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WAYFINDING AND SIGNAGE COMMITTEE MINUTES
Wednesday, January 29, 2015
2:30pm
City Hall, Community Development Conference Room

Attendees: Ashley Squyres, Eric Jensen, Brian McClure and James Fullinwider

1) Kiosk Update

Ashley updated the Committee on the recent meeting with Trademark Sign Company regarding the existing kiosk modifications and the redesign of the new kiosks. The new kiosk locations have been finalized to: Storey Park, Centennial Park and Boys and Girls Club. Ashley will coordinate a meeting with the sign company and Parks and Recreation to determine exact placement.

2) Prioritization of Master Wayfinding and Signage Plan

A) Entrance Signage:

- *To be located near crossover but north of Ada. It narrows and would likely be more cost effective
- *Important to ensure it doesn't blend in with everything that is going on in that general area.
- *Begin looking at architectural and/or structural firms for design
- *Question as to whether it should coordinate with new interchange design

B) District Specific Signage:

*Let the DBA take the lead on identifying which signage is important to them for next year's budget.

C) Directional Signage:

*The Committee reviewed the Wayfinding and Signage Master Plan. The top priorities are the following signs identified on Franklin Road: #23, 25, 27 and 28; Fairview #31 and Pine Avenue #29. Ashley will work with Trademark Sign Company with the new logo to develop a sign typology.