

Greenwood County, South Carolina
Wayfinding Master Plan

PREPARED BY

ARNETTMULDROW 



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Introduction

In the most general sense, wayfinding is the process by which we navigate the world. Whether it is our daily commute or a journey to an unexplored locale, we rely on cues, habits, patterns, landmarks, and verbal and visual directions to establish and confirm a working knowledge of our environment. In our auto-centric society, an extremely important wayfinding tool is road signage for motorists.

This wayfinding project features a system of over one hundred twenty branded signs designed to welcome and direct motorists throughout Greenwood County. More specifically, this system directs people to visitor-oriented attractions, such as parks and recreation facilities, high schools and colleges, and civic institutions like libraries, museums, and research centers. The system also designates several districts, such as Uptown and the Emerald Triangle Arts and Cultural District, to make intelligible and reinforce the identity of Greenwood County's unique places.



Methodology

This plan was developed through an interactive, iterative process that provided numerous opportunities for stakeholder input and participation. The consultant team kicked off the project by facilitating an initial meeting in which stakeholders nominated dozens of visitor-oriented destinations to be included in the wayfinding system.

The consultants mapped these destinations and analyzed major traffic routes to understand key decision points for motorists and to develop a tentative hierarchy of locations and districts to guide the development process. The consultants then conducted a two-day driving tour of Greenwood County, using Google Maps software to create a draft sign schedule that they posted online and made accessible to all stakeholders.

In the following weeks, the team reviewed stakeholder input, performed additional fieldwork, and conducted a one-day driving tour with representatives from the South Carolina Department of Transportation to refine the emerging system.

Once this work was completed, the consultant team held another stakeholder meeting where they presented the draft sign schedule and preliminary design work for the system. Stakeholder feedback from this meeting led to further refinements to the system as well as a series of follow-up meetings with representatives from Self Regional Healthcare, the City of Greenwood Public Works Department, Ninety Six National Historic Site, Lander University, Piedmont Technical College, and the Town of Ninety Six.

The process concluded with the development of scale conceptual renderings, suggested materials, and project phasing strategies. The team presented the final wayfinding system to the stakeholder group and will continue to assist the client as a resource until the satisfactory completion of the project.



Rules of the Road

Codes and Regulations

All recommendations in this document are subject to the regulations and codes enumerated in the Manual on Uniform Traffic Control Devices (2008 ed.) and the South Carolina Department of Transportation Traffic Engineering Guideline TG-18. All recommendations in this report are subject to SCDOT approval. All sign copy will be Clearview Highway or equivalent FHWA/AASHTO-approved typeface. The final size and placement of sign copy is subject to SCDOT approval. The types, size, and placement of arrows and other directional features will comply with MUTCD and SCDOT standards. All installed signs will meet federal and state requirements for minimum height and breakaway features.

Renderings

All sign drawings in this document are conceptual only. These drawings are intended to show, to the fullest extent practical, the recommended proportions, fonts, and overall design of all signs. It is the responsibility of the fabricator to ensure the compliance of all elements of the signs with all federal and state regulations. The fabricator will also notify the consultant of any change to sign dimensions and materials. Additionally, all sign locations are conceptual only. Final placement of signs is subject to SCDOT approval and will comply with all applicable federal and state codes.

Labor

The sign fabricator will be responsible for ensuring compliance with all applicable codes and regulations. This includes all permits, work, and materials specified and unspecified in this document. Furthermore, the sign installer will be responsible for site maintenance and protection during the installation process. The repair of any site damage incurred during the installation process will be the responsibility of the sign installer. All sign materials and manufactured products will be utilized and installed in strict accordance with specifications and requirements as recommended by the manufacturer. Additionally, all materials and labor will be covered by a one-year warranty from the date of sign installation.



Sign and Post Materials

Signs

The “Notes” section in this manual labels all signs as “Aluminum” or “Alumacorr.” The specifications for each material, as well as other features applicable to all signs, are as follows:

1. Signs labeled for use with decorative fluted posts to be .080 gauge aluminum
2. Signs labeled for use with U-channel posts to be .50 Alumacorr
3. Sign background, text, and arrows to be 3M Scotchlite Reflective Series 680 Vinyl. Must meet or exceed ASTM and FHWA requirements for reflectivity. Sign text must meet or exceed FHWA requirements for legibility.
4. Smaller copy and pictograms on sign header and legends with colors not available in reflective sheeting to be Avery 900 Series Supercast film or equivalent.
5. Side two (back) of non-two-sided signs to be black.
6. Side one (front) of sign background colors to vary according to sign type. Side one background colors to match the following Pantone Matching System (PMS) palette colors:
 - a. City of Greenwood: Green background to be PMS 342C; light green copy on header to be PMS 369C
 - b. Greenwood County: Green background to be PMS 342C; light green copy on header to be PMS 369C; light blue wave at footer to be PMS 298C
 - b. Town of Ninety Six: Black background to be PMS 3C
 - c. Town of Ware Shoals: Black background to be PMS 3C
 - d. Ninety Six National Historic Site: Brown background to be 469C; detailed specifications for pictograph to be provided in bid package
7. Digitally produced graphics are unacceptable.

