

BREMERTON WAYFINDING SIGN FAMILY

CITY OF BREMERTON, WASHINGTON
10.19.22

T'OOLE
DESIGN



SCOPE & GOALS



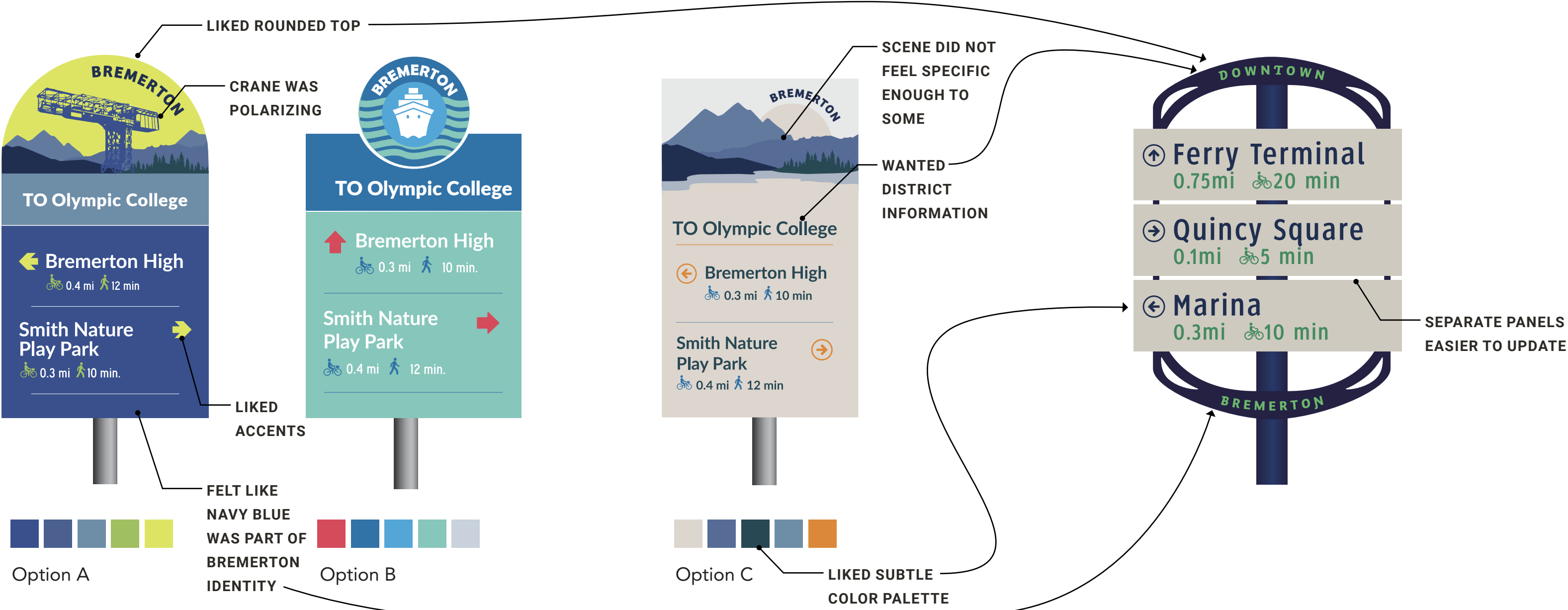
BRANDING & SIGN REVIEW

SIGN DESIGN & REFINEMENT

IMPLEMENTATION DRAWINGS

- Develop a wayfinding signs system to improve livability for residents and support tourism
- Work with steering committee and the community to create sign designs that reflect Bremerton's brand and values
- Design family of wayfinding signs for bicyclists, pedestrians, drivers
- Document an initial set of signs (25) for the city to fabricate and install

