

CITY OF LYNDEN



EXECUTIVE SUMMARY

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| Meeting Date: | December 2, 2019 | |
| Name of Agenda Item: | Interlocal Agreement – Implementation Guidelines for County Wayfinding Signs | |
| Section of Agenda: | New Business | |
| Department: | Planning | |
| Council Committee Review: | <input checked="" type="checkbox"/> Community Development <input type="checkbox"/> Finance <input type="checkbox"/> Parks | <input type="checkbox"/> Public Safety <input type="checkbox"/> Public Works <input type="checkbox"/> Other: _____ |
| Legal Review: | <input checked="" type="checkbox"/> Yes - Reviewed <input type="checkbox"/> No - Not Reviewed <input type="checkbox"/> Review Not Required | |
| Attachments: | | |
| Interlocal Cooperation Agreement Amendment Between Whatcom County and the Cities of Whatcom County for the Purpose of Implementing a Countywide Regional Wayfinding and Gateway Program | | |
| Summary Statement: | | |
| <p>The Bellingham Whatcom County Tourism Office have been working cooperatively with the jurisdictions of Whatcom County to develop a regional wayfinding sign program. The program includes coordinating roadway and pedestrian signs for locations throughout the County. Although the County is divided into 3 regions and each of the cities have unique identity icons, the program is meant to provide continuity and guidance to visitors in support of tourism activities throughout the County. More specifically, the sign program within Lynden’s boundaries seeks to raise a visitor’s awareness to other destinations within the city by directing visitors to downtown from Bender Fields, the Fairgrounds, or Homestead golf course.</p> <p>The Downtown Business Association is advocating for the program while the Chamber of Commerce expressed concerns related to the overall value of the project. In anticipation of this agreement the Lodging Tax Advisory Committee voted to provide funding in the amount of \$22,000 for year one of a multi-year sign program implementation.</p> <p>It is important to note that the attached agreement does not obligate the City of Lynden to install signs. Instead the agreement:</p> <ul style="list-style-type: none"> • Outlines the standards by which signs would be installed if / when the City participated; • Makes the City eligible to receive County funding for half of the vehicular signs which are installed; • Includes Lynden signs in the WSDOT review; • Allows the City to choose which signs to install and take measures to reduce the overall cost. | | |
| Recommended Action: | | |
| Motion to authorize the Mayor’s signature on the Interlocal Cooperation Agreement Amendment Between Whatcom County and the Cities of Whatcom County for the Purpose of Implementing a Countywide Regional Wayfinding and Gateway Program | | |