



It's real.

City of Seguin

Wayfinding Guide Sign System Plan

Introduction

The City of Seguin, a community of over 30,000 in Central Texas, is developing a wayfinding guide system for visitors to find tourist destinations throughout the community. Seguin is situated along Interstate 10 with limited directional signage for vehicular traffic once exiting the interstate.

Seguin's rich heritage provides numerous tourist attractions. These attractions bring in thousands of visitors to the community every year but have the opportunity to grow their attendance.

Wayfinding System

The City of Seguin believes a thorough and comprehensive vehicular wayfinding system will assist in growing tourism in Seguin and improve communication with visitors to the community. The system calls for 37 signs to be completed in two phases. Phase I will consist of 12 signs directing people from I-10 and the outlying areas of the city. Phase II will consist of 25 signs directing visitors within the city. Phase I shall be completed in FY2019 and Phase II shall be completed by FY2020. Pedestrian wayfinding signage for the downtown historic district and Walnut Springs Walking Trail and additional interior signage will be addressed in future plans.

Goals

- 1.) Encourage and develop tourism in the community.
- 2.) Reinforce community identity.
- 3.) Improve road safety and reduce driver and pedestrian frustration.

Destinations

Seguin has numerous destinations that serve tourists and visitors to the community. The locations to be featured on the Seguin Wayfinding signage are below. See Map 1 for destinations.

- Historic Downtown – Located at the intersection of Business 123 and FM-90A, the historic downtown district is the heart of the City with preserved historic commercial structures housing mom and pop shops.
- ZDT's Amusement Park – Located at 301 West Kingsbury, the amusement park attracts over 100,000 visitors a year and includes a roller coaster, water slides, climbing walls, go carts and much more.
- Visitor Center – Located at 116 North Camp Street in the historic district, the visitor center provides tourists with information on all attractions, hotels, restaurants and more.
- Historic Power Plant – Located at 2006 Stockdale Highway, the original hydro-electric power plant for the City of Seguin has been converted into a restaurant offering views of the Guadalupe River and tubing.
- Sebastopol House – Located at 704 Zorn Street, the historic Sebastopol House is the best preserved Limecrete structure in the United States. The site is also home to the Wilson Pottery Museum, the first freed slave business in the State of Texas.
- The Fields at Huber Ranch – Located at 3000 Huber Road, the Fields hosts softball tournaments over 45 weekends every year bringing in thousands of visitors for the competitions.

- Public Library – Located at 313 West Nolte Street, the library offers meeting space, free wifi and hosts numerous community events that bring people to Seguin.
- Starcke Park – Located at 650 River Drive West, Starcke Park is the largest park in Seguin founded in 1938 through the New Deal during the Great Depression.
- Seguin Events Complex – Located at 950 South Austin, the events complex includes a rodeo arena, exhibit hall, sports fields, barns and the Seguin Coliseum, a 12,000 square foot meeting facility.
- Big Red Barn – Located at 390 Cordova Road, the Big Red Barn, also known as the Texas Agricultural Education & Heritage Center, consists of the Pecan Museum, an event venue, historic properties and a working farm that welcomes thousands of visitors every year.

Design & Location Specifications

The signs will match the community's brand and incorporate an Enhancement Marker and Vehicular Directional Signage.



The Enhancement Marker will be a reproduction of the City of Seguin's logo. Background color should be PMS 561 Aqua Deep (CMYK 84 20 58 54 or RGB: 0 89 76) with white text in Chaparral Pro Bold font. The Enhancement Marker shall be proportional to the directional signage.

Vehicular Directional Signage shall include three destinations in 8" Clearview Highway Aqua Deep font color. 6" font maybe used in areas with limited right of way and streets with 35 mph or less. Each destination shall include a directional arrow 10" in length.

Background color of the Vehicular Directional Signage shall be Coriander (CMYK 12 5 44 15 or RGB 192 187 135). Contractor shall ensure that the design meets

TxDOT's contrast value of 70%. Each Vehicular Directional Sign shall be 42" tall and vary between 42" to 72", following the dimensions of D1-3 Standard Highway Sign Designs for Texas. Exact dimensions will be determined in partnership between the City of Seguin and the manufacturer of the signs upon verification of available right of way and length of text.

Each sign will be installed on a break away pole by a contractor of the City's choosing. Installation shall follow the TxDOT Sign Mounting Details specification SMD (SLIP-1)-08. After installation, the signs will be maintained by the City of Seguin. Each sign will be retroreflective so that the same shape and color are visible in both day and night.

Unless restricted by available right of way, such as in the downtown district, all signs shall be 6' from the edge of the street and at least 100' from TxDOT signage, intersections and driveways. See Map 2 of approximate locations of signs below.

Sign Table Key

A sign table is included below describing all 30 signs to be included in the Seguin Wayfinding System for vehicular traffic. The key describes the features of each sign.

Sign ID – Unique number assigned to each sign.

ROW – Sign to be located within City or TxDOT Right of Way.

Message – Destinations to be included on the sign

Directional Graphics – Arrows directing the location of the destination from the location of the sign.

