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Introduction

The Skykomish-Snohomish River Valley is formed by the Skykomish, Snohomish, and Snoqualmie rivers, with the Pilchuck and Sultan Rivers as additional significant tributaries. Throughout history, the rivers have been central to the way of life for everyone who has lived in the area — beginning with early Native Americans, through European American settlers, to modern day recreationists. The rivers play a very important part in the water cycle, acting as drainage channels for surface water and providing excellent habitats for fish, wildlife, and nutrients for the earth. They also support local communities by providing drinking water, irrigation for farmland, and recreational opportunities such as fishing, swimming, floating, picnicking, geocaching, wildlife watching, and boating. The river system is truly at the heart of the history, culture, and natural lifeways of Snohomish County.

In 2015, the Skykomish-Snohomish Rivers Coalition (the Coalition) formed to address the growing recreational pressure on these rivers. A working group composed of over 25 entities representing federal, tribal, state, and local governments and agencies, businesses, civic groups, non-profit organizations, and residents met regularly to develop a “shared vision and plan for coordinated, well-managed, sustainable recreation on the river system.”

One result of the ongoing discussions and efforts of the Coalition is the development of the Skykomish-Snohomish Rivers Recreation Concept Plan. A working draft of the plan was released in August of 2018. The concept plan included a series of visions and goals as well as key considerations for coordinated recreation management. The plan also gave general recommendations and proposed river access points accompanied by a detailed inventory of current landowner management. Among the major concerns expressed in the plan were safety on the rivers and protection of fish and habitat as recreational use increased.

In the Recreation Concept Plan, the Coalition identified that education and wayfinding signage, especially those aimed at improving safety and limiting user/landowner conflicts, was necessary to improve the existing recreation experience, to protect natural and cultural resources, and improve emergency response times. They recognized the need to create a recreation experience on the river that generates safe access, is socially and ecologically sustainable, prevents calamities, protects the lives of humans, wildlife and the river, and improves coordination and communication amongst the land management agencies, the communities, and river users.

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Coalition Partners

**County, State, Federal Agencies**
- Snohomish County Parks, Recreation and Tourism
- Snohomish County Surface Water Management
- US Forest Service
- Washington State Parks and Recreation
- Washington Department of Fish and Wildlife

**Federally Recognized Tribes**
- Tulalip Tribes of Washington State

**Municipalities**
- City of Everett
- City of Gold Bar
- Town of Index
- City of Lake Stevens
- City of Marysville
- City of Monroe
- Town of Skykomish
- City of Snohomish
- City of Sultan

**Recreation, Conservation and Business Organizations**
- American Whitewater
- Forterra
- Monroe Chamber of Commerce
- Monroe Downtown Association
- Outdoor Adventure Center
- REI
- Washington Water Trails Association
- Skykomish Valley Environmental and Economic Alliance
Wayfinding, Regulatory, & Interpretive Signage Program

Access Sites
To address the Coalition's key concerns, Snohomish County Parks, Recreation and Tourism funded a project in 2018-2019 to develop and recommend a Wayfinding, Regulatory, and Interpretive Signage Program for 11 access sites designated along the Skykomish-Snohomish River system. These sites were chosen as a result of input from the Coalition members expressing that these sites were in the most need of improvement, due to the frequency of their use as well as known safety and habitat protection issues. Access to the Skykomish and Snohomish rivers is available at several other public access sites, besides the 11 that were assessed for this project, however, wayfinding and interpretive signage needs for these sites are not addressed in this report and shall be examined at a later time.

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<tr>
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<td></td>
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</table>

LEGEND:
- Experts only area
- Known danger points
- River
- Highway 2
- Major Roadway
- Current access points
- Private access points
- Possible access points (County properties)


**Project Overview**
Currently, the access sites do not have sufficient signage to inform people about safety information or how to appropriately use and respect the rivers or the actual sites. The lack of information in the environment has led to people mistreating these sites, harming the environment and wildlife, and endangering themselves on the rivers. The purpose of the Wayfinding, Regulatory, and Interpretive Signage Program is to implement safety, recreation, and interpretive information at the access sites to promote a behavioral change that will positively influence how people use and access the river as well as create awareness and respect for the river, the environment, and the heritage and culture of the area.

The Wayfinding, Regulatory, and Interpretive Signage Program includes three categories of signs: wayfinding, regulatory, and interpretive. Together, these sign types serve as the “voice” and presence of the land management agencies and community, when they cannot be there to guide, regulate, or inform people about the site. The program summarized in this report sets out to formalize a family of signs to enhance and improve wayfinding and safety at the access sites and effectively reduce confusion, create a sense of safety and respect, inspire revitalization of neglected areas or deter vandalism, and generally encourage positive user experiences. Components of the program are designed to be applied flexibly to a variety of installation conditions, and to leverage the capabilities of the land management agencies for cost benefits and ease of upkeep. The interpretive information that was collected for this project is not included in this report but can be found in the Interpretive Signage Themes/Content document which can be obtained from the Snohomish County Department of Parks, Recreation and Tourism.

**Wayfinding**
Wayfinding encompasses all of the ways in which people orient themselves in a physical space, navigate from place to place, and enhance their understanding and experience of the space. Wayfinding uses visual information such as signage, maps, landmarks, and other elements to help navigate the public through unfamiliar and/or complex environments. These visual cues are designed to direct users to a destination and allow them to experience the space without confusion, creating a positive visitor experience and a sense of comfort and security. The development of a comprehensive wayfinding system takes into consideration numerous factors that affect public circulation and the varying levels of user interaction or experience. They are designed to project a consistent brand, deliver essential information, and connect people to their destinations. The Skykomish-Snohomish river wayfinding program uses a variety of sign types such as directional, identification, informational, and branding components. These sign types provide effective visibility, intuitiveness, ease-of-use, directness, appropriateness and meet standards for safety and durability. To connect with the communities and river users the signage has a unique branded look that reflects the community character which creates a sense of place.

**Regulatory**
Regulatory signs describe a range of signs that are used to indicate a potential hazard, obstacle, or condition requiring special attention. They are often used to reinforce traffic laws, define site regulations or requirements, and regulate behavior in places open to the public. Regulatory signs are very common in our society and are a part of nearly every public space. Because people are inundated with regulatory signs on a daily basis, often times they do not gain our full attention and start to go unnoticed which means important information may be ignored. To improve the awareness of regulatory information, typical regulatory signs, like parking, leash law and cautionary signs, were redesigned to create a higher level of recognition and impact for public safety within the signage system.

**Interpretive Signs**
Interpretive signs help people discover and understand the significance of places, people and processes. Interpretative signage covers a range of topics such as natural and cultural heritage, historic stories, geological information, or can simply highlight points of interest within a space. Providing interpretive signage at the access sites will instill a healthy respect for river resources by relating them to important natural, cultural, and historical values. In particular, the interpretive portion of the project will also ensure appropriate recognition for the cultural heritage and treaty rights of the Tulalip Tribes in relation to the rivers and their ecosystem. The interpretive information that was collected for this project is not included in this report but can be found in the Interpretive Signage Themes/Content document which can be obtained from the Snohomish County Department of Parks, Recreation and Tourism. The document is designed to equip land management agencies with several topics that can educate people about cultural, historical or environmental information that is specific to each access site.
Process
Achieving the goal of improved information and wayfinding through signage has been a multi-step process which involved a collective effort of an appointed stakeholder group made up of members from the Coalition which was called the Technical Advisory Group (TAG). The TAG worked with the design team to define and approve signage design standards for the project like materials, style, sizing, methods, installation, and maintenance.

The kickoff for the Wayfinding, Regulatory, and Interpretive Signage Program was held during a meeting of the Coalition at the Snohomish County Parks Administration offices in June 2018. Several additional meetings and field trips were then organized to orient project staff to the river access points under review and afford the opportunity for site managers, tribal representatives as well interested community members to discuss site usage as well as potential signage needs. In addition to a multi-day field trip to visit designated access points along the river with Coalition members and agency representatives, an additional day-long trip was organized for the Environmental and Treaty Rights programs of the Tulalip Natural Resources Department as well as various Snohomish County staff and agency heads. Representatives of local governments and historical societies and museums met the group at the final 11 access locations chosen for the project. During these visits they discussed safety, environment, and habitat concerns as well as potential interpretive topics and goals.

Individual meetings were also held with representatives of the Hibulb Cultural Center, the Lushootseed Language program as well as the Treaty Rights office. Patti Gobin, special projects manager for the Tulalip Natural Resources department, served as an important liaison and guide during the process and also led a tour of the reservation and the Hibulb Cultural Center to contribute additional perspectives on the foundations of tribal cultural values and ties to the environment.
Project Vision

The Wayfinding, Regulatory, and Interpretive Signage Program is designed with the expectation of developing a unified signage system along the river that will work for multiple river access sites and land managers. The signage system was developed so it could be implemented in the future with the foresight that the following items will be achieved:

- Establish a signage system that improves river access, safety, education, and emergency response times.
- All land management agencies adopt the signage program and use it at all access sites along the river system.
- Provide an interpretive system that educates the public about natural, historical, and cultural information so an emotional connection is established to create respect and better care of the sites and river.
- The signage system recognizes the Treaty Rights of the Tulalip Tribes.
- Provide wayfinding signage that effectively guides users to the access sites, access site amenities, and to destinations in the surrounding communities.
- Develop a system that is easy to clean, repair, and maintenance.
- Create a messaging system with universal symbols that is readable by multiple cultures/languages.
- Reduces landowner and river user conflicts along the river.
**Assessment Report**

This report provides a wayfinding site assessment of the 11 access sites, identifies the wayfinding, regulatory, and interpretive signage components, and presents strategic recommendations for implementation. It is important to note that the intent of the signage designs and strategies supplied is not to add signage on top of existing conditions, but rather to remove and replace existing wayfinding and regulatory signage, to create an organized and comprehensive approach across all the access sites. Implicit in the development of this signage system and this manual is the desire to create a unified signage system that can be implemented consistently across all access sites.

This document is designed to serve as a guide for the continued development and implementation of the Wayfinding, and Regulatory Signage Program. The design standards established are intended to supersede any previously existing signs or written guidelines specifically for the public access sites along the Skykomish-Snohomish rivers. However, all other considerations are still ultimately governed by the agencies who pose jurisdiction over those access sites. While effort has been made to consider future development by creating a flexible and changeable graphics system that is also consistent in aesthetic, it is not possible to consider all aspects of planned development in the presentation of this report. Rather, a system of consistent standards have been created that will address most of the wayfinding and regulatory signage needs, and can be adapted and altered as required to accommodate future planning developments.

The design intent drawings of each sign type, which demonstrate the sign’s material and fabrication specifications, along with sign location plans and message schedules for each access site are not included in this report but may be obtained through Snohomish County Parks, Recreation and Tourism.
Overview

Site conditions identified in this report are based on site-surveys that were completed in June 2018. The current state of signage at all of the access sites includes an array of sign types, sizes, and configurations. Signs have been installed as singular efforts by land management agencies to address individual needs or requests. This piecemeal approach has created visual clutter within the environment and presents a disorganized and disorienting image of the access sites along the Skykomish-Snohomish river system. A majority of the signage illustrates aged materials, lack of information and/or inconsistencies in structure, graphic display and placement.

