

# APPLICATION FOR TOURISM-RELATED, LARGE-SCALE MUNICIPALITY-OWNED CIP LISTING

## Applicant Information

Name of Municipality: City of Ellensburg Public Works

Mailing Address: 501 N Anderson St  
Ellensburg, WA 98926

Contact Person and Title: Derek Mayo, City Engineer

Phone: (509) 962-7101

Email: mayod@ci.ellensburg.wa.us

Project Title: Implementation of Ellensburg's  
Wayfinding Master Plan

Project Location: City of Ellensburg

RECEIVED

APR 14 2017

1st 2nd 3rd  
KITTITAS COUNTY BOARD OF SUPERVISORS

## Application Requirements

- X 1. The project qualifies for lodging tax funds as a capital expenditure of a tourism-related facility owned or operated by a municipality.
- X 2. If this application is not from Kittitas County, the municipality's lodging tax advisory committee (or equivalent) has been informed of the project and endorsed it. A letter from the municipality is included.
- X 3. Lodging tax capital project funds are not being substituted for other funds that are already secured or applied for (if applicable).
- X 4. A completed project budget is included in the application.
- X\* 5. A detailed 8 ½ X 11 vicinity map that clearly shows the location of the project is included.

*\*See Attached Ellensburg, Washington Wayfinding Master Plan with detailed vicinity maps for all sign locations within the scope of the project. (Pages 19-34)*

## Tourism-Related, Large-Scale Municipality-Owned Capital Project Narrative

1. Project Description: Please describe the project in detail. Indicate the major work to be completed, any milestones that need to be overcome in order for the project to move forward, and include a comparison of existing and proposed conditions.

*In June of 2016 the City of Ellensburg and Kittitas County Chamber of Commerce Tourism Division began developing a Wayfinding Master Plan for the City of Ellensburg, which was completed in February 2017. The wayfinding master plan is the pathway in which the city intends to provide signage for tourism and residents. The key objectives of the wayfinding project is to provide route guidance along key corridors, create a visually-unified signage system, generate signage templates for key community attractions, curate the visitor experience within Ellensburg and generate local awareness and pride of amenities and assets. The project would include 32 Vehicular Directional wayfinding signs, 5 Gateway signs, 4 Pedestrian Map signs, 4 Parking Directional wayfinding signs and 4 Pedestrian Directional wayfinding signs.*

*The City of Ellensburg has already added a few wayfinding signs mostly found just outside or within the downtown core. The proposed project which adds 49 signs would boost the total amount and bring attention to the major features of our wonderful city.*

2. Kittitas County Tourism Infrastructure Plan: Please explain how the project meets the Goals and Actions in the Kittitas County Tourism Infrastructure Plan as adopted. Also, describe the specific county tourism infrastructure needs the project addresses and how the project directly increases tourism. Explain how the improvements will promote tourism in Kittitas County and indicate specifically how the improvements will directly increase economic activity resulting from tourists.

*The project enhances and elevates the opportunity for tourism by drawing attention to the many historic and new attractions and activities within the City of Ellensburg. The look and feel of the signs and posts adds an inviting touch as people travel into and through the city and are given a pathway to specific destinations. Without the wayfinding signs it can become troublesome to find some destinations, whereas the having the signage provides a pleasant experience and a direct route to areas of tourism. Because of the many positive aspects of the wayfinding signs the Wayfinding Master Plan supports all 12 goals of the Kittitas County Tourism Infrastructure Plan.*

*Just like how the Wayfinding Master Plan supports the goals of the KC Tourism Infrastructure Plan, it fosters tourism by providing clear directions and a smooth transition to Ellensburg's many amenities. With a smooth transition to destinations it creates a positive experience to tourists that will increase the chances of a return visit or referral, therefore also increasing Ellensburg tourism.*

*The more returning tourists and positive referrals, the better the economic activity is due to a larger volume visiting the many local businesses.*

3. Real Property: If real property acquisition is a component of the project, please explain. Include any information of property already secured or evidence of the ability to secure the real property.

*Real property acquisition is not a component of the project. All posts and signs will be installed within the public right-of-way. There are 6 signs being proposed in the UGA that would require approval from Kittitas County.*

4. Coordination: Please explain how this project has been coordinated with other jurisdictions as well as affected stakeholders. Please include letters of support from stakeholders.

*The project was coordinated between the City of Ellensburg and Kittitas County Chamber of Commerce Tourism Division, with consulting services from Arnett Muldrow & Associates. Arnett Muldrow & Associates worked in conjunction with a steering committee, comprised of local stakeholders for the planning process and determining the wayfinding needs and issues as well as the project goals and objectives.*

5. Studies: Please attach any feasibility or other studies that demonstrate linkages between the proposed project and the anticipated tourism impacts. Also please include your operations/maintenance strategy and other plans for long-term project sustainability (how the facility or facilities will be operated and maintained over at least five years following completion).

*Please see the attached Ellensburg, Washington Wayfinding Master Plan for all project details. The Plan discusses the purpose of the project, the analysis, design, schedule and implementation.*

6. Project Readiness: Please provide a detailed project schedule, including milestones necessary for completion as mentioned in question 1 above. On the schedule, indicate items completed and exactly where in the schedule the project is at this time. Be sure to include expected completion date.

*With the recently completed 'Wayfinding Master Plan', which includes a detailed project scope, the project would be able to begin very soon upon securing funding. We anticipate the following project schedule upon securing funding:*

- *Prepare Bid Documents and Advertise:* 3 Months
- *Execute Construction Contracts:* 2 Months
- *Fabrication of Signs/Material:* 3 Months
- *Construction/Installation:* 2 Months
  - ***We anticipate 10 months from grant award to project completion***

7. Applicant Certification: Please sign below in agreement with the statement of certification.

Certification is hereby given that the information provided is accurate and the applicable attachments are complete and included as part of the application package.

I further certify that the application thresholds are met at the time of application.



Signature of Official Representative

City Manager  
Title

April 14, 2017  
Date

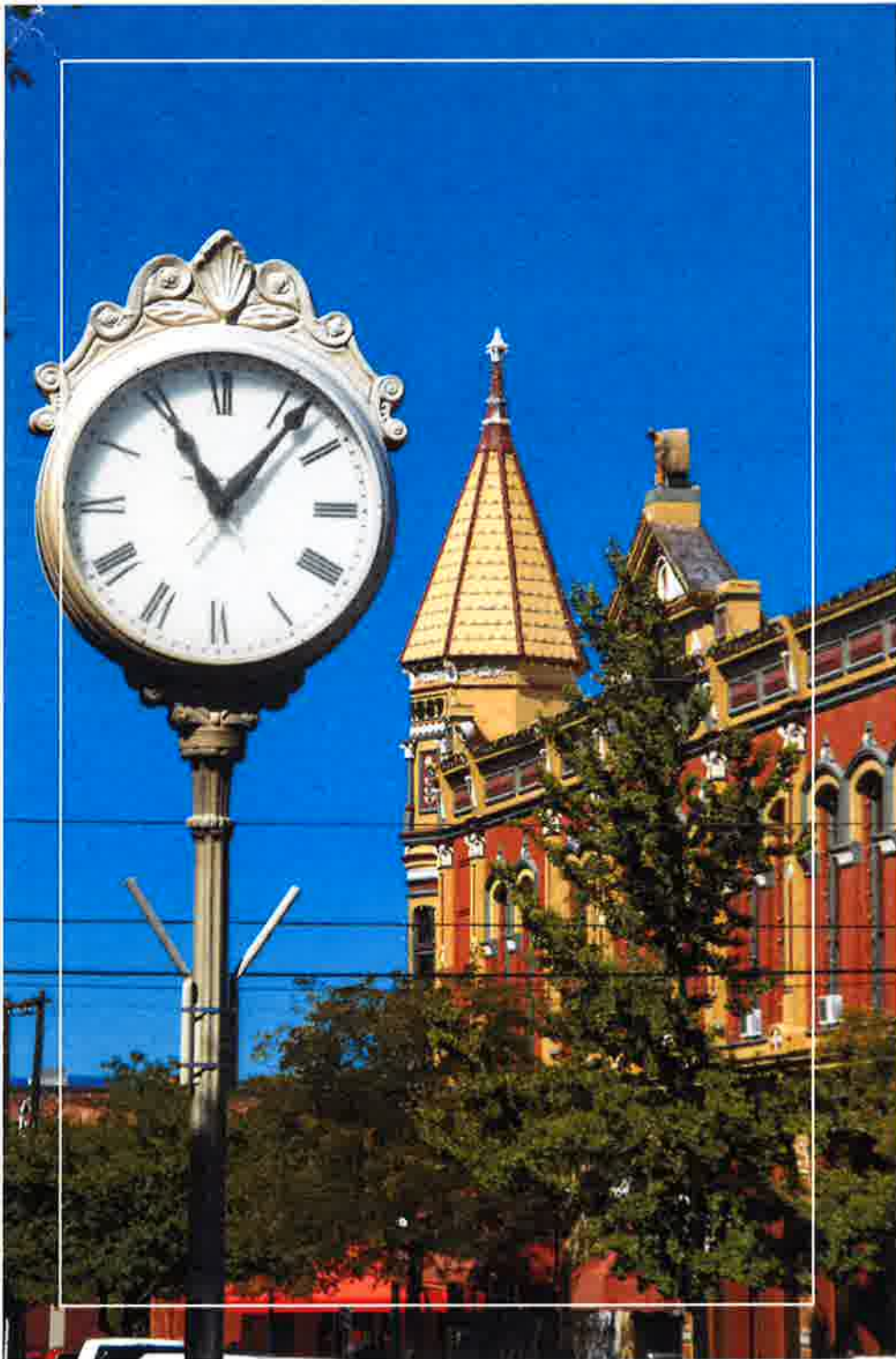
## Implementation of Ellensburg's 'Wayfinding Master Plan' Cost Estimate

No.	Item	Unit	Qty.	Unit Cost	Total
1	Vehicular Directional Signs	EA	32	\$ 2,800.00	\$ 89,600.00
2	Gateway Signs	EA	5	\$ 10,600.00	\$ 53,000.00
3	Pedestrian Map Signs	EA	4	\$ 1,800.00	\$ 7,200.00
4	Parking Directional Signs	EA	4	\$ 1,800.00	\$ 7,200.00
5	Pedestrian Directional Signs	EA	4	\$ 2,800.00	\$ 11,200.00

<b>Total Construction Contract:</b>	<b>\$168,200.00</b>
<b>Engineering and Administration (15%):</b>	<b>\$16,800.00</b>
<b>Grand Total:</b>	<b>\$185,000.00</b>

### Funding Breakdown:

<b>Grant Request (50%)</b>	<b>\$ 92,500.00</b>
<b>Local Match (50%)</b>	<b>\$ 92,500.00</b>



---

# Ellensburg, Washington **Wayfinding Master Plan**

---

Prepared for:



---

Prepared by:



Arnett Muldrow  
& Associates

---

February 2017



## Table of Contents

1. Introduction.....	4
Purpose .....	4
2. Preliminary Analysis .....	5
Stakeholder Input.....	5
Policy and Management.....	6
<i>Wayfinding Policy</i> .....	6
<i>Types of Qualifying Destinations</i> .....	6
<i>Scoring Criteria for Qualifying Destinations</i> .....	7
<i>System Management</i> .....	8
System Infrastructure.....	9
<i>Major Routes</i> .....	9
<i>Circulator Routes</i> .....	9
<i>Destination Routes</i> .....	<b>Error! Bookmark not defined.</b>
System Destinations.....	10
<i>Tier One Destinations</i> .....	10
<i>Tier Two Destinations</i> .....	11
3. System Design .....	12
Design Elements .....	12
<i>Fonts</i> .....	12
<i>Color Palette</i> .....	13
<i>Icons</i> .....	14
<i>Arrows</i> .....	15
<i>Materials</i> .....	15
Sign Typology .....	16
Directional Sign Placement .....	17
4. Sign Schedule .....	18
Downtown Signs.....	19
Canyon Road .....	20
Umptanum Road & Canyon Road .....	21
South Main Street & South Water Street.....	22
East Mountain View Avenue & East Capitol Avenue.....	23

## Ellensburg, Washington Wayfinding Master Plan

East University Way & East Vantage Highway .....	24
East University Avenue, East 10 <sup>th</sup> Avenue, & North Chestnut Street.....	25
Reecer Creek Road & Bowers Road.....	26
North Water Street & West Bender Road .....	<b>Error! Bookmark not defined.</b>
Old Highway 10, Reecer Creek Road, & West University Way.....	27
Highway 97 & West University Way.....	<b>Error! Bookmark not defined.</b>
West University Way, North Water Street, North Main Street, & North Railroad Avenue .....	28
Gateway at Canyon Road & East Mountain View Avenue/Kittitas Highway.....	29
East Vantage Highway .....	31
East University Way & North Chestnut Street .....	32
Kittitas Highway/East Mountain View Avenue.....	33
West University Way .....	34
5. Implementation.....	35



# 1. Introduction

## Purpose

In June of 2016, the City of Ellensburg and Kittitas County Chamber of Commerce Tourism Division contracted with Arnett Muldrow & Associates develop a wayfinding master plan for the City of Ellensburg, Washington.

Overall project goals include the following:

- to promote major community destinations;
- to cultivate the City of Ellensburg as a visitor destination and generate overnight stays;
- to enhance tourism and quality of life; and
- to develop an attractive, consistent signage to set Ellensburg apart from competing communities.



## 2. Preliminary Analysis

### Stakeholder Input

Arnett Muldrow & Associates (the “Consultants”) met with the wayfinding project steering committee to kick off the planning process in late summer of 2016.

During the steering committee meeting, the Consultants recorded responses to discussion questions posed by the Consultants. Participants were asked a series of questions surrounding two themes: one, wayfinding needs, issues, and opportunities; and two, project goals and objectives. In general, key themes identified by stakeholders included:

- Provide route guidance along key corridors;
- Create a visually-unified signage system;
- Generate signage templates for key community attractions;
- Curate the visitor experience within Ellensburg;
- And generate local awareness and pride of amenities and assets.



## Policy and Management

A key project goal is the establishment of wayfinding policy and management programs that will ensure the sustainability of the wayfinding plan and provide a roadmap for physical maintenance and system expansion over time.

### Wayfinding Policy

A useful wayfinding policy will address two key issues:

- The inclusion and exclusion of potential destinations into the wayfinding system; and
- An assessment of the relative significance of qualifying destinations.

### Types of Qualifying Destinations

To be considered for inclusion into the community wayfinding system for Ellensburg, a destination or attraction must clearly conform to one of the following categories:

- *Architectural & Historical:* Historic Sites, Historic Districts
- *Commercial:* Permanent Farmers Markets, Shopping Districts, Industrial Parks
- *Cultural & Institutional:* Arenas, Colleges and Universities, Convention Centers, Courthouses, Government Buildings, Health Care Centers, Libraries, Museums, Schools, Theaters
- *Recreational:* Boating Access, Campgrounds, Golf Courses, Hiking/Biking Trails and Routes, Equestrian Facilities, National/State/Regional Parks/Forests, Parks and Recreational Facilities, Sports Facilities
- *Transportation:* Airports, Historic Routes, Parking Resources, and Transit Centers
- *Visitor Services:* Hospitals, Visitor Information Centers

*If a destination or attraction fails to conform to one of the above categories, it should be excluded for consideration as a qualifying destination.*

## Ellensburg, Washington Wayfinding Master Plan

### Scoring Criteria for Qualifying Destinations

If an attraction or destination conforms to one of the qualifying categories for destinations, it will be considered for inclusion into the Ellensburg wayfinding system. A qualifying attraction or destination shall then be rated according to a scoring matrix based on the below criteria. The attraction or destination under consideration shall register a minimum score of nine (9) to be included in the wayfinding system.

#### **Size of Attraction:** Score based on number of full-time employees

10 or fewer	1
11-49	2
50 or more	3

#### **Access to Attraction:** Score based on ease of access via roads and entrances

Unmarked and unpaved/no entrance	0
Entrance poorly marked and/or unpaved entrance/access	1
Clearly marked entrance with paved entrance/access	2

#### **Parking Resources:** Score based on number of parking spaces or nearby on-street parking

No on-site or nearby on-street parking	0
Nearby on-street parking only	1
Dedicated parking lot with 10 or fewer spaces	2
Dedicated parking lot with 11 or more spaces	3

#### **Seasonality:** Score based on annual availability or access to destination on an annual basis

6 months or less	1
6-9 months	2
9-12 months	3

#### **Hours of Operation:** Score based on weekly availability or access

0-20 hours/week	1
20-40 hours/week	2
40 or more hours/week	3

#### **Significance of Attraction:** score based on local, regional, or national importance

Local significance	1
Regional significance	2
National significance	3



## Ellensburg, Washington Wayfinding Master Plan

### System Management

The day-to-day and long-term management of a wayfinding system will require a commitment from the City of Ellensburg's elected leadership as well as leaders from various city departments. These stakeholders will work together to manage the physical and administrative elements of the wayfinding program.

#### *Day-to-Day System Management*

The City of Ellensburg should assign a department to manage the wayfinding system. This department would be responsible for scheduled system maintenance, including cleaning and repair to minor damage of system components. This department would also review the system status, address maintenance or repair issues, and discuss and recommend (if needed) action to alter, modify, or expand the existing system. Future design services can be managed by the department or through an as-needed services contract with a qualified firm.

#### *Long-Term System Management*

The City of Ellensburg will be required to manage, and allocate additional funds to, an ongoing wayfinding management program. Between ten and fifteen percent of the funding for project implementation should be earmarked for long-term system repair, replacement, and expansion. The City of Ellensburg may be required, on occasion, to contribute additional funds to ensure the system is adequately maintained.



## System Infrastructure

The process used to determine the routes to Ellensburg destinations consisted of identifying two types of roads: Major Routes and Circulator Routes.

### Major Routes

Major routes are the roads that bring most of the traffic into Ellensburg. Based on an analysis of daily traffic counts (AADT = Annual Average Daily Traffic) for all highways with an Interstate, US, or WA/SH designation, most visitor trips should be routed from exits 109 and 106 along Interstate 90 leading to Canyon Road/South Main Street from the south and West University Way from the West. Therefore, all of these roads are designated in the wayfinding plan as Major Routes.

### Circulator Routes

Circulator Routes form an internal connective network of roads that link Major Routes to wayfinding destinations. Circulator Routes also provide access from Major Routes to Destination Routes, the roads that lead to individual destinations. Circulator Routes are characterized by high traffic volumes in urban areas and by being the principal access ways in rural areas. In Ellensburg, Circulator Routes include East University Way/East Vantage Highway, Dolarway Road/Railroad Avenue, East Mountainview Avenue/Kittitas Highway, Umptanum Road, Chestnut Street, Third Avenue, and Fifth Avenue.

## System Destinations

The Consultants with the project steering committee to edit, refine, and finalize the destinations to be included in the wayfinding system. These destinations are divided into two categories based on their overall significance as a visitor destination, with Tier One being the most significant and Tier Two the least significant to the wayfinding system.

### Tier One Destinations

Tier One destinations are qualifying destinations that meet all requirements of scoring criteria for eligible destinations or attractions and should be included in motorist directional signage. Tier One destinations will require directional trailblazer signage from Primary, Circulator, and Destination Routes to direct visitors to the destination.

<u>Destination</u>	<u>Tier</u>
CWU	1
Downtown	1
Fairgrounds/Event Center	1
High School	1

Figure 1: Tier One Destinations



## Ellensburg, Washington Wayfinding Master Plan

### Tier Two Destinations

Tier Two destinations are qualifying destinations that meet all requirements of scoring criteria for eligible destinations or attractions and should be included in motorist directional signage. Tier Two destinations will require a directional trailblazer when a turn is necessary and may be included in a directional trailblazer when a directional trailblazer is required because of a Tier One destination.

<b><u>Destination</u></b>	<b><u>Tier</u></b>	<b><u>Destination</u></b>	<b><u>Tier</u></b>
Rotary Park	2	Hal Holmes Community Center	2
Reed Park	2	Galleries/Museums	2
Visitor Center	2	Business Park	2
City Hall	2	Memorial Park	2
County Courthouse	2	Rotary Pavilion	2
Irene Rhineheart	2	Airport	2
History Museum	2		
Library	2		
John Wayne Trail	2		
Mountain View Park	2		
Kiwanis Park	2		

Figure 2: Tier Two Destinations

### 3. System Design

#### Design Elements

The Consultants worked with the wayfinding project steering committee to edit, refine, and finalize artwork for the wayfinding system. Important considerations included the following design elements. Many of the design elements are drawn from the recommended brand identity for Ellensburg, which has been embraced by the City of Ellensburg.



Figure 3: Ellensburg Brand Identity

#### Fonts

The wayfinding system for Ellensburg features three approved font, which are described and illustrated below.

The first approved font is Highway Gothic, which should be utilized for vehicular signage, which is intended for viewing by people in motorized vehicles along public roadways. The cap height for sign copy must be six inches for signs in speed zones thirty miles-per-hour and above. The cap height must be four inches for speed zones less than thirty miles-per-hour.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

Figure 4: Highway Gothic

## Ellensburg, Washington Wayfinding Master Plan

The second approved font is Helvetica Neue, which should be utilized for pedestrian signage. This typeface is intended for viewing by people on foot or non-motorized vehicles outside the public right-of-way, so the cap height is not subject to MUTCD regulations and can vary based on use. Helvetica Neue should also be utilized for destination markers, which are on-site signs that identify specific destinations included in the wayfinding system.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

*Figure 5: Helvetica Neue*

## Color Palette

The approved color palette for Ellensburg draws directly from the existing brand palette for the City of Ellensburg. It is important to note that shades of red, orange, and yellow may not be used as sign backgrounds, as these colors may resemble regulatory signage and may confuse and endanger motorists.



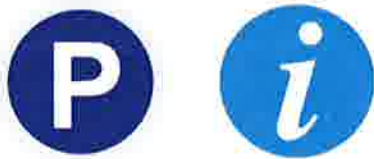
*Figure 6: Color Palette*

## Ellensburg, Washington Wayfinding Master Plan

### Icons

Two icons are approved for usage in the Ellensburg wayfinding system. These are as follows:

- The commonly-acknowledged information icon “i” should be used in conjunction with a Visitor Information Center.
- The parking icon “P” should be used to indicate directional parking signage. It may appear in conjunction with the word “Parking” or simply on its own.



