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# A Wayfinding Plan for the Town of Falmouth

PHASE I

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JANUARY 2015

# Falmouth Wayfinding Plan

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*Prepared for:*

**Town of Falmouth**

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Town Hall  
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*Prepared by:*

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**DRAFT**  
1-20-2015

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### PROJECT STATEMENT

The Falmouth Wayfinding Project was developed in response to the community's stated desire to address and support the means by which to effectively guide visitors to their desired destinations. In seeking assistance for the development of such a program, the Town issued a Request for Proposals for Consulting Services to Develop a Design for a Community Wayfinding Program. This highlighted the project focus, which was to evaluate the town's existing wayfinding program and to *“develop a consistent and standardized wayfinding plan that will enable the Town to provide easily understood and comprehensive direction to visitors and residents.”* (From RFP)

The goal of the Town's wayfinding program is to provide consistent, attractive, and effective information that assists the traveling public in navigating efficiently to key destinations within the town. The system of signs and information is to reflect the needs and capabilities of the community in support of:

- Efficient local navigation
- Safe travel
- Access to community assets
- Community identity

The interdisciplinary planning and design firm LandWorks, of Middlebury, Vermont, was selected to develop the wayfinding program plan and the associated elements of that plan, which ranged from developing a community map, to vehicular and pedestrian signs to gateway designs for entry areas to the community.

The July 2011 Survey included these two responses which speak to Falmouth's position in the region and the need for wayfinding signage:

#### “Regional Issues -

Falmouth shares natural resources such as Highland Lake and Casco Bay with neighboring communities. It also shares major roadways such as Route 1, Route 100, Interstate 295 and the Maine Turnpike with its neighbors. In addition, Falmouth's proximity to Portland makes it well situated regionally for economic development in conjunction with neighboring Towns.”

*From the 2013 Comprehensive Plan, pg. 42*

“Access and signage about open space is critical for it to be utilized appropriately by the citizenry.” (p. 38); and “I believe that we will see an increase in pedestrian and bicycle traffic in the upcoming future, especially if our roads are safer and more conducive to alternative modes of transportation and with the increased emphasis on physical activity and fitness.” (p. 45).

*From the 2013 Comprehensive Plan*

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### WHAT IS WAYFINDING?

- Wayfinding literally means finding one's way to destinations.
- Wayfinding systems can include or incorporate:
  - Signs and information components - from street signs to kiosks;
  - Architectural and landscape elements (such as gateway structures and the use of landmarks in wayfinding);
  - Pedestrian, bicycle and transit infrastructure and amenities;
  - Maps and websites to include printed and electronic media;
  - People as guides, such as the Visitor Center staff person or the bus driver, or even a local resident assisting a visitor.

### ABOUT WAYFINDING

Wayfinding benefits a community in a number of ways. An effective wayfinding program, coupled with information elements and gateway designs can all work together to attract new business, enhance tourism, and improve the local quality of life. Signs are often the most visible component in a wayfinding program, but a coordinated system of logos, kiosks, maps, brochures, interpretive and educational elements, and even public art all contribute to a strong graphic identity and a distinct sense of place. An engaging and walkable downtown has much to offer the visitor. A town center in which people can easily find their destination and efficiently park their cars creates an atmosphere where visitors are encouraged to walk, shop, and learn about upcoming events and historical sites. This is the key to a town center that is vibrant and economically successful.

“Finding your way has never been more important. Getting places on time, with minimum stress, is more valuable than ever. Easy accessibility to services whether on foot, by public transit or by automobile is not just a matter of courtesy or common sense. It is an economic necessity.”

*Wayne Hunt, Designing & Planning Environmental Graphics*

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## RELEVANT INFORMATION

### Logo/Branding Development

Logo/Branding takes many forms. It is the opportunity to convey the memorable message and/or takeaway for visitors - it is both expectation and experience. Falmouth has an opportunity with its logo/branding - there are a number of elements which can and do convey Falmouth to the visitor: the landscape, ocean, farm land and hills; the open space network, hiking, biking, and sailing; and the community, parks, ice arenas, and the Town Landing.

Elements such as the gateway areas, banners and printed and electronic information can present and promote the Falmouth. The wayfinding system as a whole can convey this in more subtle and indirect ways.

### E-Mapping, Electronic Wayfinding and Sustainable Design

There is great promise for this aspect of communicating cultural, recreational and retail opportunities in a downtown or region. Already major destinations have begun to do this with smartphone applications, website options and other interesting programs. This is the next generation of wayfinding, and can be very useful as an additional program element, but will never entirely replace basic and traditional wayfinding methods.

Sustainable design methods are also being readily incorporated into wayfinding signs and elements. From audible messaging and tactile signing, to solar powered kiosks and directories, to selecting recycled metal and non-VOC paint finishes, there are a number of green design

initiatives that can and should be incorporated into wayfinding programs and downtown and city wide streetscape elements.

### Other Wayfinding Considerations

There are many potential components that should be considered for a town-wide wayfinding system. In the future, Falmouth can consider ways in which to integrate information, signing and even structures that facilitate walking, public transit, bike use, and interpretive/historic information. The goal is to create a seamless system of guidance and communication for getting around Falmouth and for understanding what it has to offer, for both visitors and residents.

Some of the different components to consider when creating the final wayfinding program for Falmouth include:

1. Street or district signs.
2. Village markers.
3. Maps, kiosks, and information signs.

## INTRODUCTION

LandWorks began the planning and design process for the wayfinding system with preliminary mapping, on the ground field study, and photography and analysis of existing conditions. As a key component of the project LandWorks and the Town of Falmouth developed multiple opportunities to collect public input and feedback. The analysis included a kick-off meeting with the project team, town officials and stakeholders, as well as informal discussion and interviews with local residents and business people in May 2014. During our initial site visit to Falmouth we also conducted a public workshop. A follow-up public meeting to present design options took place in July 2014. The results of the public workshop are outlined in the following section (results from the design options presentation follow the conceptual designs in the next section).

## OVERVIEW

Falmouth is a residential, seacoast community that serves as a service center. It is located east of Portland and, from a regional transportation perspective, is part of the Portland Area Transportation System (PACTS). It is home to sports complexes, an extensive trail system and open space network, three private golf courses, two business districts, and several commercial centers, the OceanView at Falmouth retirement complex, and the Town Landing. Updated wayfinding and information systems will help to address traffic and pedestrian safety, economic development, and distinguish Falmouth from its neighboring communities.

As a starting point for the analysis, LandWorks began with a look back at earlier studies and

plans that would guide and inform our efforts. These documents include the 2013 Falmouth Comprehensive Plan, the Route 1 Infrastructure Plan, the Town's website and related planning efforts of surrounding communities. The Town's 2010 Community Survey provided a wealth of background information and opportunities from the town's residents. Key statements include:

"Wayfinding signs in poor condition, not consistent and suffers from ineffective space placement."

"Town does not allow Maine DOT business directional sign system."

"Town area has 3 major federal highways through it, complicating wayfinding, but requiring directional information once off highway."

"Town is difficult to orient oneself within due to lack of landmarks and distinctive geography."

"Route 1 historically is auto-oriented, but presents opportunities for future development and density."

"Route 1 can be pedestrian-oriented and enhancements will facilitate its role as a town business/commercial center."

"Difficult to identify entry areas - need to establish town boundaries ("no sense of where Falmouth is as a town as you move about"\*)"

In addition, LandWorks found the following comments from the Falmouth Community Development Committee Meeting (Jan. 17, 2013)

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regarding Route 1 South Concept Infrastructure Plan noteworthy:

- Distinctive and coordinated gateway signage in the northbound and southbound directions does not identify and brand the corridor as Falmouth’s “village center”.
- There is an opportunity to not only brand the study area as the “village center”, but also brand the area as a “green street”, noting... increased walkability and multi-modal options.
- There are no information booths, maps and pedestrian-scaled wayfinding systems in the corridor.”

These statements were reinforced by early discussions with town officials and others involved in the Falmouth community who believed that multi-modal transportation, ease of travel, community character and sustainability are all critical concerns for the future of the town.

Photo Inventory: Existing Directional Signs



1. BUCKNAM - I-295 NB EXIT



5. FALMOUTH - BUCKNAM - MIDDLE



2. ROUTE 1 - BUCKNAM



6. FALMOUTH - ALLEN AVE EXTENSION



3. BUCKNAM - I-295 NB EXIT



7. FALMOUTH - WOODVILLE EB



4. ROUTE 1 - DEPOT



8. FALMOUTH - WOODVILLE WB



9. FALMOUTH - WINN



13. WINN NB



10. FALMOUTH - LEIGHTON



14. WINN SB



11. GRAY - LEIGHTON



15. WOODVILLE NB



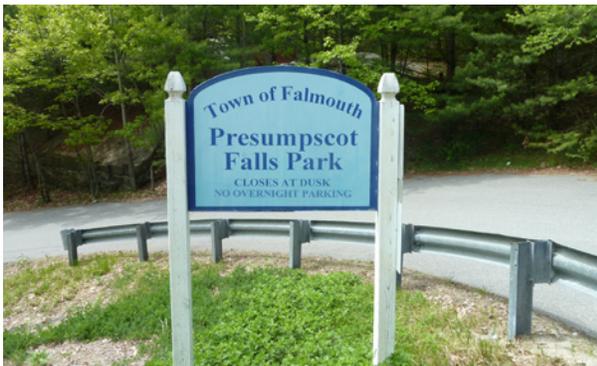
12. GRAY - MOUNTAIN



16. WOODVILLE SB

# Photo Inventory: Signs of Falmouth

## MUNICIPAL / PARK SIGNS



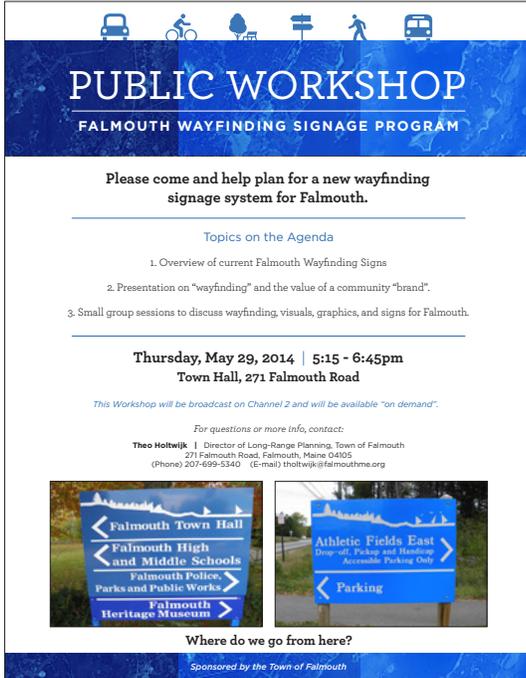
## DIRECTIONAL / INFORMATION SIGNS



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**DESTINATION / IDENTIFICATION SIGNS**





**PUBLIC WORKSHOP**  
FALMOUTH WAYFINDING SIGNAGE PROGRAM

Please come and help plan for a new wayfinding signage system for Falmouth.

Topics on the Agenda

1. Overview of current Falmouth Wayfinding Signs
2. Presentation on "wayfinding" and the value of a community "brand".
3. Small group sessions to discuss wayfinding, visuals, graphics, and signs for Falmouth.

**Thursday, May 29, 2014 | 5:15 - 6:45pm**  
Town Hall, 271 Falmouth Road

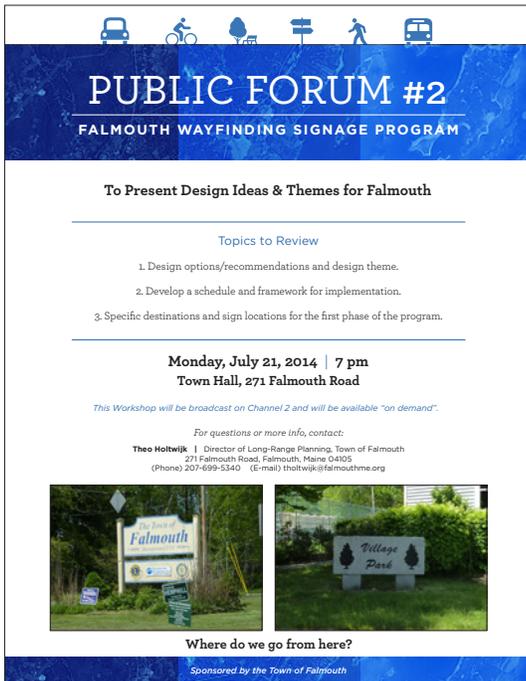
*This Workshop will be broadcast on Channel 2 and will be available "on demand".*

*For questions or more info, contact:*  
**Theo Holtwik** | Director of Long-Range Planning, Town of Falmouth  
271 Falmouth Road, Falmouth, Maine 04005  
(Phone) 207-699-5340 (E-mail) tholtwik@falmouthme.org



Where do we go from here?

*Sponsored by the Town of Falmouth*



**PUBLIC FORUM #2**  
FALMOUTH WAYFINDING SIGNAGE PROGRAM

To Present Design Ideas & Themes for Falmouth

Topics to Review

1. Design options/recommendations and design theme.
2. Develop a schedule and framework for implementation.
3. Specific destinations and sign locations for the first phase of the program.

**Monday, July 21, 2014 | 7 pm**  
Town Hall, 271 Falmouth Road

*This Workshop will be broadcast on Channel 2 and will be available "on demand".*

*For questions or more info, contact:*  
**Theo Holtwik** | Director of Long-Range Planning, Town of Falmouth  
271 Falmouth Road, Falmouth, Maine 04005  
(Phone) 207-699-5340 (E-mail) tholtwik@falmouthme.org



Where do we go from here?

*Sponsored by the Town of Falmouth*

## MEETING & WORKSHOP RESULTS

In our discussions and presentations we asked participants the following questions:

- Identify any current needs, challenges or deficiencies related to “getting around Falmouth” and accessing information regarding key local and visitor destinations.
- What is missing in the town in terms of existing signs and information, and identification of problem areas?
- What elements of a revised and upgrades wayfinding program should be considered in Falmouth?
- What are key visual and “placemaking components” of Falmouth?
- What do you consider to be the town’s brand or brand identity?

We gleaned from this activity a number of important insights, including but not limited to:

- There are no wayfinding points within the town, which makes giving directions to visitors very challenging.
- There are many park/open space networks throughout the town and should be emphasized.
- Walking and bicycling is important to residents but routes are difficult to follow.
- Falmouth has a diverse landscape that is currently represented in the logo on the existing signs. This representation is important to the Town and does not want to be lost.

- Residents highlight landscape, open space and conserved/natural areas as community assets.
- Key business locations to consider – Roads off Rt. 1, Tidewater Village/Clearview Dr., Fundy Rd. and Depot Rd.
- Gateways could be utilized to help create an identity for the town.
- Signs that are desired – Welcome sign with amenities, pedestrian signs on Rt. 1, replace existing signs, open space signs, kiosk at Rt. 1., and banners at Rt. 1; not in rural areas.
- New and additional signs will facilitate access to businesses and town assets.
- Creating an info site at Rt. 1 could help with moving visitors from one side of town to the other.
- Support for establishing a more effective systems of signs and related infrastructure (“We need something fresh and different to capture the character of the town”).

4. Town area has 3 major federal highways through it, complicating wayfinding, but requiring directional information once off highway.
5. Town is difficult to orient oneself within due to lack of landmarks and distinctive geography.
6. Route 1 historically is auto-oriented, but presents opportunities for future development and density.
7. Route 1 can be pedestrian-oriented and enhancements will facilitate its role as a town business/commercial center.
8. Difficult to identify entry areas – needs to establish town boundaries (“no sense of where Falmouth is as a town you move about”\*)
9. Walking and bicycling is important to residents but routes are difficult to follow.
10. Residents highlight landscape, open space and conserved/natural areas as community assets.
11. New and additional signs will facilitate access to businesses and town assets.
12. A wayfinding system will enhance/reinforce community identity.
13. Support for establishing a more effective system of signs and related infrastructure (“We need something fresh and different to capture the character of the town”\*\*)

## FINDINGS & OPPORTUNITIES

1. Town is fragmented, lacks distinctive character (although the current logo “mountains (hills) to sea” was mentioned several times as describing Falmouth (“Remind people they are in Falmouth”\*))
2. Wayfinding signs in poor condition, not consistent and suffers from ineffective placement.
3. Town does not allow DOT directional sign system.

*\*Comments from 2010 Town Survey*

*\*\*Comments from May Workshop*



Jim Hauptman, a Falmouth resident and Principal and CEO of Blaze, a branding and marketing firm in Portland, provided some graphic ideas and recommendations which informed and were incorporated into the design process for the wayfinding signs and Falmouth imagery.

## RECOMMENDATIONS

As a result of the finding and opportunities identified throughout the analysis and public process phase LandWorks developed the following recommendations for Falmouth's wayfinding system. The wayfinding system needs to:

1. Refresh town identity.
2. Develop complete family of wayfinding elements to include kiosks, gateway elements and banners.
3. Town needs "place markers" or orientation elements to reinforce cultural geography.
4. Comprehensive wayfinding map is needed to locate town facilities and assists, parking, transit and commercial centers.
5. Development and installation in phases.

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## SECOND PUBLIC MEETING

In July 2014 LandWorks and the Town of Falmouth held a second and final public meeting to present the initial wayfinding system design concepts. The presentation briefly reviewed the project process and goals, early feedback, and preliminary recommendations before moving on to show conceptual designs. As part of the ongoing effort to engage Falmouth's residents in the project process and to allow opportunities for feedback the Town broadcast this presentation on their local television station and posted it on their website so residents and stakeholders unable to attend the meeting could watch the presentation and provide comments at a later date. Key feedback included:

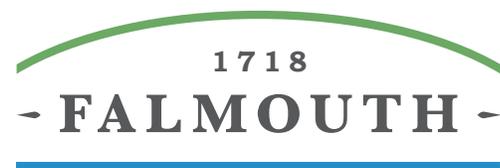
- Sailboat looks like shark fin or teepee.
- Trees or mills could work to balance out water.
- Don't overemphasize natural theme.
- How do we get the villages on the signs?
- Districts (for business centers added)
- Sign scale could be an issue
- Signs are too close to road, too big
- Too much, single sign for vehicular directional smaller
- Like the trees/ship, different uses for stationary
- What about businesses?
- Put the Town name on every sign?
- Concern about visual clutter
- Cost



1. The “traditional” theme incorporated the Town seal graphic.



2. Examples of identity concepts presented as part of the “landscape” theme.



3. Graphic concept based on “Typographic” theme.

## IDENTITY DESIGN OPTIONS

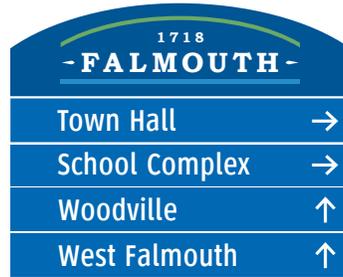
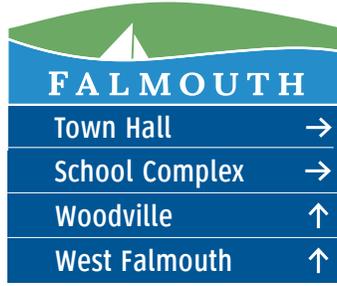
Three themes were considered for developing an identity for Falmouth, and they were presented as graphic concepts:

1. Traditional
2. Landscape
3. Typographic

The idea for the traditional theme was to take a traditional and already recognizable element, such as the town seal, and give it a few enhancements.

The landscape theme was inspired by the previous design of the land and sea on the existing wayfinding signs. The design relies on graphics forms and recognizable elements and icons to create a visual interpretation of the town’s interesting landscape.

The final identity theme, typographic, is a simple and straightforward approach that relies mostly on the town name and incorporation date. With the use of typography and color, this theme creates a town identity without becoming too much of a logo or brand.

