

City of Amesbury, MA

**Wayfinding & Signage Program
Parking, Parks & Trails, and Building ID**

**PROGRAMMING:
Message Schedule
Final - Phase 1**

**Submission#3:September 14, 2023
Revision: October 17, 2024**

merJE

5 West Gay Street
West Chester, PA 19380
T 484.266.0648
www.merjedesign.com

SIGN COUNT SUMMARY

MERJE | ENVIRONMENTS AND EXPERIENCES

5 West Gay Street
West Chester, PA 19380
Tel 484.266.0648
www.merjedesign.com

Client: City of Amesbury

Project: Wayfinding & Signage

Submittal: FINAL_Phase 1

Date: September 14, 2023
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Sign Type	Quantity
DEST.1	1
DEST.1.2	3
DEST.1.3	1
DEST.2	5
P_DEST.1.2	10
P_DEST.2	2
PARK.1.1	7
PARK.10	3
PARK.2	4
PARK.20	2
PARK.21	1
PARK.30	2
REG.1	6
TRAIL.1	6

SIGN MESSAGE SCHEDULE

MERJE | ENVIRONMENTS AND EXPERIENCES

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Date: September 14, 2023
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Phase:	Location No:	Sign Type:	Qty:	City / Area:	Sheet No:	Message:	Comments:
1	501A	PARK.2	1	Downtown	SL.8	(P) < Costello Center (Bus Pictogram)	Changed sign type to PARK.2 to fit bus pictogram Signs Mount Back to Back Same Pole
	Mounting Existing Pole	Longitude	-70.928043				
	Removal No:	Latitude	42.8588101				
1.0	501B	PARK.2	1.0	Downtown	SL.8	(P) > Costello Center (Bus Pictogram)	Changed sign type to PARK.2 to fit bus pictogram Signs Mount Back to Back Same Pole
	Mounting Existing Pole	Longitude	-70.928043				
	Removal No:	Latitude	42.8588101				
1.0	502	PARK.1.1	1.0	Downtown	SL.8	(P) < Lower Millyard	
	Mounting Existing Pole	Longitude	-70.9294569				
	Removal No:	Latitude	42.8578223				
1.0	503	PARK.1.1	1.0	Downtown	SL.8	(P) > Lower Millyard	
	Mounting Grass	Longitude	-70.9297691				
	Removal No:	Latitude	42.8577877				
1.0	504	PARK.1.1	1.0	Downtown	SL.8	(P) > Upper Millyard	Hold for Future Install
	Mounting Grass	Longitude	-70.9324895				
	Removal No:	Latitude	42.8567948				

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1.0	506	PARK.1.1	1.0	Downtown	SL.8	(P) ^ Additional Parking	Moved after crosswalk to allow for future pedestrian signs.
	Mounting Existing Pole	Longitude					
		-70.930672					
	Removal No:	Latitude					
		42.8577366					
1.0	509	PARK.1.1	1.0	Downtown	SL.8	(P) ^ Additional Parking	Moved back before crosswalk to allow for future pedestrian signs.
	Mounting Existing Pole	Longitude					
		-70.9309294					
	Removal No:	Latitude					
		42.8573787					
1.0	510	PARK.2	1.0	Downtown	SL.8	(P) ^ Lower Millyard Lot < Upper Millyard Lot	
	Mounting Existing Pole	Longitude					
		-70.9308465					
	Removal No:	Latitude					
		42.8570081					
1.0	526	REG.1	1.0	Downtown	SL.8	(No Parking during Snow Emergency without permit)	City to provide exact text
	Mounting New Pole	Longitude					
		-70.9327095					
	Removal No:	Latitude					
		42.857083					
1.0	526A	REG.1	1.0	Downtown	SL.8	(No Parking during Snow Emergency without permit)	City to provide exact text
	Mounting Grass	Longitude					
		-70.9328752					
	Removal No:	Latitude					
		42.8566129					

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1.0	526B	REG.1	1.0	Downtown	SL.8	(No Parking during Snow Emergency without permit)	City to provide exact text
	Mounting Cement	Longitude -70.9328637					
	Removal No:	Latitude 42.8555621					
1.0	526C	REG.1	1.0	Downtown	SL.8	(No Parking during Snow Emergency without permit)	Replace existing sign City to provide exact text
	Mounting Grass	Longitude -70.9288575					
	Removal No:	Latitude 42.8569872					
1.0	526D	REG.1	1.0	Downtown	SL.8	(No Parking during Snow Emergency without permit)	City to provide exact text
	Mounting Grass	Longitude -70.9272988					
	Removal No:	Latitude 42.8577196					
1	527A	PARK.1.1	1	Amesbury	SL.8	(P) Lower Millyard Lot >	Signs Mount Back to Back Same Pole
	Mounting Grass	Longitude -70.9283892					
	Removal No:	Latitude 42.8566584					
1.0	527B	PARK.1.1	1.0	Amesbury	SL.8	(P) Lower Millyard Lot <	Signs Mount Back to Back Same Pole
	Mounting Grass	Longitude -70.9283892					
	Removal No:	Latitude 42.8566584					

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Phase:	Location No:	Sign Type:	Qty:	City / Area:	Sheet No:	Message:	Comments:
1.0	528	REG.1	1.0	Amesbury	SL.8	2 Hour Parking	
	Mounting	Longitude					
	Grass	-70.9320185					
	Removal No:	Latitude					
		42.8573581					
1.0	551	PARK.10	1.0	Downtown	SL.8	(P) Costello Center Lot All Day Public Parking	
	Mounting	Longitude					
	Grass	-70.927295					
	Removal No:	Latitude					
		42.8578907					
1.0	552	PARK.10	1.0	Downtown	SL.8	(P) Upper Millyard Lot	
	Mounting	Longitude					
	New Pole	-70.9326263					
	Removal No:	Latitude					
		42.8568588					
1.0	553	PARK.10	1.0	Downtown	SL.8	(P) Town Hall Lot Customer and Employee Parking Only During Business Hours	Possible new sign type. Message board combo.
	Mounting	Longitude					
	Grass	-70.9328839					
	Removal No:	Latitude					
		42.8566345					
1.0	554A	PARK.20	1.0	Downtown	SL.8	Lower Millyard Garage	
	Mounting	Longitude					
	Building	-70.9288844					
	Removal No:	Latitude					
		42.8570738					

