

**RESOLUTION NO. 2728**

**A WILSONVILLE CITY COUNCIL RESOLUTION APPROVING THE CITYWIDE SIGNAGE & WAYFINDING PLAN.**

WHEREAS, the City Council identified the creation of a Citywide Signage and Wayfinding Plan (“Plan”) as a City Council goal for FY 2017-19; and

WHEREAS, three themed concepts were created as part of the Citywide Signage and Wayfinding Plan which were presented at the June 26, 2018 open house and at the on-line open house (conducted over the period of July 2 – July 16) where nearly 200 people provided feedback on styles, colors, shapes and source materials of each of the three designs presented; and

WHEREAS, through the public participation process, the undulating stone design emerged as the preferred sign family with approximately 55% of the respondents supporting this design; and

WHEREAS, the Planning Commission conducted a worksession on the draft Plan at their regular meeting of October 10, 2018; and

WHEREAS, the City Council conducted a worksession on the draft Plan at their regular meeting of March 19, 2018, November 5, 2018 and March 4, 2019; and

WHEREAS, on February 13, 2019, the Planning Commission of the City of Wilsonville (“City”) who under city code has the authority to review and make recommendations to the City Council, conducted a public hearing on the Citywide Signage and Wayfinding Plan, forwarding a unanimous recommendation of approval; and

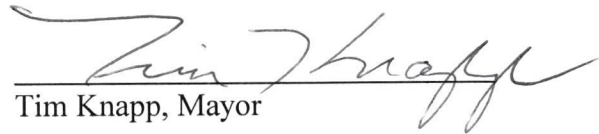
WHEREAS, City Council conducted a duly noticed public hearing on March 18, 2019, affording all interested parties an opportunity to be heard on this subject and has entered all available evidence and testimony into the public record of their proceeding; and

WHEREAS, the City Council has duly considered the subject, including the staff recommendation and all the exhibits and testimony introduced by interested parties.

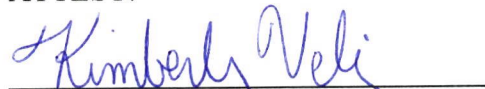
NOW, THEREFORE, THE CITY OF WILSONVILLE RESOLVES AS FOLLOWS:

1. The Wilsonville City Council hereby adopts the Citywide Signage and Wayfinding Plan as presented at the March 18, 2019 public hearing, including the findings and recommendations contained therein.
2. This resolution becomes effective upon adoption.

ADOPTED by the Wilsonville City Council at a regular meeting thereof this 18<sup>th</sup> day of March 2019, and filed with the Wilsonville City Recorder this date.

  
Tim Knapp, Mayor

ATTEST:

  
Kimberly Veliz, City Recorder

SUMMARY OF VOTES:

Mayor Knapp	Yes
Council President Akervall	Yes
Councilor Stevens	Yes
Councilor Lehan	Yes
Councilor West	Yes

Exhibit:

1. Citywide Signage and Wayfinding Plan



CITY *of* WILSONVILLE

# CITYWIDE SIGNAGE & WAYFINDING PLAN

RESOLUTION NO. 2728 | MARCH 18, 2019

FINAL PLAN



PREPARED BY:  
Alta Planning + Design  
711 SE Grand Avenue  
Portland, Oregon 97214



## ACKNOWLEDGMENTS

Thank you to the community members who took time to participate in the community visioning, whose participation directly shaped the conceptual design that will continue to move forward into implementation. We also want to recognize the determination and effort contributed by the following people:

### ***City Council***

Tim Knapp, Mayor  
 Kristin Akervall, Council President  
 Susie Stevens, Councilor  
 Charlotte Lehan, Councilor  
 Ben West, Councilor  
 Scott Starr, Former Councilor

### ***Planning Commission***

Jerry Greenfield, Chair  
 Eric Postma, Vice Chair  
 Ron Heberlein  
 Peter Hurley  
 Kamran Mesbah  
 Phyllis Millan  
 Simon Springall

### ***City Staff***

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### ***Focus Group Members***

Tim Knapp, Mayor  
 Ben Altman  
 Demetra Auel  
 Kevin Ferrasci O'Malley  
 Martin Glastra van Loon  
 Charlotte Lehan, Councilor  
 Albert Levit  
 Sophia Lochner  
 Phyllis Millan, Planning Commissioner

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# EXECUTIVE SUMMARY

*The **City of Wilsonville Citywide Signage & Wayfinding Plan** provides a strategy for the City to implement a unified wayfinding system.*

The City of Wilsonville (resident population of approximately 24,300) is situated along the Willamette River, just south of Portland, Oregon. Wilsonville has a rich history as a gateway between communities and a link between urban and rural landscapes. Wilsonville is located in both Clackamas County and Washington County, and is part of the greater Portland metropolitan area. The city is served by commuter rail and is bisected by Interstate 5 (I-5), connecting Portland to the north, Salem and the agricultural lands of the Willamette Valley to the south.

The objective of the plan is to better connect people walking, biking, or driving to destinations throughout Wilsonville with a cost-effective program that is easy to expand and maintain and a community supported design that reflects the city's unique identity.

The vision for a wayfinding system in Wilsonville was formed by integrating themes that the Focus Group felt best reflected the greater Wilsonville community.

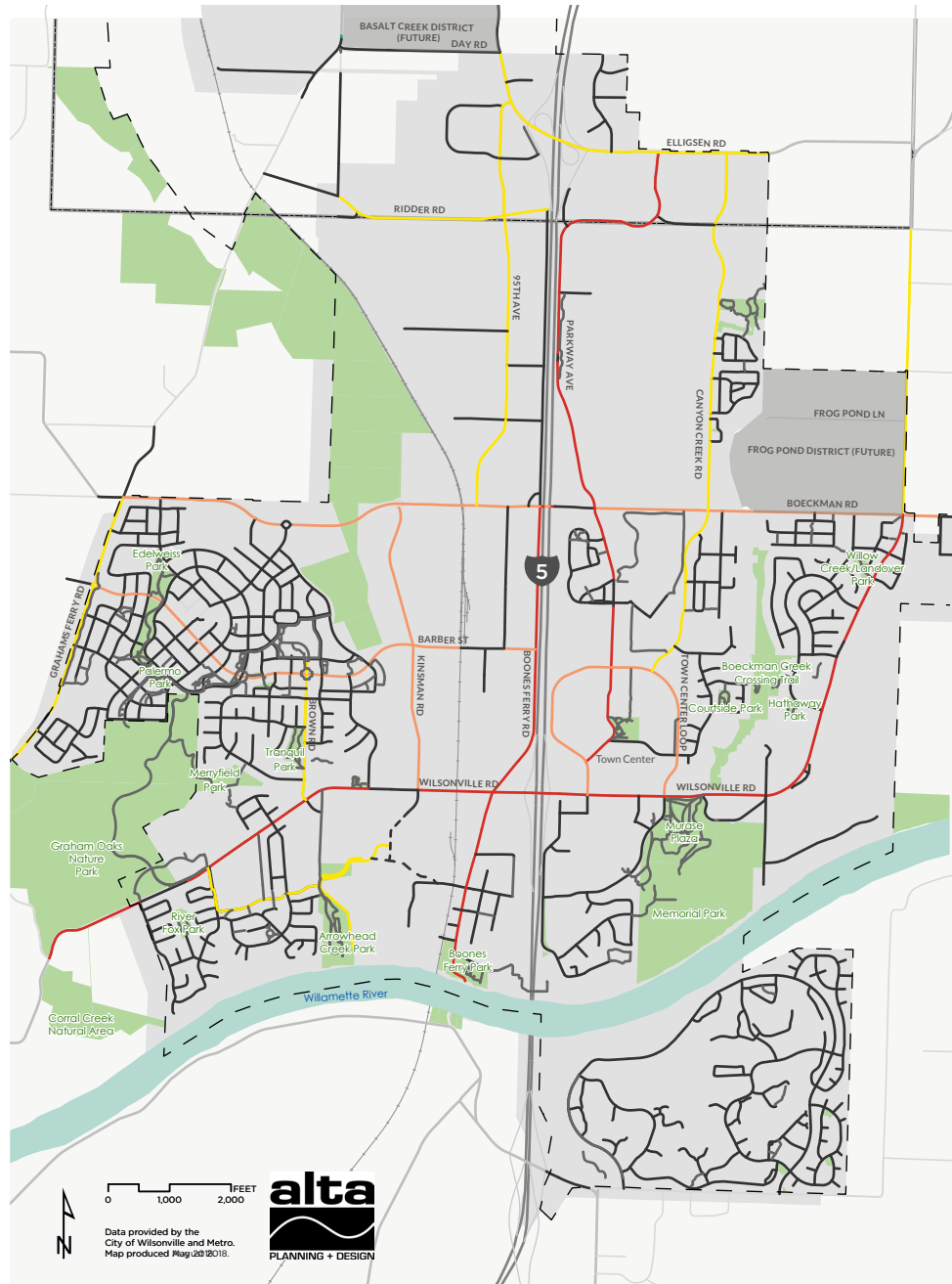


Fig. 1 Aerial of Wilsonville and the Willamette River

*A family friendly wayfinding system that provides logical and safe connections between key destinations and commercial districts.*

# ROUTE PRIORITIZATION

As part of the planning process, the project team prioritized routes based on readiness, proximity to destinations, and overall need and gap closure as they relate to navigational challenges in the city. The results of the prioritization process helped to select and prioritize locations for wayfinding improvements.



### FINAL ROUTE PRIORITIZATION

#### IMPLEMENTATION PHASES

- PHASE ONE
- PHASE TWO
- PHASE THREE

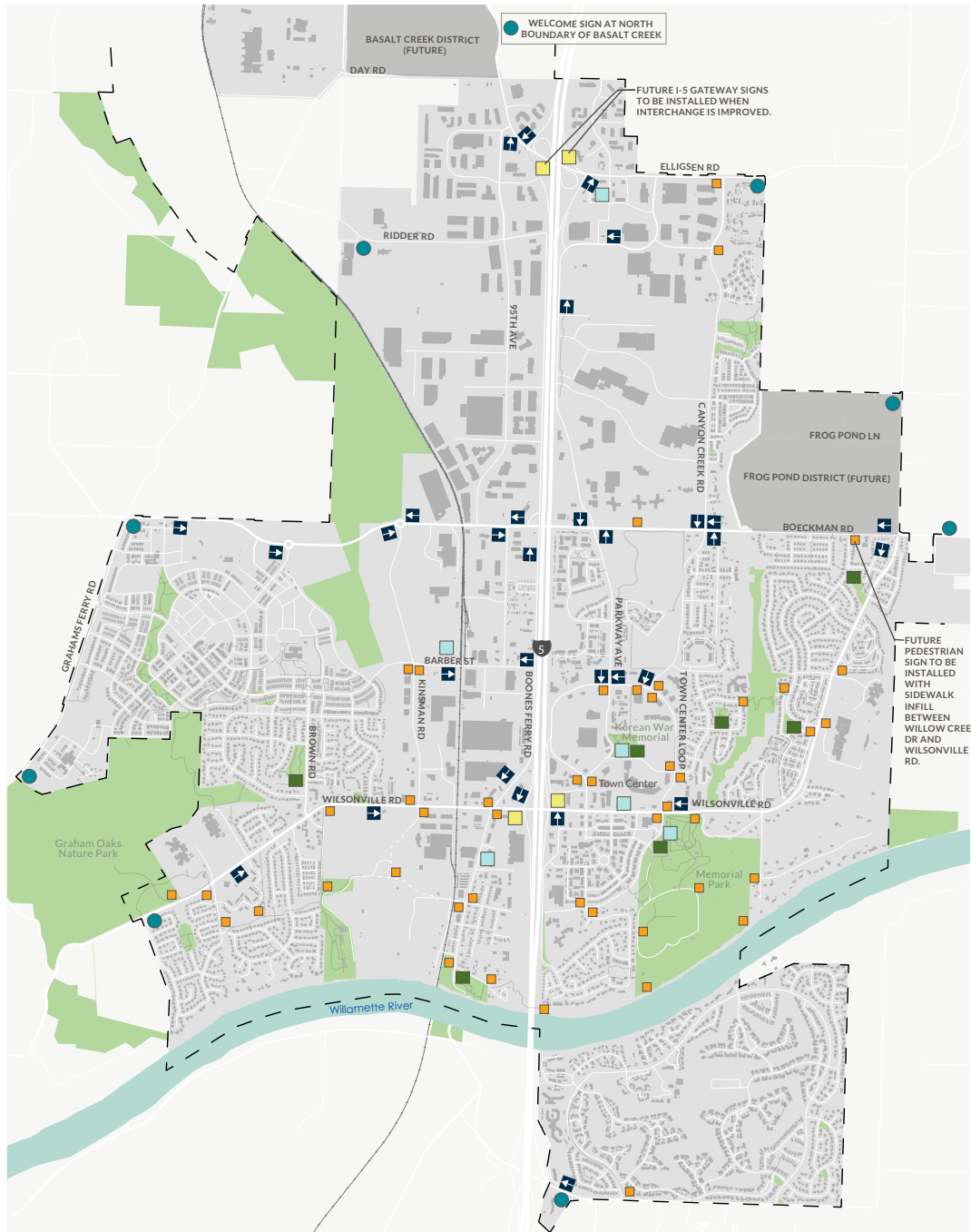
### CITY OF WILSONVILLE WAYFINDING PLAN

- - - URBAN GROWTH BOUND



# SIGN PLACEMENT








Using the Final Route Prioritization map and the Approved Destinations list as a guide, locations for Vehicular, Welcome, Kiosk, Park, Gateway, and Pedestrian signs were identified throughout the City.



## SIGN PLACEMENT

CITY OF WILSONVILLE  
WAYFINDING PLAN

## SIGN TYPES

-  VEHICULAR SIGN
-  WELCOME SIGN
-  KIOSK
-  PARK SIGN (LARGE OR SMALL)
-  I-5 GATEWAY SIGN
-  PEDESTRIAN SIGN
-  URBAN GROWTH BOUNDARY

\* ALL SIGNS SHOWN OUTSIDE CITY LIMITS TO BE PLACED IF RIGHT-OF-WAY ALLOWS.

The initial three sign family design options and the following preferred design were developed and refined to reflect feedback received from City staff, the Community Focus Group and community members.

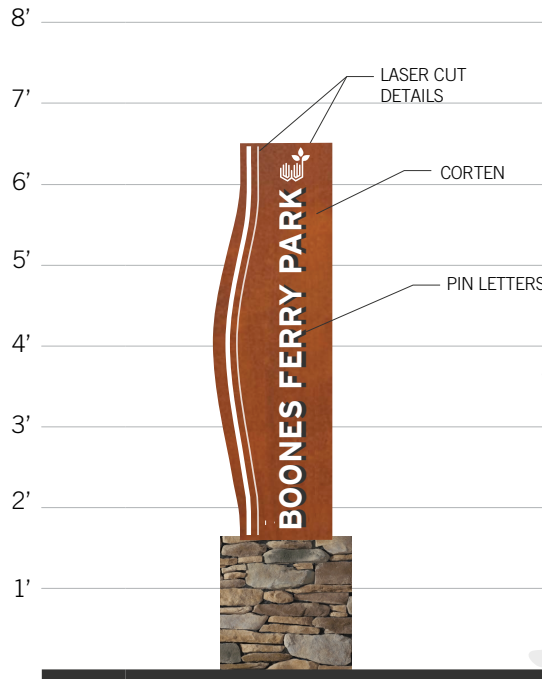
The preferred design incorporates national best practices, community input, local materials, and distinctive architectural details to create a unique wayfinding identity rooted in the landscape of Wilsonville.

