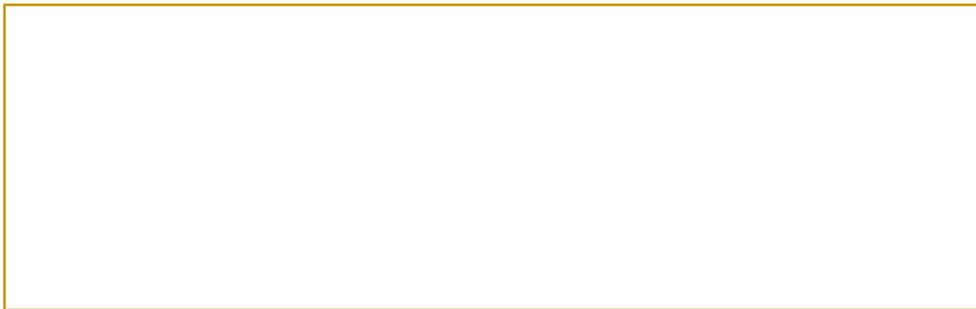
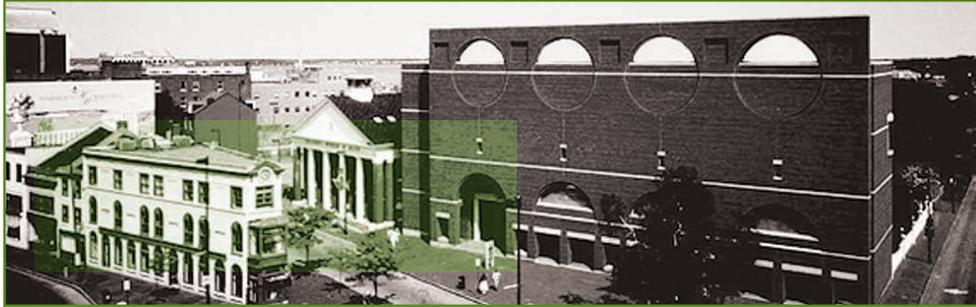


City of Portland Wayfinding System Study

Wayfinding Report



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Why was the Project to develop the Portland wayfinding signage system undertaken?

The City Planning Division, Public Works Department, the Convention and Visitor's Bureau and Portland's Downtown District have received numerous complaints from visitors to Portland regarding the difficulties they have encountered finding their way around the city to experience its many cultural, historic and entertainment attractions. As motorists, visitors have experienced difficulties in making their way from the highway exits, along the arterial roadway networks, and on circulation routes in specific Districts when trying to locate attractions. In addition, once transitioned from motorist to pedestrian, visitors have experienced difficulties in navigating through and between the Old Port District, the Waterfront, Downtown, and the Cultural District.

These problems exist due to a lack of a fully comprehensive wayfinding signage system that provides concise pedestrian and vehicular directional information signage as well as accessory signage such as parking identification and District map kiosks.

It was determined that undertaking a study and design exercise to plan, and ultimately implement, a fully comprehensive wayfinding signage system would provide a major enhancement to the Portland visitor's experience and thus serve to attract tourists, institutional, and business travelers.

What is the goal and intent of the pedestrian wayfinding system?

The City intends to achieve a fully comprehensive wayfinding signage system to aid visitors and residents alike in experiencing all that Portland has to offer. The intended outcome of the study and design exercise is to establish the policies, criteria, and graphic standards for the pedestrian-focused component of the wayfinding system. This will, in turn, serve as the basis from which the specific criteria for the vehicular-focused component will be developed.

The policies and criteria development will serve to establish hierarchies of destinations, District boundaries and access points, and pedestrian circulation routes within each District, as well as between Districts. In addition, issues, such as what qualifies a destination for inclusion in the pedestrian wayfinding system, will be developed. The development process for policies and criteria will be forward looking; that is, it will allow for the future development of full vehicular wayfinding policies and criteria that will work in coordination with the pedestrian wayfinding policies and criteria.

The graphic standards development will serve to establish the graphic appearance for pedestrian wayfinding signage. This process will require the development of a pedestrian wayfinding message plan, as well as the development of a preliminary sign location plan. These items must be taken into consideration so that the graphic standards are aesthetically pleasing, incorporate local branding and identity and are as functional as possible. The pedestrian wayfinding signage graphic standards will be designed to allow the pedestrian component of the system to function in coordination with the future vehicular wayfinding component of the system

Who was involved in the process?

In January 2008 a committee was assembled to oversee the development process of a downtown Portland Wayfinding Study. Through committee input and regular monthly meetings with a wayfinding consultant, this report was developed. The committee members, their role in the study, and the organization represented are as follows:

Committee Members:

Jan Beitzer, Co-chair, Portland Downtown District

Kevin Donoghue, Co-chair, Transportation Committee

Jerry Angier, Old Port Business Owner, Chamber of Commerce Representative

Steve Gordon, Pedestrian/Bicycle Advisory Committee & Off Peninsula Resident Bike/Pedestrian Representative

Alice Kornhauser, Portland Symphony, Off Peninsula Resident, Downtown Cultural Destination

Hillary Bassett, Executive Director, Greater Portland Landmarks (represented by Jane Briggs)

Jane Briggs, GPL Board Member, Historic District Resident

Nan Cumming, Executive Director, Portland Trails

Barbara Whitten, President, Convention and Visitors Bureau

City of Portland Staff:

Nelle Hanig, Economic Development

Carrie Marsh, Urban Designer

Jim Carmody, City Transportation

Alex Jaegerman, Planning Division

Bill Needleman, Senior Planner

Deb Andrews, Historic Preservation

Judith Harris, Portland DOT

Portland Downtown District Staff

Sally Struever, Port City Studios

Peter Eiermann, Port City Studios

Wayfinding Consultant:

Tom Errico, Senior Transportation Engineer, Wilbur Smith Associates

Ray Bishop, Signage and Wayfinding Director, Wilbur Smith Associates

Scott Cochrane, Senior Environmental Graphic Designer, Wilbur Smith Associates

What were the key items the study looked at to obtain conclusions?

Primary existing pedestrian pathways were explored and viewed from a pedestrian point of view. Items taken into consideration were:

The existing condition of the cobblestone, cement pathways for ease and safety width of pathways capable of handling additional pedestrian traffic.

Amount of existing signage (regulatory, wayfinding, miscellaneous signs) along pathways, sightlines (how far can one see up a particular street without being obstructed by trees buildings, signs, etc).

Unwelcoming spaces or visual obstructions along primary circulation pathways that hinder pedestrians from progressing further along pathways such as Loberstermans Park, unseen sightline towards Monument Square, and the Arts District.

How to maximize a visitors experience:

By determining pathways along retail corridors and by maximizing the most direct routes, where possible, to District destinations.

The existing districts and all the attractions located within that District.

Primary entry points into the city and downtown:

Via marine traffic, transit, vehicular, and trailways.

Parking garage proximity:

Where are garages located in relationship to primary pathways and attractions.

Attraction (visitor) counts:

These were done to determine which attraction draws the most visitors, it helps to understand how many visitors may be in any given area or are traveling towards a particular destination, and how to encourage pedestrians to “spin-off” and visit other establishments not on existing wayfinding signs.

Primary, secondary and tertiary destinations:

By understanding visitor counts to attractions, sign messages can be categorized into groupings, which are ranked from the highest to the smallest number of visitors. The attractions with the highest number of visitors could be considered anchor establishments and smaller attractions around the anchor attractions may receive residue visitors. Once ranked, attractions are granted space on directional signs in order of ranking. Due to the limited physical space on a sign, this process is critical to maximize branding and information capabilities on each sign.

Possible sign quality issues:

Vandalism, graffiti, weathering of signs, and placement in relation to vehicular traffic.

Existing information given to visiting public:

How much information or pre-knowledge might visitors have through print and web mediums.

Types of wayfinders in the city:

Wandering tourists, first time visitor looking for an attraction; quick stop visitors; day visitors; lost visitors; and visitors looking for shopping, restaurant, and art venues.

Existing visual/sign clutter:

Can occur typically in the form of non-unified signage.

Urban planning issues and city layout:

How easy or difficult is it for first-time visitors to intuitively “find themselves” in the city’s layout. For example, some sightlines provide a view of the ocean, where others do not, therefore finding the waterfront is easier than one who can not see the ocean.

Special use spaces and places:

Such as parks, monuments, retail alleyways, interesting architecture and waterfront features.

Who is visiting downtown Portland, why and for how long?

Portland has a diverse culture that is both historic and modern in architecture and lifestyle supplemented by being a seaside town that offers many types of varied attractions to wide array of potential visitors. The commonality between all visitors is that they all need to determine where they are, where they want to go, and how to get there in a clear, consistent and efficient way.

Cruise ship tourists:

As they leave the ship(s), they are confronted with immediate choices to sightsee, shop, attend daily city events and visit art galleries or museums. These visitors have the greatest potential to be unfamiliar with the city and their time in the city is limited.

I-95 drive-by tourists:

Portland is located along a primary Interstate, which has fast and easy access to the city. This creates a “unique ” stopping point for those traveling on to further destinations. These visitors may take advantage of restaurants, shopping, and sightseeing. These types of visitors may have more hours to park and discover the city.

Business travelers:

Conducting personal business at local offices and stores downtown. Typical range of time in city is one day to five days.

Out of town/state visitors:

Attending conventions, wedding venues, participating in or attending sporting events special events, and could stay for more than two days at a time.

Residents and non-residents:

Attending local gallery exhibitions and musical performances, such as local bands at restaurants and/or attending big name musical events at the Civic Center. These visitor's stay could range from a few hours to a day.

University visitors:

High school students and their parents, guest lecturers, part time students, and peers visiting friends on campus may seek out nightclubs, restaurants, and entertainment. Accommodations while their visit could last up to a day or two.

New residents:

Conducting business for the first time at City Hall, the Courthouses, post office, or the library. This type of local visitor is typically going to park or use public transportation use a facility and leave within an hour or two. First-time local visitors need to be able to clearly understand where essential services are located.

Nearby residents:

Visiting from the surrounding area and traveling by car, public transportation, or self-powered, attending parades, special events, or performances. The amount of time this type of visitor spends in the city can range from an hour or two to a full day.

What is causing difficulties in the downtown wayfinding system?

Branding and districts:

While Portland has very good printed/internet materials for education, branding and orientation purposes, visitors do not always have access to or are aware of such media. The city is lacking repetitive information at the street level, educating visitors of the additional destination/districts within the city. While staffed information kiosks are quite useful, only one such service is now provided at Tommys Park and is seasonal. Additionally, there are no directories to assist visitors to find their way to, learn about, additional destinations.



No directories are placed at garage exits to help visitors orientate themselves within the city and to locate various attractions, shops, etc.



Signs with invalid information. The visitor's center is no longer available to public

While seasonally staffed kiosks only help visitors during tourist months and during normal business hours. Pedestrian directories and directional signs help visitors 24 Hours a day 7 days a week, and are not as cost prohibitive to locate and build.

Little to no wayfinding sign programs:

The only existing wayfinding sign programs are the dilapidated vehicular directional signs located mostly outside of the city and the waterfront trails (harborwalk and Eastern prom trail). Neither of these sign programs help visitors navigate the city and all of Portland's districts.



Consolidation and removal of additional signage will reduce sign clutter.



Vehicular signs need to reflect newer standards and destinations and terminology.

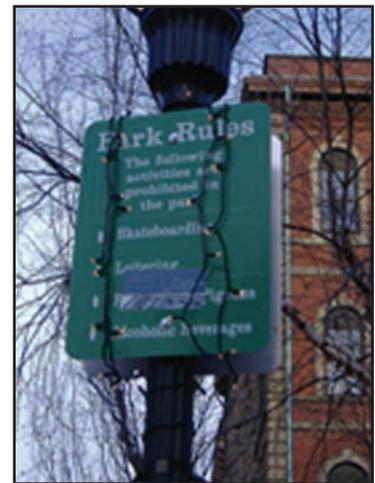
Sign clutter and non-uniform signs

Sign clutter can appear in numerous forms, such as indicating the same message in a small area, multiple styles of signs on one post displaying information about one area, multiple signs repeating the same information, and large signs located at or below eye level, which could be placed above seven feet to reduce blocked sightlines. Additionally, retail signs should never be permitted on a wayfinding sign post or panel. This obscures the information from being easily seen and recognized.

Uniformity of signs can also help to reduce confusion and help visitors “zero-in” on signs that provide important information. Without uniformity, vehicular related signs, retail signs, city signs and transit signs all blend together and reduce the communication effort of the signage.



Centrally locating signs reduce the need for multiple signs in a small area.



Combining park information and aesthetics into one sign and centrally locating the signs, will reduce clutter, creating an information zone for visitors to “zero-in” on.



Locating signs above 7 feet alleviates sightlines and graffiti.



Wayfinding signs located near retail signs, must be placed, to avoid detracting from each other's sign type and messages.

Graffiti and dilapidated signs:

While graffiti is a nuisance problem for any city, it is two fold in a wayfinding program. Graffiti displays to visitors a lack of recent attention to the signs, which can indicate that the information on the sign may be old or even nonexistent, and that the signs that are aging and in disrepair.



Signs that have been vandalized and/or are in disrepair do not reaffirm to visitors the information on the sign is current. It also displays a lack of concern by the city for the city aesthetics and its visitors.



Old signs suggest old or out-of-date information, causing distrust in a sign program.

Inconsistent use of directional signs and identification signs

Miscellaneous signs erected for individual locations add to sign clutter. Moreover, they do not help visitors located attractions easily because they blend in with other signs making them actually harder to located and pick out of a crowd of signs. When signs are located in consistent locations, and are appropriately sized for vehicular traffic and pedestrian traffic, they are easier to spot and target the correct and intended audience.



Signs placed at various heights with contradicting elements/information detract from what the sign is trying to achieve.



The sign is grouped with vehicular signs, however, the text is not big enough to read from a moving vehicle. This creates sign clutter and the potential for vehicular accidents.

