

Cambridge Waterfront

Community Brand Narrative + Naming Presentation

April 07, 2022

prepared for:



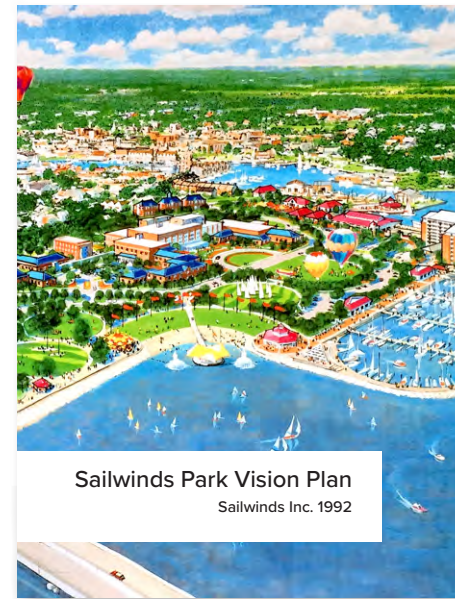
An aerial photograph of a coastal town. In the foreground, a large green field is bordered by a stone wall, with a parking lot and a small structure nearby. The town extends inland with various buildings, including a large multi-story structure and a baseball field. A waterfront area with docks and boats is visible on the right. The word "WELCOME" is overlaid in large, bold, black letters on a white rectangular background across the center of the image.

WELCOME

Our community's vision for the waterfront is a plan 30+ years in the making.

This city and its partners throughout the years have **faithfully protected this site** with multiple cultural, ecological, and economic plans and strategies.

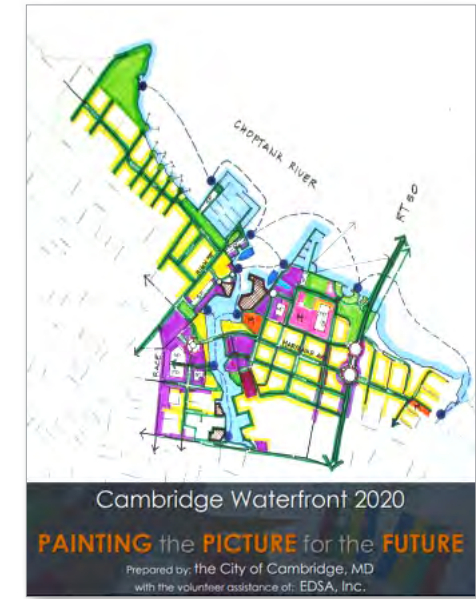
We're beginning to see the fruits of our labor.



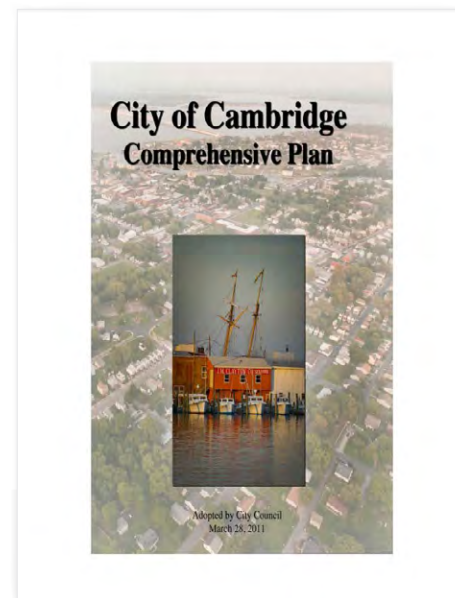
Sailwinds Inc. Vision Plans 1992, 1994, Led to Hyatt Development 1997- 2002



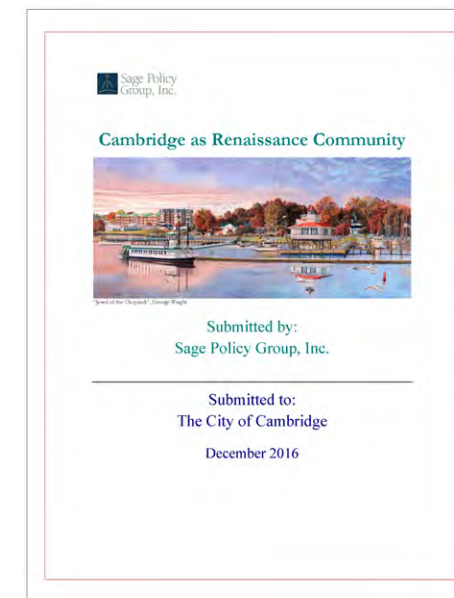
Cambridge R/UDAT 2006



Cambridge Waterfront 2020 Painting The Picture For The Future, 2009



City of Cambridge Comprehensive Plan, March 28, 2011



Economic Development Strategic Plan 'Cambridge as Renaissance Community', December 2016



Sailwinds Park Conceptual Site Plan 2019, CWDI Study

CONCEPT SITE PLAN



COMMENTS/FEEDBACK WEBSITE WILL BE LIVE **MONDAY, APRIL 11TH**
BCTDESIGNGROUP.COM/CAMBRIDGE



Our Community Working Group



DION BANKS

Commercial Operations Analyst –
Rexnord;

Co-Founder & President – Eastern Shore
Network for Change



**AMANDA
FENSTERMAKER**

Former Director – Dorchester County
Tourism



**KELLI
MCCOY-BURKETT**

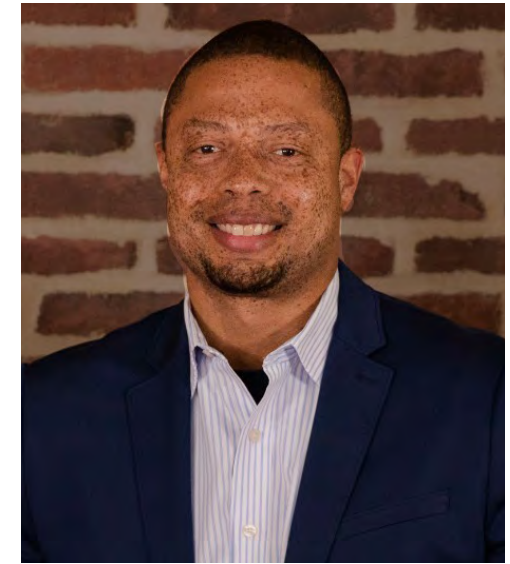
Marketing Executive – MTS Broadcasting



RYAN DANIELS

Teacher - Dorchester County Public
Schools;

Member - Dorchester Seafood Heritage
Association



JERRY HAYES

Area Sales Manager – Choptank
Transport



JEFF POWELL

Board Member – Cambridge Waterfront
Development



FRANK NARR

Board Member – Cambridge Waterfront
Development

What is a Brand?



BRAND OVERVIEW

An organization's brand is more than just a logo. **A brand consists of multiple elements**, when combined tell the brand's story.

Each element of a brand can be categorized as either a **placemaking component** or a **graphic component**.



GRAPHIC COMPONENTS

Aesthetic Style & Color

A brand aesthetic refers to the visual look or appearance of your content. It helps establish a mood, tone, and style.

