

TOWN OF OAK BLUFFS

WAYFINDING MASTER PLAN/SCHEMATIC PHASE

JUNE 29, 2015

prepared by:

surfaceMATTER DESIGN

111 Chestnut Street, 2nd Floor
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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

CLIENT:

Horsley Witten Group
55 Dorrance Street, Suite 403
Providence, RI 02903

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EXISTING CONDITIONS - ARRIVAL

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EXISTING CONDITIONS - TOWN CENTER

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EXISTING CONDITIONS - PUBLIC SPACES

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EXISTING CONDITIONS - SIGNAGE

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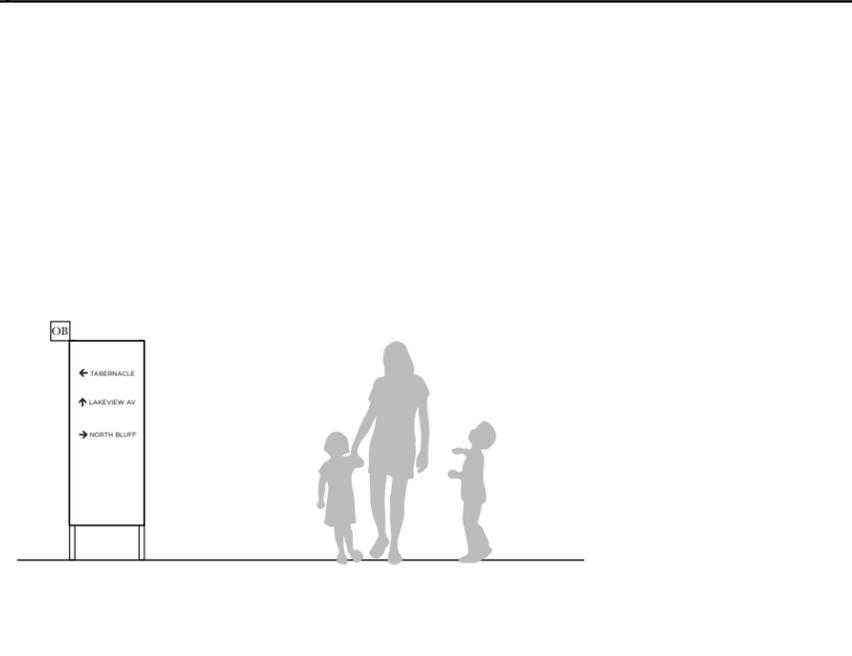
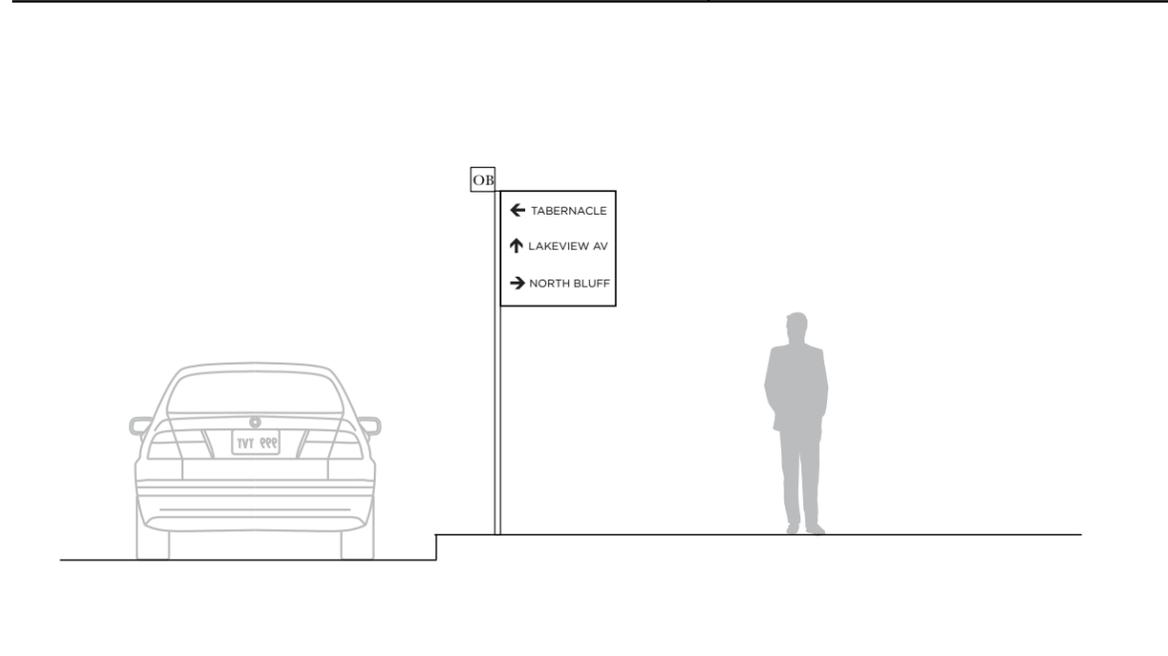
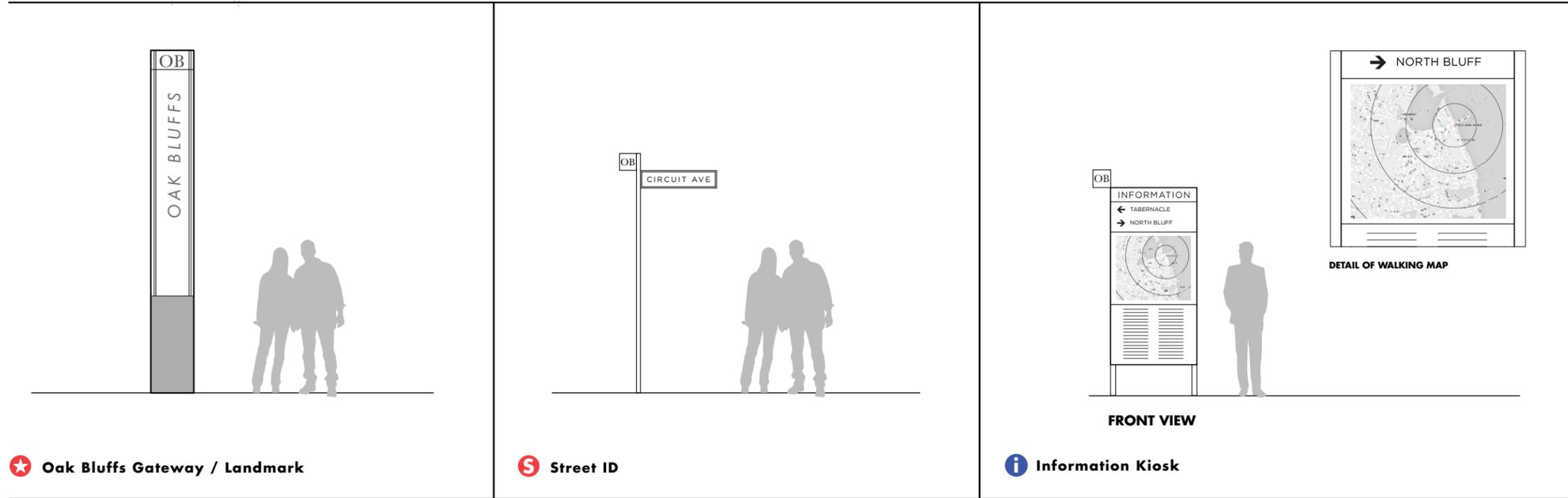
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SIGN TYPES