## PREFERRED DESIGN: UNDULATING STONE

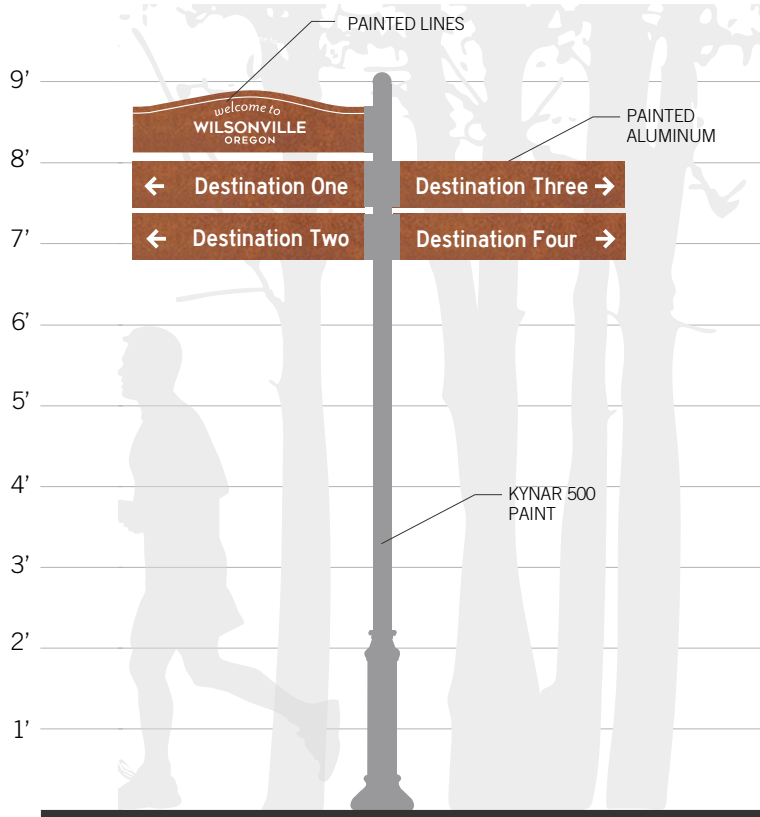
### *Soft, Flowing, Connected*

The Undulating Stone concept is inspired by the shape, form, and natural features of the Willamette River that flows through Wilsonville. At the heart of the concept are local stone, and soft curves of corten steel accented by laser cut details that allow light through. The warm color of the corten complements the City's branding colors.

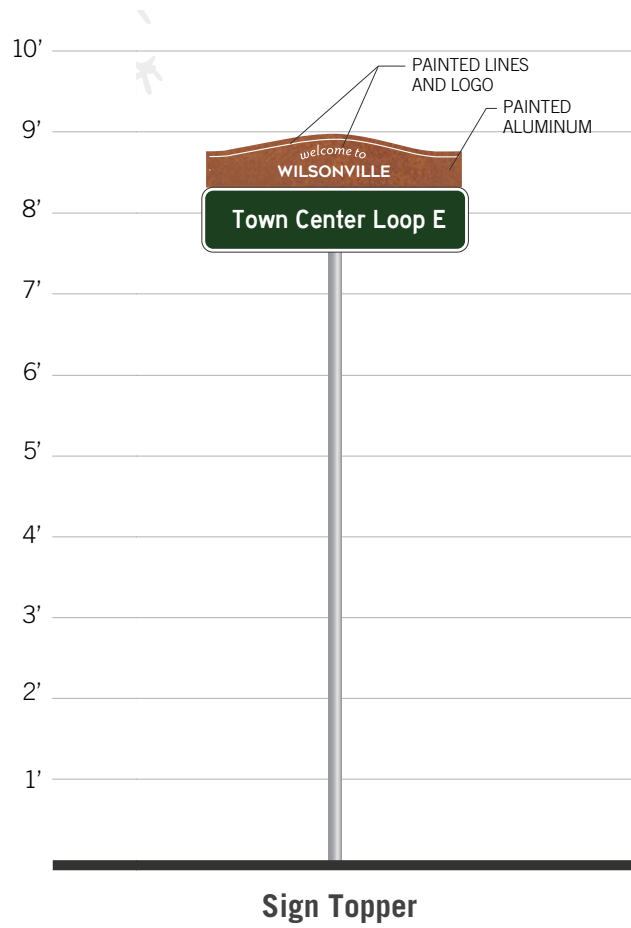


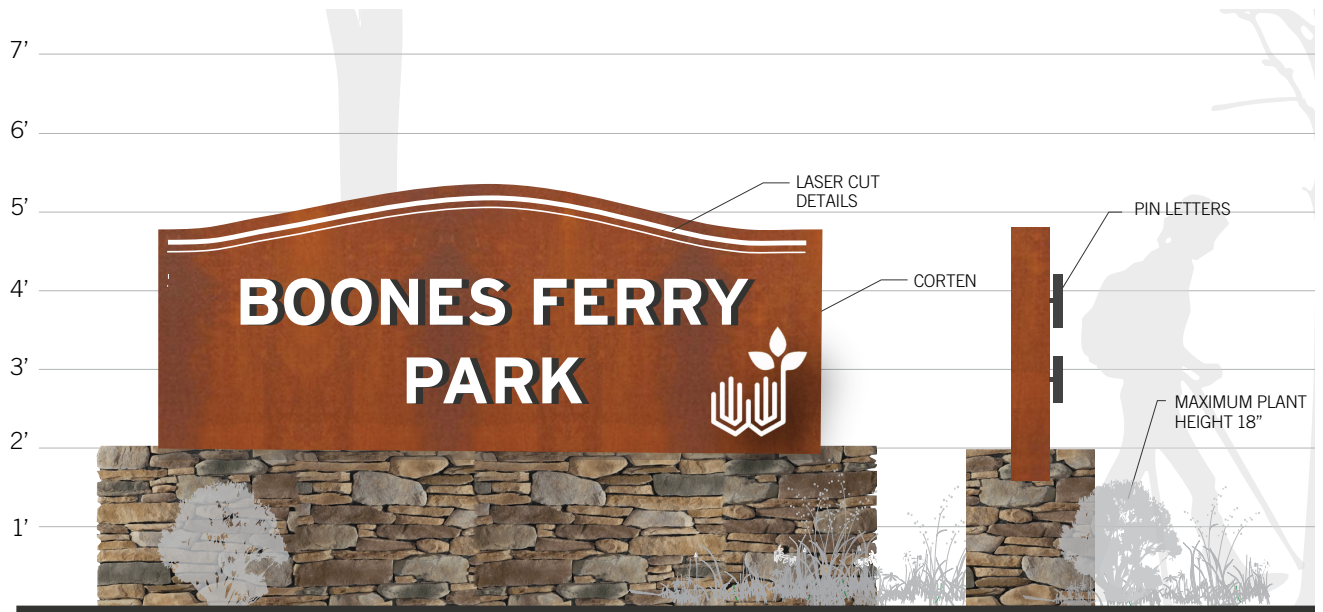


Park Sign



Pedestrian Fingerboard





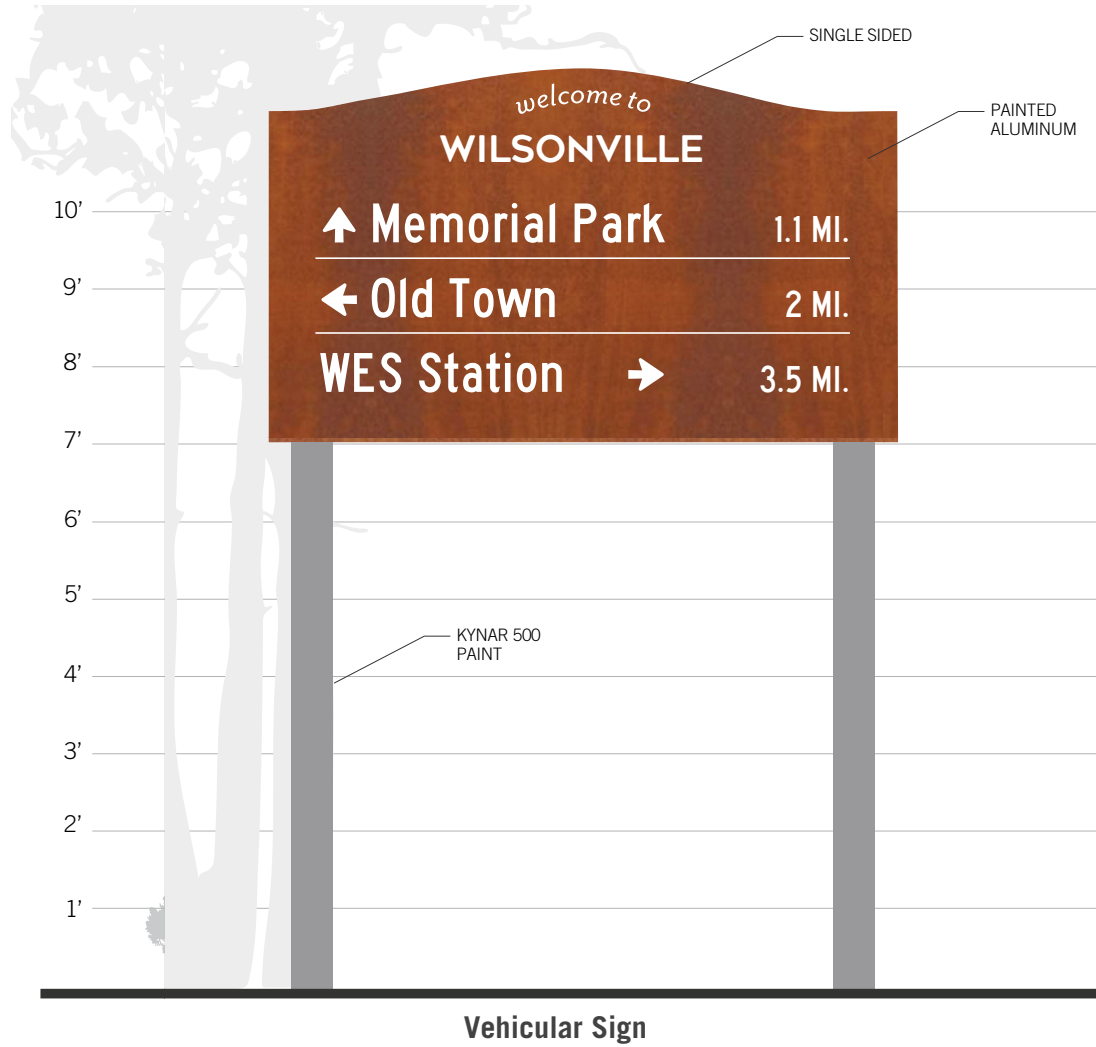
Large Park or City Building Sign



Welcome Sign



Gateway Sign





*Rendering of potential improvements to existing I-5 gateway monuments. The above example is preliminary and will need further refinement. Since the signs are in good condition, the City will pursue a phased approach to renovations of these two signs.*





Location of existing I-5 gateway monuments.

CHAPTER ONE

# INTRODUCTION & BACKGROUND

## OVERVIEW & SETTING

### LOCAL CHARACTER & IDENTIFYING ELEMENTS

The City of Wilsonville Signage and Wayfinding Plan provides a strategy for the City to implement a citywide wayfinding system. The plan is a product of the community's goals to connect residents and visitors to city services and destinations such as transit centers, existing trails and recreation facilities, to support and enhance tourism, and to encourage travel off Interstate 5 (I-5) into commercial areas and other areas of interest.

The City of Wilsonville (resident population of approximately 24,300) is situated along the Willamette River, just south of Portland, Oregon. Wilsonville has a rich history as a gateway between communities and a link between urban and rural landscapes. Wilsonville is located in both Clackamas County and Washington County, and is part of the greater Portland metropolitan area. The city is served by commuter rail and is bisected by Interstate 5, connecting Portland to the north, Salem and the agricultural lands of the Willamette Valley to the south.

Numerous opportunities exist to enhance wayfinding, particularly across the Willamette River and I-5 corridors which break Wilsonville into distinct areas. Effective wayfinding is important as residents and visitors explore Wilsonville through different modes of transportation, including walking, biking, and driving, and from different entry points. Strategically placed and well-designed wayfinding signage will help both visitors and residents navigate to key points of interest in the City.

Unified directional signage, informational kiosks, and gateways will enliven business districts by making them easier to locate from I-5, increasing foot traffic, and encouraging visitors to explore different parts of the City once they have arrived. Clean and concise navigation information creates a welcoming experience and signage is an effective investment to encourage tourism and improve access to local destinations.

This plan provides guidance on sign placement and route prioritization, in addition to a preferred design for a family of wayfinding signs. The preferred design incorporates national best practices, community input, local materials, and distinctive architectural details to create a unique wayfinding identity rooted in the history and landscape of Wilsonville.

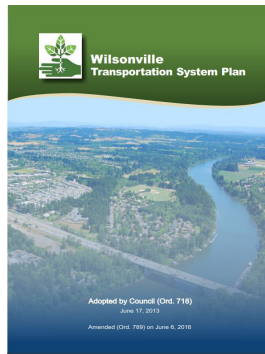


Fig. 2 Historic church in the Old Town District of Wilsonville.

## BACKGROUND REVIEW

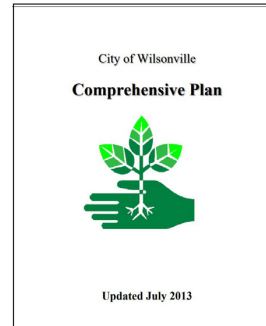
In developing the Citywide Signage and Wayfinding Plan, municipal plans and policies were reviewed in relation to multi-modal transportation and wayfinding signage.

### WILSONVILLE TRANSPORTATION SYSTEM PLAN



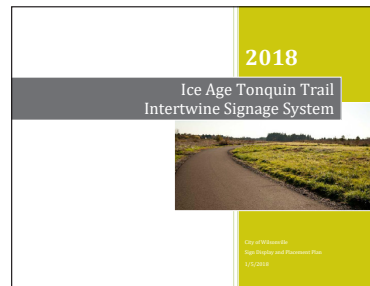
The Wilsonville Transportation System Plan (2016) lists the establishment of a comprehensive signage and wayfinding system as an essential implementation measure to achieve its stated policy to “Provide a safe, well-connected, and efficient system of streets and supporting infrastructure for all travel modes” (p. 2-3). The Plan also includes wayfinding signage as a high priority project to support bikeways and walkways (project BW-14). In particular, the project aims to provide multimodal wayfinding signage to and from the Ice Age Tonquin Trail, the SMART Central at Wilsonville Station, and other points of interest throughout the city.

### CITY OF WILSONVILLE COMPREHENSIVE PLAN



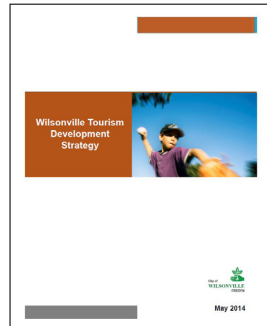
The City of Wilsonville Comprehensive Plan (updated July 2013) notes that for future City development goals, specifically as it relates to the Metro-designated green corridor, is to “limit signage in such a way as to maintain the rural character of the green corridor.” Additionally, Implementation Measure 4.1.1.n states that the Development Review Board will require high standards of signage when it comes to renovation of existing businesses and new construction.

### ICE AGE TONQUIN TRAIL INTERTWINE SIGNAGE SYSTEM



The City of Wilsonville Sign Display and Placement Plan for the Ice Age Tonquin Trail (January 2018) describes and illustrates the proposed signage plan for the Tonquin Trail, an important recreation destination within the City of Wilsonville.

## WILSONVILLE TOURISM DEVELOPMENT STRATEGY



The Wilsonville Tourism Development Strategy (2014) indicates that insufficient signage and wayfinding is a “critical weakness” affecting visitor experiences (p. 14). Action 4.16 in the strategy calls to implement a comprehensive wayfinding signage system, elaborating that “in addition to providing clear directions, signage is important for wayfinding, identity and the creation of attractions by linking venues to form coherent and attractive trails and touring routes”.

## CITY OF WILSONVILLE BRANDING STYLE GUIDE



The City of Wilsonville Branding Style Guide (January 2017) denotes specific color palettes, proper logo usage, and recommended fonts that directly influence the wayfinding signage strategy.

## CITY OF WILSONVILLE BICYCLE AND PEDESTRIAN MASTER PLAN



The City of Wilsonville Bicycle and Pedestrian Master Plan (December 2006) identifies a wayfinding/signing program as one of the key plan recommendations. These specific recommendations directly influenced the route prioritization and placement in this plan. Additionally, the bicycle and pedestrian signage that was implemented with this plan will be utilized as a base for future sign toppers that will enhance the identity of Wilsonville.

## CITY COUNCIL 2017-2018 GOALS

The City of Wilsonville 2017-2018 Work Plan describes the 20 council goals, including goal 13 of developing a wayfinding program. This goal includes “a unified signage design that is reflective of the city’s identity and consistent in color, font, materials, architectural elements and graphics.”

