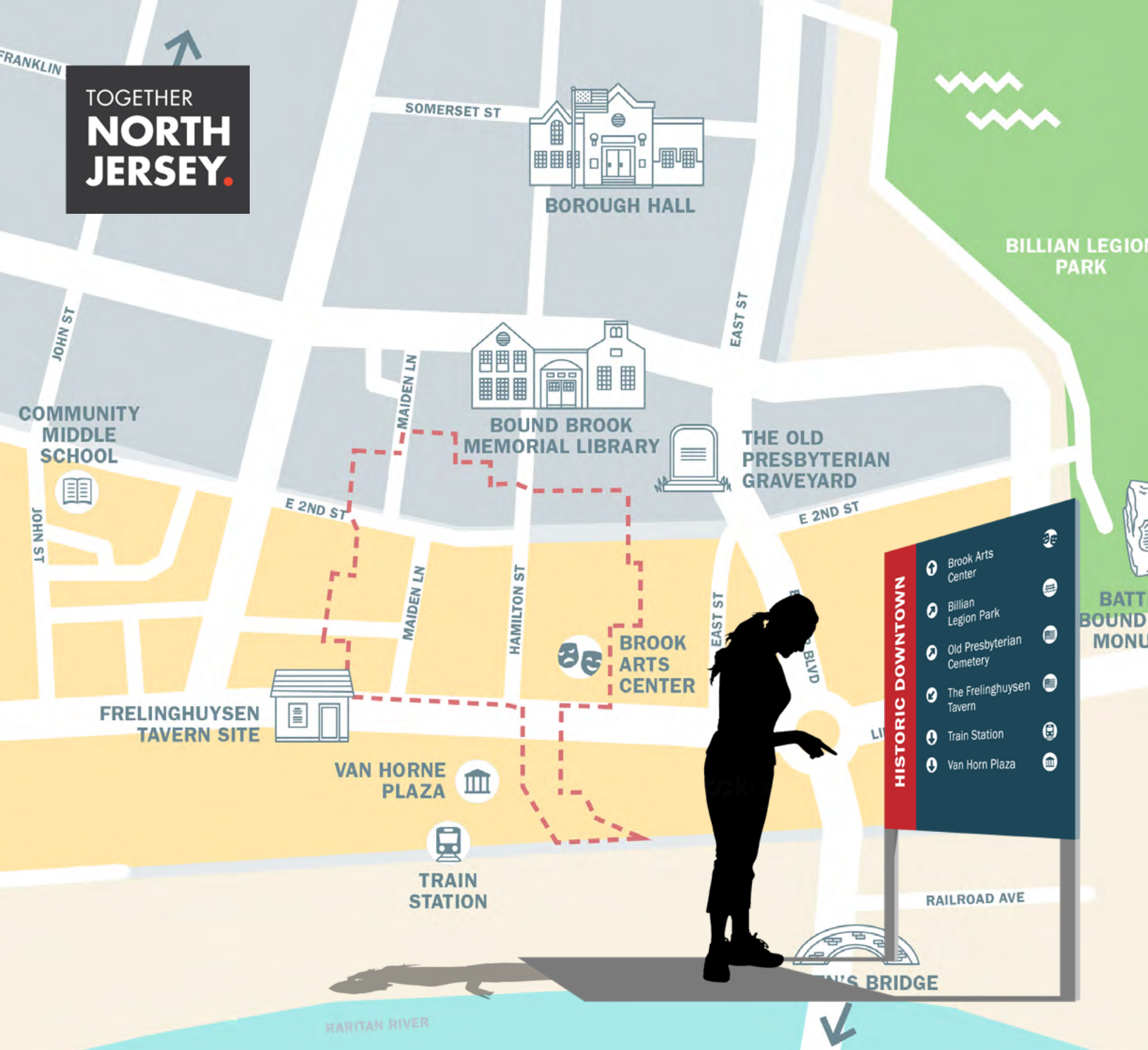


TOGETHER  
**NORTH  
JERSEY.**



# Visual Identity and Wayfinding

## Borough of Bound Brook

July 2020

Together North Jersey Local Technical Assistance

# Acknowledgement

This report was prepared by the Alan M. Voorhees Transportation Center at Rutgers University for the Borough of Bound Brook through the Together North Jersey (TNJ) Local Technical Assistance Program. Funding for the program is provided by the North Jersey Transportation Planning Authority (NJTPA).

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## About Together North Jersey

Together North Jersey (TNJ) was created in 2011 to develop the first comprehensive plan for sustainable development for North Jersey. Funded by a \$5 million federal Sustainable Communities grant and nearly \$5 million in leveraged funds from members, the TNJ planning effort brought together a coalition of nearly 100 diverse partners – counties, municipalities, educational institutions, nonprofits, businesses and other stakeholders – to develop the TNJ regional plan. The TNJ planning region consists of the 13 counties in the NJTPA planning area: Bergen, Essex, Hudson, Hunterdon, Middlesex, Monmouth, Morris, Ocean, Passaic, Somerset, Sussex, Union and Warren.

The TNJ planning process identified a shared vision for a sustainable future for North Jersey consisting of four themes: Competitive, Efficient, Livable, and Resilient. The Plan was issued in November 2015. Since then, TNJ partners have reconvened to further implementation of the Plan. The North Jersey Transportation Planning Authority (NJTPA) and the Alan M. Voorhees Transportation Center at Rutgers University (VTC) currently coordinate the TNJ Forum and Task Forces, with each of the four Task Forces dedicated to furthering one of the Plan's four themes.

### **TNJ Local Technical Assistance Program**

Funded by the NJTPA, the TNJ Local Technical Assistance Program provides VTC staff support and technical assistance to advance local initiatives that align with the vision of the Together North Jersey Plan. Eligible applicants for the program include municipal and county governments or non-governmental organizations.

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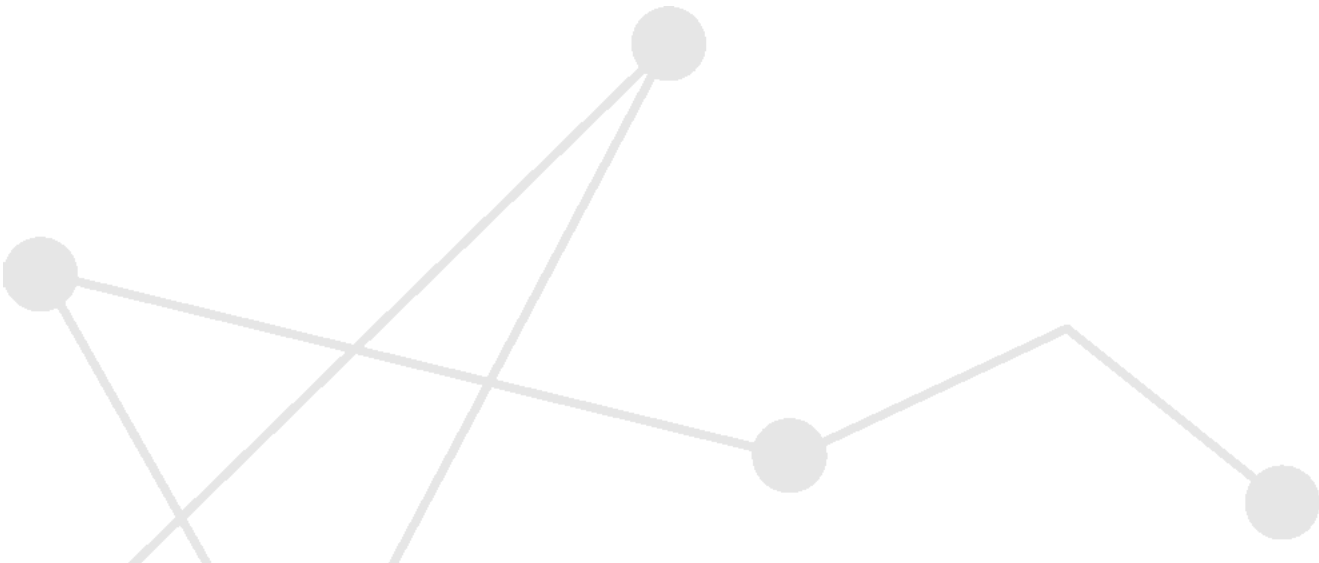
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# Project Overview

## Project Background

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This report presents recommendations for establishing a visual identity for the Borough of Bound Brook to be incorporated into wayfinding signage and other visual media. Creating a unified visual identity and implementing a wayfinding system will advance the Borough's downtown redevelopment and revitalization efforts, as well as ambitious plans for creating new recreational and open space. The conceptual designs developed by TNJ are grounded in research into the community's history as well as extensive input from members of the public and local stakeholders.

## Project Objectives

---

The Borough seeks a visual identity that expresses the character of the community and establishes Bound Brook as a unique and memorable place. The Borough also wishes to deploy wayfinding signage to create an accessible and easily navigable street and trail network for pedestrians, bicyclists and motorists. TNJ worked with the Borough and other local stakeholders to:

- » Discover the history, character, and unique destinations of Bound Brook by conducting research, field visits, and public and stakeholder outreach;
- » Identify and map destinations that are cherished by local residents, are attractions for visitors, or express the community's unique history and character;
- » Develop conceptual designs for wayfinding and other visual media that express the character of Bound Brook by engaging a student design team and collaborating with municipal officials and other local stakeholders; and
- » Conduct research into wayfinding best practices and case examples to provide guidance on system design and implementation.

### Bound Brook Visual Identity and the TNJ Plan

TNJ's assistance to the Borough of Bound Brook demonstrates an effective approach for implementing sustainable development at the local level. Establishing a unified visual identity and wayfinding designs advance the four themes of the Together North Jersey Plan.



#### COMPETITIVE

Improve municipal branding, attract visitors to the downtown, and advance the Borough's ongoing redevelopment and revitalization efforts



#### LIVABLE

Enhance the aesthetic appeal of public spaces and the navigability of the street network for all modes of transportation



#### EFFICIENT

Encourage walking, biking, and use of public transit



#### RESILIENT

Increase awareness of and enhance open space and recreational areas





About Bound Brook

## Community Profile

---

The Borough of Bound Brook is located in eastern Somerset County, NJ. The Borough is 1.7 square miles and had an estimated population of 10,180 in 2019. While Bound Brook cherishes its rich history, the community's present and future is shaped by its diverse and youthful population. Over half (54.4 percent) of residents identifying as Hispanic or Latino, and over half of the population, 53.2 percent, speaks a language other than English at home.

The population of Bound Brook is relatively young. A third (33.2 percent) of family households contain children under the age of 18 years, compared to 30.0% of households in New Jersey. Of the total population of Bound Brook, 22.7 percent is under the age of 18. Many young adults call Bound Brook home, with 23.6 percent of the population 20-34 years of age, compared to 19.1 percent of the New Jersey population.

Bound Brook's historic downtown is located in the southeast corner of the borough. The historic commercial district boasts a variety of shops and restaurants along Main Street, as well as the Brook Art Center, Billian Park, the Bound Brook Memorial Library, and a number of historic sites and buildings.

Interstate 287 lies just to the west of the borough running north-south. State Route 28 runs through the center of the borough and State Route 22 runs through the northern part of the borough, both in an east-west direction. Bound Brook is located along the Raritan Valley commuter rail line, with an NJ TRANSIT station in the downtown providing direct service to Newark Penn Station.

For many years, Bound Brook's downtown was subject to repeated and serious flood events. The southern part of the Borough lies within the Raritan River Flood plain and its tributaries, the Middle Brook and Bound Brook, which form the western and eastern boundaries of the Borough. In November of 1999, catastrophic flooding caused by Hurricane Floyd devastated the southern parts of the borough, with flood water reaching a 42-foot elevation. Areas of Bound Brook again suffered flooding during Hurricane Irene in 2011. The community's vulnerability to flooding suppressed investment in the downtown, which suffered from high retail and residential vacancies.

In 2015, the Army Corps of Engineers completed the Green Brook Flood Control Project, which protects the downtown with a system of levees, flood walls, flood gates, pumping stations, and designated "over topping" areas. In June 2016, FEMA officially deemed the Borough to be a flood-free zone. Flood insurance rates in the previously flood-prone areas of Bound Brook were eliminated or significantly reduced. NJDEP eliminated or relaxed the flood-proofing requirements for new construction, making redevelopment in these areas more feasible.

With flood protection in place, the Borough is moving forward with a number of initiatives to build a vibrant, walkable town center with access to regional rail service, while maintaining the community's small town charm.

## Revitalization and Redevelopment Efforts

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In 2015, the Bound Brook Revitalization Partnership (BBRP) was established to improve the local business climate and promote business development opportunities in a Special Improvement District that covers the historic downtown area. The BBRP's goal is to achieve an "economically-healthy, transit-friendly and socially-vibrant downtown".

As early as 2000, the Borough declared a number of redevelopment areas; within these areas the Borough possesses special authorities that help facilitate and incentivize development. In more recent years, the Borough updated redevelopment plans to align with current efforts to create a walkable and transit-friendly downtown. Starting in 2014, several multi-family residential and mixed-use redevelopment projects have been completed or are underway in the downtown area along Main Street.

Downtown redevelopment efforts seek to capitalize on local access to regional commuter rail. The new development projects are within walking distance to the NJ Transit Bound Brook station. Bound Brook has been a NJDOT-designated New Jersey Transit Village since 2003, which qualifies the Borough for Transit Village grants to fund streetscape, transit station, and other improvements that support Transit-Oriented Development. The 2019 Land Use Element recommends converting Brook Industrial Park, south of the NJ TRANSIT station and rail tracks, into a pedestrian-oriented development with grade crossings and complete streets to enhance access to the station.

