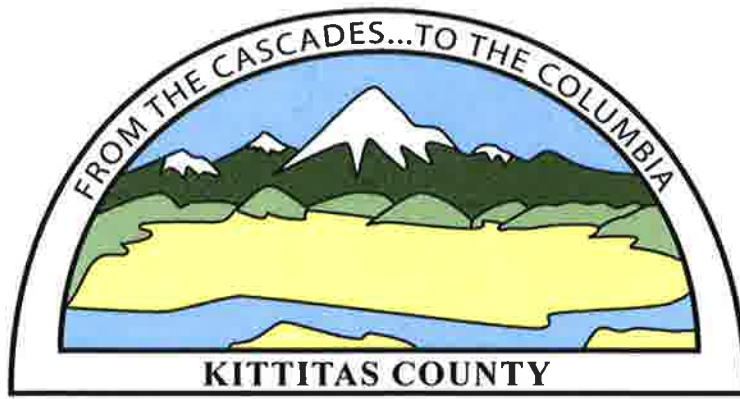




JUN 22 2017

## **Lodging Tax for Tourism-Related, Small-Scale Municipality-Owned Capital Projects and Operations**

**Submission Deadline: June 23, 2017**

Kittitas County Commissioners  
205 W 5<sup>th</sup> Avenue, Suite 108, Ellensburg, WA 98926  
509-962-7508

## **Lodging Tax for Tourism-Related, Small-Scale Municipality-Owned Capital Projects and Operations General Information**

Kittitas County imposes a lodging tax assessed on the sale or charge made for furnishings of lodging according to RCW 67.28.180 and RCW 67.28.181. In accordance with the tax and Washington State law, a Lodging Tax Advisory Committee has also been established. The committee's purpose is to advise and recommend to the Board of County Commissioners how excise taxes on lodging should be allocated to support tourism which in turn generates revenue.

### **Uses According to Law:**

RCW 67.28.1816 states the following:

Lodging tax revenues under this chapter may be used, directly by any municipality or indirectly through a convention and visitor bureau or destination marketing organization for: ...(c) Supporting the operations and capital expenditures of tourism-related facilities owned or operated by a municipality...

### **Definitions included in state law which should be considered in any application requesting funding include:**

1. Tourism means economic activity resulting from tourists, which may include sales of overnight lodging, meals, tours, gifts, or souvenirs.
2. Tourism promotion means activities, operations, and expenditures designed to increase tourism, including but not limited to advertising, publicizing, or otherwise distributing information for the purpose of attracting and welcoming tourists; developing strategies to expand tourism; operating tourism promotion agencies; and funding marketing or the operation of special events and festivals designated to attract tourists.
3. Tourism-related facility means real or tangible personal property with a usable life of three or more years, or constructed with volunteer labor that is: (a) (i) owned by a public entity; (ii) owned by a nonprofit organization described under section 501 (c) (3) of the federal internal revenue code of 1986, as amended; or (iii) owned by a nonprofit organization described under section 501 (c) (6) of the federal internal revenue code of 1986, as amended; a business organization, destination marketing organizations, main street organization, lodging association, or chamber of commerce; and (b) used to support tourism, performing arts, or to accommodate tourist activities.

### **Review Process:**

Kittitas County's Lodging Tax Advisory Committee (LTAC) will review all complete applications. Qualifying applicants will be provided the opportunity to present their projects to the LTAC and answer questions. Capital project applications will be scored based on the information provided by the applicant, ranked, and funding recommendations with supporting information will be submitted to the Kittitas County Board of Commissioners. The ranking will determine, generally, the order in which the applications will be considered for funding from the highest being considered first to the lowest receiving the last consideration. However, all municipalities which submit at least one qualifying application in a given year must receive funding consideration before a second application from a municipality which has been recommended for a funding award is considered. The Board of County Commissioners (BOCC) has final approval authority for the list of recommendations.

Prior to making a final decision, the BOCC will publicly deliberate on the recommendations received from the LTAC. Applicants may also be requested to present their projects to the BOCC and answer questions.

Scoring sheets utilized by the LTAC to rank applications for capital projects are included in this packet for your reference and information. **Applications which do not receive a minimum score of at least 75 points, do not provide at least 50% matching funds, or do not follow the submission instructions will not be considered for funding.**

### **Application Definitions:**

Below is a list of terms and phrases which have a specific meaning within this application. It may be helpful for you to review these as you prepare responses so that a better understanding of the reviewer's expectations may be obtained.

**Capital Asset** is any type of property that has a useful life longer than one year and is valued at over \$5,000.00.

**Construction or "Hard" Costs** are the direct contractor costs for labor, material, equipment and services; contractor's overhead and profit, and other direct construction costs. These costs do not include the compensation paid to architects, engineers, or consultants, the cost of land, right-of-ways, or other similar costs.

**Matching Funds** is the amount of funding your organizations has secured and is contributing to the project. This includes both direct and indirect support. Direct funds can be in the form of cash funding from your organization or funding secured elsewhere but dedicated to the project such as other grants, loans, donations, etc. Indirect funding support includes in-kind support like labor, volunteer support, supplies, and services which directly relate to the project or event, including those supplied by your organization and others.

**Municipality** is an incorporated city, county, or town.

**Real Property** is fixed property, principally land and buildings.

**Small Scale** capital projects are defined as those which request funding support of less than \$50,000.

**Soft Costs** are cost items in addition to the direct construction cost. These generally include architectural and engineering, permits and fees, financing fees, construction interest and operating expenses, leasing and real estate commissions, advertising and promotion, and supervision.

**Tourist** is a person traveling for business or pleasure on a trip:

- A. Away from their place of residence or business and staying overnight in paid accommodations;
- B. To a place fifty miles or more one way from their place of residence or business for the day or staying overnight; or
- C. From another country or state outside of their place of residence or their business.

## SUBMITTAL INSTRUCTIONS

Please return **ONE COPY** of the entire original application and answers to narrative questions to:

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

**Applications must be received no later than 5:00 PM, June 23, 2017 or postmarked no later than June 23, 2017.**

**Incomplete and/or late applications will not be considered. Applications may not be changed or amended by the applicant after the deadline for submission**

### **Schedule:**

- |                                                      |                      |
|------------------------------------------------------|----------------------|
| ▪ Application deadline                               | 6/23/2017            |
| ▪ Oral presentations of proposals to LTAC            | 7/20/2017            |
| ▪ BOCC Deliberation and Decision                     | 8/1/2017             |
| ▪ Applicant Award Notification and fund availability | 9/1/2017 (Tentative) |

### **Project Management:**

Successful applicants may be required, as a condition of the funding award, to enter into a contract. The agreement may include, but not be limited to, the specific amount of the award and what it may be used for, all reporting requirements associated with this funding, payment terms, and any and all other appropriate terms of the funding. Kittitas County will be the contracting agent for all approved projects.

All funds awarded under this program will be available in the form of reimbursable grants. The funds for capital projects will be available for reimbursement as of the date of the contract and for 24 (twenty-four) months (or two years) thereafter. Capital projects must be completed within the two-year period. All funds awarded for supporting the operations of county-owned tourism-related facilities will be available for reimbursement as of the date of the award and for up to 12 (twelve) months (1 year) thereafter. Any unexpended funds will be returned to the Lodging Tax account and made available for re-appropriation. All requests for reimbursement shall be made to the Kittitas County Auditor's office at the following address:

Kittitas County Auditor  
Attn: Lodging Tax Grant Funds Reimbursement  
205 W 5<sup>th</sup>, Suite 105  
Ellensburg, WA 98926

For specific information and requirements regarding the reimbursement process, please contact the Auditor's office at 509-962-7504.

