



Arnett Muldrow  
& Associates

# COMMUNITY WAYFINDING PLAN



Ware  
MASSACHUSETTS



# General

## Regulations and Approval

All recommendations in this document are subject to the regulations and codes enumerated in the *Manual on Uniform Traffic Control Devices* (2009, rev. 2012) and *The Massachusetts Amendments to the 2009 MUTCD and the Standard Municipal Traffic Code* by MassDOT (2012).

The final size and placement of sign copy is subject to MassDOT approval. The types, size, and placement of arrows and other directional features will comply with MUTCD standards.

All installed signs should meet federal and state requirements for minimum height and breakaway features. Minimum height for trailblazers and parking signs is seven feet above grade. Posts should be installed to thirty six inches below grade. Breakaway posts should be used except in pedestrian-only locations.

Sign dimensions will vary according to various design elements such as overall sign shape and decorative icons or typography. The cap height for sign copy must be six inches for signs in speed zones thirty miles-per-hour and above and four inches for speed zones less than thirty miles-per-hour.

*All recommendations in this report are subject to MassDOT approval.*

## Online Sign Schedule

An online version of the sign schedule found in this plan may be viewed at the following web address:

<https://www.google.com/maps/d/edit?mid=zPzrHsNOQZtU.kaKbM8tFsfbw>



# Design

## Typefaces

The wayfinding system for Ware features two approved typefaces, which are described and illustrated below.

The first approved typeface is FHWA Series C. This typeface should be utilized for vehicular signage, which is intended for viewing by people in motorized vehicles along public roadways.

The second approved typeface is Helvetica Neue 57 Condensed, which should be utilized for pedestrian signage. This typeface is intended for viewing by people on foot or non-motorized vehicles outside the public right-of-way. Helvetica Neue 57 Condensed should also be utilized for destination markers, which are on-site signs that identify specific destinations included in the wayfinding system.

### Vehicular Typeface

## **FHWA Series C**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

### Pedestrian Typeface

## **Helvetica Neue 57 Condensed**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**



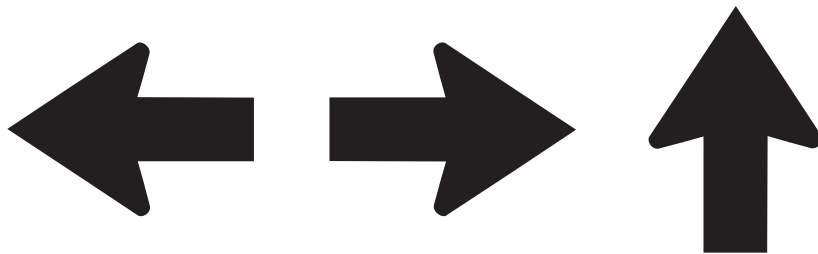
## Color Palette

The approved color palette for Ware includes eight colors, which are drawn directly from the community branding palette. Each of the colors in the wayfinding palette feature at least a 70% color-to-white contrast ratio. It is important to note that shades of red, orange, and yellow may not be used, as these colors may resemble regulatory signage and may confuse and endanger motorists.



## Arrows

MassDOT requires the use of a specific set of arrows on state routes. As most of the signs in the Ware wayfinding system are located along state routes, it is recommended that Type D arrows, illustrated below, should be used exclusively in the Ware wayfinding system.





## Materials

Sign panels should be fabricated from flat, 0.25-inch aluminum. Sign panel backgrounds should be composed of 3M Diamond Grade selective sheeting. High or Super High Intensity retroreflective lettering and arrows should be utilized as well.

## Graphics

In some cases, Ware community brand icons should be used to convey community or district identity. These icons, along with the primary brand identity, are shown below: .



# Ware, MA

*Somewhere Worth Seeing*



# Administration

## Criteria for Inclusion

The number of potential destinations in Ware is relatively small and unlikely to change in the coming years.

The types of existing destinations can be easily summarized as follows:

- Government
- Arts/Culture
- Parks/Recreation
- Districts

*Private businesses or institutions should be excluded from inclusion.*

There is not a need for a “scoring system” approach for eligible destinations. Instead, the above summary is appropriate to guide system inclusion and expansion for Ware.

## Implementation

Some funding has been earmarked for initial system implementation. It is recommended that Ware establish a an initial 20% set-aside of for future maintenance, repair, and replacement.

Per unit cost estimates for system components, including signs, posts, hardware, and installation are detailed below.

