

Maine Medical Center Bramhall Campus Environmental Graphics & Wayfinding Program

Site Submission

9.09.19

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

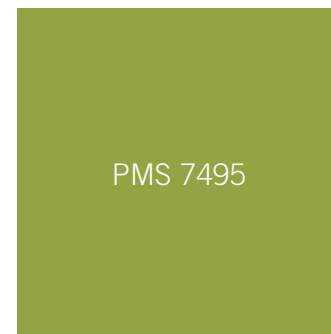
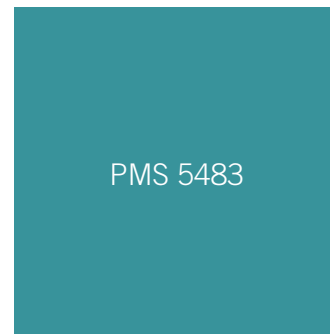


50 YEAR PALETTE

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

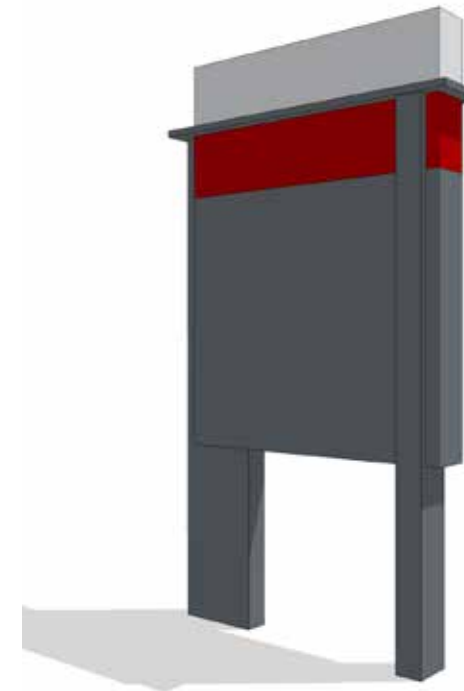
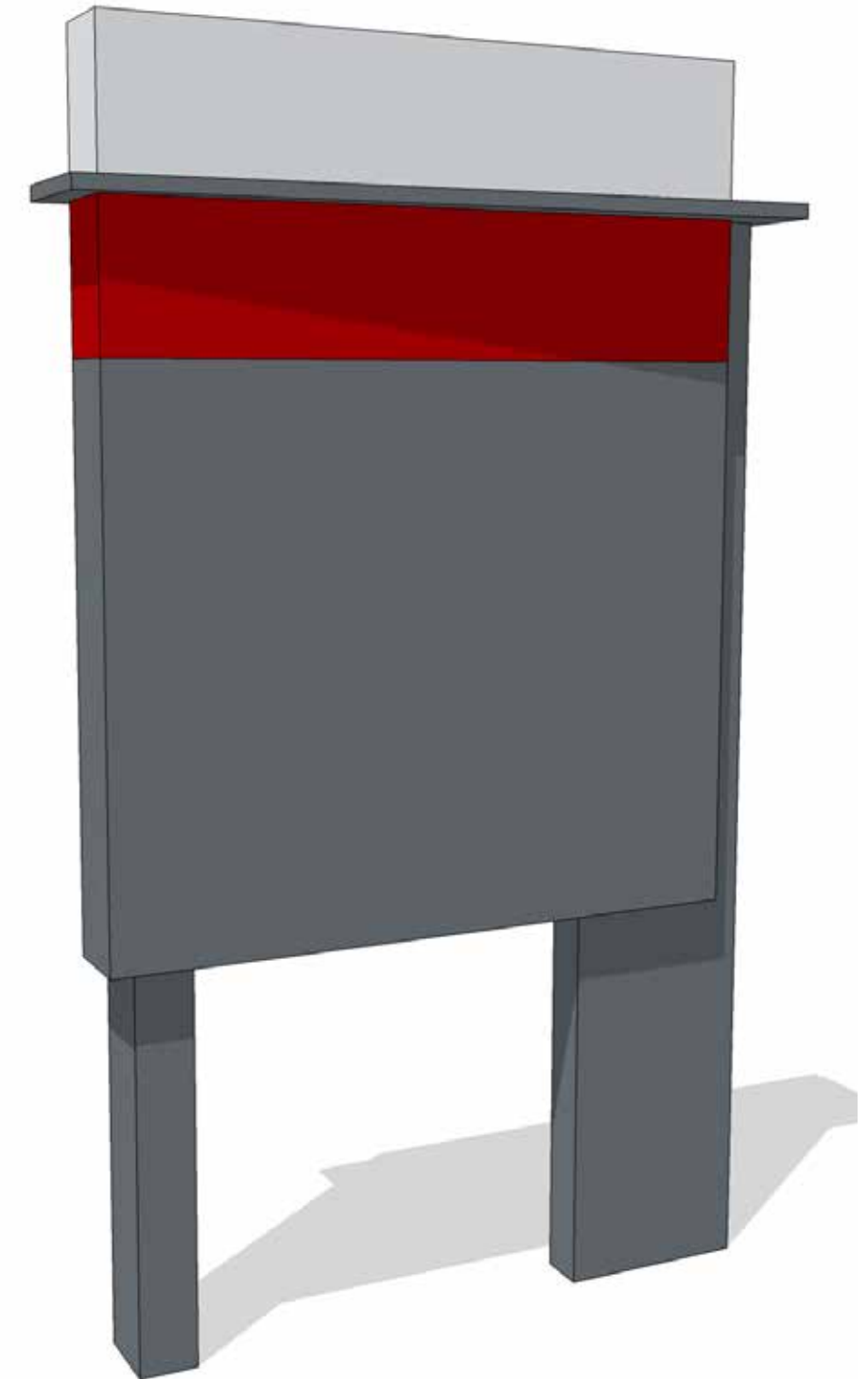
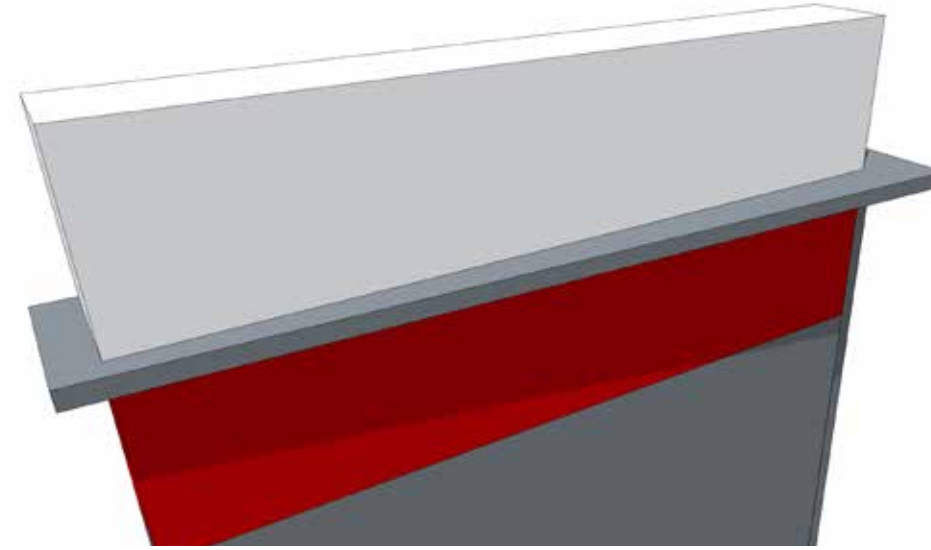
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () _ + { } : " < > ?

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 ! @ # \$ % ^ & * () _ + { } : " < > ?

