



Bremerton Wayfinding Plan and Project

**Steering Committee Meeting #2
September 13, 2022**

Agenda

1. Project Refresher and Work to Date
2. Public Engagement Highlights
3. Design Exploration & Next Steps

Introductions

Project Team

- Katie Ketterer
- Kristen Lohse (Toole Design)
- Sofia Gulaid (Toole Design)
- Erin Williams (Toole Design)
- Rebecca Fornaby (BERK)

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

01

Project Overview Refresher and Work to Date

Project Overview

BRANDING AND SIGN
REVIEW

SIGN DESIGN
AND
REFINEMENT

PLACEMENT,
FABRICATION,
IMPLEMENTATION
GUIDANCE

Community Engagement

Project Background and Goals

- 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 (25) for the city to fabricate and install

Work to Date

- Discussed design parameters with city staff
- Vetted initial destinations
- Solicited input on city's image and values (visual preference survey)
- Developed sign initial concepts
- Shared designs via events and survey



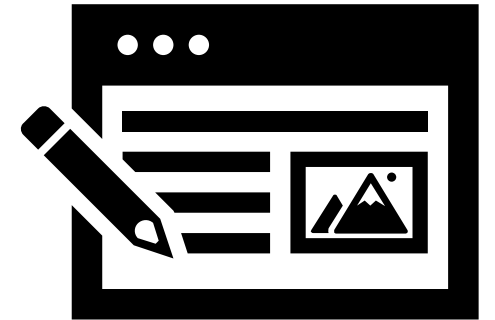
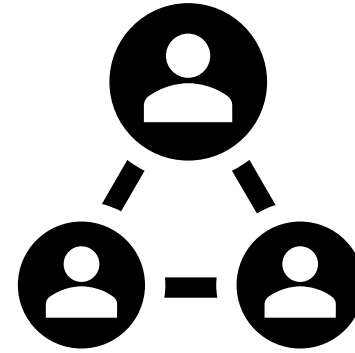
What comes next and how you can help

- Determine family of signs
- **Select a preferred concept and finalize design**
- **Determine final destinations and routes**
- Prepare package for sign shop/fabricators

02 Survey Highlights

Why conduct a survey?

- Hear **community priorities** for improved wayfinding signage
- Get feedback on **sign design** options
- Raise **awareness** about the project



How did we get the word out?

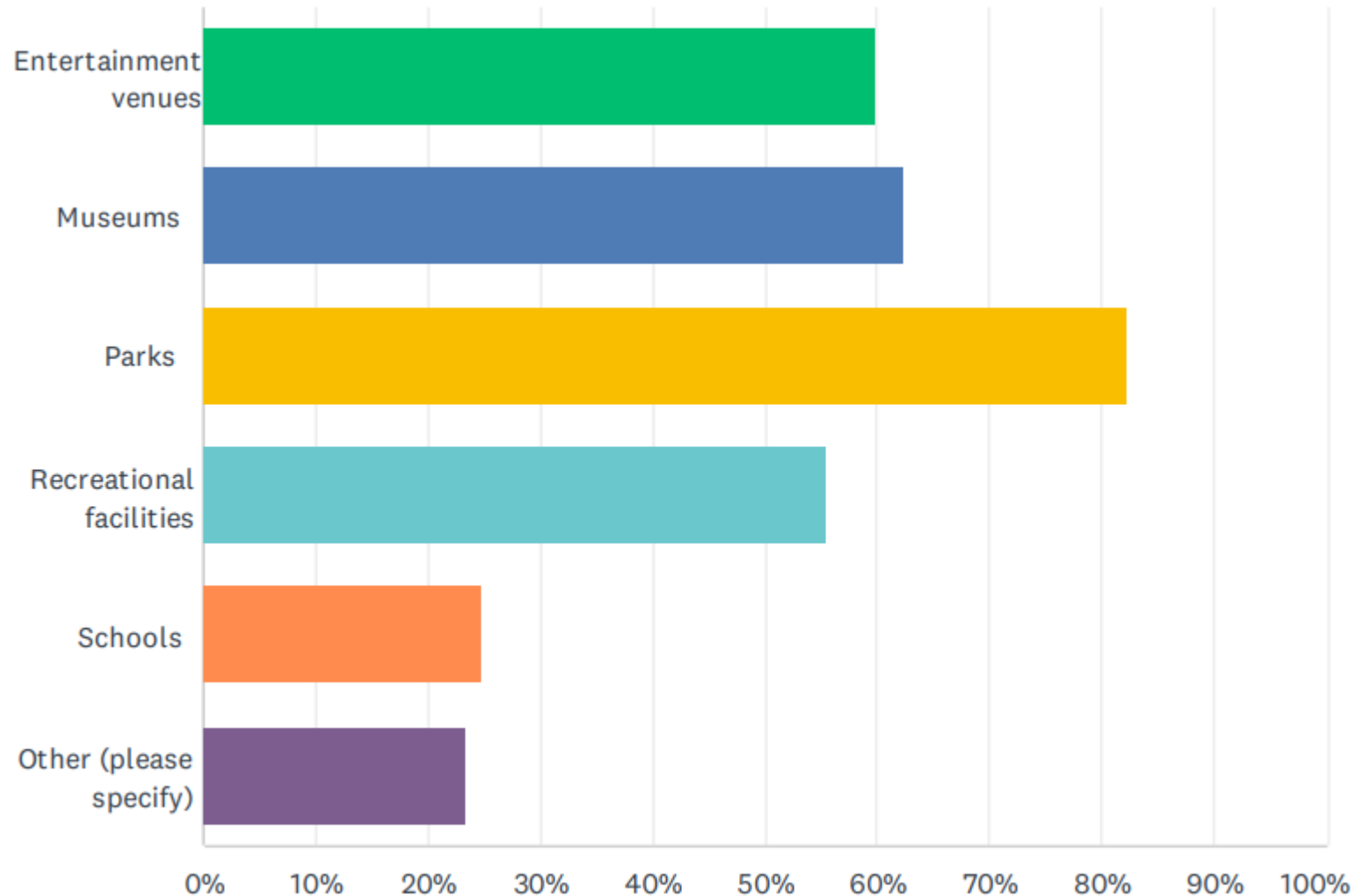
- Raising project awareness
 - Tabling at Bridging Bremerton (7/2)
- Promoting the survey
 - Farmers Market (8/18)
 - City social media
 - Emails to the wayfinding listserv

Who did we hear from?

- August 8 – September 2
- 230 community members took the survey online
- Over 100 people talked with staff at tabling events

Which destinations need more directional signage?

