

# 2024 Wayfinding Master Plan

Person County Tourism Development Authority



Prepared by:





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# ACKNOWLEDGEMENTS

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Piedmont Community College  
North Carolina Department of Transportation Division 5, District 2

Tourism Partners

Thank you for Participating! This plan reflects the input received from our partners during the process.

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# INTRODUCTION AND PROJECT OVERVIEW

In September 2023, the Person County Tourism Development Authority (PCTDA) hired J.M. Teague Engineering & Planning (Consultant) to provide guidance regarding the addition of wayfinding signage in Person County. The objective of this Wayfinding Master Plan (Plan) is to provide PCTDA and its partners with a comprehensive plan for implementing a wayfinding signage system designed to bring more visitors to Roxboro/Person County by enhancing brand recognition and increasing signage.

The Board of Directors for PCTDA recognized the importance of providing wayfinding signage to guide visitors throughout Person County. A visitor's ability to navigate community roadways and easily locate points of interest is key to Person County's economic prosperity. The primary goal for this project is to enable the PCTDA/tourism partners to facilitate the installation of branded wayfinding signage while following all local, state, and federal signing guidelines and standards.

This Plan provides the details needed to implement such a wayfinding system, including:

- A. An overview of wayfinding regulations;
- B. Criteria for selecting destinations;
- C. A summary of existing conditions;
- D. Design standards and system elements;
- E. Directional signage cost estimates;
- F. Recommendations for management, maintenance, and reserves; and
- G. Suggestions for prioritizing, installation and NCDOT coordination.

Wayfinding signage is as much about enhancing community identity as it is an actual tool for directing visitors to amenities and attractions. Improving wayfinding signage not only helps direct people, but also creates a "sense of place," making the Person County more memorable, iconic, and aesthetically pleasing to residents and visitors.

Other goals of this Plan are to identify community amenities and to portray a consistent character that is representative of the community. This project is significant to Person County, as it will:

- Contribute to a more robust navigation system for users by providing clear and simple signage directing users to areas of interest ultimately limiting potential traffic congestion and frustration for motorists.
- Convey the brand strategy of the PCTDA and its tourism partners by offering users colorful, visual cues that highlight points of interest in the County and how to get there. A cohesive signage system that incorporates a visual brand can instill confidence and comfort in users when traveling in unfamiliar areas. Person County branding has recently been updated and is in a perfect place to begin the process of considering how signs will look. Sign Design should consider multiple types of signs and guidelines for where signs should be consistent and where they should be site-specific.

- Introduce visitors unfamiliar with the area to local destinations. Without a wayfinding system, some points of interest may be overlooked more often than others.
- Reduce sign clutter by consolidating existing road signs. More succinct information communicated with less signage streamlines the amount of information a motorist needs to process when making a decision. It also creates a more aesthetically pleasing landscape.
- Provide recommendations for updating, adding, or replacing aged, missing, poorly located, or damaged Guide signs.
- Showcases sign designs with a scale, typeface, position, and location that render them easy to see, read, understand, and use.

Wayfinding signage systems traditionally include vehicular directional signs, pedestrian directional signs, parking directional signs, and gateway signs. Because most state and federal guidelines for wayfinding signage are written specifically to support wayfinding in municipalities, other types of signs should be considered with planning the wayfinding system at a county level. As part of this plan, the use of types of NCDOT signing programs will be addressed to help the PCTDA meet the needs of destinations located outside of the Roxboro city limits. See " NCDOT Signing Programs" section on page 11.

## PURPOSE OF MASTER PLANNING

This Plan will serve as a framework for implementing an attractive and reliable sign system that directs residents and visitors to key destinations within the Town of Roxboro. It is also the guiding implementation document that identifies other types of signs the County should use, where they should be located, and what they should look like. The plan will guide the PCTDA's efforts, over time, as they implement a cohesive signage system.

Person County was formed in 1791 and named for Revolutionary War general Thomas Person. Roxboro is the county seat for Person County. Roxboro, was incorporated in 1855 and named for the town of Roxburgh, Scotland.

At the heart of Roxboro is the Uptown Roxboro. Uptown includes buildings on the National Register of Historic Places: Person County Courthouse, Roxboro Commercial Historic District, and Roxboro Male Academy and Methodist Parsonage. A walk through history is only the start of how visitors can spend their day. Visitors can also enjoy shopping and dining, or playing at the one of the local parks.

In an age of smartphone technology, GPS systems give travelers quick direction to specific locations, often while bypassing other destinations of interest. Successful wayfinding programs bring awareness to retail districts and historic landmarks that visitors may not know about and that may not be included in modern navigation technologies.

Wayfinding can provide a tool for guiding visitors off the interstates and into the community, seamlessly connecting all areas of town, which vary in land use and density and attract a range of visitors who might be seeking small-town charm or recreational pursuits. After the Plan is fully implemented, Roxboro can offer an improved visitor experience, generate



additional tourism dollars, better promote tourism-related destinations, and ultimately improve the Town's economic conditions.

Wayfinding is about building connections between the visitors to Person County, the City of Roxboro, and with the economic growth of the whole community. Signage helps to connect visitors to their destinations and the community to the visitors. The Person County wayfinding system is designed to complement other efforts and investments from the community and to provide an even greater place for visitors, residents, and business owners.

## EXISTING WAYFINDING EFFORTS

The need for updated signage in Roxboro/Person County is not a new concept. Previously completed planning documents address the need for improved signage and make it clear that any new signing efforts should complement existing municipal, county, and regional plans.

### 2023 Uptown Roxboro Strategic Streetscape Plan

Roxboro's Uptown Streetscape Plan addressed the need for improved signage: *"The main gateway signage for Uptown Roxboro is located just before the intersection of Barden Street and Main Street near the Person County Public Library and at the intersection of Morehead Street and Main Street adjacent to the Person County History Museum. In previous community engagement documents, the feedback has been given that there isn't enough signage to let you know how to get to Uptown Roxboro until you are already there."*

*There is an opportunity to improve vehicular signage in the Uptown District. Existing parking lots have signage stating whether the parking is private or public, but additional signage and delineation of lots could be improved in lots where a portion of the lot is public and a portion of the lot is private."*

### 2014 Person County Recreation, Arts, And Parks Master Plan Update

Person County's Recreation, arts and Parks Master Plan addressed the need for additional park signage: *"Helena School Park – Add Park identification signage."* The Plan also discusses park underutilization, future greenways, trailheads, and parking facilities, which could all benefit from wayfinding signage.

### 2021 Person County Planning Ordinance

Person County's Planning Ordinance addresses the placement of signs within the county's jurisdiction *"for the following purposes: to promote traffic safety; to prevent business and advertising signs from conflicting with public safety signs; to ensure that permitted signs do not become a hazard or nuisance; to prevent the overcrowding of land; to facilitate fire and police protection; to protect and enhance the value of properties; to provide a pleasing overall environmental setting and good community appearance which is deemed vital to the continued economic attractiveness of the county; and to promote the public safety and welfare of the county."*

## 2008 Roxboro Pedestrian Transportation Plan

Roxboro's Pedestrian Transportation Plan directs the use of signage specifically for pedestrians. *"5.5.6 Signage and Wayfinding Projects Signage along specific routes or throughout an entire community can be updated to make it easier for people to find destinations. Pedestrian route and greenway signs are one example of these wayfinding signs, and they can be installed along routes independently of other signage projects or as a part of a more comprehensive wayfinding improvement project."*

## WAYFINDING REGULATIONS

In 2023, the Federal Highway Administration published the latest edition of the Manual on Uniform Traffic Control Devices (MUTCD) detailing minimum design and safety standards for signage. More specifically, the MUTCD details a series of signage elements, as well as design and safety regulations, that must be reflected in any wayfinding signage system. In addition, the North Carolina Department of Transportation (NCDOT) further clarifies wayfinding regulations in Section S76 of its Traffic Engineering Policies, Practices and Legal Authority (TEPPL), Guidelines for Wayfinding Signs along State Maintained Roadways.

The MUTCD provides standards and guidelines for the use of wayfinding signs along municipally-owned streets and roads. The MUTCD limits the use of signs to specific destinations, such as, key civic, cultural, historical, visitor, and recreational attractions within an urbanized area. In order for NCDOT to approve wayfinding signs on state-owned roadways, the destinations must be a public place, an area of historic significance, a place of cultural value, or a recreational facility open to the public. NCDOT also allows signage pointing to destinations of significant regional importance; such signage appears most often as brown signs and occasionally as green signs. Whether a destination has significant regional importance is determined between the municipality and NCDOT officials.

The signs that populate our transportation systems vary in shapes, sizes, and colors. We see them along our roadways, sidewalks, greenways, and trails. Each of these signs serves a different purpose. Signs installed in the public right-of-way must adhere to standards found in the MUTCD. The MUTCD is published by the Federal Highway Administration (FHWA) and defines nationwide standards for installing and maintaining traffic control devices, including signs, on all public streets, highways, bikeways, and private roads open to public travel.

Signs provide regulations, warnings, and guidance information for road users, and use words, symbols, and arrows to convey those messages. The MUTCD defines signs by their function:

- Regulatory signs give notice of traffic laws or regulations. (examples: Speed Limit and Stop signs),
- Warning signs give notice of a situation that might not be readily apparent. (Examples: Signal Ahead and Left Lane Ends signs),
- Guide signs show route designations, destinations, directions, distances, services, points of interest, and recreational, and cultural information. It is important to understand how federally specified signs will operate in conjunction with a community's wayfinding

signage. Regulatory, warning, and guide signs have a higher priority than community wayfinding signs,

- Community wayfinding signage traditionally includes vehicular directional signs, pedestrian directional signs, parking directional signs, and gateway signs.

## EXISTING CONDITIONS

### TRAVEL ROUTES

Before planning for the placement of wayfinding signage it is important to understand how motorists travel throughout Person County. For this reason, an analysis of the roadway network configuration, traffic volumes, and traffic patterns was conducted.

The Primary Routes in Person County include US-501, NC-49, NC-57, US-158, and NC-157. These are the routes that the majority of visitors would use to travel to and through the community. Based on an analysis of daily traffic counts by NCDOT, (AADT = Annual Average Daily Traffic), most visitor trips are routed through the County using US-501, NC-49, and US-158.

Secondary Routes provide connections from the Primary Routes to local routes. Secondary routes are characterized by lower volumes in urban areas and by being the principal access ways in rural areas. Secondary routes include SR-1363 and SR-1601.

Destination Routes provide direct access to the destinations that aren't located on the Primary or Secondary Routes.

### TRAFFIC VOLUMES

NCDOT collects traffic data statewide to analyze and support planning, design, construction, maintenance, operation and research activities required to manage North Carolina's transportation system. Figure 1, on page 6 shows traffic volume on primary routes throughout Person County.

### NCDOT PROJECTS (STIP U-5969)

The N.C. Department of Transportation has plans to upgrade U.S. 501 (Madison Boulevard) from the existing 5-lane undivided roadway to a 4-lane median divided roadway from south of U.S. 158 to North Main Street in Roxboro.

NCDOT's U-5969 project is in the design stage (2024) and is currently scheduled for construction in 2029. Since US-501 is a primary route through the middle of Roxboro, the consultant team worked with NCDOT to understand how this project may affect the addition of wayfinding signage along this corridor. Figure 2, on page 6 shows maps from NCDOT public meeting for U-5969 in 2019.



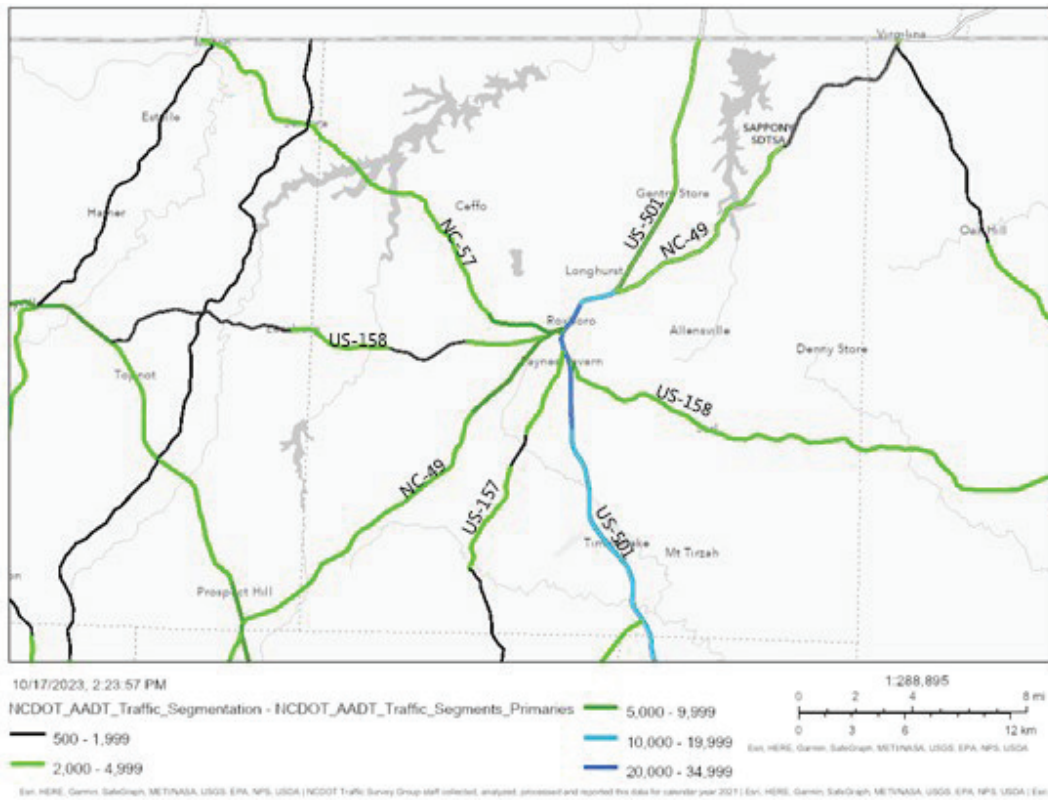


Figure 1. NCDOT Traffic Volume Map (2024) (Source NCDOT.gov)

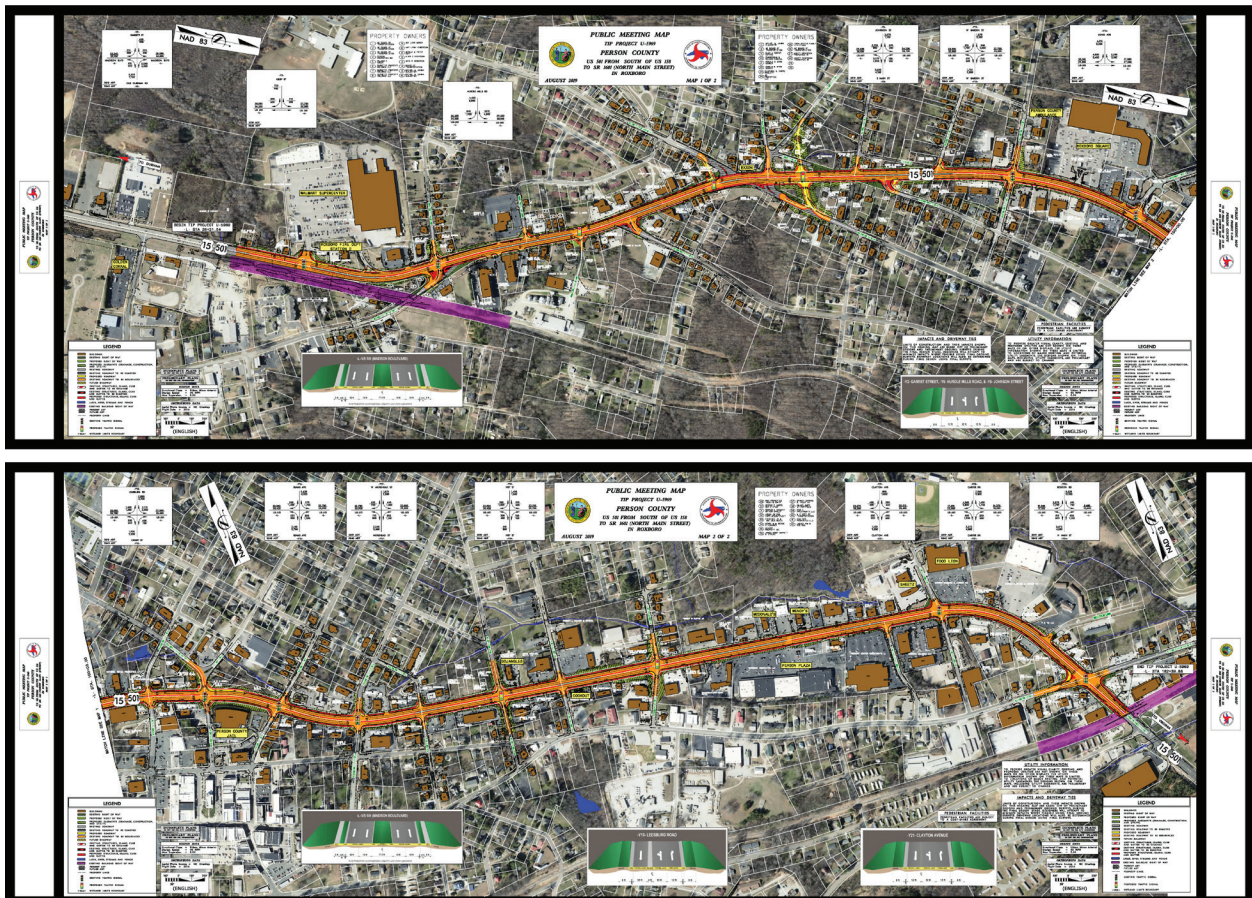


Figure 2. 2019 Public Hearing Maps NCDOT U-5969 in Roxboro (Source NCDOT.gov)



## EXISTING VEHICULAR SIGNAGE

A general review of Roxboro/Person County's existing signage was conducted. The signs were reviewed along primary roadways to gather existing conditions in relation to key visitor destinations. By assessing the existing signs for condition and placement, the need for updated or branded signage and the necessity of replacement signs became clear.

Person County and the City of Roxboro have a typical number of vehicular directional signs. The existing signs are limited primarily to the standard green (directional) or brown (recreational or cultural) signs maintained by NCDOT, the City of Roxboro, or Person County public works departments. These signs point out local features such as county or city limits, community facilities, government buildings, and parks. While these signs serve the purpose of directing and orienting people, an effective wayfinding system can also be used to enhance public perception of the community and align with the community's brand.

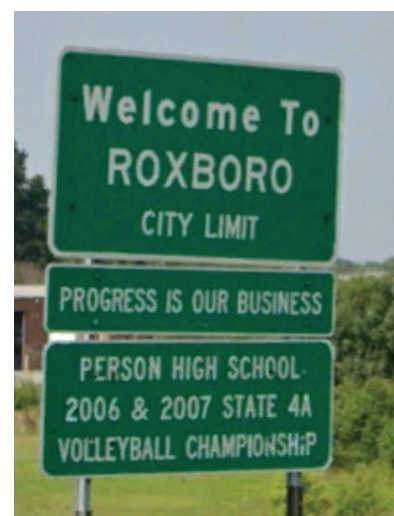
The first introduction that visitors have to Person County and Roxboro is at the county and city limits. Nearly every road into Person County includes a county limit sign and all Primary roads into Roxboro include a city limit sign. Most of them simply point out the City or County limits, while a few include "Welcome to" with a tagline or County seal.

Many of the County's existing signs are concentrated along the Primary and Secondary Routes by NCDOT and the County/City public works departments. These signs are designed to move traffic safely and efficiently through the county. Several Uptown Roxboro destinations do not have signs posted on the Primary Routes. Motorists may bypass the Uptown district without realizing that there are destinations such as the Person County Courthouse and Roxboro's City Hall.

