



Worcester Wayfinding

Building a System For Understanding
and Navigating Worcester



Outline of Presentation

- I. Goal and Principles of Wayfinding System
- II. Structuring the Wayfinding System
- III. Cleaning up the Cityscape
- IV. Incorporating the Wayfinding Design Elements
- v. Wayfinding Imagery
- VI. Next Steps

I. Goal and 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.

I. Goals and Principles of Wayfinding System (*cont.*)

Principles

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

II. Structuring the Wayfinding System



Districts

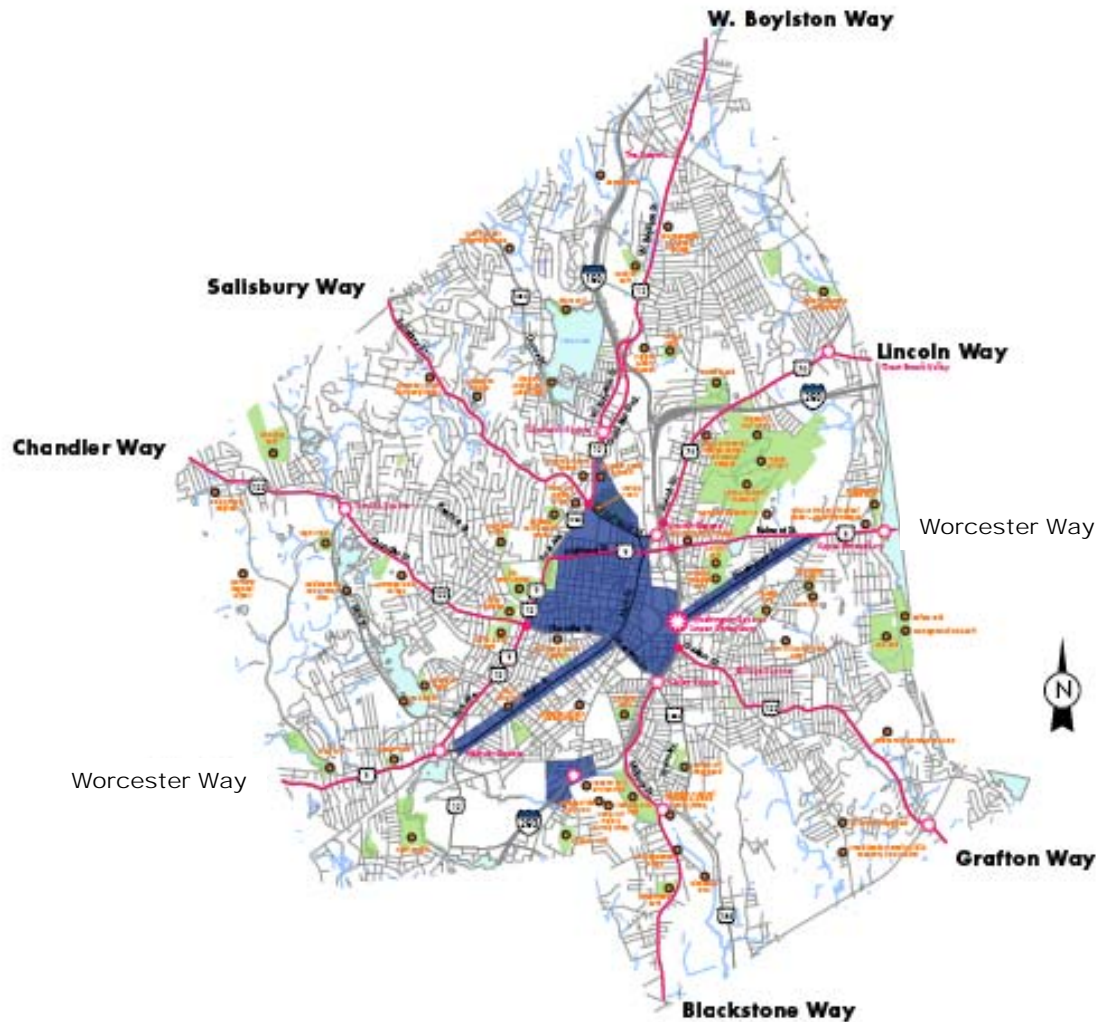
&

Ways

Worcester District & Ways

Legend

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



Worcester Districts – Part I



Canal District:

Blackstone Canal, Kelley Square, Worcester Hibernian Cultural Centre, Restaurants, Retail

Downtown District:

CitySquare, DCU Center, The Hanover Theatre for the Performing Arts, Mechanics Hall, Massachusetts College of Pharmacy & Health Sciences, U.S. District Courthouse, Worcester City Hall/Common, Worcester Historical Museum, Worcester Public Library (Downtown Branch), Worcester Regional Chamber of Commerce, Restaurants, Retail

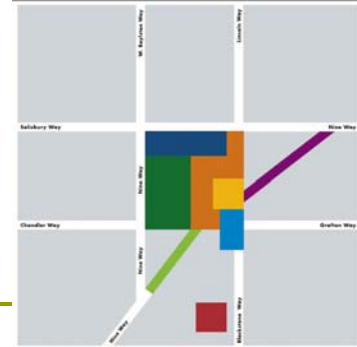
Elm Park District:

Becker College, Elm Park, Preservation Worcester, Restaurants, Retail

Main South District:

ARTS Worcester, Clark University, Oread Castle Park, University Park, Restaurants, Retail

Worcester Districts – Part II



Salisbury District:

American Antiquarian Society, Gateway Park, Institute Park, Lincoln Square, Salisbury Mansion, Worcester Art Museum, Worcester Auditorium, Worcester Center for Crafts, Worcester Firefighters Memorial, WPI, Restaurants, Retail

Shrewsbury Street District:

Cristoforo Colombo Park, Italian American Cultural Center, Restaurants, Retail

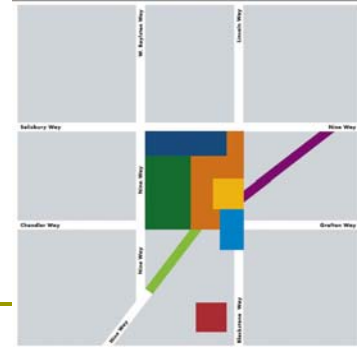
South Worcester District:

TBD, Restaurants, Retail

Washington Square:

Korean War Memorial, Union Station, Washington Square, Worcester Medical Center, Worcester Central Post Office, Restaurants, Retail

Worcester Ways – Part I



Blackstone Way:

Blackstone River, Blackstone Bike Trail and Walking Trails, Crompton Park, Blackstone Gateway Park, Cantor Art Gallery (at Holy Cross), College of the Holy Cross, Hanover Park at Fitton Field, Greenwood Street Park, Quinsigamond Village, Vernon Hill Playground, Restaurants, Retail

Chandler Way:

Bailey Prouty Playfield, Beaver Brook Park, Cascades Park, Logan Field, Tatnuck Square, Worcester Regional Airport, Worcester State University, Restaurants, Retail

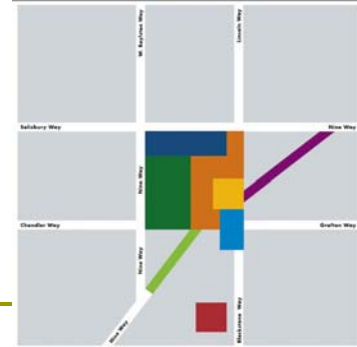
Grafton Way:

EcoTarium, Lake Park, Mass Audubon/Broad Meadow Brook Wildlife Sanctuary, Perkins Farm, Quinsigamond State Park, Restaurants, Retail

Lincoln Way:

Burncoat Park, Green Hill Golf Course, Green Hill Park, Lincoln Square, Roberto Clemente Playground, UMASS Memorial Medical Center – Hahnemann Campus, Vietnam Veteran's Memorial, Restaurants, Retail

Worcester Ways – Part II



Salisbury Way:

Assumption College, Massachusetts Avenue Historic District, Montvale Historic District, Salisbury Park/Bancroft Tower, Worcester Jewish Community Center, Restaurants, Retail

West Boylston Way:

Chadwick Square, Dodge Park, Higgins Armory Museum, Kendrick Park, Morgan Landing Park (Indian Lake), Quinsigamond Community College, Worcester Center for Crafts, Restaurants, Retail

Worcester Way (East of 290):

