



AGENCY:	City Council
MEETING DATE:	Feb 24, 2014
DEPARTMENT:	Community Dev.
PREPARED BY:	M Jones
PRESENTED BY:	M Jones

AGENDA ITEM SUMMARY

TITLE:

RECEIVE REPORT AND PROVIDE DIRECTION TO STAFF REGARDING DRAFT FORT BRAGG WAYFINDING PLAN

ISSUE:

In 2013, the City was awarded grant funding from the Mendocino Council of Governments (MCOG) for the preparation of a Wayfinding Plan. 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 a variety of mismatched, damaged, and poorly designed signage which does not enhance the legibility of our community.

As Fort Bragg's economy depends, in part, on the expenditures of visitors, an effective wayfinding system could facilitate a positive visitor experience of and increase the length of stay in Fort Bragg, which could in turn improve the wealth of our business community, job opportunities for residents, and the tax base for the City of Fort Bragg.

RECOMMENDED ACTION:

Provide direction to staff regarding the draft Fort Bragg Wayfinding Plan. Specifically, staff would like to receive direction regarding the following:

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
5. New web-based wayfinding map and paper maps

ALTERNATIVE ACTION(S):

None.

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. A brief recap is included below.

On August 14, 2013 the community was invited to attend a community workshop to inform the Fort Bragg Wayfinding Plan. Two sessions were held at 8:30 and 5:30 to facilitate active participation. A little over 30 people participated in the two workshops, which were designed to maximize participation. Each participant was asked to visit seven stations, which included:

- 1) Existing wayfinding signage - current conditions;
- 2) Major destinations to emphasize with the wayfinding system;

- 3) Wayfinding signage examples from other communities;
- 4) Wayfinding signage color choices and logos;
- 5) Pedestrian kiosks and downtown maps from other communities;
- 6) The Fort Bragg welcome sign; and
- 7) Public art samples from other communities.

At each station, residents and business owners were asked to vote for the images and ideas that they liked the most, provide comments on post it notes, and provide feedback on comment sheets. Feedback from the workshop was very positive, as community members felt that it gave them a real opportunity to think about and look at examples and even to express ideas that they might not feel comfortable expressing in a room full of people.

The results of the workshop were used to inform the design of the City's Wayfinding Plan.

The plan includes 26 new auto-oriented wayfinding signs, two pedestrian-oriented way finding signs, four new downtown kiosks, new public art ideas, and preparation of a new interactive web-based wayfinding map and a new paper based-wayfinding map.

FISCAL IMPACT:

This plan was completed with a grant from MCOG which covered all staff time for the preparation of the plan. Implementation of the plan would cost an estimated \$53,500.

IMPLEMENTATION/TIMEFRAMES:

The implementation timeframe would depend on funding, although some aspects of the proposed plan should be implemented as part of the Main Street Merge Lane Relocation Project in 2015.

ATTACHMENTS:

- 1. Fort Bragg Wayfinding Plan 2014

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: _____
