



CITY OF SANDY MARKETING STRATEGIES – ENTRY SIGNING AND BANNERS



Input Requested: Feedback on potential City Entrance Signing and Downtown Marketing Banners

Context for Entrance Signing: Our city has little visible identity signing coming into Sandy
Proposal:

- ☐ Install large visible Sandy Style entrance signs at either end of Sandy.
- ☐ Resurrect the “Gateway to Mt. Hood” Tagline on these signs.



WEST ENTRANCE TO SANDY



EAST ENTRANCE TO SANDY



WEST ENTRANCE TO DOWNTOWN SANDY



EAST ENTRANCE TO DOWNTOWN SANDY



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Conceptual Ideas for Sandy Entrance Signing Meeting Sandy Style





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Context for Marketing Banners: Our City banners downtown are relatively small, non-descript, and repetitive. They don't depict what Sandy has to offer.



WEST BOUND BANNER



EAST BOUND BANNER



PROPOSAL

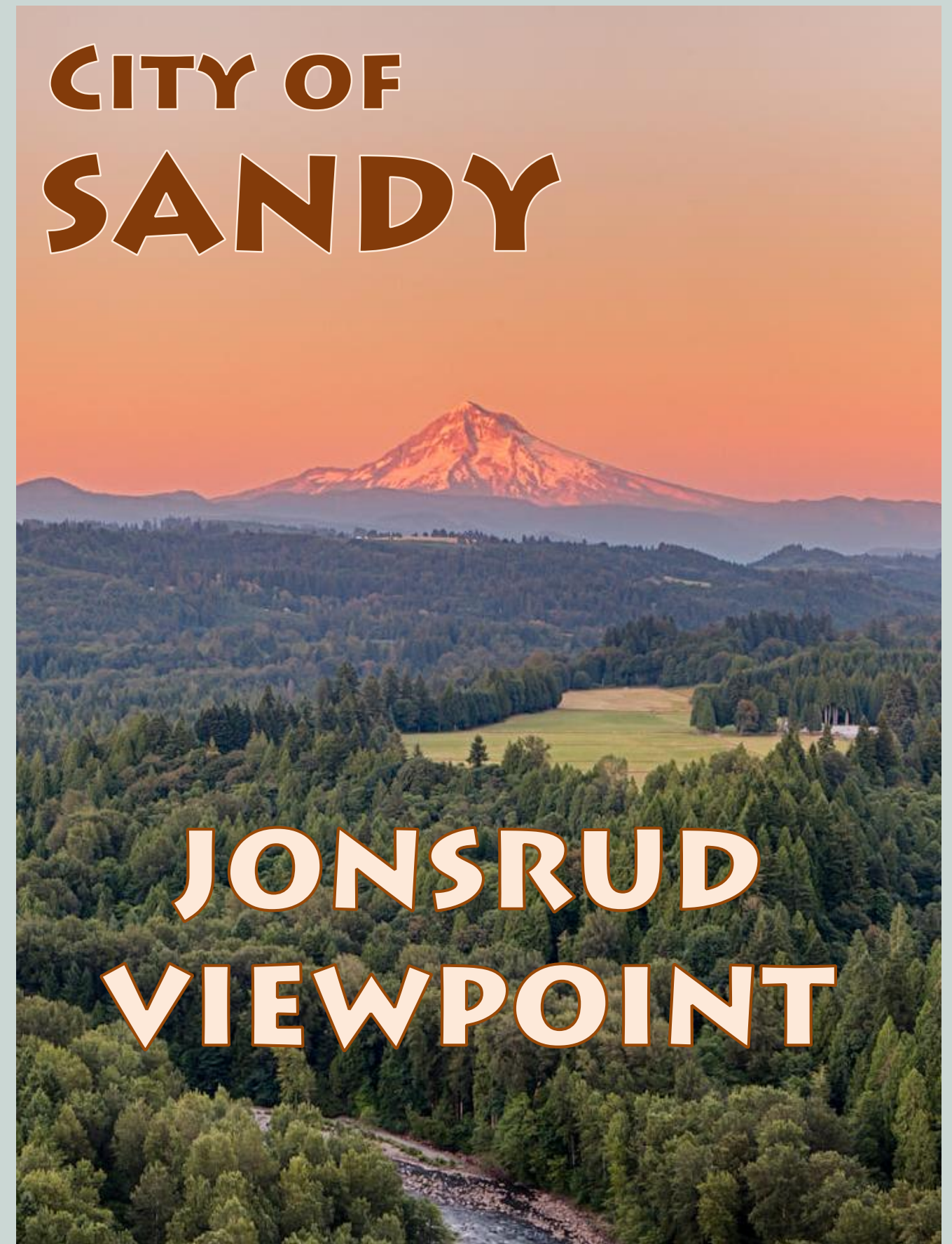
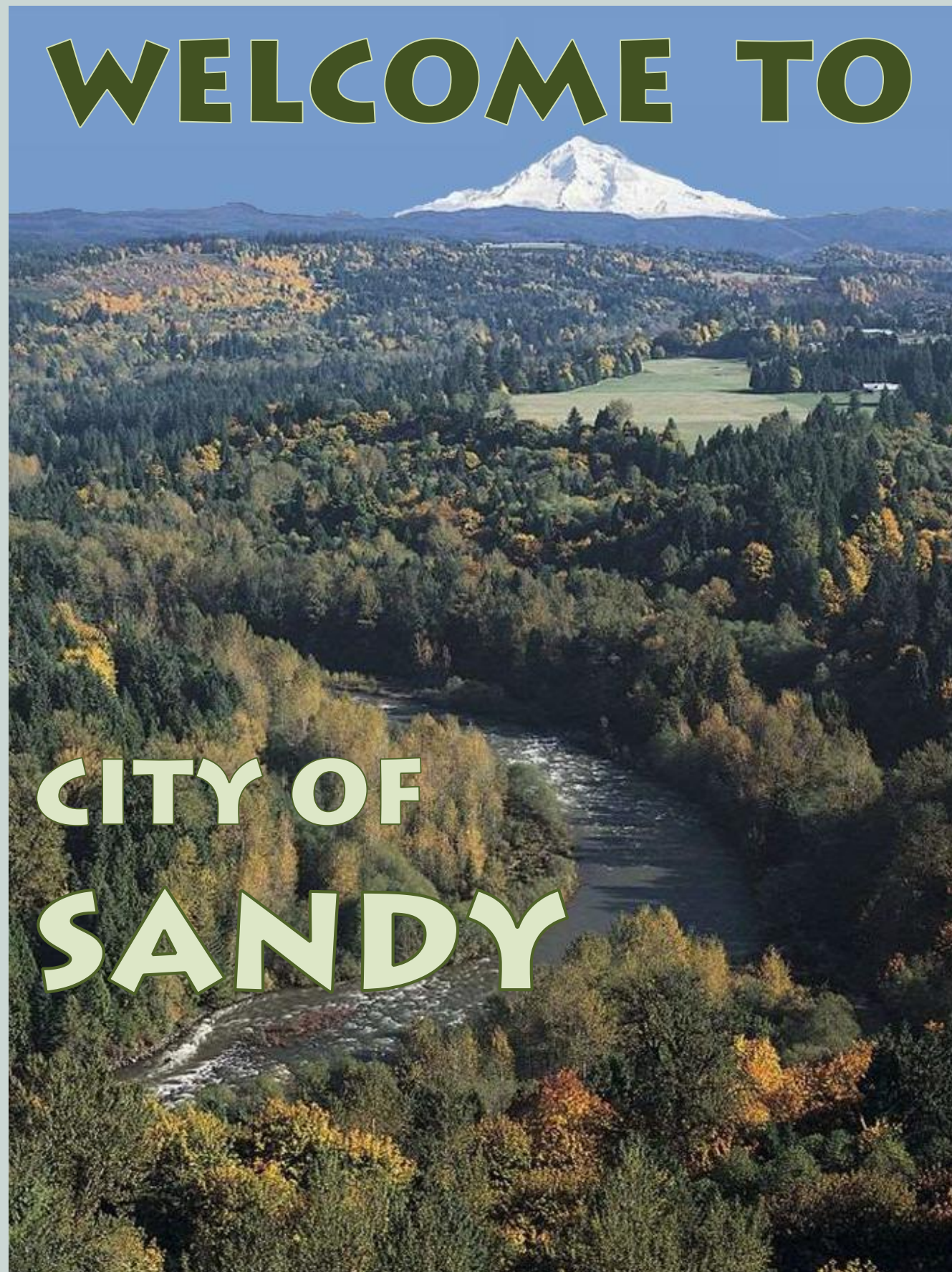
- ☐ Hang larger, more colorful banners along downtown showing pictures of popular Sandy destinations.
- ☐ Develop and install attractive and visible “way-finding signs” for banner destinations.



