

## STORYWALK®: Signage Printing, Sign Holders & Installation

### STORYWALK

The StoryWalk® Project was created by Anne Ferguson of Montpelier, VT, and developed in collaboration with the Vermont Bicycle & Pedestrian Coalition and the Kellogg Hubbard Library. Curious City creates StoryWalk images for community signage and sign holders that feature a photograph of the open book, action prompts, and space to thank your sponsors. For more info visit: [www.curiouscitydpw.com/storywalk/](http://www.curiouscitydpw.com/storywalk/)

### PORTABLE SIGNAGE

Some communities have found that portable StoryWalks can be very engaging and can spread the mission of StoryWalk and the sponsoring organizations to more corners of the community. With weather-resistant signage on real estate stakes, StoryWalk can appear anywhere, even in the snow!

### STATIONARY SIGN HOLDERS

There are many ways to install stationary sign holders for StoryWalks in your community. Barking Dog Exhibits, a sign company that has embraced StoryWalk and ships nationally, has a complete package for communities.

We also include the design and specs of StoryWalk trails in Portland, Maine, and New Hanover County, North Carolina, that were designed and built locally.

### STORYWALK: STATIONARY SIGN HOLDERS: Barking Dog Exhibits

StoryWalk® Solutions, manufactured by Barking Dog Exhibits, is the most durable, easy-to-use and easy-to-install display just for StoryWalk®! The frame is made in the USA from powder-coated aluminum extrusion and can be mounted either to treated wood posts or to StoryWalk® Solutions aluminum posts. Each frame comes with two sheets of clear acrylic which can be used to secure your laminated book pages between, or use them for your own printed panels from Curious City content!

StoryWalk® Solutions features:

- Durable powder-coated aluminum construction
- Made in the USA with a one-year manufacturer's warranty
- Book page change-out is quick and easy
- Installations can be temporary or permanent
- Standard size is 18h x 24w, with a 17" h x 23" w visual area
- Custom sizes and designs also available.
- Presentation angle is 45 degrees, mount height per your installation.
- 20 frames for wood posts approx. \$4500.00, with aluminum posts approx. \$5700.00



Barking Dog Exhibits also has sample frames which can be "checked out" at no charge! Having the actual product to show your fundraising committee or sponsors can help to get support quickly!

**Contact:** Ruth at [ruth@bdexhibits.com](mailto:ruth@bdexhibits.com), [www.bdexhibits.com](http://www.bdexhibits.com)

## STORYWALK: STATIONARY SIGN HOLDERS: Portland, Maine

**DESIGNED BY:** Jeff Tarling of Portland Public Works  
and Robert Weyer of the Portland Parks

### MATERIALS:

- 7 – 6x6 PT 12' The posts will be cut with the angled cut splitting the center. The edges above grade were rounded over with a router – ½" radius.
- 2 – Sheets of ½" MDO plywood for the panels support, cut to 23" x 19", rounded on the corners, and edges smoothed with a 1/8" radius. It would be good to water-seal these panels.
- 7 – 5/4 x 6 PT 8' decking boards. Cut to a length of 22" to support the plywood panel. Top horizontal edges were cut to the same angle as the posts. Bottom of the boards were tapered as seen in the photos.
- 14 bags of concrete.
- Hardware
- 56- 1" or ¾" (depending on panel thickness) Button head stainless steel torx ¼" security machine screws, ¼" fender washers stainless, ¼" t-nuts stainless.
- 84 RSS structural screws 2-1/2"
- 1 pound of 1- 5/8" decking screws

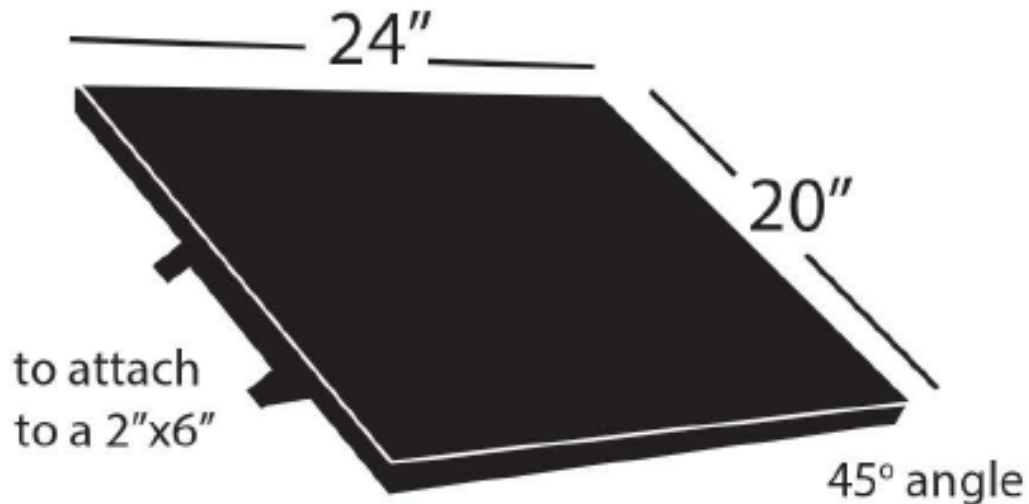
**APPROXIMATE COST:** \$625 in 2008

### SPECIFICATIONS:

- The signage was 20" x 24"
- The height of the posts is 37" from grade to top of plywood
- The angle of the posts is well beyond 45 degrees.
- The distance between the posts is 24 feet.  
The spacing of the posts is, of course, flexible to the site but should be far enough apart to make it "a walk" but close enough so the age group does not lose the continuity of the story.



**STORYWALK: STATIONARY SIGN HOLDERS:  
New Hanover County, NC**



This model might be considered the Cadillac of StoryWalk signage and sign holders. They are wonderfully sturdy, and some of ours have been out in the weather for three or four years now with no appreciable damage.