TOWN OF OAK BLUFFS - WAYFINDING AND IDENTITY - SIGN TYPES



SIGN LOCATION PLAN



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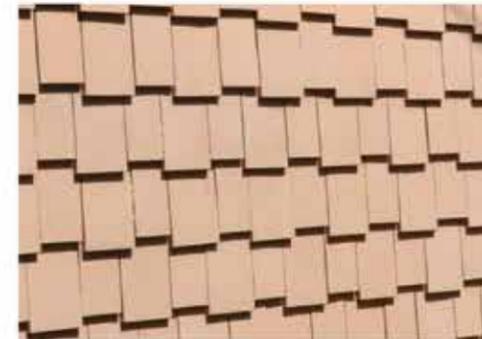
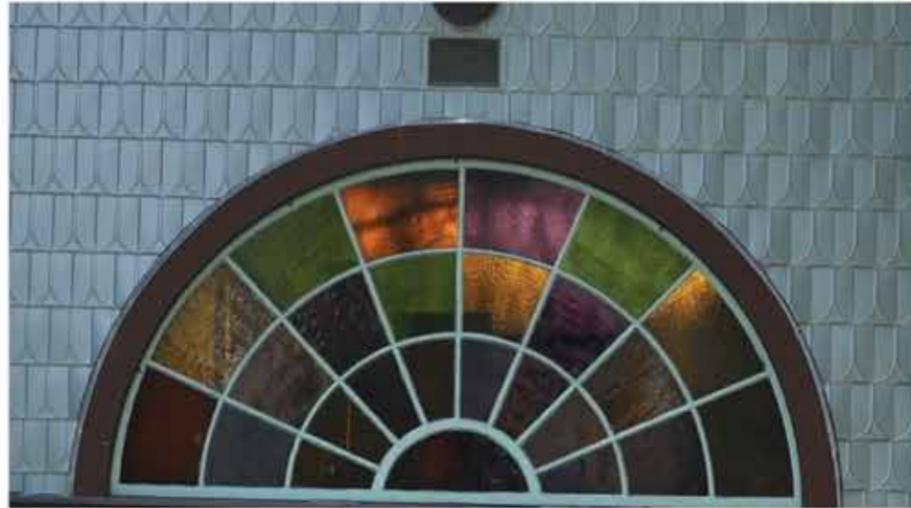
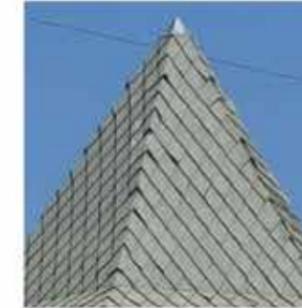
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ARCHITECTURAL ELEMENTS