Landscaping obstructions:

City landscaping and urban planning elements can help or hinder wayfinding capabilities. Natural pathways can help eliminate the need for wayfinding signs; however, when the natural pathways are obstructed or not to be used, additional signs are needed to direct around such obstructions or changes in pathways. A prime example is Lobstermans Park, the pathway linking the Old Port District to the Arts District.



The pathway towards the Arts District is obstructed forcing pedestrians to make an uninformed decision (walk straight or make a right turn). Even worse, this can stop pedestrians and force them to turn around instead of carrying on towards a new destination. The trees also block the sightline towards the pathway leading up to the Arts District, again forcing a decision upon pedestrians as to whether or not to carry on into the unknown.



Lobstermans Park presents the biggest challenge to wayfinding. There is a need to be able to draw or entice visitors across Temple Street and along the pathway towards Monument Square. It was observed that pedestrians seem to observe office buildings and void space (and/or the unknown) instead of additional shopping, places of interest, etc. This in turn forces visitors to stop, look around, and in one (interviewed) case reverse direction due to no information, knowledge or directional information to draw them further towards the Arts District.

Where pedestrians know how to access Monument Square, Arts District, etc., most pedestrians seem to enter the park and follow a natural pathway, which leads directly across the street in between a pedestrian crosswalk and the streetlight corner, creating unsafe pedestrian pathways. Additionally, there is no visual barrier to stop pedestrians from using this direct line of access.

Wayfinding recommendation: wayfinding does not typically promote blocking pathways; however, in addition to signage to direct towards the crosswalks, visual barriers should be erected to reinforce what is a path and what is not.

Identification or destination signs:

Another part of wayfinding is educating visitors about special areas or attractions. Currently there is little or no interpretive or identification signage. Where locations do exist, they are not consistent with each other. As with directional signs, these should have a unified appearance so visitors know what kinds of signs they should be looking for.



Identification signage will help unify and identify landmarks, piers and historical places. Visitors will identify what to “look for” through consistent sign use



Interpretive signs identifying places or destinations should not be placed on signals but rather on their own consistently used sign pole or base.



Signage identifying transit should be consolidated to standardize appearance, location, ease of readability, and sign clutter.

Parking garage identification:

Most visiting vehicular wayfinders will transition to pedestrian wayfinders. By identifying the garages, these branding names (shown below) can be used on wayfinding signs to direct visitors back to each garage. However, not all garages and parking lots in the study area have branding identification. To accurately direct visitors back to garages, each facility or lot should have identification signage.

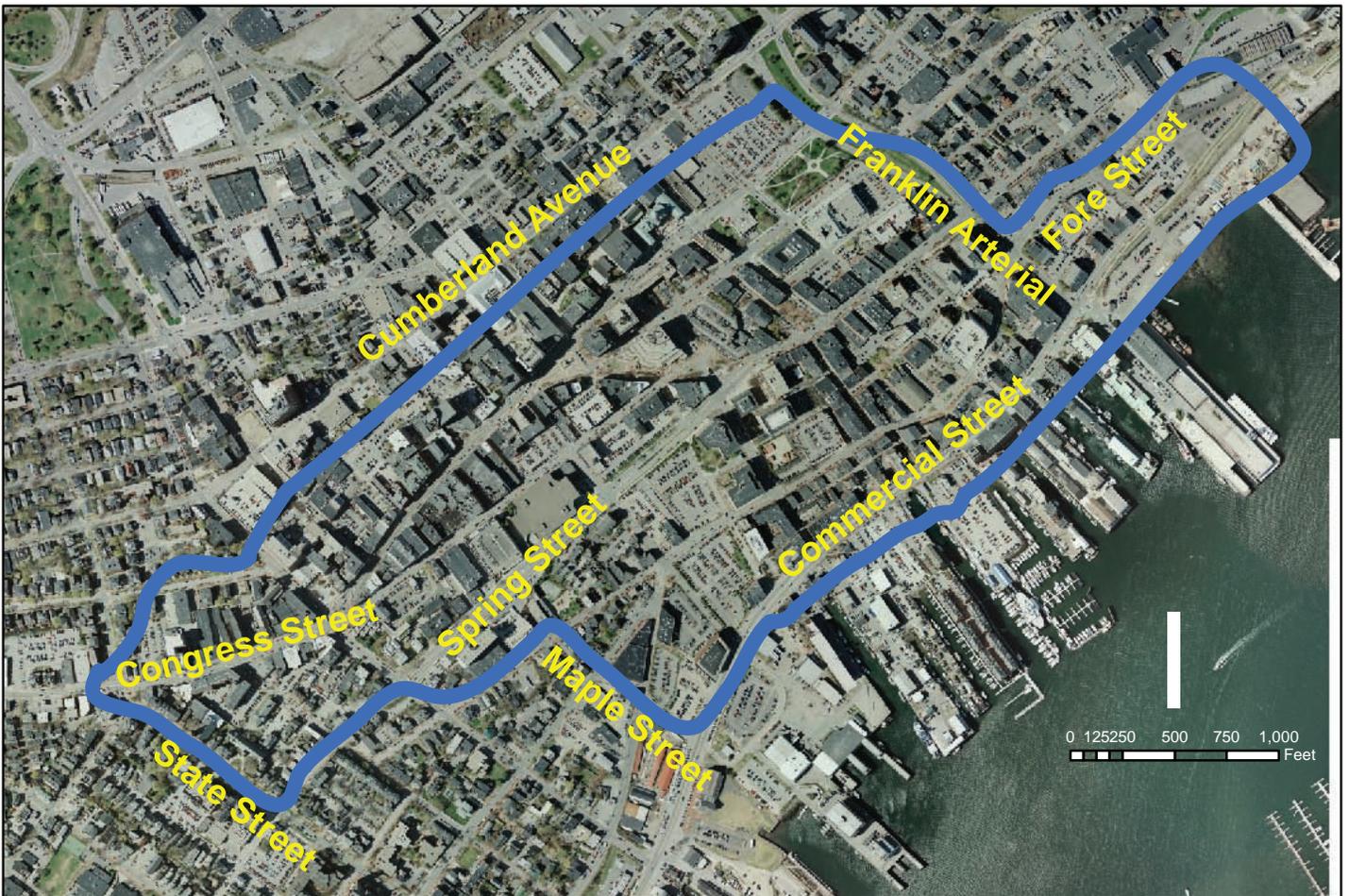


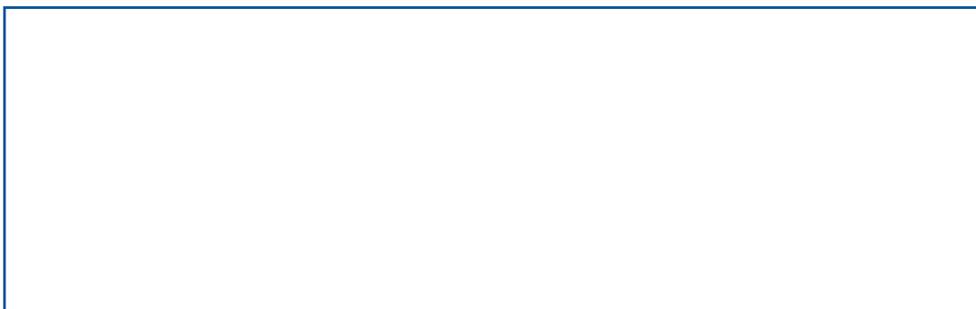
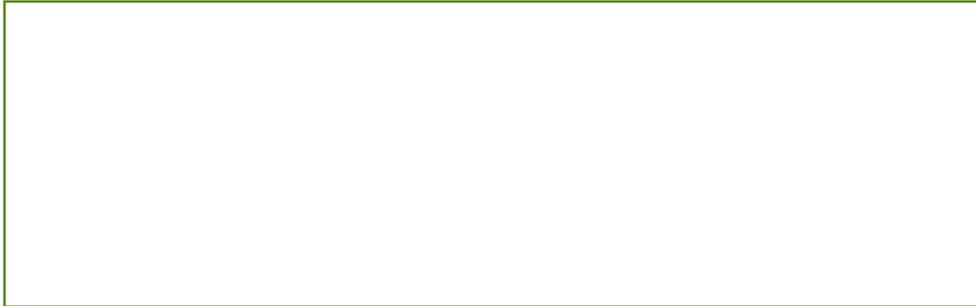
Building and street level signs help to further eliminate the need for more directional signs.



Good identification signs can be seen up and down the sidewalk.

Where is the pedestrian study area?
(no defined study area for vehicular wayfinding)





Pedestrian wayfinding policies - General policies

All wayfinding signage is pursuant to the Code of Ordinances (Rev 3-4-08) as determined by City of Portland, Maine. Chapter 14 Land Use, section 14-366 through section 14-372.5 must be reviewed for the design, placement and maintenance of the signs. Special attention should be given to section 14-368 (e) Signs in the Public Right-of-Way and 14-371 Exemptions, for directional signs, and 14-370.7 (f) Special Sign Types, for directory sign information.

Additionally any signage placed in Pedestrian Activities District (PAD) overlay districts and (PAD) encouragement areas (B-3 zone) are subject to the Downtown Urban Design Guidelines.

Any destinations that do not meet the following criteria, will not be permitted any space for which to advertise or provide direction “to” on a directional sign as a part of the pedestrian directional sign program. Those that do not meet the criteria for inclusion onto the pedestrian directional signs may be eligible for inclusion onto a pedestrian kiosk or directory.

Due to the smaller geographical size of downtown Portland and defined districts within, District names will not be altered in any way to include any sub-district naming, such as “East Arts District or West Waterfront”, etc.

Pedestrian wayfinding criteria - 1.0 General criteria (Inclusions)

The intent of the sign program is to provide a consistent and repetitive information path to a destination through pedestrian directional signs. The Portland area attractions must meet items 1.0.1 to 1.0.6 of the following criteria for considered inclusion into the wayfinding signage program. This criteria is necessary to enforce the limited amount of information that can be physically placed on a sign panel.

- 1.0.1 Any attraction to be included in the wayfinding program, must meet a general requirement of demonstrating an annual attendance of 15,000 + visitors to one (1) or each individual (addressed) facility to be represented on a pedestrian directional sign.
- 1.0.2 An attraction must be able to provide basic needs to the public, such as first floor handicap access.
- 1.0.3 Attractions must maintain, at a minimum, typical 9a.m. - 5p.m. business hours with the exception of non-profit event and performance venues which meet the 15,000 visitors criteria. Additionally, an attraction must be open to the general public for eight consecutive months of the year.
- 1.0.4 An attraction must be located within one of the five designated districts; Arts District, Waterfront District, Old Port District, Government District and Gorham's Corner (TBD), and located within the boundary lines of page 19 (1.6 Districts Diagram).
- 1.0.5 An eligible attraction may only use one (1) primary "name or branded name" to identify itself on a pedestrian directional sign. Any other attractions located within one square block and owned, associated with, or operated by the primary named attraction may be allowed an additional sign panel attraction listing, when it meets the criteria within Section 1.0
- 1.0.6 Have a potential to attract visitors or tourists; residing outside the immediate area and/or large numbers from the immediate area.
- 1.0.7 Public/private higher educational facilities that provide accredited degree programs will be permitted as an attraction on wayfinding signs, wherein they meet a local enrollment requirement of 400 students per year. Public schools with grades K through 12 will not be allowed on any wayfinding signs.
- 1.0.8 City of Portland maintained parks and outdoor public spaces will be considered an attraction, if they offer free public performances, visitor information, art displays, or host free publicly attended and organized events. The parks must be able to accommodate a minimum of 200 visitors within the designated property boundaries as determined by the City of Portland. Each park/public space will be clearly identified with a park name to inform visitors which where they are.

- 1.0.9 Any public trail/greenway and/or bike, path which bisects one or more of the districts and is over 1 mile in length, will be considered an attraction and identified on the pedestrian directional sign system, pursuant to the following conditions: identification and/or directional signage must be in place at the access point to identify the trail/greenway/bike path informing visitors they have located the correct access point. A visitor must be able to clearly distinguish the difference between a trail/greenway/bike path wayfinding program and the City of Portland's wayfinding program to be eligible. [Once a visitor has been guided to the attraction, no further pedestrian directional signs (Portland Wayfinding program) will be used to direct along the trail/greenway/bike path.]
- 1.0.10 Any federal, state, or local publicly owned and operated attractions will be permitted on the pedestrian wayfinding signs, provided they meet all criteria in this section, with exception to immediate emergency services (see 1.2.3 for description).

Pedestrian wayfinding criteria - 1.1 General criteria (Special circumstances inclusion)

1.1.1 Parking Facilities

Though not considered an attraction, public and private parking garages, which can accommodate more than 200 vehicles, will be permitted on the pedestrian directional signs, provided the parking garage is identified by a name or location (ex. ABC Parking or Fifth Ave Garage) and displays identity and posted parking rates. Wherein a parking facility has a preexisting identity sign, which clearly identifies the facility near pedestrian and vehicular entries and exits will not be required to add any additional signage.

1.1.2 Police Department

Due to the central geographic location in the City of Portland, the Police Department will be allowed on pedestrian directional signs in a limited capacity as a tertiary message.

1.1.3 Transportation Facilities

Any public or private mass transportation facility located within the four districts, providing mass transit services to tourists and residents (such as ferry terminals or public transit hubs) for the purpose of this wayfinding program, will be considered an attraction, or having the potential to attract visitors or tourist from outside the immediate area. Seasonal mass transit facilities will be exempt from general criteria item 1.0.3.

Pedestrian wayfinding criteria - 1.2 General criteria (Exclusions)

1.2.1 Historical Landmarks

May be considered a sought-out public destination. These attractions will not be permitted on pedestrian directional signs. These attractions do not meet enough of the attraction criteria to be placed on the limited space signs. However, future consideration has been given to allow these types of destinations to be located and identified in the wayfinding program on kiosks or directories, as long as section 1.0 criteria (within district's boundaries) are met. Historical landmarks should be designated with Identification signage that describes the landmark and is visually associated with the wayfinding program.