**APPROXIMATE COST:** Besides being wonderful in all these ways, however, the signs are also expensive, and manufacturing signs for a full StoryWalk set runs in the \$7,500 to \$8,000 range.

**SPECIFICATIONS:**

- The signage was 20" x 24"
- Rectangular, freestanding aluminum tubing sign display frames.
- Sign frames fabricated with 1" x 1" welded aluminum tubing display frame with a 24" x 20" flat aluminum face to allow for a digitally printed overlay.
- Sign face frame will include mounting bracket on back to fit over SINGLE, 4" x 4" x 54" aluminum post (to stand out of ground 30" for viewing by children).
- Mounting bracket will allow for easy removal, making top sign faces easily interchangeable as other storybook lines are added in future.
- Sign frames will include security retainers 1/2" (on face) by 1" (side to cover tubing); retainers will conceal edge of print.
- Frames will be sanded, acid washed, primed and painted with a two-part polyurethane paint. Color: BLACK. (or other specified color).

*We did opt for wooden 4x4" pressure-treated posts instead of the aluminum posts described in the specs. Parks procures the posts, mounts them in concrete footings, and then puts the signboards on.*

**SIGN PRINTING & MOUNTING SPECIFICATIONS:**

- Digital Print 24" x 20" digital solvent-ink print, 3M cast vinyl + UV GRAFFITI-RESISTANT laminate applied to Aluminum Faces.
- If you have someone who speaks "Sign language" who would like more details on the signboards, the sign manufacturer we've been using at the recommendation of our County Parks department could give more information. Contact Sabrina Davis at Port City Signs, (910) 350-8242 OR [theteam@portcitysigns.net](mailto:theteam@portcitysigns.net).

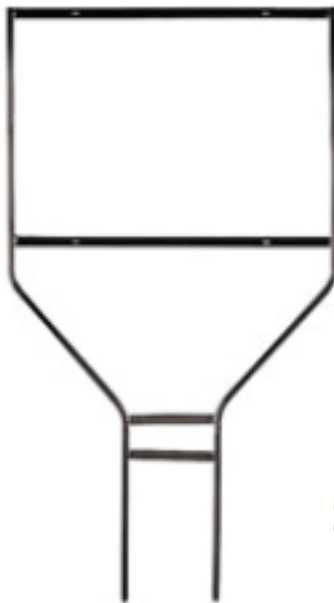
**ALTERNATIVE:**

We're working right now on a less expensive model which we're looking at using in some environments that are more closely monitored than public parks open 24 hours a day.

We don't have a final price quote on these, but they would bring a StoryWalk set in closer to \$2000 while still being weather-resistant. This is a sign type that apparently is standard with real estate folks. The description in Sign language is: Size: 24" W x 18" H Substrate: 3mm Aluminum Composite Graphics: Print on Cast Vinyl Laminate: Cast Gloss

**GRAFFITI:**

We did have to replace one sign due to vandalism, but in that case the malefactors, doubtless frustrated by being unable to mess up the sign in any other way, had removed the entire sign board from its post. There have been a few incidents of graffiti-scribbling on the signs, but nothing the folks at Parks haven't been able to clean off.



**24x18 Round Rod 1/2" Frame**

## STORYWALK: PORTABLE SIGNAGE

This process allows a community to have lightweight, durable, moveable signage that stakes into the ground (like a political campaign or real estate sign) to share in different parts of the community.

**DESIGNED BY:** Dave Savidge of Banacom Sign, South Portland, Maine. Banacom Sign will ship nationally.

### SPECIFICATIONS:

- Vinyl - Gloss - Adhesive Back Printed on HP 5000/5500 using Hewlett Packard, Solvent Inks Mounted on Coroplast - White - 3/16 Thick
- Heavy Duty Stake

### APPROXIMATE COST:

\$30-40 per sign and \$5 per stake



## DESIGN, INSTALLATION & BUDGETING CONSIDERATIONS FOR STATIONARY SIGN HOLDERS:

- Create a framework for the signage that allows the signs to be changed periodically, but not easily removed with standard tools (to avoid theft).
- Consider distance between each sign. We recommend at least 5 feet between signs. Remember, you are asking kids to exercise between these signs—give them wiggle room.
- Consider a child's height when placing the signage on a post. You want kids to be able to see the picture book spreads.
- Consider the winter months in snowy climates. Do you need to tilt the signage for accumulated snow to slide off? Do you need the signs slightly off a walking path to protect against snow removal equipment?
- Consider flooding and wind in hurricane climates. Ask sign company about stability in high winds.
- Ask the sign company about the edges of signs. You do not want any sharp corners! Many sign companies are making signage to be placed high or in non-child environments, so they will not immediately think about safety. Let them know kids will be handling the edges of the signs and running around them.
- Budget funds for landscaping post-installation. You do not want churned, muddy ground when you open your StoryWalk
- Budget funds to install additional sign posts if next book is longer.

**DESIGN, INSTALLATION & BUDGETING CONSIDERATIONS  
FOR ALL STORYWALKS:**

- Budget funds to remove graffiti or to replace damaged signage. You will have the StoryWalk files and can reprint for replacement.
- Consider budgeting funds to produce a web page or site to support StoryWalk. Curious City can add the URL or a QR Code on your signage!
- Consider budgeting funds for a public opening of the StoryWalk. Consider a giveaway of the book to the first 50 kids that attend, or invite a preschool to the opening and give them each a book. Obtain a blanket photo permission from the school and invite the press.
- Consider a literature box attached to the final sign to distribute information about literacy, physical activity, or any sponsor information. It is a great place to offer information about the book in honor of the publishers who have waived reprinting fees.