

BOOTHBAY PENINSULA
MAINE

Regional Wayfinding System > 31 January 2018

Concept Design 2.2

System Typology + *Sign Counts*

Sign Location Plan *Revised*



EXPERIENTIAL DESIGN
Gamble Design LLC
154 Maplewood Avenue
Portsmouth NH 03801
📞 603.427.1300

PARTICIPANT TOWNS
Edgecomb
Boothbay
Boothbay Harbor
Southport

PROJECT PHASE
Concept Design 2.1
Regional Wayfinding System
Boothbay Peninsula
31 January 2018

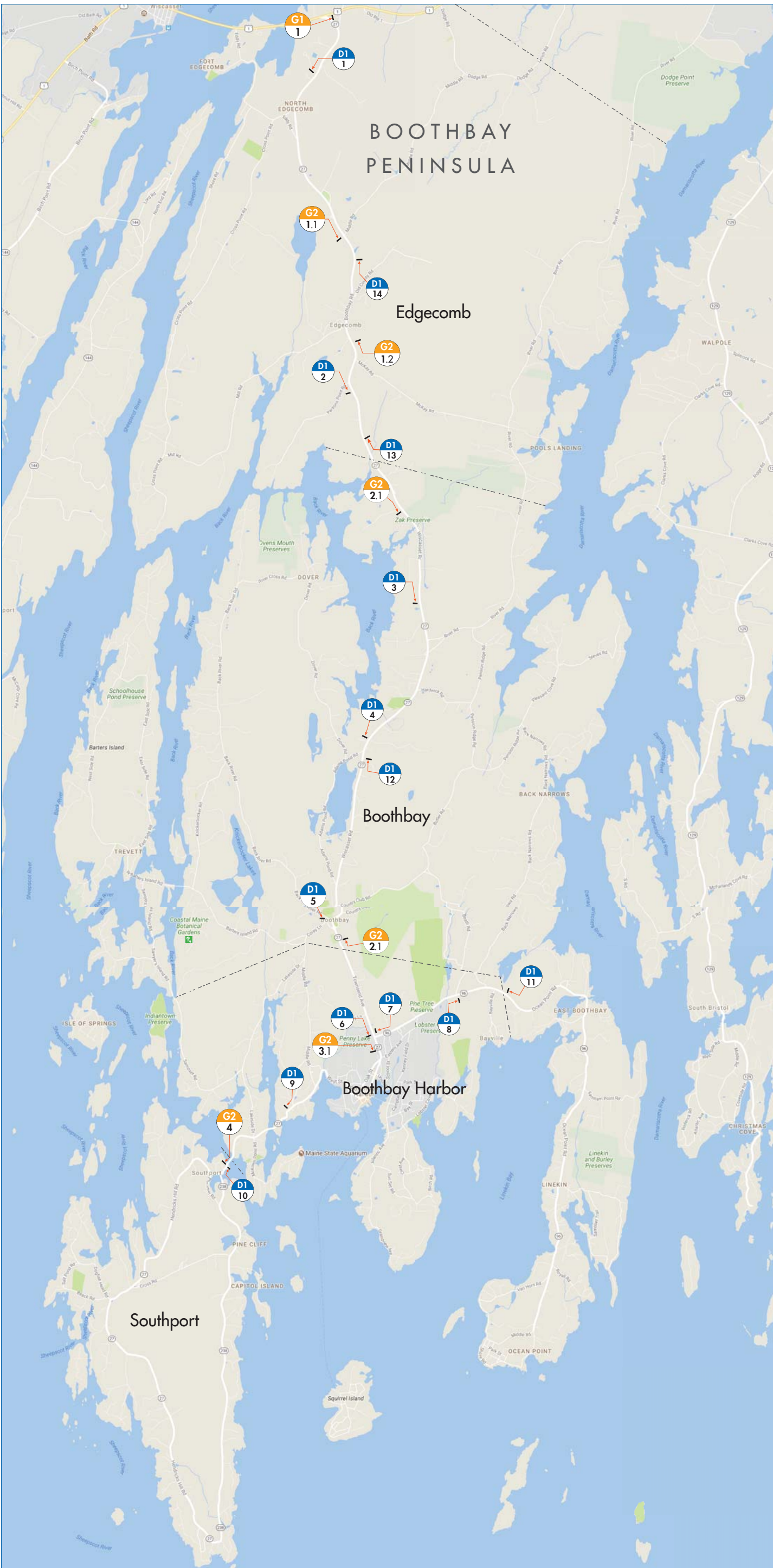
SIGN PLAN KEY

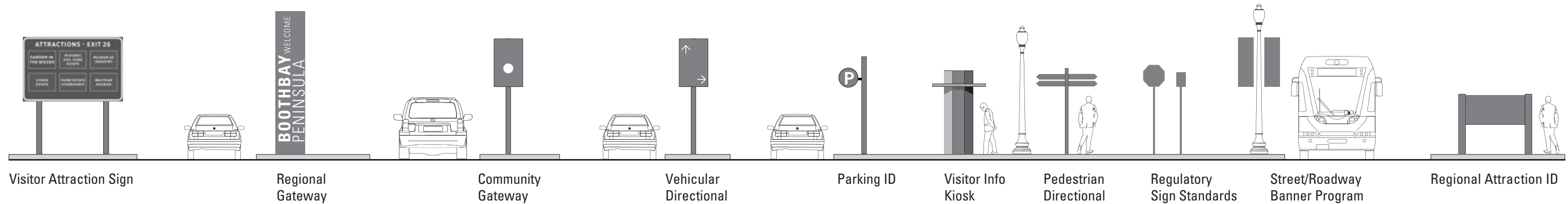
SIGN COUNTS by Town
(shown on plan)

- G1**
1 Qty: **Regional Gateway:** 1
- G2**
Qty: **Town Gateways:** 7
2 Edgcomb
2 Boothbay
2 Boothbay Harbor
1 Southport
- D1**
Qty: **Primary Directionals:** 14
4 Edgcomb: D1-1, 2, 13, 14
5 Boothbay: D1-3, 4, 5, 11, 12
4 Boothbay Harbor: D1-6, 7, 8, 9
1 Southport: D1-10

SIGN COUNTS by Town
(not shown on plan)

- D2**
Qty: **Secondary Directionals:** 14
2 Edgcomb
6 Boothbay (4 + 2: East Boothbay)
4 Boothbay Harbor
2 Southport
- D3**
Qty: **Tertiary Directionals:** 14
0 Edgcomb
6 Boothbay
6 Boothbay Harbor
2 Southport
- D4**
Qty: **Parking Directionals:** 9
0 Edgcomb
3 Boothbay
6 Boothbay Harbor
0 Southport
- D4**
Qty: **Hospital Directional:** TBD
1 Edgcomb
1 Boothbay
1 Boothbay Harbor
1 Southport
- D5**
Qty: **Pedestrian Directionals:** 8
0 Edgcomb
3 Boothbay
5 Boothbay Harbor
0 Southport
- V1**
Qty: **Visitor Information Tables:** 5
0 Edgcomb
1 Boothbay
2 Boothbay Harbor
1 Southport
- V2**
Qty: **Visitor Information Kiosk:** 8
1 Edgcomb
2 Boothbay
4 Boothbay Harbor
1 Southport
- P** Qty: **Public Parking ID:** 3
0 Edgcomb
1 Boothbay
2 Boothbay Harbor
0 Southport





Wayfinding Sign Types

Every wayfinding strategy is made up of a hierarchy of sign types that guides the visitor from the general (highways) to the specific (parking) in a clear, logical and attractive manner. Each community on the peninsula has unique requirements that require a custom tailoring of this hierarchy. The following sign hierarchy is proposed for the Boothbay Peninsula Visitor Information System.

Tourist Attraction Signs

A key goal is the improved awareness and visibility of the Boothbay Peninsula as a destination from I-95, I-295 and Route 1. The region can benefit by working with Maine DOT to determine if locating new signs or renaming/relocating existing signs is feasible.

Gateway Signs

The peninsula region would benefit from additional regional identity signs at key entry points to the peninsula and on major circulation routes. These “portal” signs create a memorable sense of entry, welcoming visitors and residents alike.

Vehicular Directionals

As the majority of visitors are arriving by car, vehicular directional signs are the backbone of the coordinated sign effort. These signs provide directions to primary visitor and community attractions.

Regional Parking Identity

Each community within the region needs a uniformly recognizable system of signs indicating public parking facilities. These signs also provide an opportunity to list destinations that are accessible by foot from the parking areas. Private lot operators would be encouraged to use the parking identity in a clear and consistent way.

Visitor Kiosks

Kiosks inform and orient visitors by containing maps and interpretive content about the region. They can also provide information and links to other area destinations, encouraging further exploration of communities within the region.

Pedestrian Directionals

These signs provide clear direction to destinations in the immediate walkable vicinity, enhancing the development of pedestrian-oriented communities.

Street Banners

A unified street banner program should be expanded. Banners reinforce the identity of the city and promote community events.

Enhanced Traffic Regulatory Signs

Many traffic regulatory signs in the region are in poor condition and display a variety of hardware and mounting solutions. Standardization of regulatory signs with upgraded hardware and colors will contribute to an overall enhancement of the streetscape.

Regional Attraction Identity

Much like the standards implemented for park signs, guidelines should be developed for individual on-site attraction signs. Entities may opt to follow the guidelines, or explore a design direction that directly relates to their individual branding.



BOOTHBAY PENINSULA

Visitor Information & Wayfinding System
Concept Design Development



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Portsmouth NH 03801
603.427.1300

PARTICIPANT TOWNS
Edgecomb
Boothbay
Boothbay Harbor
Southport

DRAWING TITLE
System Typology
Wayfinding Components
Scale: as shown
18 December 2017

DRAWING N°

ST.0



Destinations

Regional

Boothbay Harbor Region Chamber of Commerce boothbayharbor.com

Edgecomb

Edgecomb Historical Society edgecombhistorical.org

Fort Edgecomb State Park http://www.fortwiki.com/Fort_Edgecomb

Colby Wildlife Preserve

Boothbay

Coastal Maine Botanical Gardens mainegardens.org

Boothbay Railway Village <https://railwayvillage.org/>

Damariscove Island

Ovens Mouth Preserves

Zak Preserve

Kenneth E. Stoddard Shell Museum

<https://www.atlasobscura.com/places/kenneth-e-stoddard-shell-museum>

Cross River Preserve

Saunders Preserve

Boothbay Harbor

Barrett Park

Boothbay Harbor Memorial Library <http://www.bmpl.lib.me.us/>

Harbor Theater boothbaycinema.org

Linekin & Burley Preserve <http://www.bbrlt.org/linekin-preserve/>

Lobster Cove Preserve <http://www.bbrlt.org/>

Maine State Aquarium maine.gov/dmr/education/aquarium/index.html

Penny Lake Preserve <https://www.mainetrailfinder.com/trails/trail/penny-lake-preserve>

Spectacle Island Preserve

Pine Tree Preserve

Southport

Burnt Island Light

Hendricks Head Lighthouse <https://www.us-lighthouses.com/hendricks-head-lighthouse>