Bell Hill Park, Buffone Rink, EcoTarium, Green Hill Park, Harrington Field, Holmes Field, Lake Park, Quinsigamond State Park, Regatta Point State Park, UMASS Memorial Medical Center – University Campus, Worcester Vocational School, UMASS Memorial Hospital, Restaurants, Retail

Worcester Way (West of 290):

Bennett Field, Clark University, Columbus Park, Hadwen Park, Old Cider Mill, Webster Square, Wetherell Park, Restaurants, Retail

III. Improving the Cityscape

Existing Conditions – Part I



street ID



street ID



street ID



street ID



street ID



street ID



historic district ID



bike route ID



Worcester ID



Worcester ID



Green Hill Park ID



Green Hill Park ID

III. Improving the Cityscape (*cont.*)

Existing Conditions – Part II



vehicle direction



vehicle direction



vehicle direction



vehicle direction



vehicle direction



vehicle direction



vehicle direction



vehicle direction



vehicle direction



vehicle direction



vehicle direction



vehicle direction

III. Improving the Cityscape (cont.)

Existing Conditions – Part III



vehicle direction



vehicle direction



vehicle direction



vehicle direction



vehicle direction



vehicle direction



vehicle direction



vehicle direction



vehicle direction



vehicle direction



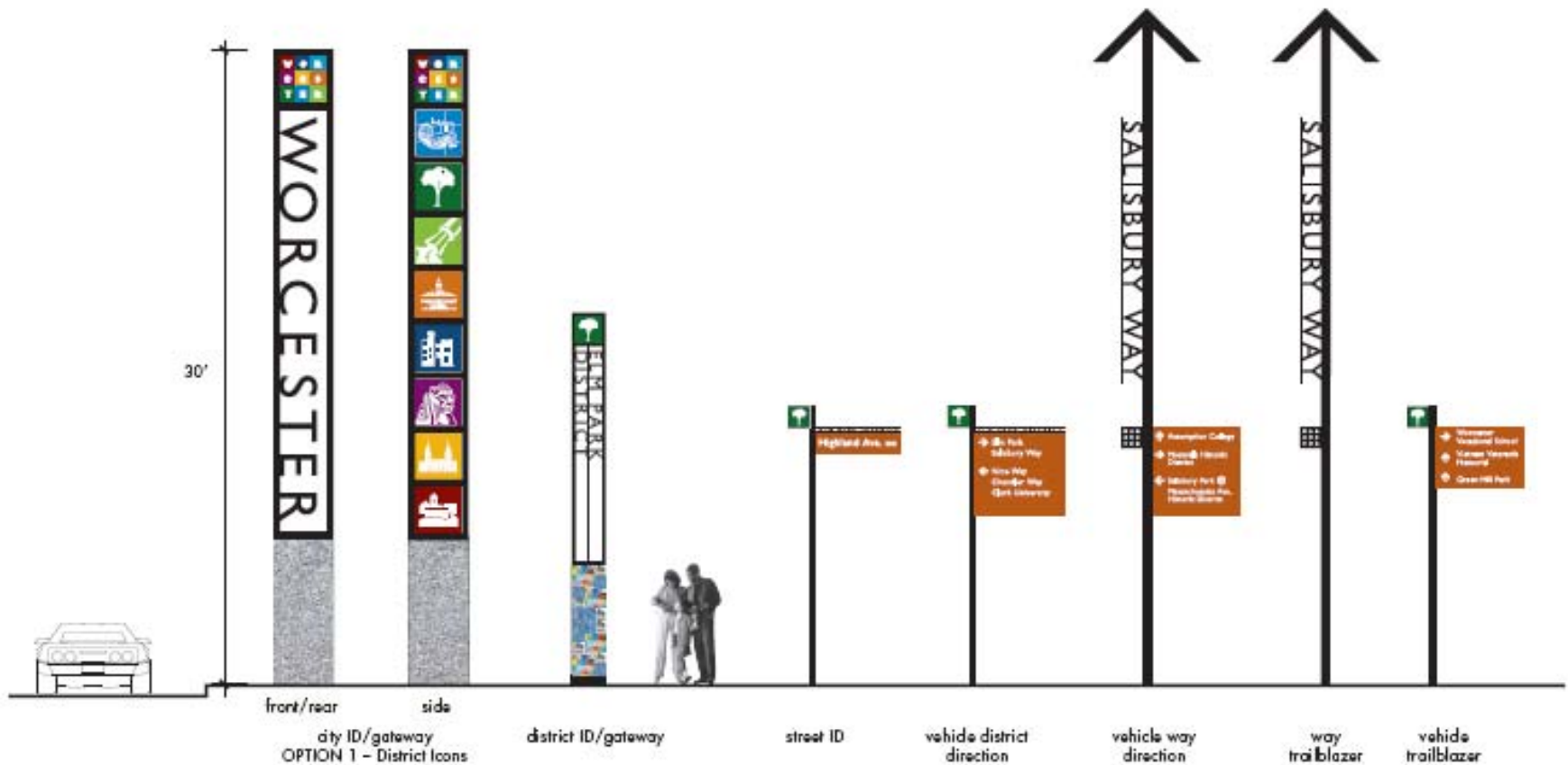
vehicle direction



vehicle direction

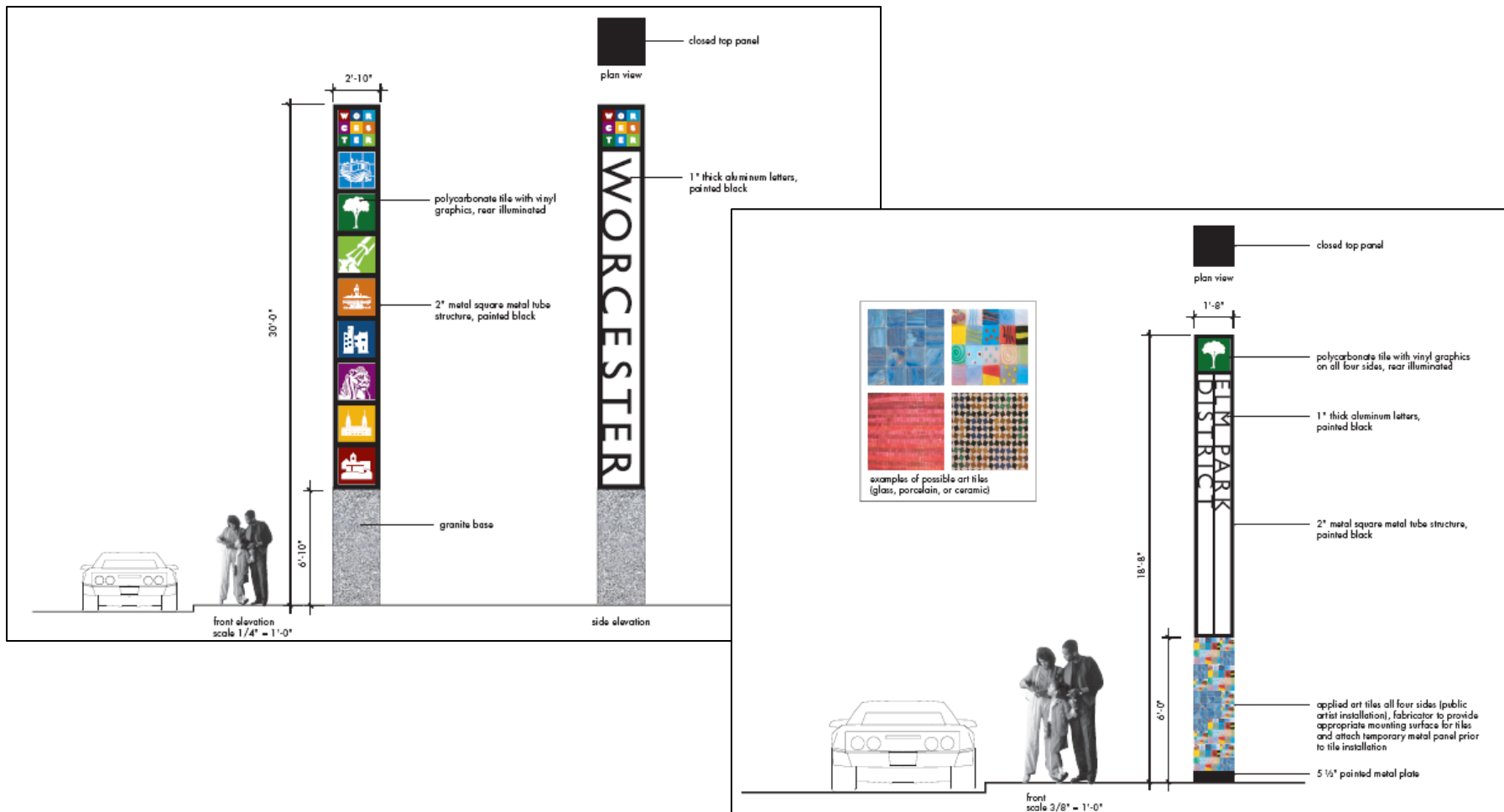
IV. Incorporating the Wayfinding Design Elements

