

Maine Medical Center Bramhall Campus Environmental Graphics & Wayfinding Program

Site Submission

11.27.18

Response to City Comments and Recommendations

We appreciate the comments and direction offered by the City and have considered them. We believe the designs put forth the best approach for patients and families visiting MMC. Our overall design approach includes:

- Using existing sign foundations and locations (where possible)
- A 15% reduction in sign sizes from the current design
- Reduction in overall quantity of signs from the current system
- Better alignment with the MMC brand and architectural enhancements

City Comments and Recommendations (received Thursday, September 6, 2018)

- No signs will be permitted on properties not owned by MMC (e.g. 1b)
- There are concerns about sight line obstructions on several of the signs, including ST.1a, CS.2 and EG.1a.
- Please provide a sight line analysis (Included)
- There are concerns about the size of the signs in general. Could those proposed as 11' in height be brought to a more pedestrian scale (e.g 8'?) There are particular concerns about the size of 4a, which is replacing a much smaller sign and 6a. Both of these signs should be brought to a pedestrian scale
- Eliminate one of the signs marked 5.b and reduce the size of the remaining to the scale of the existing sign
- Please indicate dimensions of CS.1 and method of illumination. At first blush, this sign appears out of scale.
- The layout of EG.1a is inconsistent with the other signs of similar purpose (e.g.ST.3a). Is there a reason for this?

Masterplan Overview

- 01 Main Campus Signage
- 02 Congress Street Building Signage
- 03 Employee Garage Signage



Architectural Colors

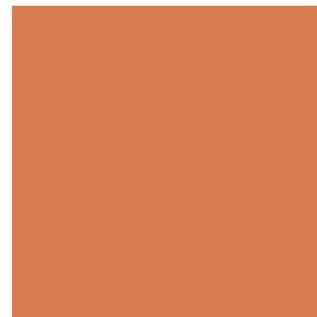
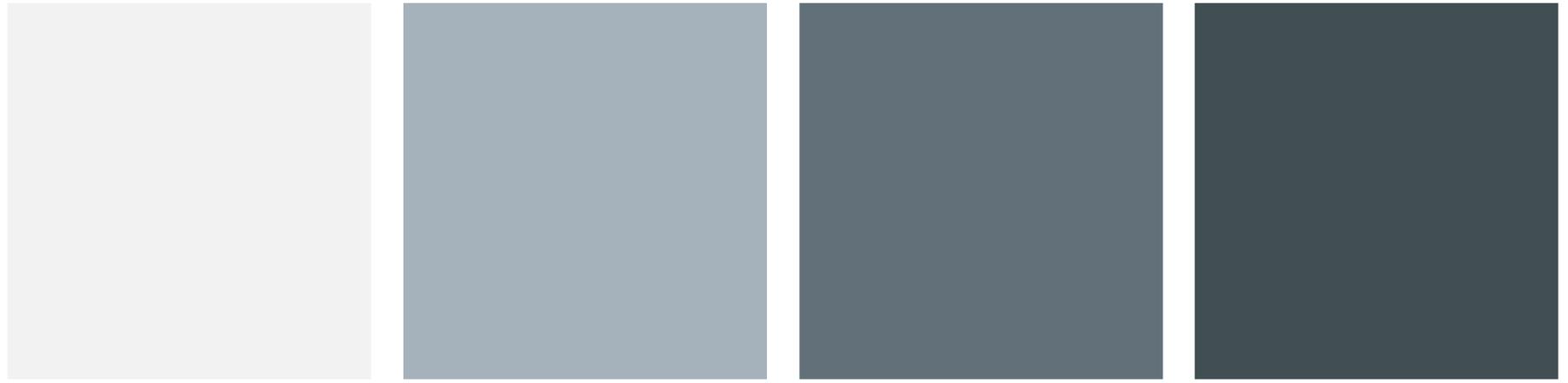


50 YEAR PALETTE

Use of natural materials take clues from nature to create a timeless environment.



Brand Colors



Typeface: Humanist

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () _ + : " < > ?

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () _ + : " < > ?

Typeface: Humanist Condensed

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A b c d e f g h i j k l m n o p q r s t u v w x y z

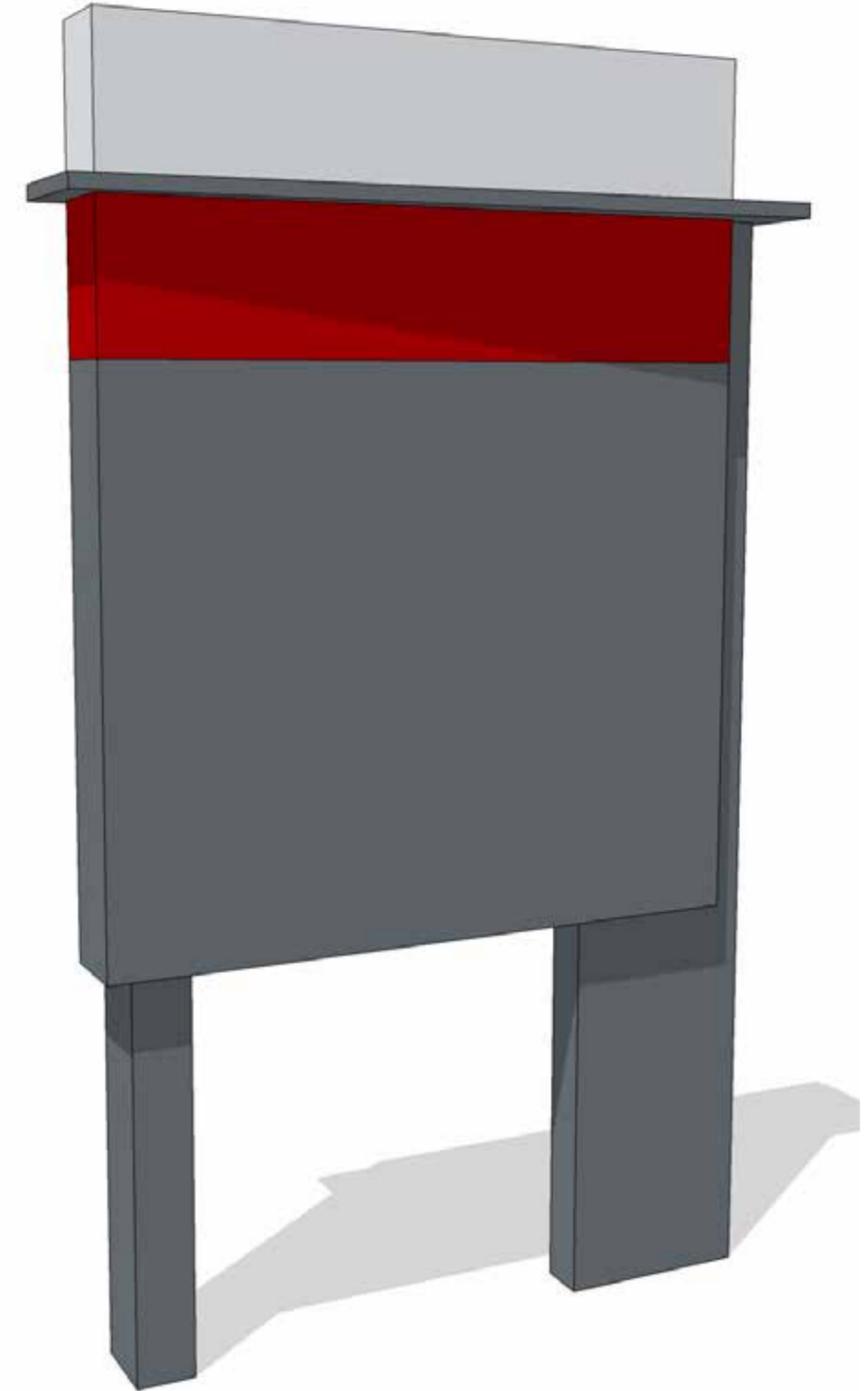
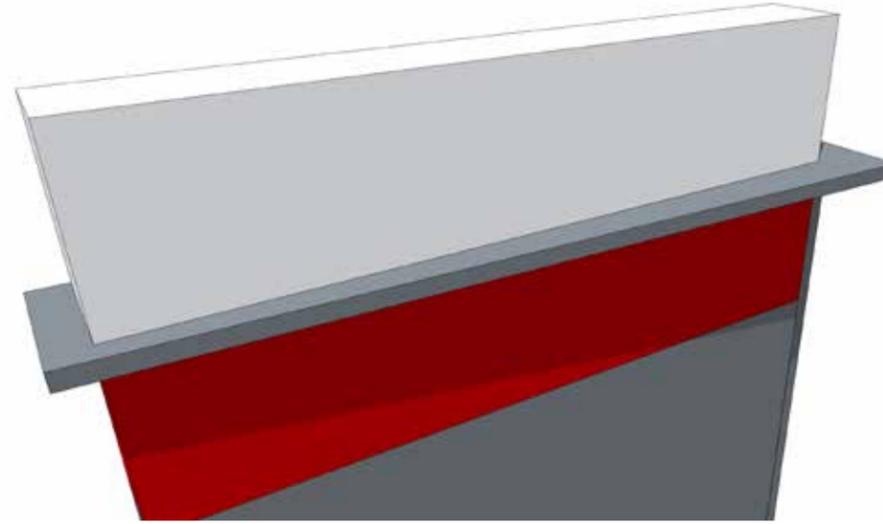
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A b c d e f g h i j k l m n o p q r s t u v w x y z

