

SILVERTON

Downtown Signage Master Plan

Final Draft
March 2011



City of Silverton
306 South Water Street
Silverton, OR 97381

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Acknowledgements

Downtown Signage Master Plan Committee Members:

- Victor Madge, City Planning Commissioner
- Stacy Palmer, Chamber of Commerce Director
- Bill Cummins, City Councilor
- Molly Murphy, Gordon House
- Suzie Courad, Pomegranate
- Christine Diacetis, Oregon Garden Resort
- Doug DeGeorge, Silverton Inn & Suites
- Steve Kay, City Community Development Director
- Jason Gottgetreu, City Associate Planner
- John Cramer, City Senior Engineer

Chapter 1: Goals

Purpose

Historic Downtown Silverton is the commercial and cultural heart of Silverton and is poised for growth as a major tourism destination within the mid-Willamette Valley. This downtown commercial district is characterized by historic storefronts with a majority of structures dating back to the early 20th Century. The downtown area is located on the scenic Silver Falls Tour Route and it is located less than a mile from the Oregon Garden and Resort.

The Silverton Downtown Signage Master Plan is intended to create a coherent and efficient signage system that attracts visitors to the historic downtown. The elements of the Master Plan are designed to generate interest in the area and provide ease of navigation to help promote economic development within Silverton. This plan is also designed to help implement the vision of the 2007 Silverton Downtown Master Plan which is to “reduce directional sign clutter, standardize style and placement of public signs, and use historic street sign caps in downtown”.

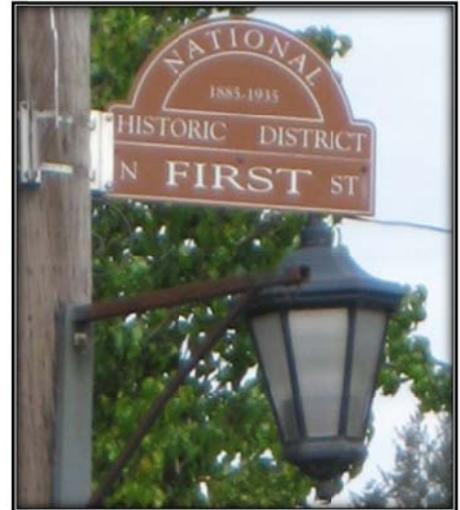
This document was prepared with input from the Downtown Signage Master Plan Committee, which consisted of downtown merchants, concerned business owners, the Chamber of Commerce, City Staff and Officials, ODOT, and Marion County representatives. After evaluating the existing sign inventory and identifying problems with the signage system, the Committee developed the following goals for the Master Plan:



Goals of the Downtown Signage Master Plan

- **Create a Consistent Design or “Branding” for Silverton’s Community Wayfinding Signage**

Consistent signage that promotes and contributes to the character of Silverton’s historic downtown will help create a stronger local identity for both residents and visitors. Strategic placement of signage at key intersections and gateways will announce when one has entered the historic downtown district and will guide visitors as they explore the area.



- **Attract Visitors to Downtown Silverton**

Silverton currently lacks signage that encourages visitors to explore the historic downtown area. Signage that promotes Silverton’s historic qualities, identifies available services, and directs visitors to nearby attractions, needs to be installed at key major decision-making intersections where visitors can be directed to the downtown core.



- **Improve Wayfinding and Sign Legibility**

In spite of its small size, downtown Silverton can be difficult to navigate for both drivers and pedestrians. The one-way couplet is disorienting to newcomers and the current signage system does not provide enough clarity for visitors to locate downtown businesses and area attractions. The Downtown Signage Master Plan is intended to improve wayfinding and highlight destinations for both drivers and pedestrians.



- **Reduce Sign Clutter**

Signage in and around downtown has been installed in a piecemeal fashion and has created a cluttered signage environment. This process has left Historic Downtown Silverton with a chaotic placement of signs which lack functional integration or a consistent graphic identity.



- **Provide Information Regarding Downtown Businesses and Area Attractions**

Currently visitors and many residents are unaware of the shopping, dining, lodging and other services that are available in the downtown core. Providing a visual geographic directory of businesses in the downtown, and providing information regarding local attractions, will increase business exposure and visitation.

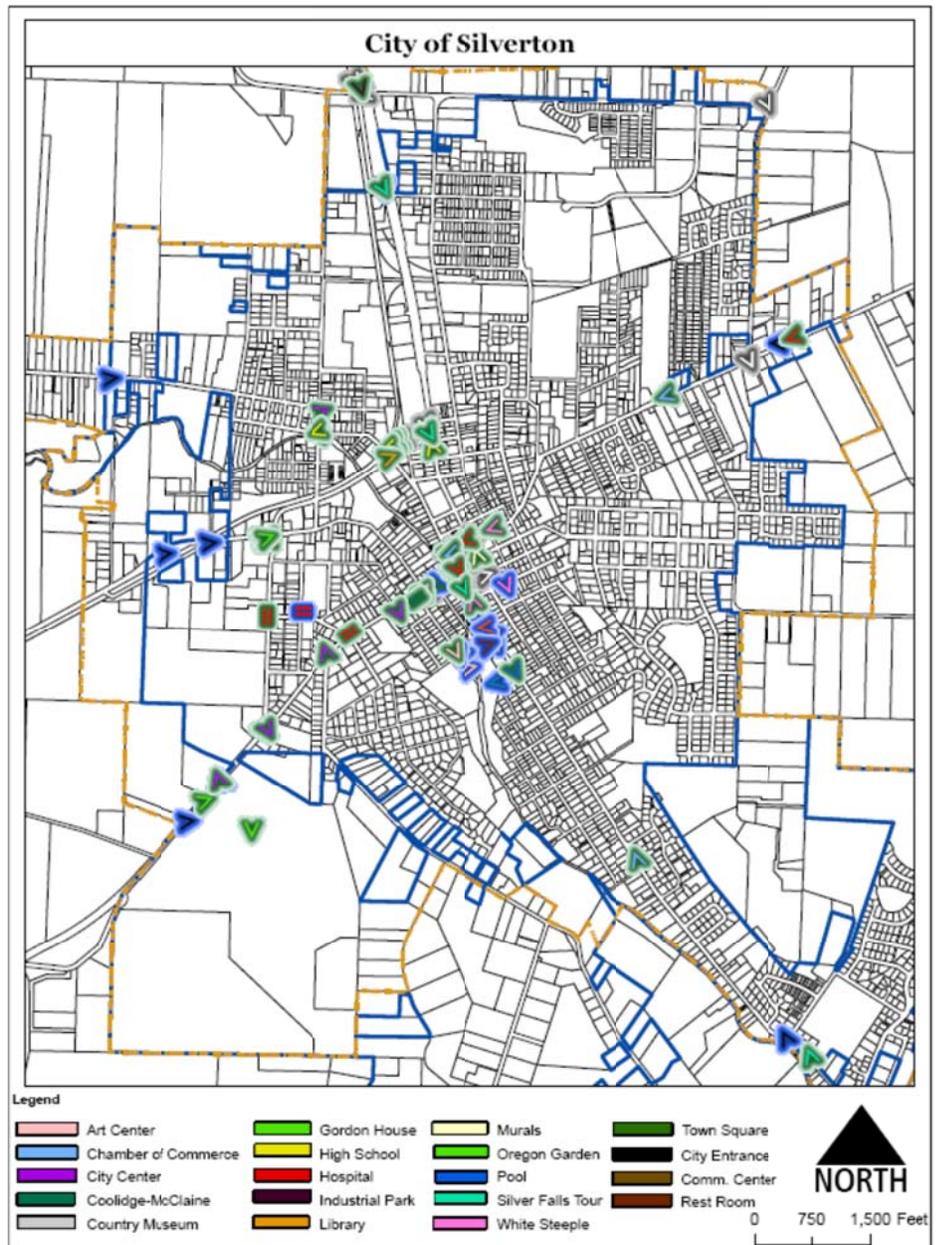
Chapter 2: Existing Conditions

Signage Inventory

An inventory of existing road signs was completed in March of 2010. Inventoried signs were divided into three categories: traffic, landmark, and directional. Traffic signs typically display highway information and routes to other cities. Some traffic signs also include wayfinding to the city center and other attractions or services. Landmark signs are signs that are located on the site of the service or attraction and identify when a visitor has arrived. Directional signs are the class of signs that guide motorists or pedestrians to specific attractions or services.

A total of 100 signs were inventoried: 21 traffic signs, 22 landmark signs and 57 directional signs. Several traffic signs were not included in the inventory. These signs are located outside the downtown area and do not provide wayfinding to a Silverton area service or attraction.

A table summarizing the signage inventory is presented on the following page.



Sign Inventory Results

<u>Traffic</u>		<u>Landmark</u>		<u>Directional</u>	
Hwy. 213	8	Library	2	Art Center	3
Hwy. 214	7	Chamber of Commerce	1	Chamber of Commerce	4
Salem	8	Country Museum	1	City Center	6
Oregon City	7	Community Center	1	Coolidge-McClaine Park	1
Mt Angel	7	City Hall	1	Country Museum	2
Woodburn	4	Town Square Park	1	Gordon House	2
Stayton	6	City of Silverton	8	High School	4
Molalla	2	Pool	1	Hospital	9
Sublimity	1	Art Center	2	Industrial Park	1
Silverton	2	Coolidge & McClaine Park	1	Library	6
North Hwy. 213	1	White Steeple	1	Mural	3
South Hwy. 213	4	Oregon Garden	1	Oregon Garden	9
North Hwy. 214	1	Hospital	1	Pool	1
South Hwy. 214	3			Silver Falls Tour	4
East Hwy. 214	1	Total 22		White Steeple	2
West Hwy. 214	2			Total 57	
Silver Falls	6				
City Hall	1				
City Park	2				
Hospital	1				
City Center	3				
Silverton Ind. Park	1				
Total 78					

Evaluation of Existing Signage

Silverton currently lacks standards or a plan to regulate community wayfinding signage and does not have a comprehensive plan for the installation of roadway signs erected within the city limits. Typically signs are installed on an individual basis in accordance with the Manual on Uniform Traffic Control Devices (MUTCD). Roadways within Silverton are regulated by one of three different jurisdictions; City of Silverton, Marion County, or the Oregon Department of Transportation (ODOT). Lack of coordination between these jurisdictions has resulted in the placement of signage without full consideration of specific local needs.



- **Silverton's Identity**

Silverton currently identifies itself as “Oregon’s Garden City”, the “Gateway to Silver Falls”, and also promotes its “Historic Downtown”. Only two Silverton monument signs near the city limits make reference to these local amenities. In addition, there are other area attractions which are highlighted, all of which use different signage styles. There are nine directional signs to the Oregon Garden that consist of white text on a brown background. There are six directional signs to Silver Falls State park that are located on Green Guide Highway signs. There are three resources in Silverton that are listed on the National Register of Historic Places: the White Steeple, the Gordon House, and the Downtown Historic District. The White Steeple and Gordon House each have two directional signs and one landmark sign. The Downtown Historic District has six directional signs that identify it only as the “City Center”. There is no mention of the historic nature of the downtown within the



existing signage system and the downtown area currently lacks any gateway signage.