Signs of all different sizes, shapes, colors and typefaces lessens the effectiveness of the signage to aid users in finding their way. The following signage conditions are consistent issues that are currently found at the majority of the sites:

• Inconsistent terminology
• Disorganized and damaged signs create a lack of trust in the information presented
• Faded and discolored signs demonstrate neglect and express that the site is not cared for or consistently maintained
• Inconsistent mounting heights and placement does not allow the user to anticipate information
• Sizes of sign messages are either too small to be read or too large for the context
• Panel sizes vary and often times signs are too small for a user to notice
• Too much information is presented for a person to comprehend
• Poor graphic layouts reduce legibility
• Mix of multiple sign systems at a single location
• Overgrown plants and trees cover-up or partially hide sign faces
• Little or no wayfinding or regulatory signage is present which impairs a user’s ability to enjoy the site safely and responsibly
• Emergency response teams have trouble finding the access sites, due to lack of directional and identification signs
• Users are unaware of the difficulty level, equipment, time, and location of put-in/take-outs along the river because no map or safety information is available on-site

This report provides an analysis of the existing wayfinding signage conditions at each of the 11 access sites that are included in this project. Maps that illustrate vehicular and pedestrian circulation as well as descriptions of concerns and recommendations for signage improvements at each site are included.
Skykomish Bridge
Town of Skykomish, WA

A new river trail and small park installed by the Town of Skykomish mark the redevelopment of the area along the Skykomish River near the historic Skykomish Bridge. The Skykomish Historical Society plans to include interpretive displays in a wooden kiosk that has been erected along the trail. The current access site is not fully developed, even though the site is being used by those who are aware of it. The city plans to prepare a master plan for the site in the future.
Wayfinding to the Site / Identification

There are no signs along the US Route 2 highway directing people into Skykomish toward the river access site. Subsequently, there are no signs along 5th Street to inform them they need to turn onto Riverside Drive to reach the Skykomish Bridge river access site. The site does not have any identification sign to indicate that this is a public river access site; the site is being used by people who know about it.

Wayfinding signage along the US Route 2 highway and 5th St should be installed to make it easier for people and emergency first responders to locate the river access site. Supportive signage should direct people to the boat launch and other site amenities. An identification sign should be placed close to Riverside Drive so people can clearly read the sign and identify the site.

For future development, the current boat launch access, which is located on the West side of the bridge, should move to the East side of the bridge. The intent is to create a paved road that would provide easier access for put-ins of kayaks, rafts, and other hand-carry boats and to remove parking on the West side of the bridge. Any signs installed before the boat launch moves will likely need to be adjusted to direct people appropriately.
Parking
No parking areas or loading zones designated for cars and trailers are available at the current access site. Visitors must park along the southside of Riverside Drive or 6th Street. Since there is not a designated loading area, rafting companies must unload equipment along Riverside Drive which temporarily blocks the roadway.

During the development of future plans for this site, consider either adding a loading zone and designated parking spaces along Riverside Drive or construct a parking lot nearby for cars and trailers to use.

Kiosk
A wooden kiosk is located next to the current access point and riverfront trail West of the bridge. The structure was built by the city and the Skykomish Historical Society plans to develop interpretive displays for the structure. In addition to the interpretive signs, a map of the river system should also be supplied on this kiosk. The map will advise river users of how long it may take them to get to the next take-out.

On-site Wayfinding
Skykomish Downtown and Maloney Trail are the primary city destinations located near the river access site. Signs directing visitors to these places should be added. Since Maloney Trail is a considerable distance away from the access site, the city should consider adding additional wayfinding signage in the town to help direct visitors from the river access site to the trail.

Boat Launch
The boat launch is currently accessed by a narrow gravel pathway which leads down to a rocky beach underneath the bridge. Rafting companies use this pathway to access the boat launch. This requires users to walk down a slope of loose rocks which can be difficult and dangerous.

Currently, the future boat launch location has very large rocks and shrubs blocking the rock beach under the bridge. Construction of the new boat launch will need to consider this landscaping and should provide a safe and easy pathway for recreationists to put-in their crafts. Any boat launch identification signs, maps, or river warning or safety information that may be installed before the new boat launch is built will need to be relocated to the East side of the bridge. This will make sure boaters see the information before entering the river. All signs should be located at the top of the slope to prevent the signs from flood damage.
Eagle Falls
US Forest Service

Eagle Falls is not a formal access site but is a popular spot for swimming and viewing the beauty of the falls. Because the site does not have dedicated parking, visitors leave their cars along the highway which can be dangerous to cross. Despite the scenic attraction of the falls, the nearby rock walls are often defaced and users do not recognize the hazards associated with the falls themselves. The Forest Service has considered closing access to this sensitive location due to excessive trampling of plants, large amounts of garbage, cans and glass bottles, and graffiti.
Wayfinding to the Site / Identification

There are no signs along US Route 2 that direct people or emergency responders to the Eagle Falls site. Because the site is difficult to access, is consistently vandalized or graffiti-ed, and given the hazards the falls can pose to visitors, visibility and attention brought to this access site should be limited or to protect this area completely, close this access site to the public permanently.

To prevent new or additional attention to this access site, no identification sign will be provided. If the site is closed, new guardrails would need to be installed to prohibit the public from parking in the area and hinder their access to the falls.

Parking

There are two areas along the south side of US Route 2 where visitors are able to park. Each of the areas can only hold about 4-5 cars. During high visitation times, visitors park on both shoulders of the road. Visitors that park on the north side of US 2 have to cross the road to get to the falls without access to a crosswalk. With two-way traffic and cars traveling at 45mph or above, it is extremely dangerous for people to cross the road.

To improve visitor and driver safety, a designated parking area should be developed. If people are to walk across the road, a crosswalk with flashing lights should be added. Or if the site is to be closed, add no parking signs on the shoulders of the road in addition to the guardrails.
Trail Improvement

To access the Eagle Falls site from the parking areas, visitors must climb over the guardrail and travel down one of two trails to the site. Both of the pathways have loose rocks and large timbers that people must traverse to access the site. The easternmost trail is especially dangerous. The slope of the path is very steep and loose rock makes the area slippery. The pathway creates an unsafe environment where people could potentially fall and hurt themselves.

If the site is not closed permanently, the trails should be fixed so that public has safer access to the site. Wooden steps or logs could be added to the trail to make it easier for people to make their way down to the site.

Warning & Safety Information

The only warning and safety information on-site is located at the top of the western trail to the site. By only placing the kiosk at the western trail, all visitors using the eastern trail do not receive any of the warning and safety information that is being provided. The kiosk provides safety information regarding currents, cold water, emergency information, drowning, etc. The current sign includes too much text and is too small for visitors to want to read this important information. Most visitors do not read the sign and just pass directly by it.

Two warning signs are nailed to a tree just west of the western trail. The signs are placed above a visitor’s line of site and are blocked by vegetation. These factors cause visitors to easily miss these important warning and safety messages.

All warning and safety information should be added to both trail entrances so everyone entering the site has the opportunity to see it. All of the warning and safety information supplied should be large enough and simple enough of a message for people to read and within a visitor’s line-of-sight.
Graffiti

In the summer of 2017, many volunteers teamed up to removed the graffiti at Eagle Falls. As of the summer of 2018, almost all of the graffiti has returned, which indicates how much of a graffiti hot spot this location is. Defacing Eagle Falls with graffiti is illegal, however there are no signs on-site that tell people that this is not allowed or that they may receive a fine if caught.

To decrease the amount of graffiti on the rocks, add signage near the top of the trails that informs visitors that graffiti is illegal and a fine associated if caught. It would also be helpful to add an interpretive sign that informs the public about the site’s historical importance to the local tribes or about the cleaning efforts that have taken place. Creating an emotional connection may help visitors stop others from defacing the rocks, when officials are not there to regulate the site.

Rope Swings

Rope swings found on the either side of the bank entice people to use them. Although, the swing may be fun for some, it has also been the culprit of injuries and fatalities. Rescues in Eagle Falls are complicated and often require rappelling. To help avoid additional rescues or emergencies at the site, remove any rope swings.
Cable Drop
US Forest Service

Powerlines and a cable tower mark the entrance to the Cable Drop access site. This access site is maintained by the US Forest Service and is designed for non-motorized boats like rafts and kayaks. The site includes a wooden staircase and rail for sliding boats down to the river. Connection to the Lake Serene and Bridal Veil Falls trailhead will eventually be accessible from the access site. The US Forest Service will be constructing the pathway in the next couple of years.
Wayfinding to the Site
No signs are provided along US Route 2 to direct people or emergency responders to turn onto Mt Index Road to access the Cable Drop site. When traveling along Mt Index Road toward the access site a driver will approach a fork in the road. If they go towards their right, they will head towards the Lake Serene and Bridal Veil Falls trailhead. If they go towards their left they will reach the Cable Drop site. No signage is provided at this fork in the road, which makes it unclear on how people are supposed to get to the access site when they reach this point.

To better direct river users and emergency response teams to the access site place wayfinding directional signage along US Route 2 and Mt Index Road.

Identification
The Cable Drop access site does not have any signage that indicates to a user or emergency responder that they have arrived at the site. Provide an identification sign so that people will know when they have arrived.
Parking

Car and trailer parking is currently limited at the access site. Due to the popularity of the nearby Lake Serene and Bridal Veil Falls trail, the US Forest Service is considering an expansion of the parking area. Parking becomes congested during the summer weekends. People begin to park along Mt Index Road which creates conflict and limits access for emergency responders.

The US Forest Service should consider installing no parking signs along Mt Index Rd to dissuade people from parking along the road and interfering with access to the site. Future parking plans suggest that vehicles should enter the site from the southeast entrance, in order to make it easier for people to unload their boats. To aid in directing traffic to use this route, place a “Do Not Enter” sign at the northwest entrance.

Information Sign

A wooden sign structure is located near the boat launch that looks like it may have been used in the past to provide some kind of information to visitors. The access site currently lacks signage that informs people about where they are along the river, how long it may be until they reach the next take-out from this point, or how people should use the site responsibly.

A map of the river that identifies the next take-out and potential time it will take to get there should be supplied. Cable Drop is typically a Class III+ difficulty level. It is important to inform river users not only of the difficulty level they should expect to experience but also of the type of gear they need to have to traverse this part of the river.

Access Site Wayfinding Signs

From Mt Index Road, a hiking identification sign is visible. Additional directional signage is not provided at the site to navigate the public to the trailhead. The sign panel is placed very low on the sign post and is not within a good line-of-sight for people to see. The visibility is further impeded by the adjacent foliage.

