

# Lancaster Branding & Wayfinding Report



July 2024



Commonwealth of Massachusetts  
Executive Office of Economic Development







# Acknowledgments

The Branding + Wayfinding Plan is funded by the Community One Stop for Growth Massachusetts Downtown Initiative (MDI) Grant.

## Advisory Committee Members

- Town Planner: Brian Keating
- Thayer Memorial Library: Joe Mulé
- Planning Board Member: George Frantz

## Stakeholders

- Town Administrator
- Department of Public Works
- Historic Commission
- Recreation Committee
- Commission on Disability
- Council on Aging
- Conservation Commission
- Lancaster Land Trust
- Village Church

## Consultant

Civic Space Collaborative

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Funded by MA Downtown Initiative Program of:



Commonwealth of Massachusetts  
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# Introduction



# Introduction

The Town of Lancaster was established in 1653 on Nashawogg land and is the oldest town in Worcester County. Lancaster has several municipal, historical, and conservation destinations to which the wayfinding system will direct residents and visitors. The Town Common is one key destination lined with historic brick buildings for the Town Hall, Thayer Memorial Library, and Bulfinch Meeting House, built in the late 1800s. Other key destinations for community members include the Cook Conservation Area and the Lancaster Town Forest. Additionally, the commercial area on Route 70 is immediately north of the Clinton town line.

Wayfinding and branding are subtle but powerful tools for enhancing a sense of community by providing an organized and trustworthy platform for residents and businesses to connect with each other. Wayfinding is physical and visual guidance to help people orient themselves within a built environment. This includes signage, maps, and other visual cues that help people find their way around Town, such as streets, parks, and public facilities. Branding is the practice of creating and promoting a recognizable identity that communicates its values, purpose, and goals. Branding can include logos, colors, and other visual elements that help people identify and connect with the Town. This report outlines the Town of Lancaster’s new branding guidelines, which include specifications on colors, fonts,

layout style, and examples of how to use the branding in future materials. The branding guidelines are key building blocks for future branding and graphic design efforts, such as developing a new Town logo, mobile app, online media materials, and websites.

The new Lancaster branding guidelines informed the development of the wayfinding sign designs. Based on survey and stakeholder interviews, four conceptual wayfinding design concepts were created with elements illustrated in different artistic styles. The final wayfinding sign concept suite includes key sign types, such as landmark signs, directional signs, informational and recreation kiosks, and trail markers.

### Key Stakeholders

- Town Planner & Community and Economic Development Office
- Town Administrator
- Department of Public Works
- Thayer Memorial Library
- Planning Board
- Historical Commission

- Recreation Committee
- Commission on Disability
- Council on Aging
- Conservation Commission
- Lancaster Land Trust
- Village Church

## Process

The six-month planning and design process for developing the Lancaster: Branding & Design report included four phases.

1. Background & Research
2. Branding Strategy: Guideline Development
3. Wayfinding: Design & Funding Source Identification
4. Final Report

The Advisory Committee oversaw the process, including the background research, branding, and wayfinding design. At each phase, input was collected from key stakeholders. In addition, community members’ feedback about community identity, wayfinding sign destinations, and additional visual cues was collected as part of the Comprehensive Plan survey, which was open for six weeks in Spring 2024. Feedback about the draft sign designs was collected in late April to mid-May.





**Background**



# Background

Lancaster is the oldest town in Worcester County and located 20 miles north of Worcester. It was established in 1653 when English colonists settled on Nashawogg land, where the two branches of the Nashua River meet. Lancaster is 28 square miles with five square miles of conservation land, and has several MA Routes for local and regional traffic, as well as Route 2 in north Lancaster.

## Demographics

The population of Lancaster was 8,394 in 2022. People identifying as white make up 89% of the population, while Hispanic/Latino make up 8.6%, Black/African Americans make up 4%, and two or more races account for 4.5%. The average size of households is 2.45, and 82% of housing is owner-occupied (U.S. Census Bureau, 2022).

## History & Landmarks

Lancaster was established on the historic territories of the Nashawogg (also referred to as Nashaway) faction of the Nipmuc tribe which originally inhabited this region. Lancaster has a long history influenced by the wealthy families that established the Town and the Seventh-day Adventist community since the 1800s. Agriculture was a primary economic driver between the 1700s and 1800s, but other industries, such as slate mining, milling, and harvesting and processing forest products, contributed to the Town's success (Lancaster Open Space and Recreation Plan, 2017). When the surrounding towns separated from Lancaster, the neighboring towns took much of the industry with them. Some significant historical figures that largely influenced the settlement and history of the Town include Mary Rowlandson, the Thayer family, and Luther Burbank. Famous architect Charles Bulfinch designed the First Church, which is still active. Many buildings and open spaces in town are named after these families for their contributions.

Surrounding the Town Common are brick buildings, including the Town Hall, Thayer Memorial Library, and Bulfinch Meeting House, built in the late 1800s. There are over 250 historic homes and buildings. Architectural styles of buildings include colonial, Renaissance, Revival, Georgian, and more. There are ten historical markers that were erected by the Lancaster Historical Commission and the Massachusetts Bay Colony-Tercentenary Commission. There are also a number of memorial stone markers.



*Thayer Memorial Library and the Prescott Building*



*The Prescott Building and Town Hall*



*Town Hall and existing town signage*



## Natural Environment

Lancaster is 28 square miles, and approximately five square miles are open space or conservation land. The Town is home to many ecological and recreational resources, including the Nashua River, as well as historical and cultural sites, many of which are on the National Register of Historic Places. The "Open Space and Recreation Plan" (2017) provides an inventory of Lancaster's land, open space, and environment. This plan reiterates that the community highly values recreation and natural resources and recommends improving access and signage for trails and paths. Conservation and open space areas like the Cook Conservation Area and the Lancaster Town Forest have walking trails.

Several conservation organizations own open space in Lancaster, including the Lancaster Land Trust, Conservation Commission, New England Forestry Foundation, and the Trustees of Reservations. Lancaster also has areas designated as Areas of Critical Environmental Concern (ACEC), which provides special protections for the state environmental processes and wetland permitting. Lancaster is also home to seven endangered species, including three plants, two insects, and two birds.

## Transportation

Lancaster's primary mode of transportation is vehicular, with several highways, including and Routes 2, 117, 70, 110, and 62. There are limited sidewalks for pedestrians, which are primarily in the Town center. There is a short segment of bike lanes on Route 70 (Lunenburg Road) at the recently reconstructed intersection with Route 117. The closest MBTA Commuter Rail Stations are in Leominster and Shirley.

## Existing Signage

There are many types of existing signage in Lancaster, including municipal signage along the Town Common, street signs, directional signage along roads, conservation signs, and historic markers. The existing signs in Town share certain design elements, including serif fonts, capitalization, and strong contrast between text and backgrounds. For example, the Town Hall sign has a black background with gold lettering.

## Community Events & Visitors

There are community events that attract residents and visitors to the Town. The South Lancaster Academy Alumni Weekend draws hundreds to thousands of people annually in October. Other community events include the following.

