

1. Agenda

Documents: [AGENDA 07.17.13.PDF](#)

2. Communications

Documents: [2. A. FRANKLIN MEETING NOTES.PDF](#), [2. A. FRANKLIN PHASE II MEMO.PDF](#), [2. A. FRANKLIN SCHEDULE.PDF](#), [2. B. SOMERSET ST.PDF](#), [2. C. PACTS TMA TRANSITION.PDF](#), [2. D. THOMPSONS POINT MAP.PDF](#), [2. D. THOMPSONS POINT QUARTERLY REPORT.PDF](#), [2. D. THOMPSONS POINT UPDATE MEMO.PDF](#)

3. Action Items

Documents: [3. A. SEWALL STREET.PDF](#), [3. B. PORTLAND WAYFINDING PLAN.PDF](#)

CITY OF PORTLAND, MAINE
Transportation, Sustainability and Energy Committee

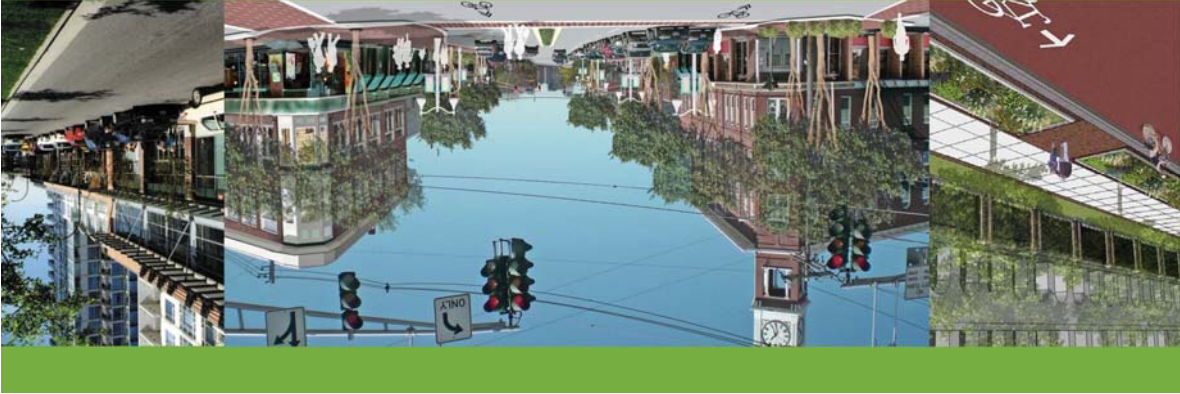
Transportation, Sustainability and Energy Committee

DATE: 7/17/2013
TIME: 5:30 PM
LOCATION: City Council Chambers
City Hall

AGENDA

1. Approval of June 19, 2013 Meeting Minutes
2. Communications: (Public Comment will not be taken)
 - A Franklin Street Phase II Update
 - B Somerset Street Reconnection Phase I
 - C PACTS-TMA Transition- Staff Update
 - D Thompson's Point EDA Grant- Staff Update
3. Action Items: (Public Comment will be taken on these items)
 - A Traffic Schedule Amendment- Endorse/forward to City Council
 - A1 Sewell Street
 - B Peninsula Wayfinding- Endorse for City Council Adoption
 - C Green Packaging Working Group- Recommended Ordinance to Prohibit the Sale of Polystyrene Foam Food Packaging- Endorse/forward to City Council (Public Comment heard on June 19, 2013; no Public Comment will be taken on this item at the July 17, 2013 meeting)
4. Adjourn

Councilor David A. Marshall, Chair
Councilor Kevin J. Donoghue, Vice Chair
Councilors John Anton & Cheryl Leeman



Public Advisory Committee Meeting 1 Franklin Street Feasibility Study Phase II

IBI Group with Gorrill-Palmer Consulting Engineers, Inc.
S.W. Cole Engineering, Inc. | Titcomb Associates | Morris Communications
June 26, 2013



WELCOME AND INTRODUCTIONS

Those Present and Consultant Team

Presenters

- Mike Bobinsky/Jeremiah Bartlett (City of Portland)
- Tegin Teich (IBI Group) *Project Manager/Transportation Planner/Urban Planner*
- Carol Morris (Morris Communications) *Public Involvement/Communications*

Others Present

- Representatives from the City, PACTS, MaineDOT
- Ritesh Warade (IBI Group) *Transportation Engineer/Planner*
- Molly Casto (Gorrill-Palmer Consulting Engineers) *Planner/Public Involvement*
- Scott Hastings (Morris Communications) *Planner/Public Involvement*

Team Members

- CRJA-IBI Group (Streetscape/Landscape Architecture)
- Gorrill-Palmer Consulting Engineers (Traffic Engineering)
- Morris Communications (Public Involvement)
- S.W. Cole Engineering (Geotechnical Engineering)
- Titcomb Associates (Surveying)



IBI Group Team

Franklin Street Corridor Feasibility Study Phase II, PAC#1

June 26, 2013

CONTENTS OF PRESENTATION

Presentation Contents

- Welcome and Introductions (5 min)
- Overview and Purpose of Study and PAC (20 min)
- Old Business/Questions from PAC (10 min)
- Key Concepts: TOD, Complete Streets, CSS (10 min)
- Visioning (35 min)
 - **Interactive Session**
- Goals and Objectives (35 min)
 - **Small Group Break-out**
- Wrap-up (5 min)

- Evaluate the Vision Statement that was developed as part of Phase 1
- Does it still apply?
- Are any parts more important than others?

The Vision Statement

- Understand better what the study is all about
- Understand all of our roles and responsibilities
- Hear background on Transit-Oriented Development, Complete Streets and Context Sensitive Design and ask questions

Background

MEETING PURPOSE/EXPECTED OUTCOME

Vision Goals and Objectives

- How would the Vision Statement translate into measurable Goals and Objectives?
- Thinking about this, are there Goals we want to achieve that might be missing from the vision statement?
- Is anything else missing?

Expected Outcomes

- A better defined Vision Statement (VS)
- General understanding and support for the principals in the VS
- An understanding of how the we will use measurable goals and objectives to live up to the VS

Purpose

Phase I (Reclaiming Franklin Street)

- “...developing a broad spectrum of possible solutions that balance the interests of all stakeholders”
- Extensive public process
 - Vision-oriented
 - ‘Kit of parts’

Purpose of Phase II (Feasibility)

- More detailed study: depth/refinement
- Continued public process
- Possible outcome: new or hybrid concepts

PAC Process

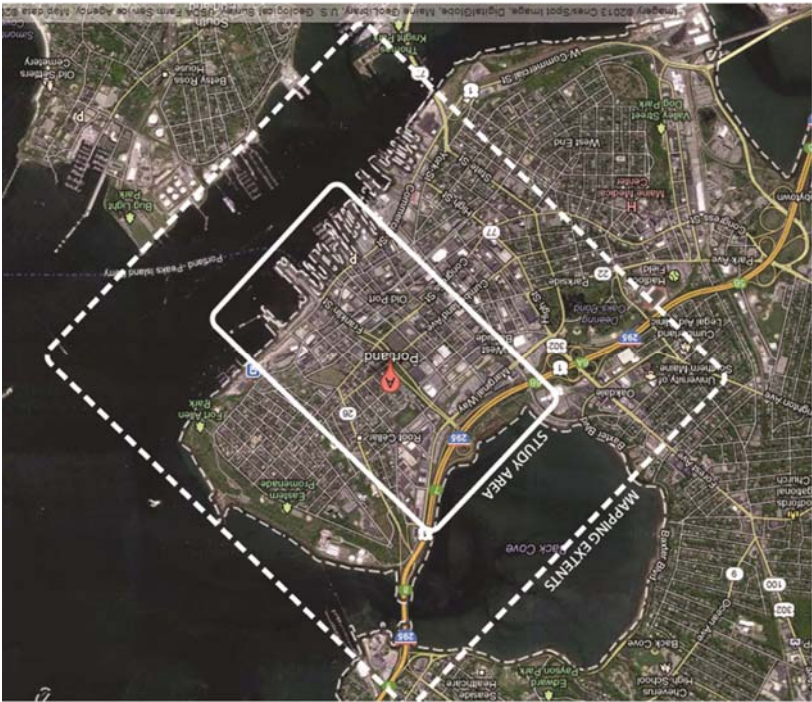
- A collaborative process
- Recommend to desired outcomes: Keep focused
- Restate Meeting Objectives every time
- Strive for hands-on workshop environment
- Be flexible
- Emphasize tradeoffs
- Support means implementation



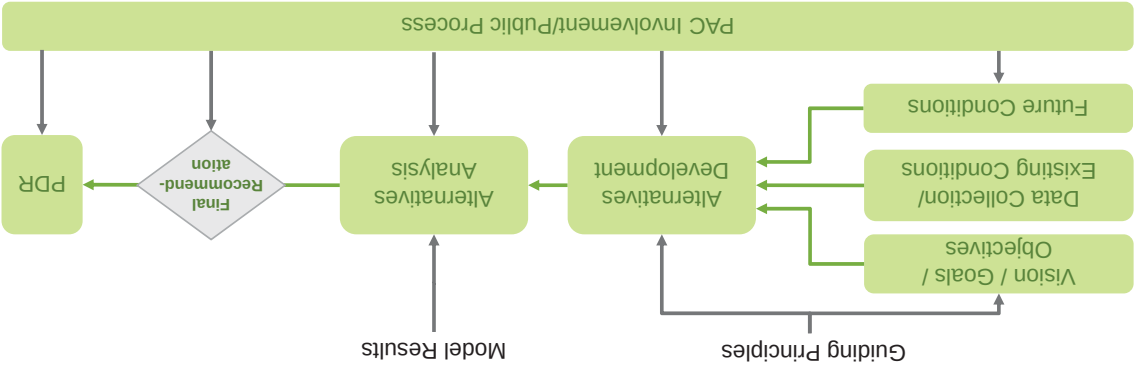
Public Outreach

- Broad, inclusive public input: Your role outside this room
 - Your constituents
 - Transparency
 - Media
- Other Outreach
 - Social Media
 - Posters
- Two Public Forums
 - Workshop format
 - Provide feedback on tradeoffs

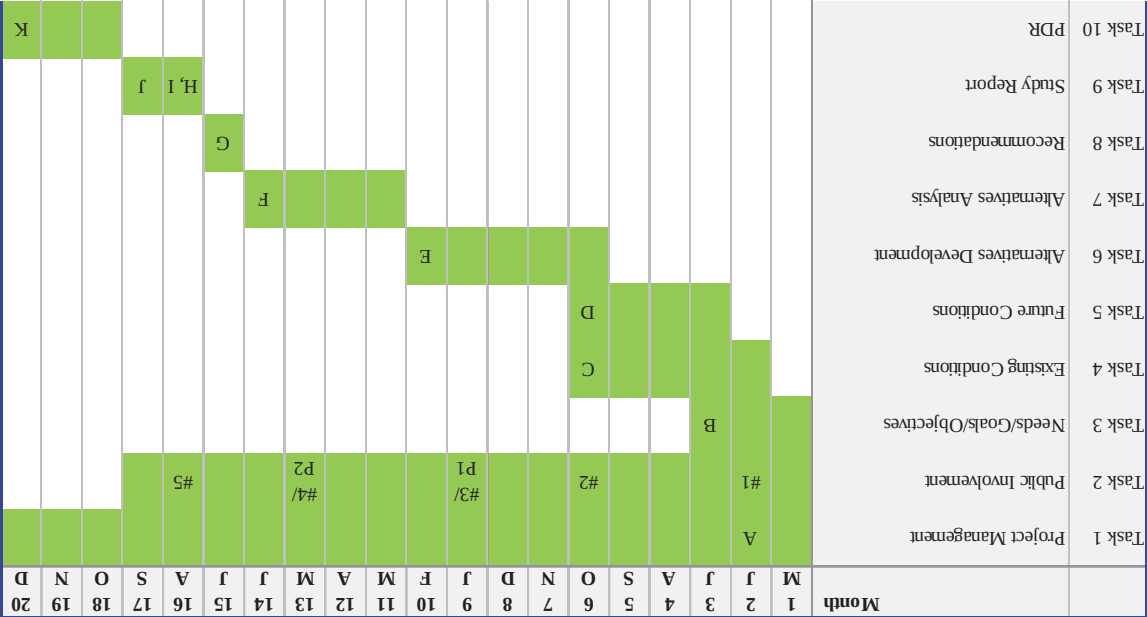
SCOPE OF WORK



Phase II Simplified Approach



SCHEDULE OF WORK



SCOPE OF WORK

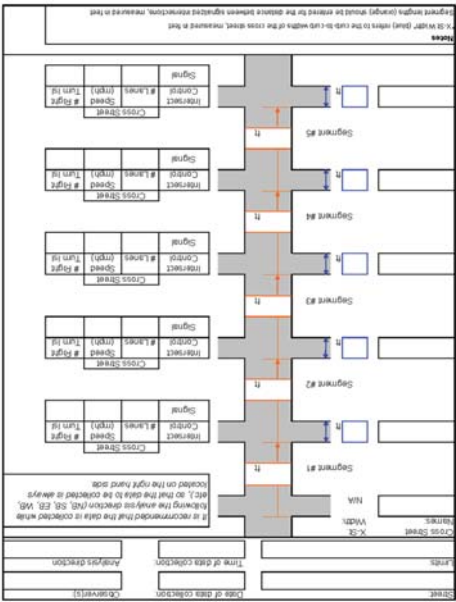
Developing Alternatives

Foundation:

- Vision/Goals/Objectives
 - Founded on guiding principles and previous study
 - Refine vision based on changes since previous study
 - Transparent link to goals and objectives
- Existing Conditions Analysis
 - Ground the alternatives in reality
 - Provide a fresh perspective
- Public Process in Alternatives Development
 - Involvement of the PAC throughout
 - 3 PAC meetings and 1 Public Meeting during development of alternatives
 - 1 PAC meeting and Public Meeting during analysis of alternatives
 - All interactive meetings with the foundation of principles, supported by analysis

Analyzing Alternatives: Tools

- Tailor to Project Requirements
- Specific Measures of Effectiveness (MOEs) for goals and objectives
- Microsimulation Model (Synchro)
- To assess the effects of alternatives
- Multimodal Level of Service
- CompleteStreets LOS Software



OLD BUSINESS/QUESTIONS FROM PAC

Road Widths and Lanes

1. What is MaineDOT's traffic count cut off from a 2 lane to a 4 lane design?
 - There is no standard, other factors come into play
 - 2-lane roads rarely carry more than 20,000/day, 4-lane roads rarely less than 10,000
 - Franklin Street carries ~5,000 to ~26,000, depending on location
 - Other factors that affect capacity and Level of Service
 - Curb cuts/access
 - Turning/crossing traffic and 'pockets' to accommodate turning movements
 - On-street parking
 - Transit stops
 - Pedestrian crossings
 - Per the three-party Cooperative Agreement, the capacity and Level of Service (LOS) shall not be worse with a preferred alternative design than the future capacity and LOS of the current configuration

OLD BUSINESS/QUESTIONS FROM PAC

Road Widths and Lanes

- 2. MaineDOT's policy regarding road lane widths
 - Depends on the roadway's functional classification
 - Franklin Street is a "minor arterial", part of National Highway System
 - Highway Corridor Priority 2 under the Highway Corridor Priority (HCP) approach
 - Travel lane width recommendation:
 - 12' full depth pavement
 - 11'-12' striping
 - 4' -10' shoulders
 - Maine DOT Policies:
 - 8' minimum parking (AASHTO)
 - 5' minimum sidewalk (ADA)
 - We will explore needs based on classification as well as with Metro

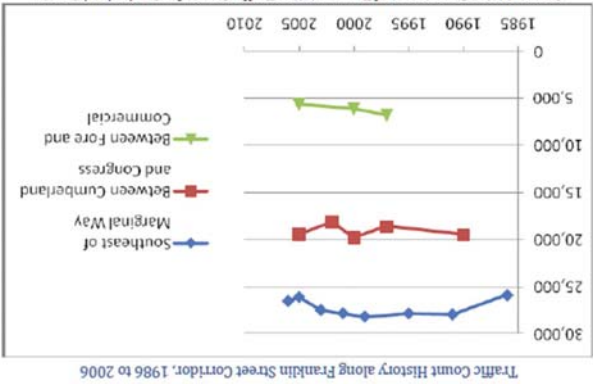
Repaving Schedule

- 3. Designs should consider minimizing width of travelled way (2 lanes each way) from Marginal to Congress
 - Noted.

- 4. Repaving schedule for Franklin and implications for timing of design
 - 2014: I-295 to Middle Street
 - 2015: Middle to Commercial Street
 - Mill and fill: removal of existing pavement surface to a specified depth and replacing it with suitable depth of new hot mix asphalt
 - Expected service life: 10-12 years

Mapping Data

- 5. Base maps, recent and historic data
 - Consultant team will provide a set of base maps showing the range of existing conditions
 - Can compare to historic data shown in the first phase report:



Temporary Installations

- 6. “What short term recommendations or trail efforts from Phase 1 (i.e. on street parking around Middle/Fore, reducing the travel lanes to what is suggested in Phase 1 concept designs) can we be experimenting with right now...”
 - Recommend exploring in 2014 once alternatives are better developed and being analyzed

Examples

- Outer Congress Street Corridor Study
 - Recommended reduction in travel way widths and restriping to 3 lanes in some areas (center turn lane) for additional room for cyclists
 - City of Portland/MaineDOT partnered on pilot program prior to permanent installation
- Route 1 Falmouth between the Martins Point Bridge and Route 88
 - Adopted a road diet reducing 4 lane section to 3 lanes
 - Implemented on a trial basis with paint and monitored for a year
 - Trial was successful and permanent installation was completed in 2 phases



KEY CONCEPTS

Smart Cities

smarter, not bigger

- Efficiency and Sustainability
- Interconnectedness
- Demand Responsiveness
- What can be smart?
 - Economy
 - Environment
 - Mobility/accessibility
 - Governance
 - People
- Examples:
 - Smart signals
 - Smart parking
 - Reporting applications



KEY CONCEPTS

TOD

placemaking around transit

16 principles:

Transportation	– Multi-modal – Interconnected (grid) – Walkability – Bicycle Friendly – Narrow/Calm Streets
Land Use	– Mixed-use – Compactness – Neighborhood Retail St/Employment Center – Street facing – Urban Parks/Plazas
Design	– Urban Placemaking – Streetscape/Design – Architectural Variety – Safety/Security
Policy	– Relaxed Parking Standard – Market Acceptance



Complete Streets

A street is a single entity - consider the needs of all users

- Multimodal
- Intermodal
- Flexible



holistic design



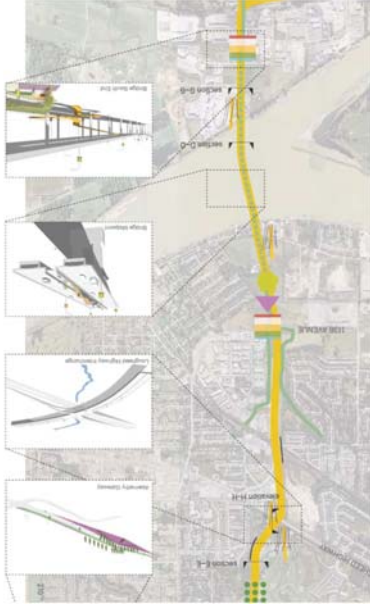
- Shared Stakeholder Vision
- Comprehensive Understanding of the Context
- Communication and Collaboration
- Flexibility and Creativity

Public Process

- CSD includes aesthetic/social/cultural aspects at same importance level as engineering

Project Design

Collaborative, Interdisciplinary



Reclaiming Franklin Street, Vision Statement

From 2009 Final Report

Franklin Street will be a critical transportation facility for all modes of travel, linking the highway & Back Cove to the waterfront & island ferries. Franklin Street will be a vibrant urban corridor serving as an attractive gateway to the city, connecting neighborhoods and destinations while enhancing the urban fabric of the city through the mixed use development of appropriate and functional residential, commercial and recreational space in the midst of attractive streetscapes.

All modes of travel, including motor vehicle, public transit, bicycle and pedestrian shall be able to coexist in a design that is safe and environmentally sound for an urban setting through state-of-the-art design utilizing optimum architecture, street widths, curbs, sidewalks and street level crosswalks, and other appropriate amenities such as vegetation, trees and art.



IBI Group Team

June 26, 2013

Franklin Street Corridor Feasibility Study Phase II, PAC#1

Reclaiming Franklin Street, Vision Statement

Smart Cities / Complete Streets / TOD / CSS

Franklin Street will be a critical transportation facility for all modes of travel, linking the highway & Back Cove to the waterfront & island ferries. Franklin Street will be a vibrant urban corridor serving as an attractive gateway to the city, connecting neighborhoods and destinations while enhancing the urban fabric of the city through the mixed use development of appropriate and functional residential, commercial and recreational space in the midst of attractive streetscapes.

All modes of travel, including motor vehicle, public transit, bicycle and pedestrian shall be able to coexist in a design that is safe and environmentally sound for an urban setting through state-of-the-art design utilizing optimum architecture, street widths, curbs, sidewalks and street level crosswalks, and other appropriate amenities such as vegetation, trees and art.



IBI Group Team

June 26, 2013

Franklin Street Corridor Feasibility Study Phase II, PAC#1

Reclaiming Franklin Street, Vision Statement

Smart Cities / Complete Streets / TOD / CSS

Franklin Street will be a critical transportation facility for *all modes* of travel, linking the highway & Back Cove to the waterfront & island ferries. Franklin Street will be a *vibrant urban corridor* serving as an attractive gateway to the city, *connecting neighborhoods* and destinations while enhancing the *urban fabric* of the city through the *mixed use development* of appropriate and functional residential, commercial and recreational space in the midst of attractive streetscapes.

All modes of travel, including motor vehicle, public transit, bicycle and pedestrian shall be able to coexist in a design that is safe and environmentally sound for an urban setting through state-of-the-art design utilizing *optimum architecture, street widths, curbs, sidewalks and street level crosswalks, and other appropriate amenities such as vegetation, trees and art.*



IBI Group Team

June 26, 2013

Franklin Street Corridor Feasibility Study Phase II, PAC#1

Reclaiming Franklin Street, Vision Statement

From 2009 Final Report

Franklin Street will be a critical transportation facility for all modes of travel, linking the highway & Back Cove to the waterfront & island ferries. Franklin Street will be a vibrant urban corridor serving as an attractive gateway to the city, connecting neighborhoods and destinations while enhancing the urban fabric of the city through the mixed use development of appropriate and functional residential, commercial and recreational space in the midst of attractive streetscapes.

All modes of travel, including motor vehicle, public transit, bicycle and pedestrian shall be able to coexist in a design that is safe and environmentally sound for an urban setting through state-of-the-art design utilizing optimum architecture, street widths, curbs, sidewalks and street level crosswalks, and other appropriate amenities such as vegetation, trees and art.



IBI Group Team

June 26, 2013

Franklin Street Corridor Feasibility Study Phase II, PAC#1

GOALS AND OBJECTIVES

GOALS

- Express the purpose(s) for which an action is intended: the END RESULT
- Will often be complex and not directly measurable
- Grounded in established visions, policies, or strategies
- May be so broad as to achieve widespread consensus without surfacing possible inherent tensions or conflicts
- Provide framework for defining objectives

Objectives

- Are expressed in terms of observable behaviors or outcomes
- Identify a desired level of attainment or at least a direction in which the behavior or outcome should move relative to the present
- Provide framework for specific evaluation criteria (Measures of Effectiveness) to measure each objective's success
- Provide a way to make conflicts between different aspects of goal achievement visible

Sources/References

- Reclaiming Franklin Street Phase 1
- RFP 313
- Destination Tomorrow
- Portland Transportation Plan
- PACTS Regional Bicycle & Pedestrian Plan Update
- A New Vision for Bayside
- Sustainable Portland
- Portland Comprehensive Plan
- Green Spaces Blue Edges

GOALS

1. ACCESSIBILITY
 - To improve the local and regional accessibility of people and the movement of goods
2. URBANISM & LAND USE
 - To enhance the urban fabric of the city through respectful, compact, and sustainable development
3. ENVIRONMENT & ENERGY
 - To conserve and efficiently use nonrenewable energy resources, protect the environment, and improve the urban quality of life
4. HEALTH & SAFETY
 - To provide a healthy and safe urban environment in which to live and work
5. COMMUNITY & ECONOMIC DEVELOPMENT
 - To foster community improvement and enhance social prosperity of the local economy

GOALS AND OBJECTIVES

Objectives Exercise

Other Components of Evaluation

Perception

- It improves neighborhood mobility and accessibility
- It improves the built environment of the neighborhoods along Franklin
- It fosters a healthy and safe environment for the neighborhoods along Franklin
- It improves green spaces and recreation opportunities for the neighborhoods along Franklin
- It contributes to the vitality of local businesses in the neighborhoods along Franklin

Level of Investment

- Relative Cost to Implement
- Relative impact on regional and municipal budgets

NEXT STEPS

Wrap-up / Next Steps

Meeting Minutes/Website/FB

Next Deliverable: Goals and Objectives Memorandum

Next PAC Meeting (#2): October 2nd

- Major Focus: Refined Goals and Objectives, Existing Conditions, First Discussion of Alternatives
- Pre-meeting materials: Existing Conditions, No-Build Traffic Results, Forecasting Assumptions

Forecasting Assumptions

PAC #3 / Public Meeting #1: Late January
– Major Focus: Alternatives Development



Thank You



IBI Group Team

Franklin Street Corridor Feasibility Study Phase II, PAC#1
June 26, 2013



PORTLAND MAINE

Strengthening a Remarkable City, Building a Community for Life • www.portlandmaine.gov

MEMORANDUM

TO: David Marshall, Chair, Transportation, Sustainability and Energy Committee

FROM: Jeremiah Bartlett, Transportation Systems Engineer, Dept. of Public Services

CC: Mike Bobinsky, Kathi Earley, DPS; William Needelman, Planning

DATE: July 11, 2013

RE: **Franklin Phase II Study: Committee Communication/Update**

Status Update

Following a qualification-based selection process last year, IBI Group of Boston was selected as the lead consultant for a team that includes Gorrill-Palmer Consulting Engineers and Carol Morris Communications. The project's Public Advisory Committee (PAC) met for the first time on May 29th to discuss what took place during the Phase I/Reclaiming Franklin Street effort, and to bring all members up to speed on the three alternatives that had arisen from the process.

On June 26th, the Consultant Team met with the PAC for the first time to discuss the purpose of the Phase II work, roles and responsibilities of the Consultant Team and the PAC, discuss concepts such as transit-oriented design, Complete Streets, context solutions (all under the broader umbrella of Smart Cities), and to revisit the vision statement, goals and objectives in order to determine a level of importance for each component of the statement. The consultants are currently working on the land use forecasting for the base development condition.

Future Steps

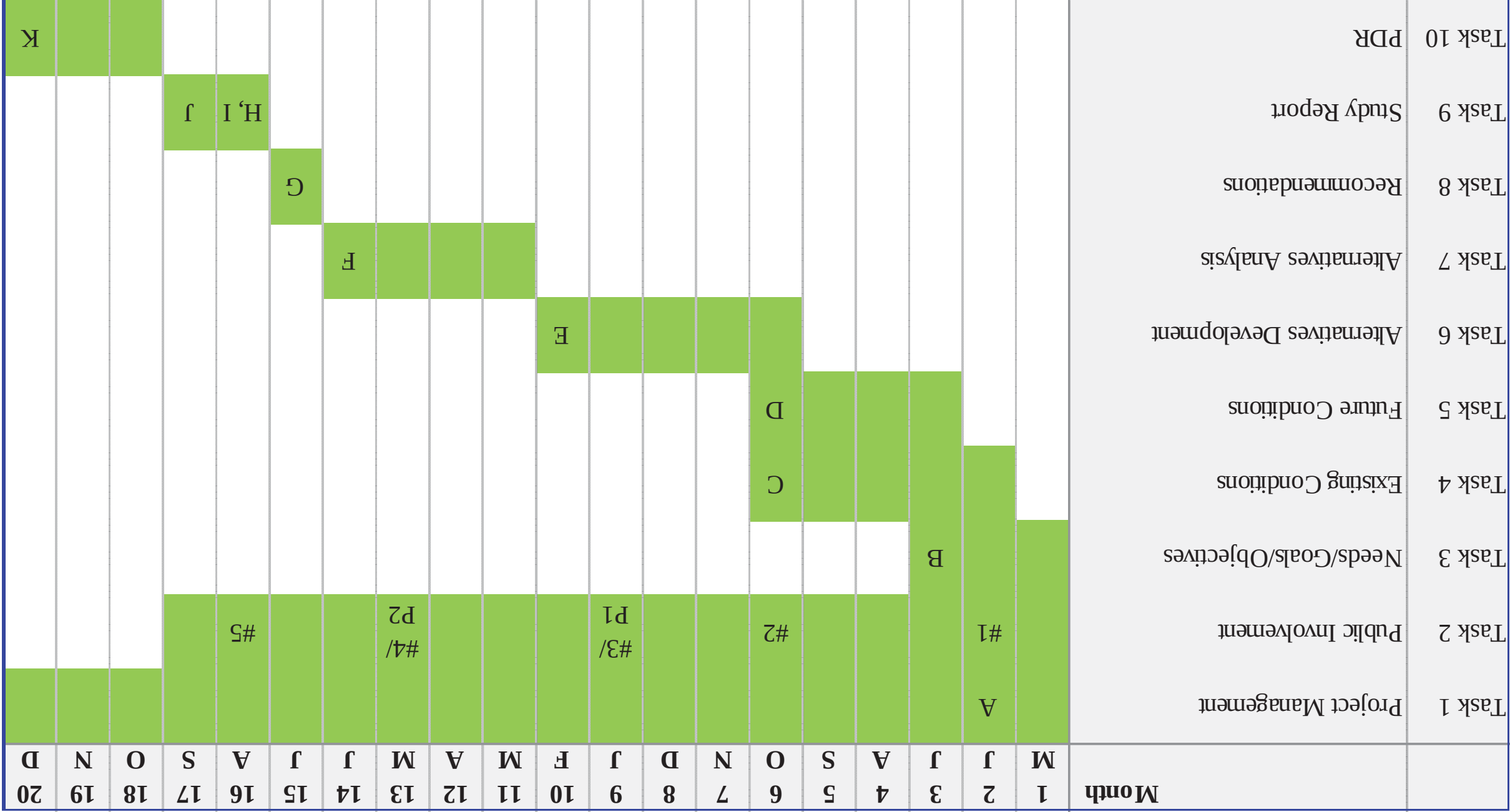
The next PAC meeting will be October 2nd, which will involve discussion on the existing conditions, and a preliminary discussion on design alternatives. A total of five PAC meetings are anticipated with the project, with the final meeting, coinciding with the study report, to be held in August 2014. There will be two public meetings, anticipated for January 2014 and March 2014. A preliminary design document (PDR) will be prepared for the portion of Franklin from just south of Somerset/Fox Street to I-295 as part of the overall scope of services.

Attachments

Included with this memo are the following:

- Schedule of work
- First PAC meeting presentation slides

SCHEDULE OF WORK



Memo

To: Chair David Marshall and Members of the Transportation, Sustainability and Energy Committee

From: Mike Farmer, Project Engineer

Date: July 12, 2013

Re: Somerset Street Project

This is a brief status report on the Somerset Street Project.

Consultant Selection. The hiring of Louis Berger has been approved. The consultant services contract has been drafted, submitted to Maine DOT, and approved by Maine DOT with some conditional recommendations. The contract is in final form, except for minor changes that may be needed to address Maine DOT comments. These contract issues should be resolved and the contract should be signed by the City Manager and the consultant within the next 3 weeks. The project kickoff meeting should take place soon thereafter.

Somerset Street Project Phase 1. This phase includes design and reconstruction of Somerset Street from Elm Street to Hanover Street, including an adjacent pedestrian and bicycle trail. The schedule for this phase of the project is to begin the preliminary and final design process at the project kickoff meeting. Construction of Phase I should be started and finished during the 2014 construction season. The design, environmental review, and right of way acquisition processes, which must follow State and Federal requirements, will dictate the project schedule. A variety of interesting issues will be addressed during the project development and design process, including the following.

1. How to fit the desired street and trail facilities into limited right of way.
2. Mitigating impacts to abutting properties and acquiring right of way.
3. Consideration of finish street, sidewalk, and trail elevations, in light of prospective elevation changes on Somerset Street north of Elm Street (as part of Midtown project).
4. Integrating project drainage needs into the City's ongoing plans and efforts to improve surface water quality and control combined sewage overflows.

Somerset Street Project Phase 2. This phase is essentially a study to determine if it is feasible and practical to extend Somerset Street, including a pedestrian and bicycle trail, from Hanover Street to Forest Avenue. Work on this phase of the project will also begin at the project kickoff meeting. Although the two phases are related, work on each phase can progress independently. Phase 2 will probably be completed before Phase 1.



