



CAPE COD  
COMMISSION

# Orleans Wayfinding Plan

NOVEMBER 2021

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Prepared by Cape Cod Commission Staff.

# Orleans Wayfinding Plan

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# Introduction

## PURPOSE

The Town of Orleans requested technical assistance from the Cape Cod Commission (Commission) to develop a wayfinding plan for the downtown. The purpose of the plan is to direct motorists, transit users, pedestrians, and bicyclists to key destinations and facilitate improved movement through the area. An integrated, cohesive wayfinding system also helps highlight community identity and support local economic development. This effort builds on previous studies the Commission prepared for the town, including a 2011 Streetscape Plan, which the Orleans Board of Selectmen adopted, and a 2018 Parking and Circulation Study. This plan includes wayfinding recommendations for both physical elements such as signage or pavement treatments, as well as possible technological options.

## GOAL

The primary goal for the Orleans Wayfinding Plan is *to create a concise, consistent, and efficient information system to guide people to community destinations and attractions while reflecting and maintaining the character of Orleans.*

## FOCUS AREA

The focus area for the wayfinding plan is the downtown area, generally bounded by the Cape Cod Rail Trail, the Route 6A/Route 28 roundabout, Town Cove, and Eldredge Parkway/West Road, but also includes consideration of motorists entering town from the Exit 12 interchange and town beaches.



## PREVIOUS WORK

The Commission has prepared several downtown/village center plans for the town in support of its efforts to enhance the economic vitality of the area including the following:

- **2011 Village Center Streetscape Plan:** this plan addresses the importance of accommodating and encouraging pedestrian and bicyclist travel in the downtown to draw people to local businesses and experience Orleans on foot/bike. The plan includes recommendations for improved bicycle/pedestrian movement and wayfinding elements in the downtown. The town has implemented several recommendations, including traditional signage, street furniture, and sidewalk treatments. Additional recommendations included:
  - To improve bike circulation, consider adding share-the-road markings on Main St., Route 6A, Route 28, and Cover Rd. as well as bike lane markings on Old Colony Way
  - To improve pedestrian circulation, consider sidewalk and pathway paving treatments and crosswalk improvements
  - Add informational kiosks at key pedestrian activity areas including Snow Library, Depot Square, and the Community Center
  - Place directional signs on posts or polls to indication services at the following areas: Rail Trail at Main St., Depot Sq., entrances to Main St. and Cove Rd. pathway., Route 6A at RTA bus stops, Brewster Cross Rd. at Main St., Route 28 at Cove Rd., Village Green, entrances to Route 6A and Old Colony pathway
  - Improve parking signage by using a white 'P' on a blue background for a consistent color theme and adding this parking symbol at current pole sign locations like Cove Rd. and Old Colony Way and new pole sign locations at Route 28 and Cove Rd., and Main St. at Old Colony Way
  - Take advantage of the following sign types:
    - Kiosk signage with a decorative feature on top of the kiosk frame and may include a map of downtown Orleans with a schedule of events, business directory, or a QR code to more detailed information
    - Pole signage with a white pole and blue signs pointing to key destinations; may include distance to destination; parking directional signage should be wider than other signs on pole and placed lower on the pole to improve visibility for motorists

- Post signage should resemble old hitching posts and should have blue tiles with white markings that show directional arrows, distance to destinations, or universal symbols for nearby amenities or destinations
  - Tile signage that is blue with white markings and that have unique icons or symbols to illustrate networks, like a historic house tour or gallery walk
  - Directional bike signage that is blue and white and points towards Rock Harbor, Nauset Beach and Main St.; includes universal symbols for shopping and food as well as distances to destinations
- 
- **2018 Orleans Parking and Circulation Study:** this plan recommends better signage design to direct motorists more efficiently to public parking areas, to identify strategic sign locations and use wayfinding tools to direct drivers to currently under-utilized parking, and to help pedestrians circulate once they have parked.
  - **2019 Orleans Design Guidelines:** the Orleans Design Guidelines were developed to support and guide Orleans Architectural Review and Site Plan Review during consideration of development proposals and applications and are also intended to help applicants understand the desired vision for Orleans and how to design buildings and sites that meet the goals and intent of the town's regulations. The document provides guidelines for site layout, building design, and site essentials – which includes guidance on signage.

## What is Wayfinding?

Wayfinding is a system of visual cues - signs, landscaping, pavement markings, or other objects - that helps people orient themselves in physical space and navigate from place to place. A well-designed wayfinding system reflects community identity and directs people to key destinations and spaces. The wayfinding planning process, based on local conditions and stakeholder input, helps identify a community's needs and desires to foster better movement to destinations within a defined area. Wayfinding systems can also be designed as branding mechanisms to attract interest and create an identity for a location that instills a sense of place. The Orleans Wayfinding Plan does not present an extensive overhaul of the existing signage nor create an Orleans "brand" but seeks to clarify and organize the town's current wayfinding system and highlight the existing character of the area.

## WAYFINDING ELEMENTS

Wayfinding systems are generally composed of the following four elements:

- **Directional signage:** Directional signage tells people how to get to their destination. It may use symbols or words and is commonly found at intersections or nodes of pedestrian, bicyclist, and motorist movement, also known as decision points. Directional signs may have high visibility (for example, a large, vehicle-oriented ladder sign on a main road) or lower visibility (for example, a single pavement marking).
- **Identification/Confirmation signage:** Identification signage indicates arrival at a destination or confirmation that motorists, bicyclists, or pedestrians are on the correct path to a destination. Some examples where identification signage would be appropriate are landmarks, historical properties, bike routes, and trailheads.
- **Informational signage:** Informational signage provides useful information about the local environment/location on the way to a destination rather than provide direction or confirm arrival. “Bicycles Ahead” and “School Zone” are examples of information signage. Information signage may overlap with regulatory signage.
- **Regulatory signage:** Regulatory signage tells the traveler about requirements or regulations. “No Parking” and “Yield to Bikes” are examples of regulatory signage.

## WAYFINDING USER GROUPS

A local wayfinding system typically serves motorists, bicyclists, pedestrians, and transit users and reflects each group's needs.

- **Motorist signage:** Effective wayfinding signage aids navigation for people travelling by automobile and helps influence desired traffic circulation and reduce driver confusion. Motorist wayfinding signage is commonly found at gateway locations and major road intersections and is larger than bicycle/pedestrian signage due to visibility needs.
- **Pedestrian and bicyclist signage:** Effective wayfinding signage can ease navigation for bicyclists and pedestrians, reduce travel times, and help encourage walking and bicycling to destinations. Providing wayfinding elements for bicyclists and pedestrians shows that a community is bike/ped friendly; the signage can also help market bike routes and paths. Bicyclist and pedestrian wayfinding signs are smaller than motorist signage so as not to distract drivers. They often include destination distance or travel time. Destinations for pedestrians and bicyclists may include bike paths, amenities, commercial areas, civic/community destinations (e.g., the library), beaches, and parks. Signs may serve both cyclists and pedestrians, but the two user groups also have specific needs for signage.
  - Bicyclist signage informs cyclists of designated routes to destinations and may mark the intersection of two or more bikeways. It also provides visual cues indicating to motorists that they are driving along a bicycle route and should use caution.

Pavement markings may be more visible than signs to bicyclists, especially in areas where signs are difficult to see.

- Pedestrian signage should be installed away from road and needs to face toward the sidewalk or roadside area that pedestrians use. Facing signs towards the road can distract motorists and make it difficult for pedestrians to read. Pedestrian signage should be smaller than automobile signage, which discourages motorists from taking their eyes off the road to read them. Pedestrian signage might also include digital technology such as QR codes.

- **Transit Signage:** guides bus users, primarily pedestrians or bicyclists, to bus stops.

## Signage Inventory

The project team conducted an inventory of existing wayfinding signage in the focus area in January 2020 (*see Appendix*). The inventory focused on town or state-owned signs and did not include privately owned signage, with a few exceptions. The focus area contains a mix of wayfinding elements, including traditional directional, identification, and informational signage and, in the downtown center, non-traditional wayfinding elements such as distinctive brick striping in the sidewalk, public art pieces, and decorative lamp posts that signal to people they are downtown. These represent examples of non-traditional wayfinding elements that are not typical directional signs but convey to people that they are in a certain area.

While not included in the existing signage inventory, two additional wayfinding elements to highlight the cultural district have been installed:

- New signage provided by the Massachusetts Cultural Council to mark the Orleans Cultural District has been installed and is replacing the existing Orleans Cultural District signs.



- The Orleans Cultural Committee installed banners featuring a blue and white Orleans Cultural District logo on utility poles and lamp posts at several locations between Rock Harbor and East Orleans. These too are identity signs that confirm/mark a location.



The signage inventory also identified top signage intersections and their targeted audience as well as the top destinations that needed more signage:

### Top Intersections

- Main Street/Route 28 – motorist primary audience, also bicyclist (secondary)
- Route 6A Roundabout – motorist audience
- Orleans Center (Main Street /Route 6A/Old Colony Way Area) – bicyclist/pedestrian primary audience (several regulatory signs near crosswalk)
- Route 28/Eldredge Parkway – motorist audience
- Route 6A/Eldredge Parkway/West Road – motorist audience

### Top Destinations

- Nauset Beach, Orleans Village Center/Main Street, and Cape Cod Rail Trail are the most “signed” destinations. Given their popularity, it is important to provide signage to guide visitors to these attractions. Sign placement and information, more so than quantity, is critical for effective wayfinding.

## OBSERVATIONS – WAYFINDING CHALLENGES

The project team observed the following challenges for the existing wayfinding signage:

- **Varied Wayfinding Designs:** Throughout the focus area, town signage to key destinations such as beaches, information, and parking areas is composed of varied designs and styles. Many use

a blue and white palette, although their shape, size, and graphic styles differ. Some signs pointing to public parking lots, for example, include blue background and white lettering style that spell out the word 'parking' while others have a white background and green lettering with just the letter 'P'. Some beach signs are the blue and white style, while others have black lettering on a white background. Inconsistent signage design detracts from its efficiency and may confuse users. Consistent, unified design helps people navigate without having to think and re-enforces sense of place. Beach signage, parking signage, and village center signage should all be instantly recognizable.

- **Words vs. Graphics:** Most of the signs surveyed use words for relaying information. Cape Cod Rail Trail signage and a few others include or rely solely on icons or graphics. Greater and consistent use of clear graphics or icons may allow users to more quickly identify what information the sign is relaying.
- **Visual Clutter:** Placement of multiple signs in close proximity to each other contributes to visual clutter and creates confusion and distraction. Intersections with numerous signs provide opportunities for consolidation of signage to reduce visual clutter and make it easier for users to read and interpret the information.
- **Private Signage:** Public wayfinding signage such as town or state-owned signs on public property or right of way represents just a portion of existing signs in the study area. A significant amount of signage in downtown Orleans is for commercial uses and is on private property. These signs are often located in the same visual field as wayfinding signage. Guidance on signage for new projects on private property is addressed in the 2019 Orleans Design Guidelines report.
- **Inappropriate Scale of Signage:** The scale of some signage is not attuned to their primary audience. For example, the sign for the information kiosk at the intersection of Eldredge Parkway and Route 6A might be too small for motorists to easily read it while moving and does not provide sufficient advanced warning to turn towards the kiosk.
- **Green and White MassDOT Directional Signs:** Located at intersections throughout the study area, these signs provide directional guidance to places like Orleans Center, South Orleans, Pleasant Bay, Chatham, and Provincetown. These signs are generally larger than town-owned signs, have a consistent design, and are easily recognizable. Any changes to these signs, whether in placement or type, will require working with MassDOT.

## Public Outreach

The Cape Cod Commission created a website (<https://www.capecodcommission.org/our-work/orleans-wayfinding/>) for the Orleans Wayfinding Plan that provided information on the project,



including the signage inventory and Planning Board meeting presentations. The project team initially planned to hold interactive workshops at two Planning Board meetings to gain public input on wayfinding signage, but with the onset of the COVID pandemic and restrictions on in person gatherings, the team used two on-line surveys instead. The team also gave presentations on the project at two virtual/remote Planning Board meetings and sought comments from both board members and stakeholders in attendance.

## SURVEY RESULTS

The Commission together with the town launched two public surveys, one in August 2021 and the other in November 2021, to gain public input on multiple aspects of the plan including top destinations, key signage areas, town identity, sign types, and non-traditional elements. The first survey was taken by 133 people and the second survey was taken by 364 people. Most participants were Orleans residents (over 90% for both surveys). About 10% of the first survey respondents were business owners or employees of a business in Orleans; about 14 % of the second survey respondents were such (see Appendix for full survey responses). Not all participants responded to every survey question.

The first survey asked questions about the existing Orleans wayfinding system, including thoughts on the quantity/amount of signage.

- 34% of respondents answered *there is an adequate amount of signage downtown*
- 33% of respondents answered *there is not enough signage downtown*
- 23% of respondents answered *not sure/ no opinion*
- 10% of respondents answered *there is too much signage downtown*

This suggests that the consolidation of future signs with existing signs may be more beneficial than adding more wayfinding elements.

When asked to choose the functions that signage in Orleans should serve:

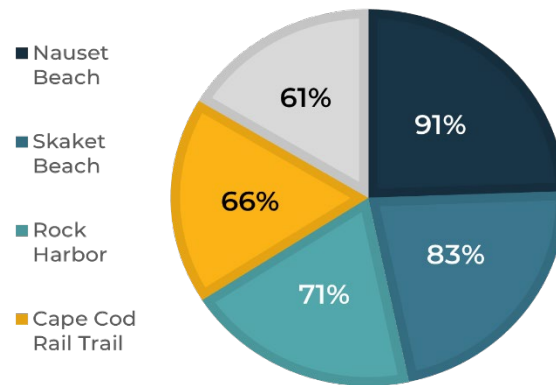
- 80% of respondents chose *support bicycling, walking, and transit use*
- 70% of respondents chose *highlight special locations in Orleans*
- 64% of respondents chose *guide people to top attractions*
- 36% of respondents chose *promote/"brand" Orleans*
- 12% of respondents chose *other*

## Top Destinations

A question in the first survey asked people to identify their top five destinations for wayfinding signage from a list of 14.

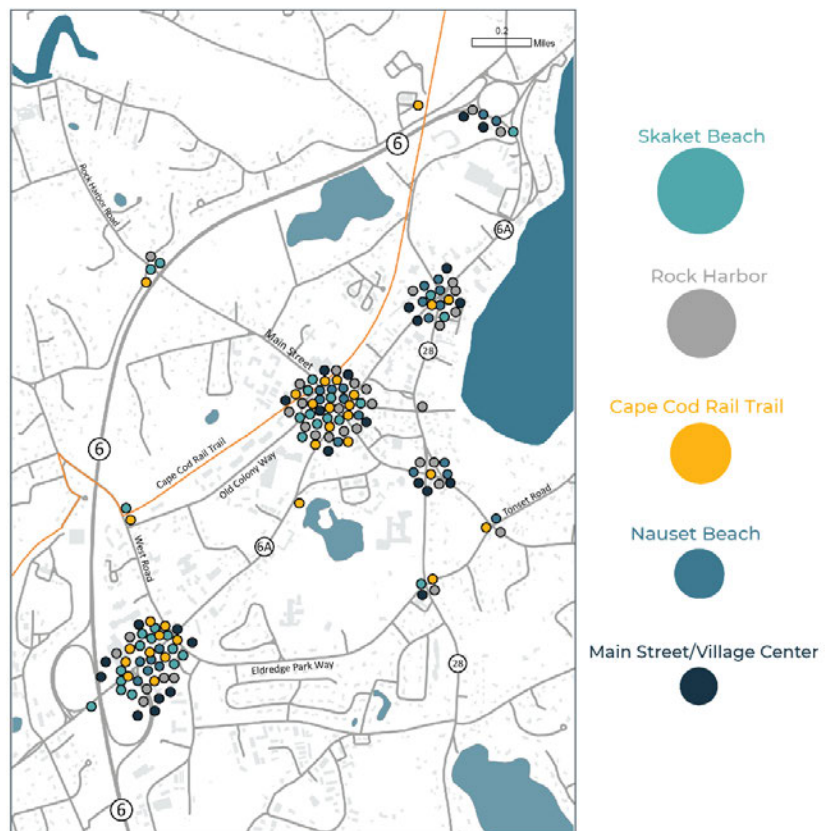
- 91% of respondents chose *Nauset Beach*
- 83% of respondents chose *Skaket Beach*
- 71% of respondents chose *Rock Harbor*
- 66% of chose *the Cape Cod Rail Trail*
- 61% of respondents chose *Main Street/Village Center*

Please indicate what you think are the top five destinations for wayfinding signage



## Signage Intersections

A follow-up question asked people to identify locations that lacked sufficient signage for the top five destinations. The following image represents their responses. Each dot represents a comment, and the color represents a top destination, as shown in the legend. The graphic shows that respondents selected major intersections such as Main Street/Route 28, 6A/Route 28 roundabout, 6A/Main Street, and Route 6A/Eldredge Parkway area as key locations for signing the top destinations.



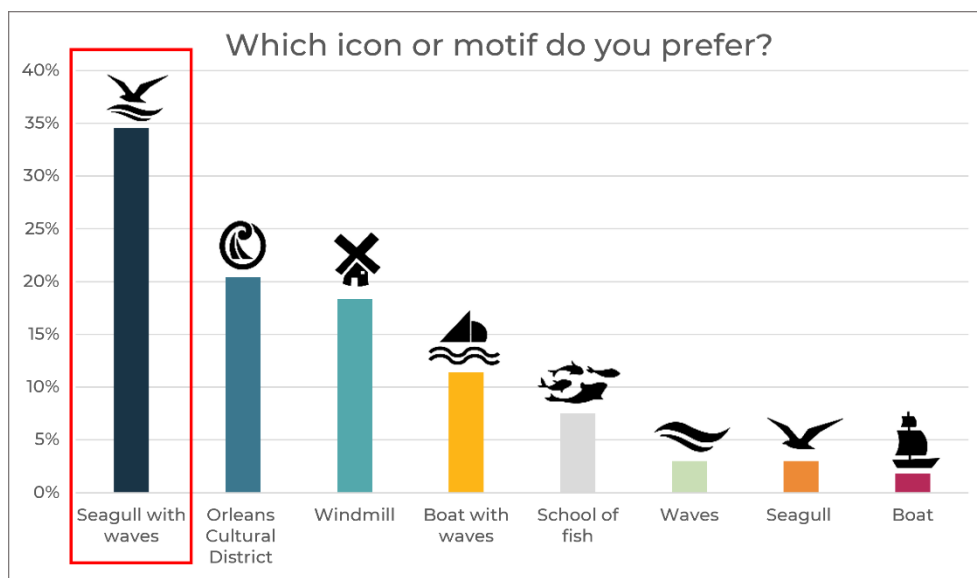
Survey respondents' key locations for signing the top

The second survey focused more on Orleans' identity with questions about design preferences like icons, color palettes, sign shape, message type, pedestrian-oriented marker signage, and non-traditional wayfinding elements.

## Identity

A wayfinding system can reinforce and reflect community identity through an icon or image that represents town interests and character. A publicly supported icon can tie community identity to its roots and can be expressed on as many signs as appropriate. Rather than creating a "brand" image, an icon or image offers cohesion among wayfinding elements. To understand what types of icons might be preferable for Orleans, Commission staff created seven example icons, in addition to the Orleans Cultural District logo, for the second public survey. The icons were inspired by recognizable elements and forms of the town's landscape, and included water, boats, and fish. A survey question asked people to choose their favorite icon or image from the seven example icons and the existing Orleans Cultural District logo.

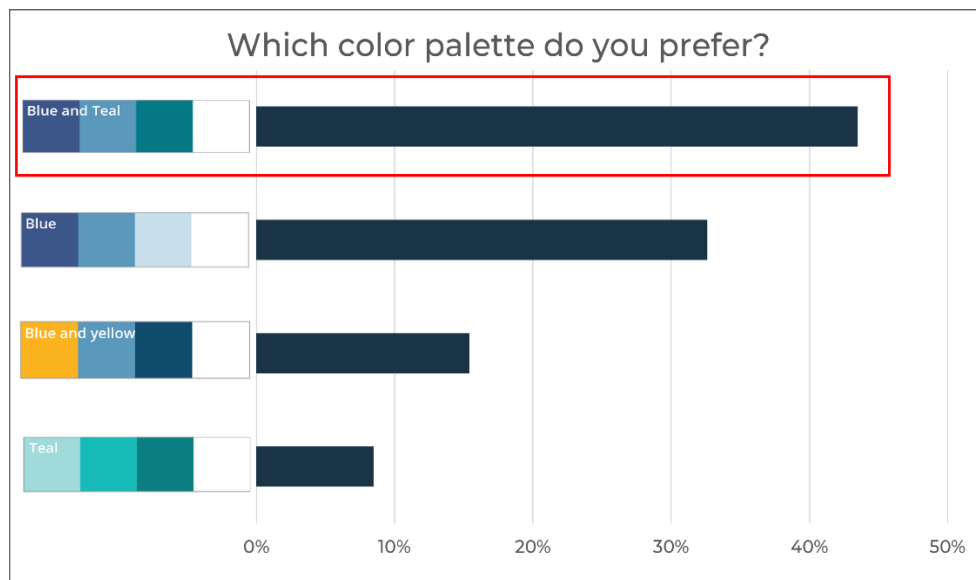
- 35% of respondents preferred the *seagull with waves icon*
- 20% of respondents preferred the *Orleans Cultural District logo*
- 18% of respondents preferred the *windmill icon*
- 11% of respondents preferred the *boat with waves icon*
- 8% of respondents preferred the *school of fish icon*
- 3% of respondents preferred the *waves icon and the seagull icon*
- 2% of respondents preferred the *boat icon*



## Palette

A wayfinding system's color scheme plays an important part in its cohesion. To understand people's color preferences, Commission staff created a set of four palettes using blue, teal, white, and yellow, and asked survey takers to choose their favorite. The palette choices were based on sign colors in current beach signage and the new Massachusetts Cultural Council signage for the Orleans Cultural District.

- 44% of respondents preferred *blue and teal*
- 33% of respondents preferred *blue*
- 15% of respondents preferred *blue and yellow*
- 8% of respondents preferred *teal*

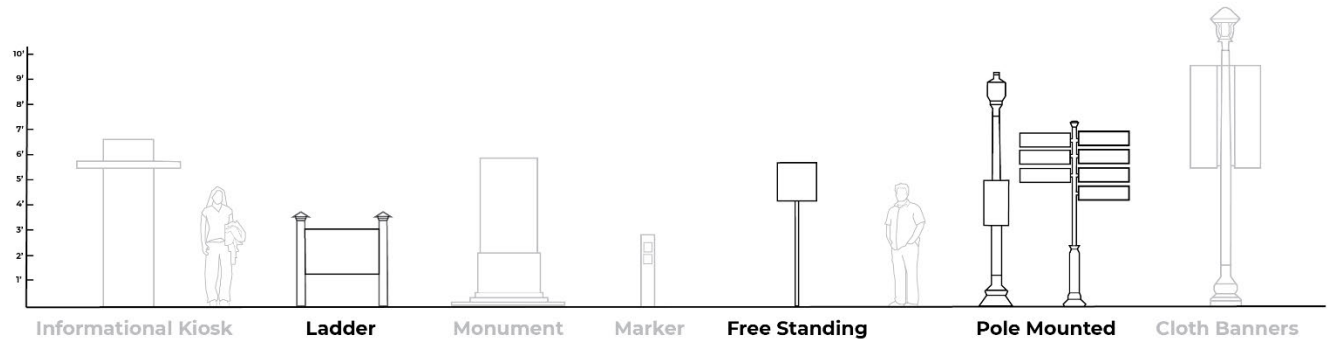


## Sign Type

A variety of sign types can be used in a wayfinding plan, including kiosks, ladder signs, monuments, markers, free-standing signs, pole-mounted signs, banners, and more. When asked to choose signage types for key signage areas, respondents chose the ladder, pole-mounted, and free-standing sign types as their most preferred.

- Ladder signage was preferred for gateway areas (near Eastham town line, Old Exit 12)
- Pole-mounted signage was preferred for all other areas (Main Street/Route 6A, Route 6A/Rte 28, Main Street/Route 28, etc.)

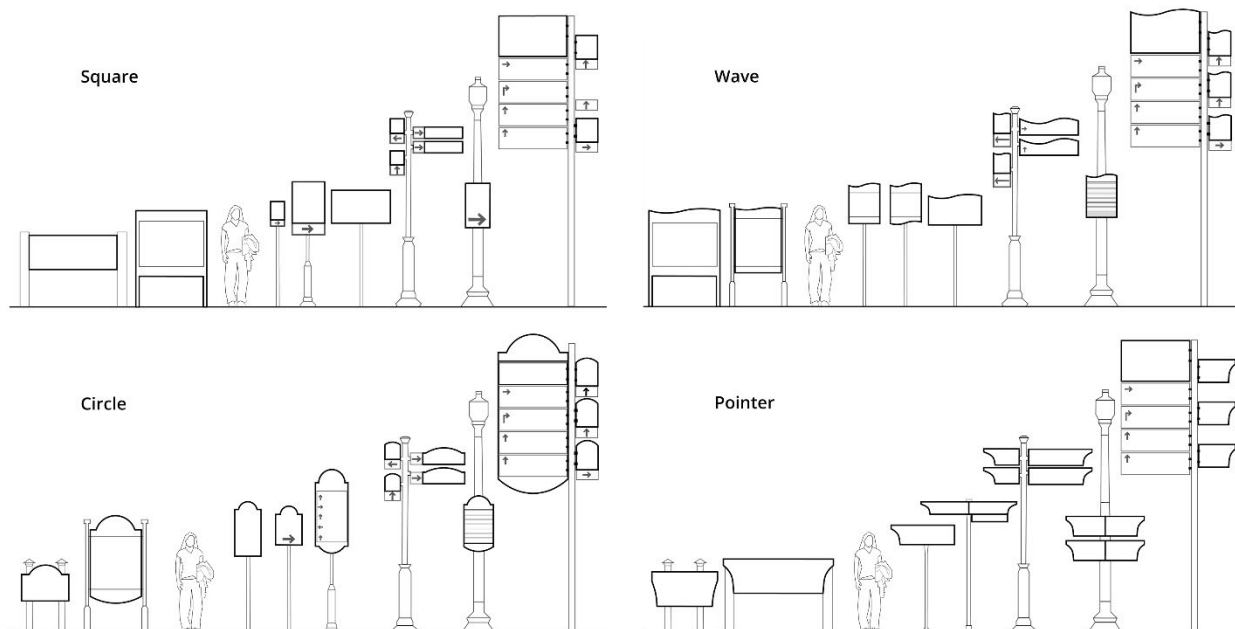
- Free-standing signage was most preferred after pole-mounted signage in all other areas.

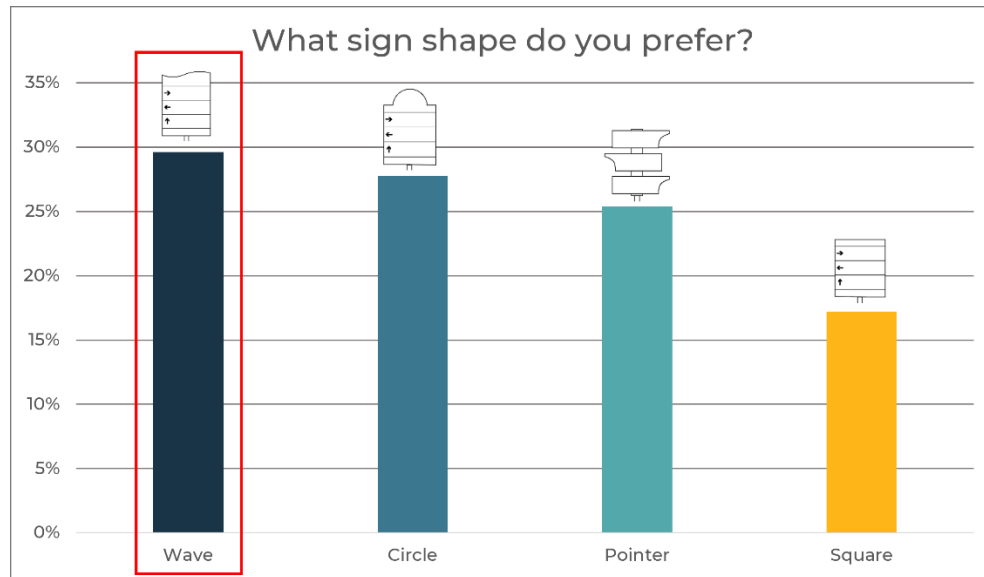


## Sign Shape

Sign shape, in addition to the icon and palette, plays an important part in an attractive and cohesive wayfinding system. To understand shape preferences, Commission staff paired four sign shape options - square, pointer, circle, and wave - with the preferred sign types - ladder, pole-mounted, free-standing - to create four signage "series." A survey question asked respondents to choose their favorite series.

- 30% of respondents preferred the *wave series*
- 28% of respondents preferred the *circle series*
- 25% of respondents preferred the *pointer series*
- 17% of respondents preferred the *square series*





## Non-Traditional Elements

Survey respondents supported all the suggested non-traditional wayfinding elements in the surveys – pavement markings, physical markers, sculptures, murals, and digital/QR. The first survey asked which of the non-traditional wayfinding element options might be appropriate for Orleans.

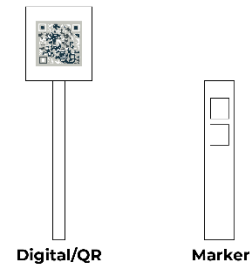
- 45% of respondents chose *distinctive physical markers*
- 41% of respondents chose *distinctive street furniture/elements/plantings*
- 39% of respondents chose *digital wayfinding apps*
- 31% of respondents chose *pavement markings*
- 16% of respondents chose *none of the above*

A similar question in the second survey asked which types of non-traditional signage they supported for Orleans.

- 53% of respondents chose *digital or QR wayfinding*
- 36% of respondents chose *pavement markings*
- 33% of respondents chose *sculptures*

- 32% of respondents chose *murals*
- 14% of respondents chose *none of these*

Between the two surveys, the most preferred non-traditional wayfinding signage was digital/QR codes and physical markers.



Respondents in the second survey were also asked whether they supported post/marker signage in some locations.

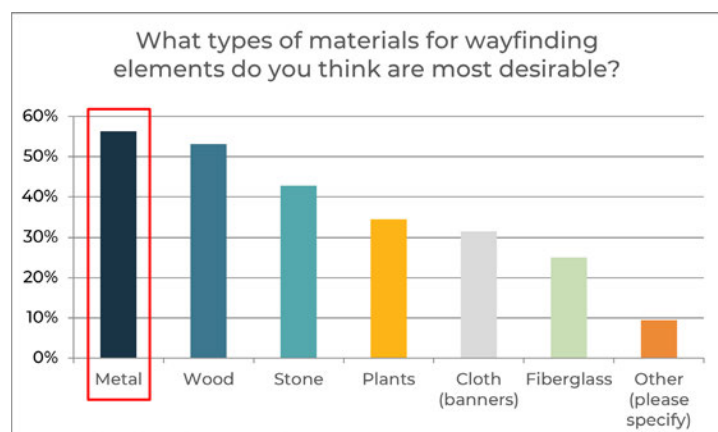
- 70% of respondents said *yes*
- 16% of respondents said *not sure or no opinion*
- 13% of respondents said *no*



## Materials

Wayfinding signage materials also play a part in conveying identity and visual appeal, as well as the longevity and durability of wayfinding elements. In response to a question in the first survey about preferred signage materials:

- 56% of respondents preferred *metal*
- 53% of respondents preferred *wood*
- 43% of respondents preferred *stone*
- 34% of respondents preferred *plants*
- 31% of respondents preferred *cloth*
- 24% of respondents preferred *fiberglass*
- 9% of respondents chose *other*



## Recommendations

The following recommendations for implementing a wayfinding system for downtown Orleans are based on existing conditions and community input from the surveys. The recommendations are intended to support four key wayfinding principles and provide suggestions for icon or motif, palette, and sign families, types, and shapes. This section includes overarching strategies for effective and efficient wayfinding to help guide creation and implementation of wayfinding elements. It also provides recommendations for the types and design of signage at key locations throughout the study area.

### ORLEANS WAYFINDING PRINCIPLES

This plan provides four guiding principles for creating a wayfinding system for Orleans.

- Provide easy to recognize signage
- Use as few signs as possible
- Focus signage around key destinations
- Take advantage of non-traditional signage options

### STRATEGIES FOR EFFECTIVE AND EFFICIENT WAYFINDING

- **Create a consistent design for town wayfinding signage:** A unified and consistent wayfinding system helps visitors recognize visual cues quickly and can reinforce Orleans' identity. Beach signage, parking signage, and village center or other destination signage should all be instantly recognizable. Adopting a design template to use for all town wayfinding signage will allow for easy recognition. A design template could be used to guide private signage as well, if a business or property owner desires, to further create a cohesive feeling in the downtown area.
- **Consolidate and limit signage:** Consolidate town directional signage onto one post wherever possible to avoid sign clutter and group directional information so it can be easily processed. Provide more focused directional signage in fewer locations. Identify a small number of key intersection locations for primary destination signage and identify locations with multiple distractions where signage should be removed or limited.
- **Make signage size appropriate for location and for target audience:** Establish recommended sign sizes and formats for various locations and user types so signage is appropriately scaled to the size of the intersection or area where it is located. Use small signs whenever possible so as not to detract from the surrounding natural or built environment.