*Figure 7: System Icons*

## Ellensburg, Washington Wayfinding Master Plan

### Arrows

It is recommended that Type D arrows, shown below, should be used in all motorist-oriented signage in the Ellensburg wayfinding system. For pedestrian-oriented trailblazers, an alternate set of arrows, also shown below, should be utilized.

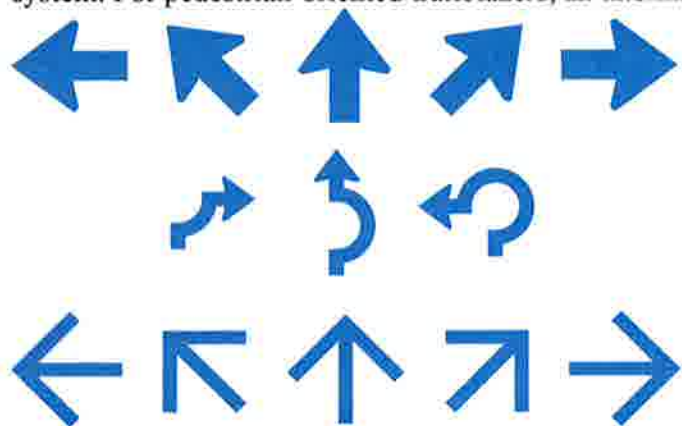


Figure 8: Vehicular and Pedestrian Directional Arrows

### Materials

#### Pole-Mounted Signage

- Sign panels should feature custom, digitally-printed layouts with 3M UV-cured inks over 3M Engineer Grade Reflective Sheeting. This should be overlaid with 3M ElectroCut Film. Panels should be 0.125-gauge aluminum.
- Breakaway posts and decorative post features should be constructed of MUTCD-specified, WSDOT-approved powder-coated metal. Signs installed in pedestrian areas should also include a decorative slip jacket at the base of the post.
- Signs on existing light standards may be used with City of Ellensburg and/or WSDOT approval.
- All installed signs should meet federal and state requirements for minimum height and breakaway features. Minimum height for the bottom edge of directional trailblazers and parking signs is seven feet above grade.

#### Monument-Style Signage

- The monument should be constructed of stone and block with concrete footers.
- Letters and graphic elements should be constructed of aluminum and feature backlit LED or other lighting for nighttime display.

## Sign Typology

The wayfinding system is composed of several unique sign types, which serve different functions. The signs illustrated below should be considered “typical” for each sign type.



Figure 9: Sign Typology

## Directional Sign Placement

Wayfinding signage should be installed in locations per MUTCD regulations and pending City of Ellensburg and/or WSDOT approval. Sign location diagrams for “typical” intersections in Ellensburg are displayed below.

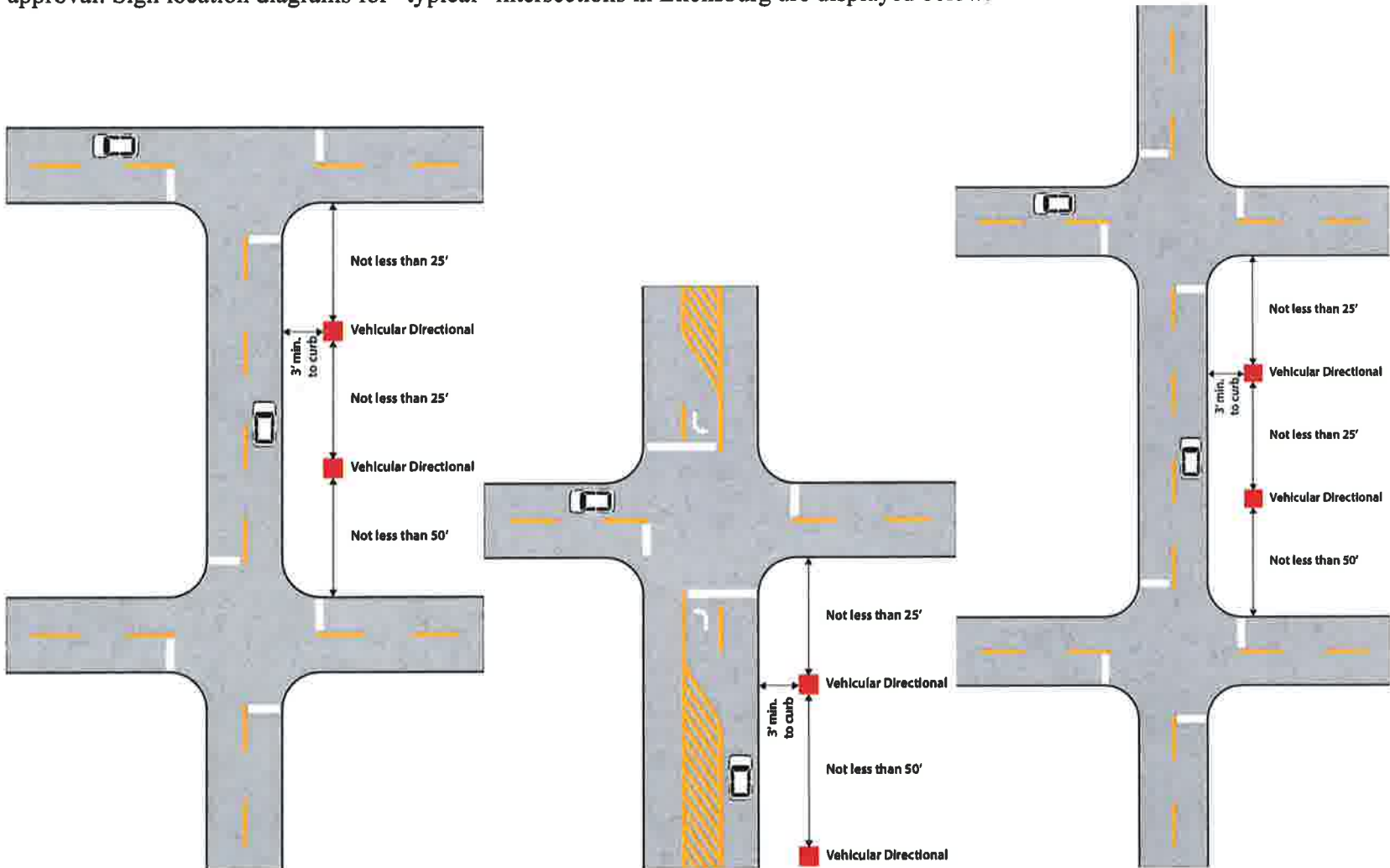


Figure 10: Typical Sign Placement Diagrams



## 4. Sign Schedule

The sign schedule for Ellensburg combines the key routes, decision points, and destinations into signage content, location, and type. The sign schedule for Ellensburg is detailed throughout this chapter as a series of exhibits that combine maps and tables to detail relevant information in an easy-to-comprehend format.

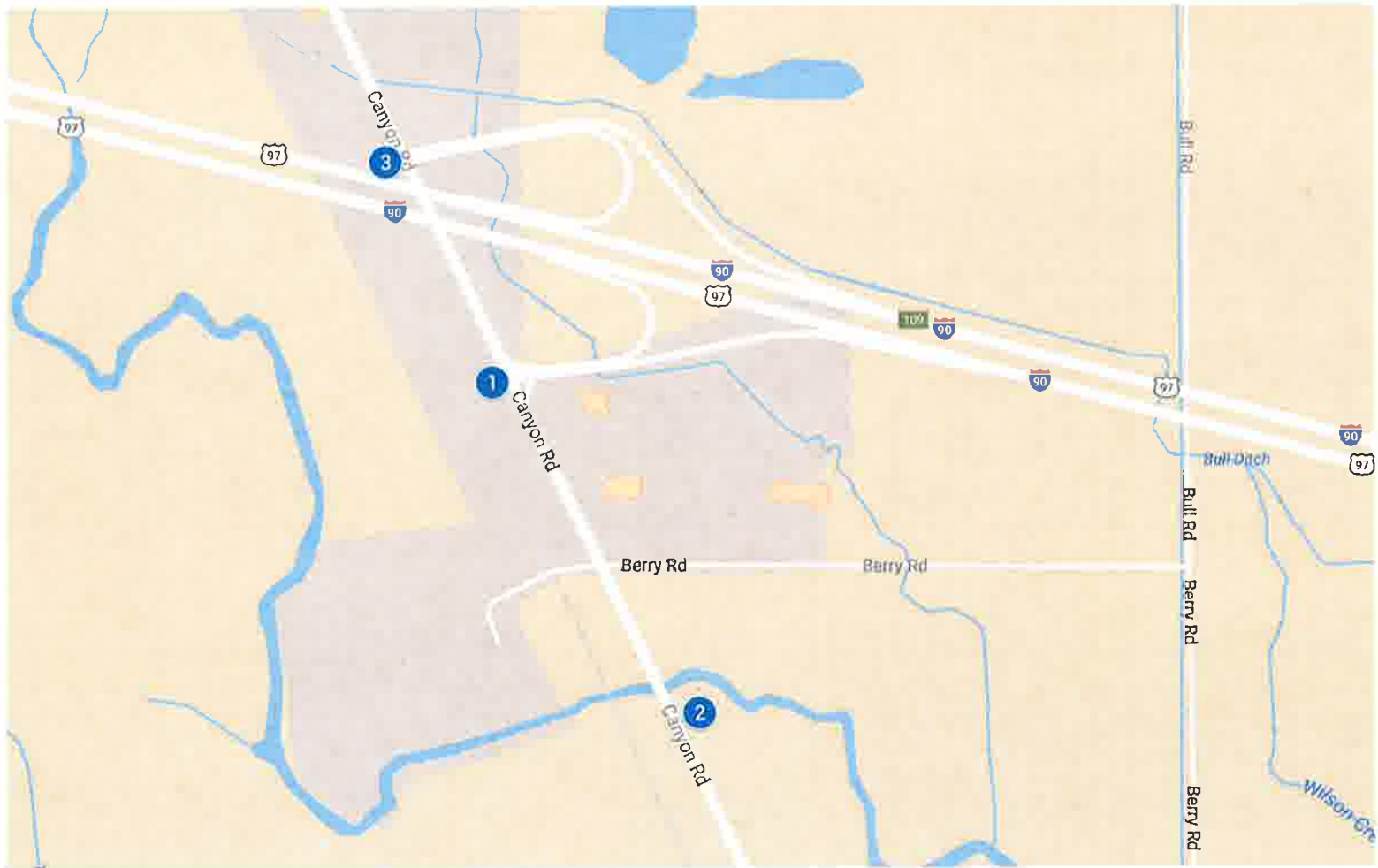
The sign schedule maps provide aerial views of roadways and existing development throughout the city. The sign schedule tables detail the system Directional Trailblazers and Gateways. Each sign schedule table provides a unique code for each sign, additional details regarding the sign typology, the general location of the sign.

The table for Directional Trailblazers also includes the content of each sign panel. This content includes the name of one, two, or three destinations (no more than three destinations are permitted), along with directional arrows for each destination. The directional arrows in the table are represented by the following symbols: “<” is left, “>” is right, “^” is straight ahead.