PORTLAND MAINE

Strengthening a Remarkable City, Building a Community for Life • www.portlandmaine.gov

Public Services Department

Michael J. Bobinsky

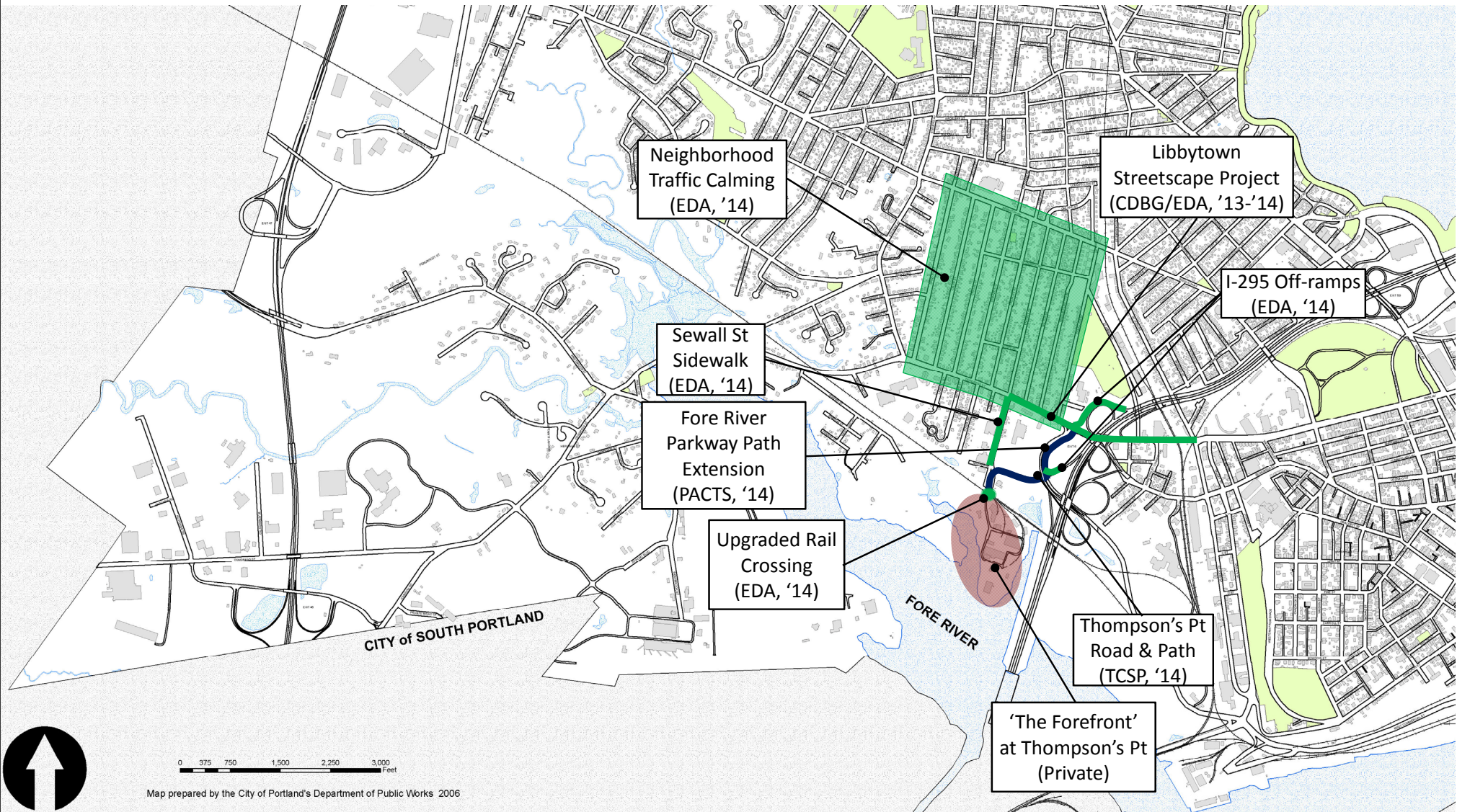
To: Chair David Marshall and Members of the Transportation, Sustainability and Energy Committee

From: Michael J. Bobinsky, Director of Public Services

Date: July 12, 2013

Subject: PACTS –TMA Update

Staff will participate with the Committee Chair David Marshall in providing additional background on PACTS transition to a Transportation Management Area (TMA). Councilor Marshall serves as the current Chair of the PACTS Policy and Executive Committees. We will also have a recent report from John Duncan Executive Director of PACTS on the current programs, recent meetings and current initiatives. The report will be provided to the Committee as a handout.



EDA Grant and Related Initiatives



**ECONOMIC DEVELOPMENT ADMINISTRATION
QUARTERLY PERFORMANCE REPORT**

EDA Project No. 01-01-14202 Report No. 2 Date 06/28/13

Covering Period from March 2013 Thru June 2013

Grantee MaineDOT and the City of Portland, Maine

Grantee's Authorized Representative Jeffrey Tweedie, P.E., Assistant Multimodal Program Manager

Name & Title

Grantee's Architect/Engineer Gorrill-Palmer Consulting Engineers, Inc., Contact: Don Ettinger, P.E.

Name & Phone Number Telephone: 207-757-6910

CURRENT PROJECT STATUS:

- | | YES | NO | |
|------|-------------------------------------|-------------------------------------|---|
| I. | ☒ | ☐ | Is the Grantee's share of expected project costs on hand and immediately available? If no, explain in <i>Narrative</i> section. |
| II. | ☐ | ☒ | Have all land, rights-of-way, and easements necessary for the project been acquired? If no, explain in <i>Narrative</i> section. |
| III. | ☐ | ☒ | Are any problems expected in meeting any of the Special Award Conditions to the EDA grant award? If yes, explain in <i>Narrative</i> section. |

A. DESIGN:

Date Architect/Engineer Agreement Executed 01/28/13

1. Has design started? ☒ YES Design start date 01/28/13
☐ NO Expected start date _____
2. Is design complete? ☐ YES Completion date _____
☒ NO P & S approved by EDA? ☐ YES ☐ NO
Expected completion date 09/01/13
Percent complete 85%
On schedule? ☒ YES ☐ NO (*Narrative*)

B. AWARD:

3. First advertisement for bids date September 18, 2013
4. Bid opening date October 16, 2013
5. Contract Award date October 21, 2013
6. Notice to Proceed issued October 21, 2013
7. Preconstruction Conference date October 25, 2013

C. CONSTRUCTION:

8. Has construction started? ☐ YES Start date _____
☒ NO Expected start date October 28, 2013
9. Is construction complete? ☐ YES Completion date _____
☒ NO Expected completion date December 30, 2014
Percent complete _____
On schedule? ☐ YES ☐ NO (*Narrative*)

10. EDA's original estimated start date is September 30, 2013

11. EDS's original estimated completion date is September 30, 2017

Tweedie, Jeff

From: Hummel, Edward <EHummel@eda.gov>
Sent: Thursday, May 30, 2013 11:17 AM
To: Judy Harris; Chamberlain, Kristen
Cc: Tweedie, Jeff; William Needelman
Subject: RE: Portland Thompson' Point NEPA Complete Confirmation

I concur.

Edward Hummel

Regional Environmental Officer

Economic Development Administration

Philadelphia, PA 19106

From: Judy Harris [<mailto:JH@portlandmaine.gov>]
Sent: Thursday, May 30, 2013 11:05 AM
To: Hummel, Edward; Kristen Chamberlain
Cc: Jeff Tweedie; William Needelman
Subject: Re: Portland Thompson' Point NEPA Complete Confirmation

Thank you.

>>> "Chamberlain, Kristen" <Kristen.Chamberlain@maine.gov> 5/30/2013 11:02 AM >>>

Hi Ed-

Thank you for your time this morning. This email is to document our conversation:

1. The documentation provided by Bill Needleman adequately completes the Grant Special Condition 2 regarding Coastal Zone Consistency.
2. The railroad embankment widening component of the project will require in-water work in within the known range of listed Atlantic sturgeon (*Acipenser oxyrhynchus*) and the shortnose sturgeon (*Acipenser brevirostrum*). MaineDOT has prepared a Biological Evaluation for review by NMFS review. The Army Corps of Engineers will be the lead agency for Section 7 Consultation through the Section 404 Clean Water Act permit process. MaineDOT will forward documentation upon completion of the Section 7 and Section 404 processes to EDA for your files, but no changes to the EA or the FONSI are required at this time. NEPA is still complete and the project can proceed as planned (in accordance with all other terms and agreements).

A quick response indicating your concurrence would be much appreciated. Thank you!
Kristen

Kristen Chamberlain



PORTLAND MAINE

Strengthening a Remarkable City, Building a Community for Life • www.portlandmaine.gov

MEMORANDUM

TO: David Marshall, Chair, Transportation, Sustainability and Energy Committee

FROM: Jeremiah Bartlett/Judy Harris, Dept. of Public Services

CC: Mike Bobinsky, Kathi Earley, DPS; William Needelman, Planning

DATE: July 11, 2013

RE: **Thompson's Point/EDA: Committee Communication/Update**

Status Update

The EDA-funded project in association with the Thompson's Point "Forefront" development has moved well along into the design phase. The work, administered by MaineDOT with the City of Portland and Forefront Developer working as partners, has reached a series of important milestones for the roadway improvements and the neighborhood traffic calming work.

The work accomplished to date includes the following:

- All relevant agreements have been signed between the Developer, the Maine Department of Transportation and the City
- All surveying work has been completed for MaineDOT and City
- All Historical review agency permissions have been requested and received
- All Environmental permits have been requested and received and the project is in compliance with the National Environmental Protection Act
- The City has supplied MaineDOT with all requested and required specifications
- MaineDOT's designers have supplied preliminary designs for Thompson's Point Road, Sewall Street, Fore River Parkway Multi-use Trail, I-295 ramp modifications and traffic calming work for all streets between Douglas and Stevens

At this point, the City is working on obtaining temporary construction easements for the work on Sewall Street; the easements have been prepared by Corporation Counsel's office and will be circulated in the next few weeks.

Public Outreach

To date, three public meetings (including a public hearing component) have been held, as follows:

- Meeting One: April 25, 2013 – Portland Transportation Center
 - Overview of Project: Concentration on Sewall Street changes
 - Outreach: Mail, hang tags, legal advertisement, press release from City
 - Attendance: 26 people
- Meeting Two: April 30, 2013 - Italian Heritage Center
 - Overview: Discussion of overall project, with a concentration on traffic calming treatment options and solicitation of public comments
 - Outreach: 546 mailings and hang tags, legal advertisement, press release from City, posters in neighborhood.
 - Attendance: 82 people
- Meeting Three: June 10, 2013 – Clarion Hotel
 - Overview: Review of previous meetings, with a concentration on traffic calming treatments presented and voted upon. Additional public comment solicited for changes.
 - Outreach: 762 mailings, legal advertisement, press release and posters in neighborhood.
 - Attendance: 64 people

Next Steps

The completion of this work is anticipated to take place as follows:

- The City will obtain easements as discussed above to facilitate sidewalk improvements along Sewall Street
- MaineDOT and the City will review the final design plans as part of the preparation of a final bid package
- MaineDOT will develop a construction schedule that will be approved by all parties
- The project is scheduled to be advertised for bids in mid-September with construction beginning in late October; the majority of work is expected to be completed in 2014
- The City will develop a plan that notifies each neighborhood as they may be impacted

It should be noted that the construction schedule is generally fixed in order to satisfy the funding obligations of the EDA portion of the funding.

Attachments

Included with this memo are the following:

- EDA quarterly performance report, dated June 28, 2013
- Graphic depicting location of EDA funded project components



PORTLAND MAINE

Strengthening a Remarkable City, Building a Community for Life • www.portlandmaine.gov

MEMORANDUM

TO: David Marshall, Chair, Transportation, Sustainability and Energy Committee

FROM: Jeremiah Bartlett, Transportation Systems Engineer, Dept. of Public Services

CC: Mike Bobinsky, Kathi Earley, DPS; John Peverada, Manager, Parking Division

DATE: July 15, 2013

RE: **Proposed Traffic Schedule Change: Sewall Street**

Background

Sewall Street is part of the Thompson's Pt./EDA construction area and changes to the street (lighting, sidewalks, landscaping) will be made throughout the construction period. The intent of these broader parking changes is to reflect the current street layout, and maintain access along Sewall, particularly for emergency vehicles, while maximizing the remaining area for on-street parking. It should be noted that currently, parking is only allowed on the east side of Sewall Street, but that the no parking on the west side has not been enforced or signed. The change to parking on the west side but not the east side will align with the side of the street having the fewest curb cuts. This change has been part of the EDA design process, and abutters have been notified by hand delivery of the proposed change.

In addition, the Department of Public Services was asked by Orthopedic Associates (OA) of 33 Sewall Street, to endorse the conversion of forty feet of Sewall Street south of OA's northern driveway to provide for two fifteen (15) minute parking spaces in front of a building expansion at the Sewall Street location. The project includes a new entrance stair, ramp and site sidewalks extending to meet the existing sidewalk along Sewall Street. The site work has been approved by the planning department. OA is intending to construct their work within the right of way later this summer.

Recommendation

Following a field review, it is the recommendation of the Department that the following change be made to traffic schedule of Sewall Street:

➤ Current Schedule

- East side of Sewall Street 25 feet south of Congress Street to 25 east of Hooper Street: Unrestricted Parking
- West side of Sewall Street 0 feet south of Congress Street to 25 feet north of Hooper Street: No Parking

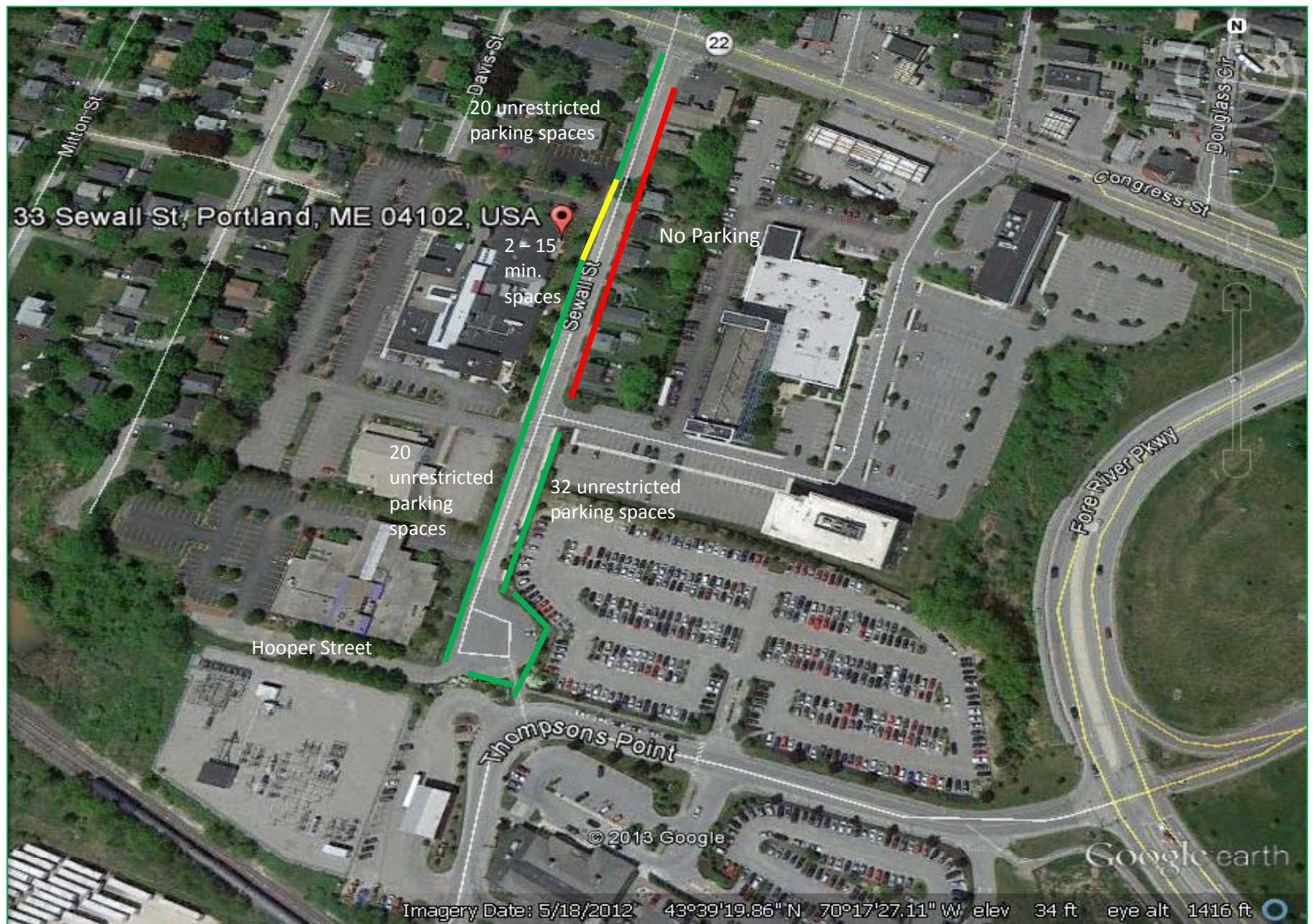
➤ Proposed Parking Schedule:

- West side of Sewall Street 25 feet south of Congress Street to 455 feet south of Congress Street: Unrestricted Parking

- West side of Sewall Street 455 feet south of Congress Street to 495 feet south of Congress Street: 15 minute parking
- West Side of Sewall Street 495 feet south of Congress Street to 25 feet north of Hooper Street: Unrestricted Parking
- East side of Sewall Street 0 feet south of Congress Street to 675 feet south of Congress Street: No Parking
- East side of Sewall Street 675 feet south of Congress Street to 25 feet east of Emergency Access: Unrestricted Parking
- East side Sewall Street from 25 feet east of Emergency Access to 0 feet east of Hooper Street: No Parking

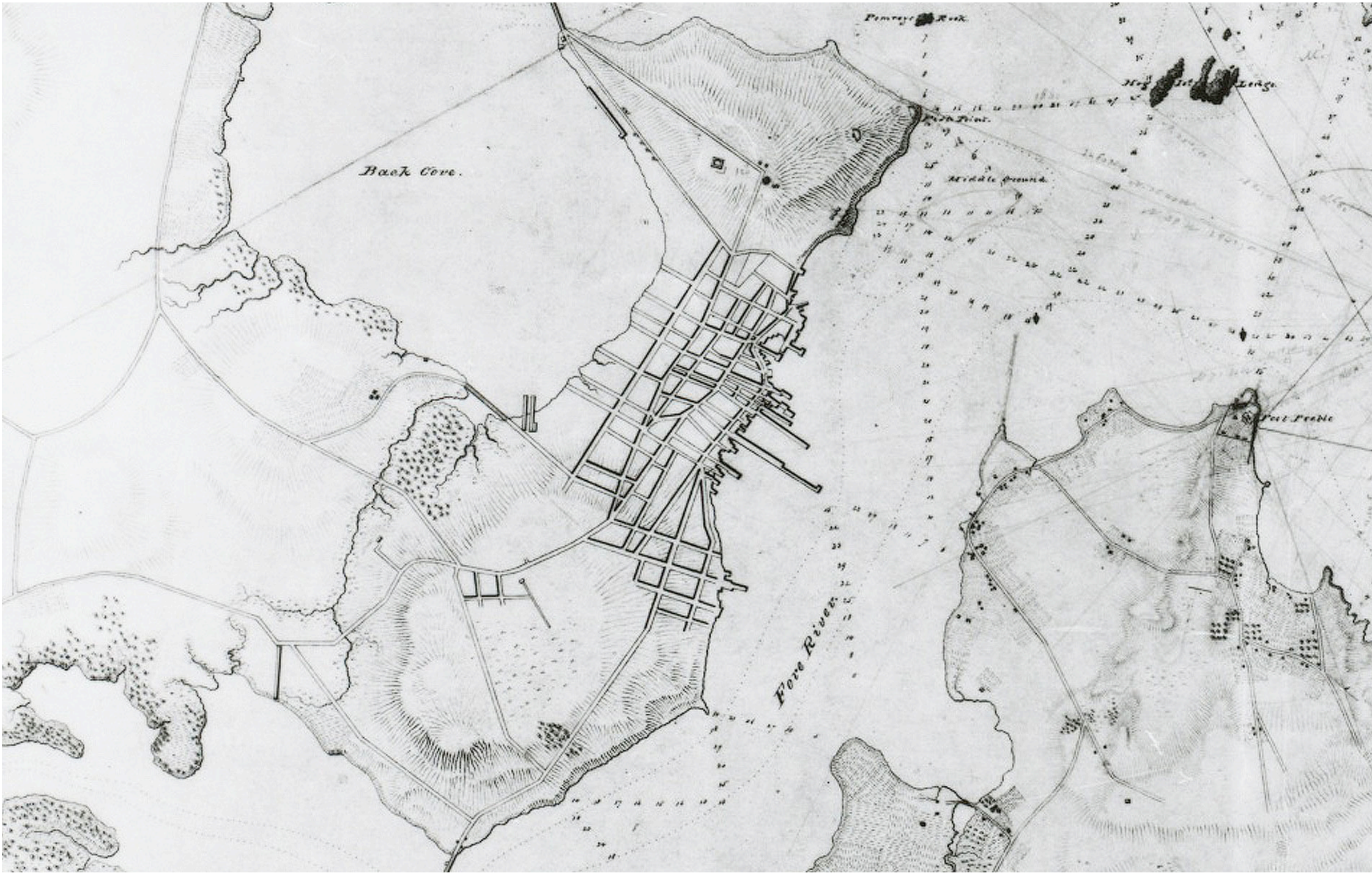
The Department asks that the Transportation Committee consider this action in your July 17, 2013 meeting, and if supported; take action to recommend this to the full City Council.

A supporting graphic is attached.



Green - unrestricted parking, Red- No Parking, Yellow - 15 min. parking (2 Spaces)

Portland Peninsula Vehicular Wayfinding Plan



Contents	Project Synopsis	5	Background				
		6	Study Purpose & Charge to the Citizen Advisory Committee				
		7	Project Participants				
		8	Project Statement				
		9	Scope of Work				
		13	Public Participation Process				
		15	Detailed Scope of Services				
		18	Project Area				
		19	2008 Vehicular Wayfinding Report Policies and Criteria				
		26	Recommended Amendments to the 2008 Vehicular Wayfinding Report Criteria				
	Analysis and Recommendations	30	Wayfinding Strategy				
		32	Initial Planning for Zones and Districts				
		33	Recommended Zones and Districts				
		34	Vehicular Entry Portals and Decision Points				
		35	Recommended Zone and District Color Palette				
		36	Preliminary List of Destinations and Possible Nomenclature				
		Route 295					
		37	Route 295 Sign Messages - Review				
		38	Route 295 - Recommended Sign Messages				
		43	Route 295 Bridge Abutments as Complimentary Gateways				
		Vehicular and Pedestrian Sign Types					
		45	Vehicular Directional				
		46	Secondary Vehicular Directional, Pedestrian Orientation and Interpretive				
		47	Parking Directional, Parking Facility Identification, and Pedestrian Orientation				
		49	Vehicular Directional Sign - Franklin Street from Marginal Way to Commercial Street				
50	Vehicular Directional Sign Photography - Historic and Contemporary						
Bicycle Wayfinding and Sign Types							
51	Bicycle Wayfinding Criteria and Policy						
55	Recommended Bicycle Wayfinding System						
56	Bicycle Sign Types						
	Bicycle Directional						
	Bicycle Facility						
Cover: Early survey of the Portland Peninsula and Portland Harbor by the United States Engineering Department, c. 1820. Courtesy National Archives							
Portland Vehicular Wayfinding Plan	July 8, 2013	Designed and Submitted by:	Woodworth Associates Graphic Design and Communications	Richardson & Associates Landscape Architects TY Lin International Transportation Consultants	Wright Pierce Civil & Environmental Engineers Richard Renner Architects	Contents	2

Graphic Standards	58	Typography
	60	Arrows and Symbols
	61	Colors
	62	General Specifications
		Design Intent Drawings: Typical Layouts and Specifications for Sign Types
	64	Vehicular Directional Sign
	66	Secondary Vehicular Directional Sign
	67	Parking Directional Sign
	68	Parking Identification (Facility) Sign
	69	Pedestrian Orientation Sign
	70	Downtown Pedestrian Orientation Map
	71	Bicycle Directional Sign
		Sign Location Plans
	72	Portland Peninsula Vehicular Directional Sign Locations
	73	East End Sign Locations and Sign Messages
	74	East End Sign Locations and Sign Messages
	75	Bayside, Downtown, and Waterfront Sign Locations and Sign Messages
	76	Downtown, West End, and Waterfront Sign Locations and Sign Messages
	77	Bayside, Parkside, West End, and University of Southern Maine Sign Locations and Sign Messages
	78	West End, Waterfront, and Fore River Parkway Sign Locations and Sign Messages
	79	Portland Transportation Center, Parkside, and Congress Street to Jetport Sign Locations and Sign Messages
	80	Downtown Sign Locations for Pedestrian Orientation Signs and Parking Directional Signs
	81	Vehicular and Bicycle Directional Sign Locations and Bicycle Sign Types, Messages, and Locations
Next Steps	86	Implementation
		Select and Appoint Curatorial Committee
		Develop Criteria for Vehicular Directional Sign Photography - Historic and Contemporary
		Bid Support & Fabrication Administration
		Develop Maintenance Plan
		Post-Installation Evaluation
Appendix	89	Existing Conditions - Selected Photographs
		Portland Parking Facilities - Selected Photographs

Project Synopsis

Project Synopsis

The Portland Area Comprehensive Transportation System (PACTS), as the federally designated Metropolitan Planning Organization (MPO) for the Portland, Maine urbanized area, sought proposals from qualified consulting firms for the development of a Portland Peninsula Vehicular Wayfinding Plan in Portland Maine. A consultant team of planners, designers, architects, and engineers led by Woodworth Associates, was hired in March 2012.

Background

For many years, the City, the Convention and Visitor’s Bureau, and Portland’s Downtown District, have received complaints about the difficulty for the traveling public in finding their way around the City. Recognizing these conditions, in 2008, the City conducted a PACTS funded study to establish policies and graphic conventions for a comprehensive wayfinding system for the City. The 2008 process additionally established an implementation plan for pedestrian signage in the Downtown. Portland’s Downtown District administered the 2008 process and has since funded and overseen the installation of the first phase of pedestrian signs covering the most popular visitor districts and destinations on the Portland Peninsula.

The Portland Peninsula Vehicular Wayfinding Plan will build on the completed 2008 plan and its implemented portions to date. This effort established a district-based wayfinding system for pedestrians in the immediate downtown and included the Art District, Government District, Old Port District, and Waterfront District. Expanded and improved wayfinding will allow more visitors to access more businesses, services, and cultural destinations while enjoying a better travel experience peninsula-wide and for vehicles (automotive and bicycle) in addition to pedestrian. An integrated system of districts, attractions and signage further enhances the marketing efforts to promote districts as well as individual destinations to the benefit of all.

This planning effort will supply signage specifications for vehicles, including bicycles and pedestrians. A comprehensive district map will also be developed covering the entire Portland Peninsula and major origins and destinations in close proximity, namely the planned development at Thompson’s Point including the Portland Transportation Center (PTC), and the University of Southern Maine (USM) campus area.



Portland Peninsula, c. 1880.
Courtesy of *Strange Maps* by
Frank Jacobs, 2009

Study Purpose

The intent of this vehicular wayfinding sign program is to provide a consistent and repetitive information path for the traveling public to find major destinations on the Portland Peninsula and including the Thompson’s Point/PTC and USM campus area. The resulting system of signs will replace the existing “hoop” signs and will follow the Vehicular Wayfinding policies, criteria, and graphic conventions articulated in the 2008 *Wayfinding Report*.



The existing “hoop” sign at Congress Street and Franklin Street.

The study process will coordinate with the City staff and seek input from Portland’s Bicycle and Pedestrian Advisory Committee, Chamber of Commerce, Downtown District, Creative Portland Corporation, the Greater Portland Convention and Visitors Bureau, PACTS Staff, Peninsula neighborhood development associations, MaineDOT, Greater Portland Landmarks, and other stakeholders and institutions that will benefit from improved wayfinding on and near the Portland Peninsula.

While motorized cars, trucks, and buses represent the majority of the transportation trips within and externally to the City of Portland, most neighborhoods within and near the Peninsula are walkable and are destinations for citizens from throughout the region, and especially for visitors year-round. In addition to wayfinding signage for motorized vehicles, the effort will also examine and make recommendations for bicyclist and pedestrian wayfinding where it benefits the most existing and future users.

This study and resulting plan must acknowledge and integrate efforts in adjoining municipalities and other regional route and wayfinding efforts, such as the Eastern Trail/East Coast Greenway and the Sebago to the Sea Trail. It must also integrate with ongoing planning and the 2009 *PACTS Regional Bicycle – Pedestrian Plan Update*.

Charge to the Citizen Advisory Committee

The City of Portland has received PACTS funding to engage in a wayfinding implementation study for vehicular signage for the area around the Portland Peninsula. The study process requires a broad-based community effort to ensure appropriate travel routing, sign location, and sign content to serve the traveling public and destinations within the study area. The Mayor has appointed a Citizen Advisory Committee to provide input and guidance to the process and the study consultants. The Citizen Advisory Committee’s role is to review study material, provide regular input, to participate in public meetings, and to make a recommendation to the City Council on the study results.

In addition to regular advisory committee meetings, the committee sought input and guidance from the City’s Manager’s Neighborhood Advisory Committee. Neighborhood groups have had awareness of the process and to be given opportunity to contribute to routing and districting decisions at early stages in the process and prior to completion of process findings.

Project Participants	City of Portland Staff	Citizen Advisory Committee	Consultant Team
	Alex Jaegerman Director Planning and Development Department City of Portland Bill Needelman, AICP, Project Manager Senior Planner Planning and Development Department City of Portland John Peverata Parking Director City of Portland Portland Area Comprehensive Transportation System Carl Eppich Senior Planner Portland Area Comprehensive Transportation System	Kevin Donoghue, Co-Chair City Councilor/TS&E Committee Jan Beitzer, Co-Chair Executive Director Portland Downtown District Robert Caswell University of Southern Maine Christopher Closs Greater Portland Landmarks Patrick Costin Creative Portland Steve Hobart Maine Medical Center Geoffrey Iacuesa Greater Portland Chamber of Commerce Alex Landry Bicycle and Pedestrian Advisory Committee Derek Olson MaineDOT James Russell NNEPRA Barbara Whitten Convention and Visitors Bureau	Brad Woodworth Woodworth Associates Graphic Design and Communications with Todd Richardson Emma Kelly Richardson & Associates Landscape Architects Tom Errico TY Lin International Transportation Consultants Jennifer Claster Wright-Pierce Civil & Environmental Engineers Richard Renner Richard Renner Architects

Project Statement An informed and happy visitor is a repeat visitor.	The scope of services for a Vehicular Wayfinding Plan for the Portland Peninsula includes review and refinement of the proposed Wayfinding Study Area, review of primary and secondary entrances to Portland, review of existing signage, review of all modes of transportation to, from, and within the city, evaluation of signage needs, development of a wayfinding methodology and sign plan, and development of a standardized signage package, for the intended study/service area, the Portland Peninsula and including the following areas: west of Route 295 to the Thompson’s Point, the Portland Transportation Center, and University of Southern Maine campus areas, and outer Congress Street to and from the Portland International Jetport from the Portland Transportation Center. As the Request for Proposal (RFP) stated: <i>The Portland Peninsula Vehicular Wayfinding Plan will build on the completed 2008 plan and its implemented portions to date. This effort established a district based wayfinding system for pedestrians in the immediate downtown and included the Arts District, Government District, Old Port District, and Waterfront District. Now, expanded and improved wayfinding will allow more visitors to access more businesses, services and cultural destinations while enjoying a better travel experience peninsula wide and for vehicles (automotive and bicycle) in addition to pedestrian. An integrated system of districts, attractions and signage further enhances the marketing efforts to promote districts as well as individual destinations to the benefit of all.</i> The Portland Peninsula Vehicular Wayfinding Plan has been designed to welcome, direct, and orient visitors. The Wayfinding Plan has been an opportunity to connect and reinforce the brand of the City of Portland and its districts including the Arts District, Government District, Old Port District, and Waterfront District as well as additional districts and neighborhoods throughout the Peninsula. This study will examine and make recommendations for vehicular (automotive and bicycle) wayfinding. The Portland Peninsula Vehicular Wayfinding Plan has become a multipurpose tool that: ● Presents a welcoming and accessible environment. ● Identifies the City of Portland including the Arts District, Government District, Old Port District, and Waterfront District as distinct destinations while still connecting to the larger community. ● Reinforces the City of Portland brand. ● Fosters goodwill by creating a visitor friendly experience. ● Drives, supports, and sustains economic activity and development through a more accessible Peninsula/City including the Downtown and all districts & neighborhoods. Portland Vehicular Wayfinding Plan July 8, 2013 Designed and Submitted by: Woodworth Associates Graphic Design and Communications Richardson & Associates Landscape Architects Wright Pierce Civil & Environmental Engineers Project Statement 8 TY Lin International Transportation Consultants Richard Renner Architects
--	--

Scope of Work	The mandate of this project, as outlined in the RFP, was to plan and design a wayfinding and signage system that will guide users of the downtown areas and districts to desired destinations and strengthen the connection between Downtown and other City of Portland amenities. To achieve this end, our collaborative team of graphic design, urban design, and traffic engineering professionals identified, assessed, and brought a global understanding and approach to the complex network of key urban ways and nodes in the Peninsula – defining the opportunities to establish places at the nexus of interaction between Downtown and District/Neighborhood circulation systems and destinations. As requested by the RFP our Team has: Reviewed and refined proposed Wayfinding Study Area, to include review of the 2008 City of Portland Wayfinding System Study, the <i>2009 Peninsula Transit Study</i>, and pertinent sections of the Comprehensive Plan in order to develop an understanding of the City’s historic and cultural background, Downtown Vision Plan, and present day challenges and opportunities. The PACTS regional long-range plan <i>Destination Tomorrow</i> and <i>2009 PACTS Regional Bicycle – Pedestrian Plan Update</i> was included in the review to incorporate important connections and destinations outside the municipalities. We also reviewed, coordinated, and integrated, where appropriate, all ongoing related planning efforts by neighboring communities including South Portland, Scarborough, Saco, Biddedford as well as the Eastern Trail and East Coast Greenway.
Signs are one of the first and most important forms of communication between the City of Portland and the visitors who use the City streets and approaches. Therefore, the overall quality and comprehensiveness of the exterior wayfinding and signage program and its ability to inform, guide, direct, and orient visitors to and around the City of Portland is of utmost importance.	The scope of services for a Vehicular Wayfinding Plan for City of Portland included review of primary and secondary entrance/exit portals to the Peninsula and city, including USM & PTC, review of existing signage including Route 295, review of all modes of transportation to, from, and within the city, identify surface corridors, neighborhoods/districts, and transportation facilities, identify and locate destination attractions within each neighborhood/district, evaluation of signage needs, a wayfinding methodology and sign plan, and development of a standardized signage package, for the intended service area, City of Portland including the Thompson’s Point/Portland Transportation Center, USM campus area, and to/from the Jetport from the Portland Transportation Center. Woodworth Associates, Richardson & Associates, TY Lin, Wright-Pierce, and Richard Renner Architects provided services including Planning, Design, and Construction Documents for sign types including Gateway Signs, Directional Signs for Vehicles (automotive and bicycle), and Kiosks. We made recommendations for the identification, integration, and location of all sign types in the Wayfinding Study area.
	Approach The purpose of the wayfinding and signage system is to develop and establish the parameters for a well-coordinated exterior sign program for the City of Portland that is clear, effective, and visually compelling. One of the main aspects of a well-designed exterior wayfinding and signage system is to convey a favorable public image of Portland. Appropriate and consistent visual elements will reinforce the “sense of place.” How do the signs function? Effective signage works by incorporating the Breadcrumb Theory. We have created a trail of consistent signs, shapes, colors, typography and messages, etc., to inform and guide visitors to their destinations. The functional aspects of moving people around Portland’s peninsula, including the downtown, have real benefits. A wayfinding plan that efficiently guides a visitor to his or her destination gives the visitor more time to do what he or she came to do and to do it in a good frame of mind. If a visitor has a positive experience he or she is likely to return to Portland. Our team has built on the “...policies, criteria, and graphic conventions articulated in the <i>2008 Wayfinding Report</i>.” This design project therefore has provided an important opportunity for
Portland Vehicular Wayfinding Plan	July 8, 2013 Designed and Submitted by: Woodworth Associates Graphic Design and Communications Richardson & Associates Landscape Architects Wright Pierce Civil & Environmental Engineers TY Lin International Transportation Consultants Richard Renner Architects Scope of Work 9

the City of Portland to establish a comprehensive and coordinated sign program that will contribute recognizable visual elements for the community as well as to provide different sign types specifically designed to meet a hierarchy of information needs.

