



South Boston Waterfront Wayfinding Project
A Presentation to South Boston Stakeholders
January 3, 2008



South Boston Waterfront Wayfinding: An Interagency Effort

Financial and staff support from:

- The Massachusetts Convention Center Authority
- The Boston Redevelopment Authority
- The Massachusetts Port Authority



Project Background

- New urban district
- Developing quickly
- Serving diverse kinds of users
- An area unfamiliar to most
- Existing sign system inadequate



Which way to the BCEC? To the Black Falcon Cruise Terminal?



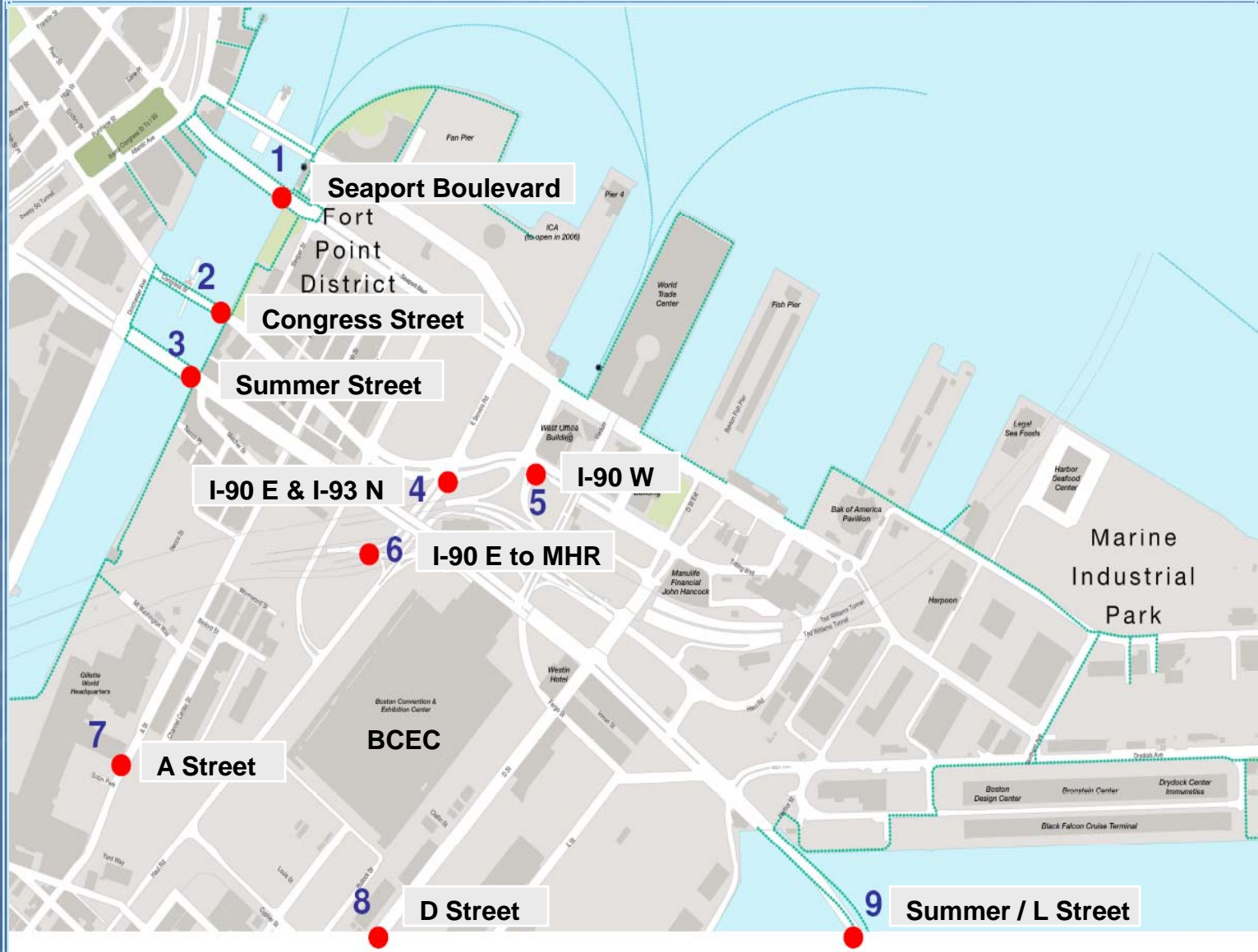


Objectives

- Provide a unified, clear and concise wayfinding system for vehicular and pedestrian traffic
- Design signage standards for easy maintenance
- Design program standards that accommodate flexibility and growth
- Develop standardized maps for pedestrian signs which include overall and detailed district views

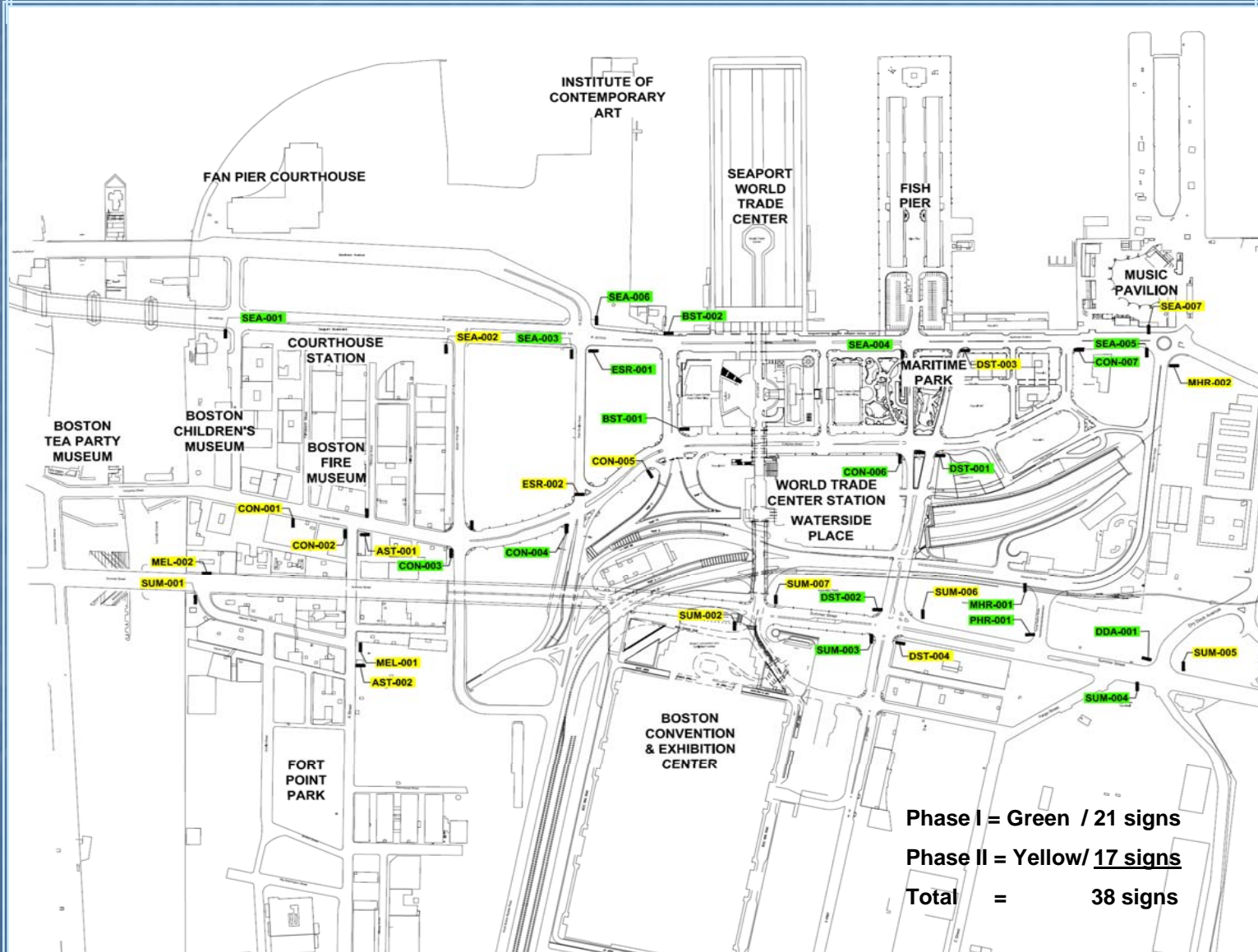


South Boston Waterfront District Gateways





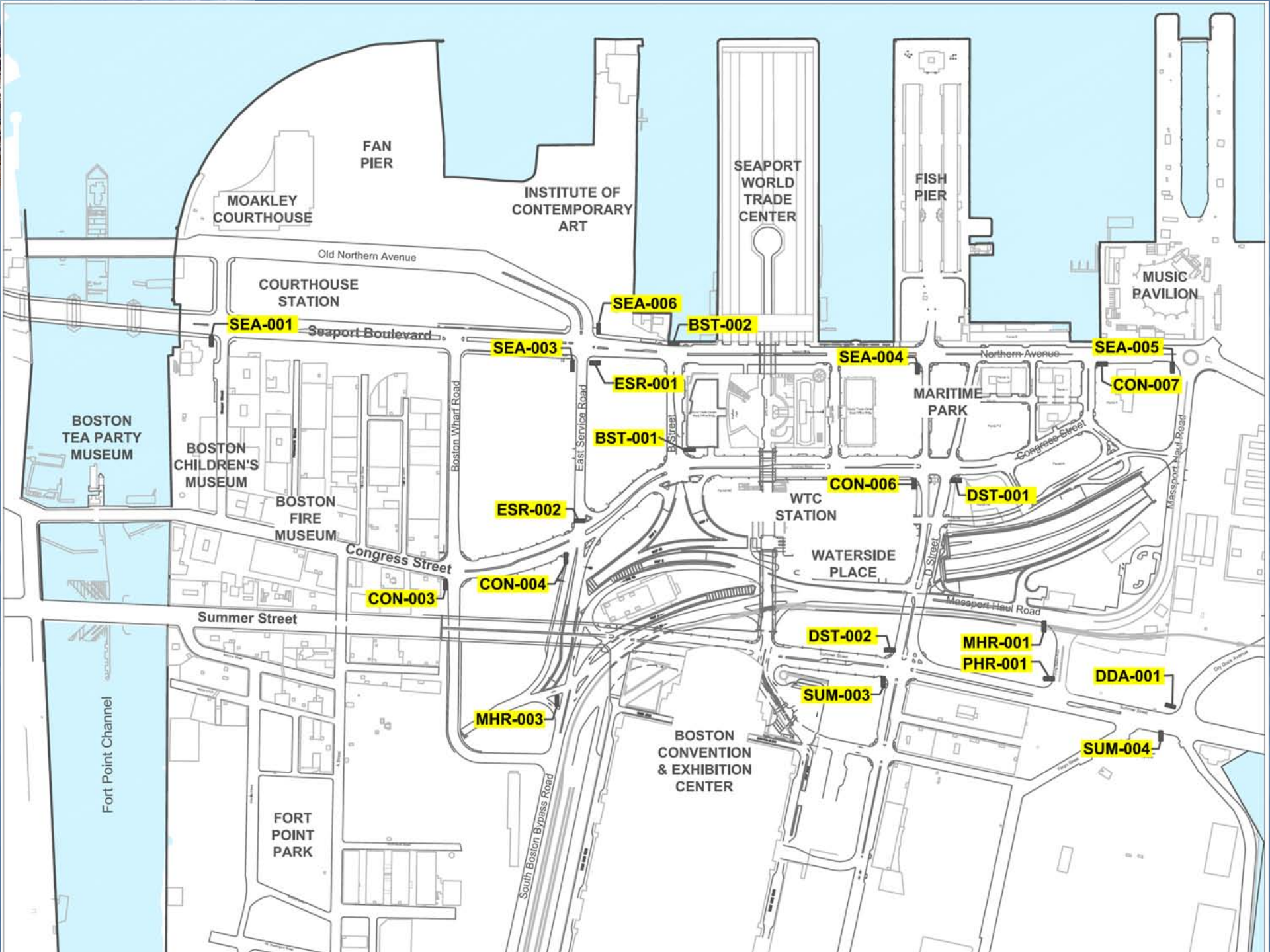
Phase I & II Vehicular Signs





Phase I

- Limited budget for implementation
- 21 vehicular signs located at the most critical decision points
- Includes all important civic/public destinations in district
- Includes major public parking supplies in district
- All pedestrian signs in Phase II



FAN
PIER

MOAKLEY
COURTHOUSE

INSTITUTE OF
CONTEMPORARY
ART

SEAPORT
WORLD
TRADE
CENTER

FISH
PIER

MUSIC
PAVILION

COURTHOUSE
STATION

SEA-006

BST-002

SEA-001

SEA-003

SEA-004

SEA-005

CON-007

BOSTON
TEA PARTY
MUSEUM

BOSTON
CHILDREN'S
MUSEUM

BOSTON
FIRE
MUSEUM

ESR-001

BST-001

MARITIME
PARK

ESR-002

CON-006

DST-001

WTC
STATION

WATERSIDE
PLACE

CON-003

CON-004

DST-002

MHR-001
PHR-001

DDA-001

Summer Street

MHR-003

SUM-003

BOSTON
CONVENTION
& EXHIBITION
CENTER

SUM-004

Fort Point Channel

FORT
POINT
PARK

Old Northern Avenue

Seaport Boulevard

Northern Avenue

Congress Street

South Boston Bypass Road

Seaport-Haul Road

High Street

City Dock Avenue

Boston Wharf Road

East Service Road

D Street

D Street

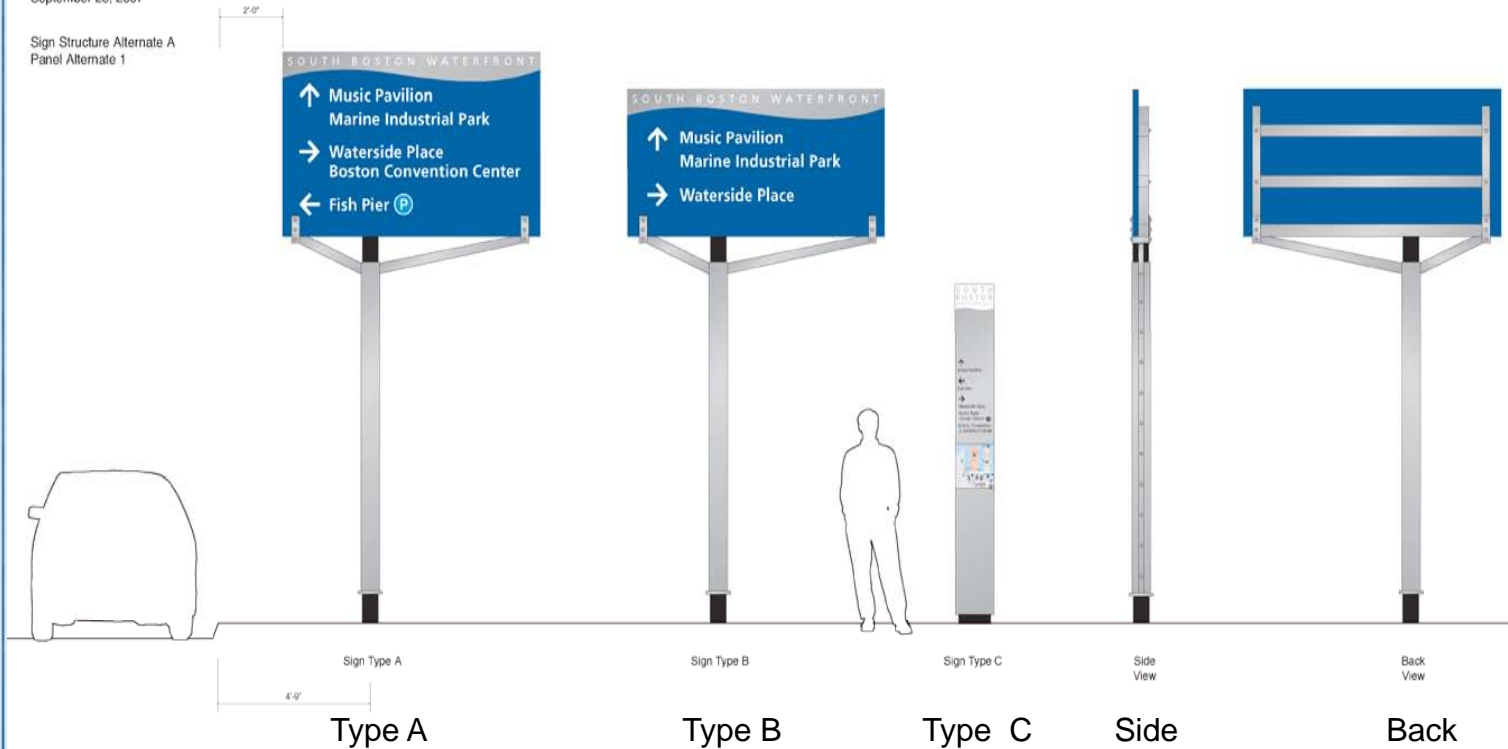
Masport-Haul Road



Sign Standards: A Family of Related Signs

South Boston Waterfront District
Signage Design Refinements
September 28, 2007

Sign Structure Alternate A
Panel Alternate 1





Vehicular Sign





Vehicular Sign





Pedestrian Sign





Phase I Schedule

- Winter 2008 – Final Design & Bid Construction Contract
- Spring 2008 – Award Contract & Issue Notice to Proceed
- Summer 2008 – Install Sign Foundations
- Fall 2008 – Install Sign Structures



Thank You

