

WAYFINDING SIGN DESIGNS NORTHFIELD HISTORIC DISTRICT

Preliminary designs prepared for the City of Northfield

*Presented to the
Northfield Downtown Development Corporation Forum
February 6, 2007*

SCOPE OF THE PROJECT:

- *Design a wayfinding graphic identity system for the Northfield Historic District.*
 - Survey community sentiment on aesthetic and identity issues (October–November 2006)
 - Develop three preliminary graphic design treatments (December 2006–January 2007)
 - Develop a representative sign fixture and a graphics placement map of the historic district (January 2007)
 - *Solicit public comment on the preliminary designs (February–March 2007)*
 - In consultation with city staff, select one design treatment for presentation to the City Council (April 2007)

REPRESENTATIVE COMMUNITY CONSTITUENCIES

- Mayor's Downtown Streetscape Task Force
- Northfield Heritage Preservation Commission
- Northfield Downtown Development Corporation
- Chamber of Commerce
- ArtsPlan 06 Group

COMMUNITY PERCEPTIONS OF NORTHFIELD'S IDENTITY

We invited comments about five aspects of Northfield's community identity:

- Eras of the town's significant historical touch points
- Colors that characterize various historical periods
- Typographic styles
- Community characteristics
- Community identity



ERAS OF NORTHFIELD



TYPOGRAPHIC STYLES



COLORS



COMMUNITY IDENTITY



COMMUNITY CHARACTERISTICS

NOT QUITE CONSENSUS, BUT CLOSE:

- Interest in maintaining an historic, small town sensibility
- Ready to move on from the cow image
- Suspicion of being too “slick”
- Desire to present a more graphically sophisticated identity
- Strong interest in alleviating the visual clutter within the historic district

SIGN SCHEME 1: HISTORIC



HEADER PANEL

LOCATION PANEL



COLOR PALETTE



- “Old West” feeling
- Distressed type with stylized display face
- Muted, earthy colors

