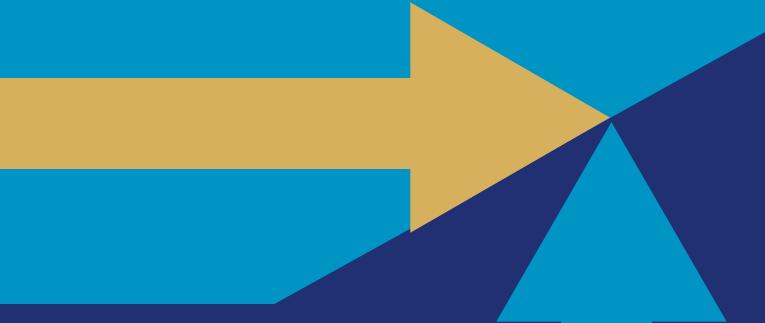


Downtown Hyannis

Wayfinding



Signage Plan



Stantec

AUGUST 2022



Acknowledgements

Project Team

Elizabeth Jenkins	Director, Planning and Development, Town of Barnstable
Kate Maldonado	Assistant Director, Planning and Development, Town of Barnstable
Melissa Chartrand	Arts & Culture Coordinator, Town of Barnstable
James Kupfer	Senior Planner, Town of Barnstable
Gloria McPherson	Planning and Economic Development Coordinator, Town of Barnstable
Elizabeth Wurfbain	Executive Director, Hyannis Main Street Business Improvement District

Stantec

Jason Schrieber	Urban Mobility Consultants Principal-in-Charge
Whitney Burdge	Project Manager

Table of Contents

01 / Project Introduction

02 / Introduction to Wayfinding

03 / Existing Sign Inventory

04 /Community Engagement

05 / Design Options

06 / Recommended Signage Package

07 / Appendices

 Brand Options Summary

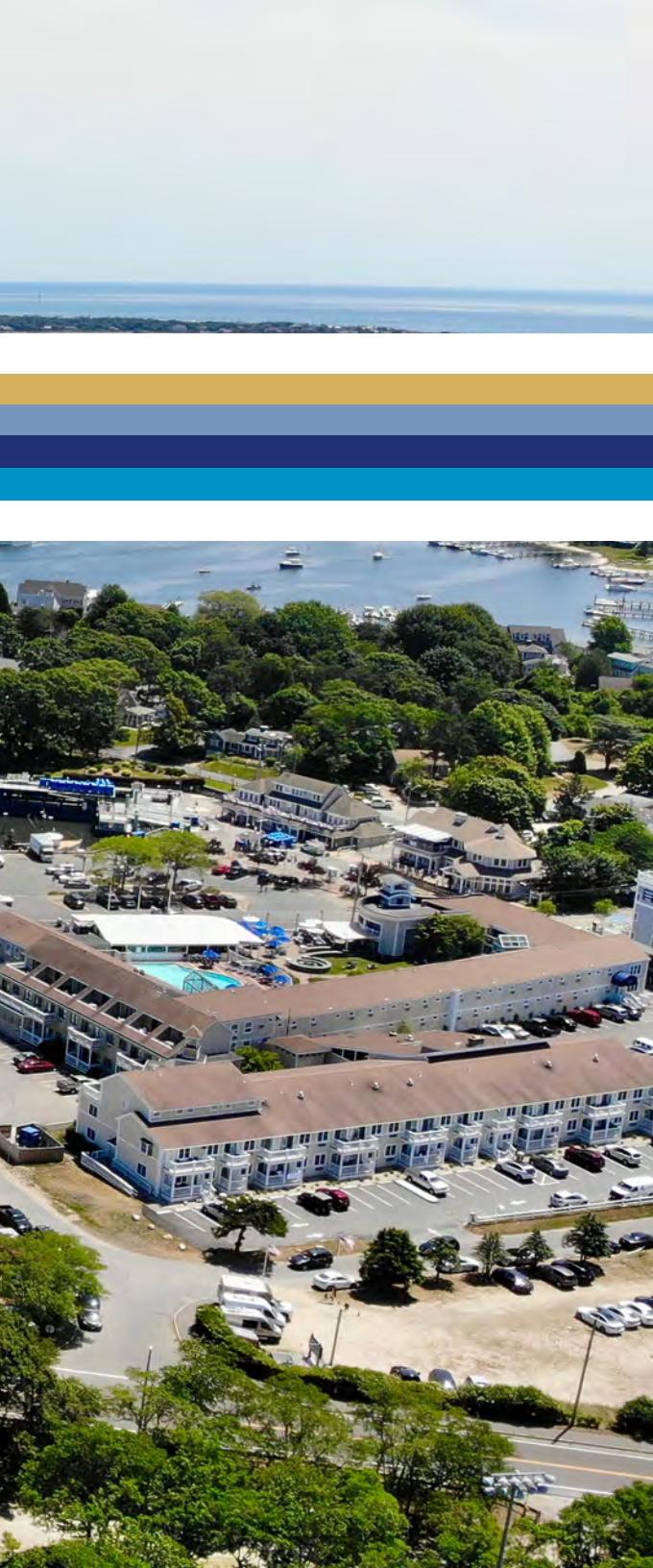
 Specification Drawing

 Public Survey Results

 Complete Recommended Signage Inventory







Project Introduction

Goals

Scope/Timeline

Study Area

This report was prepared on behalf of the Town of Barnstable through a "Massachusetts Downtown Initiative Technical Assistance Program" competitive grant from the State Department of Housing and Community Development (DHCD).

Town staff provided oversight and review of the wayfinding plan and final report. In addition, Town businesses, residents, visitors, and employees provided insight and input into this study through a series of stakeholder meetings.

On behalf of DHCD and the Town of Barnstable, the study team would like to thank all stakeholders and participants for their constructive inputs to this process.



Introduction

Showing Hyannis the way

Hyannis has long been perceived the "hub of the Cape," attracting visitors from the region and across the country who want to experience its history, vitality, and seaside charm. There are many popular destinations in the downtown area, including a bustling Main Street with dozens of dining and shopping options. People use a variety of modes to visit Hyannis, including ferries, and each has unique needs for supporting visitors with navigation once arriving.

Currently, there is a wide range of styles and systems for the Downtown's existing wayfinding signage, which have been layered upon each other over time. This has resulted in an overly complicated and confusing system that 1) doesn't capture visitors at the appropriate locations to help them navigate to popular destinations (particularly regarding public parking facilities), 2) lacks clarity and consistency in which destinations are featured on signage and how they are identified, and 3) doesn't speak to a distinct visual brand or identity that is unique to Downtown Hyannis.

The Town of Barnstable applied for technical assistance provided by Stantec through the Department of Housing & Community Development (DHCD). The assistance included developing a wayfinding plan to kickstart a longer-term goal of completely rehauling the downtown's wayfinding signage system. This plan is intended to provide short-term signage solutions

as early as summer 2022, with the expectation that a more permanent approach and more comprehensive planning and public engagement process for signage will take place in the future.

With the understanding that the Town intends to completely replace all existing (Town-owned) signage, the tasks for this specific plan include:

- Conducting an inventory of all existing signage
- Identifying "gaps" in existing sign types based on the destinations the signs are intending to direct to and the logical navigation points of different mode users
- Investigate how existing signage might be blended to inform one, common brand/style
- Develop a recommended signage inventory and specifications
- Develop specification drawings for two (2) signage design options that could be fabricated immediately following the plan

At the initiation of this project, the Project Team composed of staff from the Town's Planning & Development Department, the Hyannis Main Street Business Improvement District (BID), and local stakeholders identified a set of goals that they hoped to achieve throughout the wayfinding plan process.

PROJECT GOALS

- ▶ Establish an inventory of existing signage to help inform future wayfinding needs and priorities
- ▶ Better direct visitors to key destinations downtown
- ▶ Improve visibility of and connectivity to/between parking areas
- ▶ Create a sense of arrival for visitors using various modes of travel
- ▶ Develop a strategy for integrating or improving the unity of existing wayfinding with new approach
- ▶ Create a brand and signage system that is reflective of Hyannis Main Street's character and highlights unique neighborhoods or areas

Technical Assistance Tasks



Anticipated Outcomes of this Effort

- Develop up to (2) preliminary design options for each of the following sign categories:
 - Gateway
 - Directional (for vehicles and pedestrians)
 - Identification
 - Information

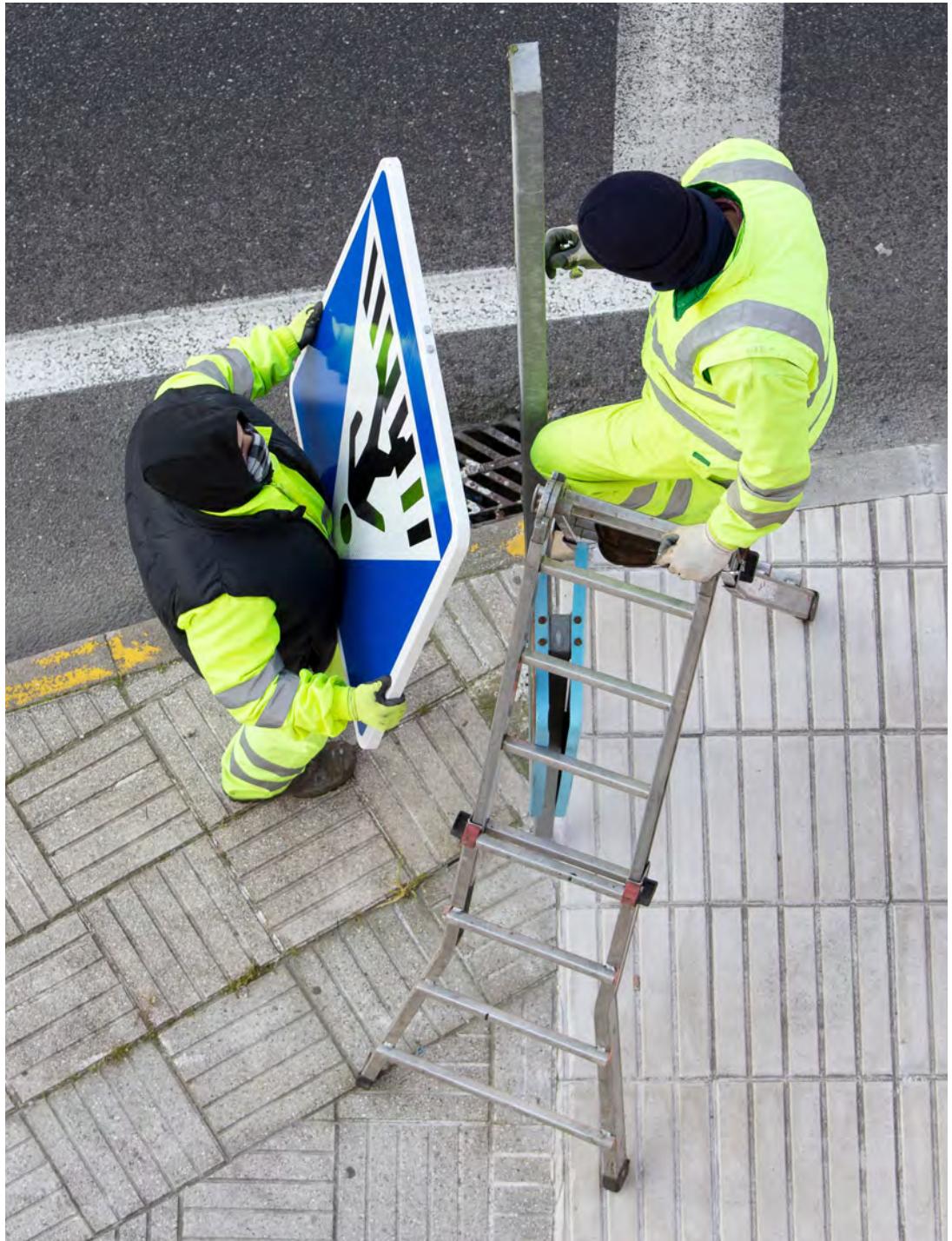
which can be further customized or can inform potential future (permanent) sign designs

- Prepare **concept-level** files ready for sign fabricator to develop/finalize/print for standard metal signs on posts
- Identify recommended signage locations to address the navigation needs for prioritized destinations

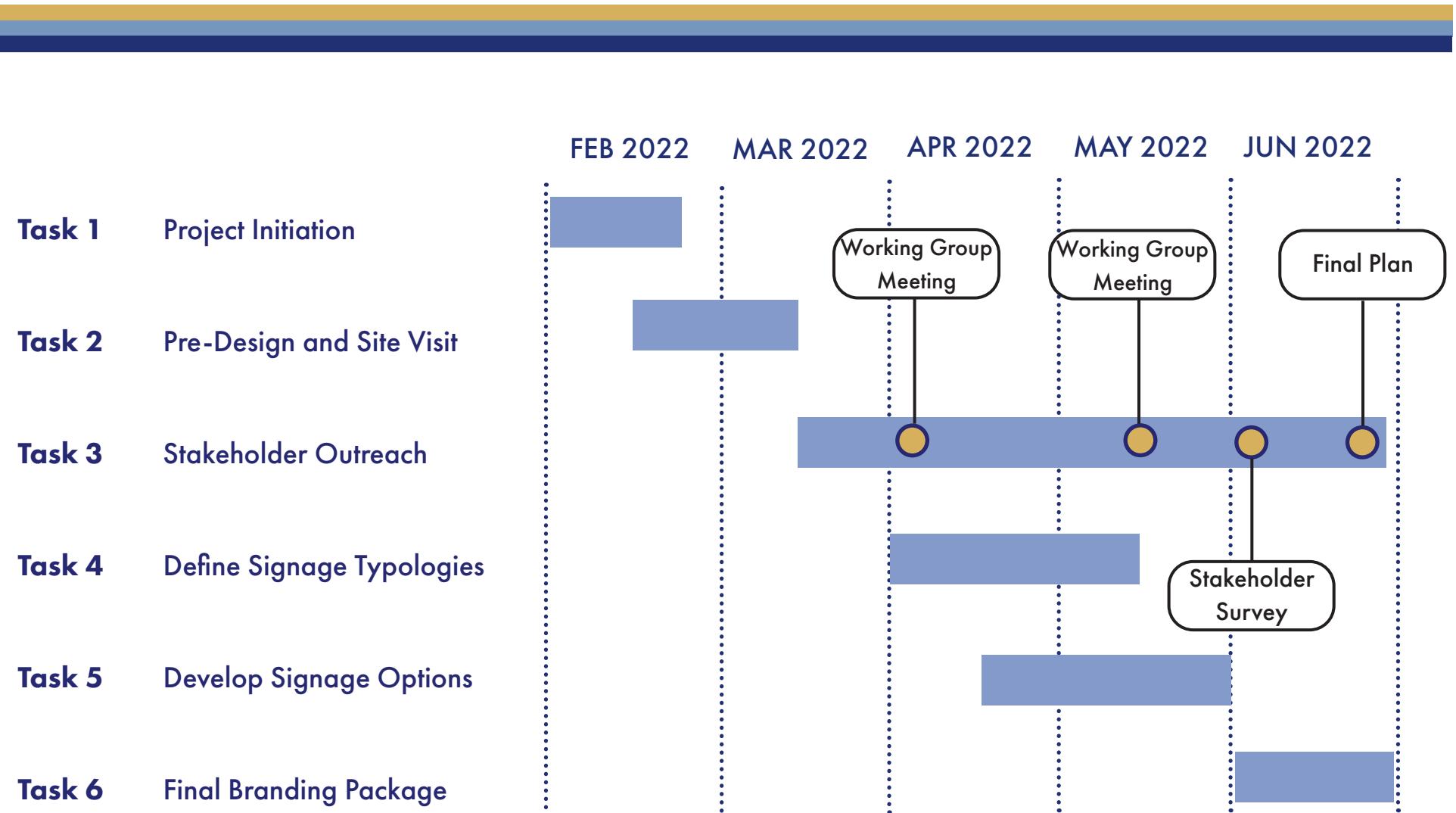


Potential Future Outcomes Beyond this Effort

- Execute a comprehensive branding and marketing strategy with an enhanced public engagement process
- Develop a comprehensive signage suite of many options
- Design complex signage options that incorporate special materials



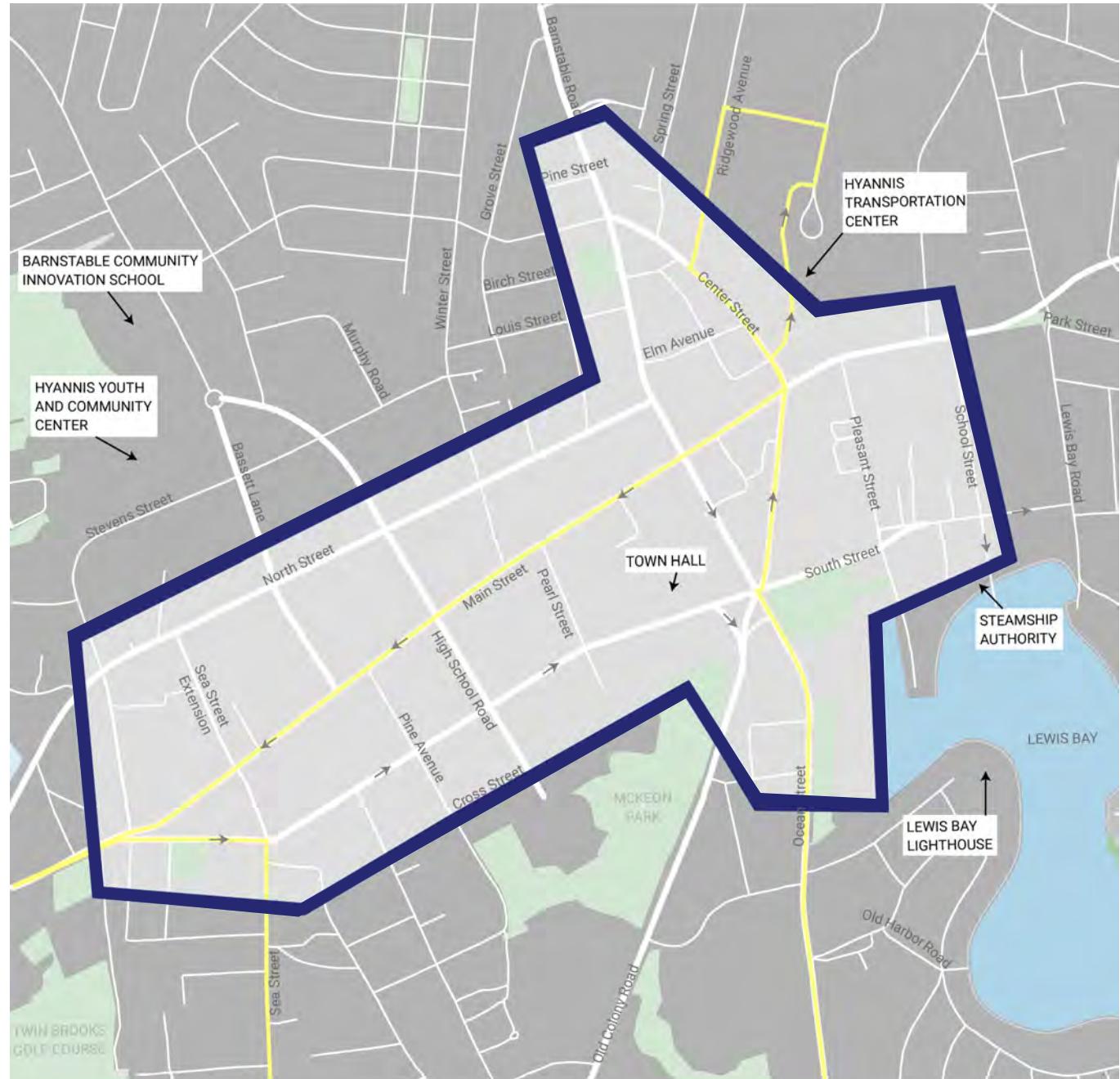
Project Timeline



Project Boundary

The Project Team identified the boundary for the Wayfinding Plan to encompass the downtown area, including the natural extent of the denser commercial areas at the east and west ends of Main Street, the two blocks north along Barnstable Road as the gateway into downtown, and the area along Ocean Street to the Hy-Line ferries, as the waterfront link to the downtown.

Although the signage inventory and other analysis was conducted mostly within this boundary, the consultants recognized there were wayfinding needs beyond the boundary to better support navigation to downtown Hyannis. These areas have been identified in later sections of analysis and recommendations in this document.



Project Precedents

Building on previous efforts

The Town of Barnstable has been very active in recent years, with several plans and projects identifying data and recommendations which crossover with some of the intents of this wayfinding plan. Some of the key recurring plan themes have been identified below.

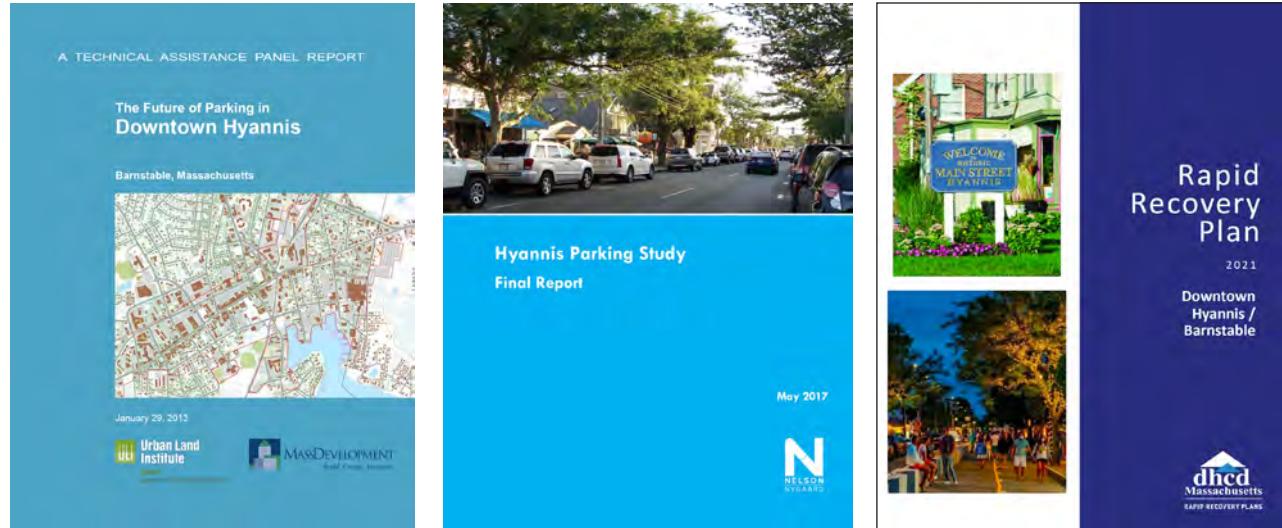


Table 1. Recurring community themes in recent planning efforts clearly highlight the Town's priorities.

PLAN NAME	Multimodal Infrastructure	Better Define Parking	Branding/ Marketing	Wayfinding	Public Realm Improvements
Hyannis Parking Study (2017)	●	●		●	●
Rapid Recovery Plan (2021)	●	●	●	●	●
The Future of Parking in Downtown Hyannis (ULI, 2013)	●	●		●	●
Downtown Wayfinding Strategies Task Memorandum (2019)	●	●		●	●





2 Introduction to Wayfinding

Wayfinding Signage Typologies

Wayfinding Signage Typologies

Different Signs for Different Purposes

Wayfinding signage can typically be categorized within the following four, general typologies. A few examples have been included for each category, but the options are truly endless for how signage might be designed.

Each typology has a unique function. Ideally, all four are designed to coordinate with each other in their general design as part of a cohesive overall wayfinding system.



GATEWAY

What it does-

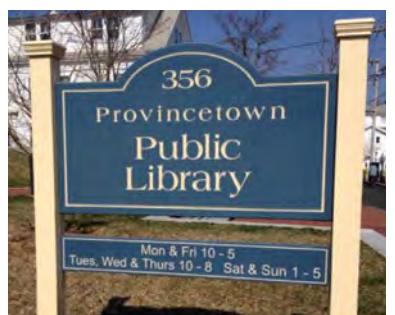
Creates a sense of arrival (usually from a primary access route) and defines the boundary of a district or downtown (e.g., welcome sign)



IDENTIFICATION

What it does-

Identifies landmarks or other points of interest by name or symbol. It might include information about hours of operation, services provided, etc.