PROJECT PROCESS



FARMER'S MARKET FEEDBACK

- 100 community members participated
- Preferred Option A

ONLINE SURVEY

- 230 responses
- Preferred Option C

DESIGN UPDATES

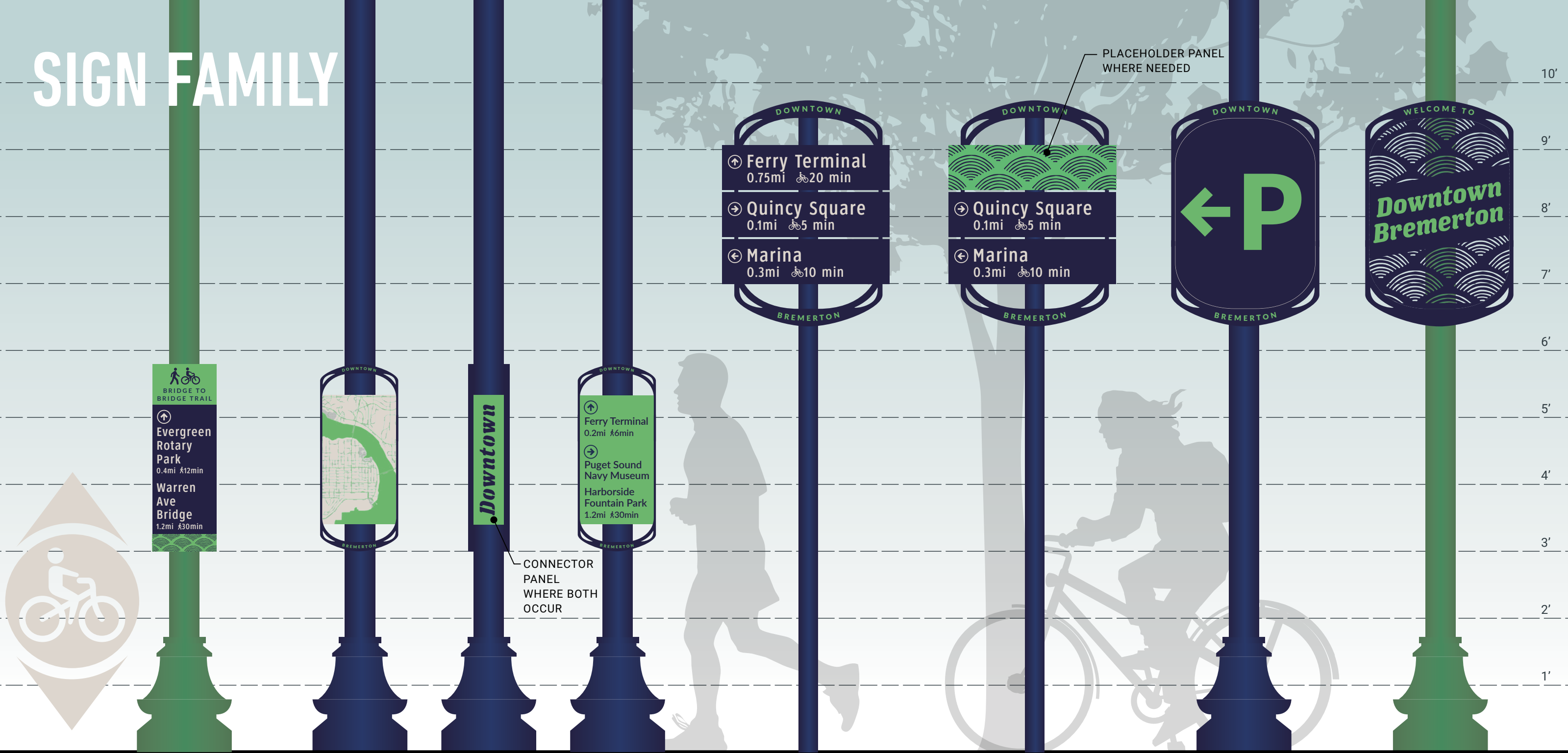
- Incorporated custom shape, navy blue, highlight color
- Favors subtle references over specific (divisive) imagery
- Coordinates w/ existing furnishings and color scheme through downtown and neighborhoods
- Incorporates patterning favored by city staff in earlier development



SIGN FAMILY

01

SIGN FAMILY



GROUND GRAPHIC	DIRECTIONAL TRAIL	DIRECTORY	DIRECTIONAL PEDESTRIAN	DIRECTIONAL ON-STREET	DIRECTIONAL PUBLIC PARKING	NEIGHBORHOOD ID
For use on trails and bike lanes to guide through intersections and pathway transitions	For use on trails and multi-use pathways to guide pedestrians and bicyclists	To be used in walkable neighborhoods with a high density of destinations, map shown for placement only. May be positioned back to back w/ Pedestrian Directional.	To be used in walkable neighborhoods for pedestrian guidance. May be positioned back to back w/ Directory.	For use on street, especially where bike lanes occur	To be located adjacent to public parking lots/ structures only	Positioned at major neighborhood boundaries, text to update per location

A FUNCTIONAL FAMILY

Small frame & panel assembly used for (2) sign types)



Map panel can swap out for easier replacement

Large frame assembly used for (3) sign types)