1.2.2 Churches and Religious Institutions

May also be considered sought out public destination. These attractions will not be permitted on pedestrian directional signs. These attractions do not meet enough of the attraction criteria to be placed on the limited space signs. However, future consideration has been given to allow these types of destinations to be located and identified in the wayfinding program on kiosks or directories, as long as section 1.0 criteria (within district's boundaries) are met. Churches and religious institutions should be designated with Identification signage that describes the landmark and is visually associated with the wayfinding program.

1.2.3 Immediate Emergency Services

Will not be provided on pedestrian directional signs. Although these are public institutions, they are not considered to be a general public "attraction". Not including these services on pedestrian directional signs, encourages the general public to dial 911 in an emergency situation, rather than trying to "find" the correct emergency service during a time of need. However, future consideration has been given to allow these types of services to be located and identified in the wayfinding program on kiosks or directories, as long as section 1.0 criteria (within district's boundaries) are met. See exceptions (Section 1.1 special circumstances inclusion) for more information.

1.2.4 Seasonal Attractions

Will not be permitted on the pedestrian wayfinding signs due to the year round use of the signs. However, special future consideration will be given to these to allow these types of attractions to be located and identified in the wayfinding program on kiosks or directories, as long as section 1.0 criteria (within district's boundaries) are met.

1.2.5 Public Restrooms

Also falls into the same category of seasonal operation and are also excluded from the pedestrian directional signs. However, if they are open year-round, they may be considered for inclusion into the pedestrian directional sign program as a tertiary message. The locations have also been considered for future wayfinding program kiosk and directory inclusion.

1.2.6 Commercial & Private Venues

Any commercially-operated or private venues are not considered to be public attractions/destinations and will not be permitted on pedestrian directional signs, kiosks, or directories.

Pedestrian wayfinding criteria - 1.3 Definitions

Districts:

A district will be described as an area in which many multiple public destinations and/or attractions are located, with a concentration of businesses and has geographical features and historical business districts (i.e. Munjoy Hill). Districts will be organized by consecutive city blocks and may be organized and named/branded to represent a majority of destinations within the area (i.e. Arts District) or by geographical characteristics of the area (i.e. waterfront). A residential neighborhood will not be considered a district unless it contains all of the above descriptions and meets all criteria factors for attractions.

Public Destinations:

Will be described as an accessible gathering place for the general public. These may be public, semi-public, and private establishments, i.e. parks, libraries, and ferry terminals.

Attractions:

An attraction is a place of interest where residents/tourists frequent, typically for its amusement or business opportunities, inherent or exhibited cultural value, historical significance, and/or natural or constructed aesthetics.

Parks and Public Space:

(1) An area of land set aside that is open daily for public use and physically accessible to all visitors. (2) A piece of land (for the purposes of the Portland Wayfinding System) or landscaped city square, maintained for recreational and ornamental purposes.

Seasonality:

Any destination that operates or is a popular tourist destination for less than eight months of the year.

Major Attractions:

A major attraction for the purposes of the City of Portland Wayfinding Study, must be an attraction that generates a minimum of 75,000 annual visitations.

Regular Attractions:

A regular attraction for the purposes of the City of Portland Wayfinding Study must be an attraction that generates less than 75,000 annual visitations but more than 15,000 annual visitors.

Primary Messages:

A pedestrian directional sign system provides information that guides visitors to districts, parking, or other major concentrated areas. They are also messages used to transition pedestrians to transportation wayfinders.

Secondary Messages:

Provides information that guides visitors to specific major and regular attractions typically making up the bulk of the pedestrian directional messages. Further subdivision by major and regular messages classifies messages that are most useful to a majority of visitors.

Tertiary Messages:

In most cases, are not considered to be major or regular attractions and the attraction may be of limited space, size, or have limited or very specific visitor traffic. Tertiary messages are placed on a sign where space permits, after all relevant primary and secondary messages have been placed on the sign. Due to the limited use of these messages on sign faces, connected information pathways may not be possible. Therefore, they should only be used to inform or direct visitors to nearby attractions.

Pedestrian wayfinding criteria - 1.4 Pedestrian wayfinding sign use

- 1.4.1 **Parking Identification Signs:** Used to identify each parking facility
- 1.4.2 **Pedestrian Directional Signs:** All Approved attractions (section 1.0) are permitted on pedestrian directional signs.
- 1.4.3 **Kiosks/Maps;** A majority of destinations (retail) / parks / emergency services/ seasonal attractions/ historic landmarks/ churches/ public restrooms and parking garages will be located and identified on a kiosk or directory. A directory may contain more than one map with associated listings.
- 1.4.4 **Enhanced Banner and Flag Program:** Used around the perimeter to identify each district and throughout the primary pathways of each district. These can be used to promote seasonal events as well.
- 1.4.5 **Destination Identity Signs;** Used to indicate districts, parks and public spaces, trails/ greenways/bike paths, and historical landmarks

Pedestrian wayfinding criteria - 1.5 Pedestrian wayfinding sign descriptions

Parking Identification Signs

Signs are placed at the primary entrance(s) to public parking lots/garages to identify them to the visiting public. These signs can be repetitive in a generic design sense, or these can be designed to identify the lots as an extension of the brand image of the city. Each garage must have a separate identity so that each parking facility is identifiable by name or image on a directory or wayfinding sign. All parking garages/lots must have an identity sign at each primary entrance displaying the universal parking symbol "P".

Pedestrian Directional Signs

Must be carefully located and oriented so that they are not used by drivers, who may interpret them for hard-to-read vehicular sign due to the smaller text sizes. The directional signs should be used to guide visitors along an intended path and not placed arbitrarily to "point to things". Where used and where possible, they should be located in such a way that visual sightlines are not diverted from one sign to the next. Though it may not be readable, visitors will recognize the next sign they approach. Approved attractions (section 1.0) are permitted on pedestrian directional signs.

Kiosks/Maps

Are located at pedestrian egress points of parking lots, throughout the public core and at the beginning and ending points of a specific pathway. They help pedestrians orient and locate themselves within an area, which becomes a starting point for visitors to map out their own pathways. These signs should also be located throughout the city to help visitors continually find their way. Approved "destinations" in each district are labeled on the map and may also be provided as an alphabetical listing below with an alphanumeric code so they can be located on the map grid. A majority of destinations/ parks / emergency services/ seasonal attractions/ historic landmarks/ churches/ public restrooms and parking garages will be located and identified on a kiosk or directory. A directory may contain more than one map with associated listings.

Enhanced Banners and Flags Program

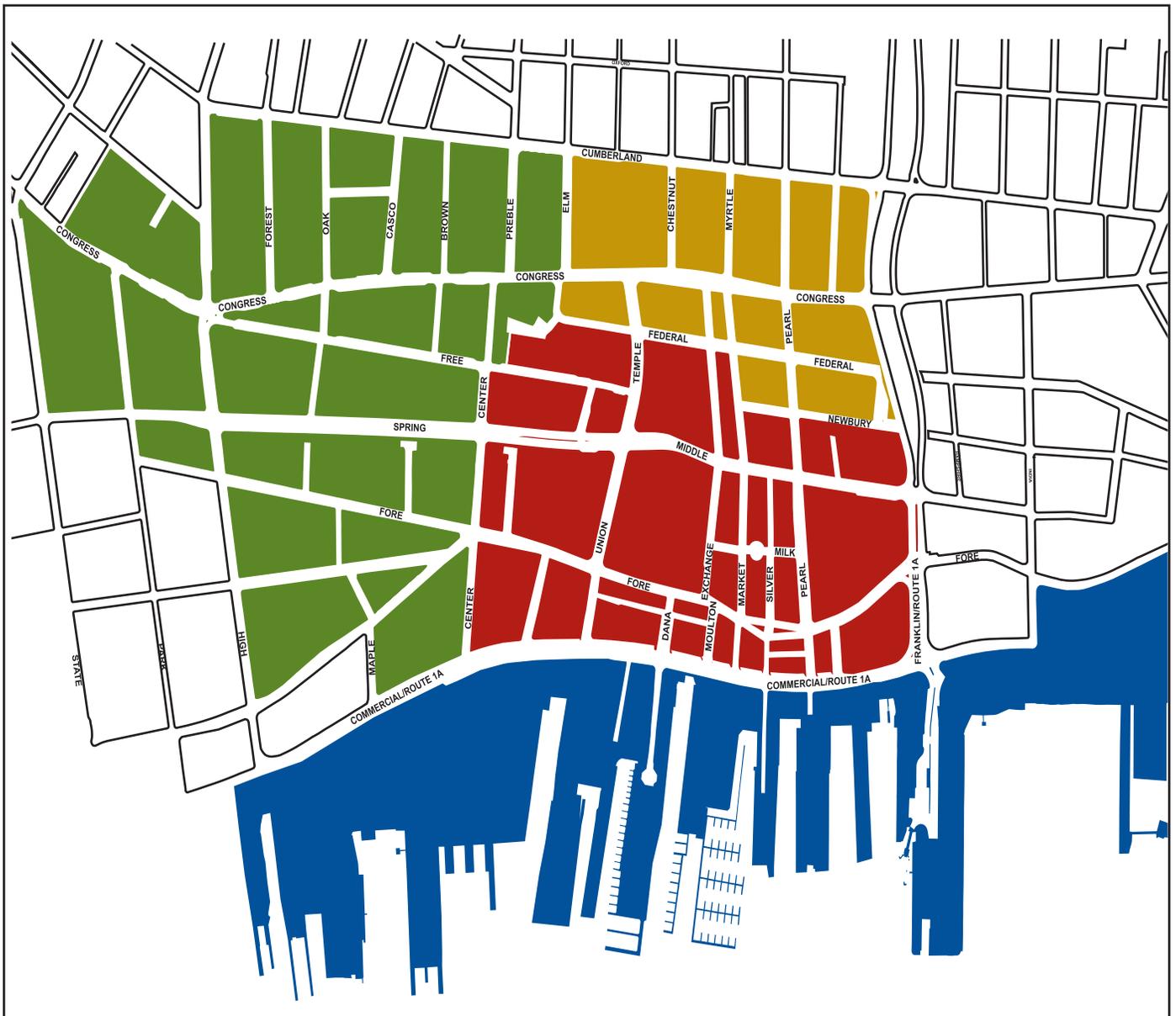
Act as a visual clues for visitors (without using directional signs) showing them that more can be found by following a colorful banner program. Pedestrians are educated to understand that such a program would not lead them to encounter a residential area or an area that is of no particular importance to them. Like striped lanes on a road, the banners must be relatively close for this concept to work. If they are spaced too far apart they may look like a solitary banner, which indicates nothing of importance to visitors. Additionally, these are used to enhance the branding image of each district's image, marketing, or slogans, and even advertising may be included on these signs.

Destination Identity Signs

This wayfinding sign or substituted banner is placed in front of or at the entrance to districts/parks/trails to let visitors know they have arrived. These signs will be oriented perpendicular to the road and sidewalk so they are readily visible to drivers and pedestrians.

Pedestrian wayfinding criteria - 1.6 Districts diagram

1. **ARTS DISTRICT**
2. **GOVERNMENT DISTRICT**
3. **OLD PORT DISTRICT**
4. **WATERFRONT DISTRICT**
5. Gorham's Corner (TBD)



Pedestrian wayfinding criteria - 1.7 Attractions

Districts (inclusions 1.0.4)

Old Port District
Arts District
Waterfront District
Government District
Gorham's Corner (TBD)

Government Facilities (inclusions 1.0.10)

City Hall: Portland City Hall
Public Library: Portland Public Library
Courthouse: Cumberland County Courthouse

Municipal Venues (inclusions 1.0.10)

Civic Center: Cumberland County Civic Center
Portland Stage
Merrill Auditorium

Non-Profit Destinations (inclusions 1.0.1-1.0.6)

Childrens Museum: Children's Museum of Maine
Museum of Art: Portland Museum of Art
Wadsworth Longfellow House/Historical Society
Space (art) Gallery

Transportation Facilities (inclusions 1.1.3)

Casco Bay Ferry
Ocean Gateway
Metro

Parking Facilities (inclusions 1.1.1)

Gateway Parking Garage
Monument Square Parking Garage
Elm Street Parking Garage
Top of the Old Port Parking Lot
Free Street Parking Lot
Spring Street Parking Garage
One City Center Parking Garage
Midtown Parking Lot
Temple Street Parking Garage
Cumberland County Parking Garage
Fore Street Parking Garage
Custom House Square Parking Garage
Casco Bay Garage

Parks & Outdoor Public Spaces (inclusions 1.0.7)

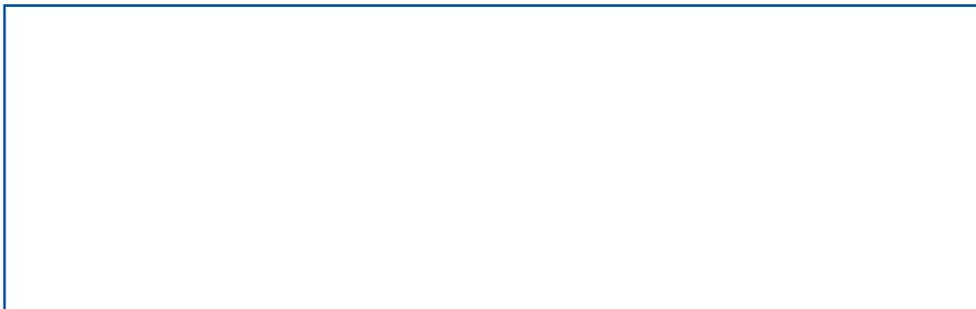
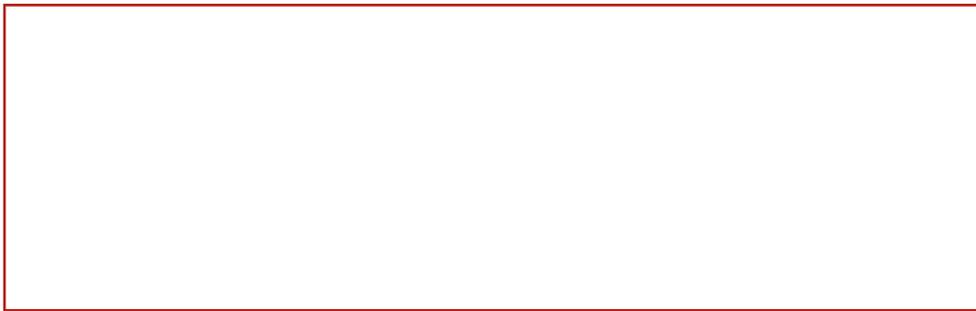
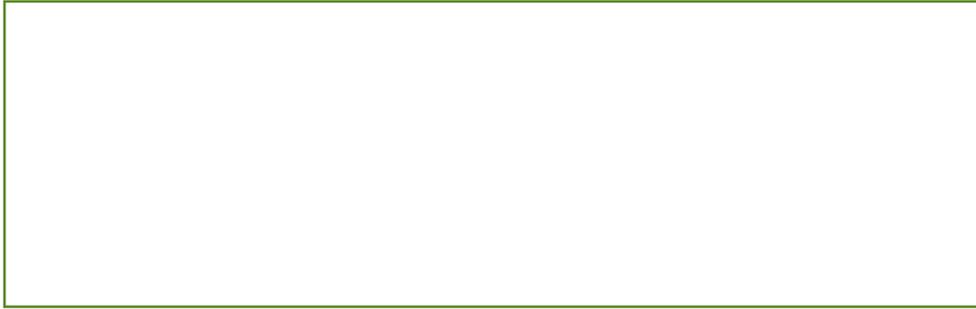
Tommys Park
Monument Square
Congress Square
Longfellow Square
Lobstermans Park
Post Office Park
Lincoln Square

