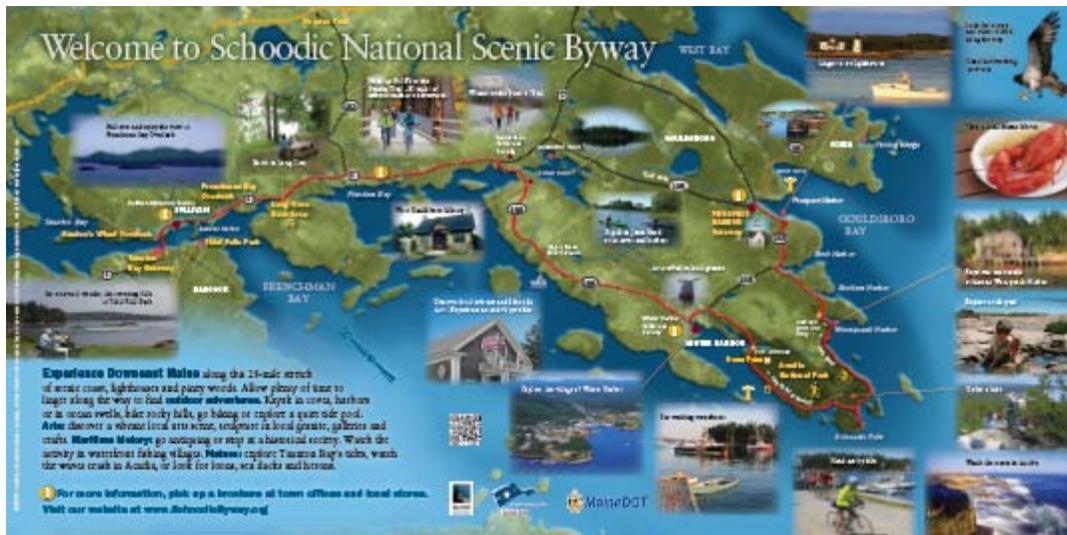


Interpretive Sign comments
Jim Fisher
7/20/2012

All Signs:

- 1) Label bays if practical
- 2) The orange road strategy makes sense, but as John notes, might need some explanation. The Schoodic Head road is a bit hard to interpret as a road.
- 3) Remove the MaineDOT Logo, consolidate the National and State Logos, website and QR tag. The tag sometimes lands in the middle of a picture, like a burnt waffle. Include a scale in miles if possible on the maps. I see these things all in a square call out box or legend - like a "dig deeper" or "more information here" box.
- 4) In some instances the photo credit seems overly large and obtrusive. If it helps, you can take my name off of these credits.
- 5) Generally I like the kayak icons, but there are objections. Kayaks are most appropriate for the adventure sign. The row boat symbol may not mean much to visitors. It could be smaller in any case.

WELCOME



- 1) Perhaps we don't need the park entrance label? An indication that the road is one-way may be enough. Otherwise Enter Park is fine if that is what the park wants.
- 2) The Schoodic Point photo is a bit stylized. The wave splash photo used elsewhere might be preferable. Your call.
- 3) Naming lighthouses makes sense if there is space.

Some ideas for the narrative

Experience Downeast Maine along this 28-mile stretch of scenic coast, lighthouses and piney woods. Allow plenty for:

Arts: discover a vibrant local arts scene, granite sculptures, galleries and crafts.

Maritime history: go antiquing at shops and historical society museums.

Experience the working waterfronts of our traditional fishing villages.

Outdoor adventures: kayak in quiet coves and harbors or rollick in ocean swells, hike rocky hills or bike our roads and trails.

Nature: explore Taunton Bay's rocky coastline and salt marshes, watch the waves crash in Acadia or bird watch for loons, sea ducks and herons.

Explore Schoodic



- 1) Reduce the number of one way arrows (but keep a couple)
- 2) I don't think this is necessary, but you could put two way arrows ↓↑ on the end of the Schoodic Point road as John suggested.

