



**Rochester**  
New Hampshire

**Wayfinding  
Signage  
Master Plan**  
DRAFT

May 2018

Prepared for the  
**City of Rochester**

Prepared by:  
**BETA Group Inc.**





The wayfinding master plan for the City of Rochester serves to create a public signage program that establishes a consistent design style for Rochester’s informational and wayfinding signage throughout the City including selected ‘gateways’. A unified signage program provides a more easily recognizable wayfinding system and a way of directing and informing visitors to key destinations, and is also a “branding” or image tool that is beneficial to marketing the City and its resources.

The signage plan outlines a the goals below to comprehensively tie together various types of City signage, and provide guidance on the design of any future City signage.

- Establish a public signage program, focusing on signage for the downtown and surrounding areas;
- Create attractive and easily recognizable signage for wayfinding and marketing/ branding, with a design applicable to multiple types of City signage;
- Add new “wayfinding” signage guiding visitors to Rochester’s public destinations and local information;

This comprehensive signage system will direct visitors to the different area shoppes, businesses, parks, trails, public parking lots, public buildings, etc. The goal is to reduce driver and pedestrian confusion within the City. The unified theme of the signage will help to remove the existing visual clutter of multiple types of signs currently found throughout the City.

The wayfinding master plan outlines an overall public signage program for the City of Rochester, which includes sign design guidelines, sign location recommendations, and applications for different types of public signage in Rochester. The signage programs wayfinding and informational signage conforms to a unified design style, i.e. sign colors, fonts, and graphics. This unified design style can be applied to both road/vehicle oriented signage as well as pedestrian oriented signage.

MINION PRO MEDIUM  
DOWNTOWN ROCHESTER  
THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG  
1234567890

Clearview (MUTCD Required Standard)  
Downtown Rochester  
The Quick Brown Fox Jumps over the Lazy Dog  
1234567890

Arrow Style 1



Wayfinding Icons



Information



Parking



Restrooms



Shopping / Dining

Wayfinding Standards | Logo

Logo Colors



C 73 M 18 Y 98 K 22



C 41 M 54 Y 24 K 0



C 86 M 61 Y 24 K 5





# Analysis | Townwide Destinations for Vehicular Directionals

**Purpose:**  
The following names are a list of potential vehicular destinations for signage. Some names have been abbreviated to meet preferred MUTCD wayfinding guidelines.

<u>Schools</u>	<u>Districts/Neighborhoods</u>	<u>Government</u>	<u>Cultural/ Museums</u>	<u>Parks and Recreation</u>
William Allen School	Downtown	City Hall	Rochester Museum of Fine Arts	Rochester Recreation & Arena
Spaulding High School	East Rochester	US Government Congress	Rochester Opera House	Noble Pines Park
Maple Street Magnet School	Gonic Village	Public Library		Baxter Lake
Rochester Middle School				
St. Elizabeth Seton School	<u>Economic /Commercial</u>	East Rochester Library	<u>Transportation</u>	Amazon Park
McClelland School	Rochester Chamber of Commerce	Police	Skyhaven Airport	Rochester Fair Grounds
School Street School		Fire Dept.	<u>Hospital</u>	Rochester Commons
Creteau Vocational Center		City Assessors Board	Frisbie Memorial Hospital	
Chamberlain Street School		Clerk’s Office		
Bud Carlson Academy		Dept. of Public Works		
East Rochester School		School Department		
Lighthouse Christian Academy				
Jack & Jill School				
Monarch School of New England				
Girls Inc., of NH Rochester Center				

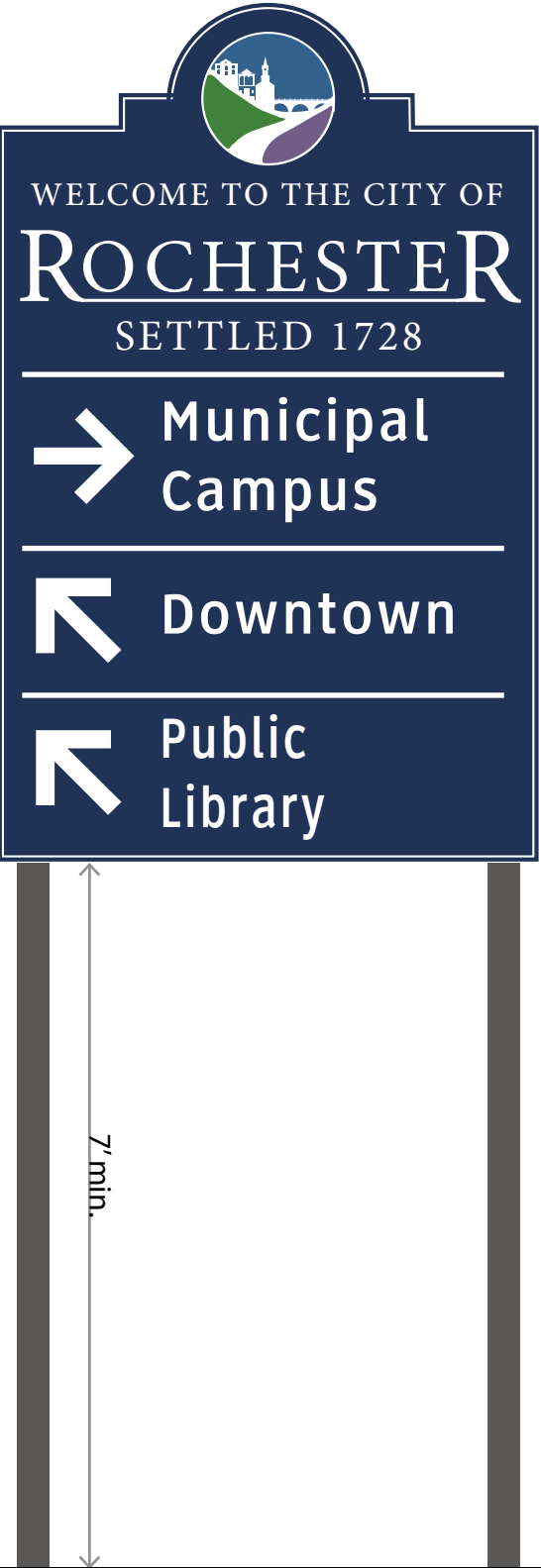


# Design | Rochester Gateway Signs

**Purpose:**  
Gateway signs announce arrival to a general area. They have the potential to substantially impact visitor and resident perceptions of a particular area, as they serve as an introduce on to both the area and the wayfinding system.

