



TOWN OF NORTH CHELMSFORD

COMMUNITY BRANDING & WAYFINDING PROJECT

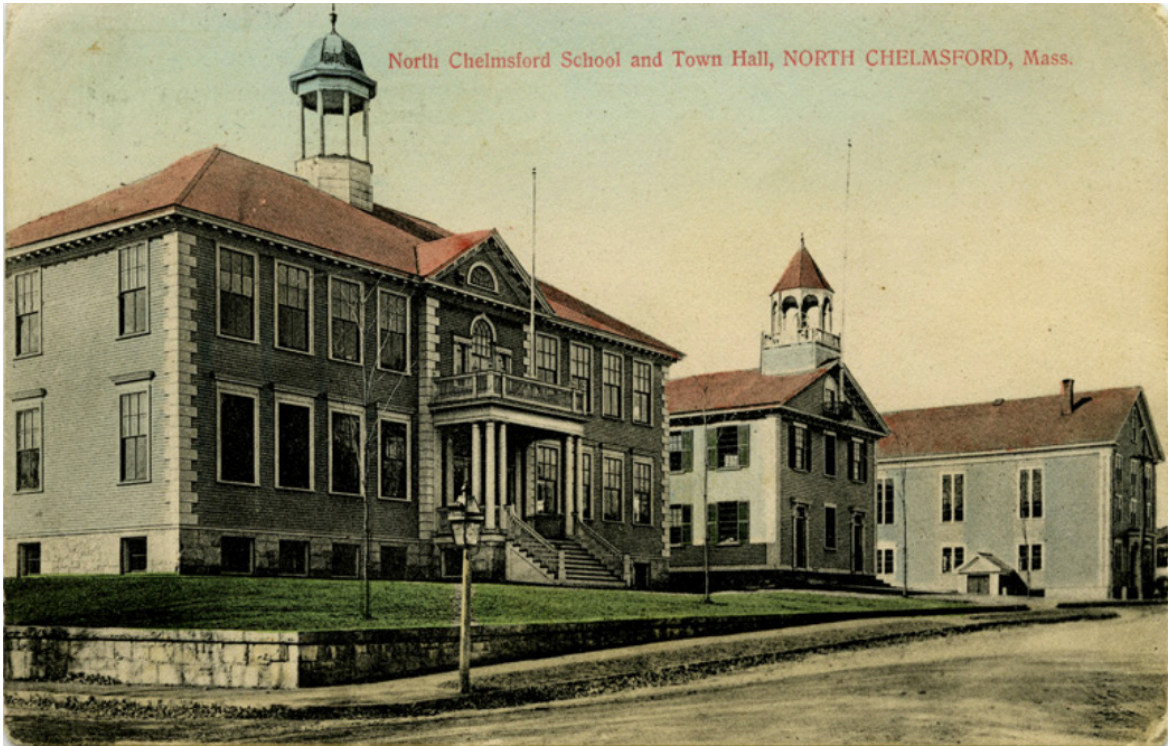
FINAL REPORT SPRING 2019

Prepared by Favermann Design

Prepared for the Department of Housing
and Community Development (DHCD)

MASSACHUSETTS
DOWNTOWN
INITIATIVE





BACKGROUND AND HISTORY

North Chelmsford is an unincorporated village in the Town of Chelmsford, MA. Although North Chelmsford has its own zip code (01863), library, post office, fire station, water district, and local calling area, it is run by the same local town government and is part of the same school district as Chelmsford.

Separated by U.S. Route 3 from the Town of Chelmsford, North Chelmsford is smaller and more densely populated than the larger Chelmsford. North Chelmsford's separate identity, though not a seriously debated issue, is still a topic of discussion. Pride of Place is strongly embraced by the village's residents. Additionally, Chelmsford High School is located in North Chelmsford.

With its proximity to the City of Lowell and its river setting, numerous mills still stand in North Chelmsford. North Chelmsford is set along the Merrimack River and Stony Brook. Freeman Lake, originally on maps as Newfield Pond (or as it used to be known, Crystal Lake, due to an ice company with the same name once located where the dam is today) sits alongside Route 40 a short distance from the village's Vinal Square. It is also the site of Varney Park, the Chelmsford Senior Center, and the North Chelmsford Water District. There are many recreational areas located in North Chelmsford.