Design Approach



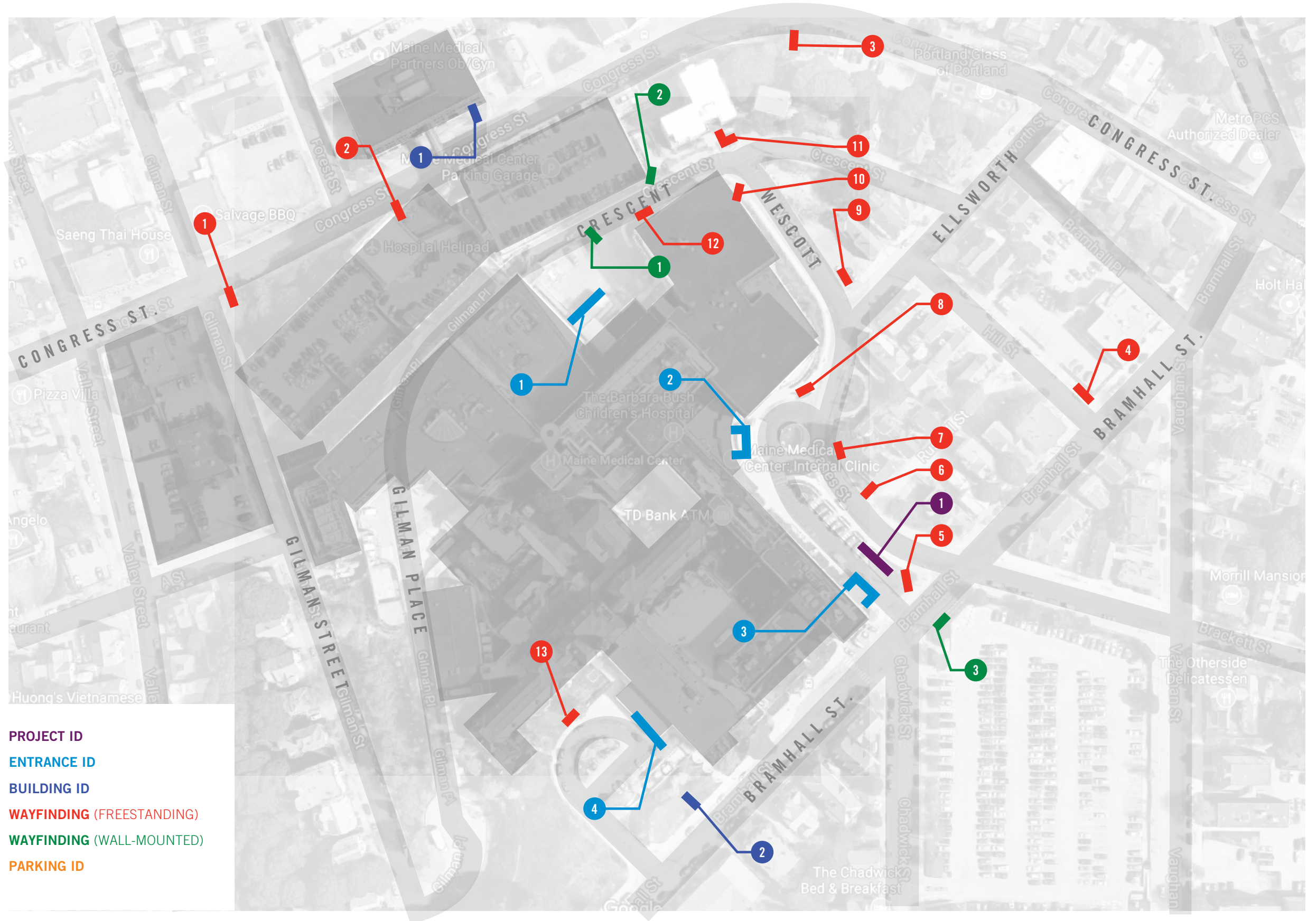
01

Main
Campus
Signage

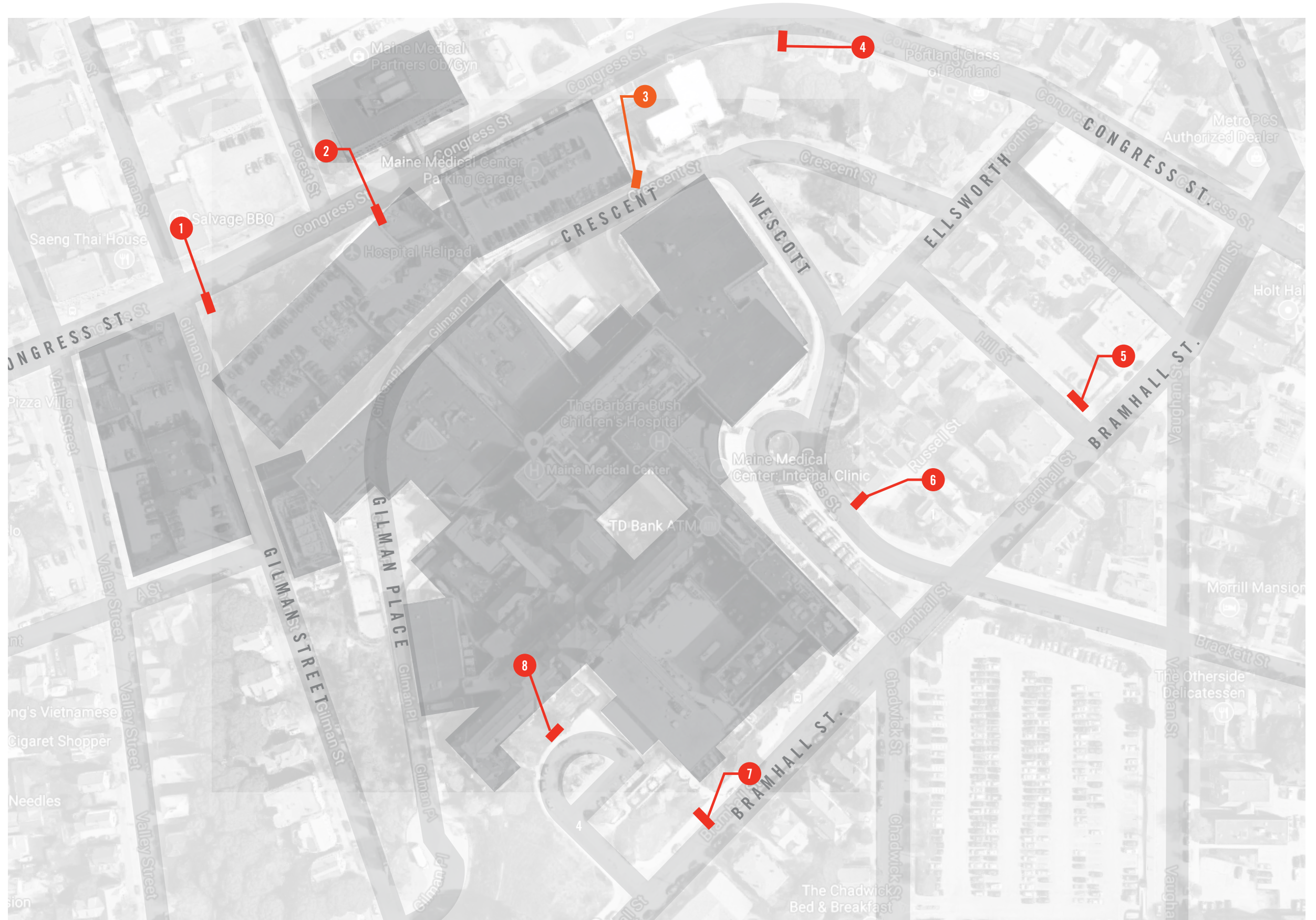
Existing Signage



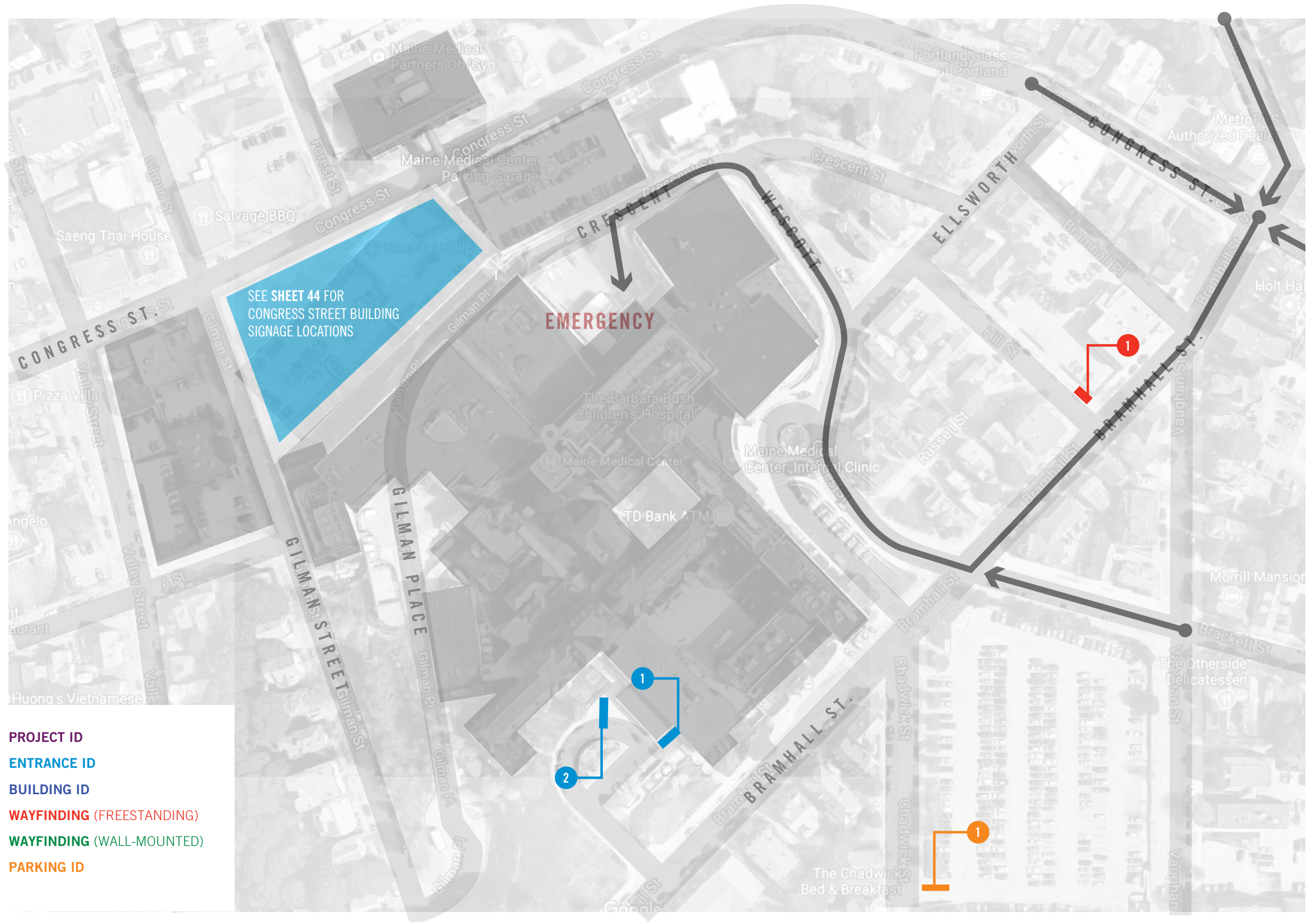
Existing Signage Location Plan



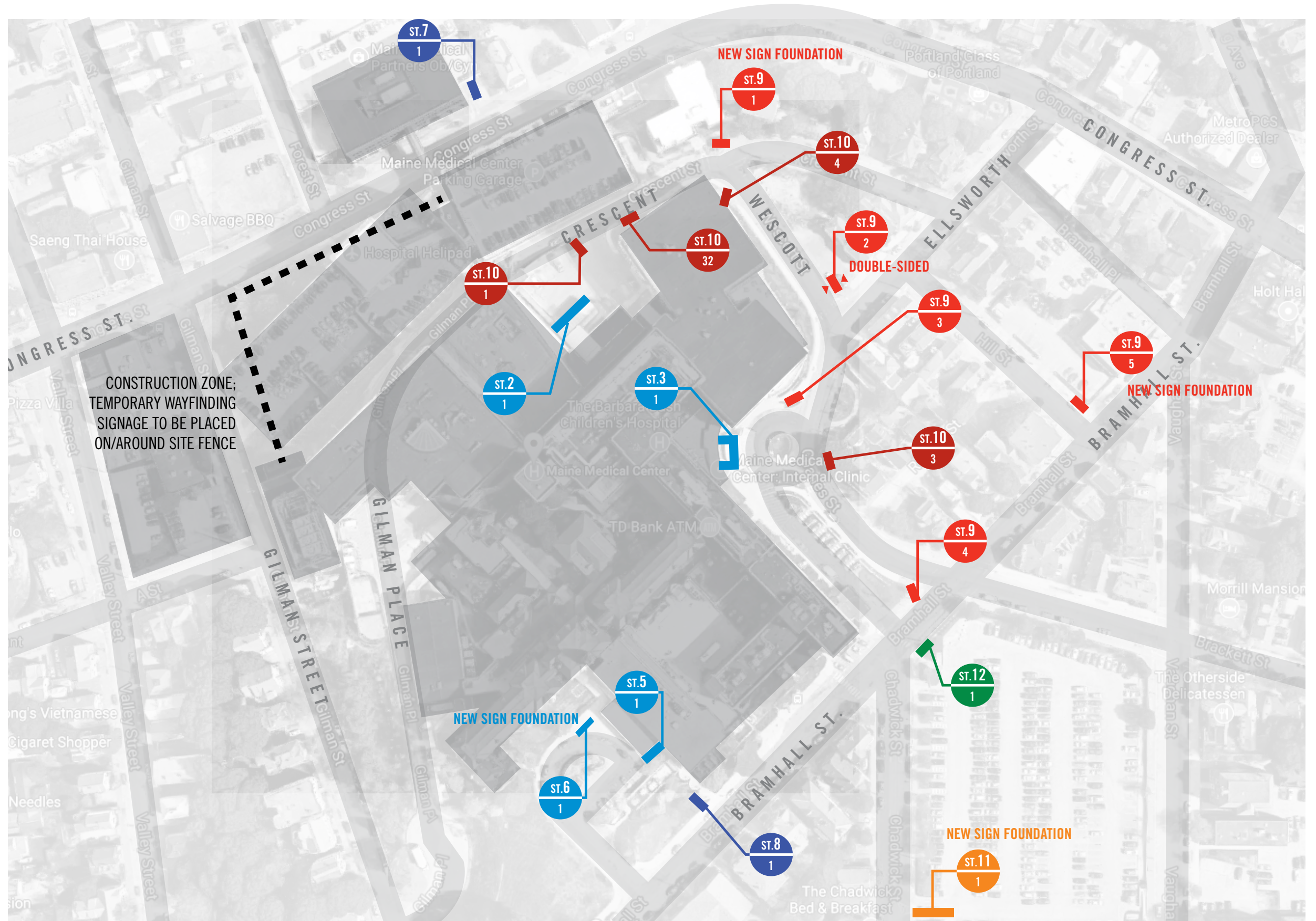
Demo Signage Elements



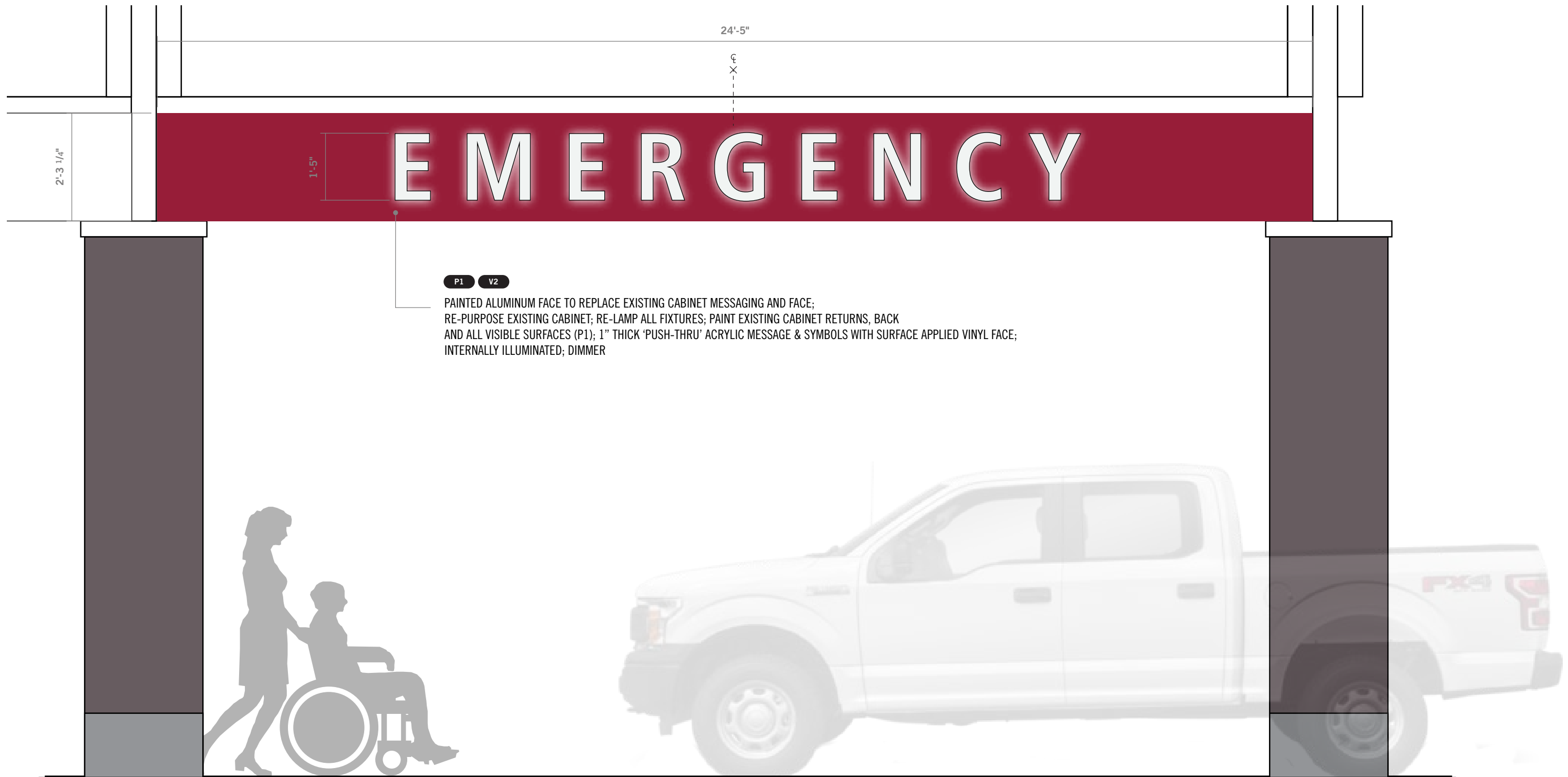
New Signage Elements



Preliminary Sign Location Plan

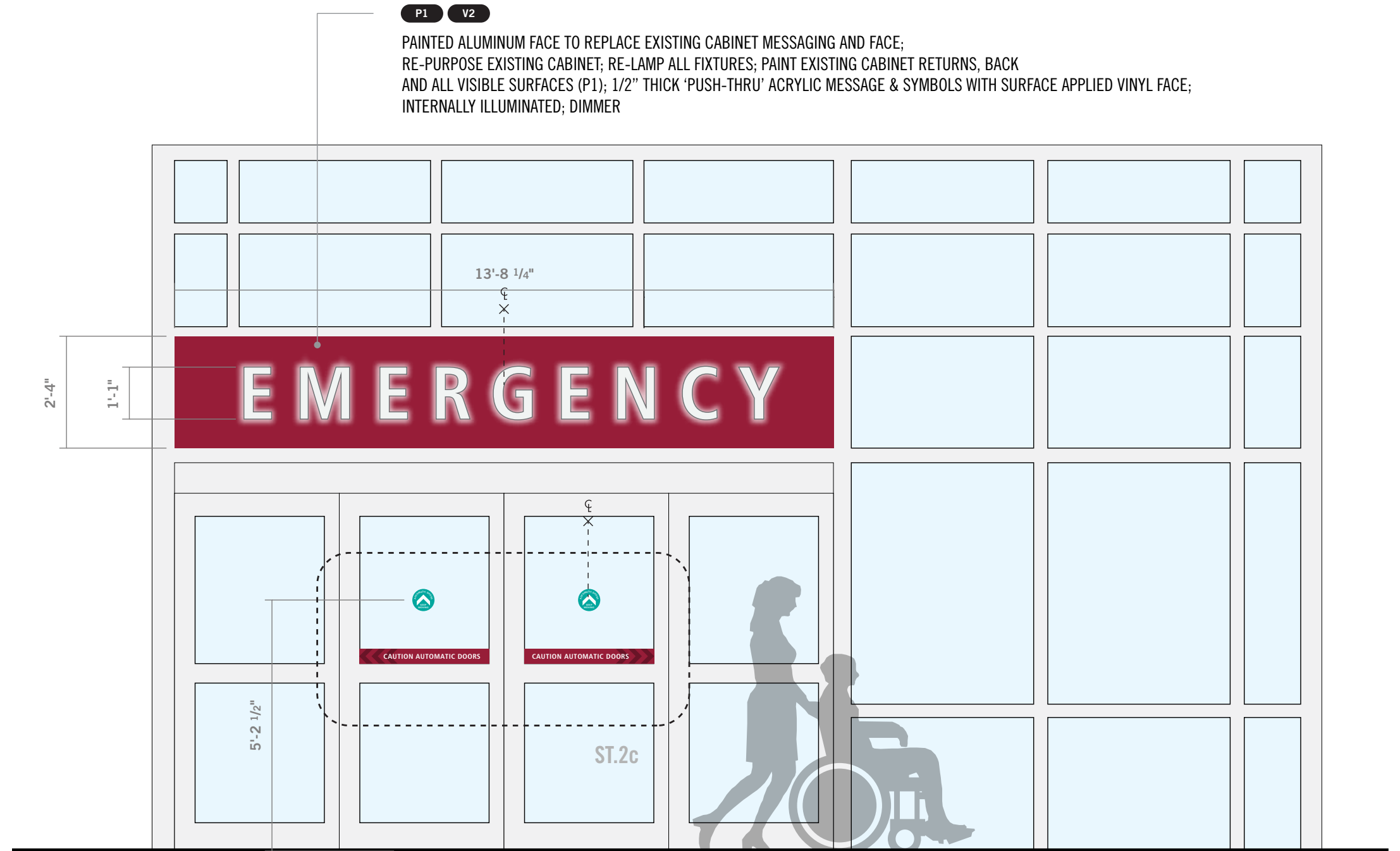


ST.2 Emergency Entry ID



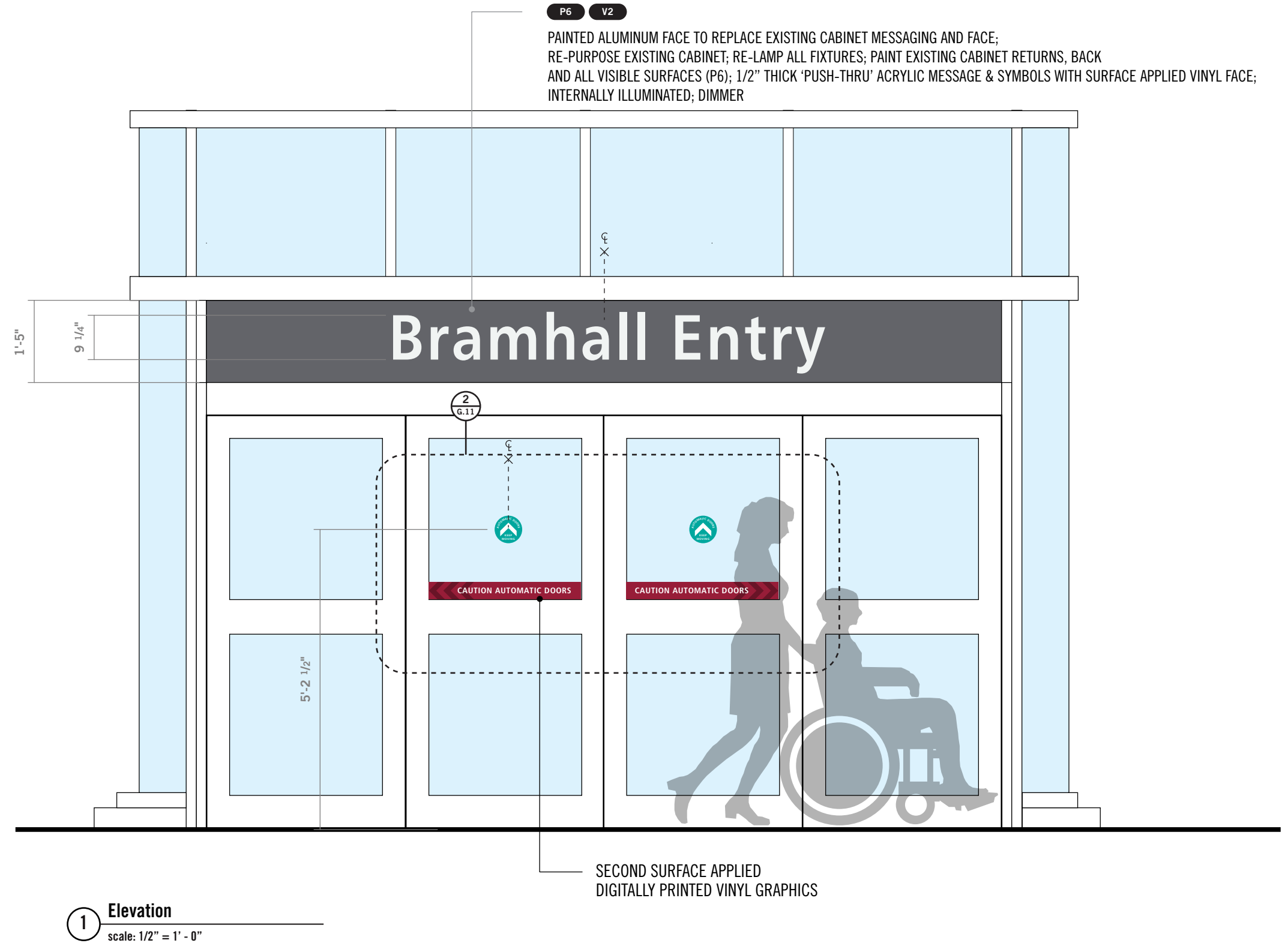
① Elevation: ST.2b Canopy ID
 scale: 1/2" = 1' - 0"

