

Maine Medical Center Bramhall Campus Environmental Graphics & Wayfinding Program

Site Submission

10.1.19

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?

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- 02 Main Campus Signage
- 03 Congress Street Building Signage
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- 05 Donor Recognition Signage

01

Masterplan
Overview

Masterplan Overview

- A Main Campus Signage
- B Congress Street Building Signage
- C Employee Garage Signage



Architectural Colors

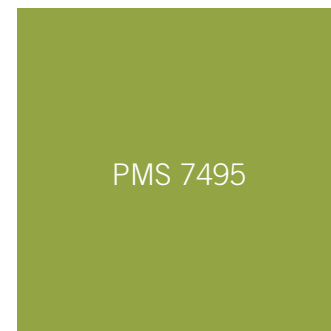
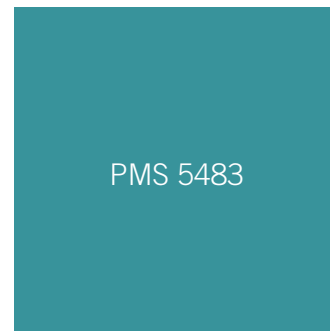


50 YEAR PALETTE

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

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

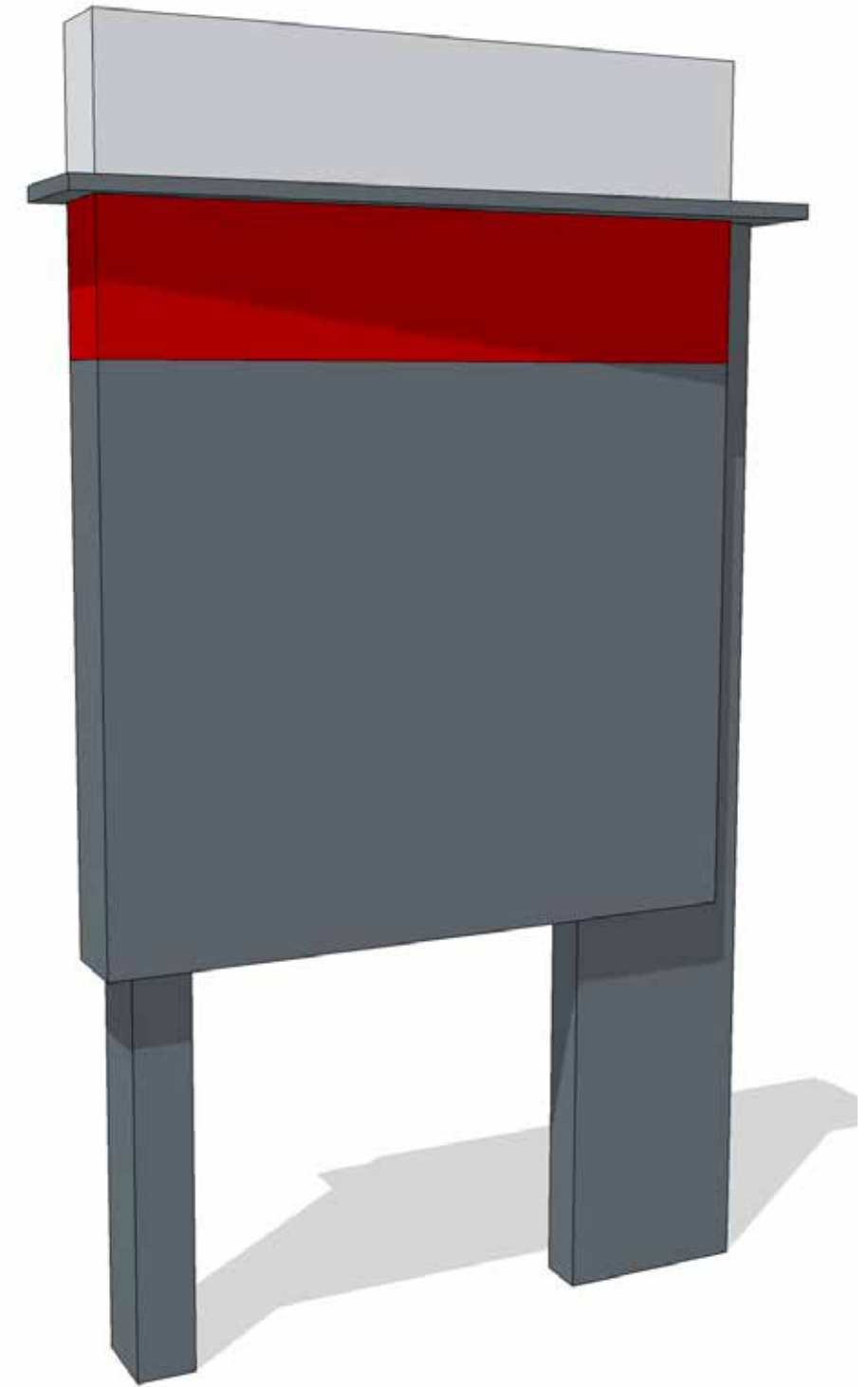
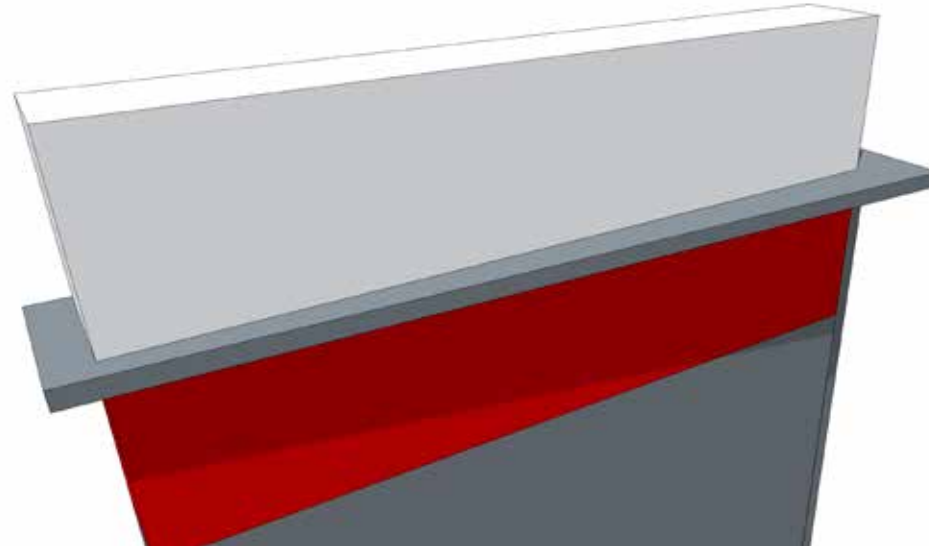
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () _ + { } : " < > ?