During the sign review, it was noted that many of the existing signs are aged, faded, conflicting or otherwise non-compliant. *Figure 2* shows a mixed-matched sign near Uptown Roxboro that includes a "Welcome to Historic", "Uptown Roxboro" and "Kirby Cultural Arts Complex". While these signs are well located and include good information, the mix of letter sizes and fonts, colors, and mixed messages can be difficult for a motorist to read and understand.



*Figure 3. Existing Directional Signage*



*Figure 4. Existing City Limit Signage*

# DESTINATION CRITERIA

Meaningful wayfinding systems utilize defined guidelines and criteria to determine which destinations should be included in the system. MUTCD, TEPPL, and NCDOT all define the minimum standards for inclusion on a wayfinding sign. Destinations must meet minimum standards for inclusion in the wayfinding system.

In Person County, many of the tourist destinations are located outside of Municipal limits. For this reason, the following information refers to destinations within the City of Roxboro's Municipal Limits. The County destinations and other non-eligible destinations will be addressed starting on page 11 of this document.

The next level of evaluation for inclusion in the sign system is determining the locations that provide some preexisting, inherent, significant, or visitor draw. The established destination criteria provide any business or entity wanting to be included in the wayfinding system in the future with a method for asking for system inclusion and provides PCTDA/tourism partners with a documented method of identifying destinations that may or may not be allowed in the program.

Adopting formal policies that detail system inclusion is highly recommended. The following are guidelines for destinations participating in PCTDA/ tourism partners wayfinding program.

The established destination criteria provides any business or entity wanting to be included in the wayfinding system in the future with a method for asking for system inclusion and provides the PCTDA/ tourism partners with a documented method of identifying destinations that may or may not be allowed in the program.

Destinations shall include public buildings, parks, trails, or other facilities within the public realm. Destinations shall be publicly owned, or not-for-profit, and shall be open to public use.

- Destinations shall have a minimum level of public facilities, including amenities such as public restrooms or other combination of minimum improvements available for public use.
- Destinations such as districts may be included if the district is recognized by the municipal government and has regional, public drawing power. Such destinations may include downtown Roxboro, historic districts, designated shopping districts, historic communities, entertainment districts, or similar destinations.
- Commercial services such as restaurants, lodging, transportation, and other privately owned businesses shall not be included in the wayfinding system. These types of services can be included if grouped with other similar services using generic terms such as *shopping*, *dining*, and *lodging*. Other options available for non-qualifying destinations include Tourism Oriented Directional Signage (TODS), specific travel services (LOGO) signs, general service signs, agricultural tourism signs, and general destination signs.

## DESTINATION ANALYSIS

A well-defined wayfinding system utilizes defined guidelines and criteria to determine which destinations should be included in the system. Since destinations must meet minimum standards for inclusion on a wayfinding sign, the next level of evaluation for inclusion in the sign system is determining the locations that provide some preexisting, inherent, significant, or visitor draw.

It is recommended that the PCTDA establish criteria to provide any business or entity wanting to be included in the wayfinding system in the future with a method for asking for system inclusion. This will provide the PCTDA with a documented method of identifying destinations that may or may not be listed on a community wayfinding sign. Destinations that do not qualify for inclusion on a wayfinding type sign may qualify for another sign type.

Depending on the type of destination and its location in the county, each destination will be best served by different types of signs. As an example, Mayo Lake may require an NCDOT approved recreational sign while a privately owned vineyard might qualify for a TODS sign or an Agricultural Tourism sign.

## PRIORITIZED DESTINATIONS

The Consultant worked closely with the PCTDA to identify destinations for inclusion in the wayfinding program. Each destination was added based on local knowledge, discussions with local officials, NCDOT requirements, and MUTCD guidelines. As future destinations become available and eligible, it is recommended that PCTDA develop an application procedure and consider each request on a case-by-case basis. Any destination included on future directional signs to be approved by NCDOT cannot be for a private business, which may constitute advertising. Community Wayfinding signage cannot include advertising.

PCTDA provided preliminary destination rankings based on their overall significance as a visitor destination for the initial wayfinding system. The Consultant worked with the PCTDA to edit, refine, and finalize the destinations to be included in the wayfinding system. These destinations are divided into three categories based on their overall significance as visitor destinations, with Tier One being the most significant and Tier Three the least significant to the wayfinding system.

The following tiered lists of destinations are recommendations based on prioritization by PCTDA, the relevance to tourists and other visitors to Person County, and the existing directional signage. The PCTDA may choose to place any of the eligible destinations on wayfinding signage based on space and relevance.

Each named destination has been reformatted for use on the wayfinding signage. Limited space on each sign often makes it necessary to abbreviate. The final Vehicular sign layouts, approved by PCTDA, allow for up to 10 letters per line with two lines per destination.

The final sign content should be approved by PCTDA, acceptable by the Town or destination entity, and be clear and easy to understand. Recommendations for sign text have been



Figure 5. Kirby Theater Roxboro, NC



Figure 6. Uptown Roxboro, NC

divided into three tiers. Tier One are destinations that qualify for mention on the Wayfinding signage and are a high priority for the community, Tier Two are qualifying destinations that have a medium priority, and Tier Three are qualifying destinations that have minimal tourist attraction.

## TIER ONE DESTINATIONS

Tier One destinations are qualifying destinations that were rated as a high priority by PCTDA, meet all State and Federal requirements for eligibility, and are recommended for inclusion on vehicular wayfinding signage. Tier One destinations may require directional trailblazer signage from primary, connector, and destination routes to direct visitors all the way to the destination.

## TIER TWO DESTINATIONS

Tier Two destinations are qualifying destinations that were rated as a medium priority by PCTDA, meet all requirements of scoring criteria for eligible destinations or attractions, and are recommended for inclusion on wayfinding signage. These destinations may require a directional trailblazer when a turn is necessary.

## TIER THREE DESTINATIONS

Tier Three destinations are qualifying destinations that have minimal tourist attraction. These destinations qualify for NCDOT directional signage. Tier Three destinations may be included on wayfinding signage when space allows. It is recommended that the existing NCDOT directional signage remain in place and that they be considered for destination-based identification signage, if needed. Additionally, Tier Three destinations may be re-designated to Tier Two Destinations if these destinations grow in terms of their relative significance to the overall system.



TIER ONE DESTINATIONS	
	RECOMMENDED TEXT
City of Roxboro - City Hall	City Hall
Huck Sansbury Recreation Complex	Huck Sans. Recr. Complex
Kirby Cultural Arts Complex	Kirby Arts Complex
Merritt Common / Pavilion	Merritt Commons & Pavilion
Person County Courthouse	Person Co. Courthouse or Courthouse
Person County Museum of History, Longhouse, and Academy & Methodist Parsonage	Museum Campus
Person County Sheriff Department	Sheriff Dept./LEC
Person County Tourism Development Authority	Visitor Info
Person High School and Ballfield	Person High School
Person Memorial Hospital	Hospital
Piedmont Community College	Piedmont Com. College
Roxboro Community School and Ballfield	Roxboro Com. School
Roxboro Police Department	Police Dept.
Shopping, Dining, Lodging	Shop or Shopping, Dine or Dining, Lodge or Lodging
Historic Uptown Roxboro	Uptown Roxboro

TIER TWO DESTINATIONS	
	RECOMMENDED TEXT
Barden Street Park	Barden St. Park
Farmer's Market	Farmer's Market
Kirby Art Park	Kirby Art Park
Longhurst Park	Longhurst Park
Person County Civic Offices	Civic Offices
Person County Public Library	Library
Person County Veterans Park	Veteran's Park
Roxboro Area Chamber of Commerce	Chamber of Com.
Roxboro Civic Offices	Civic Offices
Roxboro Savings Centennial Park	Roxboro Savings Centennial Park

TIER THREE DESTINATIONS	
	RECOMMENDED TEXT
Earl Bradsher Preschool Soccer Field	E. Bradsher Preschool
N. Elementary School	N Elem School
Northern Middle School	N Middle School
South Elementary School	S Elem School
Southern Middle School	S Middle School

Figure 7. Prioritized Destinations

## OTHER DESTINATIONS

PCTDA recognizes the importance of providing directional guidance to visitors throughout Person County. A visitor's ability to navigate Person County's roadways and easily locate points of interest is key to the County's economic prosperity. While the primary goal of this project was to provide PCTDA with the information they need to make future decisions around the usage of Community Wayfinding signage; the Consultant completed an overall audit of other signs that are currently in use for tourist-related destinations throughout Person County. The following recommendations are for use by PCTDA as they consider other ways to support Person County tourist destinations.

# NCDOT SIGNING PROGRAMS

Privately owned businesses and any destination located outside of Roxboro that are not eligible for inclusion on a vehicular wayfinding sign may qualify to use another type of sign. As an example, a Mayo Lake park located in the most rural part of Person County might qualify to use a Recreational / Cultural Interest sign (Brown), while a privately owned vineyard might qualify for a TODS sign or an Agritourism sign. These destinations include Recreational Facilities, Lakes, Parks, Event Centers, Speedways, Schools, Farms, Hotels, and other Tourist attractions.

## TOURIST ORIENTED DIRECTIONAL SIGNAGE (TODS) PROGRAM

The Tourist-Oriented Directional Sign (TODS) Program, offered by the NCDOT, provides directional signing for eligible tourist attractions located on the State non-freeway system which is located within the right-of-way at intersections as specified in the MUTCD. Tourist-Oriented Businesses shall be businesses or facilities that are a destination for tourists and must provide products or services that meet tourists' primary needs or interests. Other criteria include:

- An attraction is eligible to participate in the Program if it meets the criteria in G.S. 136-140-16.
- The maximum distance that an attraction shall be located from the intersection containing TODS panels is five miles.
- A minimum of 30% of a business's products or services shall be unique to tourists' interests.
- Tourists account for at least 40 % of the business's total revenue.
- A panel with "TOURIST ACTIVITIES" may be used at the top of a group of TODS signs.
- The business owner is responsible for paying an annual fee to NCDOT of \$200 per sign, plus the cost of sign fabrication, installation, and maintenance.

The Tourist Oriented Directional Signage (TODS) program is underutilized in Person County. This may be due to the cost for the business owner or their lack of knowledge about the program.

## AGRITOURISM SIGNAGE PROGRAM

The NCDOT in partnership with the NC Department of Agriculture and Consumer Services may permit the installation of Agricultural Tourism signs along North Carolina roadways to promote tourism for businesses that provide tours and on-site sales or samples of North Carolina agricultural products. This program is available to agricultural businesses providing the facility meets all criteria outlined in General Statute 106-22.5 and the Agricultural Tourism Signage Policy, including:

- Must provide Tours.

- Tourists account for at least 40 % of the business's total revenue.
- The business owner is responsible for paying fees to NCDOT for inspection and design, plus the cost of sign fabrication, installation, and maintenance.

The Agritourism Sign program is underutilized in Person County. This may be due to the cost for the business owner or the lack of knowledge. This program is currently utilized by vineyards; however, other agricultural businesses in Person County may also qualify.

## RECREATIONAL AND CULTURAL INTEREST SIGNS

Recreational and Cultural Interest signs are used to direct motorists to attractions or facilities where either recreational activities are undertaken, or areas of cultural interest are located. These brown signs are most notable at museums, parks, and historic places. These signs are considered supplemental guide signs and the criteria for use are based on visitor trips:

- To qualify for a supplemental guide sign as a major traffic generator, the facility shall have documented vehicle trip generations in amounts of 250,000 or more annually.
- To qualify for a supplemental guide signing as a moderate traffic generator, the facility shall have documented vehicle trip generations in amounts between 100,000 and 250,000 annually.

Facilities generating less than 100,000 trips annually do not qualify for signing on NCDOT highway right-of-way, under these programs. However, these facilities may qualify for TODS signage.

In summary, multiple destinations in Person County already utilize the Recreational and Cultural Interest signs. Some of the smaller parks and cultural destinations may qualify for these signs but will be required to meet all criteria including the documentation of vehicle trips above 100,000 annually. When they do not meet the annual vehicle trips NCDOT and County Recreational Departments often work together to improve signage for smaller parks, on a case-by-case basis. In addition, Parks and Cultural destinations that do not qualify for this program may qualify for TODS signage.

Multiple destinations in Person County do not meet guidelines for inclusion on wayfinding signage. These destinations may be eligible for one or more of the NCDOT signing programs. For a destination to be eligible for inclusion in any of NCDOT's signing programs the destination must apply through NCDOT and meet all criteria for that type of sign. More information is available at [ncdot.gov](http://ncdot.gov).



Figure 8. Examples of NCDOT Program signs

# VISIONING

As part of the planning process, the PCTDA provided a opportunity for community stakeholders to provide comments on wayfinding in Person County. The Consultant conducted a Visioning Workshop with the PCTDA Board of Directors, During the meeting, the project team presented information draft sign design ideas, and the Board discussed the sign designs in detail and provided comments on the sign designs. Following the meeting, the project team updated the sign design drafts to reflect the comments from the Board.

The Consultant conducted a public stakeholder meeting on behalf of PCTDA. During the meeting, the team presented information about the PCTDA's wayfinding project and state and federal standards for the use of wayfinding signage along public roadways, and the attendees were given the opportunity to comment on sign designs, use of branding, and to discuss destinations important to the community.

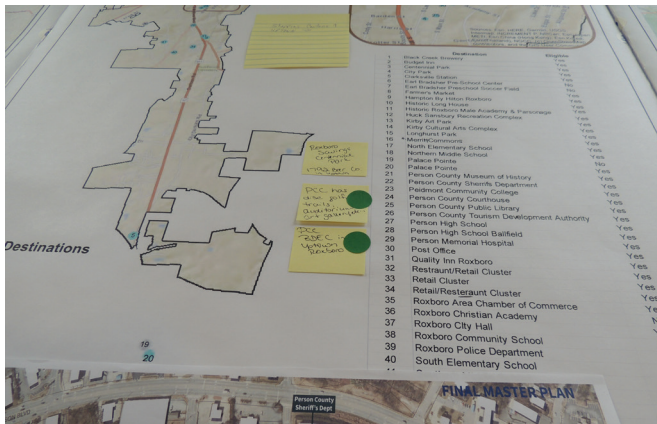
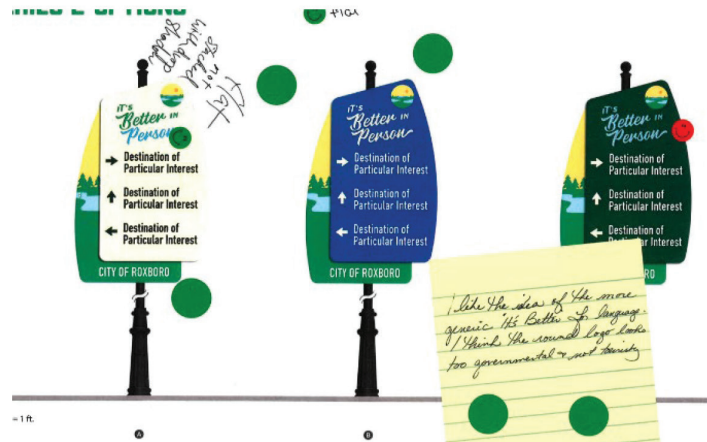


Figure 9. Stakeholder Meeting Photos



# DESIGN STANDARDS AND SYSTEM ELEMENTS

A wayfinding program must follow a set of clearly articulated goals and objectives in order to establish a successful system. One such goal is to align with existing branding efforts. In 2022, the PCTDA updated branding styles, logos, colors, fonts, and collateral materials. The PCTDA’s branding guild was used while designing the new wayfinding signage. The sign recommendations in this plan build upon the PCTDA’s branding efforts, along with, Uptown Roxboro branding, stakeholder input, and consultant experience.

Consistent logos, colors and fonts can work together to reinforce the connectedness of the community. Any signage used for vehicular directional purposes should follow MUTCD guidelines for legibility.

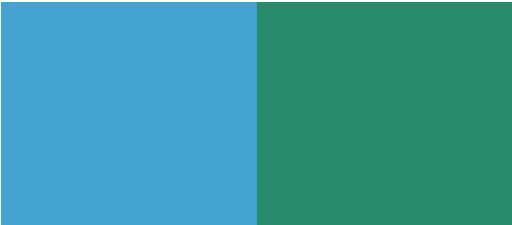
## PERSON COUNTY TOURISM BRANDING

IT'S  
Better <sup>IN</sup> Person



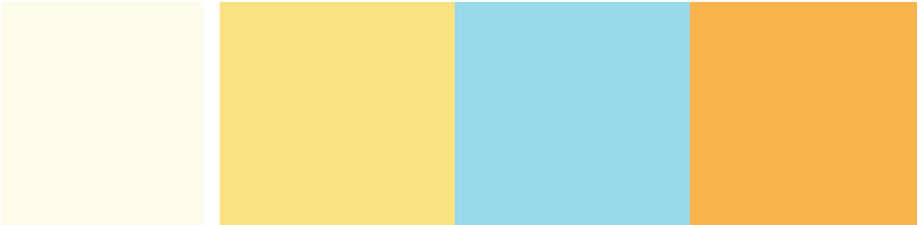
### Colors & Fonts

#### Primary Colors



PC BLUE	PC GREEN
HEX - #42A6D1	HEX - #308A6D
CMYK - 68, 19, 7, 0	CMYK - 80, 24, 68, 7
RGB - 68, 165, 208	RGB - 48, 138, 109

#### Secondary Colors



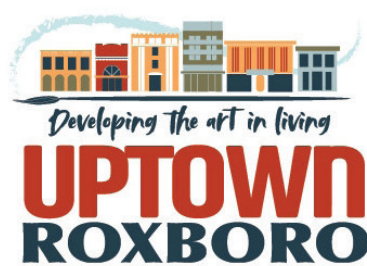
SHELL	NAVY	SKY BLUE	ORANGE
HEX - #FFF AE9	HEX - #F8E086	HEX - #99D9E8	HEX - #F CB557
CMYK - 0, 1, 9, 0	CMYK - 3, 9, 57, 0	CMYK - 84, 36, 0, 38	CMYK - 0, 33, 76, 0
RGB - 255, 250, 232	RGB - 250, 224, 135	RGB - 153, 217, 232	RGB - 252, 181, 87



Figure 10. PCTDA Branding

\*Reference 2022 Person County Brand Guide

## UPTOWN ROXBORO BRANDING



*\*Reference Uptown Roxboro's Brand Guide*

Figure 11. Uptown Roxboro Branding

## OTHER COLORS & FONTS



OXFORD BLUE  
#293E4D  
R=41, G=62, B=77  
C=85, M=66, Y=50, K=41  
PANTONE 7546 C  
PANTONE 5463U



BOTTLE GREEN  
#003929  
R=0, G=57, B=41  
C=80, M=24, Y=67, K=75  
PANTONE 567 C  
PANTONE 5535U

**ROADGEEK 2005 ENGSCRIPT**  
**ROADGEEK SERIES B**

Figure 12. Additional Colors and Fonts used in Plan

## ARROWS

The MUTCD provides standards for directional arrows used on guide signs. The arrow should be located on the corresponding sign of the panel with destinations ordered by direction of travel (straight ahead, then left, then right). On vehicular directional signs, the width of the arrowhead should be equal or greater than the height of the lettering.



Type D Vehicular Directional Arrows



Pedestrian Directional Arrows

## ICONS

The MUTCD allows for usage of pictographs in community wayfinding, which it defines as “a pictorial representation used to identify a governmental jurisdiction, an area of jurisdiction, a governmental agency, a military base or branch of service, a governmental-approved university or college, a toll payment system, or a government-approved institution.” This Plan incorporates a pictograph that represents Tourist Information.



Figure 13.  
Visitor information icon

## OTHER CONSIDERATIONS

Wayfinding signs are directional in nature due to their placement along public roadways. Person County should place its directional signs in places where the proximity of the roadway to major destinations warrants directional assistance to the unfamiliar traveler, such as at major intersections and along primary roads.

