

Economic Development Subcommittee Meeting Minutes

October 20, 2021

EDC Members Present: Councilor Melanie Hamblen, Chair; Councilors Glenn Jones, Andrew Bissanti & Cobi Frongillo

Town Staff Present: Jamie Hellen, Town Administrator; Alecia Alleyne, Assistant to the Town Administrator; Lily Rivera, Marketing and Communications Specialist; Bryan Taberner, Director of Planning and Community Development; Amy Love, Town Planner

Chair Hamblen called the meeting to order and made introductory announcements.

1. Wayfinding Signs Update Discussion

Town Administrator Jamie Hellen (TA Hellen) began the discussion by stating that this meeting would be a continuation of last meeting's discussion on Wayfinding Signs. TA Hellen introduced Lily Rivera who would be presenting her research on Wayfinding and Community Branding.

Summary of Presentation by Lily Rivera [Presentation Attached]:

- There are three steps that make up the Wayfinding Process:
 1. Pre-Design - Where do we want these signs to be? Why? What is their purpose?
 2. Design - What do we want these signs to look like? Communicate?
 3. Post-Design - Entails bid process, installations, collaboration between Town, Designer & Fabricator, and maintenance of signs.
- It is essential to have a clear purpose/defined goal for a successful wayfinding effort. Ms. Rivera presented on the towns of Foxborough and Amherst and the cities of Boston and Worcester as examples of successful wayfinding, all of which resulted in achievement of their respective goals.
- Franklin has established a Wayfinding Steering Committee and will benefit from the results of the MAPC Market Study which will inform the Committee of areas for opportunity.
- The Committee will need to take several factors into consideration including:
 - Managing the creative process and effectively considering stakeholder contributions
 - The lifecycle of signs (approximately 10-15 years) and the importance of timelessness of design
 - Signage Clutter, how to fix it and prevent it
 - Town branding, which is currently lacking and needs to be established: Branding defines how the town will engage seamlessly with different audiences and includes a clear and strategic purpose for all marketing assets. Ms. Rivera presented the Mass.gov Branding Guide as an example of what a branding guide entails (i.e. fonts, colors, seals, document templates, etc.). Councilor Jones and Chair Hamblen had a discussion on current branding started by the Franklin schools, and what future wayfinding will likely focus on: signs for parking, restaurants, historic district, museum, library, Dean College, etc., as well as on ponds and recreation. Ms. Rivera discussed and displayed several of the various logos and letterhead templates that Franklin currently uses which emphasizes the need for branding.
- Recommendations:
 - Public Forums for public participation
 - Brand Steering Committee
 - Master Communication Plan - supporting economic development, arts & culture assets, fostering community engagement and enhancing the Franklin experience for residents and visitors - using creative

wayfinding as a tool. Ms. Rivera provided a link to a Comprehensive Municipal Communication Plan Example, created by the Town of Ware.

➤ Timeline - Summary

- August 2022: Complete MAPC Downtown Revitalization Study
- August - November 2022: EDC hosts Community Visioning Listening Sessions with Stakeholders
- December 2022 - February 2023: Formation of Brand Steering Committee

➤ Conclusion

- Ms. Rivera played a video themed “Boston 2030” in which Boston residents, employees, political figures share their thoughts on what Boston could and should look like in 2030. Discussion followed regarding how this idea could be used in branding Franklin. 2028 is Franklin’s 250th birthday - what do we want to look like then?
- There was discussion regarding how Communications / Marketing and Wayfinding / Branding works with and supports the Master Plan. TA Hellen spoke about how something similar to the Boston 2030 video would be a great tool for this, compiling resident/business owner input and using that as a springboard into the Master Plan, which he expects will begin in about two years, at the end of the next legislative session.
- There was discussion about the branding that was done with the new high school - color scheme, logos, etc. and how this could tie into Town branding.

Harvest Festival MAPC Booth Attendance Feedback

- Town Planner Amy Love spoke about the MAPC booth that was set up at the Harvest Festival recently, stating that there were between 1-2 dozen people who stopped by for information and to sign up for the email list. This was a small launch but more outreach is being planned.