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Phase:	Location No:	Sign Type:	Qty:	City / Area:	Sheet No:	Message:	Comments:
1.0	554B	PARK.30	1.0	Downtown	SL.8	Exit - Clearance 7'-0" - Enter	
	Mounting Building	Longitude				-70.9288856	
	Removal No:	Latitude				42.8570795	
1.0	555	PARK.2	1.0	Downtown	SL.8	(P) Lower Millyard Garage All Day Public Parking	
	Mounting Grass	Longitude				-70.9292657	^ Additional Parking
	Removal No:	Latitude				42.8573897	
1.0	556	PARK.21	1.0	Downtown	SL.8	SIDE A (P)	Internally Illuminated
	Mounting Building	Longitude				-70.9289044	SIDE B (P)
	Removal No:	Latitude				42.8570962	
1.0	557A	PARK.20	1.0	Downtown	SL.8	Lower Millyard Garage	
	Mounting Building	Longitude				-70.9286522	
	Removal No:	Latitude				42.8570215	
1.0	557B	PARK.30	1.0	Downtown	SL.8	Exit - Clearance 7'-0" - Enter	
	Mounting Building	Longitude				-70.9286522	
	Removal No:	Latitude				42.8570215	

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1.0	800	DEST.1.2	1.0	Downtown	SL.3	Amesbury High School 5 Highland St	Alternate Header School Logo
	Mounting Grass	Longitude -70.943715					
	Removal No:	Latitude 42.853547					
1.0	801	DEST.1.2	1.0	Downtown	SL.6	Amesbury Middle School 220 Main St	Alternate Header School Logo
	Mounting Grass	Longitude -70.9304685					
	Removal No:	Latitude 42.8484555					
1.0	802	DEST.2	1.0	Downtown	SL.8	Amesbury Police Department 19 School St	
	Mounting Grass	Longitude -70.9338532					
	Removal No:	Latitude 42.8560742					
1.0	803	DEST.2	1.0	Downtown	SL.8	Amesbury Fire Department 17 School St	
	Mounting Grass	Longitude -70.9337515					
	Removal No:	Latitude 42.8557085					
1.0	804	DEST.2	1.0	Downtown	SL.8	Amesbury City Hall 62 Friend St	
	Mounting Grass	Longitude -70.9334697					
	Removal No:	Latitude 42.8564753					

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1.0	805	DEST.2	1.0	Amesbury	SL.8	Amesbury Library 149 Main St	
	Mounting Grass	Longitude -70.9327755					
	Removal No:	Latitude 42.8550469					
1.0	806	DEST.2	1.0	Amesbury	SL.4	Amesbury Fire Admin Building 124 Elm St	Check location in field.
	Mounting Grass	Longitude -70.9241002					
	Removal No:	Latitude 42.8584714					
1.0	807	DEST.1	1.0	Amesbury	SL.5	Amesbury Municipal Development Center 39 S Hunt Rd	
	Mounting Grass	Longitude -70.955783					
	Removal No:	Latitude 42.8331692					
1.0	808	DEST.1.2	1.0	Amesbury	SL.2	Amesbury Elementary School 193 Lions Mouth Rd	Remove and replace existing sign. Move closer to road.
	Mounting Grass	Longitude -70.9496262					
	Removal No:	Latitude 42.8551284					
1.0	809	DEST.1.3	1.0	Amesbury	SL.8	Amesbury Innovation High School 71 Friend St	Locate in field.
	Mounting Grass	Longitude -70.9348524					
	Removal No:	Latitude 42.8560907					

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1.0	900	P_DEST.1.2	1.0	Amesbury	SL.6	Amesbury Alliance Park Owned and Operated by the Amesbury Improvement Association	Amesbury to provide list of services / amenities for pictograms.
	Mounting	Longitude					
	Replace existing	-70.9244591					
	Removal No:	Latitude					
		42.8413566					
1.0	901	P_DEST.1.2	1.0	Amesbury	SL.3	Amesbury Town Park (Playground Pictogram, Basketball Pictogram, Splashpad Pictogram)	
	Mounting	Longitude					
	Grass	-70.9402047					
	Removal No:	Latitude					
		42.8543542					
1.0	902	P_DEST.1.2	1.0	Amesbury	SL.1	Amesbury Battis Farm (Trail Pictogram, Garden Pictogram, Cross Country Ski Pictogram)	
	Mounting	Longitude					
	Grass	-70.942651				Parking for Camp Kent	
	Removal No:	Latitude					
		42.8733242					
1.0	903	P_DEST.1.2	1.0	Amesbury	SL.4	Amesbury Collins Street Park (Softball Pictogram, Playground Pictogram, Basketball Pictogram)	
	Mounting	Longitude					
	Grass/Mulch	-70.9172514					
	Removal No:	Latitude					
		42.8589808					
1.0	904	P_DEST.2	1.0	Amesbury	SL.3	Amesbury Lake Gardner (Swimming / Beach Pictogram, Trail Pictogram, Paddle Pictogram)	
	Mounting	Longitude					
	Replace Existing	-70.9364307					
	Removal No:	Latitude					
		42.8587745					

