



CITY OF MILWAUKIE
"Dogwood City of the West"

Resolution No. 104-2016

A resolution of the City Council of the City of Milwaukie, Oregon, adopting the Downtown Milwaukie Wayfinding Systems Plan.

WHEREAS, wayfinding has been described as the single most important way to influence the perception of first-time visitors and can help to build community pride, and in addition to directing people in a safe and efficient way, good wayfinding has the ability to add to a sense of place and tie a community together; and

WHEREAS, downtown wayfinding signage was identified as a key project in the 2000 Milwaukie Downtown and Riverfront Land Use and Framework Plan; and

WHEREAS, the City hosted two public meetings, conducted an online survey, and had a booth at the farmers market to inform residents and businesses about the project and gather feedback on preliminary designs from nearly 300 participants during the summer of 2016, and input from both staff and the larger public has been integrated into the proposed Downtown Wayfinding Systems Plan; and

WHEREAS, the proposed Downtown Wayfinding Systems Plan provides a cohesive visual theme for directional and informational signage that will enhance the visitor's experience and encourage efficient navigation for pedestrians, cyclists, transit users, and drivers in downtown; and

NOW, THEREFORE, BE IT RESOLVED that:

- 1) The City Council adopts the 2016 Downtown Wayfinding Systems Plan; and
- 2) The Council directs City staff to take steps to implement the Plan, including pursuing grants to fund construction and installation;

Introduced and adopted by the City Council on 9/20/16.

This resolution is effective on 9/20/16.



Mark Gamba, Mayor

ATTEST:

APPROVED AS TO FORM:
Jordan Ramis PC



Pat DuVal, City Recorder



City Attorney