



Agenda Statement

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On agenda: 2/18/2020 **Final action:** 2/18/2020
Title: Wayfinding Project Report

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Attachments: 1. 2020-01-16_Sign Locations Master Plan, 2. 2019-12-20 Valdez Wayfinding Schedule, 3. 2020-01-16_Sign Locations Master Plan with notes

Date	Ver.	Action By	Action	Result
2/18/2020	1	City Council	received and filed	

ITEM TITLE:

Wayfinding Project Report

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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 the designs with the Primary and Secondary signs being installed first. These signs will be color coded so different departments can also utilize these signs or compliment their signs with this Wayfinding.

This particular project, is the first phase to achieve more continuity, in our signage, throughout the city. 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.

We will install a one or two of the primary and secondary signs that would be site specific. These installed signs would allow field verification of the signs to allow minor adjustments to the fonts and readability.

Once the signs are installed and we receive comments, Corvus Design would make any minor adjustments and procure the remaining signs. While this process allows field verification and reduces risk, it will delay the installation of the remaining signs. The exact date will be based on comments, making of any edits, production and delivery of the signs.