### **Project Reporting Requirements for Tourism-Related Facilities:**

State law requires that all recipients of Lodging Tax revenues must submit a report to the municipality describing the actual number of people traveling for business or pleasure on a trip:

- A. Away from their place of residence or business and staying overnight in paid accommodations;
- B. To a place fifty miles or more one way from their place of residence or business for the day or staying overnight; or
- C. From another country or state outside of their place of residence or their business.

A report form will be provided as part of the contract for receiving funds. We ask that you provide this information within 60 days after your project is complete.

**Applicant Categories and Eligibility:**

Grants from lodging tax funds are provided for two types of applicants, Capital Projects and County Operations. No more than one capital project is allowed per application. An organization may submit no more than two capital project applications per funding cycle. The categories are defined as follows:

The **Capital Project** category is for applications from municipalities or public facilities districts requesting support for capital expenditures of tourism-related facilities owned or operated by the municipality for public facilities district.

If applying for funding under the capital project category, an applicant need only answer the questions listed under the **Capital Budget Narrative** and provide the **Capital Project Budget** as well as include necessary attachments.

The **Operations** category is for applications from municipalities requesting support for the operations of tourism-related facilities owned or operated by the municipality.

If applying for funding under the Operations category, an applicant need only answer the questions listed under the **Operational Funding Narrative**.

**Other Information:**

**Insurance:** As part of its contract for performance, a municipality may require contractors to maintain liability insurance in the amount of \$1,000,000 or more and name the municipality as an additional insured on its liability insurance policy.

**Application Form:** This packet will be available on Kittitas County's website as a word document and as a pdf. It can also be obtained directly as a hard copy or in digital format by contacting the Kittitas County Board of Commissioners office at 509-962-7508. Kittitas County's website address is: [www.co.kittitas.wa.us](http://www.co.kittitas.wa.us).

# APPLICATION FOR LODGING TAX FOR TOURISM-RELATED, SMALL-SCALE MUNICIPALITY-OWNED CAPITAL PROJECTS AND OPERATIONS

## Applicant Information – Capital Project or Operations (Circle One or Both)

Name of Municipality: City of Ellensburg Public Works

Mailing Address: 501 N Anderson Street

Ellensburg, WA 98926

Contact Person and Title: Derek Mayo, City Engineer

Phone: (509) 962-7201

Email: mayod@ci.ellensburg.wa.us

Project Title: Implementation of Ellensburg's  
Wayfinding Master Plan

Project Location: City of Ellensburg

Funding Request: \$50,000

## 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 or is supporting the operations of tourism-related facilities owned or operated by a municipality.
- X 2. The municipality has submitted no more than two applications for capital project funding in the current year.
- X 3. The municipality's lodging tax advisory committee (or equivalent) has been informed of the project and endorsed it (not required for Kittitas County). A letter from the municipality is included.
- X 4. Lodging tax capital project funds are not being substituted for other funds that are already secured or applied for (if applicable).
- X 5. Municipality has secured matching funds of at least 50% of the total project costs.
- X 6. A completed project budget is included in the application (if applicable).
- X 7. A detailed 8 ½ X 11 vicinity map that clearly shows the project is included (if applicable).

## **Tourism-Related, Small-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 Wayfinding Master Plan for the City of Ellensburg includes 32 Vehicular Directional signs, five Gateways signs, four Pedestrian Map signs, four Parking Directional signs, and four Pedestrian Directional signs. The current grant funding request is for the 32 Vehicular Directional signs called for in the Wayfinding Master Plan.*

*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 32 Vehicular Directional signs would boost the total amount and bring attention to the downtown core of our wonderful city.*

2. Kittitas County Tourism Infrastructure Plan: Please explain how the project meets the goals and priorities 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 (see the definition of tourist on page 3 of this application).

*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 throughout the city. Because of the many positive aspects of the Vehicular Directional signs the Wayfinding Master Plan supports all 12 goals of the Kittitas County Tourism Infrastructure Plan.*

*The Wayfinding Master Plan supports the goals of the KC Tourism Infrastructure Plan. In a similar way, the Vehicular Directional signs will foster tourism by providing a welcoming and informative atmosphere as visitors navigate within the city to enjoy Ellensburg's many amenities.*

*Attractive and inviting Vehicle Direction guide signs throughout the City will create a positive experience for tourists that will increase the chances of a return visit or referral. Ellensburg tourism will benefit from returning tourists and positive referrals, increasing economic activity due to a larger volume of customers visiting the many local businesses.*

3. Use of Grant Funds: Please explain exactly how the requested funds will be used. Include an itemized list.

*Grant funds will be used to purchase and install 32 Vehicle Direction signs.*

4. 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 is a potential for a few proposed signs to be placed in the UGA which would require approval from Kittitas County and a KC Public Works Permit.*

5. Capital Assets: If capital asset acquisition is a component of the project, please explain. Include any bids solicited and received from potential vendors willing to supply the asset. *All capital asset purchases require at least three bids.* If you have already selected one of the bids, please provide justifications in writing.

*Capital assets acquired through this project will consist of the 32 Vehicle Direction signs that will be installed in the public right-of-way.*

6. 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.*

7. 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 funding strategy and business plan for long-term project sustainability (how the facility or facilities will be operated and maintained for at least three 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. The specific pages that reference the Vehicular Directional sign locations are on pages 21-31.*

8. 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:* 2 Months
- *Execute Construction Contracts:* 1 Months
- *Fabrication of Signs/Material:* 2 Months
- *Construction/Installation:* 1 Months
  - ***We anticipate 6 months from grant award to project completion***

9. Applicant Certification: Please sign below in agreement with 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.

*Derek May*  
Signature of Official Representative

*City Engineer*  
Title

*6/22/2017*  
Date

## **Tourism-Related, Small-Scale Municipality-Owned Capital Project Budget**

All applicants for capital project funding must supply a detailed and complete project budget utilizing the following basic format:

### **Funding Sources**

Lodging Tax Funds Request

\*Other Grant Funds

List By Source (indicate if secured or applied)

\*Other Local Government Funds

List By Source

\*Private Funds

List By Source (may include in-kind)

### **Total Available Funding**

### **Project Expenses**

Real Property or "Right-of-Way" Acquisition Cost

Capital Asset Cost

Construction Cost or "Hard" Cost

Include an itemized list of general costs

For example: asset type and cost, site prep, building foundation and structure, mechanical work, finish work, site restoration, electrical work, technology, etc.

Soft Cost

Include an itemized list of soft costs

For example: design fees, construction management fees, survey costs, engineering fees, permitting costs, special inspections, cultural resource surveys, etc.

### **Total Project Costs**

\*Verifying documentation must be provided and attached to this budget. This documentation may include award letters, letters of commitment, or loan approval documentation. You must include this in order to meet the matching funds requirement. If the funding source includes applicant funds, proof of available funding in the form of a letter of commitment from an authorized body or representative of the applicant is adequate.

