



PLANNING AND SUSTAINABILITY • CITY OF NORTHAMPTON

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Northampton Wayfinding Ideate Committee

Meeting #2

11:00 AM, Thursday October 20, 2016

City Hall Hearing Room, Room 18, Second Floor, 210 Main St, Northampton

Attending	Representing
Suzanne Beck	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	Northampton Dept. of Public Works
Jody Kasper	Northampton Police Department
Wayne Feiden	Northampton Planning & Sustainability
Nanci Forrestall	Northampton Parking
Terry Masterson	Northampton Economic Development
Lyn Simmons	Northampton Mayor's Office
Mark Favermann (consultant)	Favermann Design

Minutes

Branding: Mark Favermann gave a scaled down version of his branding and wayfinding introductory presentation from the public forum. He summarized comments and commonalities that emerged both from the public workshop and a separate millennial focus group he held at Smith College.

The Committee discussed the different concepts to provide some feedback. No final ideas emerged, but enough feedback on approaches to branding and appearance for the consultant to move to the next stage.

There was a very brief discussion about placement (first phase downtown, but with a brand that could work elsewhere in the city) and removing clutter of signs. The consultant indicated that the detailed sign content and the layout of where signs go will be for late winter and spring discussion after the sign brand and general appearance is finalized.

The Committee set their next meeting for Monday December 5, 2016 at the A.P.E. Gallery on Main Street.

The committee adjourned at 12:00 pm.

