

Kalamazoo Region Bike Route Committee Meeting Notes

D1-Series Wayfinding Sign Agenda & Worksheet

Meeting Date: January 17, 2023

Meeting Location: City of Portage Parks Department Offices & Webex

These Meeting Notes did not result in an update to KRBRC's Southwest MI Bikeway Implementation Plan v221018 posted 221026 and are being published in addition to that version.

Participants

Tom Hohm, Kathleen Hoyle, Kylee Johnson, Paul Selden (Chair), Dick Skalski, John Taylor, Jacob Allen Walsh

Meeting Goal

Continue to facilitate discussion/brainstorming about destination place-names on the "D-1 Series" destination-direction-distance wayfinding signs on the Southwest Michigan Bikeway and their role in community-wide place-making. These destination-oriented signs are posted underneath the primary signs on the same post.

Example of this type of guide sign in Portage (at SE corner of Oakland Dr. at Romence Rd):



Agenda

Welcome

Introductions

Signs leading TO Kalamazoo FROM Portage on Oakland Dr. currently count down into the near-center of Kalamazoo's metropolitan center, starting in Portage at Romence Rd.

Review of Wayfinding Survey Input Received To Date (please request a survey if you would like one)

Straightforward place-name legends all informally confirmed (e.g., "Galesburg," "Schoolcraft," "Vicksburg")

"Alamo Center" recently added to "Comstock Center" and "Cooper Center"

Today's focus: Destination Names Sign Legends Heading TO City of Portage
Portage Worksheet

Next Scheduled Meeting: April 18, 2023; 11-noon; venue TBD

Agenda will likely involve discussion on Sign legends heading TO City of Kalamazoo

Portage Worksheet

(Distributed to all Participants; results listed below each item.)

Please complete this worksheet throughout the session and turn in to Paul Selden. Your input is informal and unofficial, intended only to provide food for thought for others.

Name: _____ / Date: _____

Brainstorming Scenario

Imagine you are a bicyclist riding FROM Kalamazoo TO Portage on Oakland Drive.

Destination names TO Portage can:

1. Start out using a familiar destination-based name/logo that:

a. Reads _____ and stays the same at the Portage municipal border.

VS

b. Reads _____ then changes to _____ at the Portage municipal border.

OR

2. Start out using a new (“invented”) name/logo, namely _____ (to be established via public education/marketing) that:

a. Reads _____ and stays the same at the Portage municipal border.

VS

b. Reads _____ then changes to _____ at the Portage municipal border.

Ideas? Please take 5-10 minutes to privately jot your ideas. Discussion follows.

Uncategorized Comments

Welcome to Portage at Municipal Boundary then Mileage To City Center

Destinations: Milham Park, Mall, Portage Bikeway, West Lake, Al Sabo / Future County Park

Oakland Route

Count Down To: Center of Portage

1. Start out using a familiar destination-based name/logo that:

a. Reads _____ and stays the same at the Portage municipal border.

If Same Destination Sign On Entire Route

Portage

Portage Bikeway

Center

Portage

Signs to Side Destinations - Mall, Portage Bikeway, West Lake

Portage

Comments

Welcome to Portage at Municipal Boundary then Mileage To City Center

Consider neighborhood node destinations inside Portage limits: Woodbridge Hills, Austin Lake, Haverhill; City Centre, Lake District

1. Start out using a familiar destination-based name/logo that:

b. Reads _____ then changes to _____ at the Portage municipal border.

Destination Reads At Start

Portage

Portage

Portage

changing to ...

This Legend At Portage Border

Portage Bikeway

Portage Malls

Portage Lakes

Portage
 Lake District
 Portage
 Portage Boundary
 Signs to Park On Osterhout

Welcome to Portage
 Long, West, Gourdneck, Austin
 Portage City Center
 Portage City Center
 [blank]

Comments

Other potential destinations could be identified off that route, i.e.: parks, schools, major neighborhoods

2. Start out using a new (“invented”) name/logo, namely _____ (to be established via public education/marketing) that:
 - a. Reads _____ and stays the same at the Portage municipal border.

If Same Destination Sign On Entire Route

Portage Bikeway
 Lake District
 Oakland Route

2. Start out using a new (“invented”) name/logo, namely _____ (to be established via public education/marketing) that:
 - b. Reads _____ then changes to _____ at the Portage municipal border.

Destination Reads At Start

Portage Bikeway
 Portage Bikeway
 Portage City Center

 Portage City Center
 Portage City Center
 Oakland Route

changing to ...

This Legend At Portage Border

Municipal Center
 Oakland Dr Park
 Portage Parks / Ramona, Lakeview
 Park, Schrier, Celery Flats
 Lake Center
 Woodbridge Hills
 Oakland Route

Comments

Call it Oakland Route
 Seek Countywide Consistency
 Initial Route Sets A Standard

Impromptu Destination List Activity

After completing the Worksheets, an impromptu activity was conducted. After completing the Worksheets, participants were then asked to use sticky notes to list the destination legends they could think of and transfer them to a surface for all to see. In alphabetical order these were:

Al Sabo/Future County Park
 Amberly
 Celery Flats
 City Center
 Hackett
 Haverhill
 K College
 K. Christian
 KVCC
 Lake Center

Lake District
 Mall
 Milham Park
 Municipal Center
 Oakland Park
 Oakland Route
 Portage
 Portage
 Portage Bikeway
 Portage Central

Portage Central H.S.
 Portage City Center
 Portage Lakes
 Portage Mall
 Portage Northern H.S.
 Portage Parks
 Portage Welcome to Portage
 Schools: K. Central
 WMU
 Woodbridge Hills

Impromptu Destination Categorization Activity

Finally, one last impromptu activity was held. Participants were asked to use the initial list of Worksheet alternatives (1a, 1b, 2a and 2b) to categorize the sticky notes just posted on the wall. Participants were limited to their top three preferred choices. The Chair did not participate.

Celery Flats - 2a, 2a

City Centre - 1a, 1c, 1bc, 1bc, 1bc, 2bc

Lake District - 2a

Oakland Route - 2a, 2b-c

Portage - 1bs (start), 1bs (start), 1bs (start), 2a

Portage City Center - 1a, 1a, 1a, 2a, 2bs (start), 2bs (start), 2bf (finish)

Schools: K. Central - 1b

WMU - 1b

Woodbridge Hills -2a

Chair's Comments

1. Participants brainstorming ideas are personal and are not to be viewed as "official" or representative of the organizations they were affiliated with in any sense of the word.
2. KRBRC is not at this time incorporating the results of this brainstorming session into its own recommendations.
3. Impromptu Activities were conducted quickly and with minimal discussion; results should be viewed as the output of pilot attempts to surface and categorize sign legend ideas, with the suggestion that prioritizing them for consideration might be possible by means of some sort of more systematic methods.
4. KRBRC views our activities related to the community xxxxx

