



City and Borough of Sitka

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Date: 5/8/2013

To: Mayor Mim McConnell and Assembly Members
Jay Sweeney, Acting Municipal Administrator

From: Michael Harmon, Public Works Director *mt*
Gary Baugher, Maintenance and Operations Superintendent *gab*
Lynne McGowan, Parks and Recreation Manager

Subject: Temporary Wayfinding Signage

Background

The Tourism Commission, volunteers, staff and the Sitka Convention and Visitors Bureau have been working on a visitor's Wayfinding and Directional Signage project for downtown but signs will not be ready for this season. The construction project at Crescent Harbor and Centennial Building has removed what little signage was in place creating additional navigation challenges for visitors this summer. To reduce visitor confusion and improve their experience while in Sitka, 27 temporary signs are being proposed at 16 critical points around downtown.

The Tourism Commission voted unanimously to support some manner of wayfinding for the summer of 2013 at their April 22, 2013 meeting.

Analysis

Sixteen key sites have been preliminarily identified as well as directional content for signs at these sites. Signs will be mounted on existing non-regulatory sign posts, existing wayfinding poles and also temporary sign posts will also be installed. Signs will be removed at the end of the season.

The sign order will include 27 one-sided, 18" x 24" dibond signs. Two signs on one post will be required at most sites due to the two-way direction of waking traffic. The dibond signs consist of two sheets of aluminum permanently bonded to both sides of high density plastic core, sandwiching the plastic sign panel in between. They are affordable signs which will be durable enough to last two seasons, if necessary.

The draft list of signs and the text is attached as well as a map showing locations. Graphics have yet to be selected but several preliminary options have been designed. Two 24" x 36" maps will also be ordered, one for Lake and Lincoln and one for the Centennial Building.

The Tourism Commission will finalize the locations, sign text and design for the signs once Assembly approval has been received. The turnaround time for production should be about two weeks.

Fiscal Note

There were two quotes solicited for the dibond signage. The signage cost should not exceed a total cost of \$2500 for the production and installation of the signs. Harry's Custom Service provided the lowest quote for production of the signs. Installation will be done in-house.

Recommendation

Approve funding for the production and installation of the temporary wayfinding/directional signage.

Attachments:

- Draft sign list
- Map of locations

	Location	Message Sign One	Message Sign Two
1	O'Connell Bridge	O'CONNELL BRIDGE - DOCK A	
2	O'Connell Bridge	Castle Hill - right Centennial Visitor Center – right Visitor Attractions - right	
3	O'Connell Bridge	Downtown Shopping - left Russian Cathedral - left	
4	Harbor Way - Harbor Drive	Visitor Center – left Visitor Attractions – left Crescent Harbor – Dock A - left Airport - right	O'Connell Bridge Dock B – right Castle Hill - right Downtown Shopping - right
5	Harbor Way - Lincoln	Downtown Shopping - right Russian Cathedral - right	O'Connell Bridge Dock B – left
6	Harbor Drive – Maksoutoff	Cent. Visitor Center - ahead Crescent Harbor – Dock A - ahead Downtown Shopping - left St. Michael's Russian Cathedral - left	O'Connell Bridge Dock B – ahead Castle Hill - ahead
7	Katlina/Lincoln	City Harbors - ahead Community House – ahead Downtown Shopping - right St. Michael's Russian Cathedral - right	
8	Maksoutoff/Lincoln	Visitor Attractions Ahead <ul style="list-style-type: none"> • Sitka National Historic Park • Russian Bishop's House • Sitka Sound Aquarium • Sheldon Jackson Museum • Raptor Center 	Centennial Visitor Center – right Crescent Harbor – Dock A - right
9	Brenner's Alley	O'Connell Bridge - DOCK A Castle Hill - ahead	
10	Cent Bldg Promenade/Harbor Drive –	Centennial Visitor Center/Harrigan Museum – Right Downtown Shopping/Visitor	O'Connell Bridge Dock B – ahead Downtown Shopping – ahead

		Attractions – Ahead Crescent Dock A - right	Castle Hill – ahead Russian Cathedral - ahead
11	Centennial Hall - ahead	Map 1 with HARRIGAN CENTENNIAL VISITOR CENTER DOCK A SIGN	Downtown Shopping - ahead Russian Cathedral - ahead Visitor Attractions - right
12	Lake – Lincoln – Up high visitor information icon Refresh or Horan Building	Map 2 on Pump Station at Lake/Lincoln Downtown/Russian Cathedral - left Visitor Attractions – Right <ul style="list-style-type: none"> • Sitka National Historic Park • Russian Bishop's House • Sitka Sound Aquarium • Sheldon Jackson Museum • Raptor Center 	Harrigan Centennial Visitor Center O'Connell DOCK B Crescent DOCK A
13	Crescent Parking lot entrance and Lincoln Street	Crescent DOCK A- left Centennial Hall Visitor Center – left Downtown shopping - left	Visitor Attractions Ahead <ul style="list-style-type: none"> • Sitka National Historic Park • Russian Bishop's House • Sitka Sound Aquarium • Sheldon Jackson Museum • Raptor Center Crescent DOCK A- right Centennial Hall Visitor Center – right

14	Crescent and Jeff Davis	Visitor Attractions Ahead <ul style="list-style-type: none"> • Sitka National Historic Park • Sitka Sound Aquarium • Sheldon Jackson Museum Raptor Center – Left or via Sitka National Historic Park	Downtown Russian Bishop's House DOCKS Raptor Center right
15	Sawmill and Jeff Davis	Raptor Center - right	Downtown ahead
16	College drive	Sheldon Jackson Museum left SSSC and SNHP ahead	Downtown ahead Russian Bishop's House - ahead Docks A & B ahead

