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## Friends of Cold Spring Park

P.O. Box 610023

Newton Highlands, MA 02461

# Wayfinding Signage proposal for Cold Spring Park

March 2nd 2023

## OVERVIEW

The need for wayfinding or directional signage has been an important goal of the Friends of Cold Spring Park (FCSP) since its inception. But, it took on more urgency after the newly created Naming subcommittee of FCSP started to catalogue the most salient geographic features of Cold Spring Park (CSP) and identify trail finding challenges. The primary goal as stated below is a preliminary plan for wayfinding signage to help users of CSP better orient themselves on the main trails within the park. Additionally, our goal was to create a balance between designing sign posts for new users of the park that would be informative while not distracting from the beautiful nature of this main park of Newton.

### **This proposal is the culmination of the following efforts:**

- 1) The FCSP created a GPS plotted orientation map of the park and trails, and noted areas identified as having navigation challenges.
- 2) The FCSP walked through the park with staff of the Newton Parks and Recreation Department to identify potential areas for the wayfinders and share prior experience with successful sign design. Staff included Luis Perez Demorizi, Director of **Parks & Open Space at Parks, Recreation & Culture**.
- 3) The FCSP contacted Jennifer Steel, *Chief Environmental Planner* to learn citywide standards of park signs. The FCSP also met with Ted Chapman who is both a member of the Parks Commission and the OSRP Trails Subcommittee for Newton.
- 4) A utility markout was requested with the Utilities Division for the City of Newton for signposts 6 + 7, which are located in the proximity of the aqueduct section of the

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Lifecourse trail. Both locations were approved by Patrick Caressi and Robert Sullivan, Assistant Superintendents for the City.

- 5) The FCSP contacted local parks of prominence for examples of best practices. This includes the Audubon Broadmoor Wildlife Sanctuary in Natick and the City of Bedford Trails committee. In addition, several documents and organizations have provided valuable information. These include the U.S. National Park Service and the [American Trails](#) organization, to name a couple, as well as the signage and wayfinding document put together by the town of Mammoth Lakes in CA: [https://mltpa.org/images/downloads/060\\_5SignageAndWayfinding.pdf](https://mltpa.org/images/downloads/060_5SignageAndWayfinding.pdf) and recommended by Luis Demorizi.
- 6) The Committee contacted the sign company Signarama, which is the vendor of the Audubon Broadmoor Wildlife Sanctuary. Signarama is based in Framingham and has provided cost estimations and an initial review of the proposed wayfinder route.
- 7) The Committee also determined that the wayfinding trail needed a clear primary feature to ground all the directions. For this reason, we determined the Lifecourse trail was this feature but it required a name change that more clearly indicated this role. We have renamed this trail the Cold Spring Loop to better indicate the main role of this trail in the park and its circular configuration.
- 8) Ellen Weinberger of Weindesign, Newton, MA created the master design for the wayfinders. She was trained at the Rhode Island School of Design and consults with numerous Newton-based non-profits, historic and government entities on branding communication. She worked with the committee to unify the Wayfinding elements into a clear and cohesive system of navigation. She has also agreed to be the liaison to FCSP's selected print vendor and to provide them with the complete set of final design files once the proposed CSP wayfinder signage is approved. She will also update the kiosk map.
- 9) Based on these efforts, the following proposal recommends 9 accessible wayfinding signs to be installed throughout the park as specified below.

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## GOALS

1. Provide a plan for wayfinding signage to help users of Cold Spring Park (CSP) better orient themselves on the main trails, which includes the Lifecourse trail and those who frequent the off-leash area.
2. Coordinate with first responders for the City of Newton to incorporate a numbering plan to the proposed signage, thus providing the City's fire rescue and police with better geolocation in the rare event that their services are needed by the park's users.

## SPECIFICATIONS:

**Intro:** This proposal is designed as an initial phase and limited to directional signage that can be adjusted over time should the need arise for additional signage. In Phase one, this proposal recommends 9 wayfinding signposts. The expectation is that the City of Newton and FCSP will work together towards the cost of material as well as provide the necessary manpower and equipment to dig the holes for the signposts. A local Eagle scout candidate has agreed to undertake some aspects of assembling the signage materials and its installation. Provided the proposal is approved in a timely fashion, we anticipate the installation to be completed in late Spring. Here is our projected timeline.