Ware Wayfinding System Cost Estimates							
Count	Type	Details	Unit Cost	Total Unit Cost	Unit Installation Cost	Total Unit Installation Cost	Total Cost
20	T-1 to T-20	Directional Trailblazers	\$1,200	\$24,000	\$400	\$8,000	\$32,000
6	DG-1 to DG-6	District Gateways	\$1,200	\$7,200	\$400	\$2,400	\$9,600
7	P	Directional Parking	\$400	\$2,800	200	\$1,400	\$4,200
2	G-1 to G-2	Monumental Gateways	\$2,000	\$4,000	\$400	\$800	\$4,800
Low Estimate Total				\$38,000		\$12,600	\$50,600
Count	Type	Details	Unit Cost	Total Unit Cost	Unit Installation Cost	Total Unit Installation Cost	Total Cost
20	T-1 to T-20	Directional Trailblazers	\$2,000	\$40,000	\$400	\$8,000	\$48,000
6	DG-1 to DG-6	District Gateways	\$2,000	\$12,000	\$400	\$2,400	\$14,400
7	P	Directional Parking	\$600	\$4,200	200	\$1,400	\$5,600
2	G-1 to G-2	Monumental Gateways	\$3,500	\$7,000	\$400	\$800	\$7,800
High Estimate Total				\$63,200		\$12,600	\$75,800



## Maintenance

There will be a need to maintain, repair, and replace wayfinding components over time. Ongoing maintenance will require coordination among initiative partners. The Town of Ware is the appropriate partner to handle maintenance duties. The Town Department of Public Works should serve as the entity responsible for physical upkeep, repair, and replacement.

## Management

A wayfinding system will require active management to ensure its longevity and sustainability. A small Management Team should be created to handle any alterations to the wayfinding system. The Management Team should be composed of Town staff, Public Works, and citizen volunteers.

The alteration process would take place as follows:





# Sign Schedule

## Destinations and Terminology

The wayfinding plan includes vehicular trailblazers that direct motorists to the thirteen districts and destinations below. To the right of each destination is a depiction of the destination in the approved FHWA Series C typeface. In some cases, abbreviating or shortening of the destination name is required to keep the destination name sized appropriately for signage.

### Destinations

Aspen Grove Cemetery	<b>Aspen Grove Cemetery</b>
Grenville Park	<b>Grenville Park</b>
Historic Downtown	<b>Downtown</b>
Historic Millyard District	<b>Historic Millyard District</b>
Kubinski Field	<b>Kubinski Field</b>
Memorial Field	<b>Memorial Field</b>
Quabbin Reservoir	<b>Quabbin Reservoir</b>
Reed Pool	<b>Reed Pool</b>
Senior Center	<b>Senior Center</b>
Swift River Access	<b>Swift River Access</b>
Town Hall	<b>Town Hall</b>
Ware Historic Meetinghouse	<b>Ware Historic Meetinghouse</b>
Ware Junior/Senior High School	<b>Ware Schools</b>





## Sign Content

The information contained in each of the twenty directional trailblazer signs is listed below. Each trailblazer features one to three destinations along with directional arrows that correspond with each listed destination.

### Directional Trailblazers

#### Destination 1

- 1 ^ Downtown
- 2 ^ Downtown
- 3 ^ Town Hall
- 4 < Reed Pool
- 5 ^ Swift River Access
- 6 < Swift River Access
- 7 Swift River Access >
- 8 Historic Millyard District >
- 9 ^ Ware Historic Meetinghouse
- 10 < Aspen Grove Cemetery
- 11 < Grenville Park
- 12 < Memorial Field
- 13 Memorial Field >
- 14 < Memorial Field
- 15 Grenville Park >
- 16 < Grenville Park
- 17 Senior Center >
- 18 < Senior Center
- 19 < Ware Schools
- 20 Ware Schools >

#### Destination 2

- ^ Ware Historic Meetinghouse
- < Ware Historic Meetinghouse
- ^ Historic Millyard District
- < Ware Historic Meetinghouse
- Quabbin Reservoir >

- Grenville Park >
- ^ Quabbin Reservoir
- < Kubinski Field
- Memorial Field >
- Grenville Park >

#### Destination 3

- ^ Quabbin Reservoir
- < Quabbin Reservoir
- ^ Grenville Park
- < Quabbin Reservoir
- Memorial Field >
- Kubinski Field >

Sign content to be included in all other sign types will be displayed as part of the sign system placement map.

## Sign Placement

The Ware wayfinding system should be placed in the physical environment according to the placements maps as shown below.



