

Roger Williams University Central Falls Welcome Sign Project 2013



“Never doubt that a small group of thoughtful, committed citizens can change the world.
Indeed, it is the only thing that ever has.”

- Margaret Mead

The Roger Williams University Community Partnerships Center

The Roger Williams University (RWU) Community Partnerships Center (CPC) provides project-based assistance to non-profit organizations, government agencies and low- and moderate-income communities in Rhode Island and southeastern Massachusetts. Our mission is to undertake and complete projects that will benefit the local community while providing RWU students with experience in real-world projects that deepen their academic experiences.

CPC projects draw upon the skills and experience of students and faculty from RWU programs in areas such as:

- Architecture and Urban Design
- Historic Preservation
- Law
- Justice Studies
- Business
- Education
- Engineering and Construction Management
- Environmental Science and Sustainability
- Community Development
- Visual Arts and Digital Media
- Marketing and Communications
- Graphic Design
- Political Science
- Psychology
- History
- American Studies
- Finance
- Public Administration
- Public Relations
- Writing Studies
- Sustainable Studies

Community partnerships broaden and deepen the academic experiences of RWU students by allowing them to work on real-world projects, through curriculum-based and service-learning opportunities collaborating with non-profit and community leaders as they seek to achieve their missions. The services provided by the CPC would normally not be available to these organizations due to their cost and/or diverse needs.

CPC Project Disclaimer: The reader shall understand the following in regards to this project report:

1. The Project is being undertaken in the public interest;
2. The deliverables generated hereunder are intended to provide conceptual information only to assist design and planning and such are not intended, nor should they be used, for construction or other project implementation. Furthermore, professional and/or other services may be needed to ultimately implement the desired goals of the public in ownership of the project served.
3. The parties understand, agree and acknowledge that the deliverables being provided hereunder are being performed by students who are not licensed and/or otherwise certified as professionals. Neither RWU nor the CPC makes any warranties or guarantees expressed or implied, regarding the deliverables provided pursuant to this Agreement and the quality thereof, and Sponsor should not rely on the assistance as constituting professional advice. RWU, the CPC, the faculty mentor, and the students involved are not covered by professional liability insurance.
4. Neither RWU, the CPC, the faculty mentor, nor the students involved assume responsibility or liability for the deliverables provided hereunder or for any subsequent use by sponsor or other party and Sponsor agrees to indemnify and hold harmless RWU, the Center, the Faculty Mentor, and the Center's student against any and all claims arising out of Sponsor's utilization, sale, or transfer of deliverables provided under this Agreement.

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Introduction

In the spring of 2013, we were approached by the City of Central Falls, RI to come up with a concept design for a new welcome sign for the city. This sign would aim to draw in more people and, perhaps, get rid of some of the negative emotions that are wrongly associated with the small area. Our initial meeting and site visit with the representative clients proved to be very informative about the area and the people that live there. A lot of ideas were initially brainstormed at this meeting and a lot of inspiration was found at the site and surrounding areas.

During our first meeting as a design team, we decided to research what welcome signs of surrounding areas looked like, as well as take a look at some other city welcome signs around the country. A quick Google search showed us that there is no one formula for making an attractive welcome sign and this is when we discovered that we could really have some fun with this design.

After the initial research was completed, we got down to researching the ins and outs of actually constructing a welcome sign; what dimensions were we looking at? What about budget? What materials would make the most sense to use based on our area? What about maintenance? Lighting? Flora and fauna? Etc.