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Design Approach



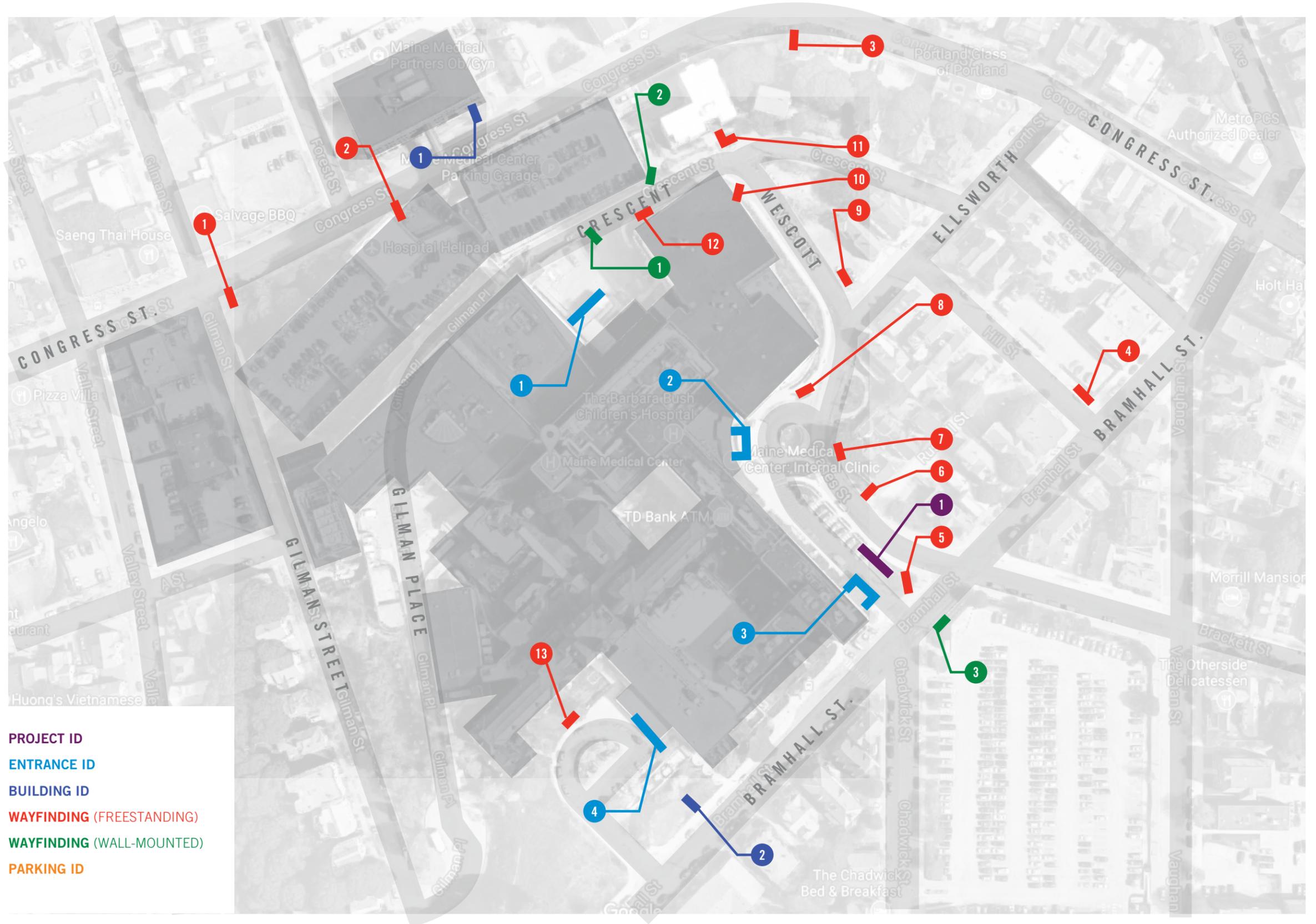
01

Main
Campus
Signage

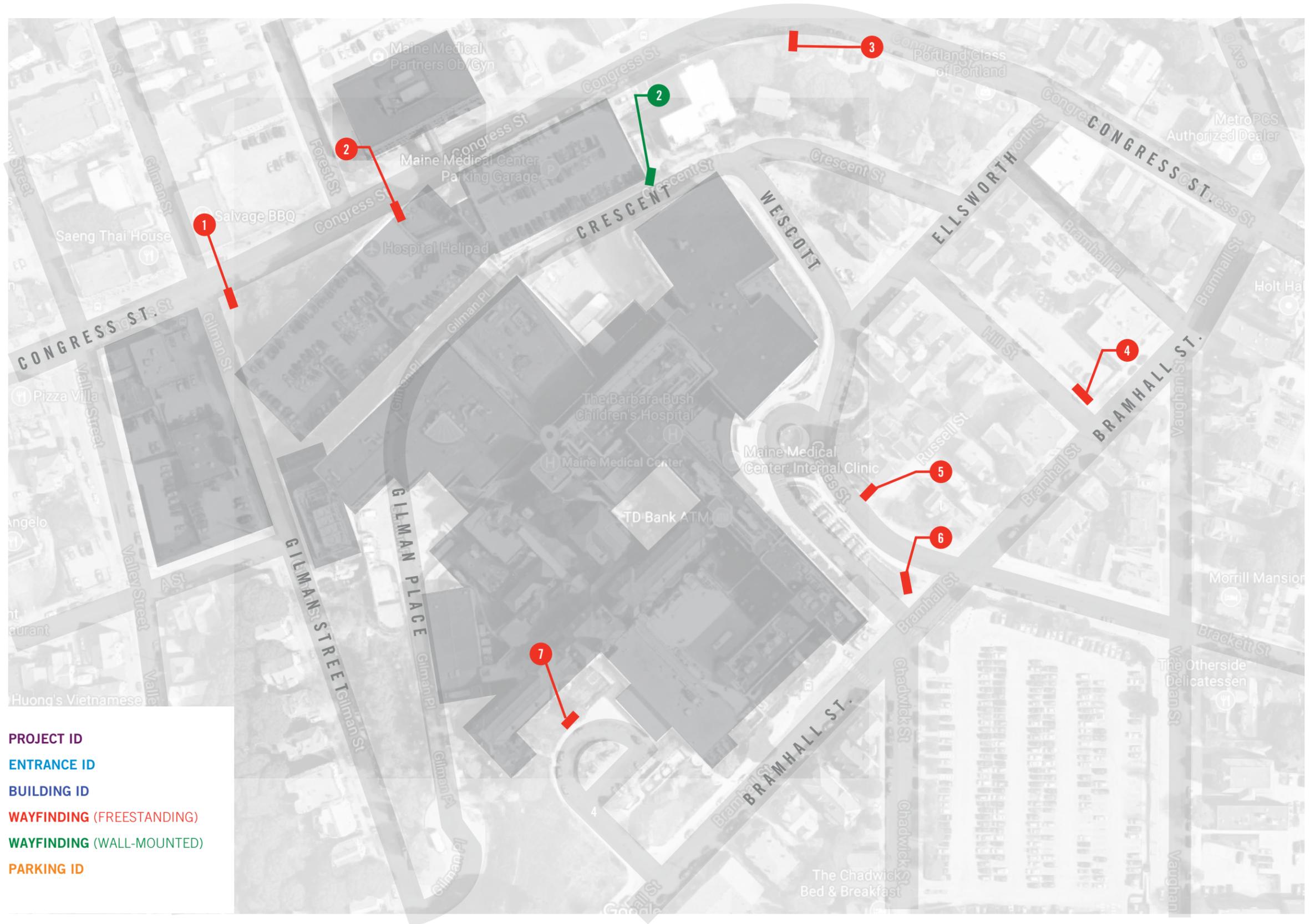
Existing Signage



Existing Signage Location Plan

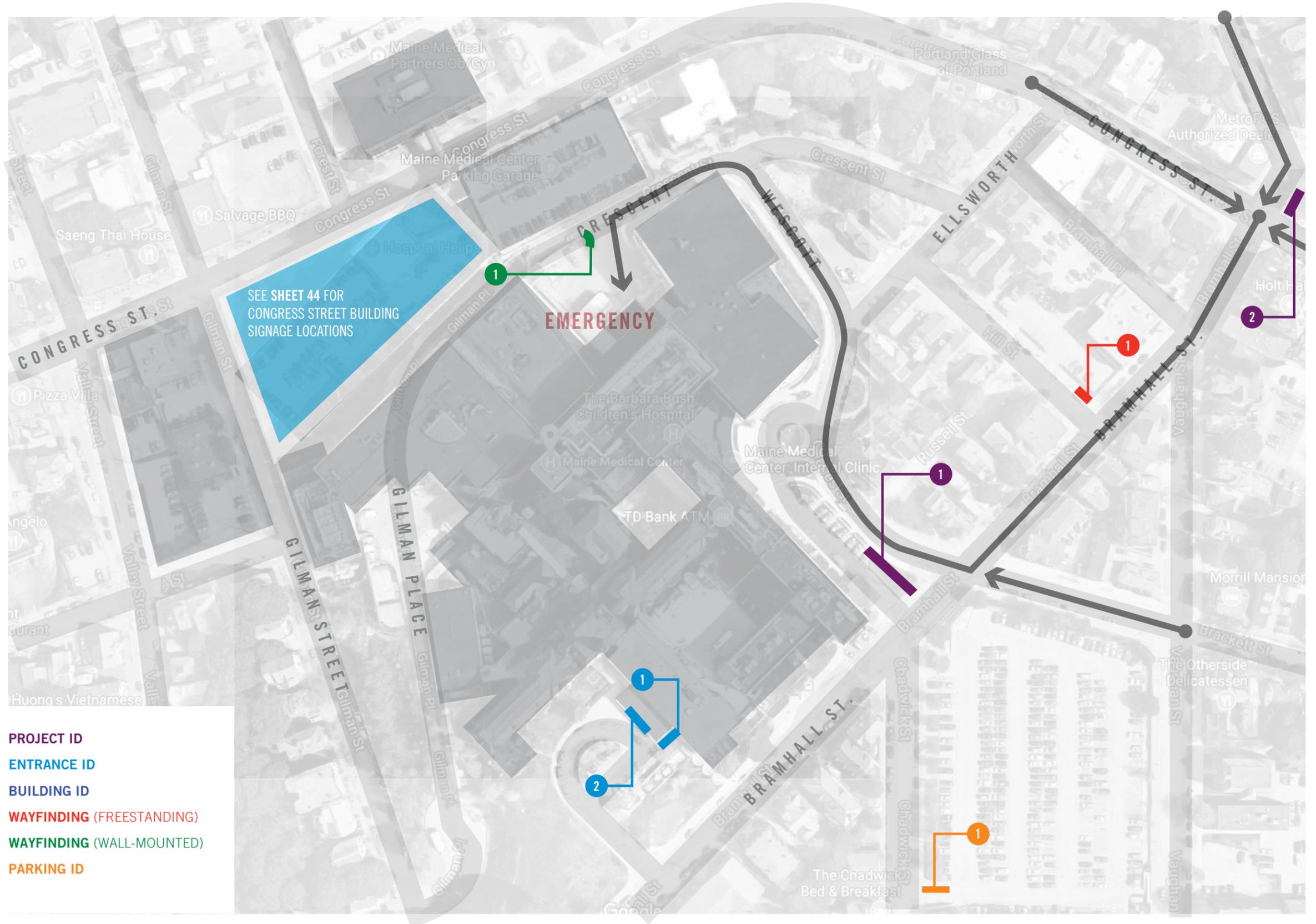


Demo Signage Elements



- PROJECT ID**
- ENTRANCE ID**
- BUILDING ID**
- WAYFINDING (FREESTANDING)**
- WAYFINDING (WALL-MOUNTED)**
- PARKING ID**

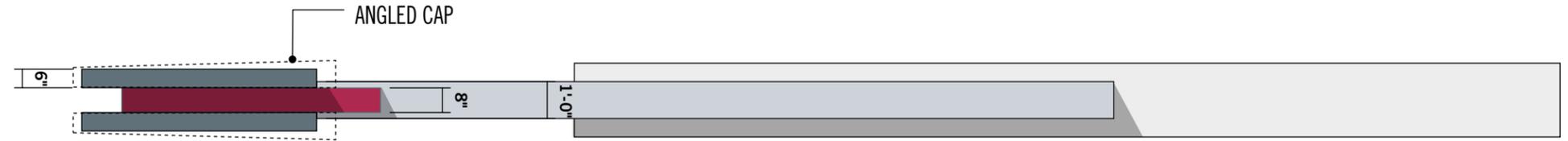
New Signage Elements



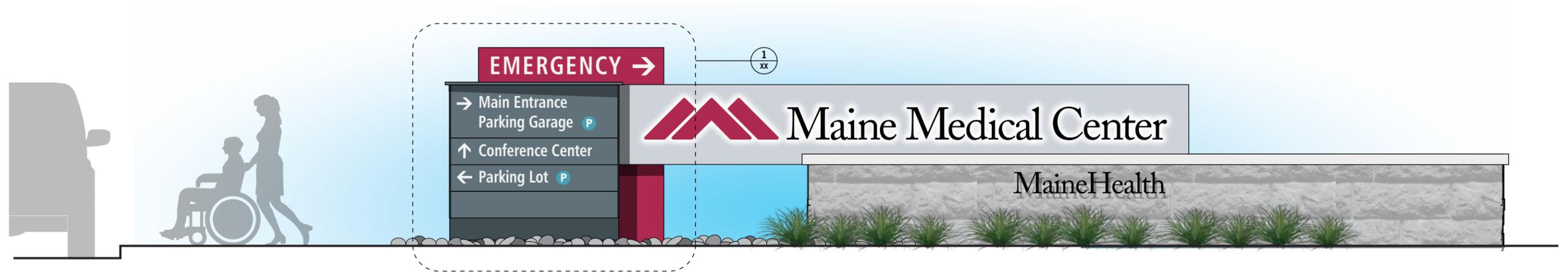
Preliminary Sign Location Plan



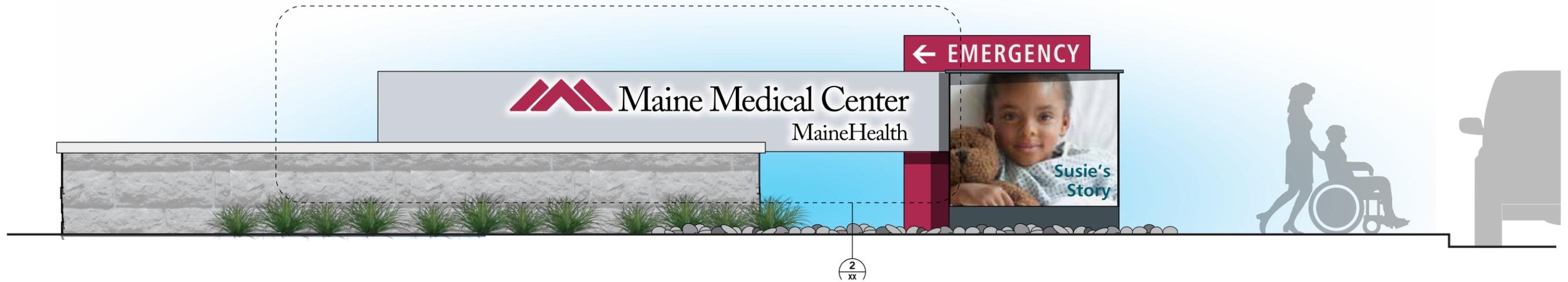
ST.1 Bramhall Gateway



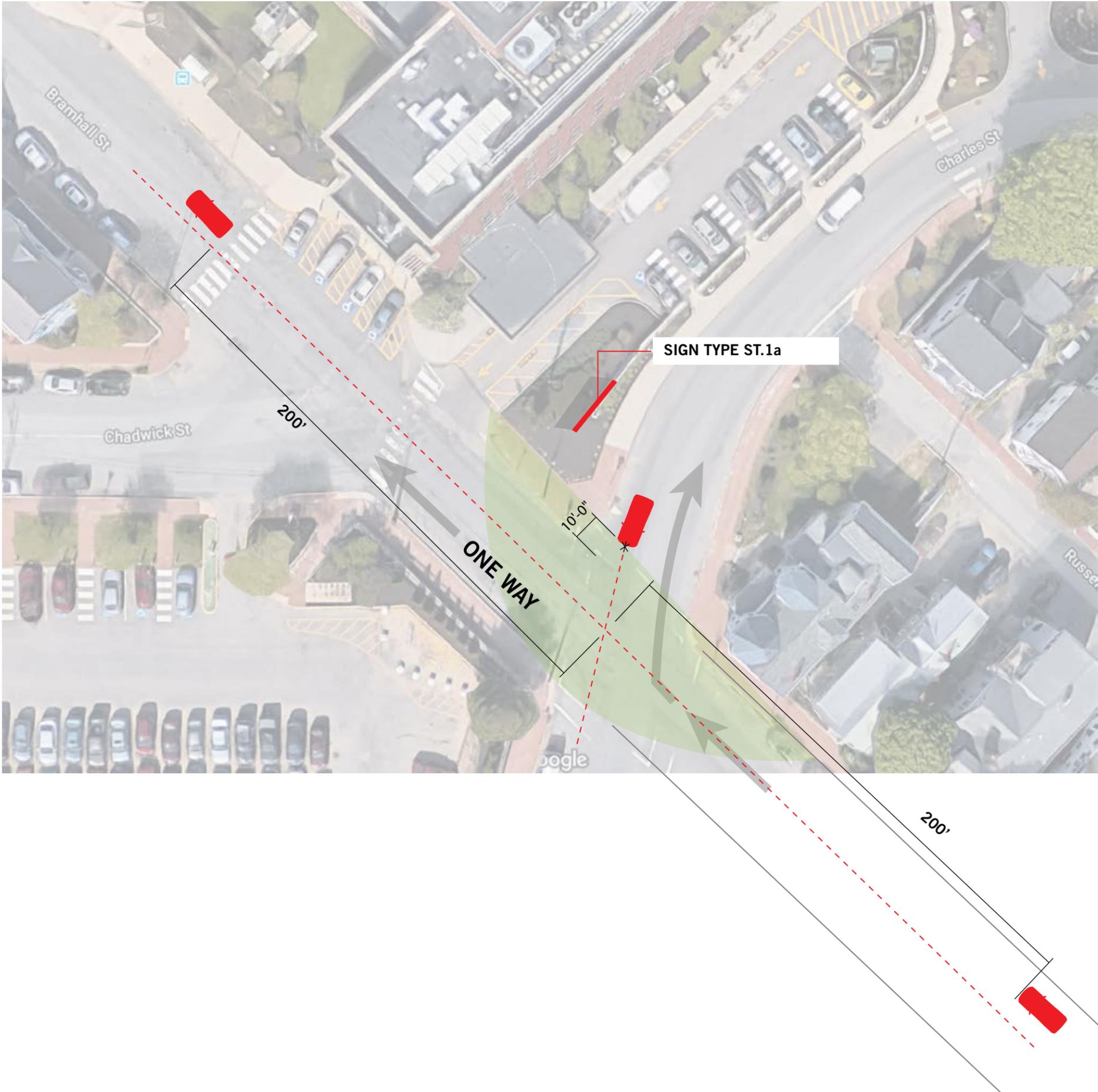
3 Plan
scale: 1/4" = 1' - 0"



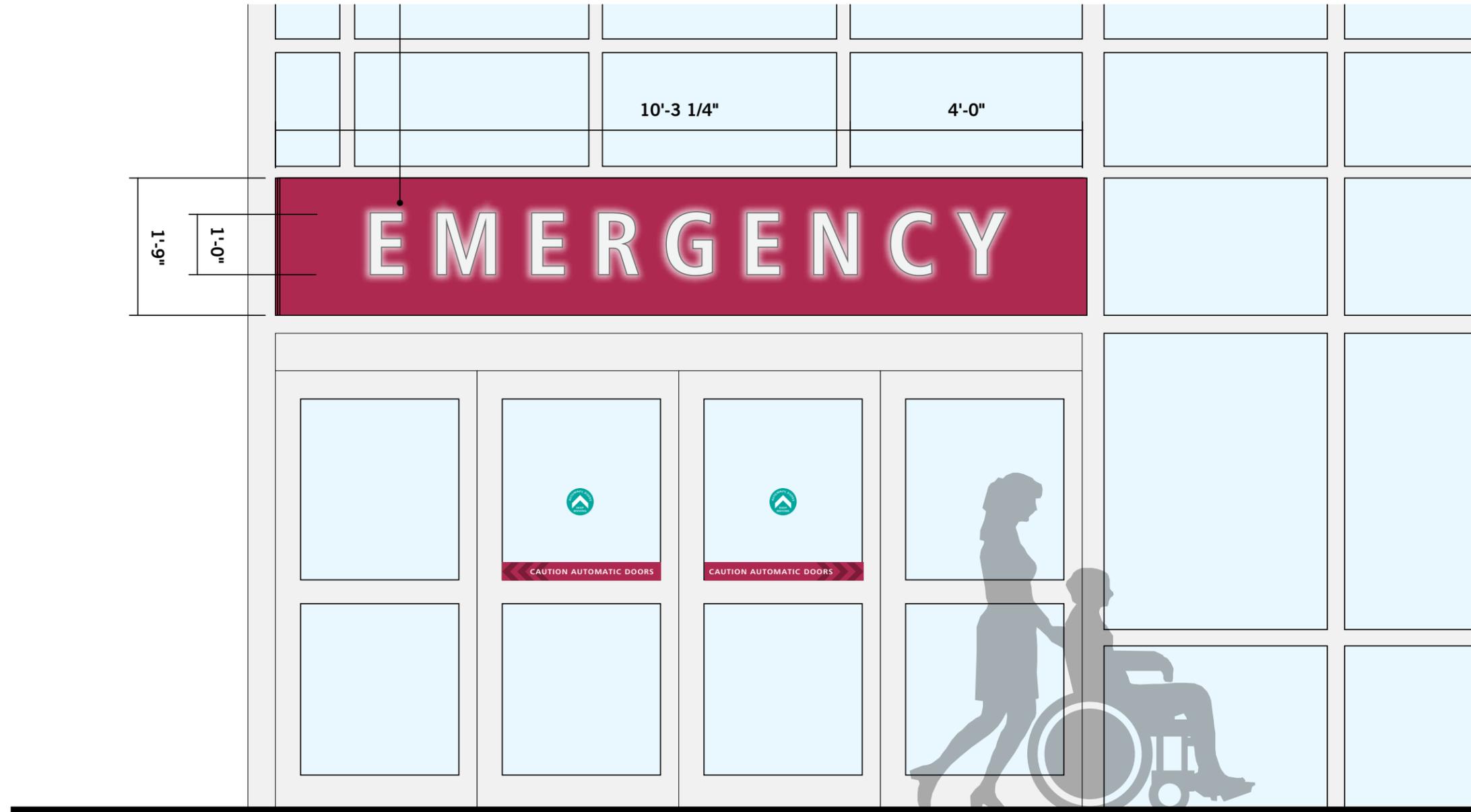
2 Elevation: Side A
scale: 1/4" = 1' - 0"