Provide a wayfinding sign that directs hikers to the pathway that will take them to the Lake Serene and Bridal Veil Falls trailhead. Place the sign at a height and location that delivers the best visibility for hikers.
Big Eddy
Washington Department of Fish and Wildlife & Washington State Parks

Located 2.5 miles up river from Gold Bar, the deep waters, slow moving current, and sandy beaches located at the Big Eddy access site provide a popular site for fishing, swimming, and picnics. The site also provides river access for rafts and is a take-out site for boats coming downstream. During the warmer seasons this site can experience extreme congestion resulting in visitor parking on the shoulder of US 2. The access site is owned by the Washington Department of Fish and Wildlife and is managed by Washington State Parks.
Wayfinding to the Site

The only wayfinding sign along US Route 2 to direct visitors into the Big Eddy river access site is a small “RIVER ACCESS” sign on the southern side of the road. The overall size and type size on the sign is too small for drivers traveling at 50+ mph on US 2 to read. The sign also blends into the environment and can be easily missed. The sign is located too close to the entrance of the site which does not give a person traveling at such high speeds enough reaction time to make the turn safely. The wayfinding signs must be located far enough in advance of the entrance that drivers have enough time to prepare and safely make the turn into the site.

Two wayfinding signs that direct to the Big Eddy entrance should be placed on US 2 for people traveling eastbound and westbound. The signs need to be placed far enough in advance that the drivers can prepare for the turn. The type and arrows on the signs must meet MUTCD and WSDOT standards for visibility so they can be easily read and seen by drivers.
Identification

The current identification sign for Big Eddy is located too far away from the entrance of the site. Visitors can only see the sign once they turn into the site and there is no identification signage along US 2 to identify the site. The typeface and type size used on the identification sign are too small and thin for visitors to clearly read.

A new identification sign should replace the current “RIVER ACCESS” wayfinding sign. The new sign should be large and visible enough so people and emergency vehicles traveling 50+ mph can easily read and recognize the sign. Similar to the US 2 wayfinding signs, the information on the identification sign should meet MUTCD and WSDOT standards for visibility and safety.

Parking

Big Eddy has an upper and lower lot where visitors can park. The upper lot is typically used for overflow, trailer, and buses for rafting outfitters. The lower lot, which is the most popular, is mainly used for visitors with cars. Currently, visitors park haphazardly because no signs are present to help organize parking. This is especially noticeable during Big Eddy’s high volume days, where visitors are parking wherever they can find a spot. Some days so many people visit the site that visitors resort to parking on the shoulder of US 2.

With multiple incidents occurring every year at Big Eddy, emergency vehicles must gain access to the boat launch area. When visitors park in an unorganized manner, it creates blockages in the emergency route and delays the arrival time of the emergency vehicle. In life or death situations, it is vital for the emergency vehicles to arrive as soon as possible.

To improve the organization and emergency response time at Big Eddy, add parking signage and features (parking blocks, logs etc.). The lower lot should only be used for cars while the upper lot should be used for overflow, trailers, and rafting outfitters. “No Parking: Emergency Route” signs should be added to the lower lot to ensure there is a clear path to the boat launch area for emergency vehicles.

The site includes a variation of signs that indicate a Discover Pass or Fee is required to park. The signs are graphically inconsistent and vary in size. The parking signage should include a fee component that is visible and readable for all visitors.
**On-site Wayfinding**

Big Eddy does not contain any on-site wayfinding to direct visitors to its lower parking lot or multiple on-site amenities. This can be confusing to new visitors or first time emergency responders who are not familiar with the site. To access the lower parking lot, beach, picnic, and boat launch visitors must drive through the upper parking lot to get to the access road. The road to these additional amenities is not near the entrance to the site and is hard to see, especially if the upper lot is full.

Once visitors enter the lower parking area the boat launch is on the opposite side of the lot. Similar to the upper lot, if too many cars are parked in the lower lot, it is difficult to see the Boat Launch. The vehicular circulation of Big Eddy is mainly a one way path. All visitors must use the same path to enter and exit the site. Enforcing the circulation path through wayfinding and “Do Not Enter” signs will ensure visitors travel in the correct direction. To improve the circulation and give visitors a better understanding of the site’s amenities, add vehicular wayfinding signs near the key entry, exit, and decision points.

The main pedestrian pathway is a trail between the upper and lower lots. The purpose of this trail is so people can walk between the upper and lower areas and access the restroom which is located right near the end of the trail in the upper lot. Pedestrian wayfinding signage should be located near each end of the trail to properly direct visitors from the upper and lower areas of the site.

**Information Hub**

The river access at Big Eddy is one of the most visited sites along the Skykomish River. Various kinds of visitors come to use the site to boat or just to enjoy the recreation of the site. It is also one of the main sites that multiple rafting outfitters use as an access point. Since the site is so heavily used, an information hub should be developed near the boat launch to inform people about river safety, environment, river habitat, and historical information. It would also be a good place for the rafting outfitters to gather their groups and discuss safety rules and regulations before entering the river. A good location to place the information hub would be in the picnic area adjacent to the boat launch. It would be visible for all who are preparing to put in their craft.
**Boat Launch**

The boat launch is mainly used for non-motorized crafts, though smaller motorized fishing boats are capable of being put-in here. During the warmer months the boat launch receives a high amount of volume which leads to the launching area becoming very congested. Multiple signs around the launch educate visitors about life jackets and inform them that they shouldn’t park in specific places. These signs are too small and do not visually stand out in the environment, causing visitors to miss important information on the signs. Many visitors can be found parking and unloading on the boat launch. When visitors do this, it creates congestion the launch area, making it difficult for others to put in their craft.

Replace the signage near the boat launch with new signs that are easily noticed and readable in the environment. Adding better signage will help inform users they cannot park on the launch and will reduce the overall congestion. The signage should be placed far enough up the launch as to lessen the impact from rising water levels.
Steelhead County Park
Snohomish County

A county park is planned on the south side of the Skykomish River across from Sultan. The land was previously a part of an unsuccessful development. In recent years, Snohomish County has been able to purchase a number of lots to develop the park into a river access site.

In 2017, two design concepts for the park were developed during a Community Design Workshop. Included in both of the designs are a non-motorized boat launch and campground. The intent of this park is for all of the non-motorized boat launches to move from Sportsman’s Park to Steelhead County Park. Understanding that the County is undecided on either concept design, the comments and recommendations are based on the core concepts from both options.
Current Park

The only area of the park that is currently being used and is open to the public is the parking area on the east side of Mann St. Visitors use the area for parking and then they walk north to the edge of the river to fish. Aside from some preexisting roads and trails, the current site is underdeveloped and overgrown with foliage. Major redevelopment will be required to achieve either of the concept plans that were developed in the Community Design workshop.

A large portion of the site is overgrown with Knotweed, an invasive species, which will need to be considered in the development of the site. The condition of the proposed boat launch area will be highly accessible for non-motorized crafts, will be easier to take-out, and avoid the eddy near Sportsman’s Park.
Proposed Design Concept A

This proposed option for the site includes a non-motorized boat launch, campground, and parking. These site amenities will require wayfinding signage to properly direct users to their locations. A single loop trail around the site will require pedestrian wayfinding signage. A final signage plan cannot be proposed for Steelhead County Park until a final concept/direction or master plan is determined for the site.
Proposed Design Concept B

Option B proposes a concept similar to Option A; a non-motorized boat launch and campground is still proposed in the design. The main difference in this option is that the trail system is more extensive. The more extensive trail system will require more pedestrian signage on the trails to properly navigate them to and from different site amenities. This option also includes a practice pond that visitors will need to be directed to. Similar to Option A, a final signage plan cannot be proposed for Steelhead County Park until a final concept/direction or master plan is determined for the site.
Sportsman’s Park
City of Sultan
Washington Department of Fish and Wildlife

Sportsman’s Park is located just off Highway 2 and is owned by the City of Sultan and managed by the Washington Department of Fish and Wildlife. A pedestrian and bicycle bridge was recently erected across the Sultan River, north of the Highway 2 bridge. It connects Sportsman’s Park to Riverside Park, expands the city’s pedestrian network, and provides ADA-compliant passage across the river where previously none existed.

In 2017, a design concept to enhance and improve circulation and access to the park was created in a Community Design Workshop. Understanding that the concept design was a direction the city was interested in pursuing, signage recommendations for the park are based off of the proposed concept.
**Proposed Design Concept**

The most significant concept proposed in the new plan for Sportsman’s Park, which will impact the placement of signage, is the recommendation to develop separate areas for motorized and non-motorized boat river access. The concept suggests a boat launch be created on the north end of the site for non-motorized boats while motorized boats continue to use the current boat launch at the southeast corner of the site. Wayfinding signage must be provided near the entrance of the park to direct motorized and non-motorized boat users to the appropriate boat launch areas. Clear routes to each of the boat launches should be developed.

**Wayfinding to the Site / Identification**

Neither vehicular wayfinding nor identification signage is provided to direct the public or first responders to the access site. Using vehicular directional signage on roadways and an identification sign at the site’s entrance will help people navigate to Sportsman’s Park and signify they have arrived.

**Caution Sign**

Upon entering the access site, a caution sign can be seen that explains that sudden river surges can happen without warning, due to power project water releases. This is an important sign for this site, since it impacts a visitor’s use, but it does not need to be located so close to the entrance. Relocate the sign closer to the boat launch area and open this space up for wayfinding signage.
Regulatory and Information Signs

The regulatory and information signs at the park are disorganized, cluttered, and mounted at inconsistent heights. Many of the signs are damaged, discolored or faded which demonstrates neglect and makes the site feel uncared for. Poor graphic layouts of the signs further reduce legibility.

Replace the outdated signs with a consistent regulatory signage system. New signs should provide standardized layouts, structures, and mounting heights to prevent the site from being disorganized and cluttered.

Parking

No signage is present to inform people how or where they should park their cars or trailers. To improve site circulation and boat launch access, designate areas for car and trailer parking so that pathways to the boat launches can be kept clear.

Graffiti

Graffiti can make people feel stressed or uncomfortable because they feel a place is poorly managed, unorganized, or in decay. To create a more welcoming environment that feels cared for and makes people feel safe or relaxed, remove any handwritten graffiti.
Ben Howard River Access
Washington Department of Fish and Wildlife

The Ben Howard access site primarily serves as a boat launch for drift boats and rafts. With a ramp maintained by the Washington Department of Fish and Wildlife, the rest of the upland area is managed by the Department of Natural Resources. A large gravel bar is a popular fishing spot but also attracts overflow parking.
Wayfinding to the Site

No wayfinding signs are present along Ben Howard Road to prepare drivers to turn into the river access site. The road to enter the river access site is difficult to see, due to vegetation growth and the position of the entrance around the curve in the road. If visitors are not familiar with the entrance to the site they can easily miss it.

Wayfinding signage should be placed along Ben Howard Road to inform people and emergency response providers where to turn to enter the site.

Identification

Currently, a “Public Fishing”, “Discover Pass”, and “Closed After Dark” sign identifies the entrance to the access site. These signs do not properly identify the entrance to the site and do not provide any information that indicates the site provides river access. These signs blend into the environment and are difficult to read or notice because they are placed parallel with the road.

A larger identification sign that is perpendicular to the road should replace the current signage. The sign should stick out in the environment so it does not blend into the surrounding trees and shrubs. The sign should include information that provides name, location, and amenities of the site for visitors and informs emergency responders that they have arrived.
Parking
Two parking areas located on either side of the boat launch are capable of fitting multiple cars and trailers. To help improve the organization of the parking, one of the areas should be designated for trailers only and the other for cars only.

