



Wayfinding Plan and Signage Program City of Brockton



Prepared by Harriman March 2020

what is wayfinding?

Wayfinding

“Refers to information systems that guide people through a physical environment and enhance their understanding and experience of the space.”

Society for Experiential Graphic Design

Why Wayfinding in Brockton?

EXPERIENCING BROCKTON

Benefits of wayfinding:

Name recognition

Destination attendance increase

Reduction in private vehicle usage

Improved pedestrian experience

Increased awareness of place and events

Agenda

1. Project Goals

Goals and objectives

2. Methodology

Phases and process

3. Findings and analysis

Analysis of existing conditions and challenges

Boundaries

Gateways

Major routes

Nodes

Districts

Destinations

Placemaking

Signage, circulation, and hierarchy

4. Preliminary wayfinding plan

Wayfinding examples

Wayfinding strategy and hierarchy

Signage messaging

5. Preliminary signage program

Typology

Materials

Color

6. Next Steps

City representatives feedback

Program and plan review

Final plan and program

Preliminary cost estimates

Introductions

Harriman

Camilo Espitia

LEED Green Associate

Urban Designer / Planner

Project Goals

What would the City of Brockton like to achieve with the Wayfinding Plan and Signage Program?

Enhance visitors and residents' sense of place of Downtown Brockton

Allow visitors to easily find Downtown Brockton

Allow vehicle-driving visitors to conveniently find parking and explore downtown area on foot to easily find services and amenities

Improve the downtown's business opportunities

Improve the way people identify the downtown area

Methodology

PHASE 1

Analysis of existing conditions and challenges

Placemaking

Signage, circulation, and hierarchy

Benefits of wayfinding

Wayfinding examples

PHASE 2

Preliminary wayfinding plan

Preliminary signage program

Final plan and program

Preliminary cost estimates

Dependant on future funding

PHASE 3

Construction documents

Design development with mapped locations

Cost estimates

Review meeting

Spec. review

PHASE 4

Permit submissions

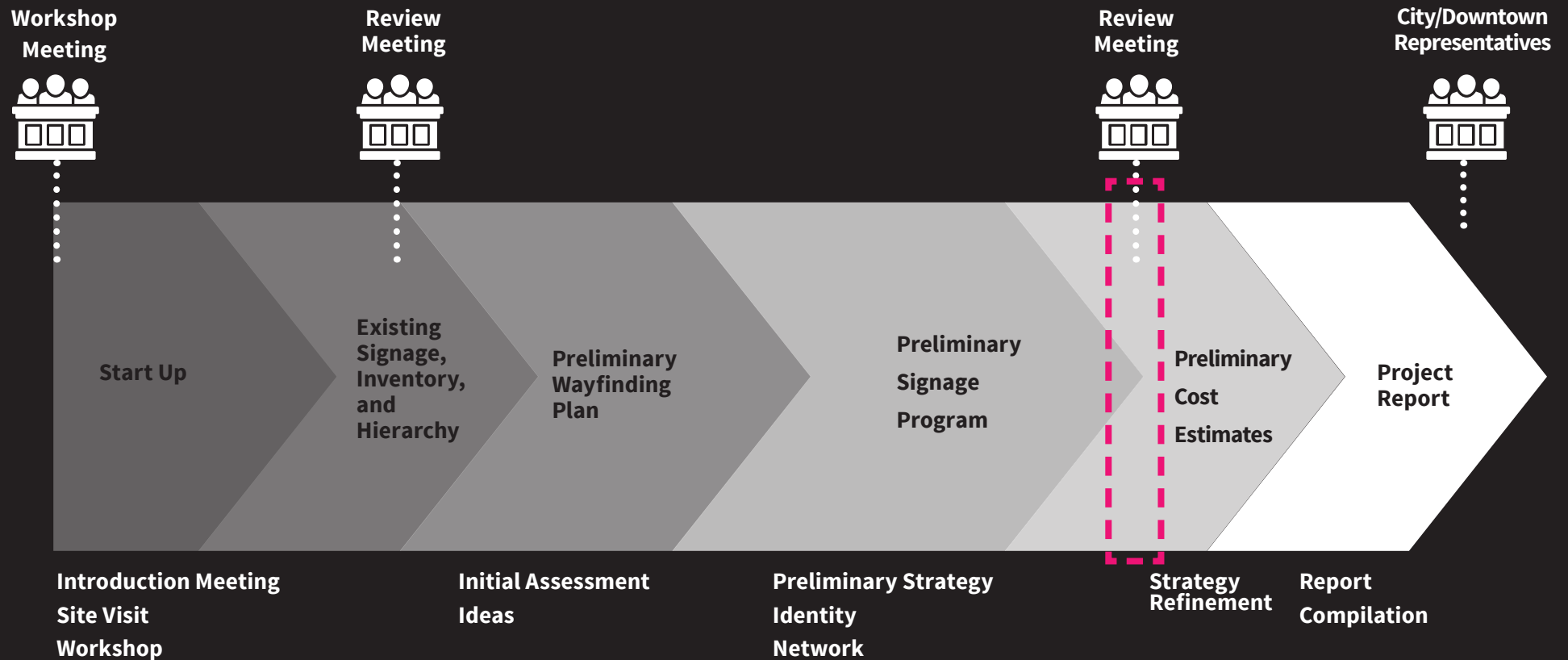
Construction set and bid package

PHASE 5

Construction administration

Site inspection

Process

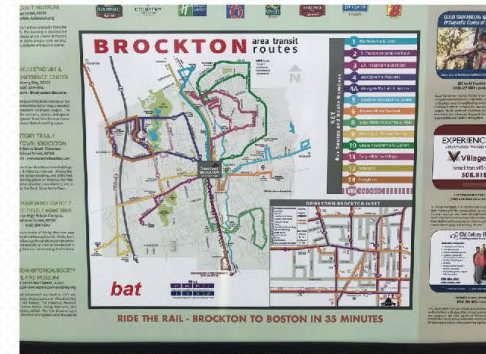
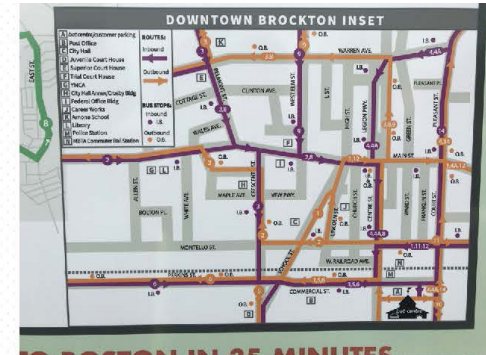


Findings

EXISTING

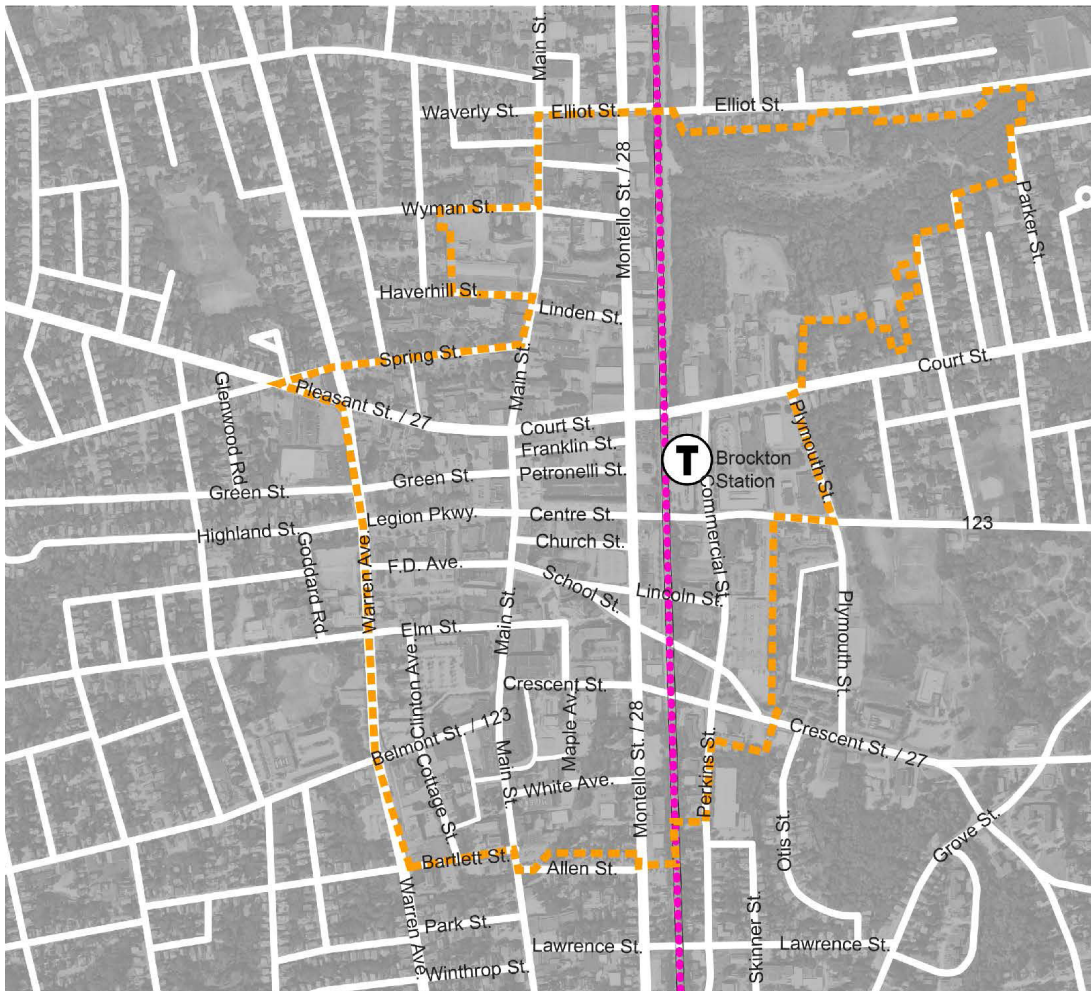
The current state of signage and wayfinding in Downtown Brockton is diverse but nevertheless limited and incoherent.

In some instances, multilingual unofficial and private signage can be seen around the area, suggesting that a sector of the population does not feel completely comfortable with the English language. This finding provided insight into what later became part of the signage strategy.



Findings

BOUNDARIES



North:

Elliot Street

South:

Bartlett Street and Allen Street

West:

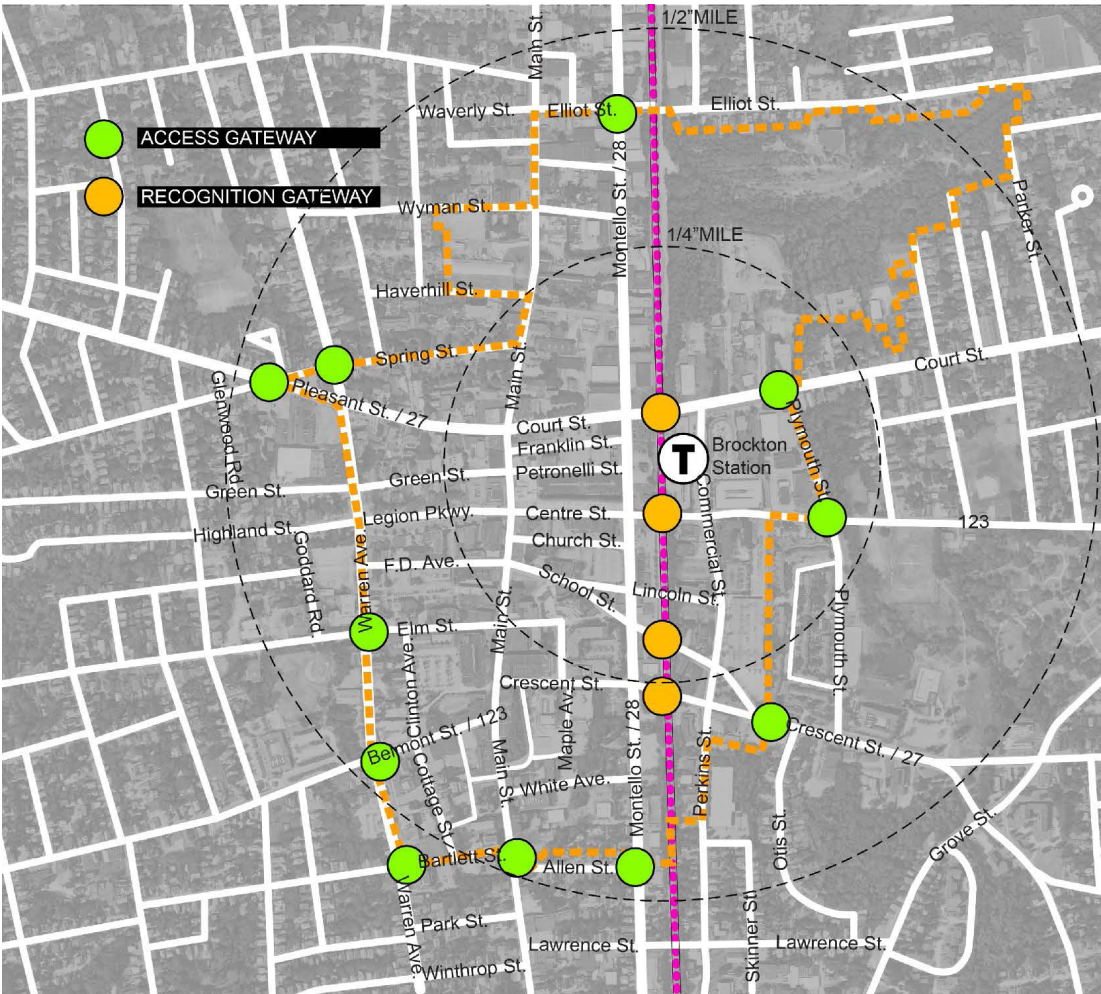
Warren Avenue and Main Street

East:

Perkins Street, Plymouth, and Parker Street

Findings

GATEWAYS



ACCESS



Findings

NODES



Large gathering spaces.
Green Spaces / Parks.
Intersections or arrival points.
Commercial intersections

- 1.MBTA and BAT Stations
- 2.Montello Street and Crescent Street Park
- 3.Frederick Douglas Node
- 4.Legion Parkway Node
- 5.Court Street and Main Street.