- **Vehicle and Pedestrian Wayfinding**

Both residents and visitors have described the existing signage system in Silverton as confusing and inadequate. Part of the confusion can be attributed to the piecemeal fashion that signage has been installed. Another issue is that the downtown transportation system in downtown Silverton utilizes a one-way couplet system and series of stop signs that can be difficult for visitors to navigate. This roadway system creates bottlenecks at certain times of the day where other roadways intersect with the couplet. Coincidentally, these intersections are key decision-making points for drivers. As a result of the haphazard placement of signage, drivers and pedestrians are confused when trying to navigate at those key intersections.

Another example of ineffective wayfinding signage is that travelers from Salem are presented with little information at the first major intersection encountered in Silverton (McClaine and C Streets). There is currently no directional signage to the historic downtown at this decision-making point.

An additional problem with the existing signage system is that most of the directional signage in Silverton is oriented to automobiles. There is a lack of pedestrian wayfinding signs in and around the downtown core.



- **Sign Clutter**

As noted above, the existing roadway system creates a situation where an abundance of signage needs to be installed at a few key intersections. Standards for roadways under ODOT or Marion County’s jurisdiction require certain directional and route signage to be placed at these locations. However, the existing layout of this signage is problematic and conflicts with best practices for wayfinding. An existing example of sign clutter and a confusing layout may be found at the intersection of McClaine Street and West Main Street.



- **Visitor Information**

The Silverton Chamber of Commerce operates a Visitor Center at 426 S. Water Street and provides referrals, brochures, and promotional materials to individuals which stop by the Center. However, there is limited signage to direct individuals to the Visitor Center throughout the downtown area and landmark signage directly in front of the building is difficult to read.

Silverton has one pedestrian kiosk in a small plaza at 206 S. Water Street which displays some visitor information. This existing kiosk lacks clear visibility and does not provide detailed information regarding downtown services or area attractions.



Chapter 3: Downtown Signage Master Plan

Introduction

The recommended signage plan detailed below is designed to attract visitors to the downtown area, provide information regarding services and attractions, and create a unique branding for community wayfinding signage. The implementation of this plan will require a high level of cooperation between the City of Silverton, Marion County, and ODOT due to existing roadway jurisdictions.

Intent Statement

The intent of this document is to provide an overall framework in which the desired community wayfinding signage system improvements can be implemented. The Master Plan is a guide for wayfinding improvements and the document is not an amendment of the Silverton Comprehensive Plan. The location maps and artist's renderings are not intended as construction plans. Site specific engineering for each recommended improvement will need to be completed before installation. While engineering may change the location and/or size of the improvement and the listed amenities, the improvement should follow this document to the greatest extent practicable. It should also be recognized that wayfinding signage needs to be dynamic since the community is constantly evolving. Therefore, individual signs will need to be updated and altered based on changing conditions.

- **Community Wayfinding Signage Design for Silverton**

The development of a new and consistent graphic design that reflects the historic character of the downtown will create an attractive and recognizable identity for Silverton. The goal of creating this identity is to define the area as unique, generating

interest for visitors, and helping to encourage economic development in Silverton. This branding is an essential element in directing visitors to the downtown and helping them to locate local area attractions and services.

In addition to regulating general directional signage, both ODOT and Marion County use standards identified in the Manual on Uniform Traffic Control Devices for regulating “Community Wayfinding” signage. The Downtown Signage Master Plan Committee has utilized these particular standards to help develop a branding for Silverton’s historic downtown. A local graphic artist worked with the Committee to identify and incorporate Silverton imagery into the signage design. The Master Plan recommends that the following community wayfinding sign design be utilized at key intersections in order to guide visitors to local services and attractions. The information included on each sign will correspond to area services and attractions that are desired to be displayed at the sign’s location. So that local community events can be highlighted, it is recommended that the signs be manufactured so that temporarily signs can be hung to display current community information such as “Farmer’s Market Today” or “Fine Arts Festival Today”. In order to regulate the placement of temporary community event signage, a special permit should be issued by the City of Silverton.



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Recommended Vehicle Community Wayfinding Signage Improvements

The vehicular wayfinding system should be improved to direct motorists to the downtown area from all major decision-making points within the city limits of Silverton.

Implementing identified projects from the Downtown Signage Master Plan will improve wayfinding and reduce clutter as only desired attractions and services would be displayed and incorporated into an easily recognizable sign.

Developing the following recommendations was based on several factors. First, all roadways within the Silverton city limits were evaluated to determine what signage improvements were necessary. Traffic data from the 2008 Transportation System Master Plan was used to evaluate which roadways should be prioritized for signage improvements. For the purposes of this Signage Master Plan, a roadway that had greater than 4,000 Average Daily Trips (ADT) was considered a candidate for signage improvements. There are twelve roadways that lead into the city limits, and of these, six roadways have greater than 4,000 ADT. The location of the six intersections relative to the downtown and area attractions determined which amenities and resources were identified at the intersection.

Each subsequent intersection following the path of travel from the six initial decision-making intersections was also considered for signage improvements. The recommended community wayfinding improvements within the Master Plan have been prioritized based on relative traffic levels at each intersection, as well the anticipated impacts and effectiveness of the recommended improvements.

The following signage improvements include a narrative and map describing the recommended sign locations, a list of

destinations to be displayed at each intersection, and the relative priority for the recommended improvements. To reduce sign clutter, recommendations for the removal of existing signage has also been included for each intersection.

Priority VI: N. 1st Street and C Street Intersection

The existing wayfinding at this intersection is limited to an Oregon Garden and Silver Falls Tour Route sign. This is the first intersection encountered after entering Silverton from Mt Angel/Woodburn and I-5 South. This road handles a high volume of traffic (12,980 ADT). This intersection lacks direction to the downtown and Visitor Center. No Green Guide Signage is located at this intersection.

There is only one turning motion allowed at this intersection. Traffic is forced to turn right, which by default directs traffic to area amenities and resources.

While signage is not required to direct visitors to the downtown at this intersection, the recommended improvements are crucial when signifying the arrival into Silverton and promoting a consistent wayfinding signage design to visitors. The improvements would also provide reassurance that travelers are proceeding in the right direction at this somewhat confusing intersection.

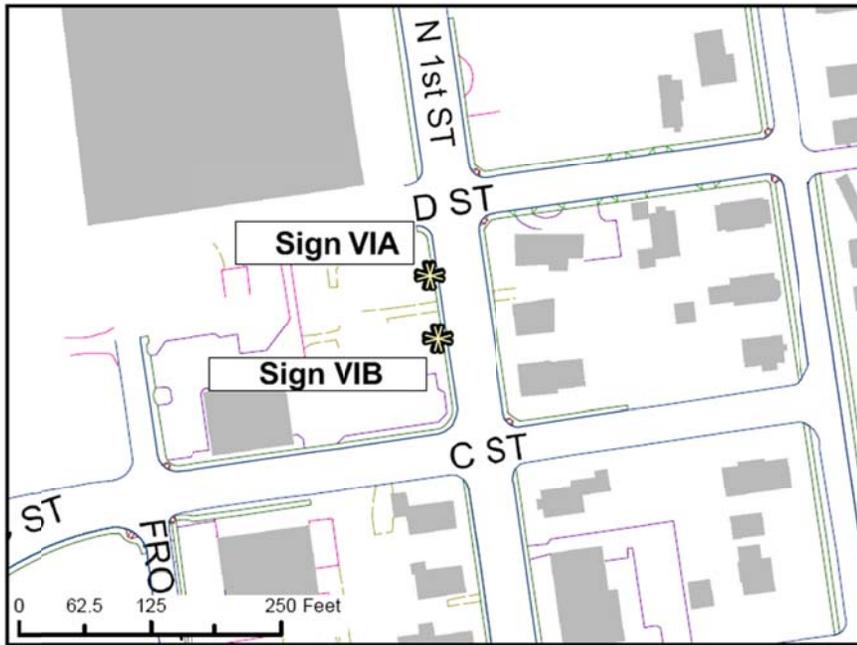


Recommended Vehicle Wayfinding Improvements Traveling South:

Installing new signage that announces the arrival into Silverton and the promotion of a consistent wayfinding signage design is recommended at this intersection. The signs should be

installed on poles near the same area as the existing sign on the west side of South 1st Street, approximately 80 feet north of the traffic signal. The recommended signs are located within a right-of-way under ODOT jurisdiction, therefore approval must be granted by this agency prior to installation of the signs.

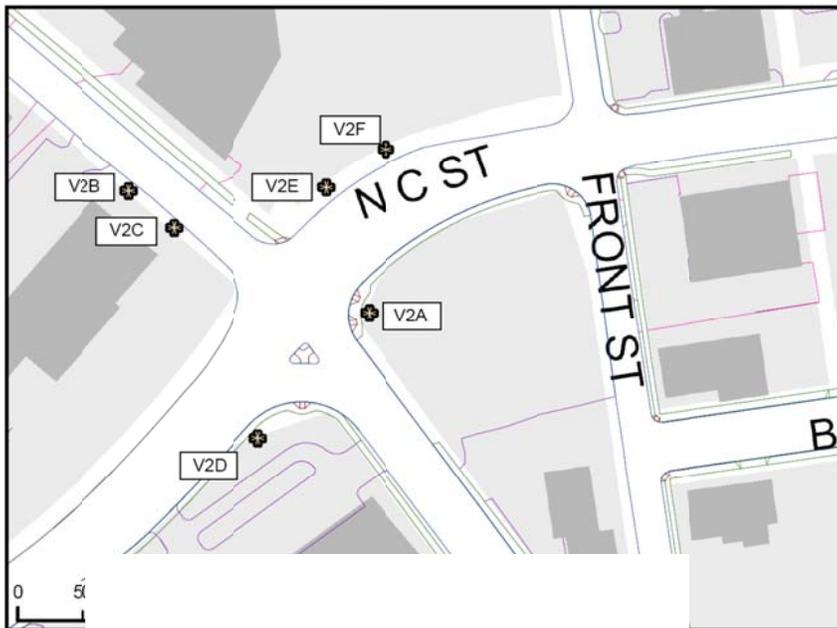
The destinations and directions on the community wayfinding sign have been illustrated on this page. The sign should direct traffic to the west where the next decision-making point will be the North Water Street and C Street intersection. Typical Green Guide Signage is also recommended to be installed in advance of the intersection to direct traffic to other area destinations. With the installation of Sign V1A and V1B, it is recommended that the existing “Oregon Garden” and “Silver Falls Tour Route” sign be removed.



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Priority V2: C Street and N. Water Street Intersection

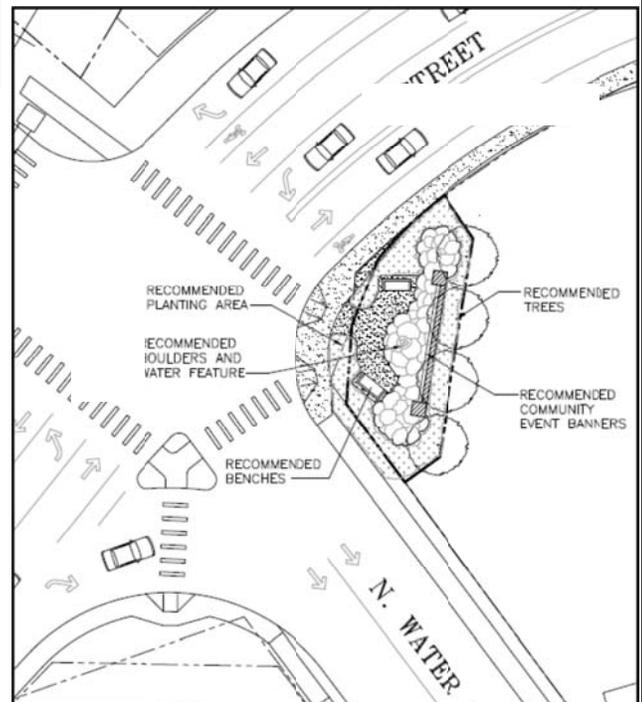
This is a major decision-making location given that visitors arrive to this intersection from Hwy 213, Hwy 214, and Hazelgreen Road. The recommended improvements include community wayfinding signage for visitors traveling from Keizer, Salem, and Mt. Angel. Due to the function of this intersection as the north gateway into the downtown area, a monument sign is recommended in this location.



