

Summary of Focus Group Meeting – April 13, 2010

The meeting consisted of three wayfinding-related agenda items:

1) **Wayfinding Signage Schematic Design: Results and Summary**

Renaissance provided an overview of the prior Focus Group meeting ‘parts matrix survey’ exercise and highlighted the results in the associated summary report. The preferred schematic design, based on the survey, was revealed followed by a group discussion.

Participant comments:

Consider a stronger pole than what is typically used in street signage, if the cost differential isn't too great.

Signs should meet some kind of hurricane wind standards.

Messages should be visible at night.

Check with potential fabricators regarding the availability of spare signage component parts.

There was general consensus among the group for the preferred schematic design style.

2) **Signage Placement and Message Schedule: Revised Plan**

Renaissance provided an overview of the prior Focus Group meeting ‘message schedule’ exercise and presented the revised plan, followed by a group discussion.

Participant comments:

Plan should include restroom direction messages on two signs along eastbound and westbound Dodecanese Boulevard at the Athens Street intersection.

There was general consensus among the group that the revised plan was acceptable, with the addition of the restroom direction messages per the group discussion.

3) **Banners: Schematic Alternatives**

Renaissance explained the opportunities, limitations and considerations that went into the banner designs, including light pole specifications and locations. The banner designs were presented, followed by a group discussion.

Participant comments:

Various revisions to the Sponge Docks ‘helmet’ banner, including a blue/gold color scheme, applying a Greek-type font and reshaping the helmet.

Remove “Est.” from the date portion of the ‘helmet’ and ‘event’ banners.

Would like to see a ‘sponge boat’ icon. City staff can provide photos for reference.

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Action Items from meeting:

Minor revisions to the revised Signage Placement and Message Schedule plan (i.e. restroom directions on two signs).

Revise Sponge Docks 'helmet' banner, per comments.

Remove "Est." from the date portion of the 'event' banner.

Create 'sponge boat' icon based on photos from City staff.