ST.1 Site Line Analysis

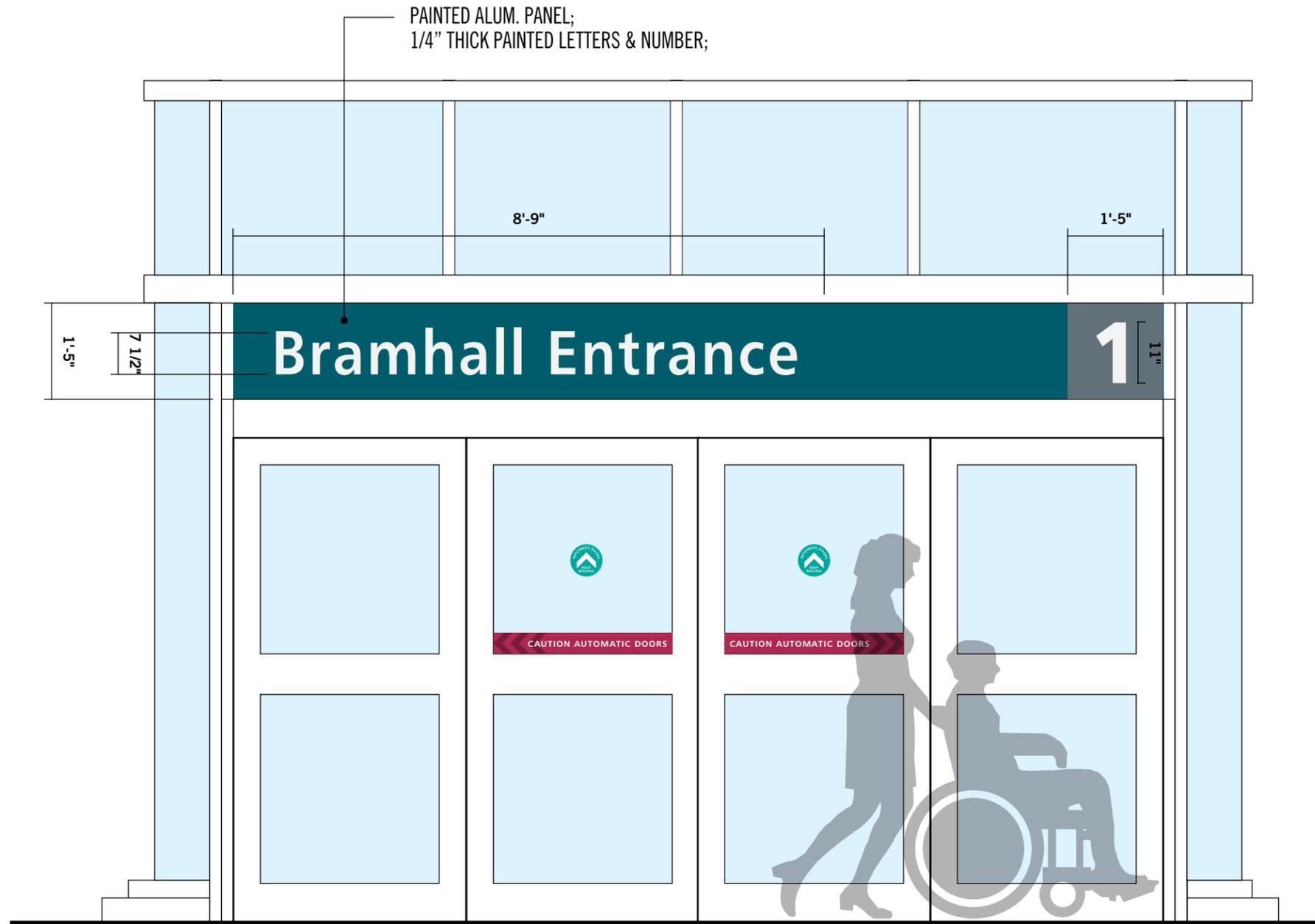


ST.2 Emergency Entry ID



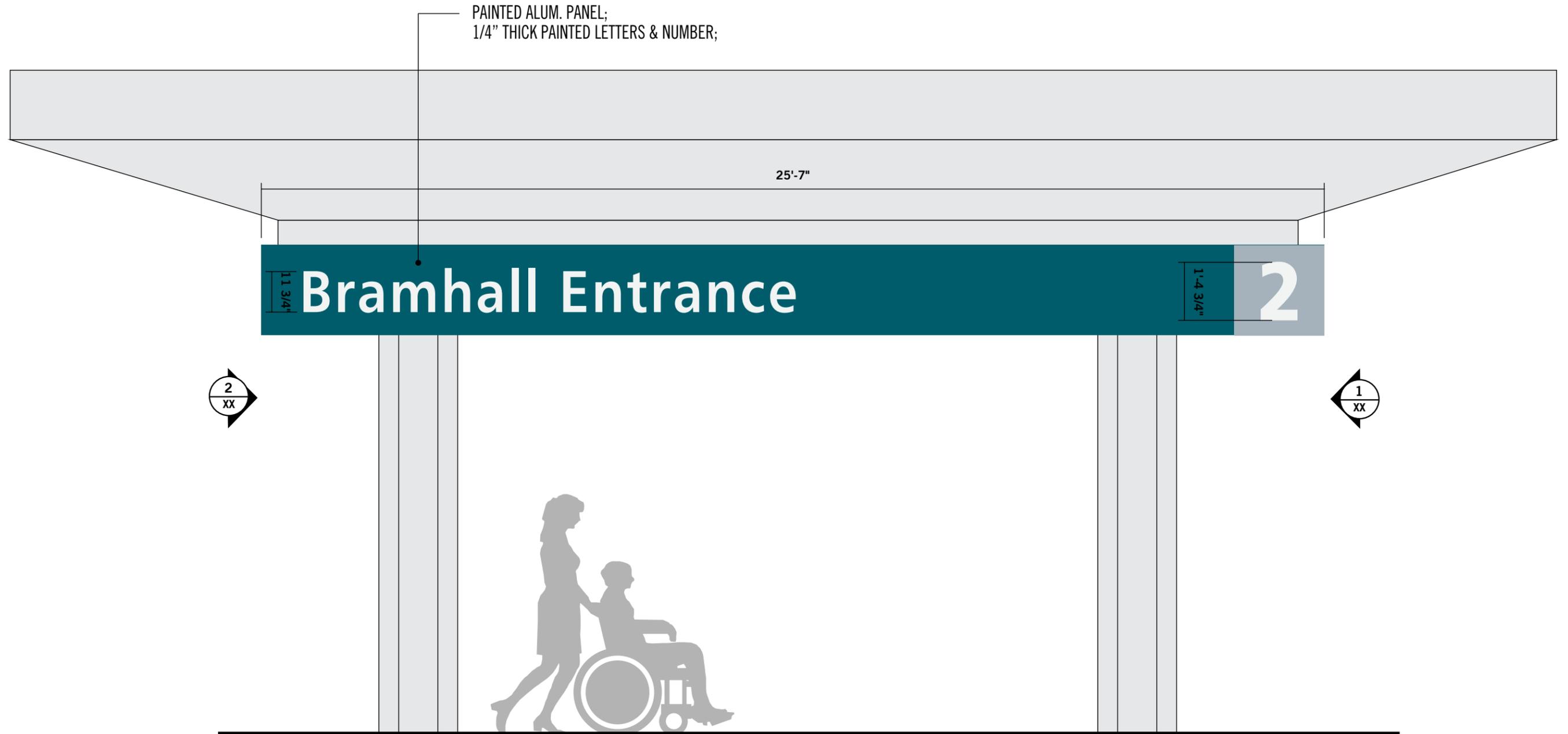
1 Elevation: ST.2a Entry ID
scale: 3/8" = 1' - 0"

ST.3 Bramhall 1 Entry ID



1 Elevation
scale: 1/2" = 1' - 0"

ST.4 Bramhall 2 Entry ID



1 Elevation: Front
scale: 3/8" = 1' - 0"

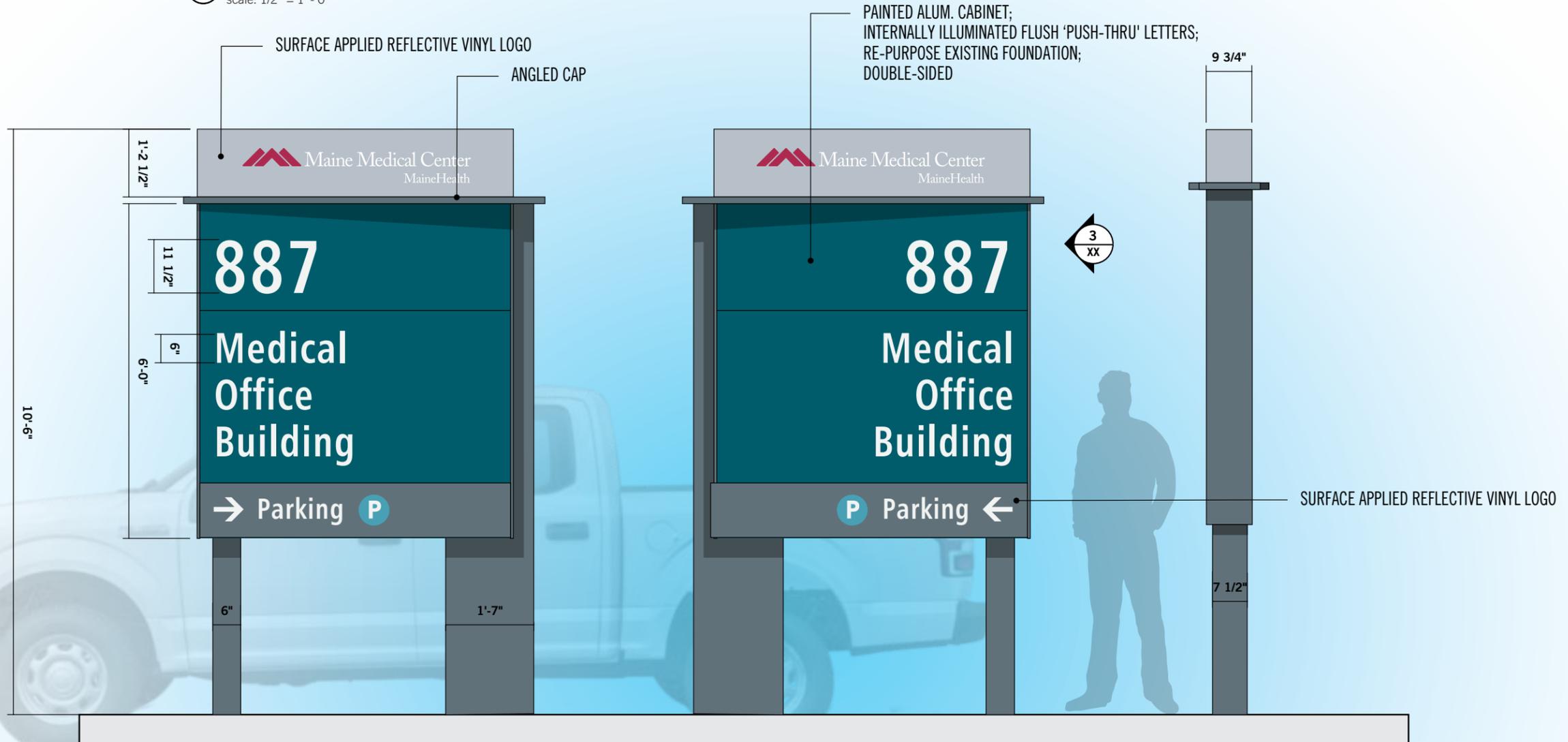
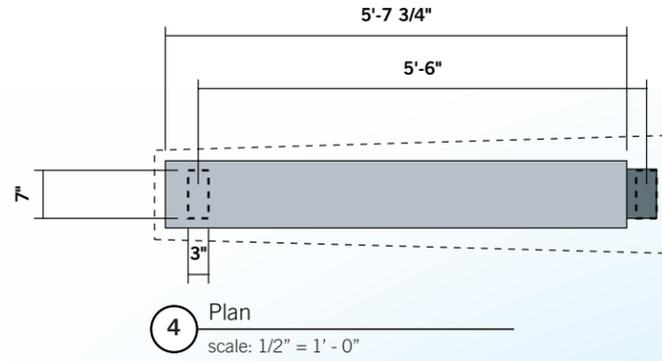
ST.5 Radiation Entry ID



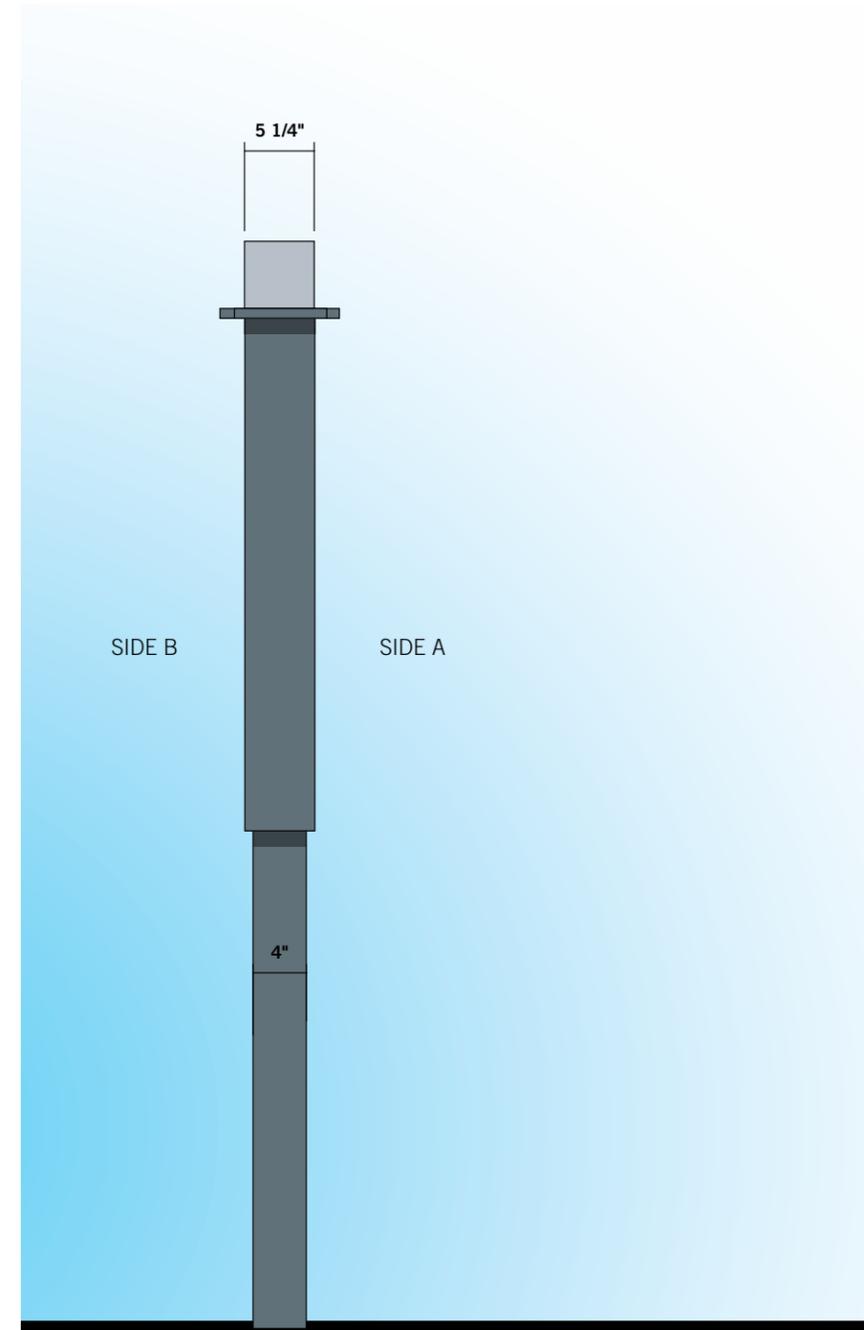
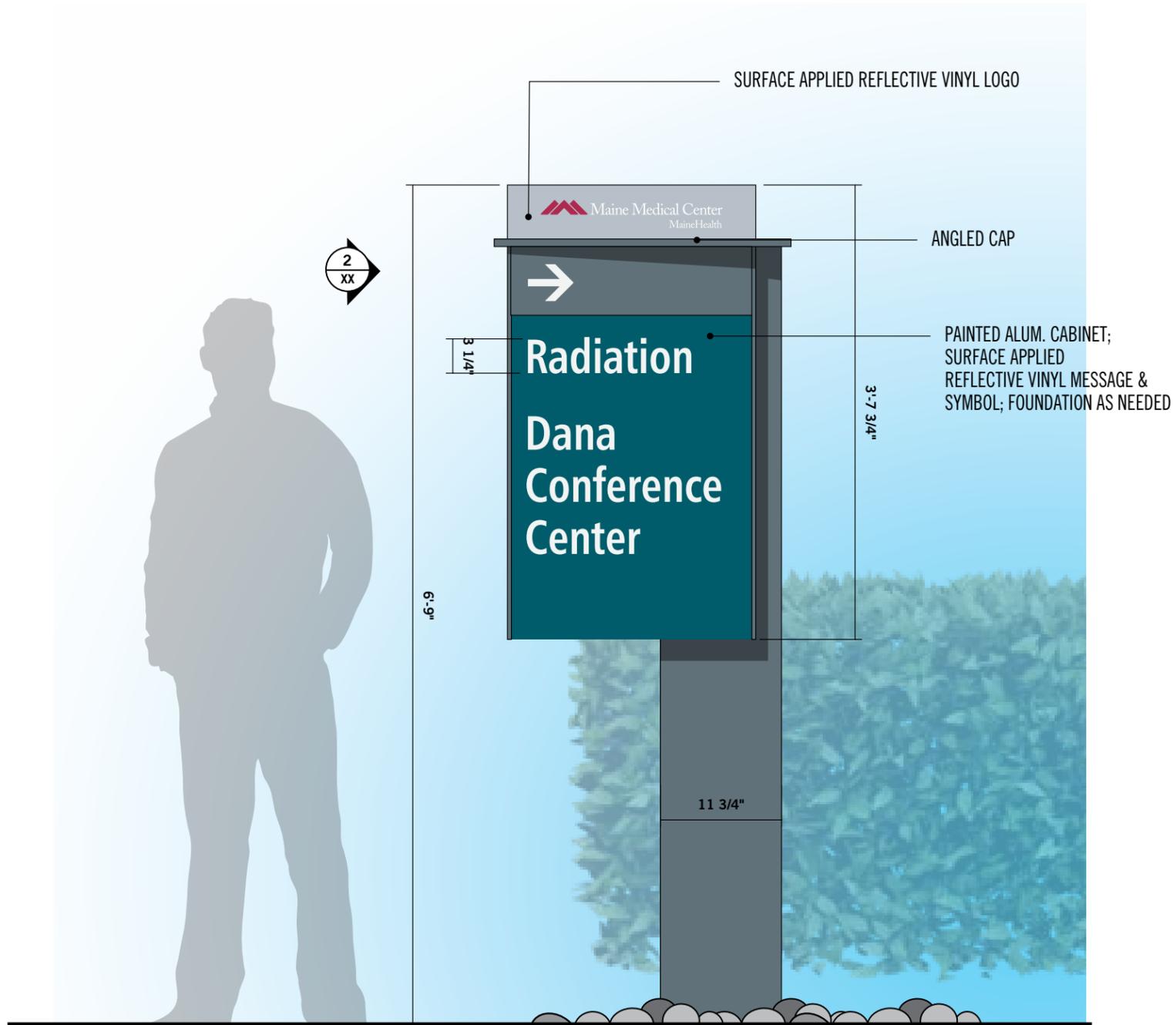
ST.6 Dana Conference Entry ID