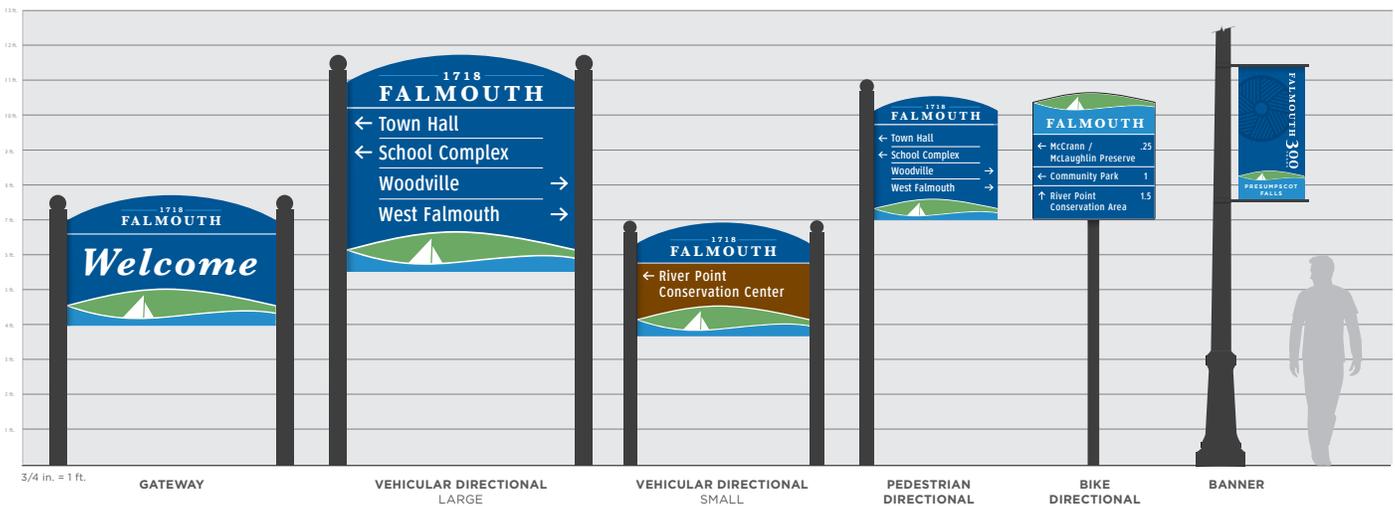


*CONCEPTUAL SIGN DESIGNS*

To the left are a few examples of sign design concepts presented to the Town of Falmouth that incorporate the three identity design themes.

Below is a preliminary wayfinding family design including:

- Gateway sign
- Large Vehicular Directional
- Small Vehicular Directional
- Pedestrian Directional
- Bike Directional
- Banner



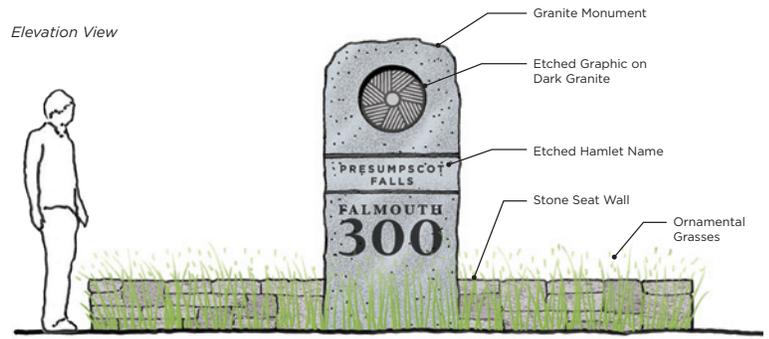
**CONCEPTUAL VILLAGE MARKER DESIGNS**

As a way to celebrate the Town’s upcoming 300th anniversary and to create “place markers”, LandWorks presented various village marker concepts as a part of the wayfinding plan.

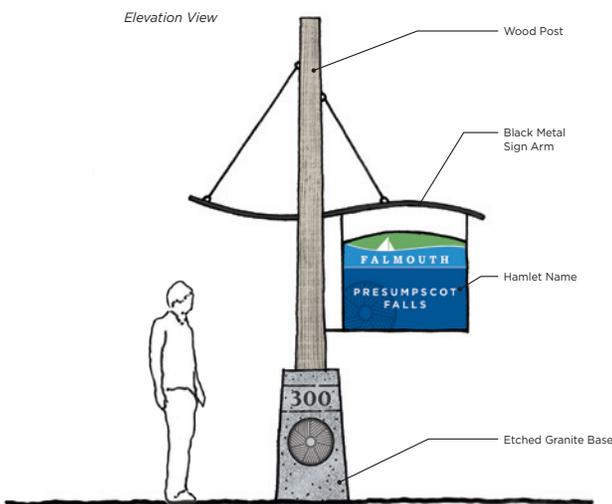
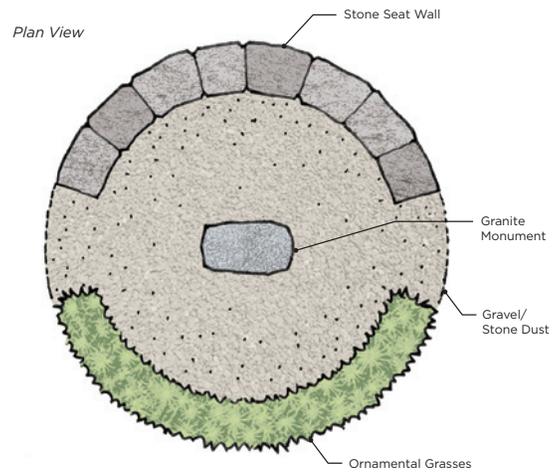
These village markers are inspired by original mile markers and residents’ desire for a sense of history and community. They can serve as markers of both time and place.

With opportunities for memorials, engraving, and plaques, these markers give the 7 historic villages or hamlets of Falmouth a chance to represent their own unique history.

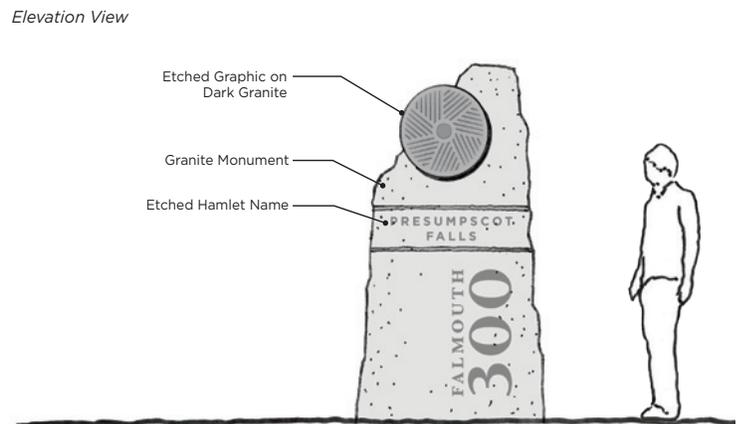
Local Falmouth historian, Ms. Marge Devine, provided guidance and information that inspired this particular initiative.



Option 1: Rectangular with Graphic Inlay

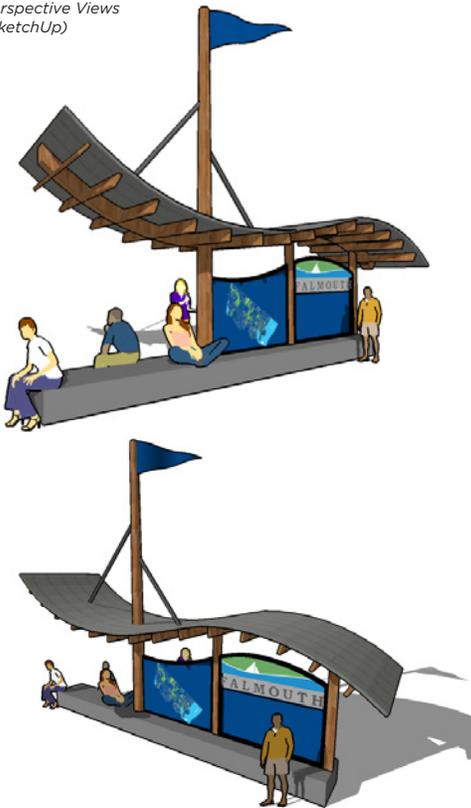


Option 3: Mast with Hanging Sign

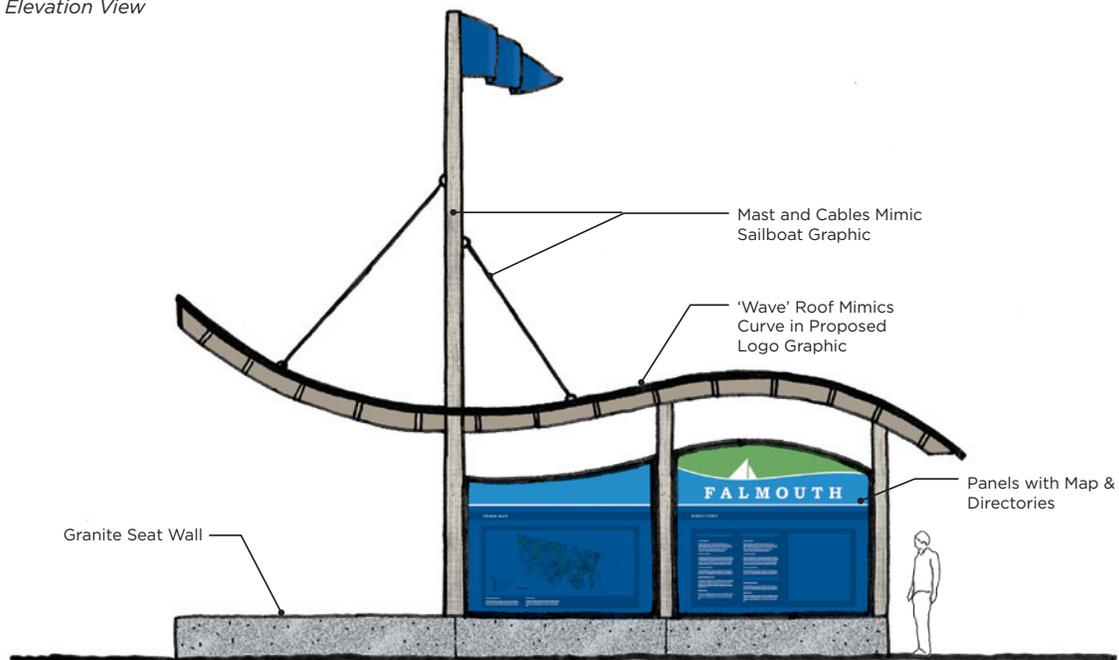


Option 2: Irregular with Protruding Graphic

Perspective Views  
(SketchUp)



Elevation View



Mast with Overhang Shelter and Info Panels

(Note: Graphics shown on info panels are for representative purposes only, and can be adjusted/changed.)

### CONCEPTUAL KIOSK DESIGN

Our kiosk concept was designed with the following goals in mind:

- Must have strong visual presence to compete with a busy commercial streetscape environment.
- Present a design opportunity to reinforce new town logo/identity.
- Present an opportunity to create a pedestrian amenity that provides seating and shelter, while being a hub for local information about the town and local business.

# Simulations

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Sign D.6 - Falmouth Road - Vehicular  
Directional Concept

**BEFORE**



**AFTER**



Route 1 - Vehicular & Pedestrian  
Directional with Light Post and Banner

**BEFORE**



**AFTER**



## Final Design & Specifications

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Based on public feedback and City council direction, LandWorks 1) developed options for the landscape graphic, 2) explored typographic options, 3) revisited sign types and sizes, 4) revised the kiosk designs, and 5) review placements and costs.

After a few waves of revisions, a final wayfinding design and plan was developed. The following pages include the designs and specifications for the signs included in the wayfinding family:

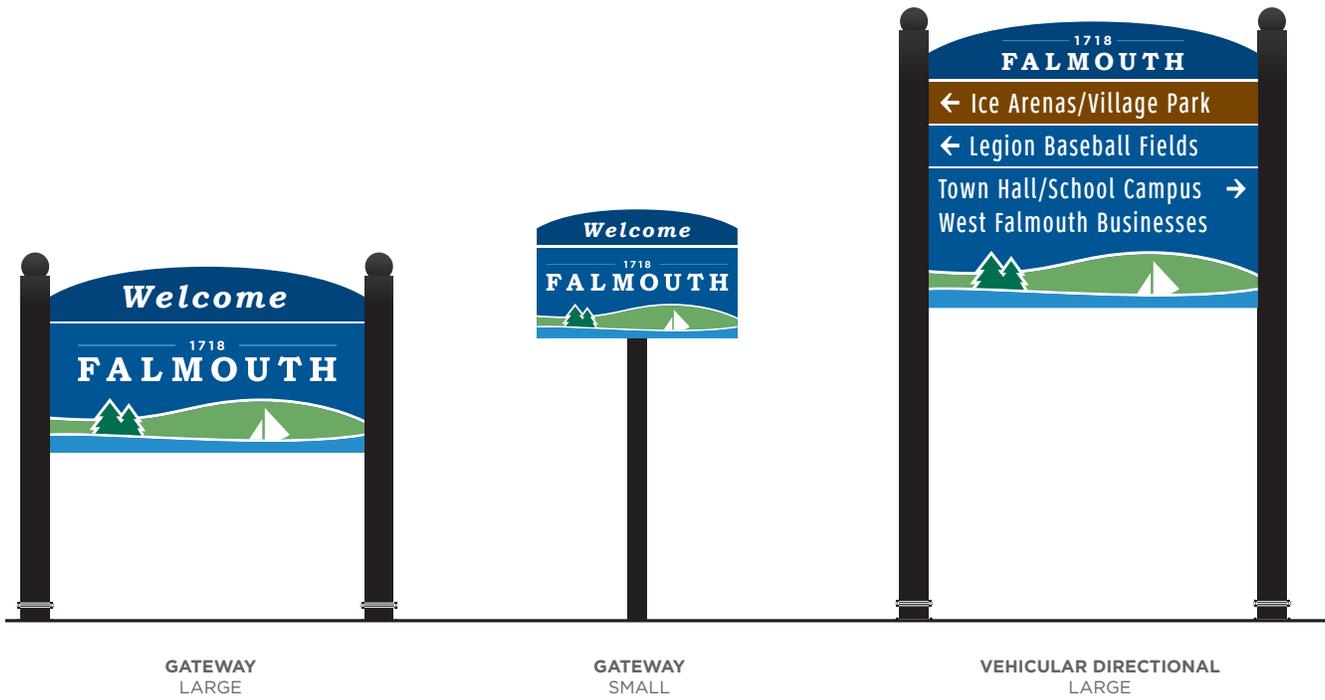
- Large Gateway
- Small Gateway
- Large Vehicular Directional
- Small Vehicular Directional

The final wayfinding design and specifications also includes a conceptual pedestrian directional sign.

A bicycle directional sign was developed for the Greater Portland region by PACTS through a separate design process. Funding and installation of these signs will be the responsibility of PACTS. This sign has been included to show the full spectrum of proposed signage.

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Full Sign Family





OPTION A VEHICULAR  
DIRECTIONAL  
SMALL



OPTION B VEHICULAR  
DIRECTIONAL  
SMALL



BIKE DIRECTIONAL  
AS DEVELOPED BY PACTS



PEDESTRIAN DIRECTIONAL



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## Graphic Standards

### Color Swatches



**(C1)** Pantone 295 C  
C: 100 M: 57 Y: 0 K: 40



**(C2)** Pantone 294 C  
C: 100 M: 58 Y: 0 K: 21



**(C3)** Pantone 3005 C  
C: 100 M: 34 Y: 0 K: 2



**(C4)** Pantone 3005 C @ 90%  
C: 77 M: 32 Y: 3 K: 0



**(C5)** Pantone 363 C  
C: 68 M: 0 Y: 100 K: 24



**(C6)** Pantone 363 C @ 80%  
C: 63 M: 13 Y: 79 K: 1



**(C7)** Pantone 342 C  
C: 100 M: 0 Y: 71 K: 43



**(C8)** Pantone 469 C  
C: 0 M: 52 Y: 100 K: 62



**(C9)** Black

### Typography



Clearview Highway

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0**



Bookman Old Style

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0**



Gotham - Bold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0**

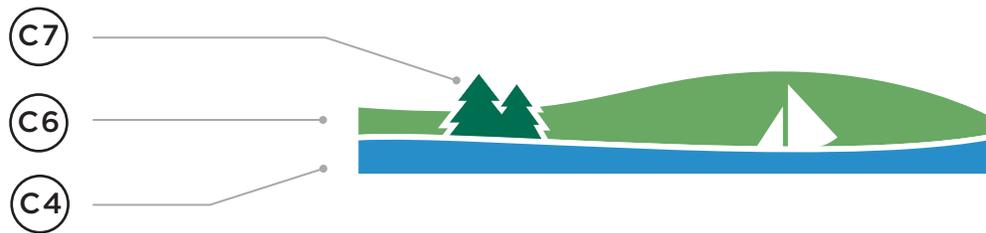
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Town Identity