Logo/Brandmark

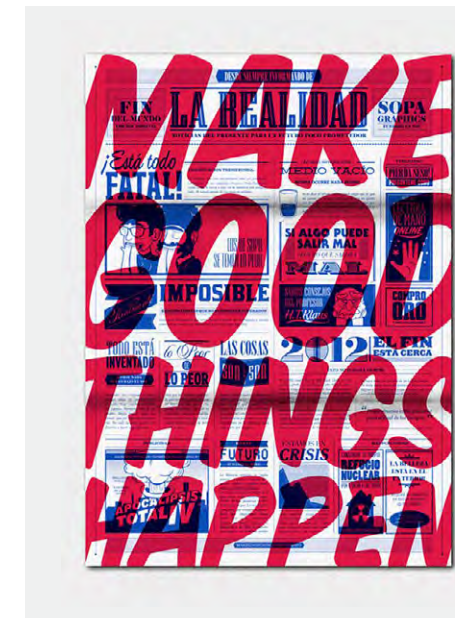
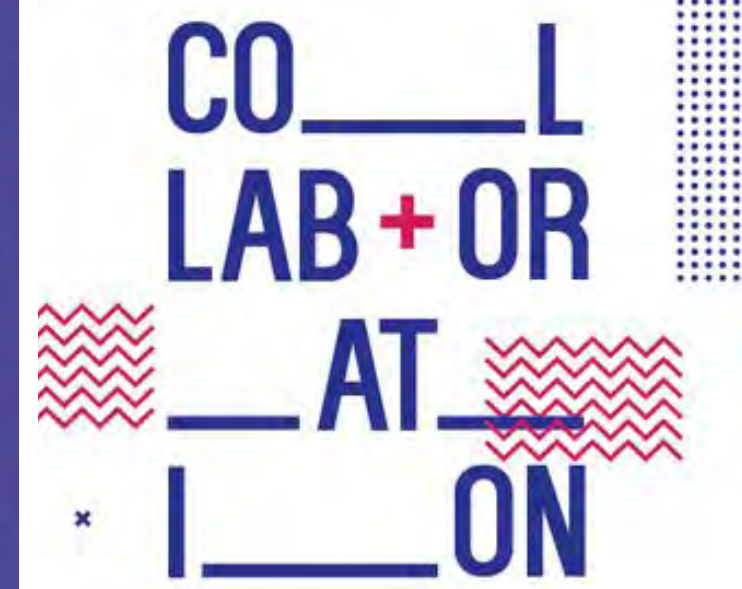
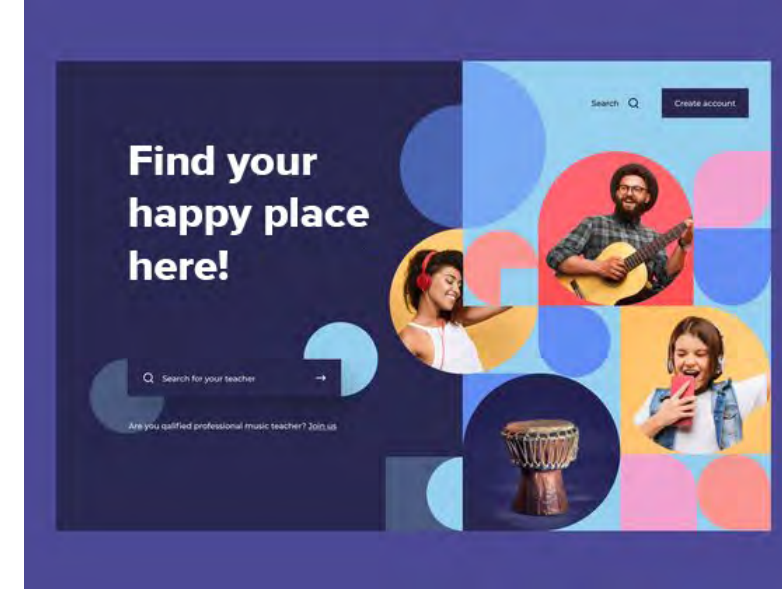
A logo/brandmark is a graphic mark, emblem or symbol that is used to identify an organization.

Typography

Typography is the selection of typefaces that best fit a brand's personality and style; and the arrangement of these typefaces to convey messaging.

Iconography

Iconography are supplementary illustrations or symbols used to support the brand. They can be used in collateral and digital content.





PLACEMAKING COMPONENTS

Wayfinding

Signage programs serve to **visually unify** a site and **help people find their way** through an environment.

This also serves as another **physical brand touchpoint** we discussed earlier.



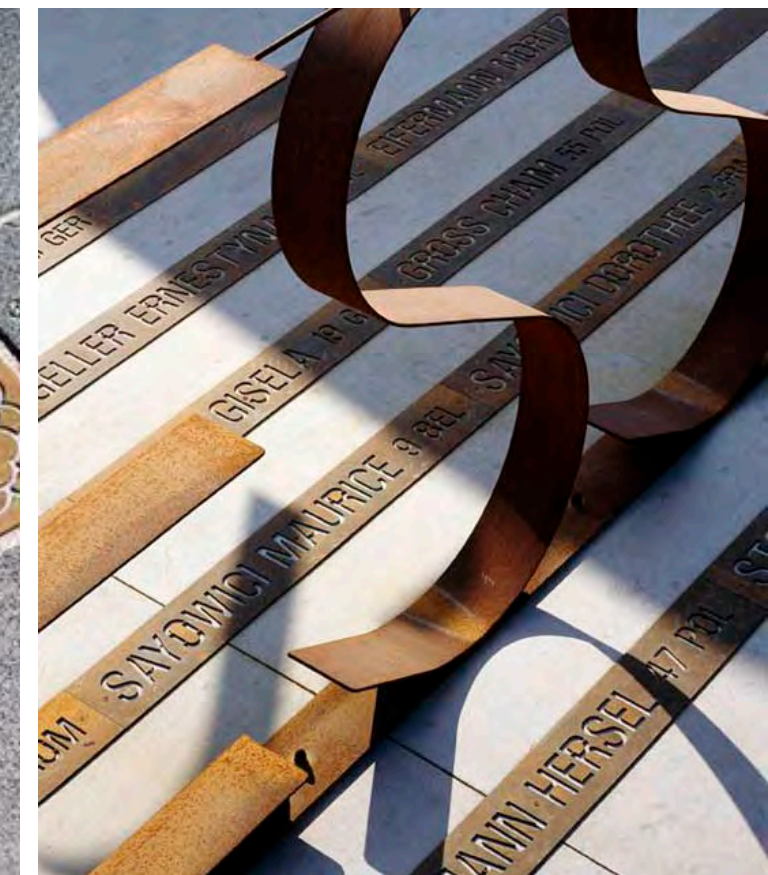


PLACEMAKING COMPONENTS

History, Heritage, & Education

Interpretive Signage **will share the story of Cambridge**, the waterfront, and other historical events or factoids.

Not only is it a way to **share our heritage** but also to express **what this place means to Cambridge**.



How do we do this
for the waterfront?



TARGET MARKET



Experience Seekers

- Diverse Cambridge Residents
- Local Visitors (Easton / Salisbury)

TARGET MARKET



Experience Seekers

- Diverse Cambridge Residents
- Local Visitors (Easton / Salisbury)

Travelers

- Statewide Visitors
- Out-of-state Tourists

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Travelers

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- Out-of-state Tourists

Investors / Anchors

- Prospective Partners (Local Brewery + Ship Yard, etc...)
- Restaurateurs / Operators / Unique & Local Retailers

Opportunities

- Waterfront development
- Natural amenity / park destination
- Local and regional community hub
- Seat of county government
- Space to grow / expand
- A wealth of stories and experiences to share

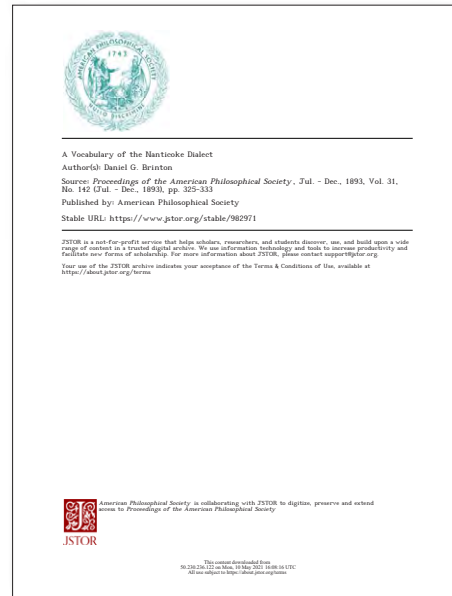
Payoff / Results

- Experience the best waterfront in
Dorchester County / Eastern Shore /
Chesapeake Bay
- Exposure to public art, history, and
Cambridge / Dorchester County culture
- An opportunity to create a strong waterfront
district directly connected to Downtown
Cambridge
- Our diversity is an asset and never a hurdle