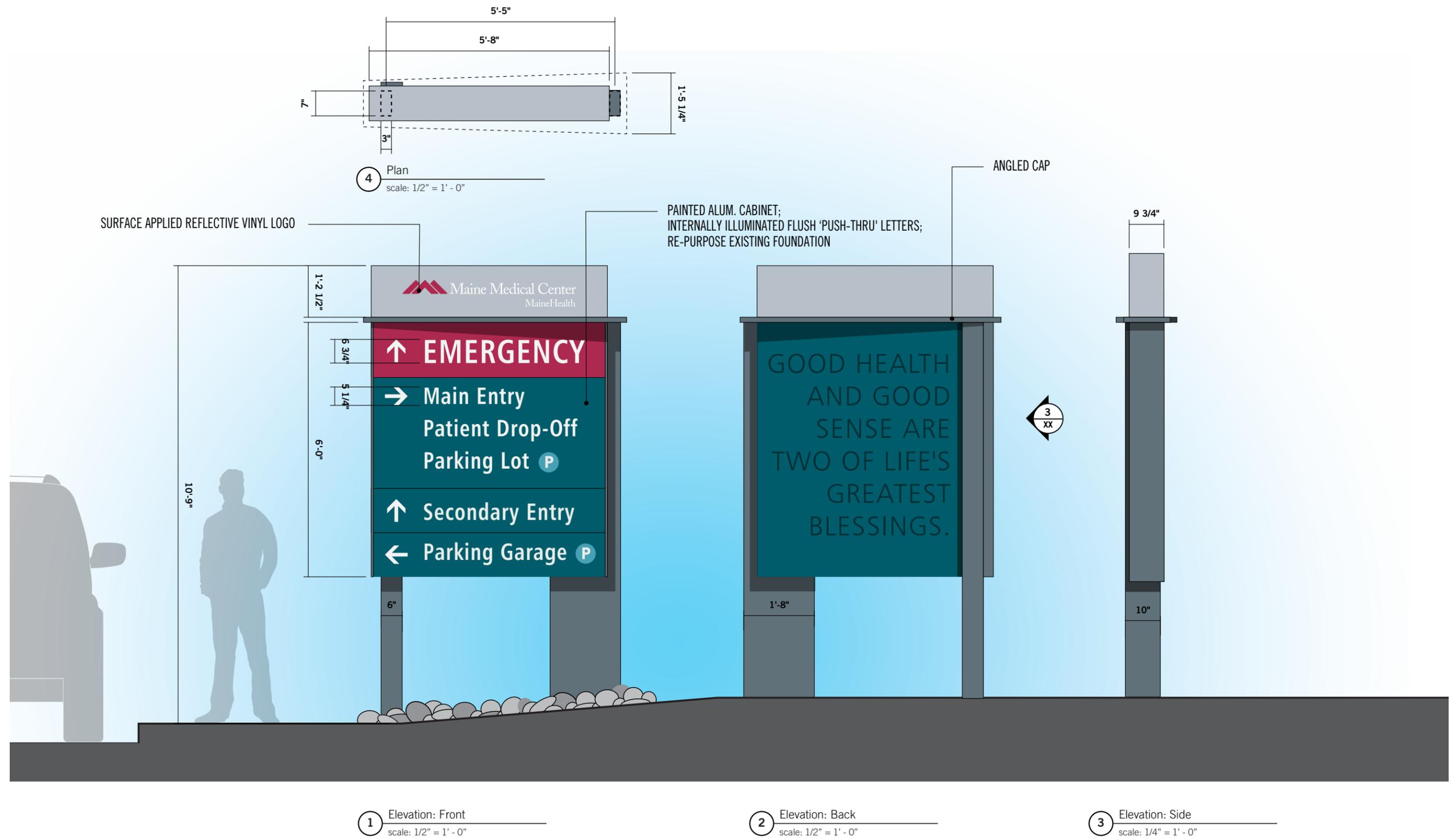
ST.7 Vehicular Building ID



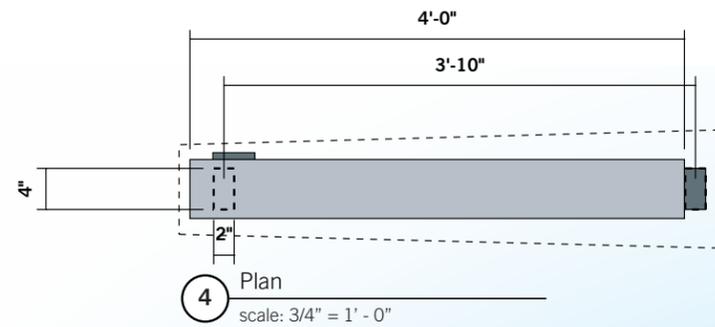
ST.8 Pedestrian Building ID



ST.9 Primary Vehicular Directional (Typical)