Pedestrian sign frames nest into vehicular sign frames for more efficient fabrication



Individual message panels can swap out for easier replacement

Most involved fabrication technique reserved for least frequent sign type



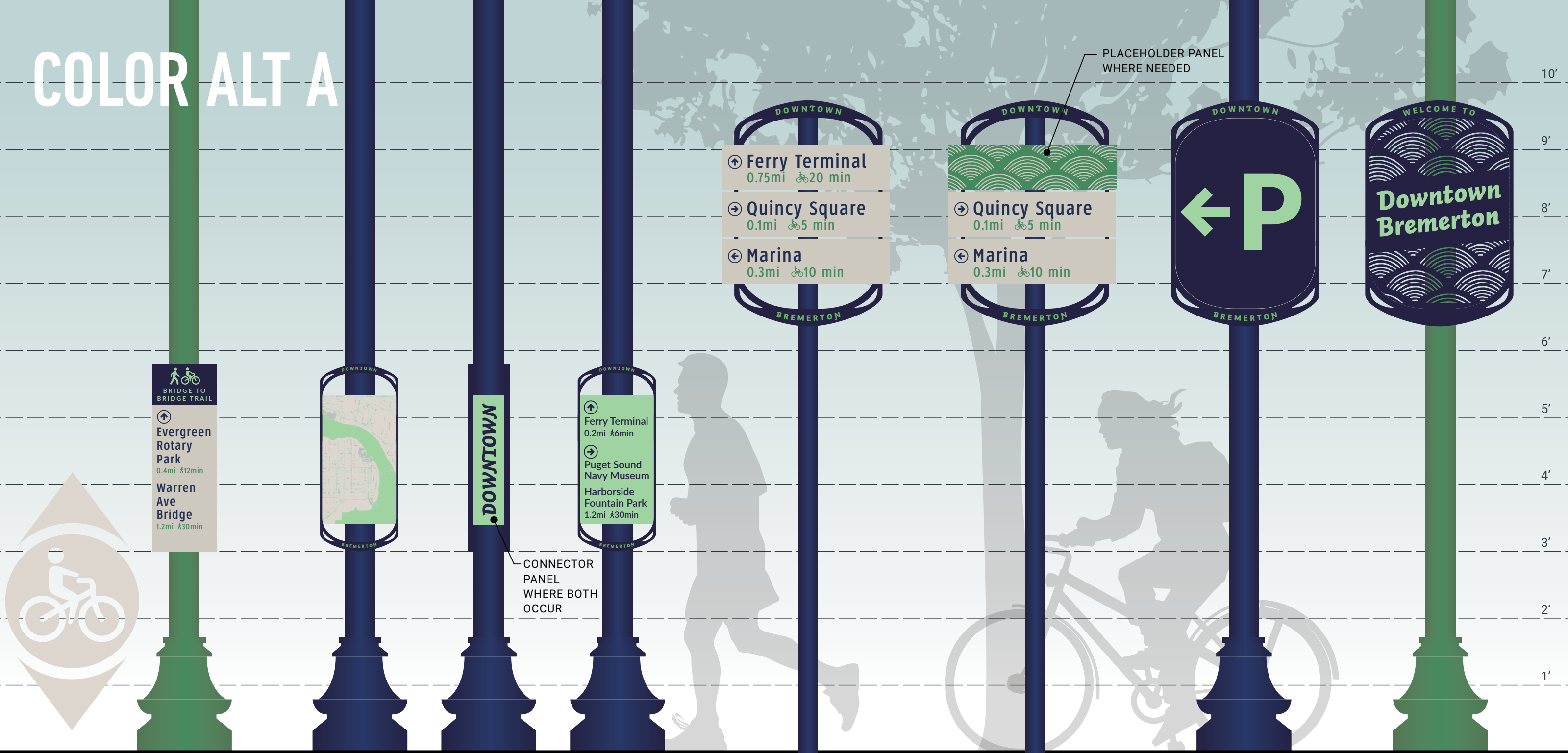




COLOR STUDIES

02

COLOR ALT A



GROUND GRAPHIC

DIRECTIONAL TRAIL

DIRECTORY

DIRECTIONAL PEDESTRIAN

