

August 1997

Mount Rushmore National Memorial Sign Study



Introduction

This report addresses the basic requirements and design parameters of the Mount Rushmore National Memorial Sign Study. This report attempts to resolve current wayfinding and orientation issues at the Memorial identified in the Programming and Facility Evaluation meeting of this project, as well comments to the Review of Draft Sign Study. The following report outlines goals and objectives, conceptual design ideas, reduced plans and sketches.

Mount Rushmore National Memorial Sign Study

Prepared for:

U.S. Department of Interior
National Park Service
Rocky Mountain Region

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**Goals, Objectives and
Functional Attributes:**

These are set forth by the National Park Service in the Scope of Services for the Mount Rushmore National Memorial Sign Study.

Present park signage in a legible, timely, interesting, and inviting manner.

Provide graphic uniformity and visual compatibility to the park's signage.

Communicate the desired messages effectively and consistently.

Build upon the identity and image manifested in print and architecture.

Maximize the public safety and reduce liability exposure.

Accommodate change as the sign system and park area evolve. Take the current construction and finished facilities into account.

Provide a system that can be procured and managed in a cost-effective manner, with consideration of maintenance requirements.

Provide design criteria for signage which is sensitive to the park and landscape character, utilizing sustainable design principles.

Consider the inclusion of international symbols in signage.

Signage should be readable at dusk and after dark without special lighting if possible.

Signage package to cover entire site starting from the point where visitors enter the open area between the two garages at the parking structure. Includes Information Center, Concession Building, Visitor Center/Museum, Amphitheater, Presidential Trail, Sculptor's Studio, Grand View Terrace, Borglum Court.

Include signage to address identification, services available, hours of operations, seasons, special events, etc.

Adhere to all ADA requirements.

Provide a system that is sensitive to disabled persons.

Signage needs to extend into the buildings as well as the site.

Accomplish signage without "bulletin boards" or "kiosks."

Signage in the context of this project does not include "waysides."

Basic Research:

We have gathered information about existing conditions noting specific areas where signage is needed based upon circulation patterns, current plans, and local and national regulations. We have reviewed the NPS Sign Manual, January 1988 and will refer to applicable points in this section.

Comprehensive Design Report for the Information Center Redevelopment

The Comprehensive Design Report for the Visitor Services Area Redevelopment set forth goals and objectives which guide this effort of determining what information the visitor needs and where are the appropriate and opportune locations to give such information.

Goals and Objectives:

Those goals and objectives are the following:

We should seek to achieve the strongest sense of arrival and discovery as the basis of our concept.

The central pathway must maintain grandeur in it's setting and visitor experience.

The visual impact and presence of the signs should be minimized as the visitor encounters the monument.

To celebrate the grand views of the mountain, signs should focus themselves on the enjoyment of the sculpture.

The materials, method of fabrication and execution, color, typestyle should echo the architectural style and character of the buildings in permanency and dignity.

We should seek to make the visitor experience richer in terms of opportunity and variety by communicating the plan of the memorial and it's features.

Viewing of the Memorial should be regarded as the major experience with signage being informative yet unobtrusive.

Conceptual Design Ideas:

The Conceptual Design Ideas in the same document set forth guidelines which apply to wayfinding and orientation signage. Those ideas are as follows:

The geometry of building placement and design elements within the site is founded on the idea of concave curves which symbolically embrace and focus the buildings on the mountain. This gesture becomes increasingly more powerful along the central pathway and culminates at the Grand View Terrace.

The placement of signs will recognize the axial nature of the processional walkway and the geometry of the building placement and design elements.

The architecture of all elements has been designed to achieve a strong visual presence in terms of scale and material but specifically neutral or minimal in terms of character to avoid any competition with the memorial.

The sign design shall be executed in compatible materials to the architecture and it's details to maintain neutral or minimal presence. Appropriate material for sign fabrication is anodized clear aluminum which is the material utilized in the architectural details. The signs shall be an integrated element with the architecture as much as possible utilizing appropriate architectural design features such as the lintels to name and identify buildings. Sign execution in these instances to be accomplished in methods which integrate the sign with the architecture such as carved and sand blasted letters.

The processional walkway between the pergola and the Grand View Terrace amplifies the drama of the passage through the site and arrival at the Grand View Terrace.

To enhance the 'spirit of place' while effectively conveying the organization of the Mount Rushmore National Memorial to its visitors is of primary consideration. When these two objectives are met an effective and appealing hierarchy of information is communicated to the visitor. The Memorial and architectural plan will be punctuated with clear information to inform and inspire the visitors through signs fabricated out of the appropriate materials and methods and employing the appropriate typefaces. We believe that the two, while differing stylistically, will create an effective and appealing hierarchy of information, while capturing the memorial aspect of the architectural plan.

NPS Sign Manual
January 1988

In determining the need for signage and its messages and locations, we have addressed the following recommended questions posed in the NPS Sign Manual:

1. *What does the visitor need to know?*
2. *Is guidance or a message needed?*
3. *If so, where is a message needed?*
4. *What message is needed?*
5. *How shall the message be presented?*

The NPS Sign Manual also recommends that the following criteria be tested on several people not immediately concerned with the particular consideration:

To be effective the sign must:

1. *Fulfill a need.*
2. *Command the attention and respect of user.*
3. *Convey a clear simple message.*
4. *Give adequate time for proper response.*

The role of orientation or wayfinding through signage is to relate the position of the user to different points in their environment. Orientation signage informs the user of their place within the Memorial site. It is the means by which the visitor understands their point of arrival and progresses through intermediate points before reaching their destination. In this case, orientation/wayfinding signage plan informs the purpose of the Memorial, amenities to enhance one's experience, and directions to the use of such facilities.

The design of the Memorial site provides a sense of ease to the understanding of one's place and direction. The intrinsic order of the site plan creates an orderly and structured experience. A successful sign plan will integrate with the site and architectural plan.

Pergola:

The scope of our work begins with the pergola, which itself serves as the gate to the memorial processional walkway. The pergola serves as an effective monument sign for the Memorial marking the entrance to the sculpture experience. In terms of signage hierarchy we call this the monument sign because it is a highly visible and commanding architectural element seen from the point where visitors enter the open area between the two garages at the parking structure. The visitor is greeted by the pergola/monument sign whose message is integrated into the pergola architecture through the carved letters on its face. The architecture and the incised letters commands the attention and respect of the user by conveying a clear simple message that the pergola marks the threshold of the memorial. This pergola acts as the monument sign defining a boundary enveloping an important precinct. It fulfills the role of gateway to the Memorial processional walkway.

Processional Walkway:

The processional walkway guides the visitor experience by presenting one single pathway focused on the Memorial shrine. The organization of activity nodes occurring along the pathway structure the experience. The activity nodes are as follows:

Information Center/Restrooms:

Entering through the portals of the pergola gateway the visitor's next experience is arriving at the first activity node. This is in essence the first of the memorial's public squares. This public square is bordered by the Information Center on one side and the Restrooms on the other. This area functions as a public square because it is surrounded by pockets of activity. On one hand there are the people exploring the Information Center and on the other hand people using the Restrooms. As the vestibule of the memorial or in other words the place to accommodate public gatherings and small crowds, this public square is the place for visitors to linger and gather information to decide which of the experiences they will choose to participate in. With activity along the perimeter this encourages the people to spill in toward the center of the square. In the center is a welcoming area with a Visitor Orientation Stand where visitors are informed of the contents of the Memorial experience. Here they are met with a presentation of the range of experiences they can choose. The information at this point should consist of a graphic depiction of the Memorial plan keyed to groupings of the names of facilities and photographs representing the facility amenities. Information should be general at this point.

