

**22****COMMUNITY
MITIGATION
FUND**

___ check if joint application

APPENDIX F - 2022 Community Planning Grant Application**BD-22-1068-1068C-1068L-68403*****Please complete entire the Application*****1. PROJECT INFORMATION****a) NAME OF MUNICIPALITY/GOVERNMENT ENTITY/DISTRICT AND VENDOR CODE**

City of Revere

VENDOR CODE:

VC6000192136

b) PROJECT NAME (LIMIT 10 WORDS)

Place-making and branding for Broadway Revere's CBD amenities and attractions.

c) BRIEF PROJECT DESCRIPTION (LIMIT 50 WORDS)

The goal of this project is to advance key recommendations of the Local Rapid Recovery Plan for Broadway, Revere, related to district identity, brand association, improved public realm and cross marketing campaigns designed to stimulate economic recovery of the corridor while generating linkages to the district's unique history and venues.

d) CONTACT PERSON(S)/TITLE (Persons with responsibility for this grant)

Julie DeMauro, Special Assistant to Transportation Planning for the City of Revere

e) PHONE # AND EMAIL ADDRESS OF CONTACT PERSON(S)

Office Phone # 781-284-8100 ext. 20323

Email - jdemauro@revere.org

f) MAILING ADDRESS OF CONTACT PERSON(S)

Julie DeMauro
Department of Planning and Community Development
Revere City Hall
281 Broadway
Revere, MA 02151

2. IMPACT DESCRIPTION/CONNECTION TO GAMING FACILITY

a) Please describe in detail the impact that is attributed to the operation of a gaming facility.

Prior to the opening of the Encore Casino, the City of Revere launched a city-wide impact study to identify the possible effect's that the Encore Casino's opening and its presence would have on Revere's small business and hospitality sectors, infrastructure, and public safety. As the appeal and interest of Encore's opening leveled off in the fall of 2019, it was realized that Encore's presence had little effect on Revere's traffic and public safety, and its long-term effects on Revere's small business and hospitality sectors have yet to be fully revealed as a result of the Covid 19 Pandemic. Discretionary spending reallocation data related to the changes in spending habits among the consumers living within and traveling to surrounding communities of the Encore Casino have been elusive in terms of Region A, with operational limitations imposed on Encore through various Covid 19 health precautionary responses to outbreaks.

The Covid-19 Pandemic and its lingering impacts on the hospitality industry, has allowed planning staff in Revere to focus on and highlight its local businesses and build programing that has supported small business operations during these challenging times and position the downtown district, Broadway, as an attractive destination for tourists visiting the Greater Boston Area and the Encore Casino.

b) Please provide documentation, specificity or evidence that gives support for the determination that the operation of the gaming facility caused or is causing the impact (i.e. surveys, data, reports).

Referencing the data from the 2019 'SEIGMA Patron and License Plate Survey Report for MGM Springfield' for Region B correlating the MGM Casino's opening to the generation of new revenues, the ability of local businesses to capture these dollars as well as the reallocation of discretionary income within the local economies by casino patrons, it was revealed that the majority of new revenues generated were spent at the casino. The report did show that there was some discretionary income spending and leakage outside of MGM Springfield related to non- gambling businesses, hotels, restaurants, and events by its patrons.

As the travel, tourism and entertainment industry is slow to recover within Massachusetts and consumers are being more selective on how and where they spend their discretionary dollars, it is assumed that when Encore Casino is fully operational a similar impact will trickle through the local economies of Chelsea, Revere, Somerville and Cambridge. This impact could be significant for the Broadway CBD. Market analysis of the district in 2019 revealed businesses along the corridor were struggling to capture retail dollars from the residents living and working within a 1-mile radius of this commercial center.

c) How do you anticipate your proposed remedy will address the identified impact.

The Department of Planning and Community Development (DPCD) of Revere, recognized the loss of economic activity on the Broadway corridor even prior to the opening of the Encore Casino and the onset of the Covid-19 Pandemic. Broadway is a 1-mile-long local mixed-use corridor that is comprised of many nodes, including a strong commercial base spanning three city blocks locally known as the Broadway Central Business District (BCBD). The BCBD is the institutional nucleus of the city and its economic heart with its density of shops, ample parking inventory, recreational offerings, dining choices and certain historic elements associated with the area.

Broadway is centrally located and connects Route 16 and Route 60 and is well served by four popular MBTA Bus routes. Significant public investments have been made to improve the infrastructure of the corridor for all road users. These include a dedicated bike lane and bus only lane, BlueBike Stations, and new traffic signals that utilize adaptive control and pedestrian priority signal systems at key intersections where pedestrian activity has increased in volume by 30-70%.

During the Covid-19 Pandemic, the City initiated shop local campaigns and programming through social media; the City encouraged outdoor dining and other public space programming to help mitigate the impacts of the pandemic on the already stressed and fragile economy of Broadway. These mitigation efforts did produce some noticeable positive results with all but three out of the 172 businesses still operating at pre or close to pandemic conditions. These City initiatives also produced a re-activation of Broadway's public realm and heightened awareness of the places of interest that are anchors within it. Despite the positive results of these stabilization efforts and infrastructure improvements, Broadway is noticeably hampered by a lack of distinct identity.

Establishing an unique identity, creating a specific brand image and developing a marketing campaign for Broadway will bolster the economic health and recovery of the small businesses that are located on the corridor, as well as motivate those passing through the city to stop and avail themselves of the BCBD's offerings. These strategies will extend the planning framework and focus of Travel and Tourism initiatives beyond the highly visible and established image of Revere Beach, into other key commercial districts such as Broadway. The framework will be greatly advanced as specific linkage strategies are developed, marketed, and activated to connect visitors to Broadway's amenities, businesses and events thereby enticing local spending from residents, visitors and travelers to the area.

Securing funding to investigate the demographics and origins of who visits Broadway or attends events on or along the corridor will assist in the development of a strategic plan to steer the creation of a district identity, create a brand and cross marketing plan wherein local businesses are paired together to create a positive visitor experience and encourage repeat visits. Currently DPCD Planners are using the newly installed EV Charging stations (EVCS), located at both Revere City Hall and Harry Della Russo Stadium complex to promote shops, restaurants and events that can be visited while using this free public amenity. The locations of these stations were selected based on their short and comfortable walking distance to other various attractions and offerings in the district. The installation of the EVCS is part of a larger Parking Management Plan being created for Broadway, that will fund future enhancements to the public realm and aesthetics of the area.

3. PROPOSED USE OF COMMUNITY PLANNING FUNDS (Please attach additional sheets/supplemental materials if necessary.)

a) Please identify the amount of funding requested. In determining the funding request, please round up to the nearest hundred dollars.

The City of Revere seeks a Community Planning Grant in the amount of \$100,000.00, to analyze opportunities and develop best practices intended to establish Broadway as a full service and viable commercial destination for residents and visitors. This will be achieved through branding, wayfinding signage and marketing campaigns designed to:

- Build awareness of the BCBD amenities, available public parking facilities, cultural offerings, and events that are all in walkable proximity.
- Increase foot traffic not just within the central business district but emanating out towards other recreational areas and places of interest by highlighting walkability/drivability to and from the BCBD.
- To attract visitors and travelers to the area with the objective of capturing new revenue that will support and bolster the economy of Broadway longer-term.

During the winter of 2021, Revere was selected to participate in a Local Rapid Recovery Planning project for Broadway designed to foster local recovery solutions that supported tourism and the municipal economy by promoting local dining and shopping, under the MA Downtown Initiative Program. DPCD staff actively participated in the plan utilizing technical assistance provided by MAPC to help identify the economic opportunities and challenges of the corridor.

A major finding of this study was that despite the City's investments to improve Broadway's infrastructure, storefront façade and signage, public realm, and walkable comfort, the BCBD still lacked a distinct identity and a clear sense of amenities within the district. The report highlighted the need for a strategic marketing plan for the district and provided a roadmap to achieve both short- and long-term objectives including wayfinding signage to direct visitors and highlight parking availability, business offerings, historical sites, and hospitality venues on or adjacent to Broadway.

A digital version of the 125-page, Local Rapid Recovery Report for Broadway Revere can be accessed by using the link below.

<https://www.mass.gov/doc/revere-rrp-final/download>

b) Please identify below the manner in which the funds are proposed to be used. Please provide a detailed scope, budget and timetable for the use of funds.

The planning and implementation for this project will be rolled out in three phases over an 18–24-month period.

Phase One- Parking Amenities & District Identity

Timeline: June -August 2022

Budget: \$30,000.00

- Design and install parking amenities awareness and navigational signage within the Central Business District and its environs.
- Develop a paper and digital parking map with graphics that will highlight available parking amenities and their proximity to the BCBD restaurants, shops, and historic and entertainment venues.
- Create a Broadway Business District link on the City of Revere webpage to provide a digital parking map of the area and post information about upcoming events.
- Establish and strategically promote linked amenities to businesses by disseminating both paper and digital parking maps to local businesses to encourage parking within municipal parking lots.
- Launch a district study to determine the demographics, origins, and modes of transportation of people visiting the area, their interests, and what attracted them to Broadway.
- Develop a brand and specific messaging associated with Broadway to be displayed in the expansion of the wayfinding campaign and marketing outreach initiatives.

Phase Two – Roll out of Branded Intercept Signage

Timeline: September 2022- March 2023

Budget: \$40,000.00

- Fabricate and install attractive and unique gateway arrival signage within a half mile of the BCBD using the new branding image created solely for Broadway.
- Fabricate and install interactive parking lot and pedestrian wayfinding signage that will generate awareness of nearby businesses and other attractions in the corridor for the benefit of travelers to the area.
- Expand wayfinding signage placement to intercept drivers, walkers, and cyclists within a ¼ to ½ mile radius of Broadway's Central Business District.
- Establish and expand linkage strategies to better tie amenities to businesses, to events and places of interest.

Phase Three – Development of marketing campaign for Broadway.

Timeline: March to October 2023

Budget: \$30,000.00

- Incorporate branding and messaging into digital marketing materials that will be used to promote Broadway uniqueness to local and regional visitors.
- Expand smaller digital marketing campaign from City based webpage onto a larger social media platform that links district amenities to events, restaurants, shops, and historical places of interest.
- Pair businesses in cross marketing campaigns around entertainment venues and historic landmarks within the district as a means to promote foot traffic between parking facilities and businesses.
- Fabricate and install parking lot and pedestrian signage that displays a map of the corridor and creates synergy between Broadway's image and messaging displayed in both print and digital marketing materials.

- c) Please provide documentation (e.g. - invoices, proposals, estimates, etc.) adequate for the Commission to ensure that the funds will be used for the cost of planning to mitigate the impact.**

Provided to the Commission for review are estimates related to the plan recommendations detailed above from subject content experts that assisted Revere in creating the road maps to brand and market the district and to install wayfinding signage. Planners have incorporated action steps into the phases and implementation details of these scopes of work/services. The scopes of work are illustrated in the attachments.

In addition to the preliminary estimates there are formal estimates from two local sign companies regarding wayfinding signage. The DPCD planning staff assume these cost estimates are liable to increase as the planning evolves and the brand and associated visuals become clearer.

- d) Please describe how the planning request will address the impact indicated. Please attach additional sheets/supplemental materials if necessary.**

The Community Planning Grant award from MGC will allow DPCD staff members to continue to advance the objectives of the economic recovery plan for Broadway and greatly help stabilize and sustain the local economy of the corridor and position it as an attractive and convenient side trip to visitors to Greater Boston and to the Encore Boston Harbor Casino. Positioning Broadway in this way will help capture a percentage of new revenue and consumer leakage from the Casino's presence within the Greater Boston Travel and Tourism region.

- e) For joint grant requests, please state the amount requested for the joint request. Please also state the amount of any Regional Planning Incentive Award requested and provide separate detail on the use of these additional funds.**

N/A

4. CONSULTATION WITH REGIONAL PLANNING AGENCY (RPA)/NEARBY COMMUNITIES

- a) Please provide details about the Applicant's consultation with the Regional Planning Agency serving the community and nearby communities to determine the potential for cooperative regional efforts regarding planning activities.**

The City of Revere has engaged with the Metropolitan Area Planning Council on many planning initiatives that have strengthened and will continue to strengthen Revere's economy and help change its perception among visitors and travelers from a pass through to a gateway City destination. During the Local Rapid Recovery Project, Revere was paired with MAPC's economic development specialist as its Technical Assistance provider. The pairing was highly beneficial to the process and yielded better defined goals and recommendations in the Local Rapid Recovery report for Broadway. This continued the agency's longstanding cooperative relationship with the City established through other planning initiatives such as

'Next Stop Revere' the City's Master Plan, which detailed goals and objectives for economic development, small business retention, travel and tourism, and desirable public realm enhancement.

5. MATCHING FUNDS FROM GOVERNMENTAL OR OTHER ENTITY

a) Please demonstrate that the governmental or other entity will provide significant funding to match or partially match the assistance required from the Community Mitigation Fund.

The City of Revere will contribute \$9,000.00 toward the fabrication and installation of parking directional and parking lot identification signage during Phase 1- Parking Amenities and District Identification. Through the establishment of a Parking Management program for the district, a percentage of parking revenues will be dedicated to maintaining signage and the roll out of other districts initiatives for improving the public realm. The City is also committed to dedicating ARPA funds to support the economic recovery of Broadway by expanding the store front façade programming and other aesthetics and enhancements of the public realm with the goal of improving visitors' impressions and experiences of Broadway

b) Please provide detail on what your community will contribute to the planning projects such as in-kind services or planning funds.

Staff members of DPCD who managed and coordinated district and local data and staff resources for the Local Rapid Recovery Project will contribute significant staff time towards this project. The team lead by DPCD Director Tech Leng, Small Business Liaison John Festa and Revere's Transportation Coordinator, Julie DeMauro are currently structuring the work plan that will ensure that this project and three other initiatives highlighted in the Local Rapid Recovery Report for Broadway are fully implemented and executed over the next 3 years. The DPCD is also responsible for building the infrastructure related to workforce development and transportation that is essential to grow the City's emerging Travel and Tourism and hospitality sectors.

