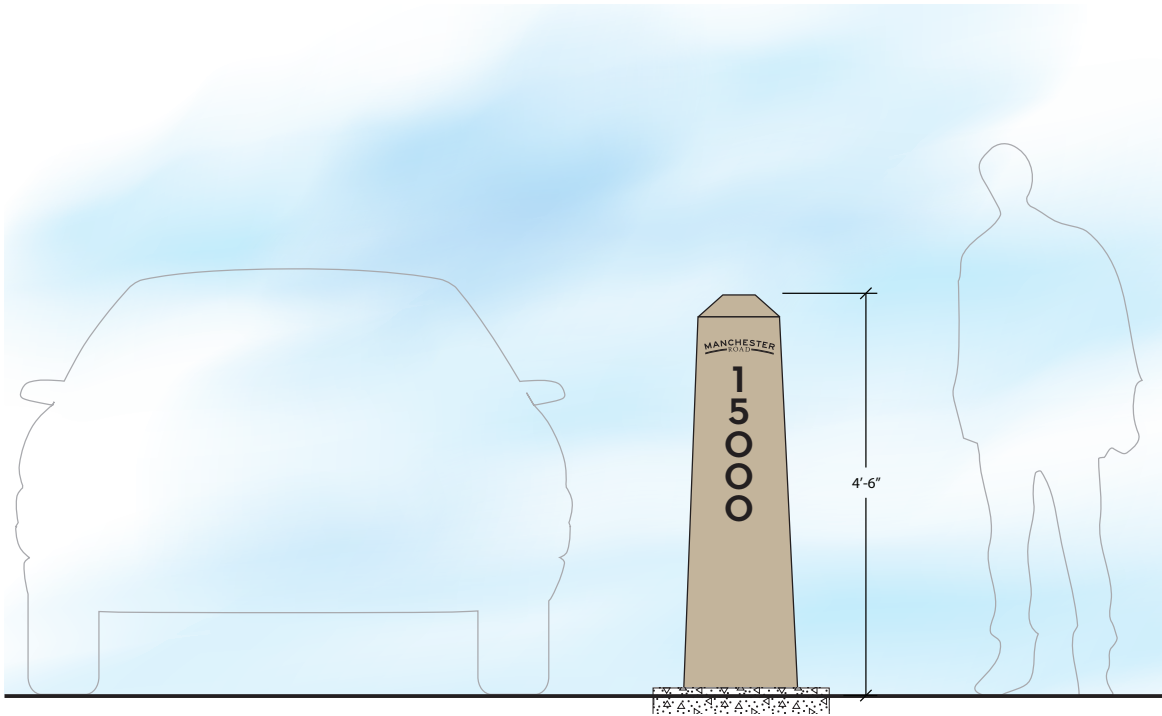
Key Recommendations for Signage and Wayfinding

- Plans for the Manchester Road corridor should implement new community wayfinding signs in the near term (the next few years) in accordance with the regional wayfinding plan for the St. Louis region. The images below represent the community wayfinding sign option preferred by participants at public meetings for the Manchester Road master plan.

St. Louis Regional Wayfinding System: The community wayfinding signs shown are based on the Regional Wayfinding (installation in-progress). Since the sign design was distinctly “downtown” in appearance, the Manchester Road signage design was customized with color, the town logo(s) and was value engineered to ensure signs were affordable for each jurisdiction.

Note: Although MoDOT has conceptually approved the design and implementation of a Community Wayfinding system for Manchester Road, each city will assume all liability and maintenance for the signage. The cities will need to coordinate with MoDOT in determining final locations for signs along the corridor.





Note: Cast concrete (or other appropriate and durable material). Numerals are painted metal pin-mounted in a permanent manner.

OPTION 2: Manchester Road Vehicular Community Wayfinding System Address Marker

Locations to be determined in field.

- The communities should work to improve the ability of businesses to attract customers and ease navigation.
- The communities should work with MoDOT to add freestanding address range markers to block corners to help motorists in locating addresses along the Manchester Road corridor. These address markers should be designed to include a “breakaway” mechanism in the event of vehicles colliding with markers. The foldout maps of the Sign Locations Plan depict the recommended locations for address range marker signs and for the locations of community wayfinding signs along the corridor.