The Borough has also taken steps to encourage walking and biking. Redevelopment plans call for providing high-quality pedestrian access to downtown amenities and active streets and public spaces. In 2015, the Borough adopted a Complete Streets policy that commits the Borough to designing roads to accommodate all users.

The Borough is also working to convert the riverfront area into a linear greenway with multi-purpose trails that connect to adjoining towns. The area currently contains freight rail lines that obstruct access to the river, industrial areas, and informal dirt trails. The Borough hopes to unearth a historic stone bridge located at the eastern end of the riverfront and convert the area to the Stone Bridge Park.

The Borough is also pursuing revitalization through the arts. The Borough worked with a design firm to develop conceptual designs for converting Hamilton Street into a pedestrian-only plaza. Borough plans propose redesigning the Brook Arts Center block to improve parking access and create pedestrian connections to the adjacent historic cemetery. The Borough designated an area around the Brook Arts Center as an Arts District that encourages co-location of arts and culture-related businesses and organizations.





# Visual Identity and Wayfinding



## Visual Identity and Wayfinding

As the Bound Brook resurgence continues, establishing a unique visual identity will help foster a sense of community, attract visitors, and tie together new and existing facilities.

The Borough can incorporate a unified visual identity into all municipal media, from business cards to the municipal website. The Borough's intention to create a wayfinding system throughout the Borough presents a major opportunity to put the new visual identity on display. An effectively designed wayfinding system would enhance access and circulation in the downtown while also establishing the Borough as a unique and memorable place.

Signage installed as part of a wayfinding systems welcomes visitors, directs pedestrians, bicyclists, and motorists to destinations, provides information, and highlights key destinations. An increasing number of municipalities in New Jersey and across the country have implemented local wayfinding signage (see examples in Appendix A).



*Hoboken*

*Image credit: M Studio*



*Metuchen*

*Image credit: Studio L'Image*



*Newport*

*Image credit: Two Twelve*

A community wayfinding system consists of several layers of signage that make an area "legible" to users through gateway signs, informational kiosks, maps, directional signs, and location signs. More recently websites and mobile apps have become an important component of wayfinding. Communities can employ wayfinding to improve circulation and foster placemaking.

A wayfinding system consists of several layers that begin at a community's edge and continues to particular destinations. Wayfinding signage can be oriented to vehicular traffic or pedestrians and bicyclists. Some sign types may be displayed for all forms of traffic, other sign types must be directed specifically to motorists or to pedestrians and bicyclists. Gateway and area identification signs welcome visitors to the city or district. Motorist-oriented signs direct motorists to activities, districts, destinations and parking. Pedestrian and bicyclist signage directs pedestrians and bicyclists to activities, districts, destinations, and transit facilities. Information kiosks provide descriptions of an area, pinpoint the users' current location, and display maps showing the locations of districts and key destinations.

## The Benefits of Wayfinding

### Circulation

- » **Create a "legible city":** Make the layout of an area and the location of key destinations easily understandable.
- » **Facilitate navigation of street network:** Help pedestrians, bicyclists, and motorists navigate the street network through gateway and directional signs and indicate distance to destination for pedestrians and bicyclists.
- » **Control circulation patterns:** Wayfinding signage can be strategically designed and located to encourage use of specific routes, either to regulate the flow of traffic or to help pedestrians discover key areas.
- » **Promote walking, bicycling and transit use:** Wayfinding signage makes walking and biking more enjoyable, facilitates navigation of bike-ped networks, and directs transit users to stations and stops.

### Placemaking

- » **Define a unified sense of place:** A consistent sign design prevents visual clutter, expresses local character, and marks a municipality, district, neighborhood or park as a distinct, cared-for, and memorable place.
- » **Define gateways:** Create a sense of arrival in a distinct place with a defined identity, such as a city, district, neighborhood, commercial area, or institutional campus.
- » **Define districts:** Identify specific districts, such as cultural districts, commercial areas, or historical neighborhoods, to express the importance of these areas to the local community and attract visitors.
- » **Highlight community assets:** Wayfinding signage highlights the destinations and facilities the community has to offer, helps boost the number of visitors at key locations, and highlights destinations that represent local values and character.



## **Wayfinding and Bound Brook Redevelopment Goals**

Improving circulation and fostering placemaking will advance numerous Bound Brook planning and redevelopment goals as documented in Borough planning documents. Wayfinding signage will highlight and enhance existing and planned facilities and destinations. A clear and well-designed wayfinding system will help the Borough:

- » Project a confident, vibrant, and welcoming image
- » Express community character and local values
- » Highlight the downtown and other commercial areas as effectively managed spaces to attract investment and economic activity
- » Enhance Bound Brook and its districts and parks as unique and memorable places to visit
- » Increase awareness of Bound Brook's many historic and cultural assets
- » Highlight destinations that are often overlooked by visitors
- » Enhance pedestrian and bicyclist experience through improved aesthetics and easier navigation
- » Support efforts to improve access to the riverfront
- » Support efforts to improve pedestrian, bicyclist and recreational trail connections to neighboring municipalities and regional trail networks
- » Improve access to the NJ TRANSIT Bound Brook rail station, as well as bus stops
- » Direct visitors to parking facilities to reduce traffic and congestion caused by "cruising for parking" and support shared parking agreements among property owners
- » Increase use of parks by making them more visible, attractive, and easier to navigate
- » Support efforts to create small neighborhood park facilities and more and better, small-scale civic spaces
- » Highlight planned facilities when they are implemented, including new public spaces, recreational areas and trails

Appendix B of this report provides more detailed information on planning problems and goals relevant to wayfinding identified through a review of Borough planning documents.

## Current Visual Media

The Borough of Bound Brook currently employs a variety of imagery and styles for signage and other municipal visual media, such as the Borough website and business cards. Most media display mainly blue and white colors, but also contain red and gold. Welcome signs are posted at various entrances to the Borough. The welcome signs display the Borough name, an American flag, and the slogan "Somerset County's Oldest Community" in a red, white, blue, and gold color pallet with traditional fonts.

Banners lining Main Street and other areas in the downtown display the Council Oak tree, which marks the spot where the then Governor of New Jersey purchased the land on which Bound Brook currently stands from Lenni Lenape chieftains. Other signs of various styles are displayed at landmarks, public spaces, parks, municipal facilities and other locations throughout the Borough. Creating a cohesive visual identity is an opportunity to establish a unified look for signage and reduce visual clutter.



The borough logo.



Historical-themed street signs found in the downtown area, displaying the Hopkinson flag, one of the early designs of the American flag.



A sign and gateway at Officer Sam Kriney Memorial Park.



An NJ Transit sign in the parking lot of the Bound Brook Station.





A welcome to Bound Brook sign on Lincoln Boulevard with the slogan "Somerset County's Oldest Community".



"Welcome to Bound Brook" signs are posted along Main Street and other areas in the downtown. The sign displays the Council Oak tree.



An aging municipal sign indicating a municipal parking lot.



A brown and gold welcome sign at the Brook Arts Center (Historic Brook Theater), indicating the theater is listed on the National Registrar of Historic Places.





# Public and Stakeholder Engagement

## Public Outreach

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The Together North Jersey team originally planned to conduct community outreach in Bound Brook through a series of intercept surveys at strategic locations throughout the Borough in the late winter/early spring of 2020. These intercept surveys would collect information from residents, local businesses and visitors on key locations and destinations to include in a wayfinding plan and gather perceptions/opinions on unique features and characteristics of Bound Brook.

However, on March 21, 2020, in response to the COVID-19 pandemic, New Jersey Governor Phil Murphy signed Executive Order No. 107 directing all residents to stay at home and all non-essential businesses to close. The Together North Jersey team subsequently revised the outreach strategy, moving from in-person engagement to an online survey in order to maintain the project schedule and deliver the work within the designated time-frame. The online survey mirrored the in-person intercept questions, focusing on Bound Brook's best destinations, unique characteristics, and hard-to-find places. The survey was available in both English and Spanish.

The project team worked with the Borough to promote the survey and ensure wide distribution to residents and visitors. The Borough released a media advisory announcing the availability of the survey, along with background on the project purpose. This information was also posted directly on the Borough website and shared by the Borough on social media using eye-catching graphics developed by the project team. Several local organizations, media outlets and social media groups also distributed information about the survey, including the Somerset County Library Branch website and Bound Brook Revitalization Partnership's Facebook Page.

The survey yielded 105 responses. Overall, the results showed that participants value Bound Brook's small-town atmosphere, history, theater, library, and access to parks. Similarly, when asked about what makes Bound Brook unique, people most often said the town's history, small town atmosphere, accessibility to the train, downtown areas, and diversity of cultures. See Appendix C for full survey analysis and results.

## Stakeholder Engagement

In addition to engaging with the general public, the project team worked with a group of local stakeholders to guide the development of project materials. Working with Borough staff, the project team planned and deployed two stakeholder meetings. The first meeting took place in-person on February 12, 2020 at the Bound Brook Memorial Library. The purpose of the first stakeholder meeting was to collect key destinations for the wayfinding map and discuss the unique features and characteristics of Bound Brook that should be incorporated into the conceptual designs for the wayfinding system.

Stakeholders identified Bound Brook's rich history, diverse culture and close-knit, small-town character as some of the key features of the Borough. The best destinations mentioned by participants included its parks, restaurants, historic sites and cultural assets, such as the Brook Theatre. A full summary of the first stakeholder meeting can be found in Appendix D.

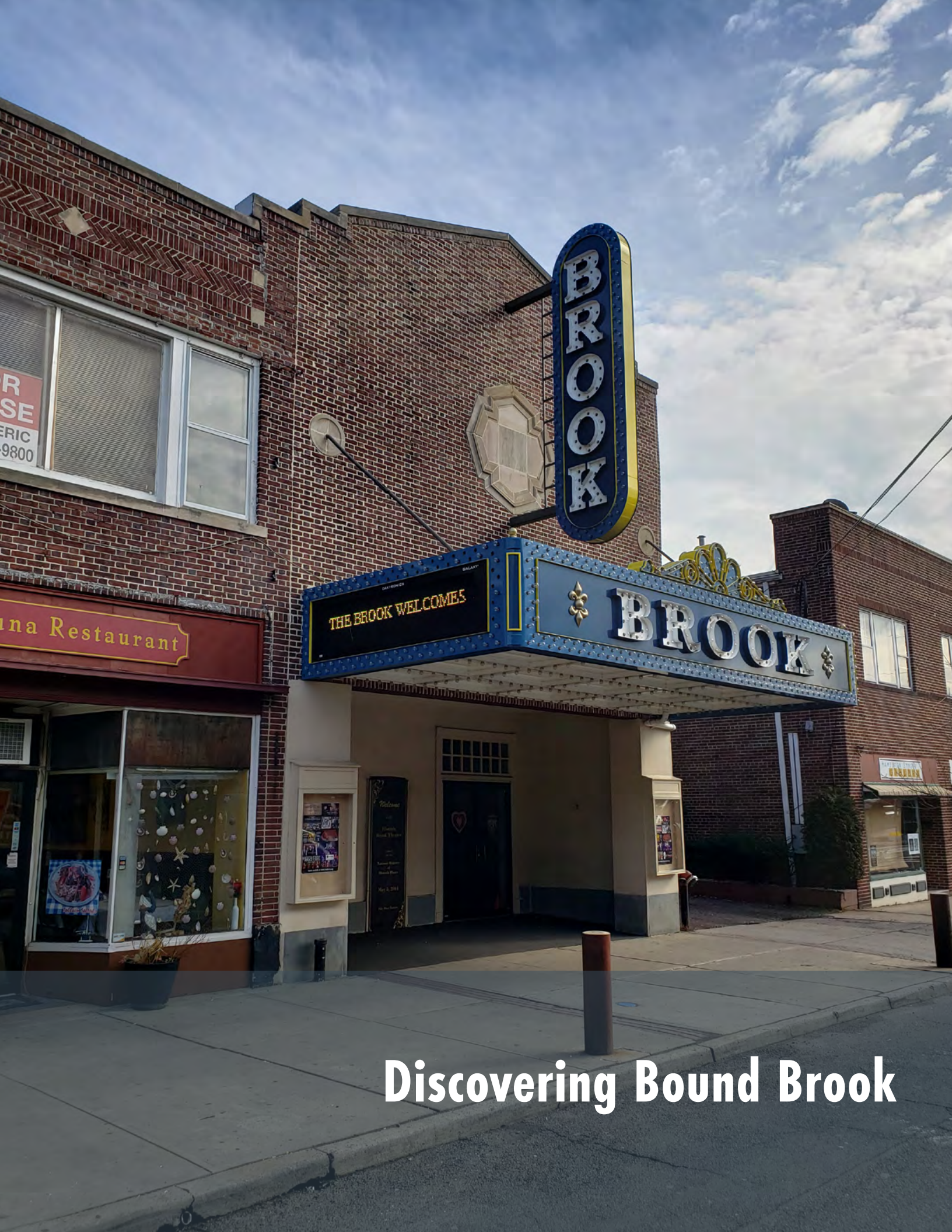
The second stakeholder meeting took place online (via Zoom) on May 27, 2020. The purpose of this meeting was to present a revised wayfinding destinations map and suite of conceptual wayfinding signs prepared by the project design team from Mason Gross School of the Arts at Rutgers University. These designs reflected the characteristics of Bound Brook expressed by both stakeholders and the public. A summary of the second stakeholder meeting can be found in Appendix E.