6. RELEVANT EXCERPTS FROM HOST OR SURROUNDING COMMUNITY AGREEMENTS AND MASSACHUSETTS ENVIRONMENTAL POLICY ACT (MEPA") DECISION

a) Please describe and include excerpts regarding the impact and potential mitigation from any relevant sections of the community's Host or Surrounding Community Agreement.

N/A

- b) Where applicable, please also briefly summarize and/or provide page references to the most relevant language included in the most relevant MEPA certificate(s) or comment(s) submitted by the community to MEPA.

N/A

- c) Please explain how this impact was either anticipated or not anticipated in that Agreement or such MEPA decision.

N/A

- d) If planning funds are sought for mitigation not required under MEPA, please provide justification why funding should be utilized to plan for such mitigation.

The use of funds under this planning grant will be used to mitigate presumed negative economic impacts related to discretionary spending by patrons of the Encore Boston Harbor Casino.

7. INTERNAL CONTROLS/ADMINISTRATION OF FUNDS

- a) Please provide detail regarding the controls that will be used to ensure that funds will only be used to address the impact.

The City of Revere Department of Planning and Development, DPCD, will be the administrator of this grant award under the guidance of the City's Grant Compliance Officer to ensure that all funds, allocations, and disbursements comply with MGC Guidelines and adhere to the approved project scope. DPCD and Revere's Grant Compliance Officer currently manage and administer three other projects funded by the MGC Community Mitigation Program.

- b) Will any nongovernmental entity receive funds? If so, please describe. If non-governmental entities will receive any funds, please describe what reporting will be required and how the applicant will remedy any misuse of funds.

N/A

**NO COMMUNITY IS ELIGIBLE FOR MORE THAN ONE COMMUNITY PLANNING
REGIONAL PLANNING INCENTIVE AWARD.**

8. CERTIFICATION BY MUNICIPALITY/GOVERNMENTAL ENTITY

On behalf of the aforementioned municipality/governmental entity I hereby certify that the funds that are requested in this application will be used solely for the purposes articulated in this Application.

By:



Signature of Responsible Municipal
Official/Governmental Entity

Date:

1.3.22





Brian M. Arrigo

(print name)

Mayor

Title:

3.1 Develop a marketing strategy to better market the businesses within the district

Category		Revenue and Sales
Location		Throughout the Broadway Corridor (Census tracts 1701, 1702, 1703, 1704, 1706.01)
Origin		City of Revere Note: This recommendation was created in partnership with Perch Advisors (assigned subject matter expert). Please see the appendix for a detailed memo.
Budget		Low (under \$50,000), can be funded through a combination of City and business anchor institution funding
Timeframe		Short term (Less than 5 years), marketing plans can typically be implemented anywhere from 12-18 months at most. In addition, a marketing strategy can be updated multiple times within a 5 year span to reflect the changing nature of the district and for changes in consumer demand.
Risk		Low, this recommendation has wide support from the business community, and can be easily implemented at a low cost.
Key Performance Indicators		<ul style="list-style-type: none">• Increase in total visitors to the corridor during the times open of the promotion.• Increase in sales at businesses during the promotion.• Increase in press and social media mentions
Partners & Resources		Revere Chamber of Commerce & any established district management entity

Diagnostic/COVID-19 Impacts

According to the business survey released by DHCD, 63% of those who responded were interested in receiving assistance in shared marketing and promotion of the businesses.

Action Item

Develop a shared marketing and branding campaign of the Broadway district to promote the area as a destination to visit for residents within and outside Revere.

Process

This can be done through a combination of the following:

- Utilize existing marketing opportunities for businesses (i.e. Small Business Saturday, Valentine's Day, etc.). Develop a calendar of events that occur annually and build an outreach plan around them. Consider group promoting businesses around 'National Days'.
- Pair businesses in a co-branding exercise.
- Develop regular hashtags to promote the businesses (for example, #ShopBroadway) or around a recurring event (for example, #FoodieFriday)
- Proactively gather business data to measure the effectiveness of the branding campaign
- Create an active email list where businesses can be promoted on a regular basis.

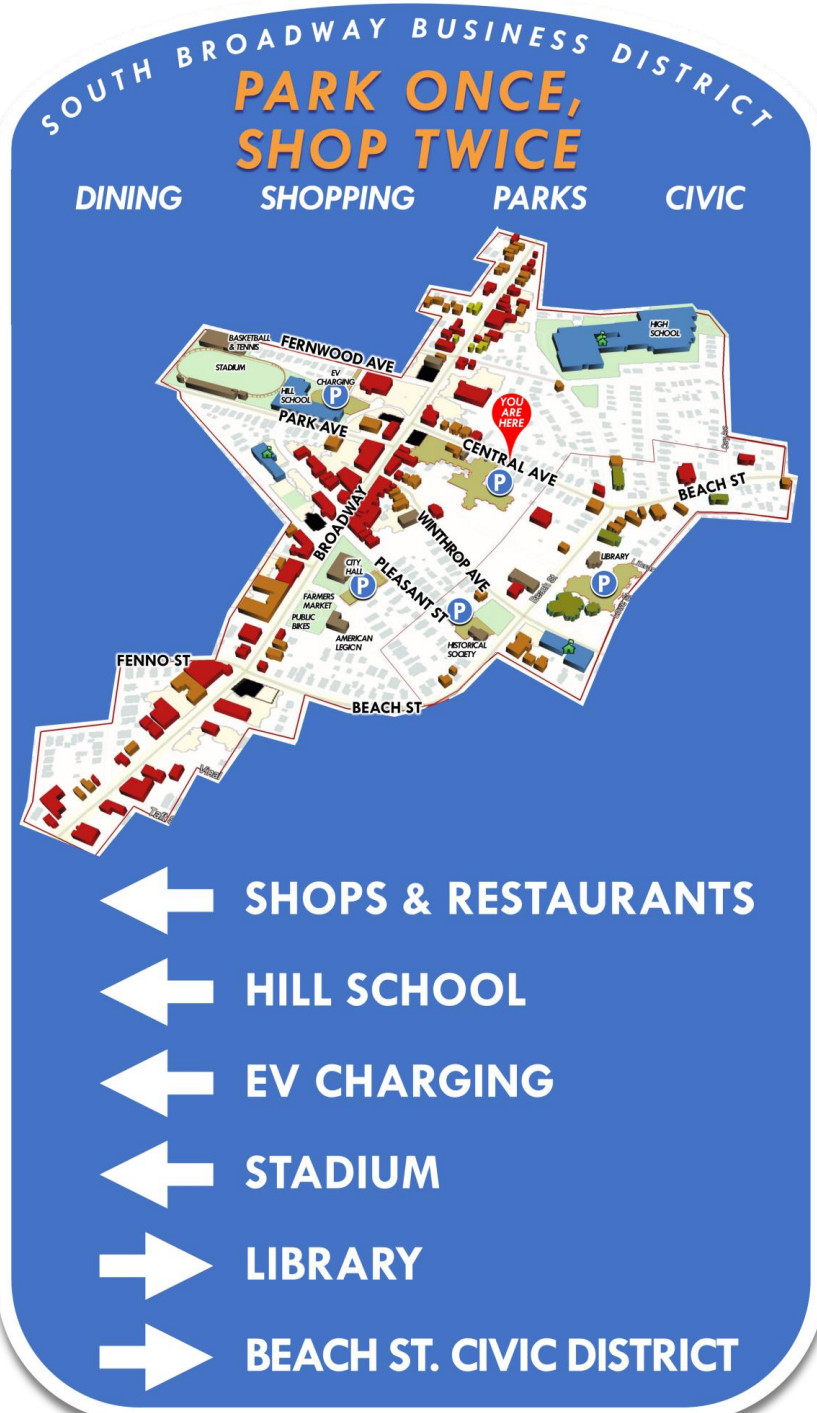
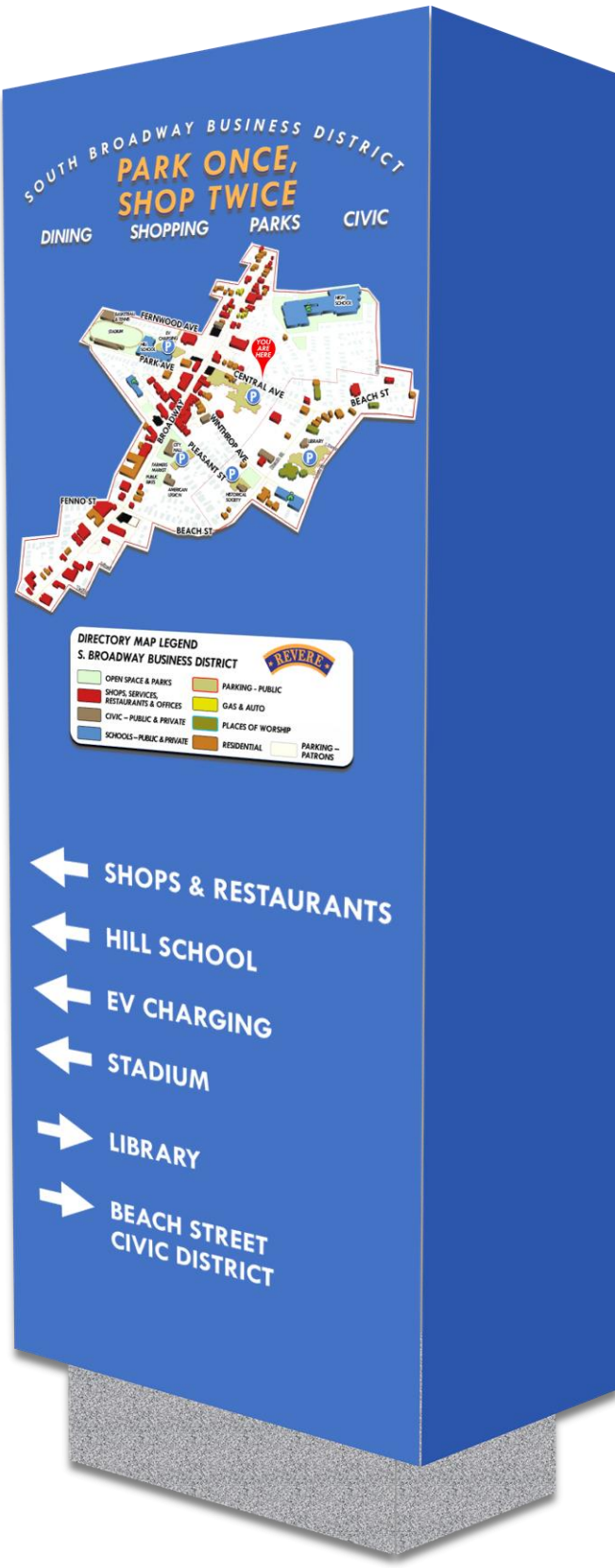
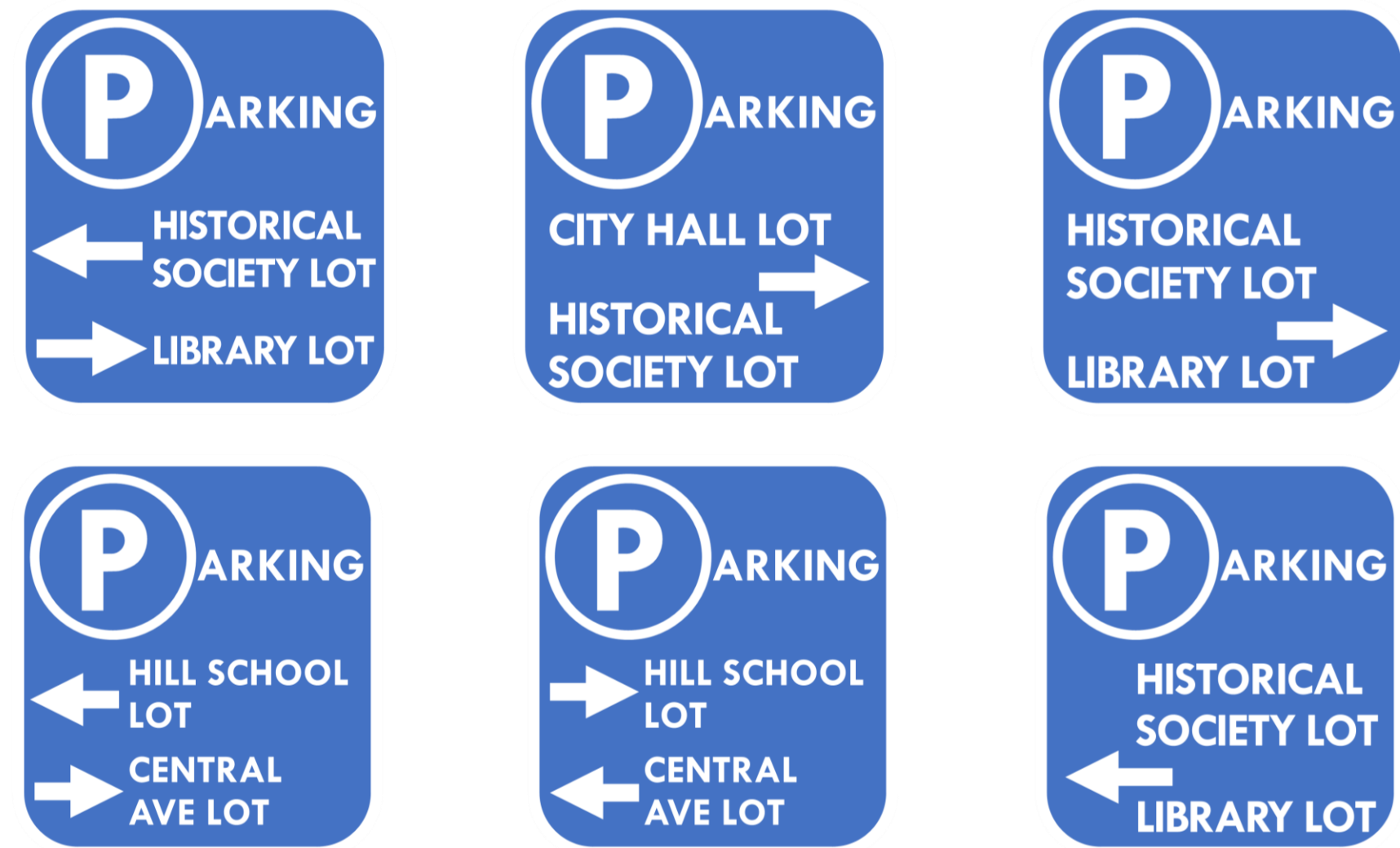
There are opportunities to integrate shared branding and art into the wayfinding and signage. These can go beyond the corridor and extend into surrounding assets like the Revere Beach, providing a cohesive experience. Key activities can include:

- Corridor/district-wide Logo
- Storytelling and Interpretive Elements combined with historical markers. This provides an opportunity to work with the Historical Society.
- Signage Design that compliments the branding theme.
- Art Opportunities with an opportunity to collaborate with Parks and Recreation department for pop-up events to undertake public art.

