

Category: Traffic and Public Transport

Project: The City of Newport, New Jersey

What was the challenge?

Newport is a mixed-use community that occupies 1.5 miles of Jersey City's Hudson River Waterfront and is home to retail, residential, office, and entertainment facilities, along with numerous parks and public spaces. Two Twelve was engaged by the Newport Associated Development Company to create a cohesive wayfinding system that firmly establishes a sense of community and belonging among Newport's resident and creates a clear sense of place for visitors to the community, ultimately enhancing awareness of Newport's offerings for both residents of the community and visitors alike.

Initially Newport was not discernible from nearby neighborhoods, making the arrival moment easy to miss. The retail areas tended to be experienced as separate zones instead of as a single destination and were not visible or easy to find from PATH and Light Rail stations.

What was the solution?

Two Twelve evaluated the current signage for the new wayfinding program with an eye towards unifying the signage aesthetic and eliminating clutter. One of the primary goals of this project was to extend Newport's brand aesthetic to its exterior landscape. Our team drew upon the surrounding waterfront to develop the signage design, which features nautical themed details, and the bright teal and green of Newport's brand colors become a beacon for locating wayfinding information. We also developed a flexible kit-of-parts for community rules and regulatory signs, deploying more supportive language (more do's than don't's) in order to ensure that these messages were conveyed in a user-friendly way and have a positive, welcoming effect on visitors and residents.

With close proximity to PATH and Light Rail stations, NJ Transit bus service, NJ Turnpike, the Holland Tunnel connecting to New York, the signage program directs vehicular traffic to parking and from there encourages exploration of destinations within the community. Logical wayfinding directionals at pedestrian-scale support visitors by foot and by bike, and directs residents and visitors from and to nearby transit options and destinations.

An important element of the plan for Newport was a wayfinding system that could be implemented in stages, allowing for expansion over time and logical sequencing of information no matter the mode of transportation.

What was the effect?

The result is a holistic signage program that is an extension of the brand – fostering community and warmth by welcoming visitors.





Contact:

name: Jennette Cheung
 company/organisation: Two Twelve
 e-mail: marketing@twotwelve.com
 website: www.twotwelve.com