

**PUBLIC
REALM**

05/20/21

How Branding and Wayfinding Can Be a Key Part of Covid-19 Reawakening



FAVERMANN DESIGN

S E L B E R T

P E R K I N S

D E S I G N

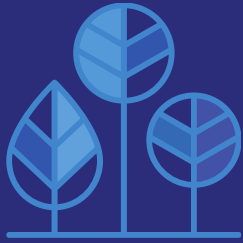


**Moderator: Mark Favermann,
Favermann Design**

**Panelist: Jessica R. Finch,
Selbert Perkins Design**

**Panelist: Laurie Zapalac, Phd,
Zapalac Advisors**





**PUBLIC
REALM**



FAVERMANN DESIGN

May 20, 2021

Site + Program Branding

**Mark Favermann
Favermann Design**



Agenda

Agenda:

Mark Favermann, Favermann Design

Introduction

Case #1: Wells, ME

Case #2: Wakefield, MA

Laurie Zapalac, Zapalac Advisors

Case #1: Island Creek Oysters, Duxbury, MA

Case #2: Taste Fall River

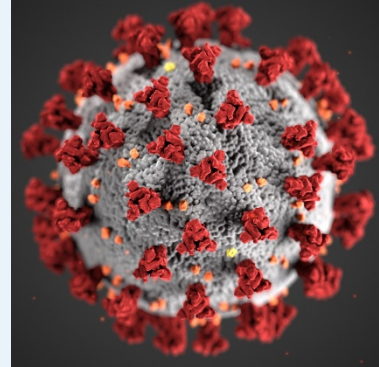
Jessica Finch, Selbert Perkins

Case #1: Melrose

Case #2: Worcester

Summary

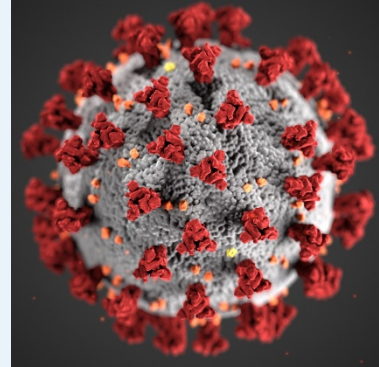
Introduction



In a time of Covid-19:

- People shifted into protective mode, focused on themselves, their families, their colleagues, their customers, and their communities.
- Social media quickly reflected this, with pleas for fellow citizens to follow government safety guidelines.
- With social distancing and deadly fear that kept many people at home, there were major shifts in behavioral trends.
- The need for physical goods placed pressure on new channels, with demand for e-commerce rising to new levels.

Introduction



In a time of Covid-19:

- For those who did venture out, grocery and convenience stores were the source for essentials, but supply was at times inconsistent.
- As people have felt and feel vulnerable, government empathy is critical. The nuances of community brand are more sensitive than ever.
- Communities had and have to reinforce a sense of safety.
- **Community Branding underscores civic character.**
- **Wayfinding establishes comfort.**

Community Branding

adds both texture and image reinforcement to the fabric of a city, town or even neighborhood.

- In older, more established urban areas, mostly in Europe, this infrastructure is often kept in good repair, with seamless patching and threads carefully darned.
- Emerging towns and cities demand the same need to maintain the nuts and bolts of the civic environment.
- Community branding underscores a sense of arrival, a sense of shared experience—both visual and environmental.
- It is also about a sense of place, how it creates an particular civic experience, giving visual and even symbolic meaning to a specific location.
- This sense of civic responsibility underscores tourism, sustains residential appeal, and encourages a desired retail experience.
- In an institutional sense, this establishes a strategic identity that will translate into increased image prestige and municipal brand awareness.



Wayfinding

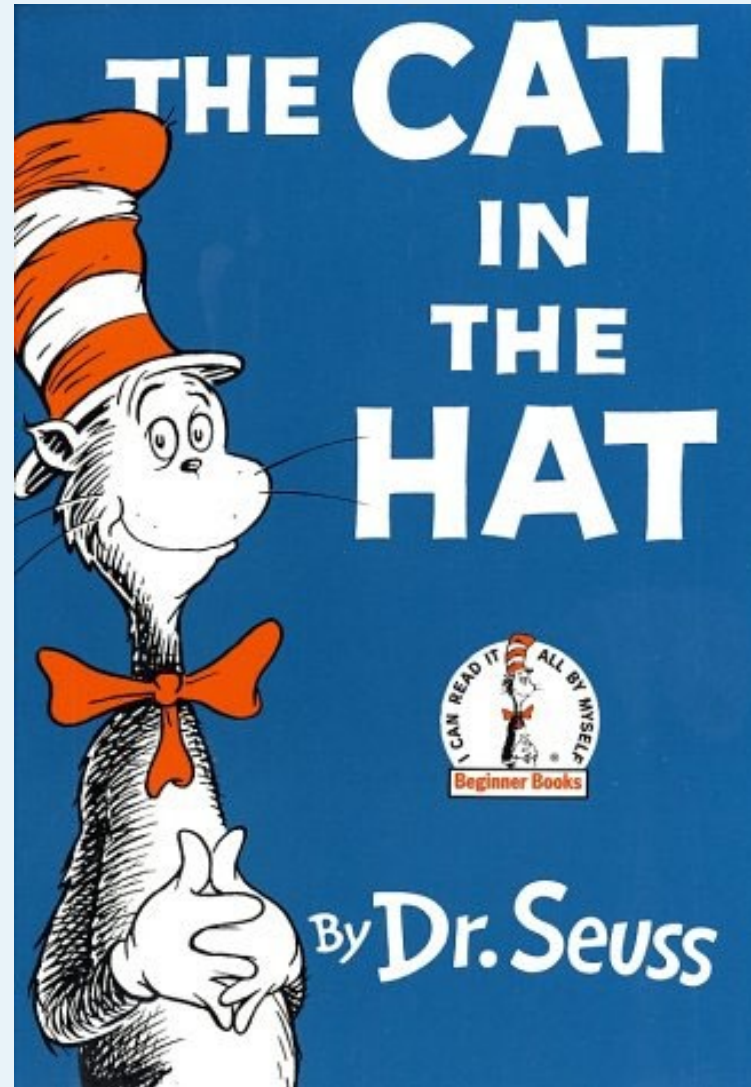
Wayfinding refers to the ways in which people orient themselves in physical space and navigate from place to place.

- Wayfinding is used in the context of architecture to refer to the user experience of orientation and choosing a path within the built environment
- It also refers to the set of architectural and/or design elements that aids orientation.
- Urban Designer Kevin Lynch coined the term in his 1960 book *Image of the City*, based on a 5-year study that looked at how users perceive and organize spatial information as they navigate through towns and cities.
- Lynch concluded that users understood their surroundings in consistent and predictable ways, forming mental maps with five elements: paths, edges, districts, nodes and landmarks.
- In 1984, environmental psychologist Romedi Passini published "Wayfinding in Architecture" that expanded the concept to include signage and other graphic communication, clues inherent in a building's spatial grammar, audible communication, and provision for special-needs users.









