

# Downtown Edgartown

# Wayfinding



# Signage Plan

SEPTEMBER 2024



Funded by MA Downtown Initiative Program of:



**Commonwealth of Massachusetts**  
Executive Office of Housing and  
Economic Development



# Acknowledgements

## City of Edgartown

<b>Erin Ready</b>	Edgartown Board of Trade
<b>Julia Tarka</b>	Edgartown Board of Trade
<b>Bruce R. McNamee</b>	Police Chief
<b>Allan DeBettencourt</b>	Highway Superintendent
<b>James Hagerty</b>	Town Administrator

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## Stantec

	Urban Mobility Consultants
<b>Jason Schrieber</b>	Principal in Charge
<b>Whitney Burdge</b>	Project Manager
<b>Perri Sheinbaum</b>	Transportation Planner

## Massachusetts Executive Office of Economic Development

<b>Emmy Hahn</b>	Massachusetts Downtown Initiative/Local Rapid Recovery Plan Program Coordinator
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# 1

## Project Introduction

Goals  
Scope/Timeline  
Study Area

This report was prepared on behalf of the Town of Edgartown through a “Massachusetts Downtown Initiative Technical Assistance Program” competitive grant from the State Department of Housing and Community Development (DHCD).

The Edgartown Board of Trade and Visit Edgartown provided oversight and review of the wayfinding plan and final report. In addition, town businesses, residents, visitors, and employees provided insight and input into this study through an online survey.

On behalf of DHCD and the Town of Edgartown, the study team would like to thank all stakeholders and participants for their constructive inputs to this process.





# Introduction

## A Historic Whaling Town

With a rich history and vibrant coastal community, Edgartown is already a top destination for visitors near and far. Edgartown is known in the region for its beaches, harbor, historic architecture, shopping, and quintessential Martha's Vineyard atmosphere.

While people live and work in Edgartown year-round, peak season occurs during the summer months, with an influx of visitors to the island to visit popular sites such as the Edgartown Lighthouse, Chappaquiddick Island, and various beaches. Beyond these attractions, Edgartown is known for its traditional annual events like the July 4th Fireworks & Parade, Pink & Green Weekend, Bass in the Grass, and Martha's Vineyard Food & Wine Festival.

While there is existing wayfinding signage in Downtown Edgartown, the current system is not adequately meeting the needs of a tourist destination and the various travel modes they may use. The travel industry in Martha's Vineyard is expected to continue to grow in a post-COVID 19 world and developing a strong and robust wayfinding system is paramount for a welcoming and thriving Downtown.

Currently, there is a wide range of styles and systems for the Downtown's existing wayfinding signage, which have been layered upon each other over time. This has resulted in an outdated and counter-intuitive system that 1) doesn't capture visitors at the appropriate locations to help them navigate to popular destinations (particularly regarding top attractions and public parking facilities), 2) lacks clarity and consistency

in which destinations are featured on signage and how they are identified, and 3) doesn't speak to a distinct visual brand or identity that is unique to Downtown Edgartown.

The Town of Edgartown applied for technical assistance provided by Stantec through the Massachusetts Downtown Initiative of the State's Department of Housing & Community Development (DHCD). The assistance included developing a wayfinding plan to kickstart a longer-term goal of completely overhauling the downtown's wayfinding signage system. This plan is intended to provide guidelines about future sign placement and early design concepts with the expectation that a more permanent approach and more comprehensive planning and public engagement process for signage will take place in the future.

With the understanding that the Town intends to completely replace all existing (Town-owned) signage, the tasks for this specific plan included:

- Conducting an inventory of all existing signage
- Identifying "gaps" in existing sign types based on the destinations the signs are intending to direct to and the logical navigation points of different modal users
- Investigating how existing signage might be blended to inform one, common brand/style
- Developing a recommended signage inventory approach

At the initiation of this project, the Project Team identified a set of goals that they hoped to achieve throughout the wayfinding plan process. These can be seen on the following page.



# PROJECT GOALS

- ▶ Establish an inventory of existing signage to help inform future wayfinding needs and priorities
- ▶ Better direct visitors to key destinations downtown
- ▶ Improve connectivity to and between parking areas
- ▶ Create a sense of arrival for visitors using various modes of travel
- ▶ Develop a strategy for integrating or improving the unity of existing wayfinding
- ▶ Investigate influences for a brand and signage system that is reflective of the City's character



# Technical Assistance Tasks



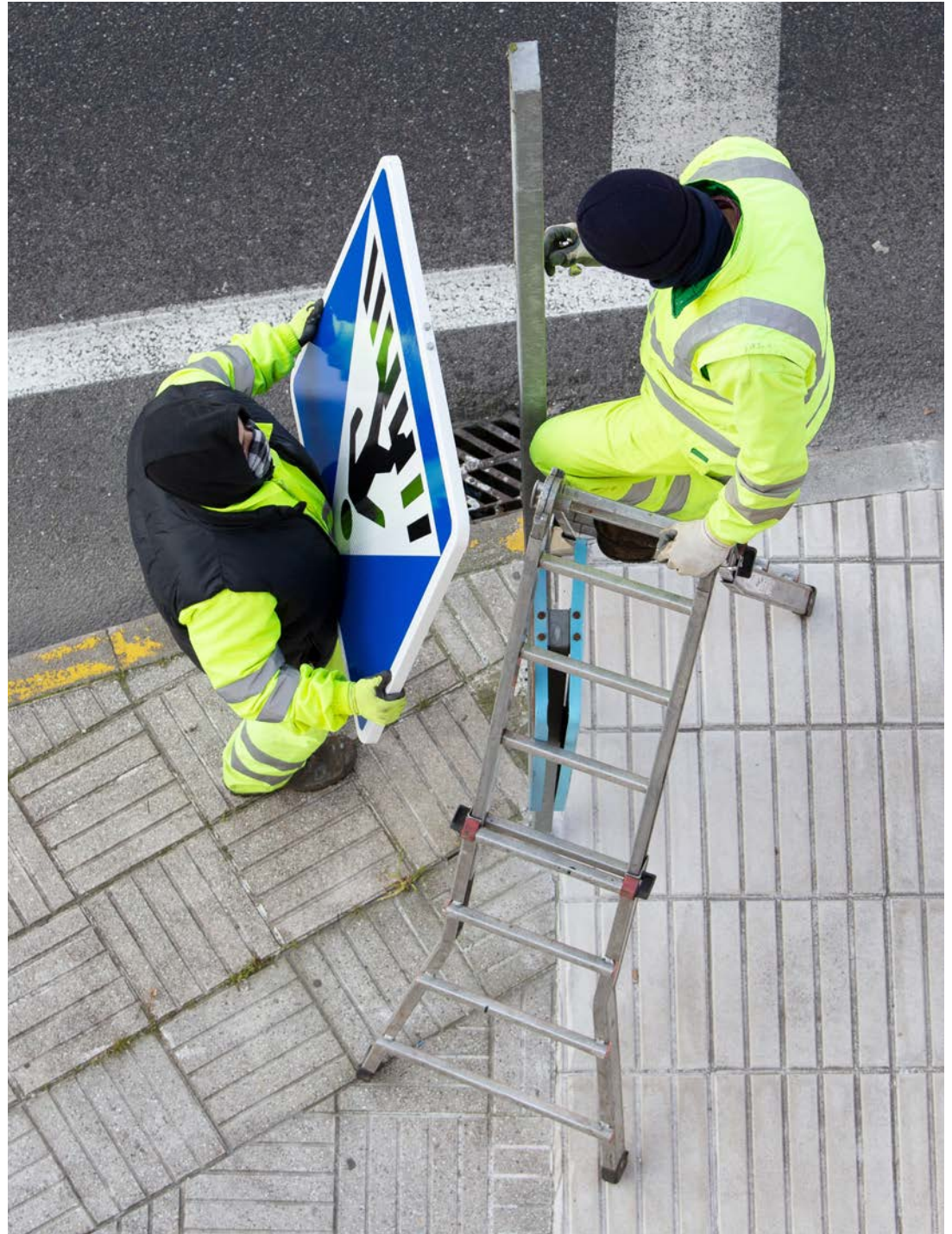
## Anticipated Outcomes of this Effort

- Investigate early concepts for potential signage design components and gather feedback to help establish a baseline of preferences to inform the development of future finalized designs
- Identify recommended signage locations to address the navigation needs for prioritized destinations

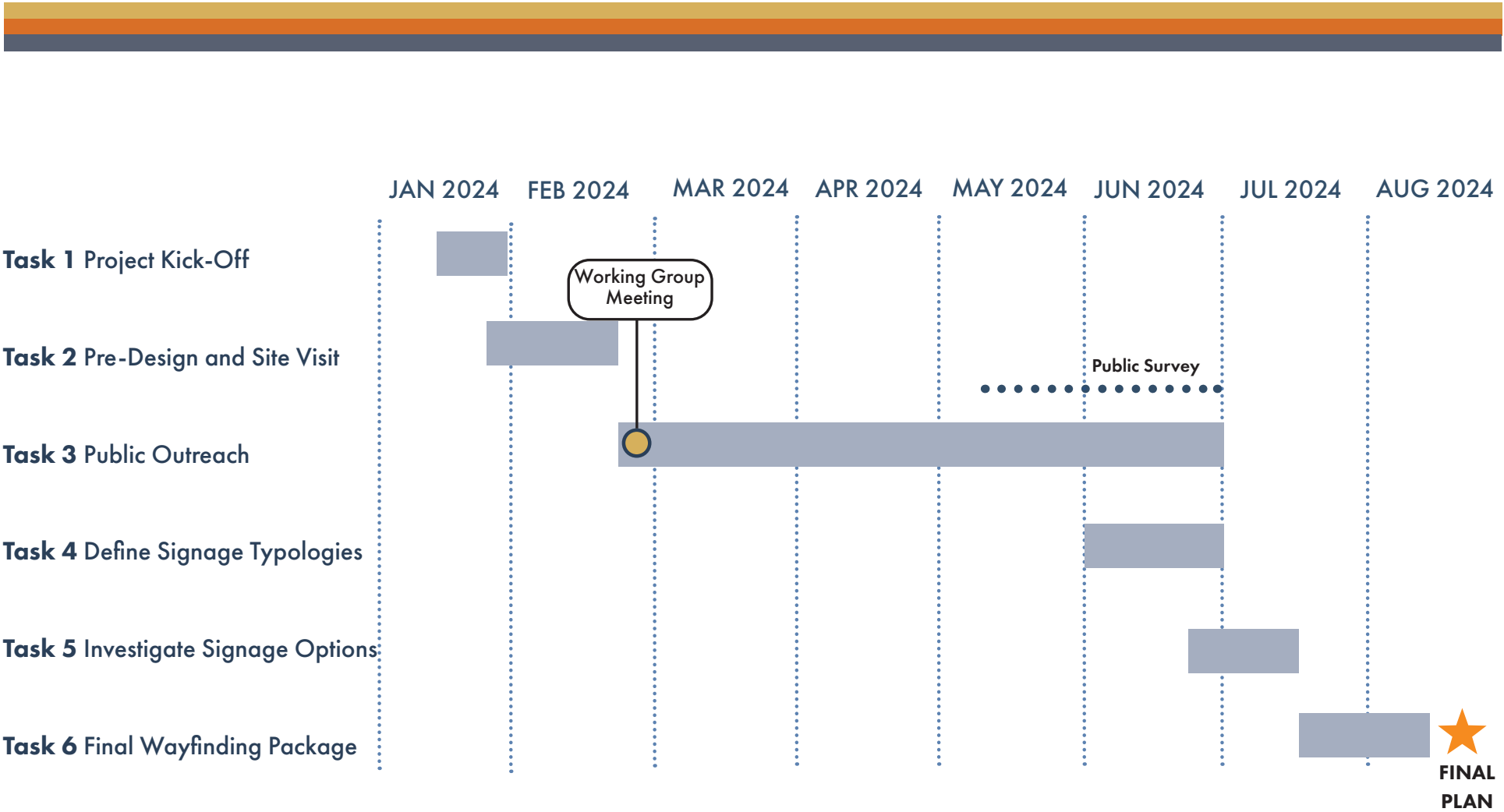


## Potential Future Outcomes Beyond this Effort

- Execute a comprehensive branding and marketing strategy or conduct an in-depth public engagement process
- Develop a comprehensive signage suite of many options
- Design complex signage options that incorporate special materials
- Plan and execute a phased fabrication and installation program



# Project Timeline



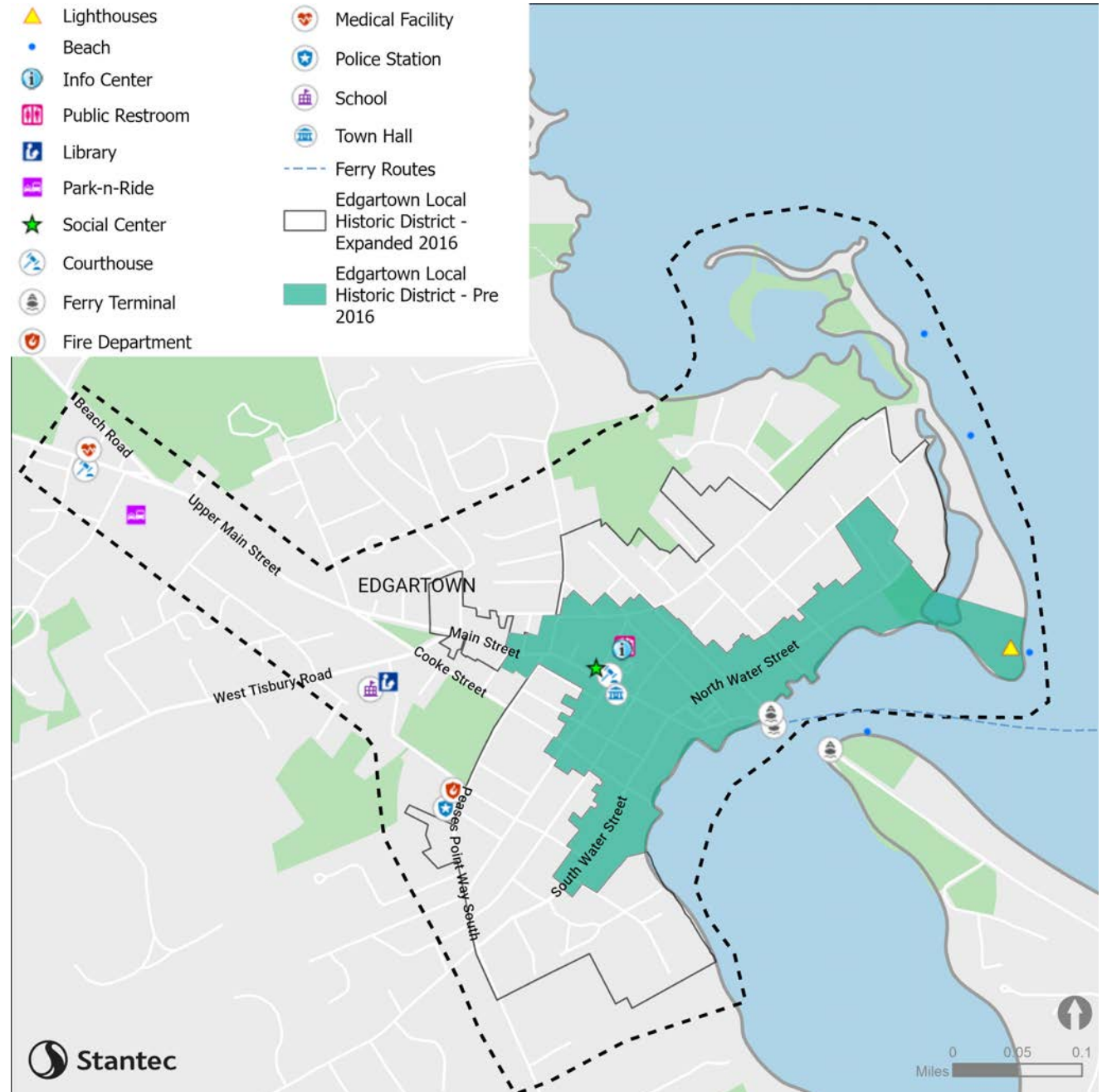


# Project Boundary

The Project Team defined the downtown Edgartown boundary to include the northwest boundary as Upper Main Street at Beach Road, the southwest boundary at Katama Road to the southeast boundary at the waterfront up along the coast to Fuller Street Beach at the northeastern boundary. This boundary includes the expanded 2016 Local Historic District as well as the *pre-2016* Local Historic District, which is known as the "heart of downtown Edgartown" and was adopted in 1987. The boundaries include Water Street, Main Street, Church Street, and Winter Street. and the expanded Local Historic District to Peases Point Way.

This Wayfinding boundary includes important destinations for visitors to the downtown such as the shops at the Post Office Square, the Courthouse, the public library, Edgartown High School, Cannonball Park, and the Old Westside Cementary. The study area is generally considered walkable and bikable.