ST.2 Emergency Entry ID



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

ST.3 Bramhall Entry ID

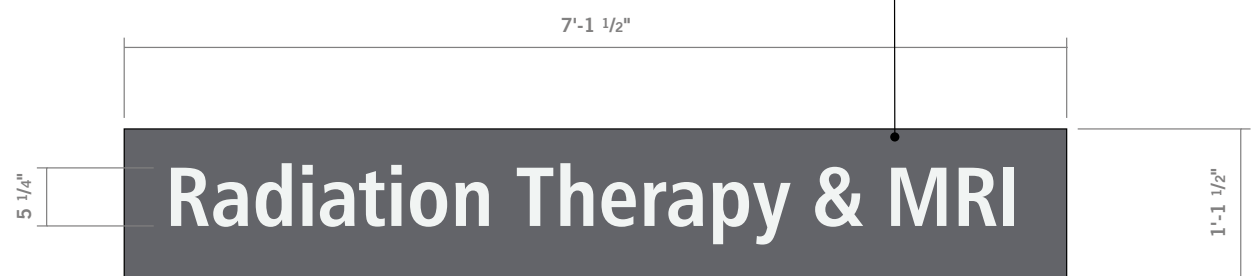


ST.5 Radiation Entry ID

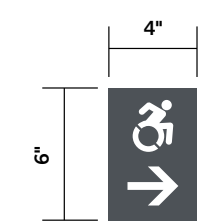


1 Elevation: Context
scale: 3/8" = 1' - 0"

P6 V2
4" THICK PAINTED CABINET;
SURFACE APPLIED VINYL;
SCRIBE BACK TO ALLOW FOR DOOR HARDWARE;
FABRICATOR TO VERIFY FINAL DIMENSIONS
PRIOR TO FABRICATION



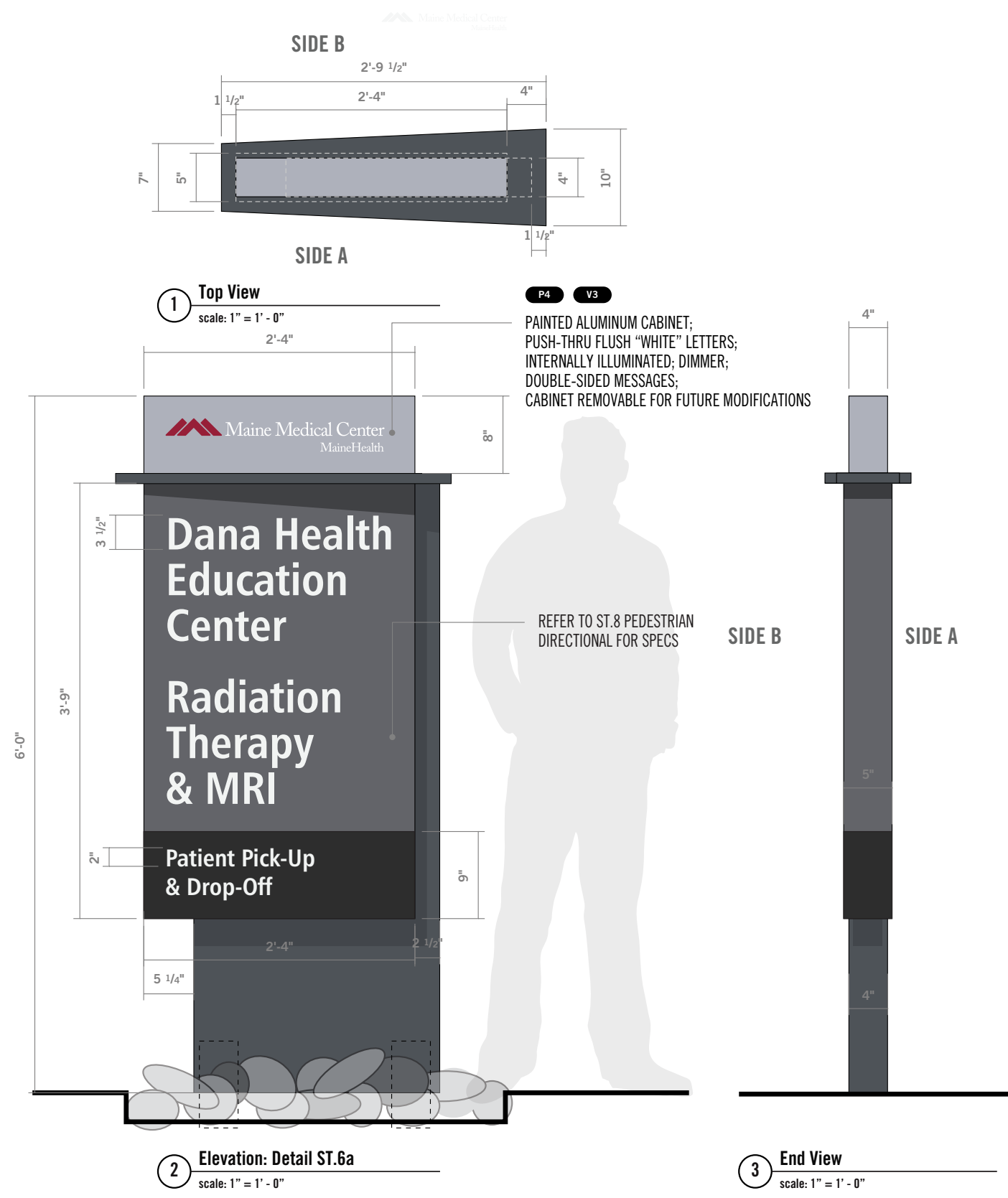
2 Elevation: ST.5a
scale: 3/4" = 1' - 0"



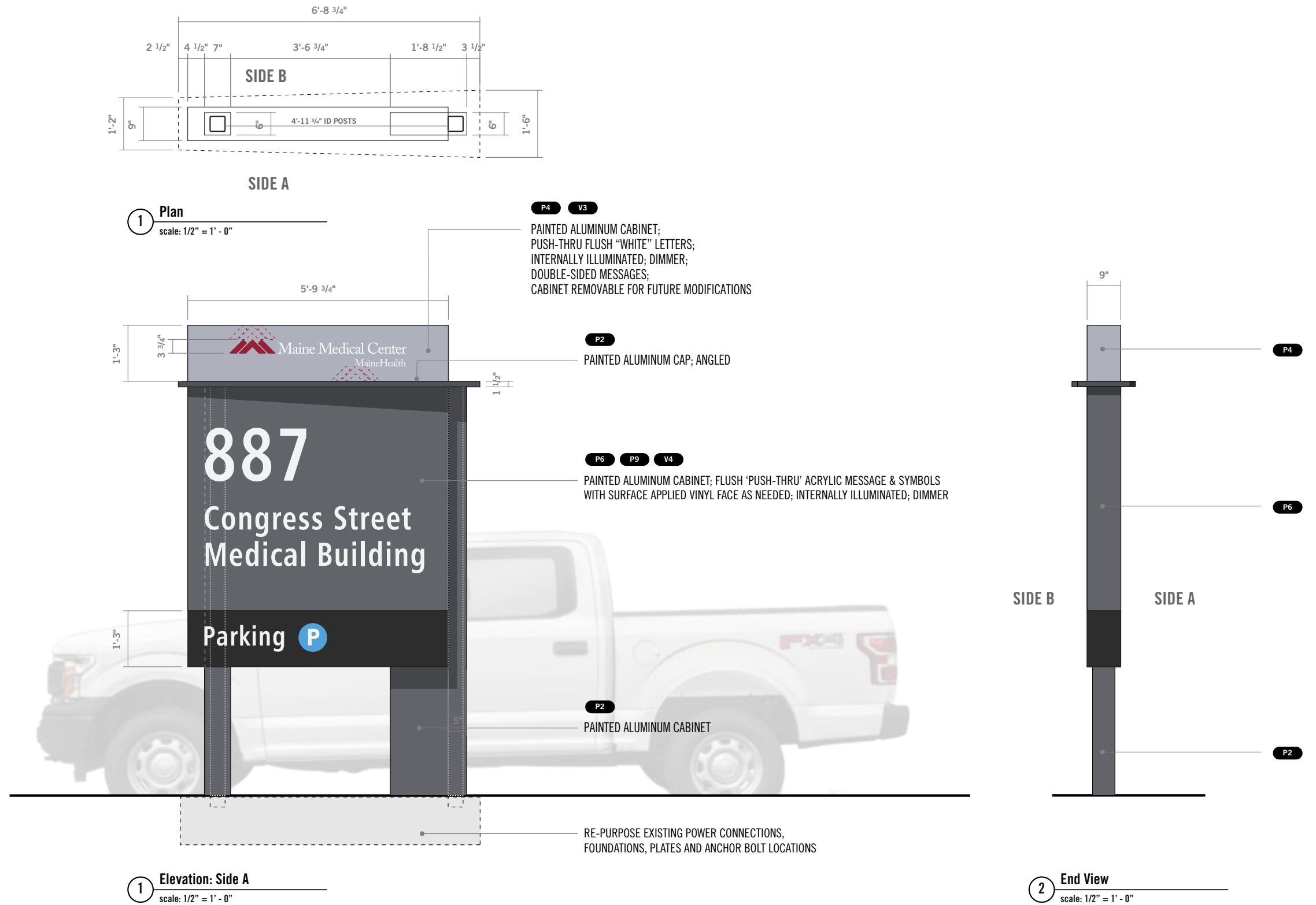
3 Elevation: ST.5b
scale: 1 1/2" = 1' - 0"

P1 P5
1/4" THICK ALUM. PLAQUES;
FIRST SURFACE PAINTED GRAPHICS;
PINNED TO BRICK WALL

ST.6 Dana Conference Entry ID



ST.7 887 MOB Building ID



Option 4: Blade Site Line Study at Entry



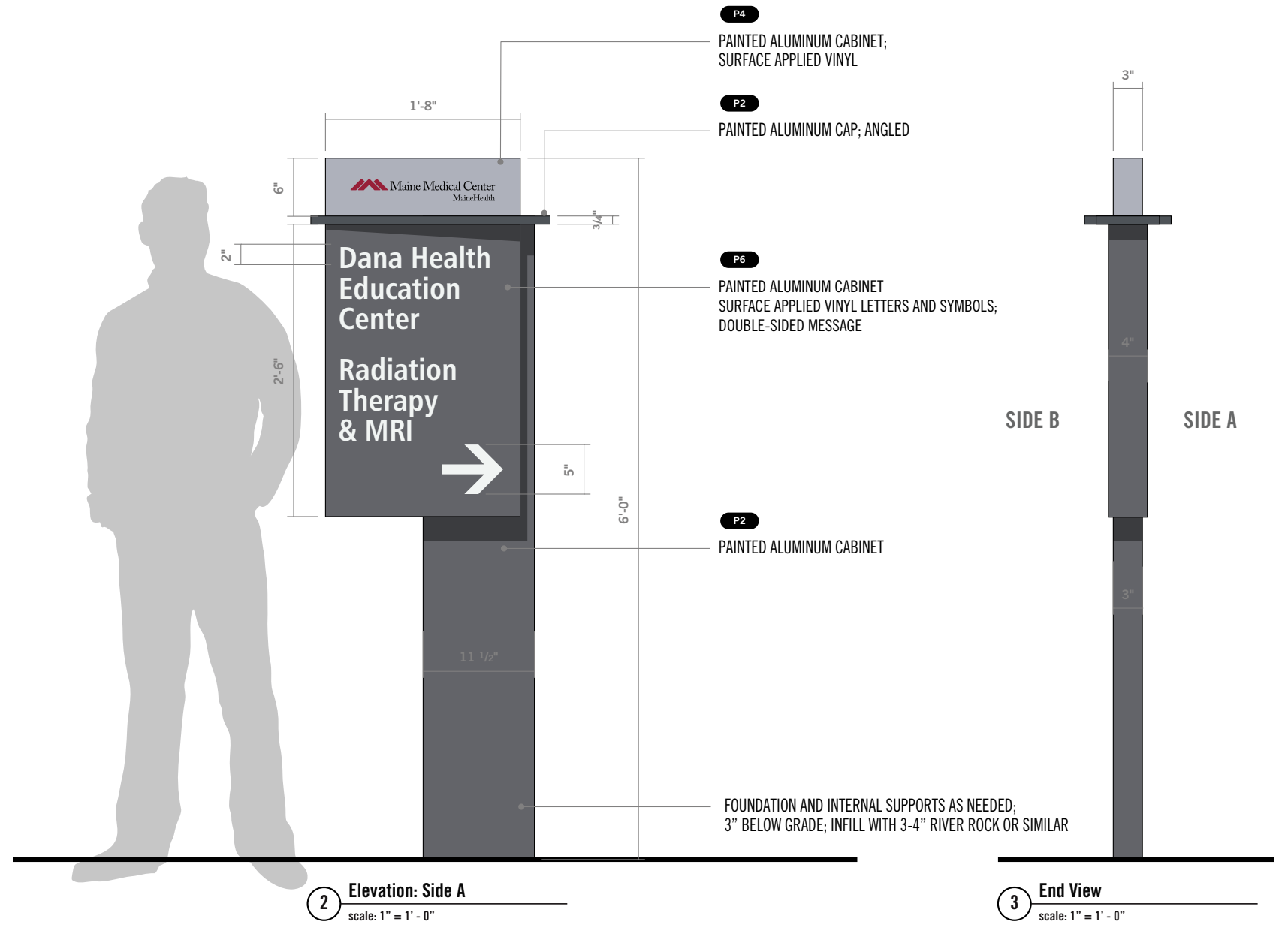
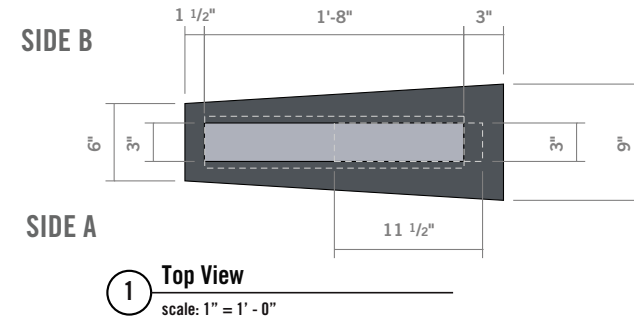
Option 4: Blade Site Line Study East (Forest St.)