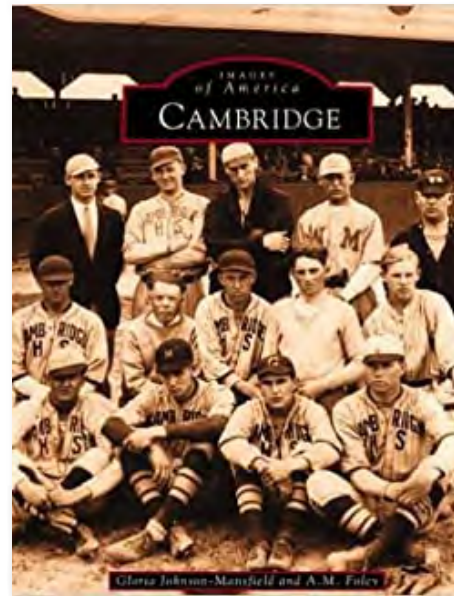


Cambridge is recognized for the way in which it's **culture, recreational spirit, and slow pace living intertwine to create a unique sense of place.**

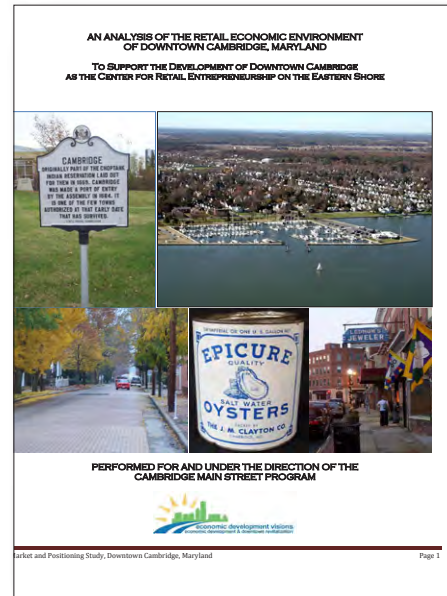
Cambridge has plenty of stories to tell and is steeped in that straightforward can-do-grit.



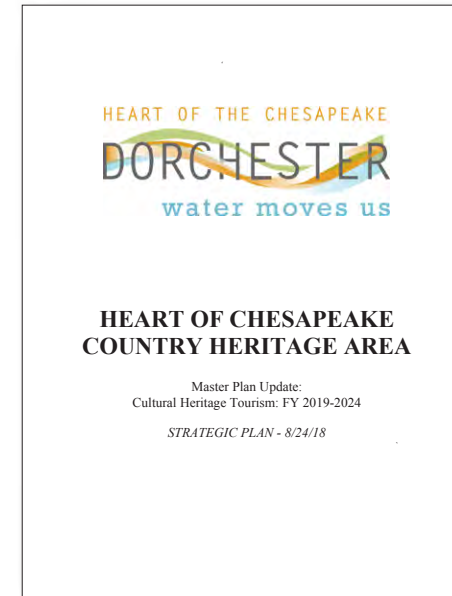
Vocabulary of the Nanticoke Dialect, 1893



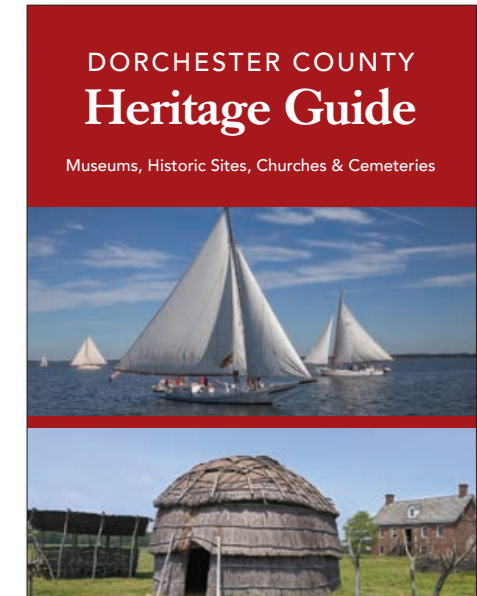
Images of America, Cambridge (MD) July 29, 2002



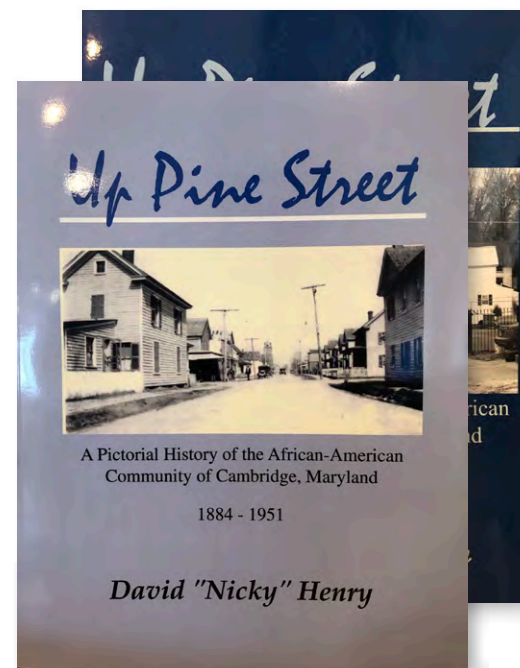
Analysis Of The Retail Economic Environment of Downtown Cambridge, Maryland



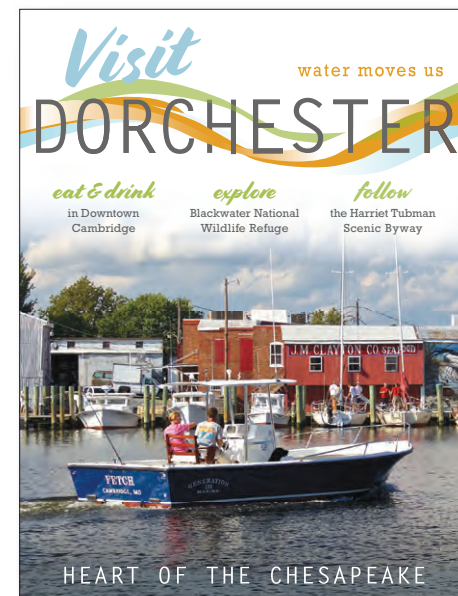
Heart Of Chesapeake Country Heritage Area Strategic Plan



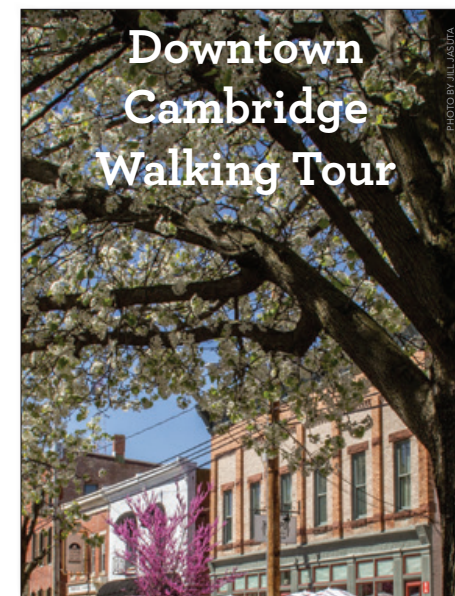
Dorchester County Heritage Guide, 2020



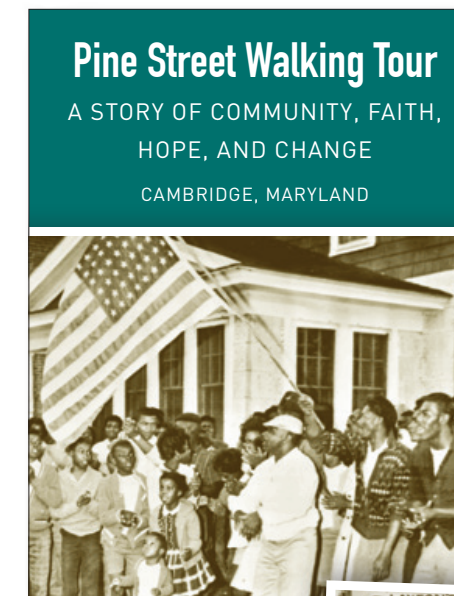
Up Pine Street: A Pictorial History of the African American Community of Cambridge Vols. 1 & 2



