



TOWN OF
ASHBURNHAM
MASSACHUSETTS

WAYFINDING AND BRANDING GUIDE



Commonwealth of Massachusetts
Executive Office of
Economic Development

MASSACHUSETTS
DOWNTOWN INITIATIVE

ACKNOWLEDGEMENTS

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Prepared with a grant from the **Massachusetts Downtown Initiative from the Executive Office of Housing and Livable Communities**.

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Prepared by **Innes Associates, Ltd.** and **LANDAU Design + Technology**



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1. INTRODUCTION



Effective wayfinding and signage are crucial in enhancing the navigational experience within the area. For the Town of Ashburnham, ensuring clear and intuitive wayfinding systems is not merely a matter of convenience but a fundamental aspect of enhancing civic pride, promoting local businesses and forming a cohesive identity for the Town. Innes Associates together with LANDAU Design + Technology assisted the Town of Ashburnham in developing this study as part of the Massachusetts Downtown Initiative, sponsored by the Executive Office of Housing and Livable Communities.

In developing the new signage strategy, the importance of reflecting local history and context was crucial. The goal was to incorporate the past and position the visual style for the future. By incorporating elements such as historical landmarks, cultural heritage, and community narratives into signage design, we aimed to preserve Ashburnham's unique identity.

The proposed wayfinding and signage strategy for Ashburnham conducted a thorough assessment of existing conditions within the Town. By analysing signage effectiveness and identifying the gaps, a tailored approach was developed that maximizes impact and usability.

2. GOALS OF WAYFINDING



Implementing a cohesive Town branding and signage program in Ashburnham is essential for several reasons. A comprehensive signage system:

- Enhances the town's visual identity and reinforce its historical origins and future identity by incorporating these elements which also evokes a sense of civic pride.
- Implements a complete planned signage program improving wayfinding and navigation and also makes it easier for both locals and visitors to explore the Town's landmarks and local businesses.
- Allows for community input fostering a sense of ownership and inclusivity. When residents have a say in the aesthetic and functional aspects of signage, they become more invested in their town's image and infrastructure.
- Reduces redundancy in signage supports efficient travel to and within the area and improving the flow of traffic throughout the Town.
- Encourages "place to stay" destinations in Downtown, providing information about local stores, events and in turn contributing to economic development.

3. INVENTORY AND FINDINGS

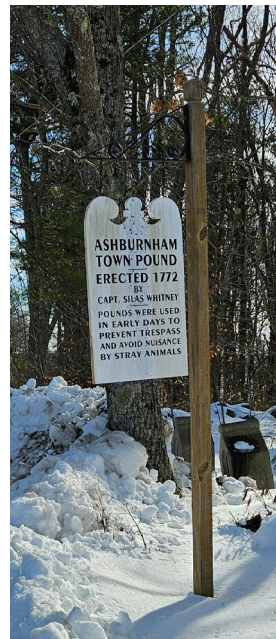


Innes Associates conducted a thorough documentation and categorization of existing signage in Ashburnham using the drive-by method and photographs. This survey aimed to establish a clear understanding of current signage placement, effectiveness, and areas needing improvement. By cataloging each signage instance and location, it laid down a groundwork of needs and gaps to build up the proposed network.

This helped in planning strategically for new signage installation. Moreover, sequencing of signage and establishing a logical order and visual language, ensures that each sign complements the next guiding residents and visitors seamlessly through Ashburnham's streets and attractions.

In a collaborative effort to gather community feedback and present the findings, two public workshops were hosted. The first one aimed at reviewing types of signages and style's and gaining community input for their preferences. Examples included directional signs, informational kiosks, historical markers. Through interactive sessions and visual presentations of existing conditions, participants provided valuable input on signage preferences, placement suggestions, and design considerations. This led to workshop two, where three design options were presented to community for their feedback. For better input this survey was also available online, to reach out to a wider base of the community.

The findings are documented as design illustrations, photographs and locator maps. The maps are for reference only.

