CITY OF LANGLEY WAYFINDING STRATEGY DRAFT

February 15, 2017
I. Introduction

1. Summary
In December of last year (2016) the City of Langley started progress to develop a city-wide wayfinding strategy. This strategy was identified as one of the goals in the City’s 2016 draft comprehensive plan updates for the Parks and Open Space plan, and the Economic Development plan. The goal of this project is to support business, encourage tourism and help create a sense of place.

Project Steps
Survey current signage within Langley-Preliminary survey completed December 2016
This will be used to identify the strengths and weakness and create objectives for moving forward.

Draft a report of findings to present to stakeholders-First draft completed January 2017
This will include an action plan for moving forward.

Stakeholder meetings and draft revisions-started February 2017
This includes receiving input from commissions, boards, council and the public. This may also include creation of a committee to assist with revision. With the help of the stakeholder’s working on the action plan, sign design, number of signs needed and locations will be chosen.

Post an RFP
A bid package including construction documents, specifications, and installation details necessary for the signs.

Sign Installation
This will be the first set of signs installed with the current funding.

Funding
The City of Langley has received funding from Island County’s Regional Economic Development Council. A grant of $12,500. This will be used for sign design, creation and installation. The Wayfinding plan will otherwise be created in house.
It is the Cities goal to add and install additional signs as funds become available.
2. Background
The City of Langley is well known for its village by the sea appeal and brand. Over the years, the City has looked for ways to continue to promote this brand. The need for signage and wayfinding has been identified as one way to strengthen the City’s brand and appeal. Over the last several years there have been several small steps to create a more navigable city and promote business within the downtown core.

A. Langley Loop and Welcome Signs-2012
The addition of these signs was spearheaded by the Chamber with the goal of bringing drivers into and through Langley and off the HWY 525. The goal was to increase visitors stopping at business located along the ‘loop’.

B. 2nd Street Medallions-2014
The pedestrian oriented medallions were added during the redevelopment of 2nd street in 2014. They were designed by KPG engineers. They point pedestrians at shortcuts between 1st street and 2nd Street.

C. Langley Walking Maps-
Sponsored by Langley Chamber of Commerce and the Port of South Whidbey to promote businesses within the downtown core and along Wharf Street.

D. Additional Proposed Business Locators-2015
The idea was to have businesses and vendors whose name’s would appear on the signs to contribute to a sign fund. This would allow for previously ‘missed’ business to be located. Several exist currently at the Langley Village, the Wharf Street Kiosk and along Camano Ave.

However, these projects have not filled Langley’s growing need for a comprehensive wayfinding strategy. Current signage is absent, inefficient and/or lacks cohesiveness.
In preparation for updating the 2016 Comprehensive Plan a survey of city parks and open space was compiled. One of the concerns brought up was the lack of and inconstancy in the signage throughout the city.

“Existing City-owned parks and natural areas have few identification or wayfinding signs. These facilities, as a result, are not clearly perceived by residents as available for public use.”
(Draft POS pg15)

In response, the draft comp plan update included the goal of creating a cohesive signage system throughout the city.

“Develop a consistent signage and wayfinding system that can be used to guide individuals to parks, open space, and trails throughout the City.” (Draft POS 6.2)

The 2016 Economic Development Comprehensive draft update and the proposed Vision Goals both have elements which focus on creating a stronger downtown with a more pedestrian friendly landscape.
“Maintain the existing downtown area as Langley’s retail and civic center, and maintain its intimate, walkable, small-town atmosphere. Encourage a prosperous downtown by proactively addressing the downtown's planning and infrastructure issues.” (Economic Development goal 4) “The City of Langley encourages development that promotes livability, pedestrian orientation, and thoughtful design, while limiting stress factors such as noise and air pollution, and traffic congestion.” (Vision Goals, Community Design).

**Additional areas of concern include**
Encouraging visitors toward the shops located west of Anthes on First Street.
Locating and creating inviting access points to Seawall Park.
Linking to the marina and business located along Wharf Street.
Connecting drivers to parking lots.
Creating awareness of the growing number of art installations throughout Langley.
Promotion of the businesses on the “Langley Loop”.

**Outside the current projects scope:**
Improving signage from Highway 525 into Langley. As well as improving signage from the north end of the Island.