## Downtown Signs

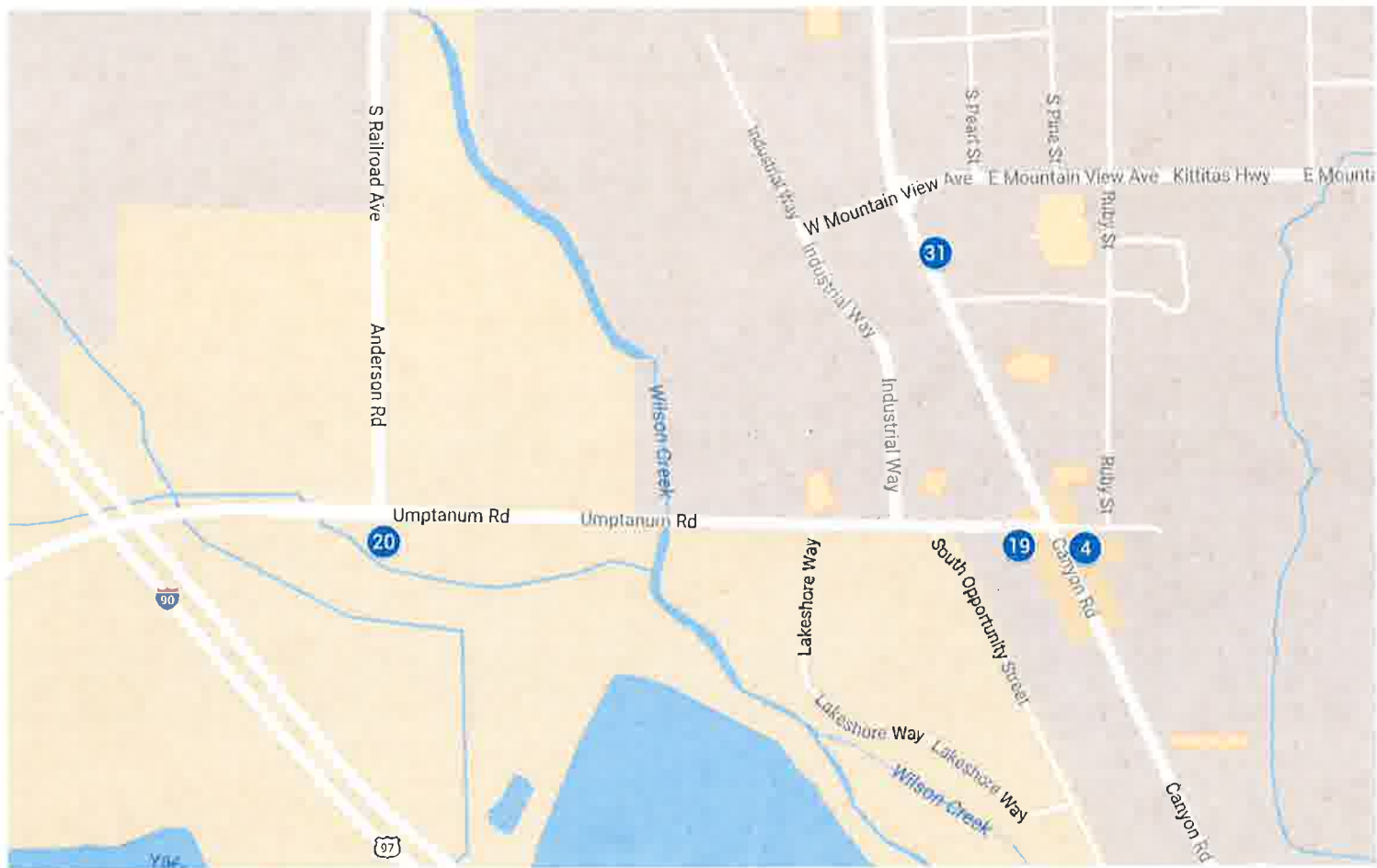
Code	Sign Type	Destination A	Dir A	Destination B	Dir B	Destination C	Dir C
DS-1	Downtown Sign – Low Speed	Library	>	Hal Holmes Center	>	History Museum	>
DS-2	Downtown Sign – Low Speed	Museums	>	Shopping/Dining	>	Rotary Pavillion	>
DS-3	Downtown Sign – Low Speed	City Hall	>	County Courthouse	<	Rotary Park	<
DS-4	Downtown Sign – Low Speed	City Hall	<	County Courthouse	>	Rotary Park	>
DS-5	Downtown Sign – Low Speed	Museums	<	Shopping/Dining	<	Rotary Pavillion	<
DS-6	Downtown Sign – Low Speed	Library	<	Hal Holmes Center	<	History Museum	<

Canyon Road



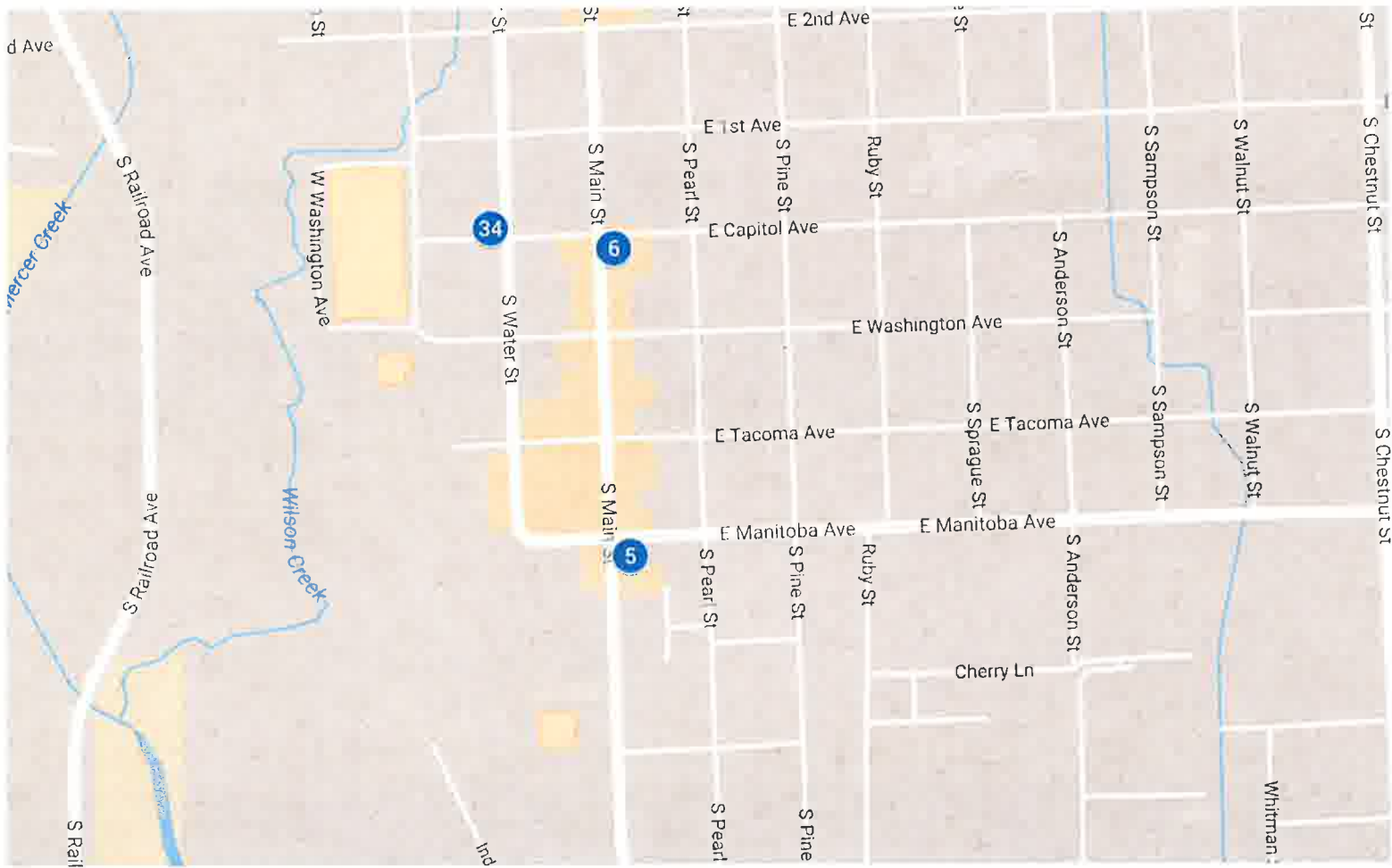
Code	Sign Type	Destination A	Dir A	Destination B	Dir B	Destination C	Dir C
1	Directional Trailblazer - High Speed	Downtown	>	CWU	>	Fairgrounds/Event Center	>
2	Directional Trailblazer - High Speed	Downtown	^	CWU	^	Fairgrounds/Event Center	>
3	Directional Trailblazer - High Speed	Downtown	>	CWU	>	Fairgrounds/Event Center	>

Umptanum Road & Canyon Road



Code	Sign Type	Destination A	Dir A	Destination B	Dir B	Destination C	Dir C
4	Directional Trailblazer - High Speed	Downtown	^	CWU	^	Irene Rinchart Park	<
19	Directional Trailblazer - High Speed	Downtown	<	CWU	<	Fairgrounds/Event Center	<
20	Directional Trailblazer - High Speed	Downtown	<	CWU	<	Irene Rinchart Park	>
31	Directional Trailblazer - High Speed	Downtown	^	Mountain View Park	>	Middle/High Schools	>

