

Invitation to Imagine

The City of Chelan and SCJ Alliance are working together to design a **wayfinding program** to help visitors and residents navigate to destinations in Chelan and the surrounding area. The City is sponsoring **a creative studio event** and inviting **artists, designers, and creative minds** to join in the process.

Here's how to get involved:

- Visit us at the **Chelan Farmer's Market on Sept. 19th** to find out what wayfinding in Chelan is all about.
- During the sidewalk studio **Friday Sept 20th at Riverwalk Park** you will have the opportunity to
 - Give guidance to the design team**
 - Design your own images and devices**
- Participants will receive worksheets to record thoughts, ideas, and sketches

September 19-20, 2019

Chelan City Call Council Chambers & various off-site locations

Thursday Sept. 19th 4pm: Chelan Farmer's Market

Friday Sept. 20th 9:00-1:00pm: Sidewalk Studio – participate in a sidewalk studio to help visualize the look and feel of our new signs



Thursday, September 19, 2019

Chelan Riverwalk Park - Farmer's Market 4-7 pm

Apple Pie Festival 4:30 – 6 pm

2:30 pm

Consultant Set up

3:00 pm

Discussions with vendors, early attendees

4:00 – 7:00 pm

Wayfinding Booth

- Speaking with us directly - we're here to **listen and learn**, so tell us what you think!
- Checking out the various displays and maps
- Share your thoughts on materials, branding, intended users, etc.
- Place stickers on the map to denote sign hierarchy (parking, pedestrian, slow auto and fast auto)
- Sharing your ideas by jotting down notes on any of the maps or materials
- Taking part in the studio that will occur Friday – September 20th here at Chelan Riverwalk Park.

Friday, September 20, 2019

Chelan Riverwalk Park – picnic shelter

117 E Wapato Ave, Chelan, WA 98816

8:45 am

Set up

9:00 am

Introductions & Project overview

9:30– 11:30 am

Design Priorities

- We will have posters and handouts for participants to work through design alternatives for Chelan's wayfinding program.
- Sketch ideas for each sign hierarchy (parking, pedestrian, slow auto and fast auto)
- Share your thoughts on intended users, sign network, design and branding, and sign locations

11:30 am

Light lunch provided - Local Myth Pizza

12:00 – 1:00 pm

Sign Mapping

- Locate sign stickers on the area map and downtown map for each sign hierarchy (parking, pedestrian, slow auto and fast auto)

1:00 pm

Wrap Up & Next Steps

Overview:

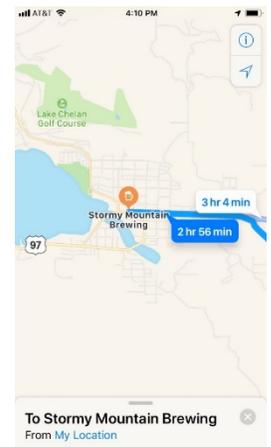
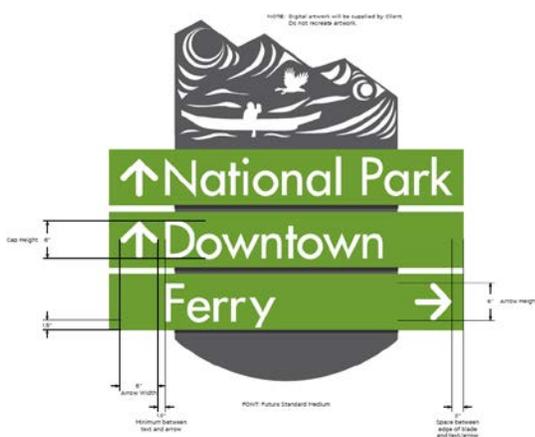
To implement the Chelan Downtown Master Plan goals for efficient wayfinding, the City appointed a wayfinding advisory committee and hired SCJ Alliance to develop a program with input from the Planning Commission. Based on **community interviews** and committee recommendations, SCJ developed a general wayfinding framework, with locations and categories of wayfinding signs. However, the process identified the desire to explore creative ways the system would incorporate artistic elements that reflect Chelan’s unique heritage, identity and natural surroundings.

The City wants to engage local artists and convene this charrette, drawing from the area’s local talent and the residents’ personal connections to what makes Chelan so amazing.

