



MASSACHUSETTS

# Wayfinding Initiative

*City of Worcester, Massachusetts*

*Building a Creative System for Understanding and Navigating  
Worcester*

Executive Office of Economic Development  
City of Worcester  
455 Main Street  
Worcester, MA 01608  
[www.worcestermass.org](http://www.worcestermass.org)





# Goal & Principles of Wayfinding System

## *Goal*

- Establish a comprehensive identification and wayfinding system that creates a strong identity for City, for districts, and for destinations, while utilizing signature landmarks and gateways and providing consistent sign design.

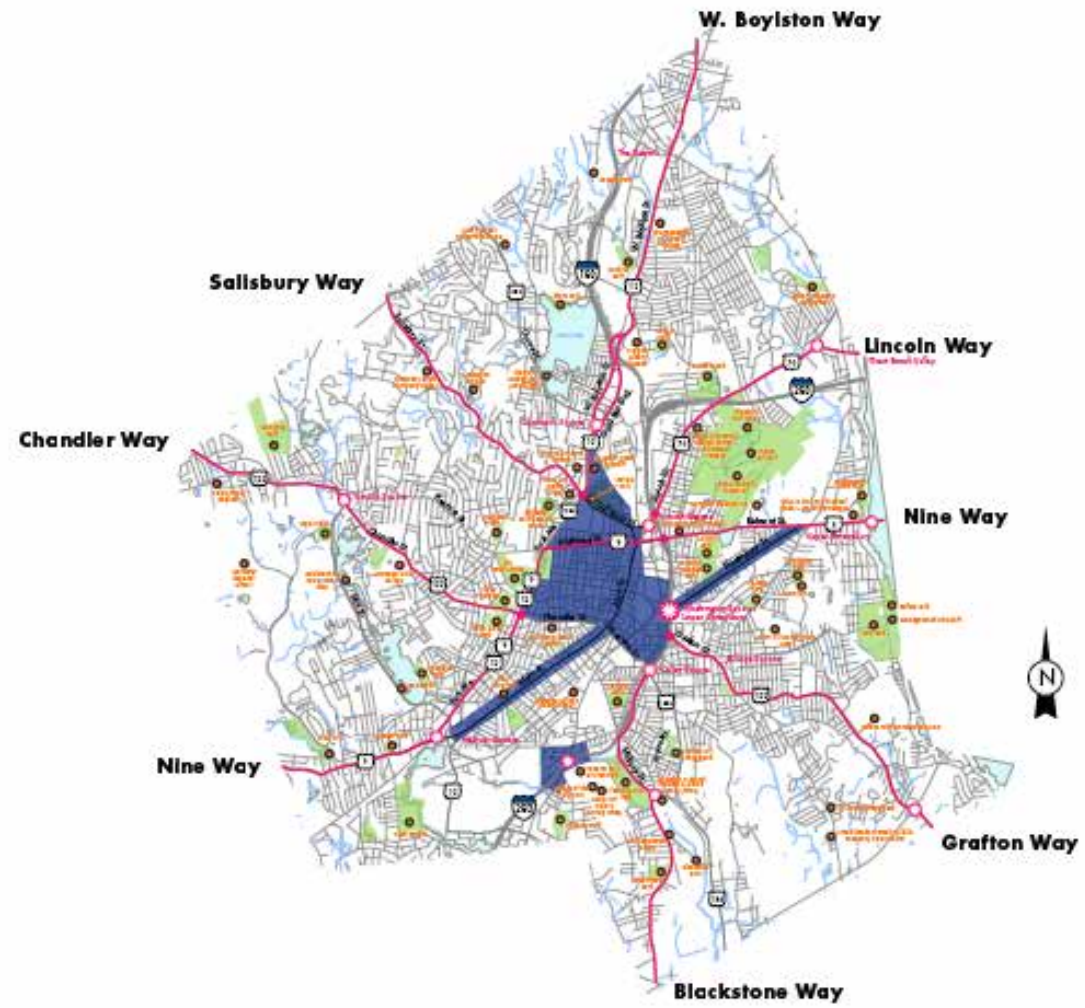
## *Principles*

- Provide a distinctive sense of arrival for visitors
- Reinforce pedestrian and vehicular wayfinding paths
- Enhance sense of place unique to Worcester
- Incorporate public art into the wayfinding paths
- Establish innovative and practical design guidelines

# Identifying the Grid...

## Legend

- Districts
- Park
- Federal Highway
- State Highway
- Streams
- Ponds
- Destination Way
- Destination Way Entry
- City Wide Destinations
- City ID/Gateway





