

BREMERTON WAYFINDING PLAN AND DESIGN

Steering Committee Meeting #1, May 18, 2022

Agenda

- Welcome & Introductions
- Project Background and Overview of Scope of Work
- Steering Committee Role
- Wayfinding 101
- Mental Mapping Exercise (get your paper and pen ready!)
- Visual Preference Survey
- Final Questions and Next Steps

Introductions

- **Project Team:**
 - City of Bremerton: Katie Ketterer
 - Toole Design Group: Kristen Lohse, Sofia Gulaid
 - BERK Consulting: Rebecca Fornaby, Radhika Nair
- **Steering Committee Members:**
 - Karen Bevers
 - Kate Millward
 - Faye Flemister
 - Beth Javens
 - Greg Wheeler
 - Colette Berna
 - Brian Thompson
 - Roosevelt Smith
 - Jane Rebelowski
 - David Emmons
 - Vicki Grover

Icebreaker

- If you were taking an out-of-town friend for a long bike ride or walk to show them the best of Bremerton, where would you go, and where would you end up?
 - Examples Included
 - By the university Manette Bridge, other bridge, coffee shops downtown
 - Downtown, Evergreen Park and gelato
 - Bridge to bridge, Laura Wheaton Way. Start and end downtown (coffee shop or park)
 - Warren Ave Bridge, restaurant in Manette, stand on the bridge and watch the ferries
 - Take the bridge and silver way and go out Illibee walking trail, end up downtown Bremerton
 - Catch a show at the Charleston, stop at Corvo
 - Walk along Bremerton Boardwalk, about the water and the views

Project Background

- Project aims include to:
 - 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
 - Install an initial set of signs, with a downtown focus

Steering Committee Role

- Provide direction to help shape final plan recommendations through:
- Attendance at three meetings over the course of the project
- Review of major deliverables
- Represent stakeholders and keep them informed
- Promote and help with outreach efforts
- Online survey, engagement events

Wayfinding 101

- Wayfinding is a tool we rely on to make a roadway network more “legible” – to help people find their way around and to important destinations.
- Four Steps of Wayfinding
 1. Orientation: Where am I? Where is my destination?
 2. Decision Making: Which route should I take?
 3. Confirmation: Am I on the right path?
 4. Destination Recognition: I'm here!

Mental Map Exercise & Report Back

- "Evergreen Park, Gowanus Park, Water"
- "Put roads"
- "Water and mountains on all sides"
- "Local businesses"
- "Forgot the shipyard existed"
- "Which side of town – east or west"

Visual Preference Survey

- Steering committee members to participate in a visual preference survey
- Survey purpose: The short survey has questions on colors, fonts, and themes to help to refine our ideas for sign concept designs for Bremerton wayfinding. The answers that you submit will help guide the overall theme and atmosphere of the sign concepts that we will show at the next stage of the process.

Steering Committee Comments

- Participants interested in having mileage displayed on bike signs
- Participants wanted to combine modes
- Participants would like to prioritize accessibility in terms of people with impaired vision (Braille signage is not within scope, but accessibility/visual clarity might still inform the design)
- The map shouldn't be limited to downtown, even if it is located downtown.