CITY OF ALEXANDRIA WAYFINDING PROGRAM
STAKEHOLDER ADVISORY GROUP (SAG) WORKSHOP

June 19, 2008, 6:30-9pm, Room 2000, City Hall

AGENDA

1. WELCOME AND BREAKOUT INTO GROUPS (10 MINUTES)

2. WORKSHOP (70 MINUTES)

Topic 1: District definition and district identity/iconography (30 minutes)

Question A:
- What are the "districts" of Alexandria?
  - Or, what are the places with names where you would send people?

Method:
- Using the provided list as a starting point, discuss districts that should be added or removed. The facilitator will record comments on an easel pad.

Question B:
- Where are those places?
  - Do they have clear boundaries?
  - Do they have a distinct center or heart?

Method:
- Draw districts on a map of the city using color markers, indicating any rough boundaries or centers

Question C:
- What distinguishes each district? Think about:
  - Landmarks
  - Icons or symbols
  - Vocabulary or descriptive words
  - Physical qualities (architecture, terrain)

Method:
- For each district, make a list by calling out whatever comes to mind, with the facilitator recording on easel pad

Topic 2: Destination hierarchy (20 minutes)

Questions:
- What are the destinations in Alexandria that should be included in the wayfinding system?
  - The complete wayfinding system includes maps, directionals (pointer signs), identification signs, etc.
- How should these destinations be prioritized?

Method:
- Using the provided list of destinations grouped by tier as a starting point, write-in additional destinations, and indicate changes of tier using color stickers and/or arrows

Topic 3: Design character (20 minutes)

Question A:
- What design qualities are desirable for a sign program that "belongs" in Alexandria?

Method:
- Discuss each of the four schemes provided, using the questions below as a guide. The facilitator will record comments on an easel pad.

  - Do the reference images feel appropriate to Alexandria?
  - What do you like/dislike about the precedent examples?
  - What do you like/dislike about the scheme as a whole?
  - Would this scheme be "a good fit" throughout the city?
  - Compared to other schemes, is this more or less appropriate? Why?
  - Are there aspects of this scheme that you would like to combine with aspects of another scheme?

Question B:
- After discussion, which scheme(s) feel most appropriate?

Method:
- Using three stickers, cast three votes across the four schemes. You may vote for a clear favorite three times, or spread your votes out among several options you like equally.

3. REPORT BACK TO FULL GROUP (45 MINUTES, 15 MINUTES PER SMALL GROUP)

4. CLOSING REMARKS, NEXT STEPS (10 MINUTES) ADJOURN AT 8:45PM

135 minutes total

Homework

Please forward any feedback, questions or comments for the City or the Sasaki team to Carrie Beach carrie.beach@alexandria.gov
Check the City's website: www.alexandriava.gov/wayfinding for program updates