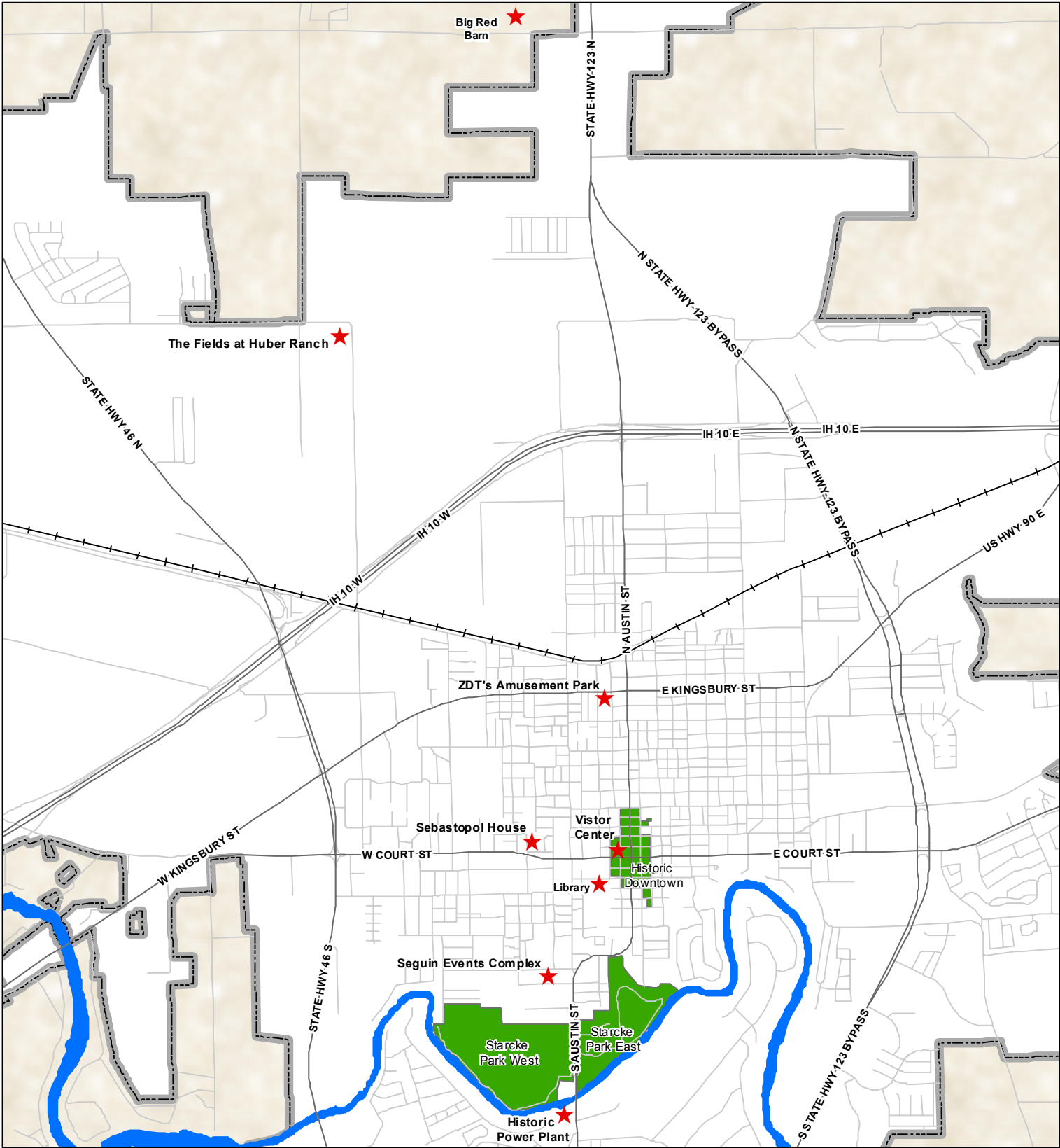
Location Description – Approximate location of the sign.

Phase – Sign will be completed in the first or second phase of manufacture and installation.

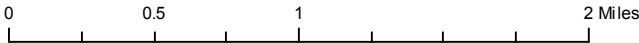
Replace – The sign will replace an existing brown TxDOT sign promoting Sebastopol Historic Site or Seguin Historic District or will replace a green Visitor Information Center sign.



