

# MEMORANDUM

## Sherwood Old Town Strategic Plan

To: Sean Conrad (City of Sherwood); Eric Rutledge (COS)  
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Date: July 1, 2025  
Subject: Wayfinding Plan Recommendations

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## Wayfinding Plan Recommendations

Based on the findings of the **Existing Conditions Memo**, specifically the **Wayfinding Assessment for Old Town Sherwood**, the following recommendation outlines a **Signage and Wayfinding Plan** to improve visibility, strengthen the sense of arrival, and enhance visitor navigation. The recommendation includes an **action plan** with key steps, potential partners, and a **12-month timeline** to guide plan development and adoption.

### Key Findings from the Wayfinding Assessment

- **Lack of visibility from Highway 99 and Tualatin-Sherwood Road:** Few signs reference "Old Town," and most are destination-specific (e.g., Railroad Street Antique Mall).
- **Disconnected signage at decision points:** Critical intersections and roundabouts lack clear directional signage into Old Town.
- **Inconsistent or outdated signage within Old Town:** Most signage is for City Hall, the library, or the Field House—not for commercial or visitor destinations.
- **High potential to attract regional traffic:** Old Town is less than a mile from major arterials and surrounded by neighborhoods within walking distance, but underutilizes its proximity due to limited signage.

### Action Plan: Initiating a Signage and Wayfinding Plan

#### Step 1: Identify and Convene Core Partners (Month 1)

- **Lead Department:** Community Development
- **Key Partners:**
  - Public Works (implementation and maintenance)
  - Sherwood Chamber of Commerce
  - Sherwood Main Street or Historic Committee (if active)
  - Explore Tualatin Valley (for regional branding support)
  - Local business/property owner representatives

- **Actions:**
  - Form a working group or task force to guide development of the plan
  - Identify local and regional funding opportunities (e.g., tourism grants)

### **Step 2: Write Scope of Work & Prepare RFP (Months 2–3)**

- Draft a scope focused on:
  - Entry signage from major arterials
  - Pedestrian and bicycle wayfinding
  - Historic and visitor destination branding
  - Hierarchy of signage types (gateway, directional, identity)
  - Integration with City branding and placemaking goals
- Include assembly of an advisory group of Old Town businesses, organizations and groups marketing the Old Town

### **Step 3: Release RFP and Select Consultant (Months 4–5)**

- Release RFP publicly and to targeted planning/wayfinding consultants
- Use a qualifications-based selection process (QBS)
- Select and contract with a consultant by end of Month 5

### **Step 4: Planning & Public Engagement Phase (Months 6–10)**

- Consultant conducts:
  - Site inventory and analysis
  - Stakeholder and public engagement
  - Concept development (signage families, materials, locations)
  - Coordination with ODOT (for Hwy 99 signage placement)
- Deliverables: Draft wayfinding strategy with signage hierarchy and location plan

### **Step 5: Final Plan, Adoption & Next Steps (Months 11–12)**

- Present draft to stakeholders and Council
- Finalize plan based on feedback
- Identify implementation phases and prepare cost estimates
- Begin design and permitting for first phase, pending funding

## Suggested 12-Month Timeline

Task	Timeframe
Partner coordination & task force formed	Month 1
Scope of work & RFP drafted	Months 2–3
RFP issued, consultant hired	Months 4–5
Planning, analysis, engagement	Months 6–10
Final plan review and adoption	Months 11–12

## Implementing the Signage and Wayfinding Plan

### 1. Prioritize Signage Types and Locations

- **Action:** Use the plan's location map and signage hierarchy to identify the highest-impact improvements.
- **Focus areas:**
  - Gateways at Hwy 99, Tualatin-Sherwood Road, and Sherwood Boulevard
  - Key local connectors (e.g., Pine Street, 1st Avenue)
  - Internal pedestrian and bike navigation to destinations (library, Cannery Square, etc.)
- **Deliverable:** Implementation phasing plan (short-, medium-, long-term)

### 2. Identify Funding Sources

- **Action:** Develop a funding strategy using a mix of public and private resources.
- **Potential sources:**
  - City general fund (capital improvement allocation)
  - Tourism and economic development grants (e.g., from **Explore Tualatin Valley** or **Business Oregon**)
  - TIF/URA funding if available
  - Local business improvement partnerships (Main Street-style collaboration)
- **Deliverable:** Implementation budget and funding strategy

### 3. Final Design and Engineering

- **Action:** Select a signage fabricator and, if needed, a design consultant for detailed construction drawings and materials specs.