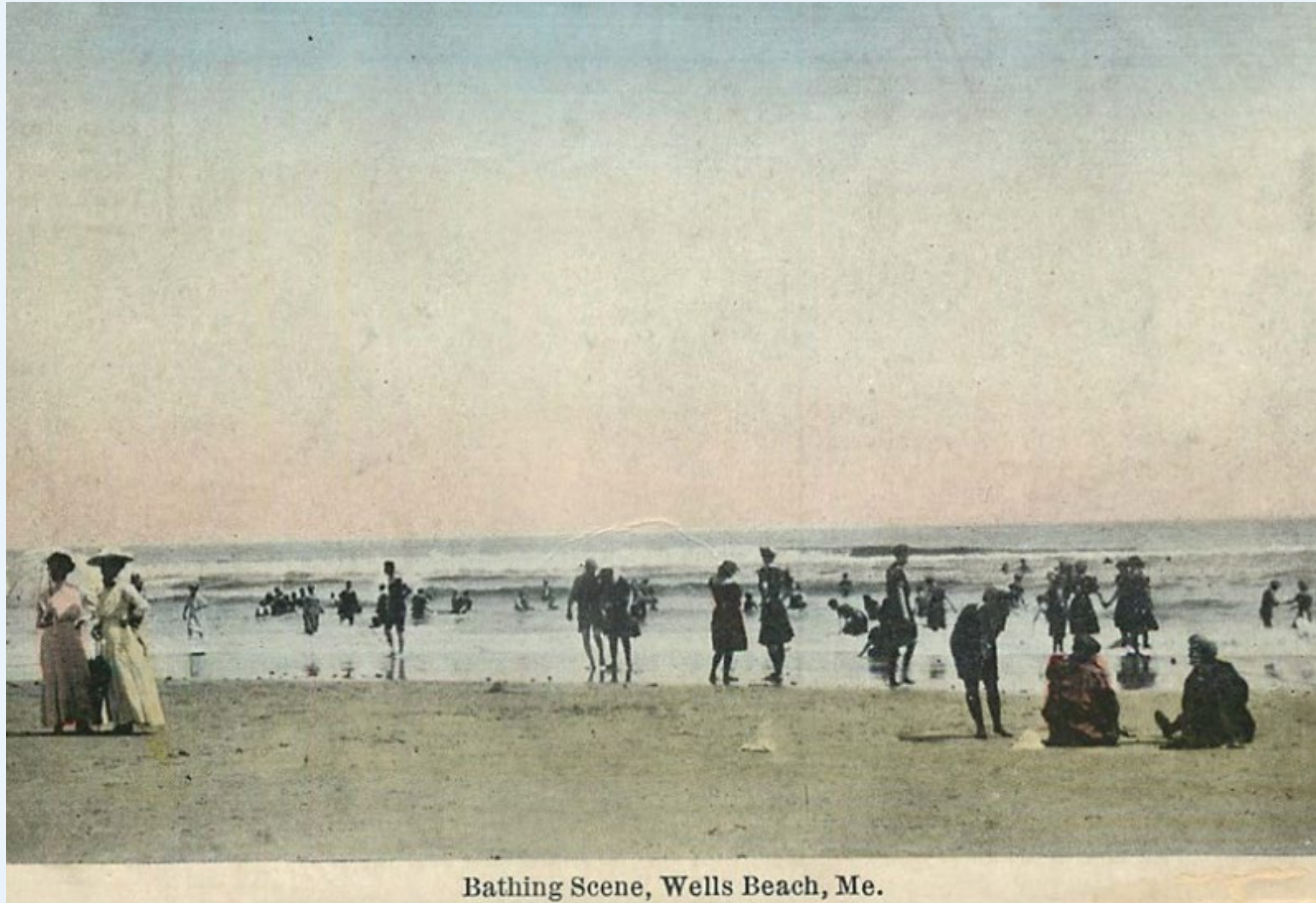
Case Study #1 : Wells, Maine



Case Study #1 : Wells, Maine



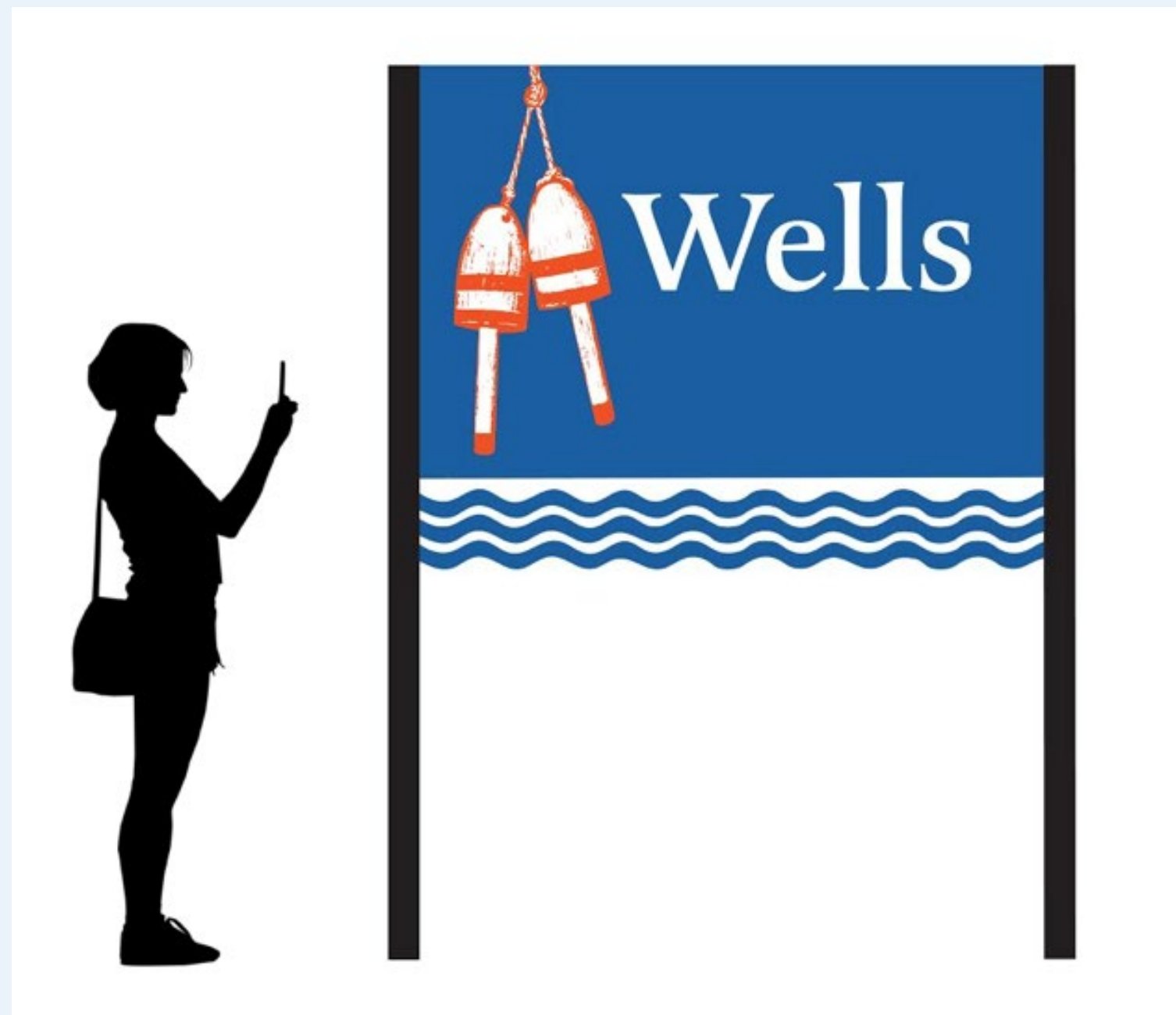
Case Study #1 : Wells, Maine



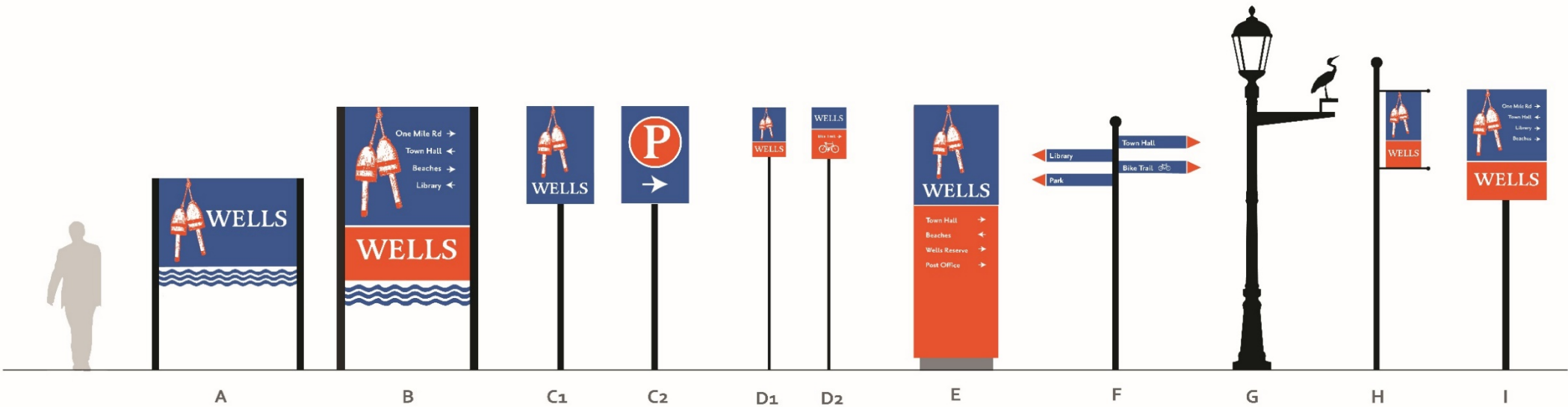
Bathing Scene, Wells Beach, Me.