Landscape Graphic

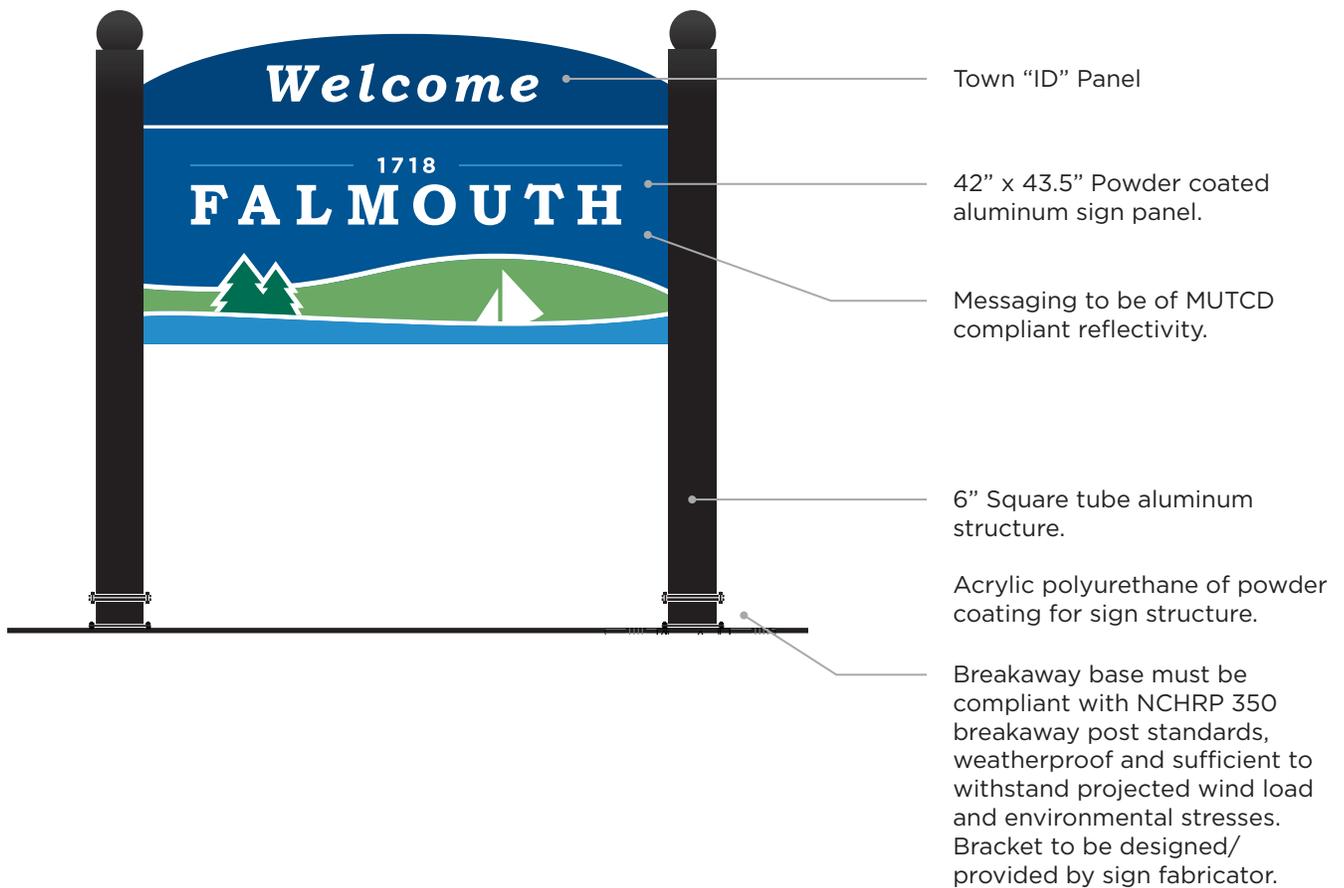


Arrows

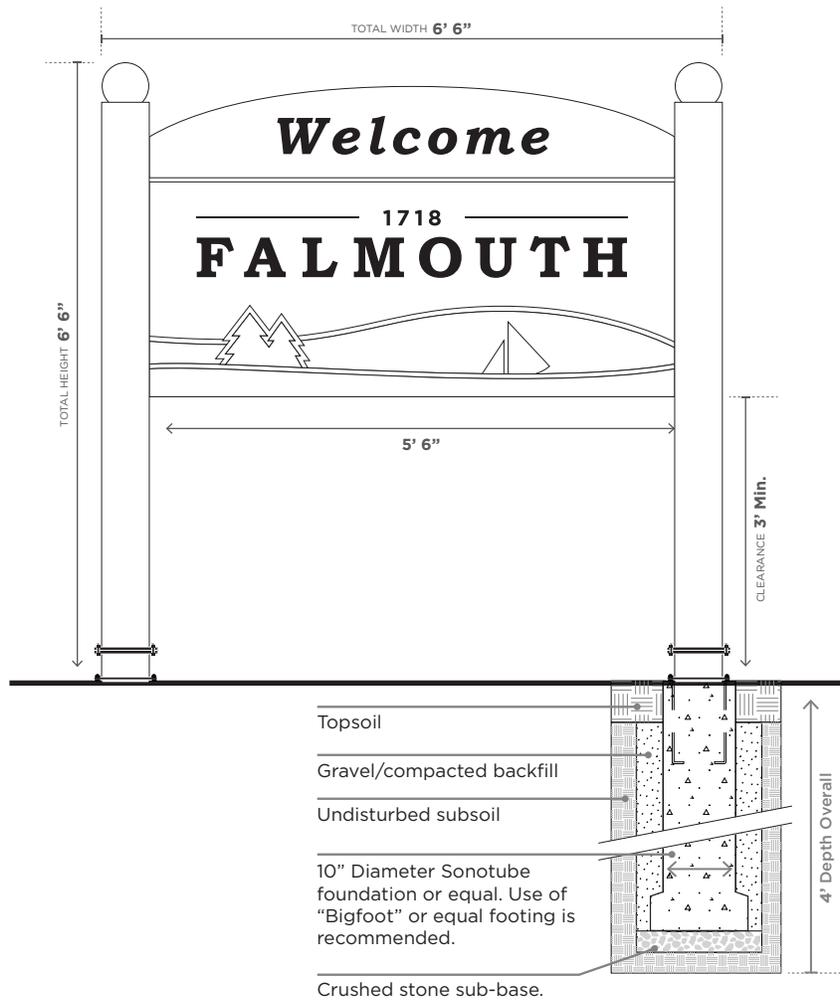


Large Gateway  
BASIC STANDARDS

SCALE: 1/2" = 1'



PANEL WIDTH 5' 6"  
PANEL HEIGHT 3' 3"

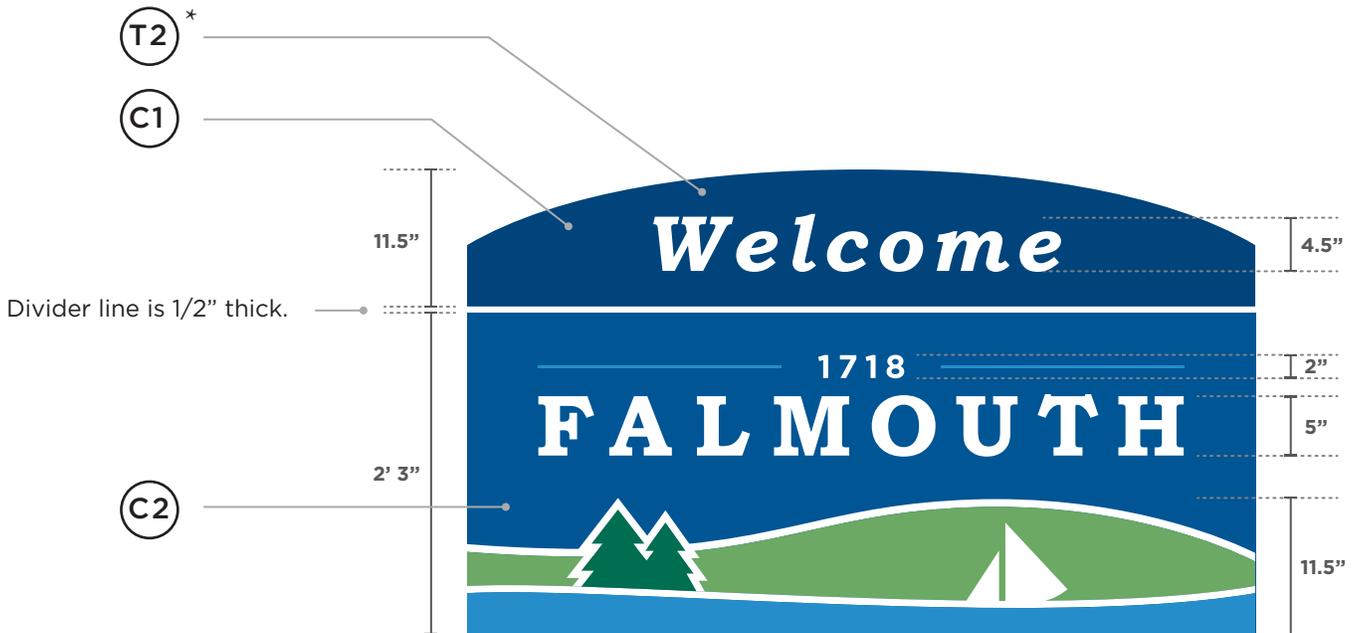


## Large Gateway

SCALE: 3/4" = 1'

### PANEL MESSAGING & GRAPHICS

**NOTE:** Retro-reflectivity standards for background colors will need to be reviewed with Maine DOT, and within the parameters of the MUTCD, as appropriate.



Details for Town Identity and Landscape graphic can be found on Pg. 23 in the Graphic Standards section.

\* TYPEFACE: Bookman Old Style - Bold Italic

#### GRAPHICS

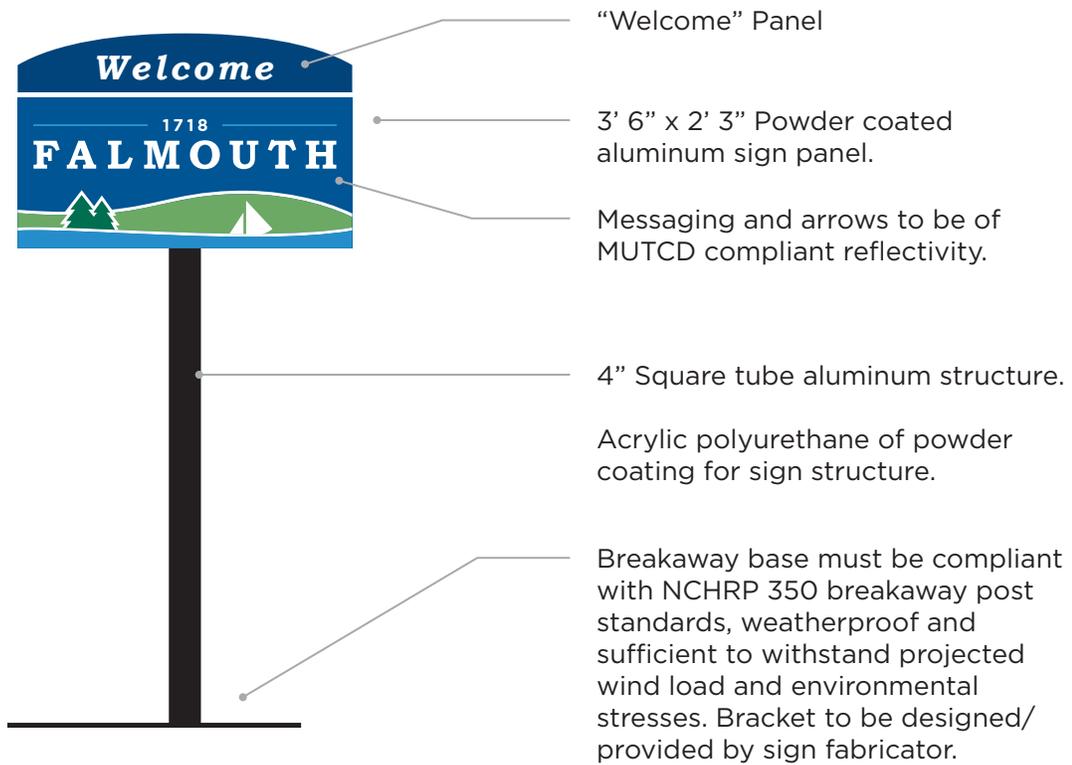
Sign messaging and graphics shall be fabricated from 3M Diamond Grade Retro-Reflective Vinyl Material or equal. Application of all separate vinyl elements shall reflect the design intent and dimensions of the drawings and applied evenly and completely without bubbles, cuts, or irregularities.

#### PANELS

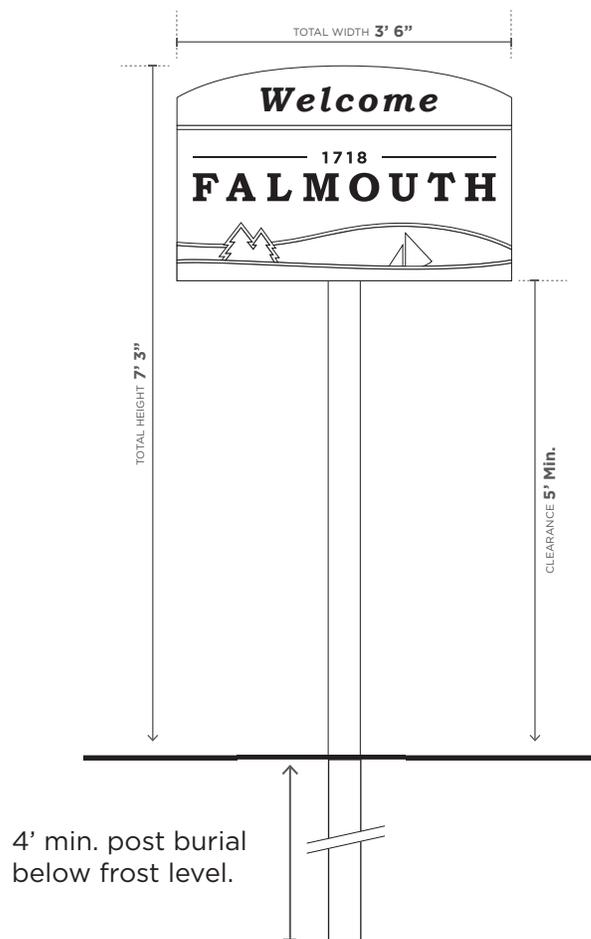
Sign panels are to be fabricated from .125" aluminum panels or equivalent and painted in the panel colors as set forth in the detailed drawings that are part of this set of specifications. The backside of all panels shall be painted blue.

#### FINISH

Paint shall be Matthews Acrylic Polyurethane or equal and applied in accordance with manufacturers instructions to include primer and finish coats to ensure maximum durability. All painting to be sealed with 2 coats of Clear Coat. Color specifications and layout for the panels are provided in this drawing set.

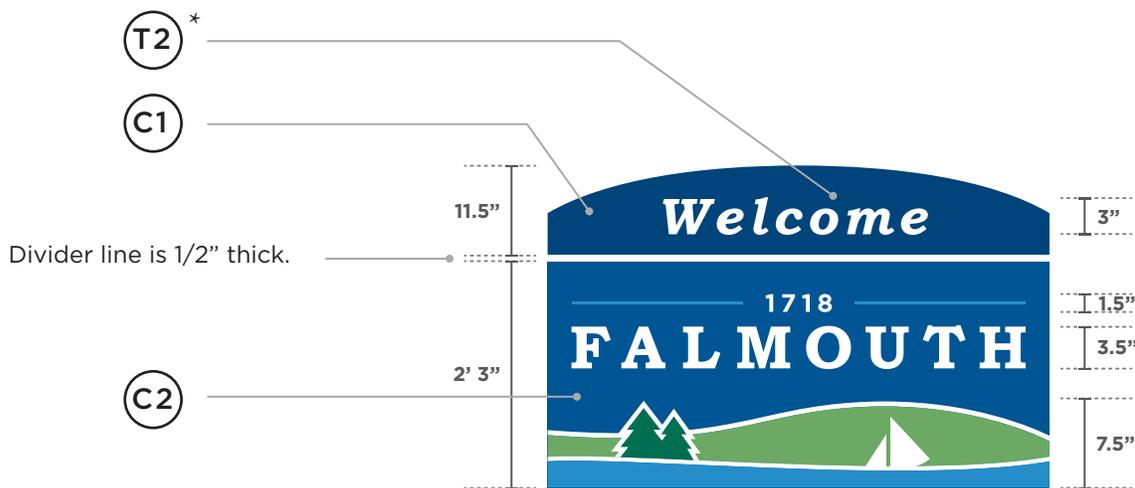


PANEL WIDTH **3' 3"**  
PANEL HEIGHT **2' 3"**



PANEL MESSAGING & GRAPHICS

**NOTE:** Retro-reflectivity standards for background colors will need to be reviewed with Maine DOT, and within the parameters of the MUTCD, as appropriate.



Details for Town Identity and Landscape graphic can be found on Pg. 23 in the Graphic Standards section.

\* TYPEFACE: Bookman Old Style - Bold Italic

**GRAPHICS**

Sign messaging and graphics shall be fabricated from 3M Diamond Grade Retro-Reflective Vinyl Material or equal. Application of all separate vinyl elements shall reflect the design intent and dimensions of the drawings and applied evenly and completely without bubbles, cuts, or irregularities.

**PANELS**

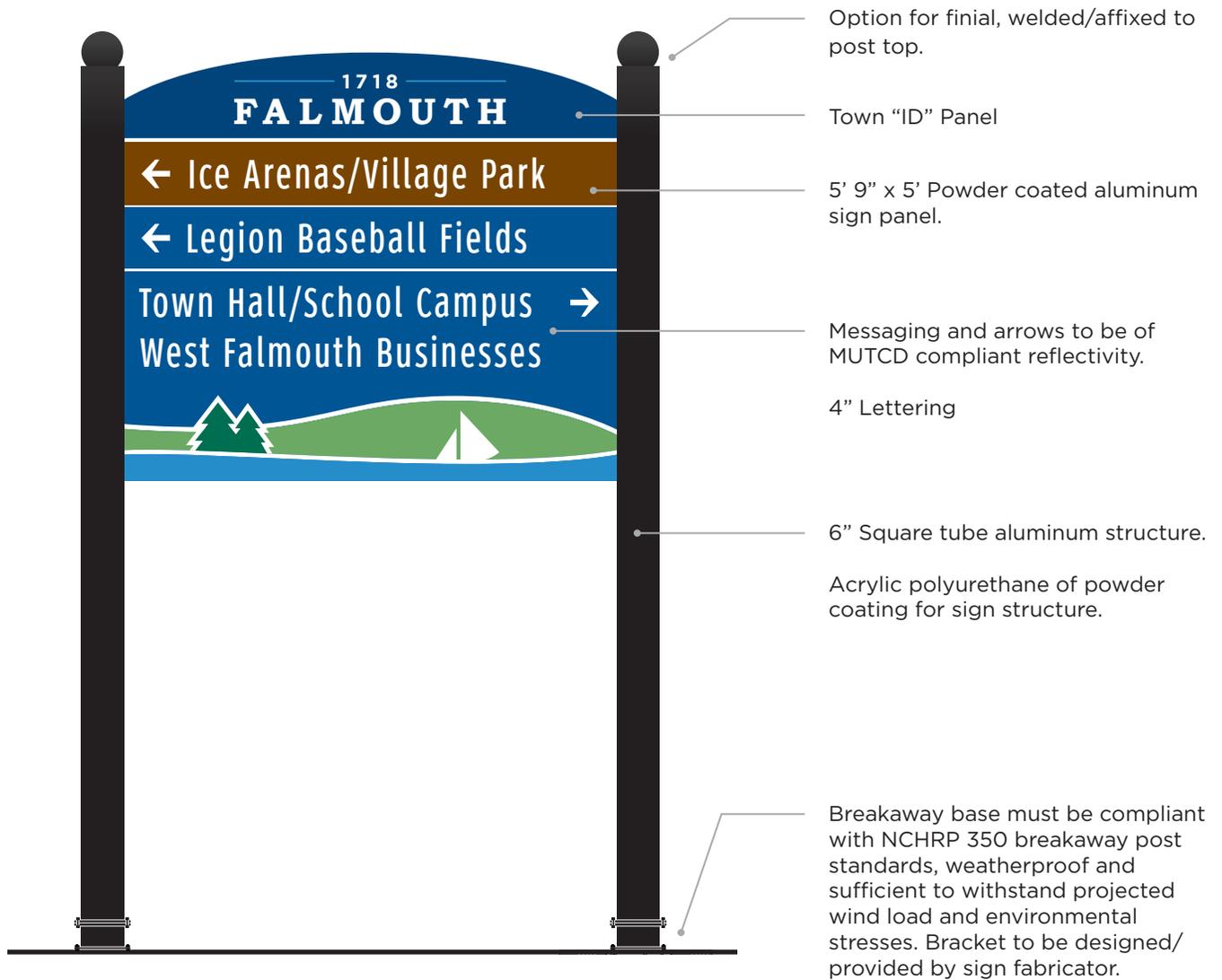
Sign panels are to be fabricated from .125" aluminum panels or equivalent and painted in the panel colors as set forth in the detailed drawings that are part of this set of specifications. The backside of all panels shall be painted blue.

**FINISH**

Paint shall be Matthews Acrylic Polyurethane or equal and applied in accordance with manufacturers instructions to include primer and finish coats to ensure maximum durability. All painting to be sealed with 2 coats of Clear Coat. Color specifications and layout for the panels are provided in this drawing set.

