

**Finding Your Way
in Warren**

Wayfinding Goals: creating clarity

Enhance town's public image & identity

Make navigation of town center easier

Identify Warren's Village as a destination

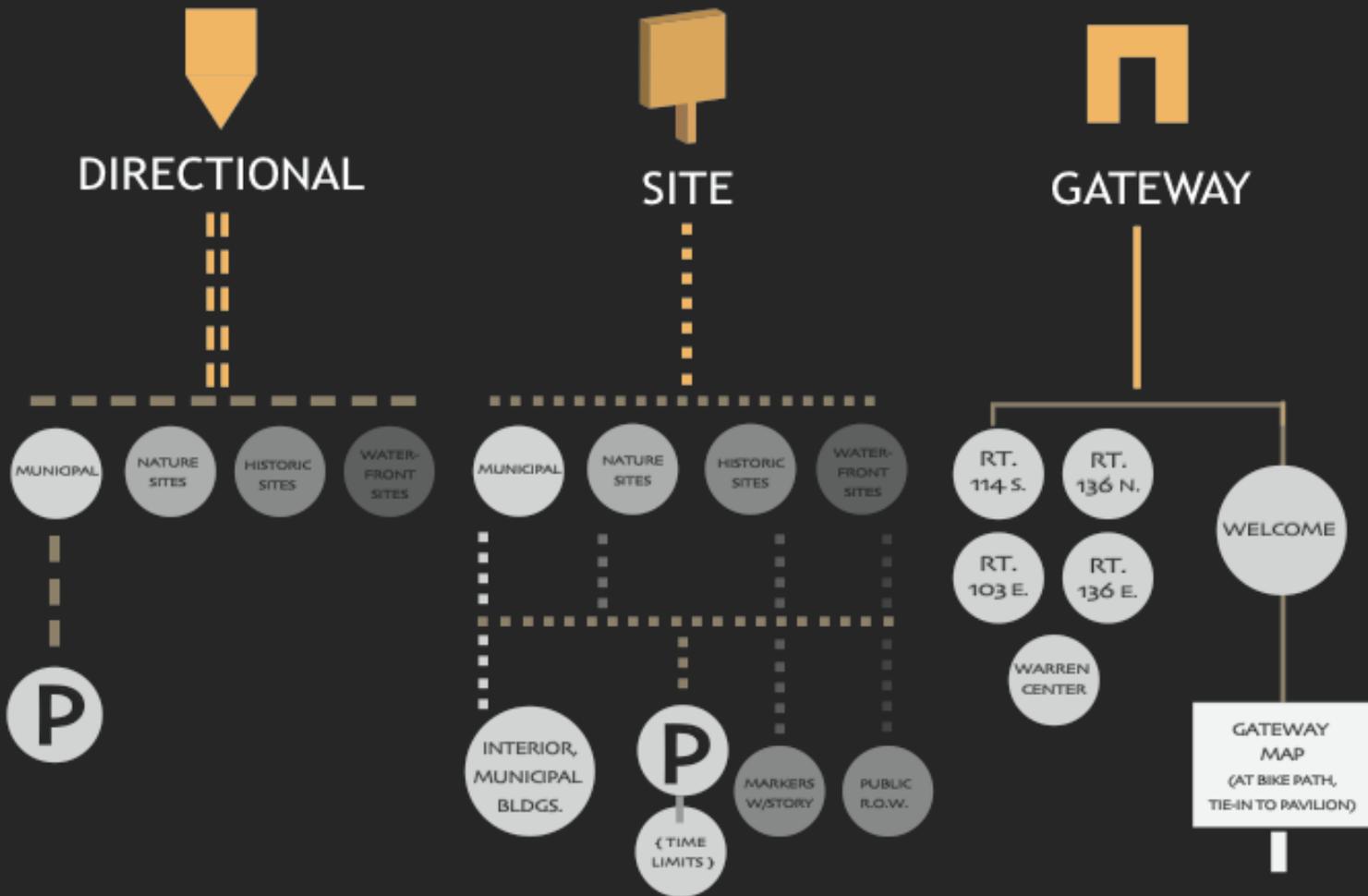
Identify & promote town sites

Beautify Warren's major gateway signage

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Consistent design conveys image and recognition

WARREN WAYFINDING FLOW CHART



PHASE 1:

Identify public parking downtown

Perception

**Surveys & workshops:
not enough parking,
hard to find spaces, etc**

Reality

**100,000 sf in lots
500,000 sf on streets
15 acres downtown**

**Town spends \$\$\$ on maintenance-
enforcing reasonable time limits adds to available spaces,
and creates revenue for Warren**

