

TOWN OF OAK BLUFFS, MA

WAYFINDING MASTER PLAN

DESIGN CONCEPTS

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prepared by:

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PROJECT PURPOSE / OBJECTIVES:

Purpose

The purpose of the Oak Bluffs Wayfinding Master Plan is to establish a comprehensive sign identification and wayfinding system for Oak Bluffs, Marthas Vineyard. The Master Plan outlines the recommended sign types and locations to establish a clear sense of arrival and place for island visitors and residents alike.

Project Goals

- establish a clear sense of arrival for visitors
- create a strong identity at perimeter and edges of Oak Bluffs
- enhance the visitor experience with key placement of identification, direction, information signs, and streetscape elements
- establish a consistent hierarchy of sign types and messages
- establish consistent signage (style, typography, color, scale, materials)
- use appropriate scale and sign location to maximize identity and legibility
- design a flexible system to facilitate maintenance, repair, replacement, etc.
- design all signage to meet all ADA, local, state, and federal codes

Process

Phase I: Schematic Design/Master Plan

- site visit to Oak Bluffs
- photodocument site conditions
- provide location plans
- illustrate key sign types
- create image boards to discuss design vocabulary
- present conceptual approaches for wayfinding sign types
- submit final Phase I: Wayfinding Master Plan

Phase II: Design Development





- refine the chosen design concept from Phase I: Master Plan
- update location plans and sign types
- provide preliminary pricing
- create sign message schedule
- finalize approved design
- create sign specification drawings for bid
- Update fabrication budget

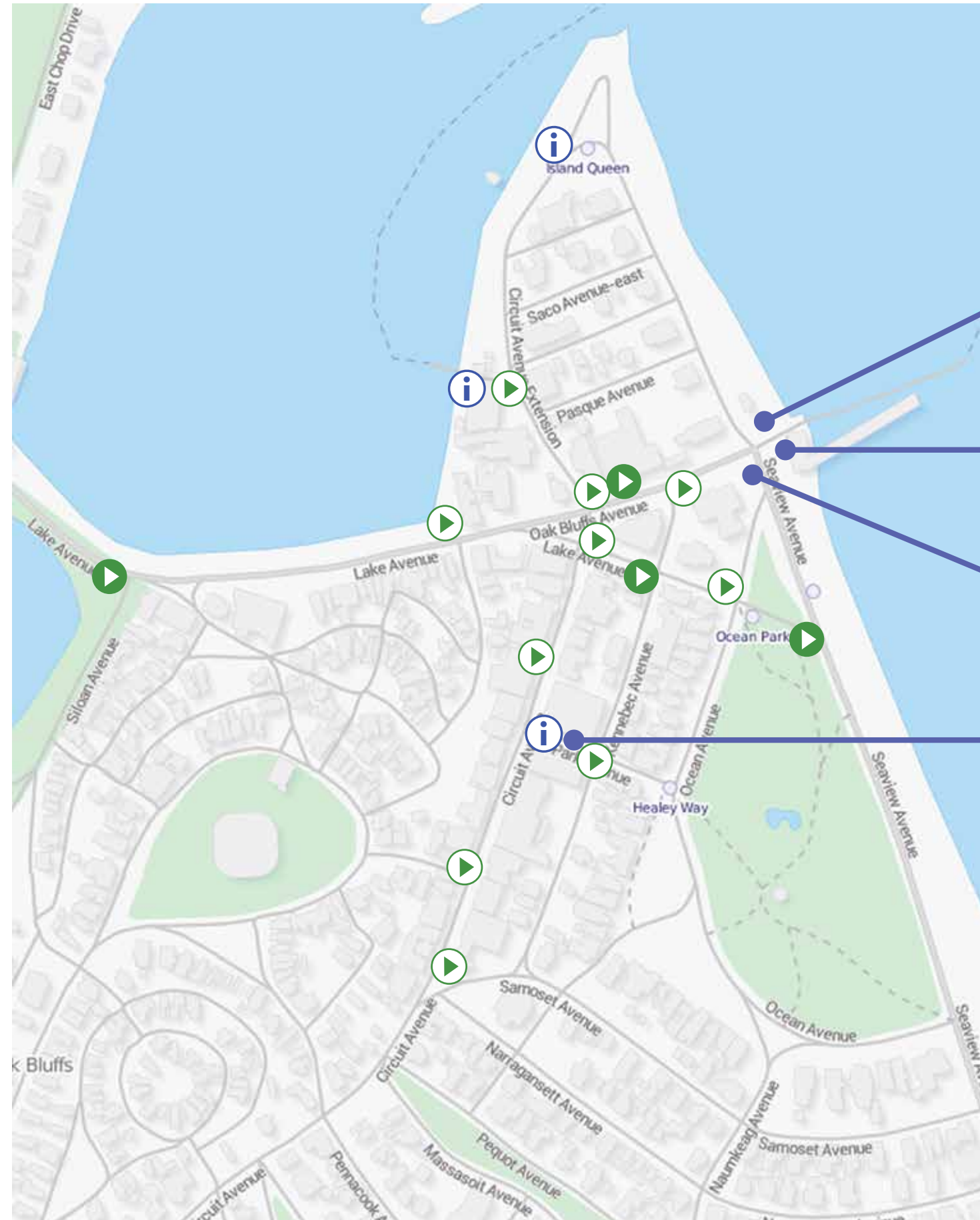
Phase III: Implementation/Construction Services