**Location:**  
At key arrival points in within the City of Rochester or individual district.

**Materials:**  
Varies





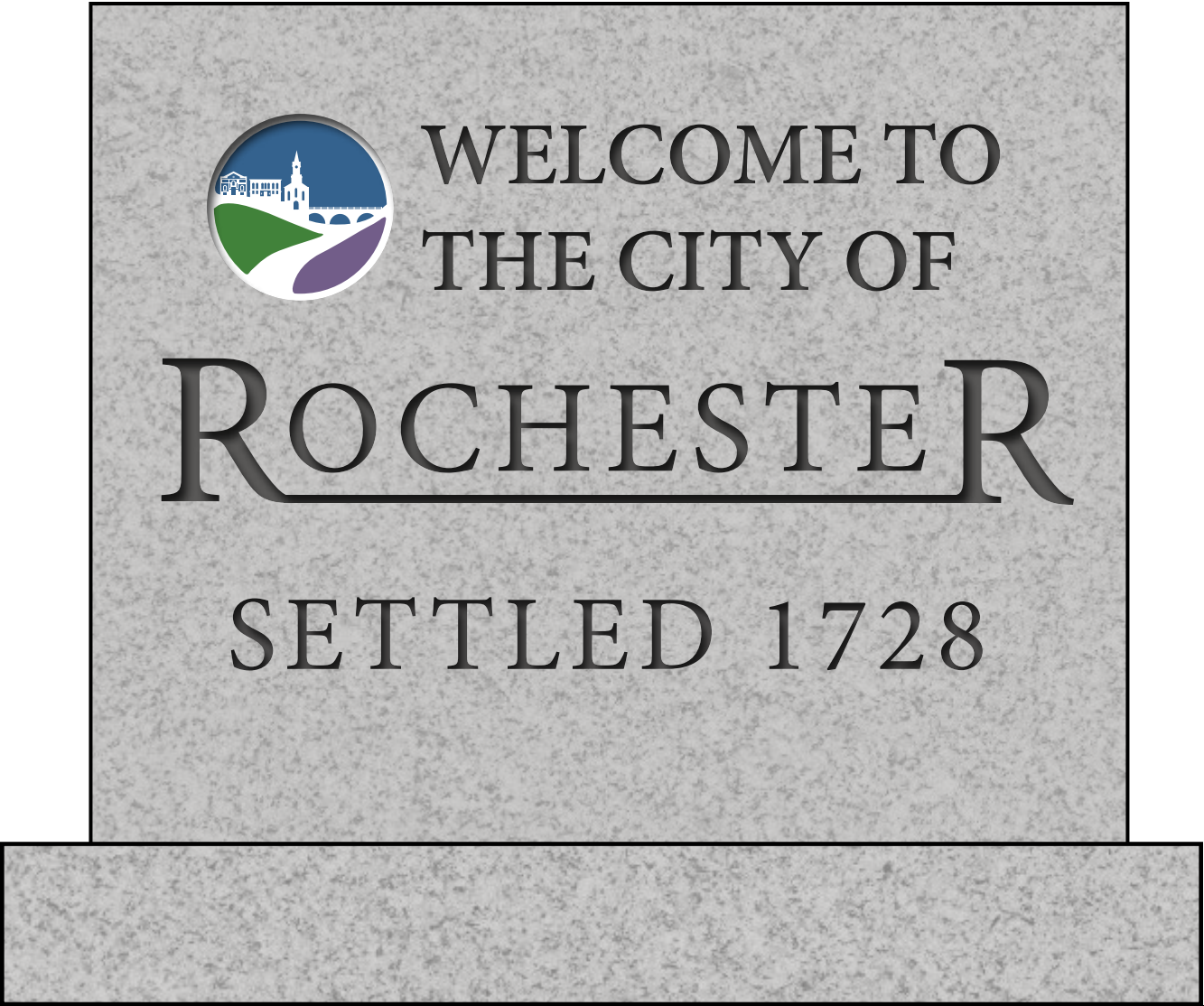
**Design** | Rochester Gateway Sign



Gateway Type C GC 00

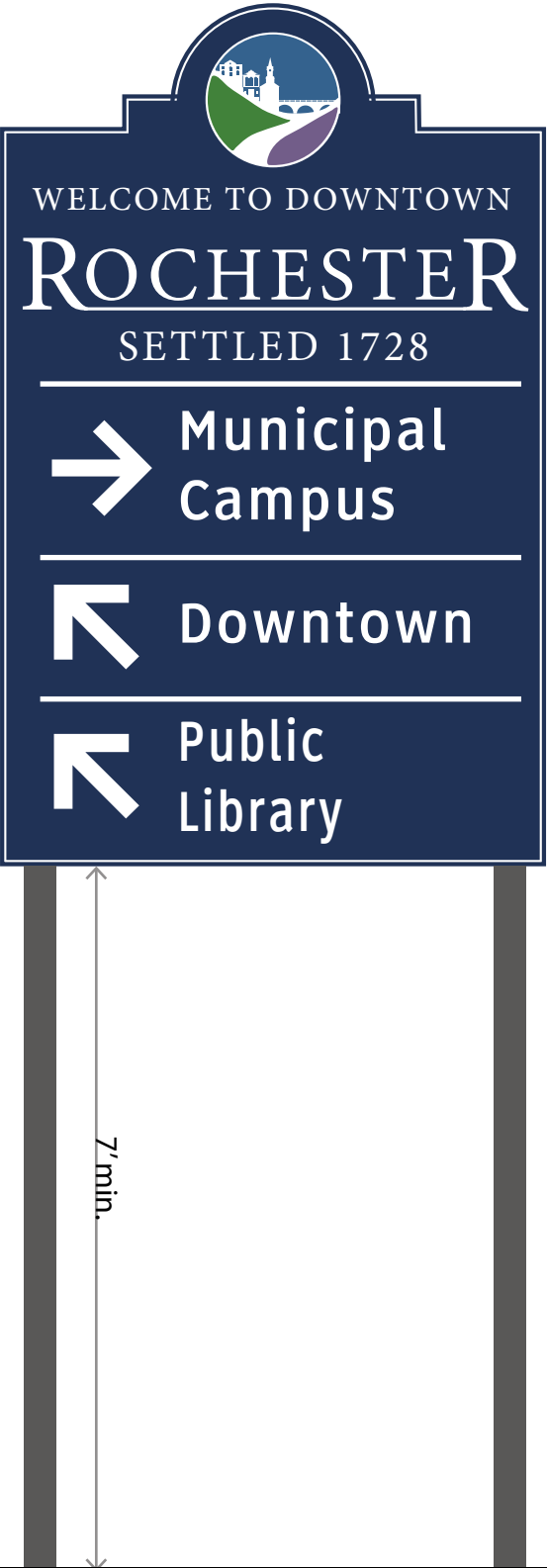
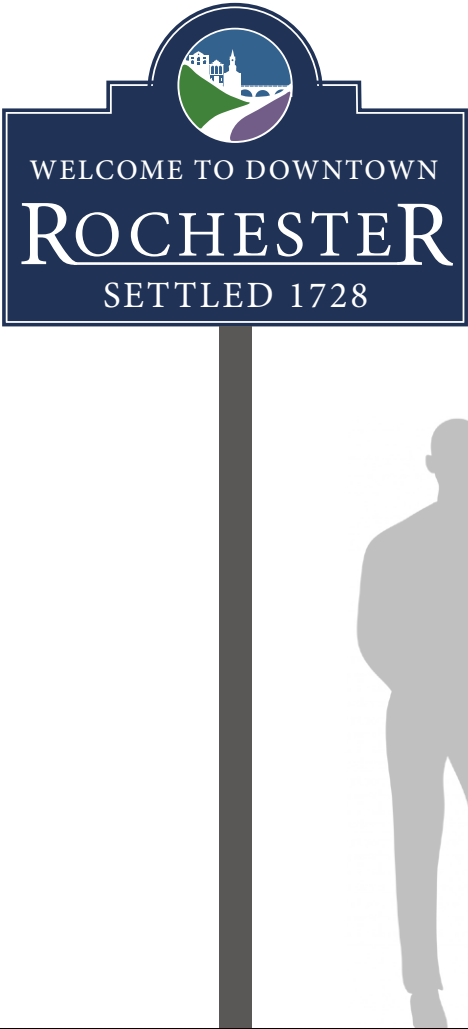


**Design** | Gateway Sign - Retrofit Existing Granite Slab





Design | Downtown Gateway Signs



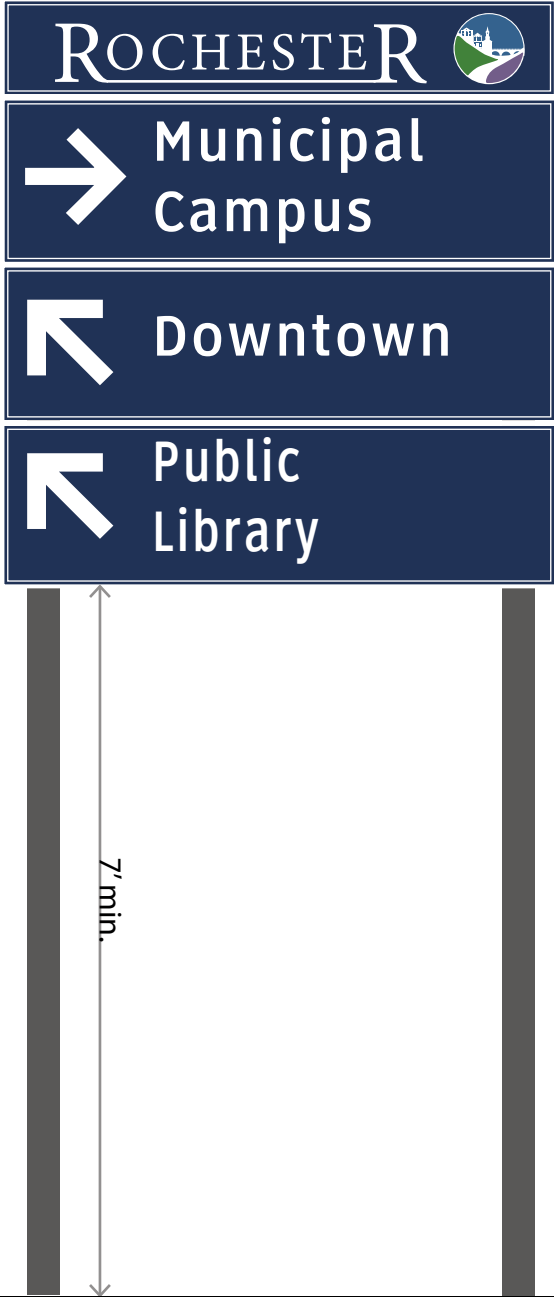


# Design | Vehicular Wayfinding Signs

**Purpose:**  
Vehicular directional signs guide motorists and pedestrians to general area destinations. They are used along major routes with high traffic volume areas. Min. text height of 4" per MUTCD standards

**Location:**  
At key sidewalks and intersections and traffic islands.

**Materials:**  
Sign Face: Painted metal sign with vinyl letters and digital painted graphics. Sign Posts: extruded metal system.



Parking Trail Blazer



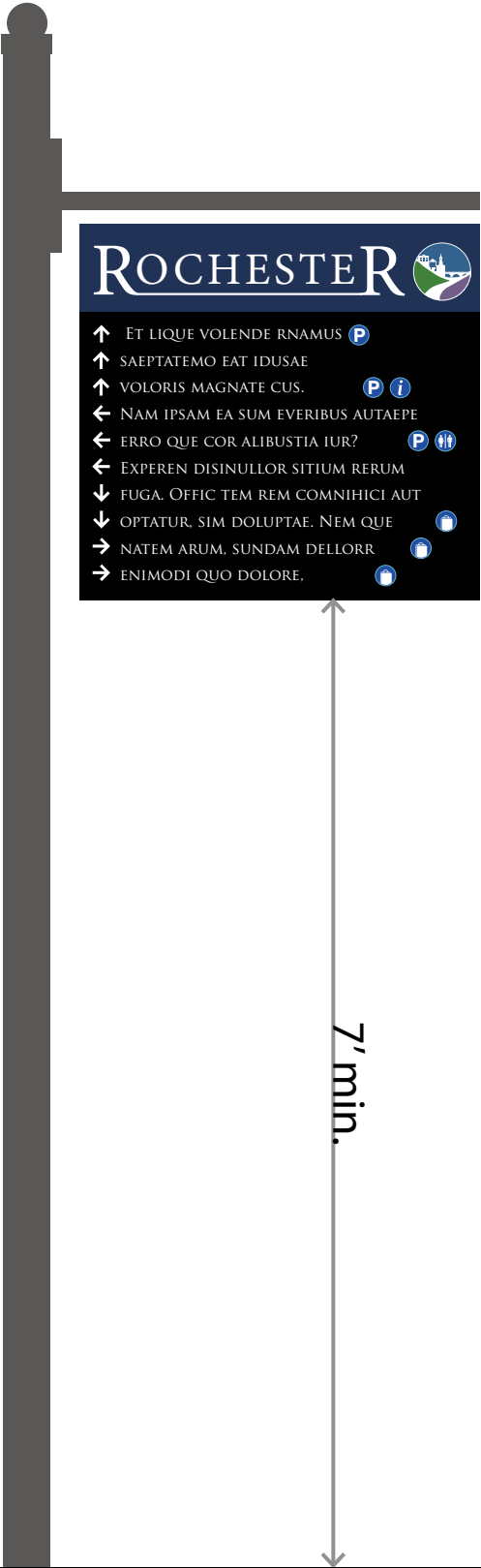
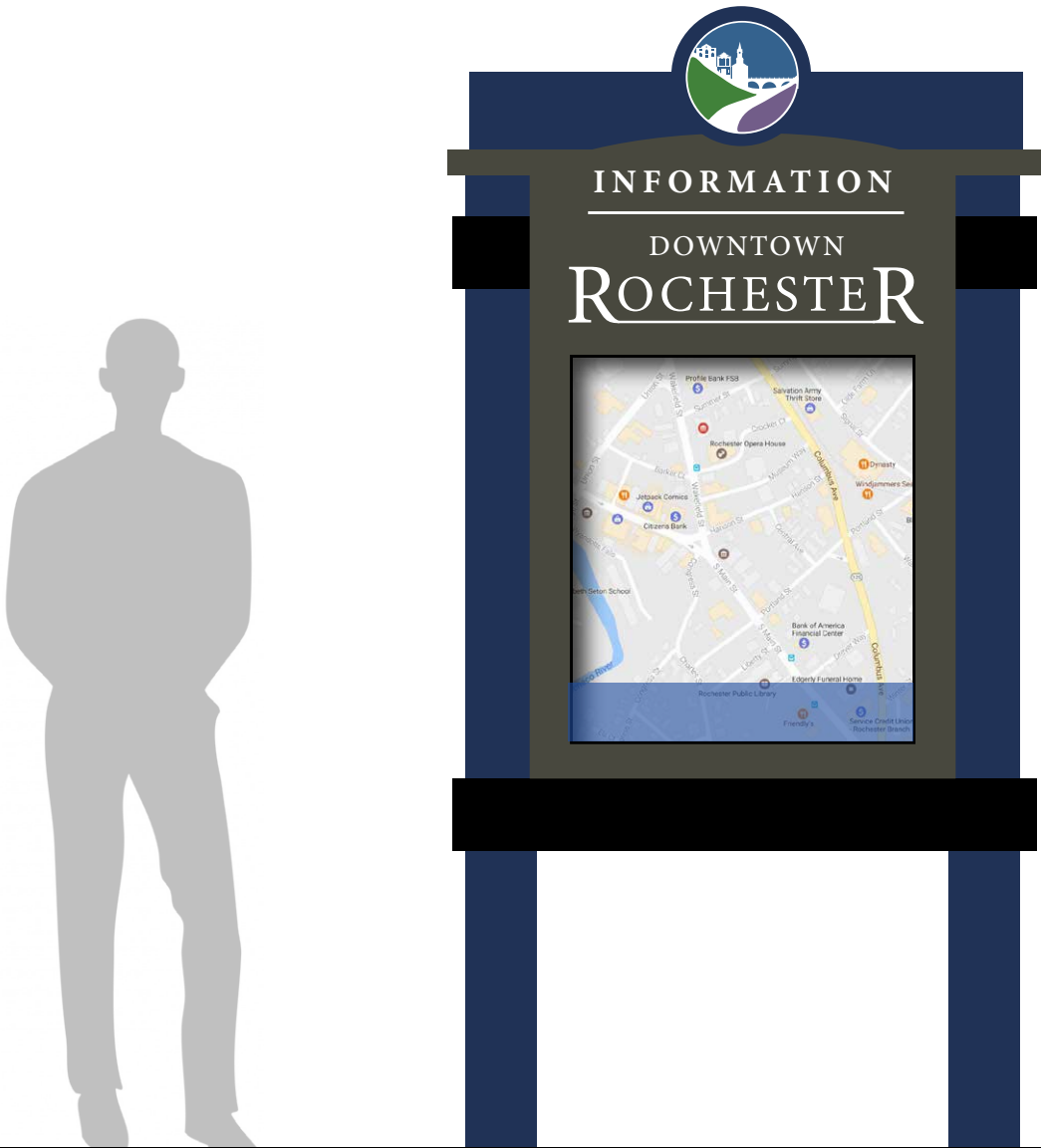
Scale: 1/2"=1'

