

DATE: May 24, 2005

TO: Mayor and City Council Members

FROM: Administrative Services Department
Presented by Sue Ryan, PIO

SUBJECT: **RECEIVE REPORT ON WAY FINDING PROGRAM AND PROVIDE
DIRECTION TO STAFF**

BACKGROUND / ISSUE

On September 4, 2004 the City Manager directed staff to prepare a Request for Proposal (RFP) for the development of initial design concepts for a way finding program for the City of Folsom. The intent of the way finding program was to help visitors and residents easily navigate to key points of interest, and also bring uniformity to signs within Folsom. In addition, it was determined that the way finding program would include design of a logo symbolizing Folsom's historical, cultural and natural resources.

The City Manager, Economic Development Coordinator and Public Information Officer interviewed two design firms that had previously been recommended by a panel of staff and community stakeholders. Square Peg Design of Emeryville, California was selected. Square Peg has a team of highly qualified environmental design professionals who have extensive experience developing way finding solutions. The team has created successful way finding programs for complex projects ranging from the City of Sunnyvale to Disney World in Orlando. Scott Cuyler, founding principal and the firm's creative director, has served as project director for these projects, as well as for the City of Folsom.

The Square Peg Design team began work in November, 2004. They evaluated the City's existing signage, reviewed the General Plan, met with traffic engineers and other key staff to review vehicular and pedestrian circulation and traffic patterns, evaluated existing landmarks for use in way finding, reviewed Caltrans requirements relating to Folsom's signing needs and the City's sign ordinance.

Recognizing that a successful way finding program requires collaboration with several City departments as well as community-based stakeholders, Square Peg Design met with key department directors, and community stakeholders to solicit input and feedback. Stakeholders included representatives of the Folsom Tourism Bureau, Folsom Historic District Association, the Chamber of Commerce, Historic District Commission, Arts and Cultural Commission, Planning Commission and Redevelopment Agency Citizen's Advisory Commission, and two members of the City Council.

On May 4, 2005, all of the original stakeholders were invited to attend a presentation of Mr. Cuyler's way finding strategy and design concept recommendations. Representatives of the Folsom Historic District Association, Chamber of Commerce, Folsom Tourism Bureau, Planning Commission and the City Council attended and provided significant feedback.

Mr. Cuyler will give a presentation to City Council on the way finding design concept.

ANALYSIS

Many cities of all sizes are developing community way finding programs. These programs are often driven by a strong desire for a visitor-friendly environment that addresses both vehicular and pedestrian signage issues while presenting a unique civic visual identity. The city way finding programs are most successful when the signs are designed with visual simplicity and consistency.

A city way finding signage system generally includes street signs, directional signs, entry monuments and special features that identify and direct individuals to points of interest including historic sites, shopping areas and recreation amenities. The comprehensive signage system should be attractive, durable and functional.

Typically, a way finding program has three distinct phases. First, is the development of the way finding strategy and the initial schematic design concept, which is being presented to the Council at this time. The next phase is design development, which includes refining the designs, and completing specific location plans and design documentation drawings to facilitate bidding for fabrication. The final phase is sign fabrication and installation.

The way finding strategy devised by Square Peg Design for the City of Folsom is based on the concept of identifying key streets as districts. Signs within these districts (East Bidwell, Riley, Blue Ravine, Iron Point, Natoma and Folsom Boulevard) would be color coded for easy identification. The Sutter Street/Historic District area would be treated as a distinct district with a unique graphic treatment.

Major destinations would include:

- North Folsom District (north of Folsom Lake)
- Sutter Street/Historic District (historical landmarks and shops, Chamber of Commerce)
- Natoma Street (Civic Center)
- Upper Bidwell/Central Business District (Lembi Park Aquatic Center)
- Central Bidwell (Mercy Hospital)
- Lower Bidwell/Broadstone District (Folsom Lake College, Palladio)
- Blue Ravine (south Folsom Lake)
- Iron Point Road (Outlets, Folsom High School)

Possible components of a way finding system include:

- Gateway monument signs
- Primary directional signs
- Secondary directional signs
- Parking identify signs
- Orientation kiosks
- Sutter Street/Historic District Gateway sign
- Sutter Street/Historic District boundary markers
- Sutter Street/Historic District Street signs

To implement all components of such a comprehensive, city-wide way finding program at one time would cost approximately \$1 million to \$1.4 million. Those costs include design development (including location drawings and documentation drawings to facilitate bidding), sign fabrication and installation. While Mr. Cuyler will present a grand scheme of what is possible for Folsom's way finding program, staff recognizes that it is not possible for the City to fund such a comprehensive system. Staff recommends development of an implementation plan that identifies priority phases for different areas of the City.

FINANCIAL IMPACT

There is no immediate financial impact.

ENVIRONMENTAL REVIEW

Should the City Council opt to proceed with the next phase of the way finding program, staff will initiate an environmental study.