Although the signage inventory and other analysis for this study is primarily constrained within this boundary, areas beyond the boundary were also found to be in need of improved wayfinding to better support navigation to downtown Edgartown and other commercial, civic and recreational destinations. The principles and guidelines shared in this document are intended to support future efforts by the Town which can be deployed beyond the downtown.













# 2 Introduction to Wayfinding

Wayfinding Signage Typologies



# Wayfinding Signage Typologies

## Different Signs for Different Purposes

Wayfinding is typically categorized within the following four, general typologies. A few examples have been included for each category, but the options are truly endless for how signage might be designed.

Each typology has a unique function. Ideally, all four are designed to coordinate with each other in their general design as part of a cohesive, overall wayfinding system.



### GATEWAY

#### What it does-

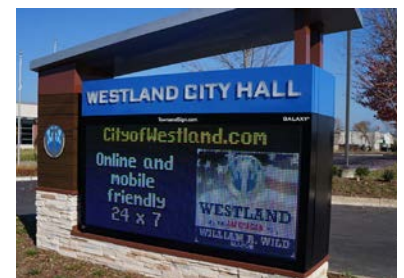
Creates a sense of arrival (usually from a primary access route) and defines the boundary of a district or downtown (e.g., welcome sign)



### IDENTIFICATION

#### What it does-

Identifies landmarks or other points of interest by name or symbol. It might include information about hours of operation, services provided, etc.





## DIRECTIONAL

### What it does-

Directs toward a specific area or destination (such as key parking locations), typically with the use of arrows



## BEST PRACTICE-

### Principles of Wayfinding Signage

#### Be memorable-

Visual language should build on brand identity to drive economic growth

#### Be inclusive-

Stakeholders and the public should take part to create a sense of ownership

#### Be multimodal-

Improve navigation/safety for all types of travel and expand connections

#### Be scalable-

Have built-in flexibility as a kit of parts that can be tailored and used as the town grows and other signage needs change

#### Be planned-

Have a phased approach (including budgeting considerations) to reduce the time to achieving a fully installed and coordinated sign system



## INFORMATION

### What it does-

Provides information about where one is located in the context of an area (such as with maps in a visitor kiosk), or details about a destination (e.g., seasonal access, only)





## Different Scales for Different Users

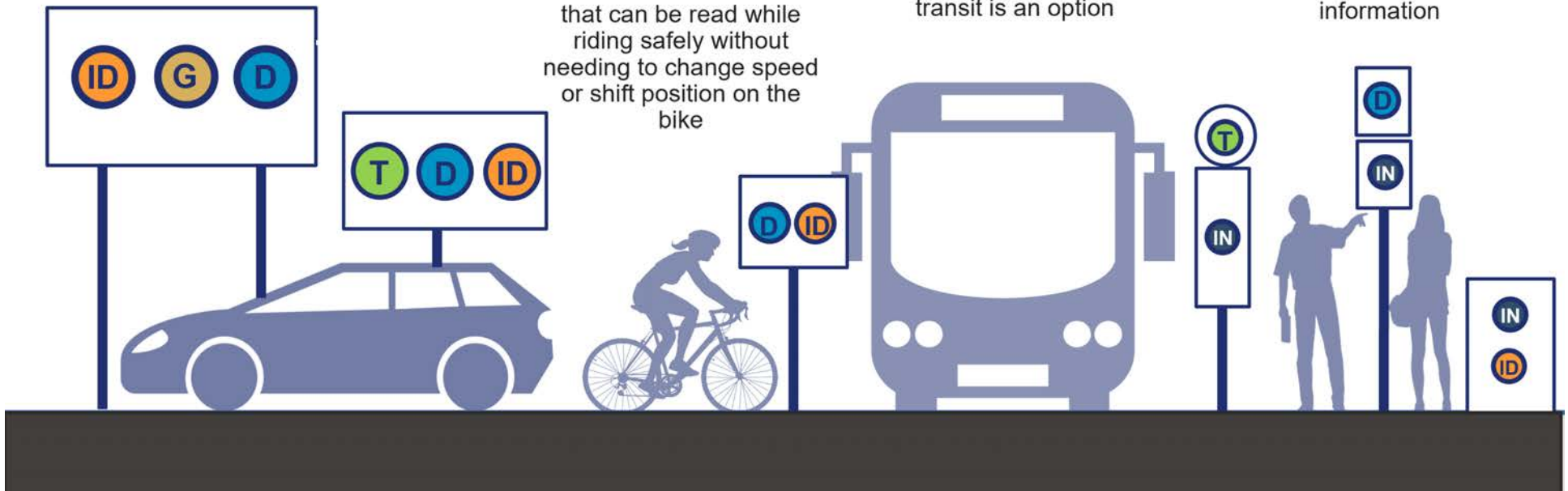
Within each of the four signage typologies, there may be a wide range of different sizes of signs. The graphic below demonstrates how different scales of signs should be used to help users of different modes navigate effectively and safely.

**Vehicles** need signage that can be seen from a greater distance, directing them to popular driving destinations to be able to give drivers time to navigate safely or adjust a route, as needed

**Bicyclists** need signage that can be seen from a distance and at a level that can be read while riding safely without needing to change speed or shift position on the bike

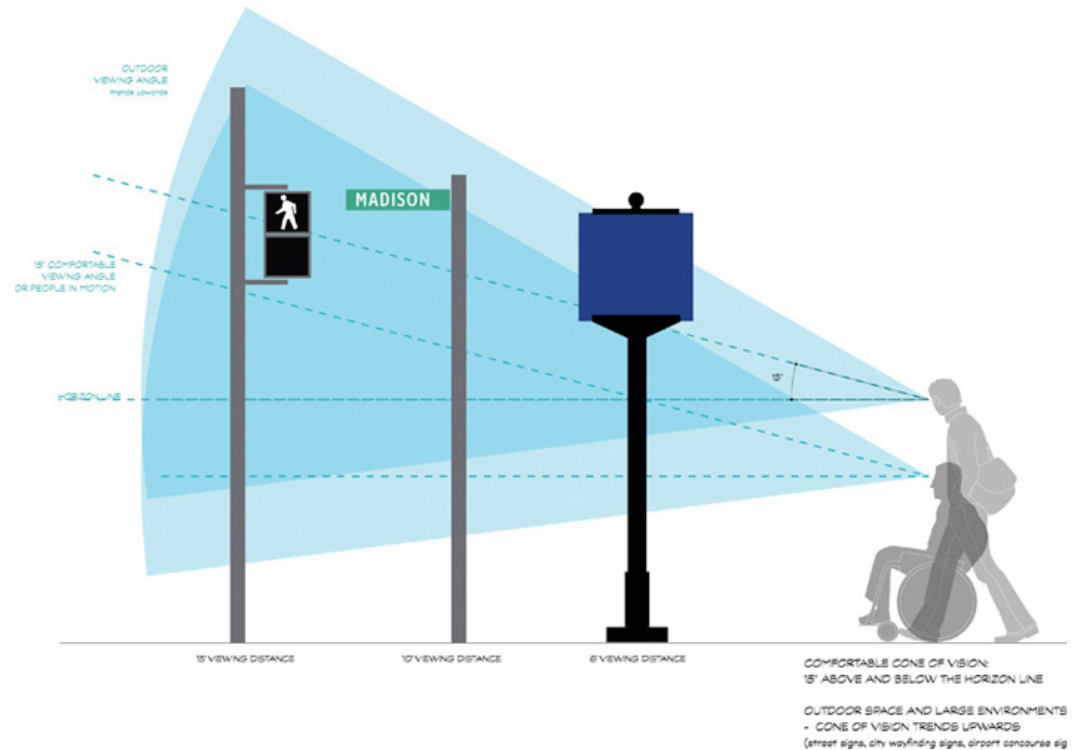
**Transit-riders** need signage that can be seen both while riding/driving, and also while walking to help them better plan trips and understand where transit is an option

**Pedestrians** need signage that is visible both from a distance to be able to adjust walking routes to/from parking (or other areas), and also visible at eye level to offer more detailed information



## Making Signage Accessible for All

The size of wayfinding signage is important for increasing its visibility, but other considerations such as sign placement (height, positioning on a sidewalk, proximity to other street elements that might obstruct signs when viewed from a distance, etc.) should be considered as well to make sure that visitors of all abilities have clear views of the signs.







VISITORS' CENTER

EDGARTOWN,  
Founded as Great Harbor in 1795

GIFTS & SNACKS

HOMEMADE  
ICE CREAM

U.S.





# 3

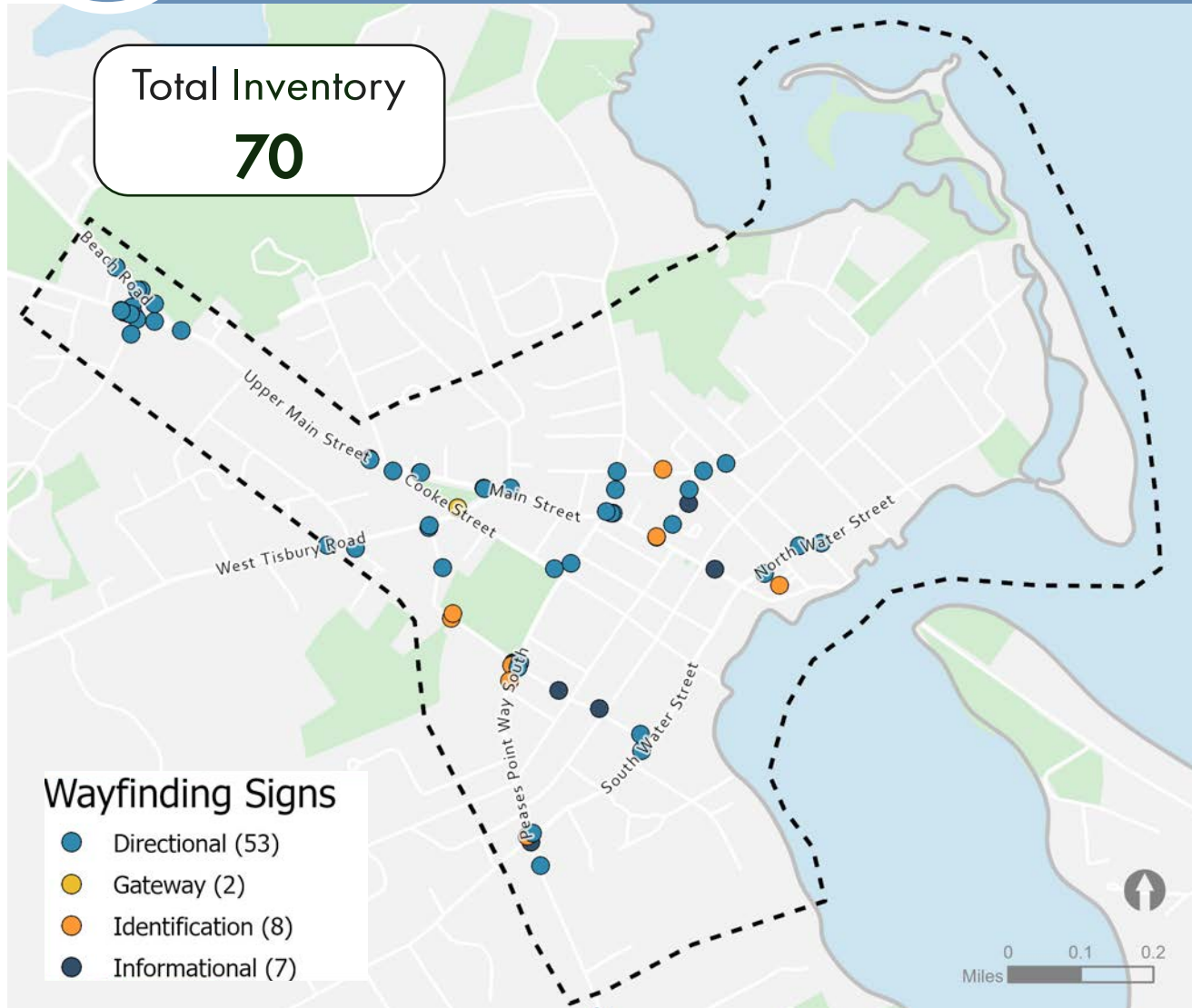
## Existing Sign Inventory

Overall Inventory  
Gateway Signs  
Directional Signs  
Identification Signs  
Information Signs





## Existing Signs All Typologies

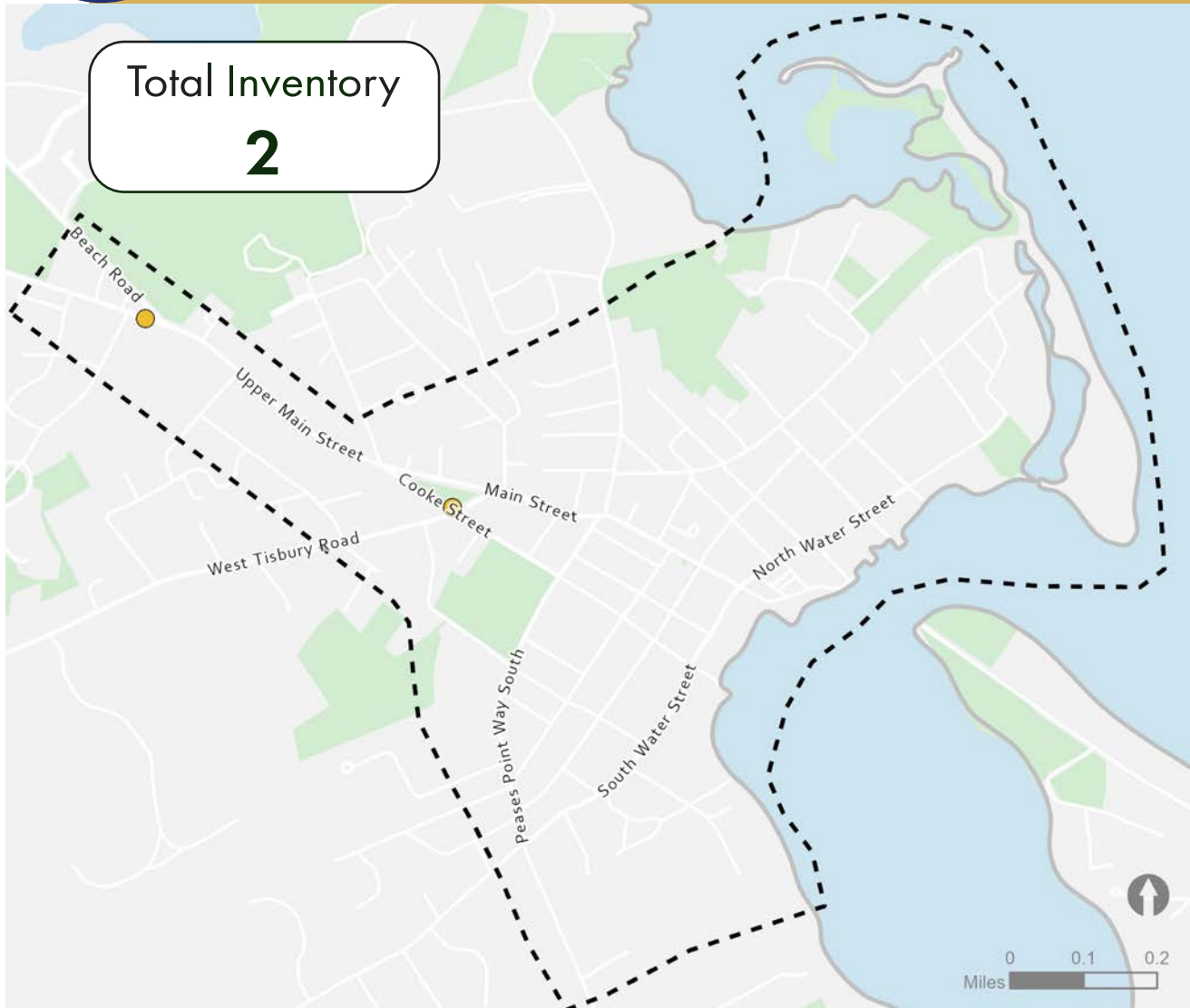


### General Observations

- There is minimal signage directing people to specific, highly-trafficked destinations, especially at key intersections
- There is no consistent or recognizable Town brand on the town-owned, permanent signage for the downtown area
- Pedestrian-level signage is generally lacking, with the majority of signage directed to bicyclists
- There is a lack of signage directing visitors to parking in downtown
- There are several signs where the font size is too small for passing vehicles to read quickly
- The lack of signage at beaches make visitors feel as though they are trespassing