Signs are one of the first and most important forms of communication between the City of Portland and the visitors who use the city streets and approaches. Therefore, the overall quality and comprehensiveness of the exterior wayfinding and signage program and its ability to inform, guide, direct, and orient visitors to and around the City of Portland is of utmost importance.

As such, this is an opportunity to strengthen and reinforce the City of Portland brand. Signs that strive to meet the needs of all who visit the city by promoting ease of navigation, access, and safety will create a positive impression of a well managed City and instill a sense of security, purpose, confidence, and ultimately, community pride.

Signage Context

Our Wayfinding Plan considered all components of the planned environment for approaches to the City of Portland, including the Downtown and Districts/Neighborhoods that impact the ways signs communicate and disseminate information to people using the Downtown and Districts/Neighborhoods, and community, but not limited, to the following:

- *Traffic Patterns* (vehicular, pedestrian, bicyclists):
Factors that affect a visitor’s ability to reach a given destination safely.
- *Audience:*
Who they are, why they are here, where they are going, and how they should get there.
- *Function of New Signs:*
Easy to identify and easy to read.
- *Physical Appearance of New Signs:*
Compatibility and integration with the natural and built environment including: the historic context of the community; natural setting and landscaping; hardscaping: sidewalks, walkways, benches; architectural styles and materials.
- *City of Portland Downtown Improvements:* Flexibility for future expansion, relocation, and development of new buildings, parking, intersections, facilities including parks, trails, transportation (bus, railroad, ferry) and waterfront.
- *Historical Context:*
Relationship to and interaction with the surrounding community.
- *Compliance:*
With state/local building code and zoning ordinances.

Details Matter:

- Sight Conditions
- Sight Lines
- Sign Location
- Sign Content
- Message Length
- Font and Size
- Letter Type (UPPER v. lower case)
- Symbols (P, \$, ?, arrows, etc.)
- Color
- Contrast
- Materials
- Lighting
- Scale
- Maintenance
- Flexibility

Signage Characteristics

Apart from the physical properties of signs, the design recommendations consider all visual characteristics including:

- *Sign Shapes and Sizes:*
Elements of form and scale; surface texture and reflectivity.
- *Imagery:*
Use of international symbols or icons and the impact and specific use of color.
- *Technical Aspects:*
Materials, durability, color fastness, day and night lighting criteria.
- *Materials and Methods:*
Compatibility with fabrication capabilities of the City of Portland Sign Shop, fabrication materials and methods and re-ordering system.
- *Format of Information:*
To provide a hierarchy of information appropriate for exterior signs.
- *Typography, Language, and Legibility:*
Sign messages must be concise, designed to be legible and carefully worded, in order to communicate effectively.
- *Placement:*
Careful planning and a consistent approach to the location of signs to provide information where it is needed, with good sightlines, to communicate effectively, while considering thoughtful placement to reduce the overall number of signs at any location.
- *Maintenance:*
Consider relevant site/location issues for exterior signs that include seasonal operations or special criteria and maintenance requirements such as planting and lawn care and snow removal, etc.
- *Future Growth/Expansion:*
Plan for new and updated messages (destinations), etc. Sign system & structure designed to allow for flexibility. Consider phasing options as appropriate.

Sign Types

When considering a full vocabulary of wayfinding and signage, we had at our disposal a wide range and hierarchy of sign types:

- *Gateways:*
Establish boundaries for the City of Portland by identifying Gateways at key intersections (decision points) as major points of entry and to direct visitors to the Downtown, District/Neighborhood areas, Public Parking, core destinations, and amenities.

Gateways also serve as the symbolic entry to the City of Portland. These signs provide primary directional information for vehicular traffic. Properly planned and designed Gateways also contribute to creating a sense of place.
- *Primary and Secondary Directional Signs:*
Supplement and confirm Gateway Sign messages. Direct vehicular, pedestrian, and bicycle visitors to Downtown, District/Neighborhood areas, core destinations, amenities, and public parking.
- *Orientation Signs:*
The pedestrian orientation may be in the form of a “Downtown 10-15 Minute Walk Circle” map with a “You Are Here” designation. The orientation map will include a plan view of the Downtown, District/Neighborhood areas, core destinations, and amenities with all streets and key destinations identified.
- *Identification Signs:*
Public Parking and Bike facilities.
- *Special Graphics:*
Includes temporary and permanent signs which announce, promote, and identify special events in the City of Portland. By their nature, special graphics are an attractive addition to the streetscape and are valuable tool to increase community spirit and generate enthusiasm for the City of Portland.

Most commonly in the form of banners, special graphics may be freestanding, building mounted, light pole mounted, etc. They may be reused from year to year. Banners or other special graphics may include but not be limited to the following purposes: district/neighborhood identification, special events, visitor welcome, arts, music, and theater events, etc.

We recognize that Portland has an active and successful “banner” program in the Government District and Arts District in and around Congress Street. We recommend that this banner program continue.

Gateways also serve as the symbolic entry to the City of Portland. These signs provide primary directional information for vehicular traffic. Properly planned and designed Gateways also contribute to creating a sense of place.

- *Primary and Secondary Directional Signs:*
Supplement and confirm Gateway Sign messages. Direct vehicular, pedestrian, and bicycle visitors to Downtown, District/Neighborhood areas, core destinations, amenities, and public parking.

Orientation Signs:
The pedestrian orientation may be in the form of a “Downtown 10-15 Minute Walk Circle” map with a “You Are Here” designation. The orientation map will include a plan view of the Downtown, District/Neighborhood areas, core destinations, and amenities with all streets and key destinations identified.

- *Identification Signs:*
Public Parking and Bike facilities.

- *Special Graphics:*
Includes temporary and permanent signs which announce, promote, and identify special events in the City of Portland. By their nature, special graphics are an attractive addition to the streetscape and are valuable tool to increase community spirit and generate enthusiasm for the City of Portland.

Most commonly in the form of banners, special graphics may be freestanding, building mounted, light pole mounted, etc. They may be reused from year to year. Banners or other special graphics may include but not be limited to the following purposes: district/neighborhood identification, special events, visitor welcome, arts, music, and theater events, etc.

Public Participation Process	A rigorous, inclusive, and exciting public participation process was vital to the success of the Portland Peninsula Vehicular Wayfinding Plan. This effort has built heavily on the results and mandate of the <i>2008 Wayfinding Report</i>. This new effort included a significant expansion of prior geographic areas of focus, and brought forward some very sensitive issues and prompted serious policy questions about where and why the City and its citizens want to see vehicular traffic moving through its neighborhoods and districts. To ensure that these discussions and decisions fully represent the City’s interests, and to encourage timely support and implementation throughout Portland’s neighborhoods, the project needed to be rooted in an inclusive, educational, and consensus-driven process. What was a good process for Portland? We believed it was a process that: ● Brought together the right people from the beginning of the project to encourage ownership of the process and its outcomes. ● Gave participants the appropriate information and tools to understand the project and the full range of issues and make good decisions. ● Engaged people to both talk openly about their own interests and concerns but also helped them to see and think about the larger context of the City’s interests. ● Ensured a regular schedule of productive meetings that kept momentum going, kept information flowing, and allowed for timely and regular input and decisions. The public participation process for the Portland Peninsula Vehicular Wayfinding Plan had several phases: Recruit The first, and possibly most important task was to define and recruit a committed and consistent roster of people for a Client Project Team (City Staff Work Group and a Citizen Advisory Committee). The City Staff Work Group served as a liaison for the City’s interests but also as a trove of information on past and concurrent City initiatives in transportation, planning, economic development, and cultural and arts programs. It was the responsibility of the Citizen Advisory Committee members to represent the viewpoints of their constituencies and interest groups, but also to regularly bring the information and decisions from the project process out to these groups. Through continual interaction with these two groups, our Team ensured both formal and informal support for the project in all phases. The Citizen Advisory Committee members were appointed in early 2012 by the Mayor of Portland (see page 7).
--	---

Wayfinding and signage solutions were inspired by the physical, cultural, visual, and natural qualities of Portland’s unique downtown, and districts.

As a result, the wayfinding and signage solutions reveal and celebrate the diversity of the Peninsula’s many neighborhoods.



Photograph: Carol Schiller

The Planning and Design Team presented wayfinding and signage recommendations during a meeting with City Staff and the Citizens Advisory Committee in the Spring of 2013.

Define

The core of the project’s participatory content was a series of workshops and interactive meetings that asked the City Staff Work Group and Citizen Advisory Committee to help define:

- The boundaries, identities, zones, districts, and neighborhoods to be included.
- The key gateways to be used and routes to be taken and destinations/amenities to be served.
- And the signage criteria which resulting designs will be based on (recommended sign designs).

Design

Finally, the process came full circle when the City Staff Work Group and Citizen Advisory Committee reviewed and provided input and approval for actual signage designs. Signage designs were built on all the decisions of the previous project phases. The City Staff Work Group and Citizen Advisory Committee then acted as team leaders, bringing these materials forward in several larger public meetings.

To ensure a steady pace of project momentum and a constant flow of information, the Planning and Design Team scheduled regular meetings with the Staff Work Group and Citizen Advisory Committee for information sharing and process updates. This steady drumbeat of contact and conversation encouraged widespread engagement in lots of smaller decisions, and information sharing along the way, in order to build trust in the Team and process, and ownership in the project decisions and outcome. Bigger benchmark meetings were held to close out larger issues and project phases – General Input and Kickoff Discussion, District/Neighborhood Definition and Routing Confirmation, Criteria Outline and Agreement, and Design Review and Approval. This two-tiered approach to information-sharing and decision-making ensured a consensus-driven product arrived at by an efficient process with widespread support. Meeting notes were prepared and distributed to all project participants.

Detailed Scope of Services	1A. Planning - Research and Analysis				
	<i>A. Client Project Team:</i> Prior to the first project meeting, Woodworth Associates recommended that a Client Project Team (City Staff Work Group and Citizen Advisory Committee) be formed under the leadership of PACTS and the City of Portland’s Planning Offices (or other appropriate offices). In addition, Woodworth Associates recommended that this team include appropriate “stakeholder” representatives from City Staff, Portland’s Bicycle and Pedestrian Advisory Committee, Chamber of Commerce, Downtown District, Creative Portland Corporation, the Greater Portland Convention and Visitors Bureau, PACTS staff, Peninsula neighborhood development associations, MaineDOT, Greater Portland Landmarks, and other stakeholders and institutions. This team remained active for the duration of the project. Meeting notes, progress reviews, and ongoing Consultant/Client communications were broadcast to each team member via email and PDF documents. Initial tasks of the Planning and Design Team/Client Project Team included the organization of the Public Participation Process, a kickoff meeting, including site survey, and a workshop with stakeholders. In addition, the Client Project Team reviewed project goals and objectives for wayfinding, signage, event promotion, and historical connections. The Client Project Team produced a definitive list of destinations for inclusion in the wayfinding scope. New data collection was not included in this proposal and the Planning and Design Team assumed that sufficient available information from PACTS, the City, MaineDOT, and FHWA was provided. This information included the following: Transportation studies, Existing Transportation System inventory, Parking facilities, Future/proposed improvement plans, Crash Data, Traffic volumes, Current signage system (directional/regulatory), Roadway circulation/traffic control (one-way, turn prohibitions, signalization). <i>B. Research:</i> The starting point for Woodworth Associates, Richardson & Associates, TY Lin, Wright-Pierce, and Richard Renner Architect’s research was a thorough review of any and all relevant documents including research, maps, site plans, existing traffic studies & analyses, planning and strategic studies, Downtown, Historic District, Neighborhoods, and Waterfront design guidelines, Bicycle and Pedestrian Master Plans, etc., prepared by and for the City of Portland. Research results helped develop a wayfinding strategy. In addition, we reviewed and assessed lighting. <i>C. Image Gathering:</i> Woodworth Associates, Richardson & Associates, TY Lin, Wright-Pierce, and Richard Renner Architects conducted a photographic inventory of existing signs and site conditions at possible vehicular, pedestrian, and bicyclist decision points from the level of Route 295 to secondary roads, district/neighborhood gateways, and selected destinations throughout the Peninsula and Downtown. <i>D. Map Research:</i> Woodworth Associates, Richardson & Associates, TY Lin, Wright-Pierce, and Richard Renner Architects correlated the site images with satellite-generated maps of Portland to determine the best routes to specific destinations, analyze and identify key traffic patterns, entry nodes, decision points, and destinations as they relate to the City’s wayfinding, including, but not limited to: Vehicular, Pedestrian, Bicycle, ADA accessible routes, Emergency, Waterfront, Districts, Eastern Trail, and East Coast Greenway.				

During the past year the Planning and Design Team participated in more than a dozen meetings with City of Portland staff, Citizens Advisory Committee, PACTS staff, Creative Portland, and the general public.

E. Code Compliance and Permitting: Woodworth Associates, Richardson & Associates, TY Lin, Wright-Pierce, and Richard Renner Architects researched and documented federal, state, and local sign ordinances and zoning requirements. We also reviewed & documented site lines and coordinated all work with MaineDOT and the City of Portland.

1B. Programming

Based on results from the Research and Analysis we developed and proposed a Wayfinding Strategy for the sign program. This strategy was the functional framework for the sign program. The strategy explained and illustrated how and where the sign program would provide information to all users. By way of synthesizing the Research and Analysis we began to reveal the wayfinding logic of the Peninsula. We developed an outline of sign types and created a draft message database.

We assisted in the identification of routing of transportation modes based upon origin/destination information and transportation system conditions. We evaluated travel distance, time, area characteristics, safety (high crash locations, for example, that should be avoided or corrected), land use (minimizing traffic impacts to residential neighborhoods), and traffic operations (avoiding locations that have long delays that may frustrate visitors). We generated a preliminary sign location plan for all vehicular signs based on the wayfinding needs of macro and micro destinations within the City. The location of new signs was identified such that they are visible and provide appropriate decision-making time for motorists. We ensured that appropriate spacing, as compared to existing signs, is maintained. We also evaluated sign locations as they related to utility conflicts. We assessed the pedestrian/bicycle network and ensured that routes are ADA compliant (or identify gaps in the system for upgrading), and safe intersection conditions are provided (pedestrians signals, warning signs, crosswalks).

2. Schematic Design

Working together, Woodworth Associates, Richardson & Associates, TY Lin, Wright-Pierce, and Richard Renner Architects gathered and layered the materials developed in the Planning phase of the project to create a master understanding of the Downtown and District/Neighborhood informational signage needs. This master map integrated circulation systems – vehicular, pedestrian, and bicycle – within the urban framework of the Downtown and District/Neighborhood destinations, proposing a hierarchy of key entry nodes and decision points and destinations by identifying appropriate locations for wayfinding elements.

We generated preliminary concepts for each sign type (Gateways, Vehicular Directional Signs, Pedestrian Orientation Signs, Parking Directional and Identification Signs, Bicycle Directional and Identification Signs), including design alternatives, content (messages & symbols), typography, color, materials, contextual views, revised location plans, and preliminary sign fabrication information. We also reviewed branding and identification options. Woodworth Associates, Richardson & Associates, TY Lin, Wright-Pierce, and Richard Renner Architects presented the schematic materials in person to the Client Project Team.

3. Design Development

The Team revised schematic design concepts to reflect Client feedback and Designer-generated improvements. The Team presented design development documents including branding & identity, sign type drawings, elevations, content (messages & symbols), typography, color, materials, contextual views, sign location drawings, design guidelines and standards for new wayfinding and signage system, updated sign fabrication information, and preliminary construction/fabrication estimates to the Client Project Team.

4. Final Design, Sign Fabrication and Design Intent Documentation

Woodworth Associates provided updates as needed on the design development documents for Client review and sign-off. Woodworth Associates prepared the final sign fabricator-ready design intent documentation, including branding & identity, for each sign type (one of each), specifications, sign location plans, and sign messages. The Planning and Design Team also prepared and recommended Amendments to the 2008 Vehicular Wayfinding Report Criteria. In addition, the Team also provided recommendations for Bicycle Wayfinding Criteria and Policy.

Prepared and completed graphic standards documents for typical sign types & locations to include:

- Typical Sign layouts, fabrication type, and typical mounting details for sign types.
- Detailing lettering, spacing, colors and materials.
- Typical Sign locations.
- Typical Sign messages.
- Elevations showing typical installation locations, set-backs, mounting conditions.
- Drawings and performance specifications for sign items.

Project Area

The intended service area includes:

- Portland Peninsula
- West of Route 295 to Thompson’s Point including Portland Transportation Center and extending on outer Congress Street to the Portland International Jetport
- University of Southern Maine, Portland campus areas



Portland Peninsula, looking northeast.



2008 Wayfinding Report	Vehicular Wayfinding Policies – General Policies
Section 4 Wayfinding Policy & Criteria Guidelines	All wayfinding signage is pursuant to the Code of Ordinances [Rev 3-4-08] as determined by City of Portland, Maine. Chapter 14 Land Use, section 14-366 through section 14-372.5 must be reviewed for the design, placement and maintenance of the signs. Special attention should be given to section, 14-368 [e] Signs in the Public Right-of-Way.
Note: The Policies and Criteria shown here have been excerpted from the <i>2008 Wayfinding Report</i>.	Additionally, any signage placed in Pedestrian Activities District [PAD] overlay districts and [PAD] encouragement areas [B-3 zone] is subject to the Downtown Urban Design Guidelines. Placement of signs may require additional reviews by Districts and review committees, not a part of, or included in the pedestrian wayfinding study area. All vehicular signs must be reviewed and approved by the City of Portland prior to any fabrication process. Any destinations that do not meet the City of Portland’s vehicular criteria will not be permitted any space for which to advertise or provide direction “to” on a directional sign as a part of the vehicular wayfinding sign program. Those that do not meet the criteria for inclusion on the vehicular directional signs, may be eligible for inclusion on a pedestrian kiosk or directories located near parking lots and facilities.
	Vehicular Wayfinding Criteria – 2.0 General Criteria [Inclusions]
	The intent of the sign program is to provide a consistent and repetitive information path to a destination through the use of vehicular directional signs. The Portland area attractions must meet items 2.0.1 to 2.0.8 of the following criteria to be considered for inclusion into the vehicular wayfinding signage program. This criteria is necessary to enforce the limited amount of information that can be physically placed on a sign panel.
	First level vehicular signs will direct motorists to districts or zones. Second level signs will direct motorists to specific attractions in Districts or zones. Third level or trailblazer signs will be used to direct to an attraction with parking, within the zone/district and within one mile of the attraction or parking lot/facility.
2.0.1	All attractions that meet eligibility requirements will be permitted for inclusion on second level signs and trailblazer signs.
2.0.2	Any attraction to be included in the vehicular wayfinding program must meet a general requirement by demonstrating an annual visitor attendance numbers for each individually addressed facility to be represented on a vehicular directional sign. [See page 43 for sign type description and associated attendance numbers]
Portland Vehicular Wayfinding Plan	July 8, 2013 Designed and Submitted by: Woodworth Associates Graphic Design and Communications Richardson & Associates Landscape Architects Wright Pierce Civil & Environmental Engineers TY Lin International Transportation Consultants Richard Renner Architects 2008 Vehicular Wayfinding Policy and Criteria Guidelines 19

- 2.0.3

An attraction must be able to provide basic needs to the public such as: first floor handicap access.
- 2.0.4

Attractions must maintain, at a minimum, typical 9 a.m. – 5 p.m. business hours, with the exception of non-profit event and performance/sporting event venues that meet the major attraction and regular attraction visitor criteria. [See page 2.3 definitions]. Additionally, an attraction must be open to the general public for eight consecutive months of the year.
- 2.0.5

An attraction should be located within a named zone or district. Where no district name exists, the attraction may be considered a special case and will be subject to review by the City of Portland based on location or proximity to a named district and/or a planned or existing vehicular sign location.
- 2.0.6

An eligible attraction may only use one [1] primary “name or brand name” to identify itself on a vehicular directional sign and will be subject to the use of the designated fonts allowed on the sign face.
- 2.0.7

An attraction must have a potential to attract visitors or tourists residing outside the immediate area and/or large numbers from the immediate area.
- 2.0.8

Public/private higher educational facilities that provide accredited degree programs will be permitted as an attraction on wayfinding signs, wherein they meet a local enrollment requirement of 400 students per year. Public schools with grades K through 12 will not be allowed on any Portland area wayfinding signs.
- 2.0.9

City of Portland maintained parks and outdoor public spaces will be considered an attraction if they offer free public performances, visitor information, art displays, or host free publicly-attended and organized events. The parks must be able to accommodate a minimum of 200 visitors within the designated property boundaries as determined by the City of Portland.
- 2.0.10

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

Vehicular Wayfinding Criteria – 2.1 General Criteria [Special Circumstances Inclusion]

2.1.1 Parking Facilities

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

2.1.2 Transportation Facilities

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

2.1.3 Police Department

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

2.1.4 Sports and Entertainment Venues

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

Vehicular Wayfinding Criteria – 2.2 General Criteria [Exclusions]

2.2.1 Trails/Greenways

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

2.2.2 Historical Landmarks

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

2.2.3 Churches and Religious Institutions

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

2.2.4 Immediate Emergency Services [Hospitals]

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

2.2.5 Seasonal Attractions

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

2.2.6 Commercial & Private Venues

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

Vehicular Wayfinding Criteria – 2.3 Definitions

Zones/Districts

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

Public Destinations

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

Attractions

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

Parks and Public Space

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

Seasonality

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

Major Attractions

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

Regular Attractions

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

Primary Messages

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

Secondary Messages

This is information that guides visitors to specific major and regular attractions typically making up the bulk of the vehicular directional messages. Further subdivision by major and regular messages clarifies which messages are most useful to a majority of visitors.

Tertiary Messages

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

Vehicular Wayfinding Criteria – 2.4 Vehicular Wayfinding Sign Use

2.4.1 Primary Gateway Signage

This sign type is used to serve the dual purpose of introducing the motorist to the wayfinding area and to the wayfinding system.

2.4.2 First Level Vehicular Directional Signage

This sign type is used to provide directional information to the motorist beginning at the primary gateway sign.

2.4.3 Secondary Gateway Signage

This sign type is used to identify and introduce a motorist to a zone or district that is included in the Portland Wayfinding Signage System.

2.4.4 Second Level Vehicular Directional Signage

This sign type is used to provide directional information to the motorist beginning at the secondary gateway sign.

2.4.5 Parking Identification Signage

This sign type serves to prominently identify surface and garage parking opportunities to the motorist within each zone or district.

2.4.6 Third Level or Trailblazer Signage

This sign is used to provide directional information to one attraction and is located within one mile of the facility and inside the zone district in which the attraction is located. This sign is used to eliminate the use of larger signs in local areas.

Vehicular Wayfinding Criteria – 2.5 Vehicular Wayfinding Sign Descriptions

Primary Gateway Sign

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

Primary Vehicular Directional Signage

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

Secondary Gateway Sign

These signs will be located at the borders of the zone or district at all roadway entry points to the district that are served by the first level vehicular directional signage. Messaging will include zone or district identification and may include vehicular information, as necessary. Where used on this sign type, vehicular directional messaging is to be limited to attractions within the identified zone or district. Graphics will incorporate the overall thematic and branding/local identity elements of the Portland wayfinding signage system as well as identity/branding elements for the zone or district identified on each secondary gateway sign.

Secondary Level Vehicular Directional Signage

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

Trailblazer Signs

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

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

Parking Identification Signage

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

Sign Type Sign Descriptions (Updated June 2013)

In an effort to limit the number of vehicular wayfinding signs in Portland and to reduce sign clutter and most importantly to provide consistent and accurate messages between Route 295 sign messages and the proposed wayfinding messages/signs for the City of Portland, we recommend reducing the number of proposed sign types to the following:

Route 295 Advance and Exit Signs (See pages 39 and 41 for examples)

Route 295 Messages for Exits 5, 5A, 5B, and 7

Due to several ongoing and future road construction projects (2013-2014) in and around Route 295 and the City of Portland, the MaineDOT and the City of Portland decided to focus messaging efforts on Exits 5, 5A, 5B, and 7. The following messages for advance and exit signs were recommended by the Planning and Design Team, City Staff, and the Citizens Advisory Committee:

Advance	Exit 5A - South	Bus Terminal Amtrak Fore River Parkway	Advance	Exit 7 - South	Downtown Arts District Civic Center
Exit	Exit 5A - South	Ball Park Stadium Expo - Ice Arena Waterfront			Bayside Old Port Waterfront
Advance	Exit 5 - North	Congress Street Bus Terminals Amtrak Fore River Parkway		Exit 7 - North	Downtown Civic Center Waterfront
			Exit	Exit 7 - South	Franklin St.
				Exit 7 - North	Franklin St.

Vehicular Directional Signs

These signs are to be strategically located on all roadways that are designated as vehicular wayfinding routes to provide driving directions to Zones or Districts. Messaging will consist of directional information (destinations) and directional arrows directing motorists to zones, districts and destinations. Graphics will incorporate the thematic and branding/local identity elements of the Portland Wayfinding Signage System as identified in this Vehicular Wayfinding Plan. The number of messages on each vehicular directional sign should be limited to a maximum of six messages.

Vehicular Directional Sign (back)

Photography - Historic and Contemporary

At least six months prior to the Sign Fabrication Phase, the City of Portland will appoint and convene a group of appropriate representatives to review, select, and approve site specific photographs for consideration on the back of selected vehicular wayfinding signs. Please see page 50 for examples of historic site specific photographs.

The Citizens Advisory Committee requested that contemporary photographs be used in addition to historic photographs of Portland.

The City of Portland Brand Language

We understand that City of Portland recently completed (June 2013) a marketing project resulting in the creation of a new slogan/tagline for the City of Portland:

Portland. Yes. Life’s good here.

This slogan/tagline may be considered for use on the back side of the vehicular directional signs as shown on pages 45 and 64. The font and size shall match the aforementioned examples. The City of Portland, at their discretion, may modify the language, i.e.,

Portland. Yes. Shopping’s good here.

Portland. Yes. Walking’s good here.

Portland. Yes. Parking’s good here.

Secondary Vehicular Directional Signs (Off-Peninsula)

In certain conditions, as identified and approved by the City of Portland, a secondary vehicular directional sign may be required in specific locations for specific needs, i.e., Riverside Municipal Golf Course (see pages 46, 66). The recreational symbols, shown on pages 46, 66, are for use only on this example. The City of Portland may add other signs as appropriate at their discretion.

Parking Directional Sign

Parking directional signs may be used to direct visitors to public parking facilities (garages & surface lots). These signs will be blue with the “P” symbol in white with the words “Park & Shop,” (see pages 47, 67). In situations where site conditions present mounting and/or site line problems, creative solutions will be necessary, i.e., utilizing existing light and/or traffic control posts.

Parking Directional Sign

Parking directional signs may be used to direct visitors to public parking facilities (garages & surface lots). These signs will be blue with the “P” symbol in white with the words “Park & Shop,” (see pages 47, 67). In situations where site conditions present mounting and/or site line problems, creative solutions will be necessary, i.e., utilizing existing light and/or traffic control posts.

Parking Identification Sign (Garage or Surface Lot)

The parking identification sign messages will include the “P” symbol in white with the words “Public Parking,” assuming both publicly and privately owned facilities agree to become part of the Portland Wayfinding Signage System. All parking facilities must have an identification sign at each primary entrance displaying the universal parking symbol “P” (see pages 47, 68). These signs must be mounted, on or adjacent to the parking facility, perpendicular to the street.

Parking Identification Sign (Garage or Surface Lot)

The parking identification sign messages will include the “P” symbol in white with the words “Public Parking,” assuming both publicly and privately owned facilities agree to become part of the Portland Wayfinding Signage System. All parking facilities must have an identification sign at each primary entrance displaying the universal parking symbol “P” (see pages 47, 68). These signs must be mounted, on or adjacent to the parking facility, perpendicular to the street.

As per approved Pedestrian Wayfinding Criteria, 2008: All pedestrian orientation signs/	Pedestrian Orientation Sign All pedestrian orientation signs are installed perpendicular to the street. All pedestrian orientation signs at parking facilities are wall mounted, where possible. In certain locations, approved by the City of Portland, it may be possible to include an interpretive panel or a bike specific wayfinding map, (see pages 46, 69).
---	--

As per approved Pedestrian Wayfinding Criteria, 2008: All pedestrian orientation signs/	Pedestrian Orientation Sign All pedestrian orientation signs are installed perpendicular to the street. All pedestrian orientation signs at parking facilities are wall mounted, where possible. In certain locations, approved by the City of Portland, it may be possible to include an interpretive panel or a bike specific wayfinding map, (see pages 46, 69).
---	--

pedestrian egress points of parking facilities throughout the downtown. In addition, these signs/kiosks shall be located throughout the City to help visitors continually find their way.

Bicycle Directional, Decision, Turn, and Destination Signs

Directional/Decision Signs are primarily be used where travelers are entering or leaving the Bikeway system at the major bicycle gateways to the Peninsula, and at the junction of two or more Bikeway routes. At shared gateways (bicycles and vehicles), it may be desirable to have Bikeway directional signs that are separate from the vehicular wayfinding signs in order to be able to list several destinations with approximate travel times and distances.

pedestrian egress points of parking facilities throughout the downtown. In addition, these signs/kiosks shall be located throughout the City to help visitors continually find their way.

Bicycle Directional, Decision, Turn, and Destination Signs

Directional/Decision Signs are primarily be used where travelers are entering or leaving the Bikeway system at the major bicycle gateways to the Peninsula, and at the junction of two or more Bikeway routes. At shared gateways (bicycles and vehicles), it may be desirable to have Bikeway directional signs that are separate from the vehicular wayfinding signs in order to be able to list several destinations with approximate travel times and distances.

Trail Blazer/Confirmation signs are smaller signs located periodically along the Bikeway route to reinforce the presence of the corridor between directional signage. These may be incorporated into vehicular directional signs, where vehicular directional signs will be present on a Bikeway route.

Trail Blazer/Turn Signs are similar to trail blazer/confirmation signs, but with an arrow to indicate that the Bikeway route is turning from one street onto another street.

Destination Marker signs indicate arrival at specific destinations along the Bikeway, in particular, shared use paths. Destination marker signs should employ the same or identifiably similar graphic conventions as the bikeway directional signs to cue the user that they have found their destination. The markers shall be installed in the public right-of-way, shall be readily visible from the Bikeway Route, and shall be orientated to clearly indicate the subject destination.