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1.0	905	P_DEST.1.2	1.0	Amesbury	SL.3	Amesbury Town Park (Skatepark Pictogram & Baseball Pictogram)	
	Mounting Grass	Longitude -70.9432095					
	Removal No:	Latitude 42.8538687					
1.0	906	P_DEST.1.2	1.0	Amesbury	SL.2	Amesbury Woodsom Farm North (Sports Pictogram, Walking Trail Pictogram, Cross Country Ski Pictogram)	
	Mounting Grass	Longitude -70.9546721					
	Removal No:	Latitude 42.8588384					
1.0	906A	P_DEST.1.2	1.0	Amesbury	SL.2	Amesbury Woodsom Farm South (Walking Trails Pictogram, Sledding Pictogram, Running Pictogram)	
	Mounting Grass	Longitude -70.9532529					
	Removal No:	Latitude 42.8568702					
1.0	907	P_DEST.1.2	1.0	Amesbury	SL.3	Amesbury Town Park (Disc Golf Pictogram, Baseball Pictogram, Ice Skating Pictogram)	
	Mounting Grass	Longitude -70.9410763				Additional Parking at Amesbury High School	
	Removal No:	Latitude 42.8522044					
1.0	908	P_DEST.2	1.0	Amesbury	SL.1	Amesbury Batchelder Park (Scenic View Pictogram & Trail Pictogram)	
	Mounting Grass	Longitude -70.9371888					
	Removal No:	Latitude 42.8658226					

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1.0	909	P_DEST.1.2	1.0	Amesbury	SL.8	Amesbury Heritage Park (Entertainment Pictograms)	
	Mounting Grass	Longitude -70.9281522					
	Removal No:	Latitude 42.8564489					
1.0	912	P_DEST.1.2	1.0	Amesbury	SL.2	Amesbury Camp Kent Nature Center	Remove and replace existing.
	Mounting Grass	Longitude -70.9473624				Staff Entrance Public Parking at Battis Farm	
	Removal No:	Latitude 42.8754981					
1.0	950	TRAIL.1	1.0	Amesbury	SL.6	(Person Walking Pictogram) Amesbury Riverwalk Trail (Bike Pictogram, Roller blade Pictogram)	
	Mounting Grass	Longitude -70.9125107					
	Removal No:	Latitude 42.8473879					
1.0	951	TRAIL.1	1.0	Amesbury	SL.8	(Person Walking Pictogram) Amesbury Riverwalk Trail (Bike Pictogram & Roller Blade Pictogram)	
	Mounting Grass	Longitude -70.9281727					
	Removal No:	Latitude 42.8563477					
1.0	952	TRAIL.1	1.0	Amesbury	SL.7	(Person Walking Picto) Amesbury William Lloyd Garrison Trail (Bike Pictogram & Roller Blade Pictogram)	Amesbury to provide list of services / amenities for pictograms.
	Mounting Grass/Cement	Longitude -70.8994663					
	Removal No:	Latitude 42.8442004					

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1.0	952A	TRAIL.1	1.0	Amesbury	SL.7	(Person Walking Picto) Amesbury William Lloyd Garrison Trail (Bike Pictogram & Roller Blade Pictogram)	Review in Field
	Mounting Grass	Longitude -70.9029994					
	Removal No:	Latitude 42.8414584					
1.0	953	TRAIL.1	1.0	Amesbury	SL.7	(Person Walking Pictogram) Amesbury William Lloyd Garrison Trail	Amesbury to provide regulatory info.
	Mounting Grass	Longitude -70.9085509					
	Removal No:	Latitude 42.8372373					
1.0	954	TRAIL.1	1.0	Amesbury	SL.8	(Person Walking Pictogram) Amesbury Riverwalk Trail	Amesbury to provide regulatory info.
	Mounting Grass	Longitude -70.9320263					
	Removal No:	Latitude 42.8574952					

CITY OF AMESBURY, MA
Wayfinding & Signage Program
Parking, Parks & Trails, and Building ID

PROGRAMMING:
Sign Location Plan - **FINAL_PHASE 1**

September 14, 2023

Revision: October 17, 2024

merJE

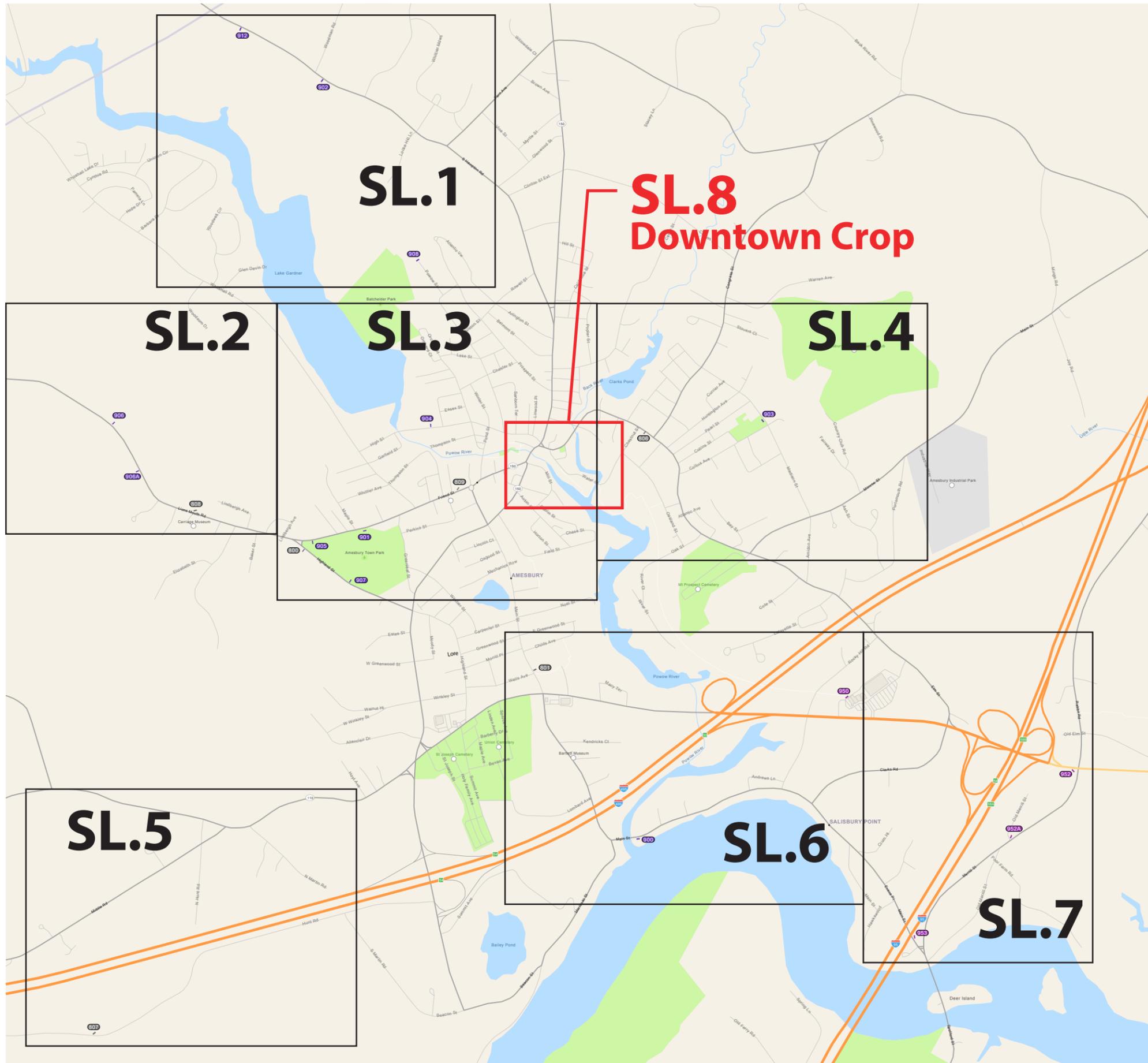
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SPECIFICATIONS