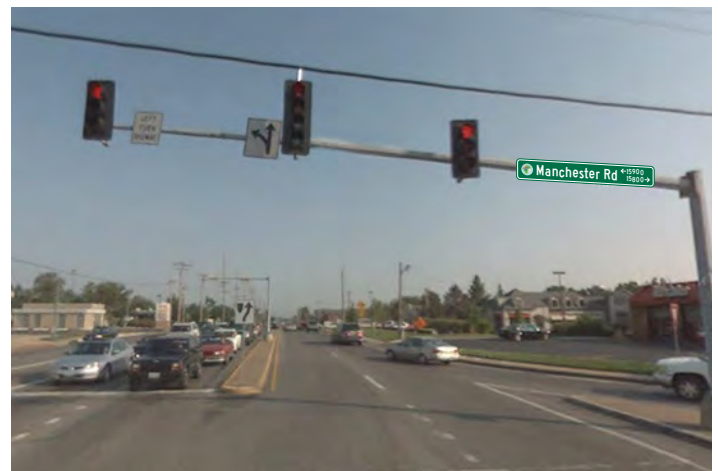
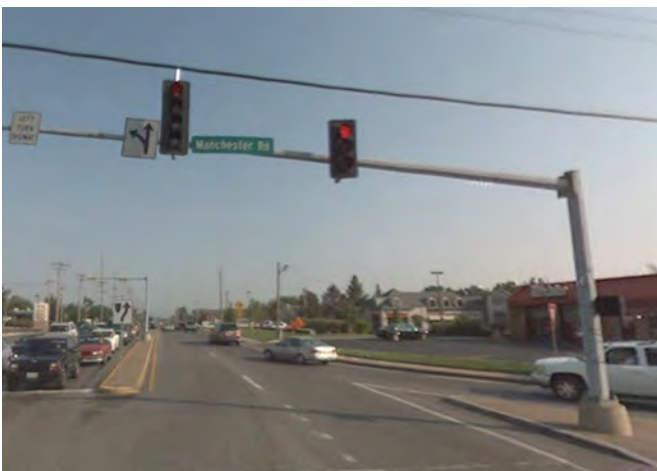
- The communities should work with MoDOT to replace existing street identification signs with new, larger signs (6" cap height minimum for the street name) and add address range numbering to these signs.
- A structural analysis should be completed to ensure the existing mast arch is able to handle the increased weight and wind load of the larger sign(s).
- Using the Wildwood image-based guide as an example of signage required in future town centers, the other communities should augment their existing codes to include such regulations (with the exception of Winchester, an area that does not anticipate the creation of town centers going forward). Furthermore, the communities should use image-based examples for their sign codes (as Wildwood has done).

Street I.D. with Address Marker

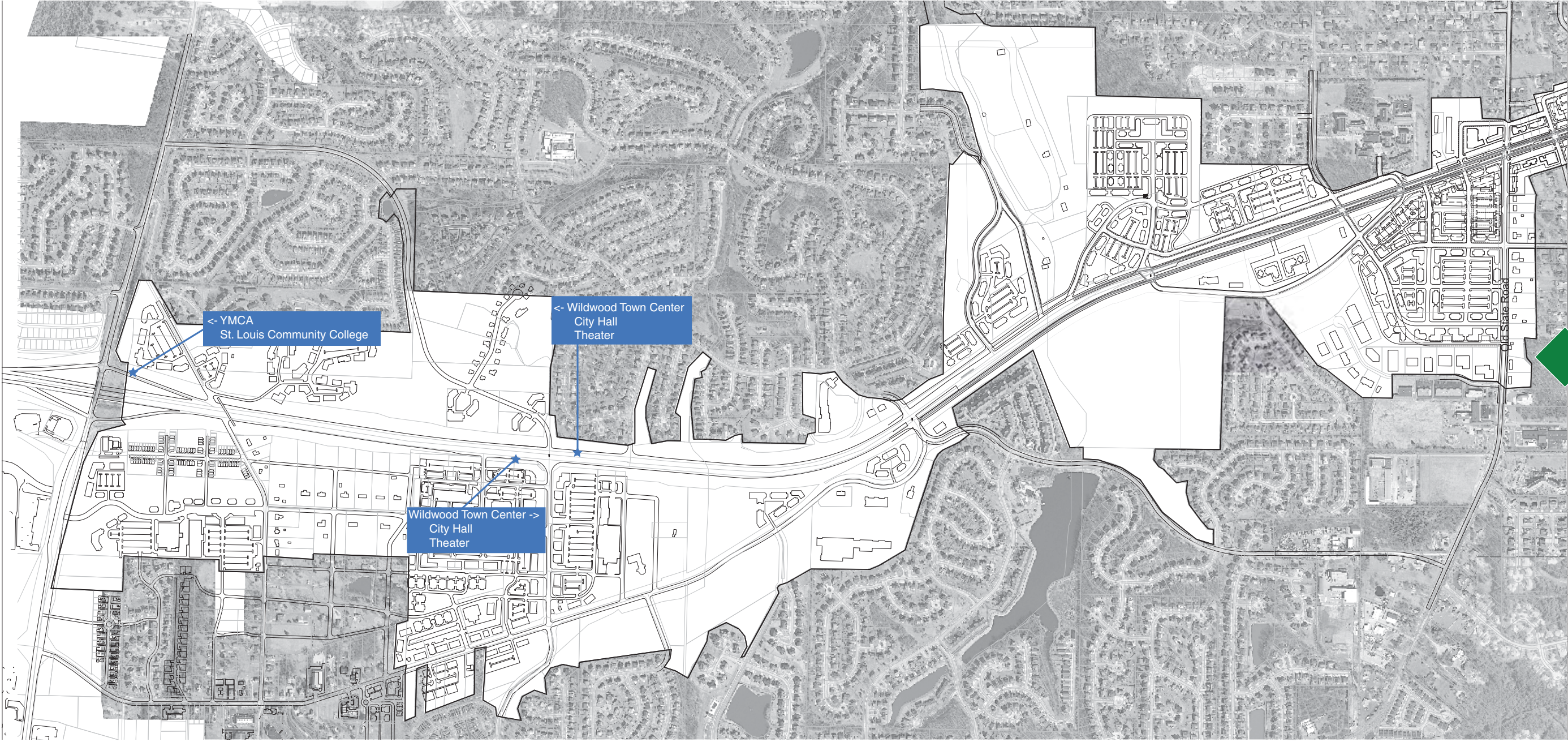


Manchester Road Vehicular Community Wayfinding System
Street Identification with Address Marker

Per MODOT, new signs to be 1'-0" from vertical pole.



Sign Location Plan - Western Segment



Sign Location Plan - Eastern Segment