DISTRICTS



- Harriman | March 2020 | 14

Findings

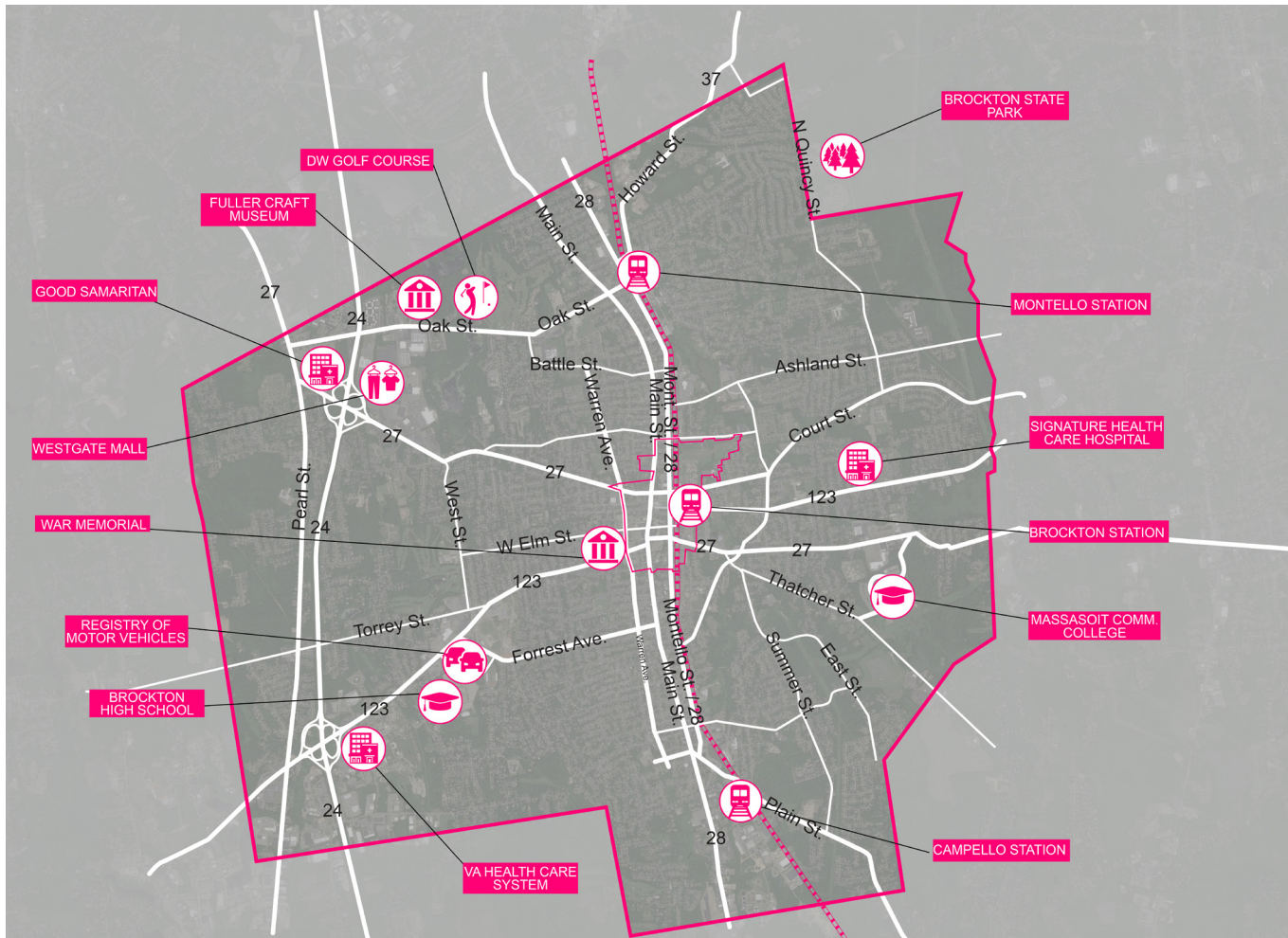
DESTINATIONS- DOWNTOWN



- 1 Brockton MBTA Station
- 2 BAT (Brockton Area Transit) Authority
- 3 MBTA Commuter Rail Parking
- 4 United States Postal Service
- 5 Brockton Council on Aging
- 6 Brockton Public Library
- 7 Superior Court
- 8 Brockton Public School Department
- 9 District Court
- 10 Brockton Parking Authority
- 11 City Hall
- 12 Lincoln Street Parking Lot
- 13 Brockton Neighborhood Health
- 14 Enso Gallery
- 15 James J. Adams Garage
- 16 Mayor Bill Carpenter Garage
- 17 Registry of Deeds

Findings

DESTINATIONS - CITY



Brockton State Park
Montello MBTA Station
Signature Health Care Hospital
Massasoit Comm. College
Campello MBTA Station
VA Health Care System
Brockton High School
Registry of Motors and Vehicles
War Memorial
Westgate Mall
Good Samaritan
Fuller Craft Museum
DW Golf Course

Analysis

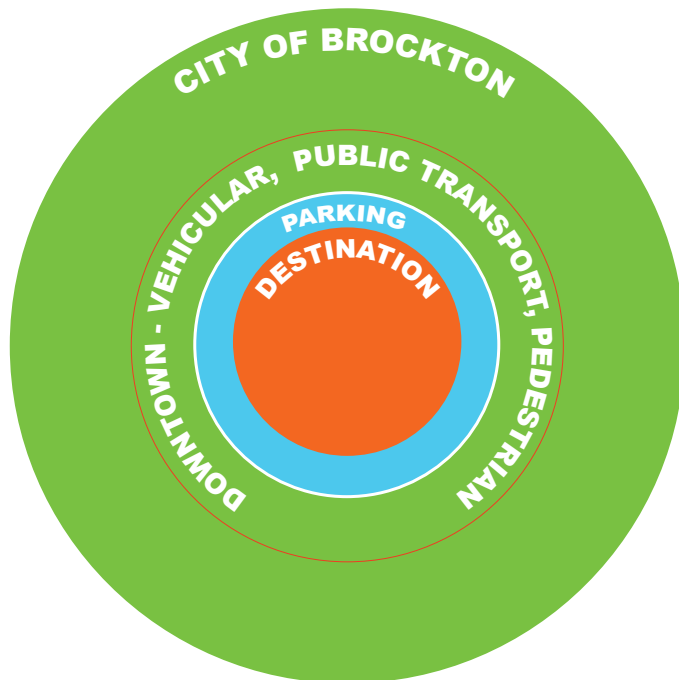
Transition into Downtown Brockton

Currently, the transition between city boundaries and Downtown Brockton is not clear, potentially confusing visitors trying to access the services located in Downtown. Without a simple understanding of what constitutes the Downtown area,

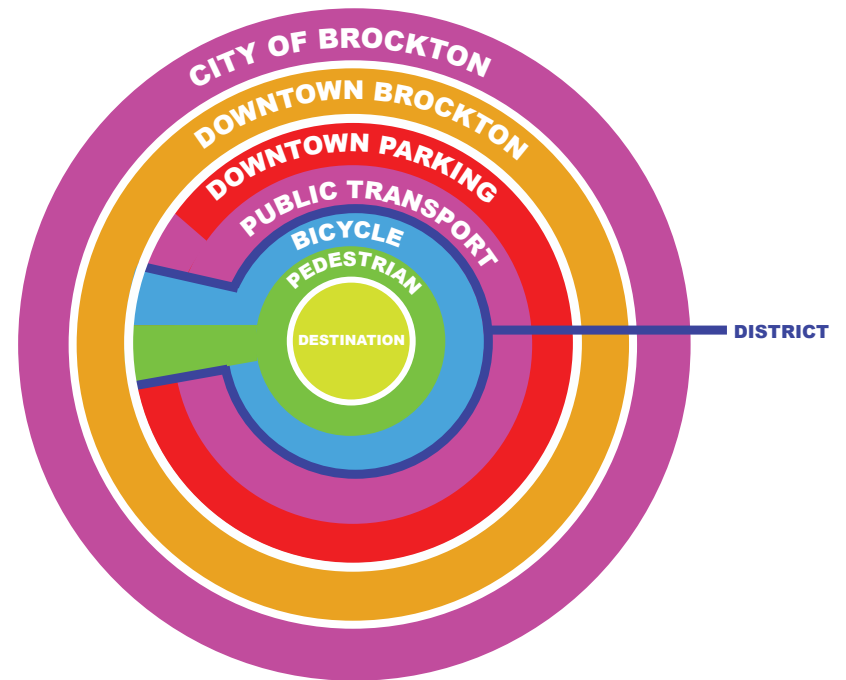
issues such as traffic congestion limit the opportunity of a pleasant pedestrian experience.

By establishing clear circulation layers by means of signage, the journey into Downtown will be

improved, reducing vehicular congestion, streamlining circulation, and increasing foot traffic. This will provide local businesses with economic opportunities and a vibrant, safer, and enjoyable public realm.