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

Design Approach



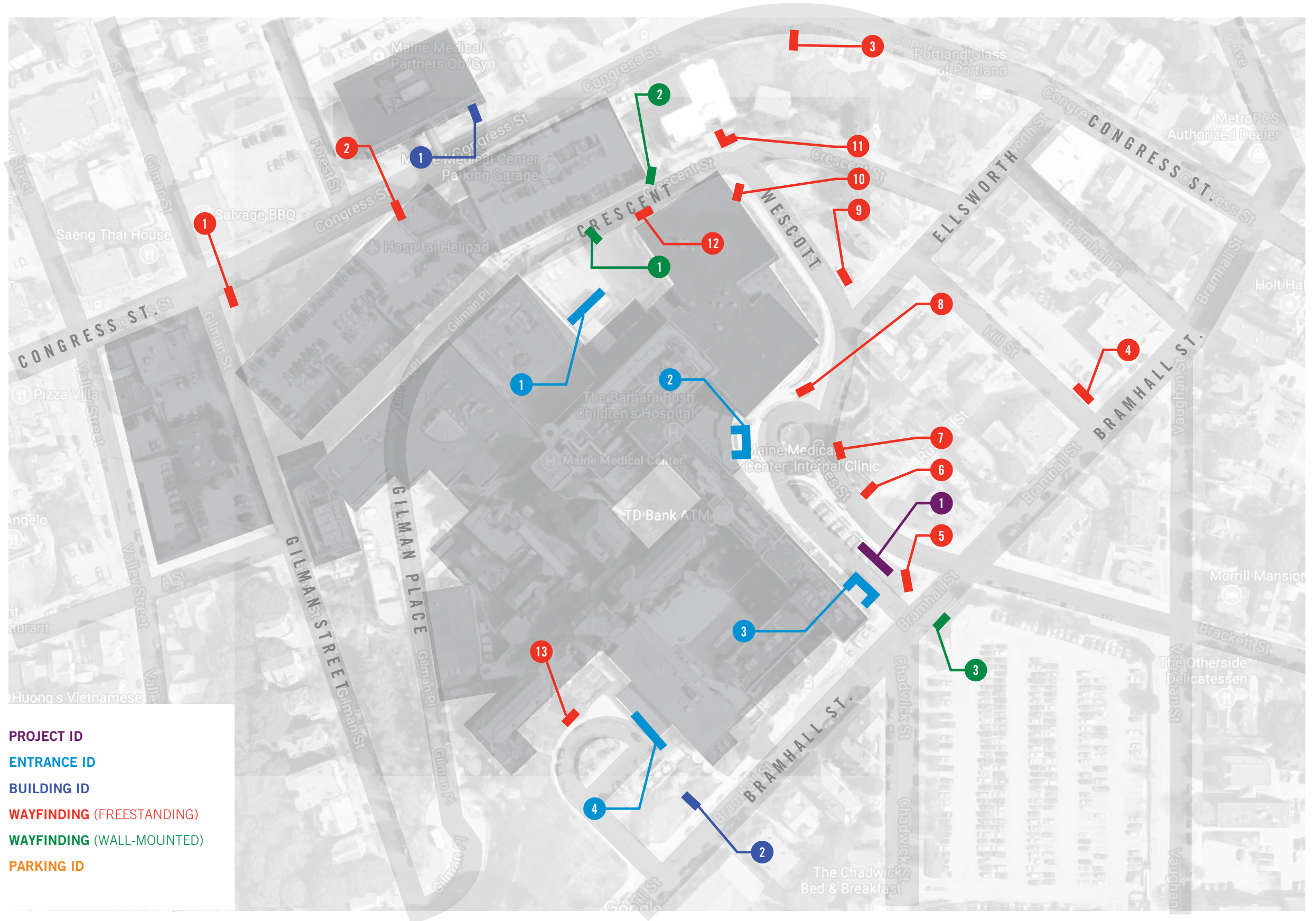
02

Main
Campus
Signage

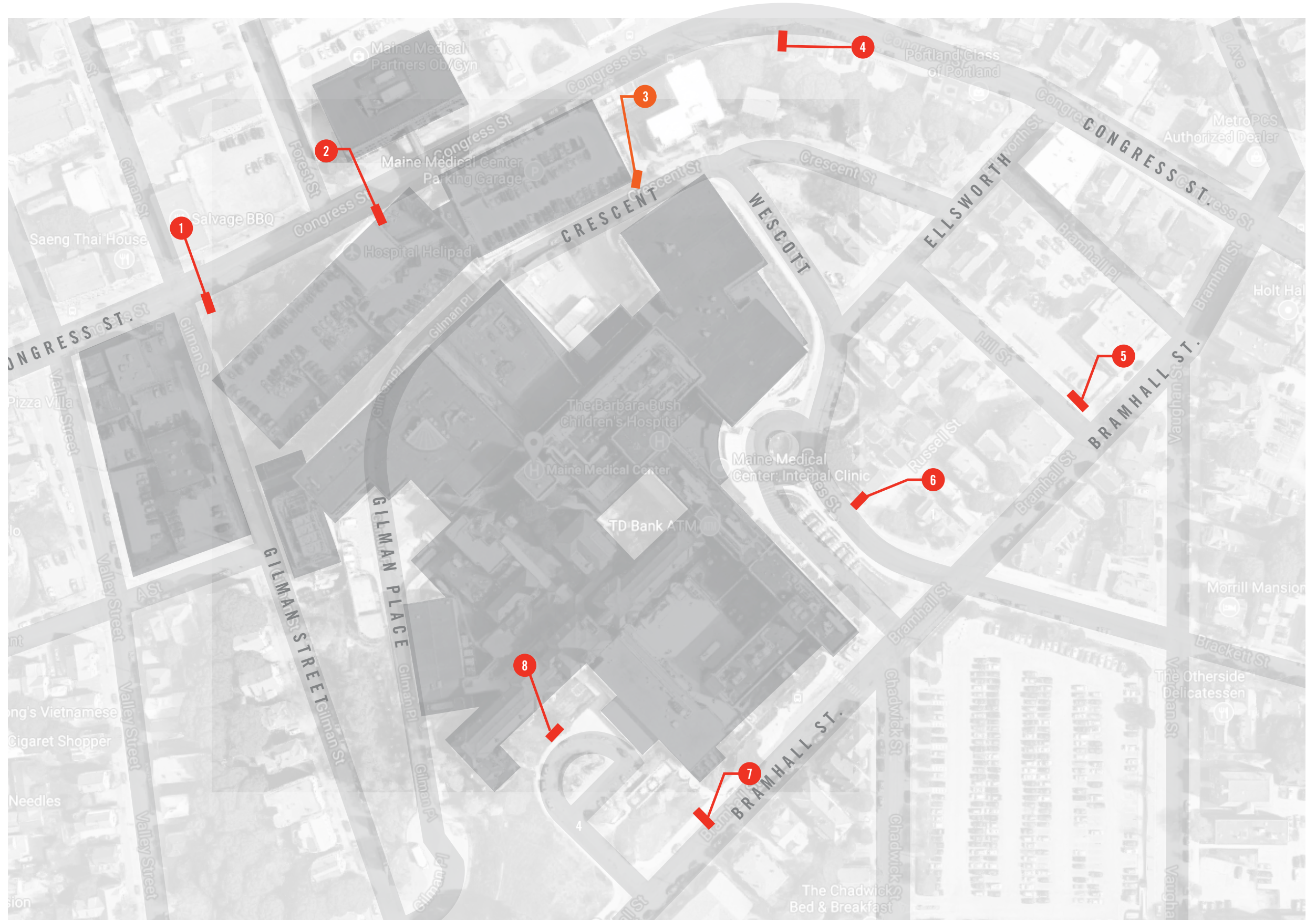
Existing Signage



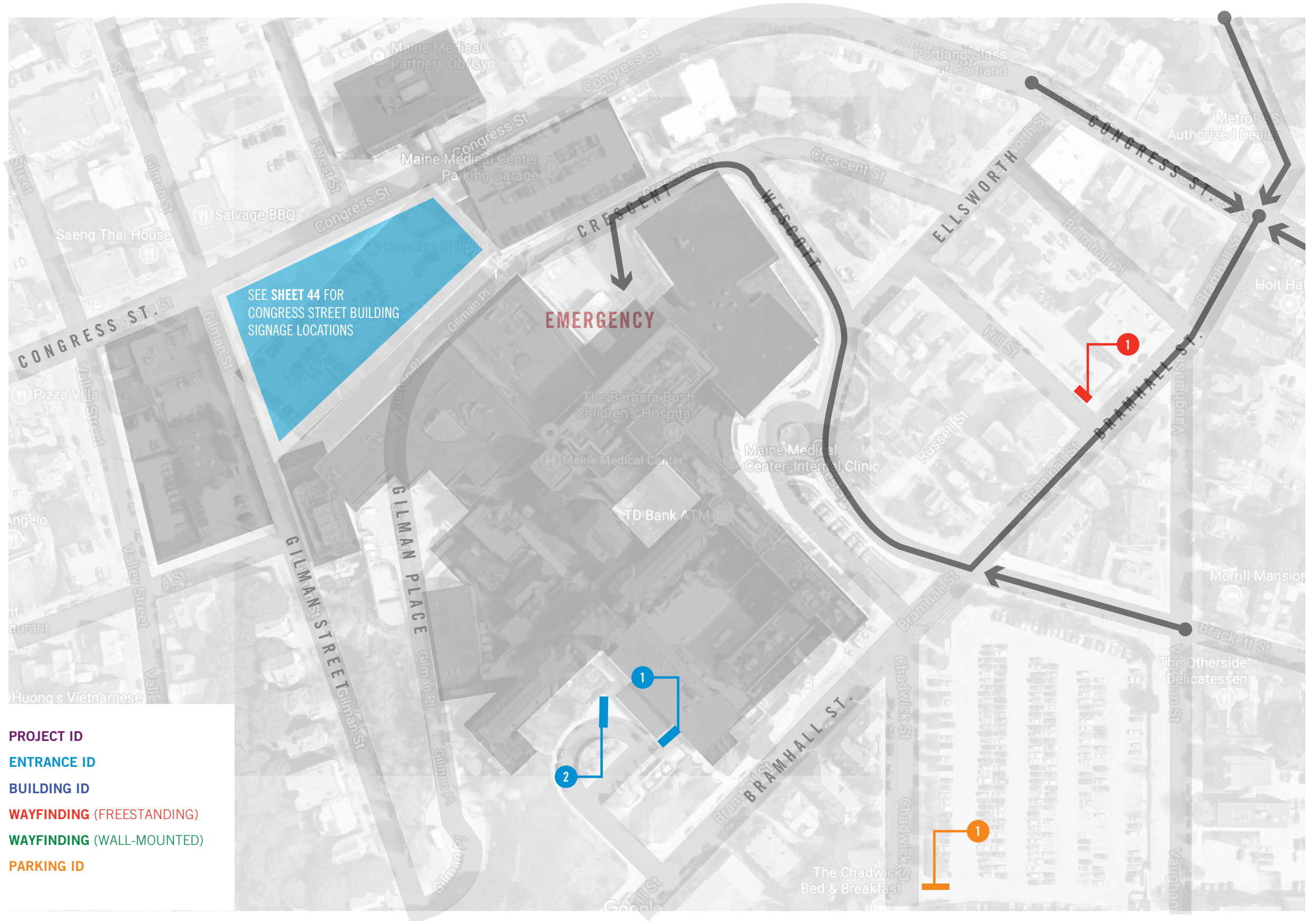
Existing Signage Location Plan



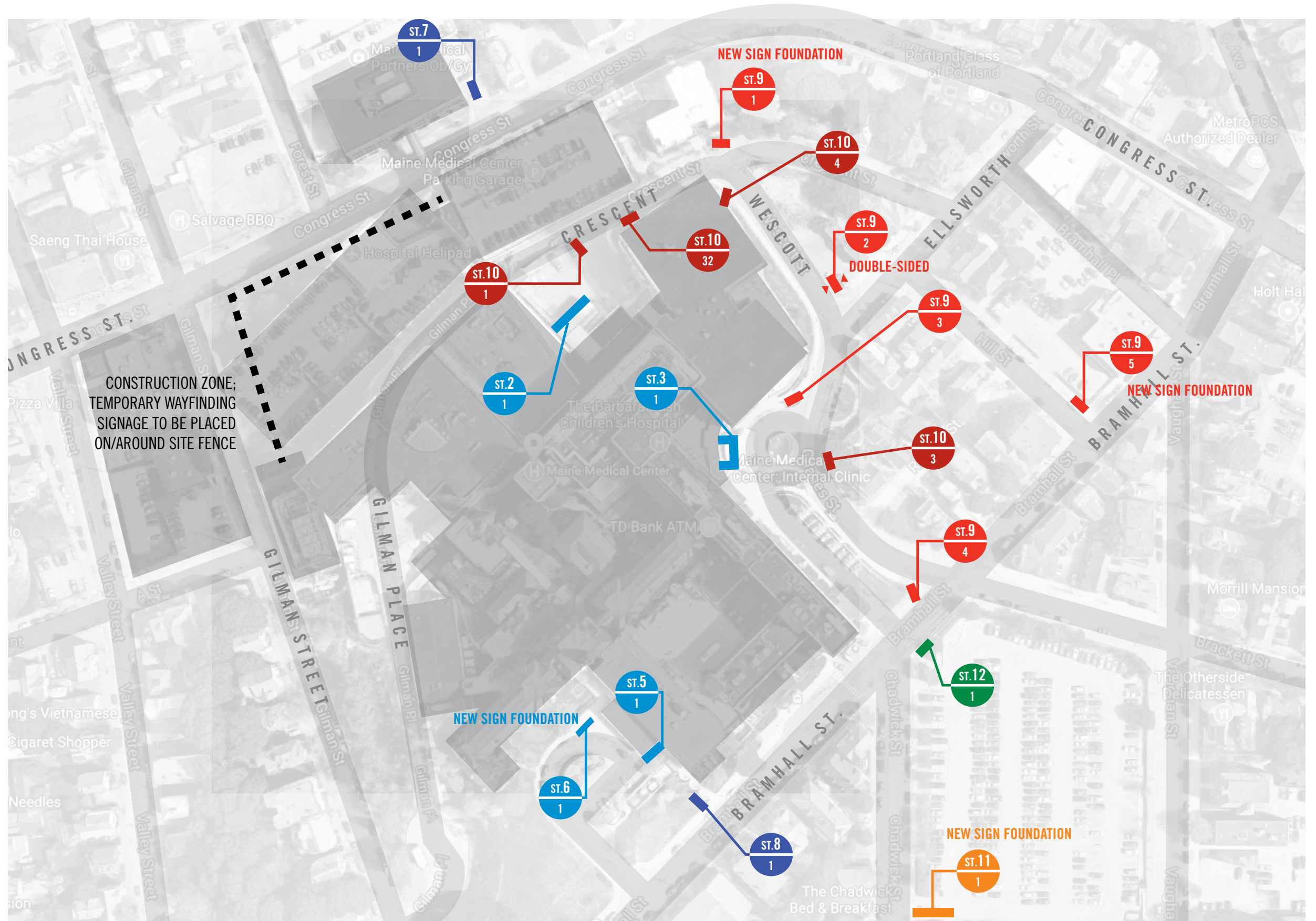
Demo Signage Elements



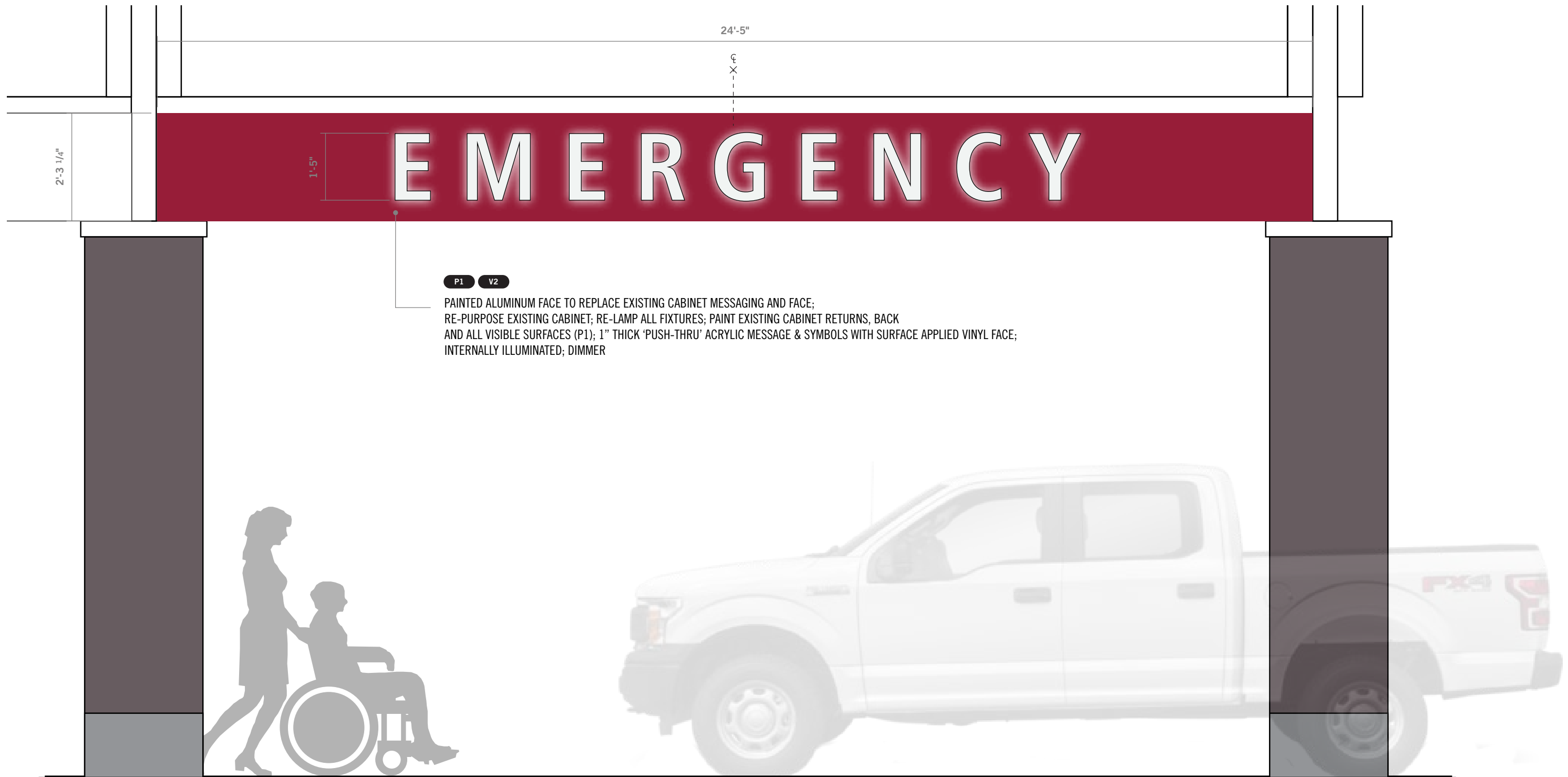
New Signage Elements



Preliminary Sign Location Plan

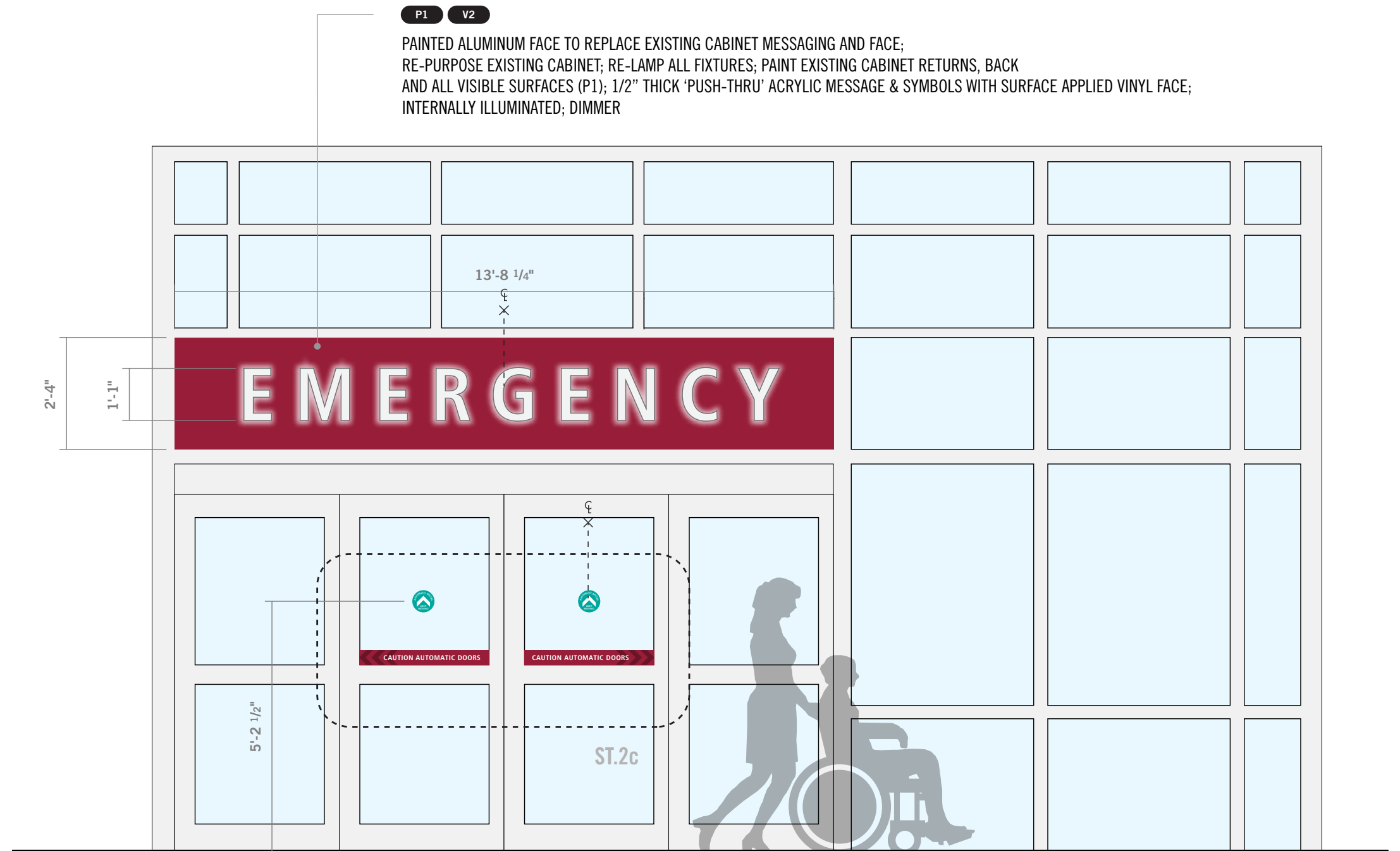


ST.2 Emergency Entry ID



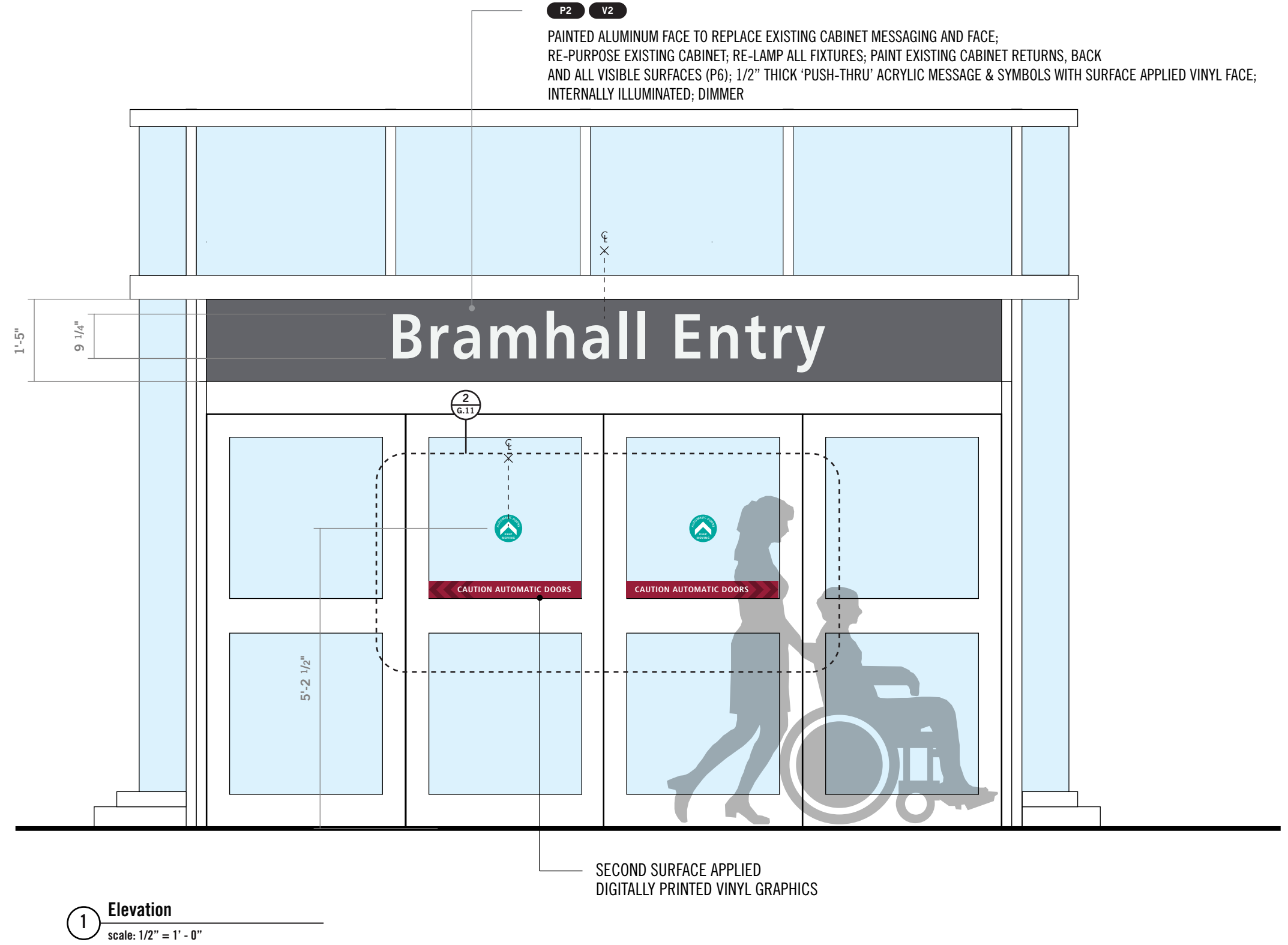
① Elevation: ST.2b Canopy ID
 scale: 1/2" = 1' - 0"