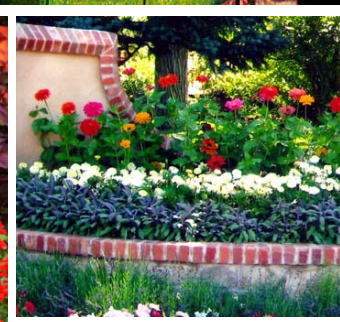
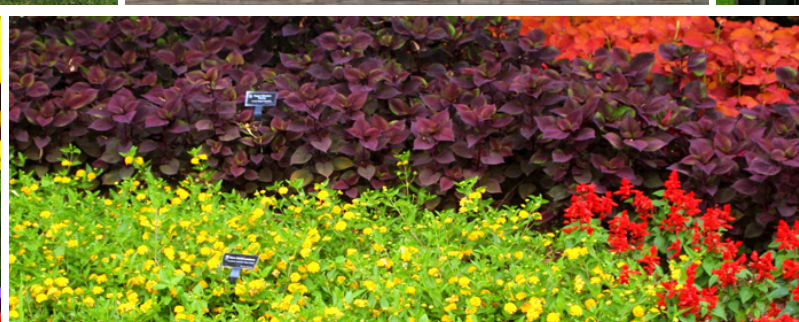
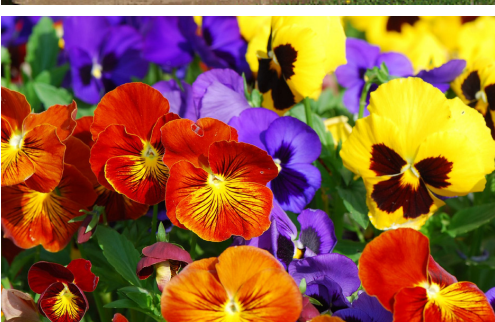
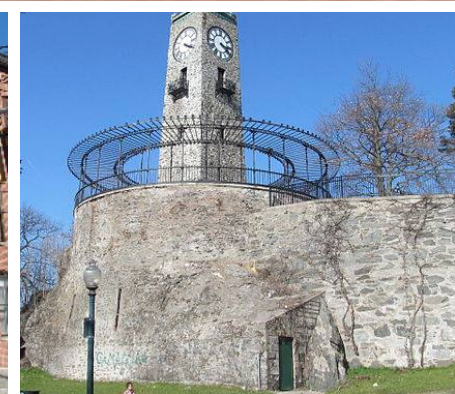
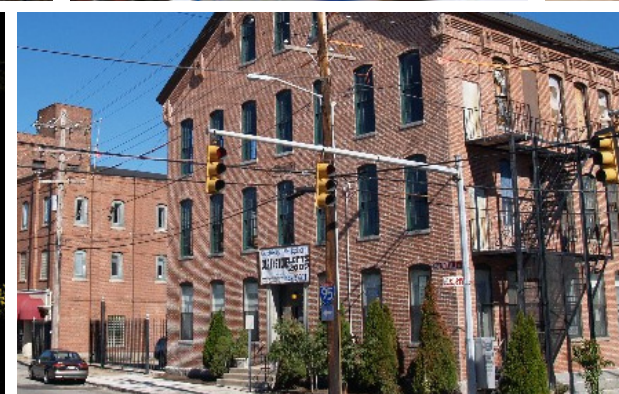
Based on our own personal research and the brainstorming session with the clients, our team came up with three distinct options to present to the city. We thought that three options were a good number in order to demonstrate a wide enough variety to the client without completely overwhelming them with options. We also provided three different variations of each option, none of which change the overall design of the option, but which show different material options that could be used. Again, we wanted to showcase a variety of options without being overwhelming and we believe that we have succeeded in this.

Thank you for allowing our team to be a part of this project, we hope you enjoy what we have come up with.