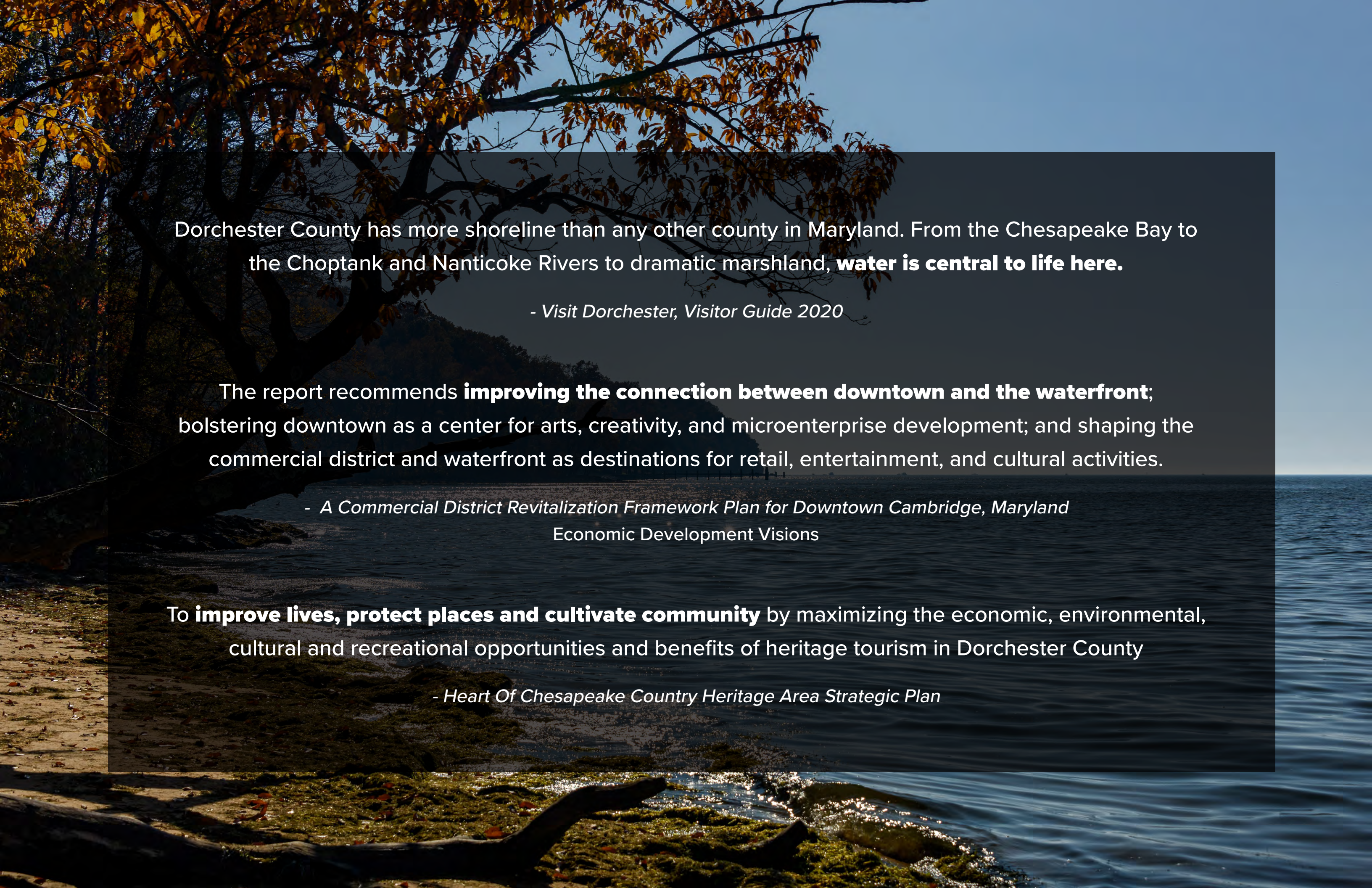
Visit Dorchester, Visitor Guide 2020



Downtown Cambridge Walking Tour



Pine Street Walking Tour

A scenic view of a coastline with a large tree in the foreground and water in the background. The tree has yellow and orange leaves, suggesting autumn. The water is dark blue, and the sky is a clear, light blue. The foreground shows a sandy beach with some driftwood and seaweed.

Dorchester County has more shoreline than any other county in Maryland. From the Chesapeake Bay to the Choptank and Nanticoke Rivers to dramatic marshland, **water is central to life here.**

- Visit Dorchester, Visitor Guide 2020

The report recommends **improving the connection between downtown and the waterfront;** bolstering downtown as a center for arts, creativity, and microenterprise development; and shaping the commercial district and waterfront as destinations for retail, entertainment, and cultural activities.

*- A Commercial District Revitalization Framework Plan for Downtown Cambridge, Maryland
Economic Development Visions*

To **improve lives, protect places and cultivate community** by maximizing the economic, environmental, cultural and recreational opportunities and benefits of heritage tourism in Dorchester County

- Heart Of Chesapeake Country Heritage Area Strategic Plan

2018 HERITAGE TOURISM KEY FINDINGS

Inspired by the Heart Of Chesapeake Country Heritage Area Strategic Plan



1. LURE OF THE WATER

We love to be near the water, we're drawn to it. Increase on-water access throughout the county and, specifically, to and around Cambridge.



2. THE GREAT OUTDOORS

Dorchester remains a magnet for outdoor recreation enthusiasts. The Choptank and the surrounding land is a haven for flora, fauna, and naturalists alike.



3. PRESERVING PLACES & CAMBRIDGE CULTURE

Preserve the natural sense of place, and provide educational experiences to encourage a new generation of preservationists and interpreters.



4. HONORING AFRICAN + INDIGENOUS AMERICAN HISTORY & CULTURE

Dorchester County has made incredible strides to honor Harriet Tubman's life and legacy. But now it's time for the next step: highlighting the African American experience beyond slavery and expanding on history of indigenous cultures before colonization.



5. ART & ENTERTAINMENT

Cambridge's A&E district was certified 15 years ago and expanded the arts scene with theater, music and film events alongside other galleries and art cooperatives. We want to expand on that success.



6. AGRO- & CULINARY TOURISM

With the emergence of a "foodie" culture and local food movement, Dorchester offers prime prospects & partnerships in the agro-tourism and culinary tourism sector. Cambridge should develop its hospitality sector around the local farm or "creek-to-table" movement.

INITIAL POSITIONING STATEMENTS

OPTION 1

FEEL THE WATER'S PULSE

The Choptank River is the heartbeat of Cambridge and Dorchester County. It's water has breathed life into our industries, experiences, and people. Today our waterfront beats stronger than ever. This is **where the shore's soul and water's pulse intertwine.**

OPTION 2

HERITAGE ON WATER

With over 200 years of history, Cambridge's waterfront has influenced the traditions and culture of the area. From marking the way to freedom to cultivating our local maritime industry, **our heritage with the water runs deep.**

OPTION 3

LURED BY THE WATER, KEPT BY THE HERITAGE.

The alluring waters of the Choptank River have drawn us for its sustenance and natural resources, but it is the personality of Cambridge that makes us stay. From its vibrant festivals and local culinary experiences, to its paramount role in American history — **on and off the water, heritage lives here.**

OPTION 4

WHERE THE RIVER LEADS

The Choptank River, whose name is thought to originate from an Algonquian term that means "the river that runs backwards," runs from north of Greensboro down into the Bay in Dorchester County. Let the Choptank River's downward stream guide you to your final destination. **Cambridge's Waterfront, we're your last call before the bay.**

Kick-Off Recap + Response

Things to be considered:

- 1. Rely on Cambridge's authenticity rather than reaching for trends from other places;**
- 2. The group was most drawn to "Lured by the water, Kept by the heritage;"**
- 3. Reference the water in some way, it's our most important natural asset;**
- 4. The name should include Cambridge and/ or Sailwinds in some way.**



Guiding Principles & Positioning Statement

Guiding principles are a group of select words that convey the essence of a brand. We use our guiding principles to create a positioning statement that then helps us establish our tonality, visuals, and how we fill the market's needs.