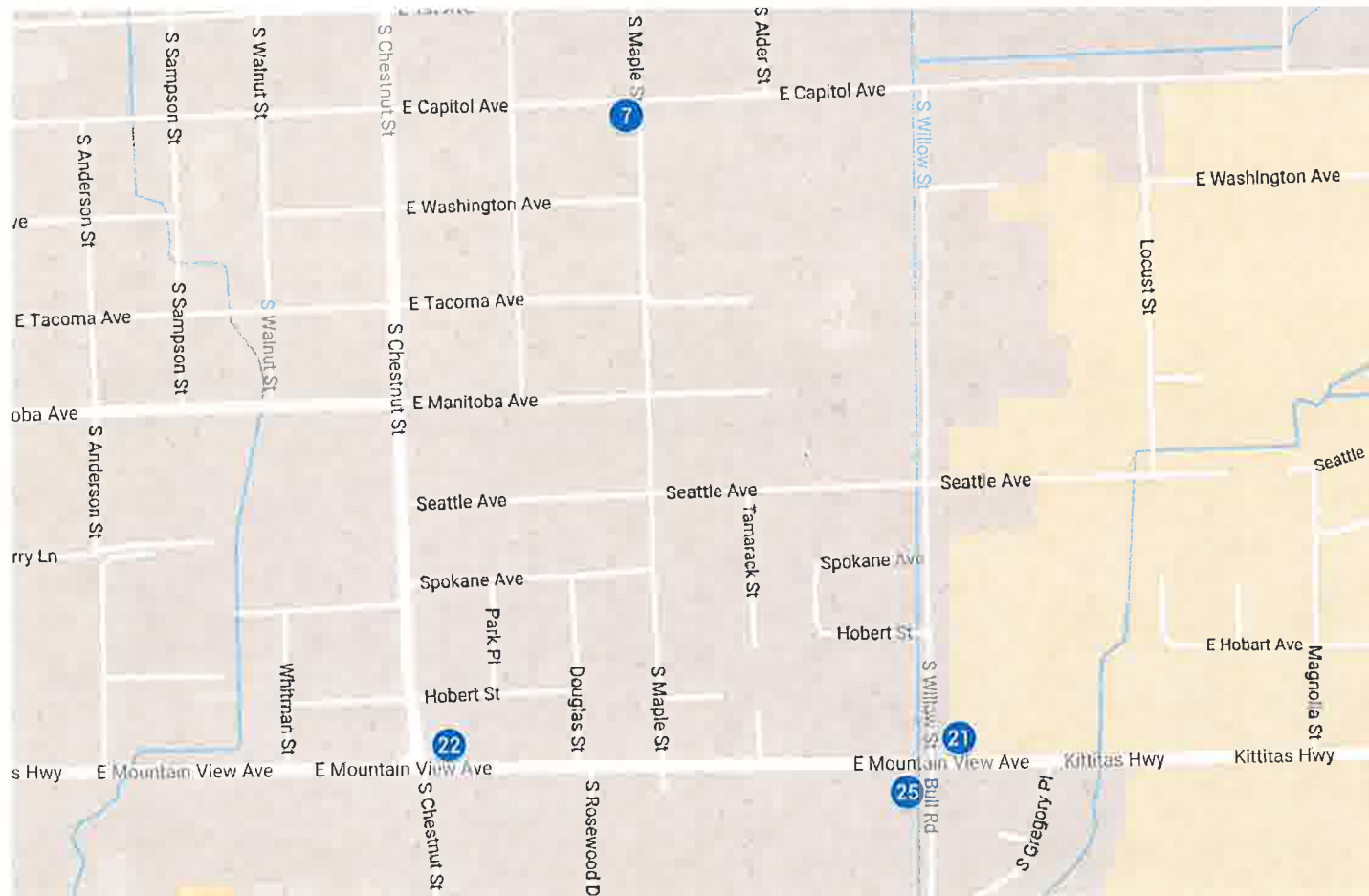
South Main Street & South Water Street



Code	Sign Type	Destination A	Dir A	Destination B	Dir B	Destination C	Dir C
5	Directional Trailblazer - High Speed	Downtown	^	CWU	^	Mountain View Park	^
6	Directional Trailblazer - High Speed	Middle/High School	^	Reed Park	^	Mountain View Park	^
34	Directional Trailblazer - High Speed	Middle/High School	^				

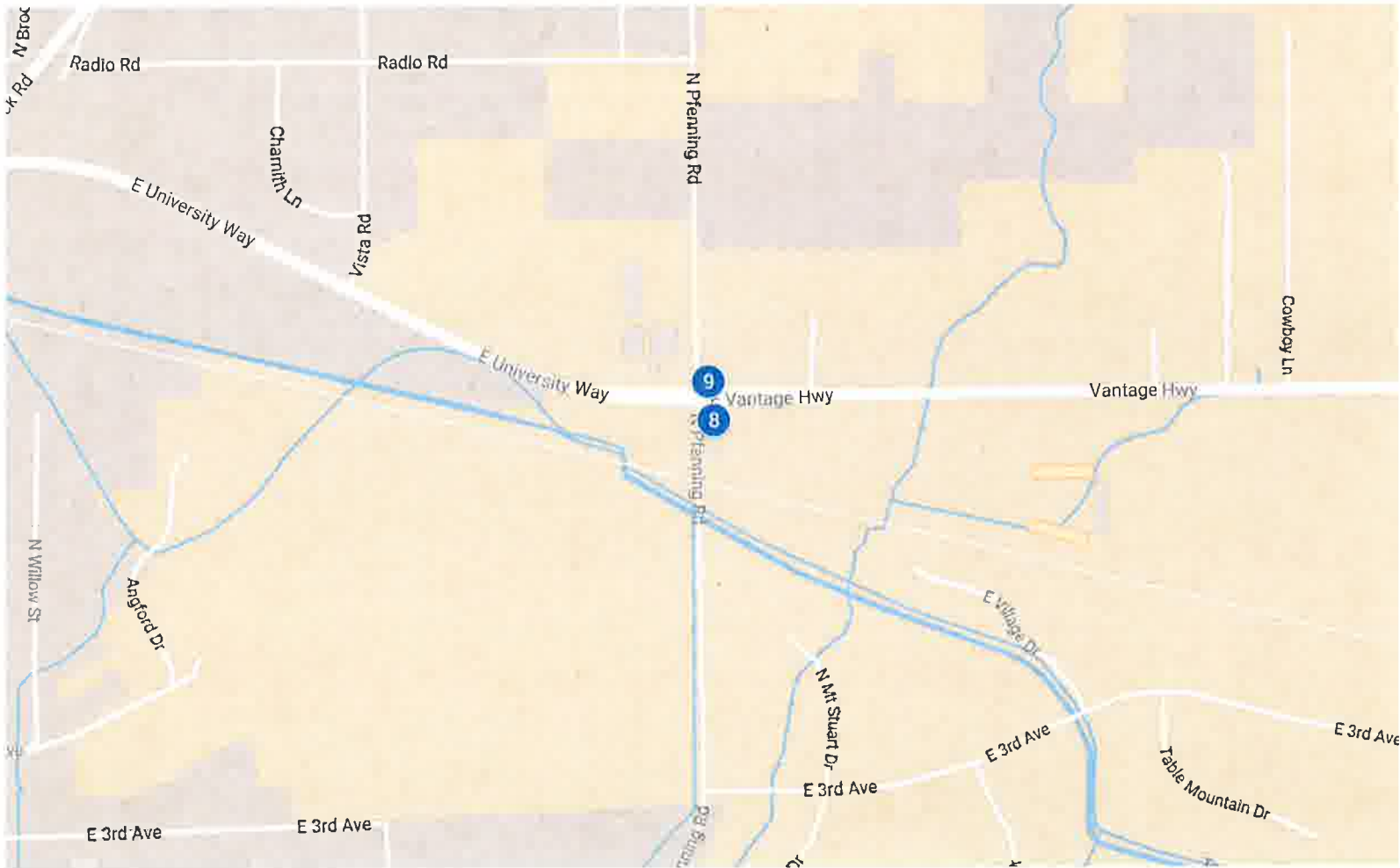
## Ellensburg, Washington Wayfinding Master Plan

### East Mountain View Avenue & East Capitol Avenue



Code	Sign Type	Destination A	Dir A	Destination B	Dir B	Destination C	Dir C
7	Directional Trailblazer - High Speed	Reed Park	<	High School	>	Mountain View Park	>
21	Directional Trailblazer - High Speed	Downtown	>	Mountain View Park	>	Ellensburg High School	>
22	Directional Trailblazer - High Speed	Downtown	>	CWU	>	Fairgrounds/Event Center	>
25	Directional Trailblazer - High Speed	Ellensburg High School	<	Mountain View Park	>		

East University Way & East Vantage Highway

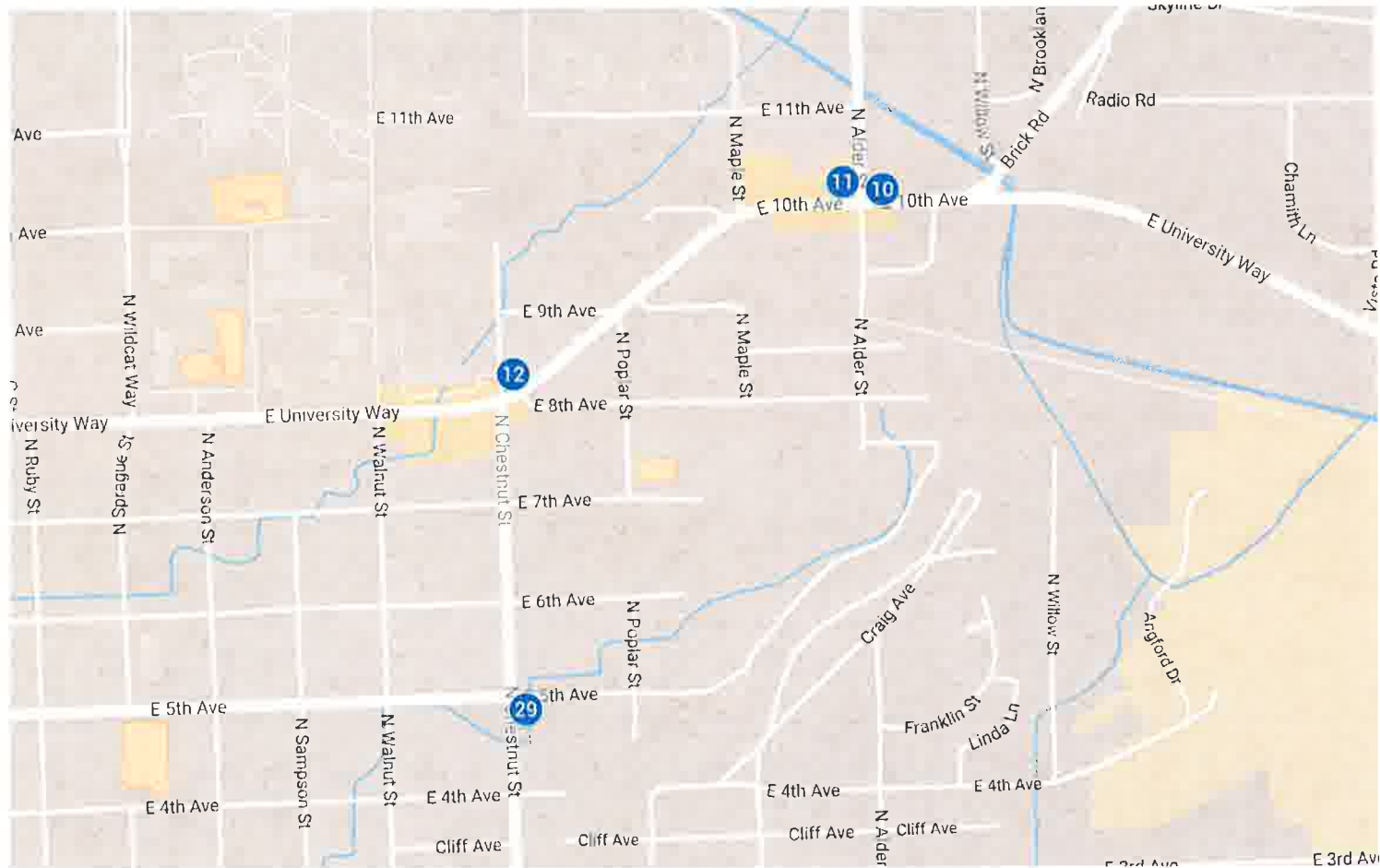


Code	Sign Type	Destination A	Dir A	Destination B	Dir B	Destination C	Dir C
8	Directional Trailblazer - High Speed	Downtown	<	Fairgrounds/Event Center	<	CWU	<
9	Directional Trailblazer - High Speed	Downtown	^	CWU	^	Ellensburg High School	<