SIGN SCHEME 2: CLASSIC



HEADER PANEL

LOCATION PANEL



COLOR PALETTE



- Traditional type styles
- Decorative embellishments
- Nature-inspired colors

SIGN SCHEME 3: CONTEMPORARY

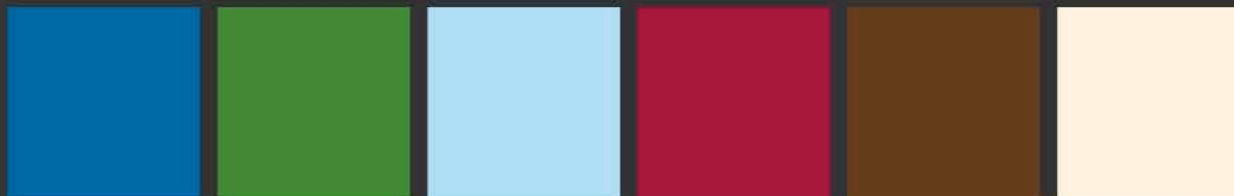


HEADER PANEL

LOCATION PANEL



COLOR PALETTE



- Casual and modern type styles
- Clean, crisp lines
- Vivid colors

PROPOSED SIGN LOCATIONS



1-4 PERIMETER SIGN
TREATMENTS

5-11 INTERIOR SIGN
TREATMENTS

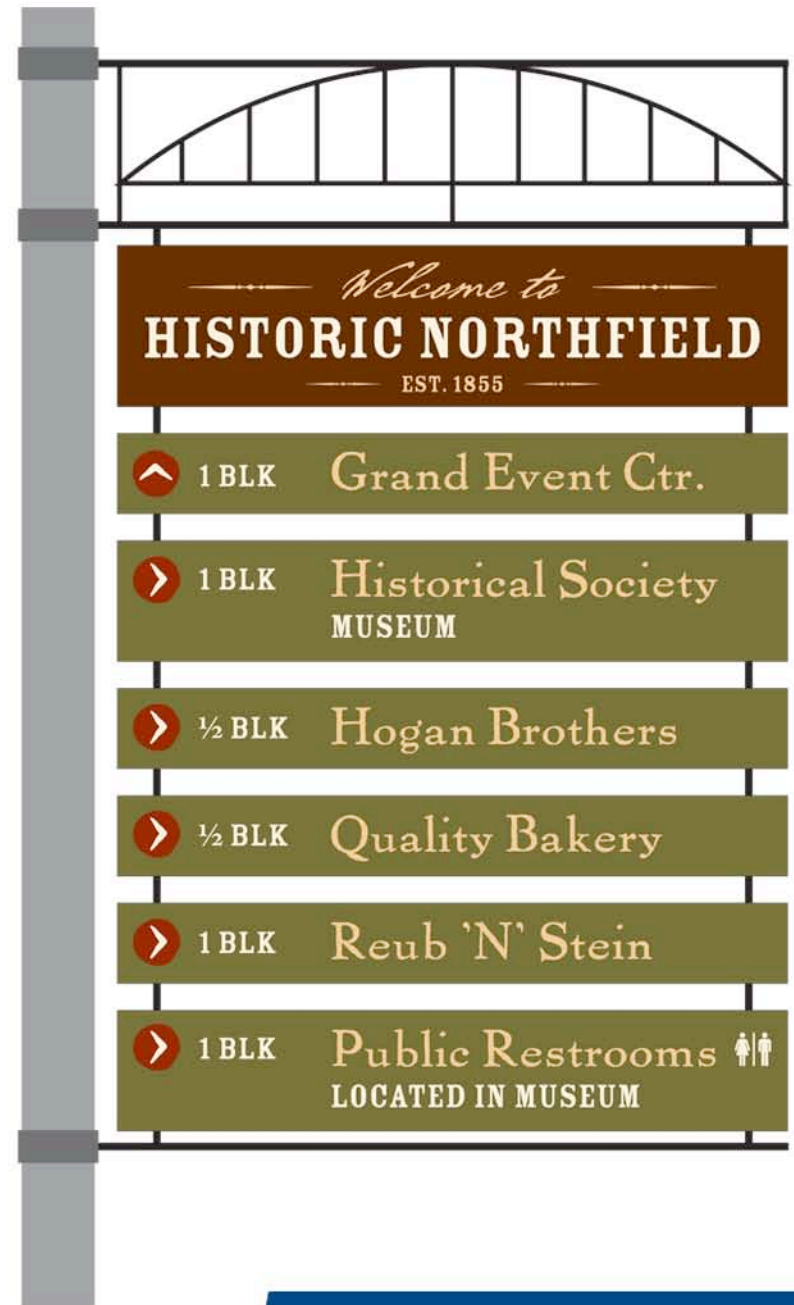
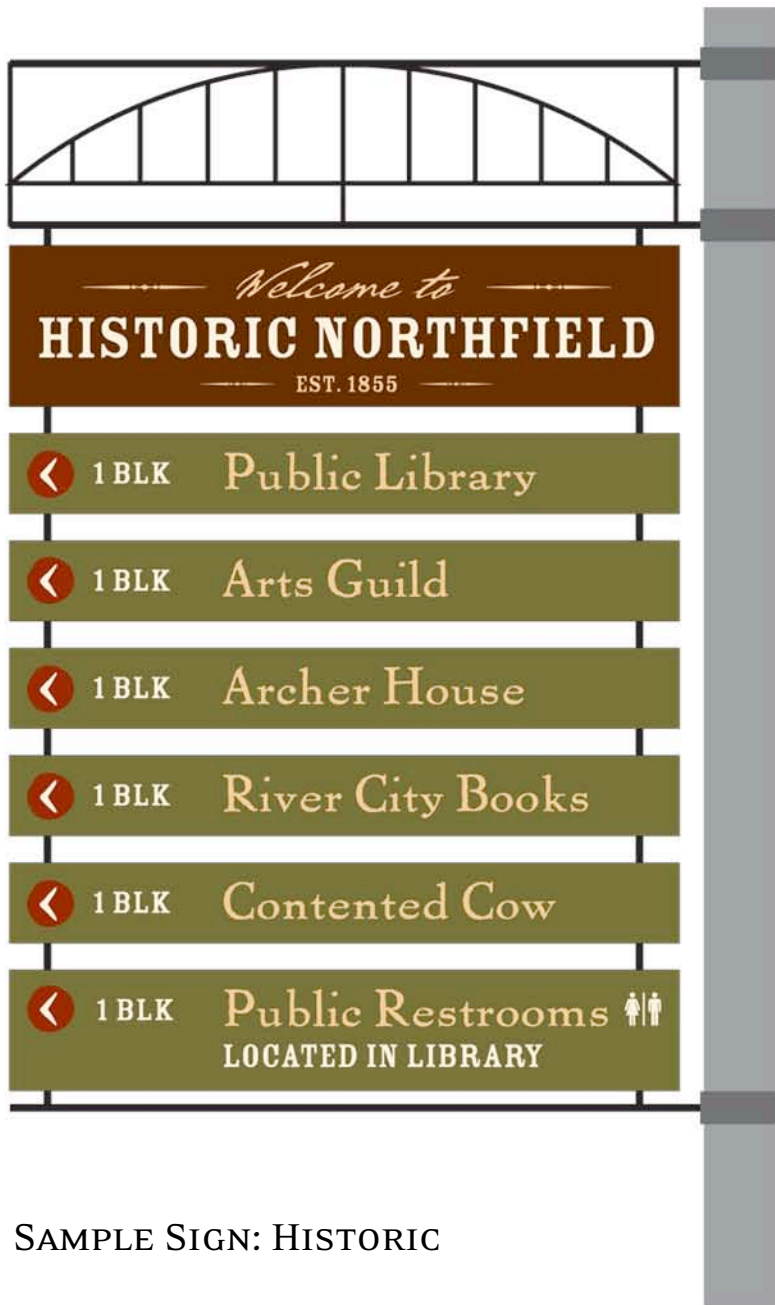
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WAYFINDING SIGN CHARACTERISTICS

