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2014

Central Falls Welcome Sign Project Phase 2

Lindsay Guastefeste

Elyssa Roketenetz

Jorge Saenz

Jake Wheeler

Arnold Robinson
Community Partnerships Center, cpc@rwu.edu

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Recommended Citation

Guastefeste, Lindsay; Roketenetz, Elyssa; Saenz, Jorge; Wheeler, Jake; and Robinson, Arnold, "Central Falls Welcome Sign Project Phase 2" (2014). *Graphic Design*. 2.
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Community Partnerships Center at Roger Williams University

Roger Williams University
Central Falls Welcome Sign Project 2014

"Never doubt that a small group of thoughful, 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.

Community Partnerships Center
Roger Williams University
One Old Ferry Road
Bristol, RI 02809
cpc@rwu.edu
http://cpc.rwu.edu

cpc Community Partnerships Center at Roger Williams University

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Community Partnerships Center at Roger Williams University

Introduction

During the fall of 2012, The City of Central Falls applied to the Community Partnerships Center at Roger Williams University for support in designing a new welcome sign for the City. Starting in the spring of 2013, a team of Work Study students from the CPC began the design project.

Students visited the site for the new sign and took time to explore the City, picking up on material and architectural aspects from the City which would be important to include in the new signage options. Students paid close attention as well to the story of the City to determine how do you create a Welcome Sign for a City that is one square mile, has emerged from bankruptcy, and has a diverse cultural population.

During the fall of 2013, students presented their design options to the City of Central Falls. The City selected two designs to investiage further for the site and to have cost estimates generated for. Students completed their work during the spring of 2014. What follows are the design options, renderings, dimensions and cost estimates for the selected two Welcome Signs for the City of Central Falls.

Central Falls
Design Team and Project Managers

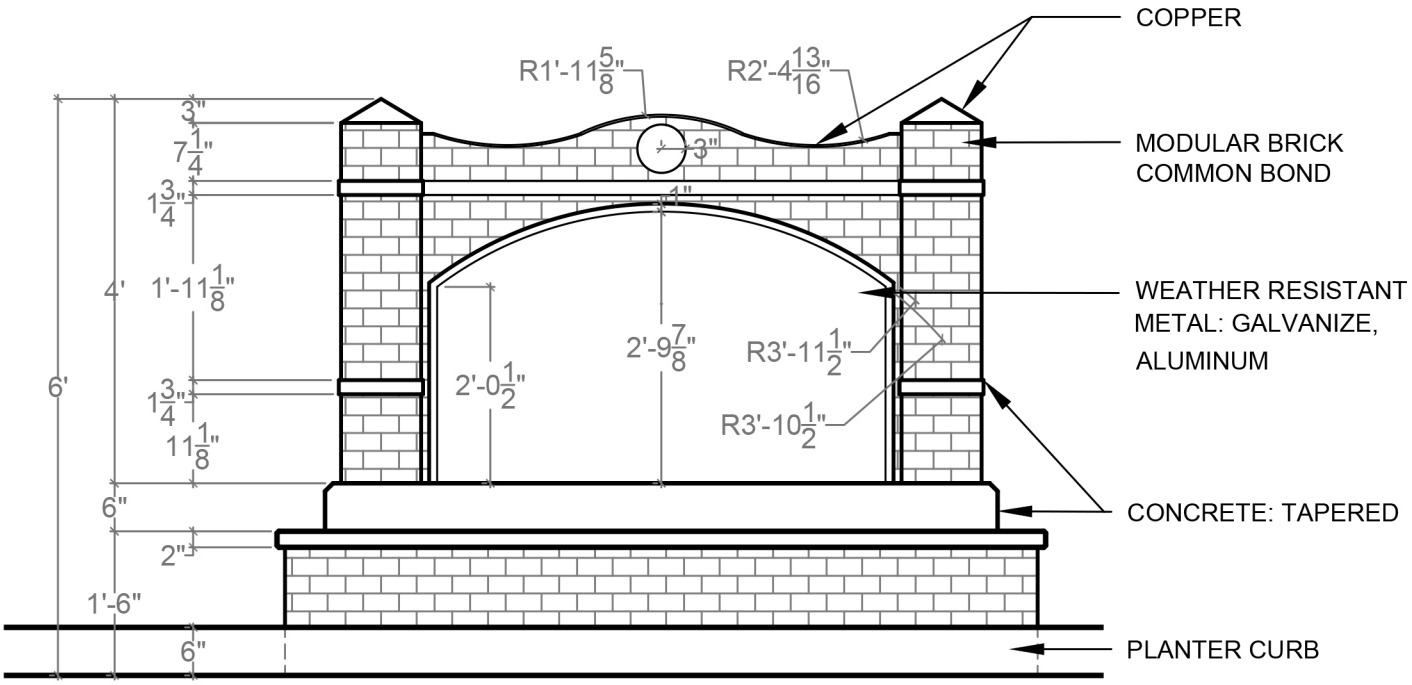
Lindsay Guastafeste
Elyssa Roketenetz
Jorge Saenz
Jake Wheeler