Boat Launch
The size of the boat launch is smaller than other river access sites. The vegetation around the launch is overgrown and can make launching a larger boat difficult for visitors.

When the river is low, visitors are driving and parking on the gravel bar. Driving on this surface is harmful to the environment and negatively impacts the river habitat. For example, due to the compaction of the rocks, laying eggs becomes much more difficult for the salmon.

Vegetation around the boat launch should be trimmed to make it easier for visitors to launch their boats. Near the entrance of the boat launch warn visitors not to park or drive on the gravel bar and share the harm it causes to the environment. The impacts of driving on the rocks could be a simple statement or could be explained more in depth on an interpretive panel. Awareness of the harm it causes will help dissuade people from parking on the gravel bar in the future.
Al Borlin Park
City of Monroe, WA

This 90-acre park is owned by the City of Monroe and is largest and among one of the oldest in the city and offers stunning views of the river. Much of the land lies on a peninsula formed by the Skykomish River and Woods Creek. It is a thickly wooded natural park with a 1.2 mile network of soft-surface gravel trails. Trails and a landscaped picnic area, on the southwestern tip of the park, can be accessed by crossing the pedestrian bridge from Lewis Street Park, where parking and a permanent restroom facility is located. A gravel road, along the eastern edge of Simons Road, provides connections to trails and the river for anglers and others. Access to a boat launch is unavailable at this site.
Wayfinding to the Site

There are no vehicular signs to guide people to either the northeast or southwest entrances of Al Borlin Park from any of the roads that lead to the site.

Identification

Northeast Entrance

An identification sign and a general park rules sign are located at the northeast entrance to the park. Due to the small size of the identification sign and the natural colors and materials it is constructed from, the sign blends into the environment and can easily be missed as people drive into the park. Minus the name of the park other messages on the sign are too small for vehicular traffic to read. Landscaping around the sign blocks some of the information that is located at the bottom of the sign.

Foliage covers the adjacent general park rules sign which hinders its visibility. Because this sign is designed at a pedestrian scale, it is not effective for vehicular traffic. Most people will drive by this sign and not stop to read it. Pedestrian access is not ideal at this location either, as people must walk down the road along side traffic to access the site.

A larger vehicular scale identification sign should be located at this entrance. The general park rules sign should be eliminated from this location. Park rules should be placed in areas where people are more likely to read them like near parking lots or recreation areas. Sign designs for both sign types need to be updated and provide simpler and more visible communication.
Southwest Entrance

A southwest entrance to Al Borlin Park is accessible from a pedestrian pathway in Lewis Street Park. No signs are present to specifically guide visitors to “Al Borlin Park”. Rather, only a singular sign is provided but it directs visitors to an “Interpretive Site”. Before people cross the bridge to the park entrance, they are greeted with a warning sign which tells them not to sit, stand, jump or dive from the bridge. At the end of the bridge is the identification sign for the park.

All wayfinding messages should direct people to “Al Borlin Park”. Directing to an interpretive site or other amenities within the park should be done after people pass the identification sign. The warning sign is one of the first communications a visitor is confronted with and it is not a welcoming greeting for someone just entering the park. The same sign is repeated on the bridge itself. Remove the warning sign from the entrance of the bridge and use only one sign on the bridge to communicate this message. The message on the bridge is located below the rail and below one’s line-of-site. Remove this sign and attach a new smaller sign onto the bridge rail.

The identification sign sits low to the ground and is not in a good line-of-sight. The sign should be updated and the messaging should be placed at a better height for readability.
Graffiti

Driving into Al Borlin via Simons Road, graffiti reading “Keep out! Private Property” in large red letters is visible on concrete barriers that line the side of the road. Graffiti of this nature is commonly associated with places that people feel are out of control, poorly managed, unorganized, or in decay. It can make people feel stressed or uncomfortable. To create a more welcoming environment that feels cared for and makes people feel safe or relaxed, remove any handwritten graffiti. Replace the message with a well designed sign that provides the same message. A sign will be better received than graffiti.

Park Rules

General park rules signs are located near both entrances to the park. They both show obvious signs of wear and tear. Content on the signs is excessive and likely not read by most park users. Signs of this nature need to be simpler in content. Using pictorial symbols and breaking up information into smaller sets of information makes reading these types of signs easier and faster.

Speed Limit Signs

The speed limit inside the park is 10 mph and is indicated by signs with a yellow background and black text. These signs are too small and located too close to the ground to be easily read by vehicular traffic. The signs are often surrounded by foliage or are located too far away from the road which also impairs visibility. These signs are outside the regulatory standard for how speed limits are generally portrayed on roads and instant recognition of what these signs are trying to communicate likely goes unnoticed. The current speed limit signs should be removed and replaced with standard traffic control speed limit signs, as seen on typical roadways and highways.
Amenity Wayfinding and Identification

Trailheads, picnic areas, restrooms, and other park amenities are not identified on-site and no wayfinding signs are available to direct people to them. Provide wayfinding and identification signage for all park amenities. The trails in the park do not currently have names and it is unclear how long a trail may be. To make wayfinding to trails easier, trail names should be created. The length of the trails should be identified on a map so that people can determine if they want to do the trail and can assess how long it may take them.

Interpretive Signage

Interpretive signs are located near the southwest entrance of the park. Noticeable wear and tear is visible on the sign panels and sign structures. The graphics on the interpretive panels contain too much information. The small type and plain graphics do not entice people to spend time reading the sign.

Interpretive signage needs to be simple and should not overload people with excessive amounts of information. All interpretive sign panels should be replaced with new signs that better communicate their subject matter in a more engaging and visually appealing way. If multiple interpretive signs are sprinkled throughout the site, provide a map so that people can locate the different signs throughout the park.
Lewis Street River Access
City of Monroe, WA

The Lewis Street River Access is owned by the City of Monroe but managed by the Washington Department of Fish and Wildlife. The large boat launch offers easy access and plenty of space for interpretative signage as it adjoins a 32-acre park.

**25.0 RIVER MILE**

**Boat Launch Access**
Motorized
Non-Motorized

**Site Amenities**
Hiking, Restroom, Fishing

**Available Parking**
Car, Trailer

**Parking Pass/Fees**
Discover Pass or Vehicle
Wayfinding to the Site / Identification

The Lewis Street River Access site can only be entered if you are heading south on Lewis Street. A brown recreation sign is the only sign that directs visitors toward the entrance to the access site. The sign is large enough to be read, however, it is located too close to the site entrance. Wayfinding signage should be located farther north on Lewis Street to give drivers enough time to prepare to enter the site. The current sign should be replaced with an identification sign.
**Parking**

Two parking areas are available for use at the river access site. The first area is a large gravel lot near the boat launch that can be used by cars and trailers. The other area is an upper lot along Lewis Street, which is a paved area used for additional/overflow parking. Both of these areas do not currently use signage or features (parking lines, parking blocks, etc.) to help organize the cars or trailers. Since these parking organization tools are not used, visitors park wherever space is available. This causes the lot to become unorganized, which can be an issue during high volume times.

The Lewis Street Concept Plan indicates the lower lot is to have trailer parking on the outside edges of the lot, while cars are to use the interior and area closer to the boat launch. The same concept plan shows diagonal parking being added to the upper lot.

Based on the concept plan, add parking signage that indicates car vs. trailer parking to both of the lots. To help organize the parking spaces, parking blocks (or similar) should be added to the lower lot and parking lines to the upper lot.

**On-site Wayfinding**

No vehicular or pedestrian signage is present on-site to direct visitors to site amenities or local destinations. The lack of wayfinding signage prevents visitors from understanding the amenities and opportunities the site and city offer.

Add a vehicular wayfinding sign at the first intersection when entering the site. This sign should direct drivers to all of the on-site amenities. An additional vehicular wayfinding sign should be located near the site exit to direct visitors to the destinations within Monroe. A pedestrian wayfinding sign should be located near the western edge of the park to direct visitors to the Skykomish River Park and Cadman Site. Another pedestrian sign next to the upper lot would help direct visitors between the river access site, Lewis Street Park, and Al Borlin Park.

The Concept Plan indicates that pedestrians should be able to walk between the lower lot and the upper lot/Lewis Street Park area. In the path that pedestrians must use to walk between these areas there are no pedestrian crosswalks. Create a pedestrian pathway to increase pedestrian safety and allow a better circulation flow between the river access site, Lewis Street Park, and Al Borlin Park, as shown in the Concept Plan.
**Boat Launch**

The boat launch at this site can be used for both motorized and non-motorized boats. The size and quality of the launch attracts many visitors. It is also heavily used because it is a major takeout location, due to its position on the river.

Local boaters familiar with the boat launch, mentioned when the river is low visitors have to be careful of launching their crafts, due to a drop-off at the end of the launch. A drop-off warning sign should be added near the top of the launch to inform users before they begin launching their boat.

As indicated in the Concept Plan, an information hub area should be located in the handicap parking area near the top of the boat launch to increase user awareness and safety before entering the river. The handicap parking should be relocated.
Pilchuck Julia Landing
City of Snohomish, WA

The Pilchuck Julia Landing is the City of Snohomish’s new “20-Acre Park”. The site opened in the Spring of 2017 and provides a boat launch for motorized and non-motorized boats, adequate parking, and a restroom. No parking fees are required to use this access site.

The Pilchuck Julia Landing is within walking distance to the city’s historic downtown. There are also opportunities for the site to connect with nearby recreational trails like the Centennial or Riverfront Trail, however, obvious pathway connections have not yet been implemented.

A master plan is currently being developed for this property with a focus on habitat restoration and pathway/trail connections. In the future the site may be used as a venue for summer events like concerts, open markets, or tournaments.
Identification
The Pilchuck Julia Landing does not have an identification sign at the actual access site. Instead two wayfinding directionals that show the motorized boat icon and an arrow flank the entrance. Not having an identification sign at the entrance impairs the ability for both visitors and emergency response teams to easily find the access site.

The purpose of the wayfinding directionals is to direct people to the access site’s entrance; they do not serve as an identifier. By using only the motorboat icon alone, people may assume this is a launch sight solely for motorized boats and not realize that non-motorized boats can launch from this site as well.

An identification sign should be located within a line-of-sight of northbound and southbound traffic on Lincoln Avenue to inform visitors and emergency responders they have arrived.
Parking

The Pilchuck Julia Landing provides a paved parking lot that uses painted lines to indicate appropriate spots for both cars and trailers to park. An overflow parking lot is available at the southern end of the property. It is unclear when you enter the site that an overflow lot is available. Wayfinding signage that directs to the overflow lot is placed parallel to the parking lot. Because the sign is not perpendicular to the driver, it makes the sign harder for vehicular traffic to notice.

Two identification signs are located at the entrance to the Overflow Parking area in addition to two A-Frame signs that read, “Park not open to the public beyond this point.” It appears that the overflow parking area is also used by a local farmer that lets his cows graze in the area. When there aren’t many people using the access site or when the cows are using the area, the overflow parking is closed to the public.