Analysis and Recommendations

Wayfinding Strategy	As a result of initial planning meetings and subsequent research, the Planning and Design Team, in collaboration with the City staff of Portland and the Citizens Advisory Committee, developed a wayfinding strategy based on analysis of the vehicular transportation needs and patterns; public parking visibility, availability, and accessibility; audience (local, out-of-town/state/country); physical conditions; residential and commercial visitor travel patterns. Using the <i>2008 Wayfinding Report</i> as our departure point and acknowledging that the following districts, Arts, Government, Old Port, and Waterfront had been identified, our team sought to build on and to expand the policies, criteria, and graphic conventions articulated in the <i>2008 Wayfinding Report</i> by combining them with an intuitive approach to identifying new zones on the Peninsula. Our Wayfinding Strategy encouraged the development of a sign system that not only orients the visitor but also communicates to the visitor that the Portland Peninsula is more than the Downtown. One of our goals was to link all zones including East End, Downtown, Waterfront, Bayside, West End, and Parkside. It was also critical to deposit visitors as efficiently as possible at Downtown public parking facilities in order to get them on foot so that they are able to find their destination and further explore all that the City of Portland has to offer. Appropriate and consistent visual elements reinforce the “Sense of Place” and underscore the Wayfinding Strategy. How do the signs function? The Breadcrumb Theory – Approach, Seek, Find We have created a trail of consistent signs, shapes, colors, typography and messages, etc., to inform and guide visitors to their destinations. The functional aspects of moving people around Portland’s Peninsula, including the Downtown, have real benefits. A wayfinding plan that efficiently guides a visitor to his or her destination gives the visitor more time to do what he or she came to do and to do it in a good frame of mind. If a visitor has a positive experience he or she is likely to return to Portland. A well planned wayfinding and signage program is based on the reduction of information to its simplest form. As a result, the viewer assimilates information (words & symbols) quickly and effortlessly. Sensible sign locations are critical to insure that the visitor has enough time to respond accordingly. The successful wayfinding and signage program offers a variety of of solutions to assist all members of the travelling public. Clear, understandable letterforms (typefaces), symbols, and pictograms are combined with meaningful, direct, and accurate messages.
--------------------------------	---

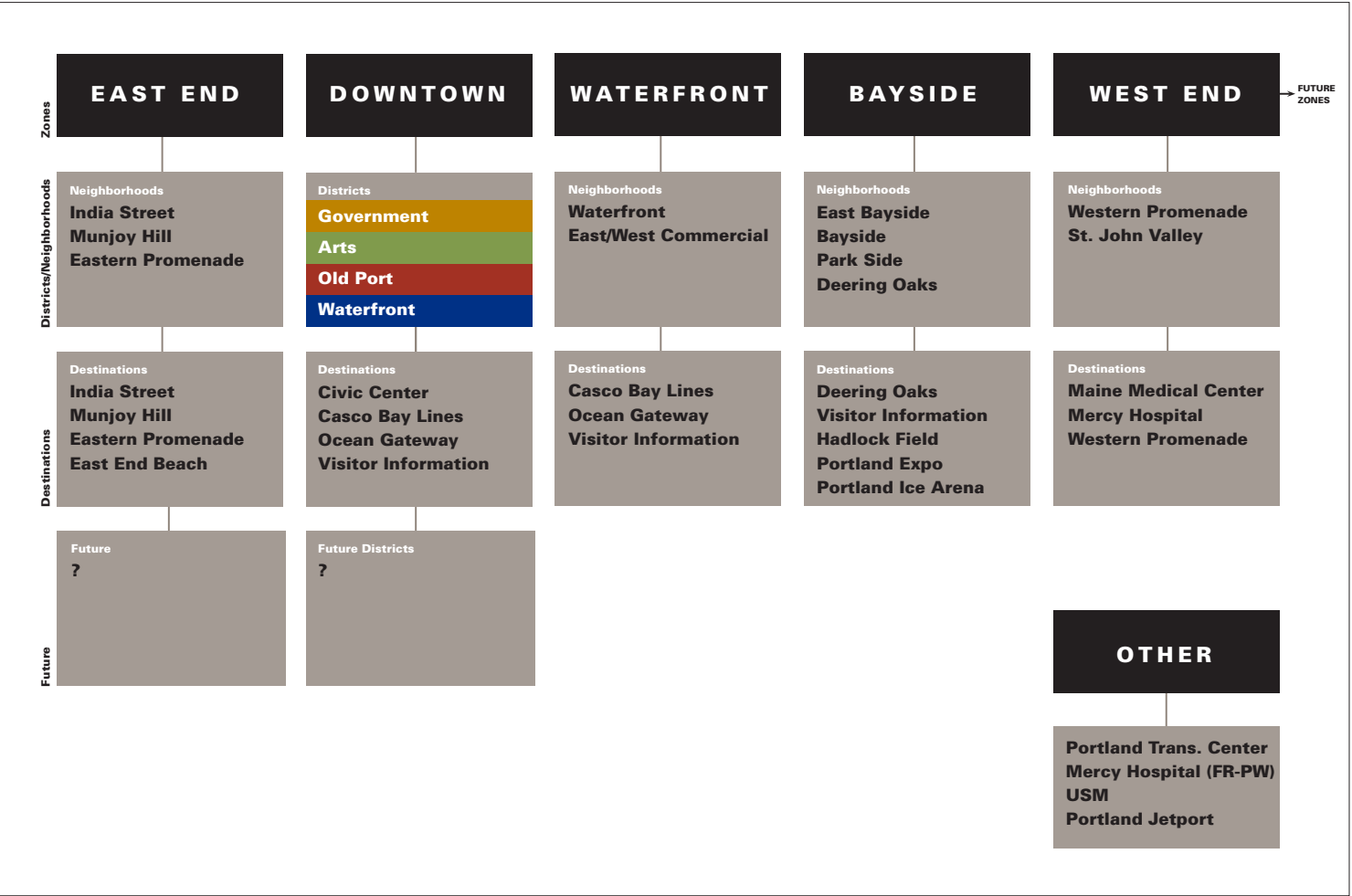
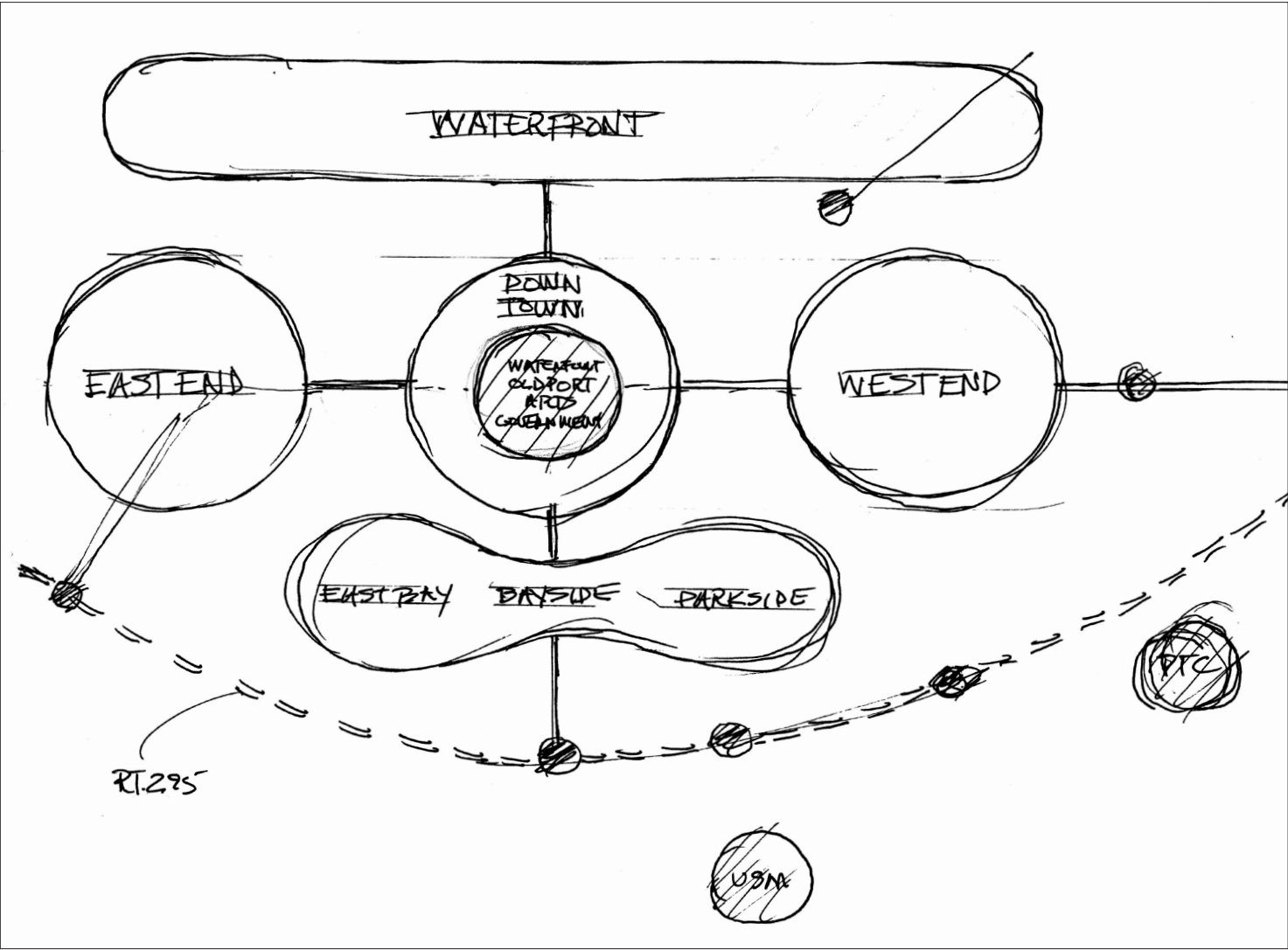
On any given day in Portland, 23% of the drivers of automobiles on city streets are looking for on-street parking, parking garages, or surface lots.	Signs that strive to meet the needs of all who visit the City of Portland by promoting ease of navigation, access, and safety will create a positive impression of the City and instill a sense of security, purpose, confidence and ultimately, community pride.		
	Wayfinding Goals		
	Build and expand on the work from the <i>2008 Wayfinding Report</i> .		
	Define zones and districts.		
	Identify gateways and entry points.		
	Identify and highlight primary destinations and amenities including public parking.		
	Develop functional signs (accurate & legible).		
	Develop a flexible sign system (ability to accomodate more zones & districts).		
	Improve access to Peninsula and ultimately to the visitor’s destination.		
	Create aesthetically pleasing sign graphics and materials.		
	Enhance the visitor’s experience.		
	Wayfinding Sign Types		
	<i>Directional:</i>		
	Primary & Secondary Vehicular Signs, Public Parking Signs, Bicycle Signs		
	<i>Identification:</i>		
	Public Parking Signs, Bicycle Facility		
	<i>Orientation:</i>		
	Pedestrian - You Are Here Signs		

Initial Planning for Zones and Districts

An early planning sketch showing the proposed geographic organization of the Portland Peninsula and a diagram, at right, that identifies zones, districts, and destinations.

The Downtown zone and its districts (Arts, Government, Old Port, and Waterfront) had been established as a result of the 2008 *Wayfinding Report* and served as our departure point. The East End and West End have been part of the Peninsula’s vernacular forever. It seemed only logical now that East End and West End would become zones.

The Planning and Design Team recommended that the Waterfront become its own zone for two reasons: First: *Size* - The Portland Waterfront spans Commercial Street from the East End to the West End. Second: *A Destination* - Visitors come to Portland to visit the Waterfront. Bayside was added due to its increased visibility from the City’s marketing efforts and significant new and proposed development projects. Initially, Parkside was included as a district of Bayside. Subsequently, the Planning and Design Team, City Staff, and the Citizens Advisory Committee recommended that Parkside, which encompasses Deering Oaks, the Ball Park, the Stadium, and the Expo be added as an additional zone.



**Recommended
Zones and Districts**

Zones

- East End
- Downtown
- Waterfront
- Bayside
- Parkside
- West End

Districts*

- Government
- Old Port
- Arts

Approved by
Portland City Council

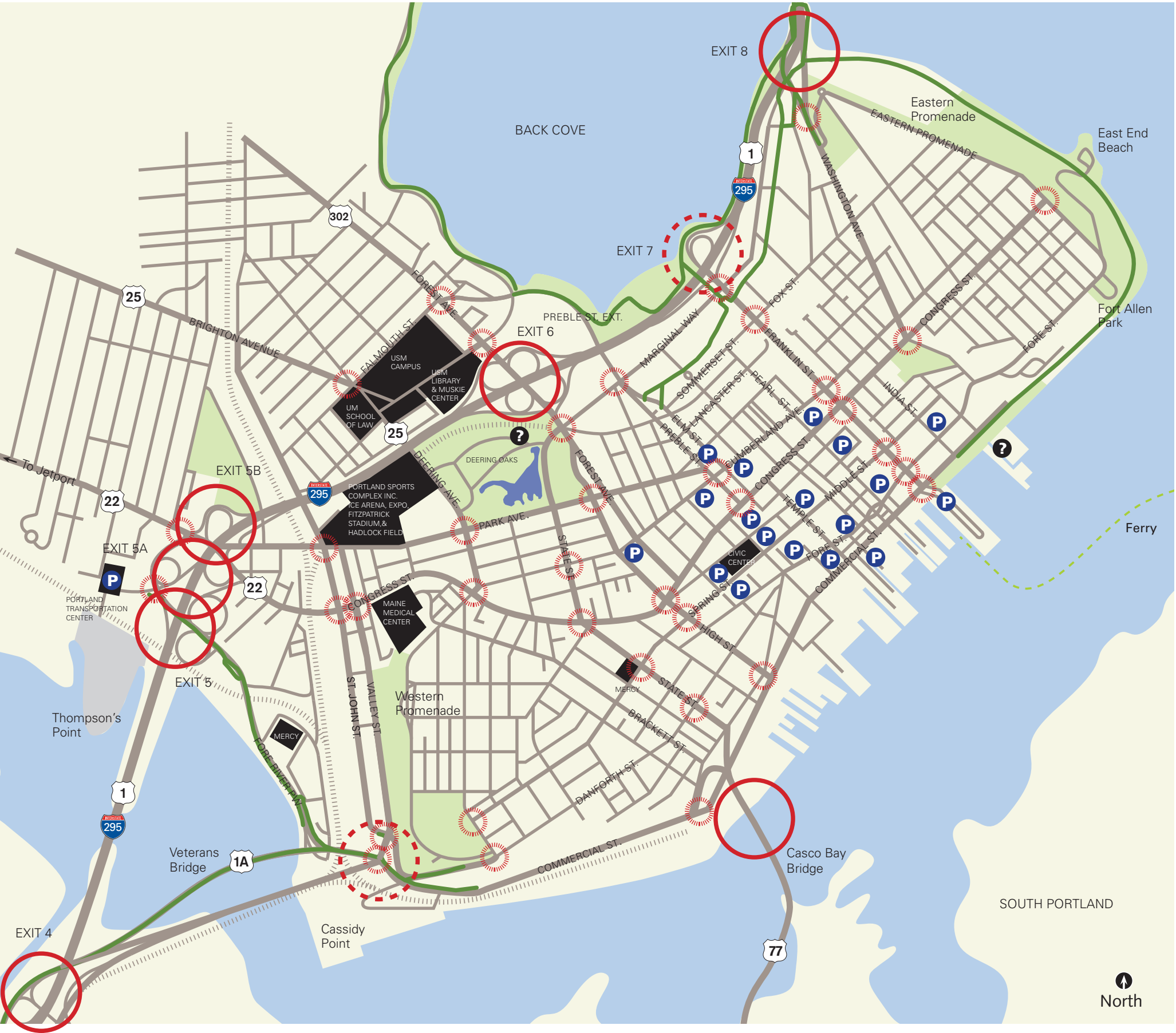
* 2008



**Vehicular Entry Portals
and Decision Points**

We worked with traffic engineers and planners to identify and review entry portals including gateways, primary and secondary routes, decision points, and public parking.

- Ceremonial Gateway
- Entry Portal
- Decision Points
- Bike & Ped Trails
- Public Parking
- Visitor Information



Recommended Zone and District Color Palette for Vehicular Directional Signs	City Identification	Zone Identification					Zone (Downtown) & District Identification		
Using the three colors that were developed for the Downtown Zone and its three Districts from the <i>2008 Wayfinding Report</i> , the Planning and Design team expanded the palette and added new colors for the vehicular directional signs.	Portland	Waterfront	East End	West End	Bayside	Parkside	Downtown Government	Downtown Old Port	Downtown Arts
		East End Munjoy Hill	West End Historic	Examples for Future Expansion for Zone & District Identification					

Preliminary List of Destinations and Possible Nomenclature Our initial analysis reviewed potential destinations, parking facilities, transportation hubs, attractions, and amenities and made recommendations for nomenclature.	City					
	Portland					
	Zones	Districts	Neighborhoods	Transportation	Bridges & Ferries	Parking Facilities
	Bayside	Government	India Street	Portland Trans. Center (PTC)	Veterans Bridge	Gateway Garage
	Parkside	Old Port	Munjoy Hill		Casco Bay Bridge	Public Market Garage
	Downtown	Arts	Eastern Promenade	Amtrak	Tukey’s Bridge	Monument Sq. Garage
	Waterfront		Eastern Prom			Holiday by the Bay Garage
	East End	Primary Roads	East Bayside	Metro - Local	Casco Bay Ferry	Spring St. Garage
	West End	Route 295	Waterfront	Bus - Regional Concord	Ocean Gateway Terminal	One City Center Garage
		Fore River Parkway	E & W Commercial			Elm St. Garage
		Fore River PKWY	Bayside	Jetport		Midtown Parking Lot
			Deering	Other: Greyhound @ St. John St.		Temple St. Garage
			Western Promenade			Top of the Old Port Parking
			Western Prom			Fore St. Garage
			St. John Valley			Cumberland County Garage
			Parkside			Custom House Parking Garage
			Libbytown			Casco Bay Ferry Garage
	Government	Arts & Culture	Attractions - Destinations	Education	Parks & Recreation	Misc.
	Portland City Hall	Portland Museum of Art	Civic Center	University of So. Maine (USM)	Deering Oaks	Visitor Information
	City Hall	Museum of Art	Portland Sports Complex	UM School of Law	Western Prom	Information
	Portland Public Library	Merrill Auditorium	Sports Complex	University of So. Maine Library	Eastern Prom	
	Library	Merrill Auditorium	Portland Expo	Maine College of Art (MECA)	East End Beach	
	Courts		Portland Ice Arena		Trails	
	Federal Maine District	Maine Historical Longfellow House	Hadlock Field	Southern Maine Community College	Eastern Promenade	
		Victoria Mansion	Fitzpatrick Stadium		Back Cove	
			Ballpark Stadium	So. Maine Community College	Bayside	
			Expo/Ice Arena		Fore River Parkway	
			Thompson’s Point	So. Me. Community College		
			Thompson’s Pt.			
						Maine Mall
						South Portland
						So. Portland
Portland Vehicular Wayfinding Plan	July 8, 2013	Designed and Submitted by:	Woodworth Associates Graphic Design and Communications	Richardson & Associates Landscape Architects TY Lin International Transportation Consultants	Wright Pierce Civil & Environmental Engineers Richard Renner Architects	Preliminary List of Destinations and Possible Nomenclature

Route 295 Sign Messages – Review The Planning and Design Team made recommendations for Route 295 sign messages between Exits 4 and 8. However, due to several ongoing and future road construction projects (2013-2014) in and around Route 295 and the City of Portland, the Maine-DOT and the City of Portland decided to focus messaging efforts on Exits 5, 5A, 5B, and 7. Thus, the messages shown on advance and exit signs for Exits 4, 6, and 8 are preliminary, and therefore, have not been fully vetted with all parties.	As part of a collaborative planning process with Portland City Staff, the Citizens Advisory Committee, and PACTS representatives the Planning and Design Team reviewed messages for all advance and exit signs from Exits 4 & 8 on Route 295, North and South. We put together an inventory of exit and advance signs on Route 295 between Exits 4 & 8 in an effort to review messages for consistency and continuity with the messages used on the Portland Wayfinding Signs that vehicular visitors will encounter upon exiting Route 295. As a result of our research and review of advance and exit signs on Route 295 between exits 4 & 8, the Planning and Design Team recognized that the following exits are associated with the following areas, destinations, and activities: ● <i>Exit 4 - from south:</i> West End, Casco Bay Bridge, and Waterfront (Ferry Terminals) ● <i>Exit 5A, 5B - from north & Exit 5 from south:</i> Transportation (Amtrak, Bus) & Sports (Ballpark, Fitzpatrick Stadium, Expo) ● <i>Exit 6A, 6B from north & south:</i> Arts (Portland Museum of Art) & Education (USM, UM School of Law, MECA) ● <i>Exit 7- from north & south:</i> Downtown, Waterfront, and Major Events Destination (Civic Center) ● <i>Exit 8 - from north:</i> East End
Portland Vehicular Wayfinding Plan July 8, 2013	Designed and Submitted by: Woodworth Associates Graphic Design and Communications Richardson & Associates Landscape Architects Wright Pierce Civil & Environmental Engineers TY Lin International Transportation Consultants Richard Renner Architects Route 295 Sign Messages – Review 37

Rt. 295
Recommended Sign Messages
@ Exit 4

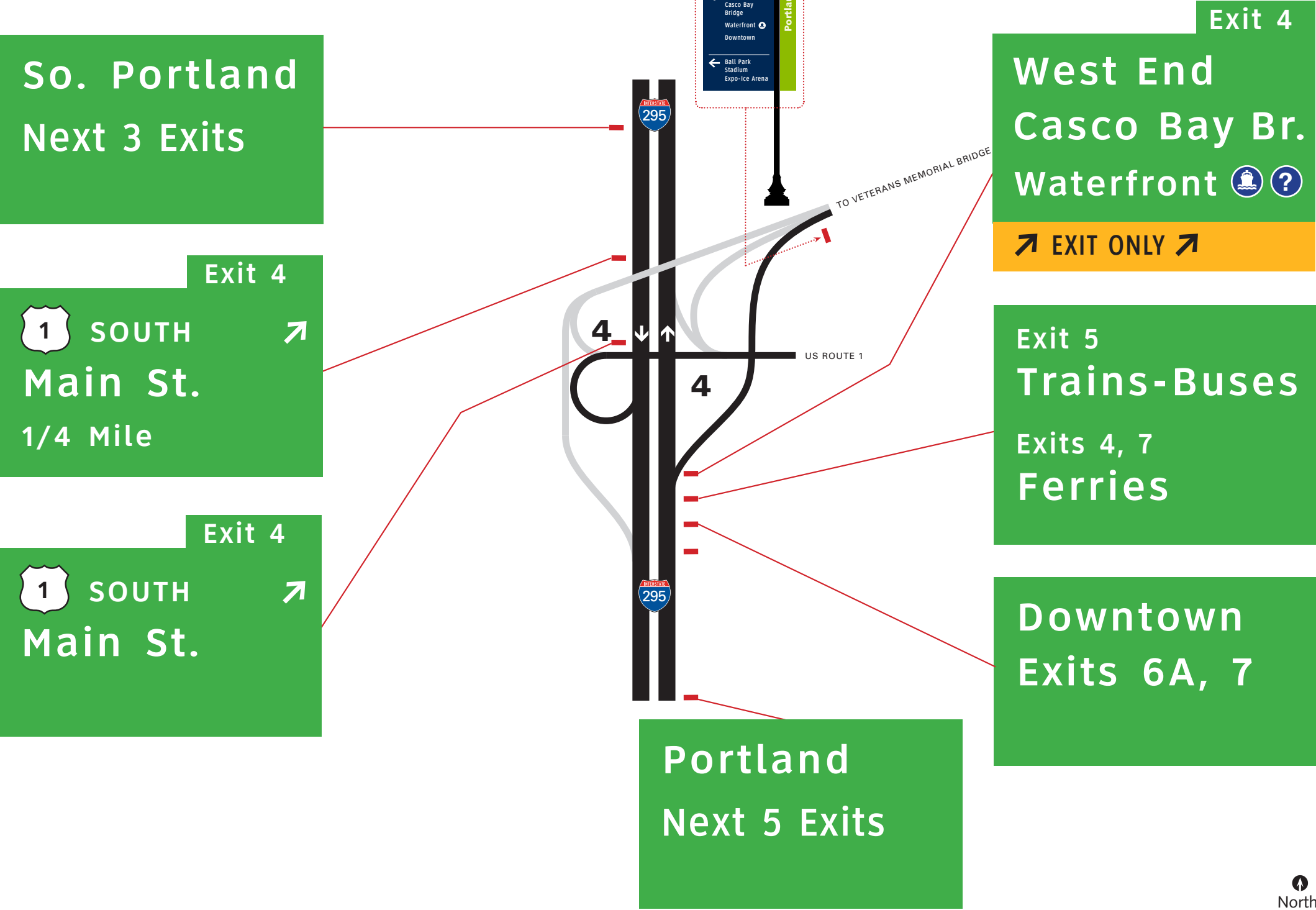


Southbound Exits -
Recommended MaineDOT Sign Messages
and Location of Portland Wayfinding Signs



Northbound Exits -
Recommended MaineDOT Sign Messages
and Location of Portland Wayfinding Signs

The messages shown on signs for Exits 4, 6, and 8 are preliminary, and therefore, have not been fully vetted with all parties.



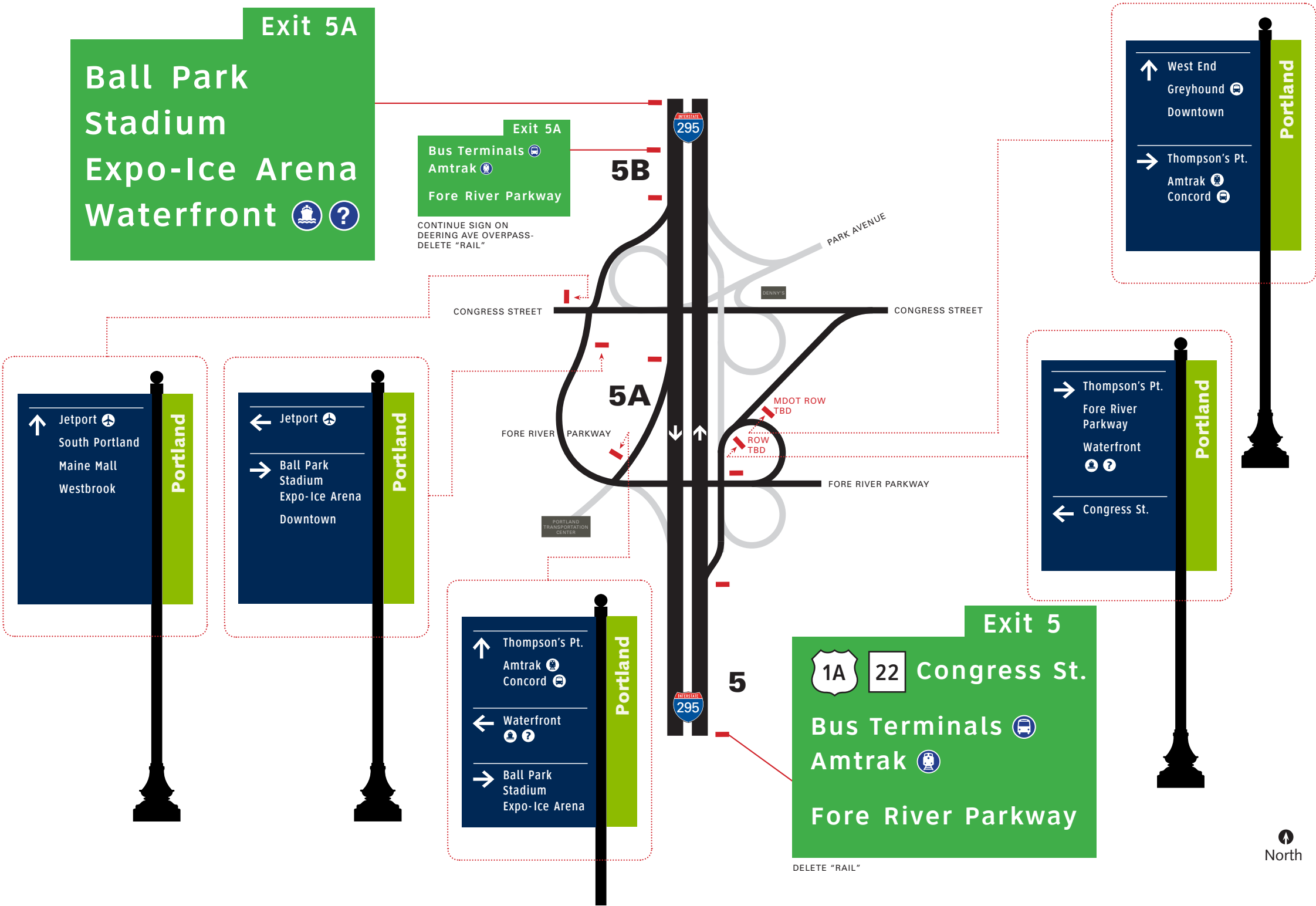
Rt. 295
Recommended Sign Messages
@ Exit 5, 5A, 5B



Southbound Exits -
Recommended MaineDOT Sign Messages
and Location of Portland Wayfinding Signs



Northbound Exits -
Recommended MaineDOT Sign Messages
and Location of Portland Wayfinding Signs



Rt. 295
Recommended Sign Messages
@ Exit 6

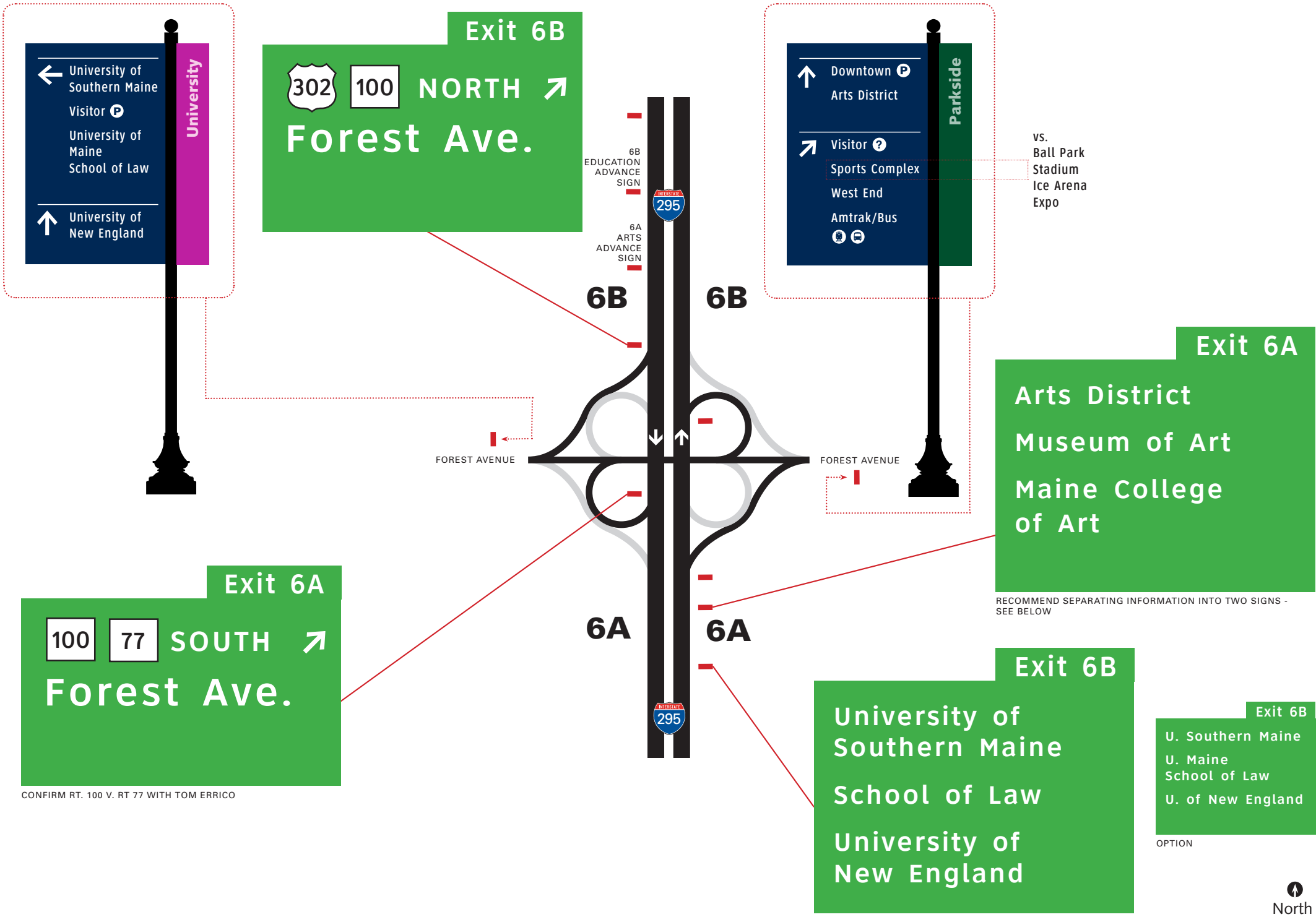


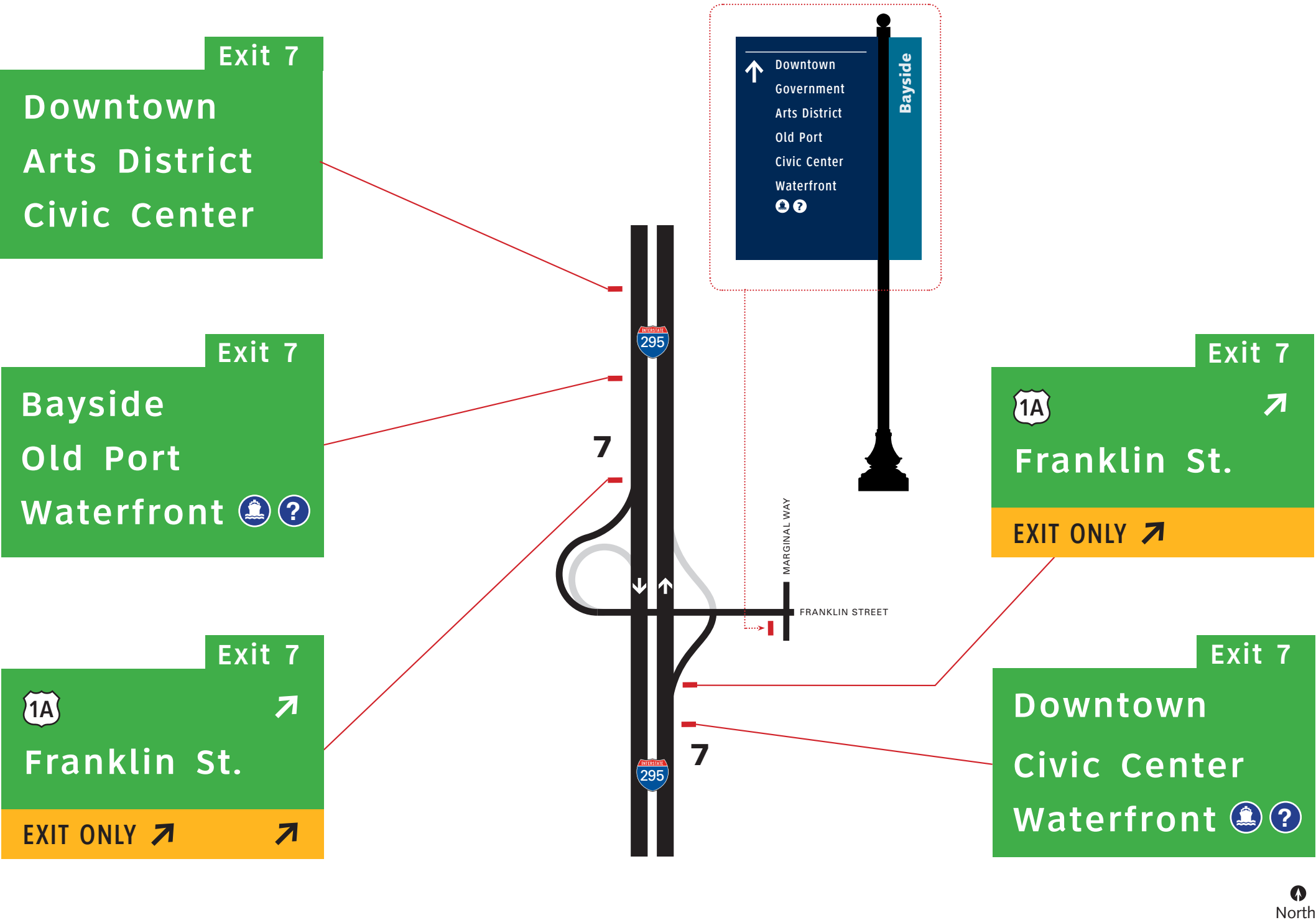
Southbound Exits -
Recommended MaineDOT Sign Messages
and Location of Portland Wayfinding Signs



Northbound Exits -
Recommended MaineDOT Sign Messages
and Location of Portland Wayfinding Signs

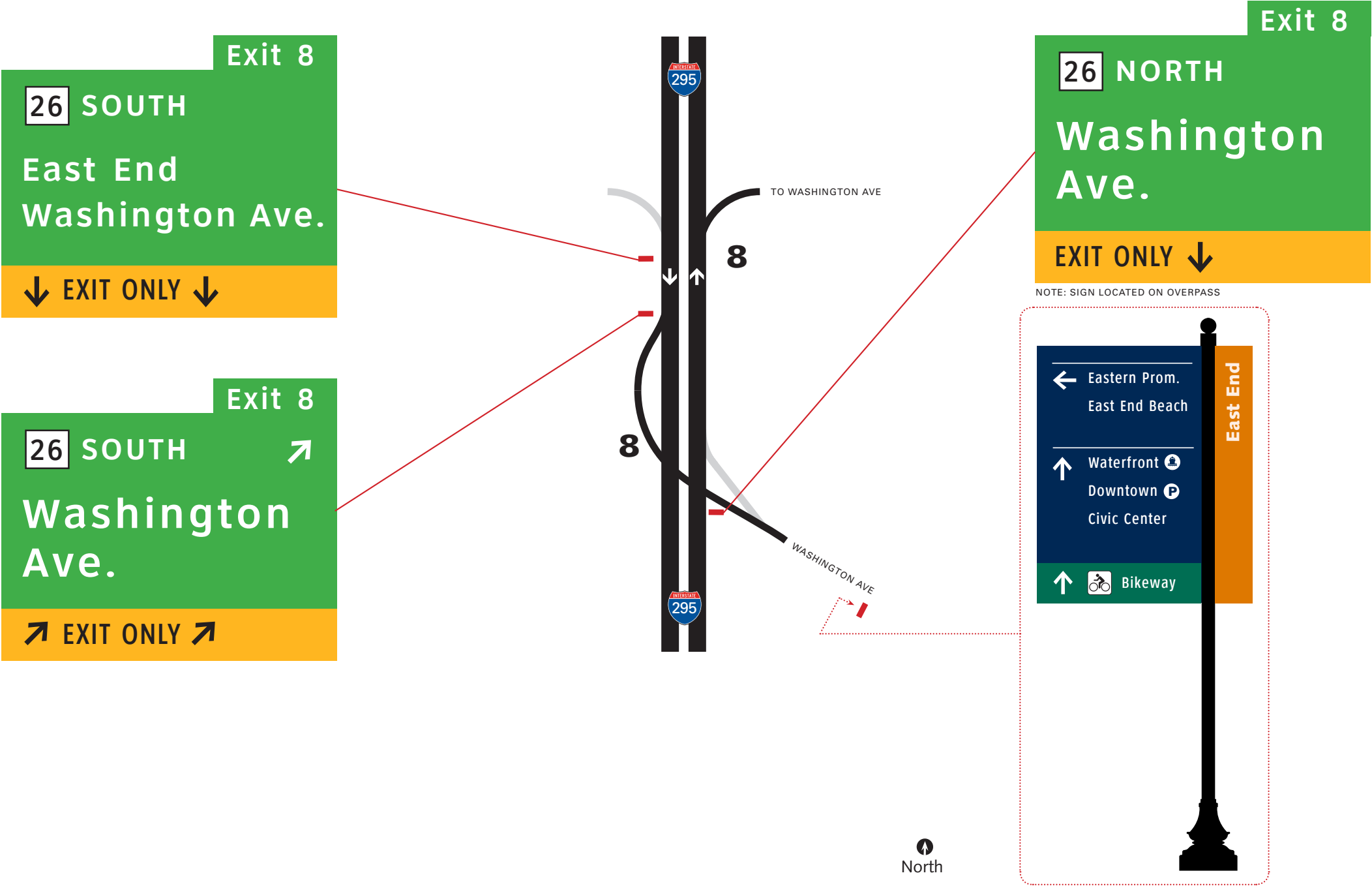
The messages shown on signs for Exits 4, 6, and 8 are preliminary, and therefore, have not been fully vetted with all parties.







