

ORDINANCE NO. 2048

An Ordinance Enacting
Chapter 2.05.070 of the Newport Municipal Code
Creating a Wayfinding Committee

WHEREAS, the City Council recognizes that tourism is a key economic engine in Newport, and being able to easily navigate is vital to a positive visitor experience; and

WHEREAS, in 2008, an ad hoc group of citizens began working together with a consultant to develop a wayfinding plan to enhance the Newport tourist experience and brand the city with consistent logos and signage; and

WHEREAS, the ad hoc group has worked with staff on the implementation of the wayfinding plan for the City of Newport; and

WHEREAS, the majority of the wayfinding plan has been successfully implemented; and

WHEREAS, that ad hoc group has continued to meet to discuss various issues associated with wayfinding and creating the optimal visitor experience;

WHEREAS; through the efforts of this group of dedicated citizens, it is clear that a standing wayfinding committee should be created to continue the work of the ad hoc group.

THE CITY OF NEWPORT ORDAINS AS FOLLOWS:

Section 1. Chapter 2.05.070 of the Newport Municipal Code is enacted as shown in the attached Exhibit A.

Section 2. This ordinance shall become effective 30 days after passage.

Adopted by the Newport City Council on the 18th day of March, 2013.


Sandra Roumagoux, Mayor

ATTEST:


Margaret M. Hawker, City Recorder

EXHIBIT A

2.05.070 Wayfinding Committee

- A. The Wayfinding Committee shall consist of seven members and shall serve two year terms. All members must be residents, or business owners, of the City of Newport. The membership shall consist of one member from each of the following: Agate Beach District; Nye Beach District; Bayfront District; City Center District; and the South Beach District, and two members at-large.
- B. The city manager shall designate a staff member to attend all Wayfinding Committee meetings. The staff member may participate in discussions and shall act as secretary for the committee, but shall have no vote.
- C. The Wayfinding Committee shall have the responsibility to:
 1. Collaborate with staff to recommend, create, oversee, and review a directional sign system for residents and visitors to major public areas, destinations, and places in the city or other nearby destinations.
 2. Work with staff to promote the use of banners and other decorations to identify districts, places of interest, and arts, sports, and other public events.
 3. Coordinate with staff on the implementation of wayfinding plans and goals adopted by the City Council.
 4. Recommend policies governing the wayfinding signage.
 5. Review and report to the City Council on matters referred to it by the Council.