ST.10 Secondary Vehicular Directional



SURFACE APPLIED REFLECTIVE VINYL LOGO

PAINTED ALUM. CABINET;
INTERNALLY ILLUMINATED FLUSH 'PUSH-THRU' LETTERS;
RE-PURPOSE EXISTING FOUNDATION

ANGLED CAP

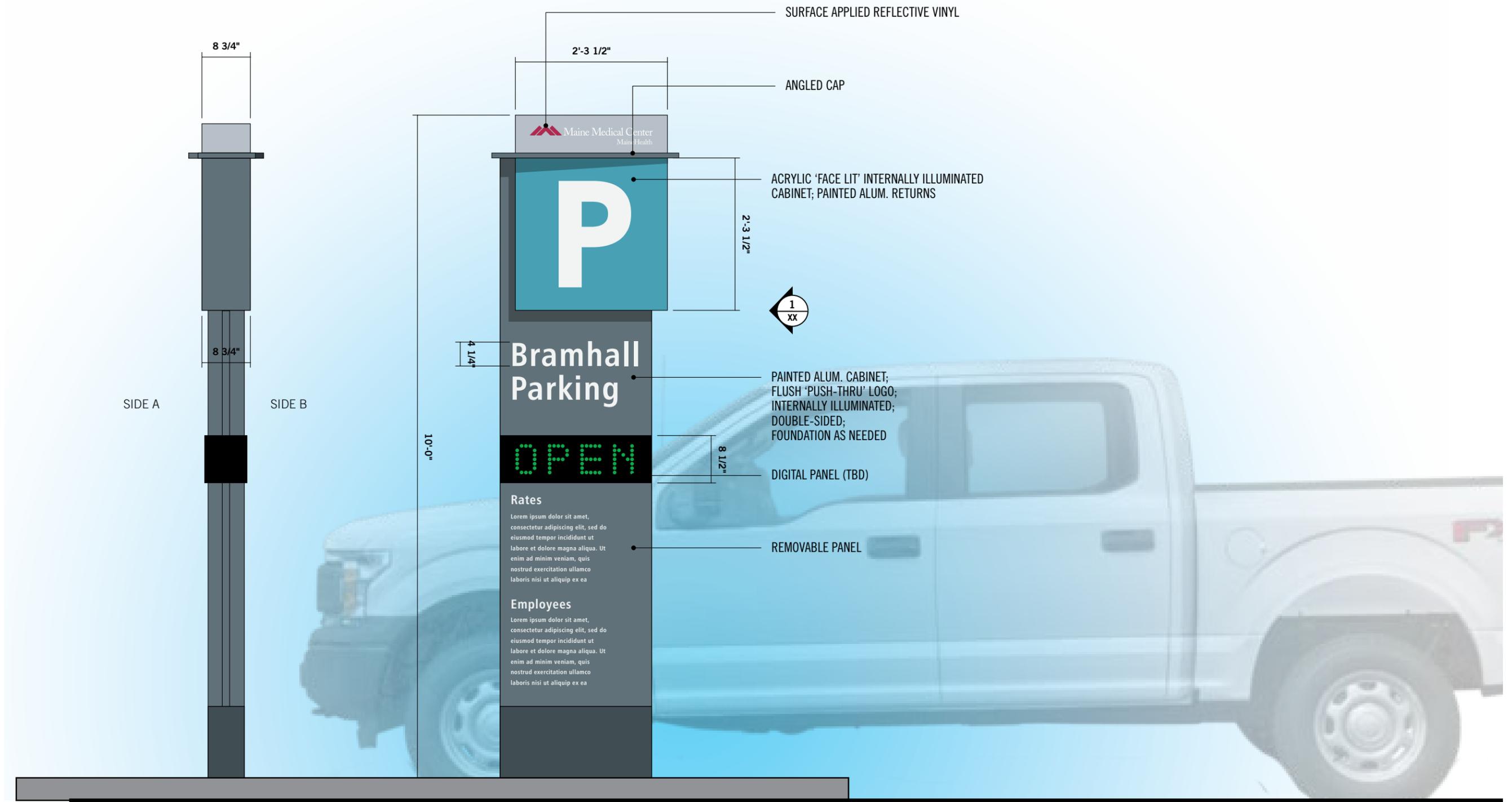


1 Elevation: Front
scale: 3/4" = 1' - 0"

2 Elevation: Back
scale: 3/4" = 1' - 0"

3 Elevation: Side
scale: 3/4" = 1' - 0"

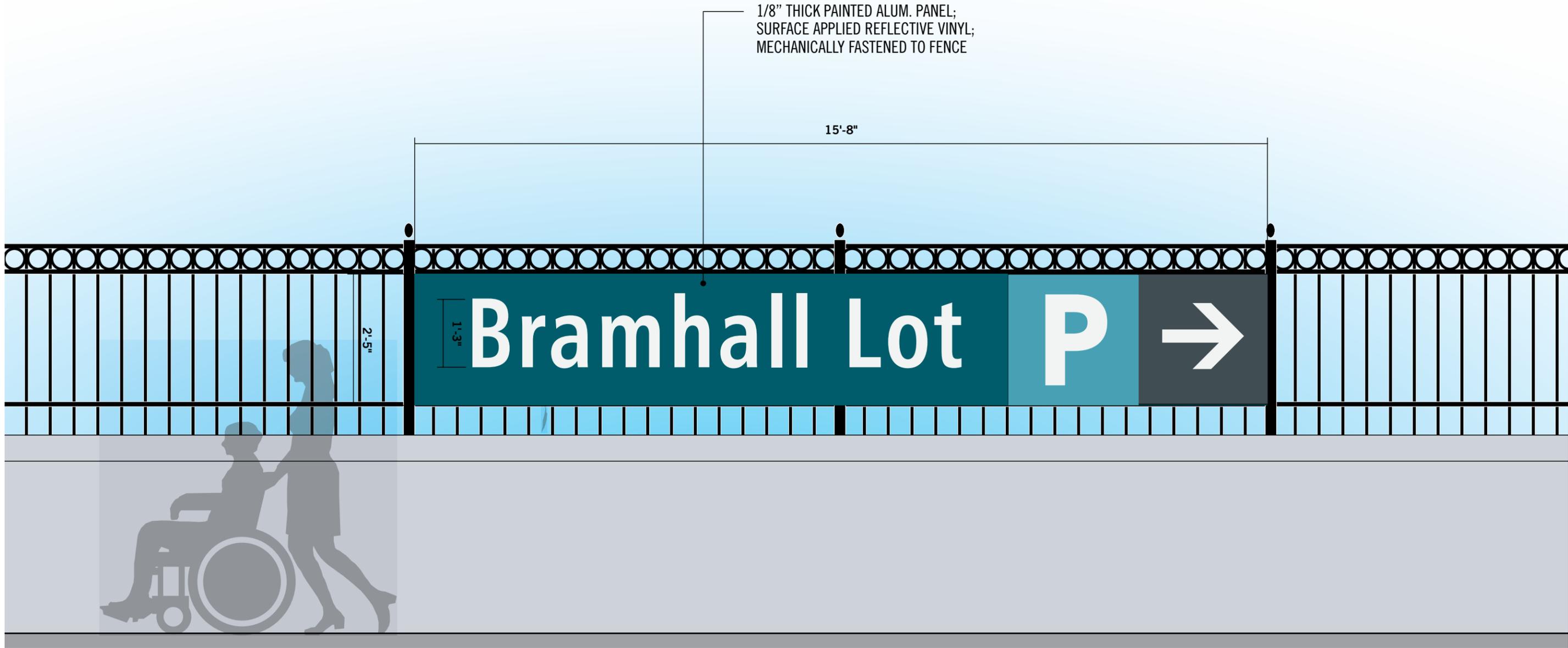
ST.11 Parking ID



1 Elevation: Side View
scale: 3/4" = 1' - 0"

2 Elevation: Side A
scale: 3/4" = 1' - 0"

ST.12 Fence Directional

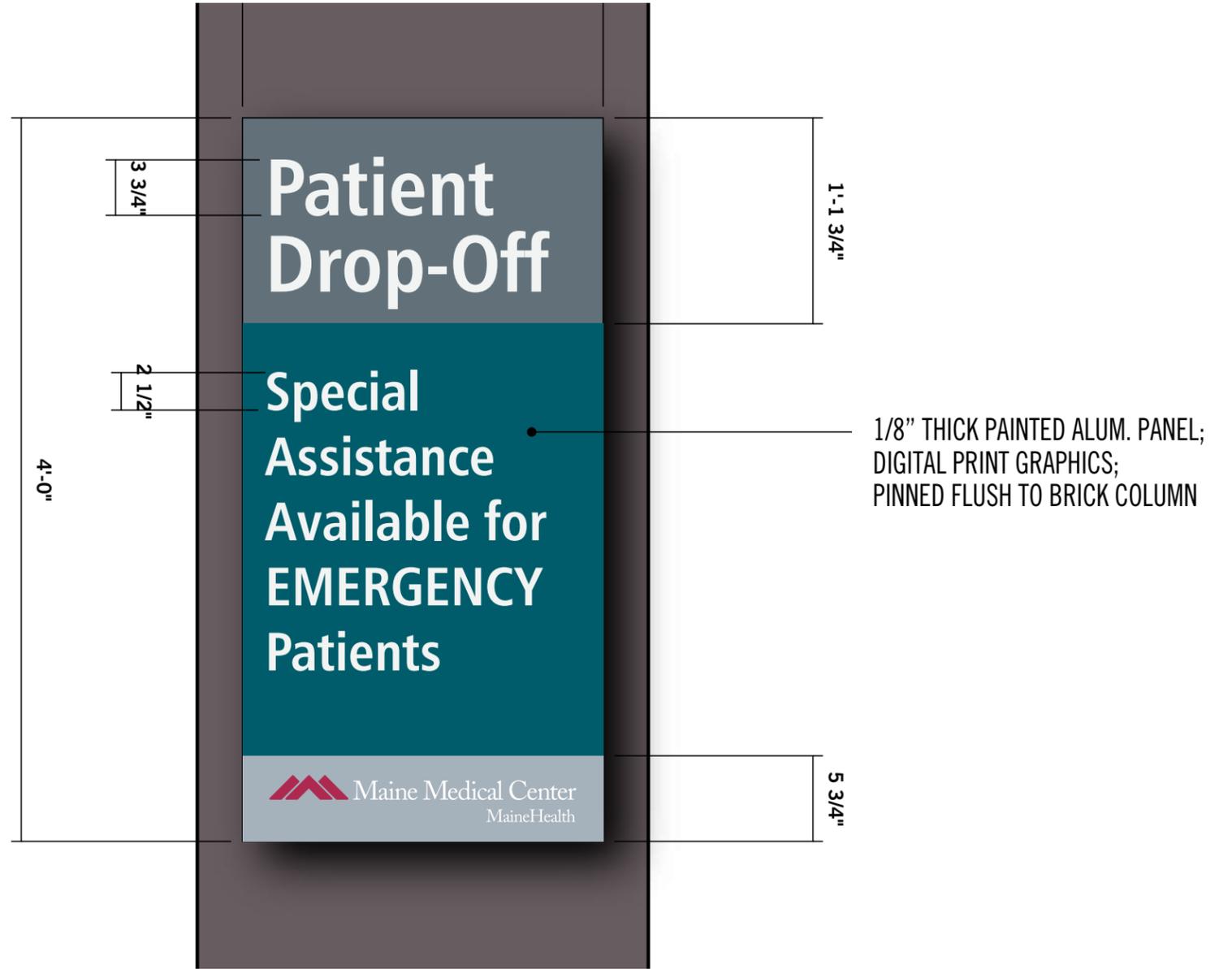


1 Elevation
scale: 1/2" = 1' - 0"

ST.13 Column Sign



1 Elevation: Context
scale: 1/2" = 1' - 0"

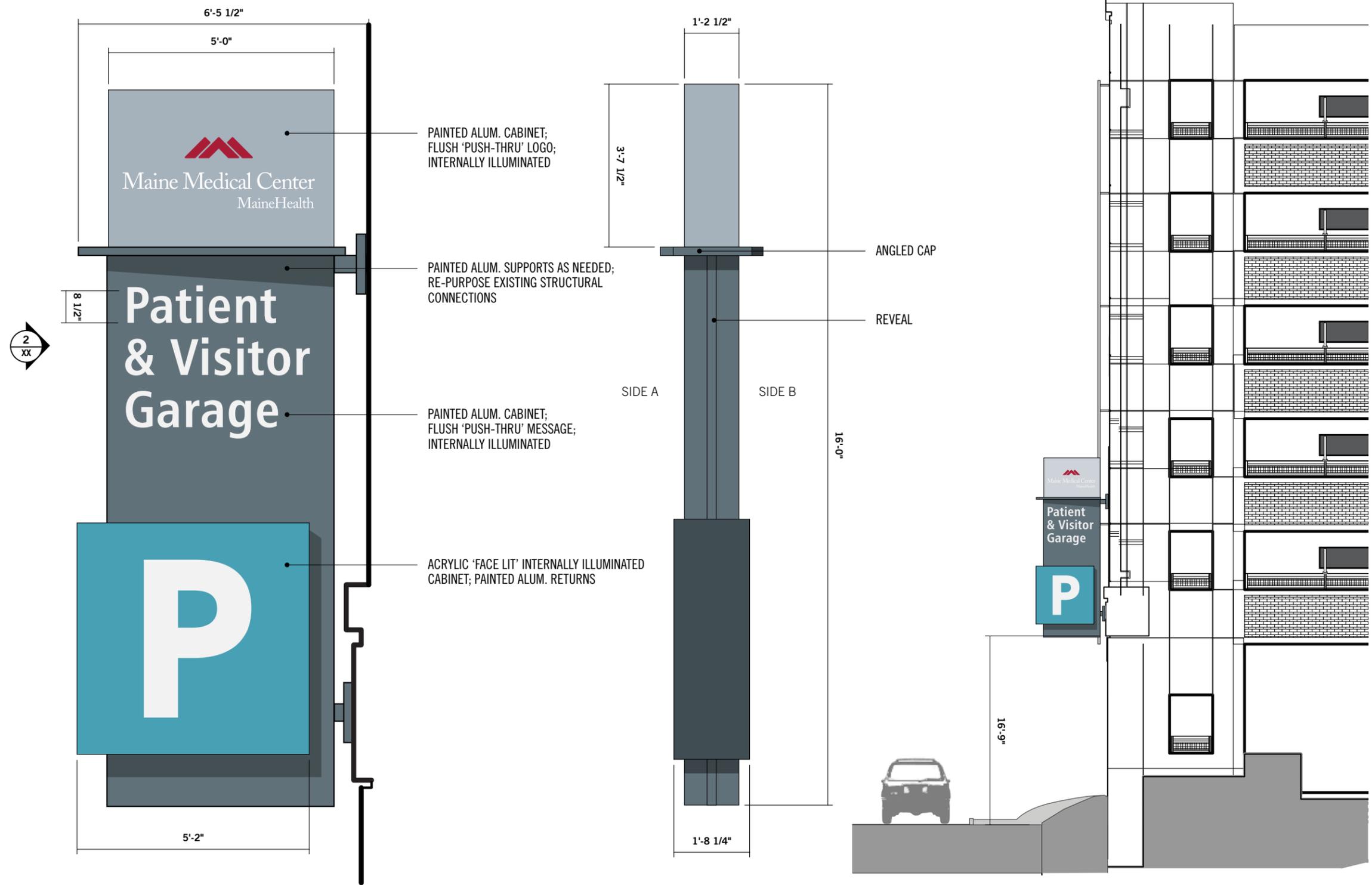


2 Elevation: Detail
scale: 1" = 1' - 0"





VG.1 Parking Blade

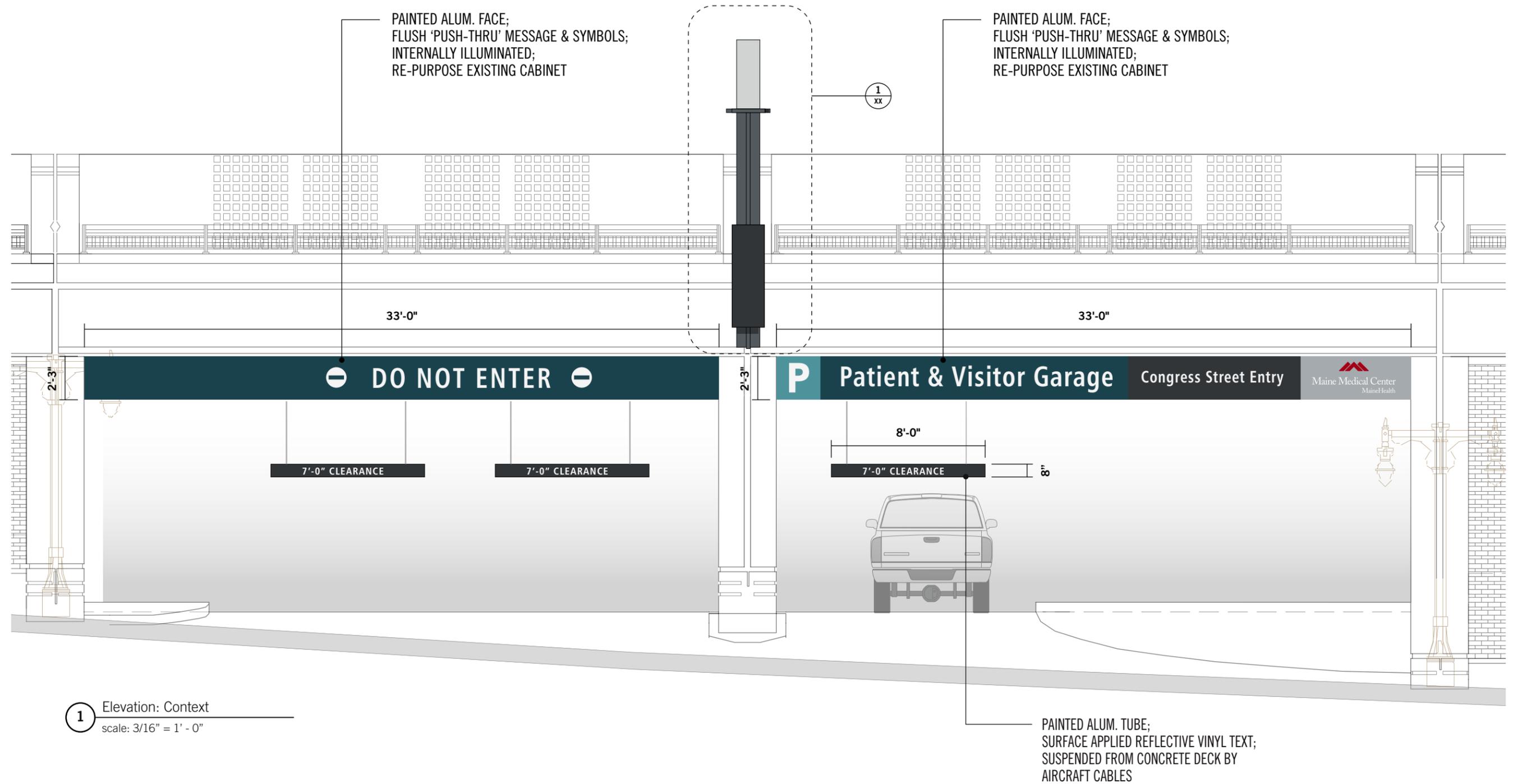


1 Elevation: Side A
scale: 1/2" = 1' - 0"

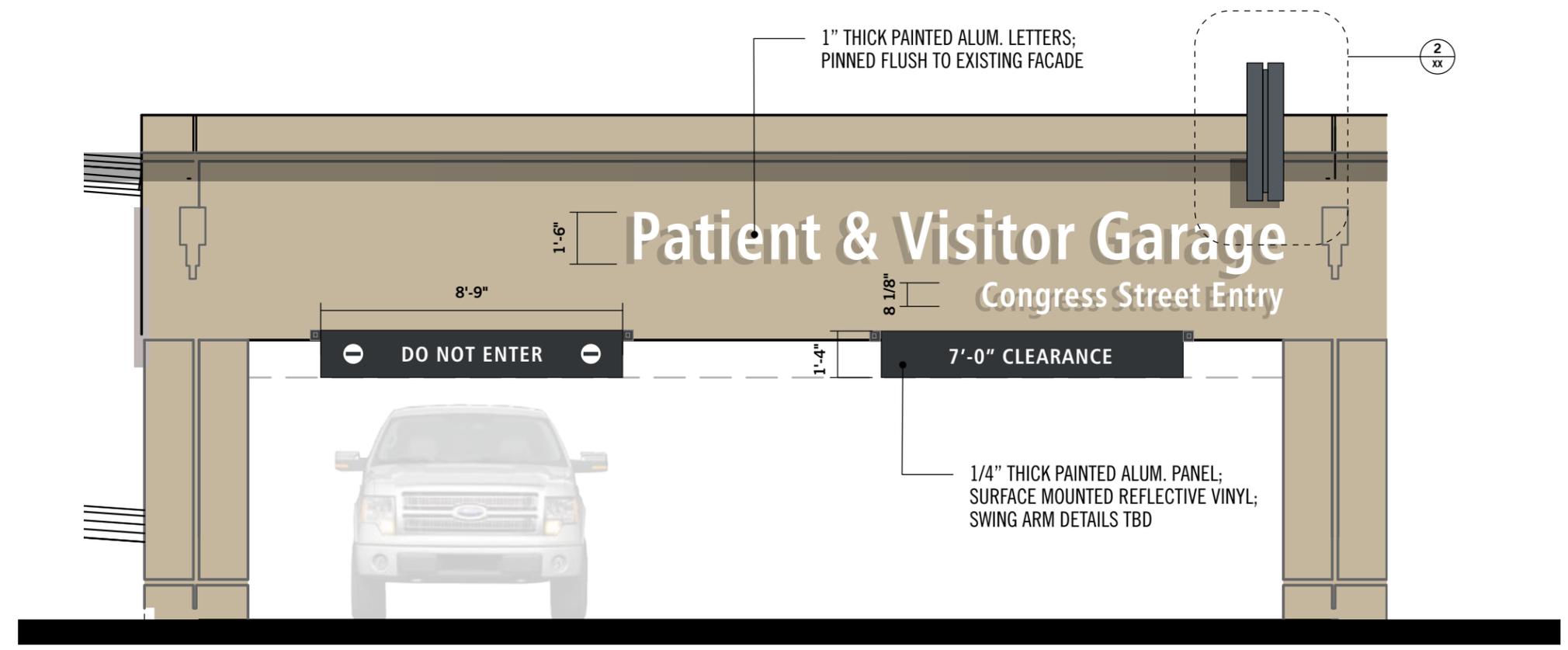
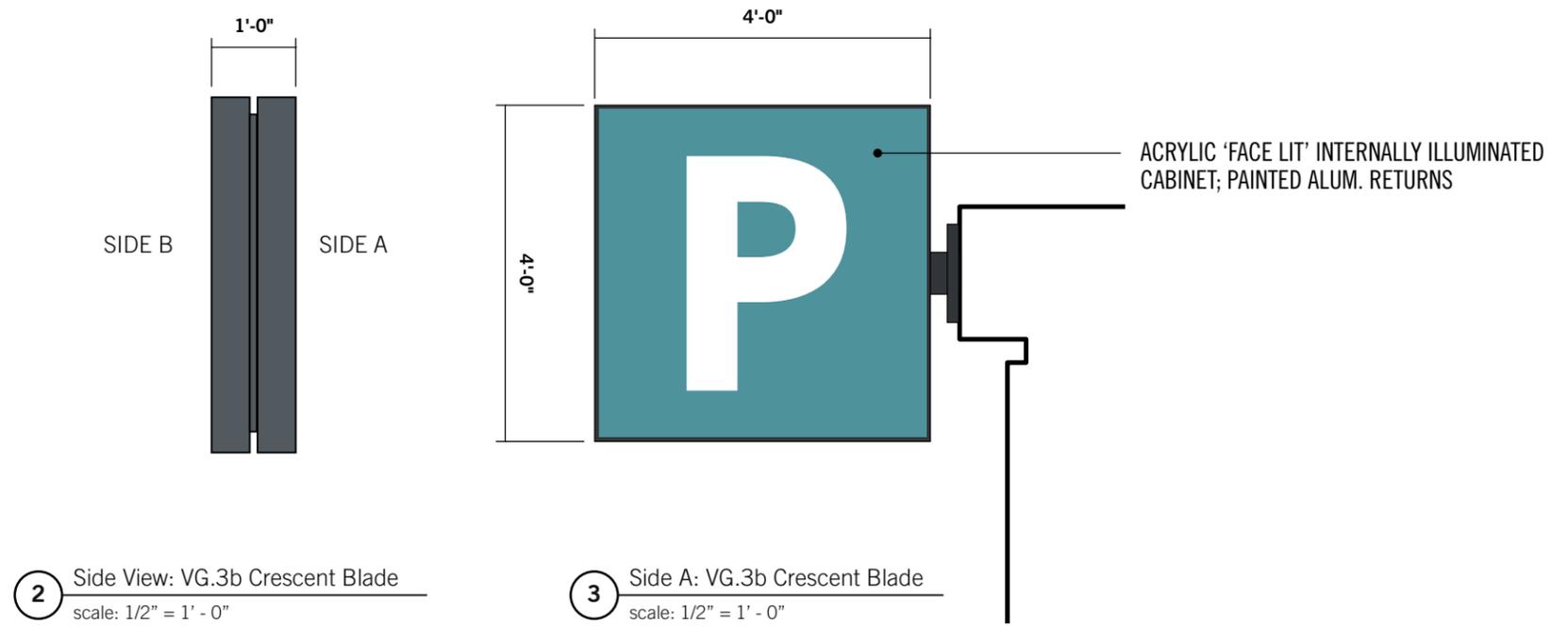
2 Elevation: Side View
scale: 1/2" = 1' - 0"