DIRECTIONAL

What it does-

Directs you toward a specific area or destination (such as key parking locations), typically with the use of arrows



INFORMATION

What it does-

Provides information about where you are located in the context of an area (such as with maps in a visitor kiosk), or details about a destination (e.g., seasonal access, only)



BEST PRACTICE- Principles of Wayfinding Signage

Be memorable-

Visual language should build on brand identity to drive economic growth

Be inclusive-

Stakeholders and the public should take part to create a sense of ownership

Be multimodal-

Improve navigation/safety for all types of travel and expand connections

Be scalable-

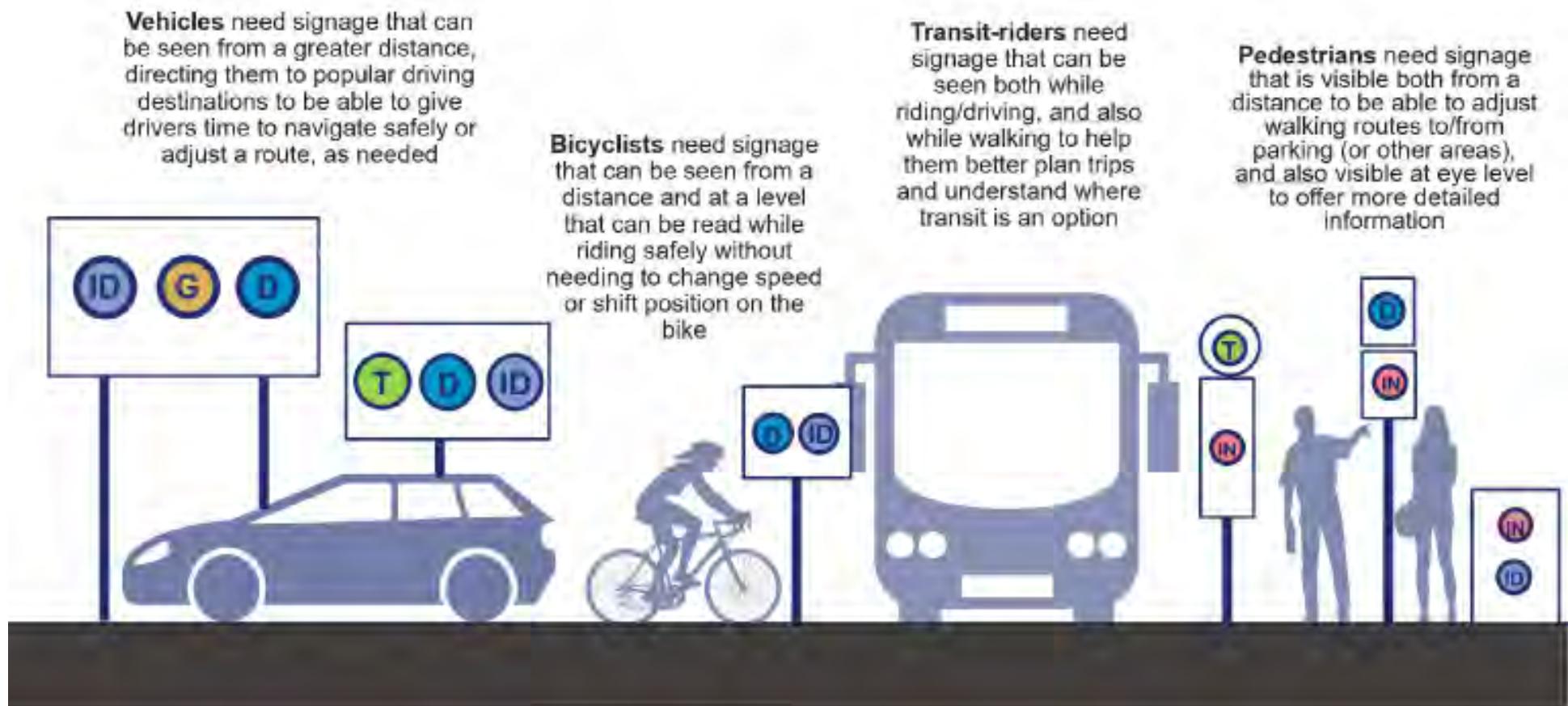
Have built-in flexibility as a kit of parts that can be tailored and used as the town grows and other signage needs change

Be planned-

Have a phased approach (including budgeting considerations) to reduce the time to achieving a fully installed and coordinated sign system

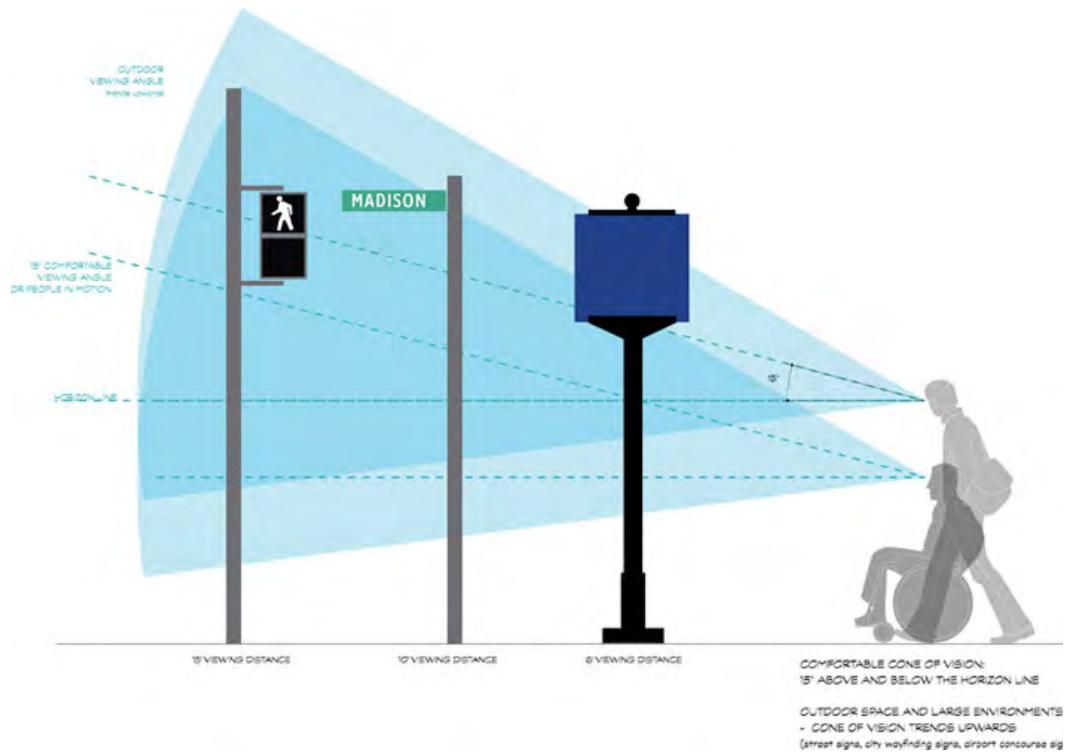
Different Scales for Different Users

Within each of the four signage typologies, there may be a wide range of different sizes of signs. The graphic below demonstrates how different scales of signs should be used to help users of different modes navigate effectively and safely.



Making Signage Accessible for All

The size of wayfinding signage is important for increasing its visibility but other considerations such as sign placement (height, positioning on a sidewalk, proximity to other street elements that might obstruct signs when viewed from a distance) should be considered as well to make sure that visitors of all mobility levels have clear sightlines of the signs.





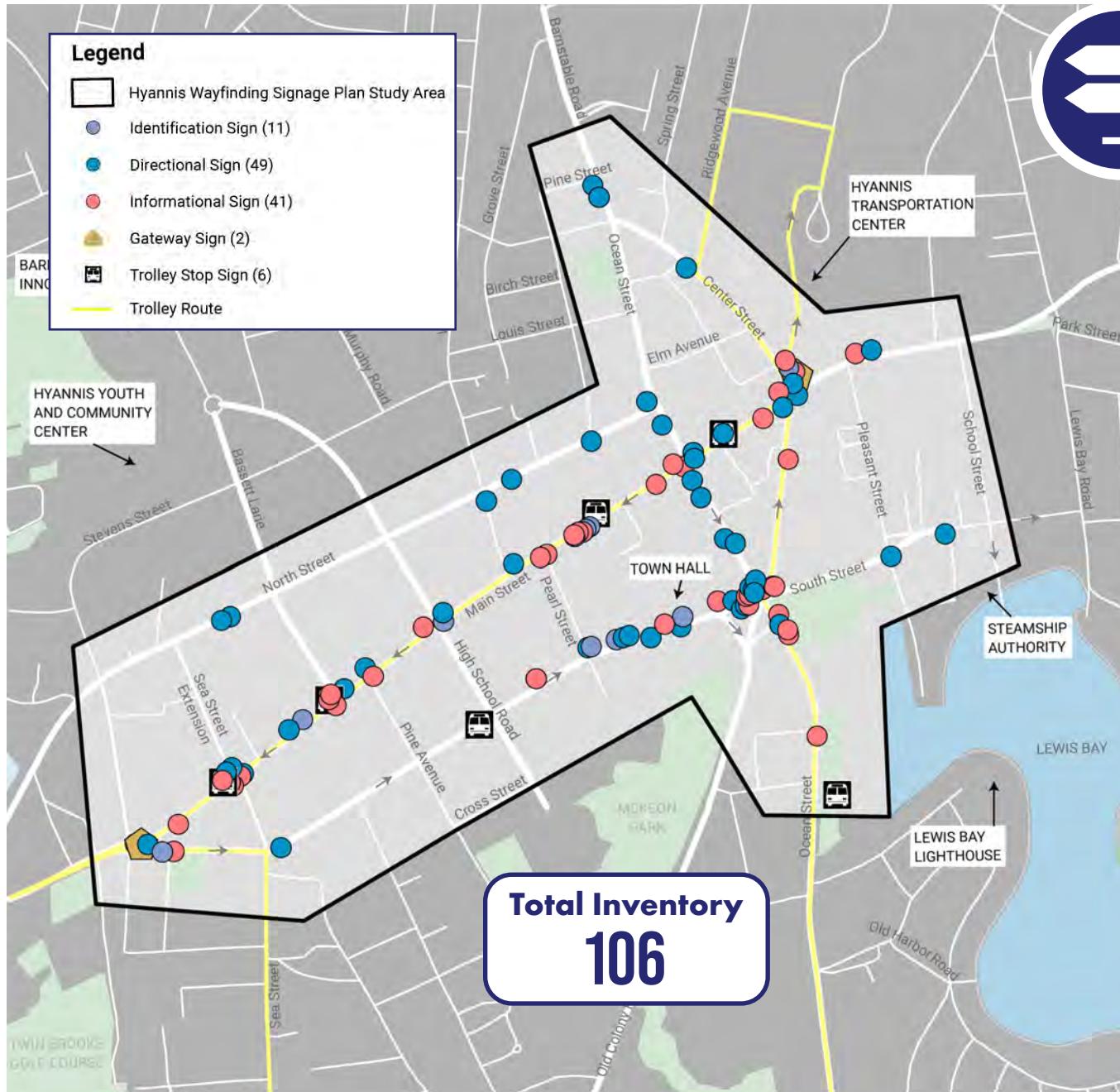


3

Existing Sign Inventory

- Overall Inventory
- Gateway Signs
- Directional Signs
- Identification Signs
- Information Signs
- Transit Signs

Existing Signs-Overall



Observations

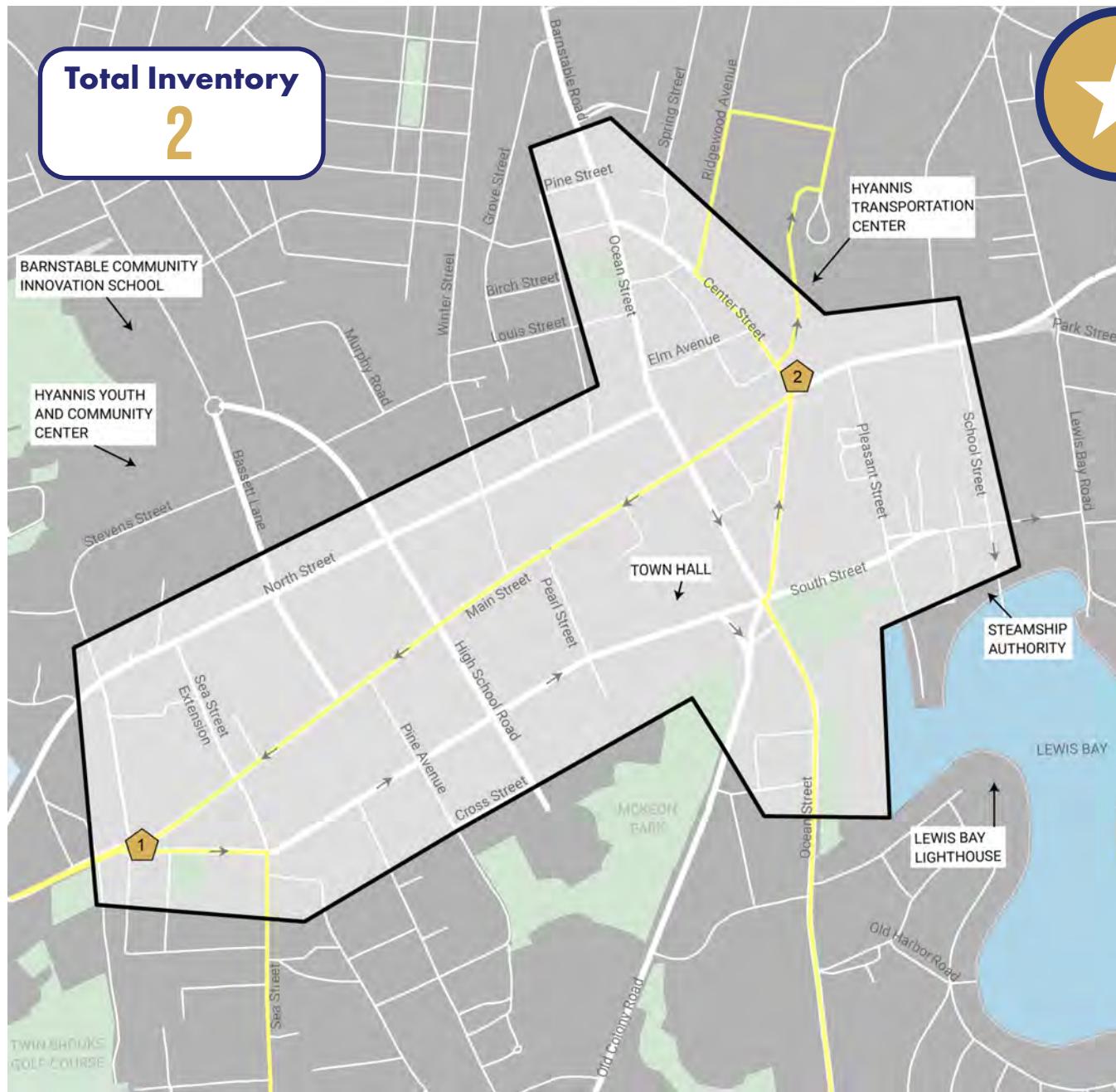
- There is no signage along eastbound traffic routes to draw people to Main Street
- Signage to/from pedestrian alleys is lacking or not visible from most areas within key parking lots
- There are several areas where several different sign types are clustered together. This causes confusion about destination ownership, identity, and creates visual clutter
- There are many instances where the font size of a sign is too small for the user it is intending to target
- Some parking directional signs are too simple and require further clarification about the type of parking available and whether it is paid, for example
- Other parking signs are too complex, with information about the lot being broken down into many small signs.
- Because of the many styles of signs, there is not a clear navigational identity associated with the Downtown

Total Inventory

2



Existing Signs-Gateway



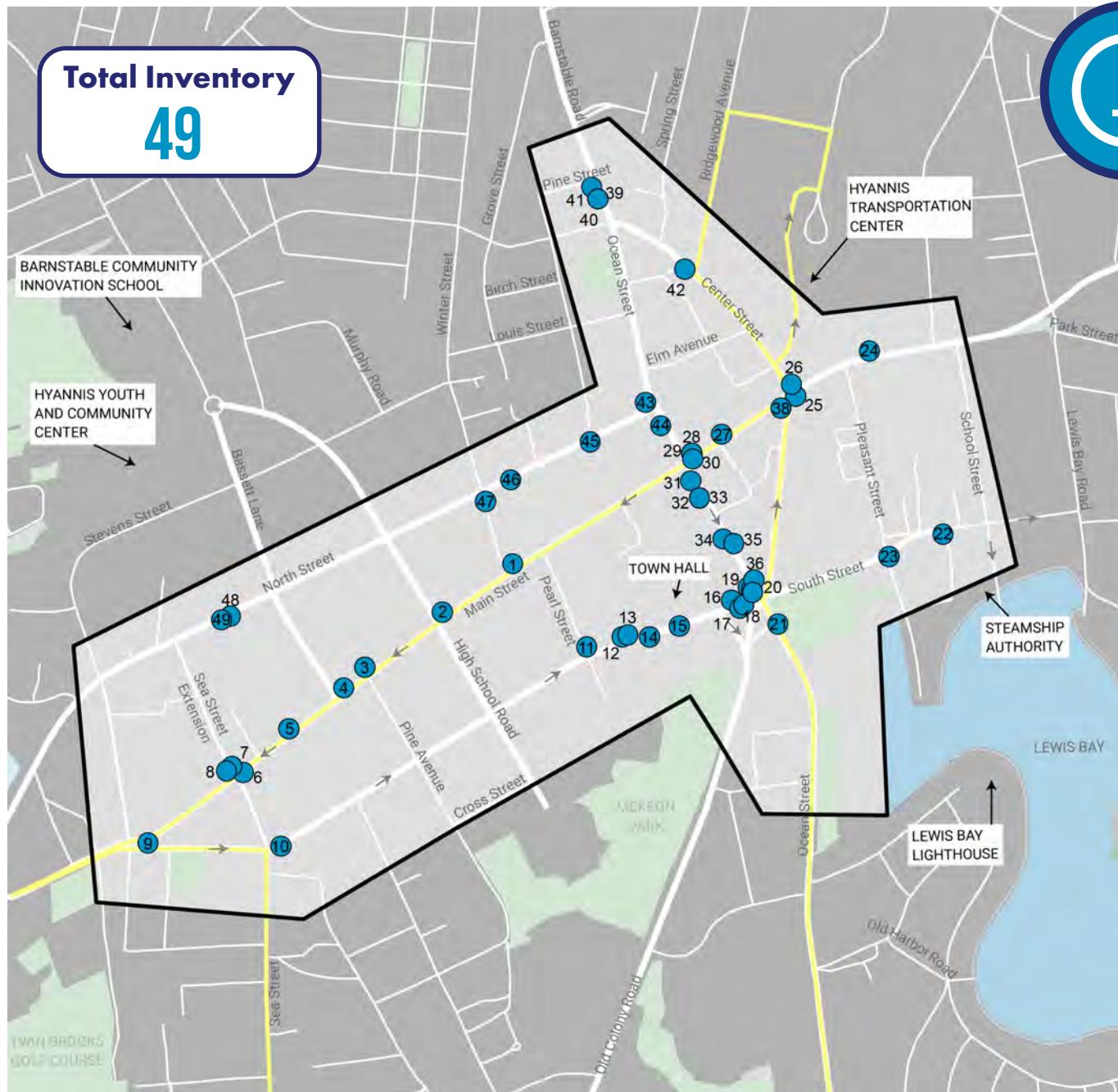
Hyannis Example



Observations

- There is not an existing gateway sign to capture visitors arriving from the (likely) highest volume of origin- from the north
- The signs are in good condition
- The sign design is formal and is very different from the style of signs seen elsewhere in Hyannis

**Total Inventory
49**



Existing Signs- Directional

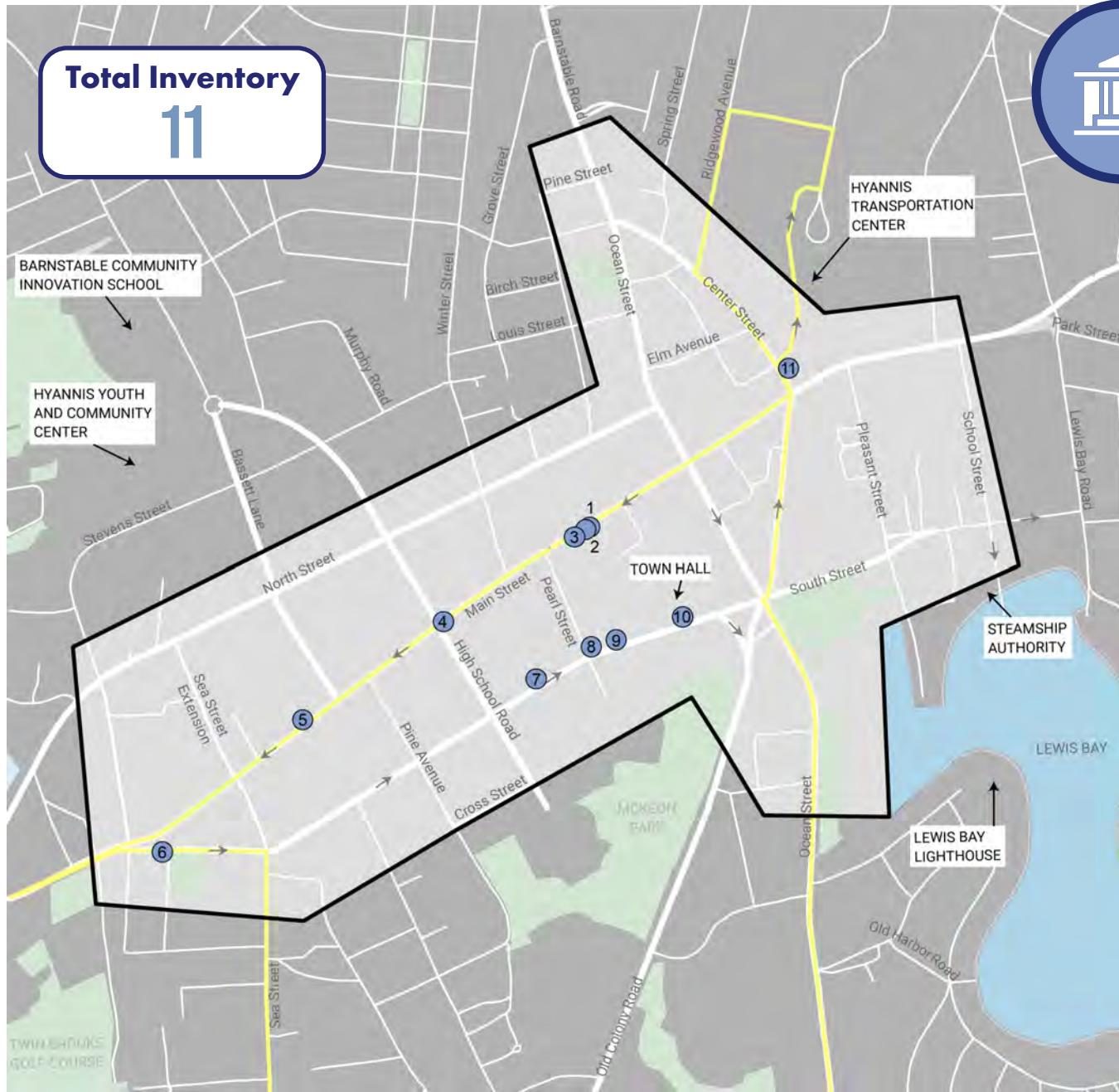
Hyannis Example



Observations

- There are too many directional sign styles being used in the Downtown, which can be confusing to users
- Symbology is utilized on some of the sign styles but is confusing and inconsistent
- Multiple terminologies are being used for destinations (e.g. 'Waterfront' vs. 'Harbor')
- Some sign locations are not ideal for the destinations they are trying to direct to, and there are also gaps in signs needed for some locations

**Total Inventory
11**



Existing Signs-Identification

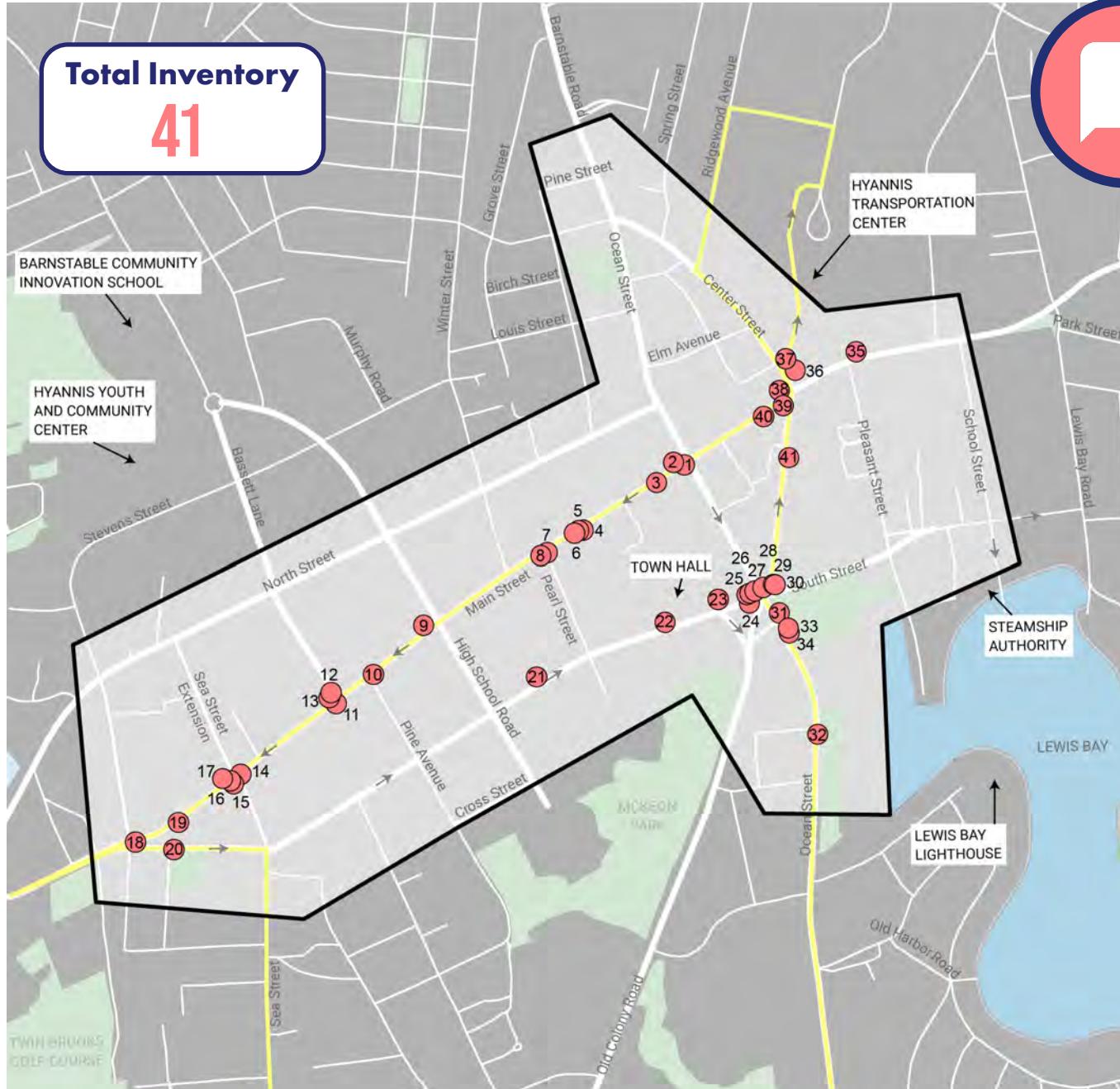
Hyannis Example



Observations

- There is varying levels of information included on the existing identification signs
- Some signs correlate to a specific brand or logo instead of being defined as a destination within Downtown Hyannis

**Total Inventory
41**



Existing Signs-Information

Hyannis Example

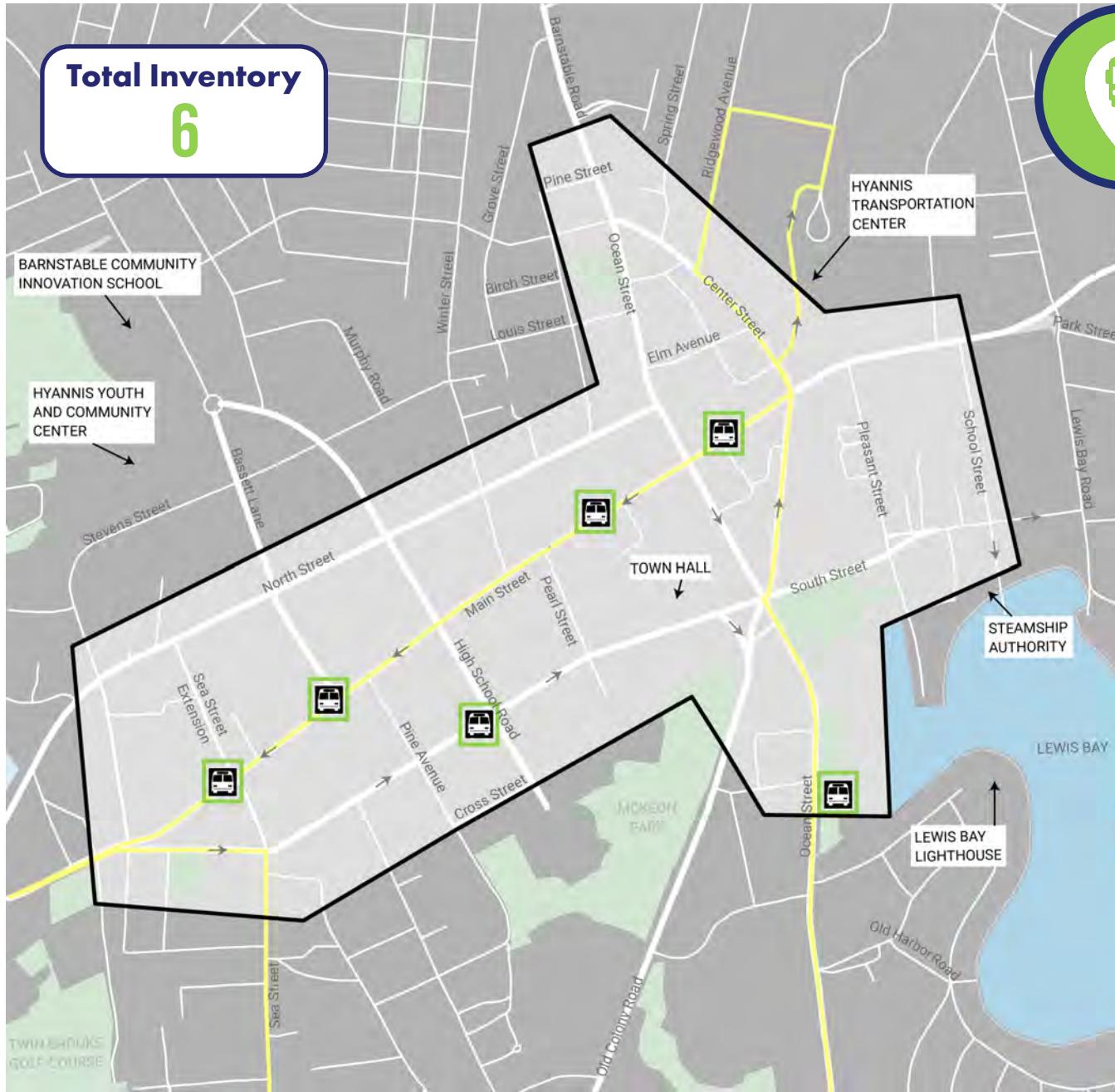


Observations

- Some of the information sign types like the kiosks above, are generally serving their purpose in providing detailed information at the pedestrian level
- The kiosks do not have a lighting element to make them usable at night

Total Inventory

6



Existing Signs-Transit

Hyannis Example



Observations

- Signage does not provide essential information to unfamiliar riders about the service available (hours of operation, the route that the trolley follows, the frequency of a trolley passing, if there is a cost to ride, etc)
- Signage should direct people towards the trolley routes from other nearby popular points of arrival for visitors such as the North Street or Ocean Street parking lots.





