

RESOLUTION NO. 271

A RESOLUTION OF THE CITY OF WOODINVILLE, WASHINGTON, ADOPTING A CITY-AUTHORIZED WAYFINDING SIGN PROGRAM AND ITS FUNDING AND REPEALING RESOLUTION NO. 102.

WHEREAS, the City of Woodinville recognizes the value of attracting tourists and providing for tourist activities to promote the economic development goals of the City; and

WHEREAS, wayfinding signs are an integral part of a successful tourism industry and will further enhance and strengthen Woodinville's sense of community identity; and

WHEREAS, the City of Woodinville adopted resolution No.102 which established a conceptual tourist district signage plan and travel route changes in the tourist district; and

WHEREAS, the City of Woodinville Planning Commission and Tourism Task Force have further refined the tourist district signage plan by developing a city-wide wayfinding sign program that includes recommended sign locations, a common logo and specific designs for wayfinding signs; and

WHEREAS, the wayfinding program is intended to be a long term program and funding by the City will include a portion of the initial implementation cost and long term maintenance operation costs; and

WHEREAS, the tourist based businesses have offered to provide a contribution to the implementation of this wayfinding program; and

WHEREAS, the City collects a Lodging Tax for the purpose to support tourism, and is authorized by applicable state law to expend such funds in furtherance of said goal; and

WHEREAS, the City plans to dedicate a portion of the Lodging Tax for the costs to implement, maintain, and operation the wayfinding program; and

WHEREAS, Woodinville Municipal Code section 21.20.060(6), allows off-premise directional signs as part of a city-authorized program; and

WHEREAS, the City does not desire to create a public forum through its wayfinding sign program, but instead seeks to provide visitors with directional assistance in locating a *discrete and limited category of unique, local tourist attractions*; **NOW THEREFORE**,

**THE CITY COUNCIL OF THE CITY OF WOODINVILLE, WASHINGTON, DOES
RESOLVE AS FOLLOWS:**

Section 1 - The City of Woodinville hereby establishes a city-wide wayfinding sign program as described in Attachment A; and

Section 2 - The City of Woodinville supports the wayfinding sign locations for Gateway, Secondary and General Directional signs as described in Attachment A; and

Section 3 – The wayfinding sign program shall be an on-going program contingent upon continued funding by the City Council; and

Section 4 – Funding for the City's share of the wayfinding program implementation shall be \$5,000 from the Lodging Tax with the balance using other City funding sources such as the Current Expense Fund.

Section 5 – Funding for the continued maintenance and operations, and replacement shall be through 100% of the Lodging Tax revenue unless otherwise designated by the City Council in the annual budget for the non-site specific portion of the program.


Section 6 – Private participation in this program shall be as described in Attachment A.

Section 7 - Landscaping may be considered for future improvements to the wayfinding program and shall use the Lodging Tax revenue for funding source unless otherwise designated by the City Council in the annual budget.

Section 8 – The informational posting encouraged and authorized by the wayfinding sign policy shall be for the sole and exclusive purpose of providing directional assistance to visitors in attempting to locate unique, local tourist attractions as determined by the City of Woodinville. Nothing herein shall be construed as creating a public forum for the communication of other information.

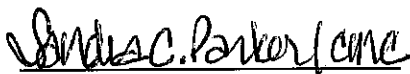
Section 9 – The City of Woodinville expressly and in its sole discretion reserves without limitation its right to alter, restrict, expand or terminate the wayfinding policy established hereby.

ADOPTED BY THE CITY COUNCIL AND SIGNED INTO AUTHENTICATION OF ITS
PASSAGE THIS 10th DAY OF MAY, 2004.



Don Brocha, Mayor

ATTEST:


Sandra C. Parker/CMC
City Clerk

WAYFINDING SIGN PROGRAM

1. PROGRAM OVERVIEW

The Wayfinding program is intended to provide directional information signs to help lead the general public to unique, local tourist destinations. The signs will be posted at key entrance points to the City and along routes to specific areas and sites.

There are three basic types of signs that are used in this program:

- Gateway – used at key City entrance locations
- Directional – used for en-route directional guidance within the City
- Destination – used for and displayed near a specific site

Specific tourist-oriented businesses will be provided opportunities to purchase site specific signs and directional information signs with the approval of the City. Eligible business types are described in this Exhibit.

