



Walkable Washington

collaborate, take action, celebrate

For information about Walkable Washington and other Feet First programs

314 1st Avenue S
Seattle, WA 98104
www.feetfirst.org
206 652 2310

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.



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.



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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

Ben Shumaker
Planning Director, City of Stevenson
ben@ci.stevenson.wa.us

Resources

City of Stevenson
<http://ci.stevenson.wa.us/>

Stevenson Wayfinding Master Plan
<http://ci.stevenson.wa.us/wp-content/uploads/2013/02/StevensonWayfindingMasterPlan.pdf>

Image courtesy of City of Stevenson.



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