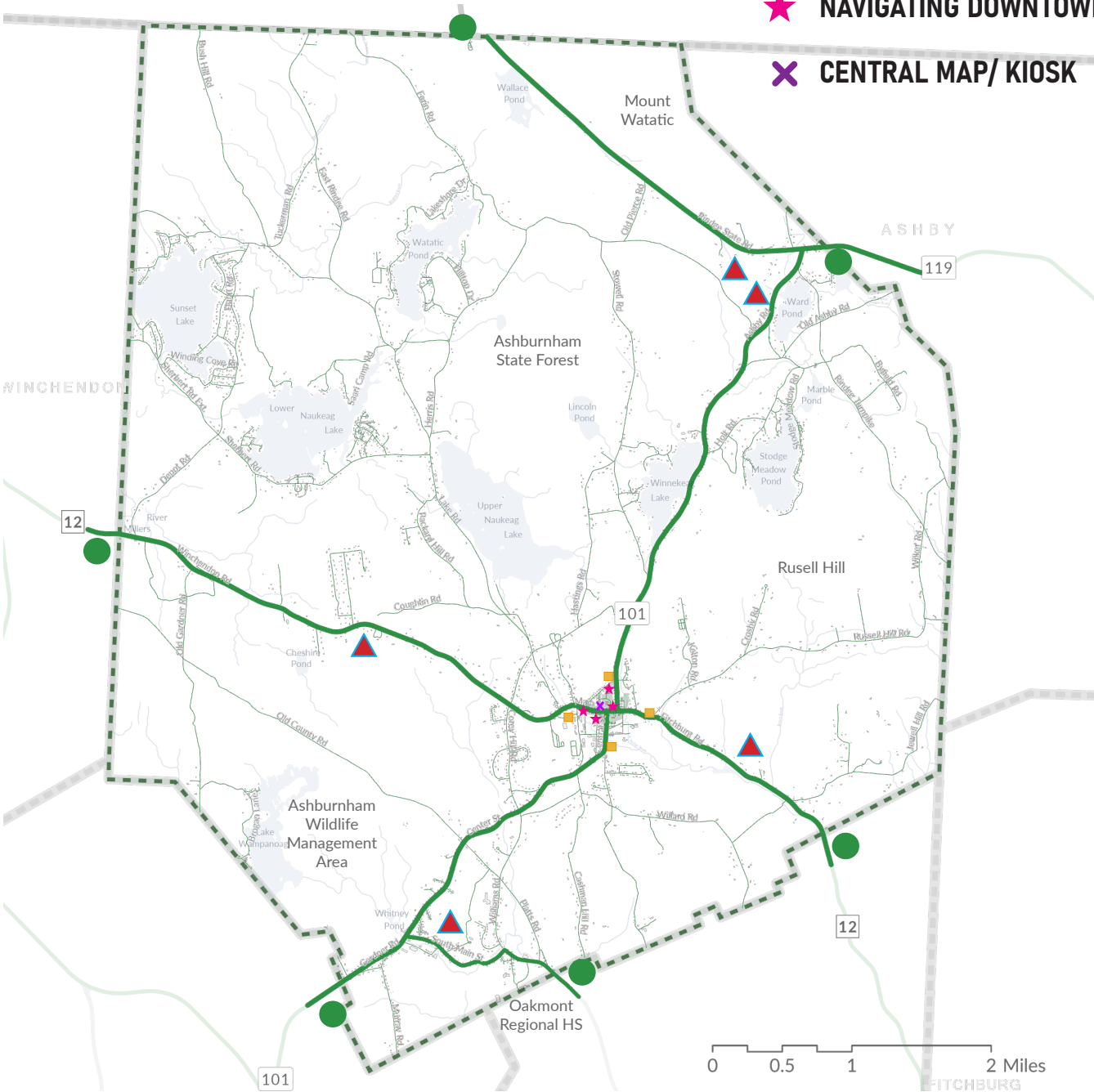


Source: Photos by Innes Associates, Ltd.

4. PROPOSED SIGNAGE NETWORK

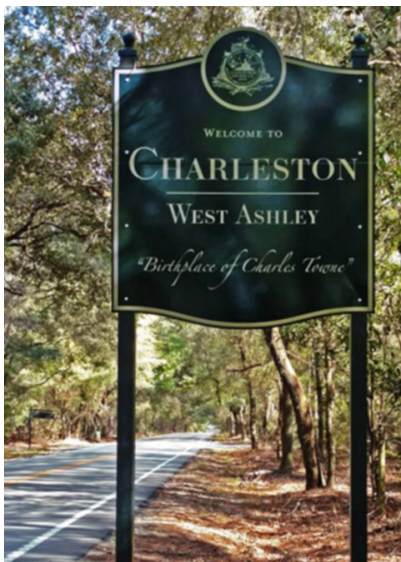
The following map indicates proposed signage locations. By identifying these key entry points and routes leading to downtown destinations, this network aims to create a cohesive wayfinding system for easier orientation and navigation.

- WELCOME TO ASHBURNHAM
- ▲ NAVIGATING ASHBURNHAM
- WELCOME TO DOWNTOWN
- ★ NAVIGATING DOWNTOWN
- ✕ CENTRAL MAP/ KIOSK



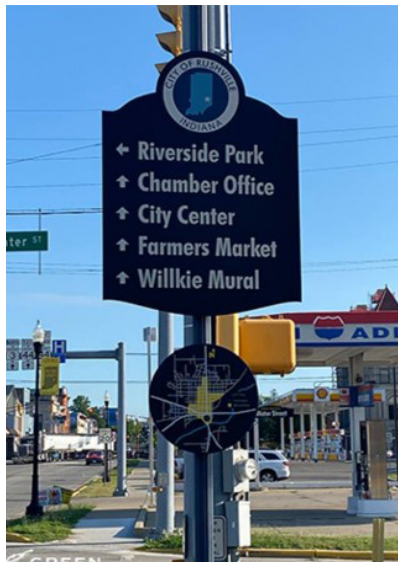
PREFERRED SIGN TYPE: VISUAL SURVEY RESULTS

● Welcome to Ashburnham!



Source: West Ashley Neighborhood, Charleston, SC. Photo by, Todd Barwick

▲ Navigating Ashburnham



Source: Rushville, IN. Photo by, greensignco.com

★ Navigating Downtown



Source: Queen Creek, AZ. Photo by nsp.biz

■ Welcome to Downtown!



Source: Martinsburg, WV. Photo by Pinterest



Source: Arlington, MA. Photo by cityofattleboro.us

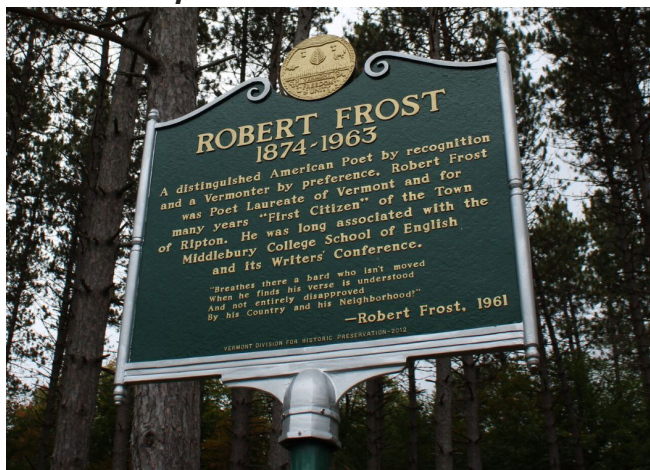
✕ Central Map/ Kiosk



Source: Salem, MA. Photo by rollbarresi.com

5. SIGNAGE DESIGN OPTIONS

PRECEDENT/ REFERENCE IMAGES



Source: Gareth Henderson Photo



Source: Sentinel & Enterprise



Source: Frazier Associates | Client: City of Martinsburg



MATERIALS: Metal Panel + Steel Structure to look like Wood

OPTION 1: TRADITIONAL

This design draws inspiration from Ashburnham's historical roots. The 41 acres of town land are symbolically represented by 41 square feet of signage. The form integrates the town's original land plat with local industrial elements, creating a canvas that celebrates the town's heritage. The imagery of the "schoolboy" with a pail, reflecting an existing town symbol, is preserved and honored in this traditional style.

WAYFINDING AND BRANDING GUIDE | TOWN OF ASHBURNHAM, MA

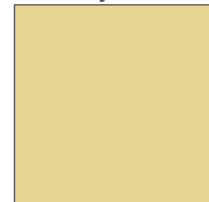
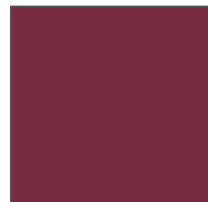
Modesto Poster Regular </>

