

Town of Windham Signage Survey Results

635 individuals participated

1. How often do you travel through Windham?

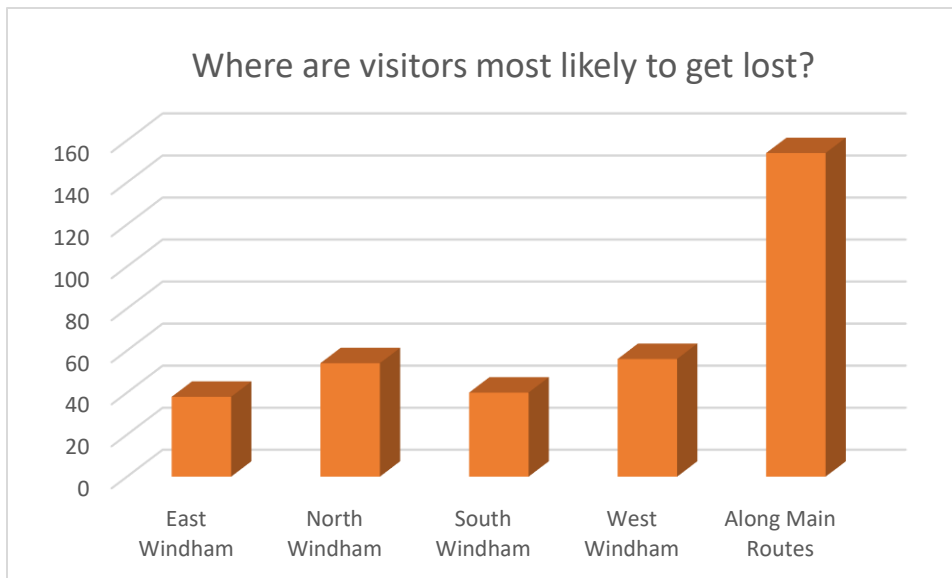
Of the 635 responses, 88% traveled through Windham daily, 11% weekly and 2% less frequently.

2. How do you mostly get around Windham?

99% of 632 respondents travel through Windham by car.

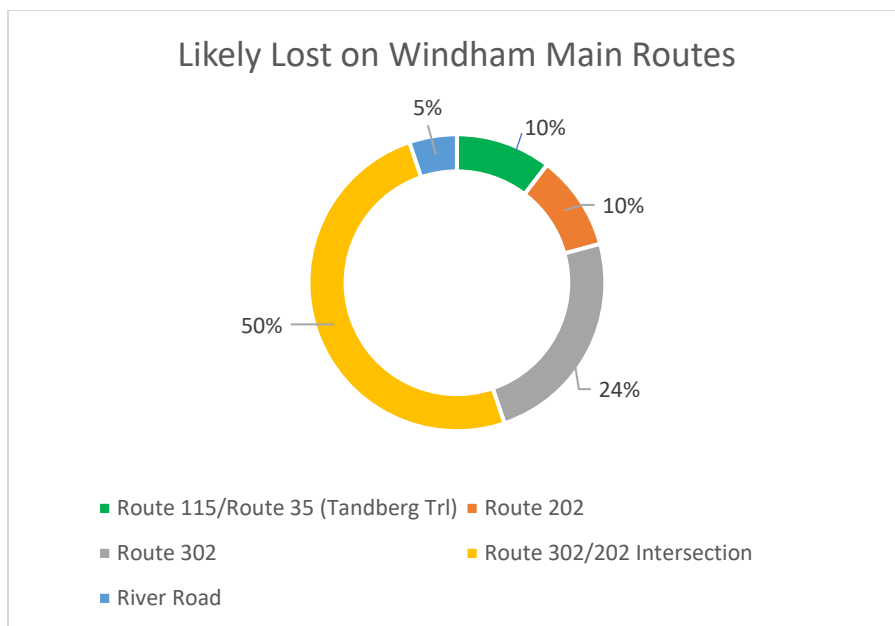
3. Where in Windham are visitors most likely to get lost?