- coordinate with approved fabricator on all details through installation
- review material/color samples and prototypes provided by fabricator
- create sign installation punch list

SIGN LOCATION PLAN

SIGN TYPE LEGEND

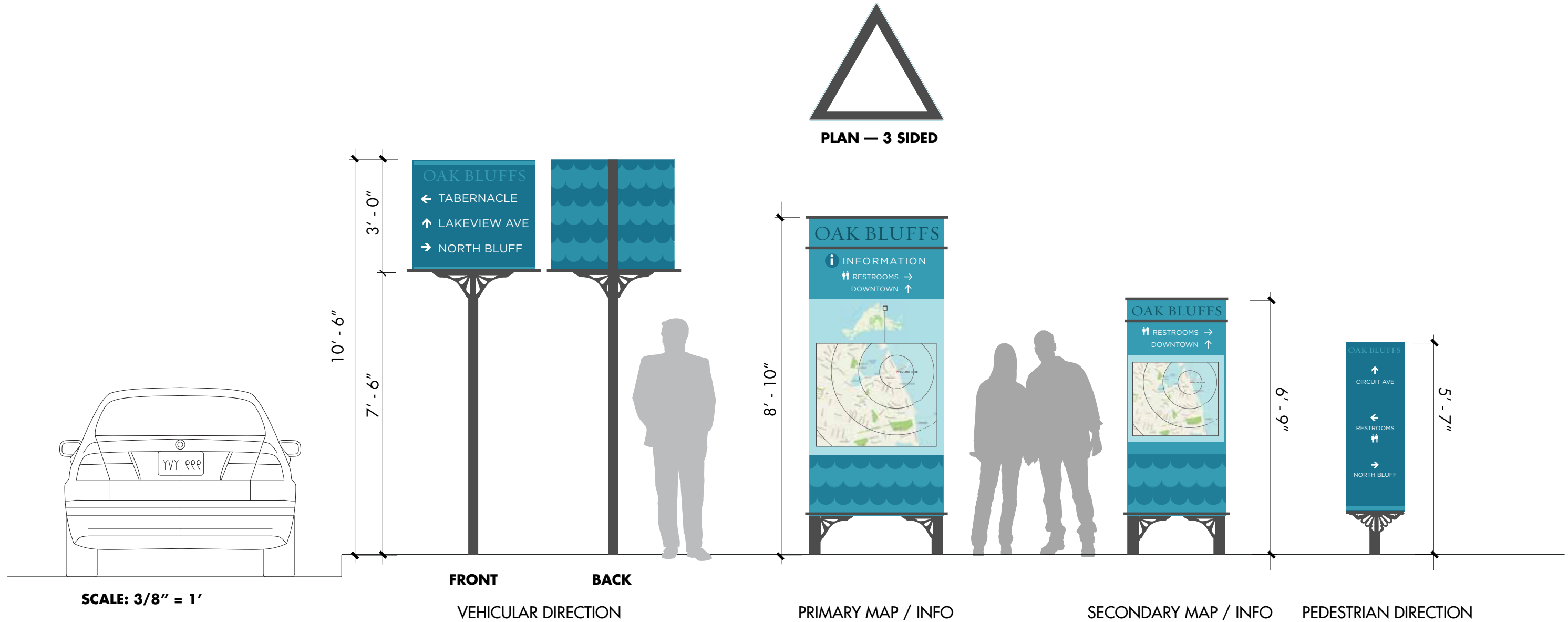
	PRIMARY MAP/INFORMATION
	SECONDARY MAP/INFORMATION
	VEHICLE DIRECTION SIGN
	PEDESTRIAN DIRECTION SIGN



