



Wayfinding in South Lake Tahoe

Project Status Report

Presented to

El Dorado County Board of Supervisors

June 24, 2008



Lake Tahoe South Shore Chamber of Commerce

Project Overview

- “Wayfinding” is a term used to describe processes by which people navigate urban spaces through cognitive mapping.
- The “Wayfinding in South Lake Tahoe” project addresses navigational signage.
- Project considers current conditions and looks equally at removing, replacing, or installing new signs.
- Project location is Meyers to Stateline, Emerald Bay Road past the “Y”, most along Highway 50.
- Funding Partners include the City of South Lake Tahoe as majority funding, El Dorado County and most recently Nevada Commission on Tourism awarded funding to extend project from Stateline to Zephyr Cove and up Kingsbury.

Project Activities

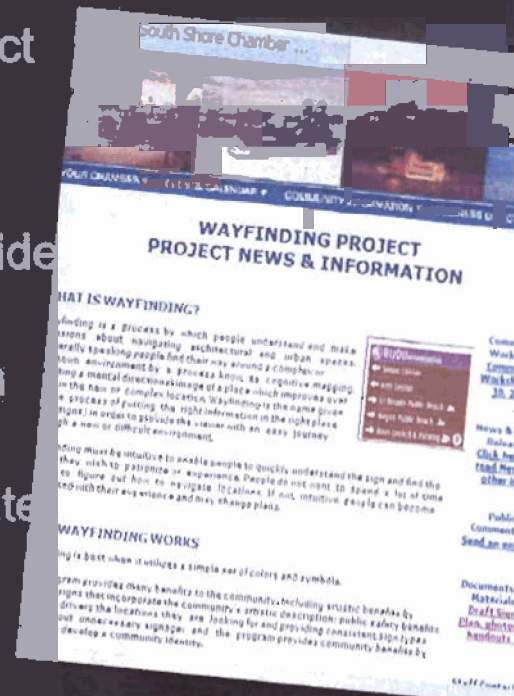
Public & Committee Input

Committee Input

- Immediately following funding, committee established, set timeline and strategic plans to accomplish goals.
- Issued RFPs for Design (Strategy) Consultants, Design Workshop selected by committee.
- Consultant & committee routinely communicate on project status.

Public Input

- Website (www.tahoechamber.org/wayfinding.aspx) provide link for community input.
- Public survey completed by personal interviews, random selection. 300 respondents, report on findings soon.
- Held a Public Workshop January 30 to develop sign strategy

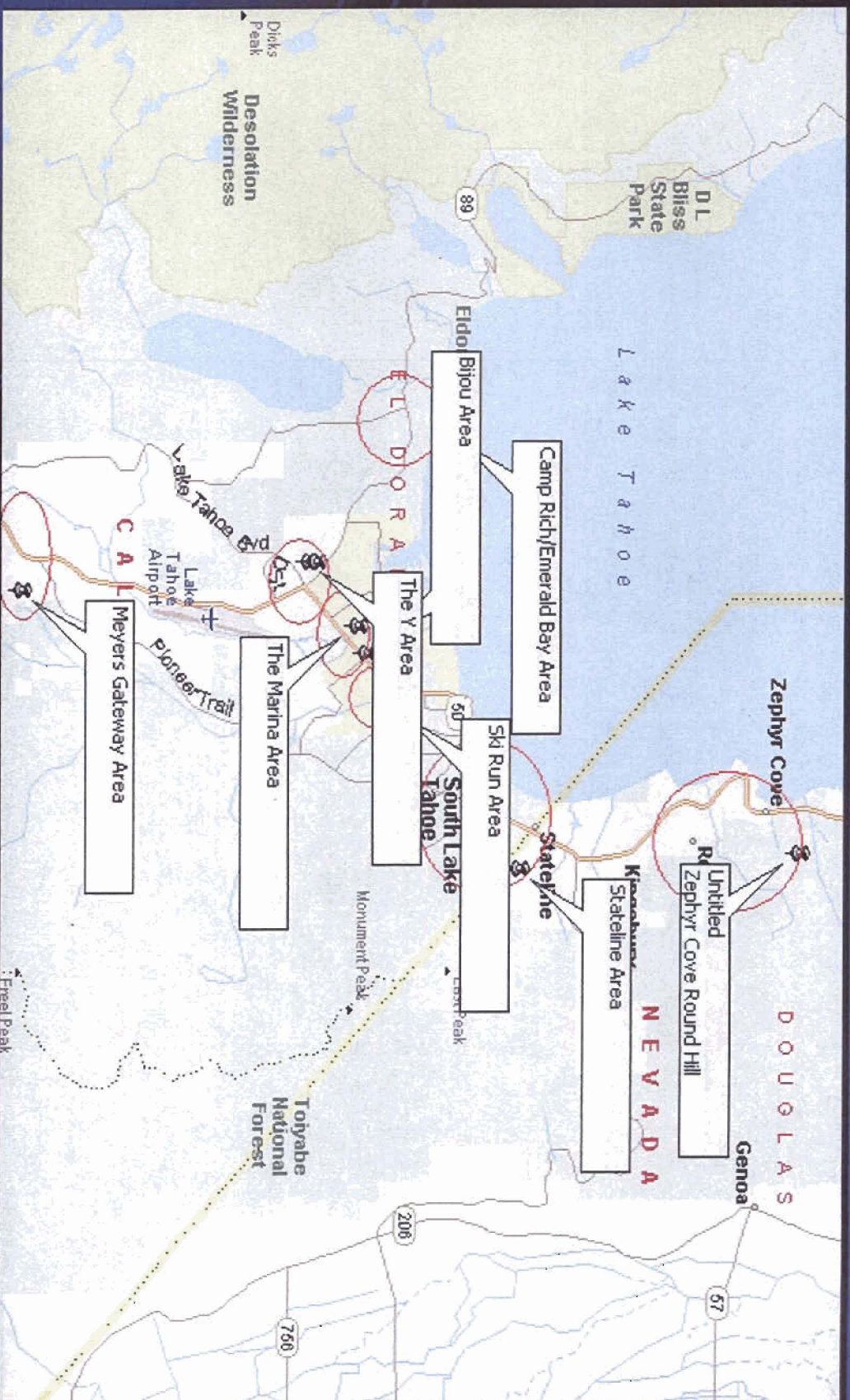


Project Activities

Government Coordination

- Project has included broad cooperation among government agencies
 - Committee formed to discuss concepts and gov't codes
 - Includes: TRPA, City, County, CalTrans, Businesses
 - "Wayfinding" not a new concept, projects can be found throughout Federal highway system.
- CalTrans
 - City coordinated a meeting with District 3 Director, Jody Jones. CalTrans provided guidelines for acceptable program; options presented.

Neighborhood Designations



CalTrans Current Signs Hwy50







Symbols
Below
Signs




Proposed Sign Designs



OPTION # 1

- El Dorado Public Beach 
- Regan Public Beach 
- Boat Launch & Parking  

OPTION # 2

- Senior Center
- Arts Center
- El Dorado Public Beach 

PREFERRED

-  BIJOU NEIGHBORHOOD
- Senior Center
- ← Arts Center
- El Dorado Public Beach 

ALTERNATIVE

 BIJOU NEIGHBORHOOD

Neighborhood Sign installed separately
outside CalTrans ROW

Test Project

- Full Mock-up 'test sign' to standards (July).
- Test Sign will show CalTrans acceptable sign standards.
- Concept is to install sign, video tape and gather feedback from community including gov't officials.
- Feedback will be shared with City, County.

Project Activities

Budget Revenue & Expense

- In-Kind Contributions of many people, volunteers, gov't agencies
- Only "hard costs," signs, consultants, copies; no staffing costs

ITEM	DESCRIPTION	BUDGET
Funding & Expenses to date		
Committed Funding to date	City (\$88,000) County (\$42,500)	\$ 130,500.00
Expenditures to date	Consultant/general expenses (copies)	\$ 23,543.00
Survey	Interviews, survey input	\$ 2,500.00
	Subtotal Available	\$ 104,457.00
<i>Nevada Funding Committed</i>	<i>Commission on Tourism</i>	\$ 20,000.00
Future Expenditures		
Artistic Design Consultant	Estimated fees	\$ 34,000.00
Sign Fabrication	40 signs/\$1,500 per sign	\$ 60,000.00
Sign Installation	Includes CalTrans Collaboration	\$ 5,000.00
General Administration	Copies, handouts, signs	\$ 2,000.00
Test Sign	Mock Up construction & consultant fees	\$ 2,500.00
	Subtotal Future Expenses	\$ 103,500.00
	BUDGET OVER/UNDER PROJECTION	\$ 957.00



What's Next

- Receive Supervisor's Input today.
- Construct Mock-Up Sign and install in July (receive community and gov't input on sign).
- Draft report of survey findings and include in project status update reports to City & County.
- Nevada Side – proceed with NDOT mtgs
- Based on Test Sign and gov't collaboration meetings proceed with sign design (schematic drawings) and go out for bid (locals preferred).



QUESTIONS?

www.tahoechamber.org/wayfinding.aspx

-  **BIJOU** NEIGHBORHOOD
- Senior Center
- Arts Center
- El Dorado Public Beach 



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