**2. Goals**
A. Encourage multi-modal transportation throughout the City.
B. Promote the City of Langley’s brand.
C. Create a lasting, cohesive, and easily implemented signage system.
II. Purpose of Wayfinding

1. What is Wayfinding?
Wayfinding is a process of problem solving, information delivery and orientation within a specific environment. A good wayfinding system equips residents and visitors with easy to read information allowing a logical, intuitive experience by which to explore a local area, its services and attractions. This process can be used to route pedestrians, bicyclist and vehicles through a given environment.

2. Benefits of Wayfinding
Creates opportunities for community engagement.
Fosters economic and commercial vitality.
Improves visitors experience and enjoyment of a location.
Facilitates ease of multi-modal transportation.
Promotes a sense of place.
Encourages exploration and understanding of a location.
Allows for a more efficient use of infrastructure.

3. Who is Involved: Stakeholders
For this project the stakeholders were identified by those

Public: As the main user of a wayfinding program their input will be greatly valued. We will be involving the public through public meeting and comment process in order to present project updates.

City: The City of Langley will be spearheading the wayfinding program efforts.

Business Owners: Since the downtown core is a targeted destination of a wayfinding program the business community’s voice is important. As well as the business that fall outside of the main downtown core.

The Design Review Board (DRB) is a volunteer body that is primarily responsible for reviewing site design, architectural design and landscaping for all public and private development applications except single family residences. All commercial and non-commercial signage is also subject to review. The board will be reviewing the draft strategy and giving input on sign design.

Langley Main Street Association (LMSA): Non-profit organization that focuses on economic revitalization and historic preservation in Langley. LMSA is committed to historic preservation, lessening the burden on city government, collaboration with like-minded entities and community education. The LMSA would be a beneficial partner in the design and implementation of a wayfinding program. Its main goal is to maintain the historic feel while encouraging economic growth in Langley’s downtown core. This matches with the goals of the proposed wayfinding program.

Chamber of Commerce: Not-for-profit, professional organization made up of business members located on Whidbey Island. In addition, the Langley Chamber of Commerce manages and staffs the Langley Visitor Center. They provide leadership, information, and support to local business, visitors, and the
community. Developing a wayfinding program would assist with guiding visitors to and through the City of Langley.

**Langley Arts Commission:** The art commission has identified 127 art installations throughout Langley. The wayfinding strategy should complement the proposed art walk the commission is in the process of designing. Combining art and signage location would also help promote a sense of place and Langley’s brand.

**Additional Stakeholders:** Parks and Open Space Committee, Seawall Park Ad Hoc Committee, Port of South Whidbey.
III. Opportunities & Constraints

1. Opportunities
A. Promotion of the ‘Brand’
   Signage can be used to create and promote Langley’s ‘Village by the Sea’. The current logo as it exists and is recognized should be incorporated into sign design. A majority of the current signage is the standard transportation/highway design (blue metal/white writing). Using color, design, materials etc. the City of Langley can promote the small seaside village feel throughout the city.

B. Create and complete clear routes for pedestrians and drivers beyond 1st and 2nd Street.
   Currently many routes in and through the city are incomplete or nonexistent/not signed. New signage could complete these routes for both drivers and pedestrians promoting access to business and shops as well as parks and points of interest.

C. Decrease/Increase traffic flows on particular streets.
   With complete routes signed this could improve traffic flows through the downtown core. Routes connecting to parking lots would allow drivers to become pedestrians sooner.

D. Shows a willingness to work with local business and local B&B renters.
   Complete routes through the city could allow for additional business promotion. This is also an opportunity to create routes they connect local lodging currently outside of the downtown core or on the outskirts to downtown and tourist attractions.

E. Improve park and trail connectivity throughout Langley.
   Using a consistent signage design as well as completing routes the City can better promote the use of its parks and trail systems. This includes promoting access to Seawall Park, Generation Park, Whale Bell, etc.

F. Broaden already existing signage systems.
   The City of Langley already has several signage systems in place including the banners on lampposts located throughout the city from 6th street to 1st street. As well as 2nd Street’s pedestrian directional signage in the sidewalks. These already in place signs should be included in a new wayfinding strategy.
   A preliminary inventory is shown on draft pages XX and will be built upon.