**Feb.** - comment period and final approval by FCSP.

**March-April** - Review, comment, edits (if applicable) and approval by Newton Parks, Recreation and Culture.

**May** - Signage file preparation & sign offs. Purchase of Posts, fasteners and fabrication prep can begin.

**June** - Sign production and post assembly, sitework prep for post locations, sign installation and Ribbon cutting!

We have included a map (Appendix 1), which identifies the proposed locations of the signposts. We recommend the signs be in a font and color similar to the de facto standard adopted by Newton's Conservation Commission Planning & Devel. Dept. (Appendix 2), and in a vertical post design similarly used by the Mass Audubon to minimize upkeep and vandalism. The QR code currently shown is a placeholder but we recommend the following map (Appendix 3) with the following URL (<https://www.chitistone.net/wp-content/uploads/2023/02/QR-map-1024x1024.png>).

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## Directional Signage:

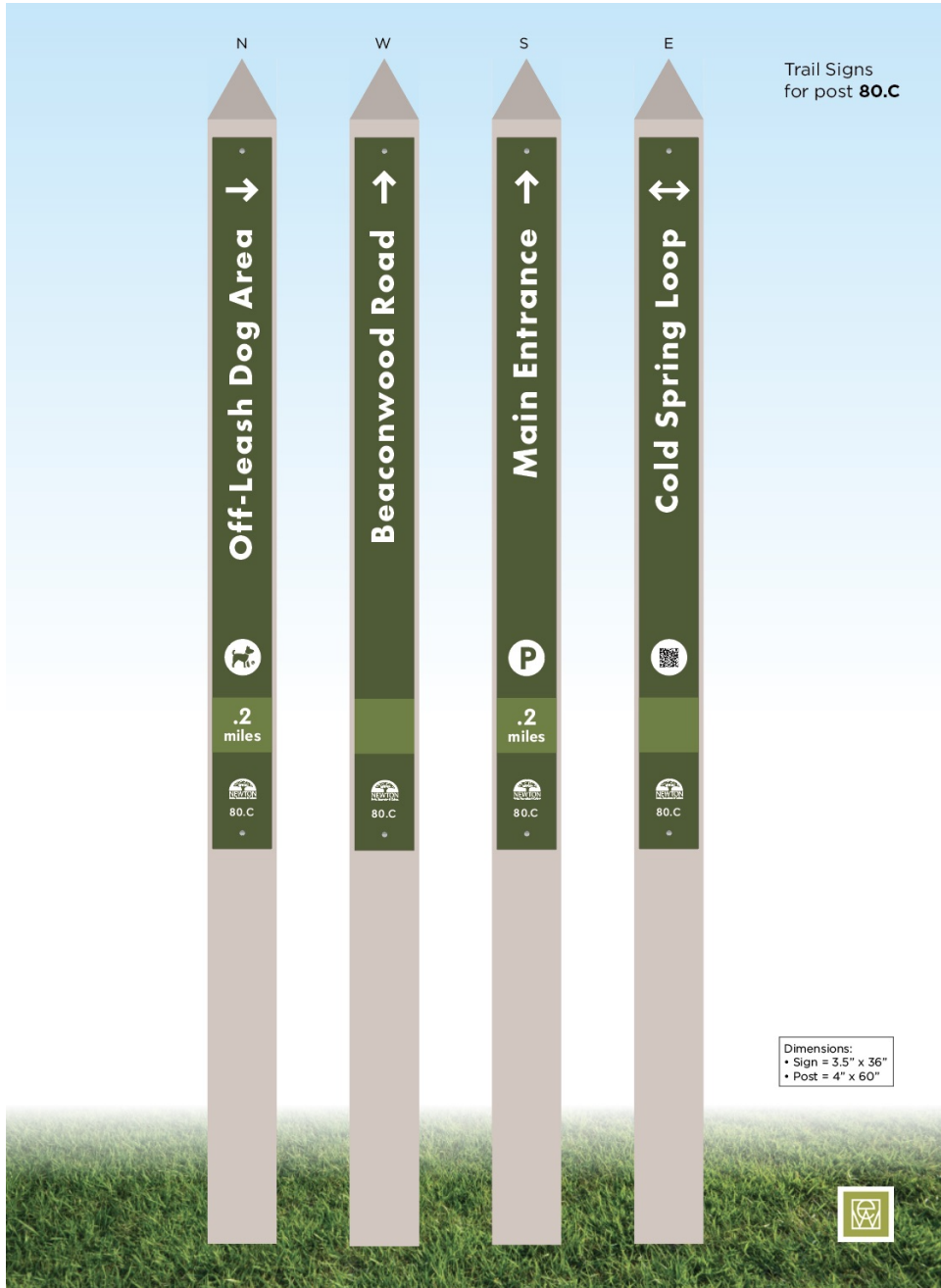
### Sign Design-

Below are images of signposts #1 and #8 and of the finished signage design as mock-ups.

Signpost #1



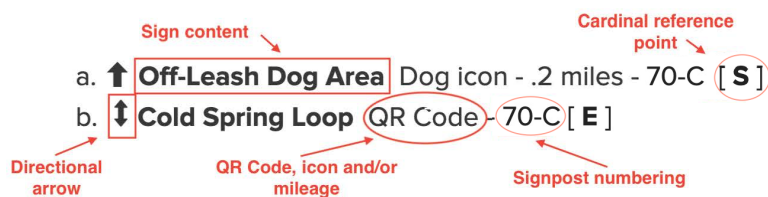
Signpost #8



**Content information only-**

The remaining signposts shown below only display sign content.

**NOTE:** Below is a pictorial reference identifying the various elements for each sign as specified.



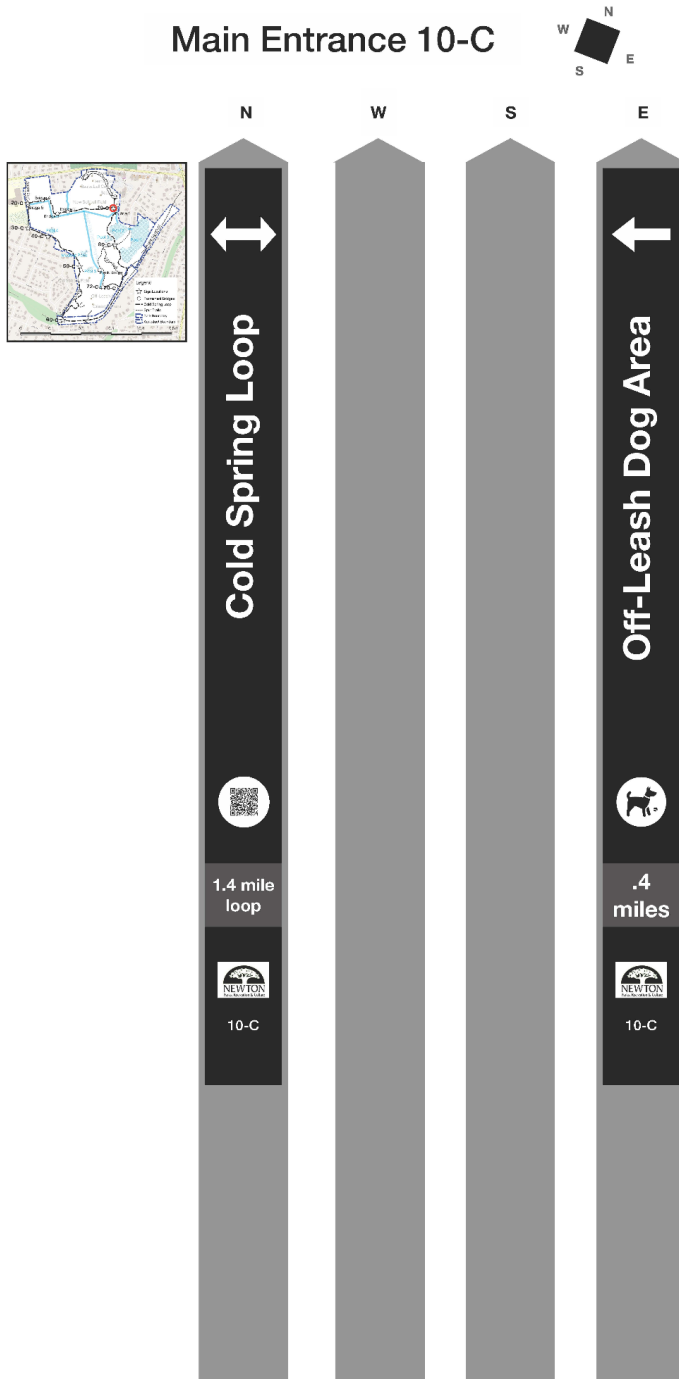
**1. Main Entrance Signpost** (3-way junction near Beacon St. Parking Area & Kiosk)