City of Seguin Attractions



1 inch = 3,500 feet

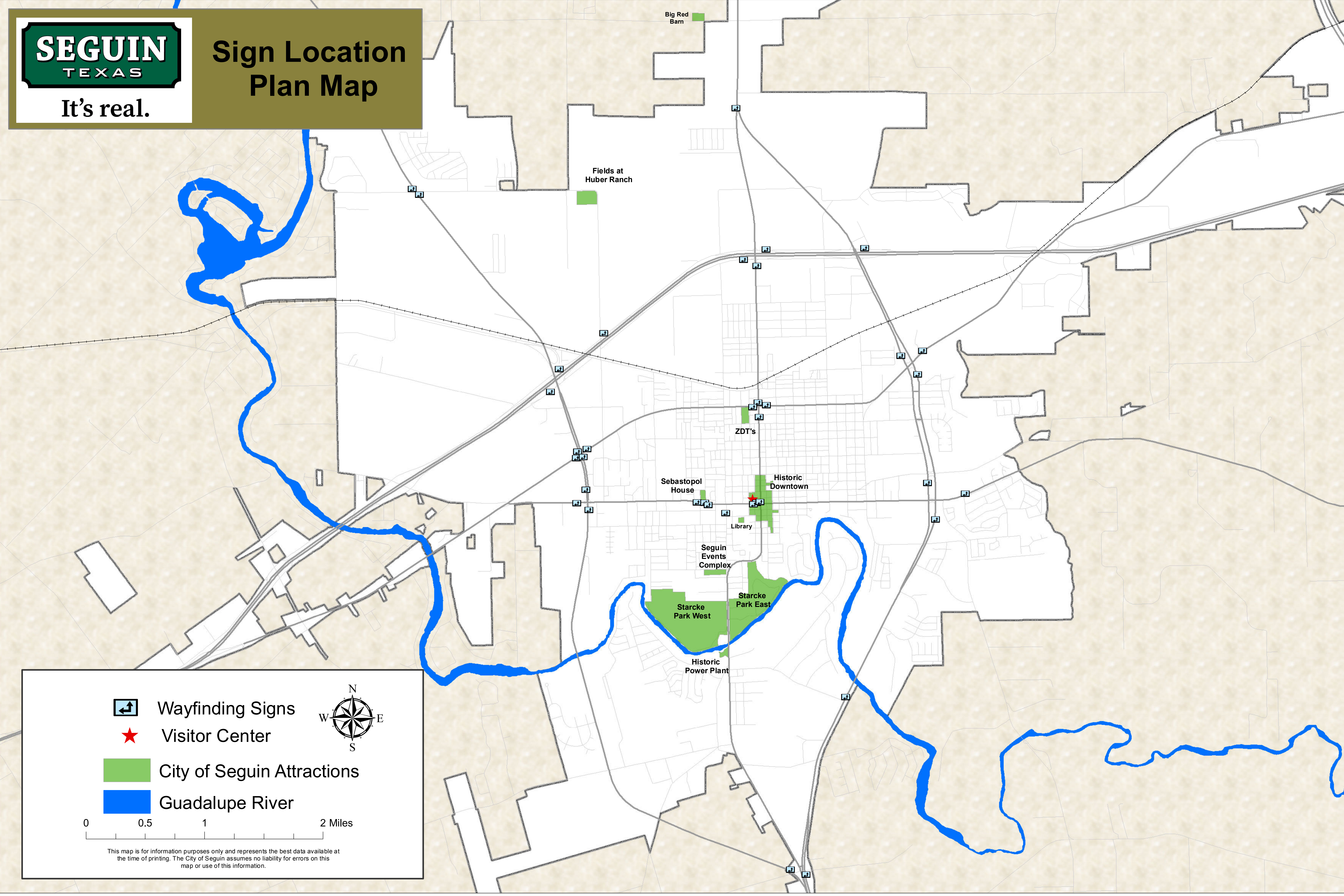


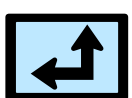
This map is for information purposes only and represents the best data available at the time of printing. The City of Seguin assumes no liability for errors on this map or use of this information.








Sign Location Plan Map

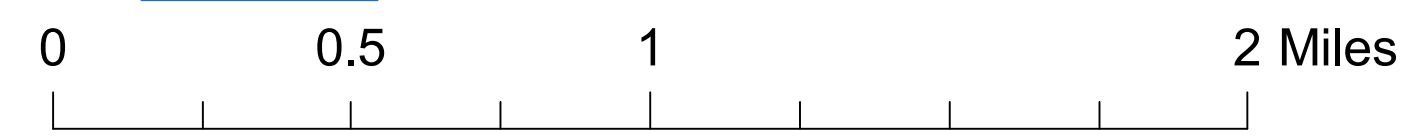
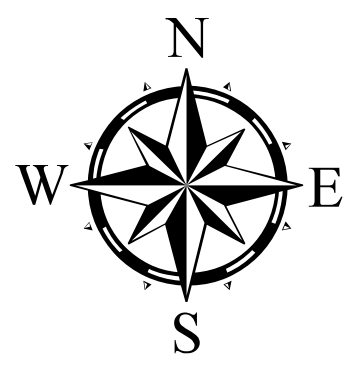


**Wayfinding Signs**

**Visitor Center**

**City of Seguin Attractions**

**Guadalupe River**



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Table of Signs

Sign ID	ROW	←	Message	→	Location Description	Phase	Replace
100.1	TxDOT		ZDT's Amusement Park	→	SB 123 in front of Continental Automotive	I	No
			Historic Downtown	→			
			Visitor Center	→			
100.2	TxDOT	↑	ZDT's Amusement Park		WB Hwy. 90 at 123 Bypass	I	No
		←	Historic Downtown				
		←	Sebastopol House				
100.3	TxDOT		Visitor Center	→	SB 123 Bypass at Court Street	I	Yes
			Historic Downtown	→			
			Sebastopol House	→			
100.4	TxDOT	←	Visitor Center		NB 123 Bypass at Court Street	I	Yes
		←	Historic Downtown				
		←	Sebastopol House				
100.5	TxDOT		Seguin Events Complex	→	SB 123 Bypass at Tor Drive	I	No
			Historic Power Plant	→			
			Starcke Park	→			
100.6	TxDOT	←	Seguin Events Complex		NB 123 Bypass at Hwy 46	I	No
		←	Historic Power Plant				
		←	Starcke Park				

Table of Signs

Sign ID	ROW	← / ↑	Message	→ / ↑	Location Description	Phase	Replace
100.7	TxDOT		Seguin Events Complex	→	NB Hwy 46 at 123 Business	I	No
			Historic Power Plant	→			
			Starcke Park	→			
100.8	TxDOT	↑	ZDT's Amusement Park		WB I-10 Frontage Road at 123 Bypass	I	No
		←	Visitor Center				
		←	Historic Downtown				
100.9	TxDOT	←	ZDT's Amusement Park		WB I-10 Frontage Road at Business 123	I	No
		←	Visitor Center				
		←	Historic Downtown				
100.10	TxDOT		ZDT's Amusement Park	→	EB I-10 Frontage Road at Business 123	I	No
			Visitor Information	→			
			Historic Downtown	→			
100.11	TxDOT	←	Visitor Center		SB Hwy 46 at Court Street	I	Yes
		←	Historic Downtown				
		←	Sebastopol House				

