

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





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

(195) Federal Highway

(12) State Highway

Streams

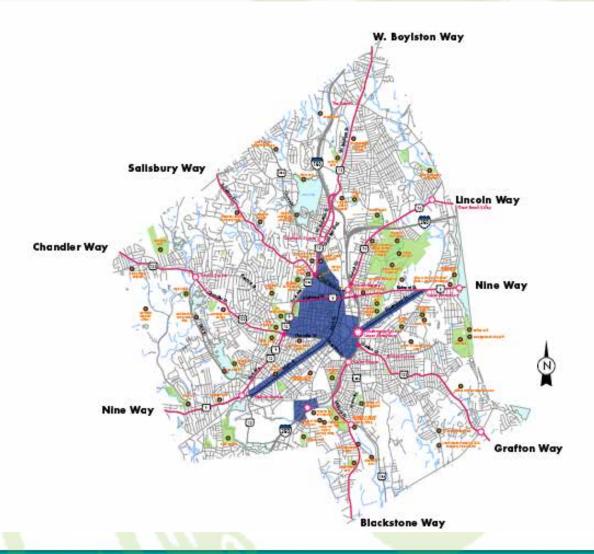
Ponds

Destination Way

Destination Way Entry

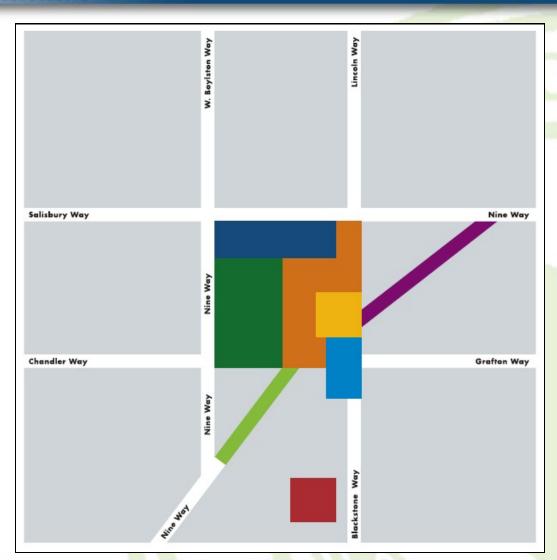
City Wide Destinations

City ID/Gateway





...to Find the Way



Districts

&

Ways



8 Districts & Ways

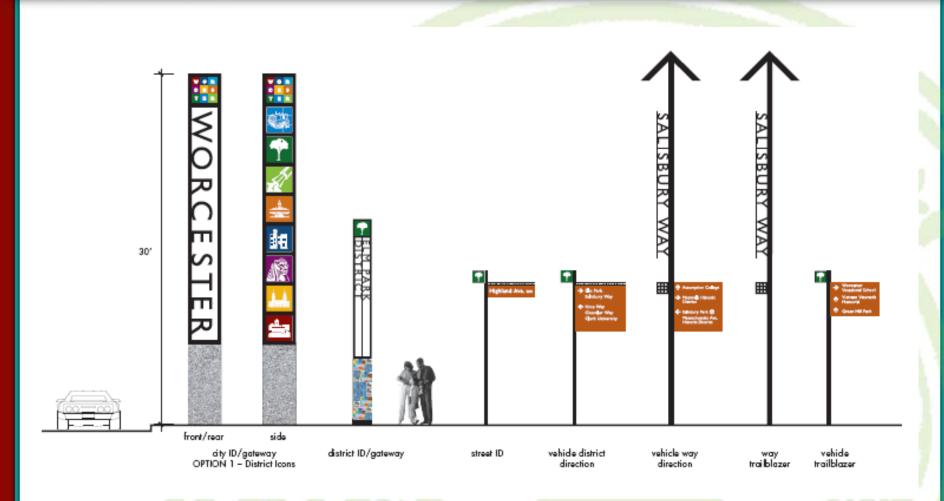
- Districts
 - Canal
 - Downtown
 - Elm Park
 - Main South
 - Salisbury
 - Shrewsbury Street
 - South Worcester
 - Washington Square

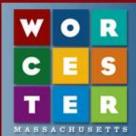
- Ways
 - Blackstone
 - Chandler
 - Grafton
 - Lincoln
 - Salisbury
 - West Boylston
 - 9 Way East
 - 9 Way West



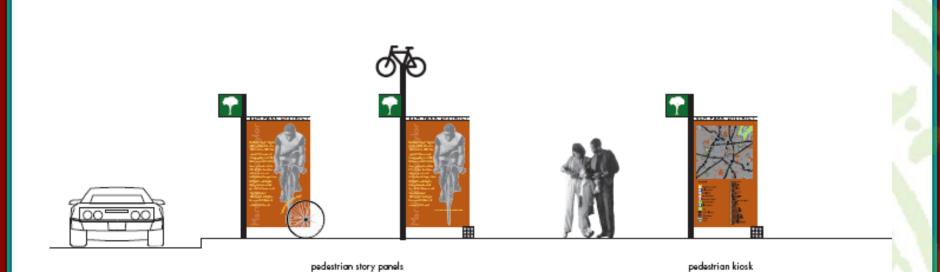


A Comprehensive System





Pedestrian-Oriented Information Kiosk





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







Finding Your Way

Higgins Armory Museum to EcoTarium From Higgins Armory Museum to EcoTarium Legend Downtown Federal Highway State Highway Indian Lake Streams Ponds •••• Suggested Route Destinations Quincigonand Community College Foodnot Fort (a) Hergen Lending Fort (Indian Late) Chadwick Square C distribution ign O destrictioner O destriction op-(3) Manhala Historic Drahish Worcester Center for Crofts Hassachuselts Are Halonic District American Arthquarion Society O WR (I) Institute Park Wordster Art Huseum (i) Solisbury Hossion (B) Worcester Auditorium Exit 18 UHASS Henonal Hospital (E) Bell Hill Fort (B) Otean Hill Park Œ (i) Wordstier Vocational School (Nine Way (E) Regatio Paret State Port UNIASS Hierand Hierard Center -University Comput Hornegion Fwid A Holmes Field 0



A Complex System

- 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