- Prioritize adding signage for parks, entertainment venues, rec facilities, and museums

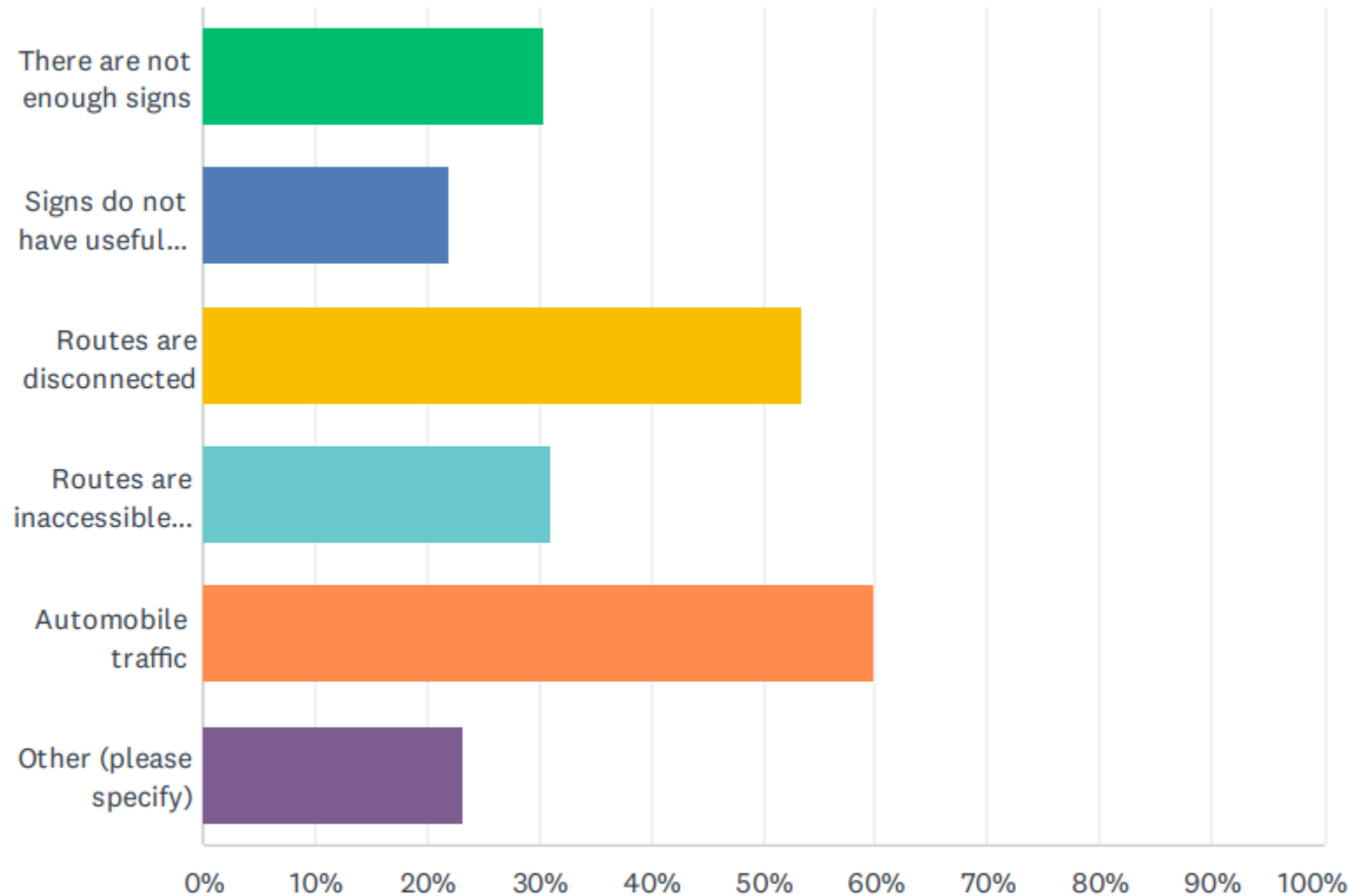


A word cloud featuring various terms related to public services and amenities. The words are arranged in a circular pattern around a central point, with varying font sizes and colors. The colors range from dark purple to light yellow. The words are as follows:

- library
- conference
- unique
- narrows
- services
- things
- safe
- dining
- businesses
- district
- galleries
- graffiti
- designations
- help
- art
- hiking
- business
- bakery
- visitor
- restrooms
- manette
- hotels
- paths
- flea
- vintage
- mcgavins
- districts
- bremerton
- destinations
- hospital
- waterfront
- medical
- restaurants
- emergency
- bike areas
- transportation
- wall
- access
- boardwalk
- find
- shopping
- retail
- center
- people
- landmarks
- public
- ferry
- trails

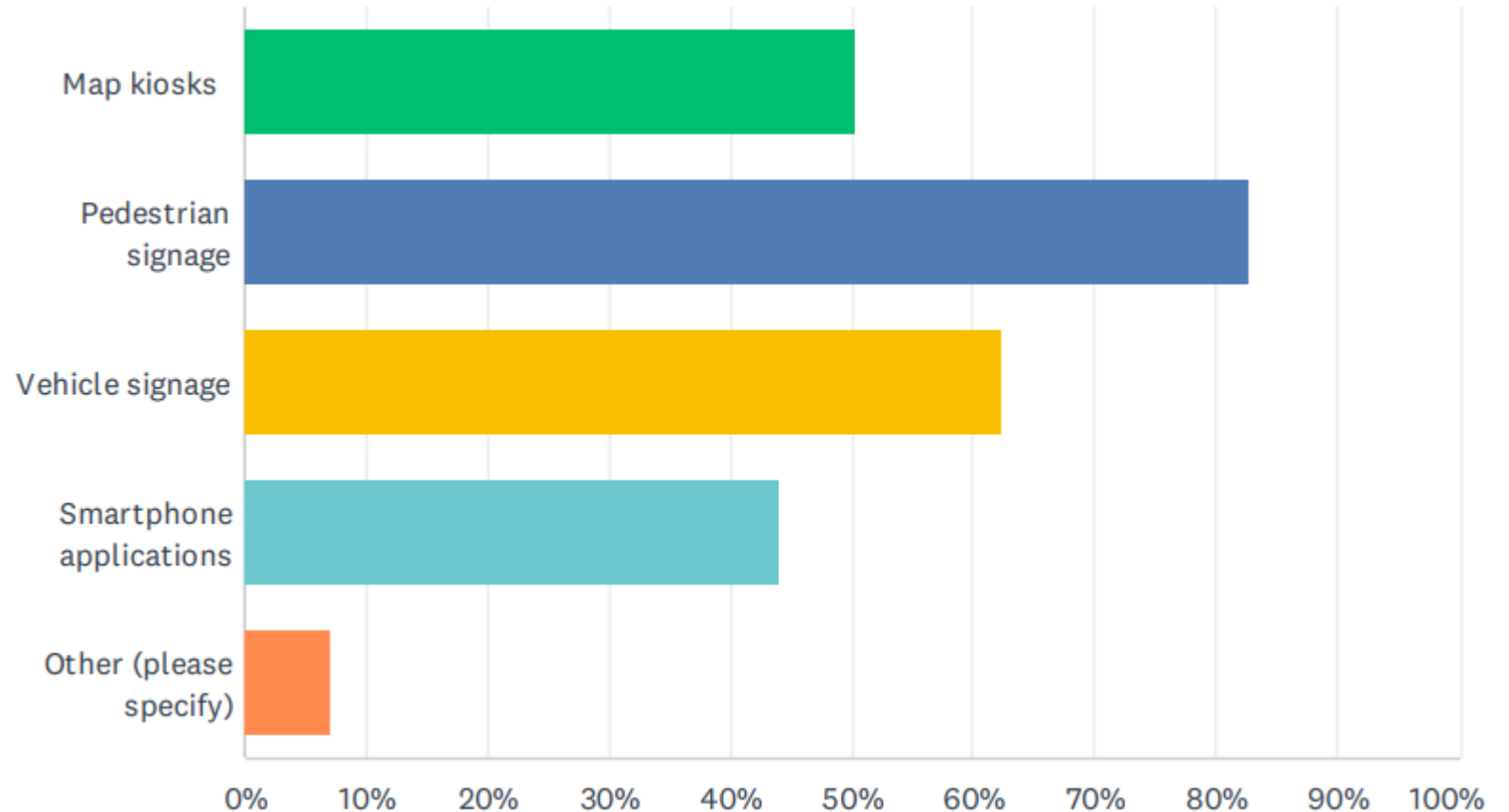
What are barriers to walking and cycling?

