

CITY OF AMESBURY, MA
Wayfinding & Signage Program

PROGRAMMING:
Sign Location Plan - **SECONDARY**

December 12, 2022

merJE

MERJE | ENVIRONMENTS & EXPERIENCES
120 North Church Street
Suite 208
West Chester, PA 19380
T 484.266.0648
www.merjedesign.com



Background
Navy
Pantone 289C

Parks
Green
Pantone 7482

Parking
Gold
Pantone 137
Alternate for better contrast
Pantone 138

Destinations
Blue
Pantone 2925

15'-0"
13'-6"
12'-0"
10'-6"
9'-0"
7'-6"
6'-0"

↑ Downtown
← Atlantic Sport Center

AMESBURY
DOWN TOWN
→

AMESBURY
DOWN TOWN
WELCOME

City Hall
↑
Library →



Collar

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

VDIR.5
Vehicular Directional
(Over 25 MPH)

TRAIL.1
Downtown
Trailblazer

GATE.10
Downtown
Gateway

VDIR.2
Vehicular Directional
(25 MPH & Less)



Existing Regulatory Sign

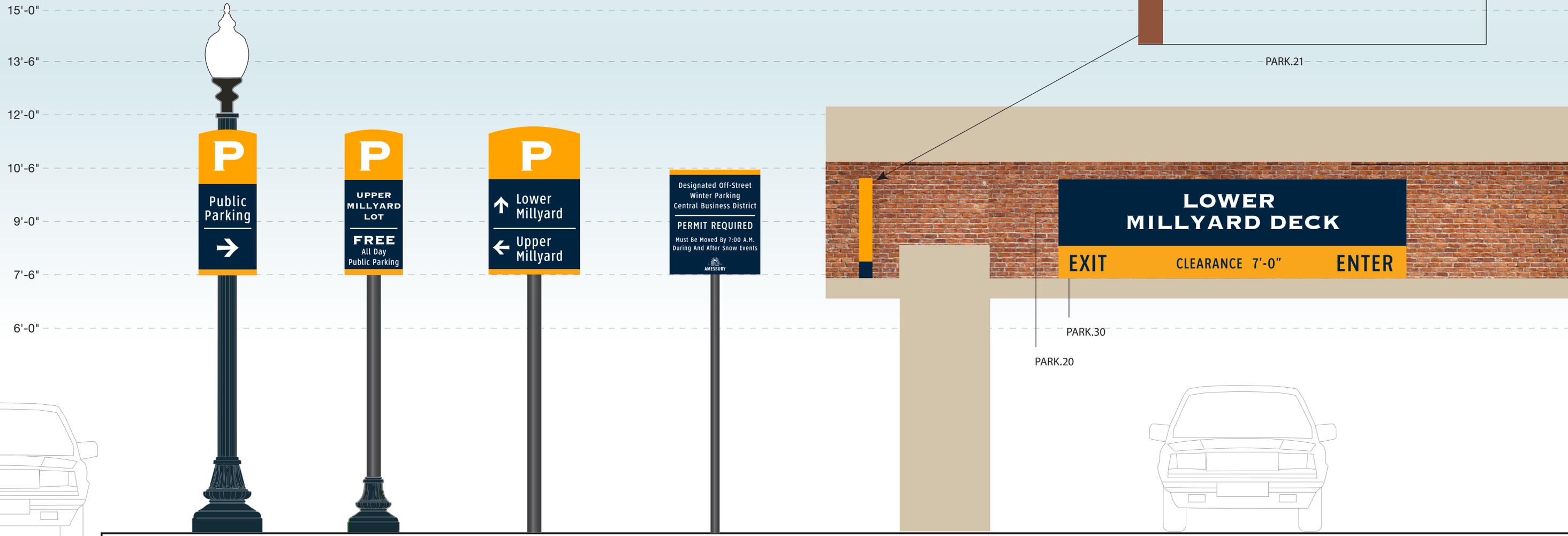
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Alternate for better contrast
Pantone 138