Current

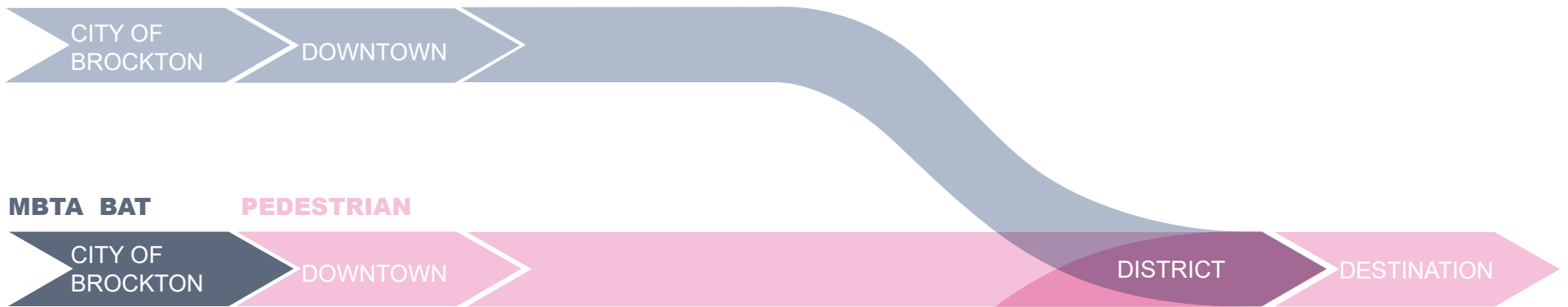


Proposed

Analysis

Who, how, and where

BICYCLE



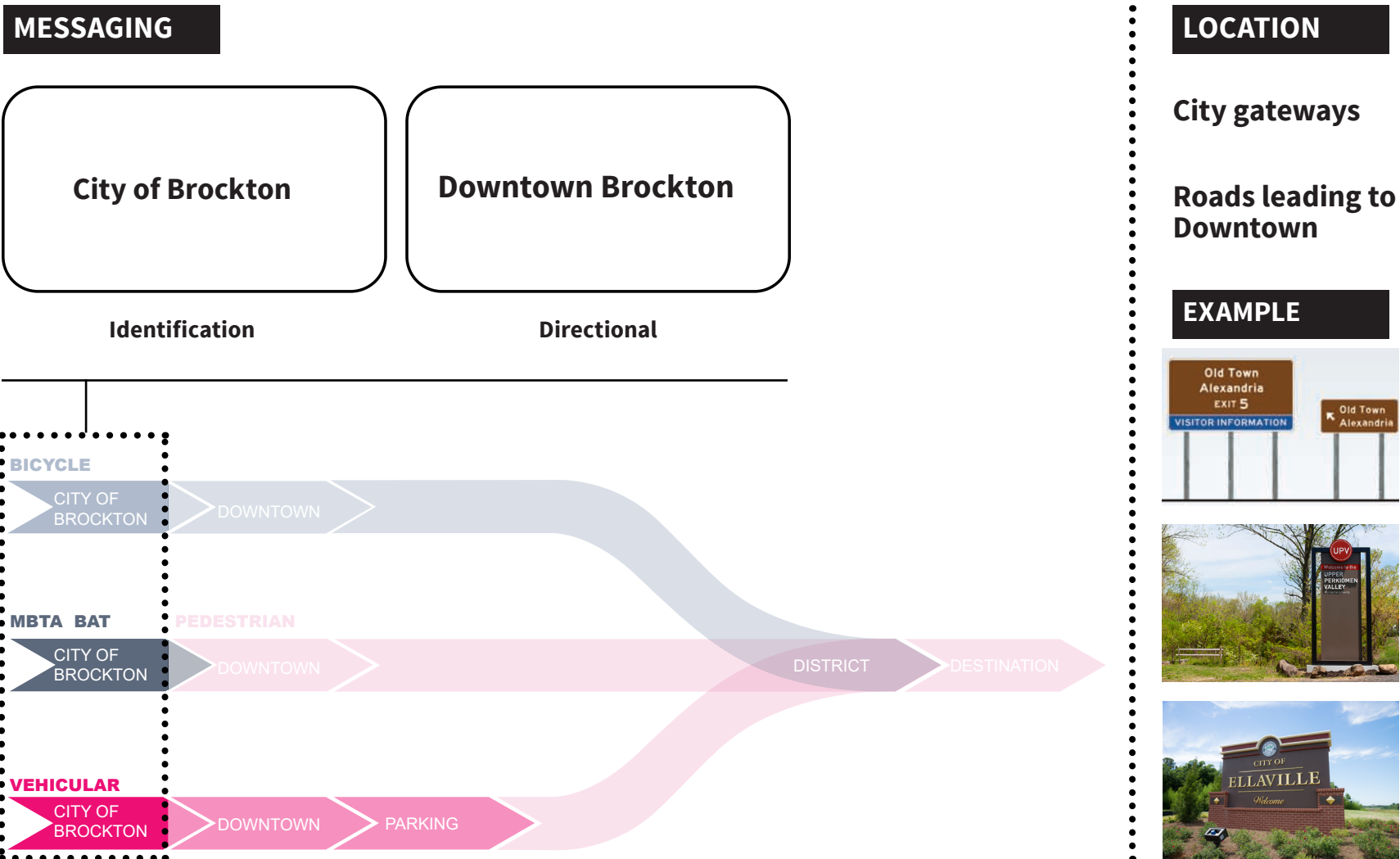
Understanding the sequence from out of the city into Downtown Brockton, as well as *how* users will arrive is critical to provide the appropriate sign typology,

messaging, and scale. The premise for vehicular traffic is to get the users into parking as soon as they arrive into the area to then circulate on foot. This will take as many

vehicles off of the Downtown streets improving the pedestrian and cycling experience.

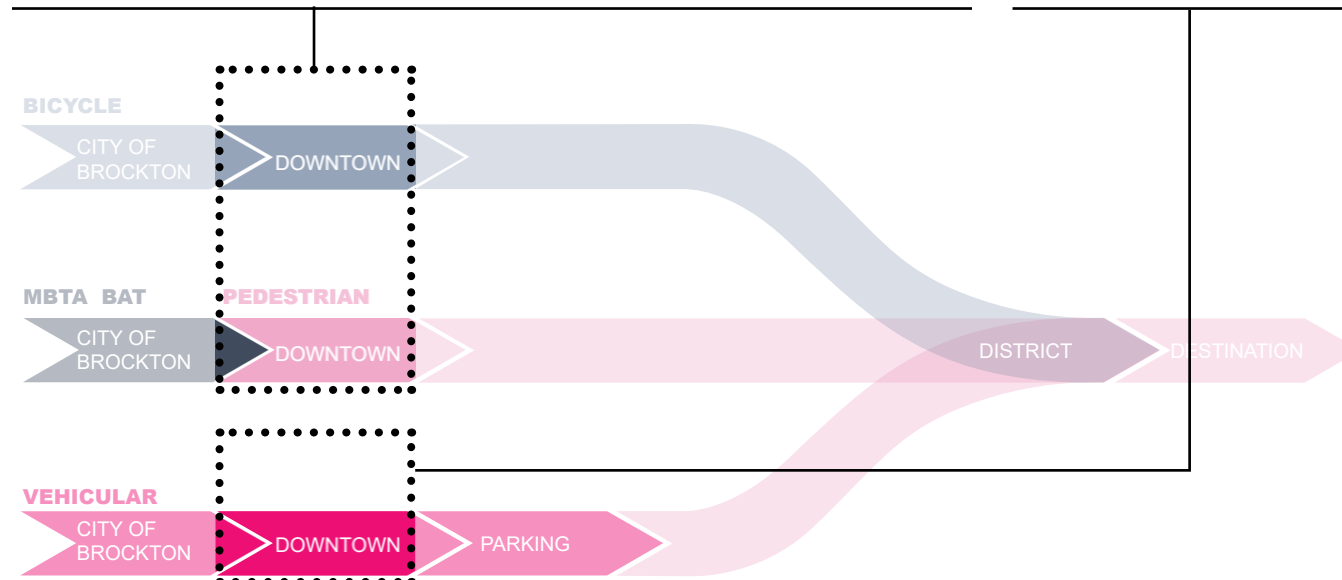
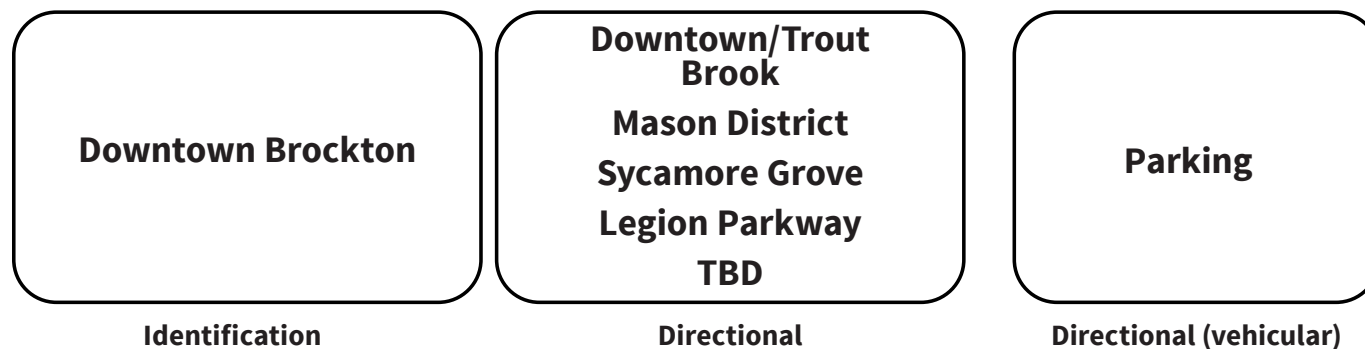
hierarchy, message, and location

