

Wayfinding Notes - December 7, 2012

Attendees: Wendy Engler, Chuck Forinash, Stan Rowe, Robin Dennis, Frank Geltner, Greg Schaecher, Mark McConnell, Peggy Hawker.

A discussion ensued regarding the standardization of signage. It was noted that staff plans to use standard MUTCD parking and beach access signs.

It was noted that there has been significant staff transition, and it is possible that some of the staff have never seen the Mayer Reed wayfinding signage plan.

It was stated that the Committee agrees on the need for uniformity, and that was a part of the reason the Mayer Reed plan was developed. Committee members also agreed that signage should be colored blue as developed in the Mayer Reed plan.

McConnell noted that the city spent time and money on this project; the Wayfinding Committee spent time and money on this project; and he is willing to take this issue to Council for direction to staff. He noted that the city has no control on Highway 101, but that the signage developed by the wayfinding consultant, working with the ad hoc Committee, can be used in other parts of the city.

A discussion ensued regarding temporary beach access signs that were produced, but vetoed by staff.

It was noted that brown signs seem like state park signage.

McConnell noted that he has traveled extensively nationally and internationally, and that signs are different everywhere.

The next step was discussed, and Engler volunteered to compile a letter to Council from the Committee recommending use of the signage in the Mayer Reed plan wherever possible. It was asked that staff determine the amount of money spent to date on the project, as well as the timeline of the committee from inception to date. McConnell asked that this issue be added to the December 17, 2012 City Council meeting agenda.

It was noted that a one page list of wayfinding icons would be helpful.

It was agreed to continue updating the wayfinding maps so that when new versions are produced, they contain the most current information. Schaecher noted that he would like to contact Mayer Reed to determine the cost of changes to the original art file for the map.

A discussion ensued regarding the QR code on the wayfinding maps and whether the code should be made a part of the map at this time.

A discussion ensued regarding signage at 9th and Hurbert Streets; whether it is adequate; and why the Nye Beach and Bayfront signs are not installed or located where they would have the most impact.

It was asked that the Hallmark agreement for public access be scanned and sent to Committee members.

It was asked that the notes from the Schaecher/Forinash road trip be resent to the Committee.

Geltner suggested that this group should be more formal than an ad hoc committee as there will always be wayfinding issues.

It was agreed to hold the next meeting on January 4, 2012, at 8:30 A.M., in Conference Room A of City Hall.