## Existing Signs Gateway



### Edgartown Example



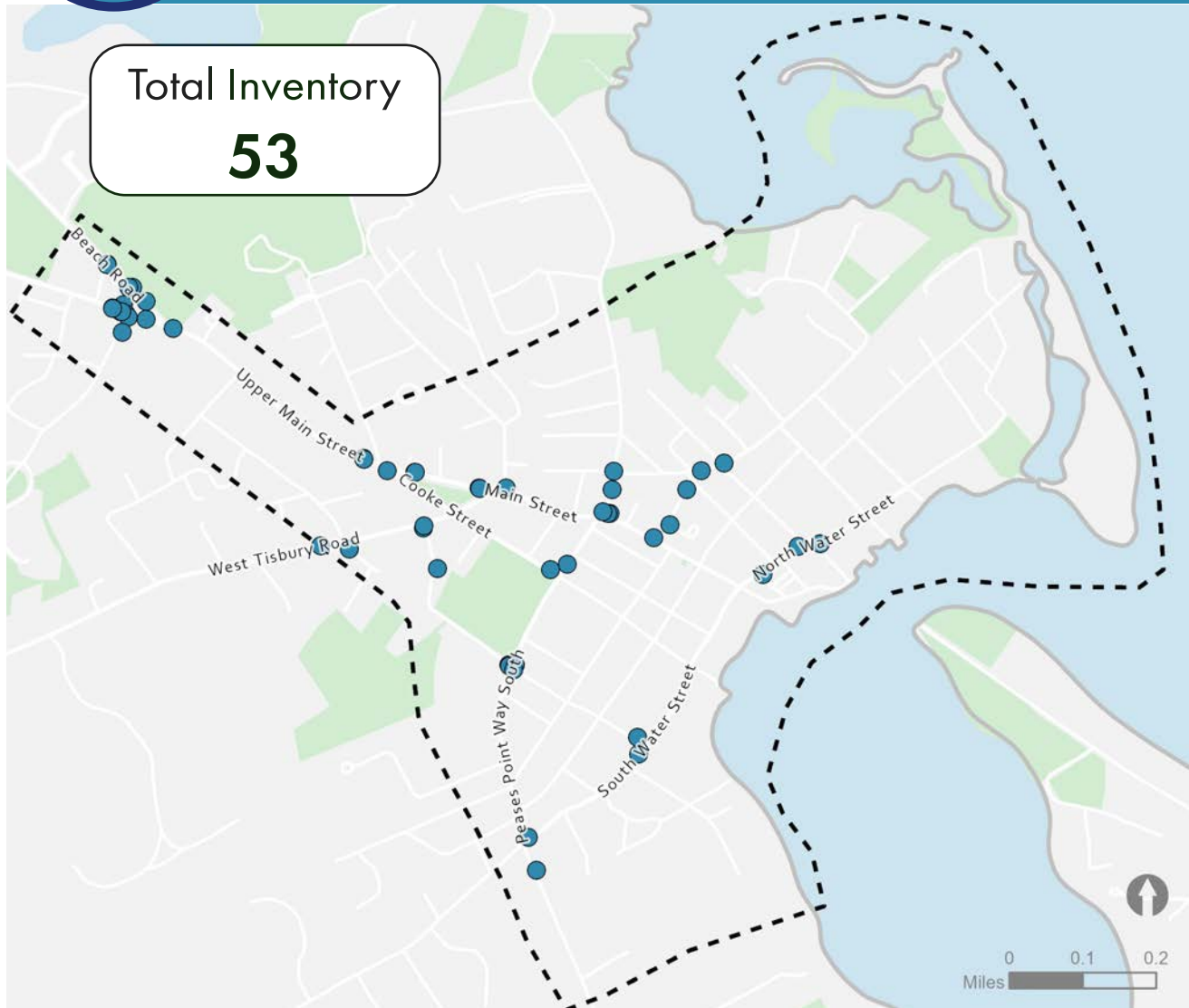
### Observations

- There are two types of gateway signs welcoming visitors, but their size and placement doesn't provide a strong sense of arrival
- The most prominent of the existing gateway signs (above) features a blue and gold color palette, but the street signs do not reflect the colors or symbols
- The other gateway sign is hidden and hard to see from a vehicle





## Existing Signs Directional



### Edgartown Examples

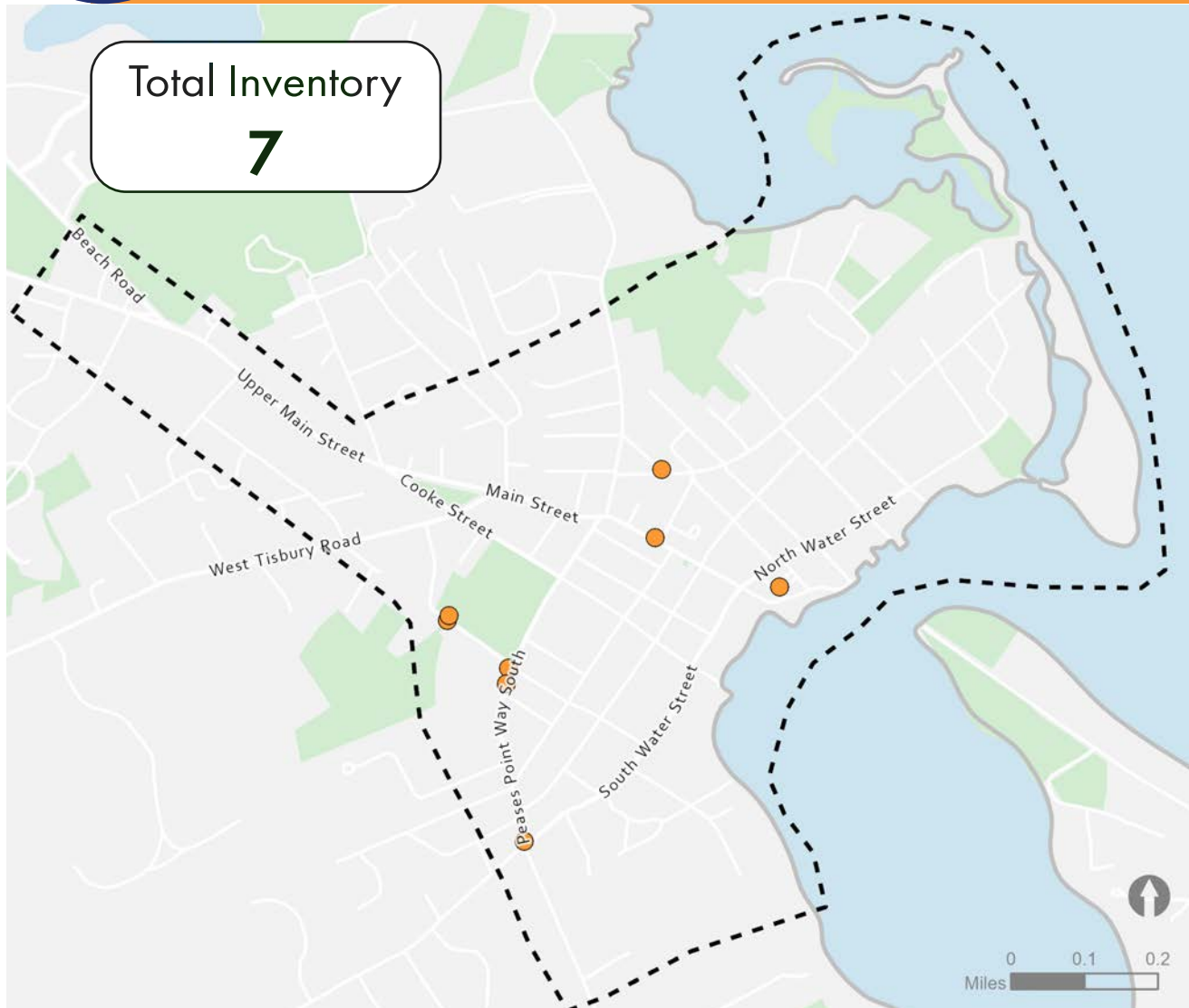


### Observations

- There is a lack of pedestrian-level directional signage throughout downtown
- Many directional signs are aimed at bicyclists, despite a lack of physical infrastructure
- Most directional signage in downtown is functional only, with no present or consistent City brand/identity to distinguish the signage or to create visual cohesion
- No information on destination distances (for pedestrians)



## Existing Signs Identification



### Edgartown Example



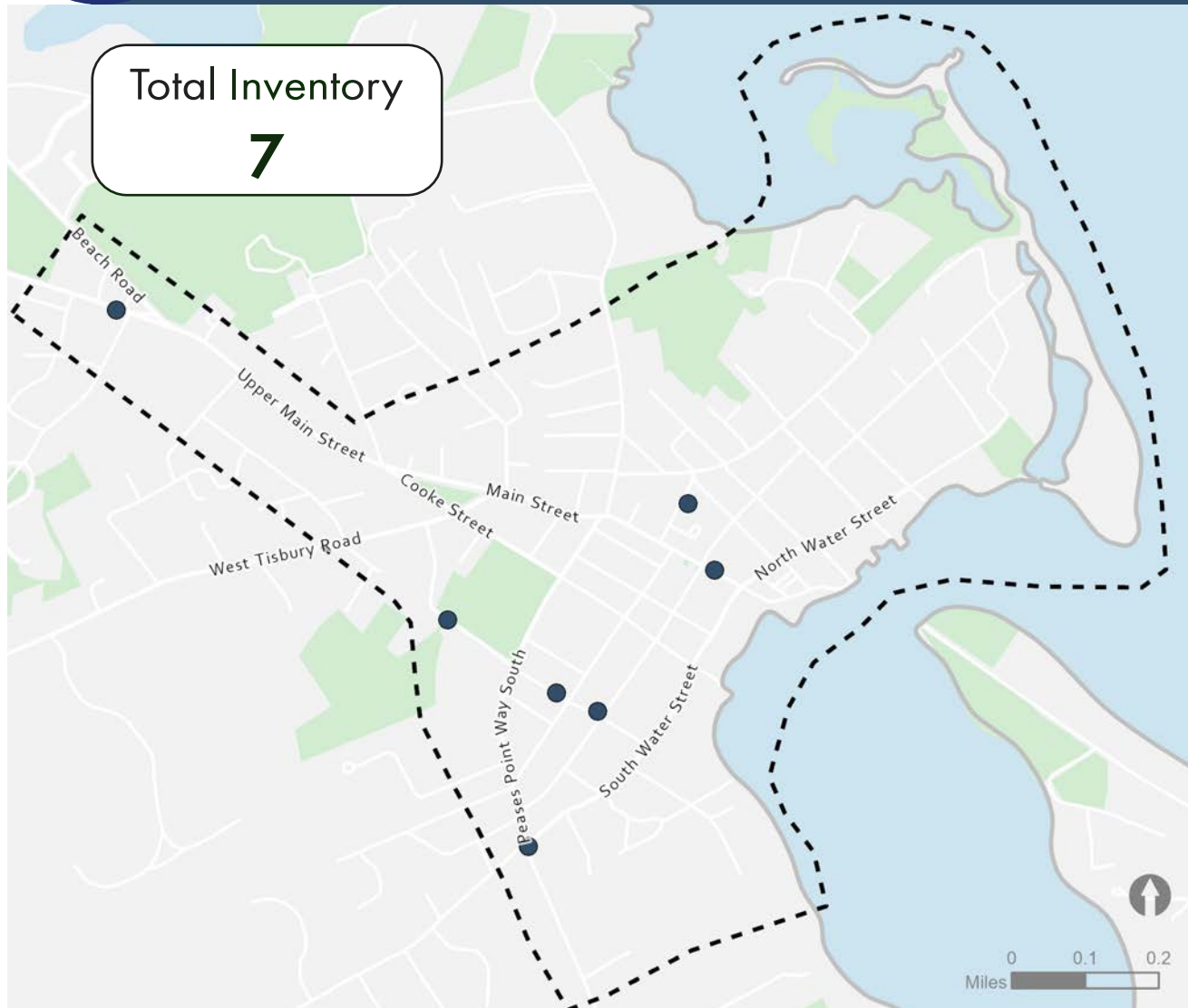
### Observations

- Privately-owned destinations utilize their own identity/branding on signage, with no clear indication of being associated with a defined downtown identity
- There is a range of materials and varying level of design detail and quality of signage
- There are few parking lot identification signs





## Existing Signs Information



### Edgartown Example



### Observations

- Privately-owned destinations utilize their own identity/branding on signage, with no clear indication of being associated with a defined downtown identity
- There is a range of materials and varying level of design detail and quality of signage
- Some identification signage is of a similar size and appearance to street signage so does not particularly stand out as being a different sign type



## Other Existing Signs Observations



Sign too small and at ground-level



Signs in need of maintenance



Signs that are partially obscured due to placement and foliage



Differing styles of similar sign types









# 4 Investigating Design Options

Design Development  
Design Components



# Design Development

## The Core Components of Wayfinding Signage Design

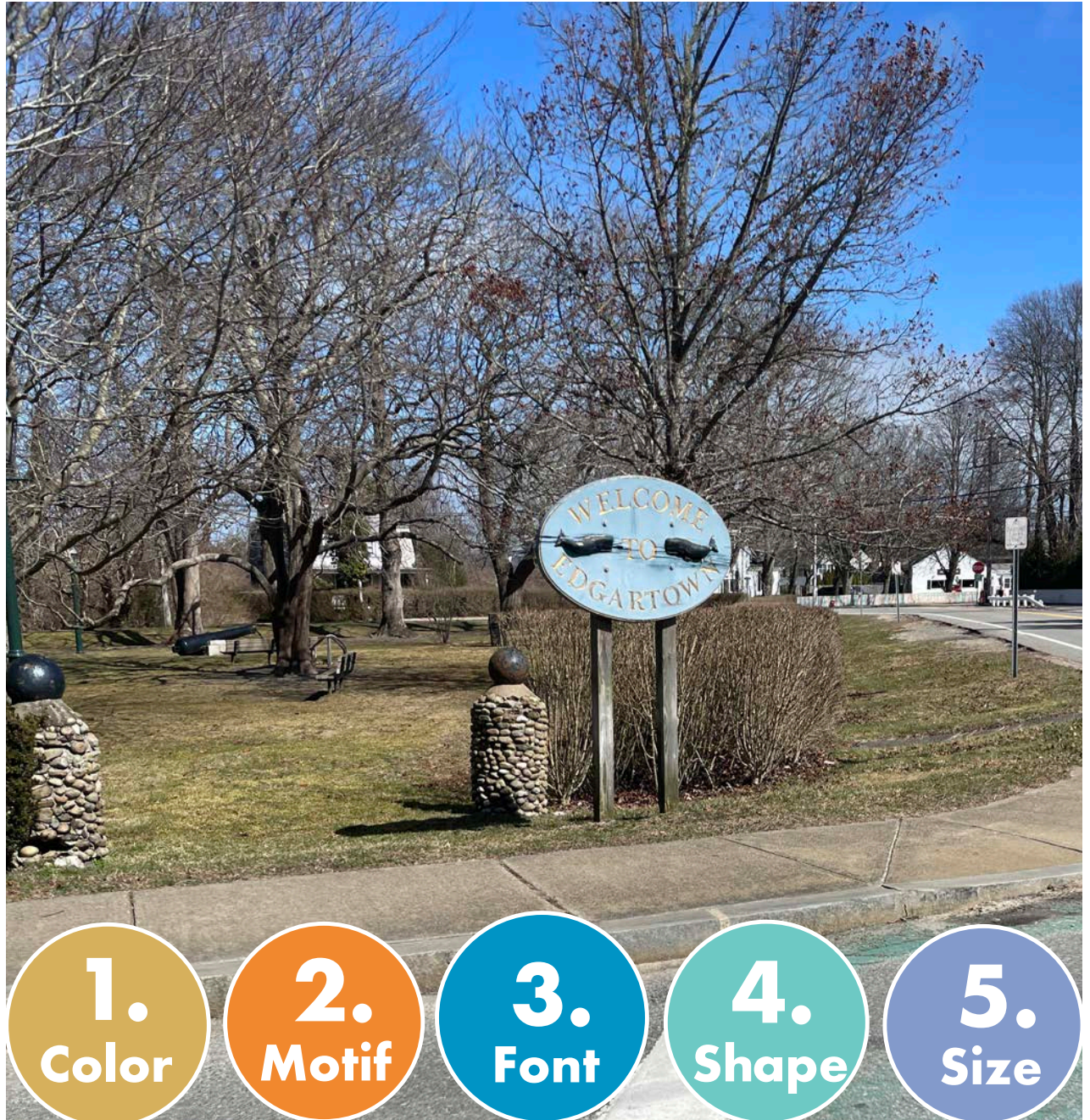
One of the primary tasks for this plan was to investigate early design concepts that could be integrated into future wayfinding signage. The Town intends to pursue future community engagement processes to develop refined design options and gain clear consensus to be able to manufacture and install signs using the guidance provided from this study.

A simple process of narrowing down the options for the five core design components of a wayfinding sign is developed for this plan.

1. Color
2. Motif
3. Font
4. Size
5. Shape

These will be described in greater detail in this section.