4 **Community Engagement**

Wayfinding Working Group
Stakeholder Survey

Wayfinding Working Group

Balancing Best Practices and Preferences to Achieve Places

To gather a diverse range of feedback from key organizations that provide services to Hyannis, and to maintain transparency throughout the planning process, a Wayfinding Working Group was established for this effort.

The Wayfinding Working Group was comprised of individuals representing:

- Barnstable Department of Public Works
- Hyannis Public Library
- Steamship Authority
- MassDevelopment
- Cape Cod Regional Transit Authority
- Hy-Line
- Planning Board
- Disability Commission

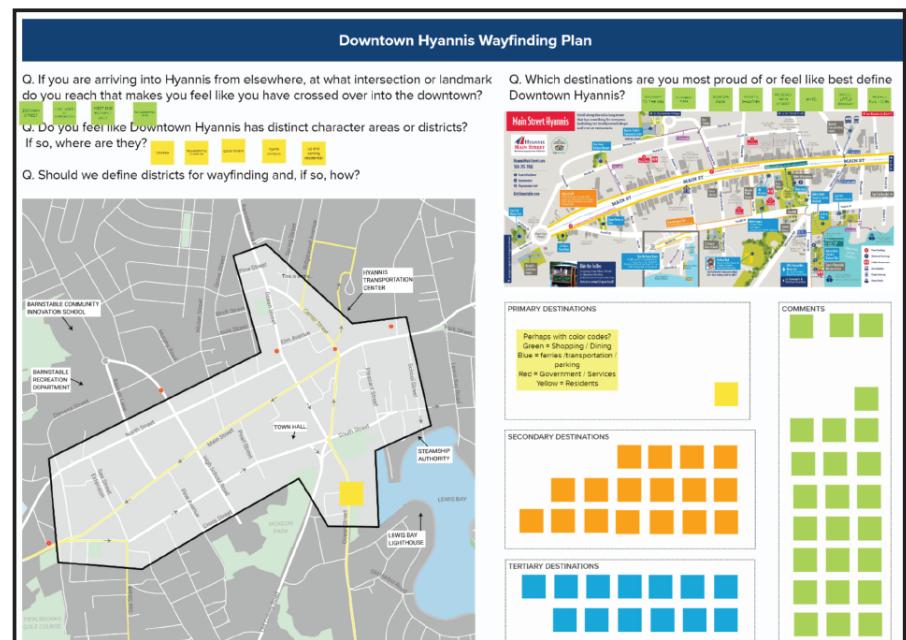
Two virtual meetings were held with the Working Group with the following goals:

MEETING #1- March 31, 2022

- Share the sign inventory and educate about signage typologies
- Identify priorities for which destinations should be included on signage
- Understand general preferences regarding design components of existing signage in Hyannis

MEETING #2- May 11, 2022

- Share the team's process for identifying new signage locations and other details to be included as part of the recommended sign inventory
- Gather comments on early design components of potential signage



The interactive Mural platform was used to aid the March Working Group discussion

Key comments from the Wayfinding Working

**There is too much
existing signage
and a new
system should be
streamlined**

**More signage is
needed beyond
the study area to
attract people to
Downtown**



**Signs should
reinforce each other
and create a sense
of momentum**



**Signs should be
simple enough to
read quickly**



**The signs should
capture the different
energy between
Main Street and the
waterfront**



**Brighter (more
saturated) colors
seen on some
existing signage is
preferred**

**Signage should be
located near the
existing pedestrian
"desire lines" to and
from Main Street**



**Preference of marine,
nautical, or other
symbol representing
outdoor lifestyle**



Targeted Survey

Balancing Best Practices and Preferences to Achieve Places

With the understanding that the Town's priorities were to implement new, interim signage in the Downtown as early as summer 2022, the Project Team determined they would solicit further feedback from a targeted group. This group included local business owners and representatives from other local organizations/establishments. This early survey will be used to inform a future, more comprehensive public engagement process as, in time, Hyannis progresses towards a more in-depth wayfinding update effort.

The survey was developed with the following goals:

May 31 - June 10, 2022

- Better understand the types of destinations of visitors to Hyannis
- Better understand general challenges with navigation that have been raised
- Gather feedback about early design components of proposed signage narrowed down by the Working Group and project team
- Learn about any other specific concerns/preferences relating to

Seventy people participated in the survey. Some of the comments and survey data is included in the following pages.

Recurring Themes from Survey Comments

Existing Signage

Current mix of many signs looks messy and inconsistent

A lack of maintenance is impacting the functionality of some signs

Highlights too many destinations, or isn't directing people to destinations that should be highlighted

More signage needed outside of Downtown to direct people

Future Signage

Parking needs to be highlighted as a critical asset to Downtown

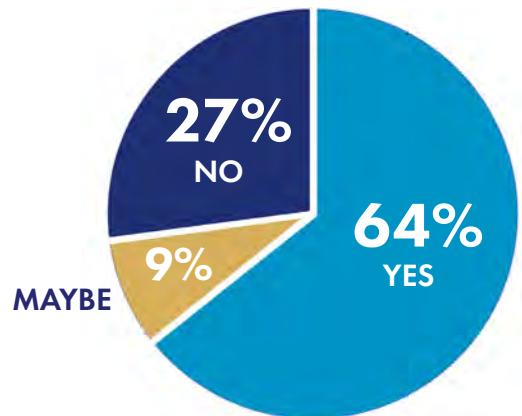
The signage designs should speak to the Town's history

Terminology needs to be clear and consistent for how destinations are referred to

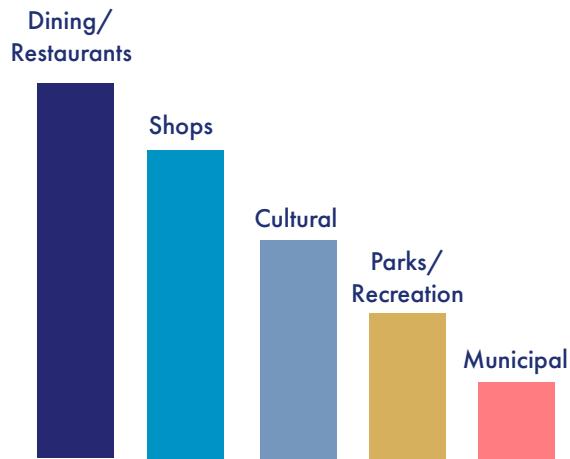
A more cohesive and streamlined system is needed

Survey Data Summary

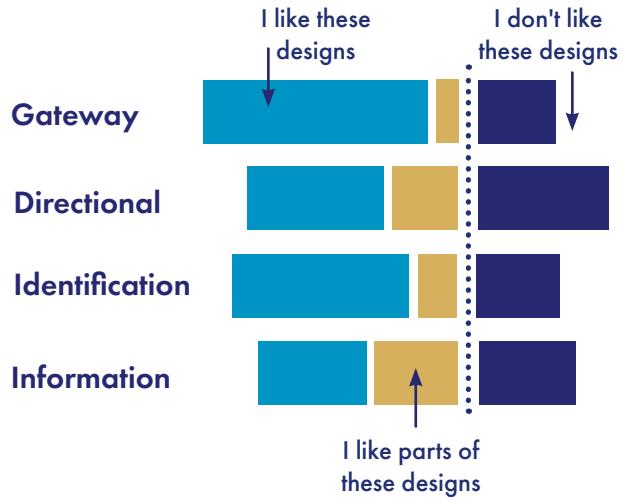
Do you feel like visitors to Downtown Hyannis are more likely to walk to an additional (unplanned) destination if signage indicates how far it is to walk there? (e.g., '200 feet' or '1 minute to the waterfront')?



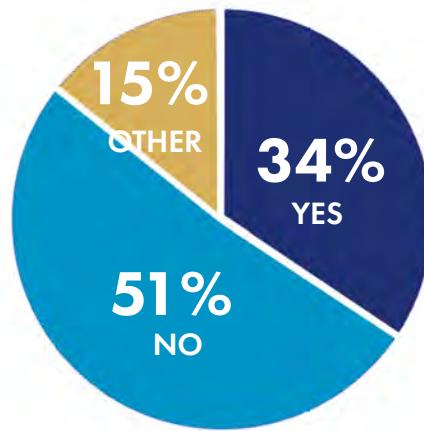
These are the top 5 types of destination that customers/visitors identified as typically visiting when they are in downtown Hyannis.



Generally, how would you rank the design of existing signage in Downtown for each of the 4 sign type categories?



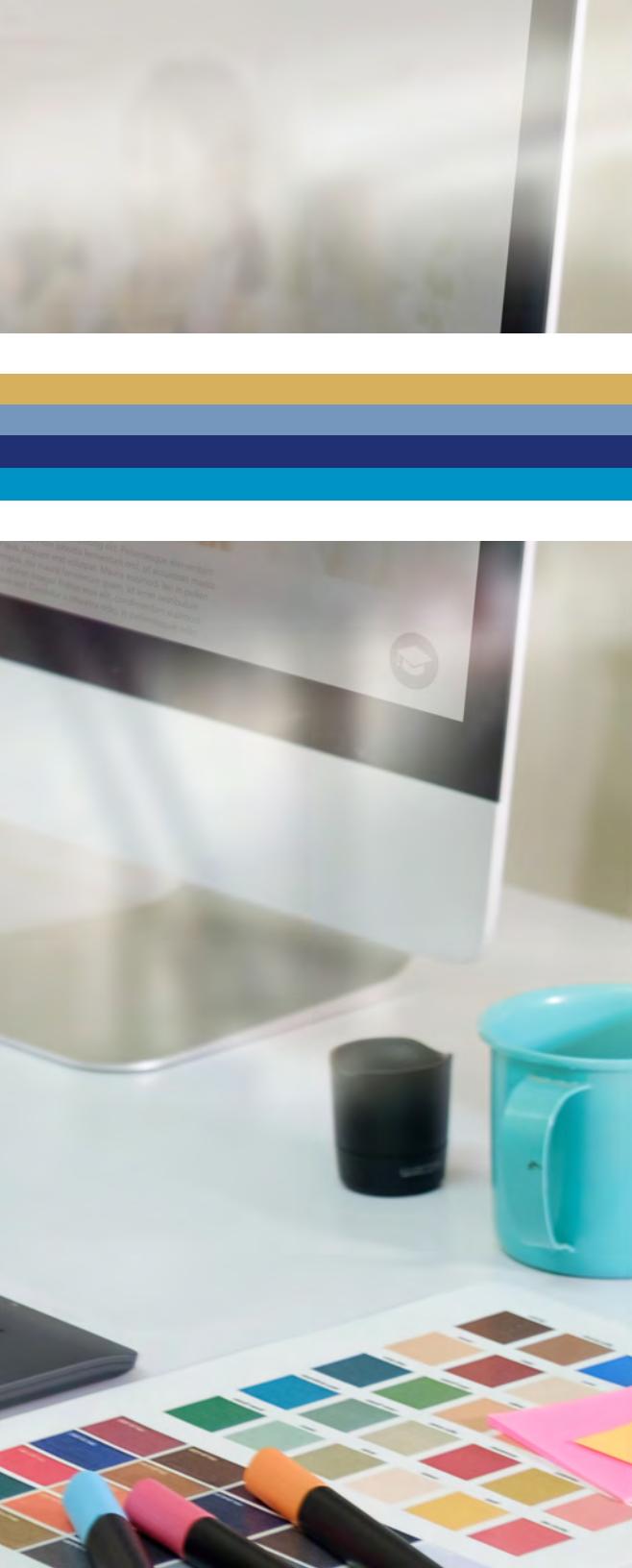
Have your customers/visitors complained about having difficulty finding you or other locations?



Other Ideas Shared

- Lighting elements to increase visibility of some signs in the evening
- Signage to direct people to restrooms from the public parking lots
- Facade maintenance goes hand in hand with signage and creating an inviting atmosphere
- Larger sign lettering is particularly important in Hyannis where there is a larger concentration of elderly people
- Information on signage needs to be accurate and current
- Open-ness to digital signage in appropriate locations
- Sidewalk and crosswalk maintenance needs to be prioritized





5

Design Options

Design Development

Design Components

Other Design Considerations

Design Development

The Core Components of Wayfinding Signage Design

One of the primary tasks for this plan was to develop design options for potential signs. The Town will be pursuing a more comprehensive planning and design process in the future for permanent signage, but a simple process of determining the five core design components of a wayfinding sign was developed for this effort.

1. Color
2. Motif
3. Font
4. Size
5. Shape

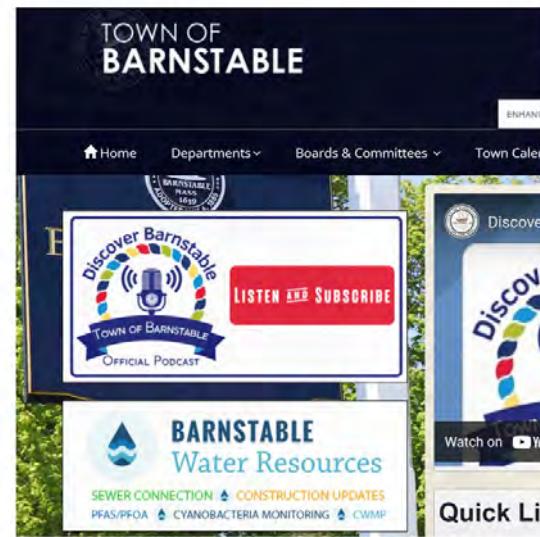
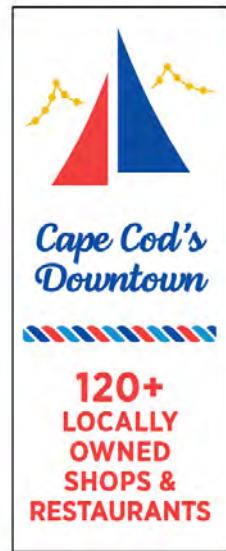
These will be described in greater detail in this section.



Design Inspiration- Existing Signage

The following pages identify some of the features of the town and characteristics that inspired the project team's design component options.

Discussions with the Project Team and Wayfinding Working Group revealed that there weren't many particularly strong attachments to the various design components evident in the existing signage in Downtown today. However, there were more positive associations generally with the brighter-colored, less formal signage styles.



Design Inspiration- Community & Seasonality



Design Inspiration- Character & Institutions



Design Components

Color

Colors are often used as a tool in wayfinding signage design to help users quickly differentiate between different types of destinations, services, or geographic areas. The examples to the right demonstrate some of the many effective approaches that could be utilized.

In Hyannis, discussions with the Wayfinding Working Group revealed a stronger preference of using color to differentiate between types of destinations, such as 'Municipal Services', 'Cultural', 'Shopping/Dining', and 'Transportation.' Preferences were also identified for the use of bolder colors. With this in mind, and other inspiration found throughout the planning process, a selection of color palettes were developed for potential signage. For each palette, a dominant color is featured, and secondary colors which could potentially represent different destination categories.



BEST PRACTICE- Principles of Wayfinding Signage

Multiple Colors

If using more than one color, there should be enough contrast between them so that people with varying levels of colorblindness are able to differentiate

Functionality

Deeper colors help white text pop out more and be highly visible



The following color palette options were shared with the Wayfinding Working Group -

Option 1- Existing Colors

Inspiration: Keeps consistency with the same colors present in Hyannis signage, now (e.g. HyArts). Colors are bright and saturated, indicated as a preference by the Working Group.



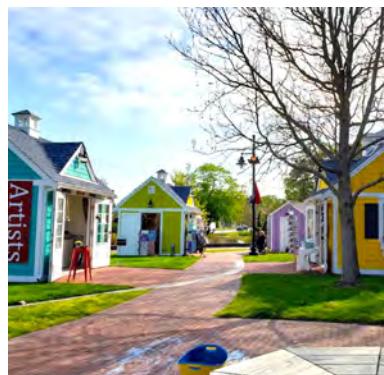
Option 2- Historic

Inspiration: Red represents Hyannis as the "heart" of Barnstable. Historic, classic aesthetic. Blues complement existing formal signage (e.g. Bismore Park). Red represents brick facades, and green mimics the color of historic clock



Option 3- Shanty Vibe

Inspiration: New colors different from existing signage to stand out and be distinctive. Similar to vibe of Artist Shanty colors. Represents 4 seasons, year-round vitality. Fresh and cheerful.



Option 4- Maritime

Inspiration: The Marines/Navy. Association with the water. Patriotic history of Hyannis (JFK).



Motif

When wayfinding signage is used to define a district or municipality, a motif/logo is often incorporated to reinforce that a visitor is still within (or heading towards) the boundaries of an area. A motif may use a symbol that is representative of a unique feature of the built or natural environment, may reflect the general character, or reference other local symbology, such as a government seal. There are endless possibilities for how a motif could be integrated, in terms of scale and proportion. A few good examples are shown on this page.



BEST PRACTICE- Principles of Wayfinding Signage

Level of Detail

Motifs should be simple and not overly detailed so they can be scaled easily to different sizes

Functionality

The motif should be recognizable from a distance but not distract from the information on the sign

Timelessness

The design should avoid techniques or styles that are distinctly "of the moment" so that it is still appealing years later

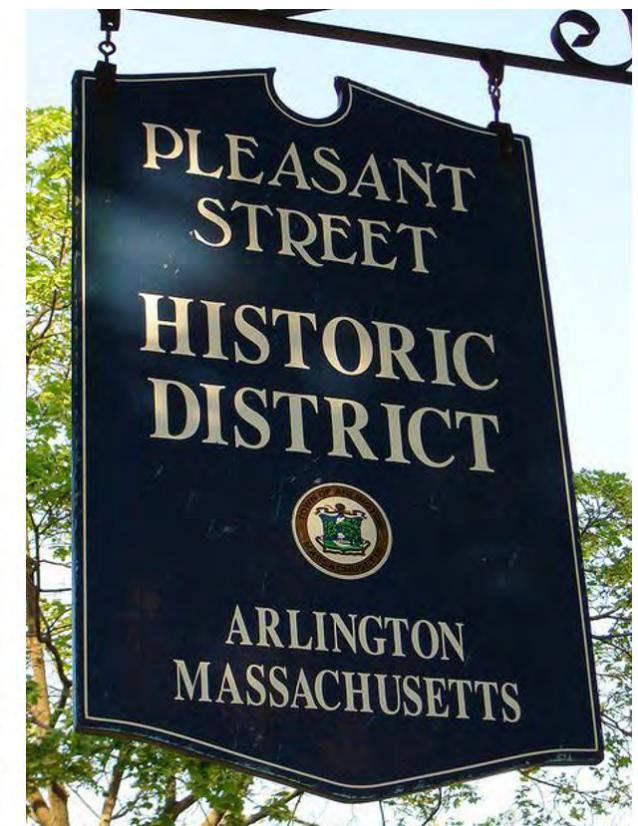
Four early design concepts of motifs were developed for this wayfinding plan effort, and were informed by various sources of input and feedback about the character of Downtown Hyannis, and potential symbols that best represent the area. Some are identified to the right.

The motif options were all designed with a distinct blue as the prominent color for purposes of easier comparison of potential contexts in color.



What represents Hyannis to you?

- Nautical/
coastal
- Vibrant
- Importance
of history but
forward-thinking
- Outdoor lifestyle
- Unique balance
of Main
Street and the
waterfront
- Hub of the Cape



The following early concepts were shared with the Wayfinding Working Group (to be further developed by the Town following this plan) -

Option 1- Three Masts

Inspiration: Variation/modernization of ship on the Barnstable seal. Nod to history of the town. Emphasis on middle mast with Hyannis as the hub of Cape Cod. 3 masts represent Barnstable, Hyannis, and the downtown area. Flags give a sense of celebration.



Option 2- Window to the Cape

Inspiration: Representation of window details seen recurring throughout Main Street; density of windows downtown encourages transparency into activity inside, and a sense of welcoming and vitality to visitors. Spin on the representation of Barnstable as "the hub of the Cape." Stars represent both Main Street and Harbor as core destinations.



Option 3- Water Waves

Inspiration: Overlaid water symbol representing downtown and water connection as inextricably linked. Borrows wave theme from jersey barriers previously used. Star from Barnstable seal, indicates downtown as destination.



Font

The single most important purpose of a wayfinding sign is to **clearly communicate information**. As such, the font used on signage is one of the most important aspects of its design. Best practice guidance recommends that signage lettering incorporates a sans-serif font for optimal clarity/legibility. There are many options of sans-serif fonts, each with slightly different characteristics.

Several sans-serif fonts were selected for consideration for a potential Downtown Hyannis wayfinding system because they offered some combination of the following characteristics:

- Clean
- Crisp
- Timeless
- Friendly
- Confident
- Flexible (looks good with different motifs)

The fonts were all shown using the same language and against the same color background for comparison purposes.

Comments about fonts on existing signage Downtown

- Symbols are not a priority. Existing signs have too many symbols.
- Some of the more formal fonts are attractive but may not work for wayfinding purposes.
- HyArts signage fonts are hard to read.



BEST PRACTICE-

Massachusetts Department of Transportation Guidance

Legibility

Sign legibility is a direct function of letter size and spacing. Legibility distance has to be sufficient to give road users enough time to read and comprehend the sign. Under optimal conditions, a guide sign message can be read and understood in a brief glance. The legibility distance takes into account factors such as inattention, blocking of view by other vehicles, unfavorable weather, poor eyesight, or other causes for delayed or slow reading. Where conditions permit, repetition of guide information on successive signs gives the road user more than one opportunity to obtain the information needed.

(From the MassDOT Manual on Uniform Traffic Control Devices and the Standard Municipal Traffic Code)

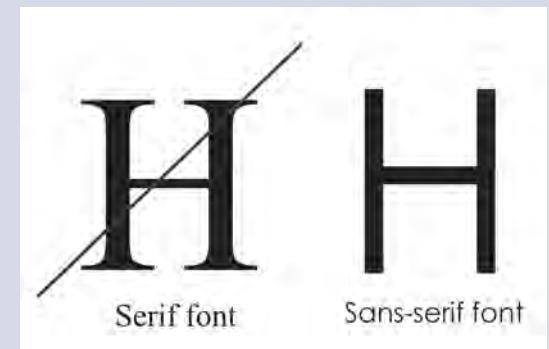
Principles of Wayfinding Signage Lettering

Font Family

Sans-serif fonts are the most legible (see sample below) as the "feet" and other details of serif fonts can skew or distort lettering as the distance from the sign increases. Unusual or "zany" fonts should not be used but those which are "universal," meaning they can be read quickly and easily by anyone.