Chair Hamblen stated that this is the last EDC meeting of the 2019-2021 and thanked the Committee and Town Administration for hard work and support.

Chair Hamblen adjourned the meeting.



Wayfinding & Community Branding Presentation

Economic Development
Subcommittee

October 20th, 2021

Lily Rivera

Marketing and Communications
Specialist

Wayfinding Process



Pre-Design

Data Collection &
Analysis



Design

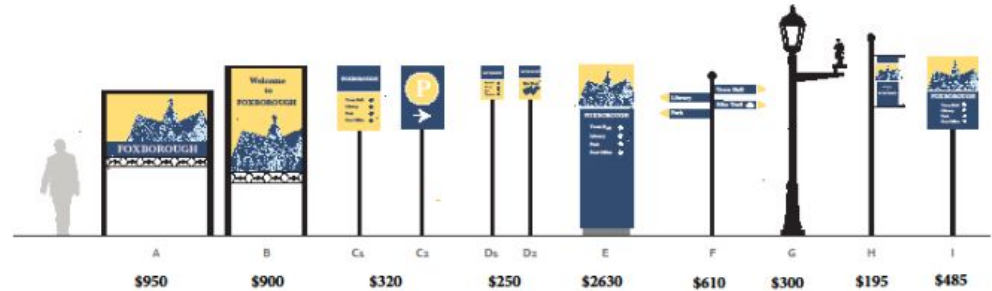
1. Schematic Design
2. Design Development
3. Documentation



Post-Design

1. Bidding
2. Fabrication & Installation
3. Post Installation Evaluation & Maintenance

Wayfinding signage is dependent on purpose.



FOXBOROUGH | Sign Elements and Wayfinding Specifications

Favermann Design | April 2019

Town of Foxborough – Goal was parking oriented
- Reduced sign clutter, installed parking and greeting signs

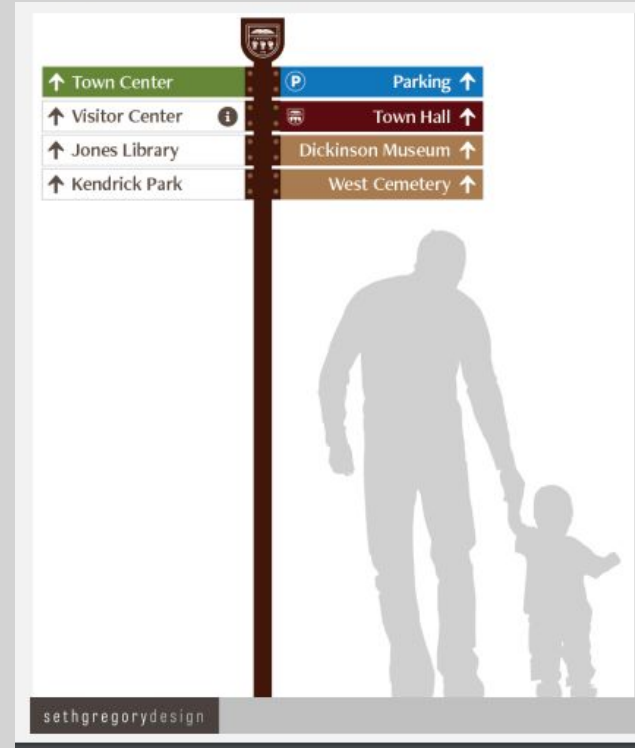


What is the goal of our
wayfinding?

