



City of Amesbury, MA wayfinding assessment

July, 2019

City of Amesbury, Massachusetts

merJE

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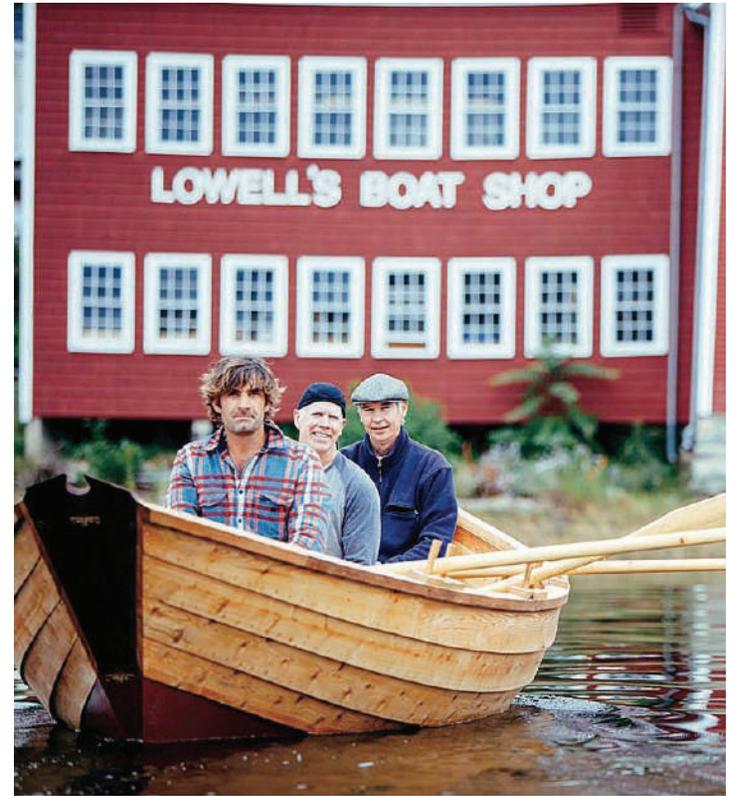
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section 1
introduction



objectives & philosophy

OBJECTIVES:

- To create and implement a user-friendly and visible navigational system that will guide visitors and residents around the City of Amesbury.
- To market Amesbury's assets, including parks, cultural, and historic venues, as well as municipal buildings.
- Support unified messaging for the City of Amesbury that can be reflected in the wayfinding signage and carried throughout other aspects of the City's marketing efforts.
- To focus on Pedestrian travel in Downtown.
- To help direct visitors to Downtown, other city destinations from Amesbury's major arteries.

WAYFINDING PHILOSOPHY:

Create an identity

- Provide visitors and residents with a sense of place and enhanced environment.
- Create a great first impression of a City that is well-planned, organized, friendly, safe and caring.

Market the Assets of Amesbury

- Aid visitors in discovering "the little jewels."
- Signs validate that a destination is worth visiting.

Build Relationships

- Promote teamwork among the participants to reach the goal.
- Build consensus to aid the approval process.
- Address the different criteria presented by each destination.

Wayfinding Principles

The following wayfinding principles have guided our process and recommendations:

1. The system is intended for first time visitors and residents alike.
2. First impressions and perception play an active role in determining the best route of travel.
3. The best route may not be the shortest or quickest.
4. Terminology must be kept short and easily understood by a visitor.
5. Direct to the "front door" of a destination.
6. Departure routes are equally as important as arrival routes.
7. Promote economic development and the assets of the City of Amesbury by making connections between destinations.

section 2
wayfinding tools



wayfinding tools



City of Amesbury Website



Amesbury Chamber of Commerce & Industrial Foundation Logo

Wayfinding programs can reinforce a sense of place and promote Amesbury as an environment that is easy to navigate. The program will provide first-time and frequent visitors with clear and consistent information.

This Wayfinding Analysis considers a variety of wayfinding tools: landscaping, lighting, street furniture, landmarks, gateway elements, signage, mapping, banners and public art, as well as related issues such as sustainability and integration of technology.

PRE-ARRIVAL TECHNOLOGY

In addition to the standard City website, there can be either a stand-alone or internal link to a wayfinding map. The wayfinding map can appear on the City website or the Amesbury Tourism website. Alternately, the information can be presented as a separate site to be managed and hosted by the City.

A tourism / wayfinding interactive map allows for a deeper inclusion of attractions and businesses into the overall wayfinding program. The accessibility

and ease of a map and its maintenance broadens the level of inclusion, compared to the cost, code restrictions, and clutter issues associated with a signage program.

The look and feel of the interactive map should reflect the overall identity of the City wayfinding program.

wayfinding tools cont.

END-USER TECHNOLOGY

This is the utilization of technology where information is communicated to users through the visitor's device (smartphone, iPad or computer). This concept does not require the City to invest in hardware or infrastructure and eliminates issues of vandalism, theft, etc. The only investment is in development and ongoing maintenance of the context. End-user technology can include elements such as text message maps, mobile apps the use of QR codes and iBeacon technology, which can send notifications to your smart phone. Stand-alone kiosks and hubs can also be utilized.

ENVIRONMENT

Landmarks are used everyday to provide direction; it can be as simple as "Continue past the underpass" or as common as "Meet me at the statue".

In addition to providing directions, landmarks are also helpful for establishing a person's orientation, especially in an exterior environment, where architectural features, landscaping and physical elements help to position us in unfamiliar territory. Public works of art, statues and murals, are also valuable landmarks in Amesbury.

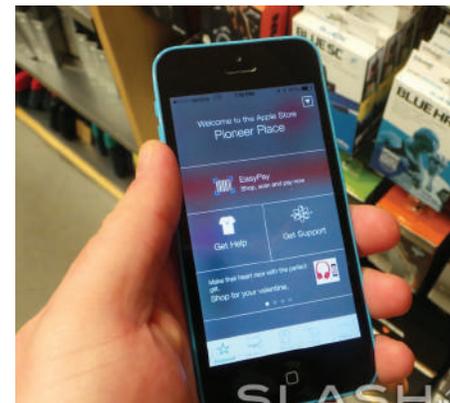
SUPPORT INFORMATION

Whether information is communicated through technology, printed advertisements or a friendly face at the Visitor Center, each element effects the experience of a visitor and offers the opportunity to communicate a consistent message, graphic language and helpful customer service.

SIGNAGE

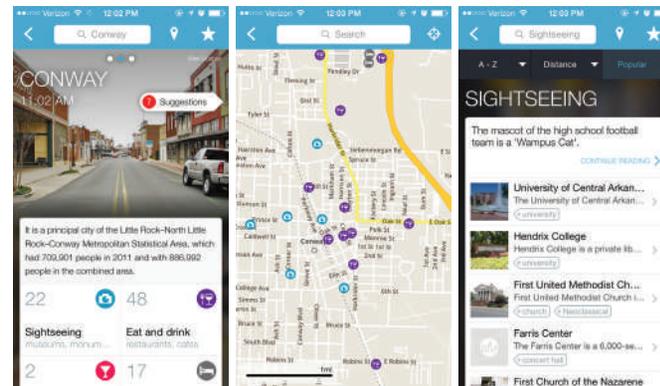
Vehicular and pedestrian signage will orient and guide visitors and residents around the City of Amesbury. Kiosks located at key gathering spots and pedestrian discovery elements will provide wayfinding information and promote Downtown businesses and special events. Banners can define the Districts and create a sense of place.

iBeacon Technology



Create a new orientation map to be used consistently throughout Amesbury in print, signage and on-line. The map should be created in layers and should include districts.

Examples of Mobile App Engagement



Arkansas Travel Guide App by Triposo

Amesbury Landmarks



Top, then left to right:
Woodsom Farm Learning Center
Smoke Stack
Powwow River

Good examples of consistency in an orientation mapping system



Fredericksburg Logo



Fredericksburg TX shopping/dining map

section 3
wayfinding analysis



Examples of existing signage

existing wayfinding signage

The current state of signage in the City of Amesbury is an array of sign types, sizes and configurations. Signs have been installed as singular efforts by various government agencies, city departments and destinations, to address individual needs or requests. This haphazard approach has created visual clutter within the environment and presents a disorganized and disorienting image of the city.

Signs of all different sizes, shapes, colors and typefaces lessens the effectiveness of the signage to aid users in finding their way. The following signage conditions are presented around Amesbury:

- Disorganized and/or damaged signs create a lack of “trust” in the information presented.
- Inconsistent mounting heights and placement does not allow the user to anticipate information.
- Copy size is too small to be read or too large for the context.
- Panel size is too small for a user to notice the sign.
- Multiple single message signs can be condensed into a single multi-message sign.
- Mix of multiple sign systems at a single location.

REMOVAL

It is important to note that the intent is not to add signage on top of existing conditions, but to remove and replace existing wayfinding signage to create an organized and comprehensive approach. The scope of this project includes the preparation of a removal plan.

EXISTING SYSTEMS

The new wayfinding system will interact with traffic and bicycle regulatory signs, as well as signs for individual entities that are in the public right-of-way.

MASSDOT

Signage along MassDOT Right-of-Way (ROW) must conform to the Manual for Uniform Traffic Control Devices (MUTCD).



A Removal Plan will be created for the City.

gateways & arrivals

City Circulation

GATEWAY LOCATIONS

Gateways for this project will vary in scale and complexity based on their location, environment and purpose. Gateways can make a statement and welcome a visitor or they can simply mark the city limit.

Gateways provide a landmark and can include more than just signage; lighting, landscaping, architectural elements, and public art can also be incorporated.

Seven gateways have been identified. Each of these present different purposes and could require a more than one design approach.

PRIMARY GATEWAYS

Primary gateways are located at the main points of visitor entry into Amesbury. While the function of the gateway is to welcome visitors, it can be more than just a sign. The design can include landscaping,

lighting, and/or public art in addition to conveying the city's brand message.

SECONDARY GATEWAYS

Secondary gateways are located at the other points of visitor entry into the City. These gateways welcome visitors and convey the brand message at a smaller scale. They can be designed to include landscaping, lighting or signage.

TERTIARY GATEWAYS

Tertiary gateways are simple boundary markers located on smaller roads entering Amesbury.

DISTRICT GATEWAYS

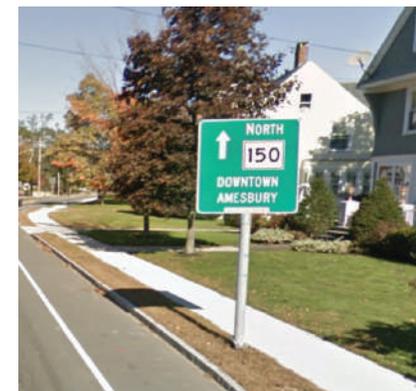
District gateways are located at smaller arrival points into different districts within the City. Space can be limited, so these gateways may need to be designed at a smaller scale, vertical orientation, or attached to street lamp posts. Banners may also be considered.



Existing Sign on I-495



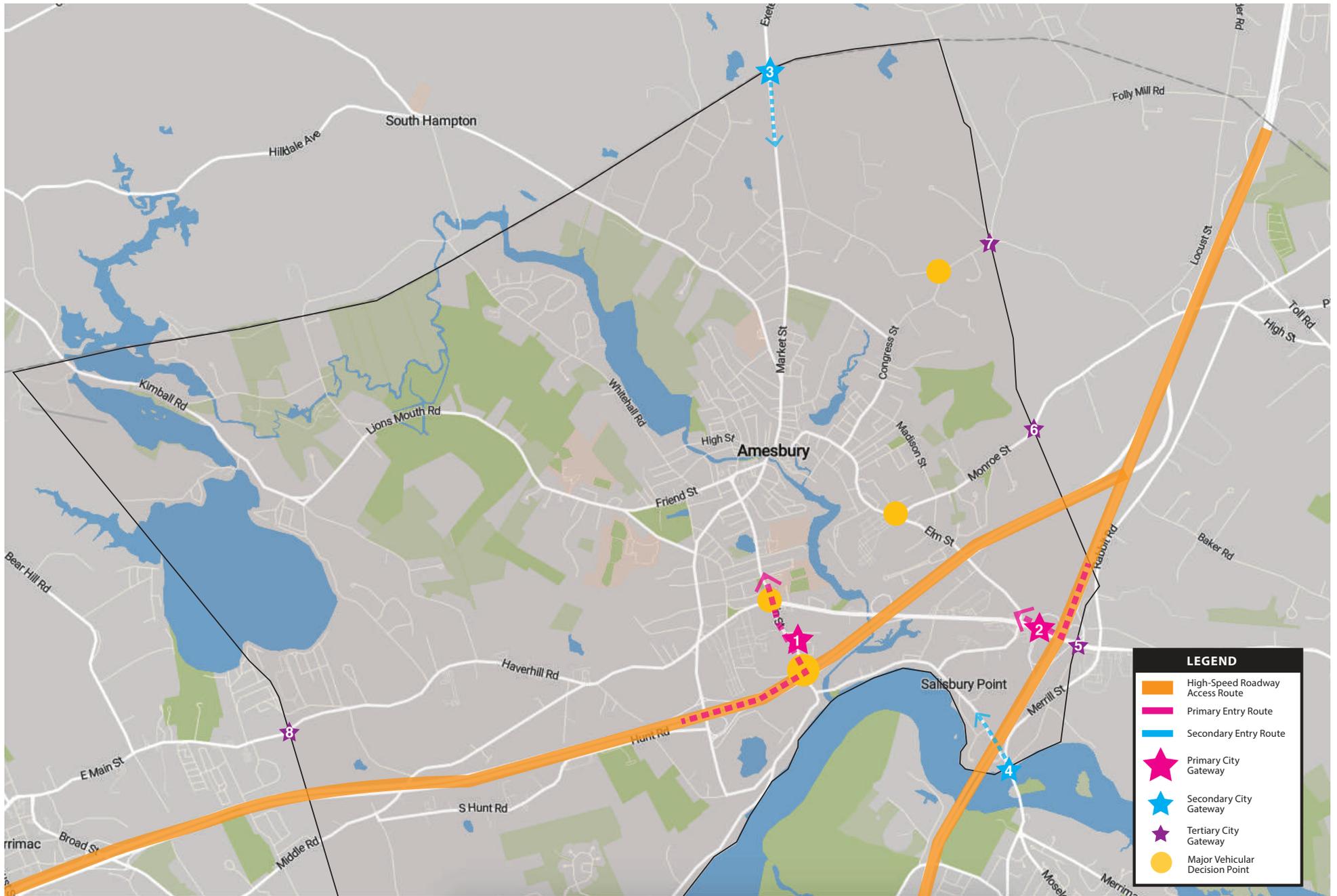
Existing Gateway Sign



Downtown Amesbury Sign on 150

PRIORITY
1

Install the new Primary Gateway with MassDOT approval.
Install new secondary and tertiary gateways that will connect in design to the new wayfinding system.



downtown gateways

City Circulation

Downtown Gateways for Amesbury will vary in scale and complexity based on their location, environment and purpose. Gateways can make a statement and welcome a visitor or they can simply mark the Downtown limits.