Lettering Size

Recommended font size should be 1 inch for every 10 feet of viewing distance (important to consider for signs that are intended for different modes)



The following (non-proprietary) font options were shared with the Wayfinding Working Group -

Option 1- Bourton Base Drop

DOWNTOWN HYANNIS
PARKING STRAIGHT AHEAD

Option 2- Bebas Neue Pro

DOWNTOWN HYANNIS
Parking straight ahead

Option 3- Mangal Pro

DOWNTOWN HYANNIS
Parking straight ahead

Option 4- Proxima Nova Medium

DOWNTOWN HYANNIS
PARKING STRAIGHT AHEAD

Option 5- Futura PT

DOWNTOWN HYANNIS
Parking straight ahead

Option 6- ITC Avant Garde Pro Md

DOWNTOWN HYANNIS
Parking straight ahead

Shape

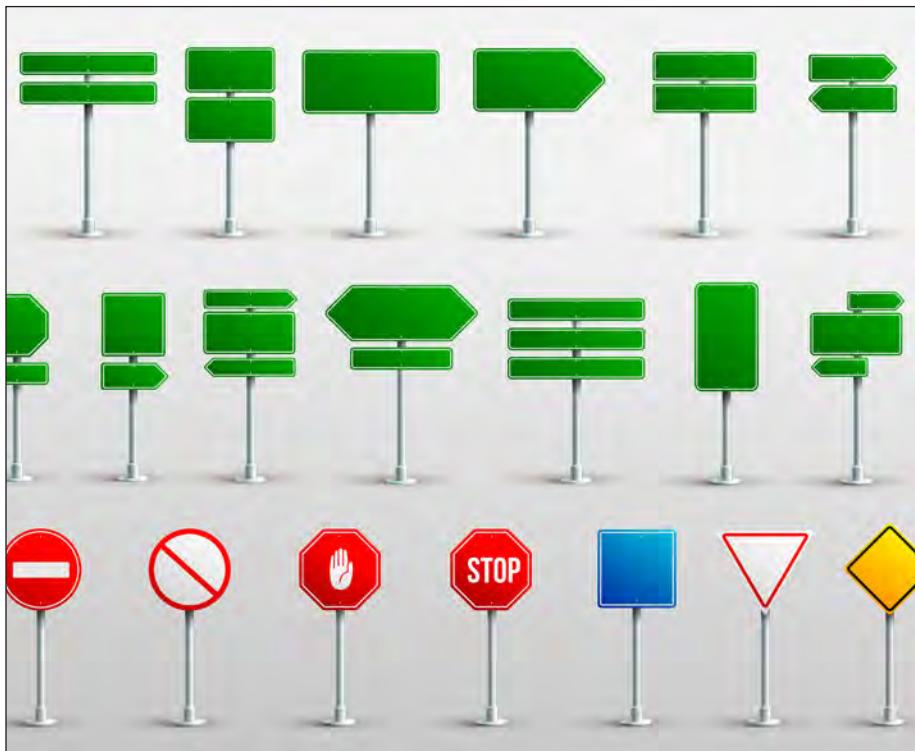
Wayfinding signage systems can sometimes benefit from incorporating a distinct shape to distinguish it from other signage on the road. There are a few things to consider with sign shapes:

- **Clarity-**

Non-rectangular shapes should not be similar to those of State-owned roadway signage to reduce potential confusion about regulations associated with signs of particular shapes (such as a STOP sign or others shown below).

- **Fabrication-**

The complexity of the shape will have an impact on both the ease of the fabrication process, and the cost of producing the sign.



Size

As demonstrated earlier in this document, the size of wayfinding signage is not one-size-fits-all, and should be determined based on the type of user the sign is intended for (motorist, bicyclist, pedestrian). The size of a sign should also be informed by the speed limit of a road it is placed on (i.e. the speed of travel when a visitor passes a sign), and with consideration of the amount of lettering needed on the sign and best practice for lettering size.

Some of the standard MassDOT Manual on Uniform Traffic Control Devices (MUTCD) road sign sizes are shown below for reference of general practice.

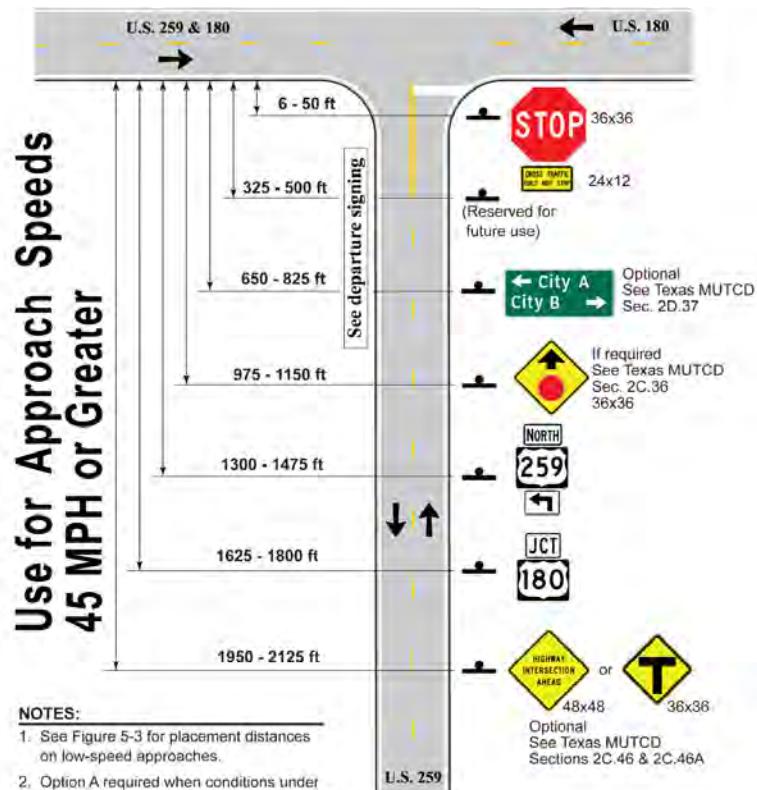


Figure 5-2. Convention for Sign Placement Distances on High-Speed Approach

Other Design Considerations

Town Ordinances

When identifying where a sign might be located, its size, how it's installed, and other details, local ordinances should be consulted first to confirm what is permitted in the zoned area of the potential sign. Downtown Hyannis is currently divided into several zoned districts, all of which feature slightly different requirements for signage. In addition, Town of Barnstable ordinances include other requirements (for private property) regarding the relocation or installation of signs, the addition of directional or safety signs, and guidance on determining the size of signs.

All of these parameters influence the amount of signage present in Hyannis, the level of "sign clutter," and the ease of establishing a streamlined and consistent Downtown signage system.

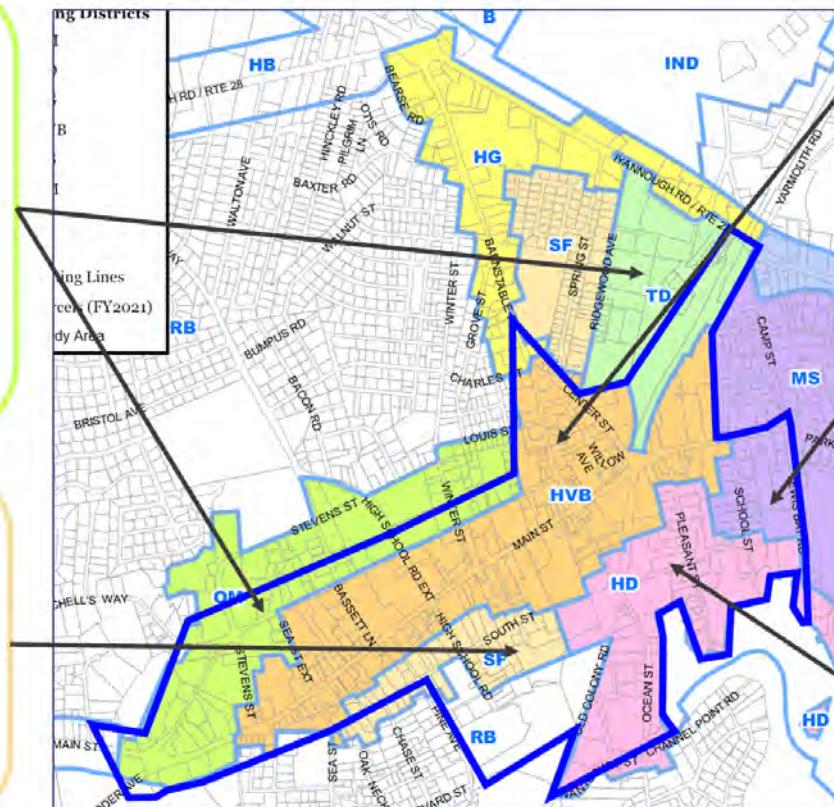
OFFICE/MULTIFAMILY + TRANSPORTATION HUB

Freestanding signs no more than 10sf, except the Bldg.

Commissioner may grant up to 24sf if size is necessary for the site, is in scale with the building, and does not detract from the visual quality or character of the area.

RESIDENTIAL DISTRICT

- 1 identification sign no more than 12sf at public entrance to multifamily development
- 1 identification for lodging house or similar no more than 4sf in area



VILLAGE BUSINESS DISTRICT

- Freestanding signs no more than 12sf in area

MEDICAL SERVICES DISTRICT

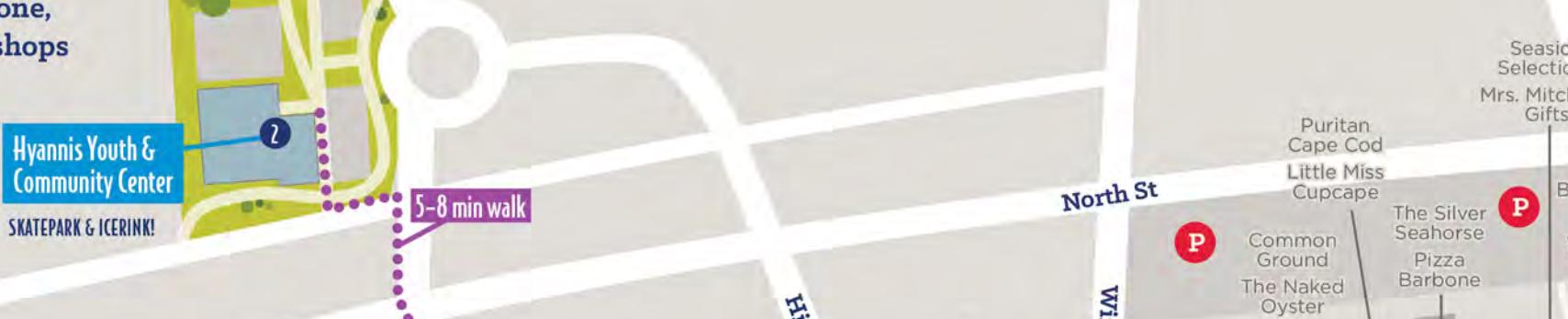
- One sign with name of occupant or other identification of permitted use.
- No more than 12sf in area or 8' above ground

HARBOR DISTRICT

- Signs no more than 8' high
- Freestanding signs no more than 24sf in area

that has something for everyone,
including 120 locally owned shops
and over 40 restaurants.

Zion Union
Heritage Museum



Ride the Trolley

Looping from Main Street to Hyannis Harbor
Daily late June through Labor Day
Just give us a wave & hop on board!

Take the Scenic Route

Stroll Sea Street to area beaches, or loop around to Hyannis Harbor via Old Colony Rd or Ocean St.

↓ to Sea Street Beach



McKeon Park
home of the Hyannis Harbor Hawks
harborhawks.org

Cape Cod Baseball League games played here – day & evening, under the lights!

JFK &

Memor

15–25

from E

to Vete

Kalmu



6

Recommended Wayfinding System

Process Summary
Recommended Locations
Bringing it all Together
Example User Experience

Process Summary

1

Refine what we know about existing conditions (details of signage and other considerations)

2

Identify key decision points when navigating to destinations (vehicles and pedestrians)

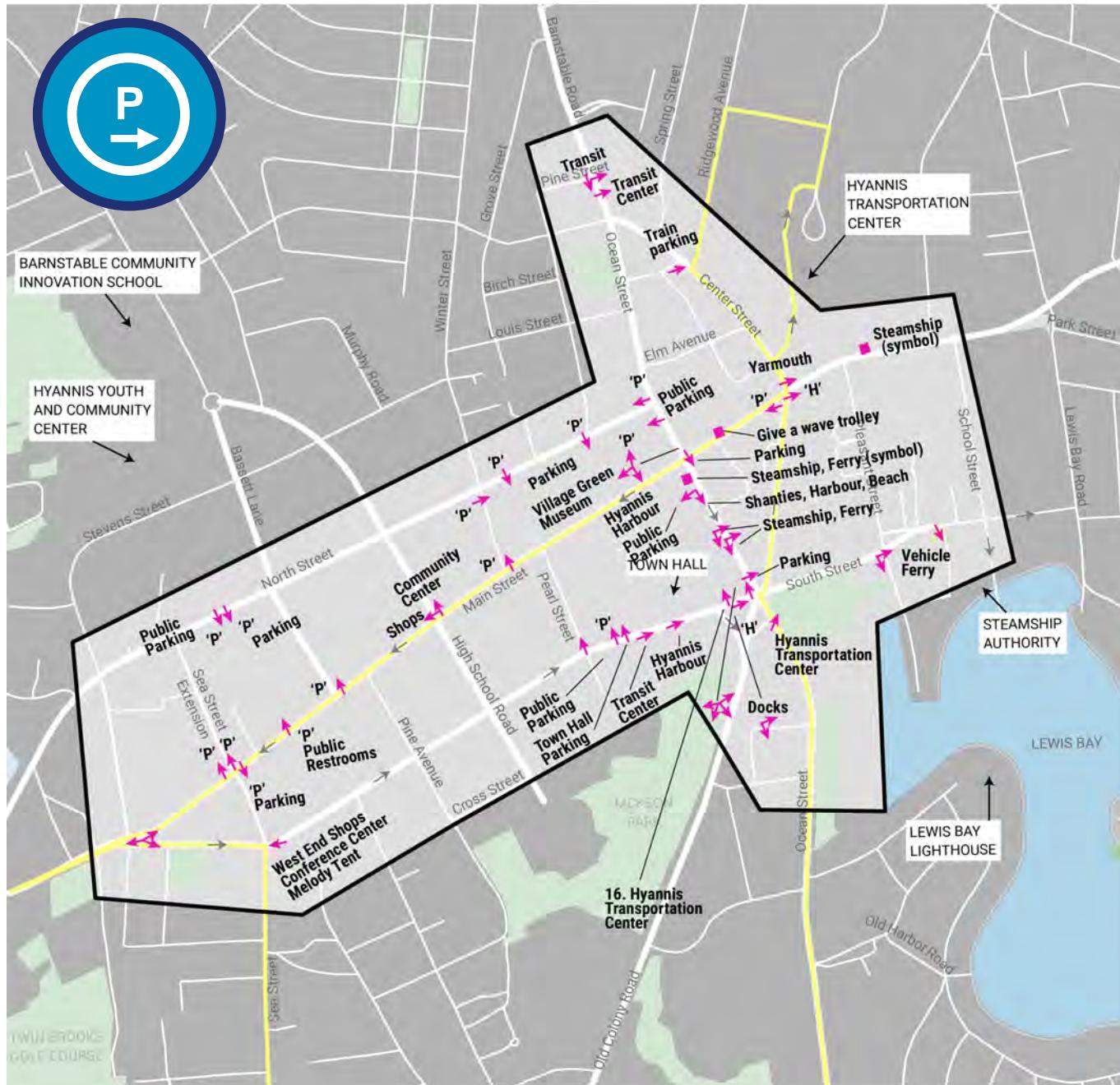
3

Determine optimal locations for new signage by typology

4

Design final signs

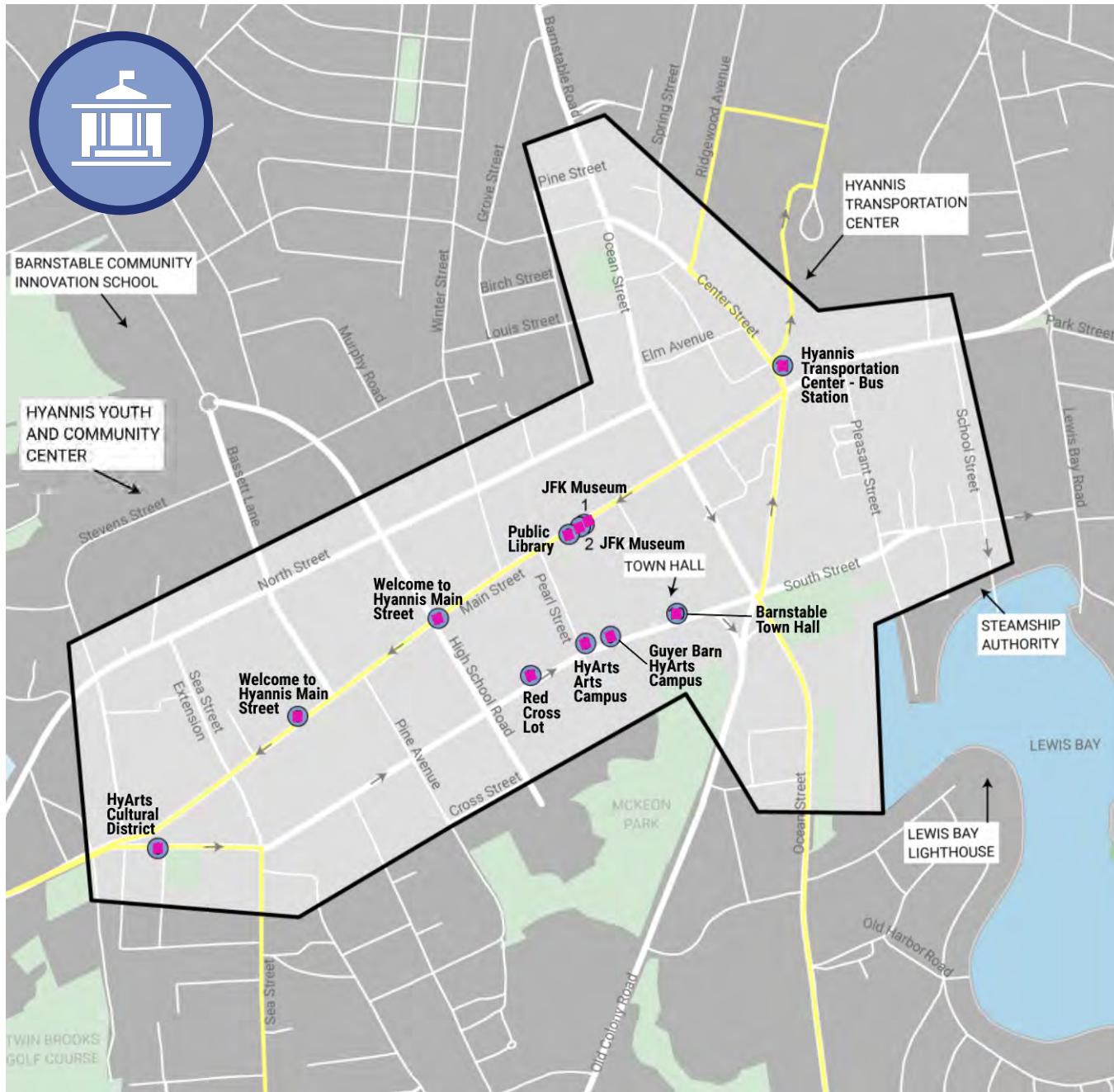




Understand the details of existing signage

DIRECTIONAL SIGNAGE

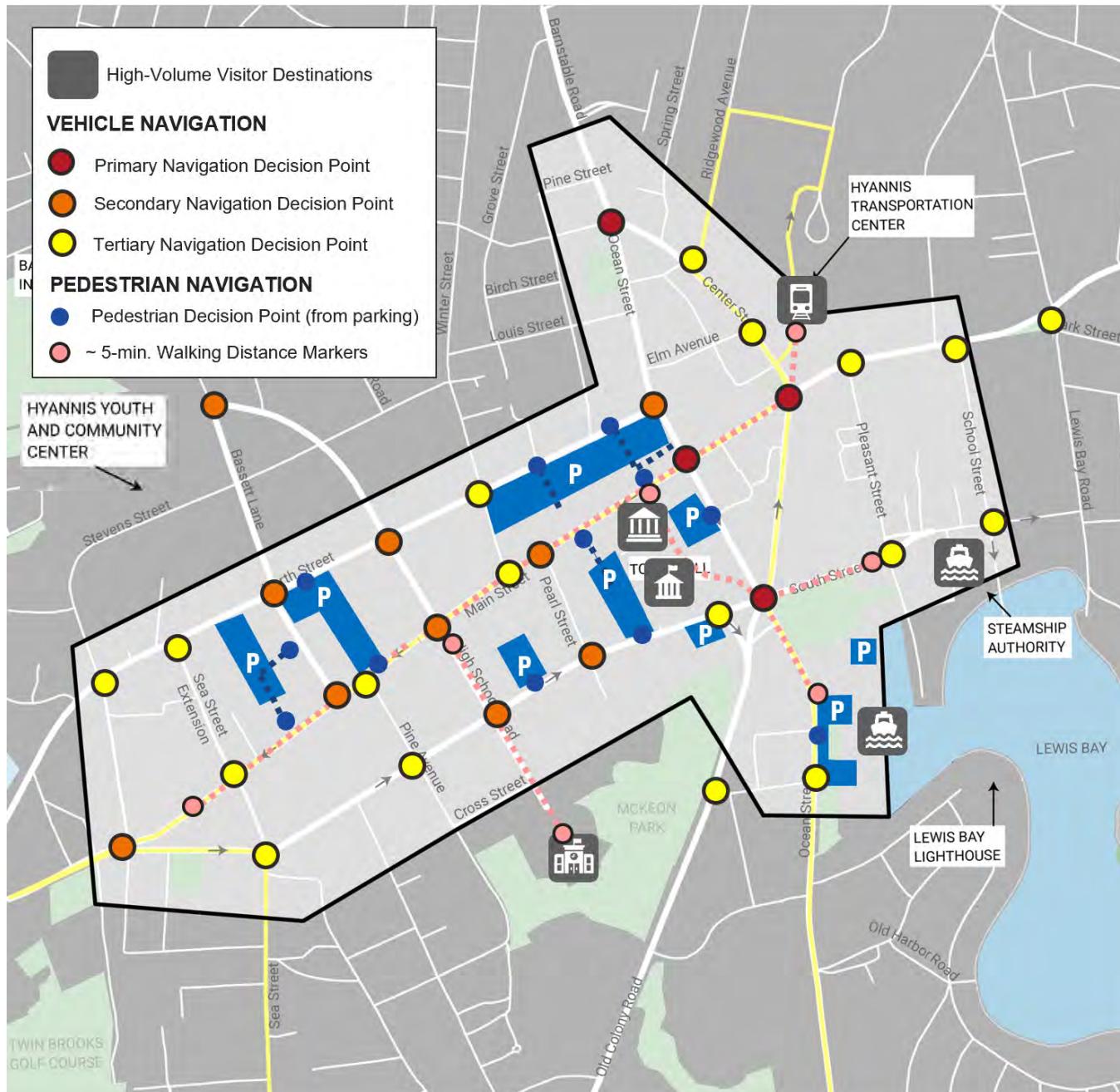
Beyond capturing a general inventory of where signs are located, this process included identifying the language on each of the existing **directional** signs in Downtown, and which way the arrows on the signage were pointing. This was a critical exercise to understand exactly where a driver is being directed to specific destinations, if the destination is being reinforced through sequential signage, and if there are gaps in the directional signage system for where a sign should be guiding a driver to specific destinations.



Understand the details of existing signage

IDENTIFICATION SIGNAGE

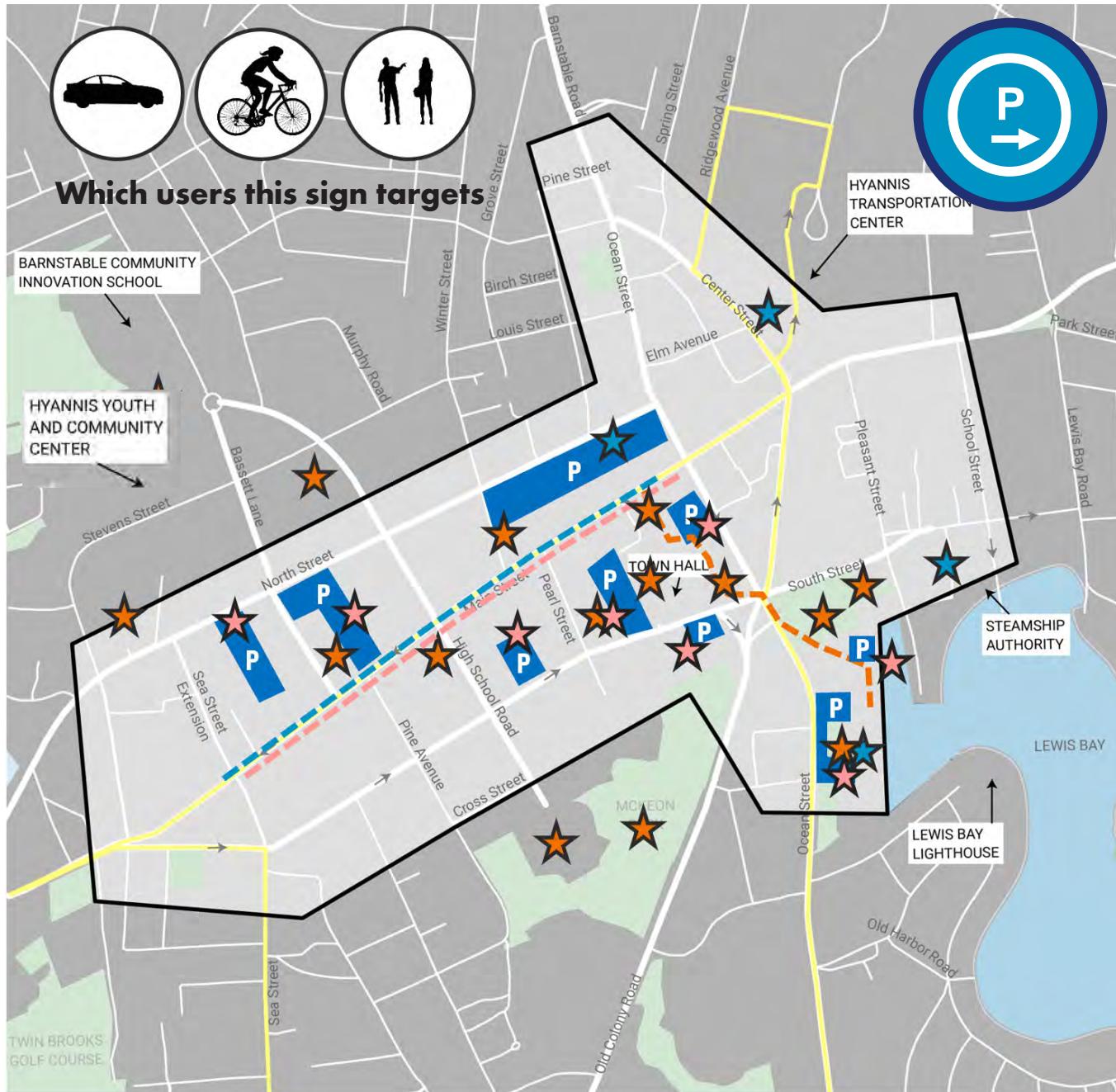
The specific language displayed on the existing **identification** signs in Downtown was important for understanding how destinations are identified on existing signage. There are some instances in downtown where a destination may be identified by a different name on directional signage, for example.



