

South Bay Harbor Trail

Environmental Communications and Wayfinding

Design Development

June 11, 2008

prepared by:



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GOALS & OBJECTIVES

IDENTIFICATION & INFORMATION

- identify primary trail identification at Ruggles and Fan Pier
- consistently express the brand of the South Bay Harbor Trail
- clearly identify the South Bay Harbor Trail within the streetscape
- visually mark each site on the tour as a branded stop on the South Bay Harbor Trail
- provide top level interpretation at each site upon-arrival
- supply deeper level interpretation at specific locations
- tell stories

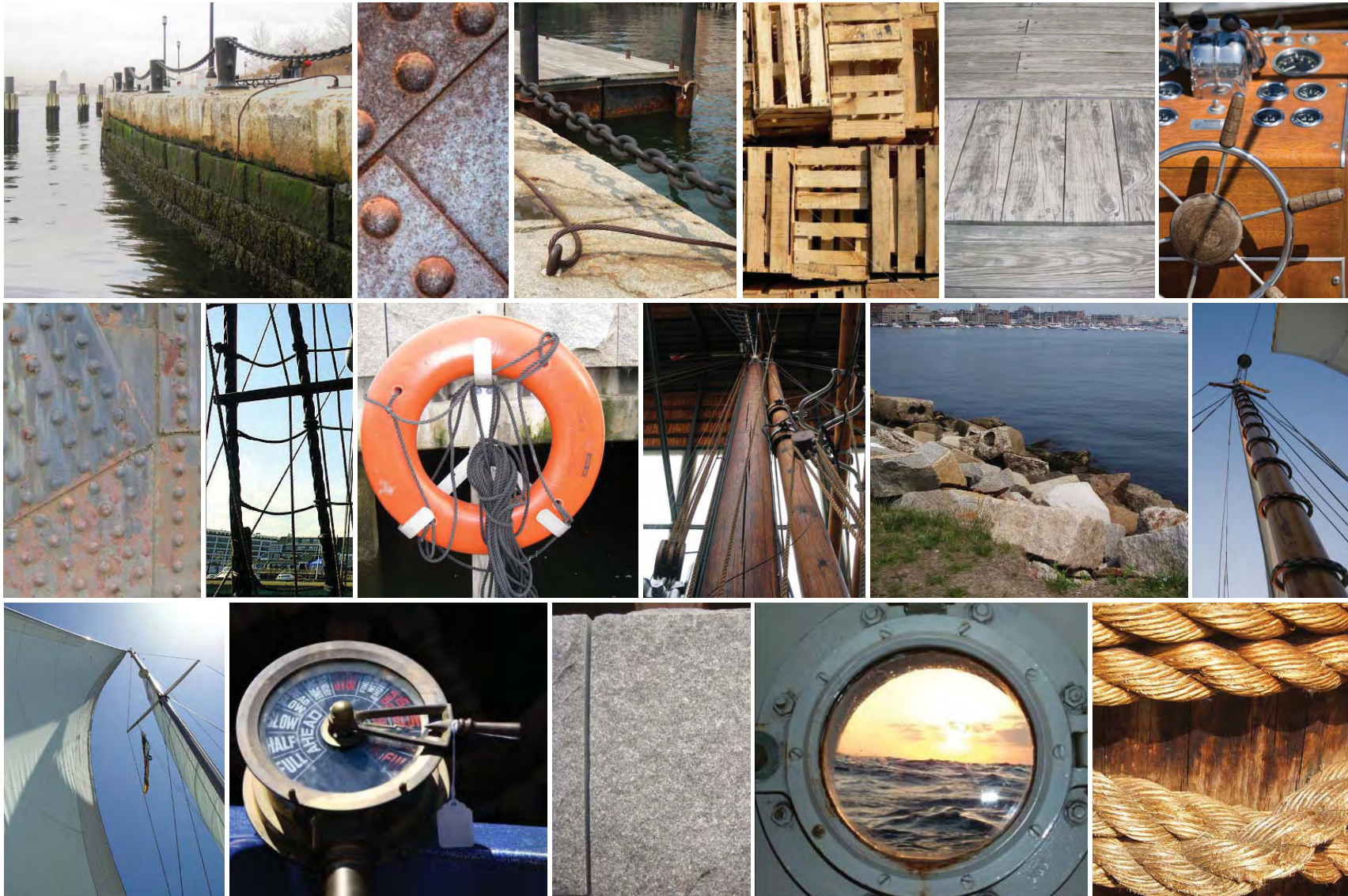
DIRECTION

- clearly direct pedestrians and bikers along the 3.5 mile trail through intersections and all decision points
- clearly direct pedestrians and bikers from inner neighborhoods to the trail as well as along the-trail