## Tourism-Related Facility Operational Funding Narrative

(Municipality Applications Only)

1. Operational Spending: Please explain your request for operational funding and how it is directly related to supporting the operations of a tourism-related facility owned or operated by a municipality or public facilities district.

N/A

2. Sustainability Strategy: Please describe your strategy for long-term operational sustainability. Include any specific progress toward this goal.

*The City of Ellensburg will be required to manage and allocate additional funds to an ongoing wayfinding management program. The City of Ellensburg may be required, on occasion, to contribute additional funds to ensure the system is adequately maintained.*

3. Applicant Certification: Please sign below in agreement with 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.

Derek Mung  
Signature of Official Representative

City Engineer  
Title

6/22/2017  
Date

## Lodging Tax Capital Project Rating Form

| Criteria                                                                       | Points Possible                                                                                        | Application Questions  | Points Awarded |
|--------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------|------------------------|----------------|
| Kittitas County<br>Tourism<br>Infrastructure Plan                              | Low Priority = 5<br>Medium Priority = 15<br>High Priority = 20                                         | Question 2             |                |
| Stakeholder Support                                                            | Up to 5                                                                                                | Question 6             |                |
| Feasibility Analysis<br>and Business Plan<br>Completed                         | 15<br>Yes = 15<br>No = 0                                                                               | Question 7             |                |
| Promotes Tourism/<br>Increases Economic<br>Activity Resulting<br>From Tourists | Up to 20                                                                                               | Question 2             |                |
| Project Readiness                                                              | Up to 20                                                                                               | Question 8             |                |
| Applicant's<br>Matching Funds                                                  | Up to 20<br>Less than 50% = 0<br>50% - 55% = 5<br>56% - 59% = 10<br>60% - 70% = 15<br>71% or more = 20 | Capital Project Budget |                |

## Small-Scale Wayfinding Grant Application Cost Estimate

| No. | Item                                        | Unit | Qty. | Unit Cost   | Total        |
|-----|---------------------------------------------|------|------|-------------|--------------|
| 1   | Vehicular Directional Signs                 | EA   | 32   | \$ 1,800.00 | \$ 57,600.00 |
| 1   | Installation of Vehicular Directional Signs | EA   | 32   | \$ 1,000.00 | \$ 32,000.00 |

|                                              |                     |
|----------------------------------------------|---------------------|
| <b>Total Construction Contract:</b>          | <b>\$ 89,600.00</b> |
| <b>Engineering and Administration (10%):</b> | <b>\$8,960.00</b>   |
| <b>Grand Total:</b>                          | <b>\$98,560.00</b>  |

### Funding Breakdown:

|                            |                     |
|----------------------------|---------------------|
| <b>Grant Request (50%)</b> | <b>\$ 49,280.00</b> |
| <b>Local Match (50%)</b>   | <b>\$ 49,280.00</b> |



## Lodging Tax Advisory Committee

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

Nancy Lillquist  
*Committee Chair*

June 20, 2017

Matt Anderson  
*Committee Member*

Amy McGuffin  
*Committee Member*

Hilary Huffman  
*Committee Member*

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, Small-Scale, Municipality-Owned Capital Projects. Of those discussed the City Lodging Tax committee supports and endorses the project of wayfinding signage. Please contact us if you need any further information, or have any questions.

Thank you.