Gateways provide a landmark and may include more than just signage; lighting, landscaping, architectural elements, and public art can also be incorporated.

PRIMARY GATEWAYS

Primary gateways are located at the main points of visitor entry into Downtown Amesbury. While the function of the gateway is to welcome visitors, it can be more

than just a sign. The design can include landscaping, lighting, and/or public art in addition to conveying the Downtown's Amesbury identity.

SECONDARY GATEWAYS

Secondary gateways are located at additional points of visitor entry into the Downtown. These gateways welcome visitors at a smaller scale.

TERTIARY GATEWAYS

Tertiary gateways are simple boundary markers located on smaller roads entering Downtown Amesbury.



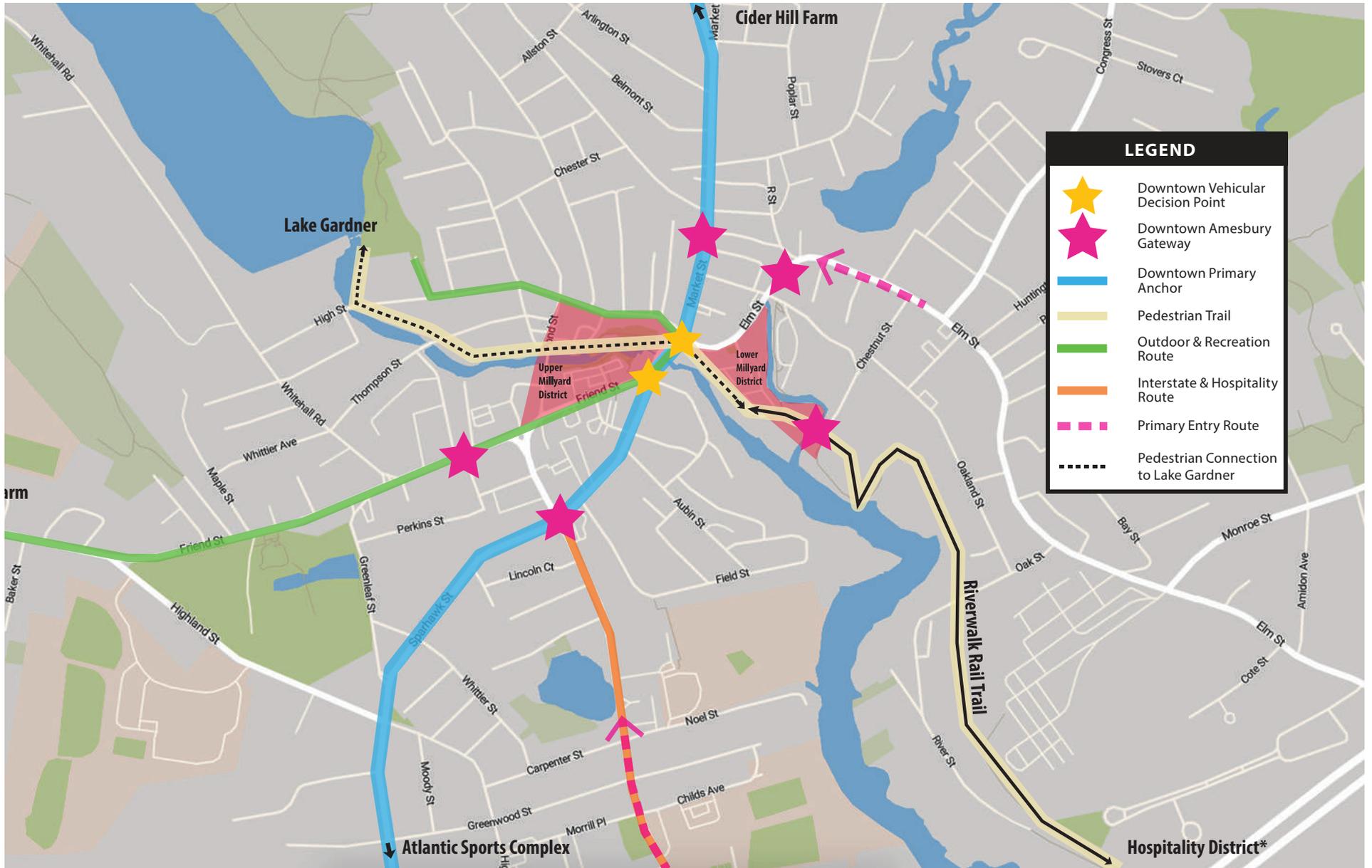
Downtown Amesbury



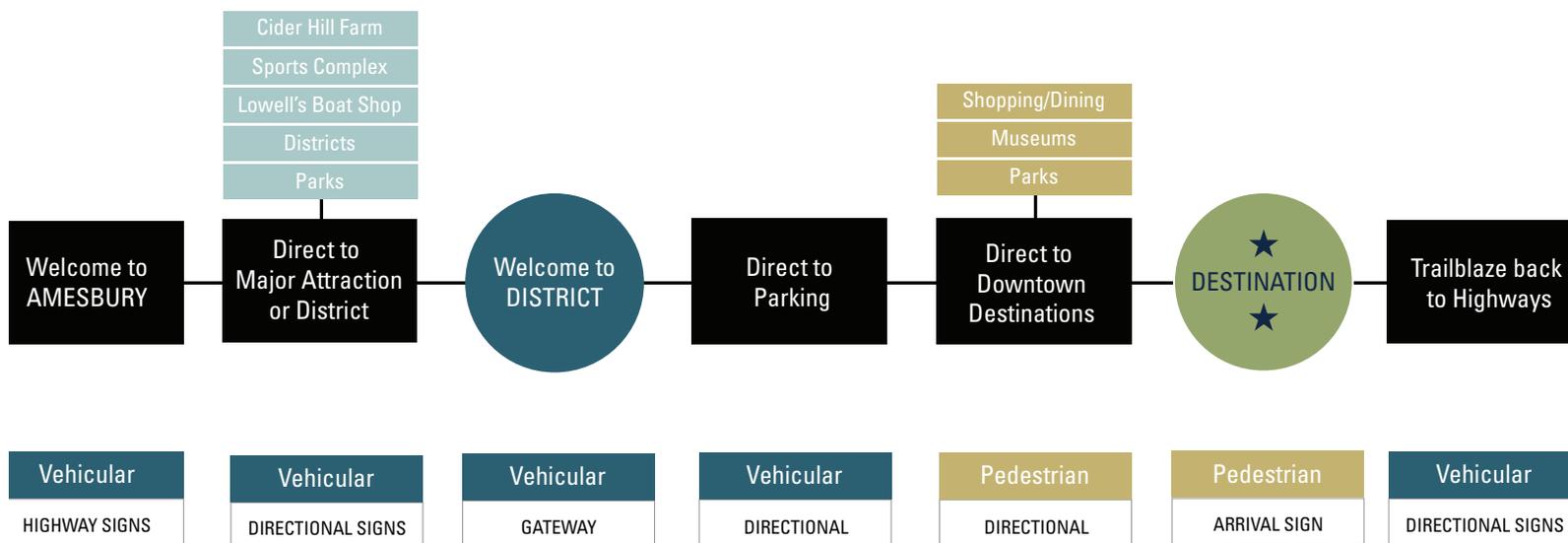
Creek in Amesbury



Market Square



information hierarchy



The primary focus will be to coordinate terminology to create consistent messaging and provide a seamless journey for visitors as they transition from the Freeways and State roads to the City of Amesbury wayfinding program.

Depending on the type of arrival, different types of directional signs will be utilized. Vehicular sign types will be designed to meet DOT (Department of Transportation) criteria for messages, number of messages per panel, character height, and contrast.

The design team will consider a variety of elements which welcome visitors to the City of Amesbury. This can include architectural elements, public art, lighting, landscaping, and of course signage.

These sign types will be designed to meet DOT (Department of Transportation) criteria for messages, number of messages per panel, character height, and contrast.

These sign types will be designed to meet DOT (Department of Transportation) criteria for messages, number of messages per panel, character height, and contrast.

If the destination does not have an existing sign, one matching the Wayfinding system can be provided.

Departure routes are equally important to arrival. These trailblazer signs utilize standard MUTCD highway and State roadway shields to provide clear pathways to the nearest roadway from the many destinations within the City of Amesbury.



city destinations

A basic premise of urban wayfinding is to direct visitors to the “front door” of a destination.

Showing the visitor the front door lets them know that they have arrived and provides them with orientation to where they are in the City. Also, if no designated parking lot is provided, they can then begin to circle the block to find parking.

PARKS & RECREATION

- 1 Alliance Park
- 2 Batchelder Park
- 3 Battis Farm
- 4 Collins Street Playground
- 5 Lake Gardner Beach
- 6 Town Park
- 7 Woodsom Farm Learning Center

TRAIL HEADS

- 8 Riverwalk Rail Trail
- 9 William Lloyd Garrison Trail

SPORTS

- 10 Atlantic Sports Center*
- 11 Landry Stadium

GOVERNMENT / COMMUNITY

- 12 Amesbury City Hall
- 13 Amesbury Public Library
- 14 Chamber of Commerce

EDUCATION

- 15 Amesbury High School
- 16 Amesbury Middle School

TRANSPORTATION/PARKING

- 17 Nicholas J Costello Transportation Center
- 18 Lower Millyard Lot
- 19 Upper Millyard Lot

ATTRACTIONS

- 20 Lowell's Boat Shop
- 21 Cider Hill Farm

CULTURAL

- 22 Amesbury Carriage Museum
- 23 John Greenleaf Whittier Home and Museum

DISTRICTS

- 24 Upper Millyard District
- 25 Lower Millyard District
- 26 Name TBD

*Future



City of Amesbury



Downtown Amesbury

terminologies

vehicular

The destination terminology & abbreviations shown here are PRELIMINARY and for discussion purposes only. The following baseline measurements were used for this study:

VEHICULAR SIGNAGE

Sign Panel Width: 3'-4" (40")

Character Height: 4"

Typeface: Clearview HWY

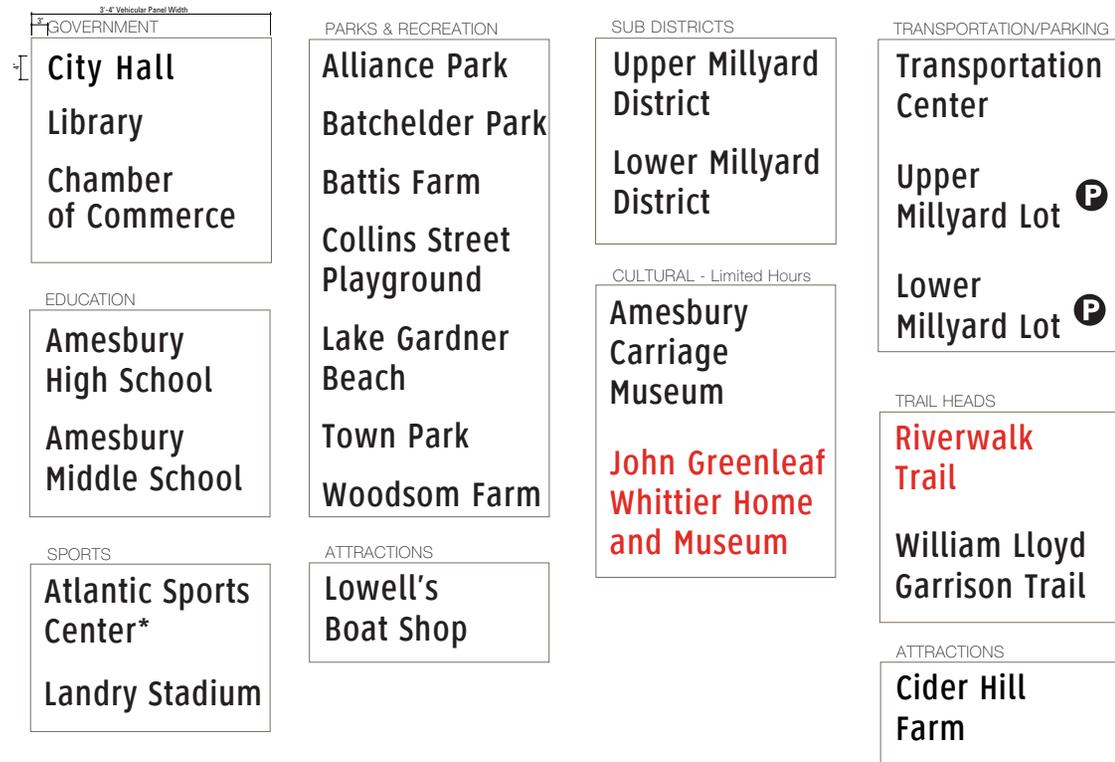
Qty. Lines per Listing: Qty. Characters per Listing:

Goal = 1

Goal = 20 or less

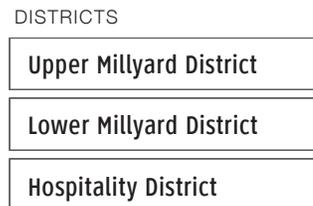
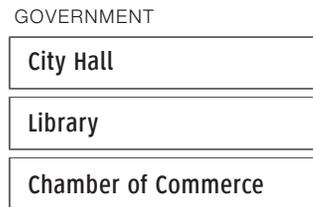
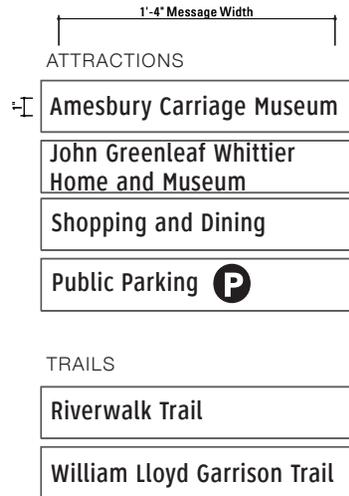
Acceptable = 2

Acceptable = 24 max.



