

From: Cnare, Rebecca
Sent: Tuesday, March 01, 2011 11:30 AM
To: Tucker, Matthew; Martin, Al
Subject:

Al,
Matt Tucker asked me to look at the Stoughton Road Plan in terms of signage recommendations. While there is no clear recommendation for or against any one type of sign, the plan does encourage attractive signage, and identifies monument signs as one way to unify and define the corridor.

The following excerpts relate to signage:

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Signs & Billboards

Large commercial signs and billboards are present throughout the corridor. As new development occurs, there may be an opportunity to remove some billboards, create a more cohesive wayfinding system, and encourage more attractive and effective commercial signs.

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Frontage Road Conditions: This pair of images shows one way to improve the frontage road streetscape south of Buckeye Road and west of Stoughton Road. New trees, attractive lighting, and monument signs are ways to unify and define the area. **Stoughton Road Street Section:** This section shows Stoughton Road under one of the proposed new bridge crossings. Attractive landscaping along the road edge, artistic bridge elements, and refined frontage road conditions help reinforce a sense of place.

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Private Investments: Improve building exterior conditions, Update building facades and improve landscaping, Install attractive signs, Improve lighting design.

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New and reconstructed frontage roads to be enhanced with sidewalks, street trees, regularly spaced curb-cuts, and coordinated signs and lighting. Overhead utilities and high voltage

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Sign Code Ordinance: The sign code can address visual clutter created by the array of signs in the corridor. This Plan recommends that wayfinding, commercial, and other signs in the corridor be part of a coordinated signage effort that treats the overall corridor as a district.

Please let me know if you have any questions.

-Rebecca

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