- Holiday Events: Halloween on the Green, Tree lighting, Easter Egg hunt, Memorial Day Parade
- Health & Wellness Fair
- Land Trust clean-up month
- South Lancaster Academy (SLA) Alumni Weekend
- Southern New England Conference Campmeeting
- Events hosted by First Church: First Church St. Patrick's Day Dinner, Bulfinch Bee Run 5K, Strawberry Festival, and Horseshed Fair



*Signage and trail map at Cook Conservation Area*



*View of Route 70 South near the Massachusetts Youth Soccer fields*

## Map Resources

- [Lancaster Trail Maps](#)
- [New England Forestry Foundation \(NEFF\) property map](#)
- [Trustees Dexter Drumlin page, Trail map](#)
- [Lancaster Historical Society site tour](#)
- [Massachusetts Cultural Resource Information System Maps](#)



# Lancaster Existing Signage

## Municipal



Lancaster Town Hall



Thayer Memorial Library

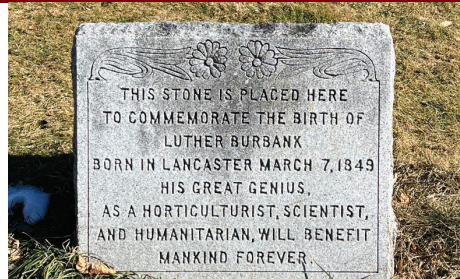


Lancaster Prescott Building

## Historic



Nathanial Thayer Library memorial



Luther Burbank memorial



Rowlandson Rock Historical marker

## Nature & Conservation



Bartlett Conservation Area



Pellecchia Conservation Area



Montachusett Heritage Trail sign

## Interpretive



Bartlett Conservation Area



Cook Conservation Area trail map



Johnny Appleseed Visitor Center sign

## Street & Vehicular



Entering Lancaster sign



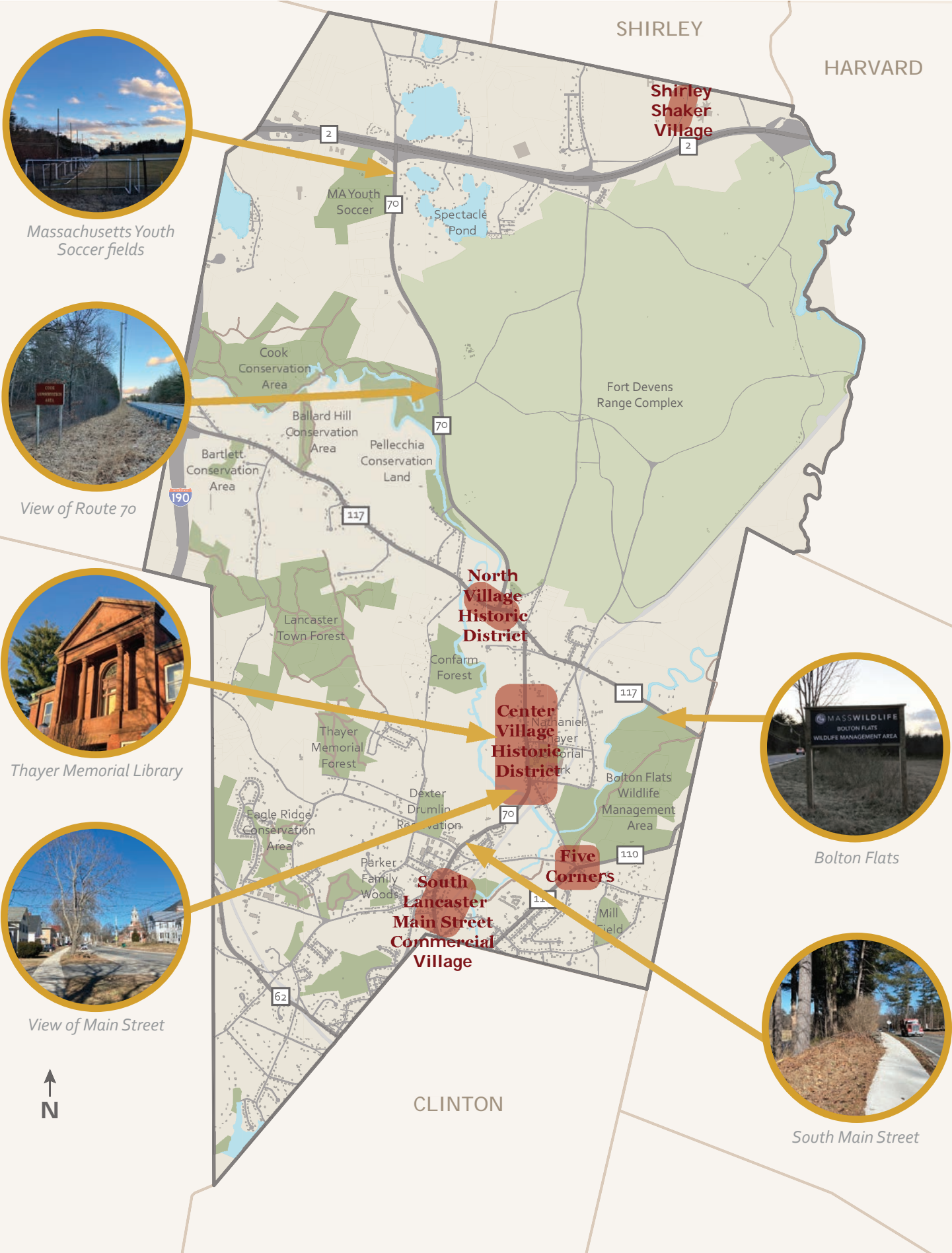
Library parking + One Way sign



Highway signs



# Lancaster Districts





# Community Engagement

# Community Engagement

Gathering community input was important to help guide the development of the wayfinding strategy, design concept options, and selecting the preferred concept for the final design. Community input was collected through two online surveys, on-site engagement, and stakeholder interviews.

## Wayfinding Destinations & Community Input

Wayfinding questions were included in the “Lancaster 2035 Strategic Comprehensive Plan” community survey to collect residents’ input. The survey was open for six weeks in early 2024 and received 276 responses. The survey showed key results that support the development of branding and wayfinding signs. Key findings include:

- Recreation/nature areas, historic sites, and municipal buildings are key destinations to include on the signs. (Figure 1)
- The wayfinding signs would be most useful for visitors and should be readable to drivers from vehicles. (Figure 2)
- Ideas for additional navigational features included crosswalk markings, park amenities, and lighting. (Figure 3)

The write-in comments also mentioned other ideas about wayfinding and public realm improvements related to walking and biking infrastructure, including improving damaged sidewalks, maintaining road conditions, and maintaining Town-owned property, such as buffer strip landscaping.



A word cloud of common words used to describe the Lancaster community.

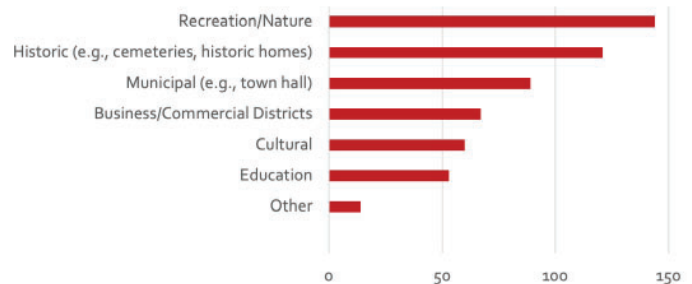


Figure 1: Key types of destinations for wayfinding signs.

