PROJECT SUMMARY & RECOMMENDATIONS FOR MOVING FORWARD
## PROJECT OVERVIEW:

<table>
<thead>
<tr>
<th>Date</th>
<th>Activity/Focus</th>
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<tbody>
<tr>
<td><strong>December 2016</strong></td>
<td>City Wide Sign Inventory Started</td>
</tr>
<tr>
<td></td>
<td><strong>Completed by</strong> Planning Staff</td>
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| **December 2016-January 2017** | *Staff Report:* Draft of Wayfinding Strategy  
|                             | **Topic:** Background, Issues, Maps, Inventory  
|                             | **Completed by** Planning Staff                                               |
| **February**                | *First Round:* Presenting wayfinding draft strategy to citizen boards          |
|                             | **Presented to** PAB, Design Review                                           |
|                             | **Topic:** Goals of project, Purpose, Areas for improvement                   |
| **August**                  | *Second Round:* Presenting wayfinding draft strategy to citizen boards         |
|                             | **Presented to** Parks, Arts, Main Street                                     |
|                             | **Topic:** Goals of project, Purpose, Areas for improvement, next steps,      |
|                             | Seeking members for steering committee                                        |
|                             | **Wayfinding Committee Created**                                              |
| **August**                  | **Who:** Arts, Main Street, Second Street Market, Parks & Open Space, DRB     |
| **September/October**       | Langley Wayfinding Subcommittee Meeting                                        |
|                             | **Topic:** Priority areas that lacked appropriate signage and awareness.      |
| **November**                | First Public Outreach Meeting                                                 |
|                             | **Topic:** Finding solutions for missing links. What can be done besides      |
|                             | signage to improve the Langley Experience. Looking at the needs of residents.|
| **Winter 2018**             | *Staff Report:* Wayfinding Needs Analysis  
|                             | **Topic:** Needs and recommendations  
|                             | **Completed by** Planning Staff                                               |
| **Winter 2018**             | *First Round:* Presenting Wayfinding Needs Analysis  
|                             | **Presented to** PAB  
|                             | **Topic:** Review and comment on recommended priorities                       |
| **Winter 2018**             | Council Approval  
|                             | **Topic:** Approve the creation of an RFP                                      |
| **Spring 2018**             | *RFP for Wayfinding Features*  
|                             | **Topic:** Create an RFP to be posted  
|                             | **Who:** Wayfinding Committee, PAB & Council                                   |
| **Spring 2018**             | Post RFP for a company to design and manufacture signs                         |
| **Summer 2018**             | *Begin Installation and Work*  
|                             | First set of priorities will start to be installed                            |
PURPOSE:
The purpose of this document is to consider recommendations provided by residents and other stakeholders to improve Langley’s navigability and sense of community. These recommendations will be used to create a set of priorities for the City’s final Wayfinding Strategy as well as for the City’s pedestrian and trails program.

BACKGROUND:
As we move through the 21st century the City of Langley continues to grow as a tourist destination, regional service center, business community and a residential, historic small town. Maintaining and enhancing mobility around the City as well as the ‘Village by the Sea’ sense of community will only increase. The desire for enhanced signage and additional wayfinding features has been identified as one way to strengthen the City’s brand and appeal.

Over the last few years there have been several piecemeal projects made to improve business identification, highlight pedestrian routes, and encourage traffic off Highway 520 into Langley. However, these projects have left holes in routes, cluttered views, and left certain destinations unrecognized.

Last December the Planning Department began to undertake the task of creating a more complete city-wide plan for wayfinding with hopes of being able to address many of these issues. While signage plays a role in making a city or place more navigable and destinations easier to find this program needs to be balanced with features and design elements that draw people beyond the downtown and allow them to discover something new on their own. As the plan continues to be developed wayfinding features will be used as a tool to enhance Langley’s unique character.

2017
In February a draft wayfinding strategy was presented to the Langley Planning Advisory Board (PAB) and Design Review Board (DRB). This report includes an extensive inventory of the current signage and features within Langley. It also established a purpose and direction for the preparation of a complete strategy. These committees served as a sounding board for the Planning Department. The draft was reviewed and received favorable feedback. Additional stakeholders and infrastructure needs were identified. An updated version with an action plan was included when presented to Design Review Board.