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG

COLORS

#7d2e44

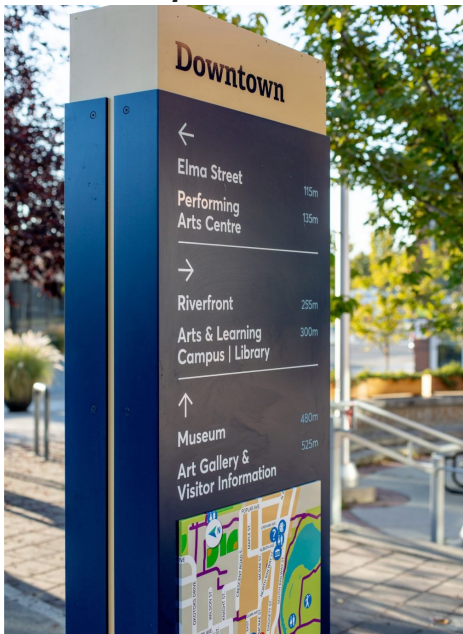
Secondary material



DESIGN ELEMENTS

Cutout of School Boy & Town Seal + Decorative Classical Shapes

PRECEDENT/ REFERENCE IMAGES



Source: Cygnus Design Group, Town of Okotoks



Source: Special Lite Products



Source: City of Milwaukie



Source: Photograph by Donn Petelka

MATERIALS: Metal, Stone Bench, Steel Posts

OPTION 2: TRADITIONAL + MODERN

Combining traditional forms and materials seen throughout Ashburnham with contemporary elements, this sign incorporates colors and patterns from the town’s current branding. The design maintains orthogonal geometry, introducing curvilinear shapes at the edges for a modern touch. The iconic imagery of the “school boy” is honored and updated with colors matching the town’s branding.

Rockwell Std Bold </> The quick brown fox ju	Rockwell Std Regular </> The quick brown fox junn	
Neulis Sans Bold </> The quick brown fox jumps over the lazy dog		
COLORS		
#004058 	pattern 	#000000
DESIGN ELEMENTS		
Mostly Town Seals, School boy, Vector Outlines of Town Buildings		

PRECEDENT/ REFERENCE IMAGES



Source: RSM Design | Client: Irvine Company



Source: Figureground Studio | Client: The City of Thunder Bay



Source: Cygnus Design Group | Client: Town of Okotos

MATERIALS: Metal, Stone Bench

OPTION 3: MODERN

This design honors the town's 'A' motif by intersecting a rectilinear shape with the 'A' shape. The form of the "schoolboy" is outlined within the design, creating a contemporary look. The materials used are lighter and thinner, emphasizing modernity while still paying homage to the town's traditional symbols.

FONTS

Neulis Sans Bold </>

The quick brown fox jumps over the lazy dog

COLORS

#004058

#e08300

pattern

#000000



concrete

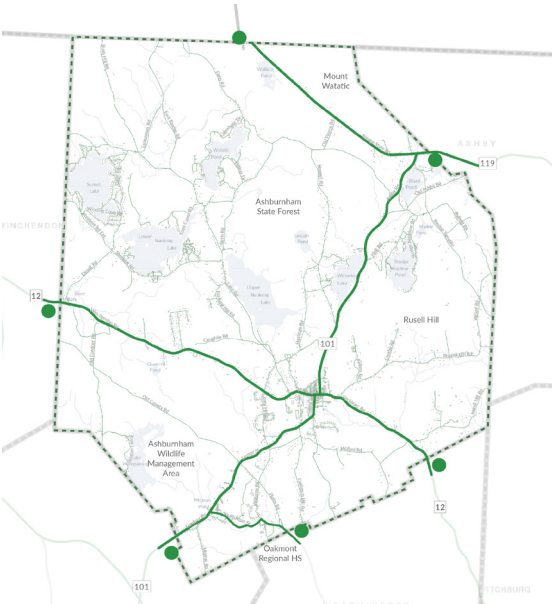


DESIGN ELEMENTS

Simplified school boy cut-out, Vector Outlines of Town Buildings, New Colors

6. ASHBURNHAM'S SIGNAGE NETWORK

WELCOME TO ASHBURNHAM!



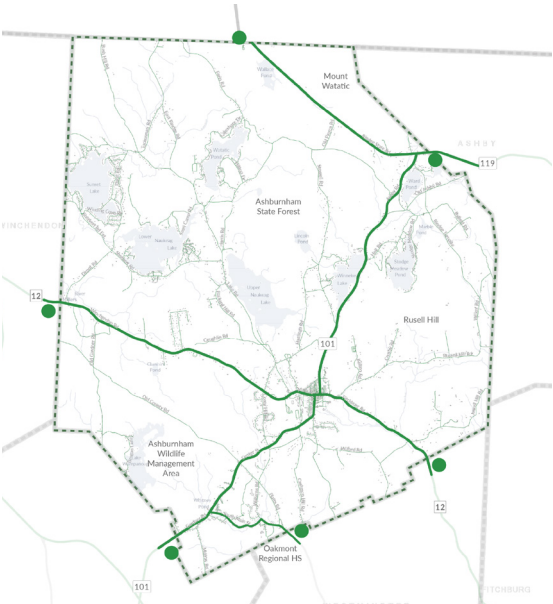
OPTION 1: TRADITIONAL



The first sign to indicate arrival/ entrance into Ashburnham serves as the official greeting and announcement of arrival to the community, symbolizing a hospitable introduction to the destination.



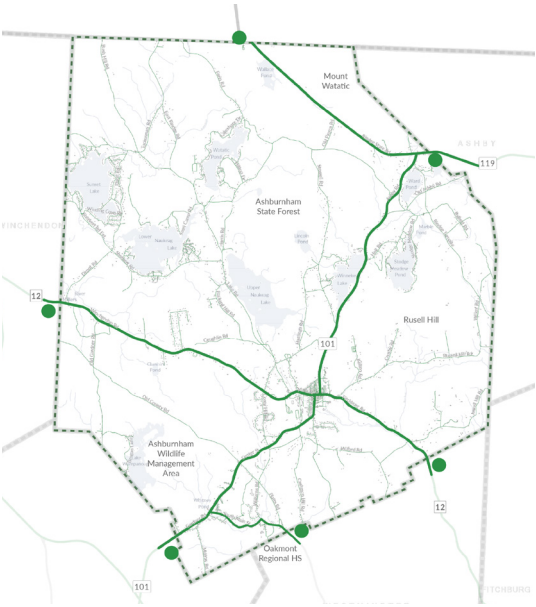
WELCOME TO ASHBURNHAM!



OPTION 2: TRADITIONAL + MODERN



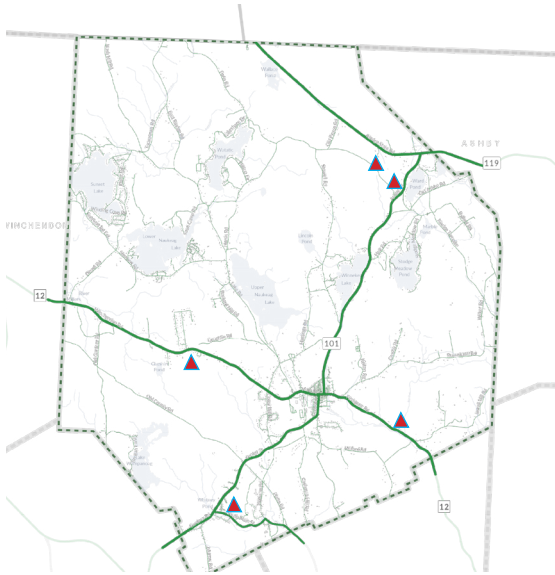
WELCOME TO ASHBURNHAM!