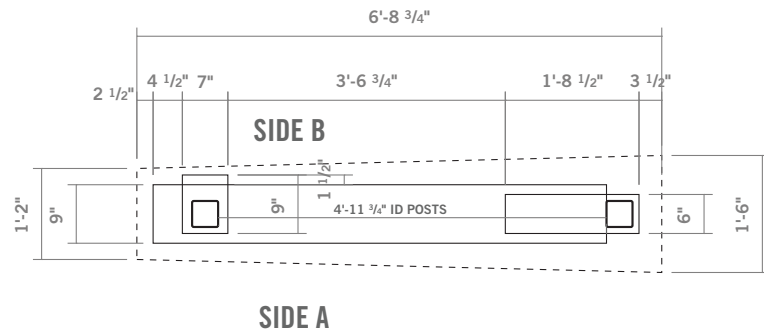
Option 4: Blade Site Line Study West



ST.8 Pedestrian Wayfinding

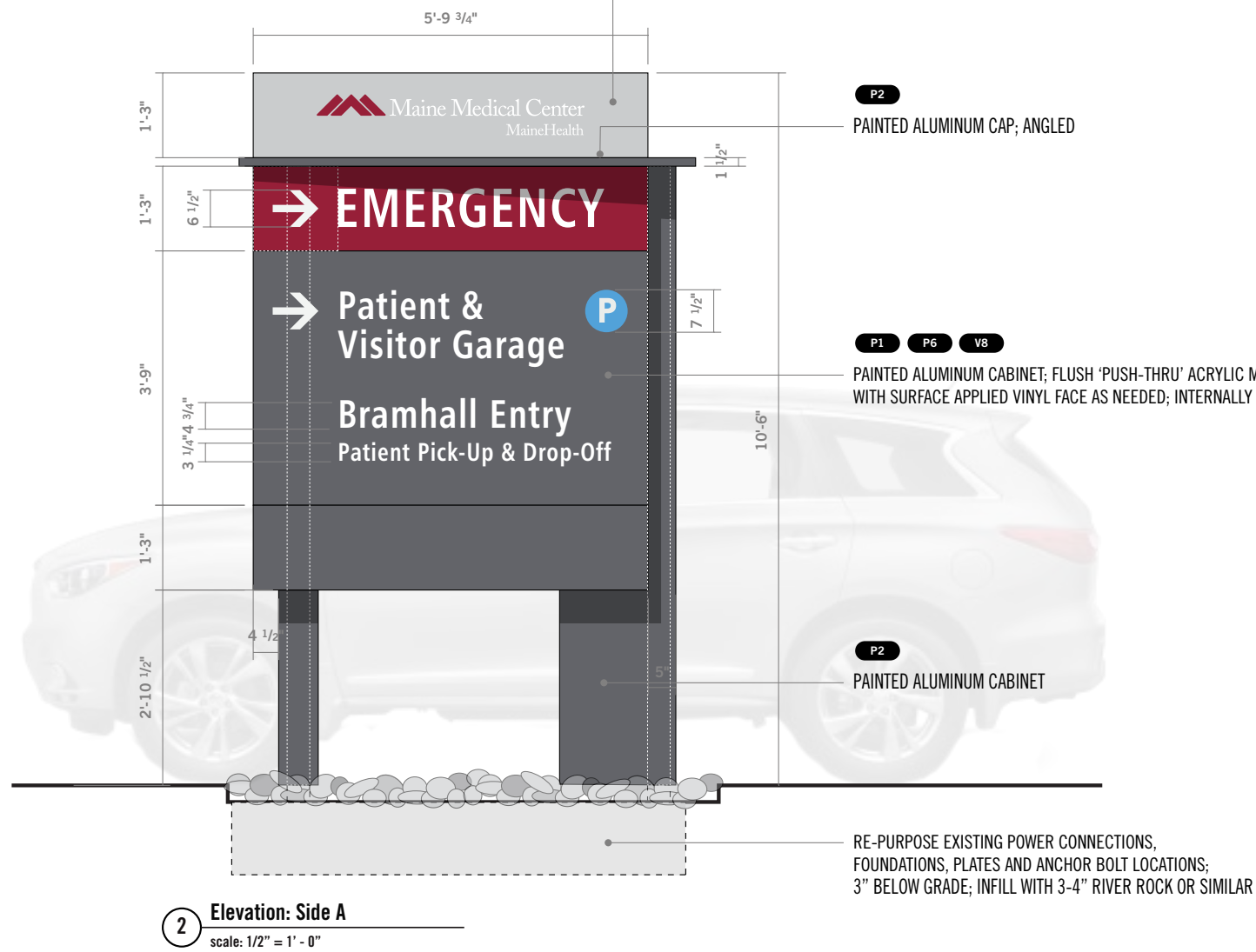


ST.9 Primary Vehicular Directional



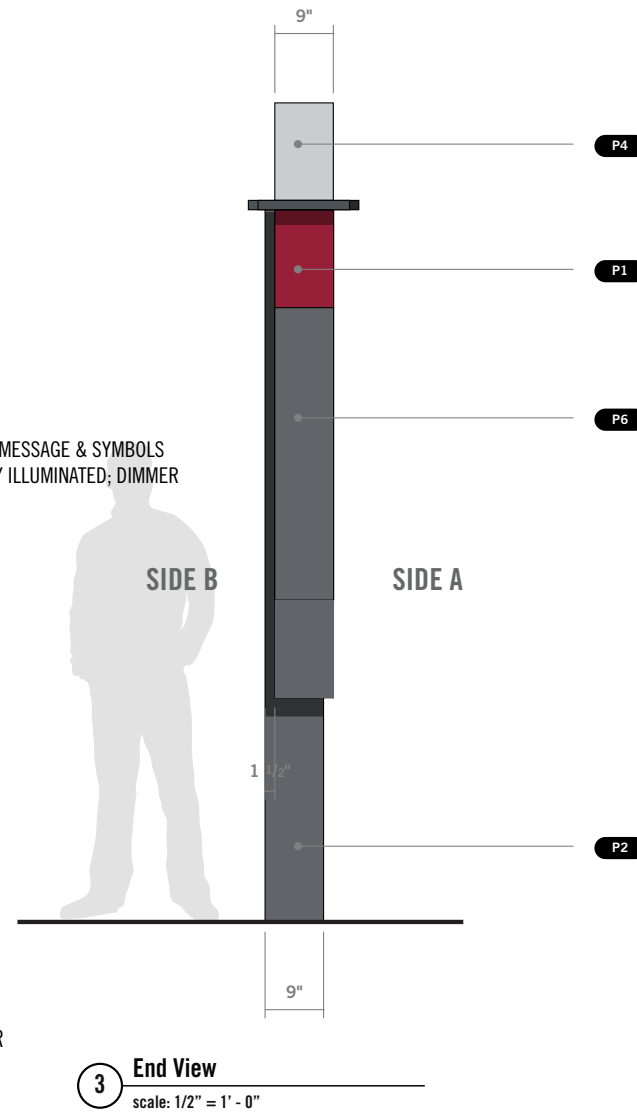
1 Top View
scale: 1/2" = 1' - 0"

P4 V3
PAINTED ALUMINUM CABINET;
PUSH-THRU FLUSH "WHITE" LETTERS;
INTERNALLY ILLUMINATED; DIMMER;
CABINET REMOVABLE FOR FUTURE MODIFICATIONS

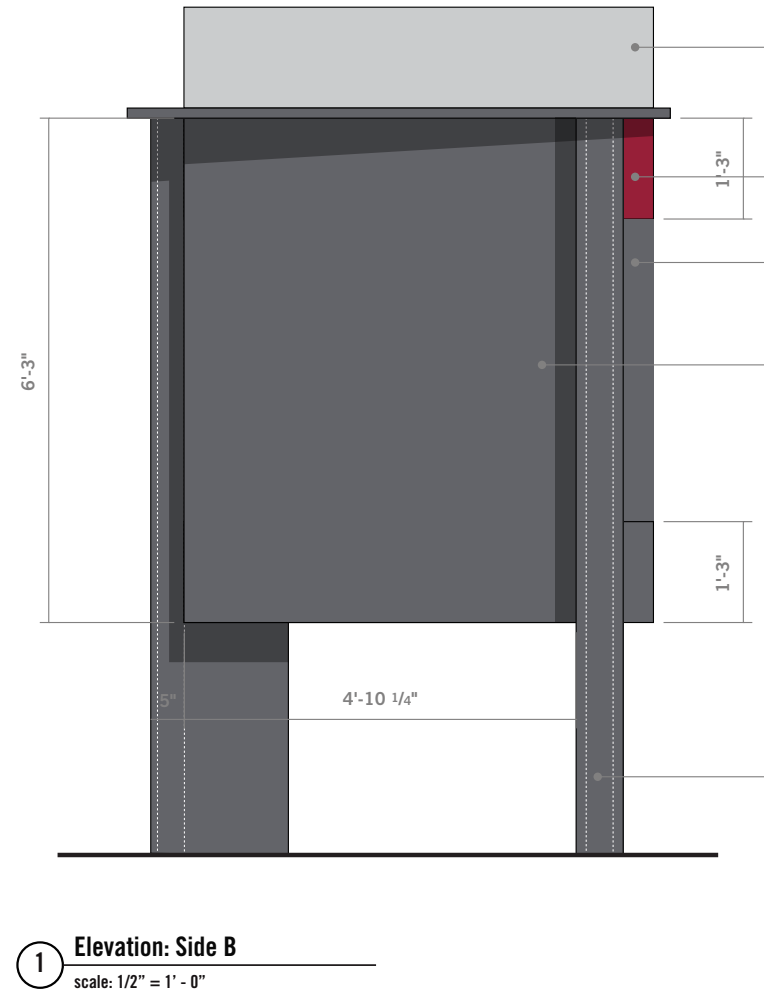


2 Elevation: Side A
scale: 1/2" = 1' - 0"

RE-PURPOSE EXISTING POWER CONNECTIONS,
FOUNDATIONS, PLATES AND ANCHOR BOLT LOCATIONS;
3" BELOW GRADE; INFILL WITH 3-4" RIVER ROCK OR SIMILAR

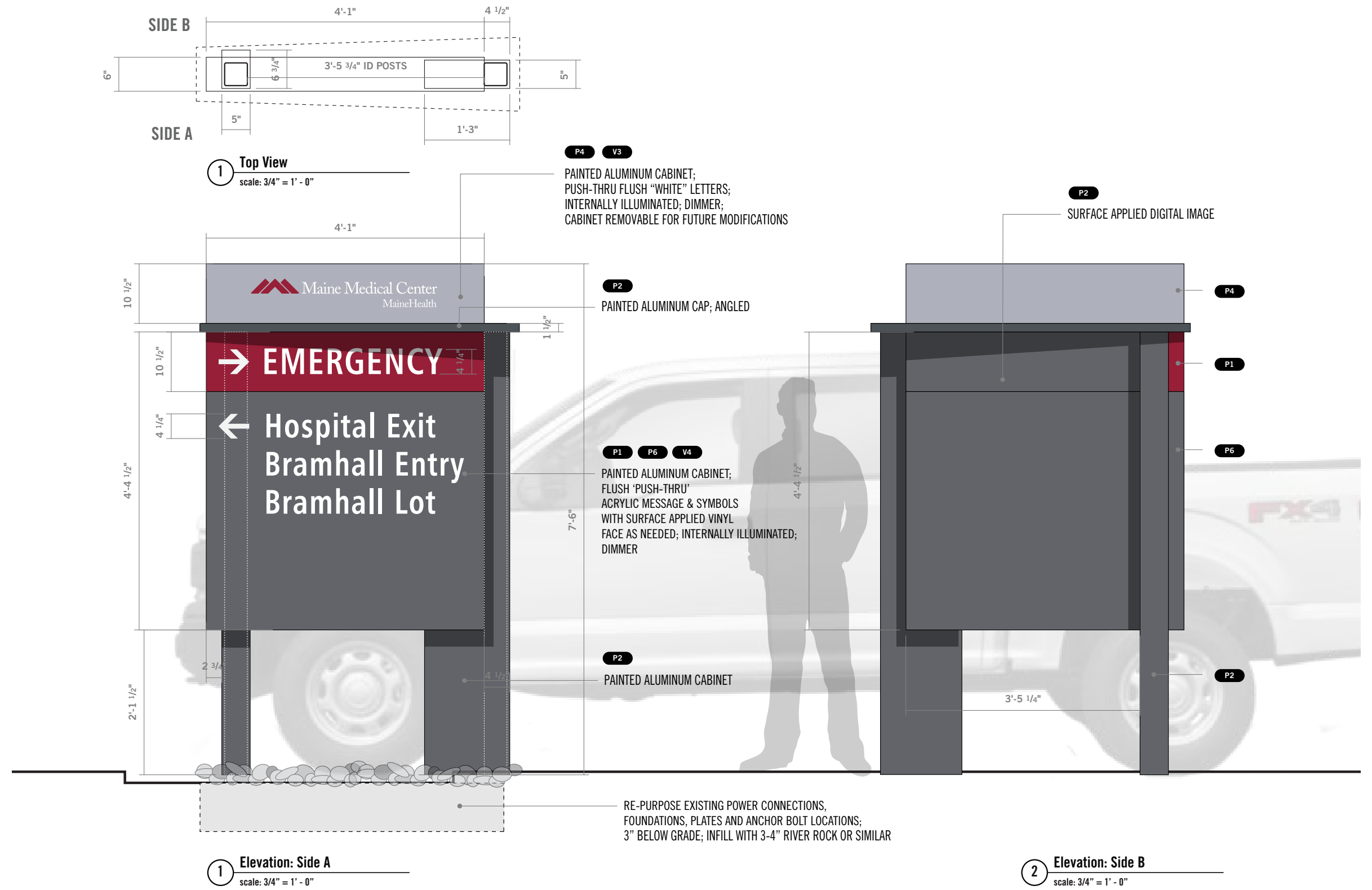


3 End View
scale: 1/2" = 1' - 0"

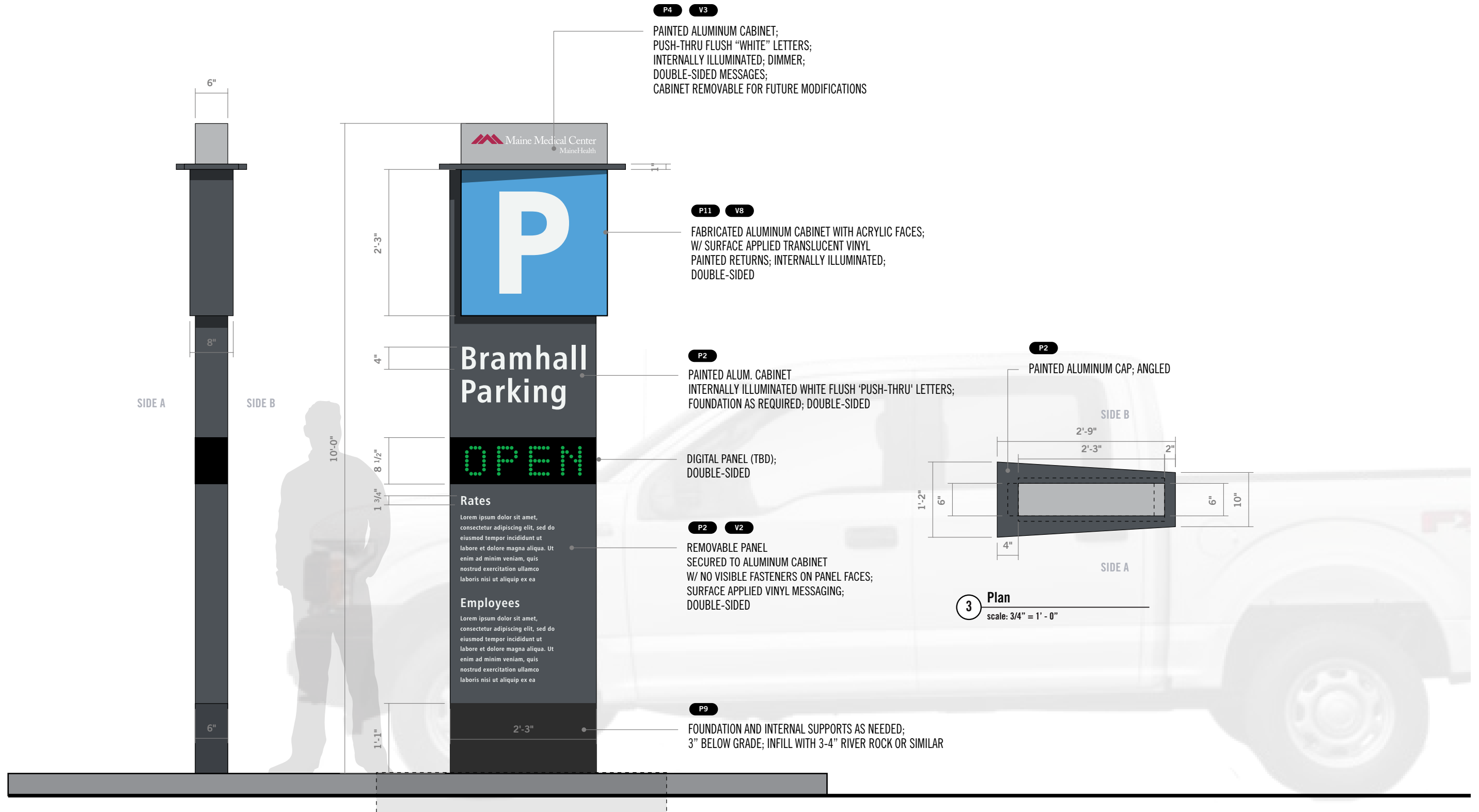


1 Elevation: Side B
scale: 1/2" = 1' - 0"

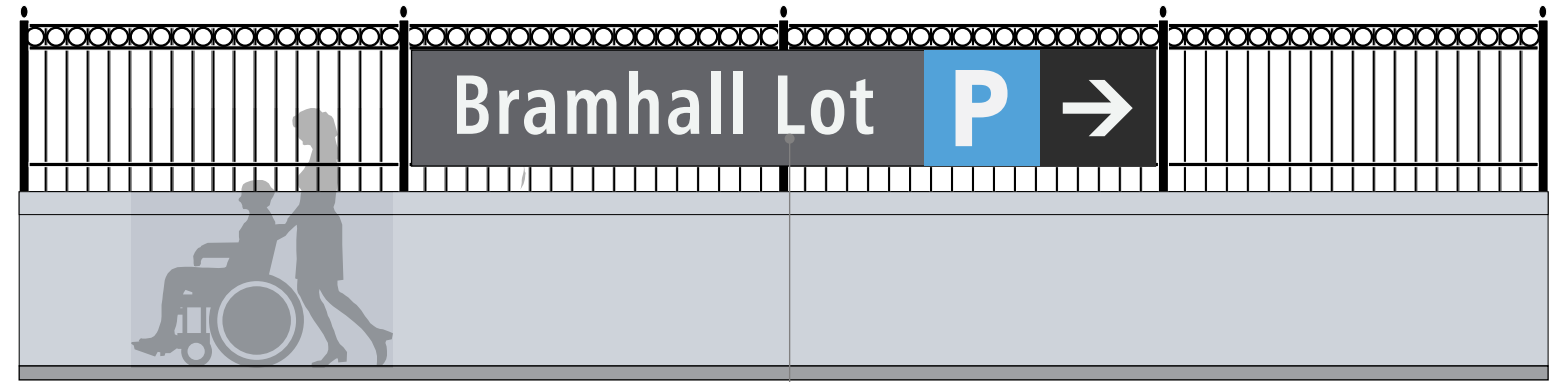
ST.10 Secondary Vehicular Directional



ST.11 Parking ID



ST.12 Fence Directional



FABRICATOR TO VERIFY FENCE CONDITIONS AND DIMENSIONS PRIOR TO FABRICATION

1 Elevation: Context
scale: 1/4" = 1' - 0"



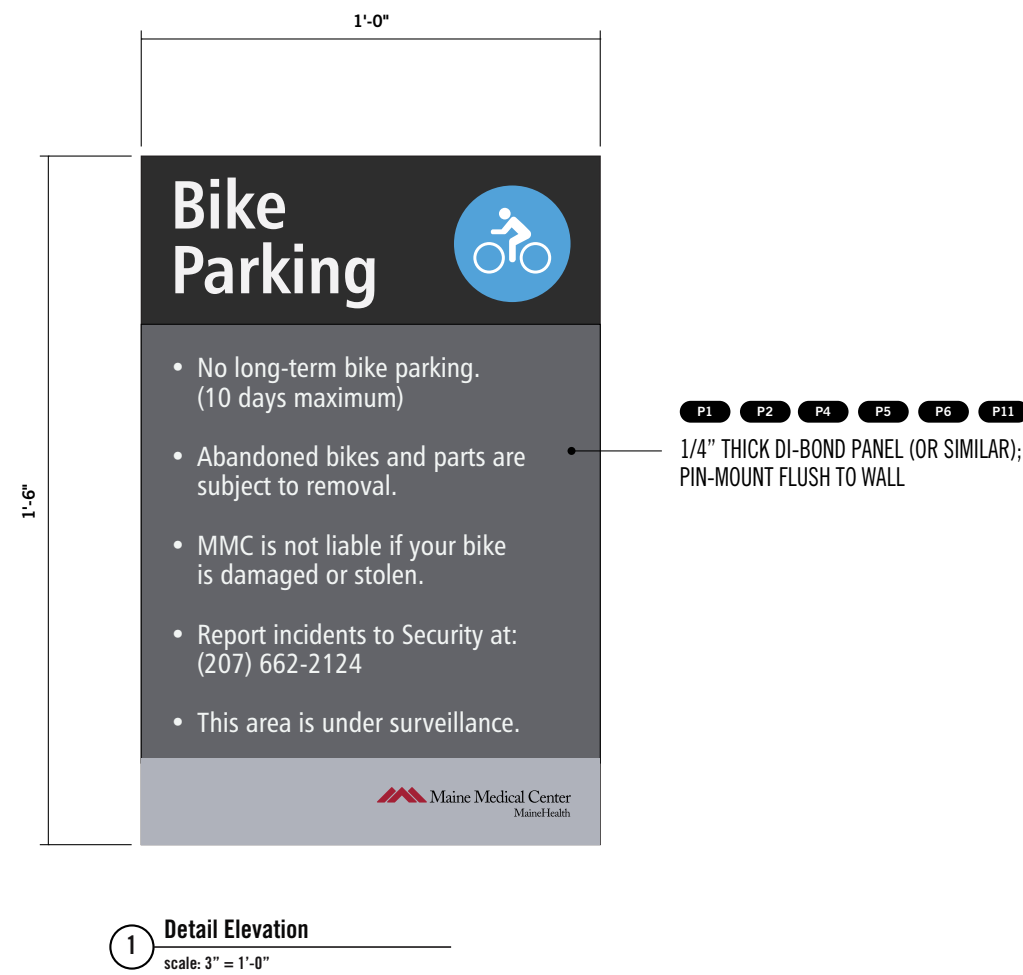
2 Elevation: Detail
scale: 1/2" = 1' - 0"

