



Watertown Town Council

Administration Building
149 Main Street
Watertown, MA 02472
Phone: 617-972-6470

ELECTED
OFFICIALS:

Report of the Committee on Economic Development and Planning Meeting Date: January 21, 2021

Mark S. Sideris,
Council President

Vincent J. Piccirilli, Jr.,
Vice President &
District C Councilor

Caroline Bays
Councilor At Large

Anthony J. Donato,
Councilor At Large

John G. Gannon,
Councilor At Large

Anthony Palomba,
Councilor At Large

Angeline B. Kounelis,
District A Councilor

Lisa J. Feltner,
District B Councilor

Kenneth M. Woodland,
District D Councilor

The Committee convened on Thursday January 21, 2021 at 5:30 pm by Zoom, in accordance with the Governor's Order Suspending Certain Provisions of the Open Meeting Law, G.L. c.30A, §20, relating to the 2020 COVID-19 emergency. Present were Kenneth Woodland, chair; Lisa Feltner, vice chair; and Vincent Piccirilli, secretary. Staff present were Steven Magoon, Assistant Town Manager/Director of Community Development and Planning; and Laura Wiener, Senior Transportation Planner. Also present was Councilor Anthony Palomba.

The purpose of the meeting was to discuss the Wayfinding Grant design. This was a follow up to the Committee meeting on December 14, 2020. Ms. Wiener presented a revised design from Favermann Design to the original "Bridging Cultures" logo (See Attachment A). Mr. Magoon said we need to decide what direction to go, and either have the consultant complete his work under the grant, or go in a different direction with a new designer using Town funds.

Councilor Feltner said the revised design just doesn't work for her, and did not really address our concerns from the last time. She asked what the purpose of the "branding" was and asked if we should have input from the public before moving ahead.

Councilor Palomba said the design of the logo was too busy and does not really reflect the slogan of "Bridging Cultures" and thinks there should be people in the design to reflect that. He was concerned about what the "branding" means to us as residents as a reflection of how we want to represent ourselves.

Councilor Piccirilli said the purpose of wayfinding is to direct visitors to parking and other locations, and the design is still too busy and confusing, and will be hard to tell what it represents when driving by in a car. He asked if we considered using the Town seal instead, and showed examples of logos from other communities from the designer's website (Attachment B).

Councilor Woodland suggested we give the designer one more chance to come up with a design.

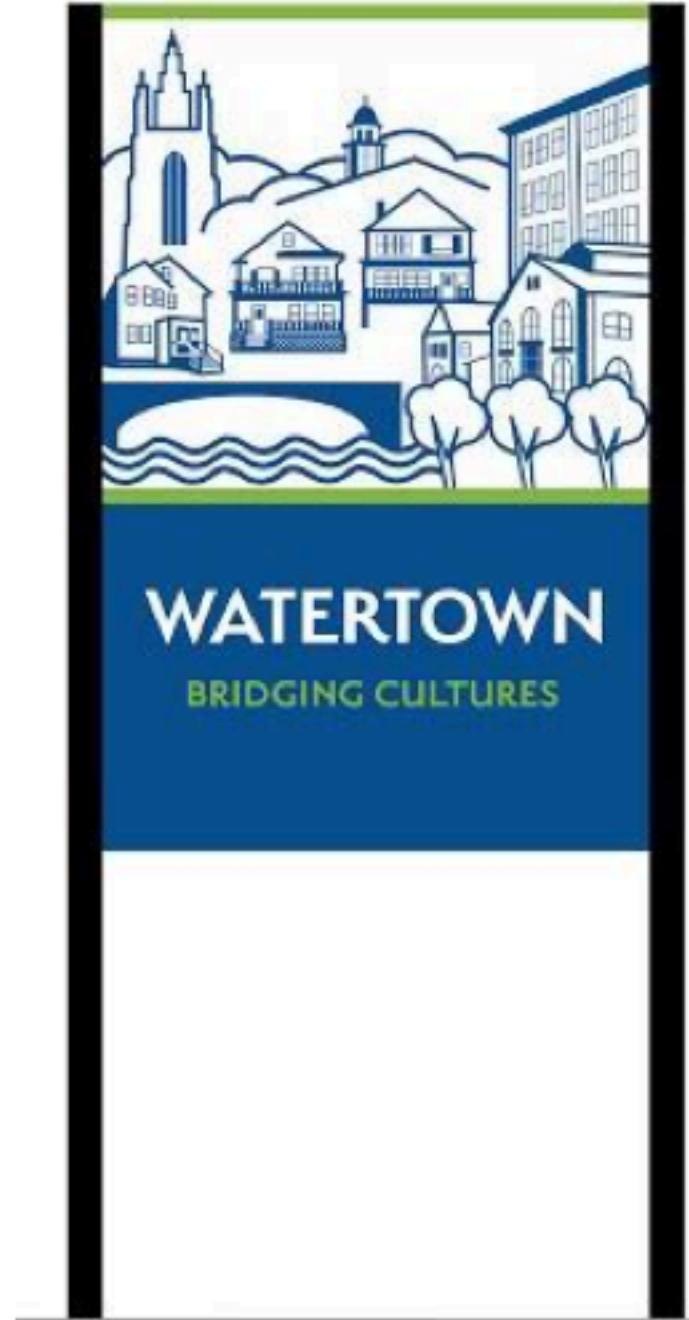
Councilor Feltner made a motion, seconded by Councilor Piccirilli, that the Committee asks that the consultant come back with one more design that addresses our concerns, and then decide whether to proceed or to pursue other design options. Voted unanimously 3-0 on a roll call.

The meeting adjourned at 6:01 pm, following a unanimous roll call vote.

Report prepared by Vincent Piccirilli

Attachments:

- A. Revised Wayfinding Logo
- B. Examples of Logos from other communities





FAVERMANN
DESIGN

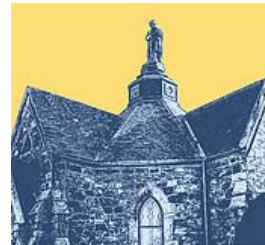
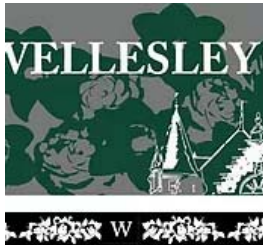
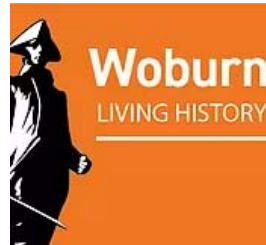
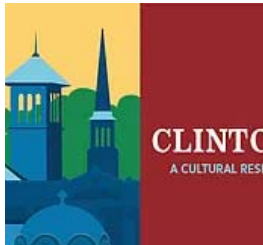
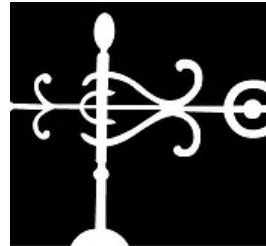
HOME

PORTFOLIO

ABOUT

CONTACT

COMMUNITY BRANDING



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DESIGN

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