## Overall Themes

The feedback collected through the stakeholder meetings and the public online survey aligned around several key themes that make Bound Brook unique.

- » **History & Tradition:** Both stakeholder and the public feel strongly about Bound Brook's identity as a historic place, but many felt the Borough's history is often overlooked by visitors and passersby and could be more prominently noted in a wayfinding system. The Borough has a long history, dating back to early settlers in 1681, and is home to important landmarks from the Revolutionary War, including the Battle of Bound Brook in 1777. Three additional Borough sites are on the National and New Jersey register of historic places, including the Bound Brook train station, the Brook Theater, and the Old Stone Arch Bridge. Bound Brook is also known for the Hopkinson Flag, an early design of the American flag that features prominently in the graphic identity created by the Together North Jersey team.
- » **Arts and Parks:** Residents and stakeholders also repeatedly mentioned arts and cultural venues, as well as the many parks, trails and natural features of Bound Brook as key destinations and characteristics of the Borough. The Brook Theatre was particularly prominent in responses. It is the only surviving Vaudeville-era movie house in Somerset County and is an important icon for both the Borough and County at large. Parks and trails, such as Codrington Park, Legion Park and the Delaware and Raritan Trails were also mentioned as some of the most important assets in the community.
- » **Diversity and Community:** Residents and stakeholders agreed that Bound Brook's small town, close-knit, community make it a unique place to live or visit. In addition to the long-standing residents, the Borough is also home to a large immigrant population, which brings cultural diversity to the community as well, a source of pride for many respondents.
- » **Shopping and Dining:** Stakeholders and survey respondents mentioned many restaurants and other "hidden gems" of Bound Brook, such as Chitches and Golden Corner. Stakeholders noted that downtown Bound Brook is undergoing a resurgence due to improved flood control, and many residents expressed a desire for more shopping and dining options downtown. Respondents also indicated that better signage is needed to direct visitors to downtown, and many often bypass the downtown altogether. Many felt that the downtown has the potential to play an increasing role in the economic and cultural development of Bound Brook as a shopping and dining destination.





**Discovering Bound Brook**



## Discovering Bound Brook

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The TNJ team's public and stakeholder outreach effort identified destinations, districts and gateways to be highlighted in a wayfinding system. The maps displayed in Figure 1 through Figure 3 show the locations of these wayfinding features.

### Key Destinations<sup>1</sup>

Members of the public and local stakeholders identified places within Bound Brook that are cherished by local residents, are attractions for visitors, or capture the values and character of the local community. The map displayed in Figure 1 shows these and other destinations in Bound Brook for inclusion in a wayfinding system.

- » **Battle of Bound Brook Monument:** A stone in Billian Park commemorates the Battle of Bound Brook. In 1777, approximately 4,000 British and Hessian troops marched on Bound Brook to capture a garrison protected by about 500 American troops. The Americans were forced to retreat from the surprise attack until George Washington sent troops from his main encampment near present day Morristown. The monument stone was removed from the ground during the construction of the Delaware & Raritan Canal in 1834.
- » **The Old Stone Arch Bridge:** One of the oldest surviving stone bridges in New Jersey and a rare example of colonial highway engineering. The bridge played a significant role in the defense of Bound Brook during the Revolutionary War, as documented in the diary of Hessian officer Johann von Ewald.
- » **The Frelinghuysen Tavern:** Hendrick Fisher, a local citizen who strongly supported the Patriots during the Revolutionary War, read the Declaration of Independence in front of the tavern days after its completion in July of 1776.
- » **The Old Presbyterian Graveyard:** The original cemetery for the Bound Brook Presbyterian Church that was in use from the early 1700's until 1900. The cemetery is home to at least 40 Revolutionary War veterans.
- » **The Council Oak:** This tree marks the location where two Lenni Lenape chiefs sold the 5,000 acres on which Bound Brook now stands to New Jersey governor Phillip Carteret and seven other men.
- » **Van Horne Plaza:** This plaza was dedicated to Colonel James H. Van Horne (1881 – 1974) in 1973 for his efforts to preserve the trees, plantings, and beauty throughout the Borough of Bound Brook.



*The Old Presbyterian Graveyard*

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1. Descriptions of historic landmarks were collected from the following sources: Frazza, A., (2019). "Revolutionary War Sites in Bound Brook, New Jersey." Revolutionary War New Jersey. [https://www.revolutionarywarnewjersey.com/new\\_jersey\\_revolutionary\\_war\\_sites/towns/bound\\_brook\\_nj\\_revolutionary\\_war\\_sites.htm](https://www.revolutionarywarnewjersey.com/new_jersey_revolutionary_war_sites/towns/bound_brook_nj_revolutionary_war_sites.htm); HMdb.org, (2020). The Historical Marker Database. <https://www.hmdb.org/>; Preservation New Jersey, (2020). <https://www.preservationnj.org/listings/old-stone-bridge/> Descriptions of historic landmarks were collected from the following sources: Frazza, A., (2019). "Revolutionary War Sites in Bound Brook, New Jersey." Revolutionary War New Jersey. [https://www.revolutionarywarnewjersey.com/new\\_jersey\\_revolutionary\\_war\\_sites/towns/bound\\_brook\\_nj\\_revolutionary\\_war\\_sites.htm](https://www.revolutionarywarnewjersey.com/new_jersey_revolutionary_war_sites/towns/bound_brook_nj_revolutionary_war_sites.htm); HMdb.org, (2020). The Historical Marker Database. <https://www.hmdb.org/>; Preservation New Jersey, (2020). <https://www.preservationnj.org/listings/old-stone-bridge/>





*Billian Legion Park*

- » **Brooks Art Center:** The center opened in 1927 as a Vaudeville Music House and was operated as a movie house and live performance theater until 1990. The Brook Theater is the only surviving Vaudeville-era movie house in Somerset County. It was a critical part of the entertainment and social life for residents of Bound Brook and the surrounding rural area. After multiple flooding events and rehabilitations, it is now a fully operating multi-use facility offering live performances, art, music, and classic films venue.
- » **Delaware and Raritan Canal State Park:** The 70-mile Delaware and Raritan Canal State Park is one of central New Jersey's most popular recreational corridors for canoeing, jogging, hiking, bicycling, fishing and horseback riding. The canal and park are part of the National Recreation Trail System. This linear park is also a valuable wildlife corridor connecting fields and forests.
- » **Codrington Park:** This park is home of the Bound Brook Community pool and other recreational facilities including a playground, basketball court, tennis courts, soccer field, and baseball field.
- » **Billian Legion Park:** This park is on the east side of the Borough and features several playgrounds, ballfields, walking trails, the Battle of Bound Brook monument and other recreational and educational exhibits.
- » **Bound Brook Train Station:** Constructed in 1913 by the Reading Railroad, this Flemish-bond brick structure has a brick balustrade and limestone trim. It was designed by William I. Houghton, architect of the Philadelphia and Reading railroad in the Classical Revival style with Colonial Revival influences.

## Districts

Based on Borough planning documents, the TNJ team identified 12 distinct districts in Bound Brook, which are shown in the map in Figure 1. Local stakeholders identified five of the districts as areas to be highlighted in a wayfinding system: Codrington, Historic Downtown, Old Town, Piedmont, and Union Avenue West. These districts should be prioritized to appear on directional signage and to host gateway/area identification signs because they are important cultural and historic value, are centers of activity, or host facilities important to the local community and attractions for visitors.

- » **Codrington:** Located in the western side of the Borough, the mostly residential neighborhood is home to Codrington Park, which contains baseball fields, soccer fields, tennis courts, basketball courts, and the Bound Brook Community Pool.
- » **Historic Downtown:** Located in the southeast corner of Bound Brook, the Historic Downtown district combines the Borough's unique history with a modern Main Street and cultural district. The district boasts a variety of shops and restaurants, the Brook Arts Center, historic sites and buildings, and the adjacent Billian Park. The Main Street roundabout serves as a dramatic gateway into the Borough. The district also contains an Arts District that encourages co-location of arts and culture-related businesses and organizations.
- » **Old Town:** Bound Brook's historical heritage is on full display in Old Town. The district contains The Old Presbyterian Graveyard and several historic churches as well as several important Borough facilities, including Borough Hall and the Bound Brook Memorial Library. The library hosts The Freedom Tree, a tree dedicated to Lt. George Coker and other prisoners of war or those missing in action during the Vietnam War, as well as a World War I monument.
- » **Piedmont:** Piedmont boasts wide, quiet, tree-lined streets and attractive single family homes, many built in the early 20th century. Watchung Road, a wide boulevard with a landscaped median, runs north-south through the center of the neighborhood. New houses constructed in the area must meet designs standards that maintain the area's aesthetic quality. Watchung Road and the surrounding streets are popular routes for biking and walking.
- » **Union Avenue West:** The commercial corridor extending along Route 28, the major gateway into the Borough from the west. The area is home to a number shops and eateries popular with Bound Brook residents and visitors. Union Avenue West is oriented toward motorists, with several car-oriented shopping plazas, but has sidewalks and several bus stops. Borough plans recommend taking measures to increase walkability of the corridor.

## Gateways

Borough plans identify a number of entrances into the borough or borough districts as "gateway" entrances and call for enhancing these areas to create a sense of arrival. The TNJ team reviewed recommendations for these proposed gateway locations and discussed additional potential locations with local stakeholders, resulting in nine proposed gateways into the Borough or Borough districts. The proposed gateways are shown in the map in Figure 3. As recommended in Borough plans, the municipality could enhance these areas not only with signage, but also with public spaces, enhanced lighting, and development projects with striking architectural design. (See Appendix B for a more detailed summary of Borough plan recommendations related to gateways).

## **Planned Facilities**

Through a review of Borough planning documents and discussions with stakeholders, the TNJ team also identified planned facilities that could be incorporated into the wayfinding system as they are implemented. (See Appendix B for a more detailed summary of planned facilities).

- » Hamilton Street pedestrian-only thoroughfare/plaza
- » Riverfront greenway
- » Stone Bridge Park and unearthed Old Stone Bridge
- » New residential developments
- » New access points to the train station and across the NJ Transit right-of-way



Figure 1: Bound Brook Wayfinding Destinations Map



**BOUND  
BROOK**

**KEY**

- Bound Brook
- Districts
- Park
- Train Station

**Arts and Culture**

- 1 Brook Arts Center

**Historic**

- 2 Battle of Bound Brook Monument
- 3 Queen's Bridge
- 4 The Frelinghuysen Tavern
- 5 The Old Presbyterian Graveyard
- 6 The Council Oak

**Civic**

- 7 Van Horne Plaza
- 8 Bound Brook Memorial Library
- 9 Borough Hall

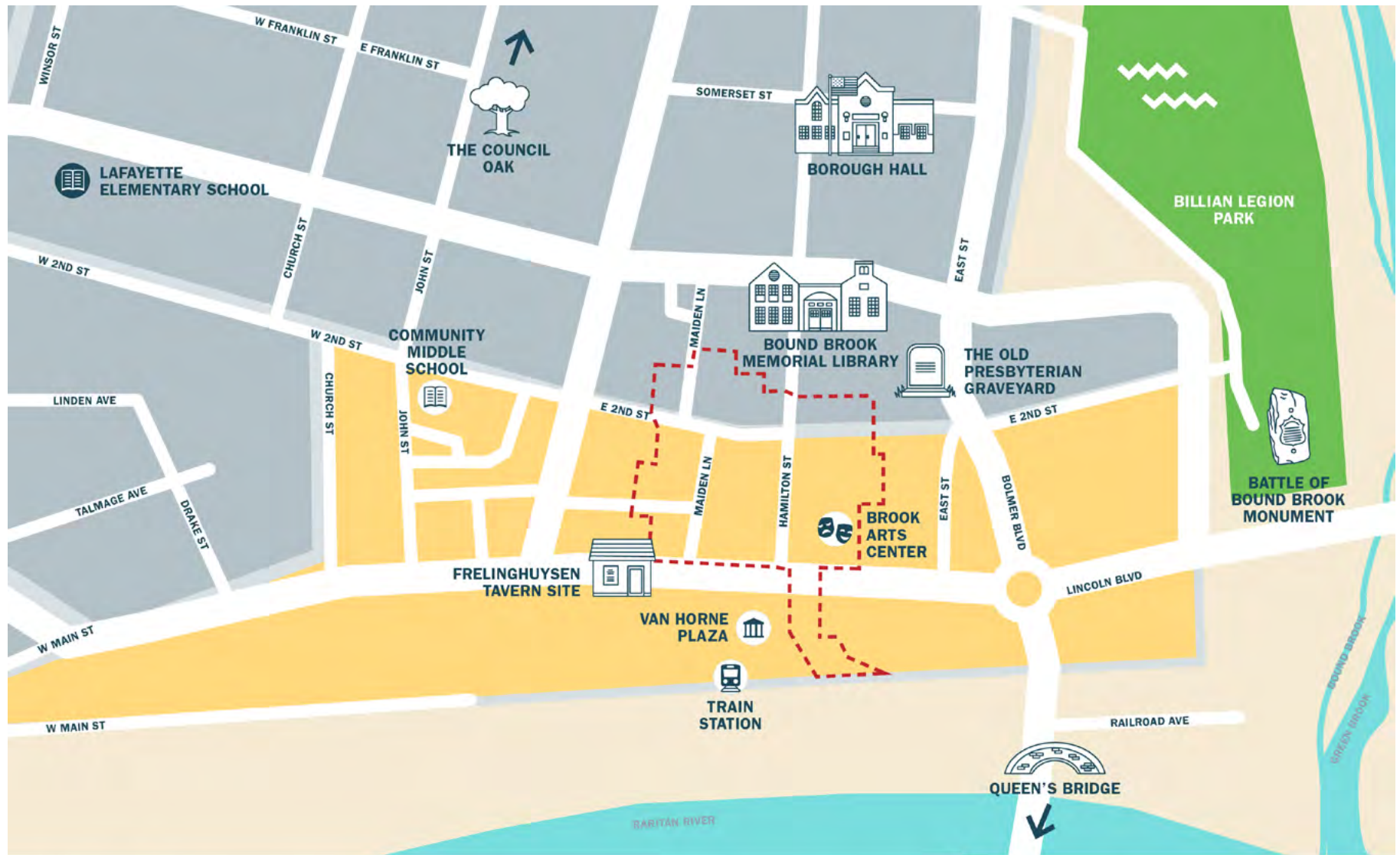
**Recreation**

- 10 Delaware & Raritan Canal State Park
- 11 Billian Legion Park
- 12 Green Brook Park
- 13 Rock Machine Park
- 14 Maltex Park
- 15 Middle Brook Park
- 16 Codrington Park
- 17 Middle Brook Preserve
- 18 North Park