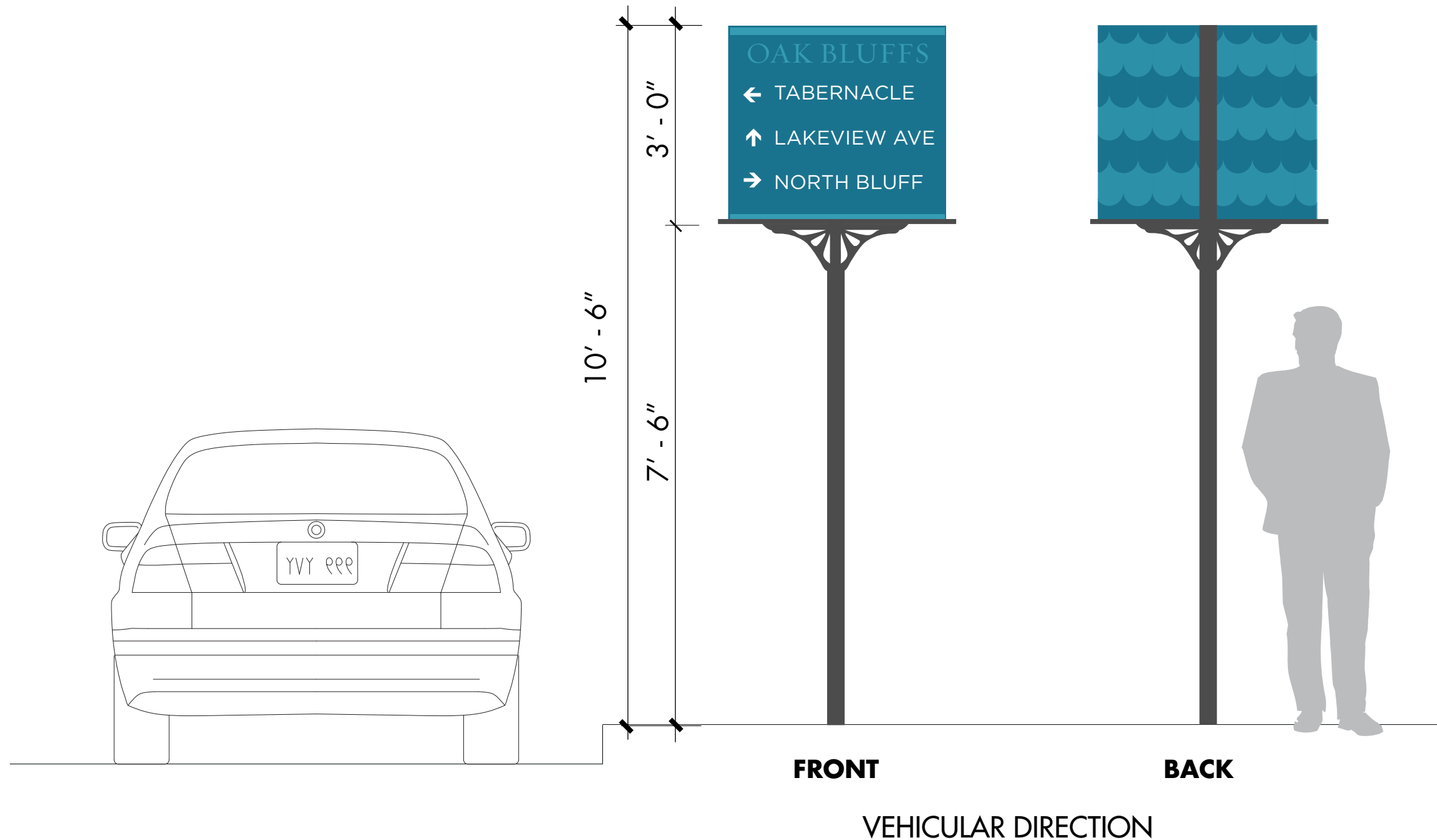
-  **OPTION 1
PRIMARY MAP LOCATION
(RESTROOMS)**
-  **OPTION 2
PRIMARY MAP LOCATION
(FRONT OF SSA)**
-  **OPTION 3
PRIMARY MAP LOCATION
(POLICE STATION)**
- HEALEY WAY**

