



**WELCOME**

Economic Development Advisory  
Board

October 8, 2020

# AGENDA

## Part I

- Welcome and Call to Order
- Approve Meeting Minutes – September 24, 2020

## Part 2 – Continuing Business

- Wayfinding Signage Location Plan  
& Message Schedule

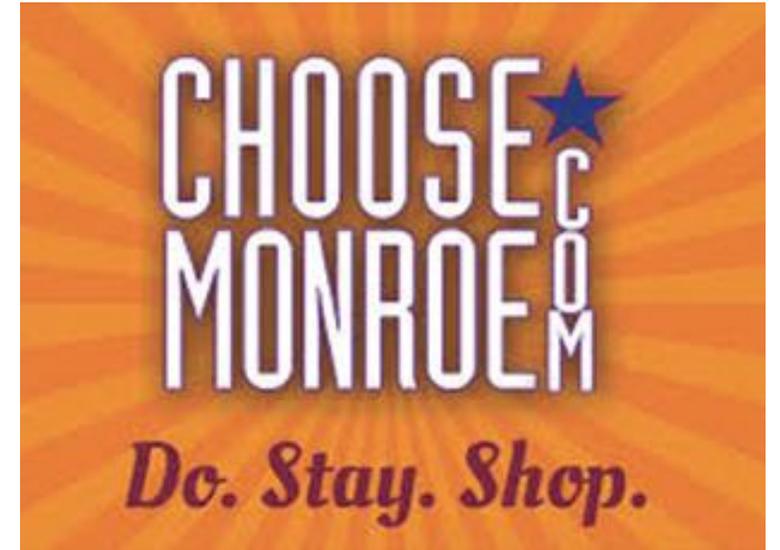
## Part 3 – New Business

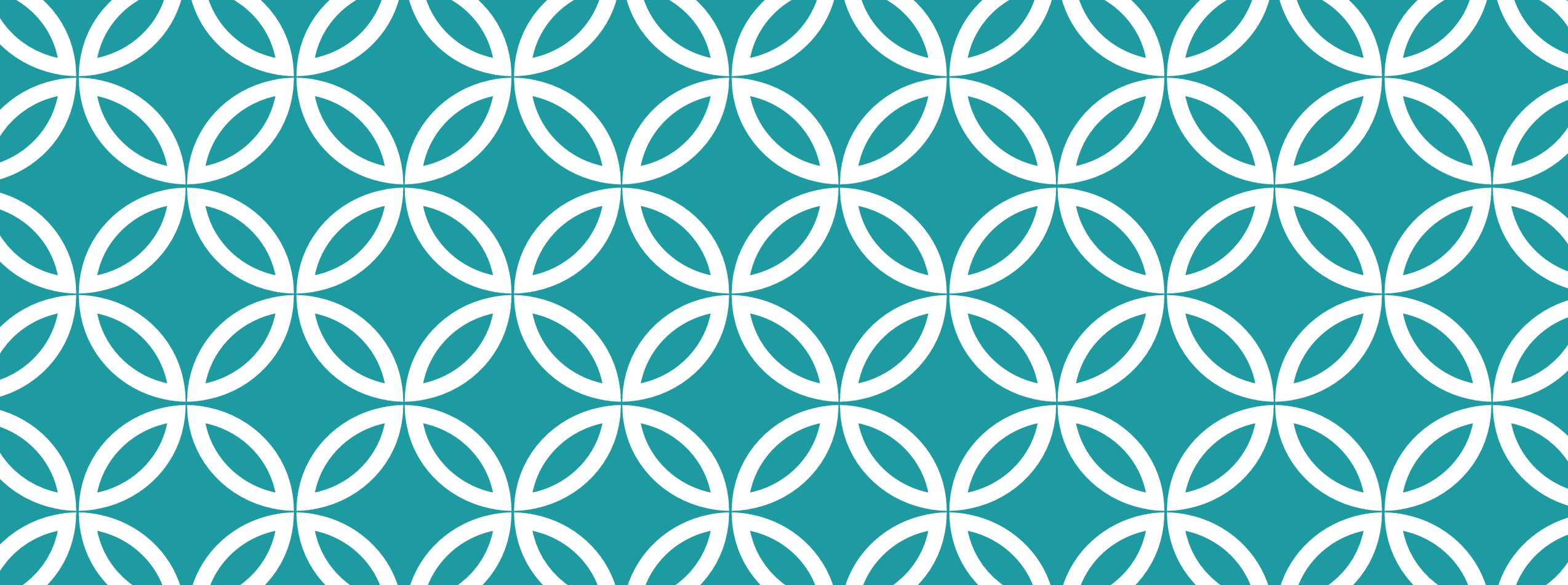
- Wayfinding and Historic Downtown Signage:  
Design Development

## Part 4

- Board Member Comments/Updates

## Part 5 – Next Meeting – October 22, 2020





# APPROVE MEETING MINUTES

September 24, 2020

Economic Development Advisory  
Board

October 8, 2020

**CALL TO ORDER**

The September 24, 2020 Monroe Economic Development Advisory Board Meeting was called to order at 8:05 a.m.; Zoom Meeting Platform.

