



Planning
Urban Design
Place Strategy

412 NW Couch St, # 405
Portland, Oregon 97209
t: 971-245-4352
www.firstfortyfeet.com

MEMORANDUM

Sherwood Old Town Strategic Plan

To: Sean Conrad (City of Sherwood); Eric Rutledge (COS)

From: Jason Graf, (First Forty Feet); Tyler Sauter, (FFF); Sijin Sun, (FFF)

Date: July 1, 2025

Subject: Wayfinding Plan Recommendations

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- **Inconsistent or outdated signage within Old Town:** Most signage is for City Hall, the library, or the Field House—not for commercial or visitor destinations.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
1. Prioritization & Phasing Plan	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
2. Cost Estimating & Funding Strategy	Months 1-2	Develop cost estimates and identify funding sources	Economic Development, Finance, Explore Tualatin Valley	Consider grants, tourism funds, and phased budget requests
3. Final Design & Engineering	Months 2-4	Prepare construction-ready plans and specs	Consultant or Sign Fabricator, Public Works	Include materials, dimensions, mounting details, and permitting needs
4. Agency Coordination & Permitting	Months 3-5	Secure approvals (ODOT, City departments, property owners)	Planning, Public Works, ODOT	Necessary for installations on public right-of-way and gateways
5. Fabrication	Months 5-7	Fabricate Phase 1 signage	Sign Vendor	Allow lead time for manufacturing and quality checks
6. Phase 1 Installation	Months 7-9	Install gateway and directional signage	Public Works or Contractor	Coordinate with ongoing public projects, utilities, and access needs
7. Public Launch & Promotion	Month 9	Announce and promote signage completion	Economic Development, Explore Tualatin Valley	Ribbon cutting, press release, and regional tourism promotion
8. Monitoring & Evaluation	Months 10-12	Collect feedback and assess early impacts	Community Development, Business Stakeholders	Include surveys, photo audits, or pedestrian/visitor counts
9. Phase 2 Planning	Month 12+	Identify next signage priorities and funding	City Staff, Stakeholder Task Force	May include interpretive signs, trail connections, or parking signage