



wayfinding master plan overview

project mission

establish a unified vehicle & pedestrian information & media system that integrates wayfinding, storytelling & art throughout Worcester. The system will create a unique “sense of place” for visitors & residents alike.

project goals

- create a strong identity at perimeter & edges of the city
- enhance the visitor experience with placement of identification, direction, & information signs at key locations
- establish consistent sign design, style, typography, color, scale, materials
- leverage the existing cultural equity to promote what is unique about Worcester

project goals

- introduce appropriate technologies
- consider “green” methods of production & sustainability
- design a flexible system to facilitate maintenance, repair, re-programming, replacement, etc.
- design all signage to meet ADA, local, state & federal codes

goals/benefits



Promote & reinforce identity



Integrate maps



Link all transit modes in real time



Provide powerful maintenance management tools



Provide educational, cultural & historical information



Integrate web & mobile applications



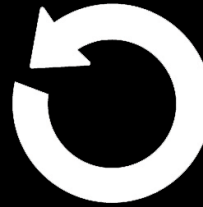
Promote local events



Stimulate local economy



Encourage tourism & physical activity



Establish an expansive & sustainable model



Create a revenue generation model & economic benefits



Create valuable content/data repository

wayfinding – a kit of parts

GATEWAYS & LANDMARKS

IDENTIFICATION

DIRECTION

INFORMATION

PUBLIC ART

PHONE APPS



every place has a story.
every story has a place.



