



**LANGLEY**  
— WHIDBEY ISLAND —

CITY OF LANGLEY WAYFINDING STRATEGY  
DESIGN OPTIONS

AUGUST 22, 2018







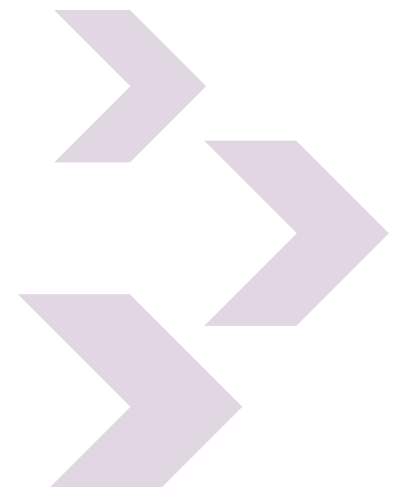
## WAYFINDING DESIGN OPTIONS

The city of Langley is currently considering two design options for a new city-wide wayfinding signage program (designs included in this document). Posters of the designs will be displayed in City Hall until September 14th – allowing time for a public comment period.

Public comments and feedback are encouraged. A box will be available for written comments below the posters, or comments can be emailed to [planning@langleywa.org](mailto:planning@langleywa.org).

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 expressing a sense of place and community.

For Langley specifically, the wayfinding strategy consists of motorist directionals to direct visitors (as well as locals) efficiently into the downtown core, identify key attractions, and find parking. Once on foot, a series of pedestrian directionals will navigate people around the city to various assets and under-utilized features. The signage program will also promote Langley's 'Village by the Sea' brand and brand promise.



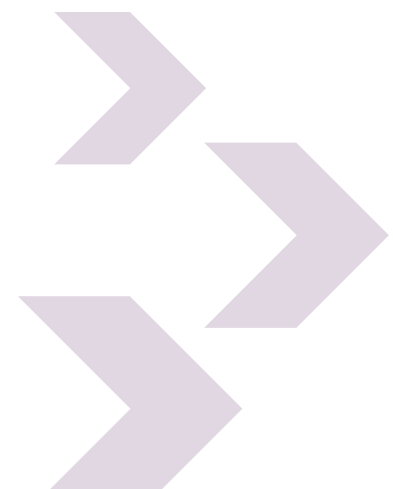


## OPTION ONE

Option one uses a color-coded system to help visually identify different features and assets. The design incorporates uppercase typography with arrow heads in circles as directionals. The Langley brand is highly visible, positioned top and center, with the logo mark protruding out of the top of the sign. This option calls for the use of standard steel sign poles, and in many cases, re-purposing existing poles around the city.

## OPTION TWO

Option two also utilizes a color-coded system to help visually identify different features and assets. The sign shape however, is more unique and artistic – suggesting beach waves and the bow of a boat. The design incorporates upper and lowercase typography with standard arrows as directionals. The Langley brand is less predominant (as compared to option one), positioned at the bottom of the sign. The asymmetrical sign will be mounted on custom steel poles with artistic embellishments.





When reviewing the options, a few things to consider:

- Overall presentation
- Effectiveness
- Legibility
- Color palette
- Typography
- Artistic statement
- Brand positioning

## NEXT STEPS

Once a final design concept is selected, a full inventory of Langley's signage needs will be completed – including site specific sign locations. Phase one of the signage program will be installed Fall 2018.

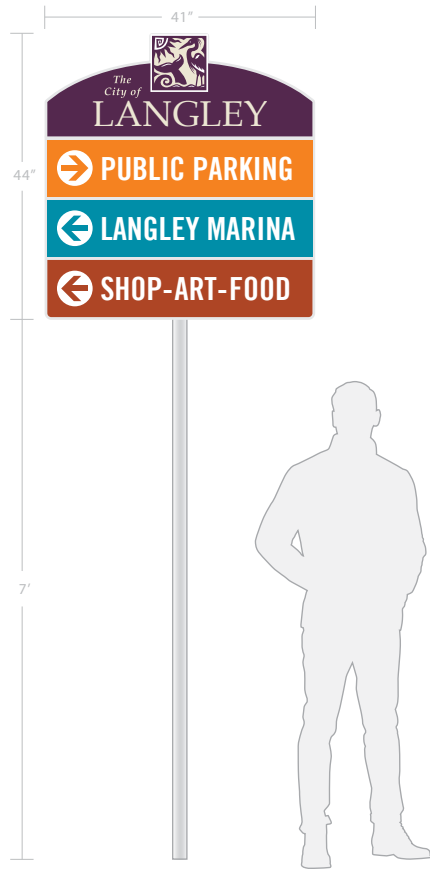
Thank you for your time and participation.

Langley Planning Department  
[planning@langleywa.org](mailto:planning@langleywa.org)



# CITY OF LANGLEY WAYFINDING SIGN STRATEGY

# OPTION ONE



Motorist Directional



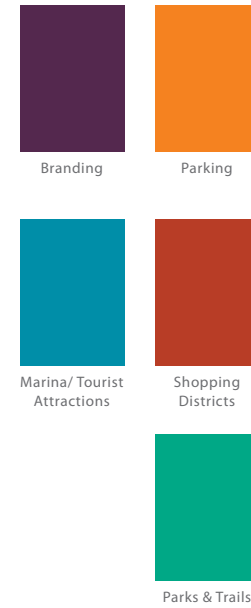
Pedestrian Directional



Parking



Identification



Cascade Ave & Second Street



Second Street



Anthes Ave & Third Street



First Street & Anthes Ave



# CITY OF LANGLEY WAYFINDING SIGN STRATEGY

# OPTION TWO



Cascade Ave & Second Street



Second Street



Anthes Ave & Third Street



First Street & Anthes Ave