2. DESIGN OVERVIEW

Concept: General design concept is illustrated on a poster board prepared for the Tourism Task Force. The signs described below have been modified from the conceptual design. For colors, materials and the logo, the poster board illustrations should be consulted. For design details, size and content, the following text and illustrations are the final design.

Colors:

- Maroon, Pantone 194 - Wineries, breweries, lodging
- Green, Pantone 349 - Parks, City Hall
- Light Cream, Pantone 7499 C - Farmer's Market, Hollywood Schoolhouse, Molbak's, Downtown (or other appropriate descriptor)
- Logo colors are the same as the existing City of Woodinville official logo.

Material: The signs shall be constructed in accordance with industry standards (WSDOT) for non-reflective street sign aluminum backing.

3. SIGN TYPES

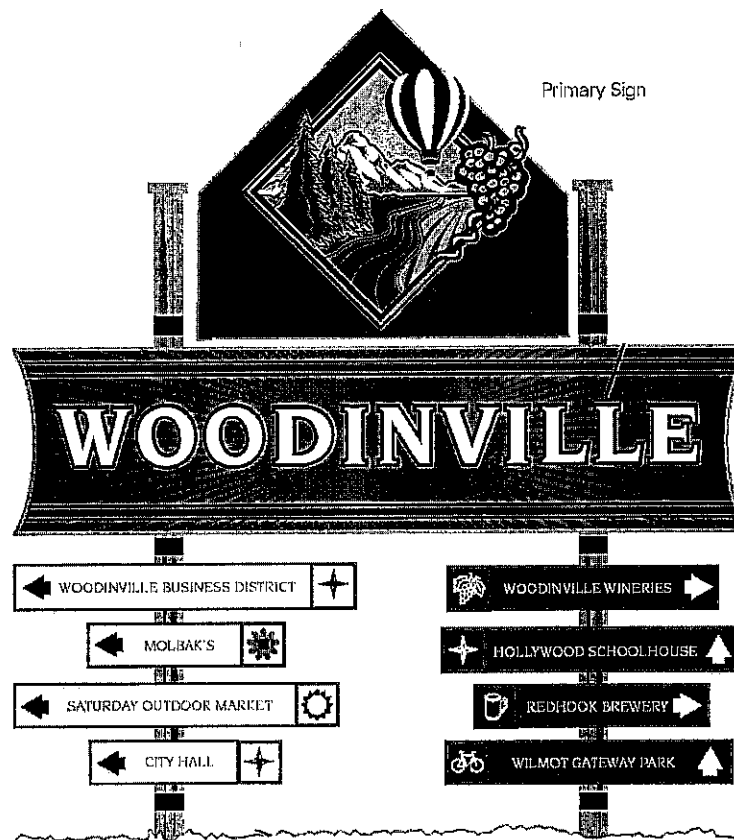
There are four basic types of wayfinding signs with different purposes used in this program. The design, dimensions and content for each sign are described below.

a) Gateway Signs

Purpose: These signs create distinct and prominent gateways to the City, and indicate general directions to destinations within the City. Specific business or destination names are not listed on Gateway signs. Gateway signs should include: Downtown/City Center, Farmer's Market, Lodging, Woodinville Wineries, City Hall, and Parks.

Location: Freestanding monument signs located at the major entrance points or gateway sites to the City.

Dimensions: Maximum total height of 15' from ground to the highest point. Individual point of interest signs should be no larger than 6" by 36".



b) **General Directional Signs**

Purpose: These signs provide general direction to various destinations. These signs do not include specific business names, but rather designate industry categories such as “Wineries”. Destinations include: City Hall, Downtown/City Center, Shopping District(s), Woodinville Wineries, Parks, Lodging, and Farmer’s Market.