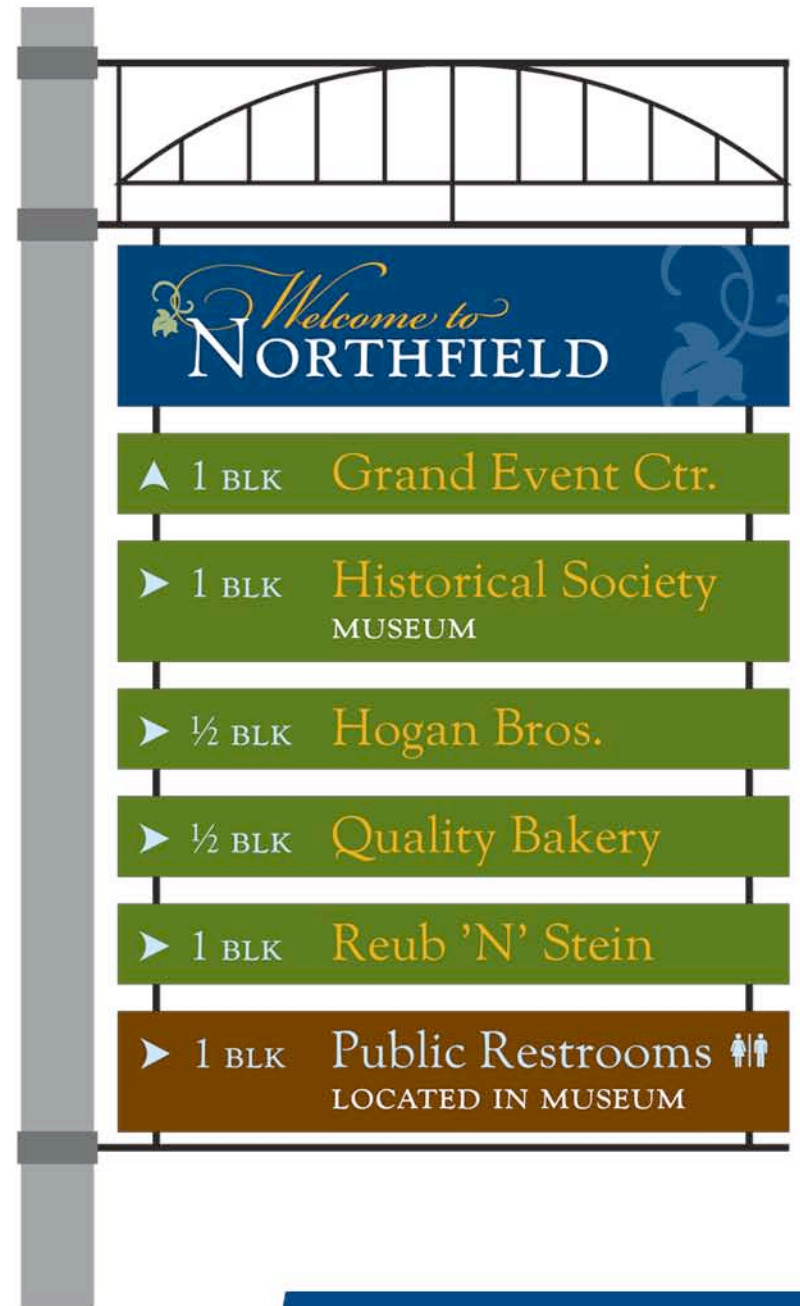
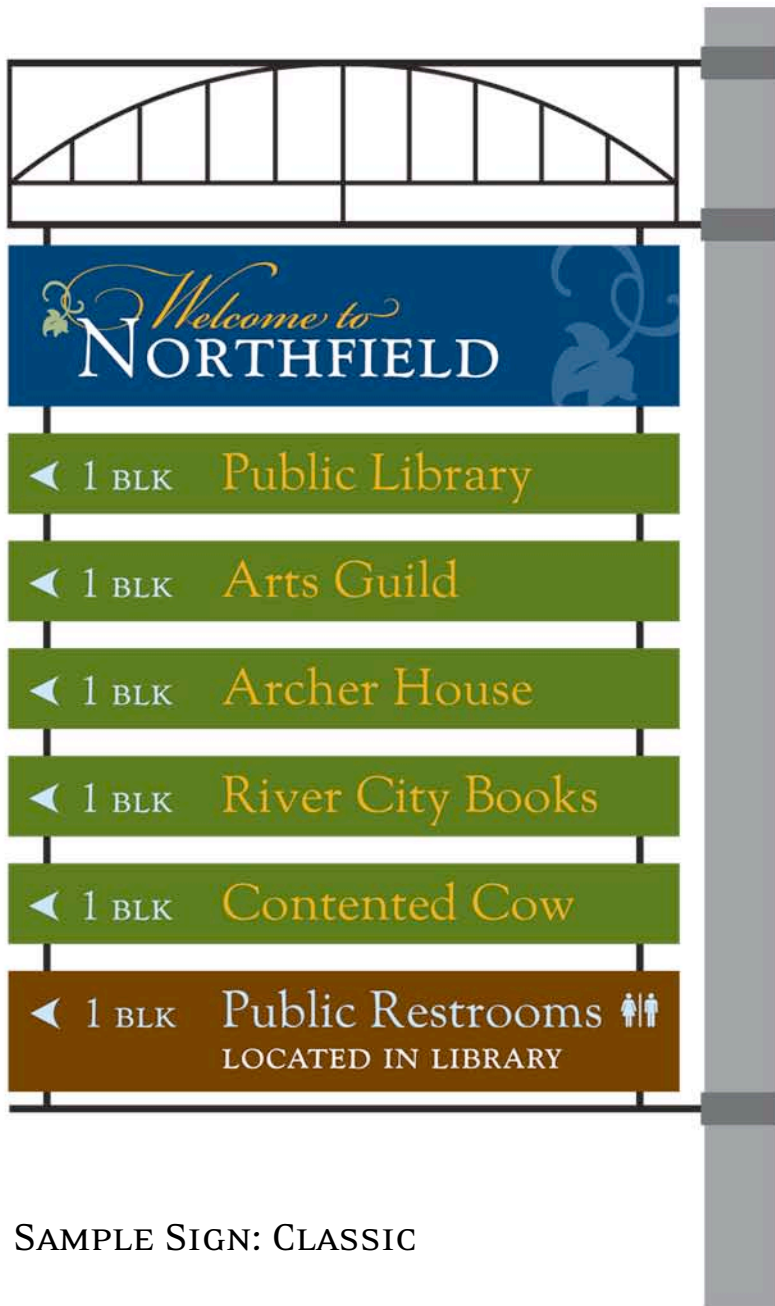
- Perimeter Sign Treatments
 - Larger sign panels and type for easier recognition by motorists and bicyclists
 - Emphasis on vehicle destinations, especially parking
 - Provide directions to destinations outside the Historic District
 - Use of standard iconography

