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## **Public review for aviation attraction signage at Paine Field**

**EVERETT, Wash., July 12, 2017** – Snohomish County invites the public to review visitor attraction signage concepts for Paine Field and adjacent attractions on July 25, 2017. The signage project, funded with county lodging taxes, includes plans for the signage system, also called wayfinding. There are five major tourist attractions located in and around the airport campus. This phased project considers the effectiveness of existing signage, vehicle connections, place-making elements, and a plan with timeline for future implementation. This effort is intended to boost tourism in Snohomish County by making it easier for visitors to find our major Paine Field destinations.

Concepts presented at the July meeting were created by Tangram Design LLC, an environmental graphics and wayfinding firm from Denver, CO. The designs were informed by a Tangram site assessment. A community engagement workshop, held in March, reviewed the assessment, and community feedback contributed to the final draft designs.

“The workshop gave insight about the characteristics and elements of the attractions and helped us understand the experiences stakeholders and the community want for their visitors,” said Tangram Principal, George Lim.

“Public feedback is vital in this kind of decision making, and I hope that we receive some direction for how our citizens would like this project to move forward. This visitor attraction signage system is central to getting people to the many attractions at Paine Field,” said Snohomish County Council Chair, Brian Sullivan.

Workshop attendees favored the idea of an aviation attraction district. “Signing a district is more effective than advertising a series of stand-alone experiences,” said Snohomish County Parks and Tourism Director, Tom Teigen.

At the July 25 meeting, four initial concepts with potential locations will be presented for community input. Illustrations will show dimensions, content, and overall intent of the signage system. “Elements include vehicular directional and identification signage showing how signage can be visually consistent, identifiable and create sense of place or district, to promote Paine Field and surrounding cities,” said Lim.

Ideas taken from this meeting will aid in further design development, resulting in an effective visitor wayfinding system unique to Paine Field. The five existing visitor attractions at Paine Field include:

- Future of Flight Aviation Center and Boeing Tour
- Flying Heritage & Combat Armor Museum
- Historic Flight Foundation
- Museum of Flight Restoration Center
- High Trek Adventure Aerial Course at Paine Field Community Park

Tangram Design LLC has experience on other signage projects at Dallas/Fort Worth International Airport, Denver International Airport, and elsewhere. For more information on Tangram visit, [Tangram Design, LLC](#).

***The opportunity for public review will be held on Tuesday, July 25, 2017 from 6:00 p.m. to 8:00 p.m. at the Hilton Garden Inn conference room, 8401 Paine Field Blvd, Mukilteo, WA***

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