

date 9 October 2008

project number LCP001

project name Main Street Lakewood - *Branding, Signage and Wayfinding System*



STUDIO GRAPHIQUE ■ *meeting minutes*

attention Mary Anne Crampton, *LCPI*
Sean McDermott, *Zaremba Group*
Signage and Wayfinding Design Committee
Rachel Downey, *Studio Graphique*
Cathy Fromet, *Studio Graphique*
Natalie Pauken, *Studio Graphique*

regarding 02 October 2008, 7:00pm Community Meeting at Lakewood Public Library

INTRODUCTION

- > Goals for the project - Mary Anne expressed the importance of the functionality of what we do
- > Logo / identity will come out of information gathered at community meeting
- > Survey monkey survey will be up until October 15th on lakewoodalive.com

GROUP PARTICIPATION : IF LAKEWOOD WERE A PERSON....WORD BRAINSTORM

POSITIVE

community-oriented (1)
authentic (1)
charming (1)
moving
walkable (3)
trees
green
metropolitan
Mayberry in a city
friendly
baby Manhattan
porches (2)
young at heart
street life (1)
eclectic
casual (1)
stately
modern + traditional (1)
choices
hip
busy
enticing
different
diverse (1)
family-centered (1)
courteous

Americana
apple pie
coming together (engaged) (1)
accessible
busy
destination
connectivity
horizontal
linear
old soul
varying tenant quality
proximity to the lake (2)
parks
gridded
spined
densely populated (1)
close to retail
useful
artsy
after hours
single
because of diversity of functions,
get diverse people
poor and wealthy
(socio-economic diversity)
transient
long-standing

affordable

multi-age
liveable
co-exist

NEGATIVE

difficult to navigate
needs a facial
lack of parking
lack of gateways
drive-through for other
destinations (1)
no defined center (3)
no defined boundaries
messy (1)
tired
dirty
cramped
unnoticed
lack of public space
cars right on top of pedestrians
visually cluttered
lost - hard to stop
agonizing biking experience
black holes
vacancy
turnover



WHAT COULD IT BECOME? WORDS LAKEWOOD ASPIRES TO BE...

- | | | |
|---------------------|---------------------|----------------------------|
| safe (2) | self identity (2) | quaint (2) |
| clean (2) | warm | pedestrian friendly (2) |
| regional draw (2) | inviting (1) | polished (3) |
| consistent identity | authentic | downtown feeling of Legacy |
| inner ring city | mom and pop (3) | upscale (1) |
| distinctive | not staged | |
| differentiation | independently-owned | |

PLACES LAKEWOOD ASPIRES TO BE LIKE...

- Old Pasadena
- Coventry
- Harvard Square (2)
- Alexandria
- Short North (Columbus) (1)
- Georgetown (1)

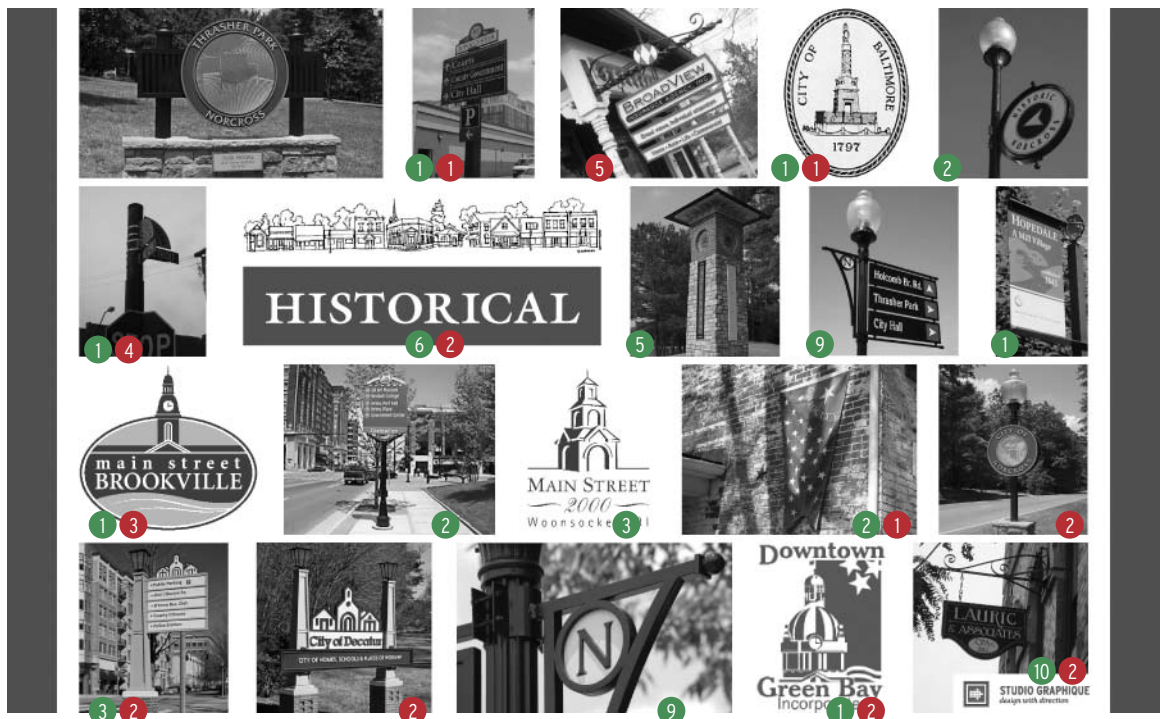
WHY?