All of the recommended signage makes use of the existing branding color palettes to ensure legibility. The shape of the signs reflect the PCTDA Board's thoughtful consideration and consensus regarding the need for engaging, clear, and easy-to-read signs.

### LOCATION

Signs shall be located following MUTCD guidelines and be placed on the right side of the roadway. The distance from the roadway's edge is dependent on the location and speed limit. In business, commercial, or residential areas with speed limits below 35 MPH, signs shall be located a minimum of two feet from the roadway's edge and four feet from all pedestrian crosswalks. In rural areas with speed limits 35 MPH or above, signs shall be a minimum of 12 feet from the edge of pavement. Placement behind guardrail or sidewalk is preferred. Signs shall have a lateral offset distance of no less than 7-feet from adjacent grade of pedestrian walkways.

### SIGN PANELS

Sign panels should be fabricated with 3/16-inch - 1/4-inch thick aluminum depending on size and mounting method. Measurements will vary based on the speed limit and the number of destinations. The text should be printed on retro-reflective vinyl unless intended for use by pedestrians.

### LETTERING

All lettering for vehicular wayfinding signs shall meet MUTCD guidelines and be a minimum of four inches or six inches in height, depending on speed limit, with a minimum of two inch spacing between lines and no more than six lines of text.

### RETROREFLECTIVITY

All lettering, arrows and symbols on signs intended for vehicular traffic shall be retroreflective with Federal Highway Administration (FHWA) approved retroreflective material and show the same shape and color both day and night for optimal visibility. Signs intended for pedestrian use should not be retroreflective.

### SUPPORTS

Vehicular directional signs shall be placed on a single support or post per specifications provided in this Plan. All support finishes should be powder coated black. Projection mounted support bars should be welded construction consisting of a round collar sized to fit pole diameter with an arm bar 1.5-inch to 2-inch square. Bars should fit angle brackets welded to back of sign panels to be joined together mechanically.

Single pole mount signs should make use of square slip cover mounts finished in the same color as the post. Parking riders and other small directional signs shall be attached to posts with compression ring mounts.

Refer to the *Person County Tourism Development Authority's Signs Manual, April 2024* prepared by Hornsby Creative and J.M. Teague Engineering & Planning and *the Person County Wayfinding Foundations* drawings prepared by SKA Consulting Engineers on 7/31/2024.

## FOOTERS

The footer for a sign depends on the size of the sign, support type, soil type and wind load.

When a sign is installed near a roadway, the support must include a breakaway system approved by the Federal Highway Administration (FHWA).

Breakaway systems are used to allow the sign to fall away from the concrete footer upon impact. They significantly decrease the possibility of a fatality due to impact. Refer to the sealed structural engineering drawings for footer specifications.

## DECORATIVE ELEMENTS

Decorative bases may be used on signs with decorative supports. Decorative bases and finials (pole caps or toppers) come in many different sizes and shapes. The addition of these elements can provide a distinctive style to the wayfinding signage.

Due to the additional cost of these elements, PCTDA may consider adding these accents to only the most visible downtown locations. Bases may be similar to Ornamental Post & Panel Series 400 or FREIBURG 14 PAA-DRFR14-06, or as selected by PCTDA.

Decorative Finials (pole caps or toppers) come in many different sizes and shapes. The addition of these elements can provide a distinctive style to wayfinding signage.



Figure 14. Decorative Sign Base



Figure 15. Decorative Sign Toppers (Finials)

# SIGN TYPES & SPECIFICATIONS

## VEHICULAR DIRECTIONAL SIGNS

All signs installed along roadways are considered Vehicular directional signs and must meet MUTCD guidelines and NCDOT standards. A vehicular directional sign is installed on conventional roadways providing vehicular directional guidance to destinations or groups of destinations (i.e. Uptown Roxboro, Kirby Art Park, etc.). Regulatory, warning and guide signs have a higher priority than community wayfinding guide signs.

Letter height for Vehicular signs is based on location and speed limit. This Plan includes two types of Vehicular Directional Sign, High-Speed Vehicular Signs (HSV) with 6-inch letters and Low-Speed Vehicular Signs (LSV) with 4-inch letters. All Vehicular signs should be retroreflective.

Vehicular Directional signs shall be located along roadways maintained by NCDOT or the City of Roxboro. It is recommended that all sign designs meet MUTCD and NCDOT standards for safety and consistency.

## PEDESTRIAN DIRECTIONAL SIGNS

Pedestrian directional signs are intended for viewing by pedestrians and should be oriented away from the roadway to prevent motorists from attempting to read the signs. Pedestrian signs may be double sided and should not be retroreflective.

## PARKING SIGNS

Parking directional signs are used along roadways, sidewalks, or greenways to provide directional guidance to public parking lots. The parking lot may be included as a destination on vehicular or pedestrian signage. This Plan also includes standalone signage at Public Parking lots and small pedestrian scale "riders" that are attached below the pedestrian signs to guide visitors back to the public parking lots. Parking signs intended for pedestrians should not be retroreflective.

## INFO KIOSKS

Info kiosks are often placed in key pedestrian traffic areas. These displays can serve to share maps and highlighting surrounding points of interest. Interpretive displays assist in visitor orientation and wayfinding on foot, understand greenway and trail routes and can inspire travel to surrounding regional attractions.

## GATEWAY SIGNS

Gateway signs are placed at the border of the County, City or Uptown areas and are the first welcome to visitors. They are a great first impression to the community and are a chance to introduce the community's brand(s). This Plan includes multiple types of Gateway signage.



# NAMING CONVENTION

Each sign in this system is identified using the following naming convention:

**Location:** 1.A, 2.A etc. corresponds to the sign’s location.

**Sign Type:** Indicates the type of sign per the key shown.

**Pole Mounting Method:** Center Pole (CPM), Flag Pole Mount (FPM), Double Pole (DPM), Existing Pole (EP), Ring Mount (RM)

**Pole Diameter** .4, .5, .6 = Diameter in inches

**Styles:** Indicates the design style as noted in key shown.

**Bases:** Denotes if the sign gets a decorative base, stone base or pillars or mounting plate only as shown in key. All signs including poles should have engineered mounting plates.

**Sides:** Indicates front (A) and back (B) of signs.

**Vehicular Sign Example:**

**1A-HSV-CPM.5-STY.1-DB-Side.A**

Sign 1 A (intersection 1 EB)  
HSV (Vehicular Sign with 6-inch letters)  
CPM.5 (Center mounted on 5-inch pole)  
STY.1(City of Roxboro text with TDA Color and tagline)  
DB (Decor base)  
Side A (Front Design)

**Pedestrian Sign Example:**

**5A-PED-FPM.4-SYL.3-DB-Side.B**

Sign 5A (Intersection 5 westbound)  
PED (Pedestrian Sign)  
FPM.4 (flag mounted on 4-inch pole)  
STY.3 (Uptown Branding)  
DB (Decor base )and  
Side B (Back Design)

Key
Sign Location
1.A, 2.A etc = corresponds to location on maps
Sign Type
LSV = Low Speed Vehicle
HSV = High Speed Vehicle
PED = Pedestrian Directional
P = Parking
Info = Info Kiosk
GW = Gateway
PR = Parking Rider
Pole Mount
CPM = Center Pole Mount
FPM = Flag Pole Mount
DPM = Double Pole Mount
EP = Existing Pole
RM = Ring Mount
Pole Diamter
.4, .5, .6 = Diameter in inches
Styles:
STY.1(City of Roxboro text with TDA Color and tagline)
STY.2 (TDA Branding)
STY.3 (Uptown Branding)
STY.4 (Circular TDA)
STY.5 (Circular Uptown)
STY.6 (TDA Roxboro Logo)
STY.7 (TDA Person Co Logo)
STY.8 (Roxboro + Digital Display)
Bases:
MPO= Mounting Plate Only
DB = Decorative Base Cover
SB = Stone Base
SP = Stone Pillars

Figure 16. Naming Convention Key



# HIGH SPEED VEHICULAR DIRECTIONAL SIGNS (HSV)

Vehicular directional signs vary in size in relation to the number of destinations and the speed limit, but the overall design stays the same.

All vehicular signs should be retroreflective. A retroreflective surface, material or device reflects light back to its source. While the center pole mount is preferred, a flagged mount may be used as an option depending on the sign location.



Figure 17. High Speed Vehicular Sign

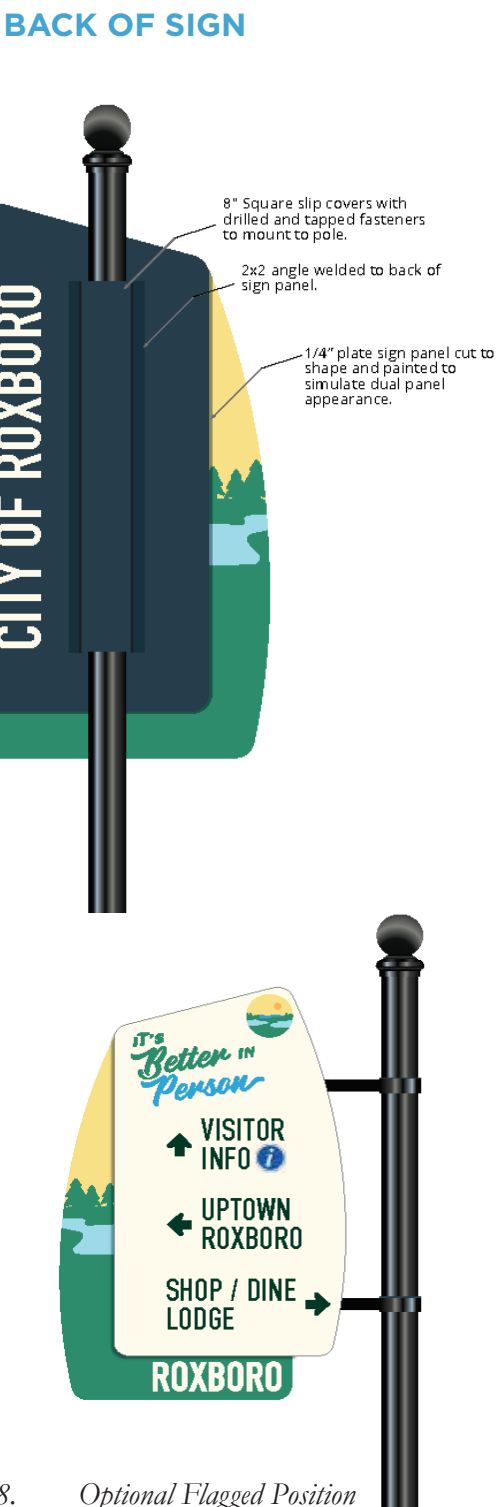


Figure 18. Optional Flagged Position

# HIGH SPEED VEHICULAR DIRECTIONAL SIGNS (HSV)

High speed vehicular directional signs should be used on roads where the speed limit exceeds 25mph. To meet MUTCD guidelines, the letters should be a minimum height of six inches. The panel height may vary based on the number of destinations.

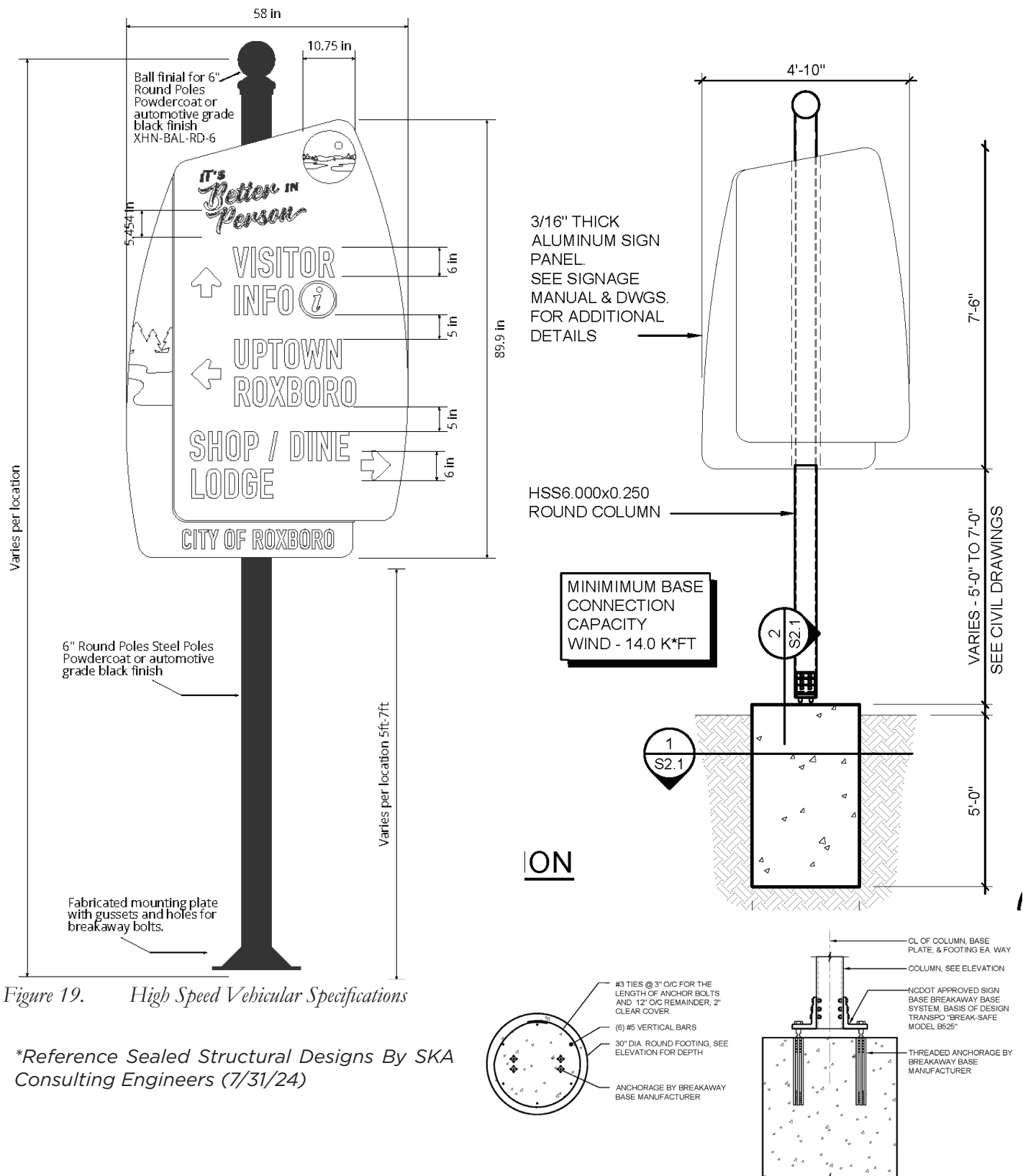


Figure 19. High Speed Vehicular Specifications

\*Reference Sealed Structural Designs By SKA Consulting Engineers (7/31/24)

# LOW SPEED VEHICULAR DIRECTIONAL SIGNS (LSV)

Vehicular directional signs vary in size in relation to the number of destinations and the speed limit, but the overall design stays the same. For locations with right-of-way constraints, a smaller sign without the town name maybe used.

All vehicular signs should be retroreflective. A retroreflective surface, material or device reflects light back to its source. Vehicular directional signs should always be single sided designed to be placed on the side of the road facing oncoming traffic.



Figure 20. Low Speed Vehicular Signs

# LOW SPEED VEHICULAR DIRECTIONAL SIGNS (LSV)

Low speed vehicular directional signs should be used on roads where the speed limit is 25 mph or less. Letters should be a minimum height of four inches per MUTCD guidelines. Each panel height may vary based on the number of destinations.

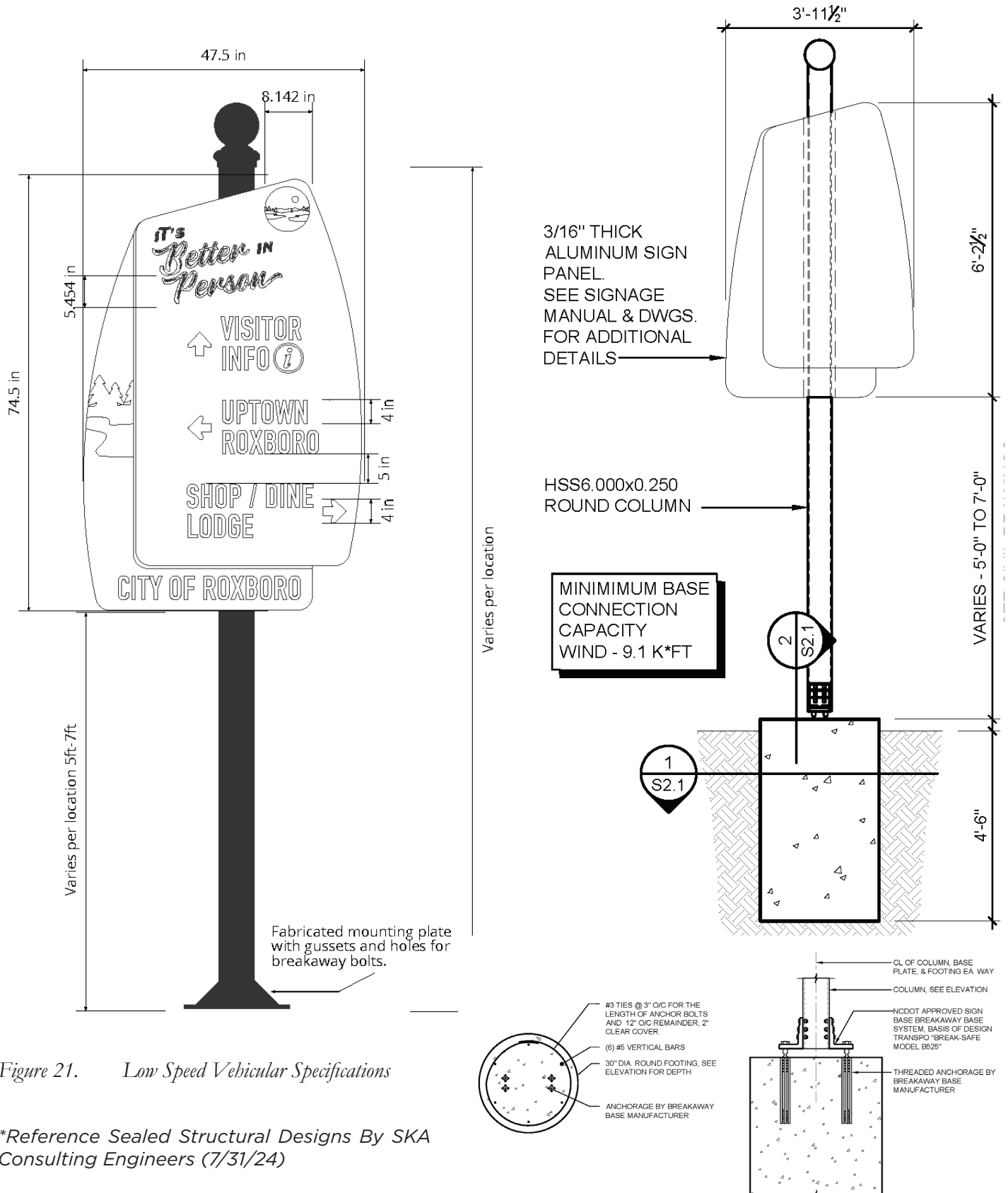


Figure 21. Low Speed Vehicular Specifications

\*Reference Sealed Structural Designs By SKA Consulting Engineers (7/31/24)



# PEDESTRIAN DIRECTIONAL SIGNS (PED)

Pedestrian wayfinding signs should **not** be retro-reflective and should be angled slightly away from the roadway. These two things are necessary to prevent drivers from attempting to use the pedestrian signage for vehicular movements. Where appropriate signs may be double sided by attaching panels to both sides of poles or mounts.