Districts

&

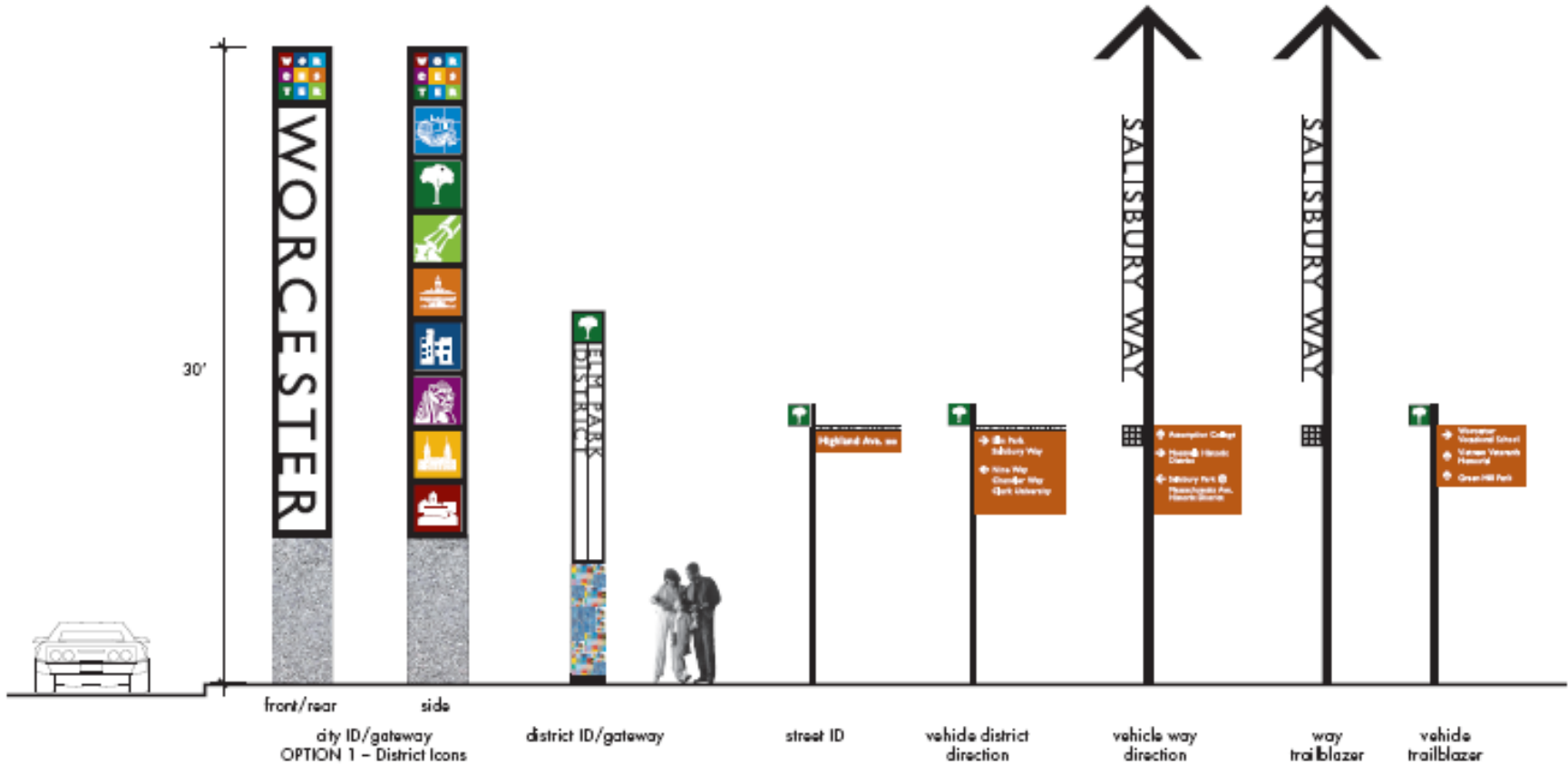
Ways

# 8 Districts & Ways

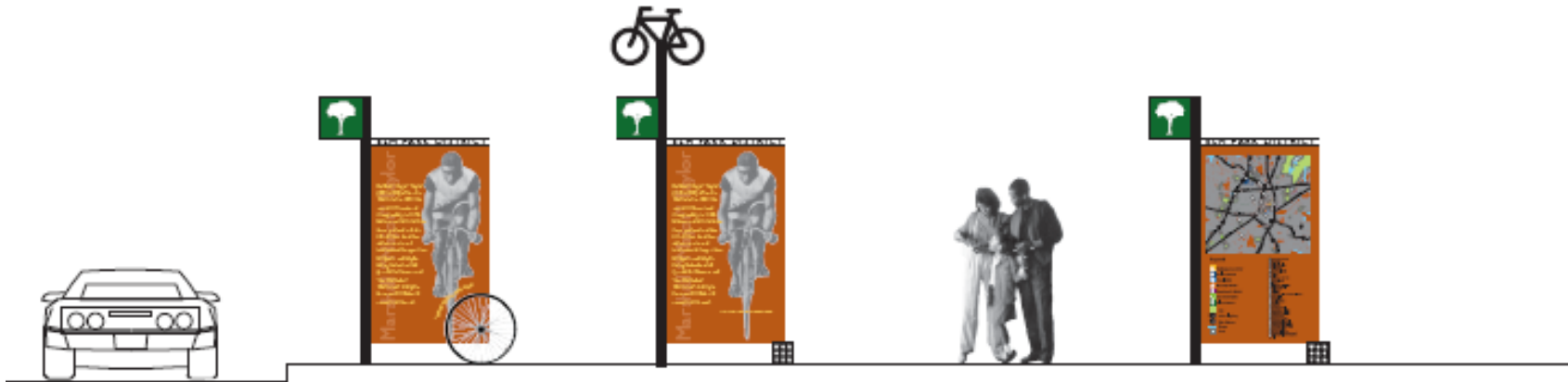
- *Districts*
  - Canal
  - Downtown
  - Elm Park
  - Main South
  - Salisbury
  - Shrewsbury Street
  - South Worcester
  - Washington Square
- *Ways*
  - Blackstone
  - Chandler
  - Grafton
  - Lincoln
  - Salisbury
  - West Boylston
  - 9 Way East
  - 9 Way West



# A Comprehensive System



# Pedestrian-Oriented Information Kiosk



pedestrian story panels

pedestrian kiosk

# Conceptual Design Logos



Washington Square  
District



Salisbury District



Canal District



Downtown District



Shrewsbury Street  
District



Main South District



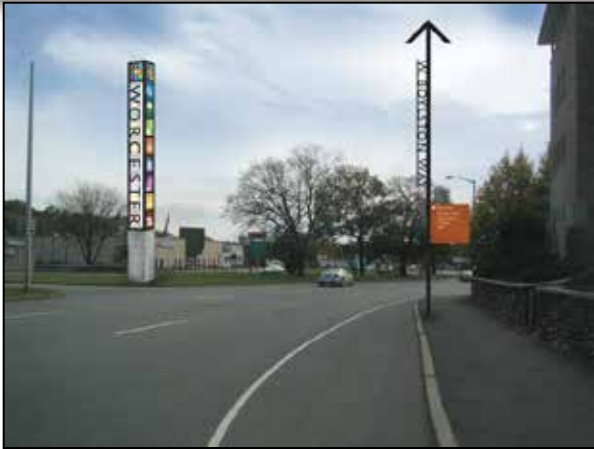
Elm Park District



South Worcester  
District



# Wayfinding Imagery



*West Boylston Way*  
West Boylston Street Directional & Gateway



*Downtown District*  
Information Kiosk



*Shrewsbury Street*  
District Directional and District ID

# Bringing Public Art to the Streets of Worcester





- 275 Directional Elements
  - 10 City Gateways
  - 14 District Identifiers
  - 79 District Directionals
  - 112 Trailblazers
  - 36 Way Directionals
  - 24 Way Trailblazers
- 24 Unique Public Art Elements
- Mobile Applications

# Budget & Schedule

## **Overall Budget: \$3M**

*(\$2M Commonwealth & \$1M City of Worcester)*

- \$2.0M Construction
- \$750K Public Art & Mobile Applications
- \$250K Project Management & Public Art Coordination

## **Proposed Schedule**

### **FY 15**

- Convene and engage stakeholders (City, Residents, Business, Educational Institutions, Cultural Organizations)
- Engage project manager to coordinate engineering and installation.
- Engage public art consultant to plan public art and storytelling process
- Signage mapping, fabrication, and installation

### **FY 16**

- Signage mapping, fabrication, and installation
- Select public art components with cooperation of Wayfinding Public Art Committee

### **FY 16**

- Public art mapping, fabrication, and installation