## PLAN OBJECTIVES

The objective of the plan is to better connect people walking, biking, or driving to destinations throughout Wilsonville. This will be accomplished with a cost-effective program that is easy to expand and maintain and a community supported design that reflects the city's unique identity.

The plan sets out to:

- Create wayfinding signage that will meet the needs of residents and visitors whether traveling through Wilsonville as a pedestrian, in a motor vehicle, or by transit or cycling.
- Establish a high-quality design that captures local character and is coherent and attractive.
- Consider graphic standards focused on local identity and aesthetic.
- Understand key entrances and gateways to Wilsonville, including decision points and sites where navigation information is suited.
- Give sign placement guidance for specific corridors or areas of the community.



*Fig. 3 Wilsonville has many important destinations that draw both local residents and visitors.*

## WAYFINDING PRINCIPLES

The “legibility” of a place describes how easy it is to understand. Places are more legible when they are arranged so people can intuitively determine the location of destinations, identify routes, and recognize areas of different character. A wayfinding system helps to make places more legible by better enabling individuals to:

- Easily and successfully find their destination.
- Understand where they are with respect to other key locations.
- Orient themselves in an appropriate direction with little misunderstanding or stress.
- Discover new places and services.

The following guiding principles, based on best practices from around North America, will help create the most effective wayfinding systems. Together, these wayfinding principles create a wayfinding system plan that is both legible and easy to navigate. These principles should be applied in Wilsonville’s wayfinding sign placement and destination logic to effectively enhance the legibility of the community.

*Places are more legible when they are arranged so people can intuitively determine the location of destinations, identify routes, and recognize areas of different character.*



### ***Be Predictable***

Effective wayfinding networks are predictable. When information is predictable, patterns emerge, and users of the network are able to rely on the system to provide information when they expect it. Predictability also helps users understand new situations quickly, whether it be navigating a new intersection or traveling to a destination for the first time.

Users come to trust a predictable wayfinding network, making new journeys easier to attempt and complete. Every time a new trip is completed, users' confidence in the wayfinding network will be sustained or increased.

Predictability should relate to all aspects of wayfinding placement and design (i.e., sign materials, dimensions, colors, forms, and placement). Similarly, maps should employ consistent symbology, fonts, colors, and style. The system must be designed in accordance with local, state, and federal guidelines to ensure funding eligibility through state and federal sources.



### ***Keep Information Simple***

For a wayfinding network to be effective, information needs to be presented clearly and logically. The presentation of information needs to be balanced: too much information can be difficult to understand; too little and decision-making becomes impossible. The placement of signs and the information provided at each placement are also critical. To be successful, wayfinding information must be provided in advance of where major changes occur and confirmed when the maneuver is complete.

Wayfinding signage design should be accessible and comprehensible by a wide range of users, including people of all ages and ability levels. Special consideration should be taken for those without high educational attainment, English language proficiency, or spatial reasoning skills. In areas with high rates of users with English as a second language, the wayfinding should use text and symbols that will be understood by non-English speakers. Designers should minimize the use of bilingual text or separate-language signs, as including these elements can make signs cluttered and reduce overall legibility.

It is important to provide information in manageable amounts. Too much information can be difficult to understand; too little and decision-making becomes impossible.





### Maintain Motion

Bicycling and walking require physical effort, and frequently pausing to check directions may lead to frustration and discouragement. Consistent, clear, and visible wayfinding elements allow pedestrians and bicyclists to navigate while maintaining their state of motion. To help users maintain motion, wayfinding information must be quickly read and easily comprehended.



### Promote Active Travel

A wayfinding network should encourage increased rates of active transportation by creating a clear and attractive system that is easy to understand and navigate. The presence of wayfinding signs should communicate that walking and bicycling to many destinations is convenient

An effective wayfinding system makes active transportation facilities more visible and helps to increase use of both on-street and off-street facilities. Wayfinding improvements are a cost-effective way of drawing attention to existing facilities and how they connect people to the places they want to go.



### Connect Places

An effective wayfinding system enables residents and visitors alike to travel between destinations and discover new destinations and services. Wayfinding connects neighborhoods and provides navigational assistance to both local and regional destinations. Effective wayfinding is an extension of the transportation network and provides a seamless travel experience for people walking, biking, or driving.

Wayfinding connectivity goes beyond physical signage. Wayfinding signage elements can create a deeper connection to a place, cultivate a sense of pride by reflecting community values and identity, and support local economic development by encouraging residents and visitors to use services.

CHAPTER TWO

# WAYFINDING SIGN STRATEGY



*Fig. 4 Wilsonville has numerous public parks that are important to both visitors and residents.*

## WAYFINDING SIGN PLACEMENT GUIDANCE

Thoughtful and strategic wayfinding sign placement will guide Wilsonville's visitors and residents as they navigate between regional and local destinations using existing transportation networks. A hierarchy of destinations is established to consistently select and arrange destination names for inclusion on signs. It is not possible to name all places on signs, therefore a system of prioritization is used to stagger signs along a route.

Developing a wayfinding system follows a process that includes identifying and prioritizing destinations; identifying common routes that link to major destinations; identifying important transfer locations or decision points along these routes; and finally determining the best location to place signage.

# STRATEGIC PLANNING FOR MULTIMODAL CITY WAYFINDING PLAN

## 1 Identifying Destinations.

A system of prioritized destinations allows Wilsonville to effectively sign to destinations along a route, with consistent use of place names that are recognizable and legible.

## 2 Identifying Routes.

Common routes to destinations are identified in order to determine appropriate and logical placement of signs along the route of travel. Different modes of travel use different routes and require varying levels of information on signs.

## 3 Identifying Key Intersections.

Travel decisions are made at different stages along a route. Intersections and decision points are identified for placement of decision, turn, and confirmation signs.

## 4 Sign Placement.

Consistent placement of signs creates a reliable path or route of travel, allowing a user to easily locate and read signs. Signs and destination information provided along a path inform navigation decisions and indicate intersections. Consistent placement of signs at decision points provides users reassurance and contributes to increased user confidence.

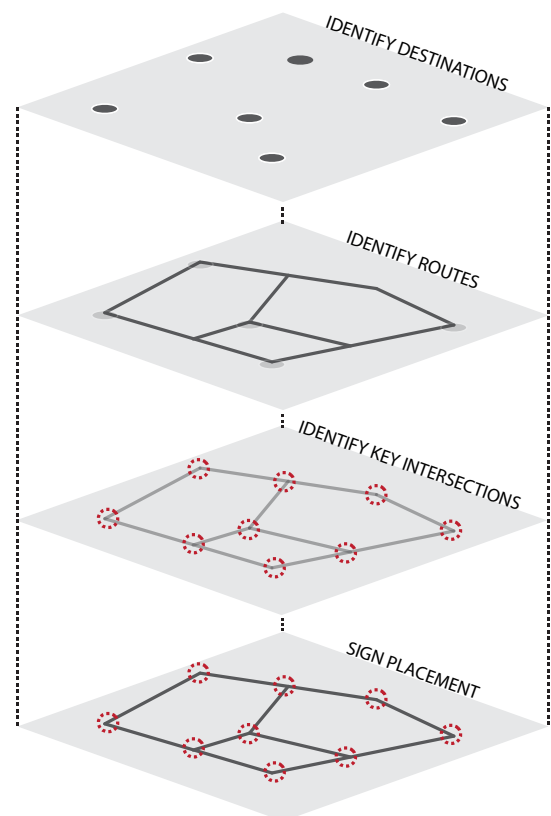


Fig. 5 Wayfinding System Logic



## DESTINATION SELECTION AND PRIORITIZATION

Wayfinding relies on clear communication and on use of names that are consistent, recognizable, and legible. The number of destinations that may be listed on a wayfinding sign is limited, therefore a system of progressive disclosure is used to stagger information along a journey. Disclosing information in stages relies on an agreed hierarchy of destinations.

This guidance describes an approach for selecting and prioritizing potential destinations to which pedestrians and cyclists may want to travel. Signs should follow the same approach throughout the City so that the system is clear and predictable.

Once a destination is named on a sign, it should be included on subsequent signs until the destination has been reached. Destinations for the City of Wilsonville were generated by prioritization scores and input from the Focus Group and City staff.

Level 1 destinations receive first priority on wayfinding signs on local routes and corridors, followed by Level 2 and Level 3.

Motorists, transit users, and cyclists are typically signed to level 1 and level 2 destinations, whereas level 3 destinations are most often included on pedestrian-oriented signs or maps. Motorists and transit users travel at higher speeds and over greater distances, therefore signed destinations match this scale of travel by providing larger signs, limitations on the number of destinations, and the length of destination names. Cyclists may

travel greater distances at higher speeds than pedestrians, and therefore signed destinations will be located at different intervals. Pedestrians travel at a lower speed and can stop and read detailed signs or maps, of a smaller scale or size, that would be inappropriate for those traveling at higher speeds. Destination categories and named locations should be reviewed and updated regularly.

*Table 1 Destination Level Categories*

#### **Level 1 - City Centers & Districts**

Level 1 destination include city centers, districts, and universities. Highlighting these types of destinations helps orient intra- and inter-municipal trips. These may be historic, commercial, cultural districts or neighborhoods with a distinct name and character. Emphasis is placed on areas that provide a mix of popular attractions and services. Local neighborhoods that do not offer services or attractions should not be included.

#### **Level 2 - Regional Parks**

Level 2 destinations provide a finer grain of navigational information than level 1 destinations by directing users to regional parks and well-known businesses.

#### **Level 3 - Local Destinations**

Level 3 destinations are specific major attractions within the City which generate a high amount of traffic. Local attractions include: community centers and major civic institutions, transit stations, schools, hospitals and visitor centers.

# SIGNING DISTANCE AND DESTINATION ORDER

Signing distances, the distance between sign and destination, focus on the maximum distances that destinations should appear on directional signs. This process allows information to be provided in a timely manner and in manageable amounts, according to a traveler's needs.

The three levels of destinations provide signing distances for each mode of travel:

- Level 1 should appear on signs up to 5 miles away for cyclists and longer distances for transit riders and motor vehicle operators.
- Level 2 should appear on signs up to 2.5 miles away when they are a primary destination and up to 1 mile away when a level 1 destination is available.
- Level 3 are signed up to half a mile to represent a scale that is appropriate for walking.

Signing distances to and from transit stations or major exchanges is based on destinations in proximity to the station or exchange.

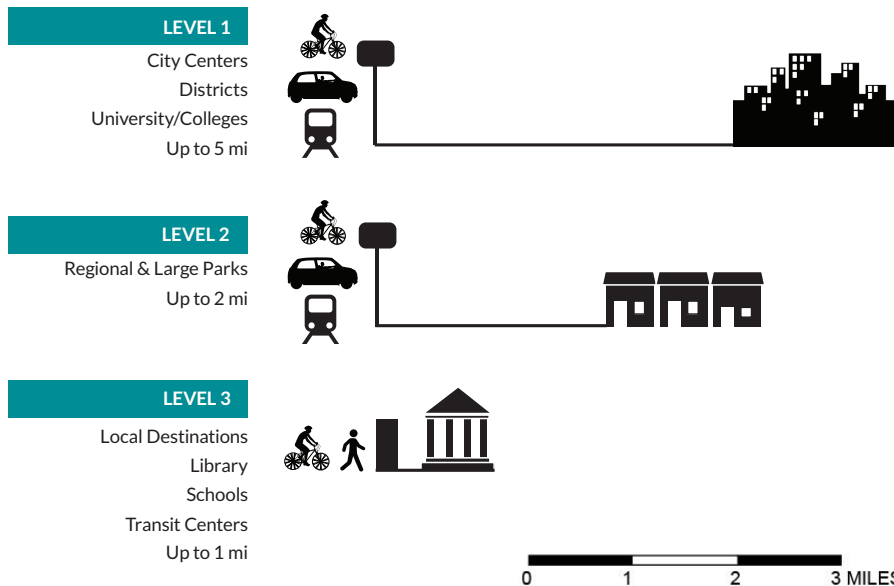
Signing distances for motor vehicles is available in the Manual of Uniform Traffic Control Devices (MUTCD). Detailed signing requirements including appropriate distances, are available in MUTCD.

Once a destination list is established, the next stage is to determine the best location or placement of signs along a route.

## NAMING GUIDANCE

Sign guidance outlines a standard approach for names of destinations that can reasonably fit on signage. Typically, 14-15 characters (including spaces) is the ideal length for destination names, and 19 characters is roughly the longest that will fit on a sign.

Fig. 6 Signage Distance Guidance



## APPROVED DESTINATIONS

The City of Wilsonville's approved destinations were derived from the City's previous bicycle wayfinding plan with important destinations for all modes of travel added with guidance from the focus group. City staff provided feedback before the project team assembled the final approved destination list. Level 1 destinations are city centers, districts, transportation hubs, and universities. Level 2 destinations are major parks or landmarks and level 3 destinations are local attractions.

Table 2. Destination List

Destination Name	Abbreviation	Destination Level
Argyle Square	Argyle Square	1
Town Center	Town Center	1
Old Town	Old Town	1
Oregon Institute of Technology	Oregon Tech	1
Clackamas Community College	Clackamas CC	1
City Hall	City Hall	1
SMART Central at Wilsonville Station	Transit Center	1
Charbonneau	Charbonneau	1
Villebois	Villebois	1
Coffee Creek District	Coffee Crk Dist	1
Frog Pond District	Frog Pond	1
Basalt Creek District	Basalt Creek	1
Willamette River Water Treatment Plant Park	Arrowhead Park	2
Boones Ferry Park	Boones Fry Pk	2
Graham Oaks Nature Park	Graham Oaks Pk	2
Memorial Park	Memorial Park	2
Town Center Park	Town Ctr Park	2
Oregon Korean War Memorial	War Memorial	3
Ice Age Tonquin Trail	Tonquin Trail	3
Wilsonville Waterfront Trail	Waterfront Trail	3
French Prairie Road Trail	French Pr Trail	3
Memorial Park City Trail	Memorial Pk Trails	3
Villebois Piazza	Piazza	3
Wilsonville Community Center	Community Ctr	3
95th Avenue	95th Ave	3
Library	Library	3
Police Station	Police Station	3
Post Office	Post Office	3
Wilsonville High / Boeckman Creek Primary School	Wilsonville H.S. / Boeckman Ck P.S.	3
Inza R Wood Middle / Boones Ferry Primary School	Wood M.S. / Boones Ferry P.S.	3
Lowrie Primary School	Lowrie P.S.	3
Meridian Creek Middle School	Meridian Ck M.S.	3



# ROUTE PRIORITIZATION

As part of the planning process, the project team prioritized routes based on readiness, proximity to destinations, and overall need and gap closure as they relate to navigational challenges in the city. The results of the prioritization process helped to select and prioritize locations for wayfinding improvements. The results of this analysis process are visualized in the initial vehicle route prioritization (Map 1), the initial bicycle route prioritization (Map 2), and the initial pedestrian route prioritization (Map 3), which aided in the development of the final route prioritization (Map 4 on page 64).

## WAYFINDING ROUTE PRIORITIZATION METHODOLOGY

The project team assigned a route prioritization score to each street segment in the project area. The prioritization criteria focuses on identifying routes that people will rely on to find community destinations. The criteria were used to produce three separate scores, one for bicycle wayfinding, one for pedestrian, and one for motor vehicle wayfinding.

### PRIORITIZATION CRITERIA

#### *Bicycle Facilities*

The project team scored the segments on the presence or absence of an existing bicycle facility. This criterion was only used for the bicycle wayfinding score.

#### *Pedestrian Facilities*

The project team scored the segments on the presence or absence of an existing

pedestrian facility (sidewalks and shared use paths). This criterion was only used for the pedestrian wayfinding score.

#### *Proximity to Destinations*

When there are more destinations near a given roadway segment, there is a greater need for wayfinding improvements. This criterion scores segments on the number and importance of destinations within a half mile. The relationship of a roadway or trail to destinations is a key aspect of wayfinding, thus this criterion was weighted higher than the others. The destinations included in the analysis are listed in Table 2.