# Design | Pedestrian Wayfinding Signs

**Purpose:**  
Pedestrian wayfinding signs provide orientation and guidance at key pedestrian areas. They reinforce district identity and create a uniform branding for the area.

**Location:**  
At key pedestrian sidewalk points, intersections, plazas, and parks

**Materials:**  
Sign Face: Painted metal sign with vinyl letters and digital painted graphics. Sign Posts: extruded metal system.





# Design | Destination Identification Signs

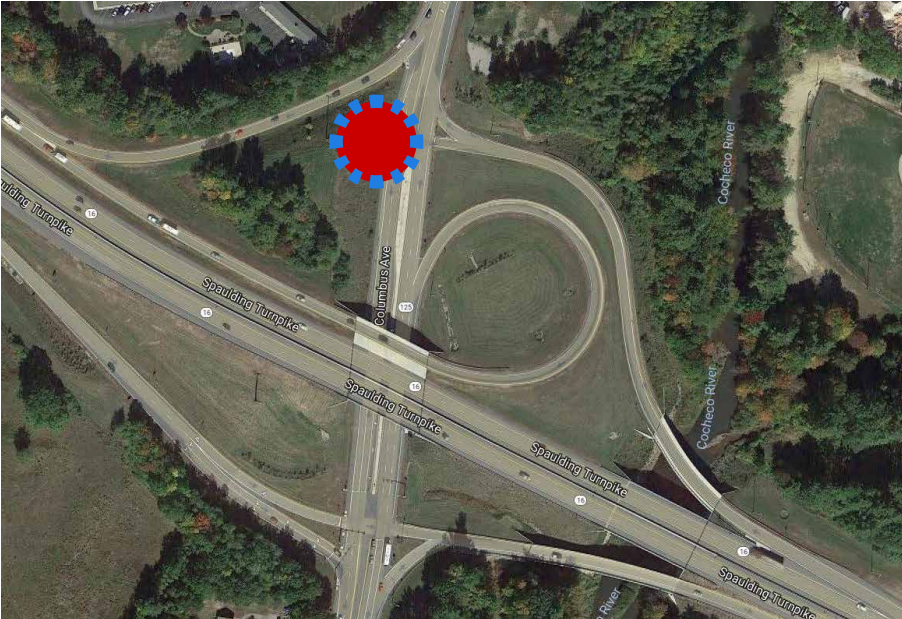
**Purpose:**  
Destination ID signs provide a uniform yet flexible branding for available town facilities and resources.

**Location:**  
Near entries of municipal and institutional buildings, park and recreation areas.

**Materials:**  
Sign Face: Painted metal sign with vinyl letters and digital painted graphics. Sign Posts: extruded metal system. Trail Sign Post: Granite