Table of Signs

Sign ID	ROW	← / ↑	Message	→ / ↑	Location Description	Phase	Replace
100.12	TxDOT		Historic Downtown	→	NB Hwy 46 at Court Street	I	Yes
			Sebastopol House	→			
			ZDT's Amusement Park	↑			
200.1	TxDOT		ZDT's Amusement Park	→	SB 123 Bypass at Kingsbury	II	No
			Historic Downtown	↑			
			Sebastopol House	↑			
200.2	TxDOT	↑	Historic Downtown		WB 90A at 123 Bypass	II	Yes
		↑	Visitor Center				
		↑	Sebastopol House				
200.3	TxDOT	↑	Historic Downtown		EB 90A at Hwy 46	II	Yes
		↑	Visitor Center				
		↑	Sebastopol House				
200.4	TxDOT		Fields at Huber Ranch	→	WB I-10 Frontage Rd at Hwy. 46	II	No
		←	Historic Downtown				
		←	Sebastopol House				
200.5	TxDOT	←	Fields at Huber Ranch		EB I-10 Frontage Rd at Hwy 46	II	No
			Historic Downtown	→			
			Sebastopol House	→			

Table of Signs

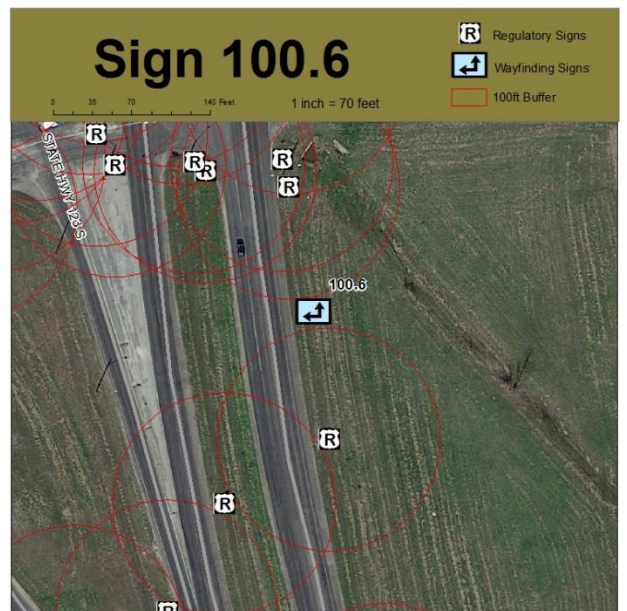
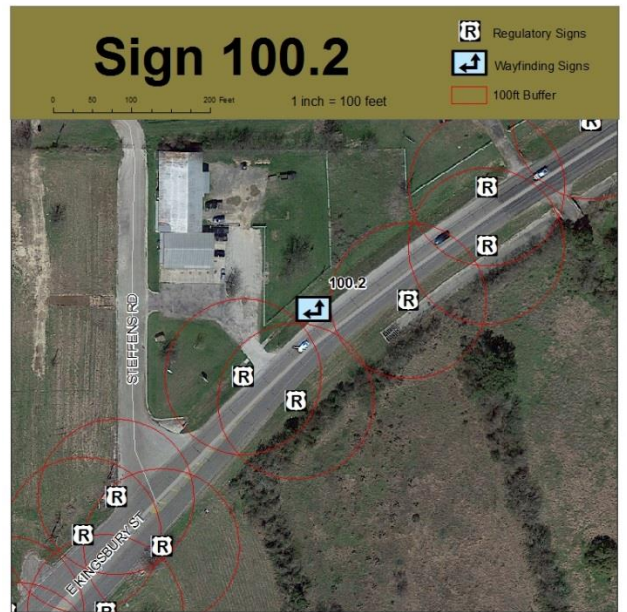
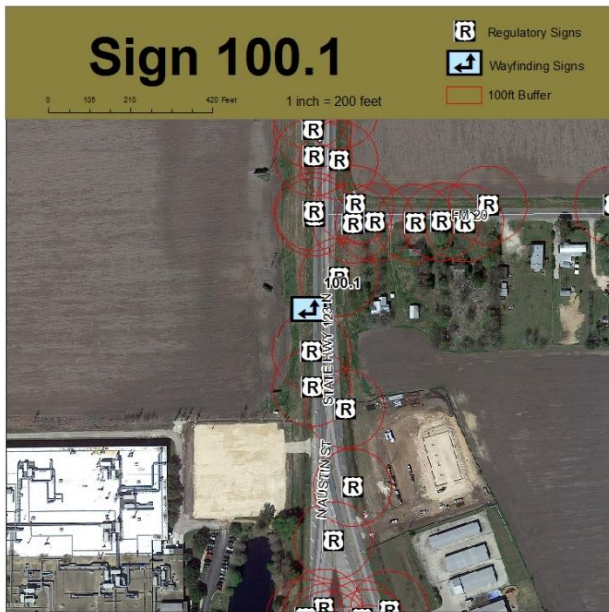
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200.6	TxDOT	←	ZDT's Amusement Park		SB Hwy 46 at Kingsbury	II	No
		↑	Historic Downtown				
		↑	Sebastopol House				
200.7	TxDOT		Fields at Huber Ranch	→	WB Kingsbury St. at Hwy. 46	II	No
		←	Historic Downtown				
		←	Sebastopol House				
200.8	TxDOT	←	Fields at Huber Ranch		EB Kingsbury at Hwy. 46	II	No
		↑	ZDT's Amusement Park				
			Historic Downtown	→			
200.9	TxDOT		Fields at Huber Ranch	↑	NB Hwy 46 at Kingsbury	II	No
			ZDT's Amusement Park	→			
200.10	TxDOT		ZDT's Amusement Park	→	SB Business 123 at Kingsbury	II	No
			Historic Downtown	↑			
			Visitor Center	↑			
200.11	TxDOT	↑	ZDT's Amusement Park		WB Kingsbury at Business 123	II	No
		←	Historic Downtown				
		←	Visitor Center				