All design component options evaluated as part of this process were shared with the intent of identifying general preferences and establishing a foundation for future discussion.





## Design Considerations

In addition to analyzing the design of existing signs, the project team also found inspiration from characteristics associated with the community in other ways.

### Built Environment



### Institutions



### Community





# 1. Color

## Design Components

Colors are often used as a tool in wayfinding signage design to help users quickly differentiate between different types of destinations, services, or geographic areas. The examples to the right demonstrate some of the many effective approaches that could be utilized.

In Edgartown, discussions with the project team revealed openness to using color (in a conservative way that complements local history and character) to differentiate between types of destinations, such as 'Municipal Services', or 'Shopping/Dining.' With this in mind, and other inspiration found throughout the planning process, a selection of color palettes were developed for potential signage. For each palette, a dominant color is featured along with secondary colors which could potentially represent different destination categories.



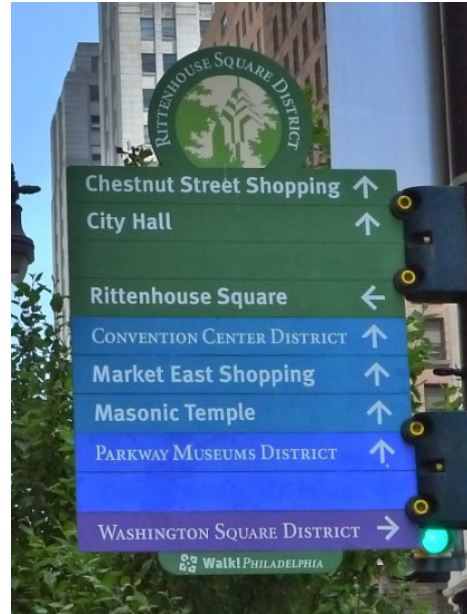
### BEST PRACTICE- Principles of Wayfinding Signage

#### Multiple Colors

If using more than one color, there should be enough contrast between them so that people with varying levels of colorblindness are able to differentiate

#### Functionality

Deeper colors help white text pop out more and be highly visible



## 2. Motif

When wayfinding signage is used to define a district or municipality, a motif/icon is often incorporated to reinforce that a visitor is still within (or heading towards) the boundaries of an area. A motif may use a symbol that is representative of a unique feature of the built or natural environment, may reflect the general character, or reference other local symbology, such as a government seal. There are endless possibilities



### BEST PRACTICE- Principles of Wayfinding Signage

#### Level of Detail

Motifs should be simple and not overly detailed so they can be scaled easily to different sizes

#### Functionality

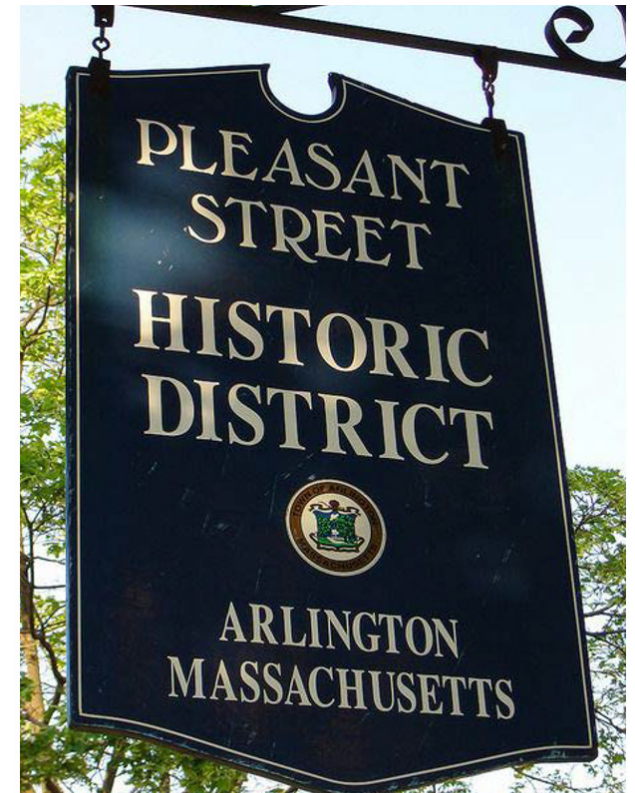
The motif should be recognizable from a distance but not distract from the information on the sign

#### Timelessness

The design should avoid techniques or styles that are distinctly "of the moment" so that it is still appealing years later

for how a motif could be integrated, in terms of scale and proportion. A few simple examples are shown on this page.

Several early design concepts of motifs were developed for this wayfinding plan which are intended to be further developed through future efforts. The concepts were informed by various sources regarding the character of Downtown Edgartown, both currently and how it would like to be perceived. The concepts were shared with the Project Team and are shown on the opposite page. Both a monochrome and multi-colored example version (using one of the palette options) are included for context to demonstrate how a motif might look in different formats.





### 3. Font

The single most important purpose of a wayfinding sign is to **clearly communicate information**. As such, the font used on signage is one of the most important aspects of its design. Best practice guidance generally recommends that signage lettering incorporates a sans-serif font for optimal clarity/legibility. There are many options of sans-serif fonts, each with slightly different characteristics.

Several sans-serif fonts were selected for consideration for a potential Downtown Edgartown wayfinding system because they offered some combination of the following characteristics:

- **Clean**
- **Crisp**
- **Timeless**
- **Friendly**
- **Confident**
- **Flexible** (look good with different motifs)

The fonts were shared with the project team using the same language and against the same color background for comparison purposes.



#### BEST PRACTICE-

#### Massachusetts Department of Transportation (MassDOT) Guidance

##### Legibility

Sign legibility is a direct function of letter size and spacing. Legibility distance has to be sufficient to give road users enough time to read and comprehend the sign. Under optimal conditions, a guide sign message can be read and understood in a brief glance. The legibility distance takes into account factors such as inattention, blocking of view by other vehicles, unfavorable weather, poor eyesight, or other causes for delayed or slow reading. Where conditions permit, repetition of guide information on successive signs gives the road user more than one opportunity to obtain the information needed.

*(From the MassDOT Manual on Uniform Traffic Control Devices and the Standard Municipal Traffic Code)*

#### Principles of Wayfinding Signage Lettering

##### Font Family

Sans-serif fonts are the most legible (see sample below) as the "feet" and other details of serif fonts can skew or distort lettering as the distance from the sign increases. Unusual or "zany" fonts should not be used but those which are "universal," meaning they can be read quickly and easily by anyone.

##### Lettering Size

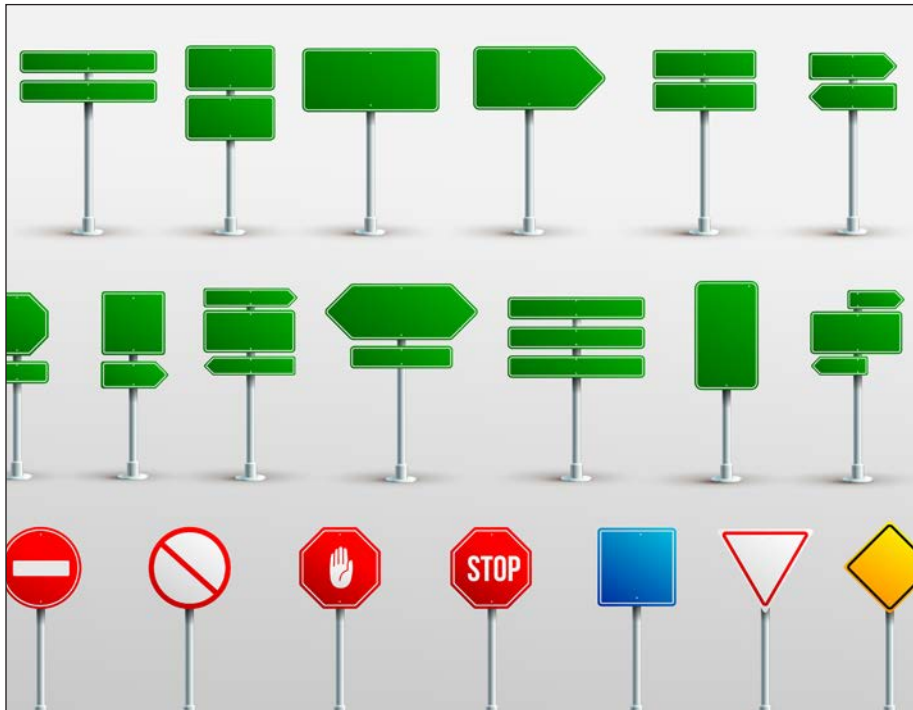
Recommended font size should be 1 inch for every 10 feet of viewing distance (important to consider for signs that are intended for different modes)



## 4. Shape

Wayfinding signage systems can sometimes benefit from incorporating a distinct shape to distinguish it from other signage on the road. There are a few things to consider with sign shapes:

- Clarity-**  
 Non-rectangular shapes should not be similar to those of State-owned roadway signage to reduce potential confusion about regulations associated with signs of particular shapes (such as a STOP sign or others shown in the last row below).
- Fabrication-**  
 The complexity of the shape will have an impact on both the ease of the fabrication process and the cost of producing the sign.



## 5. Size

As demonstrated earlier in this document, the size of wayfinding signage is not one-size-fits-all and should be determined based on the type of user the sign is intended for (motorist, bicyclist, pedestrian). The size of a sign should also be informed by the speed limit of a road it is placed on (i.e., the speed of travel when a visitor passes a sign) and with consideration of the amount of lettering needed on the sign and best practice for lettering size.

An example from TXDOT's guidance on road sign sizes (based on the Manual on Uniform Traffic Control Devices- MUTCD) is shown below for reference of general best practice.

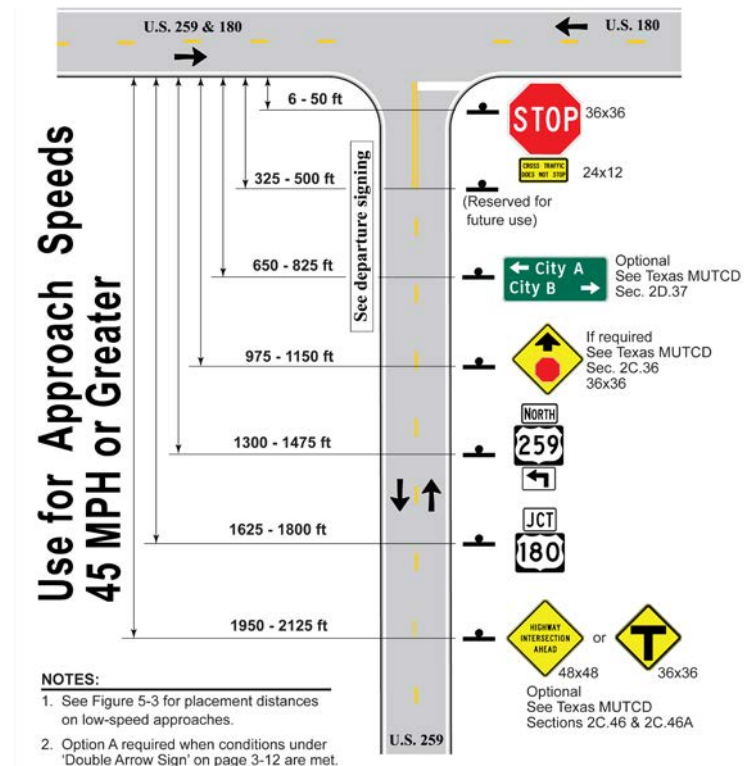


Figure 5-2. Convention for Sign Placement Distances on High-Speed Approach









5

# Community Engagement

Public Survey



# General Public

## Identifying Preferences

The project team conducted an online survey in June 2024 to better understand perceptions regarding the effectiveness and designs of existing signage, as well as to gauge associations to characteristics and motifs that could potentially be representative of Edgartown in the development of a Town wayfinding brand. This feedback helped inform the recommended signing package for this particular effort. The survey was advertised through various online platforms.

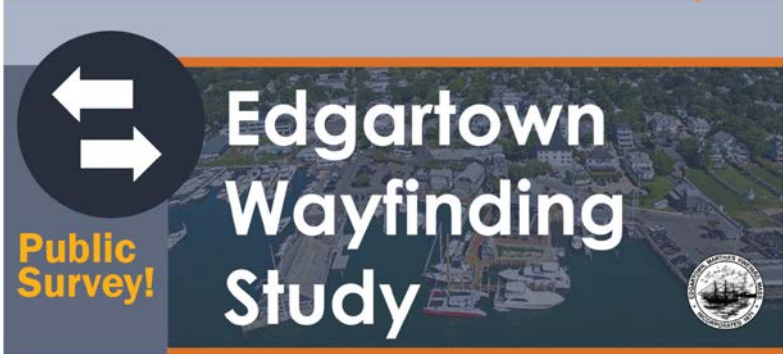
Responses included a good mix of residents, business owners, and some employees. The results from this survey may be used to inform the direction of a future, more comprehensive public engagement process regarding the brand/identity of Downtown Edgartown and the integration of a long-term signage strategy.

### Key Comments from Survey

#### Future Signage

- Desire for brand/design that is recognizable and reflects Town character
- Need better bicycle signage
- Need to direct to bathrooms, ADA access areas
- Walking distances on signage should be included to demonstrate walkability of town
- More formal signage for the historic sites (such as Boston's Freedom Trail) would be nice
- Signage needed to direct to commercial spots beyond Main Street (e.g., Dock Street)
- The signs should focus on vibrance of downtown and move away from being too sterile or stuffy

42  
participants



**Edgartown Wayfinding Study**

**Public Survey!**

**What do you think about wayfinding signage in Downtown Edgartown?**

The Town has been developing a wayfinding study in downtown Edgartown to:

- Establish an inventory of existing signage
- Ensure signs serve various types of users
- Identify locations for new signage to better direct visitors to downtown and nearby destinations
- Use signage to improve visibility of parking and access to parking
- Create a sense of arrival with a distinct sign style that reflects the character of Downtown

Tell us about your experience when visiting Edgartown, your thoughts on the current signs, and other input that will directly inform where new signs should be located and how they might be designed in the future!

**WHEN?** Open until June 28th, 2024

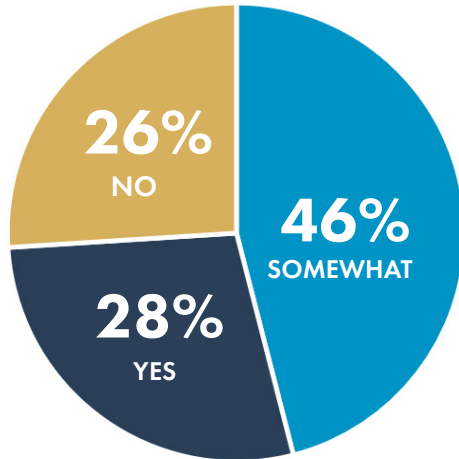
Scan the QR code or visit this website:  
<https://tinyurl.com/EdgartownSigns>

**HOW?** Contact **Erin Ready**  
Executive Director, Edgartown Board of Trade  
[erinreadymv@gmail.com](mailto:erinreadymv@gmail.com)

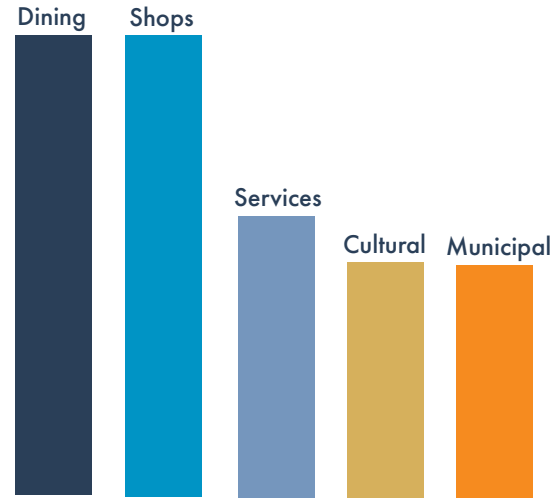
**QUESTIONS?**

## Public Survey Data Summary

Is the existing signage reflective of Edgartown's character?



These are the top 5 types of destination that customers/visitors visit in Downtown Edgartown.

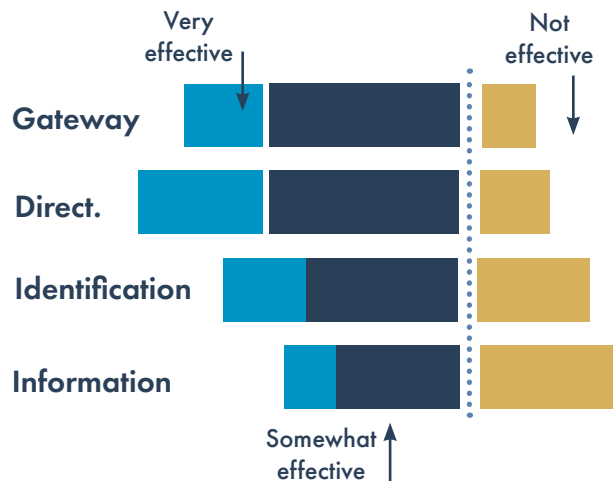


## Key Characteristics

The following are characterizations of Edgartown that the public ranked.