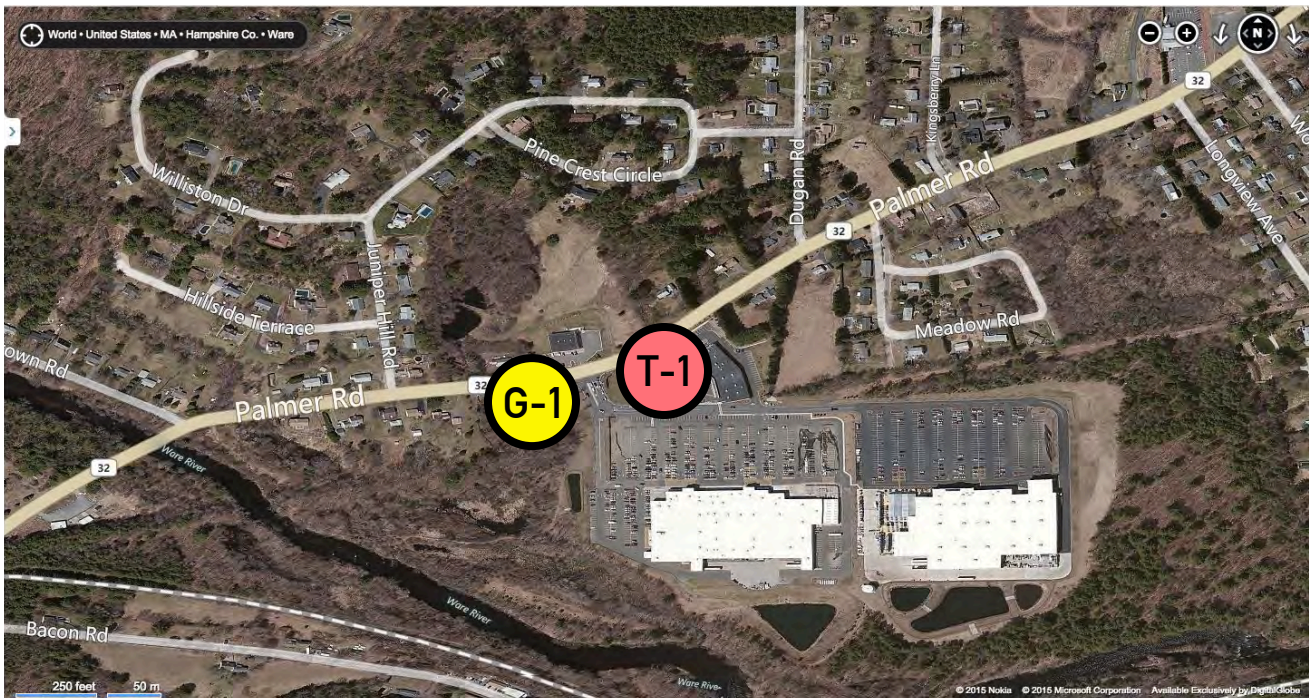
G-1

Notes: Eastbound on Palmer Rd 500' before traffic signal  
Dimensions: TBD



T-1

Notes: Eastbound on Palmer Rd 50' after traffic signal  
Letter Cap Height: 6"  
Panel Dimensions: 72"x96







T-2

Notes: Eastbound on West St 200' before intersection of Vernon St

Letter Cap Height: 4"

Panel Dimensions: 48"x64"

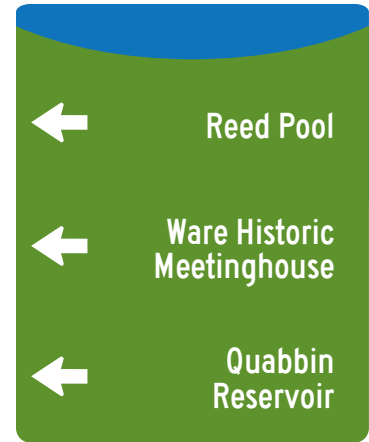


T-3

Notes: Eastbound on W Main St 100' after intersection of Vernon St

Letter Cap Height: 4"

Panel Dimensions: 48"x64"

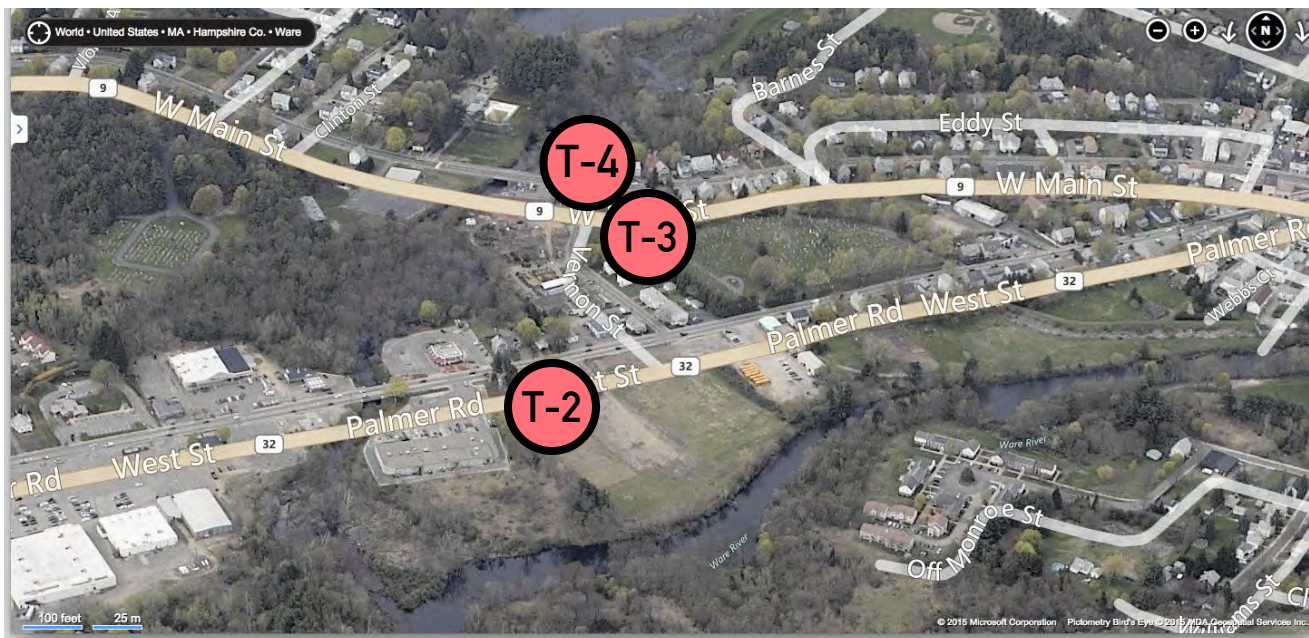


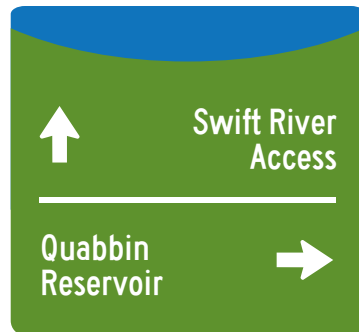
T-4

Notes: Northbound at end of Vernon St at intersection of W Main St

Letter Cap Height: 4"

