



Bremerton Wayfinding Plan and Project

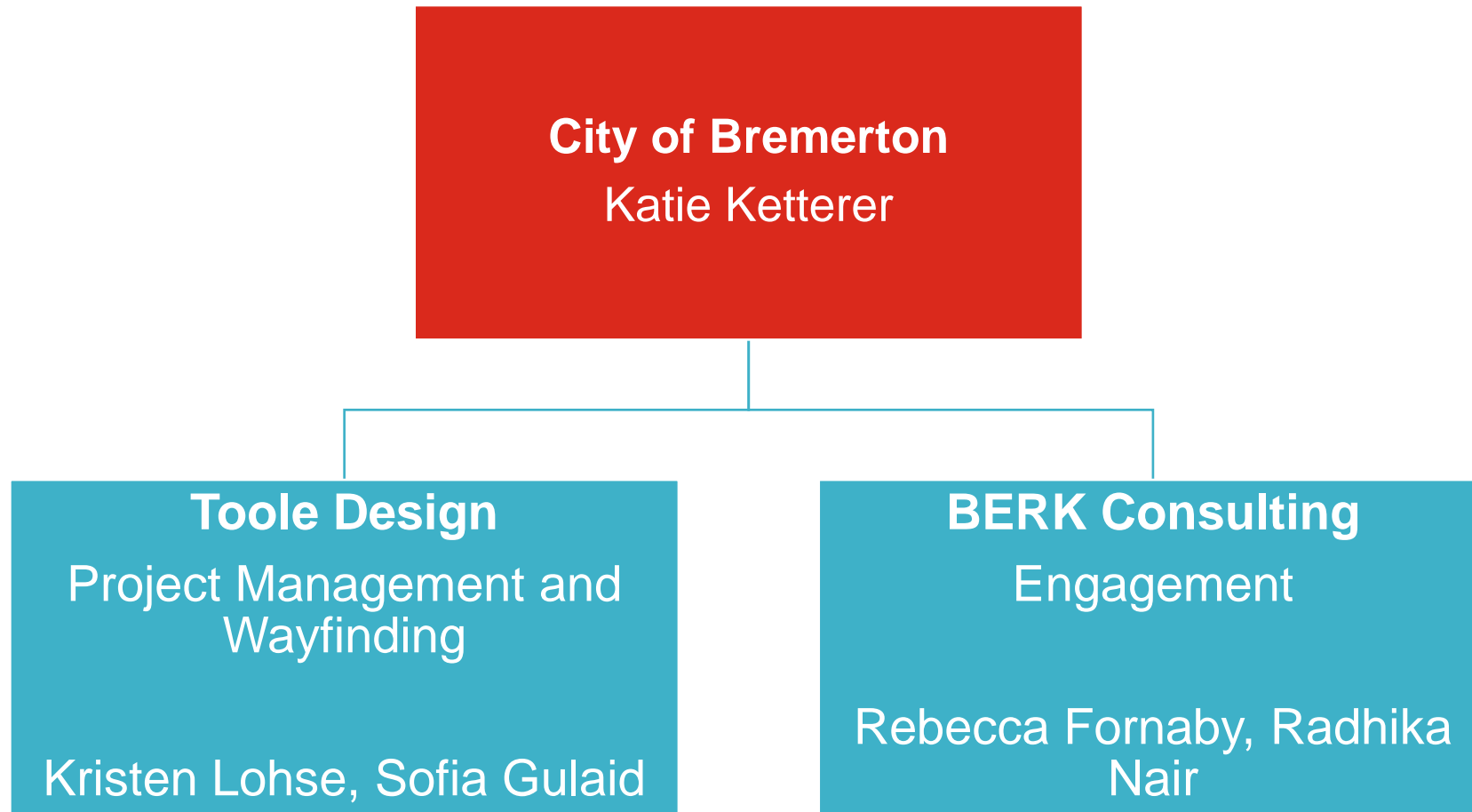
Steering Committee Meeting #1
May 18, 2022