1. Historic
2. Classic
3. Quaint
4. Timeless
5. Refined
6. Water Connection

How effective do you generally think the existing wayfinding signs in Edgartown are in serving their purpose?



Although the early motif concepts were not shared beyond the project team, when asked to identify which motif/icon best represents Edgartown, a lighthouse was the clear preference of survey respondents.

**LIGHTHOUSE**  
ARCHITECTURE  
WHALE  
SHIP



When asked to select a preferred color palette from three options that could be used on signage, this option was the clear preference.







COOKE HOUSE LEGACY GARDENS

GATEHOUSE





# 6 Recommended Wayfinding System

Process Summary

Sign Design Options and Recommended Locations

Further Considerations

Recommended Wayfinding Signage Inventory Matrix





# Process Summary

1

**Refine what we know about existing conditions** (details of signage and other considerations)

2

**Identify key decision points when navigating to destinations** (vehicles and pedestrians)

3

**Determine optimal locations for new signage by typology**

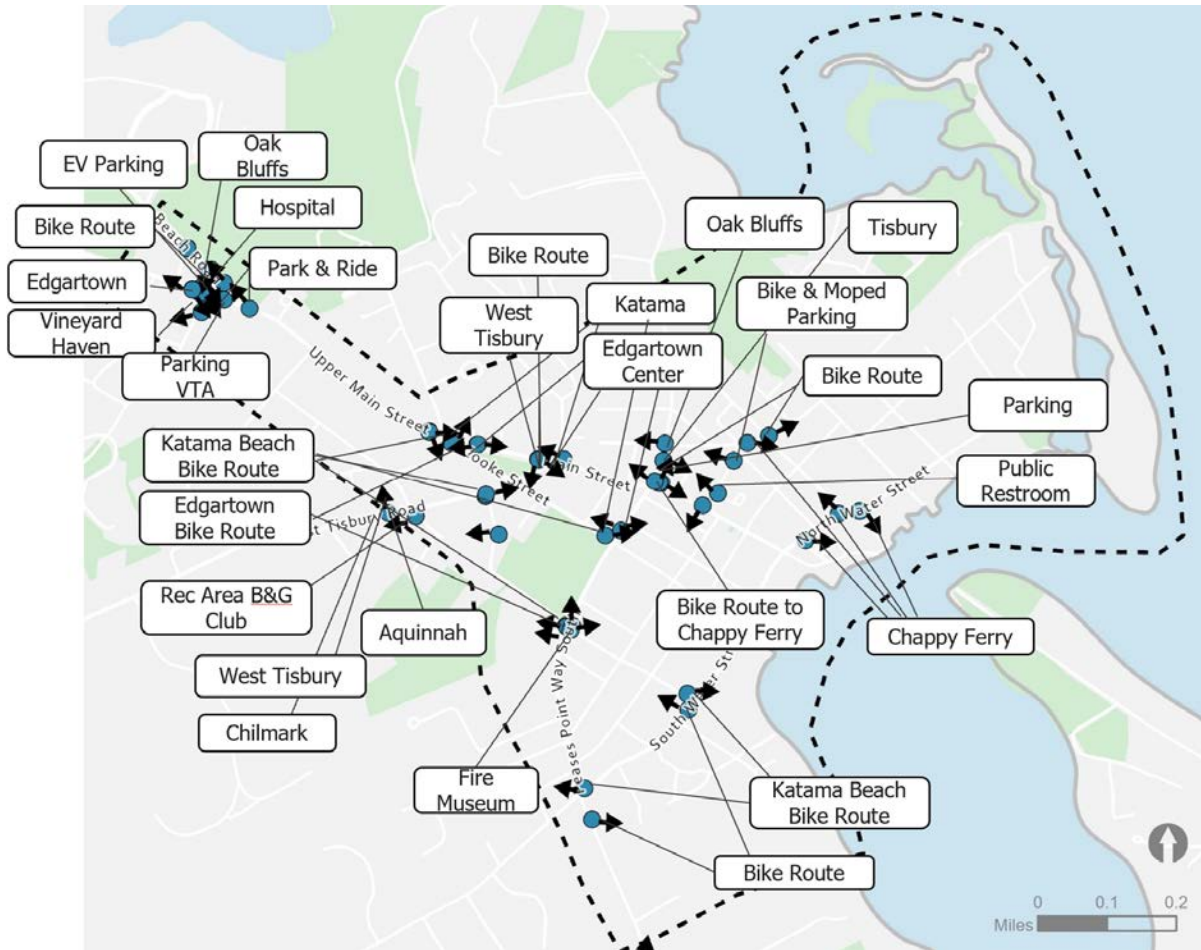
4

**Design final signs language and arrows**

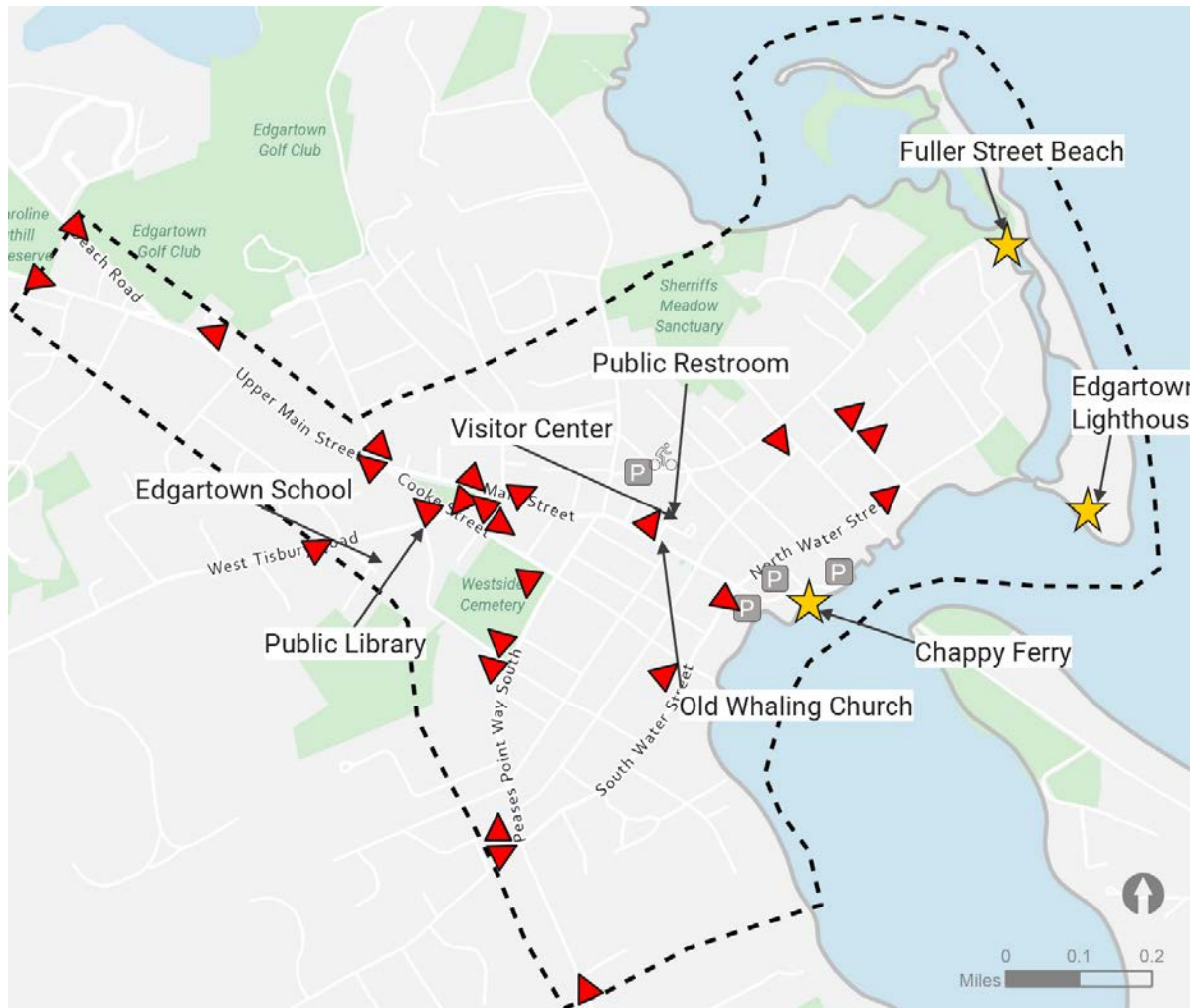
## 1. Understand the details of existing signage

### EXISTING DIRECTIONAL SIGNAGE

Beyond capturing a general inventory of where signs are located, this process included identifying the language on each of the existing **directional** signs in the Downtown Edgartown area and determining which way the arrows on the signage were pointing. This was a critical exercise to understand how a driver is being directed to specific destinations, if the destination is being reinforced through sequential signage, and if there are gaps in the directional signage system for where a sign *should* be guiding a driver to specific destinations. For example, there are no signs pointing towards destinations along Main Street, such as Town Hall, or directing vehicle drivers towards the beaches. There are also no signs indicating walking distances to promote parking near the library and walking the short distance into downtown, for instance.







## 2a. Identify optimal navigation locations throughout the Downtown

### NAVIGATION DECISION POINTS

When a motorist, pedestrian, or bicyclist is arriving into Downtown Edgartown from various directions, there are key navigation points where signage is generally recommended for capturing their attention. This is particularly important for first-time or less-familiar visitors to Edgartown. Navigation decision points are those areas (typically intersections) where a visitor could potentially be diverted to a different direction than they intended. Reinforcing decision points occurs at less critical intersections but continues to reassure a visitor is still heading towards their desired destination.



## 2b. Identify significant and notable destinations for signage

### DOWNTOWN DESTINATIONS

Following several discussions, the Project Team identified the destinations that should be included on the new directional signage based on a general hierarchy. These are shown in relation to public parking facilities.

#### **SIGNIFICANT** ★

- Downtown Edgartown
- Edgartown Harbor Lighthouse
- Chappaquiddick Ferry
- Memorial Wharf
- Edgartown Visitor Center

#### **NOTABLE** ★

- Fuller Beach
- Chappaquiddick Beach
- Cannonball Park
- Edgartown School
- Edgartown Public Library
- Edgartown Town Hall
- Recreation Center
- Old Whaling Church
- Antique Fire Museum

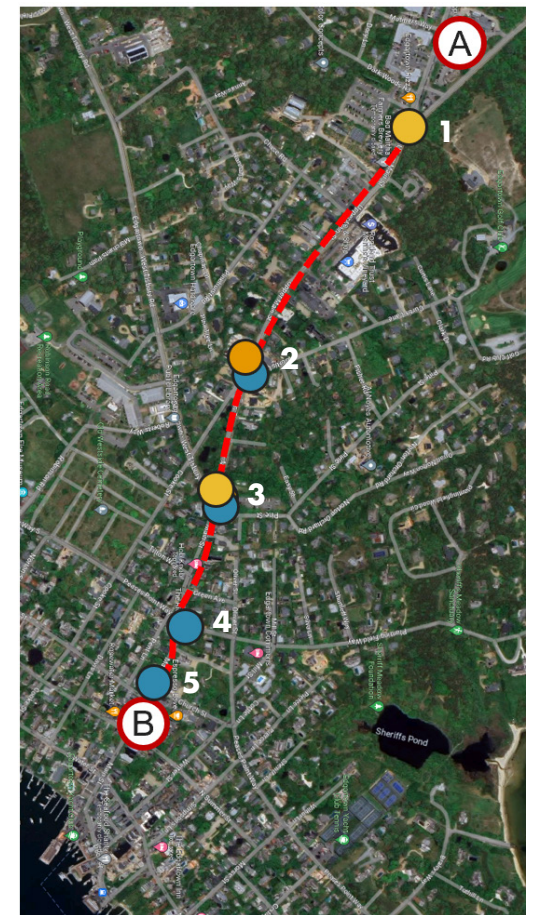
#### **GENERAL**

- Beaches
- Vehicle and Bike Parking
- Public Restroom
- Preservation Trust Properties
- Shops/Restaurants

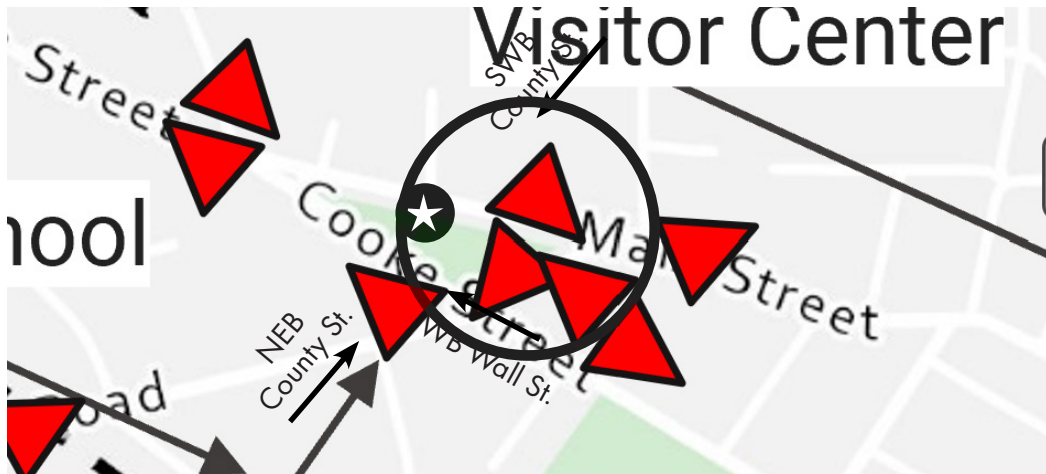


### 3. Use a sample journey experience to generally visualize which typologies of signage should steer a visitor towards downtown Edgartown

These images depict a general visualization of how a motorist could better benefit from increased wayfinding signage when arriving into Downtown Edgartown from an example journey between **Point A (intersection of Upper Main Street and Beach Road)** and **Point B (intersection of Main Street and Peases Point Way)**. The map demonstrates the general principle that signage should occur at a regular frequency that reinforces a driver as they arrive closer to their destination.







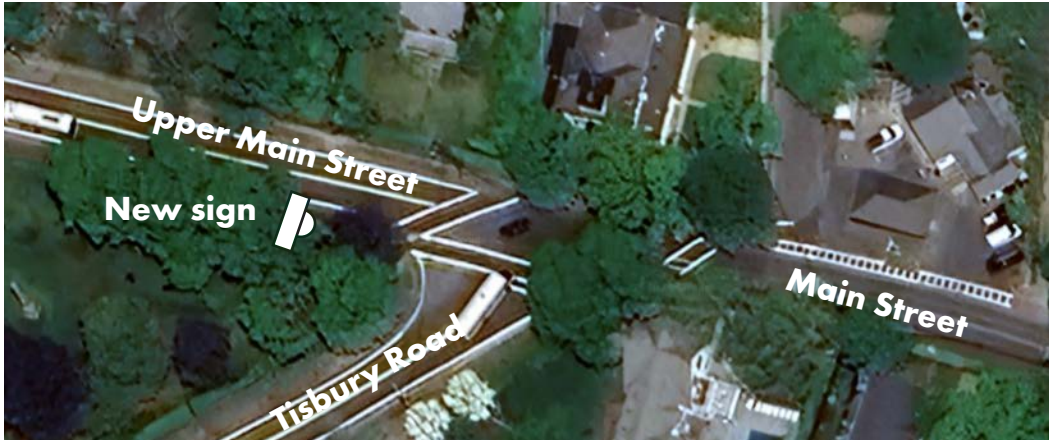
## 4a. Intersection-level needs

With an understanding of the general locations needed for new signage across the entire downtown, the next step was to zoom into each location or intersection to understand specific signage needs. The intersection to the left (Upper Main Street, Main Street, and Tisbury Road) is a sample of this process. The downtown destinations that are logical for being included on wayfinding signage at this particular location are identified in bold text below. To direct people to the destinations below who may be arriving to the intersection from different approaches, the direction of the arrows for each destination has been broken down, more specifically.



- **Beaches**
- **Ferry**
- **Shops/Restaurants**
- **Old Whaling Church**
  - Arrow pointing straight from Upper Main St
  - Arrow pointing right from W. Tisbury Rd
- **Public Parking**
  - Arrow pointing straight and right from Upper Main
  - Arrow pointing right from W. Tisbury Rd
- **Edgartown School**
- **Public Library**
- **Antique Fire Museum**
  - Arrow pointing right from Upper Main St





## 4b. Sign-specific language

Going into even further detail, this step involves isolating the destinations and arrow direction needs applicable to one vehicle approach (eastbound, in this case), at the Main/Upper Main/West Tisbury Road intersection. By eliminating the details below which are relevant to the other intersection approaches, this results in understanding specifically what information would potentially be included on one specific proposed sign for eastbound drivers. The graphic on the bottom left demonstrates at a very general level the destinations/information that would be needed on this particular sign.