The messages shown on signs for Exits 4, 6, and 8 are preliminary, and therefore, have not been fully vetted with all parties.



Route 295
Bridge Abutments as
Complimentary Gateways

Often ignored and underutilized, abutments offer blank canvases. Our team identified Route 295 bridge abutments as visual gateways for Portland.

Shown at right is a bridge abutment/underpass in Chicago. This image is relevant to our Portland recommendations. We immediately realized the possibility of local partnerships in developing content.

The identification plaque to this mural indicated it was a public art project led by an artist team with much community involvement. This mural includes reflective surface tiles and lots of mirror fragments which brought it to life as one drove or walked through/by it.



Route 295
Bridge Abutments as
Complimentary Gateways

The options are endless.

Example of bridge abutment treatment with Osher Map Library reproduction and Portland Museum of Art Winslow Homer reproduction and lighting from above.

Exit 6B @ Forest Avenue,
heading toward USM.



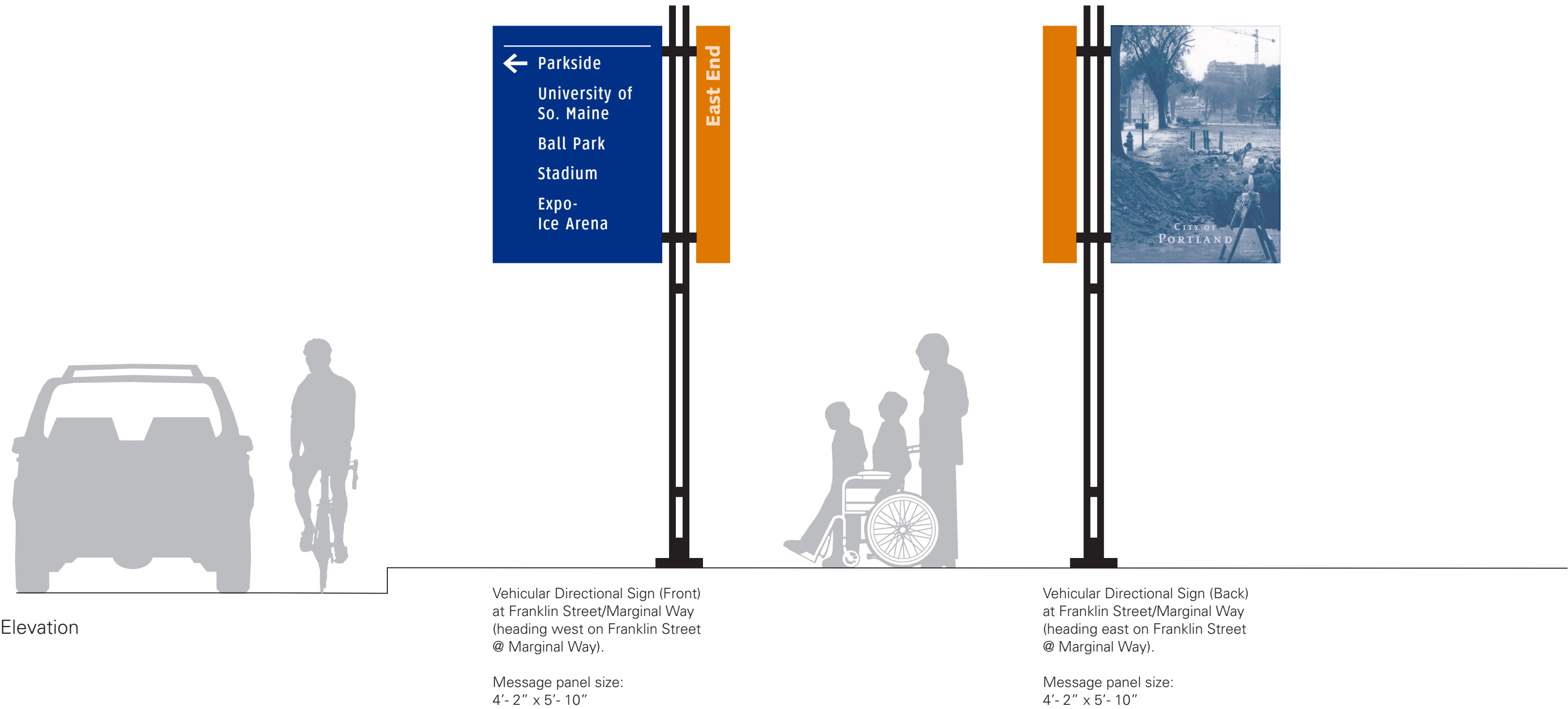
Example of bridge abutment treatment with projected messages at daytime.

Exit 6B @ Forest Avenue,
heading toward USM.



Sign Types

Vehicular Directional



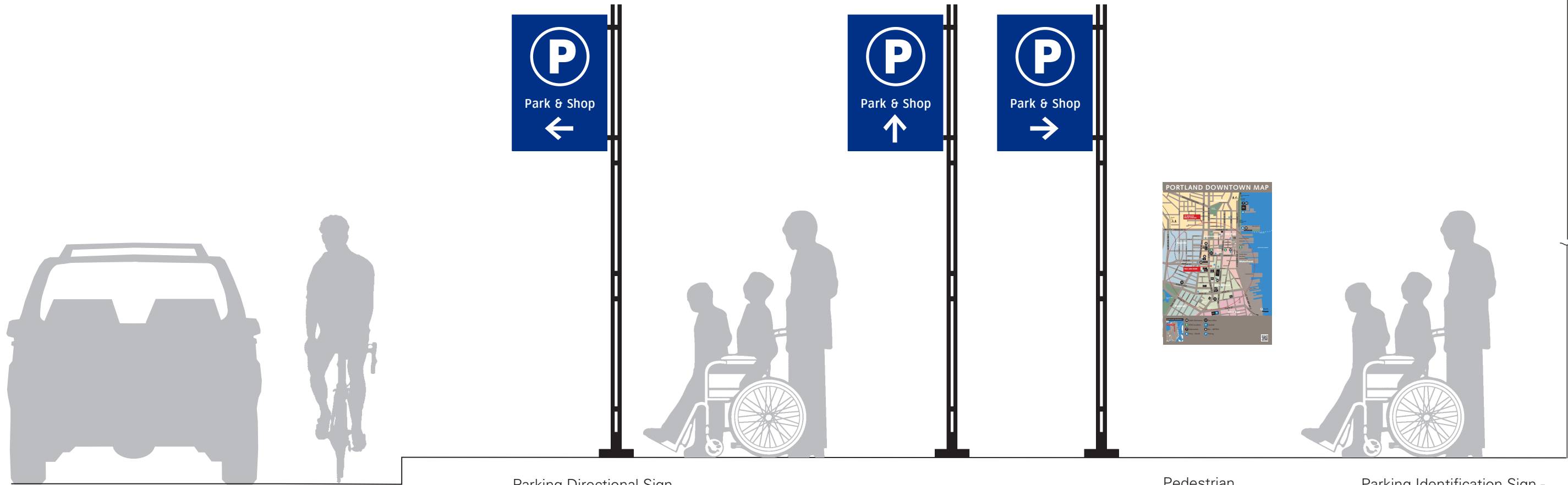
Sign Types

Secondary Vehicular Directional
Pedestrian Orientation
Interpretive



Sign Types

Parking Directional
Parking Facility Identification
Pedestrian Orientation



Elevation

Parking Directional Sign -
Mount perpendicular
to street.

Message panel size:
2'- 4" x 3'- 4"

Pedestrian
Orientation Sign
with QR code.
Wall mounted
@ all public &
private parking
facilities

Message panel size:
2'- 8" x 4'- 0"

Parking Identification Sign -
Mount perpendicular
to street @ all public &
private parking facilities.

Message panel size:
4'- 0" x 4'- 8"

Sign Types

Parking Directional

One of the goals of the Wayfinding Plan was to direct visitors, safely and efficiently, to clearly identified parking facilities near their destinations.

In situations where site conditions present problems, creative solutions will be necessary, i.e., utilizing existing light and/or traffic control posts.

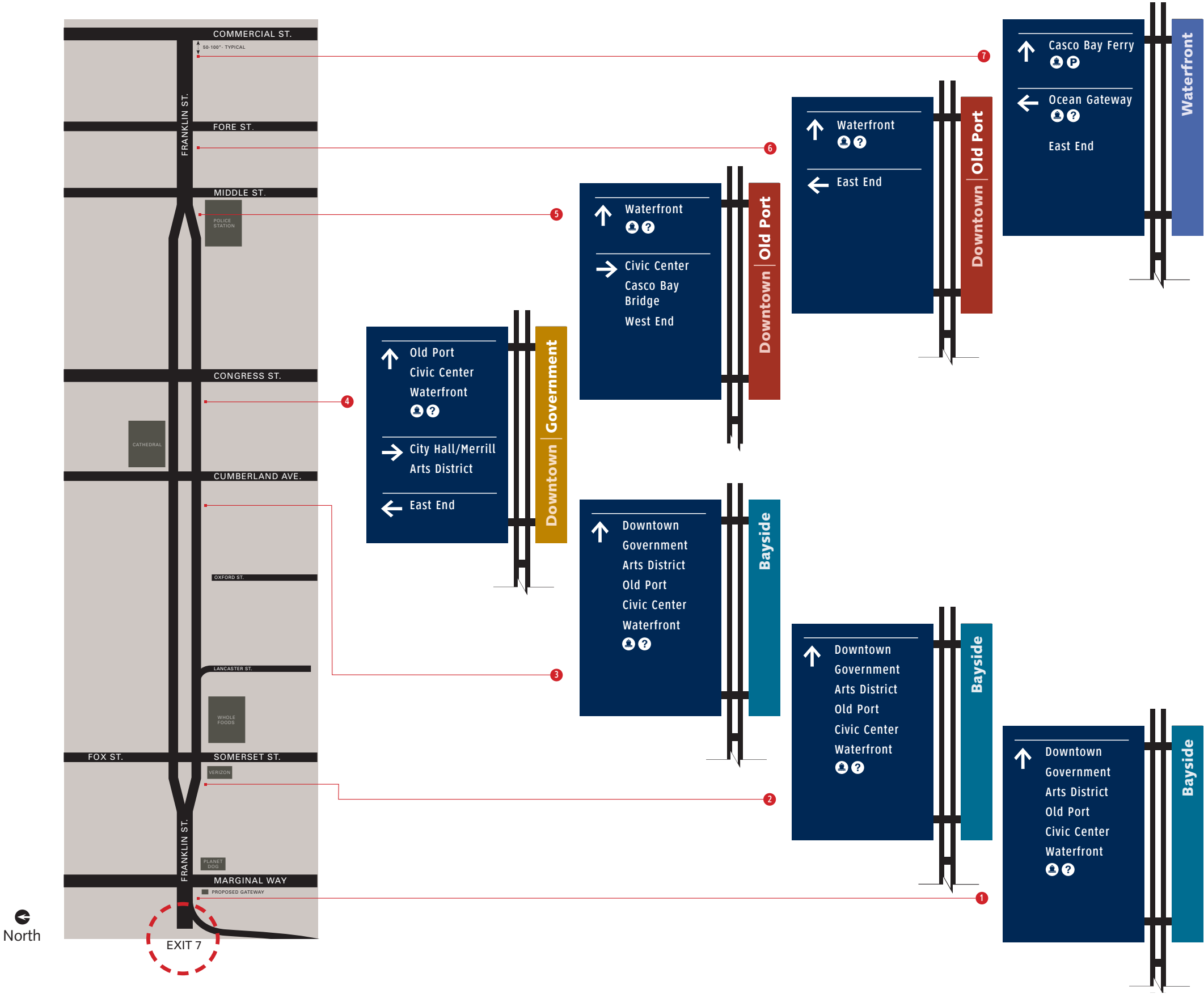


Sign Types

Vehicular Directional

Proposed Sign Locations and Preliminary Sign Messages

Franklin Street from Marginal Way to Commercial Street



Sign Types

Vehicular Directional Sign (back)

Photography -
Historic and Contemporary

At least six months prior to the Sign Fabrication Phase, the City of Portland will appoint and convene a group of appropriate representatives to review, select, and approve site specific photographs for consideration on the back of selected vehicular wayfinding signs. Three examples of historic site specific photographs are shown at right. See page 45 for example.

The Citizens Advisory Committee requested that contemporary photographs be used in addition to historic photographs of Portland.

Potential photography sources may include but are not limited to:

- Maine Historical Society
- Greater Portland Landmarks
- Portland Press Herald
- Portland Public Art Committee
- Contemporary photographers

Photographs courtesy of Portland, Maine History 1786 to Present /Facebook and Maine Historical Society.



Construction of Franklin Arterial c. 1968 – Looking east from Marginal Way

Note the construction of Franklin Towers in the background at the top of the photo.



Back Cove before construction of Marginal Way – Looking northwest from Congress Street



Congress Street c. 1865 – Looking south from Portland Observatory/ Munjoy Hill

Bicycle Wayfinding Criteria and Policy

The Bikeway will work in combination with the Neighborhood Byway program to expand options on the Peninsula for cyclists of all abilities.

Users

All visiting and neighborhood travelers (cyclists).

Location

Throughout the Portland Peninsula as defined by the Portland Wayfinding Study, with extensions to University of Southern Maine in the Deering area and to the Portland Transportation Center on Thompson's Point. *(Note: Does not extend to the Jetport.)*

Definition

Portland's Bikeway uses a combination of local streets with on-road bicycle facilities (may include designated bike lanes, shared lanes, and cycle tracks) and off-road bicycle facilities (shared use paths) to create a cross-Peninsula system of bicycle infrastructure for cyclists who are more comfortable riding on a designated facility. The cross-Peninsula network is intended to allow riders to navigate between the City's zones and downtown districts and to accept visitors arriving to the major bicycle gateways to the Peninsula (the Portland Transportation Center, Veterans' Memorial Bridge, the Casco Bay Bridge, the Ferry Terminal, Tukey's Bridge, Preble Street as it crosses Rt. 295, and Deering Avenue as it crosses Rt. 295). The Bikeway does not presume to constrain riders to the system, merely to provide an option for cyclists who may need encouragement to navigate the City and to make vehicular drivers more aware of cyclists in those areas. It will identify routes to shared use paths (bicycle routes that are off-limit to vehicles), thus adding a layer of bicycle-specific information to the directional content on the vehicular wayfinding signs, and will supplement the signage programs of existing regional routes. The Bikeway will work in combination with the Neighborhood Byway program to expand options on the Peninsula for cyclists of all abilities.

The Bikeway should not be confused with Portland's Neighborhood Byway program or the East Coast Greenway/US Bike Route 1. The Neighborhood Byway program identifies particular routes between neighborhood centers, parks and schools, and stresses neighborhood travelers and trips by children. The East Coast Greenway and US Bike Route 1 are regional routes that connect multiple communities. The Bikeway intersects with the Neighborhood Byway system in several locations. Where the East Coast Greenway and US Bike Route 1 cross the Peninsula on existing roadways, the Bikeway intentionally follows the official regional route. As new shared use paths and on-road bicycle facilities are developed within the City, the Bikeway system will be modified to reflect new or altered routes. Not every new shared use path or on-road bicycle facility will necessarily be incorporated into the Bikeway wayfinding system. As new facilities are developed, they should be evaluated for incorporation on the basis of whether they provide enhanced connectivity to a bicycle gateway or between zones and districts and/or whether they should replace an inferior facility in the current Bikeway system.

Intent (follows Neighborhood Byway Language): The intent of the criteria below is to create a consistent and repetitive information path along the designated Bikeway routes. Bikeway wayfinding components shall:

- Identify the route as a component of the system;
- Direct users to and mark specific destinations (destinations that are off-limit to vehicular drivers);
- Identify terminations (limits) of the system so that users know when they have entered or left the system. In some cases, the limits of Bikeway routes will be known by the presence or absence of a bicycle facility (shared use path, cycle track, or pavement markings) until a Bikeway identifier is reached. It is not the intent of the Bikeway program to sign every intersection with a designated Bikeway facility;

Note:
The Bicycle Wayfinding
Criteria and Policy shown
on pages 51-54, the
Wayfinding System Map
shown on Page 55,
and the Sign Types shown
on Page 56 should serve
as the departure points for
additional planning,
coordination, discussion,
and refinement of the
Bicycle Wayfinding System.

- Employ consistent design and information conventions appropriate for bicyclists;
- Be located and installed to avoid visual clutter and confusion with other signage systems; and,
- Neither dissuade nor attract automobile travelers to the Bikeway route.

In the Event of Geographic Overlap

- *Portland’s Vehicular Wayfinding System:* The Bikeway will be addressed within a dedicated zone at the bottom of proposed vehicular directional signs. Bikeway information will only be included on vehicular wayfinding signs where the vehicular wayfinding sign will be installed in a location on a designated Bikeway route. Where no vehicular wayfinding sign is present and bicycle-specific wayfinding information is needed, Bikeway wayfinding will be addressed with pavement markings (bike lanes and sharrows) in combination with Bikeway-specific signs. At shared gateways (bicycles and vehicles), it may be desirable to have distinct Bikeway directional signs in order to be able to list several destinations with approximate travel times and distances, even where vehicular directional signs will be present.
- *Portland Trails:* The shared use paths designated as portions of the Bikeway are locally managed by Portland Trails. Where the Bikeway meets a Portland Trails trail, a Bikeway destination sign will be used. The Bikeway destination sign will use the Portland Trails name for the trail and incorporate all pertinent sponsorship branding (i.e. East Coast Greenway, Sebago to the Sea, U.S. Bike Route 1), with local sponsorship branding appearing toward the left, and national trail sponsorship branding appearing toward the right. On the Portland Trails trails, Portland Trails signage will provide a wayfinding function, but it is recommended that the Portland Trails signage incorporate all pertinent sponsorship branding, including Bikeway identification, to reduce sign clutter. Where a significant Bikeway decision point occurs on a Portland Trails trail (for example, at the confluence of routes occurring at the south end of Tukey’s Bridge, or where Frederic Street intersects the Fore River Parkway Trail), Bikeway wayfinding signage will be used.
- *Neighborhood Byway:* The Bikeway will not address neighborhood Byways as destinations within the system. Where a Bikeway and Neighborhood Byway intersect, the Neighborhood Byway signage will serve to identify the Byway. It may be desirable for the Neighborhood Byway signs to include the Bikeway as an included destination for wayfinding purposes.
- *Regional or National Sponsored Route:* The Bikeway encompasses several regional routes. Where the Bikeway route overlaps with a sponsored regional or national route, regional or national route markers will be used in conjunction with the Bikeway signage.

Sign Types

- *Pavement Markings* are an integral part of the bicycle wayfinding system on the Peninsula. They can take the place of route markers in many instances, reducing sign clutter.
- *Directional/Decision Signs* are primarily to be used where travelers are entering or leaving the Bikeway system at the major bicycle gateways to the Peninsula, and at the junction of two or more Bikeway routes. At shared gateways (bicycles and vehicles), it may be desirable to have Bikeway directional signs that are separate from the vehicular wayfinding signs in order to be able to list several destinations with approximate travel times and distances.

- *Trail Blazer/Confirmation signs* are smaller signs located periodically along the Bikeway route to reinforce the presence of the corridor between directional signage. These may be incorporated into vehicular directional signs, where vehicular directional signs will be present on a Bikeway route.
- *Trail Blazer/Turn Signs* are similar to trail blazer/confirmation signs, but with an arrow to indicate that the Bikeway route is turning from one street onto another street. These may be incorporated into vehicular directional signs, where vehicular directional signs will be present on a Bikeway route.
- *Destination Marker signs* indicate arrival at specific destinations along the Bikeway, in particular, shared use paths. Destination marker signs should employ the same or identifiably similar graphic conventions as the bikeway directional signs to cue the user that they have found their destination. The markers shall be installed in the public right of way, shall be readily visible from the Bikeway Route, and shall be orientated to clearly indicate the subject destination.
- *Kiosks* will not be installed as part of the Bikeway system, but inclusion of schematic Bikeway maps into existing or planned kiosks on Bikeway routes is encouraged

Graphic Criteria: See examples on pages 56 and 71.
Installation Criteria (TBD by City of Portland)

Information Criteria

The Bikeway system is comprised of a connected system of local streets with on-road bicycle facilities (may include designated bike lanes, shared lanes, and cycle tracks) and off-road bicycle facilities (shared use paths) to create a cross-Peninsula system of bicycle infrastructure for cyclists who are more comfortable riding on a designated facility. Bikeways are selected by virtue of more bikeable grades; low(er) traffic volumes; access to bicycle gateways, wayfinding zones, and wayfinding districts; and existence of formal bicycle facilities/likelihood of receiving formal bicycle facilities in the next year to year-and-a-half. Destinations will be included on signs providing that they meet the criteria for inclusion (see below) and/or are not specifically excluded from the signs (b, below.) Limited sign size, information clarity, and limited ability to change sign information dictate that no more than 4 destinations are permitted on any one sign. Where more than 4 destinations warrant inclusion on the sign, but room is not available, “categories” of like uses can be combined (i.e., “Schools”, or “Parks”) and “destination markers” naming specific destinations can be employed on route at the destination. It is recommended that distances in miles and average time to destinations be included where space permits, with distances receiving priority over time to destinations.

A. CRITERIA FOR INCLUSION ON BIKEWAY WAYFINDING SIGNS

- Wayfinding districts or neighborhood centers on the Bikeway
- Bridges that are reached by the Bikeway
- Municipalities adjacent to the major bicycle gateways to the Peninsula

- University of Southern Maine
- The Portland Transportation Center
- Casco Bay Ferry Terminal
- Ocean Gateway Terminal
- Metro Hub
- Public parks with capacity to accommodate 200 or more visitors on the Bikeway
- Intersections with public or publically accessible shared use paths that are part of the Bikeway system
- Sponsored regional or national bike routes

B. CRITERIA FOR EXCLUSION ON BIKEWAY WAYFINDING SIGNS

- Places of business
- Seasonal activities
- Non-ADA accessible destinations

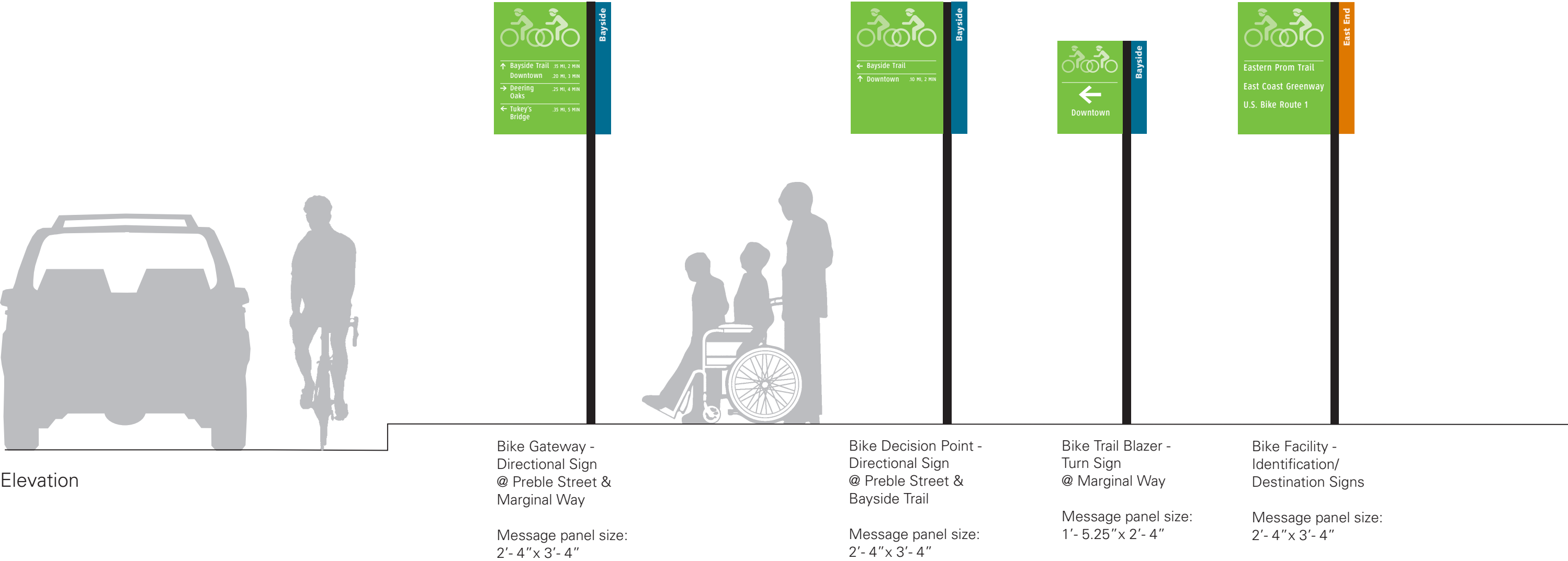
Recommended
Bicycle Wayfinding System

-  Bike Entry Portal/Gateway
-  Bike Decision Point
-  Bike Trail Blazer-Confirmation/Turn Sign
-  Existing Shared Use Path
-  On Road Bike Facilities - Completed as 1st Priority
-  Regional Bike Route
-  Shared Decision Point - (Automobiles & Bicycles)
-  East Coast Greenway/ US Bike Route 1
-  Sebago to Sea Route



Sign Types

Bicycle Directional
Bicycle Facility



Graphic Standards

Graphic Standards Typography	CLEARVIEW HIGHWAY 3 W	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789
	(Vehicular Directional Messages)	
	CLEARVIEW HIGHWAY 2 W	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789
	(Parking and Bicycle Messages)	
Font Design and Description ©Terminal Design and Meeker Associates	Clearview, also known as Clearview Hwy, is the name of a humanist sans-serif typeface family for guide signs on roads in the United States. It was developed by independent researchers with the help of the Texas Transportation Institute and the Pennsylvania Transportation Institute, under the supervision of the Federal Highway Administration (FHWA). It is expected to gradually replace the FHWA typefaces over the next few decades in many applications. The standard FHWA typefaces, developed in the 1940s, were designed to work with a system of highway signs in which almost all words are capitalized. The designers of Clearview sought to create a typeface adapted for mixed-case signage, initially expecting it would be based on an existing European sans-serif typeface. Instead, using a similar weight to the FHWA fonts, a new font was created from scratch. Two key differences are much larger counter spaces, the enclosed spaces in letters like the lower case “e” or “a,” and a higher x-height, the relative height of the lower case “x” to the upper case “X.” Smaller counter spaces in the FHWA fonts reduced legibility, particularly when the letters glowed from headlight illumination at night. Clearview was granted interim approval by the FHWA for use on positive contrast road signs (light legend on dark background, such as white on green, blue, or brown) on September 2, 2004. Font Highlights: ● Federally approved alternative to Standard Alphabets for Traffic Control Devices ● Faster recognition at increased distances ● Improved legibility in a similar footprint ● Reduced halation (or overglow) for older drivers	

Graphic Standards

Typography

SYNTAX BLACK

(City, Zone, and District Identification)

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz0123456789

Font Design by Hans Meier, 1968
Font Description © Adobe 2013 and Colleen Ireland 2011

Designed by Hans Eduard Meyer for the Stempel foundry in 1968, Syntax is based on both Renaissance minuscule writing and Roman lapidary capitals. The design is a blend of a monoline sans serif with a more lively humanistic roman, resulting in a highly legible sans serif type with a wide range of uses, from captions and text to packaging and signage.

The original drawings were done in 1954; first by writing the letters with a brush, then redrawing their essential linear forms, and finally adding balanced amounts of weight to the skeletons to produce optically monoline letterforms. In the period 1968 - 1972, Meier worked on additional weights and variations to the Syntax typeface. In 1989, the original foundry metal design was digitized by Adobe, which also expanded the family to include bold and ultrabold weights, resulting in a family family of four romans and 1 italic (in lightest weight) fonts.

Meier described Syntax as being a sans-serif face modeled on the Renaissance serif typeface, similar to Bembo. The uppercase has a wide proportion, and the terminals not being parallel to the baseline provide a sense of animation. The lowercase a and g follow the old style model of having two storeys.

SCALA CAPS BOLD

(City Identification on back of Vehicular Directional Signs)

ABCDEFGHIJKLMNOPQRSTUVWXYZABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789

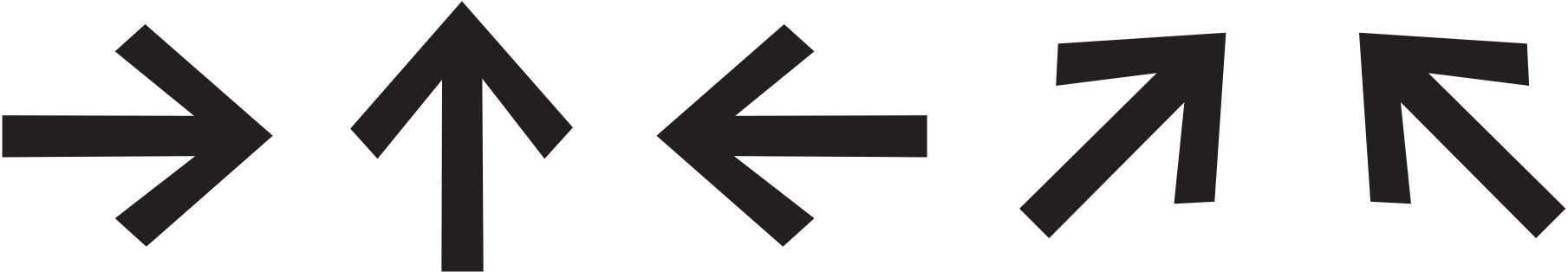
Font Design by Martin Majoor, 1989
Font Description © Emily King 1999

FF Scala is named after the Teatro alla Scala (1776–78) in Milan. There were two reasons for this name: FF Scala was made especially for a concert hall, the Vredenburg in Utrecht, and the design has it roots in around the time Teatro alla Scala was built, the mid-eighteenth century. Furthermore the word ‘scala’ has the meaning ‘a whole range’, which FF Scala certainly is: from a to z and from serif to sans serif, from light to black and from formal to decorated. As first released (1991) FF Scala had only four styles: regular, italic, bold and small caps. Since thenFF Scala has grown to 28 styles.