Panel Dimensions: 48"x64"





### T-5

Notes: Westbound on  
Belchertown Rd 500' before  
intersection of Winsor Dam  
Rd

Letter Cap Height: 6"

Panel Dimensions: 72"x60"

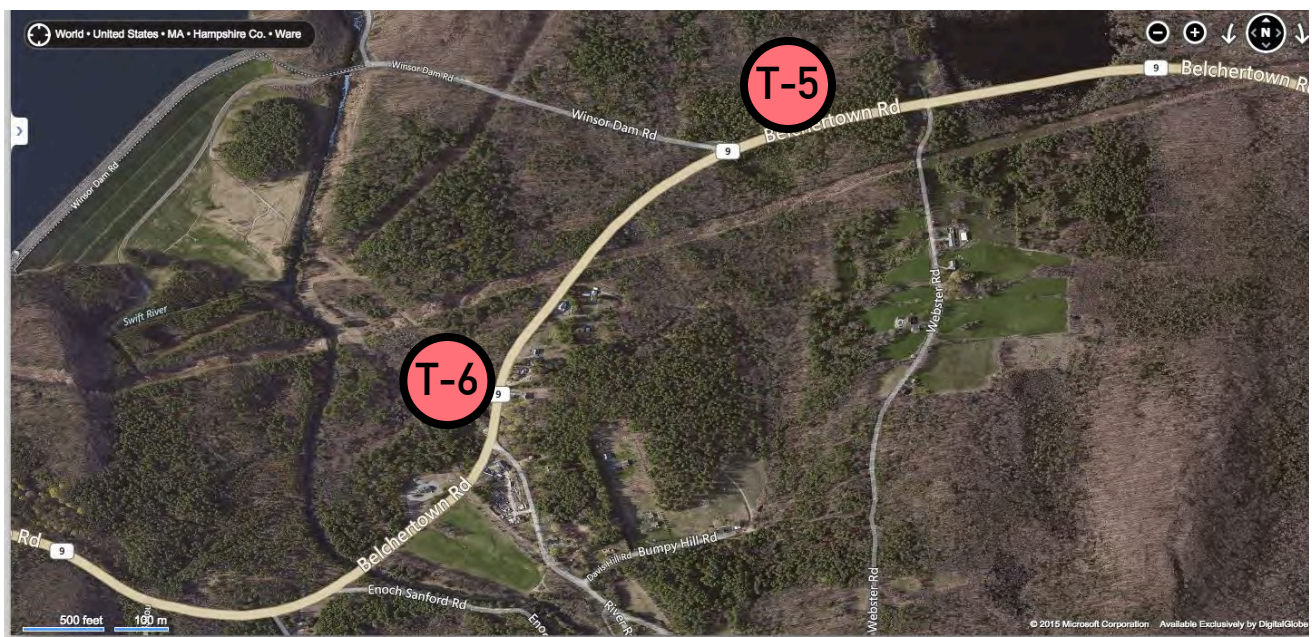


### T-6

Notes: Westbound on  
Belchertown Rd 500' before  
intersection of River Rd

Letter Cap Height: 6"

Panel Dimensions: 72"x36"