Of the 434 responses, 325 provided one or more areas of town as a response. In an attempt to quantify results responses were grouped to five general categories and further extrapolated into subcategories if more detail was provided:



- East Windham (38)
 - Falmouth Road, including secondary roads off of (6)
 - Route 202/Falmouth Road Intersection (2)
 - Albion Road Intersections (3)
 - Highland Lake area (2)
 - [Route 115/202 Intersection](#) (7)
- North Windham (49)
 - [Route 302/115/35 \(Boody's Corner\)](#) (29)
 - Route 302 Beyond Hannaford to Raymond Town Line (4)
 - Comments lanes, notifications, etc. (4)
 - Sign Congestion/Cannot Locate Businesses (6)
- South Windham (40)
 - Mountain Division Trail area (1)
 - Residential Canada Hill/Highland Cliff area (5)
 - [Albion Road Intersections](#) (3)
 - [Pope Road Section/Intersection](#) (7)
 - [Route 202/River Road Intersection](#) (3)
 - Swett Road (1)
 - Land of Nod Road (1)
- West Windham (56)
 - [Windham Center Area](#) (29)

- Town Hall/Municipal/Library (7)
- Schools (4)
- Windham Center Road (2)
- Covered Bridge
- Dundee Park
- Pope Road Section/Intersection (10)
- River Road/Windham Center Road Intersection (10)
- Route 302/River Rd Intersection (2)
- Swett Road (1)
- Main Routes Through Windham (154)
 - Route 115/Route 35 (Tandberg Trail) (16)
 - Secondary Roads Off Route 115 (2)
 - Specifically concerning Route 115 (9)
 - Specifically concerning Route 35 (1)
 - Route 202 (16)
 - Specifically, Gorham to Rotary (3)
 - Secondary Roads Off Route 202 (7)
 - Route 302 (37) (Roosevelt Trail)
 - Secondary Roads Off Route 302 (26)
 - Route 302/202 Intersection (Foster's Corner) (77)
 - River Road (8)
 - Secondary Roads Off River Road (12)

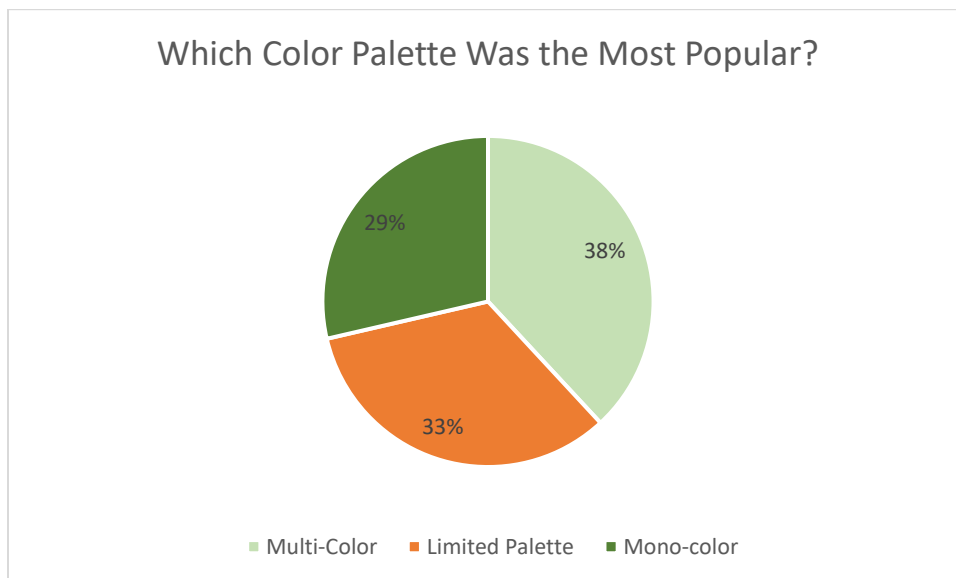


- 20 participants identified areas people would get lost in areas that were broad and could not be identified to a specific area of town other than “back roads, outskirts, rural or residential areas”.
- 6 participants commented that it was difficult to find parking areas of trail heads, trails, beaches and water access.