Boat Launch

The boat launch at the site provides access for motorized and non-motorized boats.
Cady Park
City of Snohomish, WA

Cady Park is a small park owned by the City of Snohomish and is located on the Snohomish River near the historic district of the town. Visitors using the site can access the Centennial Trail, which is a riverfront trail located along the Snohomish River that connects to Downtown Snohomish. The site used to provide access to both motorized and non-motorized boats, however, as of June 30, 2017, access for motorized boats was discontinued, due to the opening of the Pilchuck Julia Landing. Now the Cady Park boat launch only serves non-motorized boats.

The concrete boat launch shows severe damage and has a severe drop-off at low tide. This could use repair but is usable for non-motorized boats.

**Boat Launch Access**
Non-Motorized

**Site Amenities**
Hiking, Biking, Picnic Area, Restroom, Fishing, Boat Rack

**Available Parking**
Car, Trailer

**Parking Pass/Fees**
None Required
Identification
Cady Park’s identification sign is difficult to see and recognize in its environment because the sign panel color blends with the green fence behind it and it is small in size. The multiple regulatory signs that are adjacent to the sign create signage clutter and distract from the sign’s message. The sign does not provide a good sense of arrival for a visitor. The current sign should be replaced with a sign that is more identifiable.

The sign identifies the site as Cady Landing whereas it shall be identified in the signage system as Cady Park. The park is referred to as Cady Park on Google Maps which is a prime source people may use to navigate to the park. The City of Snohomish’s website uses both Cady Landing and Cady Park to refer to the same site. The name Cady Park should be used on-site, online, and in any other application.

Parking
Several no parking zone signs are located around the park’s drive. Parking is permitted in the gravel area which is located at the east end of the park. No parking identification sign is present to indicate this is where cars should park. Provide an identification sign to designate this area. Additionally, no parking lines are provided. As such, visitors do not park close to one another which takes up valuable space that could potentially be used by others. Temporarily provide parking lines for a couple of seasons to get people familiar with how to park closer together.
On-site Wayfinding

Cady Park provides a variety of amenities and recreational opportunities including: non-motorized boat launch, restrooms, picnic tables, parking, a kayak boat rack, fishing, and hiking and biking trails. Only two signs provide wayfinding information at the site. One sign directs people to head north to access the Centennial Trail and the other identifies the Snohomish River Trail. These signs alone are insufficient in helping people to understand and find all the amenities the site offers.

Boat Launch

When the Pilchuck Julia Landing access site opened, motorized boat access was discontinued at Cady Park. A sign nailed to a tree directs people to the Pilchuck Julia Landing site address for motorized access. As two years has passed since this boat launch stopped allowing motorized boats and because the Pilchuck Julia Landing has become more well known, this sign should be removed to reduce signage clutter.

The notice sign and the caution sign are placed haphazardly onto the tree trunk which creates a disorderly appearance. Regulatory signs should be located and organized in a logistical manner. When signs are aesthetic and placed correctly in the environment they are more likely to be seen, read, and provide greater awareness of the information being displayed.

Boat Rack

The on-site boat rack is available so that visitors can temporarily store their hand-carry boats. It is a convenient amenity that gives boaters an opportunity to explore the City of Snohomish for food, shopping, hiking and other experiences without worry of their boat being stolen. Providing an identification sign for the boat rack would be helpful for visitors that may not be familiar with this type of amenity at the park.

Boat Launch

The concrete boat launch shows severe damage and has a severe drop-off at low tide. This could use repair but is usable for non-motorized boats.
Wayfinding Signage

Methodology
Wayfinding encompasses all of the ways in which people orient themselves in a physical space, navigate from place to place, and enhance their understanding and experience of the space. Wayfinding uses visual information such as signage, maps, landmarks, and other elements to help navigate the public through unfamiliar and/or complex environments. These visual cues are designed to direct users to a destination and allow them to experience the space without confusion, creating a positive visitor experience and a sense of comfort and security. The development of a comprehensive wayfinding system takes into consideration numerous factors that affect public circulation and the varying levels of user interaction or experience. They are designed to project a consistent brand, provide essential information, and connect people to their destinations.

Wayfinding requires the use of a variety of sign types such as directional, identification, informational, branding or promotional. These sign types are designed to work harmoniously, yet independently, to create a cohesive system that guides people to destinations and provides a sense of place. Successful wayfinding signage systems are based on human behavior and should consist of the following characteristics:

- Signage design must be user-friendly and provide a comprehensive, clear, and consistent visual communication system which is legible and supplies uncomplicated messages.
- The signage design should be aesthetically pleasing, create a sense of place, and be appropriately scaled to its location or environment.
- The number of signs placed in the environment should be limited to only what is essential to get people to their destinations.
- The signs should be easy to install, remove, clean, or repair.

It is equally important to note that there are other alternative methods besides signage that can be used to enhance the functionality of a signage and wayfinding system. Appropriately incorporating landmarks, landscaping, furniture, public art, and interactive or media technology into a wayfinding system can be beneficial and aids in augmenting a sense of place.

Skykomish-Snohomish Wayfinding Signage
The Skykomish-Snohomish wayfinding signage system was developed with extensive advice and consultation from project’s Technical Advisory Group (TAG). During the design process the TAG supplied input and feedback in the development of the final wayfinding signage design.

The following pages will identify the final sign types and designs that are to be manufactured in the implementation process. Dimensions, materials, and other specifications regarding the signage design are available in the Skykomish & Snohomish Rivers Wayfinding Signage Design Intent: Final document which can be obtained from the Snohomish County Department of Parks, Recreation and Tourism.
A.1 Vehicular Site Identification

Location
This sign type is to be located at primary vehicular entrances to river access sites and placed perpendicular to the road. The sign should be visible to vehicular drivers as they approach. The sign is appropriately sized to be used on access roads whose speed limits range from 35-65+ miles per hour. Where applicable, the location of the sign is to follow WSDOT guidelines and be reviewed by the WSDOT prior to installation.

Content
This sign includes the name of the access site, the river mile, and the address of where the site is located. It also is designed to identify up to four recreational activities available at the access site and provides the logo and name of the land management agency. The sign is double-sided so that the information can be read by traffic that is traveling in both directions.

A.2 Vehicular Site Identification

Location
This sign type is to be located at primary vehicular entrances to river access sites and placed perpendicular to the road. The sign should be visible to vehicular drivers as they approach. The sign is appropriately sized to be used on access roads whose speed limits range from 15-35 miles per hour. Where applicable, the location of the sign is to follow WSDOT guidelines and be reviewed by the WSDOT prior to installation.

Content
This sign includes the name of the access site, the river mile, and the address of where the site is located. It also is designed to identify up to three recreational activities available at the access site and provides the logo and name of the land management agency. The sign is double-sided so that the information can be read by traffic that is traveling in both directions.
A.3 Pedestrian Site Identification

Location
This sign type is to be located at primary pedestrian entrances to river access sites and placed perpendicular to a pedestrian’s path of travel.

Content
This sign identifies public river access sites from the roadway. It includes the name of the access site, the river mile, and the address of where the site is located. It also is designed to identify up to three recreational activities available at the access site and provides the logo and name of the land management agency.

B.1 Vehicular Directional

Location
This sign type is to be located along roadways with speed limits of 35 or 50 miles per hour. The sign shall be placed perpendicular to the road. Where applicable, the location of the sign is to follow WSDOT guidelines and be reviewed by the WSDOT prior to installation.

Content
This sign directs the public to the entrance of the access site from primary roadways. The sign shall direct up to three destinations. When guiding to destinations that are in different directions, a line is to be used to visually separate the content.

When located on a 35mph road, the type size will be 5” and the sign can hold up to three messages. When located on a 50mph road the type size will be 6” and the sign can hold one message.
B.2 Vehicular Directional

Location
This sign type is to be located along roadways with speed limits of 25, 30 or 35 miles per hour. The sign shall be placed perpendicular to the road. Where applicable, the location of the sign is to follow WSDOT guidelines and be reviewed by the WSDOT prior to installation.

Content
This sign directs the public to the entrance of the access site from primary roadways. The sign shall direct to one or two destinations. When guiding to destinations that are in different directions, a line is to be used to visually separate the content.

When located on a 25 or 30mph roads, the type size will be 4” and the sign can hold up to two messages. When located on a 35mph road the type size will be 5” and the sign can hold one message.

B.3 Vehicular Directional

Location
This sign type is to be located along roadways with speed limits of 25 or 30 miles per hour. The sign shall be placed perpendicular to the road. Where applicable, the location of the sign is to follow WSDOT guidelines and be reviewed by the WSDOT prior to installation.

Content
This sign directs the public to the entrance of the access site from primary roadways. The sign shall direct to one destination. The type size will be 4”.
**C.1 Vehicular Directional**

**Location**
This sign type is to be located along vehicular pathways that are within the access site and shall be placed perpendicular to a vehicle’s path of travel.

**Content**
These signs are designed to guide the public to multiple on-site recreational activities. Destination names, symbols, and directional arrows are used to communicate and provide navigation. When guiding to places that are in different directions, a line is to be used to visually separate the content. The height of the type for this sign is 3”.

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**C.2 Vehicular Directional**

**Location**
This sign type is to be located along vehicular pathways that are within the access site and shall be placed perpendicular to a vehicle’s path of travel.

**Content**
These signs are designed to guide the public to multiple on-site recreational activities. Destination names, symbols, and directional arrows are used to communicate and provide navigation. When guiding to places that are in different directions, a line is to be used to visually separate the content. The height of the type for this sign is 3”.
**C.3 Vehicular Directional**

**Location**
This sign type is to be located along vehicular pathways that are within the access site and shall be placed perpendicular to a vehicle’s path of travel.

**Content**
These signs are designed to guide the public to one on-site recreational activity. Destination names, symbols, and directional arrows are used to communicate and provide navigation. The height of the type for this sign is 3”.

---

**D.1 Parking Directional**

**Location**
This sign type is to be located within the access site’s parking areas. It can be placed either perpendicular or parallel to the path of travel.

**Content**
These signs organize where cars and trailers should park. They also identify if a Discover Pass or Northwest Forest Pass is required.
E.1 Pedestrian Directional

Location
This sign type is to be located along pedestrian pathways that are within the access site and shall be placed perpendicular to a person’s path of travel.

Content
These signs are designed to guide the public to multiple on-site recreational activities. Destination names, symbols, and directional arrows are used to communicate and provide navigation.

E.2 Pedestrian Directional

Location
This sign type is to be located along pedestrian pathways that are within the access site and shall be placed perpendicular to a person’s path of travel.

Content
These signs are designed to guide people to a singular recreational activity. The symbol identifies the activity and the directional sign navigates people to destinations that are associated with the activity.
E.3 Pedestrian Directional

**Location**
This sign type is to be located along pedestrian pathways that are within the access site and shall be placed perpendicular to a person’s path of travel.

**Content**
These signs are designed to guide the public up to two on-site recreational activities. Destination names, symbols, and directional arrows are used to communicate and provide navigation.

F.1 Destination Identification

**Location**
This sign type is located at the entrance or approach to a destination and signifies to a person that they have arrived. The sign may be placed perpendicular or parallel to a person’s path of travel.