wayfinding signage

the system



city ID/gateway



district ID/gateway



street ID



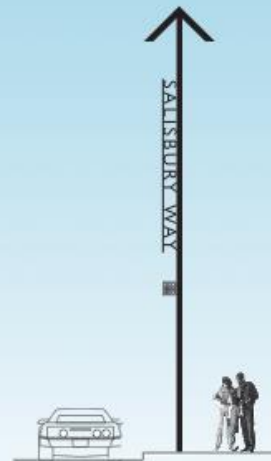
historical & story telling



vehicle district direction



vehicle way direction



way trailblazer



trailblazer





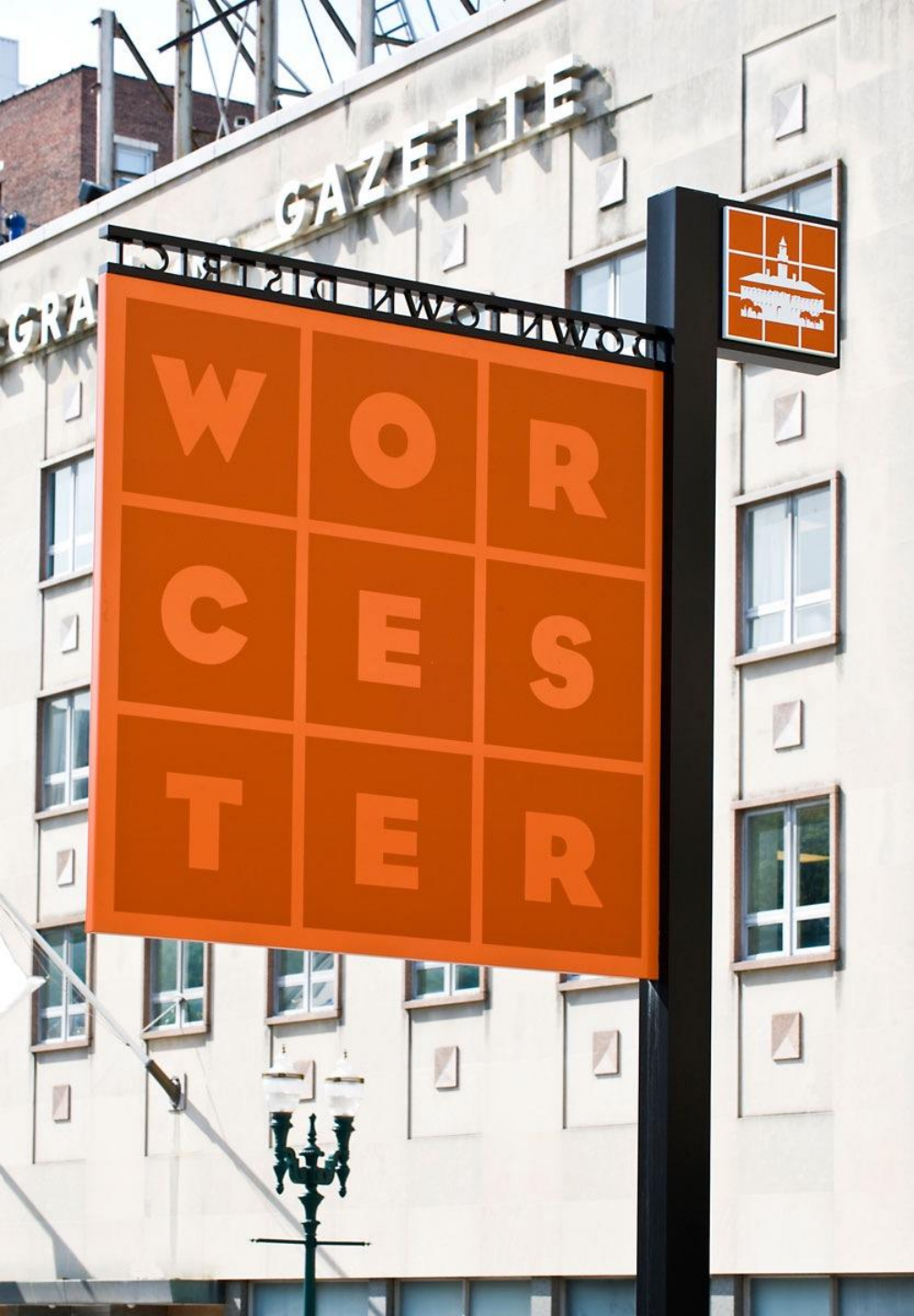




TOWNTOWN DISTRICT

- ← Main South
- ← The Hanover Theatre for the Performing Arts
- Mechanics Hall
- Lincoln Square





- DOWNTOWN DISTRICT
- ← Main South
 - ← The Hanover Theatre for the Performing Arts
 - Mechanics Hall
 - Lincoln Square