Creating a Comprehensive and Consistent Design



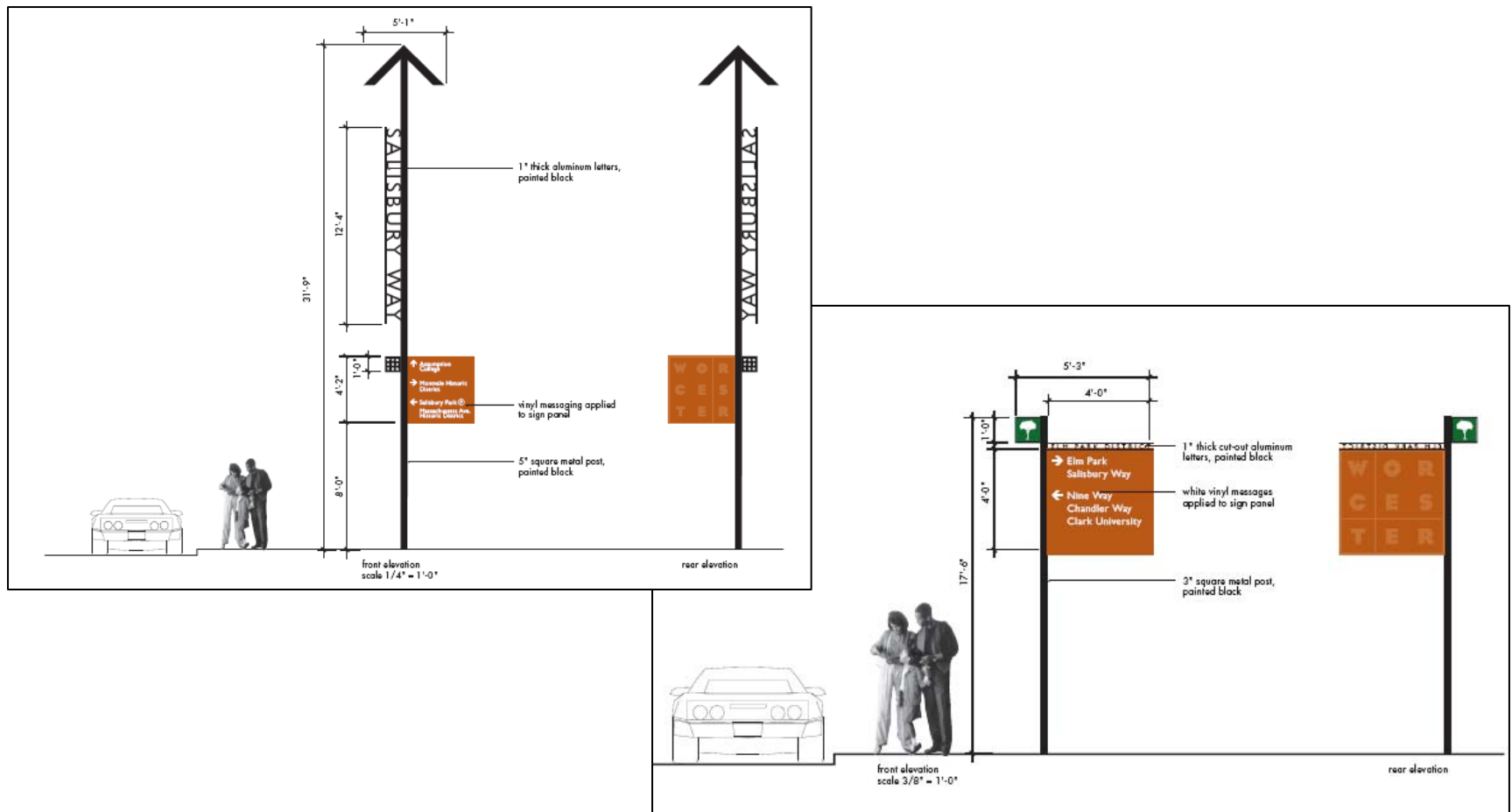
IV. Incorporating the Wayfinding Design Elements (*cont.*)

