



PLANNING AND SUSTAINABILITY • CITY OF NORTHAMPTON

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Northampton Wayfinding Ideate Committee

Meeting #4-- MINUTES

10:00 AM, Friday February 3, 2017

City Hall Hearing Room, 210 Main Street, Northampton

Members (and consultant)	Representing
Suzanne Beck (absent)	Greater Northampton Chamber of Commerce
Amy Cahillane	Downtown Northampton Association (DNA)
Peter St. Martin (absent)	Sylvesters, Robertos, DNA
Brian Foote (absent)	Northampton Arts and Culture Dept
Donna LaScaleia	Northampton Dept. of Public Works
Jody Kasper	Northampton Police Department
Wayne Feiden	Northampton Planning & Sustainability
Nanci Forrestall	Northampton Parking
Terry Masterson	Northampton Economic Development
Lyn Simmons	Northampton Mayor's Office
Mark Favermann (consultant)	Favermann Design

The committee opened their meeting at 10:05 AM.

The committee reviewed the comments from the February 2, 2017 Wayfinding Forum with Northampton neighborhood associations (see separate minutes for that forum).

Mark Favermann presented a slide show of possible wayfinding branding treatments to help the committee narrow their choices.

Committee consensus is:

1. Tag Line: No tag line on the signs.

2. Bottom Sign Band below most signs: Use the Holyoke Range as shown on the mockups:

- The sign band should be metal with the mountains solid and the sky cut out.
- Use a black or green background, subject to color changes to coordinate with the upper sign.
- All sign bands throughout the city should be labeled Northampton; stenciled (not cut out) letters.

3. Upper (primary) Sign graphics: The upper sign should be unique for each of five mixed use neighborhoods (downtown, Florence, Bay State, Leeds, and Village Hill). Ward 3's mixed use area is not distinct from downtown for sign purposes.



- The sign should be metal or high pressure laminate (e.g. the Fossil signs on the rail trail)
- The simplest form of each village should be listed (e.g., Florence, not Florence Village).
- The City of Northampton or Northampton should not be on the neighborhood upper sign.
- Photographs should not be used.
- A soft view drawing at an angle (e.g., 45 degrees)
- Colors should not include a green or pale green background
- Human-built icons should be features

4. Downtown graphic image: Use an iconic view of Main Street from Center Street looking northeast, but include pedestrians, include theme commercial block, historic courthouse tower, and include but do not emphasize church steeple. Consider whether City Hall crenellations should be included. Label as “Northampton.”

5. Florence graphic image: Use image with both Florence Diner and downtown Florence brick buildings.

6. Leeds graphic image: Use image with both Hotel Bridge and the Main Street former mill

7. Bay State graphic image: Use image with both Clement Street Bridge and the Cutlery

8. Village Hill graphic image: No clear conclusion, but consistent with the above use top of The Columns (former Male Attendants) and element from Village Hill Hilltop Apartment (historic buildings)

9. Art Wings: The committee had mixed response to art wings, with some thinking downtown is too crossed for them. For now, show images to leave the options open.

10. Sandwich Board replacement: Use two types of replacements. For areas on Main Street, create some directory structure. For areas down side streets, create some kind of sign for holding slightly larger signs.

11. Newspaper boxes: Explore creating a standard newspaper box that replaces the current boxes and supports a more unifying element.

Next Steps- March 15, 2017 meeting at 10:00:

1. The consultant will create drawings addressing options as approved by the committee (above)
2. The Committee will approve a final branding approach
3. The consultant will start working on more detailed sign elements/families of sign
4. The consultant will start working on a detailed plan and priority list for where signs are needed and what signs can come down as part of the process.

The committee adjourned at 11:30 am.