



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

February 27, 2008, 3-5pm, The Sister Cities Conference Room #1101

AGENDA

Welcome

Introduction to Wayfinding

What is it, examples, perceived needs, purpose of meeting

Project Team

*Sasaki and City roles, SAG role
SAG Introductions*

Approach and Schedule

Where we are now, overall timeframe

Question 1 What places do which people need to find?

Destinations

Question 2 What are the paths they need to take?

Circulation

Question 3 What qualities distinguish the City's districts?

Neighborhoods and commercial centers

Question 4 What are your wayfinding & identity issues?

Individual stakeholders

Next Steps

*Scheduling: best meeting time?; next SAG meeting date will be late-April
Complete analysis
Findings and recommendations
Initial concept design exploration*

Homework

*Provide further feedback on questions 1-4, and images/examples of signs and solutions
for the designer team should consider
Forward feedback and comments to Carrie Beach carrie.beach@alexandria.gov
Check the City's website: www.alexandriava.gov/wayfinding for program updates*

Thank you !