## PCTDA BRANDING

## UPTOWN ROXBORO BRANDING

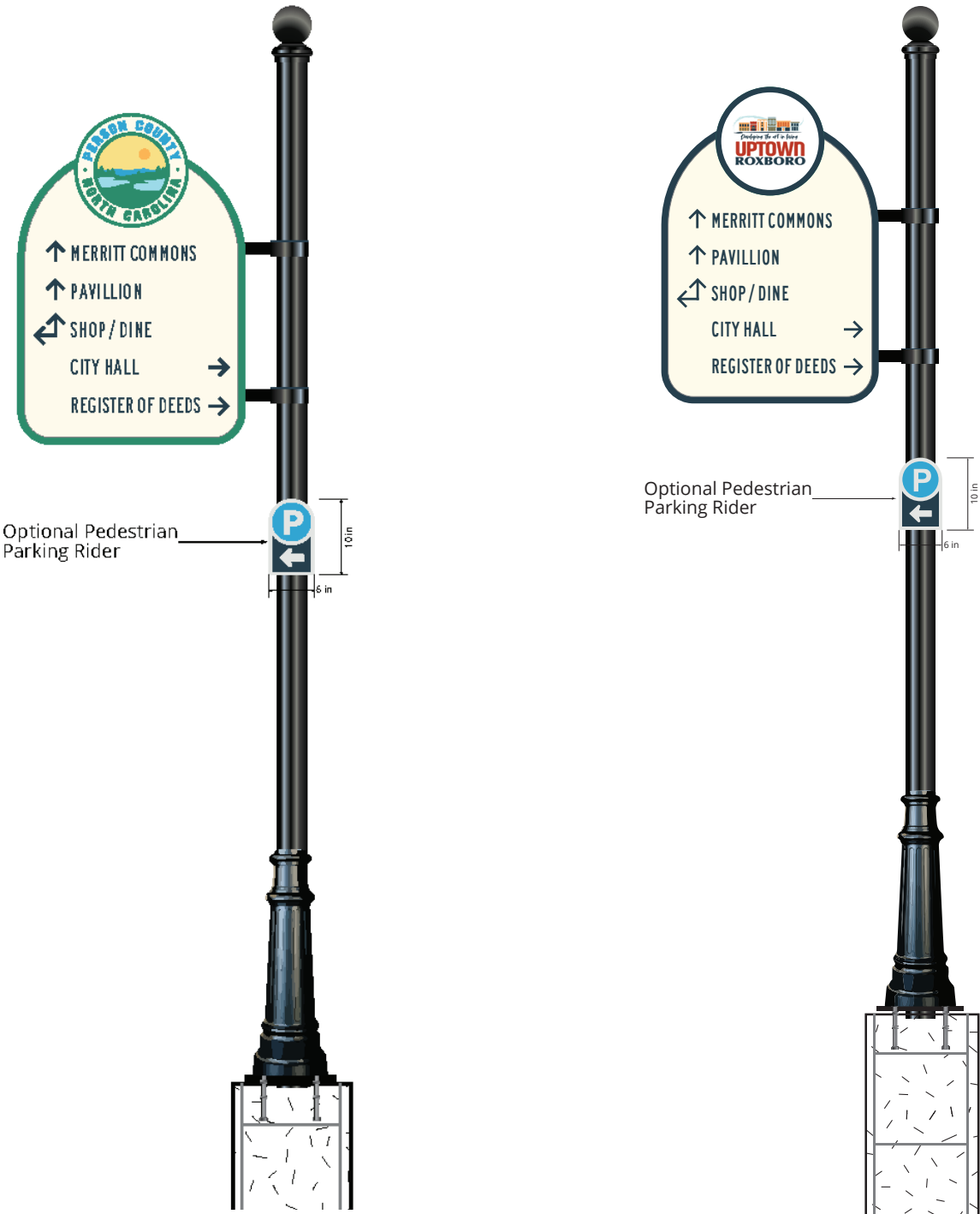


Figure 22. Pedestrian Signs

# PEDESTRIAN DIRECTIONAL SIGNS (PED)

Pedestrian wayfinding signs should be placed to minimize visibility to drivers, using methods like locating them far from the road or facing them toward the sidewalk. If near the road, signs should be mounted high or cantilevered over the sidewalk to avoid conflicting messages for drivers and pedestrians. Pedestrian sign panels may be two-sided.

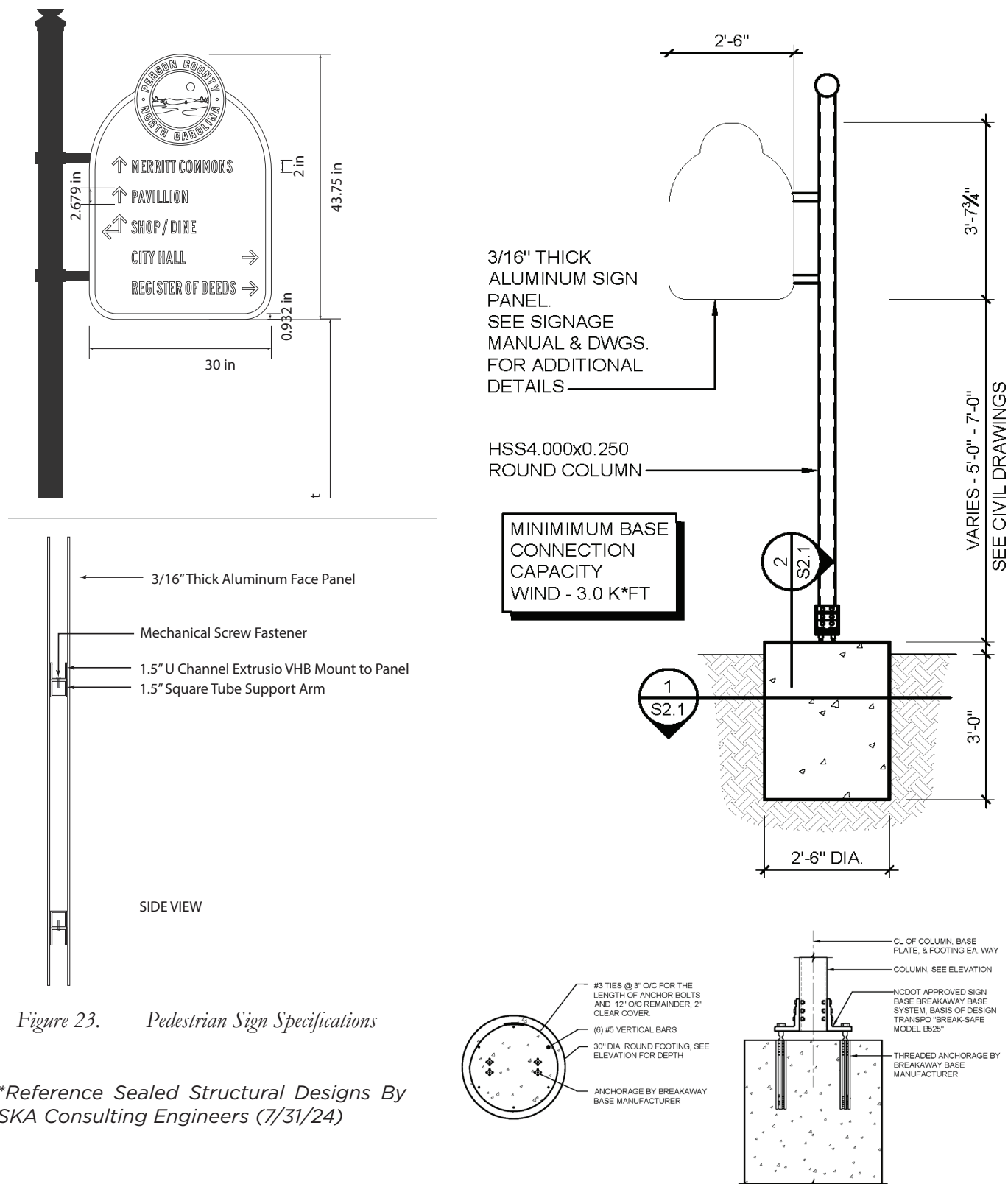


Figure 23. Pedestrian Sign Specifications

\*Reference Sealed Structural Designs By SKA Consulting Engineers (7/31/24)

# INFO KIOSKS (INFO)

Info kiosks have a consistent design but may be fabricated as single panel displays, double sided displays, triangular (3 sided) or cubic (4 sided) structures. Sizing may vary to suit the environment and information to be displayed. Below is a typical recommended size. These signs are considered pedestrian wayfinding and as such should not be retro-reflective and should be angled slightly away from the roadway. Refer to sealed structural engineering drawings for final specifications

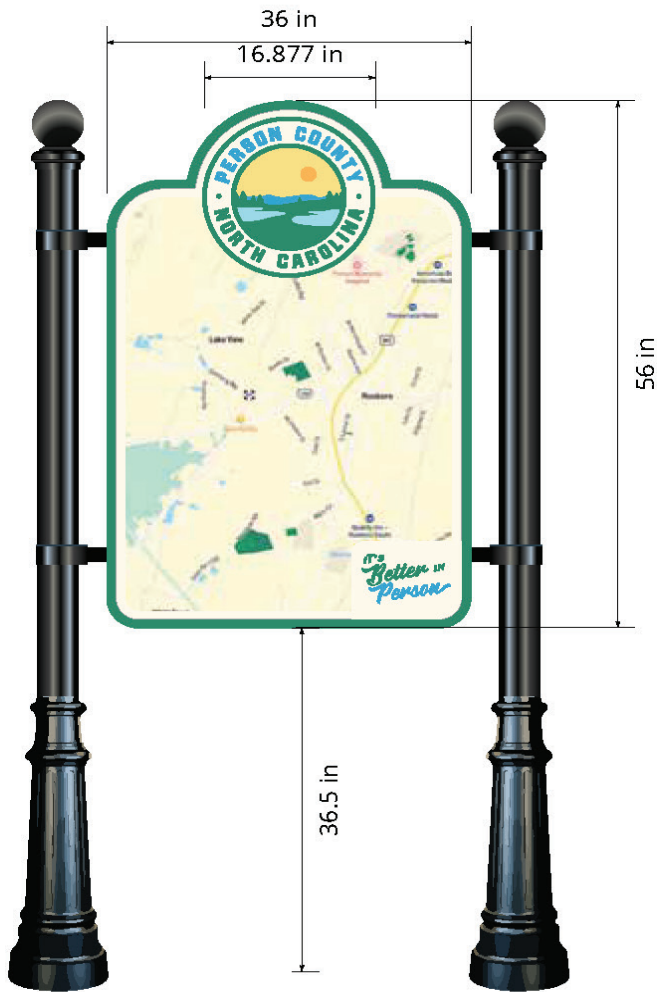
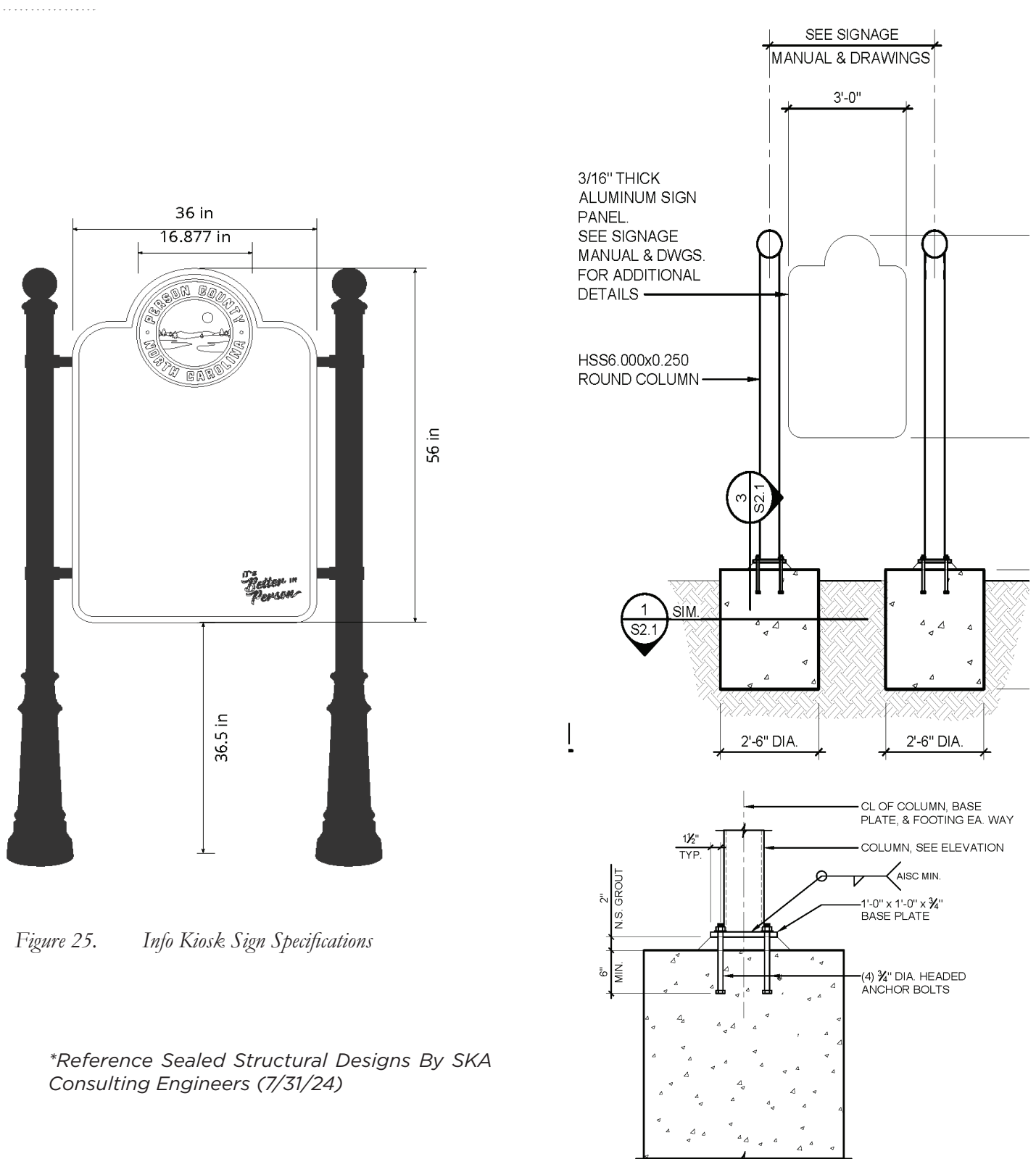


Figure 24. Info Kiosk Sign

# INFO KIOSKS (INFO)

Info kiosks are integral parts of pedestrian wayfinding, providing valuable information for pedestrians only. They come in various designs such as single or double-sided displays, triangular, or cubic structures. Sizing can vary but typically follows recommended dimensions to suit the environment and information needs.





# PUBLIC PARKING SIGNS (P)

Parking directional signs help to guide residents and visitors to the most dependable public parking locations. Parking directional signs are located along primary roadways and direct them toward the parking lots, while parking lot signs let them know that they are in the correct location. Where appropriate signs may be double sided by attaching panels to both sides of pole.



-PR-RM.X-STY.3-SIDE.A

An optional Parking Rider may be used in conjunction with a Pedestrian sign to direct visitors toward public parking lots

Figure 26. Parking Signs

# PUBLIC PARKING SIGNS (P)

Parking directional signs help to guide residents and visitors to the most dependable public parking locations. Parking directional signs are located along primary roadways and directed toward the parking lots, while parking lot signs let them know that they are in the correct location.

An optional Parking Rider may be used in conjunction with a Pedestrian sign to direct visitors toward public parking lots.

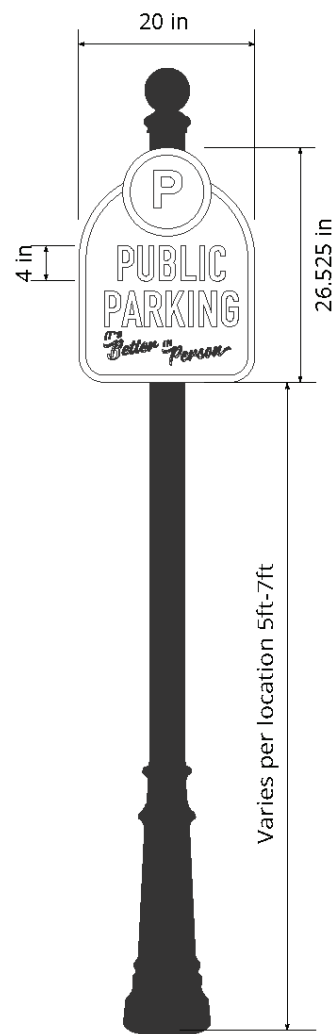
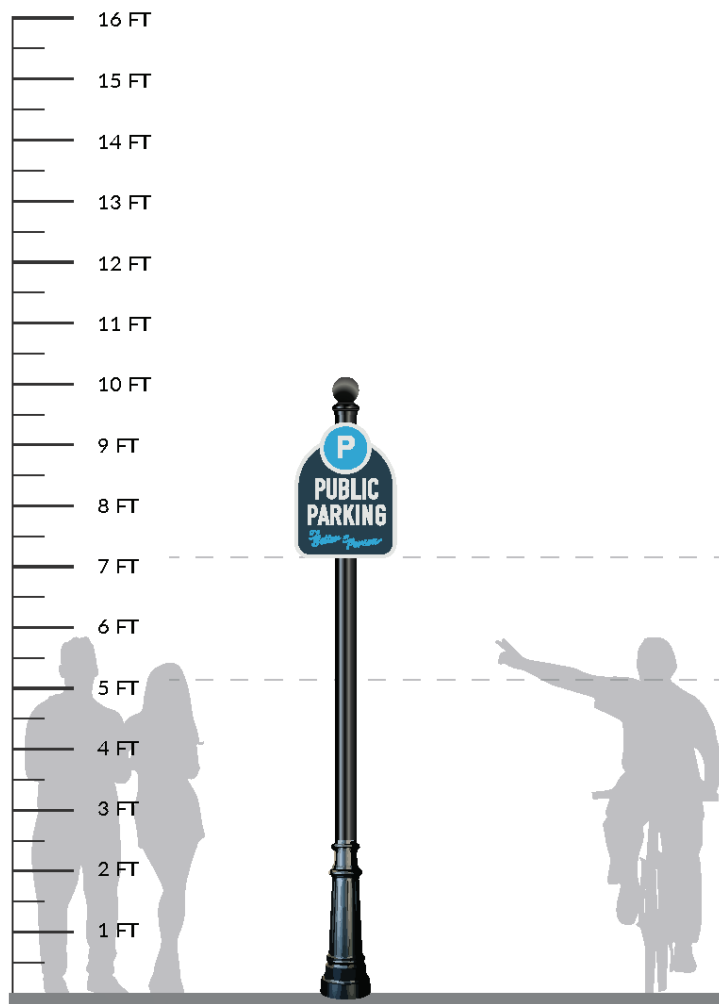
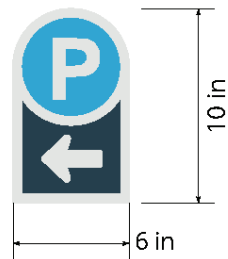


Figure 27. Parking Sign Specifications\*

## GATEWAY SIGNS (GW)

Gateway signs can vary in size and style, depending on the budget and chosen location. Below may be used at county lines as an option. Two panels are sandwiched on the support arms to form a double sided sign. Optional Decorative bases may be used (not shown).