**Schools**

- 19 Lafayette Elementary School
- 20 Smalley School
- 21 Community Middle School
- 22 Lamonte School
- 23 Bound Brook High School

Figure 2: Downtown Bound Brook Wayfinding Map



## KEY

- Historic Downtown District
- Arts District
- Other Districts



# HISTORIC DOWNTOWN BOROUGH OF BOUND BROOK, NJ

Figure 3: Bound Brook Gateway Map







**Design Recommendations**



## Design Recommendations

---

The TNJ project team engaged students from the Mason Gross School of the Arts at Rutgers University to develop conceptual designs for wayfinding signage and other visual media. The design team considered the themes and community values and characteristics discovered through public and stakeholder outreach and held additional consultations with Borough officials.

The resulting conceptual designs, shown in Figures 4 through 11, seek to capture the legacy of Bound Brook's rich past as well as the community's promising new future. The contemporary red, white, and blue color pallet expresses the Borough's Revolutionary and patriotic heritage, while also presenting a revitalized Bound Brook where residents and visitors can shop, dine, access public transit, and enjoy the arts. The conceptual design includes five sign types that invite motorists, pedestrians and bicyclists into the downtown and guide them to their destination.

### The Hopkinson Flag<sup>2</sup>



On June 14, 1777, the Continental Congress, meeting in Philadelphia, adopted the 13 Stars and Stripes flag as America's colors, replacing the Grand Union flag existing since January 2, 1775. Betsy Ross, among other seamstresses, is credited with having sewn this flag based upon a design submitted to Congress by Francis Hopkinson, a delegate to the Congress from New Jersey, who possessed knowledge of heraldry.

The flag attributed to Hopkinson has thirteen stripes and thirteen stars in five rows of 3-2-3-2-3 on a blue field. While the flag resolution is silent on the star arrangement, some flags were made with five pointed stars, while others had six or more points. The flag flown over Washington Camp Ground on Middlebrook Road has six pointed stars.

Because the Continental Army was encamped in the Middlebrook area on June 14 and several successive weeks in 1777, this flag is now flown at the Washington Camp Ground on Middlebrook Road, both day and night, by special permission of a formal resolution of the United States Congress.

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2. The history of the Hopkinson Flag was retrieved from <https://boundbrook-nj.org/history/>



## Icons

The set of icons represent the different amenities, services, activities, and destination types found in Bound Brook. The icons can be applied to signs to communicate in a clear, efficient, and appealing manner what visitors will find at a given location. The icons may also be applied to other Borough media such as maps, web pages, and business cards.



Arts  
Culture



Public  
Transportation



Government  
Civic



History



Food  
Dining



Shopping



Park  
Recreation



Parking

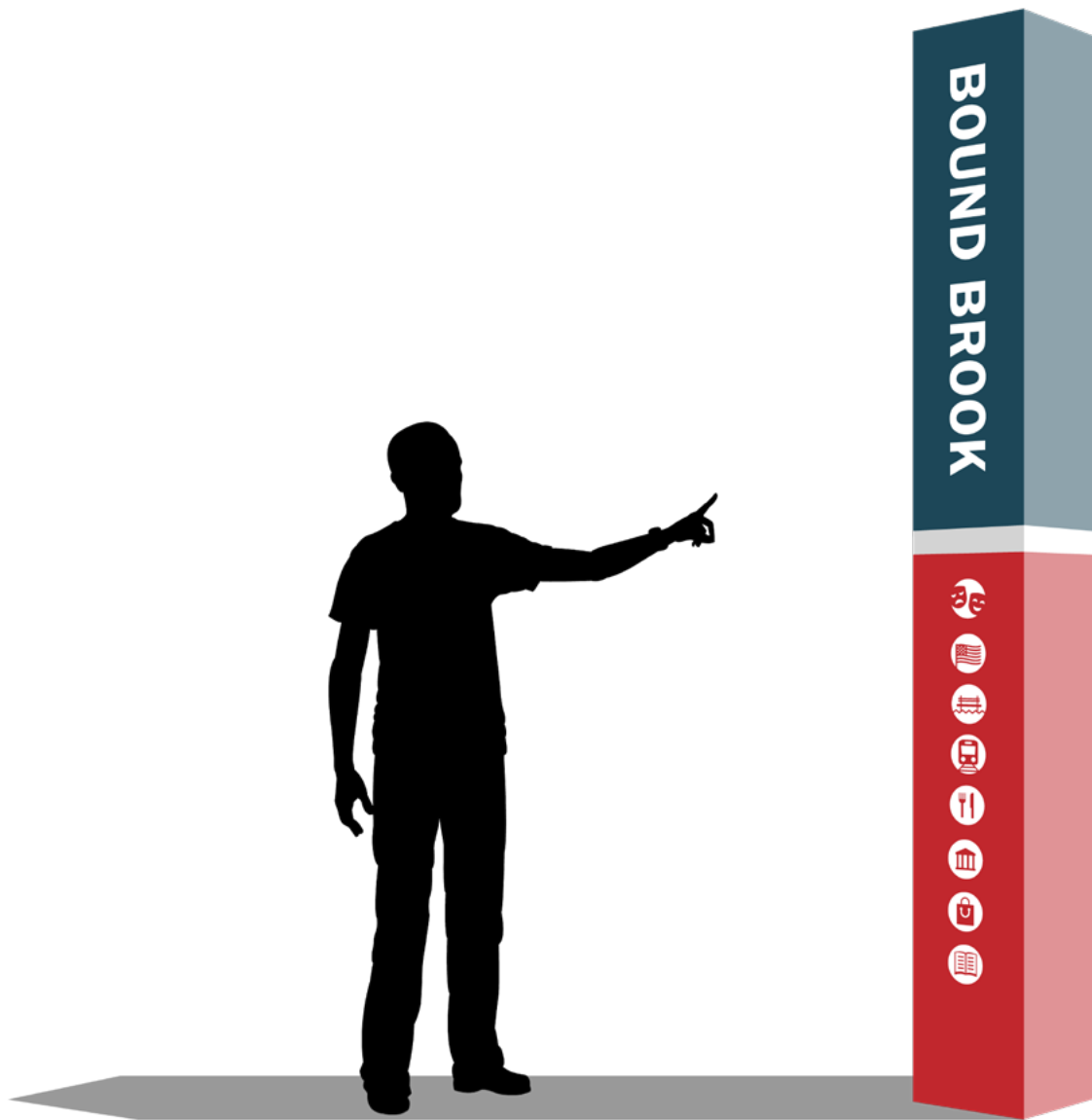


Educational

*Figure 4: Wayfinding Icons*

## **Borough Gateway Sign**

A tall vertical sign to be placed at the Borough's major vehicular entryways designed to welcome pedestrians and motorists into Bound Brook and create a sense of arrival.



*Figure 5: Borough or District Gateway Sign*

## Information Kiosk

A sign that describes a district and the key destinations within its borders. The sign contains a map to guide users to the key destinations and a text description about the area.



Figure 6: Information Kiosk Sign

## Directional Sign

A sign that lists key destinations and the direction vehicles or pedestrians should travel to reach those destinations. The sign also displays the icon associated with each destination.



Figure 7: Directional Sign

## Location Sign

A sign to be placed at the location of landmarks, amenities, and other places of interest. The destination's icon is prominently featured at the top of the sign, with the destination name and a written description at pedestrian eye level.



Figure 8: Location Sign

## Parking Signs

Signs to help motorists navigate to parking areas. Street blade signs can be placed at traffic intersections to help guide vehicles to parking areas. Sidewalk signs can serve as either guide signs or location signs depending on their location.



*Figure 9: Parking Blade Sign*



Figure 10: Parking Sidewalk Sign

## Business Cards

The design team developed an example business card to demonstrate how the Borough can incorporate the conceptual design into any municipal visual media in addition to wayfinding signage.

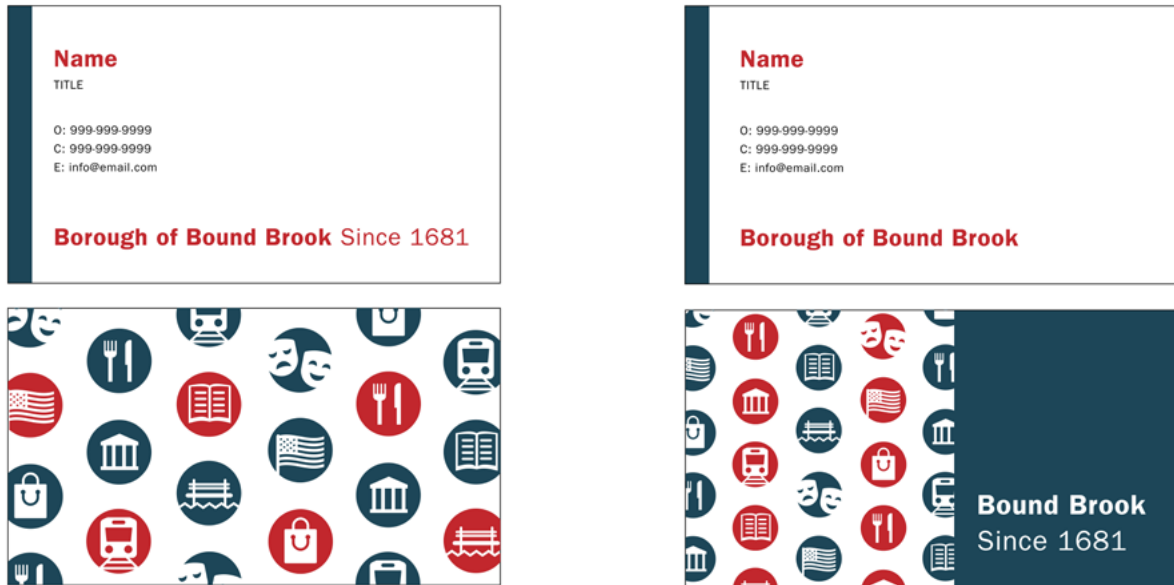


Figure 11: Example Business Cards





**Wayfinding Implementation**



## Wayfinding Implementation

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The TNJ assistance resulted in identification of wayfinding destinations and conceptual designs for wayfinding signs. These are first steps in a longer process of developing more specific designs, planning the wayfinding system, and fabricating and installing signage. The steps described below map out a process for implementing a wayfinding system:

- » **Establish a wayfinding committee:** In any planning or implementation project it is always important to engage key stakeholder to ensure that there is ample buy-in at key decision points in the process. The Borough of Bound Brook should establish a wayfinding committee that can guide the implementation of the wayfinding system, taking the conceptual guidance provided by this report and seeing it through with a formal wayfinding plan, detailed designs, fabrication and finally, installation of the wayfinding systems. Ideally, a wayfinding committee will be large enough to provide diverse perspective, but small enough to work smoothly and achieve consensus – somewhere between five and ten members would be ideal. Membership to the committee should include a few key partners and decision makers, including municipal employees (Borough administrators, engineers, public works, etc.), elected officials (Borough council member and/or mayor), a zoning board member, and business representation (Main Street Alliance, Chamber of Commerce). The Borough might also want to consider including up to two members of the public on the committee, who could be selected through an application process.
- » **Complete planning studies:** The Borough should build on the work completed by TNJ to carry out remaining wayfinding planning work. The Borough should engage a professional planning consultant to conduct analysis, carry out any additional public outreach activities, and prepare a plan document in collaboration with the wayfinding committee. The wayfinding plan should identify wayfinding routes, destinations, sign types, and specific sign locations to create a sequential system of signage that directs both motorists and pedestrians from the edge of the Borough to their ultimate destinations. The plan should also identify funding for all stages of the wayfinding implementation process and maintenance.
- » **Develop a management plan:** The Borough should develop a management plan early in the planning process. The plan should identify funding and responsible parties for maintaining and repairing (or even expanding) the wayfinding system. The wayfinding committee should consider developing this ongoing management plan, including funding, as part of its activities.
- » **Engage an environmental graphic design firm:** An environmental graphic design firm (EGD) can help the Borough develop exact designs for each sign to be included in the wayfinding system, based on the conceptual designs provided by TNJ. EGD firms, some of which specialize in wayfinding, are often able to manage or assist with many aspects of implementation, including planning work, sign design, and regulatory review. An EGD firm may also be able to guide the Borough through the process of bidding and selecting a fabricator for the signs or may even provide fabrication services in-house. Some municipalities have engaged EGD's to carry out most aspects of implementation while others have chosen to carry out some aspects of implementation through in-house staff or separate fabrication firms. Hiring an EGD firm is highly recommended to ensure the quality of the wayfinding system and avoid unexpected setbacks or costs. The wayfinding committee should consider soliciting recommendations from other communities in New Jersey who have implemented successful wayfinding initiatives.
- » **Conduct regulatory review:** The Borough should work with internal departments and external partners, such as NJDOT, the County, or NJ TRANSIT, to ensure regulatory compliance of wayfinding signage. All sign design, materials, and placement must adhere to local, county, and state traffic safety, ADA accessibility, and all other relevant codes and regulations. Keeping all parties informed through every stage of the design and fabrication process will

help ensure the signage receives all relevant approvals in a timely manner. Often, the planning or EGD firm can assist with or manage the regulatory review.