P9 P6 P11 V1
1/8" THICK PAINTED ALUM. PANEL;
SURFACE APPLIED REFLECTIVE VINYL;
MECHANICALLY FASTENED TO FENCE;
PAINT BACK AND ALL FASTENERS (P9)

ST.13 Column Sign



ST.14 Bike Sign



DANA CENTER



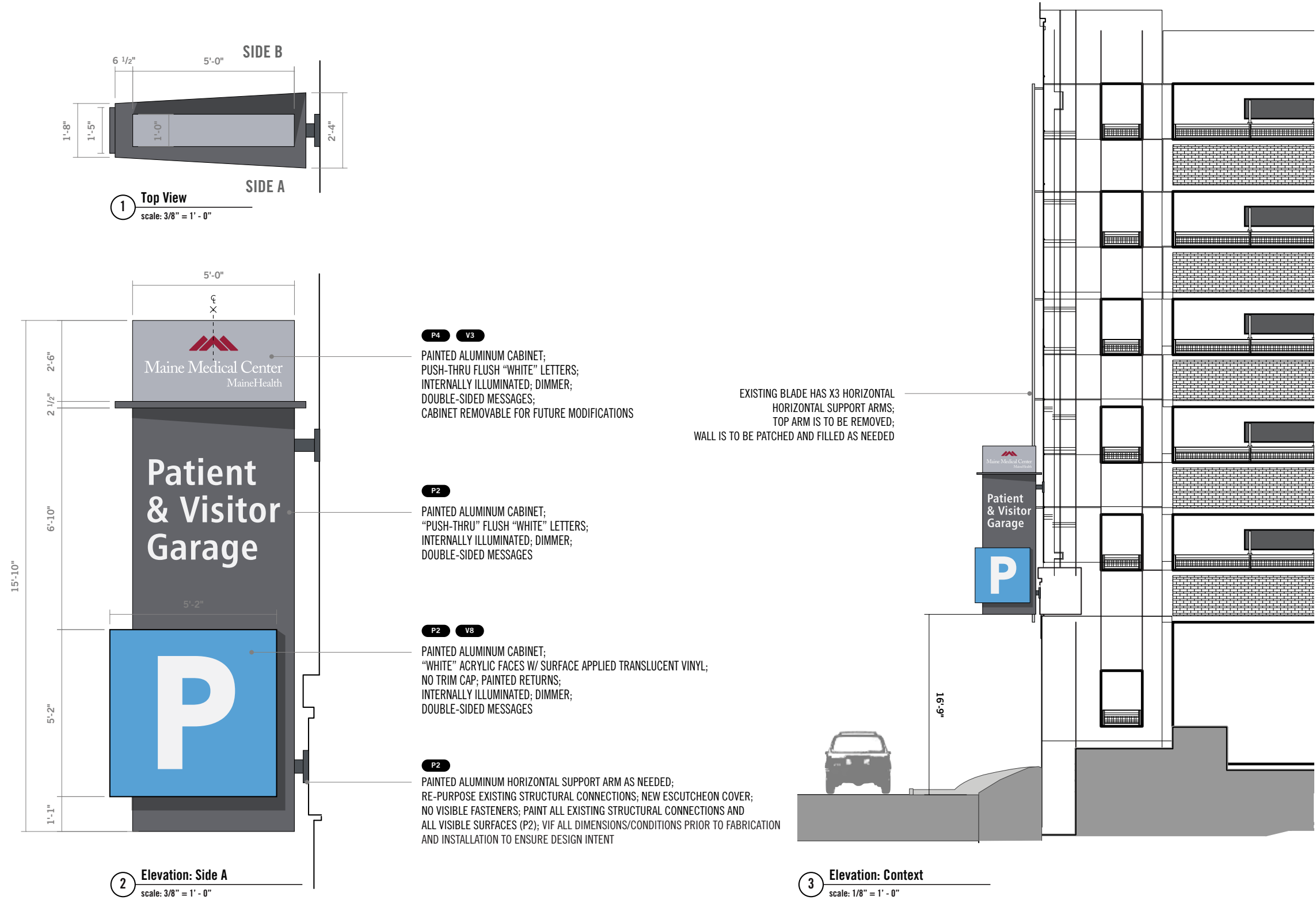
EAST TOWER



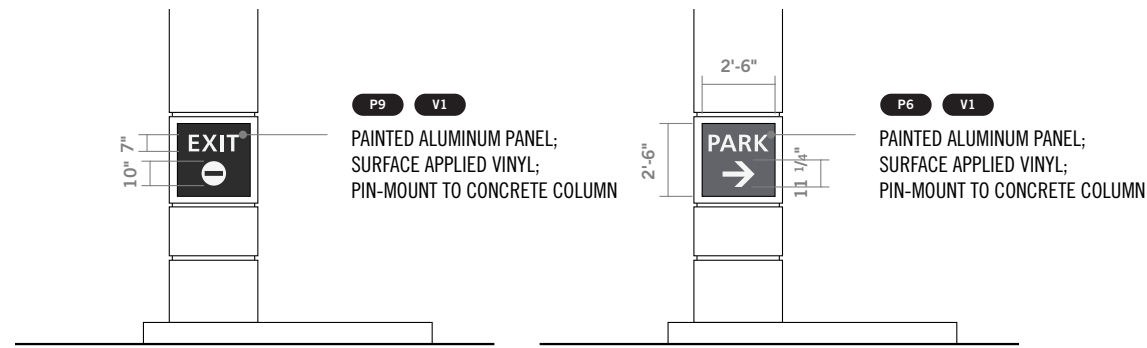
SOUTH ENTRANCE



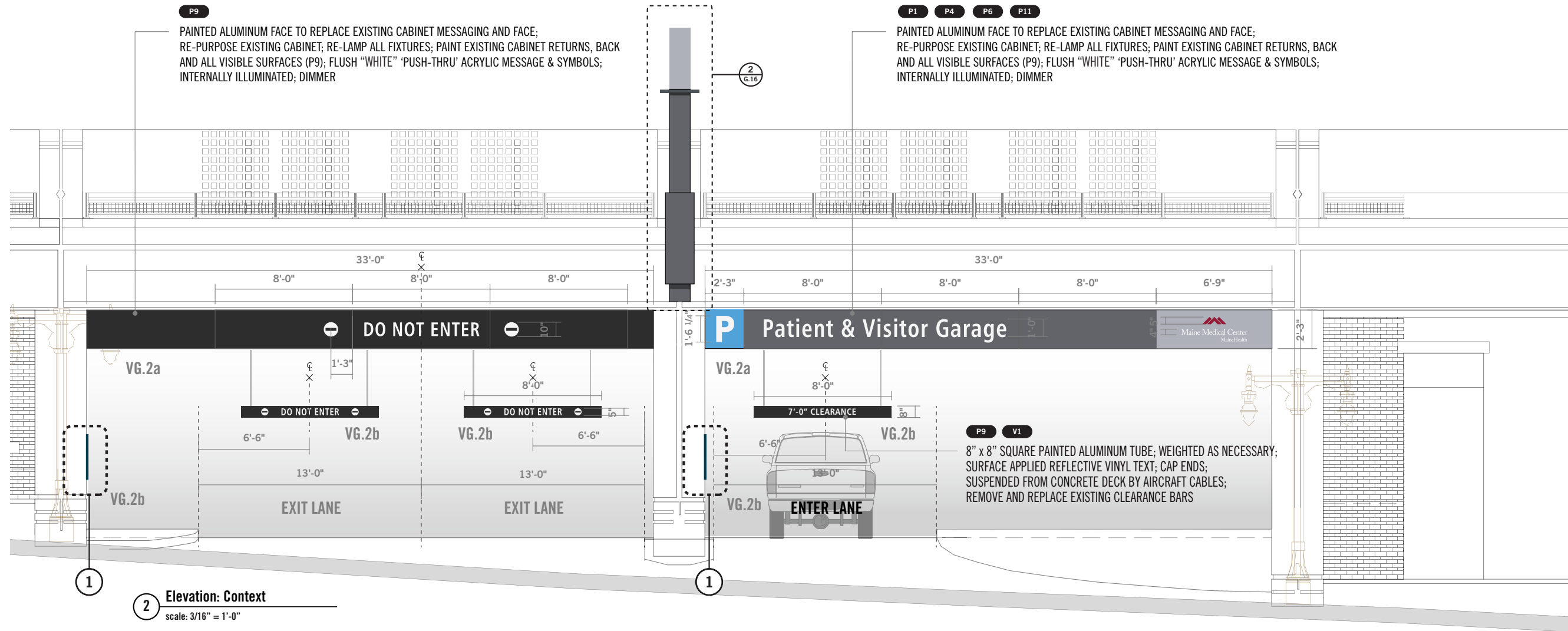
VG.1 Congress Blade



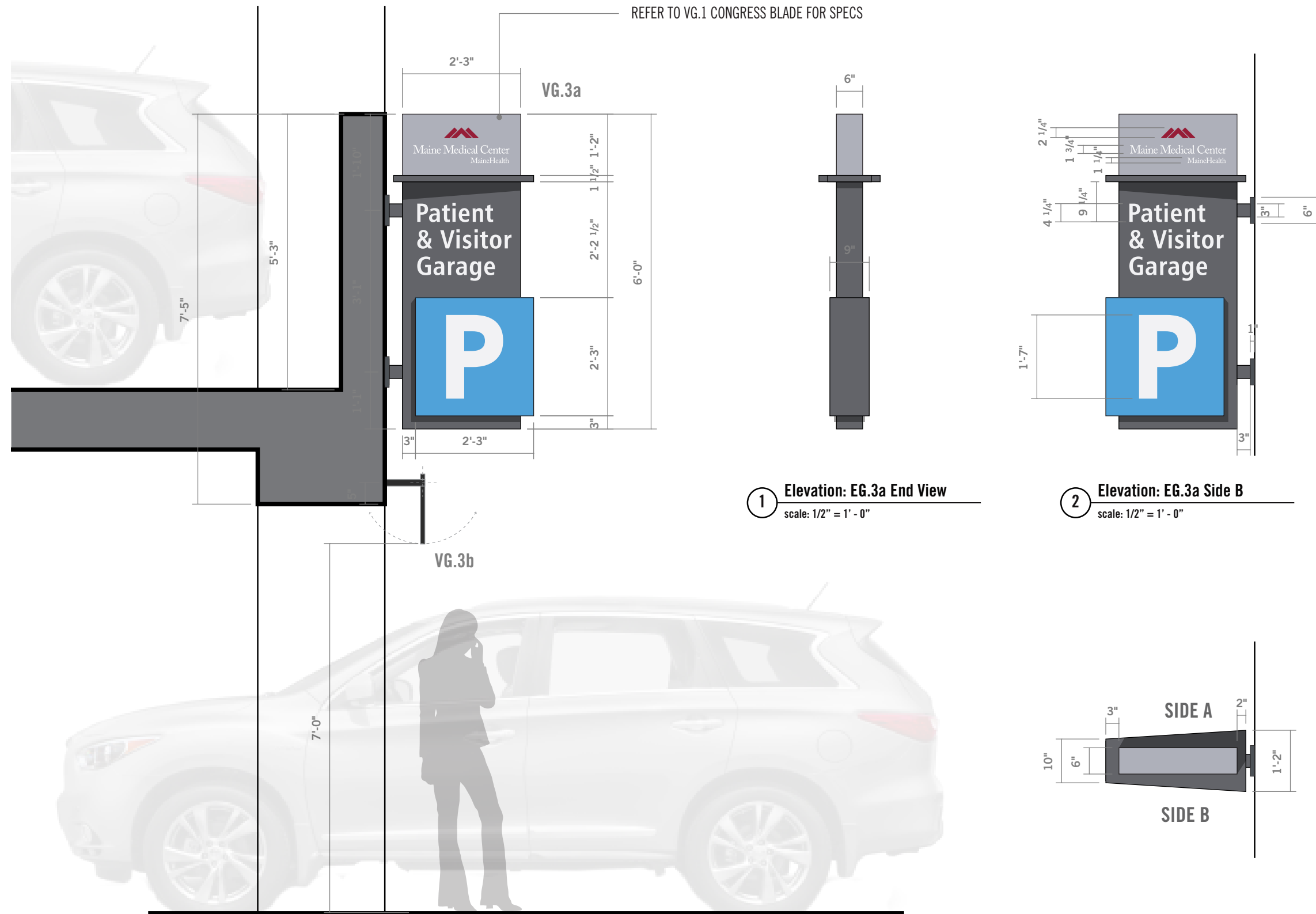
VG.2 Congress Entry ID



1 Elevation: VG.2c
scale: 3/16" = 1'-0"



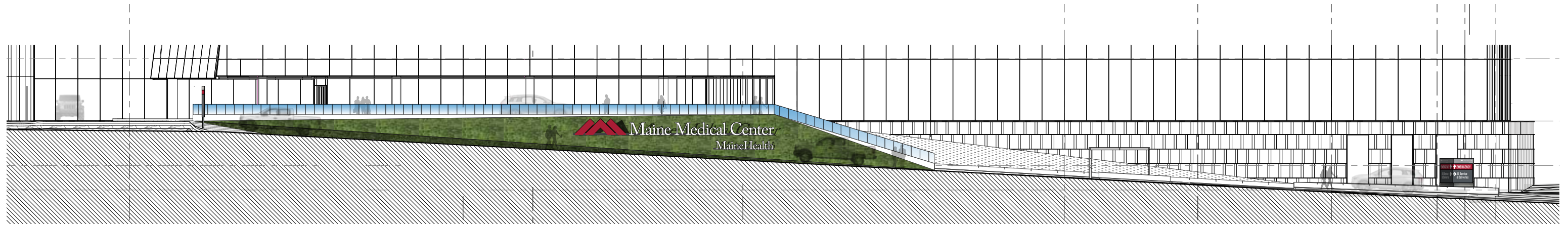