Hendricks Hill Museum <http://www.southportmainehistory.com/>

Southport Memorial Library southportmemoriallibrary.townofsouthport.org/

Squirrel Island



BOOTHBAY PENINSULA

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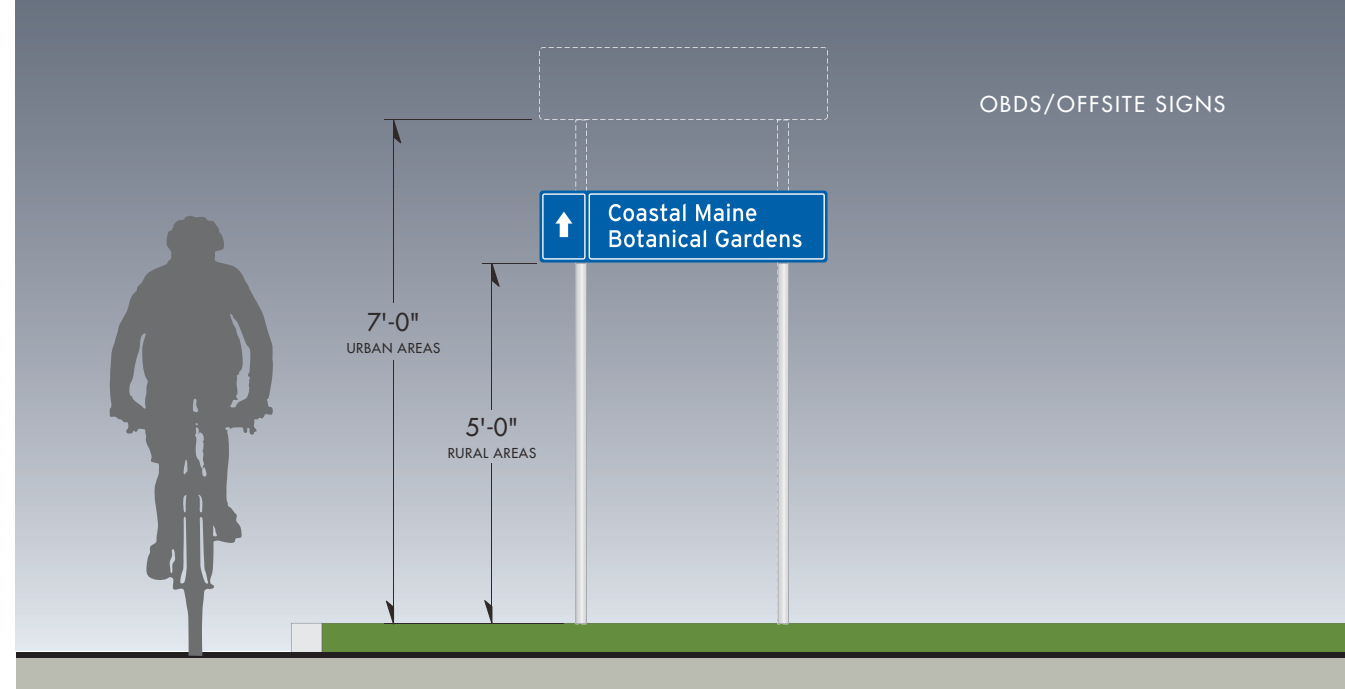
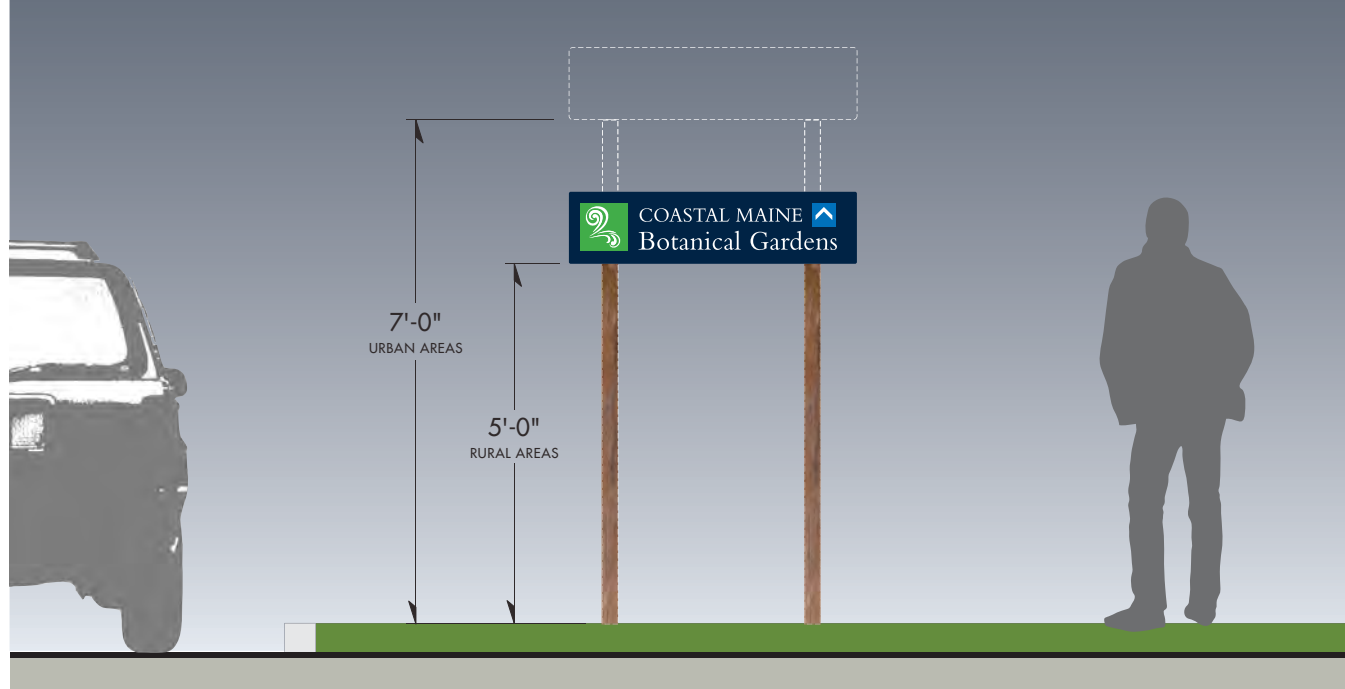
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Boothbay
Boothbay Harbor
Southport

DRAWING TITLE
Destinations
for Information Hierarchy
Scale: as shown
18 December 2017

DRAWING N°

LS.1



OBDS/OFFSITE SIGNS

Offsite Directional 1

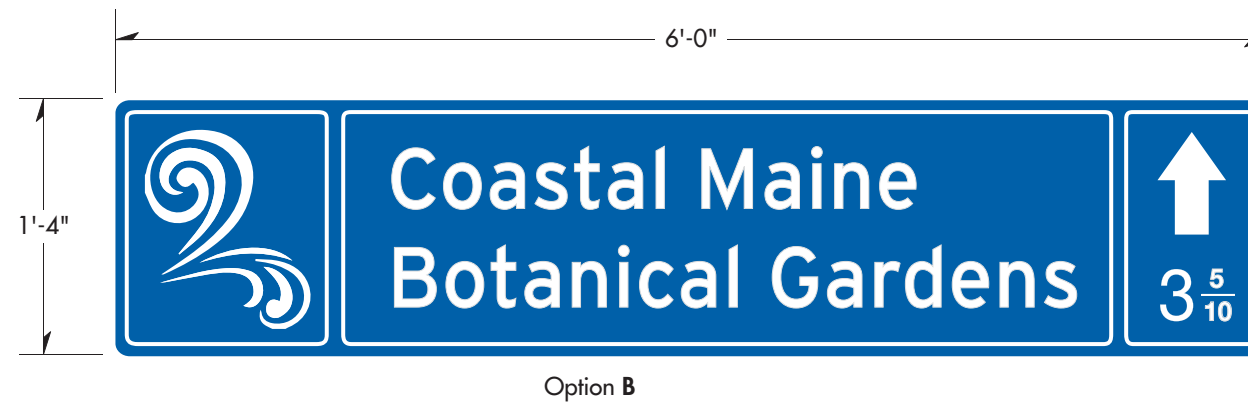
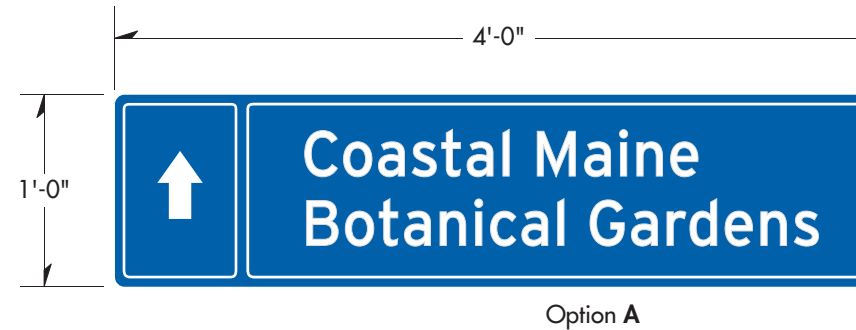
Scale: 3/8" = 1'-0"

per Maine DOT Offsite Business Directional Sign standards

Offsite Directional 2

Scale: 3/8" = 1'-0"

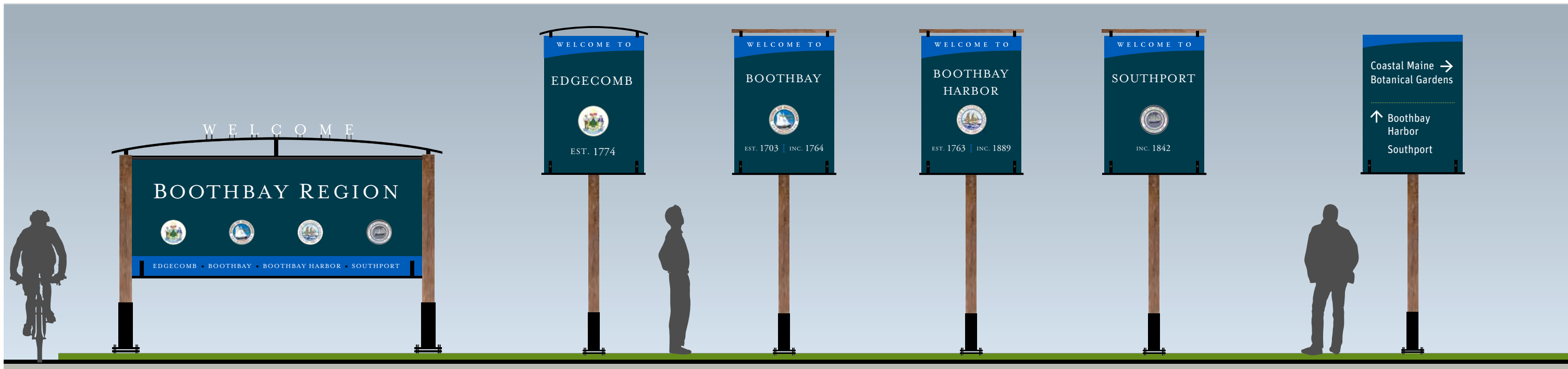
per Maine DOT Offsite Business Directional Sign standards



OS 1 Offsite Directional 1 > Layout options: Custom non-reflectorized graphics/background
Scale: 1" = 1'-0"

OS 2 Offsite Directional 2 > Size options: Generic reflectorized graphics on standard background
Scale: 1" = 1'-0"

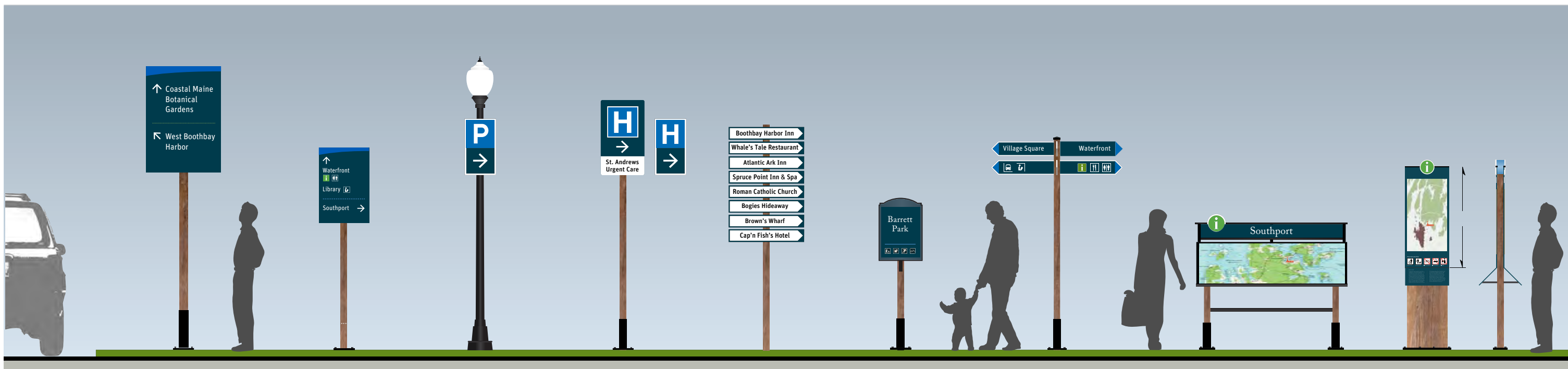




G1 Regional Gateway
1

G2 Town Gateways
1

D1 Primary Vehicular Directional
1



D2 Secondary Vehicular Directional
1

D3 Tertiary Directional
1

D4 Parking Directional
P

D4 Hospital Directional
H

B-ID Business ID
Boothbay Harbor

A1 Park ID
Amenity
1

D5 Pedestrian Directional
1

V1 Visitor Information Table
1

V2 Visitor Information Kiosk
1

ST Sign System Components *Style A*
A Scale: 1/4" = 1'-0"



