

## Planner's Report

To: Foxborough Planning Board



From: Paige E. Duncan, AICP

Date: October 1, 2019

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Dear BOS Members,

As you know, the Town of Foxborough was awarded a Massachusetts Downtown Initiative ("MDI") Technical Assistance grant, which provides up to \$15,000 worth of consultant services to assist with the development of a wayfinding plan for the Foxborough Common area. The overall goal of the Wayfinding and Branding Project is to "ensure the continued vibrancy and long-term vitality of Foxborough Common, its tenants, and its property owners for the benefit and enjoyment of the Town, its residents, and visitors." The ability to attract more visitors, retailers, restaurants, and business opportunities to the Foxborough Common area will expand sales and create jobs while maintaining the small town character so valued by residents. It is believed that development of a unifying brand and comprehensive wayfinding signage program will further these positive outcomes.

This grant has awarded the Town the opportunity to utilize a professional consultant for the development of a professionally designed brand, the establishment of realistic cost estimates, and the creation of a strategic plan for the location and installation of wayfinding signage based on best practices.

The Town was assigned Mark Favermann of Favermann Design as our consultant for the project. You can see some examples of his past wayfinding and branding projects here:

<http://favermannesign.com/pages/index.shtml>

### Summary of Proposal:

#### Existing Signage

1. Remove 40 "One Hour Parking" signs located on School, South, Liberty, Central, Cocasset, Bird and Mechanic Streets.
2. Remove one 15 minute parking sign in front of 11 Bird Street.
3. Keep 15 minute signs in front of 6 Mechanic Street (Primo's Pizza).

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4. BOS to determine need for 15 minute parking signs in front of 29 Bird Street based on possible change of use.
5. Remove white Route 140 signs [the large green highway directional signs to remain].
6. Relocate large I-95 (blue) sign by strapping to existing pole currently holding large green highway directional sign. This would leave the second island on left clear of all signage (and only one sign on the first island).
7. Remove old parking “P” signs in following locations (this is just for removal, detail on new parking signs found in “New Signage” section below):
  - a. Wall Street (3) – in front of 8 Wall Street, on telephone pole by TD bank and with one hour parking sign located between TD Bank and Post Office.
  - b. Cocasset Street (2) – on telephone pole in front of Verizon Building at 15 Cocasset and on telephone pole between 8 Cocasset and Rockland Trust.
8. Remove “Town Hall Municipal Lot” sign at Liberty and Central Streets.

### New Signage

9. Install “P” parking signs (“C2”) in the following locations [24 x 36”; mounted 96” high]:
  - a. Wall Street (single sided – replace old sign in front of 8 Wall Street)
  - b. Cocasset Street (double sided on new base in sidewalk in front of Verizon building at 15 Cocasset St)
  - c. South and Liberty Place (double sided, to be located away from corner of Liberty Street and South Street due to existing signage and monuments)
  - d. Mechanic Street (double sided. Use existing base for one hour parking sign in front of 15 Mechanic)
  - e. Mechanic Street (single sided. To be located in grass strip between railroad tracks and Cumberland Farms.)
  - f. Railroad Ave at Bird Street (single sided to be located “kitty corner” at entrance to Schneider lot)

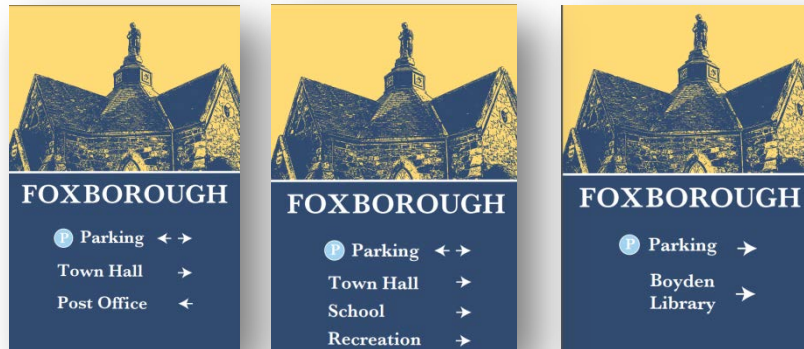


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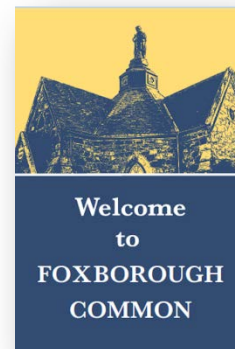
10. Install parking/directional signs (modified "C1") in the following locations [24 x 36"; mounted 96" high]:



- Central Street/Wall Street (double sided) directing to Town Hall, Post Office and Parking.
- South Street/School Street (single sided) directing to Town Hall, Recreation, Schools and Parking (parking arrows in both directions). Reuse existing base for Route 140 South sign located in first island in front of Bay Colony.
- Cocasset Street/Bird Street (single sided) directing to Library and Parking.

11. Install "Welcome to Foxborough Common" signs (modified "I") in the following locations [30 x 45"; mounted 96" high]:

- Main Street in vicinity of Granite Street (grass strip in front of 26 Main St).
- Mechanic Street in vicinity of Railroad Ave (in vicinity of 30 Mechanic St).
- Cocasset Street (across from 21 Cocasset, to replace a one hour parking sign).
- Central Street in vicinity of Gray Road (between #54-TD Bank and #70-Asian Ginger)
- South Street in vicinity of Liberty Place (location TBD, not proposed at this time)



We look forward to discussing this proposal with you at your October 15<sup>th</sup> Board of Selectmen meeting.

Thank you.