



City of Biddeford
Downtown Development Commission

June 4, 2025 at 6:00 PM

City Hall Second Floor Conference Room & Zoom

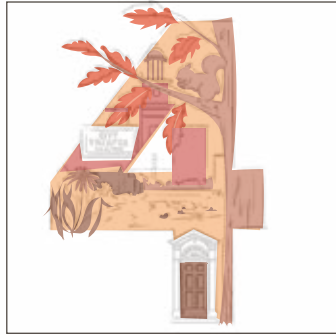
Join Zoom Meeting Online

Or call in by phone: +1 312 626 6799

Meeting ID: 912 2719 8251

Passcode: 941416

1. Roll Call and Determination of Quorum
2. New Business
 - 2.a Review and discuss proposals for the Five Points Project
3. Adjourn





The proposed design for the Biddeford CITGO sign celebrates the city's character by incorporating iconic landmarks, local architecture, and references to its industrial and cultural heritage. Endangered animals native to Maine are subtly integrated, raising awareness of environmental preservation. Hidden "Easter eggs" throughout the artwork—nods to local legends, businesses, and community symbols—invite viewers to look closer and explore Biddeford beyond the sign. This design not only reflects the city's past and present but also encourages engagement and discovery, serving as a welcoming beacon that sparks curiosity and pride for residents and visitors alike.

RFP

Creative Design Former CITGO Sign at 5 Points

Project Statement

BIENVENUE A BIDDEFORD

In the world of social media, there is a type of content post called the “Reintroduction.” When an account has recently gained a large number of new followers, they will take a pause from creating new content in order to “Reintroduce” themselves to their following. Maybe you’ve seen one of these posts on TikTok or Instagram? They usually go something like: “Hi everyone! Welcome to our account! We recently gained 10k followers, so we’d like to take a moment to reintroduce ourselves. We’re _____ and this account is where we _____.” They’ll go on to say who they are and what they’re all about--the main goal being to make sure their brand or mission is recognizable to their audience.

NOMAK sees this project, the redevelopment of the Five Points Citgo Sign, as the perfect opportunity for Biddeford to take a moment to “Reintroduce” itself. You could be completely new here or you could know a past version of Biddeford and things look a bit different these days. We’d love for this public project to become a larger moment for the city to say, **Bienvenue à Biddeford** (Welcome to Biddeford)--we’re a thriving Maine community, known for our energy, diversity, resiliency, ingenuity and creativity. With the project’s prime location, at a major roadway intersection and at the gateway between outer city limits and the dense downtown, we think it’s an opportune place to create a welcoming display.

Our proposed vision for the Five Points Citgo Sign is a five-panel, colorful, abstract display of the words **Bienvenue** on one side and **Biddeford** on the other. Firstly, we think “Bienvenue” is a specific nod to Biddeford’s large French-Canadian influence, but also using a non-English word is a more general representation of Biddeford’s diversity at large. While “Bienvenue” obviously achieves our vision of “welcoming” people to the city, we also love that, structurally, the word is quite similar to Biddeford. It has the same starting letter and the same number of letters total, so there’s a purposeful, poetic balance to it.

The letters spelling out **Bienvenue** and **Biddeford** are characters in and of themselves. They break the boundaries of their designated squares, and playfully dance down from panel to panel. Aesthetically, there’s a sense of energy and positivity. And the use of an exclamation point is the cherry on top! Overall, our goal is to intentionally toy the line between art and signage in order to create a fun and engaging display of the message.

As an aside, we’re designers, and it’s typically our job to think about things at both a micro and macro level. While the sign refurbishment itself is certainly enough, we also want to note the potential for the **Bienvenue à Biddeford** project to expand into a larger marketing campaign for the city itself. It could be a moment to cross-promote with other city signage, on-line content, and/or an in-person event. There could be a much larger “Reintroduction” message to share alongside the redevelopment of the sign. There could be coordinating merchandise created and sold, either as a form of fundraising for the project or as limited-edition souvenirs at the opening reception. However the city sees this project and its message developing, NOMAK would love to be a part of the conversation and provide further input or graphic designs along the way.

