

Center City Circulation and Pedestrian Wayfinding Study

Project Advisory Committee Meeting #3

June 2, 2011 • 1:30 – 3:00 PM

Meeting Attendees

- (1) Kimberly Baptiste, Bergmann Associates
- (2) Mark Johns, Bergmann Associates
- (3) Doug Benson, City of Rochester
- (4) Josh Artuso, City of Rochester
- (5) Jeffery Mroczek, City of Rochester
- (6) Tony Favro, GTC
- (7) Susan Welk Lindsay, City of Rochester / Visible Rochester

Meeting Summary

- (1) Welcome
 - Susan Welk Lindsay was added to the Steering Committee, representing the City of Rochester Office of Real Estate and the *Visible Rochester* committee
- (2) Preliminary Findings/Recommendations and Discussion

a. Sign System Features

Quad
District Icon
Destinations
Transportation Features

Idea for general sign design/organization

- Three alternatives should be developed: 1) Traditional (build on black and gold), 2) Modern (clean and simple), 3) free card (Cloud Gehshan to identify)
 - Critical to keep quadrant organization integrated into sign system – integrate colors or names
 - “Free card” design option could include a concept that more abstractly incorporates quadrants
 - Mount Vernon example – green base could be quadrant color
 - We should not expect too much from signage – no need to be artistic
 - Think about future incorporation of audio / smart phone / interpretive elements
- #### b. Sign System Organization
- Districts are appealing as part of organization framework / create a special context for visitors

- If a site is located somewhere in Center City that is not within a district, it can have a generalized Center City icon/brand
- Specific icons associated with each district to be determined – get community feedback at public meeting #1?
 - High Falls image of falls
 - East End could be people
 - Icons should be graphic with a modern silhouette

c. Districts

Modifications to District Map:

- Join East End and Upper East End Districts into one
- Add Cascade District back in, drop Bridge from name
- Add Grove Place
- Add St. Joseph's Square

d. Destinations and Routing

- Specific destinations noted during meeting with master list to be updated
- Fall back on Center City Vehicular signage list as starting point
 - Jeff to provide final list from Vehicular system
- Map must also incorporate / be organized around quad system
- Hotels should be a key orientation and arrival points with map and signage
- Look at journeys and routes developed by Rochester Design Center – review evaluation of streetscapes identified as part of charrettes

(3) Feedback on Working Report

- Comfortable with overall look, content, etc.

(4) Public Informational Meeting #1

- Open house format as opposed to traditional presentation
- Scheduled for June 29 from 4-7 PM at City Hall
- Identify 4 stations where people can learn / interact / participate
 - Station #1 - Best Practices (educational, rank of likes and dislikes)
 - Station #2 – Districts / Icons (feedback on proposed districts, ideas for icons)
 - Station #3 – Confirmation of destinations
 - Station #4 – Map (highlight routes, key features, important nodes, etc.)

(5) Next Steps / Miscellaneous

- Should reach out to hotels to get real visitor feedback
- After public meeting consultant team will begin conceptual planning and present preliminary ideas back to Steering Committee
- Visible Rochester – get focus group summaries that group hosted