Central Falls Design Team and Project Managers

Lindsay Guastafeste
Elyssa Roketenetz
Jorge Saenz

Inspiration Images

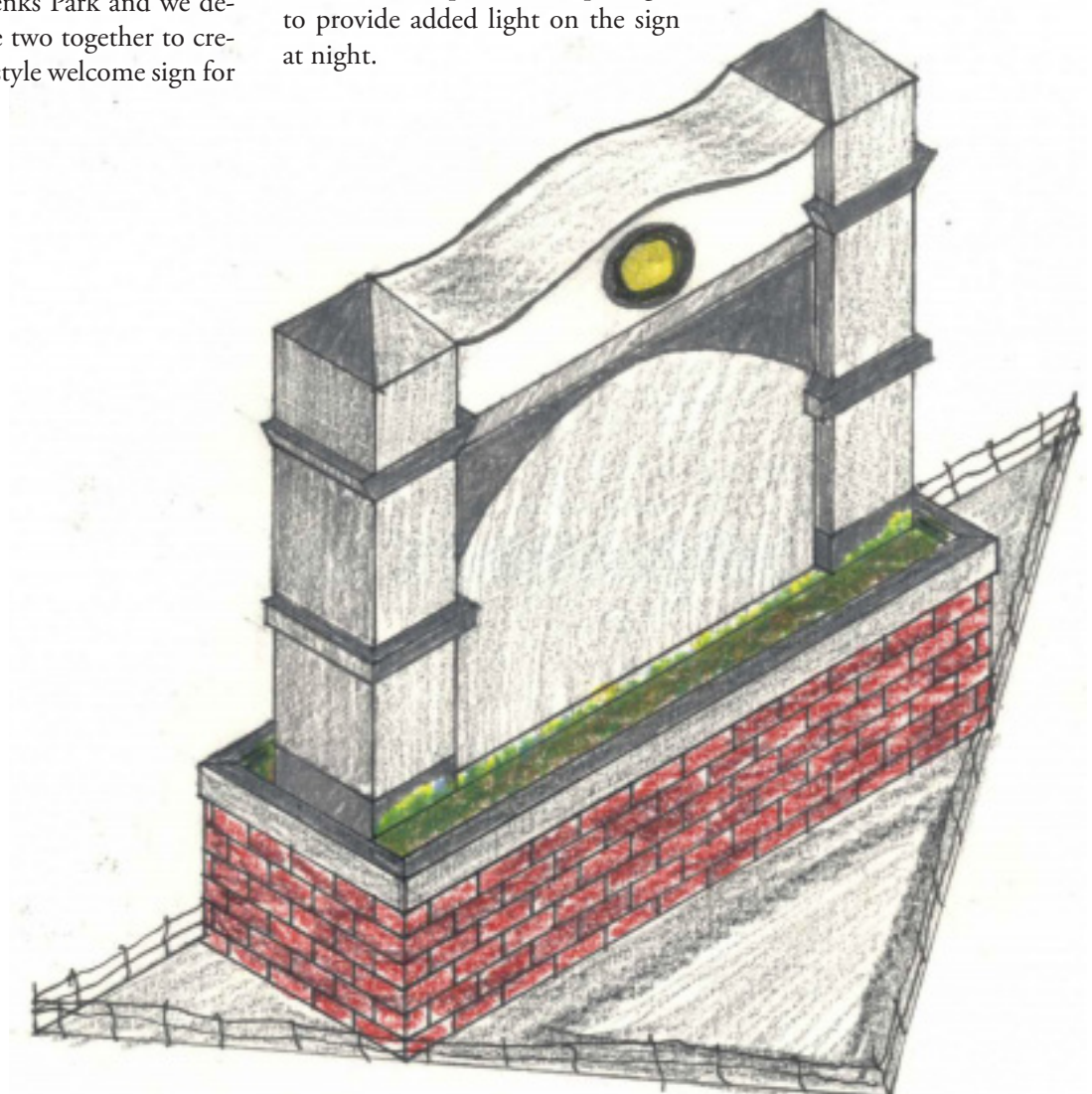


Option #1

Traditional Style

Our inspiration for this traditional style welcome sign came mostly from the brick of the mills surrounding the site. We decided to mix this material with one of Central Falls' most prized sights; Jenks Park. We took a look at the entry signs to surrounding towns, along with the entry sign to Jenks Park and we decided to morph the two together to create this traditional style welcome sign for Central Falls.

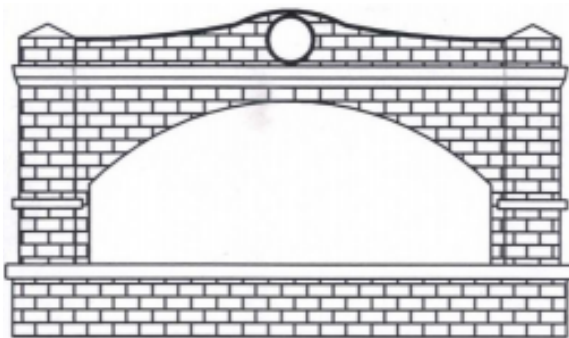
We have also included a small circular space at the top of the structure which could encompass a bronze molding of the Central Falls city seal. The base would hold a place to plant some annual or semi annual flowers along with some shrubs which could be planted on either side of the structure. The base could also hold solar panels or a spot light to provide added light on the sign at night.



Traditional Style: Variations

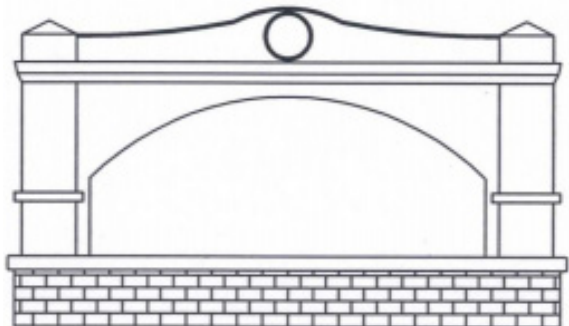
For option #1, we have given you 3 different variations. The structure would look the same in all three variations, however, the materials used in each would differ slightly.