OPTION 3: MODERN



NAVIGATING ASHBURNHAM!



The 'Navigating Ashburnham' sign serves as the essential second layer after the welcome sign, efficiently guiding visitors to key town destinations, facilitating quick decision making for drivers seeking specific locations within the Town.

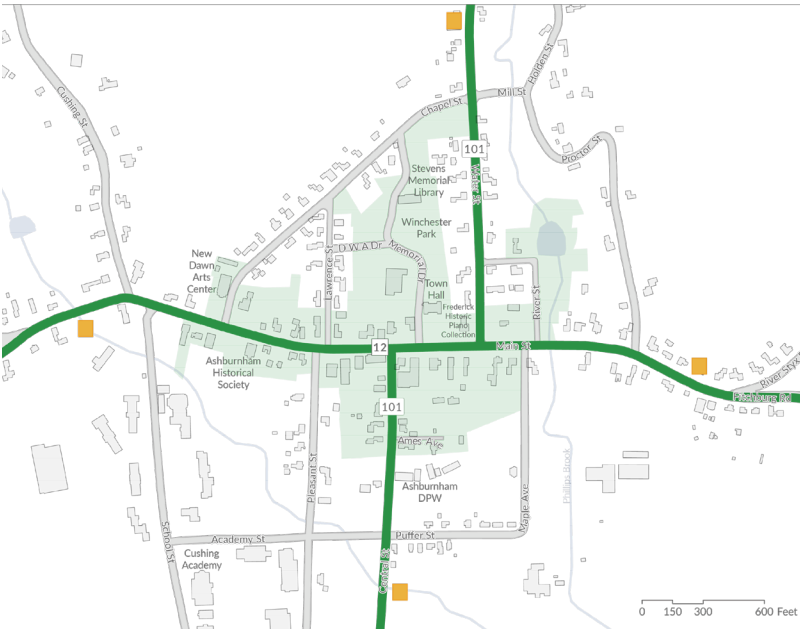
OPTION 1: TRADITIONAL

OPTION 2: TRADITIONAL + MODERN

OPTION 3: MODERN



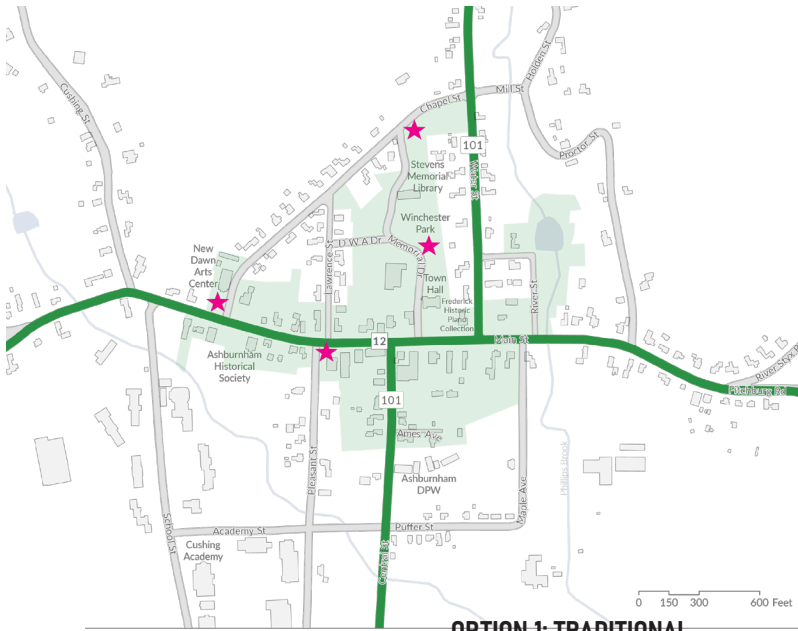
WELCOME TO DOWNTOWN



The ‘Welcome to Downtown’ signs serve as distinctive identifiers of the district, orienting individuals towards key landmarks and providing a brand identity for the area.



★ NAVIGATING DOWNTOWN



The 'Navigating Downtown' signs represent the next tier of signage within the Downtown District, offering detailed directions for drivers to locate parking areas as they began their exploration on foot. For pedestrians, these signs serve as ongoing identifiers, furnishing comprehensive information on available services and entertainment offerings within the district.