- **Develop more non-traditional signage options:** Methods other than signage can signal arrival at destinations without adding to sign clutter. Consider distinctive plantings (like the cherry trees along Main Street), painted sections of pavement/sidewalk, and low picket fences, as well as the granite post/fencepost option (as recommended in the 2011 Village Streetscape Plan) with or without digital wayfinding. These options all have the benefit of being easily adaptable or tailored to specific properties.
- **Consistent sign placement guidance:** Establish sign placement guidelines for consistency and predictability. Guidance should include appropriate locations for destination signs at intersections, parking signs, and for pedestrians and bicyclist signs along the bike path, etc.
- **Tie in with local interpretive signage:** Several historic interpretive signs are located within the study area. Interpretive signs do not have a direct wayfinding component, but they identify historic/cultural features and help convey the significance of the downtown area. Consider linking them more to other wayfinding elements by adding a common feature from the town's wayfinding signage palette.
- **Include destination distances on bicycle/pedestrian signage:** Providing travel time and/or distance on signage can be helpful in locations with bicycling and pedestrian activity (such as a town center) and can be useful in shaping decisions of where to go. Such signs also feel welcoming to bicyclists and pedestrians and may help encourage more to travel on foot or by bike. Massachusetts Department of Conservation and Recreation signs along the Cape Cod Rail Trail provide distances for bicyclists and pedestrians to various destinations. Survey respondents indicated that including distance information would be useful.

## SIGN DESIGN

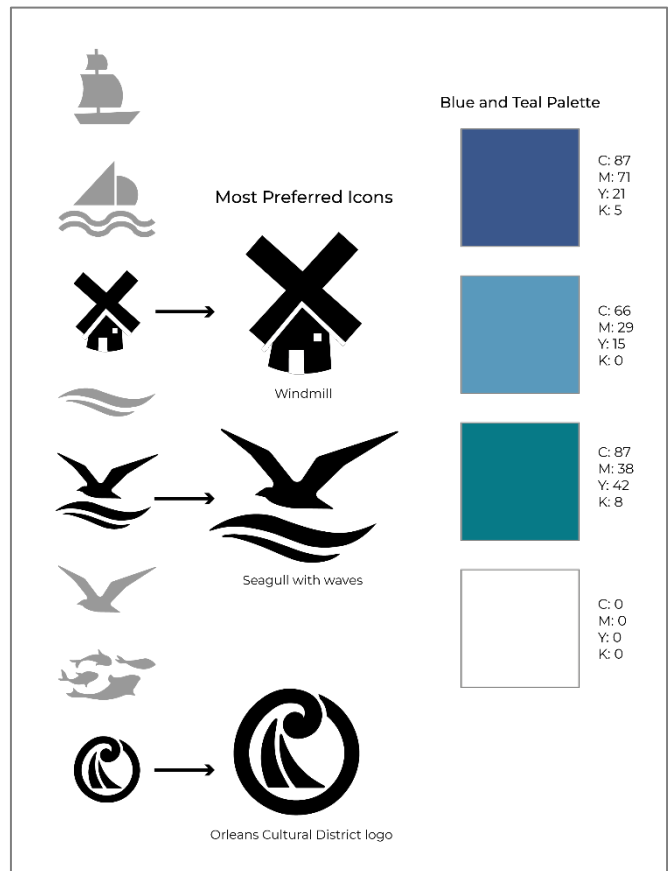
The following design elements are suggested for wayfinding signage moving forward. These design elements were most preferred by the public survey respondents and reflect the character of Orleans. Non-traditional wayfinding elements could supplement traditional wayfinding signage where appropriate.

## Recommended Icons

The seagull with waves icon was most preferred by survey respondents. This icon reflects the coastal character of Orleans and can be incorporated into new signage throughout town to reinforce the town's character. The second most preferred was the Orleans Cultural District icon, closely followed by the windmill. The windmill icon is already in use in two current signs – the welcome sign at Exit 12 and the Orleans Center sign at Main Street/Route 28 and is part of the Town seal. The Town should select one or at most two icons to use consistently.

## Recommended Palette

Most respondents preferred the blue and teal color palette whose colors are meant to reflect the maritime character of the town and tie into the Orleans Cultural District signage colors to help create more signage cohesion. The blues and white can be used as the primary colors, with teal coming into play as an accent or secondary color when needed.



## Recommended Sign Shapes and Types

The wave shaped sign family was most preferred among survey respondents, though the circle and pointer signs were close behind. The wave style may provide a more distinct shape, which again reinforces the maritime and coastal aspect of the town, especially when coupled with the seagull and waves icon, but the town may also wish to investigate the circle or pointer shapes to see if those would be preferable. The suggested types of signs to use in key areas are the ladder sign, free standing signs, and pole mounted signs.

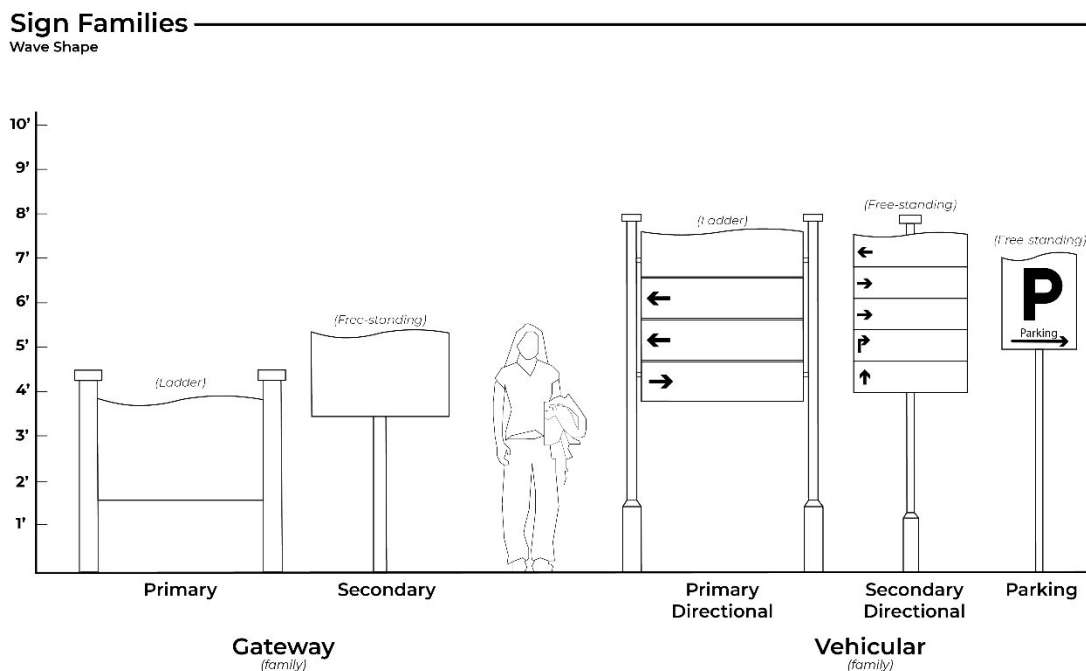
## Sign Materials

While survey respondents preferred metal over wood signage, wood signs or signs constructed of man-made materials that look like wood may be the most appropriate for Orleans. Wood signs tend to have a more interesting character, fit well with the wood frame buildings that make up the village center, and are more consistent with the private signage regulations for Orleans commercial areas.

The town has used wood signage and/or wood posts successfully in recent years to identify parking and destinations in the village center and should continue incorporating wood or wood-like materials in the signage to maintain a unique and more small-town identity.

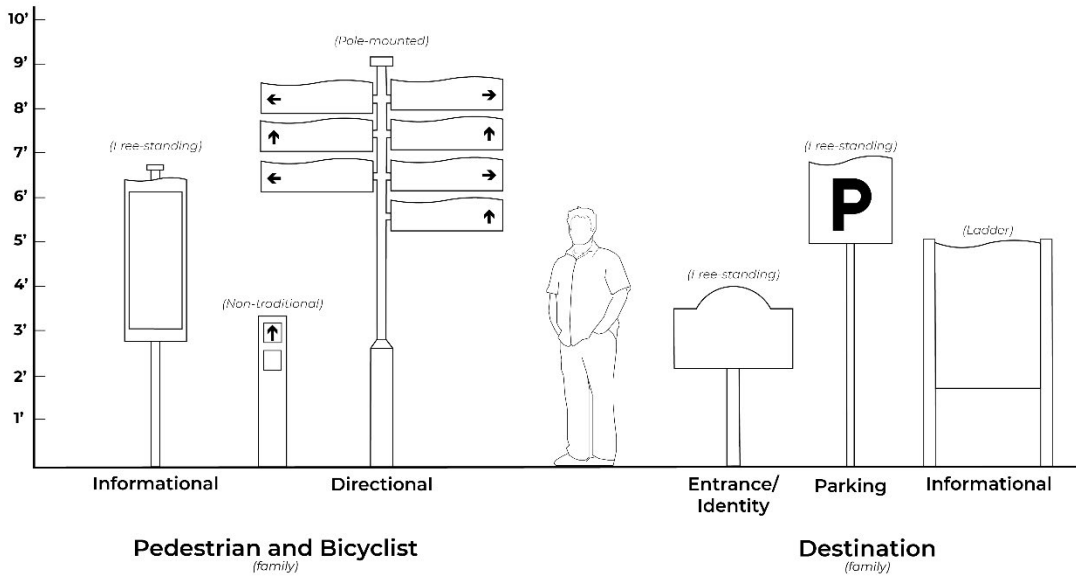
## Sign Families

Signage legibility and scale varies depending on its intended audience/users. Vehicular signage will have a different scale and legibility component than pedestrian signage. Signage for large intersections will require a different scale than small intersections. To represent the variety of scales possible, this plan includes four sign families based on user group/audience, intersection size, and geographical context and public survey feedback.



## Sign Families

Wave Shape



## GATEWAY FAMILY

Gateway signage indicates arrival and welcomes visitors to a community or district. It is geared towards motorists and is commonly located along busy vehicular thoroughfares. Based on public feedback, gateway signage should use the ladder sign type. Two kinds of gateway signage – primary and secondary – are recommended for large and medium-sized intersections, respectively.

### PRIMARY

Primary gateway signage welcomes visitors and residents to a community or town. It is located at major entrance points into and out of town.

### SECONDARY

Secondary gateway signage welcomes visitors and residents into a district – for example, a village center – or any area that may contain multiple destinations, attractions, or has a high concentration of commercial establishments.

## VEHICULAR FAMILY

Vehicular signage directs drivers to top destinations of interest. This signage family is larger in scale than pedestrian and bicyclist signage and is located along vehicle-oriented roads and intersections. The signs must be legible from further distances compared to non-vehicular signage to allow for sufficient time for motorists to process information while moving.

### PRIMARY DIRECTIONAL

Primary directional signage points motorists towards top destinations at primary intersections with higher traffic volumes. Primary intersections are larger in scale than secondary intersections.

#### **SECONDARY DIRECTIONAL**

Secondary directional signage directs motorists towards top destinations at secondary intersections with high, moderate, or low traffic volumes. Secondary intersections are smaller in scale than primary intersections.

#### **PARKING**

Parking signage directs drivers towards parking areas. These signs may be pole-mounted or free-standing and may be placed at primary and/or secondary intersections or smaller intersections near public parking areas.

### **PEDESTRIAN AND BICYCLIST FAMILY**

Pedestrian and bicyclist signage directs pedestrians and bicyclists to top destinations of interest. This signage family also provides more specific information about destinations and districts compared to vehicular signage. The signs in this family are smaller in scale than vehicular signage and are located at pedestrian-oriented intersections or major pedestrian corridors.

#### **INFORMATIONAL**

Informational signage provides a greater level of detail about a destination or district. This signage family may include a map of the area so that visitors can orient themselves and determine which direction to travel to their destination, provide a QR code for further information about specific attractions, or include general information about key areas, features, or destinations. This type of signage is only legible at short distances.

#### **DIRECTIONAL**

Directional signage directs pedestrians and bicyclists towards top destinations or districts. This signage is located at pedestrian and bicyclist-oriented secondary (or smaller) intersections. It is smaller in scale than vehicular signage and is legible at much shorter distances. A single directional sign may include both pedestrian and bicyclist information.

### **DESTINATION FAMILY**

Destination signage varies in purpose, function, and user group, as well as scale, sign type, and color. It can signify arrival, identify parking for motorists and bicyclists, provide direction within an area, orient users through maps, and more. This signage family is much less directional than other families but can provide directional information within an area such as a trail network on a preserve.

#### **ENTRANCE/IDENTITY**

Entrance signage identifies the entrance to, and indicates arrival at, a destination. These signs may be ladder or pole-mounted sign types and include icons, images, or names of destinations.

#### **PARKING**

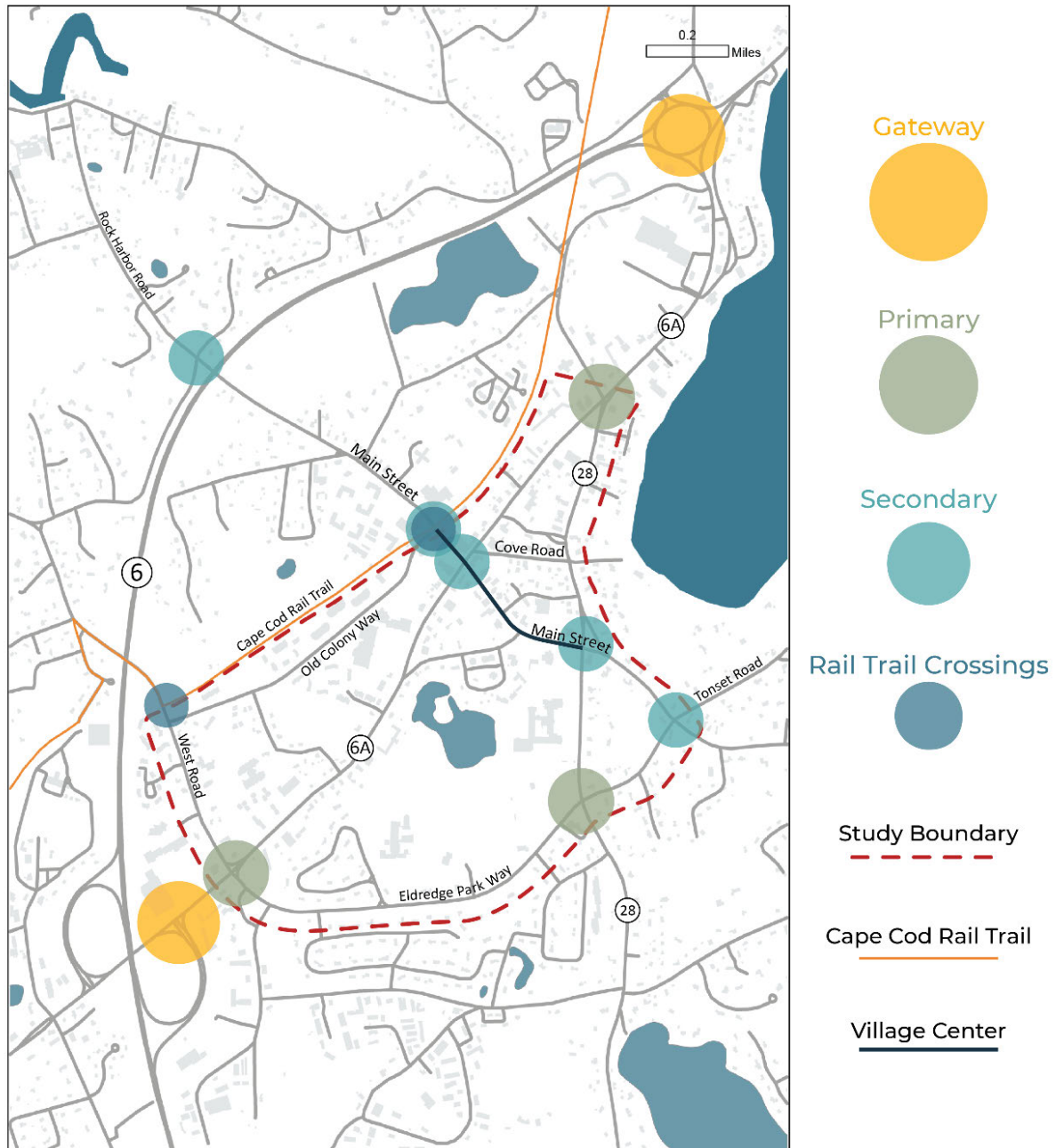
Parking signage identifies public parking lots and may include lot numbers or names. Destination parking signs are different from vehicular parking signage in that they are not directional. These signs should be located in areas with high visibility so that all users – motorists, bicyclists,

pedestrians – can easily find parking. If parking is apparent upon arrival at a destination, separate parking signs are not necessary.

#### INFORMATIONAL

Informational signage provides detailed information about a destination and may include maps, QR codes, and text. This signage is mainly geared towards pedestrians and may be located near a parking lot, along a pedestrian or bicyclist corridor, at major pedestrian nodes such as trailheads, or near landmarks and historical properties.

## KEY SIGNAGE AREAS PLAN



### Gateways

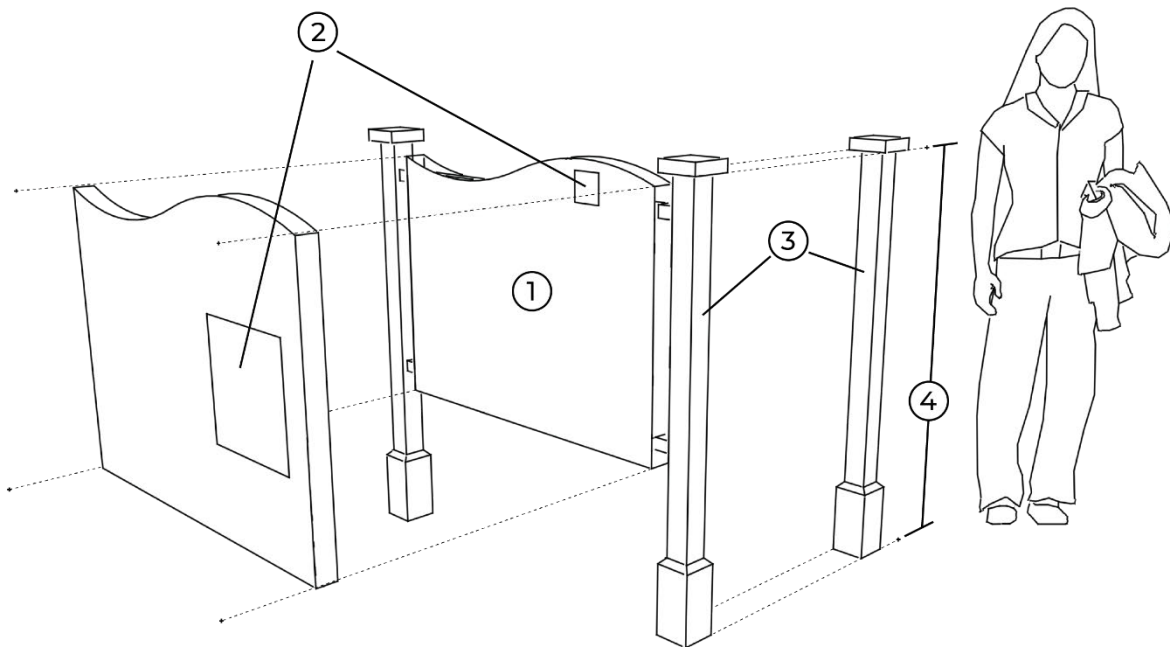
**LOCATIONS:** Old Exit 12, Orleans/Eastham rotary

**INTENDED AUDIENCE:** Motorists

**GOALS:** Showcase identity of town; create a sense of place; convey community image; provide an opportunity to display icons and colors that will be carried throughout all other signs and will help solidify sense of place

**DESIGN ELEMENTS:** Ladder type

**PLACEMENT:** A single sign at each gateway. Western gateway sign placed on north side of Route 6A across from Route 6 off-ramp, within view of vehicles preparing to turn onto Route 6A; Eastern gateway sign placed on east side of Route 6A near “Entering Orleans” sign and connection to Old State Highway layout. In placing signage, individual signs should be significantly separated from existing private signs and curb cuts in the vicinity to avoid distraction or the appearance of “sign clutter.”



- ① Sign Family/Type: Gateway (Primary)/Ladder
- ② Icon Location: Prominent or Understated
- ③ Material: Wood or Wood-like
- ④ Height: 4-5 ft

### Primary Intersections

**LOCATIONS:** 6A/West Road, Route 28/Eldredge Parkway, Route 28/6A roundabout

**INTENDED AUDIENCE:** Motorists

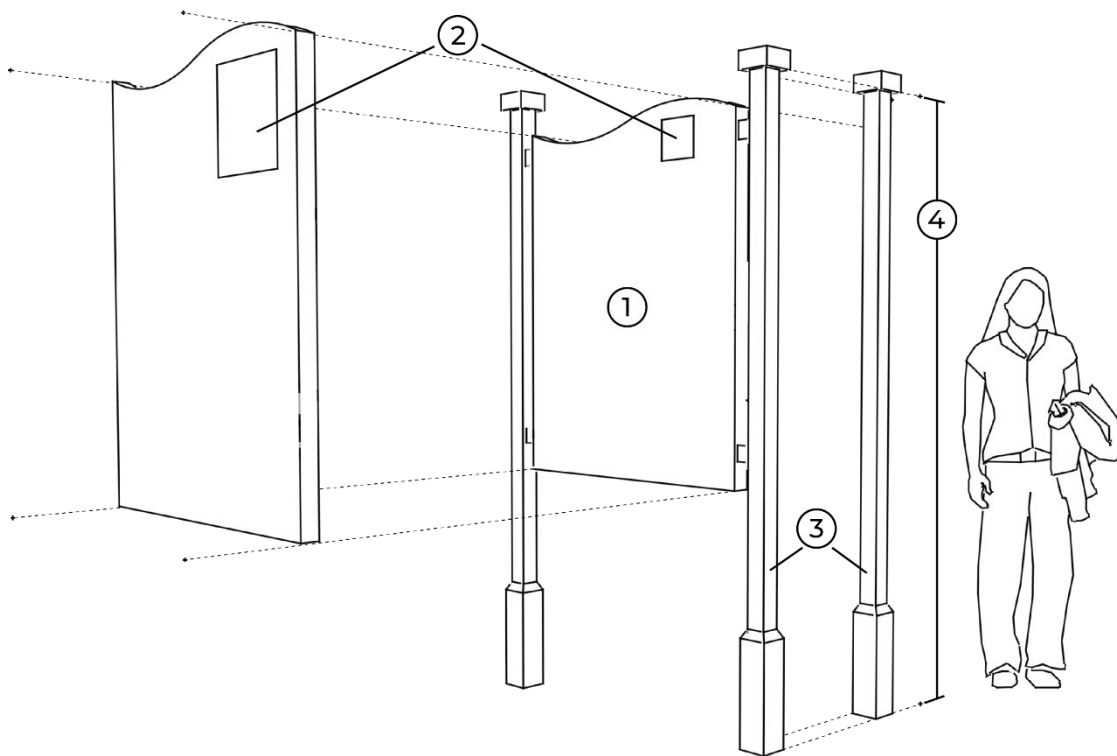
**GOALS:** Efficient directions to key destinations and village center, limit sign clutter

**DESIGN ELEMENTS:** Ladder type/automobile scaled

**PLACEMENT:** A single post for signage, placed on the right side as approaching the intersection moving toward Orleans Center, attached to the traffic signal post or within an appropriate distance



of the intersection. In placing signage, individual signs should be significantly separated from existing private signs in the vicinity to avoid distraction or the appearance of “sign clutter” or a single larger sign, such as that shown below, could contain signs for several destinations.



- ① Sign Family/Type: Vehicular (Primary Directional)/Ladder
- ② Icon Location: Prominent or Understated
- ③ Material: Wood or Wood-like
- ④ Height: 7-8 ft

## Secondary Intersections

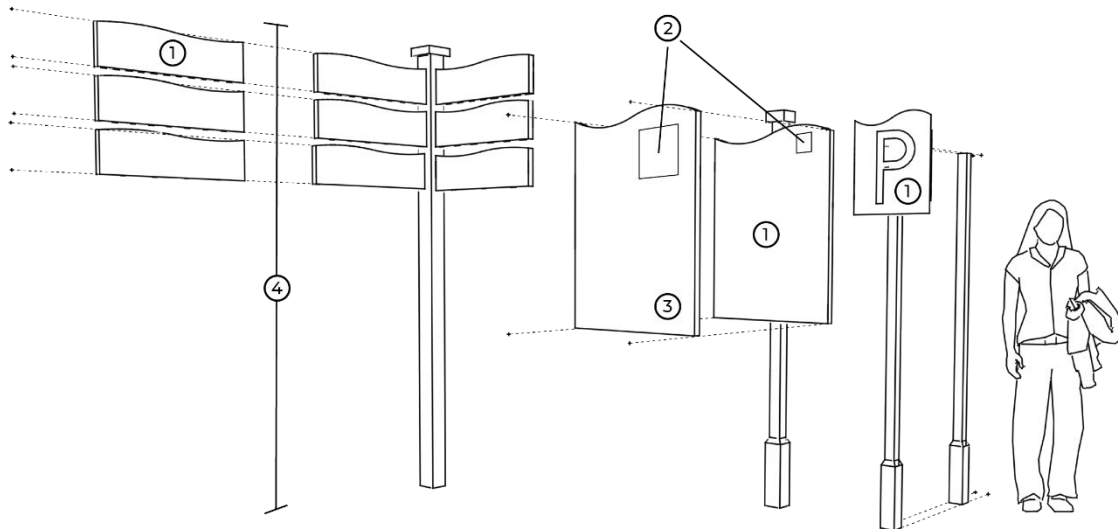
**LOCATIONS:** Main Street/6A, Main Street/28, Old Colony/Main Street, Main Street/Tonset Road, Rock Harbor Road/Skaket Beach Road

**INTENDED AUDIENCE:** Motorists, Bicyclists, Pedestrians

**GOALS:** Efficient directions to destinations and public parking if nearby, limit sign clutter

**DESIGN ELEMENTS:** Free-standing/pedestrian scaled; pole-mounted/pedestrian scale

**PLACEMENT:** A single post for signage, placed on the right side as approaching the intersection moving toward Orleans Center, attached to the traffic signal post or within an appropriate distance of the intersection. In placing signage, individual signs should be significantly separated from existing private signs in the vicinity to avoid distraction or the appearance of “sign clutter”.



- ① Sign Family/Type: Pedestrian and Bicyclist (Informational and Directional)/Pole-mounted and Free-standing
- ② Icon Location: Prominent or Understated
- ③ Material: Wood or Wood-like
- ④ Height: 5-9 ft

### Village Center

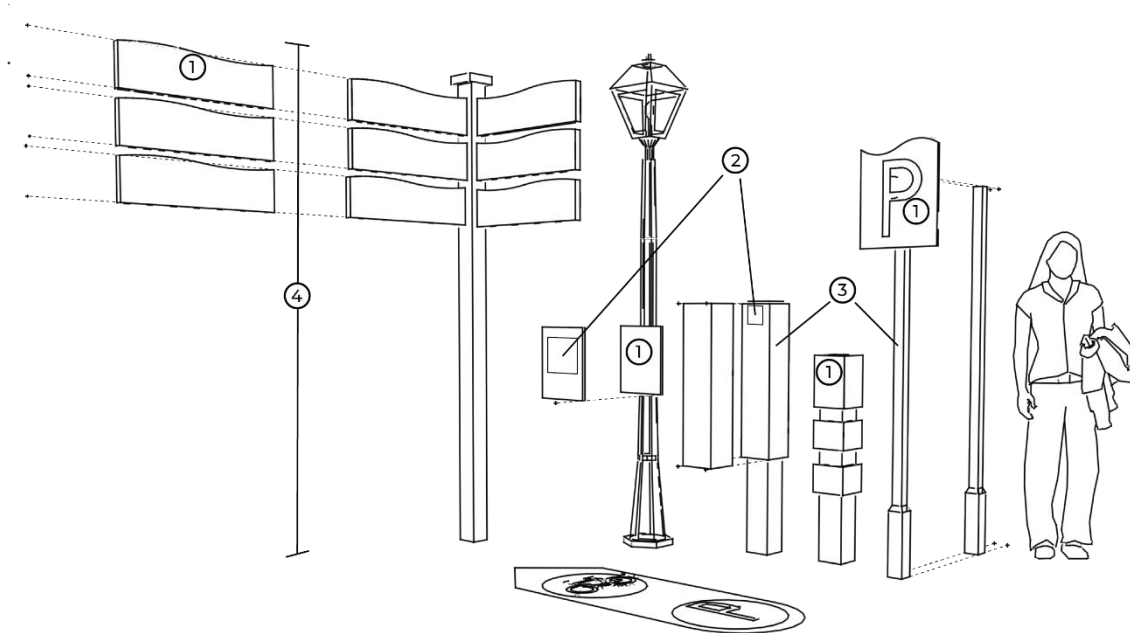
**LOCATIONS:** Main Street from Route 28 to Old Colony Way, Cove Road walkway

**INTENDED AUDIENCE:** Pedestrians

**GOALS:** Directional information for pedestrians, parking directions for motorists, community information to highlight sense of place

**DESIGN ELEMENTS:** pole-mounted; small pedestrian directional signs (including non-traditional forms), parking signs, interpretive signs, and information kiosks appropriate. This area is most appropriate for non-traditional signage options like granite marker posts with directional arrows, distinctive plantings, and low picket fences.

**PLACEMENT:** Signs should be placed adjacent to the outer edge of the sidewalk at specific locations where a change in direction is needed, such as at the Community Center and walkway to Cove Road. In placing signage, individual signs should be significantly separated from existing private signs in the vicinity to avoid distraction or the appearance of "sign clutter".



- ① Sign Family/Type: Pedestrian and Bicyclist (Informational and Directional)/Pole-mounted and Free-standing; Non-traditional/Marker and Pavement Marking
- ② Icon Location: Prominent or Understated
- ③ Material: Wood or Wood-like
- ④ Height: 3-9 ft

## Rail Trail Crossings

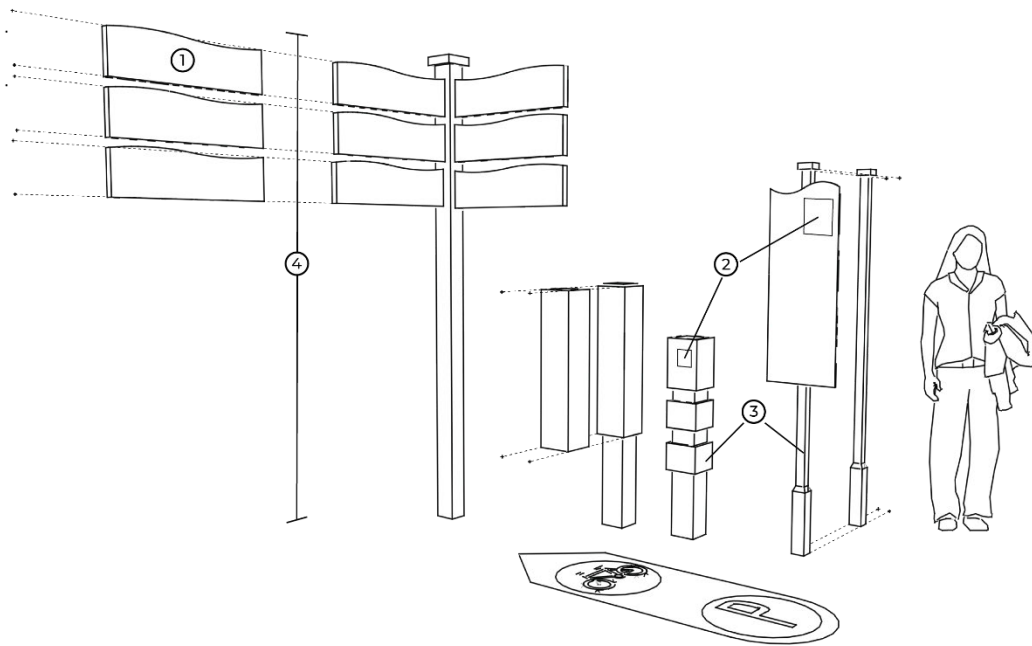
**LOCATIONS:** Main Street crossing, West Road crossing

**INTENDED AUDIENCE:** Bicyclists and pedestrians

**GOALS:** Directional information for bicyclists and pedestrians, caution for motorists (all but directional signs for bicyclists should be well back from roadway intersections to reduce clutter and confusion at the intersection)

**DESIGN ELEMENTS:** Pavement markings; free-standing/pedestrian scale; pole-mounted/pedestrian scale

**PLACEMENT:** Pole-mounted directional and informational signs should be combined and placed along the right side of the Rail Trail path, approximately 15 feet back from the intersection with a roadway. Directional pavement markings should be placed in two intervals, approximately 50 feet back from the roadway intersection and again approximately 5 feet back from the roadway intersection.



- ① Sign Family/Type: Pedestrian and Bicyclist (Informational and Directional)/Pole-mounted and Free-standing; Non-traditional/Marker and Pavement Marking
- ② Icon Location: Prominent or Understated
- ③ Material: Wood or Wood-like
- ④ Height: 3-9 ft

## Destinations

A limited number of destinations outside the village center area merit signage. Whenever possible, these signs should be incorporated into the primary and secondary intersection signs described above and should not be signed separately to avoid sign proliferation. Destinations may also be appropriate places to use non-traditional signage such as distinctive plantings and low picket fences to notify arrival at the destination. Suggested destinations, based on public input, outside the village center for signage include:

- Nauset Beach
- Skaket Beach
- Rock Harbor
- Rail Trail Crossing
- Village Center

The town might consider other destinations as appropriate for signage in the future and add them to this list. To avoid visual clutter from too many signs, additional signage should be evaluated based partly on whether it can be incorporated into existing signs with multiple destinations. A small number of survey respondents identified the village of East Orleans as a possible destination needing signage, and the town may want to measure public interest in signage for that location in the future to see if it increases.

# Implementation Manual

## OVERVIEW

The goal of the implementation manual is to provide a framework for the application of wayfinding recommendations to key areas throughout the town. Two study areas are used (*see Map 1*) to demonstrate these recommendations. The study areas represent every type of key signage area (gateway, primary, secondary, rail trail crossing), every user group (motorist, pedestrian, cyclist), and address the two places in town that were most frequently mentioned as needing more signage for top destinations, according to the first survey (*see map on pg. 13*). This manual does not have specific recommendations for every key signage area or location but rather provides guidance for signage at those decision points identified by the public that are crucial to the overall success of the town's wayfinding system in terms of navigating towards top destinations. Information proposed to go on new signs focuses primarily on top destinations and parking to stay true to this.

