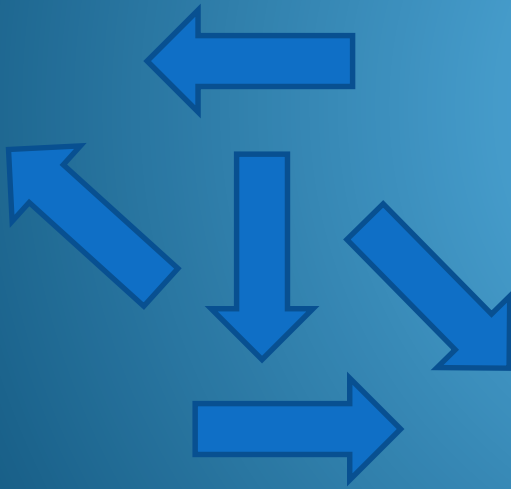


WAYFINDING



Longview/Kelso
“Big Idea”
Project

Why WayFinding?

- Longview – best kept secret on I-5 Corridor
- 2008 - Roger Brooks – Destination Develop.
 - Community Assessment recommendation
- 2011 - Hyatt/Palma Action Agenda
 - Downtown Plan recommendation
- The goal is:
 - Increased recognition for those traveling by or through our community
 - Increased economic activity
 - Fostering and inviting

Funding

- Council authorized use of “The Big Idea” \$s - Longview allocation for 2016 equates to approximately **\$67,676**
- The Longview 2015-2016 budget also allocated **\$10,000/year** from Longview Lodging Tax funds for Wayfinding
- Total available for Longview design and implementaion - **\$87,676**
- Project Design Cost to be shared by Longview and Kelso - **\$50,000**
 - Longview’s portion equates to approximately **\$28,000**
- Remaining funds for phased implementation after design - **\$59,676**

WayFinding Efforts To-Date

- Longview and Kelso have been working toward a WayFinding system for several years
- Project Longview and Kelso coordinated in early 2016
- RFQ issued in May 2016
- Beckwith Consulting Group was chosen
- We have met 6 times since November
 - Assessed current signage and conditions
 - Reviewed concepts
 - Engaged WSDOT for possible changes to signs on I-5
 - Refined a preferred concept
 - Created sign designs/types
 - Finalized sign graphics
 - Identified destinations and potential sign locations
 - Reviewed full sized mockups
 - Reviewed proofs and cost estimates