Amherst Destination

- Goal: MAPC Market Study noted promoting existing amenities [pg.39](#)

- Goal: Directional, town wide revitalization, enforce brand identity
- Note: Focus on Destination



Walk Boston

MAPC Market Study noted walkability as an opportunity pg. 28

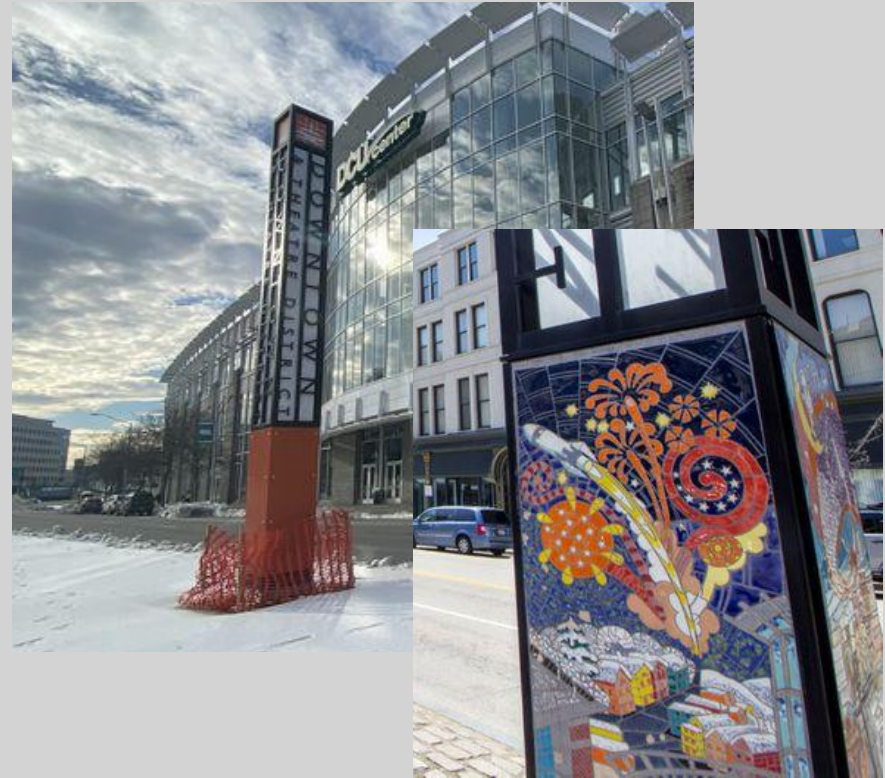
- Goal: promoting physical activity and encouraging a shift towards non vehicular travel
- Creative Aspect: Pavement Decals
- Walk times on graphics



Worcester Districting

MAPC Market Study noted signage promoting visual interest as an opportunity
pg. 29

- Goal: Sense of arrival
- Creative Aspect: Utilized community artists during wayfinding process



Situational Analysis

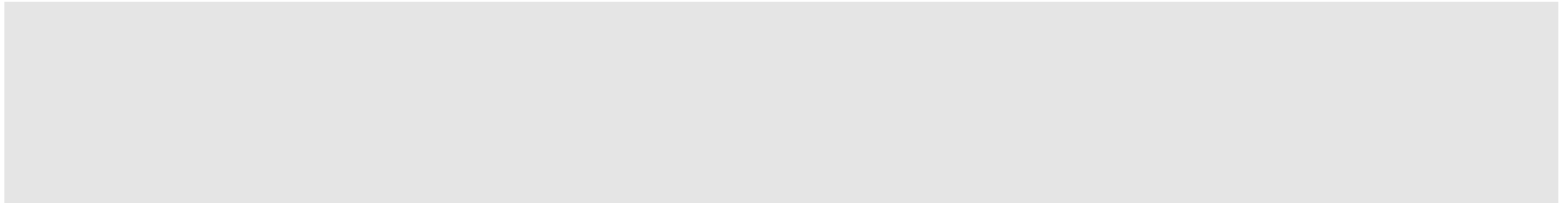
Good News

- Wayfinding Steering Committee formed
- MAPC Study informing areas of opportunity

Considerations

- Managing the creative process
- Lifecycle of sign - ensuring timeless design
- Signage Clutter
- Severe lack of Town branding

Wayfinding without a brand
is like tending the leaves
before watering the roots.





What is Municipal Branding?

