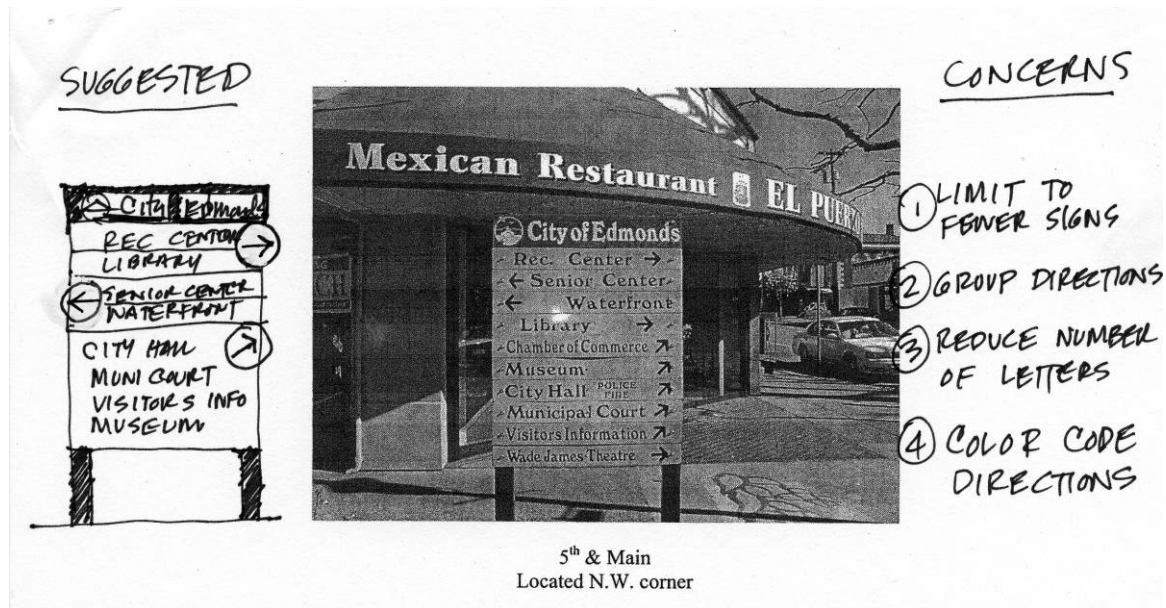


Appendix D - Way-finding Sign Program

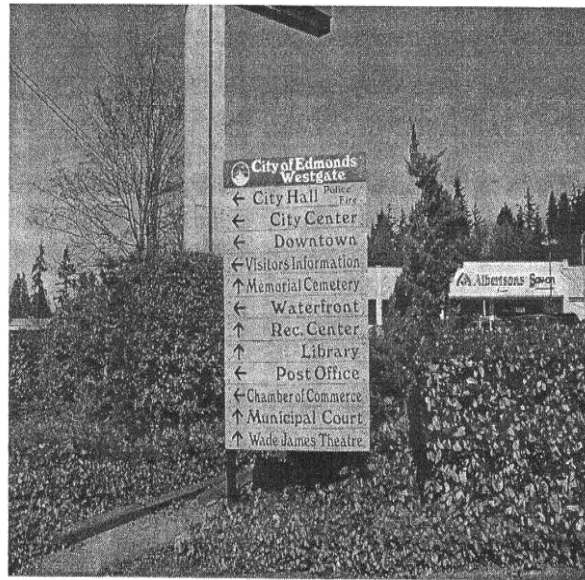
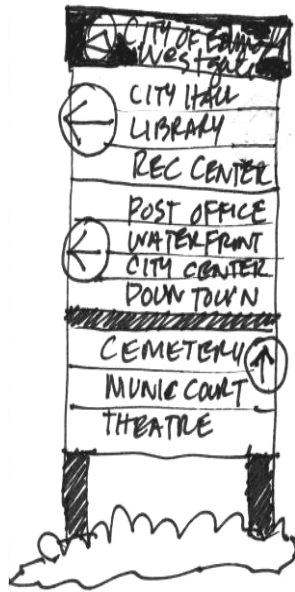
The purpose of this section of the report is to summarize a limited review of the existing directional and orientation signs located on public streets in Edmonds and provide suggestions for a new design standard for informational way-finding signs that is accessible for both pedestrians and vehicular traffic.



