



WORKSESSION MEMORANDUM

DEPARTMENT Parks and Recreation	PRESENTED BY Diesel Post - Parks and Recreation Director	DATE January 15, 2024
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ITEM

City directional and pedestrian wayfinding

BACKGROUND

The City of Salida completed a wayfinding project in 2014. This project included developing the destinations that locals and visitors needed directional signage to and assigning the best locations for those signs. The results of the project are the existing signs in place now. Council approved an update to the signs in 2023 for a project total of \$125,000. Due to delays, the project was rolled over into 2024, and the exploration of downtown pedestrian wayfinding was added to the scope.

The following presentation is an update on the status of this project, along with an opportunity for Council to discuss the downtown pedestrian wayfinding options.

Salida Wayfinding 2024

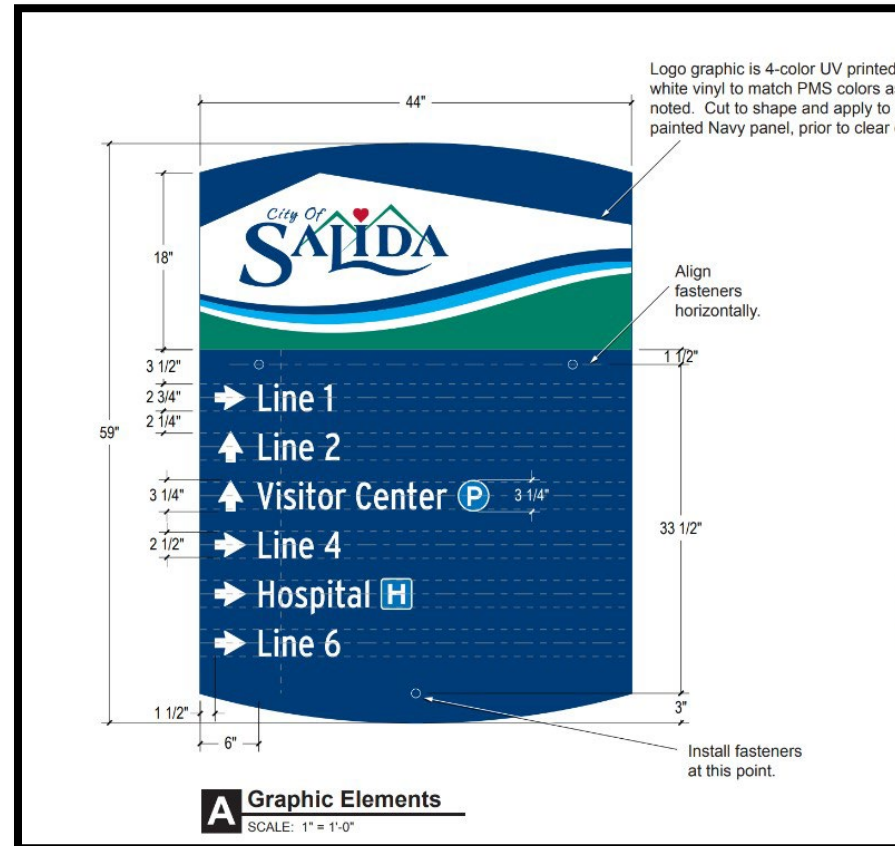
Updating the existing wayfinding and directional sign throughout the City





