

# Durham NH

## Signs for Historic District: Existing & Potential

What kinds of signs do we have in the historic area?  
How do other towns highlight their historic districts?

What concepts for signage will

- ❖ celebrate our history?
- ❖ help people understand that they are in the Historic District?

# Durham NH

## Historic District & Downtown: Existing Signs

- ❖ Gateway at Main Street and Madbury Road
- ❖ Downtown shops on Main Street
- ❖ UNH along Main Street
- ❖ Gateway from the south on Newmarket Road/Route 108
- ❖ Other gateways with no signage

# Main Street Historic District

Combined with bicycle lane sign,  
small and very high above eye level

Note the change in lamp style from  
Downtown to Historic District

There is no indication for  
pedestrians walking from the  
Madbury Road direction



# Main Street Downtown Shops

Note the Downtown pole style  
combined with seasonal wreath

This is the meeting point of UNH  
signage and Downtown





# Main Street UNH

UNH banners on every pole provide a bold signature effect



# Durham NH Historic District: Concepts for Signs



# Main Street Historic District

Note the change in lamp style from  
Downtown to Historic District

Concept: Triangle at road center  
island as the location for a larger  
gateway sign "Entering Durham  
Historic District" visible to traffic on  
Main Street and pedestrians on  
Madbury Road

Concept: Banners on light poles

Concept: individual building signs





# Main Street hill top churches

Historic District style poles and lights

Concept: Banners on light poles, could include names of significant buildings

Concept: individual building signs

Concept: Interpretive sign for First NH Turnpike, historical change from water-based to land-based transportation and shift in town center location





# Newmarket Road Town Hall

Historic District style pole and light,  
combined with Historic District sign

Concept: banner on light pole

Concept: Interpretive sign with  
overview of the District, map, QR  
code, added to Lafayette mini-plaza

Concept: Individual building sign for  
significant site – for instance Old  
Brick Town Hall / Courthouse





# Durham Point Road & Route 108

Existing: There is no indication of the extent of the District along Durham Point Road

Concept: A large gateway sign "Entering Durham HD" could be installed on Durham Point Road at the HD boundary as traffic heads toward Route 108.

Concept: Major gateway signage could be located on both sides of Route 108 in the Town Pound parcel and the Meadow parcel.





# Newmarket Road / Route 108

Existing: HD sign is too small for vehicle-speed viewing and too low

Concept: A large gateway sign "Entering Durham HD" could be installed on Newmarket Road at the first property as traffic heads north, replacing existing sign.

Concept: Banners on utility poles





# Dover Road / Route 108

Existing: There is no indication of entering the District for traffic on Dover Road going south toward the Main Street intersection

Concept: A large gateway sign "Entering Durham HD" could be installed on Dover Road as traffic heads south toward Main Street.



# Durham NH

## Historic District & Downtown: Survey of Existing Signs

- ❖ Typical street sign with Town Seal
- ❖ Typical street signs
- ❖ Interpretive panels
- ❖ Lafayette marker
- ❖ Other historic markers

# Typical street sign with Town Seal

Combined with STOP sign

Includes Town Seal – is this the new standard

Street signs in Durham typically indicate the cross street, but not the major road

Some communities use post “toppers” to add a logo for the HD on every street corner.





# Typical street signs

School House Lane:  
Typical sign with no add-ons



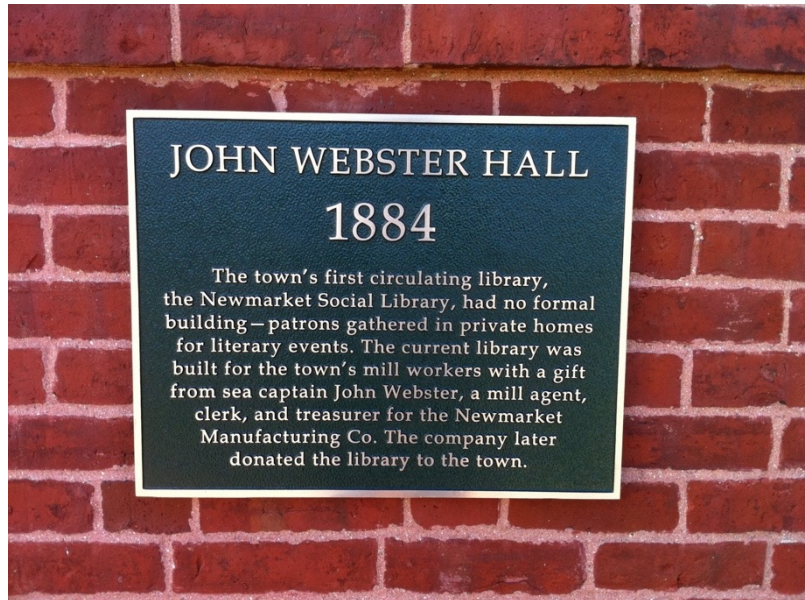
Mill Pond Road:  
Typical Combination with STOP sign and  
No Thru Trucking post "toppers"



# Typical historic building signs

Individual house markers:  
Sample from Exeter (right)

Sample from Newmarket (below)





# Typical interpretive panel sign

Old Landing Park:

Freestanding interpretive sign at pedestrian scale





# Historic markers

Town Hall Park: Lafayette Farewell Tour marker

NH DHR markers: General Sullivan

National Register markers: Smith Chapel, Thompson Hall, Spruce Hole Bog