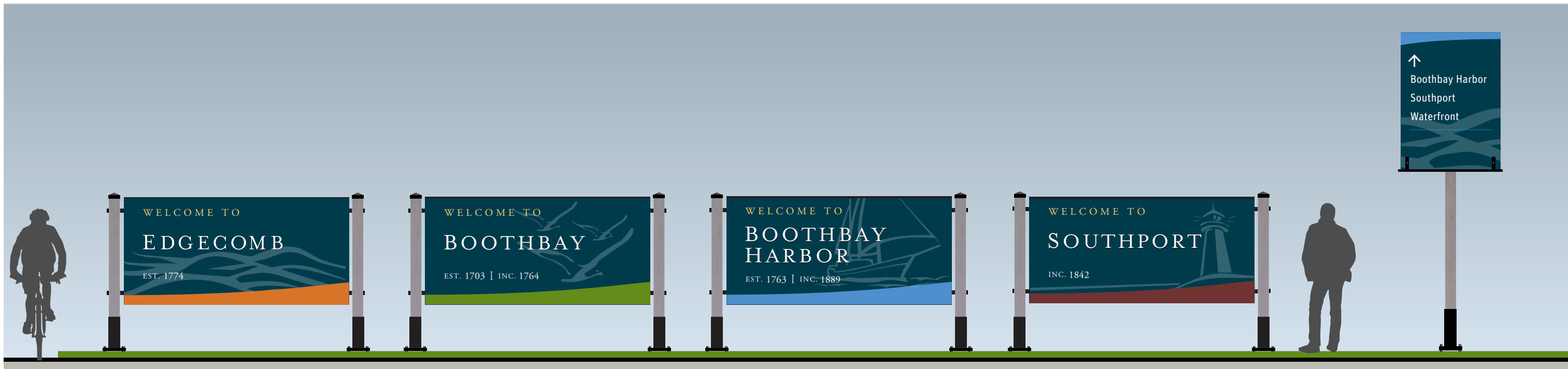
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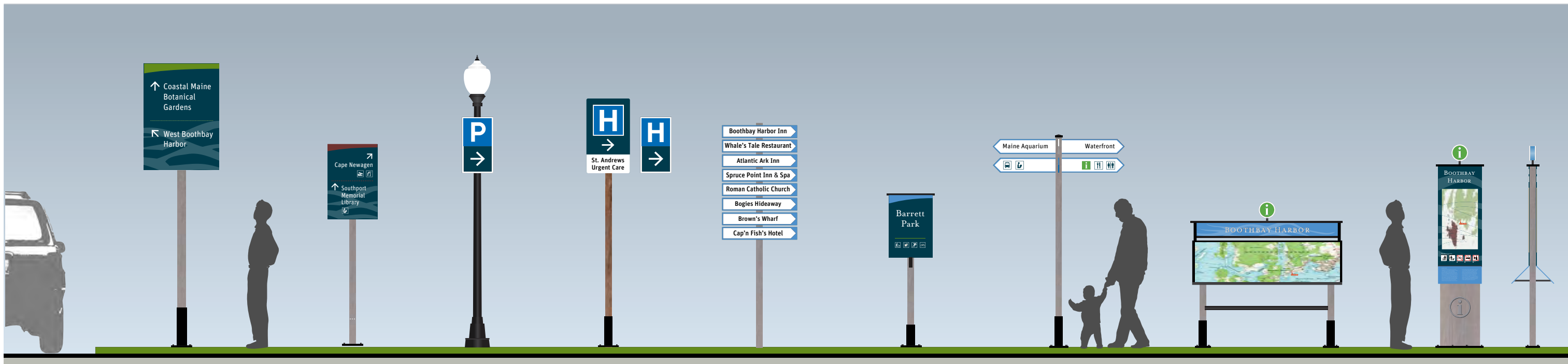
DRAWING TITLE
System Typology Style A
Regional wayfinding sign types
Scale: as shown
18 December 2017

DRAWING N°
ST.A



G2
1 Town Gateways

D1
1 Primary Vehicular Directional



D2
1 Secondary Vehicular Directional

D3
1 Tertiary Directional

D4
P Parking Directional

D4
H Hospital Directional

B
ID Business ID Boothbay Harbor

A1
1 Park ID Amenity

D5
1 Pedestrian Directional

V1
1 Visitor Information Table

V2
1 Visitor Information Kiosk

ST
B Sign System Components *Style B*
Scale: 1/4" = 1'-0"



BOOTHBAY PENINSULA
Visitor Information & Wayfinding System
Concept Design Development

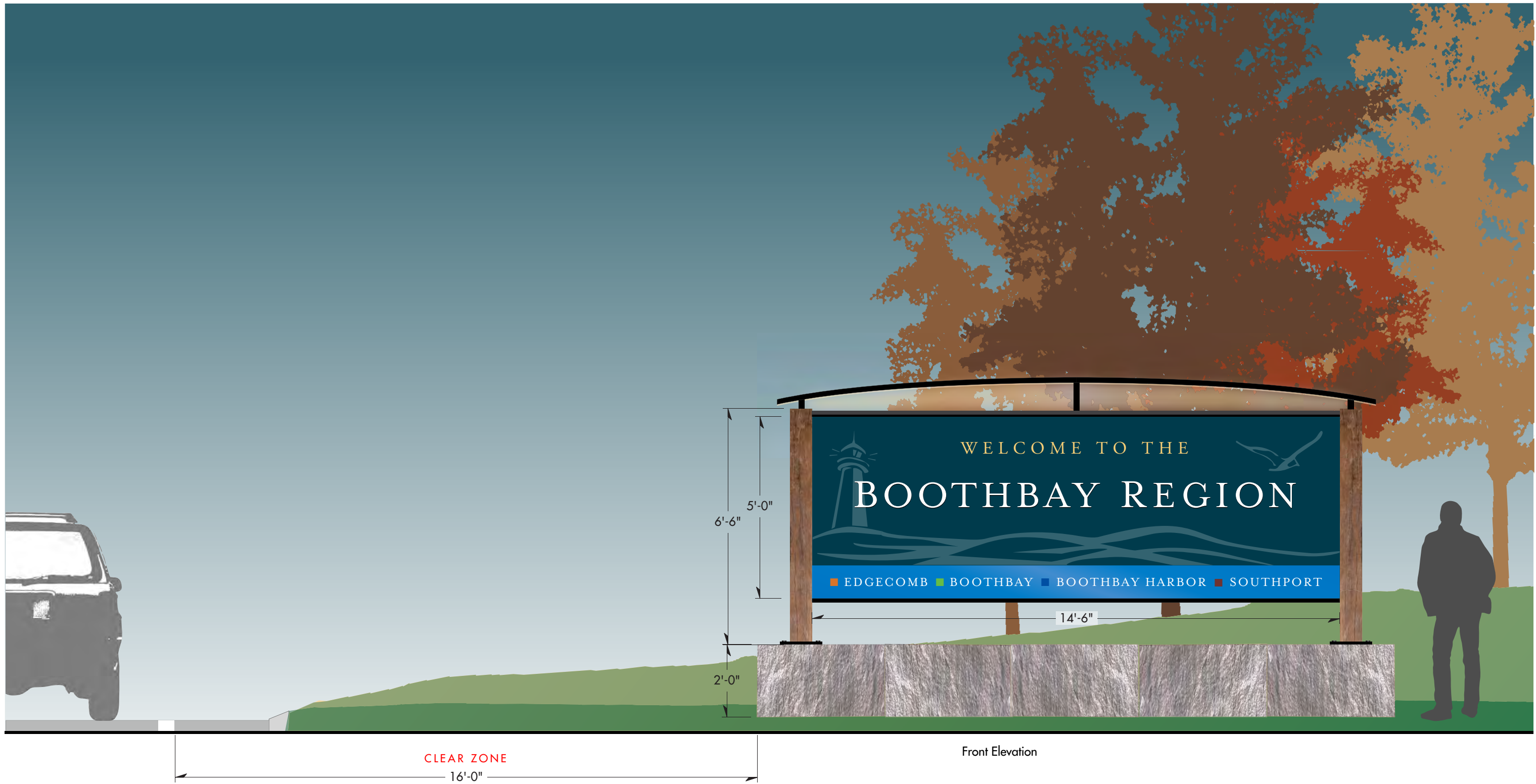


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Edgcomb
Boothbay
Boothbay Harbor
Southport

DRAWING TITLE
System Typology Style B
Regional wayfinding sign types
Scale: as shown
18 December 2017

DRAWING N°
ST.B



G1 Regional Gateway 1 Horizontal
1 Scale: 3/8" = 1'-0"



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Concept Design Development



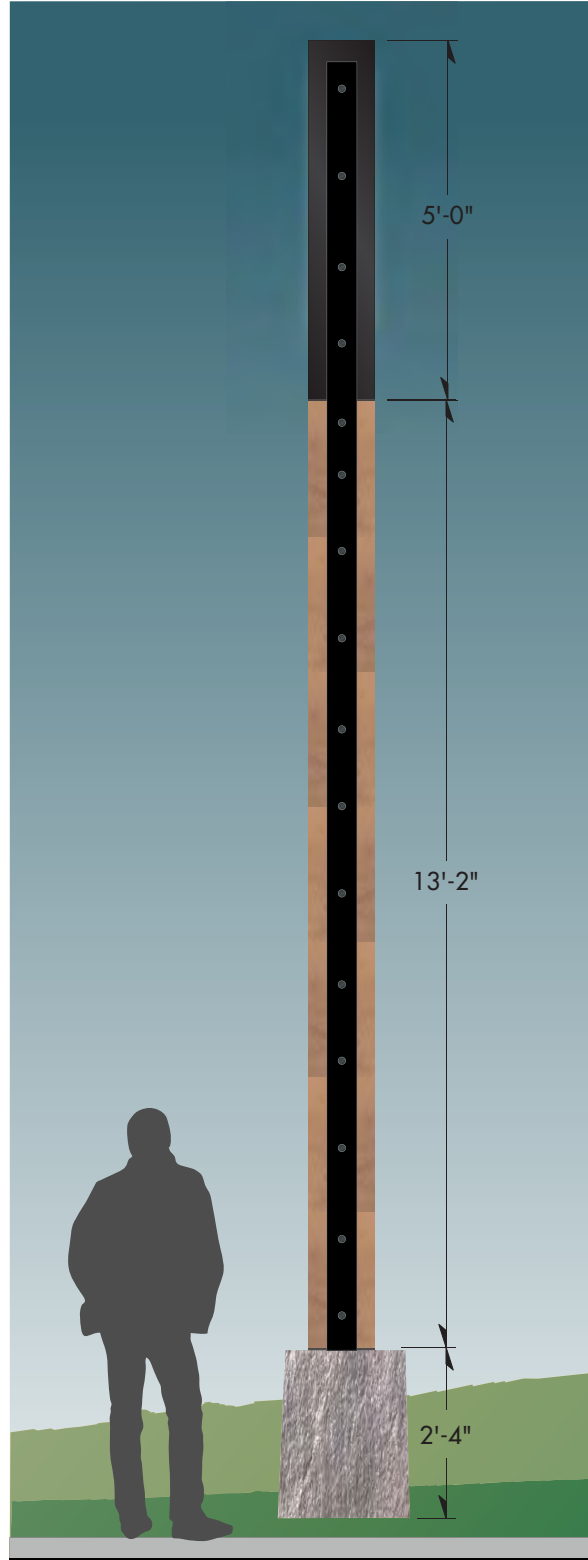
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Southport