#### *Population and Employment Density*

Each segment received a score based on the number of people who live and work nearby (within 0.25 miles). The population score was drawn from the 2010 Census, at the Census Block level. The employment score was derived from 2014 Longitudinal Employer-Household Dynamics (LEHD) data. A composite score was created by totaling the population and employment scores for each segment. The composite scores were converted to a scale from 2-10, with 10 representing the greatest number of people living and working near the segment.

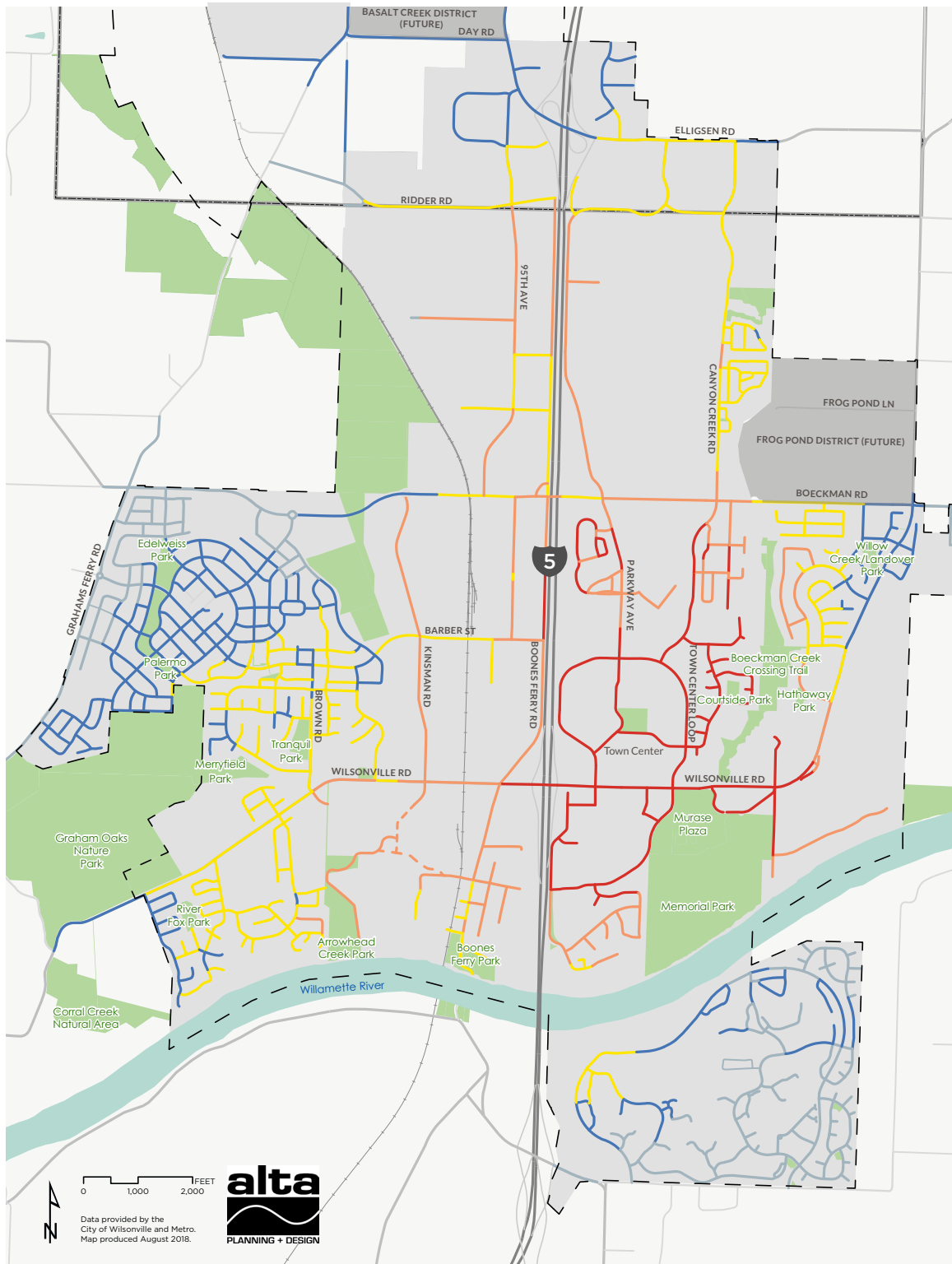
#### *Next Steps*

This prioritization exercise provides a citywide look at the relative need for wayfinding based on population, employment, major destinations, and existing transportation facilities. It does not prescribe specific locations or routes for wayfinding signage. Rather, it is intended as one input to be used in combination with public input, city staff expertise, and general wayfinding principles. See Map 4 on page 64 for the final route prioritization map.

**Route Prioritization Scoring Evaluation Matrix**

Prioritization Criteria	Variable	Score
Proximity to Destinations	<p>The destination score is calculated based on the number and importance of destinations within 0.5 miles of the segment. Destinations were divided into four levels and given the following weights:</p> <ul style="list-style-type: none"> <li>Level 1 Destinations: 10</li> <li>Level 2 Destinations: 7</li> <li>Level 3 Destinations: 4</li> </ul> <p>The weighed destination scores were calculated for each segment and then normalized from 0 to 20.</p>	0-20
Population and Employment Density	Composite score of population and employment totals within 0.25 miles. Each segment was then scored on these values, relative to the City of Wilsonville as a whole.	2-10
Pedestrian Facilities (only included in the pedestrian wayfinding score)	<ul style="list-style-type: none"> <li>Complete sidewalks on both sides of the street or existing shared use path</li> <li>Complete sidewalks on one side of the street</li> <li>No existing or planned facility</li> </ul>	<p>10</p> <p>5</p> <p>0</p>
Bicycle Facilities (only included in the bicycle wayfinding score)	<ul style="list-style-type: none"> <li>Existing Bike Facility</li> <li>No Existing or Planned Facility</li> </ul>	<p>10</p> <p>0</p>

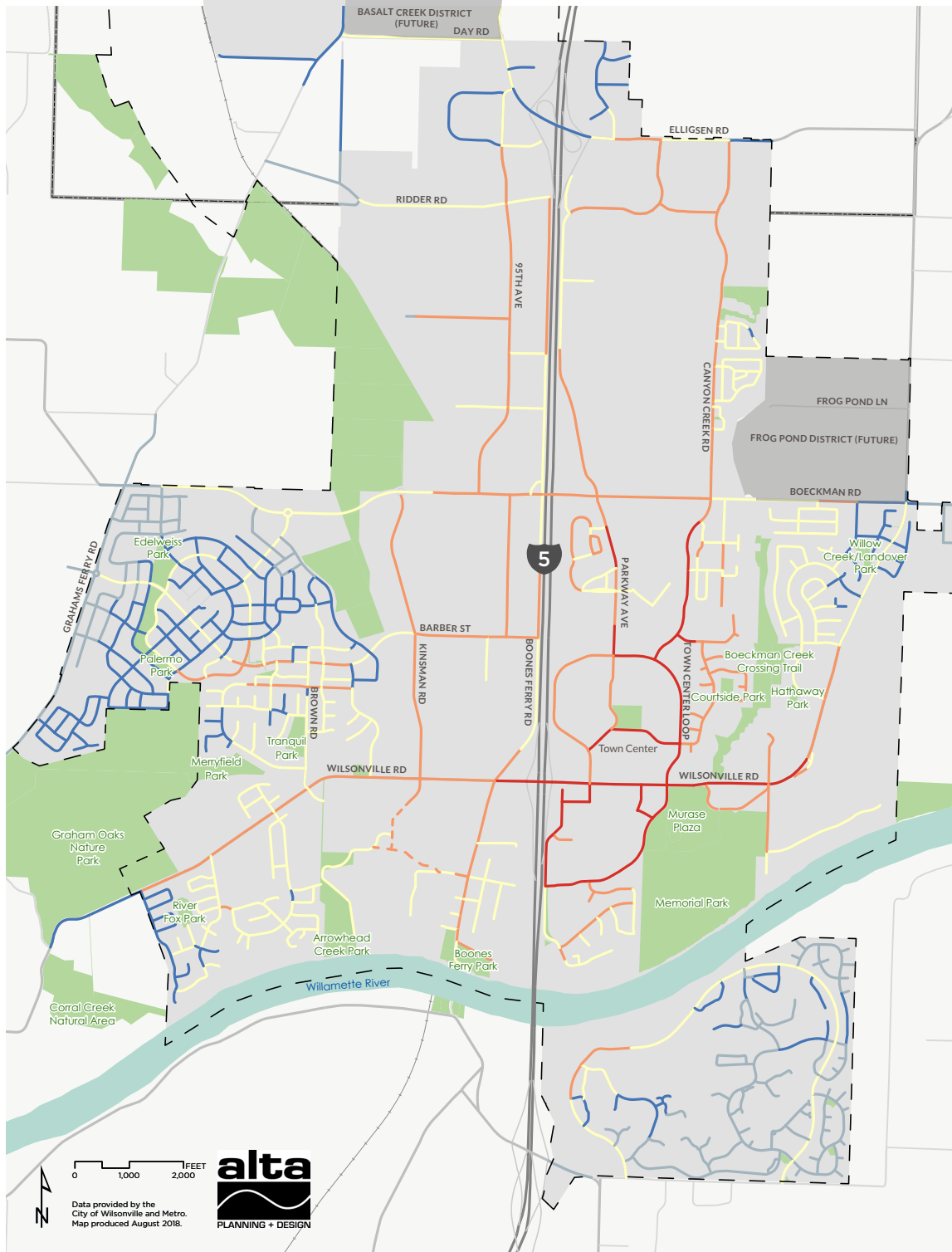
Table 3. Evaluation Matrix



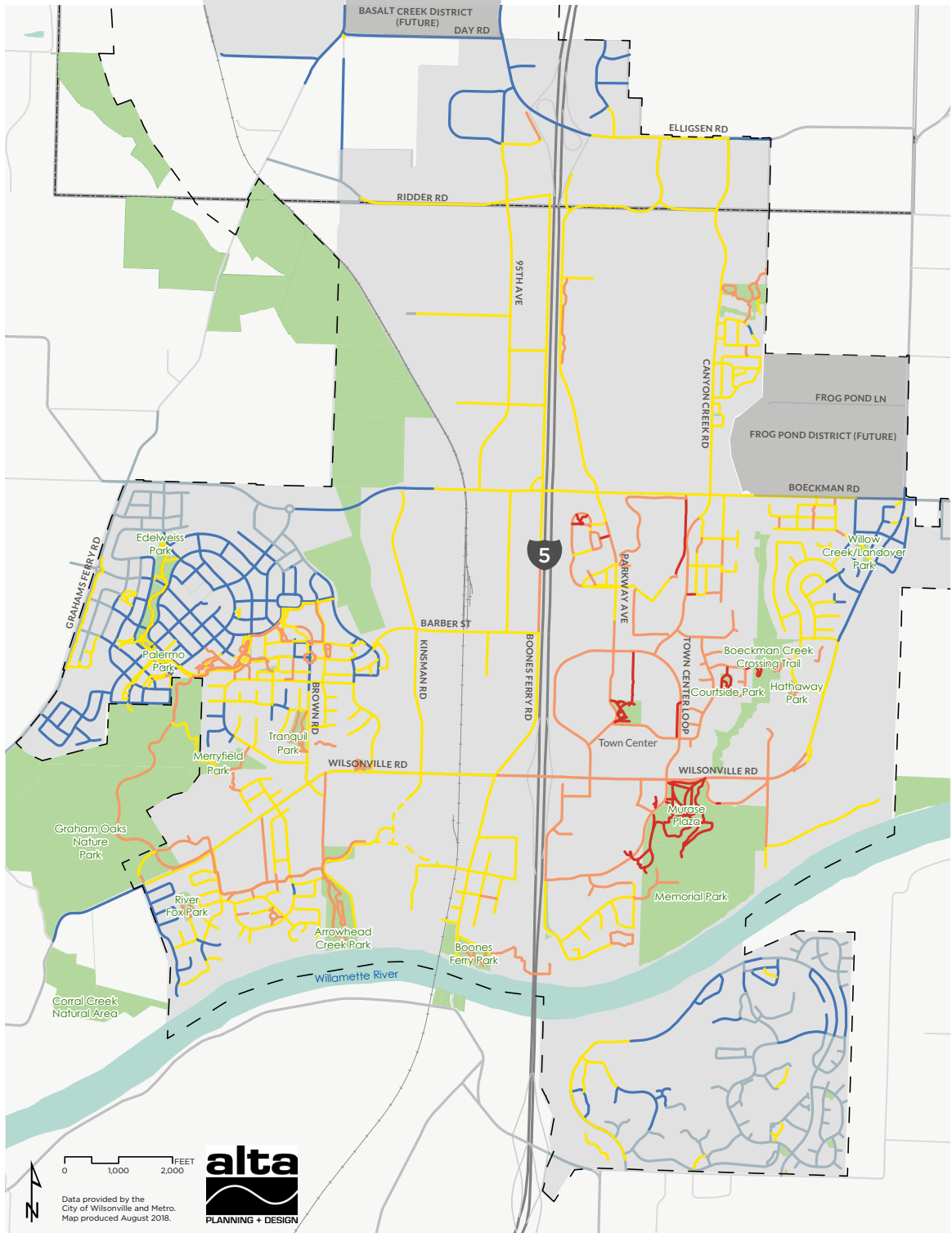
Map 1 Initial Vehicle Route Prioritization

**INITIAL VEHICLE ROUTE PRIORITIZATION**

CITY OF WILSONVILLE WAYFINDING PLAN



Map 2 Initial Bicycle Route Prioritization



Map 3 Initial Pedestrian Route Prioritization

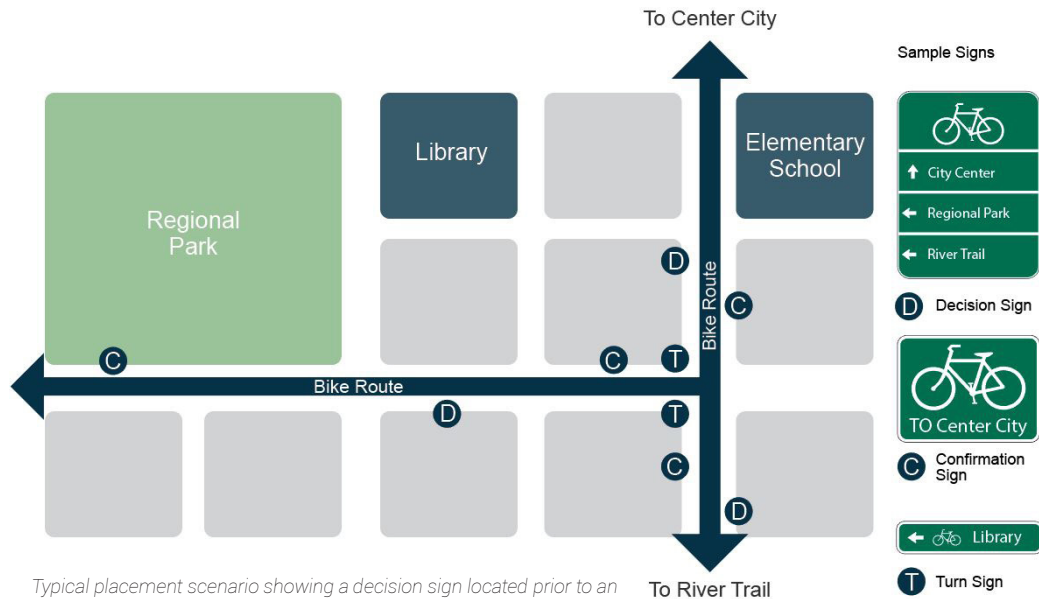
**INITIAL PEDESTRIAN ROUTE PRIORITIZATION**

CITY OF WILSONVILLE WAYFINDING PLAN

**PEDESTRIAN ROUTE PRIORITIZATION**

- 0 - 5
  - 6 - 10
  - 10 - 20
  - 20 - 30
  - 30 - 40
  - URBAN GROWTH BOUNDARY
- INPUTS:**
- DESTINATIONS
  - POPULATION
  - EMPLOYMENT
  - PEDESTRIAN FACILITIES

Fig. 7 Typical Sign Placement



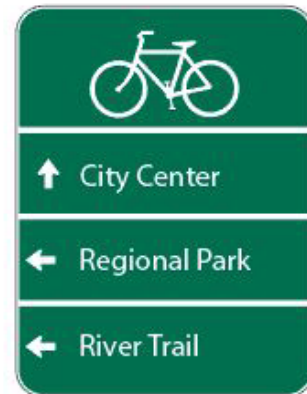
Typical placement scenario showing a decision sign located prior to an intersection of two facilities. A confirmation sign is provided after the turn movement as well as periodically along the route for reassurance.

