

**Wayfinding Plan Work Session with GAI Consultants
Pedestrian/Bicycle Board
City Hall, Chapman Room, 401 Park Ave. South
July 20, 2015**

Pedestrian/Bike Board Members Present: David Erne, Jill Hamilton Buss, Scott Redmon, Karen McGuire, Tom Hiles, Terry Bangs and Duane Skage

City of Winter Park Staff Present: Butch Margraf, Public Works Department and Lindsey Hayes, Planning Department

Others Present: Rick Geller, Bike Walk Central Florida and David Bottomley, Metroplan BPAC

Guest Speakers: Andrew McCown and Patrick Panza, GAI Consultants

This work session is held to discuss a bicycle wayfinding plan for the City of Winter Park. Mr. McCown and Mr. Panza from GAI will assist the Board with a wayfinding plan. Mr. McCown suggested we can break into small groups or work off of one set of maps. We brought three maps and two copies of each map.

Three objectives identified for the agenda:

1. **Objective 1. Final destination list.** We have a list that has been compiled from several lists (key destinations across the City and outside the City). We want to verify that we have captured everything and come up with the final list of destinations.
2. **Objective 2. Nomenclature.** What should we call the destinations on the signs? (Example: some names are long like Winter Park Ninth Grade Center). Should it be Ninth Grade Center, WP Ninth Grade Center or something else? How do we want to sign that on the signs as opposed to listing it all out? We need to come up with the final nomenclature.
3. **Objective 3. Establish districts.** The first thing we do before we start locating signs is divide the area into districts. We have taken a stab at putting districts together for us to talk from.

Ms. Hamilton Buss asked do we have any “neighborhoods?” Mr. McCown stated districts are not specific to what you consider as residential neighborhoods. Most of your destinations are associated with downtown, Park Avenue, Winter Park Village, the Cady Way Trail, etc. However, there may be some that you want to specifically call out and that is what we want to capture in this meeting.

Ms. Hayes stated the ad hoc neighborhood council disbanded a few years back. At one point, we probably had little groups that were recognized at the grass roots level or because they were HOA's. We are a smaller City (not quite nine square miles). The neighborhoods are going to be the point of origin. They know who they are. We are mostly going to be thinking about guiding and being destination oriented (how to get to parks and commercial destinations, etc.).

Mr. McCown stated there are only a certain number of lines you can put on a sign before the sign is too large. If there are too many lines, you can't pick out the destination before you ride past it. Generally 4 or 5 lines per sign work the best. You have to consider how fast you are going and how far away you can see the sign.

Ms. Hayes stated when we did the road wayfinding a lot of people did not like it. Mr. Margraf mentioned those signs are too large. These will be much smaller. This needs to be sold as having signs with destinations. I hope they look at the sign and see how important it is for getting people around the City to their destinations. I don't want to sell them on just what the signs look like.

Objective 1 - Final destination list. One map has a list of key destinations across the City and outside the City which was compiled from several lists. We want to verify that we captured everything. We will go through the list, strike off the ones we don't want and add the ones we want.

Mr. McCown asked what the ranking represents. Mr. Margraf understood we can only have a certain number of destinations and he ranked them to weed them out. GAI stated the list is a very manageable list.

Mr. Redmon asked do we need to add downtown Maitland or Loch Haven Park and other outside destinations? Mr. Panza asked they be drawn on the map.

Mr. Hiles asked why wouldn't we just have the districts and schools vs. all the smaller points of interest? Mr. Panza explained how it works. As you travel from district to district you would sign people to an individual district first. Then as you get close to the destination, you would still have a district or two up, but then you would show specific destinations (ex.: Morse Museum). Some areas would be key paths for locals and some would be key paths for people coming from outside the community.

Ms. Hayes suggested the museums are all in the downtown area so you could think of downtown as a destination and include everything that is there. That way you are not listing Park Avenue, train station, and each individual museum. From that district they can split in separate directions. If you start from Orlando you don't want to list all the museums separately, you want to list downtown. You would not need bike signs to each of those destinations because once you are on Park Avenue there is a local wayfinding system. You definitely want to get people in the direction of the museums.

Mr. Hiles suggested it is more about the need to get across town. There is no good way to get across town on the main roads under the current wayfinding system. The goal is to have the Winter Park connection. For example: how do you get from Cady Way, Baldwin Park, to downtown, etc.