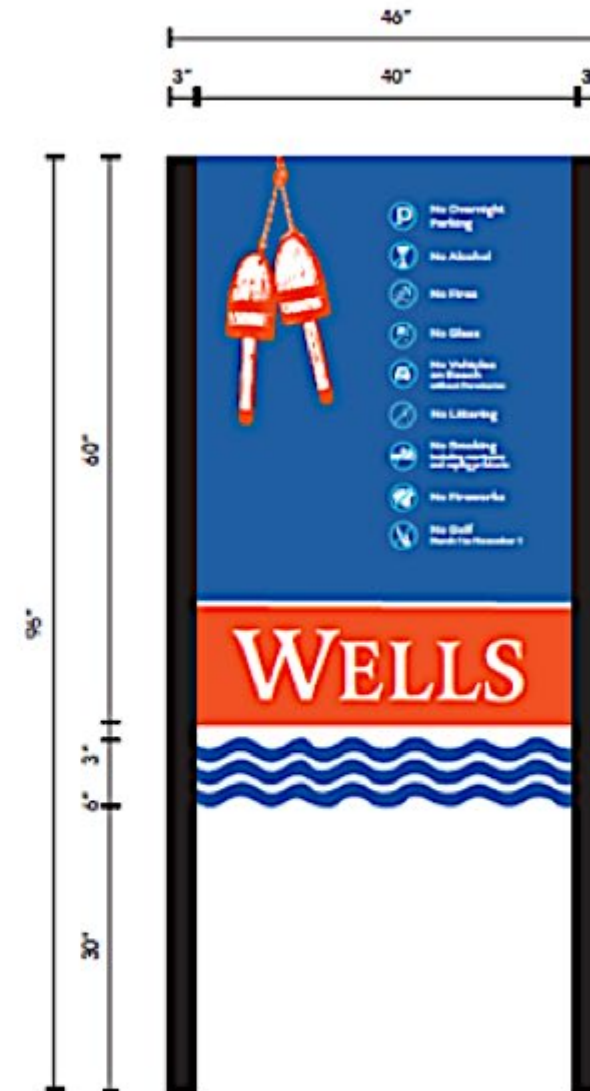


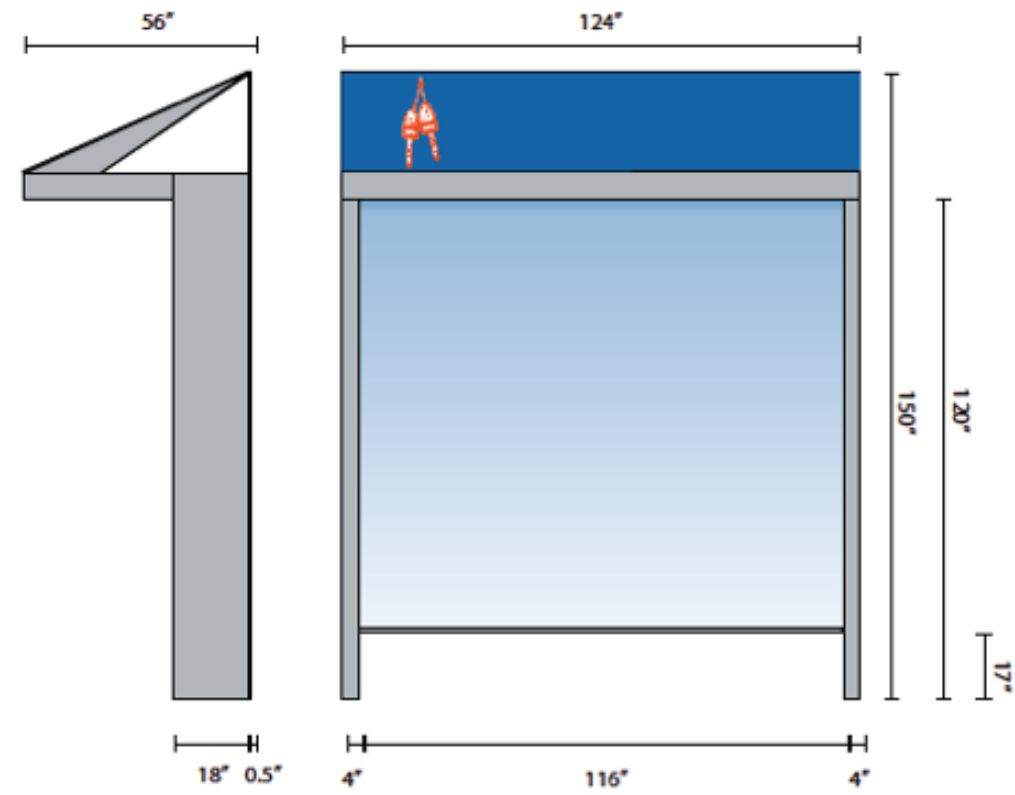


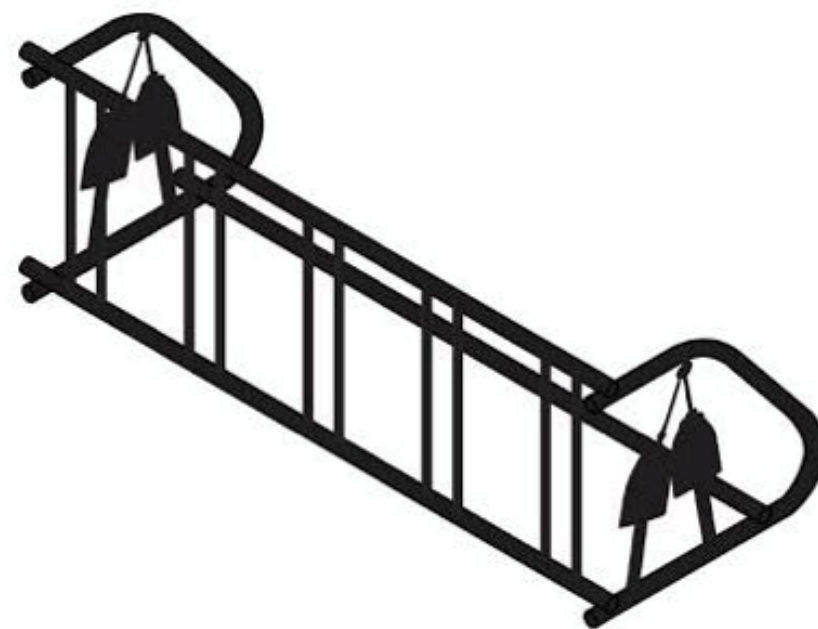
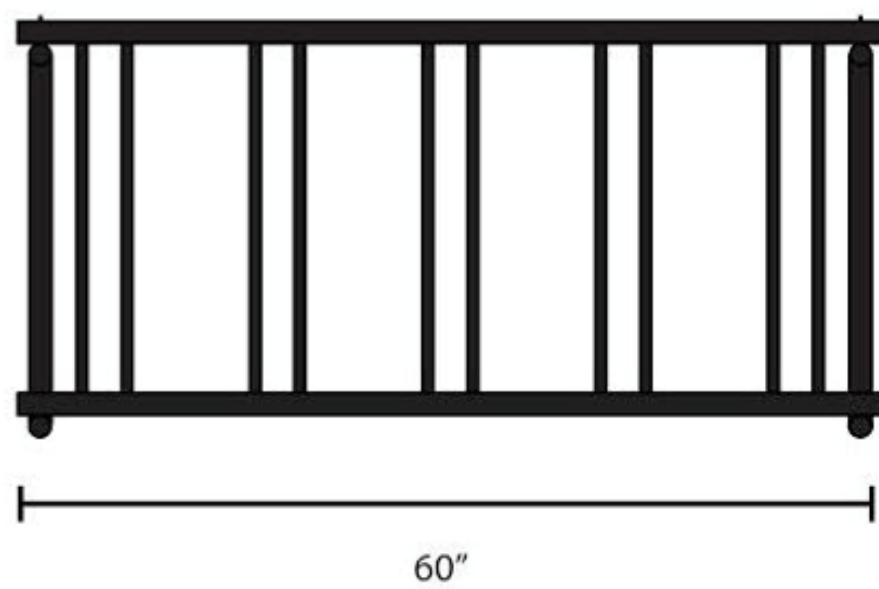


FAMILY OF ELEMENTS















TOWN MANAGER HIGHLIGHTS

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1/1/2021

Event One

1/7/2021

Event Two



WELLS

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208 Sanford Road
Wells, ME 04090
207.648.5113
www.wellstown.org



Heimaey, Iceland



Case Study #2 : Town of Wakefield









Sailboat with cherries



A BLACK CHERRY tree (according to the Audubon Field Guide: New England) along the shore of Lake Quannapowitt. (Robert Pushkar Photo)

Community Meeting and Open House: Hurd School future options

WAKEFIELD — The Town Council and Town Administrator Stephen P. Maio would like to give the public an update on the ongoing evaluation of the Hurd School located at 27 Cordis Street in the "Lakeside" neighborhood. The public is invited to a second Open

House and Community Meeting. The first floor will be open for public viewing at 6:15 p.m., followed by the community meeting in the auditorium at 7 p.m. on Wednesday June 20 at the school. The Town Administrator will lead the discussion and provide updates to the ongoing evaluation followed by a question and answer session about the building's future.

Stolen credit cards reported

WAKEFIELD — A Winship Drive woman called police at about 11 a.m. yesterday to report that her credit cards had been stolen. The woman noticed that the cards were missing over the weekend but was not sure when they were taken.

Police said that fraudulent charges were made using the credit cards at Home Depot in Danvers and Target in Stoneham. The cards have been cancelled.

At about 3 p.m. yesterday, a caller reported that a UPS truck took down some wires at the corner of Oak Street and Orchard Avenue. Police confirmed that they were cable wires and made sure they

POLICE Page 9

Kiosks coming to downtown

Town Council notebook

By MARK SARDELLA

WAKEFIELD — As part of the ongoing effort to revitalize the downtown area, four new kiosks will be installed at various locations offering "way-finding" and other useful information for visitors and residents. The Town Council approved the installation of the signs, one of which will have a digital component, at their meeting last week.

Bob Malliot, president of Wakefield Main Streets, appeared before the Town Council along with Mark Faverman of Faverman Design to discuss the project. The kiosks will be paid for by Wakefield Main Streets through their private fundraising efforts. Faverman Design has been retained by the town to develop a branding and wayfinding program for the town's business districts.

Two of the free-standing, two-sided kiosks will be located on sidewalks in the Square and will be placed at Main and Water streets and Main and Albion streets. A third two-sided kiosk will be placed near Veterans Field on North Avenue. The digital kiosk will be three-sided and will be placed at the southern end of the Lower Common, near the corner of Common Street and Lake Avenue. One side of this kiosk will be digital and have a changeable screen.

Faverman talked about the design of the kiosks, which will incorporate the look of the iconic Bandstand, including a red top that

KIOSKS Page 7



KIOSKS LIKE THIS ONE will be installed at four key locations around town to help promote the downtown area. Conceived by Faverman Design, the kiosks will incorporate the look of the iconic Bandstand.

Politics & Government

Kiosk Debate Dominates Town Council Meeting

Latest town effort to draw walkers/runners from Lake Quannapowitt to downtown meets resistance.

By Bob Holmes, Patch Staff | Jul 16, 2018 11:15 pm ET

Like Share



WAKEFIELD — If it's true that Lake Quannapowitt was formed by glacial ice some 13,000 years ago, it's safe to say Monday night's Town Council meeting wasn't the first time the natives have argued over what's best for the roughly 250 acre lake.

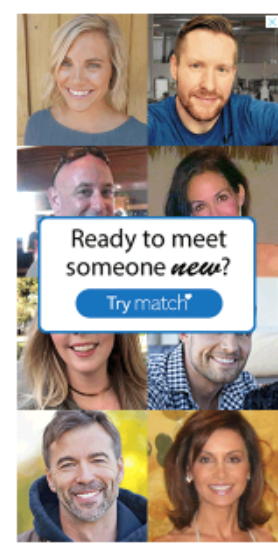
But a spirited, even angry, debate over kiosks? Now that's different.

Wakefield's elected officials have been trying for years to lure you/me and anyone else who walks around the lake to take a slight detour into the town center and spend our money. Eat, drink, shop ... just spend. In 2014 a discussion started to add kiosks at key points around the lake that would inform walkers, etc., what was going on just a few steps away in downtown.

Wakefield Main Streets worked with Town Administrator Stephen Maio along with the Board of Selectmen to come up with a plan. Wakefield Main Streets even received a \$100,000 grant along the way to make it all happen. They settled on four kiosks with one being digital on the lower common off Church Street. On May 31 the selectmen-turned-Town Council gave unanimous approval to the idea.

So with everything seemingly in place, why was Town Council chair Peter May saying, "It's turning into a zoo." Why was Ann Santos talking about "moronic emails" she had received? Why was Paul DiNocco telling those in the packed room at WCAT, "you're living in a cave if you didn't know about this." And why was Tony Longo upset that the Friends of Lake Quannapowitt (FOLQ) had included his home number on their Facebook page?

At one point an audience member fired back saying, "shame on you" in the direction of DiNocco. All this because of four kiosks, more



Ready to meet someone new? Try match.

Featured Events

Jul 21 All about our July 21 Wakefield Farmers Market

Jul 21 giant yard sale

Jul 21 Keep Your Home Cool This Summer

Jul 21 Add your event on Patch

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Monday - Thursday 7:30 - 4:00
Friday 7:30 - 3:00

RECYCLE COLOR: Red • Wednesday, August 8, 2018 • 20 Pages



the Wakefield DAILY ITEM

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Kiosk plan will go forward

By MARK SARDELLA

WAKEFIELD — Despite generating a significant amount of controversy, a plan approved by the Town Council to deploy four informational and way-finding kiosks will go forward unchanged.

Town Council Chairman Peter May announced at Monday's meeting that the four kiosk locations approved at the May 31 Town Council meeting will not change despite objections from citizens and local organizations to one of the sites in particular. A four-sided kiosk proposed for the corner of the Lower Common near Church Street and Lake Avenue that

would have a digital component drew sharp criticism from local individuals and groups like the Friends of Lake Quannapowitt and the Wakefield Center Neighborhood Association.

That public criticism erupted at a contentious meeting of the Town Council on July 16. Critics objected to the kiosk at Church Street and Lake Avenue based on aesthetics and safety concerns. Some felt that the digital component would be a blight on the Lake and Common area. Others saw it as a potential distraction to motorists in an area with a lot of

TOWN COUNCIL Page 7

10

More Days Until
Festival Italia!
Food, Children's Activities, Entertainment, 3 Stages Featuring Live Music

Cracklin' Rosie



TOWN COUNCIL Continued from Page 1

pedestrian traffic.

The kiosks are being proposed and paid for by the Wakefield Main Streets program.

"The Main Streets organization has worked very hard to help Wakefield be a better place to live," May said at Monday's meeting. "This part of their work will help advertise businesses, meetings and events in town. The kiosks are just a small part of their work to help the town of Wakefield

and its current and future businesses attract more visitors."

May said that five alternate locations for the digital kiosk were suggested, but all were either already being used or did not meet the proper criteria.

May noted that he and Town Administrator Stephen P. Maio had recently met with the Traffic Advisory Committee and the TAC found "no safety issues" associated with the placement of the ki-

osk at the Church Street and Lake Avenue."

May invited the FOLQ, the Wakefield Neighborhood Association, the Historical Commission and others to provide input to the Main Streets group and to the Town Council regarding the beautification of the kiosks. He floated the possibility of selling bricks similar to those around the flag pole at Colonel Connelly Park to raise additional dollars to help

keep the Lake and surrounding areas pristine.

During public participation earlier in the meeting, Karen Faler of the Friends of Lake Quannapowitt said that, while FOLQ had made its position clear that the Common would not be enhanced by adding a digital kiosk, the organization "strongly supports the goals of Main Streets." She said that both the Lake and the retail district were worthy of protection and the groups should be able to work together.

Faler thanked the Town Council

for slowing down the process and for increasing public access to information on the kiosk plan.

Wakefield Main Streets president Bob Mailhoit also spoke during public participation at Monday's Town Council meeting. He provided a preview of another Main Streets initiative involving a series of short videos promoting the town and local businesses. He previewed videos that highlighted Wakefield Main Streets' mission as well as promoting local businesses like Kidcasso Art Studio and the Public Kitchen.



wakefield.ma.usWakefield, MA |

TOWN OF

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MASSACHUSETTS

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News & Events

Update From the Middlesex District Attorney »

Timothy Martin, 23 of Manchester, NH, has been placed under arrest and charged with murder and three counts of assault...

Ongoing Investigation After Apparent Homicide on Otis Street »

Investigation being conducted by the Middlesex District Attorney's Office, Massachusetts State Police, and Wakefield...

Reminders About Monday's Holiday »

Virtual MLK celebration will take place Monday; trash and recycling pickup will be delayed.