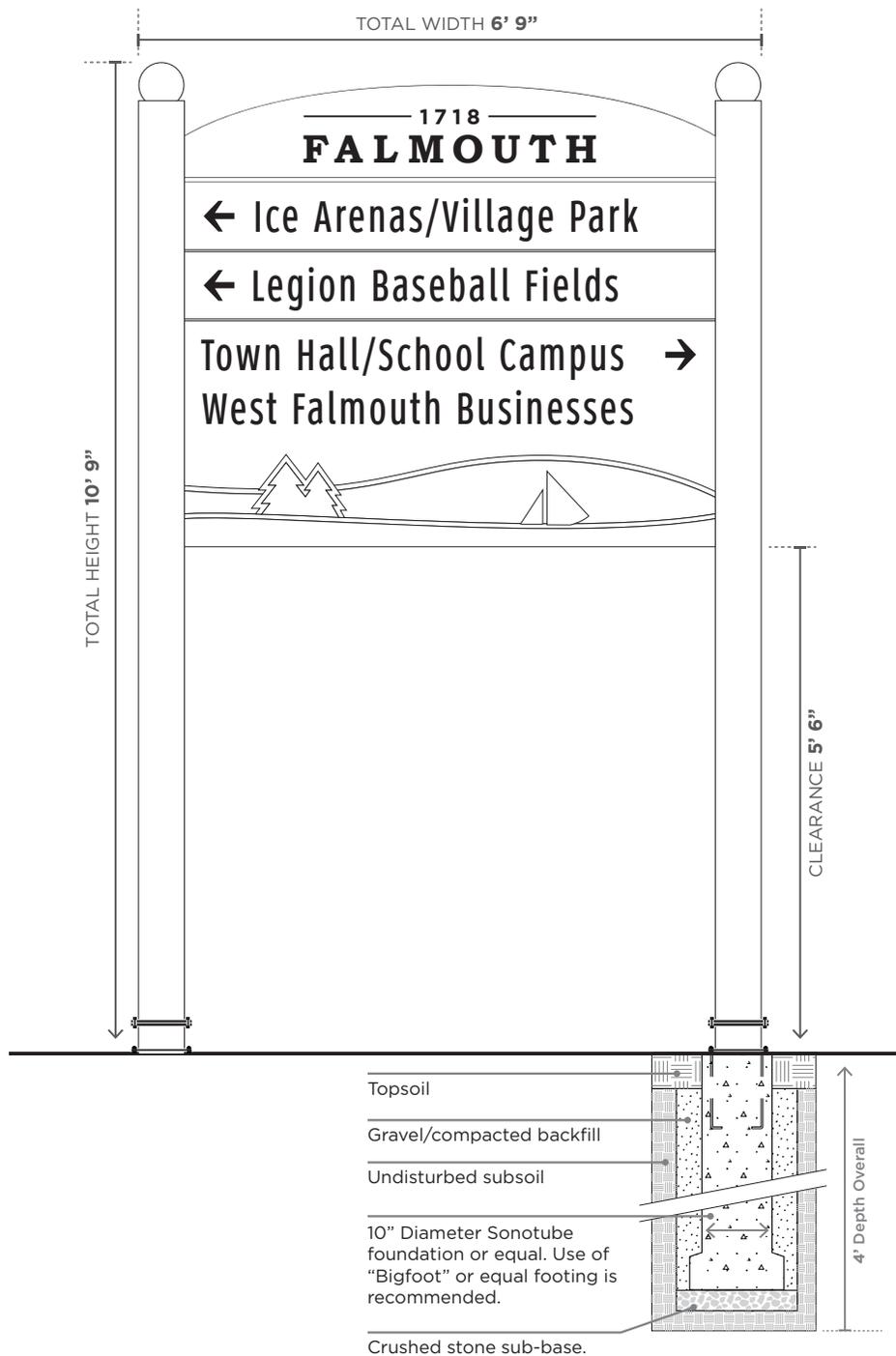
Large Vehicular Directional  
BASIC STANDARDS

SCALE: 1/2" = 1'



PANEL WIDTH 5' 9"

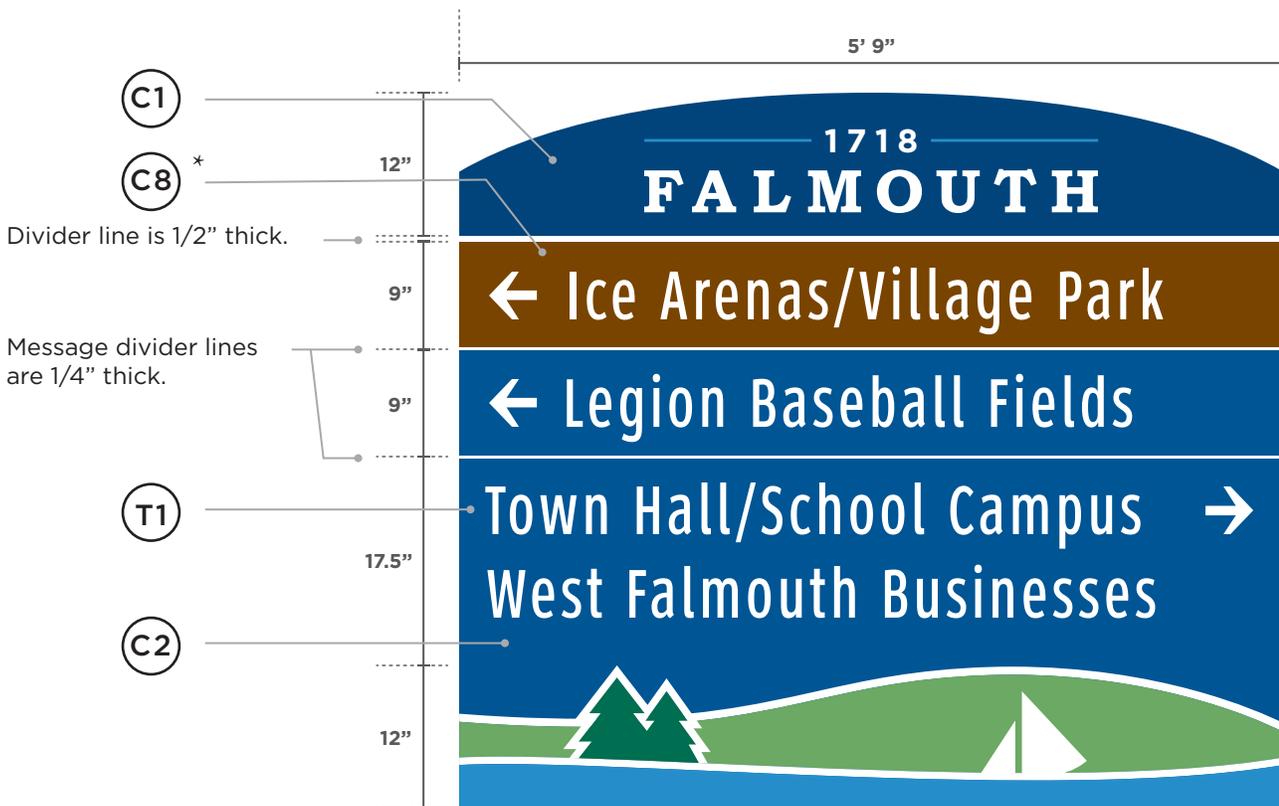
PANEL HEIGHT 5'



Large Vehicular Directional  
**PANEL MESSAGING & GRAPHICS**

SCALE: 3/4" = 1'

**NOTE:** Retro-reflectivity standards for background colors will need to be reviewed with Maine DOT, and within the parameters of the MUTCD, as appropriate.



Details for Town Identity and Landscape graphic can be found on Pg. 23 in the Graphic Standards section.

\* Color C8 is to be used as a background color for selected outdoor/park destinations.

**GRAPHICS**

Sign messaging and graphics shall be fabricated from 3M Diamond Grade Retro-Reflective Vinyl Material or equal. Application of all separate vinyl elements shall reflect the design intent and dimensions of the drawings and applied evenly and completely without bubbles, cuts, or irregularities.

**PANELS**

Sign panels are to be fabricated from .125" aluminum panels or equivalent and painted in the panel colors as set forth in the detailed drawings that are part of this set of specifications. The backside of all panels shall be painted blue.

**FINISH**

Paint shall be Matthews Acrylic Polyurethane or equal and applied in accordance with manufacturers instructions to include primer and finish coats to ensure maximum durability. All painting to be sealed with 2 coats of Clear Coat. Color specifications and layout for the panels are provided in this drawing set.

**SINGLE MESSAGE**  
WITH LEFT/STRAIGHT ARROW



**SINGLE MESSAGE**  
WITH RIGHT ARROW

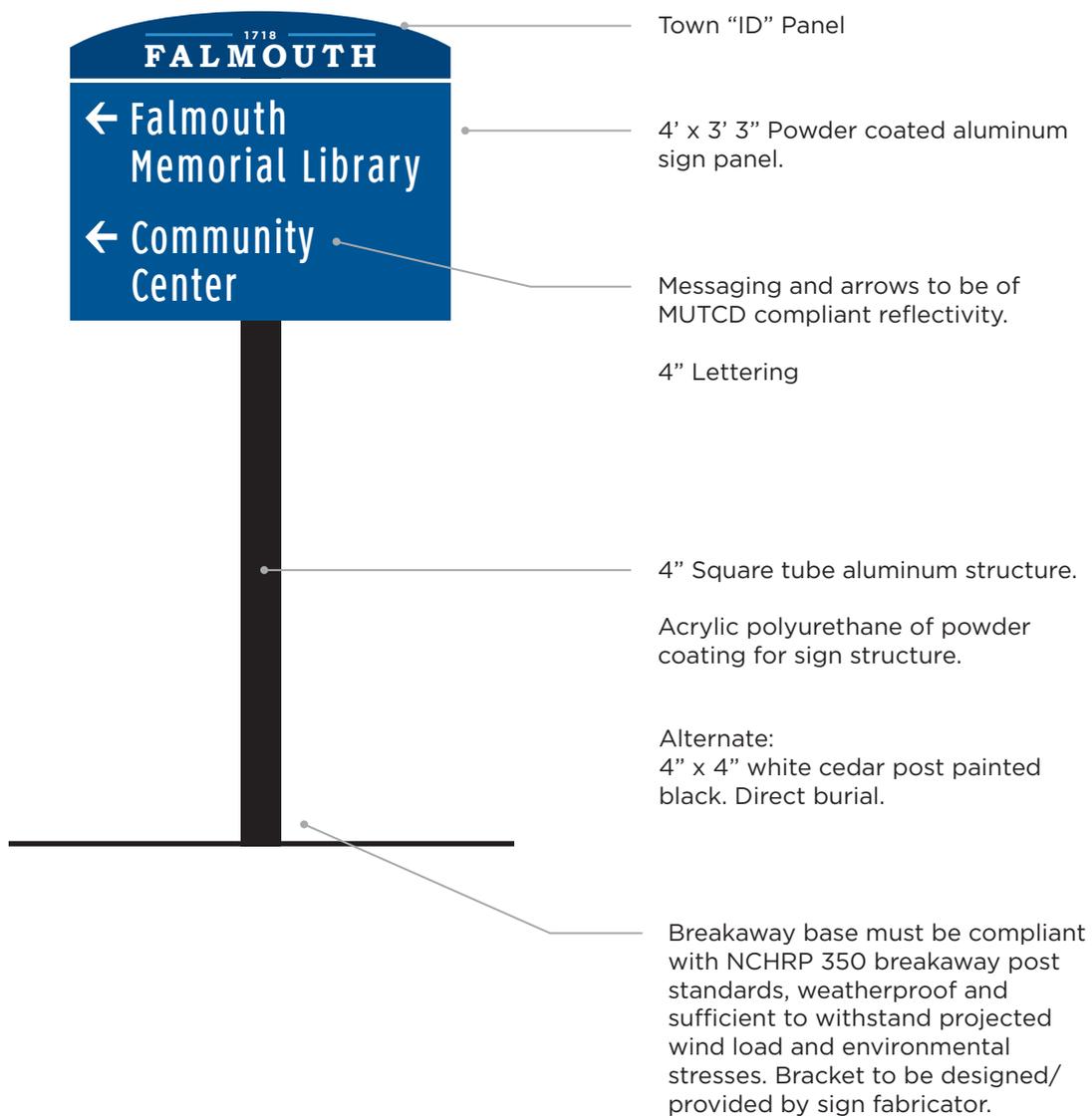


**MULTIPLE MESSAGES**  
WITH LEFT ARROW



Small Vehicular Directional  
BASIC STANDARDS

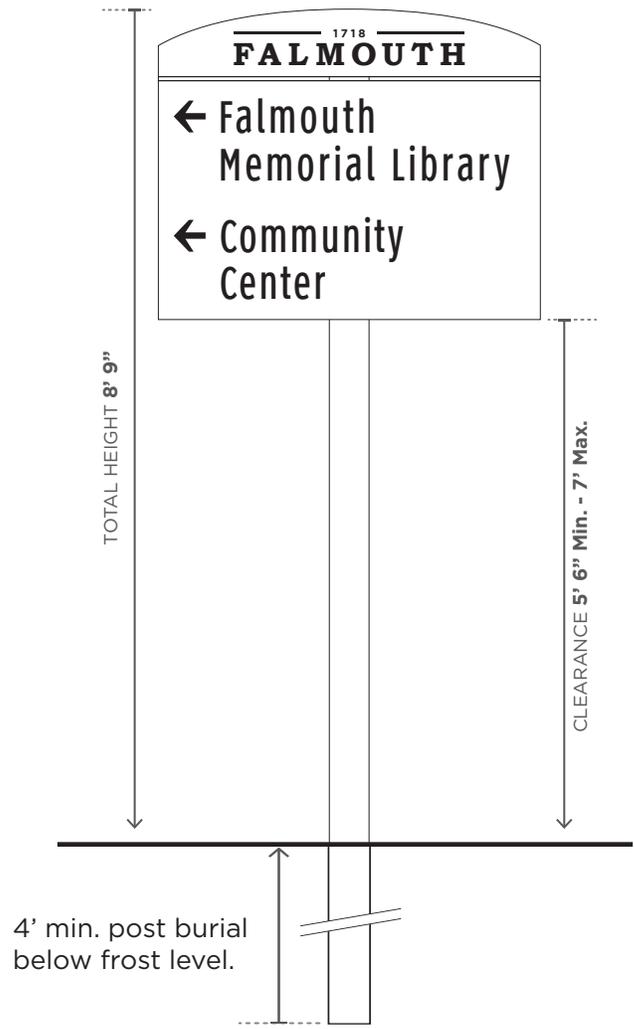
SCALE: 1/2" = 1'



Small Vehicular Directional  
PANEL MESSAGING & GRAPHICS

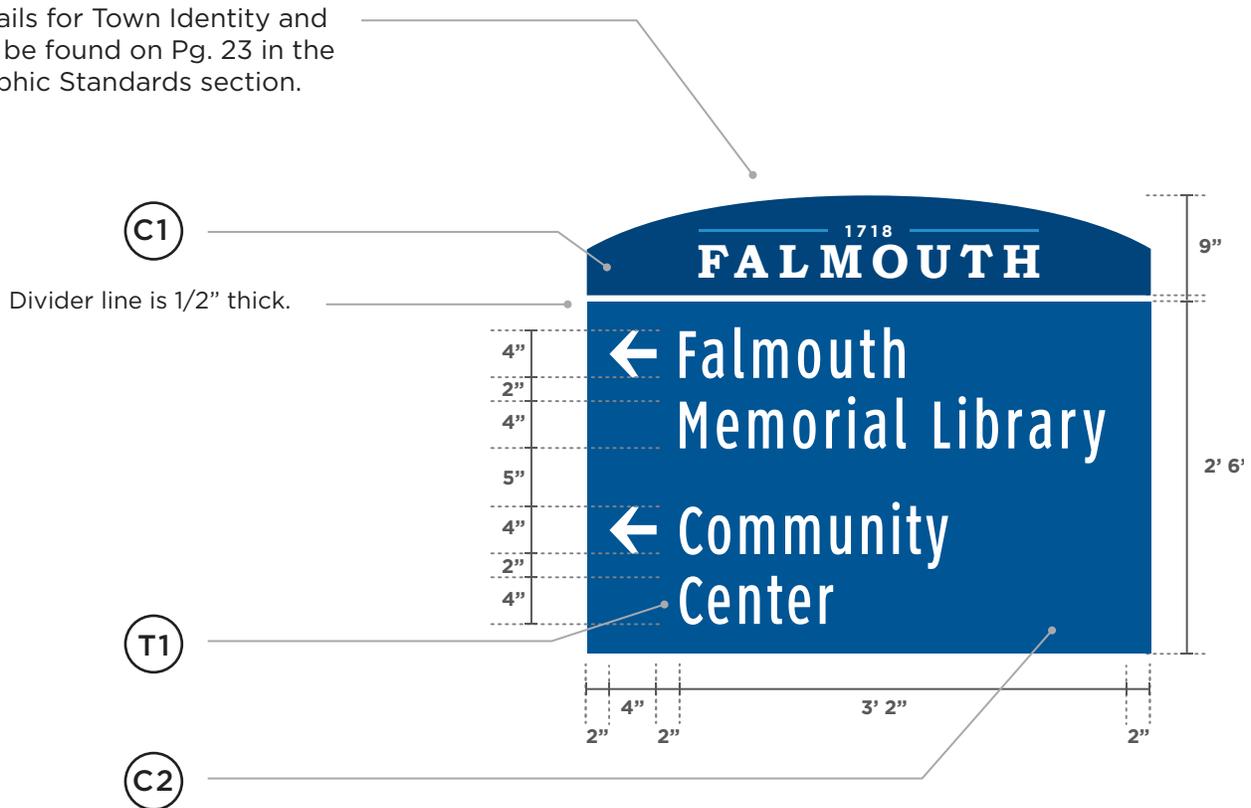
SCALE: 3/4" = 1'

PANEL WIDTH 4'  
PANEL HEIGHT 3' 3"



**NOTE:** Retro-reflectivity standards for background colors will need to be reviewed with Maine DOT, and within the parameters of the MUTCD, as appropriate.

Details for Town Identity and can be found on Pg. 23 in the Graphic Standards section.



**GRAPHICS**

Sign messaging and graphics shall be fabricated from 3M Diamond Grade Retro-Reflective Vinyl Material or equal. Application of all separate vinyl elements shall reflect the design intent and dimensions of the drawings and applied evenly and completely without bubbles, cuts, or irregularities.

**PANELS**

Sign panels are to be fabricated from .125" aluminum panels or equivalent and painted in the panel colors as set forth in the detailed drawings that are part of this set of specifications. The backside of all panels shall be painted blue.

**FINISH**

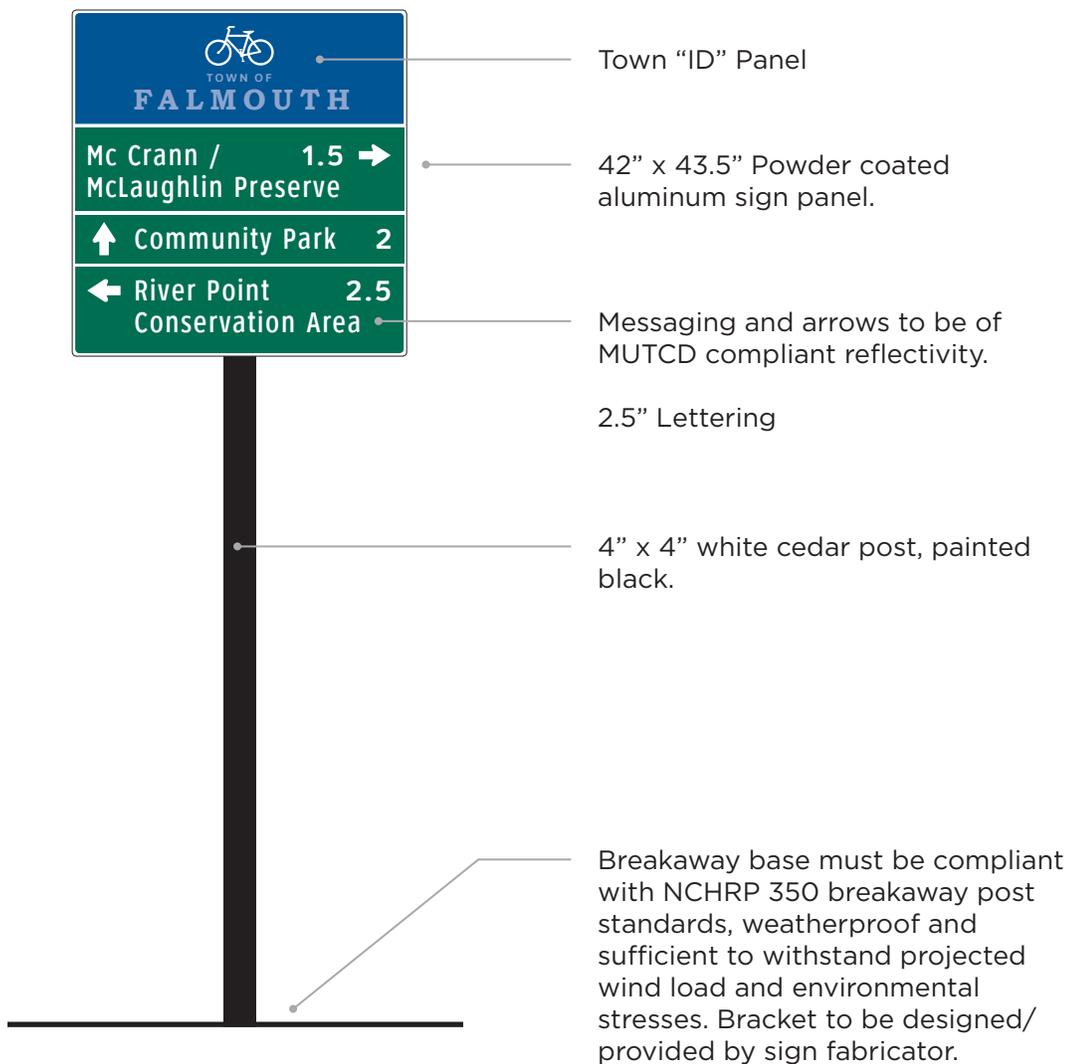
Paint shall be Matthews Acrylic Polyurethane or equal and applied in accordance with manufacturers instructions to include primer and finish coats to ensure maximum durability. All painting to be sealed with 2 coats of Clear Coat. Color specifications and layout for the panels are provided in this drawing set.