## SIGNING INTERSECTIONS

**Decision Signs** are placed in advance of the intersection between routes that access different destinations. These signs list destinations and provide arrows that identify turns necessary to reach a particular destination. Distances and travel times are optional but recommended.

For faster moving vehicles, signage should be placed in advance of a turn according to stopping sight line distance guidance found in the MUTCD. For walking, advance signage is not required, and considerably more information can be presented. While signage aimed at cyclists and motorists is limited to three lines of text in most circumstances, walking information may include a map as well as up to ten destination directions.

On routes where speed is likely to be high, decision signs can be repeated ahead of the turn. Repeated decision signs should be located according to the design speed.



**D** Decision Sign

**Turn Signs** are optional signs used to highlight turns. Turn signs are often used to emphasize a turn in a busy built up area where there are many distractions and to indicate unusual turn geometry such as acute angles. They are located at the intersection between two routes.

**Confirmation Signs** reassure users that they are on the correct route and provide information regarding destinations in the direction of travel. Confirmation signs are placed after a turn and can be repeated periodically, with increasing frequency should there be changes in the direction of the route and where there are side routes that could be confusing. Normally three and up to four destinations would be shown in ascending order of distance.



**T** Turn Sign



**C** Confirmation Sign

## SIGN PLACEMENT PROGRAM

The placement of wayfinding signage should achieve three critical aims:

### 1. Creating reliable paths

Route hierarchy provides the framework to prioritize signage. Signage should mark the beginning, end and key nodes along each route. Signage guidance recommends that signs should be placed in the same orientation, height and relative position so that a user can easily locate and read signs.

### 2. Informing decisions

Wayfinding information is used for navigation and developing mental maps of places. Navigational signage may be needed along a path to provide early warning of an intersection, to mark a turn and to confirm direction.

### 3. Providing reassurance

Signage confirms directions in order to reduce doubt as a user makes their way along a route to a destination. Consistent placement of signage at decision points provides users reassurance and contributes to increasing user confidence.

Consistent sign placement is preferable so it is reliable. This is not always possible as signs must be located within designated road right-of-way or within the furnishing zone of the roadside, as well as located proximate to other signs.

General sign placement guidance should consider:

- Signs should be within a user's field of vision.
- Travel speed must be a factor so a user has time to comprehend the sign information and has time to make informed travel decisions.
- Sight lines should not be obstructed.

The following pages provide guidance for placement of signs to serve motorists, cyclists, transit users and pedestrians using generic situations and particular examples, specific to Wilsonville.



## VEHICULAR-ORIENTED SIGNS

Automobile-oriented signs include larger directional wayfinding signs mounted on poles along roadways, custom parking signs, and potentially facility signs to mark places such as parking garages.

Directional signs are located at or near gateways to the city, pointing toward level 1-3 destinations where drivers are faced with routing decisions and may be provided along routes to confirm the route or to provide an indication of distance. The placement of the sign is dependent upon transportation authority posted design speeds.

Upon arrival at destinations, parking and facility signs may be provided as well as pedestrian-oriented signs, such as map kiosks, to support the driver once they become a pedestrian.

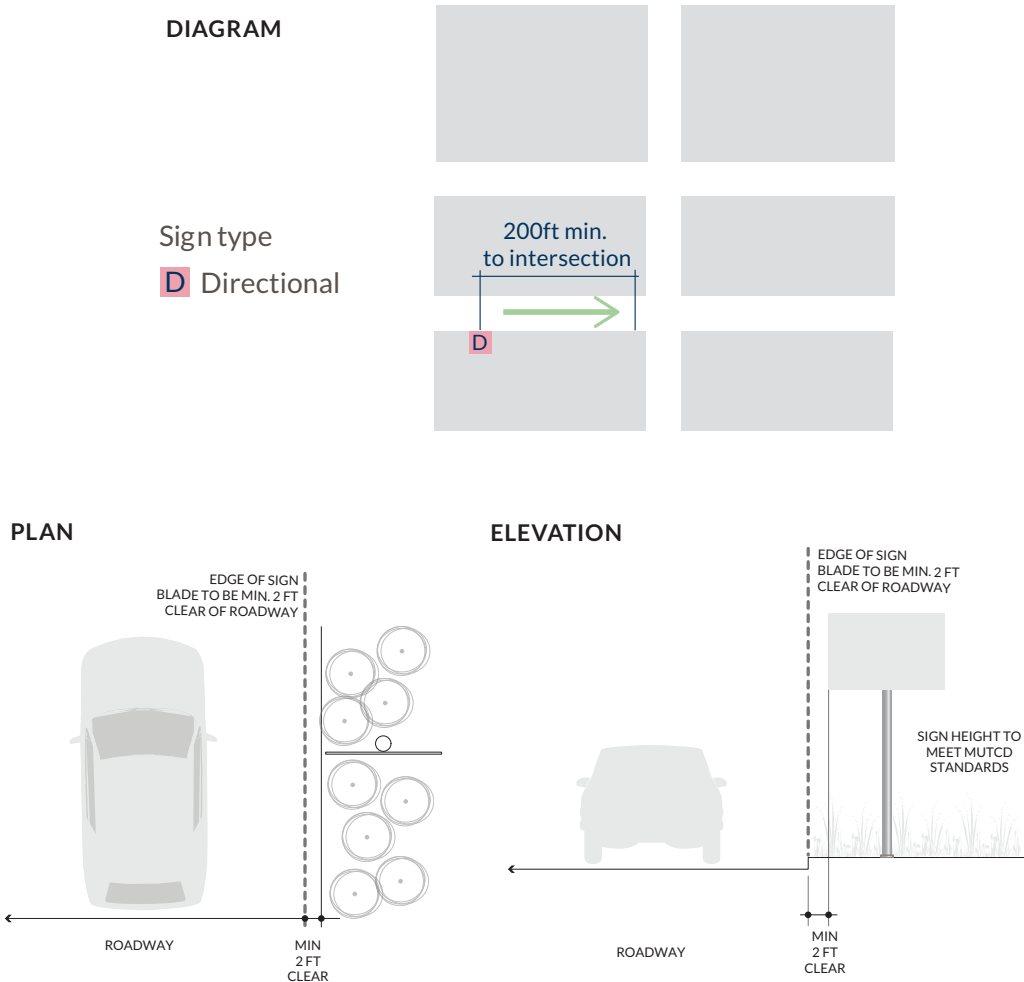


Fig. 8 Vehicular-Oriented Wayfinding Sign Guidance

## MULTI-USE PATHWAY SIGNS


Multi-use pathway signs include both map kiosks, pedestrian fingerboards, and trail markers located adjacent to the path of travel.

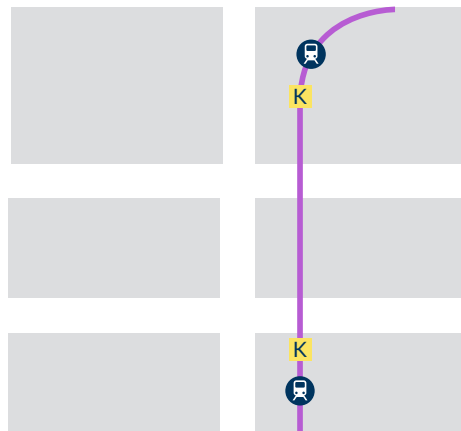
Map kiosks are placed near intersections, activity centers or can be located outside of transit stations. Kiosks are often placed along a linear route where a primary route is adjacent to multiple level 1-3 destinations.

Placement of the map kiosks is designed for universal accessibility, readable at varying heights and allowing wheelchair turning radius.

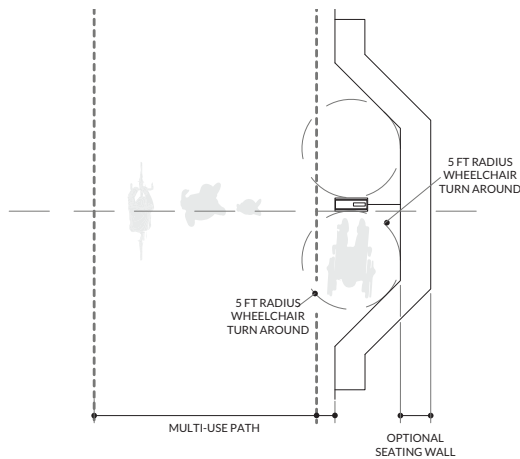
### DIAGRAM

#### Sign Type

- K Diagrammatic Map Kiosk
-  Transit Station or Stop
- Multi-Use Path



### PLAN



### ELEVATION

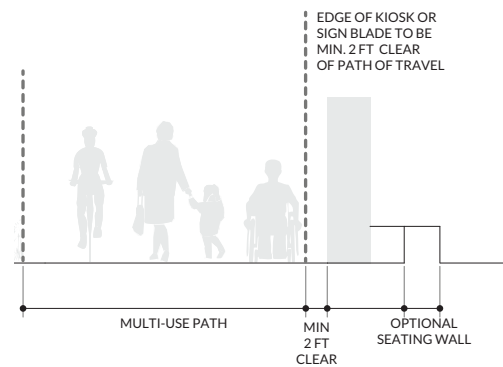


Fig. 9 Multi-Use Pathway Wayfinding Sign Guidance

## BICYCLE-ORIENTED SIGNS

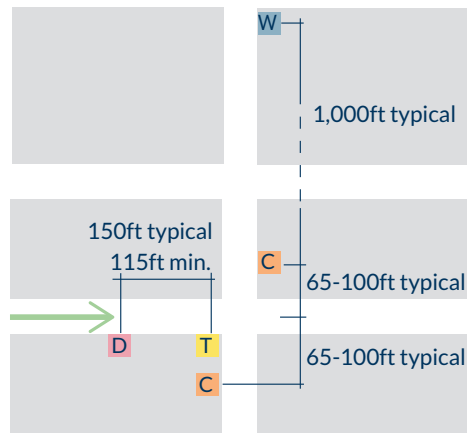
On-street bicycle-oriented signs include Decision signs, Turn signs, Confirmation signs and Waymarkers (or trail markers).

Decision signs are placed in advance of an intersection or at the approach of a decision point. Decision signs identify the route name followed by level 1 to 3 destinations. Turn signs are optional signs placed at the intersection or decision point to provide additional direction when there are uncommon or often missed turns. Confirmation signs are placed after a directional decision sign to provide assurance to cyclists and confirms the next or additional destinations.

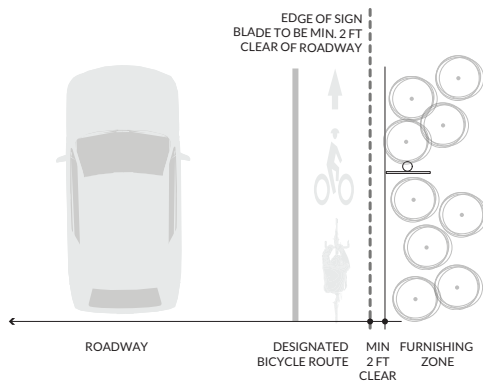
### DIAGRAM

#### Sign type

- D Directional
- T Turn
- C Confirmation
- W Waymarker



### PLAN



### ELEVATION

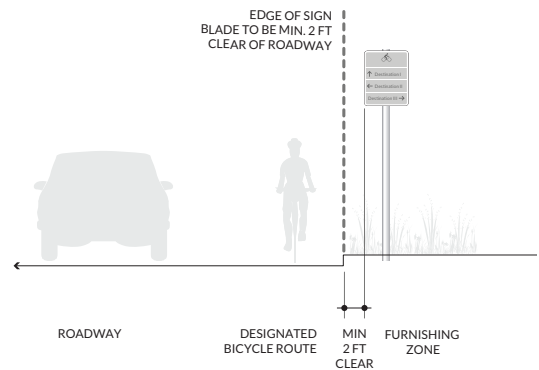


Fig. 10 Bicycle-Oriented Wayfinding Sign Guidance

## PEDESTRIAN-ORIENTED SIGNS

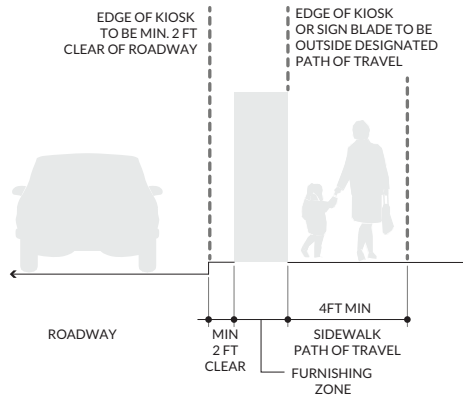
Pedestrian-oriented signs include directional fingerboards and map kiosks.

Map kiosks are placed on linear routes such as major streets or corridors, where a primary route is flanked by multiple level 1-3 destinations. Pedestrian directional signs may include level 2 to 4 destinations with directional arrows and/or travel time or travel distance. Pedestrian directional signs are placed in proximity to major activity centers or destinations. Pedestrian signs may be used with existing poles where necessary. Signs should be located in the furnishing zone of the sidewalk, outside the pedestrian path of travel so as not to obstruct clear movement.

### DIAGRAM



### PLAN



### ELEVATION

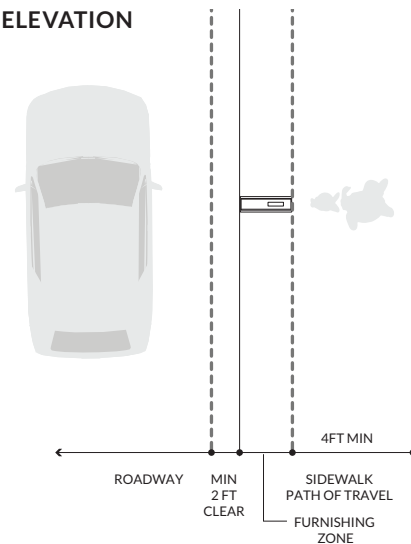


Fig. 11 Pedestrian-Oriented Wayfinding Sign Guidance

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CHAPTER THREE

# DESIGN

*The design incorporated national best practices, community input, local materials, and distinctive architectural details to create a unique wayfinding identity rooted in the landscape of Wilsonville.*



Fig. 12 The City of Wilsonville provides pedestrian access to the Willamette River - one inspirational element for the sign family design.

