

**CITY OF BAINBRIDGE ISLAND  
2020 LODGING/TOURISM FUND PROPOSAL  
COVER SHEET**

Project Name: Downtown Bainbridge Island Wayfinding Signs

Name of Applicant Organization:  
City of Bainbridge Island Public Works Department

Applicant Organization IRS Chapter 501(c)(3) or 501(c)(6) Status and Tax ID Number:  
N/A

Date of Incorporation as a Washington State Corporation and UBI Number:  
N/A

Primary Contact:  
Chris Hammer, PE, PMP - Traffic Engineer

Mailing Address:

Email(s): chammer@bainbridgewa.gov

Day phone: 206-780-3740 Cell phone: \_\_\_\_\_

**Please indicate the type of project described in your proposal:**

✓	Project Type
<input type="checkbox"/>	Tourism marketing
<input type="checkbox"/>	Marketing and operations of special events and festivals designed to attract tourists
<input type="checkbox"/>	Supporting the operations of a tourism-related facility owned or operated by a nonprofit organization*
<input type="checkbox"/>	Supporting the operations and/or capital expenditures of a tourism-related facility owned or operated by a municipality or a public facilities district*

\*If the proposal requests funds for a tourism-related facility, please indicate the legal owner of that facility:

## Lodging/ Tourism Fund Application

### Applicant information

#### 1. Description

At the direction of the City Council, the City of Bainbridge Island Public Works Department is requesting funding for wayfinding signage in Downtown Bainbridge Island. The purpose of the wayfinding signage is to direct both visitors and residents to businesses, attractions (parks and museums), and facilities (government buildings and public restrooms). Signage is intended to improve efficiency for pedestrians by reducing sidewalk congestion and optimizing recognition of businesses and attractions.

Downtown Bainbridge Island/Winslow is the commercial service and retail hub for Bainbridge Island serving 24,846 residents (July 1, 2018 US census) and visitors. Downtown Bainbridge Island is connected to the regional center of Seattle by ferry with the highest number of walk-on passengers in the system and is a growing tourist destination. Washington State Ferries reported that in 2017, there were 4,548,800 walk-on passengers for the Seattle to Bainbridge Route. This number is expected to grow to 6,422,500 by the year 2040 (January 2019 WSF Long Range Plan). Reflected in this number is a growing number of tourist trips. Improved wayfinding signage is needed to accommodate both the current and growing number of visitors and residents.

#### 2. Partnerships

The City is collaborating with the Bainbridge Island Chamber of Commerce (CoC) and the Bainbridge Island Downtown Business Association (BIDA) on wayfinding signage and the development of this proposal. Refer to the attached letters of support (*support letters to be forthcoming*). The business community and the community at large have raised concerns about current signage and identified opportunities for improving signage. The proposed wayfinding signage is part of a broader effort by the City Council to revamp signage regulations to address concerns and improve signage for businesses. The City has also made large investments in complete street projects (examples: Winslow Way Reconstruction, Olympic Drive Non-motorized Improvements) to improve pedestrian accommodation and experience in the Downtown Core.

The current proposal has been informed by past efforts of the CoC and BIDA. The City of Bainbridge Island Public Works Department will procure and install the signage. CoC and BIDA will work with businesses to finalize the new signage and will be responsible for updating the signage.

#### 3. Past Awards

Not applicable.

#### 4. Past Reports

Not applicable.

## Project Information

### 1. Describe the Proposed Project

#### a. Scope

Up to 12 wayfinding signs are proposed. Refer to the attached figures showing examples.

Each wayfinding sign's location will include scan code (QR code) applications to allow pedestrians to access maps on the City's web site on their mobile devices.

Signs will be located within the Central Core Overlay District as designated in City zoning maps.

#### b. Budget

\$36,000 dollars is requested for the fabrication and installation of the signs. Refer to the attached documents for unit costs. Project may be scaled back to meet budget needs and/or implemented over multiple funding years. If the implementation is phased, emphasis will be on providing signage starting from the Ferry Terminal.