Variation #1



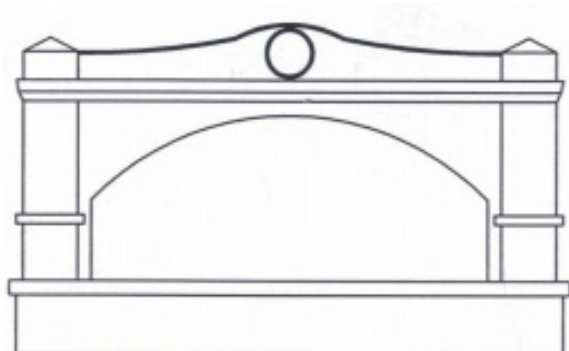
In variation #1, we have really drawn from the mills and the traditional welcome signs of surrounding towns. This structure would be made completely out of brick, with a space in the middle (which could be made of stone or vinyl) where the words of welcome could be placed.

Variation #2



Variation #2 is the same structurally, however, in this variation, only the base would be made of brick. The rest of the structure could be made of stone or wood. There are pros and cons to each of these materials but either would look nice with the brick base and the bronze city seal.

Variation #3



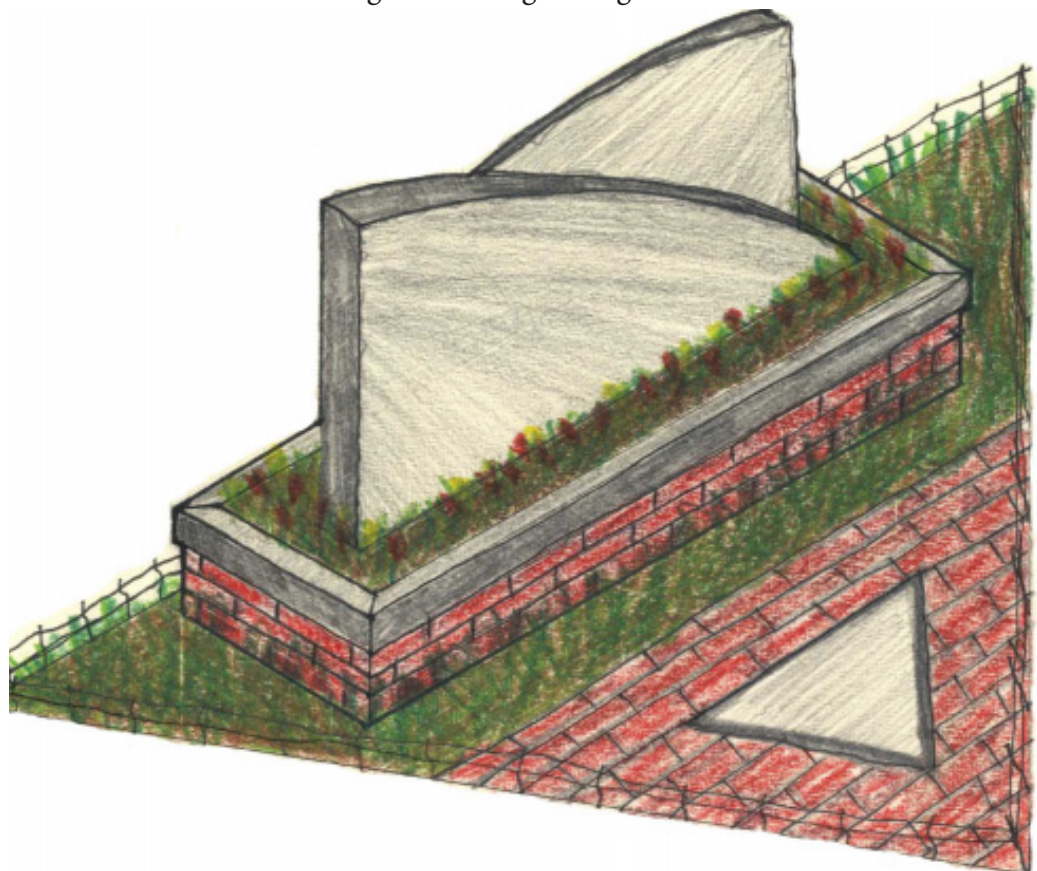
Variation #3 does not use any brick on the structure and would be built completely out of stone or wood.

