

Wayfinding System Update

March 2017



Background

PLANNING: Initiated in Spring 2006 in partnership with City of Asheville, Buncombe County, NC DOT, Asheville Regional Airport, Asheville Downtown Association, Black Mountain, Weaverville, Woodfin, Montreat, and Biltmore Forest

- Final plan included over 300 signs and eight kiosks throughout Buncombe County.

FUNDING: In 2007, a TPDF grant of \$1,650,000 was awarded for sign fabrication, installation costs, and maintenance

- Other partners contributed funding to the design and planning phase.

INSTALLATION: Sign installation was completed in May 2010.

Maintenance

- Funding for 5 years of maintenance was identified in the grant
 - Expired in May 2015
- A system-wide re-fresh was done spring 2016
- Geograph Industries has managed the maintenance of the program since installation, conducting an on-site assessment of the entire inventory each Spring, with repairs, cleaning, and necessary replacements completed each fall. Geograph extended a five-year warranty to cover all signs, which expired in May 2015.
- Annual maintenance costs range from \$15,000 to \$40,000.
 - ❖ \$13,500 for inspection and cleaning
 - ❖ Approximately \$15,000 - \$35,000 for repair and replacement of damaged signs

Future of Wayfinding Program

- Recommend funding as TPDF “administration”
- Annual Maintenance Funding
- Assess changes in the destination
 - ❖ Re-routing roads in River Arts District
 - ❖ Need for intra-district signage in River Arts District
 - ❖ Development of South Slope area
 - ❖ Dissolution of Pack Square Cultural District
 - ❖ Asheville Museum of Science (formerly Colburn) name change & relocation
 - ❖ Breweries as visitor destinations
 - ❖ Woodfin Blueway (wave) Project
 - ❖ Other based on discovery

FY 2017-18 Budget (TPDF)

Annual Maintenance - Budget Request \$50,000

Contract with Geograph to inspect, clean, & repair signs (\$15,000) plus repair/replacements (up to \$35,000)

Assessment /Design - Budget Request \$50,000

Secure the consulting services of MERJE, the original firm that developed the program:

- ❖ Conduct comprehensive review of the system
- ❖ Identify information gaps or new circulation needs
- ❖ Advise on routing and circulation to accommodate new destination assets
- ❖ Provide updated plans, map artwork and message schedules

Legal Fees - Budget Request \$10,000

Update the Interlocal Agreement

Future Plan

FY 2018-19 Plan

- Annual Maintenance
- Implement MERJE Recommendations for Downtown Signage Updates

FY 2019-20 Plan

- Annual Maintenance
- Implement MERJE Recommendations for River Arts District Signage Updates