Placing a Visitor Orientation Stand in the center of the square encourages the procession of people to gradually become more relaxed. By giving people information about the contents of the Memorial experience at this point releases crowds of people in waves. Gravitating around the center of the square will encourage the people to pause and disburse themselves on to the processional walkway.

Borglum Court:

After the visitor has determined the degree to which he wants to participate in the amenities the Memorial offers, he will continue on the processional walkway and see the Gutzon Borglum Court. Identifying and paying homage to the artist's vision and the endeavor of the workers who helped achieve the mission establishes this as another activity node to encourage the visitor to take pause along the processional walkway.

Concession Building:

This is bound by the Food Service to one side, and the Gift Shop on the opposite side. With the goal of keeping the viewing of the Memorial as the focus, signage will be kept to the entry faces, with the exception of projection signs with the international symbols for concession and gifts.

Avenue of the Flags:

Keeping the visitor's attention on the Memorial itself, he now passes through the plaza to walk through the Avenue of Flags. Here the procession becomes lively by the color and motion introduced by the waving flags. This third activity node is defined by the flags themselves, but also by the plaques which commemorate each of the United States and the date it achieved Statehood.

Grand View Terrace:

Entering the Grand View Terrace is through a mini-pergola acting in a similar function as the primary pergola that of gateway to the finale of the processional walkway. This is the closest viewing position on the processional walkway and will be the destination for many visitors. The terrace serves again as a public square surrounded by activities on the perimeter. Located near the center of this public square will be another Visitor Orientation Stand to reenforce the information of the first one located in the Information Center/Restrooms public square. To the left lies the Presidential Trail and Administrative Building, the stairway and elevators to the Visitor Center/Museum, the Mount Rushmore History Association Bookstore, and the amphitheater. To the right lies the walkway to the Sculptor's Studio, the stairway and elevators to the Visitor Center/Museum, the Mount Rushmore History Association Bookstore, and the amphitheater. The following Memorial amenities are the following which will be identified at their points of entry: with hours of operation and regulations of use:

Amphitheater

Concession Building

Gift Shop

Mount Rushmore History Association Bookstore

Visitor Center/Museum

Presidential Trail

Sculptor's Studio

A consistent architectural vocabulary has been used for the entire facility to visually link each piece as part of an integrated composition. This architectural style is deliberately timeless in character to connect the architecture and the sculpture as part of a unified historical setting.

The first guiding principle of signage design, sometimes referred to as wayfinding or orientation, is the integration of art and architecture with the unity of function and aesthetics.

Granite stone facing with a rugged natural finish has been chosen to project a strong feeling of permanence and sensitivity to both the natural environment and the sculpture.

Sign methods and fabrication which is carved or sandblasted into the granite stone will integrate names and buildings in a simple and straightforward way.

Sign panel sizes shall be dimensions which match the horizontal stone courses or joints which are one foot or 4" with joint size of 1/2".

NPS Sign Manual
January 1988

*what is their
recommendation?*

Section 4-11 of the NPS Sign Manual speaks to the value of a logo. Such an element can unify the Memorial facilities. As there is not a logo design at present this may be a consideration.

Section 6-40 of the NPS Sign Manual speaks to the specifications of the NPS Arrowhead Emblem execution in sign methods and materials. Recommended uses for signage is not found in this section, but may be a consideration as another graphic element unifying the signs.

Americans with Disabilities Act

The Americans with Disabilities Act protects the civil rights of disabled persons, prohibiting discrimination in both employment and facility access.

The most important signage requirement contained in the current ADA Accessibility Guidelines is that 1/32" minimum height, raised, tactile lettering and Grade 2 Braille must be used to identify "permanent rooms and spaces." Information and directional signs do not require such Braille and tactile lettering, but must comply with other provisions regarding contrast and glare.

Revised guidelines are under recommendation by professional organizations. As yet these have not been approved. An industry publication reprint which follows summarizes these recommendations. It is attached as these may replace the current guidelines by the time the sign program is executed.

Minimum Sign Requirements

Permanent rooms and spaces:

Tactile and Braille characters:

Characters must be raised minimum 1/32"

Characters must be accompanied by Grade 2 Braille

Typestyles:

Characters must be upper case and sans serif typestyle

Character Height:

Tactile characters must be minimum 5/8" high, maximum 2", all caps

Pictograms:

Equivalent written description must be placed directly below symbol

Written description cannot be within symbol's background field

border dimension of symbol background must be minimum 6" high

Finish and contrast:

Characters and background must be eggshell, matte or other non-glare finish

Characters must adequately contrast with background

Mounting Location and Height:

Mounted on wall adjacent to the latch side of the door

Mounted to avoid door swing and protruding objects

Mounting height of 60" from floor to centerline of sign

Directional/Informational

Tactile and Braille characters:

No minimum sign requirements

Typestyles:

Characters must have a width-to-height ratio of between 3:5 and 1:1

Characters must have a stroke width -to-height ratio of between 1:5 and 1:10

Character Height:

Characters must be sized to viewing distance

Pictograms:

No minimum sign requirements

Finish and contrast:

Characters and background must be eggshell, matte or other non-glare finish

Characters must adequately contrast with background

Mounting Location and Height:

No minimum sign requirements

Overhead

Tactile and Braille characters:

No minimum sign requirements

Typestyles:

Characters must have a width-to-height ratio of between 3:5 and 1:1

Characters must have a stroke width -to-height ratio of between 1:5 and 1:10

Character Height:

Characters must be minimum 3" high

Pictograms:

No minimum sign requirements

Finish and contrast:

Characters and background must be eggshell, matte or other non-glare finish

Characters must adequately contrast with background

Mounting Location and Height:

Minimum 80" clearance between overhead sign and floor

Sign Hierarchy

Signage Hierarchy is to organize signs into the following functions:

1. Identification
Identification signs mark points of destination
2. Information
Information signs such as directories presenting overall plan and listing of parts or general information of hours of operation and regulations of use.
3. Direction
Directional signs that guide and route between intermediate points

Within each of these functions is a hierarchy of primary to secondary uses. Primary addresses general information while the secondary is to more specific detail.

Design Criteria

3. Design Criteria

Placement of signage to be within cone of vision being mindful of the volume of people which occupy the ground plane and an approximate six foot high zone.

Illumination where necessary

where would it be necessary?

Secure installation with adequate clearance for human activity

Maintenance free as possible

Vandal proof as possible

Permanent and quality materials used in fabrication

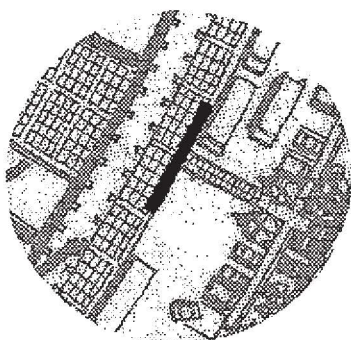
Compliance with American Disabilities Act Guidelines, as necessary

Fulfill a need

Command the attention of the user

Convey a clear simple message

Give adequate time for proper response



Pergola

A. Gateway Monument Sign

Purpose:

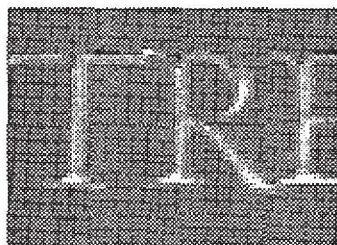
To identify the Mount Rushmore National Memorial.