+ VIEW ALL

PUBLIC MEETINGS

COMMUNITY CALENDAR

January

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

All upcoming public meetings

Public Participation Form

Upcoming Meetings

School-Committee-Finance-and-Facilities-Subcommittee-2021-01-21

January 21, 2021 - 8:00am

Retirement Board

January 21, 2021 - 8:00am

Youth Council Communications Outreach Subcommittee

January 21, 2021 - 1:00pm

Permanent Building Committee Public Safety Building Advisory Working Group

January 21, 2021 - 2:00pm



UPGRADED DROP BOXES AT TOWN HALL



With safety a top priority for Town Hall employees and guests, residents are strongly encouraged to conduct their Town transactions virtually. Payments can be made online at www.wakefield.ma.us/online-payments for many services, including taxes, water bills, white-goods stickers, refuse bags, cemetery services, and more. Many forms and applications can also be accessed on the Town's website www.wakefield.ma.us.

Town Hall has installed new drop boxes to make submitting documents to staff quick and easy. These boxes are clearly marked and located near the accessible parking spaces and sidewalk ramp, to the left of the Town Hall entrance.

DATES TO NOTE

Tax Collector

Third-quarter actual real estate bill due:
February 1, 2021

Third-quarter actual personal property bill due:
February 1, 2021

2021 motor vehicle excise bill commitment #1
Issued February 4, 2021 | Due March 8, 2021

Assessing Department

Abatement applications due:
February 1, 2021

Statutory exemptions due:
April 1, 2021



In 2015, Wakefield lifted its December-to-April on-street parking ban and now enforces parking limitations on an emergency basis.

When preparing for a snow event, the Town often initiates a temporary restriction of on-street

parking. This allows plowing crews and public safety vehicles to safely access the roads and perform curb-to-curb cleanup. Parking ban announcements and other emergency notifications are made via our CodeRED e-alert system.

All parked cars must be removed from the roadways during a parking ban. If your residence does not have a driveway, connect with your landlord for parking options or coordinate with a neighbor who has extra driveway space. Vehicles that interfere with snow operations or emergency-vehicle access may be towed.

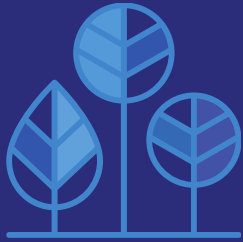
1 Lafayette Street Wakefield, MA 01880 | wakefield.ma.us











**PUBLIC
REALM**



S E L B E R T

P E R K I N S

D E S I G N

May 20, 2021

Site + Program Branding

Jessica Finch
Selbert Perkins Design



Case Study #1: City of Worcester Wayfinding

- 2005 - 2015
- Budget \$75K

Scope:

- Community Engagement
- Wayfinding Audit
- Circulation Analysis
- District Identity
- City-wide Logo
- Wayfinding System
- Placemaking Opportunities
- Master Plan

Highlights:

- Identity has **staying power** – still being implemented
- Prototype helped create **support for larger project**
- Opportunities for **Public Art**
- Foundation for **future growth**



Wayfinding Audit



street ID



street ID



street ID



street ID



street ID



street ID



historic district ID



bike route ID



Worcester ID



Worcester ID

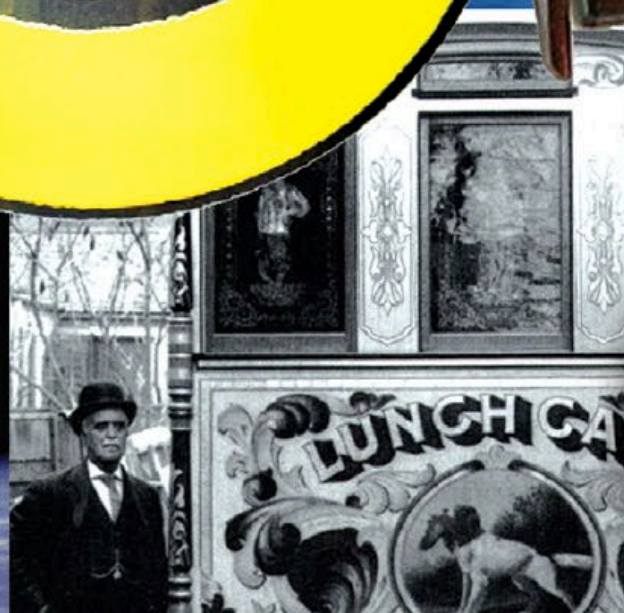


Green Hill Park ID

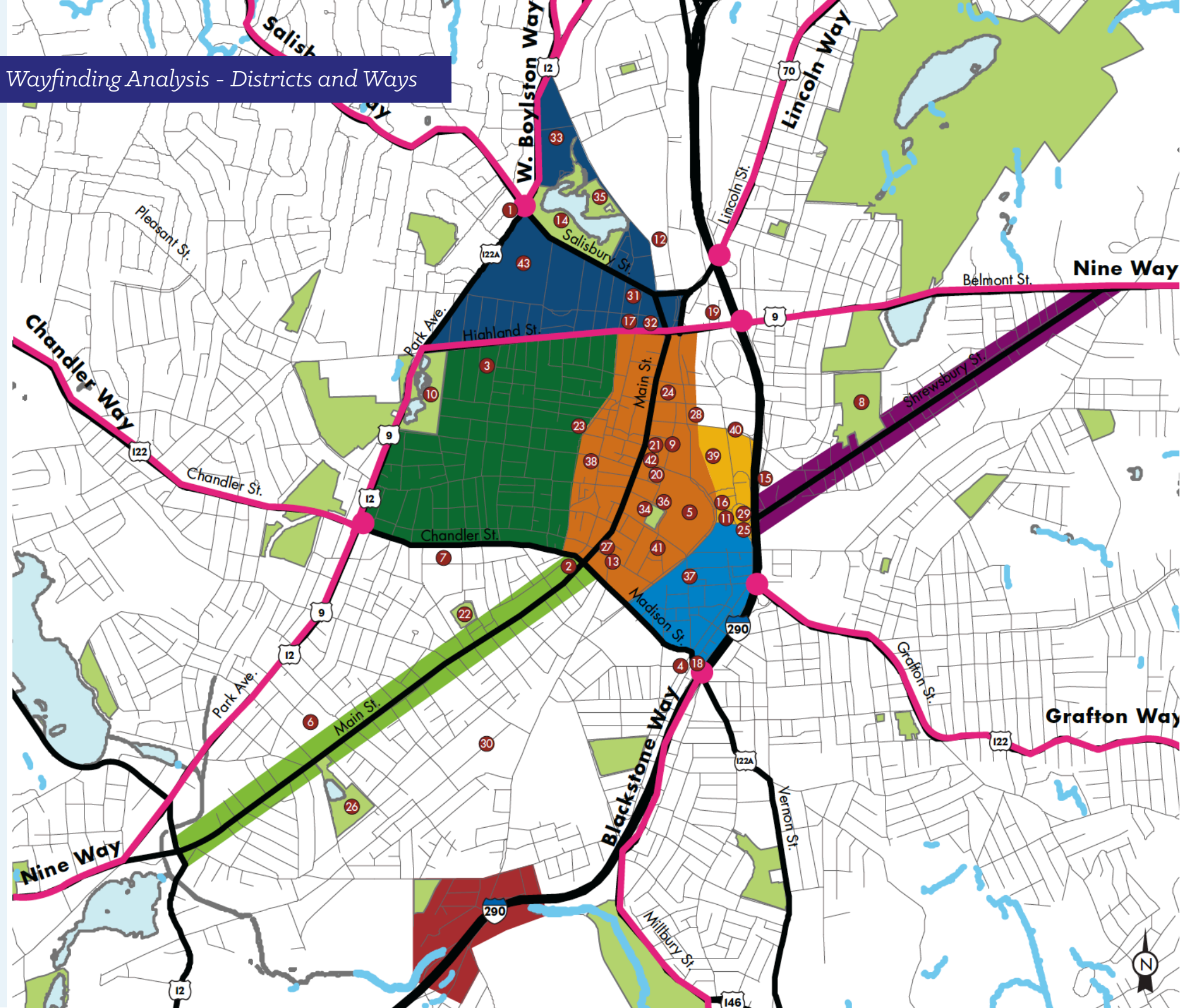


Green Hill Park ID

History and Storytelling

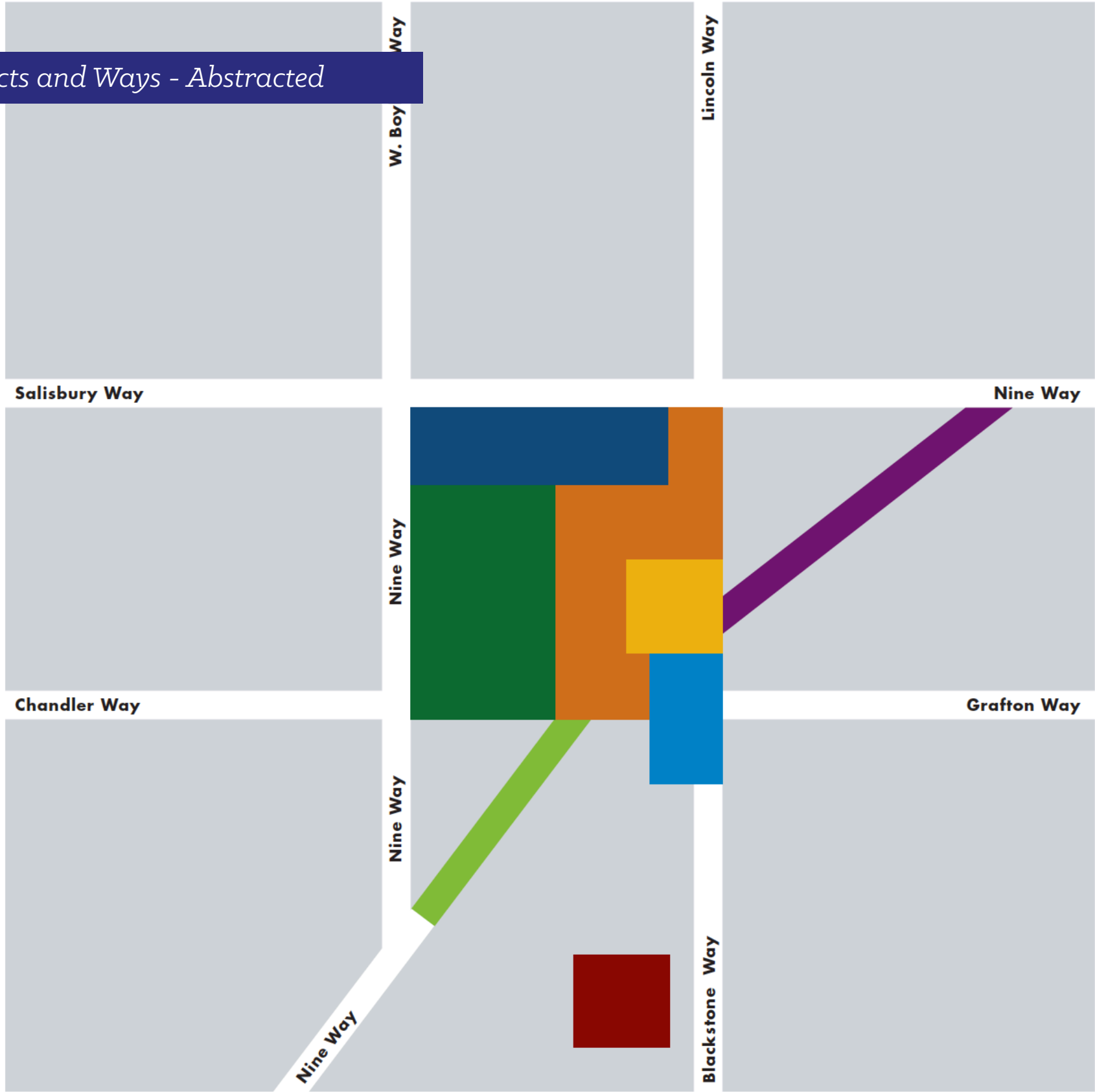


Wayfinding Analysis - Districts and Ways



- Washington Square District
- Salisbury District
- Canal District
- Downtown District
- Shrewsbury Street District
- Main South District
- Elm Park District
- South Worcester District