- create consistent regulation signs for pedestrians and bikers

AMENITIES

- install placemaking devices that reinforce a sense of place and storytelling through lighting, sculpture and public art
- create an enjoyable and accessible experience through the addition of interpretive elements

DESIGN LANGUAGE – REFERENCE IMAGES



Owner:
**SAVE THE HARBOR
 SAVE THE BAY**
 Boston Fish Pier
 212 Northern Avenue
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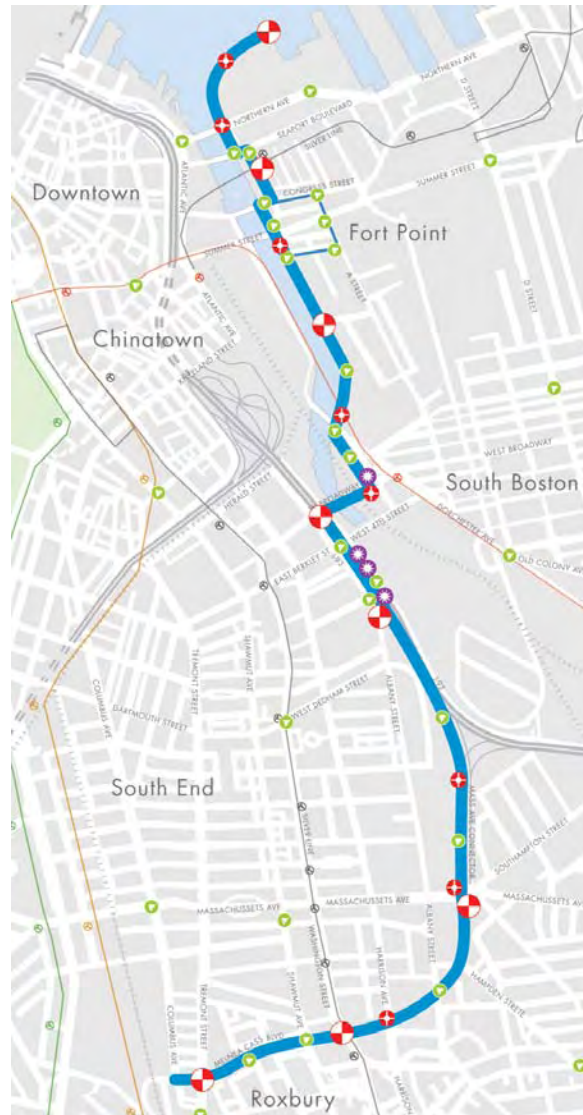
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LOCATION MAP

LEGEND

-  PRIMARY TRAIL ID
-  SECONDARY TRAIL ID
-  TRAIL DIRECTION
-  LIGHT PROJECTION
-  HARBOR TRAIL



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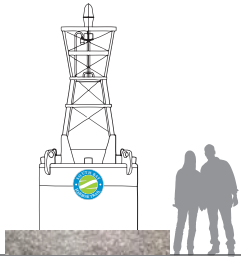
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SIGN TYPES – IDENTIFICATION/INFORMATION