Participants that didn't provide a response to this question, indicated they didn't know, indicated private roads which we cannot place signs on, or provided an unrelated or comical response were grouped as “No Comment”.

4. Which of the 3 color palettes was your favorite?

The results from the 601 responses was fairly close with only 57 votes between the most popular choice of the multi-colored signage and the least popular choice of the mono-colored signage.



5. We are currently considering 7 categories for the points of interest included in our signage planning:

- North Windham Retail
- Boat Launch
- Municipal Services
- Community Groups
- Schools
- Historical Sites
- Parks & Trails

These are the most common comments of the 176 collected comments:

In favor of categories as presented: (27)

Additional Category Suggestions:

- Urgent Care/Medical/Hospital Route (11)
- Shops & **Dining**/Shops & Restaurants (Rather than Retail) (9)
- Places of Worship/Churches (6)

- Emergency Fire/PD (5)
- Swimming/Public Beach Access (5)
- South Windham Retail?/South Windham Village (5)
- Playgrounds (4)
- Public Outdoor Court/Field Access (3)
- School Campus (3)
- Sebago Lake (2)
- Shopping Centers (Rather than North Windham Retail Exclusively) (2)
- North Windham Business District/ or North Windham Commerce (2)
- Farms/U-Pick/Farm Stands (2)
- Watersheds
- Farmer's Market
- Outdoor Recreation
- Pettingill Pond
- Windham Village/Center

Comments:

- Community Groups Category is Vague/Not Needed (16)
- Municipal Building Named (Town Hall, Library) (9)
- Waste of taxpayer dollars/No Need (6)
- Not in favor of "North Windham Retail" category (4)
- Specifics to Parks & Trails (mileage to get there) (3)
- Remove Boat Launch/Handled by State? (3)
- Keep Signs to a minimum/too much signage (3)
- Green and Red are not colors people with color-blindness can see (2)
- Keep some small community historical names (Popeville, Newhall, Gambo, Reformatory Hill) (2)
- Pictures rather than words on signage (2)
- Each category should be a different color
- Make new, simpler "Welcome to Windham" signs
- Street names should be up near traffic lights
- Flip the monochromatic scale to dark at the top and lighter as you go down
- Add Adjacent Towns
- Ensure each category is the same color for cohesiveness
- Exclude Little Sebago Signage; road privately maintained
- Clearer signage to Dundee Park (Presumpscot Road not Dundee Road)
- No specific business retail signage
- There are no historical sites, signage on premise fine
- Veterinarians
- Correctional Facility
- Historical Society Village
- Rivers

6. Rank the considered options for naming the business area on Rt 302 north of the rotary with your preferred option first:

- 1) North Windham
- 2) Market District
- 3) Downtown
- 4) Uptown
- 5) Other

7. Do you have any suggestions for naming the business area on 302 north of the rotary?

The most popular suggestions from 250 responses:

- Business District (23) & North Windham Business District (8) [31]
- North Windham [18]
- Shopping District (11) & North Windham Shopping District (3) [14]
- North Windham Retail District (7) & Retail District/Corridor (4) [11]
- Windham Center [7]
- North Windham Village [4]
- Market District [4]

Other:

- 302 North Windham Shopping Center
- Business and Shopping District
- Business North
- Central Park Shopping
- Commerce Center (2)
- Commercial District (2)
- Downtown Shopping
- Downtown Windham
- Gateway to the Lakes Region
- Heart of Windham
- In Town
- Lakes Region Commercial Center
- Lower Business District
- Market & Business District
- Merchants Square
- North Commercial District
- North District
- North Windham Center (2)
- North Windham Commercial District (3)
- North Windham Downtown
- North Windham Malls & Lakes Region
- Northern Commercial District
- Not Downtown (2)
- Retail & Service District
- Roosevelt Shops
- Rotary North
- Sebago Lake Shopping District
- Shoppes of North Windham
- Shopping/Dining District (2)
- Thatcher Smith Retail Village
- Town Center
- Uptown if Downtown is Used (2)
- Windham Business District (2)
- Windham Grove
- Windham Metro
- Windham North
- Windham Retail Center
- Windham Trading Post
- Windham Village
- Windham Crossing

8. Rank the considered options for naming the business area of South Windham:

- 1) South Windham Village
- 2) Other
- 3) Red City

9. Do you have any suggestions for naming the business area of South Windham?

The most popular suggestions from 174 responses:

- South Windham [26]
- South Windham Village (17) & South Windham Village District (3) [20]
- South Windham Business District [9]
- Little Falls (8) & Little Falls Village (4) [12]
- Little Falls Business District/Center [5]

Other:

- Business South
- Downtown (2)
- Early Windham
- Gambo Crossing
- Gun Powder Mills
- Historic Business District
- Historic South Windham Village
- Little Windham
- Lower Windham
- Marblehead or Babbs Something
- Mill Town Business District
- North Little Falls
- Not Red City (Sounds Political/Racist/Dangerous) (13)
- Old Town (2)
- Old Windham
- Pleasant River Village
- Presumpscot River Crossing or District
- Presumpscot River Village (3)
- Red City
- Red City District
- Riverside (2)
- Rotary South
- Something relating to the river
- South End
- South Windham Business/Retail District (2)
- South Windham District
- The Village (3)
- Tow Path Village or another historical name
- Village Falls
- Windham Commerce South
- Windham Falls (2)
- Windham Village (3)
- Windham Village Gateway

10. Which font option is your favorite?

Of 628 Responses, participants rated the suggest fonts as such:

1st place – Option 1 (266 of 628 votes, 42%)



2nd place – Option 4 (139 of 628 votes, 22%)



3rd place – Option 3 (116 of 628 votes, 18%)



4th place – Option 2 (75 of 628 votes, 12%)



5th place – Option 5 (32 of 628 votes, 5%)



11. Why did you pick your preferred font?

Option 1 was determined easiest to read.

12. Rank your favorite symbols with your preferred option first:

- 1) Lakes
- 2) Trees
- 3) Covered Bridge
- 4) Trails

- 5) Mountains
- 6) Rivers
- 7) Birds
- 8) Other

13. Any other symbols to suggest?

- 1) Eagle (12)
- 2) Loon(s) (8)
- 3) Covered Bridge/River/Trees (5)
- 4) Windham Eagle Mascot

- Abenaki (2)
- Barn/Farms/Farmstands/Farm Implements (3)
- Bike
- Chickadee
- Chief Polin
- Family
- Fish (3)
- Gateway symbol (2)
- Hike
- Historic Homes
- Home
- Inkhorn
- Landlocked Atlantic Salmon (3)
- Moose
- Native American Heritage/Representation (2)
- Outline of Town
- Pine Tree
- Pinecone (4)
- Sebago Lake (3)
- Sunrise/Sunset
- Trees/Mountain/Lake combination
- Watercraft (motorboat, boat, kayak) (2)
- Buildings/Village