VG.3 Crescent Blade



02

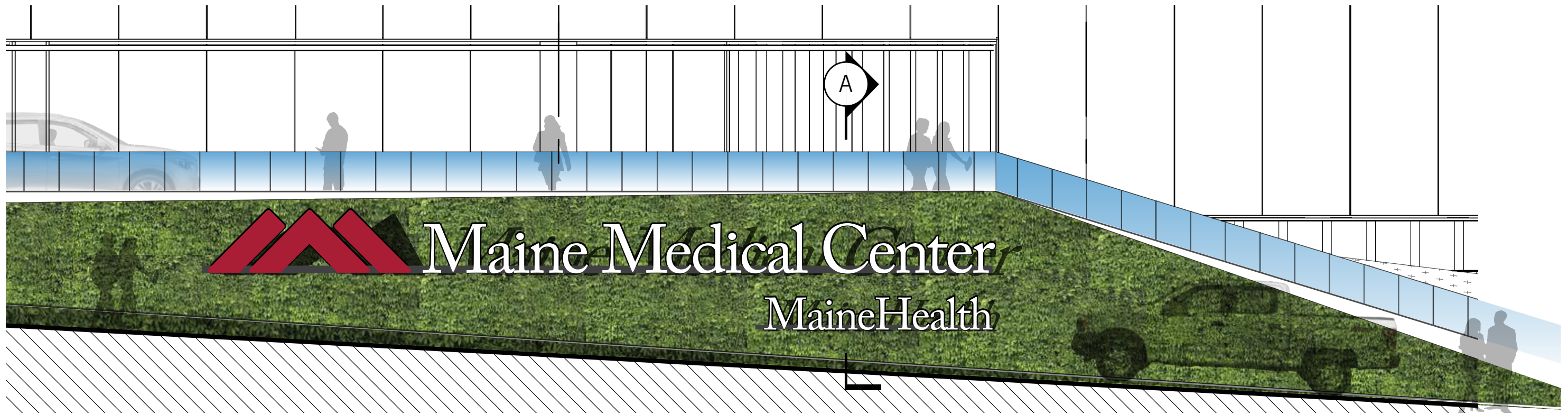
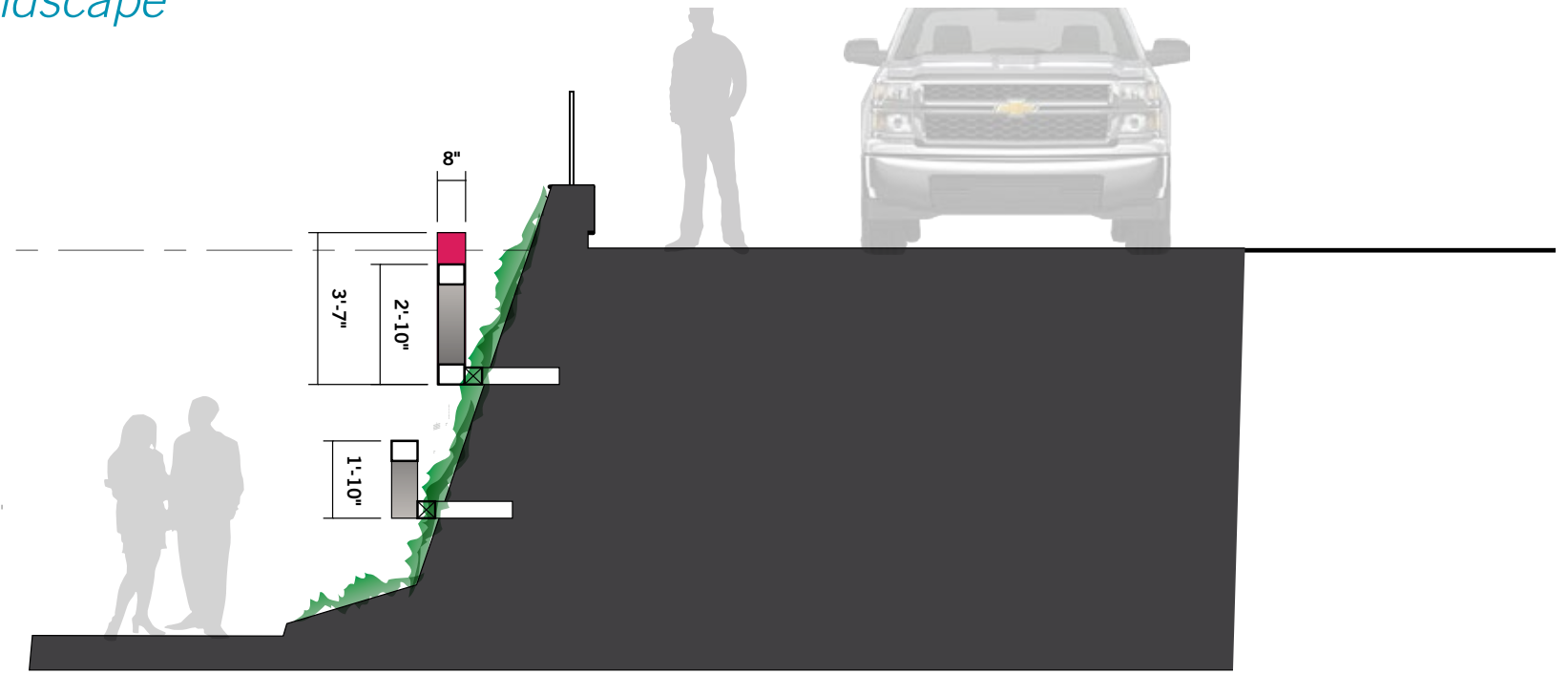
Congress
Street
Building
Signage

Preliminary Sign Location Plan



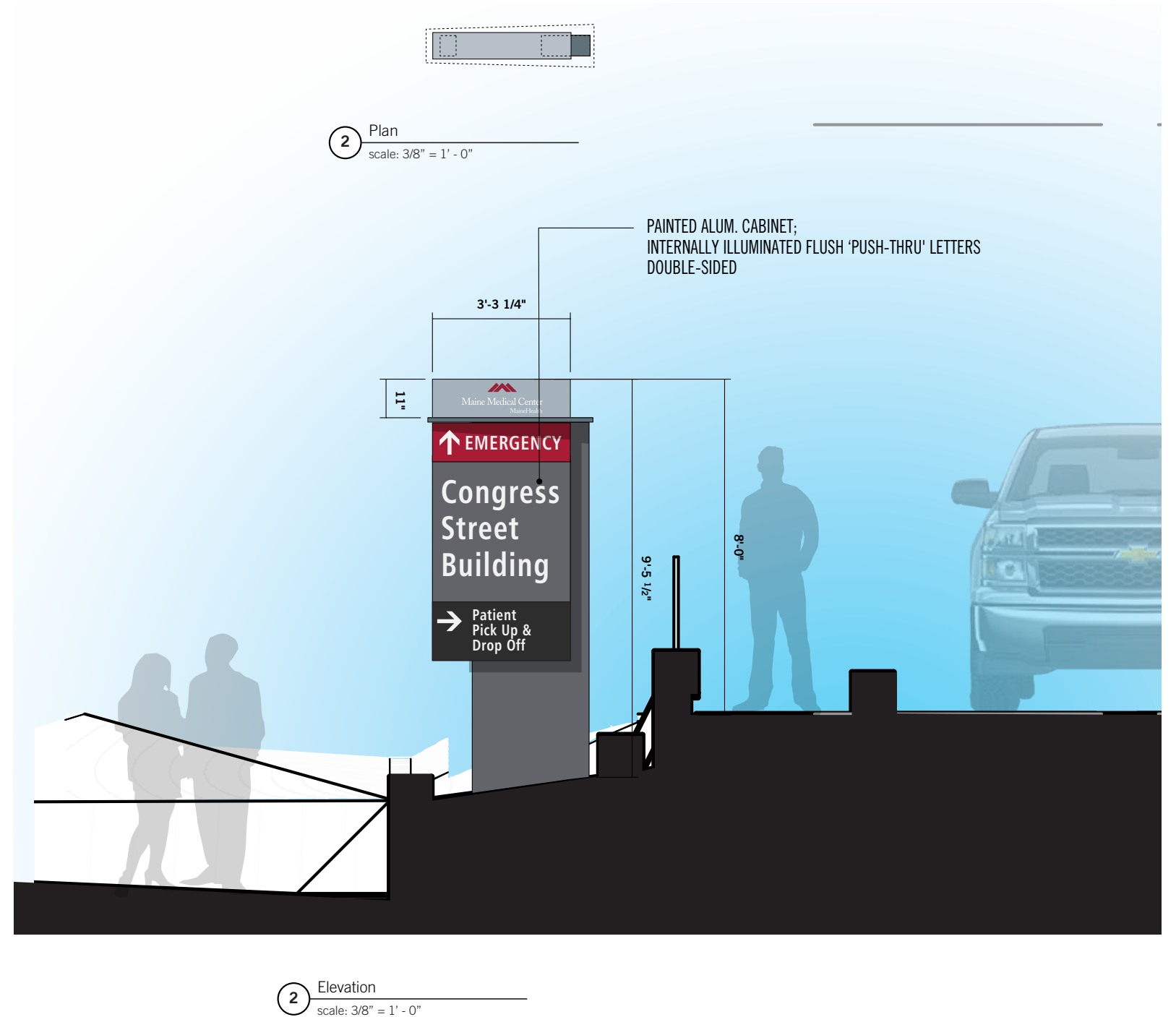
CS.1 Project Monument

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



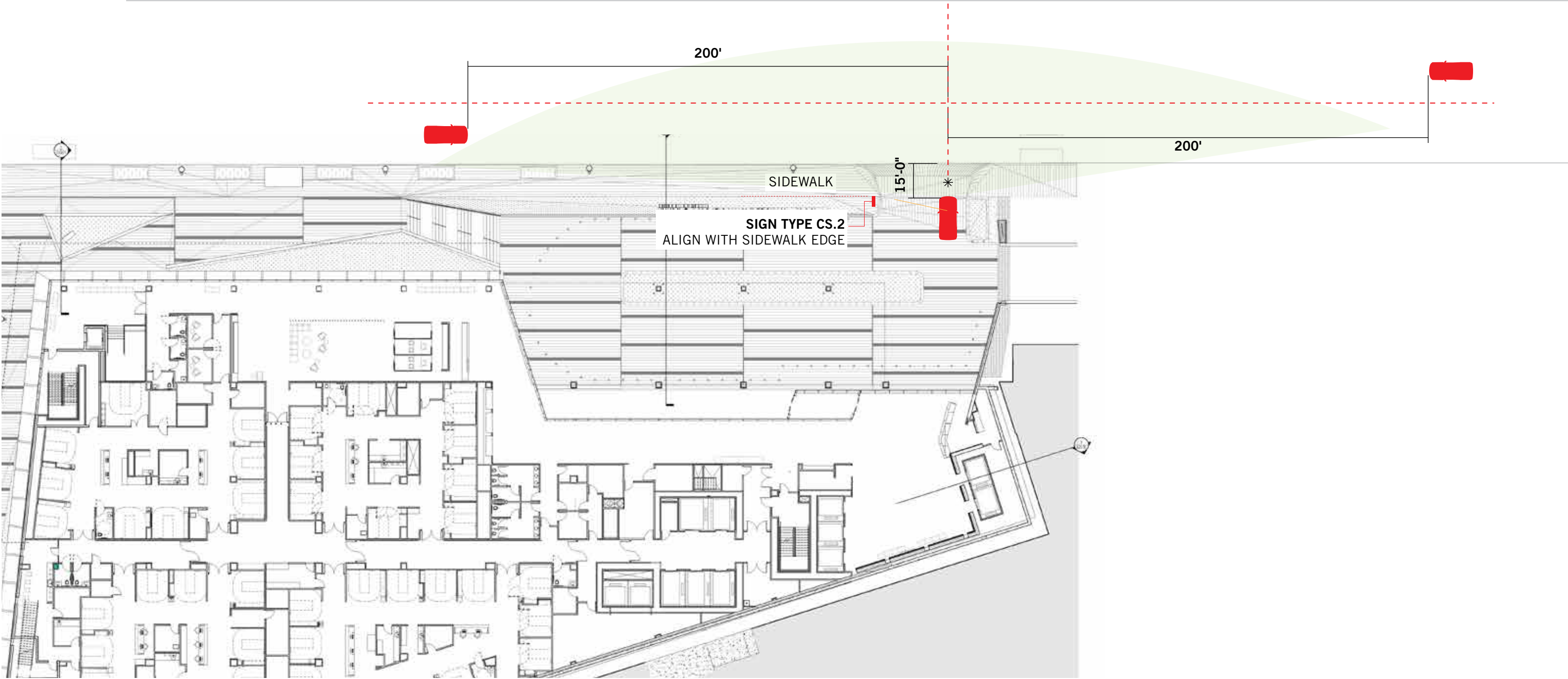
CS.2 Building Identification

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

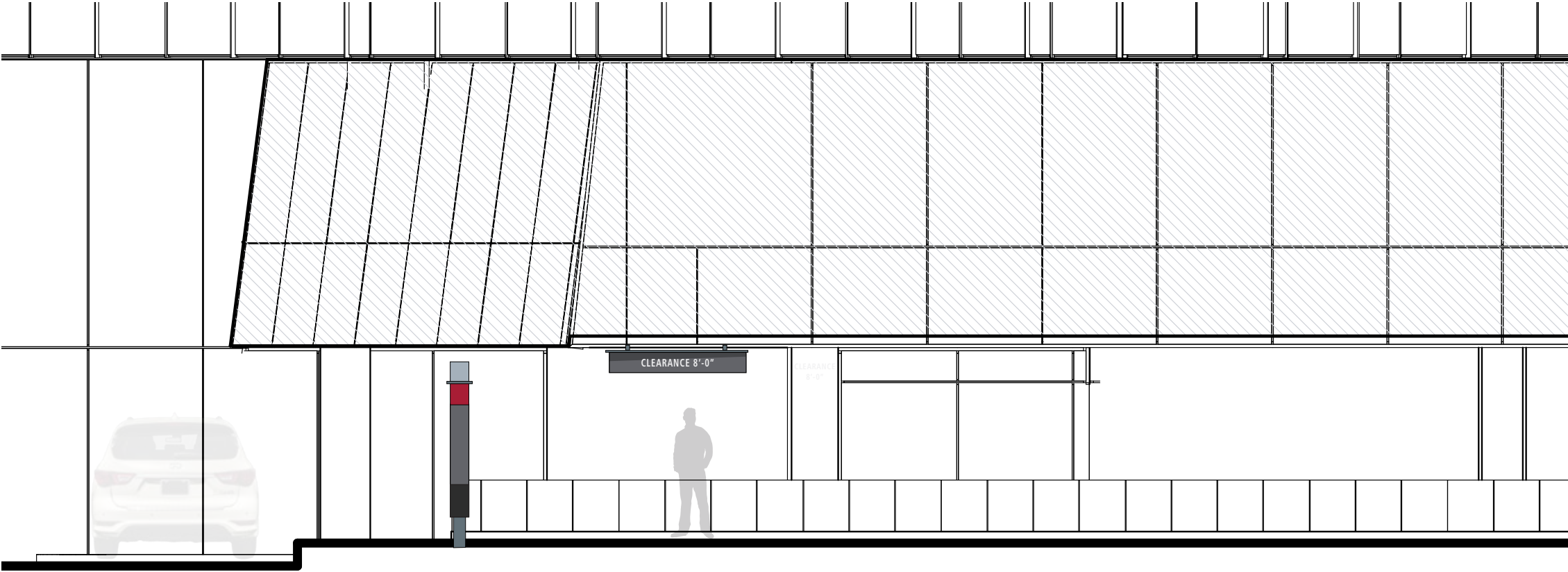
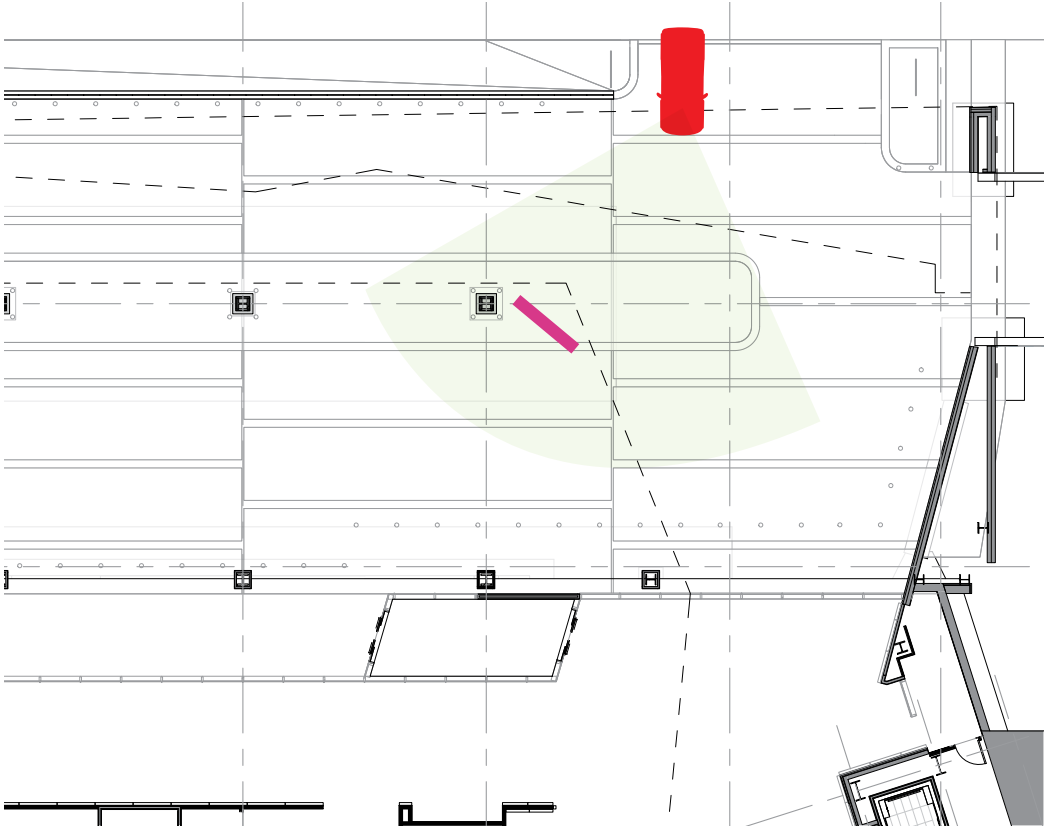