Refer to the City of Amesbury, MA Wayfinding and Signage System design intent documentation for sign type drawings, material call-outs and installation methods.

Refer to the City of Amesbury, MA Wayfinding and Signage System message schedule for all sign type messages, location numbers, quantities, and specific location details.

SIGNAGE LEGEND	
500	Parking Directionals/ID
800	Destination ID
900	Park ID
950	Trail ID

NOTES:

1. General sign locations are provided on these plan sheets.
2. The Message Schedule provides more detailed guidance of sign location in the Remarks column.
3. Refer to the Message Schedule for the final messages of each sign.
4. Utilize the above Legend to help determine sign types, and other details of location.

ENVIRONMENTS & EXPERIENCES

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DATE 09/14/23

DRAWN BY: MP

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REVISIONS

CLIENT / PROJECT

City of Amesbury
Wayfinding and Signage System

PROJECT NO.

SHEET TITLE

Sign Location Plans
City-Wide

SHEET NO.

KEY



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SIGNAGE LEGEND	
500	Parking Directionals/ID
800	Destination ID
900	Park ID
950	Trail ID

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REVISIONS

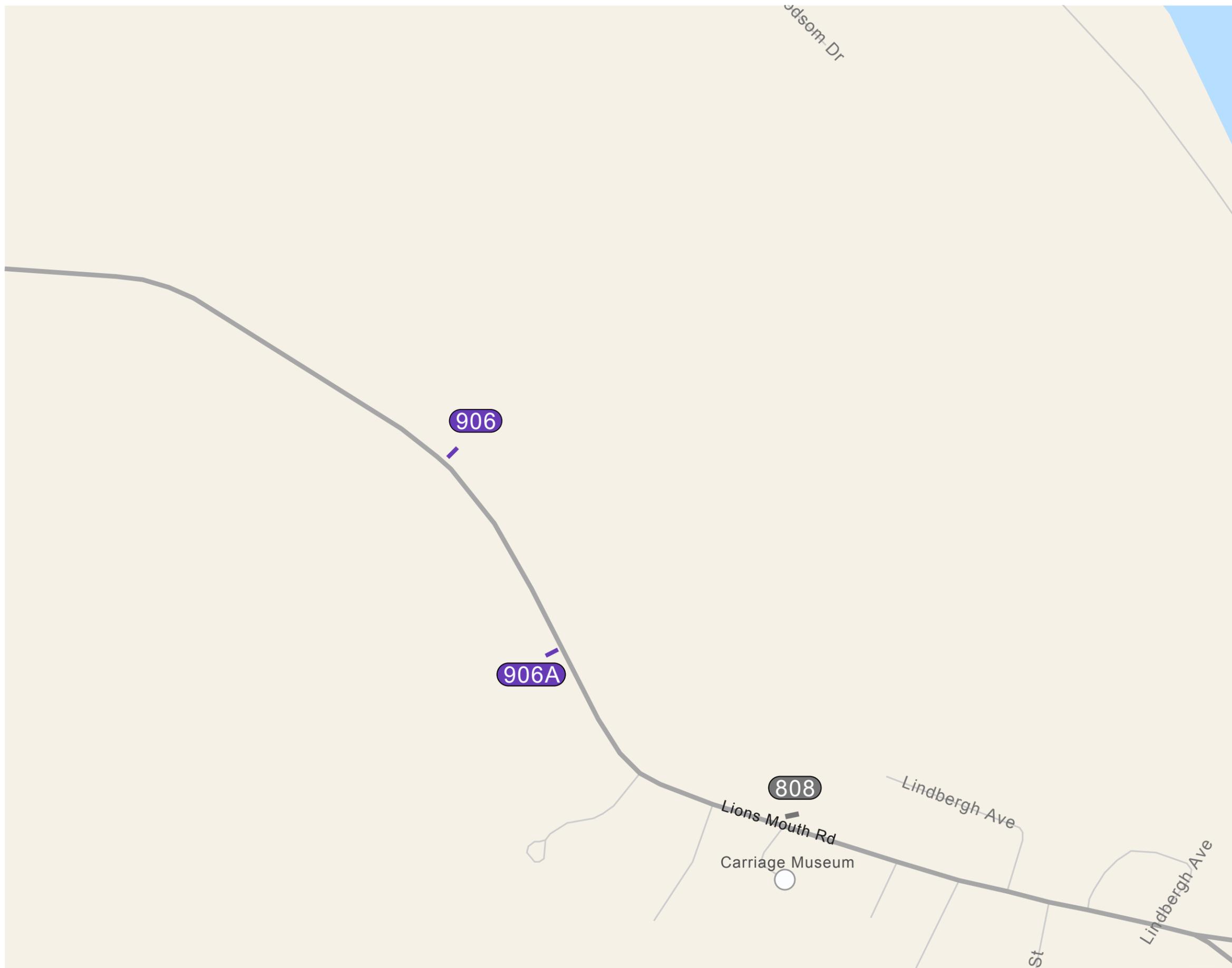
CLIENT / PROJECT

City of Amesbury
 Wayfinding and Signage System

PROJECT NO.

SHEET TITLE
Sign Location Plans City-Wide

SHEET NO.
SL.1



SPECIFICATIONS

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SIGNAGE LEGEND	
500	Parking Directionals/ID
800	Destination ID
900	Park ID
950	Trail ID

- NOTES:**
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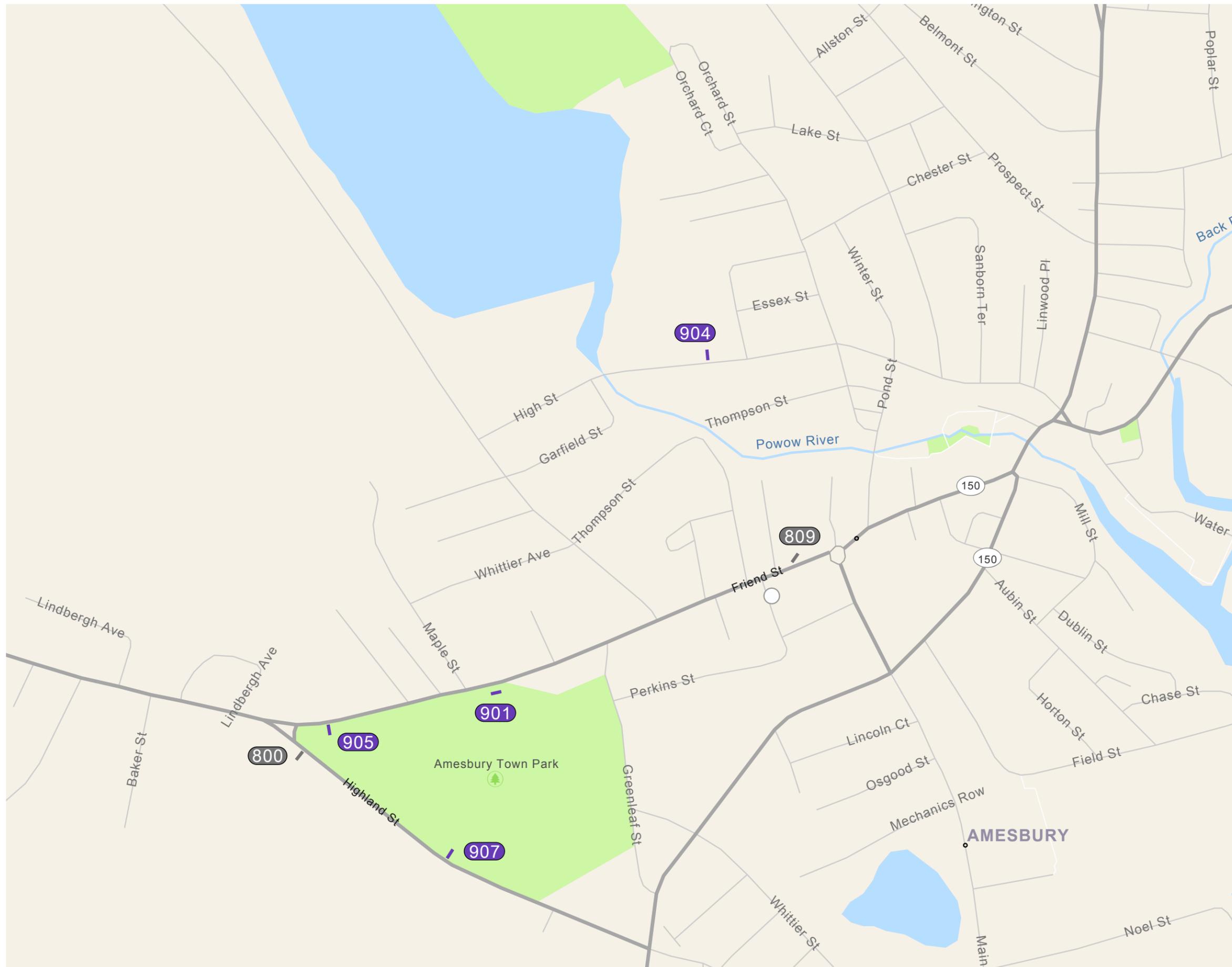
CLIENT / PROJECT

City of Amesbury
 Wayfinding and Signage System

PROJECT NO.