Preliminary Signage Hierarchy and Messaging



Preliminary Signage Hierarchy and Messaging

MESSAGING



LOCATION

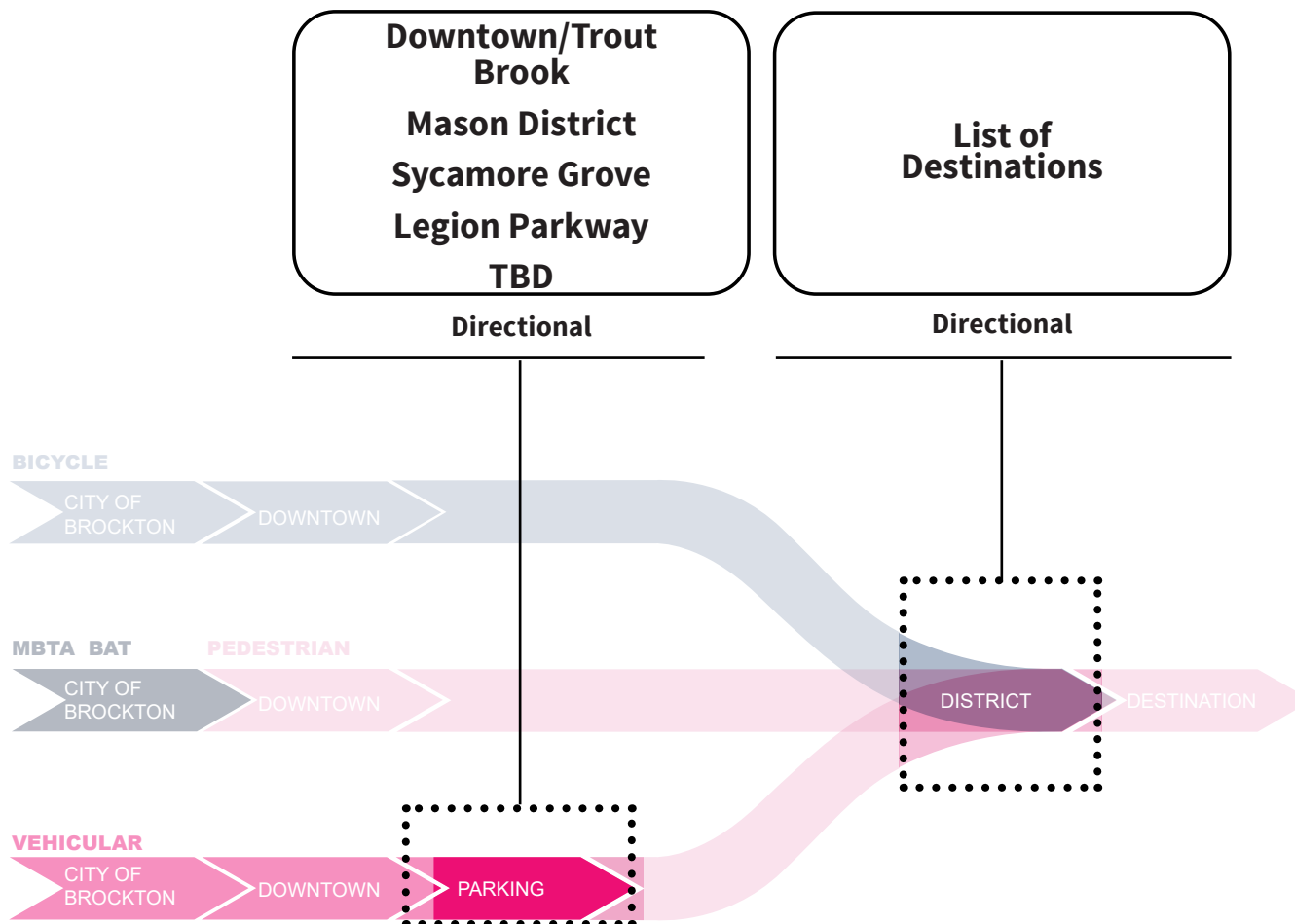
Downtown gateways

Downtown streets

EXAMPLE



Preliminary Signage Hierarchy and Messaging



LOCATION

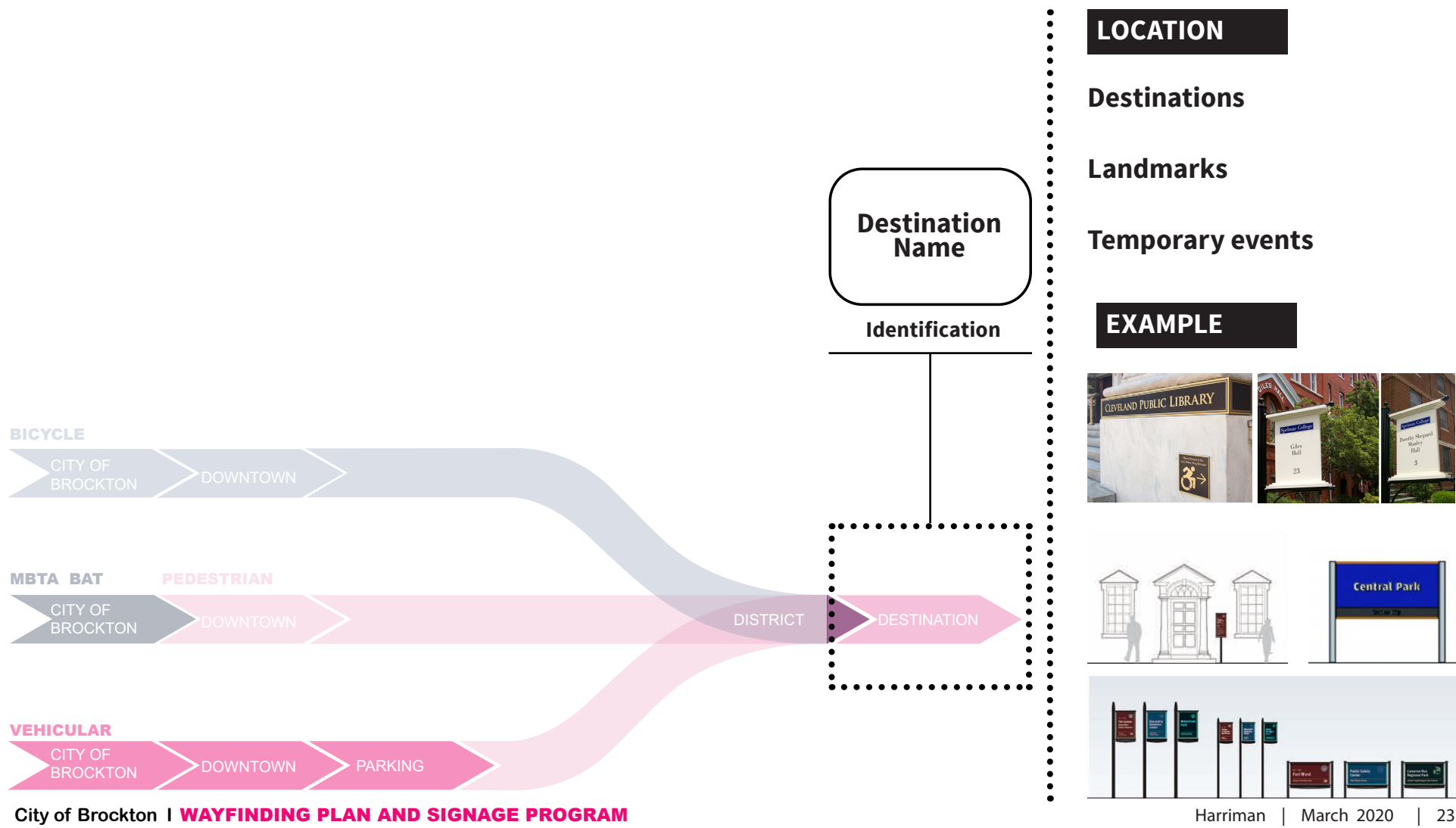
District cores
Downtown streets

Downtown gateways

EXAMPLE



Preliminary Signage Hierarchy and Messaging



Preliminary Signage Hierarchy and Messaging

city scale



Source: City of Alexandria - Design Guidelines Manual

city scale

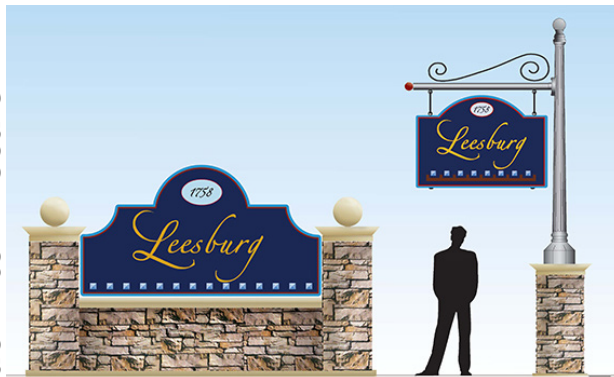


Upper Perkiomen Valley - Photo by CVE Design



City of Ellaville - Photo by Denyse Co.

downtown scale



Leesburg Sign System- Photo by Frazier Associates



Downtown Fredericksburg - by Madame Comm.



Pedestrian Wayfinding and Signage Program

Preliminary Signage Hierarchy and Messaging

district scale



Old Sanford District - Photo by Sanford365



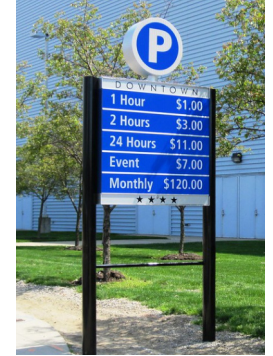
City Sign - by Denyse Co.



Fort Wayne - by Mitch Harper



Downtown Banff - Courtesy of Travel Pockets



City of Columbus. Photo by RSD

destination scale



Cleveland Public Library - Photo by Karen Skunta & Co.



Spelman College - Photo by Praxis 3



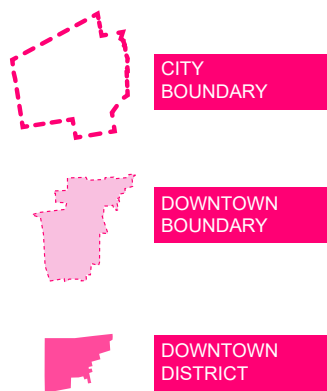
Charles City Signage - By Charles City Press

system network

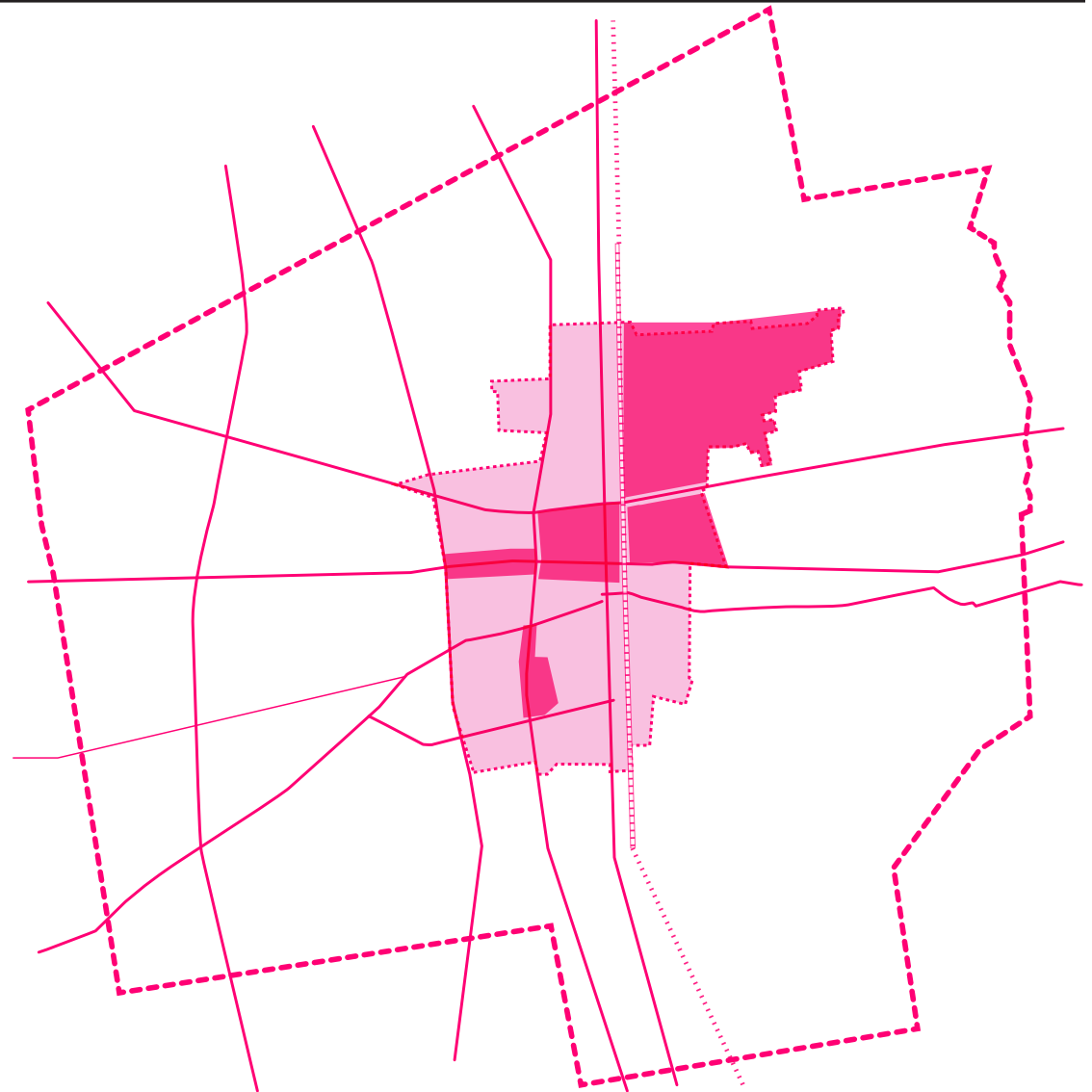
Signage Network

This graphic is a representative illustration of the relationship between the City of Brockton and its Downtown to help convey the sequencing network of the entire signage program. The winding lines

connecting them represent major routes that will contain, at some instances, specific signage material that will help users navigate from outside the city into Downtown and any intermediate city destination.

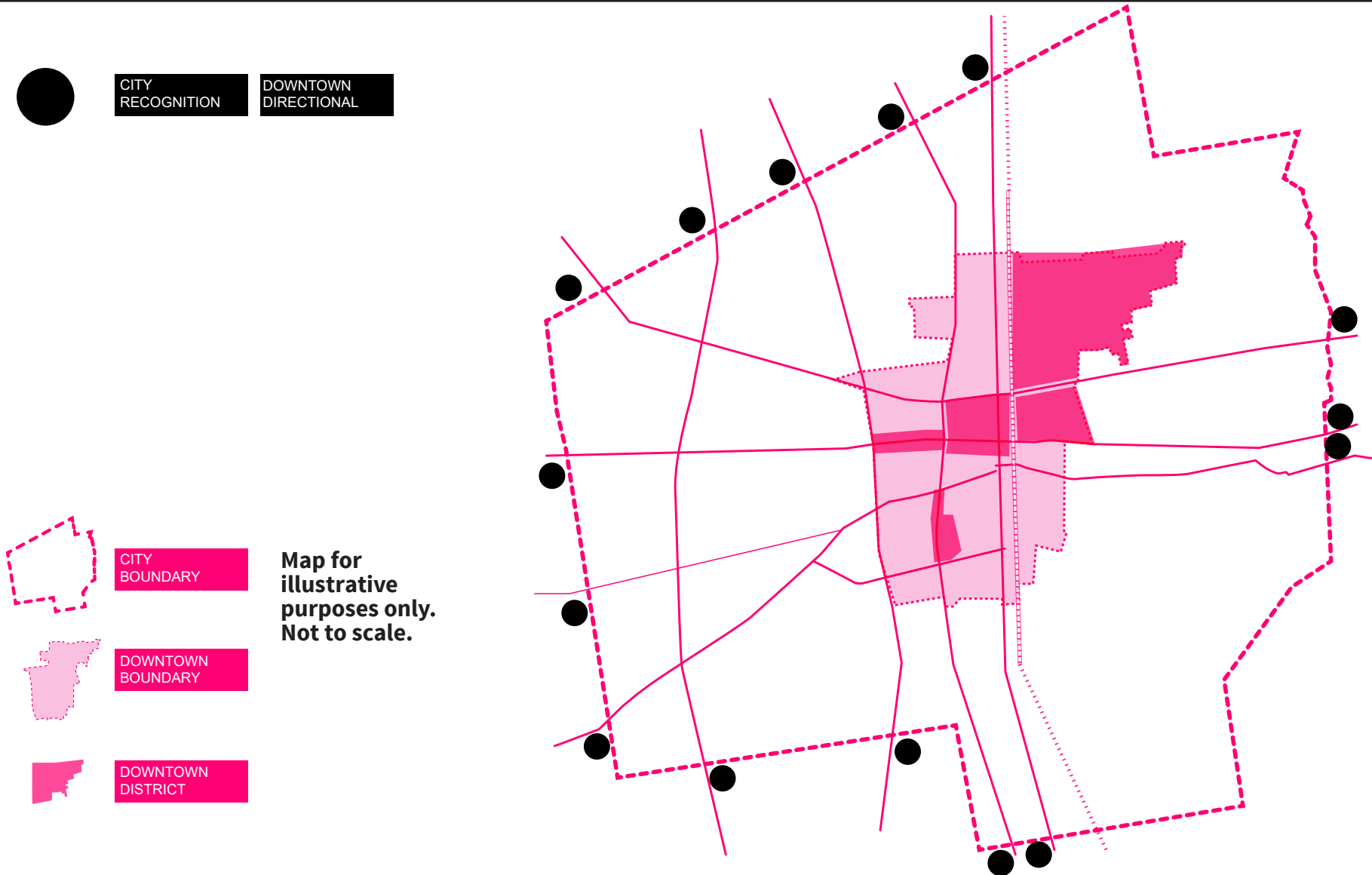


Map for illustrative purposes only. Not to scale.