Stantec went through this exercise for priority recommended signage areas/intersections in the downtown core as part of developing an overall recommended signage inventory approach for the Town to continue with in future signing efforts.

### ▲ DOWNTOWN EDGARTOWN BEACHES

#### FERRY/MEMORIAL WHARF

Shops/Restaurants

Old Whaling Church

#### ▲▶ Public Parking

#### ▶ Edgartown School

Public Library

Antique Fire Museum

- **Beaches**
- **Ferry**
- **Shops/Restaurants**
- **Old Whaling Church**
  - Arrow pointing straight from Upper Main St
  - ~~Arrow pointing right from W. Tisbury Rd~~
- **Public Parking**
  - Arrow pointing straight and right from Upper Main
  - ~~Arrow pointing right from W. Tisbury Rd~~
- **Edgartown School**
- **Public Library**
- **Antique Fire Museum**
  - Arrow pointing right from Upper Main St

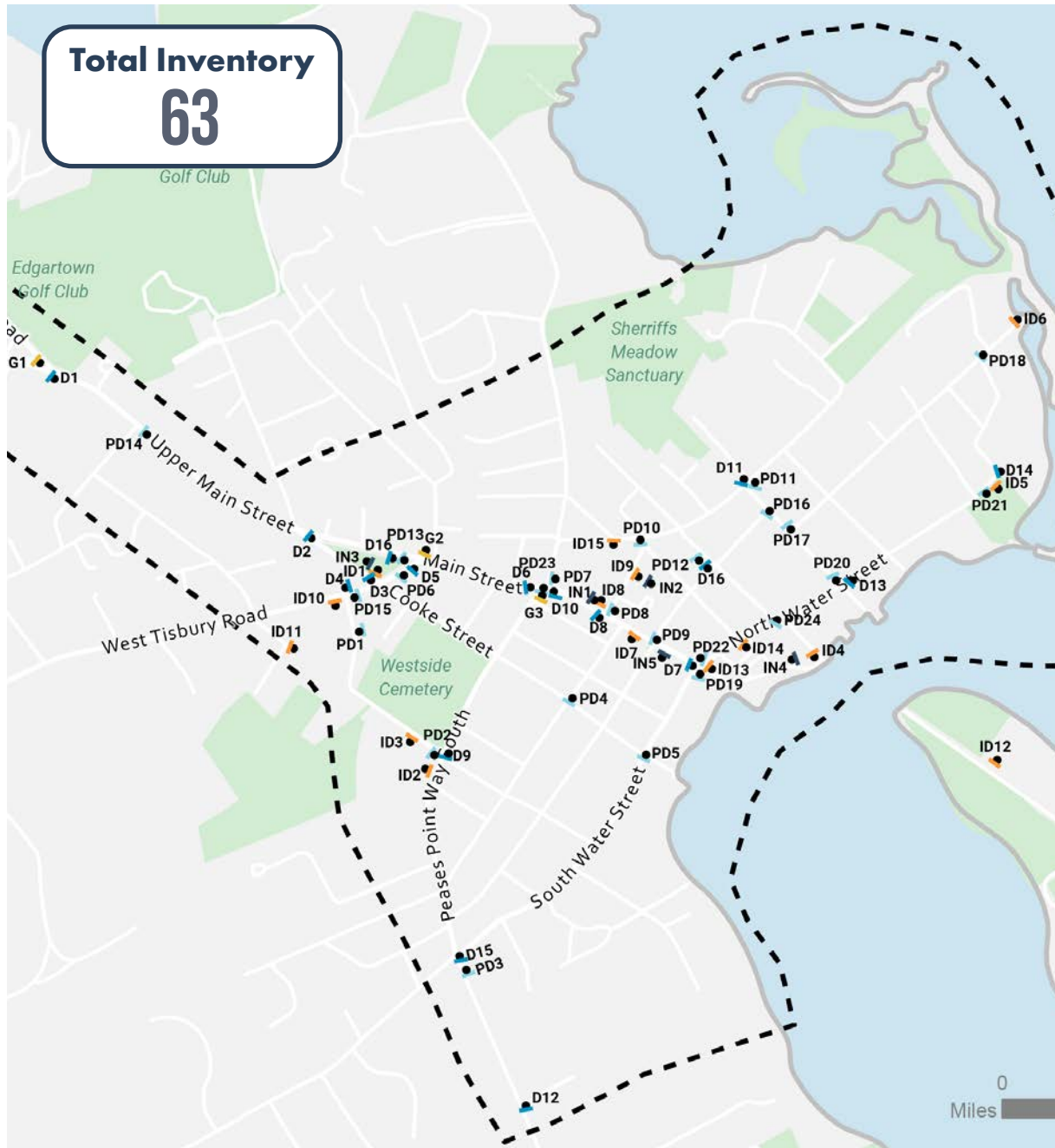
**Total Inventory**  
**63**

## Proposed Signs Entire System

This map demonstrates the entire proposed system of wayfinding signage for Downtown Edgartown, with the four typologies of signs shown. Each sign is positioned so that the colored rectangle is facing the intended approach of the user, while the circle indicates the back post of the sign. The recommended locations are generally placed, and will require further discussions and site review with the Town and DPW to finalize exact installation locations.

Details about each individual sign, including the recommended destinations, arrow directions, and other specifications, can be found in the 'Recommended Wayfinding Sign Inventory Matrix.' An identification number has been included with each sign, for reference.

The following pages include maps of the signs for each of the four sign typologies, separately.





## Total Inventory

3



## Proposed Signs Gateway

With consideration that downtown Edgartown is primarily accessed by visitors arriving from multiple directions, this plan recommends gateway signs placed just beyond the key, natural boundaries of the Main Street and commercial core area. Although these recommended locations are the most logical areas for welcoming visitors, the condition of nearby infrastructure and the types of adjacent uses may influence whether a different location is better suited to highlighting the downtown area in its best light.



Source: Google

Total Inventory  
**40**



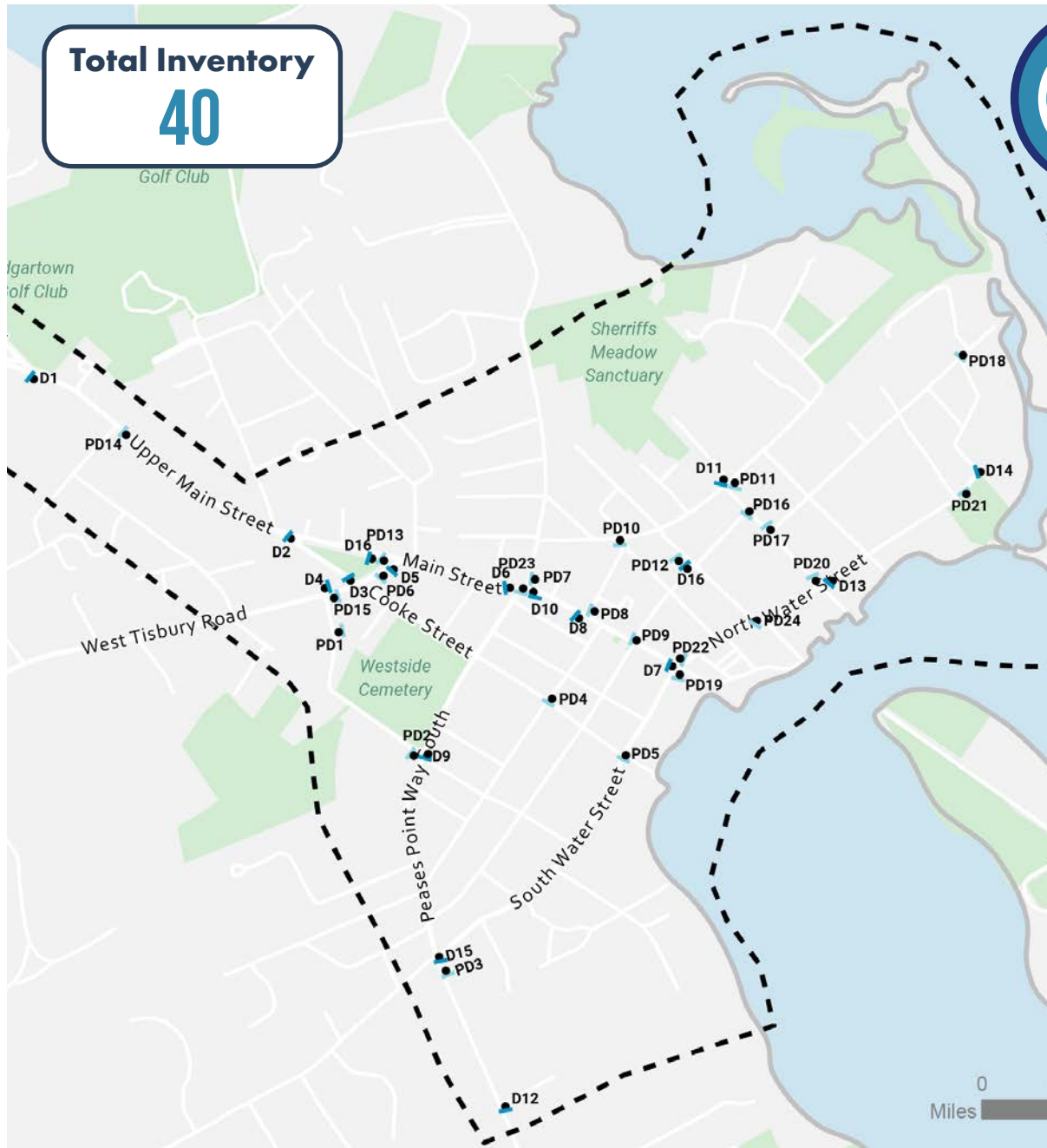
## Proposed Signs Directional

### Downtown Area

Based on various factors including safety, the desire of the Town to promote a walkable and navigable environment, and an understanding of where specific destinations need to be reinforced, this map identifies the recommended locations of directional signage for both vehicles (signs labeled D# on the map) and pedestrians/bicyclists (signs labeled PD# on the map).

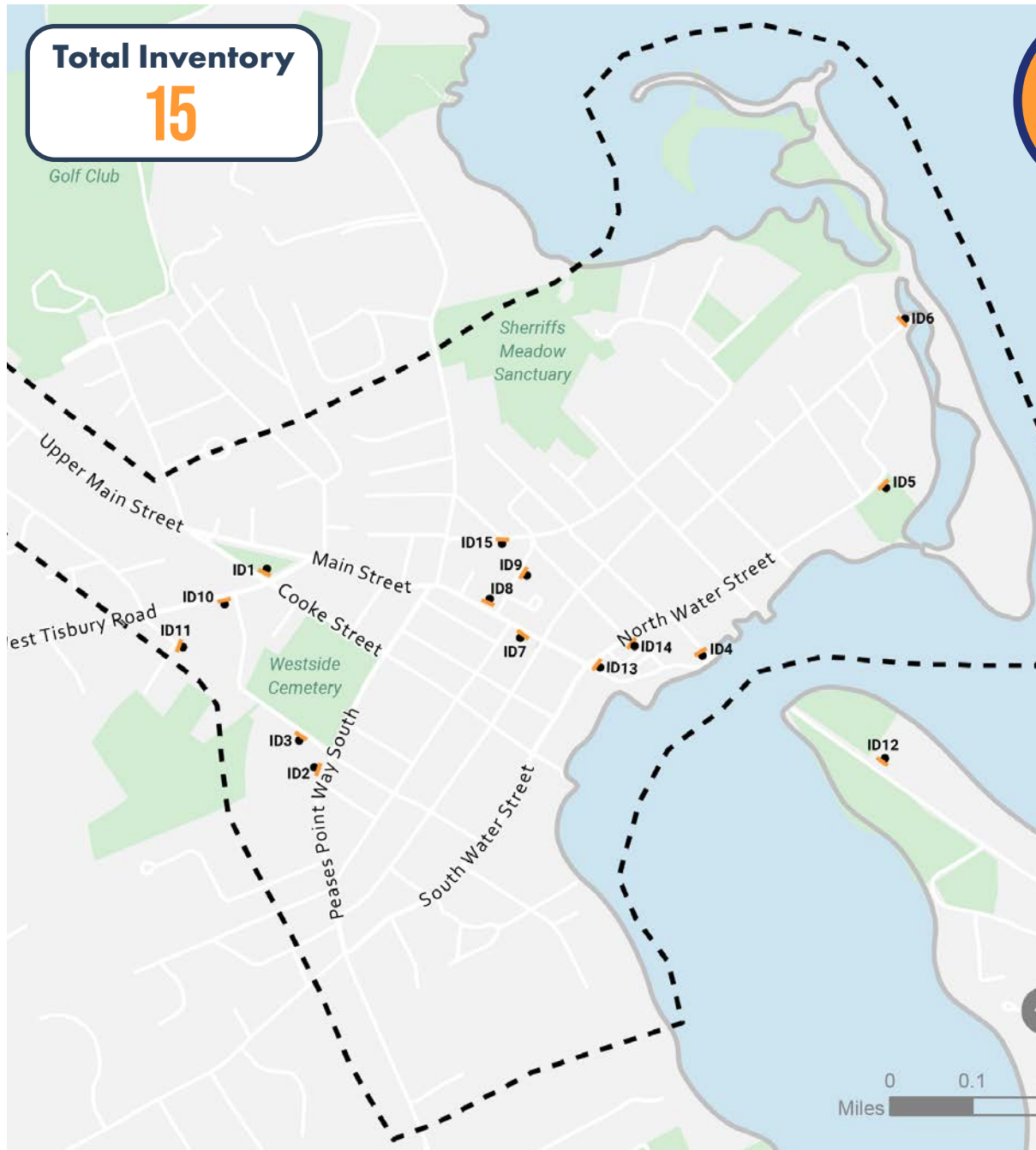
### Beyond Downtown

Although this study is focused on the immediate downtown area, a desire for directional signs to downtown from farther away was also identified during the planning process, such as from The Martha's Vineyard Airport. Using the guidance provided in this plan, the City should further investigate these opportunities.





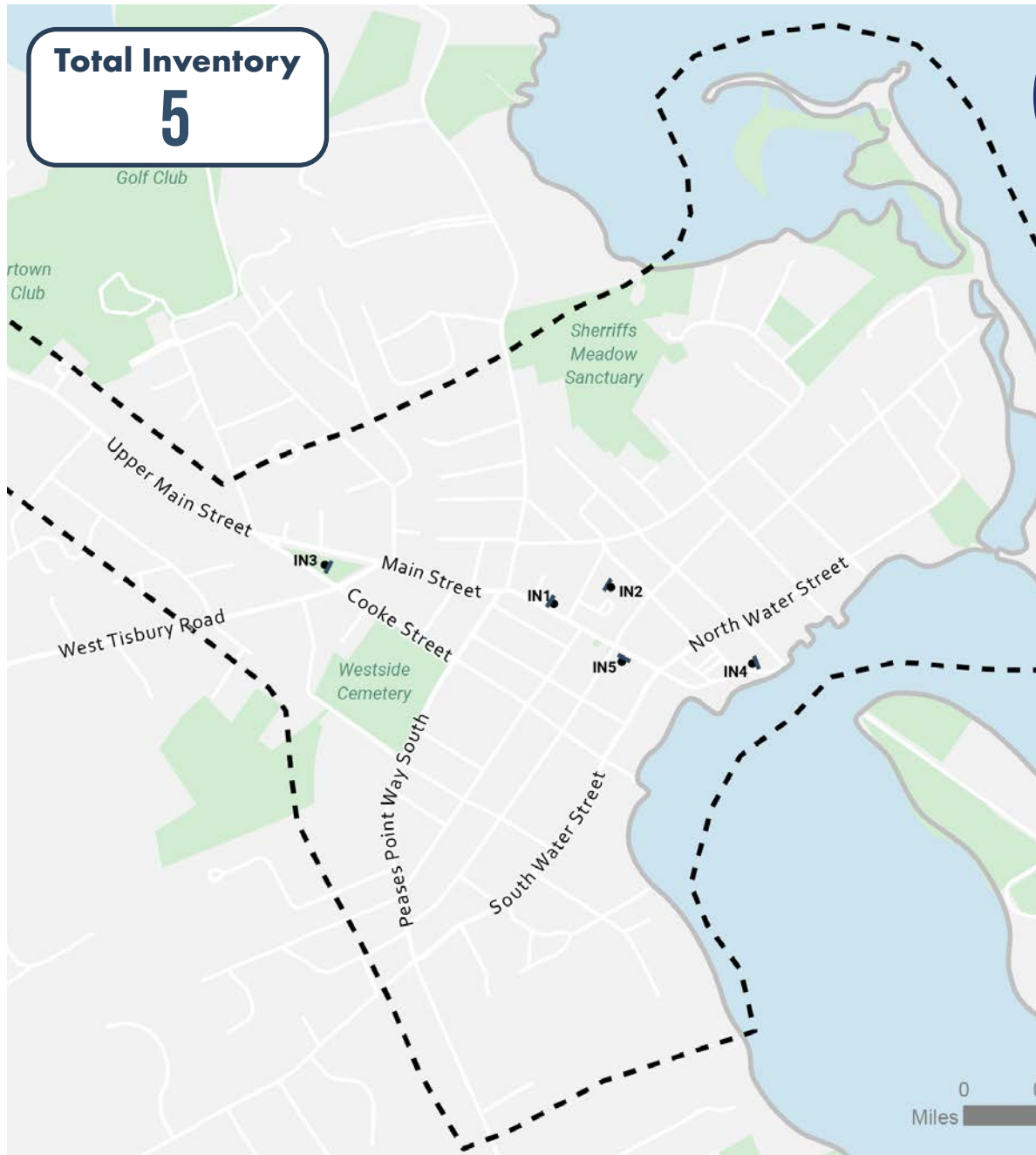
**Total Inventory**  
**15**



## Proposed Signs Identification

This plan recommends that all public parking facilities include an identification sign, and they are named to align with a consistent system (e.g., parking lots named using the nearest street or landmark). Town Hall, the Library, and Memorial Wharf are some of the locations that would benefit from similarly recognizable signage.