■ NEEDS ABBREVIATION

★ FUTURE ATTRACTION



terminologies

pedestrian

The Upper Millyard District and Lower Millyard District are walkable districts with several visitor destinations as well as shopping and dining. There is public parking, so visitors can explore as a pedestrian. These districts could have pedestrian signage.

PEDESTRIAN SIGNAGE

Sign Panel Width: 1'-4" (16")

Character Height: 1"

Typeface: Not determined by MUTCD

Qty. Lines per Listing: Qty. Characters per Listing:

Goal = 1

Goal = 20 or less

Acceptable = 27 max.

districts

The use of Districts in a wayfinding system creates an information hierarchy which provides destinations with a farther “reach” of information.

ORIENTATION: Zones or districts help a person place themselves within a larger area. It provides a high-level context of your current location and your relationship to where you have to go.

Examples:

Region (within a State) - District (within a City) - Quad (within a Campus) - Wing (within a Building)

INFORMATION REACH: By placing the district within an organized information hierarchy - you are providing ALL destinations with a farther “reach” of information.

Example 3 Step Process – you can not direct to all destinations from very far distances (only so much information can be listed on a sign) – but with the use of various levels of hierarchy a destination can tell visitors to “follow signs” to City of Amesbury > Upper Millyard District > Destination Name.

When possible 3 - 4 districts is preferred, but not always possible. For the City of Amesbury there are currently 2 major city districts:

- Upper Millyard
- Lower Millyard

We are also recommending adding a Hospitality District around I-95 Exit 58, where several hotels and a new possible location for a Visitor Center are located. District names should be easily recognizable and need to work together without confusion.

DISTRICT NAMES:

If already locally recognized, names should be reflective of cultural or known references.

- Names should be simple and memorable by a person unfamiliar with the place
- When multiple districts are required the names should be distinctive both in terminology and pronunciation

- A physical landmark, activity or environment is so dominant that the general surrounding area becomes known by that landmark, activity or environment.

DISTRICT BOUNDARIES:

When determining district boundaries, one of the following situations should be present.

- Existing legal or formal boundary established by the City
- Context: Boundary is defined by the character of the place. (Architecture, Environment, History, Activity)
- A physical element or landmark creates a recognizable/physical boundary. This can be natural (river, mountains, etc.) or man-made (highway, overpass, train tracks, etc)
- Cluster of similar attractions or activities located within a specific defined area (i.e. Arts District, Hospitality District)

NAMING OF DISTRICTS

District names should...

- Be understood by a first time visitor
- Provide orientation
- Reflect the environment
- Market the area

3 Primary Districts

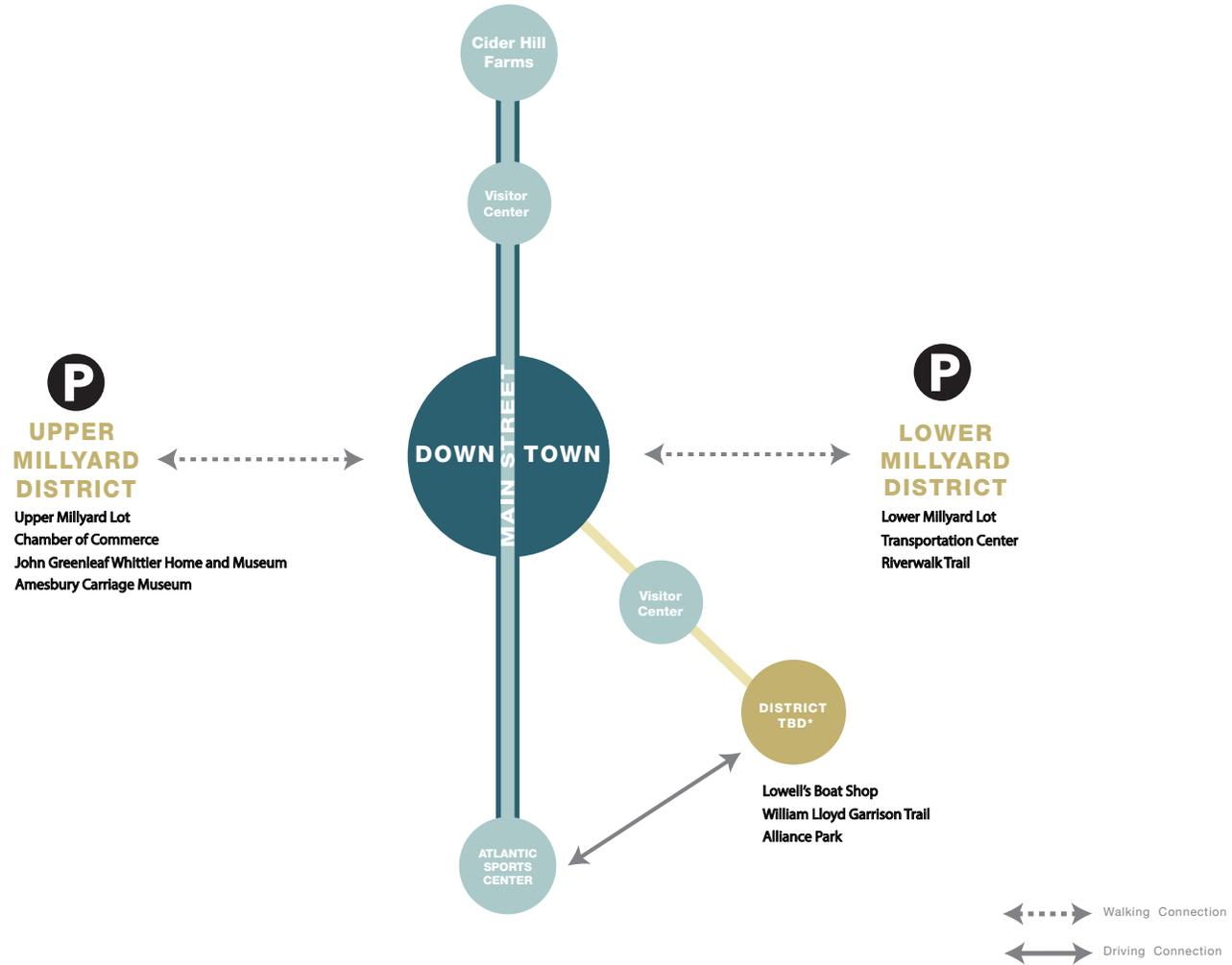


Names Currently Used

Upper Millyard District

Lower Millyard District

Name TBD*



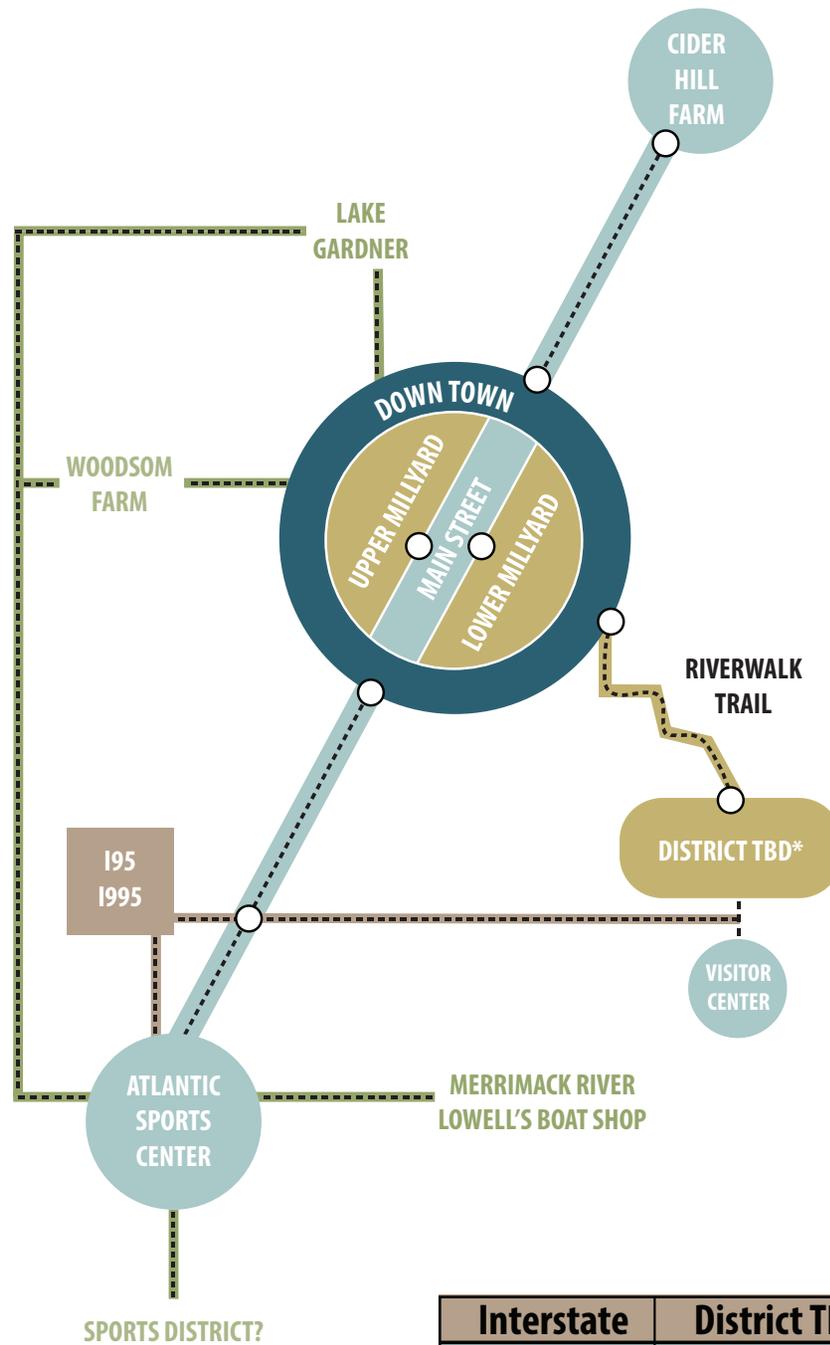
connections

Connections are a key element to any wayfinding program. This is done for physical and cross-marketing opportunities. By connecting local destinations to each other a visitor receives a deeper experience of Amesbury.

Through our analysis process we identified a series of connections between destinations, attractions and activities. These connections shall be utilized during

the Programming (Sign Planning) process to create a comprehensive routing scheme for the sign program.

While sign programs cannot direct to everywhere – from everywhere, these connections can certainly be reviewed and incorporated to the greatest extent possible, providing clear direction and confirming a visitor is traveling the correct way.



Interstate	District TBD
Anchor	Downtown
Bike Share	PED
Recreation	Outdoors

○ Identification Gateways

3.18 Section 3 - Wayfinding Analysis



Upper Millyard District



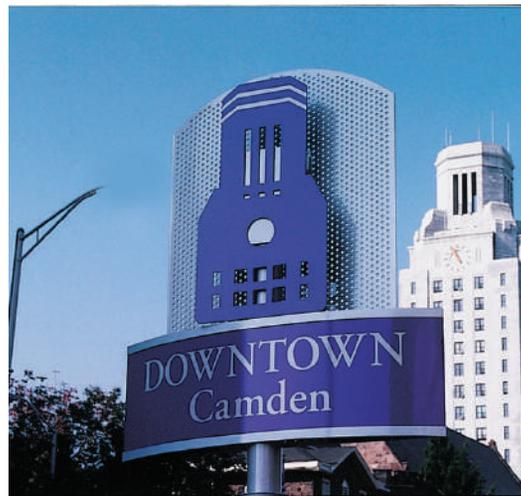
Lower Millyard District



Upper Millyard District



District TBD



Examples of District Icons in Camden

Examples of District icons



BRICKELL



**ARTS &
ENTERTAINMENT**



**CENTRAL
BUSINESS**

Districts can be reinforced through; icons color and patterns and help shape the District identity.

parking

Parking in an urban environment is always a challenge. The issue of parking within this wayfinding study is not meant to be a study in parking capacities, or utilization, but it does look at the parking situation from its placement in the wayfinding hierarchy and the image the city is presenting to visitors upon their arrival. It is important to note that signage alone will not solve all parking issues, but it can offer a tool for parking to become more visible and accessible.

Amesbury provides on-street parking and a few parking lots within a short walking distance for visitors.

NAMING PUBLIC LOTS & GARAGES

Naming parking lots after streets or sites they are located adjacent to, and including a clear Parking “P” symbol on signage will act as a wayfinding tool and provide a parking identity. It also assures the visitor they are allowed to park without fear of a ticket. Currently, the lots are not clearly directed to or identified. Naming the lots will help visitors remember which lot they parked in and will make it easier for merchants and destinations to tell visitors which lots to park in.

EXISTING PARKING SIGNAGE

Currently, the existing signs are not consistent from lot to lot. Adding a Parking “P” icon and naming the lots will enhance visibility of these signs and create a cohesive system for Public Parking, which can then be utilized on the City website, maps, and kiosks.