Identify optimal navigation locations throughout the Downtown

When a motorist is arriving into Downtown Hyannis from various directions, there are areas where signage is generally ideal for capturing a driver at key navigation points. Primary destination navigation points capture drivers with signage at significant intersections that could potentially lead the driver in a different direction than they intended. Secondary navigation points occur at less critical intersections (for example on Main Street, which is only one-way), while tertiary navigation points reinforce destinations at a lesser level.

It was also essential to understand where pedestrians are navigating from, with the understanding that most visitors "become" pedestrians once arriving to Hyannis via a different mode. The map identifies the key access points for pedestrians from the parking facilities in Hyannis. These are shown in relation to the dotted lines which indicate an approximate 5-minute walking distance between the pink markers. This information adds an extra layer of understanding the time associated with navigating between potential destinations, such as the higher-volume destinations identified.



Identify necessary navigation points specific to priority destinations

DIRECTIONAL SIGNAGE

Following several discussions, the Project Team and Wayfinding Working Group identified the locations that should be included on the new directional signage based on a general hierarchy. These are shown in relation to public parking facilities.

SIGNIFICANT ★-----

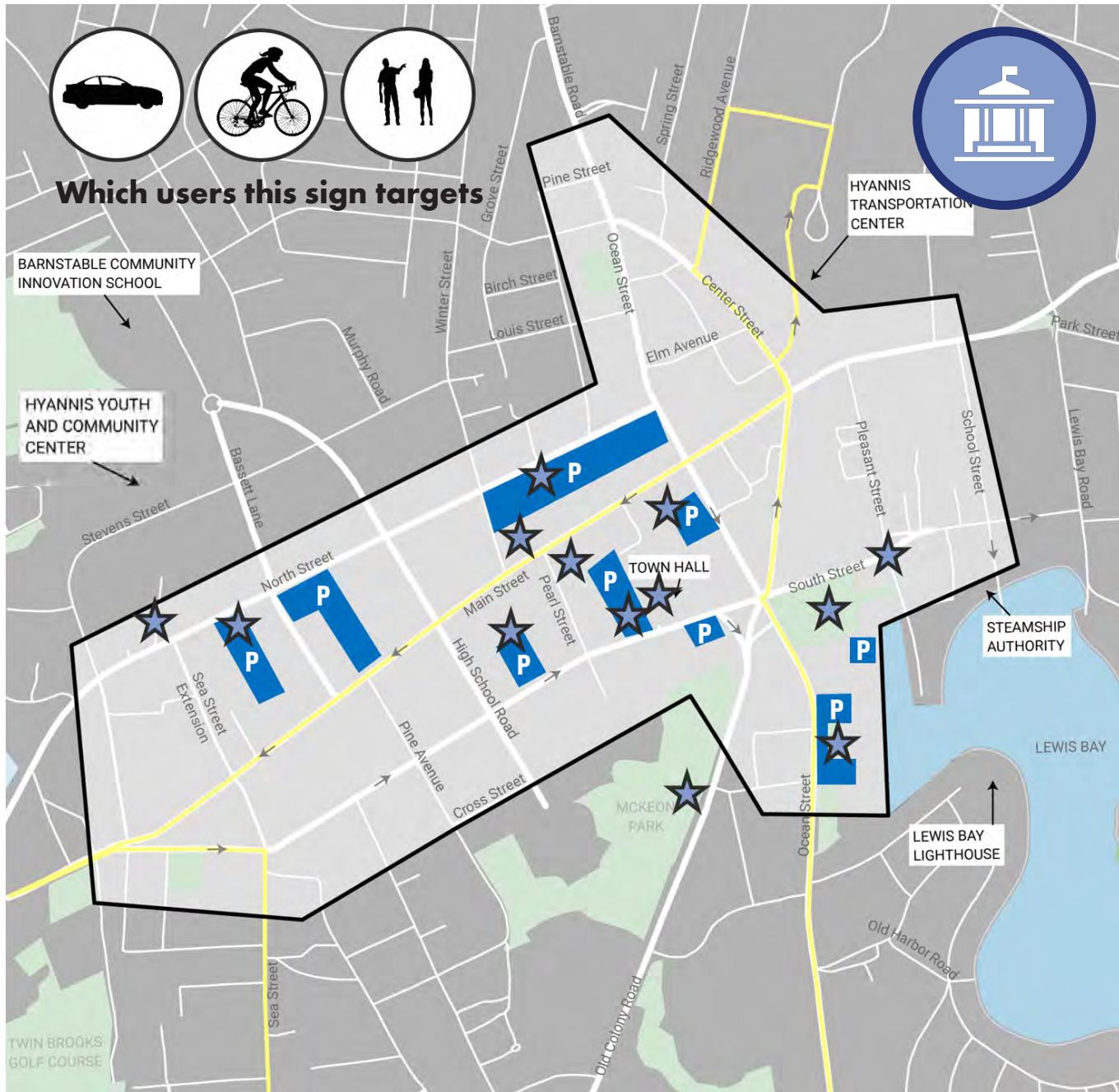
- Main Street
- Transportation Center
- Ferries
- Waterfront/Harbor
- North St. Parking Lot

NOTABLE ★-----

- Government Buildings- Town Hall
- Harbor Hawks/McKeon Park
- JFK, Air and Space, Maritime, and Zion Union Heritage Museums
- Artist Shanties/Harbor overlook
- HyArts Campus
- Bismore/Aselton Parks
- Shared Use Path/Walkway to the Sea
- Cape Cod Community College
- Hyannis Youth + Community Center
- John Paul II School

SUPPORTIVE ★-----

- Main Street Shops and Restaurants
- Other Public Parking



Identify necessary navigation points specific to priority destinations

IDENTIFICATION SIGNAGE

To establish consistency between locations that should be distinctly associated with the town, these are some destinations which might be logical for being identified with a similar type of sign.

MUNICIPAL/CIVIC

- Town Hall
- Visitors Centers

CULTURAL

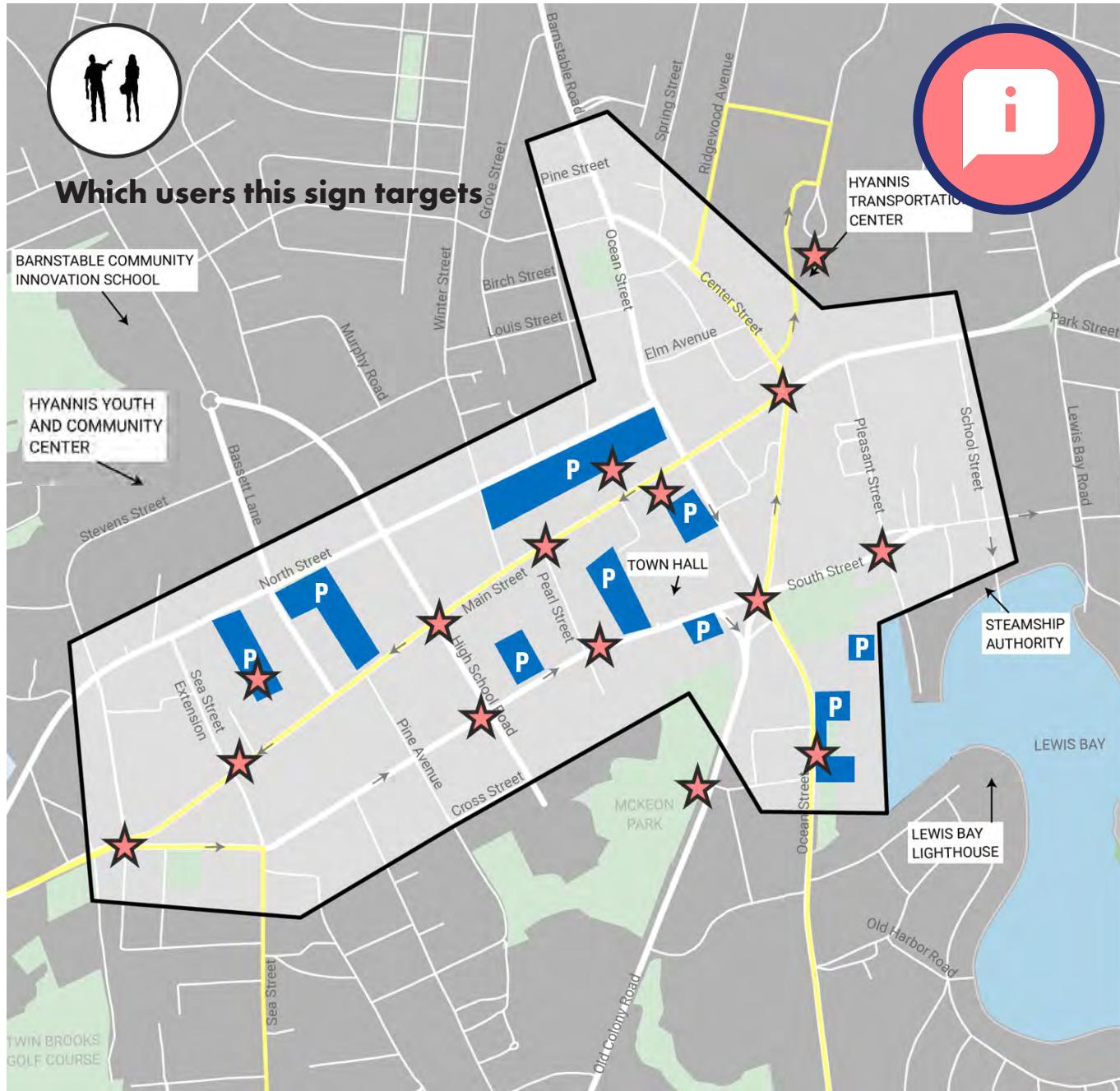
- Library
- Museums

PUBLIC PARKING

- Town-owned Public Parking Lots

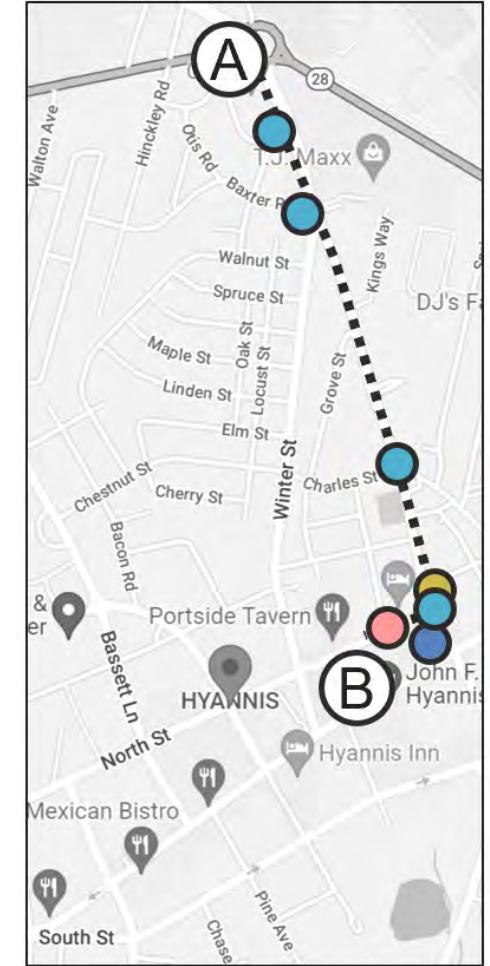
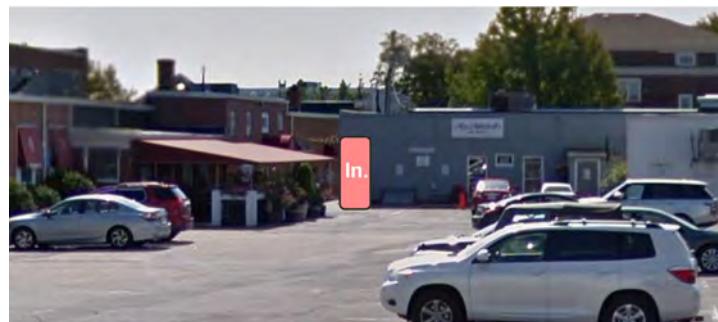
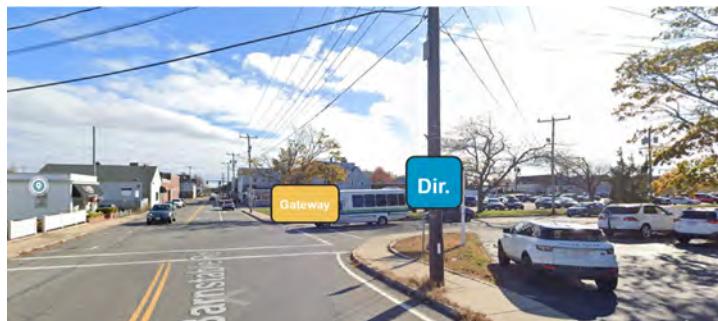
RECREATION

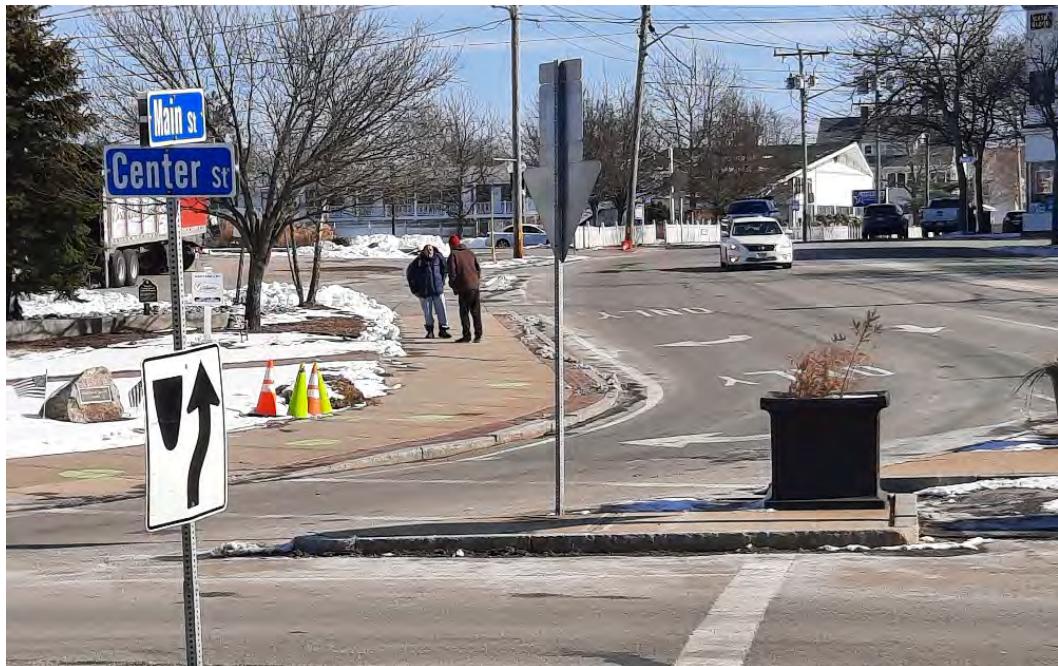
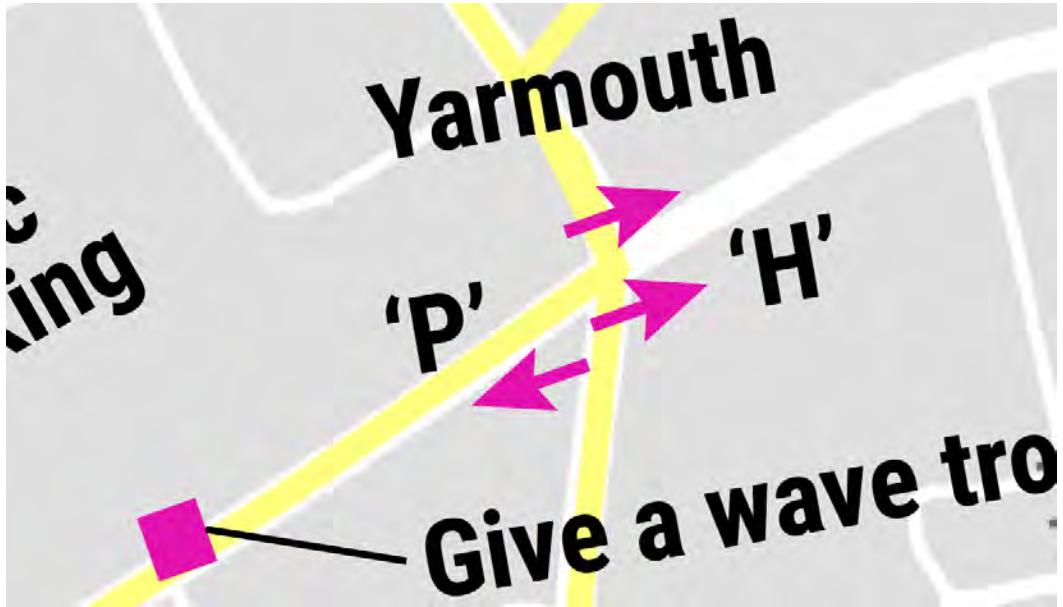
- Parks



Use a sample journey experience to visualize where which types of signage should generally steer a visitor towards a downtown destination

These images depict a very general visualization of how a motorist could better benefit from increased wayfinding signage when arriving into Downtown Hyannis from an example journey between **Point A (Airport Rotary)** and **Point B (North Street Parking Lot)**. The map on the right demonstrates that signage should occur at a regular frequency that reinforces a driver as they arrive closer to their destination.





Intersection-level needs

With an understanding of the general locations needed for new signage across the entire downtown, the next step was to zoom into each location or intersection to understand specific signage needs. The intersection to the left (Main Street and Center Street) is a sample of this process. The downtown destinations that are logical for being included on wayfinding signage at this particular location are identified in bold text below. To direct people to the destinations below who may be arriving to the intersection from different approaches, the direction of the arrows for each destination has been broken down, more specifically.

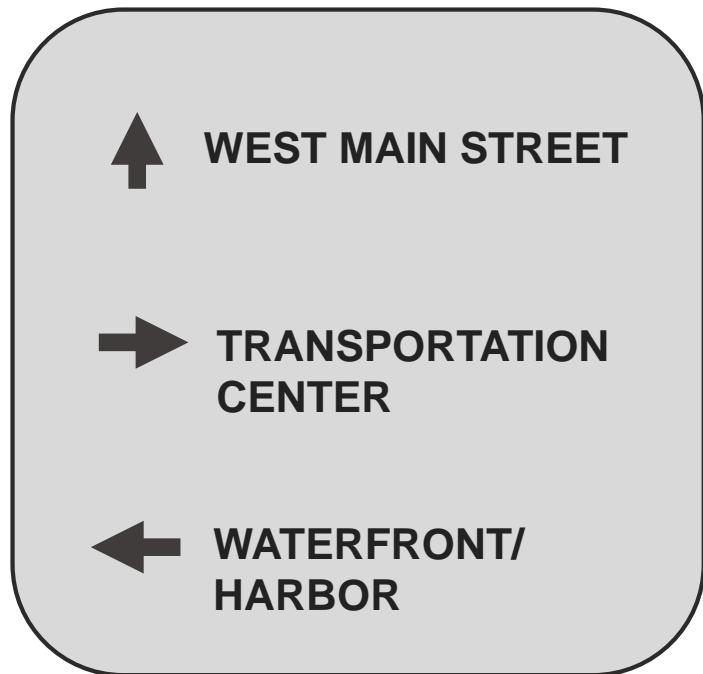
- **WEST Main Street**
 - Arrow pointing straight from WB Main St
 - Arrow pointing left from NB Old Colony Rd
 - Arrow pointing right from SB Old Colony Rd
- **Transportation Center**
 - Arrow pointing left from EB Main St
 - Arrow pointing right from WB Main St
 - Arrow pointing straight from NB Old Colony Rd
- **Ferries**
 - Arrow pointing straight from EB Main St
 - Arrow pointing right from NB Old Colony Rd
 - Arrow pointing left from NB Old Colony Rd
- **Waterfront/Harbor**
 - Arrow pointing right from EB Main St
 - Arrow pointing left from WB Main St
 - Arrow pointing straight from SB Old Colony Rd
- **North St. Parking Lot**
 - Arrow pointing straight from WB Main St
 - Arrow pointing straight from NB Old Colony Rd



Sign-specific language

Going into even further detail, this step involves isolating the destinations and arrow direction needs applicable to one vehicle approach (westbound, in this case), at the Main Street and Center Street intersection. By eliminating the details below which are relevant to the other 3 intersection approaches, this results in understanding specifically what information would potentially be included on one, particular proposed sign for westbound drivers. The graphic on the left demonstrates at a very general level how the information would look on the potential sign.

Stantec went through this exercise for all other recommended signage areas/intersections as part of developing an overall recommended signage inventory.

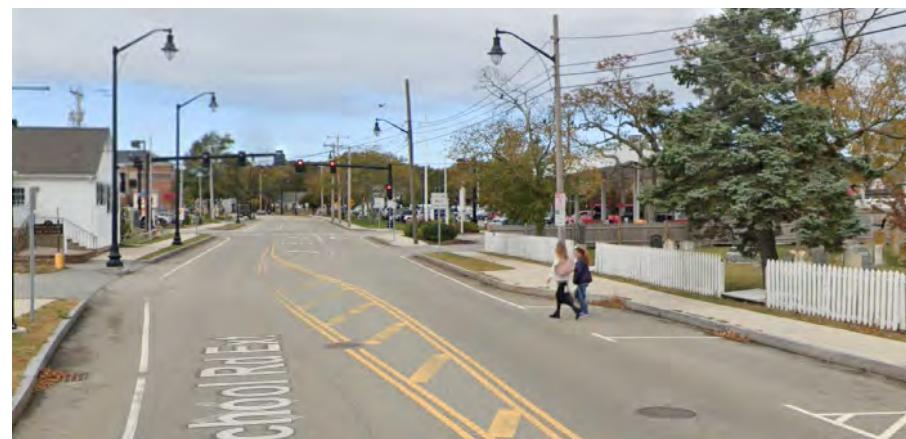


- **WEST Main Street**
 - **Arrow pointing straight from WB Main St**
 - Arrow pointing left from NB Old Colony Rd
 - Arrow pointing right from SB Old Colony Rd
- **Transportation Center**
 - Arrow pointing left from EB Main St
 - **Arrow pointing right from WB Main St**
 - Arrow pointing straight from NB Old Colony Rd
- **Ferries**
 - Arrow pointing straight from EB Main St
 - Arrow pointing right from NB Old Colony Rd
 - Arrow pointing left from NB Old Colony Rd
- **Waterfront/Harbor**
 - Arrow pointing right from EB Main St
 - **Arrow pointing left from WB Main St**
 - Arrow pointing straight from SB Old Colony Rd
- **North St. Parking Lot**
 - Arrow pointing straight from WB Main St
 - Arrow pointing straight from NB Old Colony Rd

Considerations Informing Recommended Locations

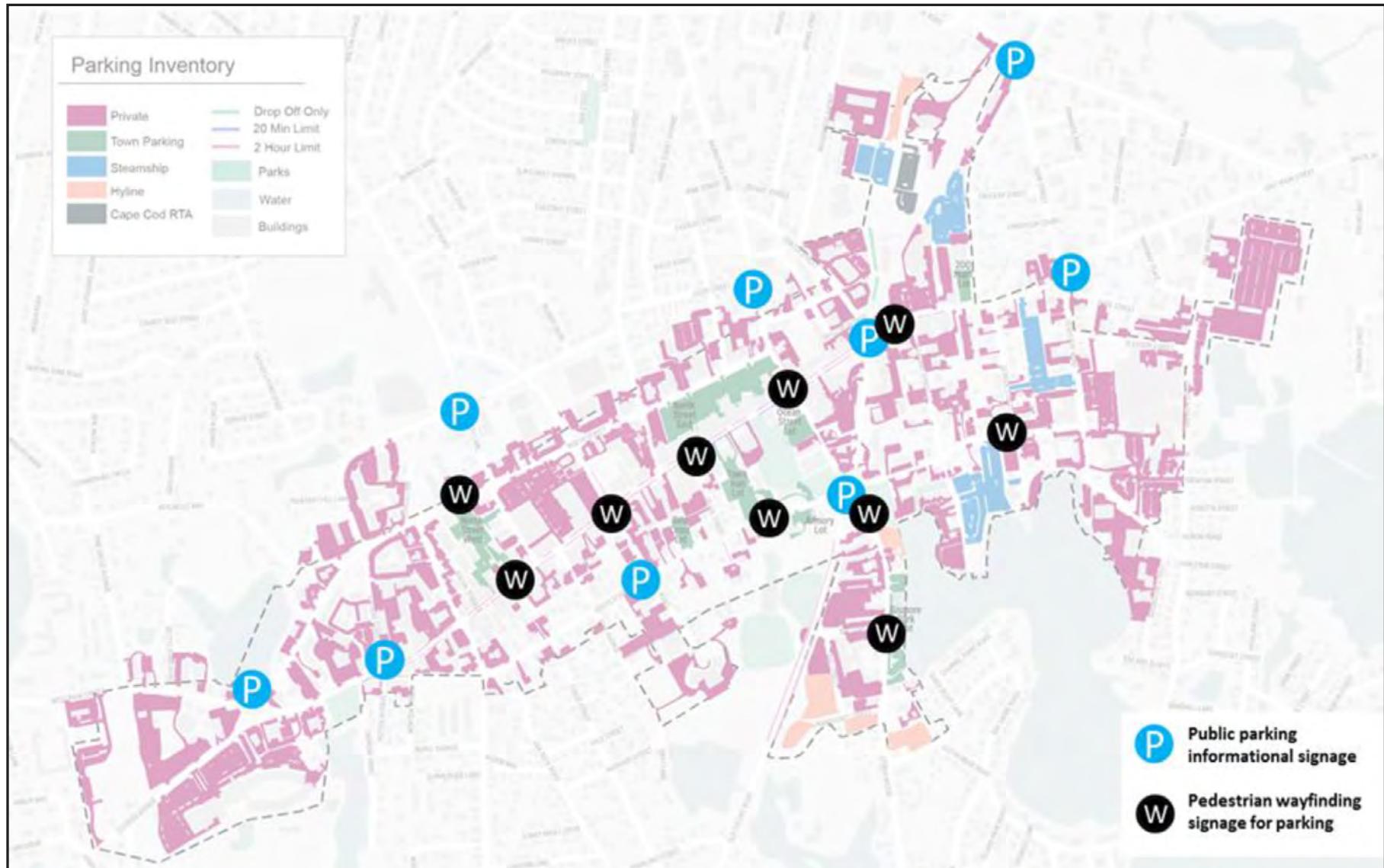
Safety

One of the goals of signage is to help visitors navigate safely to their intended destination. For vehicles, this requires providing motorists with the information needed in advance of essential turning points so that the driver is not trying to make a last-minute maneuver to adjust their route. For pedestrians, safe navigation can be supported by signage intended for their particular use, such as directing to dedicated trails or access points to parking. However, this is only part of the equation. Sidewalks and other infrastructure supporting pedestrian movement needs to be well-maintained and complete. Crosswalks in particular should be regularly maintained and reinforced by wayfinding signage but also located at a frequency high enough to address the common "desire paths" pedestrians may use in Hyannis to shorten the length of their journey. Some examples of pedestrian desire lines, or crosswalks in need of additional safety enhancements, have been identified below (Source: Google Streetview).



