



Council Agenda Report

From: Meg Williamson, Assistant City Manager
Subject: Visitor Wayfinding – Appointing a Council Representative
Date: October 17, 2017

Facts

1. Tourism is an important part of the local economy, and having visitors be able to easily find their way around is very important to the quality of their experience.
2. Earlier this year, the City Council authorized Pierre Rademaker Design to guide the City's visitor wayfinding signage effort.
3. A comprehensive sign program will address the appropriate local design element influences, scale/dimensions, naming conventions, and mapped out locations for wayfinding signage.
4. The program will be developed with stakeholder input to develop community consensus.
5. Stakeholder involvement will include tourism and business partners: City Council and Planning Commission, Parks and Recreation Advisory Commission (?), and Tourism Collaboration Committee representatives.
6. There are expected to be a total of three Stakeholder Group meetings over the course of this project. The first will be to provide input on sign programming (sign category types, compile destination list and preliminary mapping). The second will be to consider schematic designs in their draft stages, and the third to provide input on the refined sign program concepts.
7. The recommended sign design program elements will be presented to Parks and Recreation and to the Tourism Collaboration Committee for review, to the Design Review Committee and Planning Commission for final input, and to the City Council for approval.

Options

1. Take no action.
2. Appoint a City Council member as its representative to the Visitor Wayfinding Stakeholder group.
3. Provide alternative direction as may be appropriate.

Analysis and Conclusions

The first Visitor Wayfinding Stakeholder Group meeting is expected to be held before the end of October. The City Council is requested to designate a representative to participate in the Stakeholder Group meetings. This representative will be asked to provide individual input as well as act in a liaison role.

Fiscal Impact

No fiscal impact would result from City Council representation on the Stakeholder Group.

Recommendation

Designate one City Council representative as a member of the Visitor Wayfinding Stakeholder Group.