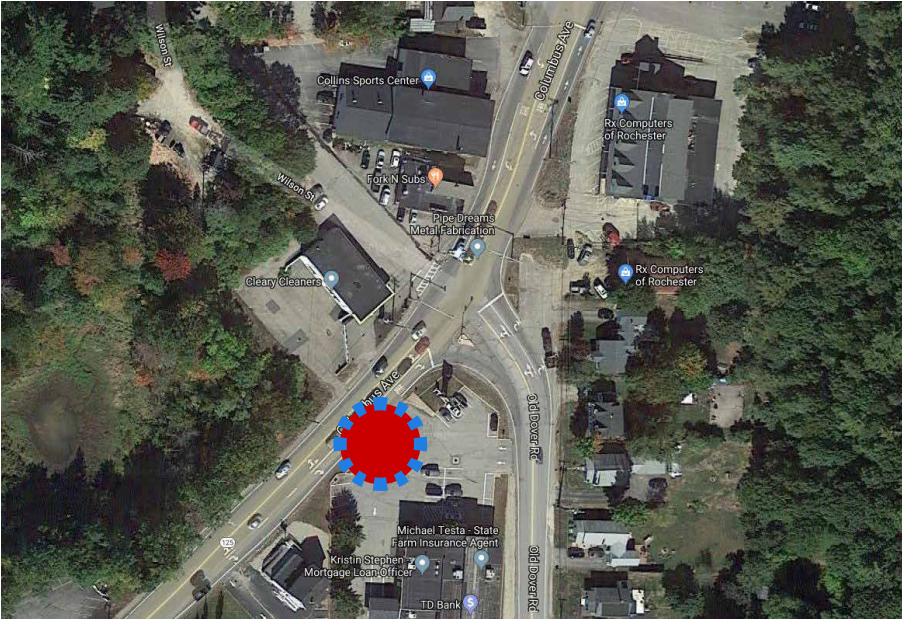


Project Example - View 1 - Gateway Vehicular Directional



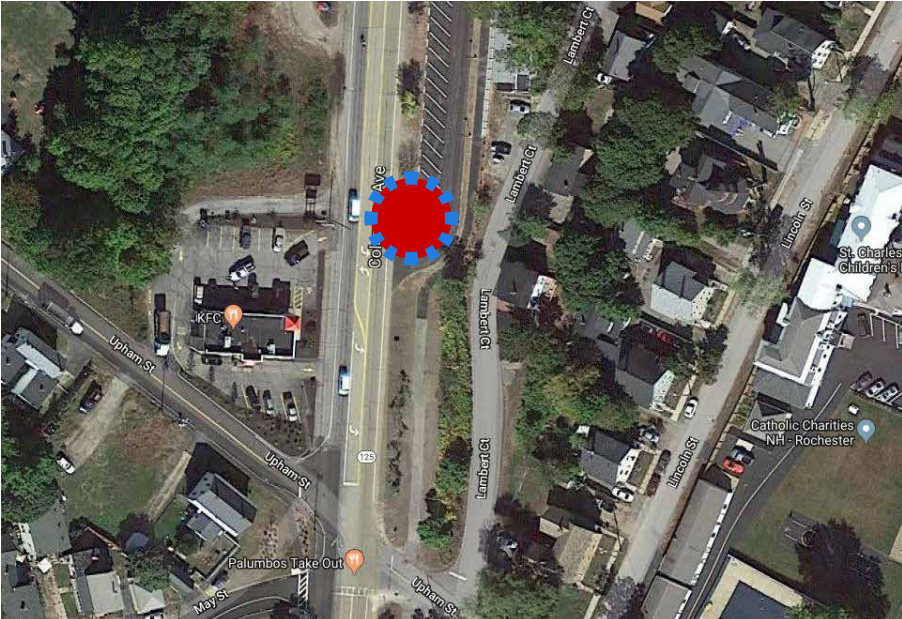


# Project Example - View 2 - Vehicular Directional



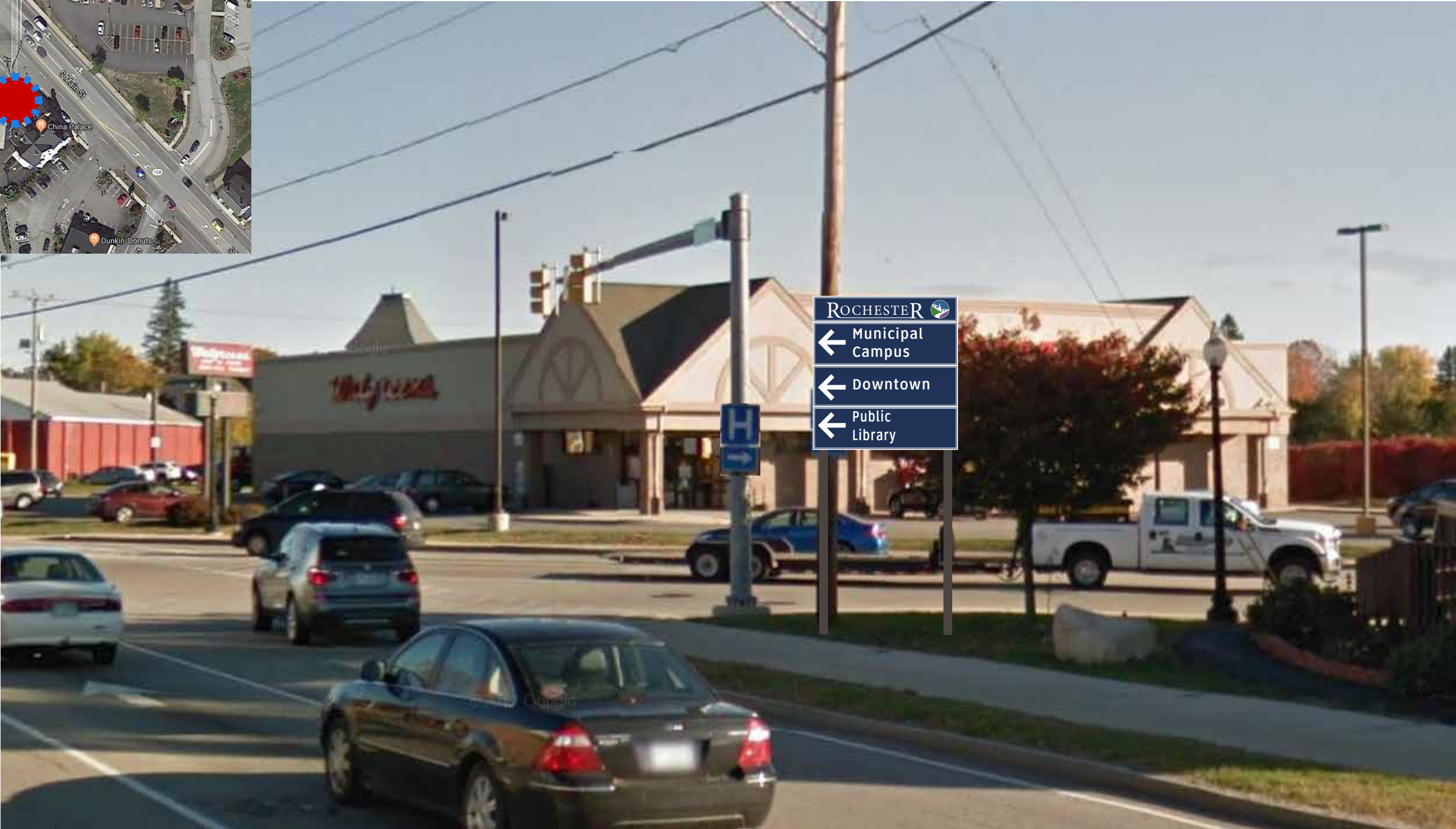
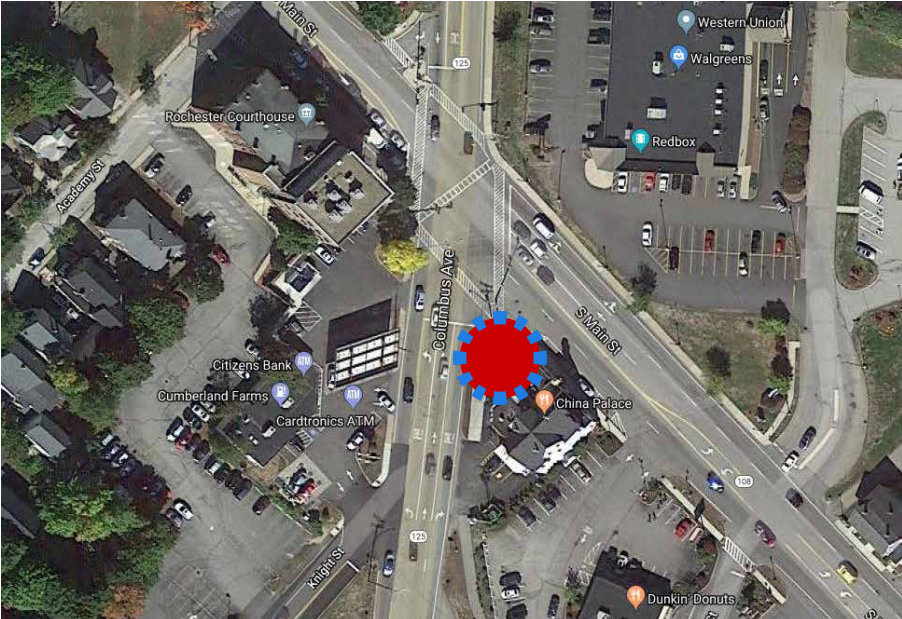