- » **Fabricate and install signs:** Once the Borough has completed the planning study and has detailed design specification for the wayfinding system, the next step is fabrication of the signs. As an interim step, the Borough should fabricate and pilot prototypes around Bound Brook to ensure ample visibility and clarity and the effectiveness of the wayfinding system. Once prototypes have been successfully deployed (or revised), the Borough can begin fabricating and installing permanent signs. Permanent signage can be installed incrementally to further test effectiveness and durability.

## Additional Recommendations

In addition to the conceptual designs presented in this report, the Borough can promote Bound Brook, foster placemaking, and improve navigation through the following recommended strategies:

- » **Plan and execute an inaugural tour:** Once the wayfinding system is installed, the Borough should consider planning an inaugural event to celebrate downtown Bound Brook. The wayfinding system will highlight important historical landmarks, cultural assets and other hidden gems of the Borough. A celebratory walking tour would bring attention to these assets, showcase recent redevelopment and highlight what the town has to offer visitors, residents and tourists. The inaugural tour could include a ceremonial unveiling of the wayfinding system, followed by opportunities for participants to experience a guided tour – some options could be a walking tour of historic landmarks, a tasting tour of downtown eateries, an architectural tour or a guided biking tour of the Borough. The event could include other vendors and activities, such as street performances sponsored by the Brook Arts Institute or activities for kids (face painting, balloon animals, music, etc.). Such an event would bring energy and excitement to the downtown, and, if successful, could be repeated on an annual basis.
- » **Include destinations in neighboring municipalities in wayfinding system:** Several destinations in nearby communities correspond closely to the themes identified through the TNJ outreach efforts. Visitors to these destinations are also likely to visit Bound Brook. The Borough of Bound Brook could discuss with neighboring municipalities possibilities of “co-promoting” destinations. Examples of such destinations include:
  - » Abraham Staats House (South Bound Brook)
  - » TD Bank Stadium (Somerset Patriots Baseball) (Bridgewater)
  - » Delaware and Raritan Canal State Park Trail (South Bound Brook)
  - » Washington Campground (Bridgewater)
- » **Adopt a sign ordinance:** Adopt a sign ordinance establishing standards for businesses and other properties based on the themes and community characteristics identified during the TNJ assistance.
- » **Implement additional streetscape improvements:** Further reinforce a sense of place, enhance gateway locations, and encourage walking by implementing distinctive streetscape treatments, landscaping, and public art installations in and around the downtown and building pocket parks and civic spaces.
- » **Expand visual identity:** Integrate the sign design concepts into all Borough visual media, such as logos, brochures, business cards, and the Borough website, to present a unified visual identity.
- » **Highlight Bound Brook along the D&R Canal:** Work with the New Jersey Department of Environmental Protection, Division of Parks and Forestry, State Park Service to install signs along the Delaware and Raritan Canal State Park signs directing path users to relevant destinations in Bound Brook, such as cafes or bicycle repair shops.

- » **Establish formal, themed routes:** Formal routes through town that employ a system of wayfinding and informational signage could guide users along a designated path. Local stakeholders identified several ideas for formal routes, including:
  - » A health/fitness route that would take advantage of recreational areas and the many roads in the Borough that are safe and pleasant for jogging or biking;
  - » A recreational trail network that would connect recreational facilities and open space in the municipality and the surrounding region; and
  - » A historic walking tour that would highlight the Borough's many historical gems.
- » **Create a train watching platform:** Train enthusiasts often gather near the train tracks in southern Bound Brook to observe the freight and passenger trains go by. The Borough could create a formal "train observation deck" that could consist of a concrete pad, towers viewers (binoculars on a stand), an informational kiosk, and a directional sign indicating amenities and historical and cultural destinations in the downtown.
- » **Invest in a Bound Brook wayfinding mobile application:** Many towns and cities are including a virtual component to their wayfinding concepts as a way to help residents and visitors navigate through places using their mobile phones. Such an app could both provide wayfinding guidance and guided audio tours, and provide a platform for promoting local events, restaurants, shops and other activities around the Borough.

## Resources

Several resources helped inform the recommendations of this report and contain important guidance the Borough's future wayfinding efforts.

- » **Manual on Uniform Traffic Control Devices for Streets and Highways (MUTCD):** The Federal Highway Administration's MUTCD defines the standards used by road managers nationwide to install and maintain traffic control devices on all public streets, highways, bikeways, and private roads open to public travel. Section 2D.50 of the manual provides guidance on wayfinding signs.
- » **Urban Wayfinding Planning and Implementation Manual:** The Sign Research Foundation's (SRF) wayfinding guidebook provides a comprehensive overview of the steps towards a successful wayfinding program, including financing, conceptualization, the approval process, implementation and ongoing management. The guidebook also presents a number of national case examples.
- » **State of New Jersey Wayfinding Master Plan:** Provides information on the State's goal of coordinating wayfinding systems statewide, as well as valuable information on designing and implementing community wayfinding systems at the local level.



## Funding

The wayfinding planning stage should identify sources of funding for wayfinding implementation. Communities often fund wayfinding signage through larger streetscape improvement projects. The Borough should explore state and other grants available for streetscape improvements. Some New Jersey communities have passed funding for wayfinding to downtown improvement organization, like the Bound Brook Revitalization Partnership, to implement and manage wayfinding within Special Improvement Districts. SID managers may also have their own funds available to support wayfinding. The Borough may also wish to explore the use of impact fees or redevelopment agreements to fund wayfinding. The following table lists grant and other funding opportunities that may be used to support wayfinding projects.

Program Name	Program Description	Eligibility Description	Eligibility	Source	Website
<b>The AARP Community Challenge</b>	Provides small grants to fund “quick-action” projects that can help communities become more livable for people of all ages.	Eligible funding types include housing, transportation, public space, technology (“smart cities”), civic engagement, and others.	Government entities, nonprofits, other types of organizations considered on a case-by-case basis	AARP	<a href="http://aarp.org/livable-communities/community-challenge/info-2020/2020-challenge/">aarp.org/livable-communities/community-challenge/info-2020/2020-challenge/</a>
<b>Community Development Block Grant Program (CDBG)</b>	Federal block grant funding that can be used for a variety of purposes including streetscape improvements.	Must provide benefit to low and moderate income families or individuals.	Municipalities	Somerset County	<a href="http://www.co.somerset.nj.us/government/human-services/community-development/cdbg-and-home">www.co.somerset.nj.us/government/human-services/community-development/cdbg-and-home</a>
<b>Congestion Mitigation and Air Quality Initiatives Program (NJTPA)</b>	Provides funding for readily implementable surface transportation projects that help improve air quality and reduce congestion, such as shuttle services and bicycle and pedestrian projects.	Readily implementable surface transportation projects that help improve air quality and reduce congestion	NJTPA regional and subregional partners, municipalities, and railway companies	NJTPA; NJ TRANSIT	<a href="http://njtpa.org/Projects-Programs/Local-Programs/CMAQ-Program">njtpa.org/Projects-Programs/Local-Programs/CMAQ-Program</a>

Program Name	Program Description	Eligibility Description	Eligibility	Source	Website
<b>Local Safety Program</b>	(NJTPA) in conjunction with the New Jersey Department of Transportation, provides grants to advance safety improvements on county and eligible local roadway facilities within the region.	County and eligible local roadway facilities	Counties; Municipalities	North Jersey Transportation Planning Authority	<a href="http://njtpa.org/LSP">njtpa.org/LSP</a>
<b>Municipal Aid</b>	The Municipal Aid program is a competitive program intended to provide municipalities with transportation based grants to supplement their transportation programs.	Eligible project types include bikeway, bridge preservation, mobility, pedestrian safety, quality of life, roadway preservation and roadway safety.	Municipalities	NJDOT	<a href="http://www.state.nj.us/transportation/business/localaid/municaid.shtm">www.state.nj.us/transportation/business/localaid/municaid.shtm</a>
<b>NJ Historic Trust Funding Programs</b>	The Historic Trust provides matching grants, loans and protection for New Jersey's historic resources.	Varies, but generally for properties with an official historical status	Entities of county, municipal, or state government	NJDCA New Jersey Historic Trust	<a href="http://njht.org/dca/njht/programs">njht.org/dca/njht/programs</a>





**Appendices**



# Appendix A: Examples of Wayfinding Systems

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## About Wayfinding Systems

The purpose of a wayfinding system is to help residents and visitors navigate to key destinations in the town or place. It can help to promote and enhance a town's unique character and connect people to signature destinations and events. A wayfinding system typically includes signs, directories, printed maps, and mobile applications. Most often, wayfinding signage and collateral are uniform in style and design, and evoke a town's identity or personality.

A Wayfinding system can also reinforce important, key destinations and raise awareness of museums, landmarks, and other destinations that visitors may be unaware of or have difficulty finding. Typically, the types of destination included in a wayfinding plan include commercial attractions, cultural attractions, civic institutions, historic places, recreational opportunities, and transportation assets.

## Wayfinding Examples

**1. Metuchen, NJ:** This town adopted a unique oak leaf motif for its citywide wayfinding system, which included pedestrian and vehicular directional signs, parking signs and maps.



**2. Hoboken, NJ:** Hoboken implemented the H within a diamond wayfinding brand to simplify its wayfinding systems. Their goal was to help identify Hoboken's major destinations and to make visitors feel welcome and confident that they can reach their destination.



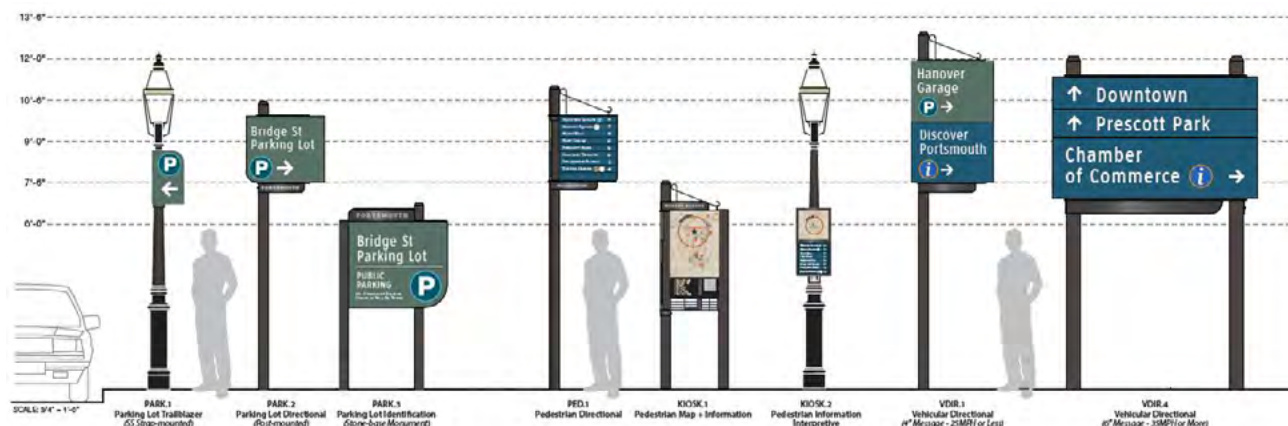
**3. Newport, New Jersey:** a mixed-use community along the Hudson River, needed a cohesive wayfinding system that provided a sense of inclusiveness for residents, espoused a spirit of welcoming for visitors, and differentiated it from nearby neighborhoods. They developed a wayfinding system that was inspired by the colors of Newport's branding and landscape and used supportive language for regulatory signage, furthering fostering the sense of community and warmth.



**4. Highland Park, NJ:** Highland Park's new streetscape project included bold new signage, interpretive elements and banners for the town. The design captured a spirit that is eclectic, creative and friendly. The Arts and Crafts-inspired aesthetic is motivated by the town's historic architecture.



**5. Portsmouth, New Hampshire:** The City of Portsmouth developed a comprehensive wayfinding plan that considers all available communication tools, including digital technology, maps and signage. The City's wayfinding program provides consistent and attractive information to help public efficiently navigate to key destinations within the City.



**6. Northwest Philadelphia:** Northwest Philly has developed an enhanced vehicular wayfinding and gateway system for the region. This system creates a unified look for a diverse collection of neighborhoods, including Chestnut Hill, East Falls, Germantown, Mt Airy, Manayunk, Roxborough and West Oak Lane, all of which features historic architecture, outstanding parks and natural beauty.