Agenda

1. Welcome & Introductions
2. Project Background and Overview of Scope of Work
3. Steering Committee Role
4. Wayfinding 101
5. Mental Mapping Exercise (get your paper and pen ready!)
6. Visual Preference Survey
7. Final Questions and Next Steps

01 Introductions

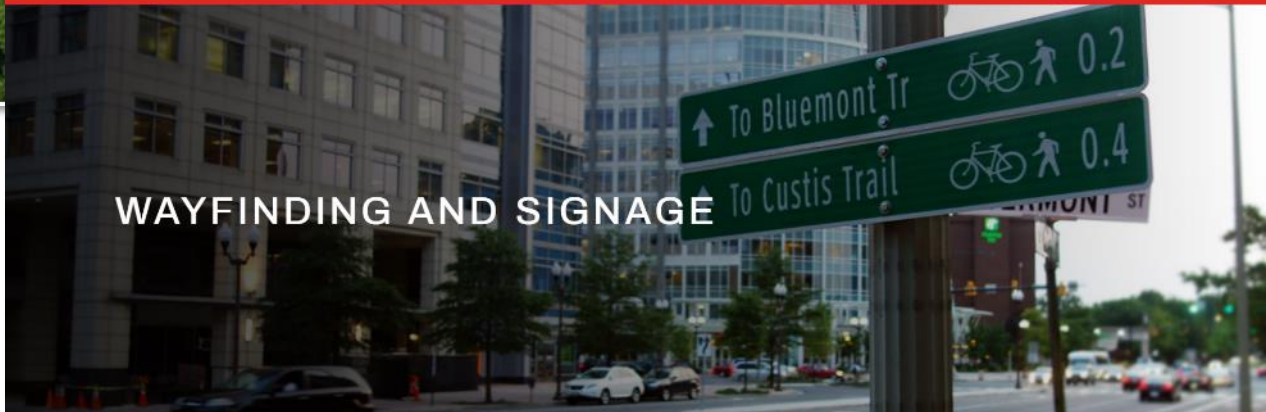
Project Team



An aerial photograph of a park. A dark asphalt path winds through lush green trees on the left. On the right, a light-colored circular paved area, possibly a plaza or a large bike lane, is bordered by a low wall and small green shrubs. A few people are visible walking on the path and sitting on a bench in the paved area.

GROUNDBREAKING WORK THAT MOVES PEOPLE

Toole Design is committed to designing and building spaces where people can move freely and intuitively, enjoying the experience and becoming a part of the community instead of just moving through it. Our success is built on collaborative partnerships with our clients, and thinking that goes beyond conventional solutions. For 17 years, we've transformed the way people move, and helped communities thrive.

A street-level photograph of a city intersection. In the foreground, two green directional signs are mounted on a pole. The top sign points straight ahead and says "To Bluemont Tr" with a bicycle icon and the distance "0.2". The bottom sign points straight ahead and says "To Custis Trail" with a bicycle icon and the distance "0.4". In the background, there are modern multi-story buildings, trees, and cars on the street.

WAYFINDING AND SIGNAGE

Helping communities and organizations create their best futures.

Founded in 1988, our passion is working in the public interest, helping public and nonprofit agencies address complex challenges and position themselves for success.

[CONNECT WITH US →](#)

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

Name + affiliation

ICE BREAKER:

- 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?

02

Project Background Scope of Work

Project Background and Goals (Katie)

