

# WORCESTER WAYFINDING INITIATIVE



**Mission:** Worcester Wayfinding is an initiative to 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.

## DISTRICTS & DESTINATIONS:

### Canal District

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

### Downtown District

Worcester Regional Chamber of Commerce, CitySquare (future), DCU Center, Mechanics Hall, U.S. District Courthouse, Massachusetts College of Pharmacy & Health Sciences, Grand Palace Theatre, Visitors Center (current), Worcester Foothills Theatre Company, Worcester City Hall/Common, Worcester Historical Museum (current), Worcester Public Library (Downtown Branch), 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, Worcester African Cultural Center, Community Health Center, Restaurants, Retail

### Salisbury District

American Antiquarian Society, Institute Park, Salisbury Mansion, Lincoln Square, Worcester Art Museum, Worcester Auditorium, Worcester Firefighters Memorial (future), Worcester Center for Crafts, WPI, Gateway Park, 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, Washington Square, FDR American Heritage Center, Union Station, Worcester Medical Center, Worcester Central Post Office, Restaurants, Retail

*\*Please note that the above list is conceptual and that all District and Way names and destinations are for consideration only and are subject to change.*