In August a second round of committee outreach meetings were held with the Arts Commission, Parks and Open Space Commission and Langley Main Street Association. These committees and DRB were asked to designate a member to form a wayfinding committee. The goal of the committee was to highlight areas of immediate concern within Langley and included for example areas within the commercial districts that shop owners felt received less traffic, the need for parking lots and routes to be better identified. This discussion helped to create a starting point for the public meeting held in November.

In November 2017 the first public outreach meeting was held. While there was limited attendance it did yield some useful conversations. Those who attended were familiar with Langley’s issues. A common theme from the meeting was to create wayfinding features instead of signs to allow people to discover
things on their own. These features or elements could be art, exercise equipment, landscaping etc. as a means to direct people or draw them to different parts of the City.

WAYFINDING NEEDS ANALYSIS
For the purpose if this report Langley was broken up into neighborhoods/areas in order to address the needs and deficiencies in each area.

Central Business District/Downtown Core: The Central Business District is identified as the area between Melson Alley and Cascade Ave and from Third Street and First Street. These are mostly commercial properties some with residential units located on second and third stories. There are four parks within this area including beach access.

Drivers enter the downtown core using a few different routes. From Bayview Corners at Highway 520 Brooks Hill Road (which turns into Third Street) directs people into the center via First Street or Third Street. Cascade Avenue is the access for people coming from the south. The bus stop at Third Street and Anthes Avenue is the primary stop for most transit users. One of the large visitor parking lots is located at the northwest corner of Third Street and Anthes Avenue.

Anthes Avenue
Anthes Avenue was the original boulevard into the City and this is reflected in its wider right of way. The current signage on Anthes Avenue, particularly at Third Street is cluttered and ineffective. There are five parking signs located on the west side of the Anthes Avenue and an additional two on the east side. These signs are generic transportation white and green and white and brown, with low visibility. A large dead-end sign dominates the east side.

Recommendations:
- Remove current parking ‘P’ signage. (Seven is overkill for the two-blocks).
- Identify 2-3 locations for new Langley branded replacement signs that will effectively communicate with drivers and direct them to available at the parking off of Third Street.
First Street
There is limited pedestrian specific signage on First Street and includes two ‘Beach Access’ signs, orientation map at Frick Lane, and a sign at the top of Wharf Street identifying the businesses at the marina. The orientation map is kept fairly update and is provided by the Chamber of Commerce.

The City is undertaking a Complete Streets project for First Street which will include replacing and widening of sidewalks of the street. The final design is not yet complete but could provide an opportunity to include in sidewalk placed signage.

Recommendations:
• Install pedestrian medallions matching Second Street’s to identify pedestrian path connections.
• A possible wayfinding feature could include marine themed symbols printed on the sidewalk to guide people to the marina and Seawall Park, for example a trail of whales, or boats.

Park Identification & Beach Access
There are two parks on First Street: Boy and Dog Park with a stair access to the beach and Thomas Hladkey Park (aka Whale Bell Park) located adjacent to the Anthes Avenue right of way and provides access down to Seawall Park. Langley Park is located on the south west corner of Anthes Avenue and Second Street. All the parks lack welcoming identification signs. These parks are wonderful attributes and enhance Langley’s small-town village feel. Two ‘Beach Access’ signs are located along First Street but they are small and not very noticeable.

Recommendations:
• Improve visibility of the City’s beach accesses and parks.

Third Street Parking:
Within the downtown core Third Street is a dead-end street that serves as a parking lot. The street provides access to parking lots for specific business’s patrons as well as general parking. This section of Third Street has had some enhancements from the multiple pedestrian walkways, several art installations and landscaping that make this area quite pleasant. The street parking is well used throughout the week, primarily by employees from business located in the downtown. There have been concerns over the ‘Dead End’ sign located at Third Street that may give the appearance that there is no additional parking accessible from Anthes Avenue. The Langley United Methodist Church (LUMC) has a 32-stall parking lot available for public use. The lot needs surface repairs and additional improvements for pedestrian accessibility.

Recommendations:
• Replace current Third Street ‘P’ signage with a single Langley branded parking sign.
• Install a staircase and hand rail from the LUMC parking lot to the Anthes Ave sidewalk. Additional repaving and pot hole repair is also required to improve this parking lot.
• Install an artistic pedestrian orientation kiosk.
• Connect Clyde Alley Art Walk with Anthes Avenue.
Westside of Langley: The west side of Langley is the area from Melson Ave west to DeBruyn Ave and from Sixth Street to First Street. This area is mostly single family residential, open space and a few commercial lots. There are several empty lots, a small playground, and several paved paths that make this part of a great walking route.