Districts and Ways - Abstracted



- Washington Square District
- Salisbury District
- Canal District
- Downtown District
- Shrewsbury Street District
- Main South District
- Elm Park District
- South Worcester District



M A S S A C H U S E T T S

District Icons



Washington Square
District



Salisbury District



Canal District



Downtown District



Shrewsbury Street
District



Main South District

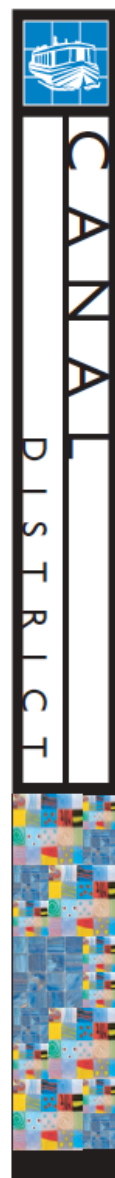
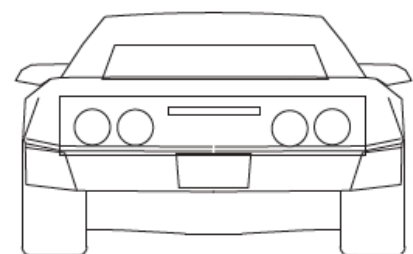


Elm Park District



South Worcester
District

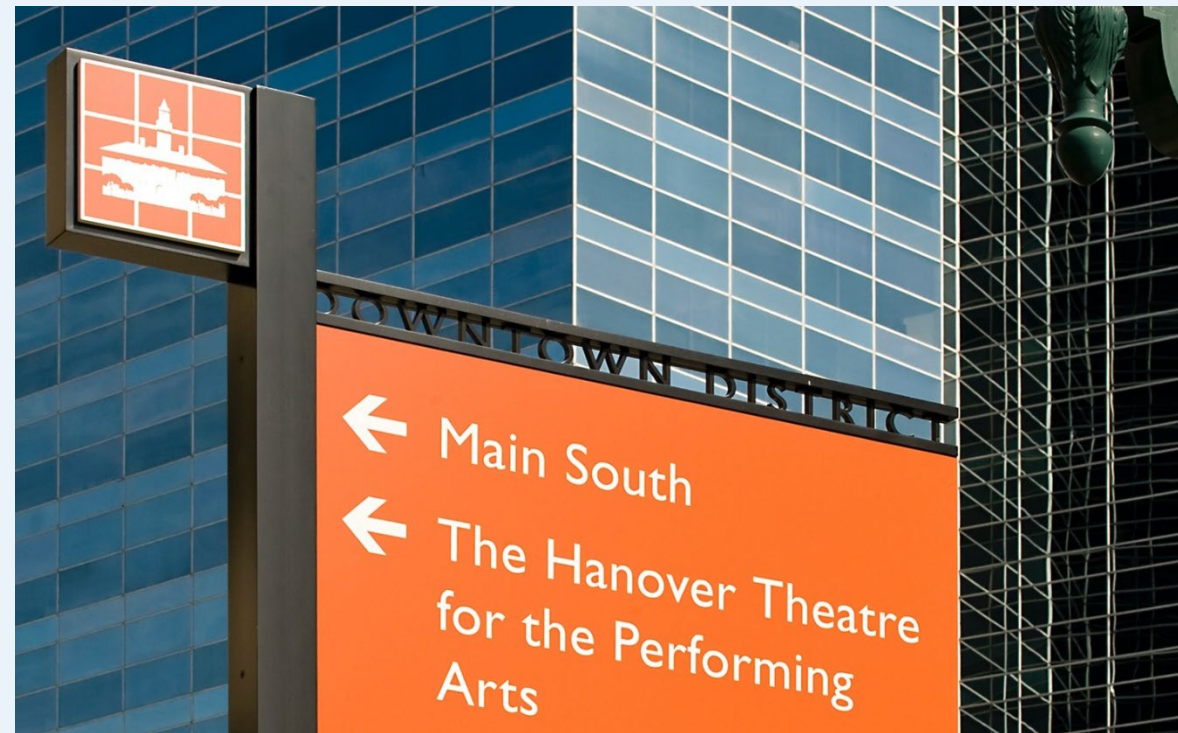
Wayfinding System



District Identifiers



Signage Prototypes



Case Study #2: City of Melrose Wayfinding & Creative Placemaking Master Plan

- March – Nov 2021
- \$35,000

Scope:

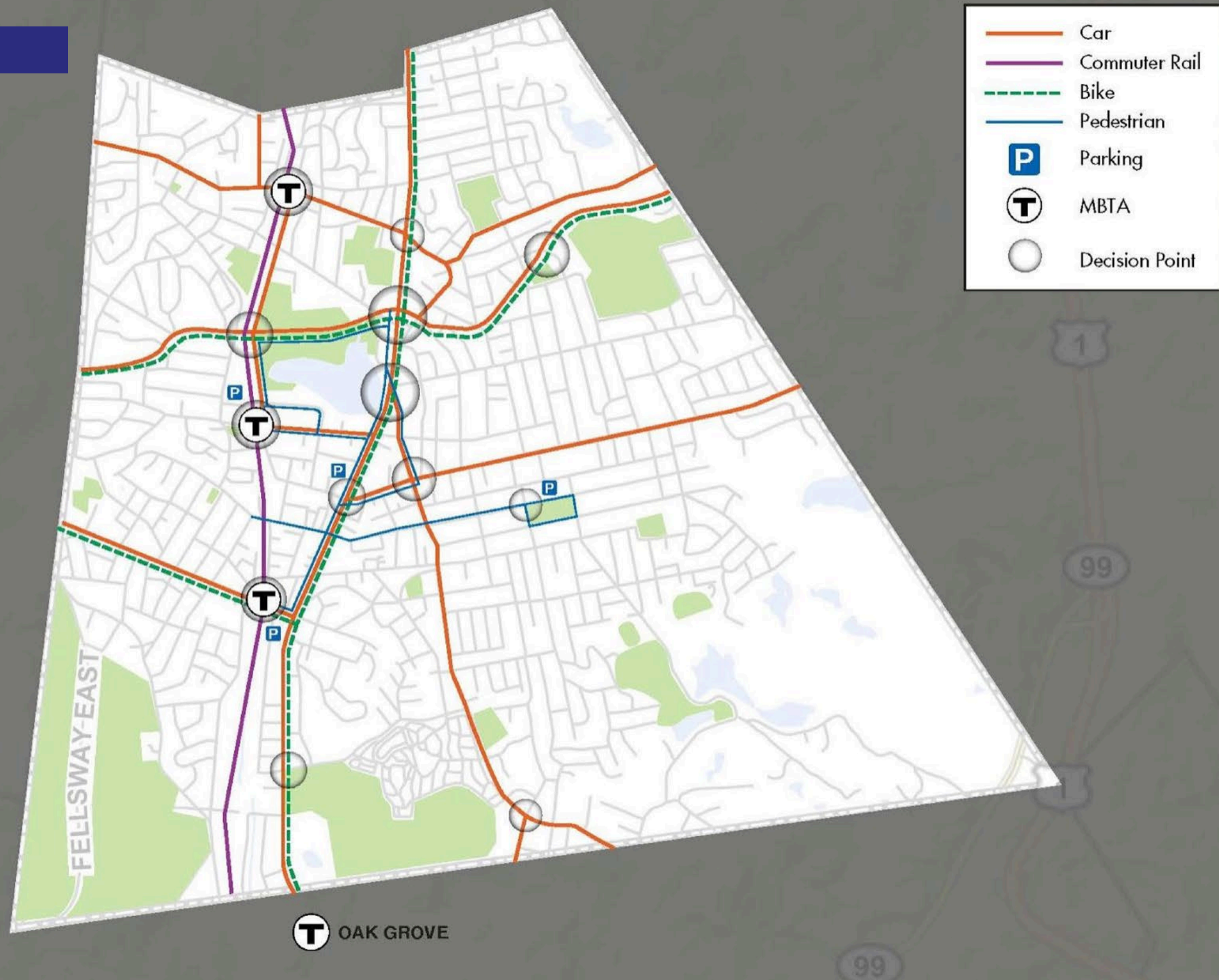
- Community Engagement
- Wayfinding Audit
- Circulation Analysis
- Placemaking Opportunities
- Master Plan Document
- Call for Public Art
- Art Program Brand

Highlights:

- Completed during the Covid-19 pandemic
- The City's first call-for-art resulted in **10 new art installations** including:
 - Murals
 - Utility Boxes
 - Poetry
 - Temporary Installations