To identify the site as a place of honor and commemoration eliciting respect and admiration.

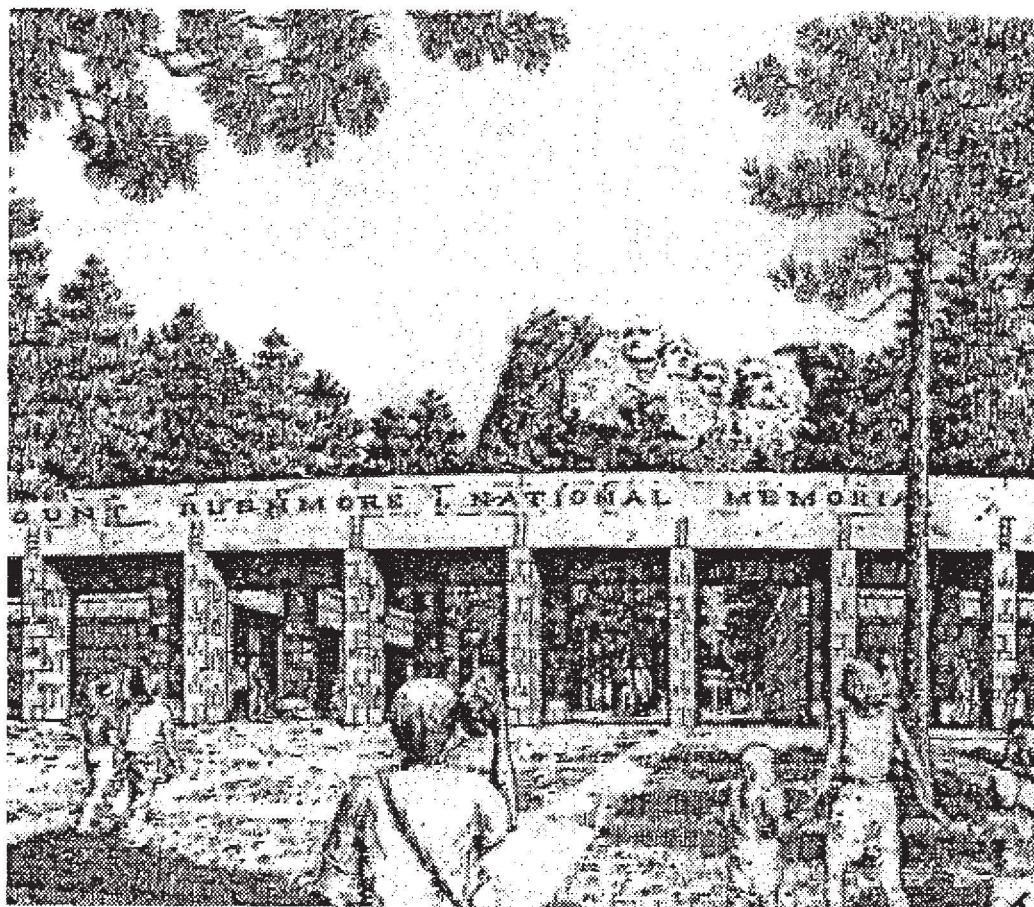
To identify the entrance to the site.

To serve as the boundary between the automobile and pedestrian concerns.

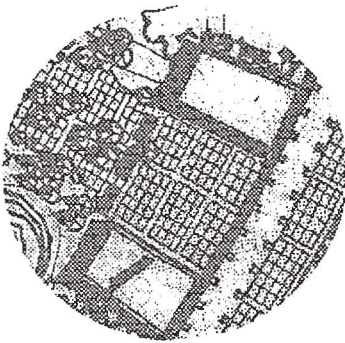
Express the tradition of our national monuments while commanding the attention and respect of the visitor.



depth of
letters?
will steel be
exposed?



B. Visitor Orientation Stand



*Information Center/
Restrooms*



Grand View Terrace

Purpose:

Inform the visitor of the organization and content of the Memorial site.

Welcome and introduce visitors to the Memorial by informing them of the amenities available to their experience.

Communicate the order and structure of the Memorial plan.

Inform the visitor of the hours of operation, regulations of use, programs or events available.

Serve as a welcoming and greeting station in the center of the first public square.

Provide safety and regulation information.

Design Criteria:

Design of stand to be like a book or reader stand in order to occupy neutral space neither horizontal or vertical maintaining clear unobstructed view of the mountain.

Table of the stand to be oriented to the mountain.

Location of the stand to be in the center of the two public square spaces, Information Center/Restrooms and the Grand View Terrace, giving the visitor a place to pause at the beginning and end of the processional walkway giving opportunity to orient oneself to the site and it's offerings.

Design of the stand to be compatible to the architecture and site materials.