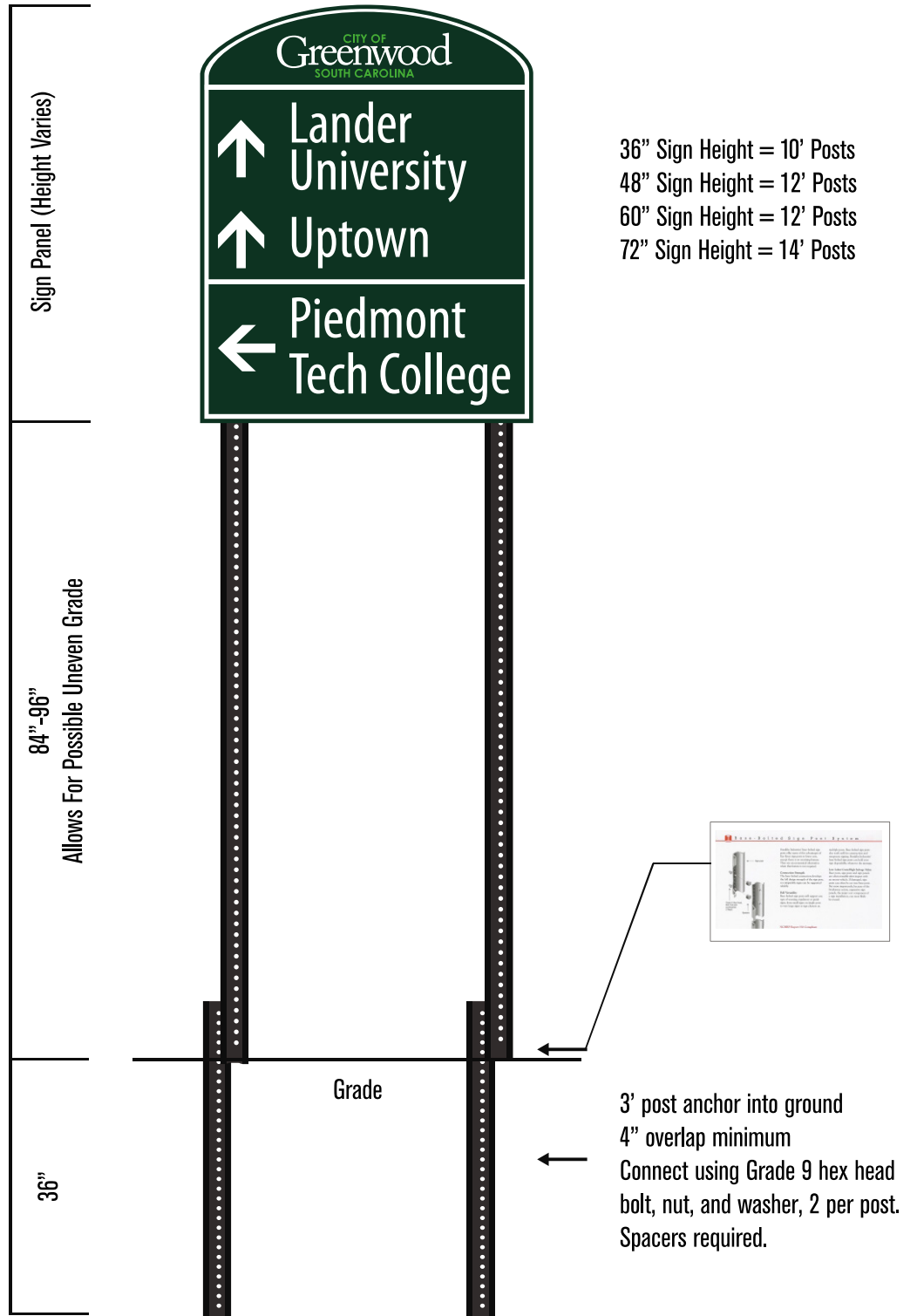
Posts

The “Notes” section in this manual labels all posts as “Decorative” or “U-Channel.” The specifications for each post type and all post hardware are as follows:

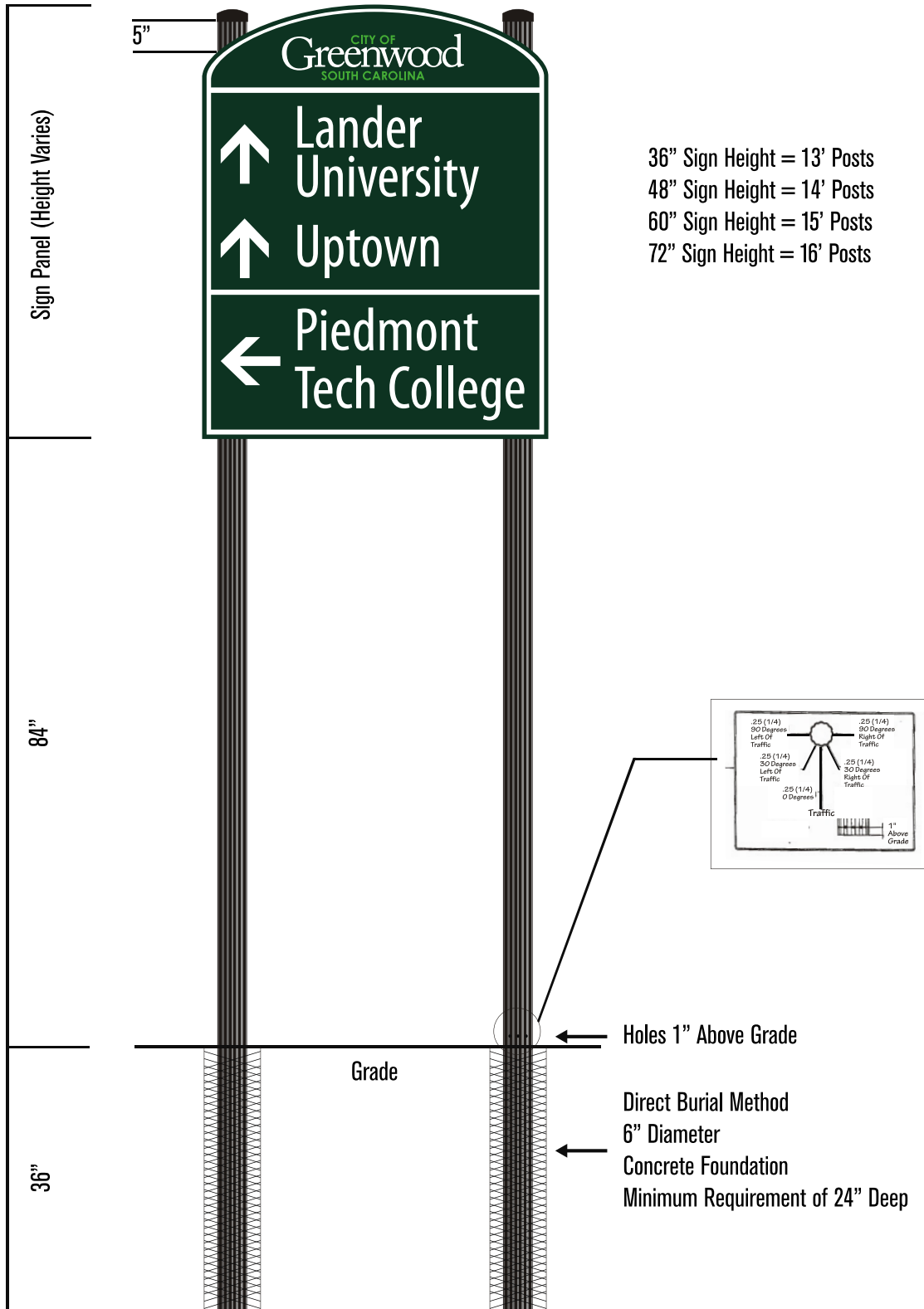
1. Decorative Posts:
 - a. 4” extruded fluted aluminum tube, powdercoated black
 - b. 0.125” tube wall thickness
 - c. Dome cap, powdercoated black
 - d. FHWA/MUTCD-compliant breakaway holes pre-drilled at 37” from bottom
2. U-Channel Posts and Anchors:
 - a. FHWA/AASHTO-approved Grade 60 Steel
 - b. Powdercoated Vulcan black (posts only, not anchors)
3. Hardware:
 - a. Per post, 2 Grade 9 zinc plated hex head bolts
 - b. Per post, matching zinc washers, nuts, and spacers



Typical Sign: U-Channel Post



Typical Sign: Fluted Post



Sign Removal Policy

One of the stated goals of this project is the removal of “sign clutter,” the disorganized and distracting accumulation of signs along roadways and at key intersections. To remedy sign clutter, the consultant team advocates the consolidation of information to a minimum number of signs, as deemed practical by SCDOT.

In general, the consultant team recommends the following:

1. The removal and replacement, if desired, of stand-alone pictograph signs (ie., library, hospital, boat ramp) onto the posts of wayfinding trailblazers or other road signs, provided the affixed pictograms meet SCDOT and FHWA minimum height requirements.
2. The removal of existing signs that duplicate the information on new trailblazers.
3. The removal of “vanity signs” from roads and intersections where the signed organization or institution is included in this wayfinding system.



Project Phasing

For logistical and financial reasons, this project should be implemented in three phases:

Phase I: All trailblazers, gateway, and parking signs coded “City”

Phase II: All trailblazers and gateway signs coded “County”

Phase III: All trailblazers coded “96” and “WS”



Sign Schedule

The following pages indicate and describe the location and content of all signs in the wayfinding system. Each page contains a map and sign drawings that correspond to points on the map.

Each sign has been assigned a code that indicates its geography and characteristics. The codes are listed as follows:

“City”: City of Greenwood header
 “County”: Greenwood County header
 “96”: Town of Ninety Six header
 “WS”: Town of Ware Shoals header

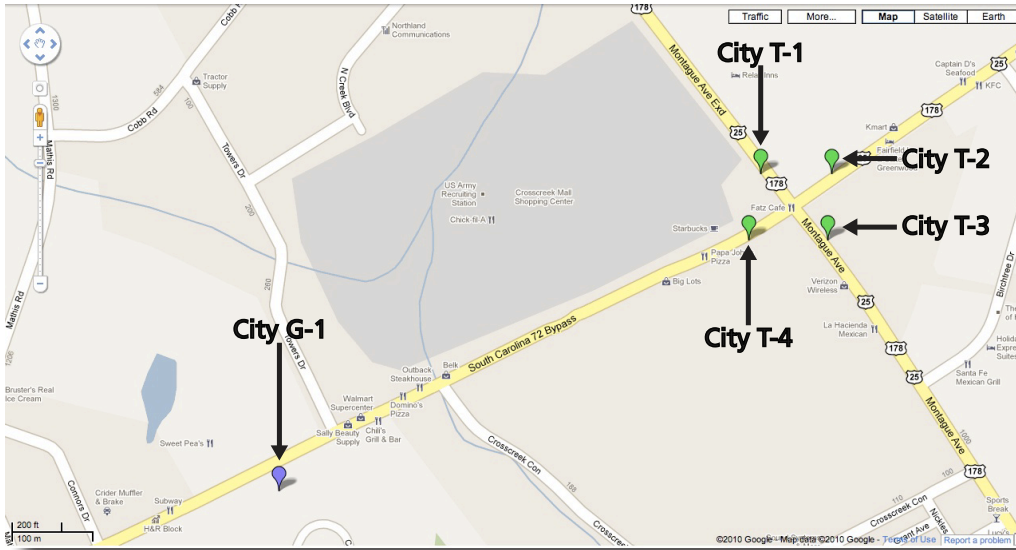
“G”: Gateway sign
 “P”: Parking sign
 “T”: Trailblazer sign