## Appendix B: Bound Brook Planning Document Review for Wayfinding

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### Introduction

Together North Jersey is working with the Borough of Bound Brook to develop a conceptual plan for a wayfinding plan and graphic identity for the Borough. As an initial stop, the Together North Jersey team completed a review of existing plans, including 2017 Master Plan Reexamination Report and the Downtown Urban Design Plan, to identify key locations and consideration to be including in the wayfinding plan. The Together North Jersey team also reviewed the 2019 Land Use Element and any applicable redevelopment plans. The following document summarizes key finding from that review and recommendations relevant to wayfinding in the Borough of Bound Brook.

### Potential Wayfinding Destinations - Existing

- o Local farmers market
- o NJT rail station and commuter parking
- o 1st National Bank Building
- o Voorhees Building
- o Brook Theatre
- o Elks Building
- o Palace/Liberty Theater – 12 Maiden Lane
- o Bound Brook Hotel and Tavern
- o East Main Street Fire House
- o Bound Brook Inn
- o Bilian Park
- o Old Presbyterian Cemetery
- o Delaware & Raritan Canal State Park Tow Path

### Potential Wayfinding Destinations - Planned

- o Redesigned Van Horne Plaza
- o Hamilton Avenue pedestrian plaza
- o Stone Bridge Park and associated trails, including connections to neighboring municipalities
- o Riverfront Park and associated trails, including connections to neighboring municipalities
- o Regional Center Greenway
- o Structured/shared parking facilities and station commuter parking
- o Planned 400+ acre park in Bridgewater
- o Downtown Art District (created by zoning overlay)
- o Public, semi-public and private spaces in the downtown
- o Amenities added to redesigned Brook Theater block
- o Bilian Park to Middlesex County bike-ped trail and bridges
- o Recommended TOD project at Brook Industrial Park site

### Identified Gateways

- o South Main Street
- o West end of Talmadge Avenue
- o East Union Avenue
- o West Union Avenue and Tea Street
- o Church and Main Streets

## Bound Brook Planning Recommendations Relevant to Wayfinding

### Recommendations for Wayfinding

Several Borough plans contain recommendations specific to wayfinding.

- The 2017 Master Plan Reexamination Report conceptualizes the borough as a series of neighborhoods, districts and corridors. Map 3 displays the boundaries of these areas.
- The 2017 Master Plan Reexamination Report states: “The Borough’s parks and open space have poor signage or none at all. A concerted effort should be made to identify and name all of these various facilities; to place attractive signage in prominent locations...”
- According to the Downtown Urban Design Plan, a wayfinding system should:
  - Assist visitor to circulate within the downtown and adjacent area
  - Be graphically compelling to relate to Bound Brook’s history and character
  - Serve both motorists and pedestrians
  - Designed to be expandable, allowing new features and destinations to be easily added as they come on-line
  - Expansive geographic scope reaching up to Route 28 in order to draw patrons arriving from that direction.
  - Emphasis on downtown’s eastern and western gateways
  - Emphasis on trains station and bus stops
  - Reinforced by distinctive streetscape treatments in and around the downtown, including special landscaping and public art installations
- The Urban Design Plan Implementation Project report identifies wayfinding and signage as an opportunity to enhance access to parking.

### Borough and District Gateways

Borough plans identify a number of entrances into the borough or borough districts as “gateways” entrances and call for enhancing these areas to create a “sense of arrival”. These locations and associated enhancements include:

- Enhance the South Main Street gateway into the Borough to underscore a sense of arrival, with visually striking architecture; interesting signage; enhanced lighting and other visual and physical improvements to the South Main Street underpass; significantly improved and safer pedestrian access to the eastbound platform of the NJ Transit train station; and improved streetscape and landscape treatments along South Main Street.
- Updates to the redevelopment plans stipulated in the 2019 Land Use Element create a Riverfront Commercial designation for a current industrial area adjacent to the Queen’s Bridge (The South Main Street gateway). The intention is to enhance this southern gateway into the Borough, taking advantage of the area’s location near Queen’s Bridge and the Raritan River, as well as to create a public gateway for recreational access to the Raritan River.
- The redevelopment plan for the Talmadge Avenue corridor calls for creating a visually striking gateway into town from the west, facilitate access to the south side of the railroad tracks and to the river, and functionally link new development with the neighborhoods to the north, the preserved lands to the south and the downtown, to the east.
- Redevelopment plans call for mixed-use redevelopment of vacant parcels on the south side of East Union Avenue to create a “visually striking eastern gateway into the Borough”.

- The 2017 Master Plan Reexamination Report identifies redevelopment goals for West Union Avenue and Tea Street intersection, though does not identify the area as a gateway.
- The Urban Design Plan calls for redeveloping the vacant parcel at the northwest corner of Main and Church Streets as a gateway into the downtown. This should take the form of a public space with or without an associated building.

## **Redevelopment**

Following construction of flood control, Bound Brook is pursuing redevelopment in the southern part of town, including the downtown area and areas north of the downtown in the east and the Talmadge Avenue corridor in the west.

- Redevelopment seeks to capitalize on commuter rail access to New York Penn Station.
- Redevelopment plans call for providing high-quality pedestrian access to downtown amenities and active streets and public spaces.
- The redevelopment plan for the Talmadge Avenue corridor calls for creating a visually striking gateway into town from the west, facilitate access to the south side of the railroad tracks and to the river, and functionally link new development with the neighborhoods to the north, the preserved lands to the south and the downtown, to the east
- Borough plans refer to Talmadge Avenue as a major gateway into the downtown and recommend “urgent attention and new investment”.
- Redevelopment Area 1 (downtown) contains an Art District overlay. Incentives offered in the Arts District for redevelopment projects that include arts-related activities have not been effective.

## **Bicycle and Pedestrian Circulation**

The master plans, redevelopment plans, and Urban Design Plan emphasize creation of a bike-ped friendly development and circulation system.

- The findings of a 2017 Master Plan Reexamination Report survey suggest residents consider it important to improve public access to the waterfront for bicycling and walking, and identified a need for improvement of bike-ped experience, including walking trails, and public spaces.
- Currently, there are no dedicated bicycle facilities in Bound Brook.
- The Borough adopted a Complete Streets policy in 2015.
- There are legal issues preventing the paved paths on top of the levees from being used as multi-use path. Allowing access is identified as a priority in the 2017 Master Plan Reexamination Report.
- Redevelopment plans call for more bike-ped friendly development, providing high quality access to downtown amenities, services and transit, enhancing pedestrian and bicycling infrastructure, and new connections under, over or across the NJ Transit right-of-way.



## Public Spaces

The Borough aims to increase and enhance public spaces, including at specific locations.

- The 2017 *Master Plan Reexamination Report* identifies a need for small neighborhood park facilities and for more and better, small-scale civic spaces. Redevelopment plans call for creating small but inviting public, semi-public and private spaces in the downtown and bringing new users and patrons to Bilian Park.
- The Borough has developed conceptual designs for Van Horne Plaza for use as a public plaza. The plaza is located north of the NJ TRANSIT station and is currently used for parking and drop-offs/pick-ups.
- The Borough has developed conceptual designs for converting Hamilton Street into a pedestrian-only thoroughfare/plaza.
- The *Downtown Urban Design Plan* proposes redesigning the Brook Theater Block, including redesigning parking and egress to allow parking access from both Hamilton and East Main Street, and creating pedestrian connections to the cemetery to the east of the theater. Recommendations also include a proposed infill building, and an outdoor dining

## Riverfront Access and Plans for Park/Recreational Area

The Borough plans to pursue a conservation, recreation and historic preservation-oriented strategy to convert the riverfront into “a vibrant, linear greenway for use by residents and visitors”. The area is flood-prone and is currently occupied by flood control infrastructure, active and inactive railroad lines, parks, informal dirt trails, and industrial areas. The rail tracks obstruct access to the riverfront. Relevant recommendations for the riverfront include:

- Converting existing informal dirt paths and a freight rail line into multi-purpose trails, resolve legal barriers to using the existing maintenance path on the levee to allow for use as a multi-purpose trail, and create bike-ped crossing over the rail tracks.
- The eastern end of the riverfront would be converted into Stone Bridge Park. Recommendations for the park include a proposed boating facility, unearthing a historic stone bridge, and converting existing rail to proposed boating facility, pier.
- The adopted redevelopment plan for the areas calls for promoting “safe and convenient public access to the riverfront and encourage amenities and activities that will attract the public to this underutilized area” and “promoting a multi-purpose trail along the river with connections to the adjoining towns.

## Riverfront Plans and Enhanced Local and Regional Connections

In general, there are few transportation network connections to neighboring municipalities due to natural and manmade barriers, including the brooks and rivers that surround the borough on three sides. Given limited opportunities to increase vehicular access points, plans focus on increasing bike-ped connections. Bound Brook is situated in an area with extensive existing or planned park/recreational land. Borough plans identify several opportunities better connecting the municipality to this regional network through the planned riverfront park/recreational area.

- The *Urban Design Plan* recommends linking the planned riverfront park to an existing regional trail network, including converting a portion of rail to trail connecting west to Somerset County Regional Center Greenway to the west, connecting the bike/ped trail under Queen's Bridge, and linking Bound Brook to Bridgewater to the west, east to Middlesex County, and to the existing Delaware & Raritan Canal State Park Tow Path that runs south of Bound Brook. The new connections are intended in part to make the downtown more accessible to visitors.
- The 2017 *Master Plan Reexamination Report* converting the existing, decommissioned freight rail bridge over the Middle Brook into a bicycle/pedestrian bridge, linking the Borough to a planned 400+ acre park in Bridgewater with the goal of creating a Raritan riverfront greenway linked to Somerville and Raritan Boroughs.
- The *Urban Design Plan* proposes a new grade crossing of the NJ Transit tracks as an extension of Mountain Avenue a pedestrian connection from NJ Transit's eastbound platform to the Mountain Avenue extension.
- The *Urban Design Plan* recommends connecting Bilian Park to Middlesex County with a proposed bike-ped trail and bridges.

## Access to Transit

Bound Brook contains an NJ TRANSIT rail station on the Raritan Valley line. The station is leased to the Borough. Redevelopment is expected to drive up use of the station. However, the 2017 Master Plan Reexamination Report describes passenger access to the NJ Transit rail station as "abysmal" due to poor condition of physical infrastructure. The Bound Brook *Urban Design Plan Implementation Project* report identified wayfinding as a need at the station. Borough plans emphasize the importance of enhancing access to the station and identify specific improvements for advancing this goal.

- The Urban Design Plan Implementation Project report recommends an improved pedestrian tunnel at NJ Transit Station.
- The Urban Design Plan recommends a small pocket park linking East Main Street to the commuter parking lot
- The downtown redevelopment plan (Redevelopment Area 1) calls for encouraging active pedestrian-generating land uses within 1/2 mile walking distance of the Bound Brook train station, enhanced pedestrian connections to the NJ Transit Eastbound platform, and additional commuter parking with direct access to the Eastbound rail platform.
- The 2019 Land Use Element recommends converting Brook Industrial Park, south of the NJ TRANSIT station and rail tracks, into a pedestrian-oriented development with grade crossings and complete streets to enhance access to the station.

## Parking

The 2019 Land Use Element and redevelopment plans call for downtown parking strategies focused on encouraging shared-use parking agreements among private property owners and between the borough and private property owners in the downtown. The *Bound Brook Urban Design Plan Implementation Project* report and 2019 Land Use Element calls for development of structured/shared parking. The Downtown Urban Design Plan proposes commuter parking at a site south of the tracks near the NJ Transit station.



## Appendix D: Borough of Bound Brook Stakeholder Meeting

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### Background

As part of the Together North Jersey Local Technical Assistance program, Together North Jersey (TNJ) is working with the Borough of Bound Brook to develop a conceptual plan for a wayfinding system, including the mapping of key locations in the Borough and the development of a graphic identity for wayfinding signage. As part of this undertaking, the TNJ team conducted an outreach survey to collect input from residents, businesses and visitors.

The Together North Jersey team originally planned to conduct community outreach in Bound Brook through a series of intercept surveys at strategic locations throughout the Borough in the late winter/early spring of 2020. These intercept surveys would collect information on key locations and destinations to include in a wayfinding plan and perceptions/opinions on unique features and characteristics of Bound Brook.

However, on March 21, 2020, in response to the COVID-19 pandemic, Governor Murphy signed Executive Order No. 107 directing all residents to stay at home and all non-essential businesses to close. The Together North Jersey team subsequently revised the outreach strategy, moving from in-person engagement to an online survey in order to maintain the project schedule and deliver the work within the designated time-frame. The online survey mirrored the in-person intercept questions, focusing on Bound Brook's best destinations, unique characteristics, and hard-to-find places. The survey was primarily open-ended to allow respondents to answer questions freely and openly. The survey was also available in both English and Spanish.

The project team worked with the Borough to promote the survey and ensure wide distribution to residents and visitors. The Borough released a media advisory announcing the availability of the survey, along with background on the project purpose. This information was also posted directly on the Borough website and shared by the Borough on social media using eye-catching graphics developed by the project team. Several local organizations, media outlets and social media groups also distributed information about the survey, including the Somerset County Library Branch website and Bound Brook Revitalization Partnership's Facebook Page.

