

# NATIONAL CULTURAL DISTRICTS EXCHANGE



## Cultural Districts Signage

Signage can be an important marketing component of a cultural district. Signage lets visitors know that they are in the cultural district and helps them navigate. When developing signage for a cultural district, it is important to work with the city in order to review any existing signage ordinances. Sometimes signage requirements may be included in the overall cultural district design guidelines, especially when the cultural district is an historic area. These guidelines are very specific when signage is integral to the original design and materials of a building.

If the cultural district is state-designated, there also may be regulations from the state. In the case of one state, Massachusetts, they want each of their state-designated districts to have a consistent look, so they have created a state signage requirement.

### Massachusetts Cultural Council

[http://www.massculturalcouncil.org/services/cultural\\_districts\\_signage.asp](http://www.massculturalcouncil.org/services/cultural_districts_signage.asp)



### Examples and Resources for Cultural District Signage

- Wayfinding Signage Handbook - Princeton University  
[https://www.princeton.edu/facilities/info/dept/design\\_construction/pdf/appendices/2.8-1.pdf](https://www.princeton.edu/facilities/info/dept/design_construction/pdf/appendices/2.8-1.pdf)
- Wayfinding and Public Art Handbook Lloyd District  
[http://www.pdc.us/Libraries/Oregon\\_Convention\\_Center/Wayfinding\\_and\\_Public\\_Art\\_Handbook\\_Lloyd\\_District\\_pdf.sflb.ashx](http://www.pdc.us/Libraries/Oregon_Convention_Center/Wayfinding_and_Public_Art_Handbook_Lloyd_District_pdf.sflb.ashx)

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- Citywide Wayfinding Guidelines Manual, Alexandria, VA  
<http://alexandriava.gov/Wayfinding>
- Redefining Roosevelt: Wayfinding and Branding Opportunities Des Moines, IA  
[http://www.bolton-menk.com/sites/default/files/documents/desmoines/Displays\\_052113.pdf](http://www.bolton-menk.com/sites/default/files/documents/desmoines/Displays_052113.pdf)
- Charlestown Cultural District Design Guidelines Lake Charles, LA  
[http://www.cityoflakecharles.com/egov/docs/1337030763\\_523315.pdf](http://www.cityoflakecharles.com/egov/docs/1337030763_523315.pdf)