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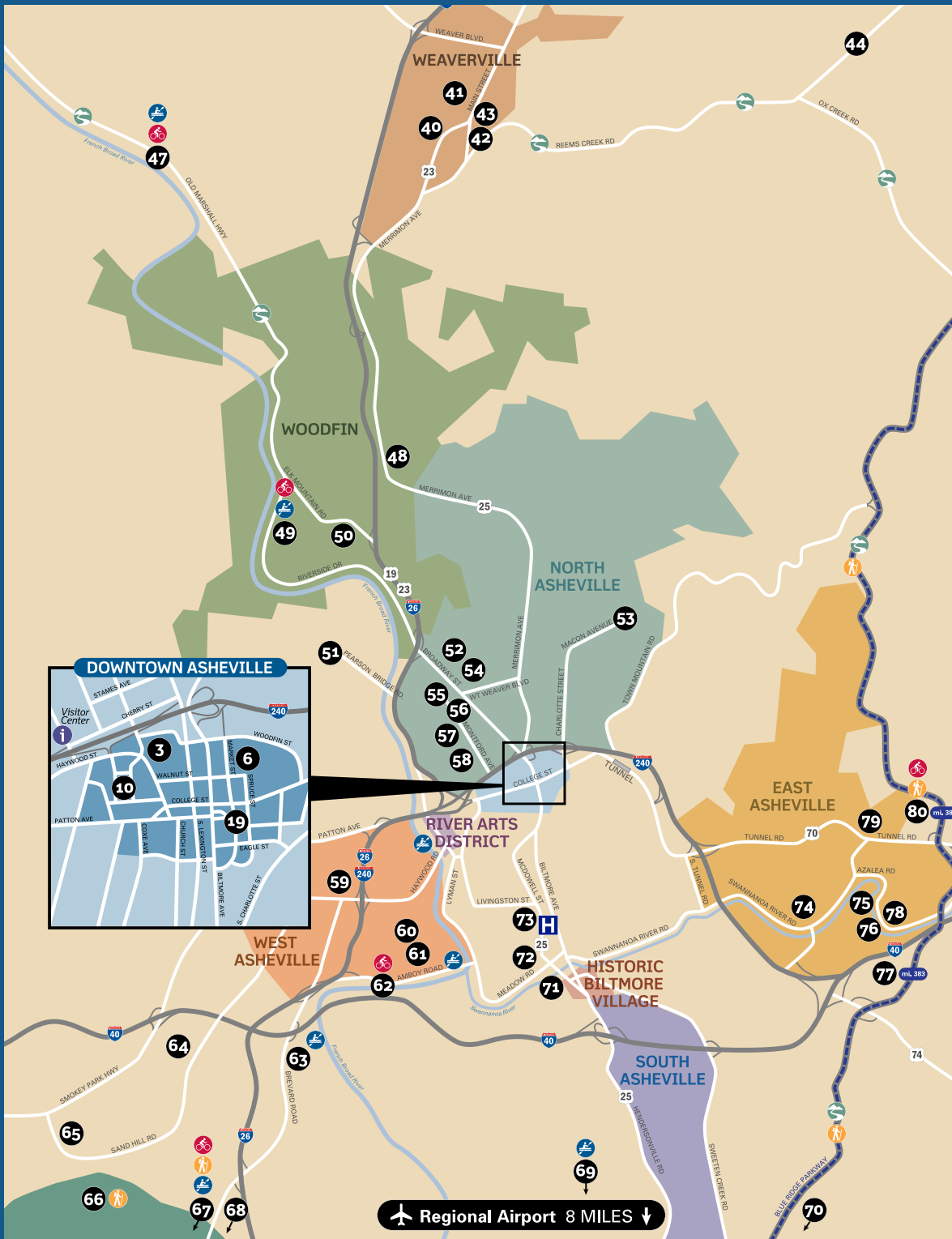
ASHEVILLE

Explore Asheville Regional Wayfinding Maintenance Manual

March 03, 2025

Table of Contents

INTRODUCTION	5
ADMINISTRATION	13
Introduction	15
Requests	16
Points of Interest	21
Criteria for Inclusion	24
Wayfinding Elements	30
Sign Type Selection Process	32
Sign Types Catalog - Asheville	34
Sign Types Catalog - Regional	39
Sign Types Catalog - River Arts District	40
MAINTENANCE AND MANAGEMENT	43
Introduction	45
Maintenance Chart	46
Maintenance Flow Chart	47
Maintenance Guide	48
Maintenance Matrix	50
GRAPHIC STANDARDS	55
Typography & Color	56
Graphic Elements	57
Asheville Finials	58
Inspiring Quotes	60
Interpretive Kiosk Planning	65
Kiosk Information	66
APPENDIX	
Design Intent	
* Separate Document TBD	



ASHEVILLE REGIONAL ORIENTATION MAP

This map highlights Asheville's key areas: Downtown, Biltmore Village, West Asheville, and North Asheville.

Introduction

INTRO | ADMINISTRATION | MAINTENANCE & MANAGEMENT | GRAPHIC STANDARDS

EXPLORE ASHEVILLE WAYFINDING PROGRAM

The Explore Asheville Wayfinding Program was established in 2010 with a vision to enhance the visitor experience. This program has a rich history of serving travelers and locals alike.

Rooted in a deep commitment to hospitality and community, the Explore Asheville Wayfinding Program was born out of a collaborative effort among local municipalities, businesses, and residents. Recognizing the importance of providing clear and accessible navigation for visitors, the program was established to make exploring our beautiful region easier and more enjoyable.

Since its inception, the program has been dedicated to ensuring that everyone who sets foot in Asheville feels welcomed and supported in their journey. Whether you're here to immerse yourself in the stunning natural landscapes, indulge in the vibrant arts and culture scene, or savor the flavors of our renowned culinary offerings, the Explore Asheville Wayfinding Program is here to help you make the most of your time in our region.

SIGN STANDARDS MAINTENANCE MANUAL

The Asheville Sign Standards Maintenance Manual is a comprehensive guide to ensuring the continued effectiveness and reliability of the Explore Asheville Wayfinding Program. This

manual serves as a vital resource for municipalities, stakeholders, and anyone involved in the planning, installation, and maintenance of the signage program within our region.

Established with the aim of upholding high standards of signage quality and consistency, this manual outlines protocols for approvals, criteria for inclusion, various maintenance scenarios, technical specifications, and associated responsibilities for all involved parties.

Within these pages, you'll find detailed procedures for being included on signs and obtaining approvals for new signage projects, ensuring that each proposed sign meets established criteria for design, visibility, and functionality. From initial planning to final installation, this manual provides clear guidance on navigating the approval process and ensuring compliance with State, County, and Municipal standards.



Project Partners

The Asheville Wayfinding Manual builds upon a significant body of prior work done by Explore Asheville, Buncombe County, NCDOT, City of Asheville, Towns of Black Mountain, Montreat, Weaverville and Woodfin, along with various community stakeholders.

- Asheville Regional Wayfinding Program (2010)
- River Arts District Wayfinding Program (2020)
- Asheville Black Cultural Heritage Trail (2023)

EXPLORE ASHEVILLE

Primary Contact
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Approvals for Signs Located in NCDOT R.O.W.

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BUNCOMBE COUNTY

Approvals for Signs Located in R.O.W.

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CITY OF ASHEVILLE

Public Works Coordination for New Signs and Maintenance

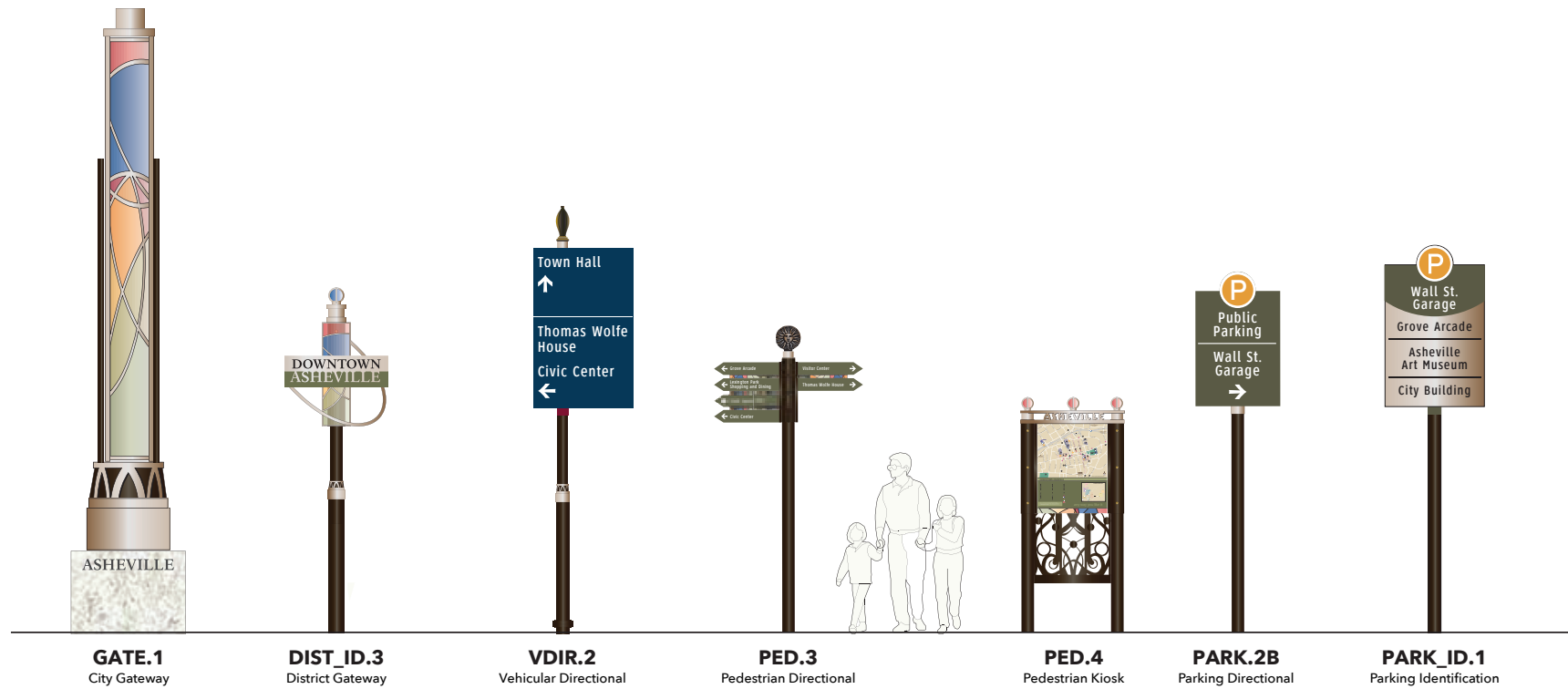
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CITY OF ASHEVILLE	Public Works Coordination for New Signs and Maintenance	Dana Frankel Downtown Planning Manager dfrankel@ashevillenc.gov 828-251-1122
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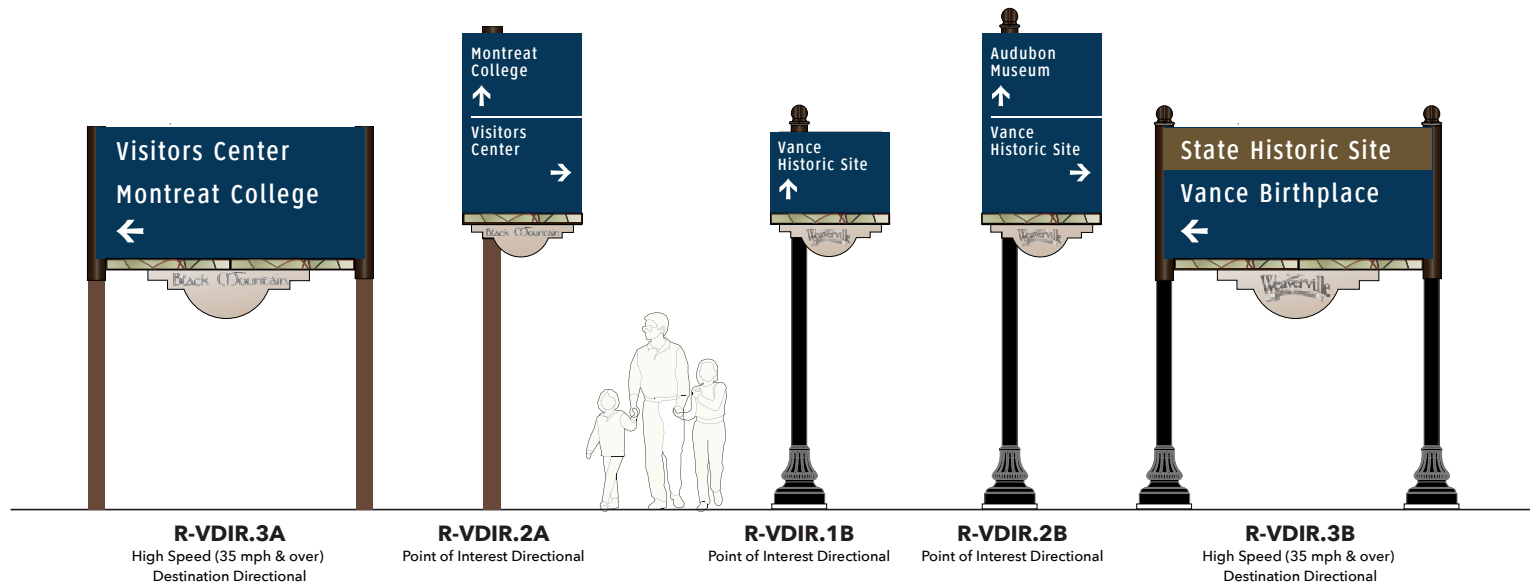
Asheville System