Best Practice

Coordinated Social Media Marketing; Cepheid Solutions. - this best practice outlines an example of how to implement a large-scale marketing strategy online and how to engage relevant stakeholders in the process. For more information, please view page 26 of the [Best Practices Compendium – Revenue and Sales](#).

BRIEF SUMMARY



TYPE OF WAYFINDING SIGN	NUMBER OF SIGNS	COST ESTIMATE – MINIMUM
EXTERNAL AWARENESS OF NEARBY DISTRICT SIGNAGE		
HALF-MILE-AWAY DRIVER AWARENESS/INTERCEPT SIGNS	12	\$22,000 – SUBTOTAL – APPROXIMATE, ESTIMATED MINIMUM COST FOR MATERIALS ALONE
QUARTER-MILE, PEDESTRIAN 5-10-MINUTE WALK AWARENESS/INTERCEPT SIGNS	13	
GATEWAY/ARRIVAL/PERIMETER SIGNAGE	8	\$10,880 – SUBTOTAL – ESTIMATED MINIMUM
INTERNAL WAYFINDING SIGNAGE		
DIRECTIONAL NAVIGATION SIGNS TO PARKING LOTS	6	\$5,280 – SUBTOTAL – ESTIMATED MINIMUM
ONCE-PARKED DIRECTORY-MAPS IN PARKING LOTS	5 SHEET METAL ON POSTS	\$8,880 – SUBTOTAL – ESTIMATED MINIMUM
	OR 5 KIOSKS	\$125,000 TO \$150,000 – SUBTOTAL – ESTIMATED MINIMUM
ON-BROADWAY DIRECTORY-MAPS FOR PEDESTRIANS	2	\$50,000 TO \$60,000 – SUBTOTAL – ESTIMATED MINIMUM
TOTAL ESTIMATED MINIMUM COSTS	46	\$97,040 TO \$248,160 – TOTAL ESTIMATED MINIMUM

REVERE LRRP – S. BROADWAY BUSINESS DISTRICT – WAYFINDING & SIGNAGE – DISCOVERY & DESIGN BRIEF

PHASE 1A IMPLEMENTATION – NOV-DEC 2021 – PRELIMINARY MAPPING, SCHEMATIC LAND USE, “WHAT & WHERE APPROACH” – AT-A-GLANCE AXONOMETRIC-MAP IDEA-BOARD – IN LIEU OF A TEXT SUMMARY MEMO – 24”X36” & PRINTABLE AT A SCALED-DOWN 11”X17”



PLAN VIEW – OVERVIEW MAP – PRIMARY DESTINATION FEATURES – FOR SIGNAGE CONSIDERATION

DISCOVERY DESIGN BRIEF - PH. 1 IMPLEMENTATION - NOV-DEC 2021
PHASE 1 - CORE ACTIVITY - BETWEEN ANCHOR INTERSECTIONS WITH MOUNTAIN AVENUE & BEACH / FENNO STREET
WORKING DRAFT 12.10.2021 - MAPC - cjm

Public Realm Features for Wayfinding & Signage Context

Legend

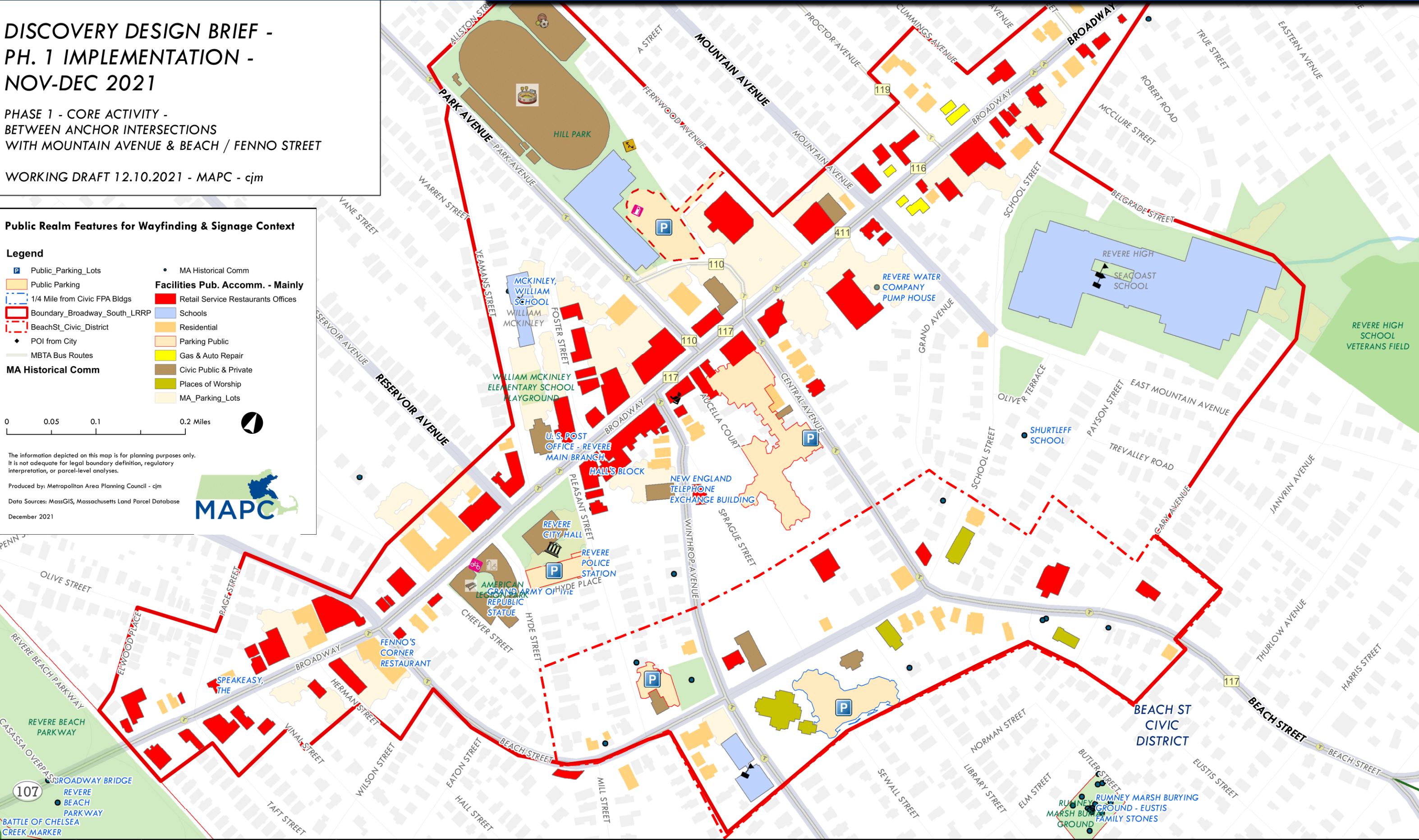
- Public Parking Lots
- Public Parking
- 1/4 Mile from Civic FPA Bldgs
- Boundary_Broadway_South_LRRP
- BeachSt_Civic_District
- POI from City
- MBTA Bus Routes
- MA Historical Comm
- MA Historical Comm
- Facilities Pub. Accom. - Mainly
- Retail Service Restaurants Offices
- Schools
- Residential
- Gas & Auto Repair
- Civic Public & Private
- Places of Worship
- MA_Parking_Lots

0 0.05 0.1 0.2 Miles

The information depicted on this map is for planning purposes only. It is not adequate for legal boundary definition, regulatory interpretation, or parcel-level analysis.