Two faces of the post will have directional signage:

- a. **↕ Cold Spring Loop** QR Code - 1.4 mile loop - 10-C [ **N** ]
- b. **↓ Off-Leash Dog Area** Dog icon - .4 miles - 10-C [ **E** ]
- c. [FCSP Branding + Scout project acknowledgement sign [ **W** ]]

**Note:** The wording of this sign (c.) can be read by viewing appendix 4 below.

This facsimile is a reference for content only:

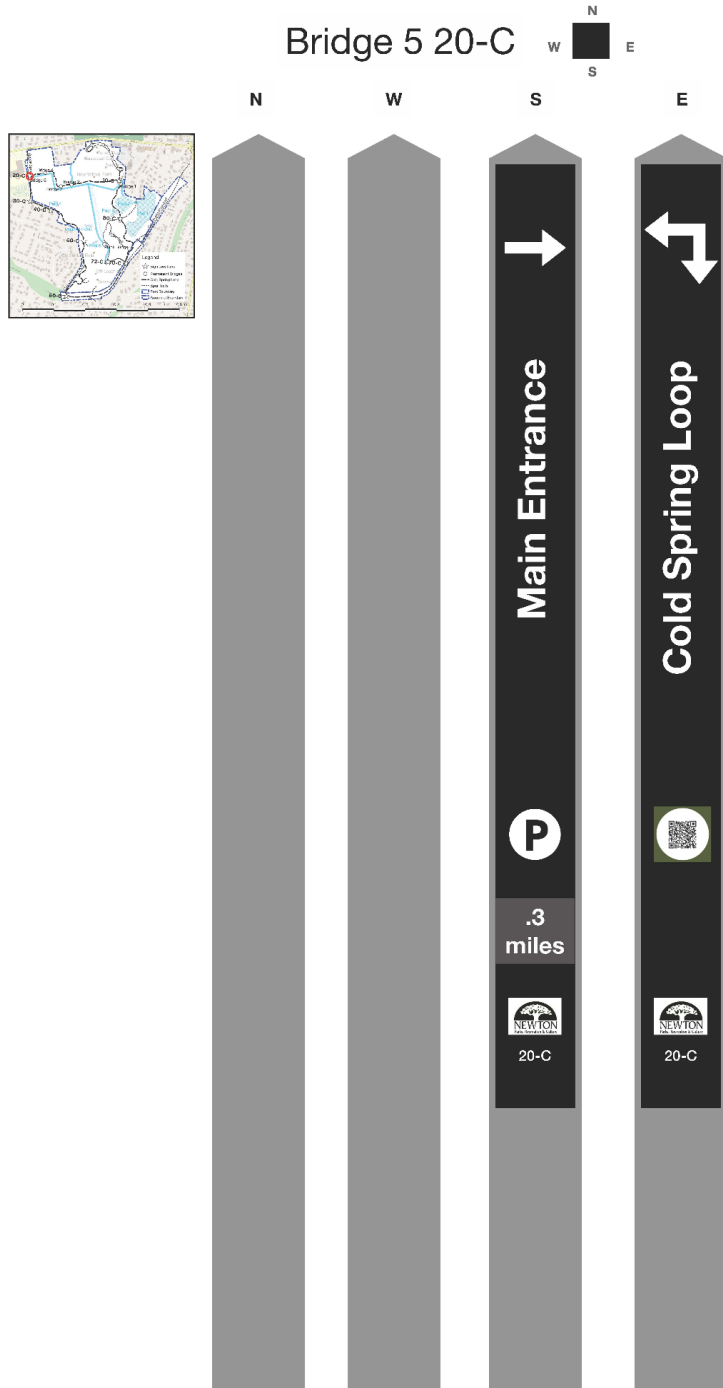


**2. Bridge 5 Signpost** (3-way junction near rear entrance to Zervas School from Park)

Two faces of the post will have directional signage:

- a. ↘ **Cold Spring Loop** QR Code - 20-C [ **E** ]
- c. ↑ **Main Entrance** Parking "P" icon - .3 miles - 20-C [ **S** ]

**This facsimile is a reference for content only:**

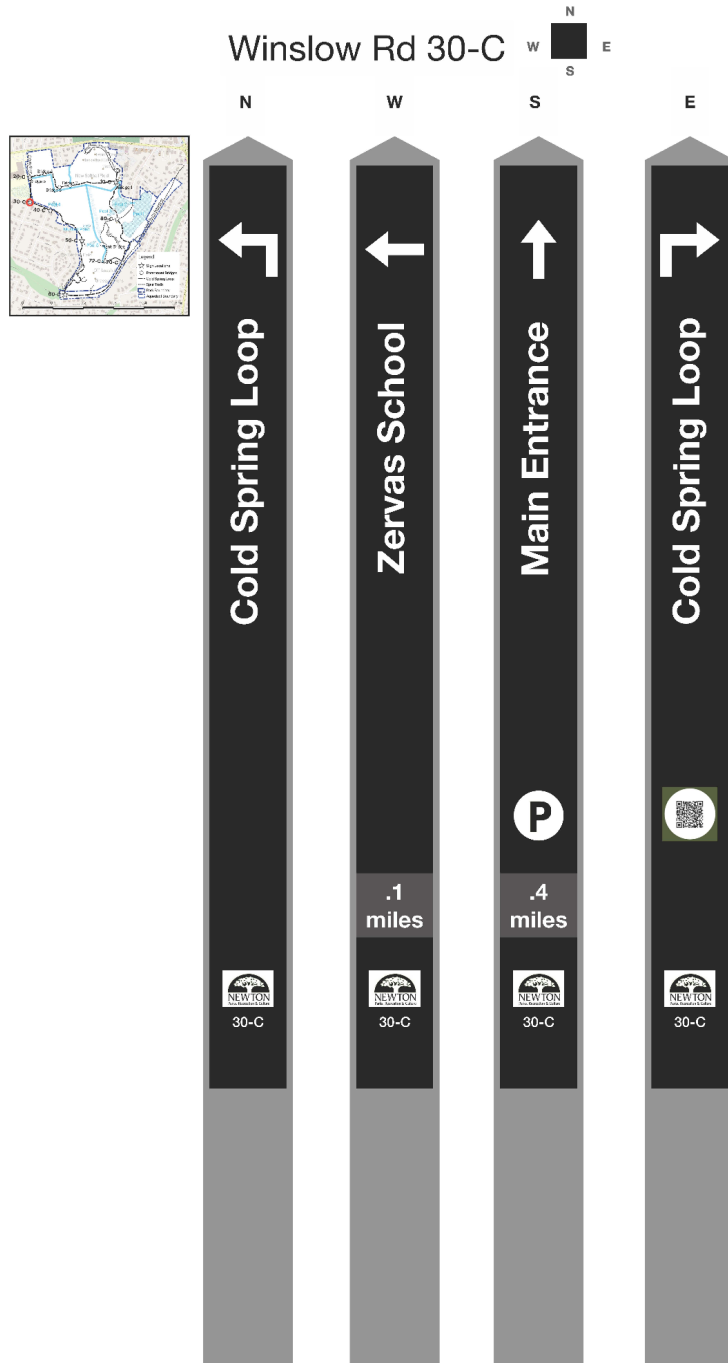


### 3. Winslow St. Entrance Signpost

Four faces of the post will have directional signage:

- a. ↓ **Zervas School** .1 miles - 30-C [ **W** ]
- b. ↖ **Cold Spring Loop** 30-C [ **N** ]
- c. ← **Main Entrance** Parking “P” icon - .4 miles - 30-C [ **S** ]
- d. ↗ **Cold Spring Loop** QR Code - 30-C [ **E** ]

This facsimile is a reference for content only:



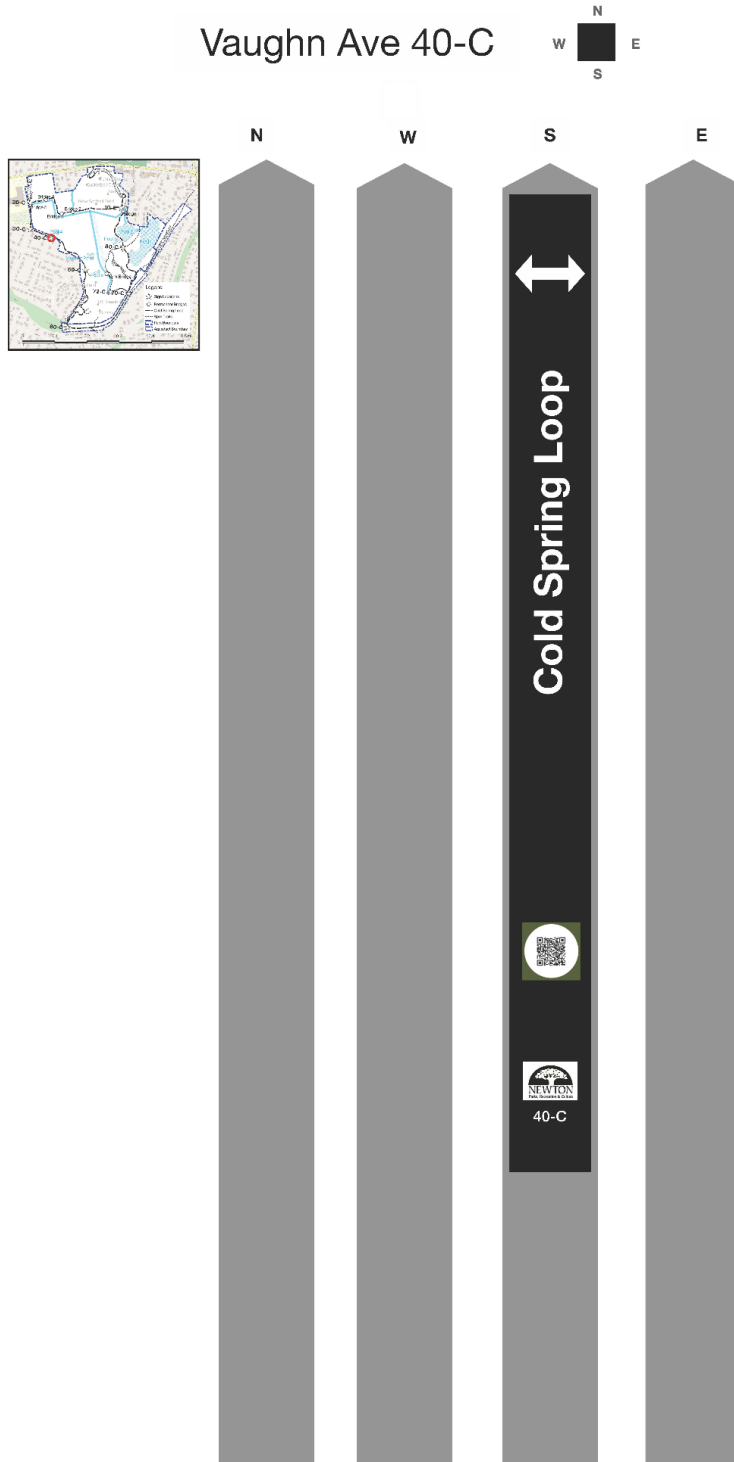


#### 4. Vaughn St. Entrance Signpost

One face of the post will have directional signage:

- a. **↕ Cold Spring Loop QR Code - 40-C [ S ]**

**This facsimile is a reference for content only:**



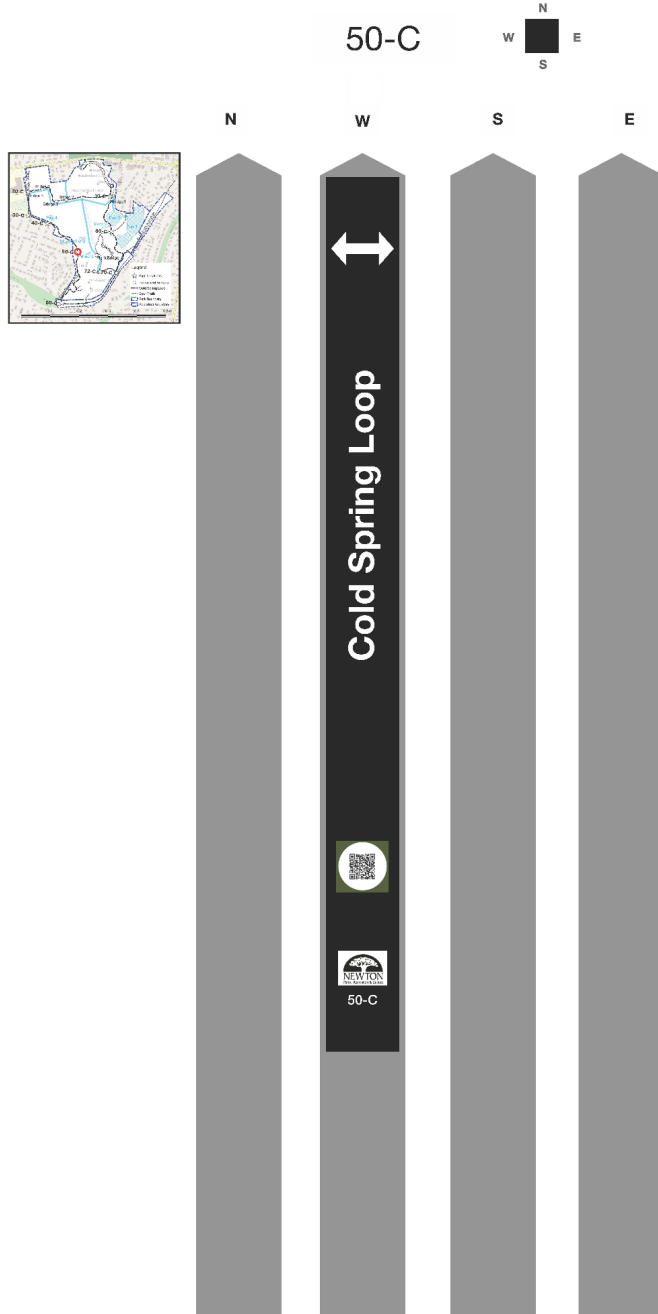
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### 5. Cold Spring Pond Junction Signpost

One face of the post will have directional signage:

- a. **↕ Cold Spring Loop QR Code - 50-C [ W ]**

**This facsimile is a reference for content only:**



**NOTE:** Suggest moving sign location 50 feet south, closer to the bollards leading back onto the loop toward the old softball field so it indicates the main trail very clearly. Need to see the sign in situ to make a final determination.

**6. Plymouth Rd. Signpost (4-way Junction)**

Four faces of the post will have directional signage:

- a. ↓ **Off-Leash Dog Area** Dog icon - .1 miles - 60-C [ **W** ]
- b. ↖ **Cold Spring Loop** Parking “P” icon - .8 miles - 60-C [ **E** ]
- c. ↗ **Cold Spring Loop** Parking “P” icon - .6 miles 60-C [ **N** ]
- d. ← **Off-Leash Dog Area** QR Code - .1 miles - 60-C [ **S** ]

