Wayfinding Master Plan
Stevenson, WA

Description and purpose
The Stevenson Wayfinding Master Plan is a set of comprehensive guidelines to update and unify signage and other placemaking and navigational aids within the city. The plan aims to make the city more attractive and easier to navigate for all modes while also providing distinct district identities to Rock Cove, the downtown core and the waterfront area. These improvements will better connect the city core with the Skamania Lodge, a key tourist destination.

The new signage includes artistic elements which reflect the character, history and beauty of the 1,500-resident community and the surrounding Columbia River Gorge and Gifford Pinchot National Forest. In addition, pedestrian wayfinding pavement markers and stonework make it easier for walkers to get around while reducing sign clutter and maintenance costs for the City.

Case Study
Walkable Washington
The Walkable Washington program grew out of the Feet First Cities Program. It showcases exceptional pedestrian-oriented improvements, community groups and outreach programs; maintains a statewide network for key contacts and stakeholders including an annual symposium; and provides assistance with Safe Routes to School, walking audits and other educational activities and programs.
Walkable Washington

Costs and funding
The planning efforts cost approximately $24,000 and were funded as a part of a $630,000 grant from the Federal Highway Administration’s National Scenic Byways program to study and improve non-motorized connections to the Bridge of the Gods. Plan implementation is funded through the City general fund.

Implementation time-frame
The Stevenson Wayfinding Master Plan was drafted in 2012 by the City of Stevenson Planning Department and a local consulting firm, Rock Creek Design. The planning process took about six months. Plan implementation is ongoing, with the first stage to be finished in spring 2014.

Community involvement
There was considerable public input throughout the design and planning timeline. An inclusive design committee of 25 community residents was instrumental in guiding the public process from start to finish. In addition, a series of public meetings was held in which alternative proofs were presented and members of the public were allowed to suggest changes to the final designs.

Benefits and results
At full build out, the Wayfinding Master Plan will create a long-lasting, aesthetically pleasing and unified navigational scheme for residents and tourists alike. This will increase community pride and sense of identity, strengthen economic connections between neighborhoods, improve the pedestrian experience, and promote the City as a destination along the Columbia River Gorge.

Project Contacts
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Resources
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