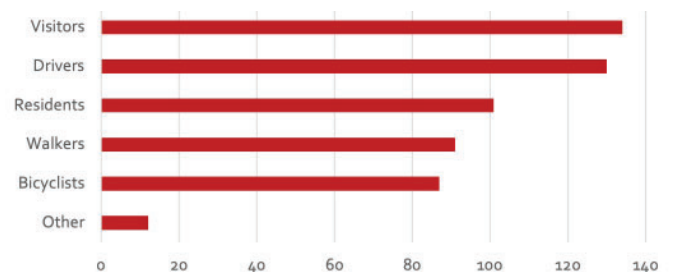


Figure 2: Types of users who would benefit from wayfinding.

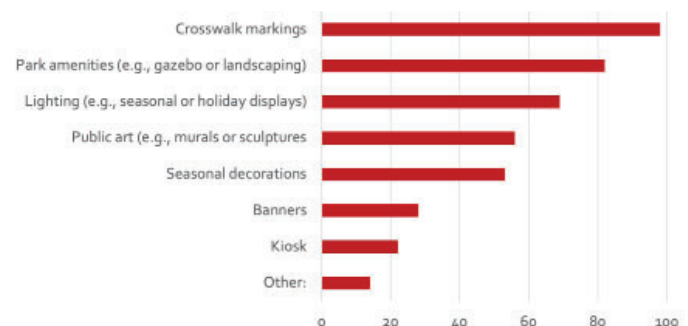


Figure 3: Preferences for additional navigational features.



# Design Concepts & Community Feedback

The second survey ran from late April to mid-May 2024. Lancaster community members could provide feedback on their preferences for the four design concepts. 180 residents provided feedback through the online survey and in-person engagement sessions, including at Town Meeting, Election Day, a softball game, and Kimball Farm.

The results show clear design preferences for the wayfinding signs and colors.

- 57% of residents selected Design Option #1. (Figure 5)
- 60% of respondents voted for the color red. (Figure 6)
- 61% preferred the Town Seal for an image on the signs.

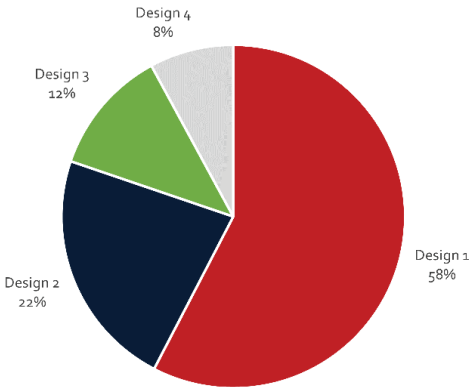


Figure 5: Design option preference results.

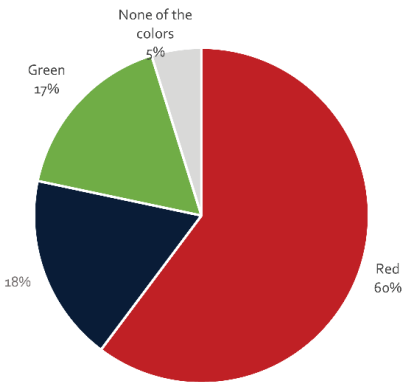
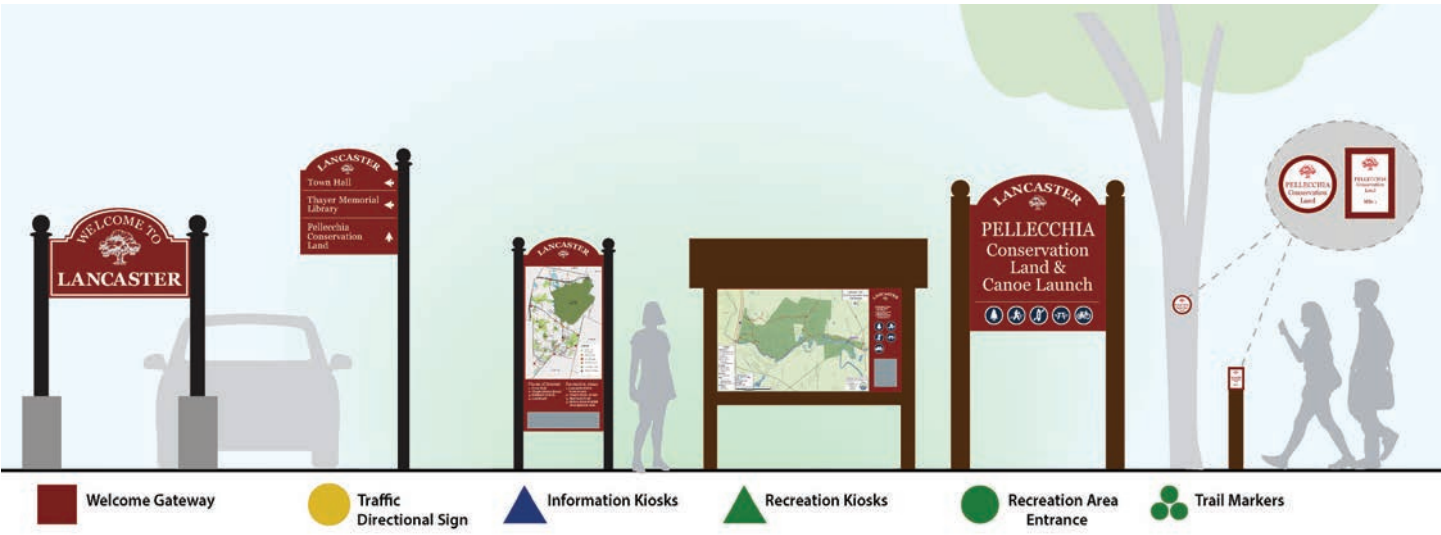


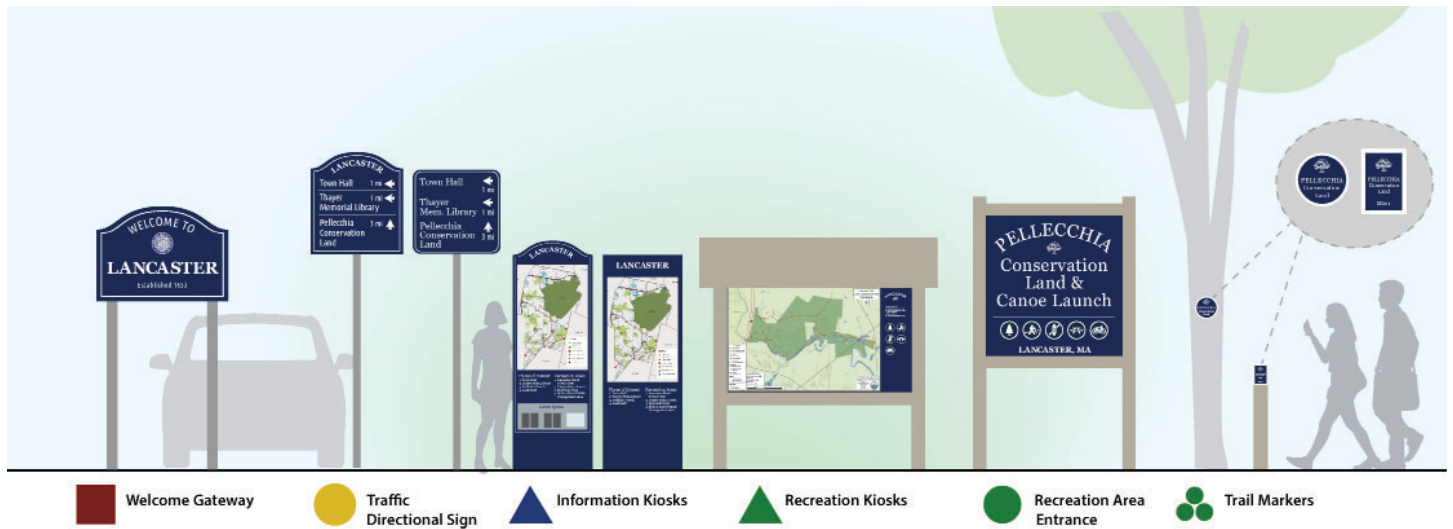
Figure 6: Color preference results.