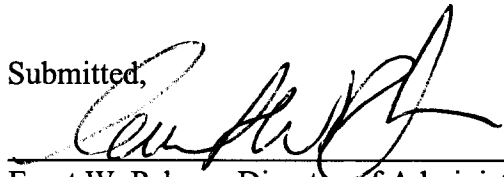
ATTACHMENTS

1. Square Peg Design Way Finding - Streets as Districts
2. Square Peg Design Way Finding Destinations

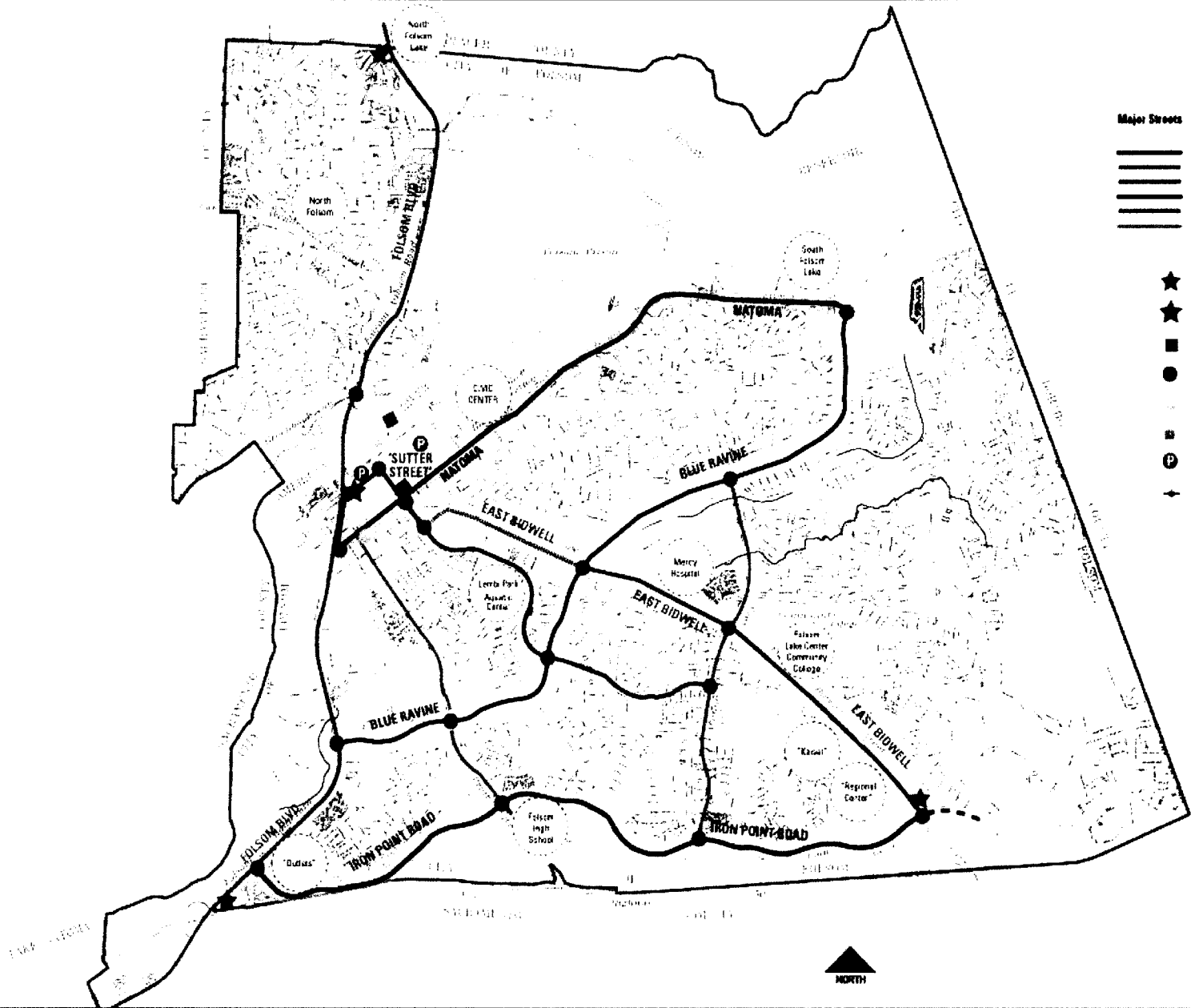
RECOMMENDATION / CITY COUNCIL ACTION

Staff recommends that the City Council pass a motion to adopt the Way Finding Design Concept Plan and direct staff to develop an implementation plan that identifies priority phases for different areas of the City based upon available funding.

Submitted,

A handwritten signature in black ink, appearing to read "E. W. Palmer", written over a horizontal line.