“Width”: The horizontal dimension of the sign panel
 “Height”: The vertical dimension of the sign panel
 “Cap Height”: The height of flat capital letters above the baseline for signed destinations

“Notes”: This section describes the location where the sign is to be placed.

“Pictograph”: A FHWA-approved sign type that features an icon placed on a square background. This document makes recommendations for several common pictographs: Airport, Boat Ramp, Hospital, Library, Parking, and Paddling. All pictographs are to be accompanied by a separate lower panel that displays an arrow indicating the direction of the signed destination. If desired (and pending SCDOT approval), pictographs may be installed on sign posts below recommended trailblazers, one pictograph per post.





City G-1



City G-1 Specs

Width: 48"

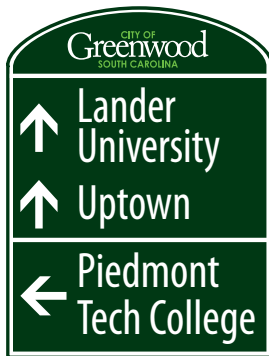
Height: 38"

Cap Height: N/A

Materials: Alumacorr, U-Channel

Notes: Eastbound side of SC 72 Bypass 200' before intersection of Towers Rd.

City T-1



City T-1 Specs

Width: 48"

Height: 60"

Cap Height: 6"

Materials: Alumacorr, U-Channel

Notes: Southbound side of US 25 200' before intersection of SC 72 Bypass

Pictograph: Hospital with up arrow

City T-2



City T-2 Specs

Width: 48"

Height: 48"

Cap Height: 6"

Materials: Alumacorr, U-Channel

Notes: Westbound side of SC 72 Bypass 200' before intersection of US 25

Pictograph: Hospital with left arrow

City T-3



City T-3 Specs

Width: 60"

Height: 72"

Cap Height: 6"

Materials: Alumacorr, U-Channel
Notes: Northbound side of US 25 200' before intersection of SC 72 Bypass

City T-4



City T-4 Specs

Width: 48"

Height: 60"

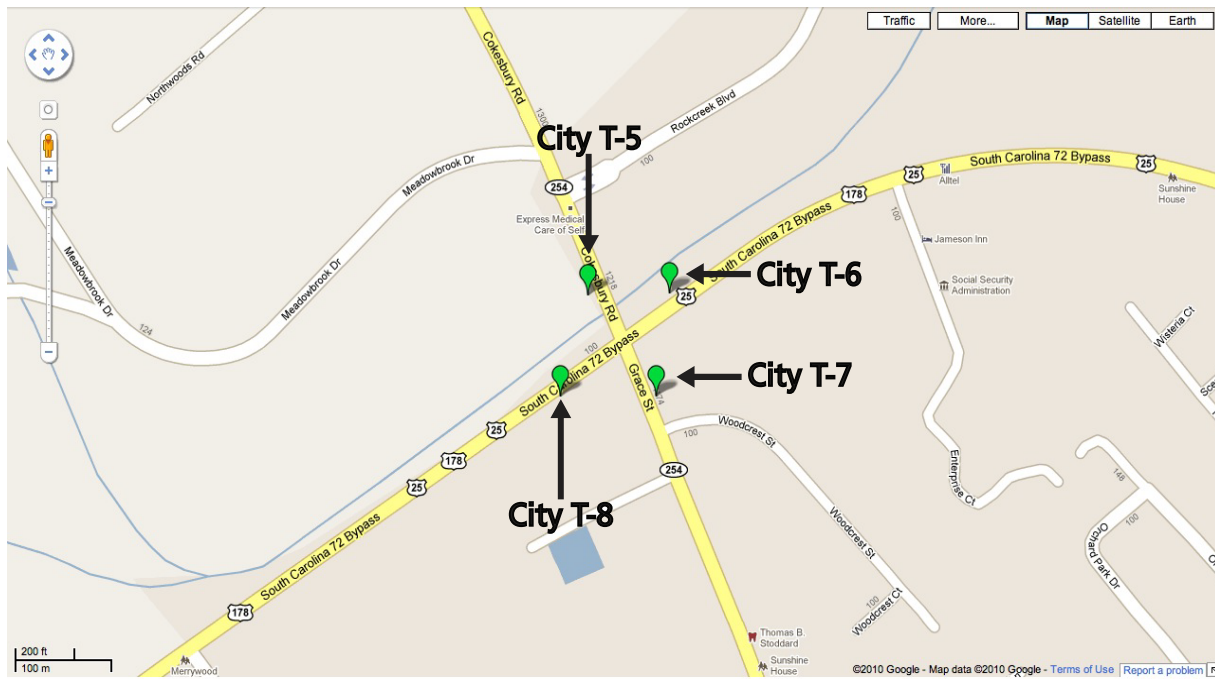
Cap Height: 6"