West-End Shops:
Shop owners located just west of Anthes Avenue on First Street repeatedly identify the need to encourage shoppers and visitors to head up the hill to their businesses. Business owners in this area have tried on their own to extend the shopping district feel. Efforts have included handmade signs and planted flower pots. First Street’s sidewalk is scheduled to be extended along the north side of the street down DeBruyn Ave, to Second Street. This sidewalk extension will help improve the walkability and connection to Generation Park and the businesses located at the top of the hill.

Recommendations:
- Add a public art installation or other attractions to draw people up the First Street hill.
- Install planters and landscaping along First Street from downtown up the hill to show a connection between the primary and secondary business areas.
- Install a pedestrian sign or other wayfinding element to highlight a designated route that connects the downtown to this section of Langley.
Third Street Driver Communication:

Third Street serves as a main connector from Bayview Road into downtown Langley. When it crosses Anthes Ave the street carries on to a public parking area, provides vehicular access to numerous businesses, and dead-ends. Current signage directs drivers north on DeBruyn Ave and down either Second or First Streets into the center. However, no signs or information are available to drivers once on First or Second Streets for available parking and businesses. The area between DeBruyn Ave and Anthes Ave is primarily a residential district.

Recommendations:
- Replace current sign at Third Street and DeBruyn Ave intersection to direct drivers to parking down Third Street to the dead-end parking area and church parking lots.

Improved Walking Routes:
Residents needs’ focus around walking routes, additional activities to engage in while walking/jogging, dog walkers needs and improvements to Generation Park. De Bruyn and Park Avenues rights of way extend north to the top of the bluff. Focus should be put on preserving access to these rights of way with the future potential to create access down to the beach. There are various opportunities to extend or create walking routes through the City where there are undeveloped rights of ways. While not part of this project these opportunities need to be identified.

Recommendations:
- Identify key locations for pedestrian oriented elements to encourage walking including for example route length or amount of time a particular route might take.
- Identify key locations for garbage bin(s) for pet waste and benches for resting and viewing.
- The road ends at De Bruyn and Park Avenues are opportunities to locate benches for viewing.
- Additional walking routes could include a path along the DeBruyn Ave between Third and Fourth Street right of way, as it currently has a fence and gate across it, but is maintained by the City.
- Pedestrian oriented elements could be placed at these vacant ROW’s to encourage additional use and incorporate them into walking routes.

Generation Park:
Generation Park is located at the corner of Second Street and De Bruyn Avenue and is one of the few parks with playground equipment but it is under-utilized. With some additional amenities it could serve as more of a destination. While the park is maintained by the City and the Community Club it lacks a well-kept or landscaped appearance. It is a small park but space is available for additional features.

Recommendations:
- Include outdoor exercise equipment to make it a truly generational park.
- Create a landscape plan for the park that includes maintenance requirements, establishing a defined parking area, adding a trash bin and a potential fence upgrade.

Fairgrounds and the Arts and Recreation District: Camano Avenue is the main access route into the City for travelers coming from the south. The Fairgrounds, owned by the Port of South Whidbey, is
located on Cascade Avenue and is home to the annual agricultural Whidbey Island Fair and a year-round camp ground. The Fairgrounds offers rental space for private businesses and is an event venue for numerous activities that take place throughout the year. The Black Box Theatre in the Pole Building is home to OutCast Productions, a local theatre troupe. In 2017 the South Whidbey Middle School was repurposed as the South Whidbey Community Center. This is a wonderful facility that is home for many social, educational and recreational organizations and activities and is becoming a well-used community center. Whidbey Island Dance, the Children’s Theatre and the Whidbey Island Center for the Arts (WICA) are also located along Camano Ave, north of the Community Center. These facilities attract patrons from far and wide. As a true hub for theatre, dance, recreation and community this area has been designated at the Recreation and Arts District. Beginning in May 2018 Langley’s Friday Market will be moved from Second Street to the ‘bus barn’ located behind WICA.

The Island Church of Whidbey is located at the intersections of Cascade Avenue and Sixth Street and the City has an agreement with the Church to use the parking lot for visitor parking. There are two wooden parking signs located at the Church but they are unkempt and lack contrast between the background and text, making them difficult to read. There is no advance notice that visitors are permitted to park here.