Higher Education (inclusions 1.0.7)

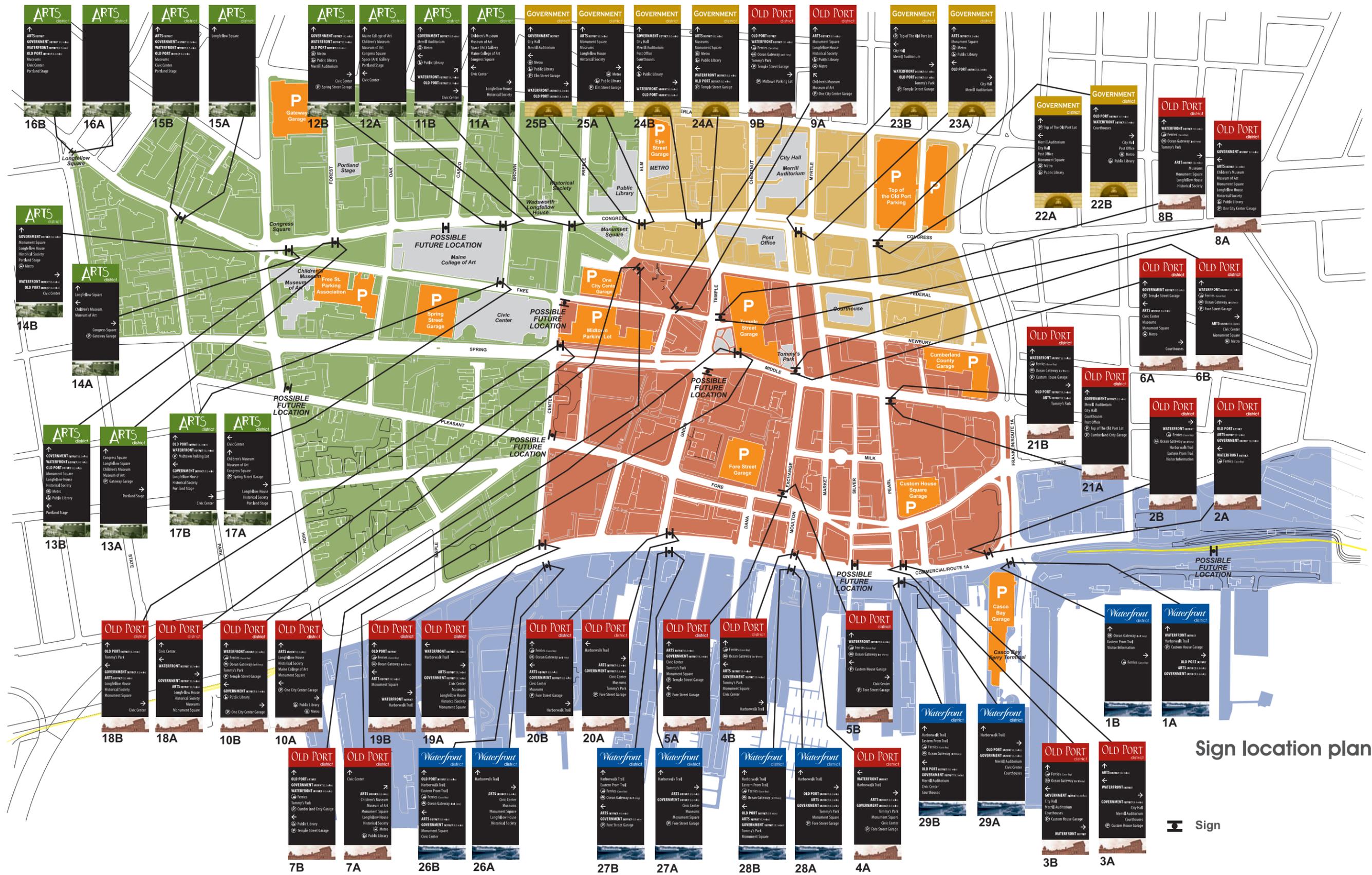
Maine College of Art

Walking/Biking Trails (inclusions 1.0.9)

Eastern Prom Trail
Harborwalk Trail







^ WATERFRONT DISTRICT
^ Harborwalk Trail
^ Custom House Garage
OLD PORT DISTRICT >
ARTS DISTRICT >
GOVERNMENT DISTRICT >

1A

^ Ocean Gateway (Int'l Ferry)
^ Eastern Prom Trail
^ Visitor Information
Ferries (Casco Bay) >

1B

^ OLD PORT DISTRICT
^ ARTS DISTRICT
^ GOVERNMENT DISTRICT
< WATERFRONT DISTRICT
< Ferries (Casco Bay)

2A

WATERFRONT DISTRICT >
Ferries (Casco Bay) >
Ocean Gateway (Int'l Ferry) >
Harborwalk Trail >
Eastern Prom Trail >
Visitor Information >

2B

^ ARTS DISTRICT
< WATERFRONT DISTRICT
GOVERNMENT DISTRICT >
City Hall >
Merrill Auditorium >
Courthouses >
Custom House Garage >

3A

^ Ferries (Casco Bay)
^ Ocean Gateway (Int'l Ferry)
< GOVERNMENT DISTRICT
< City Hall
< Merrill Auditorium
< Courthouses
< Custom House Garage
WATERFRONT DISTRICT >

3B

< WATERFRONT DISTRICT
< Harborwalk Trail
ARTS DISTRICT >
GOVERNMENT DISTRICT >
Tommy's Park >
Monument Square >
Civic Center >
Fore Street Garage >

4A

^ Ferries (Casco Bay)
^ Ocean Gateway (Int'l Ferry)
< ARTS DISTRICT
< GOVERNMENT DISTRICT
< Tommy's Park
< Monument Square
< Civic Center
Harborwalk Trail >

4B

NOTE:
A/B REPRESENTS THE SIDE OF THE SIGN FACE SHOWN ON PAGE 22 SIGN LOCATION PLAN.

Sign message schedule

^ ARTS DISTRICT
^ GOVERNMENT DISTRICT
^ Civic Center
^ Tommy's Park
^ Monument Square
^ Temple Street Garage
< Fore Street Garage

5A

^ WATERFRONT DISTRICT
^ Ferries (Casco Bay)
^ Ocean Gateway (Int'l Ferry)
< Custom House Garage
Civic Center >
Fore Street Garage >

5B

^ GOVERNMENT DISTRICT
^ Temple Street Garage
< ARTS DISTRICT
< Civic Center
< Museums
< Monument Square
< Metro
Courthouses >

6A

^ WATERFRONT DISTRICT
^ Ferries (Casco Bay)
^ Ocean Gateway (Int'l Ferry)
^ Fore Street Garage
ARTS DISTRICT >
Civic Center >
Monument Square >
Metro >

6B

^ Civic Center
ARTS DISTRICT ↗
Children's Museum ↗
Museum of Art ↗
Monument Square ↗
Longfellow House ↗
Historical Society ↗
Metro ↗
Public Library ↗

7A

^ WATERFRONT DISTRICT
^ OLD PORT DISTRICT
^ GOVERNMENT DISTRICT
^ Ferries
^ Tommy's Park
^ Cumberland Cnty Garage
< Temple Street Garage
< Public Library

7B

^ GOVERNMENT DISTRICT
< ARTS DISTRICT
< Children's Museum
< Museum of Art
< Monument Square
< Longfellow House
< Historical Society
< Public Library
< One City Center Garage

8A

^ WATERFRONT DISTRICT
^ Ferries (Casco Bay)
^ Ocean Gateway (Int'l Ferry)
^ Tommy's Park
ARTS DISTRICT >
Museums >
Monument Square >
Longfellow House >
Historical Society >

8B

NOTE:
A/B REPRESENTS THE SIDE OF THE SIGN FACE SHOWN ON PAGE 22 SIGN LOCATION PLAN.

Sign message schedule

^ ARTS DISTRICT
^ Monument Square
^ Longfellow House
^ Historical Society
^ Public Library
^ Metro
┌ Children's Museum
┌ Museum of Art
┌ One City Center Garage

9A

^ OLD PORT DISTRICT
^ WATERFRONT DISTRICT
^ Ferries (Casco Bay)
^ Ocean Gateway (Int'l Ferry)
^ Tommy's Park
^ Temple Street Garage
Midtown Parking Lot >

9B

^ ARTS DISTRICT
^ Longfellow House
^ Historical Society
^ Maine College of Art
^ Monument Square
< One City Center Garage
Public Library >
Metro >

10A

^ WATERFRONT DISTRICT
^ Ferries (Casco Bay)
^ Ocean Gateway (Int'l Ferry)
^ Tommy's Park
^ Temple Street Garage
< GOVERNMENT DISTRICT
< Public Library
One City Center Garage >

10B

^ Children's Museum
^ Museum of Art
^ Space (Art) Gallery
^ Maine College of Art
^ Congress Square
< Civic Center
Longfellow House >
Historical Society >

11A

^ GOVERNMENT DISTRICT
^ City Hall
^ Merrill Auditorium
^ Metro
< Public Library
WATERFRONT DISTRICT ↗
OLD PORT DISTRICT ↗
Civic Center >

11B

^ Maine College of Art
^ Children's Museum
^ Museum of Art
^ Congress Square
^ Space (Art) Gallery
^ Portland Stage
< Civic Center

12A

^ GOVERNMENT DISTRICT
^ WATERFRONT DISTRICT
^ OLD PORT DISTRICT
^ Metro
^ Public Library
^ Merrill Auditorium
Civic Center >
Spring Street Garage >

12B

NOTE:
A/B REPRESENTS THE SIDE OF THE SIGN FACE SHOWN ON PAGE 22 SIGN LOCATION PLAN.

Sign message schedule

^ Congress Square
^ Longfellow Square
^ Children's Museum
^ Museum of Art
^ Gateway Garage
Portland Stage >

13A

^ GOVERNMENT DISTRICT
^ WATERFRONT DISTRICT
^ OLD PORT DISTRICT
^ Monument Square
^ Longfellow House
^ Historical Society
^ Metro
^ Public Library
< Portland Stage

13B

^ Longfellow Square
< Children's Museum
< Museum of Art
Congress Square >
Gateway Parking >

14A

^ GOVERNMENT DISTRICT
^ Monument Square
^ Longfellow House
^ Historical Society
^ Metro
^ Portland Stage
WATERFRONT DISTRICT ↙
OLD PORT DISTRICT ↙
Civic Center ↙

14B

^ Longfellow Square

15A

^ ARTS DISTRICT
^ GOVERNMENT DISTRICT
^ WATERFRONT DISTRICT
^ OLD PORT DISTRICT
^ Museums
^ Civic Center
^ Portland Stage

15B

16A

^ ARTS DISTRICT
^ GOVERNMENT DISTRICT
^ WATERFRONT DISTRICT
^ OLD PORT DISTRICT
^ Museums
^ Civic Center
^ Portland Stage

16B

NOTE:
A/B REPRESENTS THE SIDE OF THE SIGN FACE SHOWN ON PAGE 22 SIGN LOCATION PLAN.

Sign message schedule

◀ Civic Center
^ Children's Museum
^ Museum of Art
^ Congress Square
^ Spring Street Garage
Longfellow House >
Historical Society >
Portland Stage >

17A

^ OLD PORT DISTRICT
^ WATERFRONT DISTRICT
^ Midtown Parking Lot
◀ GOVERNMENT DISTRICT
◀ Longfellow House
◀ Historical Society
◀ Portland Stage
Civic Center >

17B

^ Civic Center
◀ WATERFRONT DISTRICT
GOVERNMENT DISTRICT >
ARTS DISTRICT >
Longfellow House >
Historical Society >
Museums >
Monument Square >

18A

^ OLD PORT DISTRICT
^ Tommy's Park
◀ GOVERNMENT DISTRICT
◀ ARTS DISTRICT
◀ Longfellow House
◀ Historical Society
◀ Monument Square
Civic Center >

18B

◀ WATERFRONT DISTRICT
◀ Harborwalk Trail
ARTS DISTRICT >
GOVERNMENT DISTRICT >
Civic Center >
Museums >
Longfellow House >
Historical Society >
Monument Square >

19A

^ OLD PORT DISTRICT
^ Ferries (Casco Bay)
^ Ocean Gateway (Int'l Ferry)
◀ ARTS DISTRICT
◀ Monument Square
WATERFRONT DISTRICT >
Harborwalk Trail >

19B

◀ Harborwalk Trail
ARTS DISTRICT >
GOVERNMENT DISTRICT >
Civic Center >
Museums >
Tommy's Park >
Fore Street Garage >

20A

^ Ferries (Casco Bay)
^ Ocean Gateway (Int'l Ferry)
◀ ARTS DISTRICT
◀ GOVERNMENT DISTRICT
◀ Civic Center
◀ Museums
◀ Fore Street Garage
Harborwalk Trail >

20B

NOTE:
A/B REPRESENTS THE SIDE OF THE SIGN FACE SHOWN ON PAGE 22 SIGN LOCATION PLAN.