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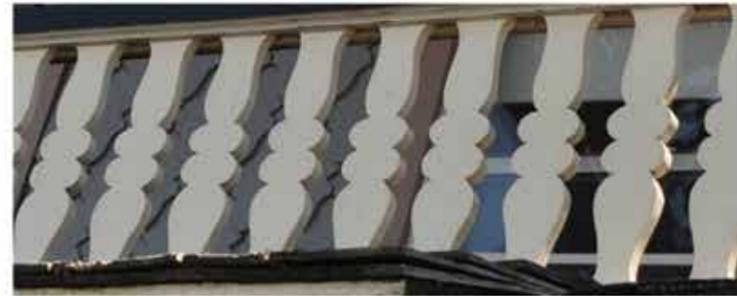
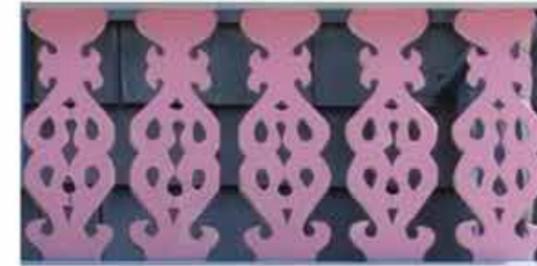
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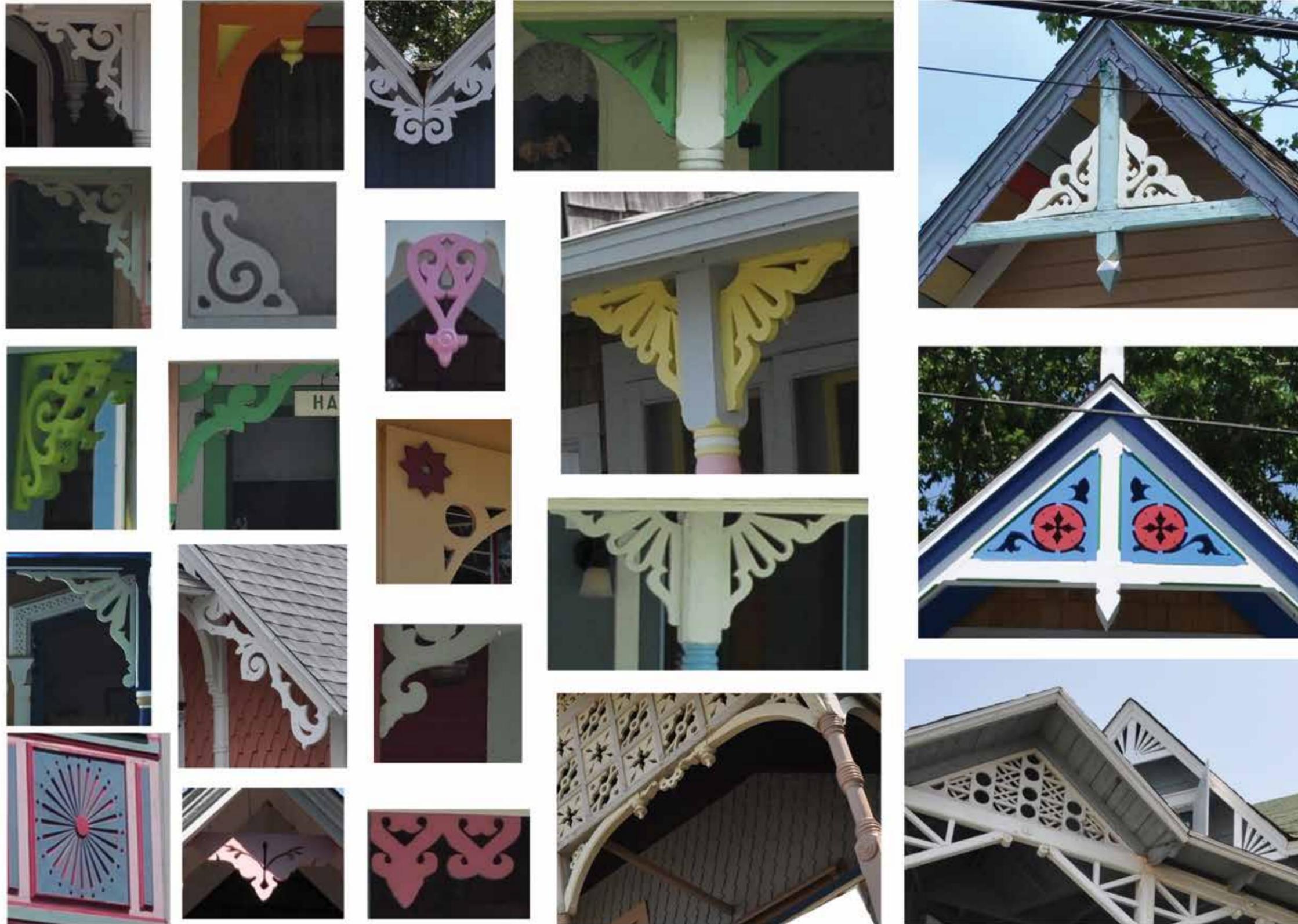
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ARCHITECTURAL VERNACULAR



