



PLANNING COMMISSION

WEDNESDAY, OCTOBER 10, 2018

III. WORK SESSIONS

B. City-wide Signage & Wayfinding (Neamtzu) (45 Minutes)



PLANNING COMMISSION MEETING STAFF REPORT

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| Meeting Date: October 10, 2018 | | Subject: Citywide Signage and Wayfinding Plan | |
| | | Staff Member: Chris Neamtzu, Planning Director Department: Community Development | |
| Action Required | | Advisory Board/Commission Recommendation | |
| <input type="checkbox"/> Motion <input type="checkbox"/> Public Hearing Date: <input type="checkbox"/> Ordinance 1 st Reading Date: <input type="checkbox"/> Ordinance 2 nd Reading Date: <input type="checkbox"/> Resolution <input checked="" type="checkbox"/> Information or Direction <input type="checkbox"/> Information Only <input type="checkbox"/> Council Direction <input type="checkbox"/> Consent Agenda | | <input type="checkbox"/> Approval <input type="checkbox"/> Denial <input type="checkbox"/> None Forwarded <input checked="" type="checkbox"/> Not Applicable | |
| | | Comments: | |
| Staff Recommendation: Staff recommends that the Commission review and provide input on the draft signage and wayfinding plan. | | | |
| Recommended Language for Motion: N/A | | | |
| Project / Issue Relates To: | | | |
| <input checked="" type="checkbox"/> Council Goals/Priorities Community Design and Livability – Develop a wayfinding program | <input type="checkbox"/> Adopted Master Plan(s) | <input type="checkbox"/> Not Applicable | |

ISSUE BEFORE COMMISSION: Review of the first draft of the Citywide Signage and Wayfinding Plan is the topic of the worksession on October 10. The design team is seeking input on the overall design of the preferred sign family, as well as the report, specifically the implementation chapter, phasing and sign locations.

EXECUTIVE SUMMARY: The consultant led the focus group of community members/leaders through visual identity exercises to generate abstract design themes. These themes were developed into concepts for three distinct sign types (ornate cast iron, undulating stone, weathered wood). These concepts were presented at the June 26, 2018 open house and at the on-line open house (conducted over the period of July 2 – July 16). Nearly 200 people provided feedback on styles, colors, shapes and source materials of each of the three designs presented. Results revealed a public preference for the “undulating stone” (55%) design that features corten (treated metal) signage with a gabion rock base. The design was inspired by and uses similar materials to the Murase Plaza sign at Memorial Park. The corten sign received high marks for its shape and colors. The gabion (wire cage) style containment of the river rocks was one element that wasn’t as well received as the main sign, so the design team “tested” a number of different bases with the preferred being ledge stone. Since the survey, the design team and internal staff have continued to evaluate additional design elements, including text, font styles, shapes, toppers, additions of color, and base materials. The preferred design contains many elements that were part of the initial survey, but the design has evolved slightly and has been refined to the proposal before you.

The objective of the plan is to better connect people walking, biking, or driving to destinations throughout Wilsonville with a cost-effective program that is easy to expand and maintain and a community supported design that reflects the City’s unique identity.

The plan sets out to:

- Create wayfinding signage that will meet the needs of residents and visitors whether traveling through Wilsonville as a pedestrian, in a motor vehicle, or by transit or cycling.
- Establish a high-quality design that captures local character and is coherent and attractive.
- Consider graphic standards focused on local identity and aesthetic.
- Understand key entrances and gateways to Wilsonville, including decision points and sites where navigation information is suited.
- Give sign placement guidance for specific corridors or areas of the community

The City Council identified the creation of a citywide signage and wayfinding plan as a City Council Goal and recognizes the importance of wayfinding for all modes of transportation and desires a Plan that will address the needs of vehicles, cyclists, and pedestrians while enhancing the visitor experience through strategically placed and well-designed wayfinding signage. The goal of the Plan is to develop a family-friendly wayfinding system that provides logical and safe connections between key destinations and commercial districts. Installation of unified wayfinding signage, informational kiosks, and enhanced gateways will strengthen the sense of place, increase foot traffic to businesses, ease congestion, and offer a more enjoyable visitor experience.

EXPECTED RESULTS: Creation of a community-wide signage and wayfinding program will result in an enhanced visitor experience while promoting community identity. The creation of a citywide signage and wayfinding plan will complete a City Council goal.

TIMELINE: Over the past two months, work was conducted on the preferred design and high priority routes in preparation for Commission and Council work sessions. Adoption of the Plan

is anticipated to be in early 2019.

CURRENT YEAR BUDGET IMPACTS: This project is currently funded in the FY 2018-19 Budget through CIP #3003-Citywide Signage and Wayfinding in the amount of \$75,000 and CIP# 8118 Monument Sign Replacement in the amount of \$50,000 for a project total of \$125,000.

FINANCIAL REVIEW / COMMENTS:

Reviewed by: Date: NA

LEGAL REVIEW / COMMENT:

Reviewed by: Date: NA

COMMUNITY INVOLVEMENT PROCESS: To date, a project web site has been created, a focus group has been convened, and an in-person and on-line open house conducted. Work sessions with both the Commission and Council are being held over the next month. The final plan will return for a review by the Commission, with adoption via Resolution by the City Council.

POTENTIAL IMPACTS or BENEFIT TO THE COMMUNITY (businesses, neighborhoods, protected and other groups): Creation of the program would be beneficial to visitors of the community and the businesses that rely on them.

ALTERNATIVES: There are endless alternatives for this Plan. It is hoped that the draft preferred design is in keeping with the image desired for Wilsonville.

CITY MANAGER COMMENT: NA

ATTACHMENTS:

- A. Draft Citywide Signage and Wayfinding Plan