**Content**
Destination names and symbols are used on the front face of the sign.
F.2 Boat Launch Identification

Location
This sign type is located at the entrance or approach to a boat launch. The sign is to placed perpendicular to a person's path of travel.

Content
This sign communicates whether the boat launch is suitable for motorized boating or non-motorized boating and warns people that use of the boat launch is at their own risk.
SECTION 4

Regulatory Signage Components
Regulatory Signage

Methodology

Regulatory signage identifies information that is intended to help regulate people’s actions in a specific place. The signage acts as the “voice” of the owner/manager of that site so visitors act accordingly and are aware of any rules, regulations, or guidelines. The type and amount of rules and regulations on regulatory signage can vary depending on the use or purpose of a space. Regulatory information is more effective when the content is provided as simple as possible through either text, symbols, or images. Using symbols or images are more effective when trying to communicate to different cultures and languages. Providing proper regulatory signage ensures that visitors act properly in a space and are aware of what is and isn’t allowed. When regulatory information is communicated poorly, it can lead people to treat environments poorly due to their lack of education about the site.

To develop regulatory sign types, the use or purpose of a space must be properly analyzed. This is to make sure the sign type used communicates the regulatory information correctly. If too many signs are used, the site can feel overbearing and unwelcoming. If not enough signs are used the rules and regulation will not be well understood by the guests and they may engage in behaviors or actions that are unwelcome.

Many standard regulatory signage designs already exist. The problem with most of the current regulatory designs is that most people are too familiar with these designs and see them almost everyday. This causes people to be desensitized to these signs and they tend to go unnoticed or blend into the environment. To make the regulatory signage more noticeable at the river access sites, the signage design uses colors, shapes, forms, and messages that people typically associate with specific types of regulatory signage, yet it does not fully replicate standard regulatory sign design. This provides a new visual interest in the information that is being communicated and conveys the content in a new manner that stimulates interest and awareness.

Skykomish-Snohomish Regulatory Signage

The Skykomish-Snohomish regulatory signage system was developed with extensive advice and consultation from project’s Technical Advisory Group (TAG). During the design process the TAG supplied input and feedback in the development of the final regulatory signage design.

The following pages will identify the final sign types and designs that are to be manufactured in the implementation process. Dimensions, materials, and other specifications regarding the signage design are available in the Skykomish & Snohomish Rivers Regulatory Signage Design Intent: Final document which can be obtained from the Snohomish County Department of Parks, Recreation and Tourism.
1. A Small Regulatory Location
This sign type is to be used within the access sites near areas that require regulatory information about parking or sanitation of the site.

Content Guidelines
This sign shall provide visitors with various regulatory information for parking and sanitation. It is designed for regulatory information that is of less importance to the site and does not need to be visible from a far distance.

2. A Medium Regulatory Location
This sign type is to be used within the access sites near areas that require regulatory information about parking or caution notices about the site.

Content Guidelines
This sign shall provide visitors with various regulatory information for parking or cautions notices. It is designed for regulatory information that is of strong importance to the site which need to be visible from a distance.
3.A Large Regulatory

Location
This sign type is to be used within the access sites near areas that require regulatory information about parking or access to the site.

Content Guidelines
This sign shall provide visitors with various regulatory information for parking and access to the site. It is designed for regulatory information that is of very strong importance to the site which need to be highly visible from a distance.

4.A Three Panel Regulatory

Location
This sign type is to be located near the approach or entrance to a boat launch. It should be placed so that the face of the sign can be read by visitors entering the water and the backside can be read by visitors exiting the water.

Content Guidelines
This sign type informs visitors of important regulatory information entering/exiting the boat launch. The face of the sign shall include three different regulatory panels. In instances where the boat launch is also a takeout, the backside of the sign should include an invasive species Clean, Drain, Dry panel.
4.B Two Panel Regulatory

Location
This sign type is to be located near the approach or entrance to a boat launch. It should be placed so that the face of the sign can be read by visitors entering the water and the backside can be read by visitors exiting the water.

Content Guidelines
This sign type informs visitors of important regulatory information entering/exiting the boat launch. The face of the sign shall include two different regulatory panels. In instances where the boat launch is also a takeout, the backside of the sign should include an invasive species Clean, Drain, Dry panel.

5.A/5.B River Information

Location
This sign type shall be located near the approach or entrance to the boat launch. In instances where this sign cannot be located near the boat launch, it should be placed in an area that is highly visible for visitors preparing to access the river. It should also be located near sign type 6.A.

Content Guidelines
This sign provides important river information such as river maps, river travel times, emergency contact information, American Whitewater information, and interpretive information. Map content will vary depending on if the site is located in the upper, middle, or lower section of the river system. The interpretive panel on the front of the sign can be left off and attached at a later date, when the interpretive information is finalized.
6.A River Classification
Location
This sign type shall be located near the approach or entrance to the boat launch. In instances where this sign cannot be located near the boat launch, it should be placed in an area that is highly visible for visitors preparing to access the river. It should also be located near sign type 5.A/5.B.

Content Guidelines
This sign identifies the various rapid classes that visitors may experience on the river. It includes information such as a summary, image, and skill level so people have a better understanding of what they will experience on the river from a particular access site’s location. An adjustable panel on the side of the sign can be moved to better inform visitors about changing river conditions from season to season. This sign also describes various flotation devices that are unsafe and prohibited from being used.

7.A Site Rules & Regulations
Location
This sign type is located in areas where there is a high pedestrian presence and can be visible to visitors who just parked and are accessing the site.

Content Guidelines
This sign identifies the rules and regulations for each of the access sites. The top panel includes important numbers and addresses, as well as information that needs to be written out and cannot be communicated through a symbol. The bottom panel includes symbols of activities that are prohibited on site. The more information that can be used as a symbol is encouraged so people of all languages are able to understand the rules and regulations of the site.
SECTION 5
Implementation Prioritization Strategy
Phasing Strategy

Implementation Prioritization Strategy
The Implementation Prioritization Strategy is separated into two types of phases, Project Phases and Construction Phases. Project Phases identify a series of project activities that must be performed before actual construction begins. The Construction Phases involve the actual fabrication and installation of the signage systems. Dividing the implementation process into project and construction phases makes the implementation process easier to manage, since it breaks down the process into smaller, more workable tasks. The implementation strategy that is defined herein was developed to provide the most advantageous planning strategy to implement the wayfinding, regulatory, and interpretive signage systems and includes the following phases:

**Project Phases**
- Project Phase 1: Approvals
- Project Phase 2: Prototypes and Testing
- Project Phase 3: Reduce Signage Clutter
- Project Phase 4: Develop the Interpretive Program
- Project Phase 5: Continue Wayfinding and Regulatory Signage Implementation at Other Access Sites

**Construction Phases**
- Construction Phase 1: Regulatory Signage 100% Completion
- Construction Phase 2: Wayfinding 50% Completion
- Construction Phase 3: Wayfinding 75% Completion
- Construction Phase 4: Wayfinding 100% Completion
- Construction Phase 5: Interpretive Signage and Other Access Site Signage

To implement a comprehensive wayfinding and regulatory signage system, land management agencies will need to work together in each of the phases. Working together provides the following benefits:
- Effective cost advantages due to economy of scale
- More advantageous when applying for grants
- Reinforces clear and concise communication and safety messages at every site
- Positively influences how people use and access the river which creates better awareness and respect for the river and enhances the experience for recreationists
- Serves as an example and a resource to other municipalities, governmental agencies, and the broader river running community of how collaboration and cooperation produces a safe and sustainable approach to river recreation
- Discontinues the misuse of the access sites and prevents sites from incurring more neglect or vandalism

**Project Phase 1**
**Approvals**
Before construction commences, written approval from all jurisdictions, including Cities, County, WSDOT and land management agencies should be obtained. Approvals shall provide consent for the project or project phase to proceed into final construction and implementation. The amount of time for completion of this task may vary as acquiring approvals may take time and will be dependent on the specific approval processes jurisdictions or agency’s are required to perform for project’s of this nature.

**Project Phase 2**
**Prototypes and Testing**
In this project phase, prototypes of a few key signs are to be fabricated and temporarily installed. Signs types selected to be fabricated should demonstrate primary design elements and/or construction methods that are used throughout the entire sign family. If little to no changes are needed to perfect the prototypes, these signs can be used as part of the overall sign quantity. Typically, prototypes are not required beyond this phase of implementation of standards unless a new sign type is added to the system. Once a fabricator is selected to construct the prototypes, manufacturing of these signs should take 6 to 8 weeks.
Developing prototypes, before the full manufacturing of the signage system commences, is highly important. It creates a key quality assurance measure and design standard that all future sign implementation must meet or follow so that future signage is fabricated in a consistent manner. Prototypes demonstrate the scale, dimension, color, graphic elements, finish, and construction of the signage. Reviewing these signage elements in advance of full production ensures practicality and aesthetic quality, before final implementation. Testing and validating the performance of the signage also guarantees that any deficiencies are fixed before a large quantity of signs are produced which is more economical for the project.

**Project Phase 3**

**Reduce Signage Clutter**

An important first step in implementing the wayfinding and regulatory signage program is to remove any existing signage that is inaccurate, unnecessary, or redundant in the environment. This can be done in tandem with the installation of the new program or in the months leading up to the installation.

Identifying and rectifying signage clutter improves the river access sites by removing irrelevant, damaged, worn out and unnecessary signage. It rationalizes the signs to make sure they’re only provided where needed. It also reduces maintenance costs (cleaning, replacing, cutting foliage, etc) and improves the environment for the visitor by giving a less cluttered visual experience when they are driving or walking around on-site.

**Demolition / Sign Removal Plans**

Any demolition or sign removal plans that are needed to obtain support or approval by land management agencies or to inform those who may be responsible for the removal of signage will need to be created. This can either be developed by members of the TAG, the land management agencies or the County or by working with a signage consultant who can help produce the appropriate drawings and coordinate this process.

**Project Phase 4**

**Develop the Interpretive Program**

Developing an interpretive signage program for the access sites will: 1) instill a healthy respect for river resources, 2) share important natural, cultural, and historical information, 3) ensure appropriate recognition for the cultural heritage and treaty rights of the Tulalip Tribes is acknowledged, in relation to the rivers and their ecosystem, 4) promote ownership and respect for the sites which will reduce and deter vandalism and poor user behavior. The Interpretive Signage Themes/Content document introduces a wide range of ideas related to cultural heritage and discusses some broad overarching themes and interpretive concepts as well as specific suggestions for potential content that can be addressed at each of the access sites. It also includes a brief overview of other potential ways to engage the public through joint efforts with local historical societies, cultural centers, municipalities, agencies, and community groups.

Utilize the Interpretive Signage Themes/Content document to formulate a comprehensive interpretive signage program that provides education and awareness of important natural, cultural, and historical topics at each of the access sites. Through the interpretive development process be mindful of keeping the content and messages simple. A primary goal should be to educate visitors with interpretive panels or other types of interpretive elements that are pictorial, evocative, informative and yet also succinct and focused. Users of each of the sites should come away with key interpretive messages that convey the significance of the river system and the need to protect its resources.