The overall thematic approach of the wayfinding system is underpinned by the interplay between **art and technology**. Increasingly, visitors rely on mobile devices as navigational tools to reach their preferred destinations. The traditional role of community wayfinding signs has evolved, and Chelan’s program will dedicate more energy to creative approaches that define and the establish a sense of “place.”

The City’s wayfinding program accepts the growing role of mobile device navigation and will focus the plan to welcome, orient and reassure visitors as to their destination, while sorting out the finer details of finding parking locations and navigating through town.

A preferred wayfinding program will integrate a unique artistic expression into the overall framework, developing visual guidance in tandem with technological advances in mobile navigation. This approach offers an identity-rich system, with fewer wayfinding signs and structures, located principally to serve as reassurance to travelers that they’re either in the right place and heading in the right direction and to find parking locations, public parks, waterfront access points, recreational trails, and commercial districts. By foot, bike, car, or scooter, visitors and locals will use the system to easily navigate to important community destinations.



Presuming popular use of personal navigation applications allows for more artistic wayfinding expression.

Studio Goals:

This process is designed to elicit community creativity, build on our collective insights, and zero-in on a wayfinding approach that the community will embrace and appreciate. The process provides some structure to the creative process of the project, improves the design team's ability to think about and discuss design ideas, and offer the public an opportunity to engage in City's problem-solving.

Specific items will be discussed and analyzed as part of this process:

- Wayfinding network and destinations
- District delineation and character elements
- Wayfinding design components and elements
- Design hierarchy
- Users and user needs

Sidewalk Studio:

Participants and passersby's are encouraged to get involved in the program design details. Participants can offer suggestions, comment on what works and doesn't with the current system of signs, and get creative. The design team will provide materials and worksheets for participants to offer up images, sketches, and thoughts.



Can't Attend? Don't worry!

We have take-home wayfinding packets. Participants can either participate with us as a group or take the packets home and design/program on their own and then submit their thoughts to City Hall with a deadline of Tuesday, October 1, 2019.

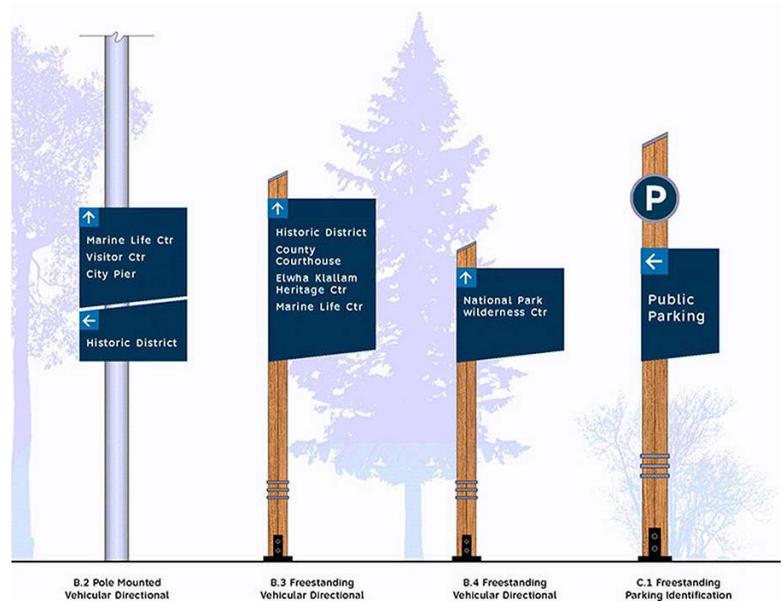
Wayfinding Hierarchy

Not all travelers have the same expectations, demands and needs of a wayfinding system. Those moving more quickly need something legible at higher speeds. Those moving more slowly benefit from more detailed information, consistent with their speed of travel and their ability to stop and read what is presented. In response, wayfinding systems usually propose different sign types to address these different needs.

For Chelan, we have divided the types of signs into four different categories, recognizing that the highway corridor orientation, primary types of travel, priority wayfinding needs, and available community resources suit a simpler, less stratified and specialized system. In addition, the wayfinding signs provided by the Washington State Department of Transportation as part of highway destination identification already do a satisfactory job orienting travelers to regional destinations.