FRONT OF SIGN (SIDE A)

BACK OF SIGN (SIDE B)

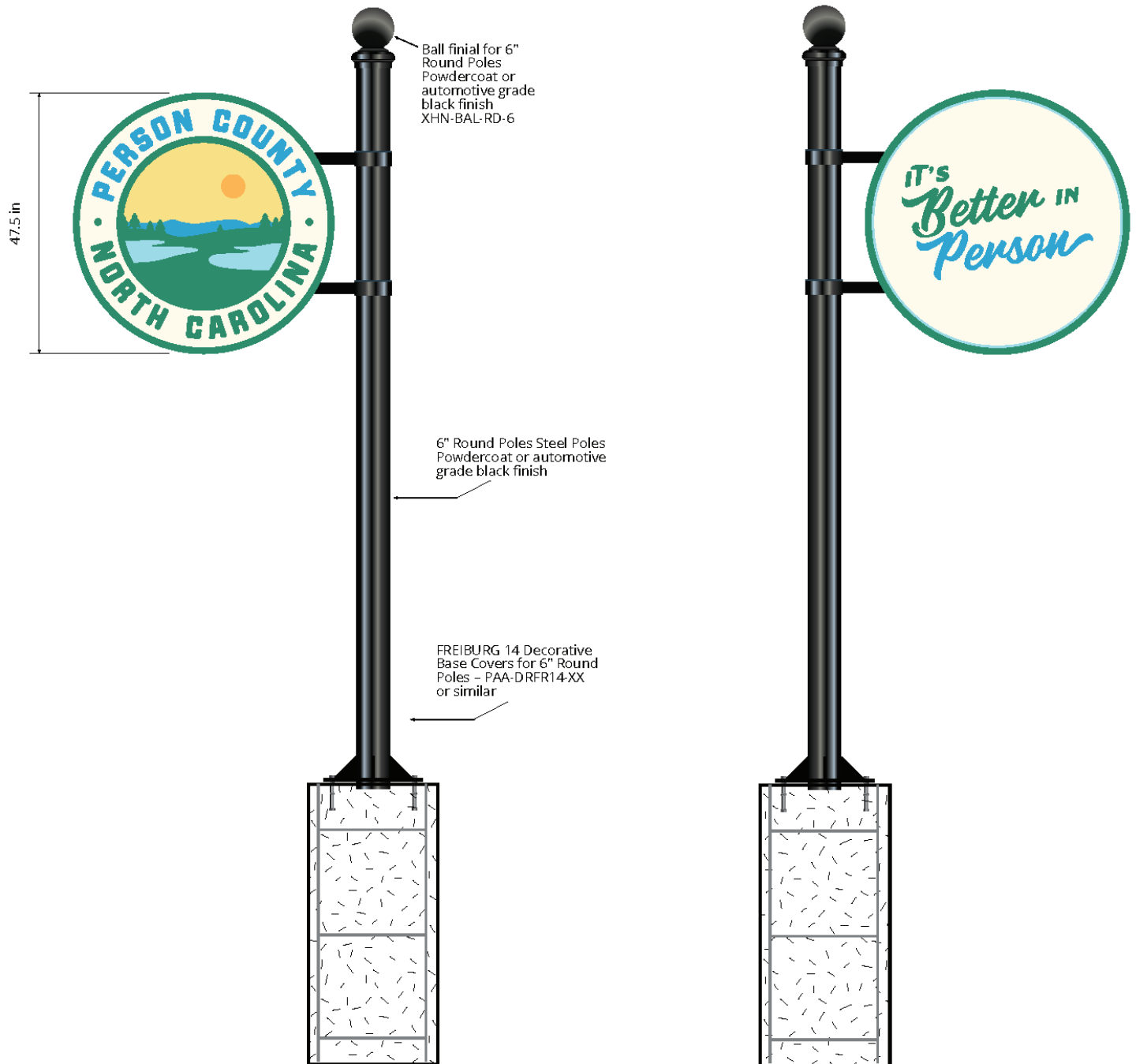
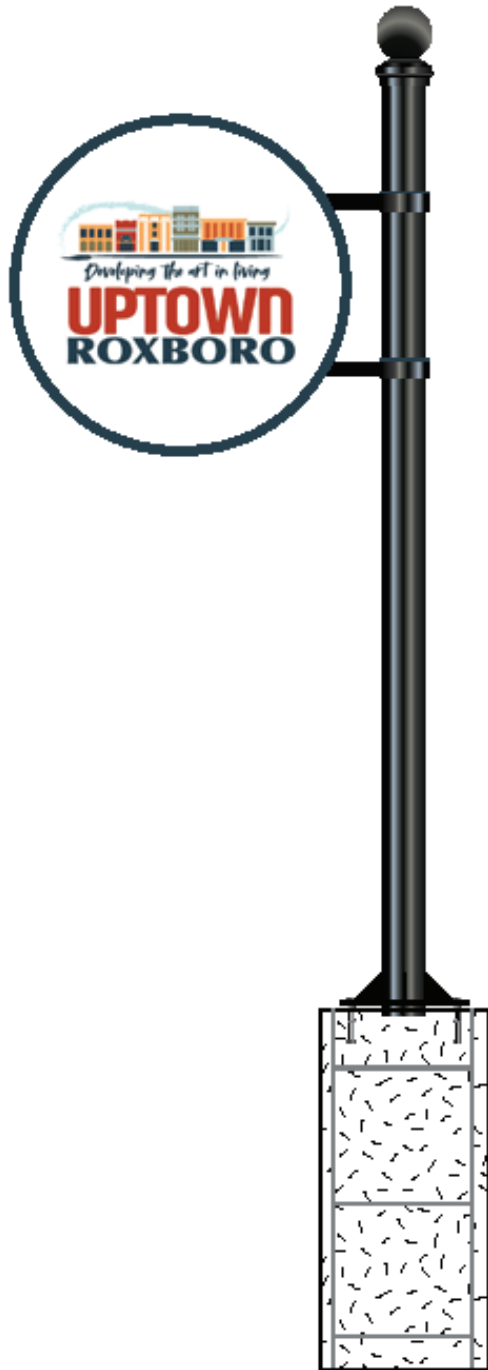


Figure 28. Gateway Sign with PCTDA Branding

## GATEWAY SIGNS (GW)

Gateway signs can vary in size and style, depending on the budget and chosen location. Below are for entry to Uptown Roxboro. Two panels are sandwiched on the support arms to form a double sided sign. Optional Decorative bases may be used (not shown).

FRONT OF SIGN (SIDE A)



BACK OF SIGN (SIDE B)

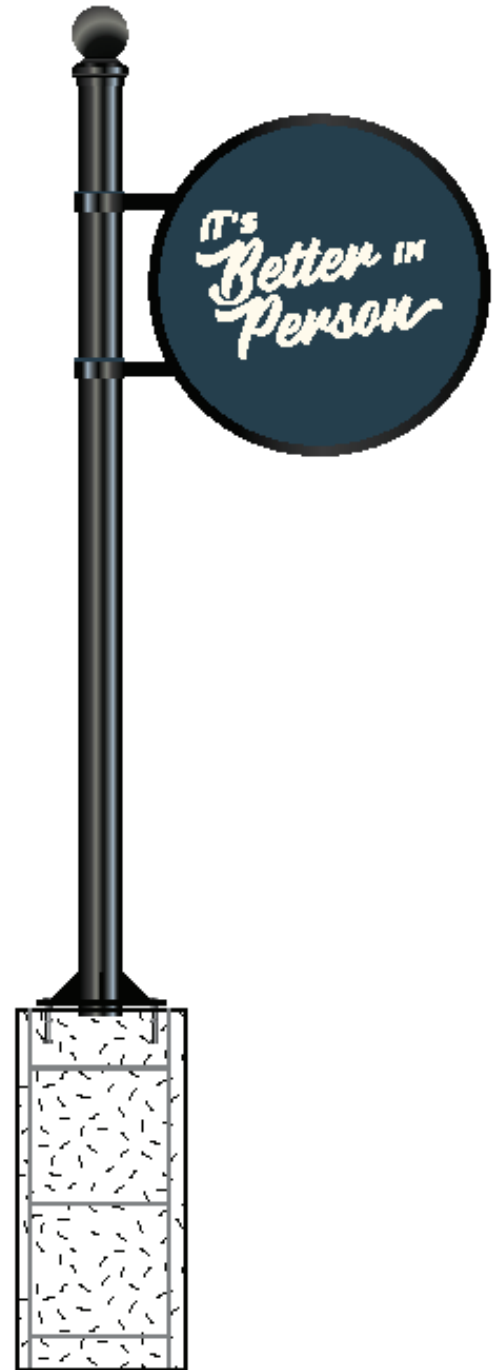


Figure 29. Gateway Sign with Uptown Roxboro Branding



# GATEWAY SIGNS (GW)

Gateway signs can vary in size and style, depending on the budget and chosen location. Below are the Gateway signs at the Roxboro City limits. There is an option for stone base supports depending on budget, proximity to right of way and aesthetic preferences.

FRONT OF SIGN (SIDE A)

BACK OF SIGN (SIDE B)

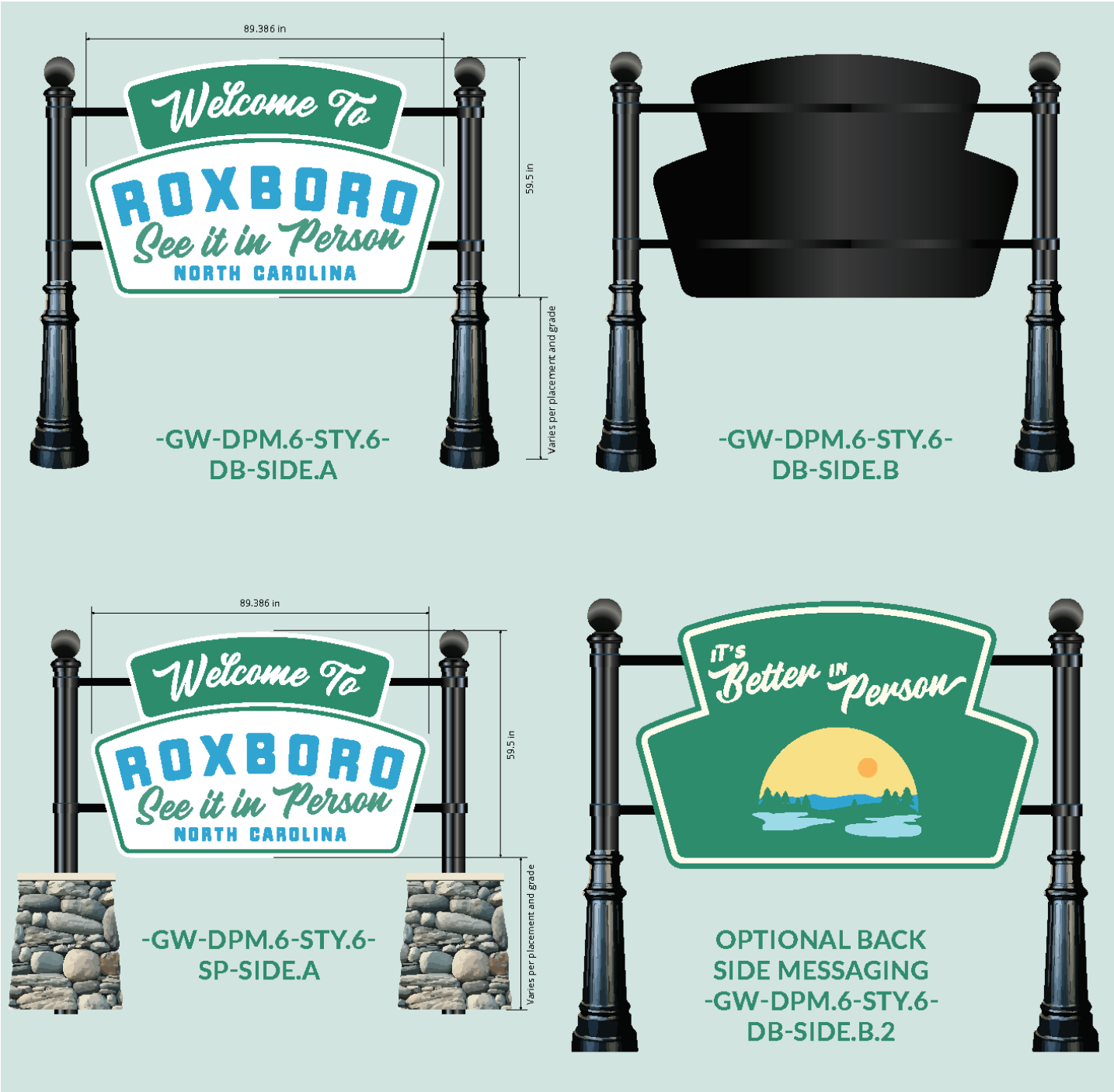


Figure 30. Additional Gateway Sign Designs

# GATEWAY SIGNS (GW)

Gateway signs can vary in size and style, depending on the budget and chosen location. This is an option for a digital display LED, should one be desired and allowed. There is an option for stone base supports depending on budget, proximity to right of way and aesthetic preferences.

FRONT OF SIGN (SIDE A)

BACK OF SIGN (SIDE B)

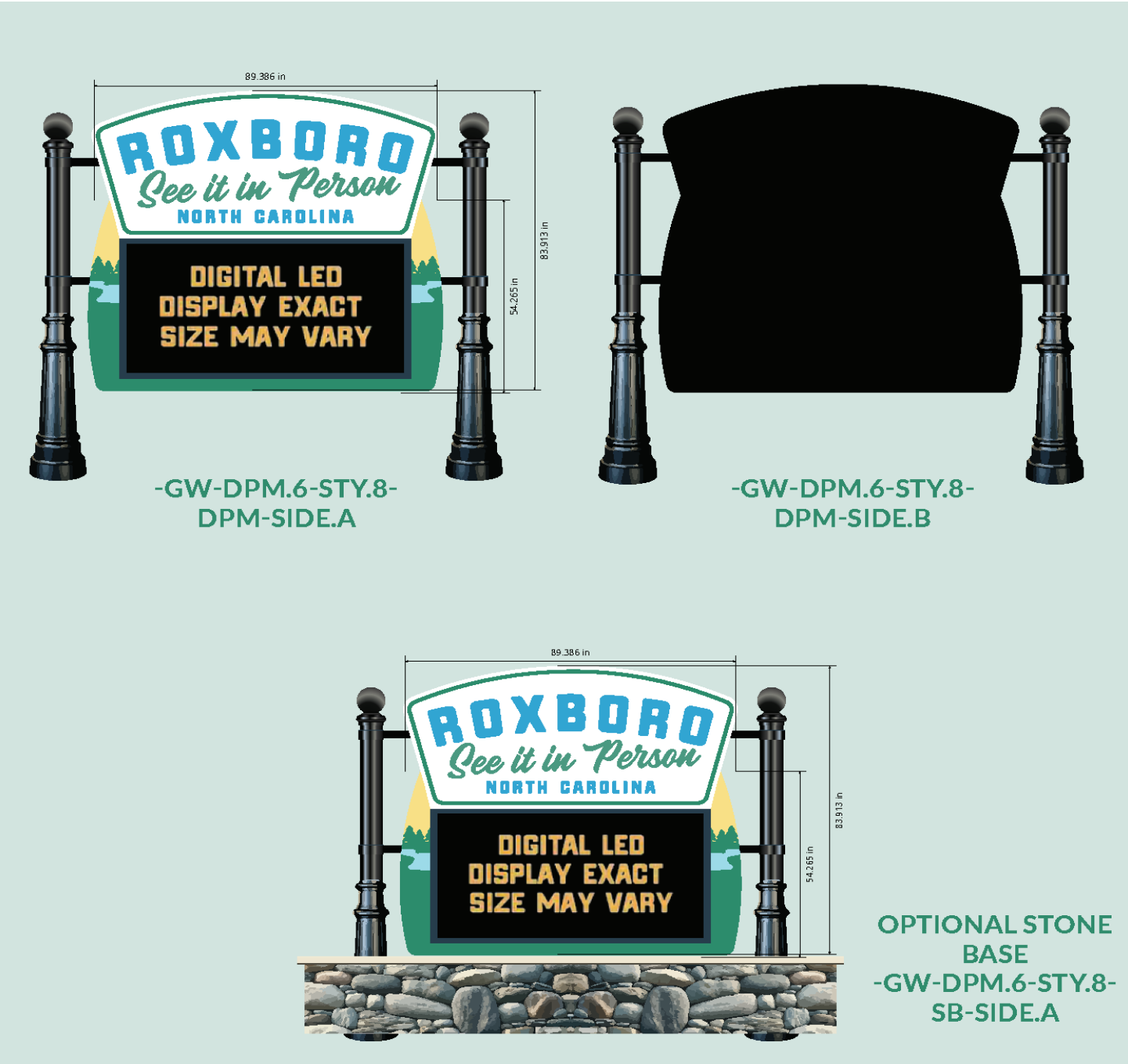


Figure 31. Additional Gateway Sign Design (Digital)

Gateway signs are placed near municipal or community limits along roadways to showcase local identity. To ensure safety, signs must not obstruct sight lines or resemble traffic control devices. The size and placement of these signs follow MUTCD and NCDOT standards and guidelines to maintain a clear and safe environment for all road users.



2024 Wayfinding Master Plan - Person County Tourism Development

# GATEWAY SIGNS (GW)

Gateway signs are placed near municipal or community limits along roadways to showcase local identity. To ensure safety, signs must not obstruct sight lines or resemble traffic control devices. The size and placement of these signs follow MUTCD and NCDOT standards and guidelines to maintain a clear and safe environment for all road users.

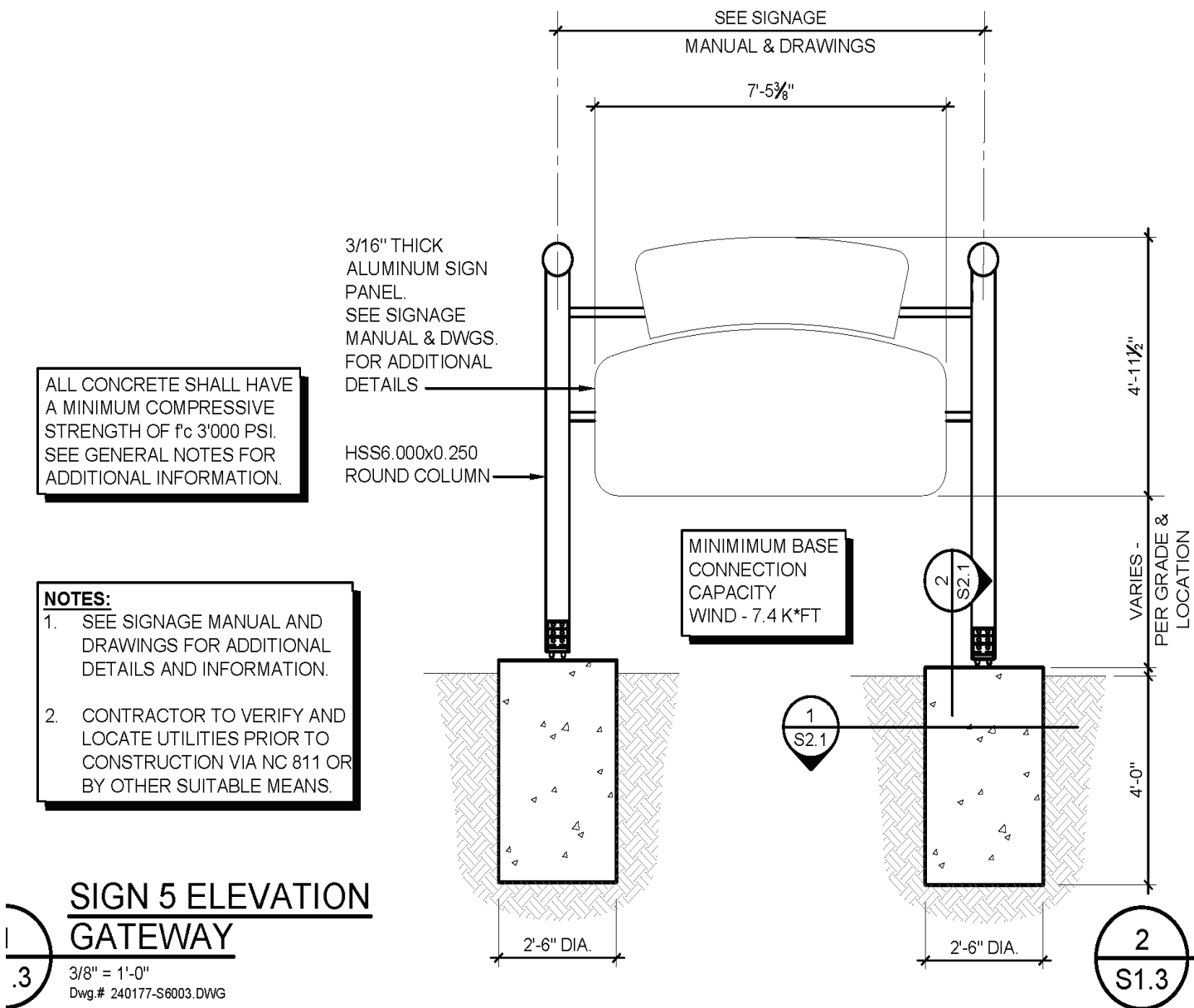
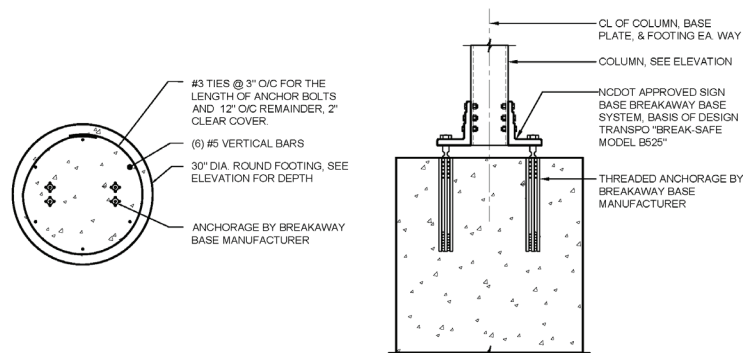


Figure 33. Gateway Sign Specifications

\*Reference Sealed Structural Designs By SKA Consulting Engineers (7/31/24)



## SIGN SCHEDULES AND MAPS

The design standards, system elements, sign programming and sign specifications discussed in previous sections culminate to form the sign schedule. The sign schedule for this Plan combines the key routes, decision points, and destinations into signage content, location, and type. The sign schedule is detailed throughout this section as a series of figures that combine maps and tables to detail relevant information in an organized format.