## Selected Design Concept

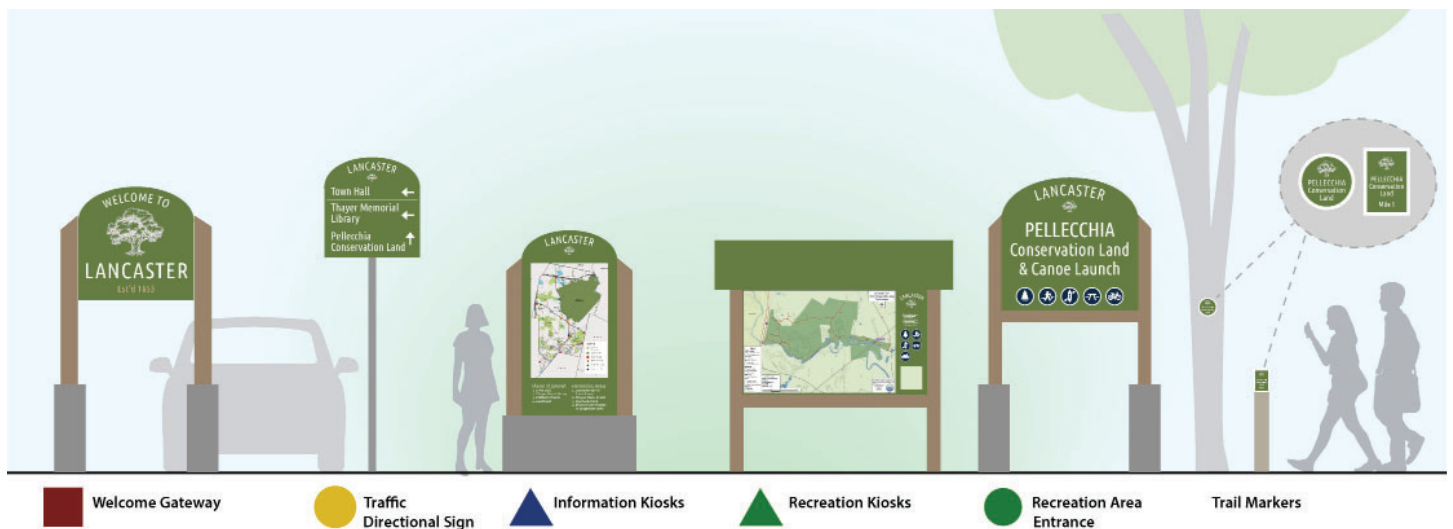


Design Concept 1: This is a traditional sign design with a brick red color to match the brick buildings on the Town Common. It uses high-quality materials.

# Design Concept Options



Design Concept 2: This traditional sign design could be printed on metal signs and standard metal street poles.



Design Concept 3: This design takes inspiration from nature and forested areas in Lancaster while keeping a more traditional design.



Design Concept 4: This design is also inspired by the nature and forests in Lancaster and is more modern with an abstract tree canopy.



# Brand Guidelines

# Brand Guidelines

The new branding for the Town of Lancaster mirrors its historical character, particularly the brick buildings along the Town Common that make Lancaster unique to the region. This is why brick red is the primary color in the new color palette. In addition, the new color palette builds off the existing logo color palette and works with the existing Town seal in color and white on a colored background, which was a key goal when selecting a new color palette.

The new Lancaster branding guidelines include the main color palette, expanded color palette, typography, and activity icons. The guidelines can be used in print, online materials such as the website and social media, and any custom apps developed for the Town. For example, the new Town wayfinding signs use the new branding guidelines.

The header font is Georgia and the body font is Corbel. An exception to the body font is made for directional signage, which uses Ubuntu Condensed.

## New Branding Color & Font Selection Goals

- Mirror and complement Lancaster's historic characteristics
- New color palette can be paired with the existing logo, but does not limit the Town
- Color palette works for wayfinding signage, print materials, and website applications
- High visibility for wayfinding signs during all seasons, including gray winters without snow
- Historic topography
- High contrast for font and background colors
- Easy to read text for both web and print applications with the use of sans serif fonts and print applications.
- High contrast between font and background colors
- Fonts are easy to access with standard computer programs (e.g., Microsoft, Adobe, and GIS)

## TOWN LOGO & COLORS

### Existing Palette



*Existing Town of Lancaster logo. Can be used if a high resolution file is found.*