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

PARK.1.1
Parking
Trailblazer

PARK.10
Parking Lot
Arrival

PARK.2
Parking
Directional

REG.1
Parking
Regulatory

PARK.20/21/30
Parking Garage Identification
(Building Mounted)



Background
Navy
Pantone 289C

Parks
Green
Pantone 7482

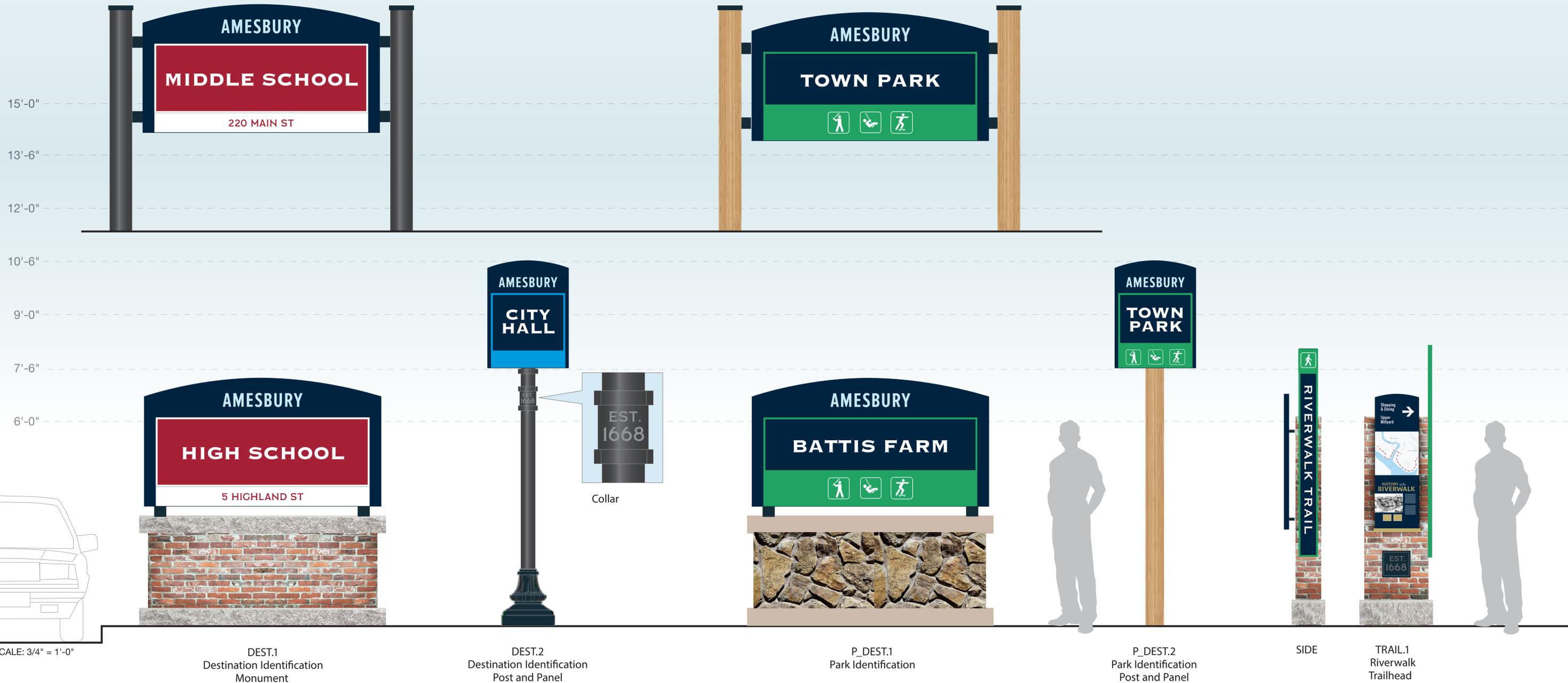