There are several driver directional signs along Camano Avenue across from WICA that directs drivers to ‘Food’ ‘Tourist Activities’ ‘Lodging’ and Phil Simon Park via Camano Avenue. However, these signs are busy, repetitive, and lack a Langley feel. There are two signs for the Historical Museum and Information Center located on Sixth Street directing drivers down Anthes Avenue. This may not be the best location for visitors as they’ve already been directed down Camano Avenue.

One of the biggest concerns often expressed by business owners, residents and visitors is the perception of a parking deficiencies within the City. Part of this issue is the delay in which the information is delivered to drivers of where available parking exists.

Driver Directional Signage:  Recommendations:
- Update the two-wooden church parking lot signs look that clearly communicates the parking lot is available for visitors.
- To encourage ease of access from the parking lot to downtown a second crosswalk at the north end of the parking lot should be installed.
- The two directional signs on Camano Avenue should be reduced to one and include information about available parking at the Island Church, LUMC Church and Third St parking.

**Pedestrian Signage:**

**Recommendations:**
- Consider installing an artistic pedestrian kiosk to draw users to ‘new’ crosswalk. The sign could include a large orientation map located near the north side of the parking lot
- Consider how to draw visitors attending events at the Fairgrounds, Community Center, WICA or Island Dance into downtown Langley via the Cascade Walkway, for example, a centrally located pedestrian kiosk.

**Wharf Street/Marina:** This area includes the north half of Cascade Avenue to First Street and down Wharf Street to the marina. This area is a mix of single family residences and marine related uses that include Nichols Brothers Boat Building, the Boatyard Inn, launching point for Whidbey Island Kayaking, Phil Simon Park with picnic tables, and the Port of South Whidbey at Langley. The marina provides permanent and transient moorage, restroom and shower facilities, a boat ramp, and beach access. In the last two years the Seattle Clipper has been offering short tours (usually sold out) to Langley in the shoulder seasons. The marina is Langley’s other ‘front door’ with many visitors and residents arriving and departing from the marina. The Port has installed historical interpretive signage on the marina dock which is well received but there is nothing that welcomes visitors to Langley or provides information about getting to downtown.
There is a stacked sign located at the intersection of Wharf Street, First Street and Cascade Avenue that lists the businesses located at the bottom of Wharf Street. The location and orientation make it difficult to read and it lacks a uniform design. The walkway down Wharf Street to the marina is steep but accessible for many but not all. However, it lacks a wayfinding feature to draw people down the hill. Additionally, the signage at the bottom of Wharf Street that greets marine visitors to Langley is in poor repair and lacks a welcoming city feel.

**Recommendations:**
- Continue to pursue partnering with the Port to install an artistic arch or gateway sign similar to Clyde Alley.
- Replace the current blue metal ‘downtown’ sign at the bottom of Wharf Street with pedestrian orientated signage. This could include a pedestrian orientation map and complimentary directional signage.
- If the decision is made to replace the sign at the top of Wharf Street, a design plan should be made and criteria set for how to include individual businesses.

**Cascade Walkway:**
Cascade Avenue has gorgeous views of Saratoga Passage, Camano Island and the mainland. This walkway provides these great views and serves as a connection from downtown to the Island Church of Whidbey parking lot. Along Cascade Avenue also known as the Cascade Walkway are a series of environmental interpretative signs providing information about the Saratoga Passage marine ecosystem and identifies some of the Cascade Mountains. The bluffs adjacent to the walkway are well vegetated and are trimmed on an annual basis.

**Recommendations:**
- Increased trimming schedule, when possible, for blackberries and other vegetation along the Cascade Walkway slope to maintain the view of the water throughout the summer.
- Remove the double arrowed lodging sign at the intersection of Second Street and Cascade Avenue.

**Fairgrounds Road & Al Anderson Ave:** Langley’s drinking water wells are located west of the Community Center playing fields. This area contains wetlands and the headwaters of Brookhaven Creek. In the past there were walking trails, boardwalks and small bridges but these have not been maintained and walking here is a challenge.

**Pedestrian Usage:**
This area of town has a large residential population, trial access, parks, open space, quite neighborhood streets, and recreation facilities. Because of these services a priority on pedestrian mobility should be taken. Residents in this area are looking for easy connection to trails to access the rest of Langley or new places to walk.