Materials: Alumacorr, U-Channel

Notes: Eastbound side of SC 72 Bypass 200' before intersection of US 25

Pictograph: Hospital with right arrow





City T-5

City T-6

City T-7

City T-8



City T-5 Specs

Width: 48"
Height: 60"
Cap Height: 6"
Materials: Alumacorr, U-Channel
Notes: Southbound side of Cokesbury St. 200' before intersection of SC 72 Bypass
Pictograph: Hospital with up arrow

City T-6 Specs

Width: 48"
Height: 60"
Cap Height: 6"
Materials: Alumacorr, U-Channel
Notes: Westbound side of SC 72 Bypass 200' before intersection of Cokesbury St./Grace St.
Pictographs: Hospital with left arrow; Airport with right arrow

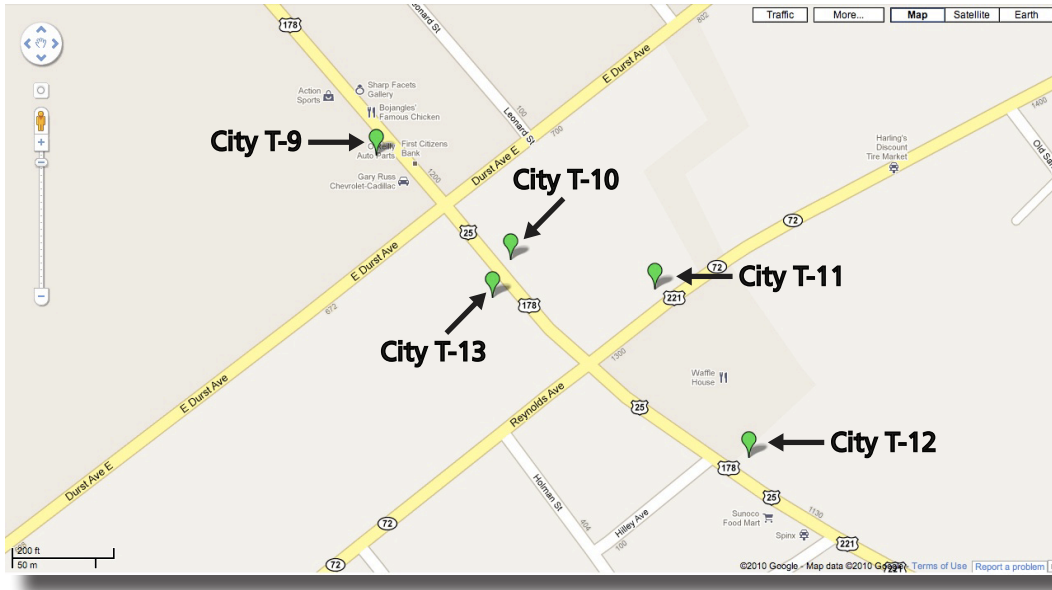
City T-7 Specs

Width: 48"
Height: 48"
Cap Height: 6"
Materials: Alumacorr, U-Channel
Notes: Northbound side of Grace St. 200' before intersection of SC 72 Bypass
Pictograph: Airport with up arrow

City T-8 Specs

Width: 48"
Height: 48"
Cap Height: 6"
Materials: Alumacorr, U-Channel
Notes: Eastbound side of SC 72 Bypass 200' before intersection of Cokesbury St./Grace St.
Pictographs: Airport with left arrow; Hospital with right arrow





City T-9



City T-9 Specs

Width: 48"

Height: 48"

Cap Height: 6"

Materials: Alumacorr, U-Channel
Notes: Eastbound side of SC 72 Bypass 200' before intersection of Durst Ave.

Pictographs: Airport with left arrow

City T-10



City T-10 Specs

Width: 48"

Height: 48"

Cap Height: 6"

Materials: Alumacorr, U-Channel
Notes: Westbound side of SC 72 Bypass 200' before intersection of Durst Ave.

Pictograph: Airport with up arrow

City T-11



City T-11 Specs

Width: 48"

Height: 48"

Cap Height: 6"

Materials: Alumacorr, U-Channel
Notes: Southbound side of SC 72/Reynolds Ave. 200' before intersection of SC 72 Bypass

Pictograph: Hospital with left arrow

City T-12



City T-12 Specs

Width: 60"

Height: 72"

Cap Height: 6"

Materials: Alumacorr, U-Channel
Notes: Westbound side of SC 72 Bypass 200' before intersection of SC 72/Reynolds Ave.

City T-13



City T-13 Specs

Width: 60"

Height: 72"

Cap Height: 6"

Materials: Alumacorr, U-Channel
Notes: Eastbound side of SC 72 Bypass 200' before intersection of SC 72/Reynolds Ave.

