Introduction

This document contains final design and implementation recommendations for a new wayfinding signage program for the City of Langley.

What is wayfinding signage? Wayfinding signage is the process of delivering information and orientation within a specific environment. A good wayfinding signage system is clean, intuitive and easy to read – while at the same time establishing or reinforcing a sense of place and community identity.

Plan Preparation

For many years, business owners and residents have expressed frustration about signage in the City. While some wayfinding signage exists, there is no cohesive theme, there are many gaps and lots of clutter. As a result, in 2016 the Planning Department began reviewing the City's signage and prepared two background documents, City of Langley Wayfinding Strategy Draft and City of Langley Project Summary and Recommendations. These documents were prepared with input from an advisory committee, citizen commissions, business owners and residents and identify the many issues, gaps, opportunities and possible recommendations. These documents were also intended to help guide the preparation of a comprehensive signage program.
The City obtained funds from the Island County's Rural County Development Grant program to assist with this project. A design consultant was hired to work with staff and the advisory committee (made up of community stakeholders) to identify specific community and business needs and possible solutions. The next step involved reviewing several conceptual ideas and designs. Careful consideration was made to ensure the concepts reflect the City's unique identity and its 'Village by the Sea' brand. Based on the committee's consensus, the design concepts were narrowed down to two options. These options were then presented to the public for its review.

Following a public comment period, all feedback was considered, and a final design concept selected. The final design, specific sign content, recommendations for sign placement and sign removal is presented in this document.

**Sign Program**

This plan establishes a hierarchy of sign types to assist visitors (as well as locals) navigate the City. Motorist and cyclist directional signs direct drivers and cyclists from the two main entry points into the downtown core. These signs also give generalized direction to key attractions and parking areas. Parking signs are located in close proximity to the different parking areas located around the City as some of these locations are not well known. Once parked and on foot, pedestrian signage assists to navigate people to the City's many assets, facilities and lesser known features. Signs identifying the downtown parks highlight some of these under-utilized jewels.

A color-coded system visually differentiates various facilities and assets, while also adding artistic flair, consistent with the City's character. The color blocks create a visual hierarchy, drawing attention to important features while also trying to achieve desired outcomes.
Final Signage Family

Motorist Directional
- Public Parking
- Shop - Art - Food
- Marina
- Visitor Info

Pedestrian Directional
- Shop - Art - Food
- Public Restroom
- Seawall Park
- Beach

Parking
- Public Parking

Park Identification
- Seawall Park
- Beach
- Whale Bell Park
Color Palette & Font

Color Palette

Branding

Parking

Shopping & Dining Districts

Marina, Facilities, and other

Parks & Trails

Font

Upper/Lower Case Oswald Book
Motorist Directional

City of Langley Wayfinding Signage Program

- Public Parking
- Shop-Art-Food
- Marina
- Visitor Info

Dimensions:
- 35"
- 51"
- 46.5"
- 84"
- 72"
- 4" Diameter Steel Post
- 1" Steel Flatbar Support
- .125" Aluminum Sign
- .5" White Outline
- Concrete Base
- 10" J Bolts
Pedestrian Directional

- Shop-Art-Food
- Public Restroom
- Seawall Park
- Beach

22”

- .125” Aluminum Sign
- .5” White Outline
- 1” Steel Flatbar Support
- Concrete Base
- 10” J Bolts

- 2.5” Diameter Steel Post

72”

78”
Parking

- 1" Steel Flatbar Support
- 2.5" Diameter Steel Post
- 30"
- 84"
- 17"
- 27.5"
- .125" Aluminum Sign
- .5" White Outline
- Concrete Base
- 10" J Bolts

Public Parking
Park Identification
(with some directional)
Sign Content and Location Recommendations
Sign Locations & Desired Traffic Flow
Motorist Directionals
Proposed Locations & Content

Motorist Directional #1
Location – SE corner of Camano Ave & Edgecliff Dr
Multi-directional – No

Motorist Directional #2
Location – NE Corner of Camano Ave & Cascade Ave
Multi-directional – No

Motorist Directional #3
Location – SW Corner of Camano Ave & Cascade Ave
Multi-directional – No

Motorist Directional #4
Location – East side of Cascade Ave
Multi-directional – No

Side One – Facing South
- Downtown Langley
- Public Parking
- Performing Arts
- Lodging

Side Two – Facing North
- Community Center
- HWY 525
- Clinton Ferry

Side One – Facing East
- Public Parking
- Shop-Art-Food
- Visitor Info
- Marina

Side Two – Facing West
- Public Parking
- Shop-Art-Food
- Performing Arts
- Marina

Side One – Facing North
- Performing Arts
- Community Center
- Fairgrounds
- HWY 525

Side Two – Facing South
- Public Parking
- Shop-Art-Food
- Shop-Art-Food
- Marina
Motorist Directionals
Proposed Locations & Content

Motorist Directional #5
Location – East side of Cascade Ave & Second Street
Multi-directional – No