#### c. Schedule

The goal is to have signs in place before the 2020 summer tourist season.

### 2. Provide a brief narrative statement to address each of the selection criteria:

a. Not applicable.

b. Not applicable

c. Improves awareness of and direction to lodging, meals, tours, gifts, and souvenirs.

d. Not applicable.

e. Public Works Department staff provides for the installation and maintenance of over 1800 signs.

f. Wayfinding signage requested by CoC and BIDA representing the business community.

g. Utilizes latest graphics and multi-media technologies.

h. Not applicable.

i. Physical and permanent improvement. Signs will be periodically updated by CoC/BIDA.

j. Upon installation, signs can be observed. The effectiveness of signage to achieve awareness of businesses, attractions, and facilities is more subjective. Information could be gathered in future surveys by the City or other project partners to help best manage these assets.

k. Match not proposed. The City is providing staff to manage the project design and construction and administer the grant. CoC/BIDA providing for periodic updates.

## Supporting Documentation

Refer to letters from project partners.



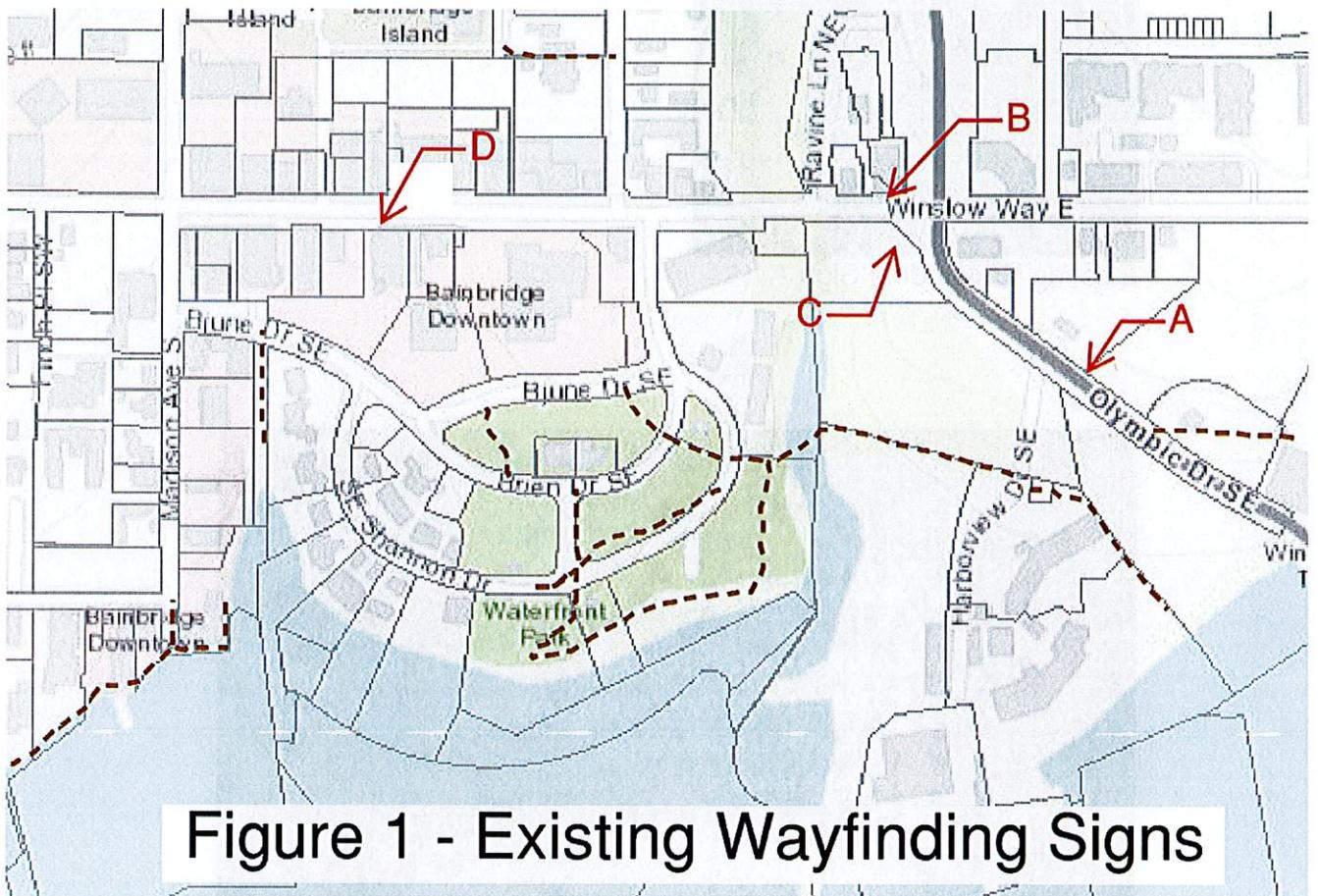
PUBLIC WORKS ENGINEERING  
**MEMORANDUM**