North Chelmsford is centered on the intersection of 3A, 40 and a other local roads. This intersection is known as Vinal Square, named after a local World War I hero killed in France, Private Alberton W. Vinal. The carved stone monument is dedicated to him and Chelmsford's other World War I fatalities set on the Square's common.



Old Mill

Chartered in 1655, from its founding, Chelmsford has consisted historically of five villages including North Chelmsford. Beginning in the 1820s, industries produced cast iron, textiles, and textile mill machinery began to appear in what was then the North Village, along Stony Brook.

After the Civil War, George C. Moore built several mills in North Chelmsford. Previously, his father had a brook side mill in adjacent Westford. And apparently, since he was a kid, his goal in life was to build his own mills. He bought some lands in North Chelmsford in 1872, and then in 1875 he built mills in the town.

With social and economic ties to neighboring City of Lowell, at that time a new, industrial community, a golden age of industrial expansion and production occurred from about 1875 to 1910. Moore's No. 1 Mill was a wool mill.

Other mills included Chelmsford Foundry Company, North Chelmsford Machine Company, and the Baldwin Mill -- before the construction of Moore's new scouring mill, No.2 Mill.

Around the turn of the 20th Century, the principal industries of North Chelmsford along with George C. Moore's mills where wool scouring and spinning woolen yarns were employing probably 300, the Chelmsford Foundry Co conducting a business in heavy ornamental cast and wrought iron for building purposes employing about 100 and the Silver & Gay Machine Shop manufacturing textile machinery such as spinning frames, winders, etc.

By this time, the electric car line connecting North Chelmsford with the City of Lowell had been in operation for five or six years. This strategic connecting link made a change in the conditions of life in the village from what it had been during past years. Industries had depended largely upon the local residents for employees, but greater access expanded the potential workforce. The improved means of transportation caused the village to grow rapidly in manufacturing and residential buildings.

During the following years, many changes took place in all lines of public activity. Several mills changed hands. After selling No. 1 and No. 2 Mills, George C Moore erected new mills slightly up stream on the Stony Brook Railroad principally for wool washing and spinning. Later, part of this mill was occupied for seven years by the Lowell Textile Co which manufactured towels.

Eventually, various mills closed due to economic issues and electrification of the Southern United States (through the power developed by the Tennessee Valley Authority). After setting idle after many years, several have been converted to residential and mixed used developments that now visually and physically punctuate North Chelmsford.

Currently, North Chelmsford is a vibrant village community whose residents identify their community as a special place with pride and loyalty. The purpose of this MDI grant was to reinforce this individual identity and underscore the Village of North Chelmsford historic, recreational and natural resources. This was to be done in a process that connected the community to the Town of Chelmsford as a whole as well.



Vintage Map



Fall in North Chelmsford



Freeman Lake

THE PROCESS

In order to develop an appropriate brand for North Chelmsford and apply to a wayfinding and communication system, the subsequent process and timeline were followed:

TASK 1: FAMILIARIZATION WITH NORTH CHELMSFORD (JULY-AUGUST 2018)

- The Consultant shall become familiar with the commercial/downtown area and the anticipated goals of the project.
- Preliminary meeting with key advisory board members and staff; preliminary site walk/drive.

TASK 2: DEVELOP BRAND (AUGUST 2018– JANUARY 2019)

- Hold a preliminary meeting (August 2018) between the Consultant and North Chelmsford Branding and Wayfinding Project Committee (“Project Committee”) to finalize scope and develop strategy and goals.
- Hold at least two (2) meetings with Project Committee (September-October 2018) to discuss project context and visual influences.
- In collaboration with the Project Committee, design and analyze a brand theme, logo, and slogan or tagline, including color, font, placement, etc.
- Hold a public forum for review of brand elements.
- Brand elements to be approved by Board of Selectmen, with recommendations from the Project Committee and Design Review Board.

TASK 3: DELIVERABLES

- Meetings: 3 Project Committee meetings, 1 public forum.
- Document: BOS presentation materials.