3 Elevation: Context
scale: 1/8" = 1' - 0"

VG.2 Congress Entry ID



VG.3 Crescent Entry ID



1 Elevation: VG.3a Entry ID Crescent
scale: 1/4" = 1' - 0"

02

Congress

Street

Building

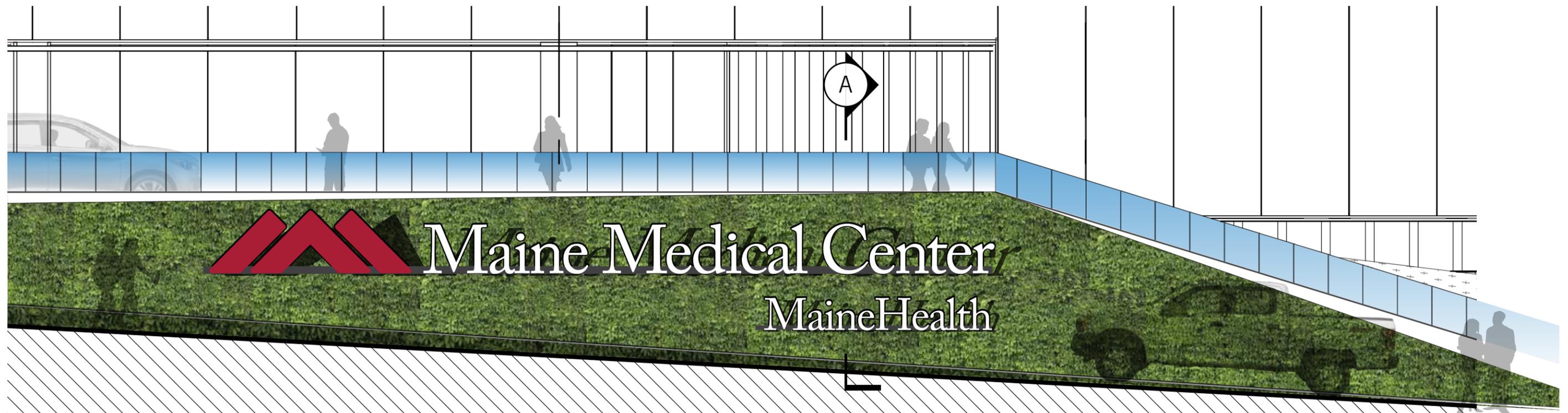
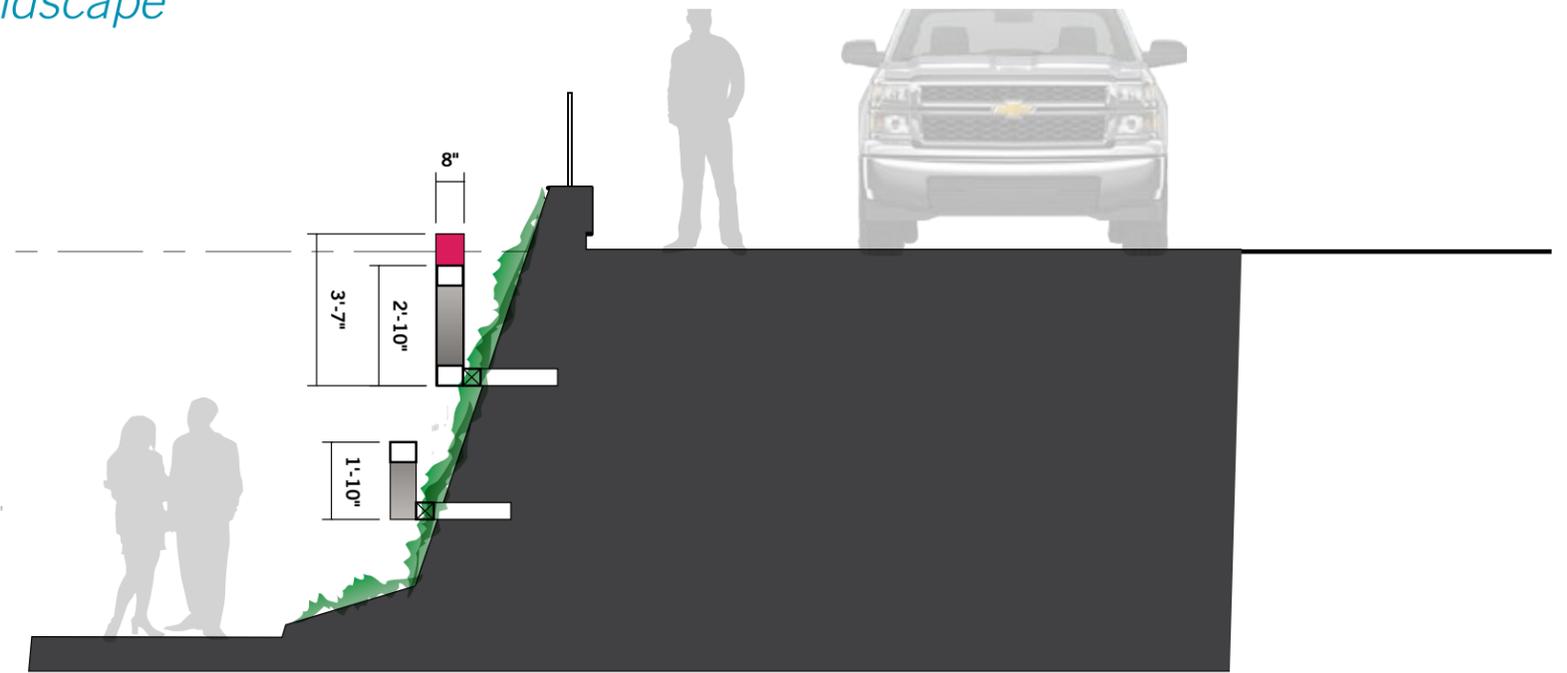
Signage

Preliminary Sign Location Plan



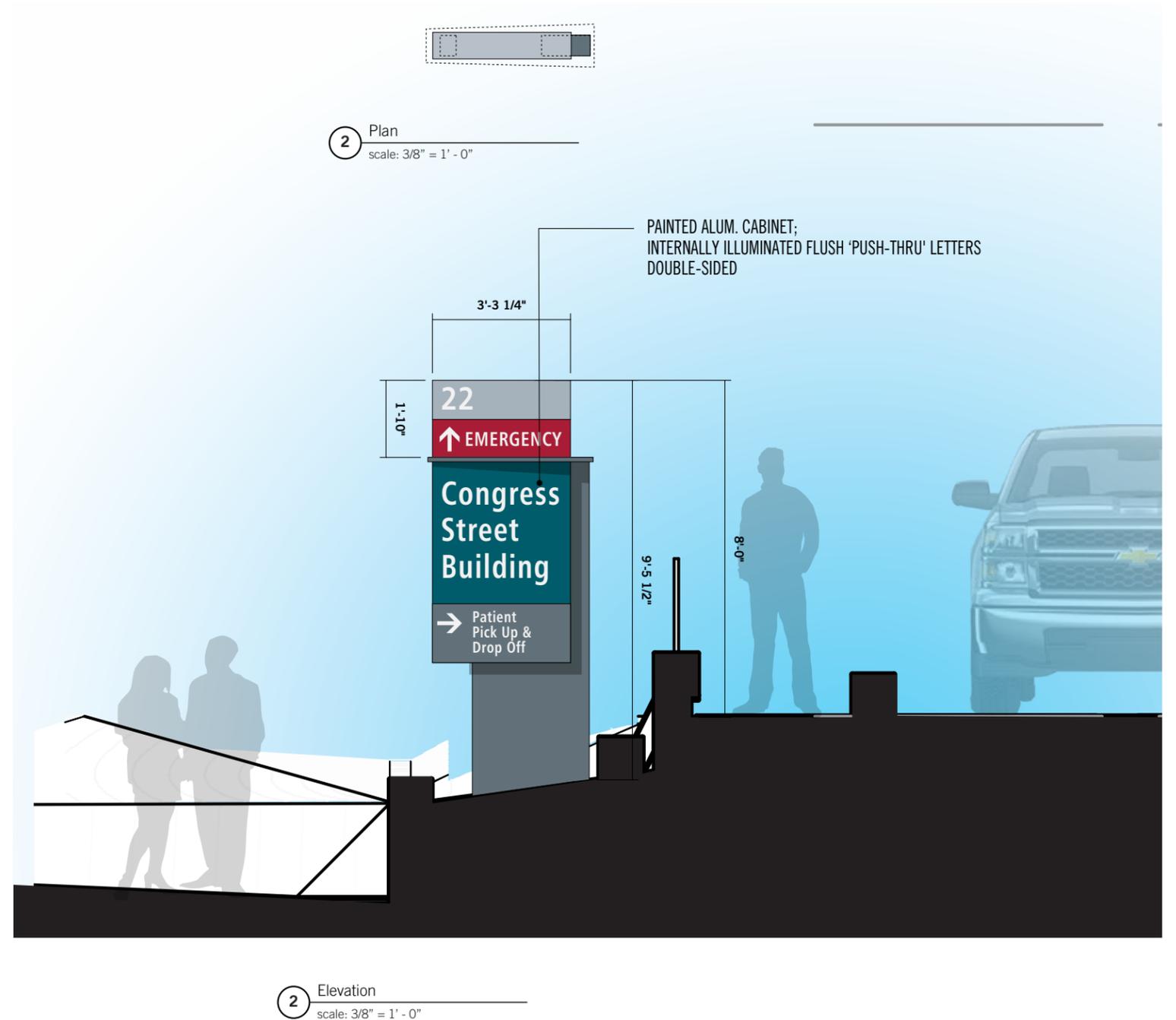
CS.1 Project Monument

NOTE: Exact placement of signage to be determined once landscape design is finalized with the City of Portland.



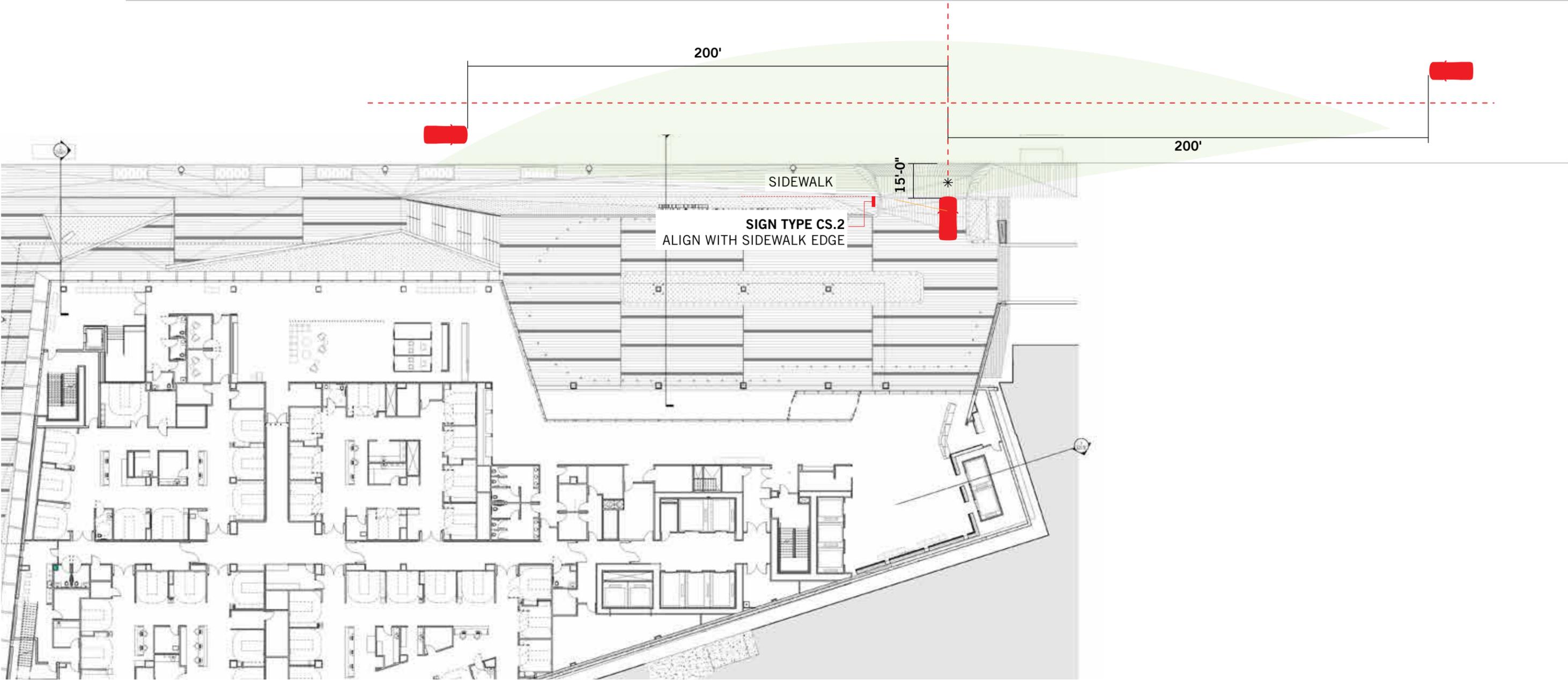
CS.2 Building Identification

NOTE: Exact placement of signage to be determined once landscape design is finalized with the City of Portland.

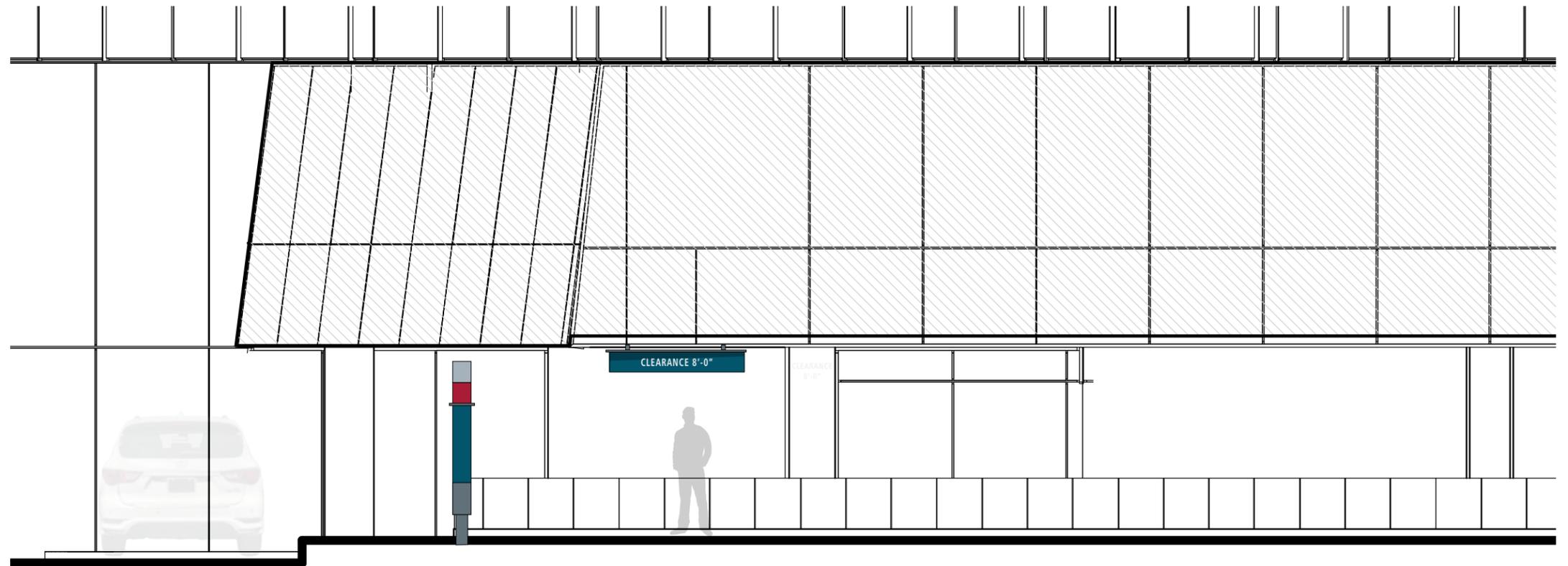
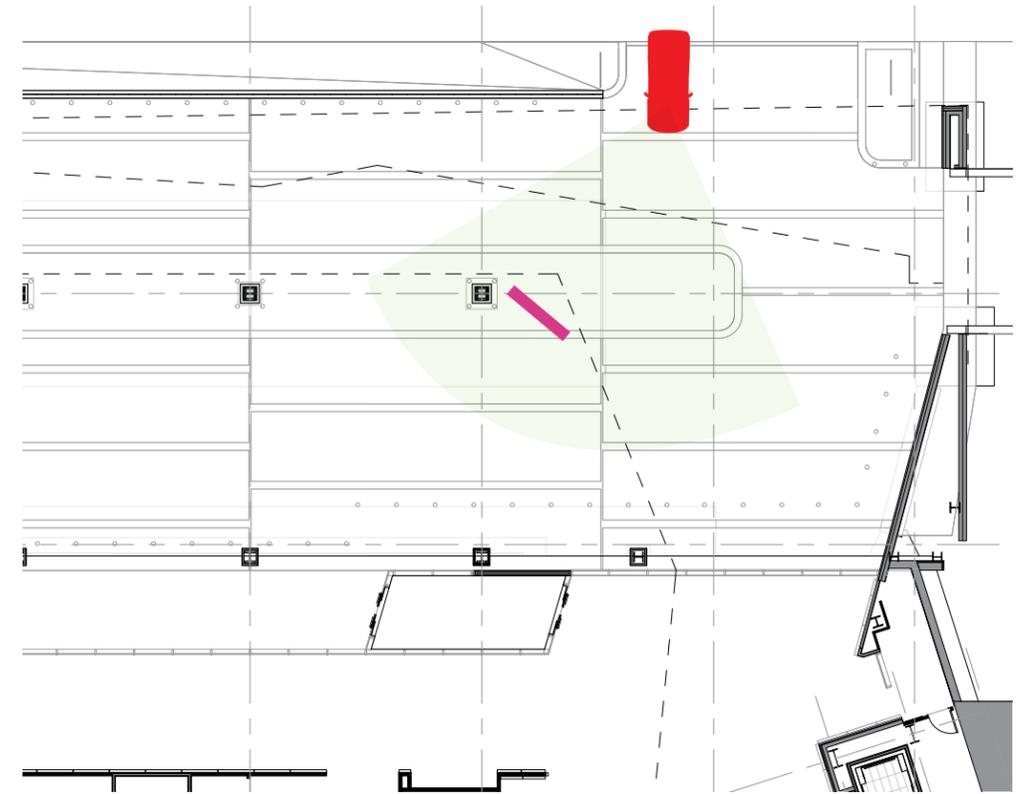


CS.2 Site Line Analysis

NOTE: Exact placement of signage to be determined once landscape design is finalized with the City of Portland.