Chm. Erne stated we need to inform folks at the SunRail station how close certain destinations are such as: Winter Park Village, the Library, Park Avenue, and others.

Mr. Panza stated there are five working districts: downtown district, Winter Park Village, Mead Garden, Cady Way, and Baldwin Park. They are completely up for grabs. Mr. Margraf asked if there is a rule of thumb on the number of districts. He was informed that 5 or 6 districts would be optimal.

Why not call it the Cady Way District? You can cut off the western half of the Cady Way district and still capture most of the destinations that are there.

The sign at City Hall may sign you to the SunRail Station, Cady Way, Winter Park Village and Mead Garden.

Mr. Margraf stated we have an entire north chunk of the City which we have not addressed. He said there should be a district for this because it has the school, the Park, the YMCA and up the road it has access to Maitland in three different directions. Should we add one more district? If so, what would be a good way to signify what this district is? If it was north of Palmer it could be called the tree area or the tree streets or something related to trees because everything up there is named after a tree and the people in Winter Park identify with that.

Mr. Geller stated putting the names of the districts on signs is asking for trouble. The reason for signs is not only to get people from point A to point B but is to lower barriers. The Portland style greenway signs lowered barriers by telling you how far something is and how long it takes you to get there. He also suggested tourists may understand that this is downtown Winter Park (not Orlando) if the terminology "Park Avenue area" is used instead of downtown.

Mr. Panza stated it won't actually say district on it; it will say "to Cady Way". Those are called decision points. We have destinations and we have decision points where you decide where you want to go. The whole point is to get people to a general area and then they make easy decisions.

Mr. Margraf asked what if you are in WP Village with our bike share in place and rent a bike and want to get to Cady Way Trail? Do you sign a single destination to Cady Way Trail all the way from the Village? Or do you send them to an area that picks up the more specific place? I think that is what the districts do for us.

Cady Way ends up being too large and too ambiguous. What about Mead Garden, funneling it off there. Would you run Mead Garden further to the destination point? Are we in agreement that this area should be a part of Mead Garden as opposed to Cady Way? This is a perfect dividing line and there would be no confusion. We might use the name Northern neighborhood. Mr. Margraf asked what about the Palmer Avenue district or Palmer/Temple? It is a key corridor.

Mr. Margraf stated for example: If someone came into Mead Garden from the Orlando Urban Trail would there be a kiosk or a board (like a mall kiosk) with everything on it? If so, they could choose where they want to go (ex. Phelps Park). In other words, it would send you to the district area and when you get to the district area you would pick up the Park. The word district would not be on the sign.

Mr. Geller suggested the Winter Park County Club should probably be under Parks. Also, do you want to add Winter Park Racket Club as a destination? After discussion, the Board members agreed the signs are for destinations open to the public, and the racket club is not open to the public.

Ms. Hamilton Buss stated if we are doing city connectors at points of entry and exit you would have “to Orlando or to Maitland” or if there is a specific trail you would have that.

Objective 2. Nomenclature.

Schools: It was agreed that Winter Park can be abbreviated WP. It was agreed to use ES for elementary school and HS for high school. Middle school – the signs say Maitland Middle. Did we finalize WP Ninth Grade Center? Ctr. Yes

Mr. Geller asked if we should add Dommerich Elementary and Maitland Middle School.

Shopping areas: Winter Park Village, Ravaudage, Aloma Shops, (the whole stretch). What about Crealde School of Art? The galleries are open to the public.

The GAI consultants will put together a list of the nomenclature and send it out for approval.

Objective 3. Establish districts.

Mr. Margraf inquired what to call the Aloma shopping area. Aloma Shops or Aloma Shopping?

The GAI consultants stated the kiosk at the SunRail Station can be updated to include all the decisions that we talk about today. At the key entry points at Sun Rail you would have a kiosk that had everything in a map.

Mr. Redmond suggested a connection to every city including: Eatonville, Maitland, Casselberry, and Orlando.

Next steps:

- GAI consultants will put together a final list for review. It will include the abbreviations talked about. The district map will be updated to include the changes discussed.
- It will be sent to Mr. Margraf for distribution to the Board members.
- After all we talked about today is settled we will locate the signs and establish the decision points.

Respectfully submitted,

The minutes for July 20, 2015 were approved on November 10, 2015

Debra Moore, Staff Assistant