CS.2 Site Line Analysis

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

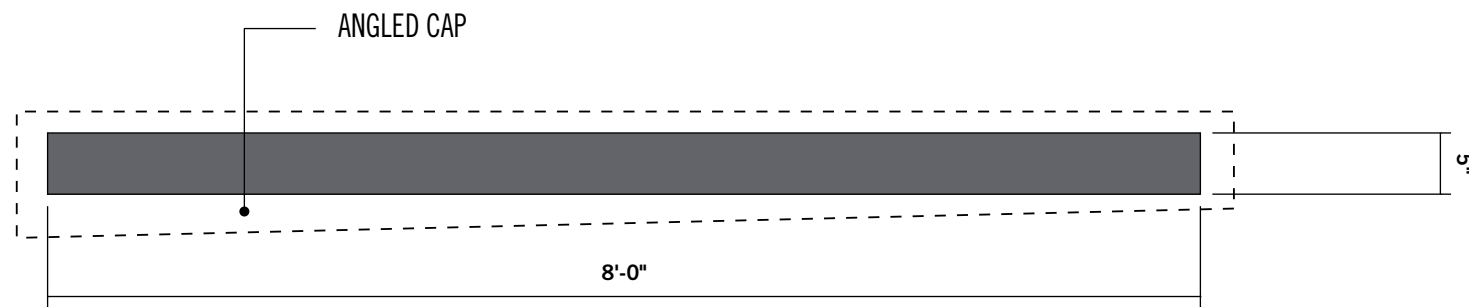
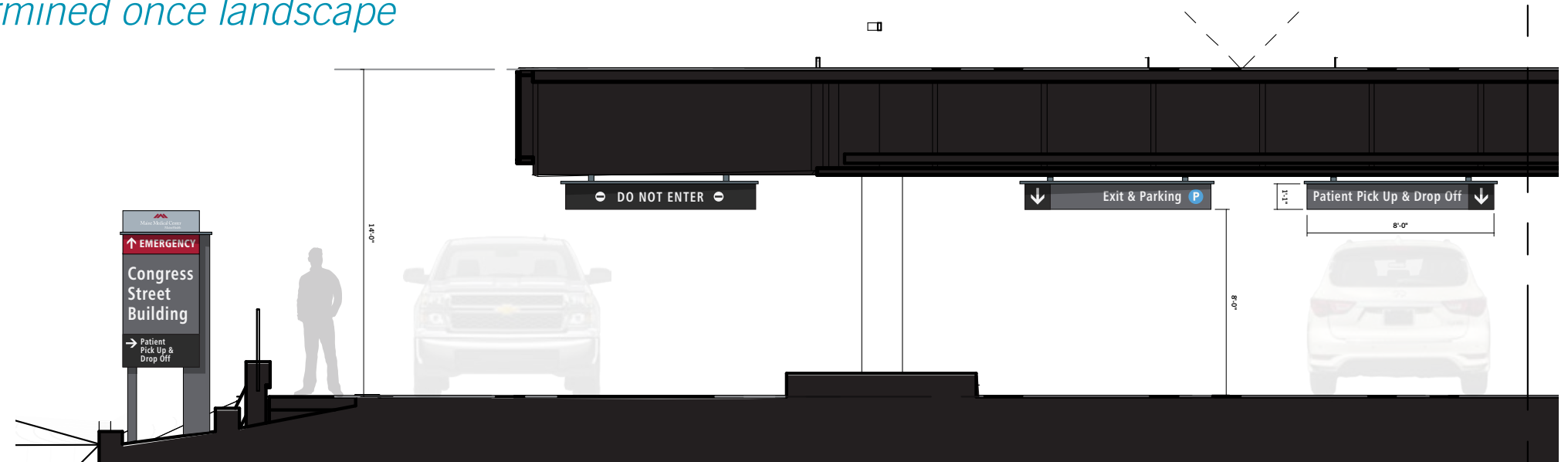


Clearance Sign

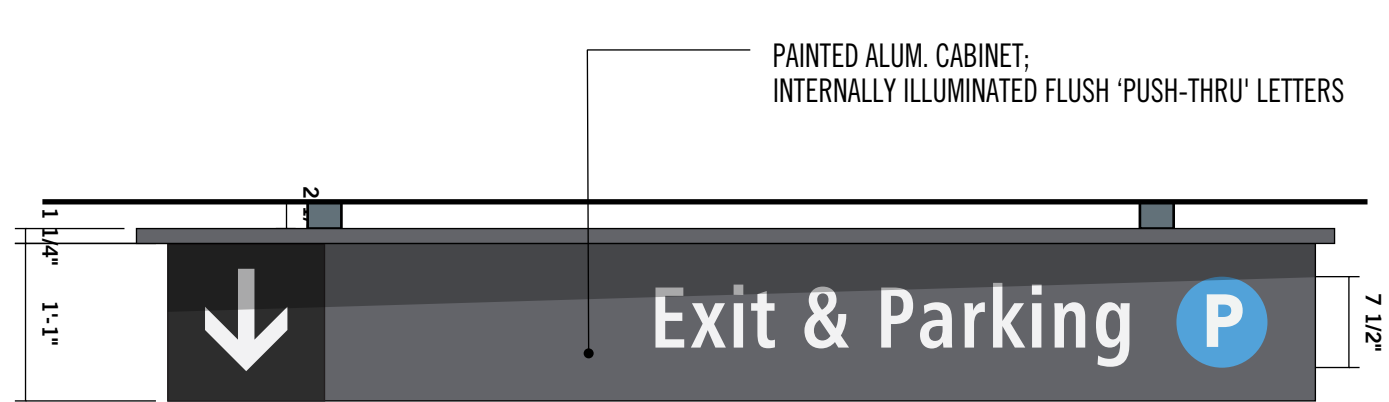


Parking Directionals

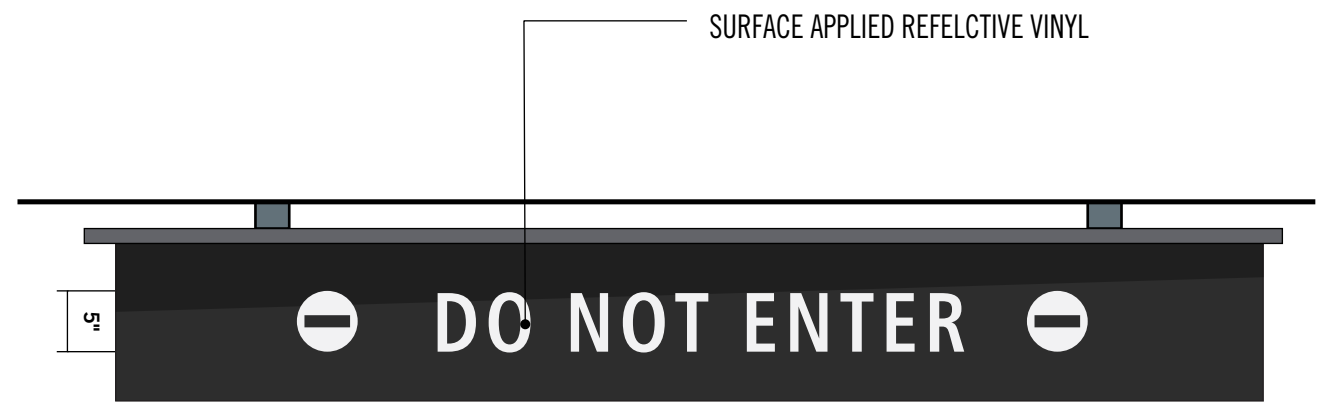
NOTE: Exact placement of signage to be determined once landscape design is finalized with the City of Portland.



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



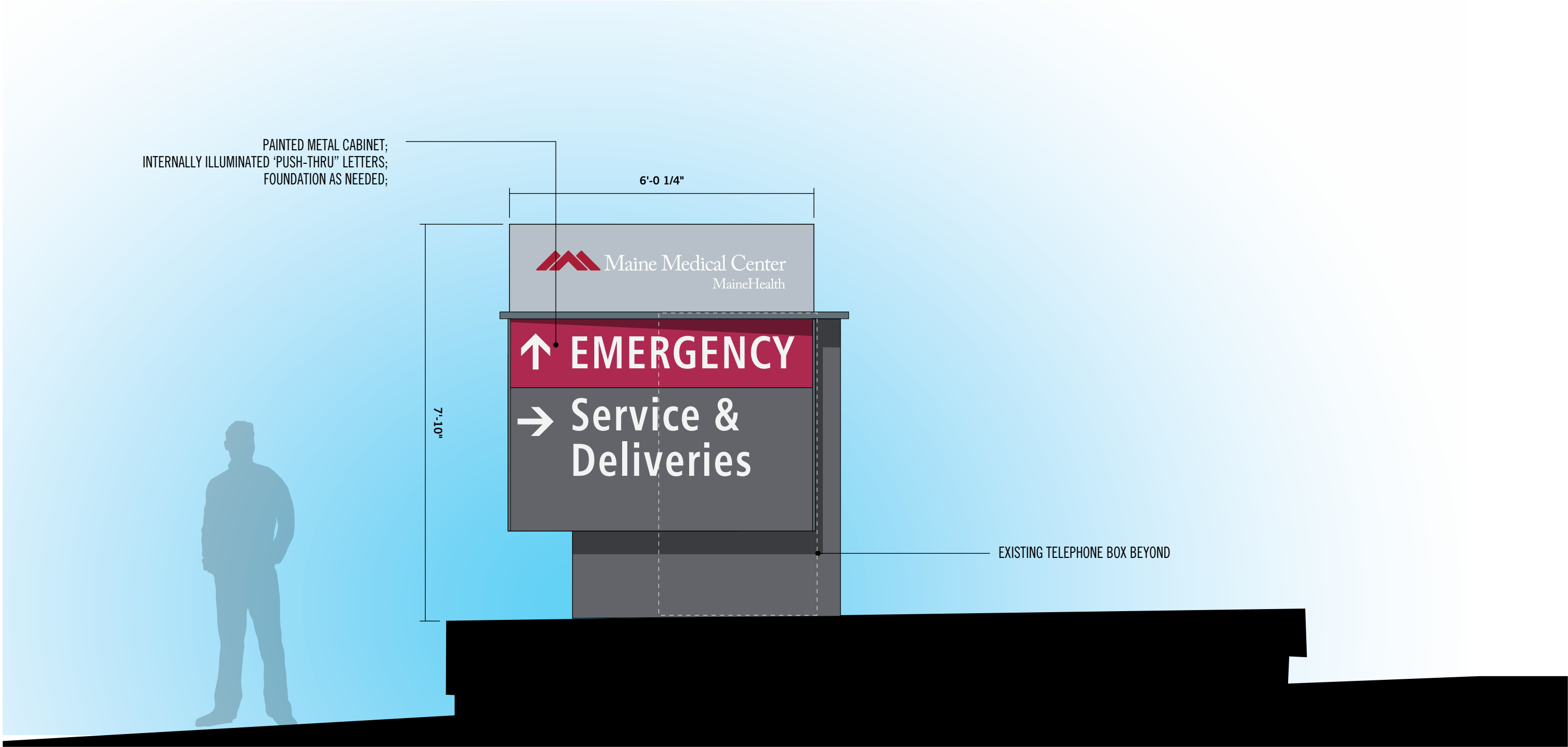
1 Elevation: Front
scale: 3/4" = 1' - 0"



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

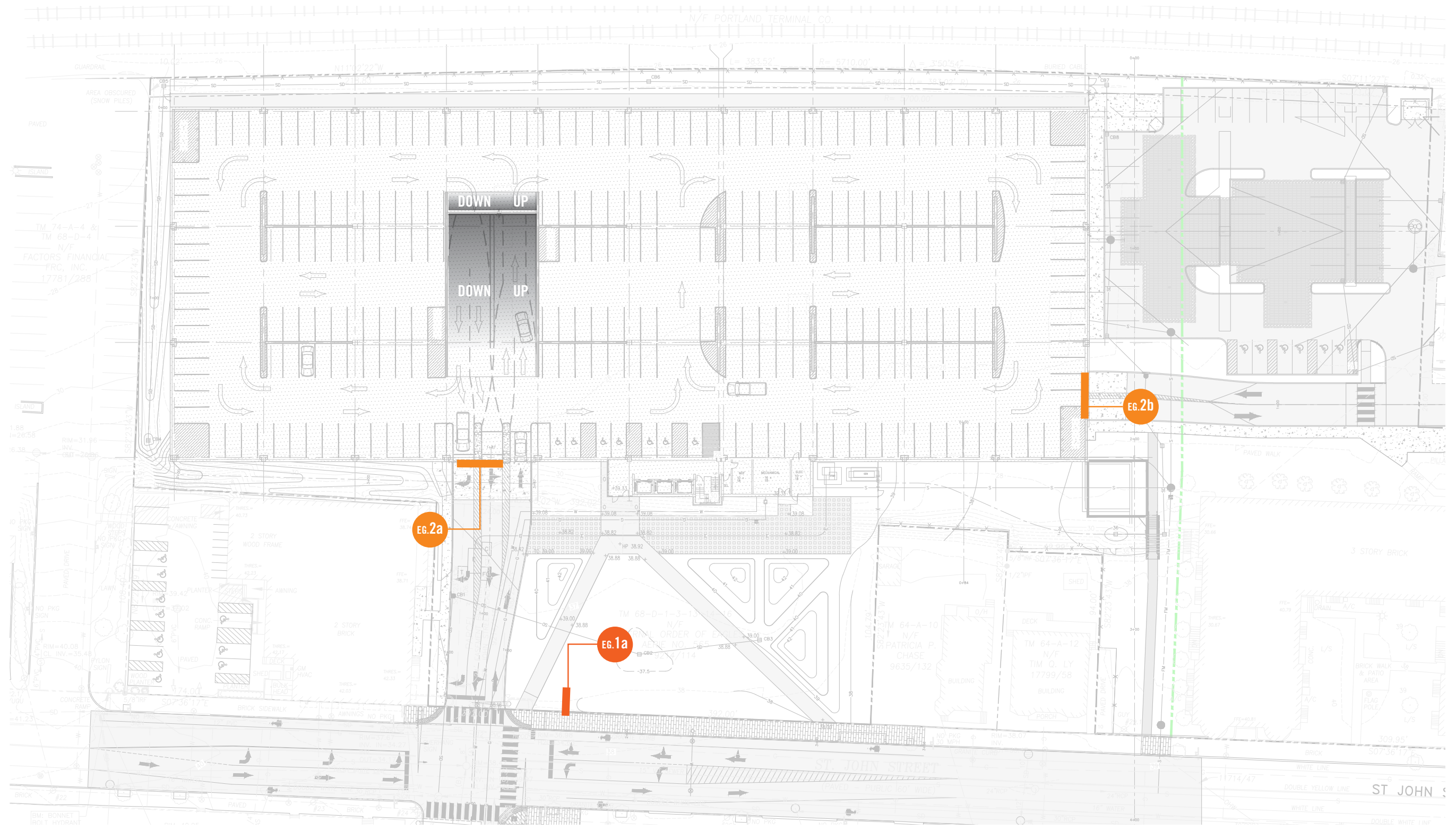
NOTE: Exact placement of signage to be determined once landscape design is finalized with the City of Portland.