### Summary

The survey yielded 105 respondents, the majority of whom live or work in Bound Brook. Of those 105, however, only about half completed the entire survey. When asked their age group, 20 out of the 54 who answered said they fell in the 55 to 64 age group. Majority of respondents reported they identified as white or Caucasian. Only one participant completed the survey in Spanish.

Overall, the survey results showed that participants value the Bound Brook's small-town atmosphere, history, theater, library, and access to parks. Similarly, when asked about what makes Bound Brook unique, people most often said the town's history, small town atmosphere, accessibility to the train, downtown areas, and diversity of cultures.

Many (18) respondents cited Bound Brook's parks, trails and rivers as the town's best destinations, specifically citing Codrington Park (6), Legion Park (4), and the Delaware and Raritan Trails (2). Participants also said Bound Brook's restaurants (15), commonly noting Chitches (5) and Golden Corner Diner (4), and the Brook Theater (13). The survey asked participants what destinations visitors may bypass when visitor Bound Brook, to which many people said downtown (9), historic sites (6), Brook Theater (4) and parks or nature (4). Several responses (6) said they were unsure, and two participants reported that they felt Bound Brook lacked appealing destinations to attract visitors.

## Detailed Responses

Many of the questions below were asked in an open-ended format. Responses to those questions have been categorized to simplify reporting. For some answers, people responded with multiple specific locations (businesses, restaurants) which are listed individually.

### 1. Do you live in Bound Brook?

- Yes (71)
- No (34)

### 2. What brings you to Bound Brook?

- Work (11)
- Other (6)
  - Neighboring town (2)
  - Former resident (2)
- Visiting family or friends (1)
- Restaurants (1)
- Shopping (1)
- Theater/entertainment (0)

### 3. What do you like most about Bound Brook?

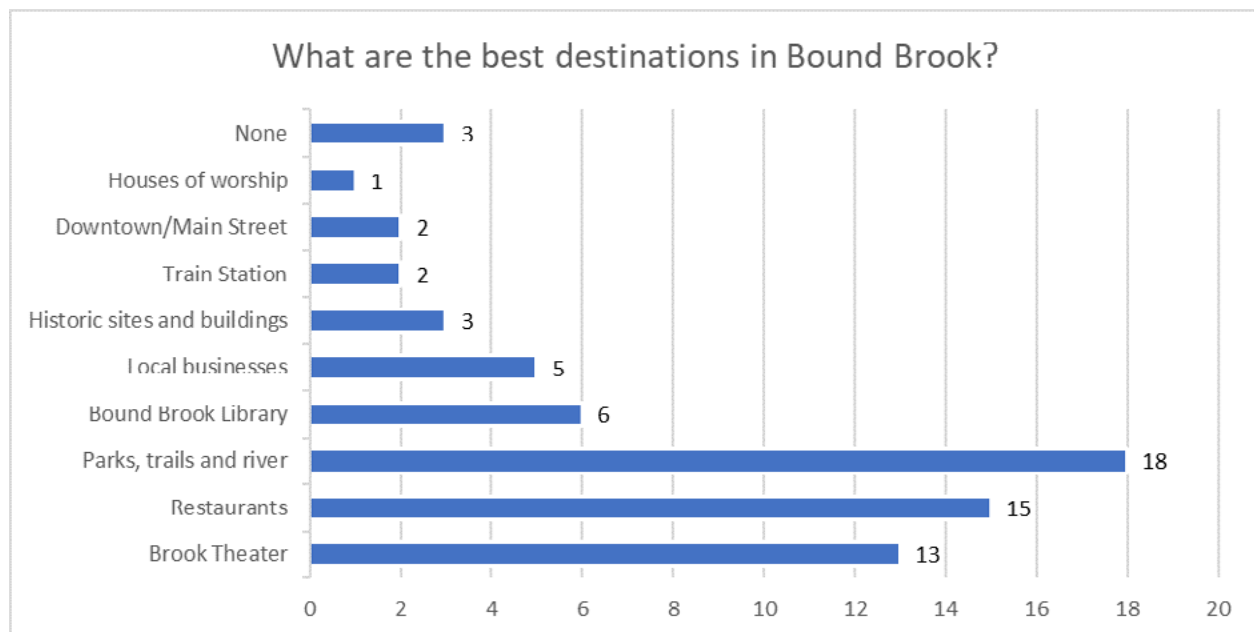
- Small town feel (6)
- History (5)
- Library (4)
- The people (2)
- Diversity (2)
- Location (2)
- Restaurants (2)
- Tree lined streets (2)
- Architecture (2)
- Resilience of residents for generations (1)
- Nothing much (1)

### 4. What are the unique characteristics or features of Bound Brook?

- History and historic architecture (6)
- Small town charm (3)
- Transportation (2)
- Affordability (1)
- Latin American food (1)
- Nightlife (1)
- Hispanic/Latino community (1)
- Diversity (1)
- Brook Theater (1)
- Toughness (1)
- None (1)

## 5. In your experience, what destinations are hard to find in Bound Brook?

- Groceries (2)
- Parks (2)
- Restaurants (2)
- Historic sites or museums (2)
- Coffee
- Parking
- Library
- Borough Hall
- Cultural experiences
- None



## 6. What are the best destinations in Bound Brook?

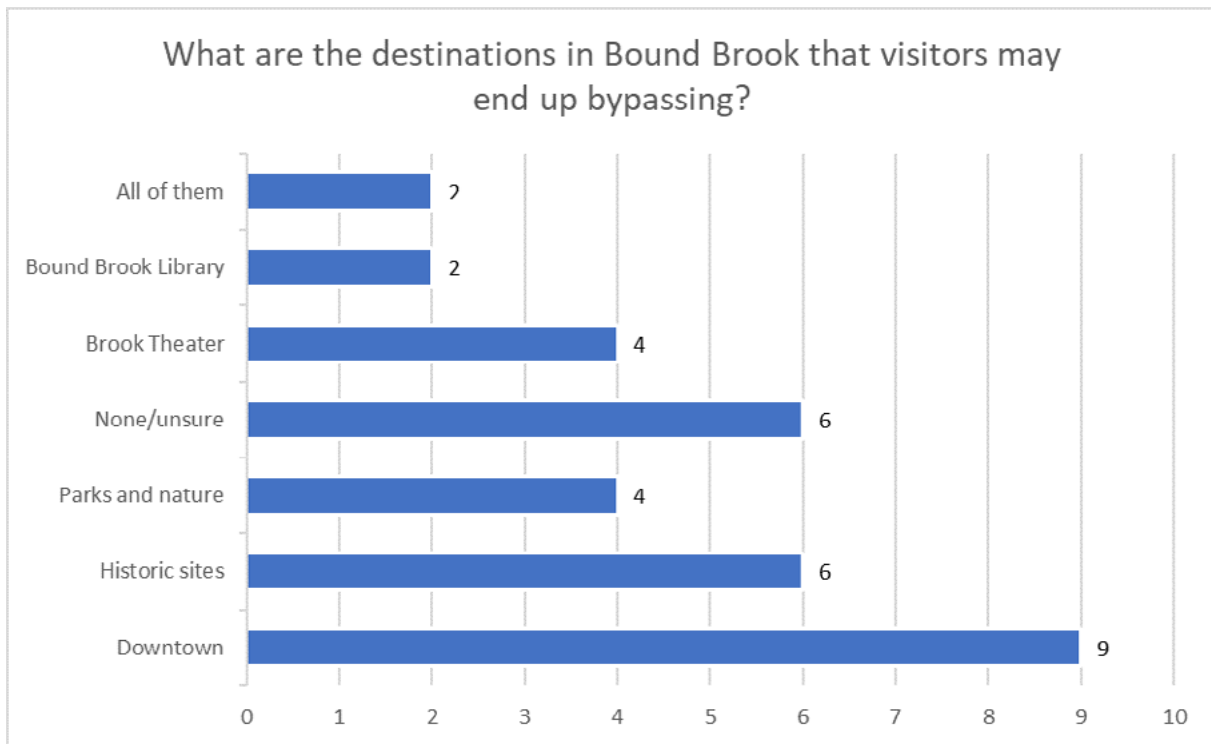
- Parks, trails and river (18)
  - Codrington Park (6)
  - Legion Park (4)
  - Delaware & Raritan Canal Trail (2)
  - LaMonte Field
- Restaurants (15)
  - Chitches (5)
  - Golden Corner (4)
  - Bagel Stadium
  - Gerisol
  - Rosinas
  - Meterano Bakery
  - Frank's Pizza
  - Crown Fried Chicken



- Brook Theater (13)
- Bound Brook Library (6)
- Local businesses (5)
  - Florists (3)
  - Shop Rite (2)
  - Saray Tailor Shop, Bonnie Decorators
  - Union Avenue Pharmacy
- Historic sites and buildings (3)
  - Battle of Bound Brook monument
  - Cemetery (2)
- Train station (2)
- Downtown Bound Brook/Main Street
- Houses of worship
- None (2)

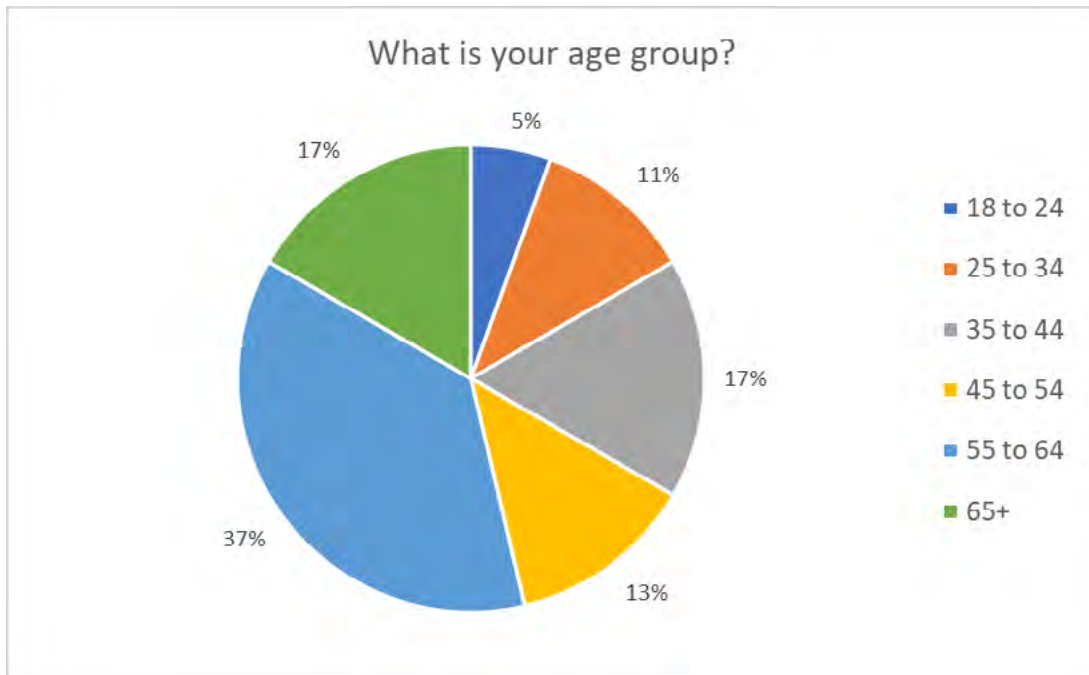
## 7. What do you think are the most unique characteristics or features of Bound Brook?

- History (7)
  - Historic/Victorian houses and architecture (3)
  - Revolutionary War history
  - Oldest town in Somerset County
- Small town atmosphere and sense of community (6)
  - Unity during tough times, strength, perseverance
  - Long-time residents
- Accessibility (5)
  - Train stations (5)
  - Walkability
- Downtown (7)
  - Main Street (2)
  - Arts District
  - Local businesses (3)
  - Brook Theater (3)
  - Restaurants
- Diversity and Culture (5)
  - Latino culture
  - A variety of neighborhoods
  - Churches
- Nature (2)
  - Raritan River
  - Delaware & Raritan trail access
- Other (5)
  - It was once a beautiful town with a vibrant downtown.
  - It has an uptown and a downtown. Need to get both areas joined to help people travel the entire town.
  - Bound Brook does not have its own identity
  - Recreational and school sports
  - Garbage across town on the streets and lawns