Motorist Directional #6
Location – NE Corner of Second St & Anthes Ave
Multi-directional – Yes

Motorist Directional #7
Location – SW Corner of Saratoga Rd & De Bruyn Ave
Multi-directional – No

Side One – Facing West
- Public Parking
- Shop-Art-Food
- Performing Arts
- Marina

Side Two – Facing West
- Public Parking
- Shop-Art-Food
- Marina
- Visitor Info

Side Three – Facing South
- Shop-Art-Food
- Shop-Art-Food
- Shop-Art-Food
- Seawall Park

Side Three – Facing North
- Public Parking
- Shop-Art-Food
- Shop-Art-Food
- Visitor Info

Side One – Facing West
- Downtown Langley
- Public Parking
- Marina
- Lodging
Motorist Directional #8
Location – South Side of Third St & De Bruyn Ave
Multi-directional – No

Side One – Facing West
➐ Downtown Langley
➐ Public Parking
➐ Marina
➐ Lodging

Side Two – Facing East
➐ Bayview Corner
➐ HWY 525

Motorist Directional #9
Location – South Side of Sixth St & Anthes Ave
Multi-directional – No

Side One – Facing West
➏ Public Parking
➏ Shop-Art-Food
➏ Performing Arts
➏ Visitor Info

Side Two – Facing East
➏ Public Parking
➏ Shop-Art-Food
➏ Visitor Info
➏ Seawall Park
Pedestrian Directionals
Proposed Locations & Content

1. Pedestrian Directional #1
   East side of Cascade Ave
   Double-Sided
   Side One – Facing South
   - Shop-Art-Food
   - Visitor Info
   - Marina
   - Beach
   Side Two – Facing North
   - Performing Arts
   - Community Center
   - Fairgrounds

2. Pedestrian Directional #2
   North Corner of Wharf St & Sunrise Lane
   Double-Sided
   Side One – Facing South
   - Downtown Langley
   - Shop-Art-Food
   - Visitor Info
   - Lodging
   Side Two – Facing North
   - Marina
   - Tourist Activities
   - Phil Simon Park
   - Beach

3. Pedestrian Directional #3
   North Corner of 1st St
   Double-Sided
   Side One – Facing East
   - Shop-Art-Food
   - Public Restroom
   - Seawall Park
   - Beach
   Side Two – Facing West
   - Marina
   - Tourist Activities
   - Beach

4. Pedestrian Directional #4
   SW Corner or First St & Frick Lane
   (exact location TBD)
   Single-Sided
   Side One – Facing North
   - Shop-Art-Food
   - Public Restroom
   - Visitor Info
   - Langley Park
Pedestrian Directionals
Proposed Locations & Content

5
Pedestrian Directional #5
South Side of Second St
Double-Sided

Side One – Facing East
➔ Shop-Art-Food
➔ Shop-Art-Food
➔ Public Restroom
➔ Visitor Info
➔ Langley Park

Side Two – Facing West
➔ Marina
➔ Tourist Activities
➔ City Hall
➔ Library
➔ Beach

6
Pedestrian Directional #6
North Side of Third St & Clyde Alley
Single-Sided

Side One – Facing South
➔ Shop-Art-Food
➔ City Hall
➔ Library
➔ Beach

7
Pedestrian Directional #7
North Side of Third St
Single-Sided

Side One – Facing South
➔ Shop-Art-Food
➔ Public Restroom
➔ Seawall Park
➔ Beach

8
Pedestrian Directional #8
East of side Anthes Ave
Single-Sided

Side One – Facing South
➔ Shop-Art-Food
➔ Public Restroom
➔ Visitor Info
➔ Langley Park
➔ Seawall Park
Pedestrian Directional #9
SE Corner of Anthes Ave & First St
Double-Sided

Side One – Facing South
➡️ Shop-Art-Food
⬅️ Shop-Art-Food
➡️ Marina
➡️ Seawall Park

Side Two – Facing North
➡️ Shop-Art-Food
➡️ Shop-Art-Food
➡️ Public Restroom
➡️ Visitor Info
Parking
Proposed Locations & Content