**This facsimile is a reference for content only:**

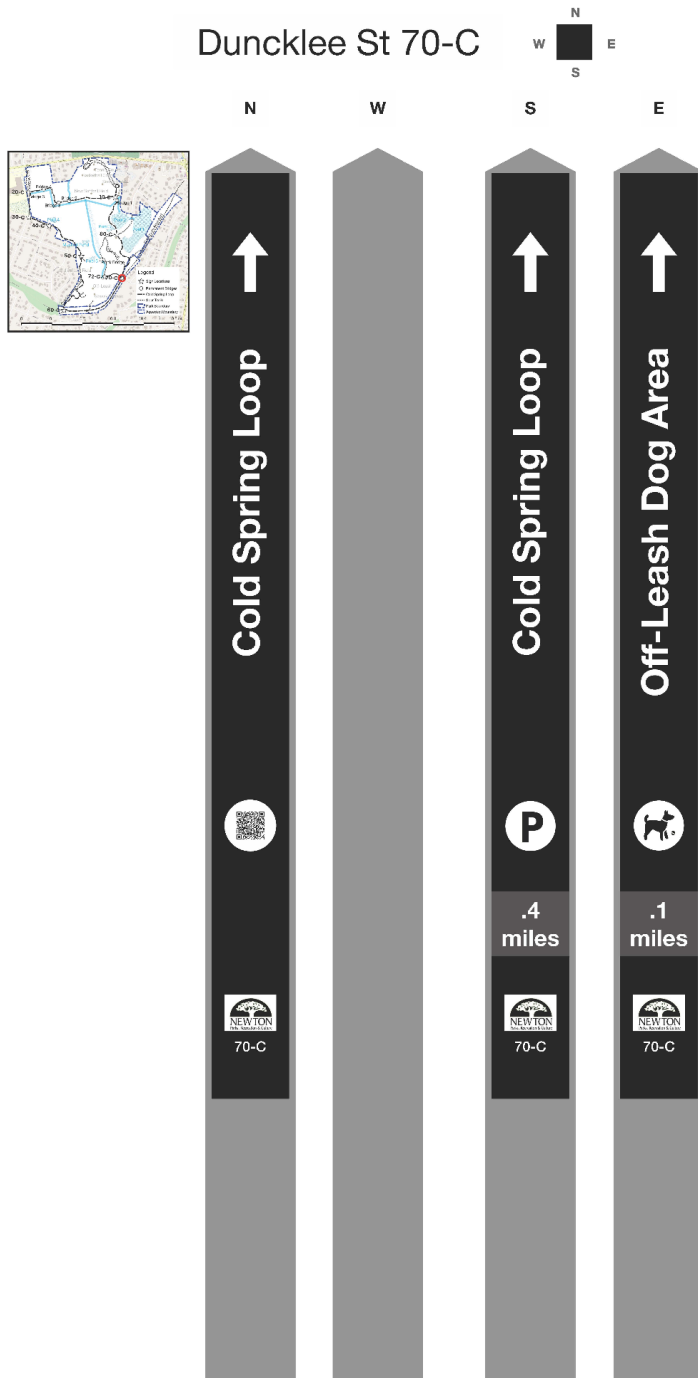


**7. Duncklee St. entrance Sign (5-way Junction)**

Three faces of the post will have directional signage:

- a. ← **Cold Spring Loop** QR Code - 70-C [ **S** ]
- b. ← **Cold Spring Loop** Parking “P” icon - .4 miles - 70-C [ **N** ]
- c. ← **Off-Leash Dog Area** Dog icon - .1 miles - 70-C [ **E** ]
- d. { Option to add FCSP “Branding” sign. [ **W** ] }

**This facsimile is a reference for content only:**



### 8. Small Meadow Signpost (4-way Junction)

Four faces of the post will have directional signage:

- a. ↑ **Off-Leash Dog Area** Dog icon - .2 miles - 80-C [ **N** ]
- b. ↓ **Cold Spring Loop** QR Code - 80-C [ **E** ]
- c. ← **Main Entrance** Parking "P" icon - .2 miles - 80-C [ **S** ]
- d. ← **Beaconwood Road** 80-C [ **W** ]

This facsimile is a reference for content only:



**9. Off-Leash Area Signpost (3-way junction)**

Two faces of the signpost will have directional signage:

- b. ↑ **Duncklee Entrance** QR Code - .1 miles - 72-C [ **S** ]
- c. ↓ **Main Entrance** Parking “P” icon - .4 miles - 72-C [ **W** ]

**This facsimile is a reference for content only:**



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As the naming committee, we were unanimous on the placement of signs 1, 2, 3, 4, 5, 6, 7, 8 and 9. We did not walk the Cochituate Aqueduct section with Luis. Since the aqueduct goes through various neighborhoods in Newton, signage there (if applicable) should be consistent with aqueduct signage in other parts of the city.

## **MILESTONES:**

### **Project Approvals:**

Final FCSP Board Approval:

Final Newton Parks & Recreation Approval:

### **Bid Solicitation & Permits (if applicable)**

City approval:

Bids:

Signoff from Eagle Scout candidate or Representative:

### **Installation Schedule:**

TBD

## **APPENDICES:**

Appendix 1:





## Appendix 2:

Cold Spring Park Trail Signs

# Design Standards Guide

February 2023

by Ellen Weinberger | weindesign

Typeface:

**Futura PT Bold** - Trail Identification Name

**Davis Sans Medium** - Post number

**Davis Sans Bold** - Mileage

Color Palette:



Primary:  
PMS 574



Highlight:  
PMS 575



Text:  
WHITE

Arrow Style:



Icons & Logos:



Appendix 3:



## Appendix 4:

