



Wayfinding on Fairmount Greenway



PUBLIC
REALM

Provided by SME Consultant

Civic Space Collaborative

Location

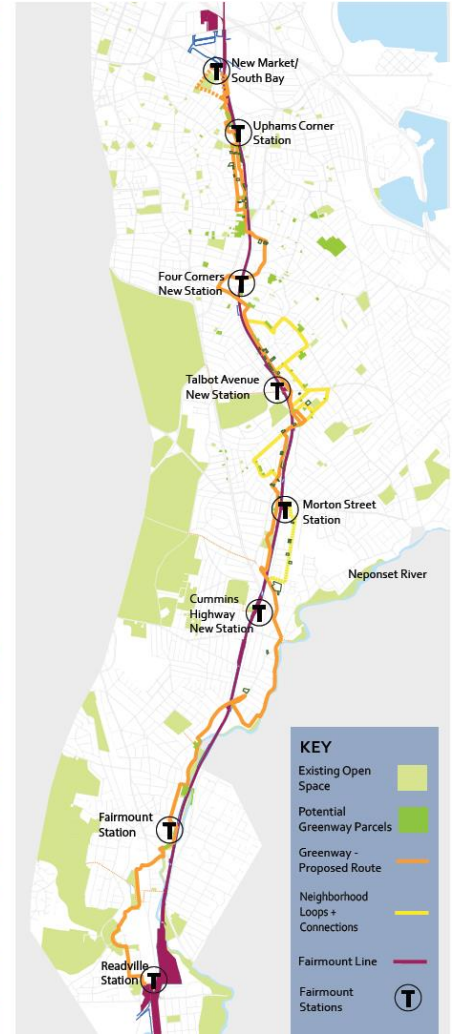
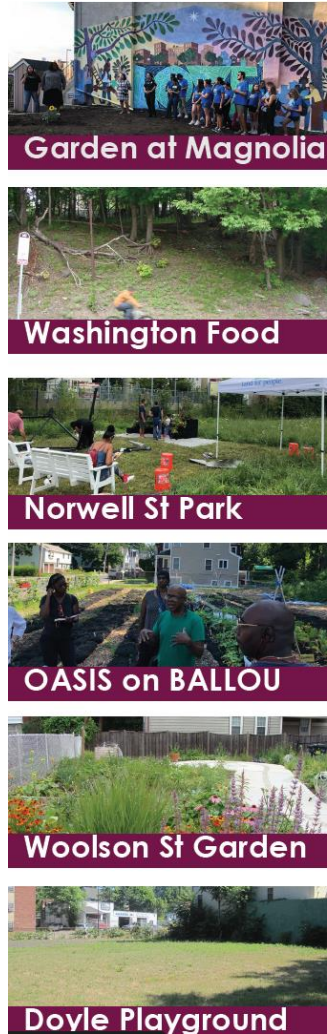
Boston, MA

Origin	Fairmount Greenway Task Force
Budget	 Low Budget (approximately \$10,000)
Timeframe	 Short Term (approximately 10 weeks)
Risk	 Low Risk: Temporary installation requiring no major construction, low cost, no City approvals needed
Key Performance Indicators	Installation of twelve wayfinding signs to mark 1.5 miles of the Fairmount Greenway route. Increase usage of bike share programs, pedestrian walkways, and T-ridership.
Partners & Resources	Fairmount Greenway Task Force, Neighborhood Associations, DotBike, Metropolitan Area Planning Council, City of Boston Transportation Department, The Trust for Public Land, Civic Space Collaborative
Diagnostic	<p>The Fairmount Greenway is an on-street cycling and walking route, also known as a “neighborhood greenway” or “neighborway”, that links MBTA stations, business districts, open space, and other developing neighborhood amenities along the MBTA’s Fairmount/Indigo Rail Line. Currently, along the Fairmount Corridor in Dorchester residents fear cycling and walking in their neighborhoods due to a lack of safe infrastructure. Wayfinding signs, combined with on-street improvements part of the Boston Transportation Department’s Slow Zone program such as shared lane markings (“sharrows”), district signage, speed humps, and bulb-outs, comprise the treatments for the Greenway. In addition, Blue Bike Stations have been installed further south in Dorchester with four stations along this 1.5-mile stretch.</p> <p>During the pandemic, we have seen a rise in cycling across the nation, in Boston, and especially among Black and Brown people. With the increase in people cycling and walking, the Fairmount Greenway route signs are incredibly timely. This summer, we anticipate seeing an increase in walking and cycling along the Fairmount Greenway to reach business districts, the Fairmount Line, and recreation to reach regional parks and greenways, such as the Neponset River Greenway, Franklin Park, the Emerald Necklace, and Southwest Corridor.</p>
Action Item	<p>Boston’s nine-mile Fairmount Greenway is a life-changing development, connecting Dorchester, Roxbury, Mattapan, and Hyde Park with a route that links parks, green space, on-street bike routes, trails, transit stations, and city squares. Since 2008, the Greenway’s 10-member task force have been working with the City of Boston and multiple other organizations on this long-term vision to connect the Fairmount communities to the heart of Boston. More than 1,000 residents have joined in planning, designing, and implementing Greenway park, streets, and greenway projects.</p> <p>In 2021, the Fairmount Greenway installed wayfinding signs to mark a 1.5-mile on-street route of the Fairmount Greenway in Dorchester near Four Corners and Codman Square. The wayfinding signs were updated to include key neighborhood destinations and mark the on-street route in February 2021. Twelve signs were printed on corrugated plastic and installed with residents in May 2021.</p>