Background

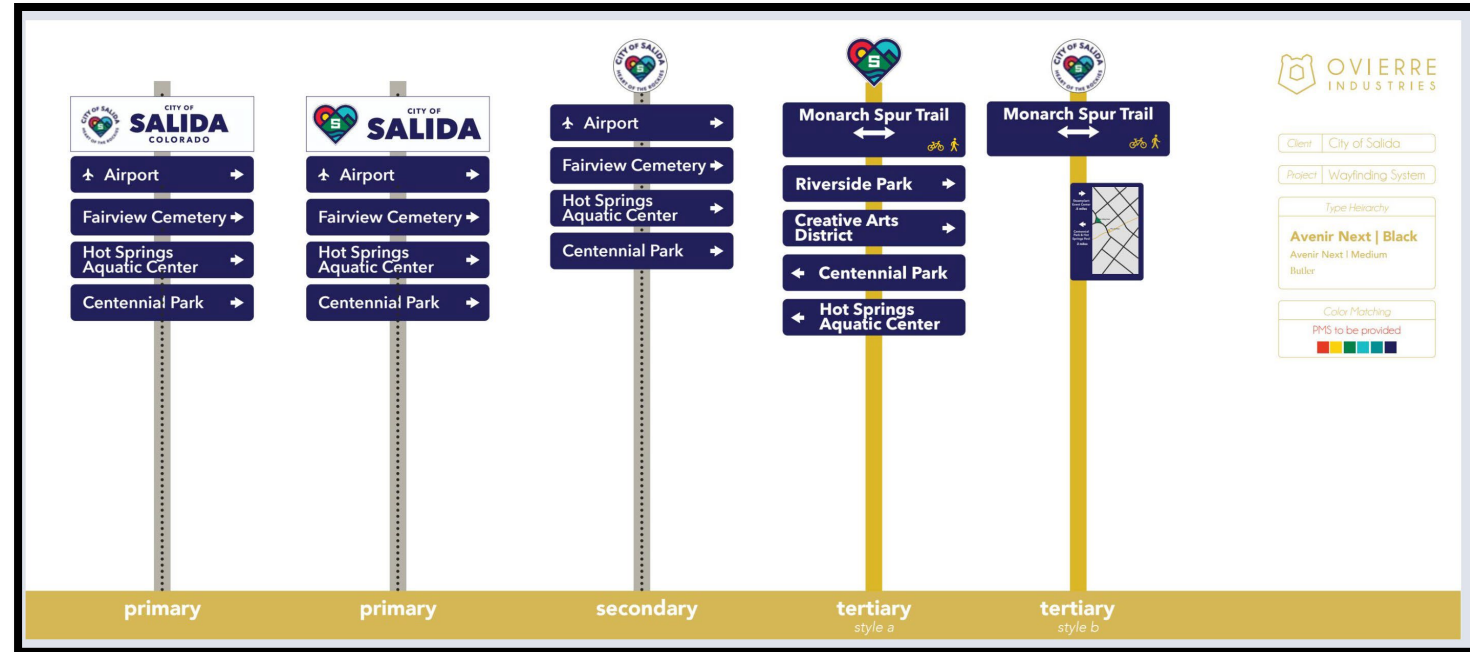
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Primary, Secondary, Tertiary directional sign process

Staff reached out to the previous producer (Star Designs,) and Ovierre Industries for an updated design and estimate. Ultimately, staff believed that the Ovierre design met the needs of the community better and is pursuing a finalized design with them.