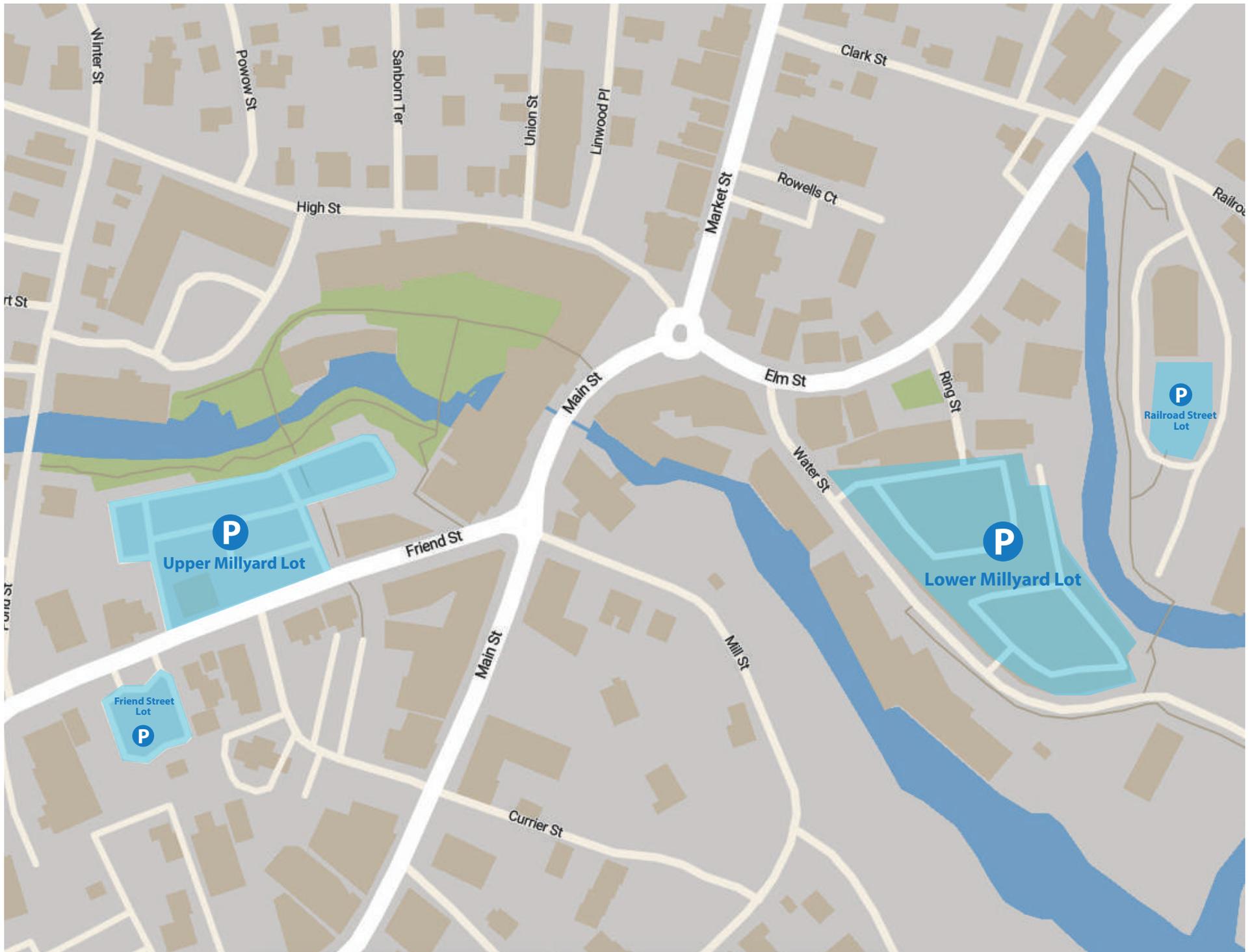
Garage Lot Example



Parking Kiosk



Parking Lot Branding



pedestrian paths

The City of Amesbury has very pedestrian-friendly districts where several destinations are clustered together. The visitor's experience in these areas can be enhanced by wayfinding elements.

CROSSWALKS

A variety of patterns, designs and colors could be used for crosswalks. In its simplest form, pavers can provide safer crossing opportunities, highlight an intersection or slow down traffic. With a more impactful treatment, decorative pavers or patterns can visually enhance the environment and reflect the attitude of the place. This will give pedestrians or tourists an indication of where they are and an overall feel of the area.

BANNERS

Banner programs are one of the most visible ways to make the Downtown areas more attractive. Through this program, Amesbury should strive to:

- Identify the Districts
- Add color and vitality to the streetscape
- Promote the Amesbury identity and events
- Involve local and corporate businesses as sponsors



Creative crosswalk example



Inlaid Sidewalk Plaque Example



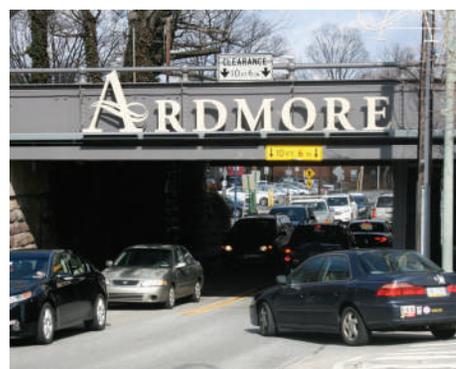
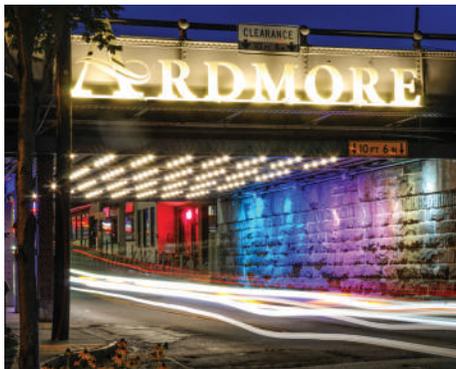
Banners



Opportunity to enhance underpass in Amesbury (MA-110)



Examples of Bridge Underpass Enhancements



Examples of Bridge Underpass Enhancements

enhancements

Wayfinding is an important component of urban design and public realm characteristics that affect how people perceive and use the local environment.

Wayfinding programs also provide the opportunity to create a “sense of place”, by reflecting the character and culture of the city through the physical design of the elements and communication of information that reinforce the city identity and experience.

Within the context of wayfinding behaviors, placemaking elements help to create memorable landmarks that provide tools for orientation and direction. Within the public realm, these types of community aesthetic features can take on many forms, including, graphic structures, lighting, public art/ murals, streetscape and landscaping.

enhancements cont.

The smokestack in the Lower Millyard provides the opportunity to create a landmark in the downtown area. Using a graphic treatment will enhance the smokestack's presence and can be used as a tool to direct pedestrians to the district.



Opportunity to enhance the smokestack



Example of smokestack enhancement



Turning the smokestack into an icon



Existing kiosk at Lake Gardner



Kiosk example from Fredricksburg



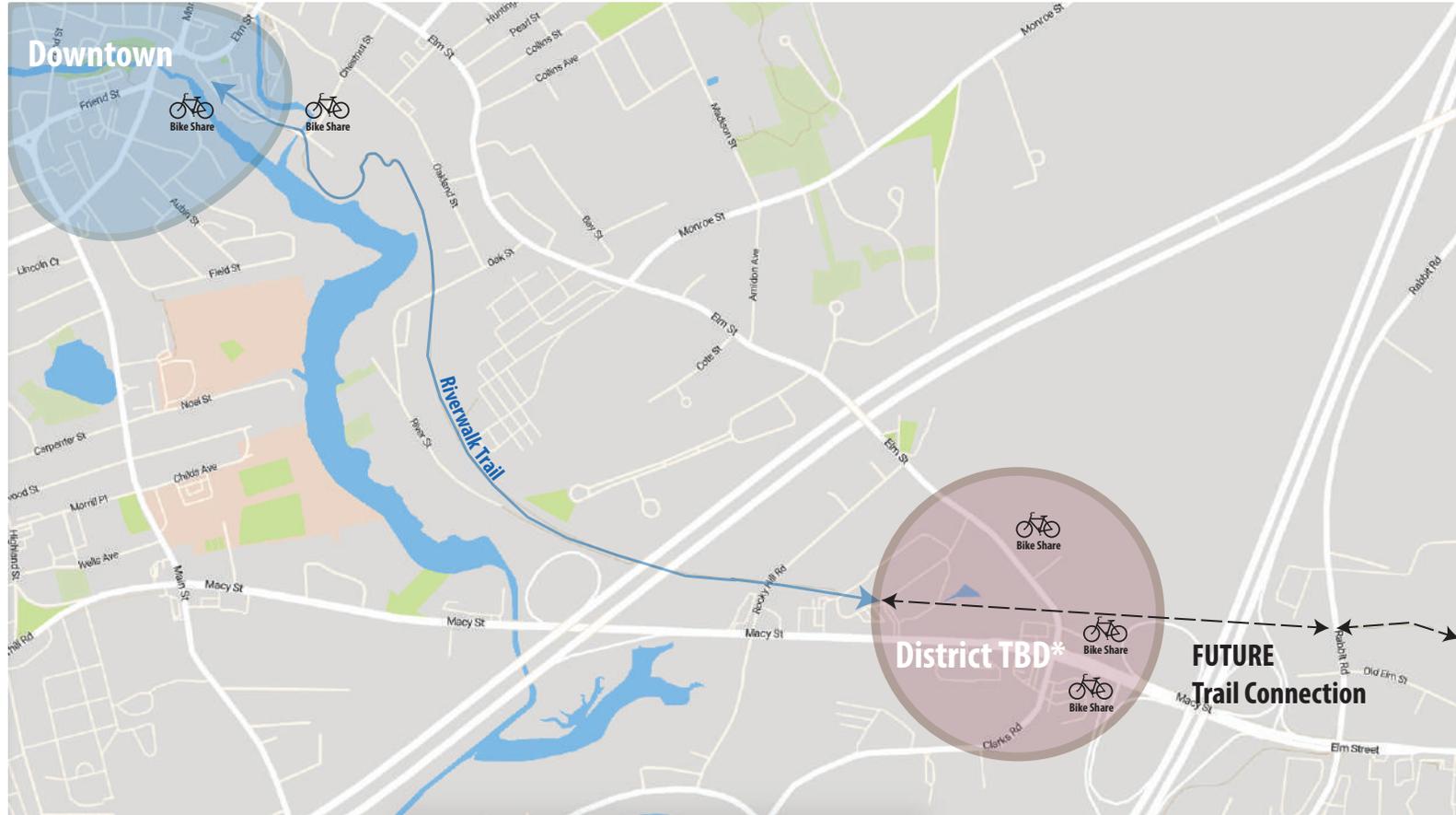
Creative Kiosk example in Annapolis



Kiosk example in Austin

kiosks

Pedestrian Kiosks. These elements can have a detailed orientation map with Amesbury destinations shown as well as key amenities, like the restroom building. Kiosks can also provide fun facts and promote special events, both in Downtown and other venues, such as nearby villages or regional destinations.



Riverwalk Trails Connections



Possible Downtown Trailhead Location for the Riverwalk Trail



Possible Hospitality Trailhead Location for the Riverwalk Trail



Atlanta Beltline Trailhead example



Missoula Trailhead Example



Lady Bird Lake Trailhead

trails

The Amesbury Trails are used by visitors and residents alike and is an integral part of the true Amesbury experience. Whether it's walking, jogging or a casual bike ride, the pedestrian trails and bicycle routes promote a healthy and open lifestyle.

The trails and creeks offer key transitions and connections to downtown Amesbury, and provide an oasis from the urban environment. Wayfinding along trails is less formal and information must be presented in a different manner than vehicular or even urban pedestrian information. The Amesbury Wayfinding Plan considers the following trail wayfinding issues and recommendations:

Trail Icon: Similar to the Parking icon, creating an identity that is part of the overall wayfinding design, but unique to the trails, will provide users an easy-to-identify symbol that can be communicated across a variety of tools (signs, maps, apps, brochures, etc.). The key locations will be at trailheads and access points where direction is needed to guide people to the trails.

There are a variety of sign types that can be incorporated along the trails that will help it connect to Downtown:

Trailheads: This information element can identify a trail, provide orientation through maps, and offer community information.

Directional: Located at key decision points, these signs direct to nearby amenities, additional trails, and access points.

Regulatory: Posted throughout the trails at locations where required or determined appropriate, the City may communicate regulatory information related to rules, instructions, restrictions, and/or safety issues.

Informational Signage: Public posting about upcoming events, construction projects, or general community information can be posted at key gathering points. Additional signage can be placed at specific areas that require communication.



Visitor Center in Savannah, GA

visitor center



Upper Mill



Visitor Center House

Visitors Centers provide the opportunity for the city to interact with the public, communicate a welcoming message and provide valuable information about the activities, places and events there are in Amesbury. The promotion of these assets, encourage overnight stays, longer visits and return trips. Providing clear direction and identification of these information hubs is a key touch-point along the visitors journey.

A downtown location is ideal, along with its relationship to the Chamber of Commerce. The Visitor Center should offer parking, professional staff, and 24/7 access to literature and promotional materials.

Additional visitor information opportunities may include;

Staffed Kiosk: During Downtown events and times of increased activity a manned kiosk providing promotional materials and personal contact with staff.

Technology Kiosk: Tall, visible visitor info totem with both static and digital content.

Interactive Station: A digital kiosk located indoors with downloadable content. Visitors can purchase tickets for events and get local shopping and dining information. In addition to the Visitor Center, this type of kiosk can be located in local hotels and the new sports complex.

amesbury treasures

Amesbury's cultural attractions can be promoted as a unique and separate layer of the wayfinding experience in Downtown. The project would rely more on discovery, rather than literal directional information.

AMESBURY TREASURES GOALS

PROVIDE CONNECTIONS:

In order to pull the key cultural institutions together, there must be a connection between them, either by way of a physical path, through strong sensory cues, or by cultural narrative.