14. Which of the neighboring community signage examples is your favorite?

1st place – Falmouth

2nd place – Bridgton

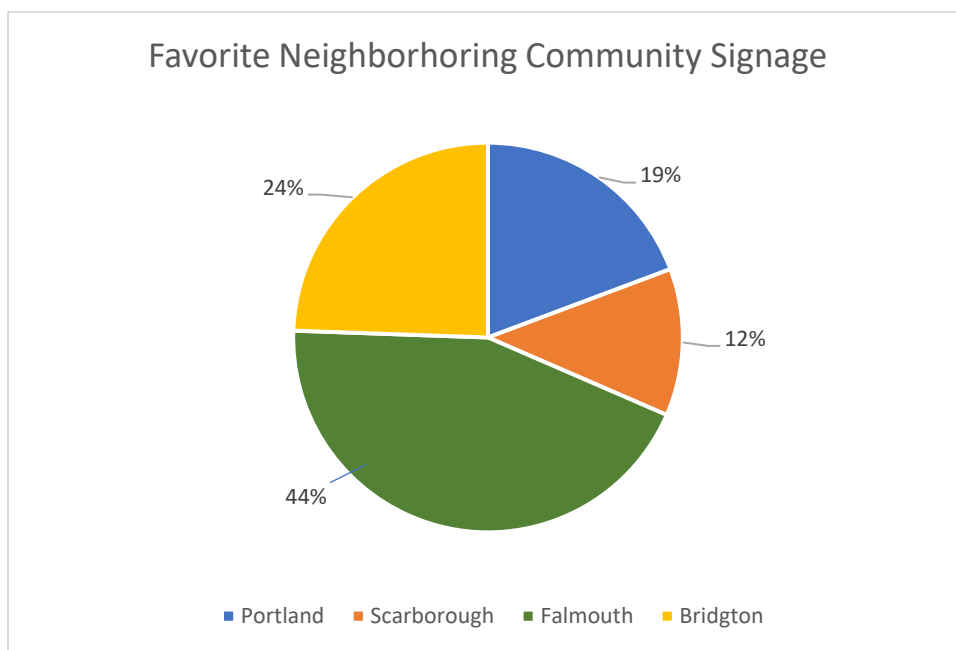


3rd place – Portland

4th place – Scarborough



Of 635 survey participants, 622 provided a vote on their favorite neighboring community signage. The clear winner was Falmouth's signage with 274 of 622 votes. Second place was Bridgton with 152 votes, then Portland with 120 votes and finally Scarborough with 76 votes.



15. Please share any other comments you'd like to provide:

- "Not Just a Vacation Destiny, but a Great Place to Call Home" with a sketch of Big Sebago Lake or list of lakes and ponds
- Directional list with colors only works if end point colors are consistent. Check out clear, concise, placements on college campuses signs consistent colors (White background and maroon and blue writing?). Directionally challenged need bright, clear, 'in your face and close to the road everywhere' signage.
- Maybe change our motto: listed as 'Windham Works for Maine'. Adding BRIDGTON's pun Maine=Main or Maine=ME (example: "The Touring Place for ME and You")
- This could incorporate part of community clean up (when rake leaves/ brush center open, etc.) to better each signage every year. Each section/crew adopts signage and neighboring areas who need help. Each section is responsible for sign in spring....:cough, cough:: community involvement a must. Feel proud every drive-by OR reminder shame to make it better. All who sponsor that sign gets name/phone number on back.
- When people think of Windham, I don't think nature is what comes to mind first. The town is known more for the downtown area. I think any imagery should represent that fact.
- Windham, North and South, like the sign for Bridgton says, is a Place for All seasons too. The sign is simple. I like that Scarborough has "club" signs at the bottom.
- High contrast between background and foreground colors is necessary for accessibility
- Glad to see you're moving ahead with this. Please contact me if you need more access to any of my files. I will be on break until Monday and have some free time so if you need anything designed, don't hesitate to reach out. (Greta)
- The Portland one is vibrant and easy to read. The Bridgton one is nice, but smaller fonts are confusing/hard to read, and not informative. Falmouth one is very legible too, but town name too

small and not as pretty as Portland. Scarborough is gawd awful. Yucky color, illegible; but the marsh grass concept is cool.