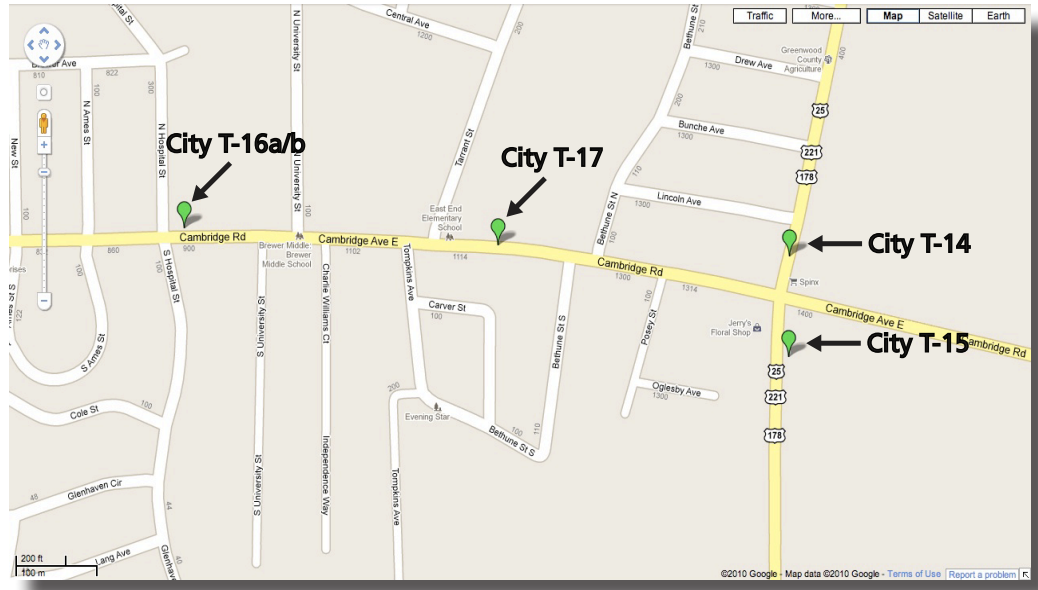
Pictograph: Hospital with up arrow



City T-14



City T-14 Specs
 Width: 48"
 Height: 60"
 Cap Height: 6"
 Materials: Alumacorr, U-Channel
 Notes: Southbound side of 25/178/221 200' before intersection of Cambridge Rd.
 Pictograph: Hospital with up arrow

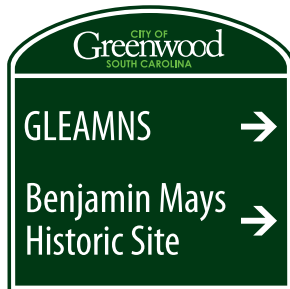


City T-15



City T-15 Specs
 Width: 48"
 Height: 60"
 Cap Height: 6"
 Materials: Alumacorr, U-Channel
 Notes: Northbound side of US 25/178/221 200' before intersection of Cambridge Rd.

City T-16a



City T-16a Specs
 Width: 48"
 Height: 48"
 Cap Height: 5"
 Materials: Alumacorr, U-Channel
 Notes: Two-sided sign on westbound side of Cambridge Rd. 200' before intersection of Hospital St.; Face visible to westbound traffic

City T-16b

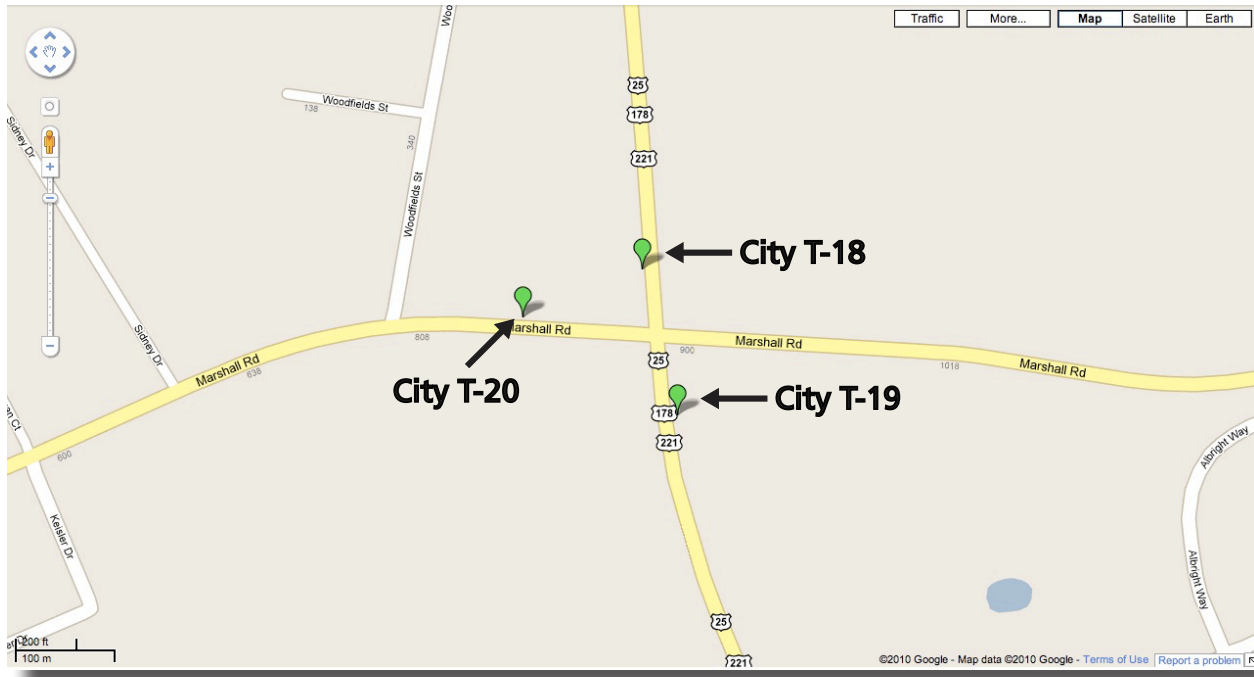


City T-16b Specs
 Width: 48"
 Height: 48"
 Cap Height: 5"
 Materials: Alumacorr, U-Channel
 Notes: Two-sided sign on westbound side of Cambridge Rd. 200' before intersection of Hospital St.; Face visible to eastbound traffic