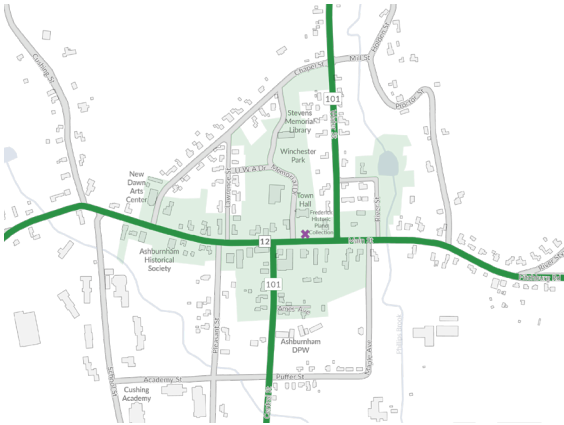
OPTION 1: TRADITIONAL

OPTION 2: TRADITIONAL + MODERN

OPTION 3: MODERN



✕ CENTRAL MAP/ KIOSK

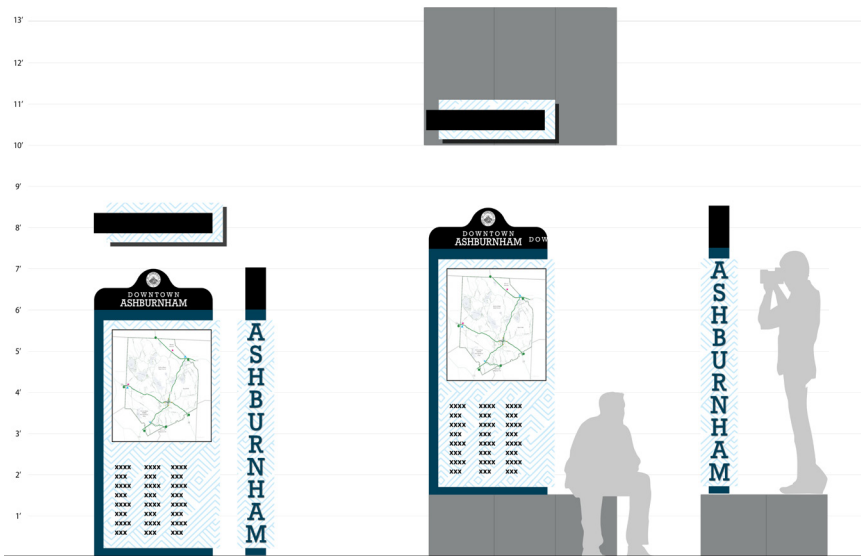


The 'Central Map/ Kiosk' serves to solidify visitor's mental understanding of the area, enhancing their ability to navigate towards specific destinations with precision. The kiosk also serve a dual purpose, not only facilitating detailed exploration of locations but serving as a convinient stopping point where individuals can briefly pause, gather information, and perhaps enjoy a momentary respite.

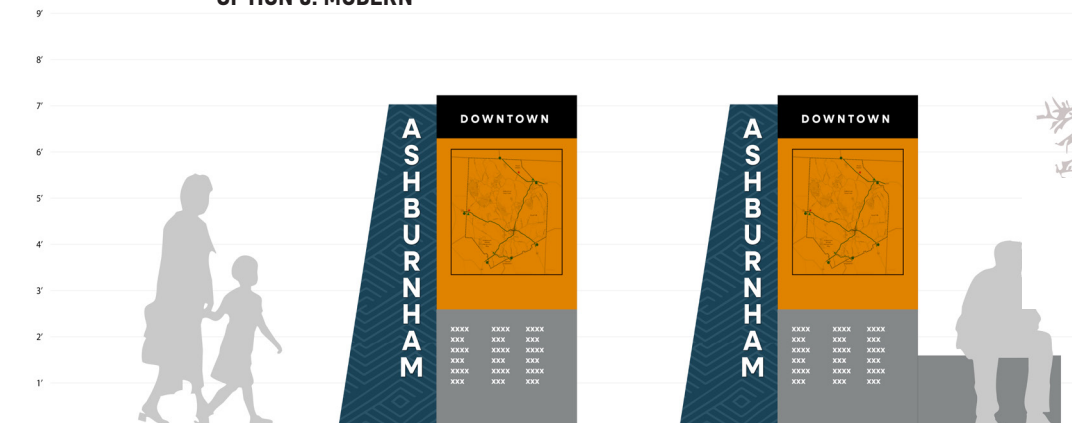
OPTION 1: TRADITIONAL



OPTION 2: TRADITIONAL + MODERN



OPTION 3: MODERN



7. IMPLEMENTATION



Effectively implementing the proposed signage network is the next step in ensuring a consolidated wayfinding network for the Town. The following steps should be taken for the initial implementation processes:

Community Involvement

Extensive community involvement and engagement to promote the preferred option. This step is crucial to make sure this effort is accepted by the community. Key individuals should be identified to lead these efforts. Their voice and support will be important in steering this project towards success and acceptance.

Navigating Jurisdictional Considerations

Collaboration with all involved jurisdictions, particularly MassDOT who oversees state-owned or managed roads, are important. Understanding each jurisdiction's regulations and restrictions regarding sign placement locations, size limitations, and permit regulations is important for easier approvals and minimizing delays. Engaging in proactive communication with state officials and local authorities will facilitate the successful implementation of the signage network while complying with the legal frameworks.

Identifying Funding Sources

Securing sufficient funding is essential to successfully implementing the wayfinding strategy. Various funding sources such as government grants, private sponsorships, community funding raising events, tax increment financing should be explored. Also, obtaining competitive quotes from reputable vendors for production and installation of signage ensures cost-effectiveness and quality assurance.

PREFERRED DESIGN TYPE: SURVEY RESULTS

OPTION 2: TRADITIONAL + MODERN

Fonts

Rockwell Std Bold </>	Rockwell Std Regular </>
The quick brown fox ju	The quick brown fox jum
Neulis Sans Bold </>	
The quick brown fox jumps over the lazy dog	

Colors

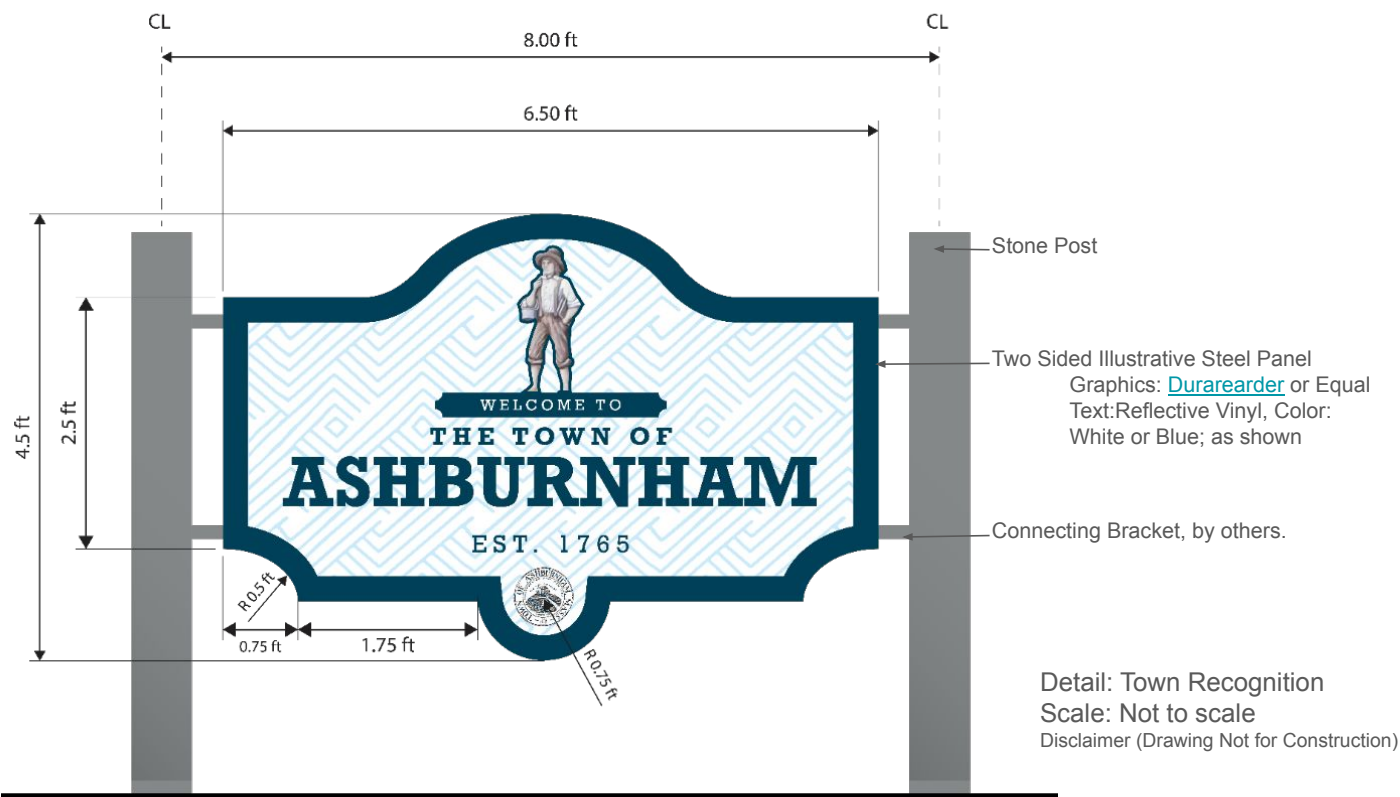
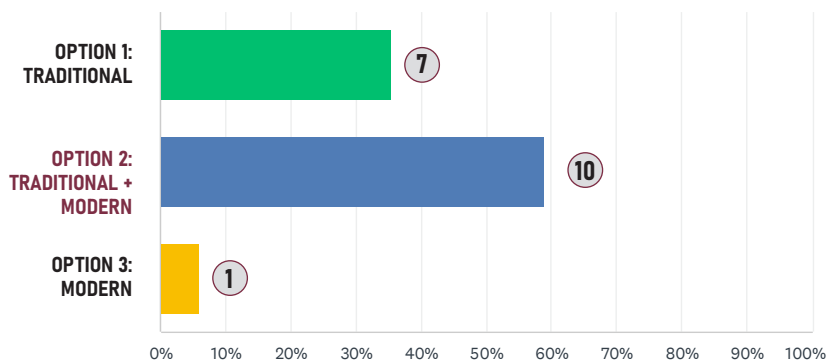
#004058	pattern	#000000

