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!