The proposed four categories include these important sign types, while being an efficient use of time, money, and resources. They include:

1. Auto-Oriented: Fast - Intended for users traveling in a vehicle on a major arterial or highway
2. Auto-Oriented: Slow – Intended users traveling at slower speeds in a vehicle or on a bicycle
3. Pedestrian-Oriented – Intended for those on foot
4. Parking – Intended to identify parking lots, easily visible to those driving



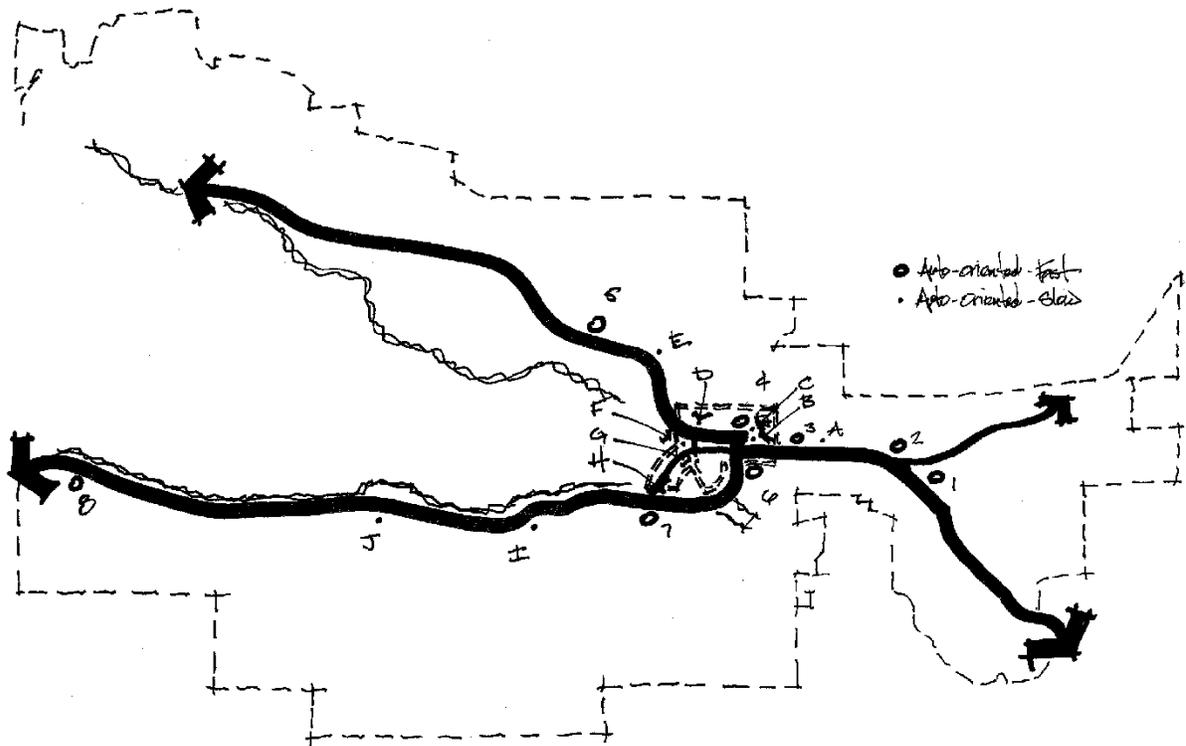
An example of wayfinding sign hierarchy from Clallam County

Charrette participants will produce their own ideas on what the signs should look like and the materials that should be used in their construction. In addition, participants will have the opportunity to explore what makes Chelan's individual neighborhoods distinct, offering ideas that may be included in the wayfinding scheme.

Wayfinding Network

The wayfinding system proposes strategic location of wayfinding graphics, placing these signs at important decision points for travelers, reassuring them of their navigation choices, identifying parking opportunities, and orienting those traveling on foot or by bike. Presuming that many Chelan visitors will have their own navigation aids allows the City to rely on fewer directional signs.

The network is primarily oriented to the community's highways, with an increasing concentration of wayfinding devices at important intersections and within the historic downtown. The network design also recognizes the need to direct vehicular traffic to parking areas near downtown, encouraging use of the community's parking inventory and facilitating pedestrian activity near the core.



A sketch of Chelan's wayfinding network, locating sign types based on anticipated function, user needs, and destinations.