- Windham is a up and coming community with many outdoor activities, a wonderful vacation destination etc. The signage should reflect its vibrancy and look refreshing and inviting. Not sleepy and stuffy like Bridgton.
- Please make the signage for what Windham is, not an image you want to portray. Thank you for your work.
- I like both the Scarborough and Bridgton signs which include Welcome To. I like the simple graphics on Scarbrough.
- Consistent with area towns.
- Thank you for asking. Appreciate being able to provide some input!
- We certainly need signage to be practical and informative but try to incorporate some character into these signs. Sometimes we can get a little bland with public projects in the name of practicality and economy but maybe we could strive for a bit more. Could we involve some artistic people?
- Concise, simple and easy to read while driving is important.
- I love the blue color of Portland sign. We should promote nature~ fresh air, blue skies, lakes, streams, outdoor activities- all the natural resources Windham has to offer.
- Easy to read and provides consistent Windham presence but CLEAR definition of what info it intends to share, i.e. arrow to BEACHES, SHOPPING, RESTAURANTS, PARK and then a matching sign at the locations previously indicated.
- Is signage necessary? I feel it invites outsiders and allows them easier access around our town. Is this what we want? More traffic more business more infrastructure and higher taxes? I sure don't. I answered the questions honestly with a few jokes in there but at the end of the day I don't want growth. It'll ruin this town.
- Windham was a no-frills farm town filled with hard working people. Now it is filled with entitled out of state people trying to change things to match the place they ran away from. Skip the fanciness and stop trying to turn the town into something that it's not.
- Portland doesn't seem to keep up on their signage as some of them are peeling so need to pay attention to the materials used.
- Again, clean, large bold font and easy to read. good color choices. the text doesn't get lost against the background.
- It's modern but clear and easy to read. To me the Bridgton sign looks very outdated, and even Portland's is giving early 2000's.
- It would be fun to have some signage in South Windham showing what the area looked like back when it was bustling.

- Can't wait to see the new signage! Windham is definitely improving its image! Thank you!
- I appreciate the effort to do signage in Windham to make the town feel more enticing, but it may be a little too late. The RT 302 shopping corridor in Windham is so ugly. Would have been nicer if all the buildings in the strip malls were uniform like <https://theshopsatfarmingtonvalley.com> in Canton, Connecticut where smaller shops and big box stores are together but look appealing.
- Yarmouth's signage has a nice layout. Take a look at theirs before deciding
- Bright colors and clear wording with easy-to-follow arrows
- History and heritage should play a part in our signage.
- Nice on the eyes but also informative. (Scarborough sign)
- Signs above differ. Two are welcome signs and two are directional. Prefer Brighton welcome sign and Portland over Scarborough for directional. Less is more, would like to see less clutter, direct, classy and to the point. Would rather not see a bunch of excess information such as chamber singers and Windham eagles on welcome signs. Feel those things could be recognized in other ways such as weekly newsletter so something.
- What is wrong with the "Status Quo"? Why the change?
- Keep it classy.
- Mountain background, covered bridge over lake with hiker approaching bridge.
- We need a bypass road around the business center of north Windham 302 . Please
- The Falmouth sign is clean and clear. Portland's is nice too. Too many fonts and italics on Bridgton's sign. Don't like the rust color on Scarborough's.
- easier to read from a distance (Bridgton)
- Not sure why there's so much need to Windham
- Clear large font, not too cluttered are beneficial points for all ages to see clearly. Also, I am personally not a fan of listing all the sports accomplishments on town line signs. Post that info near the town hall or schools to recognize them. Tourists (& some residents) do not care kids won championships in the past 10 years (again looks cluttered and detracts from important info-driving by at 50mph the brain can't read it all so make it count)
- Please enact Dark Sky lighting ordinance & no light trespassing ordinance. Please plant trees to help lessen runoff pollution, make Windham look appealing to visitors, box buildings & pavement invite crime, higher heat index, I won't go shopping when lots are too hot. Ugly & uninviting. How about a tree campaign ? Birds are disappearing. Plant trees with educational info, not create more "desert" soccer fields, which invites more noise, lights, mosquitoes & ticks. Thank you.
- The image for the last question is mismatched. I prefer the Falmouth sign with the dark green and trees

