

Wayfinding Signage for the Bruce Freeman Rail Trail

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Vitality Manager

Working Document – September 2025



Funding Context

- \$16,826 available for wayfinding signage
- CPA-designation that was part of a larger award
- Project scope limited to brand-approved signage
- Must be spent no later than August 2026

BRUCE
FREEMAN
RAIL TRAIL



Bruce Freeman Rail Trail Context

- 25-mile, multi-town trail
- Portion in Concord = ~ 3.75 miles
- ADA accessible, multi-use, non motorized
- Serves both recreation & transportation goals





Current Signage on the Trail

- Mile markers
- Safety Signs
- Regulatory Signs



Current Signage on the Trail

- Information Kiosk
- Interpretative Signs
- Trailhead Signs

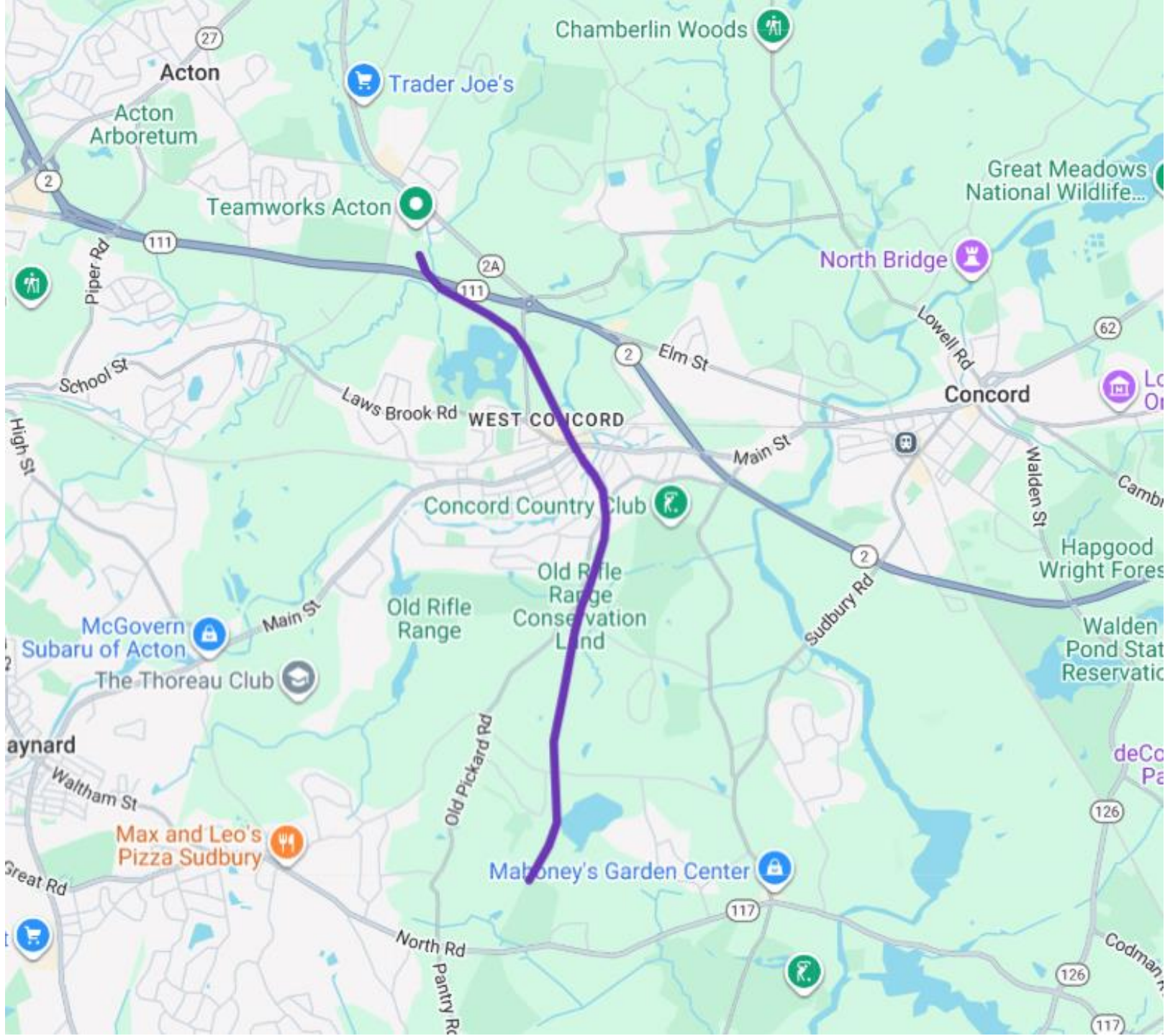
Signage Gap = Wayfinding

- Orientation - Where am I?
How far to travel?
- Connections to Amenities
 - Restrooms
 - Food and Shopping
 - Transit/Parking
 - Parks and Trails
 - New destinations