- 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

Project Overview

BRANDING AND
SIGN REVIEW

SIGN DESIGN

PLACEMENT,
FABRICATION,
IMPLEMENTATION
GUIDANCE

Community Engagement

03 Steering Committee

Steering Committee Role

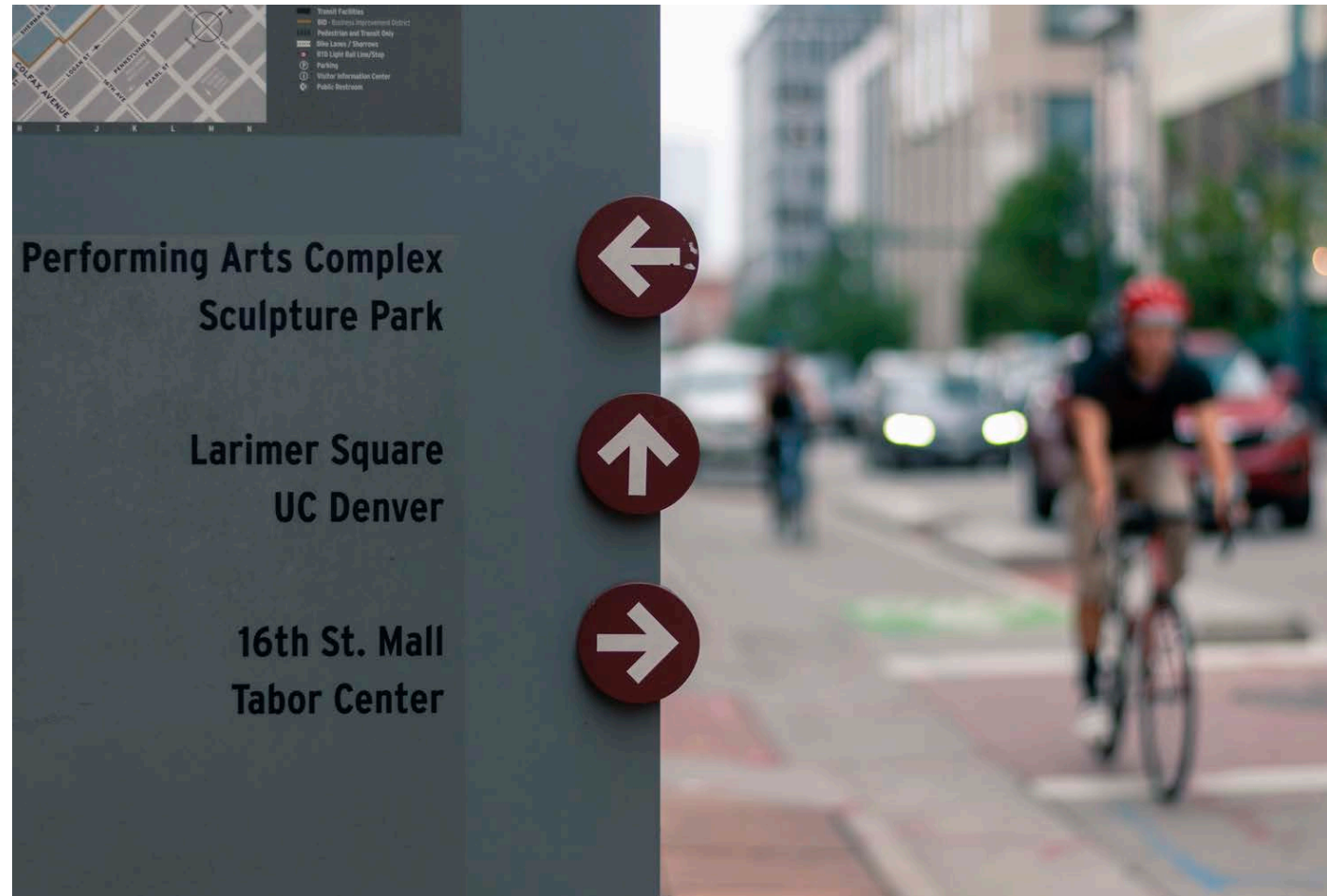
Provide direction to help shape final plan recommendations through:

- 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

04 Wayfinding 101

Benefits of Wayfinding

- Wayfinding creates a cohesive look that strengthens the City's brand
- Can express and further the City's values
- Reduces visual clutter by standardizing signage
- Supports tourism by creating a welcoming and easily navigable city for visitors
- Improves livability for residents when used for parks, recreation, and bike routes



The 4 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!