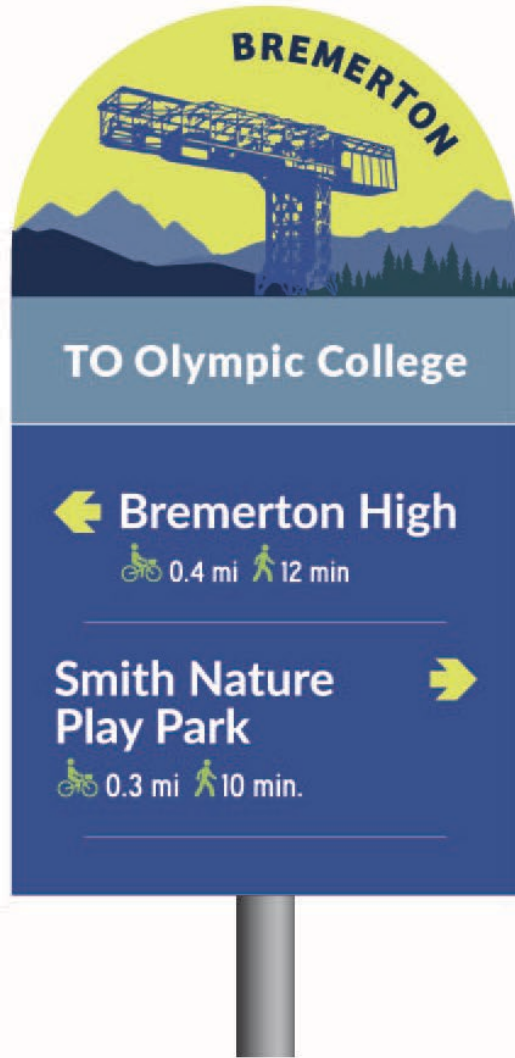
- The greatest barriers are disconnected routes and car traffic



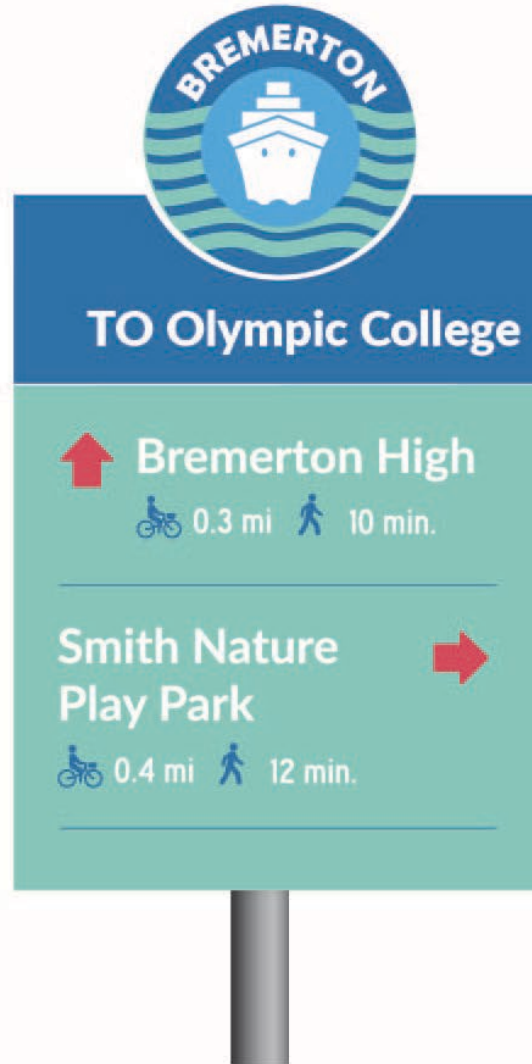
What type of signage do we need more of?

