

Fwd: Directional Signage in 30 days

Phyllis Hackett

Sent: Thursday, April 18, 2013 6:27 AM**To:** Mim McConnell; Sara Peterson

I think this is a good idea and would be very useful. Sitka has been trying to get signage right for the past 20 years +. I don't get it.

People need directions of we want them to get places, especially downtown. (I always head to "center" when I travel.). We should probably have an "i" booth of some sort as well. It's a good practice to follow traveler standards, they are pretty international.

Can we put this discussion on the agenda. Time is running out. It doesn't negate what the T comm is doing. It will be grander when it does get done.

Thanks

Phyllis

Begin forwarded message:

From: Mary L Stephenson <marystep@iserv.net>**Date:** April 17, 2013, 10:29:22 PM AKDT**To:** "TC Stein, John C." <john.c.stein@gmail.com>, "DPW Brandon, Lynne" <parks@cityofsitka.com>, DPW Baugher Gary <garyb@cityofsitka.com>, City of Sitka DPW Michael Harmon <michael@cityofsitka.com>**Cc:** TC City of Sitka Peter Esquiro <assemblyesquiro@cityofsitka.com>, TC City of Sitka Phyllis Hackett <assemblyhackett@cityofsitka.com>, "TC Conine, Bruce" <conine@gci.net>, "TC Poulson, Rebecca" <rebecca_poulson@hotmail.com>, Sitka ChamberCommerce Jennifer Robinson <jen@sitkachamber.com>, Sitka CVB Tonia Rioux <director@sitka.org>**Subject:** Directional Signage in 30 days**Reply-To:** Mary L Stephenson <marystep@iserv.net>

Hello Everyone...

I watched the televised SEDA program on TV tonight and heard John's comments regarding "simple" directional signage in place for first ship due in May 9th... I agree with John. The 'quick and simple' directional signs are meant to provide direction and when labeled "temporary with an expiration date of 1 year", certainly the City via the Tourism Commission can implement a simple directional sign in the next 30 days.

If you recall last spring, I obtained a quote from FedEx Kinko, Anchorage for signs and presented the idea to the Tourism Commission. Each custom-made aluminum sign was less than \$20 each. With the local talents of the Poulson and/or the Harry's Specialties Services, or the DPW internal system, signs can be professionally designed and manufactured locally.

Knowing the word here is “temporary”, by using the existing DPW street posts used for other types of directional signs: STOP, Indian River, 35 Speed Limit - for example, and simply attach the directional signs to said post. Once Tourism Commission is ready with its branding solutions and style guides, the temporary signs can be removed.

Any restrictions by DPW ‘why the post can’t be used’ should be waived for the term of 1-year and let it be know this was a one-time occurrence not to be offered to other agencies without given permission. ***Again, thinking outside the box to get this 30-day solution accomplished.***

- 1) The O’Connell Bridge B Dock will be used this summer – signage around the area to get people to/from it is priority.
- 2) Crescent Harbor C Dock as well.
- 3) Barracks and American Streets up to Seward and Upper Tier for historical attractions
- 4) Jeff Davis, Indian River and Sawmill Creek – guiding people to Raptor Center
- 5) lending confidence that walking down Lincoln will bring people to the National Park (now under Seawalk construction)

In summary, dust off the Proposed Directional Sign list and see what are the priorities with a budget of \$1,000 to 5,000.

Mary Stephenson