- The wooden signs are too outdated and does not show our city as “higher end”
- Scarborough sign or the Falmouth sign or a combination of both
- I like the Falmouth colors the best but the Scarborough design more
- It's welcoming and modern. Clean is important. There is too much stimulus everywhere. Calm it down. (Falmouth sign)
- I live here 4 months a year, varying seasons
- I like Falmouth sign, but the colors need more contrast for ease of reading
- light or white print on dark background; atypical shape of the sign
- Bright and readable
- I like that you're asking.
- I hope you are working with a brand agency on this :)
- Signs need to be easy to read from a vehicle, with limited wording so not to distract drivers.
- Please stop adding high school sports on the signs. Yes, people are happy about sports wins, but it has not been a fair representation (only "popular" sports are added.) We are more than HS sports. These can be celebrated with banners at the HS.
- I opted for Portland. I prefer just arrowheads for easier direction. Portland is nice with the better spacing between labeling. I like the emphasis on size for Bridgton's name. The image is too close to the Portland wording.
- Why bother. We don't need them.
- Be sure to use COLORS (and VALUES="darks and lights of a color") which CONTRAST between the text and the background, so that the signs are readable QUICKLY & EASILY... Including easily read text for drivers...NO TINY TEXT that you have to squint at to read, while you are driving.
- visible but blends at the same time
- Why are we wasting taxpayers' money on new signs when our roads need repaired?
- I'd love to have more opportunities to be involved in this process
- Accessibility - chose contrasting colors. Use your accessibility checker
- The Bridgton sign is not too cluttered. Simple, welcoming and informs one about its incorporation
- It should look clean and represent the town well

- A design to the sign without being overly complicated would be nice. We have lived here almost two years (we are from the Rocky Mountain area) and while I understand the town's pride when it comes to grade and high school sports, I do not understand why the signage coming into town has all the champion lists. I mean, little league champions? It's odd. Home to the Chamber Singers? Maybe this is a New England tradition, but I find it distracting.
- So regardless of what I picked above, I prefer the subtlety of the Falmouth sign above the rest of them.
- Like the Falmouth sign despite being labeled Scarborough went by picture for selection not the word of the town. Glad things got checked before posting the form. Typ. Windham planning
- This is a waste of taxpayers' dollars...instead of funding things like this you should be giving tax breaks. Maybe you should disclose the amount of money this is going to cost the taxpayer and let people vote if they want it or not. It's sad you want to value property at appraisal value and then waste it on stuff like this
- Please do not add any community groups like the bottom of Falmouth sign. Again, groups come and go. Some people support these groups, but others do not. Plus, it opens the door to various unpopular groups to demand to be listed. Again, the town should not be in the business of picking and choosing what community groups should be listed.
- I like Scarborough but it is too dark
- Easy to read
- The Falmouth and Scarborough sign examples are mislabeled. I prefer the Falmouth sign. (numerous comments like this)
- I like that the Falmouth sign has specifics about what's where.
- I liked Falmouth, provides great info and easy to read and looks sophisticated
- Signage that looks clear but natural to the environment
- IDK why we're doing this. There are better uses of our money.
- It's not great but easy to read. (Falmouth)
- The white signage is easier to read in the dark.
- Didn't realize there is an issue with all this, waste of time and money
- I think naming the South Windham village area Red City makes it sound like a completely different community.
- I just moved here and it's challenging to find my way around as the town is geographically large. It's a beautiful town with a lot to offer. Improving signage is wise. Creating a logo that represents what is special about the Town is a great idea (shopping, recreation, land use). And I appreciate that the town values its residents' opinions!