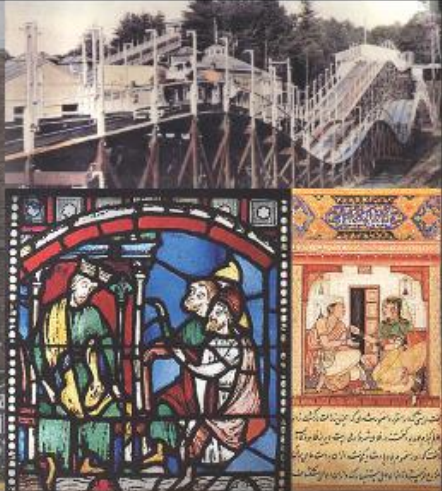


storytelling

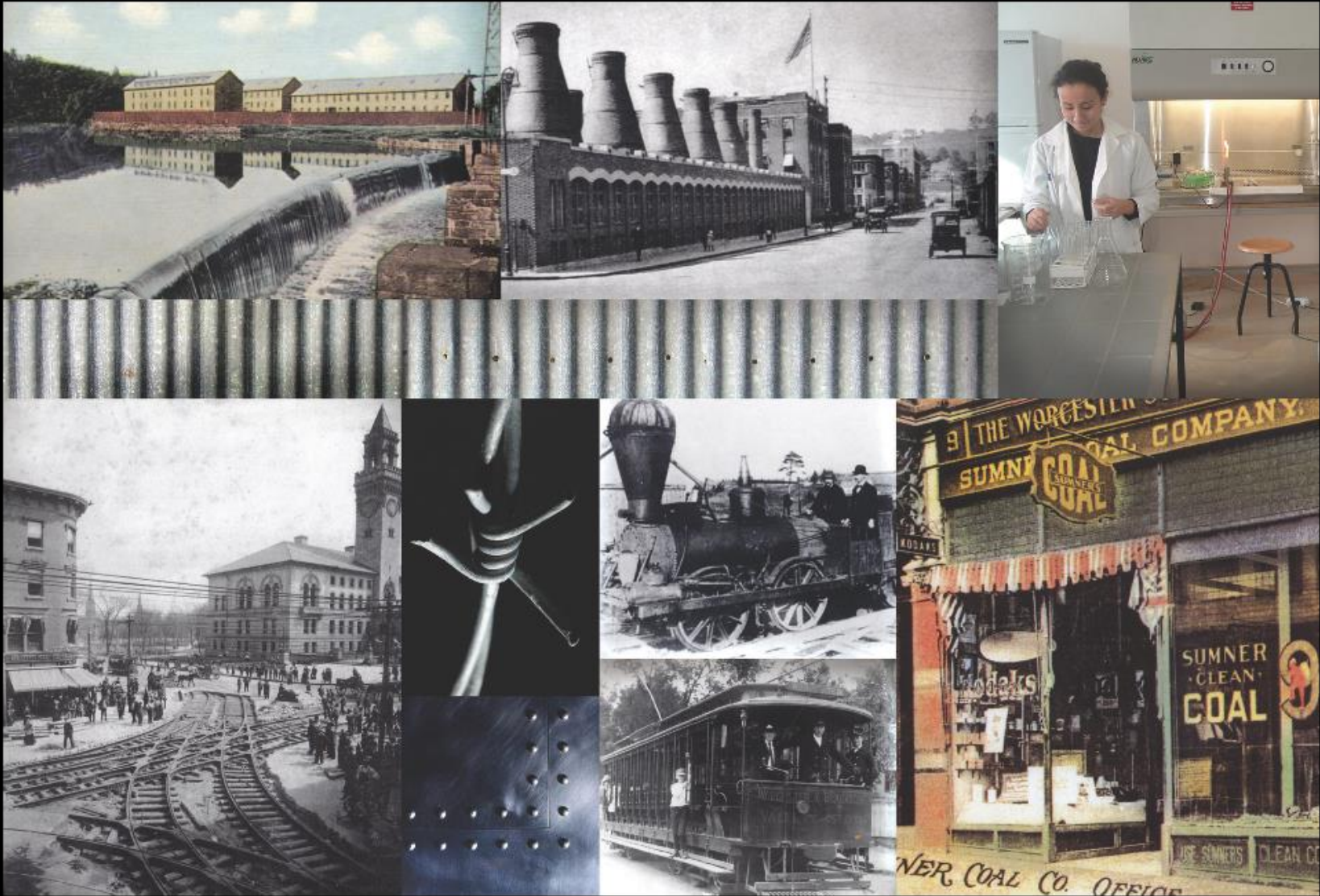
creativity & innovation



art & entertainment



industry

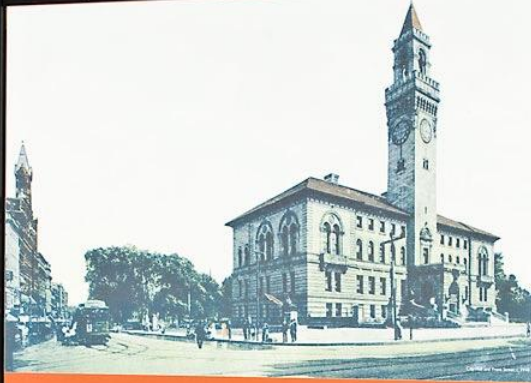


culture & diversity





DISTRICT



WORCESTER CITY HALL

Dedicated on 28 April 1896, the new City Hall was the centerpiece of the celebration of Worcester's 50th anniversary as a city. Designed in the Second Renaissance style by Peabody and Stearns of Boston and built of Milford granite by Worcester's famed Norcross Brothers, the new facility cost \$450,000. Its massive scale and impressive 205' tower, derived from the Palazzo Vecchio in Florence, Italy, expressed the confidence of a city overflowing with prosperity at the turn of the century. For nearly 300 years since the permanent settlement of Worcester by Jonas Rice and family in 1713, this site along with the adjacent Common — today significantly smaller than its original 20 acres — has been the center of civic governmental affairs and community activity.

