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## Lynnwood City Council Meetings

## CITY COUNCIL ITEM M-3

 CITY OF LYNNWOOD  
 ECONOMIC DEVELOPMENT DEPARTMENT

Meeting	Date	Item	Department Contact	Council Action
Work Session	5/15/2006	1	David Kleitsch	FYI
Work Session	6/19/2006	3	David Kleitsch	Approve

TITLE: Proposal for Way Finding Directional Signage

## SUMMARY:

Way finding directional signs are an effective means to direct visitors and community residents to points of interest and local attractions. Alderwood mall, Edmonds Community College, the Visitor Information Center, and Lynnwood Golf Course are major attractions in Lynnwood that currently have way finding signs.

The Economic Development Plan, adopted by City Council on November 22, 2004, specifically identifies the need to develop way finding signage for key locations within the City (Goal 4, D. 1). The Economic Development Plan proposes signage with a standardized design and placement, and to increase the number of attractions that are identified. Standardization will increase the effectiveness of the signs by making them immediately recognizable, and the design will reduce sign clutter on City streets by consolidating the signage.

The Tourism Advisory Committee (TAC) supports the way finding signage project. In 2005, the TAC discussed the concept, potential attractions, and reviewed standardized designs, sign locations, and project costs. Public Works assisted in this effort by obtaining cost estimates and proposing to undertake the installation of the signs. On October 13, 2005, the TAC recommended that up to \$17,000 be provided from Fund 101, hotel/motel tax reserve, for the fabrication of the signage. Since that time the Economic Development Department has discussed this proposal with the various attractions that currently have signage or are recommended to have signage. The various attractions have concurred with the proposed program.

## ACTION:

Authorize implementation of the Way Finding Directional Sign Proposal in the amount of \$17,000 from Fund 101.

#### BACKGROUND:

Existing directional signs for the Visitor Information Center in Heritage Park, Lynnwood Golf Course, the Colleges and Alderwood mall have no continuity, are often placed within a few feet of each other and are hard to recognize as way finding signs. Additional way finding signage is also being requested for the Lynnwood Convention Center, Heritage Park, the Visitor Information Center, and Meadowdale Playfield to help direct visitors to these locations. The Economic Development Action Plan calls for developing way finding signs for key locations as a step in improving the City's image and identity (Goal 4, D. 1). These signs should be clearly visible, recognizable, and uniform.

The way finding directional signage proposal accomplishes the following objectives:

- \*standardizes the look of directional signs on City streets
- \*places directional signs at key points to improve the visitor's ability to locate attractions
- \*directs traffic toward main thoroughfares and away from residential neighborhoods
- \*reduces sign clutter

The proposal has been reviewed and recommended by the Tourism Advisory Committee for consideration by City Council. Public Works has assisted in developing this program and proposes to install the signage.




#### FUNDING:

The cost of fabricating the signs is estimated not to exceed \$17,000. Funds for sign fabrication are available from Fund 101, hotel/motel tax reserve. The Lodging Tax Advisory Committee recommends Council approve this expenditure. Sign installation is estimated to cost \$2,310 and the Public Works Department proposes to absorb this amount in their operations budget. The total cost based upon these estimates is \$19,310.

#### ADMINISTRATION RECOMMENDATION:

Approve the proposal for Way Finding Directional Signage and the expenditure of \$17,000 for implementation from Fund 101.

#### DOCUMENTS:

-  [6 attraction sign with 2 post Draft 06.05.05](#)
-  [TAC Minutres October 13 2005](#)
-  [Location table 05.05.08](#)

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