- **Key tasks:**
  - Ensure signage complies with MUTCD (Manual on Uniform Traffic Control Devices) and ODOT rules (for state highways)
  - Coordinate installation logistics with Public Works and permitting agencies
- **Deliverable:** Final design package and installation-ready documentation

#### 4. Coordinate with Agencies and Property Owners

- **Action:** Obtain necessary permissions for signs placed on or near private property or along ODOT rights-of-way.
- **Partners:**
  - ODOT (Hwy 99)
  - Private property owners (for wall-mounted or sidewalk signs)
  - Sherwood Public Works and Planning for encroachment permits
- **Deliverable:** Signed agreements or permits

#### 5. Fabricate and Install Phase 1 Signage

- **Action:** Begin fabrication and installation of the first wave of signage.
- **Phase 1 suggestions:**
  - Entry/gateway signs on Hwy 99 and Tualatin-Sherwood Road
  - Directional signage into Old Town from Sherwood Blvd and Langer Farms Parkway
  - Pedestrian signs around Cannery Square and key public parking areas
- **Deliverable:** Completed installation of Phase 1 signs

#### 6. Promote and Monitor Impact

- **Action:** Publicize the new signage through City and tourism channels.
- **Optional:** Conduct a brief post-installation survey or foot traffic analysis to evaluate success and gather feedback.
- **Deliverable:** Marketing campaign and evaluation summary

#### Ongoing Maintenance and Updates

- Assign maintenance responsibility (likely Public Works or a designated City department).

- Review signage conditions annually and plan for updates or expansions based on growth, tourism, or business changes.

## Signage and Wayfinding Plan – Implementation Schedule

Phase	Timeframe	Milestone / Task	Lead & Partners	Notes
<b>1. Prioritization &amp; Phasing Plan</b>	Month 1	Confirm priority locations and signage types for Phase 1	Community Development, Public Works, Task Force	Focus on high-visibility gateways and core wayfinding needs
<b>2. Cost Estimating &amp; Funding Strategy</b>	Months 1-2	Develop cost estimates and identify funding sources	Economic Development, Finance, Explore Tualatin Valley	Consider grants, tourism funds, and phased budget requests
<b>3. Final Design &amp; Engineering</b>	Months 2-4	Prepare construction-ready plans and specs	Consultant or Sign Fabricator, Public Works	Include materials, dimensions, mounting details, and permitting needs
<b>4. Agency Coordination &amp; Permitting</b>	Months 3-5	Secure approvals (ODOT, City departments, property owners)	Planning, Public Works, ODOT	Necessary for installations on public right-of-way and gateways
<b>5. Fabrication</b>	Months 5-7	Fabricate Phase 1 signage	Sign Vendor	Allow lead time for manufacturing and quality checks
<b>6. Phase 1 Installation</b>	Months 7-9	Install gateway and directional signage	Public Works or Contractor	Coordinate with ongoing public projects, utilities, and access needs
<b>7. Public Launch &amp; Promotion</b>	Month 9	Announce and promote signage completion	Economic Development, Explore Tualatin Valley	Ribbon cutting, press release, and regional tourism promotion
<b>8. Monitoring &amp; Evaluation</b>	Months 10-12	Collect feedback and assess early impacts	Community Development, Business Stakeholders	Include surveys, photo audits, or pedestrian/visitor counts
<b>9. Phase 2 Planning</b>	Month 12+	Identify next signage priorities and funding	City Staff, Stakeholder Task Force	May include interpretive signs, trail connections, or parking signage