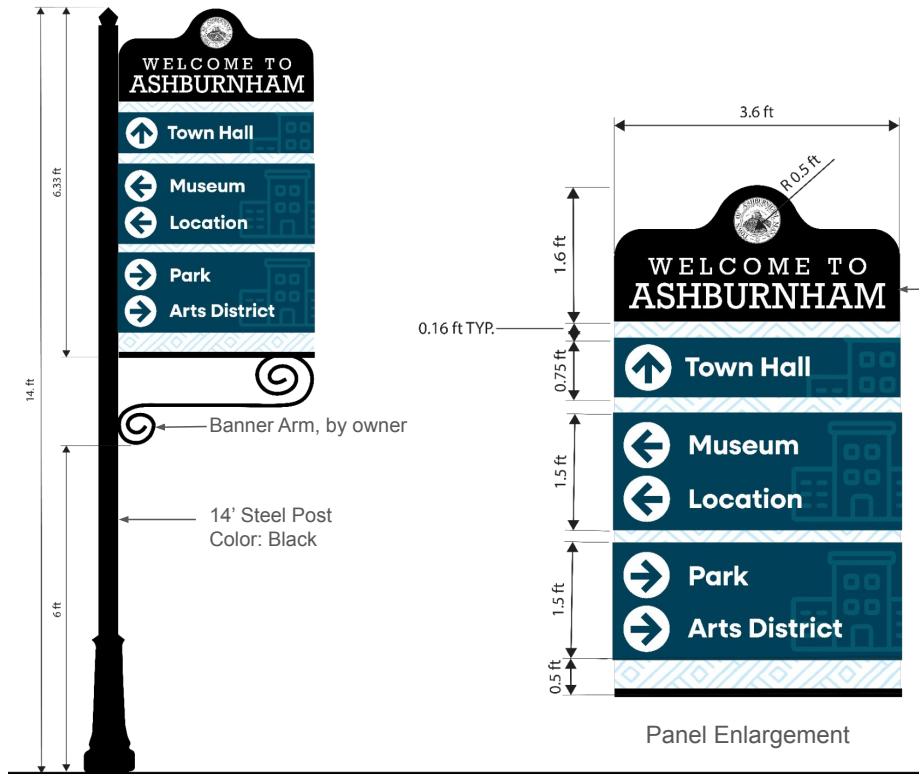
Design Elements

Town Seals, School boy Image, Vector Outlines of Town Buildings

TOTAL OPTION 2 VOTES: 16

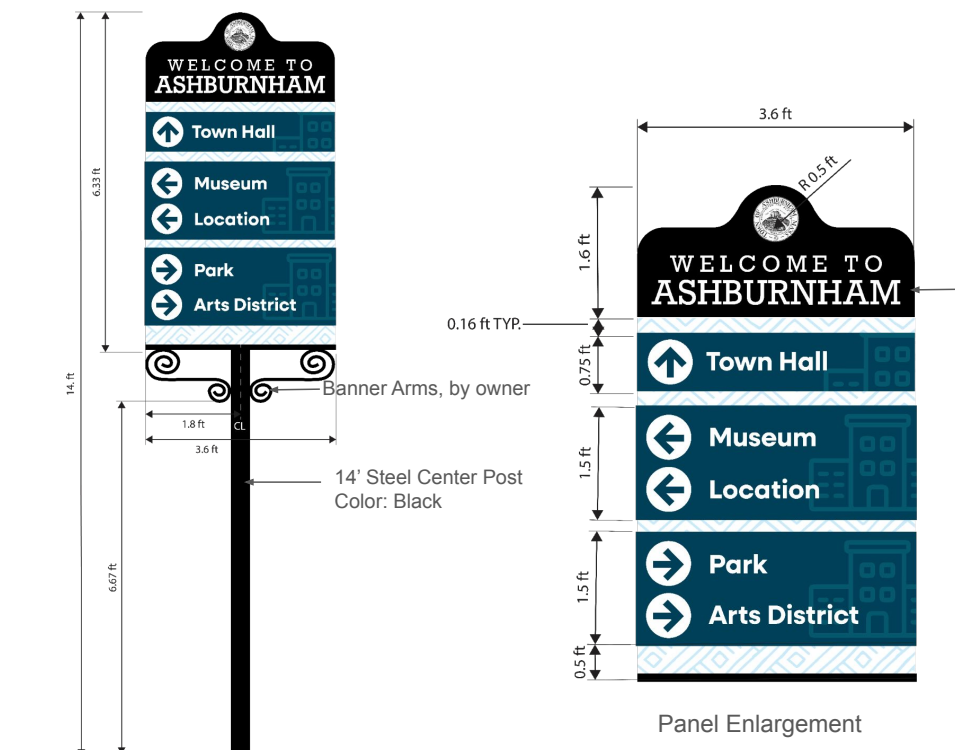
PUBLIC WORKSHOP #2 OPTION 2 VOTES: 6





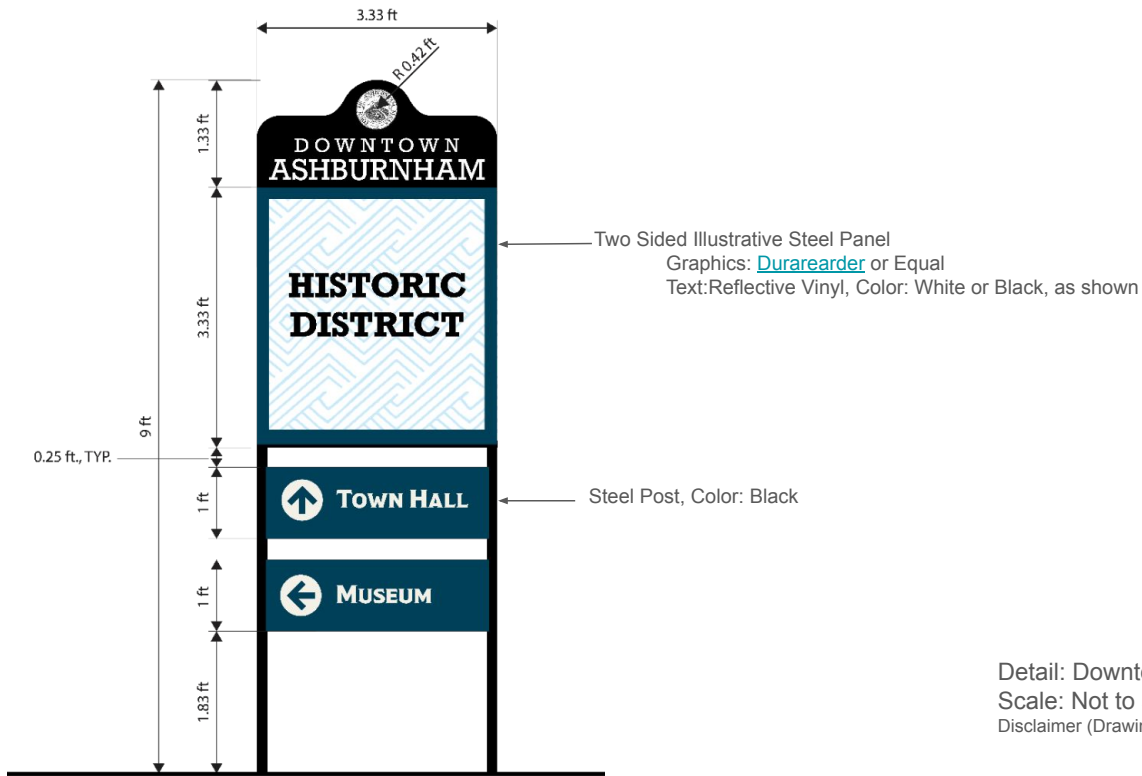
Two Sided Illustrative Steel Panel