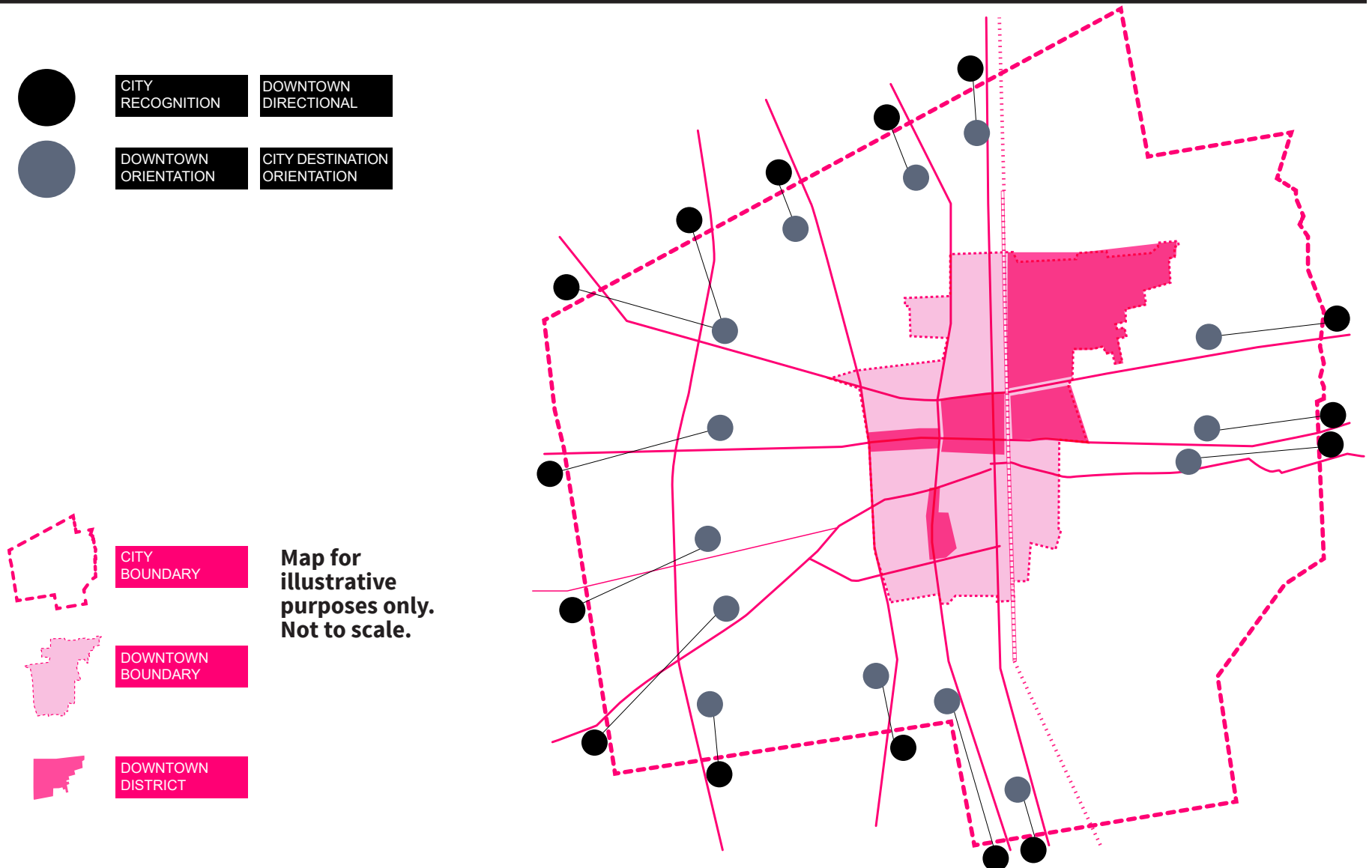
Signage Network

The first layer of the signage program helps users identify the arrival to the City of Brockton and starts directing them towards Downtown Brockton.



Signage Network

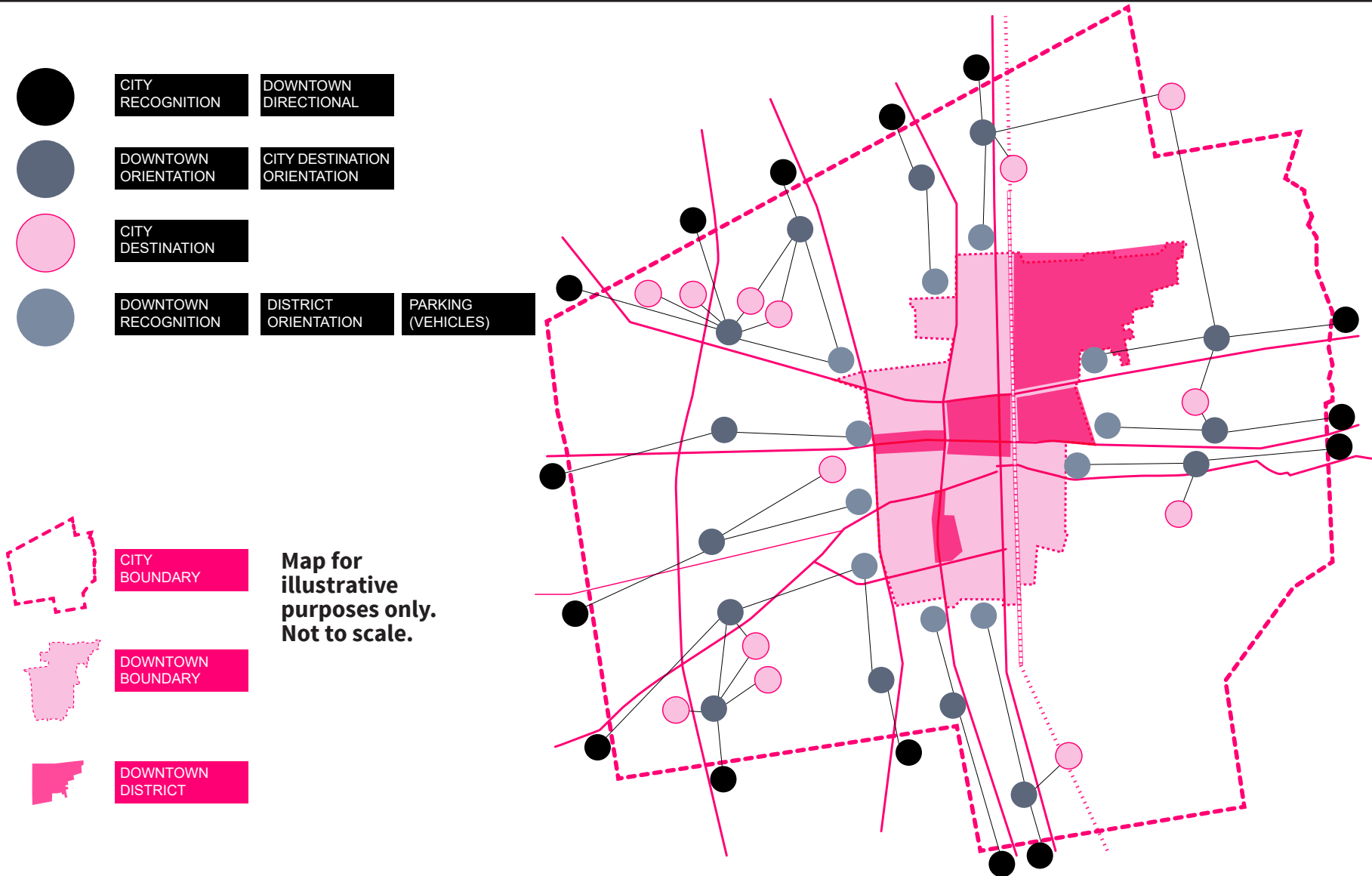
The second layer of the signage program will orient users towards Downtown and a series of City Destination outside of the Downtown area that are essential to the entire City of Brockton



Signage Network

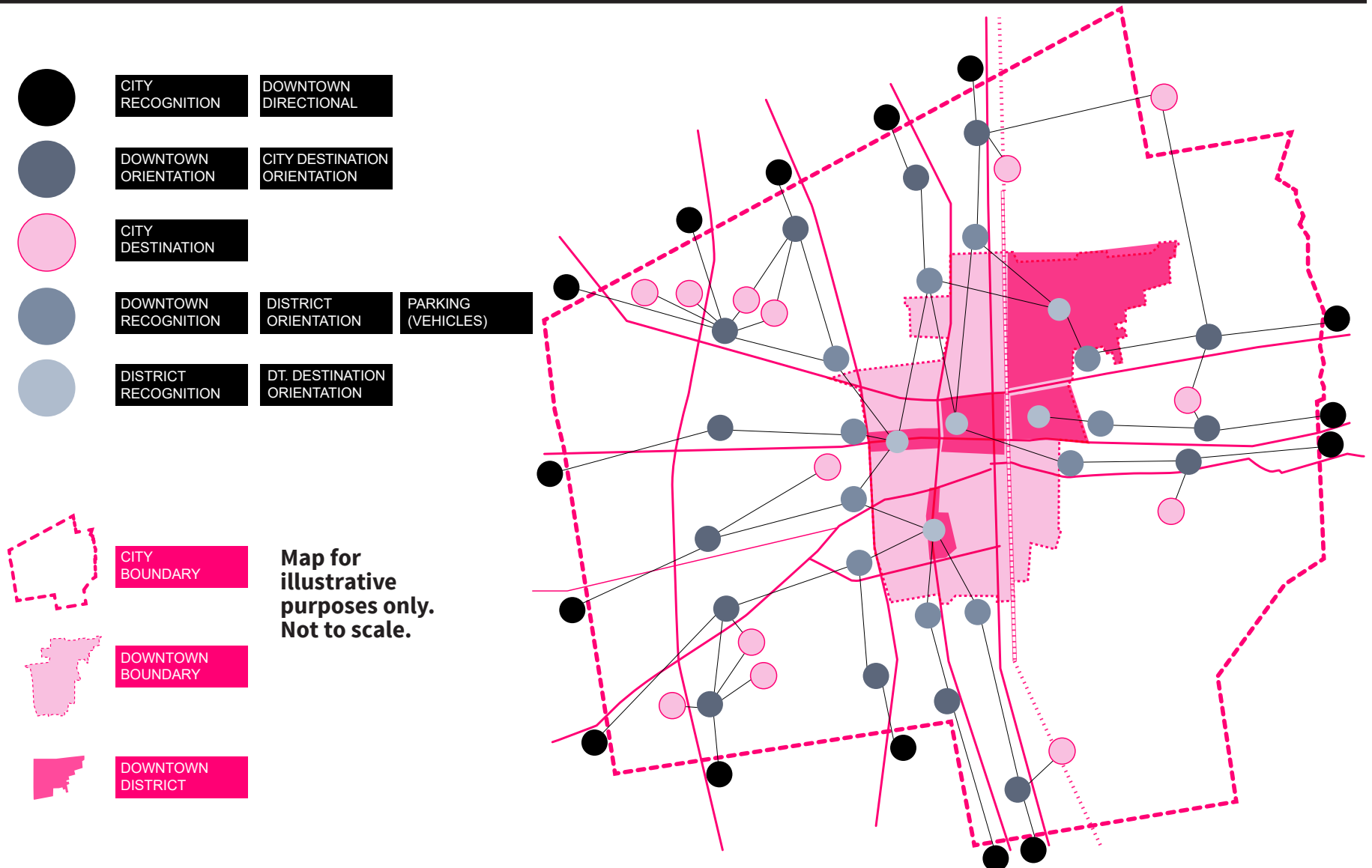
The next layer of signage identifies both the city destinations and the Downtown boundary. At the established Downtown gates, signage will also direct users to the Downtown districts, and specifically

for vehicle drivers, parking signage will direct them as fast as possible to the closest parking facilities.



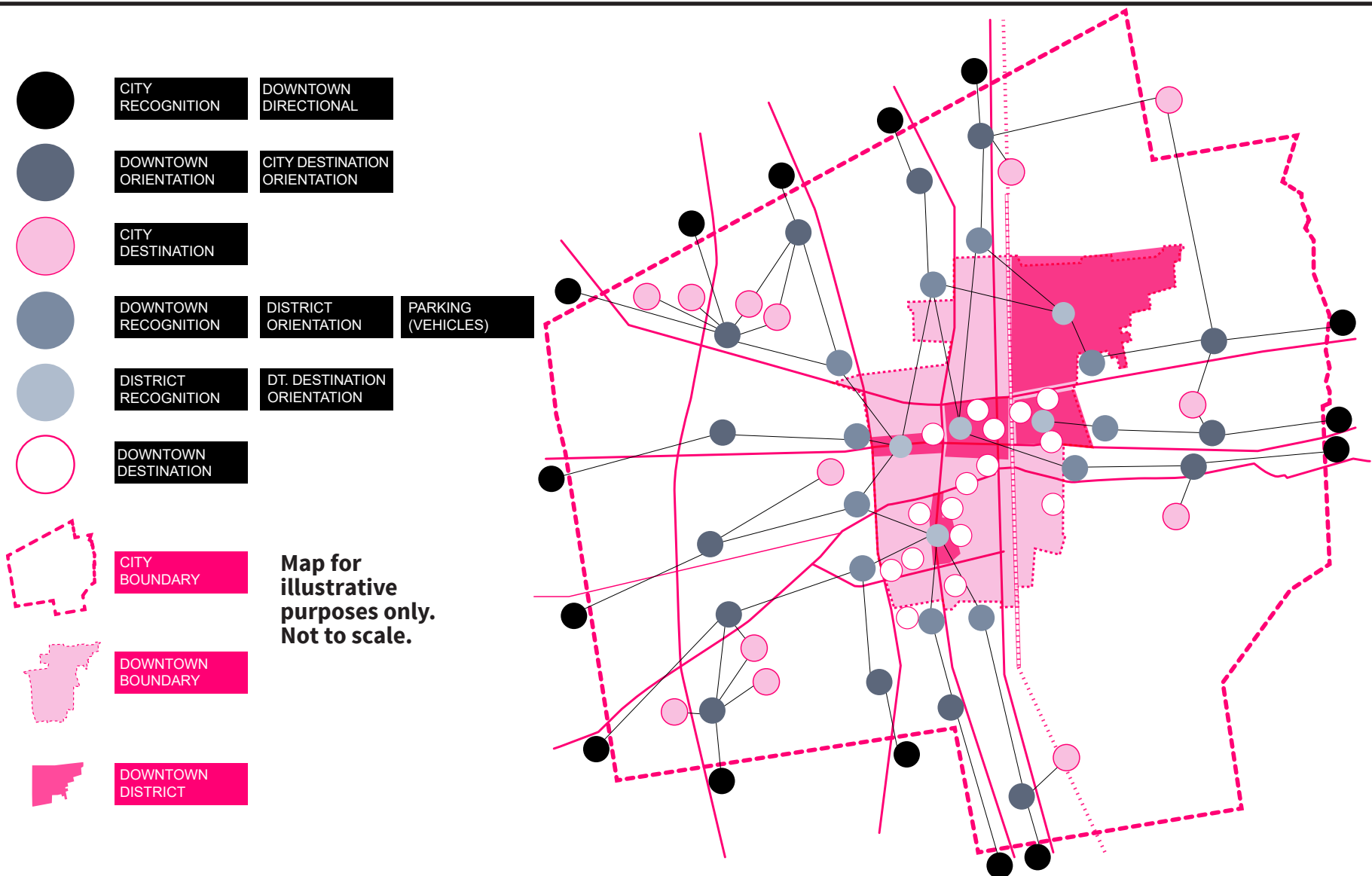
Signage Network

In this signage layer, users will be able to identify the Downtown districts and will be directed towards their final Downtown destinations.