Circulation Analysis



Potential Art Locations

Location 1 - City Hall Lawn



Location 2 - Central Terrace



Location 3 - Main & Grove St. Park



Location 4 - Pine Banks Park



Location 8 - Other Suggested by Artist

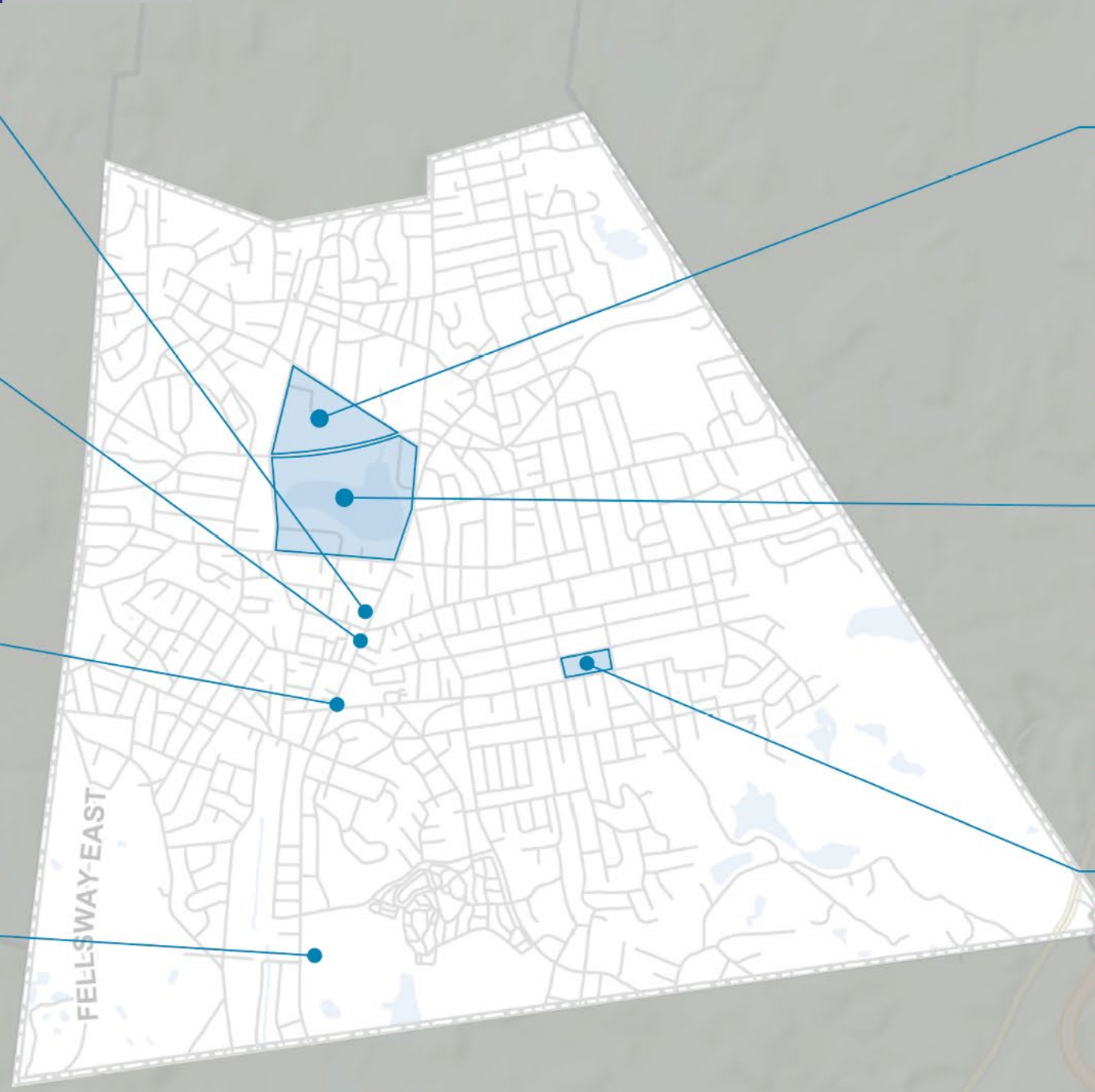
Location 7 - Melrose High School



Location 6 - Ell Pond



Location 5 - Melrose Commons



Engagement Summary

- **Over 700 participants**
- 10 Individual Interviews
- 4 Committee Meetings
- 3 Focus Groups
- 639 Survey responses - far exceeding our goal of 150!
- 61 Community Meeting attendees

In collaboration with:



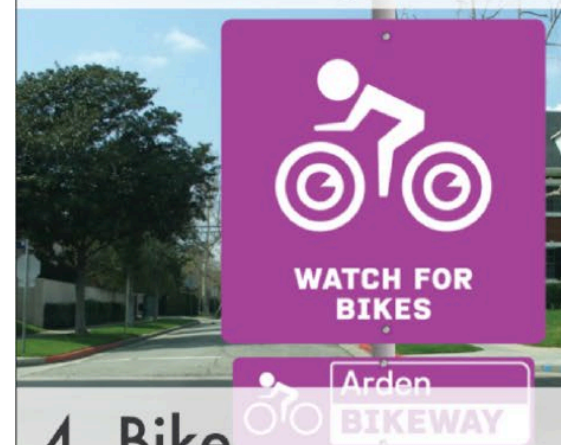
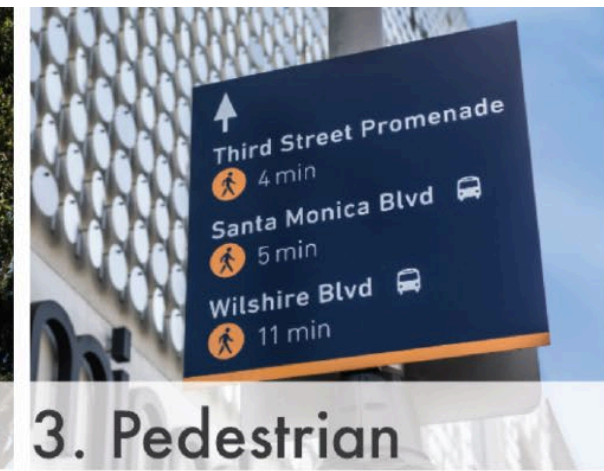
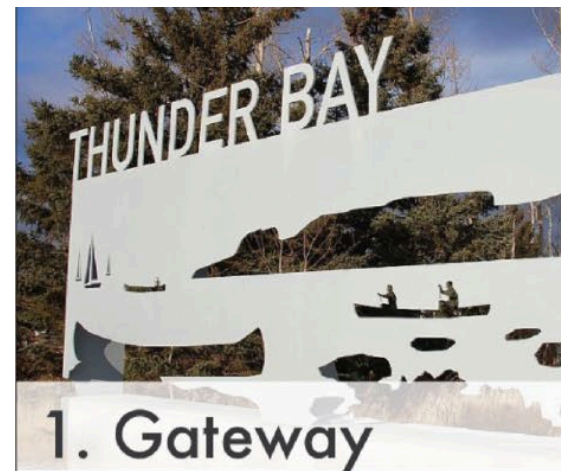
Framing a vision for the future of Melrose



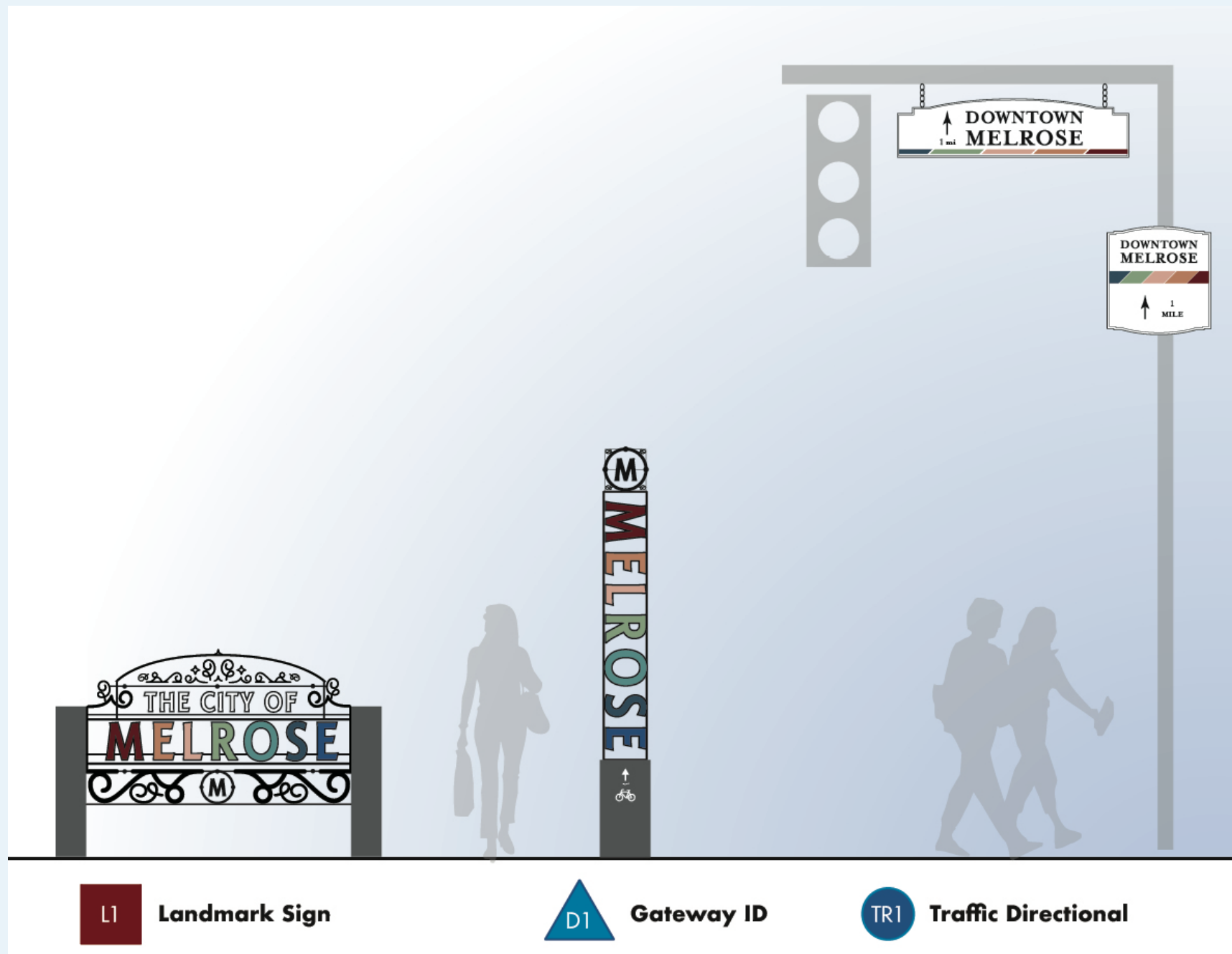
Key Findings – Wayfinding

- 96% said a **walkable downtown** was a top characteristic that makes Melrose unique.
- 44% of respondents noted that **Trail Signage** should be a high priority.
- **Pedestrian, Interpretive, Bike, and Vehicular Signage** was also requested by 35 - 39%
- 89% of respondents said **Downtown** was one of the most important places to direct residents and visitors to with signage

Survey results helped identify priorities and preferences of the community.



Live Polling on Design Preferences



Which concept do you prefer?

CONCEPT 1 - MUNICIPAL		
(EXISTING DESIGN) LANDMARK	GATEWAY	(ENLARGED) DIRECTIONAL

CONCEPT 2 - MODERN		
LANDMARK	GATEWAY	(ENLARGED) DIRECTIONAL

CONCEPT 3 - VICTORIAN		
LANDMARK	GATEWAY	(ENLARGED) DIRECTIONAL

Host is sharing poll results

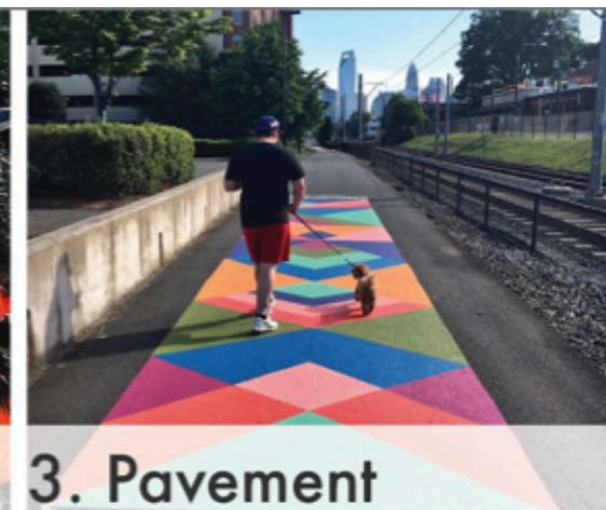
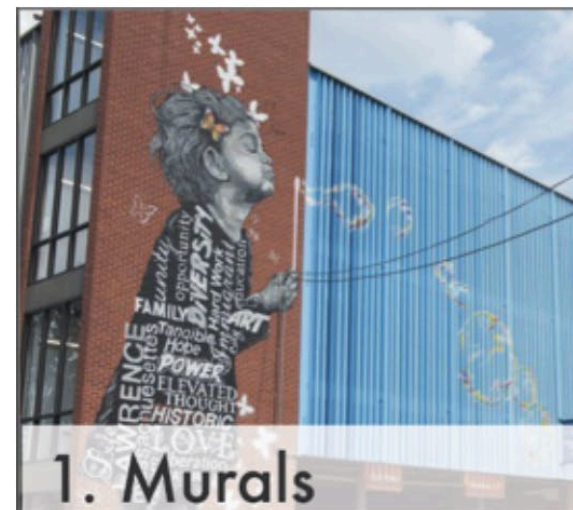
1. Which concept to do you prefer?