**ROLL CALL**

Members present: Allan Dye, Sally King, Liz Nugent, Bridgette Tuttle, and Katy Woods

Staff present: Deborah Knight, Rich Huebner, and James Palmer

Guest present: Ben Webb

**APPROVAL OF THE MINUTES**

Board member Bridgette Tuttle made motion to amend the minutes of the September 10 meeting to reflect the correct last name of guest Ben Webb, and to approve the minutes as amended. The motion was seconded by Board Member Katy Woods. Motion carried 5-0.

**OLD BUSINESS**

A. 6-Year Strategic Plan – Budget

Ms. Knight presented the City’s 6-Year Strategic Priorities. This document presents the strategic goals of the City for the years 2021-2026, broken out by expected year of accomplishment and by categorization. The goals included in this document are identified in the City’s 20-year Strategic Priorities and the IT Strategic Plan.

Ms. Knight commented that the goals of interest to the Economic Development Advisory Board are those in the Economic Development category, as well as some in the Community Culture category. Ms. Knight commented that some of the goals extend upon themselves, and referred to the example of North Hill Park, which identifies land acquisition in 2021, securing funding in the immediate next years, and construction and development in the later years.

Ms. Knight commented that there has not yet been discussion as a board or with the City Council regarding City involvement in Mr. Webb’s efforts to acquire the Central School property, which is why there is not currently a date assigned to the “Community Hub” goal, and that while the document still calls for waterfront planning of the parks individually, the City recognizes the growing consensus among the EDAB, Planning Commission and Parks Advisory Board for a combined waterfront master plan in the next Parks, Recreation and Open Space (PROS) Plan.

Ms. Knight further commented that Mr. Palmer is actively engaged with Lowe’s regarding the North Kelsey properties and the City’s goal of altering the restrictions on the use of the land.

Board Member King commented that she recently saw surveyors on Highway 522, and asked if design work was ongoing. Ms. Knight commented that design work is indeed ongoing, and there is money in the current state budget for that work.

Discussion ensued and consensus was support for the identified goals as categorized.

#### B. CARES Act 2<sup>nd</sup> Round Funding – Community Support

Mr. Huebner announced that the City has been allocated an additional \$288,750 in CARES Act funds from the state. Mr. Huebner commented that previous discussion with the EDAB identified a community support program as a recommended program. Mr. Huebner inquired from the board membership if they felt this should be in the form of a previously-discussed mortgage/lease/rental assistance program, or a third round of the Small Business and Community Relief grants.

Discussion ensued, and consensus was for a mortgage/lease/rental assistance program. Board Member Tuttle suggested that funds made available to the business community be limited to tenants. Board Member Dye recommended the program be available to both tenants and landlords, as landlords who have not received rent during the economic shutdown may themselves be behind on their mortgage. Board Member Dye further suggested that awards made to landlords should come with the requirement that they forgive rental delinquencies by an equivocal amount.

Board Member Tuttle commented that the merit of an application should not be limited to the amount that an applicant is behind on their rent/lease/mortgage, as the applicant may have incurred debt, or delayed payment on other obligations, in order to pay rent/lease/mortgages.

Board Members King, Nugent, and Woods expressed support for a rent/lease/mortgage assistance program open to tenants and landlords.

### **NEW BUSINESS**

#### A. Wayfinding Signage Location Plan & Message Schedule

Mr. Huebner presented the Wayfinding Signage Location Plan & Message Schedule provided by Tangram Designs, and asked for feedback from the membership.

Board Member Tuttle commented that the presentation included a high number of signs and locations, and she would like to see a clarification on the demographic target and prioritization of signs, in case the City can't afford to implement the entire system. Board Member Tuttle offered, as an example, that Highway 2 signage would target potential tourists, while park signs would target residents.

Board Member Nugent agreed with Board Member Tuttle's comments. Board Member Nugent further commented that 154<sup>th</sup> Street should be another priority, in addition to Highway 2, as it is a high traffic area.