INTRO | ADMINISTRATION | MAINTENANCE & MANAGEMENT | GRAPHIC STANDARDS



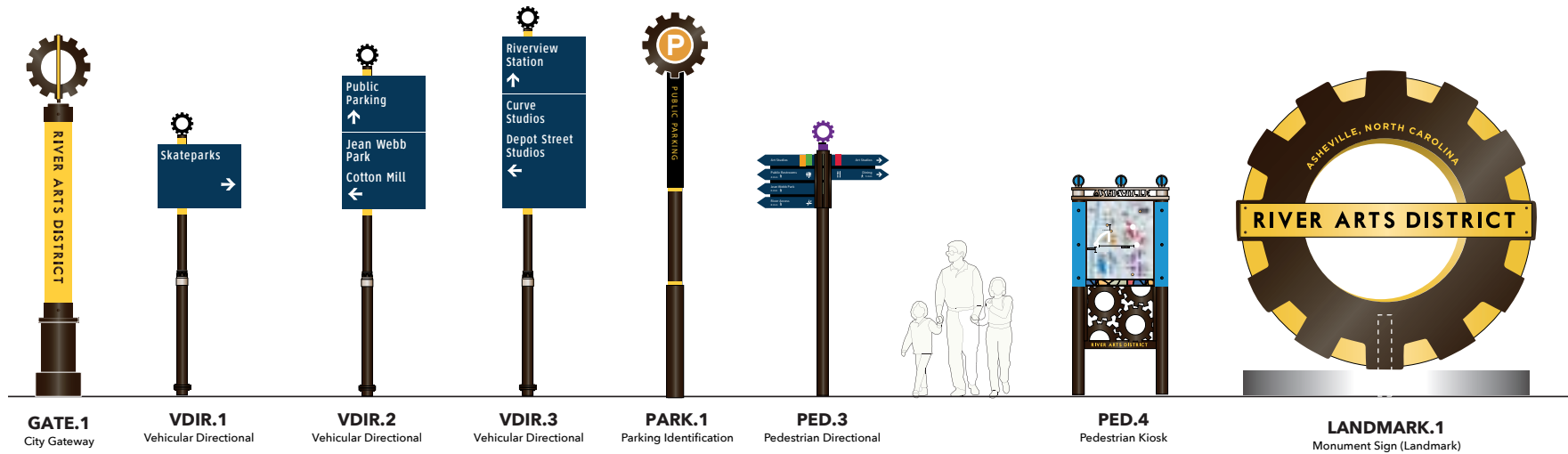
Regional System

INTRO | ADMINISTRATION | MAINTENANCE & MANAGEMENT | GRAPHIC STANDARDS



River Arts System

INTRO | ADMINISTRATION | MAINTENANCE & MANAGEMENT | GRAPHIC STANDARDS



Administration

Administration

This section addresses the ongoing maintenance needs of our signage infrastructure by outlining best practices for various maintenance scenarios, such as damage, wear and tear, or changes in signage requirements. By adhering to these guidelines, municipalities and stakeholders can ensure that our signage remains in optimal condition, enhancing safety, accessibility, and overall user experience.

Technical specifications outlined in this manual provide detailed guidance on signage materials, construction methods, and installation techniques, ensuring durability, longevity, and compliance with industry standards. Whether you're requesting a new sign or repairing an existing one, you'll find the technical information you need to achieve optimal results.

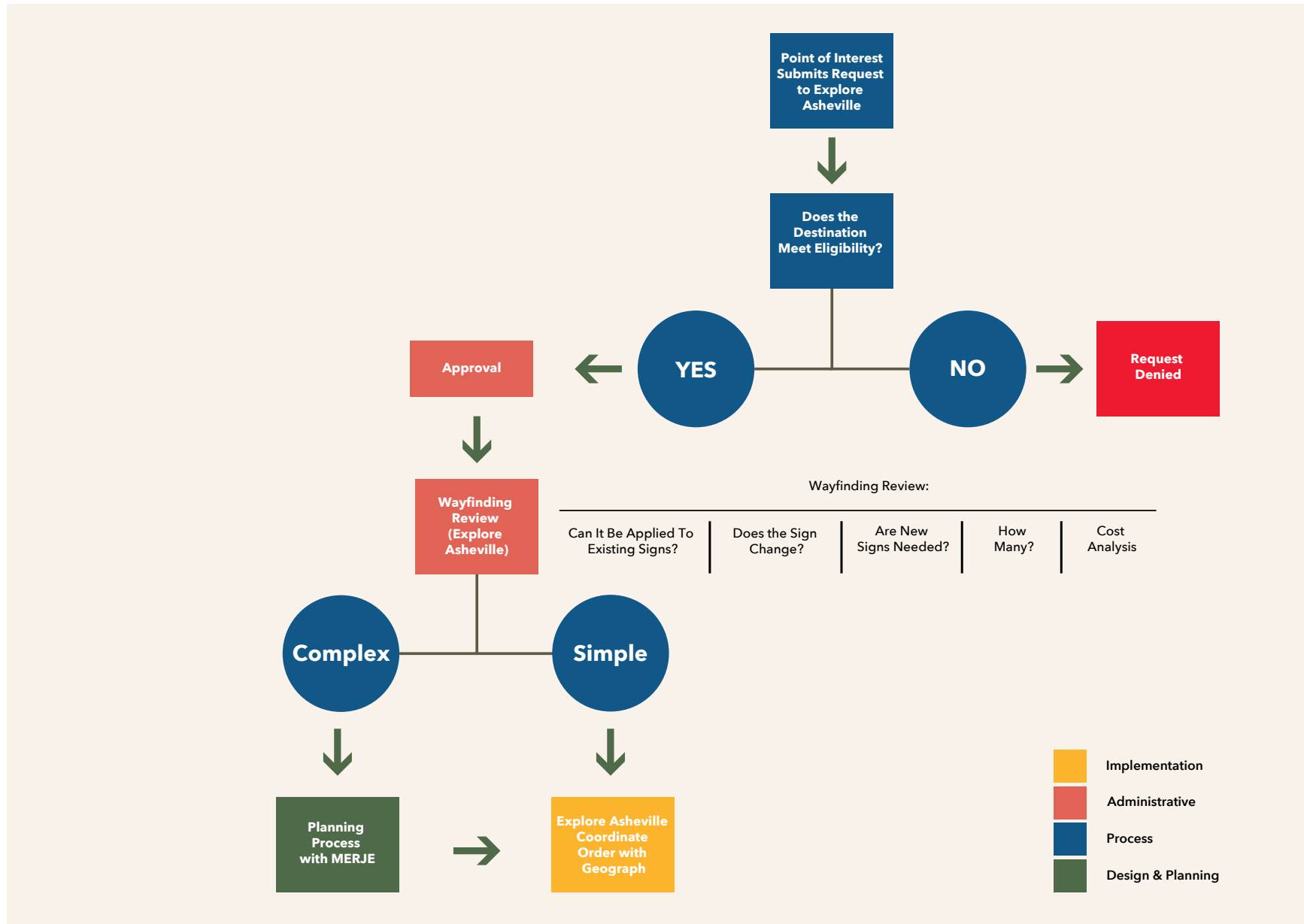
Finally, this manual clarifies the responsibilities associated with signage maintenance, outlining the roles and obligations of participating municipalities, stakeholders, and other relevant parties. By fostering collaboration and accountability, we can collectively uphold the integrity and effectiveness of our signage infrastructure, benefiting our community as a whole.

The Asheville Sign Standards Maintenance Manual serves as a vital resource for ensuring the continued quality, reliability, and effectiveness of signage throughout our region. By adhering to the protocols, criteria, and responsibilities outlined within this manual, we can create a more accessible, safe, and welcoming environment for visitors.



New Signage Request

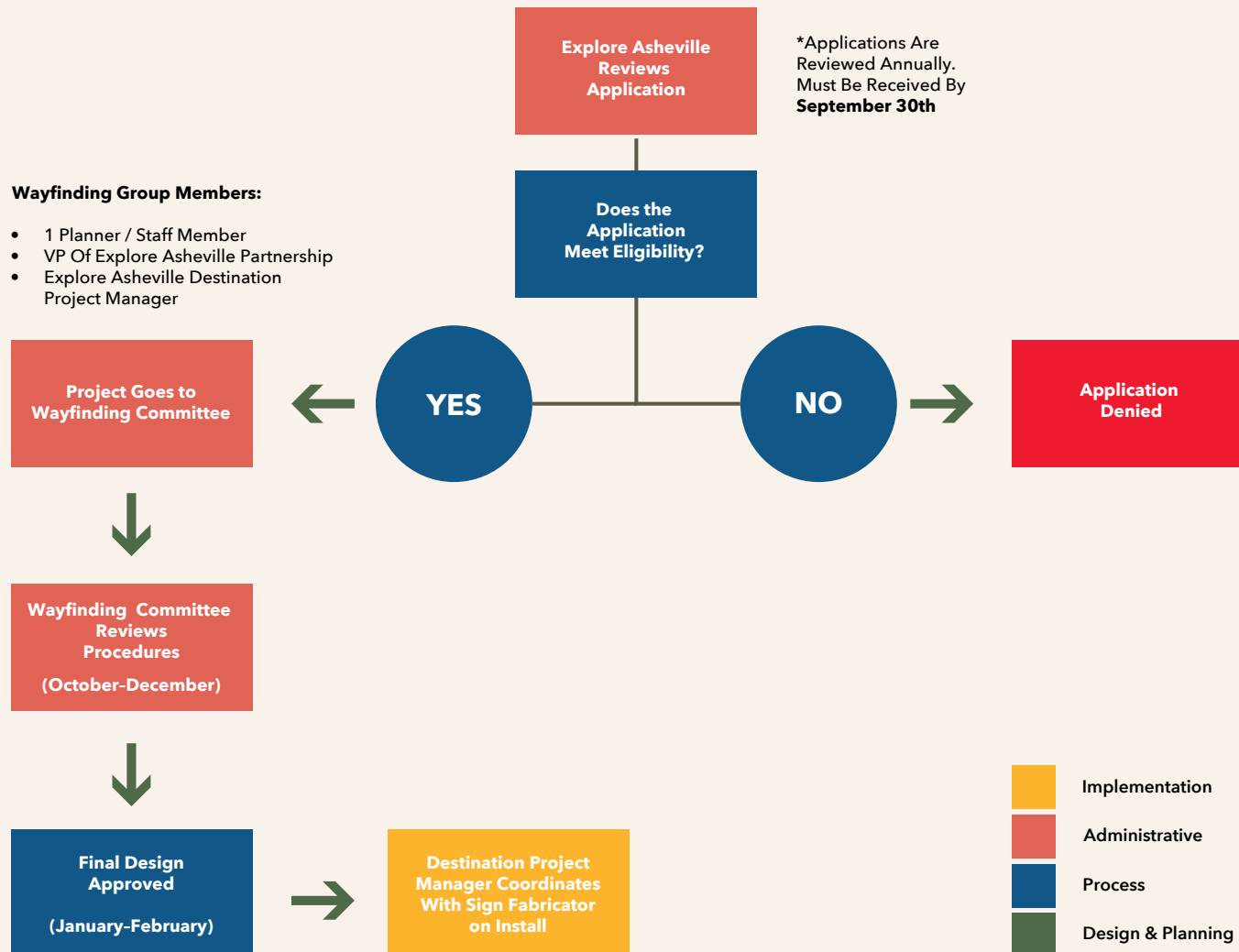
INTRO | ADMINISTRATION | MAINTENANCE & MANAGEMENT | GRAPHIC STANDARDS





Placemaking Request

INTRO | ADMINISTRATION | MAINTENANCE & MANAGEMENT | GRAPHIC STANDARDS



Points of Interest

INTRO | ADMINISTRATION | MAINTENANCE & MANAGEMENT | GRAPHIC STANDARDS

EXISTING VEHICULAR DESTINATIONS

DOWNTOWN ASHEVILLE

Arts & Culture

Harrah's Cherokee Ctr
Asheville Art Museum
Pack Square Park
McCormick Field
Pack Library
NC Stage Company
Community Theater
YMI Cultural Center
Center for Craft
Wortham Performing Arts Center
Museum of Science
Leaf Global Arts Center