GUIDING PRINCIPLES



HERITAGE

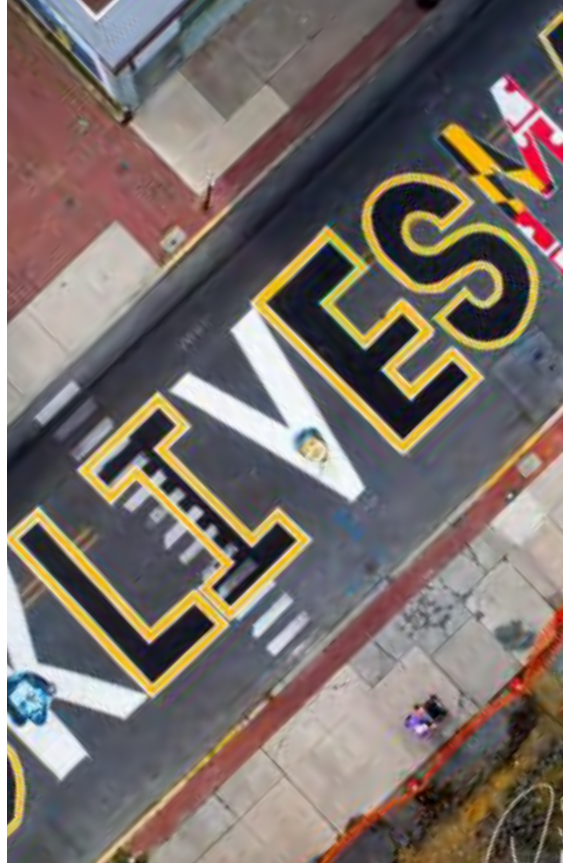
Cambridge has over 228 years of history,
We value the importance of keeping
history relevant now and for future
generations.

GUIDING PRINCIPLES



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EQUITY

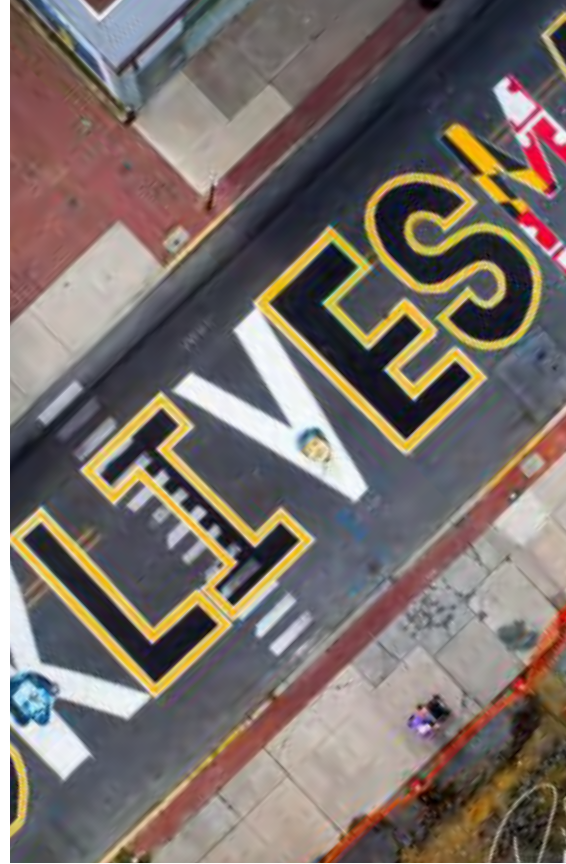
The Black, Indigenous, People of Color (BIPOC) experience is central to Cambridge's history; These stories must be expanded upon to elevate the voices of the BIPOC community.

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PRESERVATION

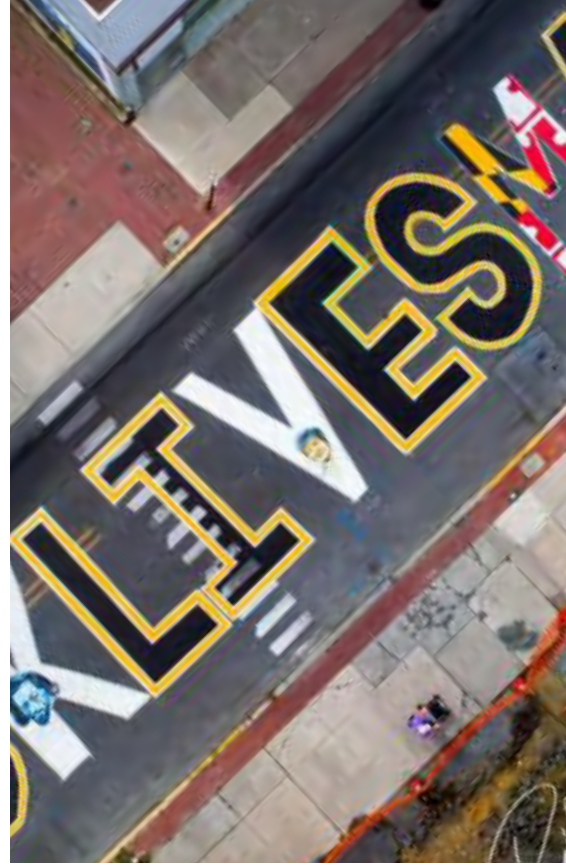
We will do our part in protecting, and amplifying access to these natural resources. We'll ensure that the built environment along the Choptank waterfront continues to be accessible and harmonious with the landscape.

GUIDING PRINCIPLES



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TRADITION

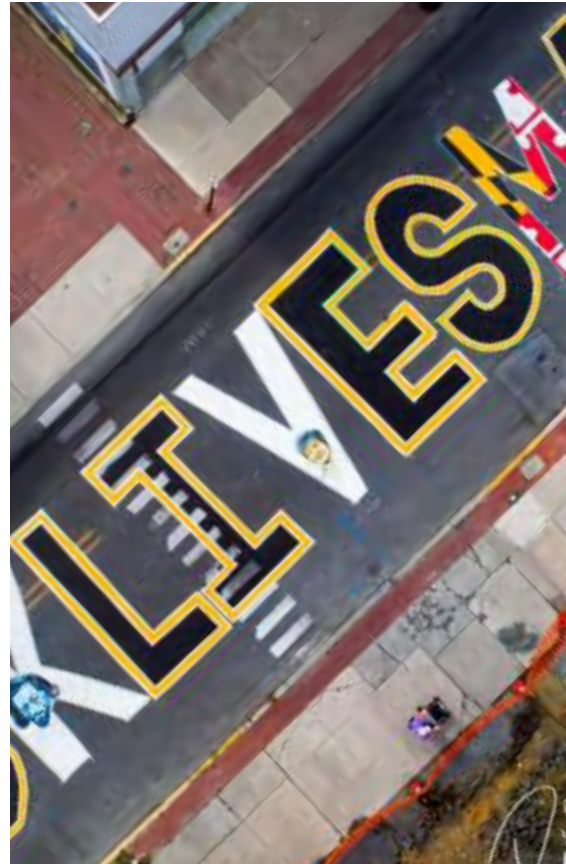
The Agro-Culinary Tourism and the still growing Arts and Entertainment district offer authentic local experiences for residents and travelers alike. Traditions like muskrat skinning, crab-picking, and watermelon eating contests are key Cambridge experiences.

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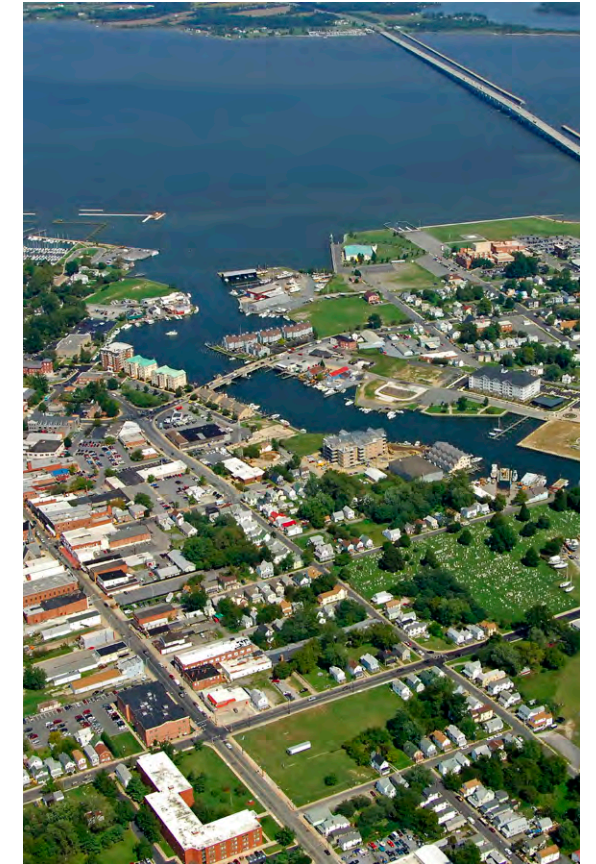
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HARMONY

Downtown Cambridge and the Waterfront are symbiotic partners, working off and with each other to create a stronger Cambridge. Our goal is to foster a greater sense of community and synergy between the two areas.