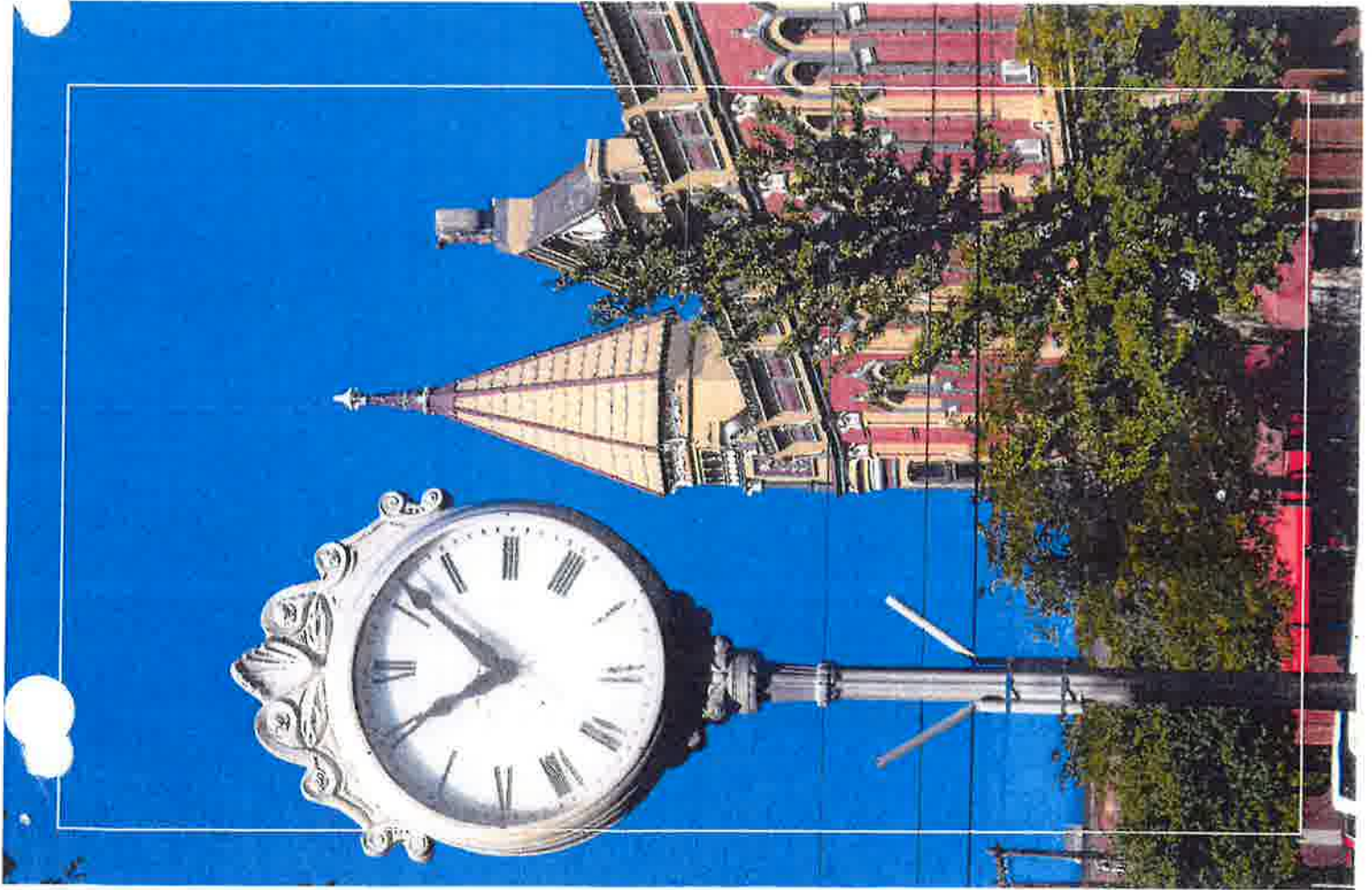
Sincerely,

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

Beth Leader  
Recording Secretary  
Lodging Tax Advisory Committee

**Staff**

Beth Leader  
leaderb@cityofellensburg.org



# 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  |
| Wayfinding Policy.....                               | 6  |
| Types of Qualifying Destinations.....                | 6  |
| Scoring Criteria for Qualifying Destinations .....   | 7  |
| System Management .....                              | 8  |
| System Infrastructure.....                           | 9  |
| Major Routes.....                                    | 9  |
| Circulator Routes.....                               | 10 |
| Destination Routes .....                             | 11 |
| System Destinations.....                             | 11 |
| Tier One Destinations .....                          | 11 |
| Tier Two Destinations.....                           | 12 |
| 3. System Design .....                               | 13 |
| Design Elements .....                                | 13 |
| Fonts.....                                           | 13 |
| Color Palette.....                                   | 14 |
| Icons .....                                          | 15 |
| Arrows .....                                         | 16 |
| Materials .....                                      | 16 |
| Sign Typology .....                                  | 17 |
| Directional Sign Placement .....                     | 18 |
| 4. Sign Schedule .....                               | 19 |
| Downtown Signs.....                                  | 20 |
| Canyon Road .....                                    | 21 |
| Umpitanum Road & Canyon Road .....                   | 22 |
| South Main Street & South Water Street.....          | 23 |
| East Mountain View Avenue & East Capitol Avenue..... | 24 |

|                                                                                           |    |
|-------------------------------------------------------------------------------------------|----|
| East University Way & East Vantage Highway .....                                          | 25 |
| East University Avenue, East 10 <sup>th</sup> Avenue, & North Chestnut Street.....        | 26 |
| Reecer Creek Road & Bowers Road.....                                                      | 27 |
| North Water Street & West Bender Road .....                                               | 28 |
| Old Highway 10, Reecer Creek Road, & West University Way .....                            | 29 |
| Highway 97 & West University Way .....                                                    | 30 |
| West University Way, North Water Street, North Main Street, & North Railroad Avenue ..... | 31 |
| Gateway at Canyon Road & East Mountain View Avenue/Kittitas Highway .....                 | 32 |
| East Vantage Highway .....                                                                | 33 |
| East University Way & North Chestnut Street .....                                         | 34 |
| Kittitas Highway/East Mountain View Avenue.....                                           | 35 |
| West University Way .....                                                                 | 36 |
| 5. Implementation.....                                                                    | 37 |

# 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                            | Hours of Operation: Score based on weekly availability or access                   |
|---------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------|
| 10 or fewer                                                                                 | 0-20 hours/week 1                                                                  |
| 11-49                                                                                       | 20-40 hours/week 2                                                                 |
| 50 or more                                                                                  | 40 or more hours/week 3                                                            |
| Access to Attraction: Score based on ease of access via roads and entrances                 | Significance of Attraction: score based on local, regional, or national importance |
| Unmarked and unpaved/no entrance                                                            | Local significance 1                                                               |
| Entrance poorly marked and/or unpaved entrance/access                                       | Regional significance 2                                                            |
| Clearly marked entrance with paved entrance/access                                          | National significance 3                                                            |
| 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                                                                                  |

## Ellensburg, Washington Wayfinding Master Plan

### System Management

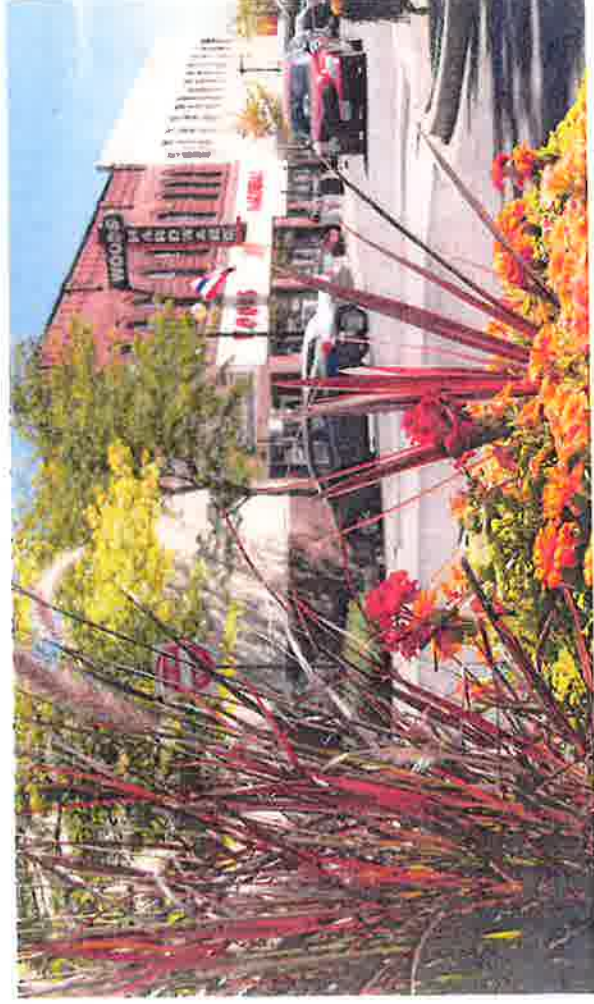
The day-to-day and long-term management of a wayfinding system will require a commitment from the City of Ellensburg's elected leadership as well as leaders from various city departments. These stakeholders will work together to manage the physical and administrative elements of the wayfinding program.

#### 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 three types of roads: Major Routes, Circulator Routes, and Destination 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.



## Ellensburg, Washington Wayfinding Master Plan

### 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.



Destination Routes

Destination Routes connect destinations to the connective grid of Major and Circulator Routes. In many cases, access to a destination is directly from a Major Route or Circulator Route and needs no further connecting. For other destinations, one or more directional trailblazer will be required along a Destination Route to direct traffic to a point where either an on-premise sign confirms arrival at the destination or the destination is otherwise self-evident.

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           |
| City Hall          | 1           |
| County Courthouse  | 1           |

Figure 1: Tier One Destinations

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.

| <u>Destination</u>          | <u>Tier</u> | <u>Destination</u>          | <u>Tier</u> |
|-----------------------------|-------------|-----------------------------|-------------|
| Rotary Park                 | 2           | McElroy Park                | 2           |
| Reed Park                   | 2           | City Raquet Club            | 2           |
| Visitor Center              | 2           | Hal Holmes Community Center | 2           |
| Event Center/Fairgrounds    | 2           | Art Gallery 1               | 2           |
| High School                 | 2           | Airport Business Park       | 2           |
| Irene Rhineheart            | 2           | Clymer                      | 2           |
| Kitt. Co. Historical Museum | 2           | Memorial Park               | 2           |
| Library                     | 2           | Train Depot                 | 2           |
| John Wayne Trail            | 2           | Rotary Pavilion             | 2           |
| Skate Park                  | 2           | Mattoon Lake                | 2           |
| Mountain View Park          | 2           | Dick and Jane's Spot        | 2           |
| Alder Street Park           | 2           | Airport                     | 2           |
| Kiwanis Park                | 2           | Solar 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

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

## 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

## 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.

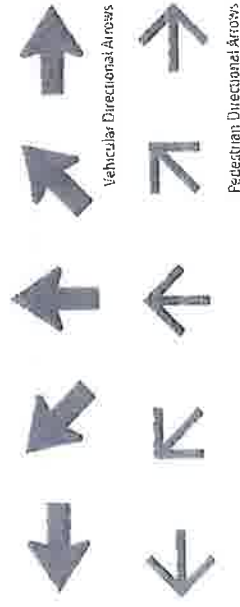


Figure 8. Vehicular and Pedestrian Directional Arrows

## 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 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 eight 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.