DIRECTIONAL ON-STREET

DIRECTIONAL PUBLIC PARKING

NEIGHBORHOOD ID

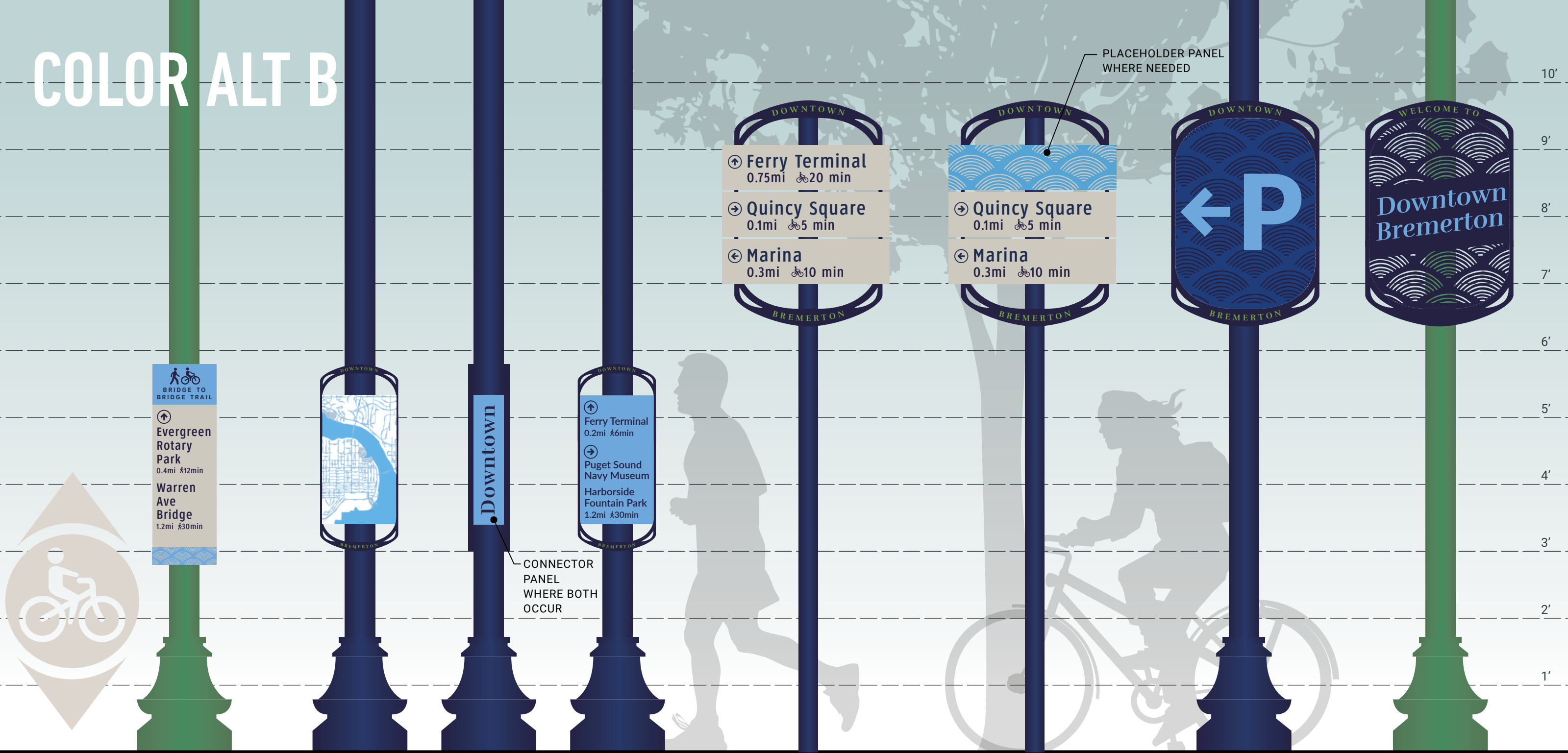
COLOR ALT A



COLOR ALT A



COLOR ALT B



GROUND GRAPHIC DIRECTIONAL TRAIL DIRECTORY DIRECTIONAL PEDESTRIAN DIRECTIONAL ON-STREET DIRECTIONAL PUBLIC PARKING NEIGHBORHOOD ID

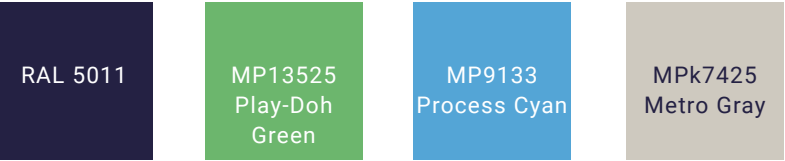
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COLOR ALT B