Longview

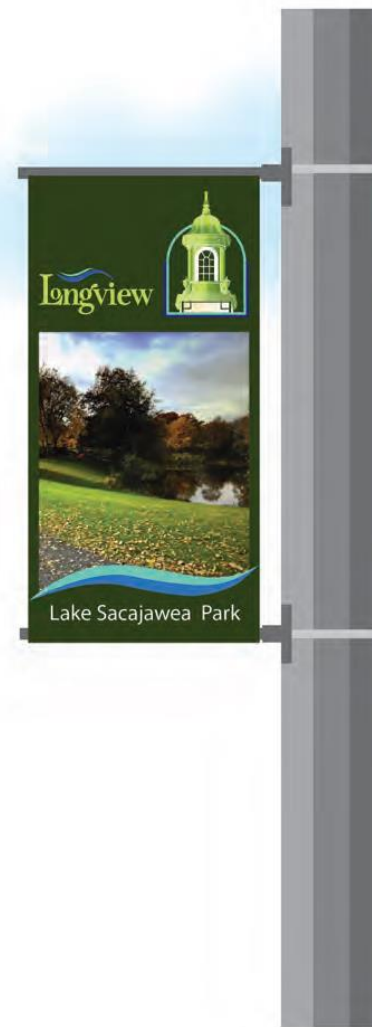


← **Archie Anderson Park**

↑ **Historic Downtown**

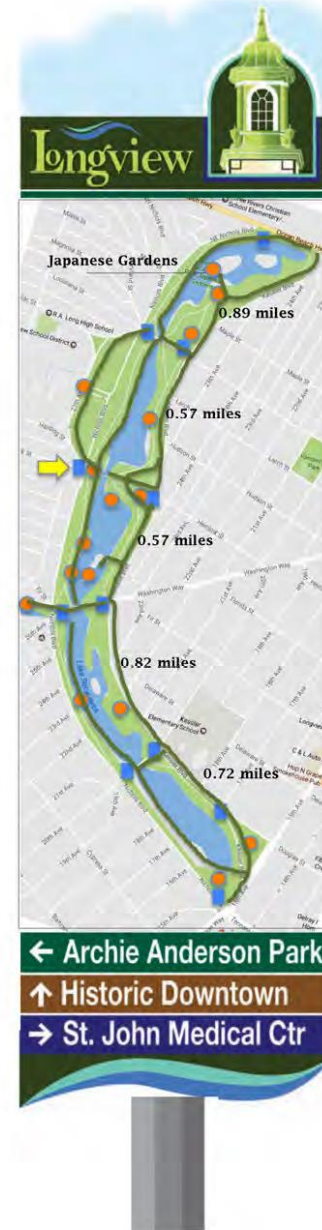
→ **St. John Medical Ctr**



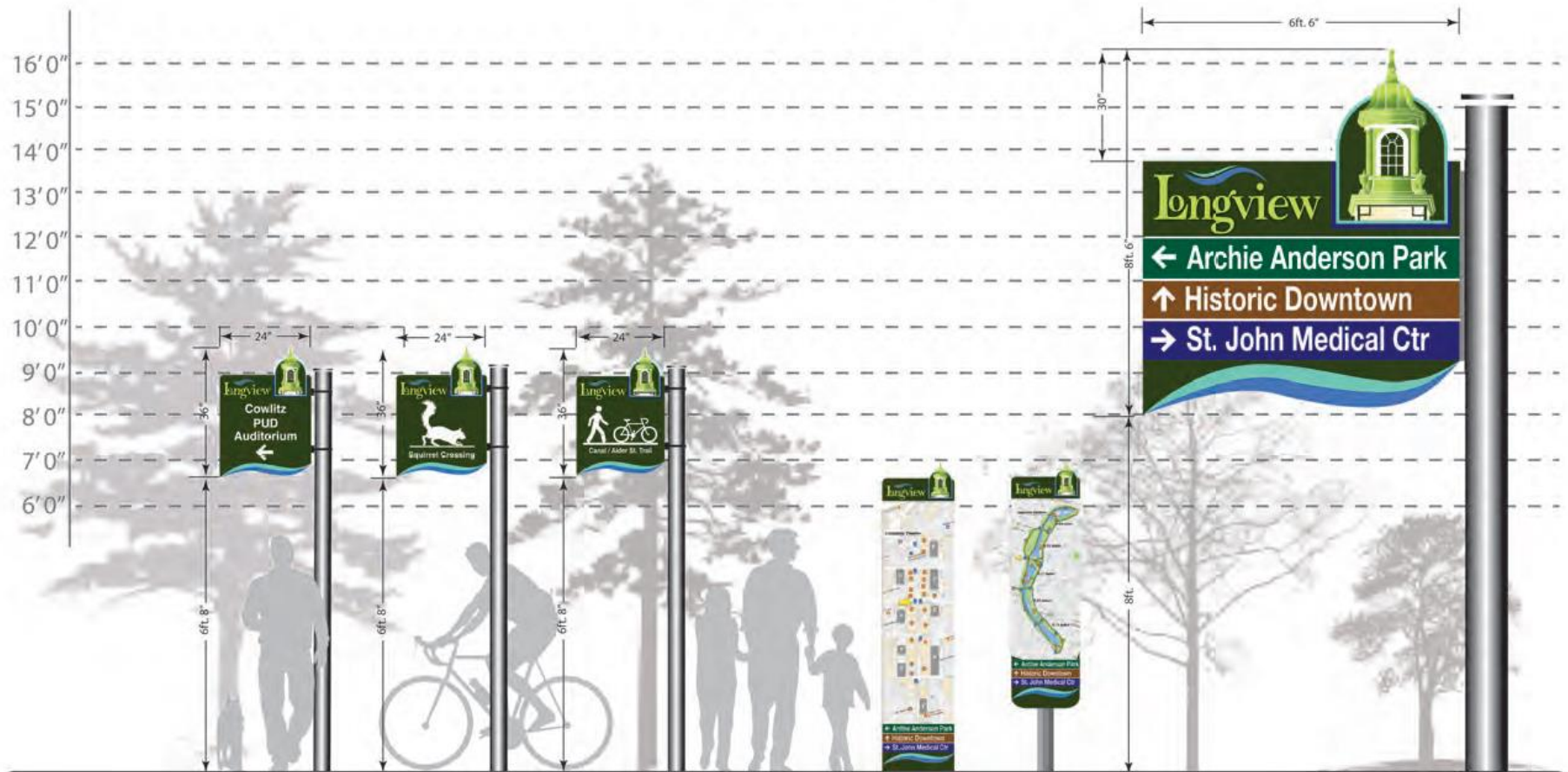




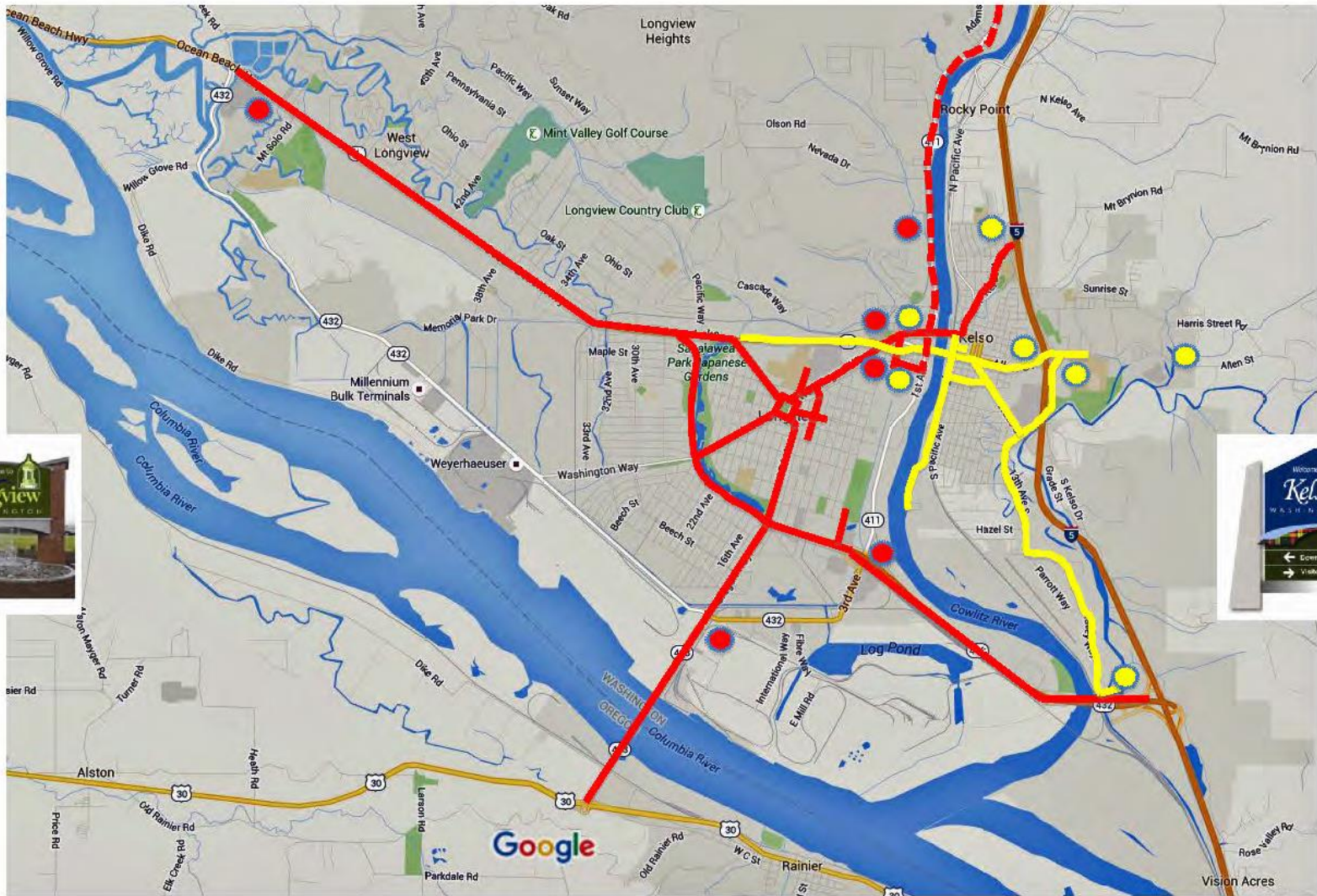




City of Longview Family of Signs







Next Steps

- Validate final design/destinations/locations
- Establish style guides and specifications
- Determine production method
- Determine phasing strategy
- Authorize implementation

Recommendation

- Commend the work of Project Longview
- Concur with general Wayfinding design
- Authorize pursuit of next steps as outlined