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Conceptual Ideas for Sandy Downtown Marketing Banners



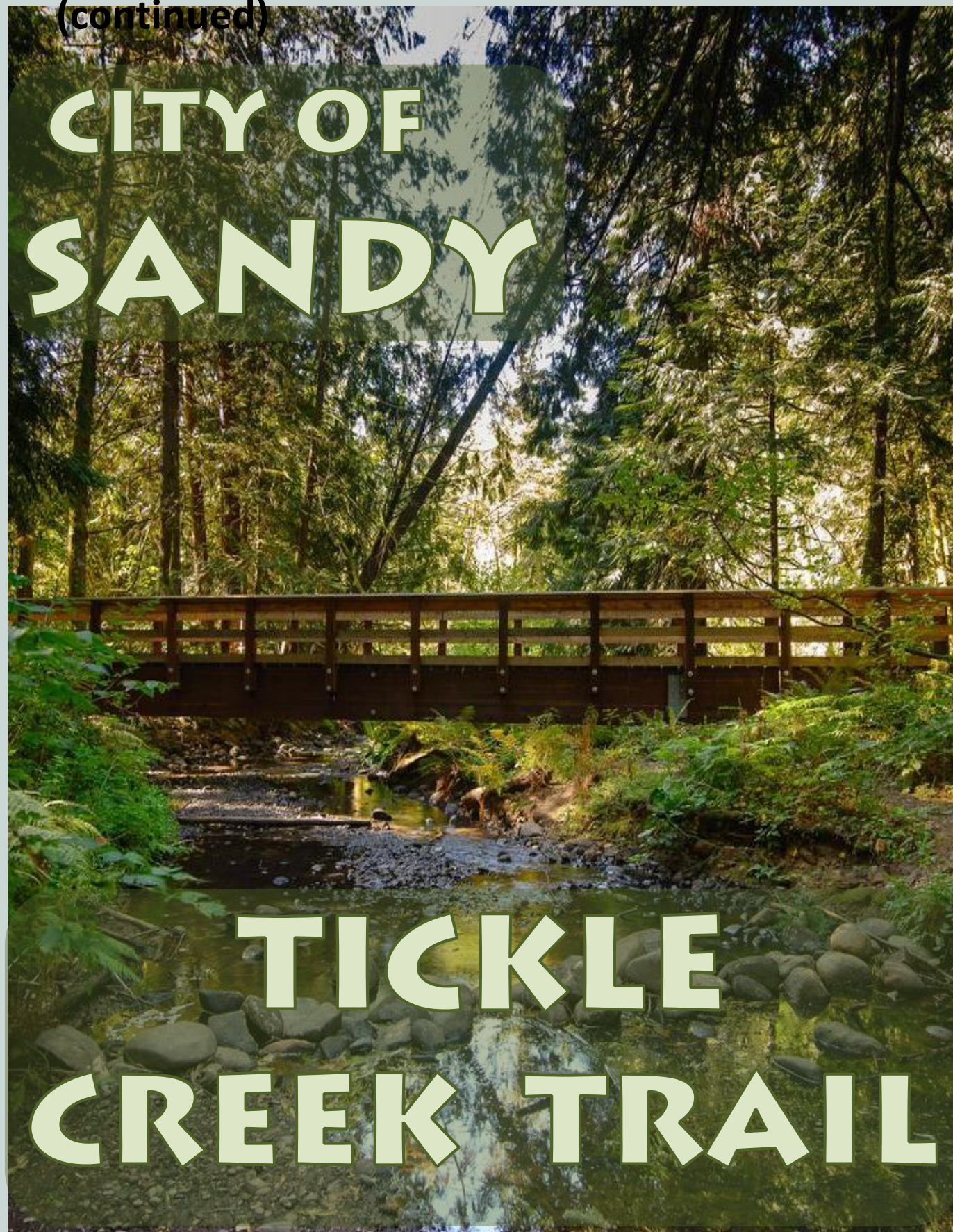


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Conceptual Ideas for Sandy Downtown Marketing Banners

(continued)