The sign schedule tables specify the design of each sign panel using the naming convention discussed on page 19. The sign location, direction of travel, speed limit, and signed destinations are also included.

The directional arrows in the table are represented by the following symbols: < is left, > is right, ^ is straight ahead, <^ is straight ahead and left, ^> is straight ahead and right, <\ is diagonal to the left, and /> is diagonal to the right.

The location identified for each sign is approximate. Precise locations will be determined during the permitting and installation process. Sign locations must meet MUTCD standards and be permitted through the NCDOT encroachment permitting process.

When developing the sign schedules, the following factors were considered:

- All existing regulatory signage. Regulatory signage has priority over wayfinding signage. The new signs should be at least 25 feet away from regulatory signs and should not block the existing signs.
- For approach speeds or speed limits of 20 mph to 35 mph, or stem of “T” approaches where right angle and right turns are required (likely a “stop condition”), sign spacings of 25’ to 50’ are ideal.
- For 45 mph speeds, advance and separation distances of 100’ are desirable.
- For 55mph and above speeds, advance and separation distances of 250’ are desirable.
- Specific on-the-ground conditions such as utilities, driveways, and regulatory signs may require vehicular directional signs to be moved closer or further from an intersection.





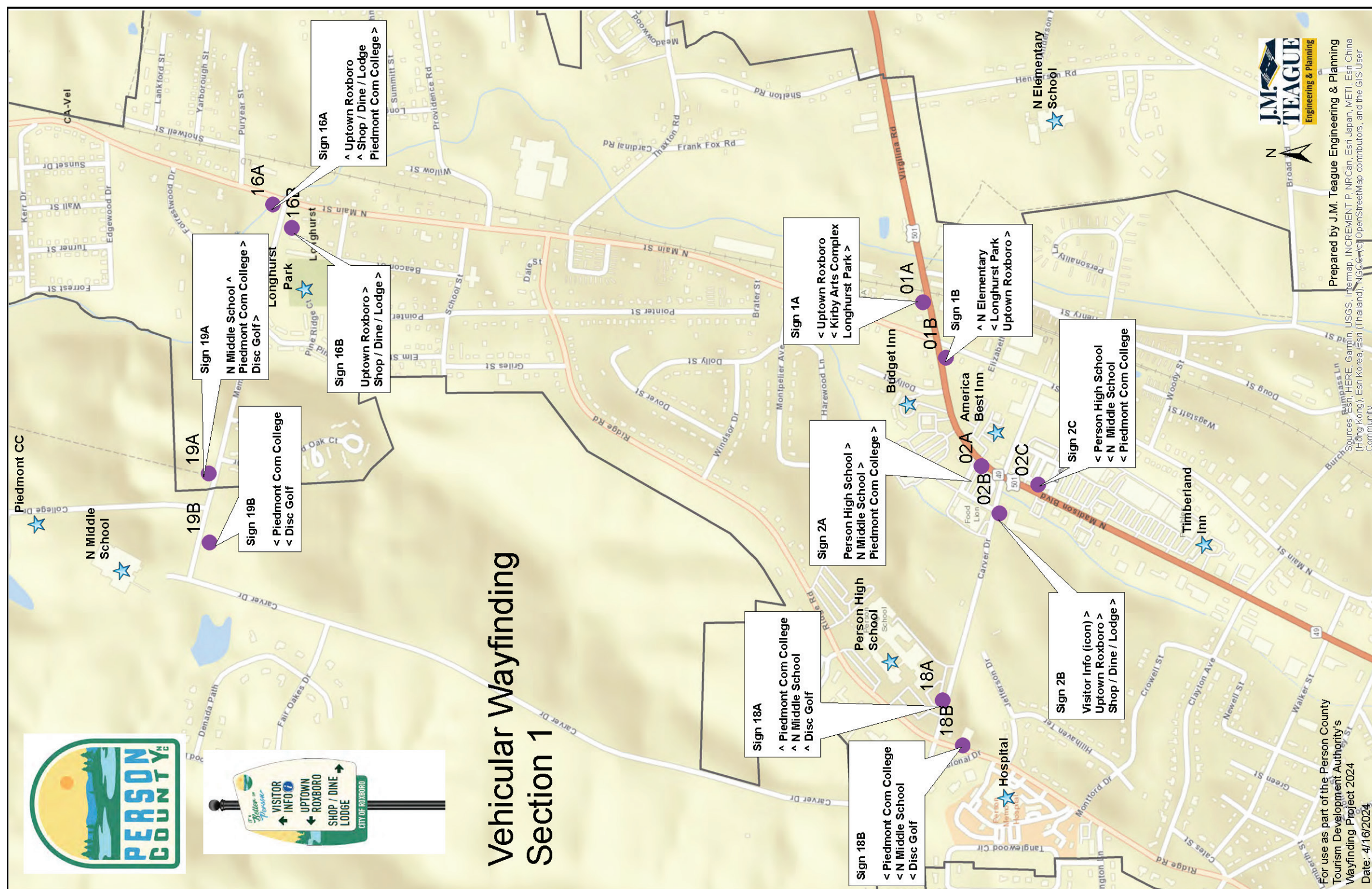
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Sign #	Sign Type	Direction of Travel	Primary Roadway	Secondary Roadway	Destination 1	Destination 2	Destination 3
01A	HSV-CPM.6-STY.1-MPO	WB	US 501 (Virgilina Rd)	Boston Rd (N Main St)	< Uptown Roxboro	< Kirby Arts Complex	Longhurst Park >
01B	HSV-CPM.6-STY.1-MPO	NB	US 501 (Madison Blvd)	Boston Rd	^ N. Elementary	< Longhurst Park	Uptown Roxboro >
02A	HSV-CPM.6-STY.1-MPO	SB	US 501 (Madison Blvd)	Carver Dr	Person High School >	N Middle School >	Piedmont Com College >
02B	HSV-CPM.6-STY.1-MPO	EB	Carver Dr	US 501 (Madison Blvd)	Visitor Info (icon) >	Uptown Roxboro >	Shop / Dine / Lodge >
02C	HSV-CPM.6-STY.1-MPO	NB	US 501 (Madison Blvd)	Carver Dr	< Person High School	< N Middle School	< Piedmont Com College
03A	HSV-CPM.6-STY.1-MPO	SB	US 501 (Madison Blvd)	Morehead St	< Museum Campus	< EV Parking (icon)	
03B	HSV-CPM.6-STY.1-MPO	NB	US 501 (Madison Blvd)	Morehead St	Museum Campus >	EV Parking (icon) >	
04A	HSV-CPM.6-STY.1-MPO	SB	US 501 (Madison Blvd)	Reams Av	< Uptown Roxboro	< Farmer's Market	< Roxboro Com School
04B	HSV-CPM.6-STY.1-MPO	NB	US 501 (Madison Blvd)	Reams Av	Uptown Roxboro >	Farmer's Market >	Roxboro Com School >
05A	HSV-CPM.6-STY.1-MPO	SB	US 501 (Madison Blvd)	Court St	< City Hall	< Courthouse	< Sheriff Dept. / LEC
05B	HSV-CPM.6-STY.1-MPO	NB	US 501 (Madison Blvd)	Court St	City Hall >	Courthouse >	Sheriff Dept. / LEC >
06A	HSV-CPM.6-STY.1-MPO	SB	US 501 (Madison Blvd)	US 158 NC 49	Huck Sans.Rec Complex >	Arts & Parks Dept. >	Veteran's Park >
06B	HSV-CPM.6-STY.1-MPO	NB	US 501 (Madison Blvd)	US 158 NC 49	< Huck Sans.Rec Complex	< Veteran's Park	< Arts & Parks Dept.
07A	HSV-CPM.6-STY.1-MPO	SB	US 501 (Madison Blvd)	W Barden St	< Library	< Barden St. Park	
07B	HSV-CPM.6-STY.1-MPO	NB	US 501 (Madison Blvd)	W Barden St	Library >	Barden St. Park >	
08A	LSV-CPM.5-STY.1-DB	SB	S Main St	US 501 (Madison Blvd)	< Visitor Info (icon)	<> Lodging	<> Shop / Dine
08B	HSV-CPM.6-STY.1-MPO	NB	US 501 (Durham Rd)	S Main St	< Sports Complex	Uptown Roxboro >	Kirby Arts Complex >
08C	HSV-CPM.6-STY.1-MPO	SB	US 501 (Madison Blvd)	S Main St	^ Visitor Info (icon)	^ Lodging	< Sports Complex
09A	HSV-CPM.6-STY.1-MPO	NB	US 501 (Durham Rd)	driveway to TDA	^ Uptown Roxboro	^ Shop / Dine / Lodge	< Visitor Info (icon)
09B	HSV-CPM.6-STY.1-MPO	SB	US 501 (Durham Rd)	driveway to TDA	Visitor Info (icon) >		
10A	LSV-CPM.5-STY.1-DB	NB	S Main St	Gordon St	^ Museum Campus	< ^ Public Parking	< Merritt Commons & Pavillion
10B	LSV-CPM.5-STY.1-DB	SB	S Main St	Gordon St	Merritt Commons & Pavillion >	Public Parking >	
11A	LSV-CPM.5-STY.1-DB	SB	N Main St	Abbitt St	^ Post Office	Reg. of Deeds >	City Hall >
11B	LSV-CPM.5-STY.1-DB	NB	N Main St	Abbitt St	< Tax Office	< Reg. of Deeds	< City Hall
12A	LSV-CPM.5-STY.1-DB	EB	Court St	N Main St	< Public Parking	< Kirby Arts Complex	< Museum Campus
13A	LSV-CPM.5-STY.1-DB	SB	N Main St	Reams Av	< Roxboro Com School	Kirby Art Park >	Police Dept >
13B	LSV-CPM.5-STY.1-DB	NB	N Main St	Depot St	^ Kirby Arts Complex	< Kirby Art Park	Public Parking >
13C	LSV-CPM.5-STY.1-DB	SB	Depot St	N Main St	< Kirby Arts Complex	Courthouse >	Merritt Commons >
13D	LSV-CPM.5-STY.1-DB	WB	Depot St	N Main St	^ City Hall	< Courthouse	Museum Campus >
14A	LSV-CPM.5-STY.1-DB	WB	Reams Av	Lamar St	< Police Dept	< Sheriff Dept. / LEC	< City Hall
15A	LSV-CPM.5-STY.1-DB	SB	Lamar St	Court St	< Courthouse	< Shop / Dine	Sheriff Dept. / LEC >
15B	LSV-CPM.5-STY.1-DB	EB	Court St	Lamar St	^ Courthouse	< Police Dept.	City Hall >
16A	HSV-CPM.6-STY.1-MPO	SB	Boston Rd (N Main St)	Memorial Dr	^ Uptown Roxboro	^ Shop / Dine / Lodge	Piedmont Com College >
16B	HSV-CPM.6-STY.1-MPO	EB	Memorial Dr	Boston Rd (N Main St)	Uptown Roxboro >	Shop / Dine / Lodge >	
17A	LSV-CPM.5-STY.1-MPO	WB	Long Av	S Morgan St	< Huck Sans.Rec Complex	< Veteran's Park	< Arts & Parks Dept.
18A	HSV-CPM.6-STY.1-MPO	WB	Carver Dr	Ridge Rd	^ Piedmont Com College	^ N Middle School	Disc Golf ^
18B	HSV-CPM.6-STY.1-MPO	NB	Ridge Rd	Carver Dr	< Piedmont Com College	< N Middle School	< Disc Golf
19A	HSV-CPM.6-STY.1-MPO	WB	Memorial Drive	College Dr	^ N Middle School	Piedmont Com College >	Disc Golf >
19B	HSV-CPM.6-STY.1-MPO	EB	Memorial Drive	College Dr	< Piedmont Com College	< Disc Golf	

Figure 34. Vehicular Directional Sign Schedule





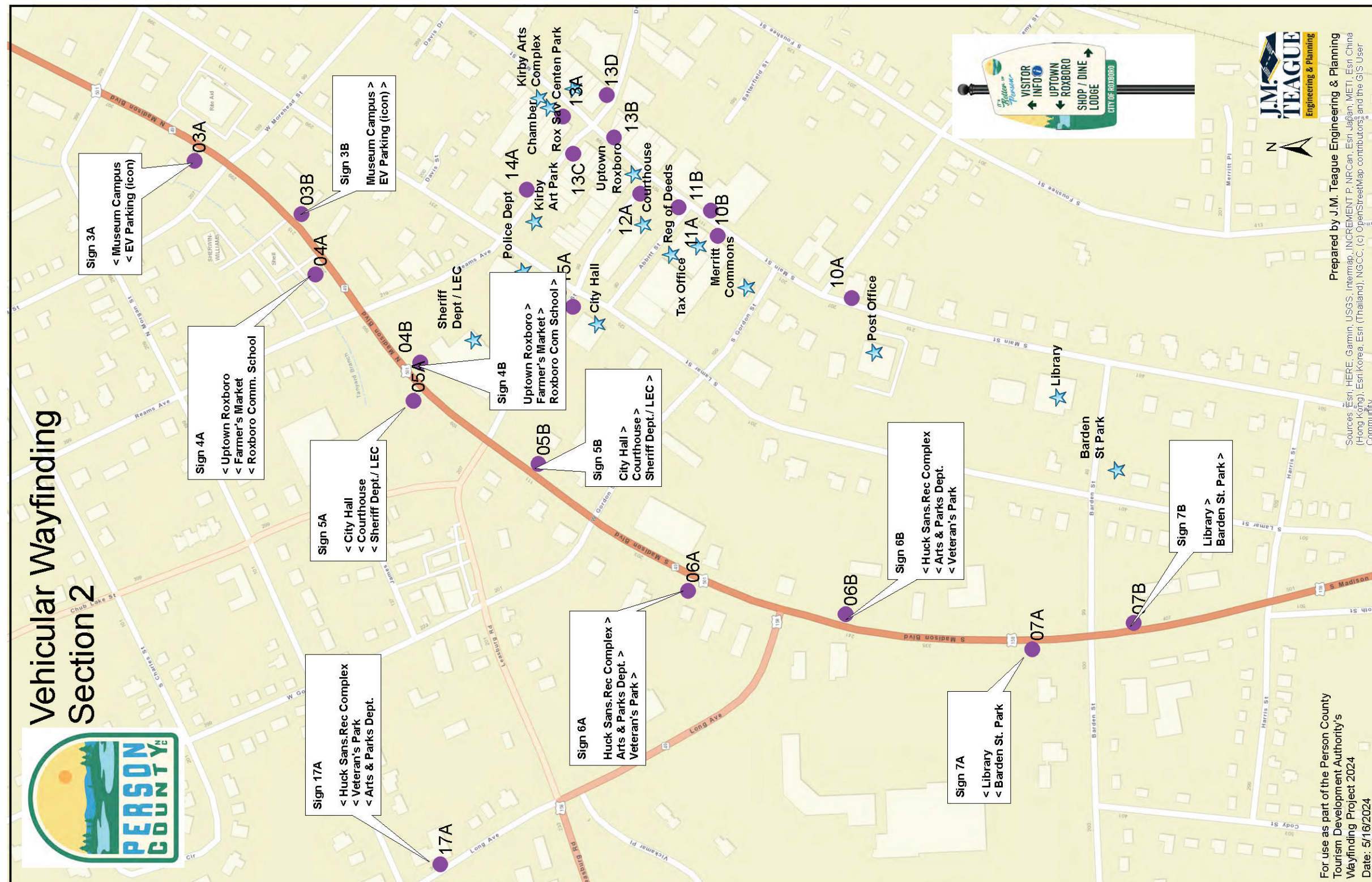


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## MAP - VEHICULAR DIRECTIONAL I