Elements: Gateway/District Identification



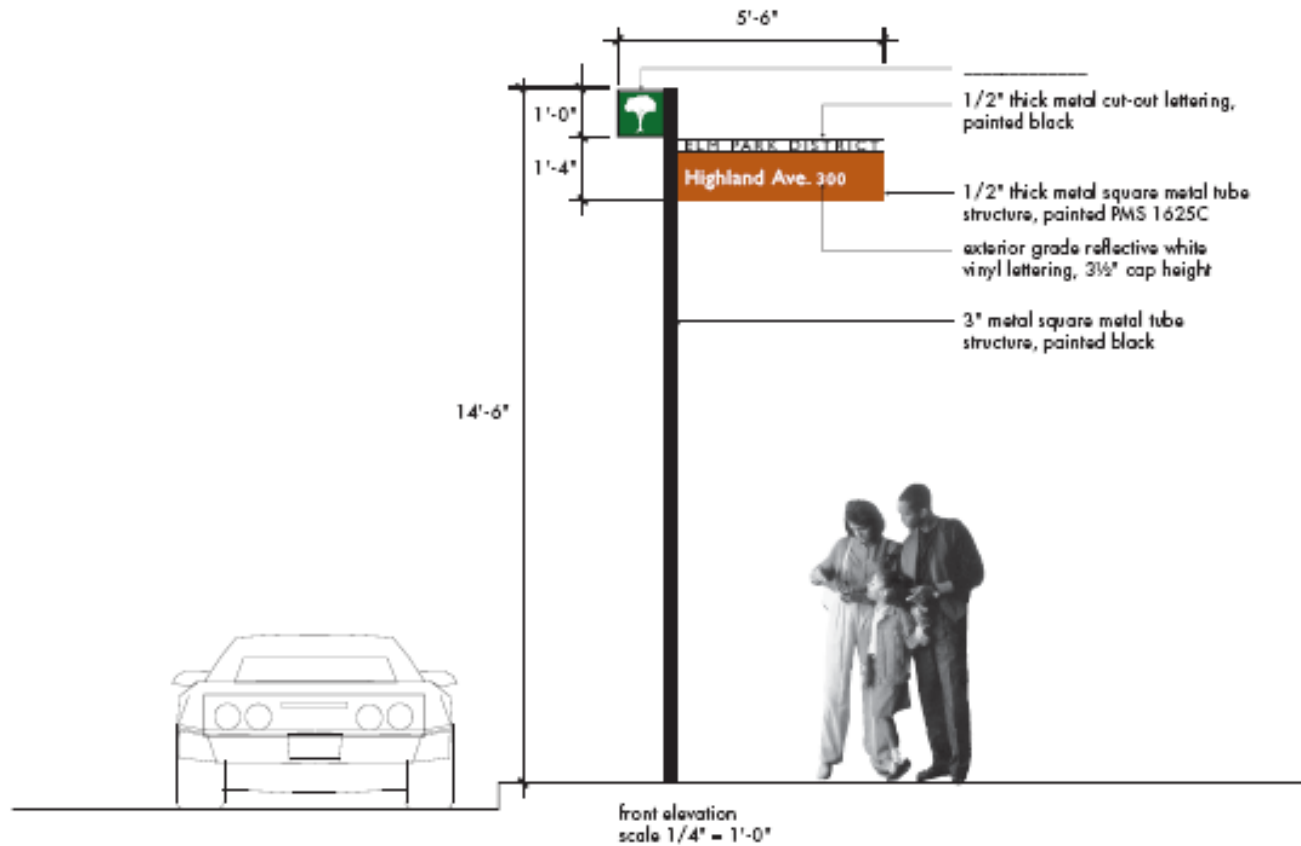
IV. Incorporating the Wayfinding Design Elements (cont.)