IDENTIFICATION/INFORMATION



FUNCTION

- trail identifier
- landmark

FEATURES

- logo
- dial-in stories
- surface engravings on pavement

LOCATIONS

- main thoroughfares/significant points of interest

DESIGN CONSIDERATIONS

- minimal use to make them special
- only utilize buoys with lights
- integrate specific buoy history into story; for example, its alert purpose, original location, etc.
- integration into surrounding area; for example, painted surrounding water, found objects



PRIMARY TRAIL ID



FUNCTION

- trail identifier
- information, interpretation & storytelling

FEATURES

- logo
- trail map/direction/distance
- points of interest specific to the neighborhood
- printed stories
- harbor theme integrated into structure
- boardwalk enhances the harbor experience

LOCATIONS

- main intersections/significant points of interest



SECONDARY TRAIL ID



FUNCTION

- trail identifier
- direct pedestrians and bikers through intersections and decision points

FEATURES

- logo

LOCATIONS

- imprinted on pavement



TERTIARY TRAIL ID (pavement)

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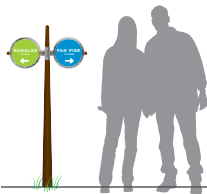
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SIGN TYPES – DIRECTION

DIRECTION



FUNCTION

- direction & distance marker

FEATURES

- trail direction and distance

LOCATIONS

- intersections
- adjacent neighborhoods leading to trail

▲ TRAIL DIRECTION



FUNCTION

- movement/directional information for bicycles

FEATURES

- use color as directional orientation element; blue signs in the direction of Fan Pier and green signs in the direction of Ruggles

LOCATIONS

- imprinted on pavement

◎ BICYCLE DIRECTION (pavement)



FUNCTION

- movement/directional information for pedestrians

FEATURES

- use color as directional orientation element; blue signs in the direction of Fan Pier and green signs in the direction of Ruggles

LOCATIONS

- imprinted on pavement

▲ PEDESTRIAN DIRECTION (pavement)

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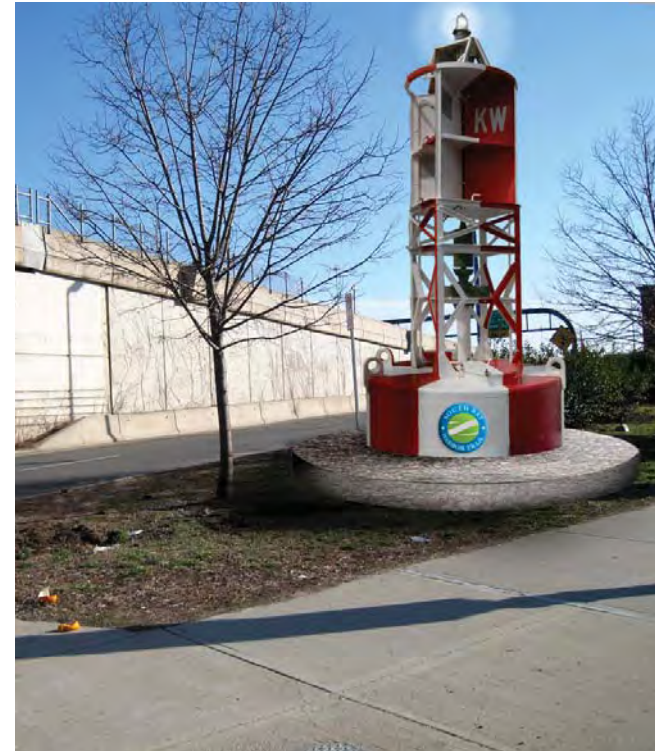
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PRIMARY ID