Graphic Standards

Arrows and Symbols

Arrows



Symbols



Ferry Terminal



Visitor Information



Public Parking Facility



Train Station - Amtrak



Bus Station - Concord



Jetport



Bike Facility



City Golf Course Facility



Cross Country Skiing



Snowshoeing

Note: The recreational symbols, shown above, are for use only on off-Peninsula vehicular directional signs at the City of Portland's discretion.

Portland Vehicular Wayfinding Plan

July 8, 2013

Designed and Submitted by:

Woodworth Associates
Graphic Design and Communications

Richardson & Associates
Landscape Architects

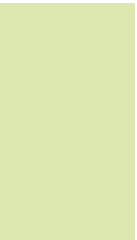
TY Lin International
Transportation Consultants

Wright Pierce
Civil & Environmental Engineers

Richard Renner Architects

Graphic Standards
Arrows and Symbols

60

Graphic Standards City, Zone, and District Colors Please refer to Pantone Color Matching System or Matthews Paint Guide for accurate colors. Colors shown on this page are for representation only.	 City PMS 376	 Downtown - Government District PMS 125	 Downtown - Old Port District PMS 484	 Downtown - Arts District PMS 576			
	 Waterfront PMS 287 @ 75%	 East End PMS 1385	 Bayside PMS 7469	 Parkside PMS 3435		 West End 7435	
Sign Panel, Post, Message, and Symbol Colors Please refer to Pantone Color Matching System or Matthews Paint Guide for accurate colors. Colors shown on this page are for representation only.	 Directional PMS 287	 Orientation and Parking PMS 287	 City, Zone, District Messages, Symbols, and Arrows White	 Bicycle PMS 376	 Bicycle Facility Icon PMS 376 @ 65%	 Bicycle Facility Icon PMS 376 @ 35%	
	 Post & Frame PMS Black	 Frame Reveal Black	 Posts PMS Black				
Portland Vehicular Wayfinding Plan	July 8, 2013	Designed and Submitted by:	Woodworth Associates Graphic Design and Communications	Richardson & Associates Landscape Architects TY Lin International Transportation Consultants	Wright Pierce Civil & Environmental Engineers Richard Renner Architects	Graphic Standards Colors	61

Graphic Standards	Exisiting Conditions	Performance Requirements
General Specifications <i>Please note that a detailed set of wayfinding and signage specifications will be provided by the City of Portland as part of the Bid Packege.</i>	No claim for additional compensation or extension of time will be allowed by the City of Portland because of lack of sign fabrication contractors’ full knowledge of non-hidden existing conditions or difficulties attending the execution of the Design Intent Drawings. Engineering The sign fabrication contractor, at his own expense, shall do all engineering required, for establishing grades, lines, levels, and dimensions and reference points for all trades; shall be responsible for maintaining benchmarks and other survey marks, and shall replace as directed, any benchmarks which have been disturbed or destroyed. The sign fabrication contractor shall compare all grades, lines, levels, and dimensions as shown on the drawings and actual site conditions, and shall promptly report to the City of Portland before commencing work, or any inconsistencies he or she may discover. The sign fabrication contractor, at his or her own expense, shall do all engineering required, for the fabrication and installation of all signs before commencing work, to insure safe sign products and installations that conform with all federal, state, and local codes.	<i>Structural Performance:</i> Provide Vehicular Directional and Secondary Directional Signs, Parking Identification and Directional Signs, Pedestrian Orientation Signs, and Bicycle Identification and Directional Signs capable of withstanding the effects of gravity loads and the following loads and stresses within limits and under conditions indicated: Wind Loads: Determine loads based on the following minimum design wind pressures: Uniform pressure of 20 lbf/sq. ft., acting in any direction. <i>Seismic Performance:</i> Vehicular Directional and Secondary Directional Signs, Parking Identification and Directional Signs, Pedestrian Orientation Signs, and Bicycle Identification and Directional Signs capable of withstanding the effects of earthquake motions determined according to SEI/ASCE 7, “Minimum Design Loads for Buildings and Other Structures.” <i>Thermal Movements:</i> Vehicular Directional and Secondary Directional Signs, Parking Identification and Directional Signs, Pedestrian Orientation Signs, and Bicycle Identification and Directional Signs that allow for thermal movements resulting from the following maximum change (range) in ambient and surface temperatures by preventing buckling, opening of joints, overstressing of components, failure of connections, and other detrimental effects. Base engineering calculation on surface temperatures of materials due to both solar heat gain and nighttime-sky heat loss. Temperature Change (Range): 120 deg F (67 deg C), ambient; 180 deg F (100 deg C), material surfaces.

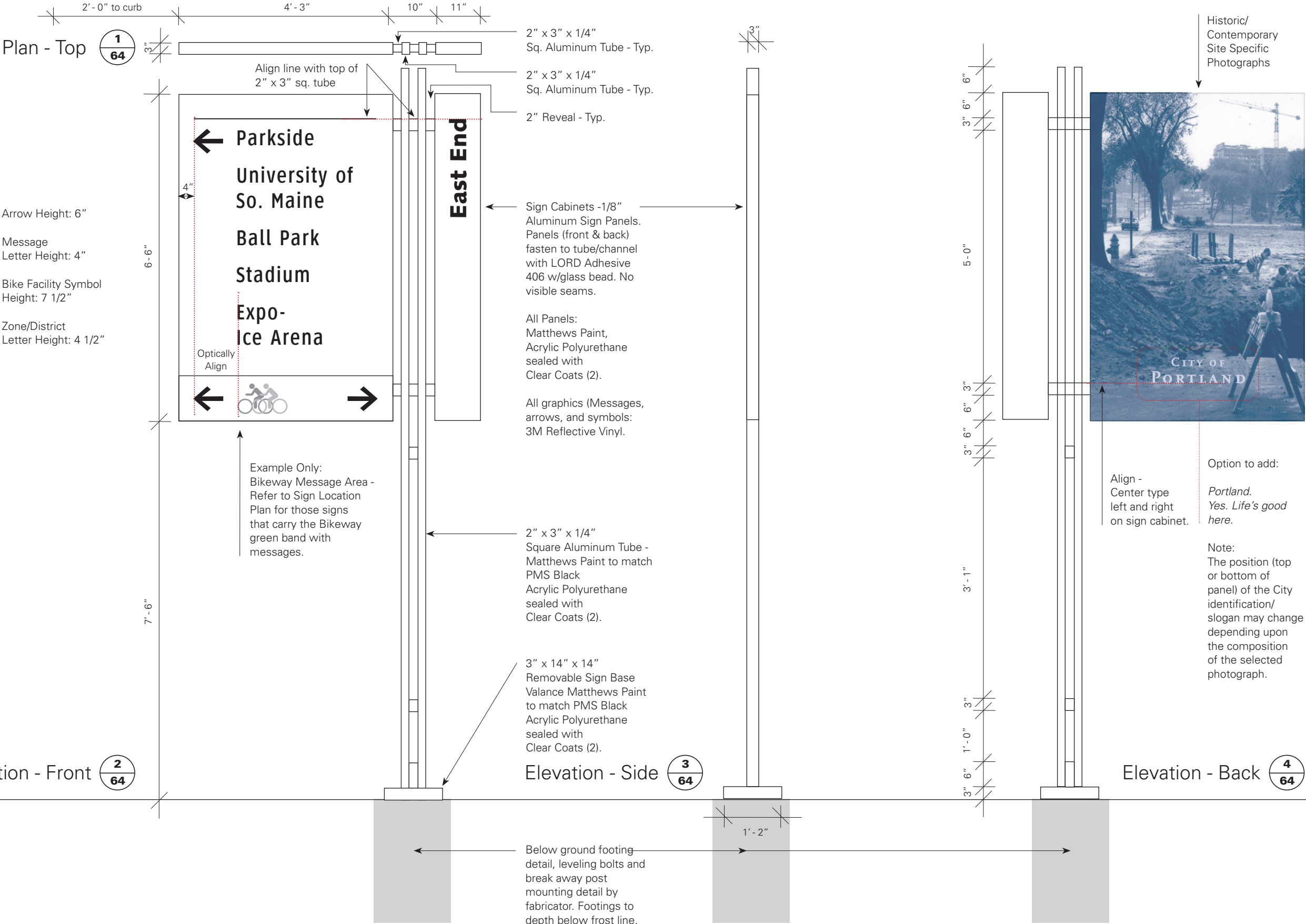
Graphic Standards	Samples	Pre-Installation
General Specifications	By prearrangement in specific cases, a single Sample may be submitted for review and, when approved, be installed in the Work Site at a location agreed upon by the City of Portland.	All sign heights, and locations to be verified in field by sign fabricator/installer with the City of Portland.
	Samples required: TBD by the City of Portland.	Sign Quantities to be verified by sign fabricator/installer with the City of Portland.
	Submittals	Fabricator/installer shall coordinate and confirm all sign locations and mounting heights with the City of Portland and DigSafe prior to any installations.
	Product Data: For each type of product indicated.	Fabricator/installer shall review and coordinate with the City of Portland, DigSafe, MaineDOT all underground and overhead utilities, and right of way (ROW) issues and conditions prior to any installations.
	Shop Drawings: Show fabrication and installation details for Vehicular Directional and Secondary Directional Signs, Parking Identification and Directional Signs, Pedestrian Orientation Signs, and Bicycle Identification and Directional Signs.	Fabricator/installer shall identify with the City of Portland all old, damaged or duplicate signs and remove them from work site, as specified by the City of Portland.
	Include plans, elevations, sections, details, and attachments to other work.	
	Provide message list, typestyles, graphic elements, and layout for each sign at least half size and full-size details of graphics for each sign type.	
	Prior to fabrication, color samples on specified substrates shall be submitted by sign fabricator/installer, reviewed, and approved in field by the City of Portland.	
	For installed products indicated to comply with design loads, include structural analysis data signed and sealed by the qualified professional engineer responsible for their preparation.	

Graphic Standards

Design Intent Drawings

Typical Layouts
and Specifications
for Sign Types

Vehicular Directional Sign



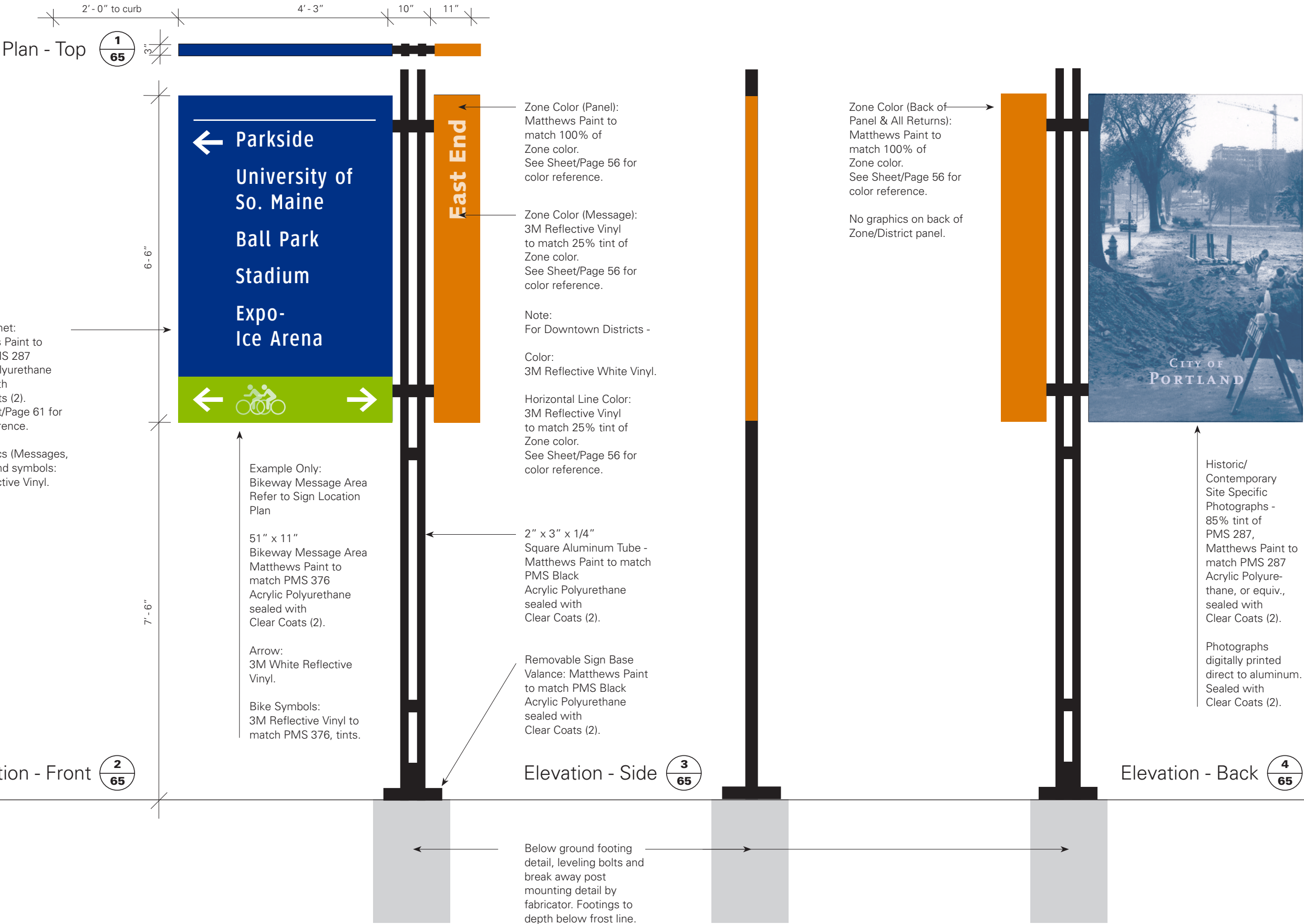
Graphic Standards

Design Intent Drawings

Typical Layouts
and Specifications
for Sign Types

Vehicular Directional Sign

For Reference Only:
Color and Message Layout.



Graphic Standards

Design Intent Drawings

Typical Layouts
and Specifications
for Sign Types

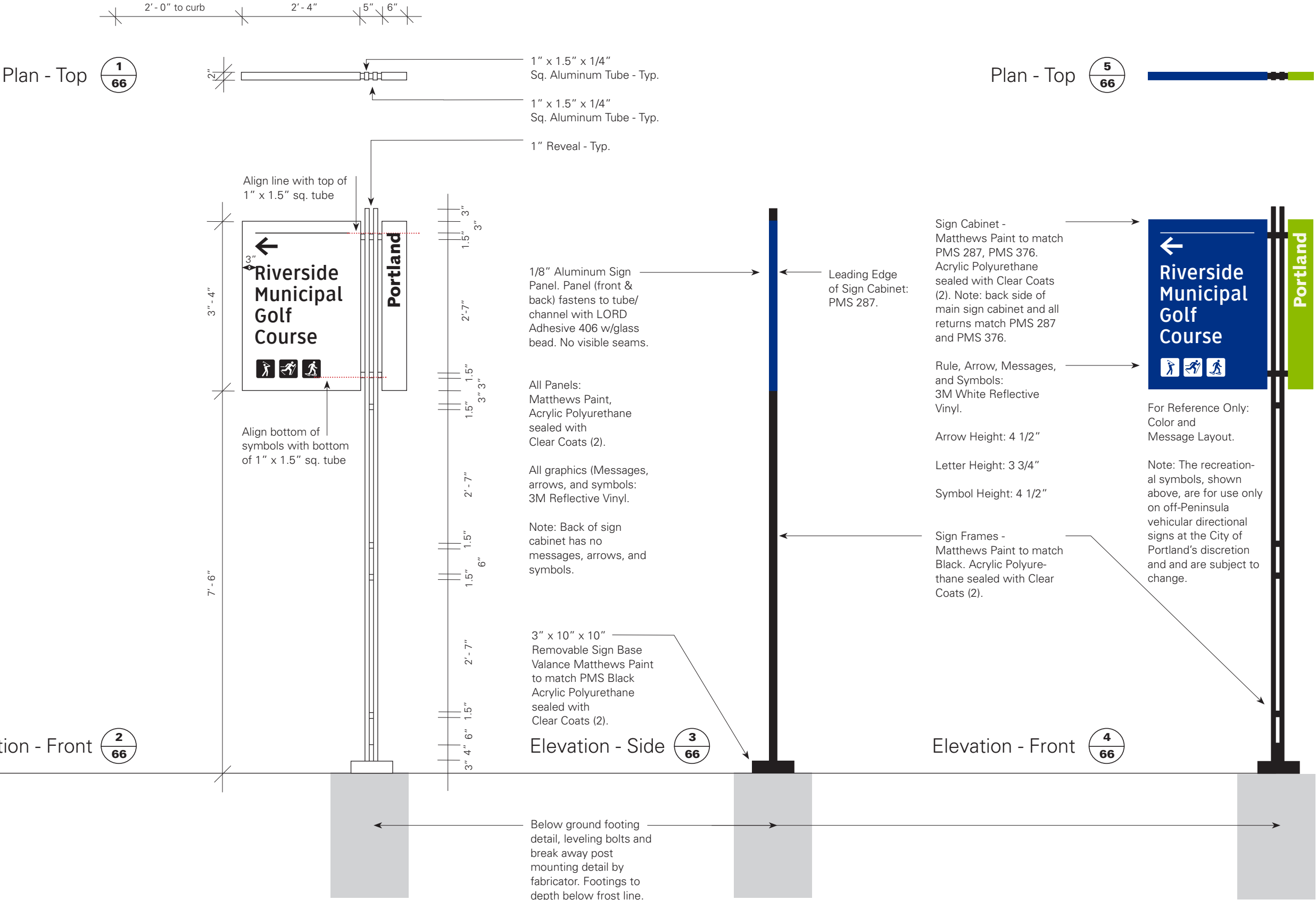
Secondary
Vehicular Directional Sign

Note: Off-Peninsula only
unless specified otherwise by
the City of Portland.

Scale: As noted

This drawing is the property of
Woodworth Associates Inc.
and is not to be copied or reproduced
in part or whole without the expressed
written consent of Woodworth
Associates, Inc.

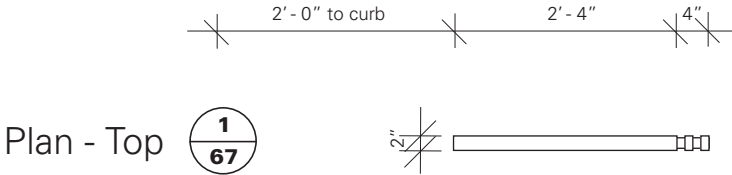
Drawings represented in this
package are for design intent only.
Final construction drawings are the
responsibility of the fabricator.



Graphic Standards

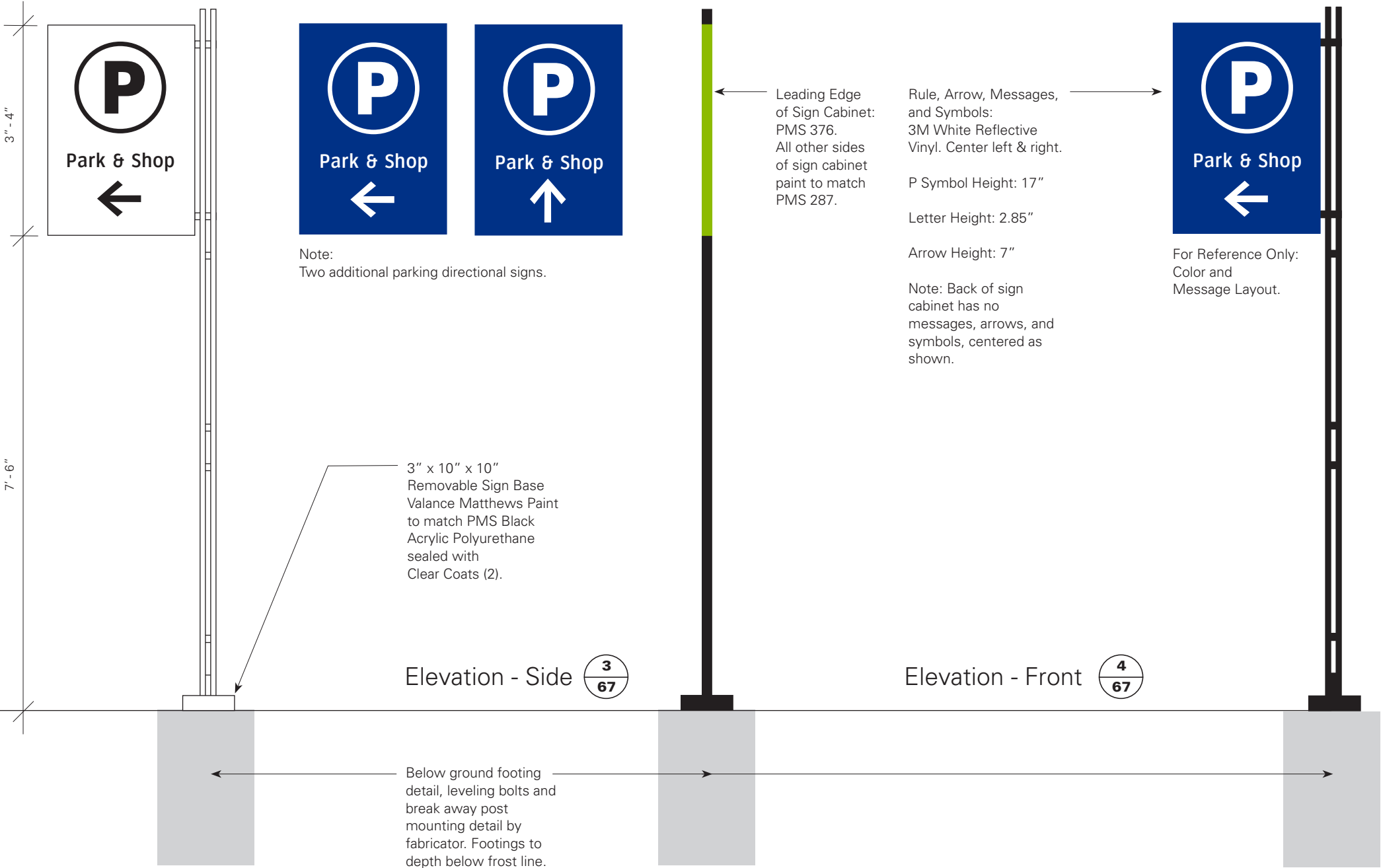
Design Intent Drawings

Typical Layouts
and Specifications
for Sign Types



Parking Directional Sign

Note: All fabrication specifications and dimensions for the posts and panel are the same as the “Secondary Vehicular Directional Sign” unless noted otherwise. Please refer to Sheet/Page 66 for details.



Scale: As noted

This drawing is the property of Woodworth Associates Inc. and is not to be copied or reproduced in part or whole without the expressed written consent of Woodworth Associates, Inc.

Drawings represented in this package are for design intent only. Final construction drawings are the responsibility of the fabricator.

Graphic Standards

Design Intent Drawings

Typical Layouts
and Specifications
for Sign Types

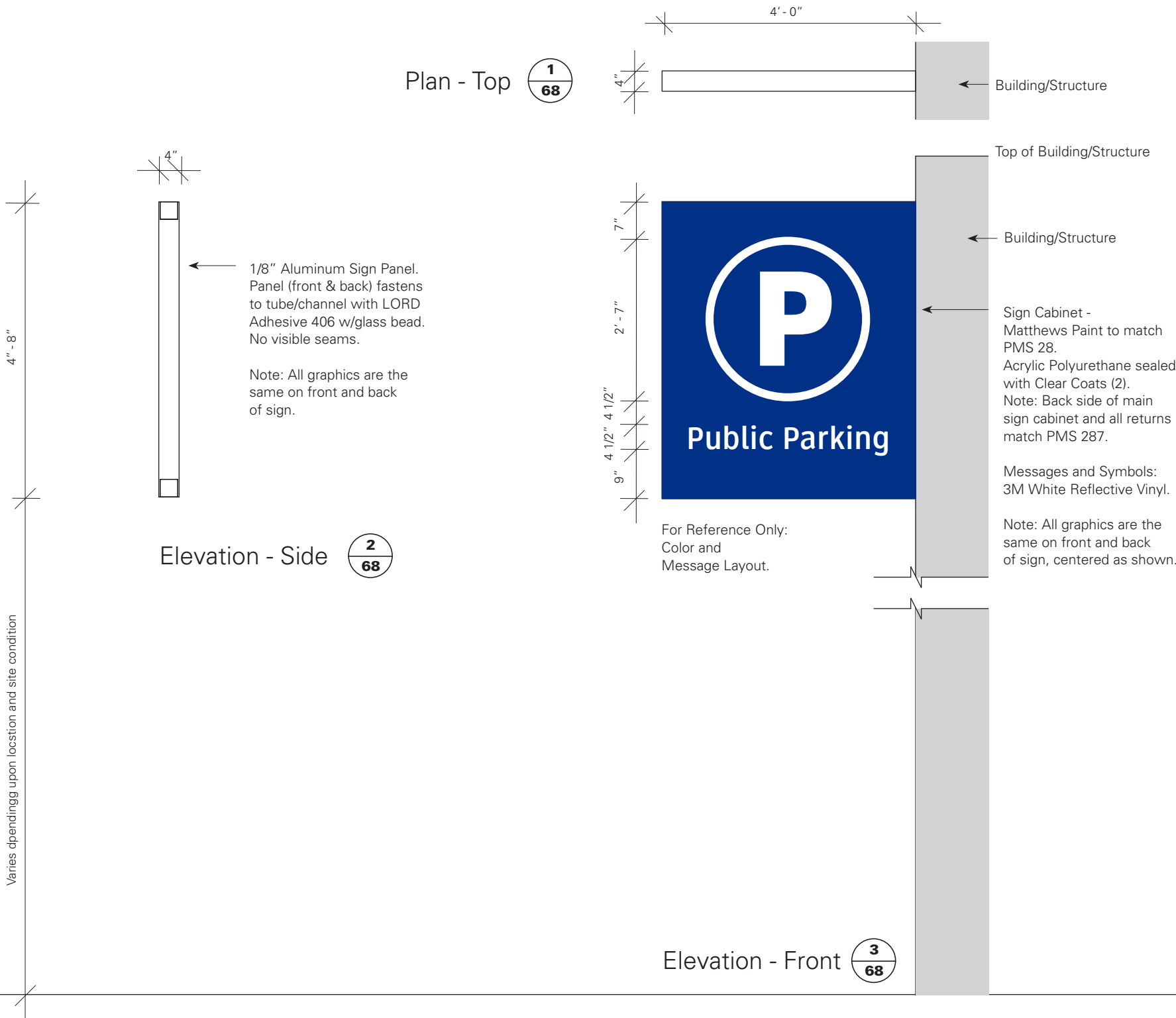
Parking Identification
(Facility) Sign

Note: All locations shall be
verified in field by owner,
designer, and fabricator.

Scale: As noted

This drawing is the property of
Woodworth Associates Inc.
and is not to be copied or reproduced
in part or whole without the expressed
written consent of Woodworth
Associates, Inc.

Drawings represented in this
package are for design intent only.
Final construction drawings are the
responsibility of the fabricator.



Graphic Standards

Design Intent Drawings

Typical Layouts
and Specifications
for Sign Types

Pedestrian
Orientation Sign

Note: All locations (7) shall be
verified in field by owner,
designer, and fabricator.

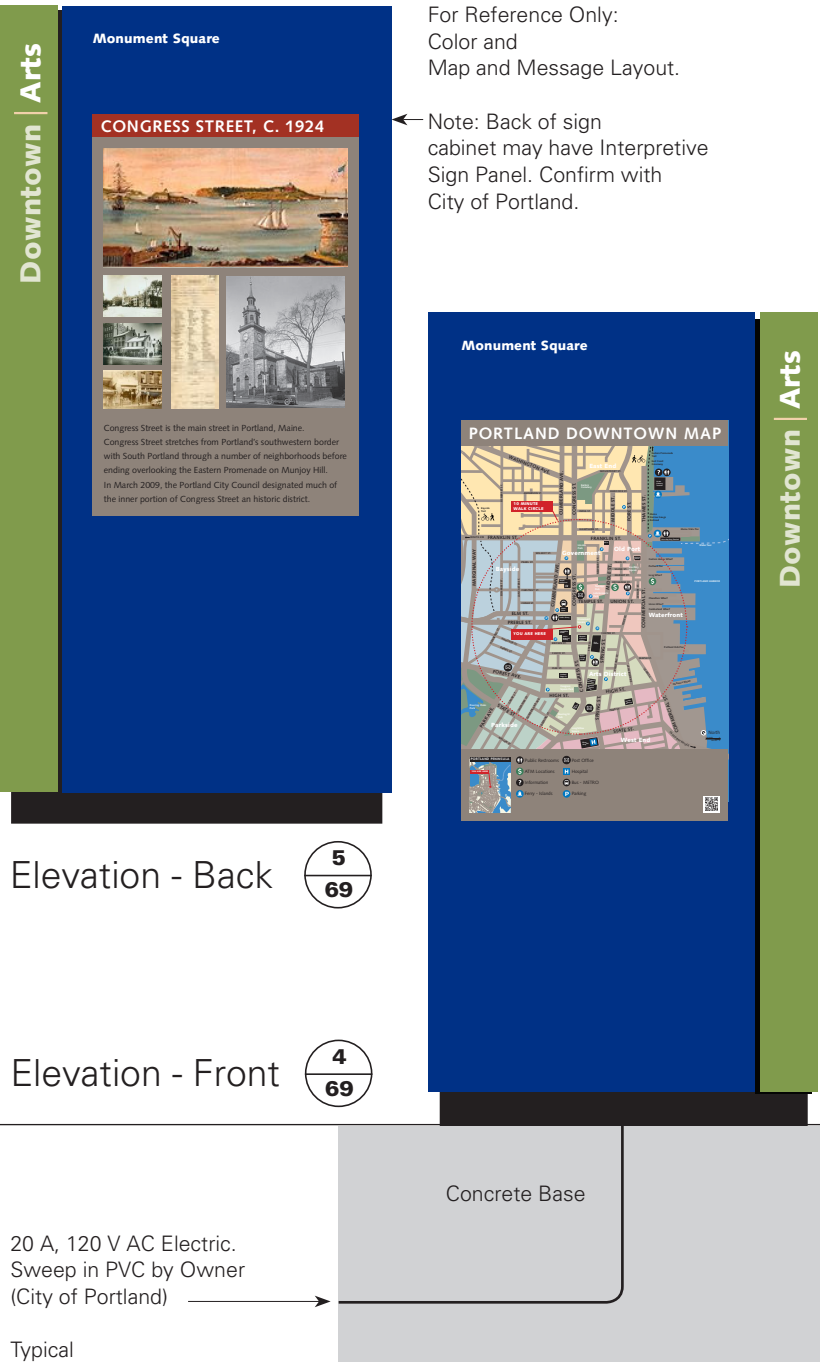
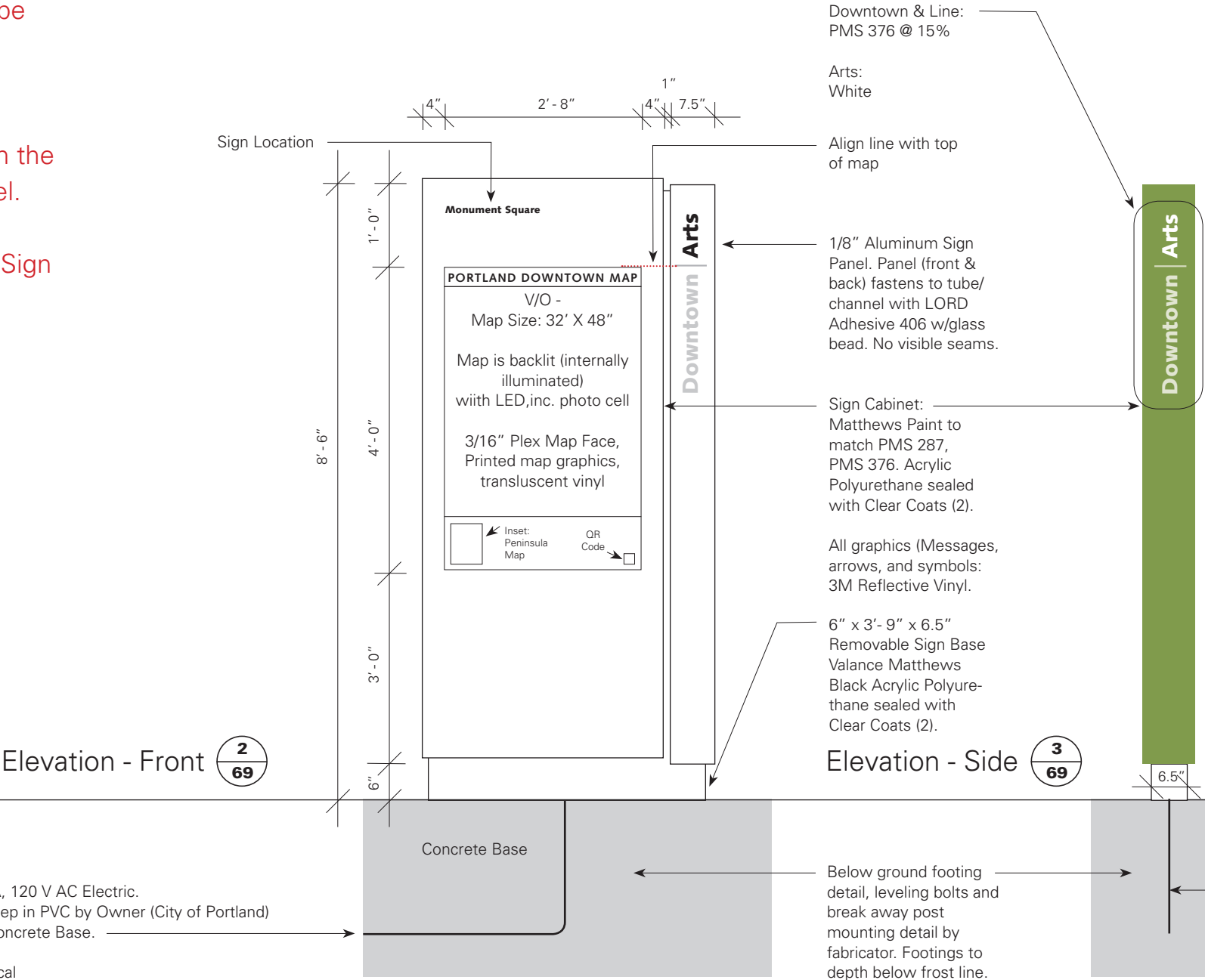
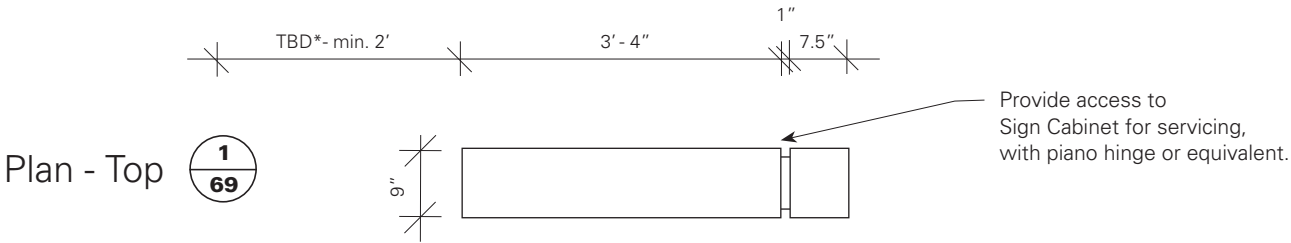
Maps are always oriented in the
direction of pedestrian travel.