DATE: August 14, 2019

FROM: Chris Hammer

SUBJECT: Wayfinding Signage Proposal for LTAC

1. Existing Wayfinding Signage

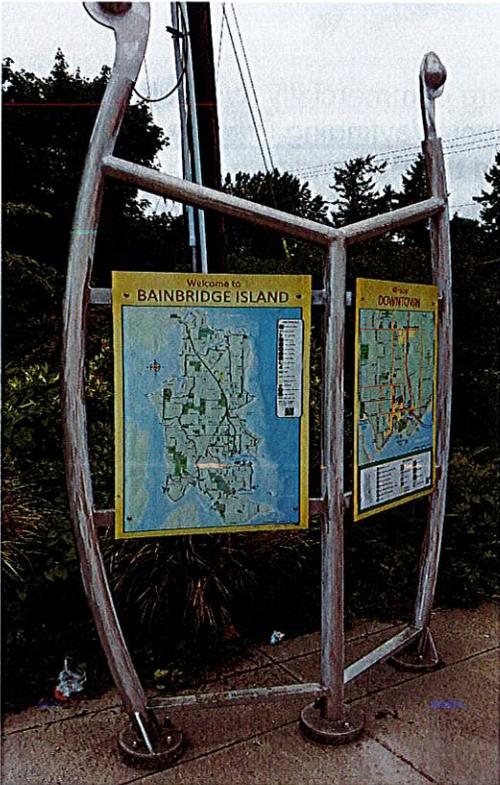




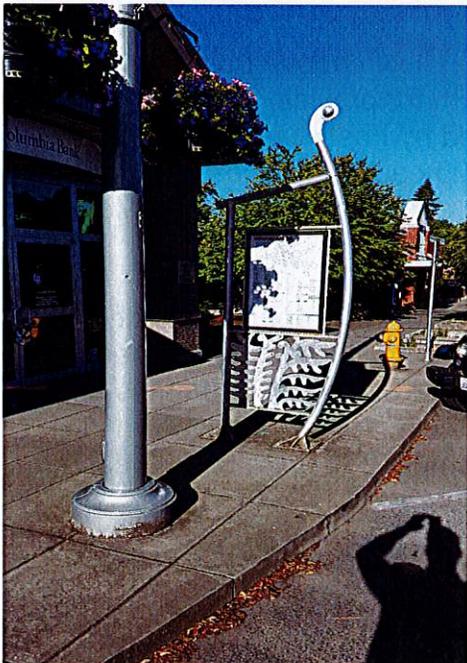
Existing Wayfinding Sign A



Existing Wayfinding Sign B



Existing Wayfinding Sign C

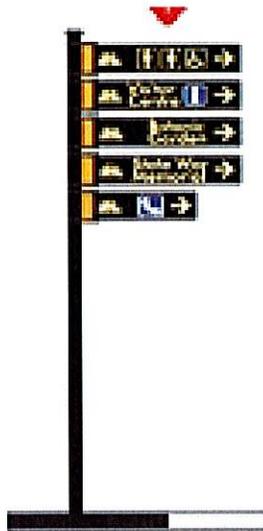


Existing Wayfinding Sign D

## 2. Proposed Signage

The images shown are examples of signs that are commercially available and relatively low cost. The images are from the recent Wayfinding Presentation by the Bainbridge Island Downtown Association and the Bainbridge Island Chamber of Commerce.