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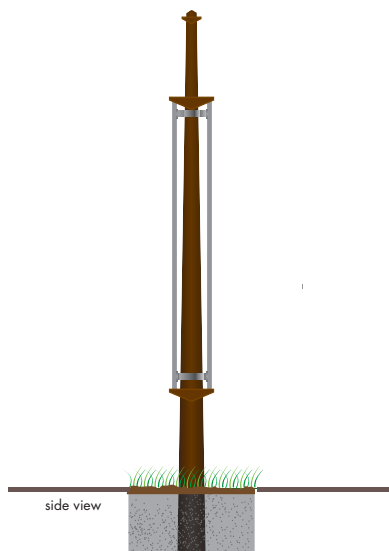
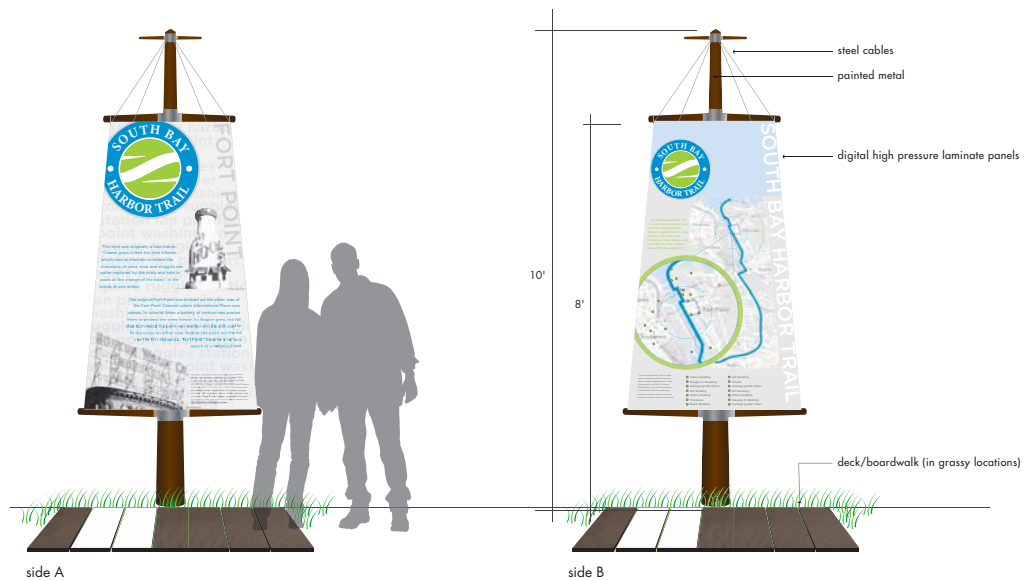
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SECONDARY ID



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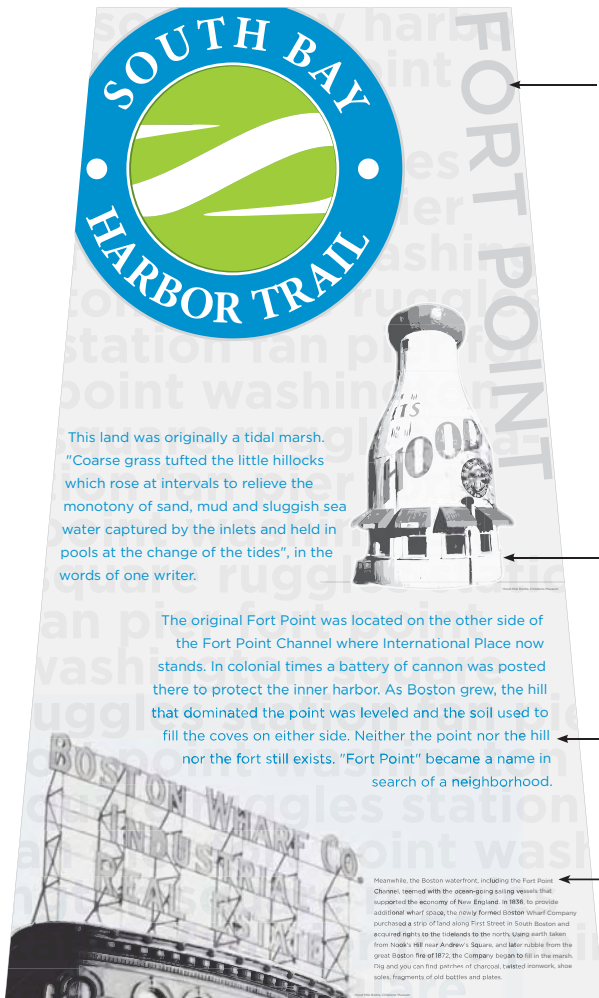
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SECONDARY ID – PANEL DETAIL EXAMPLE



side A (Fan Pier bound)