Historic

Basilica of St. Lawrence
Wolfe State Historic Site

Parks & Recreation

Pritchard Park
MLK Jr. Park
Aston Park & Tennis Center
Skate Park

Shopping & Dining

New Belgium Brewing
Grove Arcade
Shopping and Dining
River Arts District

Education

A-B Tech College
UNC Asheville

Transportation

Airport
Transit Center

Government

City Building
County Courthouse
Downtown
Post Office
County Health Center

Parking Garages

Wall St. Garage
Rankin Garage
Civic Center Garage
Pack Place Parking
BB&T Parking Deck
Church Street Parking Lot
N. Lexington Parking Lot

Visitor Info

Visitor Center

BILTMORE VILLAGE

Biltmore Estate
Historic Biltmore Village
Asheville Museum of Hist.

RIVER DISTRICT

French Broad River Park
Carrier Park
Karen Cragnolin Park
Wilma Dykeman Greenway

NORTH ASHEVILLE

UNCA
Botanical Garden
Grove Park Inn
Montford Park
Montford Historic Dist.
Riverside Cemetery
Richmond Hill Park
H. Robinson Amphitheater
Blue Ridge Parkway
Downtown

MONTREAT

Montreat College
Lake Susan

EAST ASHEVILLE

WNC Nature Center
Soccer Complex
Azalea Park
Folk Art Center
Warren Wilson College
Municipal Golf Course
Bus Terminal Greyhound

WEST ASHEVILLE

Historic West Asheville
Buncombe Cty. Sports Park
N.C. Arboretum
Crest Center
A-B Tech Enka Campus
WNC Farmers Market
Lake Powhatan
Bent Creek Exp. Forest
Bob Lewis Ballpark

BLACK MOUNTAIN

Historic District
Town Hall
Visitor Center
The Depot
Lake Tomahawk
Black Mt. Ctr. for the Arts
State Veterans Cemetery
Golf & Croquet Museum And Arts Center
Village of Cheshire
The NC Glass Center

WOODFIN

Town Hall
French Broad River
Ledges Park
Woodfin Riverside Park
Silver-Line Park

WEAVERVILLE

Town Hall
Vance Birthplace Historic Site
Lake Louise
Police Dept.
Main Street Nature Park

*A maximum of 27 characters to fit on sign panel

Criteria For Inclusion

INTRO | **ADMINISTRATION** | MAINTENANCE & MANAGEMENT | GRAPHIC STANDARDS



BASE CATEGORIES

ATTRACTIONS

- Arboreta and Botanical Garden
- Arenas
- Conference Centers
- Destination Streets
- Fairgrounds
- Racetracks and Speedways
- Scenic Overlooks
- Unique Natural Areas
- Zoos, Zoological Gardens, Animal Parks, and Aquariums

CULTURAL / INSTITUTIONAL

- Colleges or Universities
- Hospitals
- Institutions
- Libraries
- Museums
- Observatories
- Religious Site
- Theaters, Performing Arts, and Concert Halls

DISTRICT

- Arts and Cultural Districts
- Business District
- Entertainment District
- Historic Districts
- Medical District
- Sports District
- University District
- Urban Neighborhoods

GOVERNMENT

- Courthouses/Government Buildings
- High Schools
- Military Bases

HISTORICAL / ARCHITECTURAL

- Historic Sites

RECREATIONAL

- Waterfronts and Piers
- Boat Launches
- Campgrounds
- Canoeing, Rafting, and Kayaking
- Golf Courses
- Hiking and Biking Trails/Routes
- Horseback Riding Areas
- Hunting and Fishing Areas
- National, State, and Regional Parks and Forests
- Parks - County
- Parks - Municipal
- Sports Facilities (Local)
- Water Skiing

TOURIST SERVICE

- Visitor Information Center

TRANSPORTATION

- Airports
- Heritage Roads, Historic Routes and Trails
- Parking Lots, Garages, and Decks
- Railroad/Bus Stations

Criteria For Inclusion

The following section provides guidelines for determining which types of destinations typically qualify for a Community Wayfinding Program.

Base Categories are fairly common across all states and are generally limited to nonprofit attractions, institutions, government buildings, historical sites, parks and recreation, transportation and visitor services.

Enhanced Categories represent tourism based attractions or activities that may be privately owned. State (DOT), County and Local approvals may be required in order to include these types of destinations in your program.

BASE CATEGORIES:

ATTRACTIONS

Arboreta and Botanical Gardens: A place where a wide variety of live plants are cultivated for scientific, educational, and ornamental purposes, often including a library, herbariums, greenhouses, laboratory spaces, and open grounds. These are facilities with a reasonable guarantee of permanence, where adequate labeling of plants is common, and proper documentation of the plant collection takes place. Must have facilities that are open to the general public.

Arenas: Includes stadia, conference centers, auditoriums, and civic or convention centers

Conference Centers: A site that hosts public events with a minimum of 30,000 square feet of flexible meeting, convention, exhibit, and pre-function space.

Destination Streets: A specific segment of a street that is recognized as a unique place and is a visitor attraction because of its activities, character, or history. Ex: Bourbon Street (New Orleans), Ocean Drive (Miami Beach), Rodeo Drive (Beverly Hills), etc.

Fairgrounds: Includes county and state fairgrounds.

Racetracks and Speedways: A permanent facility used for the primary purpose of presenting organized horse or automobile racing events.

Scenic Overlooks: An area, usually on the side of the road, where persons can observe a scenic area such as significant geology, unique botanical resources, or across expanses of land or water.

Unique Natural Areas: A naturally occurring area or site of interest to the general public. Such as areas may include riverfronts, caverns, waterfalls, caves, or special rock formations.

Zoos, Zoological Gardens, Animal Parks, and Aquariums: A place where animals, reptiles, or fish are kept, often in combination of indoors and outdoors spaces. Must have facilities, which are open to the General Public.

CULTURAL/INSTITUTIONAL

Colleges or Universities: An educational institution that is nationally accredited, grants degrees at the associates, bachelor, professional, masters, and/or doctoral levels, and has a physical campus of at least five acres (campus signage is the responsibility of the destination).

Hospitals: An institution that provides primary health services and medical/surgical care to persons or primary inpatients who suffer from illness, disease, injury, deformity, or other abnormal physical/mental conditions. The facility must have 24-hour emergency care with a doctor on duty at all times (campus signage is the responsibility of the destination).

Institutions: A center operated by a municipality, county, state, or federal government unit that is open to the public.

Libraries: A repository for literary and artistic materials, such as books, periodicals, newspapers, recordings, films, and electronic media, kept and systemically arranged for use and reference operated either by the Municipality or by a non-profit organization. Private media outlets (ex: book stores, Best Buy, etc.) do not qualify under this definition.

Museums: A facility in which works of artistic, historical, or scientific value are cared for and exhibited to the general public. (Campus signage is the responsibility of the destination).

Observatories: A facility designed and equipped to observe astronomical, meteorological or other natural phenomena.

Religious Sites: A shrine, grotto, or similar type site, which is of a unique religious nature. The facility must have a minimum average of 20 visitors per day on the busiest day of the week.

Theaters, Performing Arts, and Concert Halls: Any nonprofit facility used for the public's enjoyment of the performing arts with a minimum occupancy of two hundred people and associated parking.

DISTRICTS

Information Reach:

By creating an information hierarchy, you are providing all destinations with a further "reach" of information. (direct to Districts from a distance > then direct to individual destinations).

Guidelines for District Names:

If a district is already locally recognized, names should be reflective of cultural or known references.

Guidelines for District Names:

If a district is already locally recognized, names should be reflective of cultural or known references.

- Names should be simple and memorable by a person unfamiliar with the place
- When multiple zones are required, names should be distinctive both in terminology and pronunciation
- When a physical landmark, activity, or environment is so dominant that the general surrounding area becomes known by that landmark, activity, or environment

Guidelines for District Boundaries:

When determining district boundaries, one of the following situations should be present:

- Existing legal or formal boundary established by the Municipality
- Context: Boundary is defined by the character of the place (architecture, Environment, History, Activity).

- A physical element or landmark that creates a recognizable/physical boundary. This can be natural (river, mountains, etc.) or man made (highway, overpass, train tracks, etc).

- A cluster of similar attractions or activities located within a specific defined area (i.e. Arts District, Theater District)

Business Districts: An area within a municipality which is officially designated as a business district by the local officials. This area commonly includes a mixture of corporate offices, service business, as well as shopping and dining.

Entertainment Districts: An area within a municipality where a cluster of shopping, dining, and attractions are located. While accessible to residents and visitors alike, these districts typically cater to regional and out of town guests through its activities, events, festivals, and arts & cultural opportunities.

Criteria For Inclusion

Historic Districts: A district or zone listed or, eligible for listing, on the National Register of Historic Places, maintained by the U.S. Department of Interior, or otherwise designated by the Municipality. Historic districts may provide the general public with a single, central location, such as a self-service kiosk or welcome center, where visitors can obtain information concerning the historic district.

Historic Districts may include, but are not limited to, the following:

- Historic residential streets
- Shopping streets and districts
- Courthouses and public buildings
- Landmarks
- Buildings of architectural, design, or artistic merit

Medical Districts: An area within a municipality where a concentrated cluster of healthcare facilities, educational institutions, and medical offices are located.

Sports Districts: An area or complex of buildings within a municipality where a concentration of stadia, arenas, and/or sporting facilities are located.

University Districts: An area within a municipality where a concentrated cluster of educational facilities and institutions are located.

Urban Neighborhoods: A residential community organized in a formal association that meets four times a year at minimum. Private developments

are not eligible urban neighborhoods only receive Arrival Identification signs, not directional signage).

GOVERNMENT

Courthouses/Government Buildings: A public building, structure, or complex used by a federal, county, state, or municipal government for the purposes of convening official legal activities. Must be open to the public.

High Schools: A public education facility that has performing arts, exhibits, or concerts, and minimum occupancy capacity of one hundred and fifty people.

Military Bases: A facility operated by the state or federal government for the training or support of military troops, or for inventorying and warehousing military equipment.

HISTORICAL/ARCHITECTURAL

Historic Sites: A structure or place of historical, archaeological, or architectural significance listed, or eligible for listing, on the National Register of Historic Places, maintained by the U.S. Department of Interior, or otherwise designated by the municipality.

The site must be accessible to the general public and provide a place where visitors can obtain information about the historic site. Historic Sites

may include the following, provided that they meet the criteria above:

- Houses
- Commercial buildings
- Farms, farmsteads, and barns
- Religious sites, places of worship, cemeteries, and monuments
- Bridges
- Encampments and battlefields
- Forts
- Railroad stations
- Water bodies
- Mills and factories
- Furnaces
- Coal mines and coke ovens
- Tollhouses
- Canals

RECREATIONAL

Waterfronts and Piers: An area with access to and views of the rivers, streams, and lakes, which are recognized by the municipality, county, or state as having significant recreational or cultural value and are open to the public a minimum of one hundred and eighty days per calendar year.

Boat Launches: A public facility for the launching of boats and parking of motor vehicles and trailers.