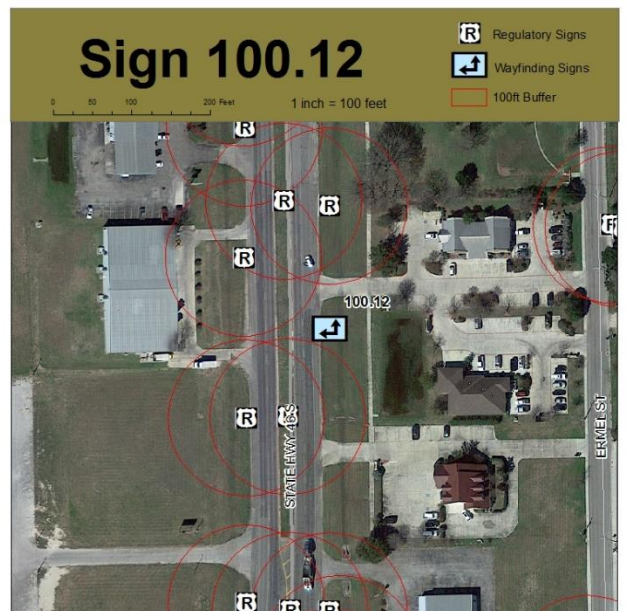
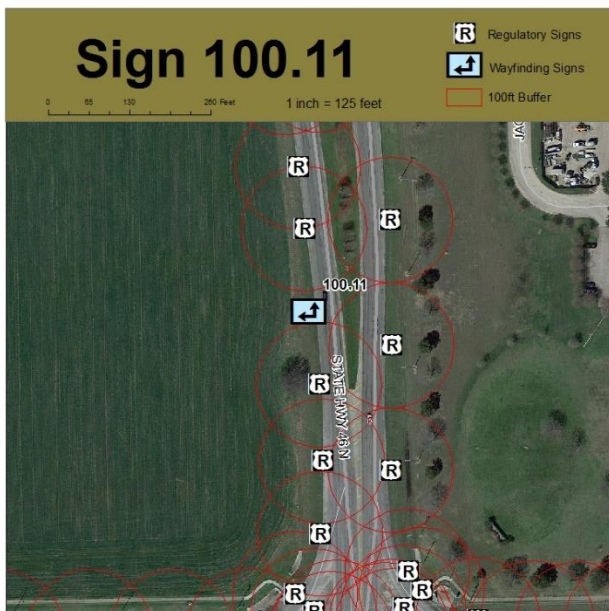
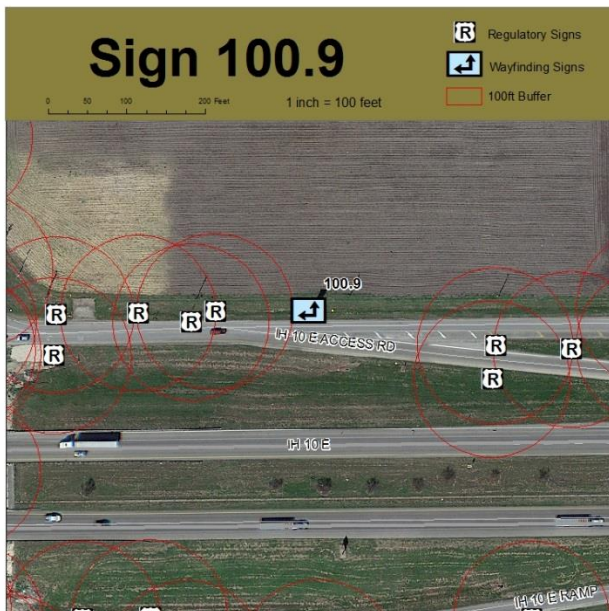
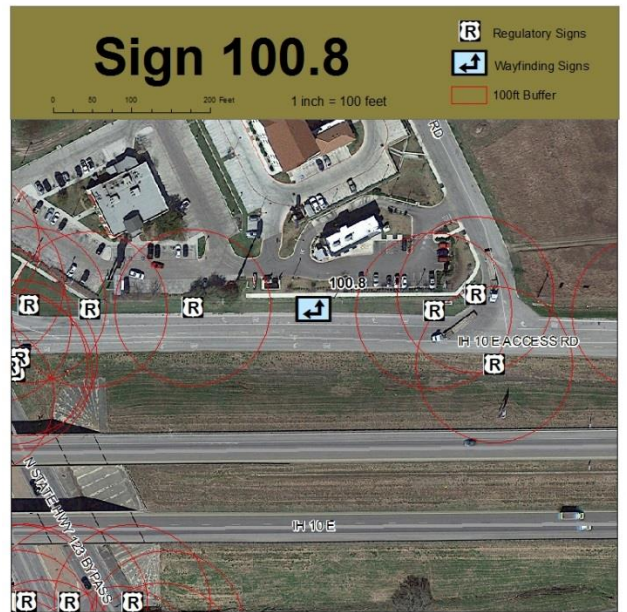
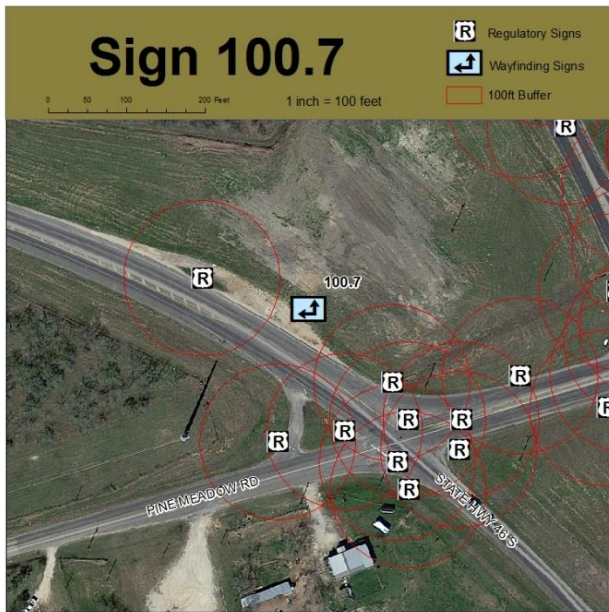
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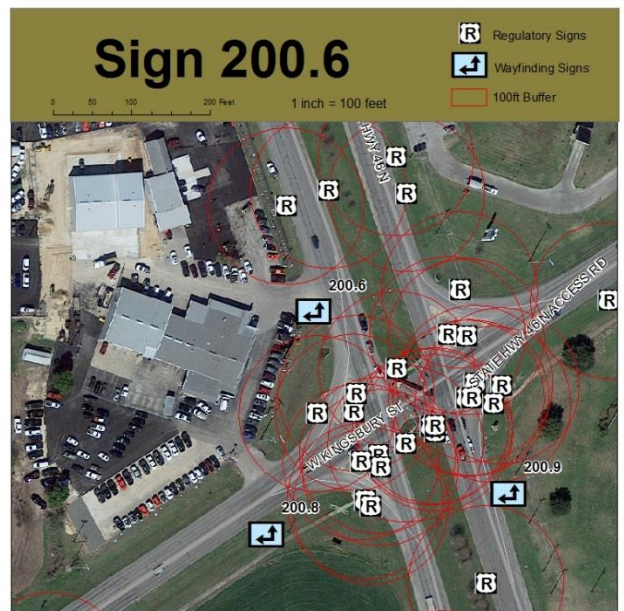
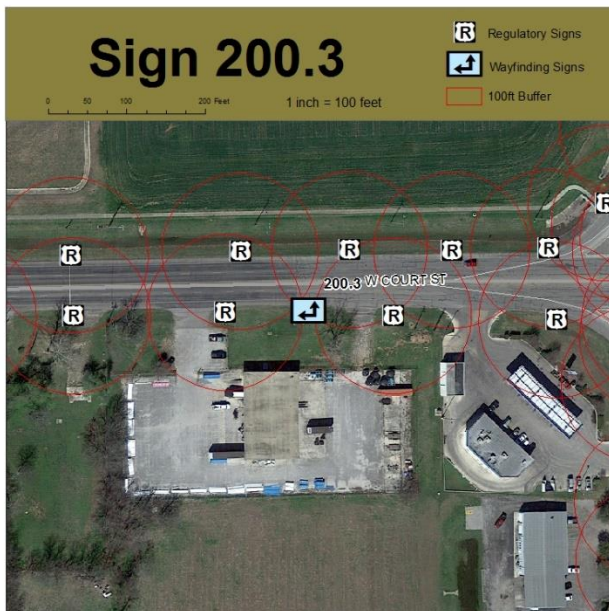
Sign ID	ROW	← / ↑	Message	→ / ↑	Location Description	Phase	Replace
200.12	TxDOT		Historic Downtown	→	EB Kingsbury at Business 123	II	No
			Visitor Center	→			
			Seguin Events Complex	→			
200.13	TxDOT	←	ZDT's Amusement Park		NB Business 123 at Kingsbury	II	No
		↑	Fields at Huber Ranch				
		↑	Big Red Barn				
200.14	TxDOT	←	ZDT's Amusement Park		NB 123 Bypass at Kingsbury	II	No
		←	Historic Downtown				
200.15	TxDOT	↑	ZDT's Amusement Park		SB 46 at Rudeloff Road	II	No
		↑	Historic Downtown				
		←	Fields at Huber Ranch				
200.16	TxDOT		Fields at Huber Ranch	→	NB 46 at Rudeloff Road	II	No
200.17	TxDOT	←	Sebastopol House		EB Court Street at Erkel	II	Yes
		↑	Historic Downtown				
		↑	Visitor Center				
200.18	TxDOT		Sebastopol House	→	WB Court Street at Erkel	II	Yes
			Fields at Huber Ranch	↑			