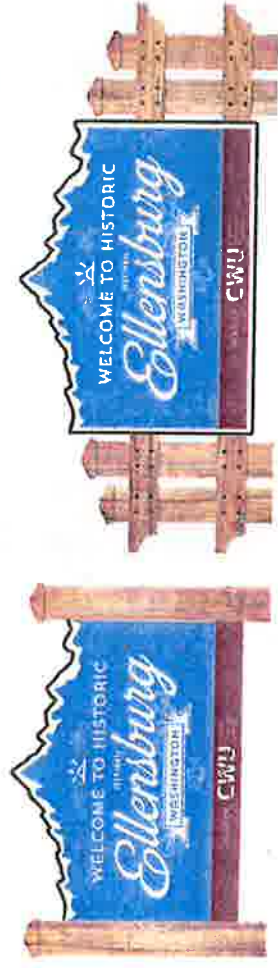


Figure 9: Sign Typology



## Directional Sign Placement

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

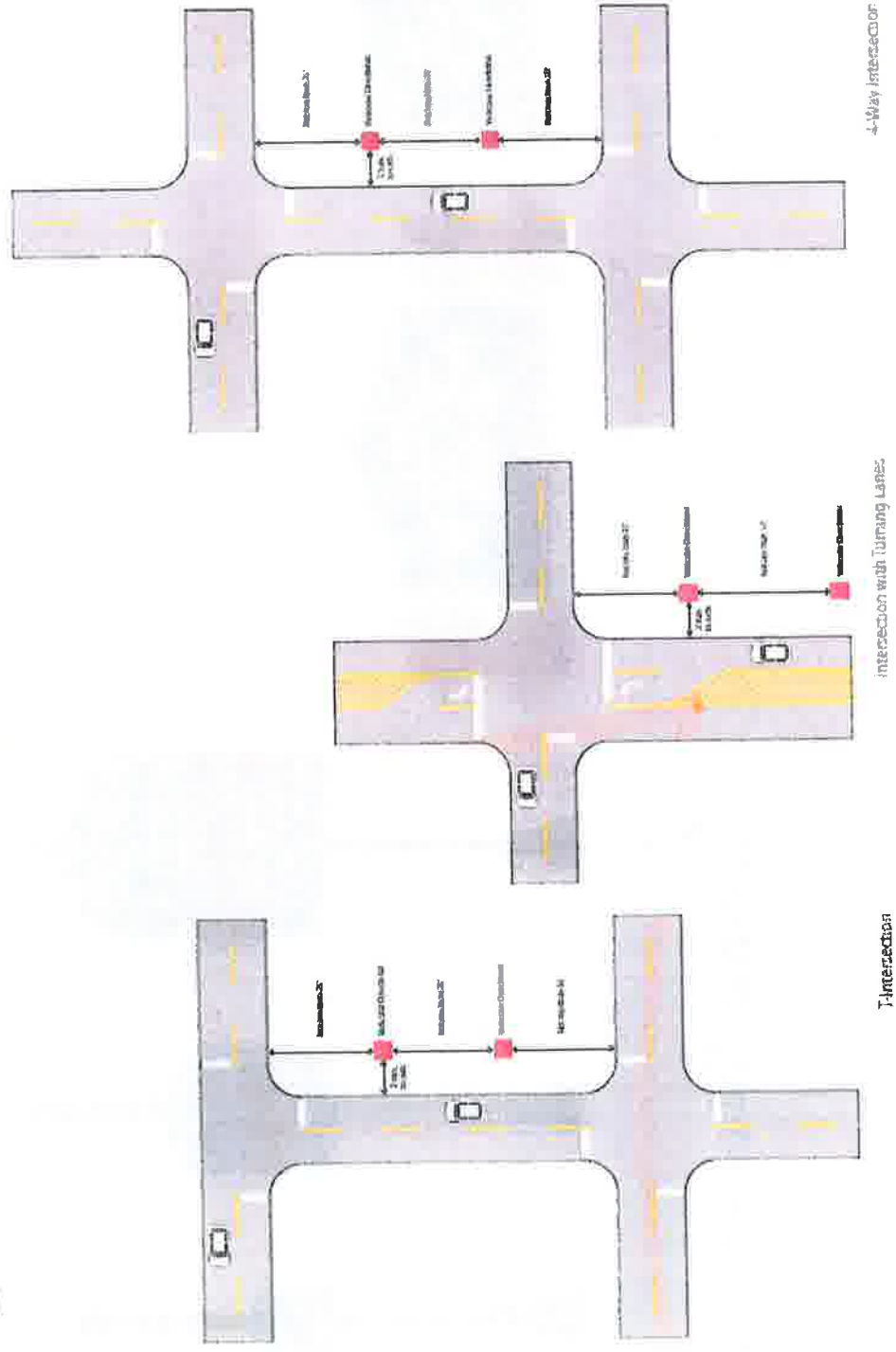


Figure 10: Typical Sign Placement Diagrams

## 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 Pavilion | ^     |
| DS-3 | Downtown Sign - Low Speed | City Hall     | ^     | County Courthouse | ^     | Rotary Park     | ^     |