Campgrounds: A facility with continuous operation for at least six months per year and a minimum of twenty overnight sites. An attendant shall be available during the hours of operations and restrooms with showers, running water, and flushable toilets shall be available. A public telephone also shall be available on the site or within 500 feet of the property. Accommodations sold on annual or time-sharing basis, or otherwise not available for General Public use will not be counted toward the minimum requirements.

Canoeing, Rafting, and Kayaking: A public area with established canoeing, rafting, and/or kayaking facilities. Individual private facilities are not eligible for signage.

Golf Courses: A golf facility open to the public and offering at least nine (9) holes of play. Miniature golf courses, driving ranges, chip and putt-putt courses, and indoor golf shall be eligible.

Hiking and Biking Trails/Routes: An area designated for recreational hiking, biking, walking, etc. Which must be publicly accessible and owned and maintained by either the local or county government, the State Department of Conservation, and Natural Resources, or nonprofit organizations. Signs will only be installed at locations that direct motorists to an established trailhead with parking facilities.

Horseback Riding Areas: An area Designated for horseback/ponyback riding for the general public, troops, or for inventorying and warehousing military equipment.

Hunting and Fishing Areas: An area so designated and under the jurisdiction of the State Department of Agriculture and Consumer Services, the Department of Environmental Protection, or the Colorado Department of Fish and Wildlife.

National, State, and Regional Parks and Forests: An area so designated and under the jurisdiction of the State Department of Conservation and Natural Resources, the State Historical and Museum Commission, the National Park Service, the U.S. Department of the Interior, a county government, or nonprofit organization with facilities open to the general public.

Parks - County: An area so designated and under the jurisdiction of a county government with facilities open to the general public.

Parks - Municipal: An area so designated and under the jurisdiction of a municipality with facilities open to the general public and enough amenities to appeal is beyond a particular neighborhood or singular district.

Sports Facilities - Local: A sports facility such as little league baseball fields, youth athletic fields, BMX courses, skateboard parks, etc. Recreational fields associated with K-12 schools are not considered a part of this system.

Water Skiing: An area designated for water skiing, jet skiing, or motorboats.

TOURIST SERVICES

Visitor Information Centers: A facility where the primary purpose is to provide information and tourist to support services. Adequate parking must be provided to support such a center.

Criteria For Inclusion

INTRO | **ADMINISTRATION** | MAINTENANCE & MANAGEMENT | GRAPHIC STANDARDS

TRANSPORTATION

Airports: A public-use facility licensed by the department for the landing and taking off of aircrafts, as well as for receiving and discharging passengers and cargo.

Heritage Roads, Historic Routes, and Trails:

A road, trail, or route designated by the Department of Transportation Right-of-Way (ROW), the United States Department of the Interior, or another federal agency as part of a nationally or state recognized historic or heritage park/trail system. Bike paths are not eligible for signage under this system.

Parking Lots, Garages, and Decks: A parking facility for public parking. This includes all municipal-owned lots, not privately owned lots fees may or may not be charged for parking.

Railroads/Bus Stations: A passenger terminal utilized for discharging and picking up passengers and ticketing.



Wayfinding Elements

INTRODUCTION

The Explore Asheville Wayfinding Program encompasses a comprehensive array of wayfinding elements aimed at enhancing navigational experiences around Buncombe County, while also fostering a sense of place and identity.

These elements primarily include Wayfinding Signs, Information Kiosks, Interpretive Signs, and various placemaking elements such as gateways, public art installations, and lighting fixtures. Each component is specifically designed to cater to diverse user needs and preferences. However, the integration of these elements demands careful consideration of several factors, including eligibility for inclusion, specifications of sign types, estimation of costs, funding sources, engagement of consultants for specialized expertise, adherence to regulatory approvals, and anticipation of potential challenges in implementation and maintenance.

Balancing functionality, aesthetics, and practicality, the Explore Asheville Wayfinding Program strives to create an inclusive and seamless navigation experience while enriching the cultural and visual fabric of Buncombe County.

SIGNAGE

ELIGIBILITY: Based on the criteria for inclusion The planning effort may include Community Input and Stakeholder Interviews. (Coordinated by Explore Asheville)

SIGN TYPES: Destinations may request to be listed on the following sign types:

- **Vehicular Directional Signs**
- **Pedestrian Directional Signs**
- **Parking Directional (?)**
- **Municipal or District Identification Signs**

DESIGN: Design shall follow the Explore Asheville Regional Wayfinding Maintenance Manual

PROJECT COSTS	FUNDING
Sign Planning	Explore Asheville
Fabrication & Installation	Explore Asheville

CONSULTANTS NEEDED: These elements can be accomplished through the Explore Asheville Regional Wayfinding Maintenance Manual. If a number of destinations need to be added or a complex route is required, a design / planning firm may be required.

APPROVALS: Explore Asheville and local municipalities as outlined in this manual

CHALLENGES (LOW): Included in existing Explore Asheville Wayfinding Project process, procedures, and funding initiatives

INFORMATIONAL and ORIENTATION SIGNAGE

ELIGIBILITY: Based on the criteria for inclusion
SIGN TYPES: Destinations may request to be listed on the following sign types:

- **Information Kiosks**
- **Orientation Map**
- **Interpretive Panel (Kiosk Only)**

DESIGN: Design shall follow the Explore Asheville Sign Stands Manual

PROJECT COSTS	FUNDING
Sign Planning	Explore Asheville
Map Design	Explore Asheville
Interpretive Panel Design	Explore Asheville
Fabrication & installation	Explore Asheville

CONSULTANTS NEEDED: A graphic designer will be needed for Orientation Maps and Interpretive Panels. The structures can be accomplished through the Explore Asheville Sign Standard Manual.

APPROVALS: Explore Asheville and local municipalities as outlined in this manual.

CHALLENGES (MEDIUM): The structures and panel designs are included in the existing Explore Asheville Wayfinding Project, including procedures and funding initiatives, but require some design and content development, this adds cost; project management and lead time to the effort.

PLACEMAKING/LANDMARKS

ELIGIBILITY: Districts or Points of Interest organized through a formal or informal business association or community group, where regular meeting are held (minimum of bi-annually).

Requests are reviewed annually by the Explore Asheville Wayfinding Working Group to determine feasibility, challenges, opportunities, costs and the available funding

Note: This process is for projects that fall outside of other established permitting/encroachment processes for private structures installed in the private realm and constitute a significant and long-term impact on structural and/or urban design aspects of the public right of way/public realm. Additional approvals and coordination with the local municipality may be required.

SIGN TYPES: Placemaking elements can be accomplished through a variety of physical elements:

- **Gateway (Overhead)**
- **Gateway Sign**
- **Landmark**
- **Lighting**
- **Landscape Architecture**
- **Public Art**
- **Murals**

DESIGN: Designs are unique to each community and environment in which they are completed. The design should follow the spirit of the Explore Asheville Signage Program and the desires of the local community.

POTENTIAL PROJECT COSTS

Design and Planning
Documentation/Engineering
Landscape and Lighting Design
Utilities (Power)
Right-of-Way Acquisition
Fabrication and Installation
Maintenance

CONSULTANTS NEEDED: This effort may require a environmental graphic designer, engineer, lighting designer, landscape architect, or interpretive planner.

APPROVALS: Explore Asheville and local municipalities as outlined in this manual. Depending on the type, size, and placement of the placemaking feature, additional approvals may be required by city councils, planning boards, and historic commissions.

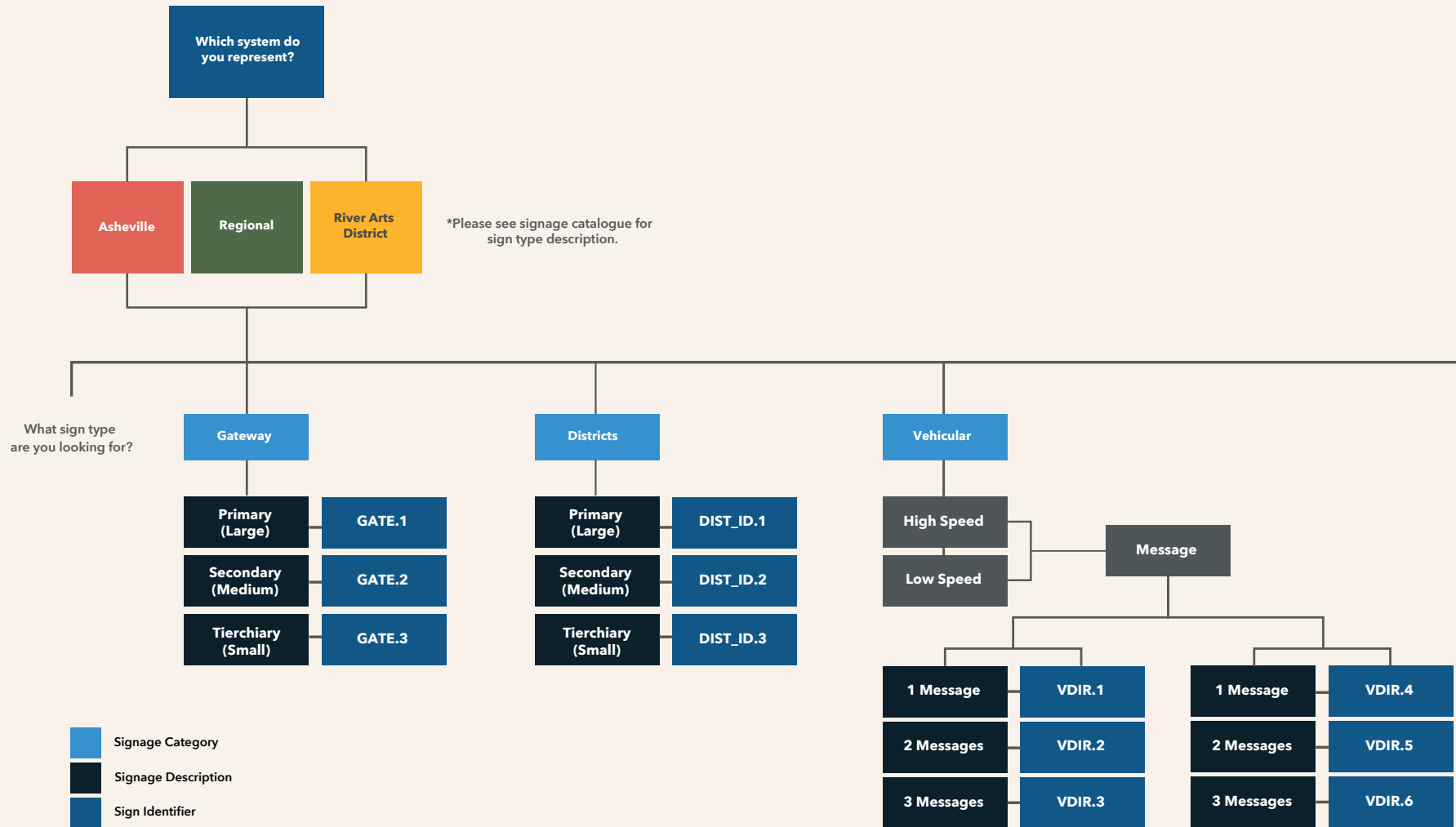
Local codes, policies and zoning requirements should be confirmed prior to starting design or planning.