The gateway monument sign has two main objectives:

Objective 1 – Advertise Community Events

Currently, most community events are advertised by banners that hang across East Main Street at the intersection with Water Street. This is an adequate location for this type of advertisement, but only one banner can be displayed at a time. Banners at this location



ended

are most clearly visible when traveling east on Main Street. There are numerous events utilizing banners for advertisements and they are currently in competition with one another to be hung during their desired time period. As a result, many requests to hang banners in the past have been rejected due to the lack of an available timeslot. Therefore, there is a need in the community to establish an additional location to hang community event banners.



A monument sign with space to hang three banners is recommended at the southeast corner of the C Street and North Water Street intersection. To allow optimal visibility, the proposed monument sign should be oriented at a 45° angle between the two streets. This orientation will make banners viewable from all three travel directions at the intersection, significantly increasing banner visibility.

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Having an area that can display three community event banners has multiple benefits. It will create a sense that there is always an interesting and fun activity occurring in Silverton. This can best be achieved when there are multiple banner slots. Currently, someone traveling through Silverton may not be

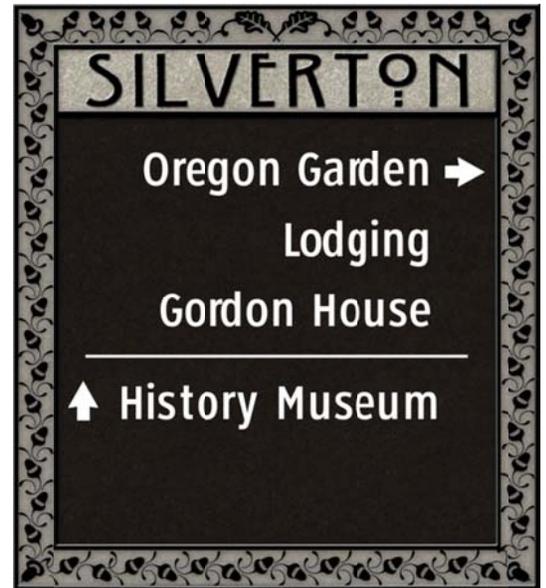
interested in the one event that is being advertised. Having three events increases the likelihood someone will find an event that they would like to attend, even if traveling through Silverton only once.

The allowed display time for banners would significantly increase with this signage improvement. Longer display time increases the exposure for events and the likelihood that an event is noticed by a driver traveling through Silverton. This improvement would also help eliminate banners from being rejected due to lack of banner slots at the East Main Street location.

This signage improvement will create more interest in attending community events. Over time, it is anticipated that this intersection will be the place where both visitors and residents will find community event information. As a result, Silverton will become more known as a community that hosts a wide variety of local events.

Objective 2 – Provide a Pedestrian Amenity

The proposed design of the monument sign will include an area for pedestrians to gather and rest. A fountain feature is proposed at the base of the sign and could be surrounded with benches and landscaping. This will create a pedestrian refuge at the busy intersection. The intersection is one of only two crossings used by pedestrians to



reach the City's northwest neighborhood. Therefore, the sign's design should create an opportunity for pedestrians to take break in their walk, sit on a bench, and enjoy the fountain while viewing the latest community events.

Recommended Gateway Sign Improvements:

Sign V2A is recommended to be located on the southeastern corner of the C Street and North Water Street intersection. A conceptual plan and elevation for the sign has been provided with this Master Plan. However, a specific design for the gateway sign should be developed with assistance from a citizen-based committee. The sign should be large enough to display three standard community event banners that are 3 feet tall by 30 feet wide. The lowest banner will need to be elevated high enough to be visible by automobile traffic. The gateway sign is proposed to be located on property that is currently under private ownership. Therefore, the City will need to either acquire property or an easement to construct the recommended improvements.

Recommended Vehicle Wayfinding Improvements Traveling South:

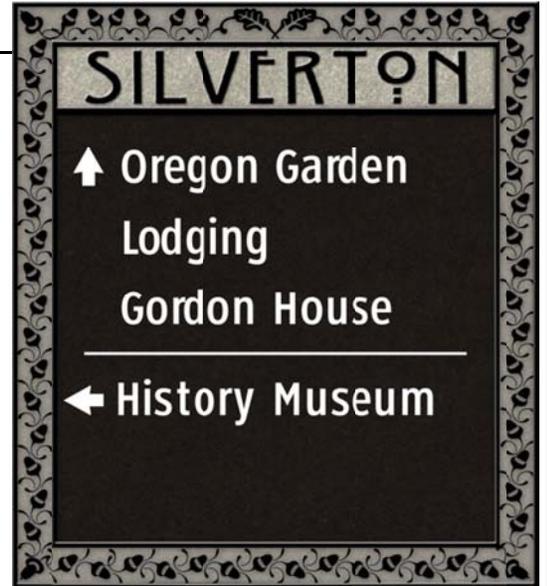
It is recommended that Signs V2B and V2C be installed on the west side of N. Water Street in advance of the C and N. Water Street intersection. The recommended signs are located within a City of Silverton right-of-way, therefore approval from an outside agency is not required prior to installation of the signs. To reduce sign clutter, it is



recommended that the existing “Oregon Garden” sign be removed.

Recommended Vehicle Wayfinding Improvements Traveling East:

It is recommended that Sign V2D be installed on the south side of C Street in advance of the C and N. Water Street intersection. The recommended signs are located within a right-of-way under Marion County jurisdiction, therefore approval must be granted by this agency prior to installation of the sign. With the installation of these improvements, it is recommended that the existing Green Guide “Mt. Angel” sign be relocated directly below the Green Guide “Silver Falls State Park” sign at the intersection. To reduce sign clutter at the intersection, it is also recommended that the “High School” and “Library” sign be relocated to a new separate pole in advance of the intersection.



Recommended Vehicle Wayfinding Improvements Traveling West:

It is recommended that Signs V2E and V2F be installed on the north side of C Street in advance of the C and N. Water Street intersection. The recommended signs are located within a right-of-way under ODOT jurisdiction, therefore approval must be granted by this agency prior to installation of the signs. With the installation of these improvements, it is recommended that the existing “Oregon Garden” sign be removed.

Priority V3: C Street and McClaine Street Intersection

The existing wayfinding at this intersection is limited to the Oregon Garden, Gordon House and Hospital. This intersection is the first decision making point when traveling to Silverton from Salem and I-5 North and handles a high volume of traffic (10,250 ADT). This intersection currently lacks direction to the downtown and Visitor Center.



Recommended Vehicle Wayfinding Improvements Traveling East:

It is recommended that Signs V3A and V3B be installed on the south side of McClaine Street to direct traffic to a wider variety of destinations. The signs to be installed should utilize the recommended branding design, follow MUTCD standards, and be located on poles in advance of the intersection. Destinations on community wayfinding signage should be grouped by type of service or attraction.

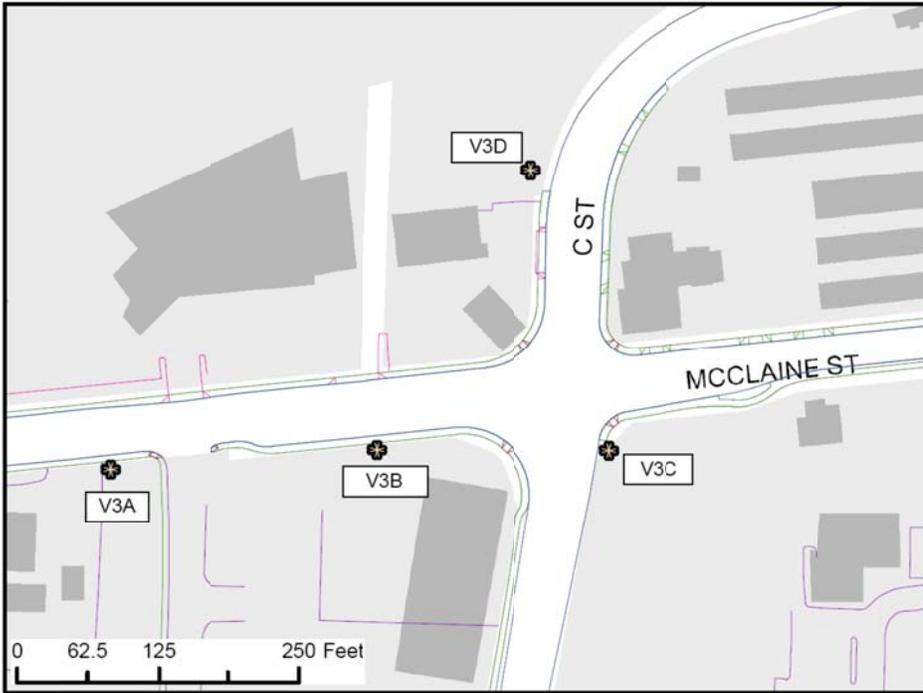


Typical Green Guide Signage is also recommended to be installed on the southeast corner of the intersection directing traffic to Mt. Angel, Molalla, and Silver Falls Park to the north and Stayton to the south. With the installation of Sign V3C, only local traffic should proceed east.

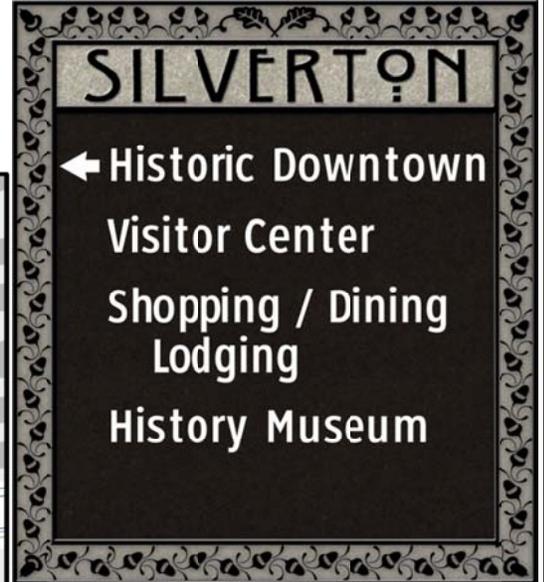
The recommended signage is located within a City of Silverton right-of-way, therefore approval from an outside agency is not required prior to installation of the signs. With the installation of these improvements, it is recommended that the existing “Oregon Garden” and “Gordon House” signs be removed. The “Hospital” sign is recommended to be relocated to the



traffic light pole in the southeast corner of the intersection.



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Recommended Vehicle Wayfinding Improvements Traveling South:

It is recommended that Sign V3D be installed on the west side of C Street in advance of the C and McClaine Street intersection. The recommended sign is located within a Marion County jurisdiction roadway, therefore approval must be granted by this agency prior to installation of the sign. With the installation of these improvements, it is recommended that the existing “Oregon Garden” sign be removed. The existing “Hospital” pole sign is recommended to remain as is.