Ms. Knight suggested that this topic be continued to the next meeting so that the membership have the opportunity to review the packet in-depth. Consensus was in support, and the topic was continued to the October 8 meeting.

### **BOARD MEMBER COMMENTS/UPDATES**

Board Member Nugent commented on the success of the Farmers Market, and disappointment that it couldn't be further extended beyond September. Board Member Nugent also expressed appreciation for the City's efforts to clear out junk vehicles, while giving notice and a respectful period of time for owners to remove vehicles themselves.

Board Member Tuttle commented that she continues working with the Kombucha vendor, who had been considering the site of the former ice cream shop, but the landlord has not been accommodating. Board Member Tuttle has offered the vendor an opportunity to do a pop-up event at the Whiskey Bar to get a sense of the walk-around traffic in the area; she is also having the Whiskey Bar location painted inside, and plans to open sometime in October.

Board Member Tuttle also commented that she has opened a school food service program at her pizza restaurant location, which will be open 12 hours a day, seven days a week. There has been tremendous support of the effort through donations of goods and money. Board Member Tuttle also commented that the Community Human Services Advisory Board is meeting regularly twice a week, and will be having a special meeting on September 24 to discuss a human services budget recommendation.

Board Member King commented that she was initially a bit timid connecting with businesses about reader board messages, but that the response has been wonderful. Speedway Chevrolet, Galaxy Theatres and the Evergreen State Fair Park have all had messages on their reader boards; Board Member King asked each to run the message for a week initially, and again in mid-October. Board Member King commented that she will continue her ongoing engagement efforts with St. Vincent de Paul, that she also plans to contact Ben Franklin, and asked if any other member had contact information for Whitfield's Auto Licensing; Board Member Tuttle commented that either she or Board Member Woods can provide the contact information.

Board Member King also shared a recent conversation she had with Speedway Chevrolet owner Todd Johnson, who has been involved in meetings regarding COVID-19 response at the County level; Mr. Johnson told County leaders and fellow meeting attendees that they can get great ideas on response efforts from the City of Monroe.

Mr. Palmer commented that he recently sent out a mass email reminder regarding the Business Survey, and that he saw a small spike afterward, with eight responses in 48 hours; he is currently reviewing his email distribution list and working to refine it based on the bounce backs received. Mr. Palmer has approximately 50 responses thus far.

Mr. Palmer also commented that his efforts with Lowe's are ongoing, and that the next application will be submitted on Friday. This application will be reviewed in a "pre"-meeting, and a determination will come at or after a meeting with Lowe's executives on October 8.

Ms. Knight commented that the Mayor's Recommended Budget for 2021 will be presented to the City Council on October 13, and that as the end of the year draws closer, there are only 4 Council meetings in October, and 2 each in November and December.

Board Member Tuttle asked how the City is doing currently in sales tax collections. Ms. Knight commented that the outlook is positive currently, and that she would be happy to invite Finance Director Becky Hasart to the October 8 EDAB meeting to provide an update on revenue projections. Ms. Knight commented that generally the five large retailers in Monroe are doing well, as are RV sales, that the collection is being buoyed by single family construction and sales taxes associated with deliveries of equipment to construction sites; overall, the City is weathering the storm better than anticipated. Ms. Knight commented that while this is good news for the City, it is also a cautionary tale, as we don't know what 2021 will look like.

Board Member Nugent commented that the June tax collection report may be skewed, as the Department of Revenue allowed sales tax reports to be delayed. Board Member Nugent also expressed appreciation to Board Member King for her hard work on the reader board messages.

## **ADJOURNMENT**

The meeting adjourned at 9:21 a.m.