Sign message schedule

^ GOVERNMENT DISTRICT
^ Merrill Auditorium
^ City Hall
^ Courthouses
^ Post Office
^ Top of The Old Port Lot
^ Cumberland Cnty Garage

21A

^ WATERFRONT DISTRICT
^ Ferries (Casco Bay)
^ Ocean Gateway (Int'l Ferry)
^ Custom House Garage
OLD PORT DISTRICT >
ARTS DISTRICT >
Tommy's Park >

21B

^ Top of The Old Port Lot
< Merrill Auditorium
< City Hall
< Post Office
< Monument Square
< Metro
< Public Library

22A

^ OLD PORT DISTRICT
^ WATERFRONT DISTRICT
^ Courthouses
City Hall >
Post Office >
Metro >
Public Library >

22B

^ ARTS DISTRICT
^ Monument Square
^ Metro
^ Public Library
< OLD PORT DISTRICT
City Hall >
Merrill Auditorium >

23A

^ Top of The Old Port Lot
< City Hall
< Merrill Auditorium
WATERFRONT DISTRICT >
OLD PORT DISTRICT >
Tommy's Park >
Temple Street Garage >

23B

^ ARTS DISTRICT
^ Museums
^ Monument Square
^ Metro
^ Public Library
< WATERFRONT DISTRICT
< OLD PORT DISTRICT
< Temple Street Garage

24A

^ GOVERNMENT DISTRICT
^ City Hall
^ Merrill Auditorium
^ Post Office
^ Courthouses
< Public Library
WATERFRONT DISTRICT >
OLD PORT DISTRICT >

24B

NOTE:
A/B REPRESENTS THE SIDE OF THE SIGN FACE SHOWN ON PAGE 22 SIGN LOCATION PLAN.

Sign message schedule

^ ARTS DISTRICT
^ Monument Square
^ Museums
^ Longfellow House
^ Historical Society
Metro >
Public Library >
Elm Street Garage >

25A

^ GOVERNMENT DISTRICT
^ City Hall
^ Merrill Auditorium
< Metro
< Public Library
< Elm Street Garage
WATERFRONT DISTRICT >
OLD PORT DISTRICT >

25B

^ Harborwalk Trail
ARTS DISTRICT >
Civic Center >
Museums >
Monument Square >
Longfellow House >
Historical Society >

26A

^ OLD PORT DISTRICT
^ Harborwalk Trail
^ Eastern Prom Trail
^ Ferries (Casco Bay)
^ Ocean Gateway (Int'l Ferry)
< ARTS DISTRICT
< GOVERNMENT DISTRICT
< Monument Square
< Civic Center

26B

^ Harborwalk Trail
ARTS DISTRICT >
GOVERNMENT DISTRICT >
Civic Center >
Museums >
Monument Square >
Fore Street Garage >

27A

^ Harborwalk Trail
^ Eastern Prom Trail
^ Ferries (Casco Bay)
^ Ocean Gateway (Int'l Ferry)
< ARTS DISTRICT
< GOVERNMENT DISTRICT
< Fore Street Garage

27B

^ Harborwalk Trail
OLD PORT DISTRICT >
ARTS DISTRICT >
GOVERNMENT DISTRICT >
Tommy's Park >
Monument Square >
Fore Street Garage >

28A

^ Harborwalk Trail
^ Eastern Prom Trail
^ Ferries (Casco Bay)
^ Ocean Gateway (Int'l Ferry)
< OLD PORT DISTRICT
< ARTS DISTRICT
< GOVERNMENT DISTRICT
< Tommy's Park
< Monument Square

28B

NOTE:
A/B REPRESENTS THE SIDE OF THE SIGN FACE SHOWN ON PAGE 22 SIGN LOCATION PLAN.

Sign message schedule

^ Harborwalk Trail
OLD PORT DISTRICT >
GOVERNMENT DISTRICT >
Merrill Auditorium >
Civic Center >
Courthouses >

29A

^ Harborwalk Trail
^ Eastern Prom Trail
^ Ferries (Casco Bay)
^ Ocean Gateway (Int'l Ferry)
< OLD PORT DISTRICT
< GOVERNMENT DISTRICT
< Merrill Auditorium
< Civic Center
< Courthouses

29B

NOTE:
A/B REPRESENTS THE SIDE OF THE SIGN FACE SHOWN ON PAGE 22 SIGN LOCATION PLAN.

Sign message schedule

Sign face layouts

ARTS district

↑
GOVERNMENT DISTRICT (0.2 miles)
Merrill Auditorium
Metro
←
Public Library

↗
WATERFRONT DISTRICT (0.3 miles)
OLD PORT DISTRICT (0.1 miles)

→
Civic Center

Color: PMS 576
Header Font: Saint Vitus

OLD PORT district

↑
WATERFRONT DISTRICT (0.1 miles)
Ferries (Casco Bay)
Ocean Gateway (Int'l Ferry)
P Fore Street Garage

→
ARTS DISTRICT (0.3 miles)
Civic Center
Monument Square
Metro

Color: PMS 484
Header Font: Pompeii

Waterfront district

↑
Harborwalk Trail
Eastern Prom Trail
Ferries (Casco Bay)
Ocean Gateway (Int'l Ferry)

←
OLD PORT DISTRICT (0.3 miles)
ARTS DISTRICT (0.3 miles)
GOVERNMENT DISTRICT (0.3 miles)
Tommy's Park
Monument Square

Color: PMS 287
Header Font: Beurre

GOVERNMENT district

↑
ARTS DISTRICT (0.2 miles)
Monument Square
Metro
Public Library

←
OLD PORT DISTRICT (0.2 miles)

→
City Hall
Merrill Auditorium

Color: PMS 125
Header Font: Copperplate

Sign face specifications



Graphic Panel

Message Panel

SIGN PANELS:**MESSAGE PANEL:**

0.375" ALUMINUM MESSAGE PANEL RAISED .5" FROM BASE SIGN PANEL TO INCORPORATE TEXT DIRECTIONAL AREA.

BACKGROUND:

3M SCOTCHCAL 7725-22 OPAQUE MATTE BLACK FILM MESSAGE BACKGROUND ONLY.

TEXT & ARROWS:

3M SCOTCHCAL 7725-20 OPAQUE MATTE WHITE VINYL

PROTECTIVE OVERLAMINATE:

3M SCOTCHCAL 8912 ES HIGH GLOSS GRAFFITI-RESISTANT OVERLAMINATE.

GRAPHIC PANEL:

.25" THK ALUMINUM GRAPHIC PANEL.

.375" HOLES DRILLED APPROPRIATELY TO ACCOMMODATE MOUNTING HARDWARE, MESSAGE PANEL INSERTION, AND BE HIDDEN BY MESSAGE PANEL WHEN INSTALLED.

COLORS:**HEADER PANEL:**

GOVERNMENT DISTRICT - MATCH PMS 125C

ARTS DISTRICT - MATCH PMS 576C

OLD PORT DISTRICT - MATCH PMS 484C

WATERFRONT DISTRICT - MATCH PMS 287C

CENTER PANEL:

3M SCOTCHCAL 7725-22 OPAQUE MATTE BLACK FILM MESSAGE BACKGROUND ONLY.

BOTTOM PANEL:

CUSTOM VINYL COLORS - FULL COLOR PMS MATCH MUTOH PRINTER - 2010 MATERIAL.

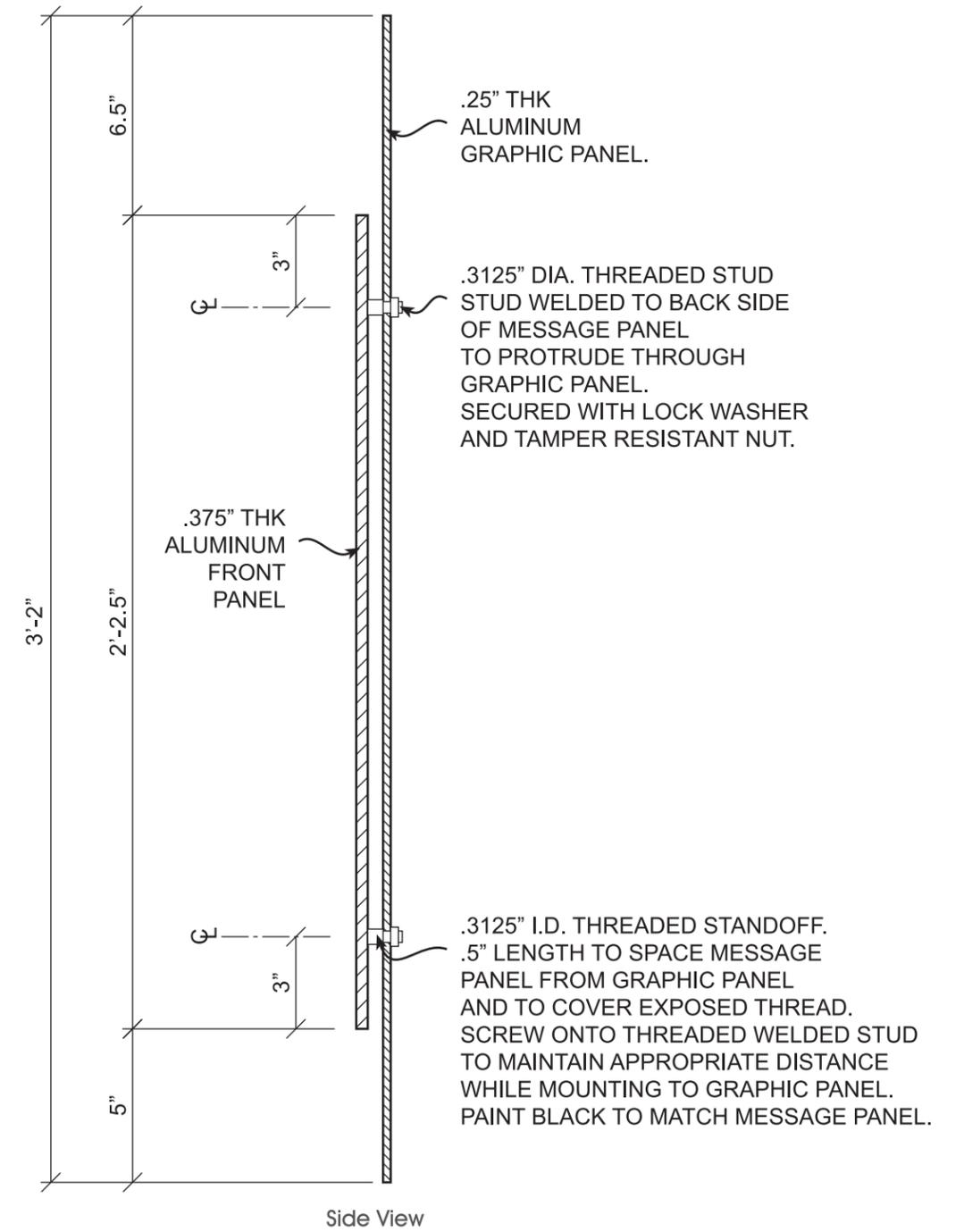
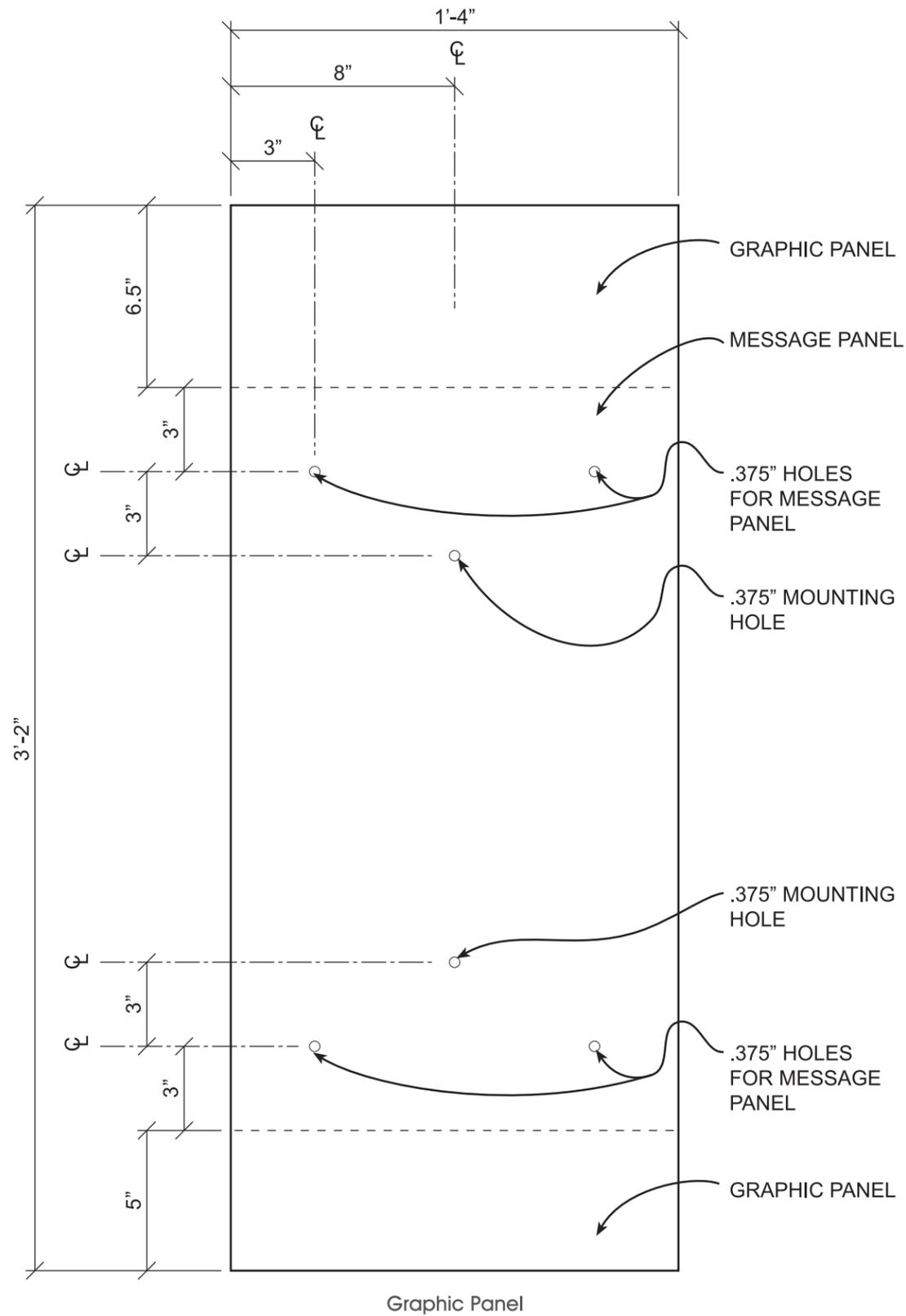
PROTECTIVE OVERLAMINATE:

3M SCOTCHCAL 8912 ES HIGH GLOSS GRAFFITI-RESISTANT OVERLAMINATE.

