AGENDA
CENTRAL VIRGINIA TRANSPORTATION AUTHORITY
Fall Line Working Group - Teams Meeting (Click here to join the meeting)
July 17, 2023, 1:00 p.m.

1. Welcome and Introductions
   (Clarke)

2. Roll Call for Attendance
   (Firestone)

3. Consideration of amendments to the meeting agenda
   (Clarke)

4. Open public comment period
   (Clarke/5 minutes)

5. Wayfinding Plan Update
   Item 1: Review mockup of proposed concepts (AB Design):
   • What contributed to the design
   • Fonts and Iconography
   • Color palette by locality
   • Sign types (three options)
   • Locality seals/local identity
   • Design specifications (including state, county, local, and MUTCD sign regulations)
   • Input from the work group

   Consensus from work group about design options, selection of a concept?

   Item 2: Preliminary Placement Plan
   • Using Henrico County as model
   • What does AB Design need to complete full Fall Line placement plan by August 2 work group review?

   Next steps:
   • Send mock ups to work group for review and feedback by DATE X
   • Filling in the unknown information in placement plan

   Attachment with the bullets from Phase 1 and Phase 2 of contract

6. Member Updates – Fall Line Projects
   (10 minutes)

7. Future Topics
   (Clarke/5 minutes)

8. Next meeting: August 2, 2023

9. Adjournment
ATTACHMENT

AB Design project methodology:

Phase 1
- Conduct kick-off meeting to define project priorities, goals/objectives, verify project timeline.
- Perform a visual survey of the Fall Line Trail.
- Conduct photographic survey of the site.
- Collect data and necessary information including digital site plans and digital files for logotypes/seals and graphic elements to be considered in the branding and wayfinding.
- Collect information about zoning, road system and parking zones.
- Determine code restrictions including state, county, local, and MUTCD sign regulations that may apply to the intended signage.

Phase 2
- Identify primary and secondary destinations.
- Discuss with Client intended location of signs and content.
- Develop proposed strategy for wayfinding and preliminary destination list to include localities, parks, existing overlapping trails, etc.
- Develop a preliminary sign location plan including strategic locations of all system components.
- Provide different trail scenarios for connections, intersections, or spurs.
- Develop preliminary design for the recommended wayfinding components. Proposed design will unify style, colors, materials, symbols and structural components of the system.
- Prepare schematic drawings, 3d renderings, photomontages, presentation slides, etc., including alternatives to convey design concepts for presentation to the Client. (3 design options).
- Review preliminary placement plan with stakeholders.