Evert W. Palmer, Director of Administrative Services



Major Streets

- ==== Iron Point Road
- ==== East Bidwell
- ==== Blue Ravine
- ==== Natoma
- ==== Sutter Street
- ==== Folsom Boulevard

- ★ Gateway Monuments
- ★ Sutter Street Gateway
- Sutter Street District Boundary Markers
- Primary Directional
- Secondary Directional
- Pedestrian Orientation Kiosk
- P Parking ID
- ↔ Street Signs

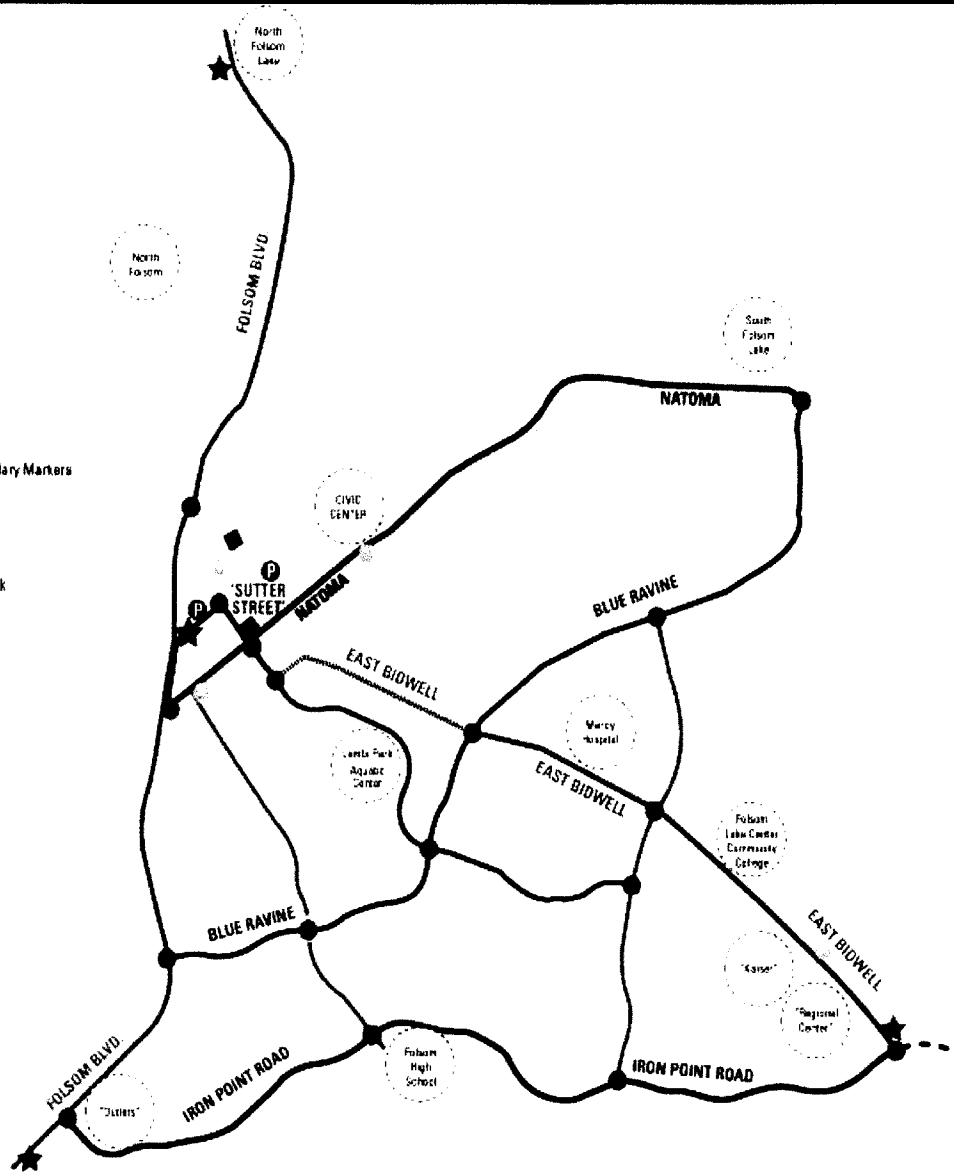


000005

Major Streets

- Iron Point Road
- East Bidwell
- Blue Ravine
- Natoma
- Sutter Street
- Folsom Boulevard

- ★ Gateway Monuments
- ★ Sutter Street Gateway
- Sutter Street District Boundary Markers
- Primary Directional
- Secondary Directional
- ⊠ Pedestrian Orientation Kiosk
- P Parking ID
- Street Signs



MAJOR DESTINATIONS

NORTH FOLSOM DISTRICT

North Folsom Lake

'SUTTER STREET' DISTRICT

Historical Landmarks & Shops
Chamber of Commerce

NATOMA STREET

Civic Center / Administrative / Park

UPPER BIDWELL / CENTRAL BUSINESS DISTRICT

Lembi Park / Aquatic Center

CENTRAL BIDWELL

Mercy Hospital

LOWER BIDWELL / BROADSTONE DISTRICT

Folsom Lake Center Community College
Kaiser
"Regional Center"

BLUE RAVINE

South Folsom Lake

IRON POINT ROAD

Outlets
Folsom High School