1. neighborhood name

2. story related images

3. neighborhood stories and history



side B (Ruggles bound)

4. trail map

5. general SBHT information

6. enlarged detail of immediate area (1/2 mile radius) includes:

- you are here
- public transit connections
- local sites

7. neighborhood info and local sites

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TERTIARY ID & BICYCLE / PEDESTRIAN DIRECTION – PAVEMENT MARKERS



thermoplastic crosswalk



painted center line

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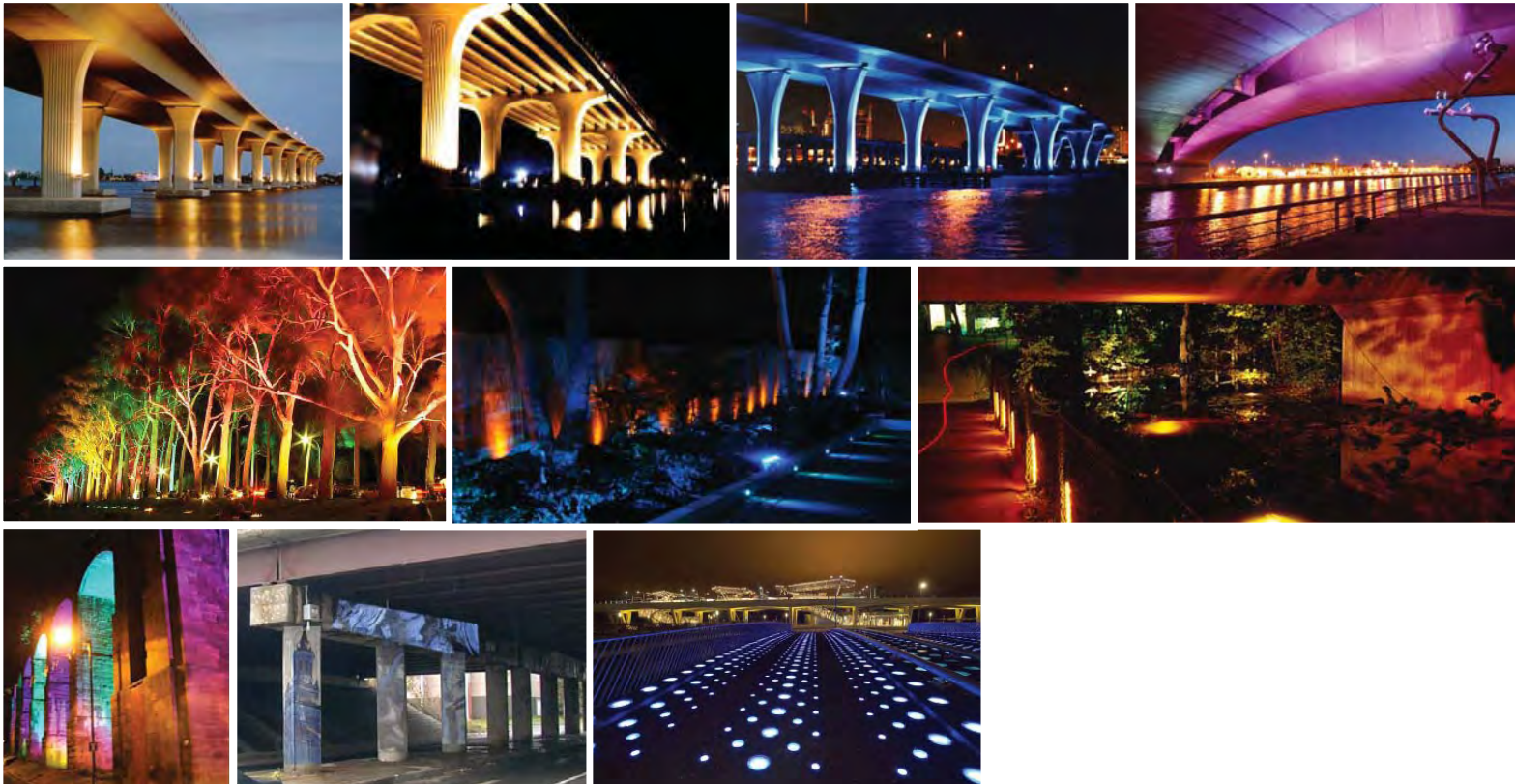
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AMENITIES – LIGHT PROJECTION REFERENCE IMAGES