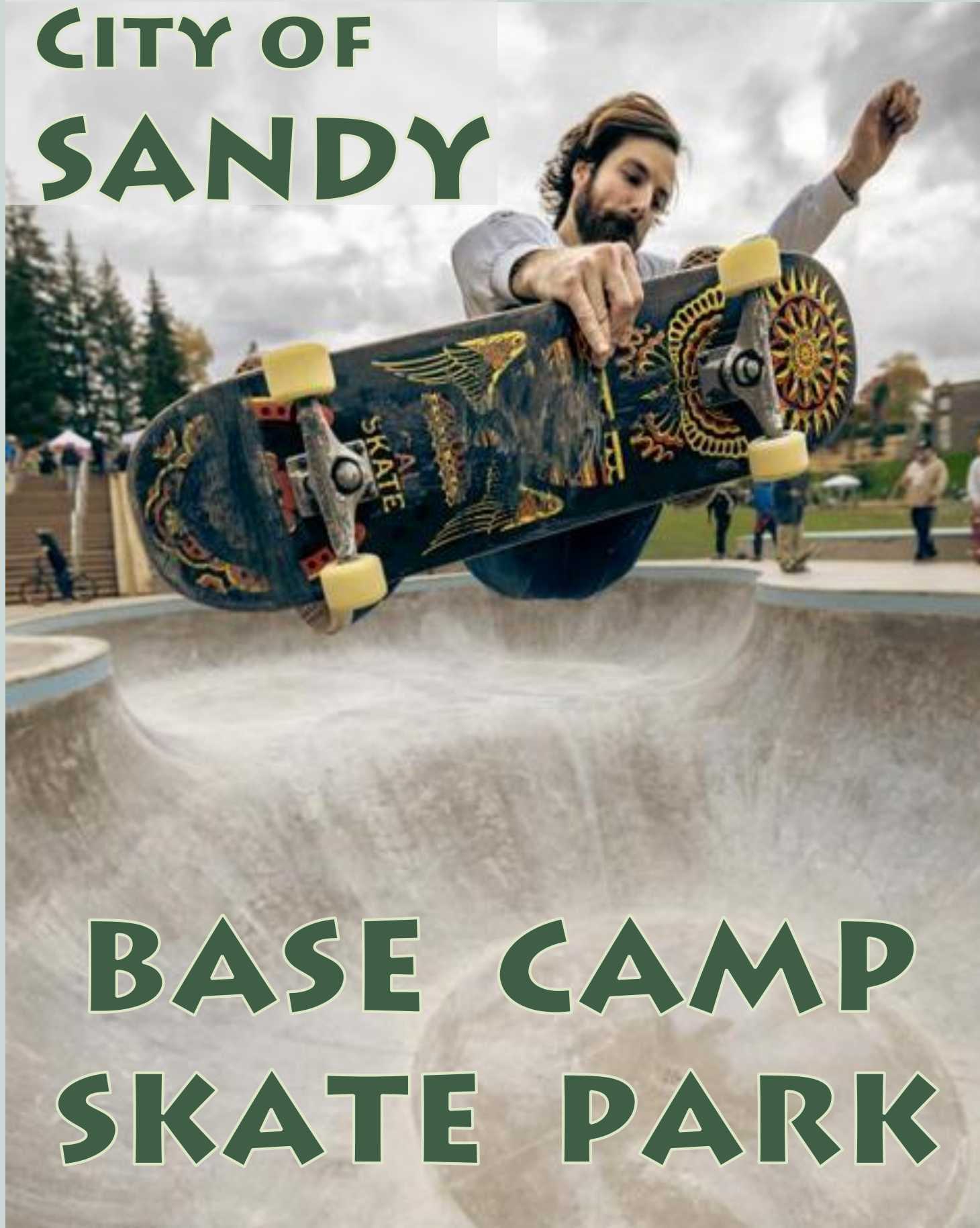


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Conceptual Ideas for Sandy Downtown Marketing Banners (continued)