- Rehab/replace the bridges and small trail system located along the wetlands at the Langley Well Site. The Parks and Open Space Commission need to prioritize these projects.
City-Wide:

Pedestrian Usage:
Langley’s small size makes it a very walkable community, despite the hills and lack of sidewalks. Many residents agree that this walkability is a valuable asset.

Recommendations:
- Identify and prioritize trails, trail heads and routes throughout the City to create a web of easy to find trails and paths. The Parks and Open Space Commission need to prioritize these projects.
- Focus on improving the network of trails, parks, open space, and connecting routes and promoting these assets that make Langley walkable.
- Create a pedestrian sign that can be installed along walking routes. The signs should be small as not to obstruct or clutter views. They should include a route name, symbol and length of route. This sign should be easily duplicated.
- Consider ways to promote Langley’s outdoor features including the beach accesses and parks. Incorporating parks, trails, paths, and interesting features at pedestrian orientation kiosk
locations. Encourage ideas like “Visit Langley’s eight downtown parks” to promote use of the parks and walking between.

- Improve clear and easy to use/find routes from desired parking lots (such as the Church lots) to the down town core or desired destinations. Use existing routes where possible.
- Install pedestrian orientated signs that direct users to routes. Signs should state length of route and have a symbol that can be easily identified.
- To encourage traffic calming consider installing a feature (potentially pavers, or paint at start of street) that indicates that drivers have entered a neighborhood street at Al Anderson Avenue and Edgecliff Drive.

Public Art:
The City has over 100 pieces of public art in its downtown. There are also many privately-owned pieces distributed around the City. Wayfinding can be used to encourage people to explore art installations scattered around the City outside of the downtown core.

Recommendations:
- Work with Langley Arts Commission, Chamber of Commerce and possibly Langley Main Street Association to identify areas outside of the downtown core to locate new public art works or other wayfinding features. A few example features may be a statue or art piece, interactive installments, telescopes, informational signs, sidewalk symbols.

Chamber of Commerce:
The Chamber of Commerce maintains a Langley Walking Map that are displayed on the three kiosks located in the downtown core. A brochure including the map is also available. These maps display the names and locations of businesses, parks, public services, etc.

Recommendations:
- Work with Chamber and others to create a new map that includes non-shopping activities such as parks, trails, art, etc. as well as the businesses.

NEXT STEPS:
The Needs Analysis has been reviewed by the Wayfinding Committee, Planning Advisory Board (PAB) and Council. Some of the recommendations contained in this document are beyond the scope of the wayfinding project but provide guidance for others, for example Parks and Open Space Commission to identify and prioritize areas and routes of interest.

The City seeks a qualified design & wayfinding consultant to complete the project. The selected consultant company will be responsible for working with the City to create signs that are uniquely Langley and include the City’s brand. The company should have a design background as well as wayfinding/planning experience to help choose sign locations in order to maximize sign usefulness without creating sign pollution.
Wayfinding: Needs Analysis Summary

- **ADD Walking Route Sign**
- **ADD Parking Sign**
- **ADD Crosswalk**
- **ADD Sidewalk Pedestrian Medallions/Pathfinder**
- **ADD Art Installment**
- **ADD Artistic Park Sign**
- **ADD Stairs & Parking Lot Improvements**
- **NEW & Welcoming Parking Sign**
- **Better Identify patron parking**
- **IMPROVE Landscaping**
- **ADD Exercise Equipment**
- **REPLACE Current Directional Sign**
- **REPLACE Wooden Parking Signs**
- **PRIMARY Driver Route**
- **SECONDARY Driver Route**
- **ADD Neighborhood Street Designator**
- **ADD Ped Orientation Kiosk**
- **CREATE Veg. Management Plan**
- **PROMOTE Ped Traffic**
- **ADD Ped Orientation Kiosk**
- **ADD Parking Sign**
- **REPLACE Sign**
- **REPLACE Wooden Parking Signs**
- **IMPROVE Marina Sign**
- **EXTEND Downtown Landscaping**
- **ADD Art Installment**
- **ADD Walking Route Sign**
- **REPLACE Directional Signage**
- **ADD Walking Route Sign**
- **ADD Ped Orientation Kiosk**
- **REPLACE Sign**
- **ADD Neighborhood Street Designator**
- **ADD Neighborhood Street Designator**
- **IMPROVE Walking Trails**
- **ADD Ped Orientation Kiosk**
- **ADD Parking Sign**
- **ADD Parking Sign**
- **ADD Neighborhood Street Designator**