

Minutes

Branding & Wayfinding Advisory Committee

September 26, 2018

Committee Chairman, Paul DiNocco, called the meeting to order at 7:04, in the Director's Conference Room of the Savings Bank, 357 Main Street.

Members Present: Paul DiNocco, Edward Dombroski, Steve Maio, Richard Stinson, Lt. Skory, Robert DiBella, Colleen Getty, Dan Benjamin, Laurie Hunt, Jeff Klapes, Jack Palano, Sandy Doody, Kaitlin Dolan and the Town Planner. Also present: Jim Scott, Karen Faler, and Julie Scott.

Mr. DiNocco welcomed everyone and followed the agenda.

1. MINUTES OF AUGUST 21, 2018

The Chairman asked: any comments regarding the minutes of August 21, 2018.

There were no changes or comments.

Motion was made by Kaitlin Dolan and seconded by Rick Stinson to accept the minutes as prepared. The vote was unanimous to accept the August 21, 2018 minutes.

2. REVIEW OF THE KIT OF PARTS & THE MAPPING EXERCISE

Mr. Favermann reviewed the kit of parts by showing a slide of each sign type along with his estimate of the fabrication cost of each sign type. He introduced two new signs: a service-club pylon sign (E2) and art wings (G), essentially a metal armature attached to light poles supporting an art object. See Attachment 1.

3. BEST LOCATIONS FOR EACH SIGN TYPES & FABRICATION ESTIMATES

Mr. Favermann then reviewed the August 21st mapping exercise; at that meeting, the committee was divided into three groups and each group was given the task of finding the best location of each sign type. Starting with a type A sign that was Photo-shopped into a view of Main Street bordering Lake Quannapowitt (see Attachment 2) Favermann explained that if two or more groups identified such a site as the best location for a type A sign, that was the location he illustrated on his recommendations map. The group exercise yielded six type A signs would be needed, one at each roadway entering Wakefield. See Attachment 3 for the general consensus map for the whole town for recommendations for sign types: B, I, C1, C2, D2 and F.

Moving to a map of the downtown, Mr. Favermann again explained how he interpolated the locations selected by the three groups to produce one consensus map. A total of twenty signs are shown on this map, Attachment 4. The committee then moved to a discussion of banners, sign type H. Several committee members explained the history, costs, and longevity of the current banners. Generally, fifty banners are up now.

Favermann's presentation concluded with all the accountant-types in the room rushing to create their own tables and charts listing the costs of all the signs types --- trying to determine the funding request to fabricate all the signs. Mr. Favermann left implementation, the phasing and the installation cost to town staff.

4. NEXT STEPS

The Town Planner will assist Mr. Stinson to prepare a budget and installation plan. Such information could be used to draft a Town Meeting article to fund and implement a wayfinding signage program.

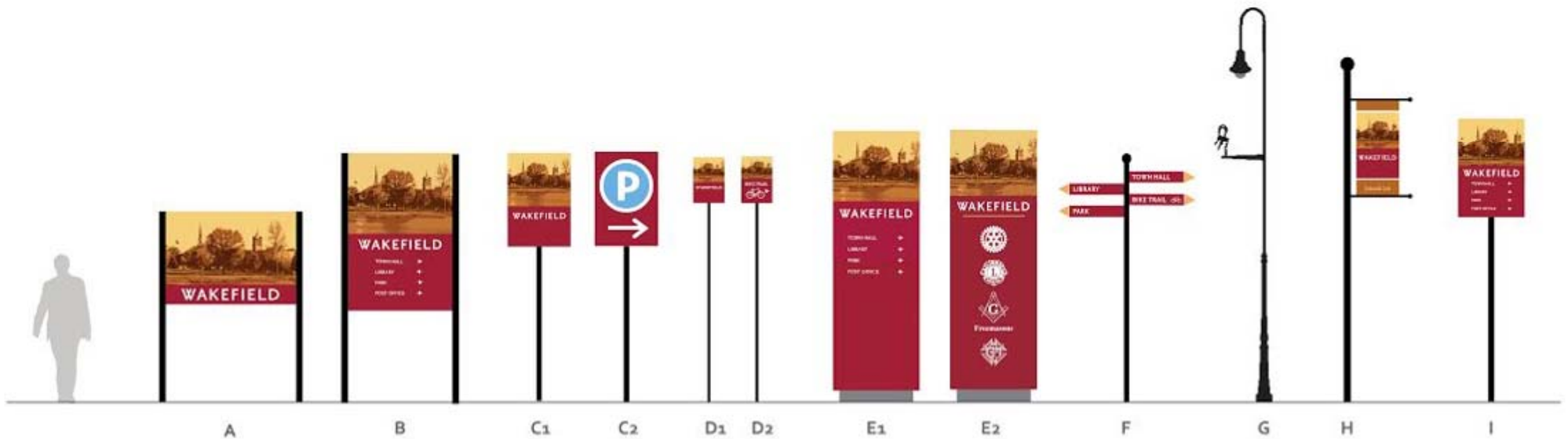
5. ADJOURNMENT

The meeting adjourned at 8:25. No additional committee meetings are planned at this time.