- \$\$\$
- pedestrian-friendly
- merchant-friendly
- unique destinations
- landscape (1)
- attention to detail
- historic (1)

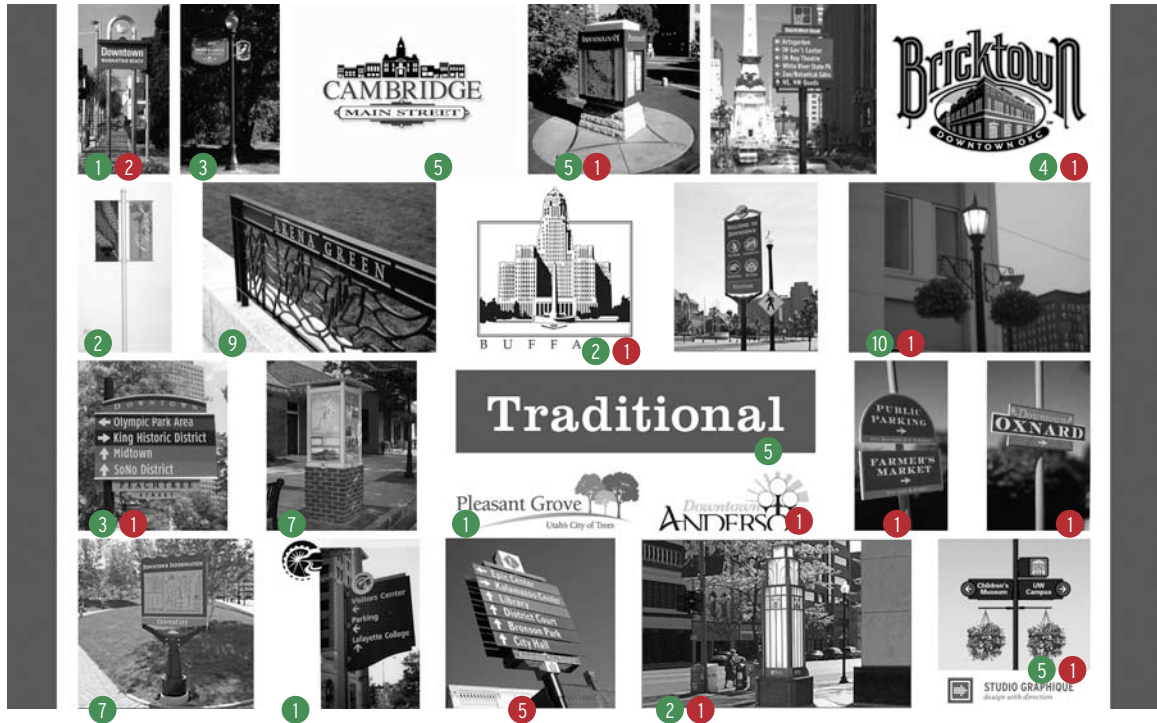
WHY HAVE YOUR BUSINESS IN LAKEWOOD?

- | | | |
|---------------------------|-------------------------------------|------------------|
| walkability | creative | caring |
| non-chains (independents) | access to public transportation | co-exist (1) |
| comfortable | historic buildings (advantages) (2) | livable (1) |
| not pretentious | safety | neighborhood (2) |
| local talent | community support | affordable (1) |
| artsy (1) | perception | |