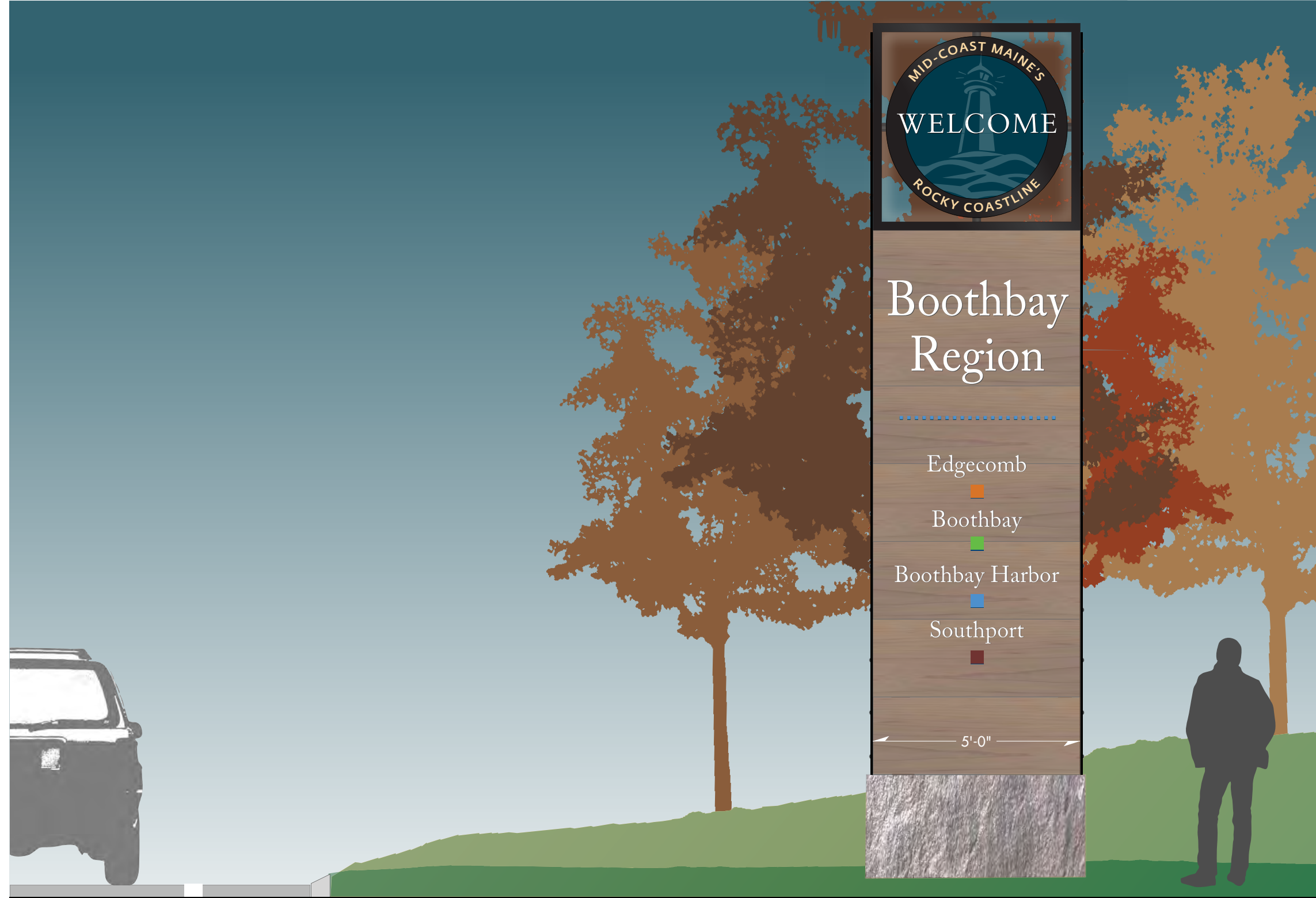
DRAWING TITLE
Regional Gateway 1 Horizontal
on Route 27 near Route 1
Scale: as shown
18 December 2017

DRAWING N°

G1.1



Side Elevation



Front Elevation

CLEAR ZONE
16'-0"

G1 Regional Gateway 2A Vertical
2A Scale: 3/8" = 1'-0"



BOOTHBAY PENINSULA
Visitor Information & Wayfinding System
Concept Design Development



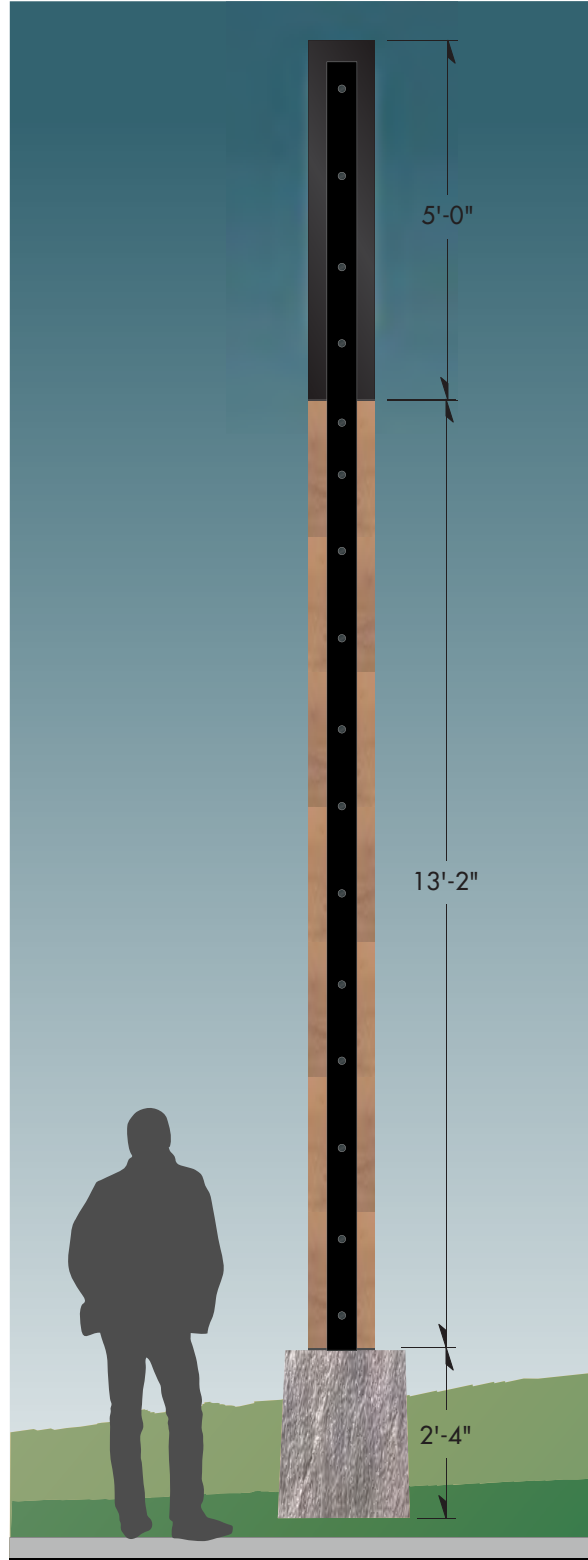
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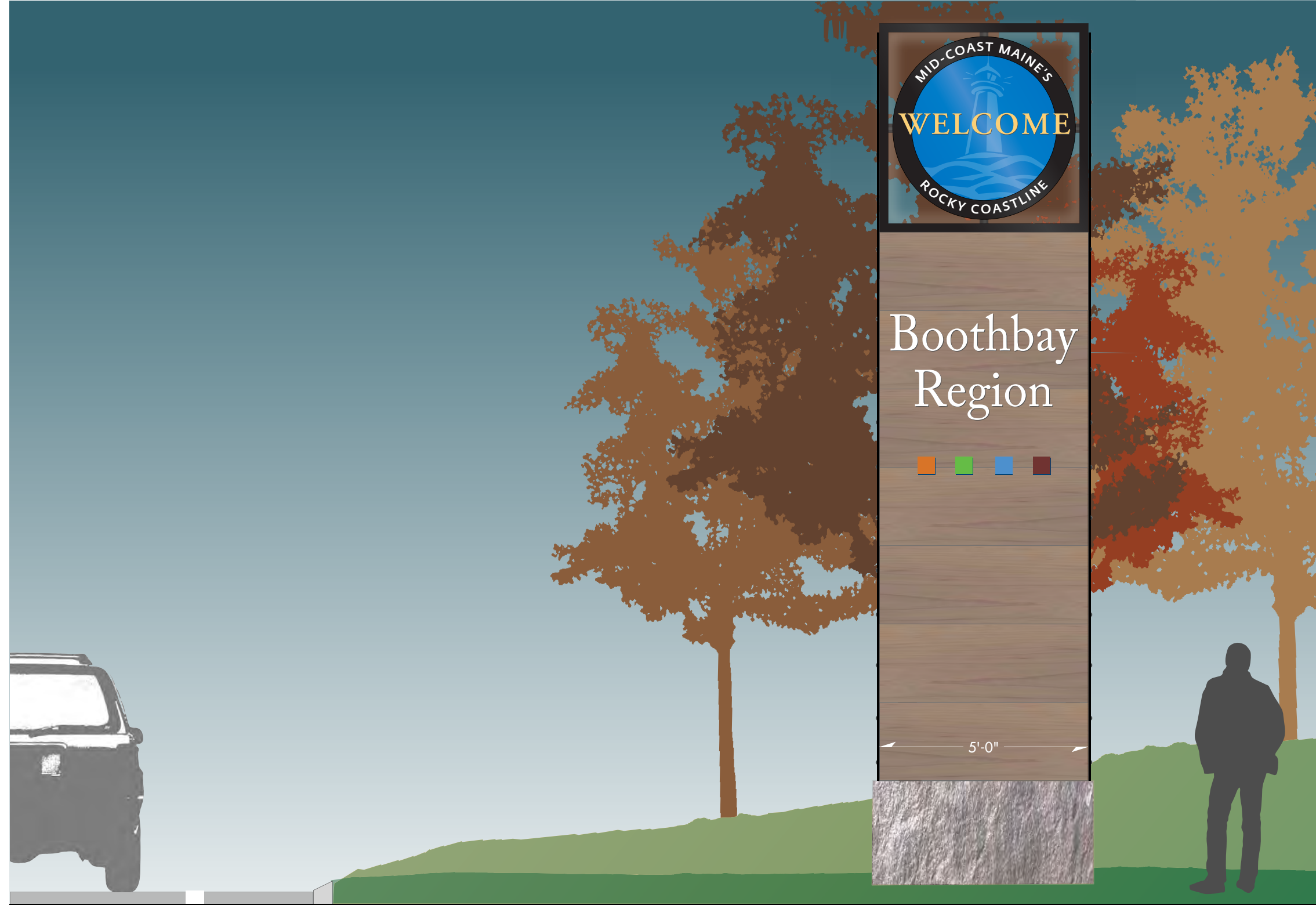
DRAWING TITLE
Regional Gateway 2 Option A
on Route 27 near Route 1
Scale: as shown
18 December 2017

DRAWING N°

G1.2A



Side Elevation



Front Elevation

CLEAR ZONE
16'-0"

G1 Regional Gateway 2B Vertical
2B Scale: 3/8" = 1'-0"



BOOTHBAY PENINSULA
Visitor Information & Wayfinding System
Concept Design Development



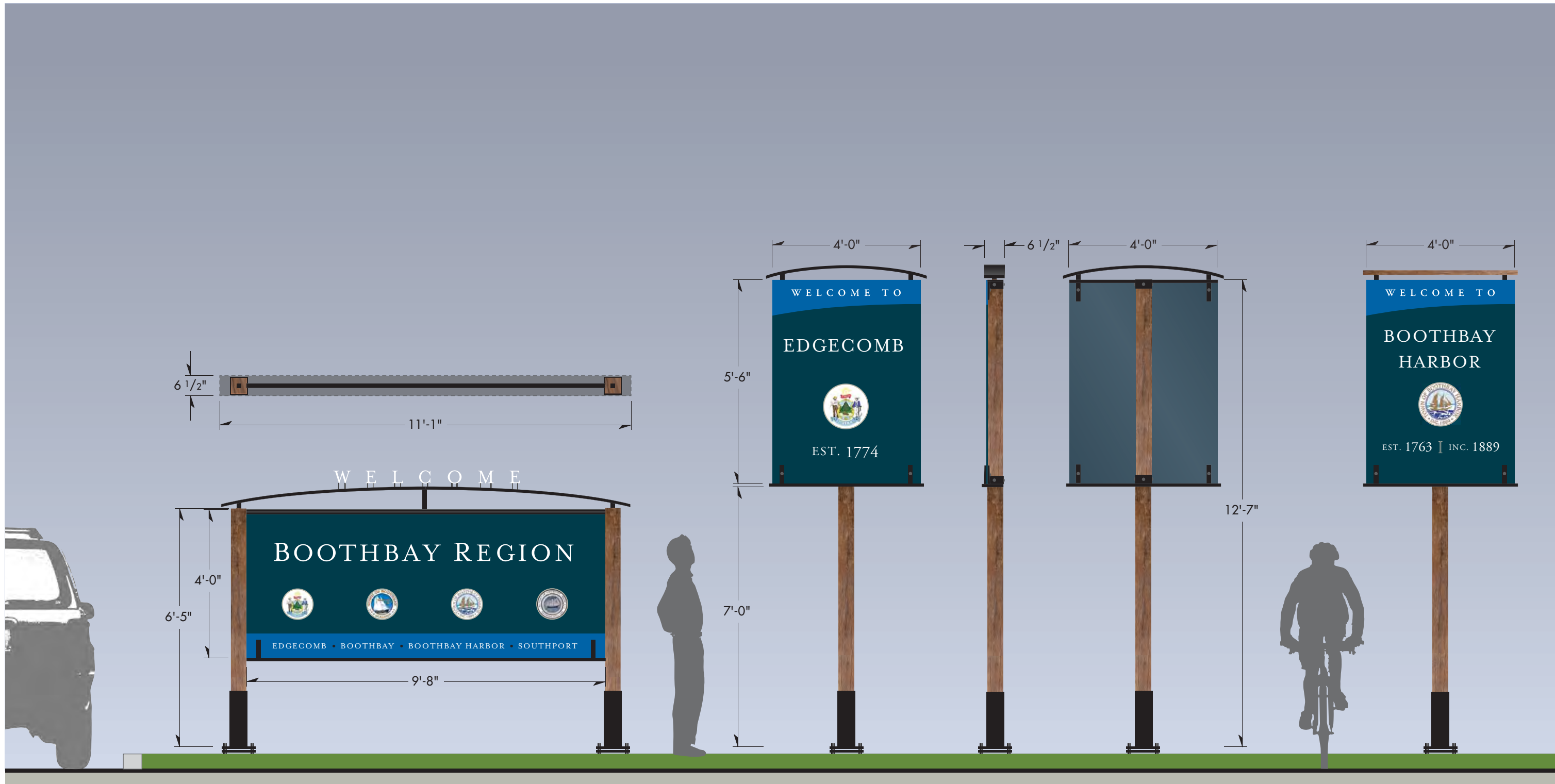
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Boothbay Harbor
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DRAWING TITLE
Regional Gateway 2 Option B
on Route 27 near Route 1
Scale: as shown
18 December 2017