Implementing a cohesive wayfinding program throughout Langley will bring many benefits while addressing these goals. A wayfinding program encourages walking creating social and economic benefits. Many destinations, especially retail will benefit from passing traffic. More people walking and using the public domain can also increase perceptions of safety and increased surveillance with more eyes on the street.
2. **Constraints**  

A. **Budget**  
Currently we have $12,500 to spend on sign design, creation and installation. Costs per sign vary by size, material and design. This will limit the number of signs the city can install.

B. **Prioritizing the most important areas of focus.**  
The goal for additional signage would be to find the most efficient use of new signs to create better access through the city. Not all areas in need may receive signs for various reasons.

C. **Working with current signage already in place.**  
Many wayfinding signs already exist throughout Langley. A plan would need to incorporate the existing signs, replace them or mix of both. Over signage can be confusing, distracting and ruin good intentions.

D. **Design**  
The design of new signs will need to be complimentary to Langley’s charter, easy to use, and size appropriate.
IV. Current Wayfinding Within Langley

1. Current Sign Inventory: During past development projects the City of Langley has included additional wayfinding signage resulting in a piecemeal approach. This has left residents and business owners wanting a more cohesive design approach. All signs within city limits will be cataloged and mapped this will help with identifying current circulatory patterns, and areas of weakness in current wayfinding signage. (Section IX includes preliminary inventory)

2. Current Circulatory Patterns: How are users currently using the landscape to move through the city? Where do current signs direct vehicles and people? Where are people getting confused or lost? Identifying both intentional and unintentional circulatory patterns will allow for a more robust wayfinding signage plan. It’s also important to recognize how residents vs tourists circulate so signs can be placed in the most appropriate location.

A. Destinations
   Parking: Parking is available in several locations throughout the City including along 1st Street, 2nd Street, 3rd Street and several church parking lots.
   Businesses District: The majority of shops are located in the downtown core. This is one of the busiest areas in Langley
   Trails/Parks: There are many parks located throughout the City but are underutilized due to poor signage. Additionally many trails serve as connecters throughout the City joining parks, services, the downtown to the outer edges of the city limits.
   Art Installations: A growing number of art installations are located in Langley. The Arts Commission has documented 127 art installations and should be releasing an arts walk brochure in January 2017.
   Events: Many events are held in Langley in Churches, Performing arts center, art galleries etc.

B. Starting Points:
   Camano Ave/Cascade Ave: This is the main entrance into town from HWY 525 from the south. This route receives a lot of traffic from pedestrians, bicyclists, locals, visitors, deliveries etc.
   3rd Street: This is the main entrance into town from the North end of the island. This route receives a lot of traffic from pedestrians, bicyclists, locals, visitors, deliveries etc.
   Lodging: Several hotels/insns exist on the edge of the downtown core. There are also many B&B’s located throughout Langley that serve a large portion of overnight visitors.
   Neighborhoods: South of 3rd Street, West of Anthes and along Edgecliff Drive are located many neighborhoods. Residents in neighborhoods are looking for trails to use to get into Langley, access the beach and reach open parks.

C. Maps include:
   Sign locations by Levels: Identifying where informational vs directional signs are located. Their placement should be coordinated to complement one another for optimal flow of vehicles and pedestrians. (Section VII, Map 1 Current Wayfinding Inventory-by type)

   Circulation Analysis: This includes both vehicle and pedestrian directional signage. (Section VII, Maps 2 & 3 Current Circulatory Patterns Vehicle & Pedestrian)
Trip analysis: Who are we trying to move and where are they starting from? Locals, overnight and day tourist each have a different location the start from. An inventory of hotel and B&B accommodations within city limits. *(Section VII, Map 5 Tourist Accommodations)*

Destination Analysis: Where our, we trying to get people? An inventory of shops, parks, local and civic destinations. This map also includes available parking in Langley. *(Section VII Map 4 Points of Interest in Langley)*

3. Identifying Type of Signage
Signage should be divided into different levels of purpose in order to best influence/organize the flow of vehicles and pedestrians thru the City and to specific destinations.