The series of photographic views in this Appendix reflects the range of existing conditions for the signs maintained by City of Edmonds. There are handwritten notes on the photos that include observations and suggestions on how to make the overall sign program more effective for drivers, pedestrians, visitors and residents. There is also a preliminary concept sketch elevation of how the City might respond to the comments to change a particular sign over time with regular maintenance. This approach would not require a major capital improvement investment.

An example of the format used is shown above on this page for 5th & Main Street sign location in the downtown area. The range of suggestions and observations for all suggested sign upgrades falls into several categories as follows:

- Effectiveness of signs for drivers responses (location, text size, number of signs)
- Readability for pedestrians (distance, size, location)
- Safety concerns for visibility at intersections and driveways (clear zones)
- Unified format and image
- Consolidation to simplify and reduce the number of images on the sign face
- Need to update the overall image of Edmonds to enhance tourism and economic development
- Retention of the "low tech" basic sign fabrication system (routed painted wood sign plates fabricated by city employees)
- Differences in sign viewing times windows (drivers vs. pedestrians)
- Differences in information needs (city residents vs. first time)



- ② GROUP DIRECTIONS
- ③ REDUCE NUMBER OF LETTERS
- ④ COLOR CODE DIRECTIONS

Westgate along SR-104
N.E. corner looking north

WHAT MATTERS MOST AT EACH SIGN LOCATION?

For each sign location, the analysis identifies the key factors that apply to that particular sign location and purpose.

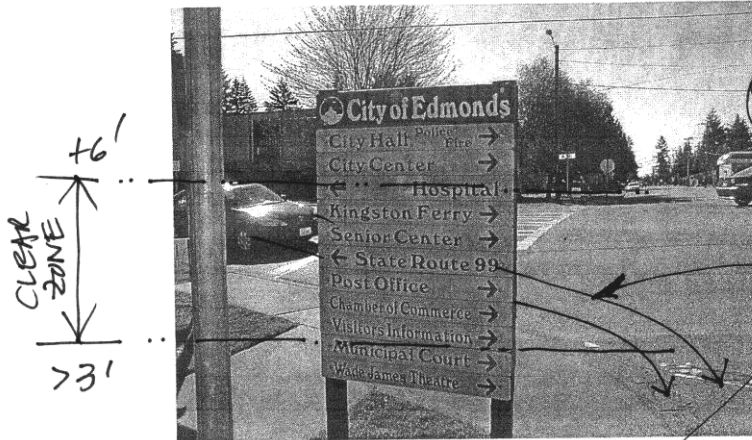
At the Westgate gateway entrance to the city, along SR 104, generally the existing sign shown above is well sited for a pedestrian walking in the crosswalk headed north across SR 104. There is a possibility that the sign diverts pedestrian attention away from looking at the automobile traffic and possible turning movements by cars at this busy intersection. There is a good landscape background to keep the viewer's focus on the sign information at all times of day and all seasons. However, there are too many individual sign plates to absorb - even for a pedestrian facing the sign and crossing a state highway.

The driver or passenger in vehicle eastbound or westbound would not typically even see this sign at all, because the existing sign is located parallel to the major flow of traffic along SR 104. Turning the sign 90 degrees would change the major purpose of the sign to drivers for the ferry and Downtown Edmonds, as a "gateway sign" addressed in Appendix C. If the goal is to retain all of the sign text at this location for a primarily pedestrian sign, then some streamlining could be done. For example, one could drop the word "Memorial" and only include the word "Cemetery".

Also, color coding (blue for left, green for right, etc.) and grouping all signs that head in the same direction could greatly simplify and enhance the existing sign format, through normal replacement of sign plates over time.

These general comments apply to nearly all of the sign locations reviewed.