**Total Inventory**  
**5**



## Proposed Signs Information

Based on the understanding that pedestrians (including those who use wheelchairs and other assisted mobility devices) are the target user for information signage, five priority areas have been identified for recommended signs. The core commercial area of downtown is walkable, and centrally-located signs can provide locally-relevant information to those who have already arrived in the center. A sign located near the ferry can capture those who have just arrived or are waiting for a ferry, and a sign located at Cannonball Park can provide guidance just beyond the downtown core with information for visitors who may not be aware of other nearby destinations in the downtown.

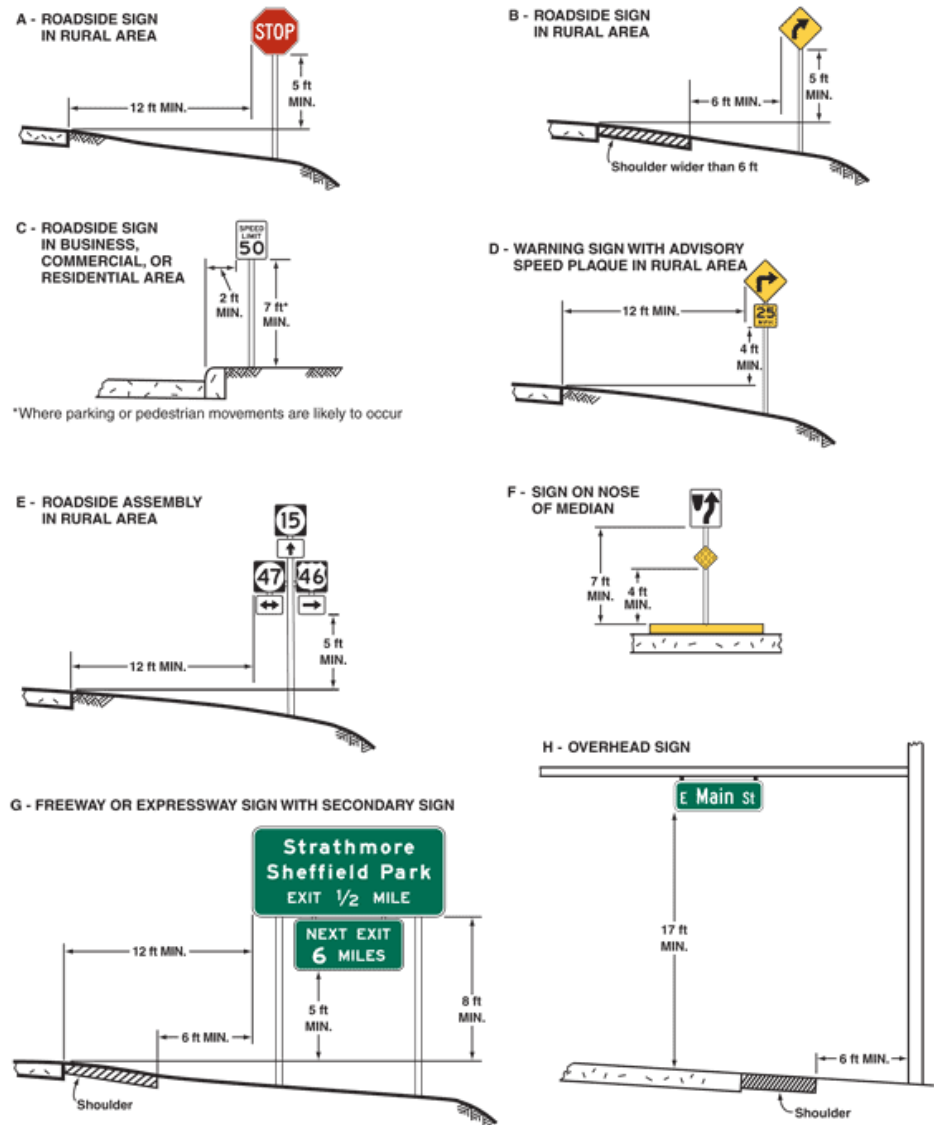


## Sign Installation Considerations

This plan also takes into account how a sign might be installed, asking questions like: "What fixtures exist now and are they usable?" "What other street furniture or fixtures are nearby?" "What is the surface material and its condition?" "Are there any slopes to be aware of?"



Figure 2A-2. Examples of Heights and Lateral Locations of Sign Installations



Note:

See Section 2A.19 for reduced lateral offset distances that may be used in areas where lateral offsets are limited, and in business, commercial, or residential areas where sidewalk width is limited or where existing poles are close to the curb.

# Further Considerations for Implementation

## Essential steps in working towards an effective, long-term downtown wayfinding strategy

In addition to best practice guidance shared throughout this report, the following steps are recommended to the Town of Edgartown to support the short-term implementation of wayfinding signage and to reinforce the effectiveness of a future, longer-term approach:

- **Develop a plan** like this when preparing a longer-term wayfinding plan
- **Secure consensus** through further public engagement to progress towards refined signage designs
- Identify **potential funding sources** for the development of Gateway signage (taking into consideration the need to fund potential phases)
- Formalize a list and map of final **defined sign locations**
- Engage DPW and other relevant parties to **check compliance prior to installation** e.g., ADA clearance, height above grade, conflicts with regulatory signage, the potential utilization of breakaway bases, etc.
- Consider how to prioritize and **integrate technology** into a longer-term, more user-friendly wayfinding system (e.g., lighting elements, digital travel information, interactive features, etc.)
- **Develop a maintenance plan** to support the long-term upkeep and re-evaluation of the wayfinding system, periodic cleaning and replacements due to wear, system expansion, etc.
- Consider how **other visitor platforms** can support and "speak to" the wayfinding system (e.g., web, social media, printed materials)
- Think of the improved physical components of wayfinding as part of a **broader wayfinding and destination strategy** for Downtown Edgartown (e.g., tourism programs, restaurant promotion, special event advertising, etc.)



## Recommended Wayfinding Signage Inventory Matrix

By applying these key considerations to the directional signing process and other non-directional wayfinding needs, a Recommended Wayfinding Inventory Signage Matrix was developed. This matrix outlines information about a priority selection of recommended signs in detail, such as the recommended positioning of the sign, the destinations to be identified on the signage (as informed by the planning process, to date, and the likely method of installation required. This has been developed as a valuable tool/template for the Town to further expand upon as the next phase of establishing a long-term wayfinding signage program is pursued.

### DOWNTOWN EDGARTOWN RECOMMENDED WAYFINDING SIGNAGE INVENTORY MATRIX

IDENTIFICATION SIGNAGE							
Loc ID	Location Name	Recommended Position	Language	Other Features	Installation Method	Priority?	
ID1	Cannonball Park	Facing south	Cannonball Park	To be defined through future process	To be defined through future process		
ID2	Fire Mueseum	facing east	Fire Mueseum				
ID3	Westside Cemetary	facing north	Westside Cemetery				
ID4	Chappy Ferry	facing north	Chappy Ferry			Y	
ID4	Memorial Wharf	facing north	Memorial Wharf				
ID5	Edgartown Lighthouse	facing northwest	Edgartown Lighthouse				
ID5	Lighthouse Beach	facing northwest	Lighthouse Beach				
ID6	Fuller Beach	facing southwest	Fuller Beach				
ID7	Town Hall	facing northeast	Town Hall				
ID8	Old Whaling Church	facing southwest	Old Whaling Church				
ID9	Visitor Center	facing west	Visitor Center			Y	
ID9	Public Restrooms at Visitor Center	facing west	Public Restrooms				
ID10	Public Library	facing north	Public Library				
ID11	Boys & Girls Club	facing west	Boys & Girls Club				
ID12	Chappy Beach	facing southwest	Chappy Beach				
ID13	Public Parking at N Water St	facing northwest	Public Parking Lot	Y			
ID14	Public Parking at N Water St	facing northwest	Public Parking Lot	Y			
ID15	Bike Parking at Peases Point Way and Church St	facing north	Bike Parking	Y			
INFORMATIONAL SIGNAGE							
Loc ID	Nearest Location/Property Name	Recommended Position	Sign Title / Information to Include	Other Features	Installation Method	Priority?	
IN1	Old Whaling Church	on Main Street	Downtown Edgartown/Wayfinding map including: destinations by letter (include website or 'seasonal' info in legend, if relevant), 'You are Here' marker, 5-min walking radius circle, transportation options using symbols	To be defined through future process, but digital component recommended	To be defined through future process		
IN2	Visitor Center	on Church St				Y	
IN3	Cannonball Park	southwest side of park					
IN4	Chappy Ferry	at Kelly St and Dock St				Y	
IN5	Main St and S Summer St	southeast side of intersection					
GATEWAY SIGNAGE							
Loc ID	Nearest Address/Property Name	Recommended Position	Sign Title / Information to Include	Other Features	Installation Method	Priority?	
G1	Beach Rd, Upper Main St, and Vineyard Haven Rd	Facing Upper Main Street west	Welcome to Edgartown	To be defined through future process	To be defined through future process		
	G2	Main Street and West Tisbury Rd	Facing West Tisbury Road			Downtown Edgartown	Y
	G3	Peases Point Way S and Main St	Facing Peases Point Way S			Downtown Edgartown	

DIRECTIONAL SIGNAGE						
Loc ID	Road(s) / Intersection	Positioning / Traveler Direction	Language (Bold indicates primary destination)	Arrow Direction(s)	Installation Method	Priority?
PD1	Roberts Way @ Library Parking	Eastbound towards the Library Parking lot	Downtown Edgartown	←	To be defined through future process	Y
			Fire Museum	←		
			School	↑		
			Boys & Girls Club Recreation Center	→		
			Library	→		
			Cannonball Park	→		
PD2	Peases Point Way S @ Robinson Road	Southeast on Robinson Rd	Downtown Edgartown	←		Y
			Edgartown Lighthouse	←		
			Visitor Center	←		
			Chappy Ferry	←		
			Beaches	←		
			Vehicle and Bike Parking	←		
			Shops/Restaurants	←		
			Fire Museum	→		
PD3	Peases Point Way S @ S Water St	Northbound on Peases Point Way S	Downtown Edgartown	→		
			Edgartown Lighthouse	→		
			Memorial Warf	→		
			Beaches	→		
			Cannonball Park	↑		
			School	↑		
			Library	↑		
PD4	School St @ Cooke St	Northeastbound on School St	Visitor Center	↑		
			Downtown Edgartown	↑		
			Edgartown Lighthouse	↑		
			Memorial Warf	↗		
			Shops/Restaurants	↑		
			Whaling Church	↑		
			Preservation Trust	↑		
			Vehicle and Bike Parking	↑		
			Beaches	↑		
			Library	←		
			Cannonball Park	←		
PD5	S Water St @ Cooke St	Northbound on S Water St	Visitor Center	↑		
			Downtown Edgartown	↑		
			Edgartown Lighthouse	↑		
			Memorial Warf	↑		
			Shops/Restaurants	↑		
			Whaling Church	↖		
			Preservation Trust	↖		
			Bike Parking	↖		
			Vehicle Parking	↑		
			Beaches	↑		
			Library	←		
PD6	Upper Main St @ West Tisbury Rd	Northbound West Tisbury Rd between Cooke and Main St	Cannonball Park	←		Y
			Visitor Center	→		
			Edgartown Lighthouse	→		
			Downtown Edgartown	→		
			Whaling Church	→		
			Vehicle and Bike Parking	→		
PD7	Main St @ Peases Point Way N	Northern side of Main St facing westbound	Cannonball Park	←		Y
			Beaches	→		
			Visitor Center	↑		
			Edgartown Lighthouse	↑		
			Parking	↑		
			Whaling Church	↑		
			Fuller Beach	↖		
			Public Restroom	↑		
PD8	Main St @ Church St	Northern side of Main St facing westbound	Shops/Restaurants	↑		
			Preservation Trust	↑		
			Visitor Center	←		
			Edgartown Lighthouse	↑		
			Public Restroom	←		
			Fuller Beach	←	To be defined through future process	
			Bike Parking	←		



DIRECTIONAL SIGNAGE						
Loc ID	Road(s) / Intersection	Positioning / Traveler Direction	Language (Bold indicates primary destination)	Arrow Direction(s)	Installation Method	Priority?
PD9	Main St @ N Summer St	Northern side of Main St, near The Port Hunter	Chappy Ferry	↑		
			Edgartown Lighthouse	↖		
			Memorial Warf	↑		
			Shops/Restaurants	↑		
			Fuller Beach	←		
			Vehicle Parking	↑		
			Bike Parking	←		
PD10	Peases Point Way @ Church St	Southside of Peases Point Way facing Church St	Edgartown Lighthouse (0.6 miles, 13 mins)	→		
			Fuller Beach (0.6 miles, 14 mins)	→		
			Bike Parking	←		
			Cannonball Park	←		
			Library	←		
PD11	Pease Point Way @ Morse St	Northbound eastern side of Peases Point Way facing south	Edgartown Lighthouse (0.4 miles, 9 mins)	→		
			Downtown Edgartown	↓		
			Fuller Beach (0.5 miles, 10 mins)	↗		
			Lighthouse Beach (0.4 Miles, 9 mins)	→		
			Shops/Restaurants	↓		
PD12	N Summer St @ Simpson Ln	Simpsons Ln, sign facing pedestrians walking southbound	Edgartown Lighthouse (0.5 miles, 12 mins)	→	To be defined through future process	
			Downtown Edgartown	→		
			Chappy Ferry (0.2 miles, 4 mins)	↑		
			Memorial Wharf (0.2 miles, 4 mins)	↑		
			Fuller Beach (0.5 miles, 12 mins)	↑		
			Vehicle Parking	→		
			Shops/Restaurants	→		
			Visitor Center	↑		
PD13	Upper Main St @ West Tisbury Rd	Southeastbound lane on Upper Main St	Edgartown Lighthouse	↑		
			Downtown Edgartown	↑		
			Whaling Church	↑		
			Vehicle and Bike Parking	↑		
			Cannonball Park	→		
			Library	→		
			Fire Museum	→		
			Beaches	↑		
PD14	Upper Main St @ Pinehurst Rd	On Upper Main St going southbound	Downtown Edgartown	↑		
			Edgartown Lighthouse	↑		
			Visitor Center	↑		
			Cannonball Park	↑		
PD15	West Tisbury Rd @ Roberts Way	At the eastern corner of Roberts Way, sign facing pedestrians walking west on West Tisbury Rd	Downtown Edgartown	←		Y
			Fire Museum	←		
			School	←		
			Boys & Girls Club Recreation Center	↑		
PD16	Morse St @ N Summer St	Southeastern side of street, sign facing pedestrians walking northeast on sidewalk	Library	←		
			Edgartown Lighthouse (0.5 miles, 10 mins)	→		
			Visitor Center (0.2 miles, 4 mins)	←		
			Fuller Beach (0.5 miles, 10 mins)	↑		
			Public Restroom	←		
PD17	Morse St @ Fuller St	Northeastern side of Morse St, sign facing pedestrians walking southbound	Bike Parking	←		
			Edgartown Lighthouse (0.4 miles, 8 mins)	↑		
			Chappy Ferry (0.2 miles, 4 mins)	↗		
			Memorial Wharf (0.3 miles, 5 mins)	↑		
			Fuller Beach (0.4 miles, 9 mins)	←		
			Vehicle Parking	↑		
PD18	Fuller St @ Starbuck Neck Rd	Eastern side of street on Fuller St, sign facing pedestrians walking northeast	Shops/Restaurants	↑	To be defined through future process	
			Downtown Edgartown	→		
			Edgartown Lighthouse (0.3 miles, 6 mins)	→		
			Chappy Ferry (0.2 miles, 4 mins)	→		
			Memorial Wharf (0.6 miles, 12 mins)	→		
			Fuller Beach (500 ft, 2 min)	↑		
			Lighthouse Beach (0.3 miles, 6 mins)	→		
			Shops/Restaurants	→		
			Vehicle Parking	→		Y