Project Example - View 3 - Parking ID



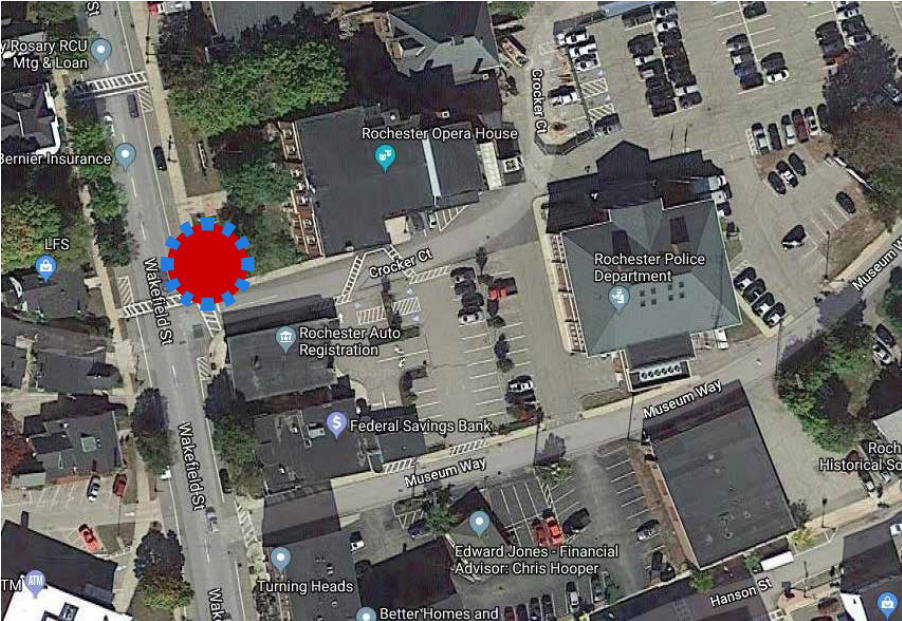


# Project Example - View 4 - Vehicular Directional



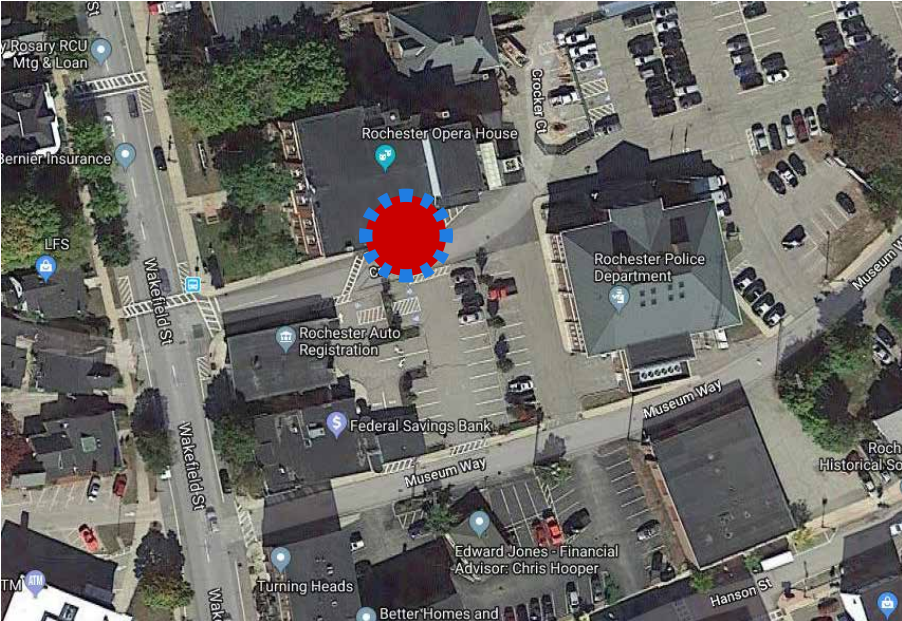


Project Example - View 5 - Destination ID



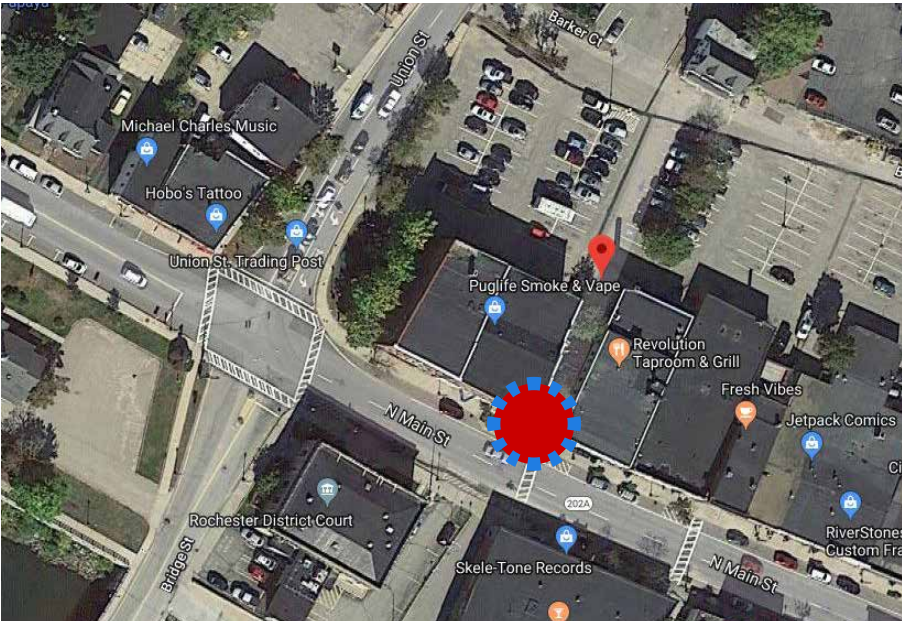


Project Example - View 6 - Informational Kiosk



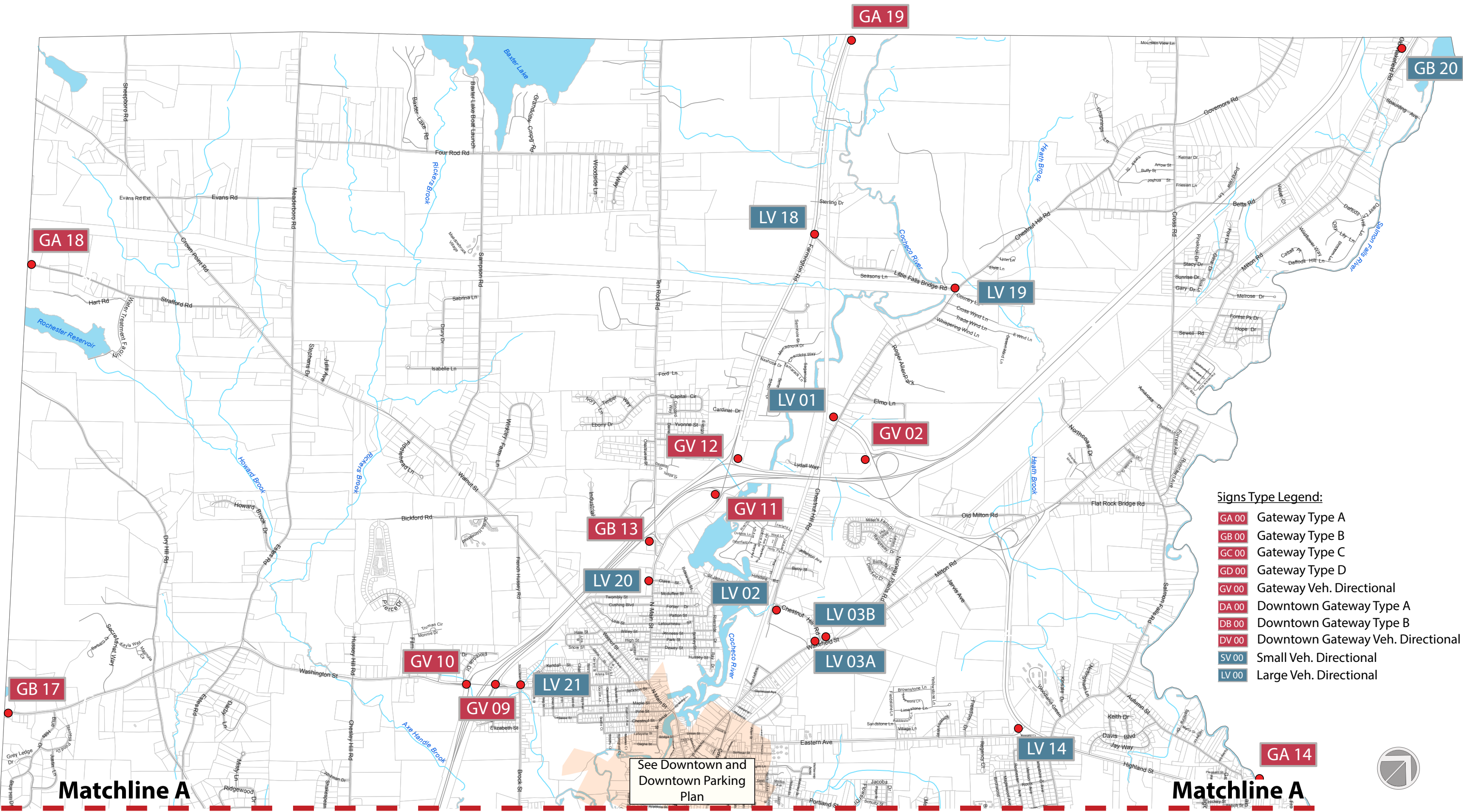


# Project Example - View 7 - Informational Kiosk

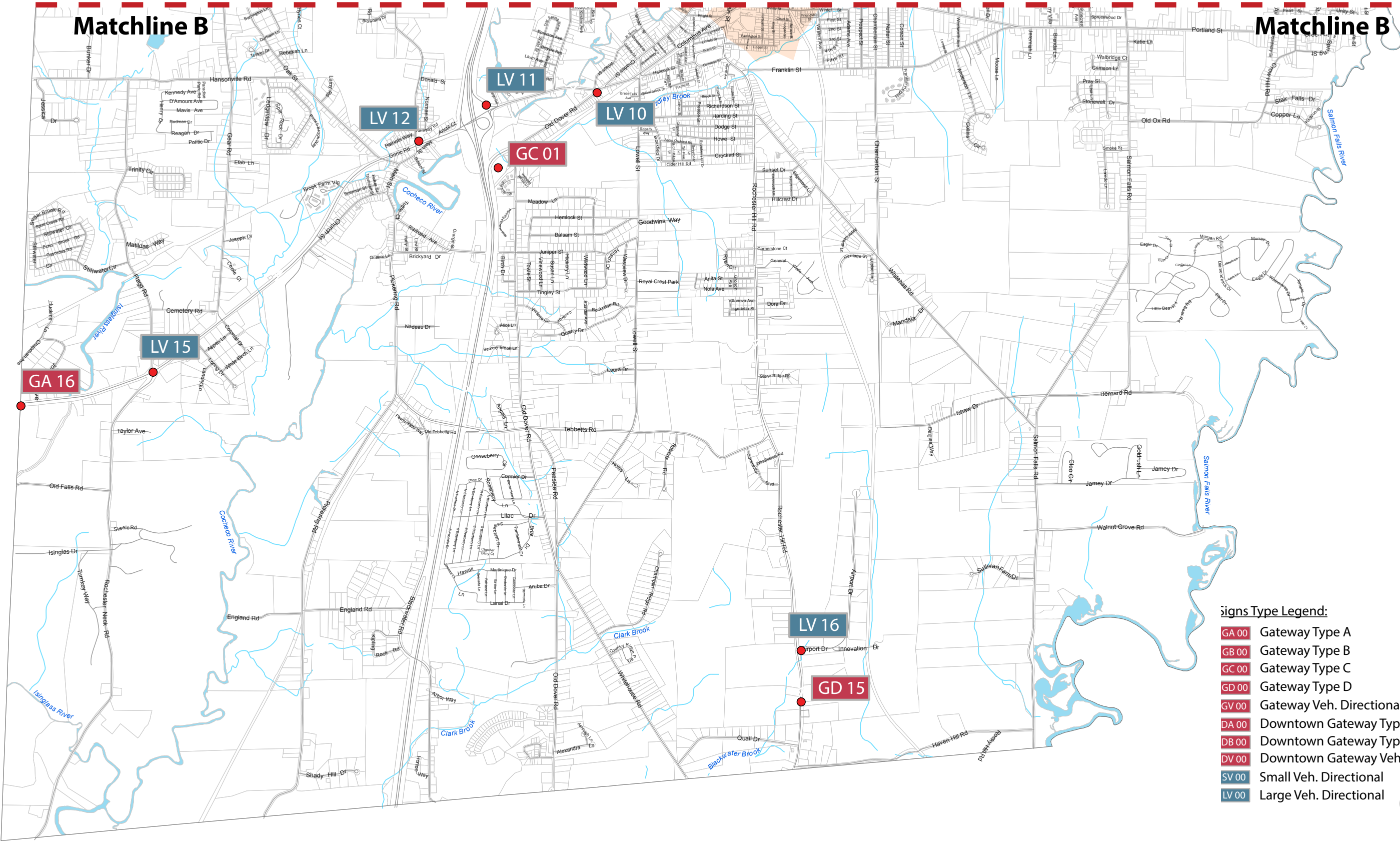




# Proposed Sign Location Plan - Overall 1

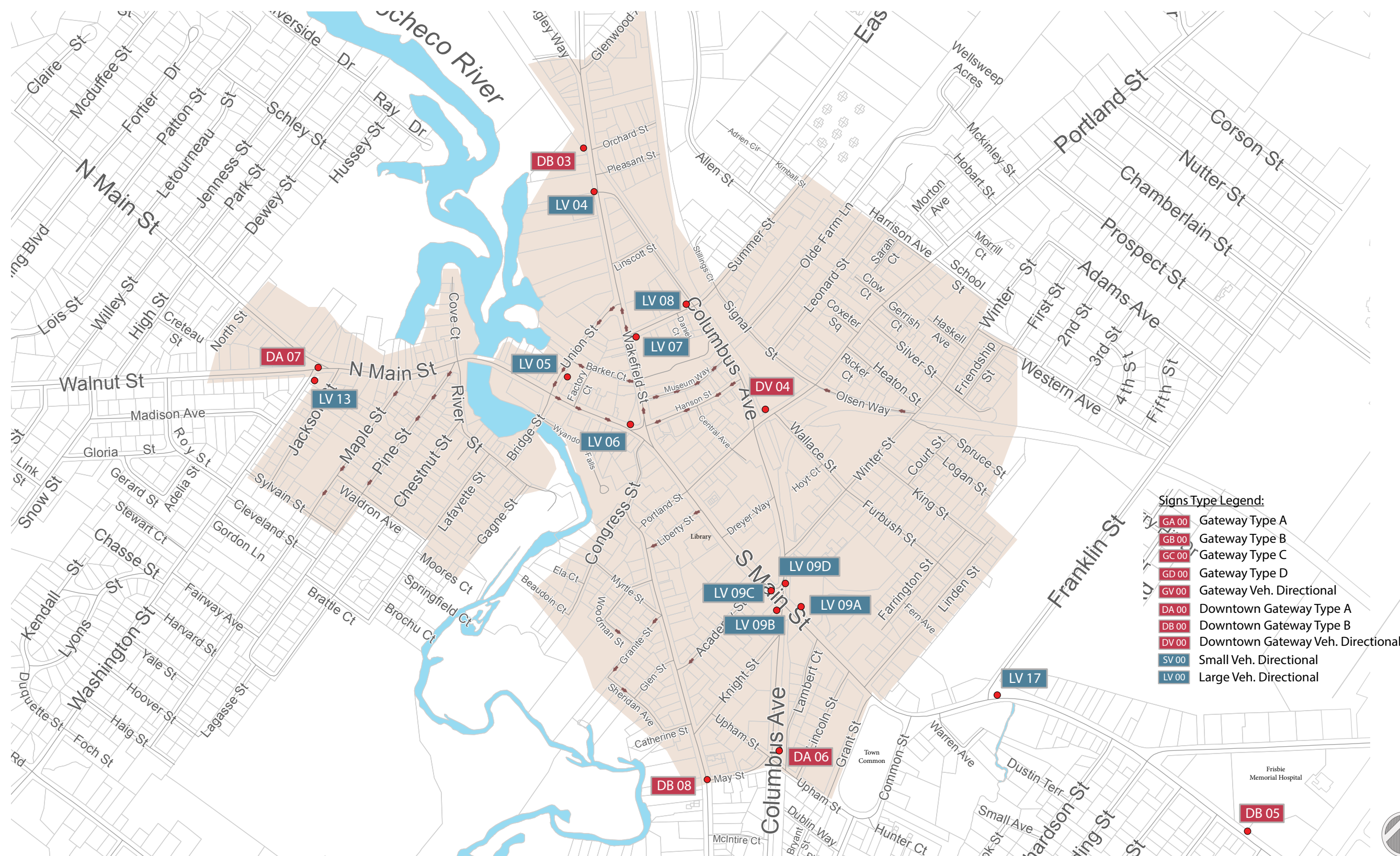


# Proposed Sign Location Plan - Overall 2



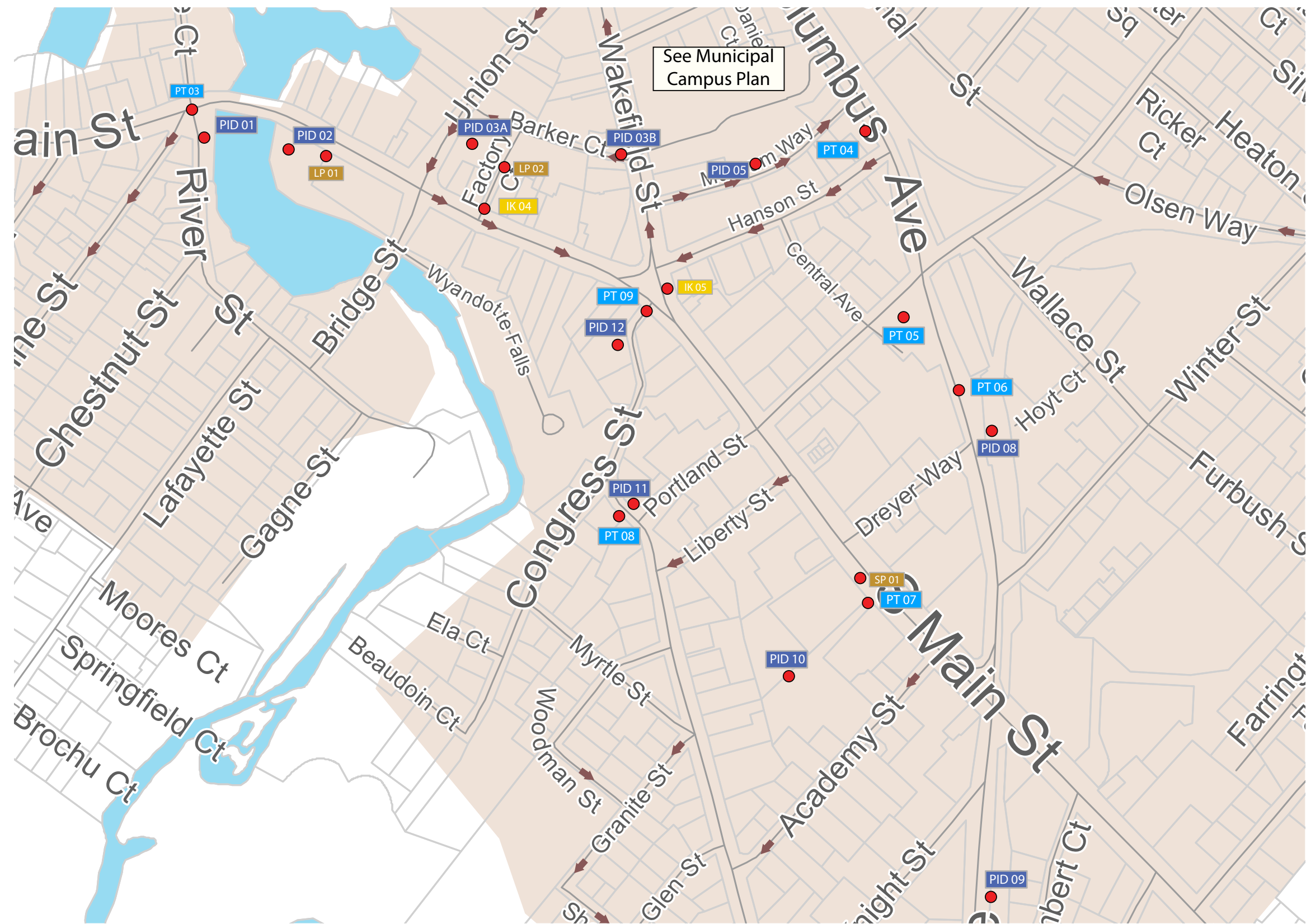


# Proposed Sign Location Plan - Downtown





# Proposed Sign Location Plan - Downtown Parking



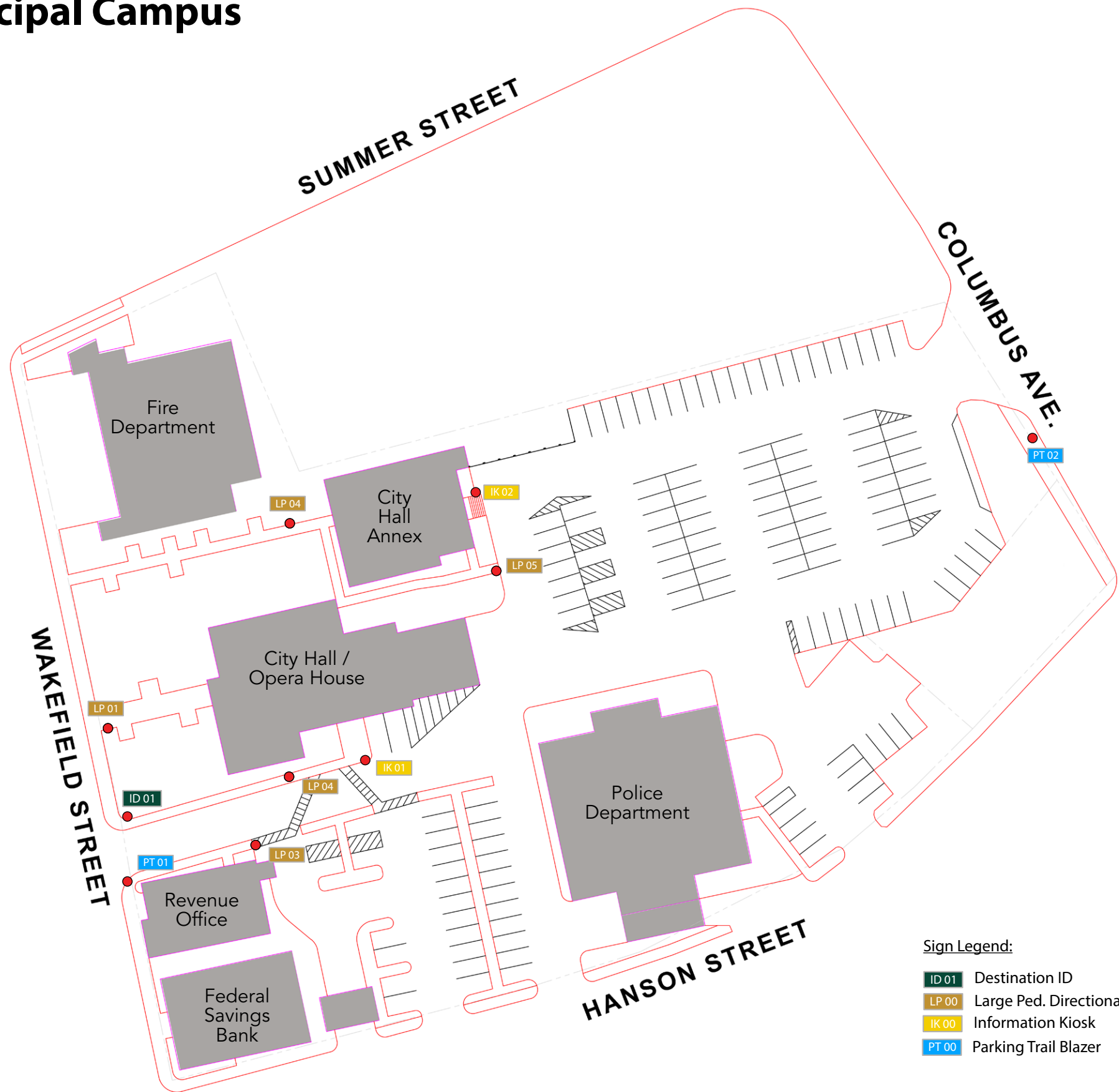
- Sign Legend:**
- PID 00 Parking ID
  - LP 00 Large Ped. Directional
  - IK 00 Information Kiosk
  - PT 00 Parking Trail Blazer

- Parking ID Schedule:**
- PID 01 - Duval Parking
  - PID 02 - Upper Mill Parking
  - PID 03 - Union Street Parking
  - PID 05 - Hanson Street Parking
  - PID 08 - Columbus Avenue North Parking