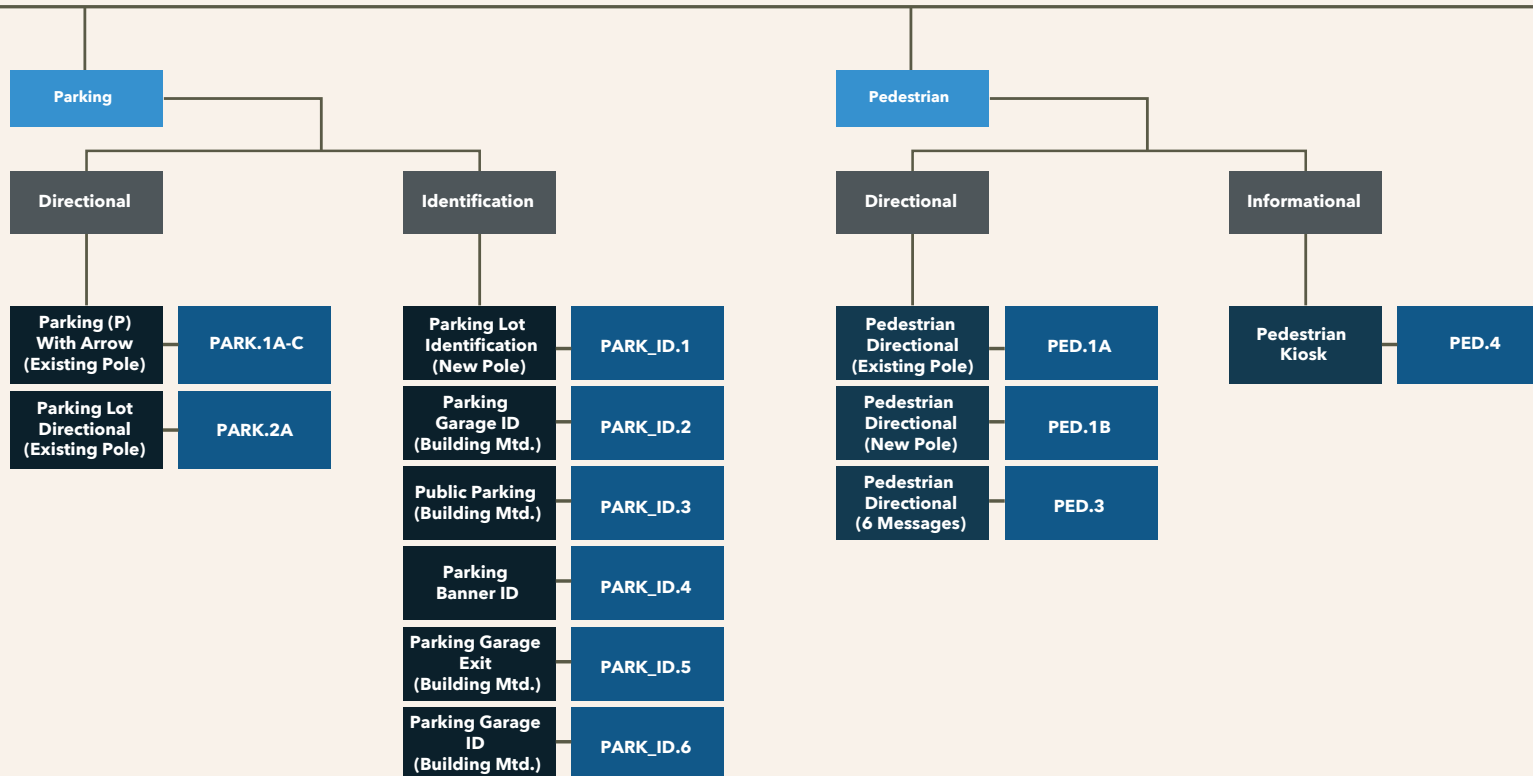
CHALLENGES (HIGH): Requires a full design, planning, and documentation effort. This type of initiative may also include engineering, public engagement, and a variety of internal and external approvals.

Maintenance: Depending on the type of placemaking element, the cost of annual and long-term maintenance should also be considered.

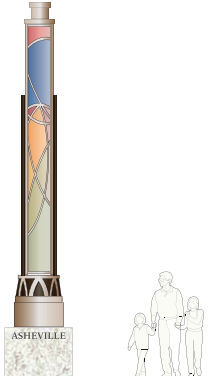

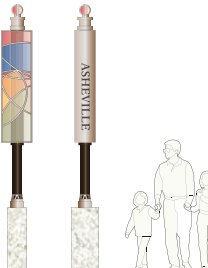
Recommendation: For singular landmarks, proposer should offer alternate locations in the event the desired location is not feasible.

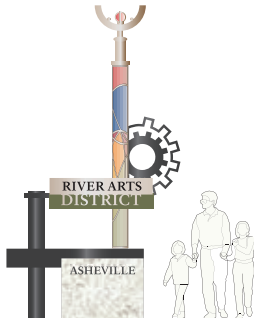

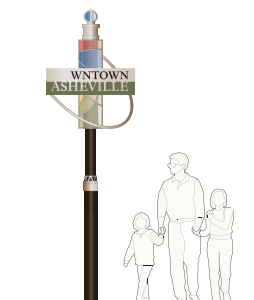
Sign Type Selection Process











Sign Types Catalog

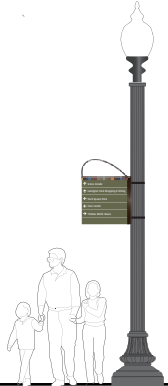

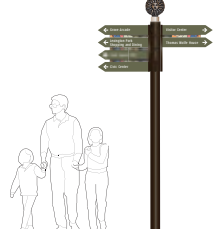
Design Reference	Sign Type	Description
	GATE.1 Primary City Gateway (Large)	A primary city gateway is a prominent entrance or access point into a city. This signtype is often marked by significant architectural features that reflect the city's identity and history.
	GATE.2 Secondary City Gateway (Medium)	A secondary city gateway identifies an entrance or access point into a city.
	GATE.3 Tierchiary City Gateway (Small)	A tierchiary city gateway identifies an entrance into a city.


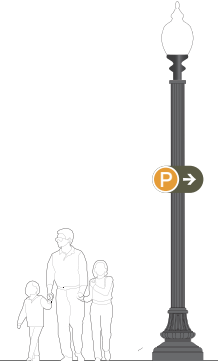
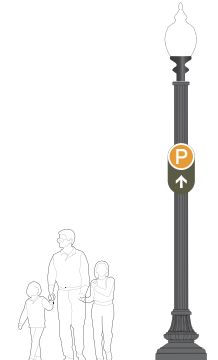
Design Reference	Sign Type	Description
	DIST_ID.1 Primary District Gateway (Large)	A primary district gateway sign in a city serves to designate and highlight specific areas or neighborhoods.
	DIST_ID.2 Secondary District Gateway (Medium)	A secondary district gateway sign serves to mark less prominent entrances to a district or neighborhood within a city.
	DIST_ID.3 Tierchiary District Gateway (Small)	A tertiary district gateway sign marks the least prominent entrances to a district or neighborhood within a city. This signtype reinforces the district identity.





Design Reference	Sign Type	Description
 <p>A blue rectangular sign with white text 'Asheville Art Museum' and a white upward arrow. It is mounted on a single post. A line drawing of a family (father, mother, and child) is shown below the sign.</p>	VDIR.1 Vehicular Directional (1 Message)	This sign type guides users through a town or city. Direct to destinations at major intersections. VDIR.1 sign type only directs to one destination and is located on local roads 25mph or less.
 <p>A blue rectangular sign with white text. The top section says 'Town Hall' with an upward arrow. The bottom section says 'Thomas Wolfe House' and 'Civic Center' with a leftward arrow. It is mounted on a single post. A line drawing of a family is shown below the sign.</p>	VDIR.2 Vehicular Directional (2 Messages)	This sign type guides users through a town or city. Direct to destinations at major intersections. VDIR.2 sign type only directs to two destinations and is located on local roads 25mph or less.
 <p>A blue rectangular sign with white text. The top section says 'Asheville Art Museum' with an upward arrow. The middle section says 'Thomas Wolfe House' with a leftward arrow. The bottom section says 'Asheville Comm Theatre' with a rightward arrow. It is mounted on a single post. A line drawing of a family is shown below the sign.</p>	VDIR.3 Vehicular Directional (3 Messages)	This sign type guides users through a town or city. Direct to destinations at major intersections. VDIR.3 sign type only directs to three destinations and is located on local roads 25mph or less.







Design Reference	Sign Type	Description
 <p>A blue rectangular sign with white text 'Visitor Center' and a white upward arrow. It is mounted on two posts. A line drawing of a family is shown below the sign.</p>	VDIR.4 Vehicular Directional (1 Messages)	This sign type guides users through a town or city. Direct to destinations at major intersections. VDIR.4 sign type only directs to one destination and is located on main roads 25mph or higher.
 <p>A blue rectangular sign with white text. The top section says 'Visitor Center' with an upward arrow. The bottom section says 'Grove Park Inn' and 'River Arts District' with a rightward arrow. It is mounted on two posts. A line drawing of a family is shown below the sign.</p>	VDIR.5 Vehicular Directional (2 Messages)	This sign type guides users through a town or city. Direct to destinations at major intersections. VDIR.4 sign type only directs to two destinations and is located on main roads 25mph or higher.
 <p>A blue rectangular sign with white text. The top section says 'Visitor Center' with an upward arrow. The middle section says 'River Arts District' with a leftward arrow. The bottom section says 'Farmers Market' with a leftward arrow. It is mounted on two posts. A line drawing of a family is shown below the sign.</p>	VDIR.6 Vehicular Directional (3 Messages)	This sign type guides users through a town or city. Direct to destinations at major intersections. VDIR.4 sign type only directs to three destinations and is located on main roads 25mph or higher.

Sign Types Catalog


Design Reference	Sign Type	Description
	PED.1A Pedestrian Directional (Existing Pole)	A pedestrian directional sign in a city or town is designed to guide people on foot to their destinations. This sign type can have up to six messages.
	PED.1B Pedestrian Directional (New Pole)	A pedestrian directional sign in a city or town is designed to guide people on foot to their destinations. This sign type can have up to six messages.
	PED.3 Pedestrian Directional	A pedestrian directional sign in a city or town is designed to guide people on foot to their destinations. This sign type can have up to six messages.

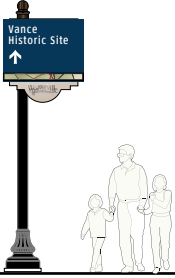
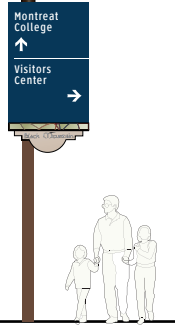

Design Reference	Sign Type	Description
	PED.4 Pedestrian Kiosk	The pedestrian kiosk provides information located at key gathering areas. These kiosks typically feature maps, directories, and information about nearby attractions, amenities, public transportation routes, and services.
	PARK.1A-B Parking Directional (Existing Pole)	A parking directional sign in a city or town is designed to guide drivers to available parking areas, such as parking lots, garages, and street parking.
	PARK.1C Parking Directional (Existing Pole)	A parking directional sign in a city or town is designed to guide drivers to available parking areas, such as parking lots, garages, and street parking.

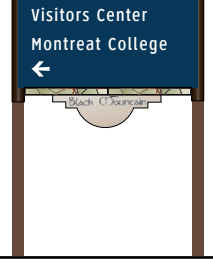


Design Reference	Sign Type	Description
	PARK.2A Parking Directional (Existing Pole)	A parking directional sign in a city or town is designed to guide drivers to available parking areas, such as parking lots, garages, and street parking.
	PAR_ID.1 Parking Identification	A parking lot identification sign is designed to clearly mark and identify specific parking areas, such as lots or garages, within a city or town
 	PARK_ID.2 Parking Identification (Building Mounted)	A parking identification sign above a parking garage serves to prominently display the name or designation of the parking facility.

Design Reference	Sign Type	Description
 	PARK_ID.3 Parking Identification (Building Mounted)	A parking identification sign above a parking garage serves to prominently display the name or designation of the parking facility.
 	PARK_ID.4 Parking Identification Banner	A parking identification banner is a large, often temporary sign used to clearly identify and promote the location of a parking facility. These banners are typically hung in prominent, highly visible areas.
 	PARK_ID.5 Exit Identification	A parking garage exit sign is designed to guide drivers safely and efficiently out of a parking facility. These signs are strategically placed to indicate the direction and location of exits.


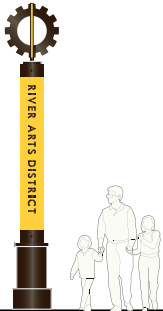
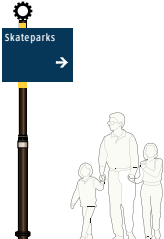
Sign Types Catalog

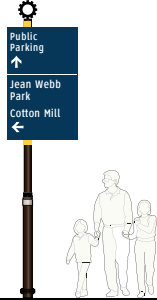


Design Reference	Sign Type	Description
	PARK_ID.6 Garage Identification	A parking identification sign above a parking garage serves to prominently display the name or designation of the parking facility.