SIGN TYPES — DESIGN CONCEPTS

SIGN TYPE FAMILY - CONCEPT 1 — VICTORIAN PATTERNS

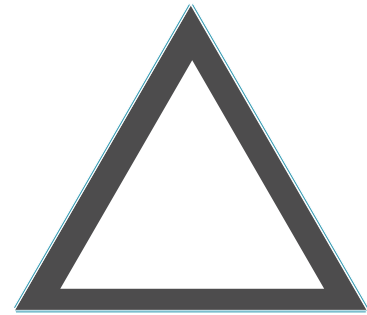


SIGN TYPE FAMILY - CONCEPT 1 — VEHICLE DIRECTION SIGN

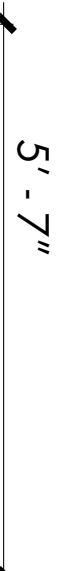
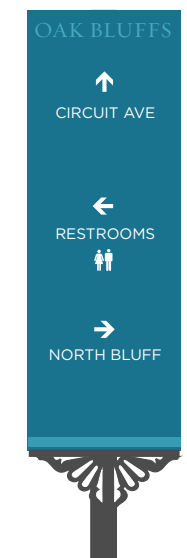
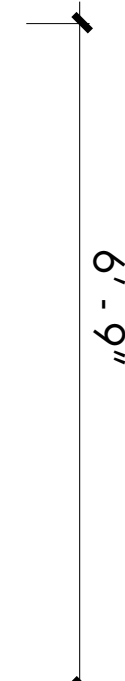
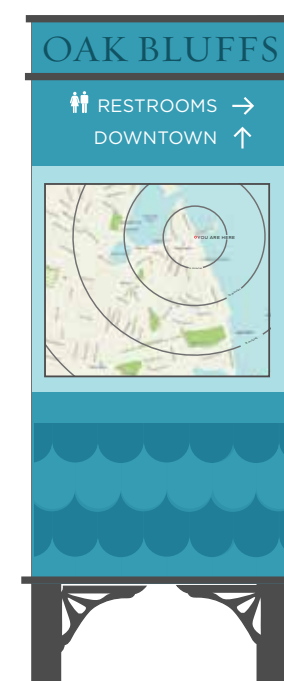
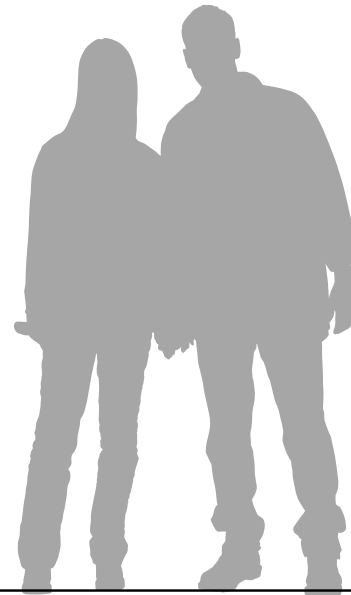
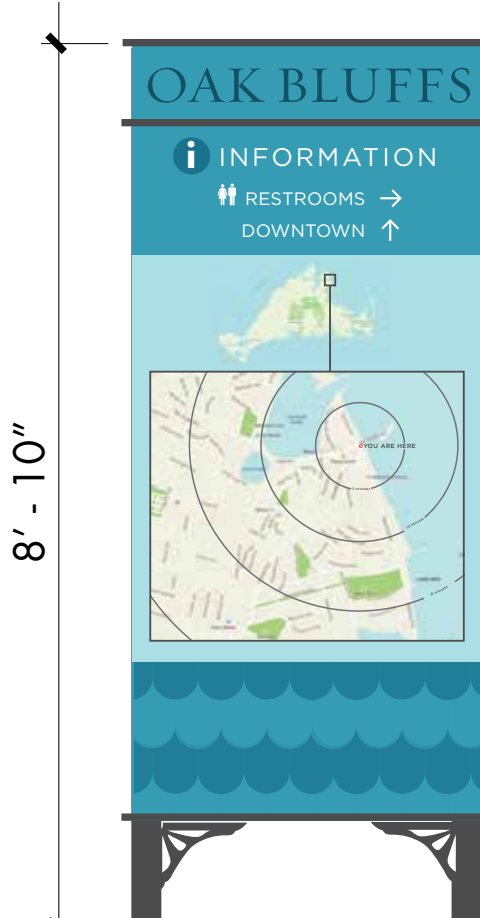
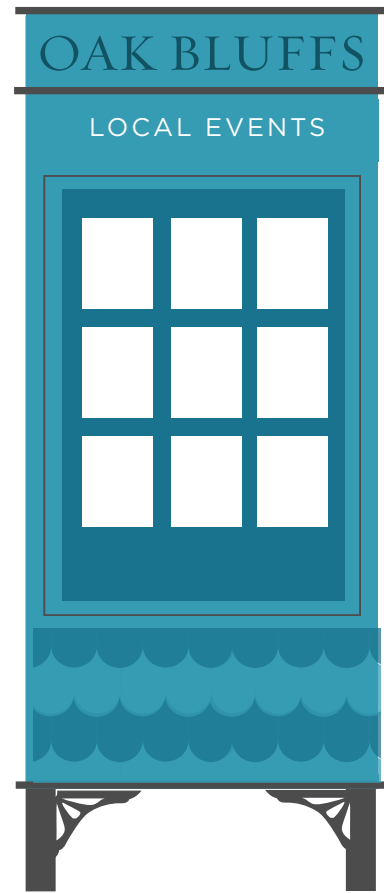