Example 1

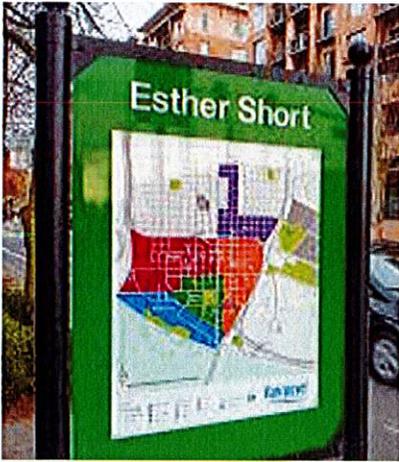


Example 2



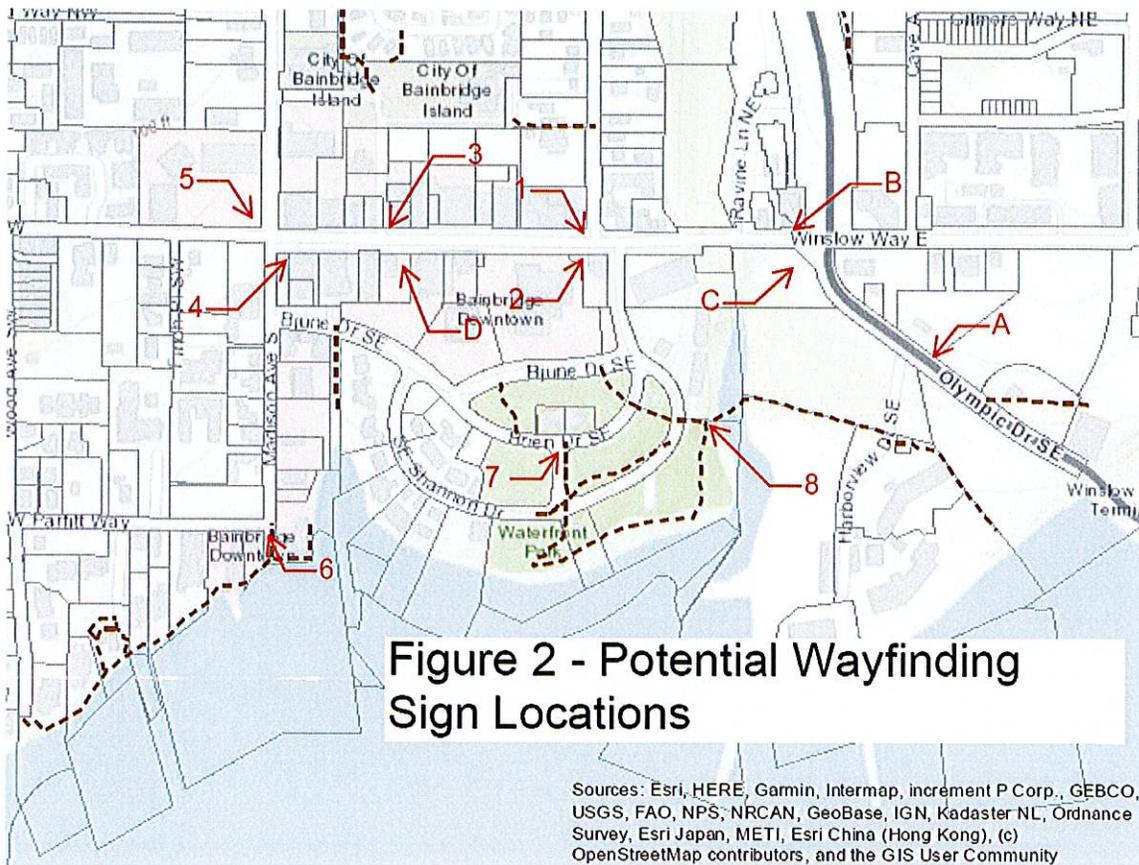
The City received quotes for signs similar to those shown above from Fast Signs. Fast Signs is a vendor that the City has worked with for providing custom signs. For these types of signs, the graphic art is provided by Fast Signs and included in the price. The cost for Example 1 is up to \$1,500 each. The cost for Example 2 is up to \$2,000 each. The cost for installation is estimated to be \$1,000 for each location.