- Prioritize adding signs for pedestrians

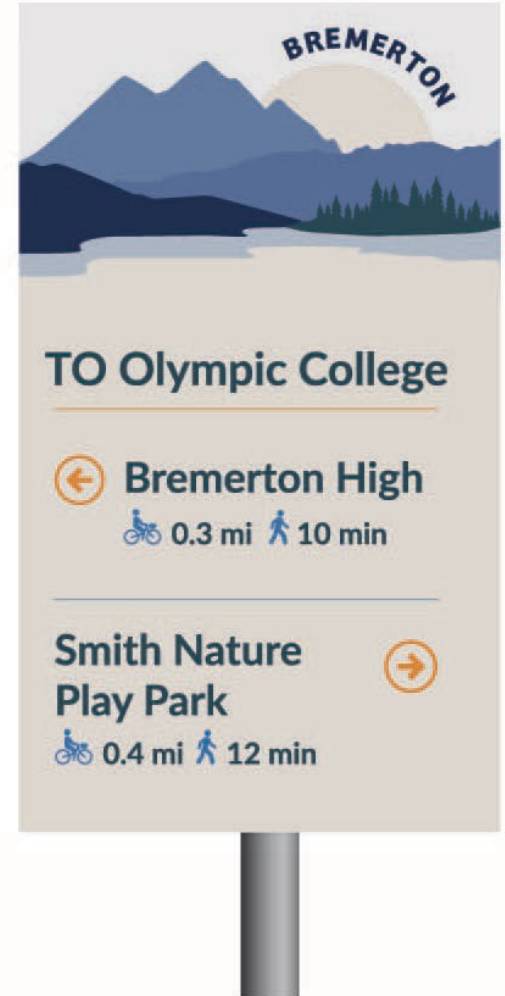




Option A



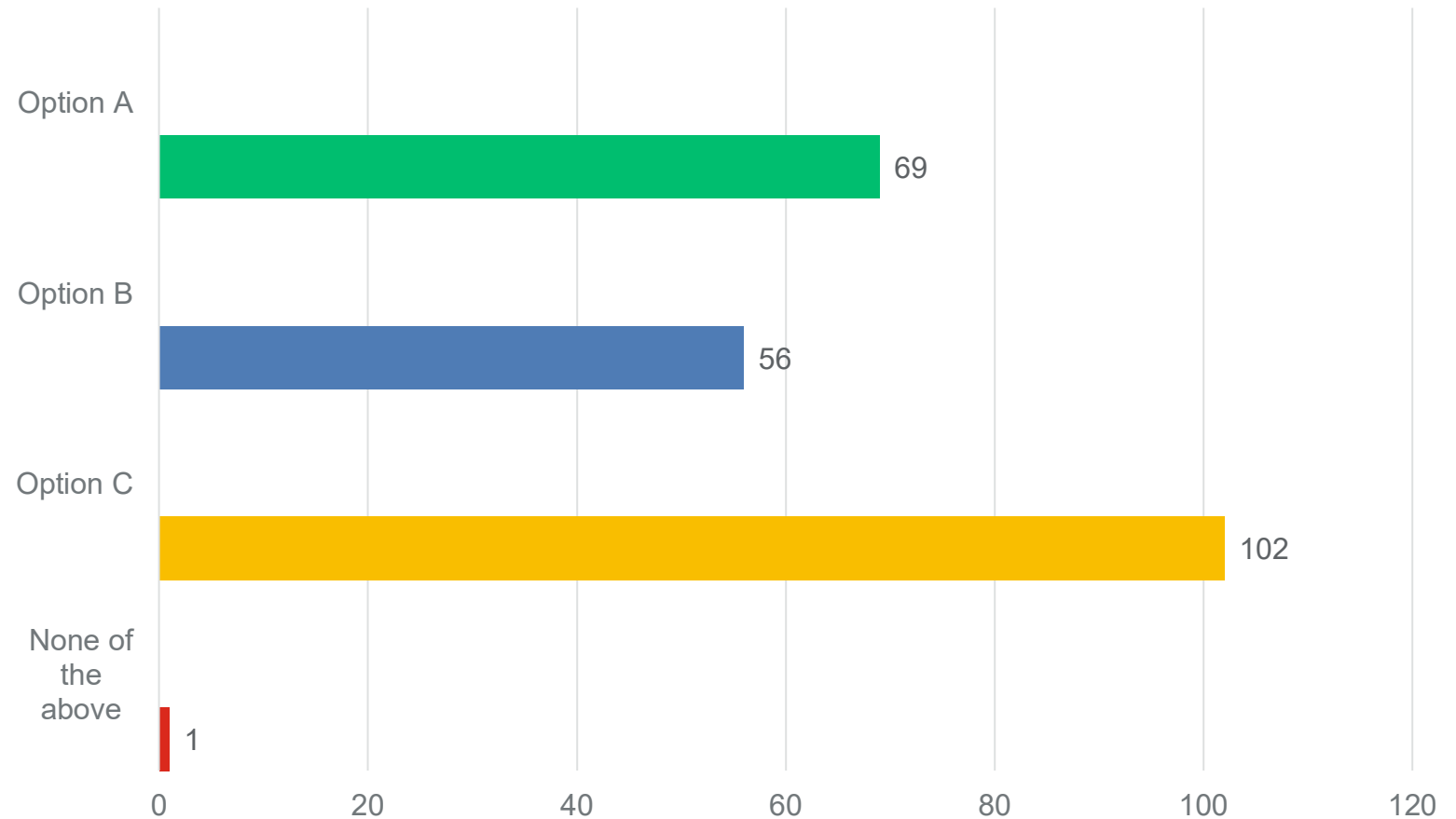
Option B



Option C

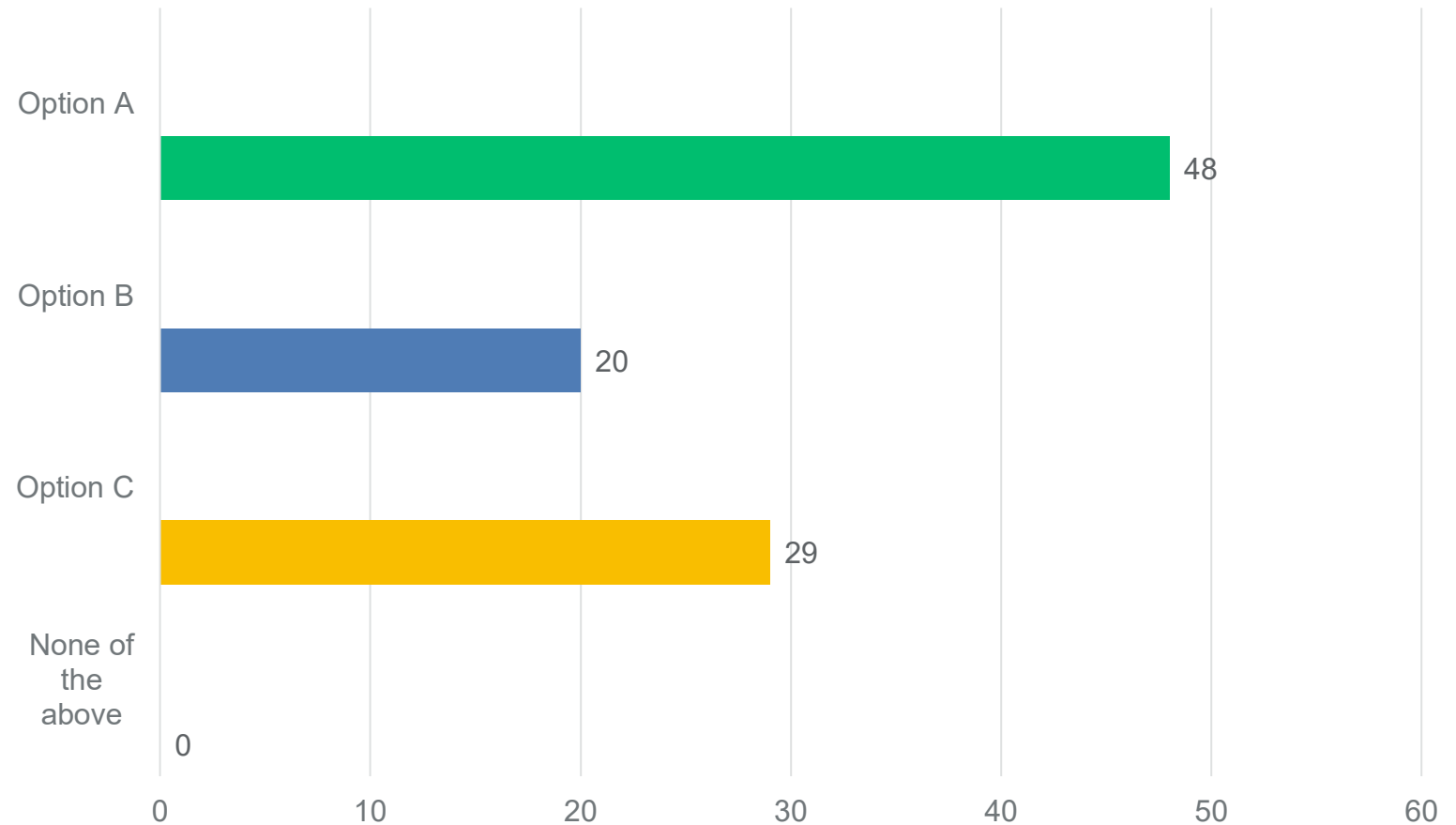
Which design best represents Bremerton?