City T-17



City T-17 Specs
 Width: 48"
 Height: 60"
 Cap Height: 5"
 Materials: Alumacorr, U-Channel
 Notes: Westbound side Cambridge Rd. 200' before intersection of Tarrant St.



City T-18



City T-18 Specs
 Width: 48"
 Height: 48"
 Cap Height: 6"
 Materials: Alumacorr, U-Channel
 Notes: Southbound side of US 25/178/221 200' before intersection of Marshall Rd.
 Pictograph: Hospital with right arrow

City T-19



City T-19 Specs
 Width: 48"
 Height: 48"
 Cap Height: 6"
 Materials: Alumacorr, U-Channel
 Notes: Northbound side of US 25/178/221 200' before intersection of Marshall Rd.
 Pictograph: Hospital with left arrow

City T-20



City T-20 Specs
 Width: 48"
 Height: 48"
 Cap Height: 6"
 Materials: Alumacorr, U-Channel
 Notes: Westbound side of Marshall Rd. 200' after intersection of US 25/178/221
 Pictograph: Hospital with up arrow





City T-21



City T-21 Specs
 Width: 48"
 Height: 60"
 Cap Height: 6"
 Materials: Alumacorr, U-Channel
 Notes: Medical District Header;
 Northbound side of SC 225 200'
 before intersection of West
 Alexander Rd.
 Pictograph: Hospital with right
 arrow

City T-22



City T-22 Specs
 Width: 60"
 Height: 72"
 Cap Height: 6"
 Materials: Alumacorr, U-Channel
 Notes: Southbound side of SC 225
 200' before intersection of West
 Alexander Rd.
 Pictograph: Hospital with left arrow

City T-23



City T-23 Specs
 Width: 48"
 Height: 48"
 Cap Height: 5"
 Materials: Alumacorr, U-Channel
 Notes: Northbound side of
 West Alexander Rd. 100' after
 intersection of SC 225
 Pictograph: Hospital with up
 arrow





City T-24



City T-24 Specs
Width: 48"
Height: 48"
Cap Height: 5"
Materials: Alumacorr, U-Channel
Notes: Westbound side of Maxwell Ave. 200' before intersection of SC 225
Pictograph: Hospital with left arrow

City T-25



City T-25 Specs
Width: 60"
Height: 72"
Cap Height: 6"
Materials: Alumacorr, U-Channel
Notes: Northbound side of SC 225 200' before intersection of Maxwell Ave./SC 10

City T-26



City T-26 Specs
Width: 60"
Height: 72"
Cap Height: 6"
Materials: Alumacorr, U-Channel
Notes: Eastbound side of SC 10/ McCormick Hwy. 200' before intersection of SC 225
Pictograph: Hospital with right arrow

City T-27



City T-27 Specs
Width: 60"
Height: 72"
Cap Height: 6"
Materials: Alumacorr, U-Channel
Notes: Southbound side of SC 225 200' before intersection of Maxwell Ave./SC 10
Pictograph: Hospital with up arrow





City T-28a



City T-28a Specs
 Width: 40"
 Height: 38"
 Cap Height: 5"
 Materials: Alumacorr, U-Channel
 Notes: V-Shaped sign at intersection of Reynolds Ave. and Grace St.; Visible to westbound traffic on Reynolds Ave.
 Pictograph: Hospital with left arrow

City T-28b



City T-28b Specs
 Width: 40"
 Height: 38"
 Cap Height: 5"
 Materials: Alumacorr, U-Channel
 Notes: V-Shaped sign at intersection of Reynolds Ave. and Grace St.; Visible to southbound traffic on Grace St.
 Pictograph: Hospital with up arrow

City T-29a



City T-29a Specs
 Width: 48"
 Height: 48"
 Cap Height: 5"
 Materials: Alumacorr, U-Channel
 Notes: Two-sided sign at west corner of Grace St. and Durst Ave.; Visible to southbound traffic on Grace St.; To replace existing sign
 Pictograph: Hospital with up arrow

City T-29b



City T-29b Specs
 Width: 48"
 Height: 48"
 Cap Height: 5"
 Materials: Alumacorr, U-Channel
 Notes: Two-sided sign at west corner of Grace St. and Durst Ave.; Visible to northbound traffic on Grace St.; To replace existing sign



City T-30



City T-30 Specs
 Width: 40"
 Height: 38"
 Cap Height: 5"
 Materials: Aluminum, Decorative
 Notes: At corner of Cambridge and Main near Main St. United Methodist Church; Visible to southbound traffic

City T-31



City T-31 Specs
 Width: 48"
 Height: 48"
 Cap Height: 5"
 Materials: Aluminum, Decorative
 Notes: Southbound side of Grace St. 100' before intersection of West Cambridge Ave.
 Pictograph: Hospital with right arrow

City T-32



City T-32 Specs
 Width: 48"
 Height: 48"
 Cap Height: 5"
 Materials: Alumacorr, U-Channel
 Notes: Eastbound side of West Cambridge Ave. 100' before intersection of Calhoun/Hampton/US 25

City T-33



City T-33 Specs
 Width: 48"
 Height: 60"
 Cap Height: 5"
 Materials: Alumacorr, U-Channel
 Notes: Northbound side of Hampton Ave. 100' before intersection of West Cambridge Ave.