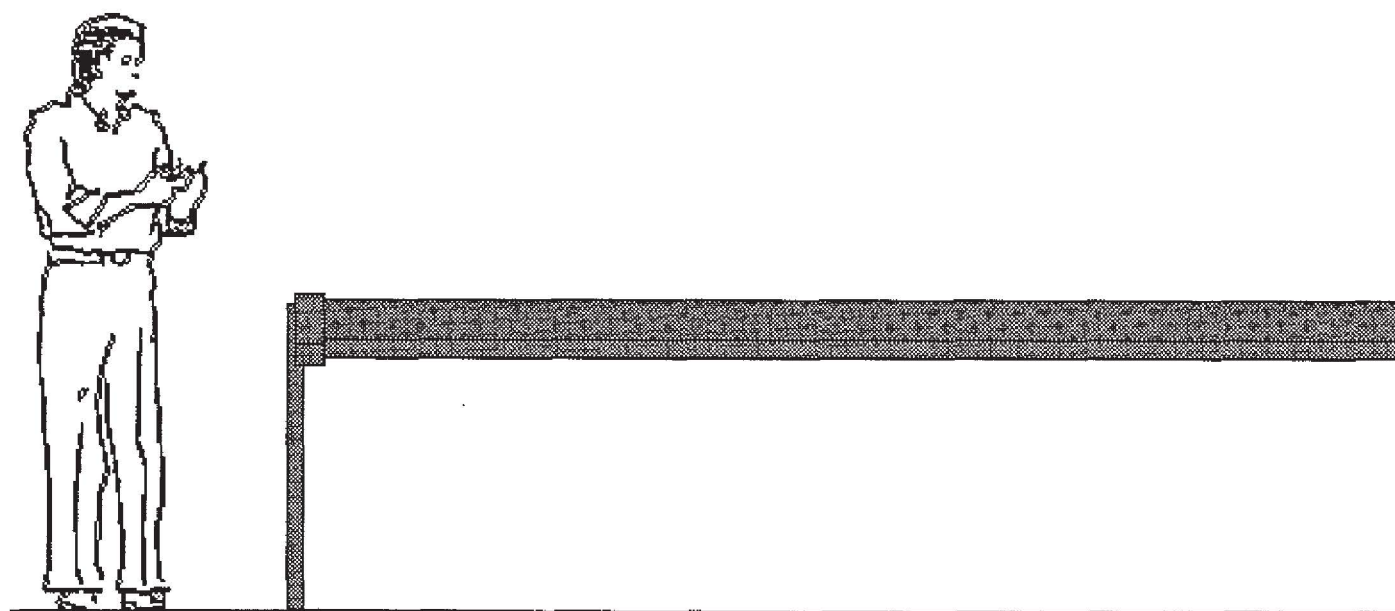
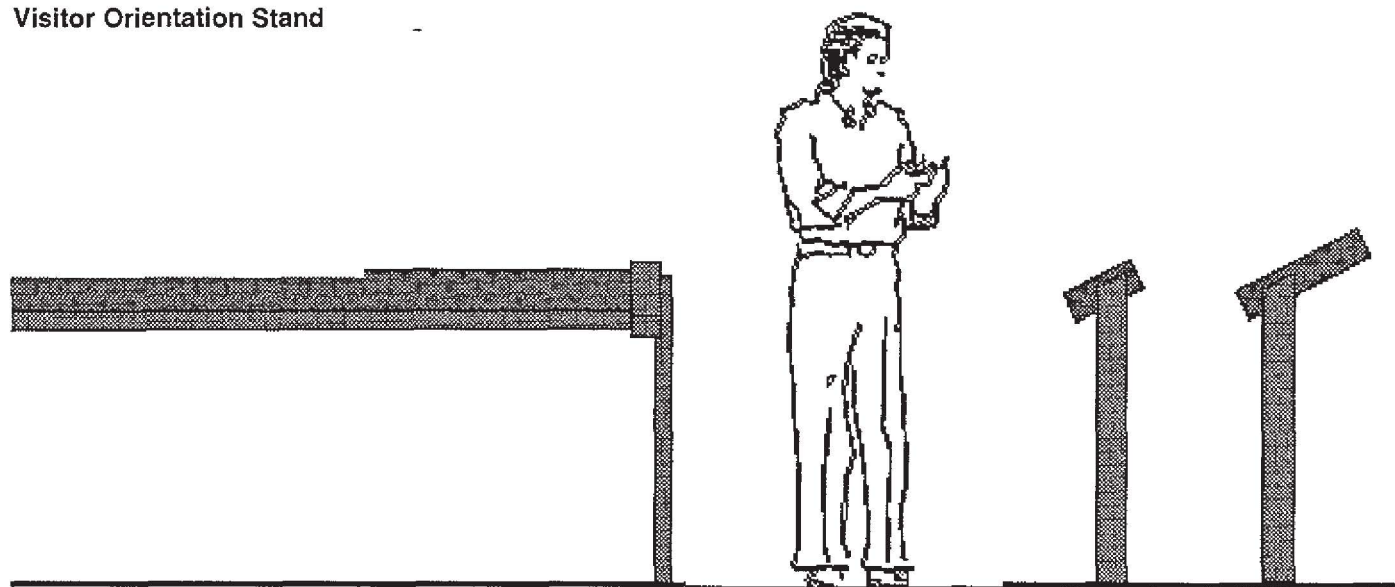
Table display to be formatted to accommodate graphic plan of the site keyed to panels assigned to each of the amenities. Panels to have general information of name, hours of operation, regulations governing the use, and representative photograph or drawing.

Graphic representation of the Memorial site plan which presents it in a user friendly style.

Use of color coding as a key to the site plan and directional signage.

Possible organization of plan to be presented as a walking tour coordinating plan by color or number.

Visitor Orientation Stand

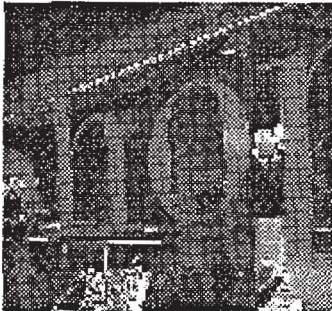
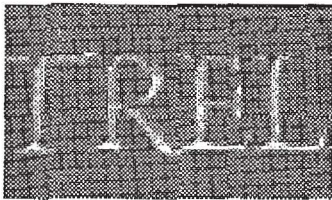


C. Amenity Identification

Purpose: Identify the name and/or international symbol of the amenity to the visitor.

Information Center
Restrooms
Borglum Court
Avenue of the Flags
Grand View Terrace
Visitor Center/Museum

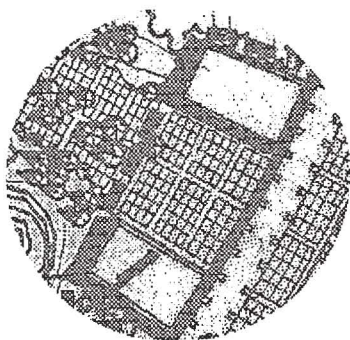
Design Criteria: Typestyle to be compatible with the Pergola.



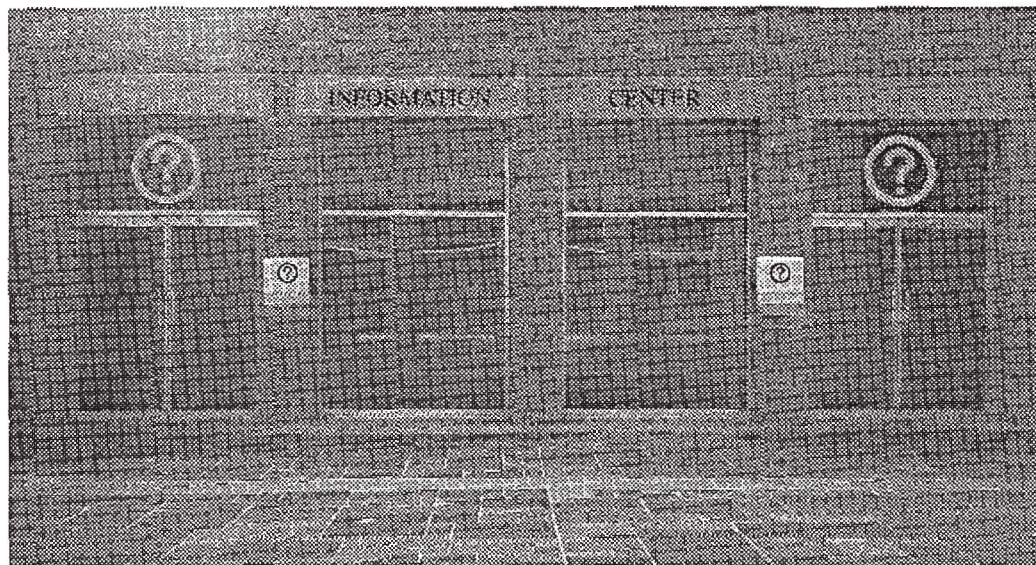
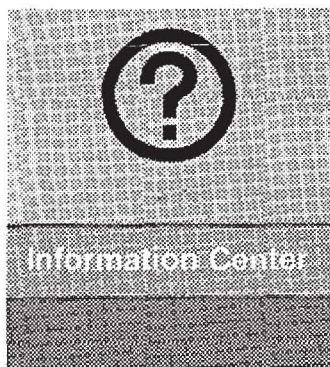
Location to be in the lintel above entrances on the buildings and executed in a method compatible with the Pergola wherever applicable.

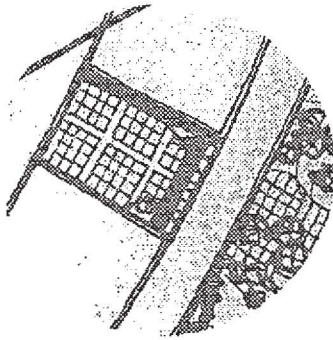
International symbols to be used in large scale on the entrance door glass in material to suggest etched or sandblasted glass.

If these amenities occupy what is regarded as permanent rooms or spaces additional sign panels to adhere to the ADA minimum requirements to be executed in appropriate materials.