**Level One-Vehicle Direction:** The goal of these signs is to welcome drivers into Langley and get drivers parked. These signs contain limited amounts of information so as not to confuse drivers. The vehicular system focuses on first-time users and tourists. These signs should be located at key decision making intersections, and along exterior routes. Once the drivers have reached a parking area, the pedestrian system takes over.

**Level Two-Pedestrian Direction:** The pedestrian system takes over once the driver is parked. It includes specific destinations that are within walking distance. These signs should be located to reinforce predetermined routes so pedestrians never feel lost or unsafe. The pedestrian network should concentrate on streets that provide the type of activities that attract visitors and encourage people to go to underutilized locations. The pedestrian system includes directional signs, interpretive signs, and trail markers.

**Level Three-Pedestrian Identification:** These signs are located at the entrance or exit of a particular location often a park, building, alley or trail. These would be located at major city attractions (Seawall Park, Whale Bell, etc.) and included in traffic circulatory paths.

**Level Four-Pedestrian Informational:** These signs seek to provide more information to users about what they are seeing. Interpretive signage is designed to bring attention to the city’s historic places and sites of interest. Many of these already exist throughout the City of Langley.

**Cyclists:** Cyclists routes move in-between vehicle and pedestrian routes and signage systems. Cyclist directions would be included on the appropriate directional and identification signs. Additional cyclist only signs/routes can be included as needed.

4. Identifying Users
**Day Users:** Day users are mostly drivers. The main focus would be from 3rd Street to direct them toward a parking lot. And from Camano/Cascade Ave to a parking lot. Once parked a pedestrian wayfinding system would bring them towards shops, parks, food and points of interest. For example, drivers entering from the south along Camano Ave could be directed to the Langley Christian Methodist Alliance Church parking. They could then be encouraged to cross the street and stroll along the east side of Cascade Ave into downtown Langley.
Overnight Vacationers: Overnight vacationers or B&B guests should be encouraged to park and leave their vehicles at their accommodations. This group of users should be able be channeled into a pedestrian wayfinding system to guide them from their hotels and B&B’s into downtown Langley. For example, many B&B’s are located out past Anthes along 6th and further. Anthes could then be used as a corridor to connect pedestrians from their rooms to the downtown pedestrian wayfinding.

Locals: Most locals already know their way around Langley and are not relying on driving or pedestrian wayfinding signage. However, locals will need access to services which includes parking. Directing visitor parking can help alleviate some of this congestion. Local business owners would like access to their shops promoted. Residents also are looking for continual access to trails and parks. Signage could help with this lost connection.

Cyclists: Cyclists needs are similar to drivers as they will need a route into town and through the city. These routes should also include bike parking at appropriate locations. Signs would need to exist to move cyclist in between vehicle and pedestrian routes. Ultimately cyclist routes should move smoothly through the City without the need for major signage.

Other:
Figure 1: The User Continuum is the process in which a wayfinding strategy is used from start to finish. Kevin Fromet-Design with Direction.
5. Current Municipal Signage Codes
Chapter 18.35
Sign Code-Private Property

Chapter 15.01
General Provisions - Works in Public Right of Way

6. Definitions
Consistency: Maintain design constraints throughout the sign system. Ensure that messages are consistent with each other and reinforce each other from vehicular to pedestrian systems. Coordinate signage information with information distributed in city brochures and maps.

Directional Signage: “Directional signs constitute the circulatory system of a wayfinding program because they provide the necessary cues that users need to keep on the move once they have entered a space” (Gibson, The Wayfinding Handbook)

Identification Signage: “These signs are visual markers that display the name and function of a place or space, whether it is a room, an individual building or gateway...indicate entrances and exits to primary and secondary destinations” (Gibson, The Wayfinding Handbook)

Informational Signage: These signs provide additional background information about a particular building, artwork, landmark or points of interest.
1. Map Analysis and Sign Analysis

**Map 1: Current Wayfinding Inventory by Type**
- Currently most wayfinding signage exists in the Downtown Core, Along Camano and Cascade Avenue, along DeBuryan between 3rd Street and 2nd Street and Anthes between 3rd Street and 2nd Street. An additional cluster of driving signs exists on DeBuryan Ave.

- While there is a diversity of signage the main emphasis seems to be on directing drivers from Camano/Cascade Ave toward 1st Street and in from 3rd Street down DeBuryan Ave to 1st Street.