The manual translates preferred sign shape and type into proposed sign designs based on key area and user group. In addition to preferred design, the manual includes sign location and proposed actions (removal, replacement, consolidation, and new signage) for each sign in the study areas based on wayfinding principles and strategies for effective and efficient wayfinding.

Before implementing this plan, the town will need to decide upon a sign design template featuring a town icon or logo, color palette, sign shape and type, and sign materials for future use town-wide. The proposed designs in the manual reflect top choices from the surveys (the wave shape and the ladder, free-standing, and pole-mounted sign types), but the town could opt for a different design.

## PHASING

The town is encouraged to develop a timeline for implementation that utilizes phasing to execute wayfinding signage changes. The following are two potential frameworks for a phasing plan.

### **Option 1: Structure around recommended action**

Recommended action type - remove, replace, consolidate, or new - provides the structure for this phasing framework. Signs marked for removal should be dealt with first, followed by replacement and consolidation, then the application of new signage.

### **Option 2: Structure around key areas**

Key area/intersection - gateway, primary, secondary, Rail Trail, Village Center/Main Street - provides the structure for this phasing framework. For example, the town could implement changes in all gateway areas first, then address other key area types. Regardless of location, signs marked for removal should be dealt with first.

## **ADDITIONAL CONSIDERATIONS**

### **Signs Outside Key Areas**

The town should also consider wayfinding signage changes outside of key areas. For example, the removal of duplicative signs, metal poles, and dilapidated signs along roads will help reduce clutter and increase the concentration of wayfinding elements to key areas. The removal of unnecessary or dilapidated “No parking” signs is also encouraged. Signage removal should be attended to before new signage installation.



From left to right: Dilapidated sign, metal pole, “No parking” sign

### **State-owned Signs**

Changes to signs that are owned by the state will require working with MassDOT.

### **Local Distinctive Signage**

To improve its wayfinding signage through a unified consistent design, the town installed blue and white wooden pole-mounted signs for parking, amenities, and beaches throughout the downtown over the last decade. Their design is complementary to, and consistent with, this wayfinding plan’s recommended signage, and it would be appropriate to keep them in place until they fall into



disrepair and need to be replaced or removed. At that point, the town could incorporate new signage design and directional information in these locations.



Local distinctive signage that exhibits town identity

### Non-Traditional Signage

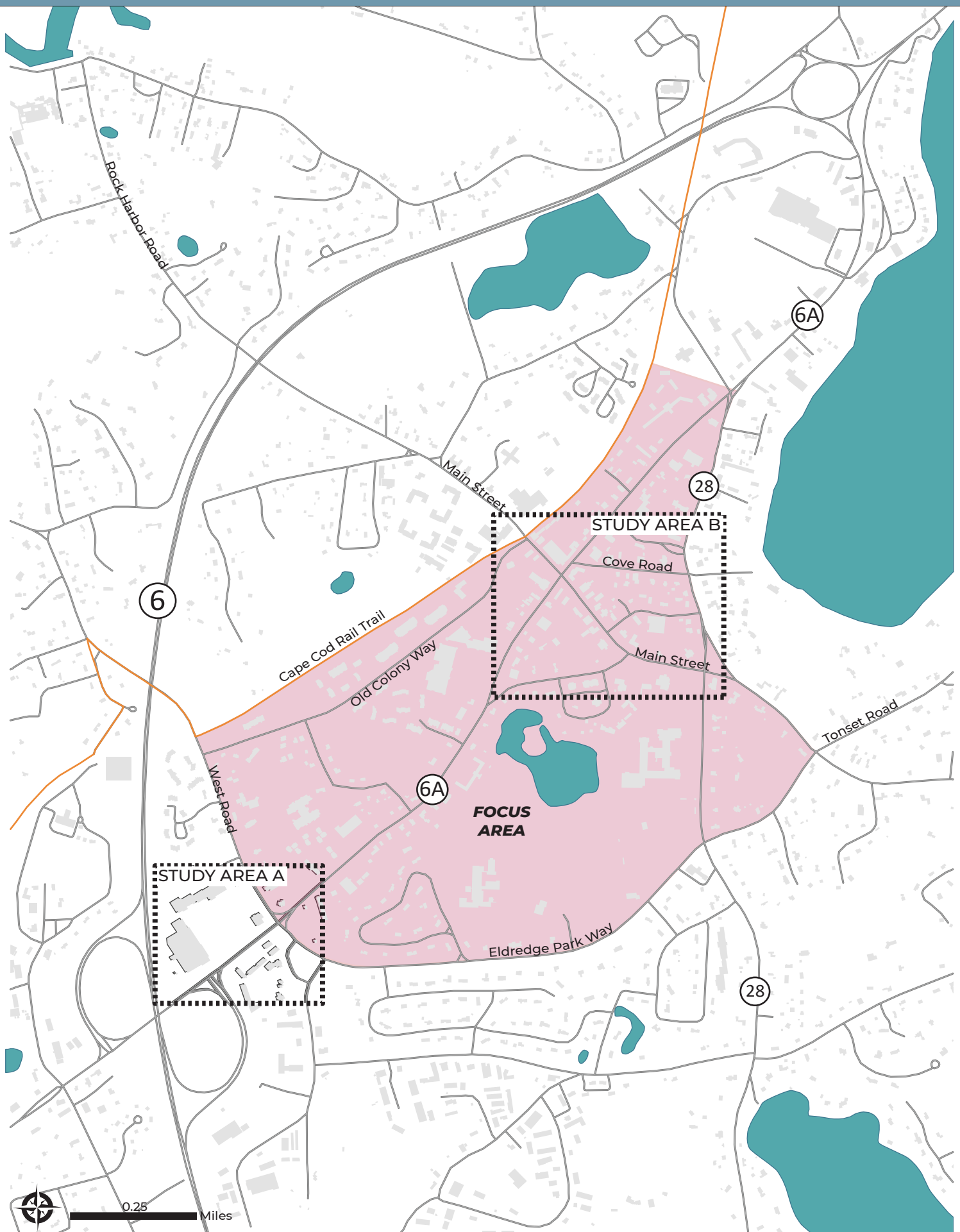
The implementation manual focuses on traditional signage, but non-traditional signage is encouraged to enhance or replace traditional signage where appropriate, as discussed in the wayfinding plan. Examples include distinctive plantings, painted sections of pavement/sidewalk, low picket fences, as well as granite posts/fenceposts with or without digital wayfinding. These options all have the benefit of being easily adaptable or tailored to specific properties. They are most appropriate for high pedestrian activity areas such as key destinations and the commercial portions of Main Street as a discrete way to provide additional information without adding to sign clutter.

### Sign Placement

The placement of signs will depend on the intended user group as well as geographical location. For example, vehicular signage should be located farther away from an intersection than pedestrian signage to account for differences in decision time. Vegetation, topography, and vehicle speed are additional considerations when deciding where to place signs. The manual suggests general locations for signs – in many cases signs marked for replacement or consolidation utilize existing sign placement – but on-the-ground conditions should be considered.

# MAP 1

## STUDY AREAS (A and B)





## DESCRIPTION OF PROPOSED SIGNAGE CHANGES

STUDY AREAS (A and B)



### Remove

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Signage should be removed if it is illegible, is missing essential components that lead it to be illegible, or if the information is unnecessary or repetitive within its context.



### Replace

---

Signage should be replaced if the content is beneficial to wayfinding but needs to be updated through design changes, changing the type or position of signage, expanded to incorporate additional wayfinding information or replaced with new information, or if the signage is in disrepair.



### Consolidate

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Signage should be consolidated if there is an opportunity to present multiple signs on a single sign. A consolidated sign may also include additional information and may help reduce visual clutter.



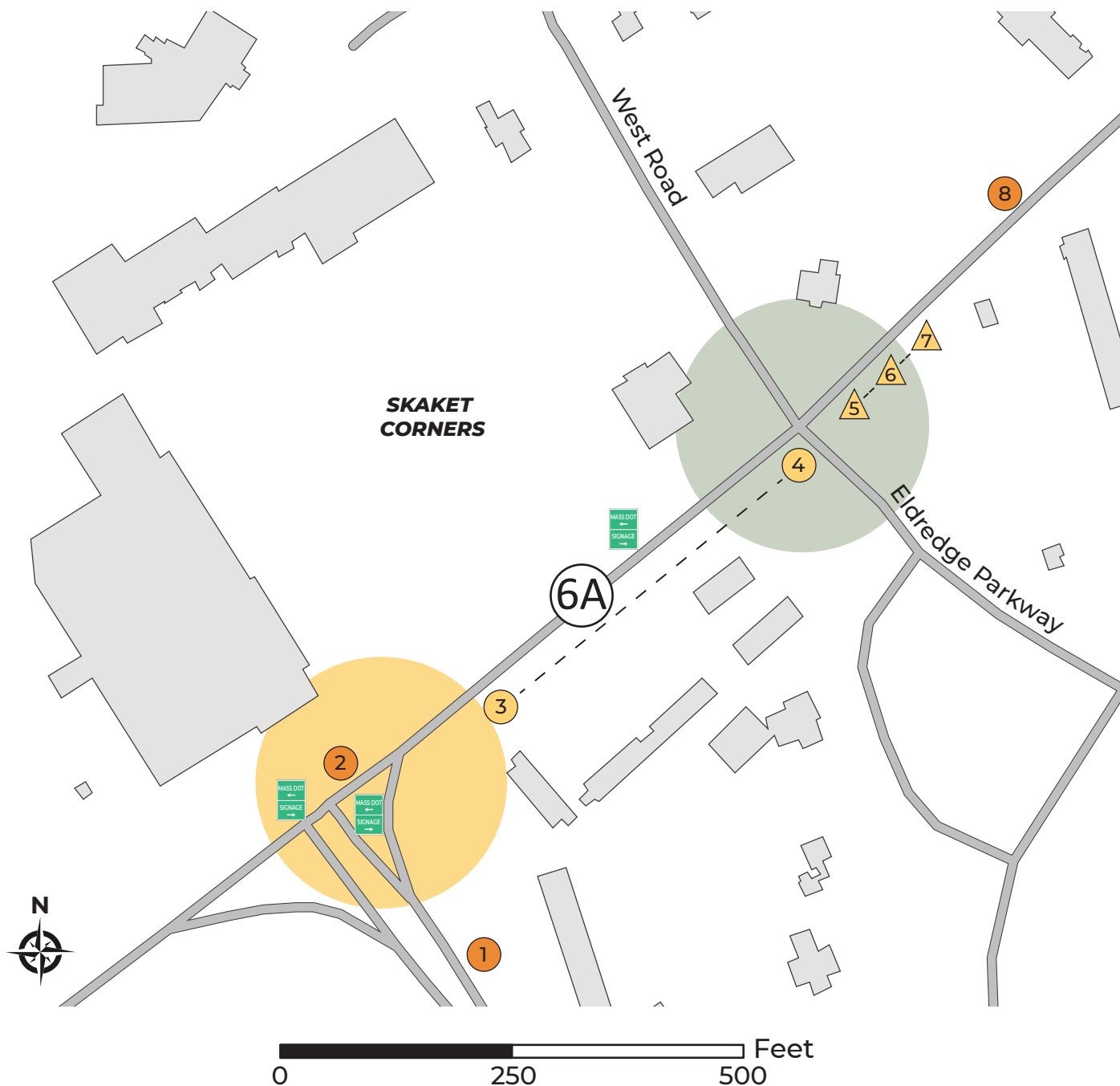
### New

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Signage should be added in locations that lack adequate wayfinding signage or at important decision points that require additional direction towards top destinations.

# MAP 2

## STUDY AREA A







### KEY AREA

-  Gateway
-  Primary Intersection

### MASS DOT

-  Directional Signage

### OWNERSHIP

-  Town
-  State
-  Private
-  Multiple


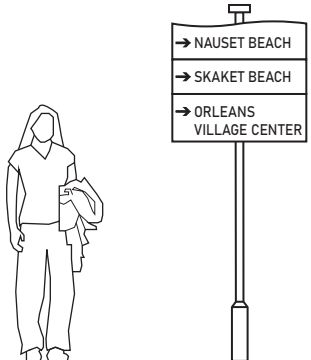



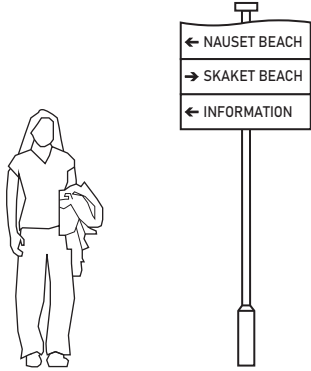
### PROPOSED SIGNAGE CHANGES

-  Remove
-  Replace
-  Consolidate
-  New

# MATRIX A

## STUDY AREA A



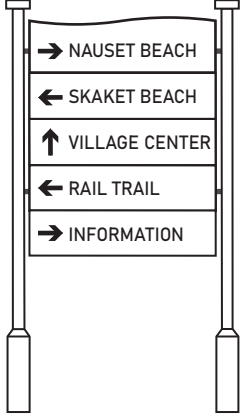
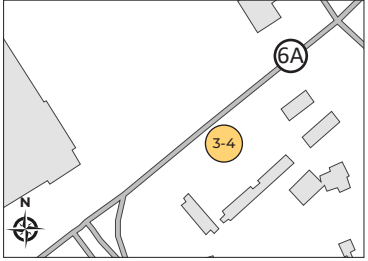


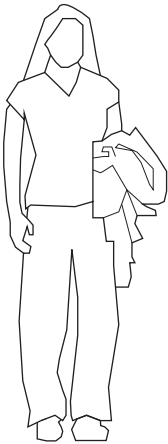
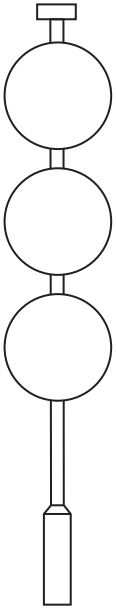


### Signage to be Replaced

ID	EXISTING INFORMATION	PROPOSED INFORMATION	EXISTING DESIGN	POTENTIAL DESIGN
1	Nauset Beach Skaket Beach	Nauset Beach Skaket Beach + Village Center		
2	Welcome to Orleans	Welcome to Orleans		
8	Nauset Beach Skaket Beach	Nauset Beach Skaket Beach + Information		

# MATRIX A

## STUDY AREA A

### Signage to be Consolidated

ID	EXISTING INFORMATION	PROPOSED INFORMATION	EXISTING DESIGN	POTENTIAL DESIGN
3	Nauset Beach Skaket Beach	Nauset Beach Skaket Beach + Village Center + Rail Trail Information		<b>3-4</b>   
4	Information			
5	Kiwanis International	Kiwanis International  Rotary International  Ancient Free & Accepted Masons		<b>5-7</b>  
6	Rotary International			
7	Ancient Free & Accepted Masons			



# PERSPECTIVE A

## STUDY AREA A

Signage to be Consolidated





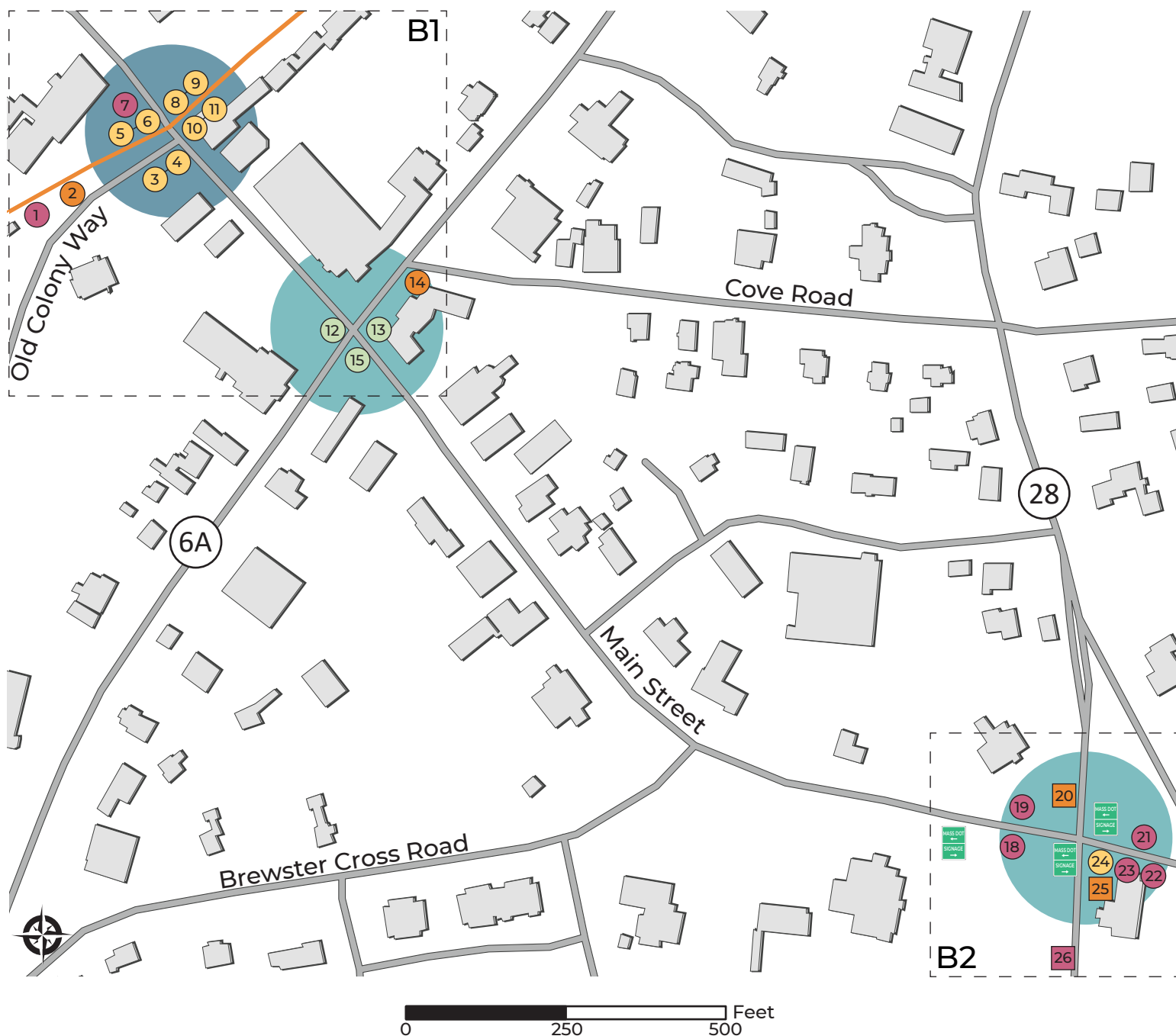
**PERSPECTIVE A**  
STUDY AREA A

Signage to be Consolidated



# MAP 3

## STUDY AREA B (B1 and B2)







### KEY AREA

-  Secondary Intersection
-  Rail Trail Crossing

### MASS DOT

-  Directional Signage

### OWNERSHIP

-  Town
-  State
-  Private
-  Multiple

### PROPOSED SIGNAGE CHANGES

-  Remove
-  Replace
-  Consolidate
-  New

MAP 3.1

STUDY AREA B1



KEY AREA

- Secondary Intersection
- Rail Trail Crossing

MASS DOT

- Directional Signage

OWNERSHIP

- Town
- State
- Private
- Multiple

PROPOSED SIGNAGE CHANGES



- Remove
- Replace
- Consolidate
- New



MATRIX B1

STUDY AREA B1

Signage to be Removed


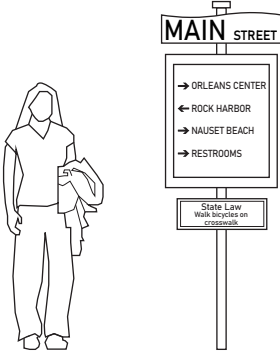

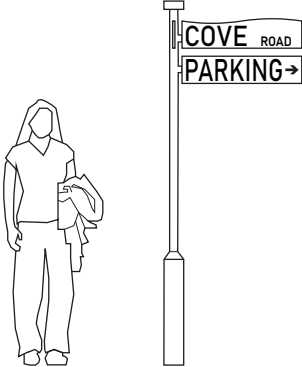
ID	EXISTING INFORMATION	LOCATION DESCRIPTION	EXISTING SIGN	REASON FOR REMOVAL
1	"Stop ahead" warning	Along Rail Trail heading north near Main Street crossing		Unnecessary: Sightline between trail users and approaching STOP sign is unobstructed and satisfies the need to warn users of upcoming road crossing
7	Orleans Village Center Cultural District	Main St. headed SE near Main St. and Old Colony Way intersection		Unnecessary and Repetitive: Orleans Village Center signs are being replaced by the MA Cultural Council signs

Note: The ownership of sign 1 must be confirmed before removal since it may affect proposed changes.

MATRIX B1

STUDY AREA B1

Signage to be Replaced


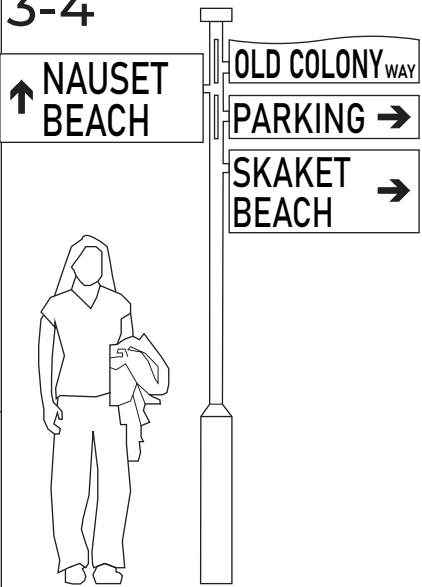




ID	EXISTING INFORMATION	PROPOSED INFORMATION	EXISTING DESIGN	POTENTIAL DESIGN
2	Orleans Center (with arrow) "Walk bicycles on crosswalk"	Street Name Village Center + Rock Harbor + Nauset Beach + Restrooms "State Law..."		
14	Parking (with arrow)	Parking (with arrow)		

Note: The ownership of the "Walk bicycles on crosswalk" sign on sign 2 must be confirmed before replacement since it may affect proposed changes.

# MATRIX B1

## STUDY AREA B1


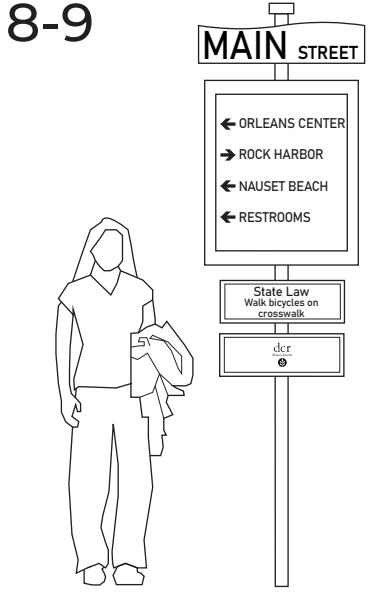


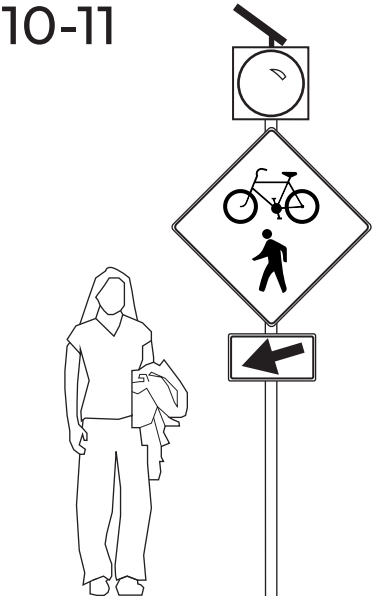

### Signage to be Consolidated

ID	EXISTING INFORMATION	PROPOSED INFORMATION	EXISTING DESIGN	POTENTIAL DESIGN
3	Parking (with arrow)	Parking Skaket Beach Nauset Beach		<b>3-4</b> 
4	Parking (with arrow)			
5	Pedestrian and bike "Trail x-ing" (with logos and light)	Pedestrian and bike "Trail x-ing" (with logos, arrow and light)		<b>5-6</b> 
6	Pedestrian crossing warning logo (with arrow)			

# MATRIX B1

## STUDY AREA B1

### Signage to be Consolidated

ID	EXISTING INFORMATION	PROPOSED INFORMATION	EXISTING DESIGN	POTENTIAL DESIGN
8	Orleans Center (with arrow) "Walk bicycles on crosswalk"	Street Name Village Center + Rock Harbor + Nauset Beach + Restrooms "State Law..." DCR Information		<b>8-9</b> 
9	DCR directional information			
10	Pedestrian and bike crossing warning (with logos and light)	Pedestrian and bike crossing warning (with logos, arrow and light)		<b>10-11</b> 
11	Pedestrian crossing warning (with arrow)			

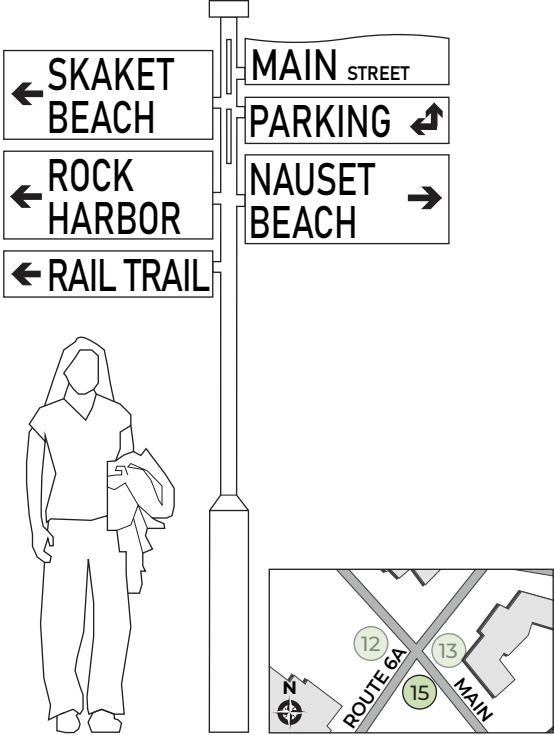
Note: The ownership of signs 8 and 9 must be confirmed before consolidation since it may affect proposed changes.

New Signage

ID	PROPOSED LOCATION	PROPOSED INFORMATION	POTENTIAL DESIGN
12	West Corner of Route 6A and Main Street intersection	Street Name Parking Nauset Beach Rail Trail	
13	East Corner of Route 6A and Main Street intersection	Street Name Parking Skaket Beach Rail Trail Rock Harbor	

Note: The above potential designs are from a single perspective. It is recommended that the backs of signs have the same information for continuity but it is up to the town to determine what works best for each context and situation.

New Signage

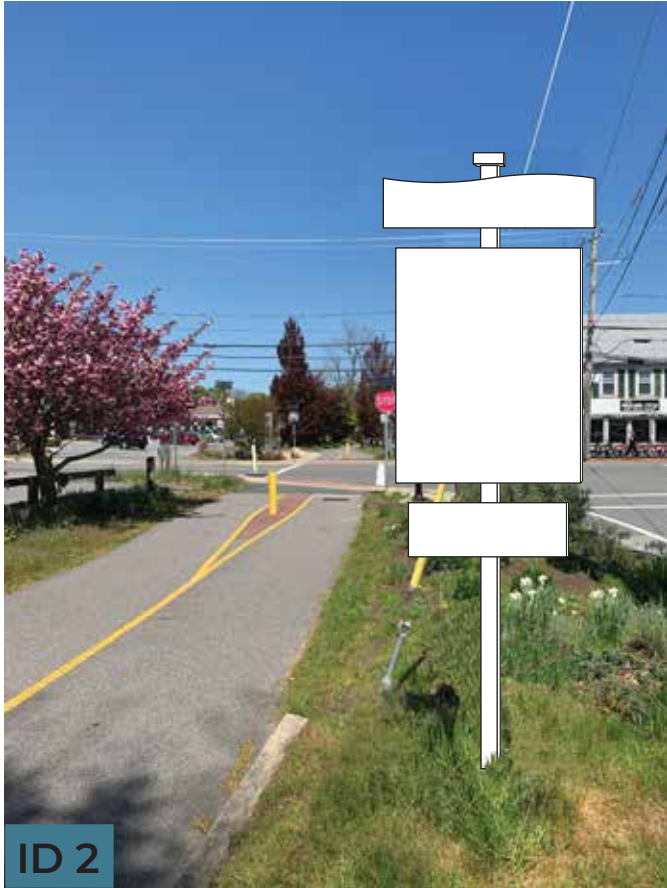
ID	PROPOSED LOCATION	PROPOSED INFORMATION	POTENTIAL DESIGN
15	South Corner of Route 6A and Main Street intersection	Street Name Parking Skaket Beach Nauset Beach Rail Trail Rock Harbor	

Note: The above potential designs are from a single perspective. It is recommended that the backs of signs have the same information for continuity but it is up to the town to determine what works best for each context and situation.

# PERSPECTIVE B1

## STUDY AREA B1

### Signage to be Replaced

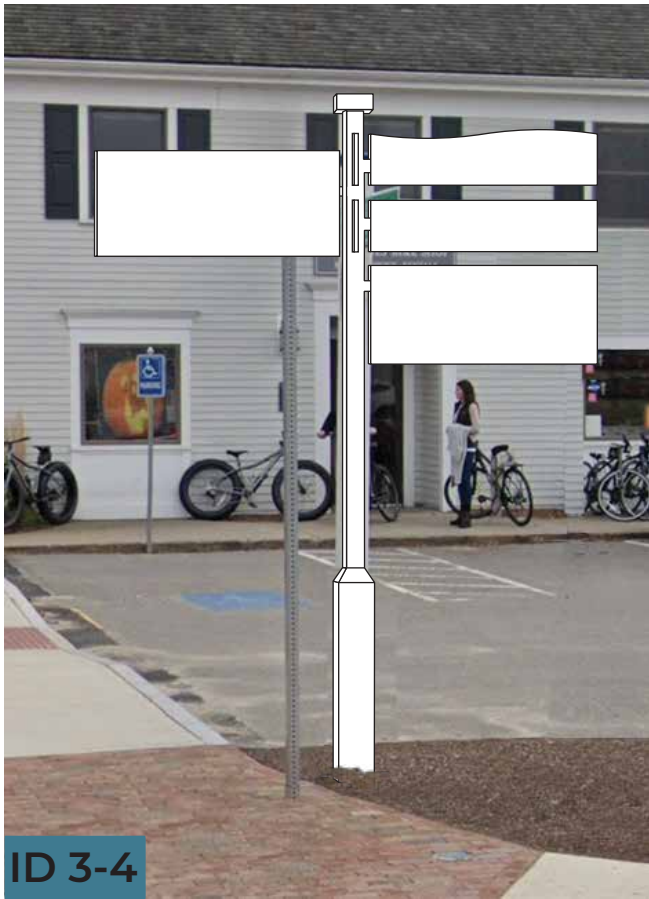




# PERSPECTIVE B1

## STUDY AREA B1

### Signage to be Consolidated





# PERSPECTIVE B1

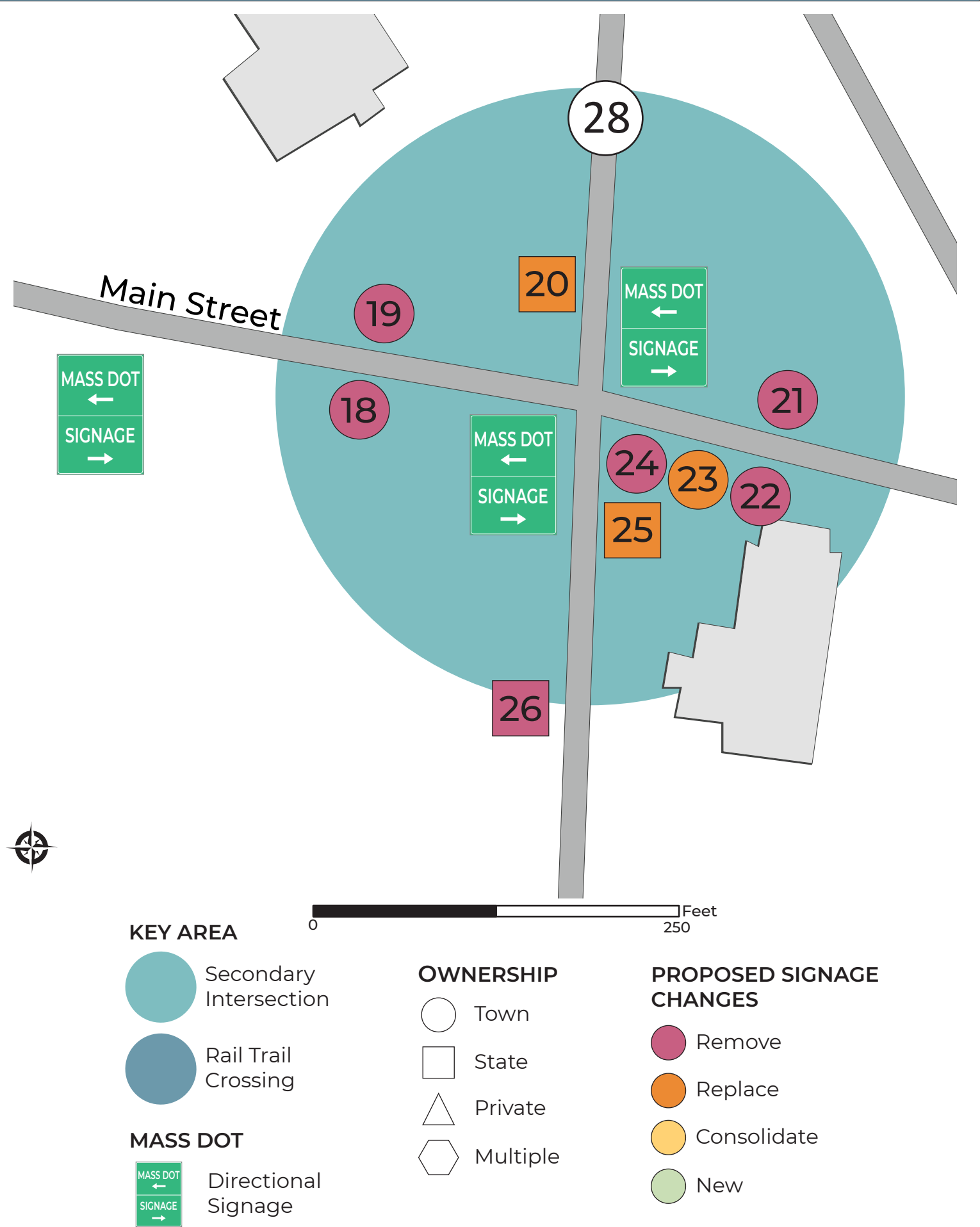
## STUDY AREA B1

### New Signage



MAP 3.2






STUDY AREA B2



# MATRIX B2

## STUDY AREA B2

### Signage to be Removed

ID	EXISTING INFORMATION	LOCATION DESCRIPTION	EXISTING SIGN	REASON FOR REMOVAL
18	No parking any time (with arrow)	Main St. headed SE near Main St. and Rte 28 intersection		Seems Unnecessary: Placement is near busy secondary intersection - parking in this area would be a clear circulation obstruction and does not necessitate a need for signage
19	No parking any time (with arrow)	Main St. headed NW near Main St. and Rte 28 intersection		Seems Unnecessary: Placement is near busy secondary intersection - parking in this area would be a clear circulation obstruction and does not necessitate a need for signage
21	No parking any time (with arrow)	Main St. headed NW at Main St. and Rte 28 intersection		Seems Unnecessary: Placement is near busy secondary intersection - parking in this area would be a clear circulation obstruction and does not necessitate a need for signage
22	No parking any time (with arrow)	Main St. headed SE near Main St. and Rte 28 intersection		Seems Unnecessary: Placement is near busy secondary intersection - parking in this area would be a clear circulation obstruction and does not necessitate a need for signage
24	No parking any time (with arrow)	Rte 28 headed north at Main St. and Rte 28 intersection		Seems Unnecessary: Placement is near busy secondary intersection - parking in this area would be a clear circulation obstruction and does not necessitate a need for signage