DRAWING N°

G1.2B



G1
1 Regional Gateway 1
Freestanding

G2
1 Town Gateway 1
Freestanding

Gateway Armature
Side view

Gateway Armature
Back view

G2
2 Town Gateway 2
Freestanding

ST
1 Sign System Components 1 Style A
Scale: 3/8" = 1'-0"



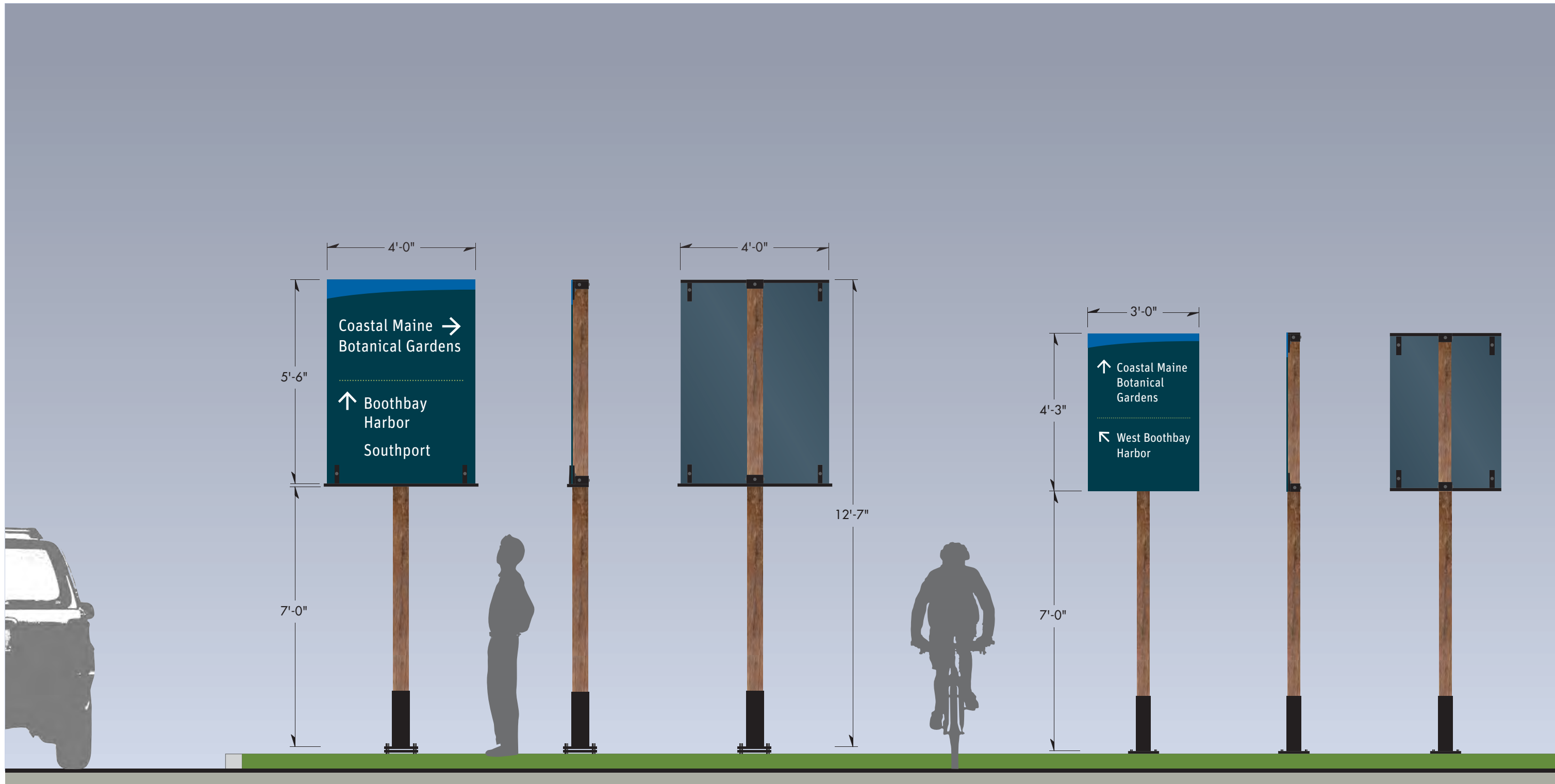
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Southport

DRAWING TITLE
Sign System Types 1 Style A
Gateways
Scale: as shown
18 December 2017

DRAWING N°
ST.1A



D1
1 Primary Directional Freestanding

Primary Armature Side view

Primary Armature Back view

D2
1 Secondary Directional Freestanding

Secondary Armature Side view

Secondary Armature Back view

ST 2 Sign System Components 2 Style A
Scale: 3/8" = 1'-0"



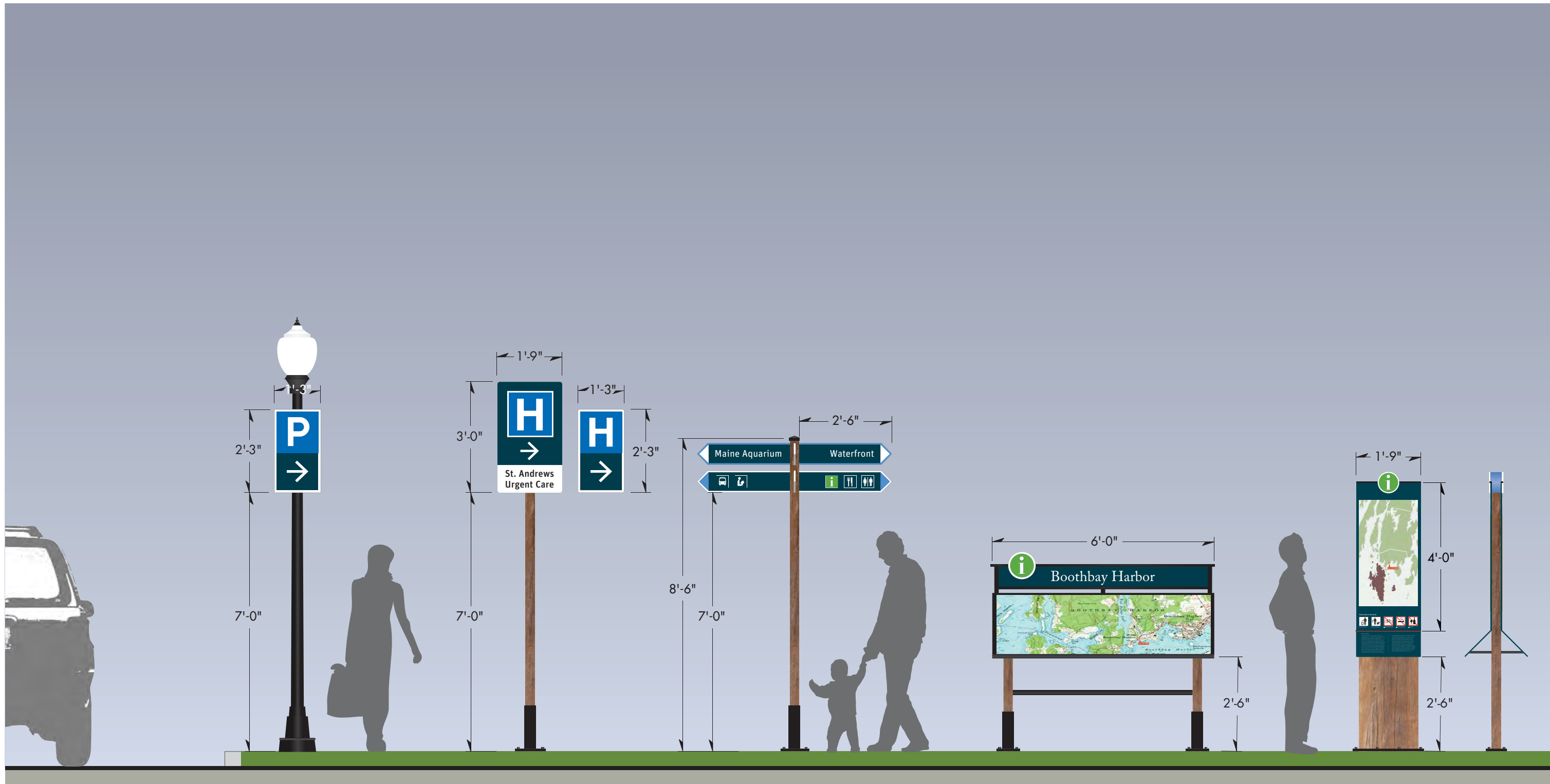
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PARTICIPANT TOWNS
Edgecomb
Boothbay
Boothbay Harbor
Southport

DRAWING TITLE
Sign System Types 2 Style A
Directional signs
Scale: as shown
18 December 2017

DRAWING N°
ST.2A



D4
P Parking Directional
Post-mounted

D4
H Hospital Directional
Freestanding

D5
1 Pedestrian Directional
Freestanding

V1
1 Visitor Information Table
Freestanding

V2
1 Visitor Information Kiosk
Freestanding

ST
3 Sign System Components 3 Style A
Scale: 3/8" = 1'-0"



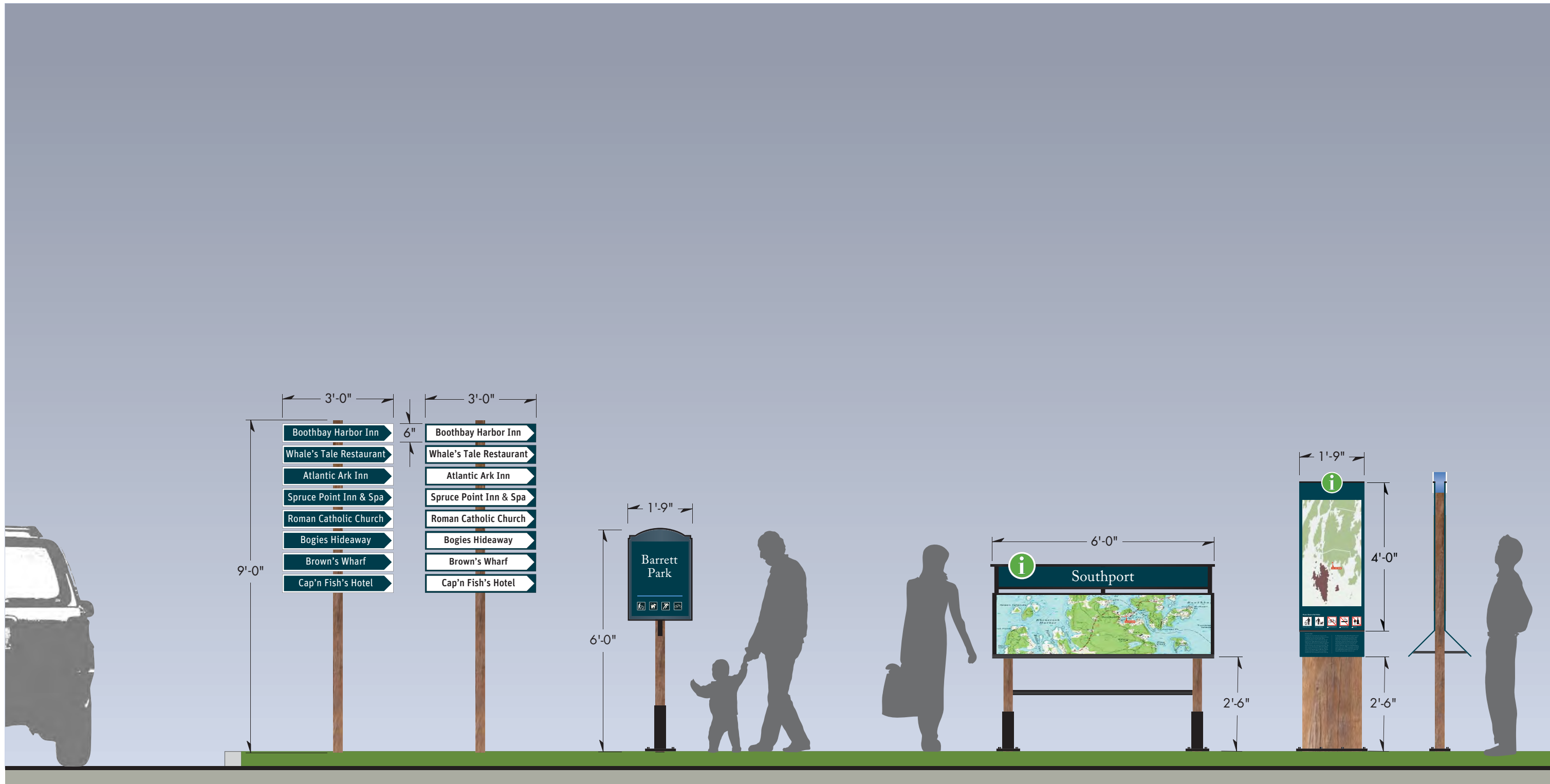
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PARTICIPANT TOWNS
Edgecomb
Boothbay
Boothbay Harbor
Southport