### New Palette



*Updated Town of Lancaster logo.*





# Lancaster Brand Guidelines

## COLOR PALETTE

### PRIMARY COLOR

HEX: #7d0315

RGB: 126, 3, 21

CMYK: 12, 100, 85, 50

### SECONDARY COLOR

HEX: #1a1a5e

RGB: 27, 26, 94

CMYK: 97, 94, 4, 44

### ACCENT COLOR

HEX: #2c4939

RGB: 45, 73, 58

CMYK: 67, 33, 63, 60

### ACCENT COLOR

HEX: #c98629

RGB: 201, 135, 42

CMYK: 19, 50, 100, 3

# Lancaster Brand Guidelines

## COLOR PALETTE - EXPANDED

### PRIMARY COLOR

HEX: #7d0315  
RGB: 126, 3, 21  
CMYK: 12, 100, 85, 50

HEX: #a71526  
RGB: 167, 21, 39  
CMYK: 12, 100, 86, 26

HEX: #ea212e  
RGB: 234, 33, 46  
CMYK: 1, 99, 91, .05

### SECONDARY COLOR

HEX: #1a1a5e  
RGB: 27, 26, 94  
CMYK: 97, 94, 4, 44

HEX: #313990  
RGB: 49, 57, 144  
CMYK: 97, 94, 4, .5

HEX: #91b8dd  
RGB: 145, 184, 222  
CMYK: 39, 15, 0, 3

### ACCENT COLOR

HEX: #2c4939  
RGB: 45, 73, 58  
CMYK: 67, 33, 63, 60

HEX: #6a8241  
RGB: 107, 131, 65  
CMYK: 55, 25, 87, 22

### ACCENT COLOR

HEX: #c98629  
RGB: 201, 135, 42  
CMYK: 19, 50, 100, 3

HEX: #d49e2e  
RGB: 213, 159, 46  
CMYK: 17, 38, 97, .5

### Background Colors

HEX: #604b32  
RGB: 97, 76, 51  
CMYK: 61, 68, 88, 28

HEX: #bea085  
RGB: 190, 160, 133  
CMYK: 27, 36, 49, 0

HEX: #f1e7dd  
RGB: 242, 232, 221  
CMYK: 4, 7, 11, 0

HEX: #535456  
RGB: 84, 84, 86  
CMYK: 0, 0, 0, 82

HEX: #97999b  
RGB: 151, 153, 156  
CMYK: 0, 0, 0, 48

HEX: #ecedee  
RGB: 237, 237, 238  
CMYK: 0, 0, 0, 7



Lancaster Brand Guidelines

TYPOGRAPHY

FONTS

Aa

Georgia

4 weights

Regular

*Italic*

**Bold**

***Italic Bold***

Aa

Corbel

6 weights

Light

*Light Italic*

Regular

*Italic*

**Bold**

***Bold Italic***

Aa

Aa

Aa

Aa

Aa

Aa

Aa

Aa

HIERARCHY

Header 1

Header 2

Header 3

Header 4

Text body

*Captions*

Directional Signage  
text body

24 pt, Georgia, bold

16 pt, Georgia, bold

14 pt, Georgia, bold

11 pt, Georgia, bold

11 pt, Corbel, regular

*11pt, Corbel, italic*

Size to be determined by fabricator, Ubuntu Condensed

# Lancaster Brand Guidelines

## ICONS

### Municipal & General



Town Hall



Library



School



Senior Center



Church



Historic



Point of Interest



Information



Parking



Hospital

### Conservation & Recreation



Park



Playground



Walking Trails



Biking



Canoe Launch



Picnic Area



Beach



Soccer Field



Baseball / Softball Field



Wheelchair

# Lancaster Brand Guidelines

## USING THE BRANDING GUIDE

### About the Color Palette & Use

#### PRIMARY COLOR

Brick Red

*Use: background colors in text boxes and text headers.*



#### SECONDARY COLOR

Navy Blue

*Use: background color or for text headers.*



#### ACCENT COLORS

Green and Gold.

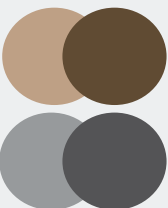
*Use: highlight important information in color boxes or map colors.*



#### BACKGROUND COLORS

Brown and Gray

*Use: background colors in text boxes, maps, presentations, or reports.*



#### TONES

The four primary colors includes a dark, muted shade along with brighter tones. The expanded color palette can be used with a combination of two of the four colors, or the colors can be used mono-chromatically.



### New Branding Examples

#### Poster



#### Community Meeting

January 1, 6pm

Town Hall

[www.ci.lancaster.ma.us/](http://www.ci.lancaster.ma.us/)



#### Social Media Image



#### Community Meeting

January 1, 6pm

Town Hall



#### Presentation Slide



#### Community Meeting

January 1, 6pm

Town Hall





# Wayfinding

# Wayfinding

The creation of a wayfinding signage system will help direct residents and visitors to important municipal, historic, and recreation destinations, as well as build on Lancaster’s historic identity and characteristics.

The wayfinding signage system will benefit people interested in history, nature, recreation, and conservation, as well as new families, and visitors who come for religious, recreation, or genealogy trips. A list of key locations and destinations is included in Table 1.

## Current Conditions & Key Destinations

Lancaster’s transportation throughout town is primarily vehicular and there is no public transportation. The “Lancaster 2035 Comprehensive Plan” identified pedestrian infrastructure as an area of improvement. Main Street/Route 70 near the Town Common is the only street in Town with sidewalks on both sides of the street, and many of the sidewalks in Town are in disrepair. There are natural walking trails in the conservation and open space areas.

## Wayfinding System & Design

The wayfinding sign design suite includes a set of wayfinding signs, including a welcome sign, directional signs for drivers, information/historic kiosks, recreation/conservation kiosks, and trail markers. A list of locations for each sign type can be found at the end of this section.

The wayfinding design concepts and maps currently include a few destinations. A full list of destinations and distances can be seen at the end of this section.

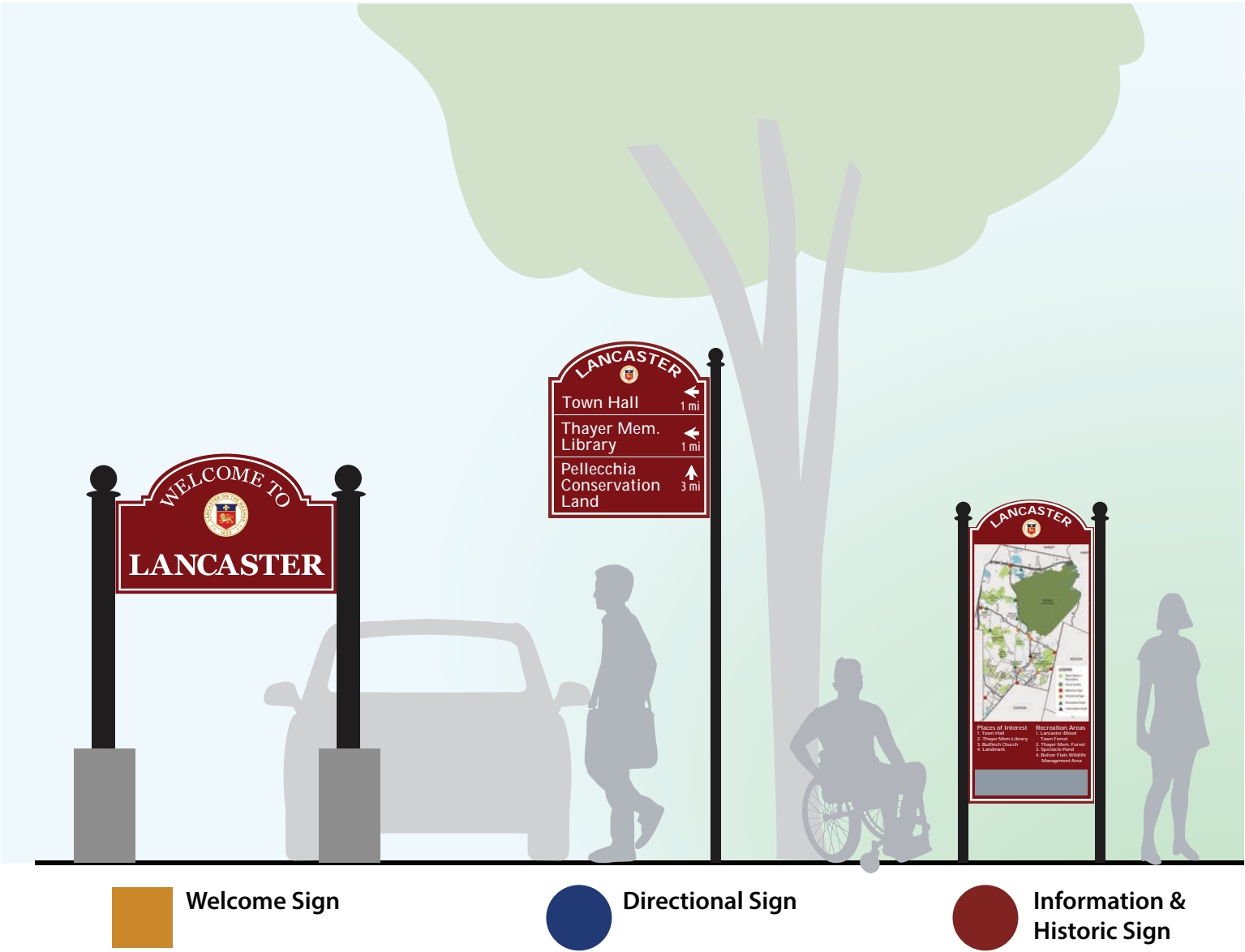
The designs for the historic and recreation kiosks are flexible, and they could include informational text about the site, maps, and images. The informational/historical kiosks could be two-sided or four-sided and placed in a sequence to create an outdoor exhibit.