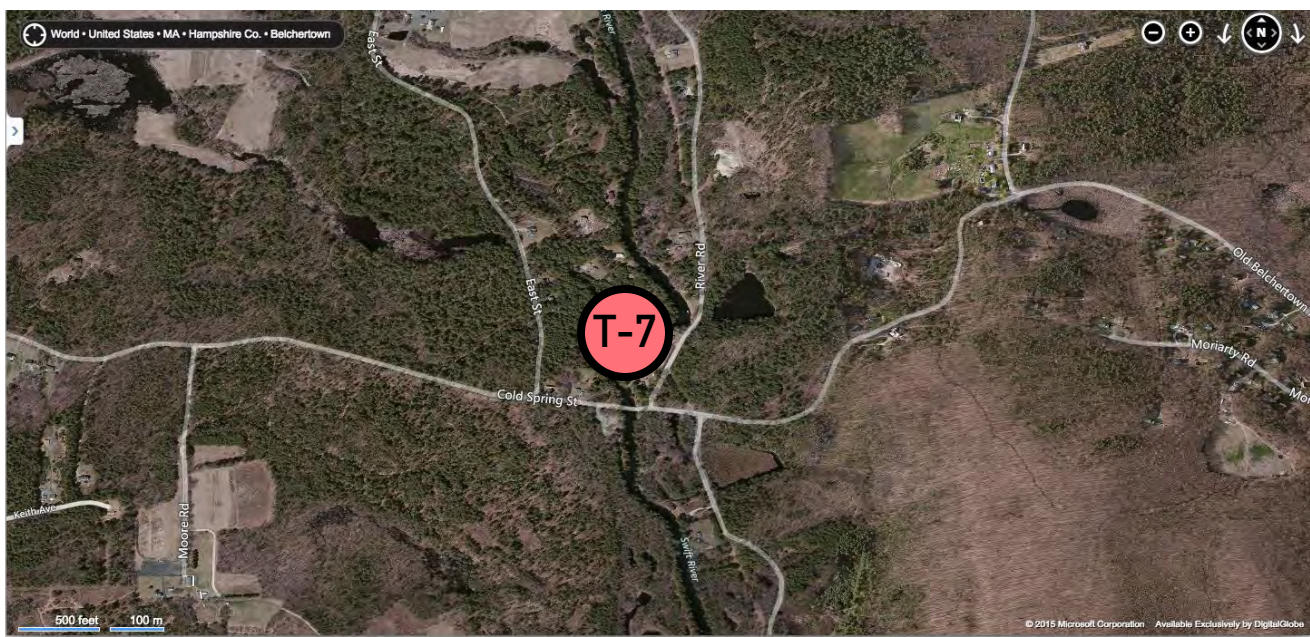






### T-7

Notes: Southbound on River Rd 200' before intersection of Cold Spring Rd  
Letter Cap Height: 6"  
Panel Dimensions: 72"x36"





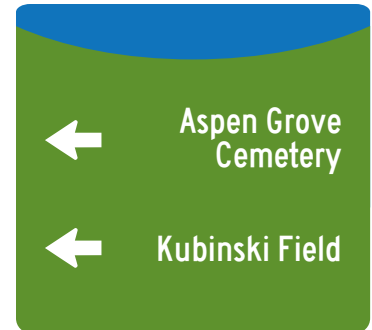
T-8

Notes: Eastbound on West St 200' before intersection of Main St  
Letter Cap Height: 4"  
Panel Dimensions: 48"x60"



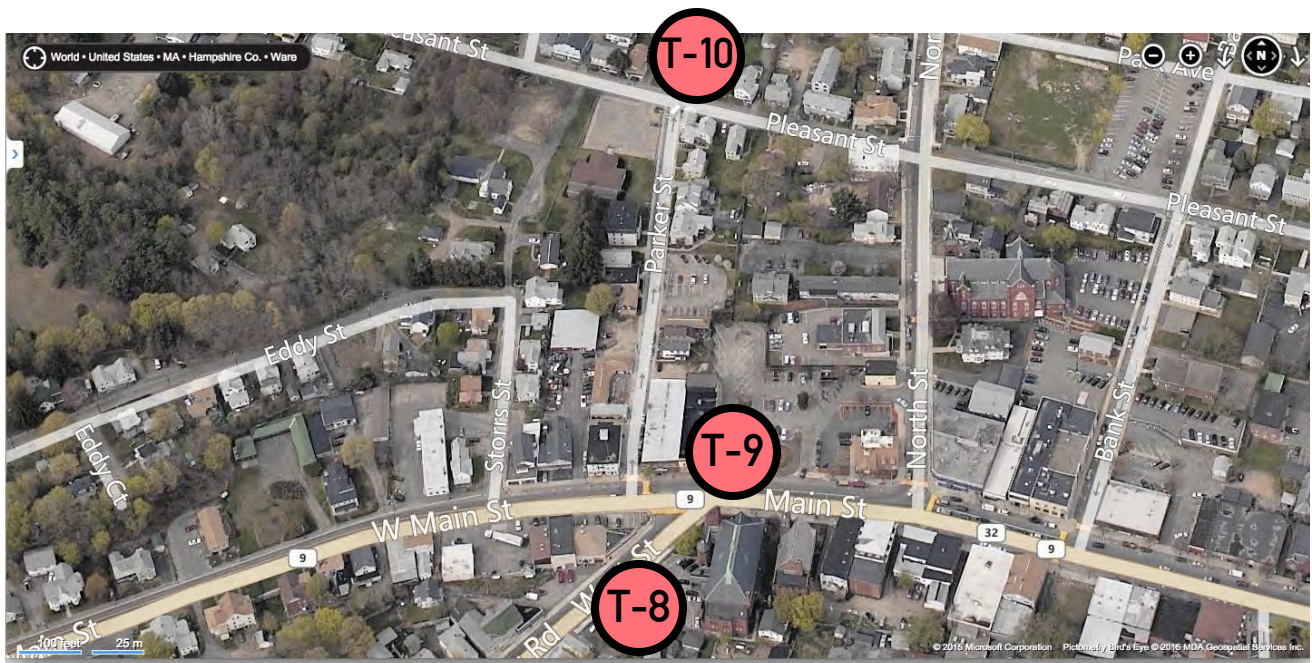
T-9

Notes: Westbound on Main St at intersection of West St  
Letter Cap Height: 4"  
Panel Dimensions: 48"x60"