# MATRIX B2

## STUDY AREA B2




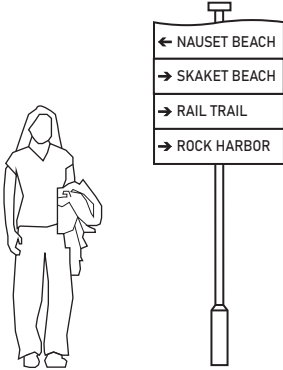

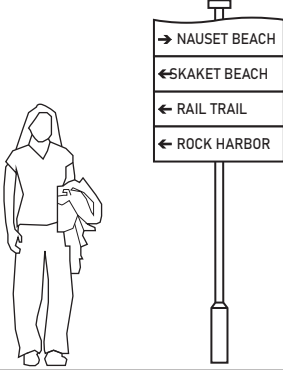
### Signage to be Removed

ID	EXISTING INFORMATION	LOCATION DESCRIPTION	EXISTING SIGN	REASON FOR REMOVAL
26	State highway parking prohibited	Rte 28 headed south near Main St. and Rte 28 intersection		Seems Unnecessary and Repetitive: Placement is near busy secondary intersection - parking in this area would be a clear circulation obstruction and does not necessitate a need for signage. An identical sign is further down the road

MATRIX B2

STUDY AREA B2

Signage to be Replaced

ID	EXISTING INFORMATION	PROPOSED INFORMATION	EXISTING DESIGN	POTENTIAL DESIGN
23	Nauset Beach East Orleans (with arrow and bike logo)	Nauset Beach East Orleans		
20	State highway parking prohibited	Nauset Beach Rail Trail Rock Harbor Skaket Beach		
25	State highway parking prohibited	Nauset Beach Rail Trail Rock Harbor Skaket Beach		



**PERSPECTIVE B2**  
STUDY AREA B2

**Signage to be Replaced**





# Appendix

Orleans Sign Inventory

Public Survey Results





# Orleans Wayfinding Existing Signage Inventory

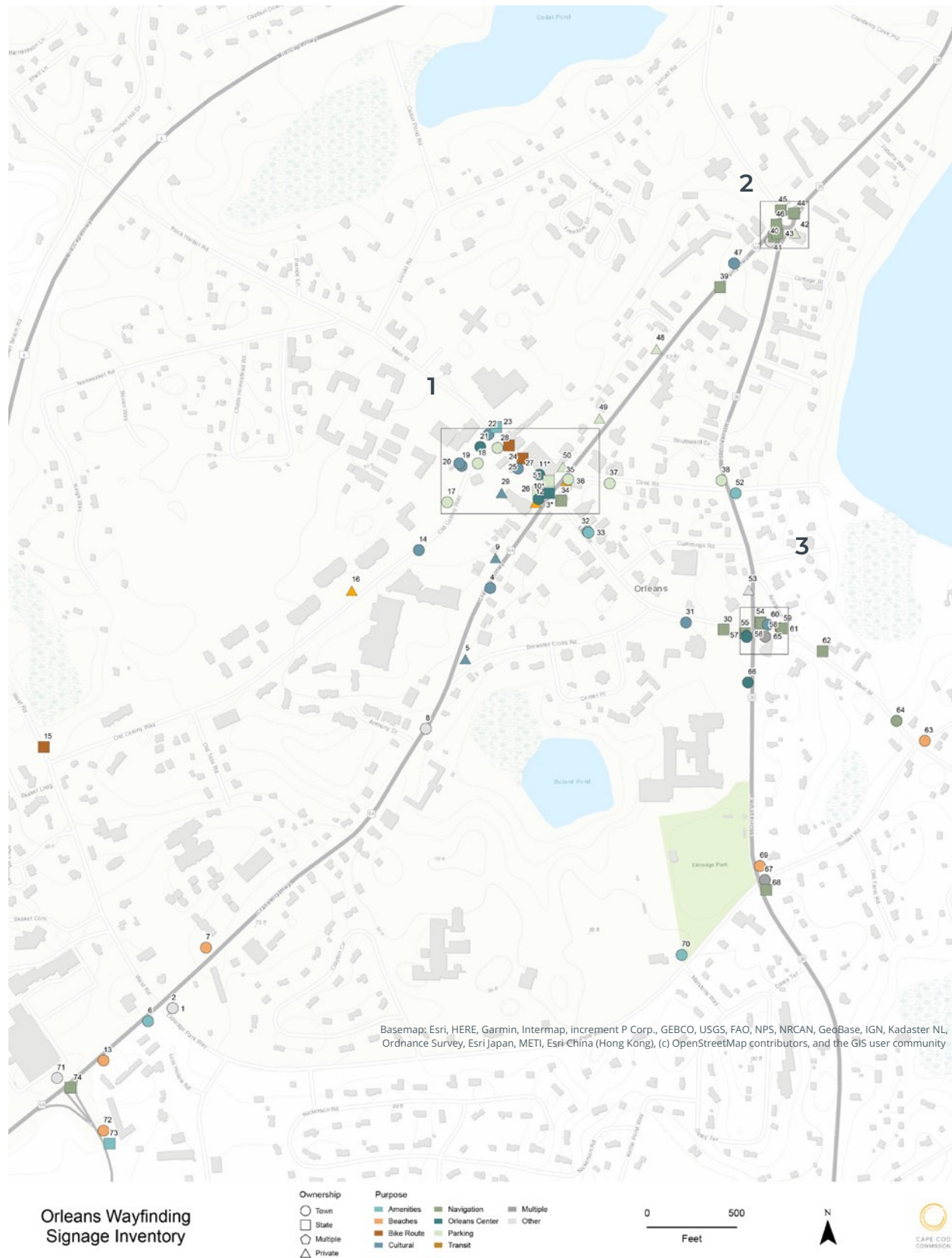
DRAFT

APRIL 30, 2020

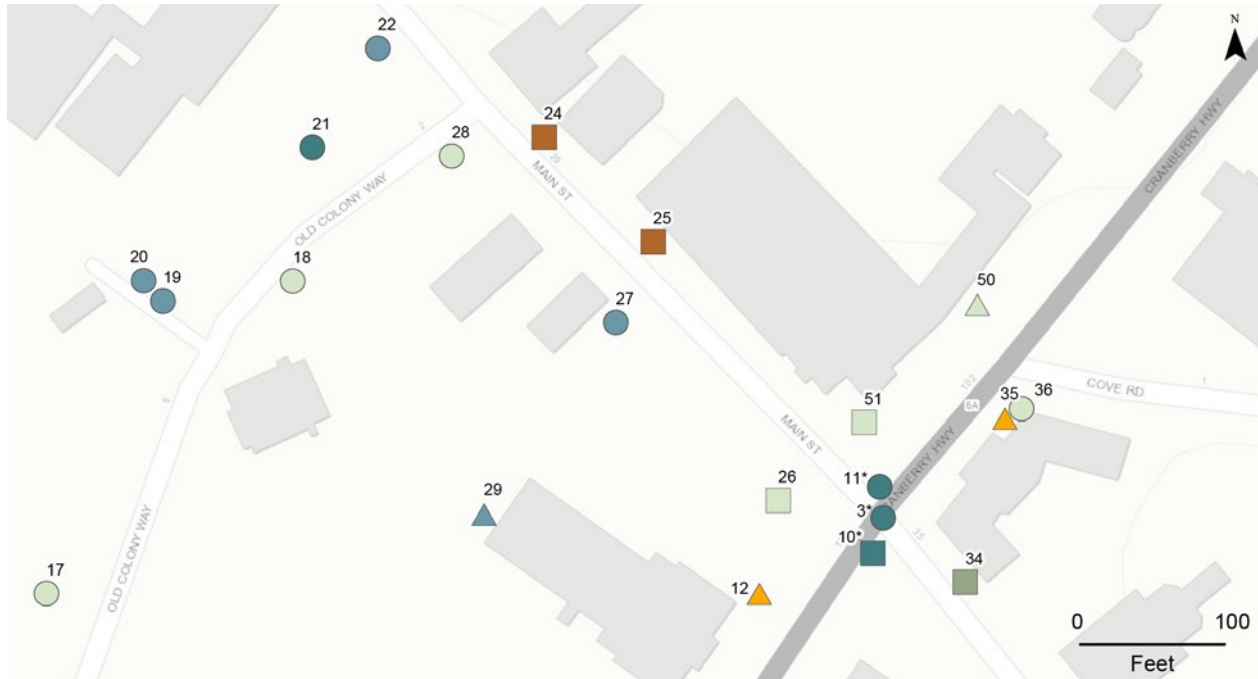
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Prepared by Cape Cod Commission Staff

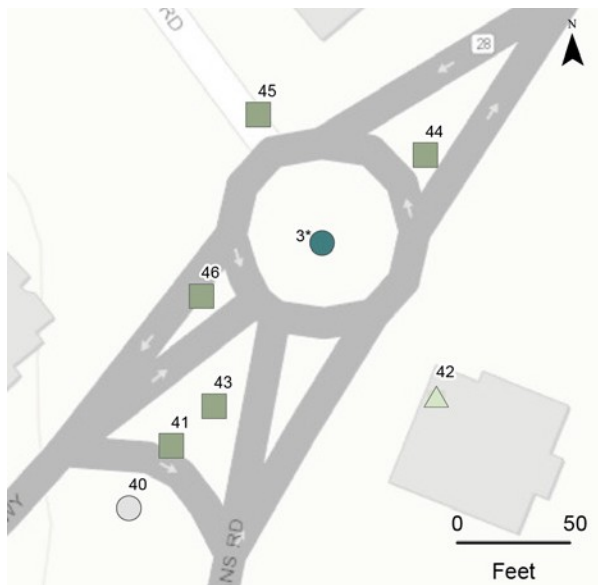




## INSET 1: ORLEANS CENTER



## INSET 2: ROUTE 6A ROUNDABOUT



## INSET 3: MAIN STREET/ROUTE 28



### Ownership

- Town
- State
- ⬡ Multiple
- △ Private

### Type

- Amenities
- Beaches
- Bike Route
- Cultural
- Navigation
- Orleans Center
- Parking
- Transit
- Multiple
- Other

3\* are decorative lamp posts; the point denotes their presence in the general area, not their exact location

10\* represents the brick striping along some sidewalk in the area; the point denotes its presence in the general area, not the exact location

11\* represents the brick sidewalk in the area; the point denotes its presence in the general area, not the exact location

The information depicted on the maps in this document are for illustrative and planning purposes only. They are not adequate for legal boundary definition, regulatory interpretation, or parcel level analysis. They should not substitute for actual on site survey, or supersede deed research.



## SIGN 1: GREEN COMMUNITY SIGN — ROUTE 6A/ELDREDGE PARKWAY

**TYPE**

Other: Green Community sign

**MATERIAL**

Metal

**OWNERSHIP**

Town

**CONDITION**

Good

**LOCATION**

Set back from sidewalk/road

**AUDIENCE****PEDESTRIANS****BICYCLISTS****DRIVERS****TRANSIT USERS**

## SIGN 2: TOWN INFORMATION SIGNS — ROUTE 6A/ELDREDGE PARKWAY

**TYPE**Other: Town information  
displayed in frames seasonally**MATERIAL**

Wood

**OWNERSHIP**

Town

**CONDITION**

Good

**LOCATION**

Set back from sidewalk/road

**AUDIENCE****PEDESTRIANS****BICYCLISTS****DRIVERS****TRANSIT USERS**



### SIGN 3: DECORATIVE LAMP POSTS

**TYPE**  
Orleans Center Decorative Lamp Posts

**MATERIAL**  
Metal

**OWNERSHIP**  
Town

**CONDITION**  
Good



**LOCATION**  
Next to sidewalk and road  
In Orleans Center, around roundabout, and around Academy Place

**AUDIENCE**



### SIGN 4: ORLEANS CULTURAL DISTRICT SIGN — ROUTE 6A EASTBOUND

**TYPE**  
Cultural

**MATERIAL**  
Metal

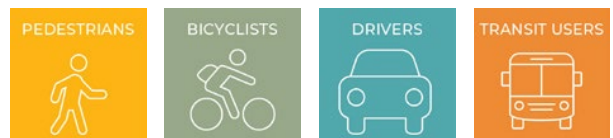
**OWNERSHIP**  
Town

**CONDITION**  
Good



**LOCATION**  
Next to sidewalk (not next to road)

**AUDIENCE**





## SIGN 5: KEYBOARD MURAL — BREWSTER CROSS ROAD

TYPE  
Cultural: Public art

MATERIAL  
Other: Mural

OWNERSHIP  
Private

CONDITION  
Good



LOCATION  
Set back from sidewalk/road

AUDIENCE

PEDESTRIANS



BICYCLISTS



DRIVERS



TRANSIT USERS



## SIGN 6: INFORMATION KIOSK SIGN — ROUTE 6A EASTBOUND

TYPE  
Amenities: Information

MATERIAL  
Metal

OWNERSHIP  
Town

CONDITION  
In need of repairs



LOCATION  
Next to sidewalk (not next to road)

AUDIENCE

PEDESTRIANS



BICYCLISTS



DRIVERS



TRANSIT USERS





## SIGN 7: NAUSET & SKAKET BEACHES SIGN — ROUTE 6A WESTBOUND

TYPE  
Beaches

MATERIAL  
Metal

OWNERSHIP  
Town

CONDITION  
Good



LOCATION  
Next to sidewalk (not next to road)

AUDIENCE

PEDESTRIANS



BICYCLISTS



DRIVERS



TRANSIT USERS



## SIGN 8: ORLEANS CONSERVATION TRUST SIGN — BOLAND POND

TYPE  
Other: Conservation land

MATERIAL  
Metal

OWNERSHIP  
Town/Conservation Trust

CONDITION  
Good



LOCATION  
Next to roadway

AUDIENCE

PEDESTRIANS



BICYCLISTS



DRIVERS



TRANSIT USERS





**SIGN 9: ARTIST COTTAGES SIGN — ROUTE 6A**

TYPE  
Cultural

MATERIAL  
Metal

OWNERSHIP  
Private

CONDITION  
Good



LOCATION  
Next to sidewalk (not next to road)

AUDIENCE

PEDESTRIANS



BICYCLISTS



DRIVERS



TRANSIT USERS

**SIGN 10: BRICK STRIPING ALONG MAIN STREET**

TYPE  
Orleans Center Unique Paving

MATERIAL  
Other: Brick

OWNERSHIP  
State

CONDITION  
Excellent



LOCATION  
Other: Along sidewalk

AUDIENCE

PEDESTRIANS



BICYCLISTS



DRIVERS



TRANSIT USERS



## SIGN 11: MAIN STREET BRICK SIDEWALK

**TYPE**  
Orleans Center Unique Paving

**MATERIAL**  
Other: Brick

**OWNERSHIP**  
Town

**CONDITION**  
Good



**LOCATION**  
Other: Sidewalk

**AUDIENCE**

PEDESTRIANS



BICYCLISTS



DRIVERS



TRANSIT USERS



## SIGN 12: BUS STOP SIGN — ROUTE 6A WESTBOUND

**TYPE**  
Transit: Bus stop

**MATERIAL**  
Metal

**OWNERSHIP**  
Multiple

**CONDITION**  
Good



**LOCATION**  
Next to sidewalk (not next to road)

**AUDIENCE**

PEDESTRIANS



BICYCLISTS



DRIVERS



TRANSIT USERS





## SIGN 13: NAUSET & SKAKET BEACH SIGNS — ROUTE 6A EASTBOUND

TYPE  
Beaches

MATERIAL  
Metal

OWNERSHIP  
Town

CONDITION  
Good



LOCATION  
Next to roadway

AUDIENCE



## SIGN 14: ORLEANS CULTURAL DISTRICT SIGN — OLD COLONY WAY

TYPE  
Cultural

MATERIAL  
Metal

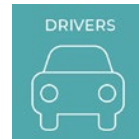
OWNERSHIP  
State

CONDITION  
Good



LOCATION  
Next to roadway

AUDIENCE





**SIGN 15: BIKE ROUTE — WEST ROAD**

TYPE  
Bike Route/Rail Trail

MATERIAL  
Metal

OWNERSHIP  
State

CONDITION  
Good



LOCATION  
Next to sidewalk (not next to road)

AUDIENCE

**SIGN 16: BUS STOP SIGN — OLD COLONY WAY**

TYPE  
Transit: Bus stop

MATERIAL  
Metal

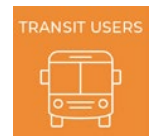
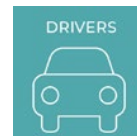
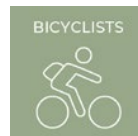
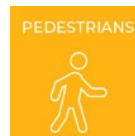
OWNERSHIP  
Private: CCRTA

CONDITION  
Good



LOCATION  
Next to sidewalk (not next to road)

AUDIENCE



## SIGN 17: PUBLIC PARKING/DEPOT SQUARE SIGN — OLD COLONY WAY

TYPE  
Parking, Destination

MATERIAL  
Wood

OWNERSHIP  
Town

CONDITION  
Good



LOCATION  
Next to roadway

AUDIENCE



## SIGN 18: PUBLIC PARKING SIGN — OLD COLONY WAY

TYPE  
Parking: Public

MATERIAL  
Metal

OWNERSHIP  
Town

CONDITION  
Good



LOCATION  
Next to roadway

AUDIENCE





## SIGN 19: RAILROAD DEPOT INTERPRETIVE SIGN — OLD COLONY WAY

TYPE  
Cultural: Town history

MATERIAL  
Metal

OWNERSHIP  
Town

CONDITION  
Good



LOCATION  
Next to sidewalk (not next to road)

AUDIENCE

PEDESTRIANS



BICYCLISTS



DRIVERS



TRANSIT USERS



## SIGN 20: TOWN INFORMATION BULLETIN BOARD NEXT TO RAIL TRAIL

TYPE  
Cultural: Town info

MATERIAL  
Wood

OWNERSHIP  
Town

CONDITION  
Good



LOCATION  
Next to sidewalk (not next to road)

AUDIENCE

PEDESTRIANS



BICYCLISTS



DRIVERS



TRANSIT USERS



**SIGN 21: ORLEANS CENTER SIGN FOR RAIL TRAIL**

TYPE  
Orleans Center

MATERIAL  
Metal

OWNERSHIP  
Town

CONDITION  
Good



LOCATION  
Other: Next to bike path

AUDIENCE

PEDESTRIANS



BICYCLISTS



DRIVERS



TRANSIT USERS

**SIGN 22: ORLEANS CULTURAL DISTRICT SIGN — MAIN ST/OLD COLONY WAY**

TYPE  
Cultural

MATERIAL  
Metal

OWNERSHIP  
Town

CONDITION  
Good



LOCATION  
Next to sidewalk (not next to road)

AUDIENCE

PEDESTRIANS



BICYCLISTS



DRIVERS



TRANSIT USERS





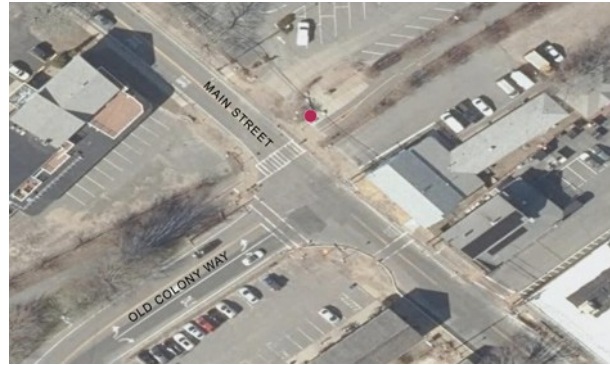
**SIGN 23: CAPE COD RAIL TRAIL DESTINATIONS SIGN — MAIN STREET**

**TYPE**  
Amenities: Bike destinations

**MATERIAL**  
Metal

**OWNERSHIP**  
State

**CONDITION**  
Good

**LOCATION**

Other: Next to bike path and sidewalk

**AUDIENCE**

PEDESTRIANS



BICYCLISTS



DRIVERS



TRANSIT USERS

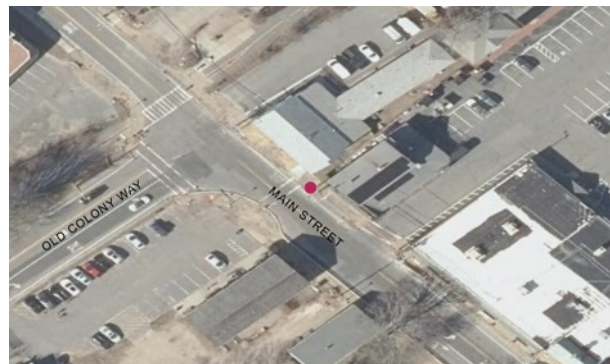
**SIGN 24: BIKE ROUTE SIGN — MAIN STREET**

**TYPE**  
Bike Route

**MATERIAL**  
Metal

**OWNERSHIP**  
State, Town

**CONDITION**  
Good

**LOCATION**

Between sidewalk and roadway

**AUDIENCE**

PEDESTRIANS



BICYCLISTS



DRIVERS



TRANSIT USERS





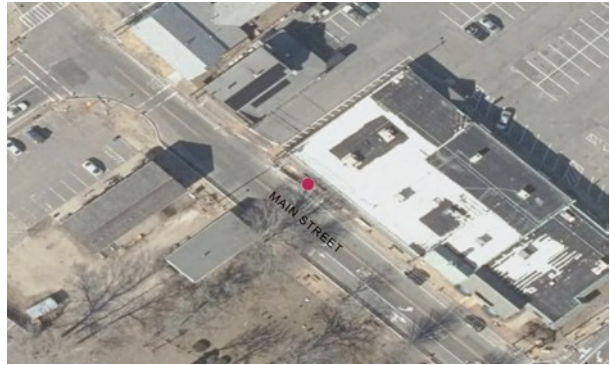
## SIGN 25: BICYCLIST/PEDESTRIAN TRAIL CROSSING SIGN — MAIN STREET

TYPE  
Bike Route/Rail Trail Crossing

MATERIAL  
Metal

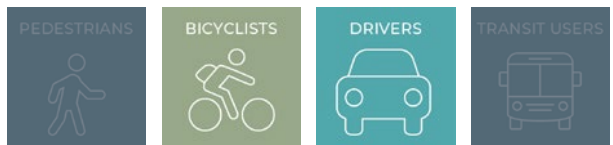
OWNERSHIP  
State, Town

CONDITION  
Good



LOCATION  
Between sidewalk and roadway

AUDIENCE



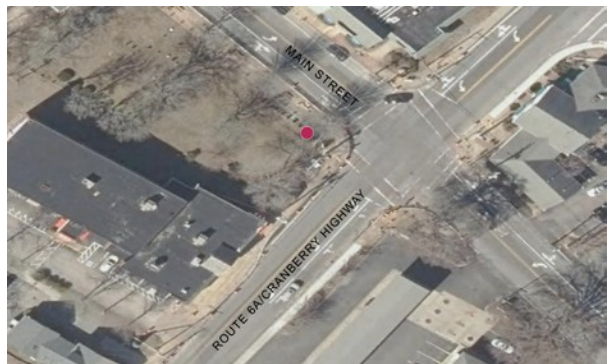
## SIGN 26: PUBLIC PARKING SIGN — MAIN STREET/ROUTE 6A

TYPE  
Parking: Public

MATERIAL  
Metal

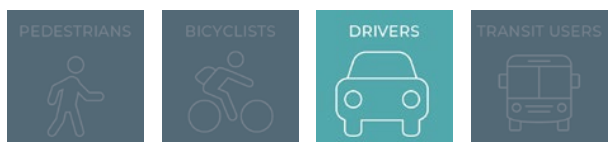
OWNERSHIP  
State

CONDITION  
Good



LOCATION  
Next to roadway

AUDIENCE



**SIGN 27: BURIAL GROUND & POST OFFICE INTERPRETIVE SIGN — MAIN ST**

**TYPE**  
Cultural: Town history

**MATERIAL**  
Metal

**OWNERSHIP**  
Town

**CONDITION**  
Good



**LOCATION**  
Next to sidewalk (not next to road)

**AUDIENCE**

PEDESTRIANS



BICYCLISTS



DRIVERS



TRANSIT USERS

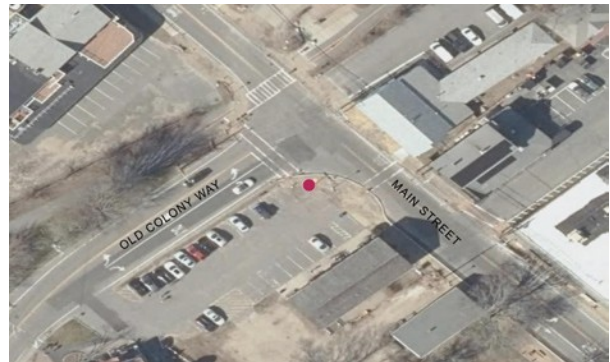
**SIGN 28: PUBLIC PARKING SIGN — OLD COLONY WAY/MAIN STREET**

**TYPE**  
Parking: Public

**MATERIAL**  
Metal

**OWNERSHIP**  
Town

**CONDITION**  
Good



**LOCATION**  
Next to roadway

**AUDIENCE**

PEDESTRIANS



BICYCLISTS



DRIVERS



TRANSIT USERS





**SIGN 29: ORLEANS DEPOT MURAL**

TYPE  
Cultural: Historic Mural

MATERIAL  
Other: Paint on brick

OWNERSHIP  
Private

CONDITION  
Excellent



LOCATION  
Other: Rear building wall

AUDIENCE

**SIGN 30: MASSDOT ROUTE 28 NORTH/SOUTH SIGNS — MAIN ST EASTBOUND**

TYPE  
Navigation: MassDOT

MATERIAL  
Metal

OWNERSHIP  
State

CONDITION  
Excellent



LOCATION  
Next to sidewalk (not next to road)

AUDIENCE



## SIGN 31: TOWN ORIGINS INTERPRETIVE SIGNS — SNOW LIBRARY

TYPE  
Cultural: Town history

MATERIAL  
Metal

OWNERSHIP  
Town

CONDITION  
Good



LOCATION  
Next to sidewalk (not next to road)

AUDIENCE

PEDESTRIANS



BICYCLISTS



DRIVERS



TRANSIT USERS



## SIGN 32: VISITOR INFORMATION SIGN — MAIN STREET

TYPE  
Amenities: Visitor Information

MATERIAL  
Wood

OWNERSHIP  
Town

CONDITION  
Excellent



LOCATION  
Set back from sidewalk/road

AUDIENCE

PEDESTRIANS



BICYCLISTS



DRIVERS



TRANSIT USERS





**SIGN 33: PUBLIC RESTROOMS SIGN — MAIN STREET**

TYPE  
Amenities: Restrooms

MATERIAL  
Wood

OWNERSHIP  
Town

CONDITION  
Good



LOCATION  
Next to sidewalk (not next to road)

AUDIENCE

PEDESTRIANS



BICYCLISTS



DRIVERS



TRANSIT USERS

**SIGN 34: ROUTE 6A SIGN — MAIN STREET**

TYPE  
Navigation: MassDOT

MATERIAL  
Metal

OWNERSHIP  
State

CONDITION  
Excellent



LOCATION  
Other: In sidewalk

AUDIENCE

PEDESTRIANS



BICYCLISTS



DRIVERS



TRANSIT USERS



**SIGN 35: BUS STOP SIGN — ROUTE 6A/COVE ROAD**

**TYPE**  
Transit: Bus stop

**MATERIAL**  
Metal

**OWNERSHIP**  
Private: Multiple

**CONDITION**  
In need of repairs



**LOCATION**  
Next to sidewalk (not next to road)

**AUDIENCE**

**SIGN 36: PUBLIC PARKING SIGN — ROUTE 6A/COVE ROAD**

**TYPE**  
Parking: Public

**MATERIAL**  
Wood

**OWNERSHIP**  
Town

**CONDITION**  
Good



**LOCATION**  
Set back from sidewalk/road

**AUDIENCE**





## SIGN 37: PUBLIC PARKING/RESTROOMS SIGN — COVE ROAD

TYPE  
Parking and restrooms

MATERIAL  
Wood

OWNERSHIP  
Town

CONDITION  
Good



LOCATION  
Set back from sidewalk/road

AUDIENCE

PEDESTRIANS



BICYCLISTS



DRIVERS



TRANSIT USERS



## SIGN 38: PUBLIC PARKING SIGN — COVE ROAD/ROUTE 28

TYPE  
Parking: Public

MATERIAL  
Metal

OWNERSHIP  
Town

CONDITION  
Good



LOCATION  
Next to roadway

AUDIENCE

PEDESTRIANS



BICYCLISTS



DRIVERS



TRANSIT USERS



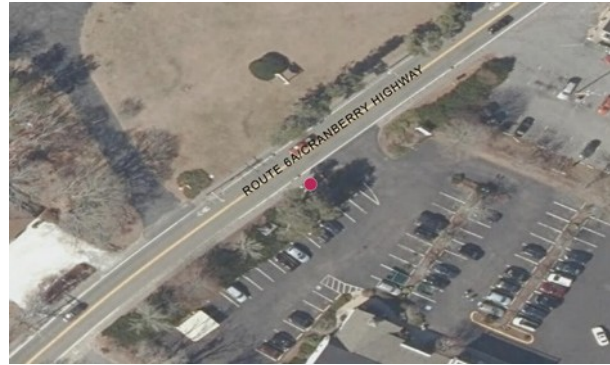
**SIGN 39: MASSDOT ROUTE 6A/ROUTE 28 SIGN — ROUTE 6A EASTBOUND**

**TYPE**  
Navigation: MassDOT

**MATERIAL**  
Metal

**OWNERSHIP**  
State

**CONDITION**  
Excellent



**LOCATION**  
Next to sidewalk (not next to road)

**AUDIENCE**

**SIGN 40: GREEN COMMUNITY SIGN — ROUTE 6A/ROUTE 28**

**TYPE**  
Other: Green Community

**MATERIAL**  
Metal

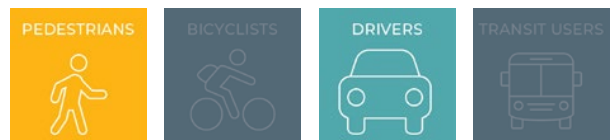
**OWNERSHIP**  
Town

**CONDITION**  
Excellent



**LOCATION**  
Set back from sidewalk/road

**AUDIENCE**





## SIGN 41: MASSDOT ROUTE 6A/ROUTE 28 SIGNS —ROUTE 6A/ROUTE 28

TYPE  
Navigation: MassDOT

MATERIAL  
Metal

OWNERSHIP  
State

CONDITION  
Excellent



LOCATION  
Next to roadway

AUDIENCE



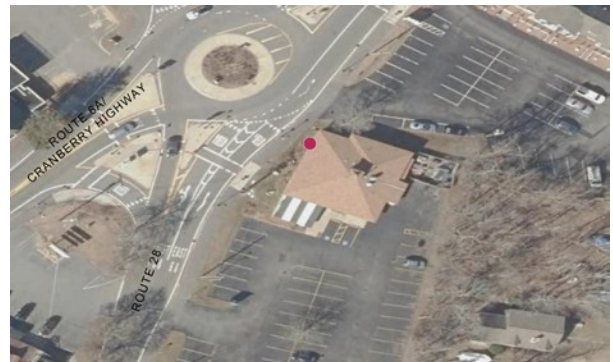
## SIGN 42: COOKE'S PARKING SIGN

TYPE  
Parking: Business parking

MATERIAL  
Wood

OWNERSHIP  
Private

CONDITION  
Excellent



LOCATION  
Set back from sidewalk/road

AUDIENCE



**SIGN 43: MASSDOT ROUTE 6A/ROUTE 28 SIGNS — ROUTE 6A/ROUTE 28**

TYPE  
Navigation: MassDOT

MATERIAL  
Metal

OWNERSHIP  
State

CONDITION  
Excellent



LOCATION  
Next to roadway

AUDIENCE

**SIGN 44: MASSDOT ROUTE 6A WEST SIGN — ROUTE 6A WESTBOUND**

TYPE  
Navigation MassDOT

MATERIAL  
Metal

OWNERSHIP  
State

CONDITION  
Excellent



LOCATION  
Next to roadway

AUDIENCE





**SIGN 45: MASSDOT ROUTE 6A WEST/ROUTE 28 NORTH SIGNS — CANAL RD**

TYPE  
Navigation MassDOT

MATERIAL  
Metal

OWNERSHIP  
State

CONDITION  
Excellent



LOCATION  
Next to roadway

AUDIENCE

**SIGN 46: MASSDOT ROUTE 28 NORTH/ROUTE 6A SIGNS — ROUTE 6A EASTBOUND**

TYPE  
Navigation MassDOT

MATERIAL  
Metal

OWNERSHIP  
State

CONDITION  
Excellent



LOCATION  
Next to roadway

AUDIENCE





**SIGN 47: ORLEANS CULTURAL DISTRICT SIGN — ROUTE 6A WESTBOUND**

TYPE  
Cultural

MATERIAL  
Metal

OWNERSHIP  
Town

CONDITION  
Excellent



LOCATION  
Next to sidewalk (not next to road)