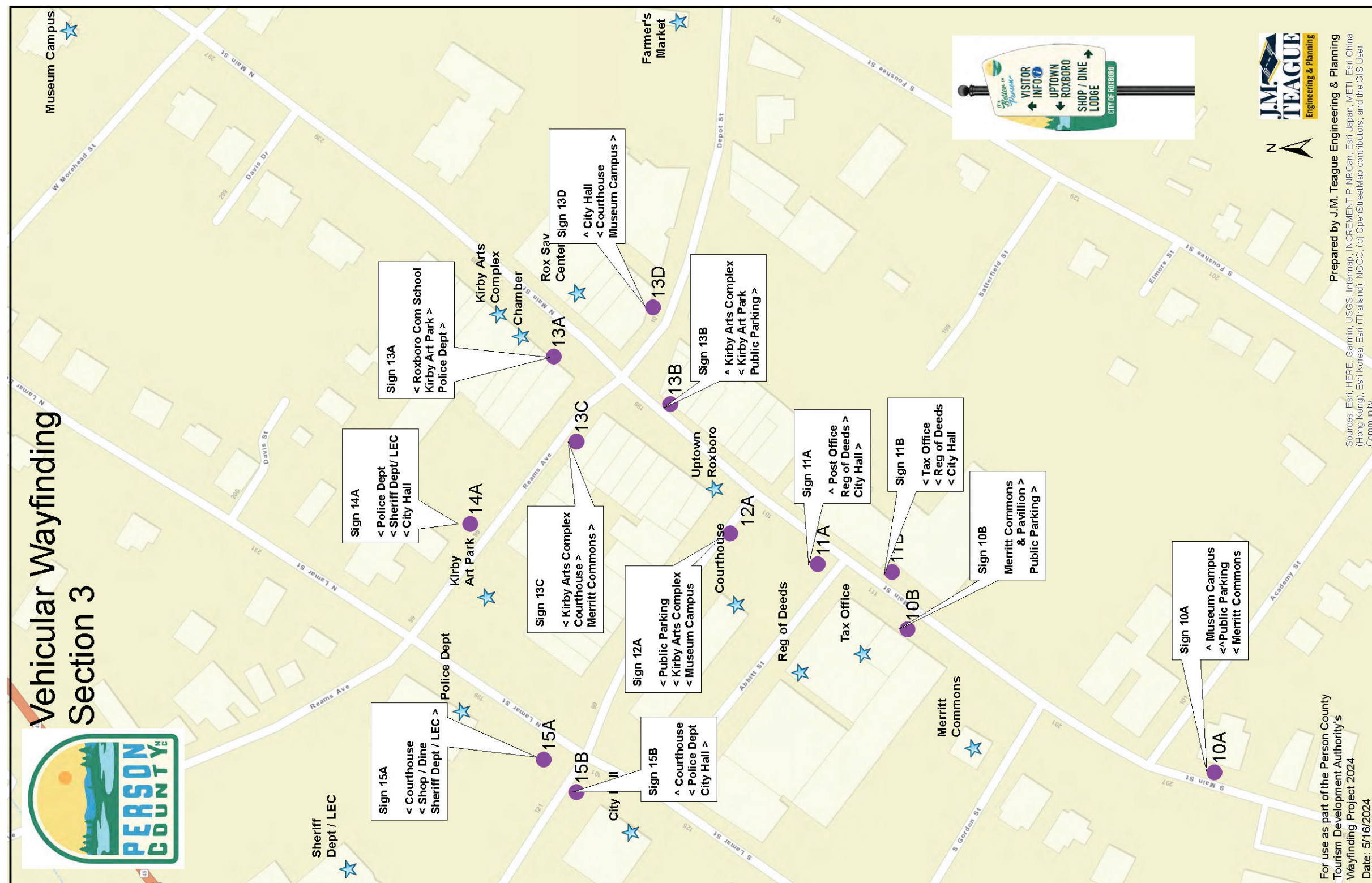


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## MAP - VEHICULAR DIRECTIONAL 2





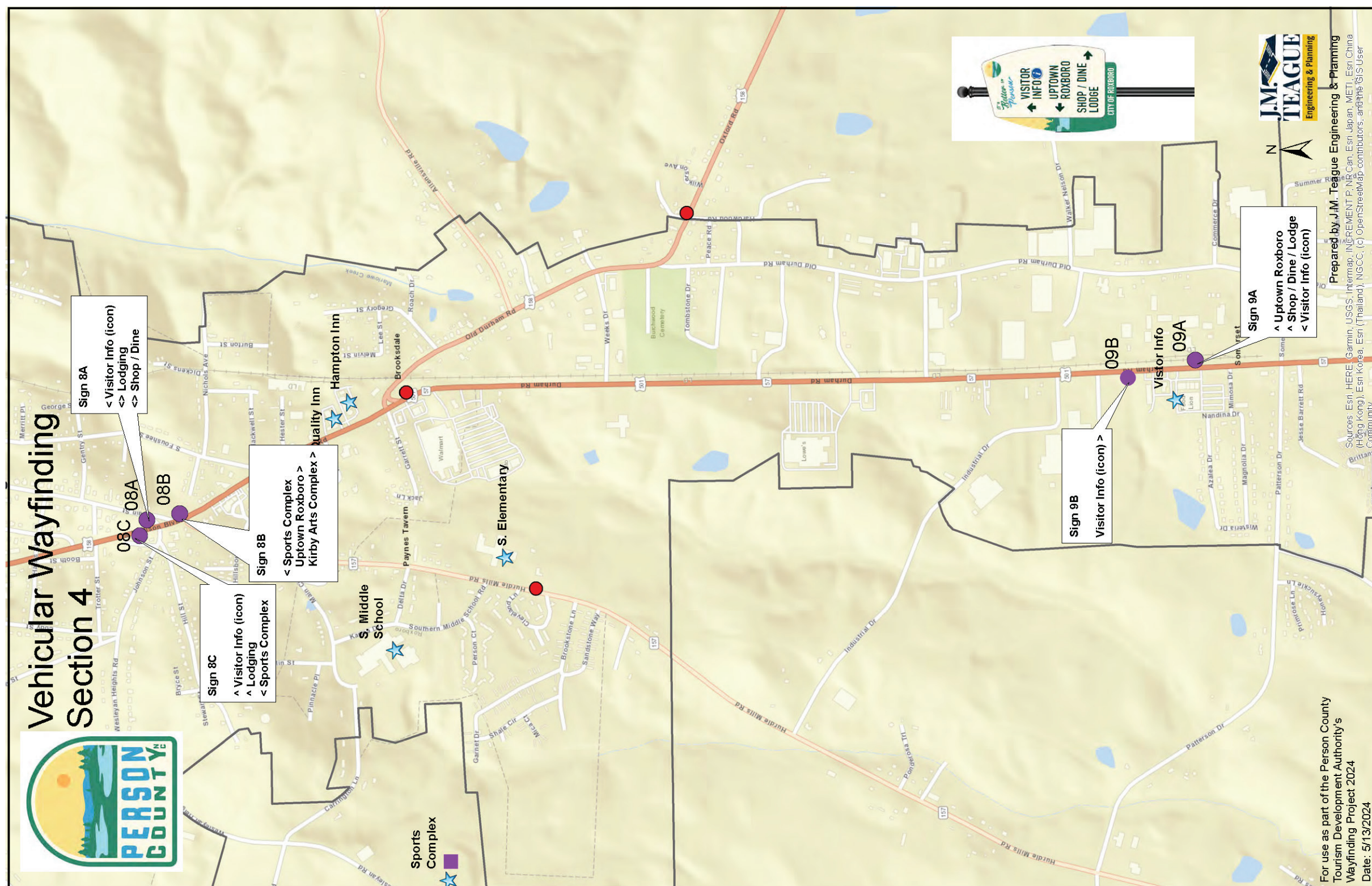


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## MAP - VEHICULAR DIRECTIONAL 3







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## MAP - VEHICULAR DIRECTIONAL 4





Sign #	Sign Type	Direction of Travel	Primary Roadway	Location	Destination 1	Destination 2	Destination 3	Destination 4	Destination 5	Park Rider
P-01A	PED-FPM.5-SYL.3-DB- Side A	SB	S Main St	between Gordon and Abbitt	^ Post Office	^ Library	Merritt Commons & Pavillion >	Shopping & Dining >		Yes >
P-01B	PED-FPM.5-SYL.3-DB- Side B	NB	S Main St	between Gordon and Abbitt	^ Shopping & Dining	^ Courthouse	^ Kirby Arts Complex	<  Register of Deeds	<  City Hall	Yes ^
P-02A	PED-FPM.5-SYL.3-DB- Side A	EB	Abbitt St	near Main	< Courthouse	< Kirby Arts Complex	< Roxboro Savings Centennial Park	< Chamber of Commerce	Merritt Commons & Pavillion >	Yes < >
P-02B	PED-FPM.5-SYL.3-DB- Side B	WB	Abbitt St	near Main	^ City Hall	^ Dining				No
P-03A	PED-FPM.5-SYL.3-DB- Side A	SB	S Main St	between Abbitt and Court	^ Merritt Commons & Pavillion	^ Post Office	Tax Collector's Office >	Register of Deeds >	City Hall >	No
P-03B	PED-FPM.5-SYL.3-DB- Side B	NB	S Main St	between Abbitt and Court	^ Chamber of Commerce	^ Kirby Arts Complex	^ Museum Campus	< Police Dept	< Sheriff Dept. / LEC	Yes ^
P-04A	PED-FPM.5-SYL.3-DB- Side A	EB	Court St	near Main	< Kirby Arts Complex	< Roxboro Savings Centennial Park	< Chamber of Commerce	< Museum Campus	Merritt Commons & Pavillion >	Yes <
P-04B	PED-FPM.5-SYL.3-DB- Side B	WB	Court St	near Main	^ Police Dept	^ Sheriff Dept. / LEC				No
P-05A	PED-FPM.5-SYL.3-DB- Side A	SB	S Main St	between Court and Reams	^ Courthouse	^ Merritt Commons & Pavillion	Police Dept. >	Sheriff Dept. / LEC. >	City Hall >	No
P-05B	PED-FPM.5-SYL.3-DB- Side B	NB	S Main St	between Court and Reams	^ Roxboro Savings Centennial Park	^ Museum Campus	^ Kirby Arts Complex	< Kirby Art Park	Farmer's Market >	Yes ^>
P-06A	PED-FPM.5-SYL.3-DB- Side A	SB	S Main St	between Court and Reams	^ Courthouse	^ Register of Deeds	^ Merritt Commons & Pavillion	Police Dept >	Sheriff Dept. / LEC >	No
P-06B	PED-FPM.5-SYL.3-DB- Side B	NB	S Main St	between Court and Reams	^ Roxboro Savings Centennial Park	^ Kirby Arts Complex	^ Museum Campus	< Kirby Art Park	Farmer's Market >	Yes ^>
P-07A	PED-FPM.5-SYL.3-DB- Side A	EB	Depot St	near Main	^ Farmer's Market	^ Roxboro Com School				Yes ^
P-07B	PED-FPM.5-SYL.3-DB- Side B	WB	Depot St	near Main	< Courthouse	Kirby Arts Complex >	Chamber of Commerce >	Roxboro Savings Centennial Park >	Museum Campus >	No
P-08A	PED-FPM.5-SYL.3-DB- Side A	WB	Depot St	near Depot St Parking Lot	^ Shopping & Dining	^ Kirby Arts Complex	^ Kirby Art Park	^ Chamber of Commerce	^ Courthouse	No
P-09A	PED-FPM.5-SYL.3-DB- Side A	WB	Depot St	between farmer's market and Main	^ Shopping & Dining	^ Kirby Arts Complex	^ Kirby Art Park	^ Chamber of Commerce	^ Courthouse	No
P-10A	PED-FPM.5-SYL.3-DB- Side A	EB	Depot St	near Main	^ Farmer's Market	< Kirby Arts Complex	< Roxboro Savings Centennial Park	< Museum Campus	Courthouse >	Yes ^
P-10B	PED-FPM.5-SYL.3-DB- Side B	WB	Depot St	near Main	^ Kirby Art Park					No
P-11A	PED-FPM.5-SYL.3-DB- Side A	SB	S Main St	near chamber	^ Courthouse	^ City Hall	< Farmer's Market	< Roxboro Com School	Kirby Art Park >	Yes <
P-11B	PED-FPM.5-SYL.3-DB- Side B	NB	S Main St	near chamber	^ Museum Campus	- Museum of History	- Historic Long House	- Roxboro Male Academy & Methodist Parsonage	^ EV Parking (icon)	Yes ^>
P-12A	PED-FPM.5-SYL.3-DB- Side A	SB	S Main St	near N Main St Parking Lot	^ Courthouse	^ City Hall	< Farmer's Market	Kirby Art Park >		Yes <
P-12B	PED-FPM.5-SYL.3-DB- Side B	NB	S Main St	near N Main St Parking Lot	^ Museum Campus	- Museum of History	- Historic Long House	- Roxboro Male Academy & Methodist Parsonage	^ EV Parking (icon)	Yes ^>
P-13A	PED-FPM.5-SYL.3-DB- Side A	SB	S Main St	near Morehead St	^ Uptown Roxboro	^ Shopping & Dining	^ Kirby Arts Complex	^ Chamber of Commerce	^ Roxboro Savings Centennial Park	No
P-14A	PED-FPM.5-SYL.3-DB- Side A	EB	Court St	at Police Parking Lot	^ Uptown Roxboro	^ Shopping & Dining	^ Courthouse	< Police Dept	City Hall >	No

Figure 39. Pedestrian Directional Sign Schedule Uptown Roxboro

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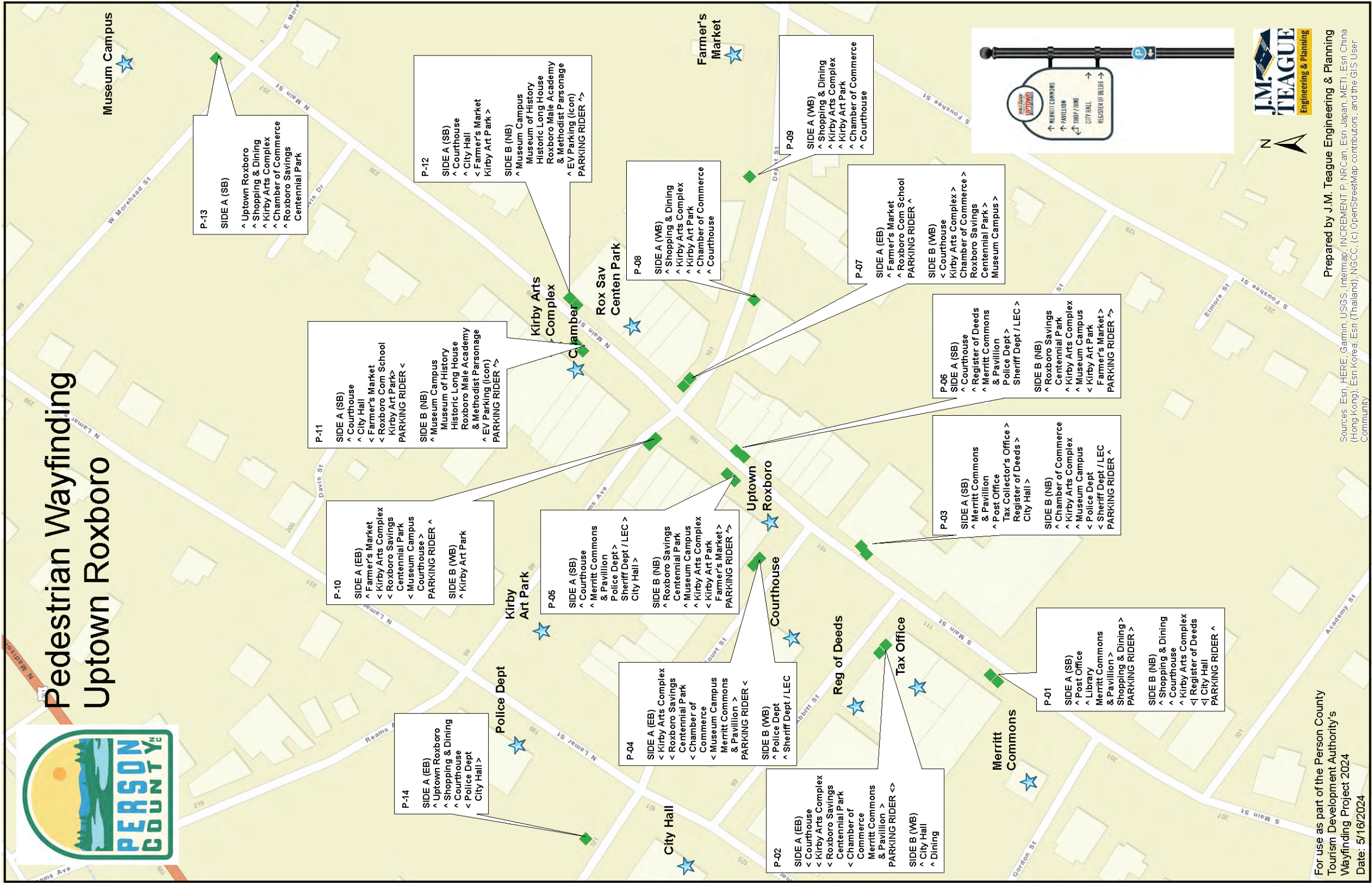


Figure 40. Pedestrian Directional Sign Locations Map

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# MAP - PEDESTRIAN SIGNS UPTOWN ROXBORO





# SIGN SCHEDULE - GATEWAY SIGNS

Sign #	Sign Type	Direction of Travel	Primary Roadway	Location
G01	GW-FPM.6-STY.6-MPO	WB	Mountain Rd	at public works
G02	GW-FPM.6-STY.6-MPO	WB	US 501 (Virgilina Rd)	at board of education
G03	GW-FPM.6-STY.6-MPO	SB	Boston Rd	at Cavel Park area
G04	GW-FPM.6-STY.6-MPO	NB	US 501 (Durham Rd)	near existing city speed sign
G05	GW-FPM.6-STY.6-MPO	NB	NC 49 (Burlington Rd)	at national guard armory
G06	GW-FPM.6-STY.6-MPO	EB	NC 57 (Semora Rd)	near existing city speed sign
G07	GW-FPM.6-STY.6-MPO	WB	US 158 ((Oxford Rd)	near existing city limit sign
G08	GW-FPM.6-STY.6-MPO	NB	NC 157 (Hurdle Mills Rd)	at South Elem School
G09	GW-FPM.6-STY.6-MPO	SB	Chub Lake Rd	near residential home
G10	GW-DPM.6-STY.8-SP	NB	US 501 (Durham Rd)	replace existing sign
G11	GW-DPM.6-STY.7-MPO	EB	NC 57 (Semora Rd)	replace existing sign
G12	GW-DPM.6-STY.7-MPO	SB	US 501 (Boston Rd)	near Carol Power property
G13	GW-DPM.6-STY.7-MPO	WB	US 158 (Oxford Rd)	replace existing sign
G14	GW-DPM.6-STY.7-MPO	NB	US 501 (Durham Rd)	median of US 501
G15	GW-DPM.6-STY.7-MPO	NB	NC 49 (Burlington Rd)	replace existing sign
G18	GW-FPM.6-STY.5-DB	SB	N Main St	replace existing sign
G19	GW-FPM.6-STY.5-DB	NB	S Main St	replace existing sign
G16	GW-DPM.6-STY.7-MPO	EB	US158	near County line
G17	GW-DPM.6-STY.7-MPO	SB	NC 49	replace existing sign

Figure 41. Gateway Sign Schedule



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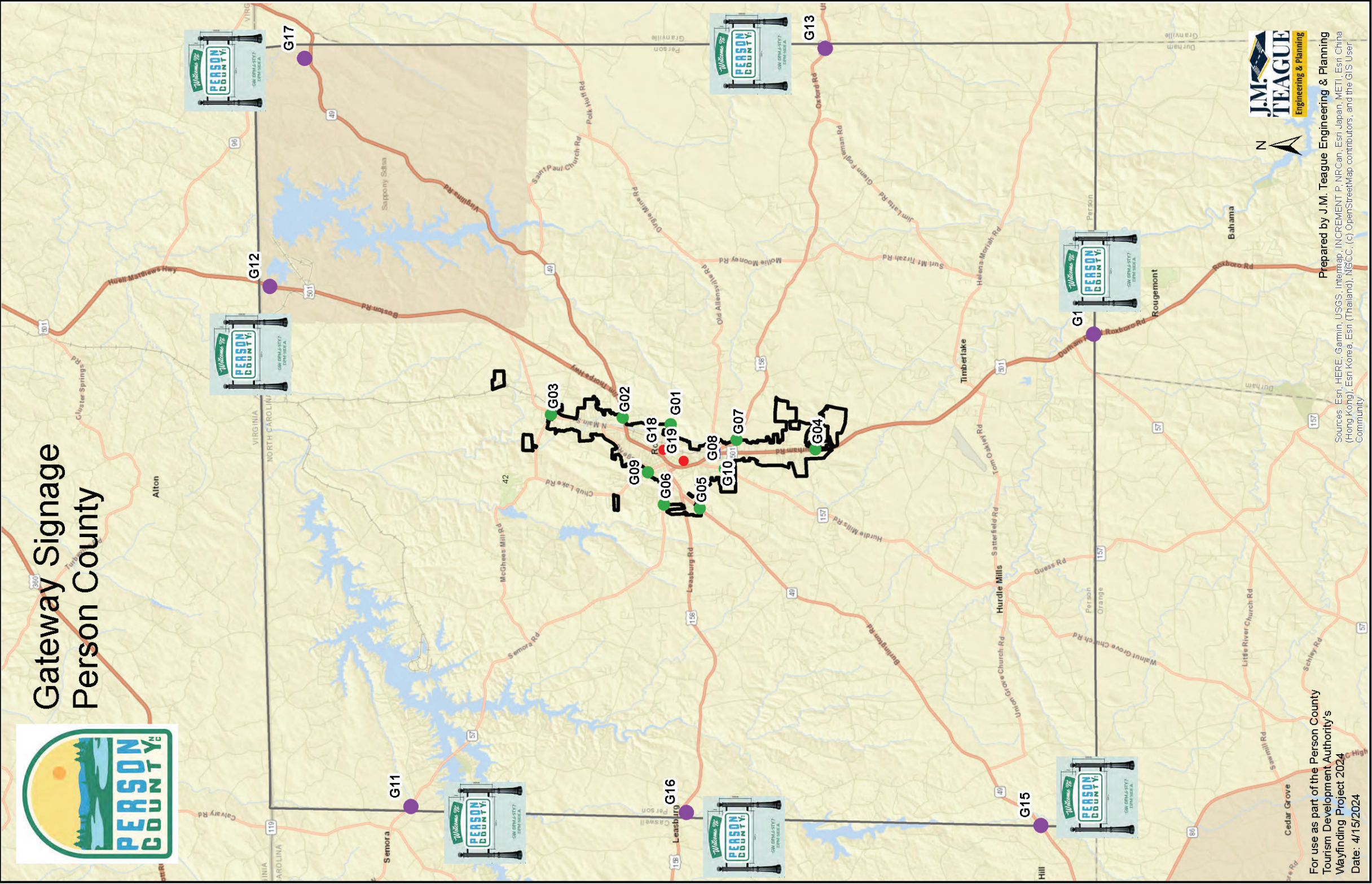