Additional signs to add to this suite could include directional signs to parking lots.

Table 1: Key Locations & Destinations

<b>Municipal &amp; Community</b> <ul style="list-style-type: none"><li>• Town Common</li><li>• Thayer Memorial Library</li><li>• Town Hall</li><li>• Lancaster Community Center/Senior Center</li><li>• Johnny Appleseed Visitor Center</li><li>• Churches</li><li>• Schools</li><li>• Local businesses: Harpers Farm Stand, Kimball Farm</li></ul> <b>Historic</b> <ul style="list-style-type: none"><li>• Former Atlantic Union College campus</li><li>• Bulfinch Church</li><li>• Mary Rowlandson Rock</li></ul>	<b>Conservation &amp; Recreation</b> <ul style="list-style-type: none"><li>• Nashua River</li><li>• Thayer Memorial Park (behind Town Hall)</li><li>• Cook Conservation Area (current signage was a student project)</li><li>• Pellecchia Conservation Area</li><li>• Bartlett Pond Conservation Area (has good signage)</li><li>• George Hill Conservation</li><li>• Dexter Drumlin Reservation (Trustees of Reservations property)</li><li>• Eagle Ridge Conservation Area</li><li>• Lancaster Town Forest</li><li>• Thayer Memorial Forest (New England Forestry Foundation property)</li><li>• Confarm Forest (New England Forestry Foundation property)</li><li>• Parker Family Forest (New England Forestry Foundation property)</li><li>• Ballard Hill Conservation Area (Lancaster Land Trust property)</li><li>• Spectacle Pond/Town Beach</li></ul>
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Lancaster Wayfinding Signs  
DESIGN CONCEPT SUITE



Wayfinding design concept suite for signs for downtown, historic sites, recreation, and conservation areas.





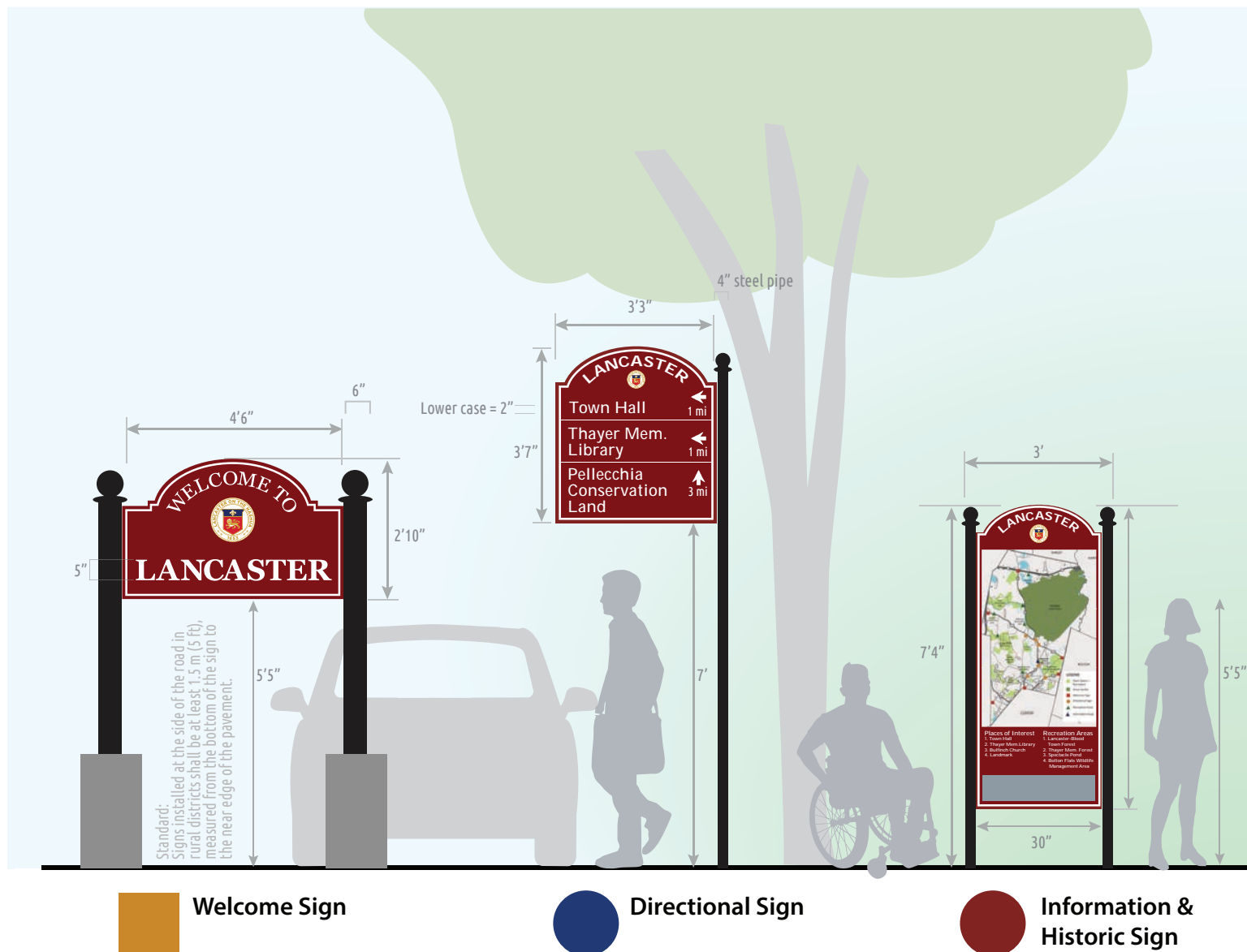
 **Recreation  
Kiosk**

 **Recreation  
Entrance Sign**

1' = 23.33 pt  
1" = 1.944 pt

# Lancaster Wayfinding Signs

## MEASUREMENTS



Wayfinding design suite sign dimensions.