- Pedestrian wayfinding signs exist mainly in the core of downtown along 2nd Street and connectors to 1st Street.

- Three orientation signs are located within the downtown core. These signs serve as a business locator for shops on 1st Street, 2nd Street and along Wharf Street.

- Business and event signage is mostly left up to individual businesses to post on their own. Some signage exists at Wharf and the Langley Village on 2nd Street to indicate multiple businesses and attractions.

**Map 2: Current Vehicle Circulatory Patterns**
- Two main vehicle entry points appear to be 3rd Street and Anthes from the west and Camano/Cascade Avenue from the south/Clinton.

- Both of these routes direct traffic to 1st Street. This would leave the impression that parking and activities as well as pedestrian wayfinding is all at 1st Street.

- In the block between 2nd and 3rd Street on Anthes, 6 parking directional signs are posted. These signs point different directions, are of different styles, and difficult to see. There is a disconnect in these signs to the public parking lot at 3rd street.

- Additional parking directional signage exists prior to 2nd Street. A large lot with poor but visible signage exists at Cascade & 6th Ave at Langley Christian Methodist Alliance Church.

- The Langley Loop matches the directional signage already in place encouraging driving down Camano to Cascade, down 1st or 2nd Street then down DeBuryan and out of town on 3rd Street. While this route passes many great local business, it lacks connection with parking and pedestrian wayfinding to encourage drivers to stop.
Map 3: Current Pedestrian Circulatory Patterns

- The 2nd Street redevelopment project included placing medallions in the sidewalk to guide pedestrians from 2nd Street to 1st and 3rd. Pedestrian directional signage does not exist beyond this area. There is a missed opportunity to direct pedestrians into and out of the downtown core.

- Informational signage does exist along the perimeter of downtown as well as many points of interest.

- At the outside of these designated routes are located three orientation signs. These are located at Frick Lane on 1st and Frick Lane on 2nd and a third one located on 2nd Street in front of City Hall.

- There are four parks listed on the walking maps. No trails, art or additional points of interest are found on these maps. These signs focus more on businesses promotion then walking or moving though Langley.

Map 4: Current Tourist Accommodations within Langley

- While larger hotels such as The Inn at Langley, Saratoga Inn and the Boatyard Inn are all located within the downtown, many homebased B&B’s exists within Langley.

- Many of these are located just outside the downtown core yet do not link to any pedestrian wayfinding signage. These are the starting point for many pedestrians trying to access businesses within Langley.

- 3rd Street to Anthes appears to be a connector to downtown Langley.

This inventory highlighted several additional areas of concern/weakness with the current wayfinding system. These areas of weakness are broken down into three categories and should be addressed within the new wayfinding system.

1. Pedestrian wayfinding cues beyond First and Second street. Currently pedestrian signage focuses on moving peds between First and Second Street. While these streets are part of the downtown core and contain the majority of the cities businesses; lodging and additional services exist beyond these two streets. There is a lack of focus on bringing pedestrians from beyond Second Street into the downtown core or encouraging them past the downtown core.

2. Connectivity between the different levels of signage. An effective wayfinding system should encourage users to move from driving to, walking, to using services. Due to a lack of balance innumber of signs and designated routes Langley’s wayfinding signage does not offer that process.

3. Balance and Branding. Much of the current signage throughout Langley does little to create a sense of place. The current signage also lacks audience balance. As a small City there are currently at least 15 signs aimed at moving drivers throughout the City compared to the 7 pedestrian signs located just on First and Second street.
V. Action Plan

Purpose
The goal for the Langley Wayfinding Sign project is to develop a comprehensive wayfinding signage system for the City that will be installed following a phased implementation plan. The project objectives are to:

- Highlight key attractions
- Enhance the user’s experience
- Improve mobility, particular for walking and bicycling
- Reinforce links
- Reduce visual clutter and increase consistency of City signage;
- Integrate a range of navigation Tools
- Reinforce community identity
- Enhance urban design
- Develop a system that can be implemented.

Additional objectives may be identified through the consultation process. As noted above signage will be implemented in phases over time as resources come available.