Produced by: Metropolitan Area Planning Council - cjm

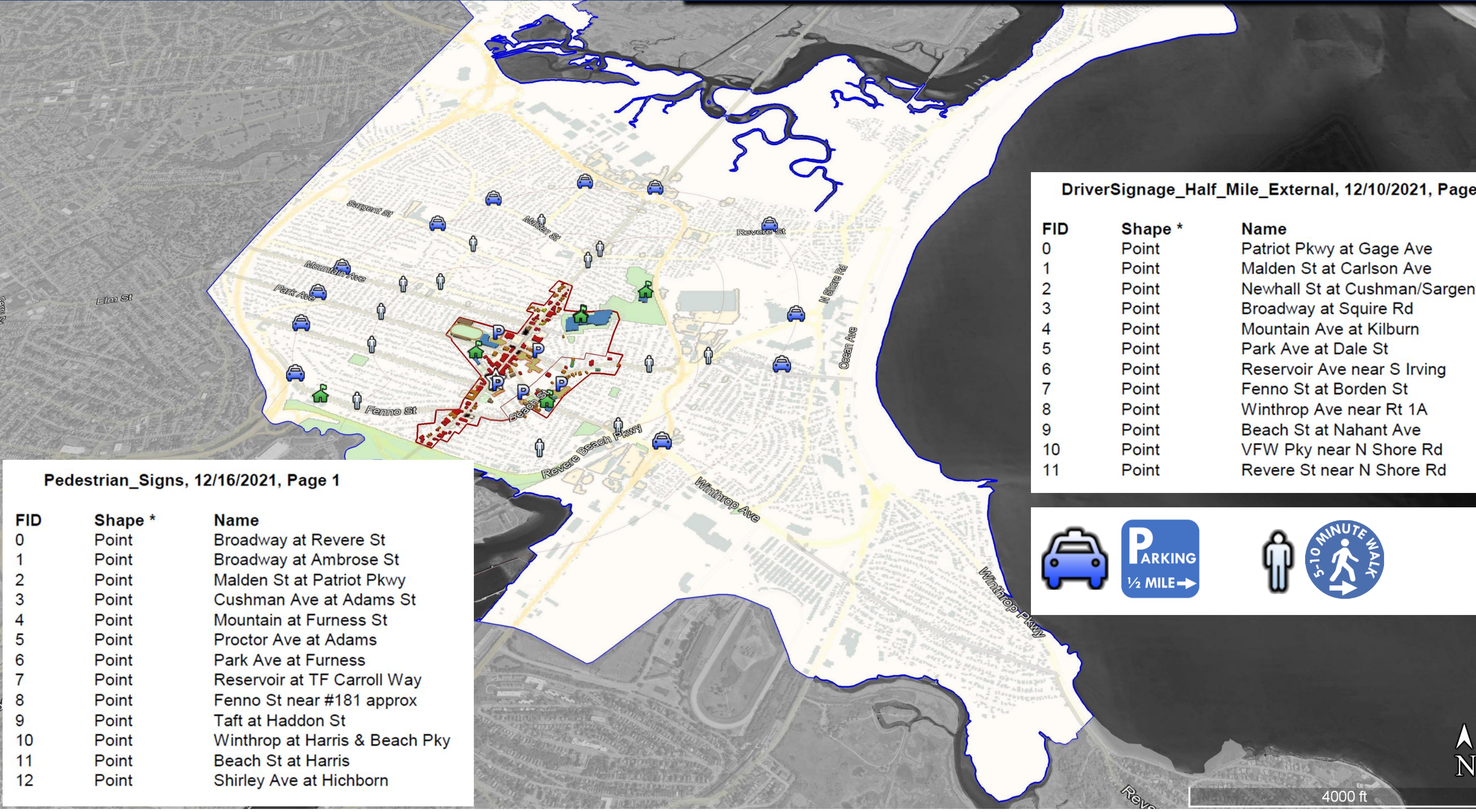
MAPC



HALF-MILE & QUARTER-MILE LOCATIONS FOR DRIVER & PEDESTRIAN CAPTURE SIGNAGE LOCATIONS



REVERE CONTEXT MAP – S. BROADWAY BUSINESS DISTRICT IN RED – OUTER RINGS OF DRIVER & PED INTERCEPT/AWARENESS SIGNS



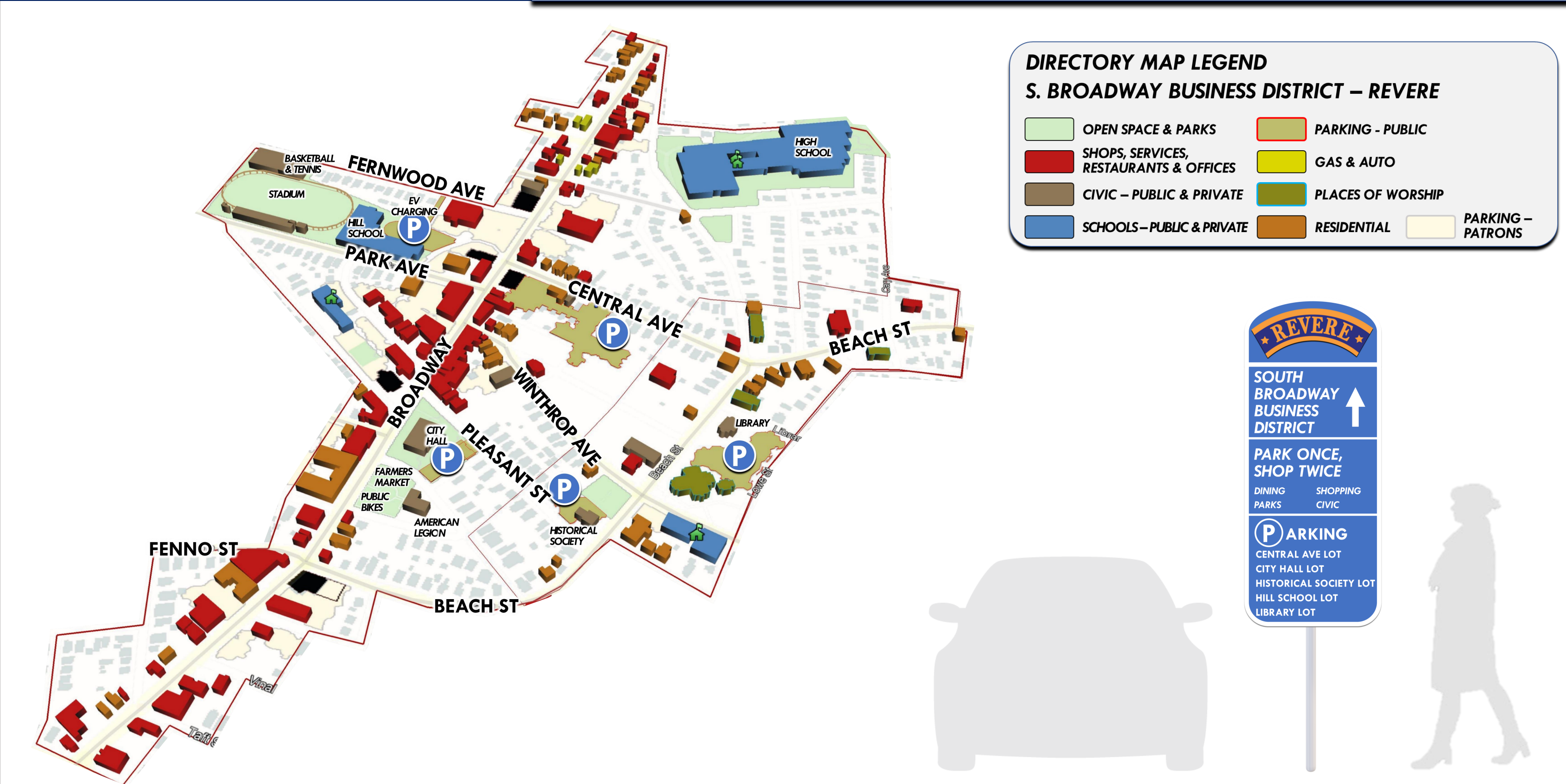
Pedestrian_Signs, 12/16/2021, Page 1

FID	Shape *	Name
0	Point	Broadway at Revere St
1	Point	Broadway at Ambrose St
2	Point	Malden St at Patriot Pkwy
3	Point	Cushman Ave at Adams St
4	Point	Mountain at Furness St
5	Point	Proctor Ave at Adams St
6	Point	Park Ave at Furness St
7	Point	Reservoir at TF Carroll Way
8	Point	Fenno St near #181 approx
9	Point	Taft at Haddon St
10	Point	Winthrop at Harris & Beach Pky
11	Point	Beach St at Harris
12	Point	Shirley Ave at Hichborn

DriverSignage_Half_Mile_External, 12/10/2021, Page 1

FID	Shape *	Name
0	Point	Patriot Pkwy at Gage Ave
1	Point	Malden St at Carlson Ave
2	Point	Newhall St at Cushman/Sargent
3	Point	Broadway at Squire Rd
4	Point	Mountain Ave at Kilburn
5	Point	Park Ave at Dale St
6	Point	Reservoir Ave near S Irving
7	Point	Fenno St at Borden St
8	Point	Winthrop Ave near Rt 1A
9	Point	Beach St at Nahant Ave
10	Point	VFW Pky near N Shore Rd
11	Point	Revere St near N Shore Rd

AXONOMETRIC “3-D” MAP VIEW – FOR POTENTIAL MAP DIRECTORY SIGNAGE AT KEY INTERNAL LOCATIONS



DIRECTORY MAP LEGEND
S. BROADWAY BUSINESS DISTRICT – REVERE

OPEN SPACE & PARKS	PARKING - PUBLIC
SHOPS, SERVICES, RESTAURANTS & OFFICES	GAS & AUTO
CIVIC – PUBLIC & PRIVATE	PLACES OF WORSHIP
SCHOOLS – PUBLIC & PRIVATE	RESIDENTIAL
	PARKING – PATRONS



OUTSIDE OF DISTRICT – APPROACH & IDEAS – INTERCEPTING EXTERNAL DRIVERS & PEDESTRIANS

- ❑ THESE ARE THE RECOMMENDATION NUMBER AND LOCATIONS FOR PLACING TWO TYPES OF SIGNS AT TWO DIFFERENT DISTANCES FROM THE PERIMETER OF THE SOUTH BROADWAY BUSINESS DISTRICT. THE OUTERMOST TIER FROM THE DISTRICT IS A HALF MILE AWAY AND INTENDED AS DRIVER AWARENESS AND INTERCEPTION SIGNAGE TO SIGNAL THE PRESENCE OF THE DISTRICT NEARBY, AS WELL AS THE PRESENCE OF PUBLIC PARKING FACILITIES A HALF-MILE AWAY. THE SECOND TIER IS A QUARTER MILE FROM THE DISTRICT AND IS INTENDED FOR THE PLACEMENT OF EXTERNAL SIGNS TO ENCOURAGE PEDESTRIANS TO WALK TO THE DISTRICT IN ABOUT FIVE TO TEN MINUTES.
- ❑ THE APPROPRIATE SIZE OF THE SIGN ITSELF AND ITS LEGIBILITY FROM A CAR AT A GIVEN DISTANCE SHOULD BE TAKEN INTO ACCOUNT (INCLUDING THE SIZE OF THE TYPE FONT AND ICONS).
- ❑ SIMILARLY, THE SIZE OF THE PEDESTRIAN SIGNS NEEDS TO BE TAKEN INTO ACCOUNT, ITS PLACEMENT ALONG SIDEWALKS, AND ITS LEGIBILITY FROM ACROSS A STREET OR INTERSECTION SHOULD ALSO BE TAKEN INTO ACCOUNT TO DETERMINE THE APPROPRIATE SIZE OF THE SIGN IN TERMS OF DIMENSIONS AND SQUARE FEET.
- ❑ ONCE THE SIZES OF THE HALF-MILE DRIVER INTERCEPT/AWARENESS SIGNS AND THE PEDESTRIAN SIGNS HAVE BEEN DETERMINED, THEN COST ESTIMATE CALCULATINOS CAN BE MADE BASED ON THE NUMBER OF RECOMMENDED SIGNS AT THE LOCATIONS SHOWN ON THE MAP AND IN THE TABLE BELOW.

12 EXTERNAL LOCATIONS FOR HALF-MILE, DRIVER AWARENESS/INTERCEPTION SIGNS

- ❑ PATRIOT PKWY AT GAGE AVE
- ❑ MALDEN ST AT CARLSON AVE
- ❑ NEWHALL ST AT CUSHMAN/SARGENT
- ❑ BROADWAY AT SQUIRE RD
- ❑ MOUNTAIN AVE AT KILBURN
- ❑ PARK AVE AT DALE ST
- ❑ RESERVOIR AVE NEAR S IRVING
- ❑ FENNO ST AT BORDEN ST
- ❑ WINTHROP AVE NEAR RT 1A
- ❑ BEACH ST AT NAHANT AVE
- ❑ VFW PKY NEAR N SHORE RD
- ❑ REVERE ST NEAR N SHORE RD

13 EXTERNAL LOCATIONS FOR QUARTER-MILE, PEDESTRIAN AWARENESS/INTERCEPTION SIGNS

- ❑ BROADWAY AT REVERE ST
- ❑ BROADWAY AT AMBROSE ST
- ❑ MALDEN ST AT PATRIOT PKWY
- ❑ CUSHMAN AVE AT ADAMS ST
- ❑ MOUNTAIN AT FURNESS ST
- ❑ PROCTOR AVE AT ADAMS
- ❑ PARK AVE AT FURNESS
- ❑ RESERVOIR AT TF CARROLL WAY
- ❑ FENNO ST NEAR #181 APPROX
- ❑ TAFT AT HADDON ST
- ❑ WINTHROP AT HARRIS & BEACH PKY
- ❑ BEACH ST AT HARRIS
- ❑ SHIRLEY AVE AT HICHBORN

WIDE RANGE OF ONLINE COST ESTIMATES

- ❑ For the simple utilitarian sheet-metal sign on a U-channel metal post as shown in the two sample diagrams below, some dated 2015-2019 Arizona cost estimates from trafficsign.us/signcost.html indicated the following estimates.
 - ❑ Sign Panels: Regulatory, warning, marker, and small guide signs on flat sheet panels: \$25 to \$35 per square foot. Larger guide signs on extruded panels or frames: \$30 to \$40 per square foot.
 - ❑ Sign Posts: U-channel posts: \$100 to \$150 each per post (10 - 14 ft length)
 - ❑ Foundations: Square tube: \$150 to \$250 per foundation
- ❑ For the sake of simplicity and for reference purposes only, assuming a hypothetical 3-foot wide by 4-tall sheet metal sign with enough surface area to adequately list large type and information such as the examples below for half-mile-away parking and comfortable pedestrian walkability to the nearby business district;
 - ❑ Then each of the 25 recommended 3’x4’ (12-square-foot) external driver and pedestrian metal sign panels on the map and table could costa total of approximately \$12,000 for the sheet metal sign panels alone (excluding the costs of the U-channel metal posts themselves, and the cement foundation and installation costs). This calculation uses the \$40 per square foot assumption for the sign panel.
 - ❑ Assuming the higher end of the found online costs estimate of \$150 (per 10- to 14-foot tall post) for the metal U-channel sign posts, then the 25 recommended external sign locations could cost a total of \$3,750 for the posts alone.
 - ❑ Additionally the materials for the cement foundation to secure each post into the sidewalk, etc. cost approximately \$250 per foundation for a total of \$6,250.
- ❑ \$12,000 – (25) 3’x4’ retroreflective sheet metal sign panels
- ❑ \$ 3,750 – (25) 10’-14’ tall metal U-channel sign posts (to fasten the panels onto)
- ❑ \$ 6,250 – (25) foundations to install/secure the sign posts
- ❑ \$22,000 – subtotal – approximate, estimated minimum cost for materials alone
- ❑ plus the cost of graphic design services, labor/installation costs, and permitting/review costs
- ❑ Online costs estimates that were stumbled upon varied greatly by region of the country, and most signage contractors and wayfinding consultants provided strong disclaimers for cost estimates indicating that each district wayfinding initiative has their own unique set of challenges, and ultimately any given project and client needs to request customized bids to accurately determine costs based on project scope, goals and budgets. The figures listed above were only provided as requested by the City of Revere staff as ballpark estimates during a very preliminary and brief exploratory district mapping and general signage/wayfinding approach project for the South Broadway Business District in Revere toward the very end of calendar year 2021.