ST.2 Emergency Entry ID

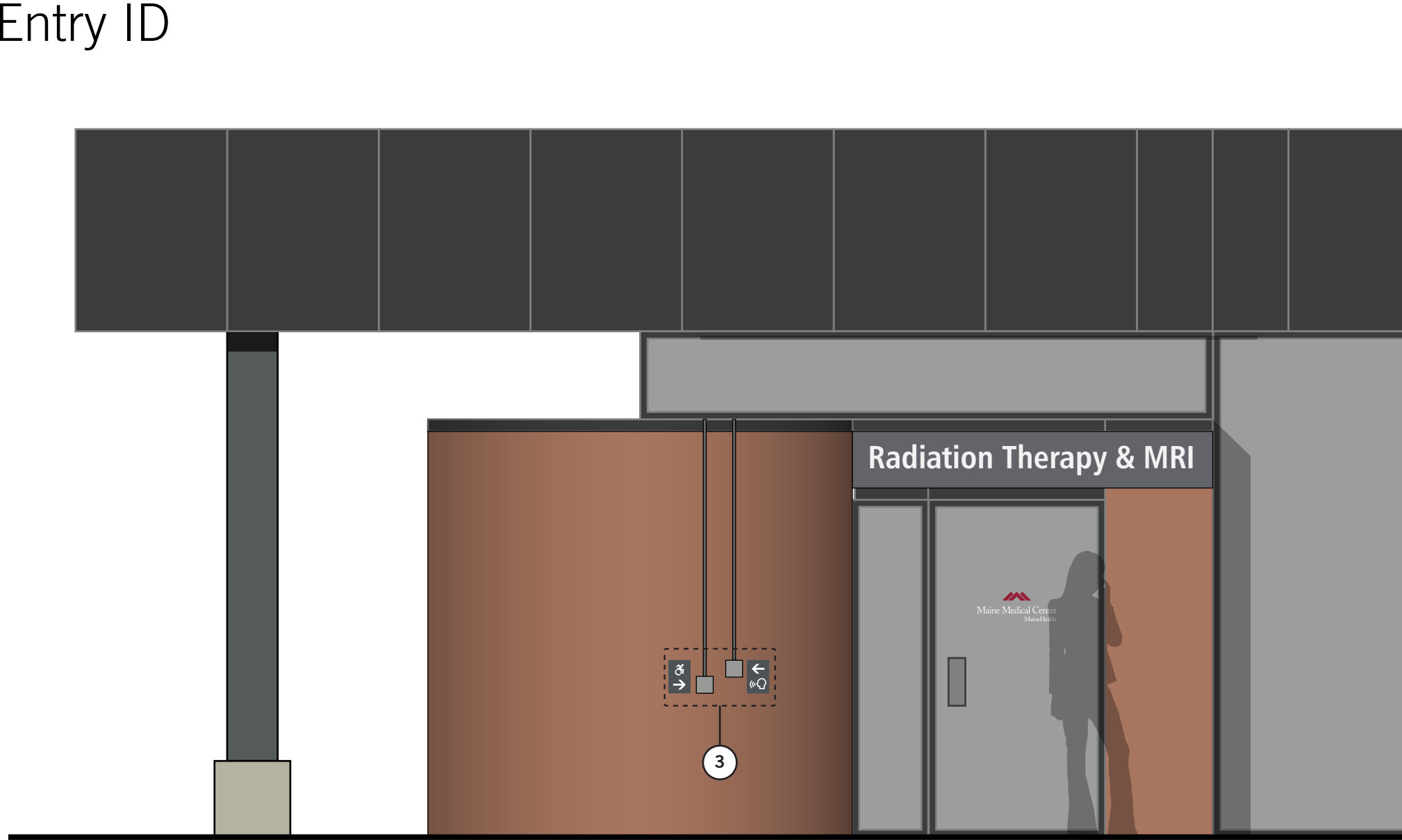


1 Elevation: ST.2a Entry ID
 scale: 3/8" = 1' - 0"

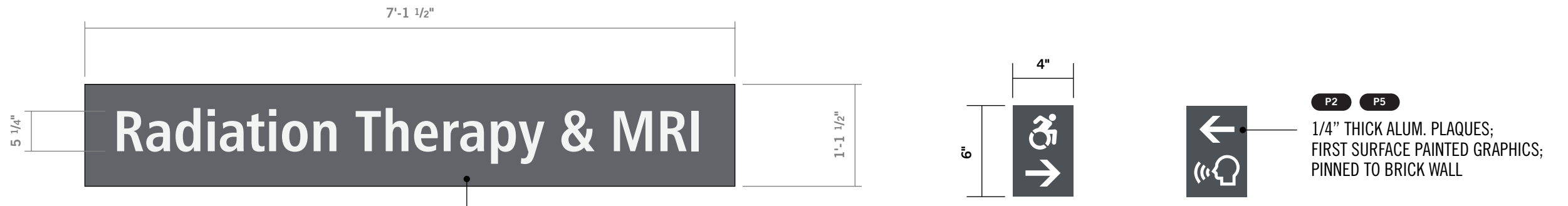
ST.3 Bramhall Entry ID



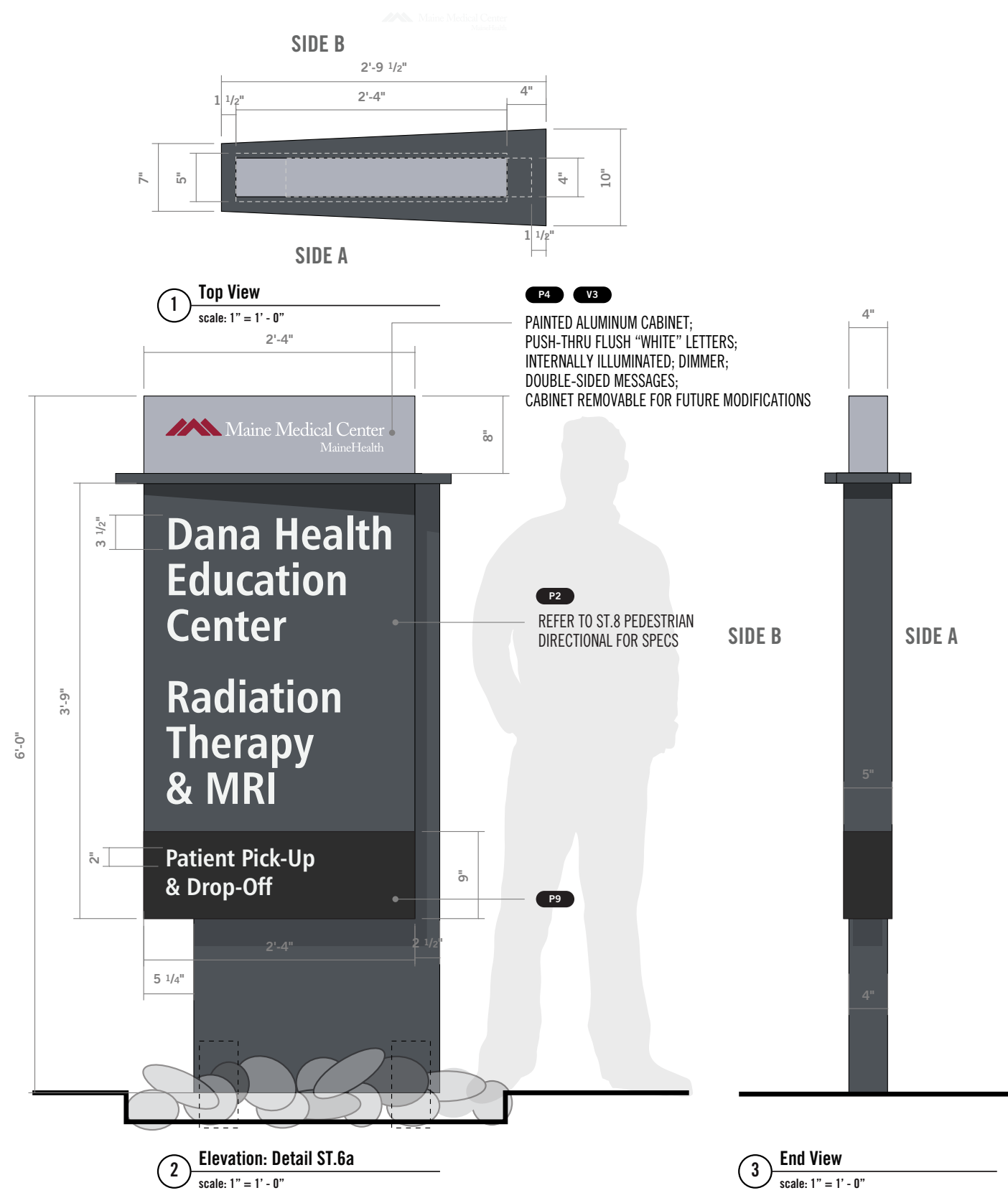
ST.5 Radiation Entry ID



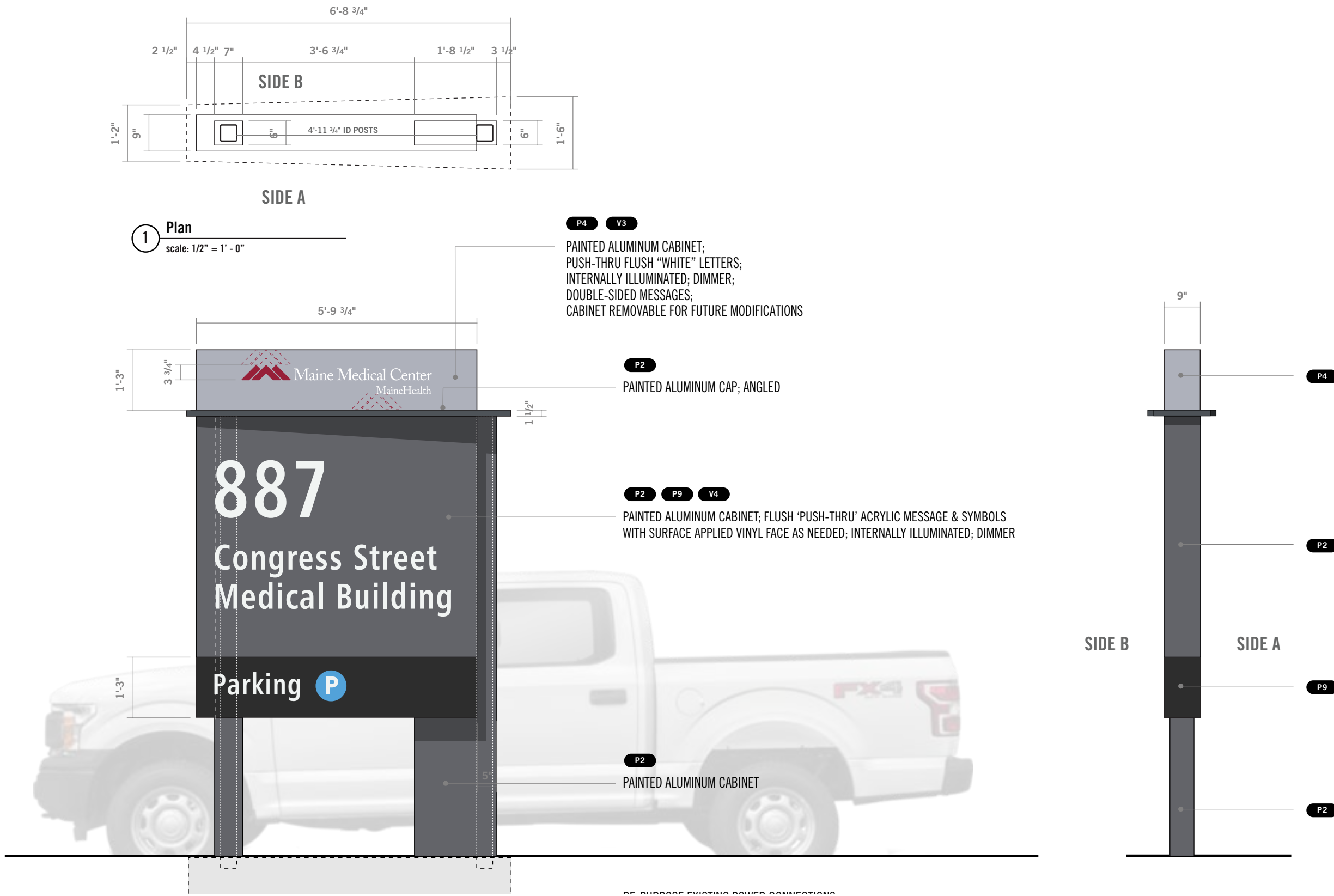
① Elevation: Context
scale: 3/8" = 1' - 0"



ST.6 Dana Conference Entry ID



ST.7 887 MOB Building ID



Option 4: Blade Site Line Study at Entry



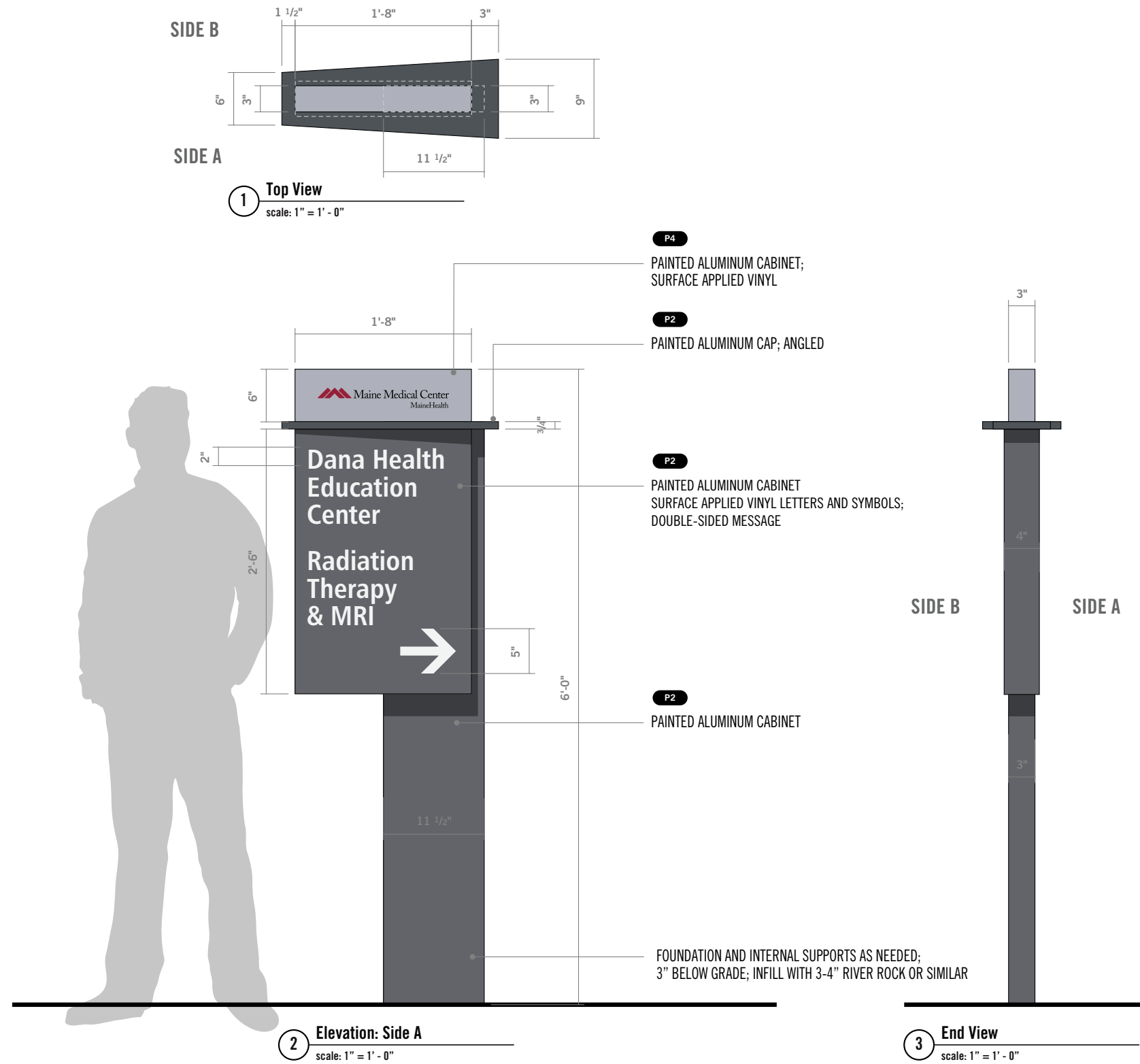
Option 4: Blade Site Line Study East (Forest St.)



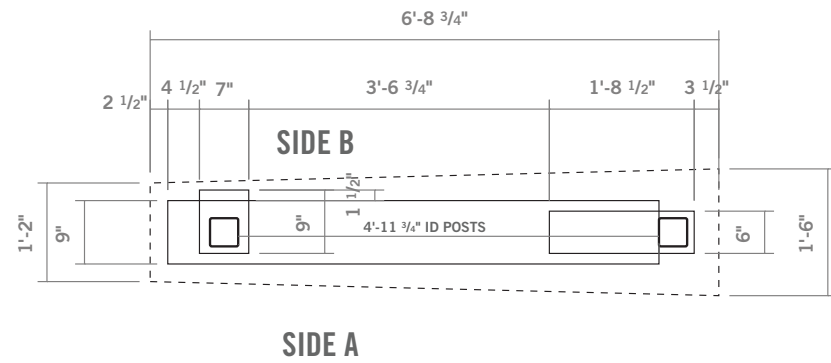
Option 4: Blade Site Line Study West



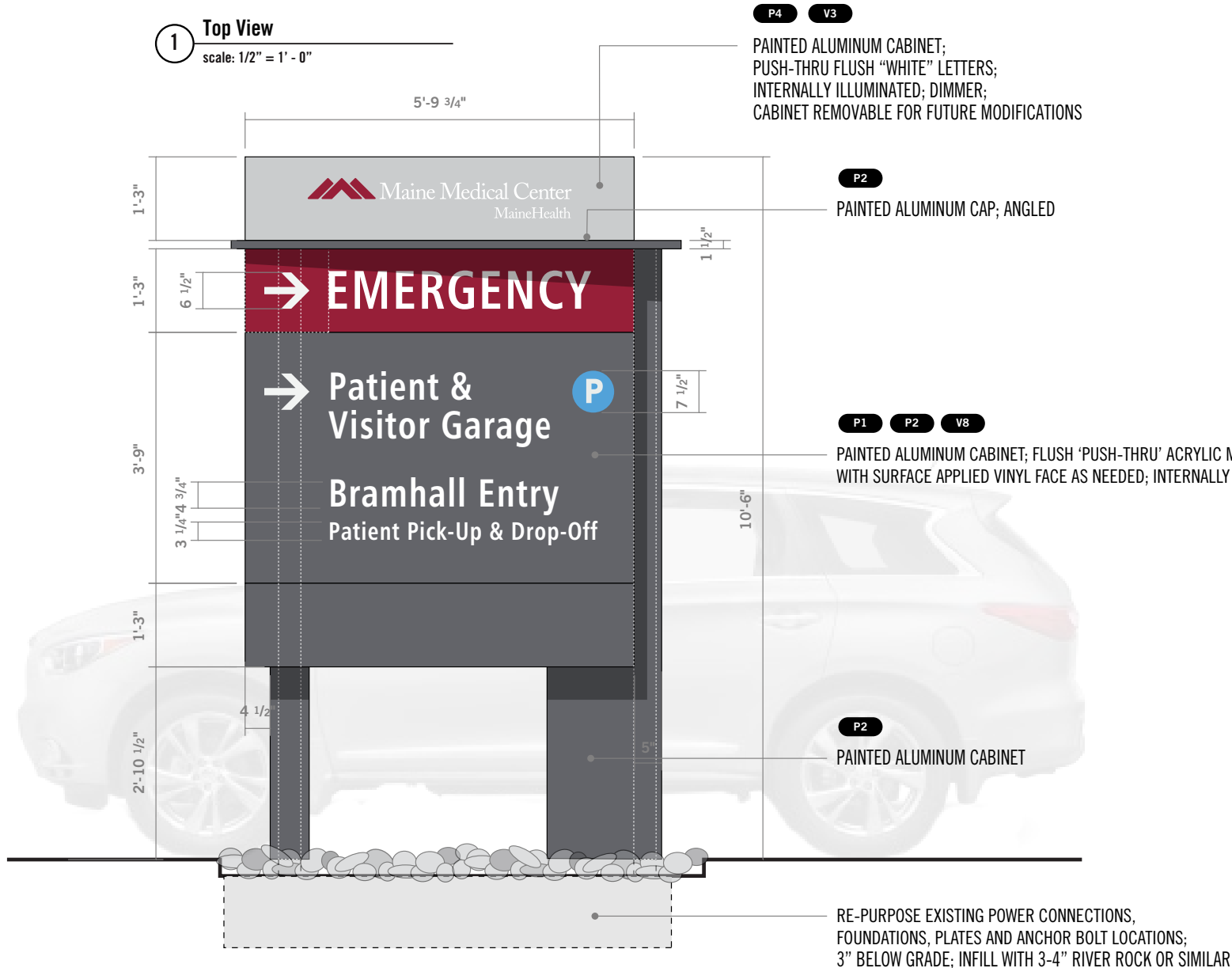
ST.8 Pedestrian Wayfinding



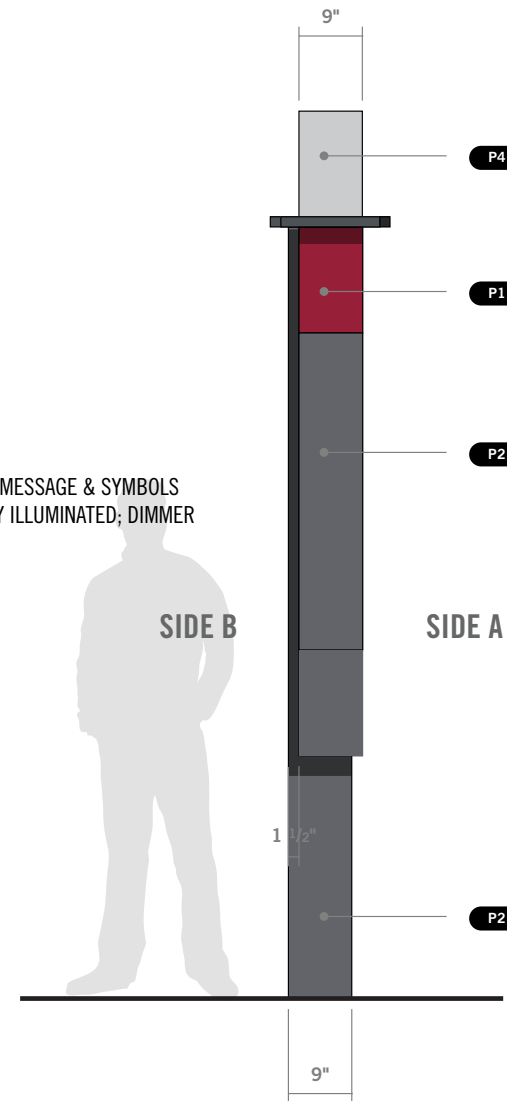
ST.9 Primary Vehicular Directional



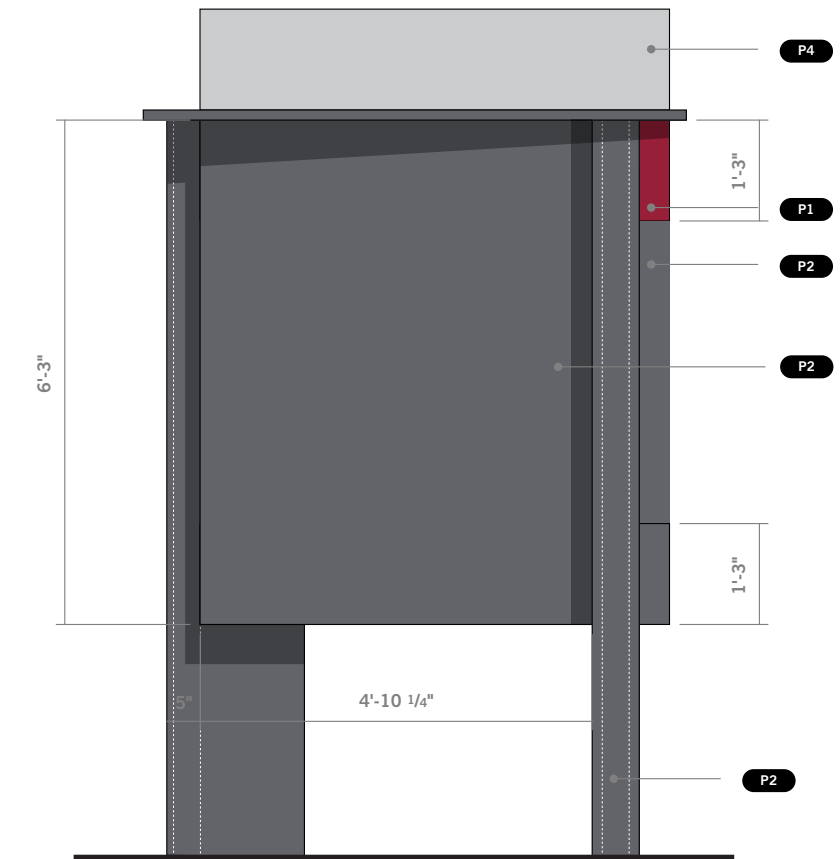
1 Top View
scale: 1/2" = 1' - 0"