## Ellensburg, Washington Wayfinding Master Plan

## Canyon Road



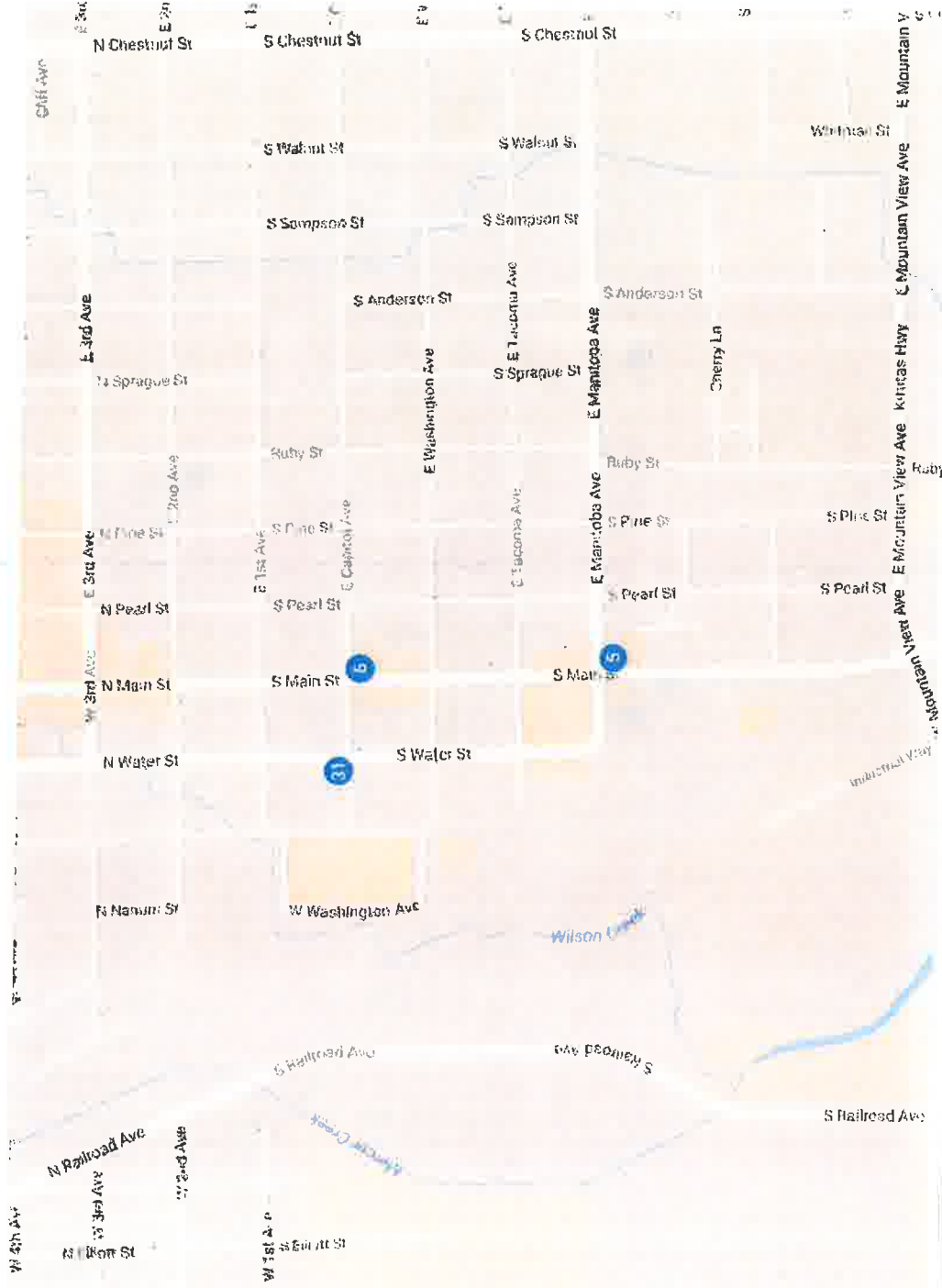
| Code | Sign Type                            | Destination A | Dir A | Destination B | Dir B |
|------|--------------------------------------|---------------|-------|---------------|-------|
| 1    | Directional Trailblazer - High Speed | Downtown      | ^     | CWU           | >     |
| 2    | Directional Trailblazer - High Speed | Downtown      | ^     | CWU           | ^     |
| 3    | Directional Trailblazer - High Speed | Downtown      | >     | CWU           | >     |

## 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 Rinehart Park <    | v     |
| 19   | Directional Trailblazer - High Speed | Downtown          | v     | CWU                | v     | Irene Rinehart Park      | >     |
| 20   | Directional Trailblazer - High Speed | Downtown          | v     | CWU                | v     | Fairgrounds/Event Center | v     |
| 32   | Directional Trailblazer - High Speed | Historic 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           | A     | CWU           | A     | Mountain View Park | A     |
| 6    | Directional Trailblazer - High Speed | Middle/High School | A     | Reed Park     | A     | Dick & Jane's Spot | A     |
| 31   | Directional Trailblazer - High Speed | Middle/High School | A     | Reed Park     | A     | Mountain View Park | A     |

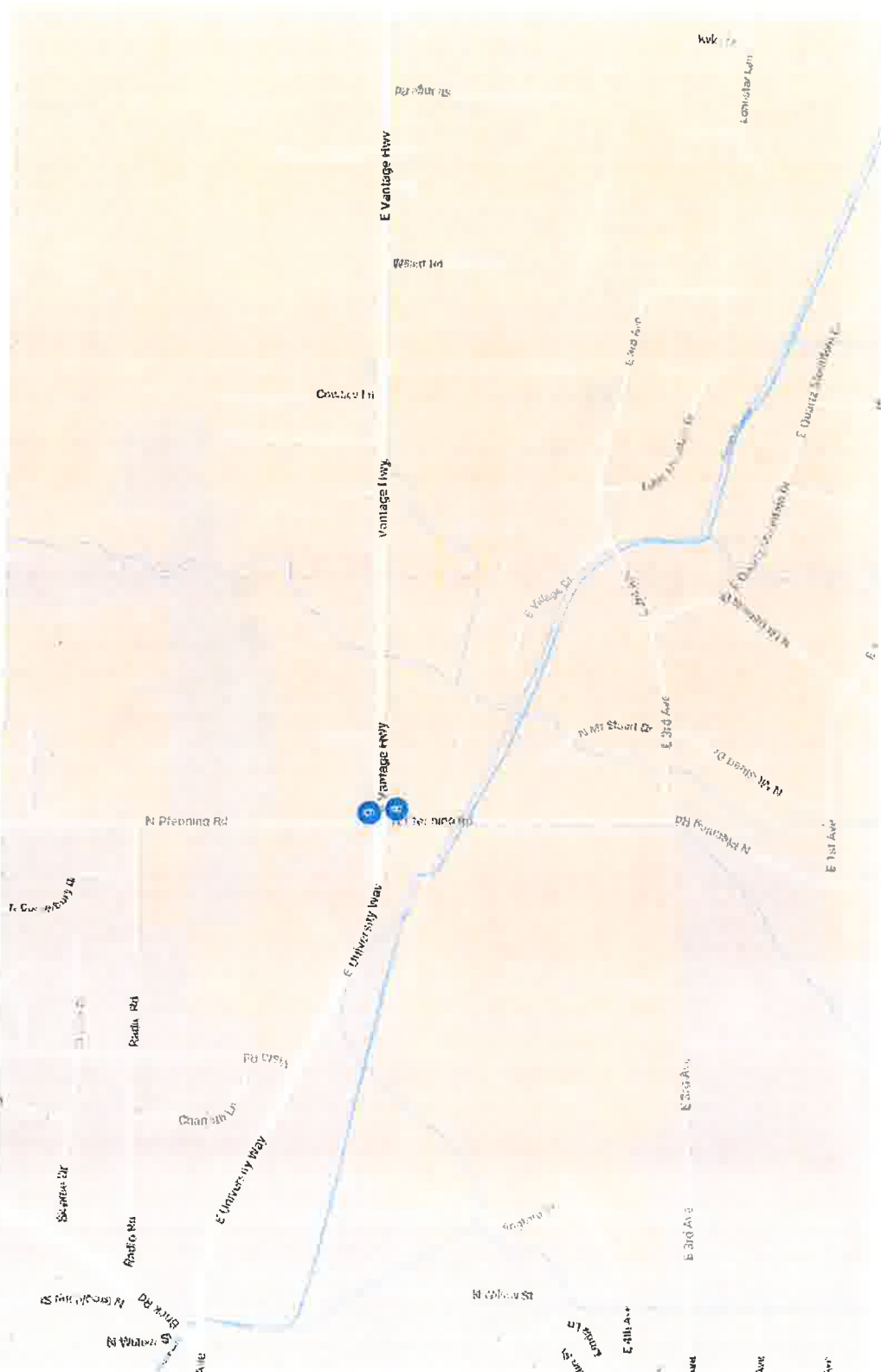
# Ellensburg, Washington Wayfinding Master Plan