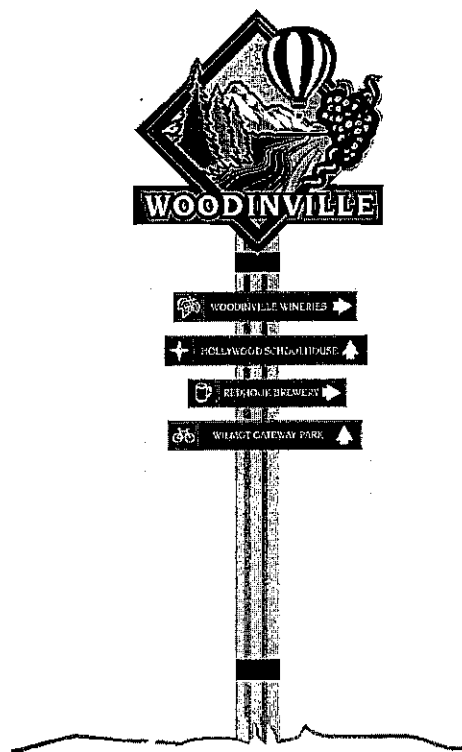
Location: At key intersections to indicate changes in direction.

Dimensions:

Point of Interest: Individual signs on the post should be a maximum of 6” by 30”.

Post: Similar to existing sign standards for freestanding signs with a maximum height of 10 feet without the logo.

Logo size: Standard 30” x30” advisory sign size.



c). **Secondary Signs**

Purpose: To provide directional assistance in locating specific tourist-oriented businesses and destinations. The name of the business or destination and an arrow are the only text on the signs. The name of the business or point of interest may be either in Novarese font or in the logotype of the business.

Location: Secondary signs would be located within the right-of-way at the closest main intersections to the businesses or destination that are identified on the point of interest signs.

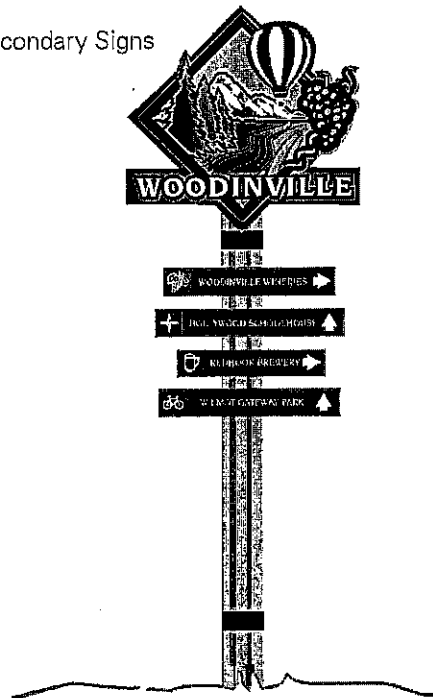
Dimensions:

Point of Interest: Individual signs on the post should be a maximum of 6" by 30".

Post: Similar to existing sign standards for freestanding signs with a maximum height of 10 feet without the logo.

Logo size: Standard 30" x30" advisory sign size.

Secondary Signs



d)

Destination Signs

Purpose: Identification of site specific “destinations” addressed by the wayfinding system. The signs may incorporate the logo, the name of the business or location, and removable signs that indicate specific information such as hours of operations. The name of the business may be either in Novarese font or in the logotype of the business.

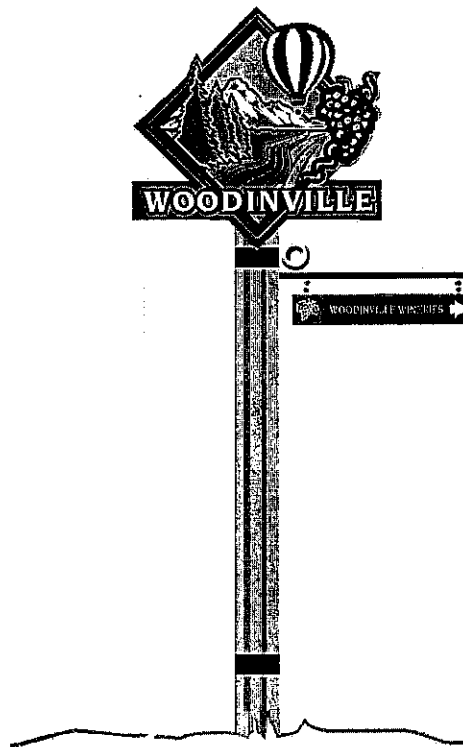
Location: These signs would be permanent signs located on the Right-of-Way at the intersection of the business or destination’s driveway/access road with the closest public right-of-way.

Dimensions:

Point of Interest: Individual sign shall each be a maximum of 6” by 30”.