DRAWING TITLE
Sign System Types 3 Style A
Parking & Pedestrian signs
Scale: as shown
18 December 2017

DRAWING N°
ST.3A



B>
ID Business ID Directionals
Boothbay Harbor

A1
1 Park/Amenity ID
freestanding

V1
1 Visitor Information Table
Freestanding

V2
1 Visitor Information Kiosk
Freestanding

ST
4 Sign System Components 4 Style A
Scale: 3/8" = 1'-0"



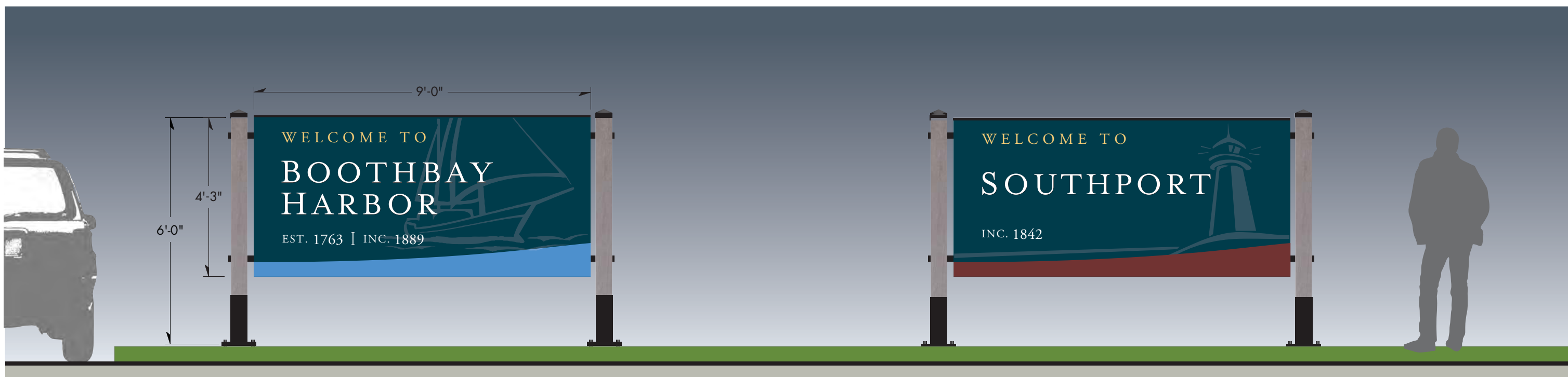
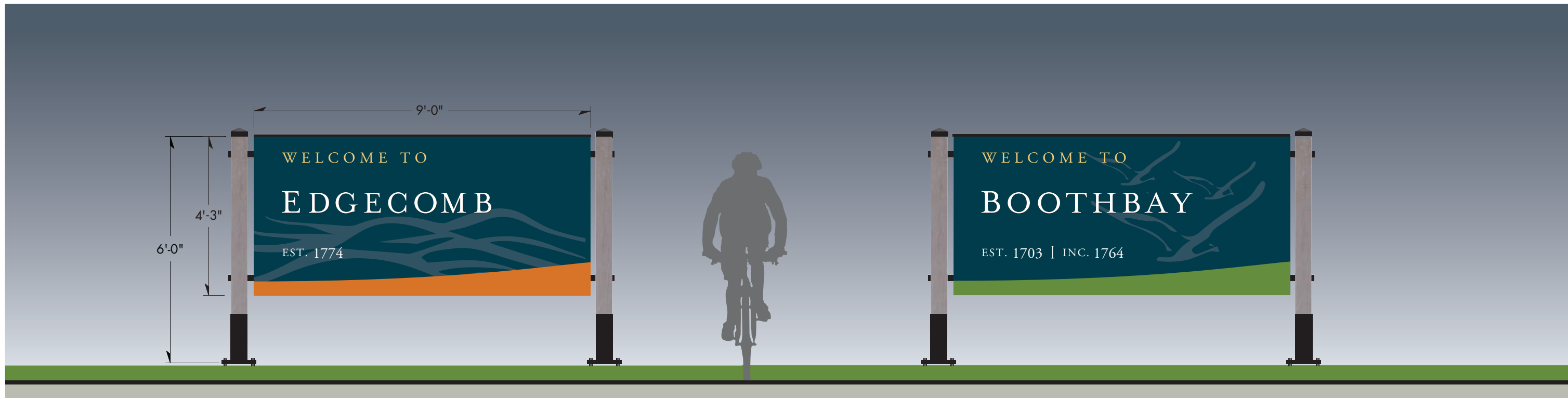
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PARTICIPANT TOWNS
Edgecomb
Boothbay
Boothbay Harbor
Southport

DRAWING TITLE
Sign System Types 4 Style A
Parking & Pedestrian signs
Scale: as shown
18 December 2017

DRAWING N°
ST.4A



G2
2 Town Gateways horizontal
each w/unique ID graphic & accent color

ST
1 Sign System Components 1 Style B
Scale: 3/8" = 1'-0"



BOOTHBAY PENINSULA
Visitor Information & Wayfinding System
Concept Design Development



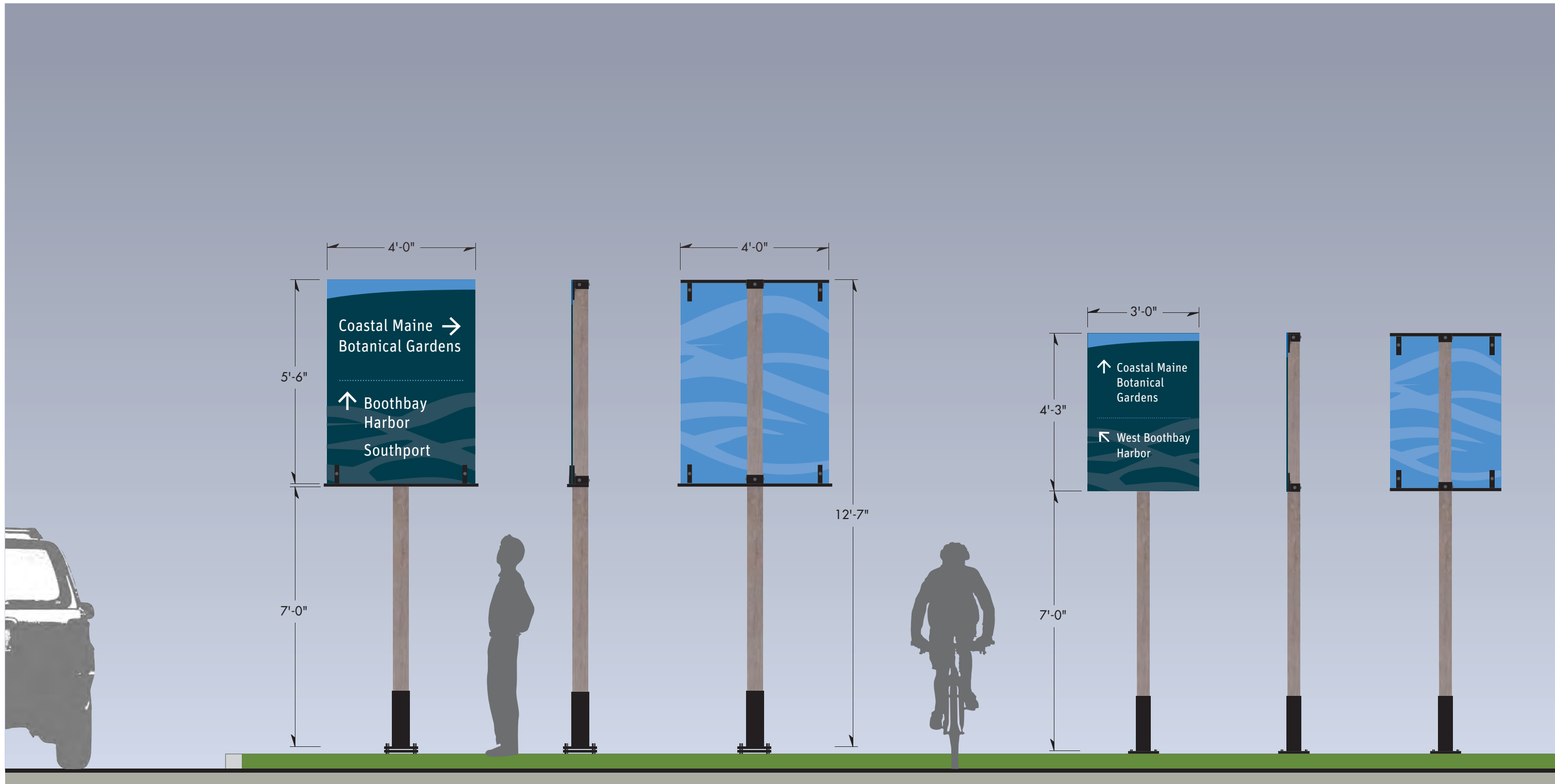
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PARTICIPANT TOWNS
Edgcomb
Boothbay
Boothbay Harbor
Southport

DRAWING TITLE
Sign System Types 1 Style B
Town gateway signs
Scale: as shown
18 December 2017

DRAWING N°

ST.1B



D1
1 Primary Directional
Freestanding

Primary Armature
Side view

Primary Armature
Back view

D2
1 Secondary Directional
Freestanding

Secondary Armature
Side view

Secondary Armature
Back view

ST 2 Sign System Components 2 Style B
Scale: 3/8" = 1'-0"