TASK 4: REFINE BRAND & DEVELOP WAYFINDING OPTIONS (OCTOBER 2018 – FEB. 2019)

- Creation of as many as three (3) brand options for application to all wayfinding elements. These will be illustrated to show a “hierarchical family” of individual signs and other elements.
- Hold Project Committee meeting to discuss brand options (Sept-Oct. 2018).
- Refinement of a final logo/logotype as a Community Brand.
- Development of preliminary hierarchy of wayfinding elements.
- Hold Project Committee meeting to review wayfinding hierarchy and site placements.
- Refinement of hierarchy to an intermediate phase for review and discussion at public forum.
- Creation of sign elements, including a map for site placement.
- Development of a final wayfinding sign and element hierarchy to be approved by Board of Selectmen with recommendations from the Project Committee and Design Review Board.

TASK 4: FINAL REPORT

- A Final Report will be submitted to the Department of Housing and Community Development’s (DHCD) Downtown Initiative Program.
- A draft will be reviewed and approved by town staff before submittal.

NOTES:

- All discussions were illustrated by Microsoft PowerPoint presentations.
- Meetings were open to the whole North Chelmsford Community.
- Meetings and workshops included full discussions by participants.
- Community Advisory Committee were able to give recommendations between formal meetings as well.



Various Housing

BRANDING AND WAYFINDING ADVISORY COMMITTEE

Members of the North Chelmsford Branding/Wayfinding Advisory Committee as an aspect of the Vinal Square Strategic Action Plan Committee’s oversight.

- William John Gilet, Jr.
- Laura A. Lee
- Michael S. Walsh
- Janet E. Murphy
- William R. Vines
- Kenneth Wayne Pantuso
- Joseph H. Tierney, Chairman
- Evan Belansky, Community Development Director, ex officio



The Committee

DISCUSSION

At the first meeting with the consultant and the North Chelmsford Advisory Committee, they and the consultant went over the scope of services and refined them. After this, a slide presentation was

shown about an extensive variety of forms of Community Branding elements. Following the first meeting a month later, a second presentation was held to show and discuss approaches to branding, wayfinding and social media case studies of earlier projects by the Favermann Design for towns and cities.

These two sessions were followed up by another meeting that is referred to as an Ideation Exercise. At that session, with the leadership of the consultant as moderator, the meeting/workshop participants were asked to best describe North



Old Mill

Chelmsford in a single, double and three or more word phrases. Included were history, cultural and social aspects of North Chelmsford. These were written down and discussed in terms of quality of description. Additionally, colors, symbols and aspirations were also described. The consultant and the Community Development Director allowed the group to fully express themselves. From this exercise, over the next several weeks, the consultant developed a number of design options. These design options were shown at a follow-up meeting.

Several designs were submitted to the community. These included images of mill buildings, water wheels, the Vinal Square Monument and North Town Hall. The Advisory Committee felt that whatever design chosen should show consideration and reference the previous design completed a couple of years before for the entire town of Chelmsford. There was a consensus of opinion that colors, font and even image should be visually connected to the previous image.



Town Hall

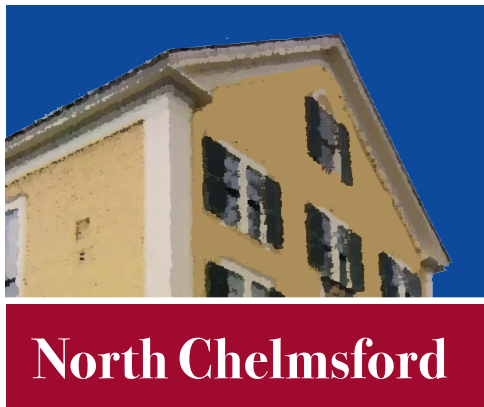
The existing Town of Chelmsford design focused on the Old Town Hall that now serves as the performing arts center. The building is yellow set on a blue sky. The consultant created a design using North Town Hall which is also yellow and set on a blue background. Instead of the beech tree leaves used on the bottom band of the Chelmsford way-

finding elements, the bottom band of the North Chelmsford signage utilized water wheels. These gave homage to the North Chelmsford mills and waterwheels heritage still located in the village. After several renderings of various approaches, a number

of refinements followed after two additional meetings and discussions. The Advisory Committee approved the design. During the Spring of 2019, the North Chelmsford branding and wayfinding design was presented to and approved unanimously by the Town of Chelmsford Board of Selectman.