Process

Planning + Design

- Fairmount Greenway concept development (2008 – 2010):** The Fairmount Greenway concept first emerged in 2008 for an on-street walking and biking route that loosely follows the MBTA Fairmount Rail Line. In 2011, the Fairmount Greenway Concept Plan was published, outlining 10 to 20 years of phased developments, portions of which were incorporated into the Mayor’s Go Boston 2030 plan.
- Signage branding, design, and placement (2013 – 2014):** The Fairmount Greenway Task Force (FGTF) worked with MAPC to create a wayfinding system, utilizing existing street poles to attach signs. The FGTF worked on branding the Greenway sign design process and solicited feedback from the City of Boston’s transportation department. Based on the City’s comments, additional destinations were added to the signs to create wayfinding signs.
- Approval Process:** The original request to the City was to install metal signs, but due to lack of funding for the required CAD drawings, the signs were not installed.
- Finalizing wayfinding sign design (2021 – 4 weeks):** In 2020, the FGTF received funding for temporary signs through a grant from The Trust for Public Land. The temporary signs did not require approval from the City as they were made of corrugated plastic. The wayfinding signs design were updated for 1.5 miles on Fairmount Greenway to include the route directions, Fairmount Station, and local parks.



Key spaces to connect and a Fairmount Greenway map



A photo of Michelle Moon with the test print, final signage design

Process, continued

Installation

- **Material Acquisition:** The wayfinding signs PDF were sent to a local, minority-owned print shop in Mattapan. A test sign and twelve final signs were printed on 12 x 18-inch corrugated plastic sheets for \$250. Additional materials needed include zip-ties to attach the signs to street poles and a drill to add holes to the signs.
- **Installation Day:** A group of 4-6 volunteers will install the signs in May.
- **Monitoring:** WOW members will monitor the conditions of the signs and let the project team know if any are damaged and need to be replaced.



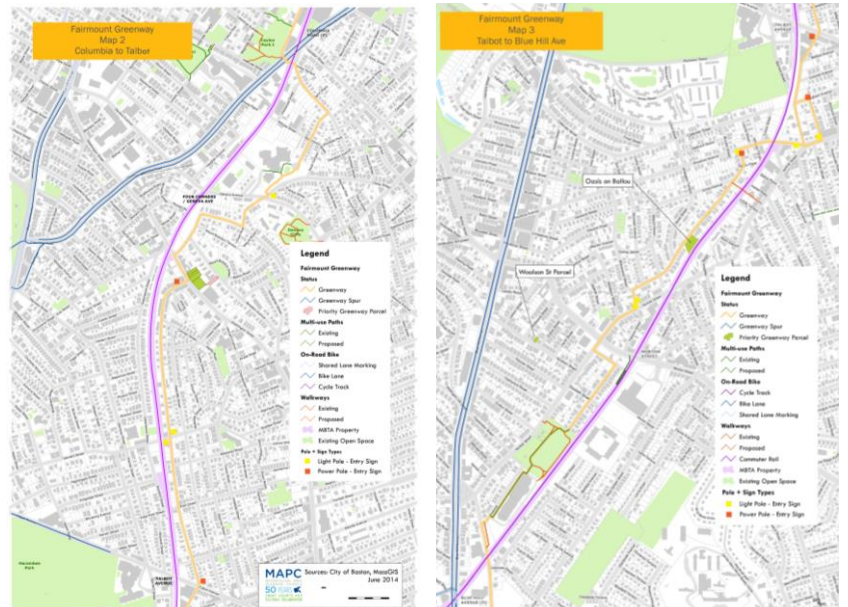
NEIGHBORWAY Mamelon Circle, Mattapan

Neighborway on Mamelon Circle, Mattapan



PLAY STREET Magnolia Street, Dorchester

Play street programming concept along Fairmount Greenway Route in Dorchester



Fairmount Greenway Map with sign locations and types (Columbia to Talbot) and Map 3 (Talbot to Blue Hill Ave)



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