Post: Maximum height of 10 feet without the logo.

Logo size: Standard 30” x30” advisory sign size.



e) **Point of Interest Signs (POI)**

Purpose: There are three distinctive types of POI type signs: General information, Directional Identification of site specific "destinations", and site specific information (such as hours of operation). The name of the business may be either in Novarese font or in the logotype of the business.

Location: These signs would be mounted on the sign posts of one of the 4 sign types as identified in the preceding description and would be permanent. Those POI signs with specified business names are only located on the Secondary and Destination signs.

Dimensions:

Point of Interest: Individual sign, tasting room hours, and "Open" sign should each be a maximum of 6" by 30".



4. **ELIGIBLE BUSINESSES**

Only public facilities and unique, local tourist-oriented businesses that attract and are open to members of the general public primarily from outside of the City limits will be considered for posting. These include one of the following type businesses or attractions:

- Museums and Historical sites – located within the City limits and open to the general public.
- Unique, local tourist-oriented businesses – businesses that have a large regional draw and are unique in type, including wineries, breweries, Farmer's Markets and landscaping with public viewing areas.
- Meeting facilities – designated halls, retreat centers, resorts and similar facilities availed to the public for retreats, conferences, seminars and similar meetings.
- Public Recreation Facilities – public parks, trail systems, and community center.
- Galleries – artisan galleries.
- Unique Location Businesses – Businesses that do not have multiple locations within the State of Washington that meet at least one of the other criteria listed in this Section.

- Tourist District Overlay – Businesses that attract large amounts of regional and out-of-state visits located within the City’s Tourist District Overlay, as defined within Chapter 21.38.065 of WMC.

The City’s Public Works Director shall, in his or her sole discretion, determine whether to display wayfinding signage indicating the location of a particular business. PROVIDED, that notwithstanding a particular business’s satisfaction of the above criteria, no provision of this policy shall be construed as requiring the City to display signage regarding any entity. The City will not post signage for political messages, religious proselytizing or businesses not meeting the above criteria.

5. **FUNDING**

There are two phases of funding for this program: implementation and operational costs. These are described along with the funding sources.

- a. **Implementation** - This is the initial startup cost and includes the Gateway, Directional, Secondary, Destination and Point of Interest Signs (POI) signs funding shall be as follows:
 - Gateway, Directional, and Secondary signs – shall be funded using \$5,000 Lodging Tax and the balance using General funds or other funds as designated by the City Council.
 - Destination Signs:
 - Point of Interest Signs (non-site specific) – the City shall fund 100% of the POI that designate a direction to an area and do not include a specific site.
 - Point of Interest Signs (site specific) – these original signs shall be purchased by private interest and shall have not City funding. The price paid for the sign will be an “installed” price.
- b. **Operating Costs** – All services performed for the maintenance and operation of the Way Finding sign program including repairs, cleaning, and replacement of the Gateway, Directional, Secondary, and Point of Interest (non-site specific) signs shall be 100% funded by the Lodging Tax unless the City Council determines to fund it from general funds of the City during the annual budget process. All services performed for the maintenance and operation of the site specific signs shall be 100% funded by the Lodging Tax.
- c. **Landscaping** – Landscaping at the Gateway signs may be included under funding through the Lodging Tax or other City funds as directed by the City Council but is not included in the initial implementation of the Way

6. **PURCHASING**

The City will purchase and/or approve all signs. Businesses seeking designation signs will be able to purchase signs through the City or through a City-approved vendor selected by way of a public purchasing process. Any business seeking to display a destination sign pursuant to this policy shall first execute an agreement with the City in a form substantially similar to the template contract contained in Exhibit C, attached hereto and incorporated herein by this reference as if set forth in full. The City shall approve all signs prior to placement within the City's corporate boundaries to ensure consistency in design, color, and placement.

No sign shall be posted pursuant to this policy without prior City approval.