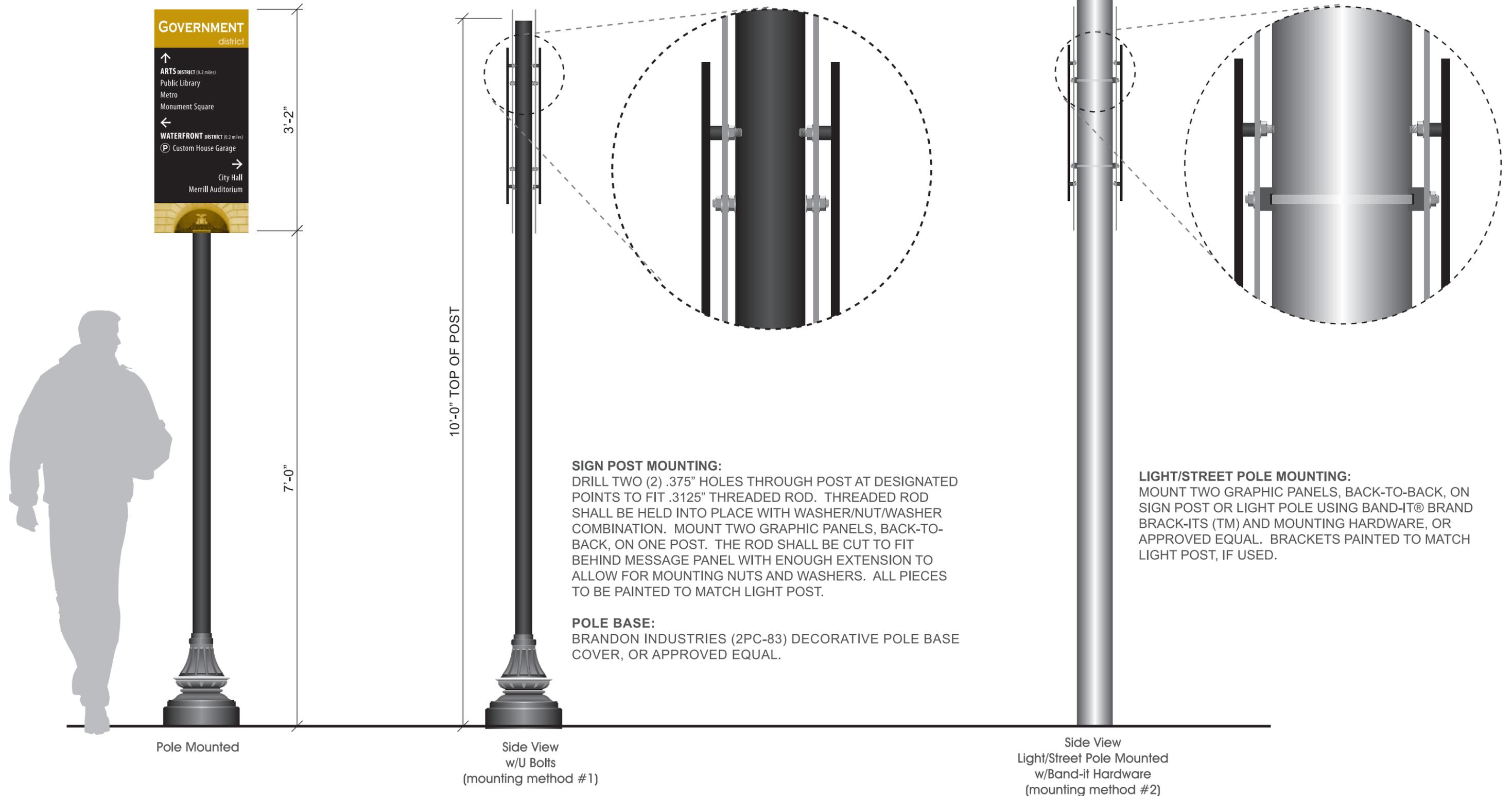
POST:

3" DIA. STEEL POST PAINTED BLACK WITH BLACK DECORATIVE BASE COVER.

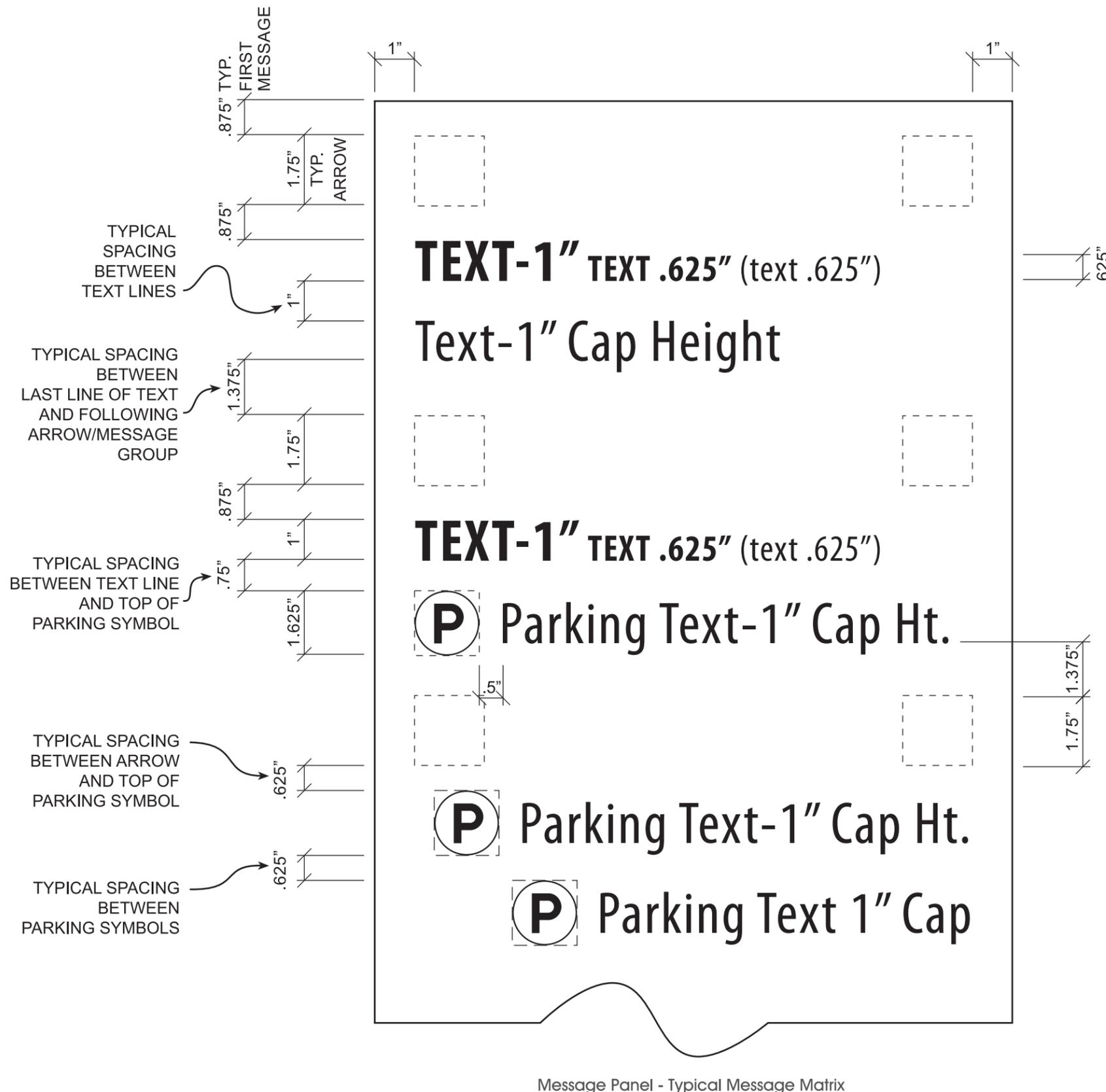
Sign face details



Sign mounting



Message layout



TEXT:

ALL DIRECTIONAL TEXT IS 1" HIGH, WITH EXCEPTION OF THE DISTANCE INDICATORS, WHICH ARE .625" CH.

CAP HEIGHTS:

DISTRICT NAMES AND THE WORD "DISTRICT" ARE THE ONLY CASE WHERE ALL CAPS APPLY. ALL OTHER DIRECTIONAL TEXT SHALL HAVE A CAPITALIZED FIRST LETTER OF EACH WORD ONLY.

MESSAGE SPACING:

THE VERTICAL DISTANCE BETWEEN DIRECTIONAL MESSAGES (WITHOUT A SYMBOL) SHALL ALWAYS BE 1".

ARROW ALIGNMENT:

ARROWS SHALL BE JUSTIFIED LEFT FOR STRAIGHT AHEAD, LEFT ANGLE AND LEFT TURN. ARROWS INDICATING RIGHT ANGLE OR RIGHT SHALL ALWAYS BE JUSTIFIED TO THE RIGHT SIDE OF THE SIGN. SEE DRAWING FOR GENERIC HORIZONTAL AND VERTICAL SPACING.

THE TOP ARROW FIELD SHALL ALWAYS BE POSITIONED .875" DOWN FROM THE TOP OF THE SIGN PANEL, AND INSET 1" FROM EITHER EDGE OF THE SIGN PANEL.

SUBSEQUENT ARROW FIELDS USED ON THE SIGN WILL BE LOCATED 1.375" DOWN FROM THE BASELINE OF THE MESSAGE LOCATED DIRECTLY ABOVE.

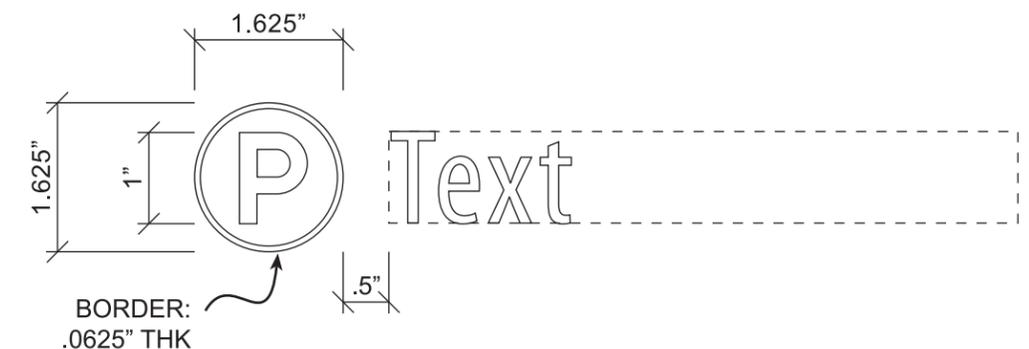
PARKING SYMBOLS AND DIRECTIONAL MESSAGES:

THE SYMBOLS ARE 1.625" DIAMETER CIRCLE, THE LETTER "P" IS 1" IN HEIGHT. THE "P" IS LOCATED ON THE SAME BASELINE AS THE DIRECTIONAL TEXT. THE SYMBOL SHALL ALWAYS BE POSITIONED IN FRONT, OR ON THE LEFT SIDE, AND ON THE SAME LINE OF THE TEXT IT DESCRIBES. THE SPACING BETWEEN THE TEXT AND THE SYMBOL SHALL ALWAYS BE .5".

ALL DIRECTIONAL PARKING MESSAGES WITH SYMBOLS SHALL BE LOCATED ON THE BOTTOM LINES OF THE "DIRECTION" GROUPING, DUE TO THE SPACING OF THE SYMBOL.

AMOUNT OF MESSAGES:

BASED ON THE AMOUNT OF DIRECTIONS PER SIGN, THE AMOUNT OF MESSAGES WILL VARY. WHILE ADHERING TO THE SPACING STANDARDS, THE AMOUNT OF MESSAGES CAN BE CALCULATED BY THE NUMBER OF DIRECTIONS PER SIGN.