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

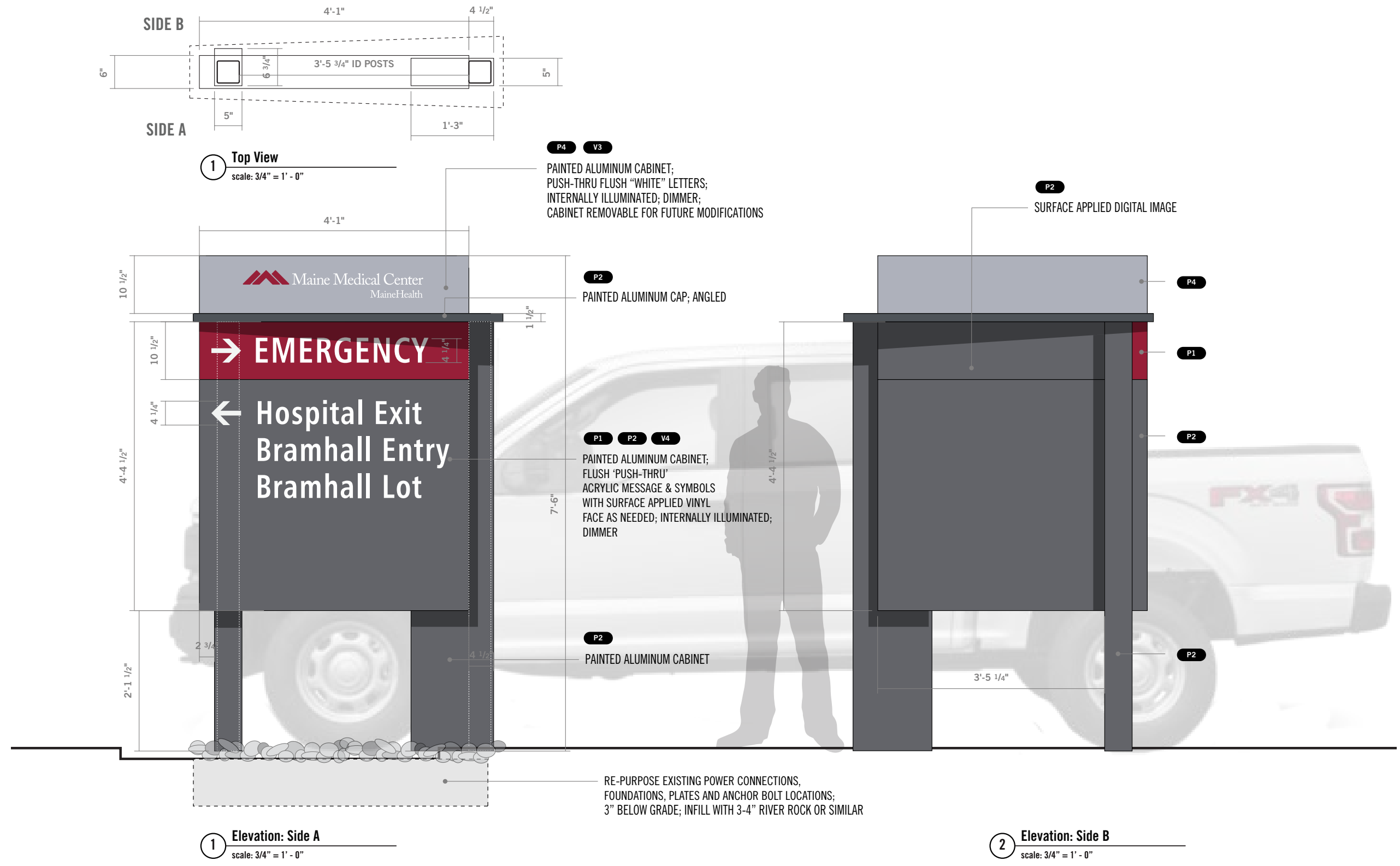


3 End View
scale: 1/2" = 1' - 0"

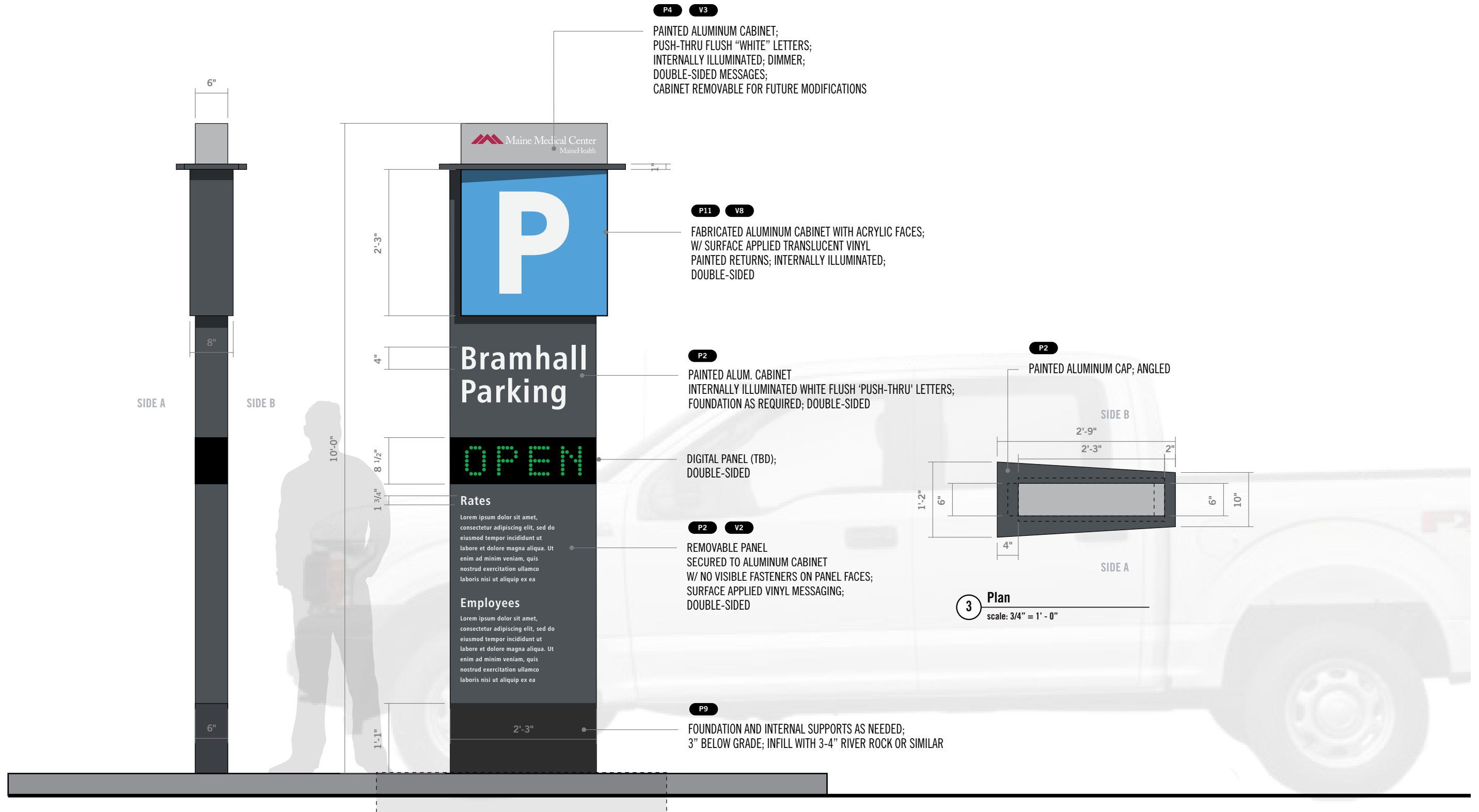


1 Elevation: Side B
scale: 1/2" = 1' - 0"

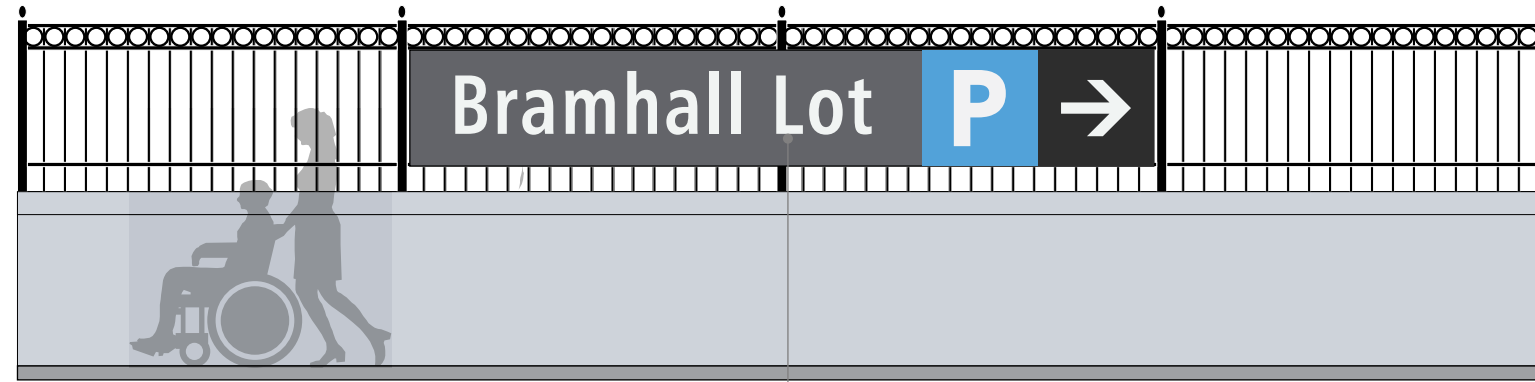
ST.10 Secondary Vehicular Directional



ST.11 Parking ID

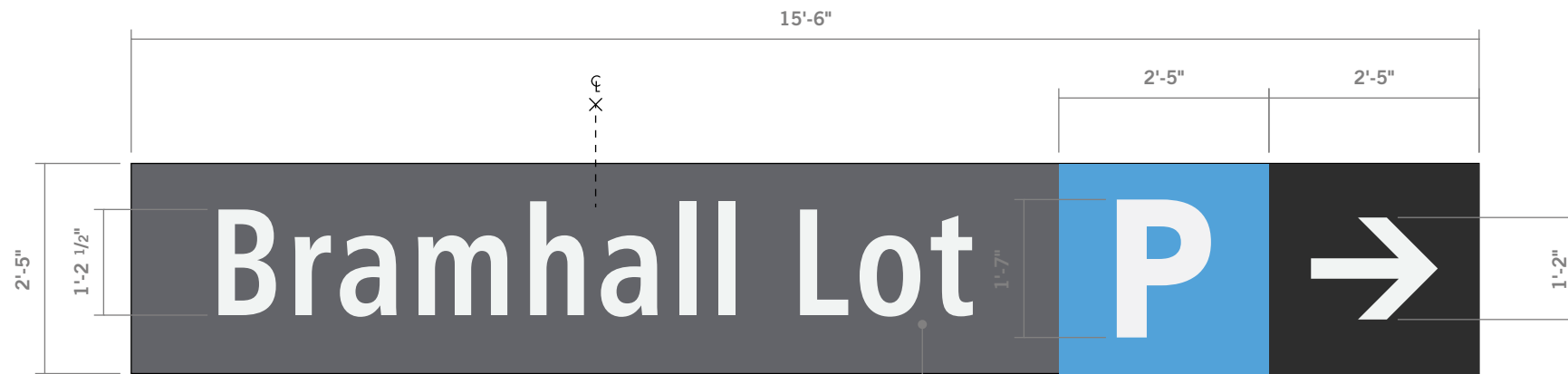


ST.12 Fence Directional



FABRICATOR TO VERIFY FENCE CONDITIONS AND DIMENSIONS PRIOR TO FABRICATION

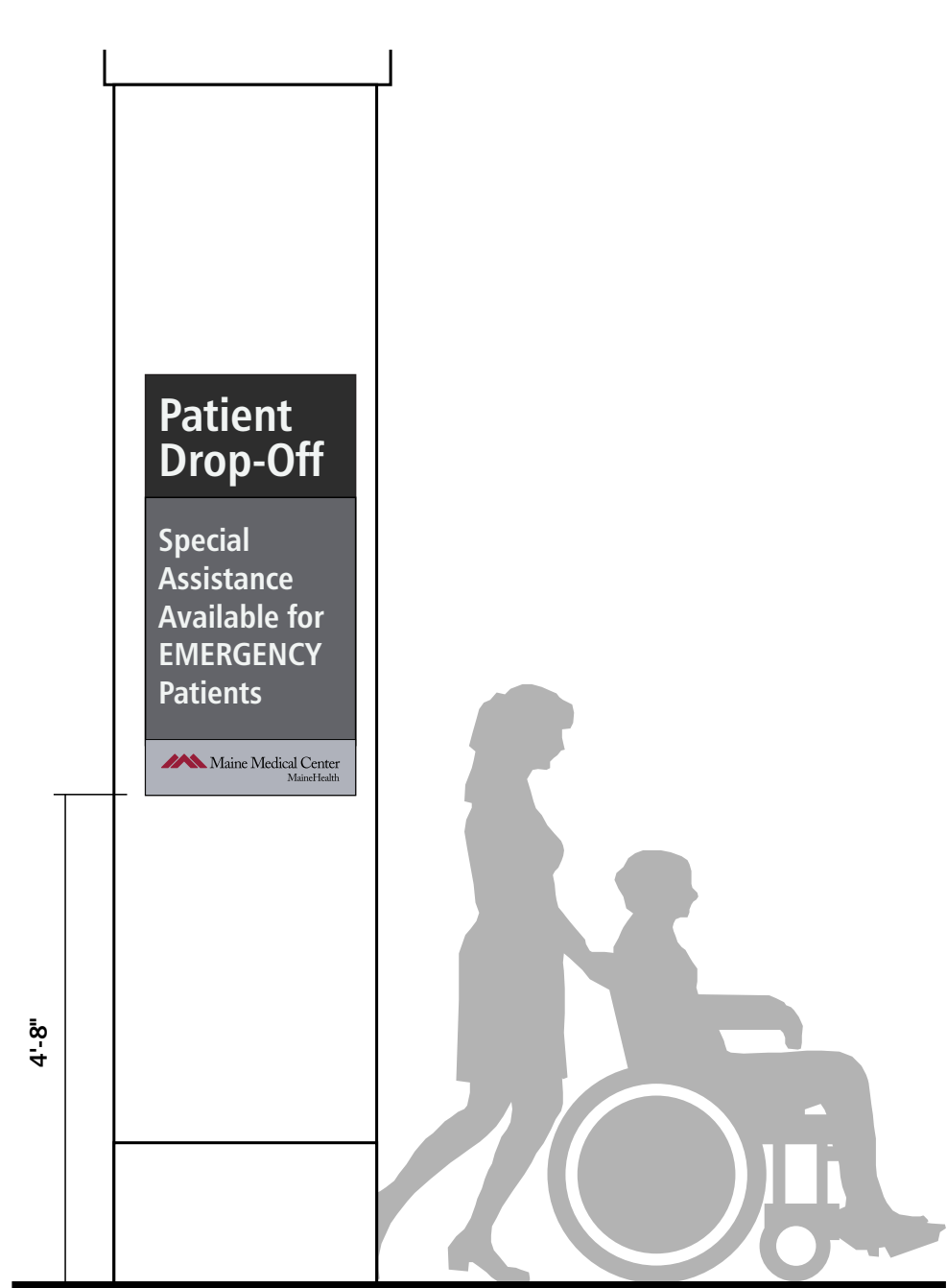
1 Elevation: Context
scale: 1/4" = 1' - 0"



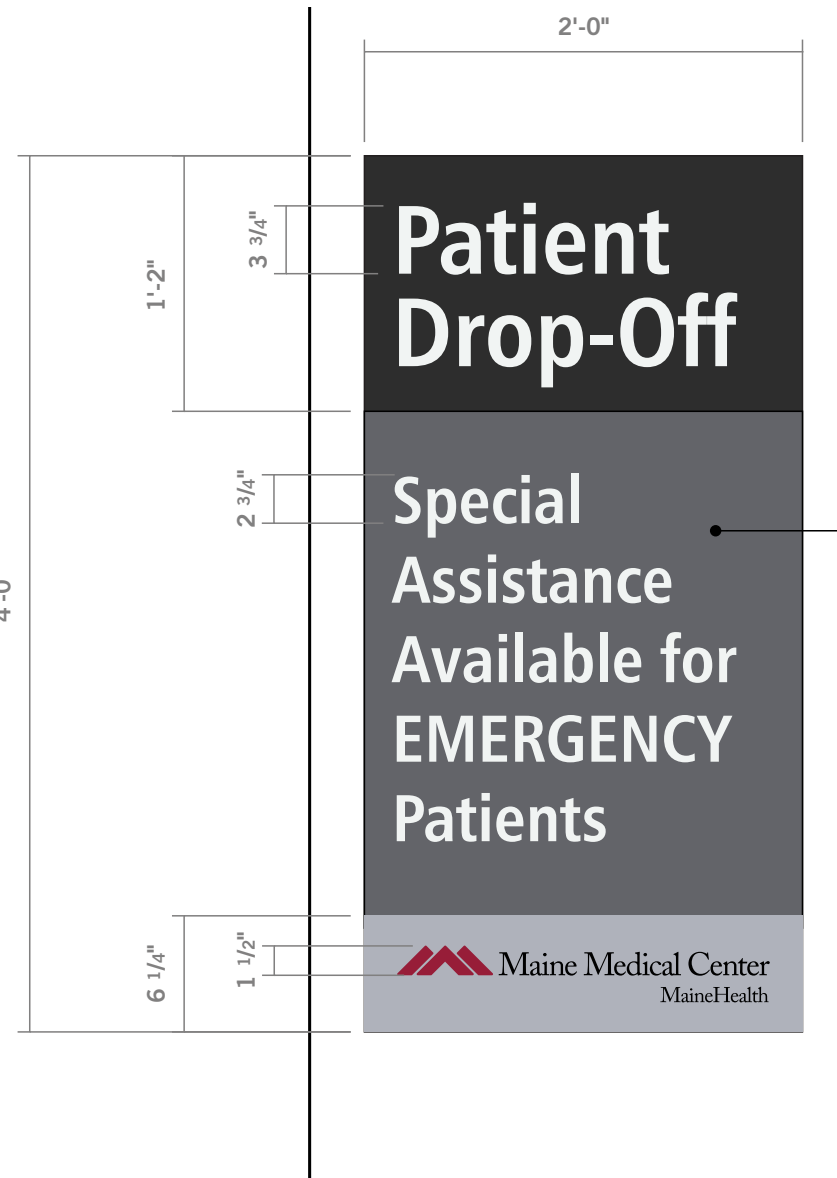
2 Elevation: Detail
scale: 1/2" = 1' - 0"