Elements: Vehicular Direction



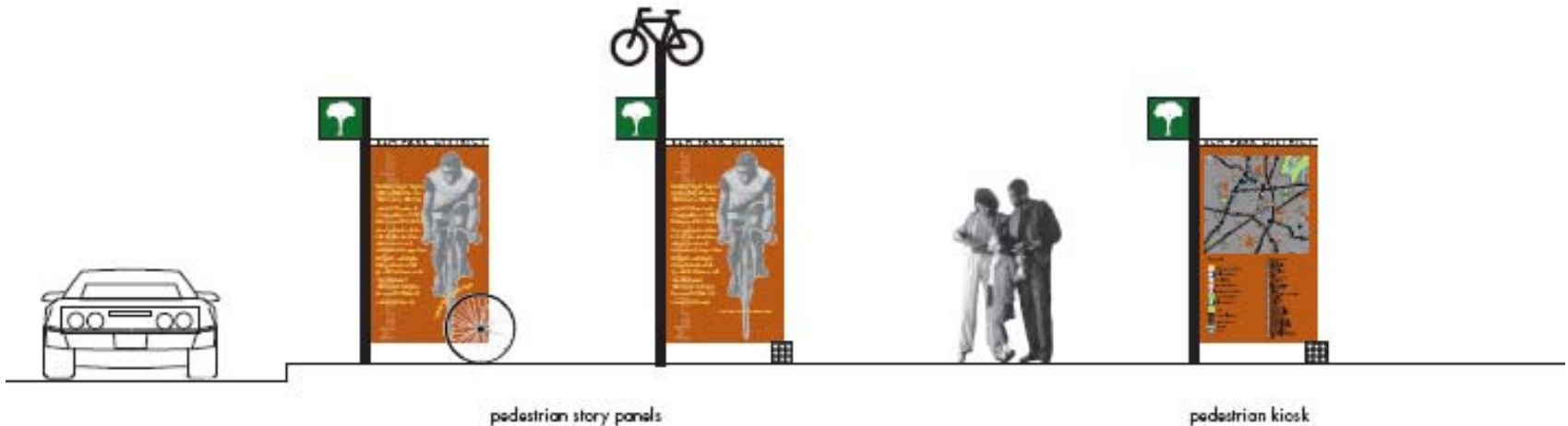
IV. Incorporating the Wayfinding Design Elements (*cont.*)