existing conditions



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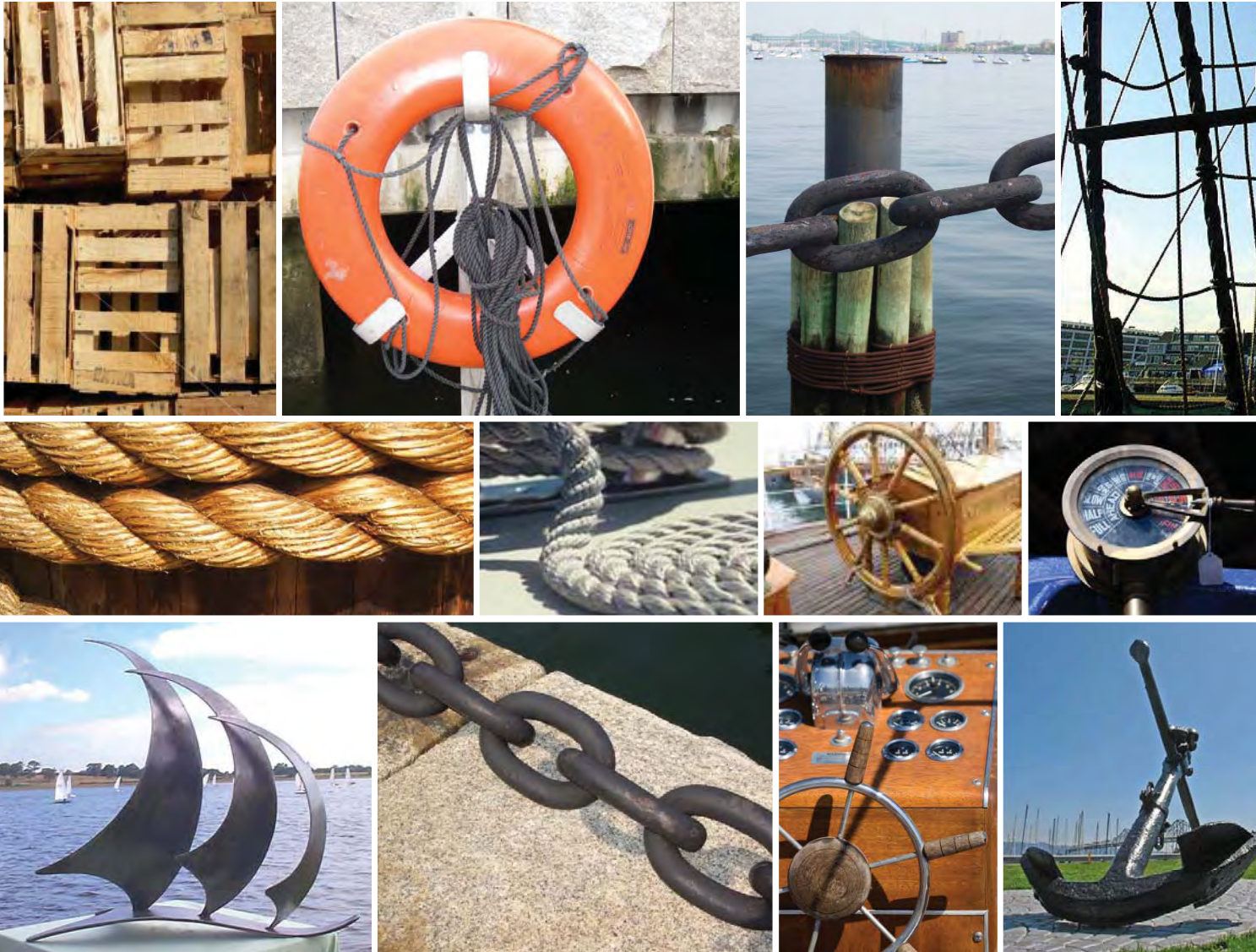
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AMENITIES – FOUND OBJECT REFERENCE IMAGES