P9 P2 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



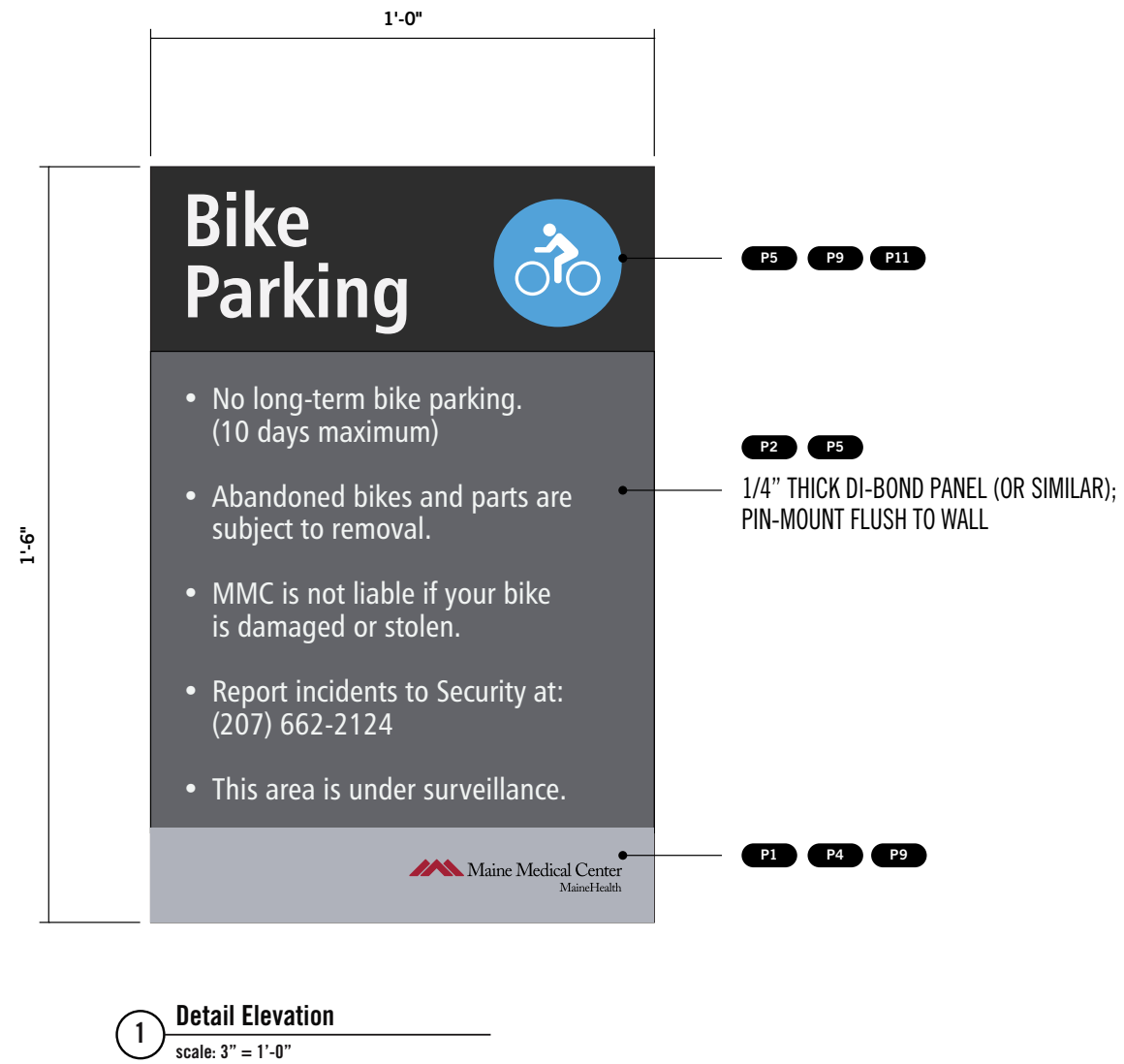
1 Elevation: Context
scale: 1/2" = 1' - 0"



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

P2 P4 P9 V1 V3 V5
1/4" THICK PAINTED ALUM. PANEL;
SURFACE APPLIED VINYL TEXT AND SYMBOLS;
PIN-MOUNT FLUSH TO BRICK COLUMN