### Sign Materials

- Black metal poles
- Welcome sign with granite blocks on the bottom
- Sign material options: wood, dibond, or metal
- Poles anchored at a minimum depth of 3' and maximum of 3.5' (as per FHWA guidelines)

### Informational Kiosk Info Details

- Site name
- Map of site / nearby historic markers
- Historic photos
- Interpretive information about site specific history, general information about Lancaster's history, Nashawogg, etc.
- QR code to link to historic page



**Recreation  
Kiosk**



**Recreation  
Entrance Sign**

1' = 23.33 pt  
1" = 1.944 pt

## Recreation Kiosk Info Details

- Site name
- Trail map for conservation area
- Town Trail map
- Interpretative information about nature, Nashawogg, history, endangered species, etc.
- Icons with activities to do at the conservation area
- QR code with link to trail maps
- Note trail type and ADA accessibility

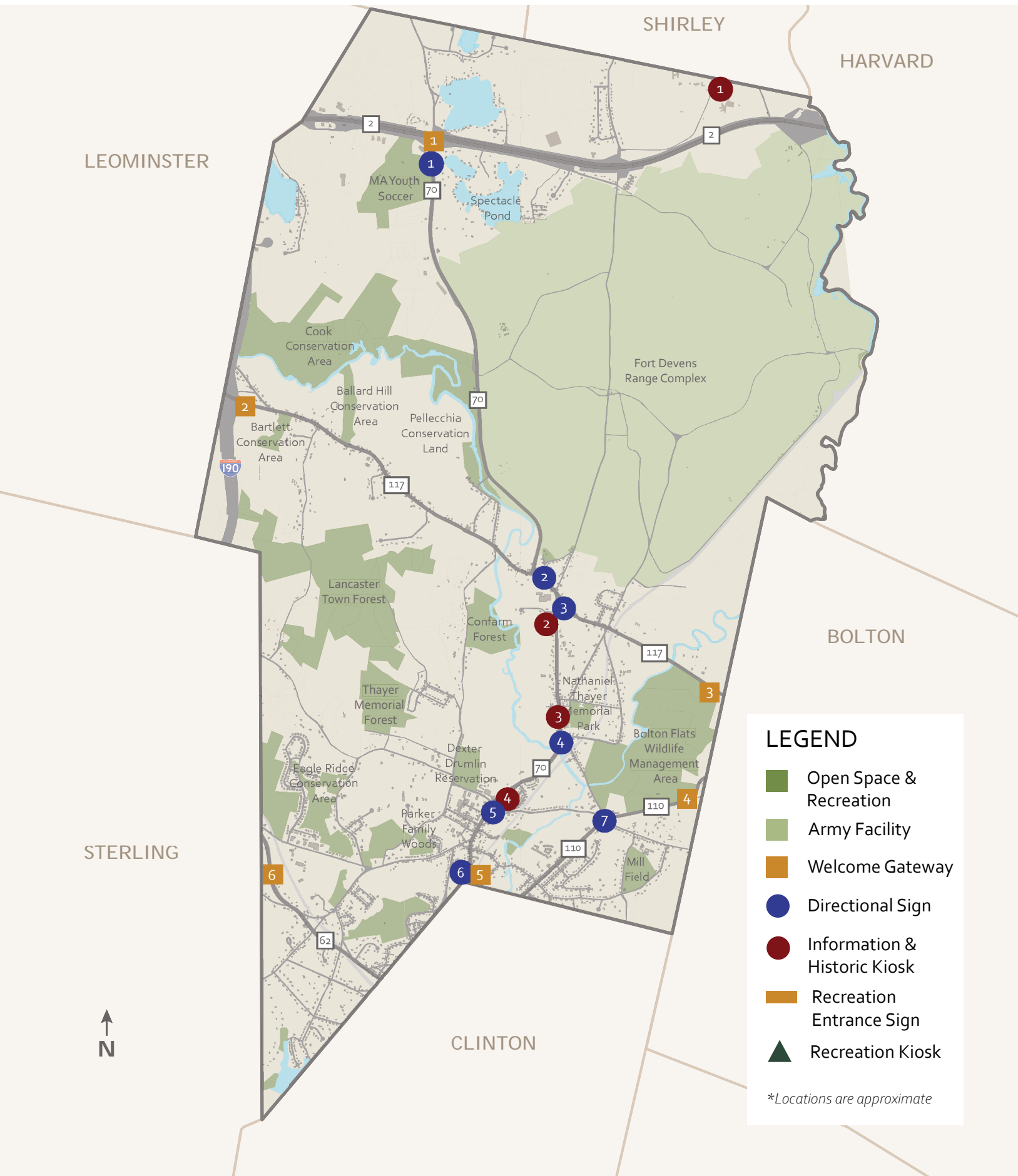
## Trail Markers Use

- Disks to mark trail route
- Place on trees, poles, fences, etc
- Install trail marker post at key junctions to direct