Graphic specifications

TEXT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890&.,:;'"?#\$*

Myriad Pro Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&.,:;'"?#\$*

Myriad Pro Condensed Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890&.,:;'"?#\$*

Avant Garde BT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890&.,:;'"?#\$

Saint Vitus (Arts District header text)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890&.,:;'"?#\$*

Pompeii (Old Port District header text)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
*1234567890&.,:;'"?#\$**

Beurre (Waterfront District header text)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&.,:;'"?#\$*

Copperplate stretched (Government District header text)



ARTS DISTRICT HEADER
 Bkgd color: PMS 576
 Main Text: Saint Vitus
 Secondary Text:
 Avant Garde BT



ARTS DISTRICT GRAPHIC IDENTIFICATION
 Photoshop duotone based on PMS 576



OLD PORT DISTRICT HEADER
 Bkgd color: PMS 484
 Main Text: Pompeii
 Secondary Text:
 Avant Garde BT



OLD PORT DISTRICT GRAPHIC IDENTIFICATION
 Photoshop duotone based on PMS 484



WATERFRONT DISTRICT HEADER
 Bkgd color: PMS 287
 Main Text: Beurre
 Secondary Text:
 Avant Garde BT



WATERFRONT DISTRICT GRAPHIC IDENTIFICATION
 Photoshop duotone based on PMS 287



GOVERNMENT DISTRICT HEADER
 Bkgd color: PMS 125
 Main Text: Copperplate
 Secondary Text:
 Avant Garde BT



GOVERNMENT DISTRICT GRAPHIC IDENTIFICATION
 Photoshop duotone based on PMS 125

DIRECTIONAL ARROW



SYMBOLS



Ferries (Casco Bay)



Ferries (Int'l Ferry)



Library



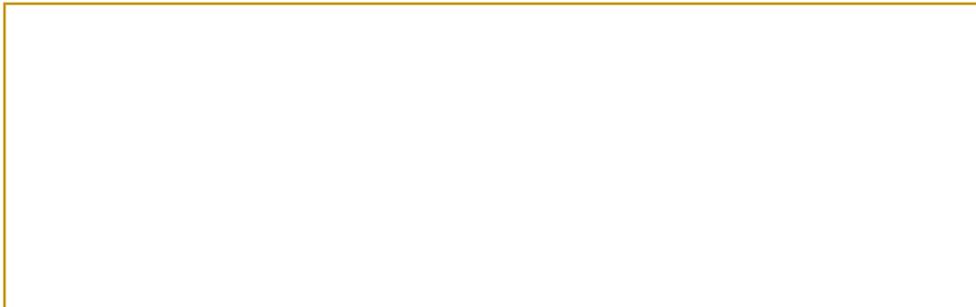
Parking (lots & garages)



METRO Buses

COLOR SPECIFICATIONS

	Film (opaque)	Matthews Acrylic Paint (MAP)	PMS Print or Paint
MATTE BLACK	3M 7725-22	-	Black
MATTE WHITE	3M 7725-20	-	White
ARTS DISTRICT	Custom 3M color	MP13531	576C
OLD PORT DISTRICT	Custom 3M color	MP08843	484C
WATERFRONT DISTRICT	Custom 3M color	MP10147	287C
GOVERNMENT DISTRICT	Custom 3M color	MP06916	125C



Vehicular wayfinding policies - General policies

All wayfinding signage is pursuant to the Code of Ordinances (Rev 3-4-08) as determined by City of Portland, Maine. Chapter 14 Land Use, section 14-366 through section 14-372.5 must be reviewed for the design, placement and maintenance of the signs. Special attention should be given to section 14-368 (e) Signs in the Public Right-of-Way.

Additionally, any signage placed in Pedestrian Activities District (PAD) overlay districts and (PAD) encouragement areas (B-3 zone) is subject to the Downtown Urban Design Guidelines.

Placement of signs may require additional reviews by Districts and review committees, not a part of, or included in the pedestrian wayfinding study area.

All vehicular signs must be reviewed and approved by the City of Portland prior to any fabrication process.

Any destinations that do not meet the City of Portland's vehicular criteria will not be permitted any space for which to advertise or provide direction "to" on a directional sign as a part of the vehicular wayfinding sign program. Those that do not meet the criteria for inclusion onto the vehicular directional signs, may be eligible for inclusion on a pedestrian kiosk or directories located near parking lots and facilities.

Vehicular wayfinding criteria - 2.0 General criteria (Inclusions)

The intent of the sign program is to provide a consistent and repetitive information path to a destination through the use of vehicular directional signs. The Portland area attractions must meet items 2.0.1 to 2.0.8 of the following criteria to be considered for inclusion into the vehicular wayfinding signage program. This criteria is necessary to enforce the limited amount of information that can be physically placed on a sign panel.

First level vehicular signs will direct motorists to districts or zones. Second level signs will direct motorists to specific attractions in Districts or zones. Third level or trailblazer signs will be used to direct to an attraction with parking, within the zone/district and within one mile of the attraction or parking lot/facility.

- 2.0.1 All attractions that meet eligibility requirements will be permitted for inclusion on second level signs and trailblazer signs.
- 2.0.2 Any attraction to be included in the vehicular wayfinding program must meet a general requirement by demonstrating an annual visitor attendance numbers for each individually addressed facility to be represented on a vehicular directional sign. (See page 43 for sign type description and associated attendance numbers)
- 2.0.3 An attraction must be able to provide basic needs to the public such as: first floor handicap access.
- 2.0.4 Attractions must maintain, at a minimum, typical 9 a.m. -5 p.m. business hours, with the exception of non-profit event and performance/sporting event venues that meet the major attraction and regular attraction visitor criteria (See page 2.3 definitions). Additionally, an attraction must be open to the general public for eight consecutive months of the year.
- 2.0.5 An attraction should be located within a named zone or district. Where no district name exists, the attraction may be considered a special case and will be subject to review by the City of Portland based on location or proximity to a named district and/or a planned or existing vehicular sign location.
- 2.0.6 An eligible attraction may only use one (1) primary "name or brand name" to identify itself on a vehicular directional sign and will be subject to the use of the designated fonts allowed on the sign face.
- 2.0.7 An attraction must have a potential to attract visitors or tourists residing outside the immediate area and/or large numbers from the immediate area.
- 2.0.8 Public/private higher educational facilities that provide accredited degree programs will be permitted as an attraction on wayfinding signs, wherein they meet a local enrollment requirement of 400 students per year. Public schools with grades K through 12 will not be allowed on any Portland area wayfinding signs

2.0.9 City of Portland maintained parks and outdoor public spaces will be considered an attraction if they offer free public performances, visitor information, art displays, or host free publicly-attended and organized events. The parks must be able to accommodate a minimum of 200 visitors within the designated property boundaries as determined by the City of Portland.

2.0.10 Any federal, state, or local publicly-owned and operated attraction will be permitted on the vehicular wayfinding signs, provided they meet the all criteria in this section with exception to immediate emergency services, see 2.2.4 for description.

Vehicular wayfinding criteria - 2.1 General criteria

(Special circumstances inclusion)

2.1.1 Parking Facilities

Though not considered an attraction, public and private parking garages, which can accommodate more than 200 vehicles, will be permitted on the vehicular directional signs within a zone or district, provided the parking garage is identified by a name or international symbol for parking "P" (ex. ABC Parking or Fifth Ave Garage) and posted parking rates. A parking facility that has a preexisting identity sign, which clearly identifies the facility near vehicular entries and exits, will not be required to add any additional signage.

2.1.2 Transportation Facilities

Any public or private mass transportation facility located within the four districts, providing mass transit services to tourists and residents (such as ferry terminals or public transit hubs) for the purpose of this wayfinding program, will be considered an attraction, or having the potential to attract visitors or tourist from outside the immediate area. Seasonal mass transit facilities will be exempt from item 2.0.3.

2.1.3 Police Department

Due to the central geographic location in the City of Portland, the Police Department will be allowed on vehicular directional signs in a limited capacity as a third level message.

2.1.4 Sports and Entertainment Venues

To accommodate those attractions that are major attractions within a zone or district such as the Civic Center, or those that may not lie within one of the identified zones or districts such as the minor league baseball park, directional information to these attractions may be included on first level vehicular directional signage. However, such messages should be limited to those roadways that provide a direct route to such attractions and meet the requirements in section 2.0. Additionally, sporting facilities may only indicate the name of the stadium or facility. In no case will any teams or users of the facilities be included on a sign.

Vehicular wayfinding criteria - 2.2 General criteria (Exclusions)

2.2.1 Trails/Greenways

Due to the lengths and various access points, public trail/greenway and/or bike paths will not be permitted on vehicular directional signs. It should be assumed that if a vehicular wayfinder is looking for a trail/bike path, the area the trail/path is located in should be within a zone or district. However, future consideration has been given to allow these types of destinations to be placed on interpretive signage, which describes the path or trail and is visually associated with the wayfinding program.

2.2.2 Historical Landmarks

Although considered a public destination, these attractions will not be permitted on vehicular directional signs. These attractions do not meet enough of the attraction criteria to be placed on the limited space signs. However, future consideration has been given to allowing these types of destinations to be placed on interpretive signage, which describes the landmark and is visually associated with the wayfinding program.

2.2.3 Churches and Religious Institutions

Although considered to be a public destination, these attractions will not be permitted on vehicular directional signs. These attractions do not meet enough of the attraction criteria to be placed on the limited space signs. However future consideration has been given to allowing these types of destinations to be placed on interpretive signage, which describes the landmark and is visually associated with the wayfinding program.

2.2.4 Immediate Emergency Services (Hospitals)

Directional signage to hospitals should not be included on any vehicular directional signage that is part of the Portland Wayfinding Signage System. Directional signage for hospitals is more widely recognized by the general public as the regulatory style white on blue "H" with directional arrow. Although these are public institutions, they are not considered to be a general public "attraction". Additionally, vehicular standards should be adhered to as determined by the Federal Highway Administration Manual for Uniform Traffic Control Devices (MUTCD Standards).

2.2.5 Seasonal Attractions

Will not be permitted on the vehicular wayfinding signs due to the year round use of the signs. However, special future consideration will be given to these to allow these types of attractions to be located and identified in the pedestrian wayfinding program on kiosks or directories, as long as section 1.0 (within district's boundaries) criteria are met.

2.2.6 Commercial & Private Venues

Any commercially-operated or private venues are not considered to be public attractions/destinations and therefore, will not be permitted on any vehicular wayfinding signs.

Vehicular wayfinding criteria - 2.3 Definitions

Zones/Districts:

A district will be described as an area; in which many multiple public destinations and/or attractions are located, with a concentration of businesses, and has geographical features and historical business districts (i.e. Munjoy Hill). Districts will be organized by consecutive city blocks and may be organized and named/branded to represent a majority of destinations within the area (i.e. Arts District) or by geographical characteristics of the area (i.e. Waterfront). A residential neighborhood will not be considered a district unless it contains all of the above descriptions and meets all criteria factors for attractions.

Public Destinations:

Will be described as an accessible gathering place for the general public. These may be public, semi public, and private establishments, i.e. parks, libraries, and ferry terminals.

Attractions:

An attraction is a place of interest where residents/tourists frequent, typically for amusement or business opportunities, inherent or exhibited cultural value, historical significance and/or natural or constructed aesthetics.

Parks and Public Space:

(1) An area of land set aside that will be open daily for public use and physically accessible to all visitors. (2) A piece of land (for the purposes of the Portland Wayfinding System), or a landscaped city square, maintained for recreational and ornamental purposes.

Seasonality:

Any destination that operates or is a popular tourist destination for less than eight months of the year.

Major Attractions:

A major attraction for the purpose of the City of Portland Wayfinding Study must be an attraction that generates a minimum of 100,000 annual visitations.

Regular Attractions:

A regular attraction for the purpose of the City of Portland Wayfinding Study must be an attraction that generates less than 15,000 annual visitations but more than 15,000 annual visitors.

Primary Messages:

In a vehicular directional sign system, information is needed to guide visitors to districts or parking. They are also messages used to transition vehicular wayfinders to pedestrian wayfinders.

Secondary Messages:

This is information that guides visitors to specific major and regular attractions typically

making up the bulk of the vehicular directional messages. Further subdivision by major and regular messages clarifies which messages are most useful to a majority of visitors.

Tertiary Messages: In most cases, these messages are not considered to be major or regular attractions, and the attraction may be of limited space, size, or have limited or very specific visitor traffic. Tertiary messages are placed on a sign where space permits after all relevant primary and secondary messages have been placed on the sign. Due to the limited use of these messages on sign faces, connected information pathways may not be possible. Therefore, they should only be used to inform or direct visitors to nearby attractions.

Vehicular wayfinding criteria - 2.4 Vehicular wayfinding sign use

- 2.4.1 **Primary Gateway Signage:** This sign type is used to serve the dual purpose of introducing the motorist to the wayfinding area and to the wayfinding system.
- 2.4.2 **First Level Vehicular Directional Signage:** This sign type is used to provide directional information to the motorist beginning at the primary gateway sign.
- 2.4.3 **Secondary Gateway Signage:** This sign type is used to identify and introduce a motorist to a zone or district that is included in the Portland Wayfinding Signage System.
- 2.4.4 **Second Level Vehicular Directional Signage:** This sign type is used to provide directional information to the motorist beginning at the secondary gateway sign.
- 2.4.5 **Parking Identification Signage:** This sign type serves to prominently identify surface and garage parking opportunities to the motorist within each zone or district.
- 2.4.6 **Third Level or Trailblazer Signage:** This sign is used to provide directional information to one attraction and is located within one mile of the facility and inside the zone or district in which the attraction is located. This sign is used to eliminate the use of larger signs in local areas.

Vehicular wayfinding criteria - 2.5 Vehicular wayfinding sign descriptions

Primary Gateway Sign:

These signs will be located at the outermost borders of the wayfinding area at gateways to all roadways that are designated as vehicular wayfinding routes. Messaging will be limited to an introduction such as “Welcome to Portland”, and marketing tagline and messaging directing the motorist to follow vehicular directional signage. Graphics will incorporate the overall thematic and branding/local identity elements of the Portland Wayfinding Signage System.

Primary Vehicular Directional Signage:

These signs are to be strategically located on all roadways that are designated as vehicular wayfinding routes to provide driving directions to zones or districts. Messaging will consist of directional information and directional arrows directing motorists to zones or districts. An attraction not located in recognized zones or districts may be represented on primary vehicular directional signage if it is a public facility such as a stadium or park and attracts 100,000 visitors or more per year. Graphics will incorporate the overall thematic and branding/local identity elements of the Portland wayfinding signage system. The number of messages on each first level vehicular directional sign should be limited to a maximum of three messages on roadways with a speed limit of 35 mph or higher and four messages on roadways with a speed limit of 35 mph or lower to provide a safe level of functionality for the motorist.

Secondary Gateway Sign:

These signs will be located at the borders of the zone or district at all roadway entry points to the district that are served by the first level vehicular directional signage. Messaging will include zone or district identification and may include vehicular directional information, as necessary.