Stakeholders
Stakeholder and citizen input is key for establishing a successful wayfinding program. These stakeholders include:

- City Council: The City Council is responsible for approving and together with key partners, implementing the Wayfinding plan.
- Planning Advisory Board (PAB): Will assist to confirm the draft Action Plan prior to Council’s review. This report will be presented at the February 1st, 2017 meeting.
- Design Review Board (DRB): Will assist with the review of the draft document at a rescheduled February 23rd meeting. Input on design will also be sought from the DRB.
- Langley Main Street Association: Their involvement is desired as they promote many activities throughout the year that would benefit directly from improving the current wayfinding system in Langley. They will help to focus each action area and contribute to creating and prioritizing goals.
- Langley Chamber of Commerce: Their input in how to support Langley’s business community through a wayfinding system will be key in developing and prioritizing key goals.
- Individual business owners/operators: Businesses that are located outside of the central core want to ensure that visitors know where they are located.
- City Commissions: The Arts, Parks and Open Space and Historic Preservation Commissions all have special interest in wayfinding within and around the city due to their areas of interest and the location of these features around the city.
- The Port of South Whidbey Island: would also benefit from a wayfinding program. This includes the promoting access to the Marina and the fairgrounds.
- The public: As one of the user groups for a wayfinding system they will help determine scope of needs, assist with design and sign location.
• An additional Committee may be created to: Define the scope of each chosen action area, as well as prioritizing goals. They will also provide support throughout the process. They will help to refine this report, establish routes to sign and participate with sign design. They will also assist with creating an RFP for production and installation of signs.

Stakeholders will play key roles throughout the process and engagement will include public meetings, online engagement, and at least one community mapping exercise.

**Phase I - Planning**

a. **Inventory:**
   Complete an inventory of the signage that currently exists and where it is located. And also to complete a thorough critique; what works, what doesn’t work and why? What’s missing? Much of the current signage throughout Langley does little to create a sense of place. The current signage also lacks audience balance. Identify undersigned and over signed locations. For example, there are currently at least 15 signs aimed at moving drivers throughout the City compared to the 7 pedestrian signs located on First and Second street. A preliminary inventory of signs has been prepared but it needs to be built upon and broken down into one of the four categories: identification, directional, regulatory, and orientation

b. **Destinations**
   Key designations, landmarks and districts also need to be identified. What areas or attractions are folks missing? Which locations are visitors and residents’ favorites? By identifying the points of interest in the City and prioritizing them routes can be designed for pedestrians, vehicles, and cyclists. Sites and parks that are underutilized should also be considered and included in order to increase the rate of visitors. Are there sites that are obvious ‘gateways’ for example, Whale Bell Park as a gateway to Seawall Park?

c. **Routes/connectors**
   How do people currently maneuver through the city from place to place? Are there routes only known to residents? By choosing destinations and sign locations routes for vehicles, cyclists and pedestrians can be identified. These routes can be highlighted to increase visitors and users to specific destinations.

d. **Scale/Audience**
   Who are we trying to move? Vehicles, cyclists and pedestrians all travel through the City in different patterns, routes at different scales. The needs of each user need to be identified and matched to the destinations and connecting infrastructure. Connectivity between the different levels of signage. An effective wayfinding system should encourage users to move from driving to, walking, to using services. Due to a lack of balance in number of signs and designated routes Langley’s wayfinding signage does not offer that process.

e. **Existing Infrastructure**
   What infrastructure, for example, sidewalks, trails, crosswalks, parking lots, parks etc. currently exist that forms the backbone of and can be utilized in creating a final wayfinding system plan. This infrastructure serves as connectors between chosen destinations.
f. Priorities The previously identified destinations and landmarks need to be prioritized. And the type of signage identified. Key routes and connectors also need to be prioritized. The program will be implemented over time.

Phase II - Design

The city has an existing logo that is well used and recognized. The logo will therefore form the basis of the design. Additional design characteristics and general guidelines need to be determined and include such things as materials, size, layout, lighting, graphic design, based on the sign type for each of the four categories: identification, directional, regulatory, and orientation. Signs will need to be designed with the following considerations: cost effectiveness; easy to replicate; information can be changeable for easy updating; straightforward, industry standard fabrication techniques; shared components across multiple sign types; standard, readily available materials and parts, and smart phasing for maximum economic impact and production run.