WAYFINDING SIGN CHARACTERISTICS

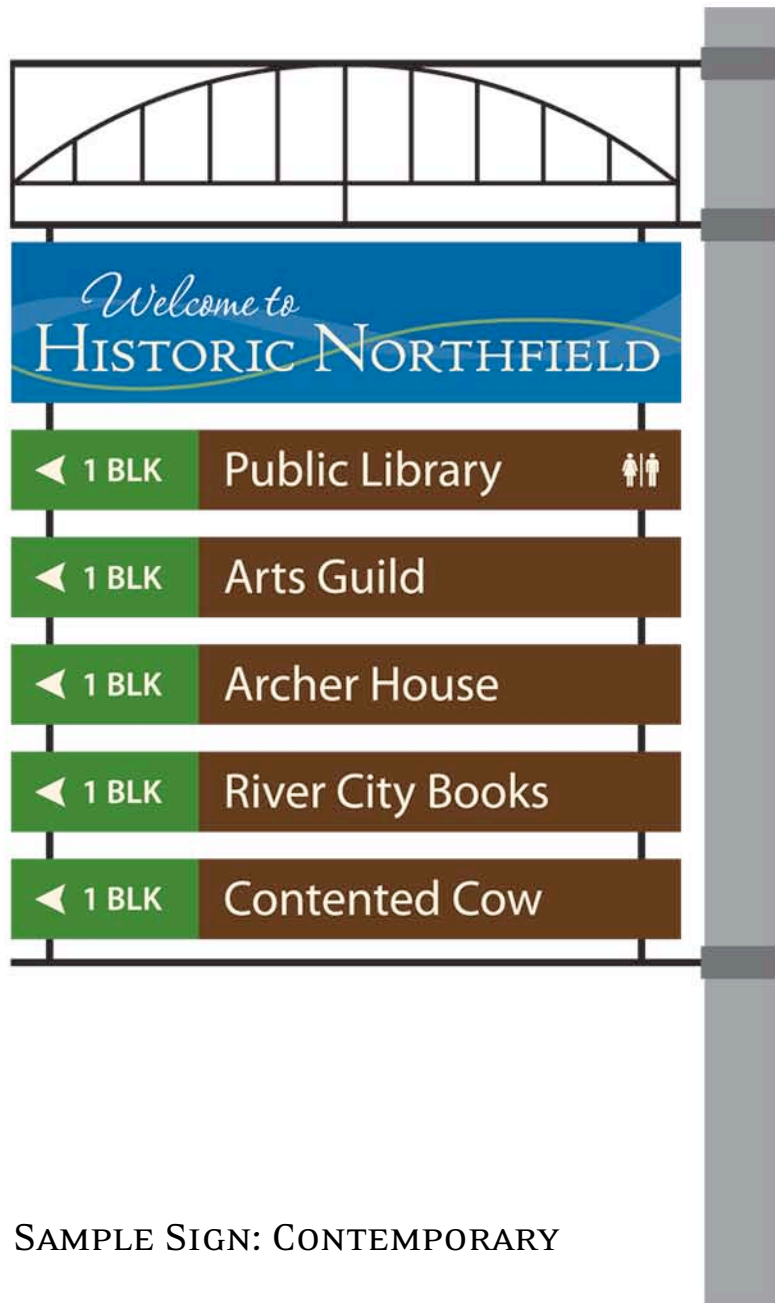
- Interior Sign Treatments
 - Pedestrian-friendly focus, smaller panels and type
 - Emphasis on destinations and amenities within the Historic District
 - Use of standard iconography for public facilities and amenities
 - Opportunity for commercial organizations to participate on a rotating basis



SAMPLE SIGN: HISTORIC



SAMPLE SIGN: CLASSIC



SAMPLE SIGN: CONTEMPORARY

WAYFINDING SIGN CHARACTERISTICS



— Welcome to —
HISTORIC NORTHFIELD
— EST. 1855 —

SCHEME 1: HISTORIC

- “Old West” feeling
- Distressed type with stylized display face
- Muted, earthy colors



Welcome to
NORTHFIELD

SCHEME 2: CLASSIC

- Traditional type styles
- Decorative embellishments
- Nature-inspired colors



Welcome to
HISTORIC NORTHFIELD

SCHEME 3: CONTEMPORARY

- Casual and modern type styles
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