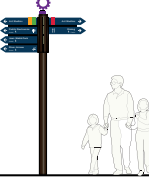
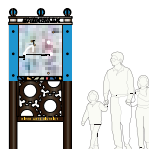
Design Reference	Sign Type	Description
	R-VDIR.1B Vehicular Directional (1 Message)	This sign type guides users through a town or city. Direct to destinations at major intersections. VDIR.1 sign type only directs to one destination and is located on local roads 25mph or less.
	R-VDIR.2A Vehicular Directional (2 Messages)	This sign type guides users through a town or city. Direct to destinations at major intersections. VDIR.2A sign type only directs to two destinations and is located on local roads 25mph or less.
	R-VDIR.2B Vehicular Directional (2 Messages)	This sign type guides users through a town or city. Direct to destinations at major intersections. VDIR.2B sign type only directs to two destinations and is located on local roads 25mph or less.

Design Reference	Sign Type	Description
	R-VDIR.4A Vehicular Directional (1-2 Messages)	This sign type guides users through a town or city. Direct to destinations at major intersections. VDIR.4A sign type only directs to one destination and is located on main roads 25mph or higher.
	R-VDIR.4B Vehicular Directional (1-2 Messages)	This sign type guides users through a town or city. Direct to destinations at major intersections. VDIR.4B sign type only directs to one destination and is located on main roads 25mph or higher.
	PED.4 Pedestrian Kiosk	The pedestrian kiosk provides information located at key gathering areas. These kiosks typically feature maps, directories, and information about nearby attractions, amenities, public transportation routes, and services.

Sign Types Catalogue

Design Reference	Sign Type	Description
	LANDMARK.1 Monument Sign	A monument sign is designed to identify and highlight significant or historically important features within a city or town.
	GATE.1 District Gateway (Large)	A primary district gateway is a prominent entrance or access point into a city. This sign type is often marked by significant architectural features that reflect the city's identity and history.
	VDIR.1 Vehicular Directional (1 Message)	This sign type guides users through a town or city. Direct to destinations at major intersections. VDIR.1 sign type only directs to one destination and is located on local roads 25mph or less.

Design Reference	Sign Type	Description
	VDIR.2 Vehicular Directional (2 Messages)	This sign type guides users through a town or city. Direct to destinations at major intersections. VDIR.2 sign type only directs to two destinations and is located on local roads 25mph or less.
	VDIR.3 Vehicular Directional (3 Messages)	This sign type guides users through a town or city. Direct to destinations at major intersections. VDIR.3 sign type only directs to three destinations and is located on local roads 25mph or less.
	PARK.1 Parking Identification	A parking lot identification sign is designed to clearly mark and identify specific parking areas, such as lots or garages, within a city or town

Design Reference	Sign Type	Description
	<p>PED.3 Pedestrian Directional</p>	<p>A pedestrian directional sign in a city or town is designed to guide people on foot to their destinations.</p> <p>This sign type can have up to six Messages.</p>
	<p>PED.4 Pedestrian Kiosk</p>	<p>The pedestrian Kiosk provides information located at key gathering areas.</p> <p>These kiosks typically feature maps, directories, and information about nearby attractions, amenities, public transportation routes, and services.</p>

Maintenance & Management

Maintenance & Management

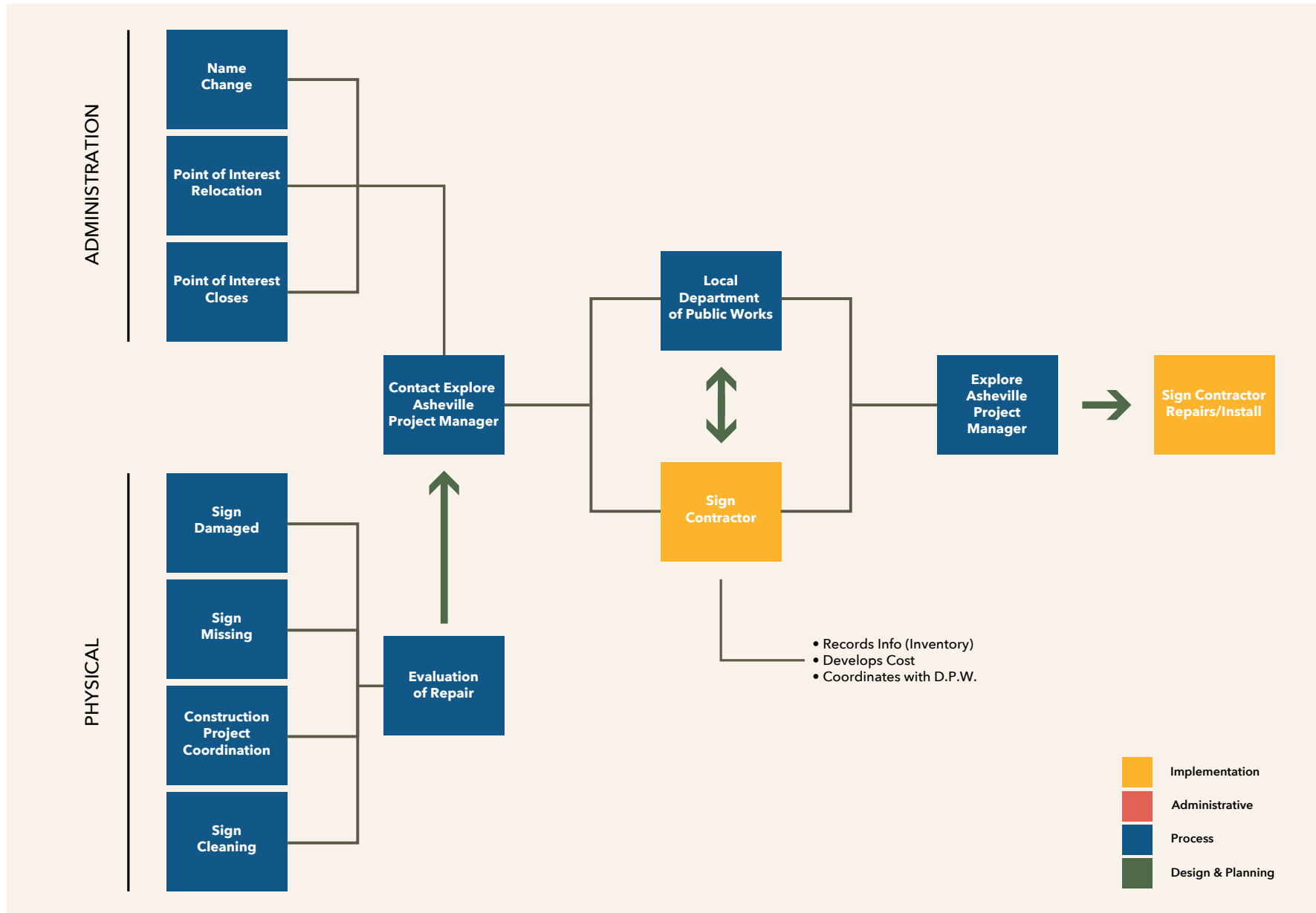
This section addresses the ongoing maintenance needs of the signage infrastructure, outlining best practices for addressing various maintenance scenarios, such as damage, wear and tear, or changes in signage requirements. By adhering to these guidelines, municipalities and stakeholders can ensure that our signage remains in optimal condition, enhancing safety, accessibility, and overall user experience.

Technical specifications outlined in this manual provide detailed guidance on signage materials, construction methods, and installation techniques, ensuring durability, longevity, and compliance with industry standards. Whether you're requesting a new sign or repairing an existing one, you'll find the technical information you need to achieve optimal results.

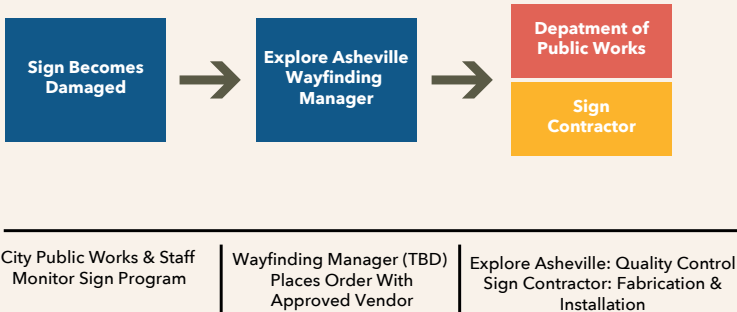
Finally, this manual clarifies the responsibilities associated with signage maintenance, outlining the roles and obligations of participating municipalities, stakeholders, and other relevant parties. By fostering collaboration and accountability, we can collectively uphold the integrity and effectiveness of our signage infrastructure, benefiting our community as a whole.



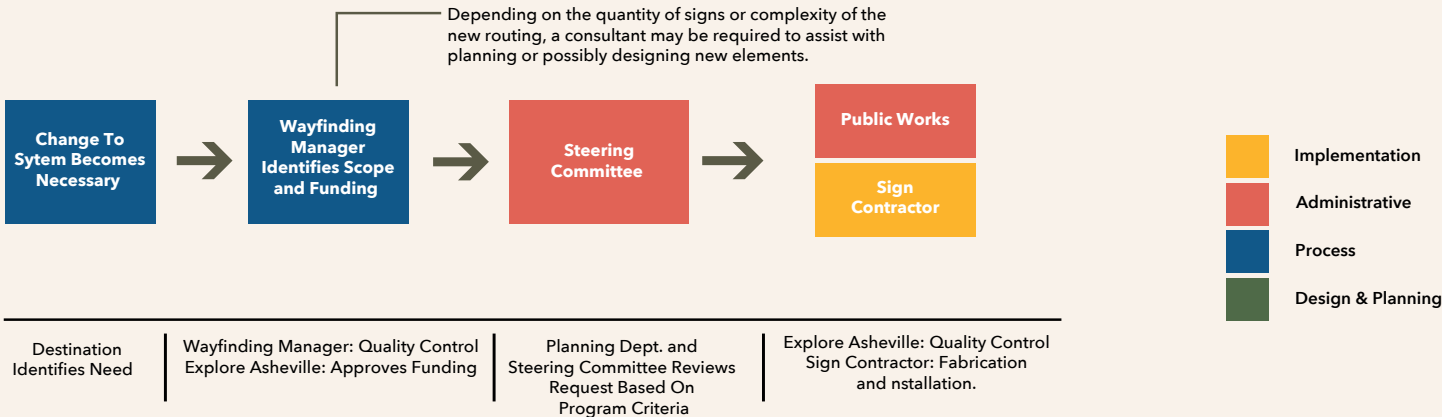
Maintenance Chart



DAY-TO-DAY MAINTENANCE PROCESS FOR
REPAIR OR REPLACEMENT OF EXISTING SIGNS



LONG TERM MAINTENANCE PROCESS FOR
ADDITION, SUBTRACTION, OR ALTERATIONS
TO THE SYSTEM (ANNUAL)



- Implementation
- Administrative
- Process
- Design & Planning

Maintenance Guide

INTRO | ADMINISTRATION | **MAINTENANCE & MANAGEMENT** | GRAPHIC STANDARDS

CARE PROCESS

This project is fabricated and installed by Geograph Industries, Inc.

Should any issue arise, please contact the Geograph Project Manager or staff member via email or phone.

PROCESS:

1. TAKE PHOTOS - take as many digital photos as needed to document the current issue, as detailed as possible.
2. SEND VIA EMAIL - email the photos to the Geograph.
3. CALL - follow up by phone to the Geograph Project Manager. They will have additional answers which may help remedy the situation quickly.
4. SOLUTION - Geograph will respond with a time frame to resolve the issue.

*IMPORTANT NOTICE

All properties should be reviewed by the owner on a daily basis and inspected more thoroughly on a weekly basis, looking for any potentially dangerous situations for guests or employees. If a situation is noticed and perceived to be a hazard to anyone, it is the owner's responsibility to remove or secure the risk immediately to prevent others from coming into contact with the risk. Upon securing the risk, contact eograph for resolution.

GRAPHIC CARE

Applied Vinyl/Directly Printed Reflective Vinyl & Map Prints

1. Use a clean, soft, lint-free cloth.
2. VERY lightly moisten the cloth with warm water only (DO NOT use a saturated wet cloth or towel). A mild detergent/soap mixture can be used if necessary (1 teaspoon of mild soap flakes with 2 cups of warm water).
3. Dab soiled areas with the very lightly moistened cloth and lightly wipe down the area.
4. Pat dry.
5. DO NOT scrub at any time.
6. DO NOT use any rough-faced surface to clean.
7. DO NOT pressure wash.