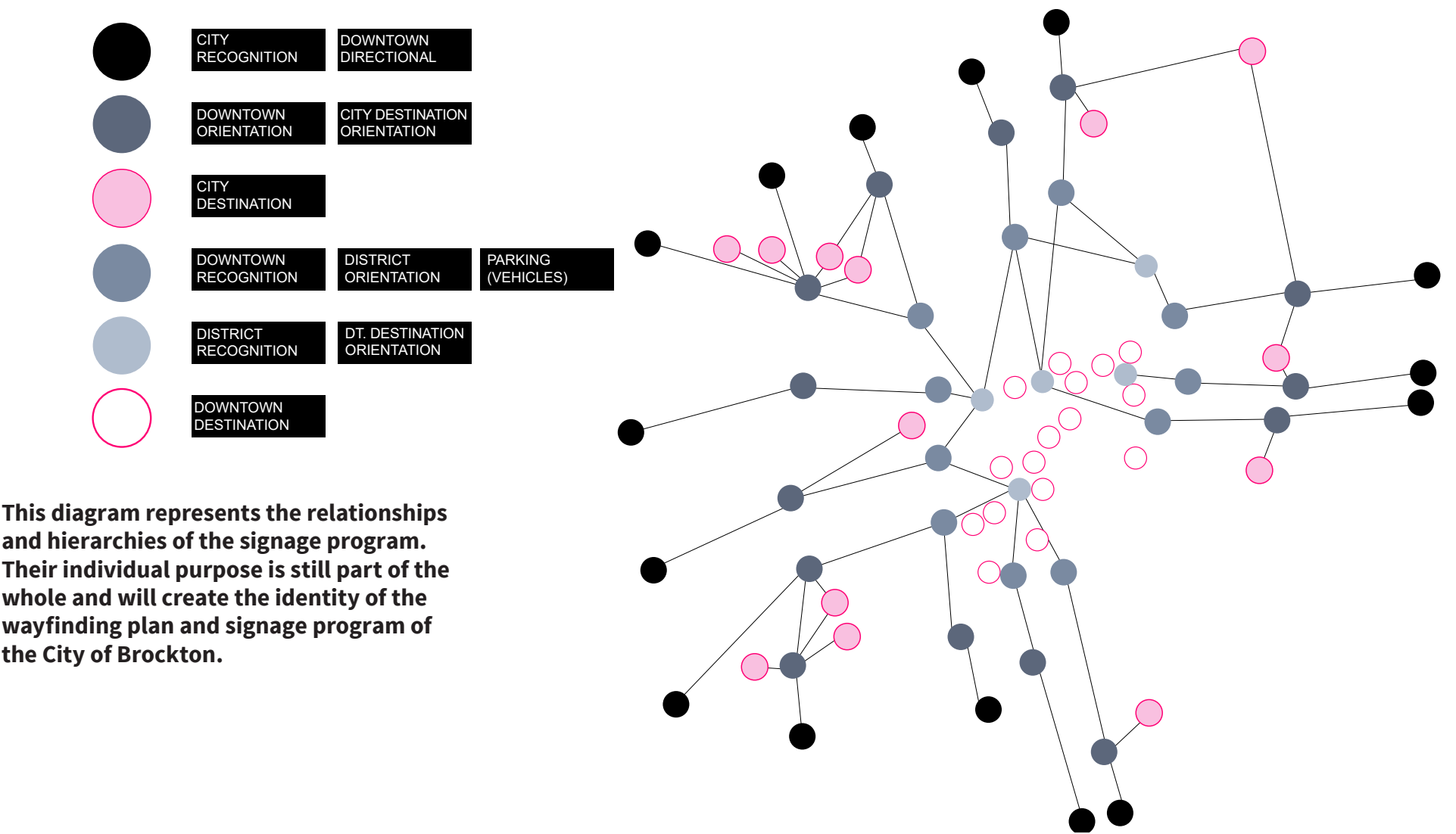


Signage Network

The final signage layer in the program identifies the destinations that are part of the wayfinding strategy.

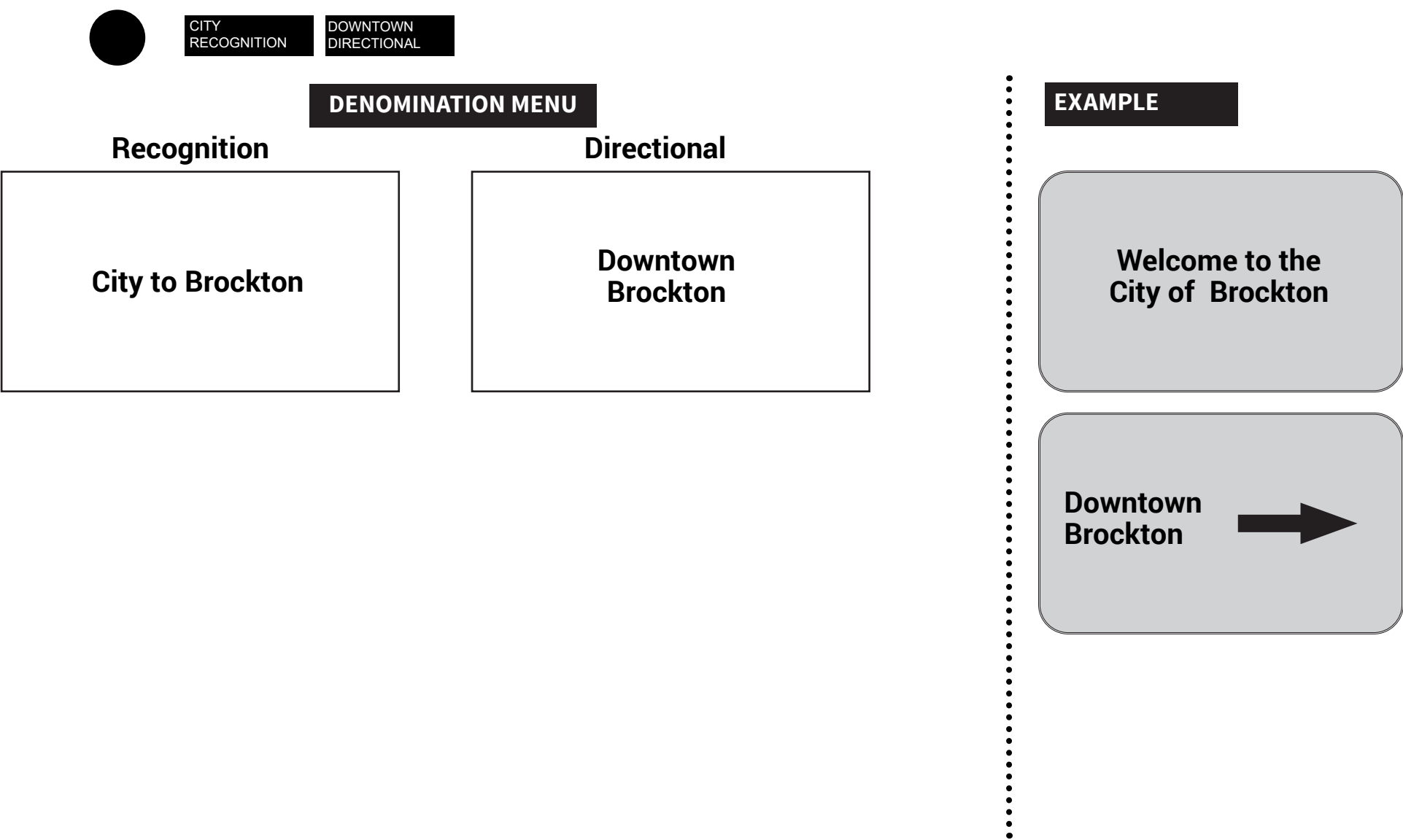


System Network: Program and Identity



signage type

City Scale A



City Scale B



DOWNTOWN
ORIENTATION

CITY DESTINATION
ORIENTATION

DENOMINATION MENU

Directional-Distance

**Downtown
Brockton**

Directional

Montello MBTA Train Station
Brockton MBTA Train Station
Campello MBTA Train Station
Signature Health Care Brockton Hospital
Massasoit Community College
Brockton High School
VA Brockton Health Care System
Good Samaritan Medical Center
DW Golf Course
Fuller Craft Museum
War Memorial
Registry of Motor Vehicles
Brockton State Park
Westgate Mall

EXAMPLE

**Downtown
Brockton**



1/2 mile

**Good Samaritan
Medical Center**



**Fuller Craft
Museum**



**Downtown
Brockton**



City Scale C



CITY
DESTINATION



DOWNTOWN
RECOGNITION

DISTRICT
ORIENTATION

PARKING
(VEHICLES)

DENOMINATION MENU

Recognition

Montello MBTA Train Station
Brockton MBTA Train Station
Campello MBTA Train Station
Signature Health Care Brockton Hospital
Massasoit Community College
Brockton High School
VA Brockton Health Care System
Good Samaritan Medical Center
DW Golf Course
Fuller Craft Museum
War Memorial
Registry of Motor Vehicles
Brockton State Park
Westgate Mall

Recognition

Downtown
Brockton

Directional

Downtown/Trout Brook
Mason District
Sycamore Grove
Legion Parkway
TBD

Directional

Parking

EXAMPLE

Fuller Craft
Museum

Welcome to
Downtown
Brockton

Sycamore Grove →
Mason District ↑

Parking →

Downtown Scale - District



DISTRICT
RECOGNITION

DT. DESTINATION
ORIENTATION

DENOMINATION MENU

Recognition

- Downtown/Trout Brook
- Mason District
- Sycamore Grove
- Legion Parkway
- TBD

Orientation

- Brockton MBTA Train Station
- BAT (Brockton Area Transit) Authority
- MBTA Commuter Rail Parking
- United States Postal Service
- Brockton Council on Aging
- Brockton Public Library
- Superior Court
- Brockton Public School Department
- District Court
- Brockton Parking Authority
- City Hall
- Lincoln Street Parking Lot
- Brockton Neighborhood Health Center
- Enso Gallery
- James J. Adams Garage
- Mayor Bill Carpenter Garage
- Registry of Deeds