- Remove the MaineDOT Logo, move the QR Tag down closer to the other logos. Could there be a sort of call out box for logos, qr tags and scales, like a legend?

History



- Barbara likes Gordon's wharf better. I like them both about equally. It has been a long time since flounder were caught in this region.
- Barbara suggest dropping the Antiques window photograph, possibly substituting the girls fishing or the harbor "learn about downeast village life" photo from the second sign option.

3) The white lettering in sign option 1 might not show up very well, but you can determine that.

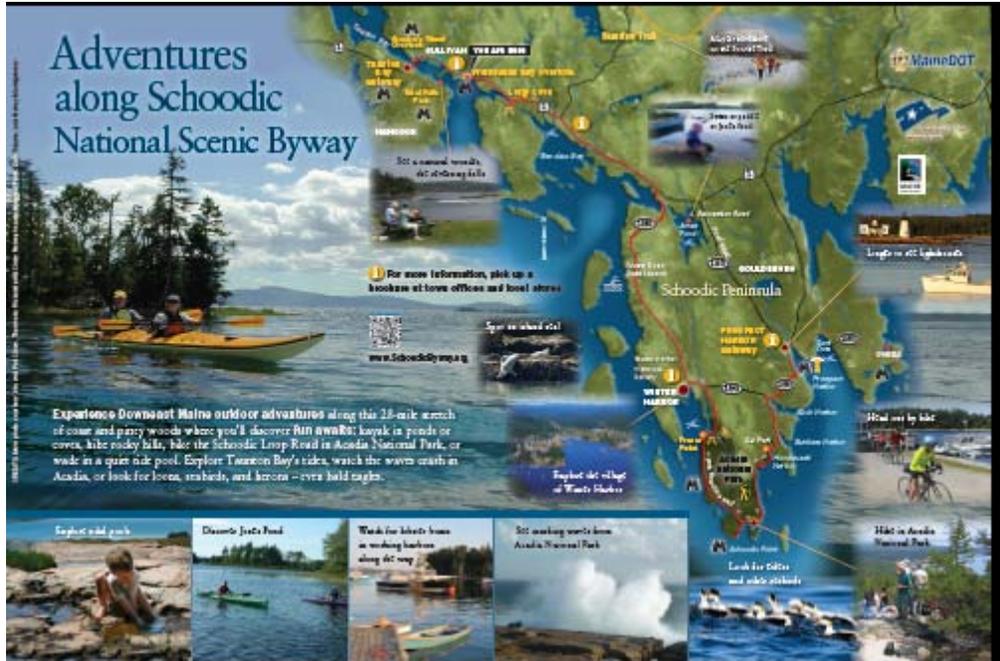
Experience 250-years of maritime history

See our lighthouses, fishing wharves, boat yards and lobster pounds.

Take a ride on a lobster boat, or watch them land their catch.

On shore, you can go antiquing, visit historical museums and granite quarries, or watch a hundred-year tradition of sailing races of the *Winter Harbor 21s*.

Adventure



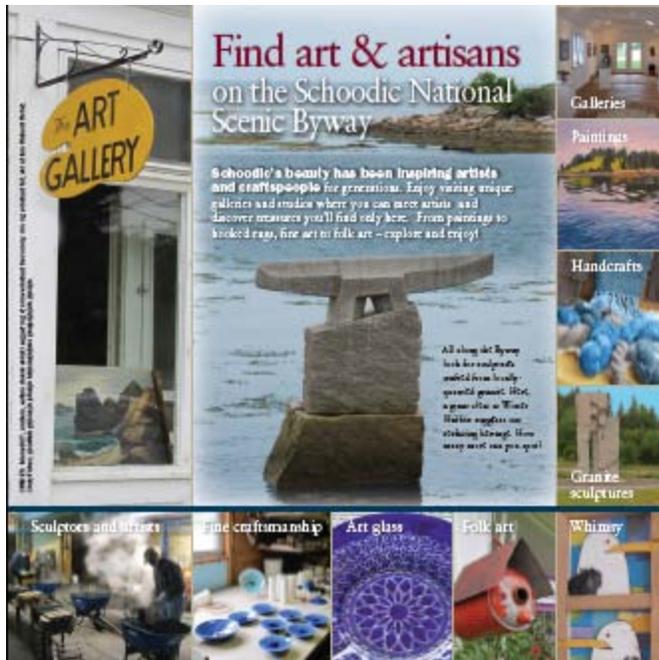
1) See if you can consolidate the QR tag, website, logos and scale in a legend or call out box.