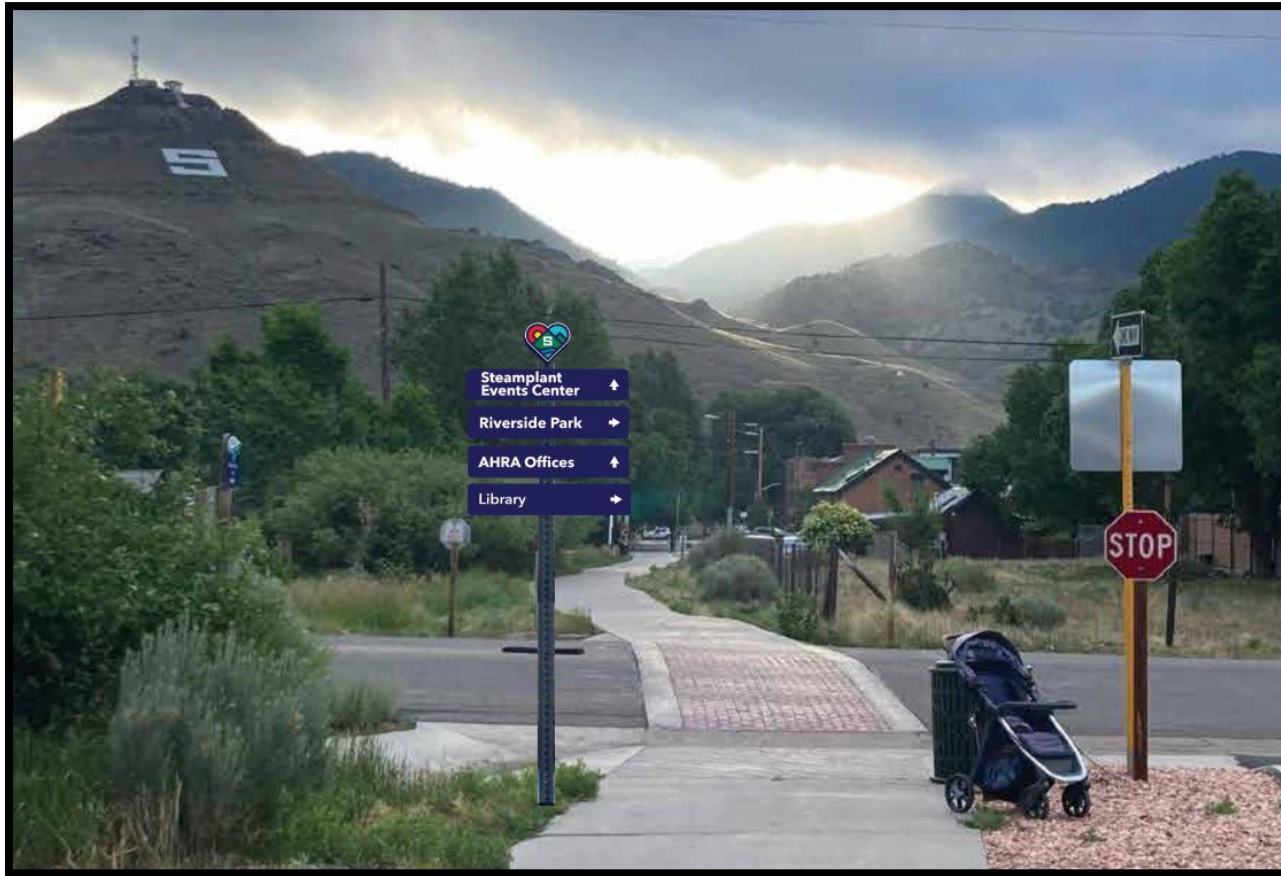




Primary, Secondary, Tertiary directional sign status

<p>primary</p>	<p>secondary</p>	<p>tertiary</p>
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<p>primary</p>	<p>secondary</p>	<p>tertiary</p>
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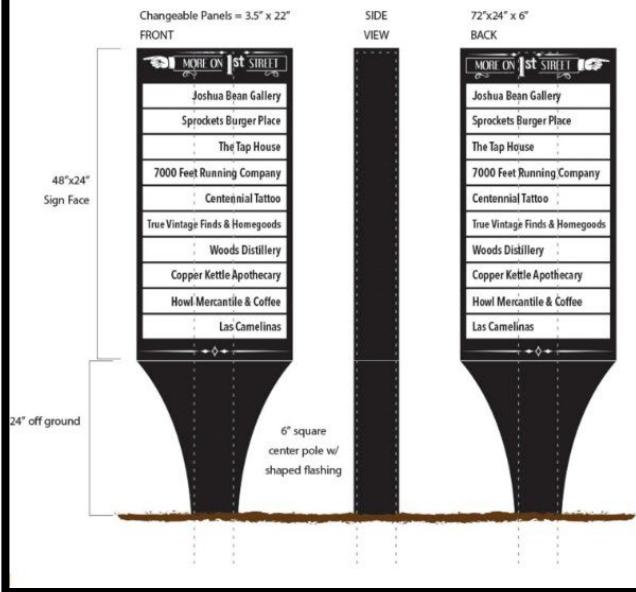
Downtown Pedestrian sign process

Upon direction from Council, Staff reached out a local designer to explore an “additional shops on 1st” signage option based on requests from businesses in 1st street. Staff received a design that called out the businesses, but was off brand. Staff requested the design be branded with our existing standards (F st. Parking lot kiosk, PFD loaner station, Portalet screens, etc.) and that an option for promoting businesses and other areas in town in a more dynamic way be explored.