Option #2

Modern Style

Our inspiration for this modern style welcome sign came mostly from the welcome sign for Vancouver, Canada. This approach would give Central Falls a look of it's own among the more traditional style signs of surrounding towns. The double paneled structure design of this option would make for the option of having a bi-lingual sign, showcasing the multi-cultural heritage of the City.

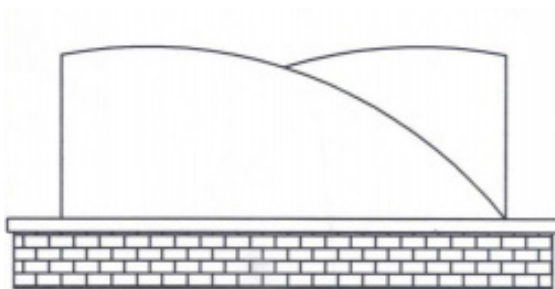
This particular design does not include the small circular space which could encompass a bronze molding of the Central Falls city seal (although one could be added into the welcome sign). Again, the base would hold a place to plant some annual or semi annual flowers along with some shrubs which could be planted on either side of the structure. The base could also hold solar panels or a spot light to provide added light on the sign at night.



Modern Style: Variations

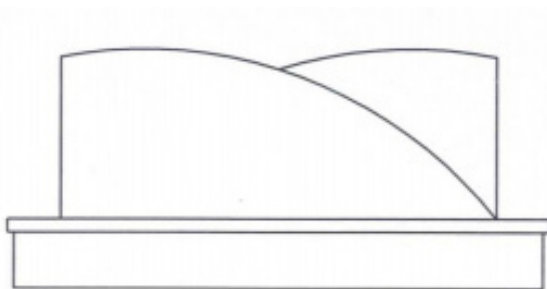
As with option #1, we have again given you 3 different variations for Option #2. Again, the structure would look the same in all three variations, however, the materials used in each would differ slightly.

Variation #1



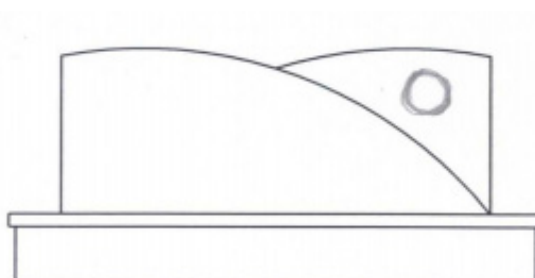
In variation #1, we have again pulled elements from the mills and the traditional welcome signs of surrounding towns. The top sections of structure could be made out of colored vinyl or stone where the base would be built using a brick pattern.

Variation #2



Variation #2 is the same structurally, however, in this variation, the base would be made out of stone (inspired again from the Jenks Park Tower) with the top portion made out of vinyl.

Variation #3



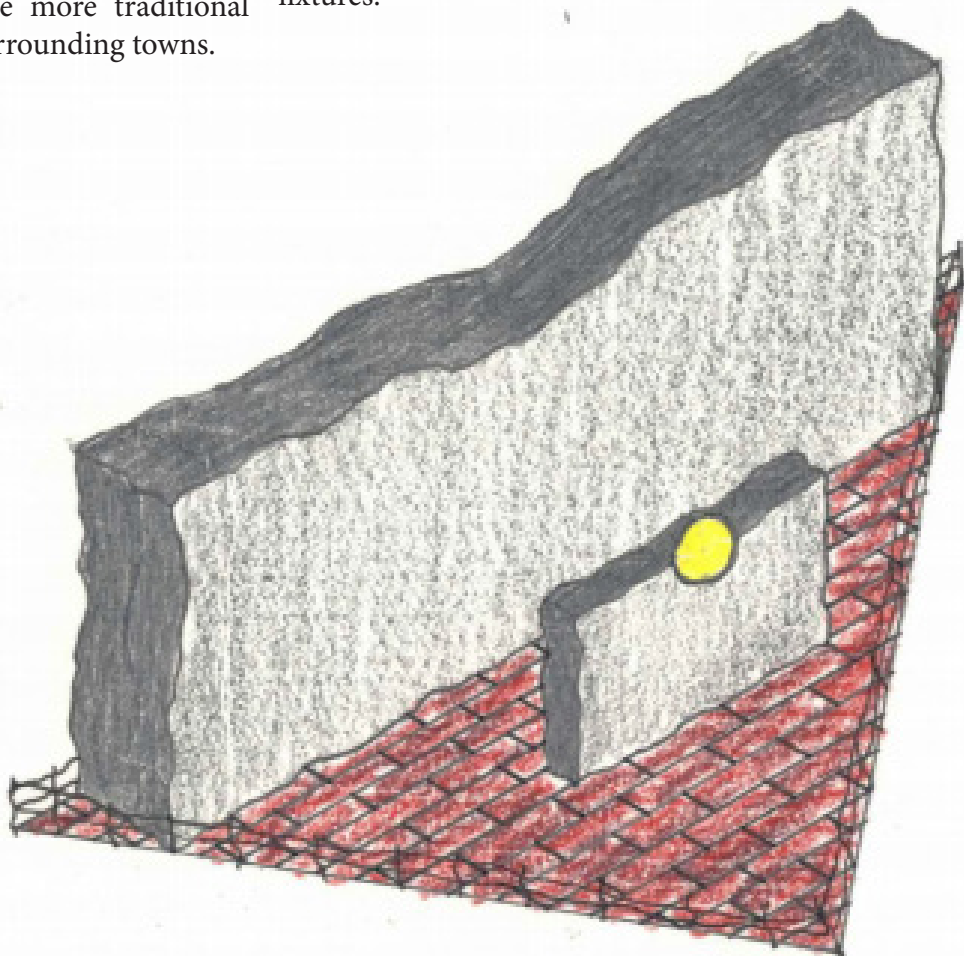
Variation #3 would be made entirely out of stone with the option of having the wording either engraved or built on using colored vinyl pieces.