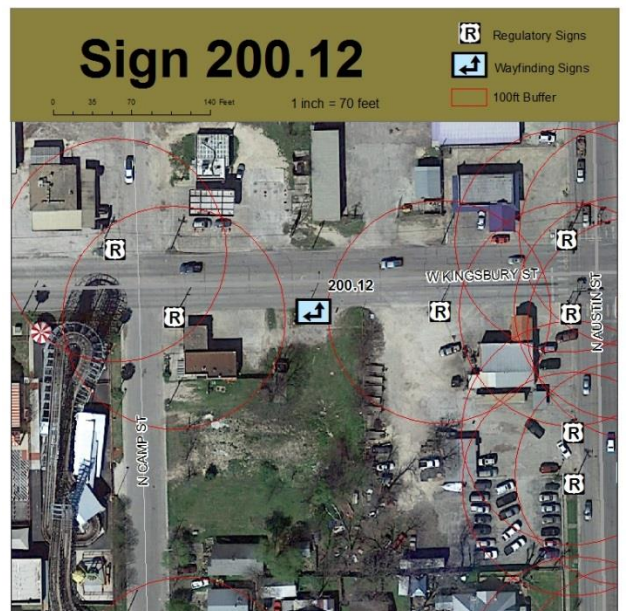
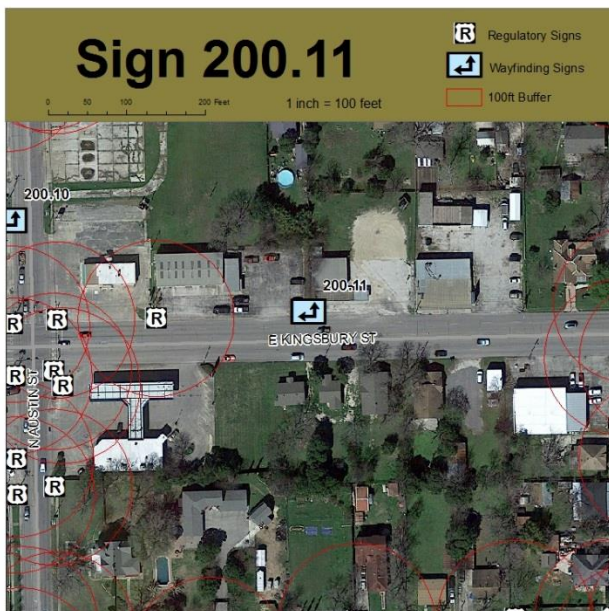
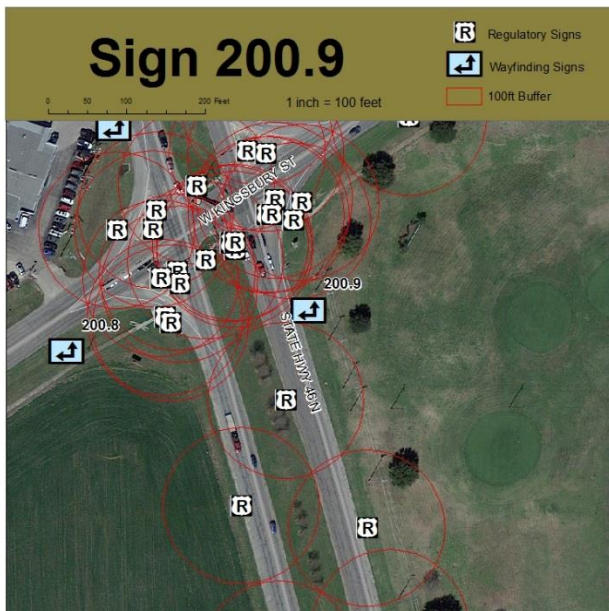
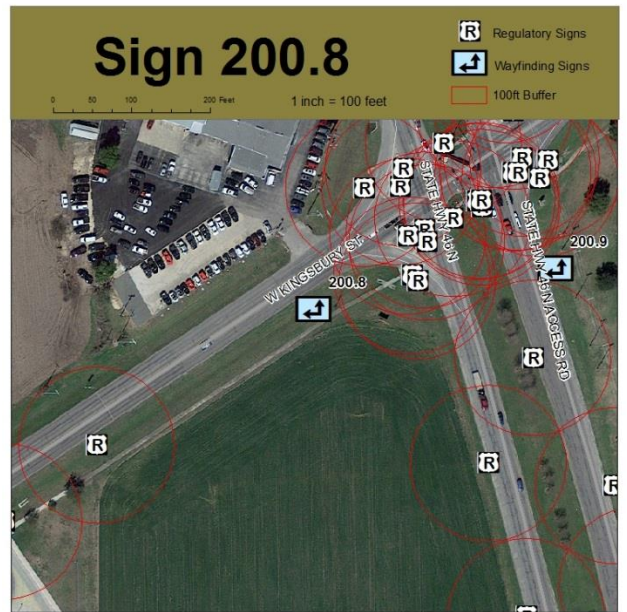
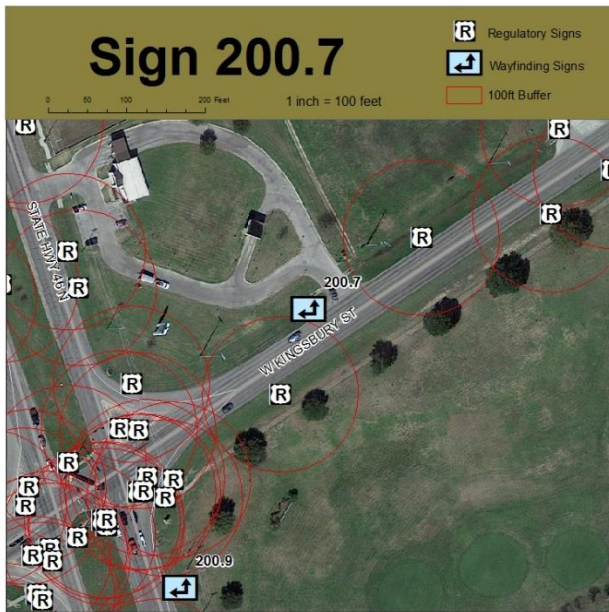
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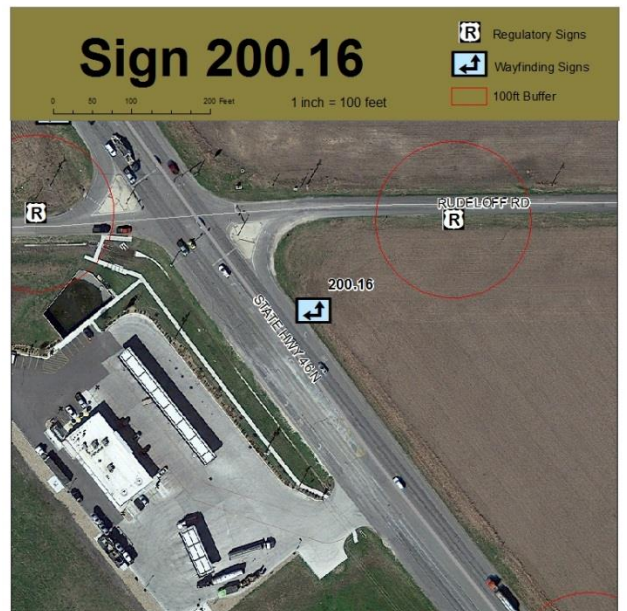
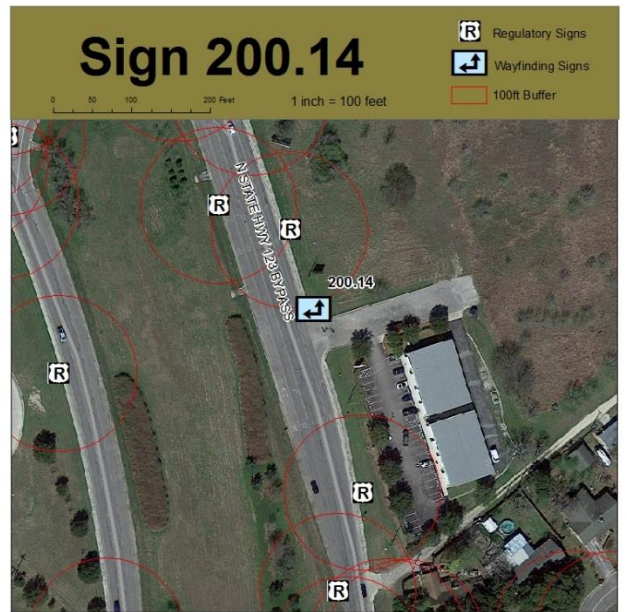
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200.19	TxDOT	←	Fields at Huber Ranch		NB Austin Street at I-10	II	No
		↑	Big Red Barn				
200.20	TxDOT		Fields at Huber Ranch	→	WB I-10 Frontage Road at Huber	II	No
200.21	TxDOT		Visitor Center	→	WB Court Street at Camp Street	II	
			Sebastopol House	↑			
200.22	TxDOT	←	Visitor Center		EB Court Street at Camp Street	II	Yes
		↑	Historic Downtown				
200.23	TxDOT		Public Library	→	EB Court Street at Guadalupe Street	II	No
			Seguin Events Complex	→			
			Historic Downtown	↑			
200.24	City	←	Public Library		SB Guadalupe Street at Nolte Street	II	No
		↑	Seguin Events Complex				
		↑	Historic Power Plant				
200.25	TxDOT		Visitor Center	→	SB Austin Street at Court Street	II	Yes
			Sebastopol House	→			
			Starcke Park	↑			