Credit: loseyourmarbles.com

Wayfinding sign types based on process

1

Orientation



Kiosks and
trailhead signs

2

Decision Making



Decision/spot signs
(typically with arrows,
no distances)

3

Confirmation



Confirmation
(distance, no arrows)

4

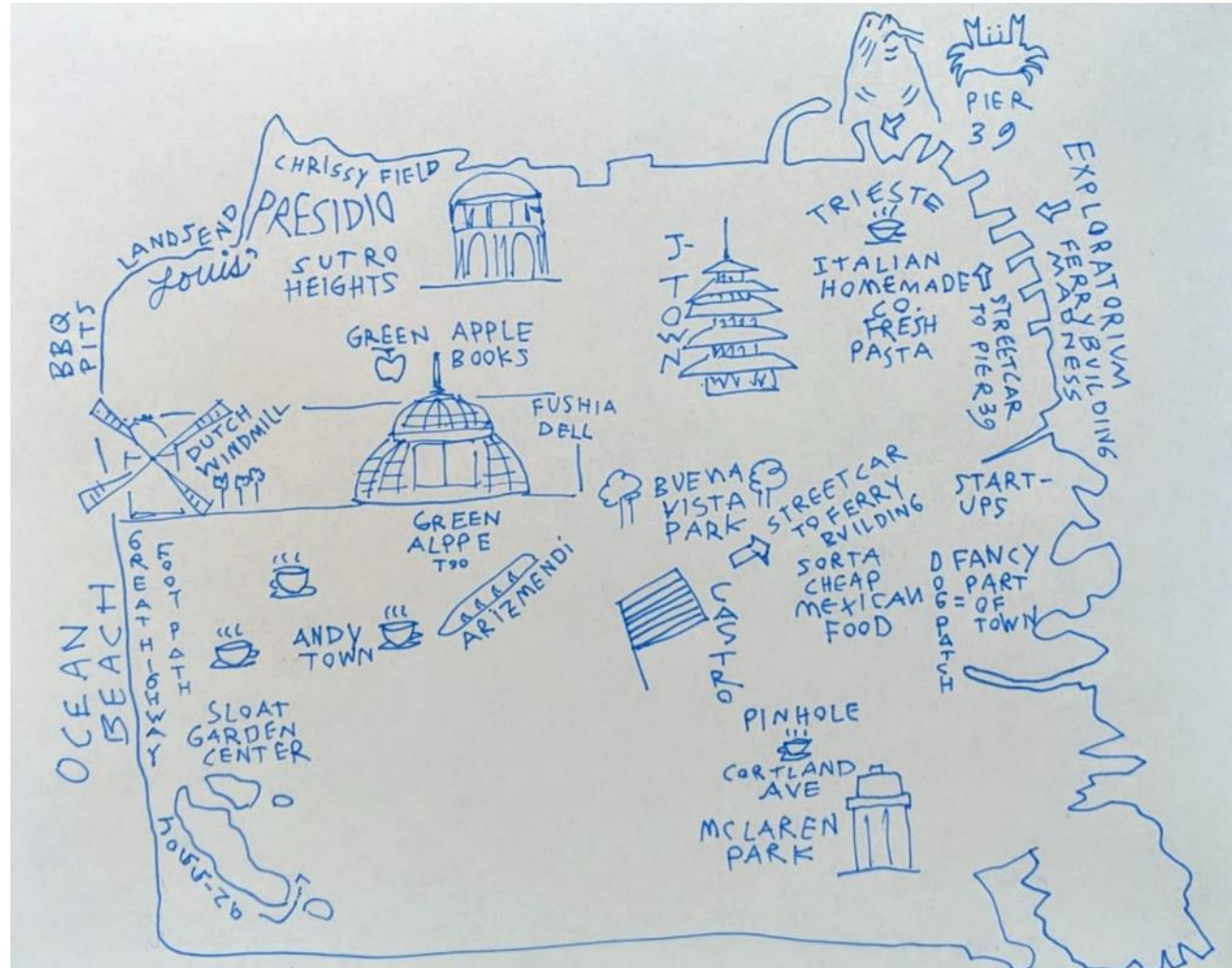
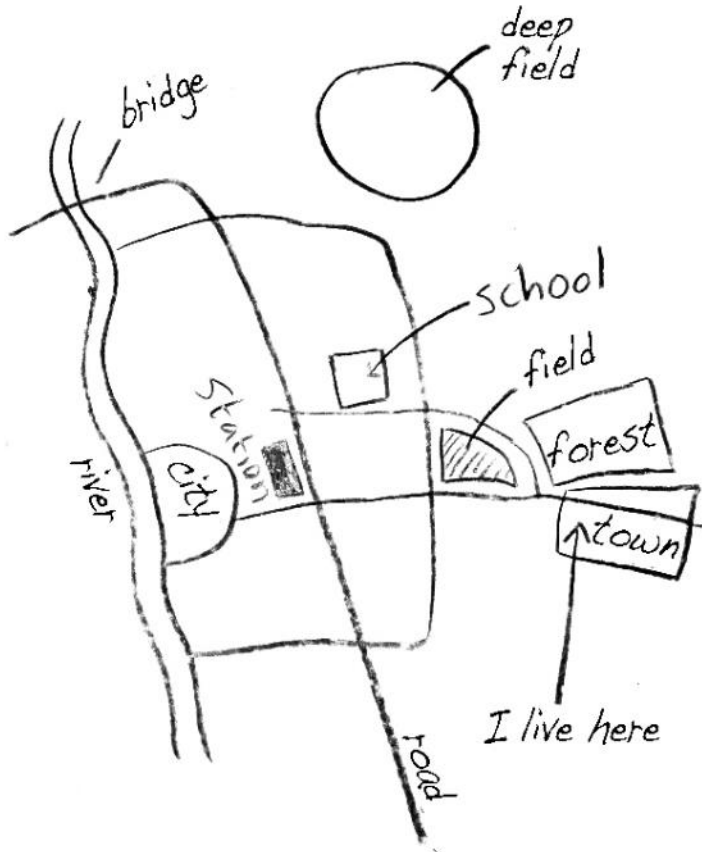
Destination Recognition