**Project Phase 5**

**Continue Wayfinding and Regulatory Signage Implementation at Other Access Sites**

This project only prepared regulatory and wayfinding signage for 11 access sites along the Skykomish and Snohomish River systems. Other river access sites not included in this project should be assessed for signage needs and have the same signage implemented at these locations so that there is consistent communication of wayfinding and regulatory content along the entirety of the Skykomish, Snohomish river system. Additional signage may need to be developed for these access sites as their needs may vary from the work that was completed for this project. Work with a signage consultant to assess the sites, locate signage, and design and prepare drawings as needed for additional signage.
Construction Phases

Bid Documents
When ready to proceed into a construction phase, the project will first need to go out for bid. The final wayfinding and regulatory design intent documents, along with sign location plans and message schedules, will need to be supplied to sign fabricators for them to supply costs. All final wayfinding and regulatory design intent documents and sign location plans and message schedules can be obtained from the Snohomish County Department of Parks, Recreation and Tourism. When awarded, the sign fabricator will use these documents to create shop drawings and to understand the location of where signs are intended to be installed. The fabricator will be responsible for verifying all sign locations and ensuring proposed locations do not interfere with any public utilities. If there are any concerns regarding a sign location, the fabricator must inform the managing agency of the issue. The agency can either provide the fabricator a new location to place the sign or contact a signage consultant to receive a recommendation.

Construction Administration Consultant
Understanding that management staff may be unavailable to administer the construction process or may be unfamiliar with the processes that need to be performed to successfully coordinate the fabrication and installation of the signage program, hiring a consultant familiar with these construction administration services should be considered. The consultants responsibilities may include, but is not limited to:

- Organize coordination meetings with fabricators and stakeholders.
- Review shop drawings to verify compliance with design intent.
- Review paint samples and prototypes to verify compliance with design intent.
- Perform shop visits to observe the quality and progress of sign production in fabricator’s shop.
- Verify sign placements and locations; coordinate site visits if necessary.
- Provide post-installation punch list inspections.

Construction Phases
When considering a phased construction approach, it’s important to consider some potential disadvantages as well to this process. For instance, since different tasks will be spread out and repeated over time, the overall project will take longer. Understanding few things get less expensive with time, the cost for sign parts will likely increase, if the signage implementation won’t take place for months or years in the future. It is also more cost effective to purchase a bulk quantity of signs versus buying a few signs at a time. Additionally, since many sign locations rely on another location or sign to provide safety information or create a navigational pathway of information, implementing the signs in phases may create gaps in safety information or a visitor’s wayfinding journey. All project and construction phases must be completed to create a fully connected and cohesive wayfinding and regulatory system. The primary benefit of phasing the construction of a signage system is the ability to segment the project for budgeting purposes. Phasing the project will likely be necessary to fund the full construction.

Construction Phase 1: Regulatory Signage 100% Completion
The first phase of construction should complete the regulatory signage system in its entirety at all access sites. These signs are relatively inexpensive and will provide the most impact in providing important safety information. Also, producing these signs together is going to be more cost effective using an economy of scale approach. After the regulatory signage is installed, implement the wayfinding signage and follow that with the interpretive signage program, once it is developed.

Construction Phase 2: Wayfinding Signage 50% Completion
Implement at least half of the wayfinding signage program in Phase 2. Producing 50% of the overall sign quantity will reduce material and labor costs and is necessary for the system to be functional. Installation costs are also reduced because fabricators will not need to schedule as many install trips to the sites. Installing half of the wayfinding signs also avoids creating too many wayfinding gaps in the signage system which may occur if fewer signs were produced. Signage implemented in this phase should be for primary access sites that prove to have the highest utilization and are ultimately in the most need of this system.
**Construction Phase 3: Wayfinding Signage 75% Completion**
The signs included in this phase focus on secondary access sites that are not utilized as heavily.

**Construction Phase 4: Wayfinding Signage 100% Completion**
The signs in this phase focus on completing all remaining access sites and will likely include access sites that are not yet fully developed.

**Construction Phase 5: Interpretive Signage and Other Access Site Signage**
Interpretive signage should be implemented at all access sites, once it is developed. Additionally, once all signage needs and designs are determined for the remaining river access sites, implementation strategies should be provided to erect signage at these locations. This will provide comprehensive safety and wayfinding communication along the full river system.

**Project & Construction Phase Costs**
Costs for Project Phases 1, 2, 3, 4, and 5 are unavailable at this time. This cost will need to be determined by evaluating staff costs to manage, administer, and perform duties associated with obtaining approvals, identifying and fabricating prototypes, reducing signage clutter, developing an interpretive signage program, and continuing the signage systems within other river access sites. Supplied construction costs are budgetary estimates only and are provided below. Pricing is based on the phasing approach outlined in this document, therefore, unit costs are based on purchasing a bulk quantity of signs.

**Construction Phase 1: Regulatory Signage 100% Completion**
The chart below identifies the sign types, quantities, and estimated budget for signs designated to be fabricated and installed in Construction Phase 1: Regulatory Signage 100% Completion.

<table>
<thead>
<tr>
<th>SIGN TYPE</th>
<th>QUANTITY</th>
<th>UNIT COST</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.A Small Regulatory</td>
<td>29</td>
<td>$400</td>
<td>$11,600</td>
</tr>
<tr>
<td>1.B Small Regulatory</td>
<td>7</td>
<td>$475</td>
<td>$3,325</td>
</tr>
<tr>
<td>2.A Medium Regulatory</td>
<td>3</td>
<td>$425</td>
<td>$1,275</td>
</tr>
<tr>
<td>3.A Large Regulatory</td>
<td>8</td>
<td>$650</td>
<td>$5,200</td>
</tr>
<tr>
<td>4.A 3 Panel Regulatory</td>
<td>6</td>
<td>$1,000</td>
<td>$6,000</td>
</tr>
<tr>
<td>4.B 2 Panel Regulatory</td>
<td>4</td>
<td>$900</td>
<td>$3,600</td>
</tr>
<tr>
<td>5.A River Information Kiosk</td>
<td>8</td>
<td>$7,600</td>
<td>$60,800</td>
</tr>
<tr>
<td>5.B River Information Kiosk</td>
<td>0</td>
<td>$9,000</td>
<td>$0</td>
</tr>
<tr>
<td>6.A River Classification</td>
<td>6</td>
<td>$6,000</td>
<td>$36,000</td>
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<tr>
<td>7.A Site Rules and Regulations</td>
<td>16</td>
<td>$1,500</td>
<td>$24,000</td>
</tr>
</tbody>
</table>

**ADDITIONAL EXPENSES**

| Shop Drawings and Project Management | $5,500 |
| Freight, Installation and Site Survey | $25,000 |

**TOTAL # OF SIGNS** 87  **TOTAL COST** $182,300
**Construction Phases 2, 3, and 4: Wayfinding Signage 100% Completion**

The chart below identifies the sign types, quantities, and estimated budget for signs designated to be fabricated and installed in Construction Phase 2, 3, and 4: Wayfinding Signage 100% Completion. The total cost would be broken-up amongst the various construction phases and will depend on which sites are chosen for completion in each phase.

<table>
<thead>
<tr>
<th>SIGN TYPE</th>
<th>QUANTITY</th>
<th>UNIT COST</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>A.1 Vehicular Site Identification</td>
<td>5</td>
<td>$16,000</td>
<td>$80,000</td>
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<tr>
<td>A.2 Vehicular Site Identification</td>
<td>4</td>
<td>$14,000</td>
<td>$56,000</td>
</tr>
<tr>
<td>A.3 Pedestrian Site Identification</td>
<td>1</td>
<td>$12,000</td>
<td>$12,000</td>
</tr>
<tr>
<td>B.1 Vehicular Directional</td>
<td>9</td>
<td>$5,400</td>
<td>$48,600</td>
</tr>
<tr>
<td>B.2 Vehicular Directional</td>
<td>14</td>
<td>$4,800</td>
<td>$67,200</td>
</tr>
<tr>
<td>B.3 Vehicular Directional</td>
<td>13</td>
<td>$4,300</td>
<td>$55,900</td>
</tr>
<tr>
<td>C.1 Vehicular Directional</td>
<td>6</td>
<td>$5,000</td>
<td>$30,000</td>
</tr>
<tr>
<td>C.2 Vehicular Directional</td>
<td>6</td>
<td>$4,900</td>
<td>$29,400</td>
</tr>
<tr>
<td>C.3 Vehicular Directional</td>
<td>1</td>
<td>$4,700</td>
<td>$4,700</td>
</tr>
<tr>
<td>D.1 Parking Directional</td>
<td>31</td>
<td>$3,700</td>
<td>$114,700</td>
</tr>
<tr>
<td>E.1 Pedestrian Directional</td>
<td>6</td>
<td>$4,000</td>
<td>$24,000</td>
</tr>
<tr>
<td>E.2 Pedestrian Directional</td>
<td>1</td>
<td>$4,200</td>
<td>$4,200</td>
</tr>
<tr>
<td>E.3 Pedestrian Directional</td>
<td>3</td>
<td>$3,800</td>
<td>$11,400</td>
</tr>
<tr>
<td>F.1 Destination Identification</td>
<td>20</td>
<td>$2,700</td>
<td>$54,000</td>
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<tr>
<td>F.2 Boat Launch</td>
<td>6</td>
<td>$3,500</td>
<td>$21,000</td>
</tr>
</tbody>
</table>

**ADDITIONAL EXPENSES**

- Shop Drawings and Project Management | $17,500
- Freight, Installation and Site Survey | $120,000

**TOTAL # OF SIGNS** 126  **TOTAL COST** $750,600
### Funding Sources

#### Grants
The primary way wayfinding signage systems are funded are through federal, non-profit, or for-profit business grants. Grants are designed to fund ideas and projects that provide public services and stimulate the economy. They also support critical recovery initiatives, innovative research, and many other programs. To fund the fabrication and installation of the signage system, apply for a series of grants from various sources.

The grant process follows a linear life-cycle that includes finding the funding opportunity, applying, receiving award decisions, and successfully implementing the award. The specific actions along the life-cycle are grouped into three main phases:
- **Pre-Award Phase - Funding Opportunities and Application Review**
- **Award Phase - Award Decisions and Notifications**
- **Post Award - Implementation, Reporting, and Closeout**

It takes a considerable amount of time to get through the Pre-Award and Award phase. Timing of grant applications, award notification, as well as close-out deadlines must be carefully considered when implementing different phases of the signage system, as they will ultimately affect the schedule of when the project will be completed.

The following identifies several types of funding grants and programs that should be considered, in order to afford the implementation of the system. Application deadlines for the various grants vary and will need to be researched. The funding sources supplied are for reference only and may not identify every possibility for Federal, State, or local grant funding. Additional research may need to be performed to identify other funding opportunities not listed.

#### Federal Funding Sources

##### Department of Housing and Urban Development: Community Development Block Grant Program
The Community Development Block Grant program provides communities with resources to address a wide range of unique community development needs including neighborhood revitalization, economic development and improved community facilities and services.