## 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 | Historic Downtown  | <     | Mountain View Park | >     | Ellensburg High School | >     |
| 22   | Directional Trailblazer - High Speed | Downtown           | >     | CWU                | >     | Event Center           | >     |
| 25   | Directional Trailblazer - High Speed | Mountain View Park | >     | Middle/High School | >     |                        |       |

# 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      | <     | Event Center  | <     | CWU           | <     |
| 9    | Directional Trailblazer - High Speed | Downtown      | >     | CWU           | >     | High School   | >     |



Reecer Creek Road & Bowers Road



| Code | Sign Type                            | Destination A     |         | Destination B     |         | Destination C   |                 |
|------|--------------------------------------|-------------------|---------|-------------------|---------|-----------------|-----------------|
|      |                                      | Historic Downtown | Airport | Historic Downtown | Airport | Industrial Park | Industrial Park |
| 13   | Directional Trailblazer - High Speed | Historic Downtown | Airport | Historic Downtown | Airport | Industrial Park | Industrial Park |
| 23   | Directional Trailblazer - High Speed | Airport           | Airport | Airport           | Airport | Industrial Park | Industrial Park |

# Ellensburg, Washington Wayfinding Master Plan

## North Water Street & West Bender Road



| Code | Sign Type                            | Destination A | Dir A | Destination B   | Dir B | Destination C | Dir C |
|------|--------------------------------------|---------------|-------|-----------------|-------|---------------|-------|
| 14   | Directional Trailblazer - High 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 | Downtown      | ➤     | CWU           | ⬅     | Event Center  | ➤     |
| 16   | Directional Trailblazer - High Speed | Downtown      | ⬅     | CWU           | ⬅     | Event Center  | ⬅     |

Highway 97 & West University Way

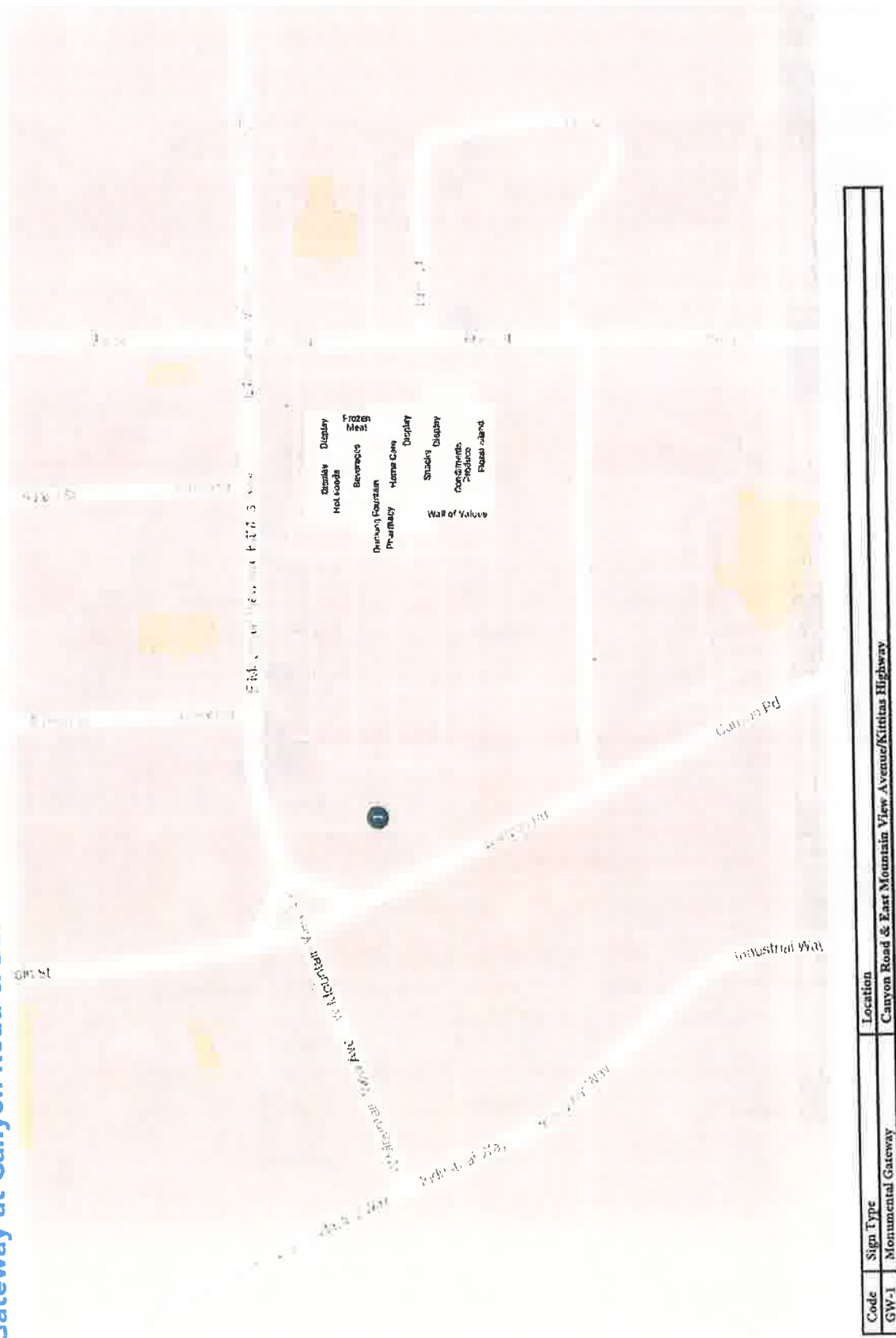


# West University Way, North Water Street, North Main Street, & North Railroad Avenue



| Code | Sign Type                            | Destination A      | Dir A | Destination B           | Dir B | Destination C       | Dir C |
|------|--------------------------------------|--------------------|-------|-------------------------|-------|---------------------|-------|
| 18   | Directional Trailblazer - High Speed | Rotary Park        | ^     | Downtown                | ^     | Irene Rinehart Park | ^     |
| 26   | Directional Trailblazer - Low Speed  | Kiwanis Park       | ^     | Airport                 | ^     | Downtown            | ^     |
| 27   | Directional Trailblazer - Low Speed  | CWU                | ^     | Event Center/Fairground | ^     | Airport             | ^     |
| 28   | Directional Trailblazer - Low Speed  | CWU                | ^     | Event Center            | ^     | Ind. Park           | ^     |
| 30   | Directional Trailblazer - High Speed | Middle/High School | ^     | Airport                 | ^     |                     |       |