#### 8. What are the destinations in Bound Brook that visitors may end up bypassing?

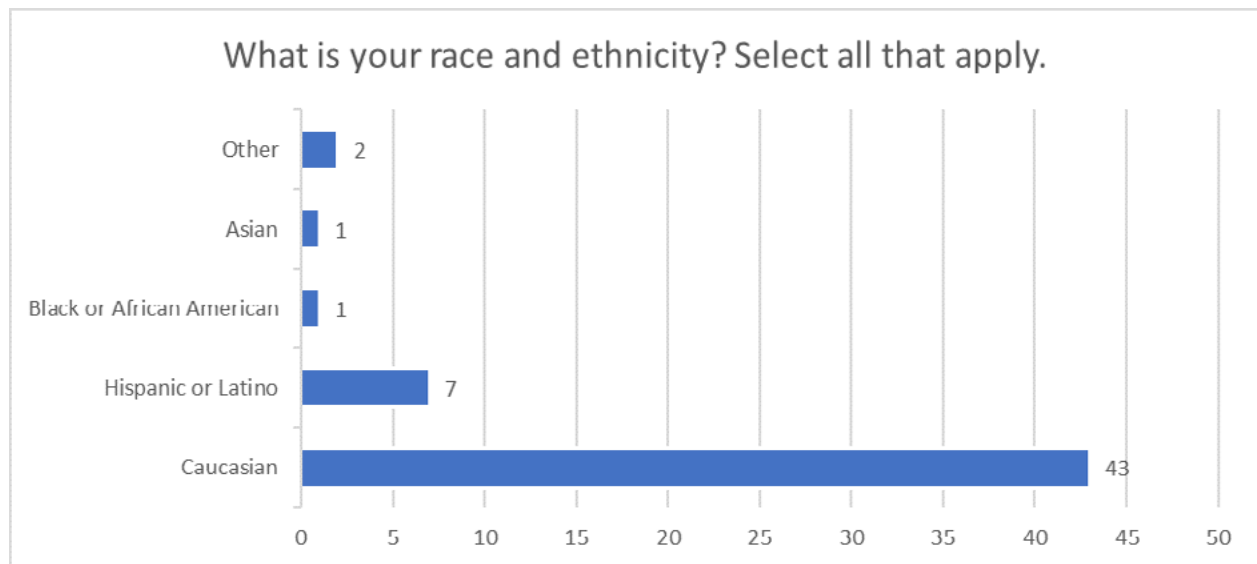
- Downtown (9)
  - Businesses (2)
  - Restaurants downtown/on Main Street (5)
    - The Imperial or other clubs
    - Chitch's
    - 28 BBQ, Girasole
  - Main Street as it looks run down
  - Downtown, but it is not safe especially at night
  - Car show during the summer, movies in the park and food truck festival
  - Train station
- Historic sites (6)
  - Cemetery (2)
  - Old Stone Arch Bridge and West Main Street historic area
  - Colonial homes that were knocked down
  - Revolutionary war landmarks
- Parks and nature (4)
  - Washington Campground
  - Veterans Park, Chimney Rock, Stan Chitch's, White Rock, Bound Brook Encampment, Bike riding in the Presbyterian Cemetery, fishing on the River or Canal. Buttermilk falls
  - Bocce Court, Rock Machine Park, Mariposa Park
  - Flag park
- None/I don't know (6)
- Brook Theater (4)
- Bound Brook library (2)
- All of them (2)



**9. What is your age group?**

- 18 to 24 (3)
- 25 to 34 (6)
- 35 to 44 (9)
- 45 to 54 (7)
- 55 to 64 (20)
- 65 to 75 (9)
- 75 or older (0)





**10. What is your race and ethnicity? Select all that apply.**

- Caucasian (43)
- Hispanic or Latino (7)
- Black or African American (1)
- Asian (1)
- Other (1)
  - Caucasian of Middle Eastern descent

## Appendix D: Borough of Bound Brook Stakeholder Meeting

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**February 12, 2020 (Bound Brook Municipal Library)**

### List of Attendees

- » Bob Fazen, Mayor of Bound Brook
- » Hector Herrera, Bound Brook Borough Administrator
- » Jake Hardin, Bound Brook Council
- » Jasmine Mathis, Bound Brook Assistant Administrator
- » Kate Knowles Brindle, Downtown Manager, BBRP
- » Stan Slachetka, Bound Brook Borough Planner
- » Kieth Hamas, North Jersey Transportation Planning Authority
- » Jon Dugan, Ridewise
- » Victoria Chi, Rutgers University
- » Jacqueline Than, Rutgers University
- » Robert Brennan, Rutgers University
- » Miriam Salerno, Together North Jersey/Rutgers University
- » Nieves Pimienta, Together North Jersey/Rutgers University
- » Eliot Benman, Together North Jersey/Rutgers University
- » Andras Holzmann, Somerset County
- » Tom Boccino, Somerset County

### Agenda and Discussion

#### Welcome:

- Mayor Fazen opened the meeting and thanked everyone for joining.
- Keith Hamas from NJTPA welcomed everyone on behalf of the funding sponsor, North Jersey Transportation Planning Authority
- Eliot Benman from Together North Jersey introduced himself and invited all of the participant to introduce themselves as well.

#### Project Background and Purpose

- Eliot Benman provided background information on Together North Jersey, the Local Technical Assistance Program, and reviewed the scope of work for the Bound Brook Technical Assistance.
- Mr. Benman also reviewed the principles and purpose of wayfinding and provided some examples of other wayfinding and graphic identity systems in New Jersey, including Hoboken, Metuchen and Jersey City. He led the group in a discussion of *What is the goal of Bound Brook's Wayfinding System?*

#### Existing Visual Imagery

- Mr. Benman presented a collection of visual imagery for the Borough of Bound Brook to illustrate the types of images/graphics currently used by the Borough. Mr. Benman noted to the participates that the Borough currently does not have a cohesive graphic identity.

## Destinations Map

- Mr. Benman presented a preliminary map of key destinations in Bound Brook that could be included in a wayfinding plan. He then led the group in a discussion of additional destinations that should be considered for inclusion. See responses below.

## Public Engagement Feedback

- Nieves Garcia Pimienta reviewed the project approach to public engagement and described the plan to collect input from the public via intercept surveys. She asked the participants to share ideas of good locations to conduct outreach. The group recommended two very popular restaurants, Golden Corner and Girasole on West Union Avenue.
- Ms. Garcia Pimienta then lead the group in a facilitated discussion to collect their ideas on how they would describe Bound Brook, what they see as the future of Bound Brook, and Bound Brook's hidden gems/best kept secrets.

## Project Schedule

- To close the meeting, Mr. Benman reviewed the project schedule and next steps. He also indicated that a second stakeholder meeting would take place towards the end of the project period.

**Activity responses:** The following section provides a summary of responses collected by the project team during the facilitated dialogue with the stakeholder group:

1. *What is the goal of Bound Brook's Wayfinding System?*
  - Cohesiveness and uniform imagery
  - Create a visual identity for Bound Brook
  - Encourage walking and fitness
    - Run along the Raritan Canal (connectivity to other places via the canal path)
    - Many safe places to run, walk and jog in Bound Brook.
  - Promote Shopping and dining downtown destinations
    - Draw people from Union Ave to Main Street
    - Help residents explore their borough
2. *What are the most important neighborhoods to highlight?*
  - Historic Downtown
  - Recreation area in Codington
    - Playgrounds
    - Pools/park
    - T-Street ballfield
  - West Union Avenue
3. *What are other gateways or destinations that should be included on the wayfinding map?"*
  - Vosseller Avenue gateway
  - Fire Department
  - Proposed Stone Arch Park
  - Union Avenue bus stops
  - Watchung Road



4. *How would you describe Bound Brook in one word?*

- Historic
- Hometown
- Diverse
- Small
- Cross-Roads
- Accessible
- Brook Theater
- Culture
- Arts
- Close knit
- Central
- Renaissance
- Vibrant
- Revolutionary War
- 1681
- Patriotism

5. *What is Bound Brook's future?*

- "Bound Brook Rising"
  - Levy system built by Army Core of Engineers
  - 300-year no flood zone, Flood Free
  - Redevelop previously flooded areas
- Dichotomy
  - Cosmopolitan and blossoming downtown
  - Historic and "Storybook" suburban area
- Become Carbon Neutral
- Merging history and development

6. *What is the best secret in Bound Brook?*

- The Borough itself is the best kept secret
  - Central location, close to everything
- Billian Park
- Chitch's Pizza
  - "The sausage"
  - "The saltine cracker crust"
- Revolutionary War History
  - Lots of sites around town that need signs and markers to let people know what they are
  - Washington Camp Ground ("Washington camped in my neighbor's backyard!")
  - Revolutionary War Cemetery –there is a sign listing the deceased and the location of their tombstone.
  - 213 Main Street - Where the Declaration of Independence was read for the first time
- The Brook Theater – The only original vaudeville theater from the 1920s left in Somerset County. It is now home to the Brook Arts Center. The theater used to draw people from NYC and all over.
- Oak Tree – The oak tree is hundreds of years old and supposedly where the Dutch settlers signed a treaty with the Native Americans to purchase Bound Brook land. The tree is on West Maple avenue near the Presbyterian church.
- Train watching at the Freight Train Junction Point: People come and set up lawn chairs to watch the trains

- Piedmont Section – a well-known historical residential area
  - ½ mile road with unique historic houses, all custom built
  - Beautiful for walking or jogging
  - “Feels like Savannah, Georgia”
- Historic Stone Arch Bridge – currently still underground but the County is trying to purchase and excavate to create a park.
- Washington Regional High school – originally building 1927 and was designed by the Brook Theater architect.
- Church Street: It is one street that has several historic churches
- 1st Fourth of July parade to include decorated cars was in Bound Brook in 1907.

7. *Other comments or statements of interest:*

- 80% of rail commuters that use the Bound Brook train station do not live in Bound Brook
- Some meeting participants expressed wish to limit the number of visitors to Bound Brook, while others expressed a desire to attract more visitors to shop, dine, and recreate in the downtown and recreational areas.
- History, tradition, patriotism are important Bound Brook values
- There are many houses in Bound Brook built in the 1800's and early 1900's

## Appendix E: Second Stakeholder Meeting and Presentation

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**May 27, 2020** (6:00PM - via Zoom)

### List of Attendees

- » Bob Fazen, Mayor of Bound Brook
- » Hector Herrera, Borough Administrator
- » Keith Hamas, North Jersey Transportation Planning Authority
- » Walter Lane, Director of Planning Somerset County
- » Jasmine Mathis, Assistant Administrator
- » Kate Knowles Brindle, Downtown Manager, BBRP
- » Victoria Chi, Rutgers University
- » Jacqueline Than, Rutgers University
- » Robert Brennan, Rutgers University
- » Miriam Salerno, Together North Jersey/Rutgers University
- » Nieves Pimienta, Together North Jersey/Rutgers University
- » Eliot Benman, Together North Jersey/Rutgers University
- » Janki Patel, Borough Planner
- » Dale Lubner, Superintendent of Public Works for the Borough of Bound Brook

### Summary of Agenda and Discussion

#### 1. Welcome

- Mayor of Bound Brook, Bob Fazen, opened the meeting and welcomed all the participants. He expressed his enthusiasm and excitement to see the revised designs from Rutgers University. Keith Hamas from the North Jersey Transportation Planning Authority (NJTPA) welcomed everyone as well, on behalf of the program sponsor.
- Miriam Salerno from the Voorhees Transportation Center asked participants to introduce themselves (participant list provided above).

#### 2. Project Background

- Ms. Salerno then provided background information about Together North Jersey and the Local Technical Assistance Program.
- Eliot Benman from the Voorhees Transportation Center reviewed the goals and purpose of a wayfinding system, which is used to both define a sense of place (placemaking) and improve circulation and navigation.

#### 3. Public Engagement

- Nieves Pimienta, Outreach Manager for the Voorhees Transportation Center, provided an overview of the public outreach process undertaken during the project and an overview of the results.
- The original plan for public engagement was to conduct intercept surveys throughout Bound Brook. However, due to COVID-19 and the subsequent stay-at-home order, VTC could not conduct in-person outreach. Instead the team developed and deployed an online survey. The survey was shared by the Borough and other partners and publicized on social media on the following platforms:
  - Borough of Bound Brook website
  - Library website
  - Downtown Revitalization Facebook page

- o Bound Brook Facebook page
- Survey responses aligned with the responses from Borough stakeholders at the meeting in February. This included which Bound Brook destinations were most important, and which qualities of Bound Brook were most unique. Overall, the public felt that the most important attributes of Bound Brook were the history, the small-town atmosphere, and access to parks.

#### **4. Wayfinding Destinations**

- Eliot Benman presented the updated list of wayfinding destinations that incorporated stakeholder recommendations from the first stakeholder meeting and input from the public outreach.

#### **5. Design Presentation**

- Victoria Chi, the project team graphic designer, presented her revised conceptual designs for a Bound Brook wayfinding system. Based on feedback from previous meetings, the designs now feature patriotic colors and are predominantly red, white and blue. Ms. Chi also presented the following attributes of her designs:
  - o A revised icon set for the type of wayfinding destination that includes the Hopkinson Flag for historic places
  - o A taller, vertical borough gateway sign
  - o Revised information Kiosk signs with better visibility
  - o Revised district specific wayfinding signs
  - o Revised wayfinding destination signs
  - o Newly designed street blade parking signs
  - o A design concept for Borough business cards
- Victoria also shared a design concept for the Wayfinding Map that aligns with the graphic style of the wayfinding signs.

#### **6. Discussion**

- The group discussed MUTCD guidelines and other regulations for vehicular wayfinding signage that include considerations of sign placement, sign size and sign color. Eliot Benman mentioned that the report would provide some recommendations or guidance but that the Borough will need to undertake a more formal wayfinding plan, with sign design consultant, to finalize the specifications. The Together North Jersey project is intended to be conceptual.
- Additional stakeholder feedback included:
  - o A general agreement that the colors look good and were appropriate for Bound Brook
  - o A request for minor tweaks to the Gateway sign
  - o Discussion about sign crowding and a caution not to overload people and vehicles with the number of signs
  - o A recommendation that the Hopkinson's flag could be used as a Borough logo
- Flag and concept fit in with the Borough's plan and the county's historic preservation plan
- Discussion about the Borough's next steps
  - o Planning: Next steps for planning include identifying routes, forming a project committee, and identification of funding
  - o Design: A professional sign design consultant can work with the Borough to determine specific sizes and placements and conduct a regulatory review
  - o The stakeholder discussed the appropriate time to have a presentation of the final product at a council meeting. The team agreed that after the final report is complete and publicly available.





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