COLORWAYS



RECOMMENDED

ALTERNATE A

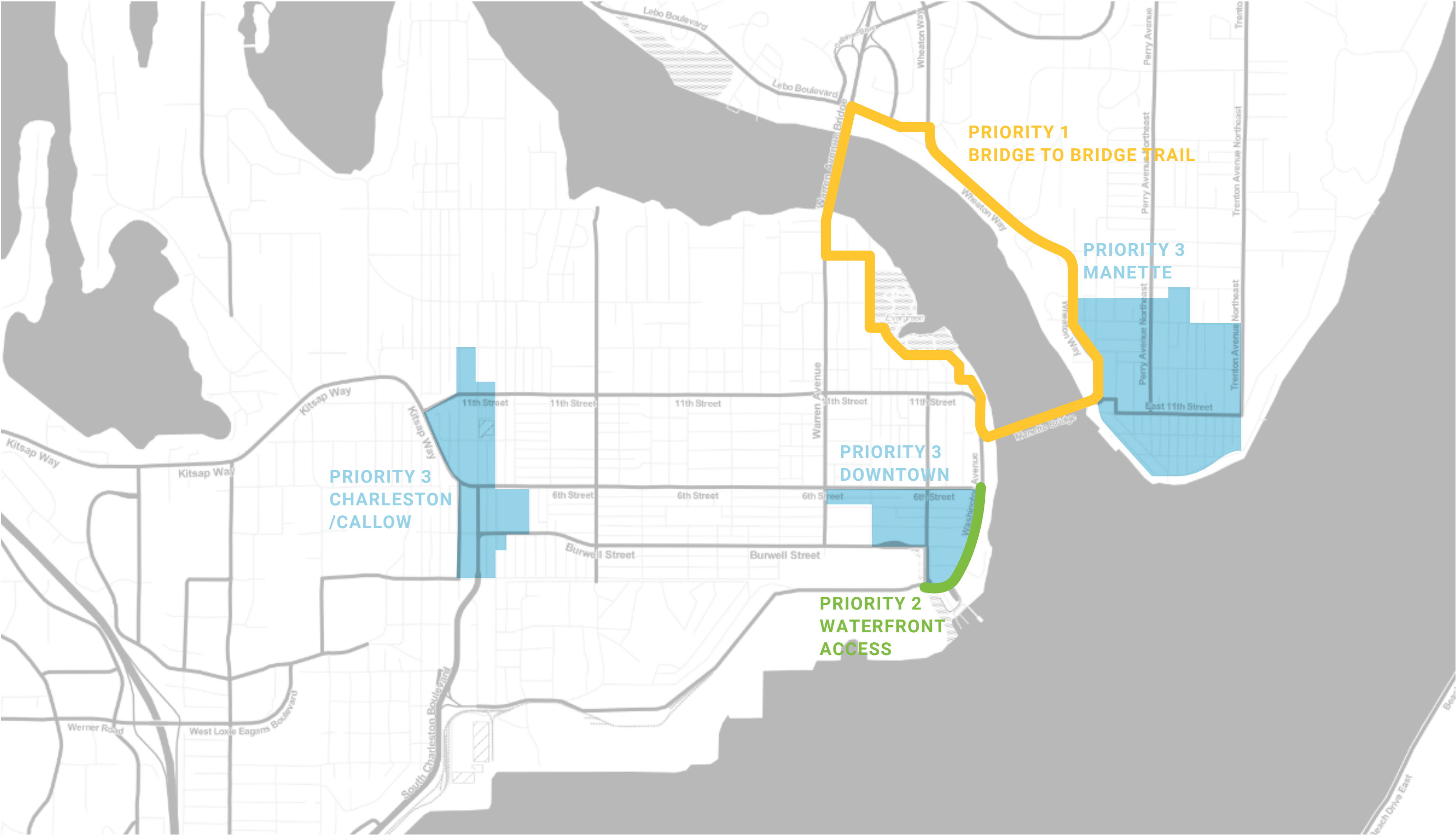
ALTERNATE B



NEXT STEPS

03

DEPLOYMENT PRIORITIES



DEPLOYMENT PRIORITIES



GROUND
GRAPHIC

DIRECTIONAL
TRAIL

DIRECTIONAL
ON-STREET

DIRECTORY

DIRECTIONAL
PEDESTRIAN

NEIGHBORHOOD ID

DIRECTIONAL
PUBLIC PARKING

PRIORITY 1
BRIDGE TO BRIDGE TRAIL

PRIORITY 2
**WATERFRONT
ACCESS**

PRIORITY 3
NEIGHBORHOODS