  - PID 09 - Columbus Avenue South Parking
  - PID 10 - Carnegie Parking
  - PID 11 - Charles Street Parking
  - PID 12 - Congress Street Parking





# Proposed Sign Location Plan - Municipal Campus



- Sign Legend:
- ID 01 Destination ID
  - LP 00 Large Ped. Directional
  - IK 00 Information Kiosk
  - PT 00 Parking Trail Blazer



# Gateway Sign Locations



GC 01



GV 02



DB 03



DV 04



DB 05



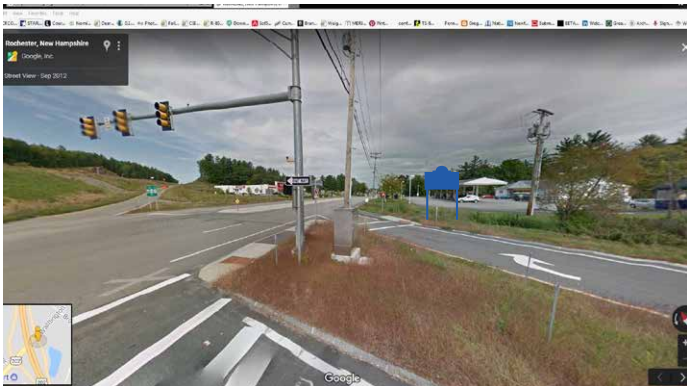
DA 06



DA 07



DB 08



GV 09



GV 10



GB 11



GB 12



# Gateway Sign Locations



GB 13



GA 14



GD 15



GA 16



GB 17



GA 18



GB 19



GB 20

Sign Location Legend:

- ✗ Remove and Stockpile
- ← Remove and Relocate
- ↻ Remove and Replace (Sign Panel Only)
- 🚧 Sign Location Symbols

Signs Type Legend:

- GA 00 Gateway Type A
- GB 00 Gateway Type B
- GC 00 Gateway Type C
- GD 00 Gateway Type D
- GV 00 Gateway Veh. Directional
- DA 00 Downtown Gateway Type A
- DB 00 Downtown Gateway Type B
- DV 00 Downtown Gateway Veh. Directional
- SV 00 Small Veh. Directional
- LV 00 Large Veh. Directional