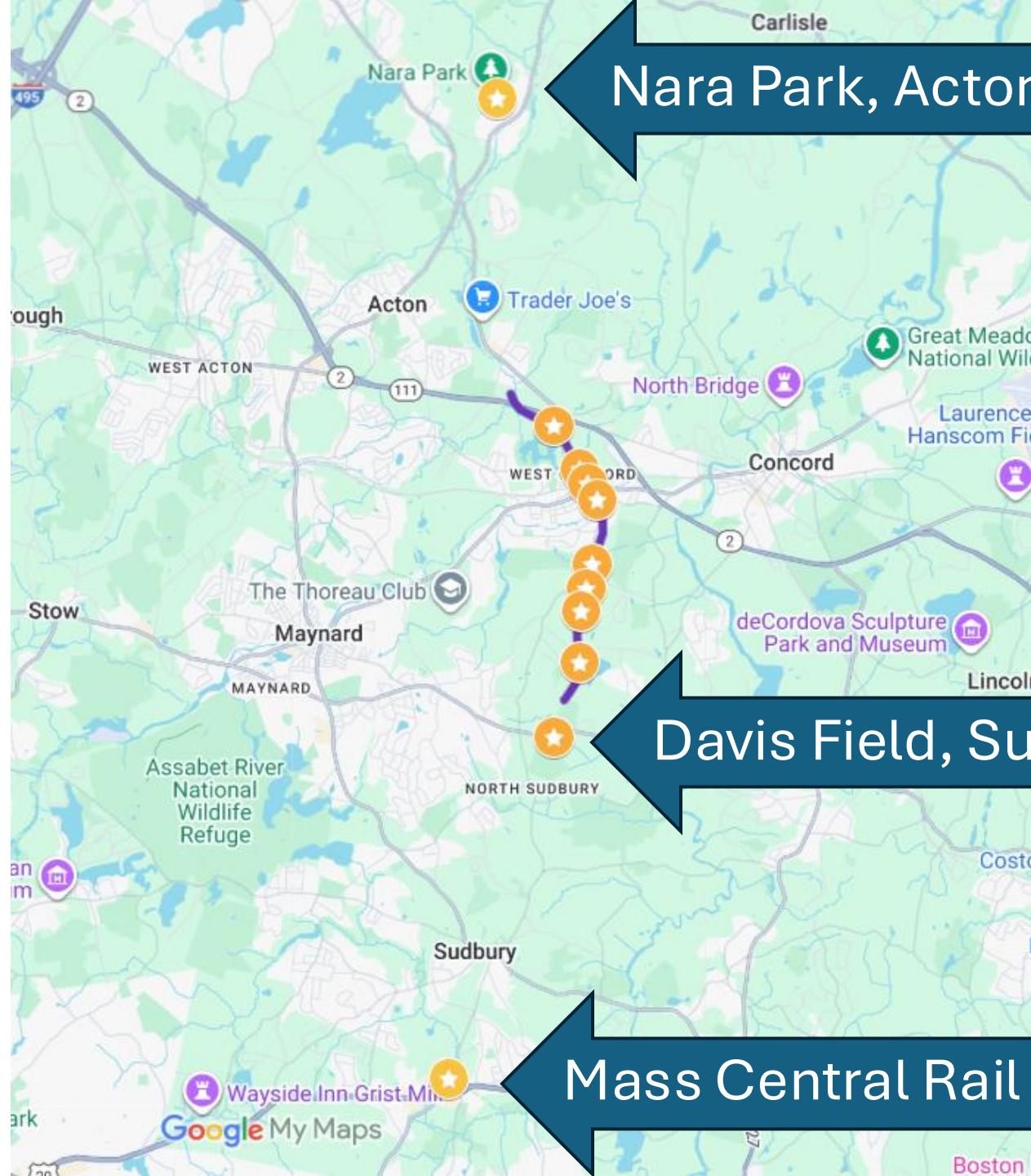


Branded Signage Suite





Points of Interest:

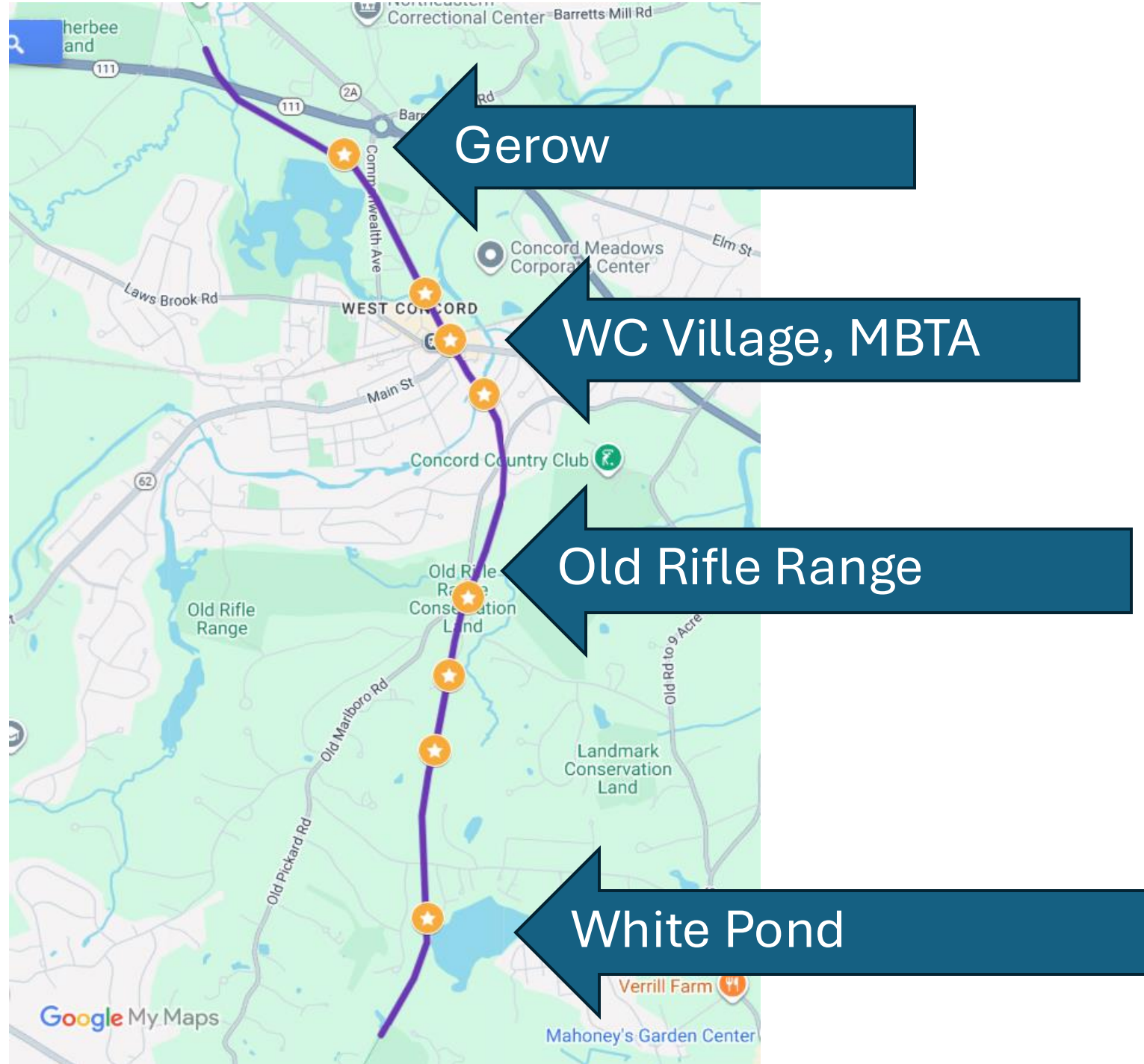


Nara Park, Acton

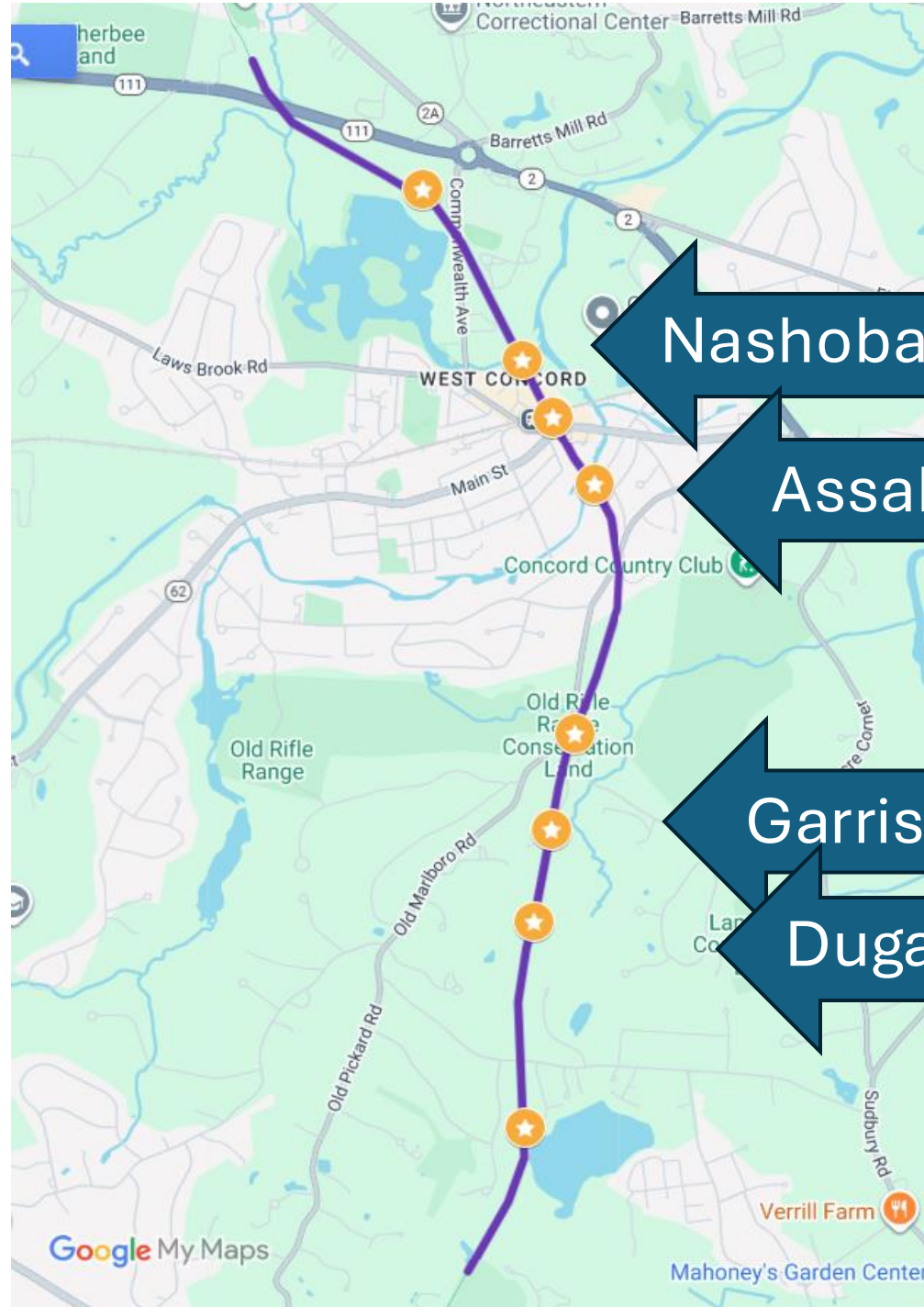
Davis Field, Sudbury

Mass Central Rail Trail

Points of Interest:



Points of Interest:



Nashoba Brook

Assabet Bluff

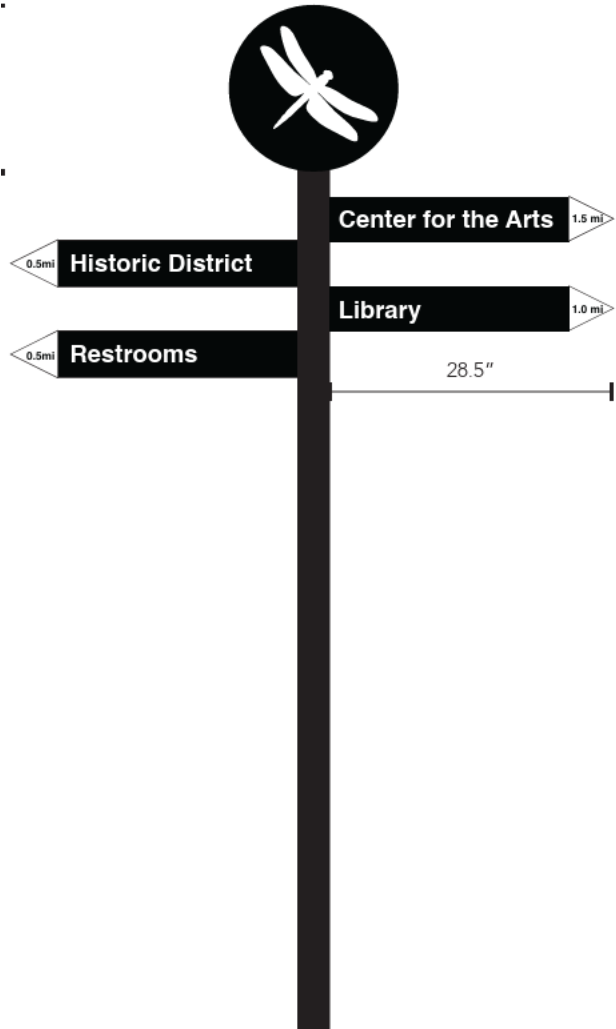
Garrison Building

Dugan Brook

Branded Signage Suite



Proposed Signs



Town Line

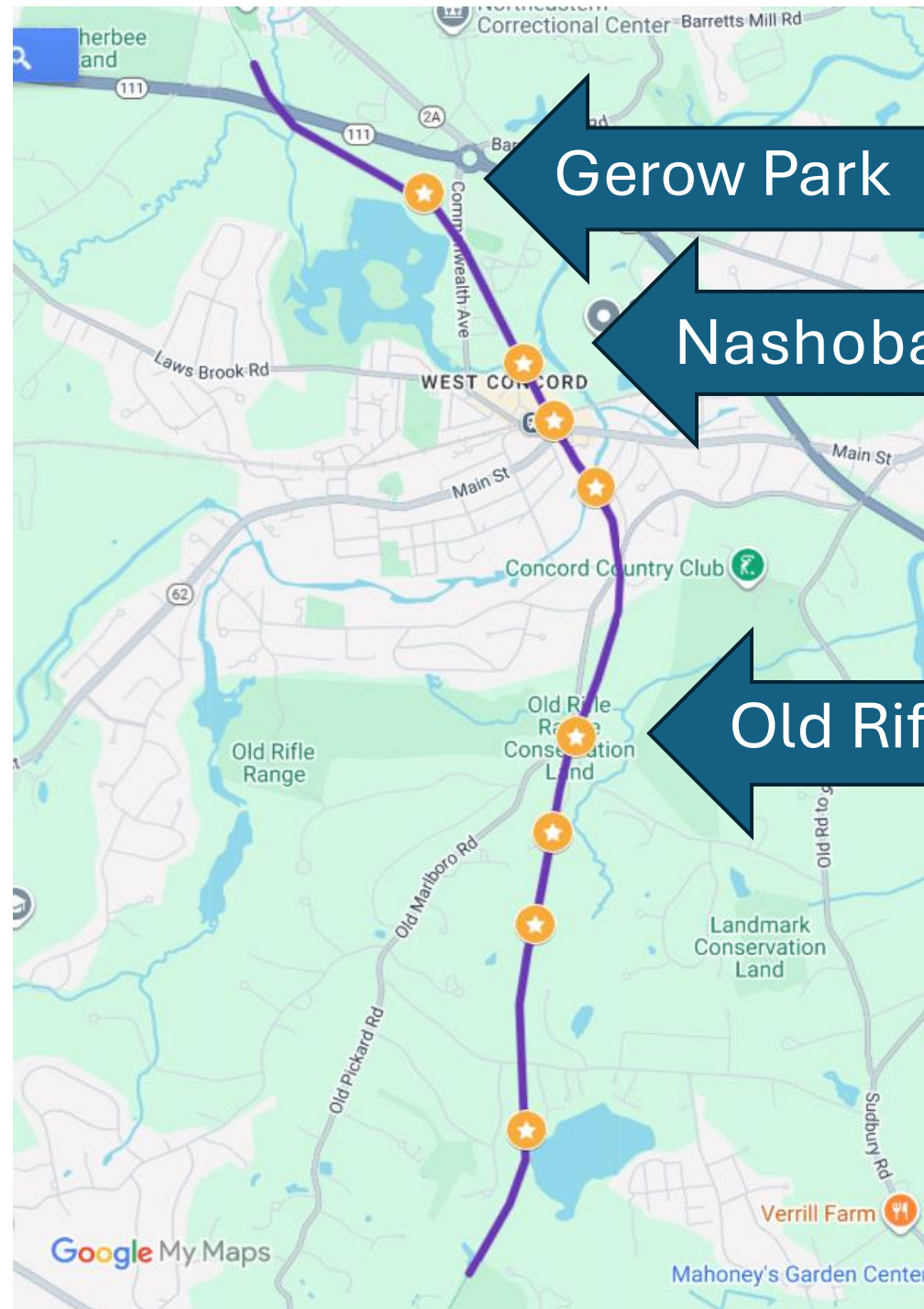
Junction Park

Old Marlboro Road

Garrison Building

Powder Mill Road

Proposed Signs



Gerow Park

Nashoba Brook

Old Rifle Range

Yellow = existing sign
Red = Proposed sign