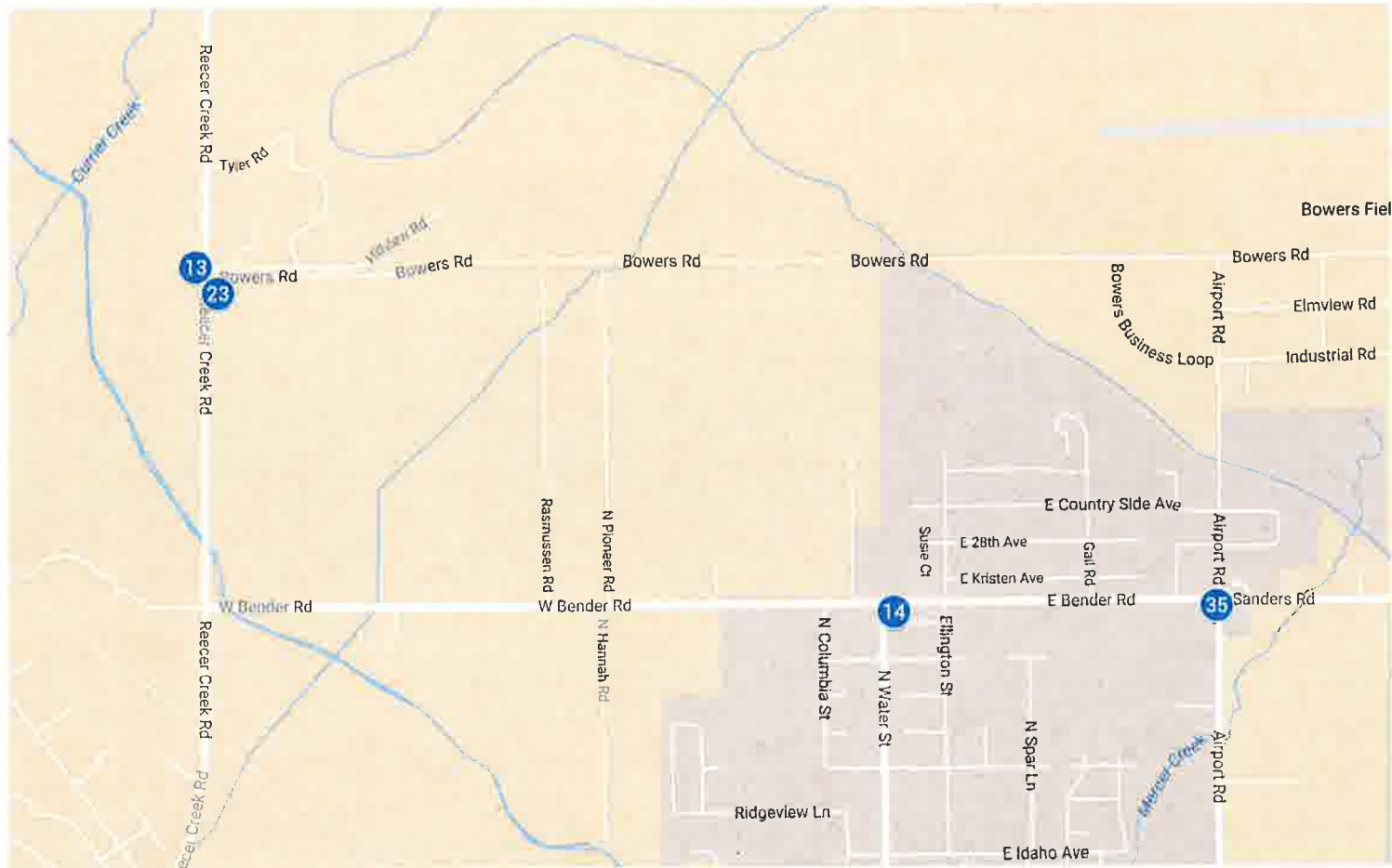
## Ellensburg, Washington Wayfinding Master Plan

### East University Avenue, East 10<sup>th</sup> Avenue, & North Chestnut Street



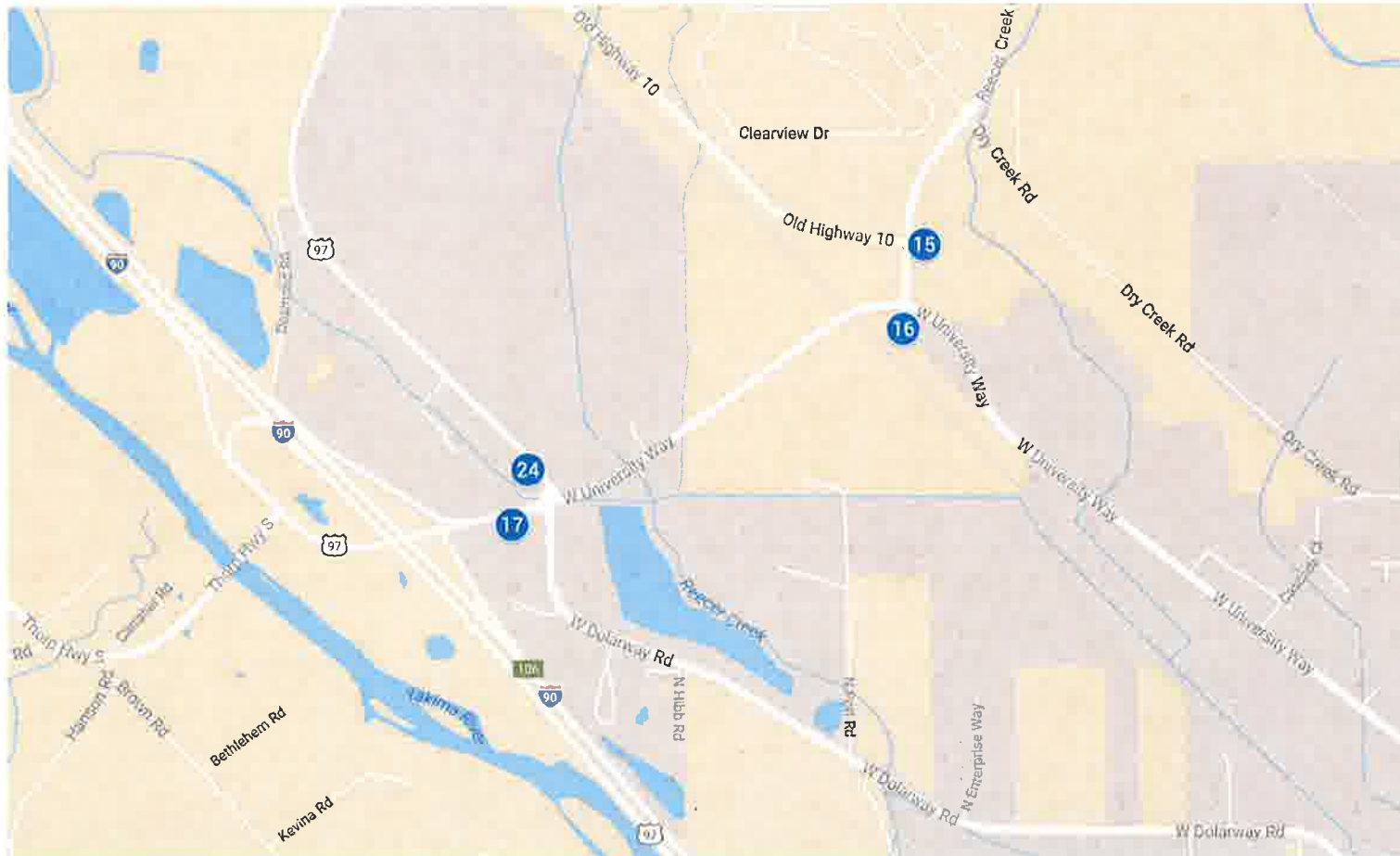
Code	Sign Type	Destination A	Dir A	Destination B	Dir B	Destination C	Dir C
10	Directional Trailblazer - High Speed	Downtown	^	CWU	^	Fairgrounds/Event Center	^
11	Directional Trailblazer - High Speed	Fairgrounds/Event Center	^	John Wayne Trailhead	^	Downtown	>
12	Directional Trailblazer - High Speed	Downtown	^	Fairgrounds/Event Center	<	Memorial Park	<
29	Directional Trailblazer - High Speed	Downtown	<	Fairgrounds/Event Center	^	CWU	^

## Reecer Creek Road & Bowers Road – N. Water Street & Airport Road



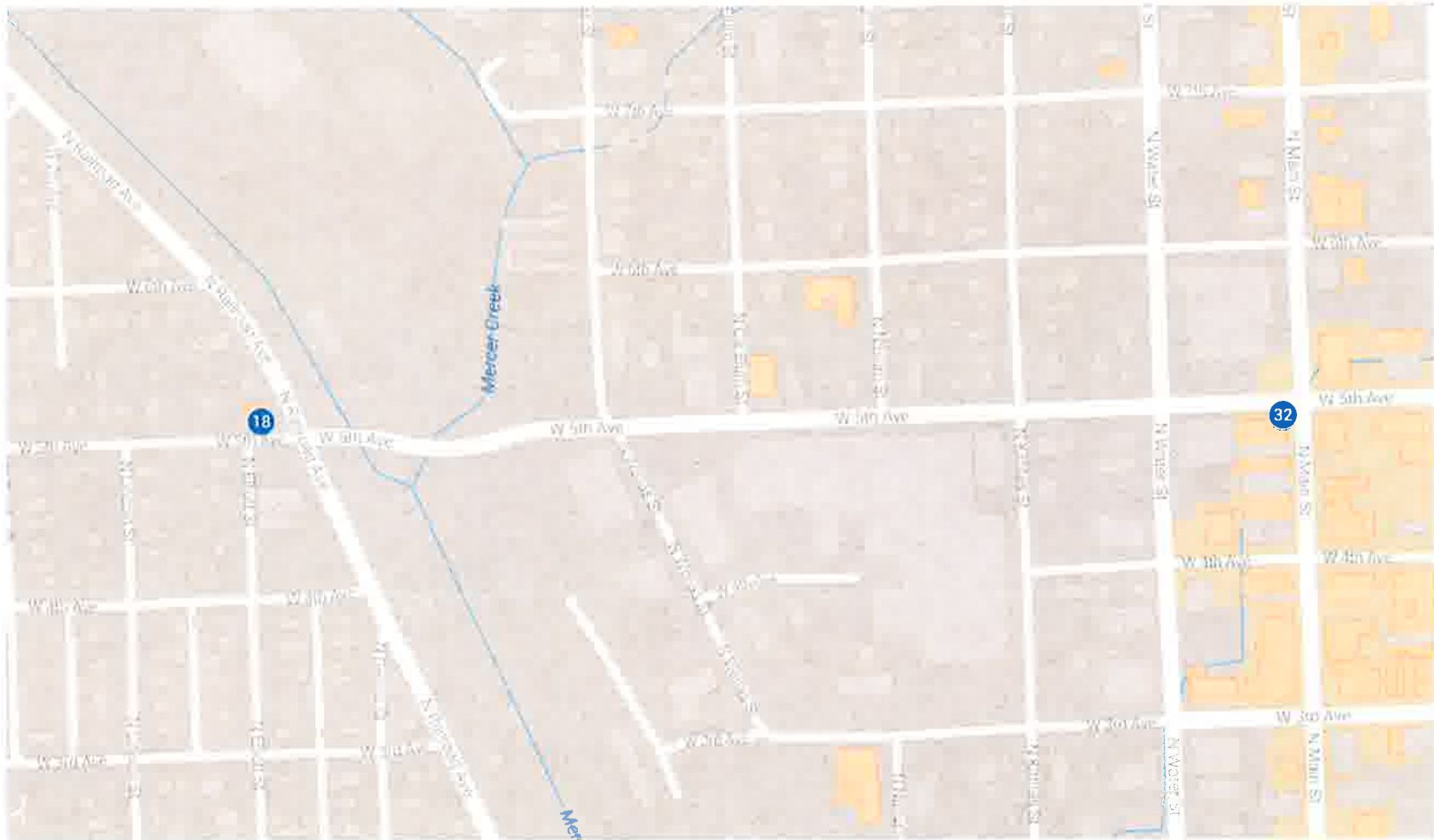
Code	Sign Type	Destination A	Dir A	Destination B	Dir B	Destination C	Dir C
13	Directional Trailblazer - High Speed	Downtown	^	Airport	<	Industrial Park	>
14	Directional Trailblazer - High Speed	Airport	>	Industrial Park	>		
23	Directional Trailblazer - High Speed	Airport	>	Industrial Park	>		
35	Directional Trailblazer - Low Speed	Airport	<	Industrial Park	>		