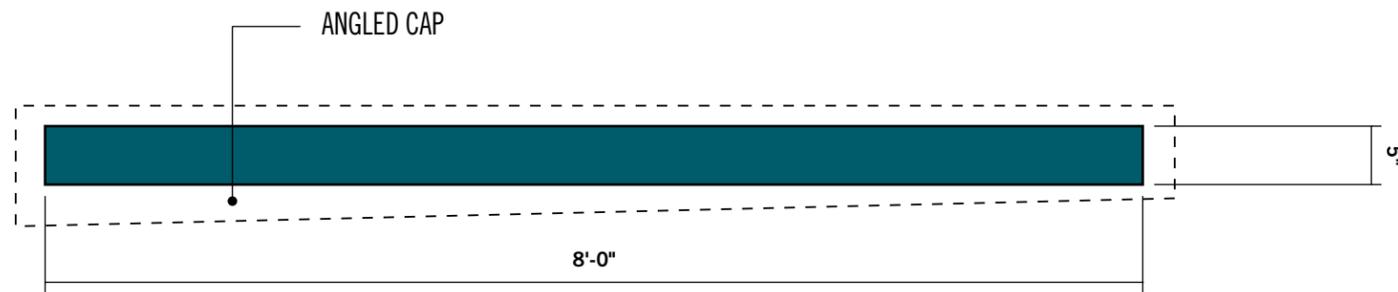
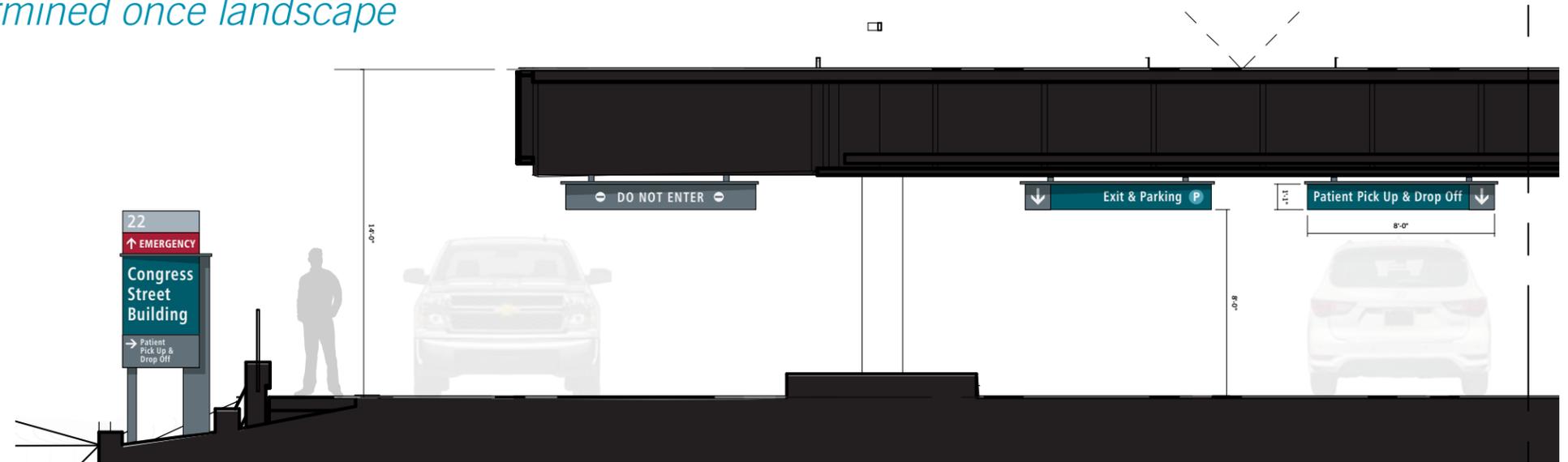


Clearance Sign

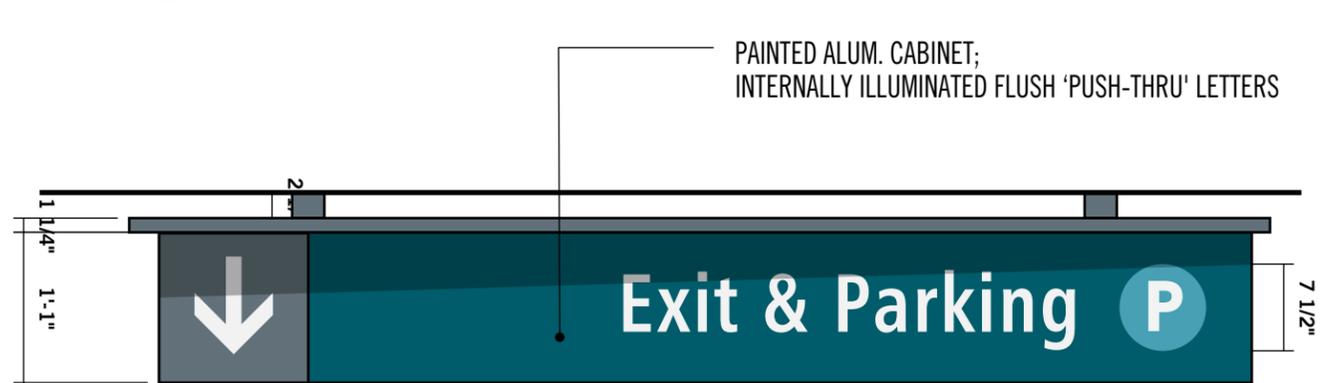


Parking Directionals

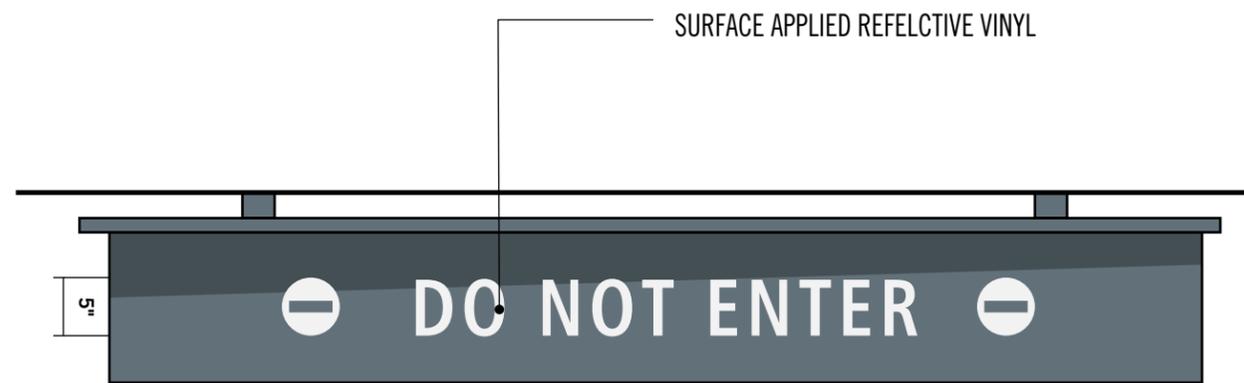
NOTE: Exact placement of signage to be determined once landscape design is finalized with the City of Portland.



3 Plan
scale: 3/4" = 1' - 0"



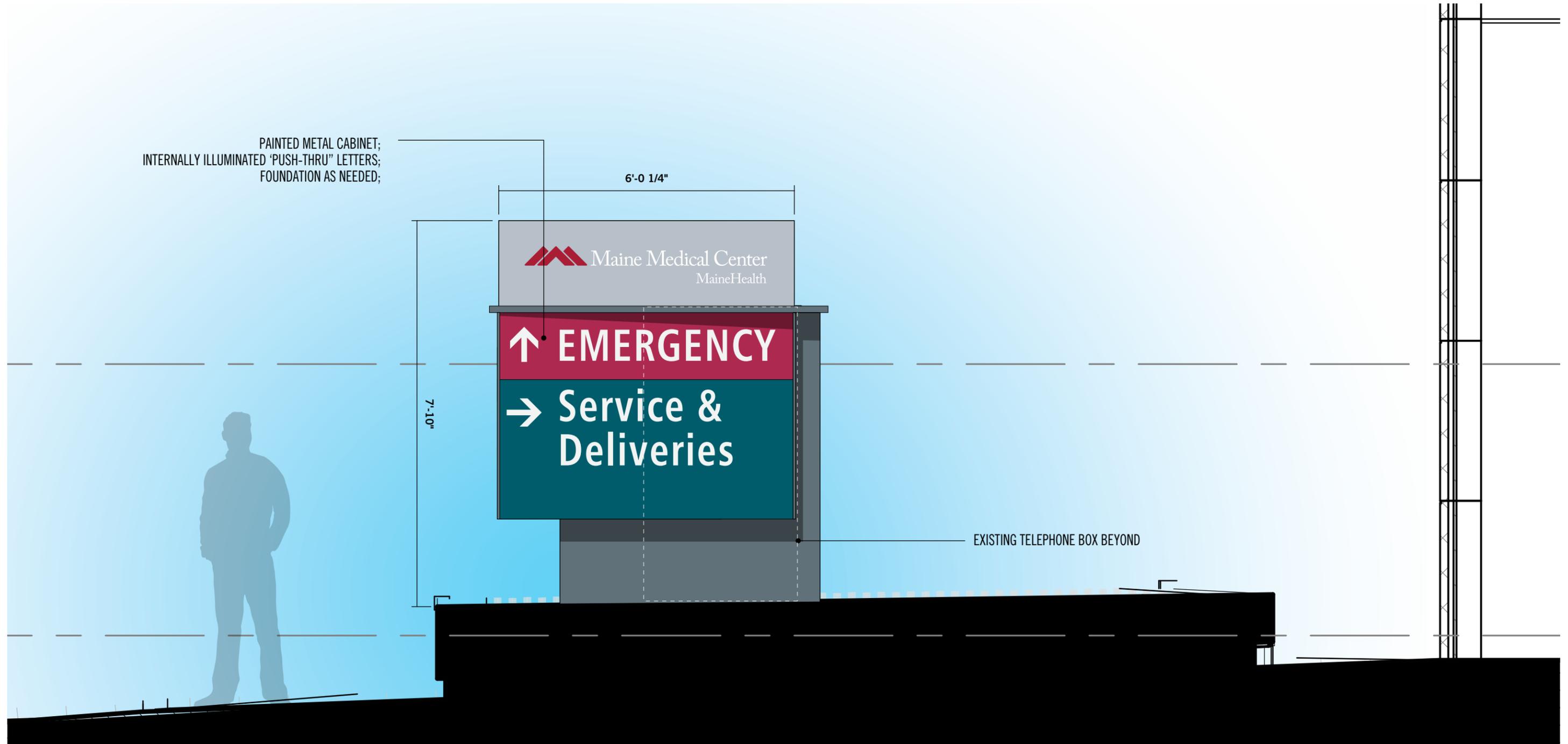
1 Elevation: Front
scale: 3/4" = 1' - 0"



1 Elevation: Back
scale: 3/4" = 1' - 0"

CS.3 Corner Sign

NOTE: Exact placement of signage to be determined once landscape design is finalized with the City of Portland.



CS.3 Corner Sign

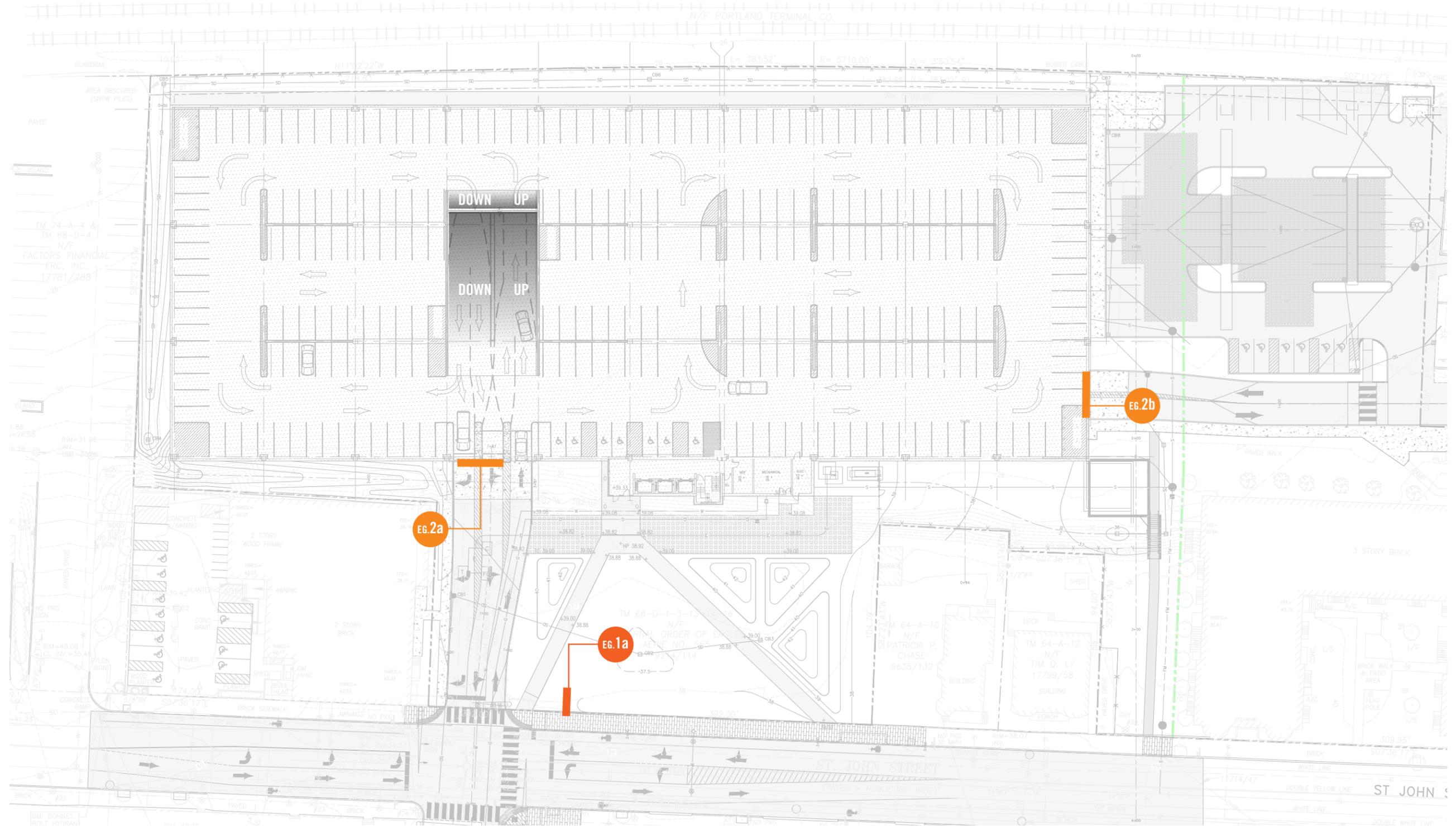
NOTE: Exact placement of signage to be determined once landscape design is finalized with the City of Portland.