ST.14 Bike Sign



DANA CENTER



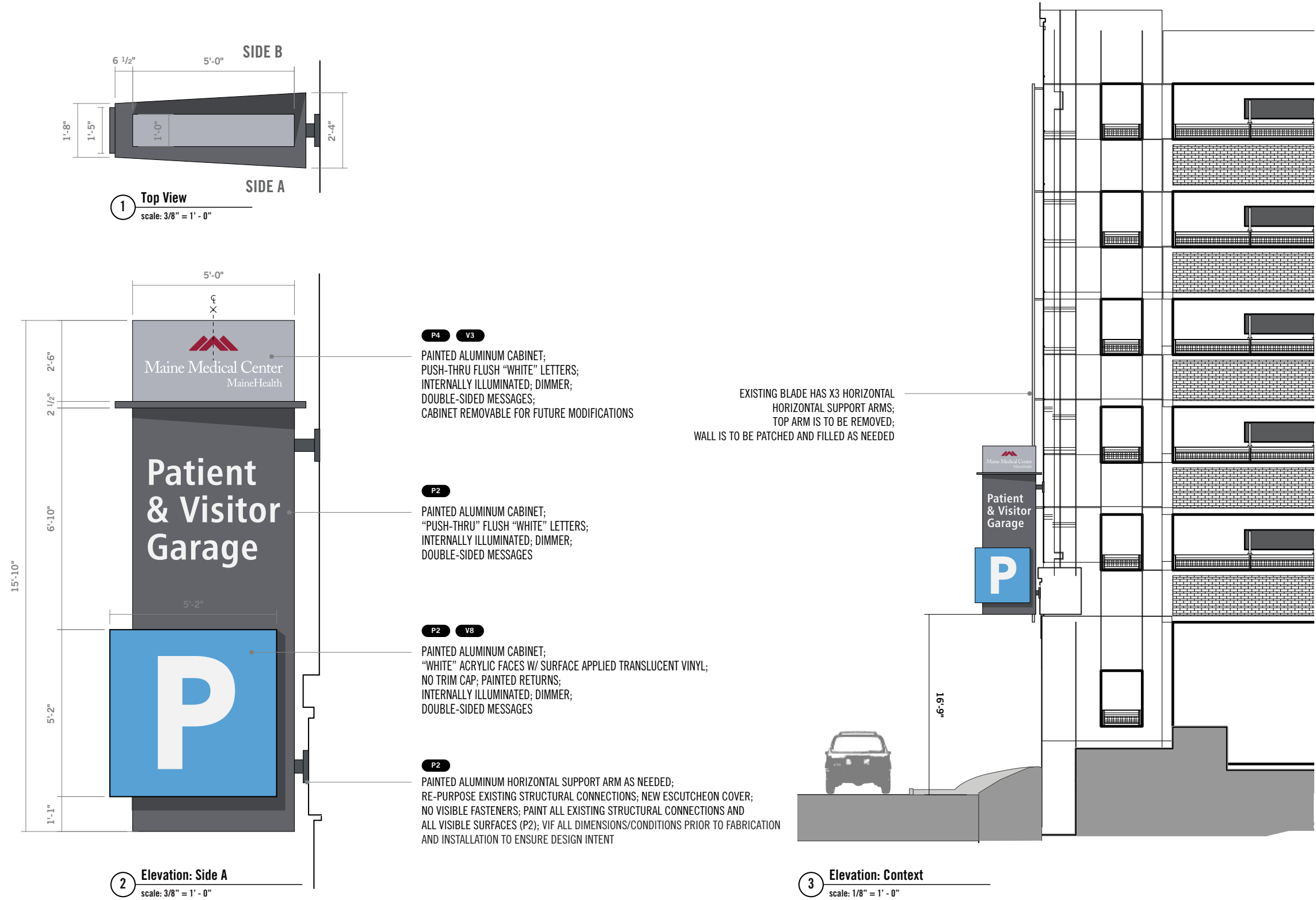
EAST TOWER



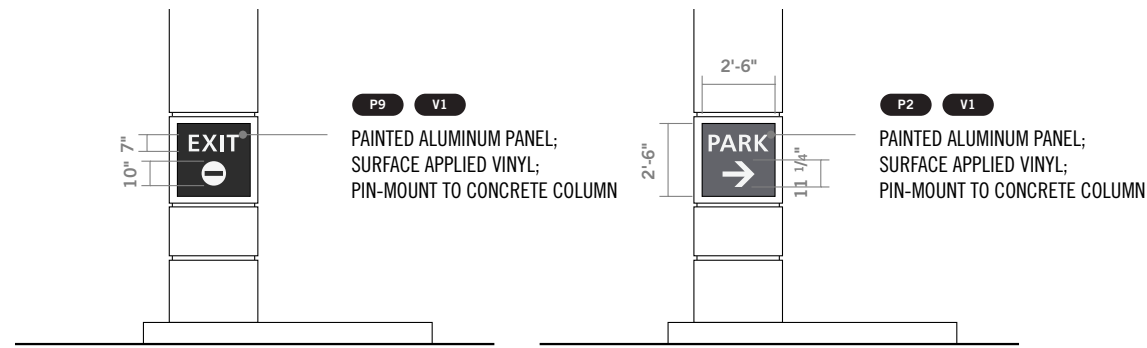
SOUTH ENTRANCE



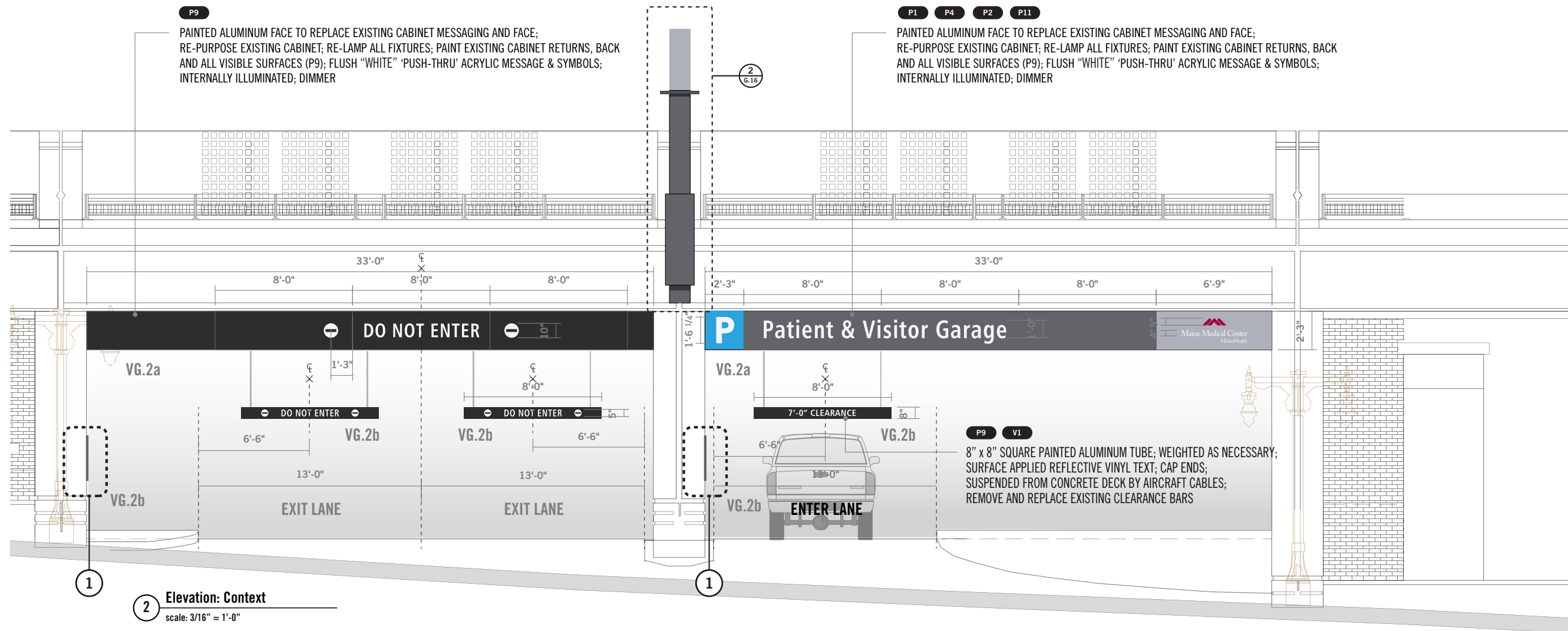
VG.1 Congress Blade



VG.2 Congress Entry ID

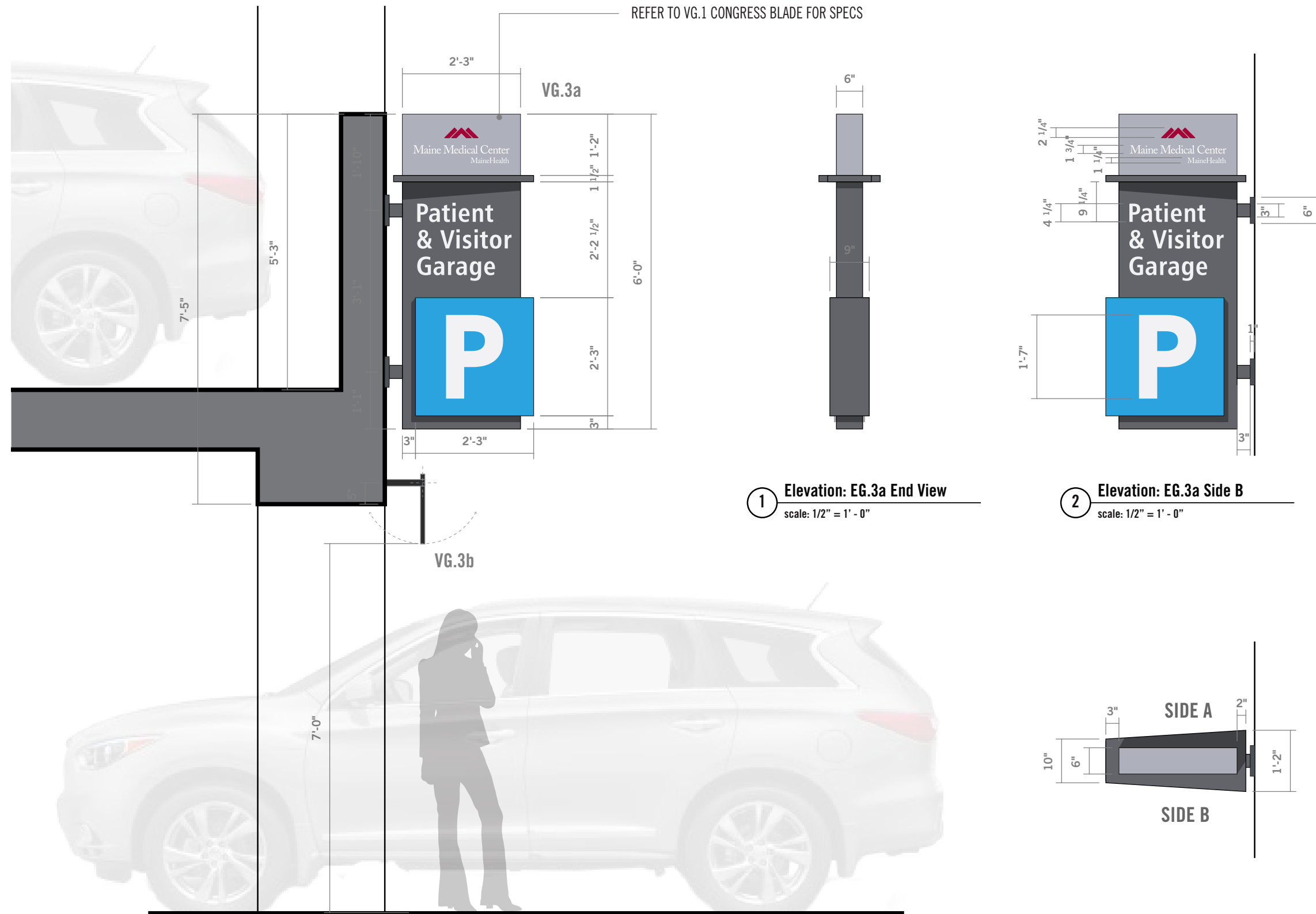


1 Elevation: VG.2c
scale: 3/16" = 1'-0"



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

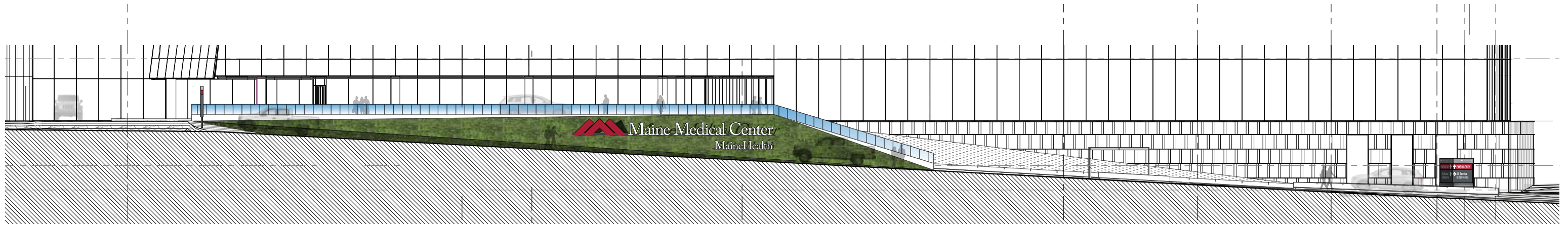
VG.3 Crescent Blade



03

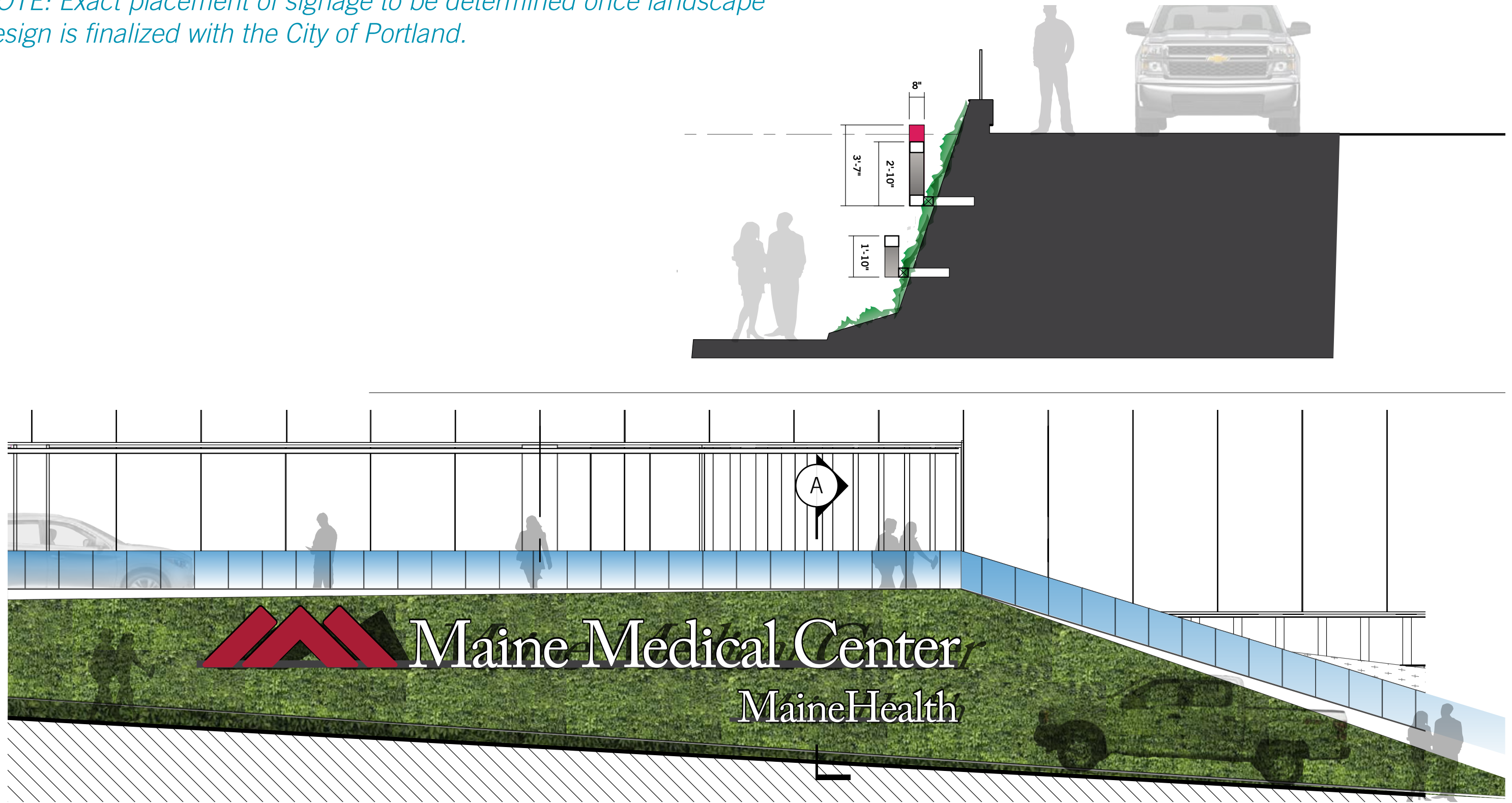
Congress
Street
Building
Signage

Preliminary Sign Location Plan



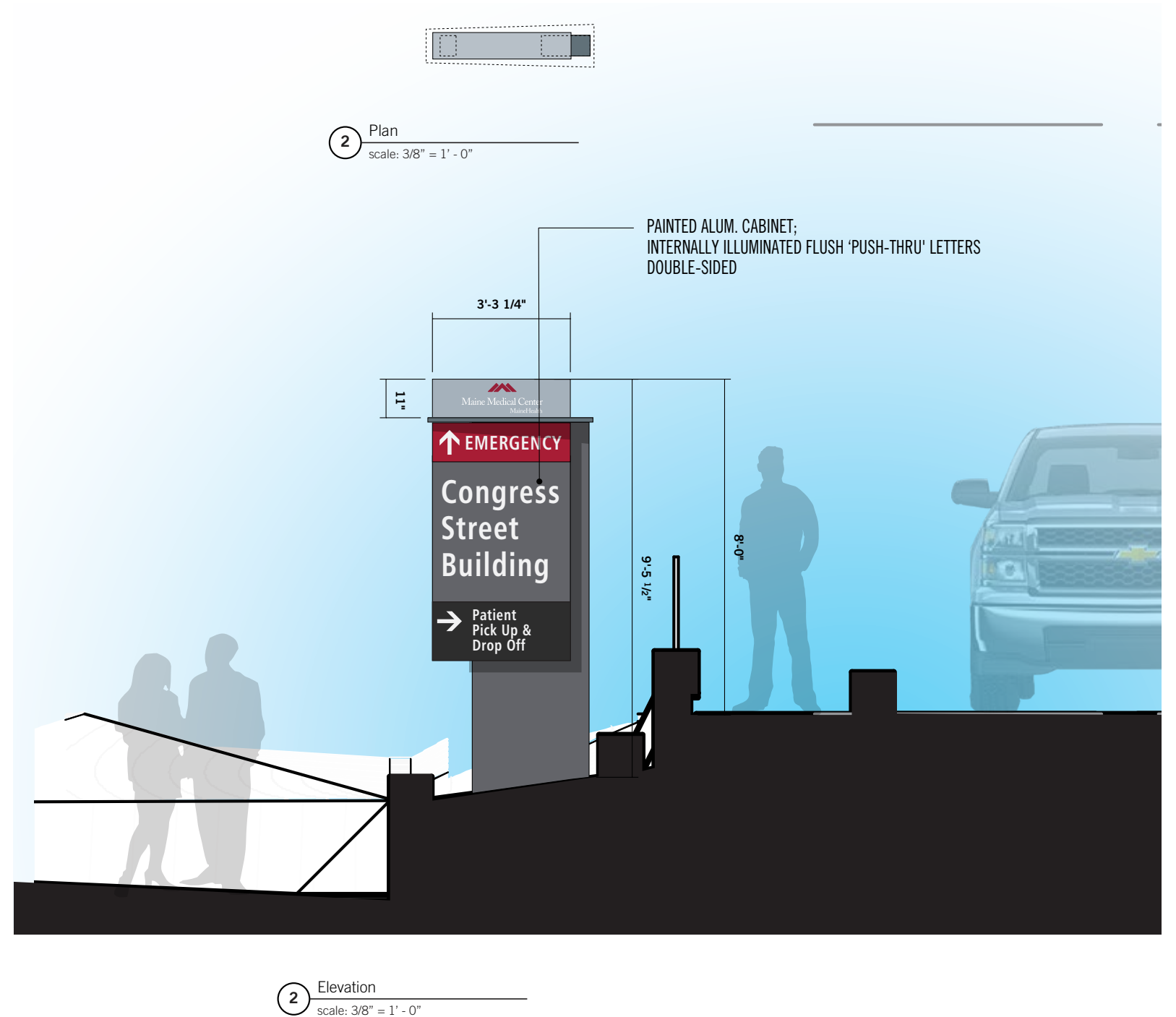
CS.1 Project Monument

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



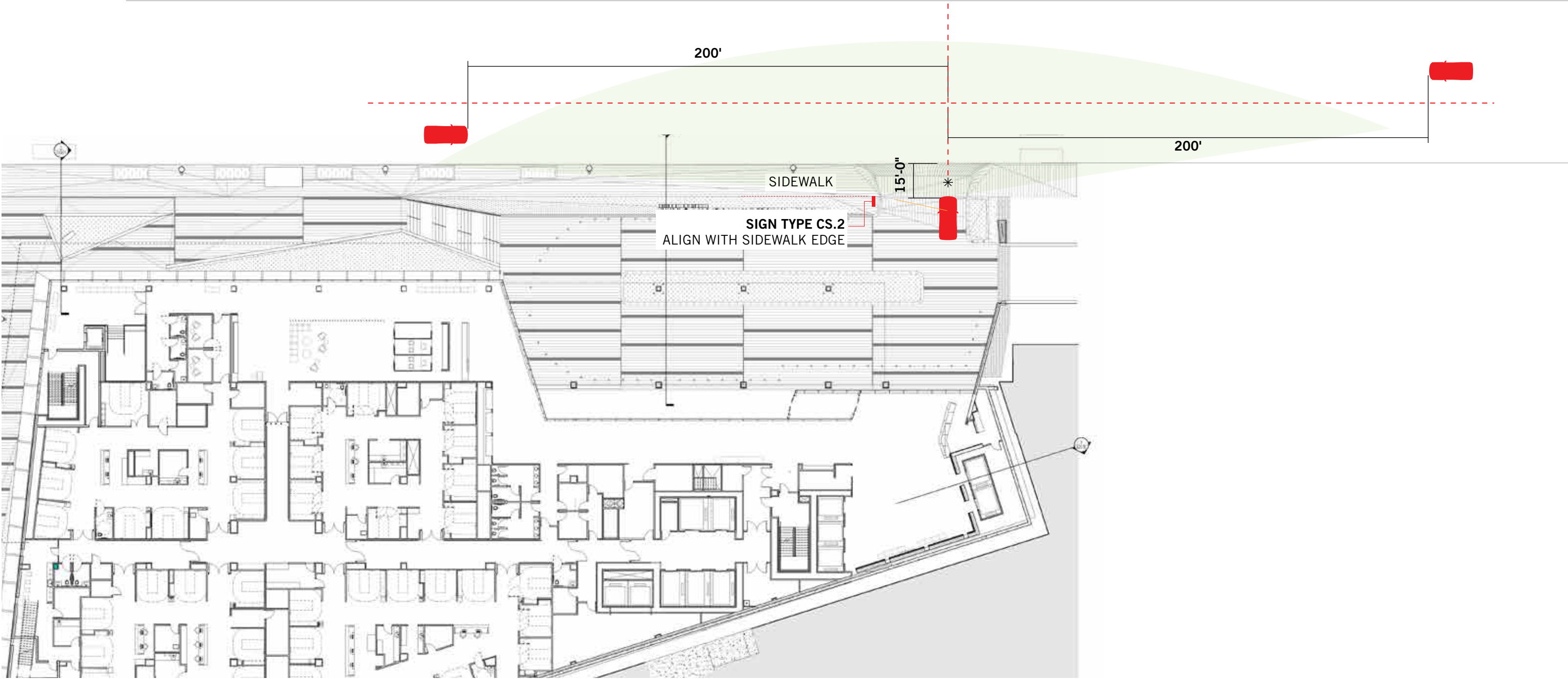
CS.2 Building Identification

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

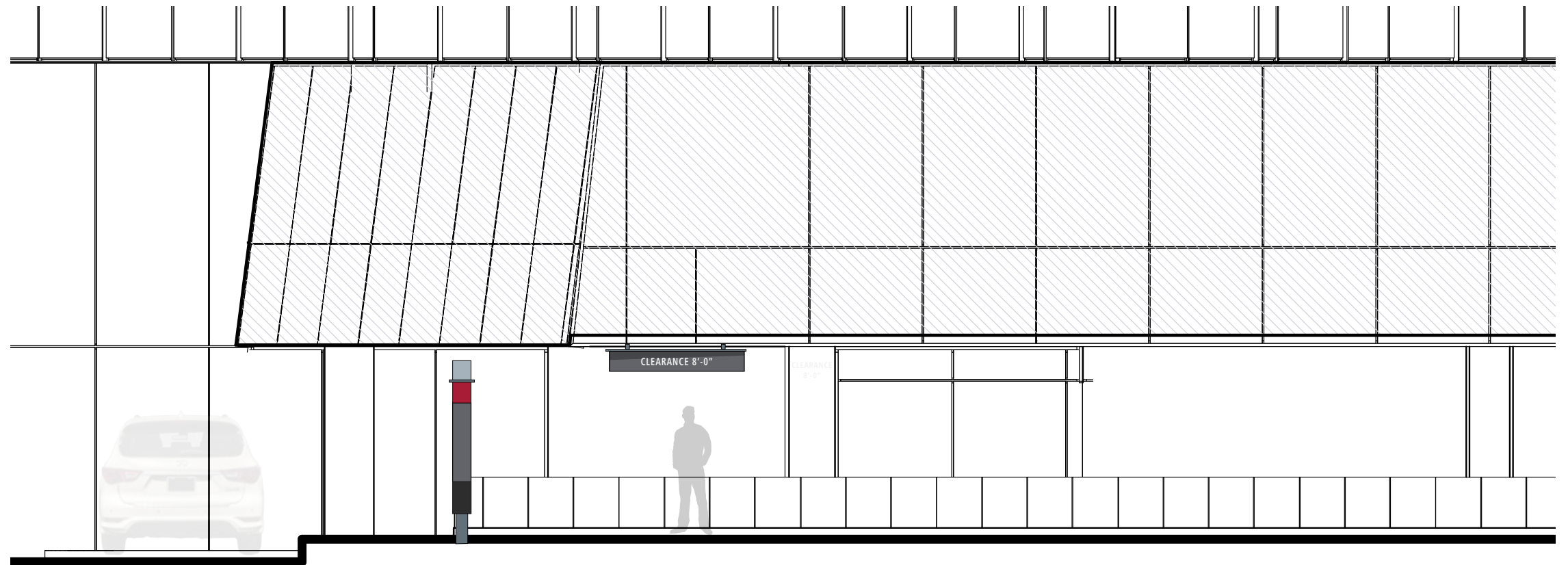
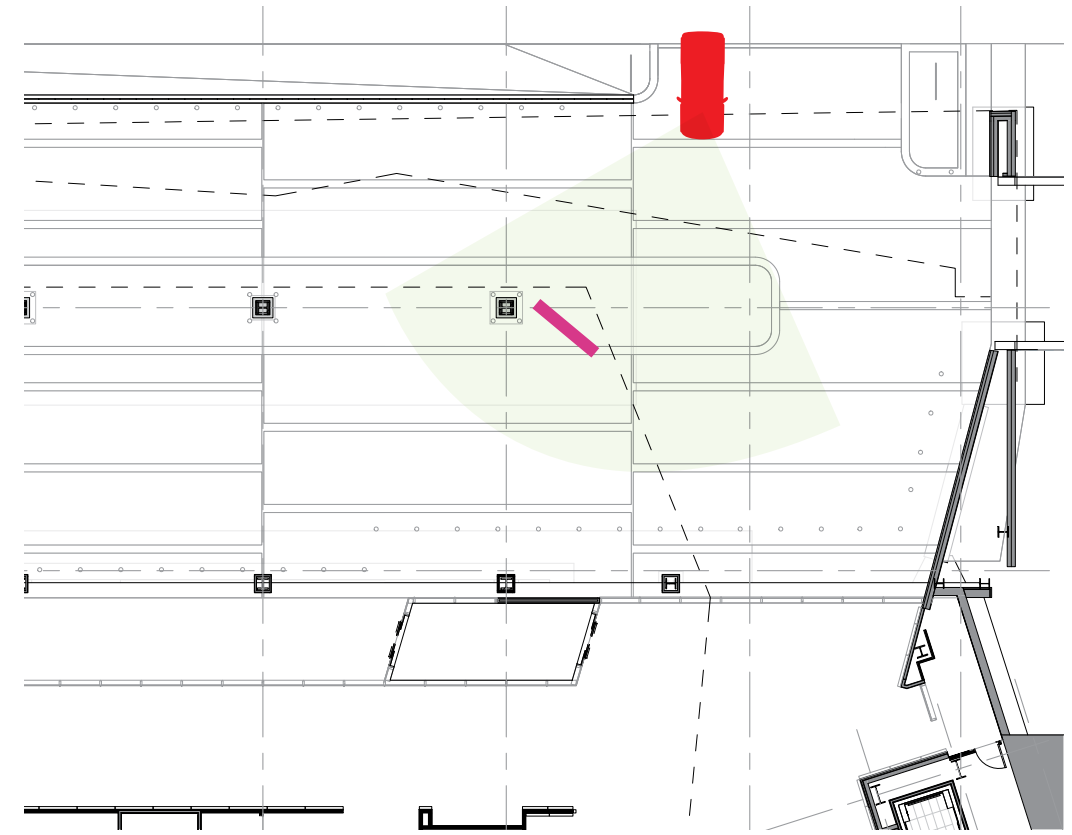


CS.2 Site Line Analysis

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

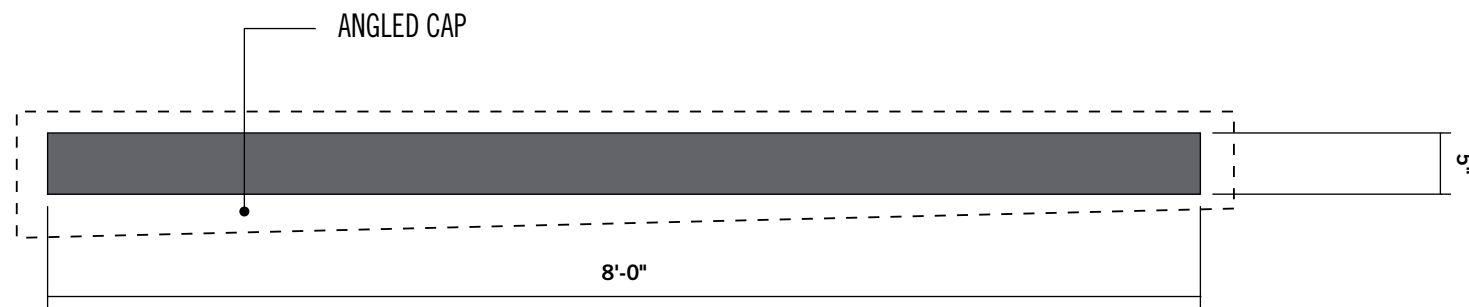
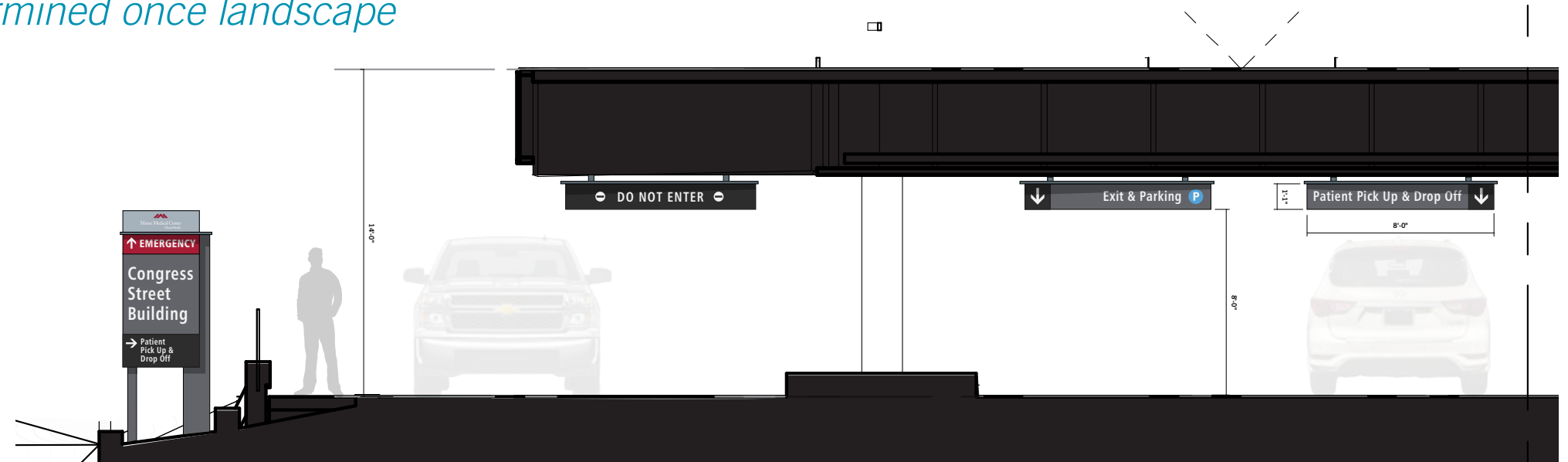


Clearance Sign

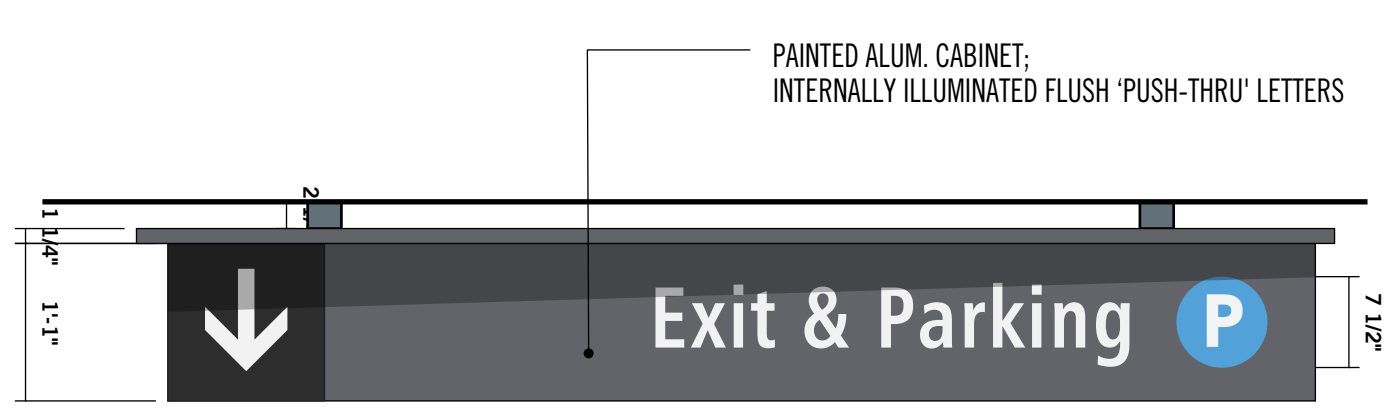


Parking Directionals

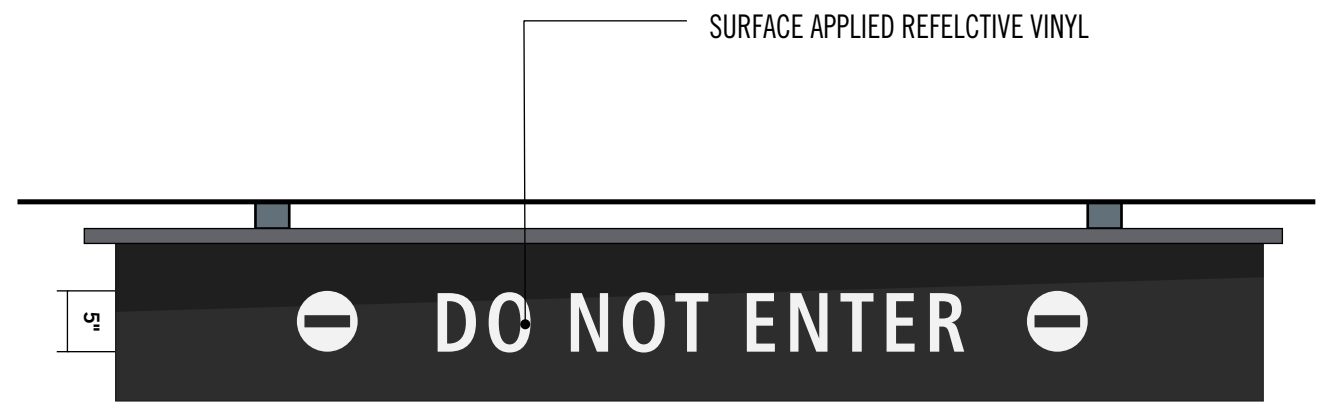
NOTE: Exact placement of signage to be determined once landscape design is finalized with the City of Portland.