Graphics: [Durarearder](#) or Equal
Text: Reflective Vinyl, Color: White

Detail: Destination Directional
Scale: Not to scale
Disclaimer (Drawing Not for Construction)

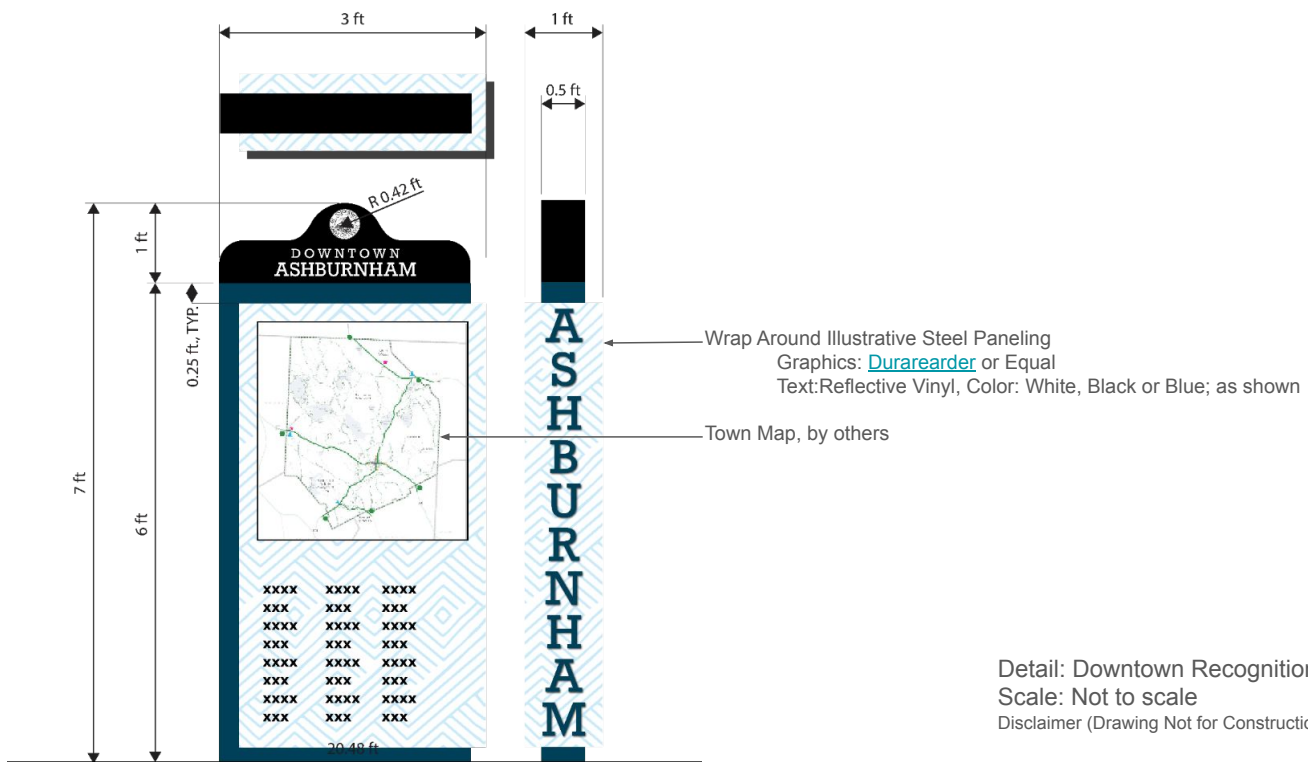


Two Sided Illustrative Steel Panel
Graphics: [Durarearder](#) or Equal
Text: Reflective Vinyl, Color: White