- Option C was most popular among survey respondents



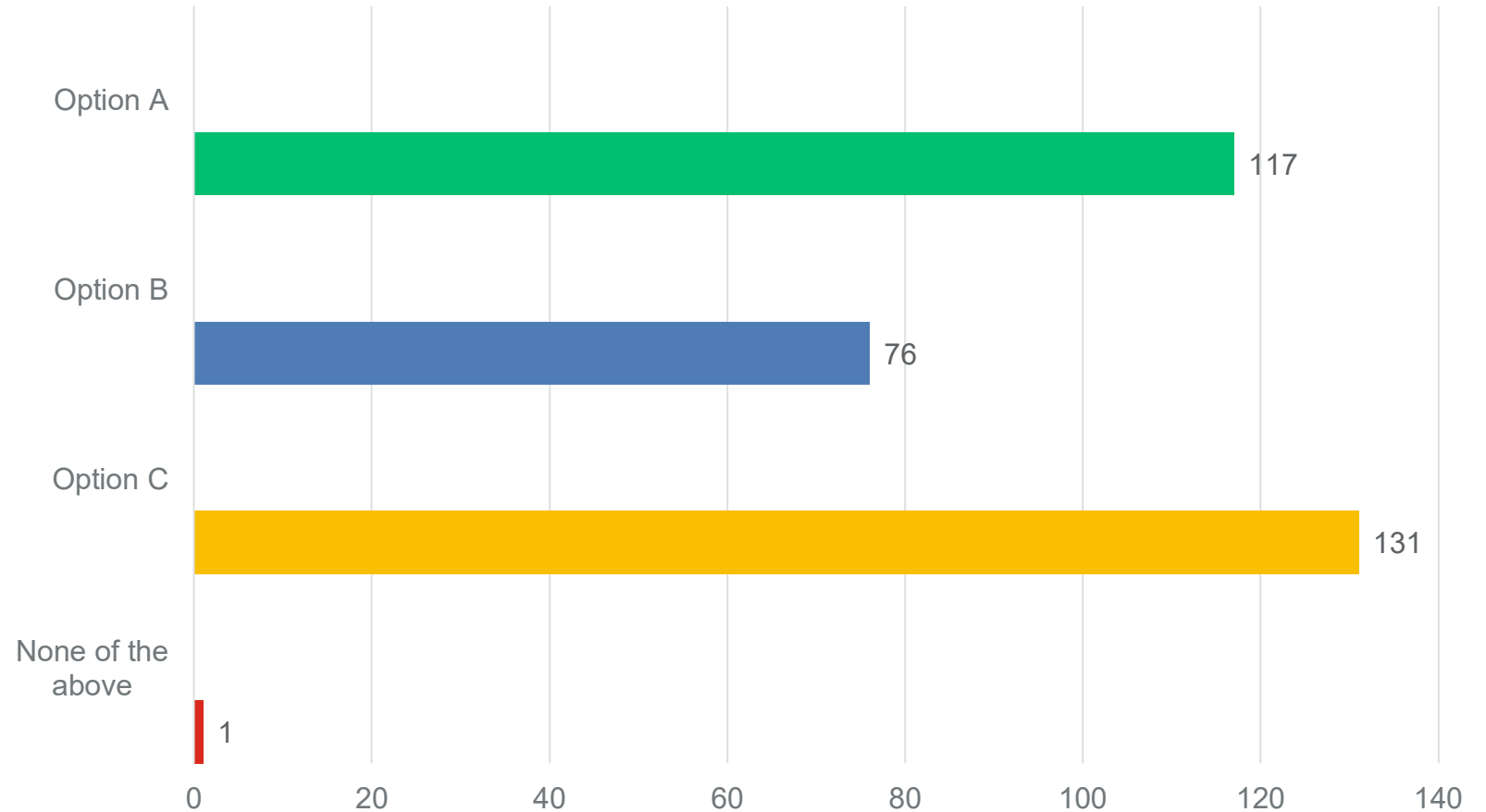
Which design best represents Bremerton?

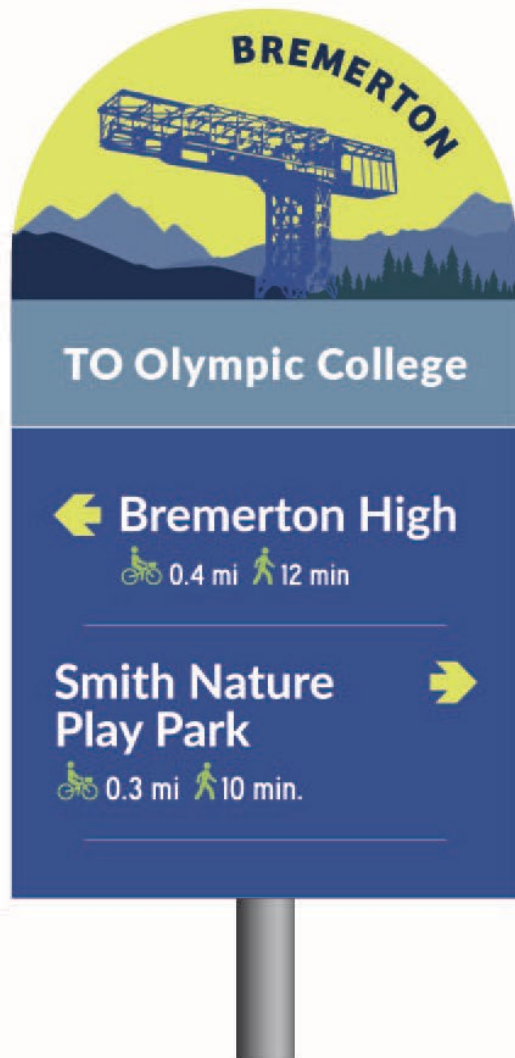
- Option A was most popular among Farmer's Market attendees



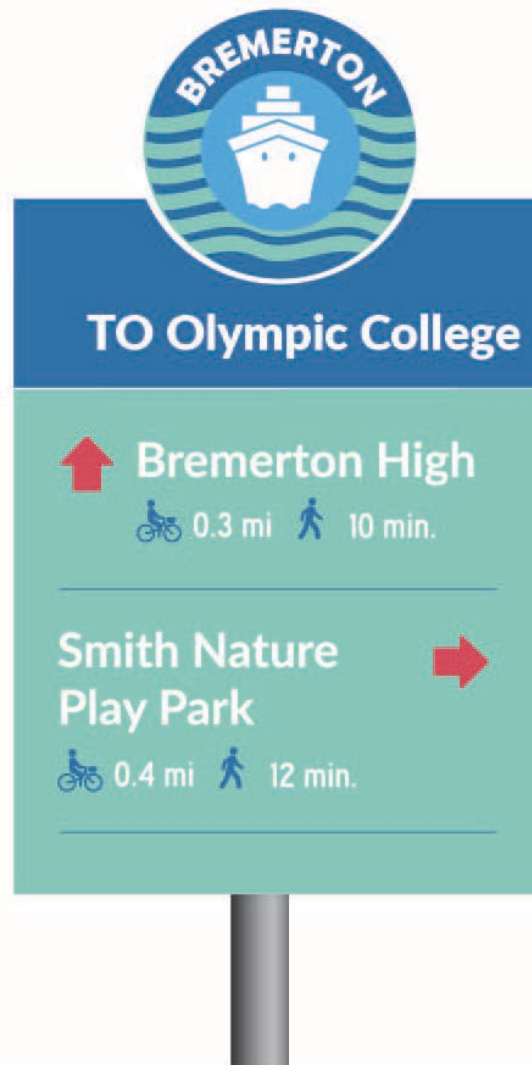
Which design best represents Bremerton?