Parking

Although this plan's purpose is to investigate and develop a comprehensive wayfinding system from ground zero, the Hyannis Parking Study (2017) was referenced and provided some insight into some of the general areas that have previously been prioritized for parking and pedestrian wayfinding.

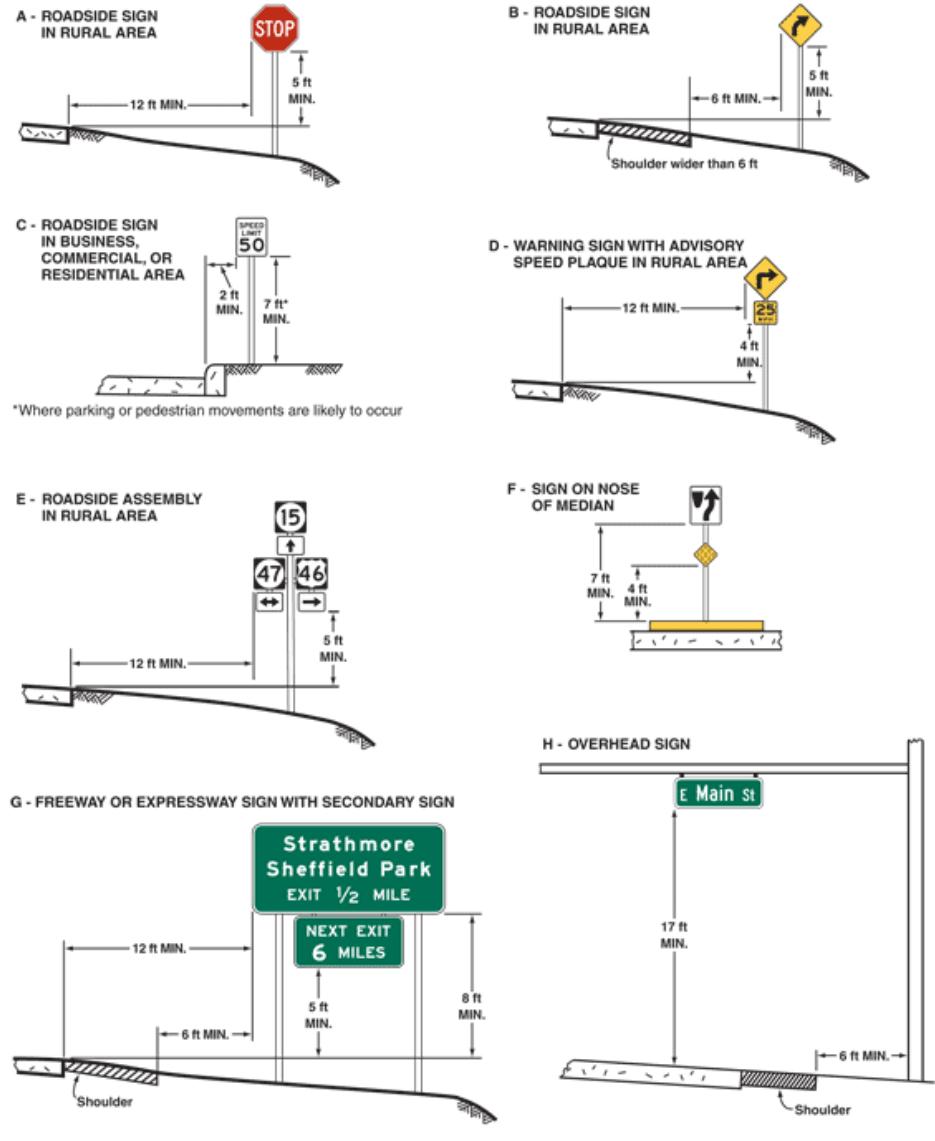


Consider factors relating to sign installation

This plan also takes into account how a sign might be installed, asking questions like- "What fixtures exist now and are they usable?" "What other street furniture is nearby?" "What is the surface of the ground made of, and its condition?" "Are there any slopes to be aware of?"



Figure 2A-2. Examples of Heights and Lateral Locations of Sign Installations



Note:
See Section 2A.19 for reduced lateral offset distances that may be used in areas where lateral offsets are limited, and in business, commercial, or residential areas where sidewalk width is limited or where existing poles are close to the curb.

Complete all sign-specific information for individual signs throughout Downtown

Expanding on the exercise in the previous step, a complete Downtown Hyannis signage inventory matrix was established as one of the key deliverables for this wayfinding plan. The inventory matrix outlines information about each recommended sign in detail, includes specifications that can support ease of preparing requests and orders for potential fabrication, defines the likely method of installation needed for each sign, and other considerations regarding the placement of the signs and nearby existing signage which should be removed. A sample of the complete recommended inventory is shown below. The complete matrix has been included in the report Appendices and will be a valuable tool for the Town to refer to in the future as they pursue the implementation of the wayfinding system in phases.

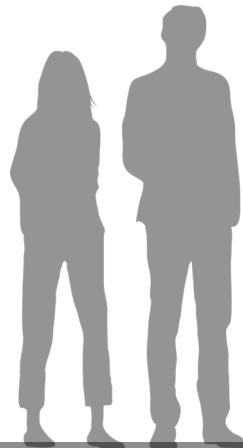
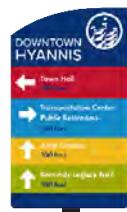
HYANNIS RECOMMENDED WAYFINDING SIGNAGE INVENTORY MATRIX

GATEWAY SIGNAGE										
Loc ID	Road(s) / Intersection	Positioning / Traveler Direction	Typology (Which user/design?)	Existing Sign to Remove?	Size	Language	Other Features	Installation Method	Ownership / Clearance/ Access Considerations	Priority?
G1	Barnstable Rd @ North St	SW intersection corner, existing landscape strip / SB on Barnstable Rd	TBD (future effort)	No	TBD. Scale of signage varies greatly dependent on municipality preferences	TBD (future effort)	Lighting recommended	TBD (future effort)	Existing concrete block (previous sign), nearby fire hydrant, tree	N
G2	Main St @ Center St	At median between Main St and Center St turnoff / WB on Main St	TBD (future effort)	No		TBD (future effort)	Lighting recommended	TBD (future effort)	Existing metal post remnant to potentially remove	N
G3	South St @ Stevens St	Center landscaped median between South and Main St / EB on South St	TBD (future effort)	No		TBD (future effort)	Lighting recommended	TBD (future effort)	Potential to stack with existing 'Welcome to Main Street Hyannis' sign	N
G4	Old Colony Rd next to Harbor House Inn	East side of road at existing 'Enjoy your visit to Downtown Hyannis' sign	TBD (future effort)	Yes		TBD (future effort)	Lighting recommended	TBD (future effort)	Existing wooden sign to potentially remove	N
DIRECTIONAL SIGNAGE - VEHICLES										
Loc ID	Road(s) / Intersection	Positioning / Traveler Direction	Typology (Which user/design?)	Existing Sign to Remove/Replace?	Size	Language (Bold indicates primary destination)	Arrow Direction(s)	Installation Method	Notes (Ownership / Clearance/ Access Considerations)	Priority?
D0	Rte 28 Rotary @ Barnstable Road	South entrance of rotary, West side landscape patch, metal sign post with 'Steamship' and 'Hyannis Main St' signs	D1-V	Yes		Downtown Hyannis Hospital Harbor / Private Ferries Transportation Center	→ → →	Double post in soil	Needs to incorporate logos- hospital sign and 'Steamship' sign, and TC	Y
D1	Barnstable Rd @ Baxter Rd (Bike Zone of Cape Cod)	Landscape strip / SB on Barnstable Rd	D1-V	No		Hyannis Main Street Hospital Harbor / Private Ferries Transportation Center	↑↗ ↑ ↑	Single post in soil	If signage is placed at the northern end of the landscape area to capture vehicles before entering right-turn only lane, consideration needed for visibility of ex. business signage	N
D2	Next to 163 Barnstable Rd (Firstborn Tabernacle)	Wooden light post immediately East of property entrance / SB on Barnstable Rd	D1-V	Yes * See notes		Transportation Center Steamship Authority Harbor / Private Ferries Downtown Hyannis	↖ ↖ ↑ ↑	Stainless steel band	Sign should be stacked above existing 'Hospital' sign. This location is immediately next to where vehicles can begin entering left-turn lane. Existing transportation center sign (potentially remove) is located ~80' south. Existing ferry sign (potentially relocate), and symbology-only signage for transportation center (potentially remove) is located ~100'	Y
D3	Banstable Rd @ North St	NW intersection corner, wooden light post / SB on Barnstable Rd	D1-V	Yes		Hyannis Main Street North St. Parking Lot Other Public Parking Zion Union Heritage Museum Town Hall Fire Department	↑ → ↑ → ↑ →	Stainless steel band	Existing 'P' sign (remove)	Y
D4	Barnstable Rd @ Main St	NW intersection corner, wooden light post on East side of 'Chantilly's Bride' / SB on Barnstable Rd	D1-V	No		Harbor / Private Ferries HyArts Artist Shanties/Harbor Overlook Public Parking Hyannis Main Street Town Hall/Library UJK Hyannis Museum Air and Space Museum McKeon Park- Harbor Hawks	↑ ↑ ↑ → → → → →	Stainless steel band	None	Y

Preferred Design Option

Design Suite

This design incorporates the preferred design options for color palette, motif, and font, and illustrates an example of simple designs for different signage typologies. With the understanding that this design may be developed for interim signage, strictly the directional and informational signs design typologies have been developed for this plan.



D1-P

Directional Sign
(Pedestrian Level)



IN-1

Information Sign



D1-V

Directional Sign
(Vehicle Level)



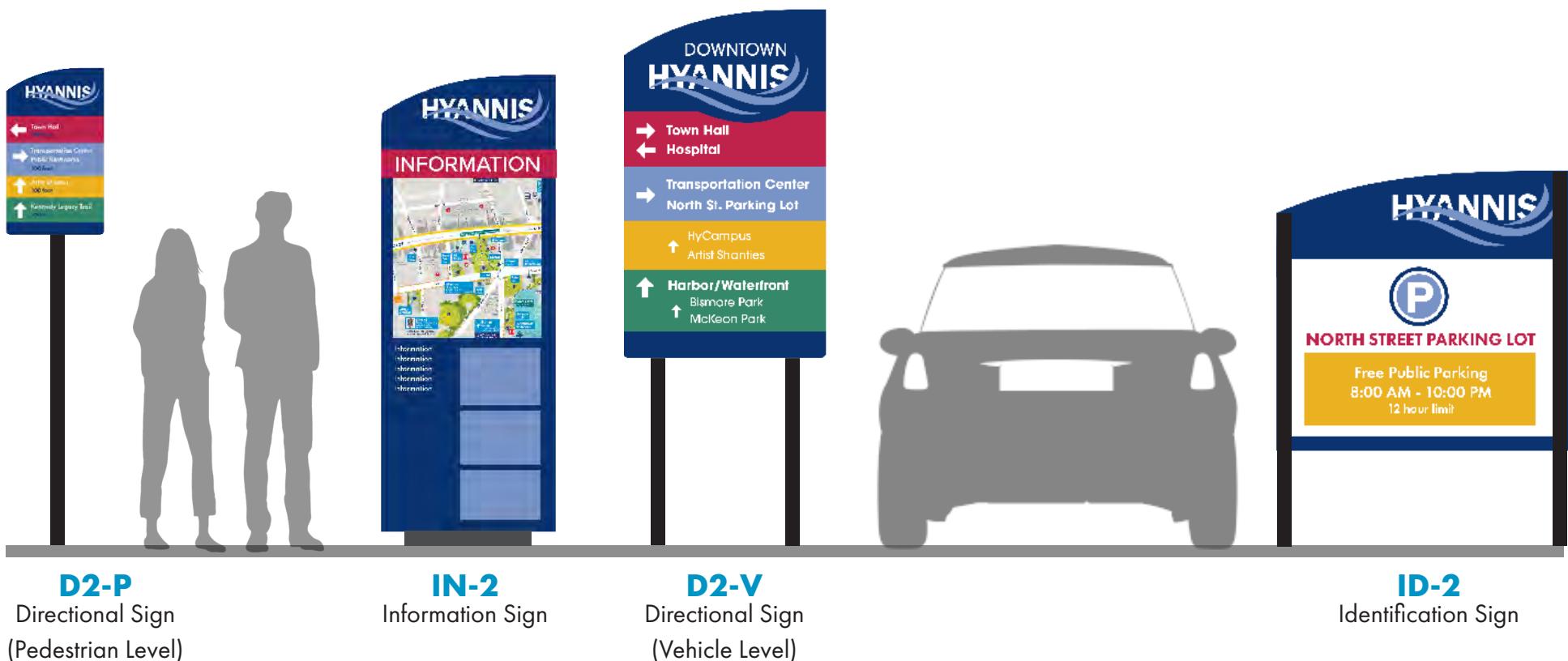
ID-1

Identification Sign

Alternate Design Option

Design Suite

This design incorporates a combination of other top design options considered for color palette, motif, and font, and illustrates an example of simple designs for different signage typologies. With the understanding that this design may only be developed for interim signage, strictly the directional and informational signs design typologies have been developed for this plan.

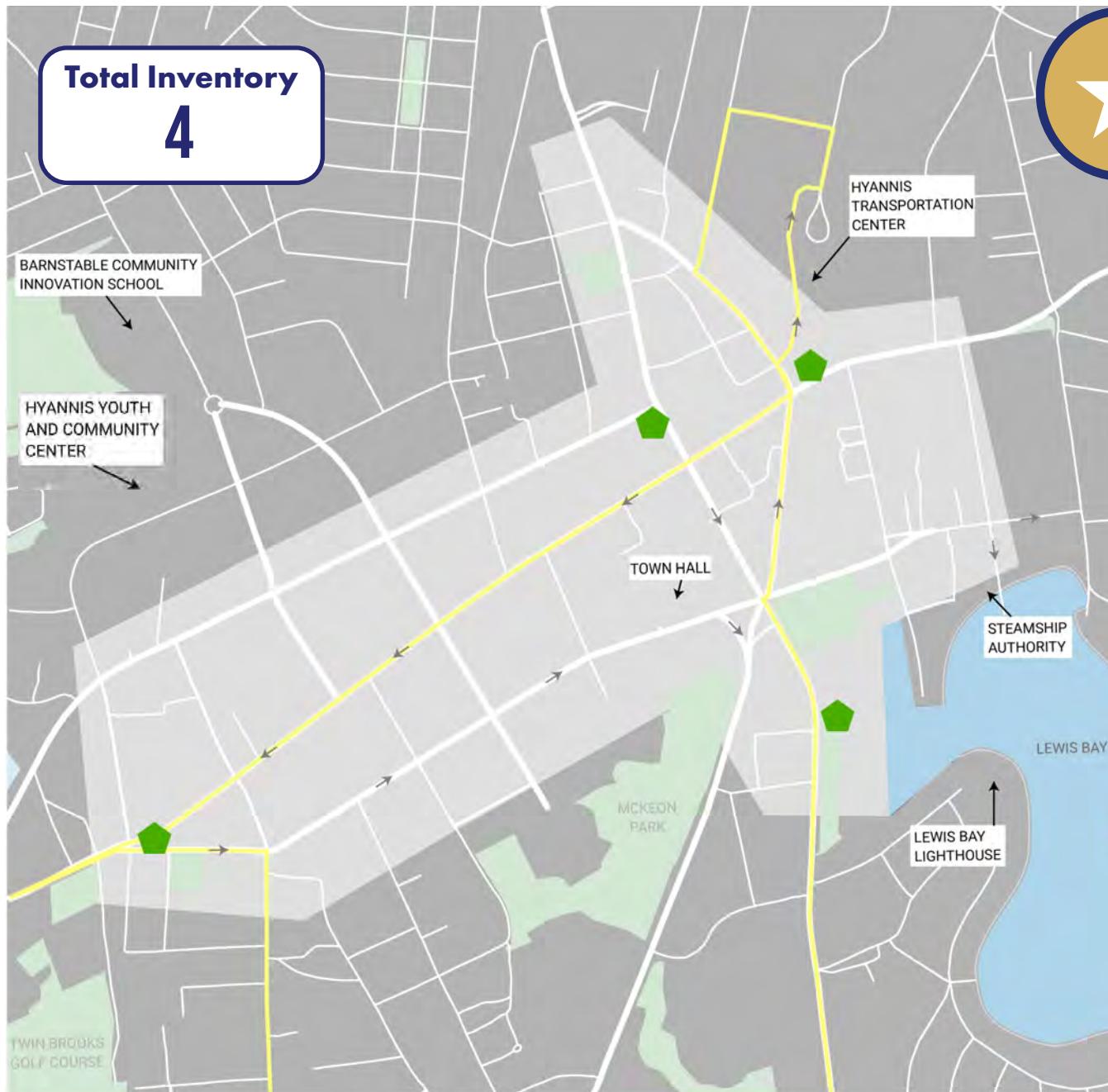


Total Inventory

4



Proposed Signs-Gateway



With consideration that downtown Hyannis only currently features two gateway signs, this plan recommends a gateway sign for visitors arriving crossing the perceived boundaries of downtown.

It was determined that, due to the desire for these signs to be more substantial in design, and likely requiring a higher level of detail and investment, they will likely be pursued through a later planning process.

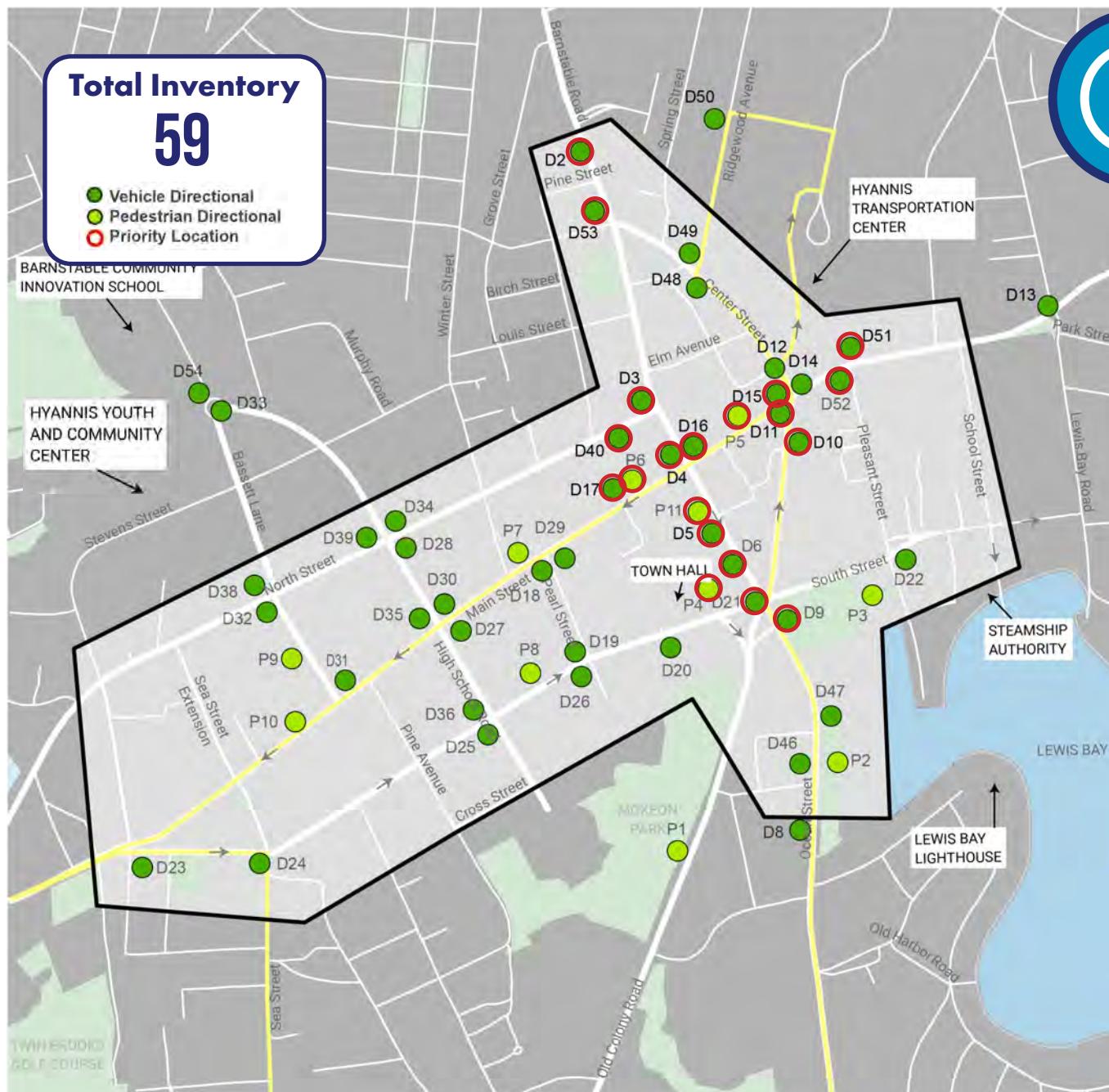
Proposed Signs-Directional



Total Inventory

59

- Vehicle Directional
- Pedestrian Directional
- Priority Location



Downtown Area

Immediately following the adoption of this plan, the Town intends to first focus on implementing new directional signage as a short-term priority.

Based on various factors, including safety, an understanding of where specific destinations need to be reinforced, and addressing areas where the highest volume of visitors are entering the Downtown area, this map recommends the signs which should be prioritized for implementation. Details about these signs, including the language on the signs, recommended placement, and other specifications, can be found in the 'Recommended Inventory Matrix' in the Appendices.

An identification number has been included with each sign, for reference.

Total Inventory

7

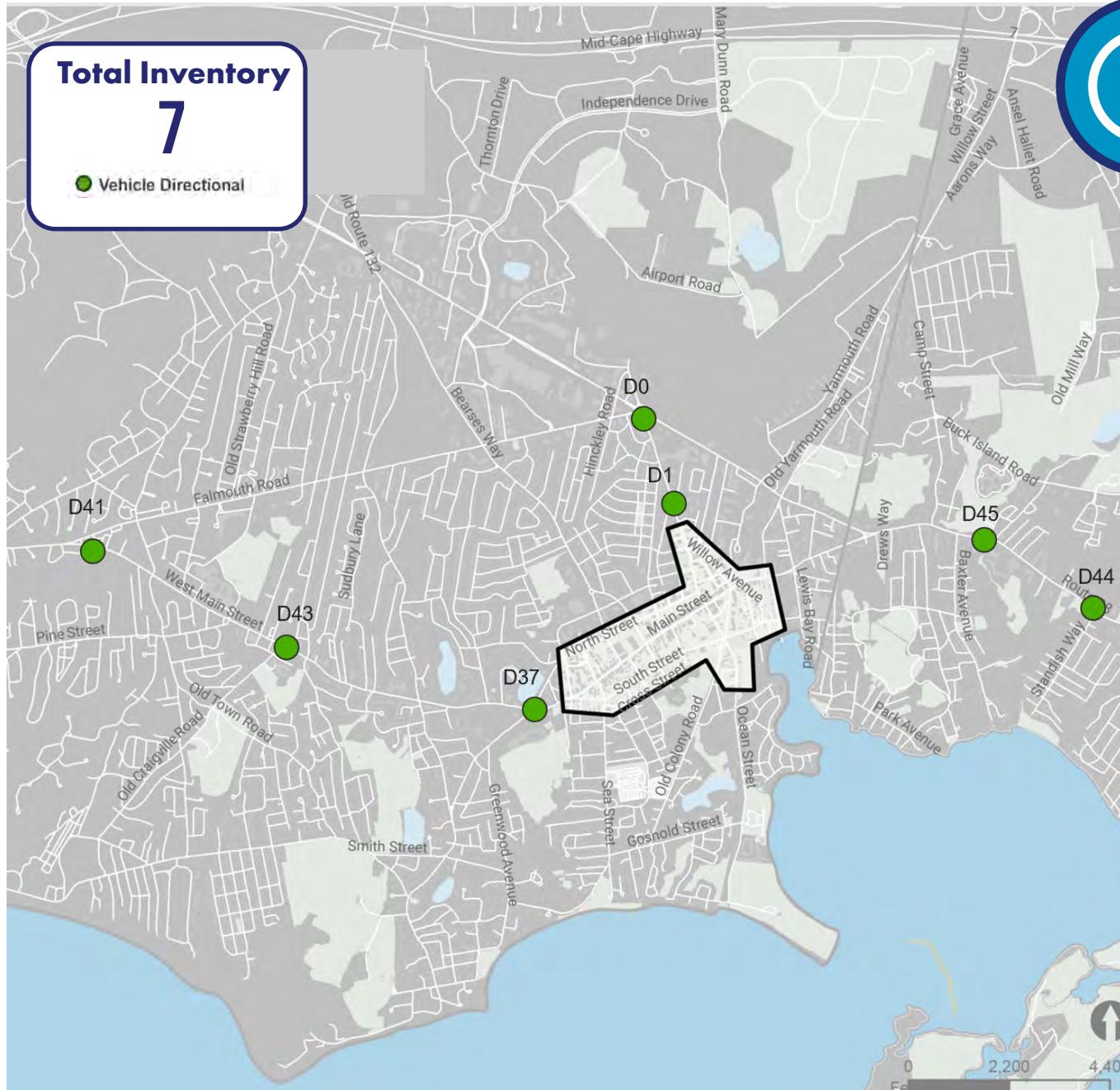
Vehicle Directional

Proposed Signs- Directional

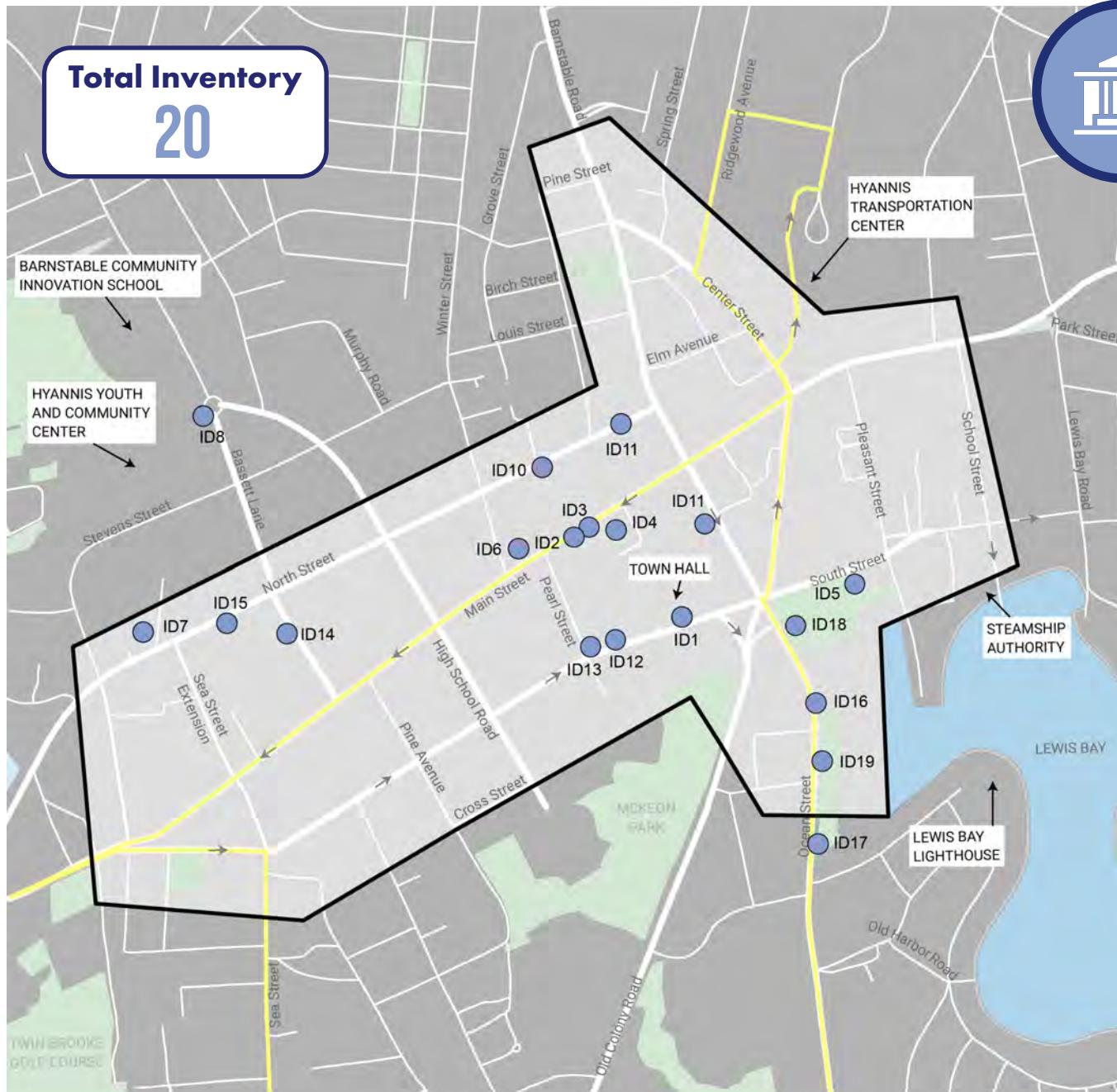
Beyond Downtown

Directional signs beyond the downtown area were identified as a need during the planning process. These locations are optimal for drawing in visitors from regional roadways and reinforcing at regular intervals that a driver is heading in the direction of downtown Hyannis.