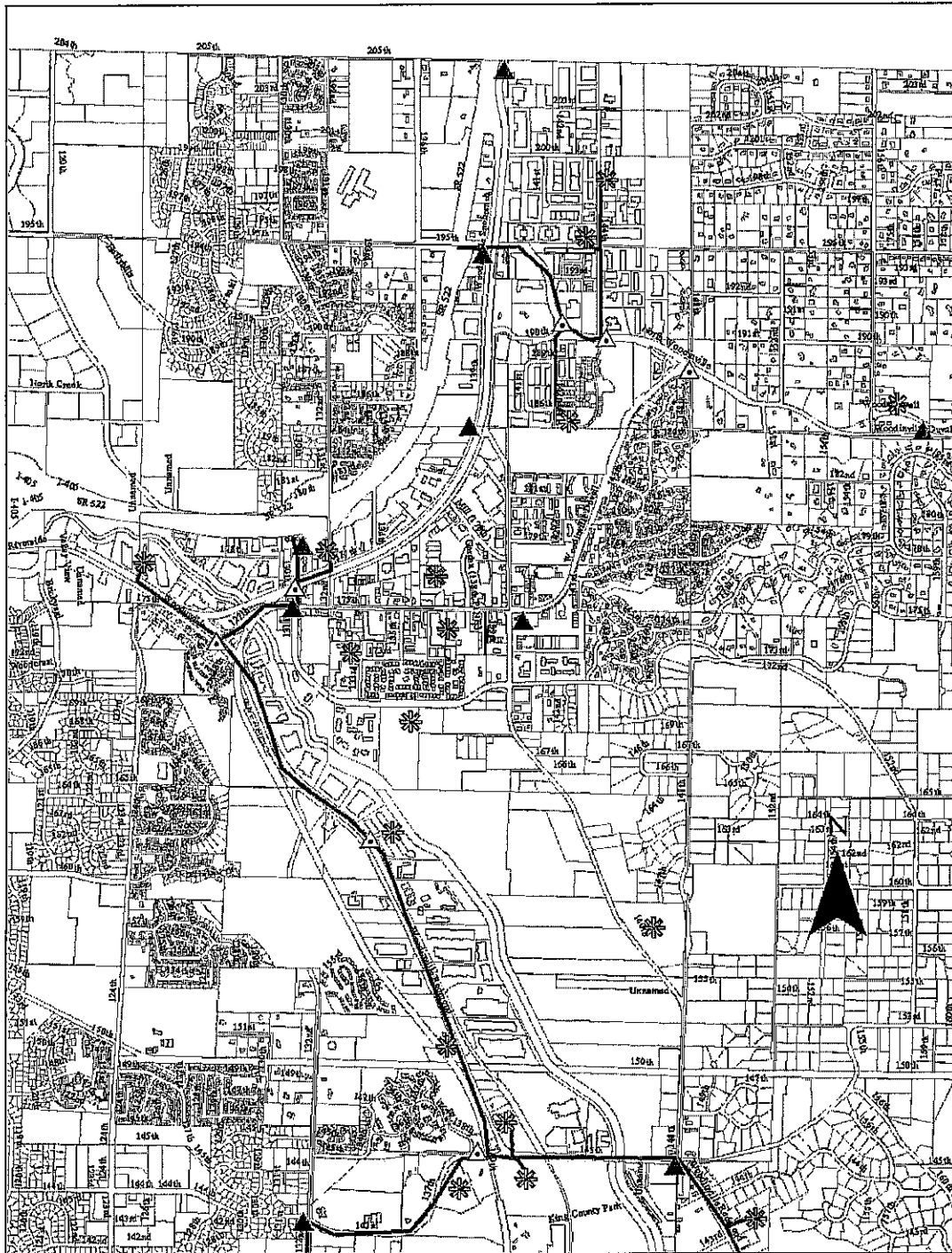
7. **INSTALLATION**

The City will install all signs with the exception of those destination signs located outside the city limits. The City of Woodinville is not responsible for securing permits or permission from other agencies to place these signs.

8. **COORDINATION AND SIGN PLACEMENT**

The City will coordinate the manufacture and placement of all signs. The City Engineer shall approve the location of all signs in the right-of-way. Attachment 2 contains recommended locations for gateway, general directional and secondary signs, but the actual location and number of signs may vary. The location for Destination signs will be coordinated with the private business and determined by the City Engineer on a case-by-case basis based on the location criteria listed for the sign type.

Woodinville Wayfinding System



Legend	
▲ Gateway Signs	★ Woodinville Destinations
▲ Secondary Signs	— Winery travel route
▲ General Directional Signs	

EJ last revised 02/19/04