"Here in 1719 the inhabitants of Worcester erected the House of Worship, rebuilt in 1763 when done in 1807. From its Pulpit both Thomas July 14, 1776 read to the People the Declaration of Independence. It was in that House later known as the Old South Meeting House and just north where stood until 1876 the Hall built in 1823 that the People of Worcester gathered themselves from the beginning as Town and City in Freedom and in Honor. The Common held by our sires as a Training Field in 1684 was the principal Burial Place of Worcester from 1724 to 1824. Here gathered the Soldiers of Worcester County for the War of Independence and the War for the Union. Here June 20, 1848 was the great Mass Meeting which organized the political Movement begun to preserve in Freedom the vast Territory between the Mississippi and the Pacific and ended by the Abolition of Slavery throughout the Continent."

— From a historic letter published in the Worcester Free Press, 1848

WOR
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technology opportunities

technology opportunities

- unified identity & public information system
- cultural/historical/architectural information
- integrated signage & mobile applications
- vehicle & pedestrian wayfinding
- unified maps
- public information access
- maintenance management
- revenue generation

integrated signage & mapping system

Journey Planner/Website



Metro Station Maps



Bus Stop Maps



Multi-Map / Third Parties



Printed Walking Maps



Maps/Apps



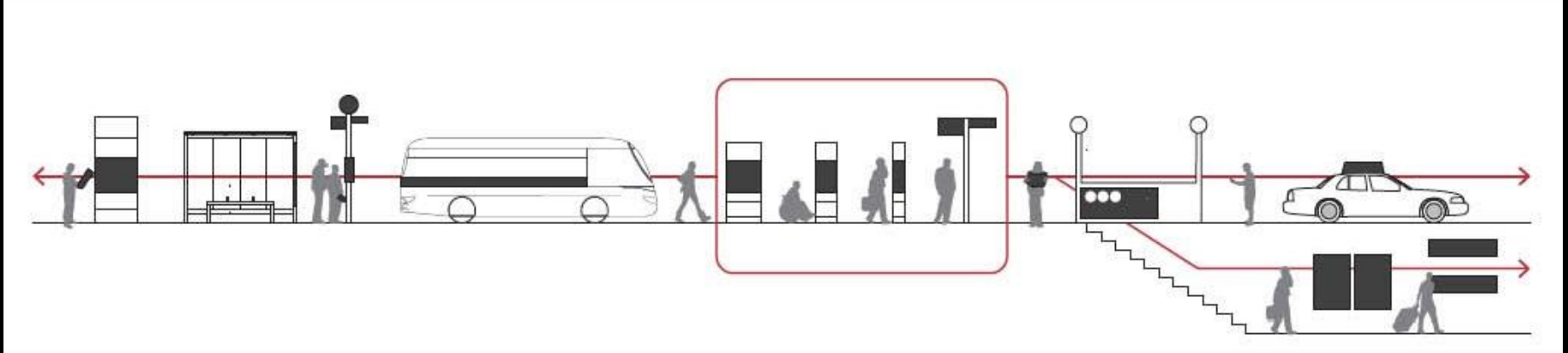
Guidebooks



Sign System



integrated multi-modal system



public info access/maintenance management

PUBLIC INFORMATION

- Wayfinding
- Cultural and Historical Information
- Events and Promotions
- WiFi & Near Field Communication
- Transportation

MAINTENANCE INFORMATION

- Maintenance Management Tools
- Urban Assets Database
- Maintenance Information
- GPS/GIS Linked Mapping Systems



GENERAL PUBLIC



KIOSK



WI-FI



QR CODE



NEAR FIELD COMMUNICATIONS



FIELD TECHNICIAN

wayfinding



maps & information

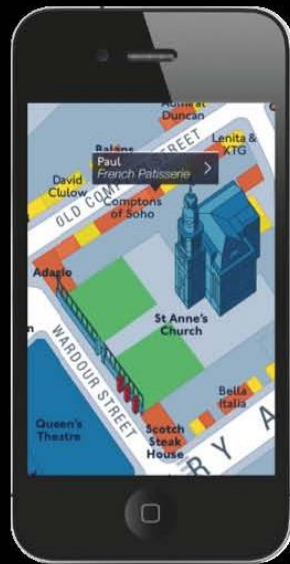
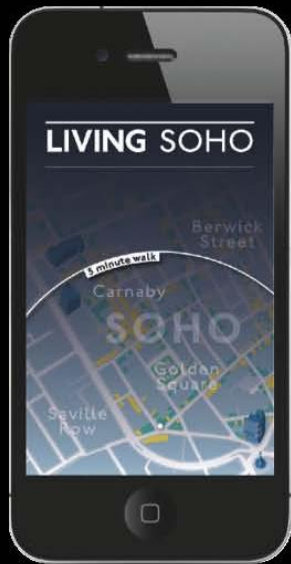