Parking
Gold
Pantone 137

Destinations
Blue
Pantone 2925

Schools
Red
Pantone 201

Alternate for better contrast
Pantone 138

White



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

DEST.1
Destination Identification
Monument

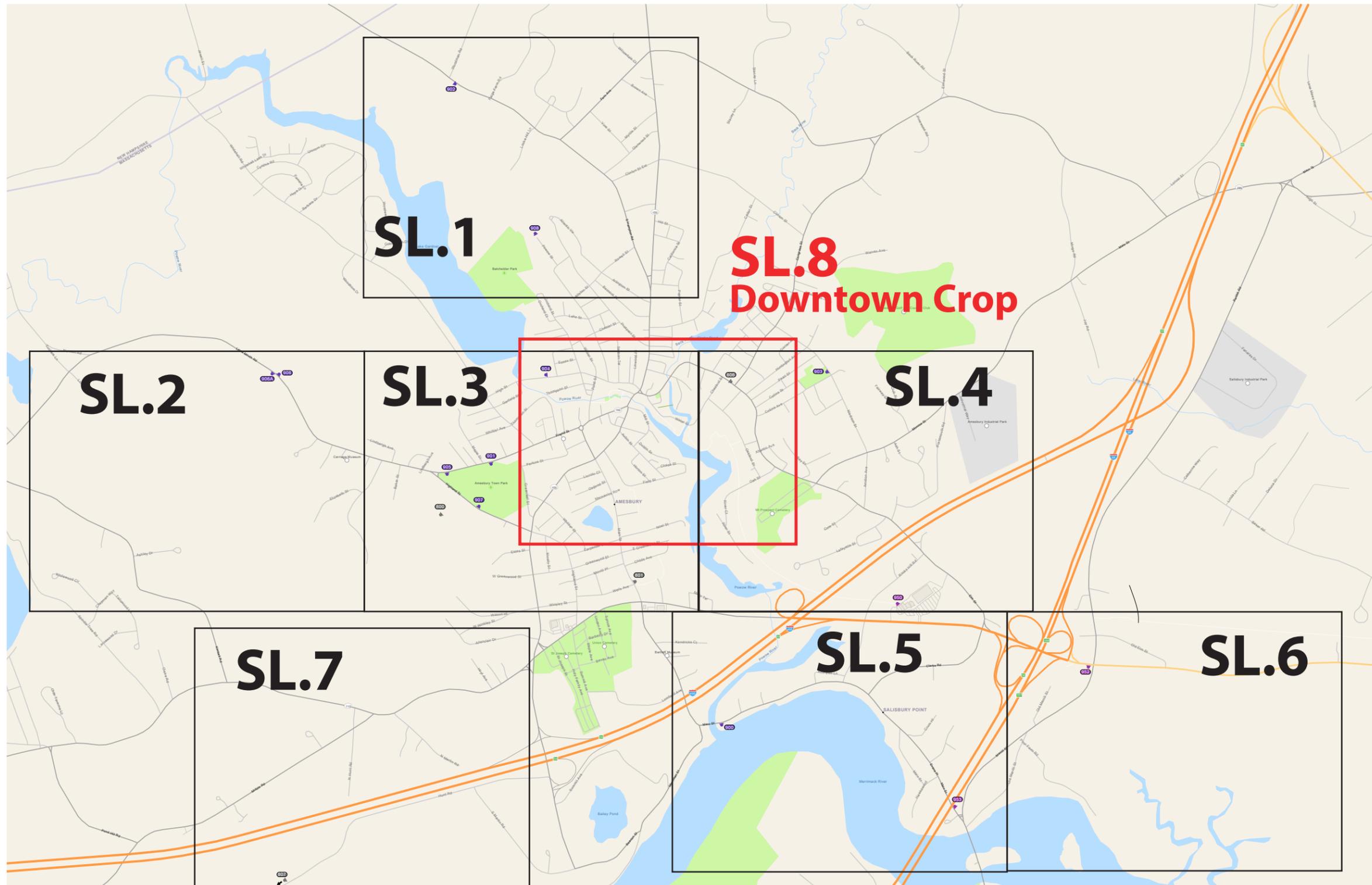
DEST.2
Destination Identification
Post and Panel