MAKE IT LEGIBLE:

The Amesbury Treasures features a large variety of views, landscapes, terrain, surrounding the buildings, and existing infrastructure. It will be important to make the route immediately legible through wayfinding and other means, both distinct from and complementary to existing travel routes, visual features and attractions.

MAKE IT ACCESSIBLE:

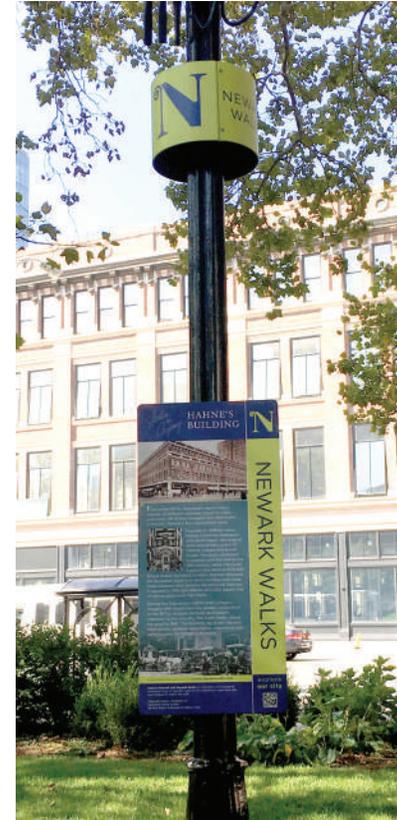
If successful, the Amesbury Treasures will attract a wide range of people, from long-term residents to

day-trippers, able-bodied to physically challenged, and from a younger to an older, less mobile demographic. Making the Amesbury Treasures physically, visually, and thematically accessible will be key.

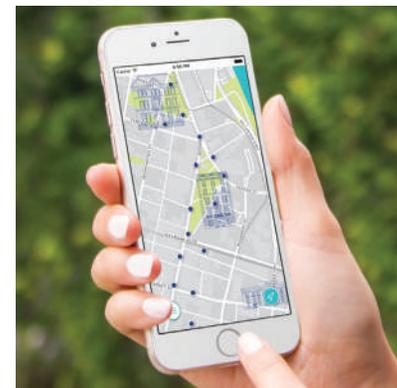
PULL PEOPLE IN:

The Amesbury Treasures brings together 17 institutions, broadly grouped together under the banner of culture. What can be done to bring them together in one compelling story, as an attraction on par with Downtown's other draws?

Direction will not be provided to the Amesbury Treasures as part of the Wayfinding Program. Rather, the Amesbury Treasures, acts more as an experience you come across and discover through repetition of seeing a common language.



Newark Walks Icon Example



Newark Walks Mobile App Example

POSSIBLE ELEMENTS

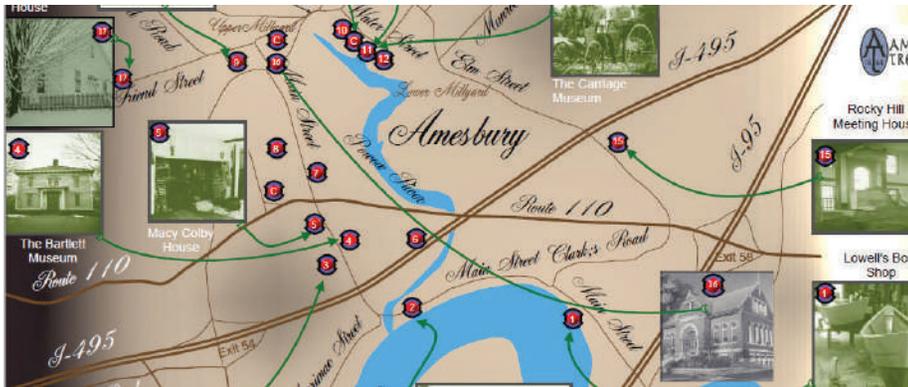
- Sidewalk / crosswalk markings
- Flags or banners
- Custom Planters
- Streetscape furniture
- Trailblazers
- Marking Materials
- Utilize existing OtoCast information into a DWCC mobile app/OtoCast



TREASURES TO HIGHLIGHT

- Bartlett Museum
- Macy Colby House
- Rocky Hill Meeting House
- Amesbury Friends Meeting House
- Amesbury Hat Museum
- Mary Baker Eddy Historic House

amesbury treasures cont.



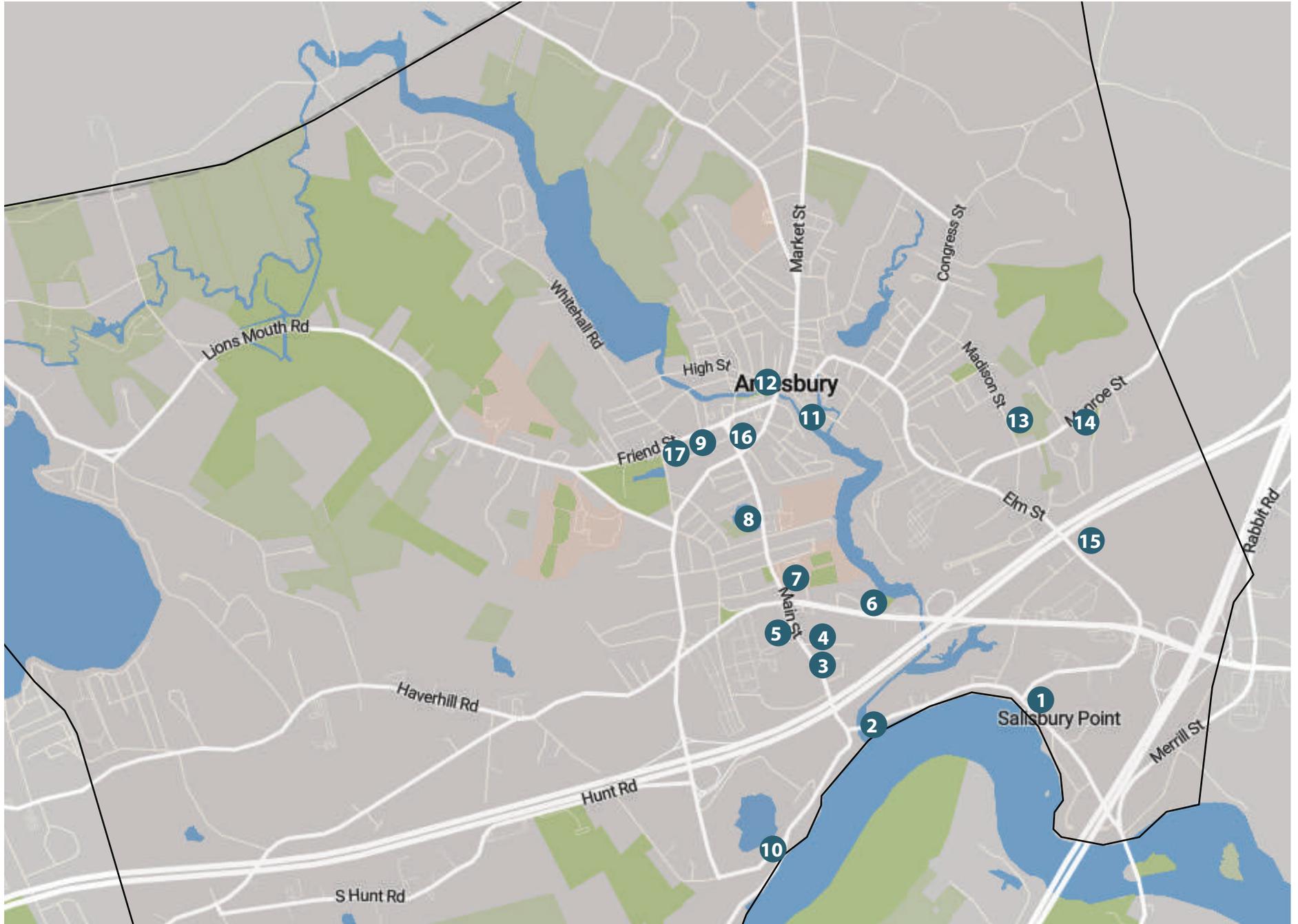
Existing Amesbury Treasures Map

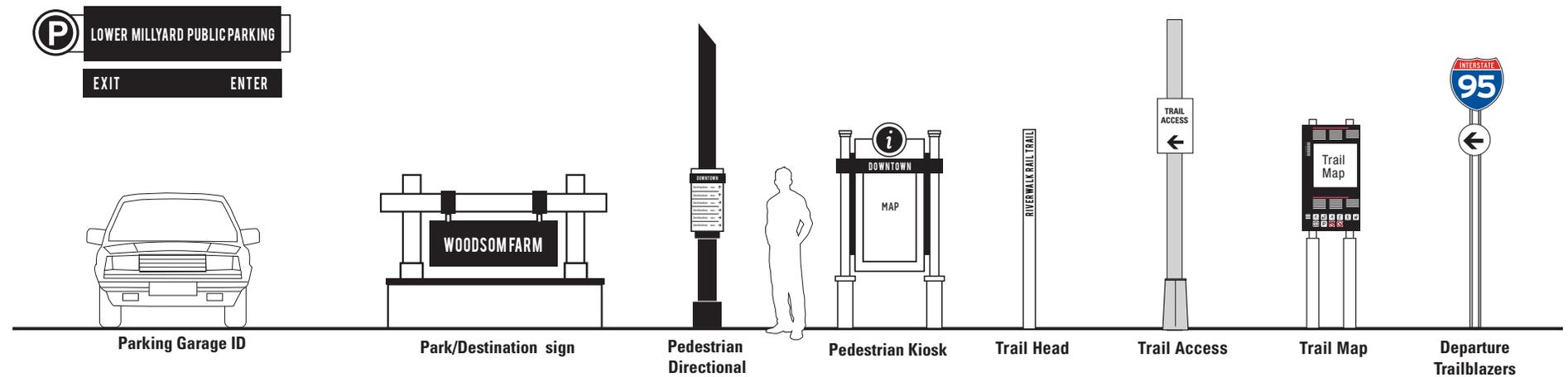
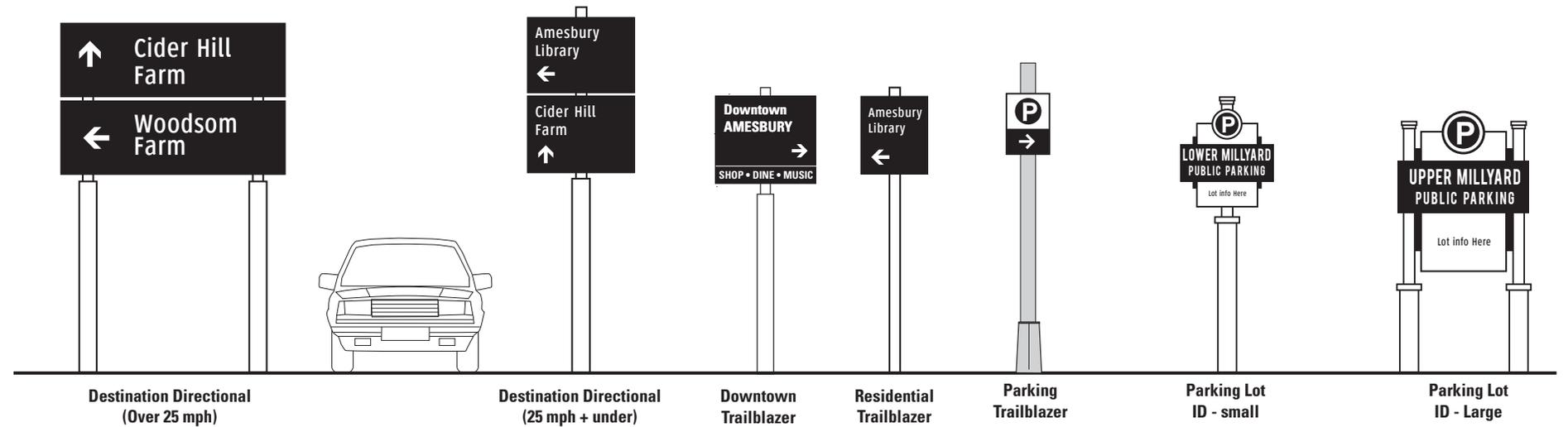
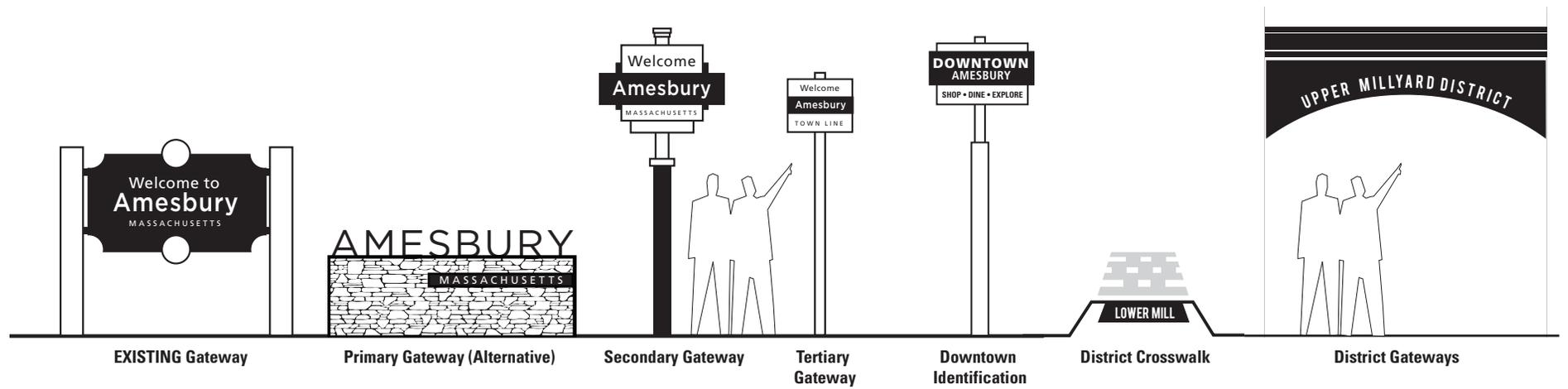


Existing Amesbury Treasures Map

AMESBURY TREASURES

- 1 Lowell's Boat Shop
- 2 Alliance Park
- 3 Mary Baker Eddy Historic House
- 4 Bartlett Museum
- 5 Macy-Colby House
- 6 Golgotha Burial Ground
- 7 The Captain's Well
- 8 Patten's Pond
- 9 Whittier Home
- 10 The Amesbury Hat Museum
- 11 Salisbury Point Station
- 12 Amesbury Carriage Museum
- 13 The Powder House
- 14 Training Field
- 15 Rocky Hill Meeting House
- 16 Amesbury Public Library
- 17 Friends Meeting House





generic menu of sign types

VEHICULAR

Primary Gateway

Identifies arrival to the City and incorporates the identity. One sign located at each primary gateway into the City Boundary.