# Bicycle Directional

SCALE: 1/2" = 1'

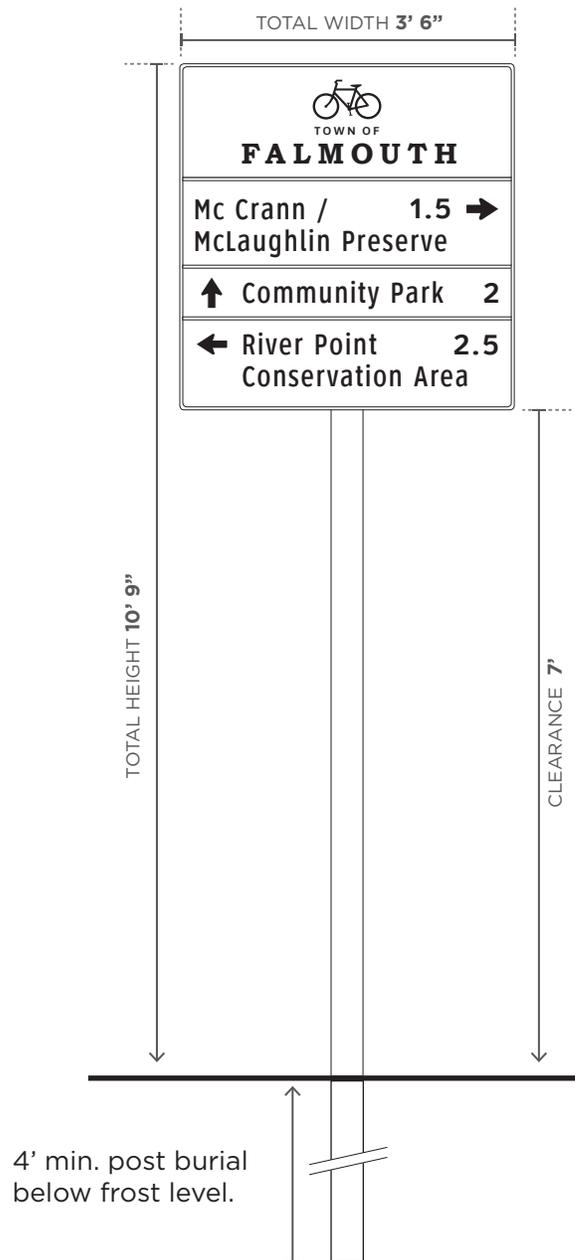
## BASIC STANDARDS

**NOTE:** The Portland Area Comprehensive Transportation System (PACTS) has developed a bicycle wayfinding system independent of Falmouth's proposed new wayfinding plan. The bicycle directionals are shown with the Falmouth designs to indicate that the systems will be coordinated. The key element graphically will be that the bicycle signs will include at the top the "Falmouth" wording using the same typeface proposed for the Falmouth system overall. PACTS will be responsible for funding, implementing and managing the bicycle system.



**NOTE:** The Portland Area Comprehensive Transportation System (PACTS) has developed a bicycle wayfinding system independent of Falmouth’s proposed new wayfinding plan. The bicycle directionals are shown with the Falmouth designs to indicate that the systems will be coordinated. The key element graphically will be that the bicycle signs will include at the top the “Falmouth” wording using the same typeface proposed for the Falmouth system overall. PACTS will be responsible for funding, implementing and managing the bicycle system.

PANEL WIDTH **3’ 6”**  
PANEL HEIGHT **3’ 7.5”**



# Bicycle Directional

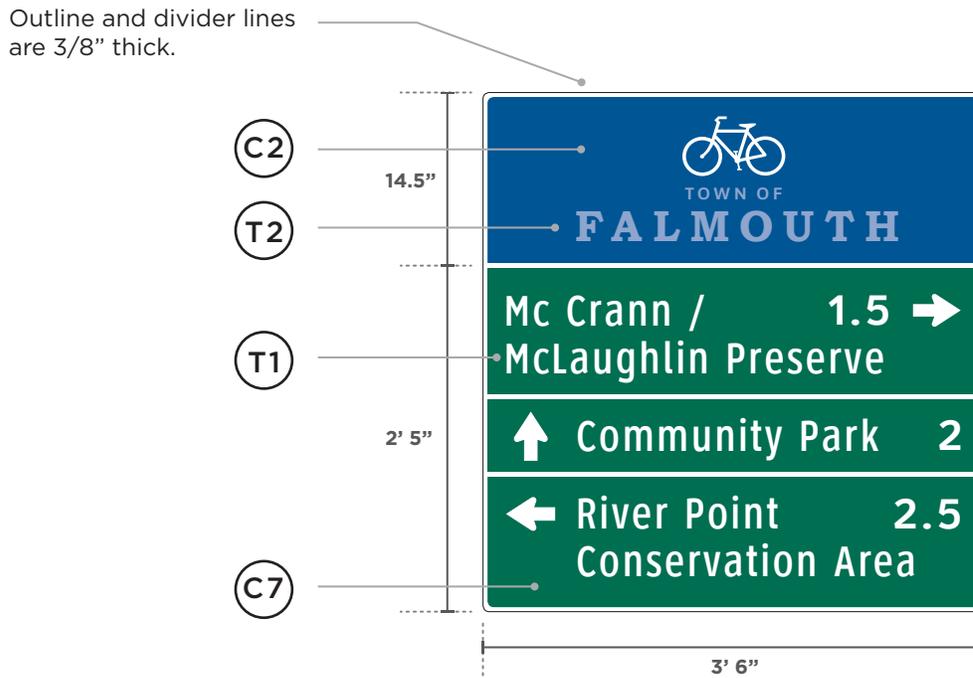
## PANEL MESSAGING & GRAPHICS

SCALE: 3/4" = 1'

**NOTE:** The Portland Area Comprehensive Transportation System (PACTS) has developed a bicycle wayfinding system independent of Falmouth's proposed new wayfinding plan. The bicycle directionals are shown with the Falmouth designs to indicate that the systems will be coordinated. The key element graphically will be that the bicycle signs will include at the top the "Falmouth" wording using the same typeface proposed for the Falmouth system overall. PACTS will be responsible for funding, implementing and managing the bicycle system.

Retro-reflectivity standards for background colors will need to be reviewed with Maine DOT, and within the parameters of the MUTCD, as appropriate.

Sign messaging for reference only.



### GRAPHICS

Sign messaging and graphics shall be fabricated from 3M Diamond Grade Retro-Reflective Vinyl Material or equal. Application of all separate vinyl elements shall reflect the design intent and dimensions of the drawings and applied evenly and completely without bubbles, cuts, or irregularities.

### PANELS

Sign panels are to be fabricated from .125" aluminum panels or equivalent and painted in the panel colors as set forth in the detailed drawings that are part of this set of specifications. The backside of all panels shall be painted blue.

### FINISH

Paint shall be Matthews Acrylic Polyurethane or equal and applied in accordance with manufacturers instructions to include primer and finish coats to ensure maximum durability. All painting to be sealed with 2 coats of Clear Coat. Color specifications and layout for the panels are provided in this drawing set.

**NOTE:** The Portland Area Comprehensive Transportation System (PACTS) has developed a bicycle wayfinding system independent of Falmouth’s proposed new wayfinding plan. The bicycle directionals are shown with the Falmouth designs to indicate that the systems will be coordinated. The key element graphically will be that the bicycle signs will include at the top the “Falmouth” wording using the same typeface proposed for the Falmouth system overall. PACTS will be responsible for funding, implementing and managing the bicycle system.

**SINGLE LINE MESSAGE  
WITH STRAIGHT/LEFT ARROW**

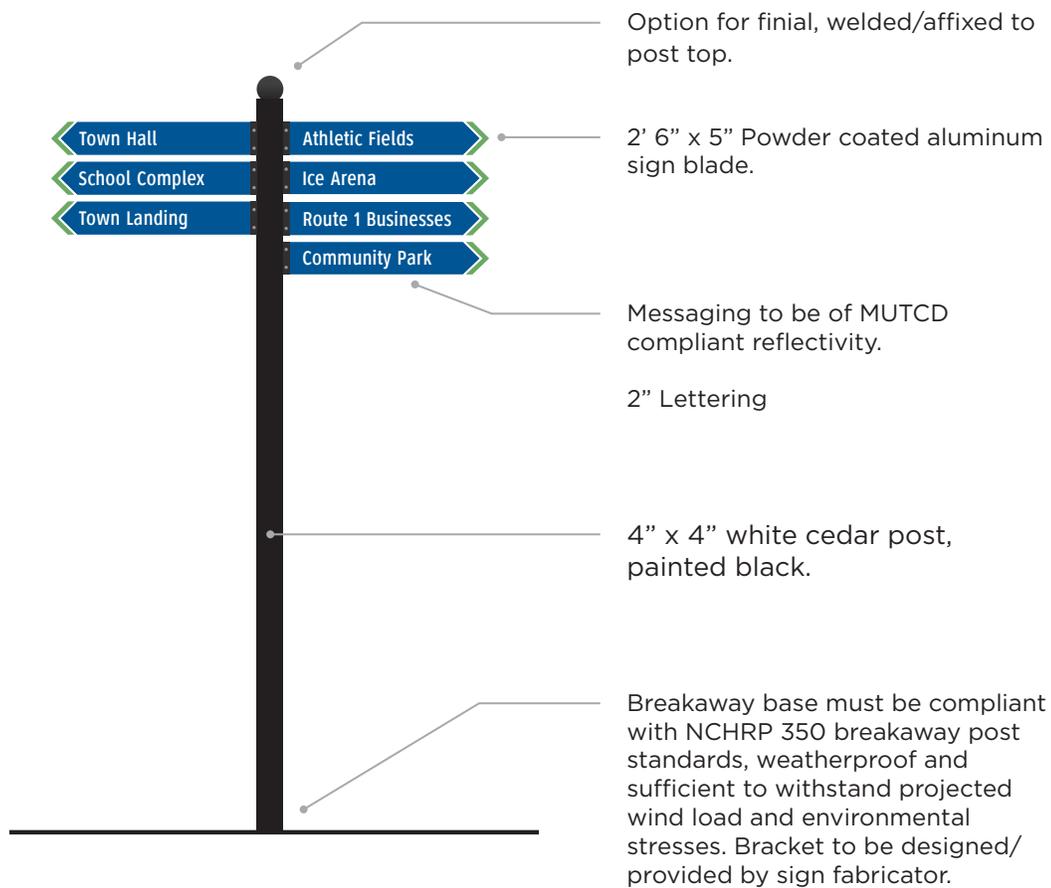


**SINGLE LINE MESSAGE  
WITH RIGHT ARROW**

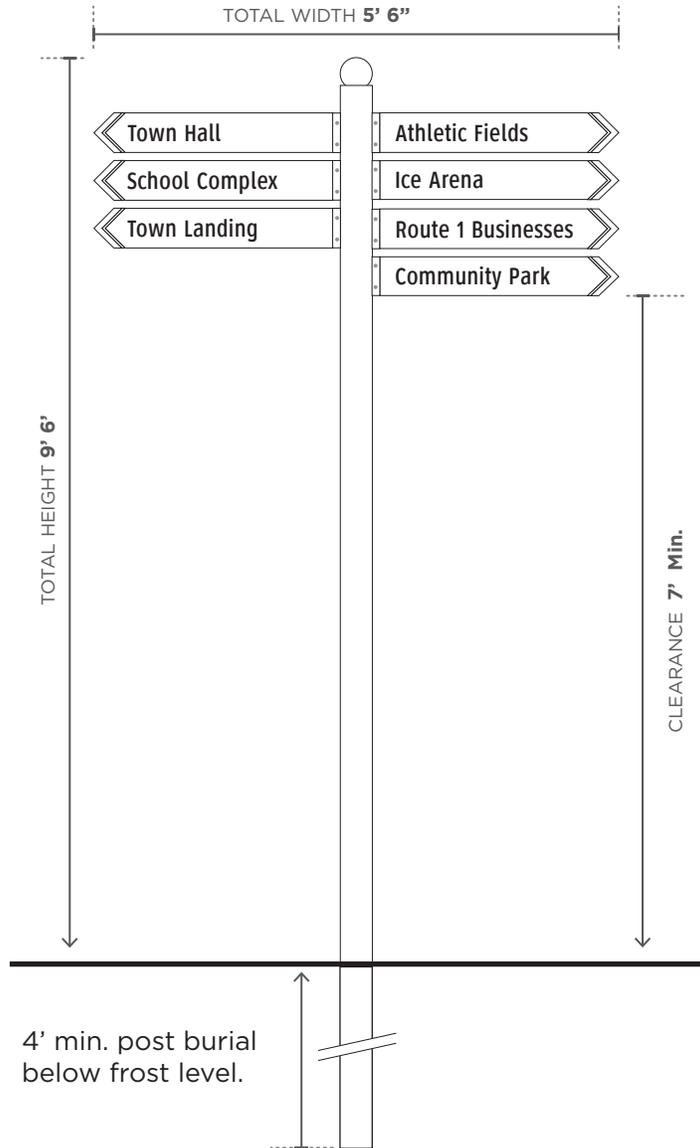


**DOUBLE LINE MESSAGE  
WITH RIGHT ARROW**



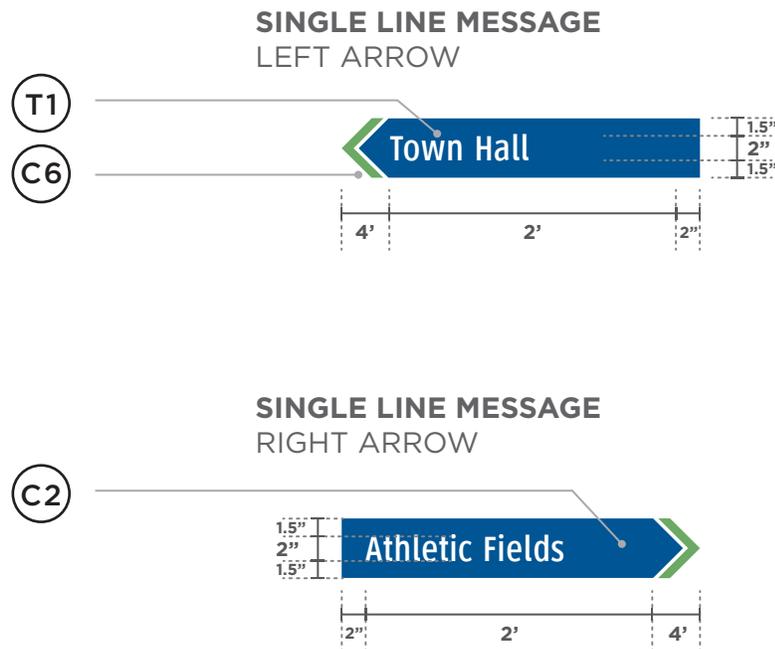


BLADE WIDTH 2' 6"  
BLADE HEIGHT 5"



**NOTE:** Retro-reflectivity standards for background colors will need to be reviewed with Maine DOT, and within the parameters of the MUTCD, as appropriate.

Sign messaging for reference only.



**GRAPHICS**

Sign messaging and graphics shall be fabricated from 3M Diamond Grade Retro-Reflective Vinyl Material or equal. Application of all separate vinyl elements shall reflect the design intent and dimensions of the drawings and applied evenly and completely without bubbles, cuts, or irregularities.

**PANELS**

Sign panels are to be fabricated from .125" aluminum panels or equivalent and painted in the panel colors as set forth in the detailed drawings that are part of this set of specifications. The backside of all panels shall be painted blue.

**FINISH**

Paint shall be Matthews Acrylic Polyurethane or equal and applied in accordance with manufacturers instructions to include primer and finish coats to ensure maximum durability. All painting to be sealed with 2 coats of Clear Coat. Color specifications and layout for the panels are provided in this drawing set.

## 1. Sign Design and Fabrication

### 1.1 Sign Panels

Sign panels are to be fabricated from .125" aluminum panels or equivalent and painted in the panel colors as set forth in the detailed drawings that are part of this set of specifications. The backside of all panels shall be painted in the corresponding blue as the front.

### 1.2 Sign Frames and/or Backing Boards

A frame or backing board shall be fabricated out of aluminum material of suitable gauge and include welded or attached sign connection brackets to connect the sign panels to the vertical sign posts of the sign structure. Contractors and fabricators shall be responsible for and confirm that the final frame and backing board construction is structurally sufficient to accommodate signs and wind loading.

### 1.3 Sign Panel and Post Painting

Paint shall be powder coated or painted with Matthews Acrylic Polyurethane or equal and applied in accordance with manufacturers instructions to include primer and finish coats to ensure maximum durability. All painting to be sealed with 2 coats of Clear Coat. Color specifications and layout for the panels are provided in this drawing set.

### 1.4 Sign Messaging, Town Identity and Landscape Graphic

Sign messaging and town identity graphics shall be fabricated from retro-reflective 3M Diamond Grade Vinyl material or equal. The landscape graphic shall be fabricated using 3M Diamond Grade Vinyl material of equal. The landscape graphic does not use retro-reflective material.

All graphics and Lettering size and typefaces are detailed in the accompanying drawing set. Application of all separate vinyl elements shall reflect the design intent and dimensions of the drawings and applied evenly and completely without bubbles, cuts, or irregularities.

Where applicable, or to conform with MUTCD standards, retro-reflective material for the background color will be applied to the sign panel.

### 1.5 Sign Frame and Bracing

Sign frames and bracing are to be fabricated from structural aluminum or equivalent material with welded connections to create seamless joints and a smooth finish (see 1.8 Welding & Hardware.)

### 1.6 Sign Posts, Brackets and Breakaway Bases/ Devices

Sign posts and brackets to be fabricated from structural aluminum or equivalent material with welded connections to create a seamless look. Bases for directional/parking and gateway signs located along state or town R.O.W. will require a breakaway device 4" from the base of the sign post that meets MaineDOT/FHA approved standards for breakaway devices. Pedestrian street signs and kiosks do not require breakaway devices.

Note that posts may be of varying length than shown in drawings due to sloping topography. Each sign site shall be checked prior to fabrication and installation to ensure appropriate post dimensions. All sign structures shall be plumbed and level.

### 1.7 Sign Posts and Brackets Alternative

Contractors are invited to propose pre-manufactured sign posts and brackets that

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match the desired design and reduce the custom work necessary to fabricate signs.

### **1.8 Welding and Hardware**

All hardware shall be tamper-proof where appropriate and durable with appropriate rust-proof/paint finish. Hardware shall be of a material compatible with the aluminum sign panels with no deleterious effects to the panels or surrounding finishes. Vinyl washers are to be used at any visible connections where galvanic corrosion could occur. All welding and related metal fittings and brackets shall be free of blemishes, irregularities so as to create a uniform finish and sufficient in durability and application to reflect the intent of the design and the long term performance of the products. Welding shall be performed to meet applicable industry standards for appearance, longevity, durability and structural soundness.

### **1.9 Foundations/Footings**

Sonotube or equivalent foundations for each post shall be provided and suitably sized rustproof anchor/leveling bolts embedded in the foundation top for attaching the sign posts to the foundation. Concrete for the foundations shall be of suitable strength for the sign structure support and anchoring.

