

Visual Communications

475 Cleveland Avenue North, Suite 223, Ivy League Place, Saint Paul, MN 55104

10 April 2012

Visual Communications

Sign Design

Richard Lang, Project Principal

Provide project management and oversee all phases of wayfinding, design, mapping, and graphic development.

Cheryl Long O'Donnell, Senior Wayfinder

Provide key wayfinding, sign location planning, and map graphic development.

Wayfinding

Hoisington Koegler Group, Inc.

Lil Leatham, HKGi - Landscape Architect/Park Planner

Assist with landscape architecture design, circulation, visual analysis, and community review, and assist with wayfinding and integration of wayfinding with the broader park and recreation and visitor experience.

Consultation

The Process

We are looking forward to beginning the design and wayfinding process. We will be scheduling our first formal "Kick - Off" meeting shortly. In the interim, we will be reviewing all of the materials provided including:

- Access to the Parks and Recreation System Plan
- Access to the Como Transportation Plan
- Access to the City's Comprehensive Plan - Parks and Recreation sections
- A copy of the signage plan for Eastside Heritage Park
- An inventory of existing signs in Como Regional Park.

Specification

We have included some questions on the rear side of this form that we would like to discuss at our "Kick - Off" meeting. Feel free to simply review prior to our meeting, or if you like, jot down any ideas. We will be glad to collect them at the meeting.

Identity Design

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Questions and Concerns

Questions and Concerns for discussion at the project "Kick – Off" meeting
(date to be determined).

1. Wayfinding signage for Como Regional Park to be based on the signage design at Eastside Heritage Park signage and mapping towers and kiosks as a prototype for signage in Como Regional Park.

Q. What are your thoughts and or concerns regarding the signage design at Eastside Heritage Park?

What are the most beneficial assets of the design as applicable to Como Regional Park?

Are there any specific changes or modifications that you would like studied or consider in the Como Regional Park sign design?

2. The system developed may be used as a prototype for other regional and neighborhood parks throughout Saint Paul.

Q. Do you have any thoughts or ideas regarding this system being utilized throughout other system wide parks?

3. What are your major concerns and goals for a successful sign system within Como Regional Park?

Q. What are the key problems with the existing system?

Are there high traffic areas or concerns that you can identify?

What areas/features do you feel are the major highlights?

What areas/features do you feel have been overlooked?

Are there any areas/features that you would like identified as primary assets that have not been in the past?

Do you feel comfortable and safe in all areas of the park?

4. Are there any wayfinding programs in place at other parks or similar facilities that you regard highly?

If so, what is it about the system that you particularly like?

5. Are there any wayfinding programs in place at other parks or similar facilities that you specifically dislike or feel are inadequate?

If so, what is it about the system that you dislike?