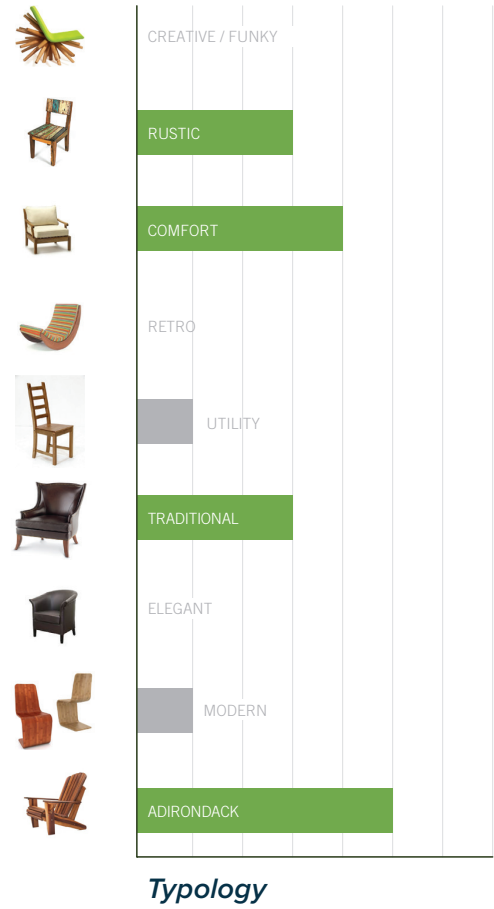
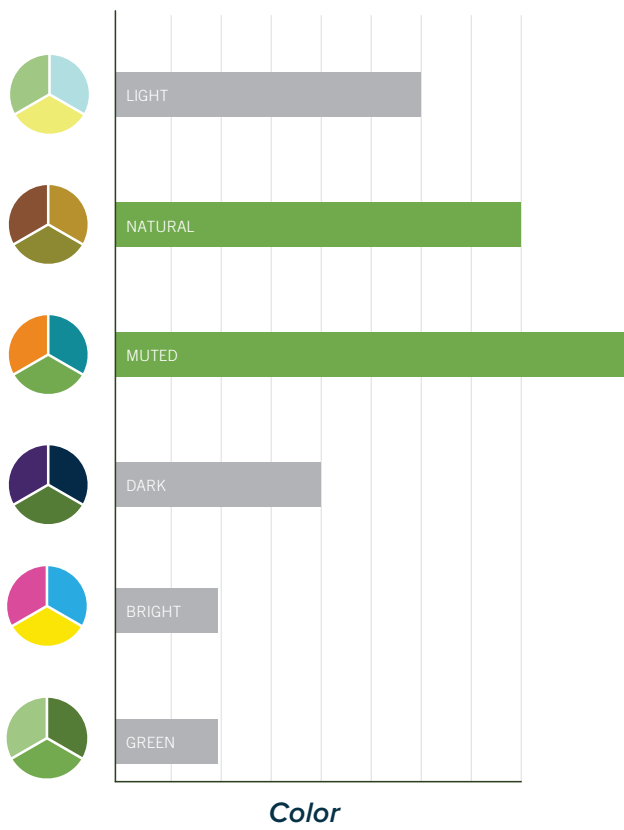
## DESIGN PROCESS

*Consultation with City staff and a community Focus Group, as well as a public online survey, provided the design team with valuable information to guide the City of Wilsonville Citywide Signage & Wayfinding Plan.*

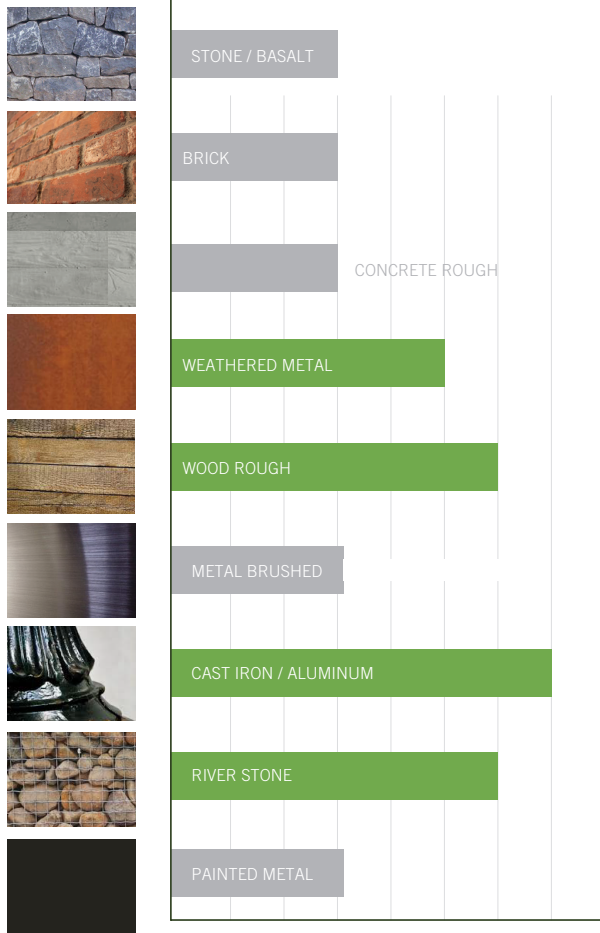
The project team shared a visual preference survey (Fig. 13) with the Focus Group to gain a better understanding of the preferred design aesthetic of Wilsonville, and the potential direction for the design concepts of the wayfinding sign family.

By asking what words, colors, icons, fonts, typography, materials, and patterns best convey the desired experience and qualities of Wilsonville, the design team was able to prepare a series of preliminary conceptual designs (Appendix B), which were later finalized into the preferred design (Fig. 14).

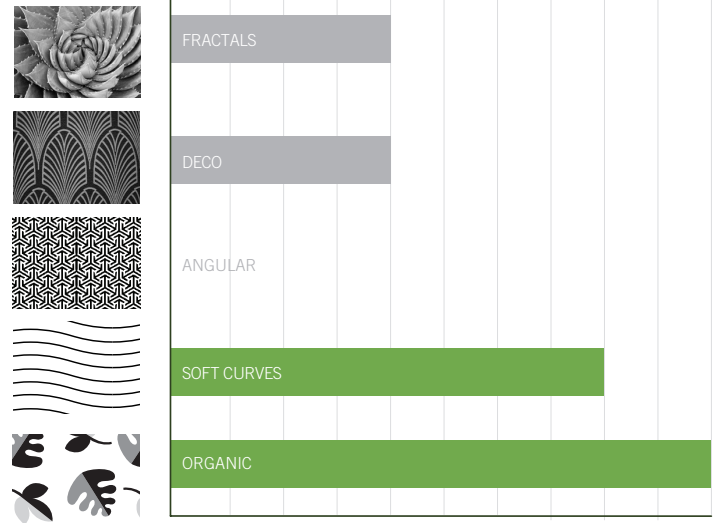
Below and on the following pages are the visual preference survey results, the green bars represent the strongest preferences.



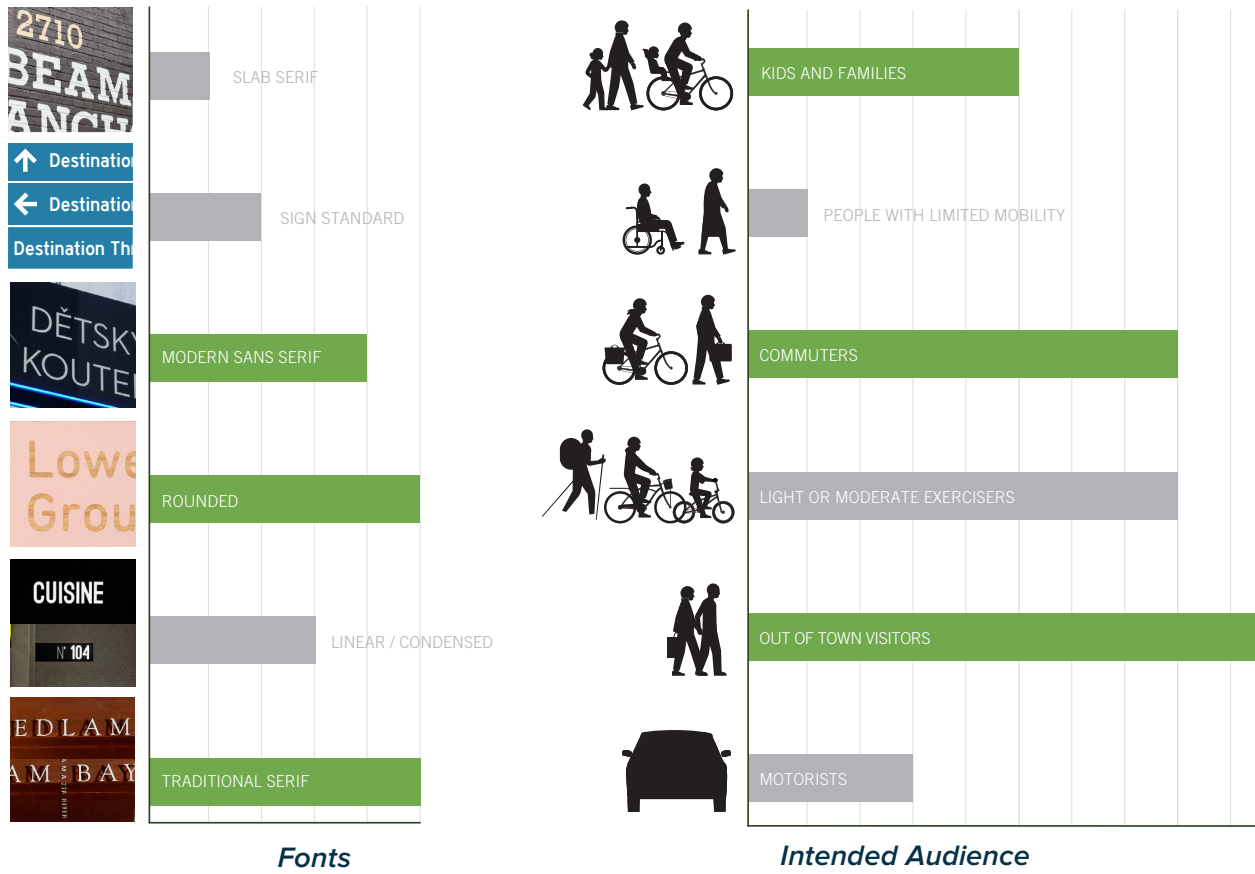




*Materials*



*Pattern*



FRIENDLY  
HISTORIC  
SIMPLE  
CONNECTED  
HEALTHY  
ORGANIC  
TIMELESS  
REFLECTIVE  
SOPHISTICATED  
SAFE  
INVITING  
ACCESSIBLE

*Themes*



SMALL TOWN

*Environment*

## COMMUNITY VISION

Each member of the Focus Group was asked to write their thoughts and goals for the wayfinding sign program for the City of Wilsonville. Below are the individual vision statements. The dominate themes were then refined and combined into the community vision on the next page. The design process included an open house as well as a public online survey, both of which are documented and discussed in Appendix C: Public Outreach.

### FOCUS GROUP VISION STATEMENTS

“A friendly community that is easy and safe to navigate and get where you want to go without getting lost.”

“Accessible and friendly”

“A diverse, nature and tech-oriented community navigation system.”

“Multi-modal connected community with parks, open spaces, as well as education and employment opportunities.”

“Efficient wayfinding system to get people to where they want to go.”

“A multi-use, family friendly public path which creates opportunities for active transportation and relaxing leisure activities.”

“A well-connected clear, and concise path meant to foster safety and accessibility for all ages and abilities.”

“Simple system to guide multi-modal visitors to main destinations and districts, and a logical connection to the geographic/man made legibility of the city in the landscape.”

## COMMUNITY VISION STATEMENT

*A family friendly wayfinding system that provides logical and safe connections between key destinations and commercial districts.*

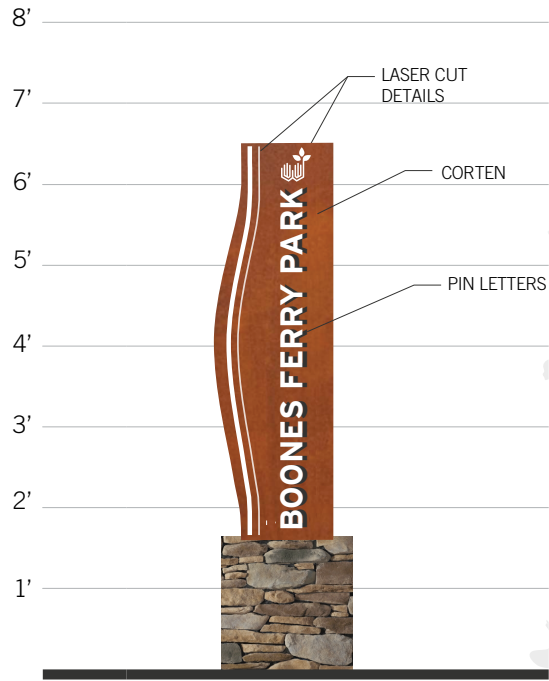
# PREFERRED DESIGN: UNDULATING STONE

## *Soft, Flowing, Connected*

The Undulating Stone concept is inspired by the shape, form, and natural features of the Willamette River that flows through Wilsonville. At the heart of the concept are local stone, and soft curves of corten steel accented by laser cut details that allow light through. The warm color of the corten complements the City’s branding colors.

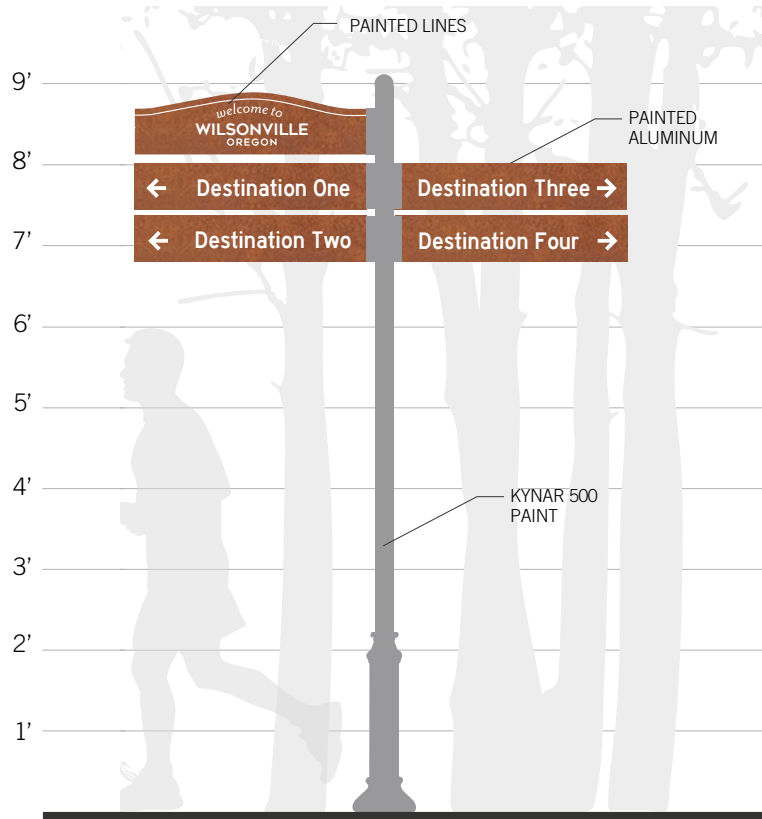


Fig. 14 Design family preferred design

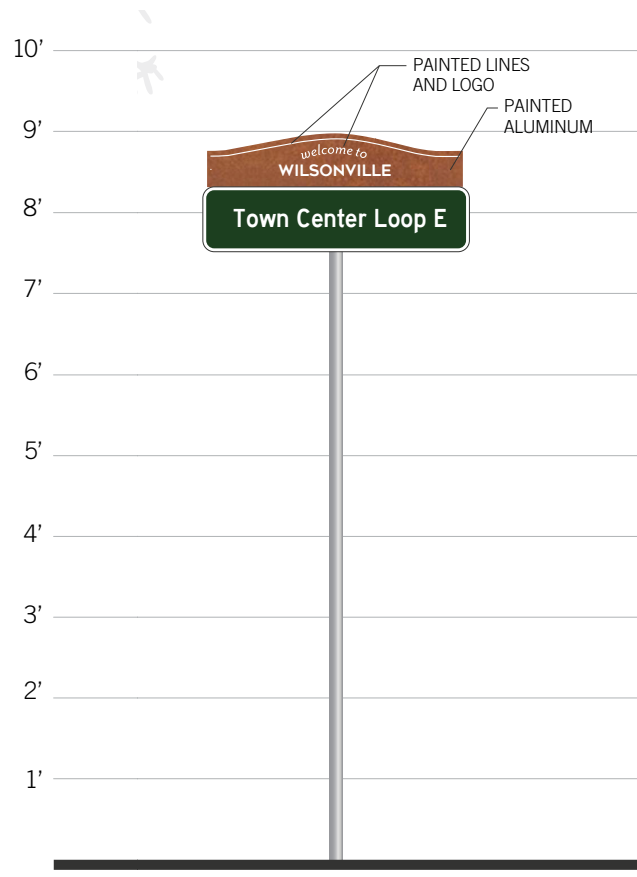


The Park Sign is intended to identify park names, especially where available sign placement space is limited.