Priority V4: Oak Street and N 1st Street Intersection Improvements

The existing vehicle wayfinding at this intersection is limited to the Hospital and Silver Falls State Park. There is also a mid-block Oregon Garden sign that has poor visibility.

This is the first key decision-making point when traveling to Silverton from Molalla and Hwy 213 and it handles a high volume of traffic (13,260 ADT). Green Guide Signage exists on the northwest corner of the intersection.



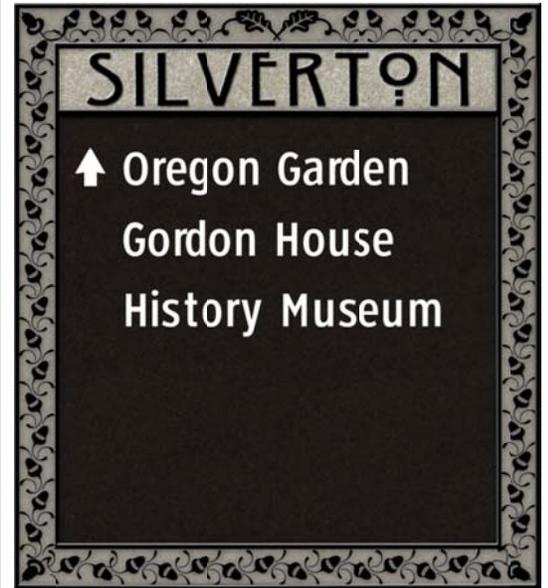
Recommended Vehicle Wayfinding Improvements Traveling West:

Installing new signage that signals the entrance into Silverton is recommended at this intersection. The improvements to be installed should be placed on a pole that projects over the sidewalk at a height of approximately 8 feet. The signs should be installed in the same area as the existing truck route sign on the north side of Oak Street approximately 100 feet east of the Oak and 1st Street intersection. The truck route sign is recommended to be removed since this roadway is not a truck route. The destinations indicated on Signs V4A and V4B are recommended for drivers approaching the Oak and 1st Street intersection.



The recommended sign is located within an ODOT jurisdiction roadway, therefore approval must be granted by this agency prior to installation of the sign. With the installation of these improvements, it is recommended that the existing "Oregon Garden" sign be removed. The existing "Hospital" sign is recommended to remain as is.





**Priority V5: Oak Street and N. Water Street
Intersection**

The vehicle wayfinding at this intersection is limited to Directional Signage for 213 and 214 and a small Chamber of Commerce Sign. Visitors have already entered the downtown core when reaching this intersection.

**Recommended Vehicle Wayfinding
Improvements Traveling West:**

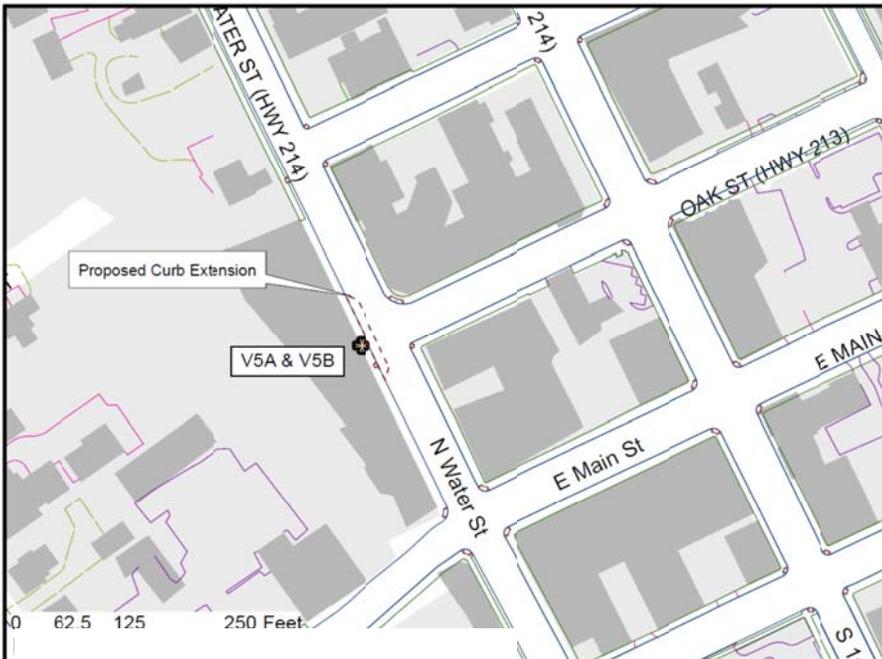
All traffic at this intersection has to turn left (south), however there is currently no reassurance that drivers are traveling in the right direction to reach area services and attractions. It is recommended that Sign V5A be installed on the west side of the intersection to direct visitors to area destinations. With this improvement, visitors will be directed south where the next decision making point is at the East Main Street and North Water Street intersection. This new signage should be installed within a future curb extension



on the west side of the Oak and Water Street intersection. The recommended sign is within a roadway under ODOT jurisdiction, therefore approval must be granted by this agency prior to installation of the improvements. With the installation of these improvements, it is recommended that the existing “Chamber of Commerce” sign be removed.

***Recommended Vehicle Wayfinding
Traveling South:***

There are two possible turning movements at this intersection, south or east. To provide direction to visitors it is recommended that the information listed on Sign V5B be displayed at this intersection. The pole sign should be installed in the same new curb extension areas as Sign V5A. The recommended sign is within a roadway under ODOT jurisdiction, therefore approval must be granted by this agency prior to installation of the improvements. With the installation of these improvements, the existing “Visitor Information Center” sign should be removed.



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Priority V6: North Water Street and East Main Street Intersection

This location is both a major downtown intersection and key decision-making point. Visitors that enter Silverton from Mt. Angel, Molalla, Keizer, and Stayton are all directed to this intersection for a number of services and attractions. Visitors are already in the downtown core at this location, however they still need to be directed to destinations such as the Oregon Garden and the Visitor Center. This intersection is constrained in terms of sign placements possibilities. It should be noted that a downtown streetscape enhancement project is currently being discussed at this location. No construction of any signage improvements should be undertaken until there is a final design decision regarding that project. Additional options for signage placement may be available with the construction of the planned downtown streetscape project.

The existing wayfinding at this intersection includes the Oregon Garden, the Hospital, and Silver Falls State Park. Green Guide Signage exists on the southwest corner of the intersection.

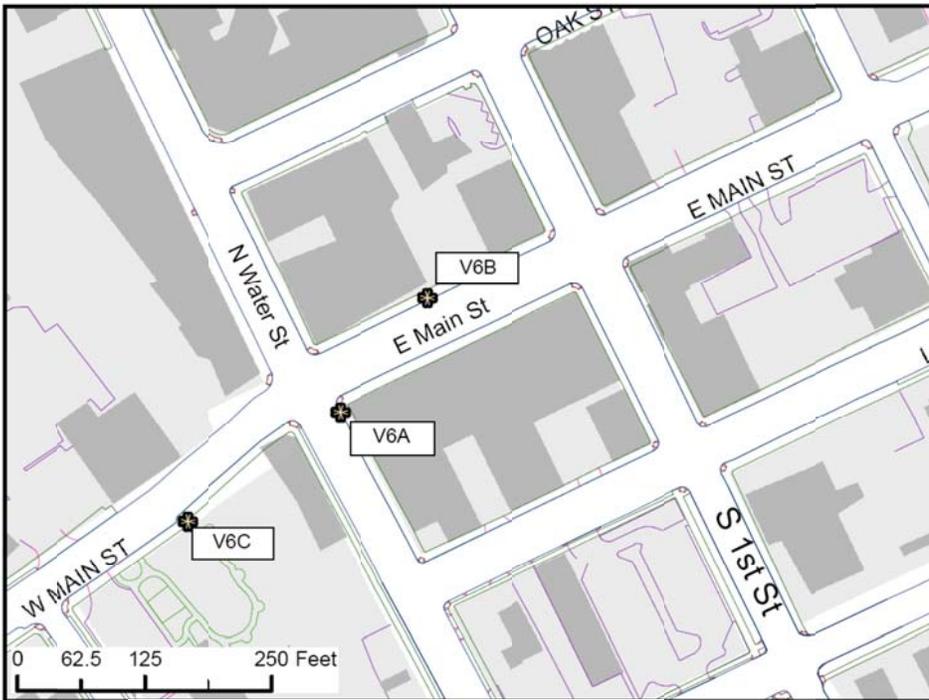
Recommended Vehicle Wayfinding Improvements Traveling South:

If the streetscape enhancement project is constructed and there are no changes to the existing traffic pattern, it is recommended that Sign V6A be located at the southeast corner of the intersection.

The recommended sign is within a roadway under ODOT jurisdiction, therefore approval must be granted by this agency prior to installation of the improvements. With the installation of



these improvements, the existing “Oregon Garden” sign should be removed. The existing “Hospital” sign should be relocated to the former “Oregon Garden” sign location.



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Recommended Wayfinding Improvements Traveling West:

This is an additional decision-making point for visitors traveling to the Oregon Garden/Resort. It is recommended that Sign V6B be installed on the north side of E. Main Street in advance of the Water and Main Street intersection. The recommended sign is within a roadway under City of Silverton jurisdiction, therefore approval from an outside agency is not required for the sign.



***Recommended Wayfinding
Improvements Traveling East:***

This roadway serves as the western gateway into Silverton’s Historic Downtown. It is recommended that Sign V6C be installed on the south side of West Main Street, where the sidewalk widens just west of the bridge. The recommended sign is located with a roadway under City of Silverton jurisdiction, therefore approval from an outside agency is not required for the sign. With the installation of these improvements, the existing “Library” and “Chamber of Commerce” sign should be relocated and to a new pole sign in advance of the intersection.

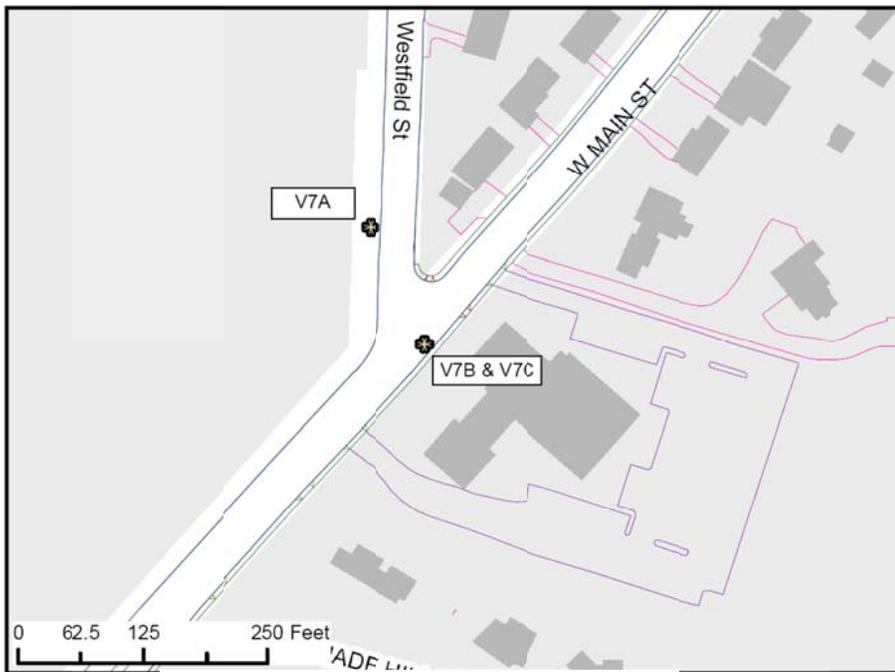
**Priority V7: Westfield Street and
West Main Street
Intersection**

This is the second decision making point for visitors traveling from Salem and Keizer to the Oregon Garden or Gordon House. An Oregon Garden sign is currently located at this intersection.