SHEET TITLE
Sign Location Plans City-Wide

SHEET NO.
SL.2



SPECIFICATIONS

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SIGNAGE LEGEND	
500	Parking Directionals/ID
800	Destination ID
900	Park ID
950	Trail ID

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REVISIONS

CLIENT / PROJECT

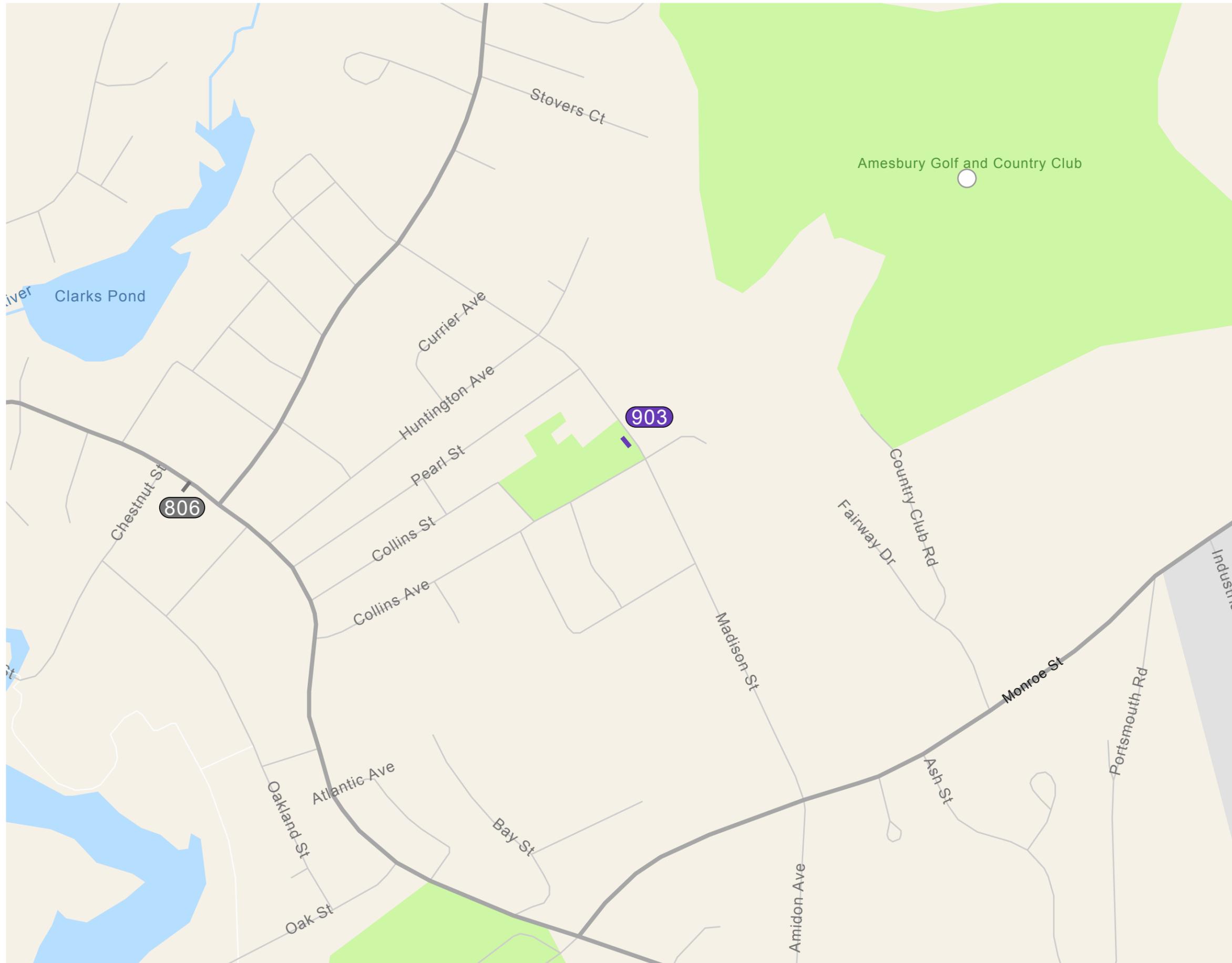
City of Amesbury
Wayfinding and Signage System

PROJECT NO.

SHEET TITLE
Sign Location Plans City-Wide

SHEET NO.

SL.3



SPECIFICATIONS

Refer to the City of Amesbury, MA Wayfinding and Signage System design intent documentation for sign type drawings, material call-outs and installation methods.

Refer to the City of Amesbury, MA Wayfinding and Signage System message schedule for all sign type messages, location numbers, quantities, and specific location details.

SIGNAGE LEGEND	
500	Parking Directionals/ID
800	Destination ID
900	Park ID
950	Trail ID

NOTES:

1. General sign locations are provided on these plan sheets.
2. The Message Schedule provides more detailed guidance of sign location in the Remarks column.
3. Refer to the Message Schedule for the final messages of each sign.
4. Utilize the above Legend to help determine sign types, and other details of location.

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City of Amesbury
Wayfinding and Signage System