Secondary Gateway

Identifies secondary arrival to the City and incorporates the brand. One sign located at each secondary gateway into the City.

Tertiary Gateway

Identifies Tertiary arrival to the City and incorporates the brand. Signs are located at select tertiary entries into the City.

Destination Directionals

Directs to City attractions.

- Maximum 3 listings per sign
- Maximum 2 lines per attraction
- Goal: 1 sign per City block
- Minimum 150 feet between signs

Parking Trailblazer

Directs to public parking areas.

Parking Identification

Identifies public parking lots & garages

Banners

Identify Districts/Events/Activities and incorporates brand.

Destination Sign

Marks arrival to a destination.

Service Trailblazer

Trailblazer signs back to highways

PEDESTRIAN

Pedestrian Directional

Directs to destinations within pedestrian zones. Located at intersections and/or street corners.

Information Kiosks

Located at key gathering points. Includes maps, brochures, directions and other visitor information. Electronic/Interactive features TBD.

Interpretive Panel

Provides a graphic and written narrative on historical context, data and interesting facts regarding a site or destination.

Trail Signage

Identifies trails and directs to destinations within pedestrian zones. Located along trails, and at intersections and/or street corners.

section 4
strategies

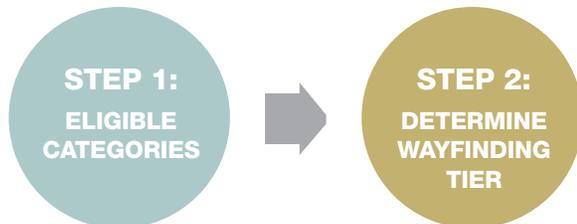
criteria for inclusion

The City of Amesbury Wayfinding System looks to include a variety of destinations. The following Criteria Ranking System provides guidelines in determining which type of destinations qualify and what types of wayfinding tools they may be listed on.

Even though a type of destination listed here is not currently found in the City of Amesbury, if the City decides it may be an attraction at some point in the future, the destination should remain on the criteria list.

2-Step Inclusion Process:

Listed below is a two-step process for determining whether or not a particular destination is eligible for inclusion in the City of Amesbury Wayfinding System Program.



STEP 1: ELIGIBLE CATEGORIES

Destinations must fall under one of the following categories and meet the criteria established.

100. COMMERCIAL ATTRACTIONS

101. Breweries: A licensed site which shall be open to the general public for tours, tasting and sales, a minimum of 1,500 hours per year, and provide an educational format for informing visitors about beer and beer processing.

102. Unique Natural Areas: A naturally occurring area or site of interest to the general public. Such areas may include riverfronts, caverns, waterfalls, caves, or special rock formations.

103. Specialty Shopping Centers: A group of 12 or more specialty shops (antique, craft, outlet, farmers' market, etc.) retail stores, and restaurants with ample parking facilities. Specialty shops must offer goods or services of interest to tourists and that derive the major portion of their income during

the normal business season from motorists that do not reside in the immediate area. The goods or services shall be readily available to tourists, without the need for scheduling appointments or return trips.

104. Wineries: A licensed site, which produces a maximum of 200,000 gallons of wine per year. Winery shall maintain a minimum of 3000 vines or five acres of vineyard on site. Winery must be open to the general public for tours, tasting and sales a minimum of 1500 hours per year, and provide an educational format for informing visitors about wine and wine processing.

200. COMMUNITY DESTINATIONS

201. Business Districts: An area within the Town which is officially designated as a business district by government officials.

202. Courthouses/Government Buildings: A public building, structure, or complex used by a federal, county, state or municipal government for the purposes of convening official legal activities and that is open to the public.

203. Fairgrounds: Includes county and state fairgrounds.

*Greyed Categories for future consideration

205. Shopping Centers – Neighborhood: A group of 15 or more shops, retail stores, or restaurants usually concentrated within a neighborhood, often at a corner, that functions as the node or nucleus of the neighborhood(s) surrounding its location.

206. Shopping Districts: A group of 30 or more shops, retail stores, or restaurants usually grouped along a street or within a neighborhood typically spanning two or more contiguous blocks.

207. Neighborhoods: A residential community which is organized in a formal association that meets a minimum of 4 times a year. A residential neighborhood that is organized under a formal adopted plan or neighborhood association that meets four times a year. Neighborhoods receive no directional signage.

300. CULTURAL/INSTITUTIONAL

301. Arenas: Includes stadia, auditoriums and civic or convention centers.

302. Colleges or Universities: An educational institution that is nationally accredited, grants degrees at the associates, bachelor, professional, masters, and/or doctoral levels, and that has a physical campus of at least 5 acres. (Campus signage is the responsibility of the destination.)

303. Hospitals: An institution providing primary health services and medical or surgical care to persons, primary inpatients, suffering from illness, disease, injury, deformity and other abnormal physical or mental conditions. The facility must have 24-hour emergency care with a doctor on duty at all times. (Campus signage is the responsibility of the destination.)

304. Institutions: A center operated by a municipal, county, state, or federal government unit that is open to the public.

305. Libraries: A repository for literary and artistic materials, such as books, periodicals, newspapers, recordings, films, and electronic media, kept and systemically arranged for use and reference operated either by the Town or by a non-profit organization. Private Media outlets (e.g. Book Stores, Best Buy, etc.) do not qualify under this definition.

306. Museums: A facility in which works of artistic, historical, or scientific value are cared for and exhibited to the General public. (Campus signage is the responsibility of the destination.)

308. Theaters, Performing Arts, and Concert Halls: Any not-for profit facility used for the public's enjoyment of the performing arts that has a minimum occupancy capacity of 200 people and associated parking.

400. HISTORICAL/ARCHITECTURAL

401. Historic Sites: A structure or place of historical, archaeological or architectural significance listed on or eligible for listing on the National Register of Historic Places maintained by the U.S. Department of Interior or otherwise designated by the Town. The site must be accessible to the general public and provide a place where visitors can obtain information about the historic site.

Historic Sites may include the following types, provided they meet the above criteria:

- Houses
- Commercial buildings
- Farms, farmsteads and barns
- Religious sites, places of worship, cemeteries and monuments
- Bridges
- Railroad Stations
- Waterbodies

402. Historic Districts: A district or zone listed on or eligible for listing on the National Register of Historic Places maintained by the U.S. Department of Interior or otherwise designated by the State or the Town. Historic districts may provide the general public with a single, central location such as a self-service kiosk or welcome center, where visitors can obtain information concerning the historic district.

Historic Districts may include, but not be limited to, the following:

- Historic residential streets
- Shopping streets and districts
- Courthouses and public buildings
- Landmarks
- Buildings of architectural, design, or artistic merit

500. RECREATIONAL

501. Beaches, Piers & Waterfronts: Areas with access to and views of the rivers, streams, and lakes which are recognized by the City, County, or State as having significant recreational or cultural value and are open to the public a minimum of 180 days per calendar year.

criteria for inclusion

502. Boat Launches: A public facility for the launching of boats and parking of motor vehicles and trailers.

503. Canoeing, Rafting, and Kayaking: Public areas with established canoeing, rafting, and/or kayaking facilities. Individual private facilities are not eligible for signage.

504. Golf Courses: A golf facility open to the public and offering at least nine (9) holes of play. Miniature golf courses, driving ranges, chip and putt-putt courses, and indoor golf shall not be eligible.

505. Hiking and Biking Trails/Routes: Areas designated for recreational hiking, biking, walking, etc. which are publicly accessible, and owned and maintained by either the Local or County government or the State Department of Conservation and Natural Resources, or non-profit organizations. Signs will only be installed at locations that direct the motorist to an established trailhead with parking facilities.

506. Hunting and Fishing Areas: Areas so designated and under the jurisdiction of the State Department of Agriculture and Consumer Services, Department of Environmental Protection, or the Colorado Department of Fish and Wildlife.

508. Parks – County: An area so designated and under the jurisdiction of the County government with facilities open to the general public.

509. Parks – City: An area so designated and under the jurisdiction of the City with facilities open to the general public and with enough amenities that its appeal is broader than a particular neighborhood or singular district.

510. Sports Facilities: Regional (multi-jurisdictional) facilities such as minor league and little league baseball fields, youth athletic fields, BMX courses, skateboard parks, etc. Recreational fields associated with K-12 schools are not considered a part of this system.

600. TOURIST SERVICES

601. Scenic Overlooks: An area, usually at the side of the road, where persons can observe a scenic area such as significant geology, unique botanical resources, or across expanses of land or water.

602. Visitor Information Center: A facility where the primary purpose of its operation is to provide information and tourist supportive services. Adequate parking must be provided to support such center.

700. TRANSPORTATION

702. Heritage Roads, Historic Routes and Trails:

A road, trail, or route designated by Department of Transportation Right-of-Way (ROW), United States Department of the Interior, or other Federal agency as being part of a national or state recognized historic or heritage park/trail system. Bike paths are not eligible for signage under this system.

703. State Highways: A state designated, limited access highway.

704. Parking Lots, Garages & Decks: A parking facility for public parking. These include all City-owned lots. Fees may or may not be charged for parking.

STEP 2: DETERMINE WAYFINDING TIER

To determine the destination's tier it must be ranked using the objective criteria outlined below.

The Criteria Ranking System sets up a tiered system with specific attributes aimed at determining which Wayfinding tools are appropriate for a destination. The Criteria Ranking System begins with Tier 1, the most visible and highly prescriptive of the Wayfinding tools (i.e. vehicular signage with specific type face and message requirements) and moves down to destinations that can be accommodated by more general wayfinding tools such as pedestrian signs, orientation maps, websites, and brochures.

Once a destination is determined to fall into a particular Tier, that destination is eligible for wayfinding prescribed in that Tier and all subsequent Tiers. For example, destinations eligible for Tier 2 wayfinding are also eligible for Tiers 3 and 4, but not Tier 1. Please note that privately owned and maintained entities are not eligible for inclusion in the Tier system. Destinations with an associated Visitor's Center are automatically included.

TIER 1: Vehicular Signs/ Primary

These are identified as major destinations and receive directional information to their locations on vehicular signs from a large radius throughout downtown and its major routes. These destinations are typically nationally recognized or serve a primary visitor function (i.e. visitors center or convention center). These destinations also typically have a designated parking facility or significant accessible parking nearby.

(Must meet 6 out of 7 criteria attributes listed below)

- Nationally Recognized Destination
- Governmental, Historical, or Culturally Institution
- Greater than 50,000 visitors per year
- Open a minimum of 48 hours per week.
- Open 12 months a year
- Includes a Visitor Information Center or Manned Kiosk
- Majority of Visitors not local to the region.

TIER 2: Vehicular Signs/ Secondary

This tier of secondary destinations receive directional information to their destination on vehicular signs from a smaller radius surrounding their locations. Typically this is limited to the decision points located closest to the point of interest. These are generally recognized destinations that have access to public parking nearby.

(Must meet 3 out of the 4 attributes listed below)

- Regionally Recognized Destination
- Greater than 10,000 visitors per year
- Open at least 40 hours per week
- Open at least 9 months out of the year

TIER 3: Pedestrian Signs

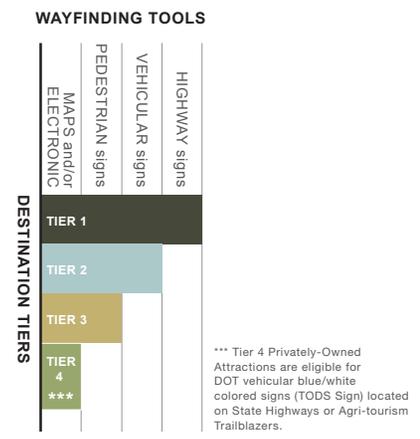
Destinations included at this level receive directional information to the destination on pedestrian signs. Information directing to their destination is generally placed within a 5-10 min walking distance. Destinations limited to this tier are primarily access via non-motorized vehicles or offer non-motorized activity (i.e. trails, skate park, BMX park). These destinations are generally local attractions or activities.

