

## Wayfinding Notes - August 3, 2012

Attendees: Wendy Engler, Chuck Forinash, Stan Rowe, Claude Crocker, Robin Dennis, Greg Schaecher, Mark McConnell, Peggy Hawker.

A discussion ensued regarding beach signage. It was suggested that a template be produced by Newport Sign Company, on a durable material, to determine its efficacy. Wendy agreed to check with Ken at Newport Sign Company.

A discussion ensued regarding an unoccupied sign post by La Roca. It was suggested that the Bayfront directional sign, currently on Hurbert Street, be removed and placed on the sign post near La Roca.

It was noted that the Nye Beach directional sign, near the hospital, needs to be removed as it points no where.

It was suggested that the recreational vehicle parking arrow that points east on the Bayfront be relocated to point uphill at Canyon Way.

A discussion ensued regarding the parking districts using some funding for wayfinding signage.

A discussion ensued regarding ODOT signage and whether ODOT could place a sign post on Highway 101 that could direct people to the parking lot, restrooms, and car charging station at 9<sup>th</sup> and Hurbert Streets.

A discussion ensued regarding the placement of bike sharrows in South Beach. Crocker noted that the State Parks supports this and sees it as doable. It was noted that the State Parks approval process is more complex than the city's, and that the city would need to pay for any signage that it might desire to have placed on State Parks property. It was also mentioned that ODOT has approved bike sharrows on the bridge.

Forinash mentioned that there is no signage indicating trails, beach access, etc. from 26<sup>th</sup> Street to the Jetty Road. It was also noted that icons are needed in the South Beach day use area indicating vistas and trails.

Signage was also discussed at the Agate Beach Wayside. A discussion ensued particularly around the city trail that goes under Highway 101. It was noted that the city's trail sign is on State Parks property, and the city needs to obtain a permit for this sign. Icons needed in this area include: trail, picnic, beach access.

A discussion ensued regarding signage needs in Yaquina Bay State Park. It was noted that bike sharrows are needed in this area.

Crocker noted that his agency could provide signs to the city (at the city's cost), and that he will bring a catalog of signs and potential costs to the next meeting.

A discussion ensued regarding the QR code. Schaecher reported that he had received the QR code from the Chamber of Commerce and forwarded it to Newport Sign Company. It was noted that if the QR code was produced as a decal, it could be placed on each of the tourist information signs.

It was reported that there was no money budgeted in this current fiscal year budget for wayfinding signage, but that there is potentially \$30,000 which would require a supplemental budget.

It was suggested that the visitor map be revised prior to bidding the South Beach signs. Forinash, Dennis, and Schaecher agreed to work on the map revision. When the final version has been developed, the map will be sent to the committee for review. It was noted that \$30,000 would allow for a contract with Mayer Reed (wayfinding consultant) for designing the revised map and the beach access signs.

It was suggested that folks from the parking district committees be encouraged to attend these meetings.

It was asked whether there is an ODOT template sign for car charging stations.

Forinash noted that there is an opportunity to direct westbound Highway 20 traffic to 9<sup>th</sup> Street and ultimately the Bayfront.

Schaecher agreed to prepare a list of ODOT issues for the August meeting of ODOT and city representatives.

It was noted that there are potential signage opportunities at the new intersections on Highway 101. Schaecher noted that these are part of the TSP project. It was noted that Coos, Benton, and Douglas Streets will be collector streets.

A discussion ensued regarding whether the transient room tax collected by the state for the South Beach Campground could be a funding avenue for wayfinding signage in this area.

McConnell agreed to ask ODOT whether it could appoint a representative to the Wayfinding Committee.

It was noted that the Committee found the monthly updates to be useful and informative.

The next meeting will be held on Friday, October 5, at 8:30 A.M., in Conference Room A, of City Hall.