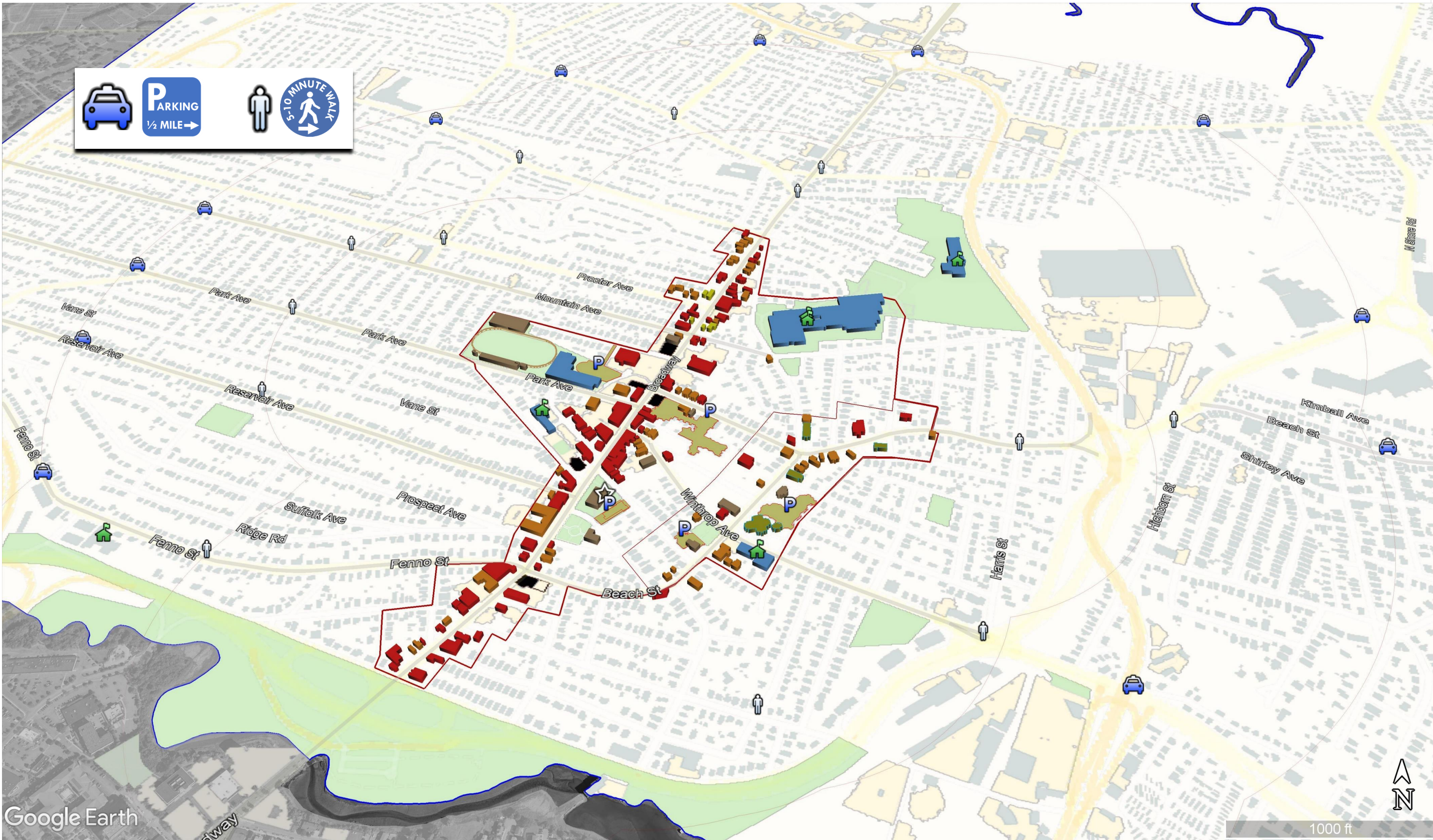
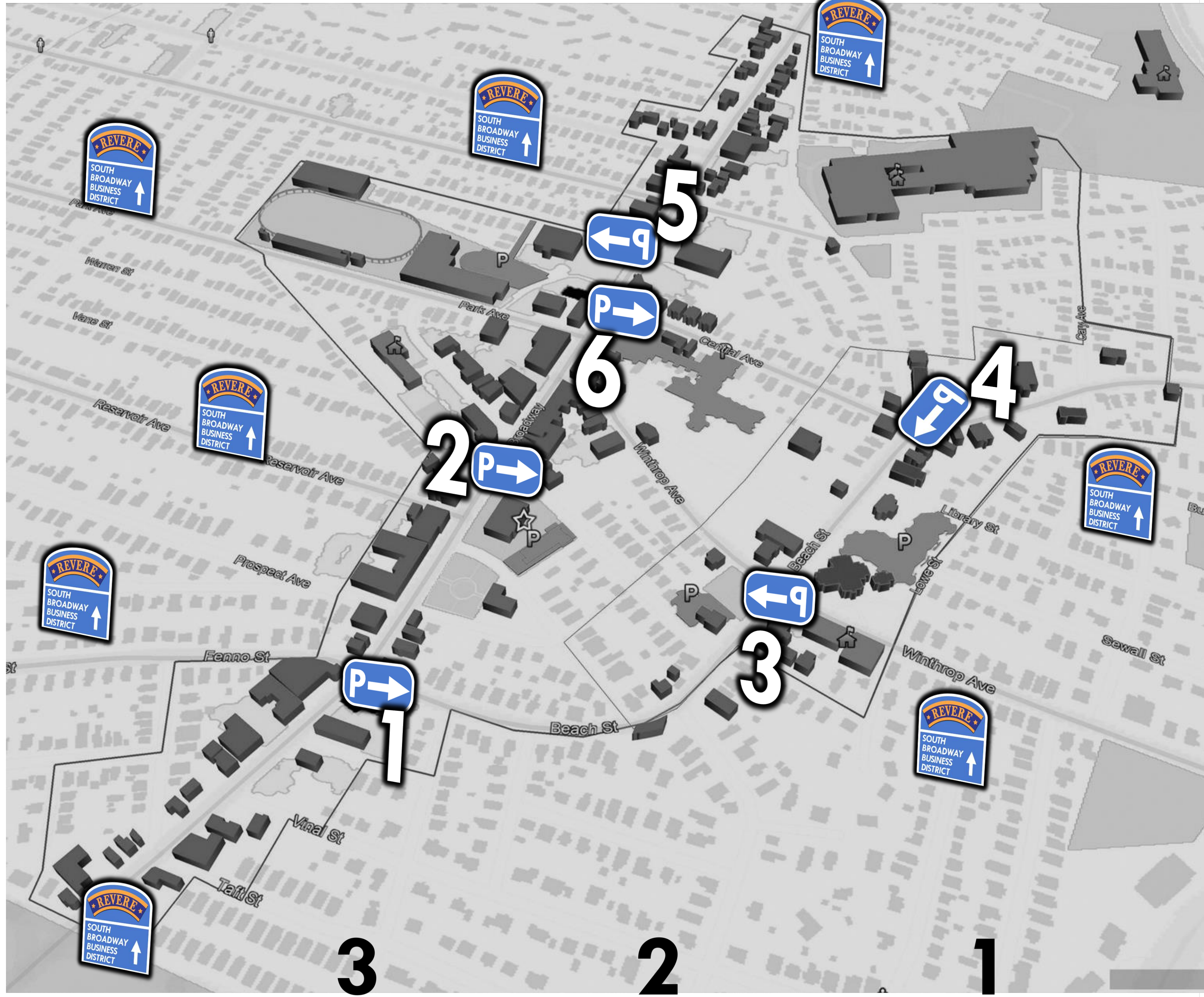


PHOTO EXAMPLES OF OTHER TYPES OF POTENTIALLY COSTLIER EXAMPLES FOR POTENTIAL CONSIDERATION – SOURCE: CORBINDESIGN.COM



IN-DISTRICT SIGNAGE & WAYFINDING – APPROACH & IDEAS – GATEWAY / ARRIVAL SIGNAGE

- THIS MAP AND SIGN EXAMPLES BELOW SHOW 8 RECOMMENDED GATEWAY ARRIVAL SIGNS AS PRIMARILY (BUT NOT EXCLUSIVELY) CARS ENTER THE SOUTH BROADWAY BUSINESS DISTRICT.
- THE GATEWAY ARRIVAL SIGNS (WITH A GATEWAY SIGN MOCK-UP SHOWN BELOW) ARE GENERALLY PLACED ON THE MAIN THOROUGHFARES ARE SUGGESTED TO BE PLACED SLIGHTLY OUTSIDE OF THE DISTRICT BOUNDARY TO SIGNAL THE ARRIVAL AND PROVIDE GENERAL AWARENESS OF THE BROAD CATEGORIES OF PLACES OF PUBLIC ACCOMMODATION AND THE AVAILABILITY OF PARKING, AND THE ENCOURAGEMENT TO ONLY PARK ONCE, AND THEN SHOP AND VISIT ESTABLISHMENTS BY FOOT AFTER HAVING PARKED.
- THE MAP ALSO SHOWS 6 LOCATIONS FOR MODEST-SIZED PARKING SIGNS TO DIRECT DRIVERS TO SPECIFIC PUBLIC PARKING LOTS TO ANNOUNCE WHERE TO MAKE RIGHT HAND OR LEFT HAND TURNS FOR SPECIFIC LOTS.
- ALTERNATIVELY, A LARGER SIGN WITH A SCHEMATIC MAP SHOWING THE PRIMARY STREETS AND THE LOCATIONS OF THE 5 PRIMARY PUBLIC PARKING LOTS COULD SUPPLEMENT AND/OR REPLACE SOME OF THESE.
- FOR VERY ROUGH COST ESTIMATES BASED ON THE FIGURES ON IDEA BOARD 2 OF 5, THE EIGHT 3-FOOT BY 8-FOOT (24-SF) GATEWAY SIGNS COULD COST APPROXIMATELY \$7,680 FOR THE METAL SIGN PANELS (24-SF X 8 SIGN PANELS X \$40 PER SF = \$7,680). ADDITIONALLY THE METAL U-CHANNEL POSTS COULD COST \$1,200 AND THE FOUNDATIONS AN ADDITIONAL \$2,000 FOR A TOTAL OF A MINIMUM OF \$10,880 FOR THE 8 GATEWAY SIGNS.
- THE SIX RECOMMENDED 3-FOOT BY 4-FOOT PARKING LOT SPECIFIC SIGNS COULD COST \$2,880 FOR THE PANELS PLUS \$2400 FOR THE SIGN POSTS AND THE FOUNDATIONS FOR A TOTAL OF A MINIMUM OF \$5,280.
- THE FIVE PARKING LOTS SHOWN AND RECOMMENDED ARE A COMBINATION OF FULLY PUBLIC AND PUBLIC WITH SOME LIMITATIONS/RESTRICTIONS. FURTHER DETAILS COULD BE PROVIDED ON SIGNAGE INDICATING WHICH LOTS ARE FULLY UNRESTRICTED PUBLIC (CENTRAL AVE LOT, MUNICIPAL LOT BEHIND CITY HALL STAFF LOT, AND HISTORICAL SOCIETY LOT), AND WHICH ARE LIMITED PUBLIC (THE NIGHTS AND WEEKEND PUBLIC PARKING AVAILABLE AT THE HILL SCHOOL PARKING LOT), AND WHICH COULD POTENTIALLY ALSO BECOME A NIGHTS AND WEEKEND LOT (THE PUBLIC LIBRARY LOT) OUTSIDE OF ITS BUSINESS HOURS WHERE PARKING IS FOR LIBRARY PATRONS. THE CITY OF REVERE STAFF COULD APPROACH THE LIBRARY BOARD AND STAFF TO BROKER SUCH AN AGREEMENT.



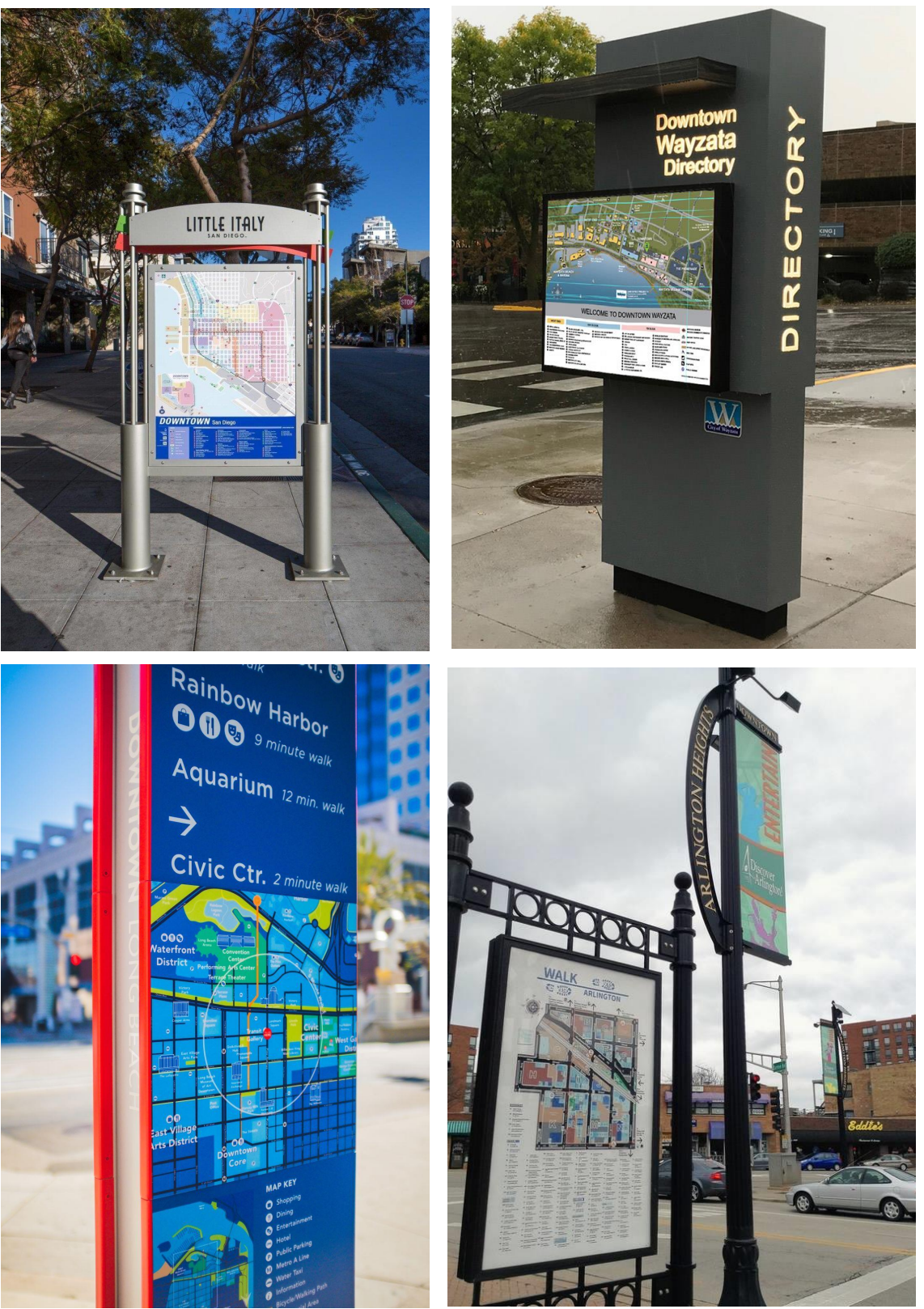
IN-DISTRICT SIGNAGE & WAYFINDING – APPROACH & IDEAS – ALREADY-PARKED – DIRECTORY-MAPS

- THESE ARE THE PRIMARY DESTINATION FEATURES WITHIN THE DISTRICT TO BE CONSIDERED FOR “MAP DIRECTORY SIGNAGE” PRIMARILY AT THE HIGHLY-PUBLIC/MUNICIPAL PARKING LOTS, FOR ONCE DRIVERS HAVE EXITED THEIR VEHICLES.
- SIMILAR TO MALL DIRECTORY “YOU ARE HERE” MAPS. COULD ALSO BE REPRESENTED IN AN AXONOMETRIC/OBLIQUE “3-D” MAP INSTEAD SINCE SOME/MANY PEOPLE FIND THOSE EASIER TO READ THAN TWO-DIMENSIONAL PLAN VIEW MAPS.
- FOR THESE FIVE PROPOSED LARGE FORMAT DIRECTORY MAPS AT THE FIVE HIGHLY PUBLIC PARKING LOTS, ONCE DRIVERS HAVE EXITED THEIR VEHICLES, THEY WILL NOTICE A VERY LARGE DIRECTORY MAP SIGN. THE SIGN WILL INFORM THEM THAT THEY ARE IN REVERE’S SOUTH BROADWAY BUSINESS DISTRICT. IT WILL ALSO INCLUDE A HEADER OF “PARK ONCE, SHOP TWICE” TO PROMOTE WALKABILITY, AS WELL AS HAVE A SUBHEADER OF “DINING – SHOPPING – PARKS – CIVIC” TO CONVEY THE MULTIPLE TYPES OF ESTABLISHMENTS AND ACTIVITIES WITHIN THE AREA. THE MAP WILL HAVE COLOR CODED BUILDINGS AND FEATURES TOGETHER WITH A COLOR-CODED LEGEND SHOWING PUBLIC PARKING, PATRON PARKING AREAS, WHERE THERE ARE CLUSTERS OF ESTABLISHMENTS, A “YOU ARE HERE” ICON SPECIFIC AND RELATIVE TO THE PARTICULAR PARK LOT TO ORIENT PEOPLE. THE CITY OF REVERE CAN OPT TO LABEL CERTAIN BUILDINGS, PLACES AND FEATURES THAT ARE UNLIKELY TO CHANGE QUICKLY OVER TIME. NAMING INDIVIDUAL PRIVATE RETAIL ESTABLISHMENTS WOULD ENTAIL HAVING TO REPLACE THE SIGN OVER THE YEARS TO KEEP IT UP TO DATE, AND IS NOT ADVISABLE.
- IN ADDITION TO A FUTURE DECISION ON THE TYPES OF SIGNS (FOR GATEWAY ARRIVAL, EXTERNAL AWARENESS/INTERCEPTION, AND IN-DISTRICT [ALREADY PARKED OR WALKING-ABOUT] DIRECTORY-MAPS SIGNS), AND THEIR LARGE-ENOUGH LEGIBLE SIZES;
 - THE CITY AND FUTURE PHASE 1B AND BEYOND WAYFINDING TEAMS/CONSULTANTS SHOULD DETERMINE A CONSISTENT AND SIMPLE COLOR PALETTE, UNIFORM FONT TYPOGRAPHY SCHEME OF 1 TO 2 FONT TYPES, AND THE APPROPRIATE FONT SIZES SO THAT THEY ARE UNIFORMLY LEGIBLE TO DRIVERS AND PEDESTRIANS AT DETERMINED DISTANCES, AND SO THAT WHEN SIGN ORDERS AND BIDS ARE PLACED, THE GRAPHIC DESIGN AND SIGNAGE COMPANIES PRODUCE THEM UNIFORMLY.