## Vehicular Directional Sign Locations



LV 01



LV 02



LV 03



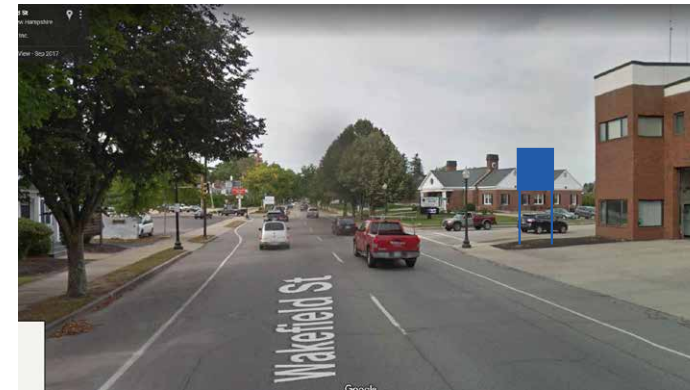
LV 04



LV 05



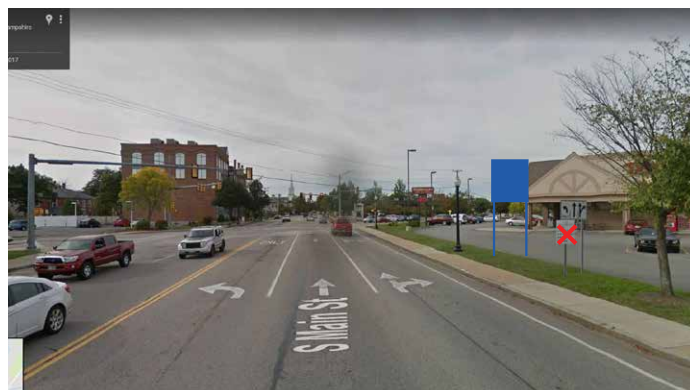
LV 06



LV 07



LV 08



LV 09



LV 10



LV 11



LV 12



# Vehicular Directional Sign Locations



LV 13



LV 14



LV 15



LV 16



LV 17



LV 18



LV 19



LV 20



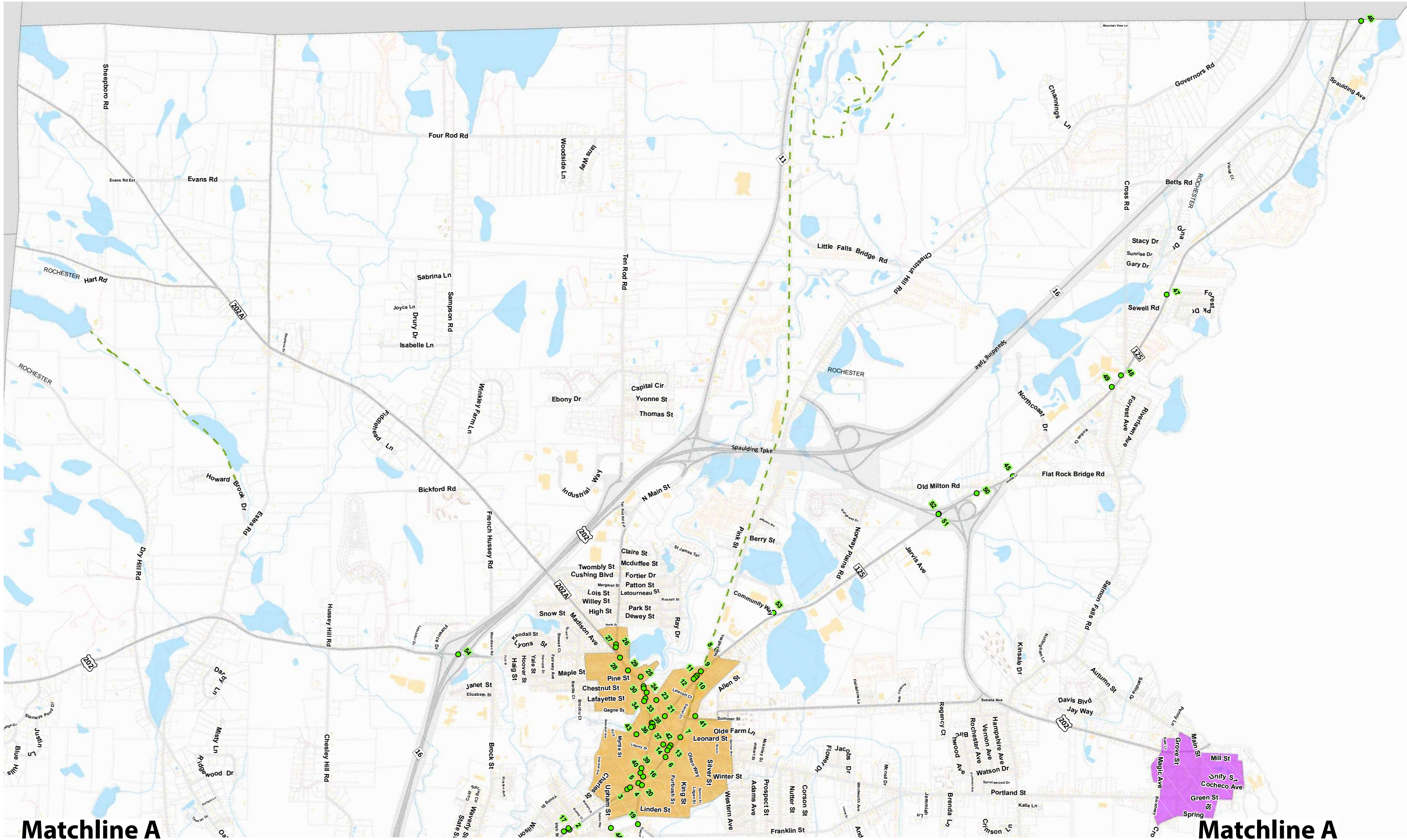
LV 21

- Sign Location Legend:**
- ✖ Remove and Stockpile
  - ← Remove and Relocate
  - ↺ Remove and Replace (Sign Panel Only)
  - 📍 Sign Location Symbols

- Signs Type Legend:**
- GA 00 Gateway Type A
  - GB 00 Gateway Type B
  - GC 00 Gateway Type C
  - GD 00 Gateway Type D
  - GV 00 Gateway Veh. Directional
  - DA 00 Downtown Gateway Type A
  - DB 00 Downtown Gateway Type B
  - DV 00 Downtown Gateway Veh. Directional
  - SV 00 Small Veh. Directional
  - LV 00 Large Veh. Directional