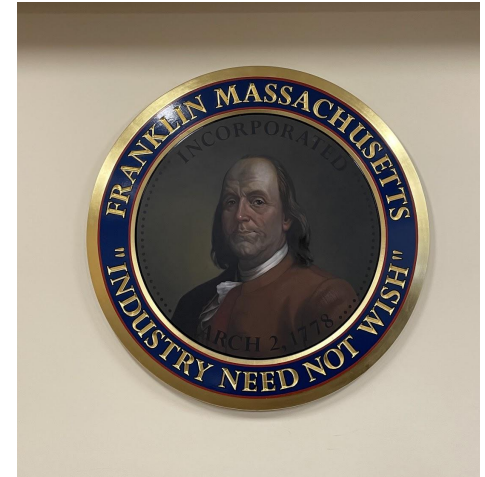
Branding is the foundation for effective communications, organizational unity, as well as community identity and engagement.

Creates synergy between communication plan, economic development master plan and targeted marketing strategies.

Municipal Branding Guide Example

[Mass.gov Branding Guide](#)

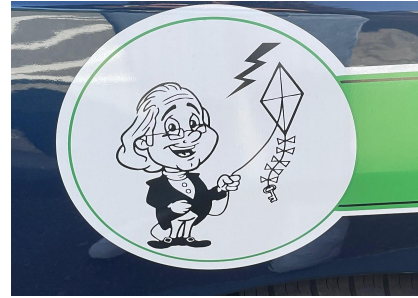
Current
Branding
Lacks
Consistency



Town of Franklin



OFFICE OF THE TOWN ADMINISTRATOR



Current Branding Lacks Consistency

MAPC Market Study Recommendations



Where Community
Branding Supports
MAPC Market Study
Recommendations

1. Business Attraction & Expansion
2. Digital Marketing
3. Promoting Existing Amenities
4. Planning Process, Incentives,
and Marketing
7. Public Realm Attraction

Next Steps/ Proposed Communication Plan

- Piggyback off current MAPC Study on Downtown Revitalization – incorporate questions about the future of Franklin. EDC assists in more Community Visioning.
 - Gather quotes from residents about their “Franklin Story” and where they see Franklin going. Use this to inform branding and create marketing assets for Economic Development & Franklin 2028.
- Brand the Town of Franklin – brand Steering Committee & Design Process
- Create a master communication plan that supports our economic development plan, leverages and contributes to our robust arts & culture assets, fosters community engagement and champions a “Franklin Experience”. Wayfinding used as a tool for these efforts.
- Brand Economic Development – Answer the question “Why Choose Franklin?”

Comprehensive Municipal Communication Plan Example

Town of Ware: Visioning, Branding, Wayfinding
and Business Development Plan

Timeline

- **August 2022: Complete MAPC Downtown Revitalization Study**
 - Collect feedback from community via outreach efforts– Starting in January 2022
 - Goal is to get content from the community about where they see Franklin going. This will inform branding efforts, brand launch, and repurpose as a public education tool to inform residents of progress made on economic development master plan. Piggybacking off pre-existing outreach efforts will help expedite the process.
- **August – November 2022**
 - EDC hosts Community Visioning Listening Sessions with Stakeholders
 - Goal is to develop a “Franklin Story” that will transition into our branding efforts. Additional marketing material to be collected to supplement the backstory of the town.
 - EDC Business Listening Sessions – to inform future economic development
- **December 2022 – February 2023**
 - Formation of Brand Steering Committee
 - Liaisons to Creative Process with brand designer
 - Begin procuring design services.



Supplemental Materials

[Town of Foxborough](#)

[WalkBoston: Implementing Pedestrian Wayfinding Systems in Massachusetts](#)

[Amherst Wayfinding](#)

[Worcester Wayfinding - Urban Culture Institute](#)

[Commonwealth of Massachusetts Brand Style Guide](#)

[Town of Ware: Visioning, Branding, Wayfinding and Business Development Plan](#)

[MAPC Market Study](#)