AUDIENCE

PEDESTRIANS



BICYCLISTS



DRIVERS



TRANSIT USERS

**SIGN 48: BUSINESS PARKING SIGN — ROUTE 6A**

TYPE  
Parking Business parking

MATERIAL  
Wood

OWNERSHIP  
Private

CONDITION  
In need of repairs



LOCATION  
Next to sidewalk (not next to road)

AUDIENCE

PEDESTRIANS



BICYCLISTS



DRIVERS



TRANSIT USERS





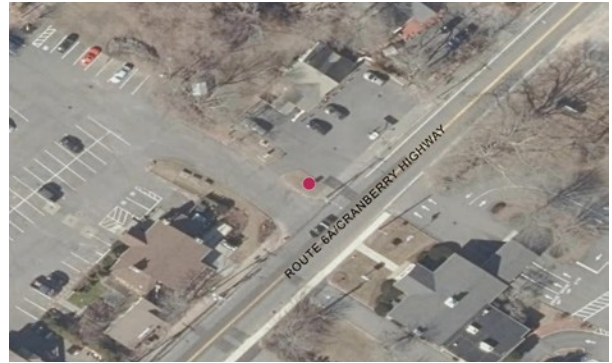
**SIGN 49: MAIN STREET SQUARE SIGN**

**TYPE**  
Parking: Business Parking/Shopping

**MATERIAL**  
Wood

**OWNERSHIP**  
Private

**CONDITION**  
Good



**LOCATION**  
Set back from sidewalk/road

**AUDIENCE**

PEDESTRIANS



BICYCLISTS



DRIVERS



TRANSIT USERS

**SIGN 50: NEW YORK HAIR/PARKING SIGN — ROUTE 6A**

**TYPE**  
Parking: Business Parking

**MATERIAL**  
Wood

**OWNERSHIP**  
Private

**CONDITION**  
In need of repairs



**LOCATION**  
Set back from sidewalk/road

**AUDIENCE**

PEDESTRIANS



BICYCLISTS



DRIVERS



TRANSIT USERS



## SIGN 51: PUBLIC PARKING SIGN — ROUTE 6A/MAIN STREET

TYPE  
Parking: Public

MATERIAL  
Metal

OWNERSHIP  
State

CONDITION  
Excellent



LOCATION  
Next to sidewalk (not next to road)

AUDIENCE

PEDESTRIANS



BICYCLISTS



DRIVERS



TRANSIT USERS



## SIGN 52: TOWN LANDING — COVE ROAD/ROUTE 28

TYPE  
Amenities: Town landing

MATERIAL  
Metal

OWNERSHIP  
Town

CONDITION  
Good



LOCATION  
Next to roadway

AUDIENCE

PEDESTRIANS



BICYCLISTS



DRIVERS



TRANSIT USERS





## SIGN 53: POST OFFICE SQUARE SIGN — ROUTE 28

TYPE  
Parking: Business Parking/Shopping

MATERIAL  
Wood

OWNERSHIP  
Private

CONDITION  
Good



LOCATION  
Next to roadway

AUDIENCE

PEDESTRIANS



BICYCLISTS



DRIVERS



TRANSIT USERS



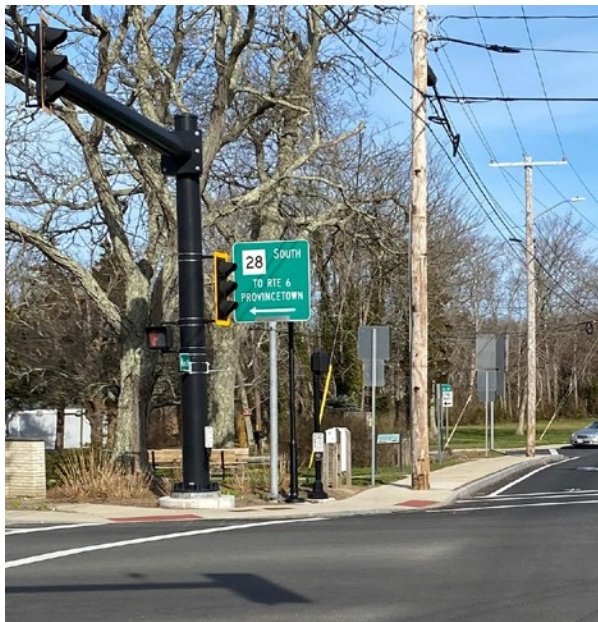
## SIGN 54: MASSDOT ROUTE 28 SOUTH SIGN — ROUTE 28/MAIN STREET

TYPE  
Navigation MassDOT

MATERIAL  
Metal

OWNERSHIP  
State

CONDITION  
Excellent



LOCATION  
Next to sidewalk (not next to road)

AUDIENCE

PEDESTRIANS



BICYCLISTS



DRIVERS



TRANSIT USERS



## SIGN 55: MASSDOT ROUTE 28 SIGNS — ROUTE 28/MAIN STREET

TYPE  
Navigation MassDOT

MATERIAL  
Metal

OWNERSHIP

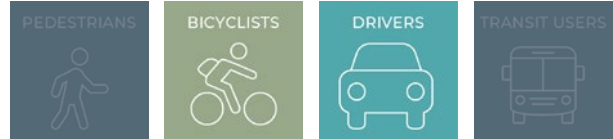
CONDITION  
Excellent



LOCATION

Next to sidewalk (not next to road)

AUDIENCE



## SIGN 56: MASSDOT ORLEANS CENTER SIGN — ROUTE 28/MAIN STREET

TYPE  
Orleans Center MassDOT

MATERIAL  
Metal

OWNERSHIP  
State

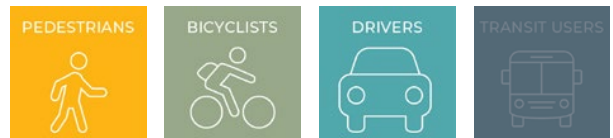
CONDITION  
Excellent



LOCATION

Next to sidewalk (not next to road)

AUDIENCE





**SIGN 57: WELCOME SIGN — ROUTE 28/MAIN STREET**

TYPE  
Orleans Center

MATERIAL  
Wood

OWNERSHIP  
Town

CONDITION  
Good



LOCATION  
Set back from sidewalk/road

AUDIENCE

PEDESTRIANS



BICYCLISTS



DRIVERS



TRANSIT USERS

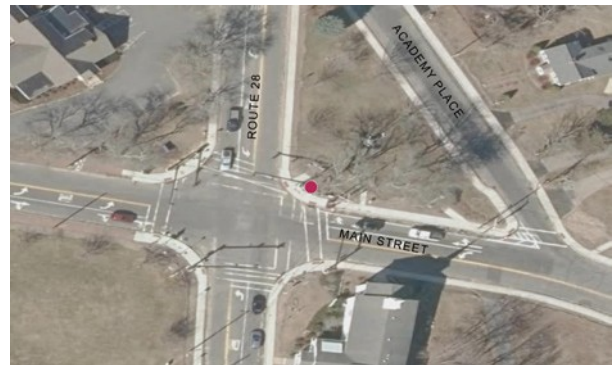
**SIGN 58: MASSDOT ROUTE 6A/ORLEANS CENTER SIGN — ROUTE 28/MAIN ST**

TYPE  
Navigation MassDOT

MATERIAL  
Metal

OWNERSHIP  
State

CONDITION  
Excellent



LOCATION  
Next to sidewalk (not next to road)

AUDIENCE

PEDESTRIANS



BICYCLISTS



DRIVERS



TRANSIT USERS





**SIGN 59: BIKE ROUTE SIGN — MAIN STREET/ACADEMY PLACE**

TYPE  
Bike Route

MATERIAL  
Metal

OWNERSHIP  
Town

CONDITION  
Excellent



LOCATION  
Next to sidewalk (not next to road)

AUDIENCE

**SIGN 60: ACADEMY PLACE INTERPRETIVE SIGN**

TYPE  
Cultural Town history

MATERIAL  
Metal

OWNERSHIP  
Town

CONDITION  
Good



LOCATION  
Next to sidewalk (not next to road)

AUDIENCE





**SIGN 61: MASSDOT ORLEANS CENTER SIGN — ACADEMY PLACE**

TYPE  
Navigation MassDOT

MATERIAL  
Metal

OWNERSHIP  
State

CONDITION  
Good



LOCATION  
Next to sidewalk (not next to road)

AUDIENCE

**SIGN 62: MASSDOT ROUTE 28 SIGNS — MAIN STREET EASTBOUND**

TYPE  
Navigation MassDOT

MATERIAL  
Metal

OWNERSHIP  
State

CONDITION  
Good



LOCATION  
Next to sidewalk (not next to road)

AUDIENCE





**SIGN 63: NAUSET BEACH SIGN — TONSET ROAD/MAIN STREET**

TYPE  
Beaches Nauset Beach

MATERIAL  
Wood

OWNERSHIP  
Town

CONDITION  
Good



LOCATION  
Next to roadway

AUDIENCE

PEDESTRIANS



BICYCLISTS



DRIVERS



TRANSIT USERS

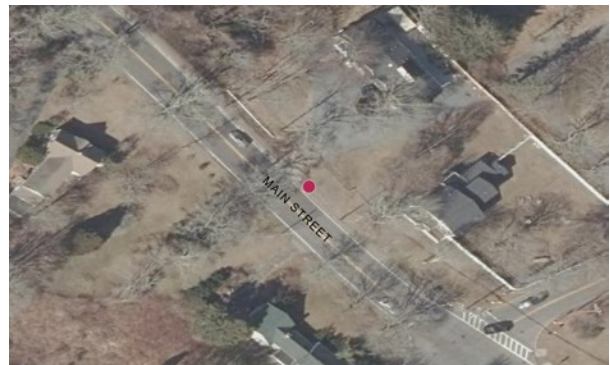
**SIGN 64: TOWN ROUTE 6A, ROUTE 6, ROUTE 28, & POLICE SIGNS — MAIN STREET**

TYPE  
Navigation Route 6A, 6, 28

MATERIAL  
Metal

OWNERSHIP  
Town

CONDITION  
Good



LOCATION  
Next to roadway

AUDIENCE

PEDESTRIANS



BICYCLISTS



DRIVERS



TRANSIT USERS





**SIGN 65: BIKE ROUTE TO NAUSET BEACH SIGN — MAIN STREET EASTBOUND**

TYPE  
Beaches/Bike Route

MATERIAL  
Metal

OWNERSHIP  
Town

CONDITION  
Excellent



LOCATION  
Next to sidewalk (not next to road)

AUDIENCE

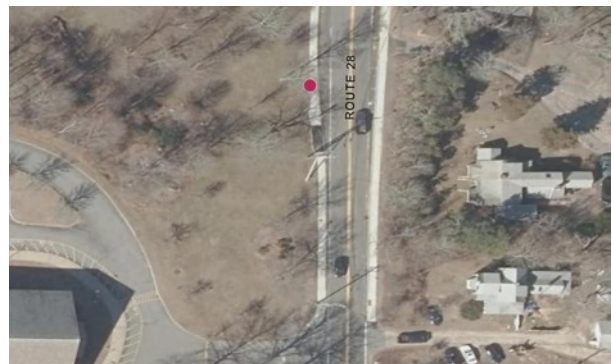
**SIGN 66: ORLEANS CULTURAL DISTRICT SIGN — ROUTE 28**

TYPE  
Cultural

MATERIAL  
Metal

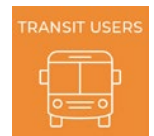
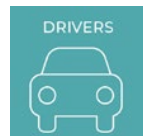
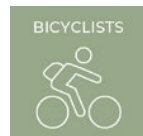
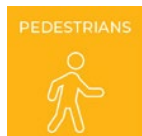
OWNERSHIP  
Town

CONDITION  
Excellent



LOCATION  
Next to sidewalk (not next to road)

AUDIENCE



## SIGN 67: DESTINATION SIGNS — TONSET ROAD/ROUTE 28

TYPE  
Beaches, Orleans Center, Other

MATERIAL  
Metal

OWNERSHIP  
Town

CONDITION  
Good



LOCATION  
Next to roadway

AUDIENCE

PEDESTRIANS



BICYCLISTS



DRIVERS



TRANSIT USERS



## SIGN 68: MASSDOT ROUTE 28 SIGNS — TONSET ROAD/ROUTE 28

TYPE  
Navigation MassDOT

MATERIAL  
Metal

OWNERSHIP  
State

CONDITION  
Good



LOCATION  
Next to roadway

AUDIENCE

PEDESTRIANS



BICYCLISTS



DRIVERS



TRANSIT USERS





## SIGN 69: NAUSET BEACH SIGN — TONSET ROAD/ROUTE 28

TYPE  
Beaches

MATERIAL  
Metal

OWNERSHIP  
Town

CONDITION  
Good



LOCATION  
Next to roadway

AUDIENCE

PEDESTRIANS



BICYCLISTS



DRIVERS



TRANSIT USERS



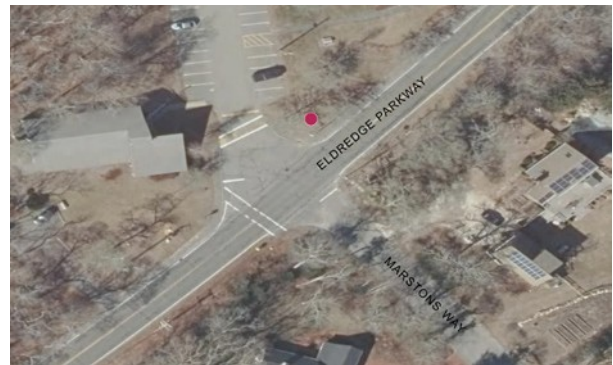
## SIGN 70: SEASONAL RESTROOMS SIGN — ELDRIDGE PARKWAY

TYPE  
Amenities: Public Restrooms

MATERIAL  
Wood

OWNERSHIP  
Town

CONDITION  
Good



LOCATION  
Next to sidewalk (not next to road)

AUDIENCE

PEDESTRIANS



BICYCLISTS



DRIVERS



TRANSIT USERS





**SIGN 71: WELCOME TO ORLEANS SIGN — ROUTE 6 EXIT 12**

TYPE  
Other: Town Welcome Sign

MATERIAL  
Metal

OWNERSHIP  
Town

CONDITION  
Good



LOCATION  
Next to roadway

AUDIENCE

PEDESTRIANS



BICYCLISTS



DRIVERS



TRANSIT USERS

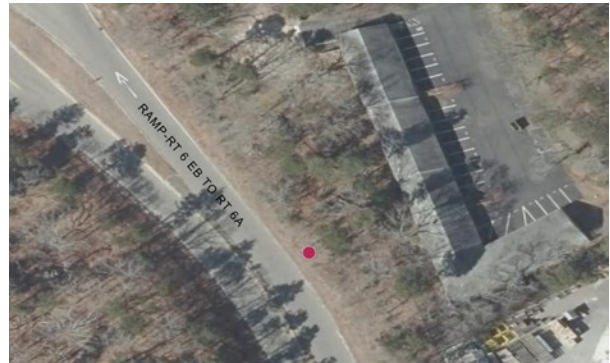
**SIGN 72: NAUSET BEACH SIGN — ROUTE 6 EXIT 12**

TYPE  
Beaches

MATERIAL  
Metal

OWNERSHIP  
Town

CONDITION  
Excellent



LOCATION  
Next to roadway

AUDIENCE

PEDESTRIANS



BICYCLISTS



DRIVERS



TRANSIT USERS





## SIGN 73: NICKERSON STATE PARK & TOURIST INFO SIGNS — ROUTE 6 EXIT 12

TYPE  
Amenities

MATERIAL  
Metal

OWNERSHIP  
State

CONDITION  
Excellent



LOCATION  
Next to roadway

AUDIENCE



## SIGN 74: MASSDOT ROUTE 6A SIGNS — ROUTE 6 EXIT 12

TYPE  
Navigation MassDOT

MATERIAL  
Metal

OWNERSHIP  
State

CONDITION  
Excellent



LOCATION  
Next to roadway

AUDIENCE



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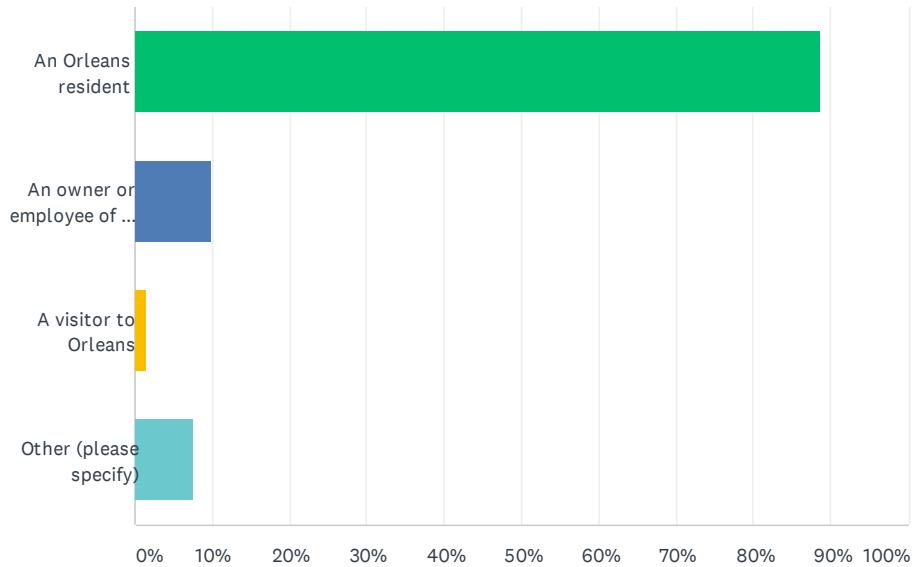
## CAPE COD COMMISSION

3225 MAIN STREET • P.O. BOX 226 • BARNSTABLE, MASSACHUSETTS 02630  
(508) 362-3828 • Fax (508) 362-3136 • [www.capecodcommission.org](http://www.capecodcommission.org)



## Q1 Are you (check all that apply):

Answered: 132 Skipped: 0

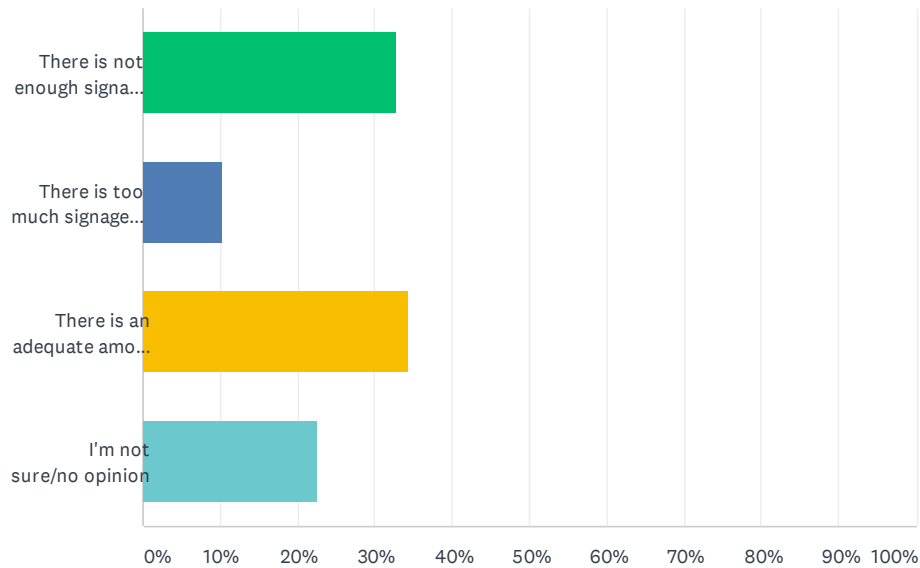


ANSWER CHOICES	RESPONSES
An Orleans resident	89% 117
An owner or employee of a business in Orleans	10% 13
A visitor to Orleans	2% 2
Other (please specify)	8% 10
Total Respondents: 132	

#	OTHER (PLEASE SPECIFY)	DATE
1	year round taxpayer	9/25/2020 3:13 PM
2	Technically Eastham resident (live on the borderline of Eastham/Orleans. The majority of my activities are done in Orleans.	9/25/2020 10:52 AM
3	Homeowner but not resident	9/2/2020 7:34 AM
4	5 plus month season homw owner	9/1/2020 2:25 PM
5	staff	8/31/2020 2:32 PM
6	I own rental property in Orleans.	8/31/2020 1:03 PM
7	Town Employee	8/31/2020 8:50 AM
8	Municipal Employee	8/29/2020 8:26 AM
9	eastham resident	8/28/2020 2:54 PM

## Q2 Which statement best represents your thoughts about the quantity/amount of signage in downtown Orleans?

Answered: 128 Skipped: 4

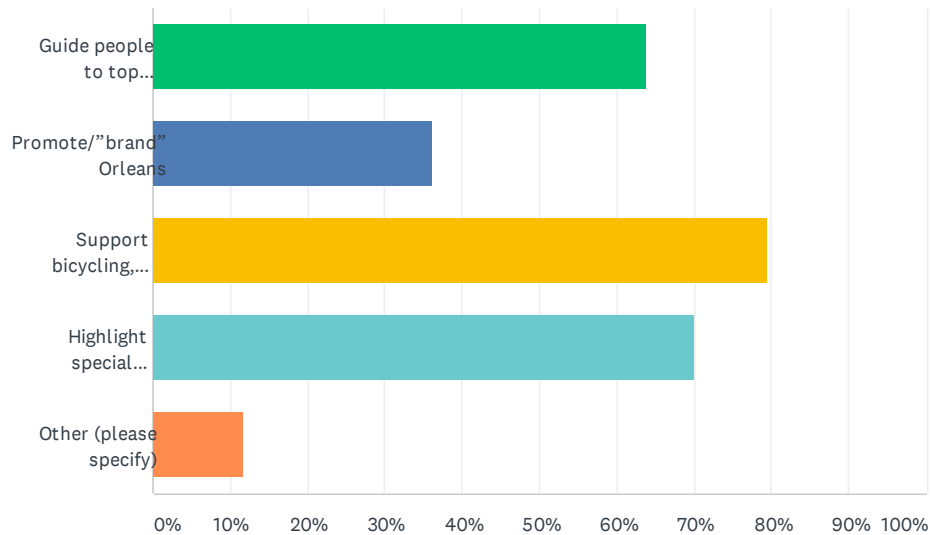


ANSWER CHOICES	RESPONSES	
There is not enough signage in downtown Orleans	33%	42
There is too much signage in downtown Orleans	10%	13
There is an adequate amount of signage in downtown Orleans	34%	44
I'm not sure/no opinion	23%	29
TOTAL		128



### Q3 What functions do you think signage in Orleans should serve? (Check all that apply.)

Answered: 127 Skipped: 5



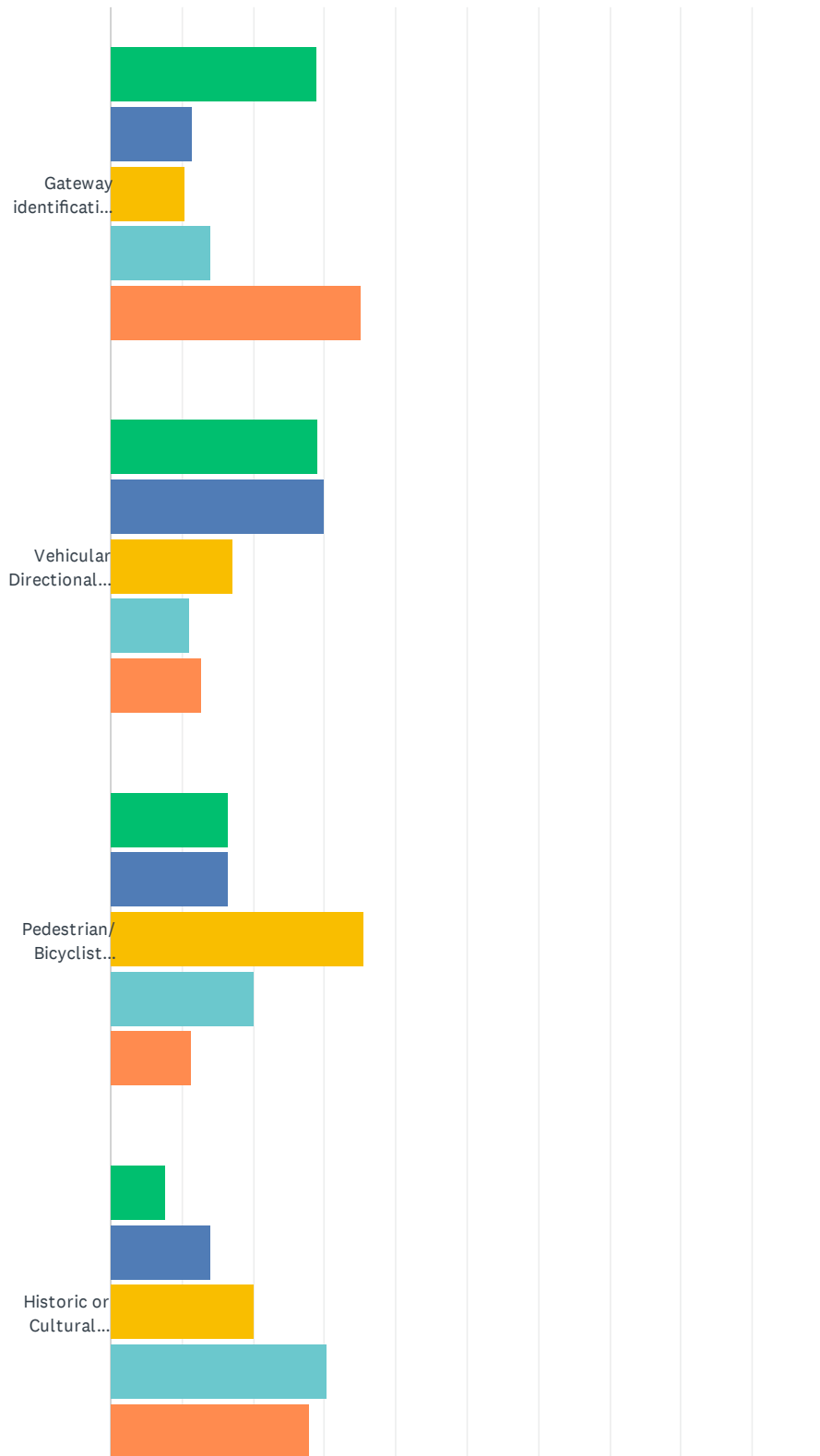
ANSWER CHOICES	RESPONSES	
Guide people to top attractions	64%	81
Promote/'brand' Orleans	36%	46
Support bicycling, walking, and transit use	80%	101
Highlight special locations in Orleans	70%	89
Other (please specify)	12%	15
Total Respondents: 127		

## Orleans Wayfinding Plan Public Survey

#	OTHER (PLEASE SPECIFY)	DATE
1	none of the above	9/26/2020 1:47 PM
2	We are in East Orleans and there are several businesses there. I think proper signage in town will help inform the visitor.	9/15/2020 8:34 AM
3	Should have a pleasant appeal which allows people to better navigate as well to better inform. The signage should be limited. The signage should be a perfect combination of color and words to appeal to the senses. The signage should shout to the visiting public of the uniqueness of the Orleans community to the point that these visitors will then shout to the mountain tops to their family and friends of the cleanliness and beauty of Orleans. Then just watch and sit back and witness the increased visitation. Then just sit back and be amazed as to the increase in value of the township's treasury	9/2/2020 9:01 PM
4	None	9/2/2020 7:35 AM
5	Orleans is a small town with a small downtown. Its beauty is that it hasn't become North Hampton, worse yet, Chatham. Leave out the signage and let people ask others when a need might arise. Shouldn't schools, community lands, and affordable housing be a greater priority for us?	9/2/2020 5:08 AM
6	More sognage is not needed. Just stop the construction and let people get into downtown.	9/1/2020 10:39 PM
7	meet aesthetic values, reduce visitor confusion, visual confusion	9/1/2020 9:32 PM
8	We don't need to clutter up our downtown.	9/1/2020 8:57 PM
9	Communicate public health messaging	9/1/2020 8:23 PM
10	Highlight special events	9/1/2020 8:10 PM
11	Help with traffic if they know where they are going.	9/1/2020 6:48 PM
12	Bike riders need help.	9/1/2020 5:56 PM
13	This is a chamber project not a tax payer one	9/1/2020 4:10 PM
14	Assume GPS phone/car so direct to unique attributes	9/1/2020 2:16 PM
15	and be aesthetically consistent, not a hodge podge of sign styles	8/28/2020 3:12 PM

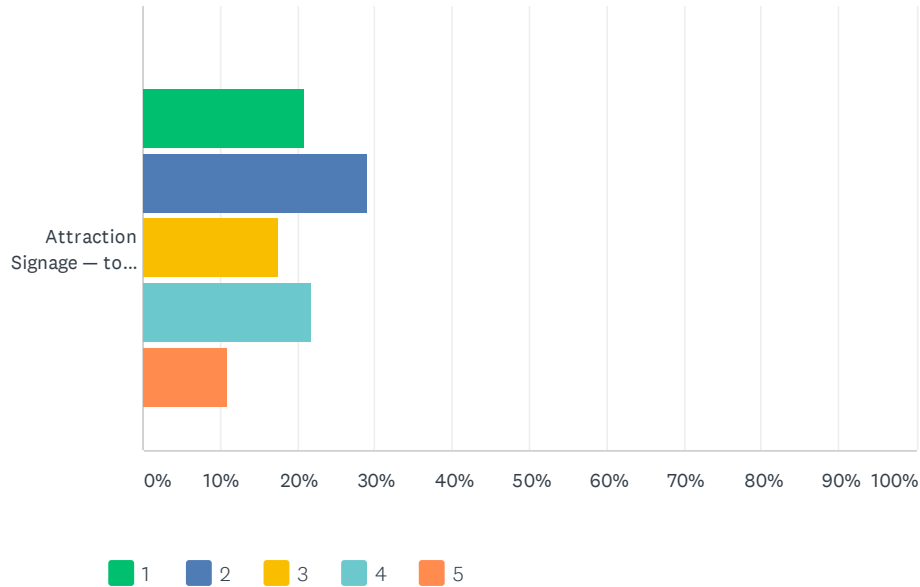
Q4 If you were designing a signage and wayfinding system for people visiting Orleans for the first time, how important would each of the following sign types be? (Rank in order of importance, 1 being most important, and 5 being least important)

Answered: 125 Skipped: 7





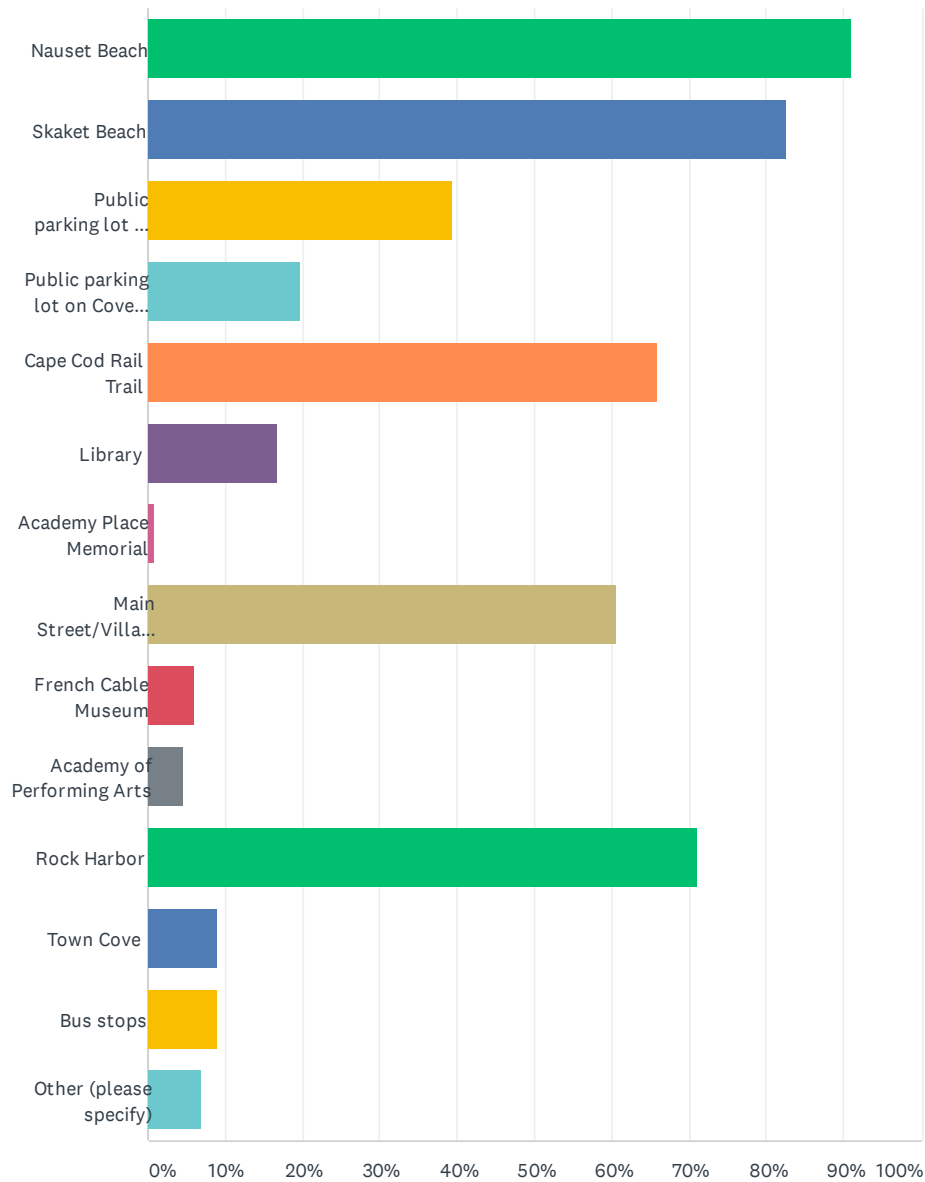
## Orleans Wayfinding Plan Public Survey



