



Minutes - Final

Public Works Committee

Wednesday, May 17, 2023

6:15 PM

Council Chambers

Roll Call: Chair Zucal, Santos, Hendricks

Wayfinding Presentation

Ms. Vicky Kistler stated that she knows that this is the Public Works committee and the CEDC staff. The Wayfinding Study started in CED, but being implemented by Public Works.

Mr. Mark Hartney stated that they have their consultants KMA on the line.

Ms. Gwen representing KMA. There are several staff waiting to be let into the call.

Mr. Mark Hartney stated hi Dave and hi Barbara Martin (CEO).

Ms. Gwen asked if Mr. Hanlon can share his screen.

Mr. Mark Hartney stated that this project started before he started before he was with the city. The purpose was to find a Wayfinding strategy for the city. The focus has become how do we get people to the parking downtown. The city has been working with KMA Design. He is not sure when the contract started. He stated that Meredith Keller has been the lead. She inherited this project a month or two after she started.

Ms. Barbara Martin stated that the project did start in January 2022. They had a change in personnel and made great strides going forward so it can go out for bid. She talked about the downtown area flowed correctly in regards to traffic. They had to create an inventory. She went through the task and the breath of work they create. She went over the location map for signage. There are a variety of them. Each map has a photograph. Establishing the destination. Developing primary location, secondary and tertiary location. Signs have limitation on how much information can be displayed.

Mr. David Scott discussed the planning aspects and how to proceed on next steps. He led the boots on ground efforts and had a pretty good review of the city with directional signs, pull to parking or boundary. They

did an analysis. They brought fresh eyes to the effort. They were not overly familiar with the city. Step 1: Fully comprehensive inventory of what existed and what belongs to Allentown. They went through and tried to explore the signage. Step 2: Begin to look at how to skin the cat and message in terms of signage and where to locate them and where are they necessary. Create breadcrumb trails.

Ms. Barbara Martin asked Joanna to go to the next slide to help identify some of the amount of work that was used. She stated that Dave just talked about it being a series of projects. The Parking Project, the Vehicular and the Pedestrian.

Mr. David Scott stated while they were looking at this logically. This is one plan and there are five in total for the entire city. They beginning to decipher in two efforts. One effort is the design. The other side of this puzzle is messaging. Try to define the science of it. Where do things go? What do they say? he stated that they will see a location plan.

Ms. Barbara Martin stated that what they created was a complete sign family.

Mr. David Scott stated that parking needed to be separated from Wayfinding to destinations. They created a Sister Program. They stayed focused on routing to the various garages which has its own identification on the front.

Ms. Barbara Martin stated that all the parking lots were included in this.

Mr. David Scott stated that they identified those owned by the Parking Authority. It is part of the routing. The routing also includes private efforts because they will be located within that rectangle and still be able to function as necessary.

Ms. Barbara Martin talked about the sign types. Some of the have information at the bottom if it requires (Community Deck). It indicates larger signs with directional arrows to help circulate. It makes it easier.

Mr. David Scott stated that signs were shared with the Parking Authority. They were onboard with the efforts, the locations and the look.

Ms. Barbara Martin stated that there was a series of pedestrian signs that are to assist. It would provide a digital display or static map.

Mr. David Scott stated as you exit garages or have them primary areas of a flattop lot. Information is there for the downtown corridor. It does allow all

the businesses in the community to have the information on it.

Ms. Barbara Martin stated that the signs are quite simplistic and stand out within the landscape of the city.

Mr. Mark Hartney stated that there are some time constraints and if KMA Designs can wrap it up in the next two minutes.

Ms. Barbara Martin stated that they developed sign types that would work in various areas districts. Based on the color pallet to highlight particular districts. These are wayfinding signs or vehicular directional. Each one would have a color coded banner based on the district they are located in with a maximum of three messages. At the entrances of Center City, there are large pile-ons that they propose that will announce that you have arrived in that area on both sides of Center City. At entrances into Allentown from other locations outside of the boundaries, they created a main gateway series of signs. She concluded the entire design presentation and gives them a good look at what they did from a global perspective.

Mr. Ed Zucal asked if there were any questions from the dais or the public.

[15-5901](#)

Allentown Exterior Wayfinding Construction Documents

Attachments: [Wayfinding Presentation FV](#)

Adjournment: 6:35 PM