An identification number has been included with each sign, for reference.



**Total Inventory
20**

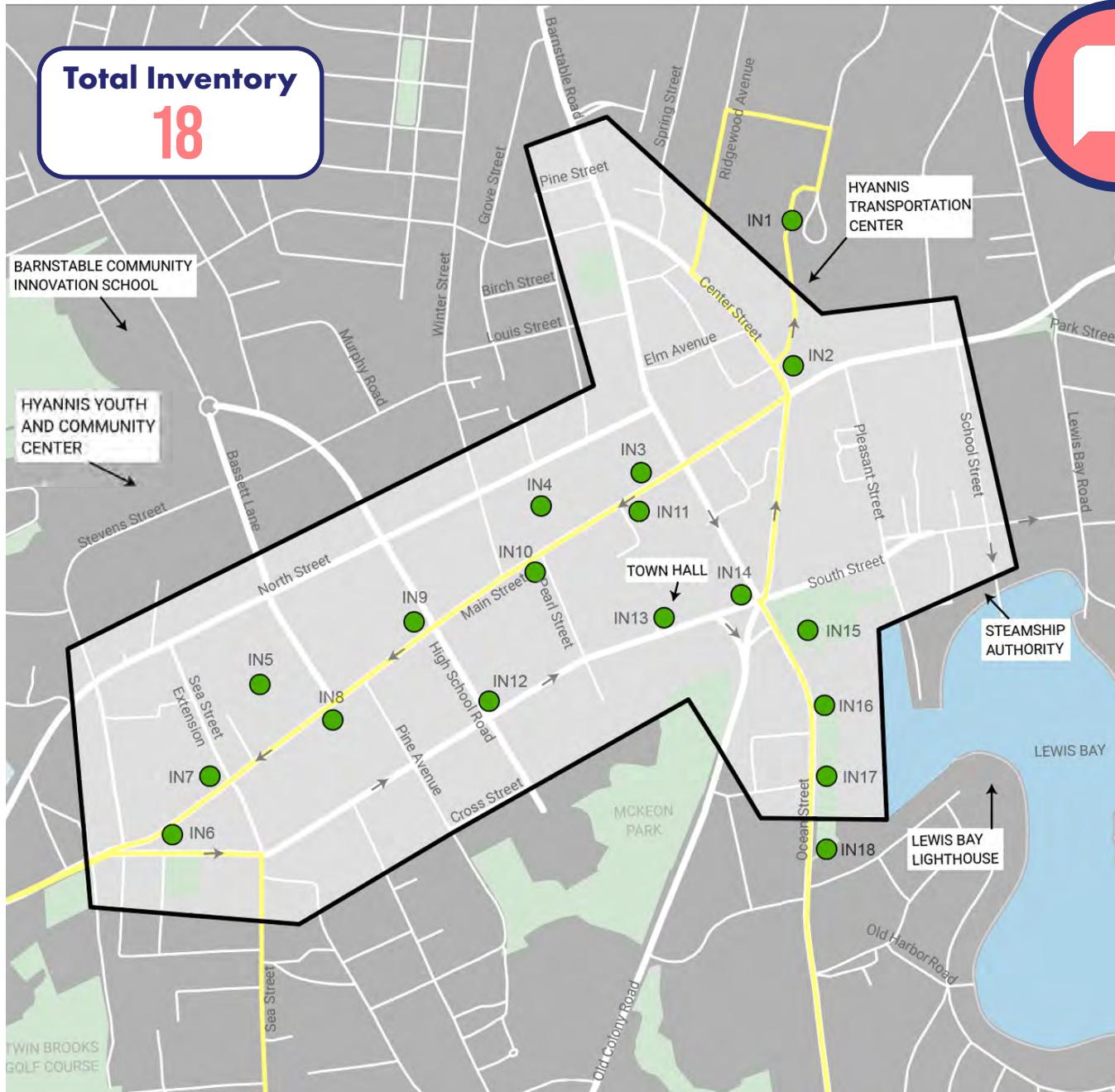


Proposed Signs-Identification

This plan recommends that all public parking facilities include an identification sign, and are named to align with a consistent system (i.e. parking lots named using the nearest street or landmark).

An identification number has been included with each sign, for reference.

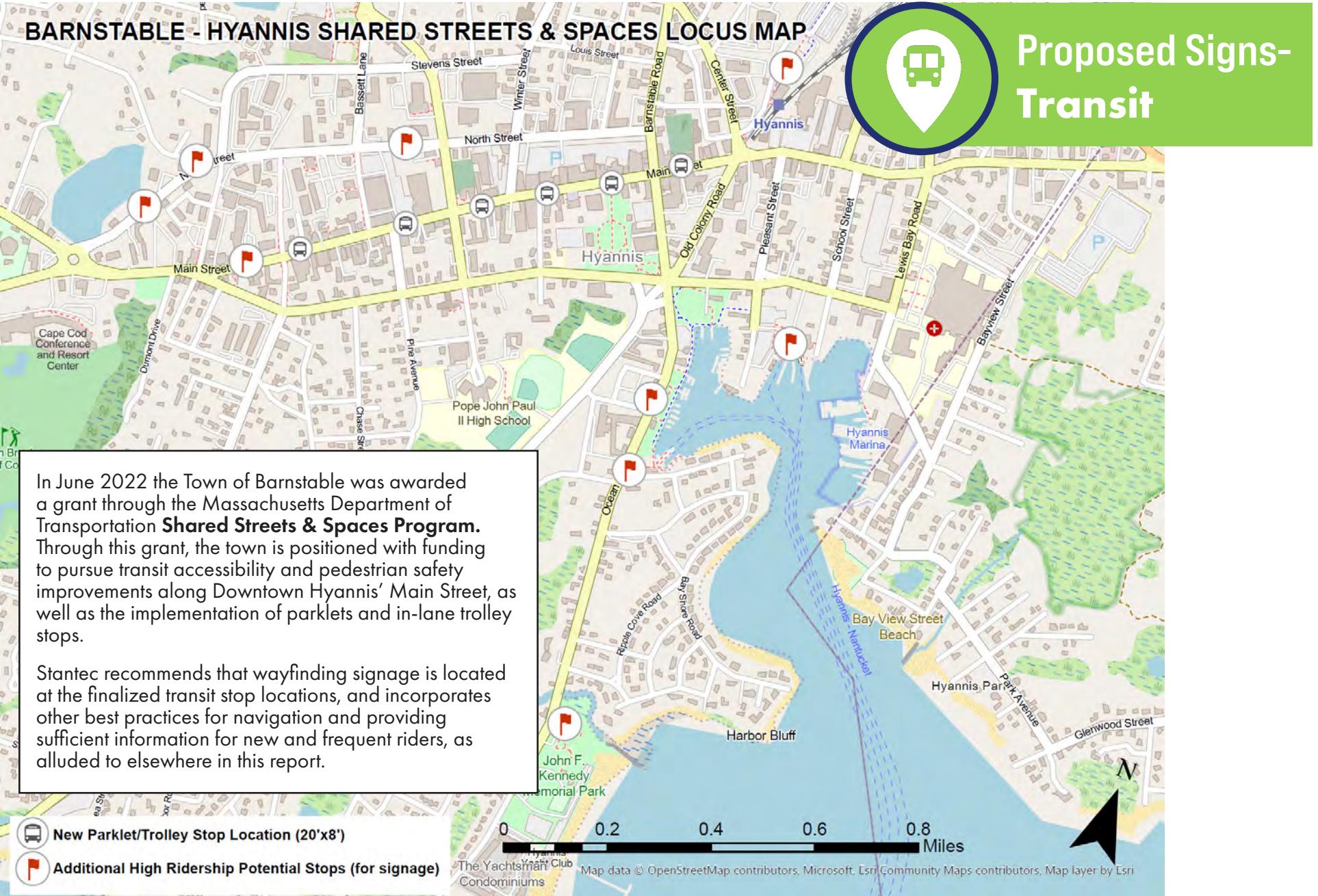
**Total Inventory
18**



Proposed Signs-Information

Based on the understanding that pedestrians (including those who use wheelchairs and other assisted mobility devices) are the target user for information signage, these destinations have been selected based on their proximity to key pedestrian navigation points as seen in earlier maps, and also at a frequency that allows for pedestrian interaction, whether a person is able to walk for 5 minutes or longer.

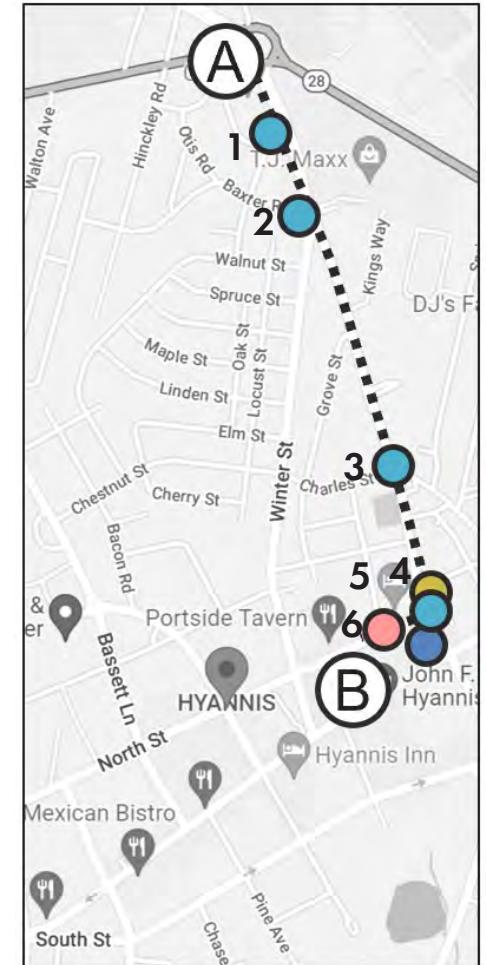
An identification number has been included with each sign, for reference.



Sample User Journey Experience (Proposed Signs)

Design Option A

The following renderings illustrate (generally) how the sign typologies recommended as part of Design Option A might be viewed during a journey between Point A (airport rotary) and Point B (North St Parking Lot).



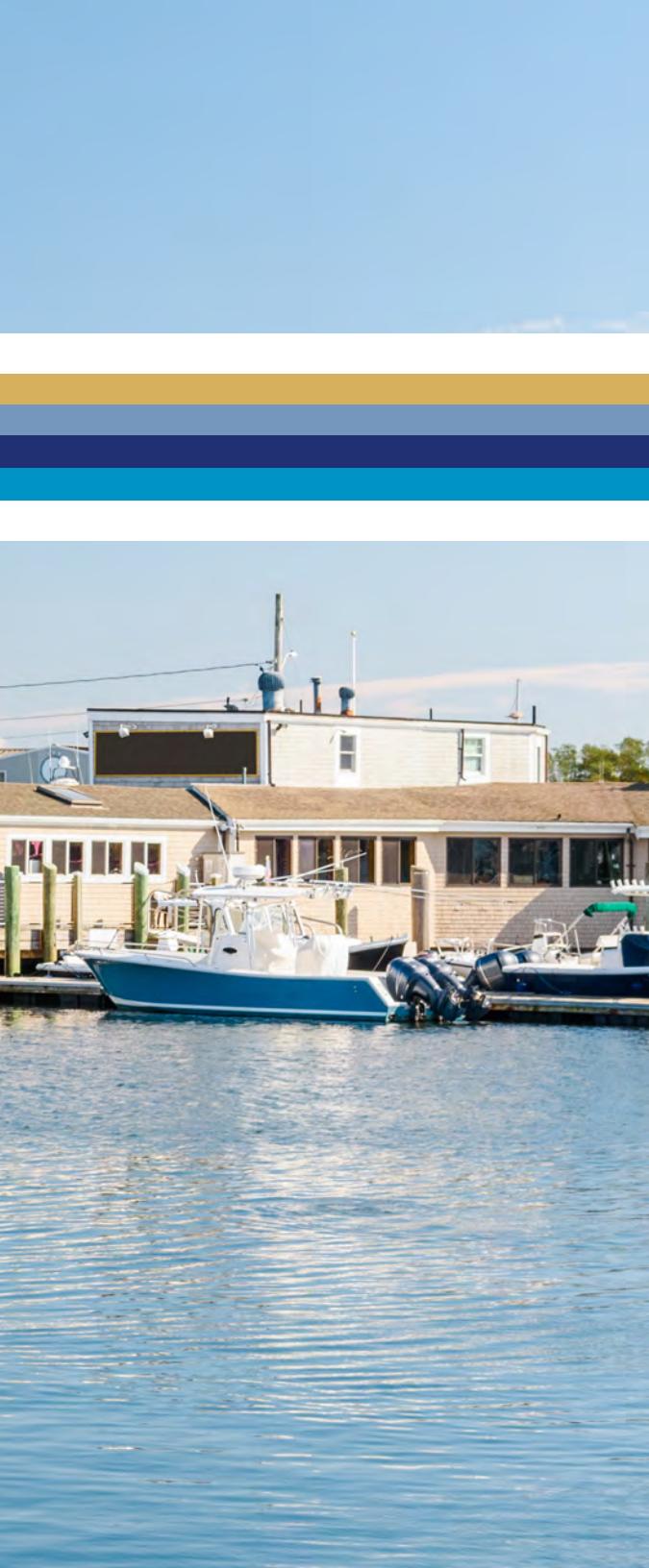
Further Considerations for Implementation

Essential steps in working towards an effective, long-term downtown wayfinding strategy

In addition to best practice guidance shared throughout this report, the following steps are recommended to the Town of Barnstable to support the short-term implementation of wayfinding signage and to reinforce the effectiveness of a future, longer-term approach:

- **Develop a plan** like this when pursuing a long-term wayfinding plan
- **Secure consensus** through further public engagement to progress towards refined signage designs
- **Contact sign fabricators** to discuss opportunities for customization and flexibility of sign designs
- Identify **potential funding sources** (taking into consideration the need to fund potential phases)
- Formalize a list and map of final **defined sign locations**
- Engage DPW and other relevant parties to **check compliance prior to installation**- e.g., ADA aisles, height above grade, private business signage visibility, the potential utilization of breakaway bases, etc.
- Consider how to prioritize and **integrate technology** into a longer-term, more user-friendly wayfinding system (e.g., lighting elements, digital travel information, interactive features, etc.)
- **Develop a maintenance plan** to support the long-term evaluation of the wayfinding system, period cleaning and replacements due to wear, etc.)
- Consider how **other platforms** can support and "speak to" the wayfinding system (e.g., web, social media, printed materials)
- Think of the improved physical components of wayfinding as part of a **broader wayfinding strategy** for Hyannis and the Town of Barnstable (e.g. tourism, restaurants, Steamship, etc.)





8 Appendices

Brand Options Summary
Specification Drawing
Public Survey Results
Full Recommended Inventory Matrix

Brand Options Summary

Preferred Design Option

This outlines the specifications for each of the design components used for the preferred signage design option. These details can be used for fabrication or other printing and media purposes.

Brand in Sample Context



Color Palette and Usage



Font Family and Usage

'Downtown Hyannis' Text-

PROXIMA NOVA- MEDIUM

Significant Destinations Signage Text-

FUTURA PT- DEMI

Notable Destinations Signage Text-

FUTURA PT- MEDIUM

Motif and Usage

Full color for signage



Black and white (grayscale) for reference for other applications



Alternate Design Option

This outlines the specifications for each of the design components used for the alternate signage design option. These details can be used for fabrication or other printing and media purposes.

Brand in Sample Context



Color Palette and Usage



Motif and Usage

Full color for signage



Black and white (grayscale) for reference for other applications



Font Family and Usage

Motif Text-

FRANKLIN GOTHIC DEMI- REGULAR

Significant Destinations Signage Text-

ITC AVANT GARDE GOTHIC PRO - BOLD

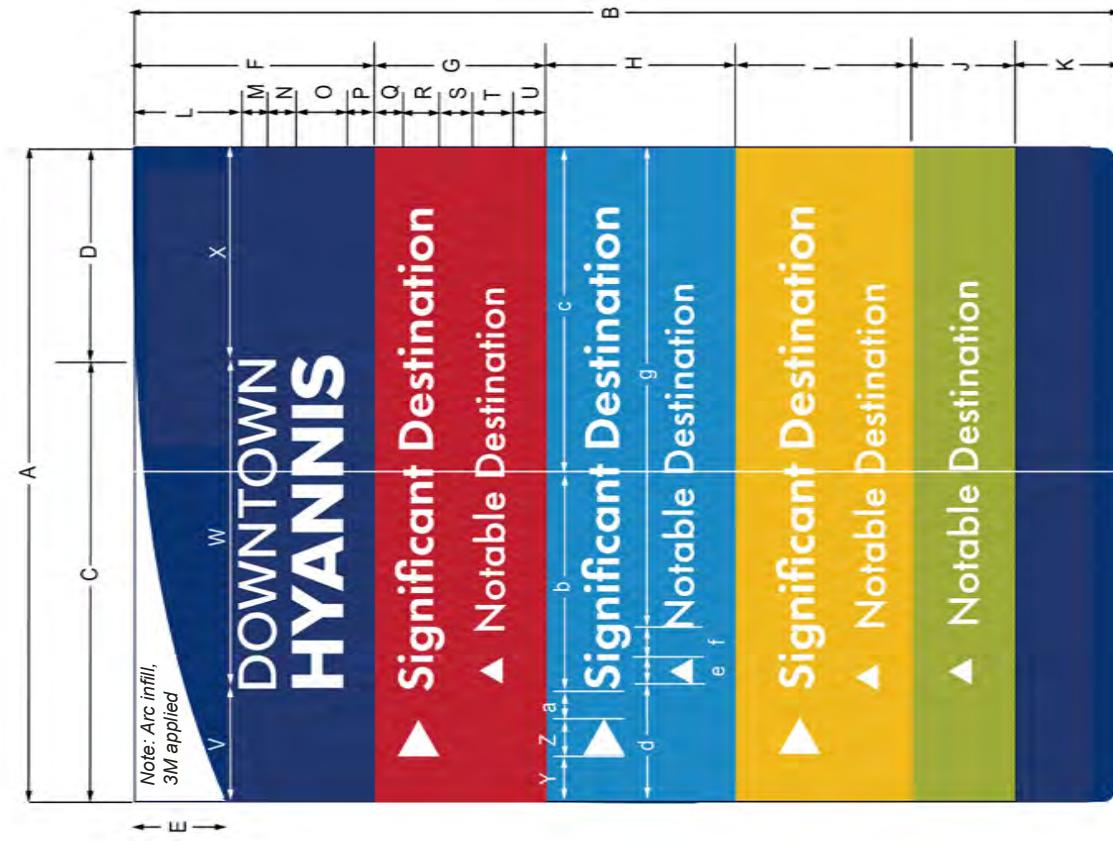
Notable Destinations Signage Text-

ITC AVANT GARDE GOTHIC PRO - MEDIUM

Specification Drawing

Directional Signage - Vehicle

This outlines the specifications for each of the design components used for the preferred signage design option. These details can be used for fabrication or other printing and media purposes.



D1-V (Directional Sign for Vehicles- Typical)

A	B	C	D	E	F	G	H	I	J	K
36"	54.5"	24.3"	11.8"	5.4"	13.3"	9.5"	10.5"	9.7"	5.7"	5.8"
L	M	N	O	P	Q	R	S	T	U	V
6"	1.5"	1.5"	2.8"	1.6"	1.7"	2"	1.7"	2.3"	1.8"	6.4"
W	X	Y	Z	a	b	c	d	e	f	g
117.5"	11.5"	2.5"	2"	1.5"	12"	18"	6.5"	1.5"	1.7"	26.4"

COLORS:
LETTERS AND ARCS IN FILL—
WHITE (APPLIED 3M, RETROREFLECTIVE)
BACKGROUND—
DK BLUE (CMYK 100,89,29,16)
DESTINATIONS—
RED (CMYK 17,100,89,7)
LT BLUE (CMYK 35,45,4,0)
LOW (CMYK 7,27,100,0)
GPEN (CMYK 43,20,100,1)

Public Survey Results

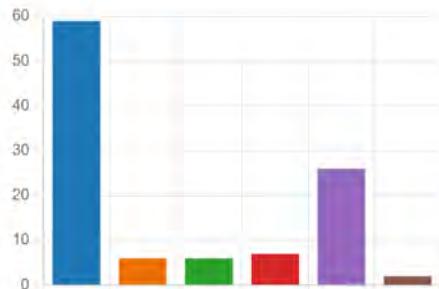
Summary Charts

Public survey responses as exported from the MS Forms survey platform.

1. When your customers/visitors visit downtown Hyannis, which mode(s) do they usually take?

[More Details](#)

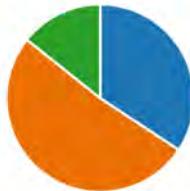
Car	59
Bus	6
Bicycle	6
Ferry	7
Walk	26
Other	2



2. Have your customers/visitors complained about having difficulty finding you or other locations?

[More Details](#)

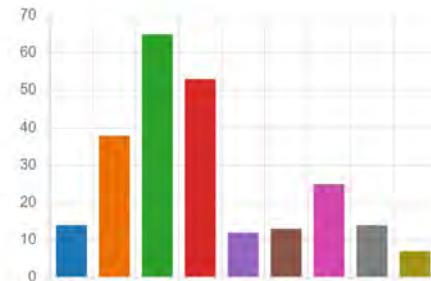
Yes	24
No	36
Other	10



4. Which of the following types of destinations do your customers/visitors typically visit while in downtown Hyannis? (Select all that apply)

[More Details](#)

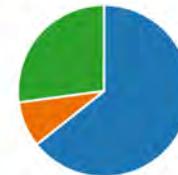
Municipal (e.g. Town Hall)	14
Cultural (e.g. JFK Museum, Artist...)	38
Dining/Restaurants	65
Shops	53
Services (e.g. bank)	12
Institutions (e.g. schools, church...)	13
Parks or other Recreation	25
Visitor Information	14
Other	7



5. Do you feel like visitors to Downtown Hyannis are more likely to walk to additional (unplanned) destinations if signage indicates how far it is to walk there? (e.g., '200 feet' or '1 minute to the waterfront')

[More Details](#)

Yes	45
No	6
Maybe	19



6. The following words have been used to describe Downtown Hyannis during this process. Which words do you feel a strong association with?

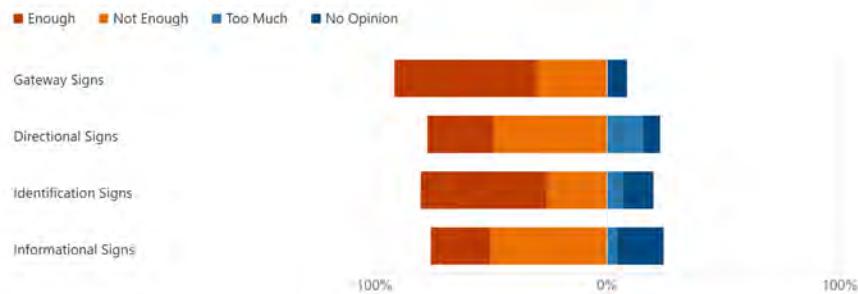
[More Details](#)

Historic	30
Waterfront	32
Vibrant	24
Other	24



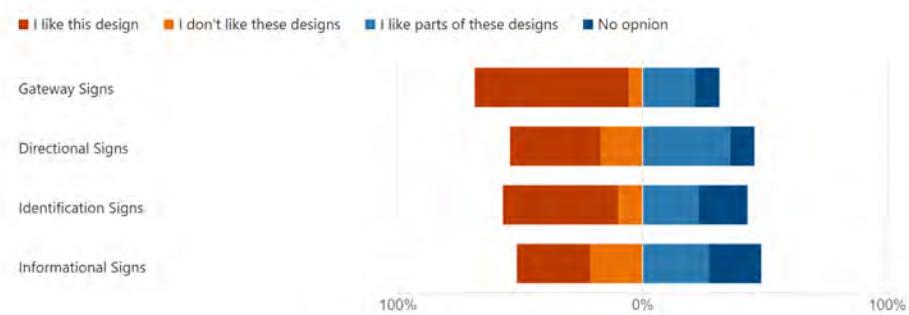
7. Generally, what are your thoughts about the **amount of signage** in Downtown for each of the 4 categories?