- BELOW THE MAP AND MAP LEGEND, DIRECTIONAL ARROWS AND SPECIFIC DESTINATIONS WITHIN CLOSE WALKING PROXIMITY TO THE PARTICULAR PARKING LOT CAN BE HIGHLIGHTED FOR EASE OF NAVIGATION PURPOSES.
- IN TERMS OF COSTS, TWO TYPES OF MOCK-UP DIRECTORY-MAP SIGNS ARE SHOWN BELOW FOR EACH OF THE FIVE PUBLIC PARKING LOTS.
- THE SHEET METAL PANEL SIGN AFFIXED TO TWO METAL SIGN POSTS WOULD BE MORE COST EFFECTIVE, AND THE THREE-DIMENSIONAL WAYFINDING KIOSK DIRECTORY-MAP SIGN COMES WITH HIGHER COSTS BUT COULD AFFORD MORE DISTRICT BRANDING OPPORTUNITIES AS WELL AS ADDITIONAL SIGN-FACADES FOR DISPLAYING MORE INFORMATION AND POTENTIALLY EVEN ADVERTISING FOR GENERATING REVENUE FOR THE CITY. MANY KIOSK SIGNS VENDORS OFFER A WIDE ARRAY OF OPTIONS AND PRICING FOR THE KIOSK SIGN (WITH OR WITHOUT ADVERTISEMENT REVENUE GENERATING POTENTIAL) IS SOMETHING THE CITY WOULD HAVE TO BID OUT.
- THE FIVE MORE BUDGET FRIENDLY SIGNS COULD POTENTIALLY COST \$8,800 AT A MINIMUM. THIS ASSUMES THE FOLLOWING: A 4’X6’ SIGN WITH 24-SF EACH MULTIPLIED BY FIVE SIGNS AT \$40 PER SF PLUS TWO SIGN POSTS EACH, PLUS FOUNDATION COSTS.
- FOR MAP-DIRECTORY KIOSKS, 2009 PRICING FROM A PROPOSAL IN CALIFORNIA HAD ITEMIZED COSTS FOR MATERIALS, DESIGN AND INSTALLATION AT \$25,000 TO \$30,000 EACH WITH A POTENTIAL ROUGH MINIMUM ESTIMATE FOR THE FIVE RECOMMENDED PUBLIC-PARKING-LOT DIRECTORY-MAP KIOSKS TOTALING \$125,000 TO \$150,000. SOURCE: PAGES 98-99 AT [HTTPS://WWW.UVIC.CA/CAMPUSPLANNING/ASSETS/DOCS/UVIC.CAMPUS.WAYFINDIN G.STRATEGY.PART2FINAL.REPORT.JUNE18-2009.PDF](https://www.uvic.ca/campusplanning/assets/docs/uvic.campus.wayfindinG.strategy.part2final.report.june18-2009.pdf)

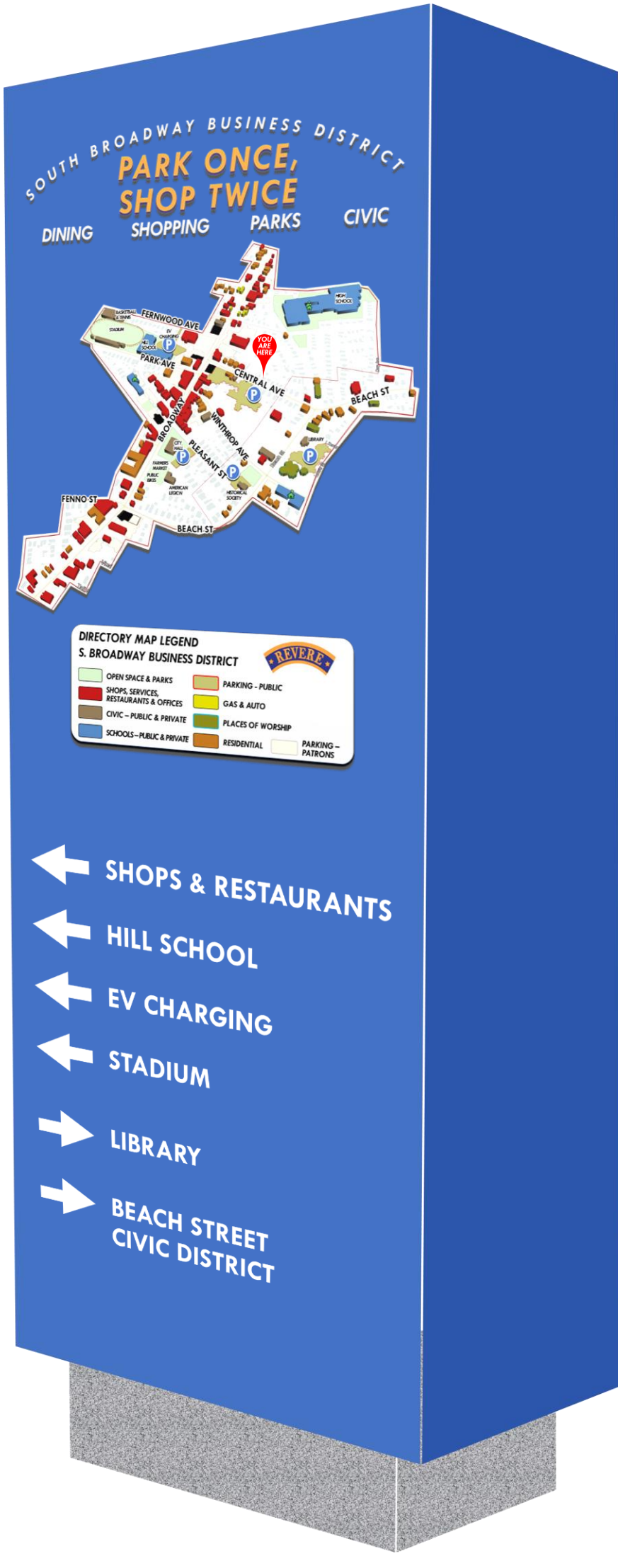
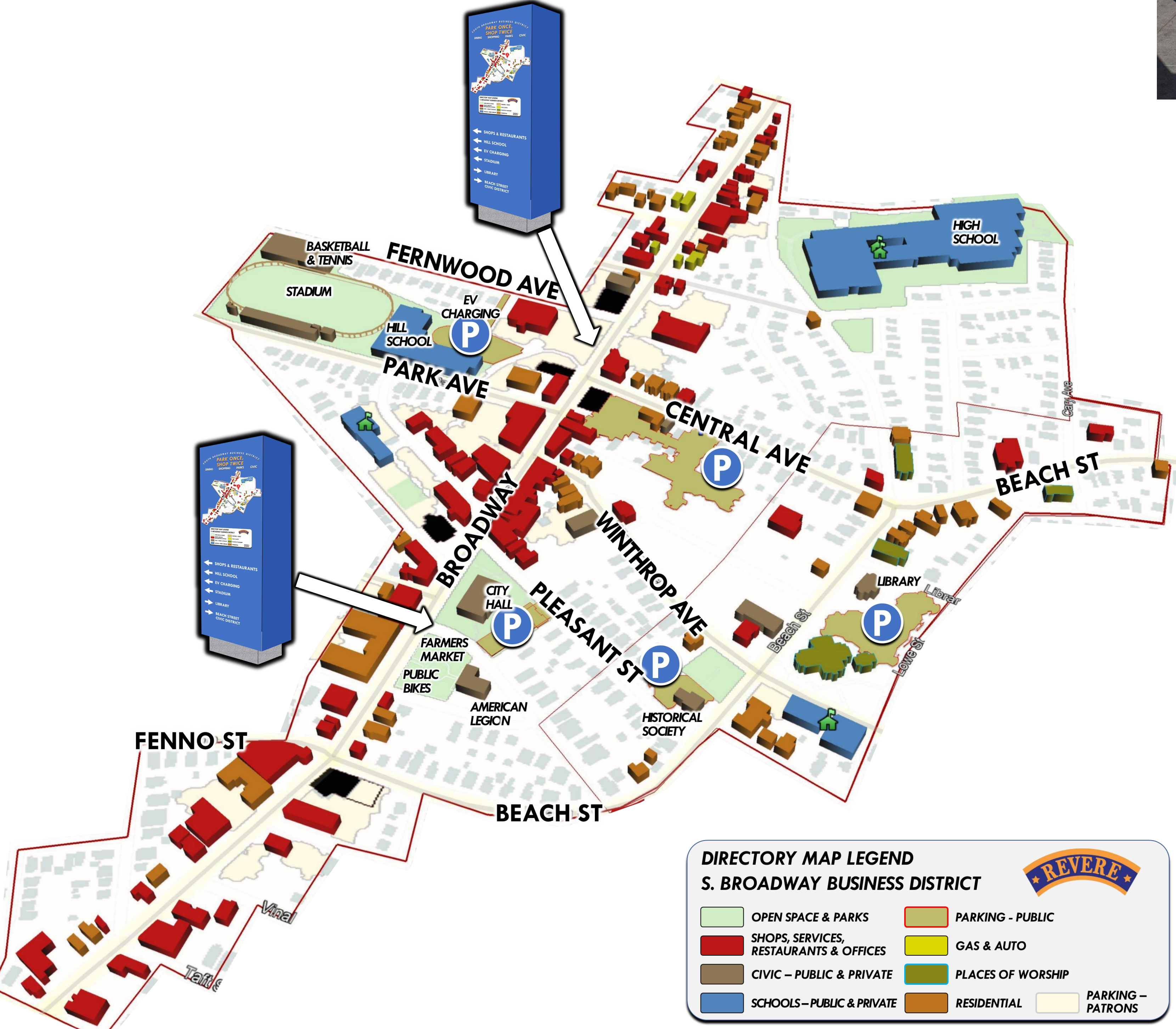
PHOTO EXAMPLES FOR POTENTIAL CONSIDERATION



IN-DISTRICT SIGNAGE & WAYFINDING – APPROACH & IDEAS –
KEY PEDESTRIAN WAYFINDING SPOTS – DIRECTORY-MAPS

- AT A MINIMUM, TWO INFORMATIONAL WAYFINDING DIRECTORY MAP KIOSKS ON BROADWAY PROPER ARE ANTICIPATED TO BE NECESSARY TO INFORM VISITORS, PEDESTRIANS AND SHOPPERS OF THE DIFFERENT AMENITIES IN THE AREA.
- IN THIS INSTANCE, IT WOULD BE ADVISABLE TO PURSUE THE THREE-DIMENSIONAL DIRECTORY MAP WAYFINDING KIOSK (VERSUS THE TWO-DIMENSIONAL SHEET METAL SIGN PANEL ON U-CHANNEL SIGN POSTS) ON BROADWAY PROPER FOR AESTHETIC REASONS IN ORDER TO ALSO FUNCTION A COMPLEMENTARY STREETScape AMENITY, AND TO ELEVATE DISTRICT BRAND IDENTITY.
- THE PRIOR BOARD REFERENCED 2009 CALIFORNIA PRICING FROM A VENDOR FOR \$25,000 TO \$30,000 FOR EACH FOR A TOTAL OF \$50,000 TO \$60,000 MINIMUM TO PROVIDE TWO OF THESE INFORMATIONAL KIOSKS.
- IT IS RECOMMENDED THEY BE INSTALLED AT THE INTERSECTION OF CENTRAL AVENUE WITH BROADWAY IN CLOSE PROXIMITY TO THE MBTA BUS STOP TO HELP INFORM/ORIENT TRANSIT RIDERS, AND THE OTHER ONE COULD BE INSTALLED AT BROADWAY NEAR HYDE STREET IN CLOSE PROXIMITY TO A BUS STOP, CITY HALL AND THE AMERICAN LEGION WITH ITS FRONT YARD OPEN SPACE AMENITY WITH BENCH SEATING, THE FARMERS MARKET AND THE PUBLIC BIKE RENTALS.

PHOTO EXAMPLES FOR POTENTIAL CONSIDERATION





MSC Wrapping & Advertising Solutions.

We Wrap Everything!