---

Deborah Knight, City Administrator

# AGENDA

## Part I

- Welcome and Call to Order
- Approve Meeting Minutes – September 24, 2020

## Part 2 – Continuing Business

- Wayfinding Signage Location Plan  
& Message Schedule

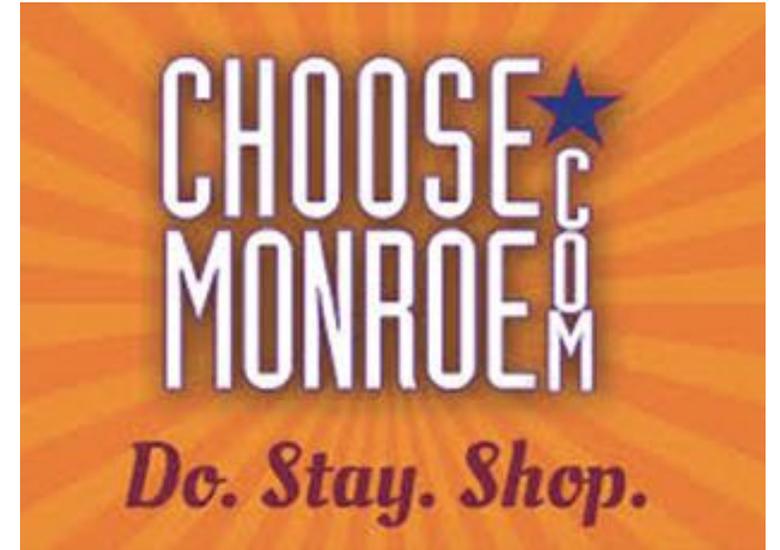
## Part 3 – New Business

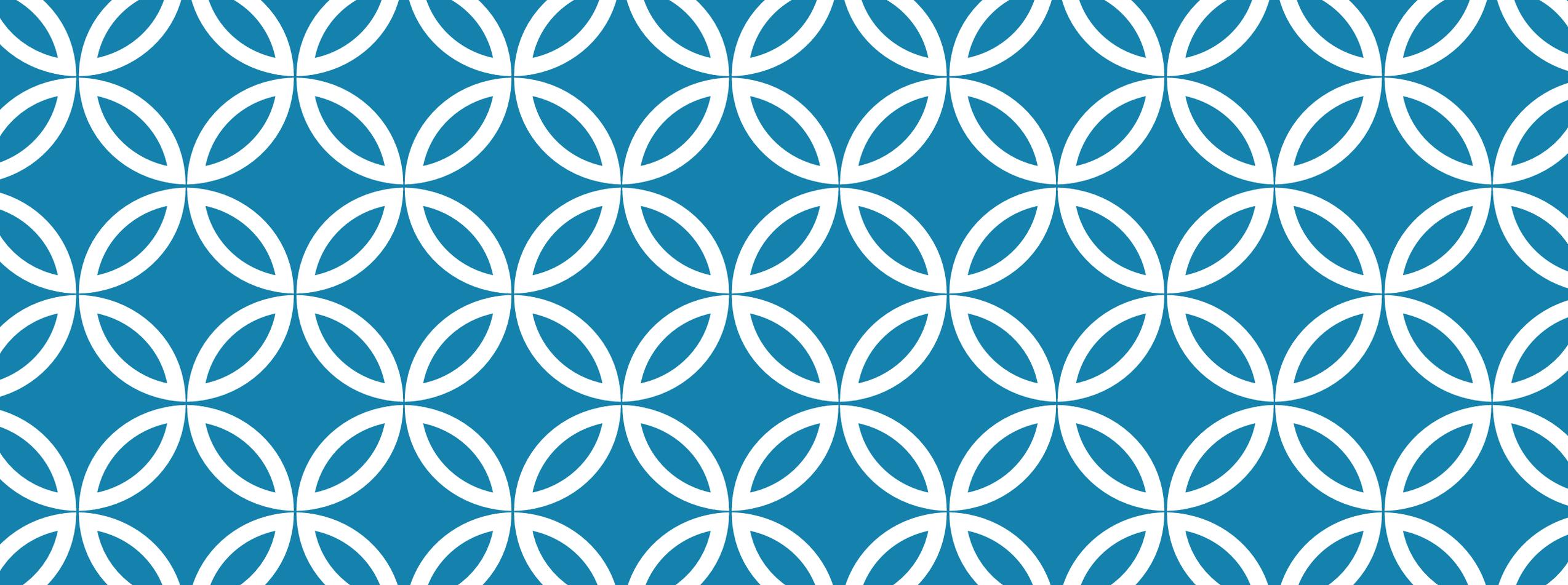
- Wayfinding and Historic Downtown Signage:  
Design Development