Detail: Town Destination
Scale: Not to scale
Disclaimer (Drawing Not for Construction)

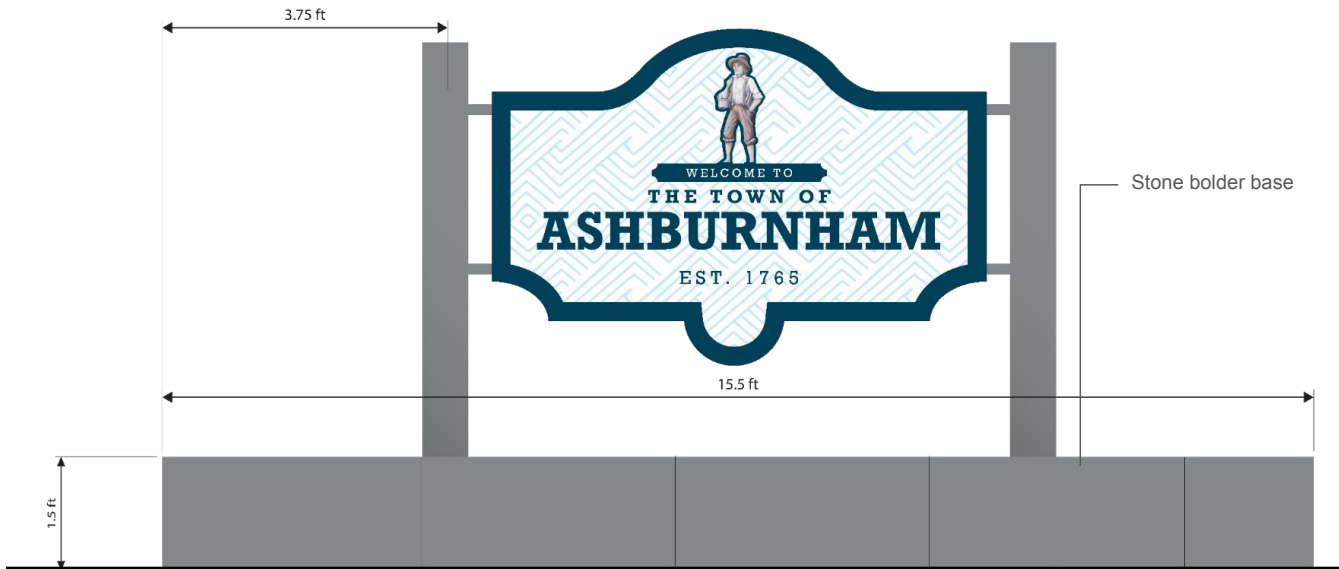


Detail: Downtown Directional
 Scale: Not to scale
 Disclaimer (Drawing Not for Construction)



Detail: Downtown Recognition
 Scale: Not to scale
 Disclaimer (Drawing Not for Construction)

Detail: Ad Alternate,
Town Recognition Base
Scale: Not to scale
Disclaimer (Drawing Not for Construction)



PREFERRED DESIGN TYPE: ESTIMATED COST

ITEM #	PRODUCT	DESCRIPTION	QUANTITY	SUBTOTAL
1	Pan-2"	Loc. 1 (Exhibit 1) D/F Pan Sign Per customer approved MSA Drawing Size: 54" H x 78" W x 2"D Face: aluminum. Graphics: High performance digitally printed graphics Art files provided by customer Custom Painted Border (1) Color - TBD Granite Posts: 8" x 8" Direct burial into concrete Frame: aluminum tube Mount: 1" Sq Tube arms connected to 1/4" T Aluminum Plates attached to granite posts	1	\$4,955.50
2	Custom Fabricated Sign	Loc. 2 (Exhibit 2) D/F Panel attached to Steel Post Per customer approved MSA Drawing Size: Approx. 75.96" H x 43.2" W x 1/8" D Face: aluminum Graphics: Digitally Printed Reflective Vinyl Art files provided by customer. Single decorative round Post w/ bracket Post to be Direct buried into eath with concrete backfill Mount: Panel Mounts direct to post via aluminum angle and post brackets	1	\$2,688.00

ITEM #	PRODUCT	DESCRIPTION	QUANTITY	SUBTOTAL
3	Custom Fabricated Sign	Loc. 3 (Exhibit 3) (2) Sets of Panels Mounted Direct to Posts Per customer approved MSA Drawing Size: Approx. 108" H x 39.96" W x 3.25" D Face: 1/8" Aluminum Graphics: Digitailly Printed Reflective vinyl Art files provided by customer. (2) 3" x 3" Posts: Direct burial into concrete Mount: angle clips between posts to support both faces of Panels Panels (4) 12" H x 39.96" W (2) 55.92" H x 39.96" W	1	\$3,534.00
4	Monument	Loc. 4 (Exhibit 4) Monument Sign w/ Routed Header, and wrap around pedestal/frame. Per customer approved MSA drawing Overall size: 84" H x 36" W x 12" D. Material: aluminum. Graphics Text: high performance plotter cut reflective vinyl Lighting: Non-illuminated. Side vinyl: Text- ASHBURNHAM Assumes Direct bury into earth with concrete backfill	1	\$5,383.00
5	Artwork / Design / Production Setup	Artwork / Design Labor. Per customer approved MSA Design/Shop drawings, suitable for permitting and production purposes.	1	\$621.00
6	Permit Fee	Permit Fee. Cost of permit not including labor to acquire.	1	\$0.00
7	Permit Labor	Permit Acquisition. Cost of labor to acquire permit. Rates: \$95/hour 8AM - 5PM. After hours: \$170/hour.	1	\$0.00
8	Survey	Technical Site Survey- Prior to fabrication. Perform comprehensive technical survey to inspect and verify site conditions, including: VIF measurements, size constraints, fit and color finish, wall type and conditions, access for electrical connections and fasteners, need for special equipment.	1	\$350.00
9	Install	Install. Type: Open Shop. Hours restrictions: No. Meet client on-site: No. Police Detail required: No. Estimate Assumes: Metro doesn't need a specialty lift	1	\$7,650.00
Estimate Total				\$25,181.50
Taxes				\$1,035.03
TOTAL				\$26,216.53*

* ESTIMATES ARE VALID FOR 30 DAYS



All estimates are provided by Metro Sign & Awning.

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