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PROTOTYPES

PRIMARY ID – GILLETTE LOCATION



context map



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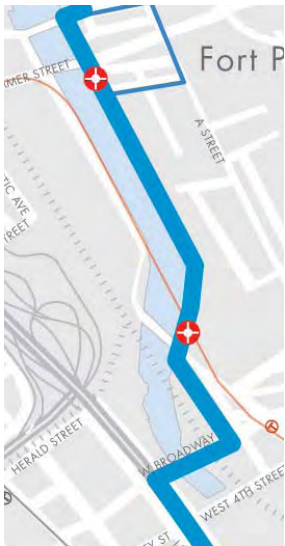
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SECONDARY ID – GILLETTE LOCATION A



context map



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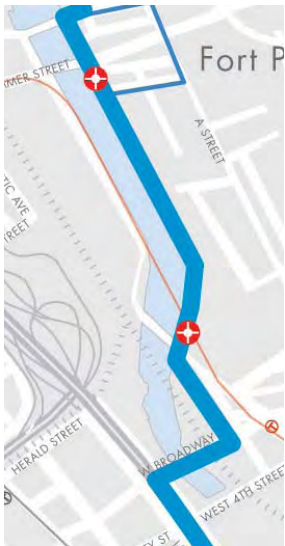
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SECONDARY ID – GILLETTE LOCATION B



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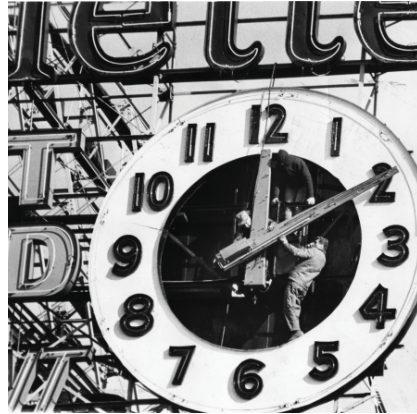
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STORYTELLING EXAMPLES



Domino Sugar Refinery

- History of Molasses and Candy Manufacturing in Boston
- New England Confectionery Company
- Navigation using large vessels up until late 1950's
- Demolition of Refinery for new Gillette Wing



Gillette Company Clock

- Story of business partnership with Thomas Nickerson (Product Marketing Implications)
- Details about the safety shaver patent
- King Gillette's Socialistic agenda (Unknown to many)
- History of the Plant with reference to the neon Clock



Roxbury Canal Aerial

- Overview of topographic history/So. Bay
- Relationship to Lumber and brick trade
- Adjacency to Boston City Hospital -and the city stables.
- conversion into a concrete flow-conduit (Massive hydrological undertaking).



Lumber Schooners at Albany Street near Broadway Bridge

- Image depicts Crafts Wharf where much coal, lumber and brick were stored
- Lumber came from Maine and Nova Scotia
- The New York Streets District (South End) were nearby (Named for B&A RR)
- Site of Tuscan Firehouse Tower/Pine Street Inn today

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