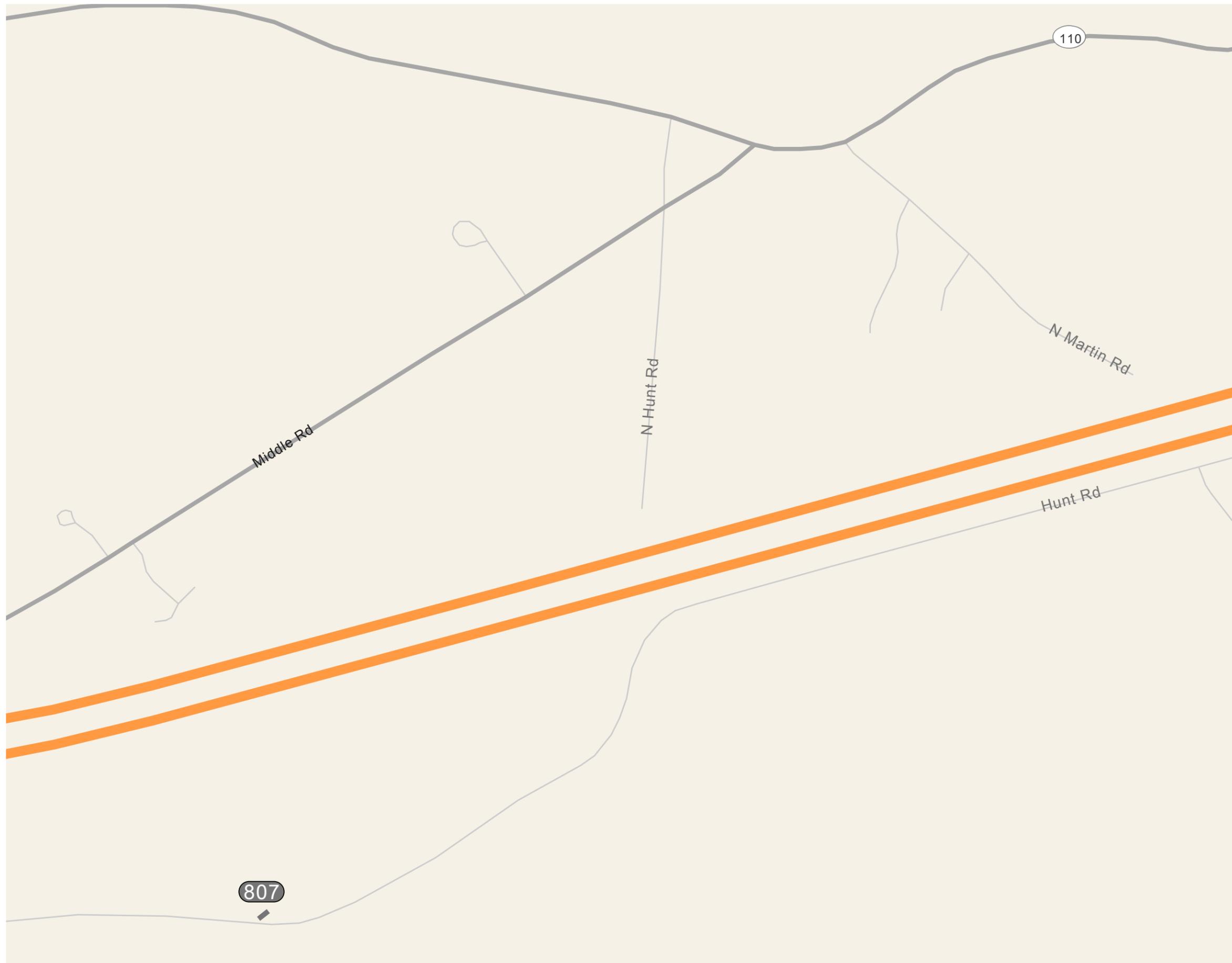
PROJECT NO.

SHEET TITLE

Sign Location Plans
City-Wide

SHEET NO.

SL.4



SPECIFICATIONS

Refer to the Wayfinding and Signage System design intent documentation for sign type drawings, material call-outs and installation methods.

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SIGNAGE LEGEND	
500	Parking Directionals/ID
800	Destination ID
900	Park ID
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NOTES:

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REVISIONS		PROJECT NO.
		SHEET TITLE
		<p>Sign Location Plans City-Wide</p>
		SHEET NO.
		SL.5



SPECIFICATIONS

Refer to the Wayfinding and Signage System design intent documentation for sign type drawings, material call-outs and installation methods.

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SIGNAGE LEGEND	
500	Parking Directionals/ID
800	Destination ID
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CLIENT / PROJECT

City of Amesbury
Wayfinding and Signage System

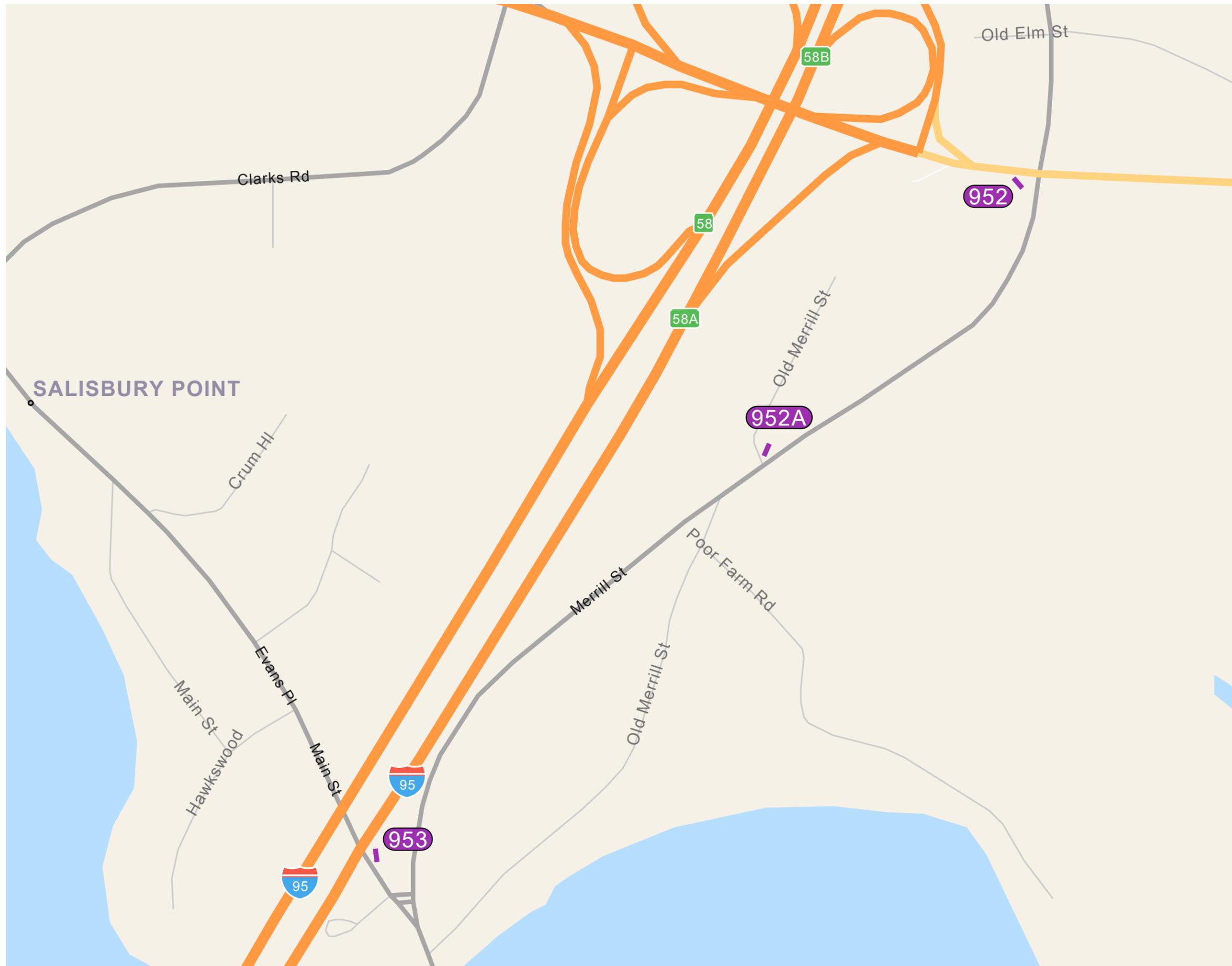
PROJECT NO.