The Arts Commission will assist to guide this part of the process and local area artists will be invited to assist with the design through a RFP process. Establishing a set of guidelines will result in a more cohesive feel throughout the city.

Phase III - Implementation

A RFP process will be used to select a sign manufacturer/ builder. The signs will be built and installed based upon the sign design criteria established through the process and the priority list established in Phase I. Implementation will occur over multiple years and it will be necessary to assign a budget on an annual basis. Budgeting should also consider sign maintenance.
Example Cities

Duvall, WA
Area: 2.39 mi²  Population: 7,464

About their plan

In 2008 Duvall received a $23,578 Wayfinding/Tourism Grant from King County. Duvall also budget $100,000 to spend from 2009-2014 on park gateway signage, kiosk booths and directional signage.

In 2009 Main Street was redeveloped and included placemaking art and blue wayfinding signage. In 2010 they won multiple awards for this redevelopment project including the 2010 Washington State Smart Communities Award.

The 2015 Transportation element of Comprehensive Plan lays out four goals that look to improve the current signage. This includes multi-modal signage, additional park signage and signs for historic locations in Old Downtown.
About their Plan

Implementing a signage system was included in the 2005 Waterfront Redevelopment, Branding and Marketing plan.

Signs were designed by the Destination Development team and cost between $400 and $500 per sign, including mounting hardware. All signs would be utility pole mounted, saving time in permitting, and cutting the program costs by half of that required for free-standing signs.

The $35,000 budget allowed for the fabrication of approximately 70 signs, about 47 providing visitor related signs and 23 providing community service signage.
VII. Design Ideas
VIII. Maps
Map 1: Current Wayfinding Inventory—By Type

- Directional Driving
- Parking Signage
- Pedestrian
- Business
- Orientation
- Informational
Map 2: Current Vehicle Circulatory Patterns

Langley Loop

*Arrows indicate arrows on signs

Current Directional Signage

Parking Directional
Map 4: Points of Interest in Langley

- Art Installations
- Parks
- Parking
- Historic Sites
- Central Business District
Map 5: Tourist Accommodations Within Langley

- **Lodging w/10+ occupancy**
- **Lodging w/4-9 occupancy**
- **Lodging w<4 occupancy**

Located on this street
Map 3: Current Pedestrian Circulatory Patterns

Information Signs
Pedestrian Directional Orientation
Unmarked Pedestrian Paths
### IX. Current Sign Inventory

<table>
<thead>
<tr>
<th>ID</th>
<th>Location</th>
<th>User</th>
<th>Description</th>
<th>Picture</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Langley Rd/Sand Point Rd</td>
<td>Driver</td>
<td>Langley Welcome Sign-Identification</td>
<td><img src="image1.png" alt="Picture" /></td>
</tr>
<tr>
<td>2</td>
<td>Langley Rd</td>
<td>Driver</td>
<td>Noble Creek Transit Center-Parking</td>
<td><img src="image2.png" alt="Picture" /></td>
</tr>
<tr>
<td>3</td>
<td>Camano Ave/Manchester Way</td>
<td>Locals</td>
<td>Business Park</td>
<td><img src="image3.png" alt="Picture" /></td>
</tr>
<tr>
<td>4</td>
<td>Camano Ave/Manchester Way</td>
<td>Locals</td>
<td>Identification/Business</td>
<td><img src="image4.png" alt="Picture" /></td>
</tr>
<tr>
<td>5</td>
<td>Camano Ave</td>
<td>Driver</td>
<td>Tourist Activities-Directions</td>
<td><img src="image5.png" alt="Picture" /></td>
</tr>
<tr>
<td>6</td>
<td>Camano Ave</td>
<td>Driver</td>
<td>Direction</td>
<td><img src="image6.png" alt="Picture" /></td>
</tr>
<tr>
<td>7</td>
<td>Camano Ave</td>
<td>Driver</td>
<td>Tourist Activities-Directions</td>
<td><img src="image7.png" alt="Picture" /></td>
</tr>
<tr>
<td>8</td>
<td>Camano Ave (also located throughout the downtown core)</td>
<td>Driver</td>
<td>Tourist Activities-Identification</td>
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