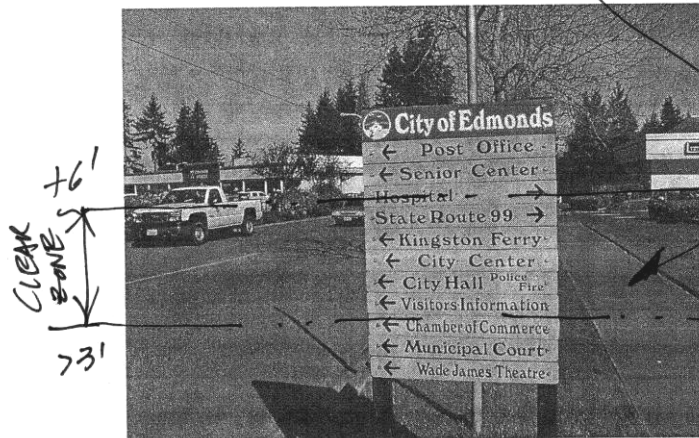
CONCERNS



① WRONG SIDE OF STREET FOR SOUTH BOUND DRIVERS TO LOOK AT SIGNS

5 corners
Located at N.E. corner looking south

② POSSIBLE SIGHT TRIANGLE VISIBILITY HAZARD ?



5 corners
Located at N.E. corner looking north

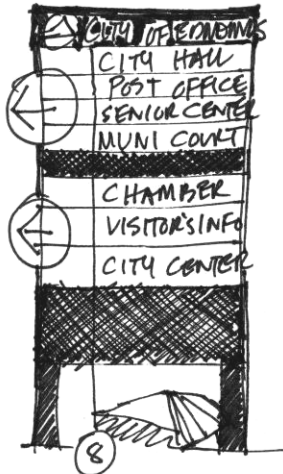
③ GROUP DIRECTIONS

④ REDUCE NUMBER OF LETTERS

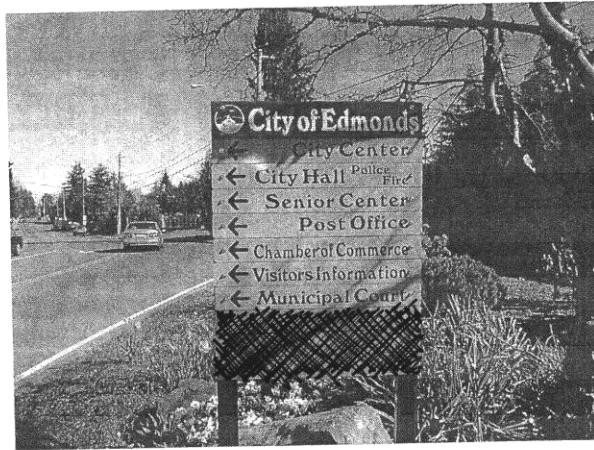
⑤ COLOR CODE DIRECTIONS

Several locations at busy intersections represent possible sight visibility hindrances to drivers, or information on directions that are in located in the expected places. These sign locations would benefit from removing sign plates within the general 3'-6" to 6'-0" height zone (if the sign remains at the current locations) or if the sign is relocated away from intersections. Generally, the signs should not be located within 25 feet of the intersections of paving edges (curb and gutter line or edge of pavement) at two major streets, or at the intersection of a street and driveway.

SUGGESTED



ALIGN LETTERS CONSISTENTLY



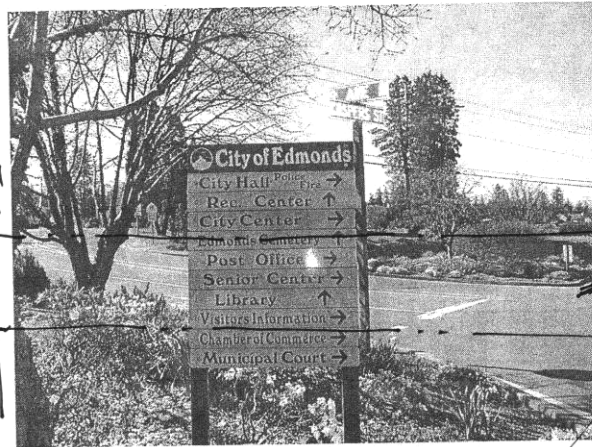
9th & Casper
Located in east island bed looking north

CONCERNS

EFFECT OF SHADE ?