P_DEST.1
Park Identification

P_DEST.2
Park Identification
Post and Panel

SIDE

TRAIL.1
Riverwalk
Trailhead



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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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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SL.1



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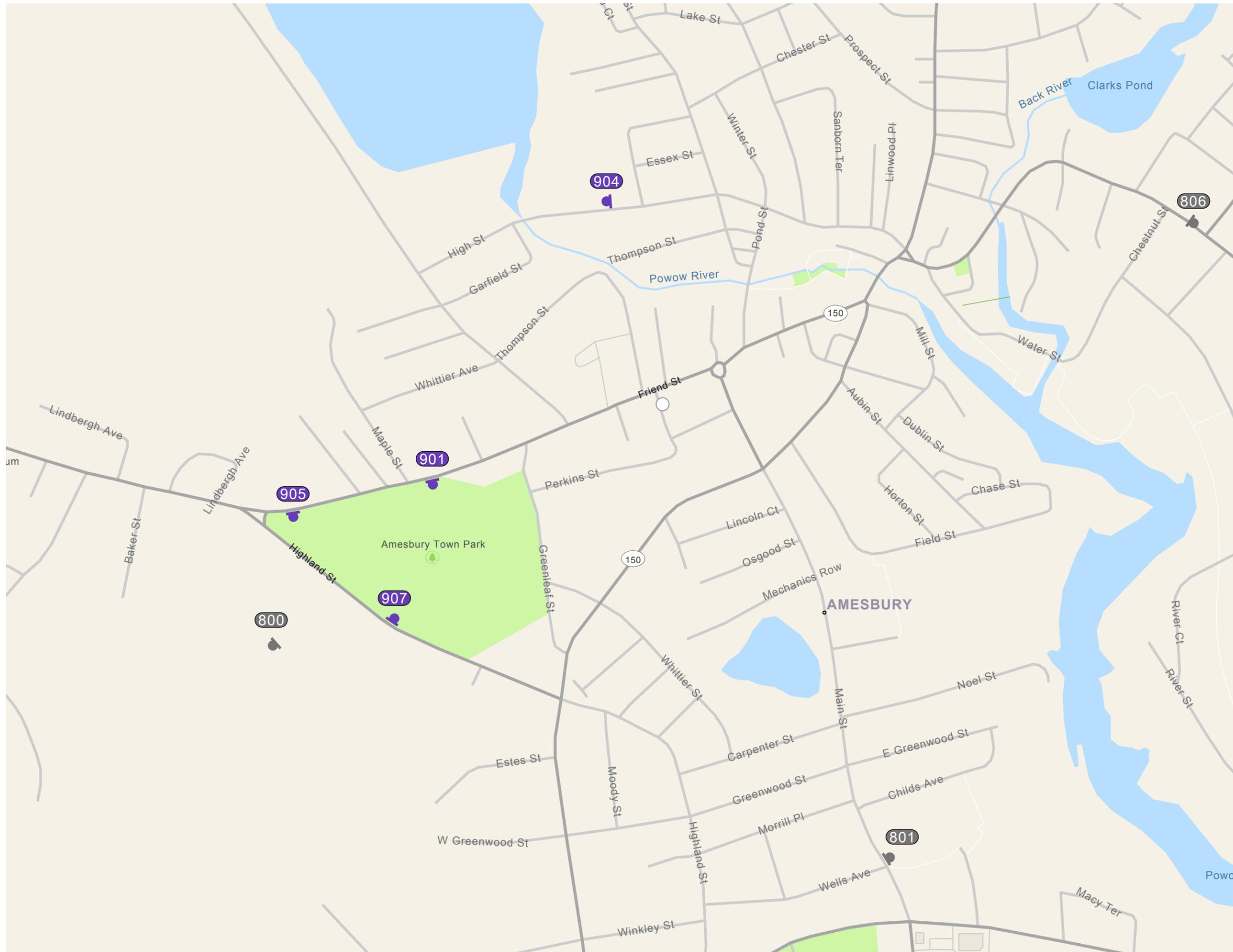
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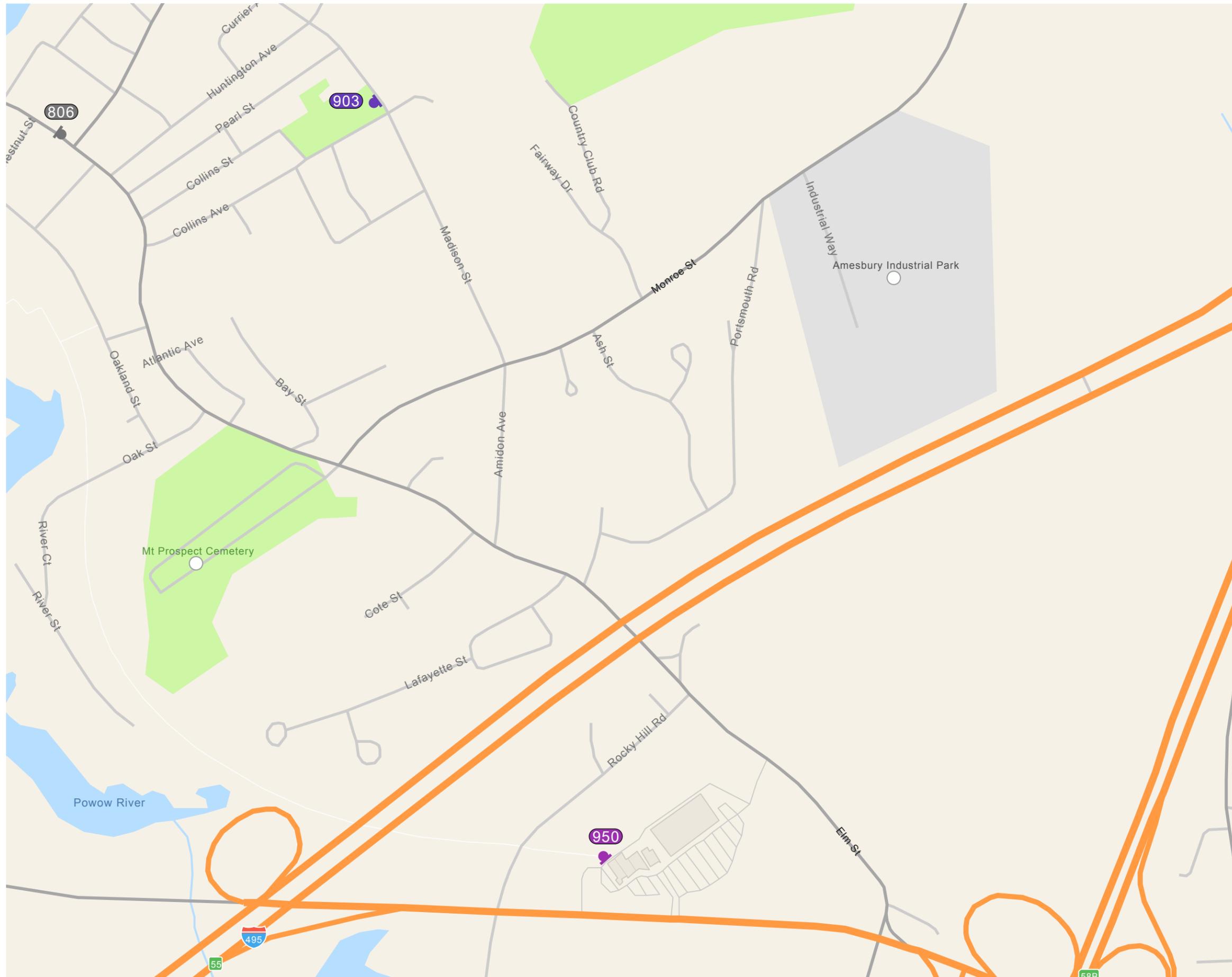
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Sign Location Plans City-Wide