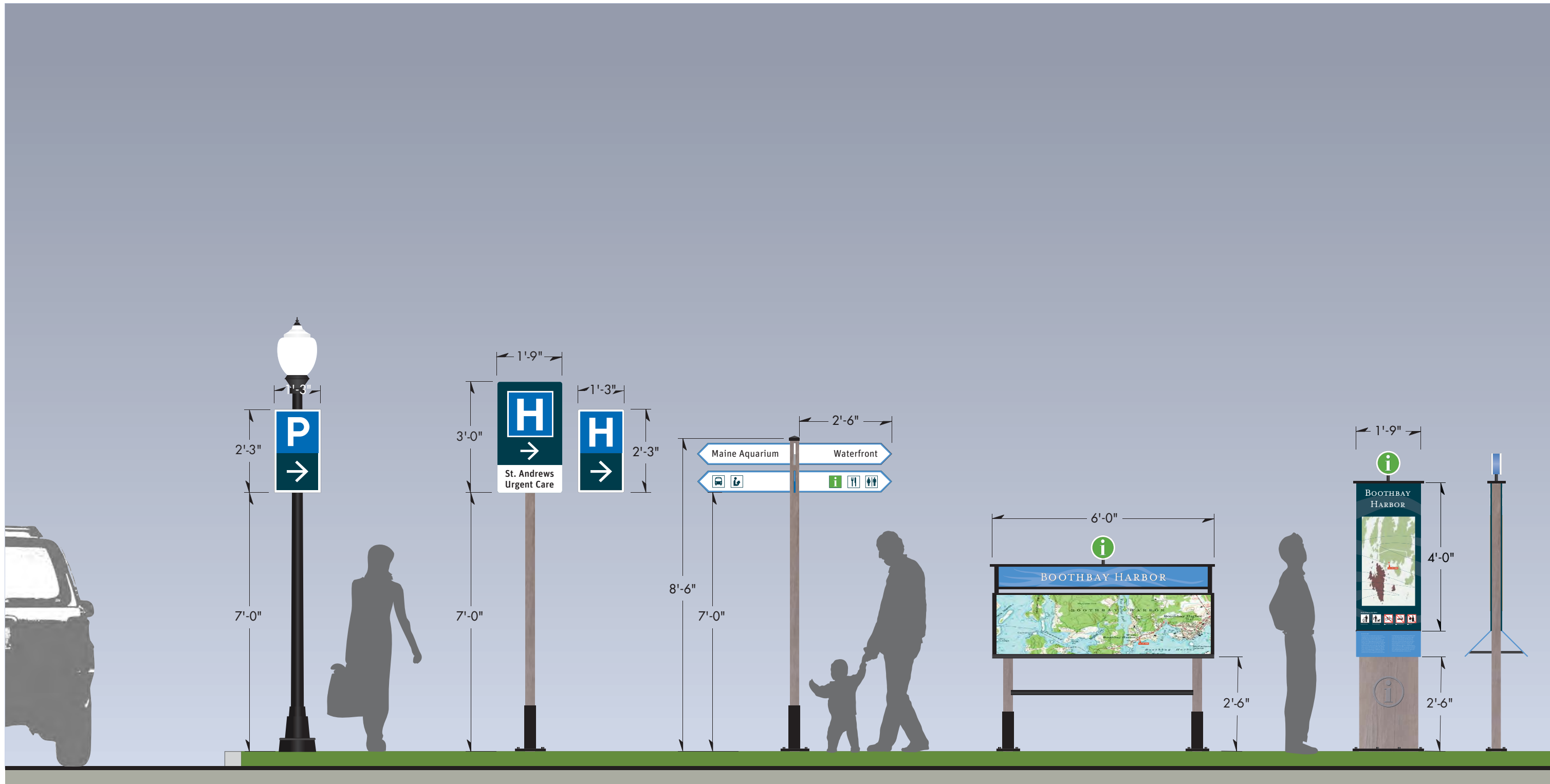
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PARTICIPANT TOWNS
Edgecomb
Boothbay
Boothbay Harbor
Southport

DRAWING TITLE
Sign System Types 2 Style B
Directional signs
Scale: as shown
18 December 2017

DRAWING N°
ST.2B



D3
P Parking Directional
Post-mounted

D3
H Hospital Directional
Freestanding

D4
T Pedestrian Directional
Freestanding

V1
I Visitor Information Table
Freestanding

V2
I Visitor Information Kiosk
Freestanding

ST 3 Sign System Components 3 Style B
Scale: 3/8" = 1'-0"



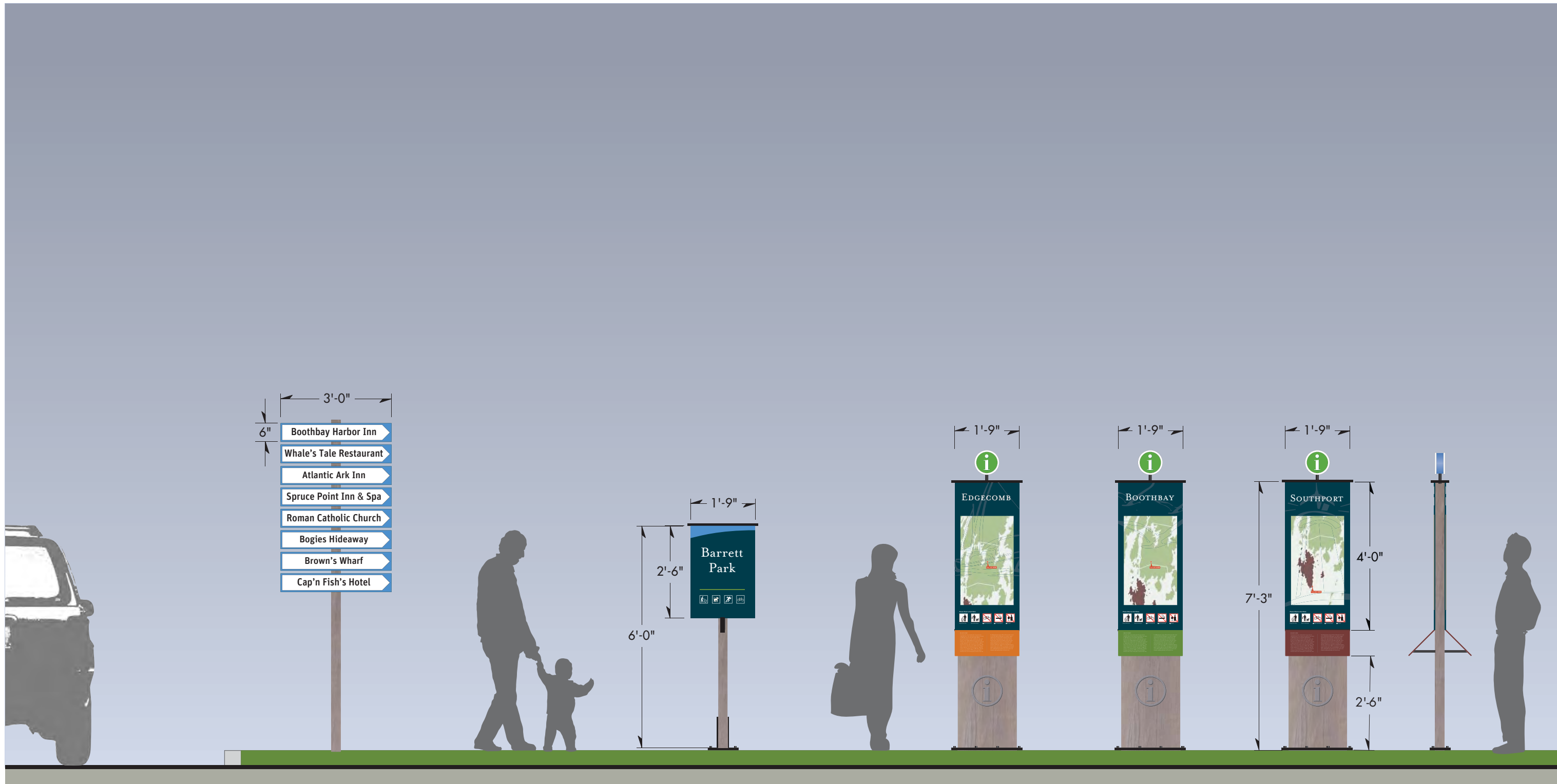
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PARTICIPANT TOWNS
Edgecomb
Boothbay
Boothbay Harbor
Southport

DRAWING TITLE
Sign System Types 3 Style B
Parking, direction & information signs
Scale: as shown
18 December 2017

DRAWING N°
ST.3B



B>
ID **Business ID Directionals**
Boothbay Harbor

A1
1 **Park/Amenity ID**
freestanding

V2
1 **Visitor Information Kiosk vertical**
w/unique town ID graphic & accent color

ST
4 **Sign System Components 4 Style B**
Scale: 3/8" = 1'-0"



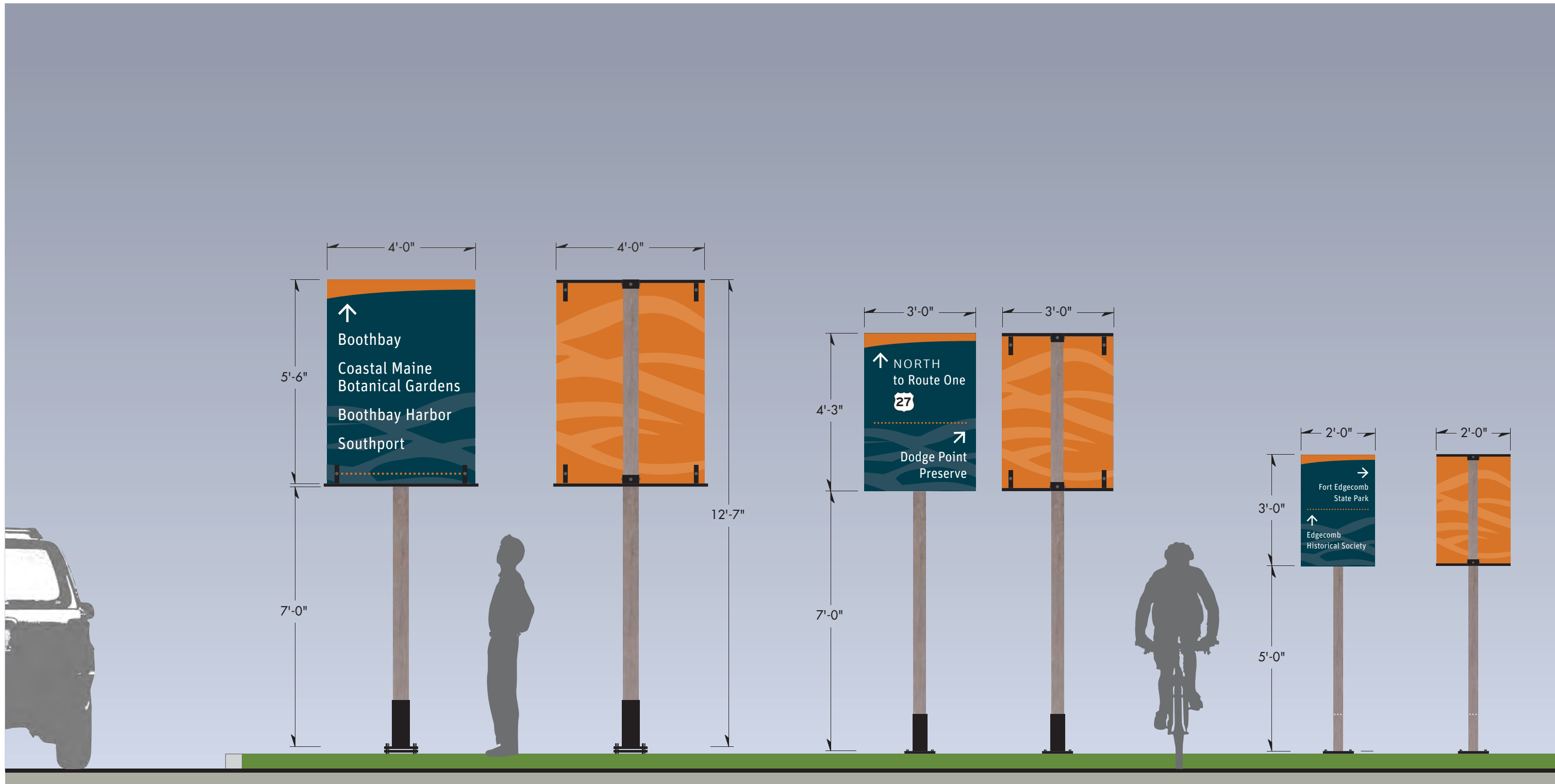
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PARTICIPANT TOWNS
Edgcomb
Boothbay
Boothbay Harbor
Southport

DRAWING TITLE
Sign System Types 4 Style B
Identification, direction & information signs
Scale: as shown
18 December 2017

DRAWING N°
ST.4B



D1 Primary Directional
1 Freestanding

Primary
Back view

D2 Secondary Directional
1 Freestanding

Secondary
Back view

D3 Tertiary Directional
1 Freestanding

Tertiary
Back view

D Directional Signs *Edgecomb*
1 Scale: 3/8" = 1'-0"