Samples of current signage



Visitor Parking



Marina Parking



Beach Parking



Municipal Parking

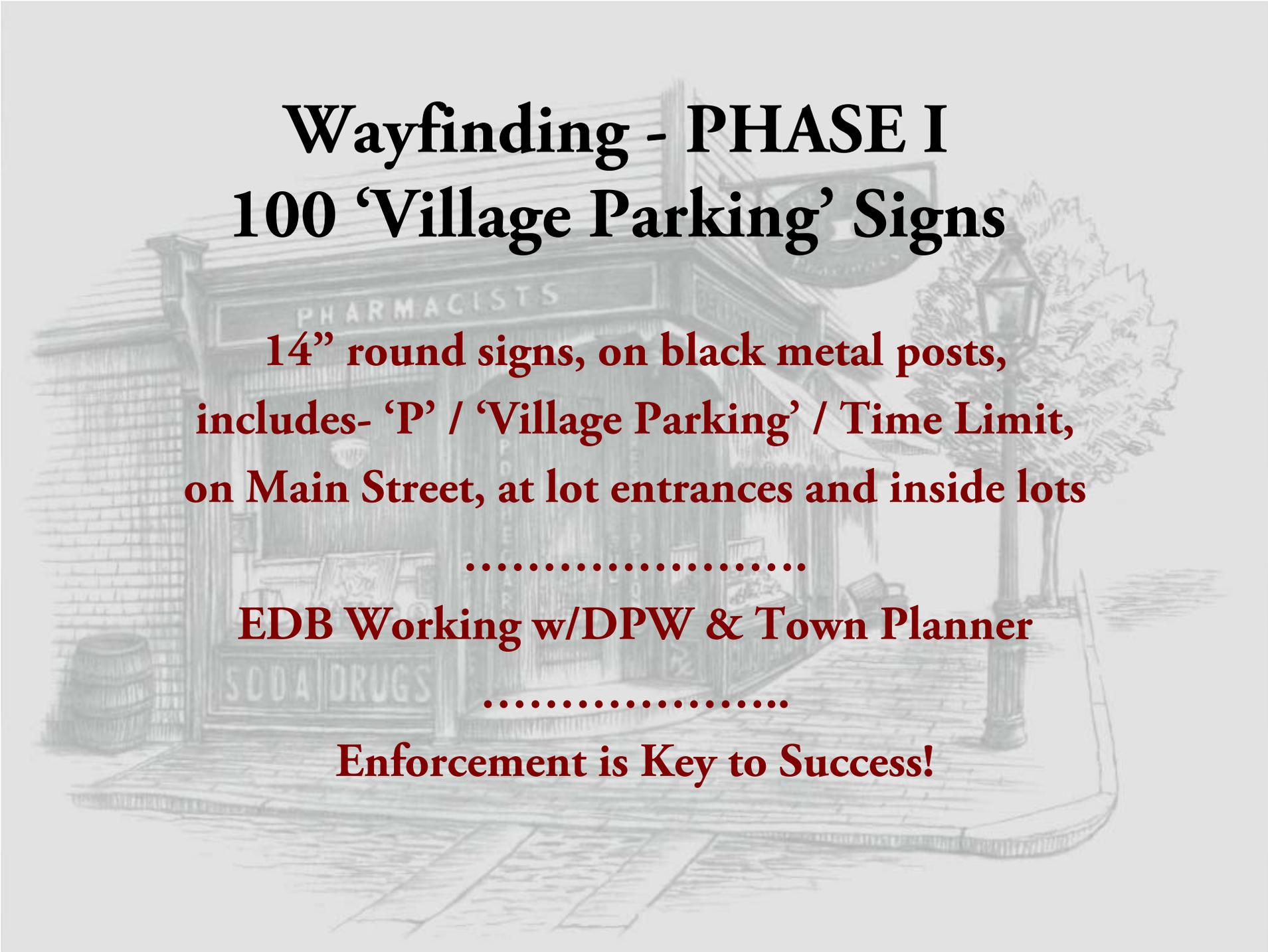


'15 Minute' Parking



No Parking, outdated signage





Wayfinding - PHASE I

100 'Village Parking' Signs

**14" round signs, on black metal posts,
includes- 'P' / 'Village Parking' / Time Limit,
on Main Street, at lot entrances and inside lots**

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EDB Working w/DPW & Town Planner

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Enforcement is Key to Success!

PHASE I - Village Center parking signage

Railroad Ave ~ 30 sp. / 10 signs

Gov't Ctr. ~ 30 sp. / 10 signs

Town Hall ~ 30 sp. / 10 signs

Library ~ 10 sp. / 4 signs

Bank of America ~ 30 sp. / 10 signs

Post Office ~ 16 sp. / 4 signs

Town Wharf ~ 60 sp. / 20 signs

Town Beach ~ 90 sp. / 30 signs

300 Spaces = 100 Signs





VILLAGE PARKING

TOWN of warren

P

2 hrs

PHASE I - \$5000 budget breakdown

- **Plan & Sign Design- Donated**
- **100 Parking Signs + posts=
\$5,000**
- **Installation by DPW**

Railroad Avenue Parking Lot



30 Spaces - 10 Parking Signs

Gov't Center Parking Lot



30 Spaces - 10 Parking Signs

Town Hall Parking Lot



30 Spaces - 10 Parking Signs

Library Parking Lot



10 Spaces - 4 Parking Signs

Bank of America Parking Lot



30 Spaces - 10 Parking Signs

Post Office Parking Lot



16 Spaces - 4 Parking Signs

Town Wharf Parking Lot



60 Spaces - 20 Parking Signs

Town Beach Parking Lot



40 Spaces - 12 Parking Signs

Town Beach Parking Area



50 Spaces - 18 Parking Signs

WARREN
PARKING =
shopping,
walking,
revenue!