



Sitka Wayfinding Project

"Not all those who wander are lost" j.r.r. tolkien

Project Update Dec. 13, 2016

What is Wayfinding?

- A comprehensive and unified directional sign system
- Design is customized to the community



How did we get here?

Community Ideas

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Many Supporting Plans

Gateway Plan 1996 * Non-motorized Transportation Plan 2002

Sitka Comprehensive Plan * Sitka Visitor Industry Plan Ver. 1.0 * SVIP Ver. 2.0 2007

Sitka Marine Passenger Fee Fund-Project Implementation Master Plan 2009

Tourism Committee * Sitka Brand Wayfinding Committee

Sitka, Alaska Brand Blueprint Manual 2016

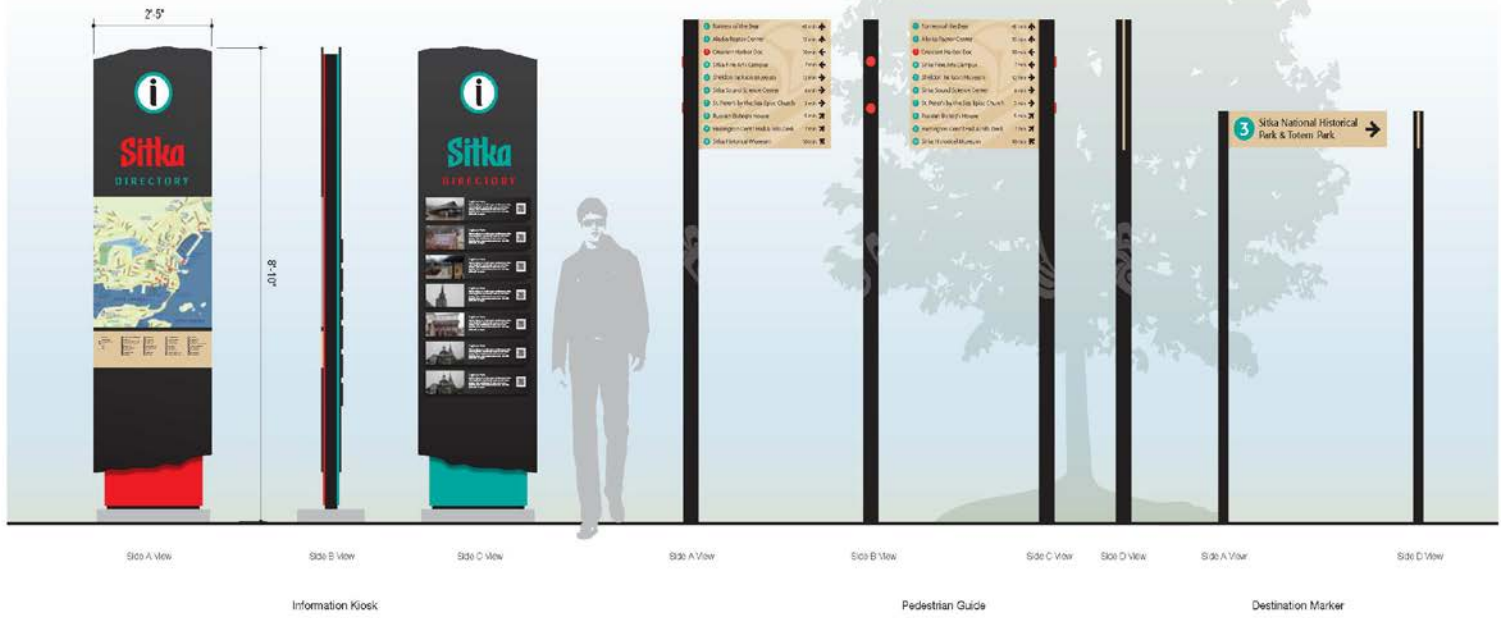
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Funding from CPET

Commercial Passenger Excise Tax (CPET) locally collected in
Marine Passenger Fee Fund

Why invest in Wayfinding...

- **Welcome and orient visitors**
- **Provide a unified image that reflects community character and history**
- **Provide a sense of place**
- **Provide “seamless” experience**
- **Guide to major destinations**
- **Increase visitor retention and satisfaction**



About us

Info Kiosks.

Pedestrian Guides.

Destination Markers.

Where we've been & where we are going...

***1996-2016 - 7 Supporting Plans, Tourism Commission + multiple other city committees, Wayfinding Committee**

***2001 Last Permanent Wayfinding Signage**

***2013 Joint Request for Funds for Branding/Wayfinding**

***2014-2016 Wayfinding Vendor Contracted** (including assessment and audit report, public polling, branding committee direction, wayfinding committee established, etc.)

***2016 Sitka Public Works Construct & Installation Phase**

***2017 Summer/Fall Targeted Completion**



We're here to answer your questions