Thank you,

We would like to thank you for considering **MSC** for your Wrapping & Advertising needs.

We have experience in providing durable and reliable Car Wrapping Solutions. At **MSC**, we utilize our professional, consultative approach with each client and encourage open and honest feedback at every step.

It is our intention and our promise to deliver a lasting and mutually beneficial product. **You have the commitment of the entire MSC team and we look forward to working with you!**

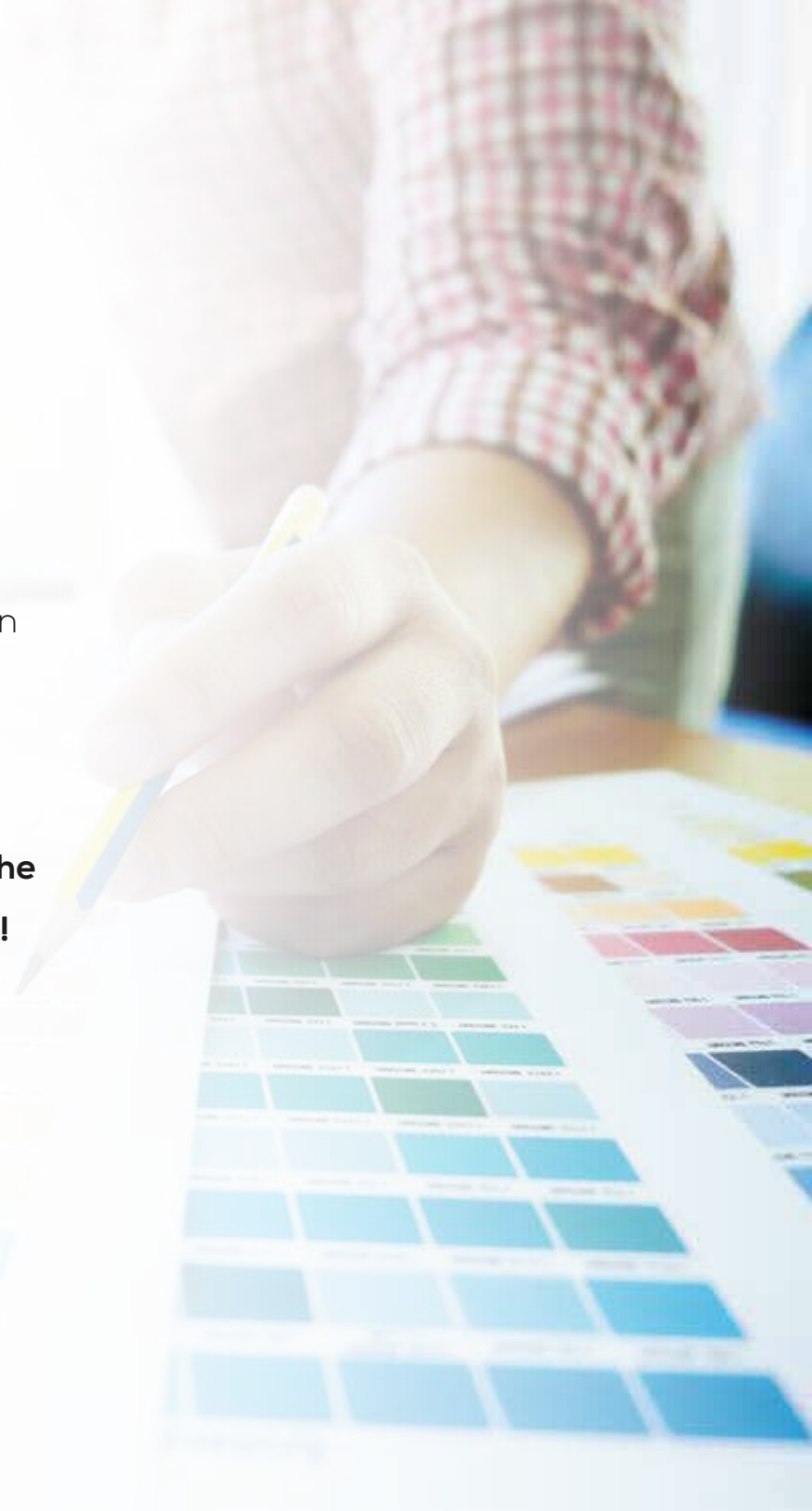
Sincerely,

A handwritten signature in black ink, appearing to read 'José Perez', is positioned above the printed name.

José Perez

CEO

MSC (Mass Safety Contractor)





OPEN

Integral work

At **MSC** our strategy is to develop a **personalized approach** by integrating multidisciplinary services to support our clients during the implementation of their business plan and the life cycle of their projects.



Why hire us?

We are a team of professionals who accompany you from the design to the installation of the wrap.

We help you turn your corporate and personal vehicles into the best showcase for your business and unique style.

We offer the best quality in the market, and we like to work with our clients as a team to achieve the best results.

About MSC

MSC (Mass Safety Contractor) aims to respond to the needs of a constantly evolving environment and extend its activities beyond traditional consulting services in all facets of development, communication and marketing.

We are a National Minority Supplier Development Council member, our company shapes the global supply diversity landscape while supporting the initiative to enhance supply base relationships thus creating a more agile supply chain.



Broadway wayfinding Pricing Sheet

Request for Quotes

#	SIGN DESCRIPTION	DIMESIONS	POST QTY	QUANTITIES	COST PER SIGN	COST PER POST	INSTALLATION COST
1	Directional Navigation Signs to parking lots	3'x4'	1	6	\$300.00	\$272.00	\$150.00
2	half Mile driver Awareness sign	3'x4'	1	2	\$300.00	\$272.00	\$150.00
3	Gateway Arrival Sign	3'x8'	1	2	\$600.00	\$272.00	\$150.00
4	Parking Lot Location Sign	3'x3'	0	4	\$270.00	\$0.00	\$100.00
5	Parking Lot directional Maps	4'x6'	2	4	\$600.00	\$544.00	\$180.00
6	Pedestrian Directional Maps	4'x6'	2	2	\$600.00	\$554.00	\$180.00
Materials Description		Sign	.080 stainless steel – Radius Corners, 2 Holes (with excellent corrosion resistance)				
		Vinyl	3m reflective laminated Vinyl				
		Post	Galvanized steel Square Sign Post + Sleeves				

VENDOR INFORMATION	MASS SAFETY CONTRACTOR INC	
PRICE VALID FOR	30 DAYS	
TOTAL PROJECT COST WITH INSTALLATION	\$17,264.00	
TOTAL PROJECT COST WITHOUT INSTALLATION	\$8,674.00	

THIS CERTIFIES THAT

Mass Safety Contractor



* Nationally certified by the: **GREATER NEW ENGLAND MINORITY SUPPLIER DEVELOPMENT COUNCIL**

*NAICS Code(s): 541430

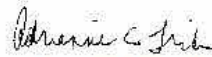
* Description of their product/services as defined by the North American Industry Classification System (NAICS)

05/13/2020

Issued Date

GN11075

Certificate Number


Adrienne Trimble



05/31/2021

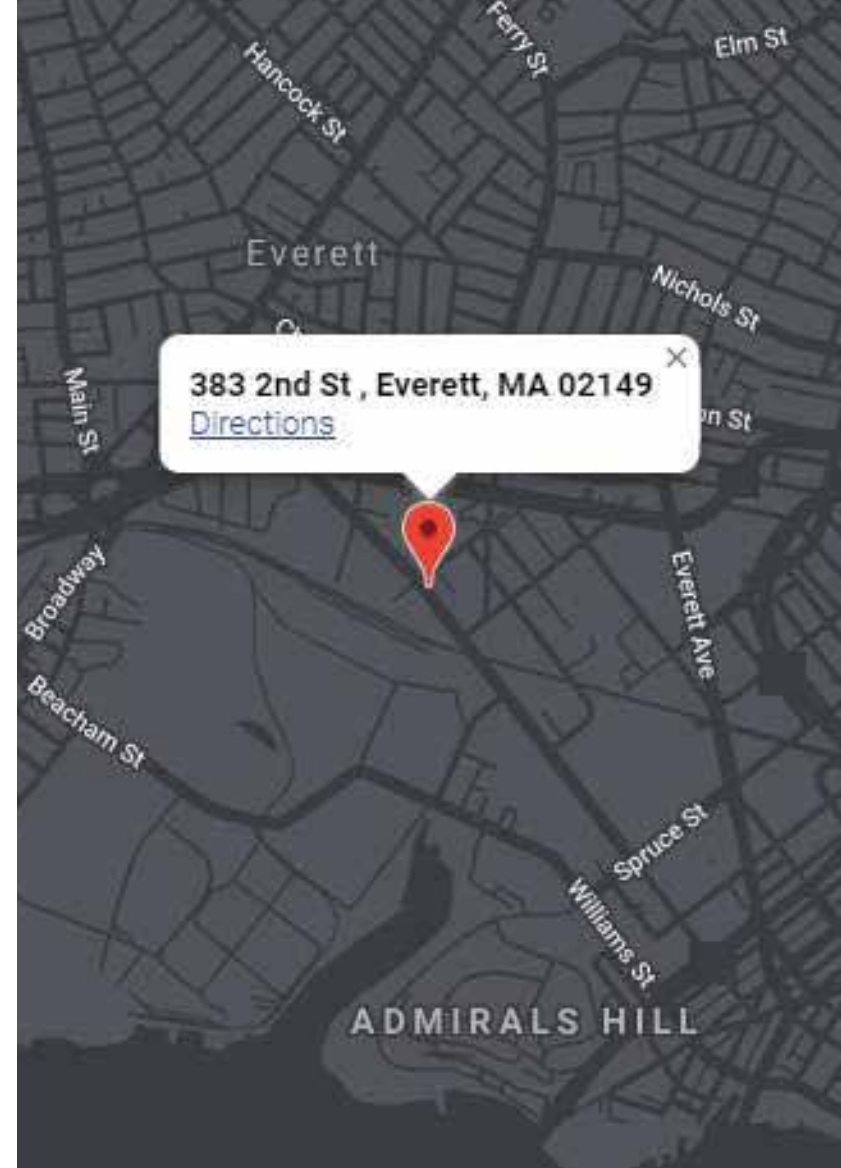
Expiration Date

Peter F. Hurst, Jr., President and CEO

By using your password (NMSDC issued only), authorized users may log into NMSDC Central to view the entire profile: <http://nmsdc.org>

Certify, Develop, Connect, Advocate.

* MBEs certified by an Affiliate of the National Minority Supplier Development Council, Inc.®



Our Facilities

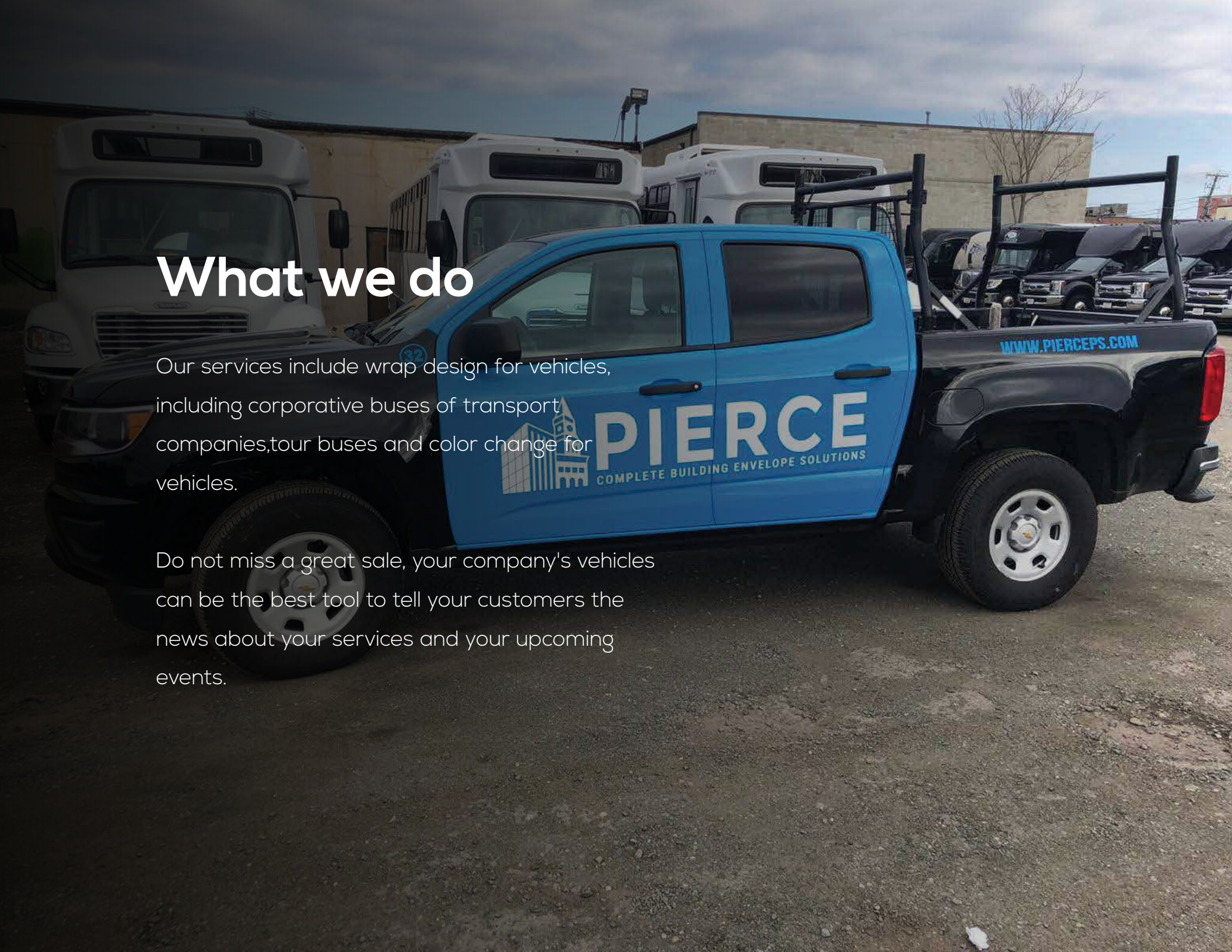
383 2nd St.