⑤ REDUCE NUMBER OF LETTERS

⑥ BLANK BOARDS TO MATCH CITY LOGO BOARD COLOR



9th & Casper
Located in east island bed Looking south

SAME AS ABOVE

CONSIDER RELOCATING TO NORTH SLIGHTLY

- 1. AVOIDS VIEW OBSTRUCTION
- 2. NOT LOCATED IN SHADE FOR SUMMER MONTHS

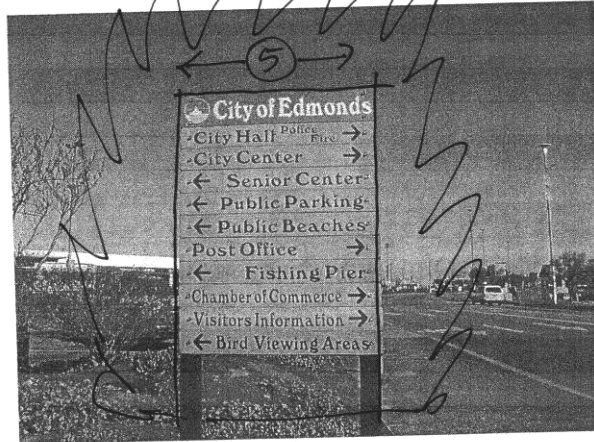
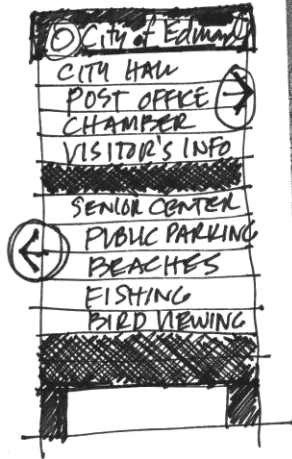
POSSIBLE SLIGHT TRIANGLE VISIBILITY HAZARD ?

BACKGROUNDS FOR SIGNS

Some signs would benefit from creation of a dark background or separation between blocks of sign plates. This upgrade could easily be done at sign locations that have few sign plates, or at locations where sign plates can be reduced and consolidated.

The contrast and visibility of the sign is also affected by seasonal factors (shade in summer, sun in winter) under deciduous tree canopies at certain locations.

SUGGESTED



Sunset Ave. & Dayton St.
Located at N.W. corner looking north

CONCERNS

① LIMIT TO FEWER SIGNS IF POSSIBLE

② GROUP DIRECTIONS

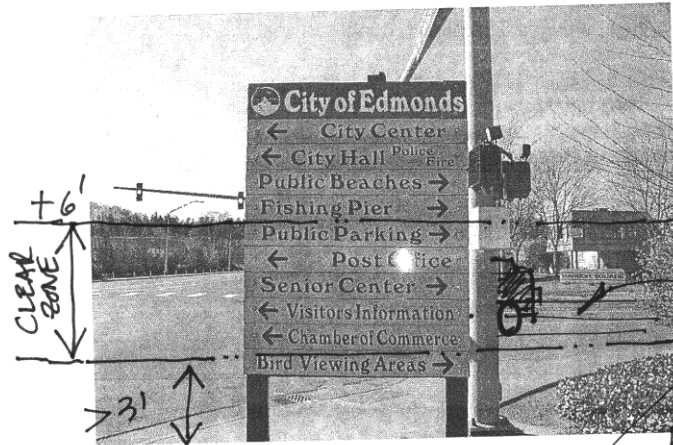
③ REDUCE NUMBER OF LETTERS

④ COLOR CODE DIRECTIONS

⑤ ADD LANDSCAPE BACKGROUND

WRONG SIDE OF STREET FOR NORTHBOUND TRAFFIC!

SAME AS ABOVE



SAME AS ABOVE

Sunset Ave. & Dayton
N.W. corner looking south

POSSIBLE SIGHT TRIANGLE VISIBILITY HAZARD?