***Recommended Vehicle Wayfinding
Improvements Traveling South:***

It is recommended that consistent community wayfinding signage be provided at this intersection. Per the map below, Sign V7A is proposed to be installed on the west of the Westfield Street in advance of the intersection. The recommended sign is within a Marion County jurisdiction roadway, therefore approval must be granted by this agency prior to installation of the sign. With the installation of these improvements, it is recommended that the existing “Oregon Garden” sign be removed.





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Recommended Vehicle Wayfinding Improvements Traveling East:

There is currently no signage that adequately highlights the downtown for visitors traveling from the Oregon Garden or Resort. Therefore, it is recommended that Sign VB be installed on the south side of the intersection. The recommended sign is within a Marion County jurisdiction roadway, therefore approval must be granted by this agency prior to installation of the sign. With the installation of these improvements, it is recommended that the existing “City Center” sign be removed.

Recommended Vehicle Wayfinding Improvements Traveling West:

To provide reassurance for visitors traveling to the Oregon Garden, it is recommended that Sign V7C be installed on the south side of the Westfield and W. Main Street intersection. The recommended sign is within a Marion County jurisdiction roadway, therefore



approval must be granted by this agency prior to installation of the sign.

Priority V8: Oregon Garden Driveway and W. Main Street Intersection

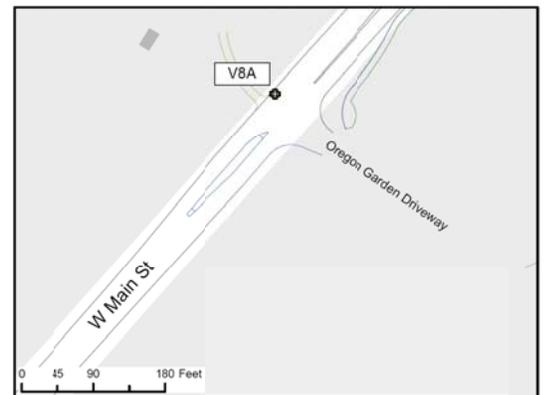
The wayfinding at this intersection is limited to a City Center directional sign. This is the first decision making point for visitors leaving the Oregon Garden. Visitors should be directed to the downtown area and this also provides an opportunity to display the Silverton wayfinding signage design.

Recommended Vehicle Wayfinding Improvements Traveling West:

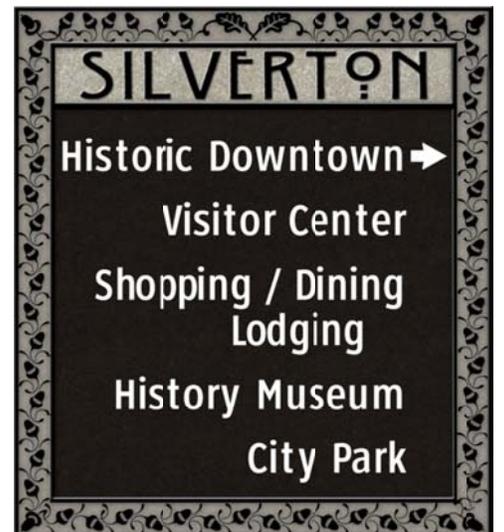
Installing new signage that directs traffic to the downtown is recommended at this intersection. The sign should be installed opposite of the driveway entrance to provide information to individuals that visit or stay at the Oregon Garden, Resort, or Gordon House. Sign V8A with the destinations on the right is recommended at this intersection

All traffic should be directed to the east where the next decision-making point is the West Main Street and Westfield Street intersection.

The recommended sign is within a Marion County jurisdiction roadway, therefore approval must be granted by this agency prior to installation of the sign. With the installation of these improvements, it is recommended that the existing “City Center” sign be removed.

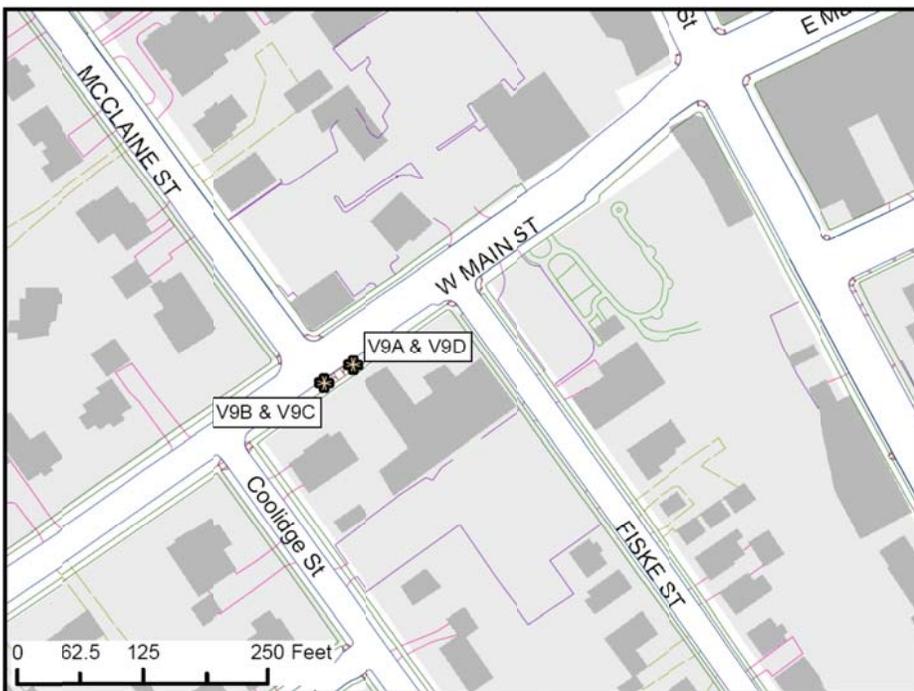


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Priority V9: McClaine Street and West Main Street Intersection

The wayfinding at this intersection is cluttered. Nine amenities are listed at this intersection with no coherent order. Green Guide Signage also exists at this intersection. Since there is not adequate existing signage at the McClaine and C Street intersection many visitors inadvertently reach the McClaine and Main Street intersection. Although improvements under Priority V3 will address the McClaine and C Street intersection, an improvement at this intersection is still recommended to reduce sign clutter and to improve community wayfinding.



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Recommended Vehicle Wayfinding Improvements Traveling South:

Installing community wayfinding signage that directs traffic to the downtown and area attractions is recommended at this



intersection. The wayfinding sign should be installed slightly to the west of the existing power pole and signage.

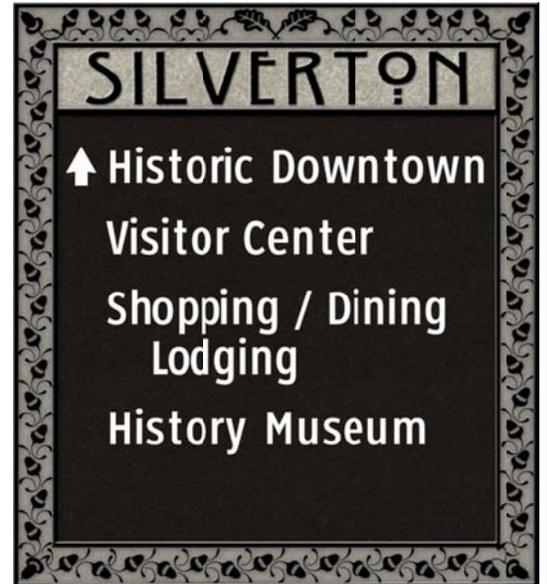
The local destinations as identified by Sign V9A are recommended at this intersection. In addition Sign V9B, using ODOT standards, should be installed to direct travellers to regional destinations. The recommended signs are located within a roadway under City of Silverton jurisdiction, therefore approval from an outside agency is not required. To eliminate sign clutter, all existing signs should be removed from this intersection. The “Library”, “Art Center” and “Hospital” signs should be relocated to a new pole sign in advance of the intersection.

Recommended Vehicle Wayfinding Improvements Traveling East:

Currently no signage exists for travelers approaching the intersection from this direction. Sign V9C is recommended on the south side of the intersection to direct visitors to the downtown and Visitor Center. The recommended signs are located within a roadway under City of Silverton jurisdiction, therefore approval from an outside agency is not required. With the installation of these improvements, it is recommended that the existing “City Center” sign be removed.

Recommended Vehicle Wayfinding Improvements Traveling West:

It is recommended that V9D be installed in the planting strip on the south side of the intersection. The recommended sign is located within a roadway under City of Silverton jurisdiction, therefore approval from an outside agency is not required.



Priority V10: South Water Street and Wesley Street Intersection

South Water Street serves as the southern gateway for visitors traveling from Silver Falls Park to Silverton’s downtown area. Currently there is no community wayfinding signage as visitors approach the downtown. The Visitor Center is located a block north of this intersection, however visitors have no advance warning that this destination is approaching as they travel north.



Recommended Vehicle Wayfinding Improvements Traveling North:

It is recommended that Sign V10A be installed on the east side of Water Street near the intersection with Wesley Street. The recommended sign is located within a roadway under ODOT jurisdiction, therefore approval must be granted by this agency prior to installation of the sign.



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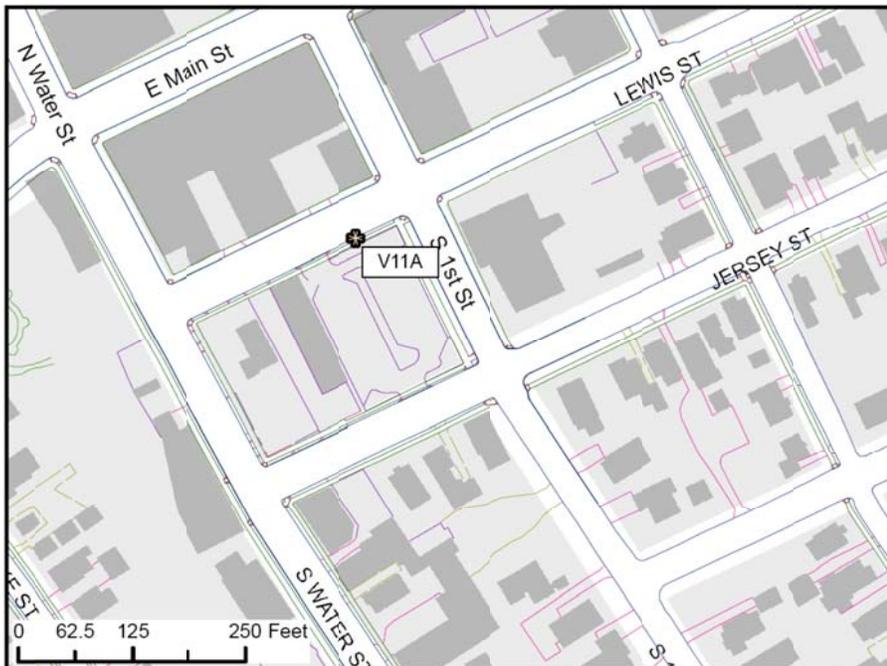
Priority V11: Lewis Street and South 1st Street Intersection

The existing wayfinding at this intersection is limited to Green Guide Signage to Mt Angel and Woodburn. This intersection is encountered if traveling to Silverton from Silver Falls State Park.