## Old Highway 10, Reecer Creek Road, & West University Way



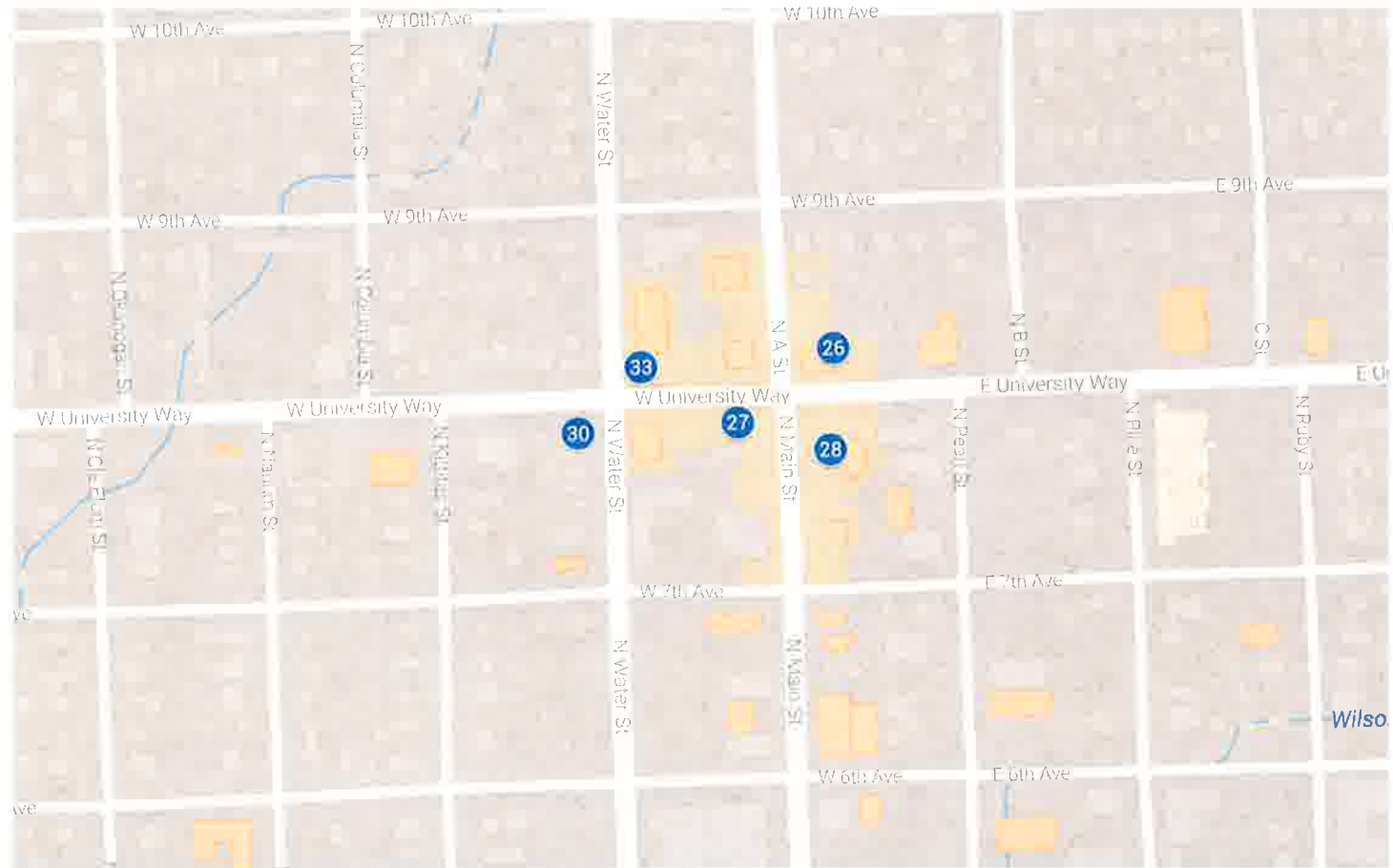
Code	Sign Type	Destination A	Dir A	Destination B	Dir B	Destination C	Dir C
15	Directional Trailblazer - High Speed	Airport/Industrial Park	<	Downtown/CWU	>	Fairgrounds/Event Center	>
16	Directional Trailblazer - High Speed	Downtown	<	CWU	^	Fairgrounds/Event Center	<
17	Directional Trailblazer - High Speed	Downtown	^	CWU	^	Fairgrounds/Event Center	^
24	Directional Trailblazer - High Speed	Downtown	<	CWU	^	Fairgrounds/Event Center	<

## West 5<sup>th</sup> Avenue & North Main Street



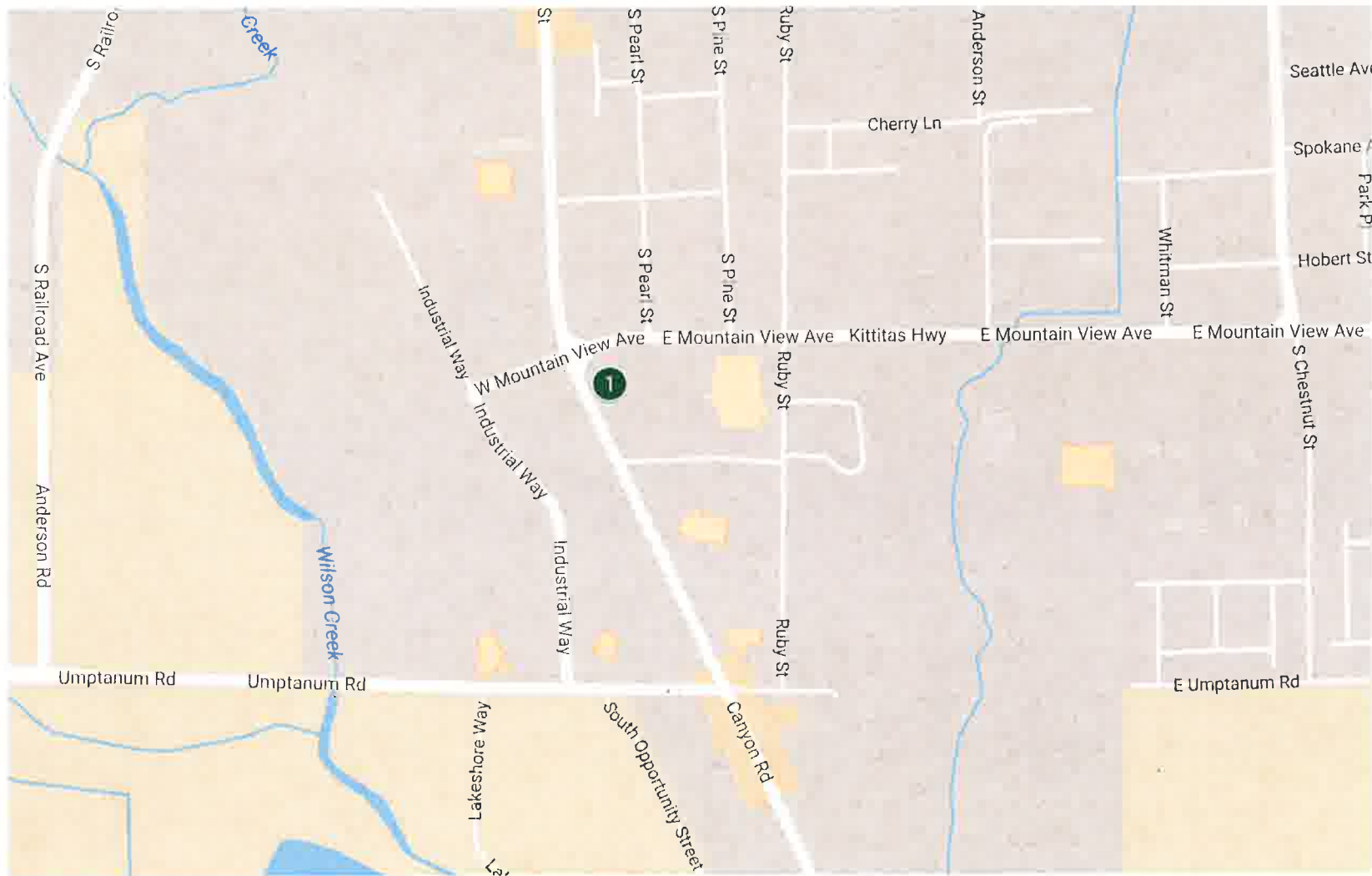
Code	Sign Type	Destination A	Dir A	Destination B	Dir B	Destination C	Dir C
18	Directional Trailblazer - High Speed	Rotary Park	>	Downtown	<	Irene Rinehart Park	^
32	Directional Trailblazer - Low Speed	City Hall	^	CWU	>	Downtown	>