Concept	Count	Percentage
Concept 1: Muncipal	13	26%
Concept 2: Modern	18	36%
Concept 3: Victorian	19	38%

Key Findings – Art & Amenities

- **Community Events and Murals** are the two most favored types of art.
- **Sculpture, pop up installations, and performance** were also highly rated.
- **Trash/recycling bins and benches** are the two most desired types of amenities.
- **Sports/play areas and pet waste** dispensers the 3rd & 4th most desired amenities.

Survey results helped identify priorities and preferences of the community.



Call-for-art Summary

- Part of a **long-range plan** to engage to create public art and improve the overall experience of residents and visitors
- Phase 1 projects are **grant funded**
- Total budget may be **\$1,000 to \$10,000**
- Planned to commission **3 – 5** projects for install
- **10 projects** were selected



'Wild Escape' (detail) by Silvia Lopez Chavez

Melrose Makes Art Event, Nov 2021



Art Program Identity and Event



Melrose Makes Art Walk

- Mural, Melrose HS, Silvia López Chavez
- Painted Utility Box, Sheila Billings
- Painted Utility Box, April Jakubec Duggal
- Walking Poetry Installation, Adria and Jessie
- Dragon Sculpture, John Pegoraro
- Painted Utility Box, David Winkler
- Miniature Art Gallery, Catie Nasser
- Mural, Sagie Vangelina
- Painted Utility Box, David Winkler
- Painted Utility Box, April Jakubec Duggal

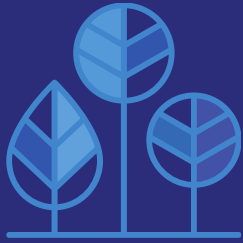
Location TBD, The Green Man Project, Lisa Tiemann

In partnership with local arts org
Follow Your Art



Melrose Makes Art Event, Nov 2021





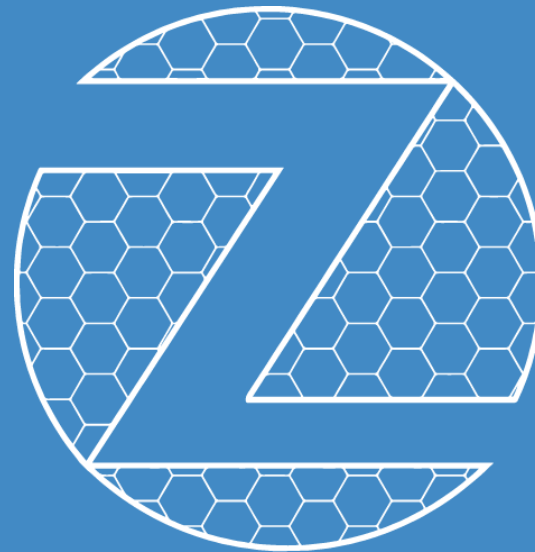
**PUBLIC
REALM**



May 20, 2021

Site + Program Branding

Laurie A. Zapalac, PhD
Zapalac Advisors



Branding in the context of LRRP:

1. Work with a community to update/recontextualize its brand
2. Develop or reinvigorate a branding approach for the district, or a site within the district*
3. Branding for a specific program or project*

WHAT IS BRANDING?

All the things that go into a
Red Sox game at Fenway =
the brand experience



A logo or tagline carries the brand.



Brands help us forge an understanding about place – and if
the ideas resonates – a relationship to that place.

- Branding is about sharing your values and is *ongoing*.
- Good branding conveys possibility and potential.
- Good branding gives the audience a role in the story.

CASE STUDY #1: ISLAND CREEK OYSTERS

Manifest brand values through master planning of a 12-acre former marine science research campus to create the Island Creek Oysters farm and HQ.

We grow the finest oysters in the world and have a damn good time doing it.



Write a set of guiding principles, general enough to allow for evolution:

Ex: *primacy of the bay*

- Restore views & native landscape
- Keep signage & tech out of the way
- Showcase all aspects of shellfish farming



ICO Founder, Skip Bennett

The ICO Mission:
**Through Innovation and Education,
We Create Opportunities to
Connect People With Boundary-
Pushing Seafood Products.**

The ICO *Farm* Mission:
**Our aim is to create an authentic,
homegrown hospitality destination
that showcases the product, people,
place, process and purpose of
Island Creek Oysters.**

Mission



Education = value creation

Shed even more light on the work of
the ICO Hatchery + ICO's role as a
lynchpin in the New England
commercial seafood industry



We Grow Thriving Coastal Communities.

Our farm provides visitors--guests, growers, chefs, experts--a glimpse into what life is like in a thriving 21st century coastal community.

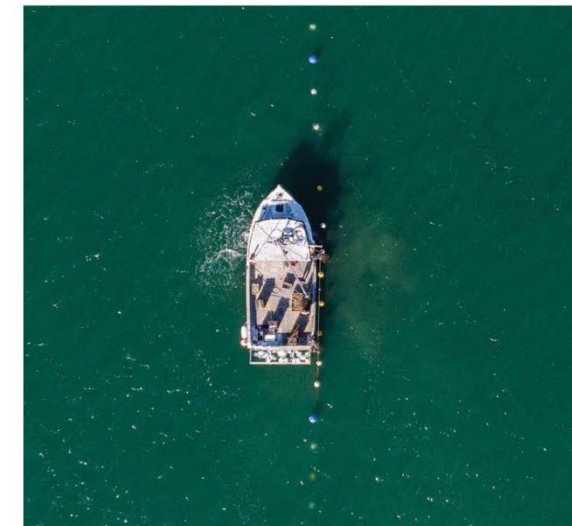
Vision





- Covid pivot on site: social + distancing = new offerings
- Covid pivot off -site: amp up ecommerce / direct to-consumer programs to replace restaurant sales
- Messaging pivots: change in tone + more consumer driven content: **this week's #shuckdown**

PROCESS / IMPACT



Reawaken your branding:

- Tap the place knowledge and creativity of your constituency for content
- Look for shared values, not perfect alignment
- Amplify the stories of *neighboring* businesses in your district – a district's brand is demonstrated by how businesses support each other

ICO tells the stories of other shellfish farmers whose products they sell, such as Kerian Fennelly of Westport Sea Farms, and what is unique or interesting about their farming practices.

Case Study #2: TASTE FALL RIVER

Manifest brand values through a program / event



Make It Here

- 2017: Fall River launches the new brand, “Make it Here.”
- 2019: New TDI partnership to focus on revitalization of Main Street, just as negative headlines were starting to emerge about FR leadership
- *Taste Fall River* launched to strengthen the partnership and direct attention to positive narratives.



Taste Fall River

A VIBRANT CELEBRATION OF FALL RIVER CUISINE AND CULTURE, WITH SPECIAL MENUS AND PRICING OFFERED BY PARTICIPATING FALL RIVER RESTAURANTS

WHEN

Wednesday April 24:
“TASTE FALL RIVER”
a 1-day kickoff event
from 5pm-9pm

\$25 = tasting at participating restaurants,
two drink tickets & evening trolley service

Monday April 29 - Sunday May 5:
“RESTAURANT WEEK”

Special Menus/Promotions

TICKETS

www.tastefallriver.com

& at participating restaurants,
Rockland Trust (Fall River branches),
Bristol County Chamber of Commerce





tastefallriver Make it a date night
Make it a girls' night
Make it a family feast
Join us for Taste Fall River and Fall
River Restaurant Week.
#FRMakeItHere
#TasteFallRiver
www.tastefallriver.com

110w



Liked by **peopleincorporated** and
8 others

APRIL 5, 2019



- Found creative ways to weave together the city brand & the program brand
- The (unbranded!) event map did the job.
- An info kit on Fall River industry, culture and real estate was distributed + the event offered a chance to experience Main Street buildings and vitality.



BRISTOL COUNTY
CHAMBER OF COMMERCE



with support from:
MASSDEVELOPMENT



Frank Clegg



Alexandra's



American Blanket



XO the Girls



New England Shirt Company



Matouk

Fall River's manufacturing and related industries include an emphasis on American made high end niche products. A growing number are leading the bridal and event industries.

Make it Here, the city's new brand, builds on Fall River's legacy as a world center of textile production. It's a fitting phrase for a city being reinvigorated by creative thinkers and new technology in a myriad of industries. Fall River's location on the Massachusetts South Coast, its labor force, and its extraordinary stock of adaptable historic architecture offers a wide range of new possibilities.

- The kit put Main Street opportunity in the context of Fall River's strengths.
- We drew a map to show how Fall River sits at the center of key markets.
- Simple website + Eventbrite = branding + online sales + feedback simultaneously



“MAKE IT” MEANS ... YOU!



A Flavor of Hospitality True to its Roots

Drawing passionately from its Portuguese and Azorean roots, Fall River’s restaurants offer ready access to old world service and classic dishes. On a stroll down Main Street you’ll find menu specials such as *Chourico a Bombeiro*, *Polvo Guisado* and *Camarao a Mocambique*. But that’s just the beginning -- the city’s bakery and diner offerings run the gamut from Portuguese sweet bread and zeppole to handmade Lebanese & Syrian meat pies and hummus, as well as outstanding Polish perogies. The city’s food culture reflects not only its access to fresh seafood as well as meat, cheese and produce from local farms, but also an emerging hybrid cuisine as new immigrants contribute to the cultural diversity of the city.

Festivals and Foodies

Fall River’s long tradition of cultural and religious festivals have set the stage for newer events such as [Block-a-palooza](#), the [Fall River Food Truck Festival](#) and the newly launched [Taste Fall River](#) and [Fall River Restaurant Week](#). Complementing these is the destination music venue, The Narrows, which also organizes the [The Spindle City Fest](#). The [Creative Arts Network \(C.A.N.\)](#) initiates new cultural programming and runs a website that serves as an information portal for local cultural offerings - from vineyard and brewery tours to interactive performances.

Making More of Maritime & Coastal Tourism

[Battleship Cove](#), long important as a receiving point of the Quequechan River’s waters, today also functions as a site of naval heritage -- hosting the largest collection of World War II naval warships in the country, the Maritime Museum, and other beloved sites. The [Borden Flats Light House](#) offers guests the chance to stay the night and experience the life of a lighthouse keeper. Or take the [Block Island Ferry](#) from Fall River as part of your coastal excursion. As Main Street and the Waterfront are being brought back together physically, culturally, and economically - a whole new set of experiences is in the making. We invite you to explore what’s underway and we hope you’ll have a hand in shaping Fall River’s future. We invite you to Make It Here.

Interested in learning more?

For questions about site development opportunities and downtown incentives/programs:

City of Fall River, Office of Community Development

Mike Dion

Tel: 508.679.0131

Email: mdion@fallriverma.org

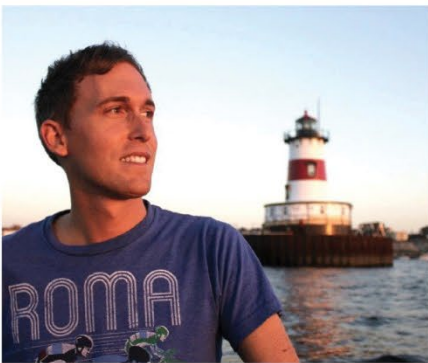
For questions related to business programs/relocation:

Bristol County Chamber of Commerce

Michael O’Sullivan, President and CEO

Tel: 508.676.8226

Email: mosullivan@bristolcountychamber.org



From top: Troy City Brewery is one of two breweries found between Main Street and the Waterfront. The Borden Flats Light House overnight program, started by Nick Korstad and now operated by Kevin Ferias, offers an unforgettable maritime experience. Events such as [Taste Fall River](#) are creating new way discover and enjoy the range of Fall River’s culinary culture.

Fall River, MA - Main Street Real Estate Listings and Contacts (updated 2019.04.24)

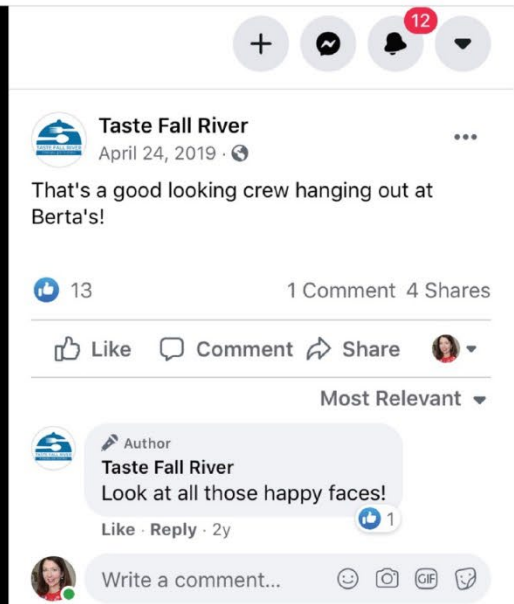
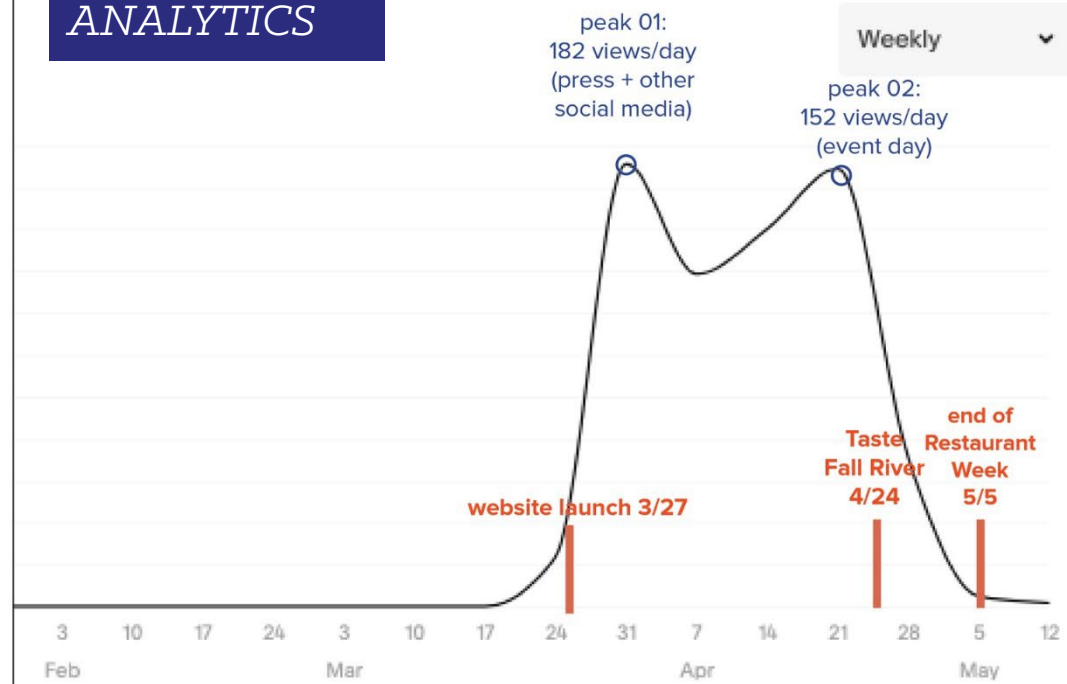
This list focuses primarily on properties available between 300 North Main and 690 South Main Street.

Address	Status	Contact	Website	Cutsheet
10 North Main Street	For lease Class A 3 spaces: 545- 10,500 SF	First Bristol Corporation James Karam 508-679-1180 James@firstbristol.com	www.firstbristol.com	loopnet
99 South Main St ("Travelers Insurance Building")	For lease Class A 4 spaces: 2,500-9,034 SF	First Bristol Corporation Alyssa Karam 508-679-1180 Alyssa@firstbristol.com Collins Commercial Real Estate Kelley Collins 508.676-8500	www.firstbristol.com www.collinscommercialre.com	loopnet
205 South Main Street ("The Cultural Center") MLS# 72373940	For sale - pending 45,000 SF Commercial \$875,000	Michael Alfonso Alfonso Realty Co 508.207.0268	http://www.culturalcenterfallriver.com	see website
226 South Main St. Unit 8 ("The Robinson Building") MLS# 72482562	For sale 2000 SF Office \$179,000	Bay Market Real Estate Barbara Monize 508.679.1090 BarbaraBayMarket@gmail.com	https://www.baymarketrealestate.net	MLS
218 South Main ("Center Place")	For lease Class A 650 SF - 9,5000 SF	508.965.9350 774.930.4448		N/A
285-299 South Main St.	For lease 13,860 SF Class B	Christopher J Paiva Paiva Real Estate Services 508.970.5612	http://www.paivarealestate.com	loopnet; website
333-335 South Main St. ("Facchiano's location")	For sale Class B 3,119 SF \$250,000	Henry Alfonso Alfonso Realty Co 508.207.0152		loopnet
Other Properties:				
18-30 3rd Street	For lease 6,000 SF Class B	Collins Commercial Real Estate Kelley Collins 508.676-8500	www.collinscommercialre.com	loopnet
28 Anawan Street	For lease / for sale 75,000 SF light manufacturing	Amanda Stamelos Megaron Properties 847.205.0450		loopnet
85-111 Anawan Street	For lease 55,000 SF light manufacturing	Seth Shapiro United Appraisal Services 508.676.8247		loopnet
104 Anawan Street MLS# 71883998	For sale 205,000 SF \$2.895 million light manufacturing	Bill Dellea Coldwell Banker, Boston 617.424.6244 Bill.Dellea@NEMoves.com	https://www.coldwellbankerhomes.com/ma/boston/agent/william-dellea/aid_5598/	yes
81 Commerce Drive (Fall River Industrial Park)	For lease office +/- 30,000 SF	Dan Cregan CBRE, Providence dan.cregan@cbre.com 401.621.4340 www.cbre.com	www.cbre.com	yes



Irma Sanchez,
owner of
Taqueria El
Habanero

ANALYTICS



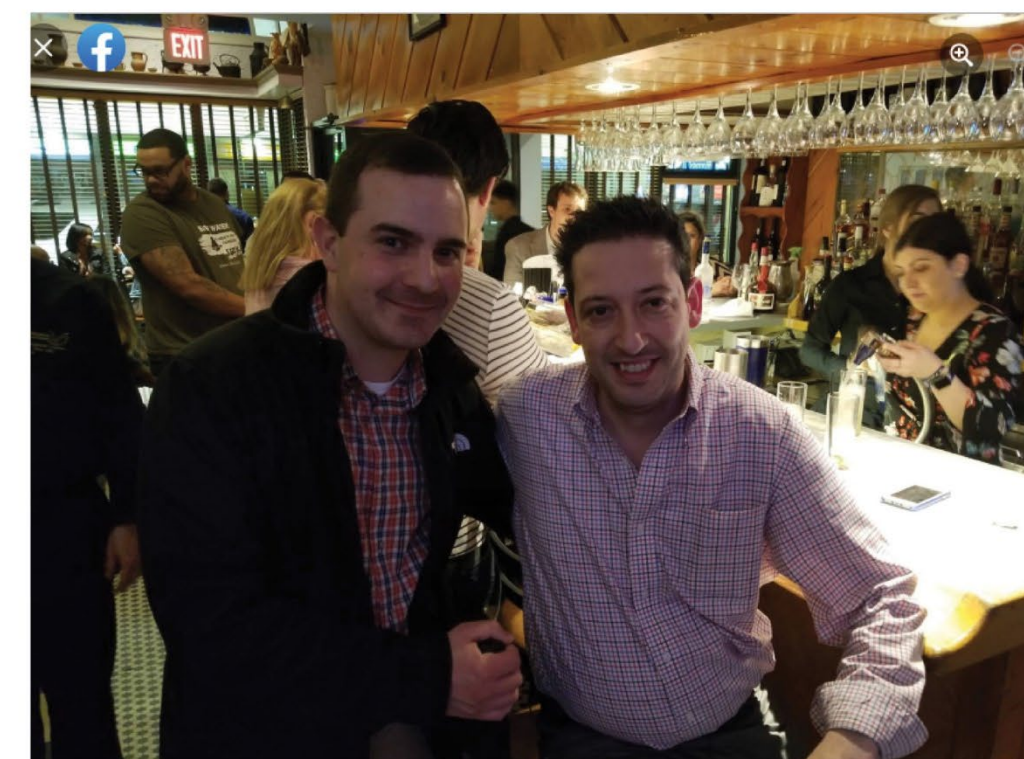
Geography

Tue, Jan 1 – Wed, May 15, 2019

Location	Visits
United States	2,101 (99.5%)
Massachusetts	1,403
Fall River	569
Boston	121
Attleboro	99
Head of Westport	71
New Bedford	60
Quincy	32

Logical Distribution:
Visitors coming from nearby communities (and the Boston area). Shows an interest (demand) for cultural offerings.

Find influencers with shared interests who can help you reach relevant audiences. (Thank you @FallRiverFoodie!)



Taste Fall River: Impact

- Room for improvement? Absolutely! Did we do enough to demonstrate what is possible and start new conversations? Yes!

Financial ROI:

- 400+ tickets sold
- Covered cost of event + more
- Revenue + new customers for district businesses
- Set wheels in motion for an annual event adjusted last year to a multi-day October event due to Covid.

Social ROI:

- Huge turnout – fun night!
- Confidence boost for the community, allowing local partners to commit to the next step in the full TDI program and for MassDevelopment to support it.
- New content and storytelling ideas generated about FR's food culture.

A FACEBOOK POST FROM AFTER FALL RIVER:

Patrick Jordan is feeling proud.

I had an awesome time at the 1st ever taste of Fall River. It was an eye opening event for me. I've lived in this city my whole life and never seen the city in the light I seen tonight.

I'd like to thank everyone who helped put together the event. The city really needed something like this the trollies driving around, the incredible food that we have that I've never been apart of, and the people walking the streets excited for this. I went with my girl to all these places talking and meeting with business owners of bigger restaurants and the go getters with there businesses just opening up the door. I really had a good time and I got to talk with politicians of all sorts. Seriously I had a blast.

Thank you Fall River!

Branding takeaways:

1. Dream big / start small. Branding makes an impact incrementally, which means you have a wide array of channels at your disposal.
2. There is no perfect brand, or brand campaign adherence.
3. Now is a GREAT time to reflect and reinvigorate your brand.

Thank You!

Mark Favermann
Favermann Design

Jessica Finch
Selbert Perkins Design

Laurie A. Zapalac, PhD
Zapalac Advisors