**Park Sign**



**Pedestrian Fingerboard**



**Sign Topper**

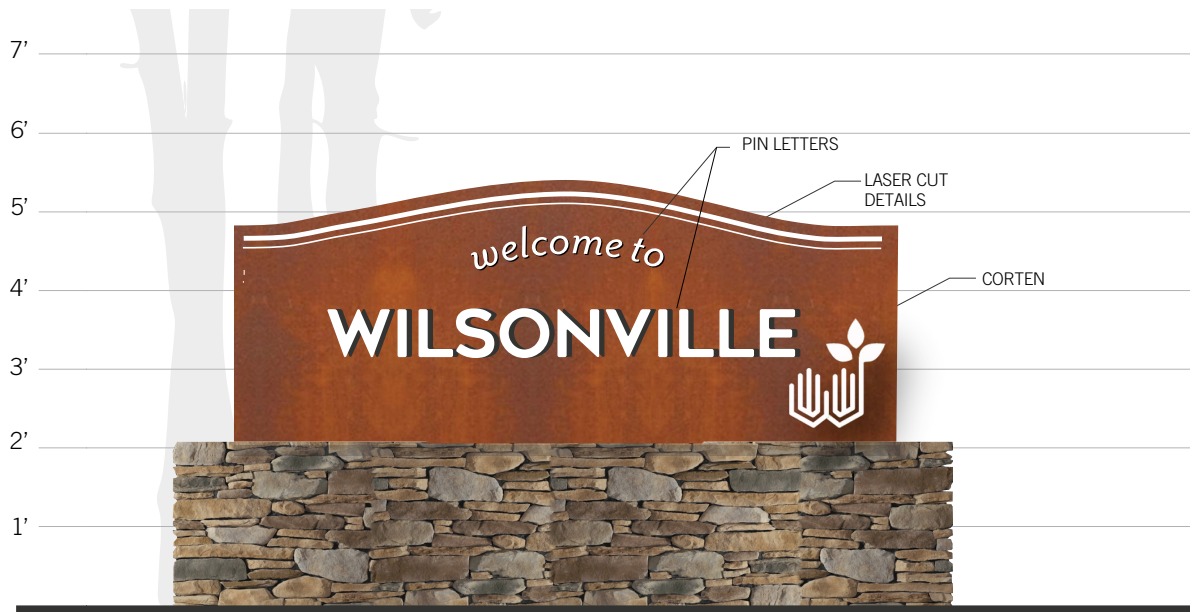
The Sign Topper is intended to attach to existing street signs, focusing on locations at or near the City limits of Wilsonville.





**Large Park or City Building Sign**

The Large Park Sign is intended to identify park names, especially at highly visible locations such as intersections and park entrances. This sign is intended to replace existing park signs as they are phased out.



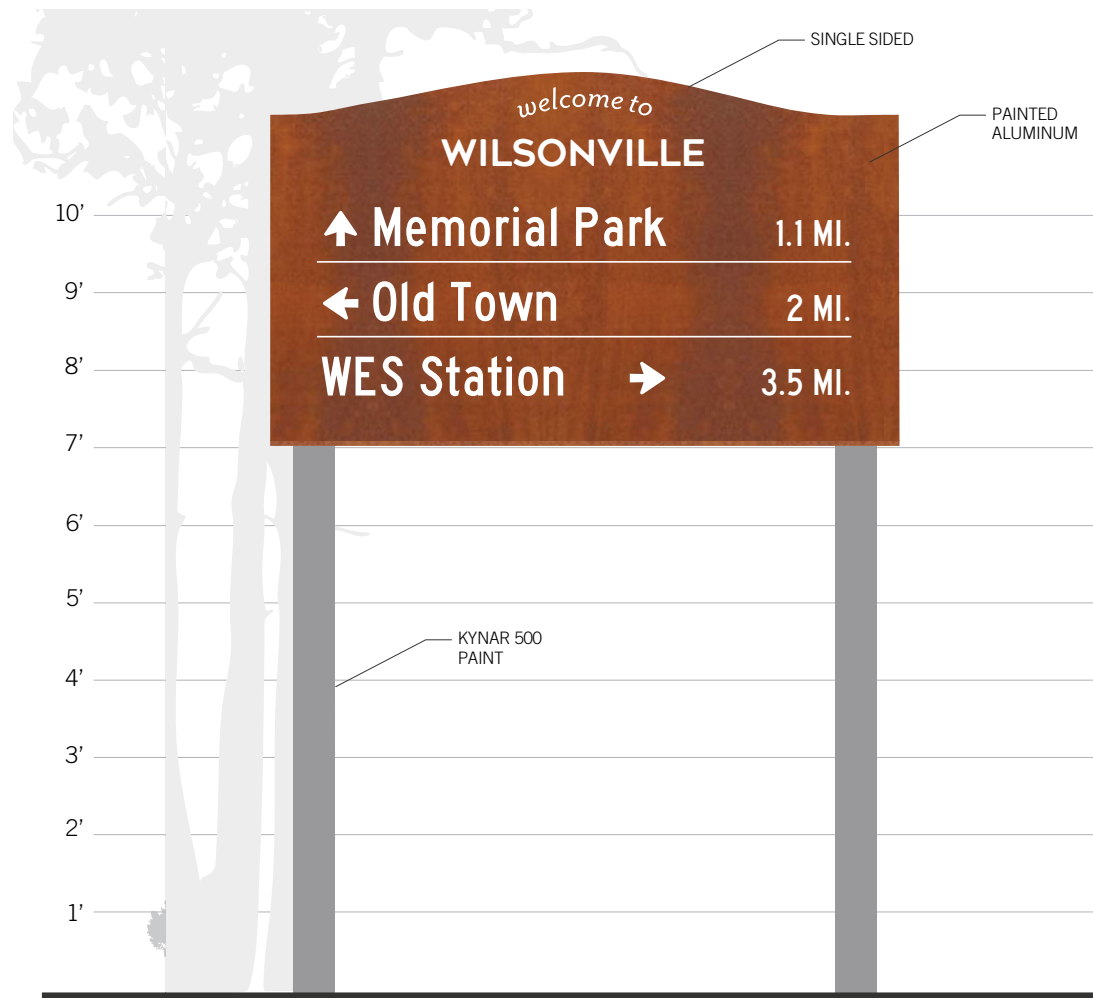
**Welcome Sign**

The Welcome Sign is intended to be located along major corridors where they cross the City boundary.



**Gateway Sign**

The Gateway Sign is intended to be located at the I-5 off-ramps.



**Vehicular Sign**

The Vehicular Sign is intended to guide motorists to level 1-2 destinations. These signs are single sided, oriented toward the flow of oncoming traffic.



*Rendering of potential improvements to existing I-5 gateway monuments. The above example is preliminary and will need further refinement. Since the signs are in good condition, the City will pursue a phased approach to renovations of these two signs.*



Location of existing I-5 gateway monuments.

# GRAPHIC STANDARDS

## COLOR PALETTE (FROM CITY OF WILSONVILLE BRAND COLORS)



MPC MATTHEWS PAINT TO BE APPLIED TO SIGN SURFACES USING COLOR SPECIFICATIONS THAT CONFORM TO THE CITY OF WILSONVILLE'S CURRENT GRAPHIC STANDARDS. ALL PAINT TO BE COATED WITH 3M UV, GRAFFITI RESISTANT CLEAR COAT. THE PROPOSED USE SHALL CONSIDER AND ADHERE TO GUIDANCE FOR THOSE AFFECTED BY COLOR BLINDNESS INCLUDING BUT NOT LIMITED TO PROTANOPIA, DEUTERANOPES, AND TRITANOPES.

## ICONOGRAPHY



## FONTS

### GEOMETOS ROUNDED

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNPOQRSTUVWXYZ

FOR ADDITIONAL LOGOS NEEDED BEYOND THE SCOPE OF THIS DESIGN INTENT PACKAGE PLEASE REFERENCE USDOT AIGA. ADDITIONAL ICONS ARE AVAILABLE FROM THE NATIONAL PARK SERVICE AT [WWW.NPS.GOV/HFC/CARTO/MAP-SYMBOLS.CFM](http://WWW.NPS.GOV/HFC/CARTO/MAP-SYMBOLS.CFM)



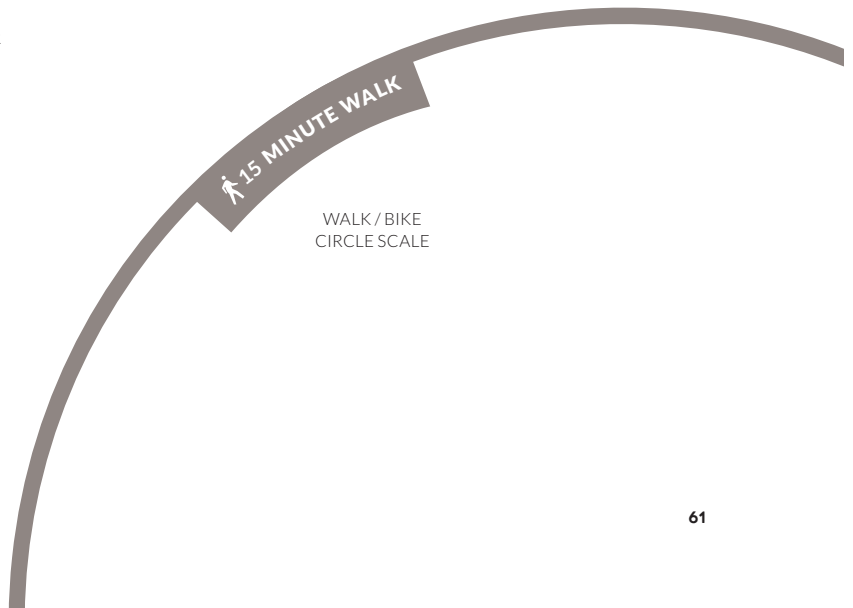
YOU ARE HERE MARKER



NORTH MARKER



SCALE BAR



WALK / BIKE CIRCLE SCALE

CHAPTER FOUR

# IMPLEMENTATION



## PHASING

The implementation plan for the Citywide Signage & Wayfinding Plan aligns with the City’s existing prioritized neighborhood areas and corridors as outlined in the Transportation System Plan, Tourism Development Strategy and Comprehensive Plan.

Implementation will occur in three initial phases, with future phases associated with local or neighborhood development. Phase One will focus on major corridors that serve the most people, whether traveling by car, bike, or foot.

These three phases are the result of compiling the data driven analysis from the three initial prioritization maps (Map 1,2 and 3) with input from the focus group and City staff on priority routes. Together, these three phases form the final prioritization route map (page 64).

Park sign replacement needs should be determined by Wilsonville Parks and Recreation Department staff. This plan budgets for the replacement of seven large park signs, however an ongoing replacement plan should include two signs per year based on existing park sign age and condition.

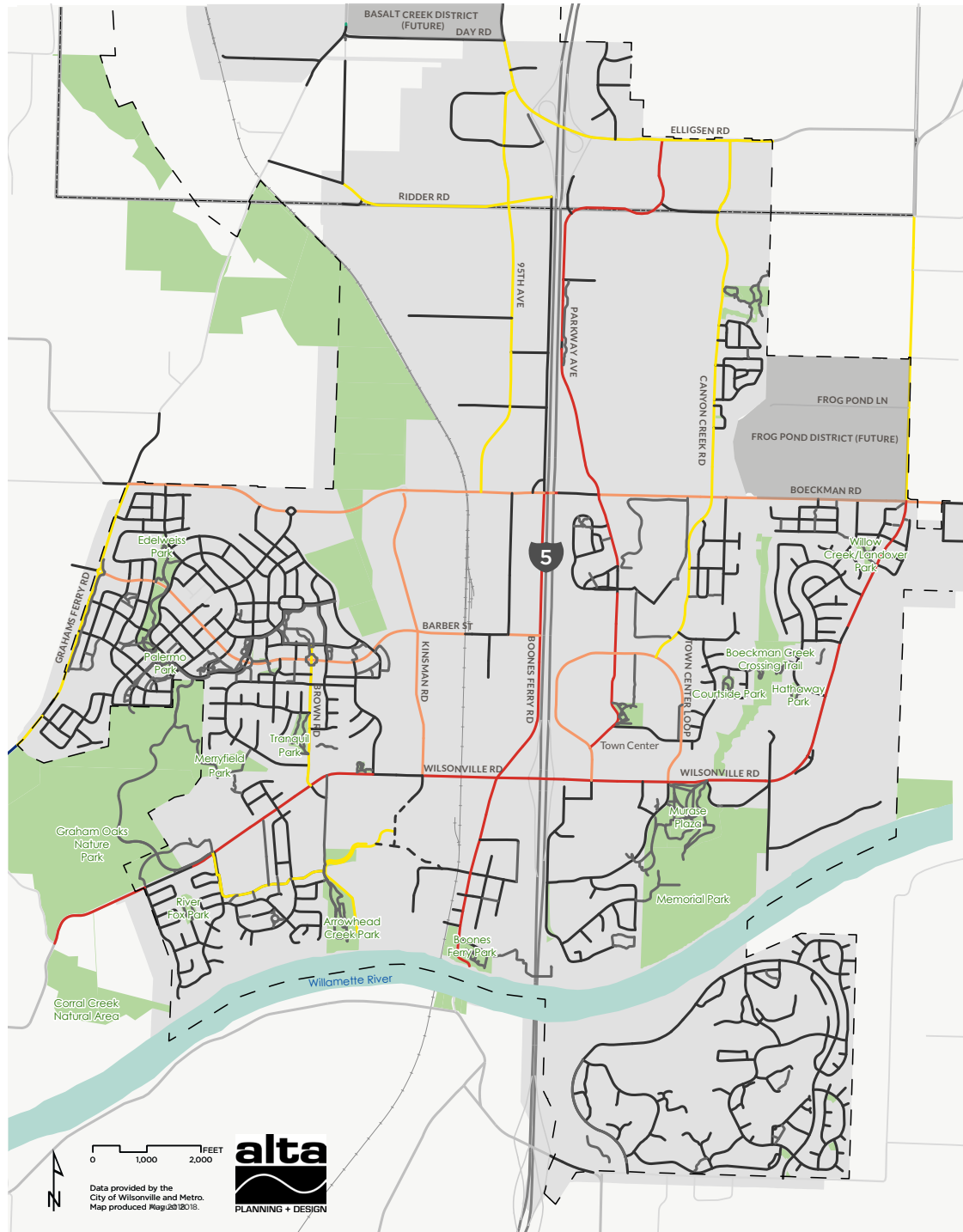
In the future, the City will incorporate wayfinding into other initiatives, such as pedestrian and cycling roadway improvement projects, streetscape facility and park development projects, and new or redevelopment projects. Wayfinding signs should be included in the City’s maintenance budgets as well, so that as existing signs become outdated or in poor condition, they can be replaced.

