



COMMUNITY RELATIONS & PUBLIC AFFAIRS COMMITTEE
JANUARY 5, 2015
11:00 A.M.
COUNCIL CHAMBERS

1. INTERACTIVE PARKS TOUR MAP DEMONSTRATION

SANDY BOYCE, PUBLIC AFFAIRS COMMUNICATIONS

WINSTON MCKENNA, GIS COORDINATOR

(VERBAL REPORT - NO ATTACHMENT)

2. WAYFINDING PROJECT – PHASE 2

LIZ GOTELLI, PUBLIC AFFAIRS – HUMAN RESOURCES DIRECTOR

(ATTACHMENT)



COMMUNITY RELATIONS COMMITTEE
January 5, 2015

SUBJECT: Wayfinding Signage Program Criteria

RECOMMENDATION: Review the draft criteria for content and location of future wayfinding directional signs.

STAFF CONTACT: Scott Spence, City Manager *SS*
Liz Gotelli, Public Affairs and Human Resources Director *LJG*
Scott Egger, Public Works Director *SE*
Rick Walk, Community Development Director *RW*

ORIGINATED BY: Public Affairs and Human Resources Department

FISCAL NOTE: Materials for additional signs have been purchased. Labor costs to the Public Works Department for fabrication and installation are anticipated to be approximately \$6,000 in 2015.

ATTACHMENTS: [Draft criteria](#)

PRIOR REVIEW: This is the first review of the proposed draft criteria

BACKGROUND:

In 2014, the City implemented Phase I of the Wayfinding Signage Program. Fifteen (15) directional signs were installed, primarily in the City Hall area and along the College Street, Sleater Kinney, and Pacific Avenue corridors.

The first wayfinding signs have been received favorably, and the City has interest in installing additional signs in the North/Northeast areas of the City. Several wayfinding signs already exist in this area for private retailers. Other business owners have approached the City to request that they also be allowed to have their business name on future wayfinding signs. City staff has met with a number of these business owners to discuss their interests and solicit their ideas regarding criteria. The draft incorporates feedback from those meetings.

ADVANTAGES:

1. Establishes consistent criteria for wayfinding signs.
2. Ensures that private businesses pay for the cost of fabrication and installation of signs for their business establishment.

DISADVANTAGES:

1. No disadvantages are foreseen.

Draft
City of Lacey
Wayfinding Sign Program Criteria

- The wayfinding sign application, review, and approval process will be administered by a committee comprised of the Public Works Director, Community Development Director, and Public Affairs and Human Resources Director or their designees.
- Wayfinding signs will only be placed on existing luminaries, traffic signal poles, or city installed signage poles within the right of way. The City retains sole authority on the number and placement of wayfinding signs. If the pole is located in the Thurston County or WSDOT right of way, then an agreement between the City and that jurisdiction will need to be in place prior to sign installation.
- All purchasing, fabrications, sign installations, modifications, repairs, and maintenance will be performed by City staff.
- All signs will utilize the same sign design and dimensions. A maximum of four destination names per wayfinding sign will be allowed.
- The order of priority for selecting destinations displayed on wayfinding signs is:
 1. City-owned buildings or facilities (e.g. City Hall, Library, Police Station)
 2. Publicly-owned parks or recreational facilities (e.g. Huntamer Park, Community Center)
 3. Public or private facilities that attract high visitor/tourist volumes (e.g. Thurston County Fairgrounds, St. Martin's University)
 4. Planning districts with a unique identifying name that are officially recognized by the city and attract high visitor volumes (e.g. Woodland District). Neighborhood associations are excluded.
 5. Officially recognized, as of January 1, 2015, directional and informational signs for privately-owned destinations that were grandfathered prior to the establishment of these criteria (e.g. Cabelas, Shipwreck Beads, and The Golf Club at Hawks Prairie).
 6. Private businesses located within the Lacey city limits and meeting established Washington State Department of Transportation (WSDOT) criteria as a "Recreational Activity" and/or "Tourist Oriented Business," that have received WSDOT's approval for a highway Motorist

Information Sign (MIS) on Interstate 5. **Note:** If more recreational activity and tourist oriented business destinations request signage than there is space to accommodate on existing City of Lacey sign panels, a wait list will be established in the order received.

WSDOT's MIS criteria is as follows:

Recreational Activity

1. Consist of activities and sports of interest to family groups and the public, generally in which people participate for purposes of physical exercise, collective amusement or enjoyment of nature.
2. Where applicable, be licensed or approved by the state or local agency regulating the particular type of business.
3. When the recreational activity is a campground, it must meet the specific criteria listed in the WSDOT policy for camping.
4. Activities must be open to the motoring public without appointment, at least six hours a day, five days a week including Saturday and/or Sunday.

Tourist Oriented Business

1. Consist of a natural, recreational, historical, cultural, education, or entertainment activity, or a unique or unusual commercial or nonprofit activity, the major portion of whose income or visitors are derived during its normal business seasons from motorists not residing in the immediate area of the activity, and/or
2. Be listed as a historic district on the National Register of Historic Places, on the Washington Heritage Register, or as a National Historic Landmark with the state's office of archeology and historic preservation. Signs on private property that mark the entrance to the historic district and a letter of support by the jurisdictional local agency are required, or
3. Be a commercial district as adopted by a city ordinance or resolution with a minimum of one million square feet of leasable commercial space located within one square mile. The commercial district must provide a unique commercial activity where the majority of the district's customers do not reside in the city where the commercial district is located. The commercial district shall be located within one mile of the nearest state highway. Only the name of the commercial district will be displayed on the business sign, corporate logos may not be displayed.
4. Activities must be open to the motoring public without appointment, at least six hours a day, five days a week including Saturday and/or Sunday.

An annual fee of \$182.00 per sign will be assessed to private business that meet the criteria for wayfinding signs and for which a sign is installed, including any grandfathered businesses.