SHERINE PRINTS

1. Start with the least aggressive cleaner and work up from there.
2. A soft, non-abrasive cloth with isopropyl alcohol will remove a lot of dirt, debris, and graffiti from sign faces.
3. Allow the surface to dry completely in the open.

4. Next, clean the surface using a soft, non-abrasive cloth and a natural, citrus-based cleaner (ex: 3M Industrial Cleaner).
5. Finally, any remaining graffiti can be removed with a paint thinner. This should be used sparingly by applying the thinner to a soft, non-abrasive cloth.

*IMPORTANT

* Using a saturated cloth, any cleaners, or a rough-faced material to clean the graphic may result in peeling around the edges, color dulling, or ink/vinyl removal.

* Please remember that graffiti-resistant laminate is just that, resistant. There are some very harsh graffiti paints out there, and while the laminate does a very good job at resisting most of them, the laminate can not be expected to be 'bullet proof' and some very harsh paints may not be able to be removed.

Maintenance Guide

INTRO | ADMINISTRATION | **MAINTENANCE & MANAGEMENT** | GRAPHIC STANDARDS

GRAPHIC CARE

DIMENSIONAL LETTERS

1. Use a clean, soft lint-free cloth.
2. VERY lightly moisten the cloth with warm water only. (DO NOT use a saturated wet cloth or towel) A Mild Detergent/Soap Mixture can be used when necessary. (1 tsp. of mild soap flakes with 2 c. of warm water)
3. Dab soiled areas with the very lightly moistened cloth and lightly wipe down the area.
4. Pat dry.
5. DO NOT scrub at any time.
6. DO NOT use any rough-faced surface to clean.
7. DO NOT pressure wash.

PAINTED ALUMINUM SURFACES

1. Use clean, soft lint-free cloth.
2. VERY lightly moisten the cloth with warm water only. (DO NOT use a saturated wet cloth or towel) A Mild Detergent/Soap Mixture can be used when necessary. (1 tsp. of mild soap flakes with 2 c. of warm water)

3. Dab the spots of soiled areas with the very lightly moistened cloth and lightly wipe down the panel.
4. Pat dry.
5. DO NOT scrub at any time.
6. DO NOT use any rough-faced surface to clean.
7. DO NOT pressure wash.

HEAVIER CLEANINGS

1. Wash the panel, frame and base with a mild liquid detergent such as Original Green, Palmolive, or another dish soap to remove dirt or debris.
2. If still soiled, spray area with a biodegradable green cleaning solution such as ZEP Green All Purpose Cleaner. Work across the panel and into channels with a sponge and rinse thoroughly.
3. For permanent marker, graffiti, or paint removal (not for urethanes based paints), it is recommended to use Smooth Max & Max Wipes. These products can be purchased at Graffiti Solutions, Inc. Follow the product's instructions carefully.

WAX APPLICATIONS (TO PAINTED SURFACES ONLY)

1. If you wish to lightly wax the painted aluminum panel, it is recommended to use with 3M Ultra Performance Paste Wax 09030 after cleaning. Follow instructions carefully.
2. ABSOLUTELY DO NOT use this product on any vinyl or printed vinyl surfaces

IMPORTANT

* Using a saturated cloth, any cleaners, or a rough-faced material to clean the graphic may result in peeling around the edges, color dulling, or ink/vinyl removal.

Maintenance Matrix

Sign Longevity	0-4 Years	5-9 years	10-15+ years
Design and Planning	<p>Design: General evaluation of positive and negative aspects of the system.</p> <p>Planning: City in-house maintenance based on new request and circulation/destination updates.</p>	<p>Design: General evaluation of positive and negative aspects of the system.</p> <p>Planning: Contract with a consultant to analyze major changes to the City and necessary system adjustments. 1 or 2 updates possible during this time period.</p>	<p>If the system has not been analyzed since implementation, a major update.</p> <p>Outside consultants will be required to review and inventory the system, as well as make suggested changes based on new circulation, destinations, etc.</p>
Vandalism	<p>Annual cleaning/repair. Stickers and graffiti are most common.</p> <p>Cleaning solvents and Goo-Gone are typical products utilized.</p>	<p>Parts replacements and full sign replacement as needed.</p> <p>Cleaning solvents and Goo-Gone are typical products utilized.</p>	<p>Parts replacements/full sign replacement as needed.</p> <p>Cleaning solvents and Goo-Gone are typical products utilized.</p>
Cleaning Schedule	Annual Cleaning	Annual Cleaning	Annual Cleaning

Sign Longevity	0-4 Years	5-9 years	10-15+ years
Management/ Administration	Weekly coordination transitioning to quarterly coordination between City and fabricator during year 1 and 2. Day-to-day monitoring of the system, based on the City's observations, safety issues and citizens reports.	Annual coordination between City and fabricator. Day-to-day monitoring of the system, based on the City's observations, safety issues and citizens reports.	Annual coordination between City and fabricator. Day-to-day monitoring of the system, based on the City's observations, safety issues, and citizen's reports.
Breakaway Product: Transpo	Maintenance Free - covered under Warranty for 3 years.	Maintenance Free - consider general review as part of yearly inspection process.	Maintenance Free - consider general review as part of yearly inspection process.
Reflectivity Life Span: 3M High Intensity Diamond Grade	Covered under warranty for 5-8 years	Covered under warranty for 5-8 years. Reflectivity may be effective beyond the warranty period. Individual signs may require sheeting to be replaced during this time period.	Reflectivity becomes less effective, if not previously replaced. 10-15 years is the maximum lifespan.

Maintenance Matrix

Sign Longevity	0-4 Years	5-9 years	10-15+ years
Custom Color Life Span: 3M High Intensity Diamond Grade	<p>Covered under warranty for 3 years.</p> <p>Color generally maintained beyond warranty period, depends on direction sign panel is facing.</p>	<p>Fading may begin depending on the direction sign panel is facing. Individual signs may require sheeting to be replaced during this time period.</p>	<p>Fading occurs, if not previously replaced. 10-15 years is the maximum lifespan.</p>
General Materials: Aluminum Sign Panels & Posts	<p>Specifications require 5 year fabricator warranty for workmanship.</p> <p>General wear-and-tear maintenance required.</p>	<p>General wear-and-tear maintenance required.</p>	<p>General wear-and-tear maintenance required.</p>
Painted Surfaces	<p>Covered under manufacturers warranty.</p> <p>General maintenance and touch-up will be required.</p>	<p>Warranty expires. Typically color holds up beyond warranty period. Fading may begin depending on the direction sign panel is facing. Individual signs may require individual parts to be replaced during this time period.</p>	<p>Fading occurs based on direction sign panel is facing. 10-15 years is the maximum expected lifespan.</p>

Sign Longevity	0-4 Years	5-9 years	10-15+ years
Sign Panels/Fasteners	Specifications require 5 year fabricator warranty for workmanship. General repairs and replacement due to auto incidents or vandalism. Inspect welds and fasteners for connection integrity.	Quantity of repairs increases if not maintained previously. Inspect welds and fasteners for connection integrity.	Consider full inventory of system and repairs based on consistency of maintenance and up keep over the years.
Brackets/Fins/Details	Specifications require 5 year fabricator warranty. General repairs and replacement of parts due to auto incidents or vandalism. Inspect welds and fasteners for connection integrity.	Quantity of repairs increases if not maintained previously. Inspect welds and fasteners for connection integrity.	Consider full inventory of system and repairs based on consistency of maintenance and up keep over the years.
Concrete Footers	Maintenance free. Inspect structural integrity-similar to any construction project.	Maintenance free. Inspect structural integrity-similar to any construction project.	Maintenance free. Inspect structural integrity-similar to any construction project.

Graphic Standards

COLORS



BLUE RIDGE
PMS 7692C, 2945U



BILTMORE
PMS 7506C, 7506U



GROVE PARK
PMS 2448C, 179U



GOLDENROD
PMS 136C, 7549U



FIDDLE HEAD
PMS 2298C, 2298U



FIR
PMS 4214C, 364U



FRENCH BROAD
PMS 324C

LOGO

ASHEVILLE

TYPOGRAPHY

PRIMARY

Aktiv Grotesk - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Aktiv Grotesk - Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Aktiv Grotesk - SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

SECONDARY

Zilla Slab - SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Zilla Slab - SemiBold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Zilla Slab - Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ACCENT

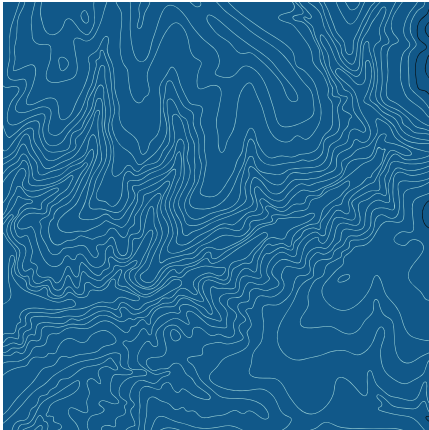
MAINSTAIL - CAPS

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ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

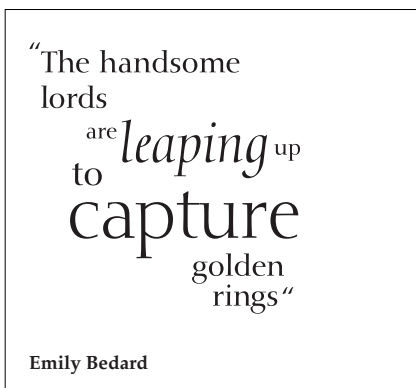
Mainstail - Script

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

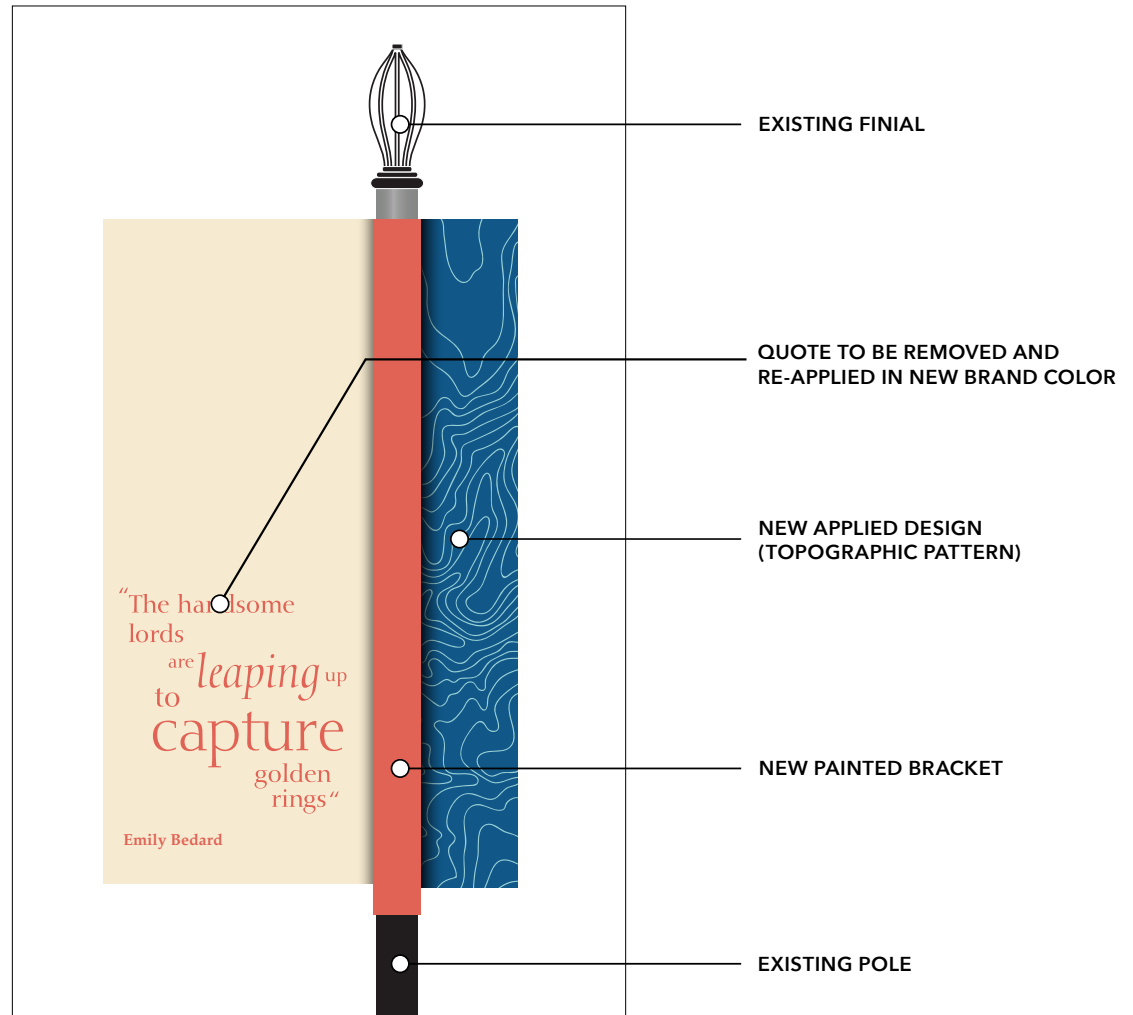
SIGNAGE ARTWORK



BRAND ELEMENT A
TOPOGRAPHY
(FULL)