LANDSCAPE BACKGROUND

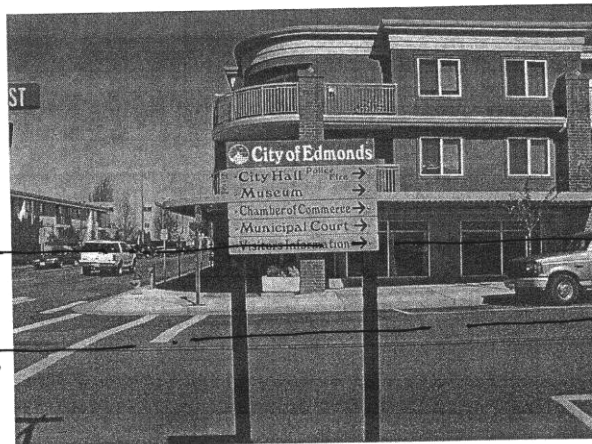
Generally speaking, the existing signs not located in the downtown area can benefit from the introduction of a landscape background. The suggested planting would consist of evergreen broad leaf or evergreen coniferous hedge type plantings. (Specified in Appendix C for the Westgate location.)

At Sunset & Dayton NW Corner looking south, there is a sight visibility hazard that may need to be addressed first before adding background screening to the north or south side of the sign. Since the sign is primarily driver oriented, the sign needs to be greatly simplified into "right turn" and "left turn" destinations, if only one sign location will be maintained.

SUGGESTED

CONCERNS

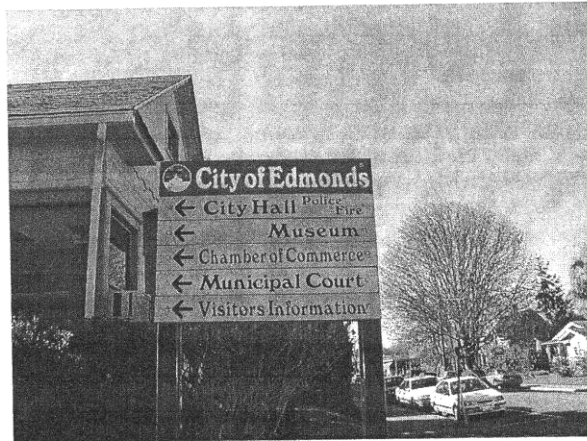
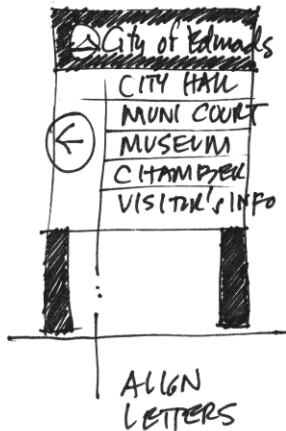
1
+6
CLEAR ZONE
-3'



PRETTY GOOD
SLIGHT TRIANGLE
VISIBILITY!