Recommended Vehicle Wayfinding Improvements Traveling East:

Installing new signage that directs visitors to area attractions is recommended in advance of this intersection. Sign V11A should be installed on the south side of Lewis Street. Visitors should be directed north, where the next decision-making point is at the West Main Street and North 1st Street intersection. The recommended sign is located within a roadway under ODOT jurisdiction, therefore approval must be granted by this agency prior to installation of the sign.

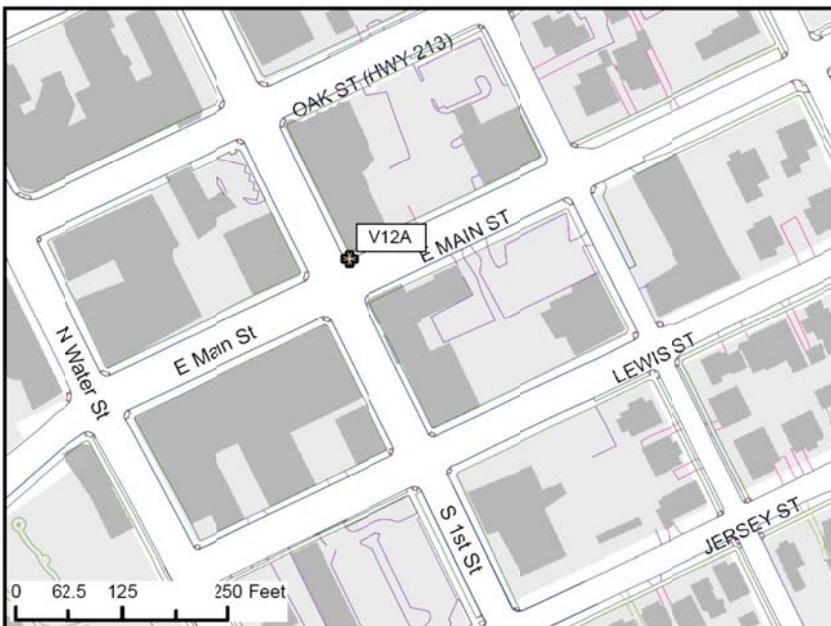


Priority V12: East Main Street and South 1st Street Intersection

The existing wayfinding at this intersection consists of separate signs which direct traffic to the Oregon Garden and Hospital.

Recommended Vehicle Wayfinding Improvements Traveling North:

It is recommended that consistent community wayfinding signage be located at this intersection. Therefore, it is recommended that Sign V12A be located in the northeast corner of the intersection. The recommended sign is located within a roadway under ODOT jurisdiction, therefore approval must be granted by this agency prior to installation of the sign. With the installation of these improvements, it is recommended that the existing “Oregon Garden” sign be removed.



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Priority V13: Pine Street and North James and North James and North Water Street Intersection

These intersections are grouped together due to their close proximity to one another and because they involve the same recommended destinations. Each intersection currently has an existing “City Center” sign.

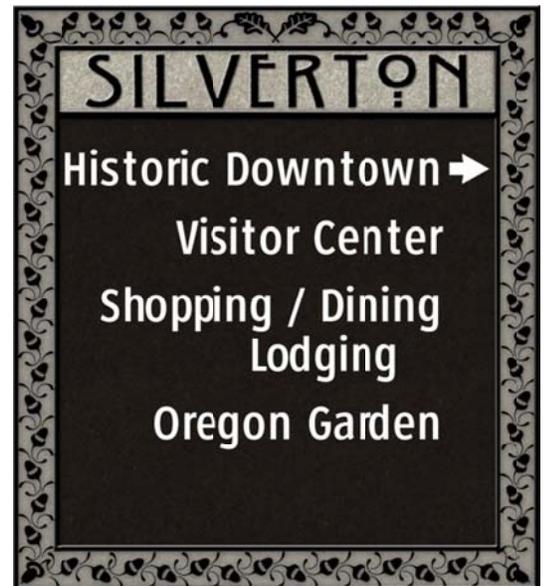
This intersection is encountered if traveling to Silverton from Keizer and the I-5 interchange.

Recommended Vehicle Wayfinding Improvements Traveling East:

Installing new signage that directs visitors to the downtown and area attractions is recommended for this intersection. By utilizing these improvements, visitors will be directed to the North Water Street and C Street intersection.

City staff will be approaching ODOT to locate a “Silverton Historic Downtown District” sign at the Keizer exit of I-5. If the City is successful in this endeavor, these signage improvements should receive a higher priority as more visitors will likely utilize these intersections.

It is recommended that Sign V13A and V13B be located at the southeast corner of the Pine and James Street intersection, as well as at the James and N. Water Street intersection. Both of these right-of-ways are currently under City of Silverton jurisdiction. With the installation of these improvements, it is recommended that the existing “City Center” signs be removed at both intersections. The “No Truck” sign



should be relocated in advance of the Pine and James Street intersection.



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Priority V14: Oak Street and Monitor Road Intersection

This intersection serves as the primary gateway for visitors traveling from Monitor, Molalla, and Oregon City to Silverton. The recommended improvements will signify the arrival into Silverton and help promote a consistent wayfinding signage design to visitors. The improvements would also provide reassurance that travelers are proceeding in the correct direction as they approach Silverton.

Recommended Vehicle Wayfinding Improvements Traveling West:

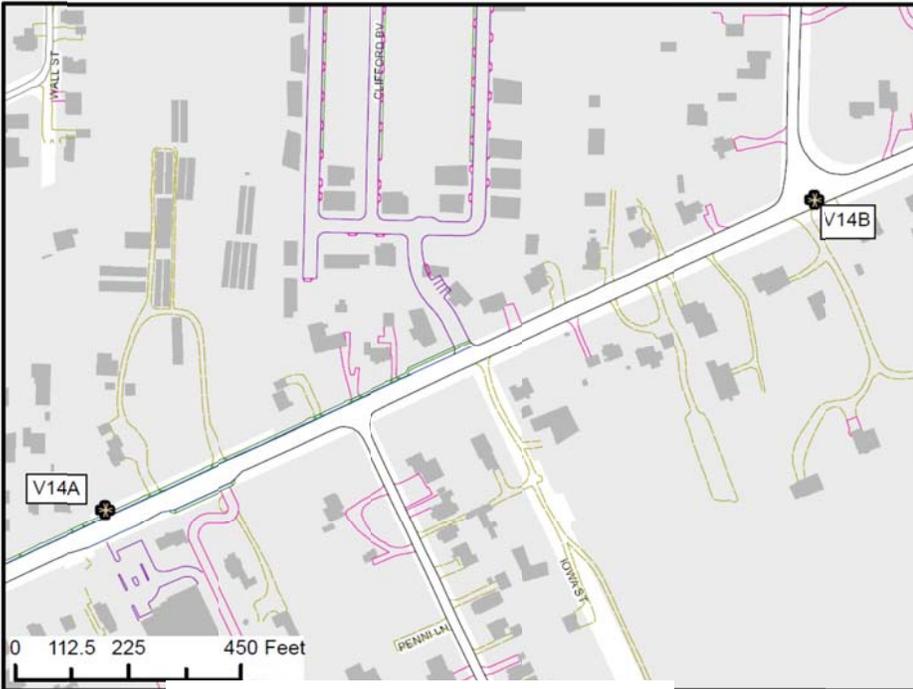
It is recommended that Sign V14A be installed west of the intersection where the 25 mph speed zone is established on Oak Street. The recommended sign is located within a roadway under ODOT



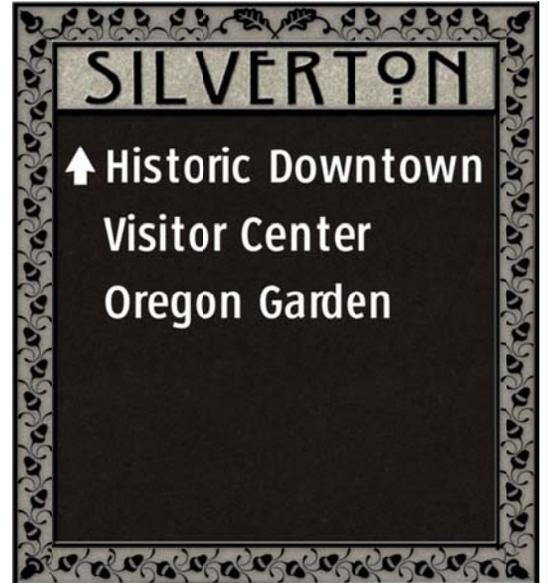
jurisdiction, therefore approval must be granted by this agency prior to installation of the sign.

Recommended Vehicle Wayfinding Improvements Traveling South:

It is recommended that Sign V14B be installed on the south side of the intersection. The recommended sign is located within a roadway under ODOT jurisdiction, therefore approval must be granted by this agency prior to installation of the sign. With the installation of these improvements, it is recommended that the existing “City Center” signs be removed at the intersection.



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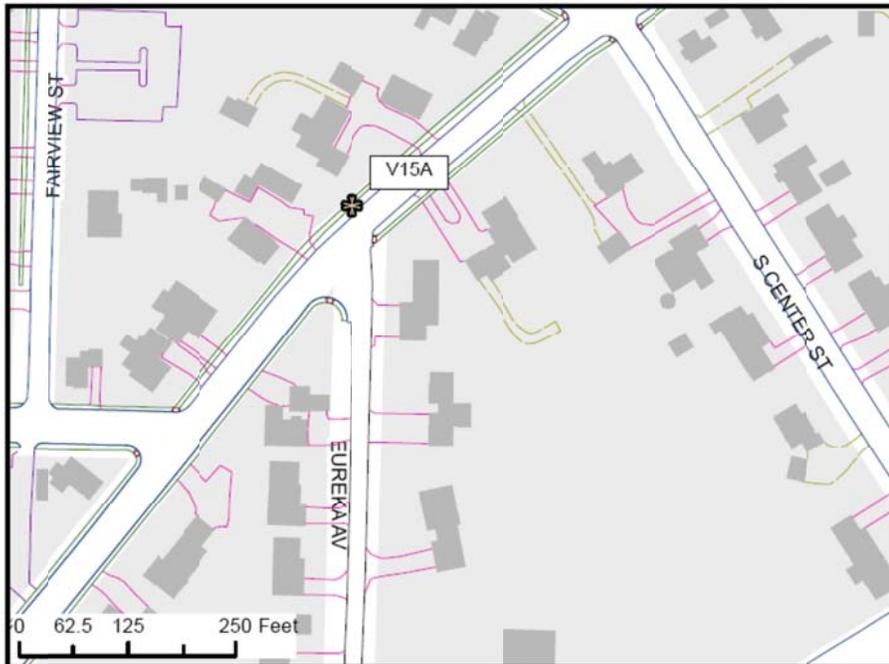
Priority V15: Eureka Avenue and West Main Street Intersection

This intersection serves as a secondary southern gateway for visitors traveling to Silverton. It is recommended that consistent community wayfinding signage be installed at this intersection to direct visitors to the downtown and area attractions.