Where appropriate, and with the agreement of both the owner (Town of Falmouth), and contractor, direct burial of support posts may be considered. The metal surfacing of the posts would need the proper treatment to prevent rust and the breakdown of the metal posts, and a proper masonry footing below the post is recommended. Proper gravel backfill shall be employed with direct burial to ensure that any

water or moisture is drained away from the post contact, and will not pool or remain in contact with the post for any substantive length of time. Mounting of sign posts on existing concrete surfaces will require installation details and anchor bolts that reflect the condition and depth of the concrete.

## **2. Project Installation and Management**

### **2.1 Project References**

All project information is contained in this document and the accompanying drawing set. If any discrepancies, dimensional inconsistencies or conflicts are noted in the drawings, specifications or on sign location sites, such discrepancies or conflicts shall be addressed to the owner and/or designer for clarification prior to construction.

### **2.2 Sign Installation. Site Work and Staging**

(A) Contractors shall provide submittals of all materials and hardware for client and designer review and approval. Final colors and panel materials and sample graphics shall also be provide for review and approval prior to installation. Where applicable the contractor may be asked to provide shop drawings, as per the contractual agreement.

(B) All necessary work, equipment, materials and construction activities necessary for installation of each individual sign shall be the responsibility of the contractor. Contractors shall contact city representatives to ensure construction activities, storage, and staging areas conform with city requirements.

(C) The contractor shall be responsible for all site work, excavation, staging and related activities and

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for installation on the designated sites. Ground plane conditions shall be restored to original condition and reseeded as appropriate for each sign location site.

(D) Contractor or installers shall contact Dig Safe prior to any sign installation activity to ensure there is no conflict with any underground utilities. Documentation shall be provided to confirm that this step has been taken.

(E) The contractor and/or sign installation crew is responsible for maintaining safe working conditions and public safety at all installation/construction sites.

### **2.3 Permitting for the Signs**

Permitting for the Town of Falmouth Wayfinding System signs and associated components shall be the responsibility of the Town.

### **2.4 Electronic Files for Graphics**

Electronic files for graphic symbols and arrows as well as sign panel layouts can be provided by the Project Designer (LandWorks / info@landworksvt.com / 802-388-3011) upon request.

### **2.5 Project Acceptance**

The designer and/or owner will review project completion at the request of the contractor and identify any outstanding items or issues by means of a "Punch List". Once the contractor has fulfilled the Punch List requirements, the contractor will notify the designer and/or owner of project that the Punch List is complete. Once Owner acceptance of the project is confirmed, and documentation is provided to the contractor by the owner certifying project acceptance, the guarantee period will begin.

### **2.6 Work and Product Guarantee**

All materials, products and workmanship and installation is to be guaranteed by the contractor for a period of 2 years from the date of Owner's acceptance of the project as complete.

### **2.7 Project Conditions and Contract**

The Contractor shall enter into a contractual agreement with the Town of Falmouth that addresses 1) project time frame and delivery date, 2) necessary and required insurance requirements, 3) payment schedules and 4) any other coordination, storage or project related conditions. A separate contractual agreement will be executed between the owner and the contractor that addresses these and or any other items as appropriate. of a material compatible with the aluminum sign panels with no deleterious effects to the panels or surrounding finishes. All welding and related metal fittings and brackets shall be free of blemishes, irregularities so as to create a uniform finish and sufficient in durability and application to reflect the intent of the design and the long term performance of the products. Welding shall be performed to meet applicable industry standards for appearance, longevity, durability and structural soundness.

## Cost Estimates

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Cost estimates were prepared in 2014 for each of the proposed sign types for Falmouth. These costs were developed by a sign company, H. Glaeser Signs of Burlington, Vermont with expertise and experience in developing signs of similar design, scale and materials. The cost estimate reflects actual fabrication and installation costs and are reliable for 2015; beyond that time frame an additional % increase may need to added. These costs reflect actual final installation costs for similar sign types installed in 2014.

Note that the cost estimates do not include any monies for conducting the actual bidding process or project start up and administration costs.

**The proposed total cost for Phase 2 of the Wayfinding Plan will be \$10,750.**

Phase 2 includes:

- Final specifications and bid documents;
- Additional field work, site visit, siting and site design; and
- Contract oversight.

**Sign Cost Estimates**

Sign Type	Estimate Cost for Sign Kit	Estimate for Installation	Total Cost per Sign	Total Number of Signs	Total Cost Estimate
Large Gateway	\$3,120 - 3,520.00	\$900.00	\$4,020 - 4,620.00	1	\$4,020 - 4,620.00
Small Gateway	\$2,500 - 2,900.00	\$700.00	\$3,200 - 3,700.00	5	\$16,000 - 18,500.00
Large Vehicular Directional	\$4,120 - 4,520.00	1,100.00	\$5,220 - 5,620.00	25	\$130,500 - 140,500.00
Small Vehicular Directional	\$2,980 - 3,380.00	\$320.00	\$3,300 - \$3,700.00	33	\$108,900 - 122,100
Pedestrian Directional	\$2,400 - 2,800	\$700.00	\$3,100 - 3,500.00	TBD	TBD

NOTE: The following notes provide additional information or qualification to the cost estimate:

- 1) A major cost savings for these signs would be to mount them on a full size 5x5 or 6x6 painted/stained cedar post or equal. There would be a potential savings of at least 20-30% of the sign cost.
- 2) Bicycle wayfinding sign are not included in this estimate. PACTS (Portland Area Comprehensive Transportation System) will be responsible for funding, implementing and managing the bicycle system.
- 3) A contractor traveling any distance would have to add on accommodations and travel for the crew and equipment. That could add another \$1,500.00.
- 4) Installation cost does not account for any demolition or removal of existing signs.
- 5) It is recommended that a 5-10% contingency cost be added to the total cost of the project for any unforeseen costs or activities associated with the project.
- 6) These costs are based on certain assumptions regarding materials and installation methods which may be revisited or altered if and when any “value engineering” is sought. For example, the estimates are based on aluminum sign posts with breakaway hardware to meet MUTCD standards. A cost savings might be possible if the town were to consider a wood post alternative, directly buried without a concrete foundation, but with “bore holes” as an acceptable breakaway alternative for such posts. Needless to say, while this option is less expensive, the trade off is in durability and longevity - in other words, the performance of the wood post options does not compare satisfactorily with the metal post and foundation design.

(Revised 4.2.15)

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### Sign Cost Estimates - Preliminary Signs

The following cost estimates are preliminary only and provide a range for the expected fabrication and installation costs.

Sign Type	Cost Estimate for Fabrication & Installation
<b>Kiosk</b>	
Large Scale Kiosk as Proposed	\$15,000 - 20,000.00
Smaller Scale Kiosk 2-sided with Arch Shapes	\$6,000 - 8,000.00
<b>Stone Markers &amp; Memorials</b>	
OPTION 1 Monolith with Landscaping	\$10,000 - 12,000.00
OPTION 2 Monolith with Graphic	\$3,000 - 4,000.00
OPTION 3 Mast and Sign	\$5,000 - 7,000.00

Gateway

LOCATION SCHEDULE

**Gateway Signs - Main**

Revised 10/24/14 MR

Sign Locations	Destinations	Action	Notes
G.1 Route One NB @ Existing Sign south	<b>Falmouth (top panel)</b> Welcome	Remove existing sign	Planting plan to be designed

**Gateway Signs - Secondary**

Sign Locations	Destinations	Action	Notes
GS.1 Route One SB @ Town Line north	<b>Falmouth (top panel)</b> Welcome		Locate sign 50' From town line
GS.2 ME 9 NB @ town line south	<b>Falmouth (top panel)</b> Welcome		Locate sign 50' From town line
GS.3 ME 9 SB @ town line north	<b>Falmouth (top panel)</b> Welcome		Locate sign 50' From town line
GS.4 ME 100/RT 26 NB @ town line south	<b>Falmouth (top panel)</b> Welcome	Replace existing sign	
GS.5 ME 100/RT 26 SB @ town line south	<b>Falmouth (top panel)</b> Welcome		Locate sign 50' From town line

# Gateway

## LOCATION AERIALS

G.1 Route One NB @ Existing Sign south

Plan



Street View



GS.1 Route One SB @ Town Line north

Plan



Street View



GS.2 ME 9 NB @ town line south

Plan



Street View



GS.3 ME 9 SB @ town line north

Plan



Street View



GS.4 ME 100/RT 26 NB @ town line south

Plan



Street View



GS.5 ME 100/RT 26 SB @ town line south

Plan



Street View



D.15 Woodville Rd SB @ Schools

Plan

Street View

# Large Vehicular Directional

## LOCATION SCHEDULE

Sign Locations	Destinations & Direction	Color	Action	Notes
D.1 Route One NB @ Depot Rd in front of Cleaners	<b>Falmouth (top panel)</b> ◀ Ice Arenas/Village Park ◀ Town Hall/School Campus ◀ Legion Baseball Fields ▲ Town Landing <b>Logo (bottom panel)</b>	Brown	New location along east side of RT 1 before intersection with Depot Rd. Facing South. Coordinate with new construction of Rt 1	New Small directional with "Community Center" and "Falmouth Memorial Library" located prior to sign along Route One.
D.2 Route One SB @ Depot Rd	<b>Falmouth (top panel)</b> Ice Arenas/Village Park ▶ Falmouth Memorial Library ▶ Legion Baseball Fields ▶ Community Center ▶ <b>Logo (bottom panel)</b>	Brown	New location along west side of RT 1 before intersection with Depot Rd. Facing North. Coordinate with new construction of Rt 1	New Small directional with "Community Center" and "Falmouth Memorial Library" located prior to sign along Route One.
D.3 Route One NB @ Bucknam Rd	<b>Falmouth (top panel)</b> ▲ Town Landing ◀ Falmouth Heritage Museum ◀ Town Hall/School Campus ◀ West Falmouth Businesses <b>Logo (bottom panel)</b>		New location along east side of RT 1 before intersection with Bucknam. Facing South. Coordinate with new construction of Rt 1	
D.4 Route One SB @ Foreside Tavern	<b>Falmouth (top panel)</b> ▲ Route One Businesses Town Hall/School Campus ▶ West Falmouth Businesses ▶ Community Center ▶ <b>Logo (bottom panel)</b>		New location moved slightly to the South from existing location	Check arrow direction for "Community Center"
D.5 I-295 North Bound Exit @ Bucknam Rd	<b>Falmouth (top panel)</b> ▲ Ice Arenas/Village Park ▲ Legion Baseball Fields Town Hall/School Campus ▶ West Falmouth Businesses ▶ <b>Logo (bottom panel)</b> Falmouth Memorial Library Community Center Route One Businesses	Brown	No signs can be placed within Federal ROW. Possible options included. Must get further ROW details to determine location	"Route One Businesses was left off sign because there are state route signs directing to RT 1. "Falmouth Memorial Library" and "Community Center" could replace "Legion Baseball Fields" if deemed more
D.6 I-295 South Bound Exit @ Bucknam Rd	<b>Falmouth (top panel)</b> ◀ Ice Arenas/Village Park ◀ Legion Baseball Fields Town Hall/School Campus ▶ West Falmouth Businesses ▶ <b>Logo (bottom panel)</b> Falmouth Memorial Library Community Center Route One Businesses	Brown	No signs can be placed within Federal ROW. Possible options included. Must get further ROW details to determine location. Remove existing sign	"Route One Businesses was left off sign because there are state route signs directing to RT 1. "Falmouth Memorial Library" and "Community Center" could replace "Legion Baseball Fields" if deemed more
D.7 ME 9 NB @ Lunt Rd	<b>Falmouth (top panel)</b> Ice Arenas/Village Park ▶ Route One Businesses ▶ Falmouth Memorial Library ▶ Town Hall/School Campus ▶ <b>Logo (bottom panel)</b>	Brown	New location along east side of ME-9 prior to intersection with Lunt Road. Field Verify location	
D.8 Bucknam Rd WB @ ME 9	<b>Falmouth (top panel)</b> ▲ Town Hall/School Campus ▲ West Falmouth Businesses ◀ Community Center Falmouth Heritage Museum ▶ <b>Logo (bottom panel)</b>		New location along north side of Bucknam Rd prior to Ninas Variety	Relocate existing State and Fed route sign to the east. Option to switch locations if desired
D.9 Falmouth Rd EB @ ME 9	<b>Falmouth (top panel)</b> ▲ Ice Arenas/Village Park ▲ Route One Businesses ▲ Town Landing ◀ Falmouth Heritage Museum <b>Logo (bottom panel)</b>	Brown	New location along south side of Falmouth Road prior to intersection with ME 9 and Bucknam road. Must field verify location	
D.10 ME 9 SB @ Falmouth Rd	<b>Falmouth (top panel)</b> ◀ Ice Arenas/Village Park ◀ Route One Businesses Town Hall/School Campus ▶ West Falmouth Businesses ▶ <b>Logo (bottom panel)</b>	Brown	New location along west side of ME 9 at Scifferygusset Creek	Relocate existing State and Fed route sign to the east. Option to switch locations if desired
D.11 Allen Ave. Ext. EB @ Falls Rd	<b>Falmouth (top panel)</b> ▲ Route One Businesses ▲ Falmouth Heritage Museum ◀ Town Hall/School Campus ◀ West Falmouth Businesses <b>Logo (bottom panel)</b>		New location along north side of Allen Ave. Ext. Prior to falls Rd	

D.13	Woodville Rd SB @ Falmouth Rd	<table border="1"> <tr><th colspan="2">Falmouth (top panel)</th></tr> <tr><td>◀ Route One Businesses</td><td></td></tr> <tr><td>West Falmouth Businesses</td><td>▶</td></tr> <tr><td>Town Hall</td><td>▶</td></tr> <tr><th colspan="2">Logo (bottom panel)</th></tr> </table>	Falmouth (top panel)		◀ Route One Businesses		West Falmouth Businesses	▶	Town Hall	▶	Logo (bottom panel)			New location on west side of Woodville Rd			
Falmouth (top panel)																	
◀ Route One Businesses																	
West Falmouth Businesses	▶																
Town Hall	▶																
Logo (bottom panel)																	
D.14	Woodville Rd NB @ Schools (Old E.15)	<table border="1"> <tr><th colspan="2">Falmouth (top panel)</th></tr> <tr><td>◀ Athletic Field Parking</td><td></td></tr> <tr><td>Athletic Fields East</td><td>▶</td></tr> <tr><td>Pick Up/Drop Off Area</td><td>▶</td></tr> <tr><td>Accessible Parking</td><td>▶</td></tr> <tr><th colspan="2">Logo (bottom panel)</th></tr> </table>	Falmouth (top panel)		◀ Athletic Field Parking		Athletic Fields East	▶	Pick Up/Drop Off Area	▶	Accessible Parking	▶	Logo (bottom panel)			New location along east side of Woodville Rd. After entrance to tennis courts. West of multiuse path Field Verify location	
Falmouth (top panel)																	
◀ Athletic Field Parking																	
Athletic Fields East	▶																
Pick Up/Drop Off Area	▶																
Accessible Parking	▶																
Logo (bottom panel)																	
D.15	Woodville Rd SB @ Schools (Old E.16)	<table border="1"> <tr><th colspan="2">Falmouth (top panel)</th></tr> <tr><td>◀ Athletic Fields East</td><td></td></tr> <tr><td>◀ Pick Up/Drop Off Area</td><td></td></tr> <tr><td>◀ Accessible Parking</td><td></td></tr> <tr><td>Athletic Field Parking</td><td>▶</td></tr> <tr><th colspan="2">Logo (bottom panel)</th></tr> </table>	Falmouth (top panel)		◀ Athletic Fields East		◀ Pick Up/Drop Off Area		◀ Accessible Parking		Athletic Field Parking	▶	Logo (bottom panel)			New location along west side of Woodville Road. Prior to field entrance after clump of evergreens. West of Multiuse path. Field Verify location	
Falmouth (top panel)																	
◀ Athletic Fields East																	
◀ Pick Up/Drop Off Area																	
◀ Accessible Parking																	
Athletic Field Parking	▶																
Logo (bottom panel)																	
D.16	Turnpike Exit 53 @ ME 100/Rt 26	<table border="1"> <tr><th colspan="2">Falmouth (top panel)</th></tr> <tr><td>▲ River Point Conservation</td><td></td></tr> <tr><td>◀ Hadlock Forest</td><td></td></tr> <tr><td>◀ Town Hall/School Campus</td><td></td></tr> <tr><td>◀ West Falmouth Businesses</td><td></td></tr> <tr><th colspan="2">Logo (bottom panel)</th></tr> </table>	Falmouth (top panel)		▲ River Point Conservation		◀ Hadlock Forest		◀ Town Hall/School Campus		◀ West Falmouth Businesses		Logo (bottom panel)		Brown Brown	No signs can be placed within Federal ROW. Possible options included. Must get further ROW details to determine location	
Falmouth (top panel)																	
▲ River Point Conservation																	
◀ Hadlock Forest																	
◀ Town Hall/School Campus																	
◀ West Falmouth Businesses																	
Logo (bottom panel)																	
D.17	ME 100/Rt 26 NB @ Leighton Rd	<table border="1"> <tr><th colspan="2">Falmouth (top panel)</th></tr> <tr><td>▲ Hadlock Forest</td><td></td></tr> <tr><td>Ice Arenas/Village Park</td><td>▶</td></tr> <tr><td>Town Hall/School Campus</td><td>▶</td></tr> <tr><td>Route One Businesses</td><td>▶</td></tr> <tr><th colspan="2">Logo (bottom panel)</th></tr> </table>	Falmouth (top panel)		▲ Hadlock Forest		Ice Arenas/Village Park	▶	Town Hall/School Campus	▶	Route One Businesses	▶	Logo (bottom panel)		Brown Brown	Same location as E11.	Remove Existing Sign
Falmouth (top panel)																	
▲ Hadlock Forest																	
Ice Arenas/Village Park	▶																
Town Hall/School Campus	▶																
Route One Businesses	▶																
Logo (bottom panel)																	
D.18	Leighton Rd EB @ ME 100/Rt 26	<table border="1"> <tr><th colspan="2">Falmouth (top panel)</th></tr> <tr><td>◀ River Point Conservation</td><td>▶</td></tr> <tr><td>▲ Ice Arenas/Village Park</td><td></td></tr> <tr><td>▲ Town Hall/School Campus</td><td></td></tr> <tr><td>▲ Route One Businesses</td><td></td></tr> <tr><th colspan="2">Logo (bottom panel)</th></tr> </table>	Falmouth (top panel)		◀ River Point Conservation	▶	▲ Ice Arenas/Village Park		▲ Town Hall/School Campus		▲ Route One Businesses		Logo (bottom panel)		Brown Brown	New location along south side of Leighton Rd. South side of multiuse path	Place before existing utility pole
Falmouth (top panel)																	
◀ River Point Conservation	▶																
▲ Ice Arenas/Village Park																	
▲ Town Hall/School Campus																	
▲ Route One Businesses																	
Logo (bottom panel)																	
D.19	ME 100/Rt 26 SB @ Leighton Rd	<table border="1"> <tr><th colspan="2">Falmouth (top panel)</th></tr> <tr><td>▲ River Point Conservation</td><td></td></tr> <tr><td>◀ Ice Arenas/Village Park</td><td></td></tr> <tr><td>◀ Town Hall/School Campus</td><td></td></tr> <tr><td>◀ Route One Businesses</td><td></td></tr> <tr><th colspan="2">Logo (bottom panel)</th></tr> </table>	Falmouth (top panel)		▲ River Point Conservation		◀ Ice Arenas/Village Park		◀ Town Hall/School Campus		◀ Route One Businesses		Logo (bottom panel)		Brown Brown	New location along west side of ME 100/Rt 26	Place before existing utility pole
Falmouth (top panel)																	
▲ River Point Conservation																	
◀ Ice Arenas/Village Park																	
◀ Town Hall/School Campus																	
◀ Route One Businesses																	
Logo (bottom panel)																	
D.20	Leighton Rd EB @ Falmouth Rd	<table border="1"> <tr><th colspan="2">Falmouth (top panel)</th></tr> <tr><td>◀ Community Park</td><td></td></tr> <tr><td>Ice Arenas/Village Park</td><td>▶</td></tr> <tr><td>Town Hall/School Campus</td><td>▶</td></tr> <tr><td>Route One Businesses</td><td>▶</td></tr> <tr><th colspan="2">Logo (bottom panel)</th></tr> </table>	Falmouth (top panel)		◀ Community Park		Ice Arenas/Village Park	▶	Town Hall/School Campus	▶	Route One Businesses	▶	Logo (bottom panel)		Brown Brown	New location along east side of Leighton Road prior to intersection with Falmouth Road. Locate where vegetation stops as rail road gets closer to road. Field verify location	Check Rail Road ROW
Falmouth (top panel)																	
◀ Community Park																	
Ice Arenas/Village Park	▶																
Town Hall/School Campus	▶																
Route One Businesses	▶																
Logo (bottom panel)																	
D.21	Falmouth Rd WB @ Winn Rd	<table border="1"> <tr><th colspan="2">Falmouth (top panel)</th></tr> <tr><td>◀ Hadlock Forest</td><td></td></tr> <tr><td>◀ Blacktrap Hill Forest</td><td></td></tr> <tr><td>◀ Suckfish Brook</td><td></td></tr> <tr><td>Community Park</td><td>▶</td></tr> <tr><th colspan="2">Logo (bottom panel)</th></tr> </table>	Falmouth (top panel)		◀ Hadlock Forest		◀ Blacktrap Hill Forest		◀ Suckfish Brook		Community Park	▶	Logo (bottom panel)		Brown Brown Brown Brown	New location along north side of Falmouth Rd Prior to basketball court entrance	
Falmouth (top panel)																	
◀ Hadlock Forest																	
◀ Blacktrap Hill Forest																	
◀ Suckfish Brook																	
Community Park	▶																
Logo (bottom panel)																	
D.22	Winn Rd SB @ Falmouth Rd	<table border="1"> <tr><th colspan="2">Falmouth (top panel)</th></tr> <tr><td>▲ Hadlock Forest</td><td></td></tr> <tr><td>▲ Blacktrap Hill Forest</td><td></td></tr> <tr><td>◀ Town Hall/School Campus</td><td></td></tr> <tr><td>◀ Route One Businesses</td><td></td></tr> <tr><th colspan="2">Logo (bottom panel)</th></tr> </table>	Falmouth (top panel)		▲ Hadlock Forest		▲ Blacktrap Hill Forest		◀ Town Hall/School Campus		◀ Route One Businesses		Logo (bottom panel)		Brown Brown	New location along west side of Winn Rd	
Falmouth (top panel)																	
▲ Hadlock Forest																	
▲ Blacktrap Hill Forest																	
◀ Town Hall/School Campus																	
◀ Route One Businesses																	
Logo (bottom panel)																	
D.23	Mountain Rd EB @ ME 100/Rt 26	<table border="1"> <tr><th colspan="2">Falmouth (top panel)</th></tr> <tr><td>▲ Community Park</td><td></td></tr> <tr><td>▲ Town Hall/School Campus</td><td></td></tr> <tr><td>▲ Route One Businesses</td><td></td></tr> <tr><td>West Falmouth Businesses</td><td>▶</td></tr> <tr><th colspan="2">Logo (bottom panel)</th></tr> </table>	Falmouth (top panel)		▲ Community Park		▲ Town Hall/School Campus		▲ Route One Businesses		West Falmouth Businesses	▶	Logo (bottom panel)		Brown	New location along south side of Mountain Rd	Locate west of existing stone wall
Falmouth (top panel)																	
▲ Community Park																	
▲ Town Hall/School Campus																	
▲ Route One Businesses																	
West Falmouth Businesses	▶																
Logo (bottom panel)																	
D.24	ME 100/Rt 26 SB @ Mountain Rd	<table border="1"> <tr><th colspan="2">Falmouth (top panel)</th></tr> <tr><td>◀ Community Park</td><td></td></tr> <tr><td>◀ Town Hall/School Campus</td><td></td></tr> <tr><td>◀ Route One Businesses</td><td></td></tr> <tr><td>▲ West Falmouth Businesses</td><td></td></tr> <tr><th colspan="2">Logo (bottom panel)</th></tr> </table>	Falmouth (top panel)		◀ Community Park		◀ Town Hall/School Campus		◀ Route One Businesses		▲ West Falmouth Businesses		Logo (bottom panel)		Brown	New location along west side of ME 100/Rt 26	Locate north of existing utility support pole
Falmouth (top panel)																	
◀ Community Park																	
◀ Town Hall/School Campus																	
◀ Route One Businesses																	
▲ West Falmouth Businesses																	
Logo (bottom panel)																	
D.25	WB Falmouth @ Route 100	<table border="1"> <tr><th colspan="2">Falmouth (top panel)</th></tr> <tr><td>▲ Blacktrap Hill Forest</td><td></td></tr> <tr><td>◀ River Point Conservation</td><td></td></tr> <tr><td>Hadlock Forest</td><td>▶</td></tr> <tr><th colspan="2">Logo (bottom panel)</th></tr> </table>	Falmouth (top panel)		▲ Blacktrap Hill Forest		◀ River Point Conservation		Hadlock Forest	▶	Logo (bottom panel)		Brown Brown Brown				
Falmouth (top panel)																	
▲ Blacktrap Hill Forest																	
◀ River Point Conservation																	
Hadlock Forest	▶																
Logo (bottom panel)																	