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



## East Vantage Highway



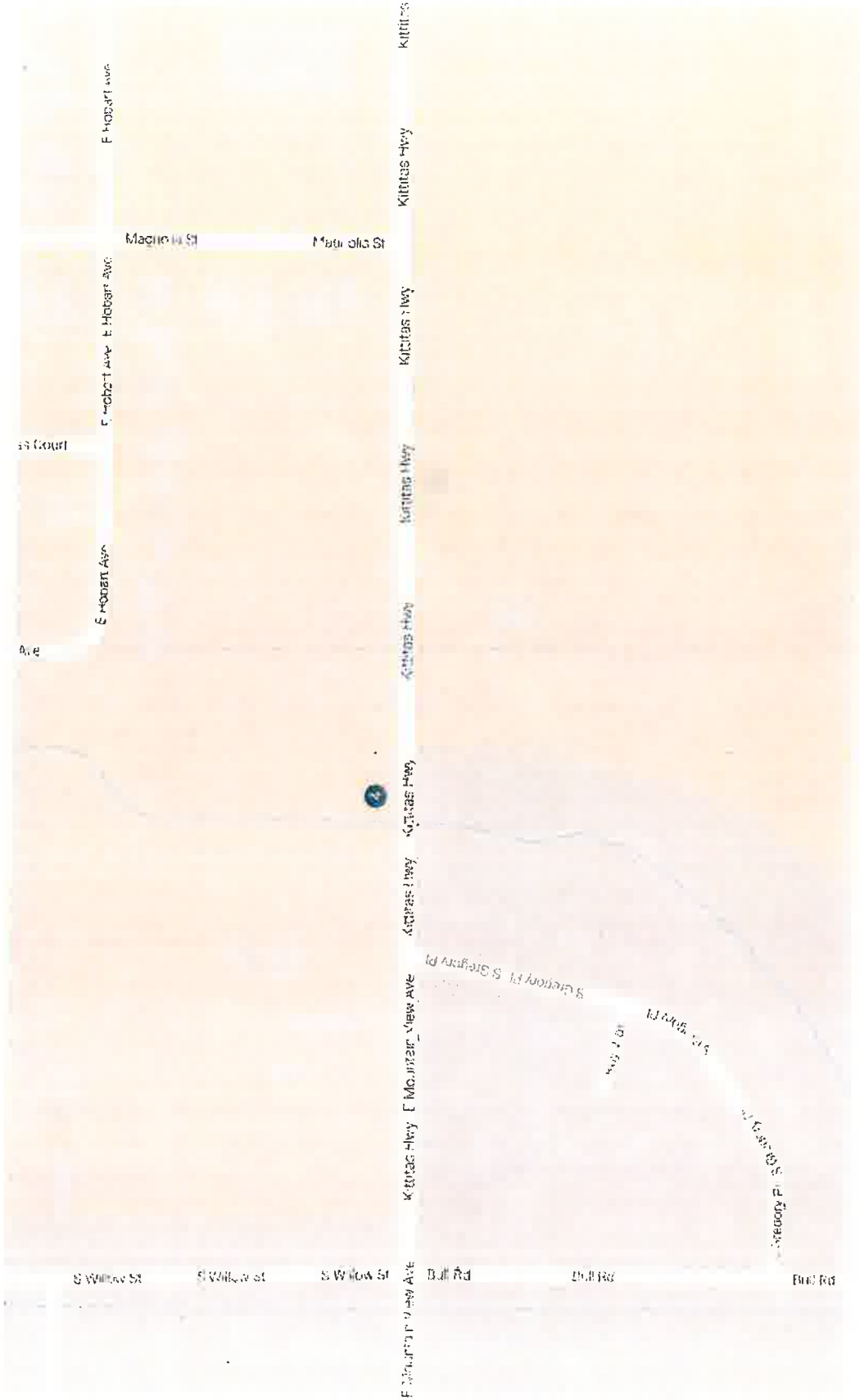
| Code | Sign Type          | Location             |
|------|--------------------|----------------------|
| GW-2 | Monumental Gateway | East Vantage Highway |

## East University Way & North Chestnut Street



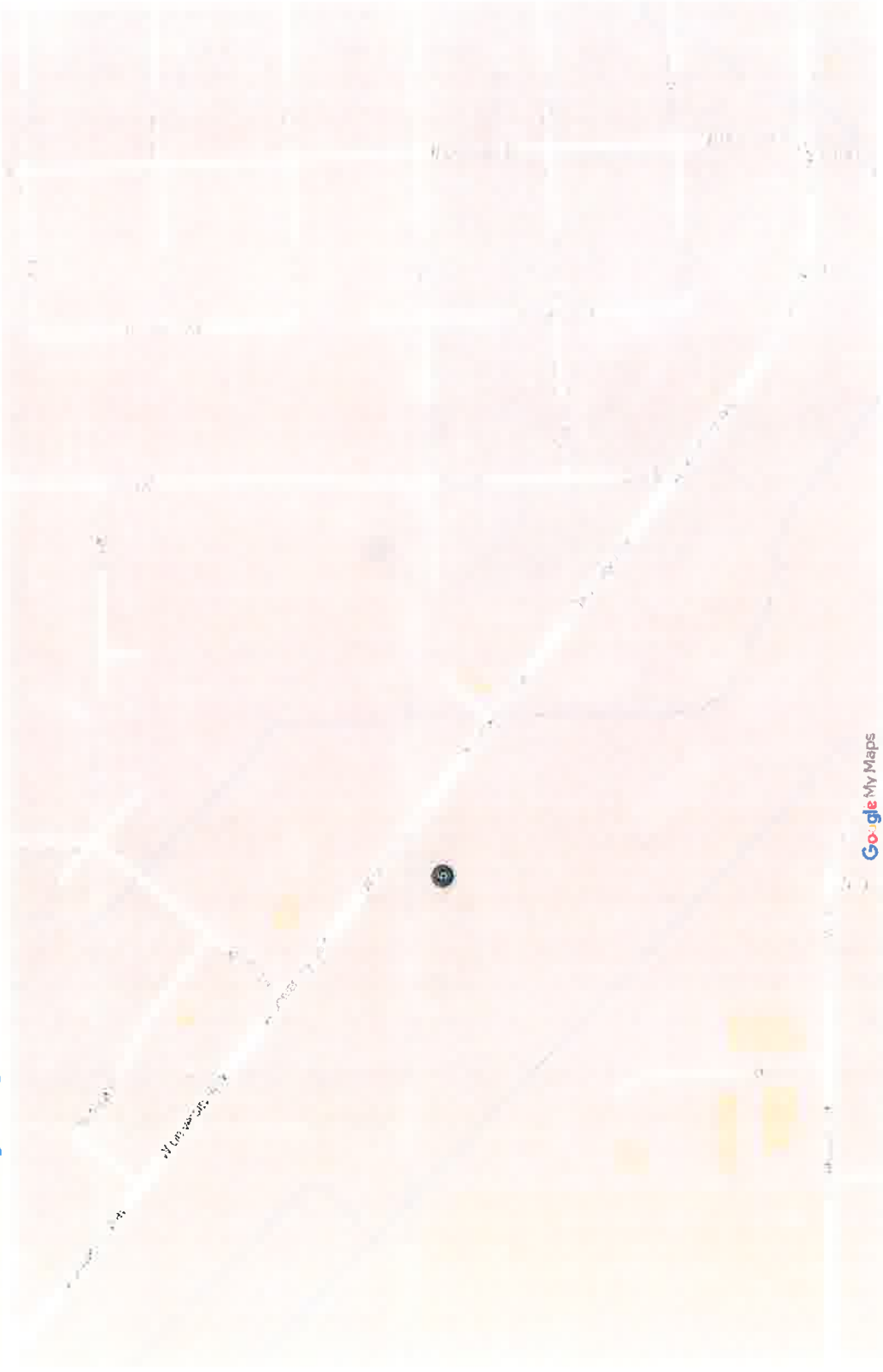
| Code | Sign Type          | Location                                    |
|------|--------------------|---------------------------------------------|
| GW-3 | Monumental Gateway | East University Way & North Chestnut Street |

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

Low Estimate Total

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

High Estimate Total