## West University Way, North Water Street, North Main Street, & North Railroad Avenue



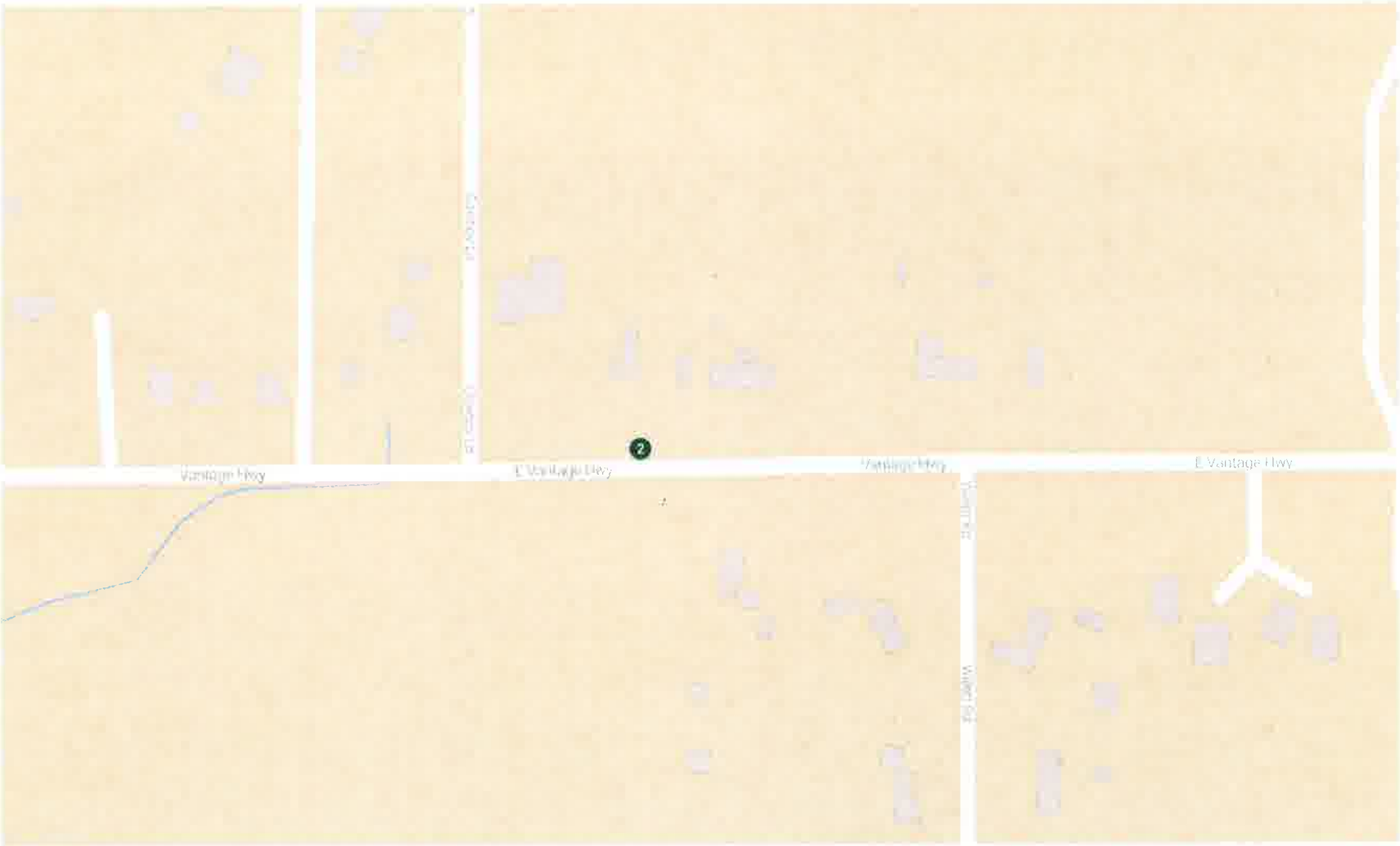
Code	Sign Type	Destination A	Dir A	Destination B	Dir B	Destination C	Dir C
26	Directional Trailblazer - Low Speed	Kiwanis Park	>	Downtown	<		
27	Directional Trailblazer - Low Speed	CWU	^	Fairgrounds/Event Center	^	Downtown	>
28	Directional Trailblazer - Low Speed	CWU	>	Fairgrounds/Event Center	>	Airport	<
30	Directional Trailblazer - High Speed	Middle/High School	>	Airport/Industrial Park	<	John Wayne Trailhead	<
33	Directional Trailblazer - Low Speed	Airport	>	Industrial Park	>	John Wayne Trailhead	>

## Gateway at Canyon Road & East Mountain View Avenue/Kittitas Highway



Code	Sign Type	Location
GW-1	Monumental Gateway	Canyon Road & East Mountain View Avenue/Kittitas Highway

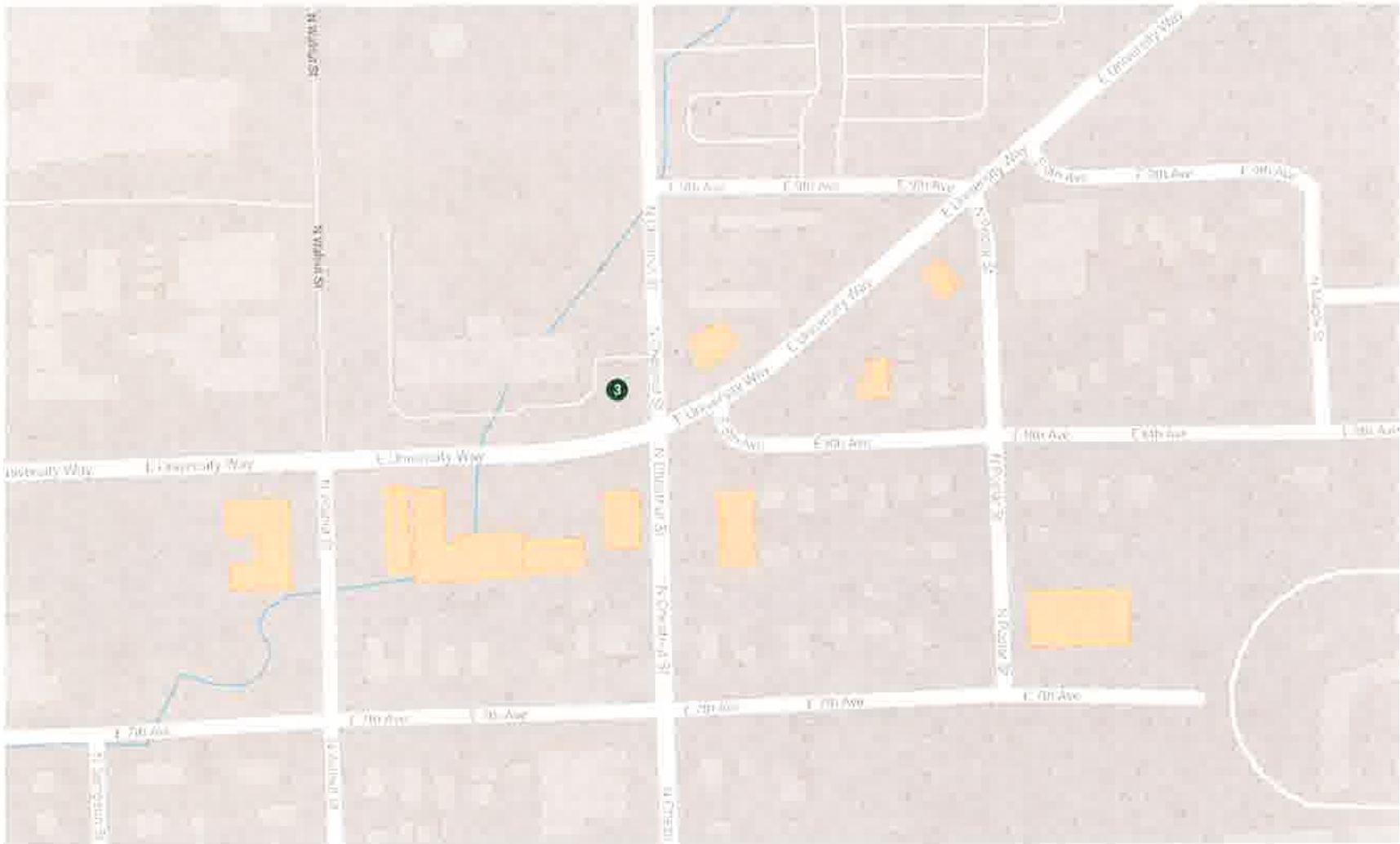
East Vantage Highway



Code	Sign Type	Location
GW-2	Monumental Gateway	East Vantage Highway



East University Way & North Chestnut Street



Code	Sign Type	Location
GW-3	Monumental Gateway	East University Way & North Chestnut Street

Kittitas Highway/East Mountain View Avenue



Code	Sign Type	Location
GW-4	Monumental Gateway	Kittitas Highway/East Mountain View Avenue

West University Way



Code	Sign Type	Location
GW-5	Monumental Gateway	West University Way

## 5. Implementation

Ideally, the signs in the program would be implemented in one budget cycle. However, many communities opt to phase in signs over time. In the case of Ellensburg, the following phasing approach should be used if needed:

- Priority One: Vehicular trailblazing system. If phasing needs to be broken down further, Ellensburg should concentrate on one corridor at a time with Trailblazing signs.
- Priority Two: Gateways which can be implemented in phases.
- Priority Three: Pedestrian Oriented Signs which can be implemented as downtown continues to expand.

Wayfinding System Cost Estimates

	Count	Type	Unit Cost	Total Unit Cost	Unit Installation Cost	Total Unit Installation Cost	Total Cost	
	32	Vehicular Directional	\$1,200.00	\$38,400.00	\$400.00	\$12,800.00	\$51,200.00	
	5	Gateways	\$5,000.00	\$25,000.00	\$400.00	\$2,000.00	\$27,000.00	
Estimated	4	Pedestrian Map	\$800.00	\$3,200.00	\$400.00	\$1,600.00	\$4,800.00	
Estimated	4	Parking Directional	\$400.00	\$1,600.00	\$200.00	\$800.00	\$2,400.00	
Estimated	4	Pedestrian Directional	\$1,200.00	\$4,800.00	\$400.00	\$1,600.00	\$6,400.00	
				\$73,000.00		\$18,800.00	\$91,800.00	Low Estimate Total

	Count	Type	Unit Cost	Total Unit Cost	Unit Installation Cost	Total Unit Installation Cost	Total Cost	
	32	Vehicular Directional	\$2,200.00	\$70,400.00	\$600.00	\$19,200.00	\$89,600.00	
	5	District Gateways	\$10,000.00	\$50,000.00	\$600.00	\$3,000.00	\$53,000.00	
Estimated	4	Pedestrian Map	\$1,200.00	\$4,800.00	\$600.00	\$2,400.00	\$7,200.00	
Estimated	4	Parking Directional	\$1,200.00	\$4,800.00	\$600.00	\$2,400.00	\$7,200.00	
Estimated	4	Pedestrian Directional	\$2,200.00	\$8,800.00	\$600.00	\$2,400.00	\$11,200.00	
				\$138,800.00		\$29,400.00	\$168,200.00	High Estimate Total



## **Lodging Tax Advisory Committee**

501 North Anderson Street  
Ellensburg, WA 98926  
(509) 962-7124 Fax (509) 925-8662

Nancy Lillquist  
*Committee Chair*

Matt Anderson  
*Committee Member*

Amy McGuffin  
*Committee Member*

Hilary Huffman  
*Committee Member*

April 14, 2017

Kittitas County Commissioners  
Attn: Lodging Tax Grant Application  
205 W 5<sup>th</sup> Avenue, Suite 108  
Ellensburg, WA 98926

RE: Letter of Support for Lodging Tax Grant Program Applications

Dear County Commissioners:

At the April 5, 2017 meeting, the City Lodging Tax committee discussed prospective projects for application to the Kittitas County Grant Program for Tourism-Related, Large-Scale, Municipality-Owned Capital Projects. Of those discussed the City Lodging Tax committee supports and endorses the projects of wayfinding signage and the 4<sup>th</sup> and 4<sup>th</sup> & Pearl Street property acquisition for a downtown park. Please let us know if you need any further information, or have any questions.

Thank you.

Sincerely,

A handwritten signature in blue ink that reads "Beth Leader".

Beth Leader  
Recording Secretary  
Lodging Tax Advisory Committee

**Staff**  
Beth Leader  
leaderb@cityofellensburg.org