**CITY OF
SANDY**



**BASE CAMP
SKATE PARK**

**CITY OF
SANDY**



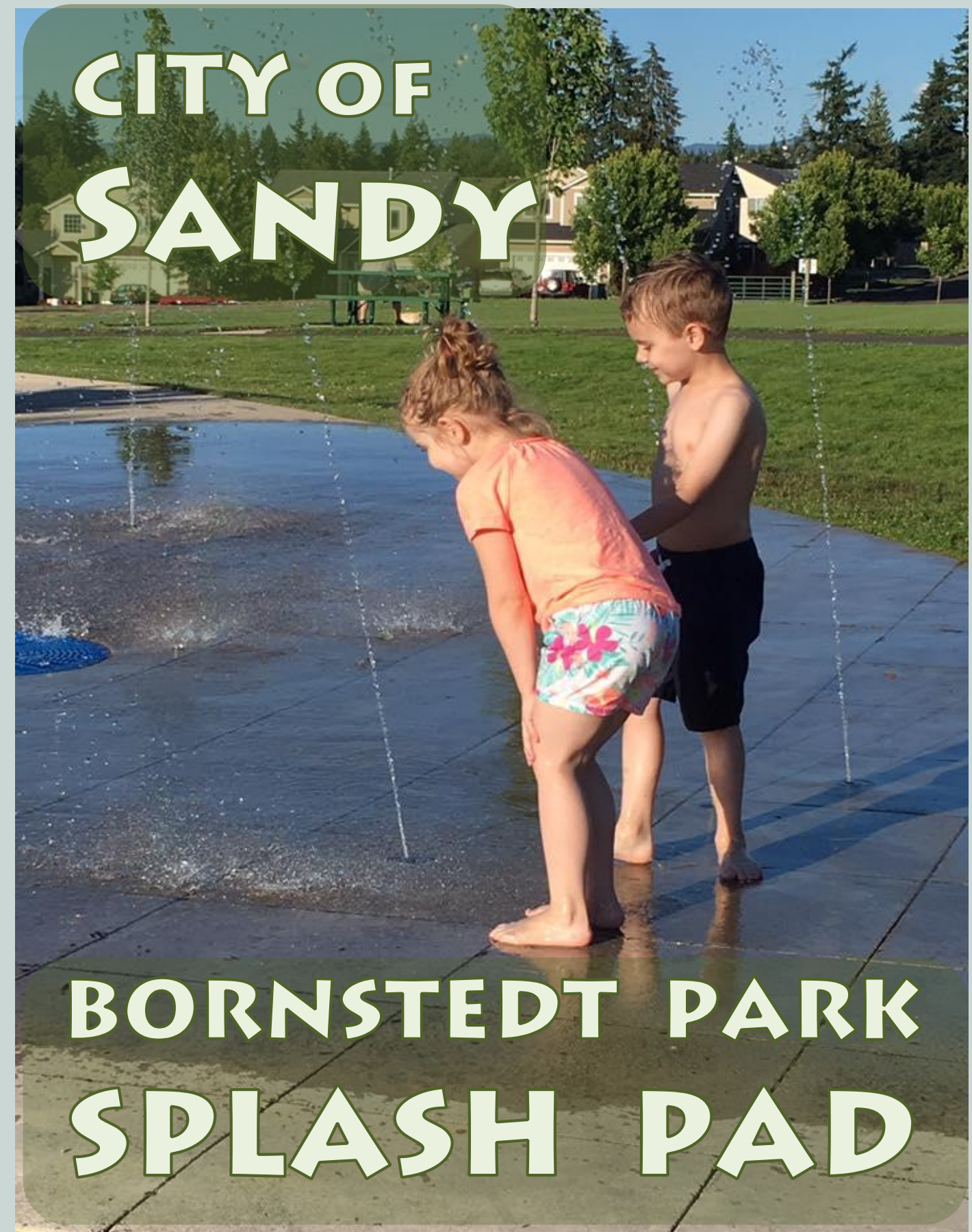
**BASE CAMP
BIKE PARK**



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Conceptual Ideas for Sandy Downtown Marketing Banners (continued)





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Conceptual Ideas for Sandy Downtown Marketing Banners (continued)

Most banners are mounted on power poles and could be (much) larger and more visible.



East bound near fire station



West bound near Golden Key Restaurant

Input Requested From Economic Development Advisory Board:

- ✓ Ideas and thoughts on design and location of City entrance signs.
- ✓ Ideas and thoughts on design and logistics of Sandy marketing banners and “way-finding signs”.
- ✓ Support for proceeding with design contract for review of preliminary and final alternatives, followed by construction of entrance signs, banners and “way-finding signs”.