DIRECTIONAL SIGNAGE						
Loc ID	Road(s) / Intersection	Positioning / Traveler Direction	Language (Bold indicates primary destination)	Arrow Direction(s)	Installation Method	Priority?
PD19	S Water St @ Main St	Eastern side of S Water St, sign facing pedestrians walking north on Water St	Chappy Ferry (0.2 miles, 4 mins)	→		
			Downtown Edgartown	←		
			Visitor Center	←		
			Memorial Wharf (0.2 miles, 4 mins)	→		
			Edgartown Lighthouse (0.5 miles, 10 mins)	↑		
			Vehicle Parking	↑		
			Shops/Restaurants	←		
			Public Restroom	←		
			Old Whaling Church (0.1 miles, 3 mins)	←		
PD20	N Water St and Morse St	Western side of Morse St, sign facing pedestrians walking southeast	Edgartown Lighthouse (0.3 miles, 6 mins)	←		
			Downtown Edgartown	→		
			Chappy Ferry (0.2 miles, 4 mins)	→		
			Memorial Wharf (0.2 miles, 4 mins)	→		
			Fuller Beach (0.5 miles, 10 mins)	←		
			Vineyard Preservation Trust (0.2 miles, 4 mins)	←		
			Vehicle Parking	↑→		
			Shops/Restaurants	→		
			Downtown Edgartown	→		
PD21	N Water St @ Starbuck Neck Rd	Signage in front of Lighthouse beach facing N Water St	Chappy Ferry (0.2 miles, 4 mins)	→		Y
			Memorial Wharf (0.5 miles, 9 mins)	→		
			Fuller Beach (0.6 miles, 6 mins)	←		
			Shops/Restaurants	→		
			Vehicle Parking	→		
PD22	N Water St @ Main St	Northern side of Main Street, on western side of S Water Street, signage facing pedestrians walking west on Main St	Downtown Edgartown	↑		
			Visitor Center	↑		
			Edgartown Lighthouse (0.5 miles, 10 mins)	→		
			Fuller Beach	→		
			Shops/Restaurants	↑		
			Public Restroom	↑		
			Old Whaling Church (0.1 miles, 3 mins)	↑		
			Fire Museum	←		
			Library	←		
PD23	Peases Point Way S @ Main St	At intersection near Main St and flag pole, facing pedestrians walking northeast	Visitor Center (0.2 miles, 4 mins)	→		Y
			Edgartown Lighthouse	→		
			Parking	→		
			Whaling Church	→		
			Fuller Beach	↗		
			Public Restroom	→		
			Shops/Restaurants	→		
			Preservation Trust	→		
PD24	N Water St @ Simpsons Ln	On eastern side of N Water St, signage facing pedestrians walking northeast	Edgartown Lighthouse (0.4 miles, 8 mins)	↑		Y
			Visitor Center (0.2 miles, 4 mins)	←		
			Bike Parking	←		
			Preservation Trust	←		
D1	Beach Rd, Upper Main St, and Vineyard Haven Rd	Sign facing northbound at the triangle	Downtown Edgartown	↑		Y
			Edgartown Lighthouse	↑		
			Chappy Ferry	↑		
			Memorial Wharf	↑		
			Visitor Center	↑		
			Library	↑		
D2	Upper Main St and Cooke St	Sign facing northbound at the triangle	Downtown Edgartown	↖		Y
			Edgartown Lighthouse	↖		
			Chappy Ferry	↖		
			Visitor Center	↖		
			Beaches	↖		
			Library	↗		
			Boys & Girls Club Recreation Center	↗		
			School	↗		
			Cannonball Park	↑		
D3	Cooke St @ West Tisbury Rd	On Cooke St's Southbound lane	School	→		Y
			Library	→		
			Recreation Center	→		
			Fire Museum	→		



DIRECTIONAL SIGNAGE						
Loc ID	Road(s) / Intersection	Positioning / Traveler Direction	Language (Bold indicates primary destination)	Arrow Direction(s)	Installation Method	Priority?
D4	West Tisbury Rd @ Roberts Way	Northside of West Tisbury Rd, lane traveling westbound	School	←		Y
			Library	←		
			Recreation Center	↑		
			Fire Museum	←		
D5	West Tisbury Rd @ Upper Main St	Eastbound lane on West Tisbury Rd	Visitor Center	→		Y
			Edgartown Lighthouse	→		
			Downtown Edgartown	→		
			Whaling Church	→		
			Parking	→		
			Cannonball Park	←		
			Beaches	→		
			Shops/Restaurants	→		
D6	Main St @ Peases Point Way S	Southern side of Main St	Visitor Center	↑		
			Edgartown Lighthouse	↑		
			Chappy Ferry	↑		
			Memorial Wharf	↑		
			Vineyard Preservation Trust	↑		
			Parking	↑		
D7	Main St @ S Water St	Southern side of Main St	Beaches	↑		Y
			Chappy Ferry	↑		
			Memorial Wharf	↑		
			Edgartown Lighthouse	←		
			Fuller Beach	←		
D8	Main St @ Church St	Southbound lane on Main St	Lighthouse Beach	←		
			Parking	←		
			Visitor Center	←		
			Downtown Edgartown	↑		
			Edgartown Lighthouse	↑		
			Chappy Ferry	↑		
			Public Restroom	←		
D9	Peases Point Way S @ Robinson Rd	Northbound lane on Peases Point	Vehicle Parking	↑		
			Fuller Beach	←		
			Lighthouse Beach	↑		
			Visitor Center	↑		
			Downtown Edgartown	↑		
			Chappy Ferry	↑		
D10	Peases Point Way S @ Main St	Northbound lane on Peases Point	Library	←		
			School	←		
			Fire Museum	←		
			Cannonball Park	↑		
			Visitor Center	→		
			Edgartown Lighthouse	→		
			Chappy Ferry	→		
			Memorial Wharf	→		
			Beaches	→		
			Carnegie Center	→		
			Vineyard Preservation Trust	→		
			Parking	→		

DIRECTIONAL SIGNAGE						
Loc ID	Road(s) / Intersection	Positioning / Traveler Direction	Language (Bold indicates primary destination)	Arrow Direction(s)	Installation Method	Priority?
D11	Peases Point Way @ Morse St	Northbound lane on Peases Point	Edgartown Lighthouse	→		
			Fuller Beach	→		
			Lighthouse Beach	→		
D12	Katama Rd @ Harman Wy	Northbound lane on Katama Rd	Downtown Edgartown	↑		
			Edgartown Lighthouse	↑		
			Visitor Center	↑		
			Shops/Restaurants	↑		
			Beaches	↑		
D13	N Water St @ Morse St	Eastern side of street	Edgartown Lighthouse	↑		Y
			Downtown Edgartown	←		
			Chappy Ferry	←		
			Visitor Center	←		
			Fuller Beach	↑		
			Public Restroom	←		
D14	N Water St @ Starbuck Neck Rd	Northeastern side of N Water St	Fuller Beach	↑		Y
D15	Peases Point Way S @ S Water St	Northbound lane on Peases Point	Downtown Edgartown	↑		
			Edgartown Lighthouse	↑		
			Visitor Center	↑		
			Fire Museum	↑		
			Library	↑		
			School	↑		
D16	N Summer St @ Simpson Ln	Eastbound lane on Simpson Ln	Downtown Edgartown	→		Y
			Chappy Ferry	↑		
			Memorial Wharf	↑		
			Vehicle Parking	→		









# 7

## Appendix

Public Survey Results



# Public Survey Results

1. Which of the following applies to you?

[More Details](#)

<span></span> I am a resident in Edgartown	18
<span></span> I am an employee in Edgartown	5
<span></span> I am a business owner in Edgart...	13
<span></span> I am a student in Edgartown	0
<span></span> Other	3

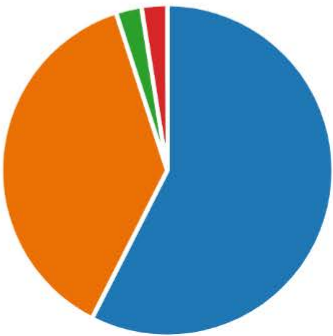


2. How often do you visit Downtown Edgartown?

[More Details](#)

 Insights

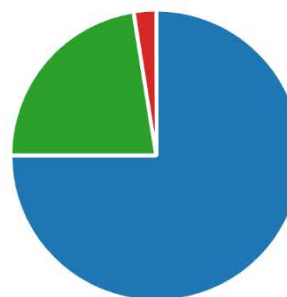
<span></span> Daily	23
<span></span> Weekly	15
<span></span> Monthly	1
<span></span> For special events	1



3. When you visit Downtown Edgartown, which transportation mode do you usually take?

[More Details](#)

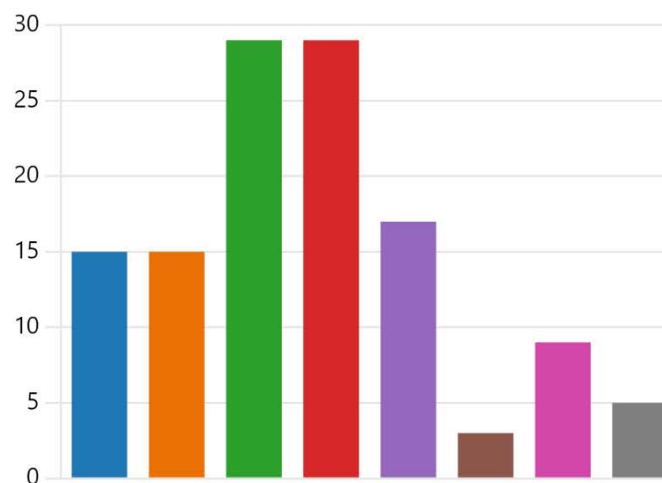
<span style="color: blue;">●</span> I drive	30
<span style="color: orange;">●</span> I ride a bus	0
<span style="color: green;">●</span> I walk	9
<span style="color: red;">●</span> I ride a bicycle	1
<span style="color: purple;">●</span> Other	0



4. Which of the following types of destinations do you typically visit while in downtown Edgartown? Select all that apply.

[More Details](#)

<span style="color: blue;">●</span> Municipal (e.g. Town Hall)	15
<span style="color: orange;">●</span> Cultural (Antique Fire Museum)	15
<span style="color: green;">●</span> Dining/Restaurants	29
<span style="color: red;">●</span> Shops	29
<span style="color: purple;">●</span> Services (e.g. Bank)	17
<span style="color: brown;">●</span> Institutions	3
<span style="color: magenta;">●</span> Recreational (e.g. Fuller Beach)	9
<span style="color: gray;">●</span> Other	5





5. What are the streets/intersections/other landmarks that you perceive as the informal boundaries of Downtown Edgartown?

[More Details](#)

 Insights

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Responses

Latest Responses

*"cemetary,Pease's Point Way"*

*"Top of Main Street down to the finger piers "*

*"Monument, Harbor View hotel, South Water @ PP way, High St @ PP way"*

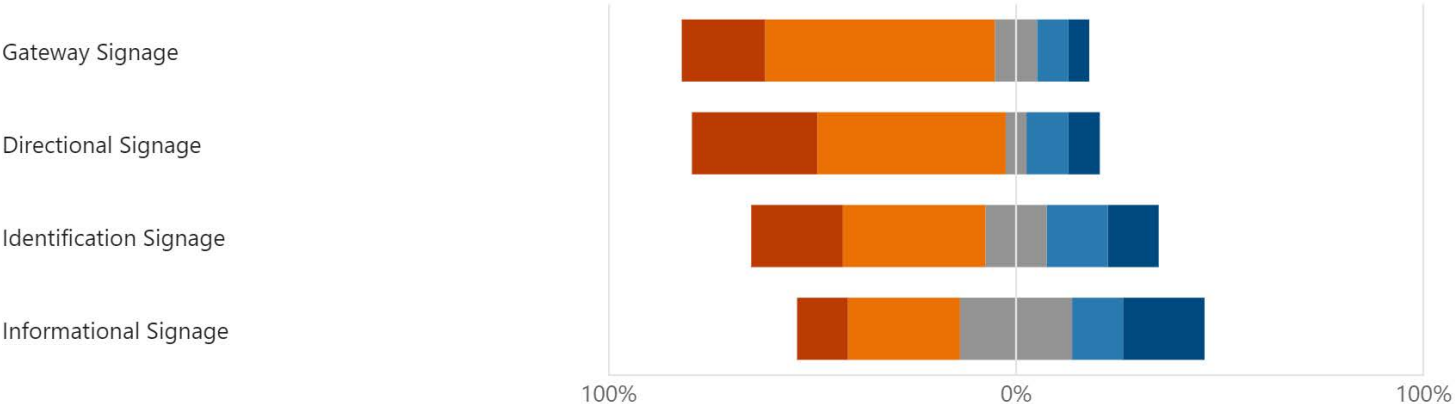
10 respondents (30%) answered **Pease's Point** for this question.



6. How effective do you generally think the existing wayfinding signs in Edgartown are in serving their purpose?

[More Details](#)

Very effective   Somewhat effective   Neither effective nor ineffective   Somewhat ineffective   Very ineffective



7. Do you think the existing signage in Edgartown is reflective of the City's character?

[More Details](#)

Insights

Yes	11
No	10
Somewhat	18





8. Please share any other thoughts you have about existing signage in Downtown Edgartown

[More Details](#)

 Insights

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Responses

Latest Responses

"too many clustered signs as on Upper Main Street at the flagpole intersectio...

"I wish there was more signage around pedestrian friendliness and clearer bi...

"Parking signage and by-laws need to be looked at."


15 respondents (58%) answered **signage** for this question.



9. Colors are integrated into signage to ensure they are visible from the surrounding environment, and recognizable to aid in easy navigation for different users.

Considering that future signs may incorporate some combination of dominant or accent colors to help efficiently display information, which of these potential color palettes do you most prefer?

[More Details](#)

 Option 1	28
 Option 2	3
 Option 3	6
 Other	3

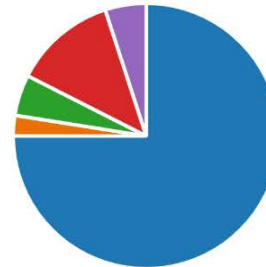


10. Unique features of the town may be options for symbolizing the downtown, such as a whale referencing Edgartown's whaling industry history, or buildings depicting the special range of architectural styles downtown.

Considering that a symbol on future signage will be designed/refined following this survey process, which of the following do you think best represents Edgartown as a potential symbol?

[More Details](#)

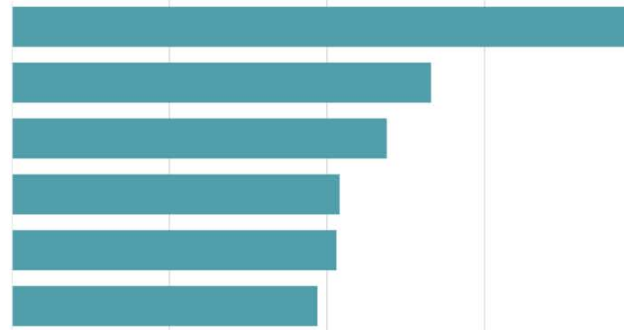
	Lighthouse	30
	Architecture	1
	Whale	2
	Ship	5
	Other	2



11. The words below are some of the ways that Downtown Edgartown has been described. Considering the character of Edgartown and how you would like it to be perceived in the future, please rank the following words in order of how important you feel they should be in informing potential sign designs.

[More Details](#)

- 1 Historic
- 2 Classic
- 3 Quaint
- 4 Timeless
- 5 Refined
- 6 Water Connection





12. Please add any other descriptive words about Edgartown that rise to the top of your list which weren't included in the previous question.

[More Details](#)

 Insights

8

Responses

Latest Responses

*"maritime, old, yacht culture, commercial fishing, elite vibes "*

1 respondents (13%) answered **brick sidewalks** for this question.

...

**commercial fishing**   **timeless harbor** **Inclusive**  
**Culturally significant**   **brick sidewalks** **elite vibes**   **Crowded**  
**Charming old** **yacht culture**   **classic homes**  
**Historic**

13. Please share any other comments you would like us to consider about future signage in Downtown Edgartown.

[More Details](#)

 Insights

13

Responses

Latest Responses

*"Signs should be wooden and painted in classic Edgartown style-no scrolls or...*

*"I would like accessibility to be better advertised. I know it is challenging for o...*

*"Parking meters"*

6 respondents (46%) answered **Signs** for this question.





