

Wayfinding Signage Project

MEMORANDUM

To: Mayor Hunter and Members of the Assembly
Mark Gorman, Municipal Administrator

From: Michael Harmon, P.E., Public Works Director
Dan Tadic, P.E., Municipal Engineer *DT*
Kelli Cropper, MPM, Project Manager *KC*

Reviewed: Tori Fleming, Contract Coordinator
Jay Sweeney, Chief Finance and Administrative Officer

Date: December 5, 2016

Subject: Wayfinding Signage CPET Funding - Budget Appropriation

Background:

Wayfinding signage was identified as one of the key projects in the 2010 Sitka Passenger Fee Fund Implementation Plan. On June 25, 2013 the Assembly approved a request from the Tourism Commission and Destination Sitka Working Group to move the Wayfinding Signage Project forward by funding the project utilizing Commercial Passenger Excise Tax proceeds. The Sitka Convention & Visitors Bureau (SCVB) was tasked to manage the project at that time.

Great Destinations Strategies (GDS) was hired by the SCVB in 2014 to develop wayfinding signage design in conjunction with overall branding for Sitka. The Sitka Chamber of Commerce took over project management responsibility in Fall 2015 and worked with GDS to complete the design intent drawings and general specifications in late 2016.

Analysis:

The wayfinding signage design intent and general specifications are complete and the project management has shifted to Public Works to oversee the fabrication and installation of the signage. The project is anticipated to be completed in 2017.

Fiscal Note:

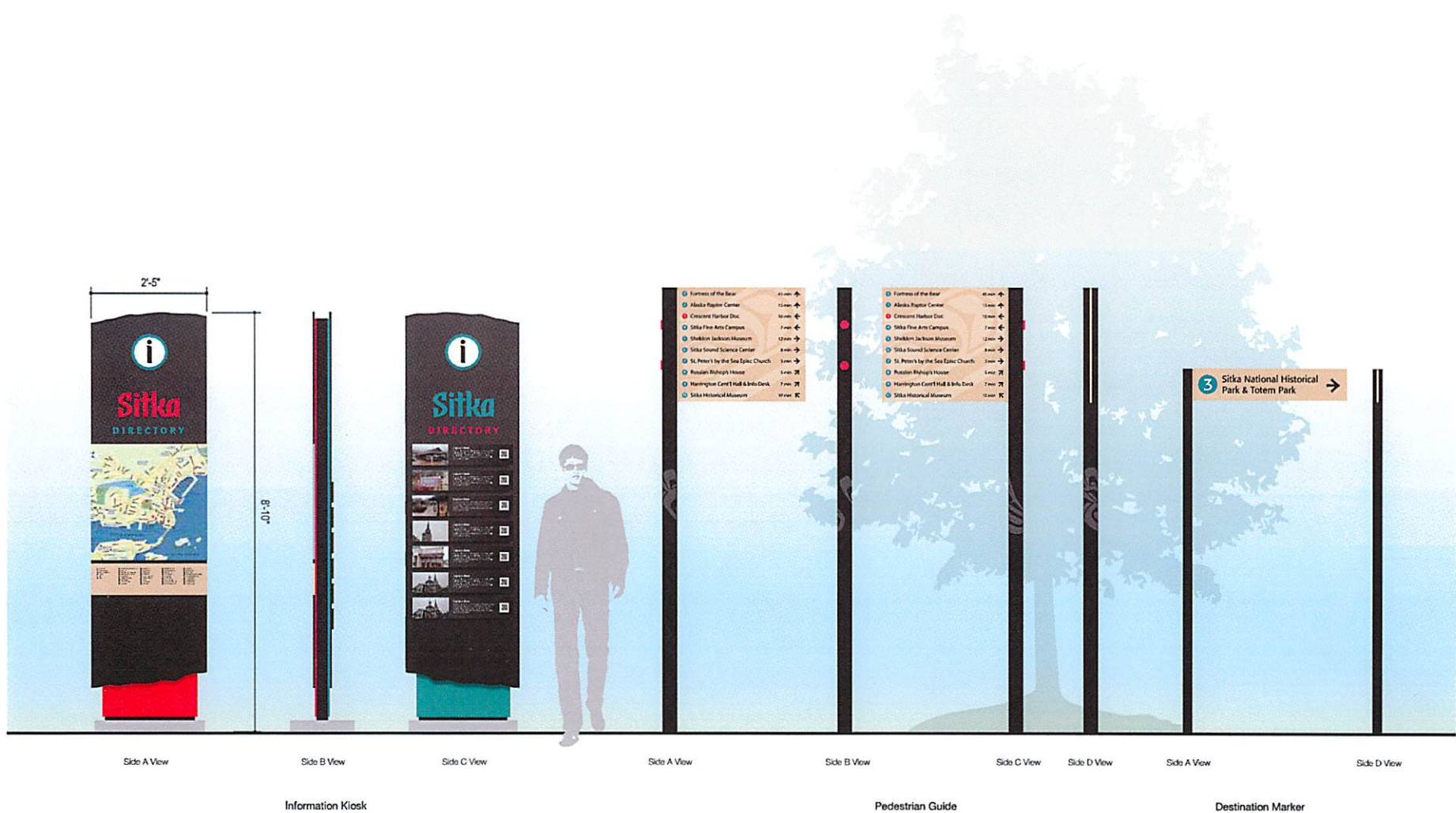
As a result of prior Assembly direction, fund balance and corresponding working capital in the amount of \$300,000 has been assigned within Fund 194, the Commercial Passenger Excise Tax Fund, for the purpose of designing and constructing wayfaring signage.