Recommended Vehicle Wayfinding Improvements Traveling North:

It is recommended that Sign V15A be installed on the west side of Eureka Avenue in advance of the intersection. The recommended sign is located within a roadway under Marion County jurisdiction, therefore approval must be granted by this agency prior to installation of the sign. With the installation of these improvements, it is recommended that the existing “City Center” sign be removed at the intersection.



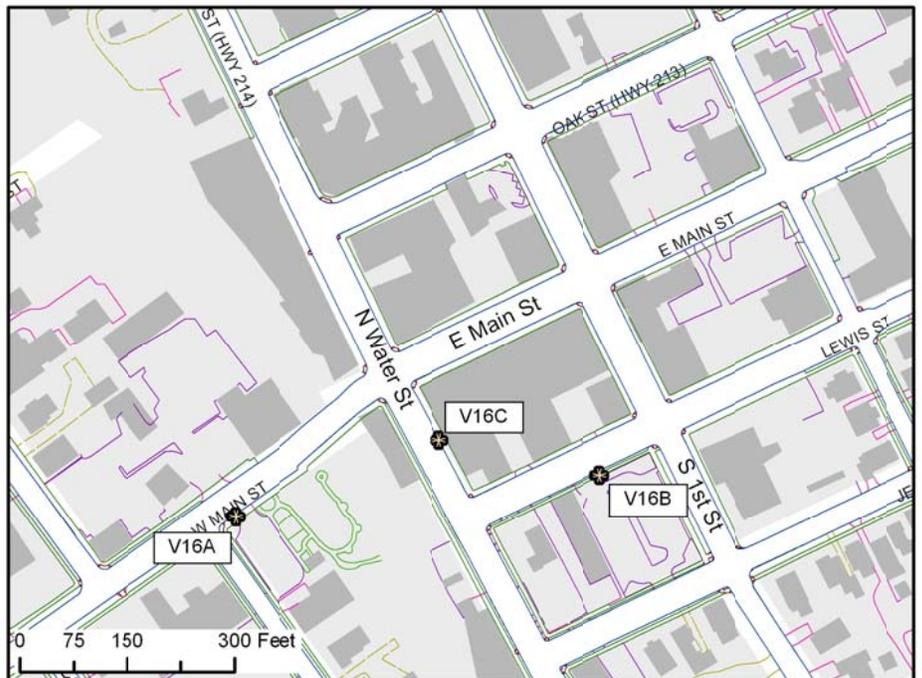
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Priority V16: Downtown Public Parking Wayfinding

There are two public parking facilities in the downtown area. They are located at the intersection of West Main Street and Fiske Street and at the intersection of North 1st Street and Lewis Street. Directions to the public parking facilities are non-existent in the current wayfinding system.

Recommended Vehicle Wayfinding Improvements Public Parking Facilities:

It is recommended that three “Public Parking” signs be installed in the downtown area. The signs are intended to direct vehicles to parking areas after they arrive in the downtown via the recommended vehicle wayfinding improvements. A standard MUTCD parking sign is recommended to be placed at the driveway of each of the parking lots. A parking sign is also recommended to be placed on the east side of South Water Street between East Main and Lewis Street directing traffic east onto Lewis Street. Depending on the outcome of the Downtown Streetscape project the sign may read “Pay Parking” or “Free Parking”.



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Recommended Pedestrian Community Wayfinding Signage Improvements

Currently, there is no coordinated signage system to direct pedestrian to downtown area businesses and other area resources. By installing the recommended improvements, visitors will be able to locate specific businesses that they are looking for, and individual businesses will be advertised by various categories. The recommended improvements will provide access to visitor information using an aesthetic that is coordinated with all other community wayfinding signage throughout the City.

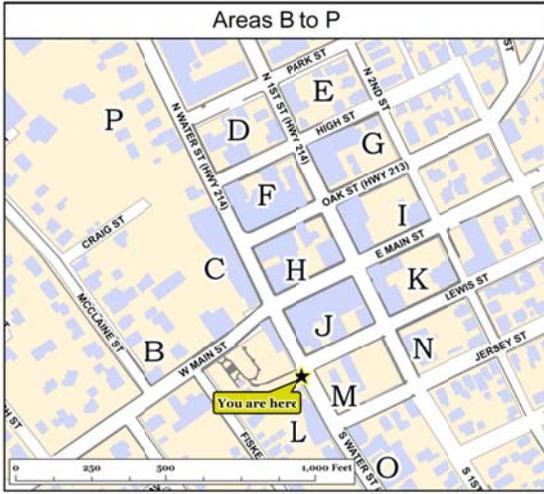
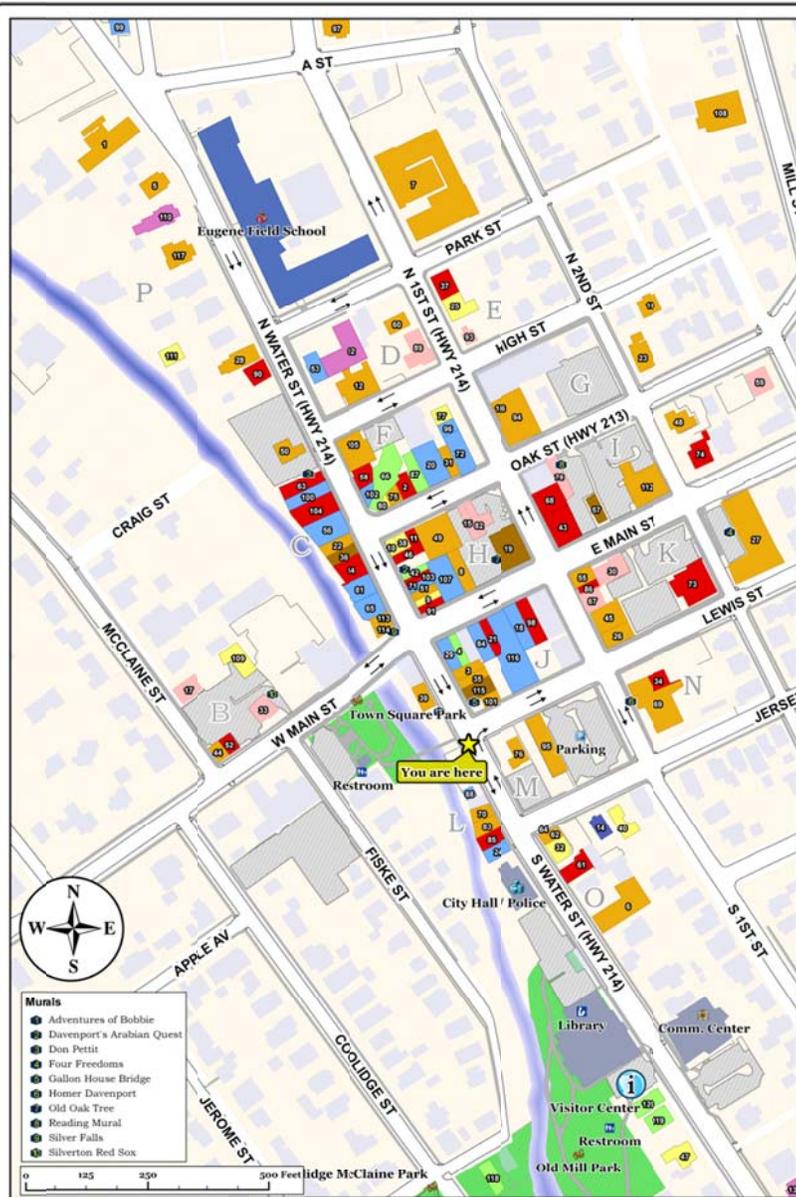
It is recommended that a downtown business directory and informational map be developed by utilizing the City's Geographic Information System (GIS) and the business license database. For the recommended business directory map, the business locations were linked to building footprint data. The building footprints were then color coded based on the business category and the downtown was split into 16 blocks that were assigned a letter. This map also provides visitors with location of all murals in the downtown. In addition, there is also a general map of Silverton that shows attractions that are located outside of the downtown core.

This map is intended to be installed on a metal kiosk in various downtown locations where there is high pedestrian use. The following illustration is the recommended Silverton Information Map. An effort should be made on all information on kiosks to make the information accessible to people with disabilities.

Quick Response Codes (QR Codes) could be incorporated in the pedestrian kiosk to easily navigate users with a smartphone to a website or map to further inform visitors on upcoming events or local businesses. Anyone with a smartphone can take a picture of a QR code and be automatically directed to website. QR codes are free and easy to make. The following is a QR code for the City's homepage.



Visitor Information Map



- Murals**
- Adventures of Bobbie
 - Davenport's Arabian Quest
 - Don Pettit
 - Four Freedoms
 - Gallion House Bridge
 - Homer Davenport
 - Old Oak Tree
 - Reading Mural
 - Silver Falls
 - Silverton Red Sox

Contact Information:
 City Hall (503) 873-3311
 Police (503) 873-5326
 Visitor Info (503) 873-3945

Disclaimer: This map is published by the City of Silverton, Oregon, and is provided as a general guide only. The City of Silverton does not warrant the accuracy or completeness of the information contained herein. The City of Silverton is not responsible for any errors or omissions in this map. The City of Silverton is not responsible for any damages or injuries resulting from the use of this map.