The Pedestrian Orientation Sign
is Illuminated.

Scale: As noted

This drawing is the property of
Woodworth Associates Inc.
and is not to be copied or reproduced
in part or whole without the expressed
written consent of Woodworth
Associates, Inc.

Drawings represented in this
package are for design intent only.
Final construction drawings are the
responsibility of the fabricator.

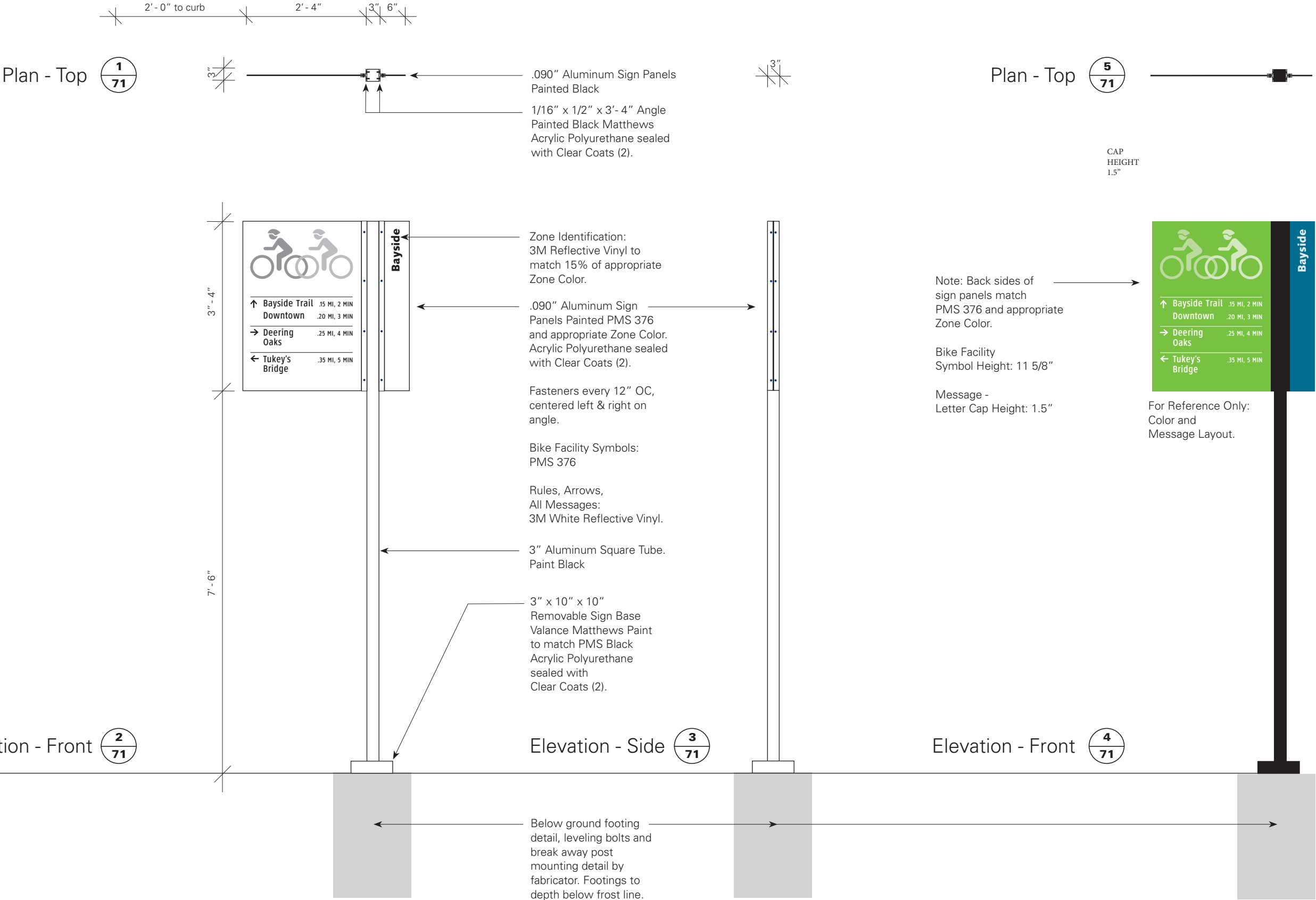


Graphic Standards

Design Intent Drawings

Typical Layouts
and Specifications
for Sign Types

Bicycle Directional Sign



Scale: As noted

This drawing is the property of
Woodworth Associates Inc.
and is not to be copied or reproduced
in part or whole without the expressed
written consent of Woodworth
Associates, Inc.

Drawings represented in this
package are for design intent only.
Final construction drawings are the
responsibility of the fabricator.

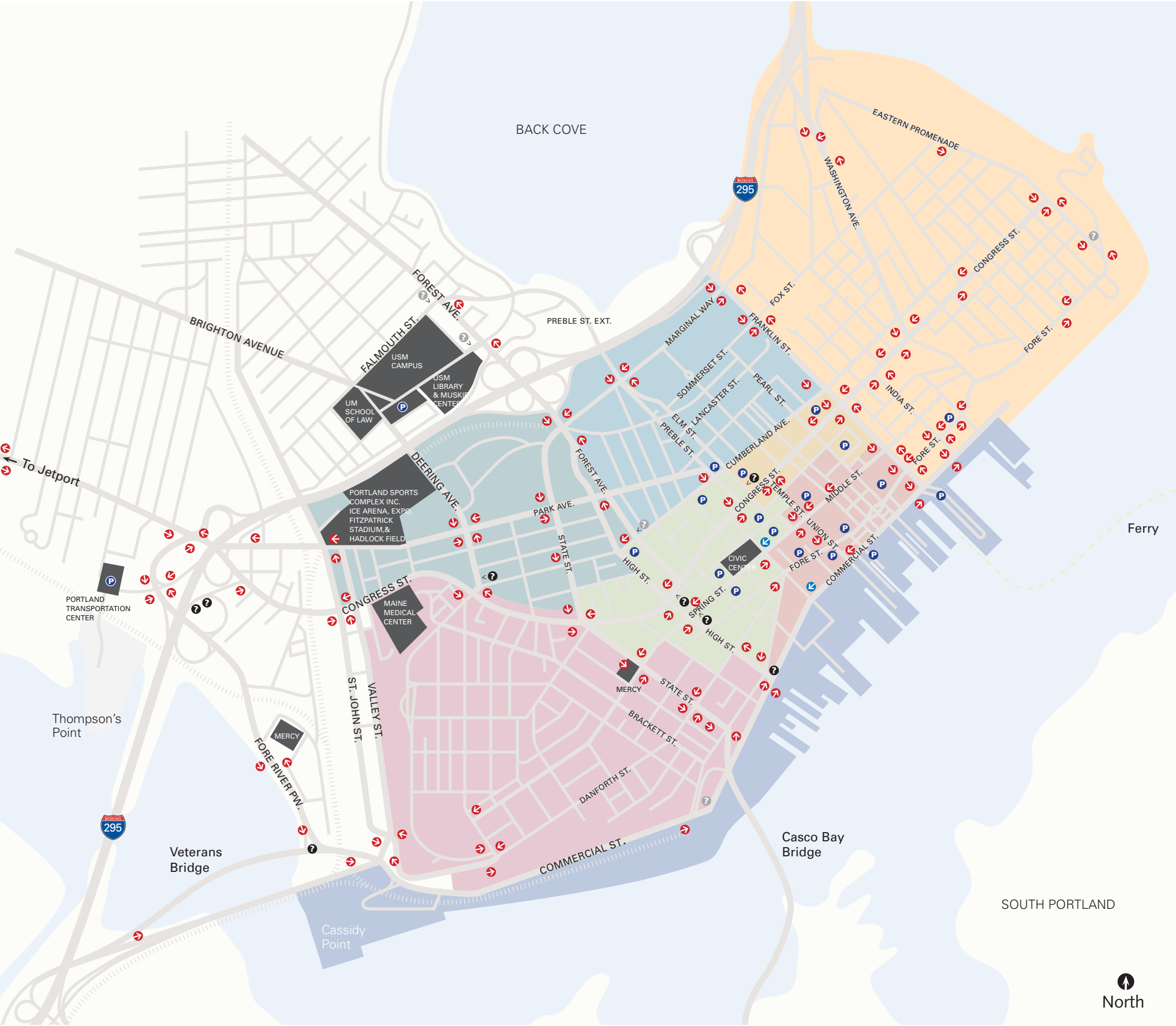
Graphic Standards

Portland Peninsula
Vehicular Directional Sign Locations

The arrows indicate the direction of travel.

The signs are always located on the right of the street in the direction of travel.

-  Directional Sign
-  Replace Existing Pedestrian Sign with Directional Sign
-  Location Conflict – Difficult Site Conditions or ROW Issues
-  Is a Sign Necessary at This Location?
-  Parking Facility



Graphic Standards

East End

Sign Locations and Sign Messages

Note: Signs are always oriented in the direction of vehicular travel on the right-hand side of the street.

All sign messages including but not limited to text, and symbols shall be approved by the City of Portland. All sign locations shall be verified in the field by the City of Portland.

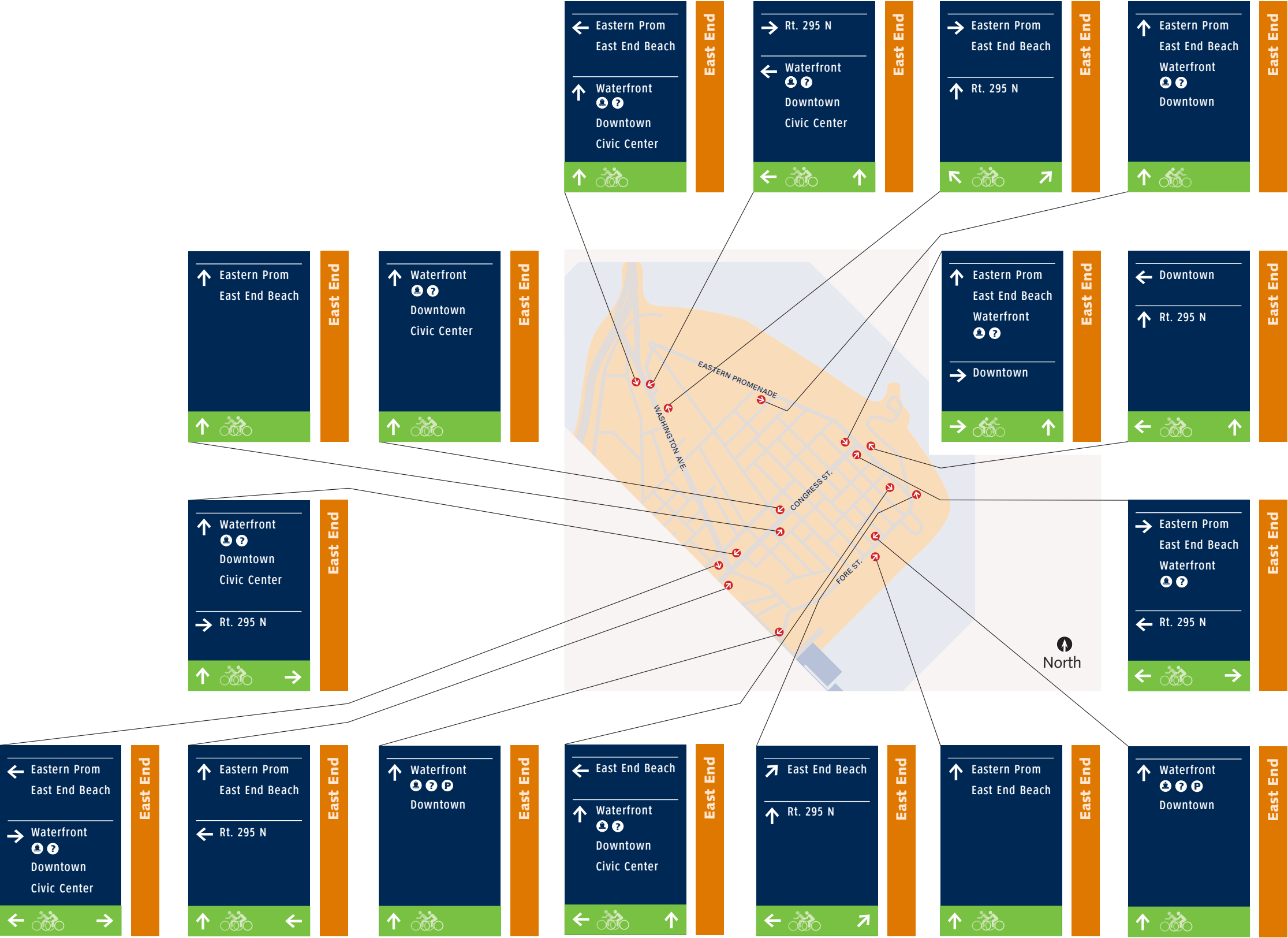
Colors shown on this page are for representation only.

All vehicular directional signs are installed perpendicular to the street.

The red circles with white arrows on the map indicate the direction of vehicular travel.

This drawing is the property of Woodworth Associates Inc. and is not to be copied or reproduced in part or whole without the expressed written consent of Woodworth Associates, Inc.

Drawings represented in this package are for design intent only. Final construction drawings are the responsibility of the fabricator.



Graphic Standards

East End

Sign Locations and Sign Messages

Note: Signs are always oriented in the direction of vehicular travel on the right-hand side of the street.

All sign messages including but not limited to text, and symbols shall be approved by the City of Portland. All sign locations shall be verified in the field by the City of Portland.

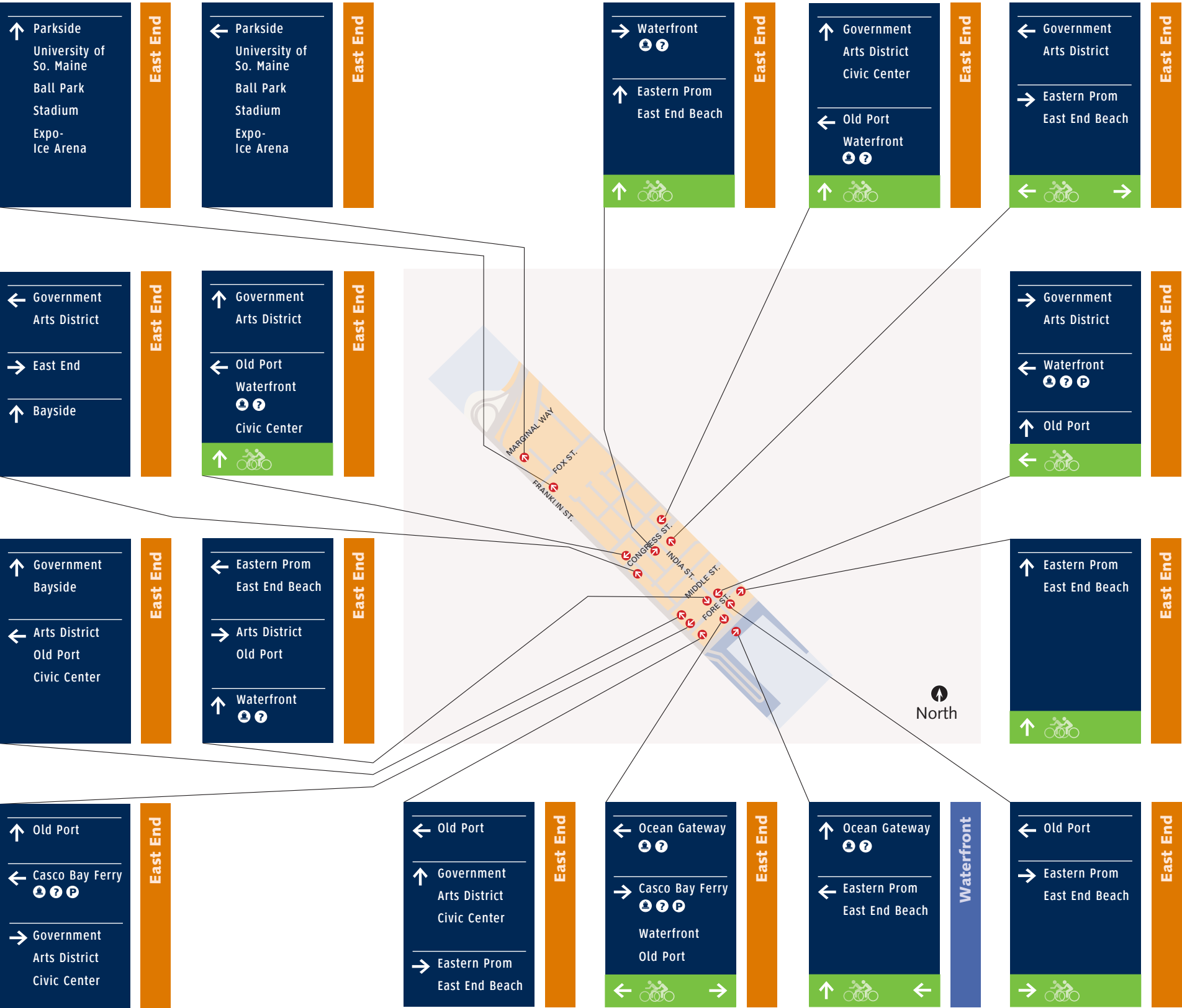
Colors shown on this page are for representation only.

All vehicular directional signs are installed perpendicular to the street.

The red circles with white arrows on the map indicate the direction of vehicular travel.

This drawing is the property of Woodworth Associates Inc. and is not to be copied or reproduced in part or whole without the expressed written consent of Woodworth Associates, Inc.

Drawings represented in this package are for design intent only. Final construction drawings are the responsibility of the fabricator.



Graphic Standards

Bayside, Downtown, and Waterfront

Sign Locations and Sign Messages

Note: Signs are always oriented in the direction of vehicular travel on the right-hand side of the street.

All sign messages including but not limited to text, and symbols shall be approved by the City of Portland. All sign locations shall be verified in the field by the City of Portland.

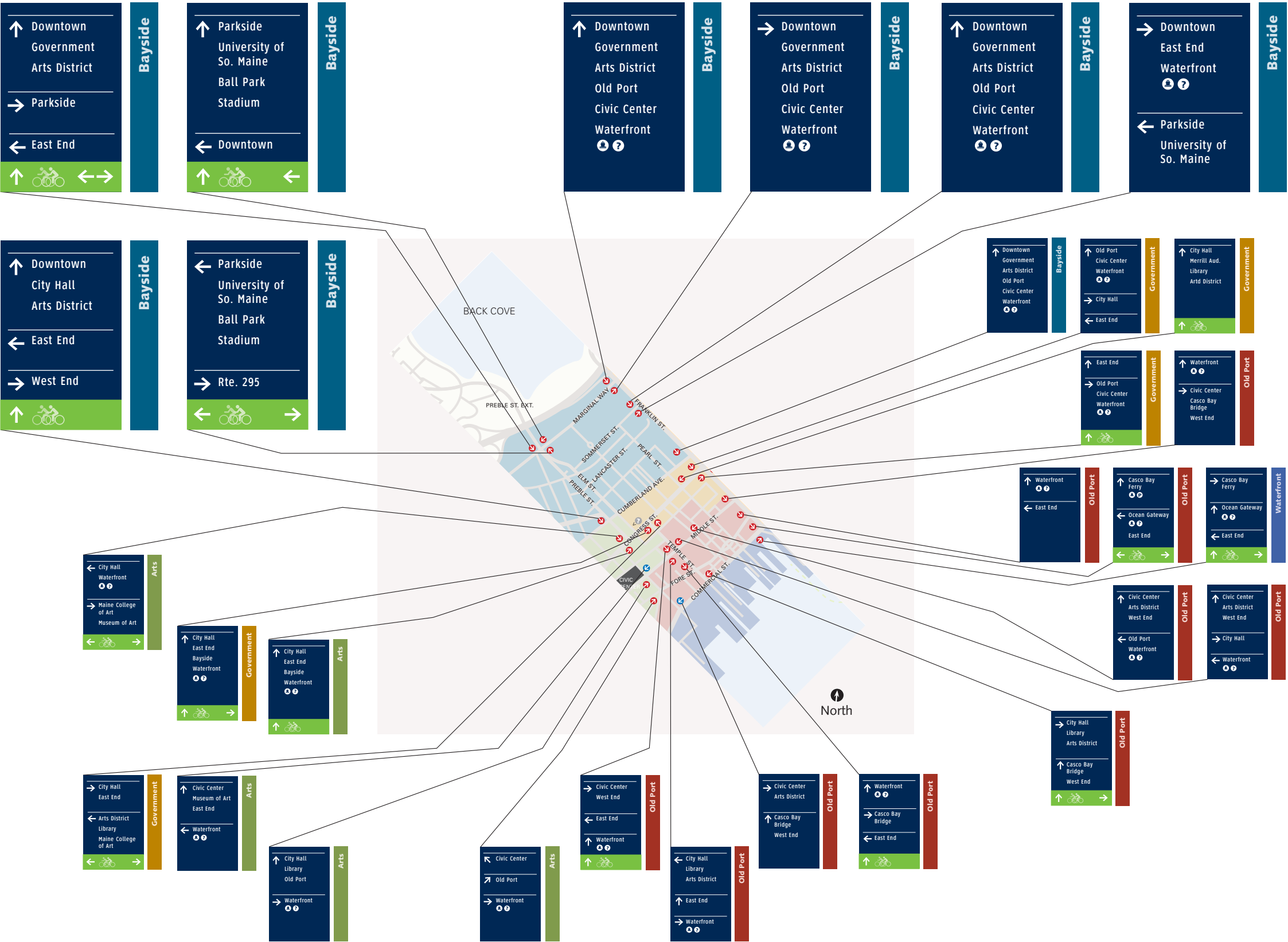
Colors shown on this page are for representation only.

All vehicular directional signs are installed perpendicular to the street.

The red circles with white arrows on the map indicate the direction of vehicular travel.

This drawing is the property of Woodworth Associates Inc. and is not to be copied or reproduced in part or whole without the expressed written consent of Woodworth Associates, Inc.

Drawings represented in this package are for design intent only. Final construction drawings are the responsibility of the fabricator.



Graphic Standards

Downtown, West End, and Waterfront

Sign Locations and Sign Messages

Note: Signs are always oriented in the direction of vehicular travel on the right-hand side of the street.

All sign messages including but not limited to text, and symbols shall be approved by the City of Portland. All sign locations shall be verified in the field by the City of Portland.

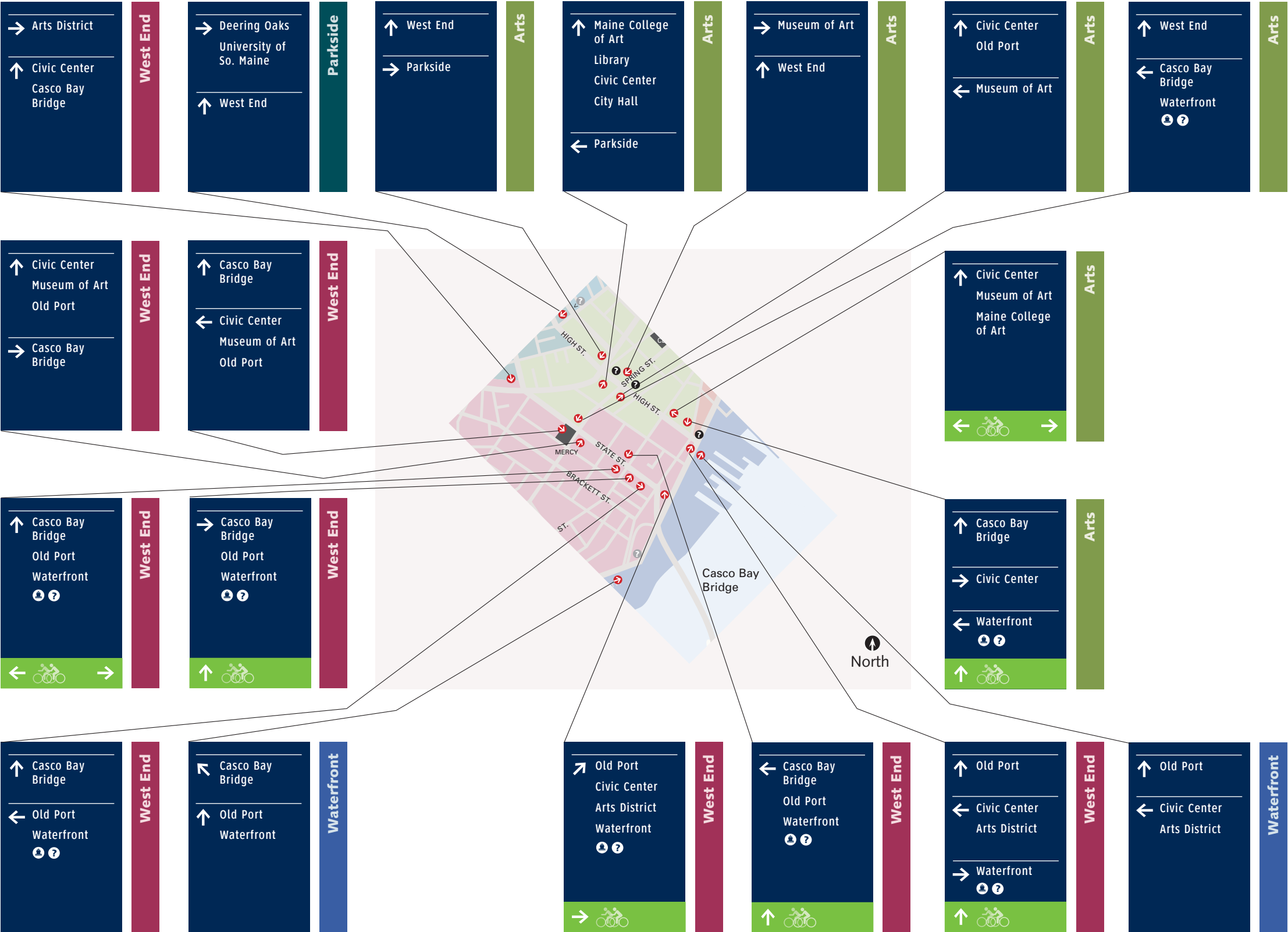
Colors shown on this page are for representation only.

All vehicular directional signs are installed perpendicular to the street.

The red circles with white arrows on the map indicate the direction of vehicular travel.

This drawing is the property of Woodworth Associates Inc. and is not to be copied or reproduced in part or whole without the expressed written consent of Woodworth Associates, Inc.

Drawings represented in this package are for design intent only. Final construction drawings are the responsibility of the fabricator.



Graphic Standards

Bayside, Parkside, West End, and University of Southern Maine

Sign Locations and Sign Messages

Note: Signs are always oriented in the direction of vehicular travel on the right-hand side of the street.

All sign messages including but not limited to text, and symbols shall be approved by the City of Portland. All sign locations shall be verified in the field by the City of Portland.

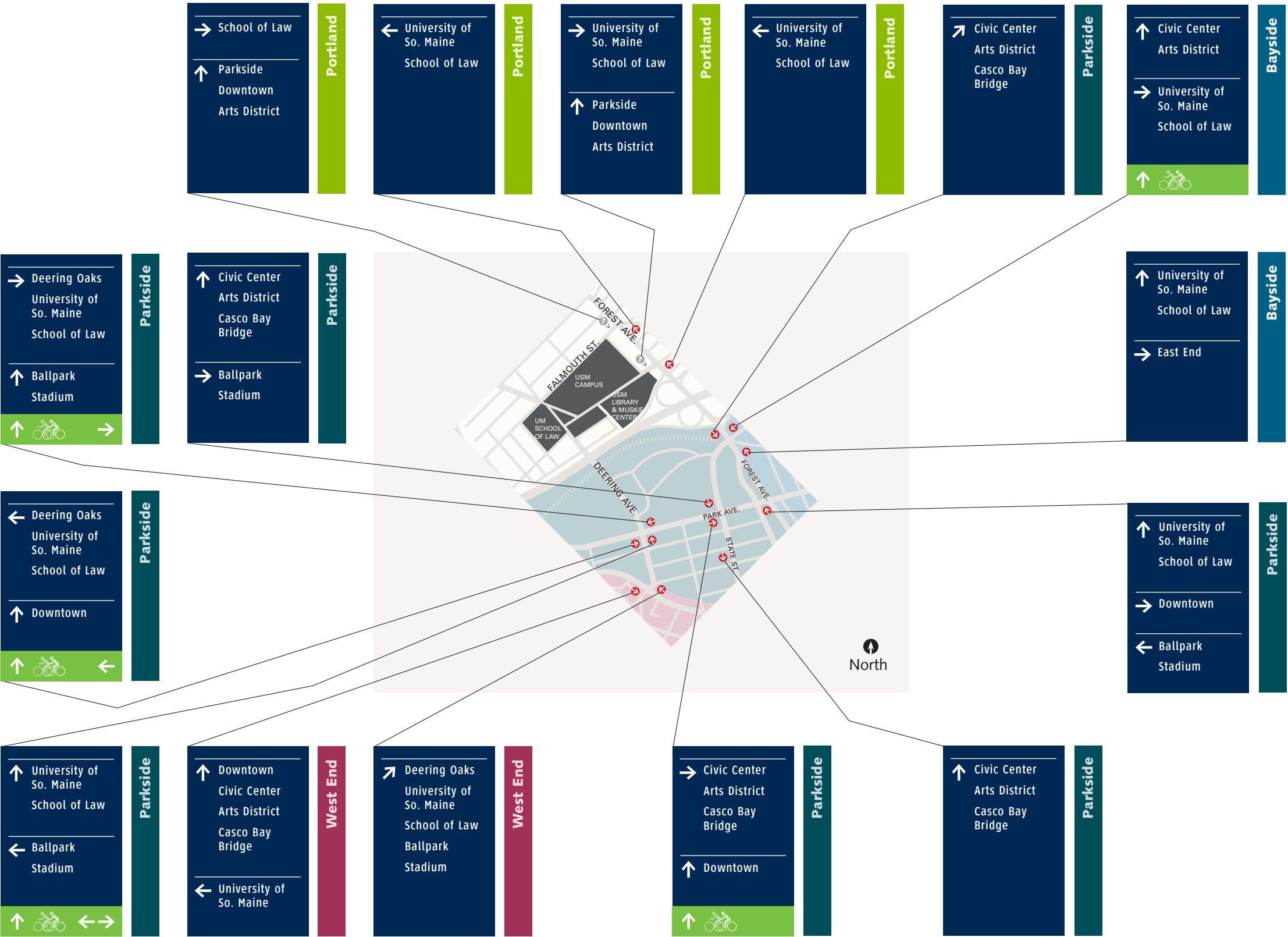
Colors shown on this page are for representation only.

All vehicular directional signs are installed perpendicular to the street.

The red circles with white arrows on the map indicate the direction of vehicular travel.

This drawing is the property of Woodworth Associates Inc. and is not to be copied or reproduced in part or whole without the expressed written consent of Woodworth Associates, Inc.

Drawings represented in this package are for design intent only. Final construction drawings are the responsibility of the fabricator.



Graphic Standards

West End, Waterfront, and Fore River Parkway

Sign Locations and Sign Messages

Note: Signs are always oriented in the direction of vehicular travel on the right-hand side of the street.

All sign messages including but not limited to text, and symbols shall be approved by the City of Portland. All sign locations shall be verified in the field by the City of Portland.