Although fund balance in Fund 194 was restricted through the prior assignment, Assembly action is still required to appropriate the assigned fund balance for expenditure. As with all appropriations, a supplemental budget ordinance is required.

Finally, as the full amount of the assigned fund balance was not required for the intended purpose, concurrence from the Assembly is requested to unassign the remaining \$17,700 in Fund 194 and return it to the unassigned, undesignated fund balance, available for other appropriations.

Recommendation:

Approve an appropriation in Fund 194, Commercial Passenger Excise Tax Fund, transferring \$282,300 to Fund 700, General capital projects Fund, for the purpose of designing and constructing Wayfaring signs. Approve \$282,300 in Fund 700, General Capital projects Fund, to construct and install wayfaring signs. Finally, unassign \$17,700 in Fund 194 and return it to the unassigned, undesignated fund balance, available for other appropriations.



Side A View

Side B View

Side C View

Side A View

Side B View

Side C View

Side D View

Side A View

Side D View

Information Kiosk

Pedestrian Guide

Destination Marker



Placemaking

This is the process of creating attractive streetscapes, gateways, squares, precincts, parks, public art, and trails that will attract people because they are pleasurable, enticing or interesting. The brand planning process revealed several areas in which the attractiveness of Sitka can be improved for both residents and visitors. These include:

- Support the introduction of more public art in Sitka, particularly where it supports the themes of the brand.
- Encourage the development of a compact pedestrian precinct that can function as a gathering place. This should feature restaurants with outdoor seating, coffee shops, specialty retail and entertainment that will be a gathering place for residents and generate a sense of night activity.

Pedestrian Signage and Wayfinding: Signage systems serve vital roles. They inform, guide, and motivate travelers. They are also important in shaping the identity of a place through their style, design, colors, lettering, content and placement. Good signage can contribute significantly toward the satisfaction of visitors. The current wayfinding program will contribute significantly to the presentation of Sitka. Signs play an important role in encouraging people to spend money by effectively guiding them to desired locations.

Interpretation: This practice is aimed at explaining to visitors the significance of an object, a culture or a place – thereby possibly creating an attraction. Three objectives of interpretation are to enhance visitor experiences, to improve visitor knowledge or understanding, and to assist in the protection or conservation of places or cultural resources. It is most commonly used to refer to activities such as guided tours or walks and educational presentations, and to signs, mobile apps, guidebooks and brochures. Interpretation is very common in historic sites, museums, galleries, zoos, and natural areas of significance, as well as in telling the stories of communities. At its best it involves talented storytelling and content that visitors will find memorable, stimulating and worth telling to others.

Encourage thematic interpretation throughout the region, especially for sites of significant natural flora and fauna, settlement and fishing heritage. The signage and information systems used should be uniform throughout the region.