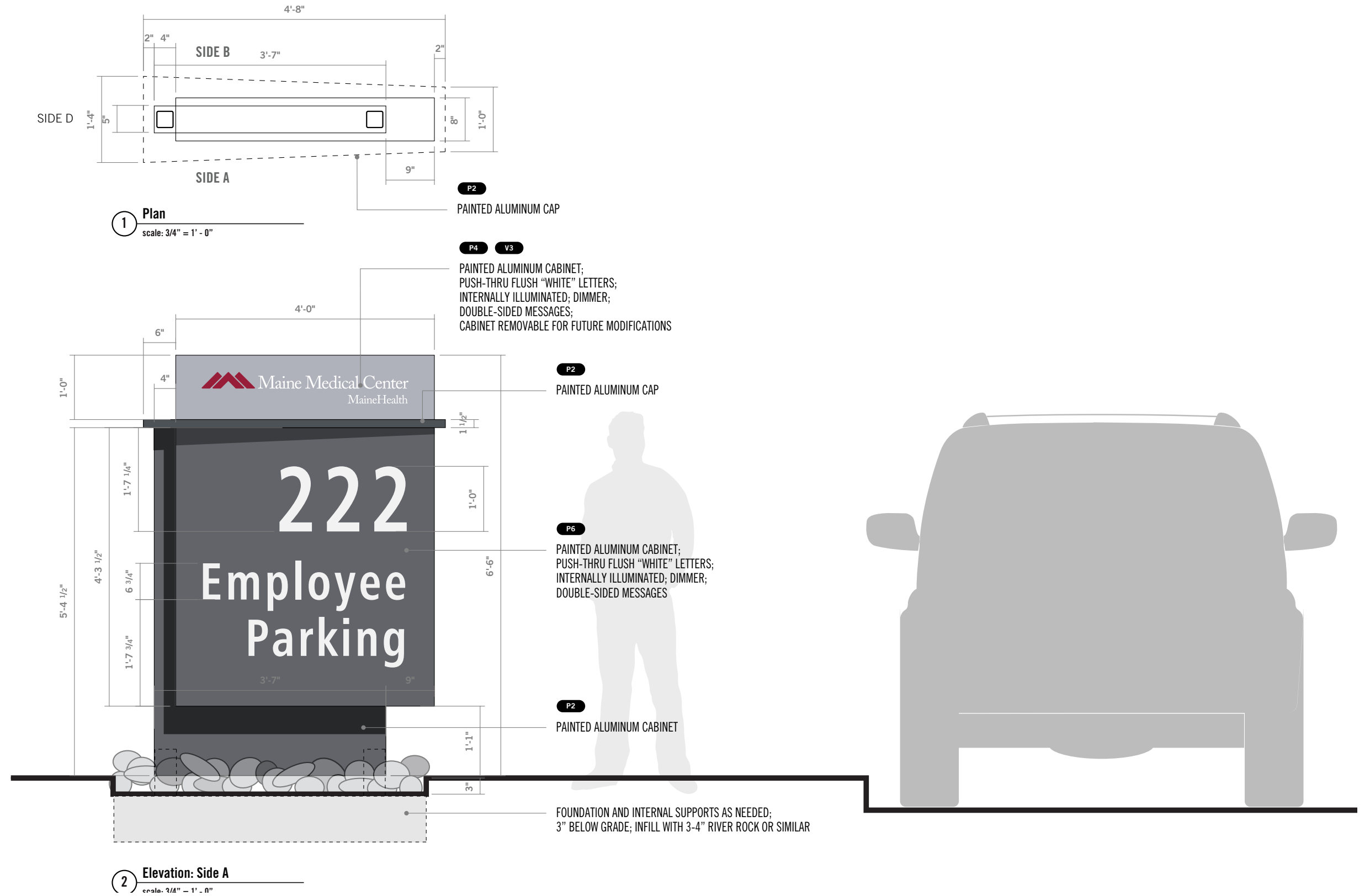
04

Employee
Garage
Signage

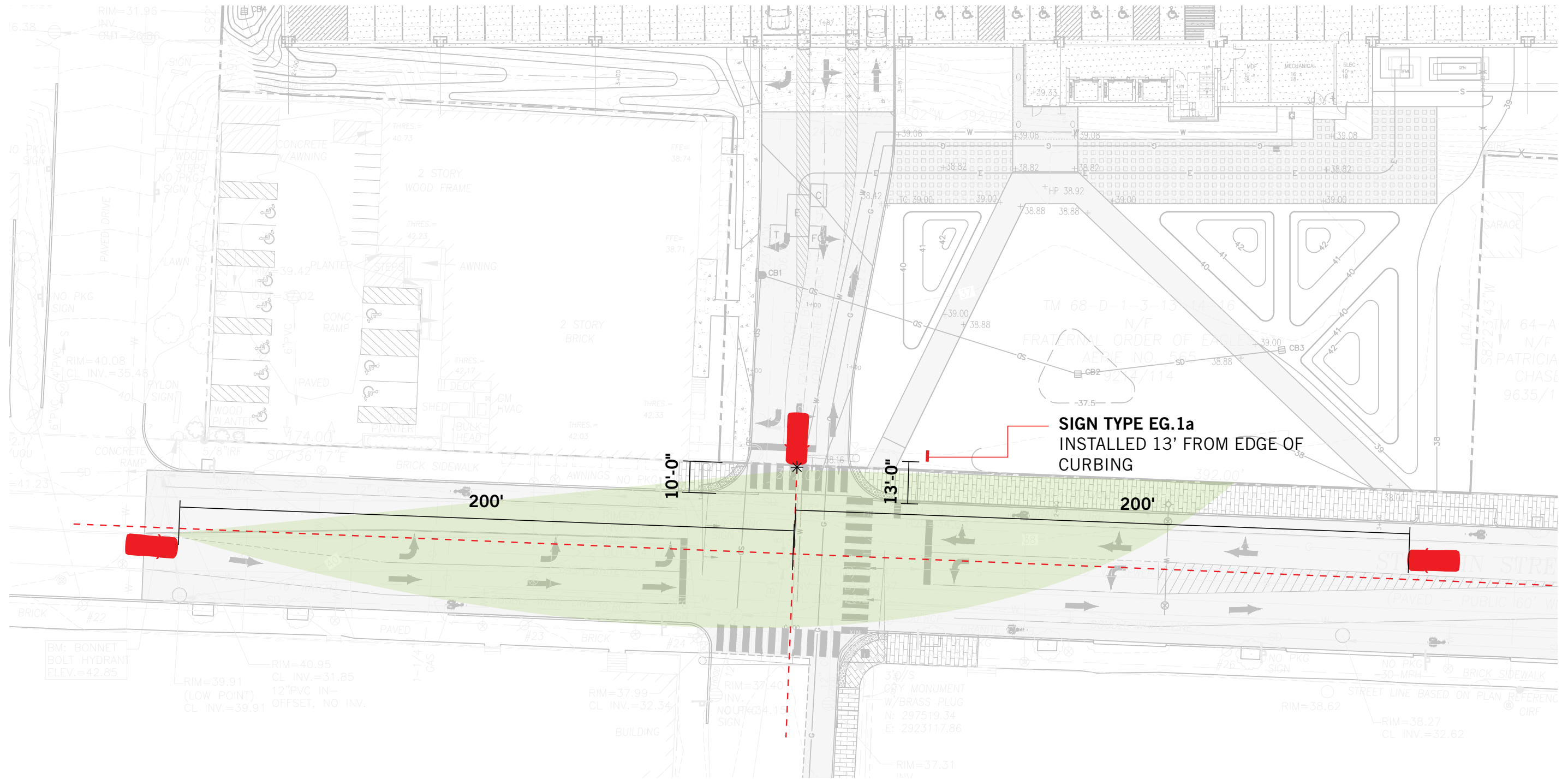
Preliminary Sign Location Plan (Level 1)



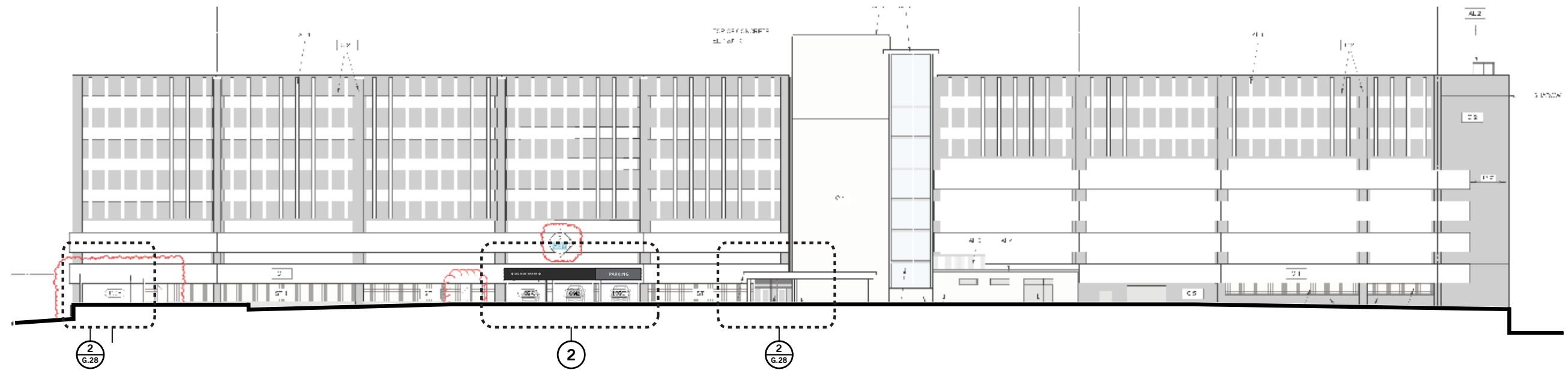
EG.1 Monument Sign



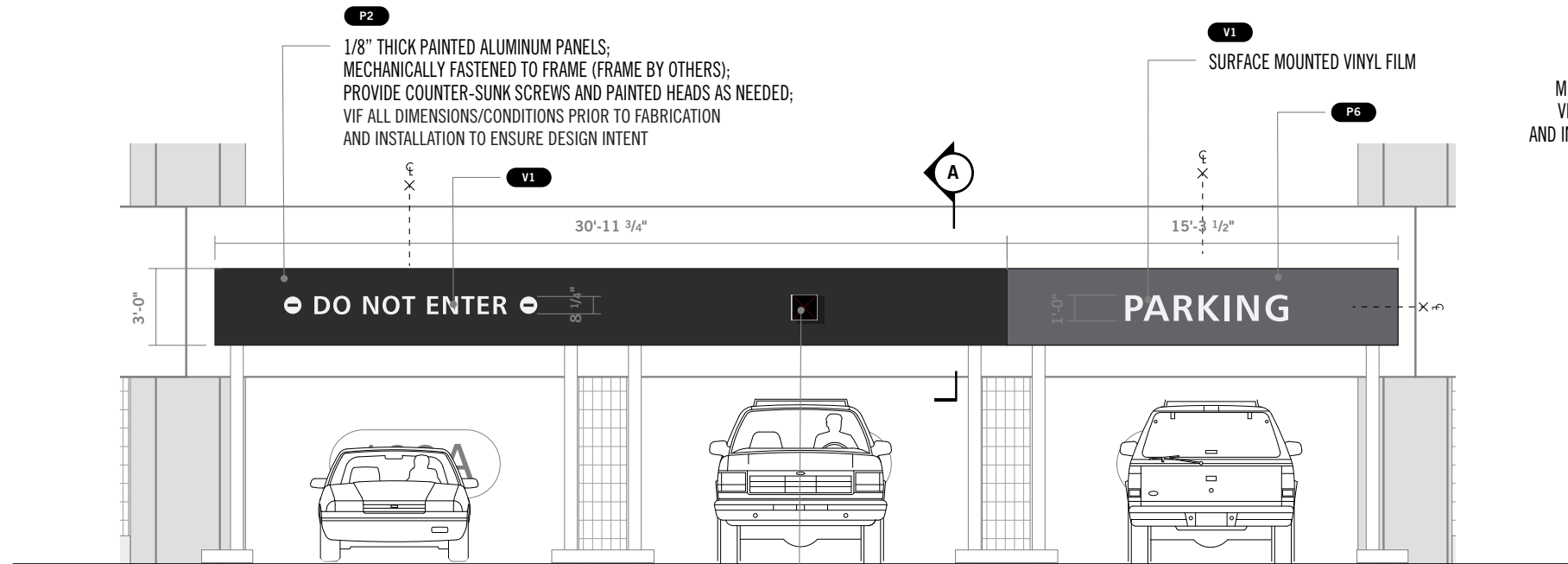
EG.1a Site Line Analysis



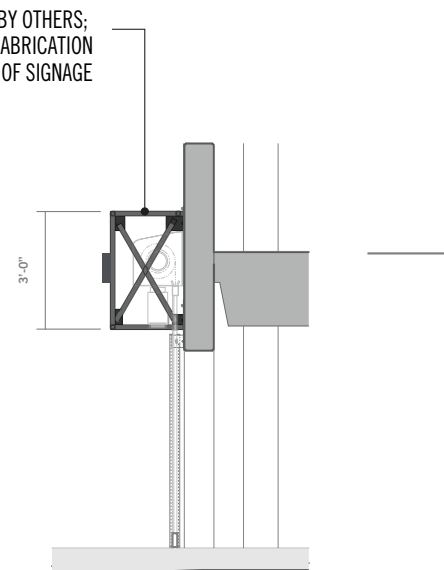
EG.2 East Garage ID



1 Elevation: Context
scale: NTS

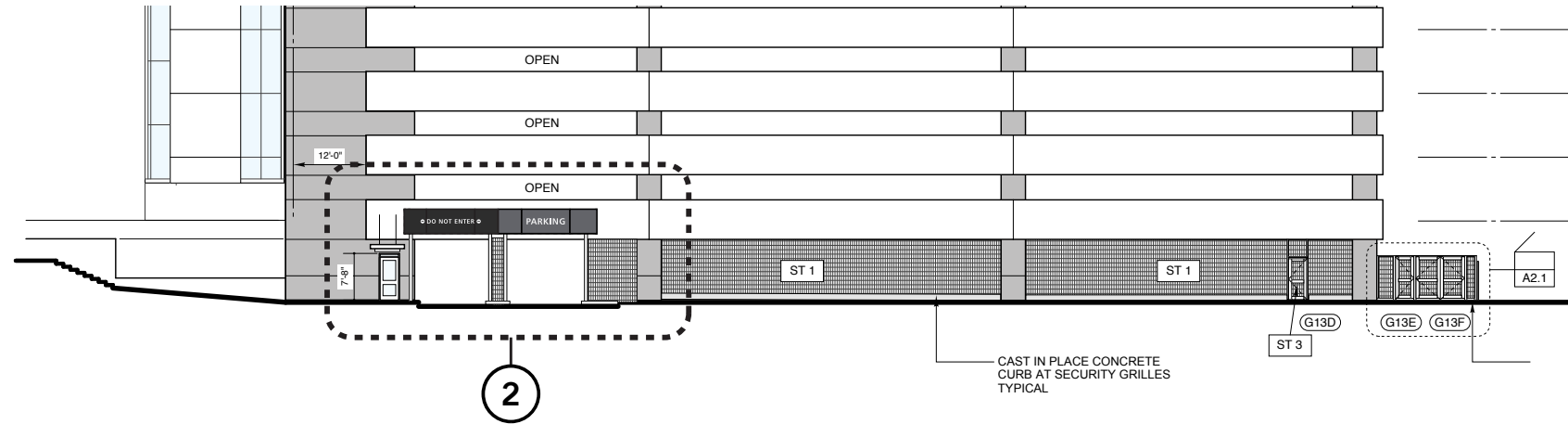


2 Elevation: Detail
scale: 3/16" = 1' - 0"

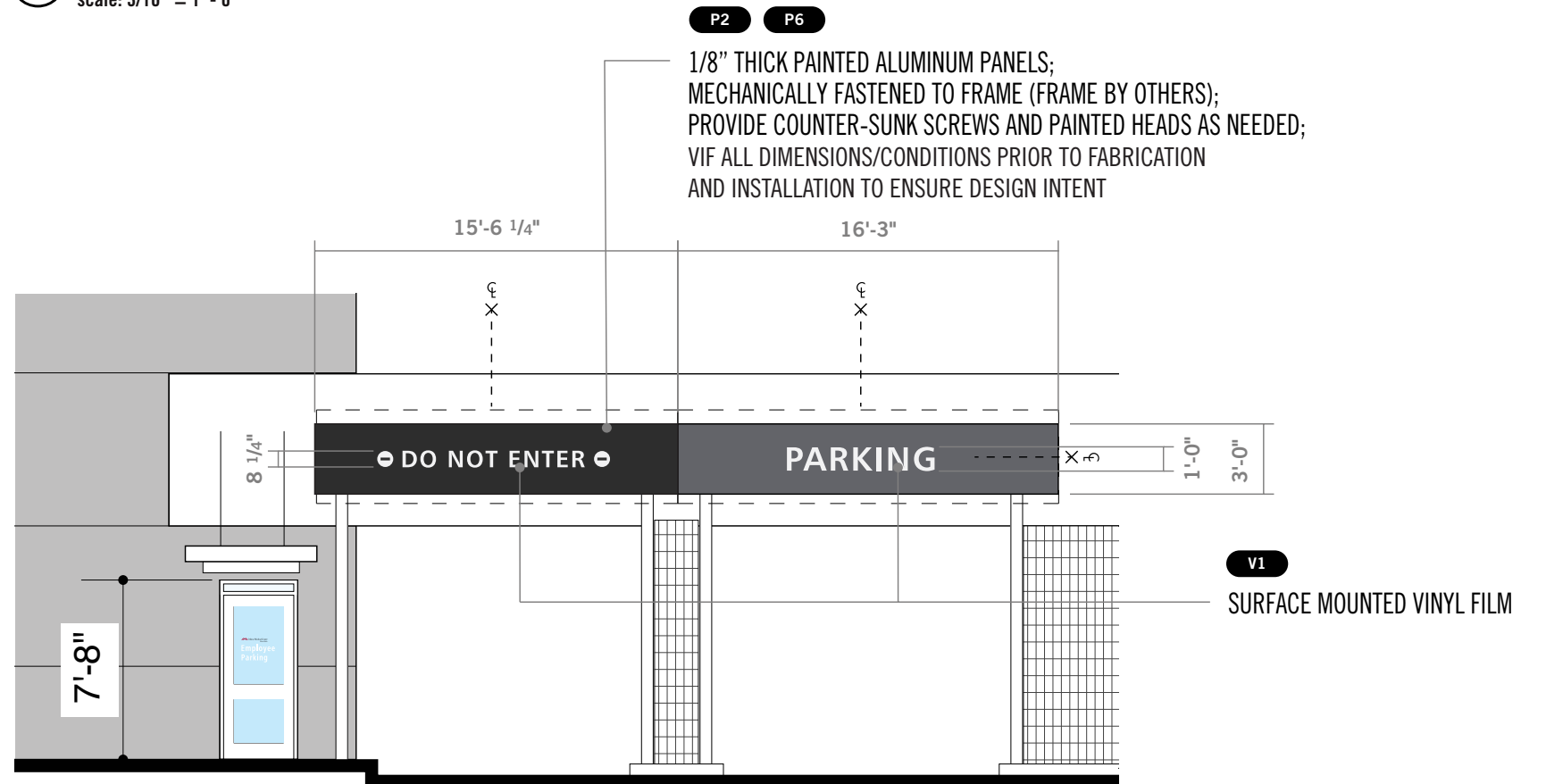


A Section
scale: 3/16" = 1' - 0"

EG.3 North Garage ID



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



2 Elevation: Detail
scale: 1/8" = 1' - 0"

Thank
You

Leverage/