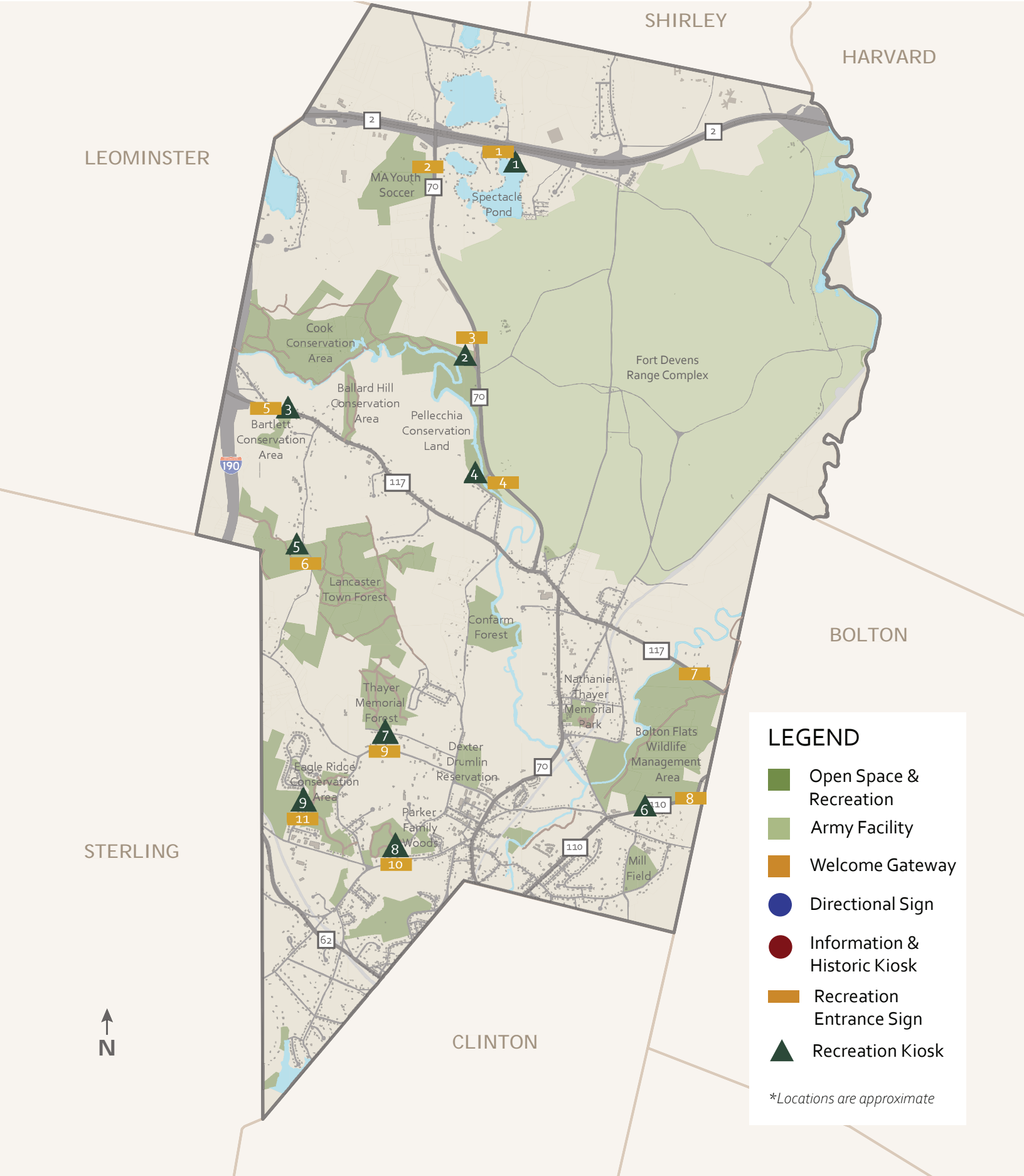


# Lancaster Wayfinding Signs

## WELCOME, DIRECTIONAL, AND INFO SIGNS LOCATIONS



Lancaster Wayfinding Signs  
OPEN SPACE & CONSERVATION SIGNS LOCATIONS



# Lancaster Wayfinding Signs

## LOCATIONS DETAILS

### Sign Locations

Welcome Signs		
	Locations	Notes
1	Rt. 70 N / Rt. 2 rotary	
2	I 190 / Rt. 117 E	
3	Rt. 117 W	
4	Rt. 110 W / Still River Rd.	
5	Rt. 70 S	
6	Rt. 62 S	
Information & Historic Kiosks		
1	Shirley Shaker Village	
2	Mary Rowlandson School	Historic information: General Historic Information about town <i>*Could have multiple signs at site</i>
3	Town Green	Historic Sign: Information could include about Bulfinch Church, Thayer Memorial Library, etc. <i>*Could have multiple signs at site</i>
4	Main St / Bolton Rd / George Hill Rd	Historic Sign - near Mary Rowlandson Marker
Recreation Entrance Sign		
1	Spectacle Pond - Town Beach	
2	Massachusetts Youth Soccer	
3	Cook Conservation Area	
4	Pellecchia Conservation Area	
5	Bartlett Conservation Area	
6	Bolton Flats Wildlife Management Area	North side on 117
7	Bolton Flats Wildlife Management Area	South Side on 110
8	Eagle Ridge Conservation Area	
Recreation Kiosks		
1	Spectacle Pond - Town Beach	All Recreation Kiosks should have park map with trails and the town map with all open space and conservation with all trails.
2	Cook Conservation Area	
3	Bartlett Conservation Area	
4	Pellecchia Conservation Area	
5	Lancaster Town Forest	Could also include historic information
6	Bolton Flats Wildlife Management Area	
7	Thayer Memorial Forest	Could also include historic information
8	Parker Family Woods (NEFF)	
9	Eagle Ridge Conservation Area	



# Lancaster Wayfinding Signs

## DIRECTIONAL SIGN DESTINATIONS & DISTANCES

### Directional Signs Locations & Distances

Directional Signs			
	Locations	Destinations on Signs (Select up to 3 per sign.*)	Distance Rounded (mi)
1	Rt 70 North / MA Youth Soccer (Southbound Drivers)	Town Beach / Spectacle Pond	1
		Cook Conservation Area	1.7
		Town Hall & Community Center/Senior Center	4.8
		Thayer Memorial Library & Park	4.8
2	Rt 117 / Otis St. / Buttonwood Lane (Southbound Drivers)	Town Beach / Spectacle Pond	4
		Cook Conservation Area	1.8
		Pellecchia Conservation Land	1
		Bartlett Conservation Area	2.5
		Town Hall & Community Center/Senior Center	1.2
3	Rt. 117 (7 Bridge Rd) / Main St / Creamery Road <i>*Could have multiple signs at site</i>	Town Hall & Community Center/Senior Center	1
		Thayer Memorial Library & Park	1
		Dexter Drumlin Reservation	2
		Bolton Flats Wildlife Management Area	2
		Bartlett Conservation Area	2.5
4	Main St / Center Bridge Rd / Neck Rd <i>*Could have multiple signs at site</i>	Town Hall & Community Center/Senior Center	1
		Thayer Memorial Library & Park	0.2
		Dexter Drumlin Reservation	1
		Pellecchia Conservation Land	2.3
		Bolton Flats Wildlife Management Area	2.5
5	Main St / Bolton Rd / George Hill Rd (Northbound Drivers)	Dexter Drumlin Reservation	.3
		Town Hall & Community Center/Senior Center	1
		Thayer Memorial Library & Park	1
6	Rt 70 South / Main St (Northbound Drivers)	Town Hall & Community Center/Senior Center	1.5
		Thayer Memorial Library & Park	1.5
		Dexter Drumlin Reservation	1
7	5 Corners (Rt 110)	Town Hall & Community Center/Senior Center	1
		Thayer Memorial Library & Park	1
		Bolton Flats Wildlife Management Area	2
		Dexter Drumlin Reservation	1.2

*\*Town Hall, Library, Community Center, Senior Center, and Thayer Memorial Library & Park can be consolidated to save space on signage.*

## Additional Navigational Cues

In addition to signage, this process identified other types of visual cues that can be used for navigation, such as public art, identifiable landmarks, landscape features, parks, and seating such as benches or picnic tables.



*An example in Lancaster of creating a destination with picnic table seating, educational signage, and historical artifacts.*



*Public art that reflect the community's character*



*Unique benches that reflect the community's character*



*Public Art*



*Lighting for winter placemaking*

## Funding Sources

The wayfinding sign fabrication and installation could be divided into phases by property or signage type, in order to space out the funding.

Several potential grant sources accept wayfinding signage implementation, streetscape, and similar projects from transportation, recreation, conservation, and historic preservation. Requesting donations and fundraising may be helpful, as some grants require the recipient to provide matching funds. In addition, including this project in the annual Town Budget could be an option.

Funding Source	Grant Name
AARP Livable Communities	AARP Community Challenge Grant
Department of Conservation and Recreation (DCR), MassDOT, and Executive Office of Energy and Environmental Affairs	MassTrails Grant
Division of Conservation Services (DCS)	Parkland Acquisitions and Renovations for Communities (PARC) Grant Program
MA Department of Transportation (MassDOT)	Shared Streets and Spaces Grant Program
MA Health Funds	Massachusetts Community Health & Healthy Aging Funds
MA Office of Business Development	Regional Economic Development Organization (REDO) Grant Program
Town of Lancaster	Community Preservation Act



# Next Steps

# Next Steps

The new Town branding guidelines and wayfinding sign design concepts are just the beginning. From here, the Town can use them to create new web and print materials. Below are a few key next steps for the Town to take to use the Guidelines and to fabricate and install the signage with a fabricator.

## **Branding Guidelines**

- Circulate branding guidelines with Town staff, especially with staff who create materials distributed to the Town (i.e. the information officer, department directors, Town Clerk, and Town Administrator).
- Develop Microsoft templates with new branding and circulate with Town Staff.
- Use the branding guidelines to develop web and social media banners and print materials.

## **Wayfinding Signs: Final Design Set, Fabrication, and Installation**

- Confirm site locations with property owners, check for underground utilities, and call Dig Safe before installation.
- Develop scale drawings for a fabricator for the Welcome Signs, Directional Signs, and trail markers.
- Develop content for Information, Historic, and/or Recreation Kiosks.
- Develop scale drawings for a fabricator for Kiosks.
- Request quotes/estimates from sign vendors and develop a budget and/or phasing plan.
- Fabricate sign prototype to test colors, legibility, fastening, etc., and refine designs as needed.
- Fabricate and install wayfinding signs. Installation could be done by the Department of Public Works to reduce costs.



