



Town of Natick, Massachusetts
Department of Community and Economic Development
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James Freas, AICP
Director

MEMORANDUM

DATE: May 11, 2021

TO: Select Board

FROM: Ted Fields, Senior Planner, Community & Economic Development

RE: Natick Center Wayfinding and Branding Strategy

Meeting Date: May 19th, 2021

On April 7th, 2020 the Town received a grant of \$15,000 worth of consulting services from the Massachusetts Department of Housing & Community Development (DHCD) for a comprehensive Wayfinding and Branding Strategy for Natick Center. Favermann Design was assigned to prepare the Strategy for the town, and started collaborating with Community & Economic Development Department staff, Natick Center Associates and volunteers from the Natick Center Placemaking Committee in the Fall. The attached presentation details the proposed identity and image concept developed for Natick Center, and translates this “brand” onto a system of signs for different levels of wayfinding assistance in and around Downtown Natick. Favermann Design has developed current cost estimates for all of these signs, and CED has prepared a Wayfinding Sign Map with the Placemaking Committee for procurement and installation of these signs in and around Natick Center.

Staff is seeking Select Board approval of Favermann Design’s draft Natick Center Sign Hierarchy, so that it can be finalized into a Wayfinding and Branding Strategy and submitted to DHCD to close out the grant.