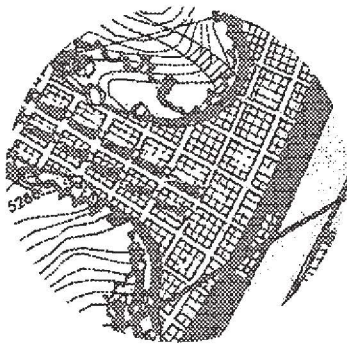
Information Center



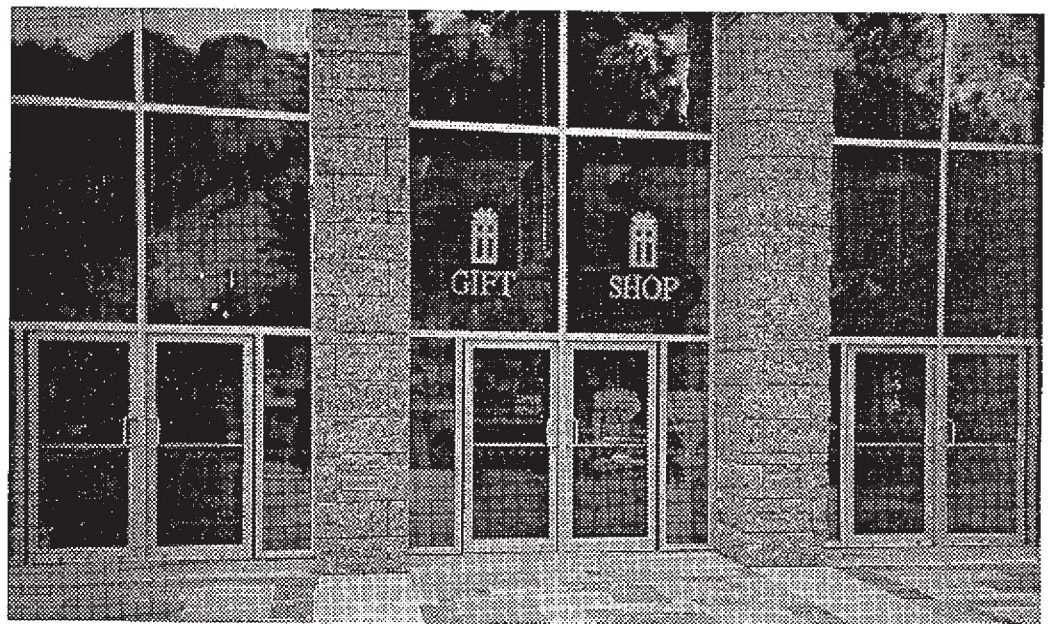


Borglum Court

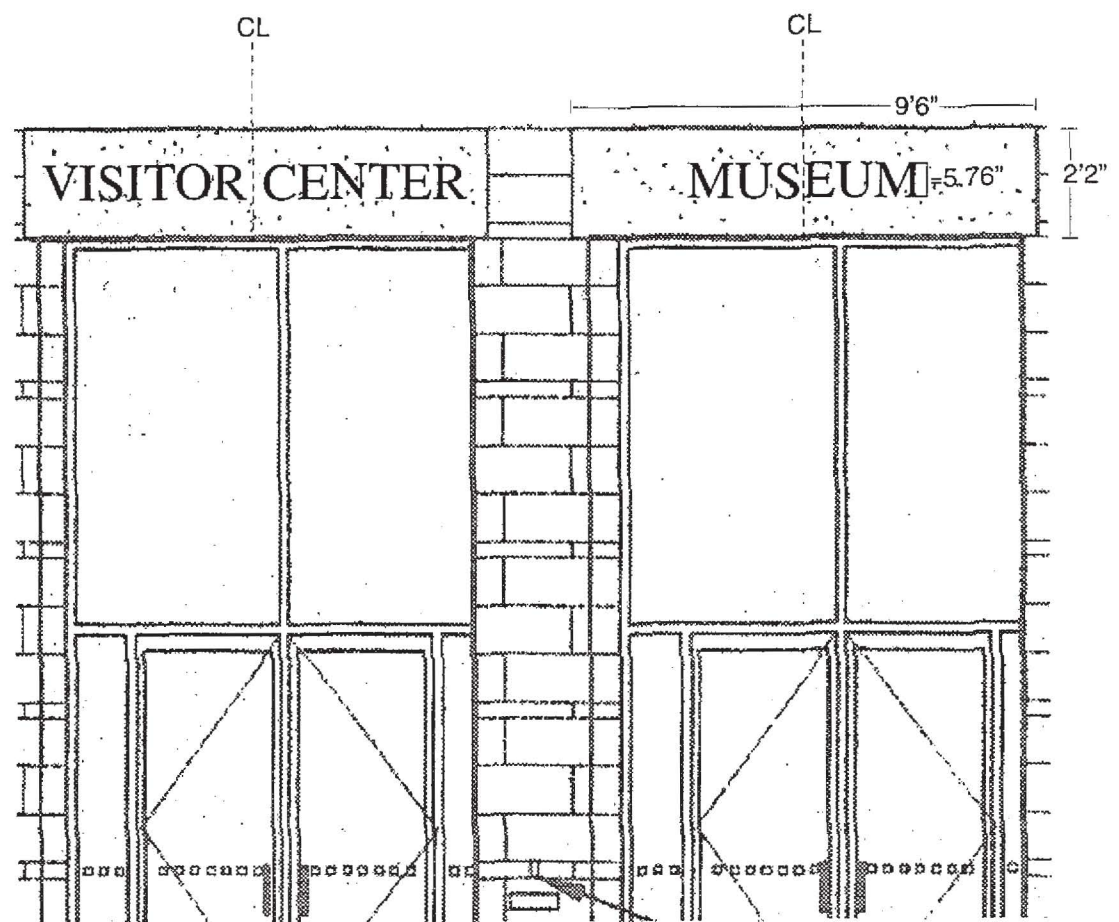
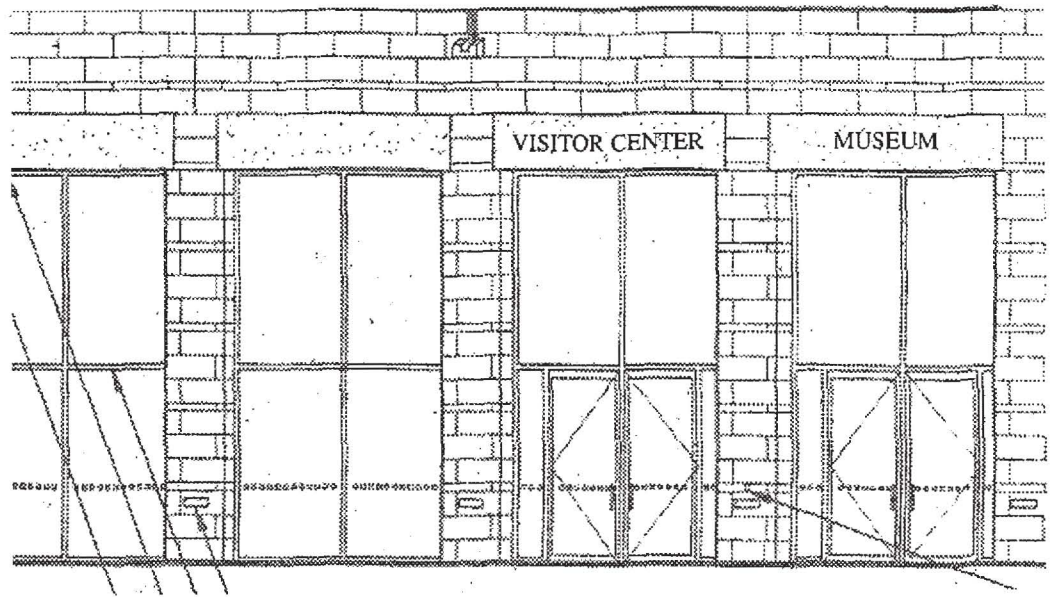




Concession Building

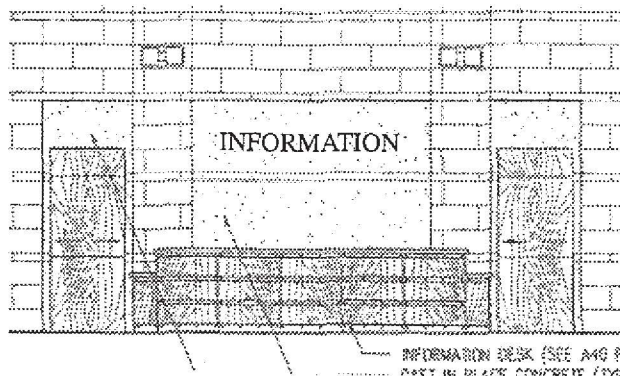
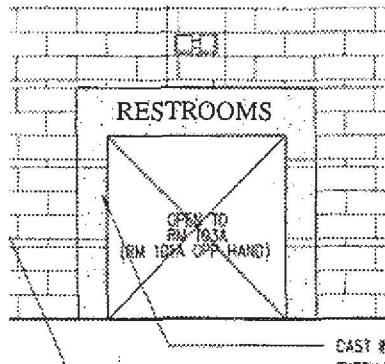
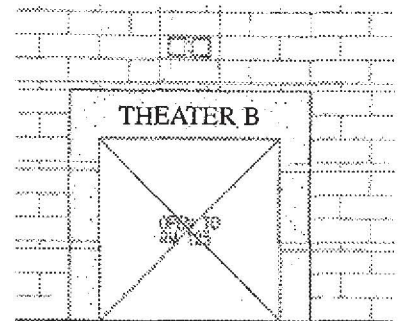
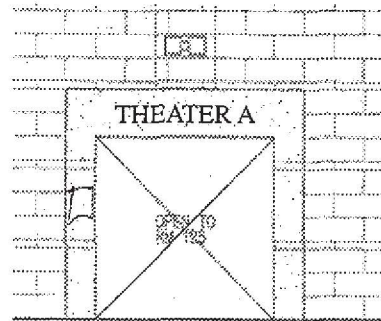
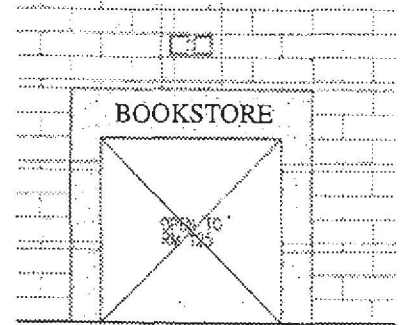
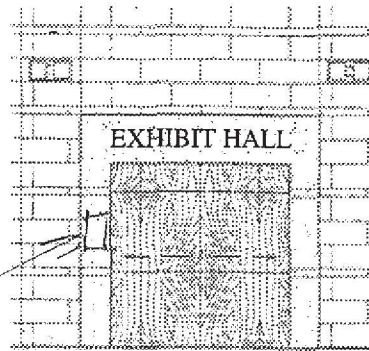


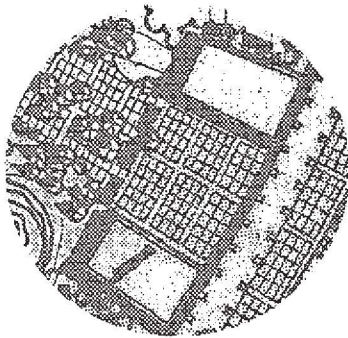
Visitor Center/ Museum



Visitor Center/Museum

ADA
signage?





*Visitor Center/Museum/
Restrooms*

Ca. Amenity Information

Purpose:

To inform the visitors of hours of operation and regulations governing the use of the facility or in some cases walkway. Ideal place to inform visitors of the conditions of walks and paths in terms of difficulty and length.

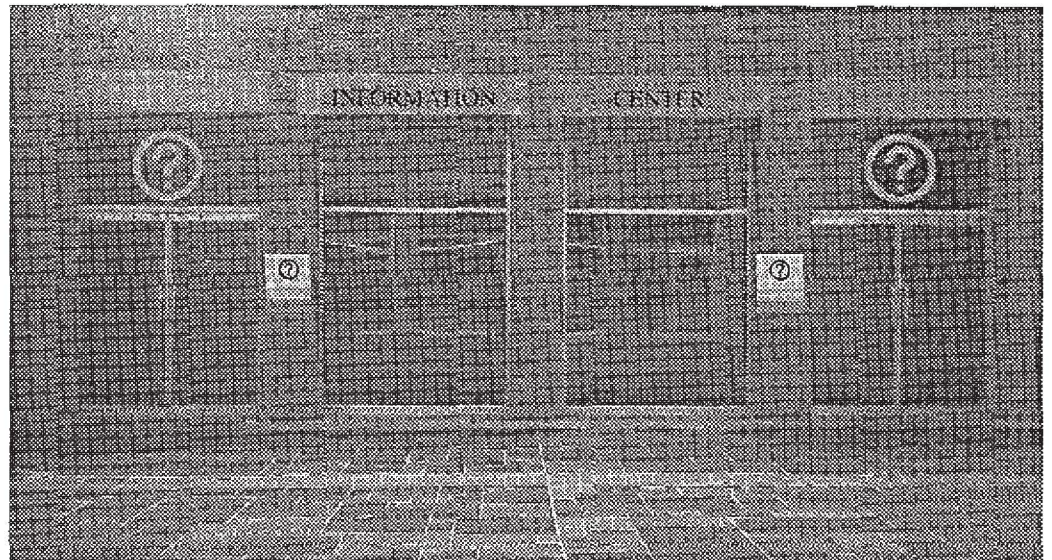
To locate the sign according to ADA minimum requirements specifying relationship to the door, or symbolic entry of the pathway to Presidential Trail or Sculptor's Studio.

Design Criteria:

Information presented in a method which allows flexibility.

Panels executed in appropriate methods and materials as the ADA minimum requirements.

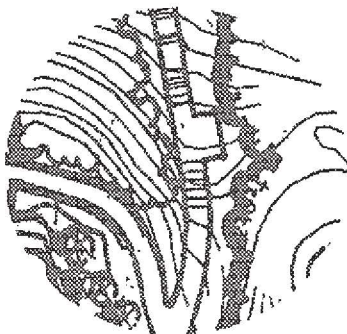
Wall Mounted Sign



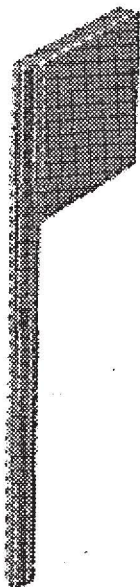
**Ca. Amenity Information
Flag Mounted Sign**



Presidential Trail



Sculptor's Studio Trail



**Ca. Amenity Information
Flag Mounted Sign**

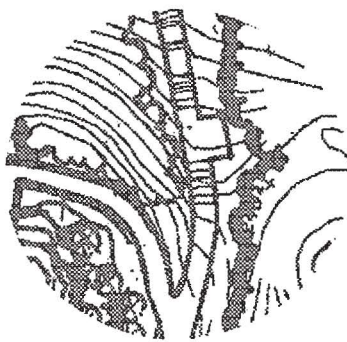
Purpose:

To inform the visitors of hours of operation and regulations governing the use of the facility or in some cases walkway. Ideal place to inform visitors of the conditions of walks and paths in terms of difficulty and length.

To locate the sign according to ADA minimum requirements specifying relationship to the door, or symbolic entry of the pathway to Presidential Trail or Sculptor's Studio.



Presidential Trail



Sculptor's Studio Trail

D. Presidential/Sculptor's Studio Trail Regulatory Signage

Purpose:

To inform visitors of safety and regulatory information at key locations.

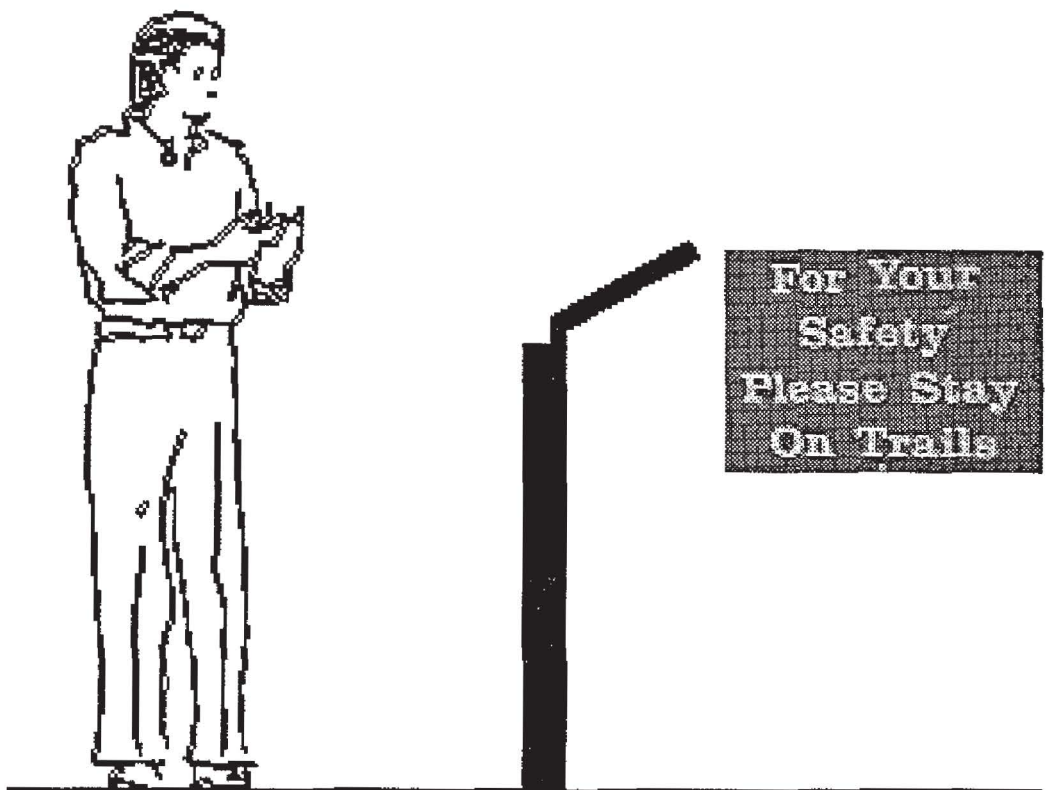
To consolidate safety and regulatory information.

To present in consistent design with Visitor Orientation Stands and integrate with handrail system.

Design Criteria:

Fabricated of appropriate architectural materials.

Message to be friendly, but firm.



E. Directional Projection Signs

Purpose:

To direct visitors from intermediate points of destinations.

To direct visitors from Grand View Terrace to the various amenities accessible from the viewing plaza:

Presidential Trail

Sculptor's Studio Trail

Visitor Center/Museum

Amphitheater

Mount Rushmore History Association Bookstore

Elevator

Restrooms

Telephones

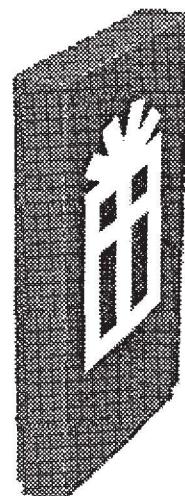
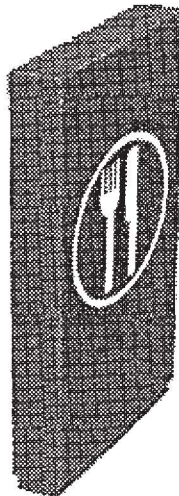
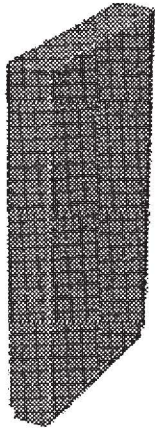
To direct visitors to the Food Service and Gift Shop

Design Criteria:

To project at 90 degrees from wall

To be fabricated of appropriate architectural materials.

To be internally lighted



Appendix

Appendix:

Response to Specific Comments:
Question 1:

We are concerned with the size and location of the Visitor Orientation Stand that you are recommending for the paved area between the Restrooms and the Information Center. What are you suggesting as far as height, length, etc.? This area gets so congested, we wonder if a "stand" will serve very many people. We need further discussion on this issue. Also, due to the size of the space, can we afford a large "stand?" It should be the minimal size required to accomplish its purpose. What material are you suggesting?

Entering through the portals of the pergola gateway the visitor's next experience is arriving at the first activity node. This is in essence the first of the Memorial's public squares. This public square is bordered by the Information Center on one side and the Restrooms on the other. This area functions as a public square because it is surrounded by pockets of activity. On one hand there are the people exploring the Information Center and on the other hand people using the Restrooms.

As the vestibule of the Memorial or in other words the place to accommodate public gatherings and small crowds, this public square is the place for visitors to linger and gather information to decide which of the experiences they will choose to participate in.

With activity along the perimeter this encourages the people to spill in toward the center of the square. In the center is a welcoming area with a Visitor Orientation Stand where visitors are informed of the contents of the Memorial experience. Here they are met with a presentation of the range of experiences they can choose. The information at this point should consist of a graphic depiction of the Memorial plan keyed to groupings of the names of facilities and photographs representing the facility amenities. Information should be general at this point. The size of the Visitor Orientation Stand will be determined by this information.

Placing a Visitor Orientation Stand in the center of the square encourages the procession of people to gradually become more relaxed. By giving people information about the contents of the Memorial experience at this point releases crowds of people in waves. Gravitating around the center of the square will encourage the people to pause and disburse themselves on to the processional walkway.

The architecture of all elements has been designed to achieve a strong visual presence in terms of scale and material but specifically neutral or minimal in terms of character to avoid any competition with the memorial.

The sign design shall be executed in compatible materials to the architecture and it's details to maintain neutral or minimal presence. Appropriate material for sign fabrication is anodized clear aluminum which is the material utilized in the architectural details. The signs shall be an integrated element with the architecture as much as possible utilizing appropriate architectural design features.

Likewise, entering the Grand View Terrace is through a mini-pergola acting in a similar function as the primary pergola that of gateway to the finale of the processional walkway. This is the closest viewing position on the processional walkway and will be the

destination for many visitors. The terrace serves again as a public square surrounded by activities on the perimeter. Located near the center of this public square will be another Visitor Orientation Stand to reenforce the information of the first one located in the Information Center/Restrooms public square.

Is the Visitor Orientation Stand the only sign along the main walkway that will let visitors know for example, that food service and gift shop are ahead? Or, do you plan some sort of sequential signing to compliment the main visitor orientation stand?

A graphic depiction of the Memorial plan will feature the names facilities and photographs representing the facility amenities, of which will include the food service and gift shop. The concept does not include sequential signing along the processional walkway.

(See Goals and Objectives section, page 4.)

Response to Specific Comments:

Question 2:

Since our hours of operation and programs change seasonally, we need some kind of system for informational signs that can be changed easily by park personnel. What are your suggestions? If the signs on Page 23, labeled "Amenity Information Flag Mounted Signs" are for this purpose, how do you change them for events, hours, etc.?

The Amenity Information Flag Mounted Signs on page 23 are for the purpose of accommodating changeable information for events, hours, etc. This can be achieved by a fabrication method of changeable panels or strips that slide in and out on rails, as well as magnetic attachments.

As the Goals, Objectives and Functional Attributes outlines, "Provide a system that can be procured and managed in a cost-effective manner, with consideration of maintenance requirements."

This may be a computerized vinyl die cut lettering capability for flexibility and maintenance.

Response to Specific Comments:

Question 3:

Issues relating to the Mount Rushmore History Association Bookstore.

Above both doors leading into the bookstore, it should read: "BOOKSTORE". This was not included on Page 21. All outside references to the bookstore should also read "BOOKSTORE". The official name of the organization is "Mount Rushmore History Association", not "Historic Society". The bookstore should be referenced on any signage done for the elevators and/or stairs leading to the Visitor Center/Museum.

See Elevation drawing on page 21.

Bookstore should be referenced on visitor orientation stand, or any such signage. Where do you suggest bookstore hours be posted? Inside or on a flag-mounted information sign such as the one on Page 23?

*I think they
need to be
posted on the
doors -*

Bookstore hours can be included on the Visitor Orientation Stand.

Located near the center of this public square will be another Visitor Orientation Stand to reinforce the information of the first one located in the Information Center/Restrooms public square. To the left lies the Presidential Trail and Administrative Building, the stairway and elevators to the Visitor Center/Museum, the Mount Rushmore History Association Bookstore, and the amphitheater. To the right lies the walkway to the Sculptor's Studio, the stairway and elevators to the Visitor Center/Museum, the Mount Rushmore History Association Bookstore, and the amphitheater. The following Memorial amenities are the following which will be identified at their points of entry: with hours of operation and regulations of use: Amphitheater, Concession Building, Gift Shop, Mount Rushmore History Association Bookstore, Visitor Center/Museum, Presidential Trail, and Sculptor's Studio.

OK Wall Mounted Signs are to inform the visitors of hours of operation and regulations governing the use of the facility or in some cases walkway. In the case of the bookstore, it is appropriate to post hours outside the Visitor Center/Museum entrance and the entrance to the bookstore itself.

Response to Specific Comments:
Question 4:

Suggest we include lithochrome gray/black? Treatment within all the letters to be inscribed into the concrete or granite so they will stand out better. There was another suggestion that instead of inscribing into the concrete or granite that the letters be attached either as a one-piece attachment or each letter attached separately so they stand out better. Since this is a different treatment than the letters inscribed into the pergola and the Borglum Court, would this be inconsistent? Please provide feedback.

A consistent architectural vocabulary has been used for the entire facility to visually link each piece as part of an integrated composition. This architectural style is deliberately timeless in character to connect the architecture and the sculpture as part of a unified historical setting.

The first guiding principle of signage design, sometimes referred to as wayfinding or orientation, is the integration of art and architecture with the unity of function and aesthetics.

Granite stone facing with a rugged natural finish has been chosen to project a strong feeling of permanence and sensitivity to both the natural environment and the sculpture.

Sign methods and fabrication which is carved or sandblasted into the granite stone will integrate names and buildings in a simple and straightforward way. The carved method on the pergola sets the architectural standard. Filling the carved letters with gold may provide contrast for effective reading without sacrificing the appropriate integration.

Response to Specific Comments:
Question 5:

Inside the Visitor Center/Museum.

Signage carved in the concrete over the doors will be hard to see. Is there another way such as "You Are Here Signs" or signs projected from the wall at a 90 degree angle that might work better? We are concerned that with the gallery area full of people, it will be difficult for them to see the signs and will result in total confusion inside the building or too many people at the information desk at one time asking directions.

The proposed solution is integral to the architecture and standard established by the pergola. The concept is to elevate the signage above the heads of people in order to be effective and functional. This treatment allows the Gallery and Exhibit Hall to flow without visual clutter which may detract from the Memorial viewing.

We have made the decision to name the theaters "Theater A" and "Theater B". these names should appear over the doors of the theaters as shown on Page 21.

See Elevation drawings page 21.

Also on Page 21, how are the restrooms labeled "Men" and "Women"? Do visitors have to walk into the hallway and then see which side to proceed to or should the labels appear in the gallery and the Exhibit Hall as well?

Visitors will enter the portal marked above as restrooms and be greeted with Wall Panel signs on each side identifying Men and Women. This will prevent the Gallery and Exhibit Hall from clutter.

Response to Specific Comments:
Question 6:

As there is a progression of signage from the parking lot up to the sculpture, will visitors be able to read the same information on their way back to the parking structure? If letters are inscribed into concrete or granite, will they appear on both sides of each structure, i.e. "Borglum Court" (see Page 18).

Yes.

Response to Specific Comments:
Question 7:

FAMILY RESTROOM?

Restrooms by Pergola. On Page 17, we propose to add a sign "Unisex Assisted Restroom" to the signage in the appropriate spot. We have many handicapped individuals who need assistance by their spouse or other family member of the opposite sex. Please address this issue.

See Elevation drawing page 17.

This information can be included in type and in braille on a separate color-coded panel on the Wall Mounted Sign.

Response to Specific Comments:
Question 8:

Also on Page 17 and if shown elsewhere, the international symbols such as the question mark, man, women should appear smaller and be stenciled on the upper tier of glass rather than the lower tier.

See Elevation drawings pages 17, 19, and 22.

Response to Specific Comments:
Question 9:

We have no desire to show building numbers as part of the sign package.

A critical signage requirement contained in the current ADA Accessibility Guidelines is: "1/32" minimum height, raised, tactile lettering and Grade 2 Braille must be used to identify "permanent rooms and spaces." Information and directional signs do not require such Braille and tactile lettering, but must comply with other provisions regarding contrast and glare".

The determining factor to consider is if any of these facilities are considered "permanent rooms and spaces".

Response to Specific Comments:
Question 10:

We have no problem with the trail regulatory signage as shown on Page 24.

Good.

Response to Specific Comments:

Question 11:

**On Page 25, where and how are the directional projection signs located?
Perhaps this type of signage could be modified for the interior of the Visitor Center/Museum and other interior signs for better visualization.**

Directional Projection Signs direct visitors from intermediate points of destination. They direct visitors from Grand View Terrace to the various amenities accessible from the viewing plaza: Presidential Trail, Sculptor's Studio Trail, Visitor Center/Museum, Amphitheater, Mount Rushmore History Association Bookstore, Elevator, Restrooms, Telephones.

Directional/Projection signs will be placed at critical decision making points along the desired paths to the facilities. These will be shown in greater detail on the draft site plan.