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SL.3



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SL.5



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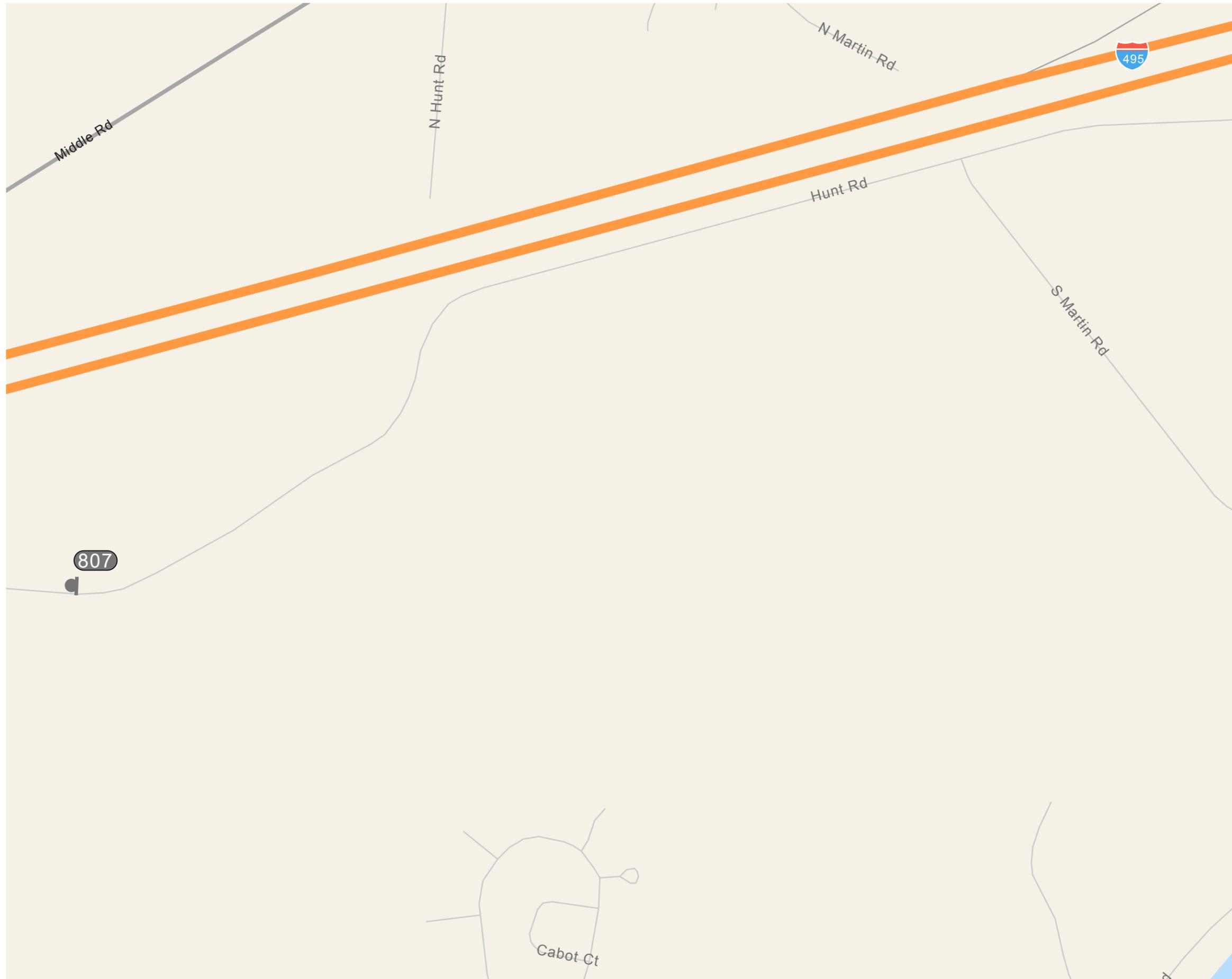
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REVISIONS		SHEET NO.
		SL.8