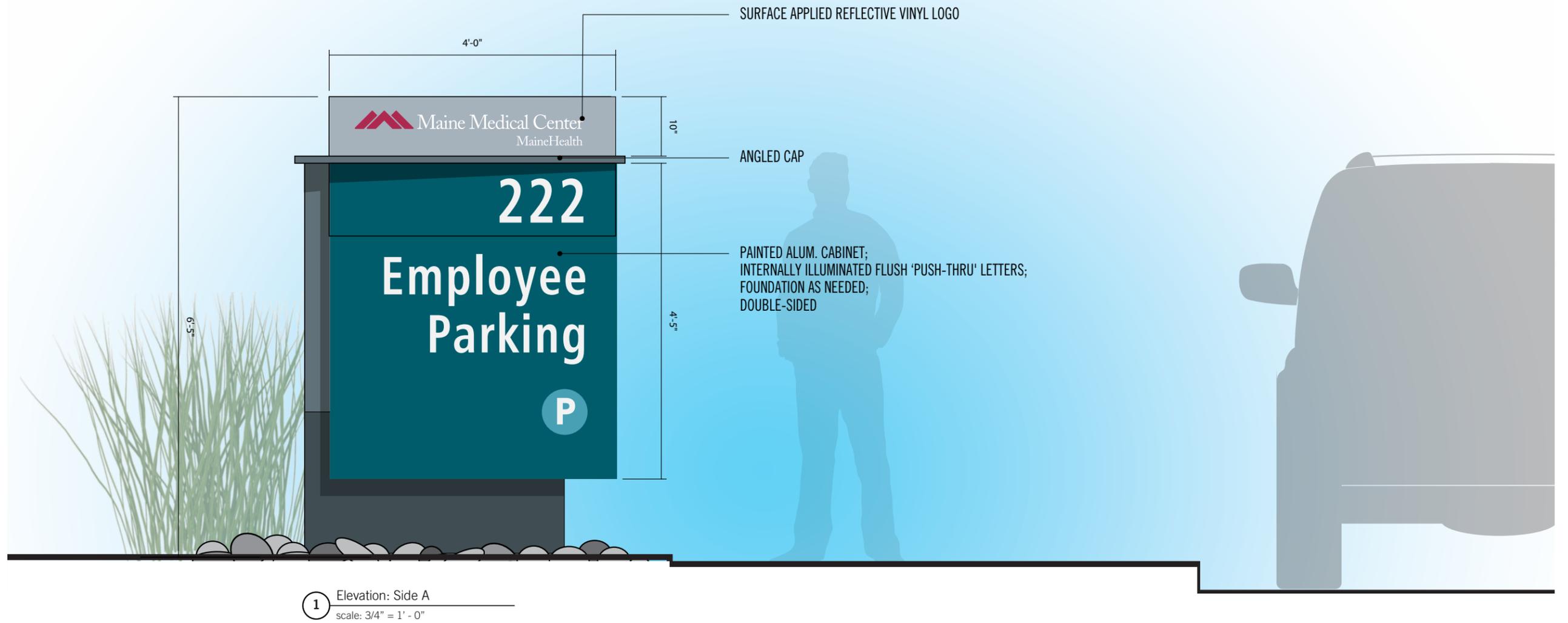
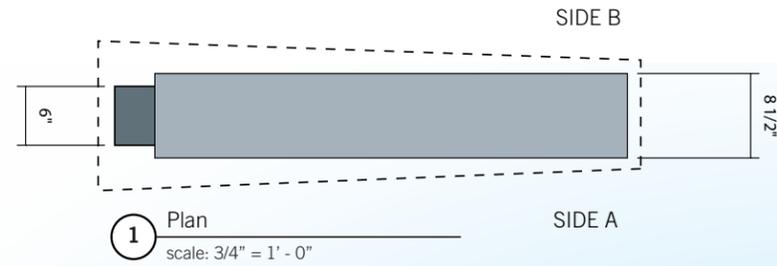
03

Employee
Garage
Signage

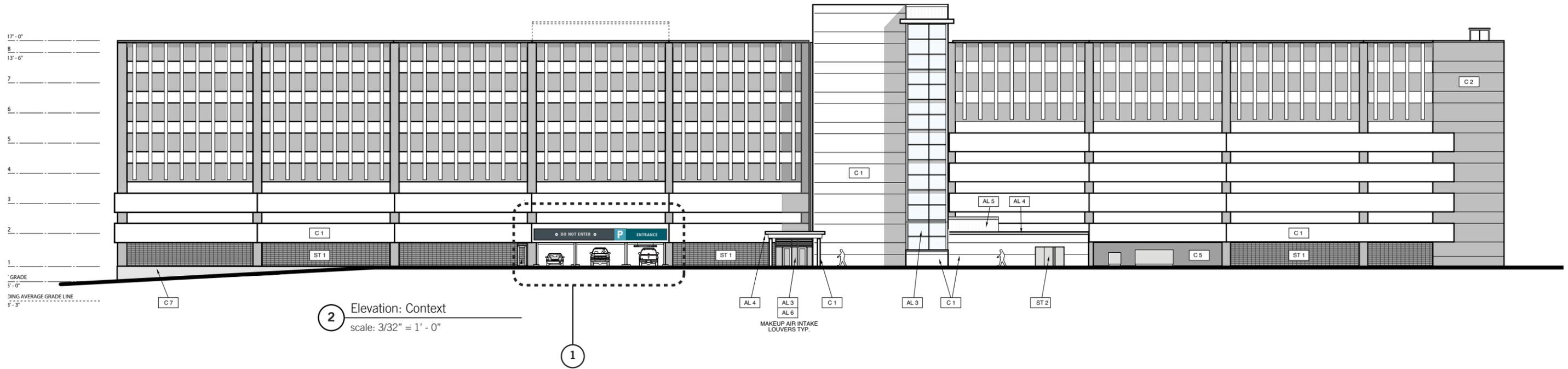
Preliminary Sign Location Plan (Level 1)



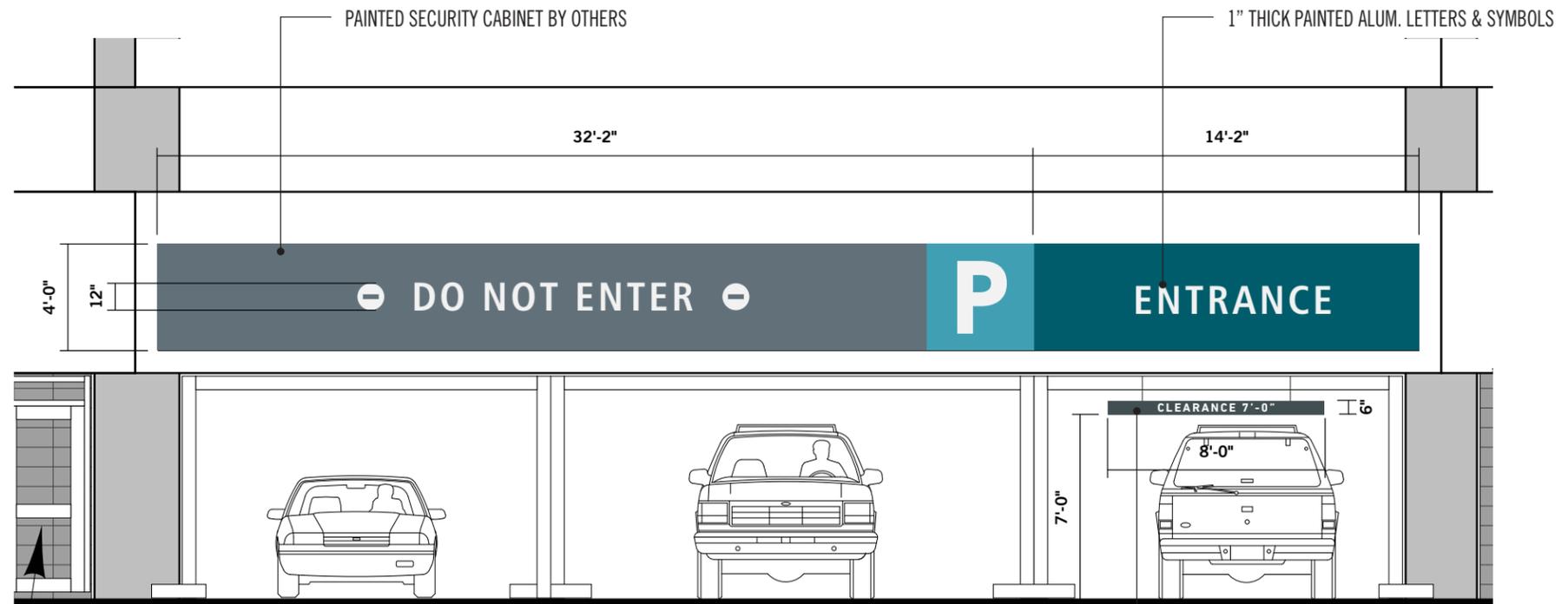
EG.1 Monument Sign



EG.2 East Garage ID

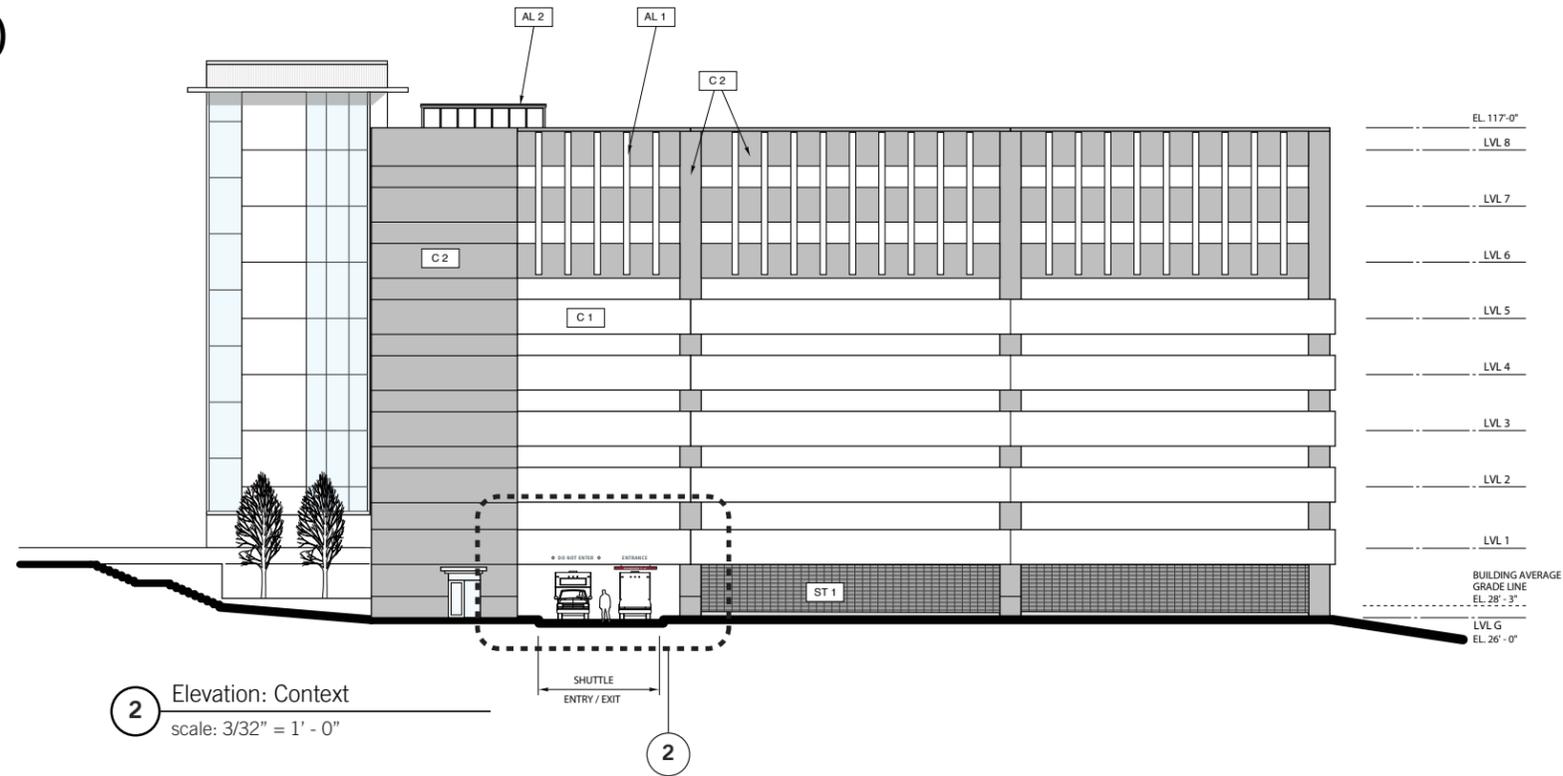


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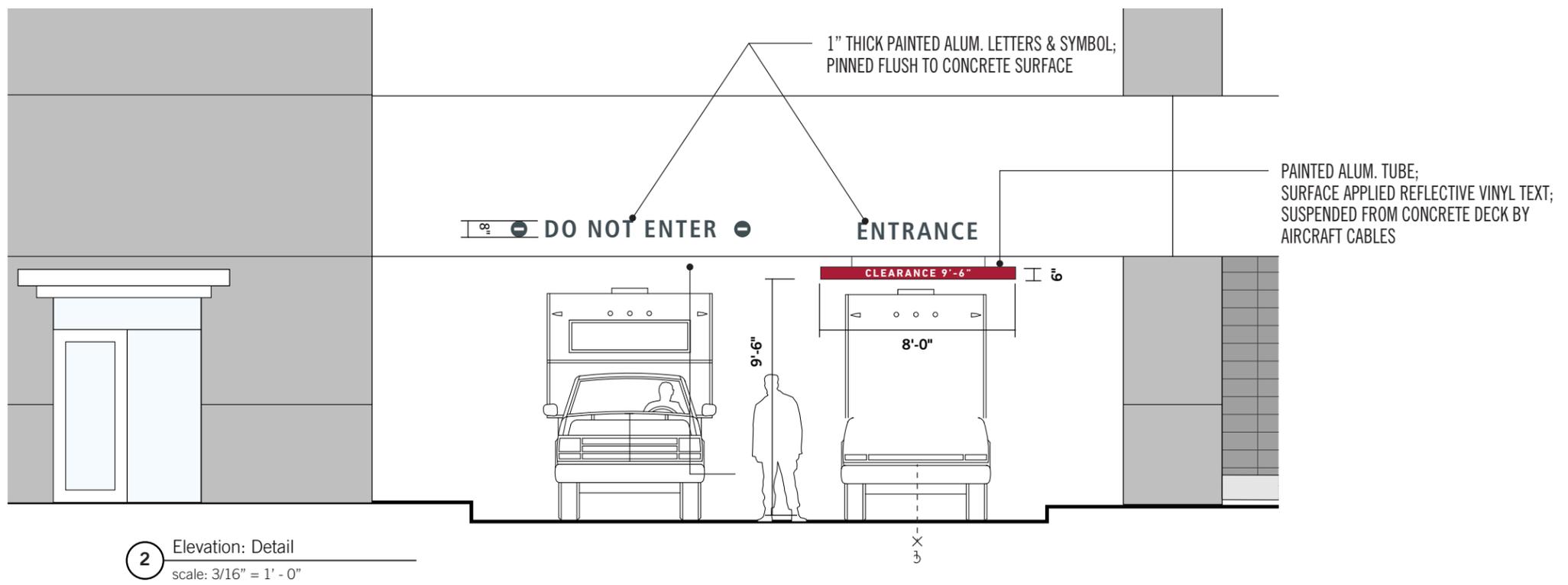


1 Elevation: Detail
scale: 3/16" = 1' - 0"

EG.3 North Garage ID



2 Elevation: Context
scale: 3/32" = 1' - 0"



2 Elevation: Detail
scale: 3/16" = 1' - 0"

Thank
You