Figure 42. Gateway Sign Location Map - Person County

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MAP - GATEWAY SIGNS PERSON COUNTY







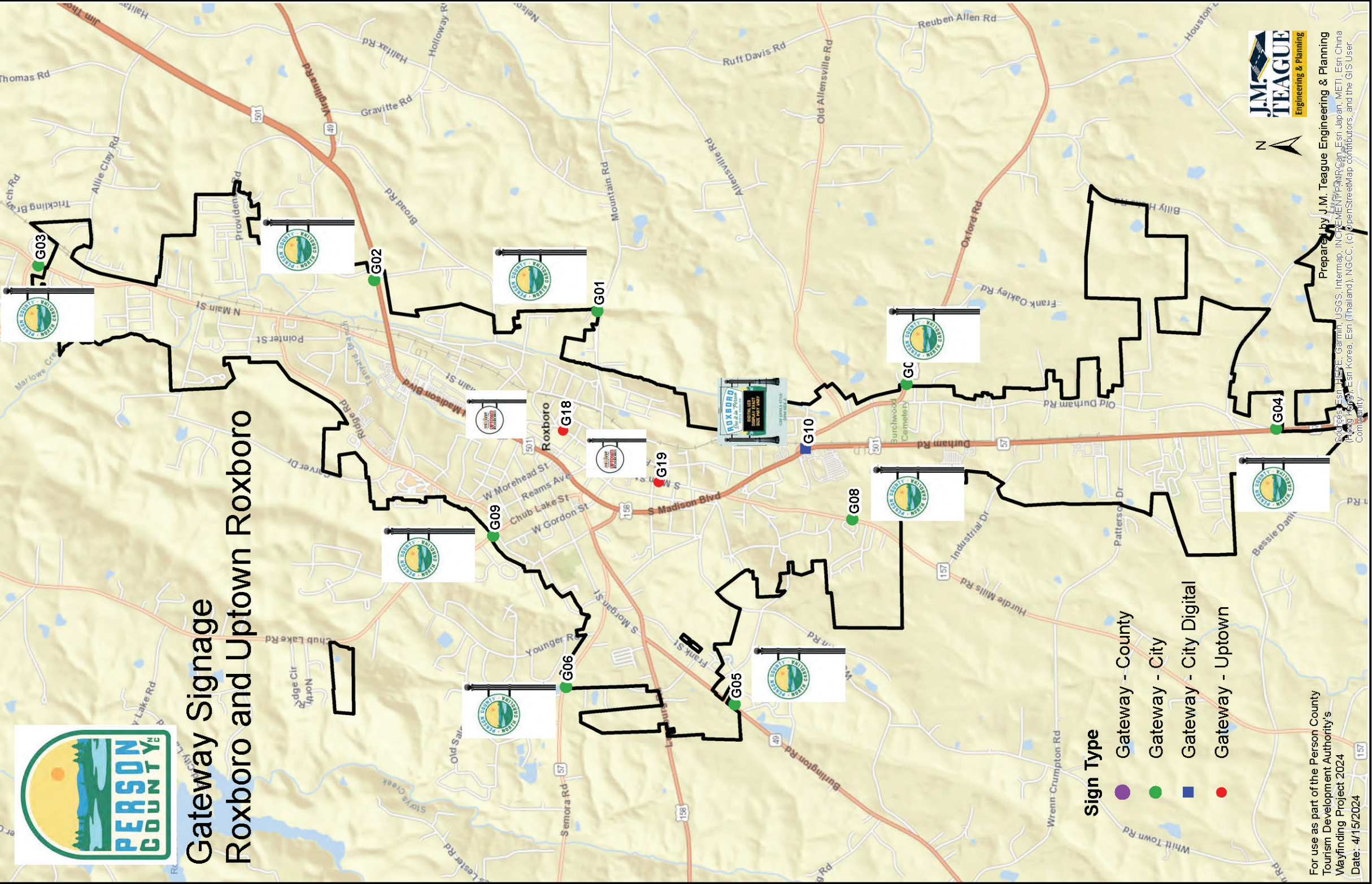


Figure 43. Gateway Sign Location Map - Roxboro City Limits







# SIGN SCHEDULE - PARKING SIGNS AND KIOSK

Sign #	Sign Type	Parking Lot	Location
EV-1	P-CPM.4-STY.3-DB	Electric Vehicule Lot	at Museum Campus
PK-01	P-CPM.4-STY.3-DB	Depot Street Lot	Depot St entrance
PK-02	P-CPM.4-STY.3-DB	Depot Street Lot	Satterfield St Entrance
PK-03	P-CPM.4-STY.3-DB	N. Main Street Lot	N. Main St entrance
PK-04	P-CPM.4-STY.3-DB	N. Main Street Lot	at depot entranc
PK-05	P-CPM.4-STY.3-DB	Merritt Commons Lot	Gordon St entrance
PK-06	P-CPM.4-STY.3-DB	Merritt Commons Lot	Lamar St Entrance
PK-07	P-CPM.4-STY.3-DB	City Hall Lot	N Larmar St Entrance
PK-08	P-CPM.4-STY.3-DB	City Hall Lot	Court St Entrance
PK-09	P-CPM.4-STY.3-DB	Police Dept Lot	Court St Entrance
PK-10	P-CPM.4-STY.3-DB	Person County Lot	Court St Entrance
Pr-01a	Parking Rider >		Below Pedestrian Sign P-01A
Pr-01b	Parking Rider ^		Below Pedestrian Sign P-01B
Pr-02a	Parking Rider <>		Below Pedestrian Sign P-02A
Pr-03b	Parking Rider ^		Below Pedestrian Sign P-03B
Pr-04a	Parking Rider <		Below Pedestrian Sign P-04A
Pr-05b	Parking Rider ^>		Below Pedestrian Sign P-05B
Pr-06b	Parking Rider ^>		Below Pedestrian Sign P-06B
Pr-07a	Parking Rider ^		Below Pedestrian Sign P-07A
Pr-10a	Parking Rider ^		Below Pedestrian Sign P-10A
Pr-11a	Parking Rider <		Below Pedestrian Sign P-11A
Pr-11b	Parking Rider ^>		Below Pedestrian Sign P-11B
Pr-12b	Parking Rider ^>		Below Pedestrian Sign P-12B

Figure 44. Parking Sign Schedule

Sign #	Sign Type	Location	
M01	Info-DPM.5.STY.2-DB	at Courthouse (Uptown)	near sidewalk on Main
M02	Info-DPM.5.STY.2-DB	at Hyco Lake near campground	near bathrooms at boat ramp
M03	Info-DPM.5.STY.2-DB	at Mayo Lake Park	near Mayo Lake Park office
M04	Info-DPM.5.STY.2-DB	at Piedmont Com Collage	near Disc Golf
M05	Info-DPM.5.STY.2-DB	at Rock Athletic Complex	to be determined
M06	Info-DPM.5.STY.2-DB	at Merritt Commons (Uptown)	near Pavillon
M07	Info-DPM.5.STY.2-DB	at Rotary Club of Roxboro Centennial Park	to be determined
M08	Info-DPM.5.STY.2-DB	at Huck Sans. Rec Complex	to be determined

Figure 45. Kiosk (Map) Sign Schedule



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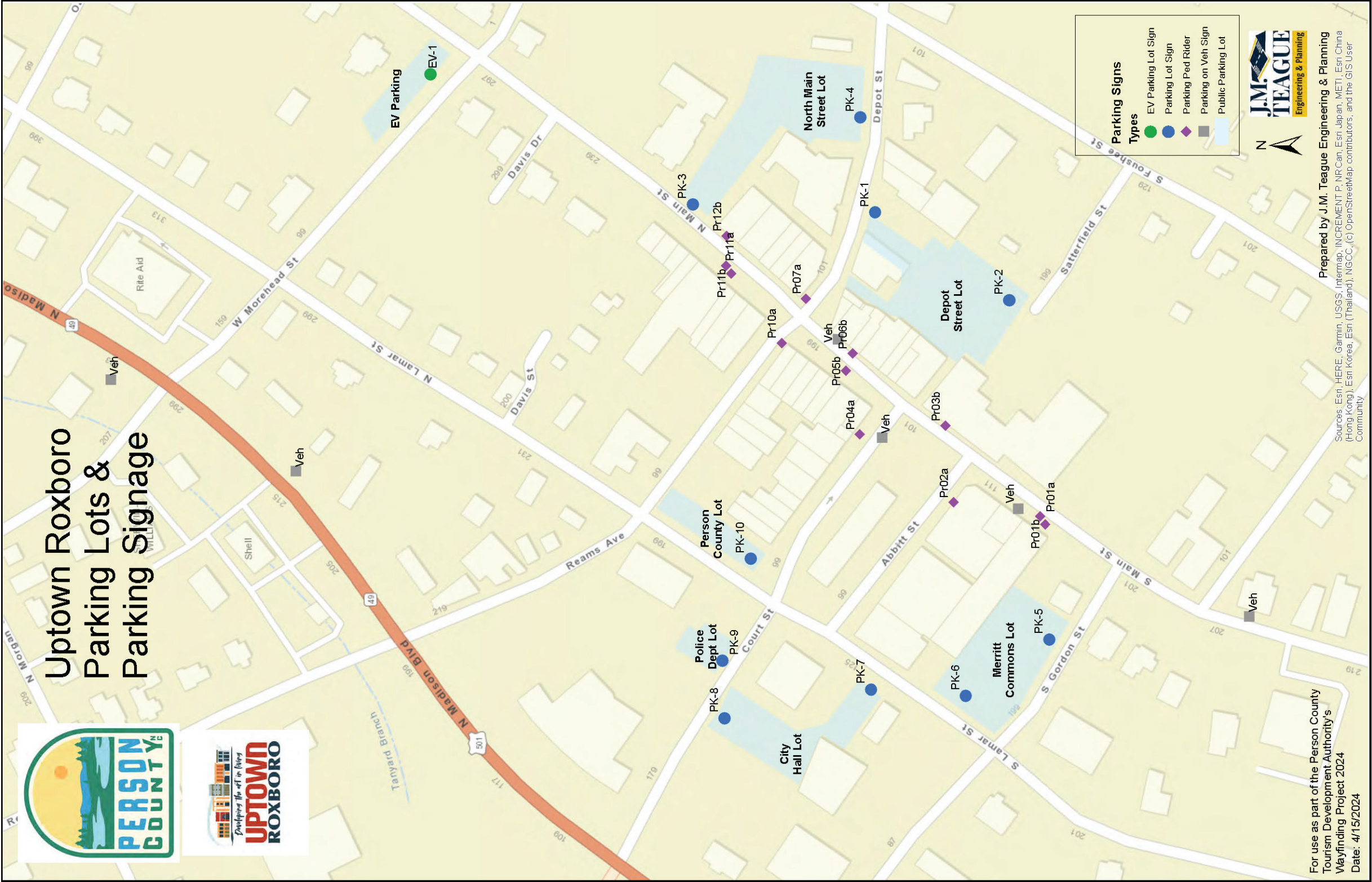


Figure 46. Parking Sign Location Map

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MAP - PARKING SIGNS ROXBORO





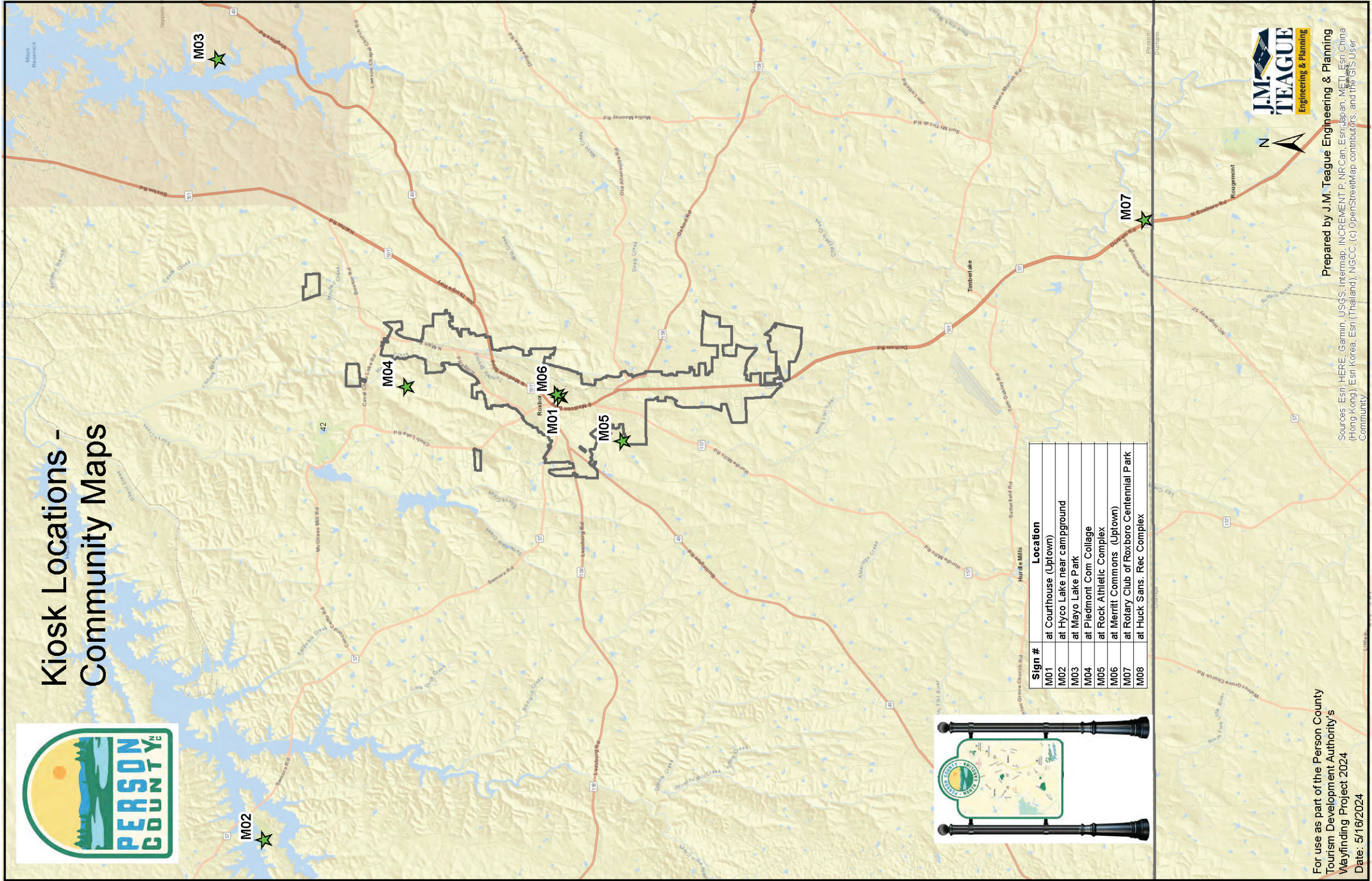


Figure 47. Kiosk (Community Map) Sign Location Map

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# IMPLEMENTATION AND SYSTEM MANAGEMENT

## NCDOT COORDINATION AND PERMITTING

Prior to installing new signage along public roadways the PCTDA must receive permission from NCDOT to install any signs within their right-of-way. Finalized sign designs, schematics, and locations must be submitted for NCDOT approval through its online encroachment permitting process. As the entity that will maintain ownership of all the wayfinding signs resulting from this plan, a PCTDA representative must sign any encroachment agreement paperwork submitted to NCDOT.

An encroachment agreement requires that the owner of the signs take full responsibility for their procurement, installation, traffic control during installation, underground utility damage, on-going maintenance, and replacement in the event of irreparable damage.

After NCDOT provides written approval in the form of a signed encroachment permit, a sign sign fabrication and installation contractor can be selected using a North Carolina approved bidding process.

## PROJECT PHASING

Due to the costs associated with implementing wayfinding signs, installation may occur in multiple phases. If the PCTDA choose to phase sign installation, consideration must be given when assigning signs to phases. Splitting up a group of directional signs that are designed to work together can easily leave a motorist lost. Therefore, it is important to include all signs needed to get the motorist/visitor all the way to the intended destination.

## FABRICATION AND INSTALLATION

It is recommended that any request for fabrication and installation proposals require the selected firm(s) to be responsible for determining the presence and location of underground utilities by calling 811 prior to digging. The contractor must adhere to all terms included in the NCDOT encroachment. In the event of utility conflicts, the exact placement of the signs may need to be altered slightly. NCDOT understands this common dilemma and maintains flexibility when minor adjustments to sign locations are needed. Incurred costs associated with installation can vary based on the contractor, the number of signs included in the contract, and market prices for materials.

## LONG TERM SYSTEM MANAGEMENT

The management of the new signs will be the responsibility of the PCTDA. NCDOT does not maintain or replace wayfinding signs. The estimated life of a wayfinding sign is 10 years. Additionally, vehicles, vandals, or weather events may damage signs. For these reasons, the PCTDA should allocate funds and plan for continued management of the signs for many years. It is recommended that the PCTDA earmark between 10 and 15 percent of the net worth of the sign system for long-term system repairs, replacement, maintenance, and insurance claims. The total net worth of the system is the amount it costs to get a sign in the ground (sign face, supports, fabrication, installation, etc.).

A wayfinding system represents a significant investment, and developing a maintenance program to protect that investment is important. The PCTDA should assign a staff member or work with City/County staff to provide scheduled maintenance such as for cleaning, repairing and maintaining the signs. The PCTDA should also review destination status and plan for needed modifications to the wayfinding system.

In its Urban Wayfinding Master Planning and Implementation Manual, the International Sign Association provides the following guidance based on a variety of wayfinding case studies.

- Periodic cleaning.
- Periodic inspection for and replacement of damaged elements.
- Regular checks regarding the relevancy of destinations - should destinations be removed, added, or changed?
- Periodic retroreflectivity testing.
- Management of the streetscape environment to include removal of unauthorized signs and obsolete elements.
- Assignment of tasks related to sign maintenance to a department or a specific staff member.
- A plan or program for graffiti and sticker removal.
- A plan or program to remove, repair, replace, and file insurance claims for damaged signs.
- Ordering at least one reserve sign panel for easy replacement should a panel be damaged beyond repair.



Figure 48. 2024 Person County Tourism Summit