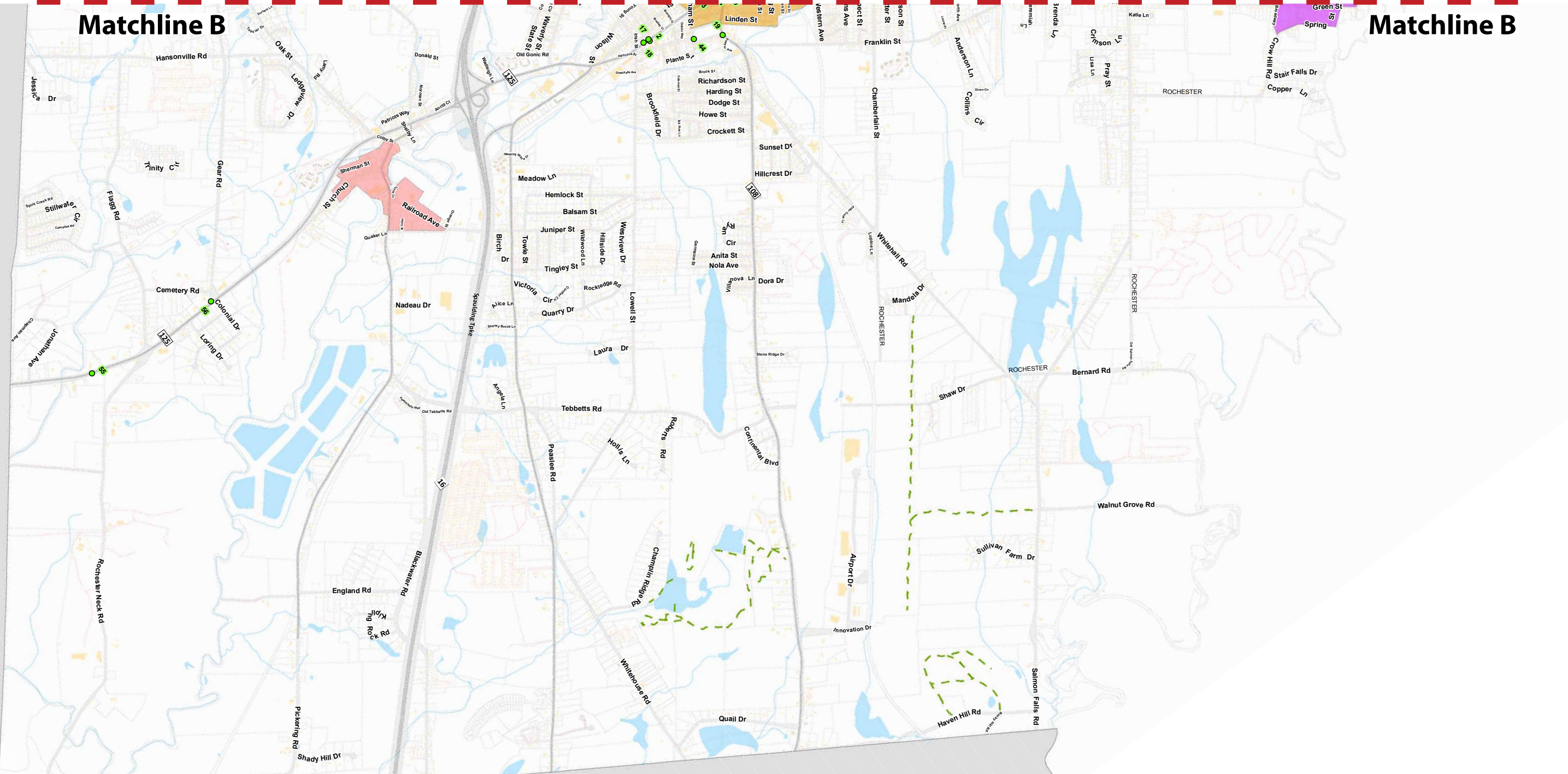


# Existing Guide Sign Location Plan - Overall 1





# Existing Guide Sign Location Plan - Overall 2





# Existing Guide Sign Location Plan - Downtown





Existing Guide Sign Locations





Existing Guide Sign Locations





Existing Guide Sign Locations





# Existing Guide Sign Inventory Matrix

OBJECTID *	SHAPE *	Inspector	InspectionDate	InspectionTime	NumberofSignsOnPost	SignLabel	SignType	WayFindingClass	WayFindingTypePickList	SignColor	SignMaterial	SignCondition	Notes	StreetName	Village
2	Point	JM	5/17/2017	10:47:17 AM	1	Welcome to a Main Street Community	Guide Sign	Informational	Destination	Green	Engineering Grade	Good	0	COLUMBUS AVENUE	Downtown Rochester
3	Point	JM	5/17/2017	10:58:51 AM	1	North 125 South 108	Guide Sign	Directional	Transit Nodes	White	DG Prismatic	Good	0	COLUMBUS AVENUE	Downtown Rochester
4	Point	JM	5/17/2017	11:03:34 AM	1	Rochester Main Street	Guide Sign	Directional	Destination	White	Engineering Grade	Good	0	COLUMBUS AVENUE	Downtown Rochester
5	Point	JM	5/17/2017	11:06:24 AM	1	H	Guide Sign	Directional	Hospitals	Blue	HI Prismatic	Good	0	COLUMBUS AVENUE	Downtown Rochester
6	Point	JM	5/17/2017	11:10:58 AM	1	Parking	Guide Sign	Regulatory	Municipal Facilities	White	Engineering Grade	Good	0	COLUMBUS AVENUE	Downtown Rochester
7	Point	JM	5/17/2017	11:24:12 AM	2	Rochester Historical Society & Museum	Guide Sign	Directional	Historical	Brown	Engineering Grade	Good	0	COLUMBUS AVENUE	Downtown Rochester
8	Point	JM	5/17/2017	11:34:35 AM	1	Hanson Park Public Pool & Playground	Guide Sign	Identification	Parks & Rec	Brown	<Null>	Good	0	DOMINICUS COURT	Downtown Rochester
9	Point	JM	5/17/2017	11:48:19 AM	2	Down Town	Guide Sign	Directional	Destination	Green	DG Prismatic	Good	0	WAKEFILED STREET	Downtown Rochester
10	Point	JM	5/17/2017	11:50:11 AM	1	Rochester Main Street	Guide Sign	Directional	Destination	White	Engineering Grade	Good	0	WAKEFIELD STREET	Downtown Rochester
11	Point	JM	5/17/2017	11:54:09 AM	1	H	Guide Sign	Directional	Hospitals	Blue	HI Prismatic	Good	0	WAKEFIELD STREET	Downtown Rochester
12	Point	JM	5/17/2017	11:55:37 AM	1	H	Guide Sign	Directional	Hospitals	Blue	DG Prismatic	Good	0	WAKEFIELD STREET	Downtown Rochester
13	Point	JM	5/17/2017	12:02:05 PM	1	H	Guide Sign	Directional	Hospitals	Blue	DG Prismatic	Good	0	COLUMBUS AVENUE	Downtown Rochester
14	Point	JM	5/17/2017	12:04:20 PM	1	H	Guide Sign	Directional	Hospitals	Blue	DG Prismatic	Good	0	COLUMBUS AVE	Downtown Rochester
15	Point	JM	5/17/2017	12:05:02 PM	1	Parking	Guide Sign	Directional	Destination	White	Engineering Grade	Good	0	COLUMBUS AVENUE	Downtown Rochester
16	Point	JM	5/17/2017	12:09:02 PM	2	South 108 125	Guide Sign	Directional	Transit Nodes	Green	HI Prismatic	Good	0	COLUMBUS AVENUE	Downtown Rochester
17	Point	JM	5/17/2017	12:17:03 PM	1	St. Mary Roman Catholic Church	Guide Sign	Directional	Destination	Blue	Engineering Grade	Good	0	COLUMBUS AVE	Downtown Rochester
18	Point	JM	5/17/2017	12:19:29 PM	1	125	Guide Sign	Regulatory	Transit Nodes	Green	DG Prismatic	Good	0	COLUMBUS AVE	Downtown Rochester
19	Point	JM	5/17/2017	12:25:50 PM	1	H	Guide Sign	Directional	Hospitals	Blue	DG Prismatic	Good	0	SOUTH MAIN STREET	Downtown Rochester
20	Point	JM	5/17/2017	12:31:42 PM	1	Rochester Main Street	Guide Sign	Directional	Municipal Facilities	White	Engineering Grade	Good	0	SOUTH MAIN STREET	Downtown Rochester
21	Point	JM	5/17/2017	12:40:18 PM	1	Rochester Main Street	Guide Sign	Directional	Municipal Facilities	White	Engineering Grade	Good	0	WAKEFIELD STREET	Downtown Rochester
23	Point	JM	5/17/2017	12:50:44 PM	2	Parking	Guide Sign	Regulatory	Destination	White	Engineering Grade	Good	0	UNION STREET	Downtown Rochester
24	Point	JM	5/17/2017	12:55:05 PM	1	Parking	Guide Sign	Directional	Destination	White	Engineering Grade	Good	0	NORTH MAIN STREET	Downtown Rochester
25	Point	JM	5/17/2017	12:59:21 PM	2	Parking	Guide Sign	Directional	Destination	White	Engineering Grade	Good	0	NORTH MAIN STREET	Downtown Rochester
26	Point	JM	5/17/2017	1:31:09 PM	1	H	Guide Sign	Directional	Hospitals	Blue	HI Prismatic	Good	0	NORTH MAIN STREET	Downtown Rochester
27	Point	JM	5/17/2017	1:31:59 PM	1	Airport	Guide Sign	Directional	Destination	Green	Engineering Grade	Good	0	NORTH MAIN STREET	Downtown Rochester
28	Point	JM	5/17/2017	1:45:44 PM	1	H	Guide Sign	Directional	Hospitals	Blue	HI Prismatic	Good	0	NORTH MAIN STREET	Downtown Rochester
29	Point	JM	5/17/2017	1:49:00 PM	1	Rochester Main Street	Guide Sign	Directional	Municipal Facilities	White	Engineering Grade	Good	0	NORTH MAIN STREET	Downtown Rochester
30	Point	JM	5/17/2017	1:51:59 PM	1	Parking	Guide Sign	Regulatory	Destination	White	Engineering Grade	Good	0	NORTH MAIN STREET	Downtown Rochester
31	Point	JM	5/17/2017	1:52:58 PM	1	Rochester Main Street	Guide Sign	Directional	Municipal Facilities	White	Engineering Grade	Good	0	NORTH MAIN STREET	Downtown Rochester
33	Point	JM	5/17/2017	1:55:40 PM	1	H	Guide Sign	Directional	Hospitals	Blue	DG Prismatic	Good	0	SOUTH MAIN STREET	Downtown Rochester
34	Point	JM	5/17/2017	1:58:12 PM	1	202	Guide Sign	Directional	Transit Nodes	Green	DG Prismatic	Good	0	BRIDGE STREET	Downtown Rochester
35	Point	JM	5/17/2017	2:04:34 PM	1	Parking	Guide Sign	Directional	Destination	White	Engineering Grade	Good	0	NORTH MAIN STREET	Downtown Rochester
36	Point	JM	5/17/2017	2:05:19 PM	1	Rochester Main Street	Guide Sign	Directional	Municipal Facilities	White	Engineering Grade	Good	0	NORTH MAIN STREET	Downtown Rochester
37	Point	JM	5/17/2017	2:06:16 PM	1	H	Guide Sign	Directional	Hospitals	Blue	Engineering Grade	Good	0	SOUTH MAIN STREET	Downtown Rochester
38	Point	JM	5/17/2017	2:08:18 PM	1	Parking	Guide Sign	Directional	Destination	White	Engineering Grade	Good	0	NORTH MAIN STREET	Downtown Rochester
39	Point	JM	5/17/2017	2:26:52 PM	1	Airport	Guide Sign	Directional	Destination	Green	Engineering Grade	Good	0	SOUTH MAIN STREET	Downtown Rochester
40	Point	JM	5/17/2017	2:27:32 PM	1	125 108	Guide Sign	Directional	Transit Nodes	Green	DG Prismatic	Good	0	SOUTH MAIN STREET	Downtown Rochester
41	Point	JM	5/17/2017	3:08:11 PM	1	Rochester Downtown	Guide Sign	Directional	Destination	White	Engineering Grade	Good	0	SUMMER STREET	Downtown Rochester
42	Point	JM	5/17/2017	3:20:49 PM	1	Rochester Main Street Downtown	Guide Sign	Directional	Destination	White	Engineering Grade	Good	0	PORTALND STREET	Downtown Rochester
43	Point	JM	5/17/2017	3:41:38 PM	1	Parking	Guide Sign	Directional	Destination	White	Engineering Grade	Good	0	CONGRESS STREET	Downtown Rochester
44	Point	JM	5/17/2017	3:51:35 PM	1	H	Guide Sign	Directional	Hospitals	Blue	HI Prismatic	Good	0	UPHAM STREET	Downtown Rochester
45	Point	JM	5/31/2017	10:51:48 AM	1	Camper Symbol	Guide Sign	Directional	Parks & Rec	Blue	Engineering Grade	Good	0	MILTON ROAD	Other
46	Point	JM	5/31/2017	11:01:08 AM	2	H	Guide Sign	Directional	Hospitals	Blue	HI Prismatic	Good	0	MILTON ROAD	Other
47	Point	JM	5/31/2017	11:16:22 AM	1	Rochester Centennial	Guide Sign	Informational	Memorials	White	Engineering Grade	Good	0	MILTON ROAD	Other
48	Point	JM	5/31/2017	11:20:19 AM	1	Econimic Revitalization Zone	Guide Sign	Informational	Destination	White	Engineering Grade	Good	0	MILTON ROAD	Other
49	Point	JM	5/31/2017	11:21:55 AM	2	H	Guide Sign	Directional	Hospitals	Blue	DG Prismatic	Good	Enginee	MILTON ROAD	Other
50	Point	JM	5/31/2017	11:26:47 AM	1	Economic Revilalization Zone	Guide Sign	Informational	Destination	White	Engineering Grade	Good	0	MILTON ROAD	Other
51	Point	JM	5/31/2017	11:31:07 AM	2	Masons	Guide Sign	Informational	Destination	Blue	Engineering Grade	Good	Enginee	MILTON ROAD	Other
52	Point	JM	5/31/2017	11:32:46 AM	2	H	Guide Sign	Directional	Hospitals	Blue	DG Prismatic	Good	Enginee	MILTON ROAD	Other
53	Point	JM	5/31/2017	11:39:46 AM	1	Welcome to a New Hampshire Main Street Comr	Guide Sign	Informational	Destination	Blue	Engineering Grade	Good	0	WAKEFIELD STREET	Other
54	Point	JM	5/31/2017	1:13:24 PM	1	Rochester Downtown	Guide Sign	Directional	Destination	Green	HI Prismatic	Good	0	WASHINGTON STREET	Other
55	Point	JM	5/31/2017	2:07:05 PM	1	Mount Isinglas Recreation Park	Guide Sign	Directional	Parks & Rec	Blue	Engineering Grade	Good	0	GONIC ROAD	Other
56	Point	JM	5/31/2017	2:11:09 PM	1	Mount Isinglas Recreation Park	Guide Sign	Directional	Parks & Rec	Blue	Engineering Grade	Good	0	GONIC ROAD	Other



# Sign Costs Per Type

Rochester Wayfinding Master Plan		
Preliminary Cost Estimate		
Name	Sign Type	Sign Cost
GA	Gateway Type A	\$8,500
GB	Gateway Type B	\$6,500
GC	Gateway Type C	\$30,000
GD	Gateway Type D (Granite)	\$25,000
GV	Gateway Vehicle Directional	\$9,200
DA	Downtown Gateway Type A	\$8,500
DB	Downtown Gateway Type B	\$6,500
DV	Downtown Gateway Vehicular Parking	\$9,200
LV	Large Vehicle Directional	\$7,000
SV	Small Vehicle Directional	\$5,000
PID	Parking ID	\$3,500
PID	Parking Trail Blazer	\$1,450
LP	Large Pedestrian Directional	\$5,900
LV	Small Pedestrian Directional	\$4,500
IK	Informational Kiosk	\$13,500
ID	Destination ID	\$3,000



# Phasing Schedule

Phase	Starting Location	Ending Location	Cost	Notes
1	City Hall Campus		\$ 78,100	
2	Parking Lots and Informational Kiosks		\$ 92,050	
3	Exit 12 South	Intersection of Columbus and South Main	\$ 40,200	
4	Rochester Neck Road	Route 125 and Main Street	\$ 33,900	
5	Route 11 - start on Farmington border	Lipper Mill Parking Lot (across from Lilac Grille)	\$ 68,500	\$22,500 TIF eligible, does not include Strafford Square.
6	Route 108 - start at Somersworth border	Intersection of Portland and South Main	\$ 41,500	
7	Route 125 North - start at Milton border	Corner of Wakefield and Union	\$ 43,000	
8	Washington Street - start at Barrington border	Brock and Washington Street	\$ 22,500	Does not include Strafford Square.