Experience Downeast Maine outdoor adventures on the byway.

Fun awaits: kayak quiet ponds and coves, or rollick in the ocean swell.

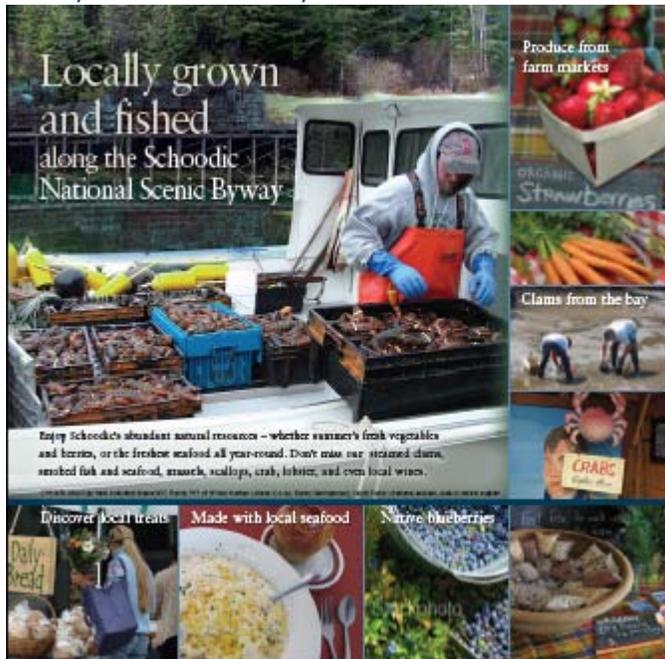
Hike rocky hills, bike the Acadia National Park Schoodic Loop Road or take a bracing plunge into the Atlantic. Explore Taunton Bay's tides, watch the waves crash in Acadia, or look for loons, seabirds, and herons – even bald eagles.

Art and Artisans



- 1) Nice narratives
- 2) Nice graphics
- 3) Fred would like the national and state logos. Is there any way to put in a small call out box? A website reference would also be nice.

Locally Grown and Locally Fished



- 1) Narrative and pictures are good.
- 2) Title might be catchier (no-pun intended) if it was Locally Grown Locally Fished
- 3) The Chowder s a bit non-distinct. Perhaps a cooked lobster would be easier to discern.

- 1) Personally I like the brown better than the blue, but I completely defer to others on what works.
- 2) One title alludes to transportation while the other alludes to fishing and canning. The term factory is appropriate locally, but conveys a different meaning to others. Can we tie these three themes together in a title:
 - a. "Catch, Can and Carry: Bringing the Sea's Bounty to Market" – maybe that's too trite.
 - b. "Fishing, Canning and Shipping: A Proud Maritime History"
- 3) From an educational standpoint, we are asking "Did you ever wonder how sardines get to your grocery store?"

Generations linked to the sea

Since 1862 when a Mr. Hilton set the first lobster trap here, fishing has been key. In 1904 a writer fretted that "*the scarcity of lobsters has increased the price to... 20 cents apiece.*" How have things changed?

"Roads of that time were few and bad"

Winds blowing "downeast" to Maine from Boston brought travel and trade for enterprising captains brave enough to navigate the swift currents and rocky shores. Though not settled until the 1790s, a 1728 navigational chart names this harbor "*Watering Cove*" for its fresh water supply. Early exports included lumber, barrel staves and ice, later followed by locally canned lobster and sardines.