[More Details](#)



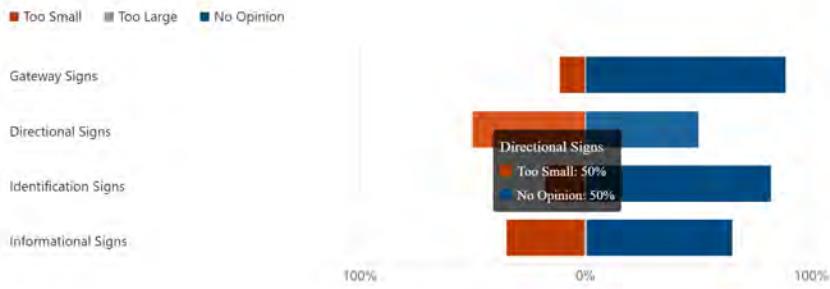
9. Generally, how would you rank the **design** of existing in Downtown for each of the 4 categories?

[More Details](#)



8. Generally, what is your perception about the **sizes of signage and lettering** in Downtown for each of the 4 categories?

[More Details](#)



11. Potential color palettes

[More Details](#)

Promoters	15
Passives	28
Detractors	27



12. Potential logos

[More Details](#)

Insights

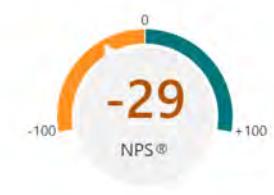
Promoters	13
Passives	22
Detractors	35



13. Potential fonts

[More Details](#)

Promoters	14
Passives	22
Detractors	34



14. Potential design example. Please note that the design below is conceptual to illustrate how the colors, font and logo could (generally) be integrated together.

[More Details](#)

Promoters	15
Passives	20
Detractors	35



Complete Recommended Inventory Matrix

HYANNIS RECOMMENDED WAYFINDING SIGNAGE INVENTORY MATRIX

GATEWAY SIGNAGE										
Loc ID	Road(s) / Intersection	Positioning / Traveler Direction	Typology (Which user/ design?)	Existing Sign to Remove?	Size	Language	Other Features	Installation Method	Ownership / Clearance/ Access Considerations	Priority?
G1	Barnstable Rd @ North St	SW intersection corner, existing landscape strip / SB on Barnstable Rd	TBD (future effort)	No	TBD. Scale of signage varies greatly dependent on municipality preferences.	TBD (future effort)	Lighting recommended	TBD (future effort)	Existing concrete block (previous sign), nearby fire hydrant, tree	N
G2	Main St @ Center St	At median between Main St and Center St turnoff / WB on Main St	TBD (future effort)	No		TBD (future effort)	Lighting recommended	TBD (future effort)	Existing metal post remnant to potentially remove	N
G3	South St @ Stevens St	Center landscaped median between South and Main St / EB on South St	TBD (future effort)	No		TBD (future effort)	Lighting recommended	TBD (future effort)	Potential to stack with existing 'Welcome to Main Street Hyannis' sign	N
G4	Old Colony Rd next to Harbor House Inn	East side of road at existing 'Enjoy your visit to Downtown Hyannis' sign	TBD (future effort)	Yes		TBD (future effort)	Lighting recommended	TBD (future effort)	Existing wooden sign to potentially remove	N
DIRECTIONAL SIGNAGE - VEHICLES										
Loc ID	Road(s) / Intersection	Positioning / Traveler Direction	Typology (Which user/ design?)	Existing Sign to Remove/Replace?	Size	Language (Bold indicates primary destination)	Arrow Direction(s)	Installation Method	Notes (Ownership / Clearance/ Access Considerations)	Priority?
D0	Rte 28 Rotary @ Barnstable Road	South entrance of rotary, West side landscape patch, metal sign post with 'Steamship' and 'Hyannis Main St' signs	D1-V	Yes		Downtown Hyannis	→	Double post in soil	Needs to incorporate logos- hospital sign and 'Steamship' sign, and TC	Y
D1	Barnstable Rd @ Baxter Rd (Bike Zone of Cape Cod)	Landscape strip / SB on Barnstable Rd	D1-V	No		Hospital	→			
D2	Next to 163 Barnstable Rd (Firstborn Tabernacle)	Wooden light post immediately East of property entrance / SB on Barnstable Rd	D1-V	Yes * See notes		Harbor / Private Ferries	→			
D3	Barnstable Rd @ North St	NW intersection corner, wooden light post / SB on Barnstable Rd	D1-V	Yes		Transportation Center	→			
D4	Barnstable Rd @ Main St	NW intersection corner, wooden light post on East side of 'Chantilly's Bride' / SB on Barnstable Rd	D1-V	No		Hyannis Main Street	↑↗	Single post in soil	If signage is placed at the northern end of the landscape area to capture vehicles before entering right-turn only lane, consideration needed for visibility of ex. business signage	N
D5	Ocean St @ Public Parking Lot	Wooden light post immediately south of Ocean St parking lot entrance / SB on Ocean St.	D1-V	No		Hospital	↑			
D6	Ocean St @ Harbor Overlook	Existing 'Hyannis Harbor' sign on north end of landscaped area / SB on Ocean St	D1-V	Yes, and potentially signs nearby. *See notes		Harbor / Private Ferries	↑			
						Transportation Center	↑			
						Steamship Authority	↖			
						Zion Union Heritage Museum	↖			
						Town Hall	↑			
						Fire Department	→			
						Harbor / Private Ferries	↑			
						HyArts Artist Shanties/Harbor Overlook	↑			
						Public Parking	↑			
						Hyannis Main Street	→	Stainless steel band	Sign should be stacked above existing 'Hospital' sign. This location is immediately next to where vehicles can begin entering left-turn lane. Existing 'transportation center' sign (potentially remove) is located ~80' south. Existing ferry sign (potentially relocate), and symbology-only signage for transportation center (potentially remove) is located ~100'	Y
						Town Hall/Library	→			
						JFK Hyannis Museum	→			
						Air and Space Museum	→			
						McKeon Park- Harbor Hawks	→			
						Harbor / Private Ferries	↑			
						HyArts Artist Shanties/Harbor Overlook	↑			
						Public Parks	↑			
						Public Parking	↑			
						Steamship Authority	↖			
						Hospital	↖	Stainless steel band	Existing 'P' sign (remove)	Y
						Cape Cod Maritime Museum	↖			
						Asellon/Bismore Park	↑			
						Harbor / Private Ferries	↑			
						Public Parking	↑			
						McKeon Park- Harbor Hawks	↗			

D18	Main St @ Pearl St	On SW side of intersection on sidewalk bumpout, WB Main St	D1-V	Yes and nearby sign. *See notes				
D19	Pearl St @ South St	On NE corner of intersection on wood electrical pole/ SB Pearl St	D1-V	No but nearby sign *See notes				
D20	South St @ Hyannis Armory	On south side of street, existing Hyannis Harbor sign / EB South St	D1-V	Yes				
D21	South St @ Old Colony Rd	On east side of SB Old Colony Rd access on grass / EB South St	D1-V	No				
D22	South St @ Pleasant St	On SE corner of intersection, in soil / EB South St	D1-V	Yes				
D23	South St @ Main St	South side of South St wooden electricity post immediately adjacent to house #535 / EB South St	D1-V	No				
D24	South St @ Sea St	Northwest side of intersection immediately next to 'Scudder Taylor Oil' sign on landscape strip / EB South St	D1-V	No				
D25	South St @ High School Rd	Northwest side of intersection on landscape strip / EB South St	D1-V	No				
D26	South St @ Pearl St	Southwest side of intersection, 2nd wood utility pole heading west / EB South St	D1-V	No				
D27	High School Rd @ Main St	Southeast side of intersection, 1st wood utility pole heading south / NB High School Rd	D1-V	No				
D28	High School Rd @ North St	Southeast side of intersection, immediately south of Speedway on landscape strip / NB High School Rd	D1-V	No				
36"Wx 54.5H"								
					Harbor / Private Ferries	←		
					HyArts Artist Shanties/Harbor Overlook	←		
					Public Parking	←		
					Public Parks	←		
					Massachusetts Air and Space Museum	→		
					Harbor / Private Ferries	←		
					HyArts Artist Shanties/Harbor Overlook	←		
					Public Parking	←		
					Public Parks	←		
					Hospital	↑		
					Steamship Authority	↑		
					Harbor / Private Ferries	↑		
					Public Parks	↑		
					Transportation Center	↖		
					Hospital	↑		
					Steamship Authority	↑		
					Cape Cod Maritime Museum	↑		
					Aselton Park	↑		
					Bismore Park	→		
					Harbor / Private Ferries	→		
					Steamship Authority- Fast Ferry	↑		
					Steamship Authority- Primary Vehicle Entrance	↑		
					Hospital	↑		
					Transportation Center	↖		
					Hyannis Main Street	↑		
					Transportation Center	↑		
					Public Parking	↑		
					HyArts Campus	↑		
					Harbor / Private Ferries	↑		
					Public Parks	↑		
					John Paul II School	↑		
					McKeon Park- Harbor Hawks	↑		
					Hyannis Main Street	↖		
					Zion Union Heritage Museum	↖		
					Hyannis Main Street	↖		
					Fire Department	↖		
					Public Parking	↑		
					Transportation Center	↑		
					Steamship Authority	↑		
					Hospital	↑		
					John Paul II School	→		
					McKeon Park- Harbor Hawks	→		
					Hyannis Main Street	↖		
					Massachusetts Air and Space Museum	↖		
					Public Parking	↖↑		
					Transportation Center	↑		
					Steamship Authority	↑		
					Hospital	↑		
					Hyannis Main Street	↖		
					Cape Cod Community College	↖		
					Public Parking	↑		
					Fire Department	↑		
					Fire Department	↑		
					North St. Parking Lot	→		
					Public Parking (Free)	↖		

D29	Pearl St @ Main St	Southeast side of intersection, wood utility pole / NB Pearl St	D1-V	No
D30	Main St @ High School Rd	North side of street, light pole immediately in front of First Baptist Church Food Pantry / WB Main St	D1-V	No
D31	Main St @ Bassett Lane	Northeast side of intersection, light post on curb bumpout / WB Main St	D1-V	Yes * See notes
D32	Bassett Lane @ North St	Southeast side of intersection, landscape patch / NB Bassett Lane	D1-V	Yes
D33	Bearses Way @ Roundabout	South side of roundabout entrance into High School Rd, on light post / SB Bearses Way	D1-V	No
D34	High School Rd Ext @ Fire Department	West side of street immediately south of Fire Department south driveway, small triangular grass strip / SB High School Rd Ext	D1-V	No
D35	High School Rd @ Main St	Northwest side of intersection, 2nd light post heading north / SB High School Rd	D1-V	No
D36	High School Rd @ South St	Northwest side of intersection, grass area / SB High School Rd	D1-V	No
D37	W Main St Rotary @ North St access	EB North St	D1-V	No
D38	North St @ Bassett Ln	Southwest side of intersection, on landscape area immediately north of Santander building sign / EB North St	D1-V	No
D39	North St @ High School Rd	Southwest side of intersection, grass strip / EB North St	D1-V	No

Massachusetts Air and Space Museum	↑	Stainless steel band	Locate next to 'STOP' sign	N
Hyannis Main Street	←			
Cape Cod Community College	←			
Public Parking	←			
Hyannis Main Street	↑	Stainless steel band	None	N
Police Department	←			
Cape Cod Community College	↑			
Public Parking	→			
Fire Department	→	Single post on sidewalk	Existing 'P' and 'EV Charging' sign (remove)	N
Hyannis Main Street	↑			
Public Parking (EV Options)	→			
Hyannis Youth and Community Center	→			
Public Parking (Free)	←	Single post in soil	Existing 'P' sign (remove)	N
Hyannis Youth and Community Center	↑			
North St. Parking Lot	→			
Fire Department	↖			
Hyannis Main Street	↖	Stainless steel band	None	N
John Paul II School	↖			
McKeon Park- Harbor Hawks	↖			
Harbor / Private Ferries	↖			
Hospital	↖	Single post on soil	None	N
North St Parking Lot	↖			
Hyannis Main Street	↑			
John Paul II School	↑			
McKeon Park- Harbor Hawks	↑	Single post on soil	Consider if potential to stack with existing 'Right lane must turn right' sign (if permitted)	N
Waterfront/Harbor/Ferries	↑			
Hospital	↑			
Public Parking	→			
Hyannis Main Street	→	Stainless steel band	None	N
Cape Cod Community College	→			
John Paul II School	↑			
McKeon Park- Harbor Hawks	↑			
Harbor / Private Ferries	↑	Single post in soil	None	N
Hospital	↑			
John Paul II School	↑			
McKeon Park- Harbor Hawks	↑			
Town Hall	↖	Single post in soil	None	N
HyArts Campus/Artist Shanties	↖			
Public Parking	↖			
Harbor / Private Ferries	↖			
Hospital	↖	Single post in soil	None	N
Public Parking	↗			
Fire Department	↗			
Hyannis Youth and Community Center	↗			
Cape Cod Community College	↗	Single post in soil	Potential confirmation needed by landowner?	N
Hyannis Main Street	→			
North St Parking Lot	↑			
Fire Department	↑			
Hyannis Youth and Community Center	↖	Single post in soil	Potentially stack with existing 'To request green, wait on...' sign	N
Fire Department	↖			
Hyannis Main Street	→			
North St Parking Lot	↑			

D40	North St @ Barnstable Rd	Southwest side of intersection, wood utility post heading west / EB North St	D1-V	No
D41	Rte 28 @ W Main St	Landscape median at split / EB W Main St	D1-V	Potential
D42	W Main St @ Pine St	SW intersection corner, existing landscape area / EB W Main St	D1-V	No
D43	W Main St @ Pitchers Way	SW Intersection corner, 2nd wood utility pole heading west / EB W Main St	D1-V	No
D44	MA-28 @ Barry Ave (W. Yarmouth)	NE intersection corner, light pole / WB MA-28	D1-V	No
D45	MA-28 @ #228 (Tasty Buffet, W. Yarmouth)	North side of street, wood light pole at restaurant driveway	D1-V	No
D46	Ocean St @ #213 (Hyannis Harbor Hotel)	North side of street, wood light pole in front of hotel	D1-V	No
D47	Ocean St @ #149 Ocean St	North side of street, wood light pole in front of motel	D1-V	No
D48	Center St @ Ridgewood Avenue	West side of street, wood light pole in front of #73 Center St	D1-V	Yes
D49	Center St @ Ridgewood Avenue	West side of street, wood light pole immediately in front of Ridgewood Avenue entrance	D1-V	No
D50	Ridgewood Ave @ Paula George Way	South side of street, wood light pole east side of Paula George Way	D1-V	Yes
D51	Main St @ Pleasant St	North side of street, wood light pole directly north of Pleasant St entrance	D1-V	No
D52	Main St @ Pleasant St	South side of street, wood light pole directly in front of 245 Main	D1-V	No
D53	Barnstable Rd @ Apothecare Pharmacy	West side of street, landscaped strip directly in front of business entrance	D1-V	Yes
D54	Bearses Way @ Roundabout	Northwest side of roundabout, wood utility pole	D1-V	No

Airport Rotary	←	Stainless steel band	None	Y
Main Street Shopping/Dining	→			
Museums	→			
Town Hall	→			
Library	→			
Harbor / Private Ferries	→			
Public Parks	→			
Downtown Hyannis	↗			
Waterfront/Harbor/Ferries	↗	Double post in soil	Existing MassDOT green 'Hyannis Center' sign (potentially replace?)	N
Transportation Center	↗			
Downtown Hyannis	↑			
Harbor / Private Ferries	↑			
Transportation Center	↑			
Hospital	↑			
Downtown Hyannis	↑			
Harbor / Private Ferries	↑			
Transportation Center	↑	Single post in soil	Existing 'H' sign on SW corner of intersection (to leave)	N
Hospital	↑			
Downtown Hyannis	↑			
Harbor / Private Ferries	↑			
Transportation Center	↑			
Hospital	↑			
Downtown Hyannis	↑			
Harbor / Private Ferries	↑			
Transportation Center	↑	Single post in soil	None	N
Hospital	↑			
Downtown Hyannis	↑			
Harbor / Private Ferries	↑			
Transportation Center	↑			
Hospital	↑			
Downtown Hyannis	↑			
Harbor / Private Ferries	↑			
Transportation Center	↑	Stainless steel band	Clearance unknown for utility box on pole.	N
Hospital	↑			
Downtown Hyannis	↑			
Harbor / Private Ferries	↑			
Transportation Center	↑			
Hospital	↑			
Downtown Hyannis	↑			
Harbor / Private Ferries	↑			
Transportation Center	↑	Stainless steel band	None	N
Hospital	↑			
Downtown Hyannis	↑			
Harbor / Private Ferries	↑			
Transportation Center	↑			
Hospital	↑			
Downtown Hyannis	↑			
Harbor / Private Ferries	↑			
Transportation Center	↑	Stainless steel band	None	N
Hospital	↑			
Downtown Hyannis	↑			
Harbor / Private Ferries	↑			
Transportation Center	↑			
Hospital	↑			
Downtown Hyannis	↑			
Harbor / Private Ferries	↑			
Transportation Center	↑	Stainless steel band	None	N
Hospital	↑			
Downtown Hyannis	↑			
Harbor / Private Ferries	↑			
Transportation Center	↑			
Hospital	↑			
Downtown Hyannis	↑			
Harbor / Private Ferries	↑			
Transportation Center	↑	Stainless steel band	None	N
Hospital	↑			
Downtown Hyannis	↑			
Harbor / Private Ferries	↑			
Transportation Center	↑			
Hospital	↑			
Downtown Hyannis	↑			
Harbor / Private Ferries	↑			
Transportation Center	↑	Stainless steel band	None	N
Hospital	↑			
Downtown Hyannis	↑			
Harbor / Private Ferries	↑			
Transportation Center	↑			
Hospital	↑			
Downtown Hyannis	↑			
Harbor / Private Ferries	↑			
Transportation Center	↑	Stainless steel band	None	N
Hospital	↑			
Downtown Hyannis	↑			
Harbor / Private Ferries	↑			
Transportation Center	↑			
Hospital	↑			
Downtown Hyannis	↑			
Harbor / Private Ferries	↑			
Transportation Center	↑	Stainless steel band	None	N
Hospital	↑			
Downtown Hyannis	↑			
Harbor / Private Ferries	↑			
Transportation Center	↑			
Hospital	↑			
Downtown Hyannis	↑			
Harbor / Private Ferries	↑			
Transportation Center	↑	Stainless steel band	None	N
Hospital	↑			
Downtown Hyannis	↑			
Harbor / Private Ferries	↑			
Transportation Center	↑			
Hospital	↑			
Downtown Hyannis	↑			
Harbor / Private Ferries	↑			
Transportation Center	↑	Stainless steel band	None	N
Hospital	↑			
Downtown Hyannis	↑			
Harbor / Private Ferries	↑			
Transportation Center	↑			
Hospital	↑			
Downtown Hyannis	↑			
Harbor / Private Ferries	↑			
Transportation Center	↑	Stainless steel band	None	N
Hospital	↑			
Downtown Hyannis	↑			
Harbor / Private Ferries	↑			
Transportation Center	↑			
Hospital	↑			
Downtown Hyannis	↑			
Harbor / Private Ferries	↑			
Transportation Center	↑	Stainless steel band	None	N
Hospital	↑			
Downtown Hyannis	↑			
Harbor / Private Ferries	↑			
Transportation Center	↑			
Hospital	↑			
Downtown Hyannis	↑			
Harbor / Private Ferries	↑			
Transportation Center	↑	Stainless steel band	None	N
Hospital	↑			
Downtown Hyannis	↑			
Harbor / Private Ferries	↑			
Transportation Center	↑			
Hospital	↑			
Downtown Hyannis	↑			
Harbor / Private Ferries	↑			
Transportation Center	↑	Stainless steel band	None	N
Hospital	↑			
Downtown Hyannis	↑			
Harbor / Private Ferries	↑			
Transportation Center	↑			
Hospital	↑			
Downtown Hyannis	↑			
Harbor / Private Ferries	↑			
Transportation Center	↑	Stainless steel band	None	N
Hospital	↑			
Downtown Hyannis	↑			
Harbor / Private Ferries	↑			
Transportation Center	↑			
Hospital	↑			
Downtown Hyannis	↑			
Harbor / Private Ferries	↑			
Transportation Center	↑	Stainless steel band	None	N
Hospital	↑			
Downtown Hyannis	↑			
Harbor / Private Ferries	↑			
Transportation Center	↑			
Hospital	↑			
Downtown Hyannis	↑			
Harbor / Private Ferries	↑			
Transportation Center	↑	Stainless steel band	None	N
Hospital	↑			
Downtown Hyannis	↑			
Harbor / Private Ferries	↑			
Transportation Center	↑			
Hospital	↑			
Downtown Hyannis	↑			
Harbor / Private Ferries	↑			
Transportation Center	↑	Stainless steel band	None	N
Hospital	↑			
Downtown Hyannis	↑			
Harbor / Private Ferries	↑			
Transportation Center	↑			
Hospital	↑			
Downtown Hyannis	↑			
Harbor / Private Ferries	↑			
Transportation Center	↑	Stainless steel band	None	N
Hospital	↑			
Downtown Hyannis	↑			
Harbor / Private Ferries	↑			
Transportation Center	↑			
Hospital	↑			
Downtown Hyannis	↑			
Harbor / Private Ferries	↑			
Transportation Center	↑	Stainless steel band	None	N
Hospital	↑			
Downtown Hyannis	↑			
Harbor / Private Ferries	↑			
Transportation Center	↑			
Hospital	↑			
Downtown Hyannis	↑			
Harbor / Private Ferries	↑			
Transportation Center				

IDENTIFICATION SIGNAGE

ID16	Harbor Parking Lot North (Formal Name Needed)	On area hosting 'Town Information' hut	ID-1	No	TBD (future effort)		Single post in paver	Suggest including bike parking detail on sign	N
ID17	Harbor Parking Lot South (Formal Name Needed)	On area hosting 'Town Information' hut		No			Single post in soil	Suggest including bike parking detail on sign	N
ID18	Aselton Memorial Park	Park name embedded in landscape infrastructure					TBD (future effort)	TBD (future effort)	N
ID19	Bismore Park	Ocean Street opposite Hyannis Harbor Hotel							
ID20	JFK Memorial/ Veterans Park Beach	Ocean Street at memorial entrance							

INFORMATIONAL SIGNAGE

Loc ID	Nearest Address/Property Name	General Position (existing or recommended)	Typology (Which user/ design?)	Existing Sign to Remove?	Size	Sign Title / Information to Include	Other Features	Installation Method	Ownership / Clearance/ Access Considerations	Priority?
IN1	Transportation Center	Next to bus shelter at the Center	IN-1	No	TBD but approximate kiosk-style dimensions may be 32"Wx118"H	Downtown Hyannis / Wayfinding map including: destinations by letter (include website or 'seasonal' info in legend, if relevant), 'You are Here' marker, 5-minute walking radius circle, transportation options using symbols (symbol might be on ground like other sidewalk symbols, currently- 'Walkway to the Sea', 'Hail Trolley/Bus Here' etc),	Digital component recommended	double post in sidewalk	None	N
IN2	Transportation Center	Plaza area at the Center St entrance to Transportation Center	IN-1	Yes				double post in sidewalk	Kiosk to remove	N
IN3	North St Parking Lot	At west side of lot, the north end of pedestrian alley near Alberto's Restaurant	IN-1	No				double post in sidewalk	A pedestrian "path" painted in a unique color is recommended for the East to West length of the parking lot and connecting from North to South paths from driveway access points on North St	N
IN4	North St Parking Lot	Towards east side of lot, utilizing one of the parking aisle end yellow-striped zones	IN-1	No				double post in asphalt		N
IN5	"Bassett Ln" Parking Lot	Utilize aisle-end median in the center of the lot	IN-1	No				double post in sidewalk	None	N
IN6	Stone Memorial Park	South side of Main St at Park entrance	IN-1	Yes				double post in sidewalk	Kiosk to remove. Suggest re-striping /adding higher-visibility signage at this crosswalk due to western sunlight hindering visibility	N
IN7	Main St @ Sea St Exchange	Northwest corner of intersection at bumpout	IN-1	Yes				double post in sidewalk	Kiosk to remove. Gable roof-style information kiosk on southwest corner of intersection to remove.	N
IN8	Main St @ Bassett Ln	South side of crosswalk at bumpout	IN-1	No				double post in sidewalk	None	N
IN9	Main St @ High School St	North side of crosswalk at bumpout	IN-1	Yes				double post in sidewalk	Kiosk to remove.	N
IN10	Main St @ Pearl St	North side of street at western crosswalk bumpout	IN-1	No				double post in sidewalk	None	N
IN11	Main St @ JFK Museum	Plaza area in front of museum	IN-1	Yes				double post in sidewalk	Kiosk to remove	N
IN12	South St @ High School St	Whichever northern corner of the intersection features property the Town is able to install	IN-1	No				double post in sidewalk	Suggest crosswalk signage (RRFBs) at this location due to proximity of school	N
IN13	"Civic Center" Parking Lot	East side of southern driveway access	IN-1	No				double post in soil	None	N
IN14	South St @ Ocean St	West side of intersection at Artist Shanties entrance, on grass where red brick path begins	IN-1	Yes				double post in soil	Existing multidirectional sign, HyArts signs at bottom of stairs at south ped entrance (remove)	N
IN15	Aselton Park	Next to Park Information (boat) sign	IN-1	Yes				double post in soil	Existing multi-directional sign (remove)	N
IN16	Ocean St @ Bismore Parking Lot	Next to 'Town Information' hut	IN-1	No				double post in sidewalk	None	N
IN17	Ocean St @ Ferry Entrance	Next to 'Town Information' hut	IN-1	Yes				double post in soil	Existing circular 'Shuttle' sign (remove)	N
IN18	Ocean St Parking Lot	Next to 'Pay Here' kiosk	IN-1	No				double post in asphalt	None	N

DOWNTOWN HYANNIS WAYFINDING SIGNAGE PLAN