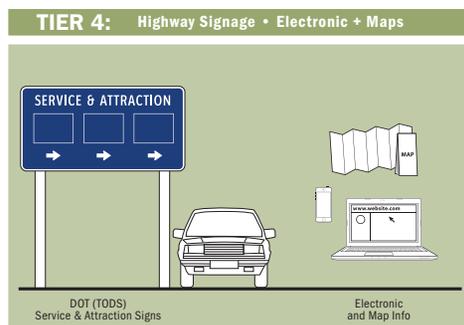
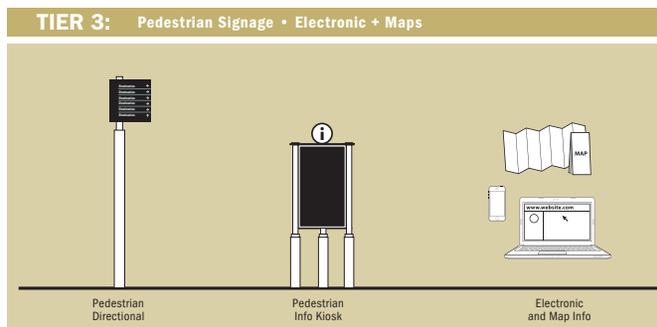
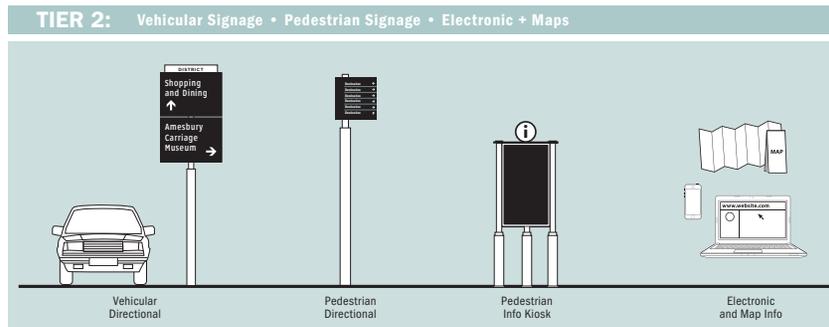
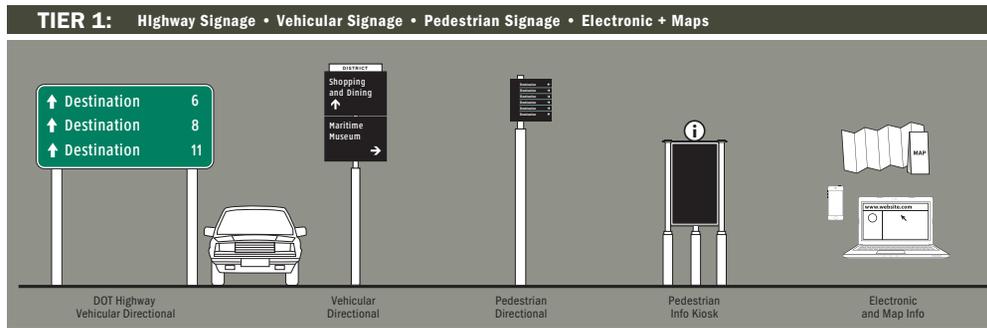
(Must meet 2 out of the 2 attributes listed below)

- Locally Recognized Destination
- Primarily accessed via non-motorized vehicle

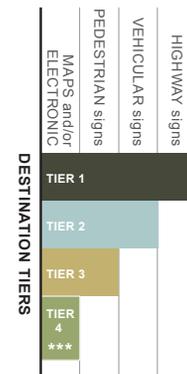
TIER 4: Maps and/or Electronic

This tier captures a variety of public entities or amenities that do not meet the attributes outlined in Tier 1 through 3.





WAYFINDING TOOLS



*** Tier 4 Privately-Owned Attractions are eligible for DOT vehicular blue/white colored signs (TODS Sign) located on State Highways or Agri-tourism Trailblazers.

management & maintenance

After approval of a sign design, the City of Amesbury will seek approval for sign routes, final sign locations, and an ongoing maintenance and management plan. With the approval of these standards, the City will have approval for the full installation of signs.

MANAGEMENT

Management:

The establishment of a governing body that oversees the funding, maintenance and expansion. A project manager must be assigned the responsibility of the day to day management of the system.

MAINTENANCE

Maintenance Funding & Contracts:

Maintenance should be a shared responsibility between the City and the programs Stakeholders.

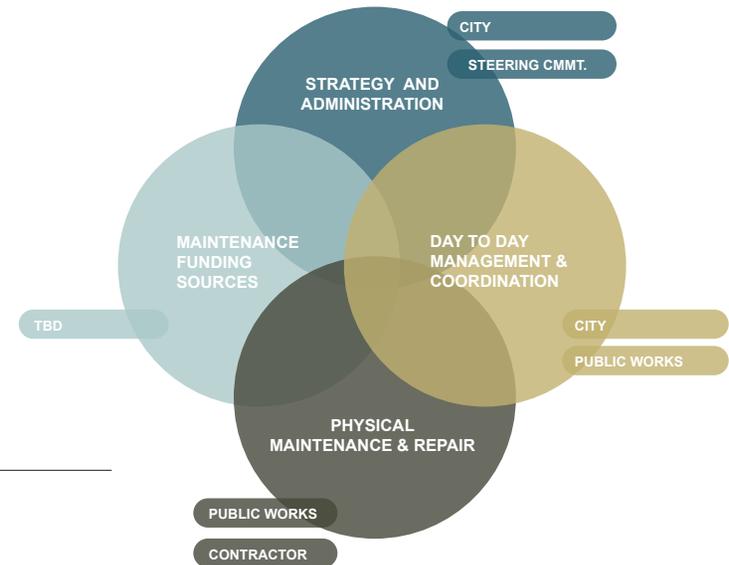
Average annual maintenance budget is 10% - 15% of the total project construction cost.

Annual Budgets:

Generally 10% - 15% of the total phasing cost should be established for annual maintenance of the system.

Initial “attic stock” of parts should be included in the base bid of each phase of the project.

By purchasing materials and parts in a large quantity the City will reduce its overall costs. Attic stock can include poles (painted), sign panels (painted/no lettering), brackets finished and painted, and other parts.



Sign Longevity	0-4 Years	5-9 years	10-15+ years
Design and Planning	<p>Design: General Evaluation of positive and negative aspects of the system.</p> <p>Planning: City In-house maintenance based on new request and circulation/destination updates.</p>	<p>Design: General Evaluation of positive and negative aspects of the system.</p> <p>Planning: Contract with a consultant to analyze major changes to the City and necessary system adjustments. 1 or 2 updates possible during this time period.</p>	<p>If the system has not been analyzed since implementation, a major updating is likely to be needed. Outside consultants will be required to review and inventory the system, as well as make suggested changes based on new circulation, destinations, etc.</p>
Vandalism	<p>Annual cleaning/repair. Stickers and graffiti are most common.</p> <p>Cleaning solvents and Goo-Gone are typical products utilized.</p>	<p>Parts replacements and full sign replacement as needed.</p> <p>Cleaning solvents and Goo-Gone are typical products utilized.</p>	<p>Parts replacements / full sign replacement as needed.</p> <p>Cleaning solvents and Goo-Gone are typical products utilized.</p>
Cleaning Schedule	Annual Cleaning	Annual Cleaning	Annual Cleaning
Management / Administration	Weekly coordination transitioning to quarterly coordination between City and fabricator during year 1 and 2. Day-to-day monitoring of the system, based on the City's observations, safety issues and citizens reports.	Annual coordination between City and fabricator. Day-to-day monitoring of the system, based on the City's observations, safety issues and citizens reports.	Annual coordination between City and fabricator. Day-to-day monitoring of the system, based on the City's observations, safety issues and citizens reports.
Breakaway Product: Transpo	Maintenance Free - Covered under Warranty for 3 years.	Maintenance Free - consider general review as part of yearly inspection process.	Maintenance Free - consider general review as part of yearly inspection process.
Reflectivity Life Span: 3M High Intensity Diamond Grade	Covered under warranty for 5-8 years	<p>Covered under warranty for 5-8 years.</p> <p>Reflectivity may be effective beyond the warranty period. Individual signs may require sheeting to be replaced during this time period.</p>	Reflectivity becomes less effective, if not previously replaced. 10 – 15 years is the maximum lifespan.

Sign Longevity	0-4 Years	5-9 years	10-15+ years
Custom Color Life Span: 3M High Intensity Diamond Grade	<p>Covered under warranty for 3 years.</p> <p>Color generally maintained beyond warranty period, depends on direction sign panel is facing.</p>	Fading may begin depending on the direction sign panel is facing. Individual signs may require sheeting to be replaced during this time period.	Fading occurs, if not previously replaced. 10 -15 years is the maximum lifespan.
General Materials: Aluminum Sign Panels & Posts	<p>Specifications require 5 year fabricator warranty for workmanship.</p> <p>General wear-and-tear maintenance required</p>	General wear-and-tear maintenance required.	General wear-and-tear maintenance required.
Painted Surfaces	<p>Covered under manufacturers warranty.</p> <p>General maintenance and touch-up will be required.</p>	<p>Warranty expires. Typically color holds up beyond warranty period. Fading may begin depending on the direction sign panel is facing. Individual signs may require individual parts to be replaced during this time period.</p>	Fading occurs – based on direction sign panel is facing – 10 – 15 years is the maximum lifespan to expect.
Sign Panels / Fasteners	Specifications require 5 year fabricator warranty for workmanship. General repairs and replacement due to auto incidents or vandalism. Inspect welds and fasteners for connection integrity.	Quantity of repairs increases, if not maintained previously. Inspect welds and fasteners for connection integrity.	Consider full inventory of system and repairs based on consistency of maintenance and up-keep over the years.
Brackets/ Fins / Details	Specifications require 5 year fabricator warranty. General repairs and replacement of parts due to auto incidents or vandalism. Inspect welds and fasteners for connection integrity.	Quantity of repairs increases, if not maintained previously. Inspect welds and fasteners for connection integrity.	Consider full inventory of system and repairs based on consistency of maintenance and up-keep over the years.
Concrete Footers	Maintenance free. Inspect structural integrity – similar to any construction project.	Maintenance free. Inspect structural integrity – similar to any construction project.	Maintenance free. Inspect structural integrity – similar to any construction project.

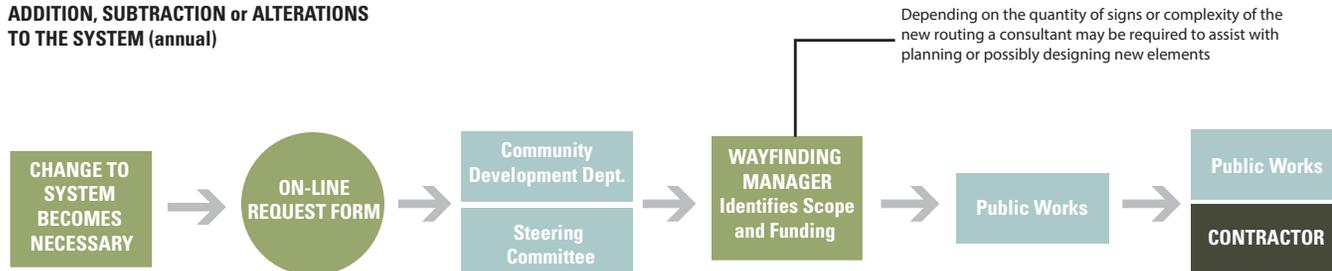
management & maintenance cont.

City of Amesbury Wayfinding Program Maintenance Flow Chart

DAY-TO-DAY MAINTENANCE PROCESS FOR REPAIR OR REPLACEMENT OF EXISTING SIGNS



LONG TERM MAINTENANCE PROCESS FOR ADDITION, SUBTRACTION or ALTERATIONS TO THE SYSTEM (annual)

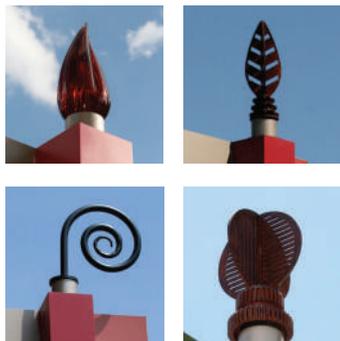




**3m High Intensity
Reflective Sheeting**



**Miami Beach, Florida
Solar Power Gateway**



**Asheville, North Carolina
Local Artisans**

sustainability

Wayfinding programs can offer the opportunity to reduce the negative impacts that the built environment and transportation can have on our planet.

Wayfinding can have a positive effect on our environment.

Promote Multi-Modal Transportation

Wayfinding programs promote the use of alternative transportation methods by communicating information that encourages the use of bicycle paths, pedestrian walkways and public transportation.

Wayfinding programs help to support the use of these transportation means by making them accessible, user-friendly and promoting their availability.

Efficiency in Transportation

In an effort to reduce traffic, wayfinding programs help people find their way quickly and efficiently to their desired destination, whether it is a major attraction or a hard-to-find parking lot. Less time traveled equals less time searching which reduces the carbon foot-print left by the vehicle.

MATERIALS AND PROCESSES

The design of the wayfinding program shall meet our modern needs and preserve to the greatest degree possible the finite resources of our planet.

Solar Power

Solar panels can provide power to the illuminated signs such as gateways and information kiosks. In Tampa, solar-powered kiosk units consume only 2.05 kilowatt-hours (KWh) per month at a cost of 20 cents – in comparison to \$72 per month if the units were powered with tradition fluorescents.

Green Materials / Reflective Sheeting

The manufacturing process for 3M High Intensity Reflective Vinyl, reduces VOC emissions by 97 percent and energy consumption by 72 percent.