Where used on this sign type, vehicular directional messaging is to be limited to attractions within the identified zone or district. Graphics will incorporate the overall thematic and branding/local identity elements of the Portland wayfinding signage system as well as identity/branding elements for the zone or district identified on each secondary gateway sign.

Secondary Level Vehicular Directional Signage:

These signs are to be strategically located on all roadways that are designated as circulation routes within each zone or district to provide driving directions to attractions within each zone or district. Care must be taken to coordinate locations for second level vehicular directional signage with the pedestrian wayfinding signage to insure that vehicular directional signage and pedestrian wayfinding signage do not cause confusion for the motorist. Messaging will consist of directional information and directional arrows directing motorists to attractions, including parking facilities within zones or districts. An attraction may be represented on secondary vehicular directional signage only if it attracts 15,000 plus visitors to one (1) or each individually addressed facility and meets with all other qualifications as described in the pedestrian wayfinding criteria, section 1.0 General Criteria (inclusions). In addition, messaging directing motorists to a neighboring district which is accessible from a designated route within a zone or district, may be incorporated as secondary messages. Graphics will incorporate the overall thematic and branding/local identity elements of the Portland wayfinding signage system. The number of messages on each second level vehicular directional sign should be limited to a maximum of five since the speed limit within each zone or district is below 35 mph. Messages included on second level

vehicular directional signs are to be limited to primary and secondary messages as identified in the Portland wayfinding signage criteria.

Trailblazer Signs:

These signs are primarily used as supplemental directional signs to secondary directional signs, on secondary and tertiary streets, to direct wayfinders to one attraction. Trailblazing signs can be used to direct vehicular wayfinders to either a singular attraction or a parking facility. Both signs will utilize the district colors of the district the sign is located in. The use of district colors on the signs educates and reaffirms to drivers that they are still in the general district area and they can trust that these signs are an interconnected part of the overall Portland Wayfinding Program. (See page 48 for district color use areas)

Trailblazing signs may be used in “special case” situations where no primary or secondary wayfinding signs exist within a district to direct to an attraction. These signs should however be linked to a district. Parking signs may be used outside of defined districts, where no vehicular directional wayfinding signs exist to direct to parking, in this case the symbol field will be standard parking blue with the international “P” symbol in white. As the vehicular wayfinding system expands, any existing signs should be updated to reflect the new district color.

Parking Identification Signage:

It is preferred that parking directional information not be included on first or second level vehicular directional signage to allow for the greatest opportunity to include directional information to zones or attractions on these signs. Parking identification sign messaging will include the name of the facility such as “Fourth Street Parking Garage” and should include graphics to incorporate the overall thematic and branding/local identity elements of the Portland Wayfinding Signage System, assuming both publicly and privately owned facilities agree to become part of the Portland Wayfinding Signage System. All parking garages/lots must have an identity sign at each primary entrance displaying the universal parking symbol “P”. In addition, a secondary sign displaying parking rates, as charged by each individual facility, is to be posted in a area where it may be read by a motorist prior to entering the facility.



Pedestrian wayfinding program

Upon acceptance of the final pedestrian policies and criteria and graphic standards developed in Section 2, the next step will be the actual implementation of the pedestrian wayfinding component of the system. This will require the undertaking of two phases: construction document development and construction phase services.

Phase 1

Construction document development is the process of creating full fabrication and mounting detail drawings, materials and process specifications, final message schedules, and the sign location plan to be used for permitting and utility clearance checks. These documents will provide guidance in materials to be used, how signs are to be fabricated, decorated, and mounted, as well as where to install them.

The advantage of developing construction documents is that it allows the City to evaluate if it is an appropriate project for the City sign shop or if it is better suited for a private contractor. If it is decided that procuring bids from contractors is the best method for implementation, these documents will serve as the basis for bidding and insure an “apples and apples” basis for bid evaluation.

Step 1

Fabrication and Mounting Detail Drawings

These drawings are considered to be the record set of drawings given to the sign vendor containing the physical parts and sizes of elements used on the signs, how the signs are mounted to the posts, post erection specifications, all materials to be used, and the process for building and installing the signs. In turn, the sign vendor will create shop drawings that are used in-house to fabricate the signs. The sign vendor will be responsible for signed and sealed shop drawings (by local engineer) prior to any fabrication. The shop drawings provide checks and balances to ensure that the design intent has been maintained and that the signs are built and installed per local codes.

Step 2

Estimate Sign Costs

Once the fabrication details have been finalized, the City should have the sign package released for competitive bidding. This should provide a range of costs, which the City can compare with their own sign shop and then decide whether to develop in-house or not (some part/aspect or all of the signs). The City should request that the costs be broken down into parts of a sign (as the pedestrian signs are all built the same way.) If the City decides to fabricate a certain aspect of the sign, that should be coordinated with the final bid costs provided by the sign vendors. Additionally, sign mock-ups should be included in the overall costs.

Step 3

Sign Mock-up Materials

Providing full scale mock-ups of each sign type (in this case one sign from each of the four districts) will eliminate potential complications, as well as provides the opportunity to make refinements to the signs before a mass production is implemented and paid for. The mock-ups should be based on a actual sign location in the program and a part of the earliest phasing,so that, the sign can be installed in the final program. Additionally and occasionally sign mock-ups offer a final opportunity to “value engineer” the signs, depending on the estimated costs provided by the sign vendor. Once the mock-ups have been provided, the sign vendor should supply an updated cost estimate based on any mock-up changes.

Steps 4 & 5

Sign Message Schedule and Sign Location Plans

A final sign location plan and message schedule should be developed based on physical site reviews/right-of-way issues/utility checks, master planing coordination, upcoming construction or landscaping changes, etc. All sign locations should be checked at one time regardless of whether a phased implementation program is put into place. Once these locations have been determined, the message schedule directional arrows and/or new messages should reflect any movement of the sign during the site review.

Sign Phasing

While the most efficient way to implement a signage program is to have all the signs made and installed at once, this is not always practical. Therefore, it is best to determine where a segment of signs or information pathways can be installed and added to at a later date. The drawback to phasing is providing limited message information on the signs. If the signs do not provide direction to a destination, they can not guide a visitor all the way to that destination. The first phase of signs will have to be updated once the second phase of signs is installed, as will the second the third, and so on, as the information reaches further distances. It may be possible to predetermine what signs may or may not have information removed during the phasing process. When determining signage implementation, a timeline should be developed to install the entire wayfinding program. The timeline should take into account low visitor seasons, seasonal access to sites, time to fabricate signs, etc.,.

Phase 2

Construction phase services include assisting the City in evaluating the capabilities of the City sign shop as they apply to this project. If it is determined that bids from contractors will be solicited, assisting with pre-screening potential bidders, the bid process, and evaluation of bids received can be provided as a service.

Additional construction phase services include development of final reproducible electronic art for production, shop drawing and sample submittal reviews, assistance with permitting and sign location utility clearance checks, and final inspection of the manufactured and installed system.

Supplemental wayfinding programs

In addition to the primary sign types included in the Portland Wayfinding Signage System, supplemental sign types providing information that is not necessarily directional in nature and content will be needed to provide a fully comprehensive system. The supplementary category of sign types shall consist of the following components:

Banners:

This sign type may be used as a supplement to the pedestrian and vehicular wayfinding sign types as an aid to identifying zones or districts or destinations within each zone or district while creating a festive and inviting atmosphere. A banner program can also offer opportunities for destinations within a zone or district that are not included in the wayfinding signage programs such as tertiary destinations to be identified in a manner consistent with the wayfinding system. A banner program can also be used as a funding vehicle, at least to the level of being self-supporting by selling the right to have a destination identified by a banner or selling and including sponsorship panels as part of a banner. Graphics shall incorporate the overall thematic and branding/local identity elements of the Portland Wayfinding Signage System. Due to the less durable nature of banner products, this sign type should not be used to provide directional information to motorists or pedestrians. The loss of a banner that includes directional information or its functionality to weather or vandalism would create a gap in the directional information message chain.

Interpretive Signage:

This sign type will be used to provide information to pedestrians about attractions of particular interest, such as historical destinations or public art installations. This sign type shall be located at each attraction designated to receive such a sign and shall be placed in a conspicuous location that does not impede pedestrian circulation or views of the attraction itself. Information provided in the message section of the sign can include the historic significance at a historical attraction or artist and artwork information at public art installations. The design and graphics shall incorporate the overall thematic and branding/local identity elements of the Portland Wayfinding Signage System. Interpretive signage also offers the opportunity to sell sponsorships to support this component of the system.

Bus Stop Signage:

This sign type will be used to consolidate the signs provided at all year-round and seasonal bus stops to create a cohesive program for bus stop identification and service information signs. Due to the fact that public bus service will be identified on strategically located kiosks that are part of the Portland Wayfinding Signage System, providing identification and informational signage that has the same graphic characteristics as the other sign types in the system, will serve to aid the public in locating and accessing public bus services.

Conceptual wayfinding sign family

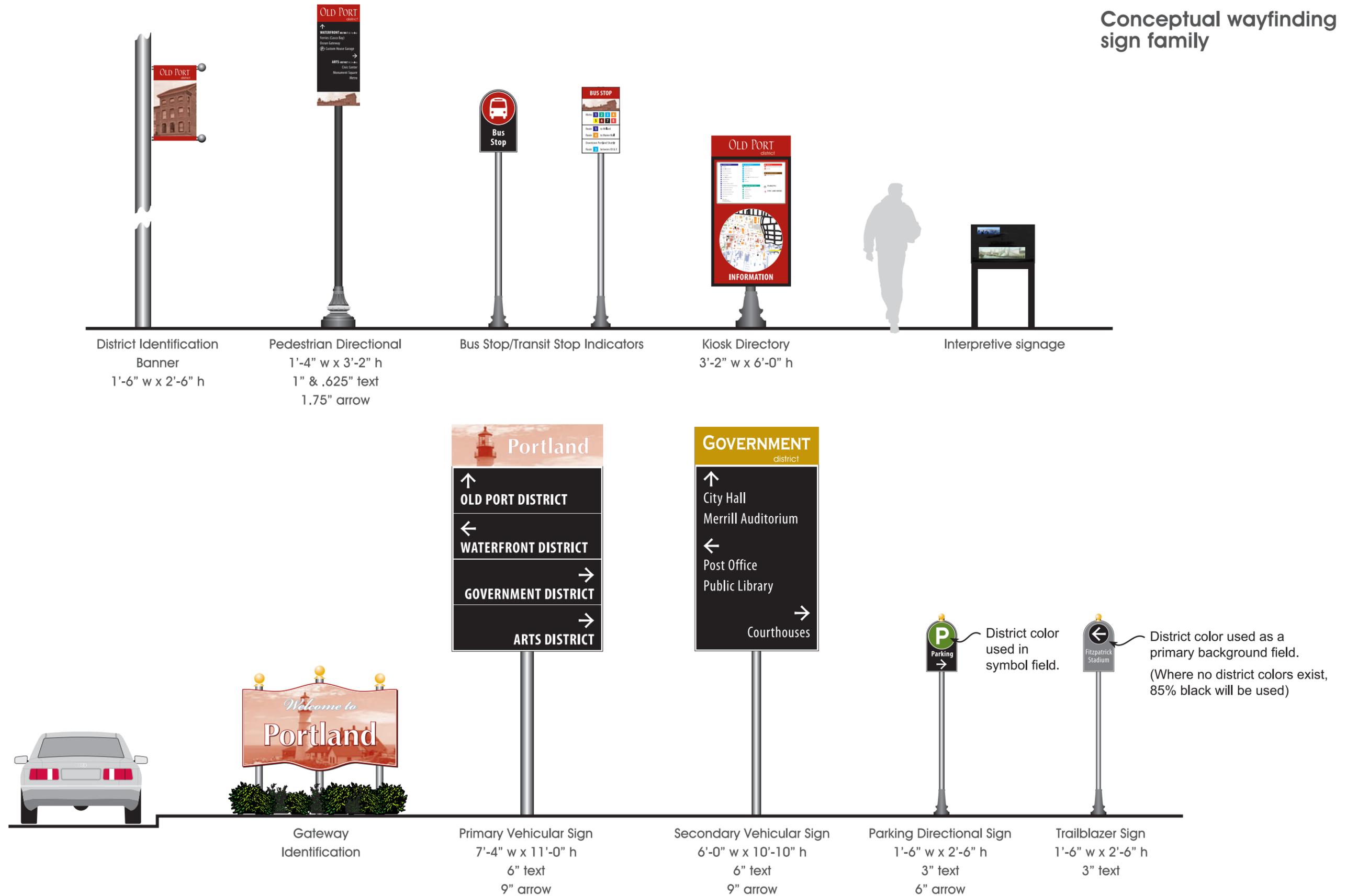


Photo Survey of Primary Circulation Route

(Primary circulation route between Casco Bay Ferry and Longfellow Square)



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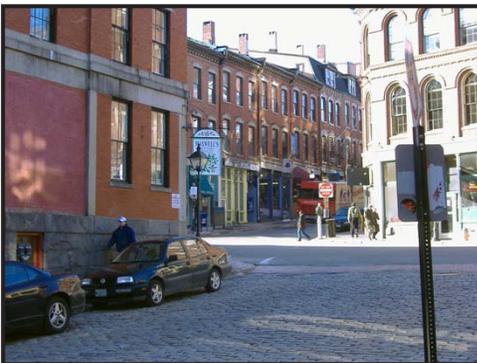
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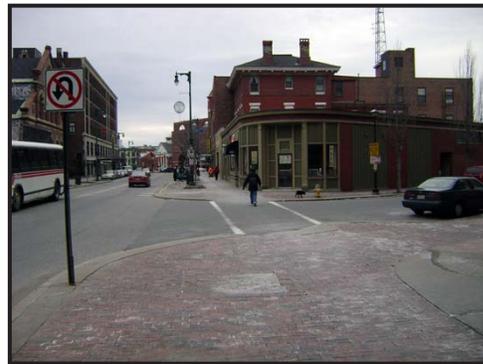
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