City T-34



City T-34 Specs
 Width: 48"
 Height: 48"
 Cap Height: 5"
 Materials: Alumacorr, U-Channel
 Notes: Southbound side of Hampton Ave./US 25 50' after intersection of Mill Ave.
 Pictographs: Hospital with up arrow; Library with up arrow

City T-35



City T-35 Specs
 Width: 48"
 Height: 48"
 Cap Height: 5"
 Materials: Alumacorr, U-Channel
 Notes: Westbound side of Beaudrot Ave. 100' before intersection of Main St.
 Pictographs: Hospital with left arrow; Library with left arrow





City T-36

City T-37

City T-38

**City P-1
City P-2
City P-3**



City T-36 Specs

Width: 48"
Height: 48"
Cap Height: 5"
Materials: Aluminum, Decorative
Notes: Southbound side of Montague/Main St. 50' before intersection of Seaboard Ave.
Pictographs: Hospital with up arrow below; Parking with up/right arrow

City T-37 Specs

Width: 48"
Height: 48"
Cap Height: 5"
Materials: Aluminum, Decorative
Notes: Northbound side of Main St. 100' before intersection of Maxwell Ave.
Pictograph: Parking with left arrow

City T-38 Specs

Width: 40"
Height: 38"
Cap Height: 5"
Materials: Alumacorr, U-Channel
Notes: Westbound side of Seaboard Ave 100' before intersection of Phoenix St.
Pictograph: Parking with left arrow

City P-1/2/3 Specs

Width: 24"
Height: 30"
Cap Height: 6"
Materials: Aluminum, Decorative
Notes: Two-sided (all)
P-1: At entrance to Pressley St. parking lot
P-2: At entrance to Phoenix St. parking lot
P-3: At entrance to Oregon Ave. parking lot



City T-39



City T-39 Specs

Width: 48"

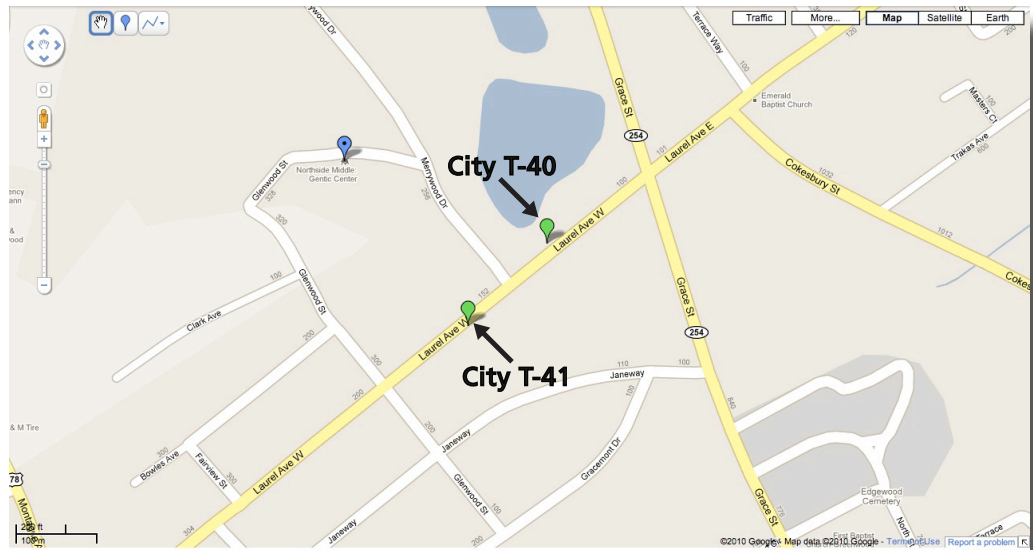
Height: 48"

Cap Height: 5"

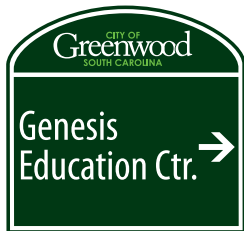
Materials: Alumacorr, U-Channel

Notes: Westbound side of Cambridge Rd. 150' before intersection of Seaboard Ave.

Pictograph: Hospital with left arrow



City T-40



City T-40 Specs

Width: 40"

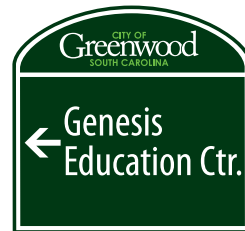
Height: 38"

Cap Height: 5"

Materials: Alumacorr, U-Channel

Notes: Westbound side of Laurel Ave. 100' before intersection of Merrywood Dr.

City T-41



City T-41 Specs

Width: 40"

Height: 38"

Cap Height: 5"

Materials: Alumacorr, U-Channel

Notes: Eastbound side of Laurel Ave. 100' before intersection of Merrywood Dr.