ALFRED STREET - LOOKING NORTHEAST



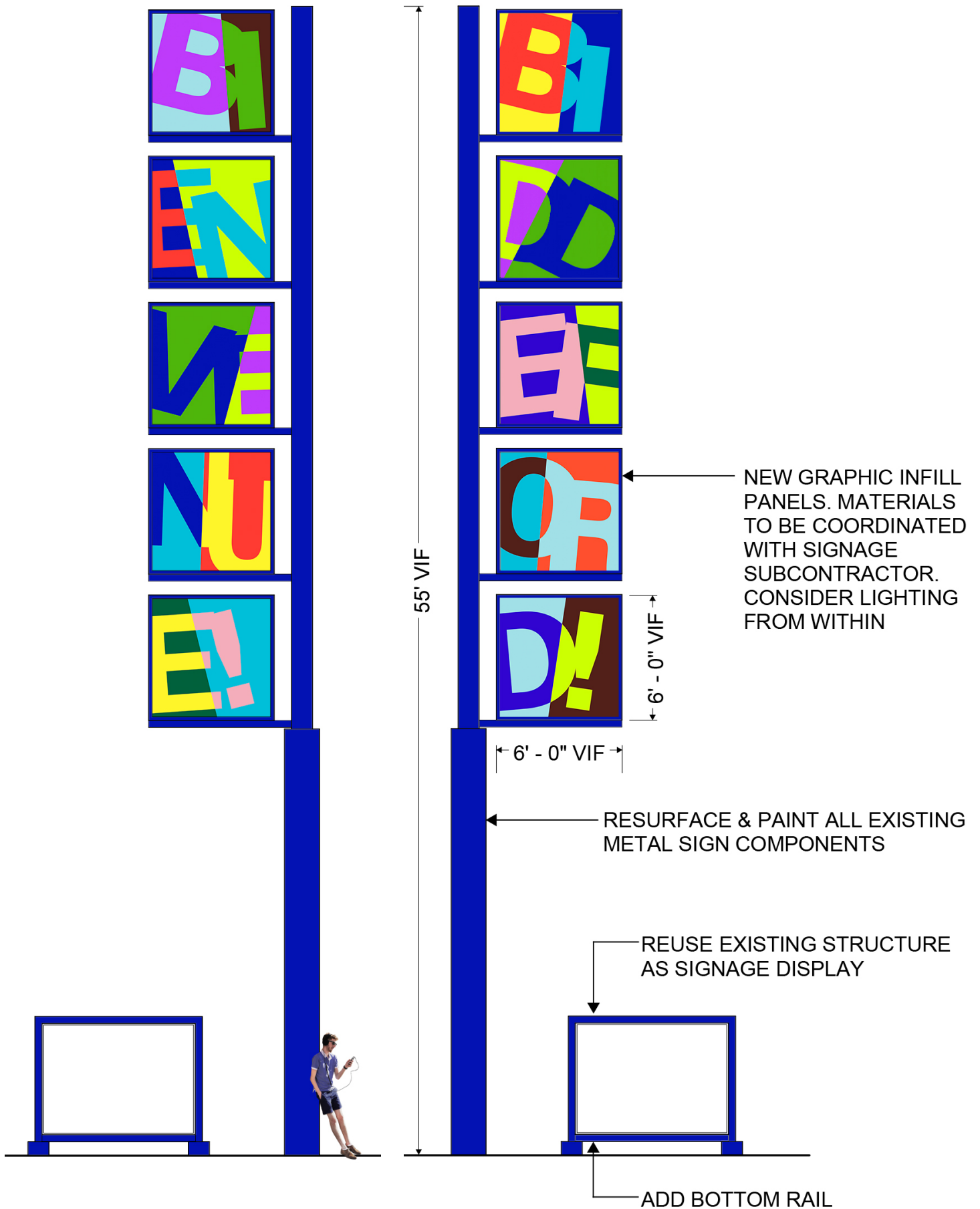
APPROACHING FROM THE I-95, THE SIGN READS "BIENVENUE" IN BOLD, PLAYFUL LETTERING. THE EXISTING GAS PRICE SIGN IS REUSED AS A FRAME FOR AN INFORMATIONAL GRAPHIC/MAP/DIGITAL DISPLAY/ETC

ALFRED STREET - LOOKING SOUTHWEST



APPROACHING FROM DOWNTOWN, THE SIGN READS “BIDDEFORD” IN BOLD, PLAYFUL LETTERING. THE EXISTING HIGHLIGHTED PEDESTRIAN ZONE IS PAINTED TO MATCH THE SIGN, GROUNDING IT IN ITS LOCATION.

ELEVATION DRAWINGS



ADDITIONAL - MARKETING CAMPAIGN IDEAS



CLOCKWISE FROM TOP: GRAPHIC CITY POSTERS, ZINE, CITY BANNERS. CONSIDER PROMOTING THE PROJECT ACROSS THE WHOLE CITY AND/OR CREATING A LARGER STORYTELLING NARRATIVE.

ADDITIONAL - MERCH IDEAS



CLOCKWISE FROM TOP LEFT: COMMEMORATIVE POSTER, T-SHIRT, TOTE BAG, DAD HAT. MANUFACTURED OR SCREEN-PRINTED LOCALLY WHERE POSSIBLE. CONSIDER COLLABORATING WITH LOCAL ARTISANS.