## COST ESTIMATE BY PROJECT GROUP

Phase One	
1. All Kiosks (Recommended Demonstration Project)	\$72,000
2. I-5 Gateway Signs (Renovation Project)	\$105,000
3. Wilsonville Road	\$155,000
4. Boones Ferry Road	\$43,000
5. Parkway Ave, from Elligsen Road to Town Center Loop	\$45,000
Phase Two	
6. Boeckman Road	\$113,000
7. Town Center Loop	\$49,000
8. Barber Street	\$28,000
9. Kinsman Road	\$5,000
Phase Three	
10. Grahams Ferry Road	\$62,000
11. 95th Ave	\$9,000
12. Canyon Creek Road	\$32,000
13. Elligsen Road	\$151,000
14. Tonquin Trail	20,000
15. Memorial Park and adjacent neighborhood	\$35,000
16. Frog Pond District	\$31,000
17. Ridder Road	\$31,000
18. Charbonneau	\$45,000
19. All Park Signs (7 or as needed)	\$217,000
<b>Total</b>	<b>1,031,000</b>

Table 4. Cost by Corridor Project

## FINAL ROUTE PRIORITIZATION



Map 4 Final Route Prioritization

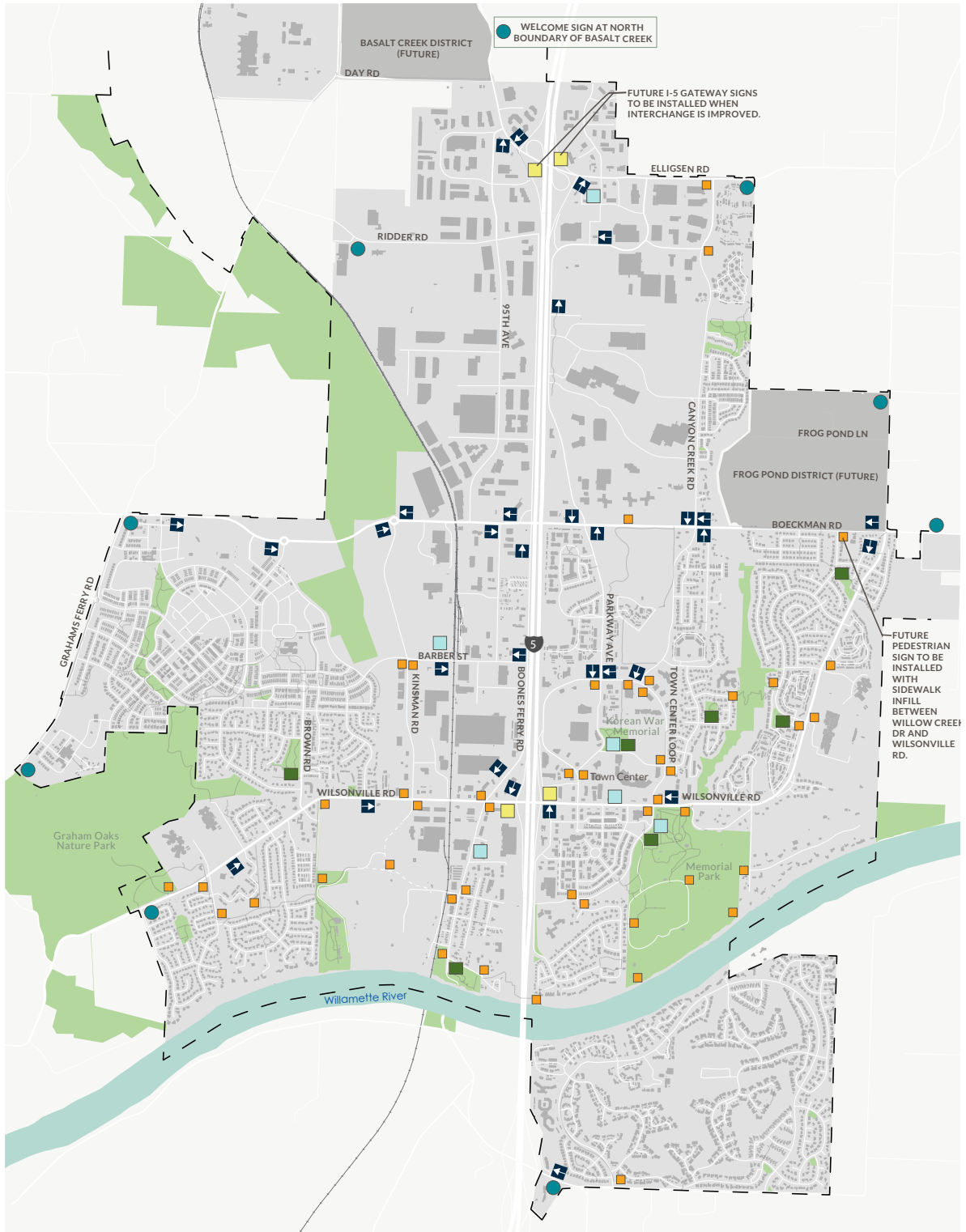
### FINAL ROUTE PRIORITIZATION

CITY OF WILSONVILLE  
WAYFINDING PLAN

### IMPLEMENTATION PHASES

- PHASE ONE
- PHASE TWO
- PHASE THREE
- URBAN GROWTH BOUNDARY

## OVERALL SIGN PLACEMENT










Map 5 Sign Placement

### SIGN PLACEMENT

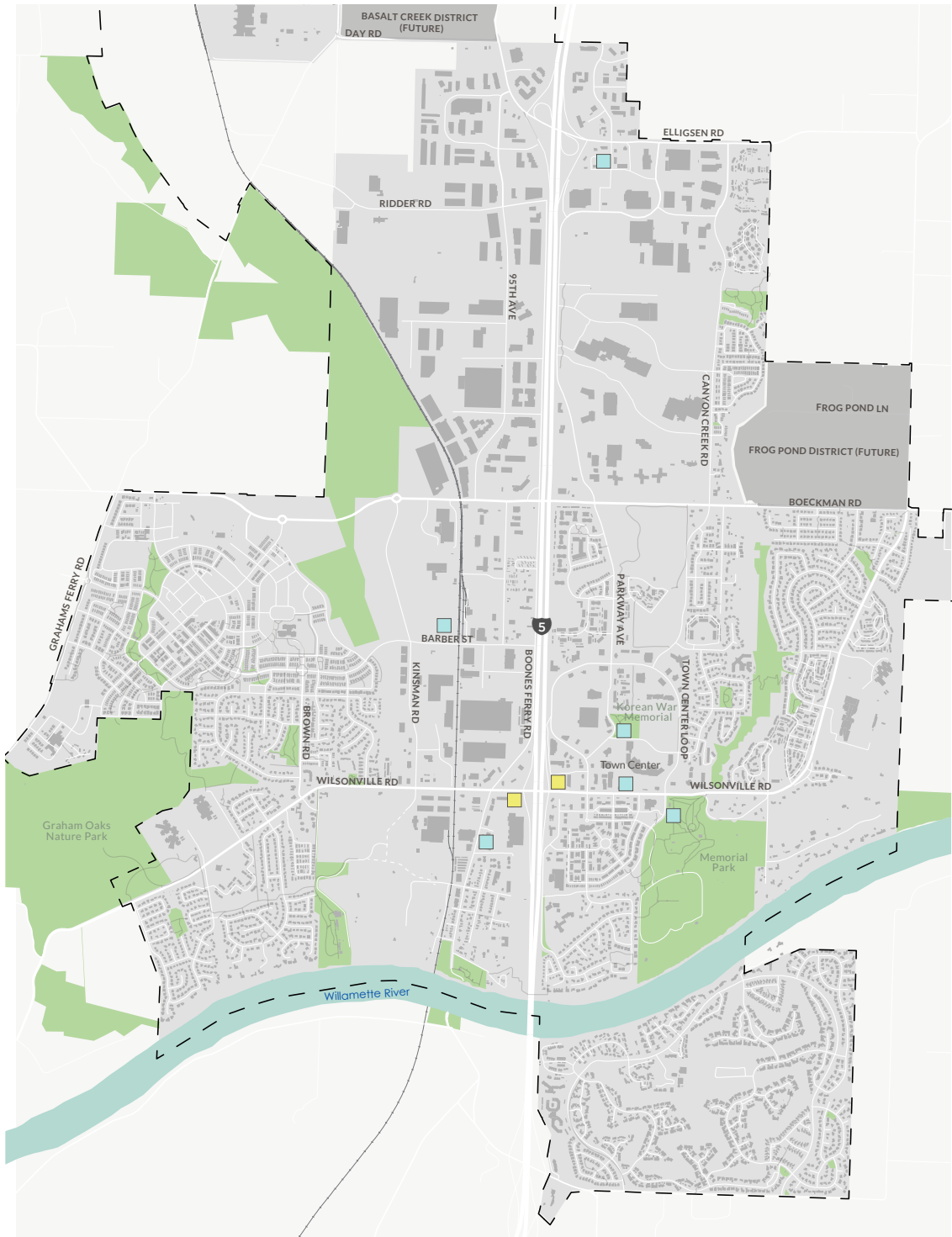
CITY OF WILSONVILLE  
WAYFINDING PLAN

### SIGN TYPES

-  VEHICULAR SIGN
-  WELCOME SIGN
-  KIOSK
-  PARK SIGN (LARGE OR SMALL)
-  I-5 GATEWAY SIGN
-  PEDESTRIAN SIGN
-  URBAN GROWTH BOUNDARY

\* ALL SIGNS SHOWN OUTSIDE CITY LIMITS TO BE PLACED IF RIGHT-OF-WAY ALLOWS.

PHASE 1, PROJECTS 1 & 2: GATEWAY SIGNS & KIOSKS










Map 6 Phase 1, Project 1 & 2 Sign Placement

**SIGN PLACEMENT**

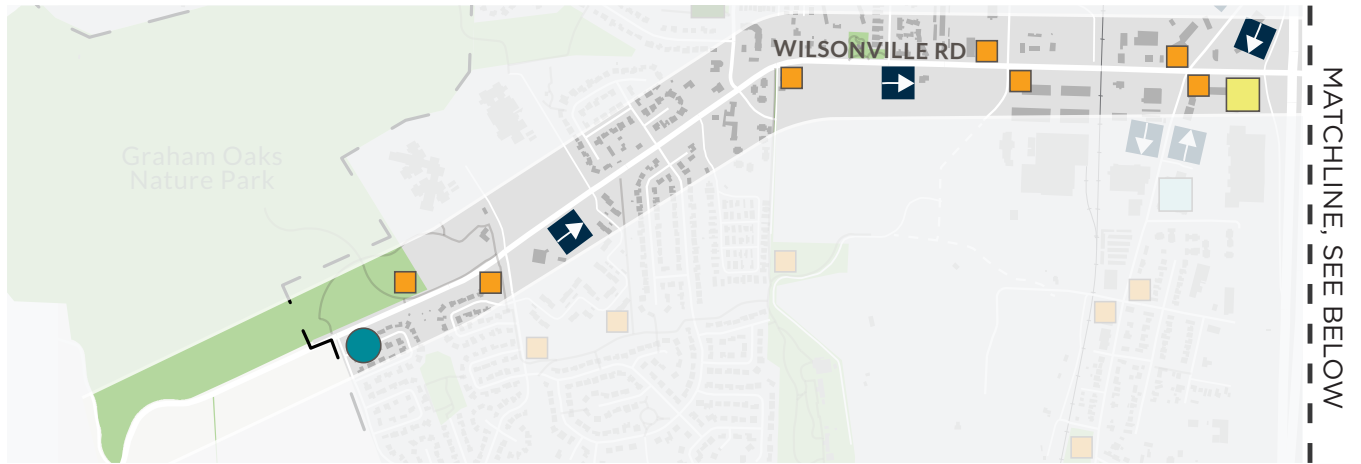
CITY OF WILSONVILLE  
WAYFINDING PLAN

**SIGN TYPES**

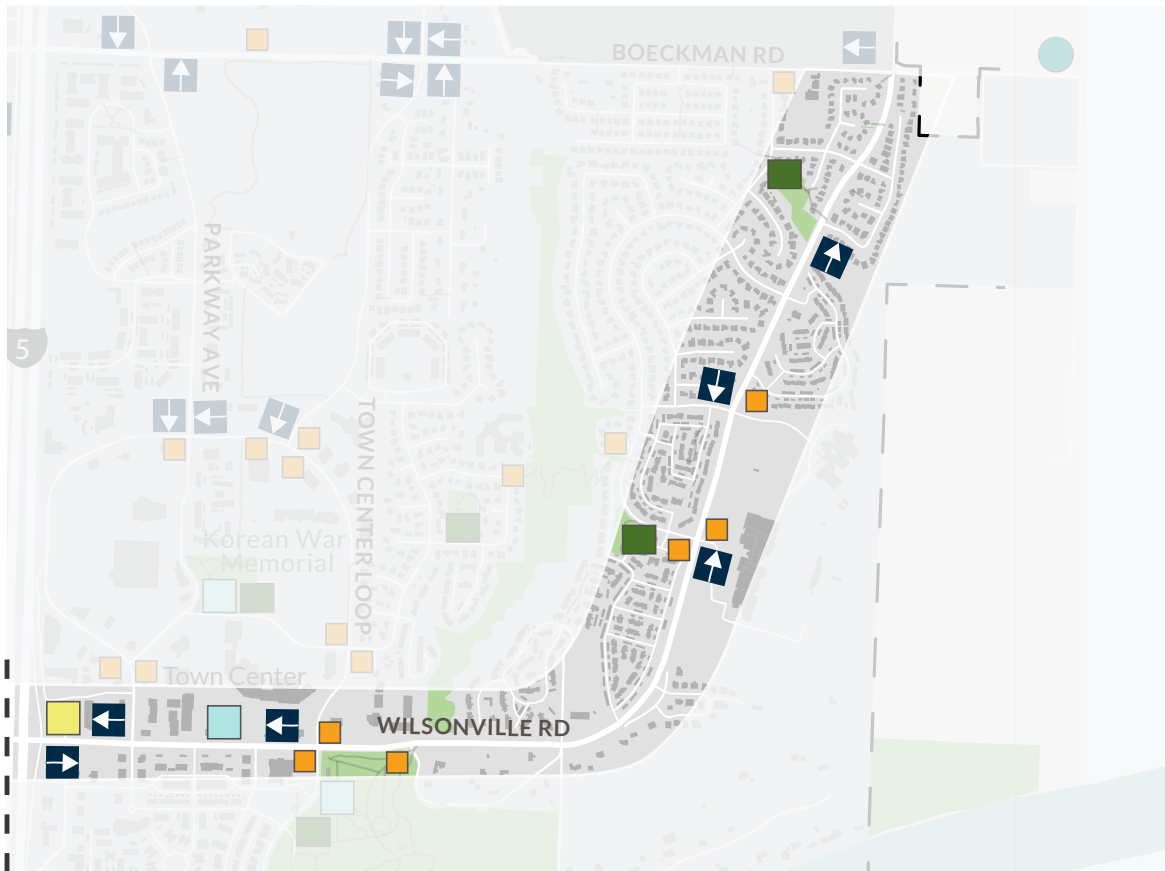
-  VEHICULAR SIGN
-  WELCOME SIGN
-  KIOSK
-  PARK SIGN (LARGE OR SMALL)
-  I-5 GATEWAY SIGN
-  PEDESTRIAN SIGN
-  URBAN GROWTH BOUNDARY

\* ALL SIGNS SHOWN OUTSIDE CITY LIMITS TO BE PLACED IF RIGHT-OF-WAY ALLOWS.

### PROJECT 3: WILSONVILLE ROAD SIGN PLACEMENT



MATCHLINE, SEE BELOW










MATCHLINE, SEE ABOVE

Map 7 Typical Corridor Sign Placement: Wilsonville Road

**SIGN PLACEMENT**

CITY OF WILSONVILLE WAYFINDING PLAN

**SIGN TYPES**

-  VEHICULAR SIGN
-  WELCOME SIGN
-  KIOSK
-  PARK SIGN (LARGE OR SMALL)
-  I-5 GATEWAY SIGN
-  PEDESTRIAN SIGN
-  URBAN GROWTH BOUNDARY

\* ALL SIGNS SHOWN OUTSIDE CITY LIMITS TO BE PLACED IF RIGHT-OF-WAY ALLOWS.

## SIGN QUANTITIES

### PHASE 1 SIGN PLACEMENT QUANTITIES

Phase One of sign implementation includes pedestrian and vehicular signage on Wilsonville Road, Boones Ferry Road, and Parkway Avenue.

	Phase One
Kiosk	6
Pedestrian Fingerboard Sign	19
Welcome Sign	1
Vehicular Sign	13
Gateway Sign	2
Total	41

Table 5. Phase One Sign Quantities

### PHASE 2 SIGN PLACEMENT QUANTITIES

Phase Two of sign implementation includes pedestrian and vehicular signage on Boeckman Road, Town Center Loop, Barber Street, and Kinsman Road.

	Phase Two
Pedestrian Fingerboard Sign	13
Welcome Sign	1
Vehicular Sign	11
Gateway Sign	0
Total	25

Table 6. Phase Two Sign Quantities

### PHASE 3 SIGN PLACEMENT QUANTITIES

Phase Three of sign implementation includes pedestrian and vehicular signage on Grahams Ferry Road, Brown Road, 95th Avenue, Canyon Creek Road, Elligsen Road, Tonquin Trail, Memorial Park and adjacent neighborhood, Frog Pond District, Ridder Road, and Charbonneau.

	Phase Three
Pedestrian Fingerboard Sign	14
Park Sign (Large)	7
Welcome Sign	7
Vehicular Sign	7
Gateway Sign	2
Total	37

Table 7. Phase Three Sign Quantities

## COST ESTIMATE PER SIGN

	Individual Sign Cost
Kiosk	\$12,000
Pedestrian Fingerboard Sign (with decorative pole)	\$5,000
Small Park Sign	\$9,000
Large Park Sign	\$31,000
Sign Topper	\$400
Welcome Sign	\$31,000
Vehicular Sign	\$9,000
Gateway Sign	\$33,000
I-5 Gateway Sign	\$52,500

*Table 8. Individual Sign Costs. Note: Costs are based on 2019 dollars and include fabrication and installation. Costs for projects in the future should be adjusted for inflation.*