Waterwheel



North Chelmsford Graphic



Chelmsford Graphic

NORTH CHELMSFORD IDEATION

ONE WORD

Quiet
Residential
Historic
Thriving
Proud
Recreation
Neighborly
Walkable
Bedroom
Stand Alone Mills
Family
Central
Beauriful
Leafy
Welcoming
Resourceful
Evolving

TWO WORD

Small Town
Mill Town
Family Friendly
Service Oriented
My Home
Collaborative Environment
Close Knit

THREE OR MORE WORDS

Historic Mill Village
Village of North Chelmsford
Plenty to Do
It Takes a Village
Something for Everyone
Family Friendly Village Community
Past and Present Together

COLORS

Maroon
Brick Red
Grey
Fall Colors
Community Center Color-gold
Blue for River
Historic Red @ McKay

SYMBOLS

Mills & Buildings
Alberton Vinal - WWI
NTH
Blue Colorado Spruce in Common
Water Wheel
Varney Park Arch
Train Tracks

ASPIRATIONS

Beautification-Vinal Square
More Cohesive
Community Driven
More thriving business
Small Businesses
More Walkable
More Parking
More Volunteers
Empowering Teenagers
Underground Wires

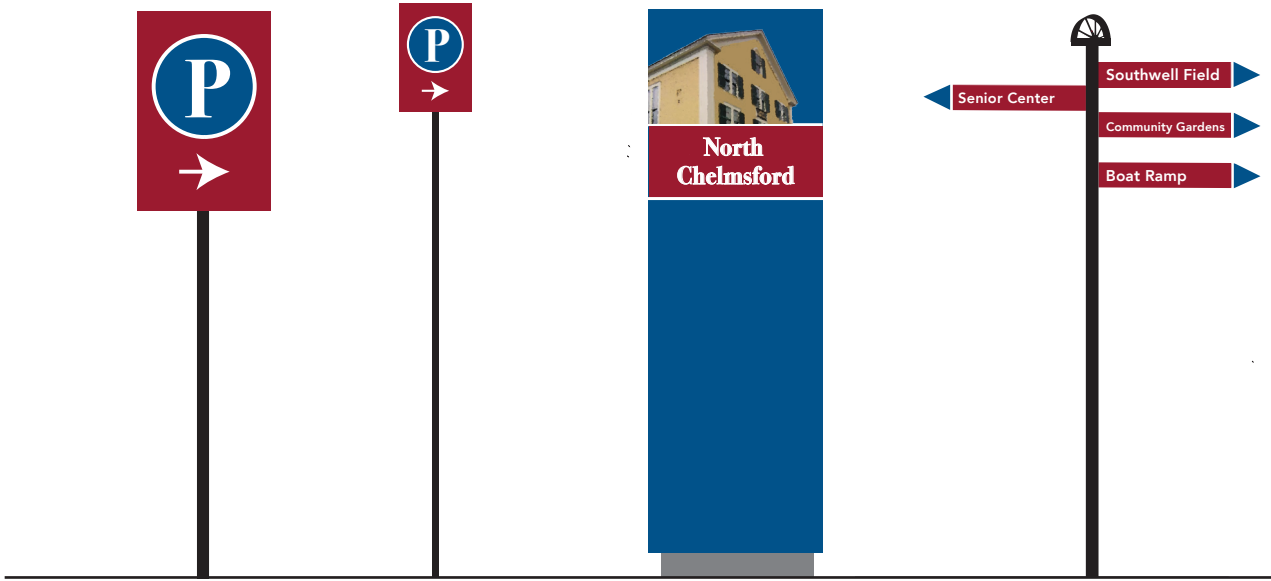
PUBLIC ART & UNIQUE STREET FURNITURE

Outdoor Piano(s)
Mural
Move Gazebo
Temp & Perm Public Art
Winterfest - Tree Lighting
Alternating Memorial Day- Festivities

NORTH CHELMSFORD
FAMILY OF ELEMENTS



NORTH CHELMSFORD
FAMILY OF ELEMENTS



Bands