CHOSEN POSITIONING STATEMENT

LURED BY THE WATER, KEPT BY THE HERITAGE

The alluring waters of the Choptank River have drawn us for its sustenance and natural resources, but it is the personality of Cambridge that makes us stay. From its vibrant festivals and local culinary experiences, to its paramount role in American history — **on and off the water, heritage lives here.**

LURED BY THE WATER, KEPT BY THE HERITAGE



WATER ON OUR MINDS

Since time immemorial, humans have been captivated by water. It's one of the most omnipresent substances on Earth and, the primary ingredient for supporting life. Our emotional responses to it arises from some of the deepest parts of our brain, and can in fact occur before any cognitive response arises.



OUR WATERS: THE CHOPTANK

The largest of the Chesapeake's Eastern Shore rivers, the Choptank winds for 68 miles from its freshwater beginnings in Delaware to its brackish mouth at the Bay. The Choptank was a crucial navigator for Harriet Tubman's many journeys via the Underground Railroad and to this day the river remains an essential conduit for resources and it's rich seafood diversity.



WATER ACTIVITIES

We're lured to swim, play, dock, and ride in the currents of the Choptank River. No matter how you want to engage with the water, we got you covered. We are inspired by water — hearing it, smelling it, playing in it, walking next to it, painting it, photographing it, swimming or fishing in it, writing about it, and creating lasting memories along its edge.

LURED BY THE WATER, KEPT BY THE HERITAGE



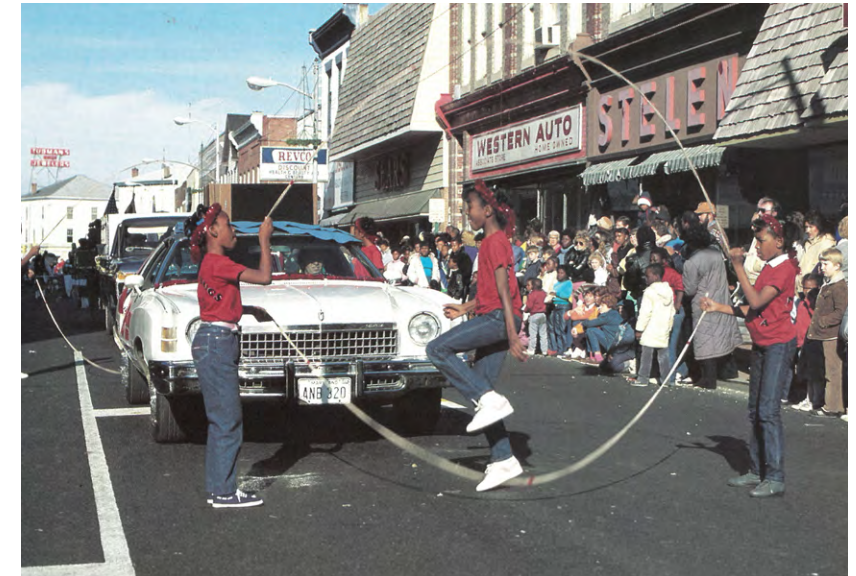
ECOLOGICAL HERITAGE

Some of places we're most drawn to, are ones that still look like they did hundreds of years ago. The Chesapeake Bay is the largest estuary in the United States, and the rivers that feed it create a great basin of culture and ecological heritage. We're proud of our ecological inheritance.



INDUSTRIAL HERITAGE

The Bay's generous bounty provides livelihoods and sustenance for countless communities and businesses. Cambridge has a strong and robust history as the port of call. At its height in the 1890s it was a harbor for over 800 vessels at any given time. We will never forget our blue collar heritage.



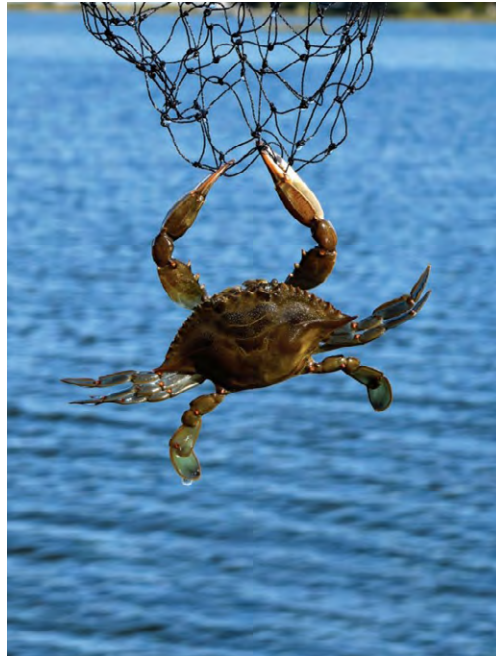
AN EQUITABLE HERITAGE

We must know where we've been to know where we're going. While everyone's story isn't one always of peace or prosperity. It is our collective story, no one else can lay claim to it. It has brought us this far, but it's not over yet, and we'll continue to tell our story. Our diverse heritage is one of our greatest assets.

Naming Process

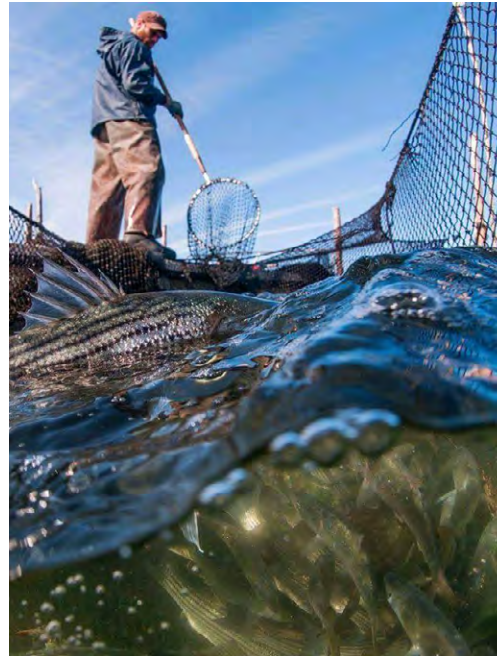


NAMING REFERENCES



WATER FIRST

The water is our life-line. It has sustained this community since its inception. It's what makes this place special and we honor it at all cost.



BLUE COLLAR GRIT

Cambridge isn't afraid of a little hard work. No matter if hauling oyster filled nets out of the bay or revitalizing our City, we always get the job done.



HISTORIC RELEVANCE

We have a wealth of stories to tell. Acknowledging our past and celebrating our trials, tribulations and achievements is how we stay true to who we are.



LOCATIONAL

We want names that immediately tell you where you're going and where you should arrive. Using geographic locations or features will help in this endeavor.



HOLISTIC APPROACH

We are one united Cambridge, although downtown and the waterfront may offer varied experiences both will always support and sustain each other.

ESTABLISHING A NAMING CRITERIA

IS IT MEMORABLE?

- Is it familiar enough to both locals and visitors?

WHAT DOES THE NAME STAND FOR? WHAT DOES IT MEAN?

- Can the name imbue the things we all hold dear?
- Our love of the water;
- Our personal roots;
- Our collective story;
- Our passion we all share for our city;
- Our grit to keep our city going.

DOES THE NAME SPARK CURIOSITY?

- Will people want to know more, learn more, experience more?
- Will it provide clues to what experiences you may find here?

DOES IT FIT OUR TONALITY OUR VIBE?

- How does our Brand Speak? Thus far the language is very respectful and honest about the past whether when speaking about the physical or cultural history of or around the site.

WHAT DOES THE NAME SOUND LIKE? (PHONETICALLY)

- Do we want it to sound soft, smooth and inviting sound or a bit more rough, gritty, and down to earth? (Not saying one is better than the other just a criteria to consider.)

CAN I CARRY THE WEIGHT OF WHAT THIS PLACE WILL BE?

- Does it have any figurative or literal cache. Is there a story that can be eluded to directly in the name?