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



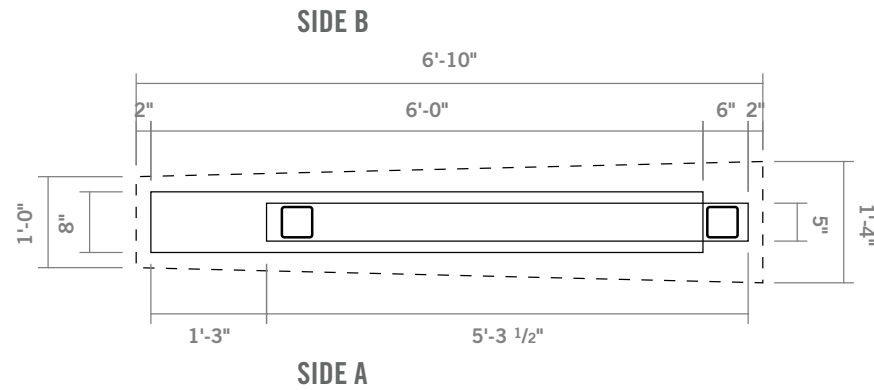
1 Elevation: Front
scale: 3/4" = 1' - 0"



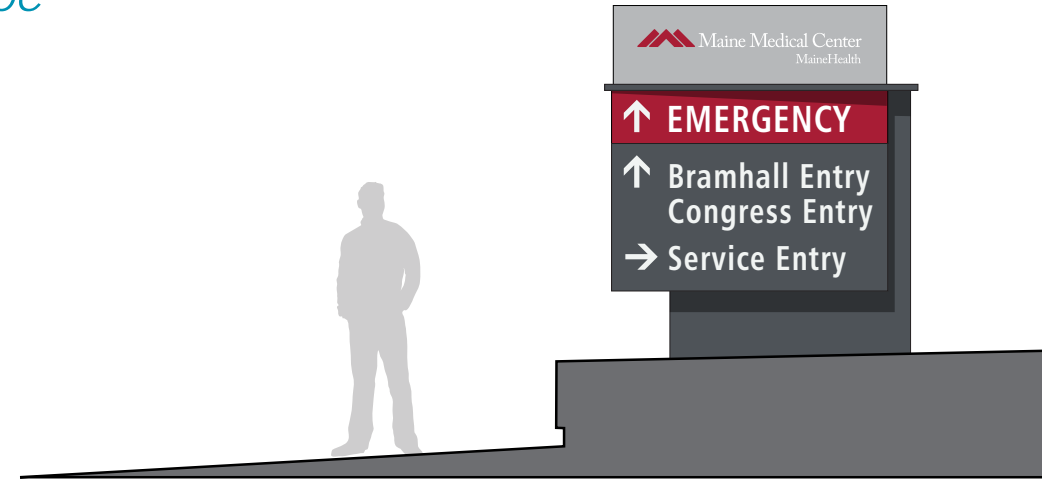
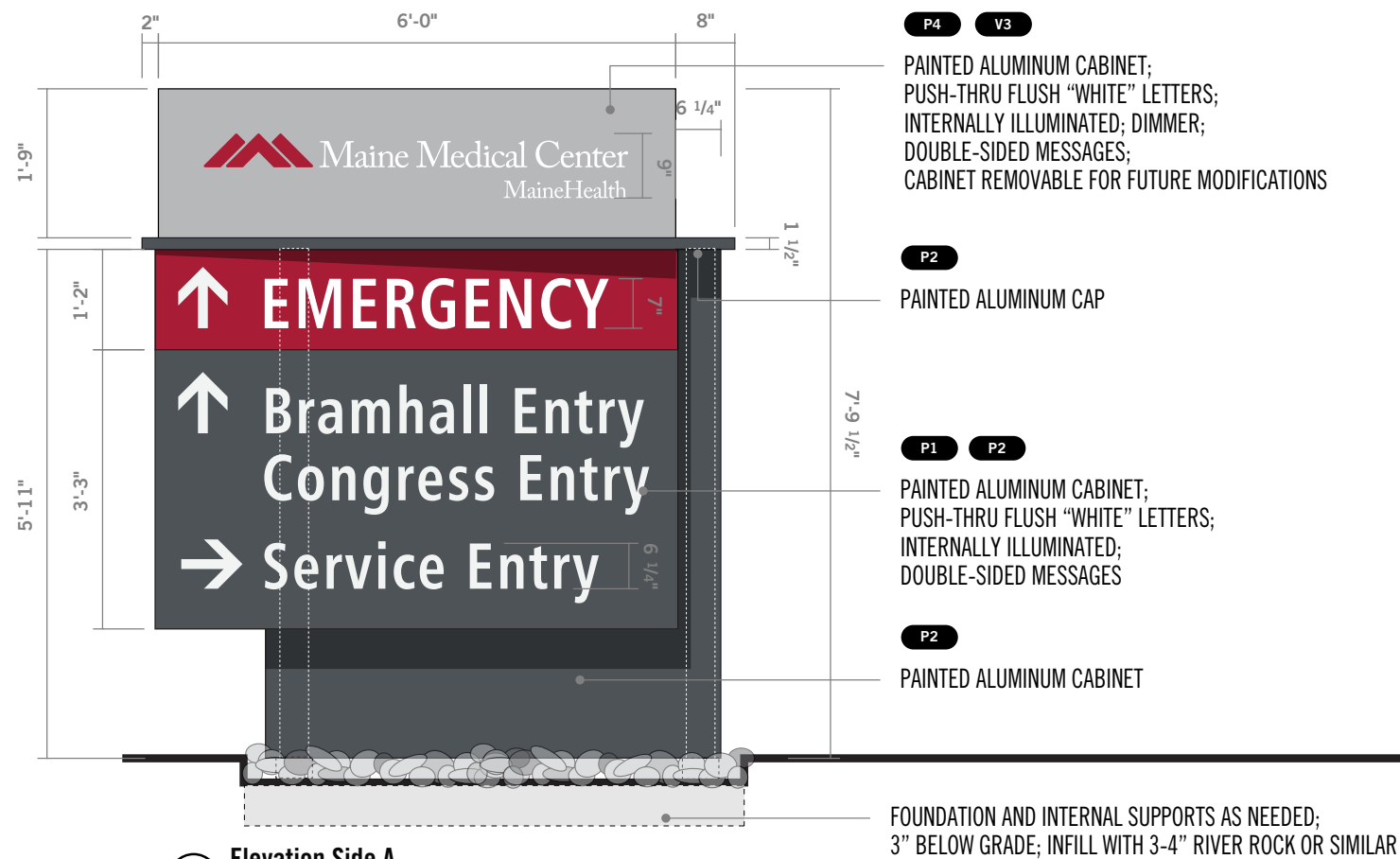
1 Elevation: Back
scale: 3/4" = 1' - 0"

CS.3 Corner Sign

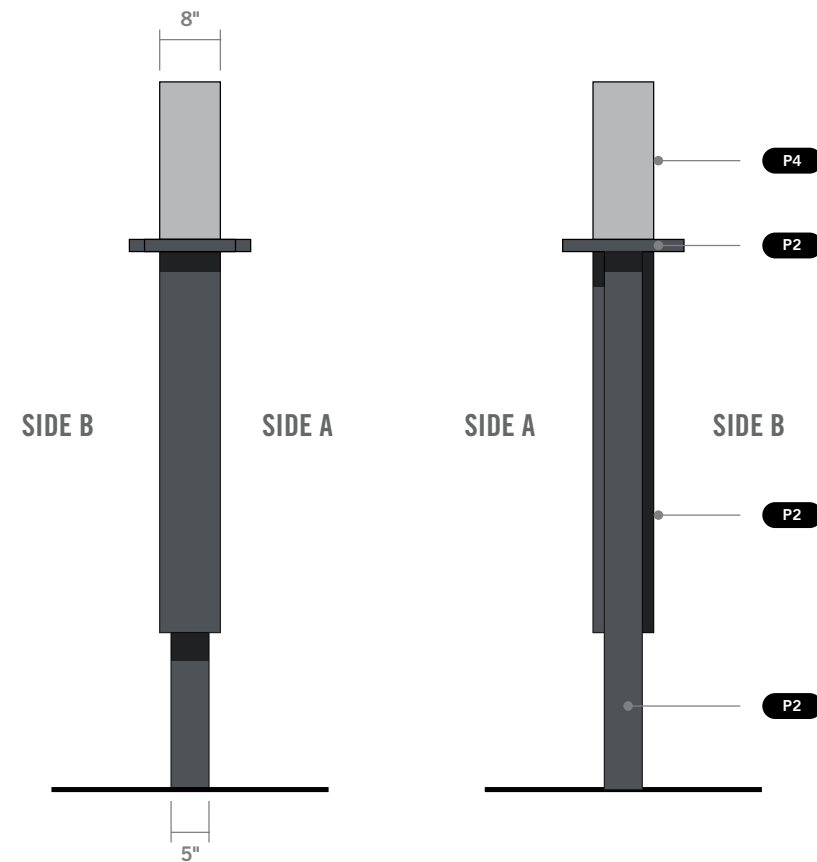
NOTE: Exact placement of signage to be determined once landscape design is finalized with the City of Portland.



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



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



CS.3 Corner Sign

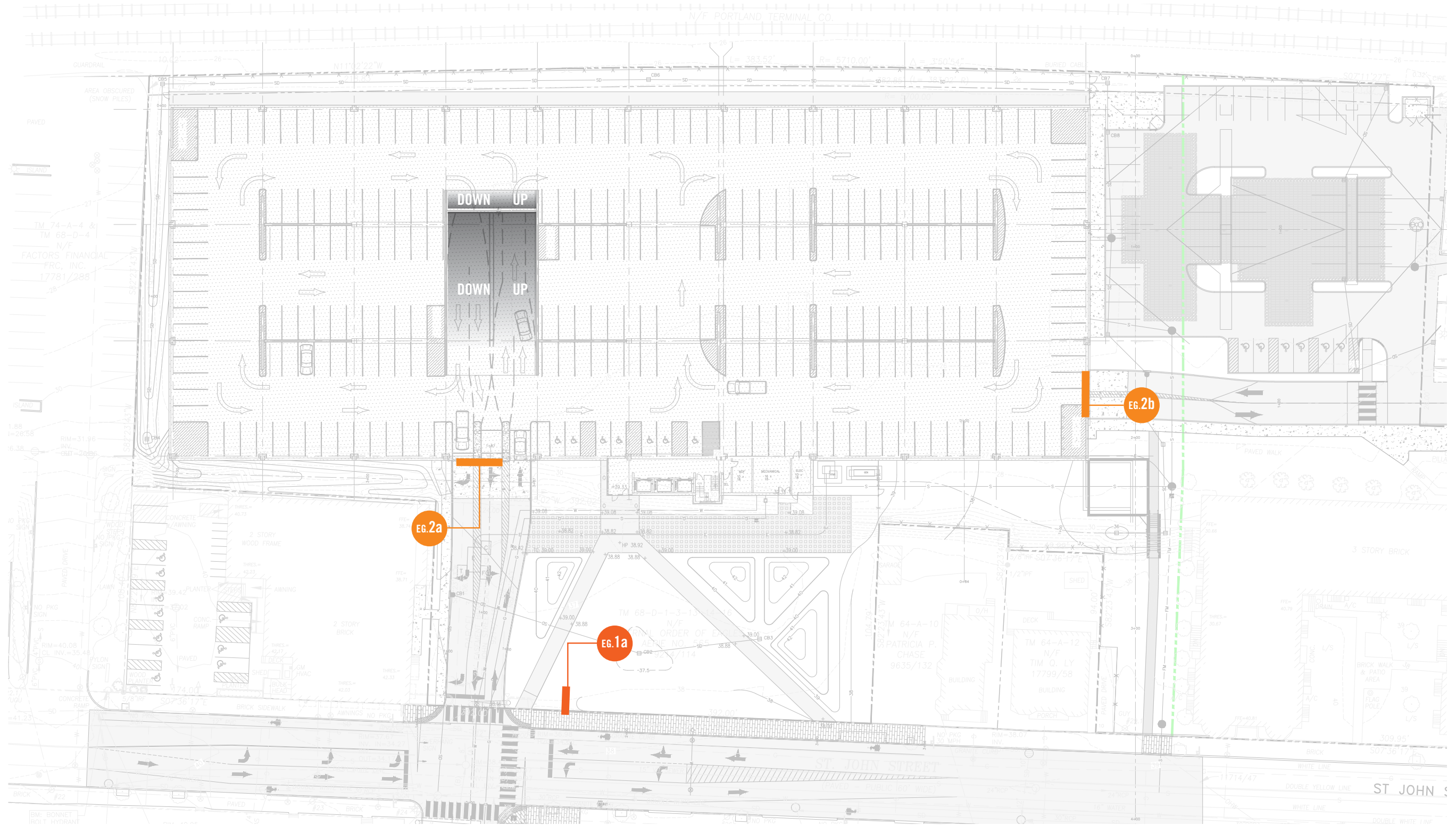
NOTE: Exact placement of signage to be determined once landscape design is finalized with the City of Portland.



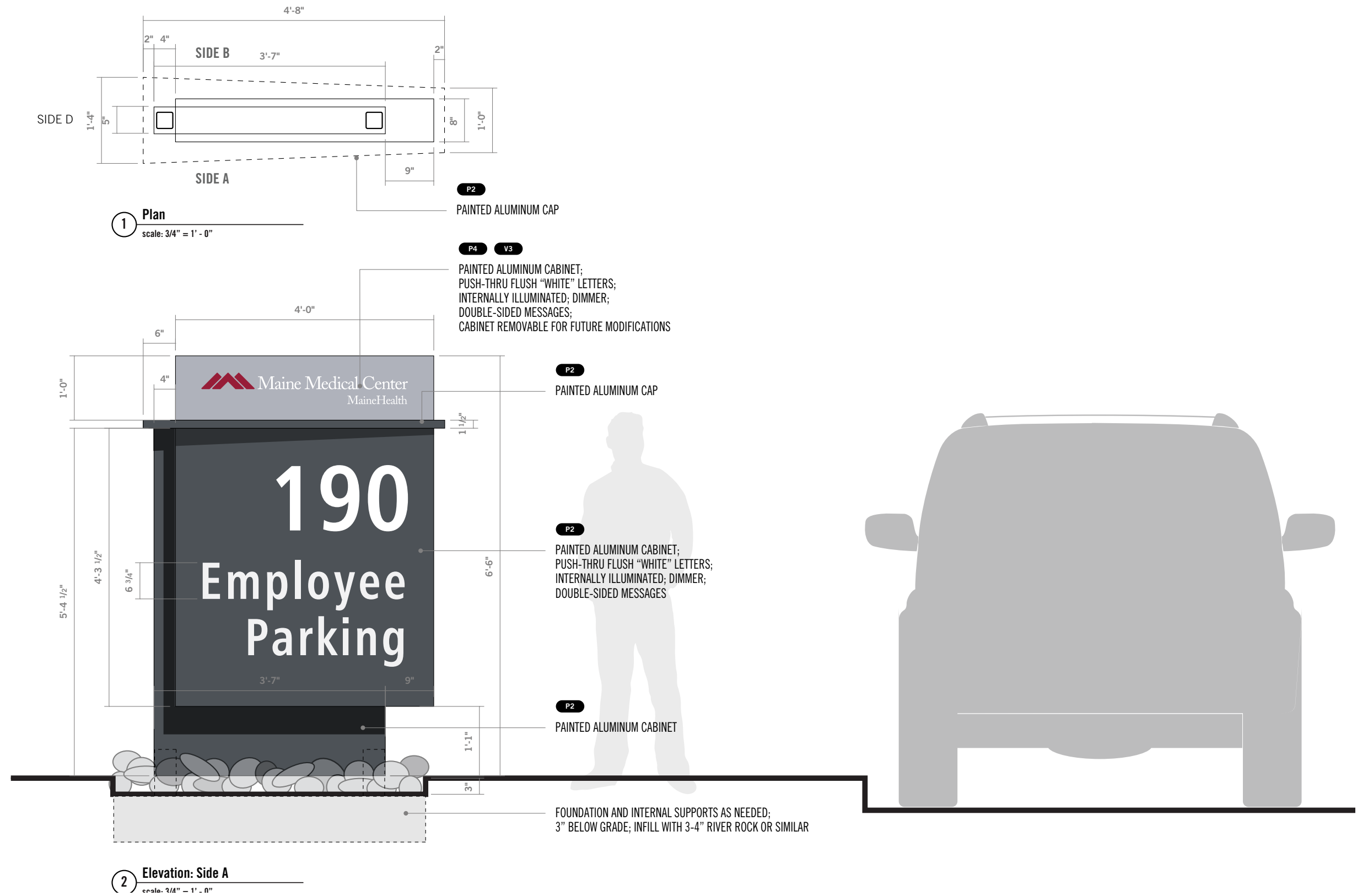
04

Employee
Garage
Signage

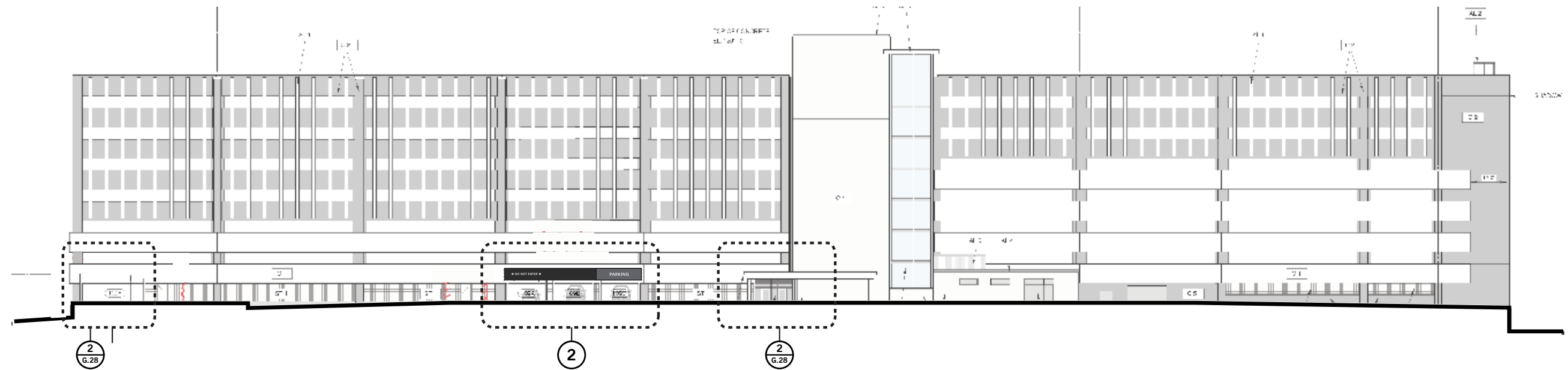
Preliminary Sign Location Plan (Level 1)