##### Economic Development Administration: Public Works and Economic Development Initiative
Grants from this program help communities to revitalize, expand, and upgrade their physical infrastructure to attract new industry, encourage business expansion, diversify local economies, and support the generation or retention of jobs and investments. It also assists state and local interests in designing and implementing strategies to adjust or bring about change to an economy.

##### Federal Highway Administration
*Transportation or Transit Enhancement Programs* Funds are used to support the economic vitality of an area, increase the safety and security of the transportation system, increase the accessibility and mobility options available to people, protect and enhance the environment, and improve the integration and connectivity of the transportation system.

*National Scenic Byway Program* - Highway 2 is a part of the Stevens Pass Greenway which is a byway that extends from Monroe in Snohomish County, to beyond the project’s boundaries, to Peshastin in Chelan County. Funds from this program support projects that manage and protect roads with scenic, historic, cultural, natural, recreational, or archaeological qualities. It provides technical and financial assistance to help preserve America’s scenic roads and promote tourism and economic development. Grants are available to assist states in implementing projects on National Scenic Byways and developing state scenic byways.

##### National Endowment of the Arts - Our Town Grant
The Our Town grant program supports creative placemaking projects that help to transform communities by integrating arts and culture into community revitalization work with land-use, transportation, economic development, education, infrastructure, and public safety strategies. This funding supports local efforts to increase creative activity and to create or preserve a distinct sense of place.
Other Potential Funding Sources

Artpace – National Placemaking Fund
The National Placemaking Fund supports projects in which arts and culture play an intentional and integrated role in place-based planning and development that is human-centric, comprehensive, and locally informed.

Liveable Community Grants
Liveable community grants are designed to improve social connections through the built environment for people of all ages and abilities, expand work, volunteer, educational and/or training opportunities for all residents, and drive inclusive community engagement and interaction across a diverse population. Livable community grants are often provided by non-profit and for-profit businesses.

Funders’ Network Partners for Places Grant Program
Partners for Places is a matching grant program that creates opportunities for cities and counties in the United States and Canada to improve communities by building partnerships between local government sustainability offices and place-based foundations. National funders invest in local projects to promote a healthy environment, a strong economy, and well-being of all residents. Through these projects, Partners for Places fosters long-term relationships that make urban areas more prosperous, livable, and vibrant.

The National Parks Rivers, Trails, and Conservation Assistance Program
The National Park Service Rivers, Trails, and Conservation Assistance program supports community-led natural resource conservation and outdoor recreation projects across the nation. Their national network of conservation and recreation planning professionals partners with community groups, nonprofits, tribes, and state and local governments to design trails and parks, conserve and improve access to rivers, protect special places, and create recreation opportunities.

Washington State Arts Project Support Grants
Project Support Grants are meant to expand arts engagement and arts participation by providing funding to projects that support the creative, cultural, professional, and economic development of communities.

Snohomish County Department of Parks, Recreation and Tourism
The following are a list of potential funding sources that may be available through the County:
- Capital Improvement
- Assessments / Taxes
- Community Development
- Special Revenue Funds

Municipalities
The following are a list of potential funding sources that may be available through the cities:
- Capital Improvement
- Recreation and Cultural Services
- Hotel / Motel Lodging Tax
- Special Revenue Funds

Corporate / In-kind Support
Corporate and in-kind support from the following entities can also be solicited to aid project funding:
- Private Businesses
- Foundations
- Donors
Management and Maintenance

Signage Program Management
The management and maintenance of the signage will be the responsibility of the individual land management agency or agencies who operates an access site. To successfully manage the implementation of the sign program staff will be needed. Their responsibilities will include:

• Handling all communications with consultants or stakeholders throughout the implementation process.
• Contracting sign fabricators/installers.
• Providing final review and approvals of shop drawings, paint samples, and prototypes to verify compliance with the design intent of the signage.
• Coordinating with fabricator and stakeholders on any existing sign demolition and on-site installation.
• Scheduling meetings with the design team (when appropriate), stakeholders, and the fabricators/ installers to ensure the project meets the overall goals, stays consistent with the signage standards, and is meeting schedule and budget.

Signage Program Maintenance
Maintaining the sign system requires equipment and staff capacity to:

• Clean signs on a regular basis and remove graffiti from signs when necessary
• Manage a sign inventory database
• Facilitate sign repairs, replacement, or removal
• Facilitate the implementation of new signs, updates, or changes to signs
• Periodically remove unauthorized or outdated temporary signage

If equipment and staff are not available after the signage is implemented, it is recommended to seek outside support through a bid process, in order to properly maintain the signage program standard if possible.

Create a Sign Inventory Database
Keeping track of the signs and their condition is important to maintaining a signage system. It helps to record installation and location specifics and track maintenance activities. Creating a detailed database provides a list of all the signage and should include key details like: sign type, location, GPS coordinates, year installed, condition, date of last inspection, maintenance recommendations, photos or any other information that might be helpful.

Sign Type – Record the sign type number and name of the sign (i.e., “B.1 Vehicular Directional”). This information is important for ordering replacements or additional quantities.

Location – Describe the location of the sign (i.e., “Near entrance to Sportsman’s Park.”).

GPS Coordinates – If a GPS receiver is available, use it to mark the exact location of the sign. Often this information is requested to be provided by the fabricator who installs the signage. This information can then be supplied to the staff for inclusion into the sign database.

Year Installed – This information will help to prioritize maintenance and replacement schedules.

Condition – Record the condition of the sign, even if it is good or new. Update this information after every inspection. It may help to create a condition rubric (i.e., from “1 – new” to “3 – faded, chipped, damaged”) so that you can easily prioritize maintenance and replacement.

Date of Last Inspection – Update the date after each inspection so that maintenance efforts do not fall behind or get forgotten and to prioritize inspections.
**Maintenance Recommendations** – Recommendations should be based on the condition report and can range from simple cleaning to replacement. For all recommendations recorded, report which have been completed, date of completion, and by whom.

**Photos** – Take photos of the whole sign, its surroundings, and any necessary close-ups. A picture of the whole sign helps document overall fading of the sign panel and structure, chipping, oxidization, and other obvious damage. A wide shot of the signs surroundings will document the need for landscaping work and repositioning, if the sign is leaning. Close-up shots will identify specific damage or problems and provide reference to specific maintenance issues that need to be addressed.

**Develop a Maintenance Plan**
Although the signs are fabricated to resist premature weathering, they require periodic maintenance to ensure their proper appearance and long life. A plan for maintaining the signs should be developed. A typical maintenance plan includes the following steps:

1) **Inventory** – Use the sign inventory database to record important information and prioritize maintenance and replacement schedules. Always keep the inventory updated to reflect recent condition reports or newly installed signage. Use the inventory to manage any supply of replacement panels, if available.

2) **Condition Reports** – Set a rigid schedule of sign inspection. No more than one year should pass between inspections. Ideally, someone should document the condition of each sign once every six months. Condition reports are only helpful if they are consistently added to the inventory database for future reference.

3) **Maintenance** – Use the inventory and condition reports to determine when and how to conduct maintenance. As a general rule, each sign should be cleaned once a year. To save time, combine the annual condition survey with annual cleaning rounds, noting damage that will require additional work.

Sign panels and structures may get graffiti or sticker damage in high-traffic areas. These pieces can be carefully cleaned with soap and water, or Goo Gone for stickers and a mild paint thinner for graffiti. Professional or highly-trained staff should complete this cleaning to ensure that additional damage is not incurred.

4) **Replacement** – If a sign is severely damaged, no longer accurate, or no longer projecting a positive image, it must be replaced. Contact a signage fabricator to arrange a replacement order. Develop a list of approved vendors that can provide repairs, replacements, removals, or can fabricate and install new signs to simplify this process.

5) **Remove Temporary Signage** – Periodically remove unauthorized or outdated temporary signage to alleviate signage clutter in the environment.

**Material Standards**
All materials, hardware, and finishes used to fabricate any and all components shall be new (i.e. not previously used or operated in any other application) from the most recent manufacturer’s production supply and free from any defects impairing strength, durability or appearance.

All letter forms shall be aligned to maintain a base line parallel to the sign format. Margins must be maintained as specified by sign type layouts in the drawings.

**Metals**
Metals shall be the best commercial quality for the purposes specified and free from defects impairing strength, durability, or appearance. All joints must be welded, filled, ground and sanded smooth prior to painting to insure a uniform surface. All metals must be treated to prevent corrosion and staining of other finishes. All aluminum materials must be thoroughly sanded to remove oxidation and primed prior to painting to insure maximum paint adhesion.
Pressure Treated Wood
Pressure treated wood shall be the best commercial quality for the purposes specified and free from defects impairing strength, durability, or appearance. All areas that are cut for fabrication must be covered with pressure treated wood sealer to prevent rot, growth of fungus or mold, or any other impact that may decrease the lifespan of the product. All edges of areas that have been cut must be made smooth to insure a uniform surface.

Fasteners
All exposed fasteners shall be tamper-proof, resistant to oxidation and other corrosion, and painted to match adjacent surfaces. Concealed fasteners must be resistant to oxidation and other corrosion to prevent staining of other finishes. Nuts and bolts used on the footers and breakaway bases are to be anti-corrosive and galvanized.

Paints & Finishes
All paints and finishes shall match exactly the color, finish, and texture noted. The fabricator is to apply primer, top coat, and clear coat to all painted surfaces as follows. Use Tape IT Accelerator SM166A as needed to speed up the drying process. Paint shall be:
- Metal Pretreatment 74 734SP
- Matthews Paint Conventional Topcoat
- Matthews Paint Satin Clear 42 228SP

Unless otherwise noted, all pretreats, primers, coatings, and finishes shall be applied in strict accordance with the paint manufacturer’s specifications to provide the highest level of ultraviolet light resistance, weatherability, and overall longevity for both the materials indicated, and the environmental conditions of the final install locations. A polyurethane clear coating shall be applied to seal the paint and preserve the surface from wear and oxidation.

Paints and finishes shall be warranted against color fading, UV damage, cracking, peeling, blistering, and other defects in materials or workmanship for a minimum of five years from date of Owner’s acceptance. All paints shall be evenly applied without pinholes, scratches, orange peeling, application marks, and other imperfections. Workmanship with finishes and formation of letters shall conform to the highest standards of the trade.

Vinyl Film
All vinyl sheeting shall match exactly the color, finish, and durability of the manufacturers product as noted. Unless otherwise noted, all vinyl sheeting shall be installed in strict accordance with the manufacturer’s specifications to provide the highest level of ultraviolet light resistance, weatherability, and overall longevity for both the materials indicated, and the environmental conditions of the final install locations. Vinyl sheeting shall be warranted against color fading, UV damage, de-lamination, or peeling for a minimum of five years from date of Owner’s acceptance. All vinyl cutting shall be executed in such a manner that all edges and corners of finished letter forms are true and clean.

3M™ High Intensity Prismatic Reflective Sheeting 3930DS (White) shall be used for all reflective sheeting printing. All reflective sheeting surfaces shall be sealed with 3M™ Electrocut™ Film Series 1170 (Clear). All digitally printed vinyls shall be warranted from excessive fading, discoloring, cracking, crazing, peeling, and blistering, for 8 years from the fabrication date.