



AGENCY:	City Council
MEETING DATE:	April 13, 2015
DEPARTMENT:	CDD
PRESENTED BY:	M Jones

## AGENDA ITEM SUMMARY

**TITLE:**

**RECEIVE REPORT ON FINAL "FORT BRAGG WAYFINDING PLAN" AND PROVIDE DIRECTION TO STAFF**

**ISSUE:**

In 2013, the City was awarded grant funding from the Mendocino Council of Governments (MCOG) to prepare a Wayfinding Plan for Fort Bragg.

Wayfinding includes a variety of tools and technologies to help visitors find their way to key destinations in a community. The City's current wayfinding signage system consists of 54 mismatched, damaged, and poorly designed signs which do not enhance the legibility of our community. An updated and effective wayfinding system would help facilitate:

1. A more positive visitor experience as visitors would be more likely to discover all our town offers;
2. Increased lengths of stay in Fort Bragg by visitors; and
3. Enhanced revenues for local businesses, job opportunities for residents, and a stronger tax base for the City of Fort Bragg.

In March of 2014, staff presented a draft of the Fort Bragg Wayfinding Plan to City Council to obtain direction on:

1. Welcome sign design;
2. Auto-oriented wayfinding signage design, color, and destinations emphasized;
3. Pedestrian-oriented wayfinding signage program;
4. Art ideas, fountain design, compass rose; and
5. New web-based wayfinding map and paper maps.

Additionally, in Spring of 2014 staff participated in a site tour with Caltrans and received additional input from Caltrans regarding the wayfinding program. Caltrans submitted a letter of comment on June 4, 2014 regarding the draft plan.

The attached final plan addresses the input received from City Council and Caltrans.

**RECOMMENDED ACTION:**

Provide direction to staff regarding the final Fort Bragg Wayfinding Plan.

**ALTERNATIVE ACTION(S):**

None needed.

**ANALYSIS:**

Please see the attached draft Fort Bragg Wayfinding Plan which includes a summary of the public

participation process, the draft signage plan, budget, and next steps. The plan includes 20 new auto-oriented wayfinding signs, pedestrian-oriented way finding signs, three new downtown kiosks, new public art, and preparation of a new interactive web-based wayfinding map and a new paper based-wayfinding map.

**FISCAL IMPACT:**

This plan was completed in-house by staff and was funded by a grant from MCOG, thereby freeing up General Fund revenues for other City activities. Implementation of the plan would cost an estimated \$53,500. Once implemented, the wayfinding plan should pay for itself over time by increasing length of stay of tourists in Fort Bragg and thereby improving our tax base.

**CONSISTENCY:**

This project is consistent with the Fort Bragg Economic Development Strategy. Implementation of the Wayfinding Plan is tactic 5 of Strategy 1.5, Strengthen the Downtown.

**IMPLEMENTATION/TIMEFRAMES:**

The implementation timeframe will depend on funding and City Council priorities with regard to the Capital Improvement Plan.

**ATTACHMENTS:**

1. Fort Bragg Wayfinding Plan 2015

**NOTIFICATION:**

1. Wayfinding Workshop participant e-mail list

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Agency Action	<input type="checkbox"/> Approved	<input type="checkbox"/> Denied	<input type="checkbox"/> Approved as Amended
Resolution No.:	_____	Ordinance No.:	_____
Moved by:	_____	Seconded by:	_____
Vote:	_____		
<input type="checkbox"/> Deferred/Continued to meeting of:	_____		
<input type="checkbox"/> Referred to:	_____		