Business Name	Number	Area	Business Name	Number	Area	Business Name	Number	Area	Business Name	Number	Area
Dining			Shopping			Professional Services			Professional Services		
Chans Restaurant	18	J	Allison & Israel Jewels LLC	2	F	Allied Photo, Inc.	1	P	Sicor Title	106	G
City Thai	20	F	Beads N More	11	H	Allstate Insurance	3	J	Unger Funeral Chapel	108	G
Creekside Grill	24	L	Clothes Garden	21	J	Andrea Heiser, MS	5	P	West Coast Bank	112	I
El Toro Mexican Restaurant	29	J	Fall Line	34	E	Appeal Tribune	6	O	Willamette Construction Group	113	C
Lisa's on Water St	53	D	FootHills Medical Supply	37	E	Applied Electrical Training	7	E	Willamette Management Group (Mural)	114	C
Macs Place	56	C	Helping Hands Thrift Store	43	I	Art Parlor Tattoo	8	H	Zebra Print	117	P
O Brians Cafe	65	C	I've Got Rocks In My Head	46	H	Carols Bookkeeping & Tax Service	16	G			
Pudding River Wine Cellar, LC	71	H	Lincare Inc	52	E	Coldwell Banker Silverton Mtn West	22	C	Salon / Barber Services		
Pudge Pub	72	F	Lusaria Gallery	54	C	Compe2	23	O	Bangs & Burns	9	H
Silver Creek Coffee House	81	C	Mayberry's	58	F	Dennis Beas	12	D	Barbs Hair Etc	10	H
Silver Grill	84	J	Natural Health Center	61	O	Dennis Downey Construction, Inc.	26	K	Barbs Hair Etc	10	H
Silverton Coffee Station	88	L	North Star Antiques (Mural)	63	C	Dunsmuir Auto Service & Sales (Mural)	27	K	Curt's Barber Shop	25	E
Sorta Sausage	96	F	Pomegranate	68	I	Edward Jones Investments	28	C	Invy Nails	32	O
Subway	99	P	Redhead Engines	73	K	Empyre Tattoo	31	F	Gary's Barber Shop	38	H
Thai Dish Cuisine	100	C	Reins Del Mar Inc	74	I	Gary Field CPA PC	35	J	Hairapy	40	O
The Chocolate Box	102	F	Silver Stream Studio	85	L	Gracey & Dividson (Mural)	39	C	Jenna Beauty Salon	47	O
Towne House Restaurant	107	H	Silverton Art and Fram	86	K	Horizon Mountain Mortgage	44	B	Salon M	77	F
Your Break Tavern	116	J	Silverton Flower Shop	90	F	Industrial Park	45	A	Selway's Barber & Style Shop	80	F
			Silverton Green Store / Cafe Earth	91	H	Insync Lifestyles	45	K	Visions Salon & Spa, Inc.	109	B
			Stone Buddha	98	J	Kelley & Kelley	48	I	Water Street Salon, Waters Edge Spa	111	F
			The Pearl District	103	H	Kuuzai Communications, LLC	49	H			
			The Red Bench	104	C	Le Pooch Dog Grooming	50	C	Banking		
Attractions / Entertainment						Light Ministries	51	H	Citizens Bank (Mural)	19	H
American Academy of Performing Arts	4	J				M & M Tax Preparation	55	K	First American Title Insurance Co	36	C
Coolidge & McClaine Park	A	A				Nu Method Cleaners	64	O	MAPS Credit Union	57	I
Gordon House	A	A	Bryan C. Johnson, DDS, MS, PC	15	H	Potters Auto Specialties (Mural)	69	N	Willamette Valley Bank (Mural)	115	J
Heartwind Yoga (Mural)	42	H	Alan Carter, DMD PC	17	E	Prudential Real Estate Professionals	70	L			
Lincon Park	A	A	Craig Ellison, DDS	30	K	Randy Mitchell CPA	60	D	School		
Old Mill Park	A	A	Eycare Silverton (Mural)	33	E	Reliable Bookkeeping & Payroll Services	75	F	Bluebird Montessori	14	O
Oregon Garden	A	A	Michael Kim DDS	59	I	Roberts Financial Group	76	M	Mark Twain	A	A
Oregon Garden Resort	A	A	Paula M Helsby PC	67	K	Silver Falls Realty	83	L	Robert Frost	A	A
Palace Theatre, Inc.	66	F	Schmidt Chiropractic (Mural)	78	I	Silverton Realty	83	L	Silverton High School	A	A
Pioneer Park	A	A	Silver Falls Family Dental	82	H	Silverton Realty Inc.	94	G			
Reservoir	A	A	Silverton Family Dentistry	89	D	Silverton Self Defense	95	M	Lodging		
Silverton Ballet & Performing Arts Co.	87	F	Silverton Hospital	89	D	Steffen Group	97	F	Birdwood Inn Bed & Breakfast	13	O
Silverton Arts Center	118	O	Silverton Post Box	93	E	The Cats Meow	101	J	Silverton Inn & Suites	92	D
Silverton Country Museum	119	O				Thoroughbred Management	105	F	Water Street Inn	110	P
Visitor Center	120	O									

Priority P1: South Water Street and Lewis Street Intersection

This is the location of the existing visitor information kiosk. It is located near the south end of downtown and is a high pedestrian traffic location.

Recommended Pedestrian Wayfinding Improvements:

The existing wood kiosk is recommended to be removed and replaced with a three or four-sided metal kiosk with the most prominent side designated for a Silverton Information Map. It is recommended that the design of the kiosk be developed with the assistance of a citizen-based committee. The recommended improvements are located on private property, therefore an easement or similar agreement will need to be established with the property owner to install the kiosk.



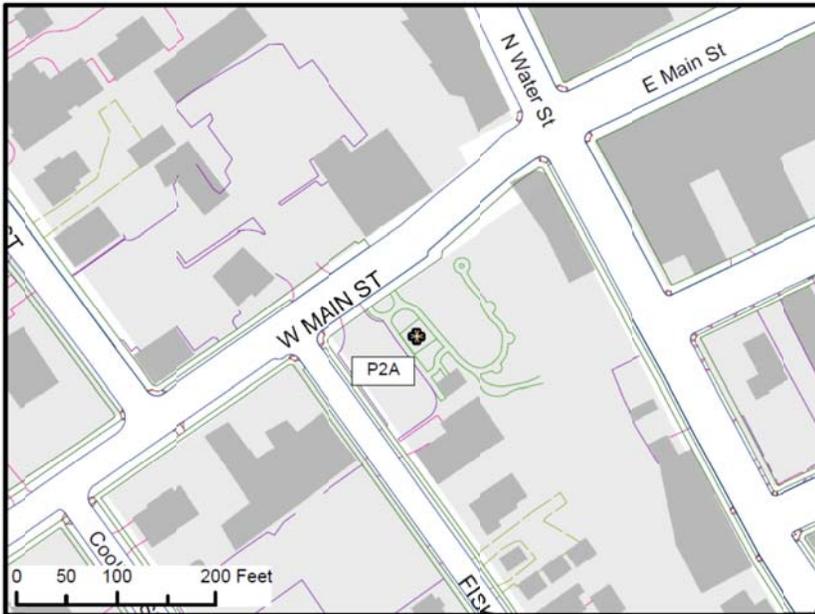
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Priority P2: Town Square Park

A pedestrian signage improvement is recommended in Town Square Park. This park is a natural gathering place and is located on the western fringe of the Downtown. This location is also near the informal garage sale advertising location at the McClaine and West Main Street intersection.

Recommended Pedestrian Wayfinding Improvements:

It is recommended that a three or four-sided kiosk be installed to provide a map providing a business directory and area attractions, historical information, and garage and yard sale information. The kiosk is planned to be constructed using donated funds and the preliminary design for the kiosk has been illustrated. The recommended improvements are located in a Silverton's Town Square Park, therefore permitting with outside agencies is not required.



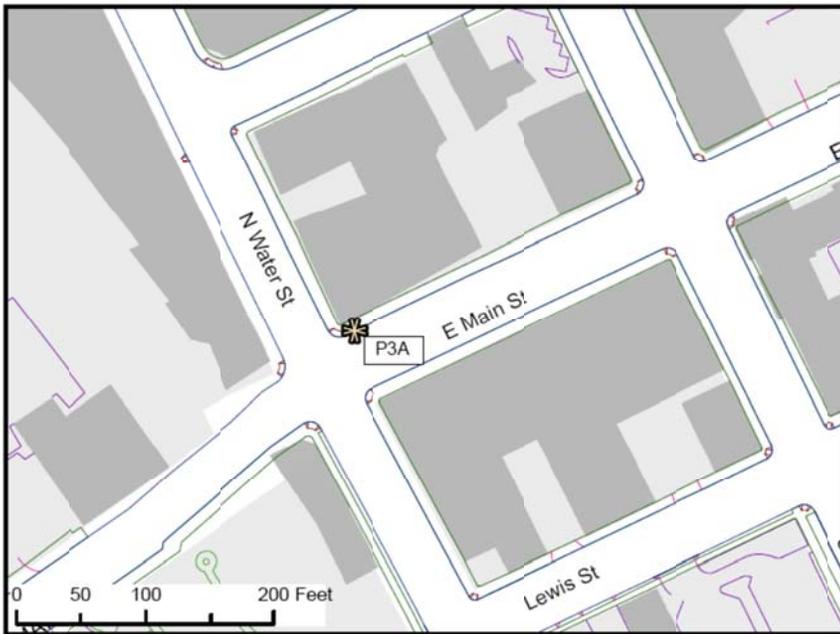
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Priority P3: East Main Street and North Water Street Intersection

A streetscape enhancement project which includes landscaped curb extensions is planned at this intersection. This is a central downtown location that is heavily utilized by pedestrians.

Recommended Pedestrian Wayfinding Improvements:

A one-sided kiosk is recommended to be located just off the sidewalk within the new curb extension in the northeast corner of the intersection. The proposed improvements are located in a City of Silverton right-of-way, therefore approval from an outside agency is not required.



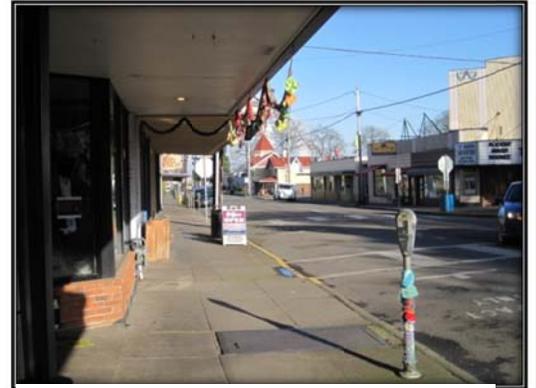
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Priority P4: North Water Street and Oak Street Intersection

A streetscape enhancement project which includes landscaped curb extension on the west side of Water Street is planned at this intersection. This is a downtown location that is heavily utilized by pedestrians.

Recommended Pedestrian Wayfinding Improvements:

A two-sided kiosk incorporated with Signs V5A and V5B is recommended to be located just off the sidewalk within the new curb extension area. It is recommended that the design of the kiosk be developed with the assistance of a citizen-based committee. The proposed improvements are located within a roadway under ODOT jurisdiction, therefore approval must be granted by this agency prior to installation of the kiosk.



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Priority P5: North Water Street and Park Street Intersection

A pedestrian signage improvement is recommended near the corner of North Water Street and Park Street. This is the northern border of the historic downtown area. It is also the location of the only downtown hotel.

Recommended Pedestrian Wayfinding Improvements:

Locating a Visitor Map near the hotel is an efficient means of communicating information to visitors. Therefore it is recommended that a three or four-sided kiosk be installed in the small plaza on the north side of the hotel. It is recommended that the design of the kiosk be developed with the assistance of a citizen-based committee. The recommended improvements are located on private property, therefore an easement or similar agreement will need to be established with the property owner to install the kiosk.



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Priority P6: North 1st Street and Oak Street Intersection

Due to the distance to other proposed pedestrian signage improvements, a three or four-sided kiosk is recommended to be installed at this intersection. This is an intersection with high exposure to both pedestrians and vehicle traffic.

Recommended Pedestrian Wayfinding Improvements:

It is recommended that a three or four-sided kiosk be installed in the small plaza at the northeast corner of the intersection. It is recommended that the design of the kiosk be developed with the assistance of a citizen-based committee. The recommended improvements are located on private property, therefore an easement or similar agreement will need to be established with the property owner to install the kiosk.



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Chapter 4: Capital Improvement Plan

Introduction

This section outlines the costs associated with the recommended improvements. The estimated cost per vehicle wayfinding sign is \$1,250. The sign improvement cost includes materials and installation. Since the pedestrian improvements (kiosks) have not been designed, estimated costs for those improvements have not been included with this document.

Priority	# of signs	Cost per sign	Total
V1	2	\$1,250	\$2,500
V2	5	\$1,250	\$6,250
V3	4	\$1,250	\$5,000
V4	2	\$1,250	\$2,500
V5	2	\$1,250	\$2,500
V6	3	\$1,250	\$3,750
V7	3	\$1,250	\$3,750
V8	1	\$1,250	\$1,250
V9	4	\$1,250	\$5,000
V10	1	\$1,250	\$1,250
V11	1	\$1,250	\$1,250
V12	1	\$1,250	\$1,250
V13	2	\$1,250	\$2,500
V14	2	\$1,250	\$2,500
V15	<u>1</u>	\$1,250	<u>\$1,250</u>
	34		\$42,500

Funding Options

Funding options include use of Urban Renewal Funds, Transit Occupancy Tax revenue, and possible funding from the Oregon Tourism Commission Matching Grants Program. A program could also be established by the City to pay for capital expenses and on-going maintenance costs by selling advertising space within the kiosks.