T-10

Notes: Northbound at end of Parker St at intersection of Pleasant St  
Letter Cap Height: 4"  
Panel Dimensions: 48"x42"







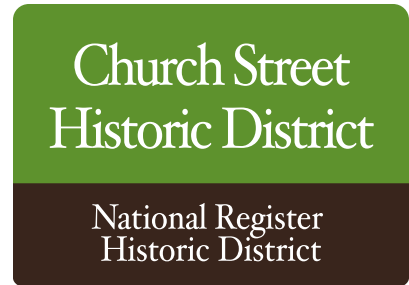
T-11

Notes: Eastbound on Main St 50' before intersection of Church/South St  
Letter Cap Height: 4"  
Panel Dimensions: 48"x42"



T-12

Notes: Westbound on Main St 50' before intersection of Church/South St  
Letter Cap Height: 4"  
Panel Dimensions: 48"x42"



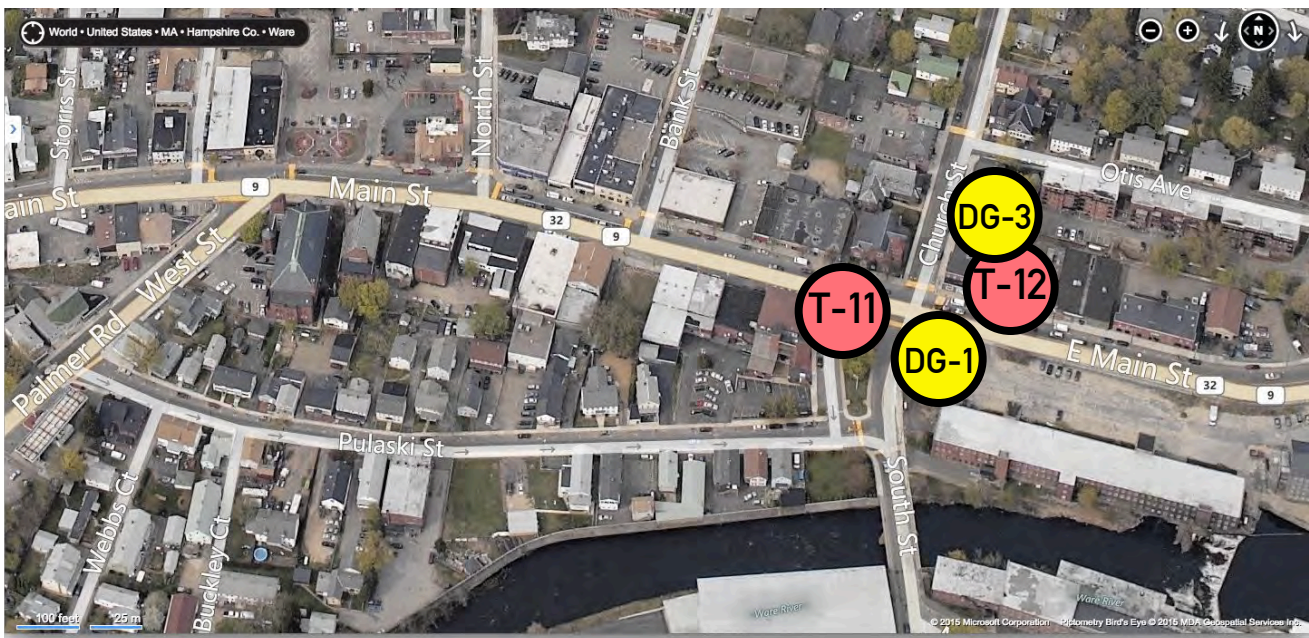
DG-3

Notes: Northbound on Church St 100' after intersection of Main St  
Letter Cap Height: 4"  
Panel Dimensions: 40"x36"



DG-1

Notes: Southeast corner of Main St and Church/South St  
Letter Cap Height: 8"  
Panel Dimensions: 60"x36"