EXAMPLE

Mason District

Mason District

MBTA Parking

Enso Gallery

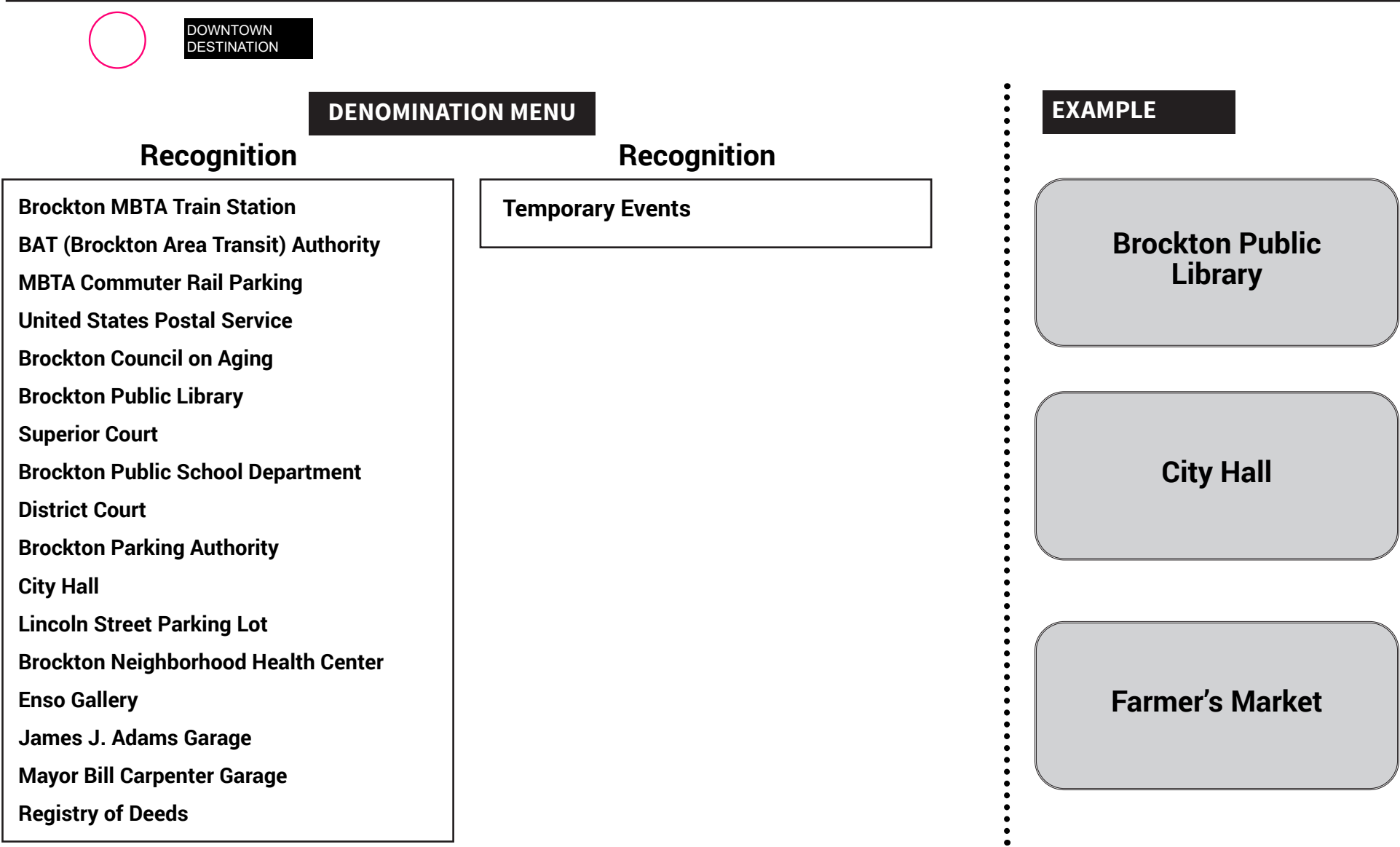
United States Postal Service

→

←

↑

Downtown Scale - Destination



identity:
color, materials, form, and scale

Wayfinding Examples

Multilingual – Historic - Industrial

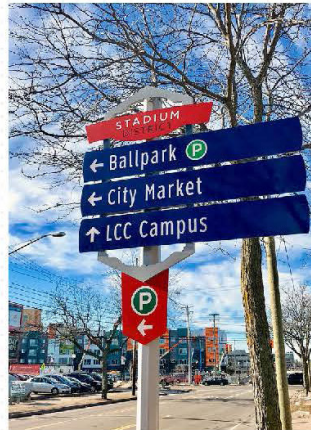


Macau Street Sign by Fabulousstroke.com



Macau Street Sign by Isham Cook

Flexible - Retrofit



City of Lansing by Corbin Design



City of Lansing by Poblocki Signage

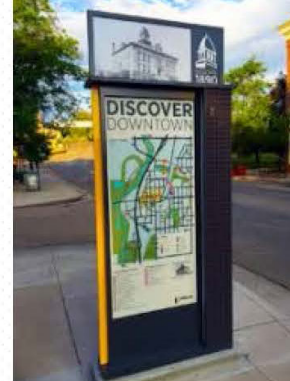
Existing BAT Sign



Historic – Image-based (Multilingual)

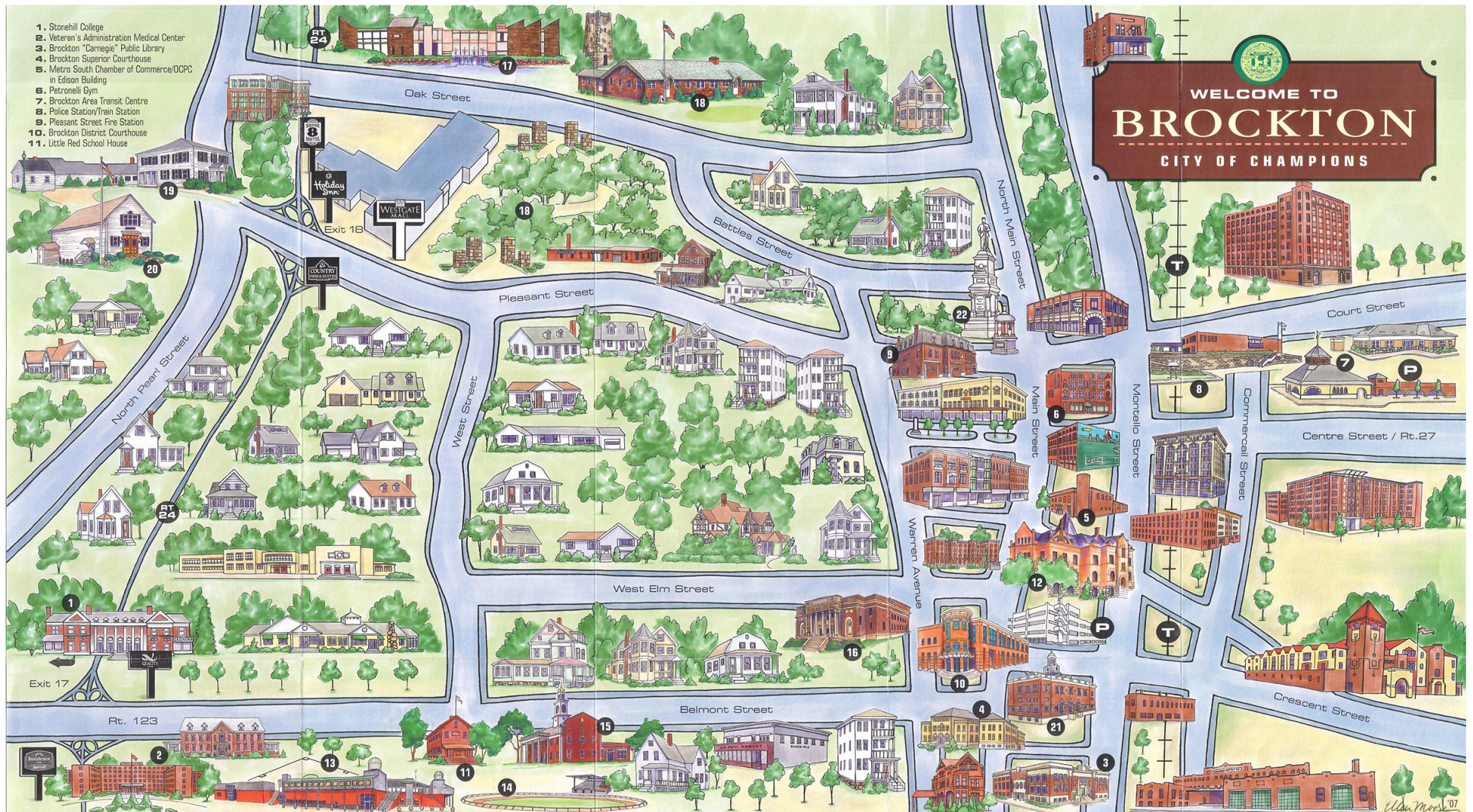


Littleton, CO by Pinterest



Littleton, CO by Littletonreport.com

15 Rounds of History



Inspiration and Materials A

INSPIRATION



Source: <https://brockton.ma.us/government/mayors-office/>



Source: Key Realty Services



Source: <https://www.pinterest.com/>



Source: <https://sfmade.org/blog/monthly-goods-beneduci-shoes/>

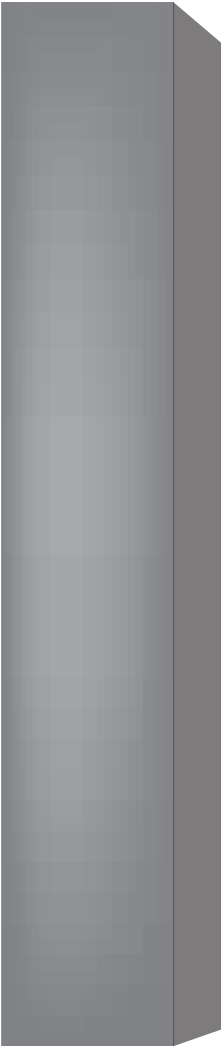
TONES/COLOR



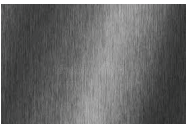
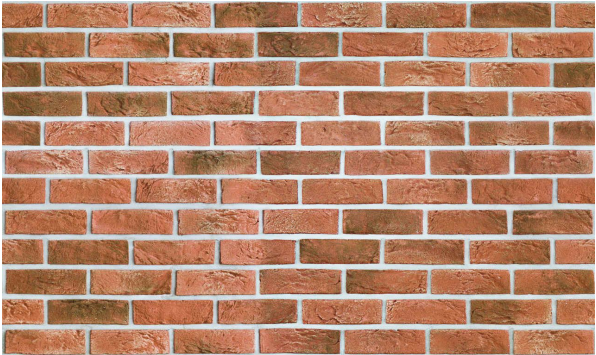
FONT - UNIVERS BOLD CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ijklmnopqr

FORM



MATERIALS



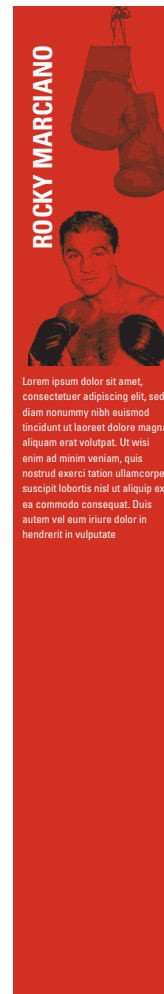
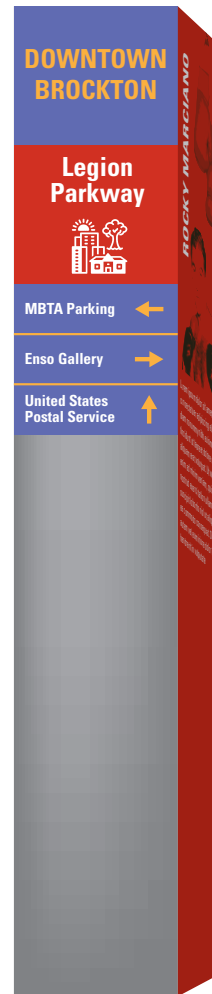
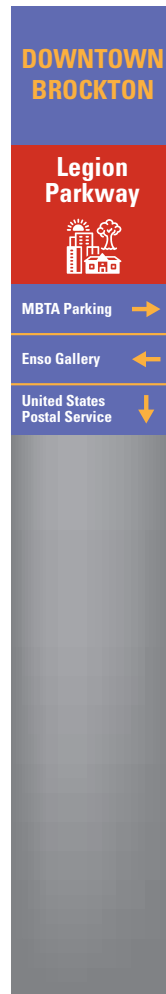
Materials from surrounding industry and architecture include bricks, leather (shoe industry) and various shades of metalwork. This palette of materials is evocative of the historically rich character of downtown Brockton.

Inspiration and Materials A - Pedestrian Scale City Signage - Opt. 1

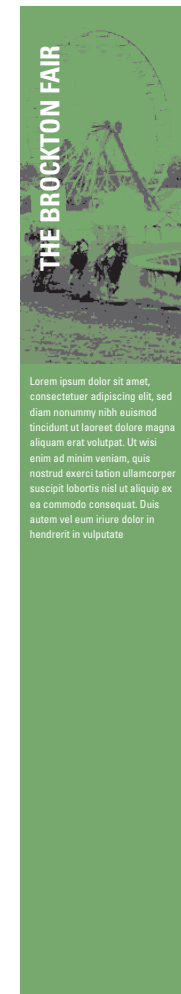
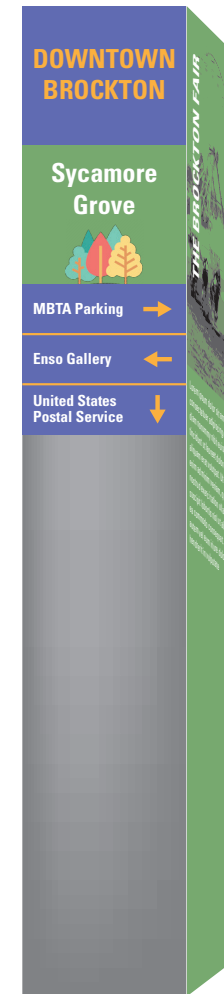
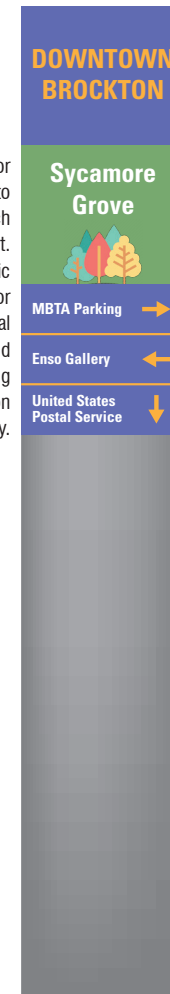
TONES/COLOR



Color variations to identify each district. Iconographic displays for multilingual audience and showcasing Brockton History.