- Combined, Option C was most popular among all community members engaged

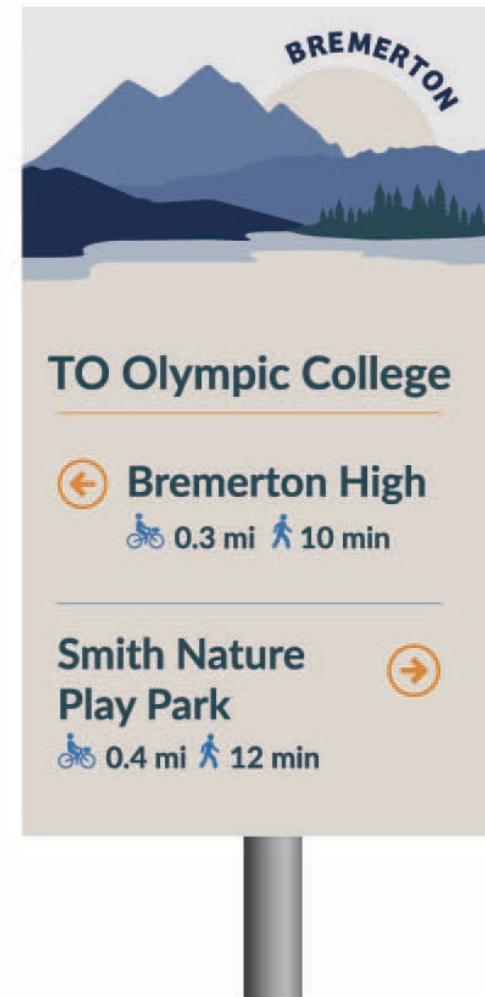




Option A



Option B



Option C

Other Relevant comments

- Colors that work for people who are colorblind
- District information (Uptown, Theater, Quincy, Manette, Callow)
- Navigation to/from ferry
- Highlight hidden gems
- Parking
- Simple designs
- Bigger arrows
- Amenities (accessibility, restrooms)
- Directionality
- Marked bike routes

Takeaways

- Residents appreciate distinctive custom shapes
- More subtle color palette was preferred
- Needs to appeal to more than just the Navy
- Specific imagery can be divisive
- Districts are more meaningful than routes
- Separated panels are preferred for updatability

03

Design Exploration & Next Steps

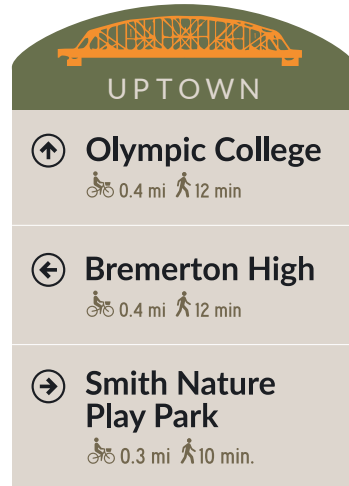
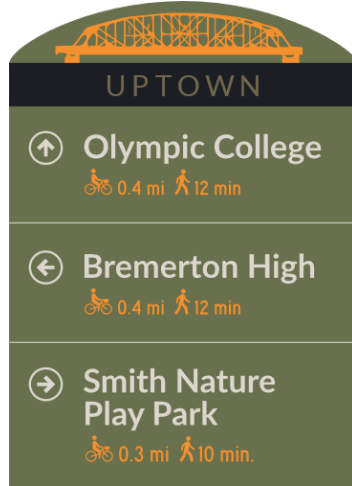
Goals

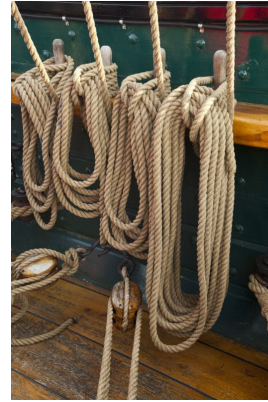
- Find common ground within diverse feedback
- Consider the context
- Design for sign family expansion
- Bring committee along for the process



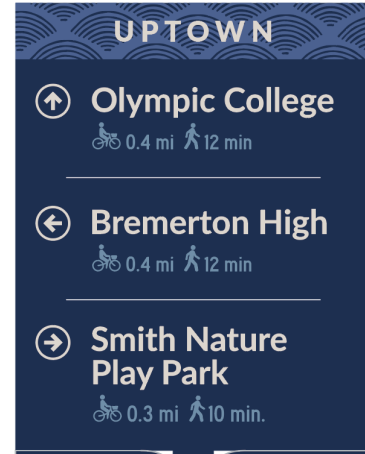
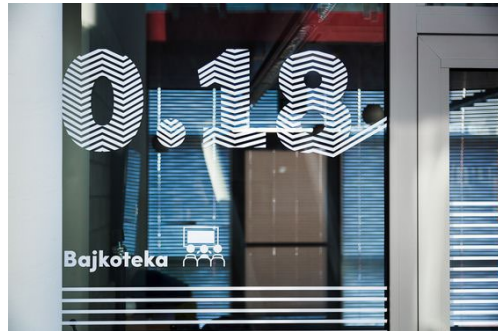