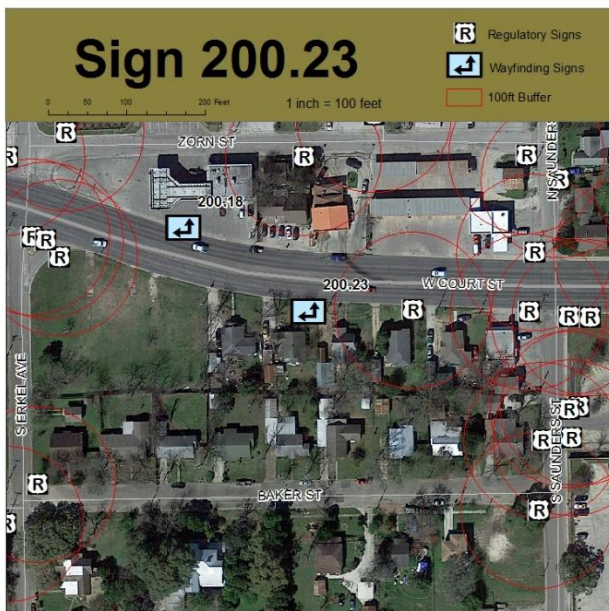
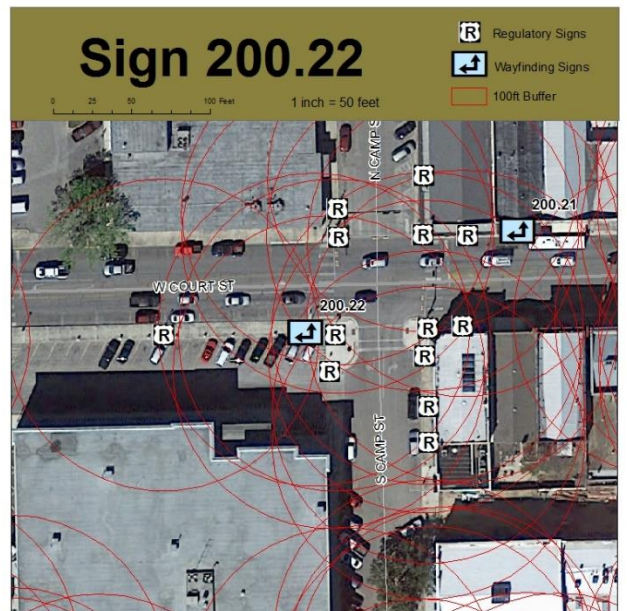
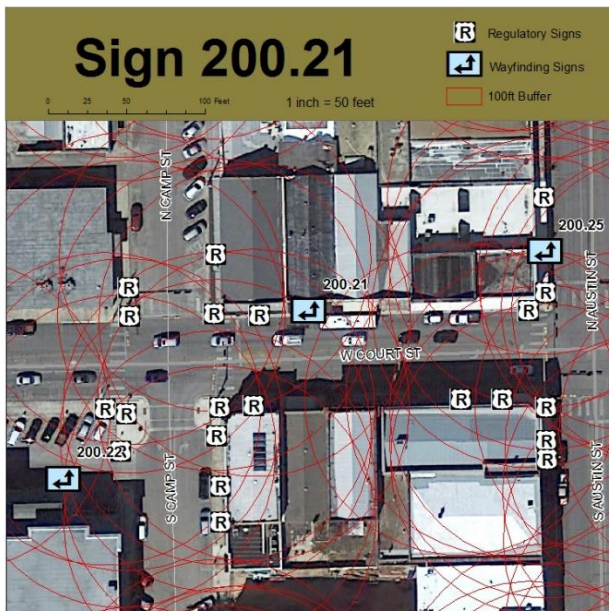












Sign 200.25

-  Regulatory Signs
-  Wayfinding Signs
-  100ft Buffer

0 25 50 100 Feet 1 inch = 50 feet