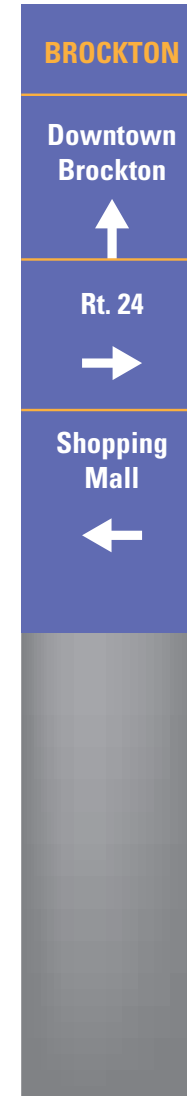


Color variations to identify each district. Iconographic displays for multilingual audience and showcasing Brockton History.



Inspiration and Materials A - Vehicle Scale City Signage - Opt. 1

TONES/COLOR



Inspiration and Materials A - Downtown Street Signage - Opt. 1

TONES/COLOR



Color District concepts adapt to mounting street signs to existing structures.

MBTA Parking ←

Enso Gallery →

US Post Service →

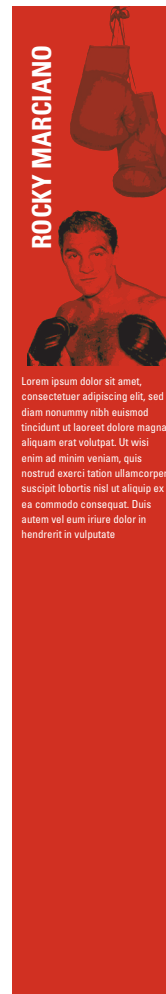
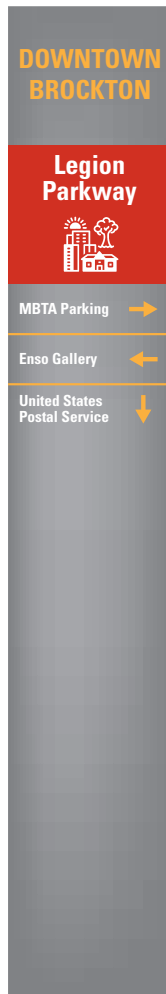


Inspiration and Materials A - Pedestrian Scale City Signage - Opt. 2

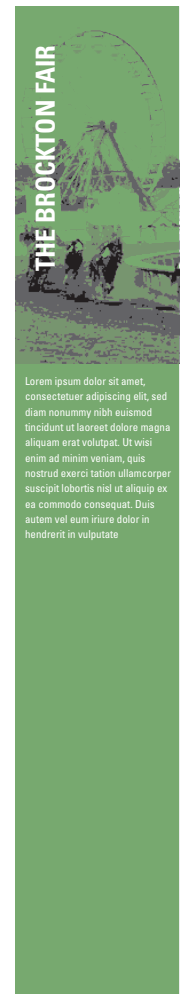
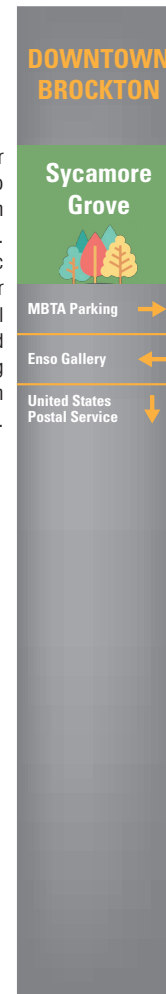
TONES/COLOR



Color variations to identify each district. Iconographic displays for multilingual audience and showcasing Brockton History.

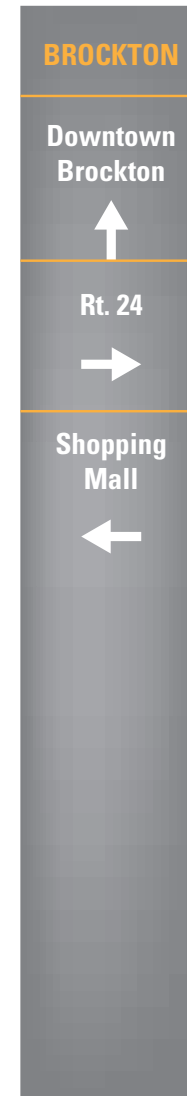


Color variations to identify each district. Iconographic displays for multilingual audience and showcasing Brockton History.



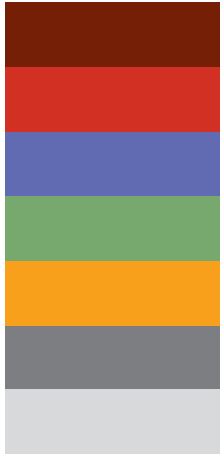
Inspiration and Materials A - Vehicle Scale City Signage - Opt. 2

TONES/COLOR



Inspiration and Materials A - Downtown Street Signage - Opt. 2

TONES/COLOR



Color District concepts
adapted to mounting street
signs to existing structures.

MBTA Parking ←

Enso Gallery →

US Post Service →

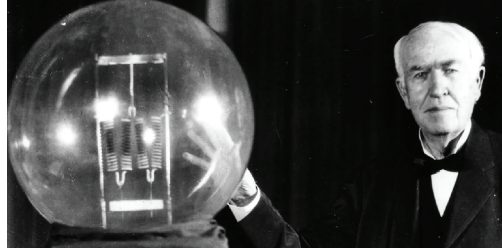


Inspiration and Materials B

INSPIRATION



Source: <http://www.ocpcrpa.org/edison.html>



Source: <http://pbs.org>



Source: shutterstock.com

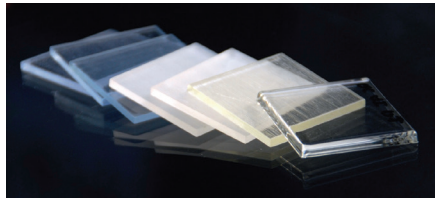
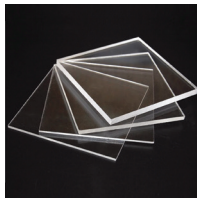
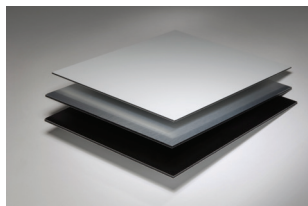


Source: Alamy Stock Photos

FONT - UNIVERS BOLD CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

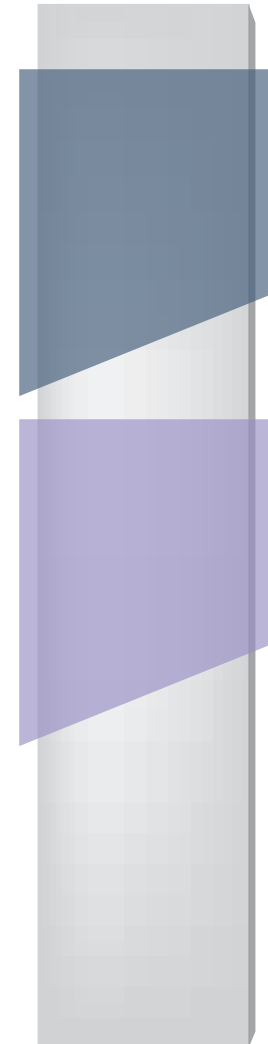
MATERIALS



TONES/COLOR



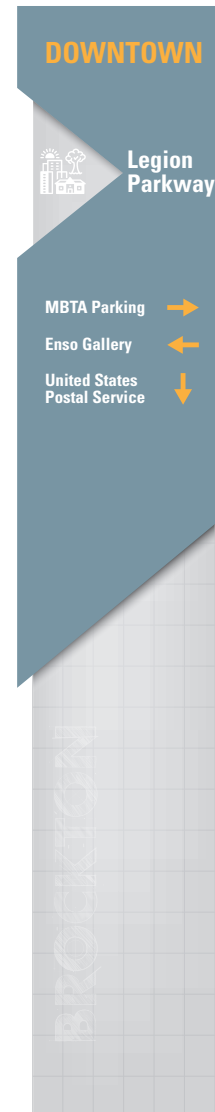
FORM



Materials from surrounding industries include electrical and Thomas Edison historical affiliations and modern day manufacturing. Also evocative of the Avant-Garde spirit of the city with its use of lighter colors and materials.

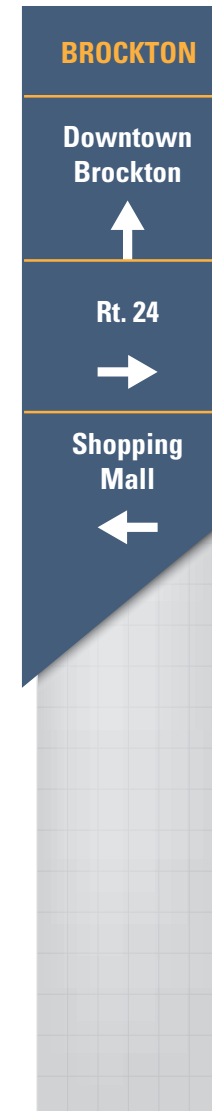
Inspiration and Materials B - Pedestrian Scale City Signage - Opt. 1

TONES/COLOR



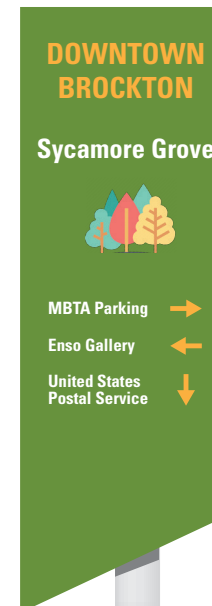
Inspiration and Materials B - Vehicle Scale City Signage - Opt. 1

TONES/COLOR



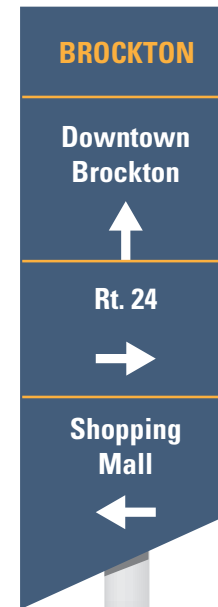
Inspiration and Materials B - Pedestrian Scale City Signage - Opt. 2

TONES/COLOR



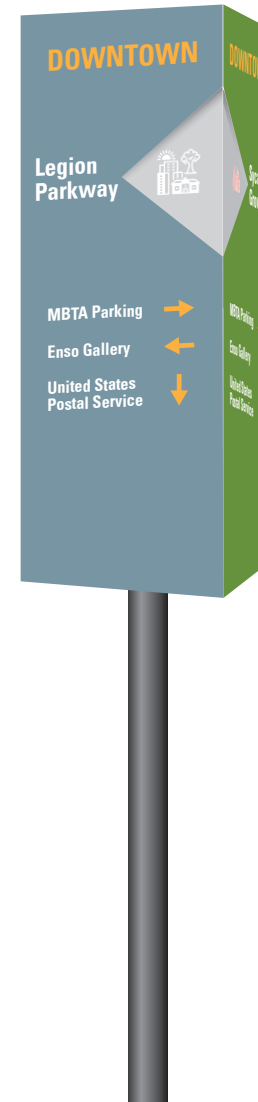
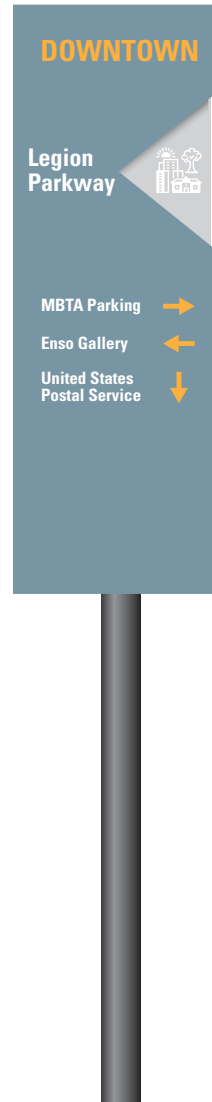
Inspiration and Materials B - Vehicle Scale City Signage - Opt. 2

TONES/COLOR



Inspiration and Materials C - Pedestrian Scale City Signage - Opt. 1

TONES/COLOR



Inspiration and Materials C - Pedestrian Scale City Signage - Opt. 2

TONES/COLOR



Next Steps

City representatives feedback

[Program and plan review]

Final plan and program

Preliminary cost estimates