



Agenda Statement

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On agenda: 2/19/2020 **Final action:** 4/15/2020
Title: Discussion Item: Wayfinding
Sponsors: City Council, zGONEAllie Ferko
Indexes:
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Attachments: 1. 2020-01-16_Preferred Wayfinding Designs, 2. 2020-01-16_Sign Locations Master Plan, 3. 2019-12-20 Valdez Wayfinding Schedule, 4. 2019-12-20 Valdez Wayfinding Concepts

Date	Ver.	Action By	Action	Result
4/15/2020	1	Economic Diversification Commission		

ITEM TITLE:

Discussion Item: Wayfinding

SUBMITTED BY: Martha Barberio, Economic Development Director

FISCAL NOTES:

Expenditure Required: N/A
Unencumbered Balance: N/A
Funding Source: N/A

RECOMMENDATION:

Report only. Receive and file.

SUMMARY STATEMENT:

Wayfinding has been a topic of discussion for a few years. Since our tourist population has been increasing, I have engaged Corvus Design Group to design and procure Wayfinding for the City of Valdez. Christine Carpenter was in town on January 9, 2019 and we toured the city and discussed specific places Wayfinding would be beneficial for our tourists as well as our community. I have attached a draft of 2 designs with the pros and cons of each. After vetting with department heads I decided to ask them to combine Design A and B so different departments can also utilize these signs or compliment their signs with Wayfinding. I would like to receive your input on these designs. I have also attached a map of where these signs would be placed and timeline of the project for them to be installed this year for our tourist season.