# Large Vehicular Directional

## LOCATION AERIALS

D.1 Route 1 NB @ Depot Rd

Plan

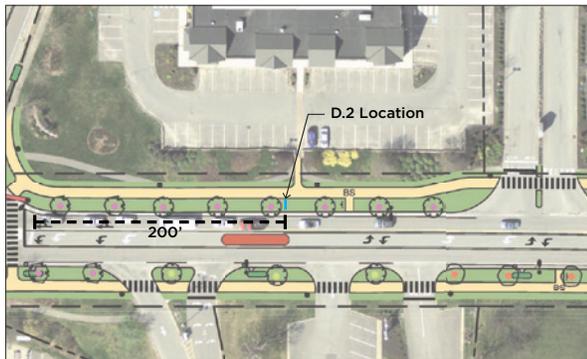


Street View

Street View will change based on Route One Construction. Coordinate placement of sign with street light and street tree placement. Because of right hand only turn sign does not effect any turning car site distances.

D.2 Route One SB @ Depot Street

Plan

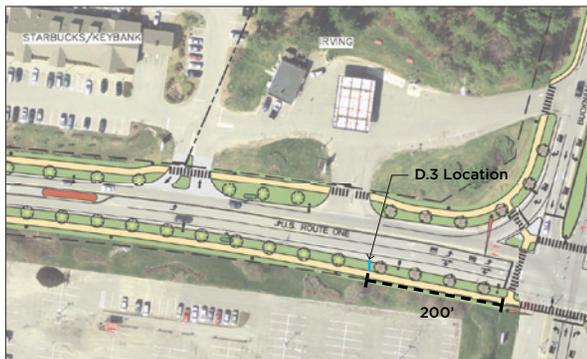


Street View

Street View will change based on Route One Construction. Coordinate placement of sign with street light and street tree placement.

D.3 Route One NB @ Bucknam Rd

Plan

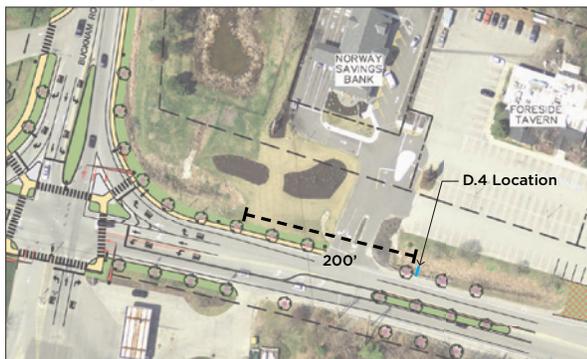


Street View

Street View will change based on Route One Construction. Coordinate placement of sign with street light and street tree placement.

D.4 Route One SB @ Foreside Tavern

Plan



Street View

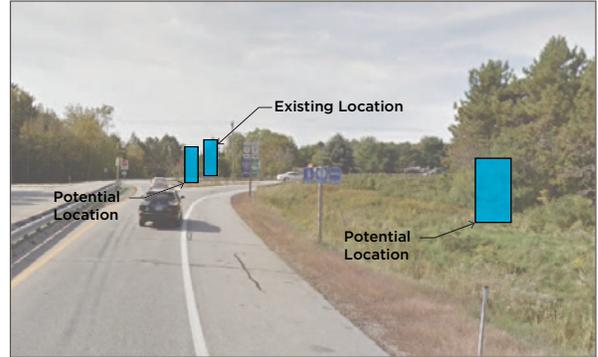
Street View will change based on Route One Construction. Coordinate placement of sign with street light and street tree placement. 200' distance starts where right hand turn land begins not at intersection.

D.5 I-295 North Bound Exit @ Bucknam Rd

Plan



Street View

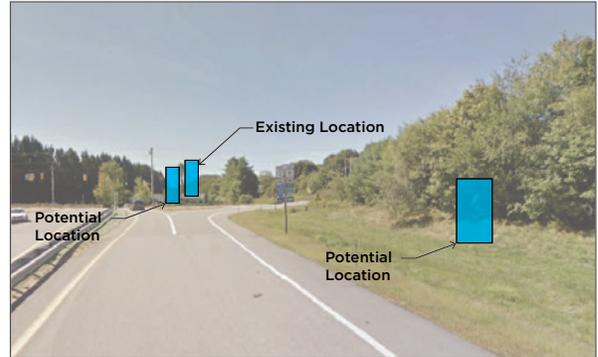


D.6 I-295 South Bound Exit @ Bucknam Rd

Plan



Street View

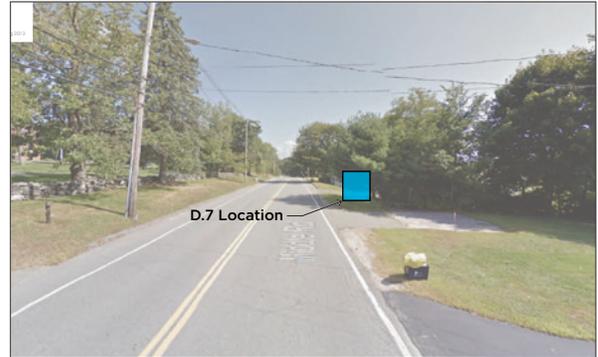


D.7 ME 9 North Bound @ Lunt Road

Plan



Street View

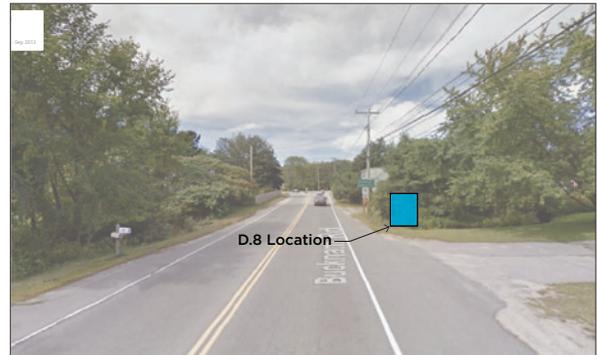


D.8 Bucknam Rd WB @ ME 9

Plan



Street View

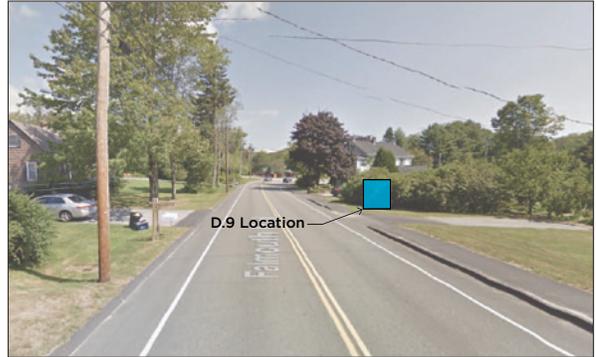


D.9 Falmouth Road EB @ ME 9

Plan



Street View

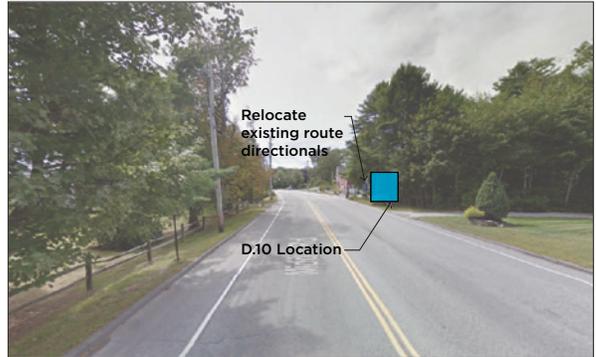


D.10 Middle Rd SB @ Falmouth Rd

Plan



Street View

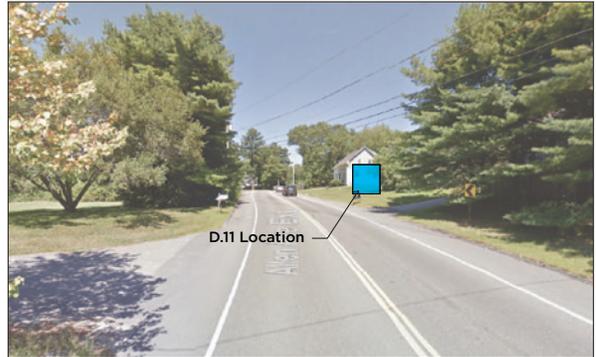


D.11 Allen Ave. Ext. EB @ Falls Rd

Plan



Street View



D.12 Falmouth WB @ Allen Ave. Ext.

Plan



Street View



D.13 Woodville Rd SB @ Falmouth Rd

Plan



Street View

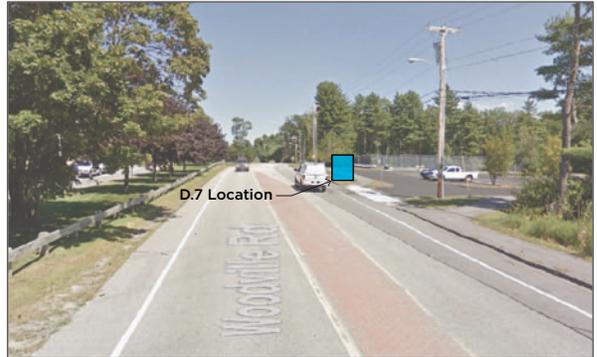


D.14 Woodville Rd NB @ Schools

Plan



Street View



D.15 Woodville Rd SB @ Schools

Plan



Street View



D.16 Turnpike Exit 53 @ Route 100

Plan



Street View



D.17 ME 100 / Rt 26 NB @ Leighton Rd

Plan



Street View

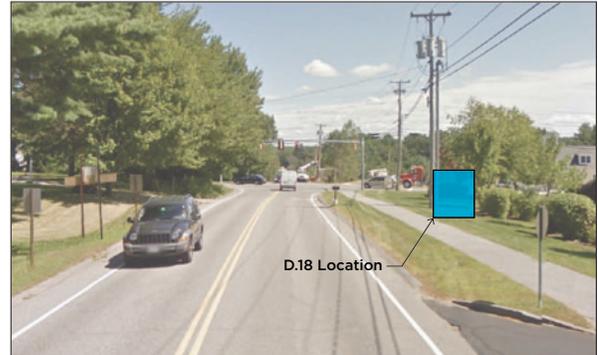


D.18 Leighton Rd EB @ ME 100 / Rt 26

Plan



Street View

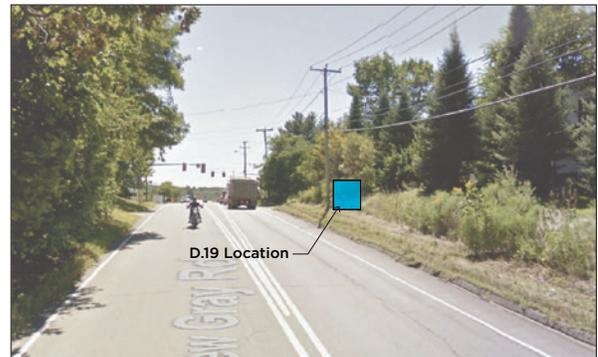


D.19 ME 100/RT 26 SB @ Leighton Rd

Plan



Street View



D.20 Leighton Rd EB @ Falmouth Rd

Plan



Street View

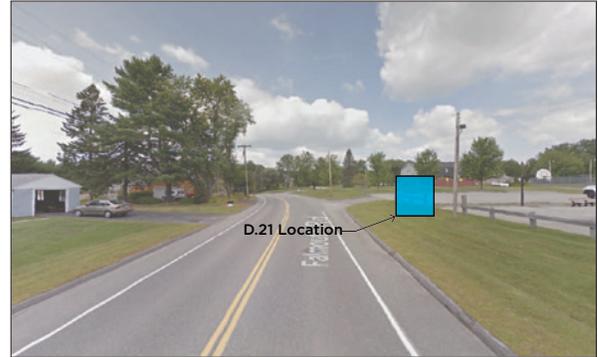


D.21 Falmouth Rd WB @ Winn Rd

Plan

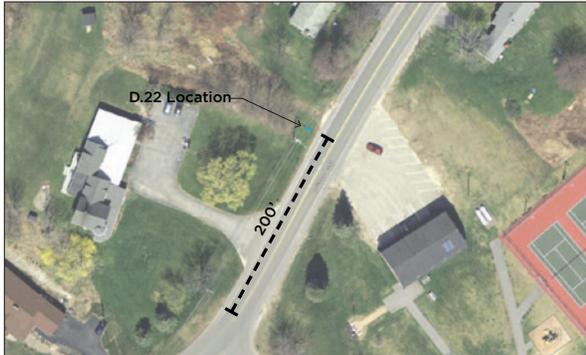


Street View



D.22 Winn Rd SB @ Falmouth Rd

Plan



Street View



D.23 Mountain Rd EB @ ME 100/RT26

Plan



Street View



D.24 ME 100/Rt 26 SB @ Mountain Rd

Plan



Street View

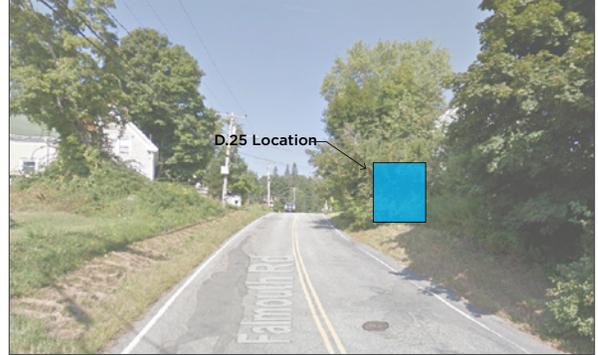


D.25 Falmouth Rd WB @ ME 100

Plan



Street View



## Small Vehicular Directional

### LOCATION SCHEDULE

Sign Locations	Destinations & Direction	Color	Action	Notes
SD.1 Route One NB @ Depot Rd	<b>Falmouth (top panel)</b> ◀ Community Center ◀ Falmouth Memorial Library		New location along east side of RT 1 before intersection with Depot in front of McDonalds. Facing South. Coordinate with new construction of Rt 1	CDC can change messages with D.1 as they see fit.
SD.2 Route One SB @ Depot Rd	<b>Falmouth (top panel)</b> Community Center ▶		New location along west side of RT 1 before intersection with Depot. Facing North. Coordinate with new construction of Rt 1	CDC can change messages with D.1 as they see fit.
SD.3 Foreside Rd NB @ Town Landing Rd	<b>Falmouth (top panel)</b> Town Landing ▶		New location along east side of Foreside Road in front of wood fence	
SD.4 Foreside Rd SB @ Town Landing Rd	<b>Falmouth (top panel)</b> ◀ Town Landing		New location along west side of Foreside Road.	Coordinate with existing "Bike Route" sign. Existing sign may need to be relocated or reinstalled
SD.5 Route One NB @ Johnson Rd	<b>Falmouth (top panel)</b> Town Landing ▶		New location along east side of Route One.	Locate in front of existing utility pole.
SD.6 Route One SB @ Johnson Rd	<b>Falmouth (top panel)</b> ◀ Town Landing		New location along west side of Route One.	
SD.7 ME 9 NB @ Ledgewood Dr	<b>Falmouth (top panel)</b> ◀ Town Hall School Campus		New location along east side of ME 9.	May have to move to Pleasant Hill Rd due to town boundary
SD.8 Lunt Rd WB @ Falmouth Rd	<b>Falmouth (top panel)</b> ◀ Town Hall School Campus		New location along north side of Lunt Rd.	Locate at end of residential lawn. Coordinate with existing hedgerow.
SD.9 Middle Rd NB prior to I495 overpass	<b>Falmouth (top panel)</b> ◀ Falmouth Heritage Center ◀ Woods Road Forest	Brown	New location along east side of ME 9	Locate prior to I495 overpass in front of existing utility pole
SD.10 Rt 9 NB @ Woods Rd	<b>Falmouth (top panel)</b> ◀ Falmouth Heritage Center ◀ Woods Road Forest	Brown	New location along east side of ME 9	Locate before street trees in triangle
SD.11 Rt 9 SB @ Woods Rd	<b>Falmouth (top panel)</b> Falmouth Heritage Center ▶ Woods Road Forest ▶	Brown	New location along west side of ME 9	
SD.12 Falmouth Rd WB @ Woodville Rd	<b>Falmouth (top panel)</b> School Campus ▶		New location along north side of Falmouth Rd	New sign is smaller and moved further east than original. No sight issues. *See note at bottom of page.
SD.13 Falmouth Rd EB @ Woodville Rd	<b>Falmouth (top panel)</b> ◀ School Campus		New location along south side off Falmouth Rd	Sign is located further west than existing to provide preparation time
SD.14 ME 100/Rt 26 NB @ Hannaford Entrance	<b>Falmouth (top panel)</b> River Point Conservation ▶	Brown	New location along east side of ME 100/Rt 26	Option to have sign 50' behind existing route sign as well.
SD.15 ME 100/Rt 26 SB @ Hannaford Entrance	<b>Falmouth (top panel)</b> ◀ River Point Conservation	Brown	New location along west side of ME 100/Rt 26	

**NOTE:** Sign SD.12 to remain.

The current plan has this sign directing only to the school campus because the three other entries are all continuing in the same direction as the previous large directional sign.