	1	2	3	4	5	TOTAL	SCORE
Gateway identification signage -to let people know they've arrived in Orleans	29% 33	11% 13	11% 12	14% 16	35% 40	114	2.85
Vehicular Directional Signage — to navigate drivers to locations within Orleans	29% 34	30% 35	17% 20	11% 13	13% 15	117	3.51
Pedestrian/ Bicyclist Signage — to navigate walkers & bicyclists to locations within Orleans	17% 19	17% 19	36% 41	20% 23	11% 13	115	3.07
Historic or Cultural Signage — to inform people of Orleans history, culture, and special places	8% 9	14% 16	20% 23	30% 35	28% 32	115	2.43
Attraction Signage — to highlight a popular attraction in Orleans (such as beaches, Town Cove, Rock Harbor, etc.)	21% 25	29% 35	18% 21	22% 26	11% 13	120	3.27

## Q5 Please indicate what you think are the top five destinations for wayfinding signage.

Answered: 132 Skipped: 0



# Orleans Wayfinding Plan Public Survey

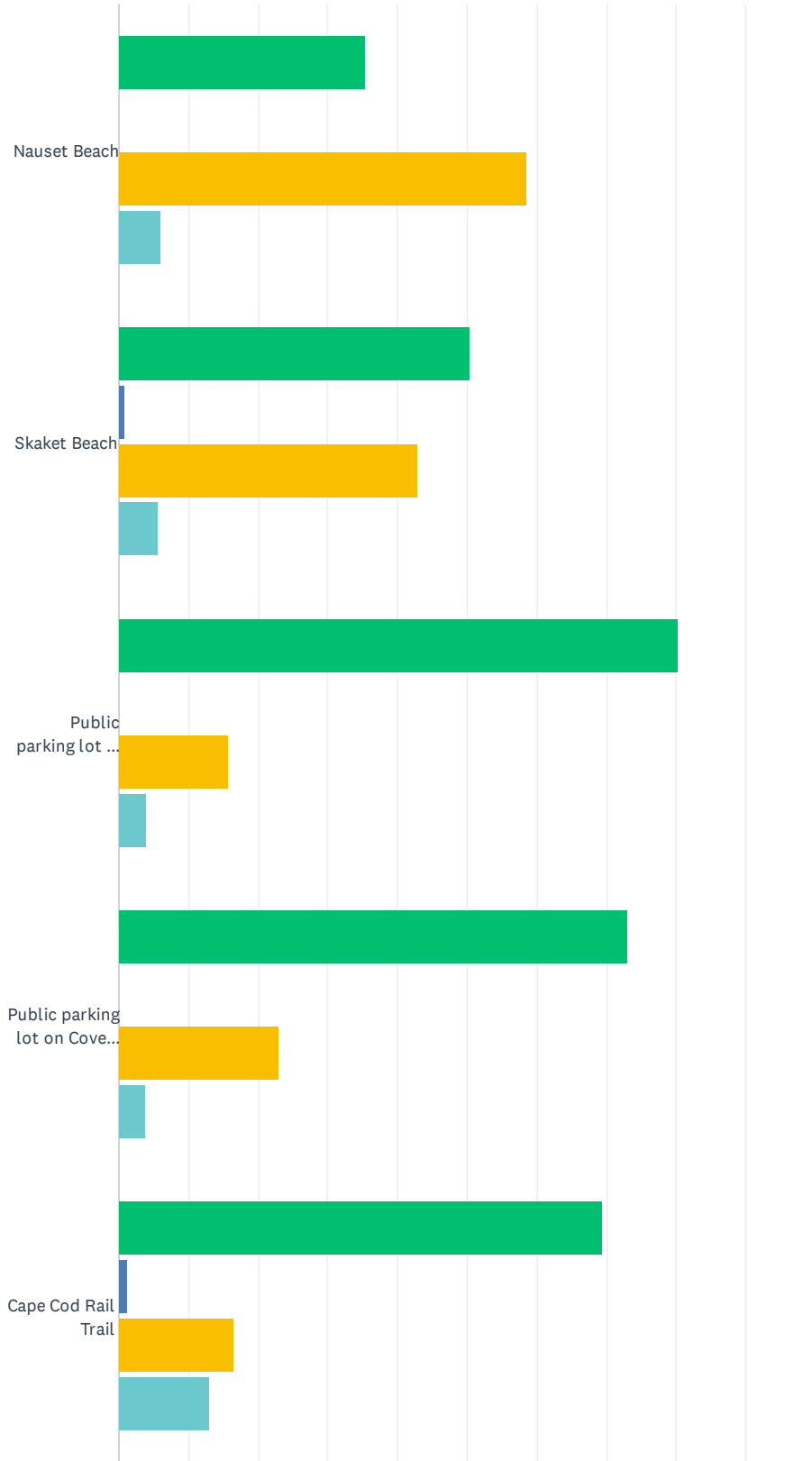
ANSWER CHOICES	RESPONSES	
Nauset Beach	91%	120
Skaket Beach	83%	109
Public parking lot at Main Street & Old Colony Way	39%	52
Public parking lot on Cove Road	20%	26
Cape Cod Rail Trail	66%	87
Library	17%	22
Academy Place Memorial	1%	1
Main Street/Village Center	61%	80
French Cable Museum	6%	8
Academy of Performing Arts	5%	6
Rock Harbor	71%	94
Town Cove	9%	12
Bus stops	9%	12
Other (please specify)	7%	9
Total Respondents: 132		

#	OTHER (PLEASE SPECIFY)	DATE
1	Put sidewalks going from Rock Harbor to Nauset Beach	9/24/2020 11:07 AM
2	public parks/open space, incl oct and cons con held lands/baseball field/lakes	9/3/2020 2:20 PM
3	EV charging stations	9/2/2020 5:01 PM
4	Pond Road in Orleans is an accident waiting to happen. It is too narrow for bikers, walkers and drivers! It is terrifying to drive at certain times.	9/2/2020 3:24 PM
5	Village of East Orleans	9/2/2020 3:23 PM
6	None.	9/2/2020 5:08 AM
7	overflow parking for Snow Library up at Middle School	9/1/2020 6:16 PM
8	dog friendly locations ie Kent's Point, Wildflower Ln	8/28/2020 3:12 PM
9	am not sure of these. tough choice!	8/28/2020 2:54 PM

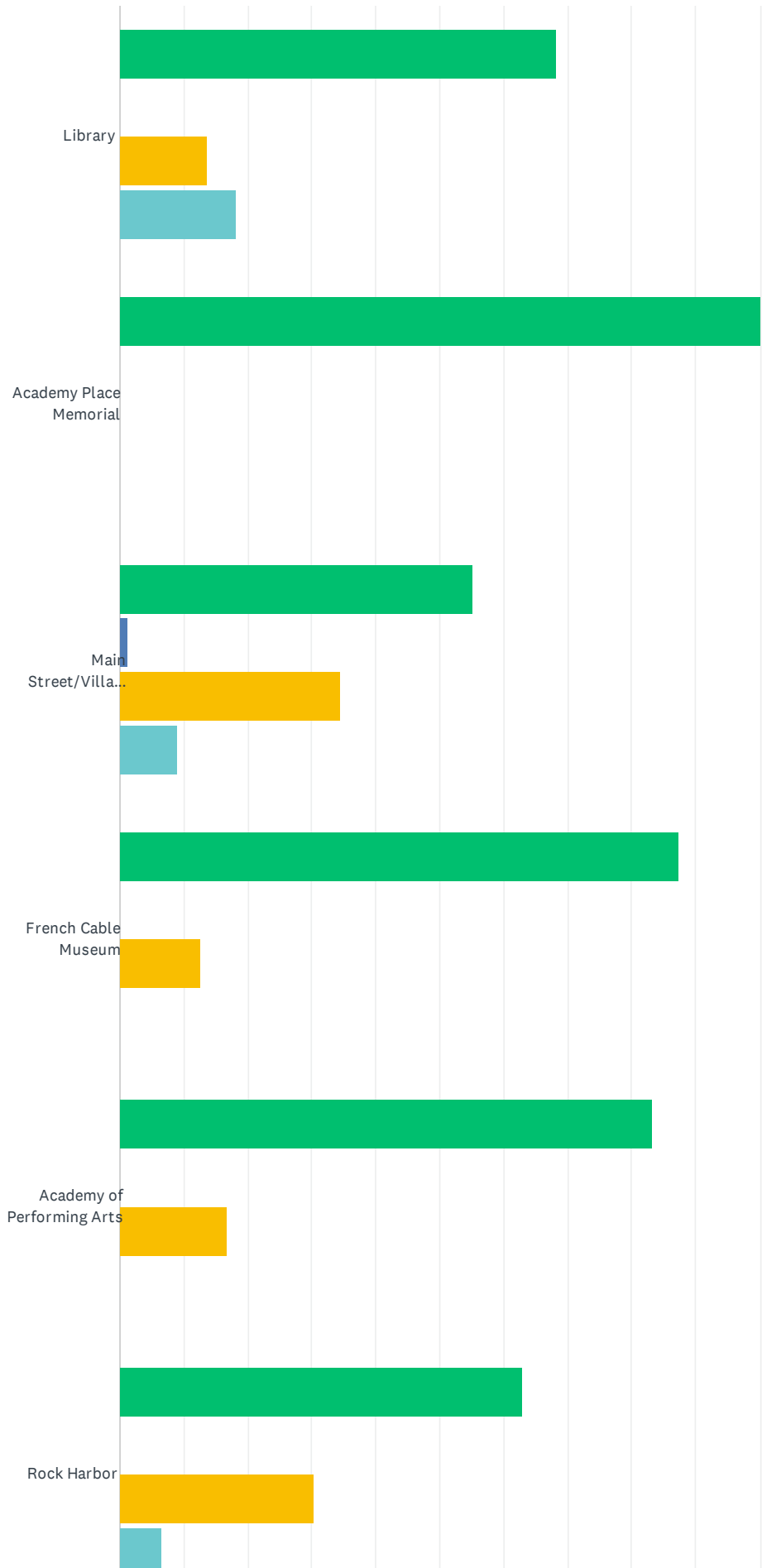


Q6 Your top 5 wayfinding destinations from the previous question are listed below. For each one, please indicate your opinion on the amount of signage for it.

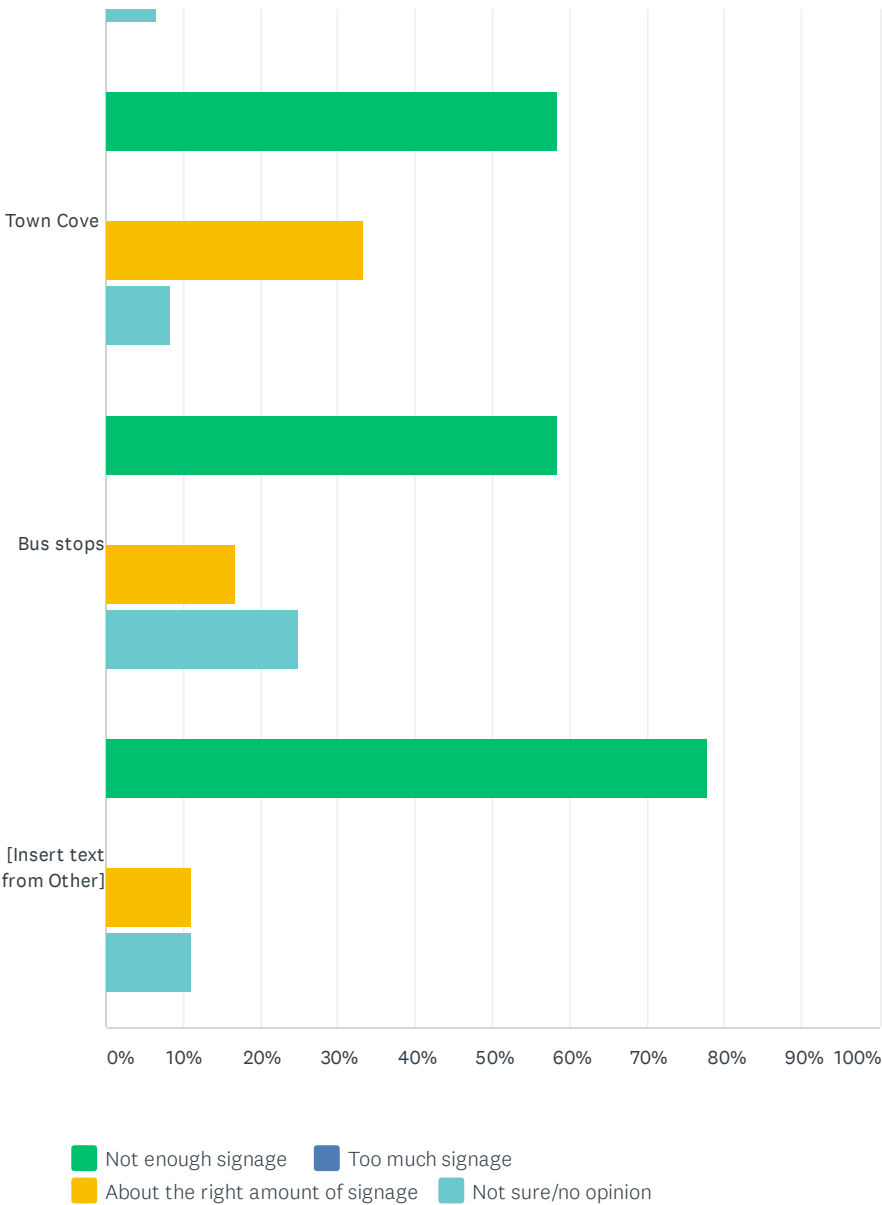
Answered: 130 Skipped: 2



Orleans Wayfinding Plan Public Survey



Orleans Wayfinding Plan Public Survey





# Orleans Wayfinding Plan Public Survey

	NOT ENOUGH SIGNAGE	TOO MUCH SIGNAGE	ABOUT THE RIGHT AMOUNT OF SIGNAGE	NOT SURE/NO OPINION	TOTAL
Nauset Beach	35% 41	0% 0	59% 68	6% 7	116
Skaket Beach	50% 54	1% 1	43% 46	6% 6	107
Public parking lot at Main Street & Old Colony Way	80% 41	0% 0	16% 8	4% 2	51
Public parking lot on Cove Road	73% 19	0% 0	23% 6	4% 1	26
Cape Cod Rail Trail	69% 59	1% 1	16% 14	13% 11	85
Library	68% 15	0% 0	14% 3	18% 4	22
Academy Place Memorial	100% 1	0% 0	0% 0	0% 0	1
Main Street/Village Center	55% 43	1% 1	35% 27	9% 7	78
French Cable Museum	88% 7	0% 0	13% 1	0% 0	8
Academy of Performing Arts	83% 5	0% 0	17% 1	0% 0	6
Rock Harbor	63% 58	0% 0	30% 28	7% 6	92
Town Cove	58% 7	0% 0	33% 4	8% 1	12
Bus stops	58% 7	0% 0	17% 2	25% 3	12
[Insert text from Other]	78% 7	0% 0	11% 1	11% 1	9

**Q7 For the destinations you indicated as having "not enough signage" (provided below), can you identify a location where additional signage for that destination is needed?**

Answered: 54   Skipped: 78

ANSWER CHOICES	RESPONSES	
Nauset Beach	43%	23
Skaket Beach	61%	33
Public parking lot at Main Street & Old Colony Way	26%	14
Public parking lot on Cove Road	15%	8
Cape Cod Rail Trail	56%	30
Library	11%	6
Academy Place Memorial	0%	0
Main Street/Village Center	35%	19
French Cable Museum	7%	4
Academy of Performing Arts	4%	2
Rock Harbor	59%	32
Town Cove	6%	3
Bus stops	7%	4
[Insert text from Other]	7%	4

## Orleans Wayfinding Plan Public Survey

#	NAUSET BEACH	DATE
1	Off exit 12	9/24/2020 11:10 AM
2	6A/6	9/24/2020 6:40 AM
3	Downtown	9/10/2020 11:50 AM
4	Downtown & South Orleans	9/8/2020 11:08 AM
5	Coming from Orleans rotary down Rt. 28	9/3/2020 2:39 PM
6	at every entranceway into Orleans. Turn directional signage to direct the tourists' to get them to Nauset Beach	9/2/2020 9:30 PM
7	by Methodist Church	9/2/2020 3:37 PM
8	don't know	9/2/2020 11:16 AM
9	Entering Orleans and in the village	9/2/2020 8:03 AM
10	The current sign at 28 is terribly designed. Improve.	9/1/2020 6:42 PM
11	Exiting on 6A after exiting rte 6. From both rotary and exit 12 by Skaket corner	9/1/2020 6:10 PM
12	Skaket Corner	9/1/2020 6:03 PM
13	Tonset & Main Street, Traffic Circles, Rte 28/Monument	9/1/2020 3:56 PM
14	On Main Street	9/1/2020 3:38 PM
15	DOWNTOWN AREA	9/1/2020 3:35 PM
16	Exit 12 entrance ramp & 6A rotary	9/1/2020 3:17 PM
17	Town Center	9/1/2020 2:43 PM
18	Center of Town	9/1/2020 2:30 PM
19	Town entrance	8/31/2020 8:04 PM
20	Main and 6a	8/31/2020 4:08 PM
21	6A/main Street	8/29/2020 8:31 AM
22	Signs need to be larger and more attention grabbing	8/28/2020 2:49 PM
23	walking, biking and driving times need to be added to all signs	8/28/2020 2:13 PM



# Orleans Wayfinding Plan Public Survey

#	SKAKET BEACH	DATE
1	@West/6A/Eldredge ; @ Main/6A	9/25/2020 3:21 PM
2	off exit 12	9/24/2020 11:10 AM
3	6A/6	9/24/2020 6:40 AM
4	Downtown	9/10/2020 11:50 AM
5	Downtown & Route 28 @ Police Station	9/8/2020 11:08 AM
6	in village center/Main St	9/4/2020 4:34 PM
7	Coming from the north of Orleans heading south.	9/3/2020 2:39 PM
8	Main St near left turn for Skate	9/3/2020 11:01 AM
9	Same as above	9/2/2020 9:30 PM
10	"	9/2/2020 11:16 AM
11	At traffic light on West Road	9/2/2020 8:03 AM
12	Skaket corner	9/1/2020 9:07 PM
13	Skaket Corner	9/1/2020 8:46 PM
14	Main st and Skaket Rd	9/1/2020 6:59 PM
15	As above	9/1/2020 6:10 PM
16	Skaket Corner	9/1/2020 6:03 PM
17	Main Street & Route 6-A; West Road & Route 6-A	9/1/2020 4:34 PM
18	Main Street, on the right side of the street where you make a left for Skaket, at the triangle by west road.	9/1/2020 3:56 PM
19	On Main Street	9/1/2020 3:38 PM
20	DOWNTOWN/MAINST	9/1/2020 3:35 PM
21	6a and Skaket Corners and Main street/6A	9/1/2020 3:27 PM
22	At Skaket Corner. Eldridge Park Way and Rte 6a	9/1/2020 3:21 PM
23	Exit 12 entrance ramp & 6A rotary	9/1/2020 3:17 PM
24	Soaker Corners	9/1/2020 2:43 PM
25	Center of Town	9/1/2020 2:30 PM
26	downtown Orleans	9/1/2020 2:17 PM
27	Town entrance	8/31/2020 8:04 PM
28	main street and 6a	8/31/2020 3:59 PM
29	i'll leave locations up to the experts	8/31/2020 12:48 PM
30	west road	8/29/2020 8:31 AM
31	Main Street at Rail Trail, West Road and RailTrail	8/28/2020 3:12 PM
32	Signs need to be larger and more attention grabbing	8/28/2020 2:49 PM
33	wherever posted around town, including gateways and village center, rail trail, along 6A, and	8/28/2020 2:13 PM

# Orleans Wayfinding Plan Public Survey

#	PUBLIC PARKING LOT AT MAIN STREET & OLD COLONY WAY	DATE
1	Rte 6a and Main st	9/4/2020 1:19 PM
2	Rt6a	9/2/2020 11:13 AM
3	Rte 28 & Main	9/1/2020 6:03 PM
4	at both ends of old Colony Way, 6A/Main	9/1/2020 3:56 PM
5	at the corner of Main St and OCW	9/1/2020 3:55 PM
6	On both roads	9/1/2020 3:38 PM
7	Main and 6A	9/1/2020 3:27 PM
8	Main St at 6A	9/1/2020 3:17 PM
9	Main Street and 6A	9/1/2020 2:30 PM
10	Center of town	9/1/2020 2:28 PM
11	Main and 6a	8/31/2020 4:08 PM
12	Rte. 6A West Road intersection	8/29/2020 1:08 PM
13	6A	8/29/2020 8:31 AM
14	On West Rd. Rt. 28 & Rt. 6A	8/28/2020 2:49 PM
#	PUBLIC PARKING LOT ON COVE ROAD	DATE
1	Main Street	9/30/2020 5:50 PM
2	Rte 6a And Cove rd...Main st And entrance to parking lot	9/4/2020 1:19 PM
3	at rte 28 and also 6A and Cove Rd intersections	9/1/2020 3:55 PM
4	On Cove and Main Street	9/1/2020 3:38 PM
5	I didn't know there were any signs to begin with.	9/1/2020 3:12 PM
6	Main street, 6A	9/1/2020 2:17 PM
7	Off 28 & 6a	8/31/2020 4:16 PM
8	On Rt. 28 & Rt. 6A	8/28/2020 2:49 PM

# Orleans Wayfinding Plan Public Survey

#	CAPE COD RAIL TRAIL	DATE
1	@West/6A/Eldredge; @Canal/28; @ E/O Rotary	9/25/2020 3:21 PM
2	off exit 12	9/24/2020 11:10 AM
3	6A/6	9/24/2020 6:40 AM
4	Entering town	9/10/2020 11:50 AM
5	East Orleans & South Orleans	9/8/2020 11:08 AM
6	in village center/Main St	9/4/2020 4:34 PM
7	Direction signs to various enters points to Trail. Both parking LOTS and at CCRT gps signals could be installed. Reduce SIGNS!	9/4/2020 1:19 PM
8	Definitely need better signage on West Rd. to let bikers know where bike train continues in both directions.	9/3/2020 2:39 PM
9	Depot Square	9/3/2020 11:01 AM
10	Same as above	9/2/2020 9:30 PM
11	"	9/2/2020 11:16 AM
12	Traffic lights	9/2/2020 8:03 AM
13	at Shaw's and Stop & Shop shopping centers	9/1/2020 6:26 PM
14	As above	9/1/2020 6:10 PM
15	Signage directions to all parking locations, near court house, by the odd entrance after the cross over on West road	9/1/2020 3:56 PM
16	LOWER MAIN ST EAST ORLEANS	9/1/2020 3:35 PM
17	At Main St and 6a	9/1/2020 3:21 PM
18	on Rte 28 at stoplights, on Rte 6A and West Rd	9/1/2020 2:45 PM
19	Center of town	9/1/2020 2:28 PM
20	Intersection of 6A and West St/Eldredge Park Way	9/1/2020 2:27 PM
21	Main street, 6A	9/1/2020 2:17 PM
22	Main Street	8/31/2020 8:04 PM
23	At Rotary & west road	8/31/2020 4:16 PM
24	Main and 6a	8/31/2020 4:08 PM
25	along Skaket Rd.	8/31/2020 1:16 PM
26	Rt 6A and Rt 28	8/31/2020 12:44 PM
27	West Road to town not clear, many cyclists go to Skaket	8/30/2020 11:08 AM
28	Bakers Pond/Rte 6a; West Rd/Rte 6A; Rte 28/Eldredge Pkwy	8/29/2020 1:08 PM
29	6A	8/29/2020 8:31 AM
30	Main Street and Rte 6A, Brewster Cross Road and Main	8/28/2020 3:12 PM
#	LIBRARY	DATE
1	Town center	9/2/2020 5:10 PM
2	Center of town	9/1/2020 9:07 PM
3	not sure	9/1/2020 6:26 PM
4	Town Center	9/1/2020 2:43 PM
5	in downtown area	8/31/2020 1:16 PM
6	chamber of commercce	8/28/2020 3:17 PM
#	ACADEMY PLACE MEMORIAL	DATE
	There are no responses.	



# Orleans Wayfinding Plan Public Survey

#	MAIN STREET/VILLAGE CENTER	DATE
1	6A and Eldredge Pkwy	9/30/2020 5:50 PM
2	6A/6	9/24/2020 6:40 AM
3	entrance to town - both directions	9/4/2020 4:34 PM
4	Depot Square, 6A and Main	9/3/2020 11:01 AM
5	Same as above	9/2/2020 9:30 PM
6	By route 6 exits	9/1/2020 9:07 PM
7	Rt. 28 heading into Orleans from Chatham	9/1/2020 8:46 PM
8	As above	9/1/2020 6:10 PM
9	Skaket Corner	9/1/2020 6:03 PM
10	OFF RT 6	9/1/2020 3:35 PM
11	Off ramps at exit 12 on Rte 6. At Rte 28 and Main St	9/1/2020 3:21 PM
12	Exit 12 entrance ramp & 6A rotary	9/1/2020 3:17 PM
13	On 6A both directions	9/1/2020 2:07 PM
14	Main and 6a	8/31/2020 4:08 PM
15	main street and 6a	8/31/2020 3:59 PM
16	Old Colony/Main St; Rte 6A/Main St; Rte 28/Main St	8/29/2020 1:08 PM
17	chamber of commerce	8/28/2020 3:17 PM
18	Brewster Cross Road and 6A, Rte 28 and Main	8/28/2020 3:12 PM
19	Signs need to be larger and more attention grabbing, Rt. 28 & 6A	8/28/2020 2:49 PM
#	FRENCH CABLE MUSEUM	DATE
1	@Main/28; @ Main/6A; @ E/O Rotary	9/25/2020 3:21 PM
2	28 and Main	9/1/2020 6:59 PM
3	on Main St downtown	9/1/2020 3:55 PM
4	Rt 28 & Main St Intersection	9/1/2020 2:28 PM
#	ACADEMY OF PERFORMING ARTS	DATE
1	6A/6/Mainstreet	9/24/2020 6:40 AM
2	Rt 28 & Main St Intersection	9/1/2020 2:28 PM

# Orleans Wayfinding Plan Public Survey

#	ROCK HARBOR	DATE
1	Skaket corners	9/26/2020 2:00 PM
2	off exit 12	9/24/2020 11:10 AM
3	Entering town	9/10/2020 11:50 AM
4	Downtown & Route 28 @ Police Station	9/8/2020 11:08 AM
5	in village center/Main St	9/4/2020 4:34 PM
6	Main St	9/3/2020 11:01 AM
7	Same as above	9/2/2020 9:30 PM
8	Where traffic enters town from north and south	9/2/2020 5:10 PM
9	"	9/2/2020 11:16 AM
10	As above	9/1/2020 6:10 PM
11	Rte 28 & Main	9/1/2020 6:03 PM
12	at the triangle at west road, in town, at the traffic circle by the exits off of 6	9/1/2020 3:56 PM
13	downtown on Main Street	9/1/2020 3:55 PM
14	On Main Street	9/1/2020 3:38 PM
15	DOWNTOWN	9/1/2020 3:35 PM
16	Exit 12 entrance ramp	9/1/2020 3:17 PM
17	on Main St by cemetary, at West Rd and 6A, at Eastham line	9/1/2020 2:45 PM
18	Town Center	9/1/2020 2:43 PM
19	Center of Town	9/1/2020 2:30 PM
20	Old Colony Way & Main St Intersection	9/1/2020 2:28 PM
21	same	9/1/2020 2:27 PM
22	downtown Orleans	9/1/2020 2:17 PM
23	Skaket corner	8/31/2020 8:04 PM
24	At Rotary & Main st near shops	8/31/2020 4:16 PM
25	Main and 6a	8/31/2020 4:08 PM
26	main street and rt 28	8/31/2020 3:59 PM
27	Rt 6A and Rt 28	8/31/2020 12:44 PM
28	Street name change Main - RHR confusing	8/30/2020 11:08 AM
29	Main St/Rte 6A; Main St/ Rte 28	8/29/2020 1:08 PM
30	6A, Main Street	8/29/2020 8:31 AM
31	Cove Road and 28	8/28/2020 3:12 PM
32	ditto	8/28/2020 2:13 PM
#	TOWN COVE	DATE
1	"	9/2/2020 11:16 AM
2	at Rte 28 and 6 A intersection	9/1/2020 3:55 PM
3	ditto	8/28/2020 2:13 PM
#	BUS STOPS	DATE
1	Bigger signage	9/2/2020 8:03 AM
2	throughout town	8/31/2020 1:16 PM
3	?	8/29/2020 1:08 PM
4	chamber of commerce	8/28/2020 3:17 PM

## Orleans Wayfinding Plan Public Survey

#	[INSERT TEXT FROM OTHER]	DATE
1	Do whats right.	9/24/2020 11:10 AM
2	Along old colony and town center	9/2/2020 5:10 PM
3	By Methodist Church and 28 and elderidge parkway and 6a and eldridge parkway	9/2/2020 3:37 PM
4	on Library property	9/1/2020 6:26 PM



**Q8 Are there any intersections or other locations that you think have too many signs?**

Answered: 48   Skipped: 84

## Orleans Wayfinding Plan Public Survey

#	RESPONSES	DATE
1	poor signage at Tonset & 28	9/30/2020 5:50 PM
2	na	9/25/2020 3:21 PM
3	All in town have too many signs that say nothing	9/24/2020 11:10 AM
4	no	9/10/2020 11:50 AM
5	the large ugly "lot full" LED sign @ Main & Meetinghouse - replace with something!	9/8/2020 11:08 AM
6	Main St. And 6 A	9/7/2020 10:06 PM
7	Not sure	9/4/2020 1:19 PM
8	No	9/3/2020 2:39 PM
9	entry points a mess. no consistency in town branding	9/3/2020 2:23 PM
10	Overall, I think signs are a visual blight and we ought to limit any new signage to those really necessary	9/3/2020 11:01 AM
11	Definitely approaching the intersection of Main St. and Rt.6A. I once counted about 18 signs just walking along Main St. from Sparrows to Friends. Totally unnecessary. I call it sign pollution which is another way to say eye pollution.	9/2/2020 9:30 PM
12	no	9/2/2020 4:30 PM
13	no	9/2/2020 3:27 PM
14	N/A	9/2/2020 1:26 PM
15	Every one	9/2/2020 9:32 AM
16	Old Colony/Main have too many road markings	9/2/2020 8:31 AM
17	?	9/2/2020 8:03 AM
18	No	9/2/2020 7:36 AM
19	No	9/1/2020 8:46 PM
20	No	9/1/2020 8:34 PM
21	Main and Old Colony- way too much going on with the 3 crosswalks	9/1/2020 6:59 PM
22	The problem is bad design, not too many signs	9/1/2020 6:42 PM
23	no	9/1/2020 6:31 PM
24	new roundabout at Rte 6A & Rte 28	9/1/2020 6:26 PM
25	West road over highway bridge has both too many and not good enough.	9/1/2020 6:10 PM
26	all through town	9/1/2020 4:14 PM
27	confusion of signs, by the bike intersection by snow's.	9/1/2020 3:56 PM
28	no	9/1/2020 3:55 PM
29	Roundabout signs are confusing--too many say nothing helpful!	9/1/2020 3:48 PM
30	NO	9/1/2020 3:35 PM
31	no	9/1/2020 3:17 PM
32	No	9/1/2020 2:43 PM
33	Too many signs put up on state roads, but we have no choice	9/1/2020 2:28 PM
34	No	9/1/2020 2:07 PM
35	Methodist Church corner	9/1/2020 7:41 AM
36	New rotary, drivers don't pay attention to yield signs	8/31/2020 8:04 PM
37	No	8/31/2020 4:16 PM
38	No/ just need signs where people can see them and pay attention.	8/31/2020 4:08 PM
39	no	8/31/2020 3:59 PM
40	no	8/31/2020 1:56 PM