The name “Sailwinds” has almost a 30 years of association with this site. It will be retained to represent the public greenspaces.



SUMMARY OF ALL PRIMARY NAMES

LATTITUDES AT CAMBRIDGE

CHOPTANK POINT

EAST CREEK

CREEKSIDE WHARF

DOWNTOWN EAST

SALEMSIDE AT CAMBRIDGE

(THE) TIDWAYS AT CAMBRIDGE

PORT CAMBRIDGE

CAMBRIDGE QUAYS

WATERMAN'S LANDINGS

(THE) ANCHORAGE AT CAMBRIDGE

HERITAGE POINT

PORT HERITAGE

CHOPTANK HARBOR

THE CHANNEL

CHOPTANK LANDINGS

THE SHORES AT SALEMSIDE

SALEMSIDE WHARF

THE PORT AT SALEMSIDE

(THE) PROMENADE AT CAMBRIDGE

CAMBRIDGE QUARTER

CHARTER FIELDS AT SALEMSIDE

HALYARD AT SALEMSIDE

WHARFPORT AT CAMBRIDGE

THE BANKS AT CAMBRIDGE

CAMBRIDGE HARBOR

HERITAGE QUARTER

GOVERNORS SHORE

THE DOCKS AT CAMBRIDGE

THE YARDS AT SALEMSIDE

LEGACY POINT

CAMBRIDGE WATERPORT

HERITAGE LANDINGS

RIVERSIDE CAMBRIDGE

(THE) ESTUARY AT SALEMSIDE

SAVOY'S SHORES AT CAMBRIDGE

CAMBRIDGE'S PROGRESS

THE WARDS AT SALEMSIDE EDGE

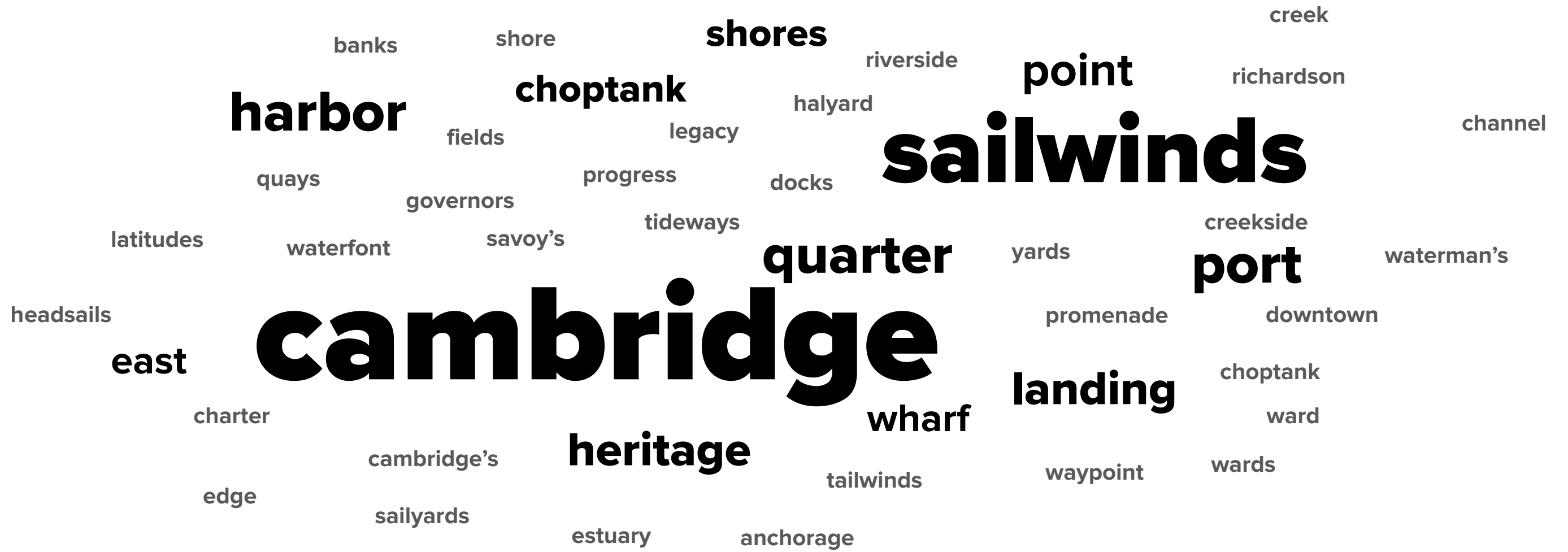
RICHARDSON QUARTER

THE SALEYARDS

HEADSAILS

TALEMSIDE QUARTER

NAME WORD CLOUD



NAME SELECTIONS

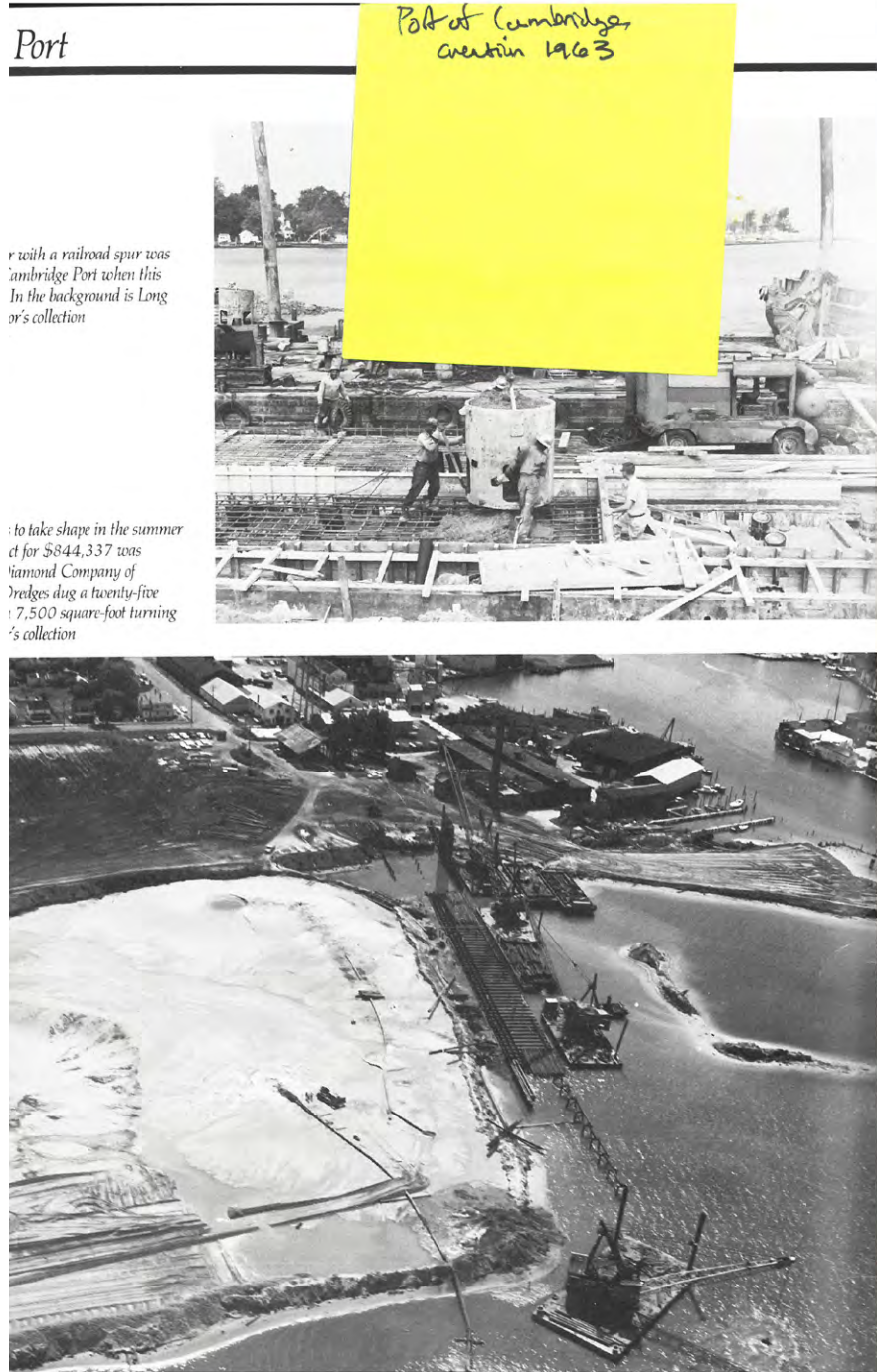
hard consonant ✓ hard consonant

PORT CAMBRIDGE

Sailwinds Park at Port Cambridge

Our site has had a 300+ year run of trade and commerce; from the Nanticoke and Choptank natives to contemporary watermen, our site has always represented prosperity on and off the water. From the Oyster Fleets of the 19th century to the canneries along the Choptank **this deep-water port is a historical and functional asset we can build on.**