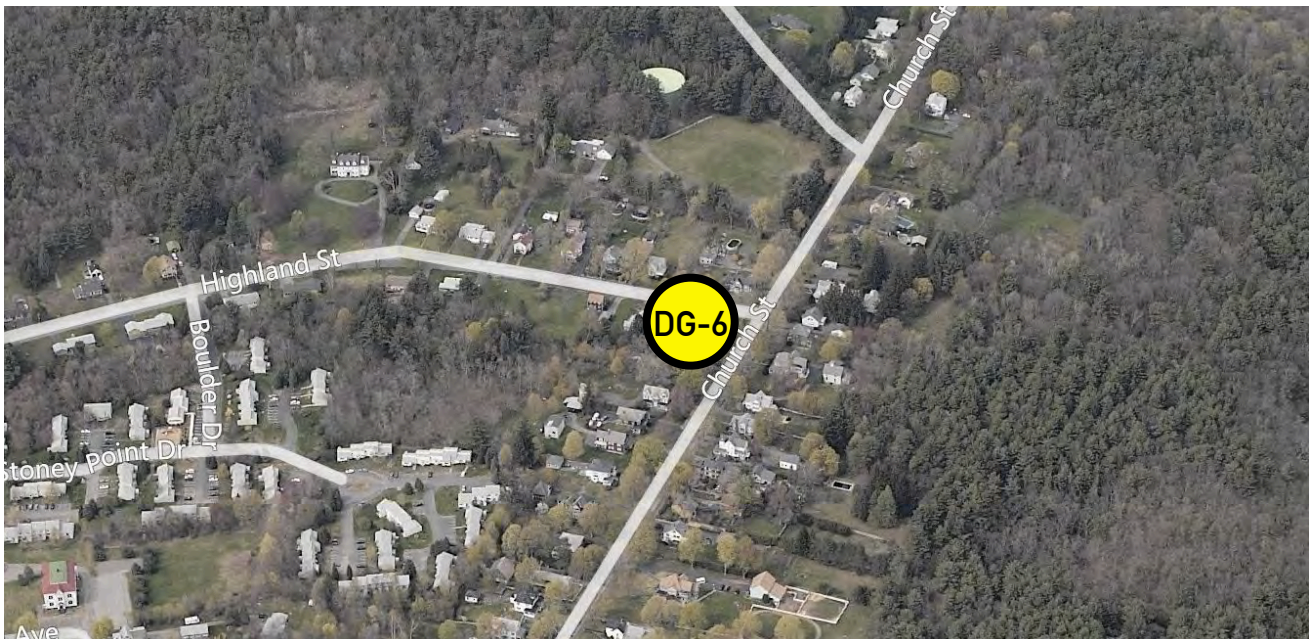


## Church Street Historic District

National Register  
Historic District

### DG-6

Notes: Southbound on  
Church St 50' after inter-  
section of Highland St.  
Letter Cap Height: 4"  
Panel Dimensions: 40"x36"







### T-13

Notes: Southbound on South St 100' before parking lot entrance  
Letter Cap Height: 4"  
Panel Dimensions: 48"x24"



### T-14

Notes: Northbound on South St 100' before parking lot entrance  
Letter Cap Height: 4"  
Panel Dimensions: 48"x24"





### T-15

Notes: Northbound on  
Church St 150' before park  
entrance  
Letter Cap Height: 4"  
Panel Dimensions: 48"x24"

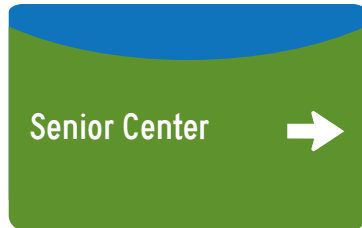


### T-16

Notes: Southbound on  
Church St 150' before park  
entrance  
Letter Cap Height: 4"  
Panel Dimensions: 48"x24"

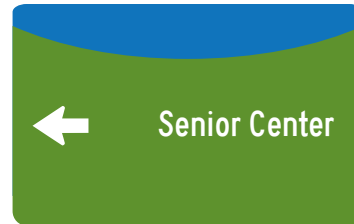






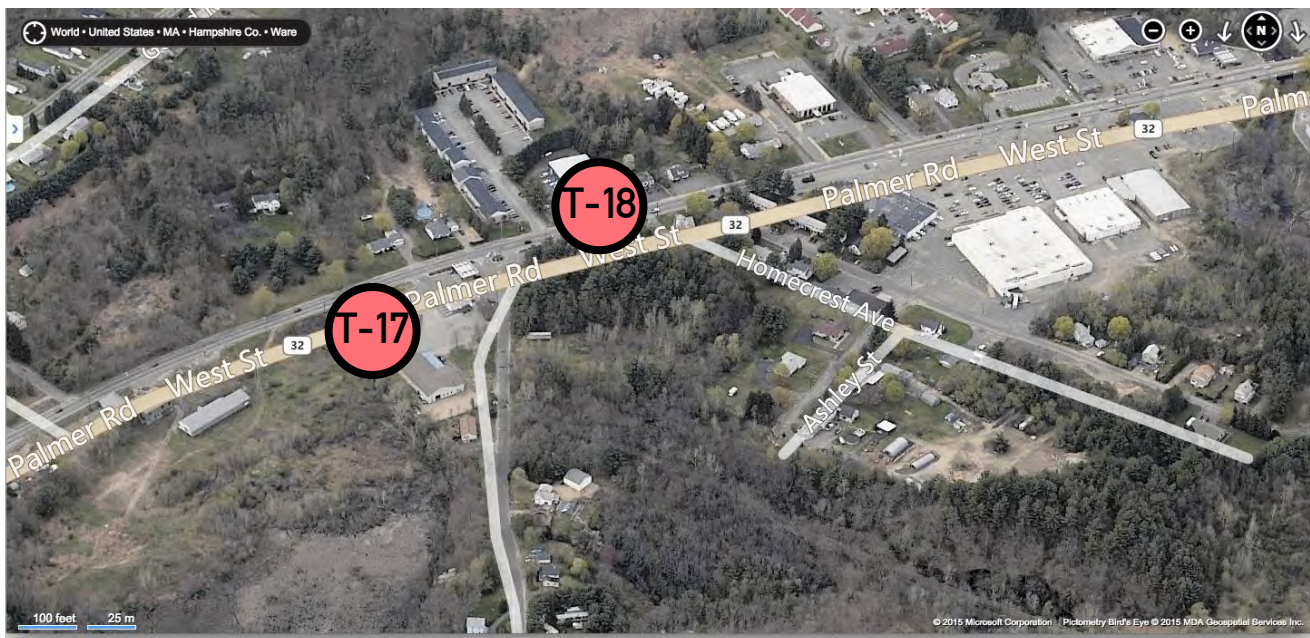
T-17

Notes: Eastbound on West  
St 150' before intersection  
of Robbins Rd  
Letter Cap Height: 4"  
Panel Dimensions: 48"x24"