VICTORIAN PATTERNS

SIGN TYPE FAMILY - CONCEPT 1 — MAP/INFORMATION/PEDESTRIAN DIRECTION



PLAN

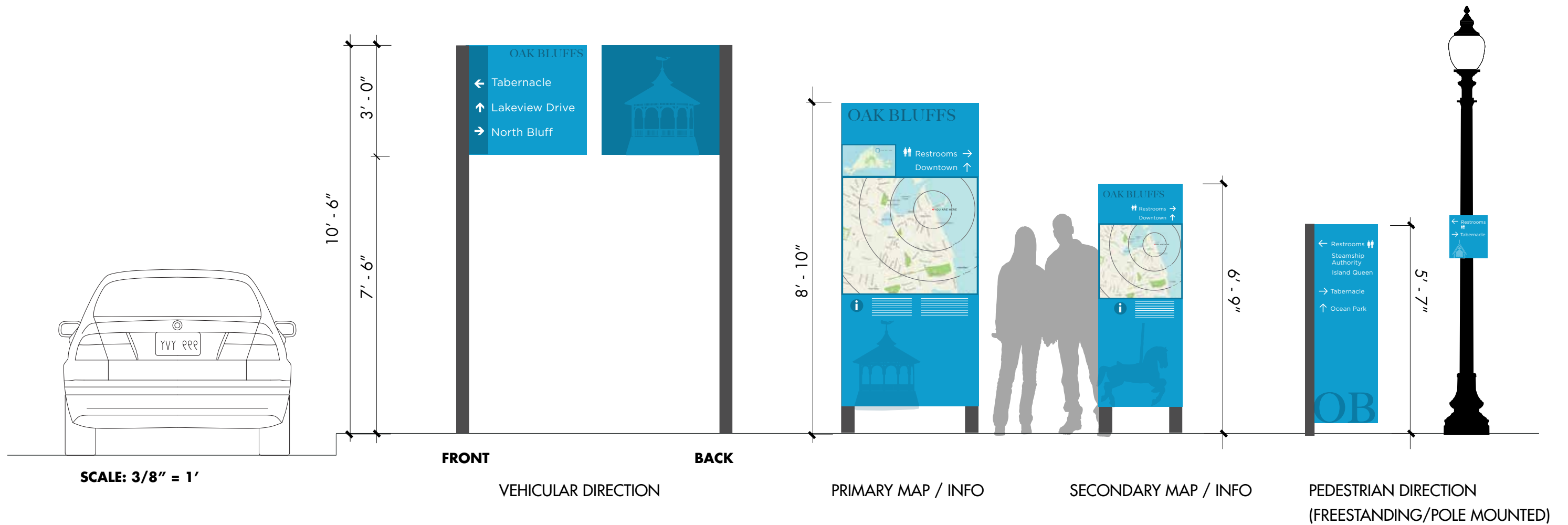


PRIMARY MAP / INFO — 3 SIDED

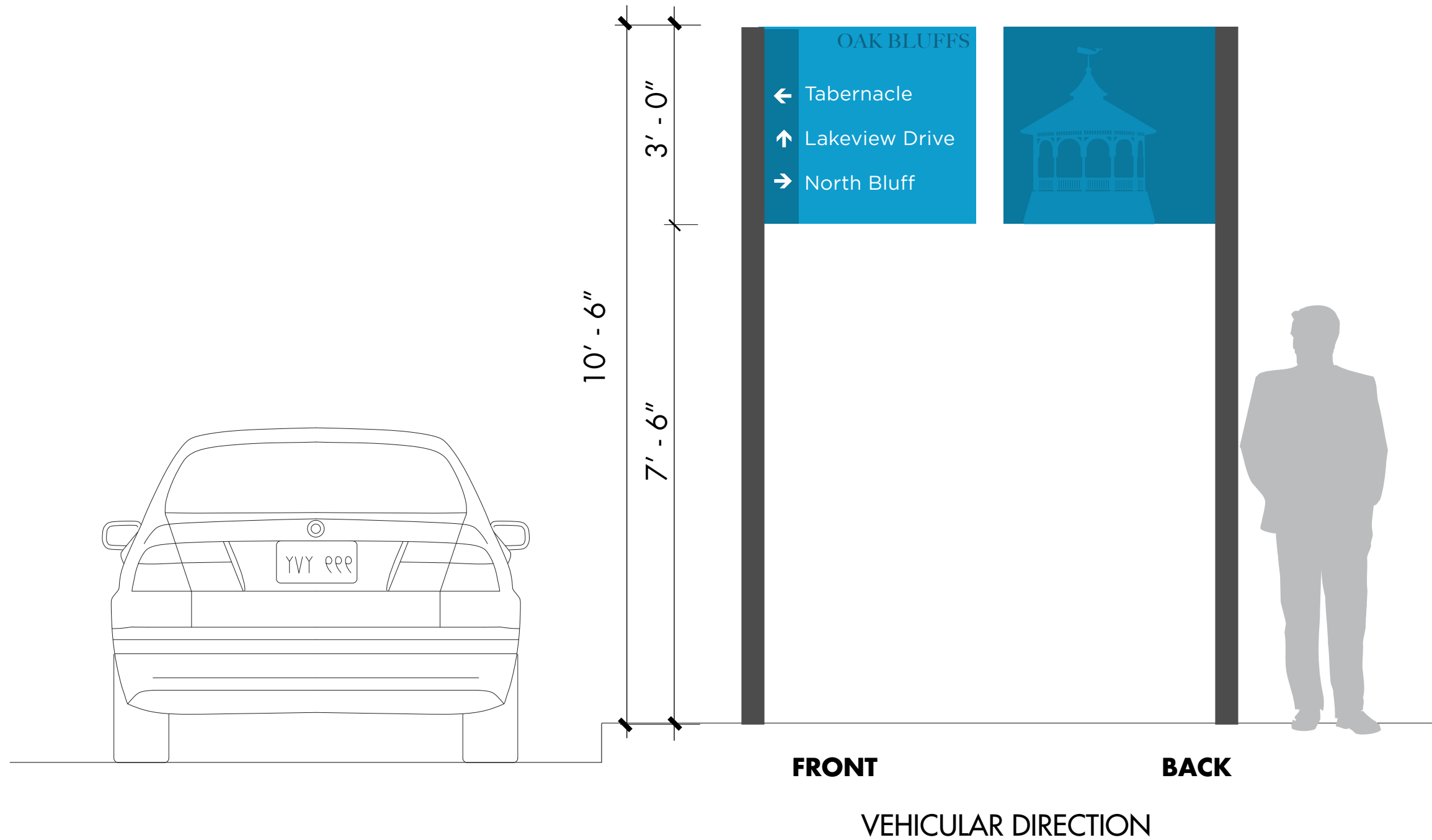
SECONDARY MAP / INFO

PEDESTRIAN DIRECTION

SIGN TYPE FAMILY - CONCEPT 2 — OAK BLUFFS ICONS



SIGN TYPE FAMILY - CONCEPT 1 — VEHICLE DIRECTION SIGN



SIGN TYPE FAMILY - CONCEPT 1 — MAP/INFORMATION/PEDESTRIAN DIRECTION