Everett, MA 02149

What we do

Our services include wrap design for vehicles, including corporate buses of transport companies, tour buses and color change for vehicles.

Do not miss a great sale, your company's vehicles can be the best tool to tell your customers the news about your services and your upcoming events.





Bus branding

Buses are the most used form of public transportation in the US, accounting for up to 5 billion bus rides a year. Fleet advertising studies show that you could get about 30,000 to 70,000 impressions on the road a day. Think of how hard your ad could work for you if you could reach that many people on a daily basis.

That's not even counting the number of people who are exposed to your ads because they're stuck in traffic with your bus, or they happened to be walking down that same street and couldn't miss the huge, hulking vehicle plastered with colorful ads.

We wrap all kind of buses with the best materials in the market.

Fleet wrap services

At MSC, we believe that your fleet is the best showcase to show your customers the products and services you offer. We achieve the design and installation of incredible graphics for your fleet that communicates your brand's message to increase your sales by taking advantage of the opportunities in the city.

We specialize in graphics and wrappers for cars, trucks, vans, semi-reducers, and trailers of any size, also including bus, minibus, double-decker, and recreational vehicles.

Every single design is created and manufactured with the highest quality materials, our fleet wrappers are designed to last, and to protect your vehicles from road wear.





Design & Installation

We achieve the design and installation of incredible graphics for your fleet.



Top Class Products

Our vinyl letters are a versatile product that looks classic and professional.



Certified Professionals

Our installers are certified professionals with extensive experience in graphic and production management.



Best Practices

We remove the wrap from your vehicle, the best way possible.





Latest tech

We have the best machines in the market so we can provide you with the best advertising design and quality for your business.

Quality is very important for us! Hence that's what your potential customers will see and get an impression from, our materials and high quality machines will the design on your vehicle very durable.





Vinyl VS Paint

Wrapping is the newest and most innovative thing to hit the customizing world in years. Wrapping it is a process of transforming the color and look of your car or other surface by applying large sheets of pressure sensitive vinyl film to each individual panel on the car or other surface.

Vinyl film is applied with extreme precision and skill and can only be carried out by highly trained and specialized staff.

Having your car or other surface vinyl wrapped will completely change the appearance & visual styling as well as protect your paintwork from stone chips and fading. vinyls wrap are designed and applied to look like paint, so you wouldn't even notice it has been wrapped.





Nationwide Installation.

We Wrap Everywhere!



Our Experience

We have been working in the printing industry for many years and doing it together as a team will give you the best results in the market!

We love what we do and we enjoy the whole process (which we follow detailedly).



Our Process

Every step of the process is crucial since the beginning.

16 - Technology



Project Management



Graphic Design



Production & Printing



Graphics Installation



Finished Product (WOW)

Our Team

We place great emphasis not only on recruiting and hiring the right talent for the job, but on our training processes. We select staff based on experience, integrity and a willingness to provide exceptional service to our customers.

“Your Business” can expect professional, career designers, marketers and installers on the job, not simply a guy with a computer printing stuff. Each and every member of our teams are provided training specific to their position as well as any additional training required.

Our 40 hour, two week training programs are above industry standard and cover important aspects of safety, service and problem solving skills.



Personalized Projects.

Get What You Need.

They Trust Us

One of the most important and powerful things in any kind of business is trust. We have clients that trust us because they've experienced our expertise and good work.









Thank you for your time.

info@masssafetycontractor.com

www.masssafetycontractor.com

3.2 Improve awareness of amenities in the district with a focus on wayfinding and signage

Category		Public Realm, Arts and Culture
Location		Along the Broadway corridor and centrally located by City Hall (Census tracts 1701, 1702, 1703, 1704, 1706.01)
Origin		City of Revere, Revere Task Force. Note: This project sheet was made in tandem with Stantec as a subject matter expert. Please find the full report in the appendix.
Budget		High (\$200K+) with 50K for design development and remaining for fabrication Possible sources: <ul style="list-style-type: none"> • MassDevelopment TDI Creative Catalyst or Commonwealth Places grants • DHCD MDI or Community Development Block grants • Sponsorship & off-site advertising
Timeframe		Short term (less than 5 years) <ul style="list-style-type: none"> • Conceptual design process – 12 months • Schematic design – 6 months • Design development – 6 months • Fabrication & installation – 6 months
Risk		Medium Discussion would be needed about the design and placement of the signs, along with the maintenance to ensure they are well-maintained and up to date if any changes are needed. Coordination would be required with relevant entities. Additional Risks: <ul style="list-style-type: none"> • Coordinating with various Town departments for design and implementation • Reaching consensus with business/ visitor attraction parties on design and location of wayfinding signs • Identifying funding for implementation and possible design competition. • Signage clutter & competing designs (existing signage that mixes with new designs) • Approval by MassDOT or DCR of any signs on State roadways. • Approval by MassDOT of any truck route signing
Key Performance Indicators		<ul style="list-style-type: none"> • Percentage change in foot traffic in the district. • Percentage change in survey respondents who report parking as a primary challenge. • Before and after studies of spending by mode. • Surveys to capture user perceptions, behavioral changes in mode choice. • Number of existing wayfinding signs, number of the types of wayfinding signs for pedestrians, bikers and vehicular traffic. • Perception and feedback from business community.
Partners & Resources		City of Revere, Business Association, Local Business Owners, Revere Historical Society, Economic Development Advisory Committee, Department of Conservation and Recreation, Community Groups, Visitor Bureaus, Local Artists (to provide additions such as accent inset panels, materials, glass, ceramic, metal, etc.), On-Call Fabrication Consultant for continued maintenance efforts, Chamber of Commerce.

Diagnostic/COVID-19 Impacts

The businesses along the Broadway business corridor are looking forward to increasing their customer base as part of the recovery process. In surveys, parking was cited as one of the main concerns of the business owners, but analysis of the parking has shown that the available parking capacity is sufficient for the demand. In addition, others have noted the lack of cohesive district identity, and a clear sense of where amenities are located within the district.

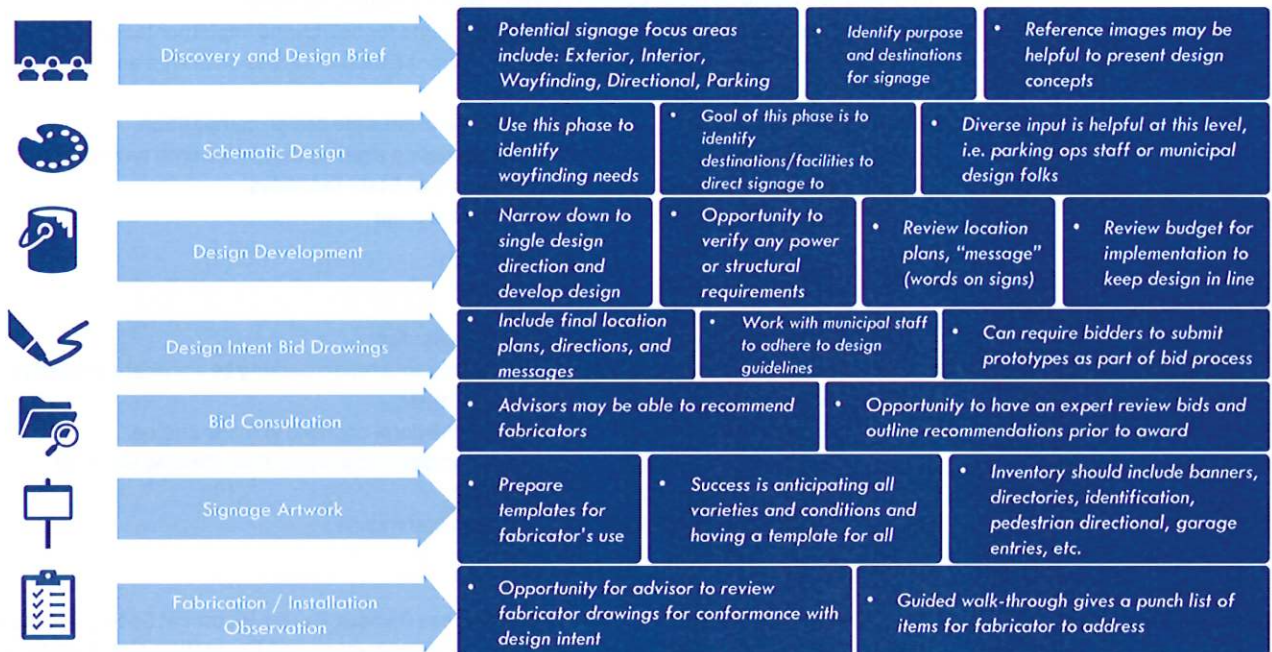
The expectation is that new wayfinding signage to direct visitors to parking and amenities will increase the number of visitors to the district and will also increase the amount of time visitors spend in the district.

Action Item

A multi-phased wayfinding design process is recommended. Key actions include:

- Develop a design working group, comprised of key stakeholders supportive of improved wayfinding as well as City staff responsible for its management, design plan execution, installation, and upkeep.
- Include all interested entities for design plan input and to understand how wayfinding plan will integrate with similar programs.
- Identify the wayfinding "needs" and desired outcomes by developing a prioritized list of key destinations, needed identification, potential gateways, and key directional needs.
- Review/create map of existing wayfinding signage systems.
- Evaluate where the "gaps" are for wayfinding signs and current conditions/remaining lifespan for existing signs.
- Ensure that the proposed design adheres to all required design guidelines, including ADA-compliance for font size, size, and contrast. Encourage design considerations to meet multi-lingual needs.
- Develop aesthetic design options, working with community, businesses, and local artists.
- Implement a low-cost pilot for central parking lot and evaluate feedback.
- Identify and obtain design funding for full wayfinding program.
- Commission a fabricator and install signs.
- Develop a maintenance and repair program.

Wayfinding Plan Tips for Successful Outcomes



Wayfinding plan tips (Source: Stantec)

Process - Key Steps to Consider

Schematic Conceptual Design (35% of project efforts)

- Identify the project goal and wayfinding needs
- Identify required signage types and create a Sign Inventory
- With understanding of the local aesthetic in hand, explore two – three different design options for consideration to ensure that the design is unique and appropriate for the community
- Develop a few representative sign types and analyze them and how they would fit in the built environment and in the downtown area
- Develop preliminary signage locations and messaging, with an understanding of the various contexts for the signs (i.e., freestanding, pole-mount, wall mount, projecting, etc.)
- Develop a target budget for infrastructure
- Identify the audience for signs, their information hierarchy, signing types
- Identify applicable code requirements
- A Sign Fabricator should be consulted for Raw Order of Magnitude (ROM) price estimates. These ROM numbers will help inform the decision of which design direction to pursue (and identify any Value Engineering measures).

Pilot Installation

- Working with a Sign Fabricator, produce a limited run of lower-cost signs for mounting on existing poles by City staff
- Install and evaluate feedback from working group
- Advertise pilot as part of applying for full wayfinding program funding

Full Program Design Development Process (30% of project efforts)

- Desired design option (or hybrid of) to be applied to all sign types
- Develop Location Plans and Message Schedules
- Confirm design compliance with rules and regulations
- Circulate design package to City staff for input
- Issue design package to prospective Sign Fabricators for Preliminary Bids and reveal possible Value Engineering moves that might be required to meet budget.

Design Intent (25% of project efforts)

- Add/include all specifications and fabrication details necessary to solicit competitive bids from capable Fabricators
- Finalize Location Plans and Message Schedules
- Circulate design intent package (bid document) to entire Team for final sign-off

Bid Assistance (5% of project efforts)

- Identify recommended/capable Fabricators
- Issue Design Intent Package, field all questions and issue responses to all bidders
- Review bids and select fabricator

Artwork Coordination (Sign Fabricator efforts, shop drawings, material sample submittals)

- Hand-off of all specific, unique art, icons, symbols and logos.
- Development of all required templates for Sign Fabricator's use in building out sign messages (Including but not limited to one-line, two-line and multi-line variations, side A and side B layouts, flush left and flush right variations, etc.)

Construction Observation (5% of project efforts)

- Review and approve Fabricator's Shop Drawings
- Review and approve Fabricator's paint finish and material sample submittals
- Conduct a shop visit mid-fabrication if desired/required before completion.

Post-Installation (Punch Review)

- Once installed, designer is to review each sign installation to ensure its completion, quality and adherence to the design intent.
- This review should be summarized in a document to be issued to the city (proof of completion).

Aluminum 0.40 NOW Reflective 0.80

Broadway Wayfinding Signage Pricing Sheet						
Request for Quotes						
Sign Description	Dimesions	Post	Quantities	Cost per Sign	Cost per post	Installation Cost
Directional Navigation Signs to Parking Lots	3' x 4'	Yes	6	\$280	\$60 - \$75	\$165 e
This One looks Square on the picture Haf Mile Driver Awareness Sign	3' x 4'	This one can be Yes	reflective at 2	\$330 \$280	\$60 - \$75	\$165 e
Gateway Arrival Signs	3' x 8'	Yes	2	\$550	\$60 - \$75	\$165 e
Parking Lot Location Sign	3' x 3'	Yes	4	\$260	\$60 - \$75	\$165 e
Parking Lot Directional Maps	4' x 6'	yes	4	\$550	\$60 - \$75	\$350 e
Pedestrian Directional Maps	4' x 6'	yes	2	\$550	\$60 - \$75	\$350 e

VENDOR INFORMATION	Sofistech Inc, 121 Broadway Revere MA
PRICE VALID FOR	30 Days
TOTAL PROJECT COST	\$11,780.00

All Signs Made on 0.80 Gauge Aluminum with graphic overlaminated, NON-Reflective
The Informational Signs 4x6 can also be maid on ACM for better presentation at same price
Design and Set up are not included on the price, approximate \$400
After approval of the designs production and intallation may take 2 weeks
Poles are U-Channel Posts Galvanized, 8'
If Wooden post and jackets is required price will be different
Installation includes material (cement)