Attachment 1

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KIT OF PARTS



Attachment 2

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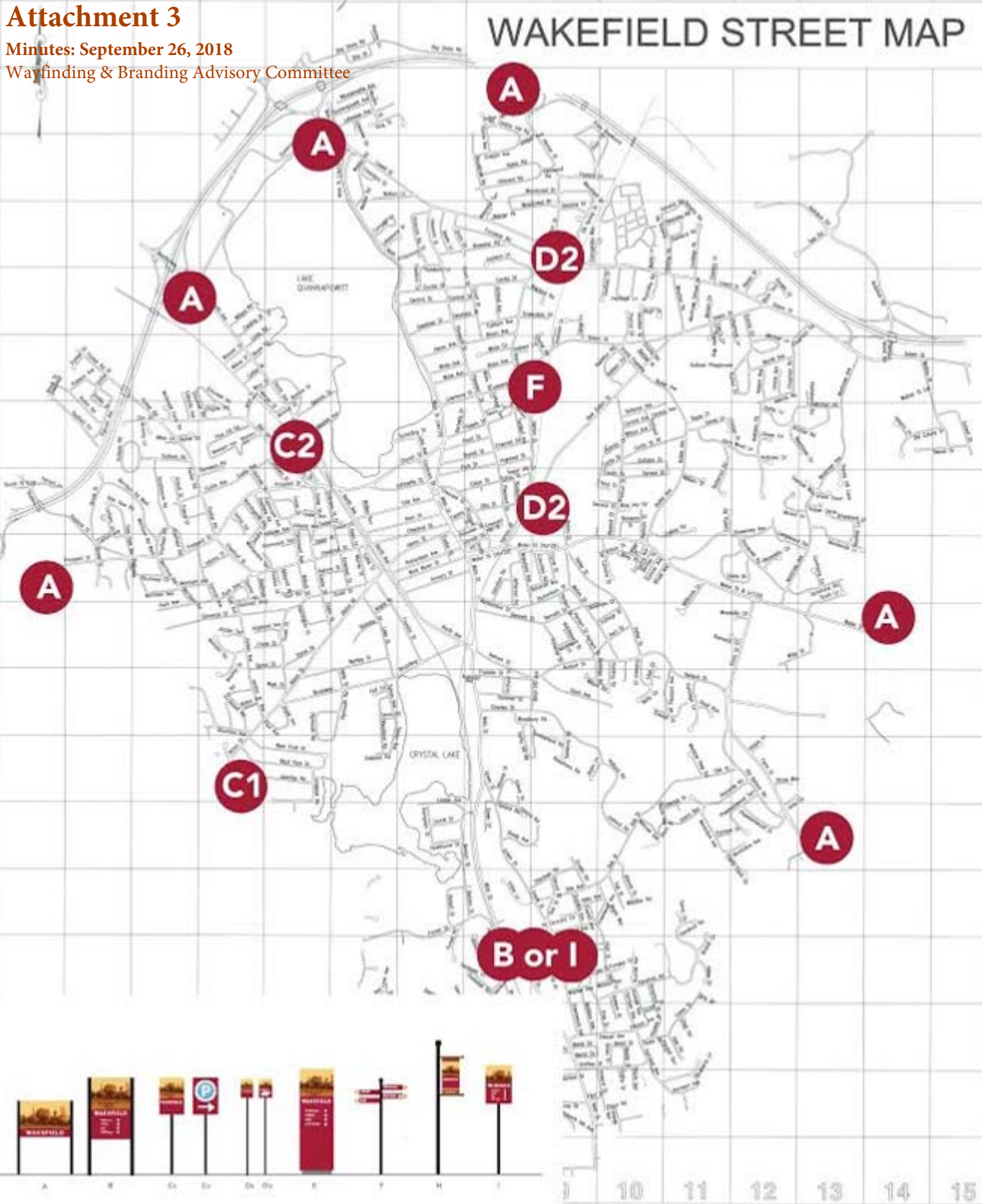
Signage Locations | Town-Wide Wakefield, MA

Attachment 3

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WAKEFIELD STREET MAP



Signage Locations | Downtown Wakefield, MA

Attachment 4

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