SHEET TITLE

Sign Location Plans
City-Wide

SHEET NO.

SL.6



SPECIFICATIONS

Refer to the Wayfinding and Signage System design intent documentation for sign type drawings, material call-outs and installation methods.

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SIGNAGE LEGEND	
500	Parking Directionals/ID
800	Destination ID
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NOTES:

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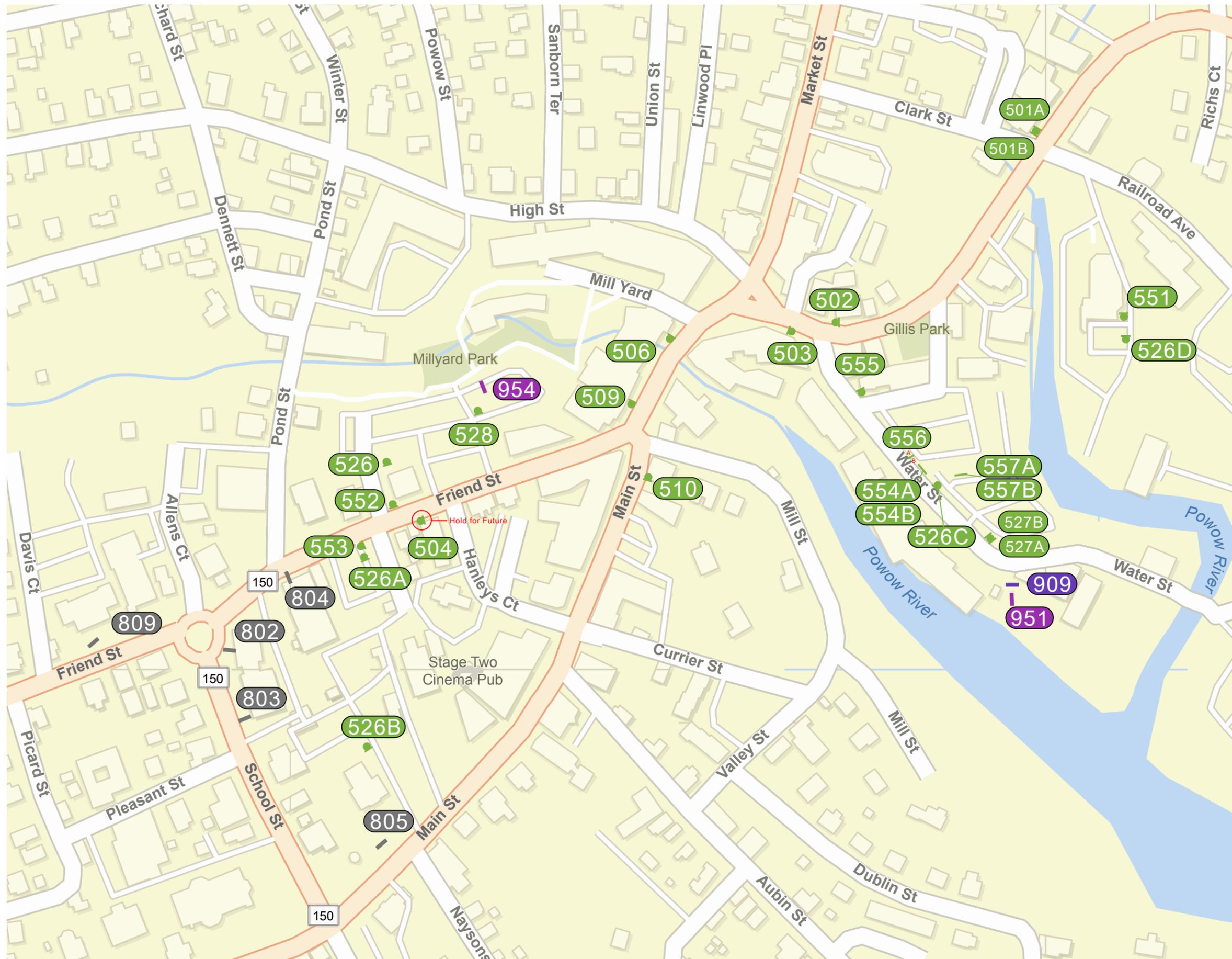
PROJECT NO.

SHEET TITLE
Sign Location Plans City-Wide

REVISIONS

SHEET NO.

SL.7



SPECIFICATIONS

Refer to the City of Amesbury, MA Wayfinding and Signage System design intent documentation for sign type drawings, material call-outs and installation methods.

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SIGNAGE LEGEND	
500	Parking Directionals/ID
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REVISIONS 10/17/24

CLIENT / PROJECT
City of Amesbury
 Wayfinding and Signage System

PROJECT NO.
 SHEET TITLE
Sign Location Plans Downtown

SHEET NO.
SL.8