

Center City Circulation and Pedestrian Wayfinding Study Project Advisory Meeting No. 2 Meeting Minutes

April 14, 2011 | 1:30-3:00pm at Bergmann Associates

Attendees:

Doug Benson	City of Rochester, Planning
Josh Artuso	City of Rochester, Planning
Andrew Raus	Bergmann Associates
Kimberly Baptiste	Bergmann Associates
Mark Johns	Bergmann Associates
Barbara Schwarzenbach	Cloud Gehshan Associates
Tony Hubbard	City of Rochester, Parking
Tony Favro	Genesee Transportation Council
Jeff Mroczek	City of Rochester, DES
Sean Phelan	Rochester Downtown Development Corporation
Steve Golding	City of Rochester, Dept. of Neighborhood and Business Development
Brent Penwarden	Monroe County Dept. of Transportation

This meeting was held to review the documented existing conditions, discuss the Center City destinations, review best practices in wayfinding system design and to plan the first public meeting. A PowerPoint presentation was led by Kimberly Baptiste and Barbara Schwarzenbach. Handouts included an agenda and existing condition maps. The following is a summary of the discussion, decisions, and action items from this meeting.

Sign System Comments:

1. Large map to grab attention 'Super Size'
2. Historic figures could be used to identify quadrants
 - a. visitor will get history with people 'showing/guiding them around'
3. Iconic buildings could be used to identify quadrants/districts
4. Consider incorporating audio
5. Incorporate interpretive storytelling
6. Referenced Freedom Trail [Boston, Ma]
 - a. Heritage trail utilizes same concept with marking in ground
7. Would like new kiosks
 - a. easy to update and replace
 - b. low cost and easy
8. System should be playful
9. Old signs should be replaced with new signs
10. The group decided there should be 6 major pedestrian gateways
 - a. modeled after the vehicular gateways.



Wayfinding and Orientation:

1. Main Street and Genesee River should be used as organizing elements
2. Direct visitors to district, not destinations
3. Use hierarchy
 - a. Quadrant > District > Destination

Design Aesthetic:

1. Some would prefer modern design – more interesting and exciting
2. Some would prefer classic and timeless design
3. Maps in grand – sculpture parks – in addition to sign system
 - a. create a social gathering area

Destinations and Districts:

1. Destinations should have permanence.
2. No private services will be listed on destinations.
3. Add parks and open space to destinations
4. Add future transit center to destinations
5. Districts should be re-evaluated, should not force districts

Action Items:

Design Team:

1. Revise Existing Condition Maps to include items noted
2. Prepare master list of all possible destinations for PAC review (attached)
3. Complete Inventory and Analysis Report [Task One]
4. Prepare Schematic Sign System Design for Public Meeting
5. Identify Preliminary Routes for Public Meeting
6. Schedule Public Meeting No. 1

Project Advisory Committee:

1. Review master destination list and provide consultant with edited list (attached)

CC: All Meeting attendees