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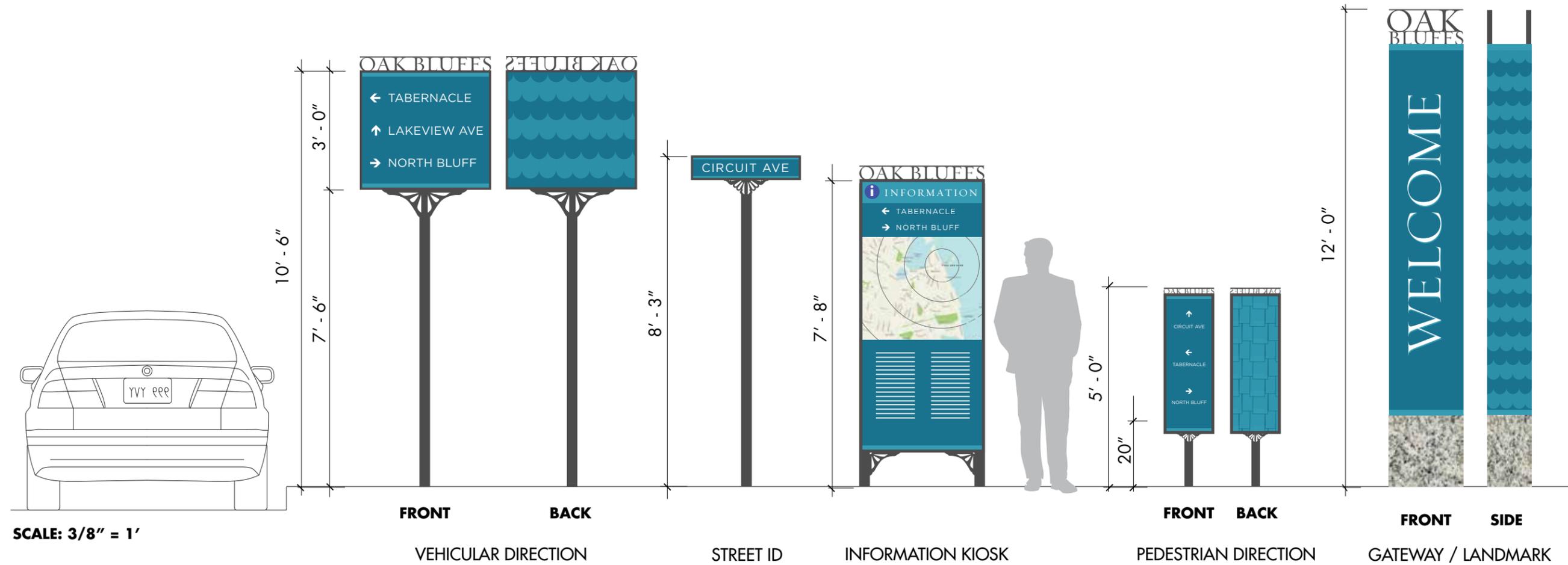
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SCHEMATIC DESIGN CONCEPTS

WAYFINDING AND IDENTITY - CONCEPT 1 — CONTEXTUAL

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WAYFINDING AND IDENTITY - CONCEPT 2 — HISTORICAL

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