Option #1

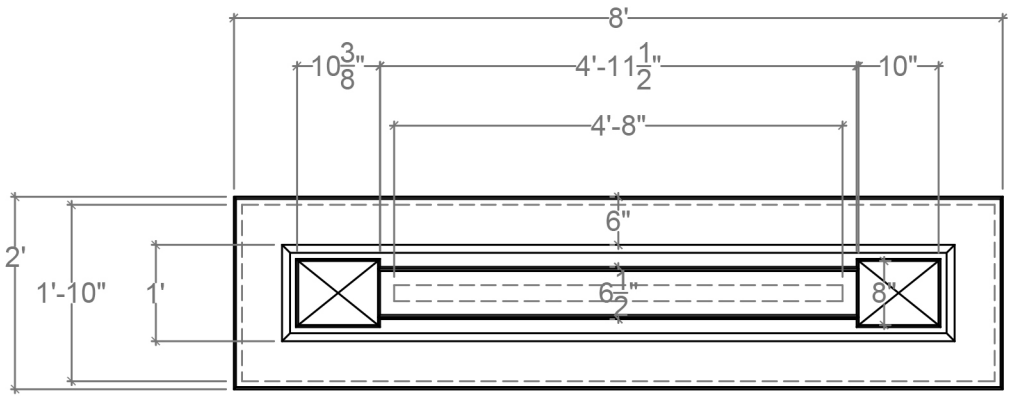
Traditional Style



The design intent behind this project was to create a connection with Central Falls rich history and remain true to some of the elements found throughout the City. This was approached using Central Falls prized location, Jenks Park on Broad Street, and the monumental gate that sets up the experience to the park. Taking an icon such as this from Broad Street would suggest a connection between the two main streets that outline the city. Using a similar shape also triggers a sense of identity for the City while the use of brick will tie the structure to the surrounding area as well as match the vernacular of the City and how it uses brick for most of its public buildings.



ELEVATION



PLAN VIEW

CENTRAL FALLS WELCOME SIGN
COMMUNITY PARTNERSHIP CENTER RWU

Traditional Style: Renderings





Typography Option Selected

Southern Aire = “Welcome to” script
Lao MN = City Name
Letter Gothic Std = State Name