Ridgeline Proposal



Ridgeline Shape w/ City Logo & Fonts





Ovierre Proposal

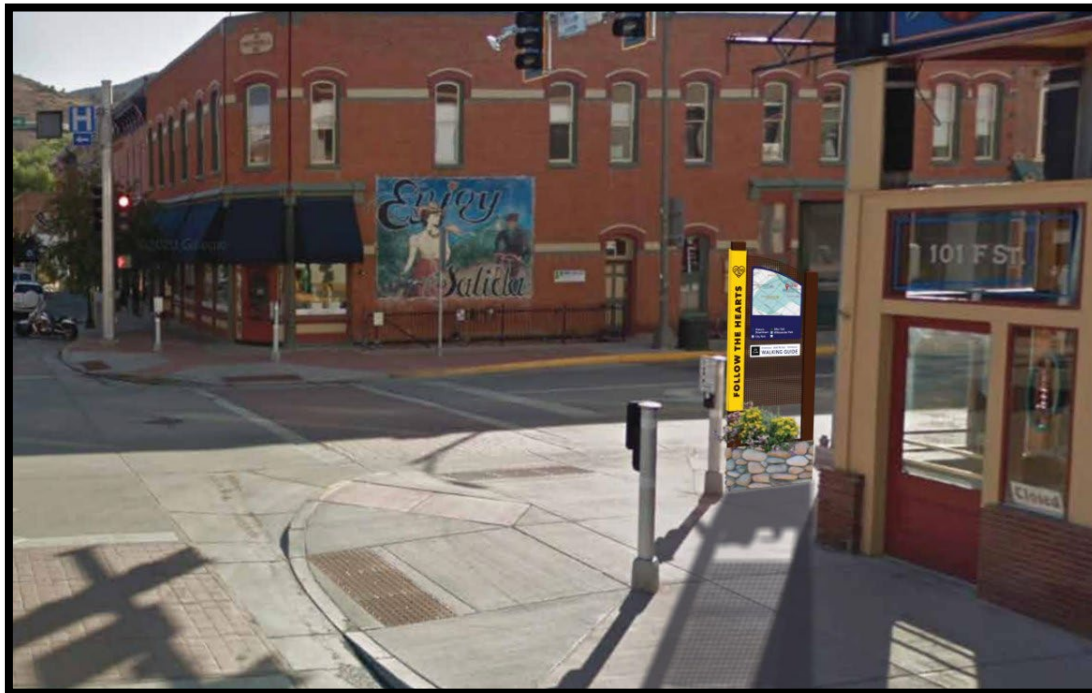
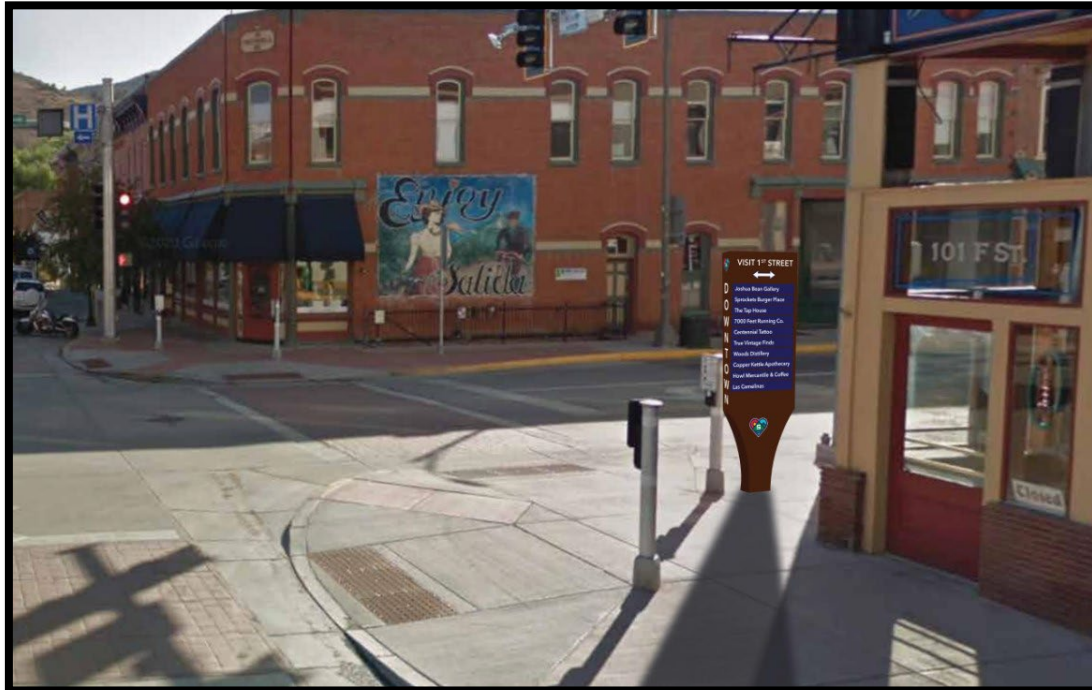
Downtown Salida

YOU ARE HERE

Salida Whitewater Park
Salida Rotary Amphitheater
Riverside Park
Seasonal Pedestrian Plaza
Sackett Ave.
E 1st St.
E 2nd St.

Paved Path.....	Public Restrooms.....
River Wave.....	Recycling.....
Public Parking.....	Trash.....
Pergola with Chairs.....	Accessibility.....

OR Code  scan for our **WALKING GUIDE**





Downtown Pedestrian sign scope and considerations

- The City does not promote any specific business in the City
- Business names and locations change
- The [Chaffee Visitors Bureau](#) and [Chamber of Commerce](#) engages at this level
- There are private businesses and produce maps with paying businesses on them