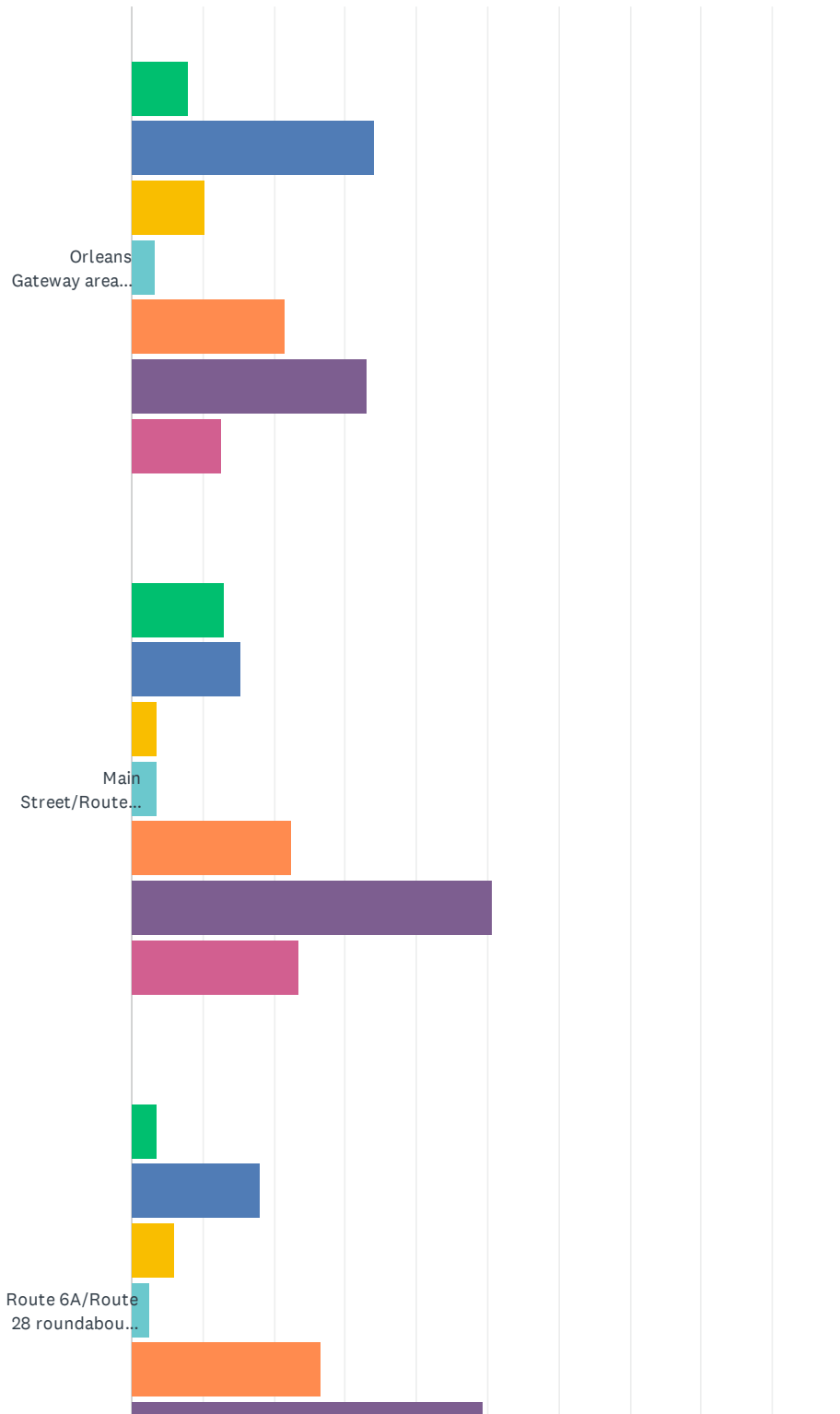
## Orleans Wayfinding Plan Public Survey

41	no	8/31/2020 1:16 PM
42	no	8/31/2020 12:48 PM
43	Yes. I specifically think the use of flashing highway messages in the center of town and by the federated church are tacky, abrasive, and unnecessary.	8/29/2020 8:47 AM
44	route 28 and main street	8/28/2020 3:17 PM
45	6a and Main St, rotary at 28 and 6a	8/28/2020 3:16 PM
46	NO	8/28/2020 3:12 PM
47	6A & Main is too cluttered	8/28/2020 2:13 PM
48	Nope!	8/28/2020 1:12 PM

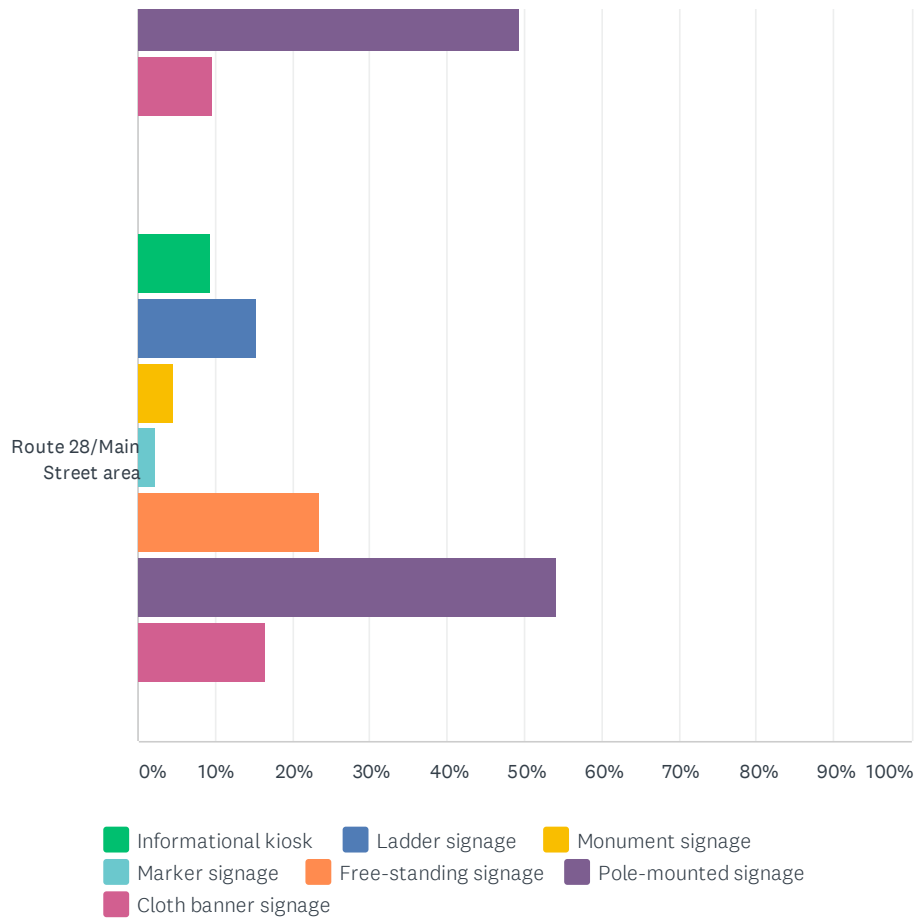


Q9 A wayfinding system typically includes a variety of signage forms/types depending on location. Which types of wayfinding signage do you think would be a good fit for Orleans? Using the illustration above for guidance, please choose the signage types you think are appropriate for each area/location.

Answered: 88 Skipped: 44



## Orleans Wayfinding Plan Public Survey



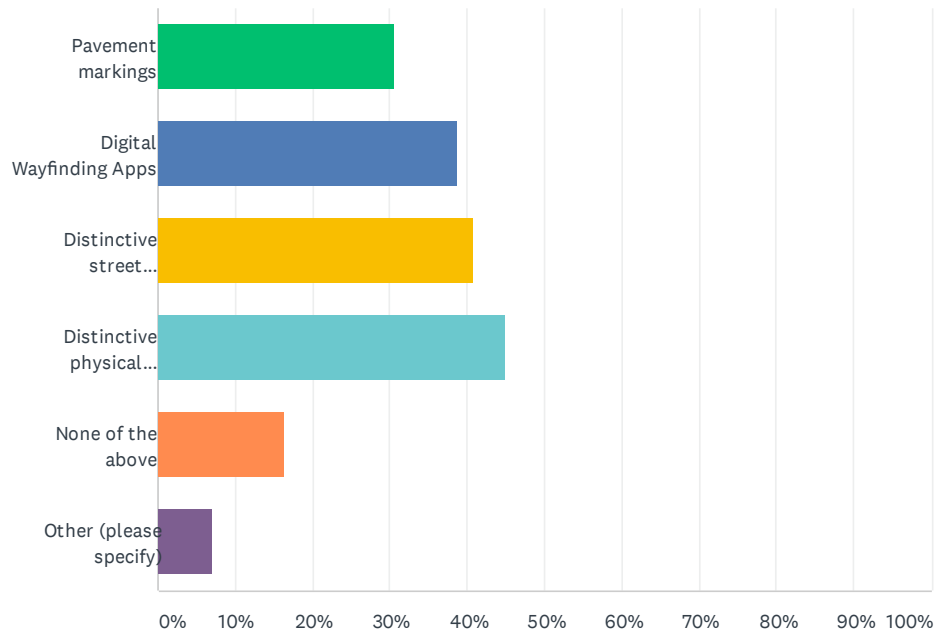
	INFORMATIONAL KIOSK	LADDER SIGNAGE	MONUMENT SIGNAGE	MARKER SIGNAGE	FREE-STANDING SIGNAGE	POLE-MOUNTED SIGNAGE	CLOTH BANNER SIGNAGE	TOTAL RESPONSES
Orleans Gateway areas (near Eastham town line, Brewster town line, and Exit 12 interchange)	8% 7	34% 30	10% 9	3% 3	22% 19	33% 29	13% 11	
Main Street/Route 6A area	13% 11	15% 13	4% 3	4% 3	22% 19	51% 43	24% 20	
Route 6A/Route 28 roundabout area	4% 3	18% 15	6% 5	2% 2	27% 22	49% 41	10% 8	
Route 28/Main Street area	9% 8	15% 13	5% 4	2% 2	24% 20	54% 46	16% 14	

## Orleans Wayfinding Plan Public Survey

#	OTHER (PLEASE SPECIFY)	DATE
1	use the Manual on Uniform Code of Traffic Control Devices	9/24/2020 9:11 AM
2	Too much signage	9/5/2020 11:58 AM
3	No to all banners and movement in banners and signs. No ladder signs. Info kiosk at site of importance not up town.	9/4/2020 1:19 PM
4	Informational kiosk replaced at Salty Ridge Rd. for bikers and pedestrians.	9/3/2020 2:39 PM
5	Use existing poles for simple, readable signs	9/3/2020 11:01 AM
6	ladder sign for east orleans	9/2/2020 3:37 PM
7	This is a waste of tax payer money and the survey, I am finding out, assumes that the responder agrees that more/better signage is need.	9/2/2020 5:30 AM
8	Noneofthe above. peole can find orleans easily and cna also find downtown.	9/1/2020 10:42 PM
9	None of the above	9/1/2020 8:11 PM
10	I haven't thought theses through well	9/1/2020 6:10 PM
11	Rte 28 and Main Street	9/1/2020 2:45 PM
12	There are plenty of signs already	9/1/2020 7:41 AM
13	Not mu expertise	8/31/2020 4:16 PM
14	It's fine the way it is	8/31/2020 1:56 PM

## Q10 Please check any of the non traditional wayfinding elements you think might be appropriate for Orleans.

Answered: 98 Skipped: 34



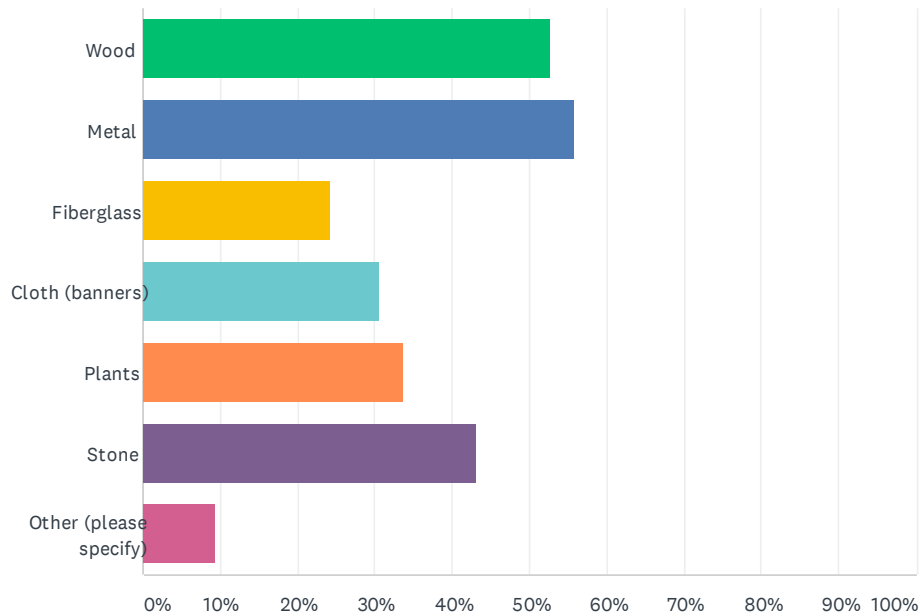
ANSWER CHOICES	RESPONSES	
Pavement markings	31%	30
Digital Wayfinding Apps	39%	38
Distinctive street furniture/elements/plantings	41%	40
Distinctive physical markers	45%	44
None of the above	16%	16
Other (please specify)	7%	7
Total Respondents: 98		

#	OTHER (PLEASE SPECIFY)	DATE
1	We have way too many pavement bicycle markings	9/30/2020 5:50 PM
2	See comments on # 9 above	9/4/2020 1:19 PM
3	The Google verse and Apple-sphere are doing a better and better job as answer our navigational needs.	9/2/2020 5:30 AM
4	Already too much clutter and construction. Just repaint the cross walks before someone gets killed.	9/1/2020 10:42 PM
5	Lots of new ones	8/31/2020 8:04 PM
6	No opinion	8/31/2020 4:16 PM
7	sign back road bike routes to avoid as much of main street as possible- for both beaches and rock harbor and buke trail	8/31/2020 12:48 PM



## Q11 What types of materials for wayfinding elements do you think are most desirable? (Check all that apply)

Answered: 95 Skipped: 37



ANSWER CHOICES	RESPONSES
Wood	53% 50
Metal	56% 53
Fiberglass	24% 23
Cloth (banners)	31% 29
Plants	34% 32
Stone	43% 41
Other (please specify)	9% 9
Total Respondents: 95	

#	OTHER (PLEASE SPECIFY)	DATE
1	Massachusetts DOT Highway Division standards	9/24/2020 9:11 AM
2	Sidewalk directions icons and arrows	9/4/2020 1:19 PM
3	What currently exists is fine.	9/2/2020 5:30 AM
4	Do not need any more	9/1/2020 10:42 PM
5	Apps	9/1/2020 8:11 PM
6	Not sure	8/31/2020 4:16 PM
7	It's fine the way it is	8/31/2020 1:56 PM
8	easy to spot and read while driving	8/31/2020 1:16 PM
9	it really depends on what the sign is indicating	8/31/2020 12:48 PM

**Q12 Thank you for answering these questions. Please use this space to offer any additional thoughts you would like to share about wayfinding signage in Orleans.**

Answered: 46   Skipped: 86

## Orleans Wayfinding Plan Public Survey

#	RESPONSES	DATE
1	It's All in Orleans is a cheesy slogan. I prefer a cleaner, more modern style , than ye olde fishing village look. Less is more. Signage standards that help identify businesses in a consistent manner are important.	9/30/2020 5:50 PM
2	No Bikes on Main Roads	9/26/2020 2:00 PM
3	Guide signs designating area for free public parking should be erected at gateway access points to Town. See May 2004 Study	9/25/2020 3:21 PM
4	The Manual on Uniform Traffic Code Devices uses standads that are recognized by visitors from all states and countries. The key term is "uniform". The authority to enact appropriate Traffic Rules and Orders, including authorized signage lies with the Board of Selectmen (MGL Ch90, sec 14). The process is identified in MGL Ch85, sec2.	9/24/2020 9:11 AM
5	RE: question about amount of signage at various locations. Its not so much about the amount of signage we presently have but how useful it is ie: how visible, how communicative	9/14/2020 2:22 PM
6	keep it simple nothing fancy please don't suburbanize our town	9/10/2020 11:50 AM
7	the large ugly "lot full" LED sign @ Main & Meetinghouse - replace with something - smaller permanent LED signage - points to Nauset Beach and adds appropriate info per day	9/8/2020 11:08 AM
8	I think this is a silly use of town resources. The reason Orleans' town center is uglier than some towns, is we have too many business housed in non historic buildings with vast parking lots. Pavement is practical but ugly and not environmental. Can we investigate "greener" parking? Or at least put up solar arrays on our parking lots?	9/7/2020 10:06 PM
9	Not wild about this idea at all	9/5/2020 11:58 AM
10	For a first time visitor to Orleans, this is what you are focusing on? Waste of my tax dollars! Do something that helps all Residents not just Visitors and COC members.	9/4/2020 1:19 PM
11	ideally, we identify a town wide stylisticly appealing and brand enhancing shared signage - perhaps wooden signs like on window on the cove/	9/3/2020 2:23 PM
12	I am having a hard time naming sites that deserve extra signage.	9/3/2020 11:01 AM
13	Before the advent of the Corona virus pandemic,, I walked from Friends to either Sparrows or Sunbird along Main St to get my coffee. Walking allows one to see close up the character of a township. I fell in love with Orleans when I was first introduced to it in 1971. I decided to make Orleans my retirement destination. But, what I have noticed over these years, is a slow degradation of the downtown area. I do have to commend the township on the improvements that have been made and probably will be made in the future. However, I have to say that even though tourists and citizens of Orleans will look at these improvements as a good thing. However, all of the money, time, and effort that is being invested into downtown will all be for naught if the township disregards the look of unkempt grassy areas, the weeds and grass growing between the new brick walkways, the litter along the roadway and the sidewalks because there are absolutely no garbage cans, the weeds and grass that is growing along the newly installed curbs. And I have only begun to address the neglect of the entire downtown area. People notice EVERYTHING when they are vacationing here. One thing that you just do not want is for the tourist to go back home and tell friends and family not to go to Orleans cause it is just not being taken care of properly. You want the people to go home and cannot say enough about the cleanliness and the beauty of Orleans as well as the fine places to eat and things to do and see along with many fine stores. That is the impression that you want to make. Otherwise, Orleans will not flourish as a destination on the Cape. When I travel to Chatham and Harwich, I am impressed with the way that those towns are developing. Beautiful new buildings as well as beautiful older building that are being renovated and just being given a fresh look by a fresh, clean paint job.	9/2/2020 9:30 PM
14	Ultimately I think this whole project is not really necessary. Money for this should be put into something we really need--low cost housing. My YIMBY proposal is acquire the motel property at the corner of Rt. 28 and Quanset Road and convert to low cost rental property.	9/2/2020 4:30 PM
15	Would like to put E. Orleans on the map as a center in itself. There are many businesses in the area and most people do not realize that there is a whole additional area for shopping, dinning, lodging and recreation that exists in Orleans	9/2/2020 3:37 PM
16	I like the traditional black and white "arrow" directional signs you see along 6A in Dennis and I'm sure elsewhere	9/2/2020 1:21 PM
17	it is a more difficult question than I first thought. Really need to consider the options in more detail. Keep it attractive without being gauche. Se what other towns have done. cheers, Eric Schlesinger	9/2/2020 11:16 AM
18	Thanks for asking!	9/2/2020 7:40 AM

## Orleans Wayfinding Plan Public Survey

19	Orleans is a lovely town. For decades is has resisted the urge to Nantuckify and Chathamize, although that appears to be increasingly challenging. There are issues that the town faces and needs to address. Affordability, protection of the environment, and support for working residential families. Wayfinding should be applied metaphorically to the existential challenges that Orleans faces with these larger issues. Let's not get lost in signs and bogged down in minor debates that only distract us from the work at hand. Perhaps a more fitting motto for promoting Orleans in this dazed march toward irreversible suburbanization is "Orleans: Come Get Lost" or more cynically "Orleans: a chance to get lost while you still can"	9/2/2020 5:30 AM
20	This appears to be a feel good project and hopefully the town is not paying anyone for it.	9/1/2020 10:42 PM
21	Perhaps consider any installations to be easily updated in design or information.	9/1/2020 8:27 PM
22	Orleans needs to have a minimal number of signs but the ones that are chosen should highlight the character of the town and be distinctive. Less is more would be my desire	9/1/2020 8:15 PM
23	There is sufficient signage in Orleans. Let's cease and desist and not create "Disneyworld"	9/1/2020 8:11 PM
24	Surely there are better places to spend what ever money Orleans has. We are already in major financial difficulty thanks to years of mismanagement!	9/1/2020 7:26 PM
25	I think almost all of the signs in town are poorly designed. I have no information about who is in charge of deciding -- and issuing permits for signs -- but this person or committee needs to do some homework or step down.	9/1/2020 6:42 PM
26	A developed society focuses on infrastructure improvements such as sewers, roads, etc. A highly developed society celebrates its history, cultural and attractions.	9/1/2020 6:31 PM
27	be sure to consider the future coming quickly with smart automobiles/trucks that can "see" signs and inform automated navigation and safety systems provided consistent standards are in place for signs. Also, adopt consistent region wide signage to public EV charging stations - Orleans currently has one at Depot Sq and more are planned.	9/1/2020 6:26 PM
28	Bicycles need to know how to get to bike trail from OldColony To West and to turn after Bridge. They don't. Signs are overwhelming dueling underwhelming. And they need a flashing or big notice to stop, turn, use caution. They go to Skaket - miss turn for bike trail - a ladder sign with Skaket arrow and Bike Trail arrow absolutely needed.	9/1/2020 6:10 PM
29	A number of the full time residents settled in Orleans because it is a quaint spot, Please leave the town be as it is,	9/1/2020 4:14 PM
30	SIDEWALKS!!! MAKE ORLEANS WALK-ABLE-ESP ADD SIDEWALK TO GO TO NAUSET FROM MAIN ST ALL THE WAY DOWN -DANGER FOR FAMILIES WALKING PAST EAST ORLEANS	9/1/2020 3:35 PM
31	it is a tragedy that our select board didn't fight harder to bet the electrical supply store approved to replace the decrepit Underground Mall !!!	9/1/2020 3:29 PM
32	This is off-topic, but I think the bumpouts are a terrible idea. I don't think they improve the streetscape, and they present a traffic hazard. I'm always afraid I'll drive into them.	9/1/2020 3:12 PM
33	The hillside below Shaw's needs a nice landscaped welcome, same for the Eastham Rotary turn off	9/1/2020 2:45 PM
34	I'm pleased you included a digital option. Increasingly, that's how people communicate and learn about features. The latter is certainly the case in many European towns.	9/1/2020 2:43 PM
35	Honestly, I think there are other town priorities. Keep our water including ponds clean if you want to continue to have visitors to use the signs.	9/1/2020 2:28 PM
36	This isn't easy to answer. We don't want so many signs it overwhelms our small town. We need to maintain the character of the town. What works in a city is not necessarily good for us. Signs painted on the road are confusing. The Roundabout is an example of what not to do. Banners on poles would have to be tasteful. Pole mounted signs are used in many places and are not as intrusive. We focus too much on the beaches and with the shark situation, it's time to draw visitors to our historic sites and venues like the APA, Library programs and Cable Museum.	9/1/2020 2:28 PM
37	Most people enter via Exit 12. It might be helpful to put a sign facing the end of the ramp ie: Nickerson Brewster, and a full sign at the intersection of West St and Eldridge Park Way, the type where the sign itself is an arrow (Pole mounted).	9/1/2020 2:27 PM
38	Please no more signs Directions for car, bikes, and pedestrians a few points of interest. But, I feel we have too many signs no one can read. How about a sign No Texting While walking and driving!	9/1/2020 7:41 AM
39	Needs to stand out and be simple - and keep it classy.	8/31/2020 4:08 PM
40	We were led to believe these elements were already part of the planning when the project was	8/31/2020 3:59 PM



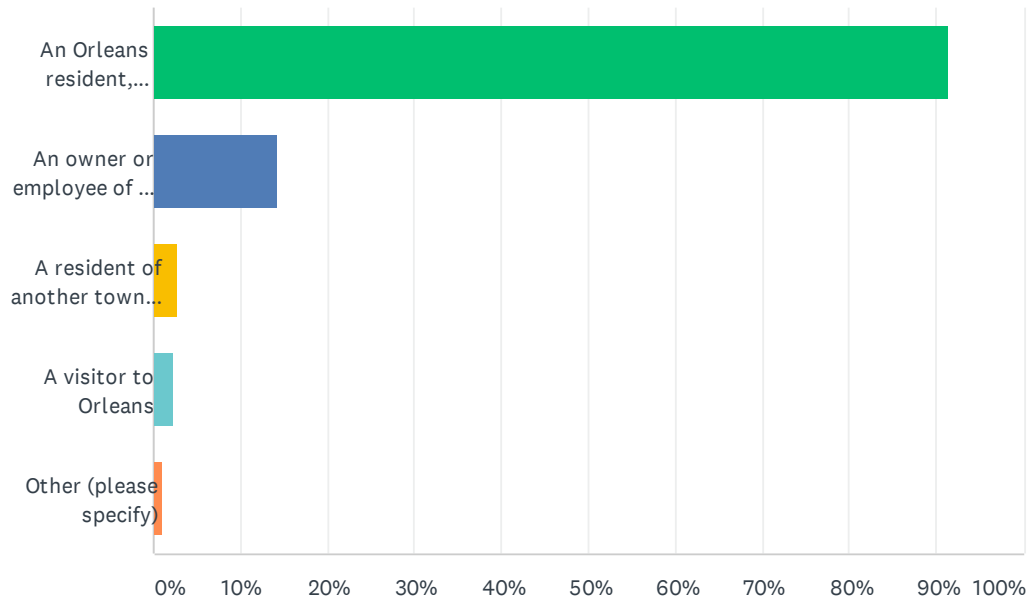
## Orleans Wayfinding Plan Public Survey

presented at orleans town meeting.

41	I am extremely concerned about how dangerous it is to walk or bike in the downtown area, to the beaches, along Brewster Crossing and Rock Harbor Rd. Walking and biking are extremely dangerous in Orleans and we need to address making these activities safer.	8/31/2020 1:16 PM
42	seasonal cloth signs that highlight a series of the important town history	8/31/2020 12:48 PM
43	I think there are too many colors and shapes as it is presently. it's haphazard and aesthetically unpleasing.	8/28/2020 2:57 PM
44	Please highlight the Visitor Information Center at 44 Main St. and at 8 Eldredge Park Way. This would help to direct visitors to where they can get in person advice.	8/28/2020 2:49 PM
45	Please help us integrate icons, colors, font and palette to reflect work already done by the Cultural District and Streetscape studies	8/28/2020 2:13 PM
46	Currently signs are all different in materials, type faces and design styles	8/28/2020 1:12 PM

## Q1 I am (check all that apply):

Answered: 364 Skipped: 0

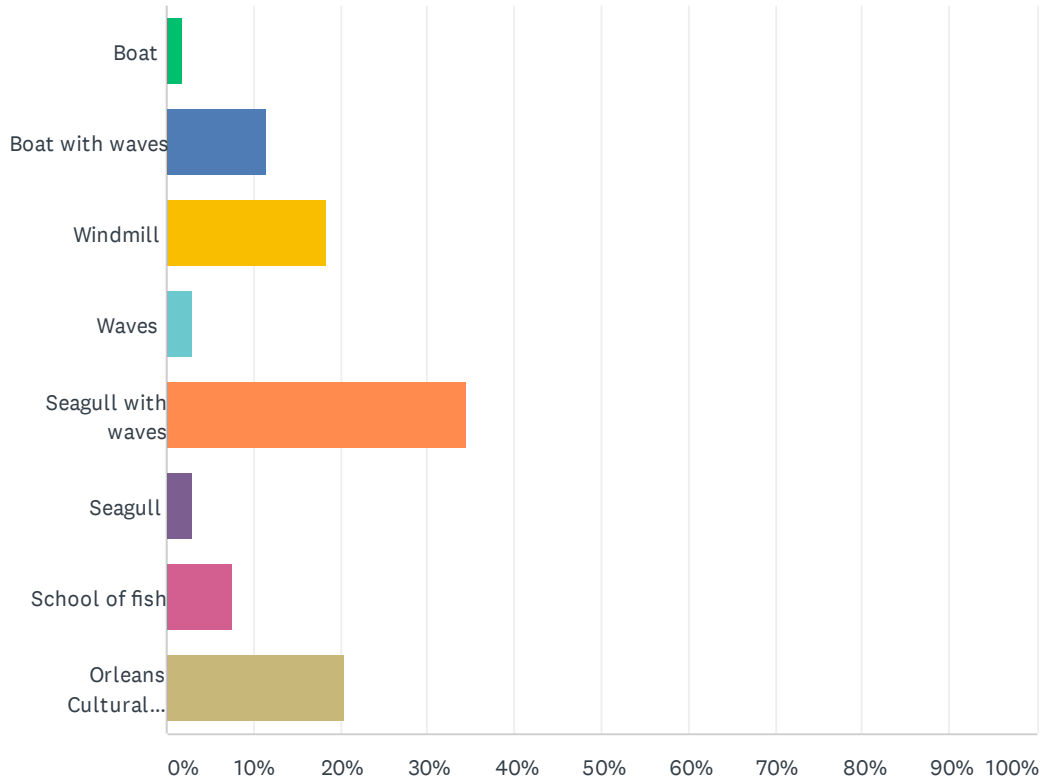


ANSWER CHOICES	RESPONSES	
An Orleans resident, seasonal or year-round	91.48%	333
An owner or employee of a business in Orleans	14.29%	52
A resident of another town who patronizes Orleans businesses	2.75%	10
A visitor to Orleans	2.20%	8
Other (please specify)	1.10%	4
Total Respondents: 364		

#	OTHER (PLEASE SPECIFY)	DATE
1	A T i e musician/artist	12/2/2020 10:34 AM
2	Long-time Home owner	12/2/2020 9:58 AM
3	Town Employee	12/2/2020 9:37 AM
4	town employee	12/1/2020 9:21 AM

## Q2 Which icon or motif do you prefer?

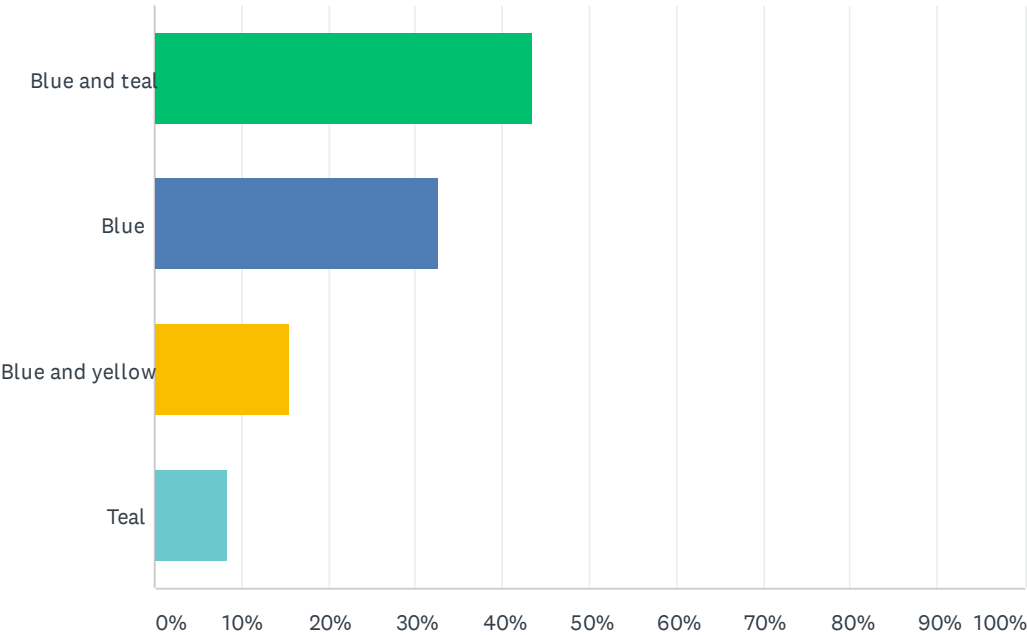
Answered: 333   Skipped: 31



ANSWER CHOICES	RESPONSES	
Boat	1.80%	6
Boat with waves	11.41%	38
Windmill	18.32%	61
Waves	3.00%	10
Seagull with waves	34.53%	115
Seagull	3.00%	10
School of fish	7.51%	25
Orleans Cultural District	20.42%	68
TOTAL		333

Q3 Which color palette (below) do you prefer?

Answered: 331    Skipped: 33

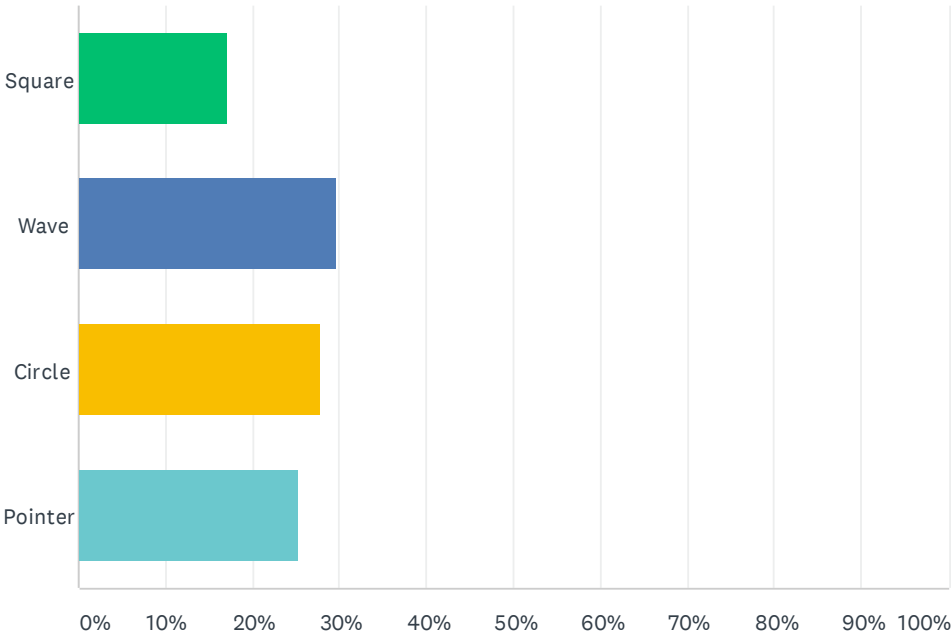


ANSWER CHOICES		RESPONSES	
Blue and teal		43.50%	144
Blue		32.63%	108
Blue and yellow		15.41%	51
Teal		8.46%	28
TOTAL			331



Q4 What sign shape (below) do you prefer?

