

Central Falls Welcome Sign Scope of Work



Project Statement:

The City of Central Falls needs assistance in creating a “Welcome” gateway structure to the city that will sit at the corner of Dexter and Clay Streets. The client envisions a design that would be used in the re-branding of the city and could extend to other areas in the City. They envision a nice welcome area with brick – to reflect the industrial history of the City – flora and fauna arrangements, signage that could be changed for different events, lighting, maybe even a water feature.

Project Steps & Timeline

What research steps and processes will take place and by what date? Please include meetings with the partner in this step.

March 27

Site visit to downtown Central Falls

Meeting with Steve Larrick, City Planner and Jerauld Adams, property owner, to discuss the scope of the project

Week of April 1

Begin researching examples of Welcome Gateways for cities and keeping a record of best examples and materials used.

Create a pattern book for the City of common New England/Latin Quarter/Latin American sign types for both the welcome sign and main street signage.

Week of April 8

Site visit to Central Falls

Working in the downtown area, conduct interviews with business owners on Broad Street and Dexter Street, and residents in the area/using the area, asking what they envision as being welcoming for the community. Survey groups may show business owners and the pattern book that has been established and ask for feedback based on a set of pre-designed questions. Example: “Do you think it’s important for the welcome sign to be more modern looking or historic looking?” “Out of these samples, which signs which design of a sign would draw you in to the business?” “What colors are most representative of the Central Falls Community?” etc.

Week of April 15

Based on research and feedback from the community, incorporate findings in to conceptual drawings and renderings for the Welcome Sign.

Week of April 22

Present first draft of the design book, welcome sign to the CPC staff for suggestions and review

Site visit with Steve Larrick and Jerauld Adams – or video conference – to go over conceptual designs/sketches and manual. Survey business owners and residents on which signage styles they have

Discuss with the City how they would like final materials presented – a book, electronic format, boards.
Revisions to designs and manual
Begin writing final project documentation of work process, bring to CPC staff for review.

Week of April 29

Continue working on final project documentation
Create final design options for the City.
Make final revisions and edits and project documentation document.

Week of May 6

Complete final project documentation of work process to present to client with final designs and book.
Complete final design options for the City.
Complete design guide for the City – with samples.

Week of May 13

Present final items to the City at meeting – date, time and location TBD.

Project Deliverables

What will be the final deliverable(s) to the client at the end of the project? What's the delivery date?

Pattern Book for City with welcome signage samples from area towns
Final documentation book
Final design options – TBD method for delivery per City's recommendation