ARTWORK A
INSPIRING QUOTES



VDIR.2
VEHICULAR DIRECTIONAL
(PAINTED AND REFACED DESIGN)

Asheville Finials

INTRO | ADMINISTRATION | MAINTENANCE & MANAGEMENT | GRAPHIC STANDARDS

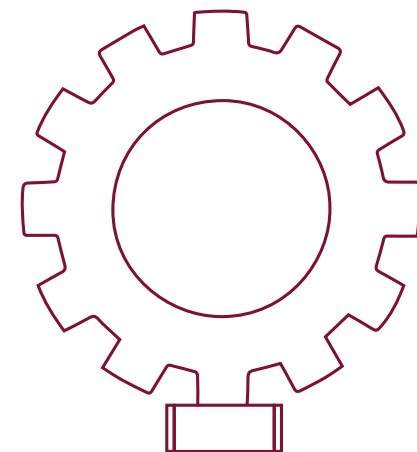
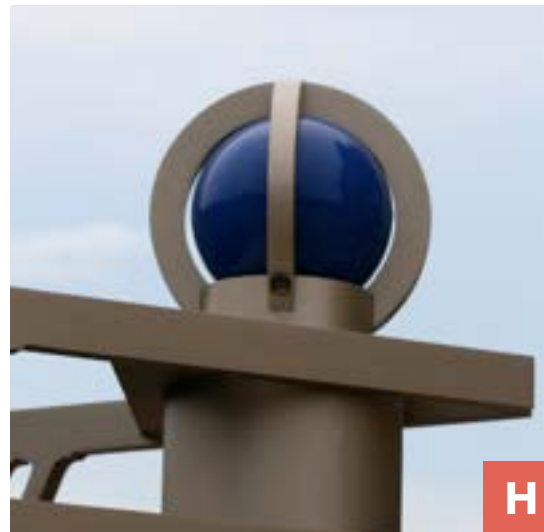
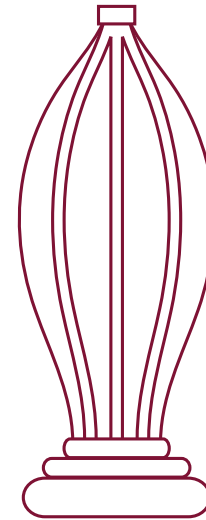
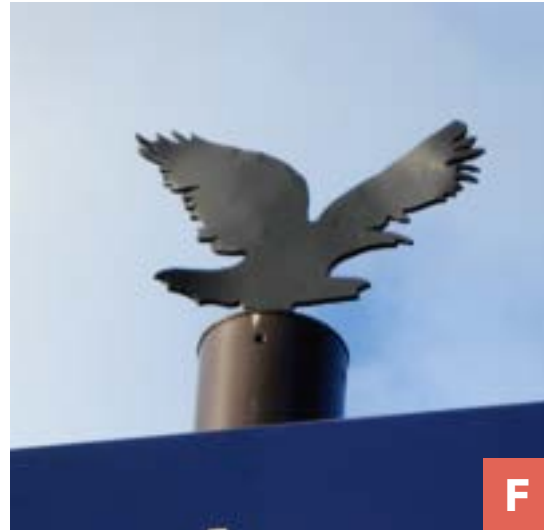
ENHANCING ASHEVILLE'S WAYFINDING SIGNS

We aim to help people easily explore Asheville by up keeping a well-designed wayfinding signage system, featuring finials created by different local artists. These decorative tops, inspired by Asheville's diverse flora, fauna, and rich cultural heritage, add a distinctive charm to the city. Each finial serves as a miniature landmark, making navigation simpler for visitors, while celebrating the artistic spirit of Asheville. This thoughtful blend of functionality and creativity enhances the overall experience, allowing tourists to immerse themselves fully in the vibrant ambiance of the city.



Regional/River Arts Finials

INTRO | ADMINISTRATION | MAINTENANCE & MANAGEMENT | GRAPHIC STANDARDS



Inspiring Quotes



EXISTING



“But thou
reignest
queen
for ever,
Child of
Appalachian
hills...”

from *Swannanoa*
by Anonymous

1

VOICES FROM THE ASHEVILLE COMMUNITY

The wayfinding signage system in Asheville, N.C. features inspiring quotes on the back of each sign, showcasing the voices of local community members. These quotes, selected from individuals who inspire and contribute to the vibrant spirit of Asheville, offer visitors a glimpse into the city's collective wisdom and values. Each message reflects the unique perspectives and motivations of Asheville's residents, adding a thoughtful and personal touch to the navigation experience.

“*Beauty*
is
Nature
in
perfection”

from “Squaring the Circle”
by O. Henry

2

“*Time* has worn
their
peaks away,
And left them
wise and
humble
and kind.”

from *These Be The Mountains That Comfort Me*
by Elia W. Peattie

3

“There is a
dash of
gipsy
in *every one* of us
who is
worth
his *salt*.”

from *Camping and Woodcraft:
A Handbook for Vacation Campers
and for Travelers in the Wilderness*
by Horace Kephart

4

“Nothing
happens
unless
first
a
dream.”

from “Washington Monument by Night”
by Carl Sandburg

5

“Born a
million
years ago
you
stay
here
a
million years”

from “Blue Ridge”
by Carl Sandburg

6

“The
mountain
town...
was for him *the*
centre
of the
earth”

from *Look Homeward, Angel*
by Thomas Wolfe
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by Edward C. Aswell, Administrator C.T.A., Estate of Thomas Wolfe and/or Fred Wolfe

7

Inspiring Quotes

“The
mountains
were his
masters.
They *rimmed*
in *life.*”

from *Look Homeward, Angel*
by Thomas Wolfe

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Administrator C.T.A., Estate of Thomas Wolfe and/or Fred Wolfe

8

“So he *held* to the *idea* of
another world,
a better
place,
and he figured he might as well
consider
Cold Mountain
to be the *location...*”

from *Cold Mountain*
by Charles Frazier

9

“Every *bright*
image
in the visible world
shadow *[is]* only a
of a
divine
thing...”

from *Cold Mountain*
by Charles Frazier

10

“For the
French
Broad
is
above *all* a
live
country.”

from *The French Broad*
by Wilma Dykeman

11

“By climbing
one mile *up*
certain
mountainsides
you can travel...
a
thousand
miles north.”

from *The French Broad*
by Wilma Dykeman

12

“I’m *not* a
has-been
&
I’m *not* a
will-be;
I’m an *is-er.*”

from *The Far Family*
by Wilma Dykeman

13

“What you
take
from here
is
mapless.”

from “Watershed”
by Laura Hope-Gill

14

“We were
homemade
children,
stitched
together
with
homemade
love.”

from “Mama’s Magic”
by Glenis Redmond

15

“Everything
means
something,
that’s
my
faith.”

from *Midquest: A Poem*
by Fred Chappell

16

“I’ve got
so much to
be
pleased
about
it
burdens
me.”

from *The Road*
by John Ehle

17

“I cast
my
memory
out
like a
fishing
line.”

from *Saints at the River*
by Ron Rash

18

““Here I am,”
they sang,
having
become
their
own
voices.”

from *The Ballad Singers*
by Kathryn Stripling Byer

19



Interpretive Panel Planning

INTRO | ADMINISTRATION | MAINTENANCE & MANAGEMENT | GRAPHIC STANDARDS

INTERPRETIVE STRATEGY CONSIDERATIONS

- Identify Sites
- Stories: Broad Topics vs. Single Story
- Themes and Common Threads
- Opportunities and Elements Beyond Signage
- Support Materials: Digital, Print, Marketing
- Support: Events and Festivals
- Is there a sequence of info
- Connections between sites: Literal and Thematic

INTERPRETIVE PANEL HURDLES

- Content Accuracy and Agreements
- Photography: Copyright
- Stock Photography: Cost
- Content: Too Much vs. Too Little

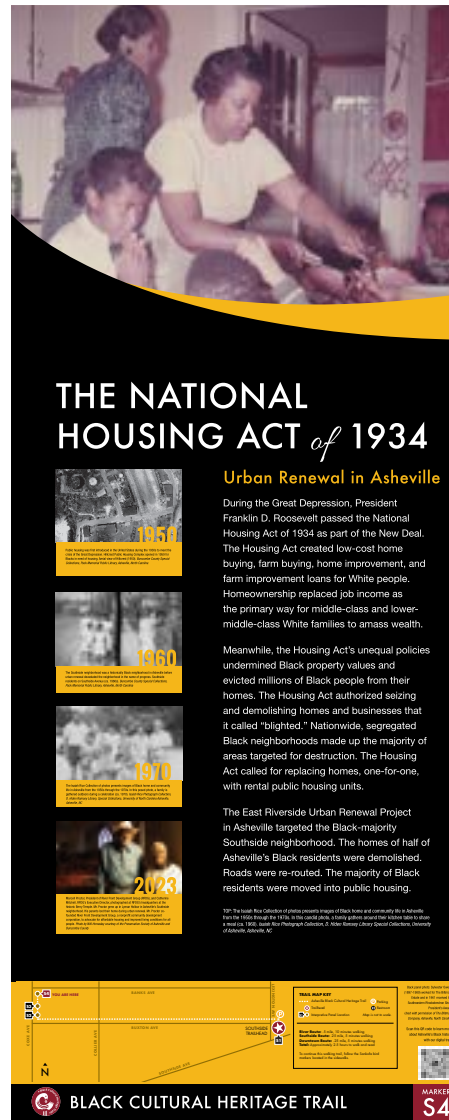
INTERPRETIVE PANELS: CONTENT

- Headlines and Subheading
- Body Copy (150 Words)
- Photography: Stock Photos, Existing Photos, etc.
- Graphics: Charts, Maps, Patterns, etc.
- Multi-lingual (?)
- Sponsors

COST ISSUES

- Structure: Fabrication and Installation
- Panel: Size and Quantity
- Material: Durability and Lifespan

*** NOTE:** Entities interested in applying for interpretive signage should adhere to the Explore Asheville Tourism Product Development Fund Grant cycle. Non-profits with viable projects are encouraged to apply.



EXAMPLE OF INTERPRETIVE PANELS

Kiosk Information

INTRO | ADMINISTRATION | MAINTENANCE & MANAGEMENT | **GRAPHIC STANDARDS**



NEW KIOSK IMPLEMENTATION

Information kiosks should be strategically placed in high-traffic areas to maximize visibility.

IDEAL LOCATIONS:

- Public Transportation Hubs
- Major Attractions
- Busy Commercial Districts
- Parks & Recreational Areas
- Parking Lots

EXISTING KIOSK MAINTENANCE

Kiosk structures should be cleaned and maintained regularly. Additionally the user information should be current and up to date at all times.

INFORMATION TO UPDATE / REVIEW:

- Interpretive Information
- Maps
- Rules and Regulations

CONTENT OPTIONS:

- Interpretive Panel
- Map
 - Regional Map
 - Downtown Map
 - Local Map



EXISTING PEDESTRIAN KIOSKS



The Grove Park Inn 1 MILE ↗

Groveswood Village ↗

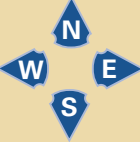
↖ River Arts District .5 MILES

↖ West Asheville 2 MILES

Tunnel Road ↗

↘ South Slope

↘ Biltmore Estate 2 MILES



Map is not to scale.