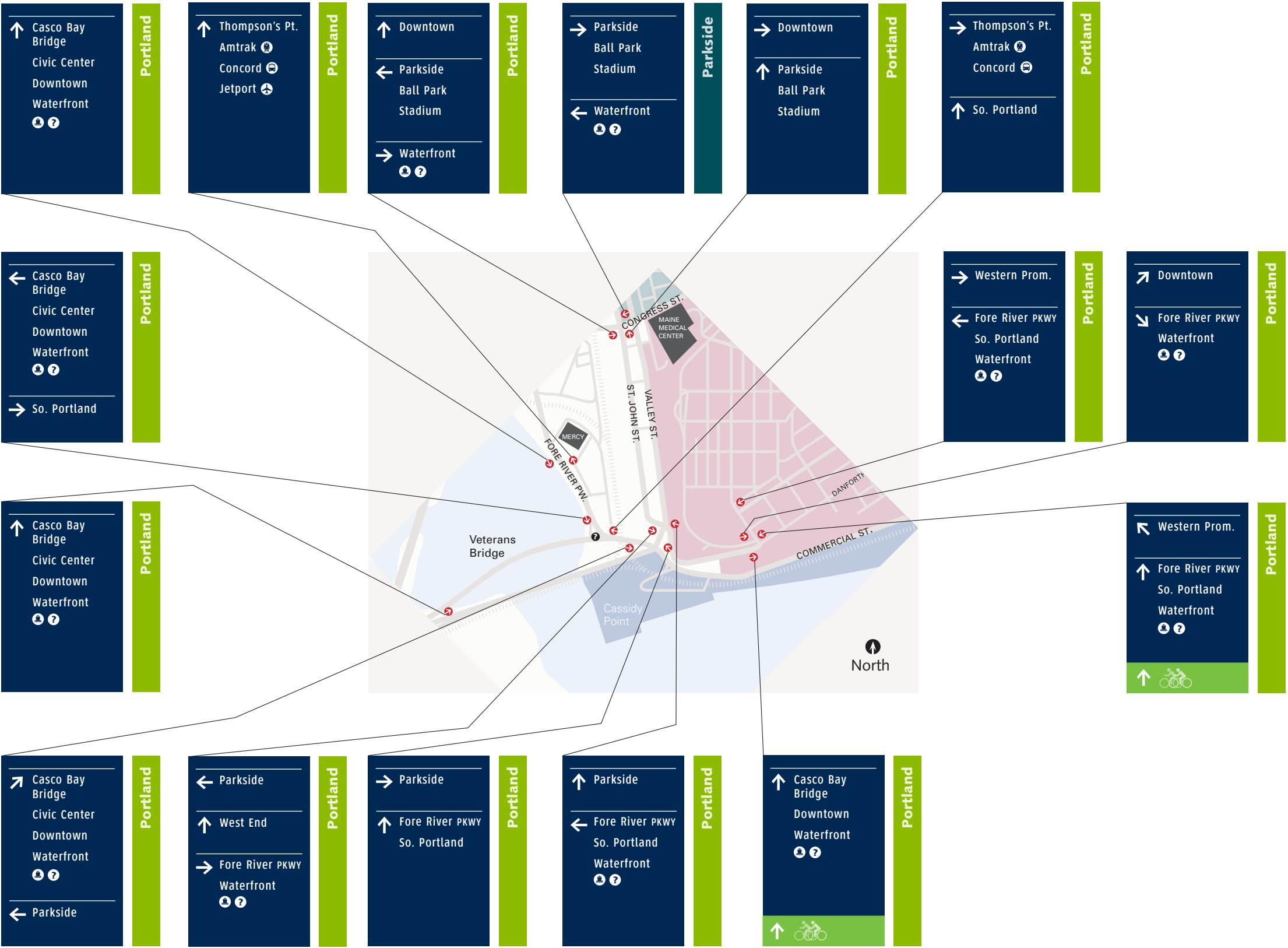
Colors shown on this page are for representation only.

All vehicular directional signs are installed perpendicular to the street.

The red circles with white arrows on the map indicate the direction of vehicular travel.

This drawing is the property of Woodworth Associates Inc. and is not to be copied or reproduced in part or whole without the expressed written consent of Woodworth Associates, Inc.

Drawings represented in this package are for design intent only. Final construction drawings are the responsibility of the fabricator.



Graphic Standards

Portland Transportation Center, Parkside, and outer Congress Street to Jetport

Sign Locations and Sign Messages

Note: Signs are always oriented in the direction of vehicular travel on the right-hand side of the street.

All sign messages including but not limited to text, and symbols shall be approved by the City of Portland. All sign locations shall be verified in the field by the City of Portland.

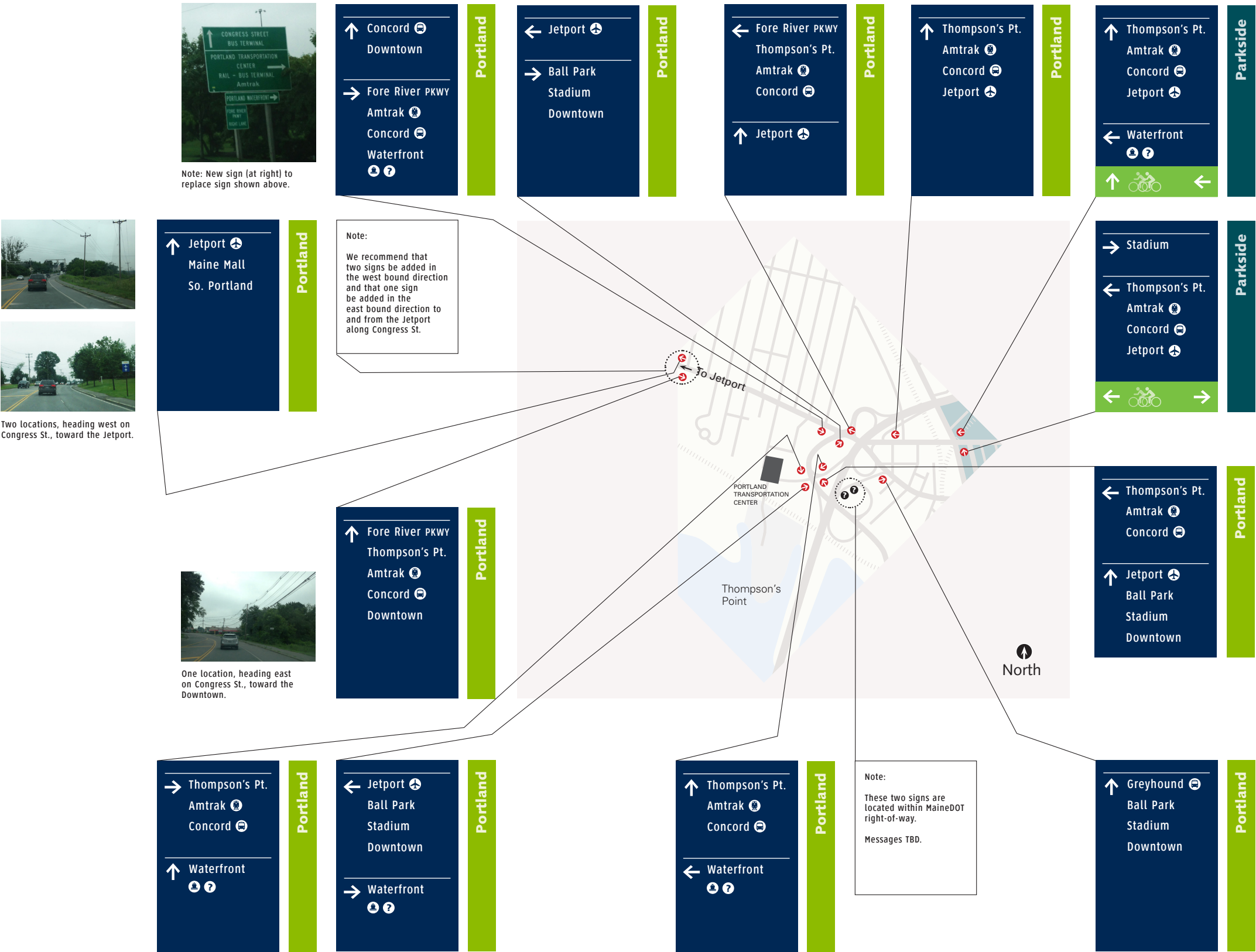
Colors shown on this page are for representation only.

All vehicular directional signs are installed perpendicular to the street.

The red circles with white arrows on the map indicate the direction of vehicular travel.

This drawing is the property of Woodworth Associates Inc. and is not to be copied or reproduced in part or whole without the expressed written consent of Woodworth Associates, Inc.

Drawings represented in this package are for design intent only. Final construction drawings are the responsibility of the fabricator.



Graphic Standards

Downtown
Sign Locations for
Pedestrian Orientation Signs and
Parking Directional Signs

All pedestrian orientation signs are installed perpendicular to the street.

All pedestrian orientation signs at parking facilities are wall mounted, where possible.

As per approved Pedestrian Wayfinding Criteria, 2008:

All pedestrian orientation signs/kiosks shall be located at pedestrian egress points of parking facilities throughout the downtown.

In addition, these signs/kiosks shall be located throughout the City to help visitors continually find their way.

The arrows indicate the direction of travel.

The signs are always located on the right of the street in the direction of travel.

The parking directional signs provide the link between the vehicular directional signs and the parking facilities.



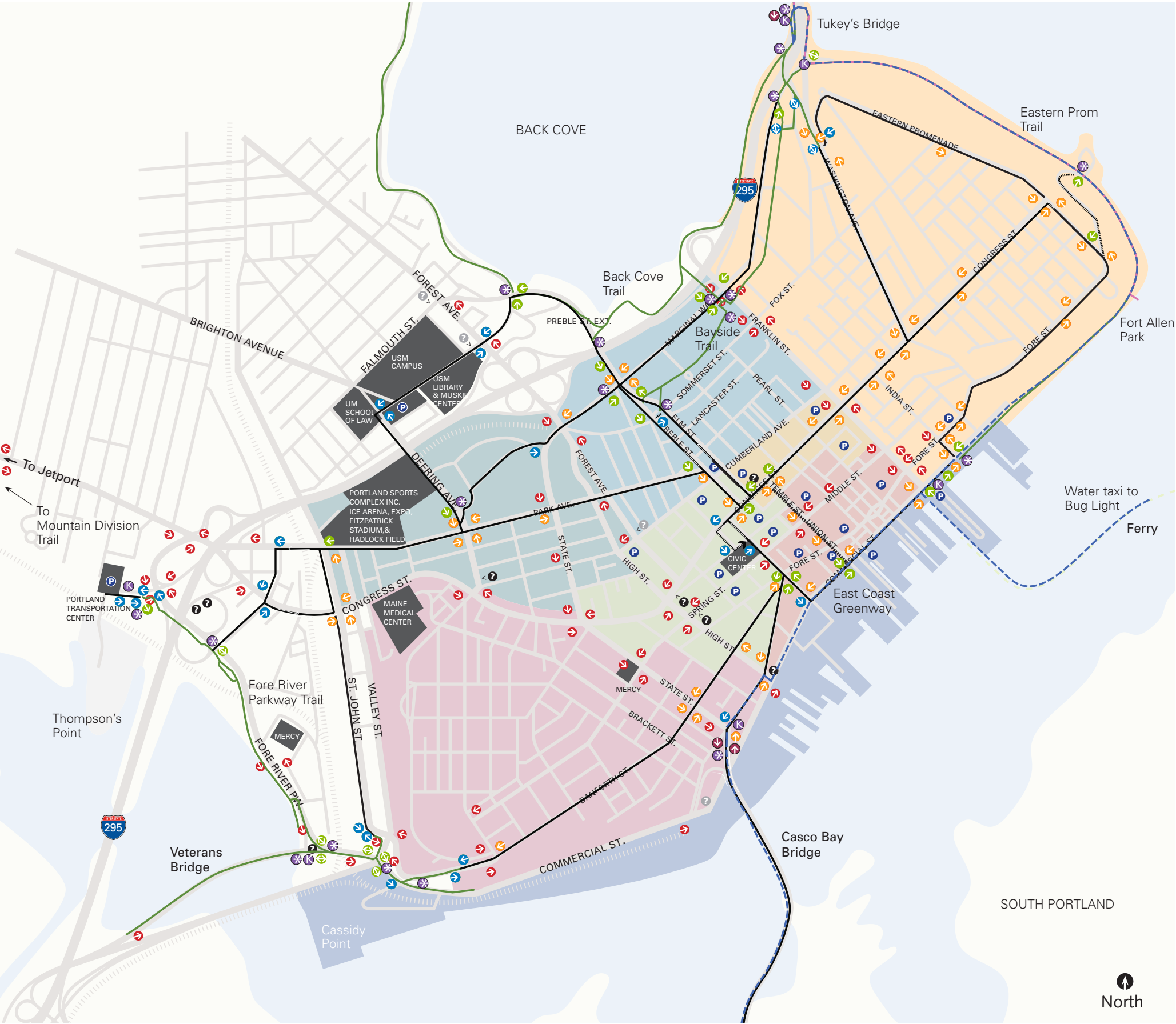
Graphic Standards

Vehicular and Bicycle Directional Sign Locations

The bicycle signs are used only along the Bikeway routes and are intended to supplement the larger vehicular directional signs. One of the goals is to eliminate, where possible, duplicate signs, and reduce the overall number of signs on the Peninsula.

-  Bicycle Destination Marker
-  Future Kiosk Location
-  Bicycle Confirmation/Turn Sign
-  Regional Bicycle Directional Sign
-  Bicycle Only Directional Sign
-  Bicycle/Vehicular Directional Sign
-  Vehicular Only Directional Sign

-  Location Conflict – Difficult Site Conditions or ROW Issues
-  Is a Vehicular Directional Necessary at This Location?
-  Parking Facility



Graphic Standards		Type of Sign	Message	Location/Notes	Qty			
Bicycle Sign Types, Messages, and Locations	Please note that all messages and sign locations will need to be confirmed and verified in the field prior to preparation of bid documents.	Destination Marker	Fore River Parkway Trail	At Transportation Center end of trail	1			
		Destination Marker	Fore River Parkway Trail	Frederic Street Gate	1			
		Destination Marker	Fore River Parkway Trail	East End of Veterans Memorial Bridge	1			
		Destination Marker	Fore River Parkway Trail	West end of Danforth Street	1			
		Destination Marker	Fore River Parkway Trail	South end of St John Street	1			
		Destination Marker	Deering Oaks Park	On Deering Ave near Park Ave	1			
				Roadway through park needs to be converted to two way for bikes for this to make sense				
		Destination Marker	Deering Oaks Park	On park access rd near v center at State Street intersection	1			
		Destination Marker	Back Cove Trail	Intersection of Preble St and Baxter Blvd on trail facing roadway	1			
		Destination Marker	Back Cove Trail	East side Preble St just north of Route 295 underpass	1			
All bicycle directional and facility signs are installed perpendicular to the street or trail unless noted otherwise.		Destination Marker	Back Cove Trail	Northwest corner of Marginal way and Franklin St	1			
		Destination Marker	Bayside Trail	North end of Marginal Way	1			
		Destination Marker	Bayside Trail	Bayside Trail east of Franklin Street	1			
		Destination Marker	Bayside Trail	Bayside Trail west of Franklin Street	1			
		Destination Marker	Bayside Trail	Corner of Elm St and Somerset	1			
		Destination Marker	Veterans Memorial Bridge	East End of Veterans Memorial Bridge facing outbound users	1			
		Destination Marker	Casco Bay Bridge	North End of Casco Bay Bridge facing southbound users 1				
		Destination Marker	Eastern Prom Trail	East End of Cutter Street	1			
		Destination Marker	Eastern Prom Trail	South end of India Street - on trail	1			
				Not sure if this is the best location to designate beginnnng of Eastern Prom Trail - Franklin Street feels more pedestrian				
Destination Marker	Tukey's Bridge	Washington Ave entrance	1					
Destination Marker	Tukey's Bridge	Underpass route using Basyde and Back Cove Trails	1					
					TOTAL 20			
		Type of Sign	General Location	Location/Notes	Qty			
		Directional/Gateway Sign	Peninsula side of Tukey's Bridge	Intersection of Bayside Trail and Eastern Prom Trail at base of Loring Memorial Stairs	1			
		Directional/Gateway Sign	Deering Ave and Park Ave	Deering Ave southbound at Park Ave before vehicular sign	1			
		Directional/Gateway Sign	Transportation Center	At west end of Fore River Parkway Trail	1			
		Directional/Gateway Sign	Preble and Marginal Way	Southbound on Preble before the lane split	1			
		Directional/Gateway Sign	Veterans Memorial Bridge	East end of bridge eastbound on south side of crosswalk, parallel to trail	1			
		Directional/Gateway Sign	Casco Bay Ferry Terminal	Place to intercept people getting off ferry - face toward terminal parallel to street	1			
		Directional Sign	Marginal Way & Franklin St.	Coming off Back Cove Trail southbound	1			
		Directional Sign	North end of Marginal Way	North end of Marginal Way at trail intersection	1			
		Directional Sign	Cutter Street	Facing Cutter Street at eastern Prom Trail	1			
		Directional Sign	Cutter Street	Facing Cutter Street at Fore Street/Eastern Promenade Road	1			
		Directional Sign	Marginal Way & Franklin St.	Facing Marginal Way eastbound	1			
		Directional Sign	Marginal Way & Franklin St.	Facing Marginal Way westbound	1			
		Directional Sign	Preble and Marginal Way	Facing northbound traffic on Elm just north of the Bayside Trail entrance	1			
		Directional Sign	Preble and Marginal Way	Facing eastbound traffic on Marginal Way	1			
		Directional Sign	Preble and Kennebec	On Preble southbound (to help direct users onto Kennebec to Bayside Trail)	1			
		Directional Sign	Preble and Portland St	On Preble southbound before Portland St	1			
		Directional Sign	Preble St Ext and Baxter Blvd	Facing northbound traffic on Preble St Ext	1			
		Directional Sign	Preble St Ext and Baxter Blvd	Facing eastbound traffic on Baxter	1			
		Directional Sign	India St. and Commercial St	Heading eastbound on Commerical - place before vehicular sign	1			
		Directional Sign	India St. & Eastern Prom Trail	Coming off Back Cove Trail westbound	1			
				Not sure if this is the best location to designate beginnnng of Eastern Prom Trail - Franklin Street feels more pedestrian				
		Directional Sign	Congress and Temple	Facing westbound traffic on Congress	1			
		Directional Sign	Congress between Temple/Elm	Facing westbound traffic on Congress before Elm one-way in the northerly direction	1			
		Directional Sign	Congress between Elm/Preble	Facing eastbound traffic on Congress before Elm one-way in the northerly direction	1			
		Directional Sign	Union and Commercial	Facing Union Street southbound traffic	1			
		Directional Sign	Union and Commercial	Facing eastbound traffic on Commercial St	1			
		Portland Vehicular Wayfinding Plan	July 8, 2013	Designed and Submitted by:	Woodworth Associates Graphic Design and Communications	Richardson & Associates Landscape Architects TY Lin International Transportation Consultants	Wright Pierce Civil & Environmental Engineers Richard Renner Architects	Graphic Standards Bicycle Sign Types, Messages, and Locations82

	Directional Sign	Center and York	Facing northbound traffic on Center St	1
	Directional Sign	Center and York	Facing eastbound traffic on York St between Danforth and Center	1
	Directional Sign	Center and York	Facing westbound traffic on York St and Danforth	1
	Directional Sign	Park and St John	Facing westbound traffic on Park Ave at St John (may be a vehicular directional sign, tbd.)	1
	Directional Sign	Valley and Fore River Parkway	Facing trail traffic at intersection	1
	Directional Sign	Veterans Memorial Bridge	East end of bridge north side of crosswalk, parallel to trail, integrate with memorial	1
	Directional Sign	Fore River Parkway Trail	South side of crosswalk after old bridge (Valley St and West Commercial Street), parallel to trail	1
	Directional Sign	Fore River Parkway Trail	North side of crosswalk after old bridge (Valley St and West Commercial Street), parallel to trail	1
	Directional Sign	Fore River Parkway Trail	On fence at gate to Frederic St, parallel to trail	1
				TOTAL 34
	Type of Sign			Qty
	Confirmation/Turn Sign	Back Cove Trail	Facing eastbound traffic on Baxter at Forest Ave	1
	Confirmation/Turn Sign	USM	Facing westbound traffic on Baxter at Forest Ave	1
	Confirmation/Turn Sign	USM	Facing northbound traffic on Deering Ave at Bedford	1
	Confirmation/Turn Sign	Downtown	Facing westbound traffic on Bedford at Deering Ave - make Bedford 2 way for bikes	1
	Confirmation/Turn Sign	Bayside Trail	Near visitors center in Deering Oaks to help bikers navigate across State on sidewalks to Marginal Way	1
			Deering Oaks access road and State Street are one way toward each other and do not make a continuous route - access road needs to become 2 way for bikes for this to make sense	
	Confirmation/Turn Sign	Bayside Trail	On Kennebec eastbound directing onto Elm northbound to get to Bayside Trail	1
	Confirmation/Turn Sign	Old Port	On Congress St westbound directing onto Brown southbound to get to Old Port - part of loop	1
	Confirmation/Turn Sign	Old Port	On Brown southbound directing onto Free eastbound to get to Old Port - part of loop	1
	Confirmation/Turn Sign	Old Port	On Free eastbound directing onto Center southbound to get to Old Port - part of loop	1
	Confirmation/Turn Sign	Casco Bay Bridge	On York at State heading west to bridge	1
	Confirmation/Turn Sign	Eastern Promenade Trail	On Center southbound directing east on Commercial St	1
	Confirmation/Turn Sign	Tukey's Bridge	On Eastern Promenade at Washington Ave indicating use of crosswalk to new shared use path	1
	Confirmation/Turn Sign	Tukey's Bridge - Downtown	On Washington Ave along new shared use path at junction with Washington Ave	1
			Use double arrow	
	Confirmation/Turn Sign	Bayside Trail	On Washington Ave along new path at junction with new connector down hill to Bayside Trail	1
			If not by Portland Trails	
	Confirmation/Turn Sign	Bayside Trail	On Bayside Trail at intersection with new connector up hill to path at Washington Ave	1
			If not by Portland Trails	
	Confirmation/Turn Sign	Fore River Parkway Trail	On west end of Danforth at transition to shared use path heading west	1
	Confirmation/Turn Sign	Downtown	On west end of Danforth at transition to shared use path heading east	1
	Confirmation/Turn Sign	Downtown	Directing east up Danforth at intersection with Commercial and Fore River Parkway Trail	1
	Confirmation/Turn Sign	Downtown	Directing east to Fore River Parkway Trail from PTC Building	2
	Confirmation/Turn Sign	Portland Transportation Center	Directing west from Fore River Parkway Trail to PTC Building	2
	Confirmation/Turn Sign	Portland Transportation Center	Directing south onto Marston from Park Ave	1
			Marston would need to be 2 way for this to work	
	Confirmation/Turn Sign	Portland Transportation Center	Directing south onto Frederic from Marston	1
			Marston would need to be 2 way for this to work	
	Confirmation/Turn Sign	Downtown	Directing east onto Congress from Frederic	1
	Confirmation/Turn Sign	Fore River Parkway Trail	Directing southbound bikers onto transition from St John onto new shared use path at Valley	1
	Confirmation/Turn Sign	Parkside	Directing northbound bikers from transition from shared use path onto St John at Valley	1
				TOTAL 27

OUT OF PROGRAM			
Type of Sign	General Location	Location/Notes	Qty
Regional Bike Wayfinding Sign	South end of Tukey’s Bridge - on top	Southbound at intersection to Back Cove Trail and switchback to Eastern Prom Trail	1
Regional Bike Wayfinding Sign	North end of Casco Bay Bridge	Southbound of York St and bridge, facing outbound (southbound) traffic	1
Regional Bike Wayfinding Sign	North end of Casco Bay Bridge	North end of bridge in Portland, facing outbound (southbound) traffic	1
		Also at South end of bridge in South Portland, facing inbound (northbound) traffic	
USB1/ECG Markers	Commercial and Center	East and westbound on Commercial St	2
USB1/ECG Markers	Commercial and High	Designating turn from Commercial St to High St	2
USB1/ECG Markers	Commercial and High	Designating turn from High St to York Street	2
			TOTAL 9
Type of Sign	General Location	Location/Notes	Qty
Kiosk with Bike Routes Map	Transportation Center	In front of transportation center building - visible location near bicycle amenities	1
Kiosk with Bike Routes Map	Casco Bay Bridge	Difficult to determine appropriate location - suggested by committee	1
Kiosk with Bike Routes Map	Tukeys Bridge	Position on fence to intercept all southbound travelers over Tukey’s Bridge	1
Kiosk with Bike Routes Map	Portland Peninsula North Entr.	Intersection of Bayside Trail and Eastern Prom Trail at base of Loring Memorial Stairs	1
		By Portland Trails	
Kiosk with Bike Routes Map	Casco Bay Ferry Terminal	Casco Bay Ferry Terminal - visible location near bicycle amenities	1
Kiosk with Bike Routes Map	Veterans Bridge	East end of Veterans Bridge - to intercept all northbound travelers before decision point	1
			TOTAL 6

Portland Vehicular Wayfinding Plan	July 8, 2013	Designed and Submitted by:	Woodworth Associates Graphic Design and Communications	Richardson & Associates Landscape Architects	Wright Pierce Civil & Environmental Engineers	Graphic Standards Bicycle Sign Types, Messages, and Locations	84
				TY Lin International Transportation Consultants	Richard Renner Architects		

Next Steps

Next Steps - Implementation	Upon acceptance of the final recommendations and graphic standards the next step will be the actual implementation of the vehicular signs, pedestrian orientation signs, parking signs, and bicycle signs. This will require four additional phases of work that were not included in the original Scope of Work: 1. Select and Appoint Curatorial Committee Develop Criteria for Vehicular Sign Photography - Historic and Contemporary At least six months prior to the commencement of Sign Fabrication, the City of Portland will appoint and convene a group of appropriate representatives to review, select, and approve site specific photographs for consideration on the back of selected vehicular wayfinding signs in collaboration with City Staff and Woodworth Associates. Three examples of historic site specific photographs are shown on page 50. The Citizens Advisory Committee requested that contemporary photographs be used in addition to historic photographs of Portland. Our team would serve in an advisory role to the City of Portland. Potential photography sources may include but are not limited to: <i>Maine Historical Society, Greater Portland Landmarks, Portland Press Herald, Portland Public Art Committee, and contemporary photographers</i> 2. Bid Support & Fabrication Administration Woodworth Associates and team members, as required, typically, would assist with bid support including the identification and evaluation of qualified sign fabricators. In addition, we would review their respective services and products. Upon receipt and review of bids, in collaboration with the City, we would identify the best response, i.e., best qualifications and best price. We would also assist the City in evaluating the City’s in-house sign fabrication capabilities as they would apply to this project. Our team would also be prepared to advise and assist the City with possible phasing options for sign fabrication and installation, if required. Woodworth Associates would communicate with the sign fabricators to review services, documents, and initiate the sign fabrication process. We would expect to complete and review final sign mock-ups (@ actual size) of selected sign types and complete final layouts for pedestrian orientation maps for the Portland Peninsula and the Downtown upon approval of locations. We would also expect to review sign fabricator submittals including material and color samples, sign mock-ups, and shop drawings as needed, provide clarification sketches as needed, and monitor the installation process via selected site visits to ensure accurate implementation of design intent. Prior to fabrication and installation we would coordinate with the City and the selected sign fabricator about any power requirements. In addition, our team would review and address with the selected sign fabricator any structural concerns, i.e., wind loads, thermal, and seismic as well as any architectural components, i.e., kiosks. At conclusion of fabrication and installation, Woodworth Associates would prepare a punch list to document omissions, deficiencies, and quality control issues, if any, and would coordinate the revisions with the City staff(s), sign fabricators(s) and installer(s).
Portland Vehicular Wayfinding Plan July 8, 2013	Designed and Submitted by: Woodworth Associates Graphic Design and Communications Richardson & Associates Landscape Architects Wright Pierce Civil & Environmental Engineers TY Lin International Transportation Consultants Richard Renner Architects Next Steps - Implementation 86

3. Develop Maintenance Plan

There is nothing more debilitating than prominently displayed signs that are old, tired, discolored, and damaged. It is not good public policy or good business sense to have poorly maintained signs welcoming visitors to Portland. We recommend that the City of Portland develop a biannual maintenance plan for the ongoing care and upkeep of all signs. We would also recommend that the City manage the overall sign inventory on the Peninsula in an effort to reduce, remove, and replace signs as needed in an effort to reduce sign clutter. Our team would serve in an advisory role to the City of Portland.

4. Post-Installation Evaluation

We recommend that after a mutually agreed upon time, typically two months, the Planning and Design Team in collaboration with City Staff and PACTS review, evaluate, and if necessary, make recommendations to supplement and improve the Wayfinding Plan based on selected user feedback and field observations.

Appendix

Existing Conditions -
Selected Photographs

Rt. 295 South



Existing Conditions -
Selected Photographs

Rt. 295 @ Exit 5A South
and Exit 5 North



Existing Conditions -
Selected Photographs

Portland Transportation Center
at Fore River Parkway and
Congress Street



Existing Conditions -
Selected Photographs

Portland Transportation Center
at Fore River Parkway

Congress St. to/from Jetport



Existing Conditions -
Selected Photographs

Rt. 295 @ Exit 4 North



Existing Conditions -
Selected Photographs

Hoop Signs



Existing Conditions -
Selected Photographs

Route 295 Abutments
at Exits 6, 7 and
Fore River Parkway



Existing Conditions -
Selected Photographs

Parking Facilities

One of the goals of the Vehicular Wayfinding Plan was to direct visitors, safely and efficiently, to clearly identified parking facilities near their destinations.

As part of our research we document-ed many parking facilities in the City. While many of the garages and surface lots do currently have identification signs, most of the signs are mounted flush on the parking structure, and thus are not visible to vehicles passing down the street and by the facility.

We recommend, where conditions allow, the installation of a “common” and consistent sign (blue rectangle with white P - see page 47). It shall be mounted perpendicular to the street in order to be visible to vehicles. The current signs at the Temple Street Garage are a good example.

Gateway Garage
181 High St. (High St Entrance)

“P” Sign?: Yes

Park & Shop Sign?: No

Bike Accomodations?: Yes

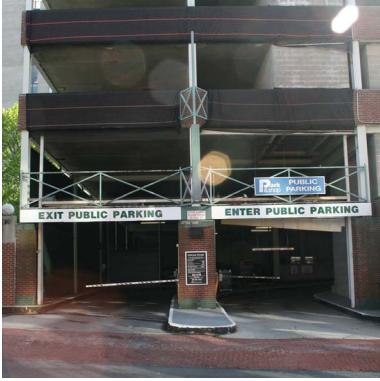


Gateway Garage
181 High St. (Forest Ave Entrance)

“P” Sign?: Yes

Park & Shop Sign?: No

Bike Accomodations?: Yes



Monument Square Parking
Cumberland and Brown St.

“P” Sign?: No

Park & Shop Sign?: No

Bike Accomodations?: No



Midtown Parking Lot
44 Free St.

“P” Sign?: No

Park & Shop Sign?: Yes

Bike Accomodations?: No



Existing Conditions -
Selected Photographs

Parking Facilities

Gateway Garage
181 High St. (High St. Entrance)

“P” Sign?: Yes

Park & Shop Sign?: No

Bike Accomodations?: Yes



Cumberland County Garage
Newbury St.

“P” Sign?: No

Park & Shop Sign?: Yes, on side of building obscured by tree foliage.

Bike Accomodations?: Yes



One City Center Garage
Monument Square (Monument Square Entrance)

“P” Sign?: Yes

Park & Shop Sign?: Yes

Bike Accomodations?: Yes



One City Center Garage
Monument Square (Free St. Entrance)

“P” Sign?: No

Park & Shop Sign?: No

Bike Accomodations?: Yes



Existing Conditions -
Selected Photographs

Parking Facilities

The Portland Public Market Garage
315 Cumberland Ave (Preble St. Entrance)

“P” Sign?: No

Park & Shop Sign?: Yes

Bike Accomodations?: Not visible



The Portland Public Market Garage
315 Cumberland Ave (Elm St. Entrance)

“P” Sign?: No

Park & Shop Sign?: Yes

Bike Accomodations?: Not visible.



Top of the Old Port Parking
Congress and Pearl St.

“P” Sign?: No (Yes as incorporated in other signage)

Park & Shop Sign?: No

Bike Accomodations?: No



Existing Conditions -
Selected Photographs

Parking Facilities

Temple St. Garage
11 Temple St.

“P” Sign?: Yes

Park & Shop Sign?: Yes

Bike Accomodations?: Yes



Fore St. Garage
419 Fore St.

“P” Sign?: No

Park & Shop Sign?: Yes

Bike Accomodations?: Yes



Spring St. Garage
45 Spring St. (Free St. Entrance)

“P” Sign?: Yes (temporary sign on ground)

Park & Shop Sign?: Yes

Bike Accomodations?: Yes

(documentation needed on the other, Spring St entrance to this garage).



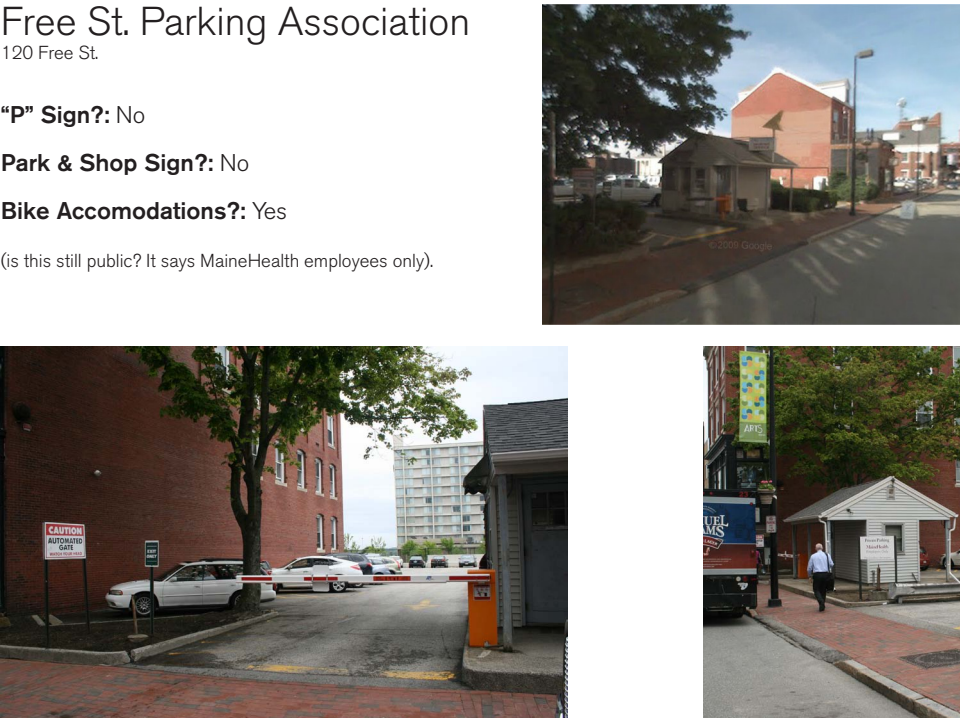
Free St. Parking Association
120 Free St.

“P” Sign?: No

Park & Shop Sign?: No

Bike Accomodations?: Yes

(is this still public? It says MaineHealth employees only).



Existing Conditions -
Selected Photographs

Parking Facilities

Casco Bay Garage
Commercial St. at Maine State Pier

“P” Sign?: No

Park & Shop Sign?: Yes

Bike Accomodations?: Yes



Ocean View Gateway Garage
Fore St. and India

“P” Sign?: Yes

Park & Shop Sign?: No

Bike Accomodations?: Yes



Custom House (Square) Garage
Pearl St.

“P” Sign?: No

Park & Shop Sign?: Yes

Bike Accomodations?: No