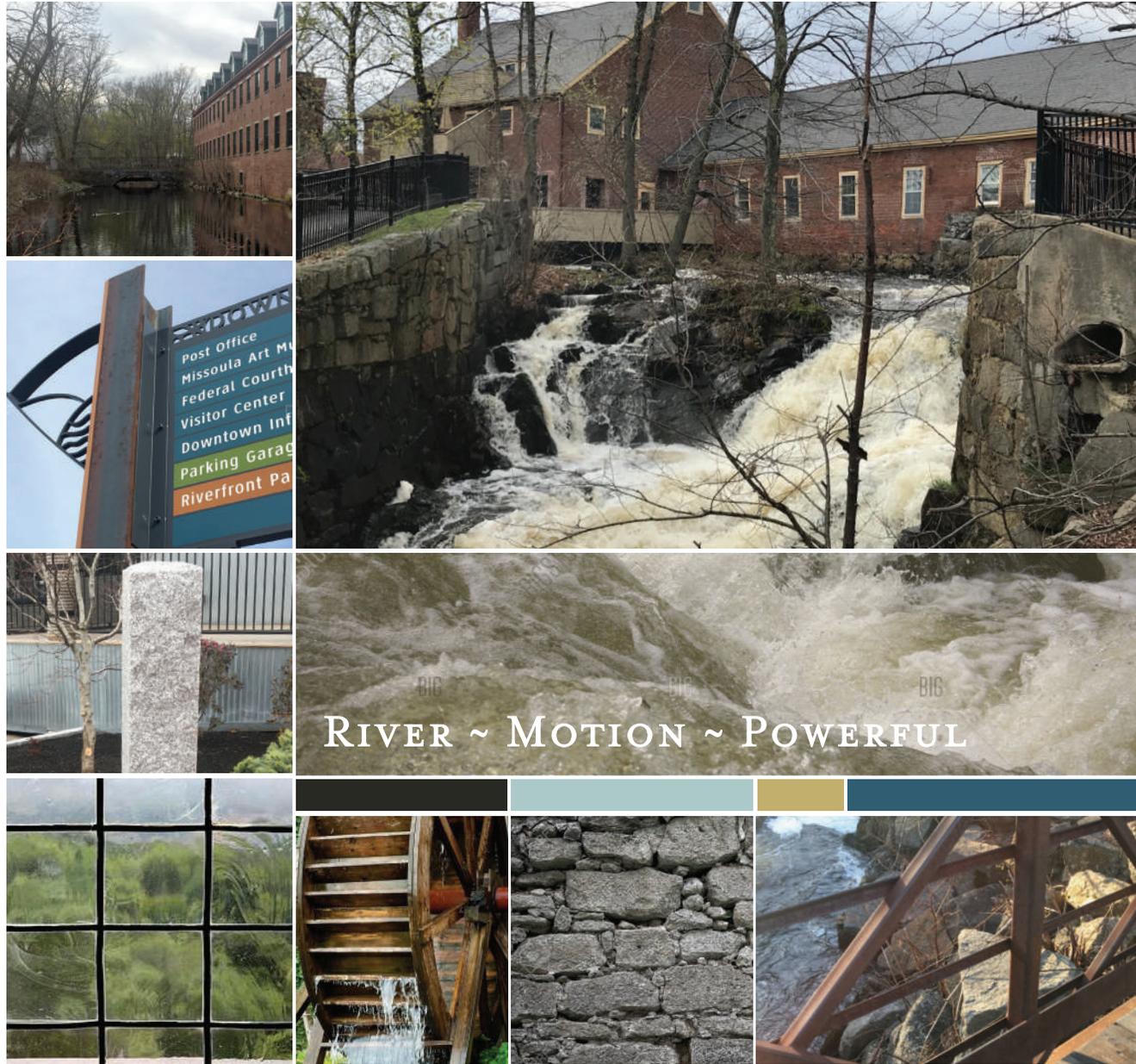
Local Construction

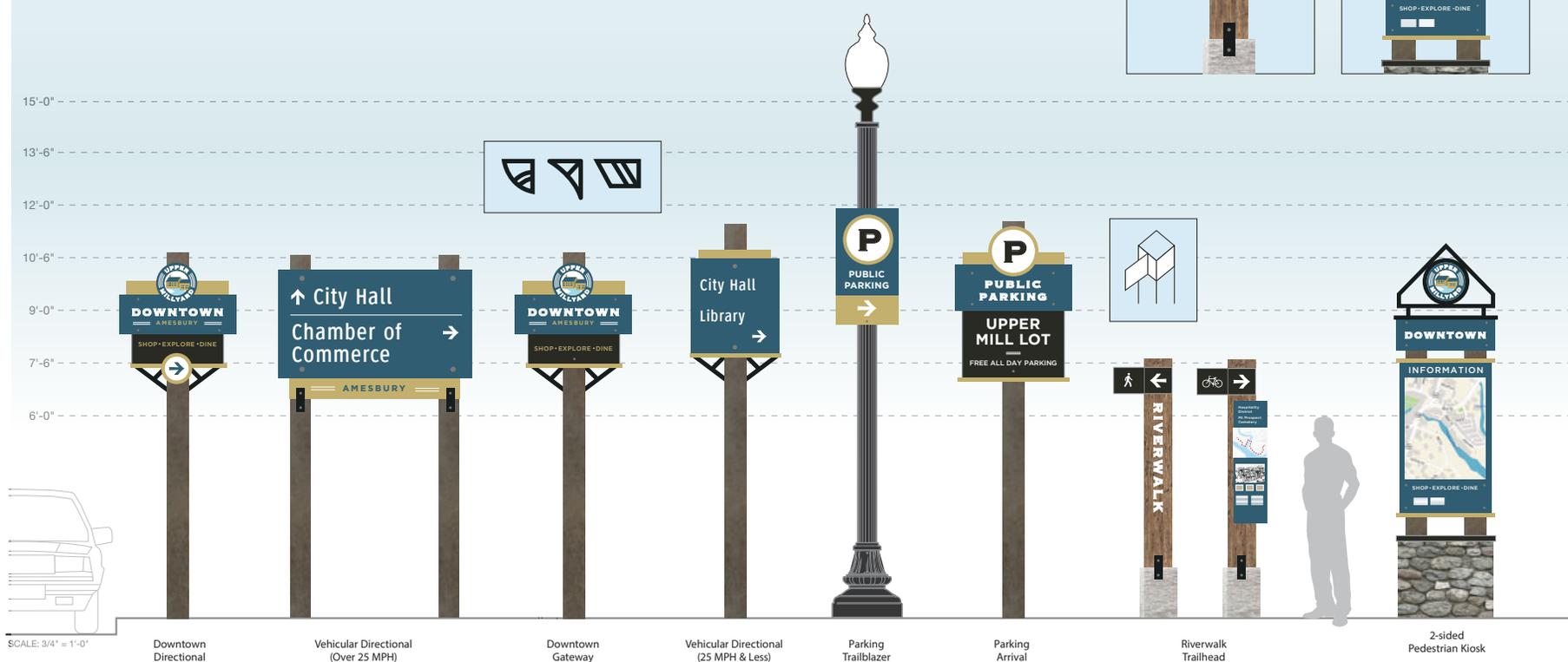
Some municipalities are awarding extra points to local qualified fabricators during the bid process to help keep the projects local and reduce the need for shipping large portions of the project across the country as well as supporting local businesses.

Some clients are “buying local” by engaging community artisans, who can produce finials and other sign components locally. These local initiatives also support the local economy.

section 5
schematic design

option 1





SCALE: 3/4" = 1'-0"

Downtown Directional

Vehicular Directional (Over 25 MPH)

Downtown Gateway

Vehicular Directional (25 MPH & Less)

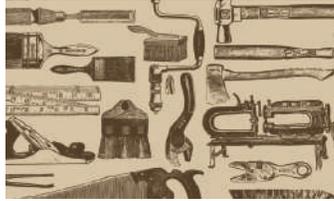
Parking Trailblazer

Parking Arrival

Riverwalk Trailhead

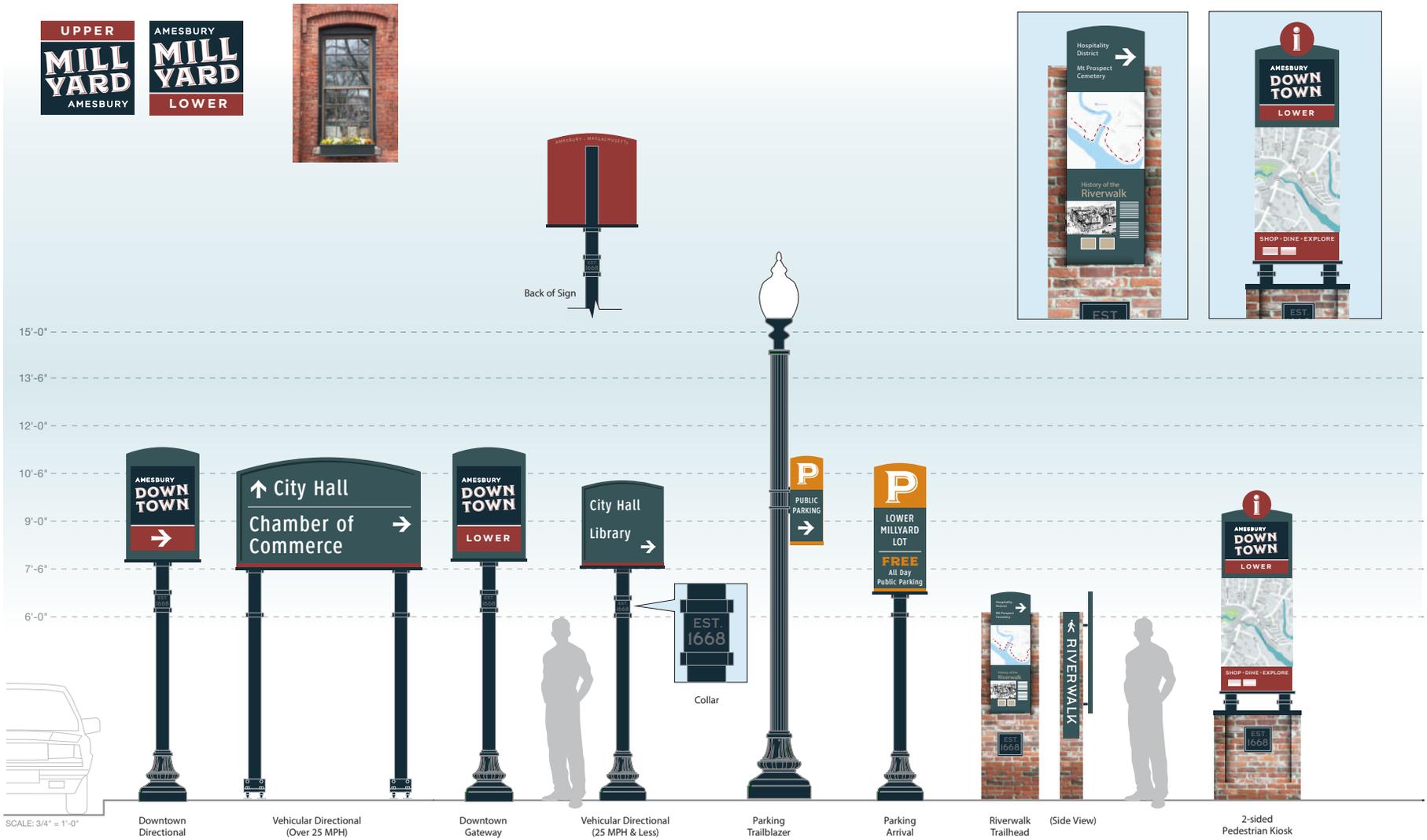
2-sided Pedestrian Kiosk

option 2



MAKERS - CRAFTED - INDUSTRIAL

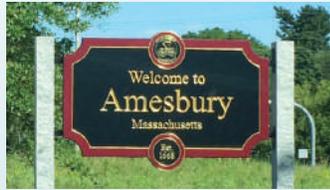




option 3



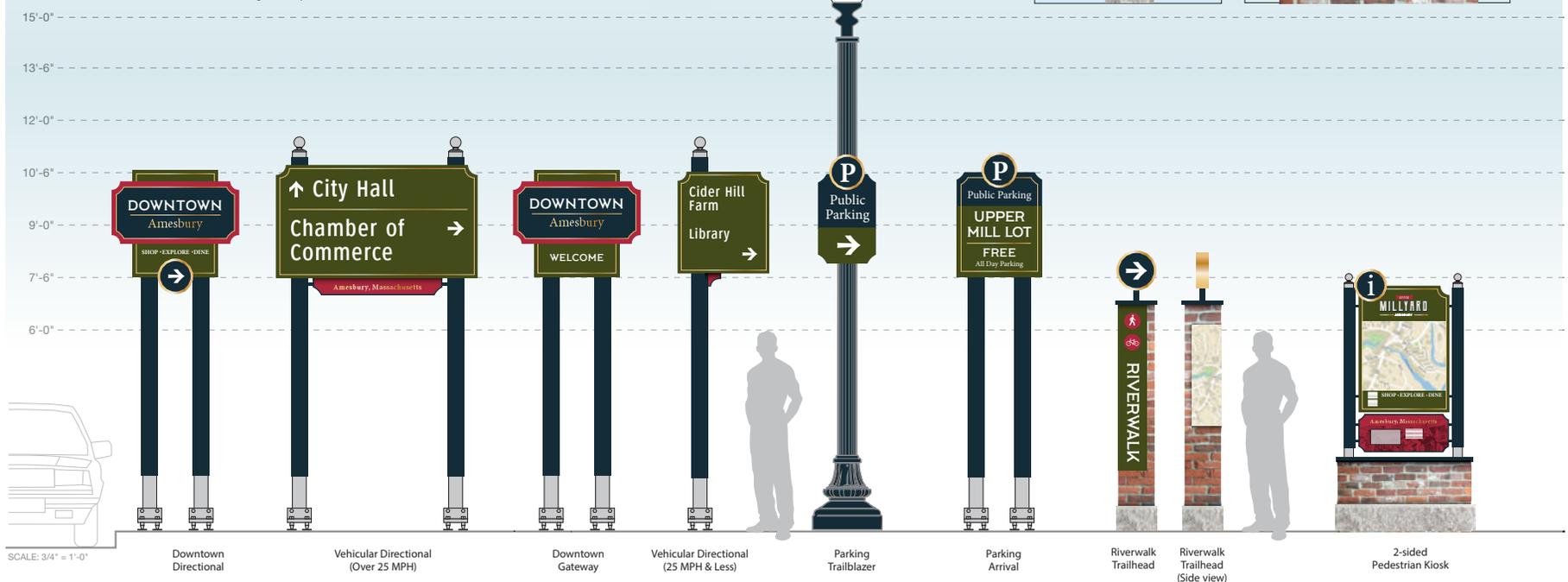
UPPER
MILLYARD
AMESBURY



Existing Gateway



Back of Sign



SCALE: 3/4" = 1'-0"

Downtown Directional

Vehicular Directional (Over 25 MPH)

Downtown Gateway

Vehicular Directional (25 MPH & Less)

Parking Trailblazer

Parking Arrival

Riverwalk Trailhead

Riverwalk Trailhead (Side view)

2-sided Pedestrian Kiosk