Walking from here	
Shepherd's Bush	10 min
Goldhawk Road	11 min
O ₂ Empire	8 min
London College of Fashion	10 min
Loftus Road Stadium (QPR)	10 min
West 12	10 min
Bush Hall	11 min
Kensington Hilton Hotel	15 min

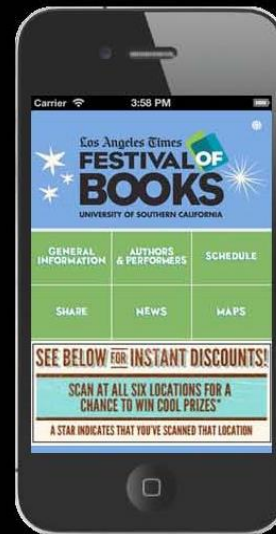
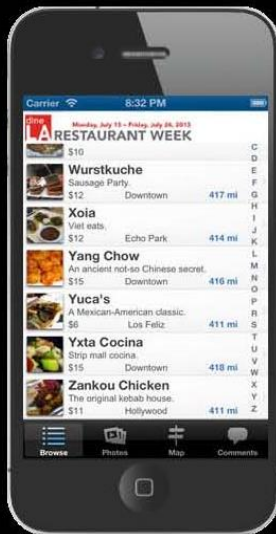
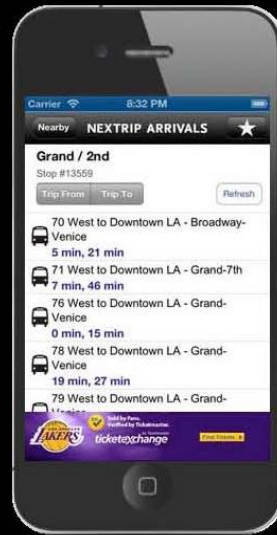
Landmark finder		Key	
B2	Admiralty Arch	Cycle Hire station	
C4	Benjamin Franklin House	Underground	
C2	Canadian High Commission	Bus station	
D4	Charing Cross Hotel	Bus stop	
E3	ENO at the London Coliseum	River Services	
A3	Horse Guards Parade	National Rail	
A3	Household Cavalry Museum	Hospital A&E	
D1	National Gallery		
E2	National Portrait Gallery		



mobile app



revenue generation





schedule & next steps

process

RESEARCH

- identify stakeholders & media assets
- identify technology & sponsorship partners
- review existing technology & databases
- review existing conditions
- conduct stakeholder workshops

DESIGN DEVELOPMENT

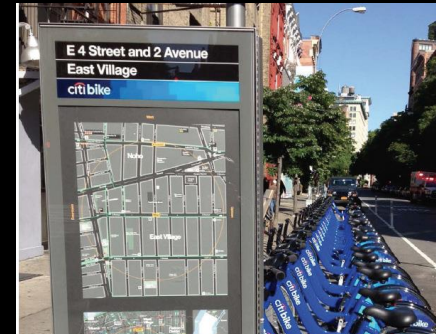
- design sign family
- develop location plans
- develop databases
- develop content
- design maps
- design mobile app & website
- value media assets
- define sponsorship partners

IMPLEMENTATION

- fabricate and install signs & maps
- launch mobile app & website
- develop design specifications
- finalize sponsorship partner contracts
- integrate signs/maps/app/website/ sponsorship

MANAGEMENT

- provide ongoing maintenance
- provide ongoing sponsorship & digital content management
- update database



next steps

- finalize signage bid package (Spring 2016)
- bid process & award (Spring/Summer 2016)
- begin storytelling process (Spring/Summer 2016)
- begin art process (Spring/Summer 2016)
- fabrication of system (Fall 2016/Winter 2017)
- install system (Spring 2017)



Q & A