T-18

Notes: Westbound on West  
St 150' before intersection  
of Robbins Rd  
Letter Cap Height: 4"  
Panel Dimensions: 48"x24"





P-1



P-2



P-3

## PARKING

Directional and Lot Signage for  
Downtown Parking Resources  
Letter Cap Height: 4"  
Panel Dimensions: 36"x24"



## DG-2

Notes: Westbound on E Main St  
on left-hand side across from  
Pleasant St intersection  
Letter Cap Height: 8"  
Panel Dimensions: 60"x36"







### MD-1

Notes: Eastbound on East St  
250' before intersection of  
Gilbertville Rd

**This is a MassDOT Sign**

Dimensions: TBD





### MD-2

Notes: Northbound on Main St 200' before Bridge St  
**This is a MassDOT Sign**  
Dimensions: TBD



### MD-3

Notes: Southbound on Main St 200' before Bridge St  
**This is a MassDOT Sign**  
Dimensions: TBD







G-2

Notes: Westbound on  
East St at intersection of  
Prendville Rd

Dimensions: TBD





## Ware Center Historic District

National Register  
Historic District

### DG-4

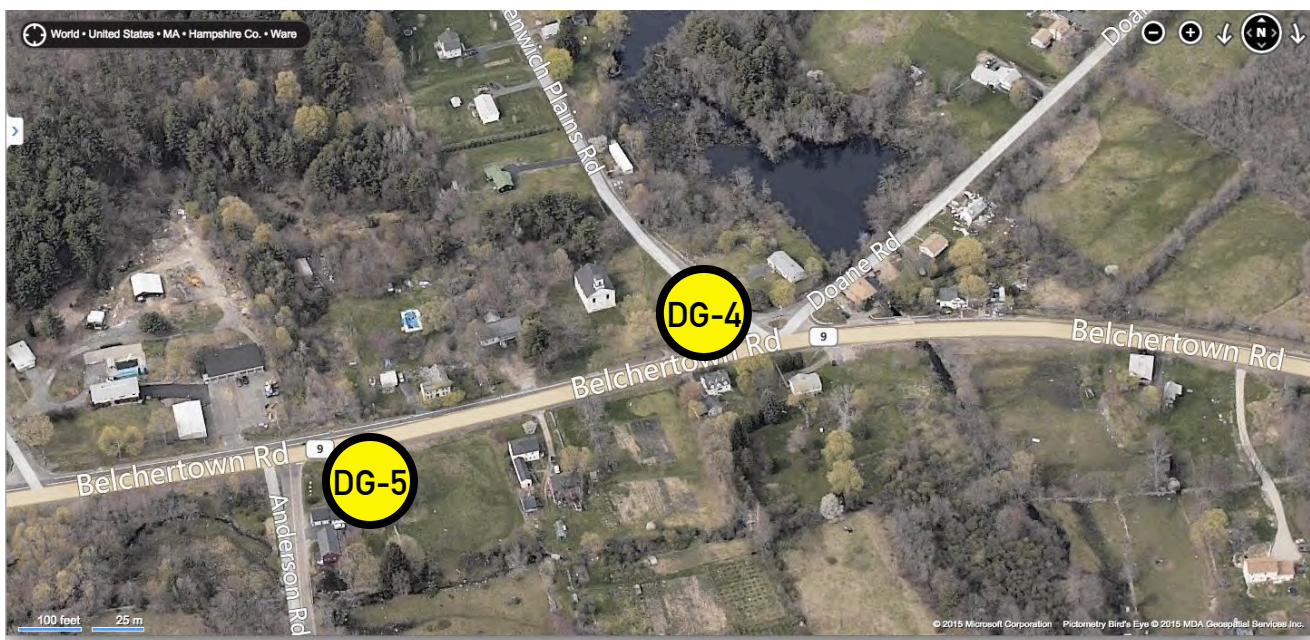
Notes: Westbound on  
Belchertown Rd 50' after  
intersection of Greenwich  
Plains Rd  
Letter Cap Height: 6"  
Panel Dimensions: 60"x54"

## Ware Center Historic District

National Register  
Historic District

### DG-5

Notes: Eastbound on  
Belchertown Rd 50' after  
intersection of Anderson Rd  
Letter Cap Height: 6"  
Panel Dimensions: 60"x54"







### T-19

Notes: Westbound on  
Belchertown Rd 150' before  
intersection of Gould Rd  
Letter Cap Height: 6"  
Panel Dimensions: 72"x36"



### T-20

Notes: Eastbound on  
Belchertown Rd 150' before  
intersection of Gould Rd  
Letter Cap Height: 6"  
Panel Dimensions: 72"x36"