Elements: Street Identification



IV. Incorporating the Wayfinding Design Elements (*cont.*)

Elements: Information Kiosk



IV. Incorporating the Wayfinding Design Elements (*cont.*)

Conceptual District Logos



Washington Square
District



Salisbury District



Canal District



Downtown District



Shrewsbury Street
District



Main South District



Elm Park District



South Worcester
District

V. Wayfinding Imagery

Belmont Street Gateway



V. Wayfinding Imagery (cont.)

Webster Square Gateway



V. Wayfinding Imagery (cont.)

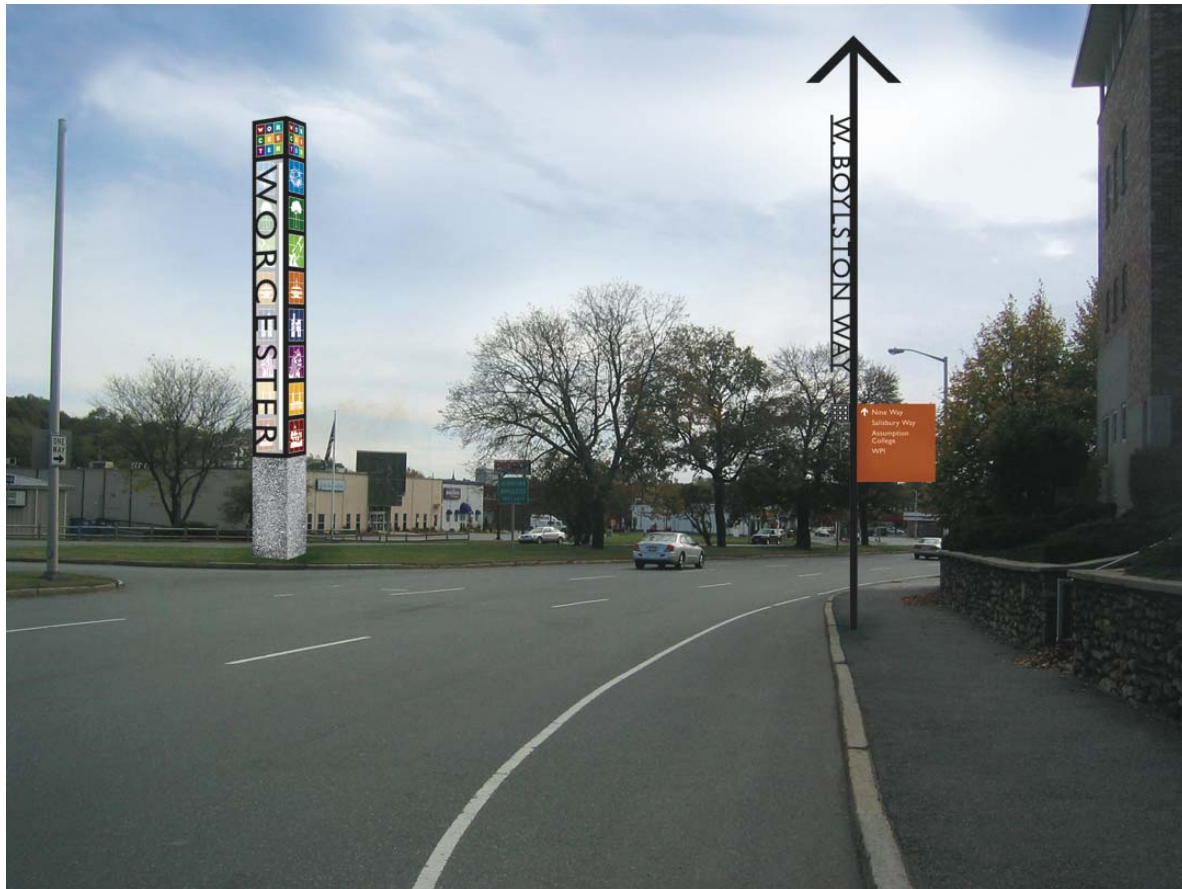
Salisbury District – Lincoln Street Directional & District ID



V. Wayfinding Imagery (cont.)

West Boylston Way

West Boylston Street Directional & Gateway



V. Wayfinding Imagery (cont.)

Quinsigamond Village Blackstone Way Directional



V. Wayfinding Imagery (cont.)

Salisbury District Park Avenue & Salisbury Street Directionals



V. Wayfinding Imagery (cont.)

Downtown District & Main South District Main Street & Chandler Street Directionals



V. Wayfinding Imagery (cont.)

Shrewsbury Street District Directional & District ID



V. Wayfinding Imagery (cont.)

Downtown District Information Kiosk



District Identifier Prototype Installation



V. Wayfinding Imagery (cont.)

Higgins Armory Museum to EcoTarium

Legend

- Downtown
- Park
- Federal Highway
- State Highway
- Streams
- Ponds
- Suggested Route

Destinations

- 1 Quinsigamond Community College
- 2 Beadock Park
- 3 Hargett Landing Park (Indian Lake)
- 4 Chadwick Square
- 5 Mashua Historic District
- 6 Worcester Center for Crafts
- 7 Massachusetts Ave Historic District
- 8 American Antiquarian Society
- 9 WRI
- 10 Institute Park
- 11 Worcester Art Museum
- 12 Solisbury Mason
- 13 Worcester Auditorium
- 14 UMass Memorial Hospital
- 15 Hill Hill Park
- 16 Green Hill Park
- 17 Worcester Vocational School
- 18 Eggleston State Park
- 19 UMass Memorial Medical Center - University Campus
- 20 Honeogee Field
- 21 Holmes Field



From Higgins Armory Museum to EcoTarium



VI. Next Steps

- Identify Funding for Implementation
- Identify Timeline for Implementation
- Incorporate into City Public Works Activities

VI. For Further Information

- ❑ Tim McGourthy, Chief Development Officer, City of Worcester, 508-799-1175
- ❑ Erin Williams, Cultural Development Officer, City of Worcester, 508-799-1400, x265
- ❑ www.worcestermass.org/culture