

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.