End of trip support
(parking, bike
parking, accessible
entry)

05 Mental Mapping

What's a mental map?



Instructions

- Get out a 8.5 x 11 inch sheet of blank paper (or something of similar size) and your preferred drawing or writing instrument.
- In the next 7 minutes, make a quick map of Bremerton!
 - Sketch it out, it just as if you were making a rapid description of the city to a stranger, covering all the main features. It doesn't have to be accurate—just a rough sketch. You can include areas outside of the city too. Label all the features of your map in clear block lettering.

Report back

- What did you draw first?
- What is most prominent on your map?
- Did you focus on roads, landmarks or a combination of both?
- What mode of transportation do you use most (walking, biking, driving, transit) – does your map reflect that?
- Anything you would add to your map after hearing from others?

06

Sign Design Visual Preference Survey

MUTCD DESIGN STANDARDS

The MUTCD Prohibits using “assigned” colors for wayfinding signs.
This includes:



Red



Orange



Yellow



(obvious)



also, Fluorescent Yellow-Green, Fluorescent Pink, Purple

LESS CUSTOMIZATION

MUTCD SPECTRUM

MORE CUSTOMIZATION



Colors and Concepts Desired





What are the most important criteria for Bremerton wayfinding signs?

Design considerations

What are the most important criteria for sign design?

- Complies with state/federal standards
- Is uniquely Bremerton
- Practical, affordable, and easy to produce and maintain
- Eye-catching and distinctive
- Shows low-stress, scenic, or special routes
- OTHER?

Visual Preference Survey

- Functionality + aesthetics
- Development of a design palette
- Design elements to inform a design brief

Jump to Survey/Google Form

Visual Preference Survey

06 Next Steps

Next Steps

- Share visual preference survey with city staff and steering committee
- Develop draft sign designs, routes, and destinations
- Share with SC and community
- Develop pilot sign plans for installation

Thank you!

Katie Ketterer Katie.Ketterer@ci.bremerton.wa.us

Kristen Lohse klohse@tooledesign.com

Sofia Gulaid sgulaid@tooledesign.com

Rebecca Fornaby rebecca@berkconsulting.com