(infra)Structure



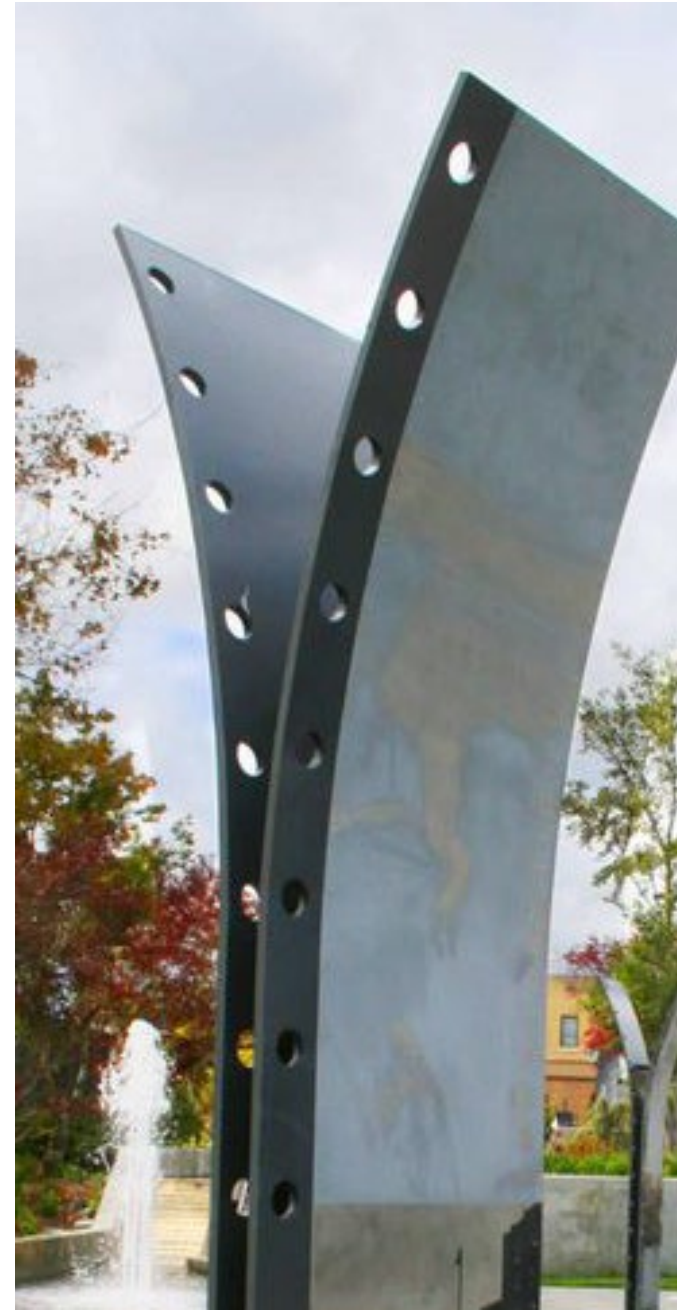
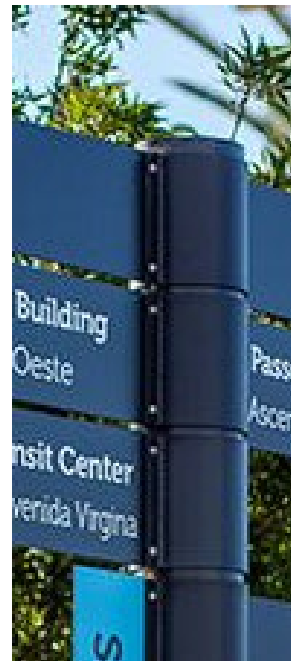
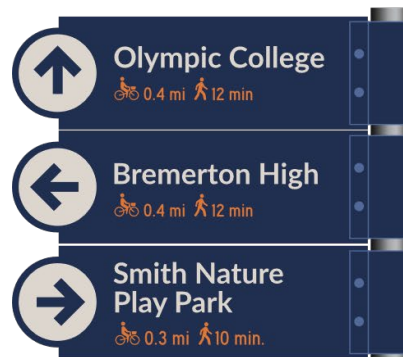