welcome to Central Falls
RHODE ISLAND

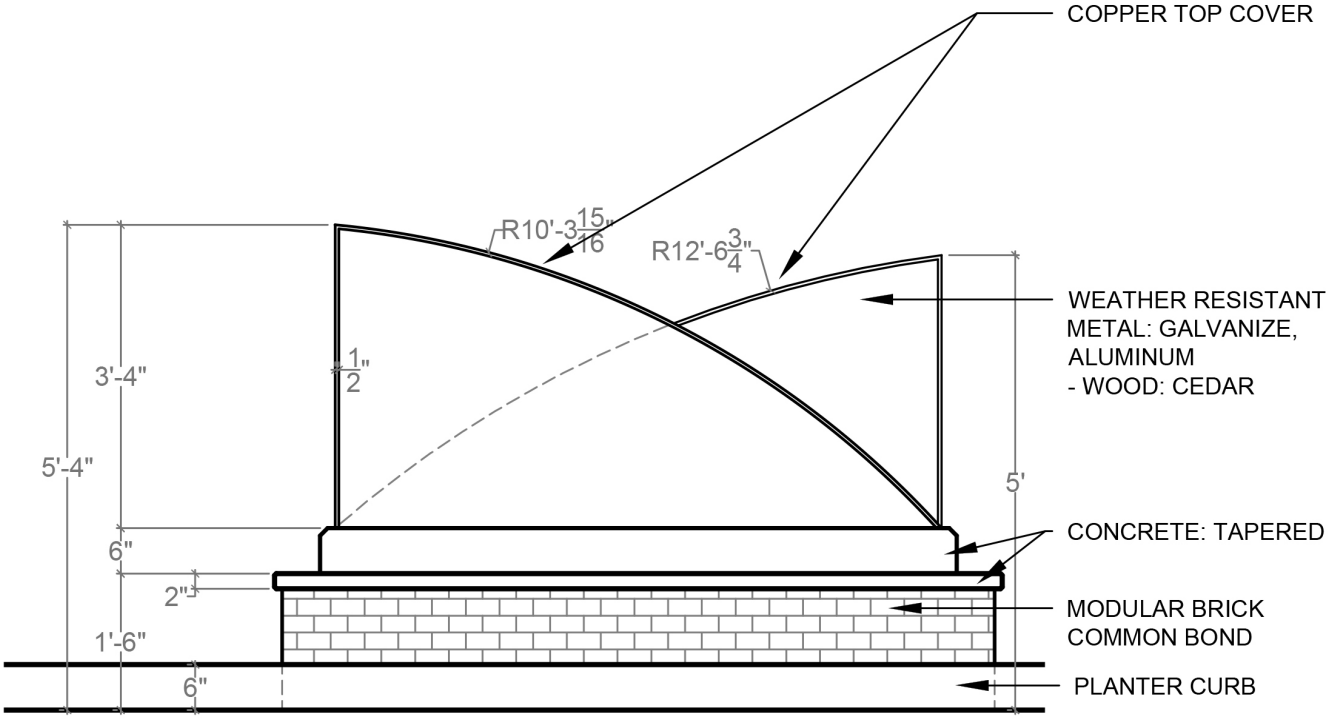


Option #2

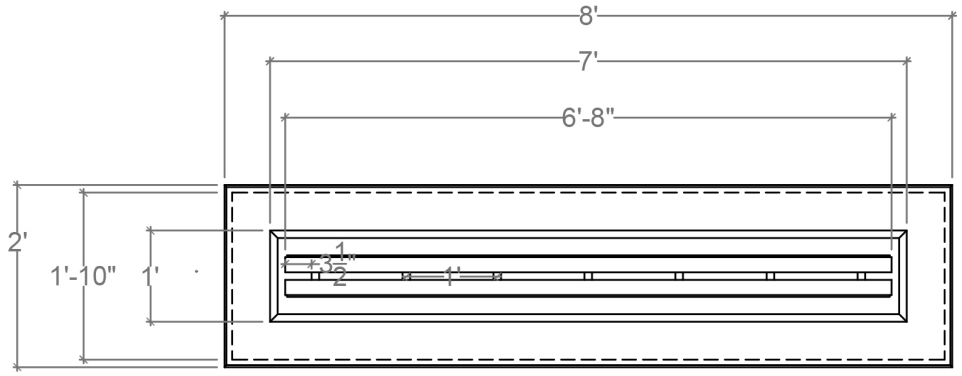
Modern Style



For this design, the intent was to create a completely different identity for the City of Central Falls, as well as create a stronger connection with the state of Rhode Island. The curved shape that is created by the top portion of the design suggests a relationship with the Ocean State and the symbol of the wave that is seen throughout the State and even its license plate. It also creates a more modern approach with its abstract shape as well as creates a new and recognizable destination for tourists and locals. The use of brick for the base suggests that although new and different and for the future, it still holds true to the principles that make Central Falls the City it is today.



ELEVATION



PLAN VIEW

Modern Style: Renderings





Typography Option Selected

Southern Aire = "Welcome to" script
Lao MN = City Name
Letter Gothic Std = State Name



welcome to Central Falls
RHODE ISLAND



***The following estimates were conducted by RWU Construction Management students and are the product of an academic exercise. These estimates are based solely on the data provided by the Architectural Design students. A professional estimate should be received for the sign before beginning the construction process.*

Central Falls Welcome Sign Estimate
OPTION 1

Unit Cost Estimate

Description	Unit	Quantity	Material	Labor	TOTAL Cost
Modular Brick Common Bond	S.F.	28	$ 3.00	$20.00 per S.F	$ 644.00
Copper (10mil Thick) 8" wide Rolled	L.F.	10	$ 14.50	$20.00 per L.F	$ 345.00
1/16" Thick Aluminum sheet (4 x 8ft)	Ea.	2	$ 115.00	$50.00 per unit	$ 217.00
Structural concrete, in place, includes forms(4 uses), Grade 60 rebar, concrete (Portland cement Type I), placing and finishing	C.Y.	1	$ 148.00	$ 150.00	$ 299.00

TOTAL ESTIMATE **$ 1,505.00**

Central Falls Welcome Sign Estimate
OPTION 2

Unit Cost Estimate

Description	Unit	Quantity	Material	Labor	TOTAL Cost
Wood (Cedar) Furring Structural frame (1 x 3)	Ea.	6	$ 3.00	$ 100.00	$ 118.00
Copper (10mil Thick) 8" wide Rolled	L.F.	18	$ 14.50	$20.00 per L.F	$ 621.00
1/16" Thick Aluminum sheet (4 x 8ft)	Ea.	4	$ 115.00	$50.00 per unit	$ 319.00
Structural concrete, in place, includes forms(4 uses), Grade 60 rebar, concrete (Portland cement Type I), placing and finishing	C.Y.	1	$ 148.00	$ 150.00	$ 299.00

TOTAL ESTIMATE **$ 1,357.00**



Roger Williams University
One Old Ferry Road
Bristol, Rhode Island 02809

Phone: (401) 254-3307
Fax: (401) 254-3565

cpc@rwu.edu
http://cpc.rwu.edu