Option #3

Combined Style

Our inspiration for this in-between style welcome sign came mostly from mixing elements from the first two styles that we liked with the stone churches found all over Central Falls. We also found inspiration in the design of the Atlantic City welcome sign. This approach would also give Central Falls a look of it's own among the more traditional style signs of surrounding towns.

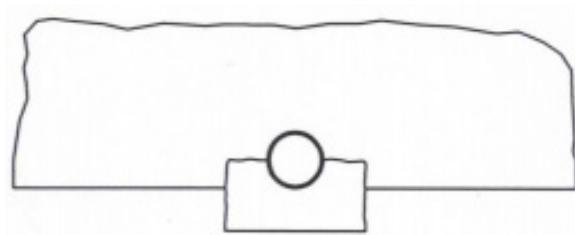
As with option #1, this design also includes a small circular space (located in a separate base structure) which could encompass a bronze molding of the Central Falls city seal. There is no base structure on this option but there would still be an area around and in front of the structure which could encompass plants and lighting fixtures.



Combined Style: Variations

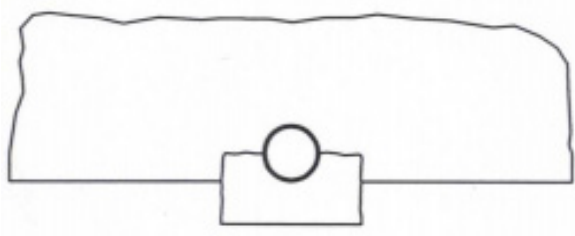
Again, there are 3 different variations for Option #3. The structure would look the same in all three variations, however, here, the materials used would stay the same but there would be minor differences.

Variation #1



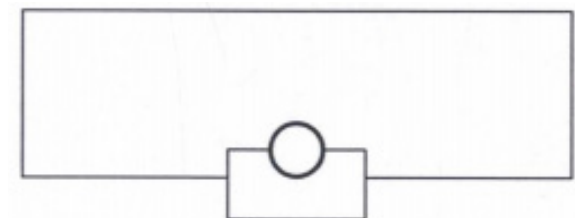
In variation #1, we have chosen to depict a tapered stone slab which would house the words of welcome. The front piece for the seal would be located as a separate structure placed out in front of the stone slab. This front piece structure would also be made out of tapered stone.

Variation #2



Variation #2 is the same structurally, however, in this variation, the front piece structure would be made out of a piece of cut vinyl.

Variation #3



Variation #3 would be made out of straight cut stone with the front piece section being made either out of straight cut stone or a straight cut piece of vinyl.

Typography Options

Description

For the typography of the sign, it is typical to keep the fonts used simple and easy to read. Shown here are a series of options that could be used to draw more people to your city. All of these options could include the bilingual option if you choose to go that route. A quote, such as “small in size, big in spirit” could also be included under any of these options if you would like to include it.

Fonts Used

Southern Aire = “Welcome to” script

Lao MN = City Name

Letter Gothic Std = State Name

welcome to
Central Falls

Central Falls
R H O D E I S L A N D

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