



PLANNING AND SUSTAINABILITY • CITY OF NORTHAMPTON

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Northampton Wayfinding Ideate Committee
Minutes of Public Forum
6:00 PM, Tuesday September 20, 2016
City Council Chambers, 212 Main St, Northampton

Members and Staff	Representing
Suzanne Beck or Kristin Cole	Greater Northampton Chamber of Commerce
Amy Cahillane	Downtown Northampton Association (DNA)
Peter St. Martin	Sylvesters, Robertos, DNA
Brian Foote	Northampton Arts and Culture Dept
Donna LaScaleia or designee	Northampton Dept. of Public Works
Jody Kasper	Northampton Police Department
Wayne Feiden	Northampton Planning & Sustainability
Nanci Forrestall	Northampton Parking
Terry Masterson (6:15-6:45pm)	Northampton Economic Development
Lyn Simmons	Northampton Mayor's Office
Mark Favermann, consultant	Favermann Design

Agenda

1. Introduction to downtown wayfinding project as precedents: Wayne Feiden introduced the committee and the wayfinding project. Mark Favermann introduced the public forum with a brief introduction and then briefly went over branding, wayfinding, and precedents from other areas.

2. Public Forum: Help create ideas for what elements are important in a wayfinding program. What are the character defining features of the city? Mark Faverman took the 31 workshop participants through a branding exercise to help identify what local concepts and attributes might be part of a signage branding.

The committee adjourned at 7:35 pm.