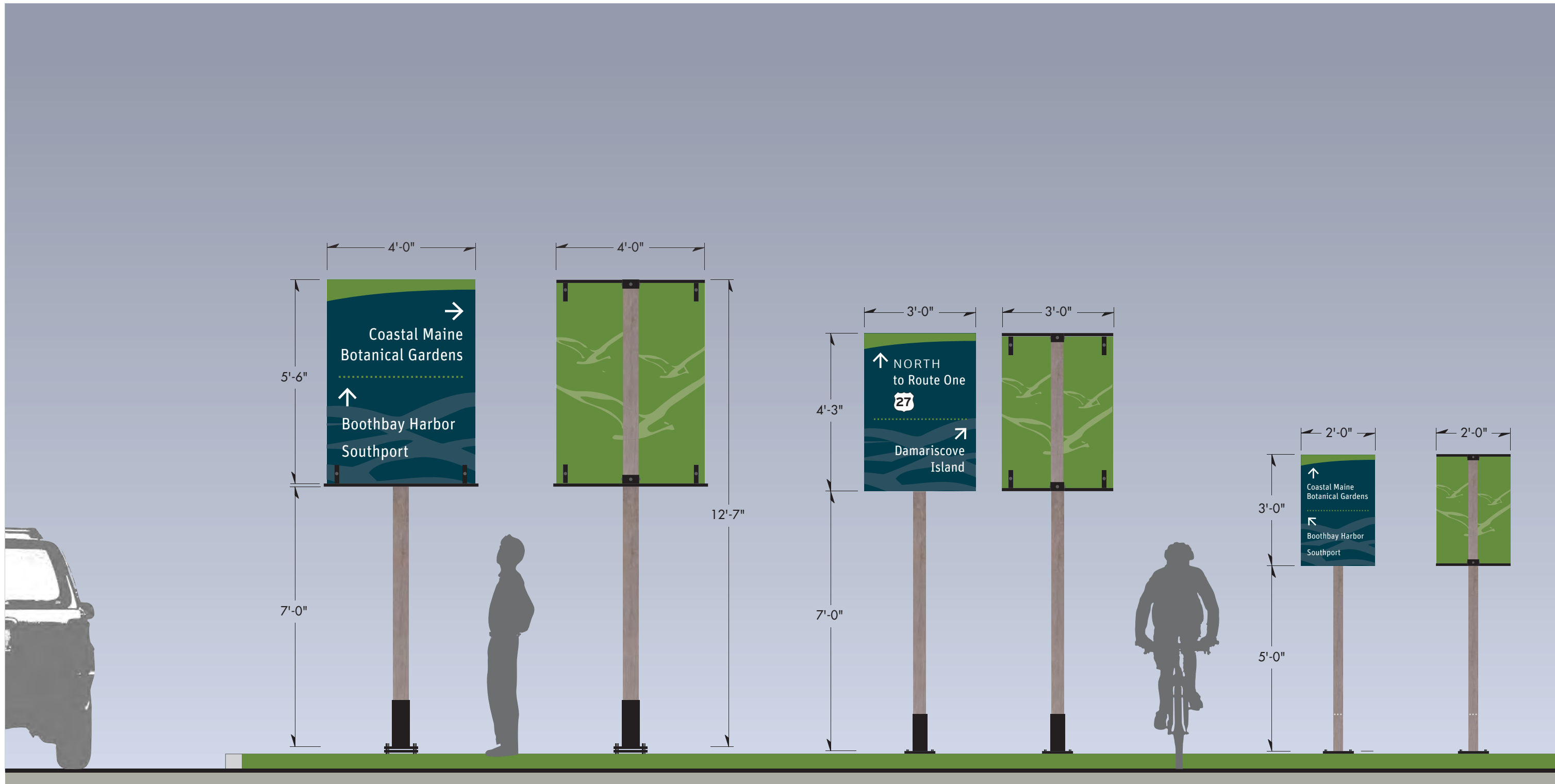
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PARTICIPANT TOWNS
Edgecomb
Boothbay
Boothbay Harbor
Southport

DRAWING TITLE
Directional Sign Types *Edgecomb*
Town directional signs
Scale: as shown
18 December 2017

DRAWING N°
D.1



D1
1 Primary Directional Freestanding

Primary Back view

D2
1 Secondary Directional Freestanding Secondary Back view

D3
1 Tertiary Directional Freestanding Tertiary Back view

D Directional Signs Boothbay
2 Scale: 3/8" = 1'-0"



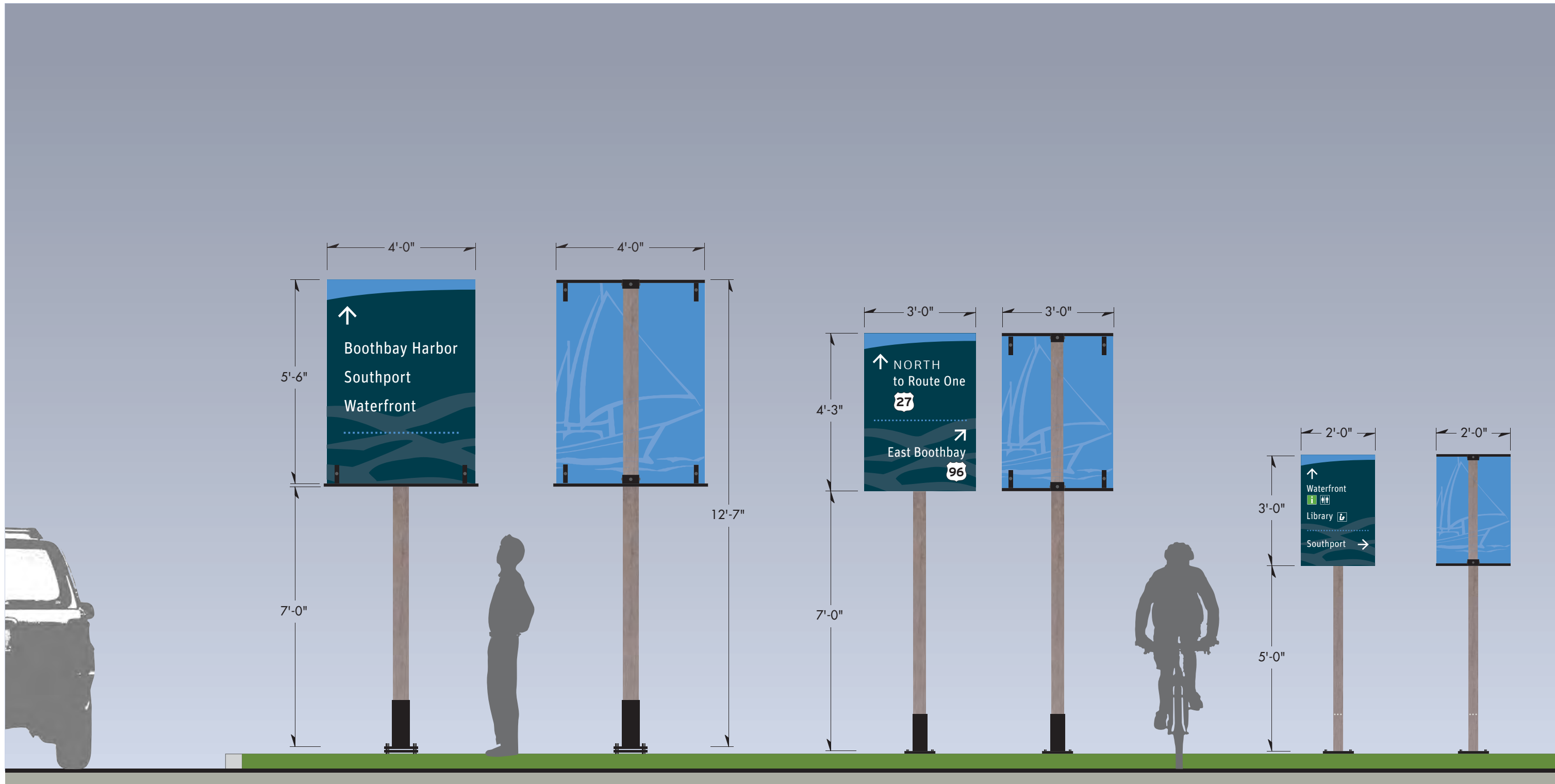
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Southport

DRAWING TITLE
Directional Sign Types Boothbay
Town directional signs
Scale: as shown
18 December 2017

DRAWING N°
D.2



D1
1 Primary Directional
Freestanding

Primary
Back view

D2
1 Secondary Directional
Freestanding

Secondary
Back view

D3
1 Tertiary Directional
Freestanding

Tertiary
Back view

D
3 Directional Signs Boothbay Harbor
Scale: 3/8" = 1'-0"



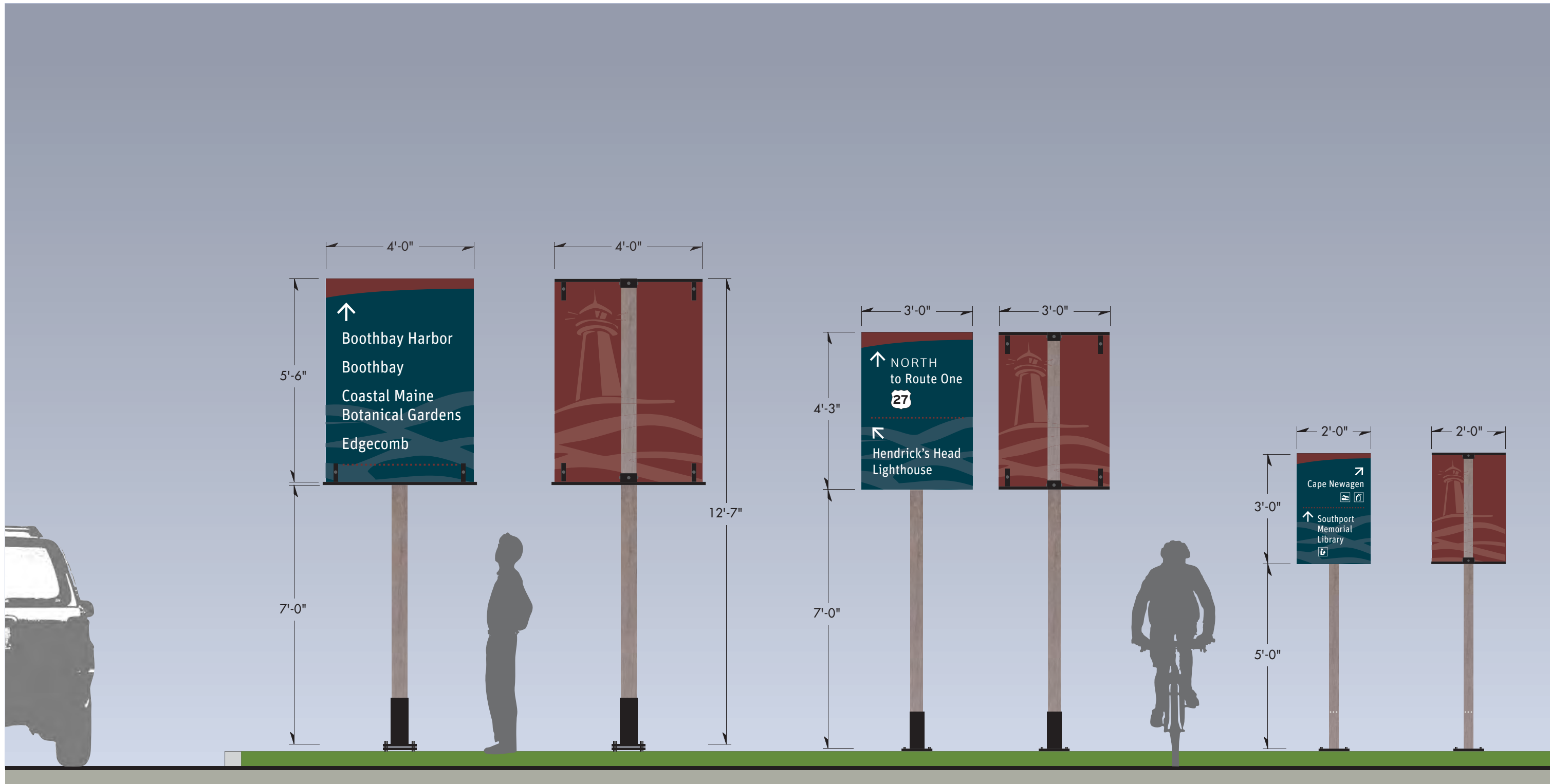
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Edgecomb
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Boothbay Harbor
Southport

DRAWING TITLE
Directional Signs Boothbay Harbor
Town directional signs
Scale: as shown
18 December 2017

DRAWING N°
D.3



D1
1 Primary Directional
Freestanding

Primary
Back view

D2
1 Secondary Directional
Freestanding

Secondary
Back view

D3
1 Tertiary Directional
Freestanding

Tertiary
Back view

D Directional Signs Southport
4 Scale: 3/8" = 1'-0"



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PARTICIPANT TOWNS
Edgecomb
Boothbay
Boothbay Harbor
Southport

DRAWING TITLE
Directional Sign Types Southport
Town directional signs
Scale: as shown
18 December 2017

DRAWING N°
D.4