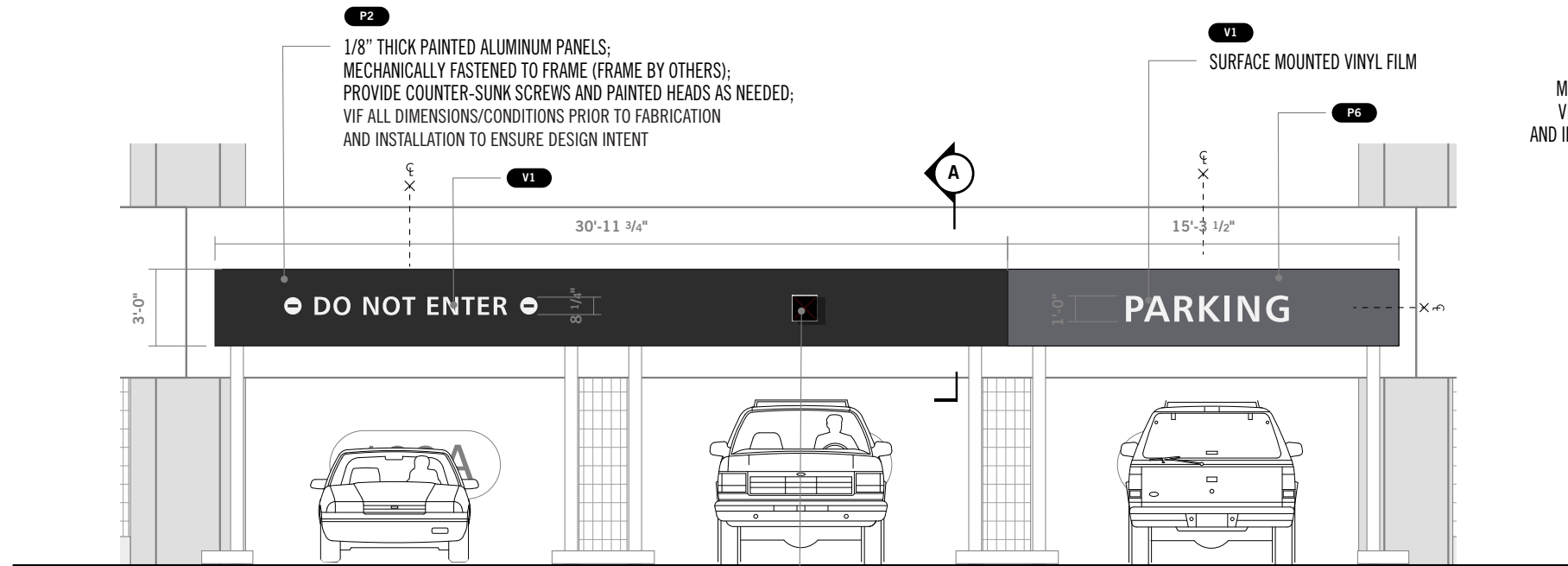
EG.1 Monument Sign



EG.2 East Garage ID



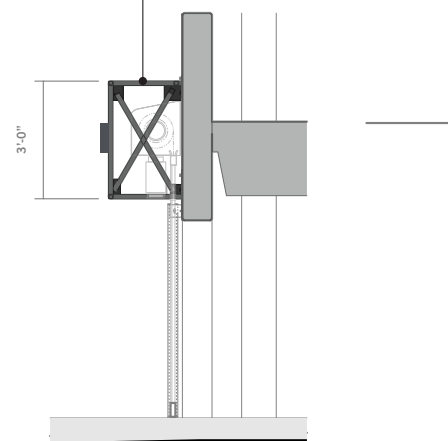
1 Elevation: Context
scale: NTS



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

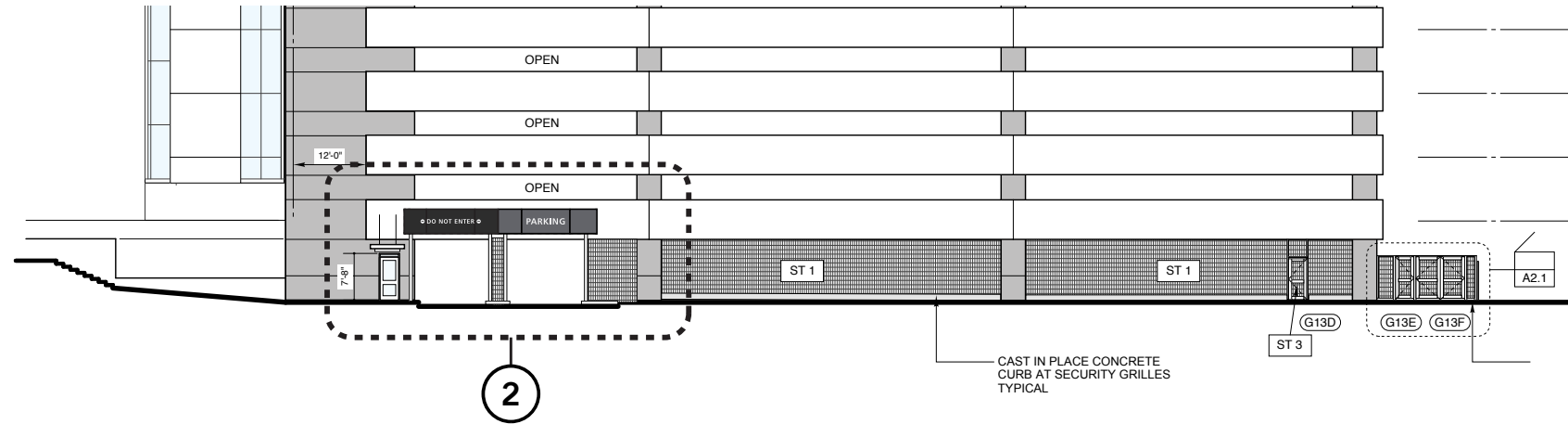
12" X 12" x 2 1/2" LED TRAFFIC CONTROLLER BY OTHERS;
FABRICATOR TO COORDINATE MOUNTING, POWER & DATA

METAL FRAME BY OTHERS;
VIF PRIOR TO FABRICATION
AND INSTALLATION OF SIGNAGE

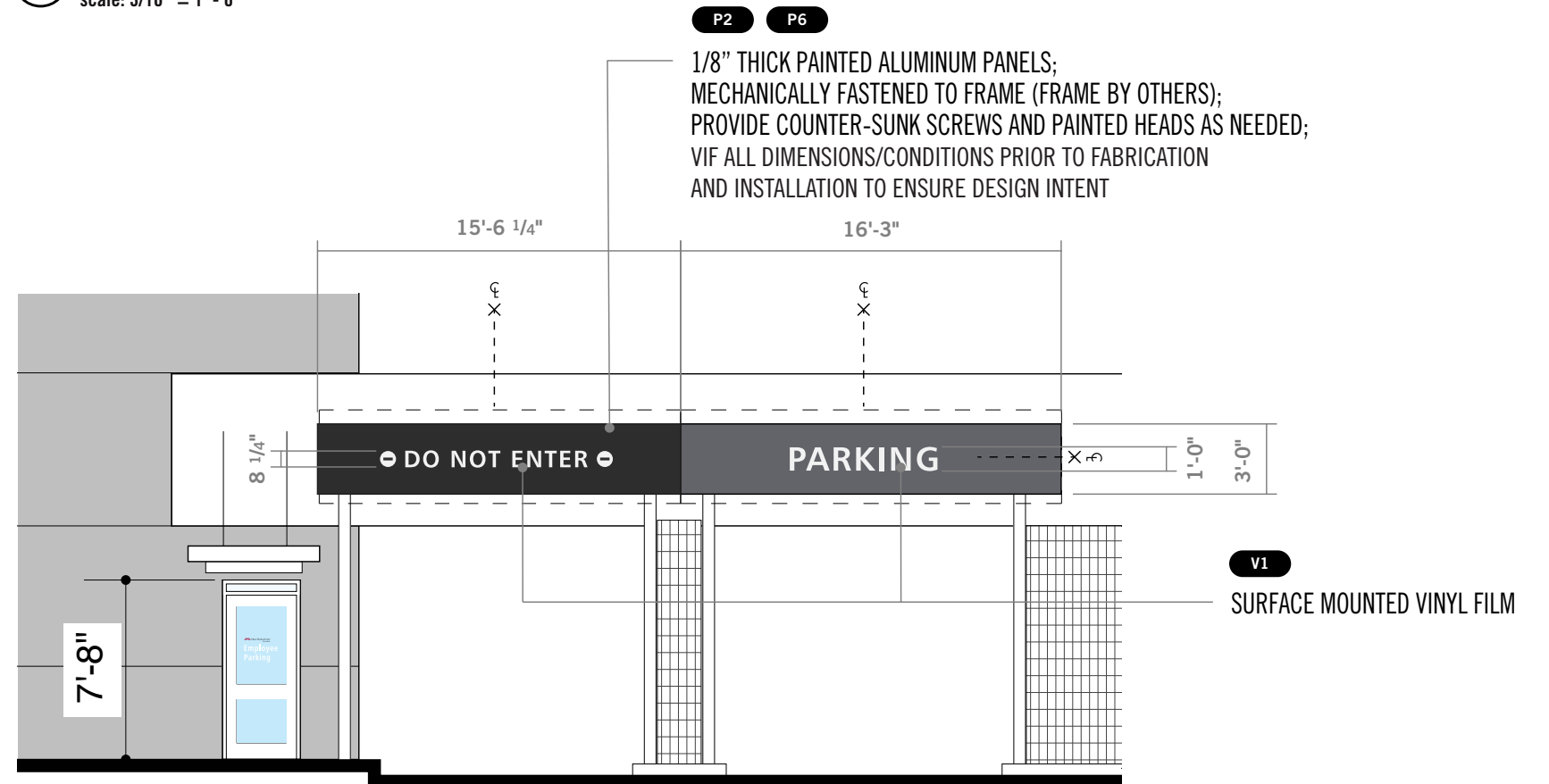


A Section
scale: 3/16" = 1' - 0"

EG.3 North Garage ID



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



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

05

Donor
Recognition
Signage

Donor Signage Design Principles

Architectural Integration

As with the rest of the campus-wide signage plan, all donor recognition elements will be designed to cohere as a whole system of components that not only recognize the donor's contribution, but also compliment the built environment.

The donor recognition system will allow a level of flexibility for donors to express how they would like to be recognized. All options provided will be recessive and integrate into the building architecture. Signage elements will follow building forms and scale and be located to align with building facade surfaces and material changes.

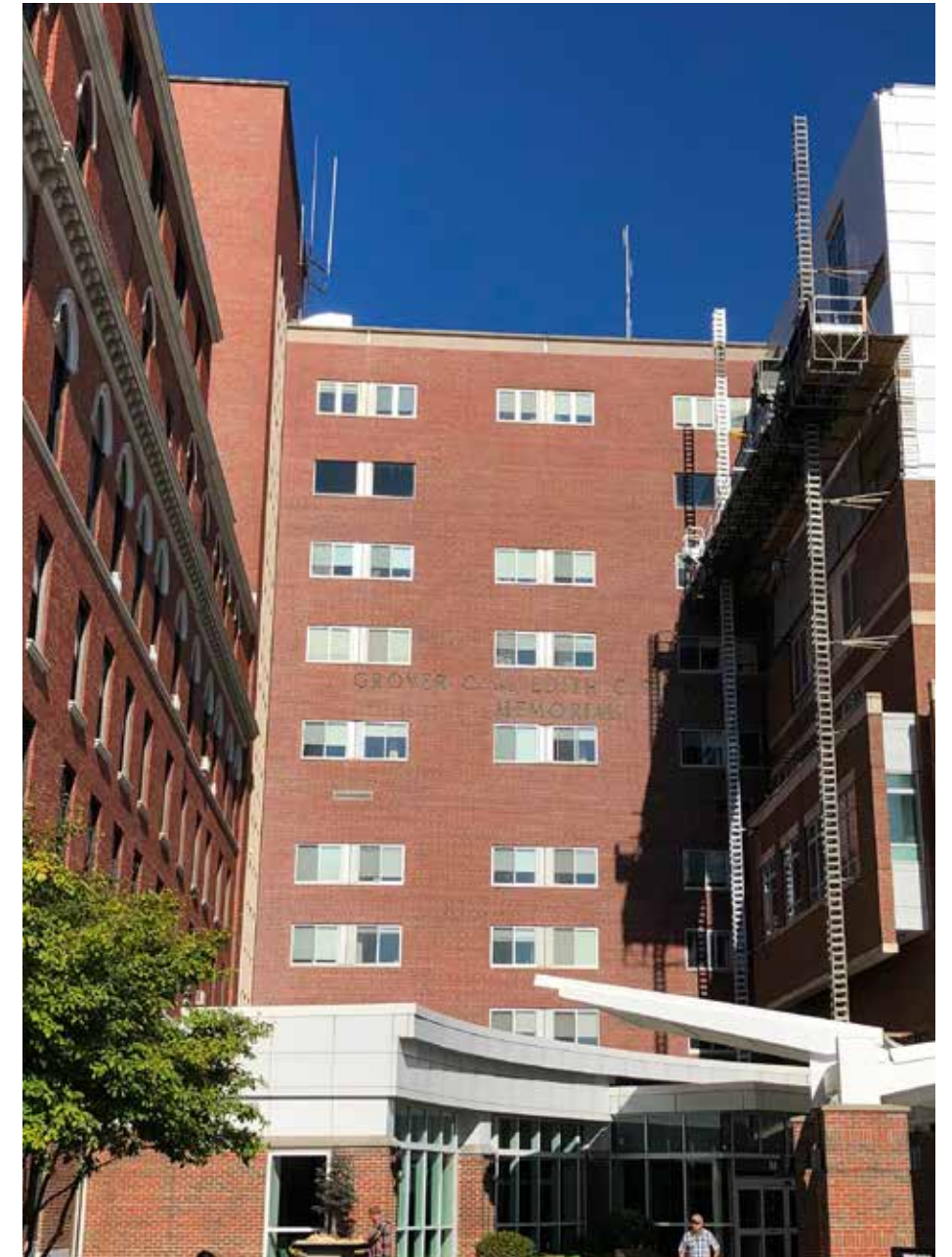
Color

To further integrate into the architecture and reduce the visual clutter facing the surrounding neighborhoods, donor recognition elements will be designed with a “tone on tone” color approach. Signage will be complimentary to the material behind it relying on the form of the letters to cast shadows against the building.

Typeface

Building on the brand for MMC, a bold, san-serif typeface has been selected to provide a wide range of typeface weight options for multiple wayfinding needs. This typeface will also be used for the donor recognition elements and provide a simple, approachable and legible letter form which will assist in the “tone on tone” color approach.

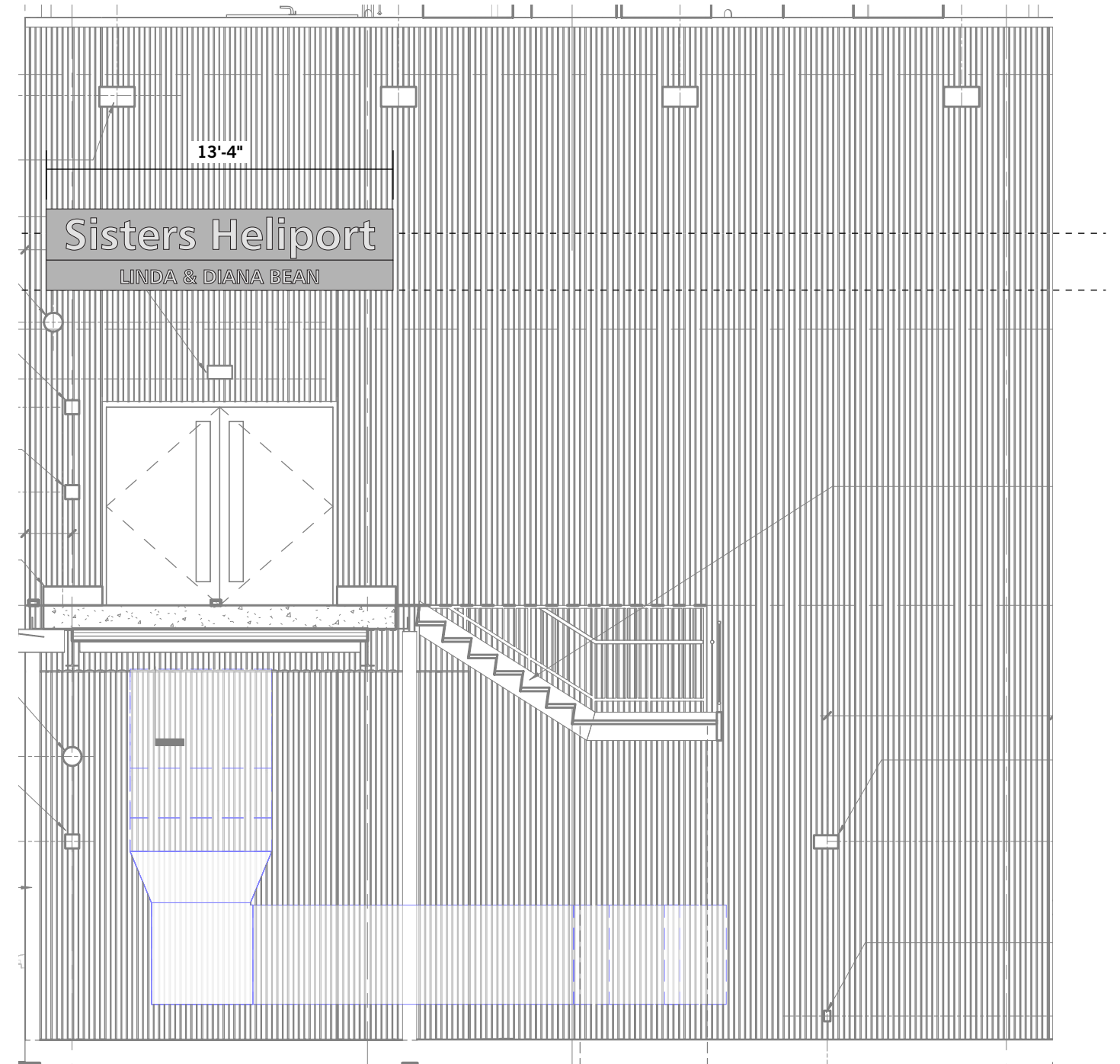
Existing Donor Elements to Remain



Proposed Donor Element



Proposed Donor Element



Thank
You

Leverage/