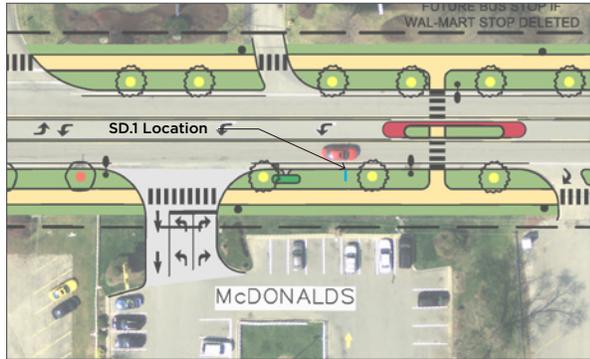
Because of cost and complaints from the local land owner the smaller sign is the correct fit for the location. If it is desired by the town that the addition entries be added to the sign and the sign changed to a large directional this can be easily accomplished.

SD.16	Leighton Rd WB @ ME 100/Rt 26	<b>Falmouth (top panel)</b> ◀ River Point Conservation	Brown	New location along north side of Leighton Rd	Coordinate with existing vegetation and align with beginning of existing hedgerow
SD.17	Falmouth Rd WB @ Leighton Rd	<b>Falmouth (top panel)</b> ◀ West Falmouth Businesses ▲ Community Park		New location along north side of Falmouth Rd	Locate just past existing drive
SD.18	Falmouth Rd EB @ Leighton Rd	<b>Falmouth (top panel)</b> West Falmouth Businesses ▶		New location along south side of Falmouth Rd.	
SD.19	Winn Rd SB @ after Parkside Rd	<b>Falmouth (top panel)</b> ◀ Community Park	Brown	New location along west side of Winn Rd	Locate after existing street sign and mailbox
SD.20	3/17/2015/3/17/2015	<b>Falmouth (top panel)</b> ◀ Community Park	Brown	New location along south side of Falmouth Rd	Locate at end of existing guardrail
SD.21	ME 100 / RT 26 NB @ Hadlock Rd	<b>Falmouth (top panel)</b> Hadlock Forest ▶	Brown	New location along east side of ME 100/Rt 26	
SD.22	ME 100 / RT 26 SB @ Hadlock Rd	<b>Falmouth (top panel)</b> ◀ Hadlock Forest	Brown	New location along west side of ME 100/Rt 26	
SD.23	ME 100 / RT 26 NB @ Hurricane Ln	<b>Falmouth (top panel)</b> ◀ Blackstrap Hill Forest	Brown	New location along east side of ME 100/Rt 26	
SD.24	ME 100 / RT 26 SB @ Hurricane Ln	<b>Falmouth (top panel)</b> Blackstrap Hill Forest ▶	Brown	New location along west side of ME 100/Rt 26	
SD.25	Mountain Rd EB @ Blackstrap Rd	<b>Falmouth (top panel)</b> Blackstrap Hill Forest ▶ Suckfish Brook ▶	Brown Brown	New location along north side of Mountain Rd	Coordinate with existing "stop ahead" sign. May need to relocate existing sign further east
SD.26	Blackstrap Rd EB @ Mast Rd	<b>Falmouth (top panel)</b> ◀ Suckfish Brook ▲ North Falmouth Forest	Brown Brown	New location along north side of Blackstrap Rd	
SD.27	Blackstrap Rd WB @ Mast Rd	<b>Falmouth (top panel)</b> Suckfish Brook ▶	Brown	New location along south side of Blackstrap Rd	
SD.28	SB Blackstrap @ Hardy Rd	<b>Falmouth (top panel)</b> Hardy Road Conservation ▶	Brown	New location along south side of Blackstrap Rd	
SD.29	NB Blackstrap @ Hardy Rd	<b>Falmouth (top panel)</b> ◀ Hardy Road Conservation	Brown	New location along south side of Blackstrap Rd	
SD.30	Blackstrap Rd SB @ Hurricane	<b>Falmouth (top panel)</b> ◀ Blackstrap Hill Forest ▲ North Falmouth Forest	Brown Brown	New location along north side of Blackstrap Rd	
SD.31	NB Blackstrap @ Hardy Rd	<b>Falmouth (top panel)</b> Blackstrap Hill Forest ▶	Brown	New location along south side of Blackstrap Rd	
SD.32	WB Woodville @ Woods Rd	<b>Falmouth (top panel)</b> ◀ Woods Road Forest ◀ Falmouth Heritage Museum	Brown	New location along north side of Blackstrap Rd	
SD.33	EB Woodville @ Woods Rd	<b>Falmouth (top panel)</b> Woods Road Forest ▶ Falmouth Heritage Museum ▶	Brown	New location along north side of Blackstrap Rd	

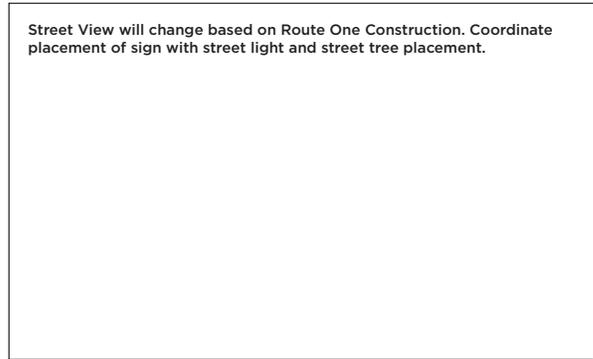
# Small Vehicular Directional LOCATION AERIALS

SD.1 Route One NB @ Depot Rd

Plan



Street View



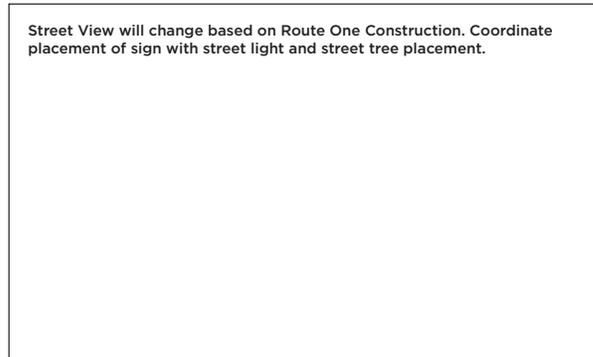
Street View will change based on Route One Construction. Coordinate placement of sign with street light and street tree placement.

SD.2 Route One SB @ Depot Rd

Plan



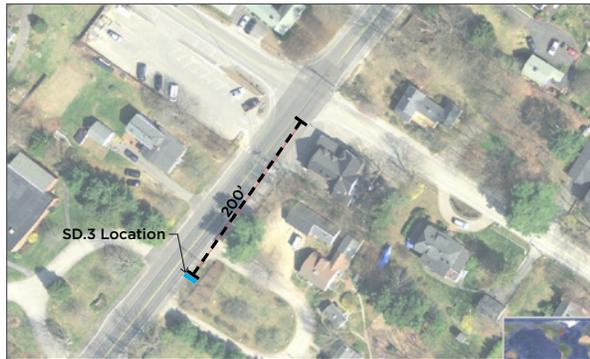
Street View



Street View will change based on Route One Construction. Coordinate placement of sign with street light and street tree placement.

SD.3 Foreside Rd NB @ Town Landing Rd

Plan



Street View



SD.4 Foreside Rd SB @ Town Landing Rd

Plan



Street View



SD.5 Route One NB @ Johnson Rd

Plan



Street View



SD.6 Route One SB @ Johnson Rd

Plan



Street View



SD.7 ME 9 NB @ Ledgewood Dr

Plan



Street View



SD.8 Lunt Rd EB @ Falmouth Rd

Plan



Street View



SD.9 ME 9 NB prior to I495 Overpass

Plan



Street View

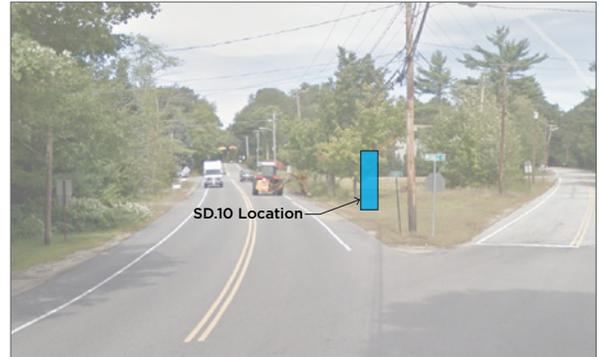


SD.10 ME 9 NB @ Woods Rd

Plan



Street View



SD.11 ME 9 SB @ Woods Rd

Plan



Street View



SD.12 Flamouth Rd WB @ Woodville Rd

Plan



Street View



SD.13 Flamouth Rd EB @ Woodville Rd

Plan



Street View



SD.14 ME 100/Rt 26 NB @ Hannaford Entrance

Plan



Street View



SD.15 ME 100/Rt 26 SB @ Hannaford Entrance

Plan



Street View



SD.16 Leighton Rd WB @ ME 100/Rt 26

Plan



Street View

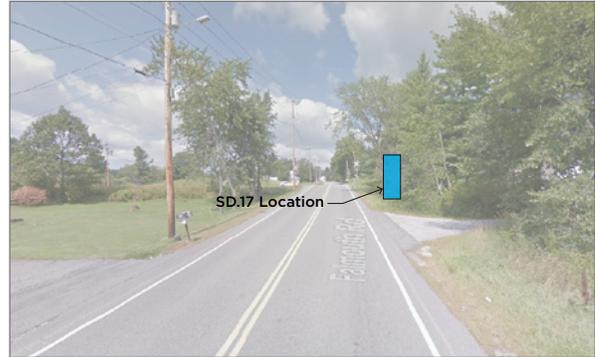


SD.17 Falmouth Rd EB @ Leighton Rd

Plan



Street View



SD.18 Falmouth Rd WB @ Leighton Rd

Plan



Street View



SD.19 Winn Rd SB @ After Parkside Rd

Plan



Street View



SD.20 Falmouth Rd EB @ Winn Rd

Plan

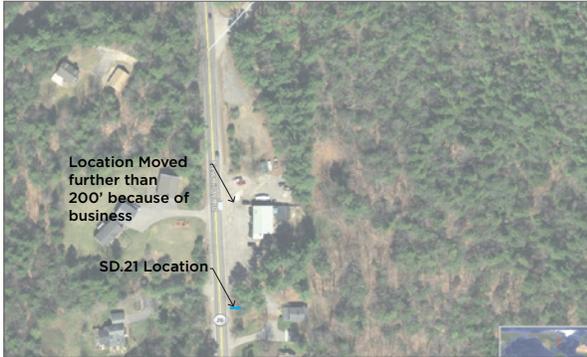


Street View



SD.21 ME 100/Rt 26 NB @ Hadlock Rd

Plan



Street View



SD.22 ME 100/Rt 26 SB @ Hadlock Rd

Plan



Street View



SD.23 ME 100/Rt 26 NB @ Hurricane Ln

Plan



Street View



SD.24 ME 100/Rt 26 SB @ Hurricane Ln

Plan



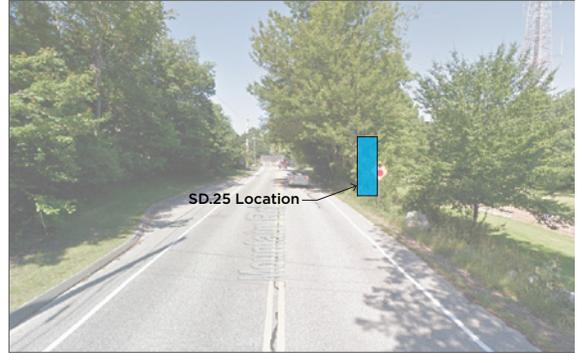
Street View



SD.25 Mountain Rd EB @ Blackstrap Plan



Street View



SD.26 Blackstrap Rd EB @ Mast Rd Plan



Street View



SD.27 Blackstrap Rd WB @ Mast Rd Plan



Street View



SD.28 Blackstrap Rd SB @ Hardy Rd Plan



Street View



SD.29 Blackstrap Rd NB @ Hardy Rd

Plan



Street View

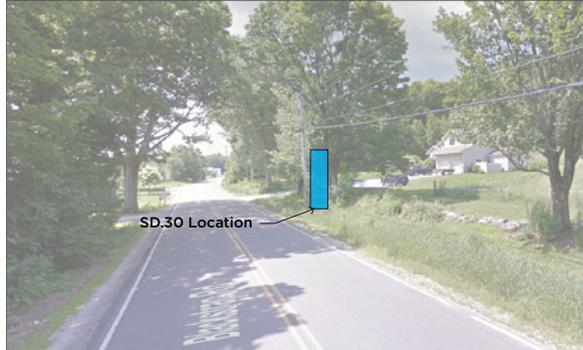


SD.30 Blackstrap Rd SB @ Hurricane Rd

Plan



Street View



SD.31 Blackstrap Rd NB @ Hurricane Rd

Plan



Street View



SD.32 Woodville Rd WB @ Hardy Rd

Plan



Street View



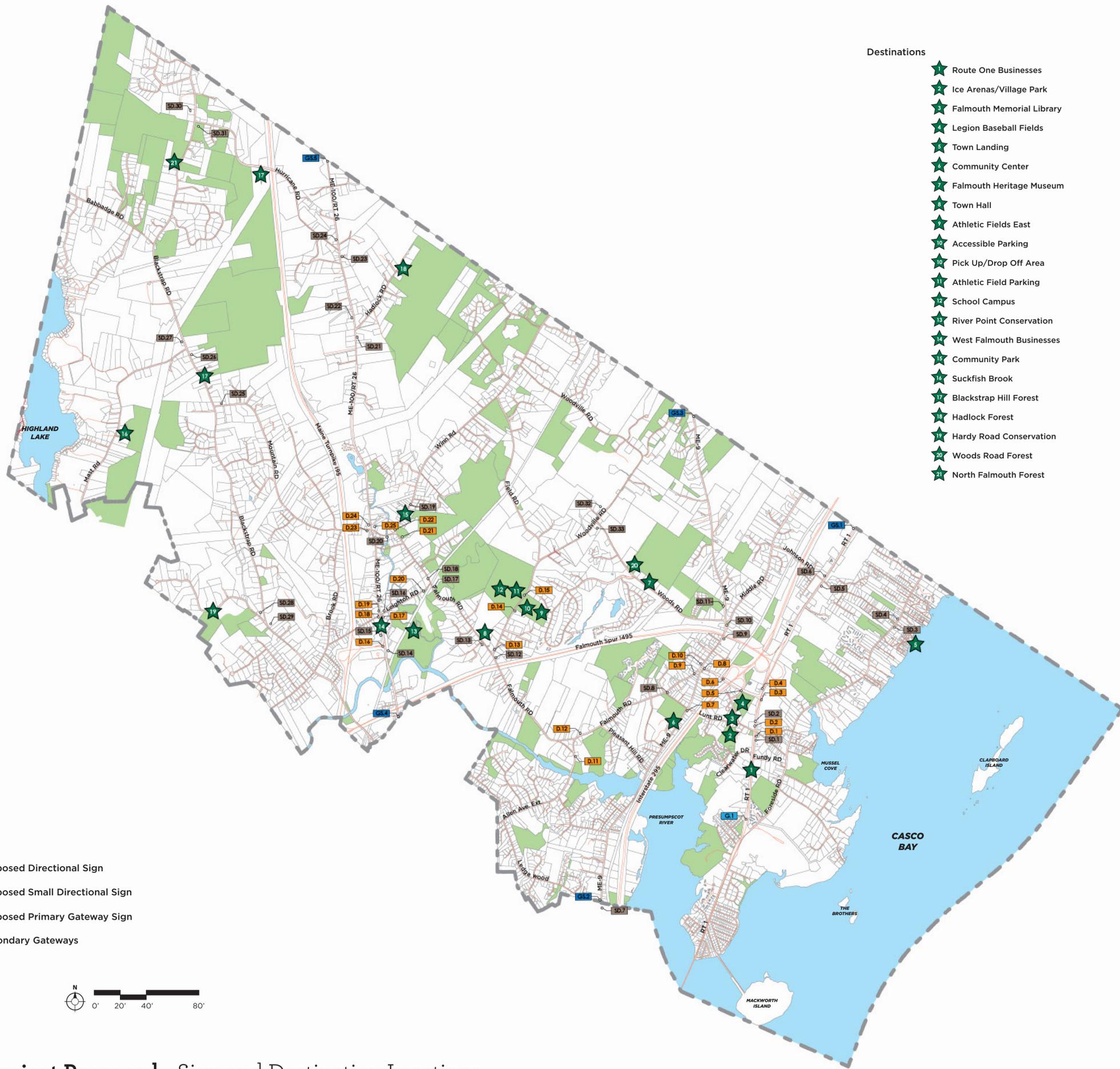
SD.25 Mountain Rd EB @ Blackstrap

Plan



Street View



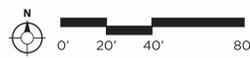


**LEGEND**

- Town Boundary
- Roads
- Parcels
- Public Lands
- Waterways

- Proposed Directional Sign
- Proposed Small Directional Sign
- Proposed Primary Gateway Sign
- Secondary Gateways

Note:  
All locations are approximate and must be verified in field



**Destinations**

- Route One Businesses
- Ice Arenas/Village Park
- Falmouth Memorial Library
- Legion Baseball Fields
- Town Landing
- Community Center
- Falmouth Heritage Museum
- Town Hall
- Athletic Fields East
- Accessible Parking
- Pick Up/Drop Off Area
- Athletic Field Parking
- School Campus
- River Point Conservation
- West Falmouth Businesses
- Community Park
- Suckfish Brook
- Blackstrap Hill Forest
- Hadlock Forest
- Hardy Road Conservation
- Woods Road Forest
- North Falmouth Forest



**Falmouth Wayfinding Project Proposed - Sign and Destination Locations**

WAYFINDING SIGN LOCATIONS

March, 2015

**DRAFT FOR REVIEW**

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