Detail Driven

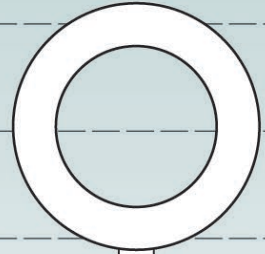




Port Hole



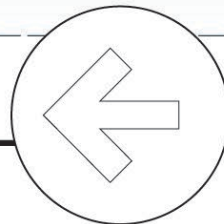
Developing the Sign Family



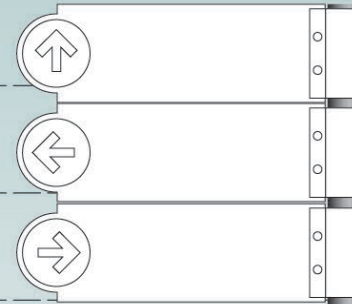
Destination Markers



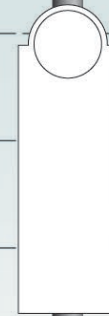
Map Kiosk



Pathway Markings

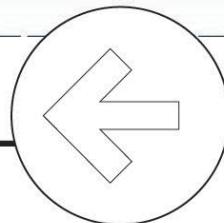


Decision Point

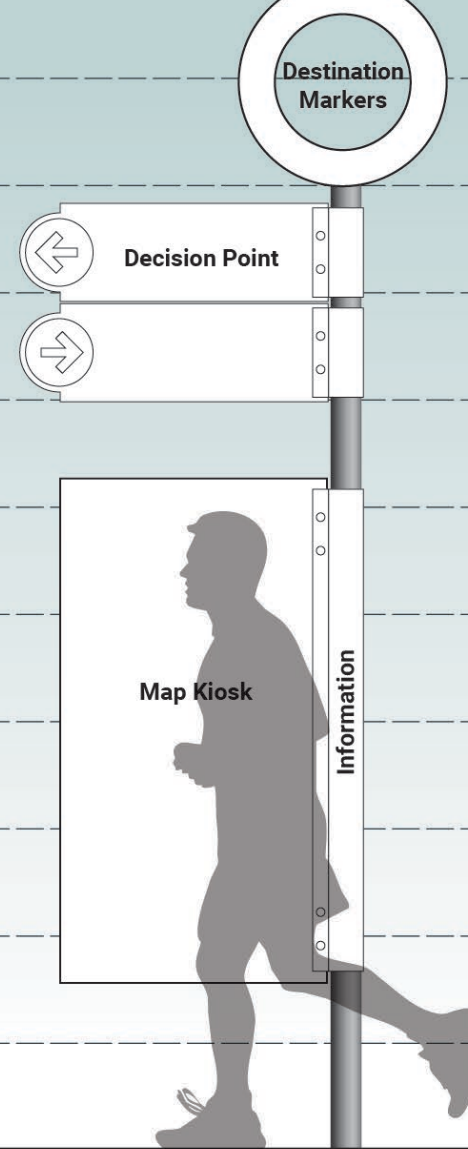


Information

Developing the Sign Family

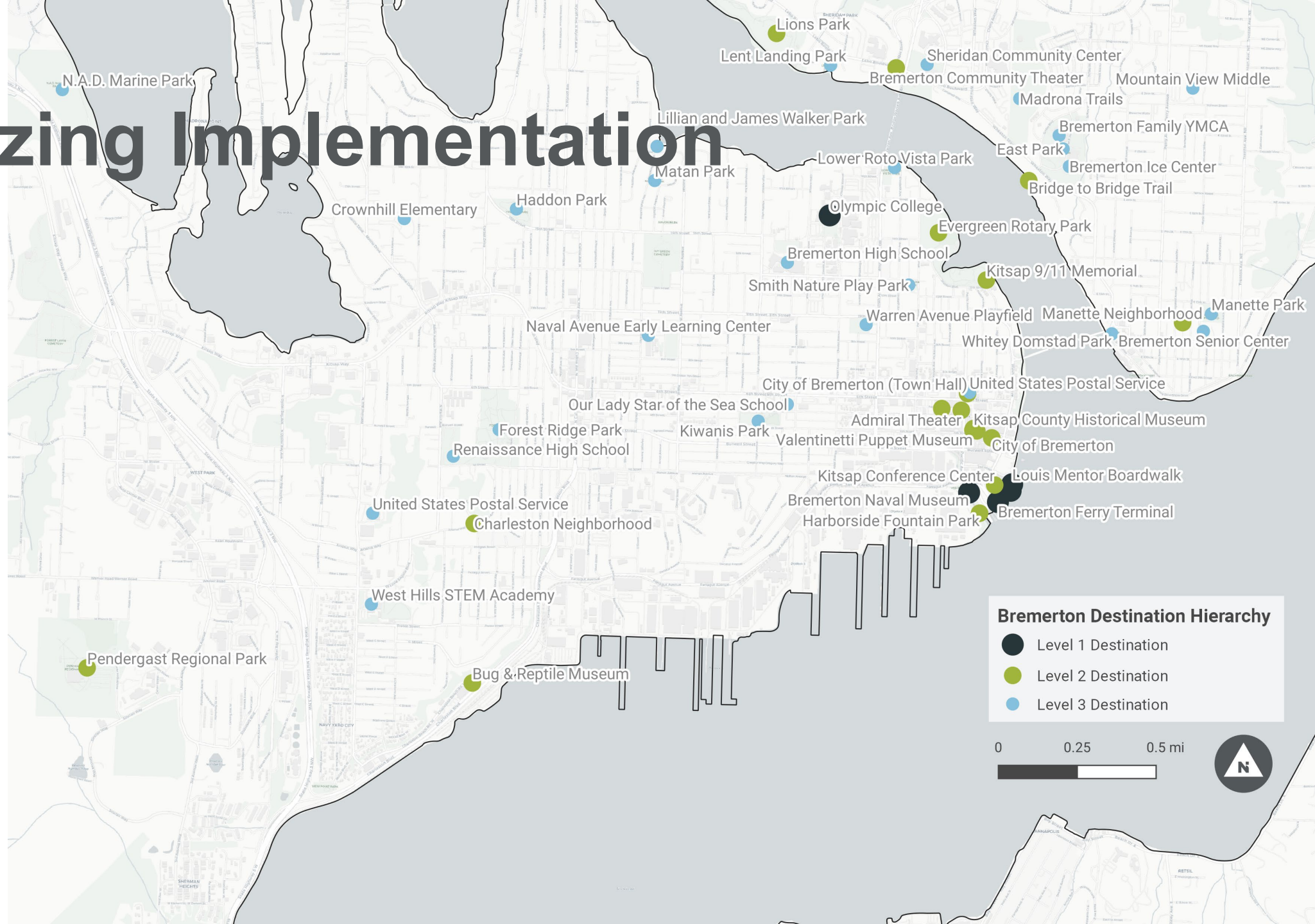


Pathway Markings

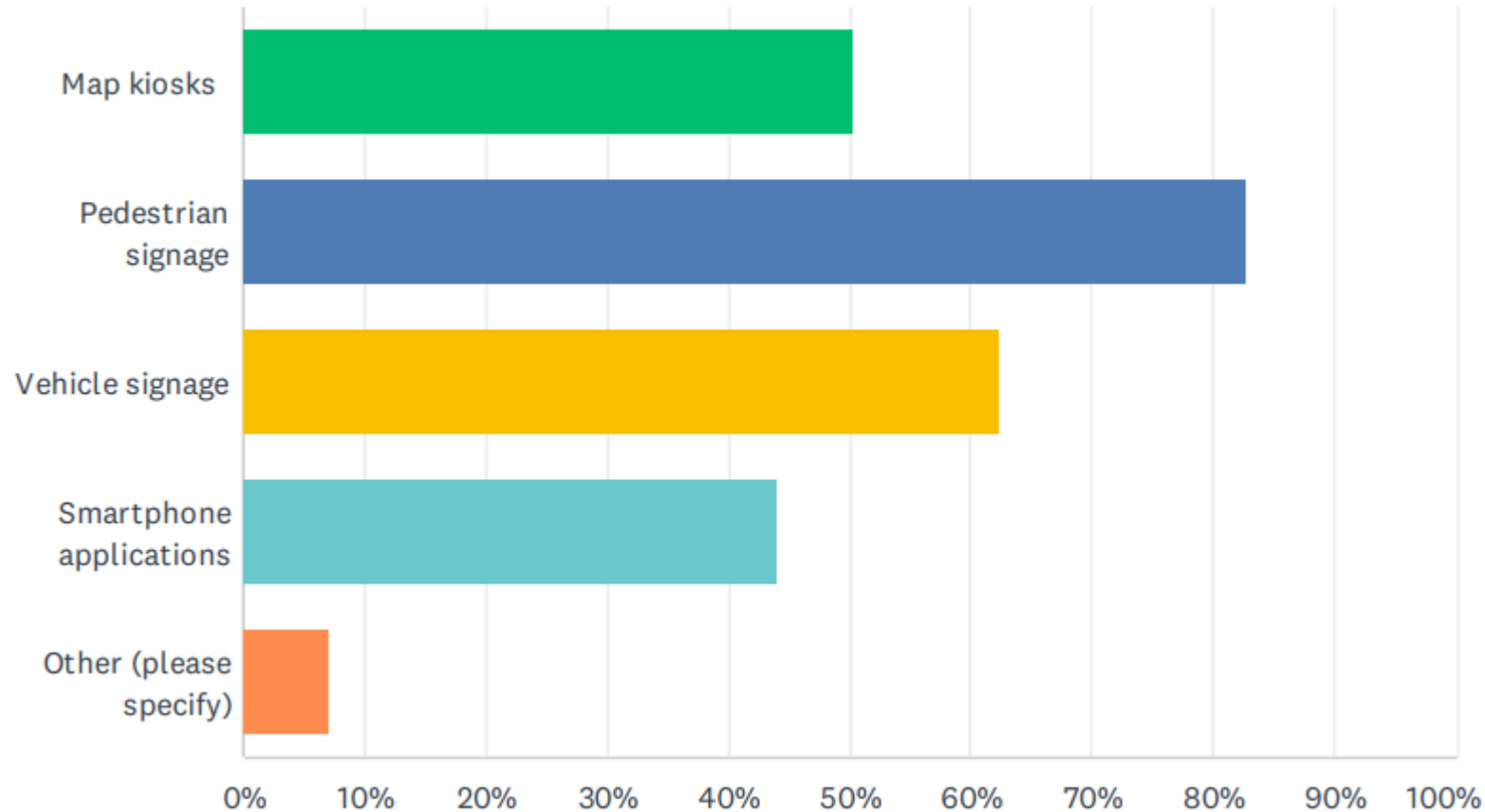


10'
9'
8'
7'
6'
5'
4'
3'
2'
1'

T'OOLE
DESIGN



Prioritizing Implementation



Thank you!

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

Kristen Lohse klohse@tooledesign.com

Sofia Gulaid sgulaid@tooledesign.com

Erin Williams ewilliams@tooledesign.com