3rd & Bell
Located at S.E. corner looking north

9 PLACE MOST IMPORTANT BUILDINGS AT TOP OF SIGN

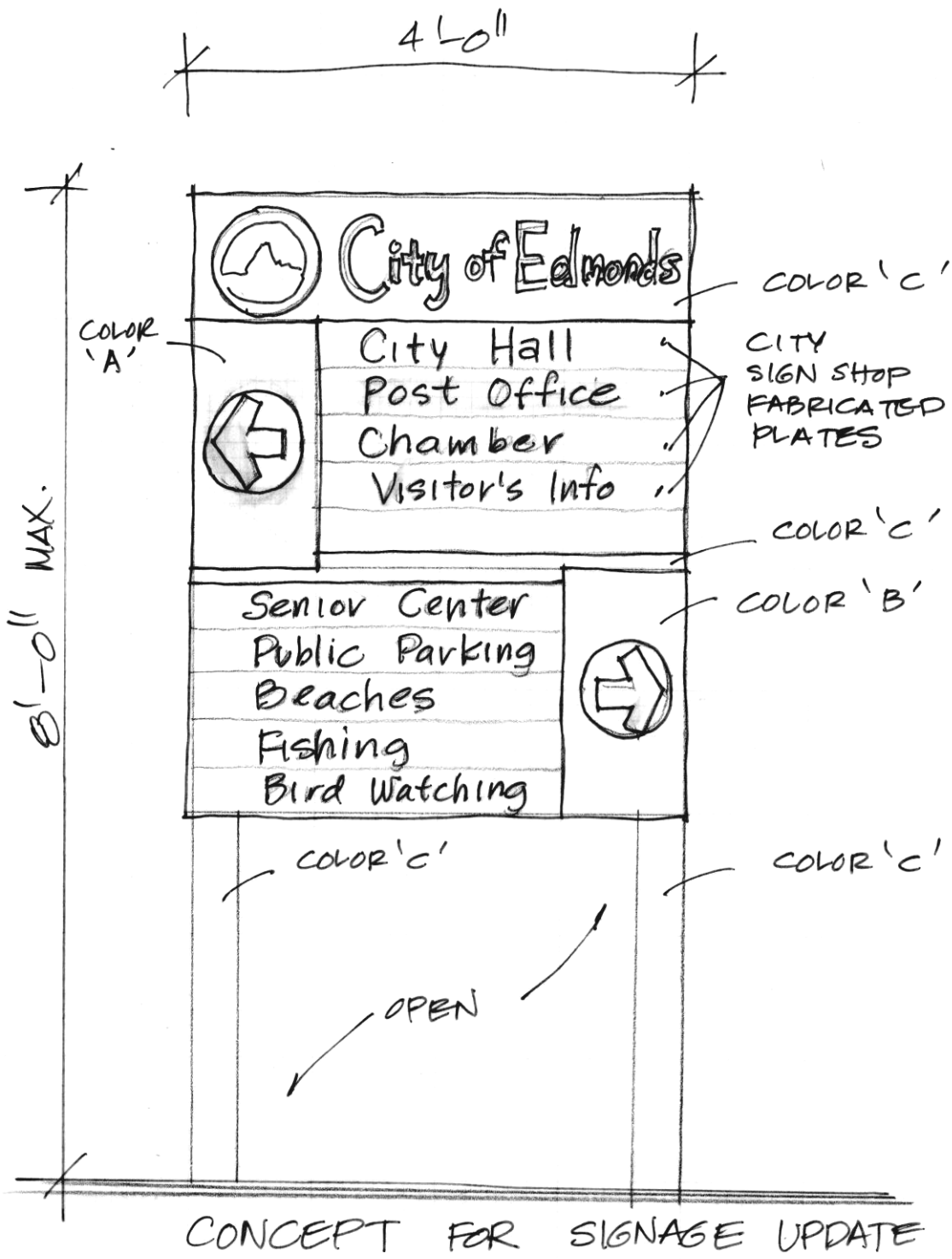


4 REDUCE NUMBER OF LETTERS

10 ALIGNMENT OF LETTERS NEED THIS SIDE ONLY

3rd & Bell
Located at S.E. corner looking south

The above sign at 3rd & Bell was found to be one of the best examples for several reasons. The sign maintains a “clear zone” for good driver visibility, works for pedestrians, and keeps the number of sign plates to a manageable number and consolidates the movement to one direction. A major recommendation would be to provide a single arrow (instead of 5 arrows) and perhaps reduce the amount of text on individual sign plates (Example: “Visitor Info” rather than “Visitor Information”) while maintaining the essence of the sign message.



PUTTING IT ALL TOGETHER FOR CHANGES

As a summary of what might be done by the City of Edmonds for the Street Sign Program within the available budgets and resources for sign program, the drawing above has been prepared to reflect the key concepts observed at several locations. It is suggested to eventually update the “City of Edmonds” name at all locations when the top sign needs to be replaced in a more contemporary type font, by elimination of the serif type font. Four suggested type fonts appear on the page below. A subtle change in the type font will reflect the City of Edmonds keeping up with other new communities as well as providing continuity for long time residents and regular visitors who are accustomed to the general look of the current “City of Edmonds” identity.

City of Edmonds

Franklin Gothic Heavy

City of Edmonds

Franklin Gothic Demi

City of Edmonds

Franklin Gothic Book

City of Edmonds

Franklin Gothic Demi
Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Franklin Gothic Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Franklin Gothic Demi

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Franklin Gothic Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Franklin Gothic Demi
Condensed