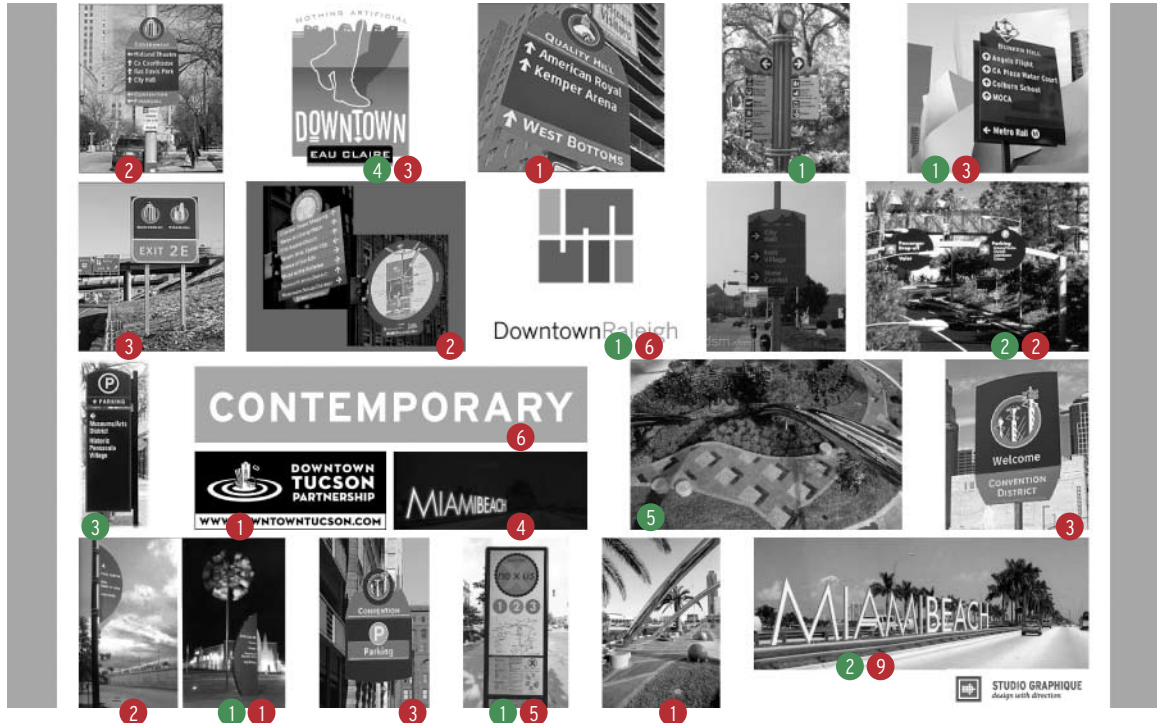
GROUP PARTICIPATION : MARK SIGN STYLE IMAGES THAT YOU WOULD OR WOULD NOT LIKE TO SEE FOR LAKEWOOD



GROUP PARTICIPATION : MARK SIGN STYLE IMAGES THAT YOU WOULD OR WOULD NOT LIKE TO SEE FOR LAKEWOOD



GROUP PARTICIPATION : MARK SIGN STYLE IMAGES THAT YOU WOULD OR WOULD NOT LIKE TO SEE FOR LAKEWOOD



OPEN DISCUSSION

WHAT ARE KEY GAPS/DUPLICITY IN THE EXISTING SIGNAGE?

- > 45 degree angled arrows on parking signage
- > Cluttered and invisible
- > Decide on one or a few places to sign, not every intersection
- > Too much busy signage that is layered up - it's intimidating!
- > Difficult to navigate and get to different destinations
- > Will there be a removal process? *Yes (SG).*

WHAT ARE SOME CRITICAL WAYFINDING ISSUES IN DOWNTOWN LAKEWOOD?

- > There's no orientation in town...no sense of proximities to key destinations
- > Possibly use addresses? (14800 block, etc.)
- > Possibly dividing up Downtown Lakewood into districts by major destination?
"Downtown Lakewood" was one of the districts City of Lakewood was divided into per the Detroit Avenue Streetscape Plan (MAC)

GENERAL COMMENTS / DISCUSSIONS

- > Is Parking *Really* an issue?
- > Seniors at Waverly LOVE walkability of Lakewood
- > There is a critical mass of independent retail owners
- > Positive reaction to the Shaker Square Logo
- > *Comment:* Shaker Square too contemporary - cautioned against the same for Downtown Lakewood
- > Glad SG has experience of Shaker Square
(Same front door / back door problem)
(Parking is buried behind buildings)
(Filtering of people through alleyways)
- > Lakewood Hospital is redefining itself to draw from people from a greater radius and has confusion since some signs direct only to Emergency Entry
(SG looking at how all stakeholders give people directions to Lakewood)
- > Lakewood needs consistency among institutions
- > "Downtown Lakewood" Name
Where did this come from? Historically named this.
Not strong.
Get merchants on board (*i.e. Phoenix Coffee in Downtown Lakewood*)
Lakewood Hospital uses "Detroit Corridor"
- > Was consideration given to incorporating the Holidays into Signage?
- > How are you going to pay for this?
Current budget just for design of system (MAC)