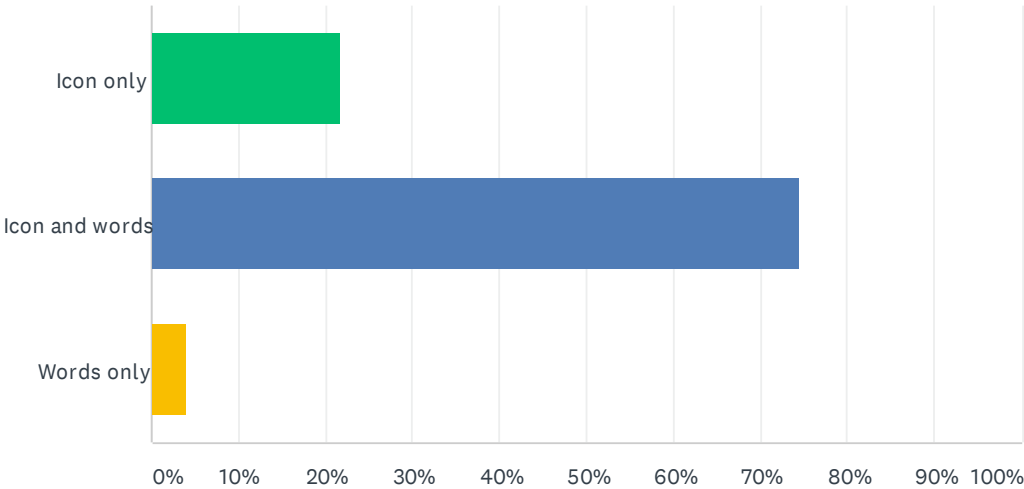
Answered: 331    Skipped: 33



ANSWER CHOICES	RESPONSES	
Square	17.22%	57
Wave	29.61%	98
Circle	27.79%	92
Pointer	25.38%	84
TOTAL		331

Q5 Which message type (below) do you prefer?

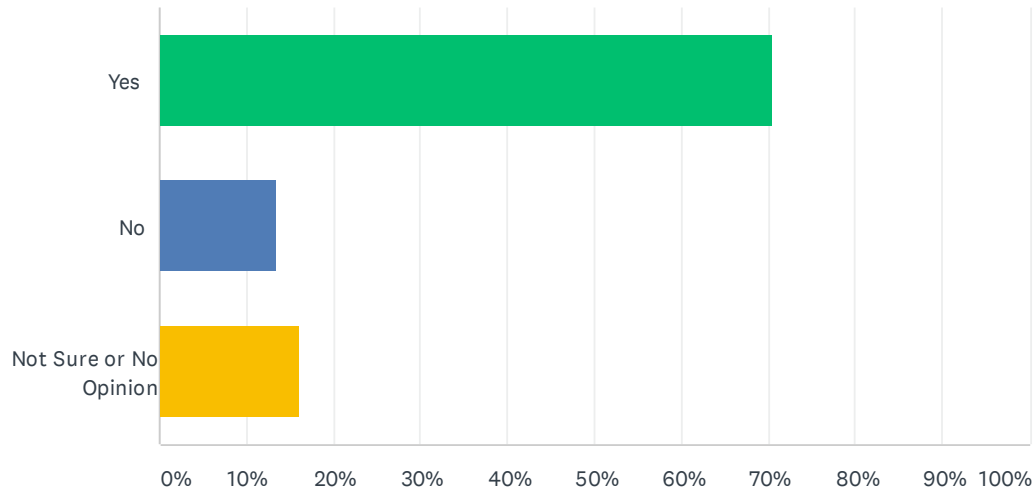
Answered: 332    Skipped: 32



ANSWER CHOICES	RESPONSES	
Icon only	21.69%	72
Icon and words	74.40%	247
Words only	3.92%	13
TOTAL		332

Q6 The 2011 Orleans Streetscape Plan recommended pedestrian oriented post/marker signage as shown in the image below. Would you support using this type of sign in some locations?

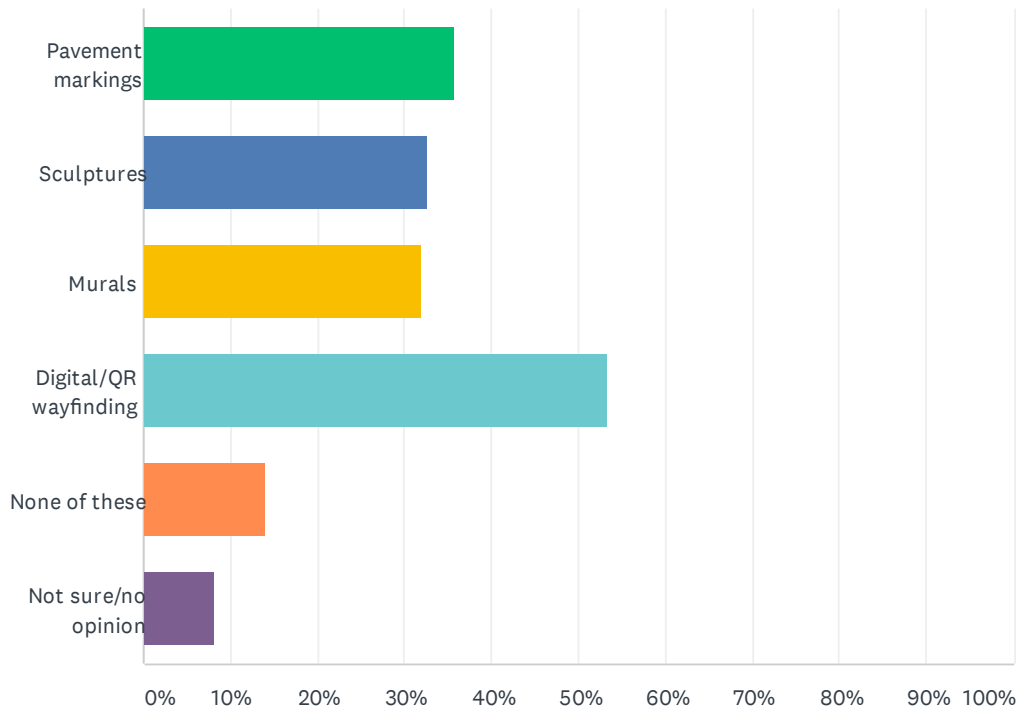
Answered: 335 Skipped: 29



ANSWER CHOICES	RESPONSES	
Yes	70.45%	236
No	13.43%	45
Not Sure or No Opinion	16.12%	54
TOTAL		335

## Q7 Which type(s) of non-traditional signage (below) would you support for Orleans?

Answered: 335 Skipped: 29



ANSWER CHOICES	RESPONSES	
Pavement markings	35.82%	120
Sculptures	32.54%	109
Murals	31.94%	107
Digital/QR wayfinding	53.43%	179
None of these	14.03%	47
Not sure/no opinion	8.06%	27
Total Respondents: 335		



## Q8 Are there specific location where these non-traditional signage types should be used?

Answered: 113   Skipped: 251

ANSWER CHOICES	RESPONSES	
Pavement markings	38.94%	44
Sculptures	28.32%	32
Murals	26.55%	30
Digital/QR wayfinding	53.98%	61
None of these	7.96%	9
Not sure/no opinion	9.73%	11

## Orleans Wayfinding Plan Public Survey #2

#	PAVEMENT MARKINGS	DATE
1	sidewalks	12/16/2020 10:41 AM
2	Rail Trail, Skaket Beach Rd from West Rd./Main St.	12/10/2020 9:38 AM
3	bike trail	12/8/2020 3:56 PM
4	On sidewalks around the town center	12/8/2020 10:44 AM
5	bike crossings, historical locations	12/5/2020 6:29 PM
6	Sparingly	12/4/2020 7:56 AM
7	at intersections with traffic lights	12/3/2020 4:21 PM
8	Bikeways, Village Center	12/3/2020 11:24 AM
9	intersections	12/2/2020 3:21 PM
10	Beaches. Town buildings and attractions	12/2/2020 3:21 PM
11	Corners of Main St. and Rte. 6A	12/2/2020 2:37 PM
12	town center	12/2/2020 2:07 PM
13	Orleans center	12/2/2020 1:52 PM
14	Main Street	12/2/2020 12:13 PM
15	Possibly in town if it doesn't make the road too busy with signs	12/2/2020 12:06 PM
16	bike routes	12/2/2020 12:05 PM
17	major intersections	12/2/2020 11:56 AM
18	Downtown only	12/2/2020 11:53 AM
19	Center of Town	12/2/2020 11:22 AM
20	where I"	12/2/2020 11:07 AM
21	4-corners	12/2/2020 11:07 AM
22	Where further guidance may be needed (such as intersection or fork in road).	12/2/2020 11:00 AM
23	6A and 28	12/2/2020 10:55 AM
24	Path finding to off main street businesses	12/2/2020 10:53 AM
25	downtown	12/2/2020 10:51 AM
26	Crosswalks and intersections	12/2/2020 10:49 AM
27	Where a sign is hard to see	12/2/2020 10:36 AM
28	Town center intersections	12/2/2020 10:34 AM
29	Town Center	12/2/2020 10:32 AM
30	high traffic intersections, bike trail	12/2/2020 10:28 AM
31	Bike lanes	12/2/2020 10:24 AM
32	downtown where people walk vs. drive	12/2/2020 10:20 AM
33	6A and Main St	12/2/2020 10:15 AM
34	all intersections	12/2/2020 10:13 AM
35	Downtown. Beaches	12/2/2020 10:11 AM
36	Wherever you decide it works.	12/2/2020 10:02 AM
37	For sequential path markings to a destination.	12/2/2020 9:56 AM

## Orleans Wayfinding Plan Public Survey #2

38	Beach parking lots, downtown sidewalks	12/2/2020 9:55 AM
39	village center. rock harbor, nauset beach	12/1/2020 5:44 PM
40	downtown	12/1/2020 4:29 PM
41	approaching landmarks and major intersections as in cultural trail	12/1/2020 11:46 AM
42	Not main intersections - too busy already	12/1/2020 10:10 AM
43	Not sure.	12/1/2020 9:58 AM
44	Village center; main intersections	12/1/2020 9:46 AM

## Orleans Wayfinding Plan Public Survey #2

#	SCULPTURES	DATE
1	Wherever there is adequate room. Sculptures are nice!	12/14/2020 12:02 PM
2	Old Colony Way/Main St.	12/10/2020 9:38 AM
3	arts and entertainment areas	12/5/2020 6:29 PM
4	By the artist cottages	12/4/2020 12:33 PM
5	Sparingly. Some sites should allow rotation for different local artists to display sequentially.	12/4/2020 7:56 AM
6	High impact locations away from snowloads.	12/3/2020 6:10 AM
7	By library	12/2/2020 3:18 PM
8	Downtown	12/2/2020 2:45 PM
9	The little rest area where bike path crosses Main.	12/2/2020 2:37 PM
10	Public Bildungsroman, landmarks	12/2/2020 1:52 PM
11	Parish Park	12/2/2020 12:13 PM
12	major street connections	12/2/2020 11:57 AM
13	At our best tourist attractions, like beaches and mural	12/2/2020 11:53 AM
14	In pedestrian areas	12/2/2020 11:45 AM
15	village area	12/2/2020 11:29 AM
16	Throughout Proeans but es downtown	12/2/2020 11:22 AM
17	wherever needed most.....most visitor traffic	12/2/2020 11:12 AM
18	Sparrow, Cove Road, Main Street parking lots	12/2/2020 11:07 AM
19	Where foot traffic can see easily.	12/2/2020 11:00 AM
20	downtown	12/2/2020 10:51 AM
21	In front of a landmark, public restroom,	12/2/2020 10:47 AM
22	Center of circles	12/2/2020 10:40 AM
23	In a historic or art emphasized area	12/2/2020 10:36 AM
24	anywhere - like down town	12/2/2020 10:20 AM
25	Downtown public spaces	12/2/2020 10:11 AM
26	Wherever you decide it works.	12/2/2020 10:02 AM
27	village green, schools, town hall, parks, beach	12/1/2020 5:44 PM
28	everywhere	12/1/2020 4:29 PM
29	green space and public space	12/1/2020 1:33 PM
30	in all parks, parking lots and green space, large and small to be discovered by guests but commissioned by locals	12/1/2020 11:46 AM
31	Entrance to Bike Paths	12/1/2020 10:50 AM
32	Pocket parks	12/1/2020 10:10 AM



## Orleans Wayfinding Plan Public Survey #2

#	MURALS	DATE
1	Nauset Beach	12/10/2020 9:38 AM
2	map of Orleans on Shaw's or Stop nShop exterior walls. On rec building	12/8/2020 3:56 PM
3	anywhere space permits	12/5/2020 6:29 PM
4	Corner of 6A & Main St	12/4/2020 12:33 PM
5	Anywhere, especially in shopping, commercial centers	12/4/2020 7:56 AM
6	Blank/ugly walls	12/3/2020 8:16 PM
7	I like the Murals at the CVS and across from Dunkin Donuts	12/2/2020 8:15 PM
8	I think of murals as decorative. For directions, might be confusing.	12/2/2020 2:37 PM
9	Side of the Jewelers shop, perpendicular to Main St.;	12/2/2020 2:30 PM
10	Side of building....not too many	12/2/2020 2:24 PM
11	on appropriate bldgs. or walls	12/2/2020 2:07 PM
12	Large flat unadorned places similar the the existing murals in Orleans.	12/2/2020 12:34 PM
13	Librart	12/2/2020 12:13 PM
14	Anywhere	12/2/2020 11:53 AM
15	On windowless building walls	12/2/2020 11:45 AM
16	facing parking lots	12/2/2020 11:29 AM
17	Wherever there's a good wall	12/2/2020 11:22 AM
18	Where drivers or bicyclists can be guided, entertained.	12/2/2020 11:00 AM
19	Entrances to town	12/2/2020 10:51 AM
20	Anywhere a large ugly wall exists - many already in town	12/2/2020 10:36 AM
21	commercial buildings with larger parking lots	12/2/2020 10:20 AM
22	Underpasses	12/2/2020 10:11 AM
23	Wherever you decide it works.	12/2/2020 10:02 AM
24	E.g. Scene of old RR near old depot locn.	12/2/2020 9:56 AM
25	Private buildings	12/2/2020 9:55 AM
26	Route 28 & downtown	12/2/2020 9:54 AM
27	schools (they have some already), love the one on cvs but it is private. near rail trail and adjacent to high density pedestrian areas.	12/1/2020 5:44 PM
28	downtown	12/1/2020 4:29 PM
29	every long run of building facade without windows all over Orleans	12/1/2020 11:46 AM
30	Anywhere there is a large space	12/1/2020 10:10 AM

## Orleans Wayfinding Plan Public Survey #2

#	DIGITAL/QR WAYFINDING	DATE
1	tourist roads (to beach, toTown etc)	12/8/2020 10:40 PM
2	everywhere	12/8/2020 3:56 PM
3	Town Landings, Beaches, historic markers, park/civic gathering spot, bike/scenic trails.	12/6/2020 1:03 PM
4	historic, cultural and others points of interest	12/5/2020 6:29 PM
5	Near bike trail and public parking, library	12/4/2020 8:45 PM
6	No opinion	12/4/2020 12:33 PM
7	Commercial center, bike path exits at town center	12/4/2020 7:56 AM
8	anywhere where it makes sense and helps visitors find their way or to inform	12/4/2020 7:09 AM
9	Locations where a bit of history or information would incline people to visit the site/area.	12/3/2020 4:41 PM
10	town landings, conservation	12/3/2020 4:35 PM
11	throughout	12/3/2020 4:21 PM
12	Most public areas, including park, conservation, open space	12/3/2020 11:24 AM
13	Intersections, especially Main Street at Old Colony Way, and at Depot Square.	12/3/2020 10:33 AM
14	Primarily pedestrian walkways. No one is going to jump out of their cars to use.	12/3/2020 6:10 AM
15	everywhere	12/2/2020 10:28 PM
16	Village center.	12/2/2020 5:14 PM
17	Major intersections of state roads	12/2/2020 3:18 PM
18	Prime walking routes	12/2/2020 3:01 PM
19	Downtown	12/2/2020 2:45 PM
20	Information booth, Depot Square; Rock Harbor, Skaket and Nauset parking lo,	12/2/2020 2:30 PM
21	Shopping malls and downtown	12/2/2020 2:07 PM
22	Throughout town	12/2/2020 1:52 PM
23	main part of the center of town	12/2/2020 1:19 PM
24	Bike trail	12/2/2020 12:56 PM
25	Street intersections and key locations such as library, beaches and ponds, ball park, shopping plazas, Chocolate Sparrow, bike path	12/2/2020 12:34 PM
26	Depot Sq., Parish Park, library	12/2/2020 12:13 PM
27	location information and historical information	12/2/2020 11:56 AM
28	At attractions and trails	12/2/2020 11:53 AM
29	Pedestrian areas	12/2/2020 11:45 AM
30	Downtown	12/2/2020 11:37 AM
31	historic locations	12/2/2020 11:17 AM
32	Depot square, Old Fire House, Village Green	12/2/2020 11:15 AM
33	places of interest/significance	12/2/2020 11:07 AM
34	As many sites as possible for pedestrians and bicycists. (Also a cultural/historical opportunity)	12/2/2020 11:00 AM
35	downtown	12/2/2020 10:55 AM
36	non-essential informational only.	12/2/2020 10:55 AM
37	downtown, way to the beaches	12/2/2020 10:54 AM

## Orleans Wayfinding Plan Public Survey #2

38	Large tourist gathering locations, down town and beaches and baseball field	12/2/2020 10:51 AM
39	Town Center	12/2/2020 10:36 AM
40	At town center intersections, around local trails	12/2/2020 10:34 AM
41	Sidewalks	12/2/2020 10:24 AM
42	near Theresa's Way, firehouse	12/2/2020 10:22 AM
43	at historic sites, foot and bike paths	12/2/2020 10:20 AM
44	at significant/historic locations	12/2/2020 10:15 AM
45	by historical areas - cemetery in town for instance, one by the original post office was in town etc.	12/2/2020 10:12 AM
46	Not sure...	12/2/2020 10:02 AM
47	Wherever you decide it works.	12/2/2020 10:02 AM
48	For expanding informational/historical content.	12/2/2020 9:56 AM
49	Downtown sidewalks, and historical markers	12/2/2020 9:55 AM
50	Whole town	12/2/2020 9:49 AM
51	key crossing points	12/1/2020 5:44 PM
52	everywhere	12/1/2020 4:29 PM
53	at every cultural landmark including recreation	12/1/2020 11:46 AM
54	As much as possible. People live on their cellphones these days.	12/1/2020 11:12 AM
55	heavily used junctures such as Depot Square, Veterans Park	12/1/2020 10:17 AM
56	In front of key locations	12/1/2020 10:10 AM
57	Main St., Rt. 6A, Bike Path/Sparrow, Main Street Square, Friends'	12/1/2020 9:58 AM
58	Online and popular sidewalks displays	12/1/2020 9:46 AM
59	Historic sites	12/1/2020 9:30 AM
60	Main Street	12/1/2020 9:22 AM
61	Bike Path	12/1/2020 9:13 AM
#	<b>NONE OF THESE</b>	<b>DATE</b>
1	No	12/11/2020 6:11 PM
2	Beach	12/6/2020 4:10 PM
3	any of these could be used but it is unclear how a mural or sculpture would be used within a sign color template of "Blue" for example. There have been brick sidewalks installed and any markings on these would be unsightly and defeat the purpose of bricks in the first place. Maybe this question needs to be reframed.	12/2/2020 9:38 PM
4	More creative and practical ideas needed!	12/2/2020 6:22 PM
5	Downtown, Rock Harbor, Nauset Beach, Skate Beach	12/2/2020 1:33 PM
6	The "artistic" signs add visual clutter and presume a common perception of what "taste" is / should be.	12/2/2020 12:58 PM
7	Given COVID 2020; allocate elsewhere for at least a year!	12/2/2020 12:11 PM
8	Not sure---hard to visualize in cyberspace.	12/2/2020 10:12 AM
9	no where	12/2/2020 9:45 AM

## Orleans Wayfinding Plan Public Survey #2

#	NOT SURE/NO OPINION	DATE
1	x	12/8/2020 4:56 PM
2	dress up a blank or drab area	12/5/2020 5:28 PM
3	Near stores	12/2/2020 8:40 PM
4	Rock Harbor, Nauset and Skaket beaches and the windmill	12/2/2020 5:06 PM
5	Parks	12/2/2020 3:18 PM
6	Not sure	12/2/2020 1:28 PM
7	Not sure	12/2/2020 1:17 PM
8	*	12/2/2020 11:52 AM
9	Not Sure	12/2/2020 11:24 AM
10	Not sure	12/2/2020 10:53 AM
11	In town.	12/2/2020 10:51 AM



Q9 Thank you for your input. If you have any comments you'd like to provide, please add them here

Answered: 74 Skipped: 290

## Orleans Wayfinding Plan Public Survey #2

#	RESPONSES	DATE
1	Visually pleasing and easy to see would work. Thank you!!!	12/16/2020 10:41 AM
2	Signage should be concise, direct, non-cute, not artsy.	12/13/2020 10:16 AM
3	This is a waste of money. The term "cultural district" is a HUGE overstatement. Spend the money to weed whack the old sidewalks and pick up trash along the Orleans road ways.	12/12/2020 11:47 AM
4	Some of your options are too expensive	12/12/2020 11:45 AM
5	What are the benefits of spending money on signage that will only be useful during the rental season?	12/10/2020 2:54 PM
6	Keep signs SIMPLE and CLEAR! I lived in Town @ 2-3 years before I learned that the "unknown" (but attractive) graphic symbol that looks kind of like some waves belongs to the OCC!!	12/8/2020 10:40 PM
7	I did not participate in the first survey in September as I was not aware of it at the time. One thing I notice regularly is that many drivers do not seem to understand that there are two lanes going around the traffic circle in the center of town. Motorists (I presume from out of the area) get aggressive and blow their horns when I continue through in an existing lane and they want to drive, not in their lane, but in the middle of the two lanes going the same direction. Is there any way to help educate motorists better about the traffic patterns in the circle?	12/8/2020 10:58 AM
8	I think a combination of types of way finding signs should be used. Signs where appropriate, murals where appropriate, same with sculptures and digital signage. One size doesn't necessarily fit all.	12/6/2020 6:31 PM
9	A number key to sync maps, street address, and digital platforms. Downloadable Apps from various websites...	12/6/2020 1:03 PM
10	please, when approved, develop a Guide Book that all in Town can follow so DPW, Conservation, Highway, Others work from same playbook	12/5/2020 6:29 PM
11	Alot of signage already in place. Can we get rid of some?	12/4/2020 8:45 PM
12	Murals add interest to the town and highlight the artists which bring them to life. It tells a story and makes people happy.	12/4/2020 12:33 PM
13	Thank you for allowing the citizenry to opine in order to enhance Orleans as a community.	12/4/2020 7:09 AM
14	Digital is much better for both residents, businesses and tourists. Salient information about a site, business, building or location could be included for walking tours or historical town landmarks	12/3/2020 4:35 PM
15	Not sure the granite posts are the way to go, but that can be a decision made later in the process	12/3/2020 11:24 AM
16	Just try to keep it simple. It looks like the planners are making Orleans Look like a town in CT.	12/3/2020 10:13 AM
17	Please include a clear and wide bike/walking path to Nauset from town	12/2/2020 11:23 PM
18	Signage could be cleared up at Rt. 28 and Main. Too many different shapes and sizes have been squeezed into the Veteran's Park/Academy place corner.	12/2/2020 9:38 PM
19	Orleans needs some signs to point to Rock Harbor and The Church of the Transfiguration.	12/2/2020 8:15 PM
20	Mural: where appropriate; not too many	12/2/2020 7:22 PM
21	Unclear what the "wave" signs were to represent - important to identify which sites actually need to by wayfound	12/2/2020 5:42 PM
22	I noted my preferences of choices given but they are all too cutesie and too fancy. I prefer the very plain and simple - arrow boards with words like the signage near the police station. I don't wish to turn our rural seashore town into a glitzy suburb	12/2/2020 5:36 PM
23	Why not use ranking for some of the voting? Why not more "none of these above" options? Why not more opportunities to provide input throughout the survey instead of just at the very end? Not a very effective/helpful survey for participants.	12/2/2020 3:32 PM
24	I woud prefer helpful signs where really needed, but not a lot more signs added to a town	12/2/2020 2:41 PM

## Orleans Wayfinding Plan Public Survey #2

already dispoiled by hundreds of signs everywhere.

25	Great effort. Will add welcome and festive feel to Orleans center plus a touch of class. Signs for driving and walking are distinctly different. For driving, these three standard signs, used all throughout Mass should remain the same: Bike Route, P for parking, navigation (on routes 28 and 6A). Subject to change: Beach, Amenities, and "Orleans Center" (beige sign) shown in presentation.	12/2/2020 2:37 PM
26	Should relocate Orleans Information booth to down to downtown location such as Depot Square.	12/2/2020 2:30 PM
27	Minimal and non obtrusive would be my vote	12/2/2020 2:24 PM
28	We need bike and walking paths. on Rt 28, Main street from bay to ocean, 6A , Eldridge Park Way, Monument Rd, Cove Rd. Take parking off of one side of Main street downtown for a bike lane and spots for small food stands, cafés and sidewalk nooks (go visit Montpelier VT). Orleans is constipated. We need more foot traffic and reasons to tarry in the beautiful park (corner of Main and Rt 28). Why do anything other than drive in and drive out as it is right now? The artist cottages are lame. Need more performance art going on there. Listen to the artists and musicians in town.	12/2/2020 2:09 PM
29	I find sculptures distracting particularly when driving and also intrusive, Would rather see occasional art work on walls or buildings.	12/2/2020 2:07 PM
30	It is critical for the town to tighten and enforce existing signage laws or regardless of whatever work you are doing, the Town is destined to look like another Hampton Beach strip of thousands of ugly signs	12/2/2020 1:33 PM
31	Please limit the number of traffic and road side signs	12/2/2020 12:56 PM
32	Make text on signage large enough to read from a car, some people can see well enough to drive but have trouble when letters are small (example: signs to Nauset beach on Tonset); keep consistency across all signage throughout town; keep the signs clean and simple, a sans-serif font may not seem "old-fashioned Cape-Coddy" but it is way easier to read; refrain from overly bright colors and gimmicky designs, they will not stand the test of time and will quickly look dated. Digital wayfinding would be extremely useful, many people would appreciate the convenience and amount of information they could find that way, especially visitors unfamiliar with the area.	12/2/2020 12:34 PM
33	Appreciate the efforts of the Planning Board, however... This survey is confusing and misleading. Many signs are already in place or in final stages of development. Are you really designing by random input survey? At least one logo presented is copyrighted.	12/2/2020 12:20 PM
34	Given COVID 2020; allocate \$\$ elsewhere for at least a year on most such optional expenditures. If spending anything, improve internet access in downtown AND outlying areas.	12/2/2020 12:11 PM
35	A contest e.g. the results of a public survey, will probably not provide the best designs for a community wishing to upgrade its visual appearance.	12/2/2020 11:56 AM
36	Please keep the New England feel to our town. Cut down to n rotaries with confusing signs, commercial modern buildings with huge signs. I know it'll never look as nice as Chatham's downtown, but more cohesive signage and colors, fewer gas stations & CVS stores, I'm sure you know what I mean. Thanks for this opportunity	12/2/2020 11:53 AM
37	Thanks for the opportunity to give an opinion	12/2/2020 11:45 AM
38	I work with the non-profit Navigation Games, that promotes orienteering-based education. I think it would be super cool to have QR codes around the town that could be used as permanent orienteering checkpoints. Happy to talk further! Barb 617-335-4847 president@navigationgames.org - just moved to Orleans in August. We've been living here as our main residence during the pandemic.	12/2/2020 11:23 AM
39	Thanks to all those involved in this project.	12/2/2020 11:15 AM
40	We sure did miss our annual vacation there this past summer! Hope to see you for a few weeks this coming summer!!	12/2/2020 11:12 AM
41	To assist efficient movement of pedestrians, please consider a walkover bridge to connect Main Street from CVS corner and Mobil station corners. It would safely keep foot traffic moving and avoid dangerous 6a crosswalks ground level. Thanks	12/2/2020 11:07 AM

## Orleans Wayfinding Plan Public Survey #2

42	I have expertise in this area as a communications designer with a focus on usability and accessibility. Feel free to contact me for further input, if you like. Lydia Mann lydiamann.com LKMweb@me.com	12/2/2020 10:55 AM
43	Thx for asking!	12/2/2020 10:53 AM
44	A former Citizen of the Year just passed away about a month ago. Kenneth McKusick. Would the town be willing to name a park or street after him??? Not sure whether this has been done before??	12/2/2020 10:53 AM
45	Please keep signage to a minimum. We don't need signs everywhere cluttering up the viewscape. Yes to restrooms, library, town hall. DO NOT need food signs!	12/2/2020 10:51 AM
46	I like the older style black and white pointer signs currently used in some places in Dennis along 6A	12/2/2020 10:50 AM
47	Disappointing that: No reference to cost in the choices: stay economical please! Re Color choice: Is the type black or white- big difference on the backgrounds you suggested The cost is of primary importance to me - there is to much extravagance happening downtown.	12/2/2020 10:49 AM
48	Adding more signs to a town full of signs will not necessarily clean up the distracting visual all around. Getting rid of some signage and replacing with these new analogous visuals makes sense. Reminding me of what I've seen in Coastal Maine.	12/2/2020 10:47 AM
49	Selected Seagull with Waves for main icon because had to pick one, but just as happy with Boat with Waves or School of Fish.	12/2/2020 10:38 AM
50	Keep it simple. Do not overdo the number of signs. Get input in each before you order and install. Only spend \$ on popular items where direction is needed. Thanks!	12/2/2020 10:36 AM
51	Traffic circle is very dangerous. Need better signage & caution lights. The "O" icon is catchy; but is it smart to have multiple icons for Orleans? Image overload & confusion can result.	12/2/2020 10:36 AM
52	Orleans needs to be far more friendly to people who walk; making the town center more pedestrian oriented can only help local businesses.	12/2/2020 10:34 AM
53	Keep it simple, clean, clear. Modernist design. Don't try to get fancy, elaborate, futurist, or evocative of ye olde Yankee seaside. This turns off more people than it charms.	12/2/2020 10:29 AM
54	Please make signage symbolic rather than text, similar to signs used in other countries. We have many international visitors, let's make it easier for them to find their way around.	12/2/2020 10:28 AM
55	What a total joke and enormous waste of money. Is it any wonder our taxes are up over 25% in the past 4 years with idiots like u running things? Add this to the list of government waste (giant unneeded Police Station, Town Offices, downtown useless road projects	12/2/2020 10:24 AM
56	Less is more. As a long-time Cape Cod visitor/resident I have seen a dramatic increase in signage. I am convinced that the more signs there are the less attention is paid to them. Please don't overdo!	12/2/2020 10:16 AM
57	please survey and remove unnecessary street/traffic signs. There is much sign pollution in many downtown locations	12/2/2020 10:15 AM
58	Interesting survey, But I am not sure this is a citizen choice. For a lasting appeal I think it should be an artist selected committee who are schooled in design, color and spatial relationships. Orleans is filled with artists; let's honor their abilities	12/2/2020 10:12 AM
59	With signs, I will always vote against visual blight and fewer signs. Ps. I find the new industrial sized traffic lights at main and 6 a to be overkill and not compatible with a village	12/2/2020 10:11 AM
60	Need to better identify key town buildings. Concerned that there'd be too many restaurant signs or sign in general. Town Hall and Skaket Beach are undersigned.	12/2/2020 10:10 AM
61	I think this will enhance the town experience for residents and visitors. Thanks for your work.	12/2/2020 10:02 AM
62	Let's please keep the signage and embellishments to a bare minimum so that we do not loose the long-standing character of our unpretentious little town.	12/2/2020 10:00 AM
63	I would like more consistency in the appearance of the signs. Now there are too many sizes, fonts and styles. Also, signs need words - not just symbols. Some color, but not too bright and	12/2/2020 9:59 AM



## Orleans Wayfinding Plan Public Survey #2

	not black/white.	
64	It sure would be nice to have more places downtown to direct people too. Retail, restaurants, and recreation rather than real estate, pharmacy, and fly by night business.	12/2/2020 9:59 AM
65	Big omission: Orleans is a Town with many "open space" trails. It's part of our brand. None of your questions addresses way finding for our trail networks. Not good.	12/2/2020 9:56 AM
66	We live orleans and the "village" atmosphere. Rockland Beni is a good example of architecture and landscape adding charm to the downtown area while serving the community with excellent service. Their plantings are wonderful The memorial median is charming and adds to ambiance along with the library and adjacent green area.	12/2/2020 9:54 AM
67	Thank you for asking!	12/2/2020 9:49 AM
68	This is slightly off topic, but I think that the new street light poles at some downtown locations are awful - they look like they belong in an industrial park/military base,etc - and make the area very uninviting. Exactly the opposite of what the Orleans Wayfinding Plan is trying to achieve. I hope we won't see anymore of these (and actually I would hope the ones that have been put in could be replaced.) Thanks for considering my views.	12/2/2020 9:48 AM
69	Signage not needed	12/2/2020 9:45 AM
70	The questions about the icons - like the seagull with waves or windmill, etc. depends upon what the icon will be used for and its size. Is it the identity of the town and will be used for official documents? or is it for a flag?, or what. My answer would vary depending upon the usage. Likewise the color is dependent upon usage. Blue and teal, which I selected, don't have enough difference for those who are visually impaired. Blue and yellow might be better for signage.	12/1/2020 7:30 PM
71	we need a 'brand' that can be adapted to work across a variety of town connected signage challenges; traffic directions, emergency info sites, way finding to parks, beaches, bike paths and conservation areas, designations of historic sites and properties, etc.	12/1/2020 5:44 PM
72	Would like to see types of sign design/color/type grouped by pupose. One scheme for recreation, another for Culture another for services, another for commerce/business. The schemes should be complimentary, not dramatically different.	12/1/2020 10:50 AM
73	There is way too "much visual" clutter in Orleans. I believe this was tactfully pointed out by the Cape Cod Commission when it did its survey on signage. Perhaps they were too tactful and their message was lost. The amount and size of signage needs to be drastically reduced.	12/1/2020 10:41 AM
74	We travel in Europe extensively. Their towns are many hundreds of years older than ours and they find tasteful ways to incorporate signage. Whoever is making the final decision would be best served by checking Belgium, Sweden and Denmark. They seem to have the best handle on it.	12/1/2020 10:10 AM