Fast signs can also provide more elaborate signage using graphics provided by the customer. Graphics for items such as the City logo or maps would need to be provided to the vendor. Refer to Example 3. For use of maps there is an additional cost for hiring a graphic designer. The costs for the sign shown in Example 3 would be about the same costs as Example 2 or up to \$2,000 each.



Example 3

- Potential locations for both replacing existing signs and for signs at new locations are illustrated in Figure 2.



Existing sign locations are shown with letters. New sign locations are shown with numbers. Providing eight additional signs, and replace 4 existing signs, for a total of up to 12 new signs at a cost not to exceed \$36,000. This project estimate assumes that administration of the signs (selecting which businesses go on which sign and updating the signage as businesses change) is assumed to be a task that will be managed by an entity outside of the City.

BOARD OF DIRECTORS

Executive Board

Linda Lincoln  
Chair

Matt Albee  
Chair Elect

Russell Everett  
Secretary

Claire Chavanu  
Treasurer

Kelly Muldrow  
Immediate Past Chair

Directors

Rhonda Brown

Cheryle Elmquist

Kelsey Hulse

Terry Lande

Chris Miller

Adam Matschek

Edward Moydell

Rick Pedersen

Kimberly Starr

Scott Tichel

Steve Walden

Chairman's Circle

PLATINUM

Bainbridge Brewing

Bainbridge Disposal

Bainbridge Islander

First Federal

Harrison Medical Center

Kitsap Bank

Marshall Suites

Puget Sound Energy

GOLD

HomeStreet Bank

Rotary Club of Bainbridge

Sears & Associates

TILZ Soils & Compost

Town & Country Market

August 12, 2019

To: Lodging Tax Advisory Committee  
Re: City of Bainbridge Island  
Downtown Bainbridge Island Way Finding Signage.

Committee Members,

This letter is presented in support of the proposed project.

Over the past several years, attempts have been made to create wayfinding signage on Bainbridge Island. The proposal before you, prepared at the direction of the City Council, from your Traffic Engineer, Chris Hammer, is a timely and welcomed offering of a solution for this problem.

Partnering with The Chamber and the Bainbridge Island Downtown Association, COBI's proposal will create signage that will help residents, visitors and tourists find their way around Downtown Bainbridge Island. From the Ferry Terminal proceeding up Olympic Way and down Winslow, the proposed Wayfinding Signage will point out the places of interest along the way.

Upon the completion of the project, BICC and BIDA will assume the role of guardians of the signage and keep everything up to date and all information relevant and timely.

Again, we wish to express our support for this project.

Respectfully,

Rex Oliver, IOM  
President/CEO  
Bainbridge Island Chamber of Commerce



BAINBRIDGE ISLAND  
DOWNTOWN ASSOCIATION

August 22, 2019

To: 2020 Lodging Tax Advisory Committee

From: Jerri Lane, Executive Director, Bainbridge Island Downtown Association

Re: Letter of support for City of Bainbridge Island 2020 LTAC proposal

I would like to offer our support for the City of Bainbridge Island's 2020 application for Lodging Tax funds. Specifically their work initiating twelve Downtown Bainbridge Wayfinding signs.

The solid partnership between COBI and the Bainbridge Island Downtown Association will enable us to address a long standing process and will launch a cohesive Wayfinding strategy.

Thank you for your consideration.

Jerri Lane, Executive Director  
Bainbridge Island Downtown Association