- I love my SMALL town. Please keep it that way!
- clear information
- I like the simplicity of the Falmouth signs and they are helpful. I would like to continue to see the big accomplishments of our youth teams and other groups on the “Welcome to Windham” signs as we do now
- Try not to get too fancy. Keep it simple, clean, easy to read. Avoid red on signage as that can be thought of as emergency info.
- I like green with a river or lake with fish, trails, trees everything that’s great about our town.
- Instead of spending thousands of dollars for signs directing people to see birds perhaps best to create an app and or website with GPS capabilities allowing one to find all the great features in the town.
- Signage to direct people to areas of retail/ restaurants/doctors’ offices/mechanics/ would be helpful for tourists as well as new residents. We also really need to improve sidewalks!
- You have a difficult job. It is not easy to make choices for a whole community. Someone is always going to be unhappy. Thank you for allowing me to express my preferences. Wishing you success in this project.
- Portland/Falmouth have signage that is easy to read and pleasing at a glance. The information is concise, and to the point.
- We have an active cannabis community in Windham as well.
- Also, I like the picture version of Portland, but I fear it will be too busy for Windham. My actual answer is the simple style like Falmouth (smaller signs) not the picture from Scarborough.
- I prefer the Scarborough sign because it has the civic groups in the town listed. Not that color combo though.
- I don’t like Bridgton at all, it’s outdated.
- The picture and wording for question 14 are mixed up on my mobile device for Falmouth and Scarborough. I actually like both - it’s hard to pick as one is a welcome sign and one is a directions sign.
- Keep it clean and classy
- Are your sign color choices appropriate for people who are color blind? Red, greens, and blues can blend together and may be difficult for certain individuals to see. I am not personally color blind, and it may be a non-issue. I would just consider getting input from a few individuals who are.
- Falmouth and Bridgton signage styles are most appropriate for Windham as well.

- Stands out and legible!
- Take down the "Home of the . . ." signs with all the sports champions. They look awful because there are too many add-ons. Make nice new simple "Welcome to Windham" signs and leave the other stuff off. You can make a one "champions" signs near the town hall or school campus.
- Make it clean, easy to read and classic
- Try to keep it friendly and welcoming, not industrial, I know Windham is growing but it has always felt like a small and family-based community- and it started very rural with lots of farmland. It'd be great to keep that feeling around as we progress
- It looks like it's part of nature, but you can still see it. (Scarborough)
- I think the Falmouth ones are nice and easy to pick out without being trendy and running the risk of aging out.
- Windham has a covered bridge which is unique in the area. Could we use the limited palette but with slightly bolder/deeper colors? It's important the signage be clear and easy to read as well as memorable. Keeping the North and South Windham names are what the residents know, and they align to the historic sites in the area.
- I like the Bridgton sign because it is highlighting the town name and has a more old-fashioned Maine look.
- I like the Bridgton sign with the information listed under the picture on the Portland sign
- Wherever signage lands, I hope it is consistently updated throughout town. This is a great opportunity to promote brand and image for Windham. Thanks for offering the survey!
- I don't love the circular symbols at the bottom of the Falmouth sign but do love the overall symbolic it's and grace of it. and I like the Bridgton sign too.
- Scarborough really did a great job and they carry it over to their website.
- Most signs are going to be seen by people driving by in vehicles. There is no point in having printing on signs that is too small to read at speed. Please avoid fancy fonts that are not very easy to read. Don't put too much on a sign; better to have more signs that are easy to read.
- Make the sign welcoming people to WINDHAM without being too over cluttering so WINDHAM is the first that catches the eye of passing motorists
- Roads need to have both road names, often it is just the side street name. Tourists and non-locals have no idea what the name of the road they are coming to from a side street. Please keep in mind color blindness as well.
- I find it easiest to read especially from a distance. (Bridgton)