1. Parking #1
   North side of Sixth St
   Double-Sided

   Side One – Facing East
   ➔ Public Parking

   Side Two – Facing West
   ⇐ Public Parking

2. Parking #2
   North side of Sixth St
   Double-Sided

   Side One – Facing South
   ⇐ Public Parking

   Side Two – Facing North
   ➔ Public Parking

3. Parking #3
   West side of Anthes Ave
   Single-Sided

   Side One – Facing North
   ⇐ Public Parking
   ➔ Public Parking

4. Parking #4
   North side of Third St
   Double-Sided

   Side One – Facing East
   ➔ Public Parking

   Side Two – Facing West
   ⇐ Public Parking
Parking
Proposed Locations & Content

Parking #5
East side of Anthes Ave
Multi-directional

Side One – Facing West
Public Parking

Side Two – Facing North
Public Parking

Side Three – Facing South
Public Parking
### Park Identification

#### Proposed Locations & Content

<table>
<thead>
<tr>
<th>Identification #1</th>
<th>Side One – Facing West</th>
<th>Side Two – Facing North</th>
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</thead>
<tbody>
<tr>
<td>End of Wharf St / Phil Simon Park</td>
<td>Phil Simon Park</td>
<td>Blank</td>
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<tr>
<td>Single-Sided</td>
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<table>
<thead>
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<th>Side One – Facing South</th>
<th>Side Two – Facing North</th>
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<tbody>
<tr>
<td>North Side of First St / Boy and Dog Park</td>
<td>Boy and Dog Park</td>
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<td></td>
<td>↑ Seawall Park</td>
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<td></td>
<td>↑ Beach</td>
<td></td>
</tr>
<tr>
<td>Single-Sided</td>
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<th>Identification #3</th>
<th>Side One – Facing South</th>
<th>Side Two – Facing West</th>
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<tbody>
<tr>
<td>North side of First St &amp; Entrance of Whale Bell Park</td>
<td>Whale Bell Park</td>
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<tr>
<td></td>
<td>↑ Seawall Park</td>
<td></td>
</tr>
<tr>
<td></td>
<td>↑ Beach</td>
<td></td>
</tr>
<tr>
<td>Single-Sided</td>
<td></td>
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</tr>
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<table>
<thead>
<tr>
<th>Identification #4</th>
<th>Side One – Facing East</th>
<th>Side Two – Facing West</th>
</tr>
</thead>
<tbody>
<tr>
<td>East Side of Anthes Ave / Langley Park</td>
<td>Langley Park</td>
<td>Blank</td>
</tr>
<tr>
<td>Single-Sided</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Sinage Removal Recommendations
Sinage Removal Recommendations

1. South Whidbey Harbor, Phil Simon Memorial Park
   Food, Tourist Activities Next Right
   Langley Loop

2. To Clinton Ferry, HWY 525 (Keep?)

3. Food, Lodging

4. Langely Loop

5. Visitor Information, Historical Museum

6. Parking

7. City Center, Food, Shops Up The Hill

8. Parking, Langley Loop

9. Lodging

10. Langley Loop

11. Parking

12. Food, Tourist Activities

13. Langley Loop

14. Food, Lodging

15. Langley Loop

16. Langley Loop

17. Parking

18. Langley Loop, Parking

19. Parking

20. Parking

21. Parking

22. Parking

23. Visitor Information, Historical Museum

* Not included on the map, the removal of all Langley Loop signs on Langley Rd, HWY 525 and Brooks Hill Rd.
Sinage Removal Recommendations

1. South Whidbey Harbor Phil Simon Memorial Park
2. To Clinton Ferry Hwy 525
3. Food Lodging
4. The Langley Loop
5. Visitor Information
6. Historical Museum
7. Parking
8. The Langley Loop
Sinage Removal Recommendations

9. LODGING

10. AHEAD

11. THE LANGLEY LOOP

12. FOOD TOURIST ACTIVITIES

13. THE LANGLEY LOOP

14. FOOD

15. LODGING

16. THE LANGLEY LOOP
Sinage Removal Recommendations
Phase One Recommendations and Artwork
Phase One Recommendations

Due to budget constraints, the City's wayfinding program will be implemented in phases.

Phase One includes the production and implementation of five motorist directional signs. These will be placed at key entry points to the City in the following locations:

#1* - SE corner of Camano Ave & Edgecliff Dr
#2* - NE Corner of Camano Ave & Cascade Ave
#3* - SW Corner of Camano Ave & Cascade Ave
#7* - SW Corner of Saratoga Rd & De Bruyn Ave
#8* - South Side of Third St & De Bruyn Ave

Phase One signs will introduce the wayfinding sign program, create awareness and familiarity with the brand.

The timing of the next phase of installation depends on available resources.

*The numbers correspond to those shown on the map on page 11 and in more detail on pages 12 to 14.
Phase One Artwork

Motorist Directional #1

Face One

Downtown Langley
Public Parking
Performing Arts
Lodging

Face Two

Community Center
HWY 525
Clinton Ferry
Phase One Artwork

Motorist Directional #2

Face One

Public Parking
Shop-Art-Food
Visitor Info
Marina

Face Two

Public Parking
Shop-Art-Food
Performing Arts
Marina
Phase One Artwork

Motorist Directional #3

Face One

Performing Arts
Community Center
Fairgrounds
HWY 525

Face Two

The City of Langley Wayfinding Signage Program
Phase One Artwork

Motorist Directional #7

Face One

Downtown Langley
Public Parking
Marina
Lodging

Face Two
Phase One Artwork

Motorist Directional #8

Face One

Downtown Langley
Public Parking
Marina
Lodging

Face Two

Bayview Corner
HWY 525