- **BLUE COLLAR GRIT**
- **HISTORIC RELEVANCE**
- **WATER FIRST**
- **HOLISTIC APPROACH**
- **LOCATIONAL**
- **PORT DOESN'T ALWAYS MEAN A "LARGE TRADE PORT" THERE ARE MANY SMALL PORT TOWNS ALL UP AND DOWN THE EAST COAST.**
- **PORT SEMANTICALLY FOCUSES MORE ON THE LAND AT THE WATER AS THE DEPARTURE OR RECEIVING COMPONENT TO A WATERFRONT.**
- **WHILE THIS NAME IS A LITTLE MORE INDUSTRIOUS, IT SPEAK DIRECTLY TO CAMBRIDGE'S MARITIME AND EXPORT PAST.**

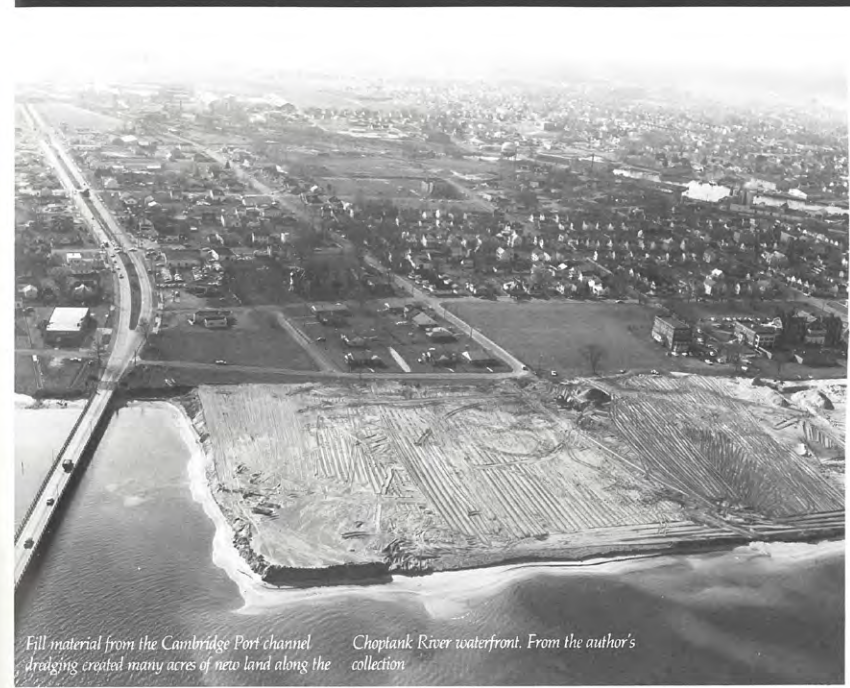


Port

Port of Cambridge creation 1963

r with a railroad spur was Cambridge Port when this In the background is Long or's collection

to take shape in the summer ct for \$844,337 was 'iamond Company of dredges dug a twenty-five 7,500 square-foot turning 's collection



Fill material from the Cambridge Port channel dredging created many acres of new land along the Choptank River waterfront. From the author's collection



The Lady Victoria is one of the largest vessels that has used the Cambridge Port. Here 110-pound bags of corn are exported from Dorchester County; the bags are bound for Nigeria. From the author's collection

The new deepwater Cambridge Port is one hundred nautical miles from the Virginia Capes and twenty nautical miles from the main shipping channel of the Chesapeake Bay. Terminal facilities include a 500-foot marginal wharf, extended an additional 150-feet by a catwalk and two mooring dolphins, and three acres of paved outdoor storage space. Direct transshipment to railroad cars and

NAME SELECTIONS

soft consonant ✓ soft consonant

CAMBRIDGE HARBOR

Sailwinds Park at Cambridge Harbor

Although the actual 'harbor' is slightly more inland along the creek the term "harbor" nods to Cambridge's marinas where boats and ships dock and seek shelter. But it also **brings to mind opportunities once off the water.** A harbor is not only a place to seek shelter but also **a place for both passive and active exchanges or experiences.**

- BLUE COLLAR GRIT
- WATER FIRST
- HISTORIC RELEVANCE
- HOLISTIC APPROACH
- LOCATIONAL

- **OUR SITE SITS AT THE MOUTH OF THE CREEK/HARBOR.**

- **HARBOR SEMANTICALLY FOCUSES MORE ON WHAT HAPPENS ON THE WATER AS THE DEPARTURE OR ARRIVAL COMPONENT TO A WATERFRONT.**

- **THIS NAME BRINGS TO MIND ALL THE ACTIVITIES THAT COULD TAKE PLACE ON OR AROUND THE SITE.**



NAME SELECTIONS

hard consonant ✓ hard consonant

WATERFRONT CAMBRIDGE

Sailwinds Park at Waterfront Cambridge

This name says what it is. There would be **no confusion around where you are or where you're going**. It uses the word "Cambridge" as the modifier, as if to say this is what makes this waterfront unique, "It belongs to Cambridge."

However what it presents in simplicity it lacks in originality.

The word waterfront is somewhat expected and lack luster.

- **WATER FIRST**
- **HOLISTIC APPROACH**
- **LOCATIONAL**

- **THE SIMPLEST OF NAMES, THAT SAYS WHERE YOU ARE.**

- **IT SEPERATES DOWNTOWN FROM THIS SITE, NOT AS POTENTIALLY INCLUSIVE AS OTHER OPTIONS.**

- **THIS NAME LEAVES THE LAND (EXPERIENCES) BEYOND THE WATER UNSPOKEN FOR.**

- **WE HAVE AN AMAZING WATERFRONT WE WANT TO CELEBRATE IT BUT ALSO THE USEFULNESS/VALUE OF THE LAND BEYOND IT.**



PORT CAMBRIDGE

Sailwinds Park at Port Cambridge

- **BLUE COLLAR GRIT**
- **HISTORIC RELEVANCE**
- **WATER FIRST**
- **HOLISTIC APPROACH**
- **LOCATIONAL**



CAMBRIDGE HARBOR

Sailwinds Park at Cambridge Harbor

- **BLUE COLLAR GRIT**
- **WATER FIRST**
- **HISTORIC RELEVANCE**
- **HOLISTIC APPROACH**
- **LOCATIONAL**



WATERFRONT CAMBRIDGE

Sailwinds Park at Waterfront Cambridge

- **WATER FIRST**
- **HOLISTIC APPROACH**
- **LOCATIONAL**



PORT CAMBRIDGE

Sailwinds Park at Port Cambridge

CAMBRIDGE HARBOR

Sailwinds Park at Cambridge Harbor




WATERFRONT CAMBRIDGE

Sailwinds Park at Waterfront Cambridge

ANSWER QUESTIONS ON YOUR SHEET + HAND IN TO BCT REP.

- DO YOU HAVE ANY FEEDBACK AROUND OUR BRAND/NAME PROCESS AND HOW WE GOT TO THIS POINT?
- WHICH NAME RESONATES WITH YOU MOST? AND WHY?
- WRITE DOWN THE FIRST WORD THAT COMES TO MIND FOR ALL THREE OPTIONS ABOVE.

PLACE DOTS ON NAME BOARDS

-  PLACE A GREEN DOT ON YOUR FAVORITE NAME BOARD
-   YOU MAY PLACE YOUR OTHER TWO YELLOW DOTS WHEREVER (*Placing more than one dot on the same name is ok!*)

TO PROVIDE FEEDBACK ON CONCEPT SITE PLAN GO TO: **(LIVE MONDAY, APRIL 11TH)**
BCTDESIGNGROUP.COM/CAMBRIDGE

THANK YOU



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