## Part 4

- Board Member Comments/Updates

## Part 5 – Next Meeting – October 22, 2020





# WAYFINDING SIGNAGE LOCATION PLAN & MESSAGE SCHEDULE

Economic Development Advisory  
Board

October 8, 2020

# AGENDA

## Part I

- Welcome and Call to Order
- Approve Meeting Minutes – September 24, 2020

## Part 2 – Continuing Business

- Wayfinding Signage Location Plan  
& Message Schedule

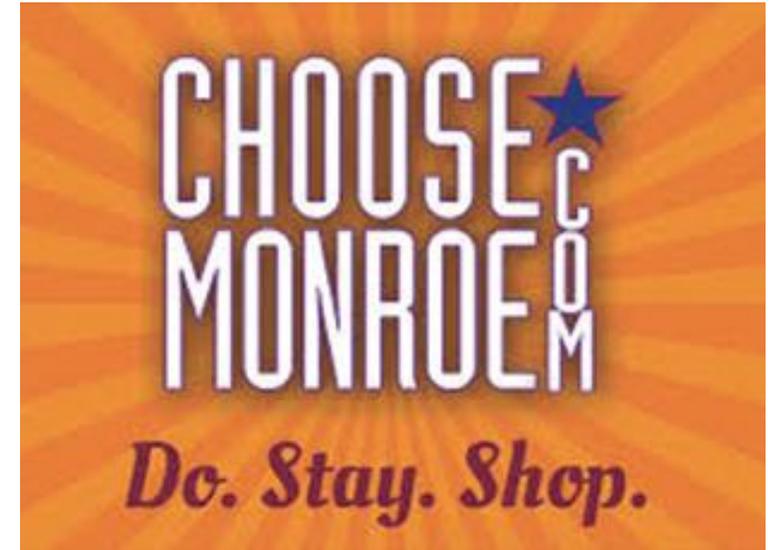
## Part 3 – New Business

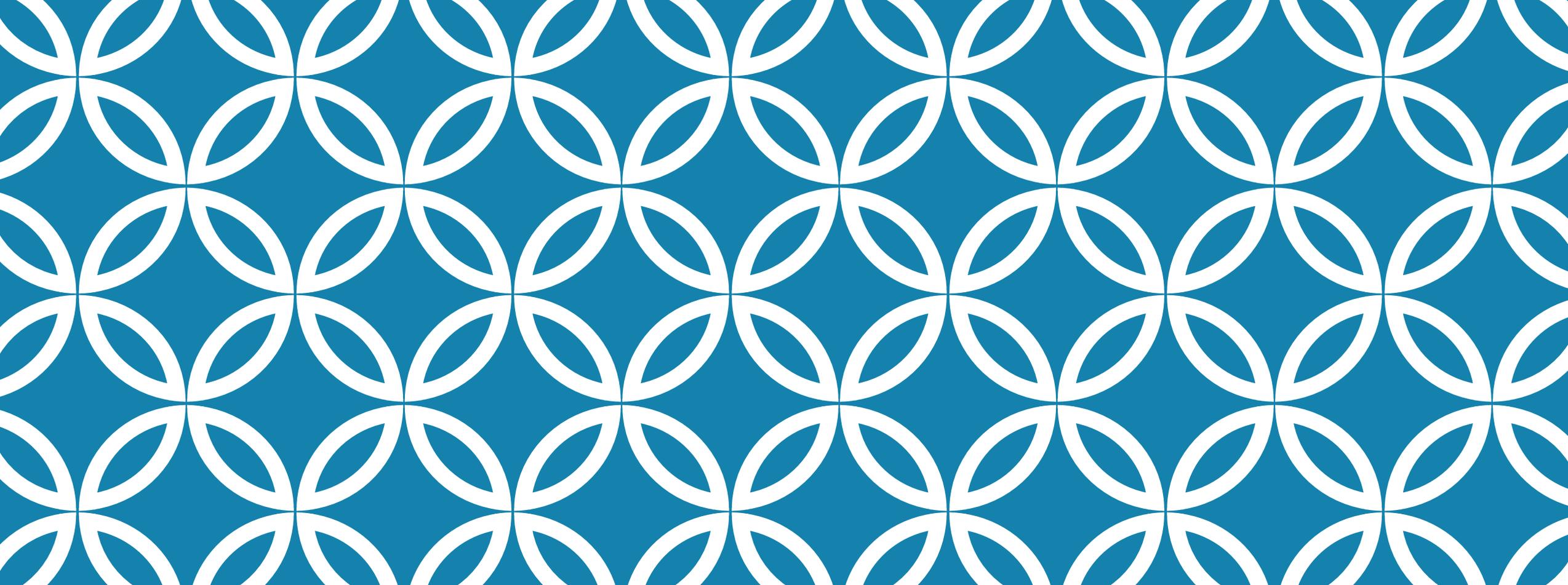
- Wayfinding and Historic Downtown Signage:  
Design Development

## Part 4

- Board Member Comments/Updates

## Part 5 – Next Meeting – October 22, 2020





# WAYFINDING AND HISTORIC DOWNTOWN SIGNAGE: DESIGN DEVELOPMENT

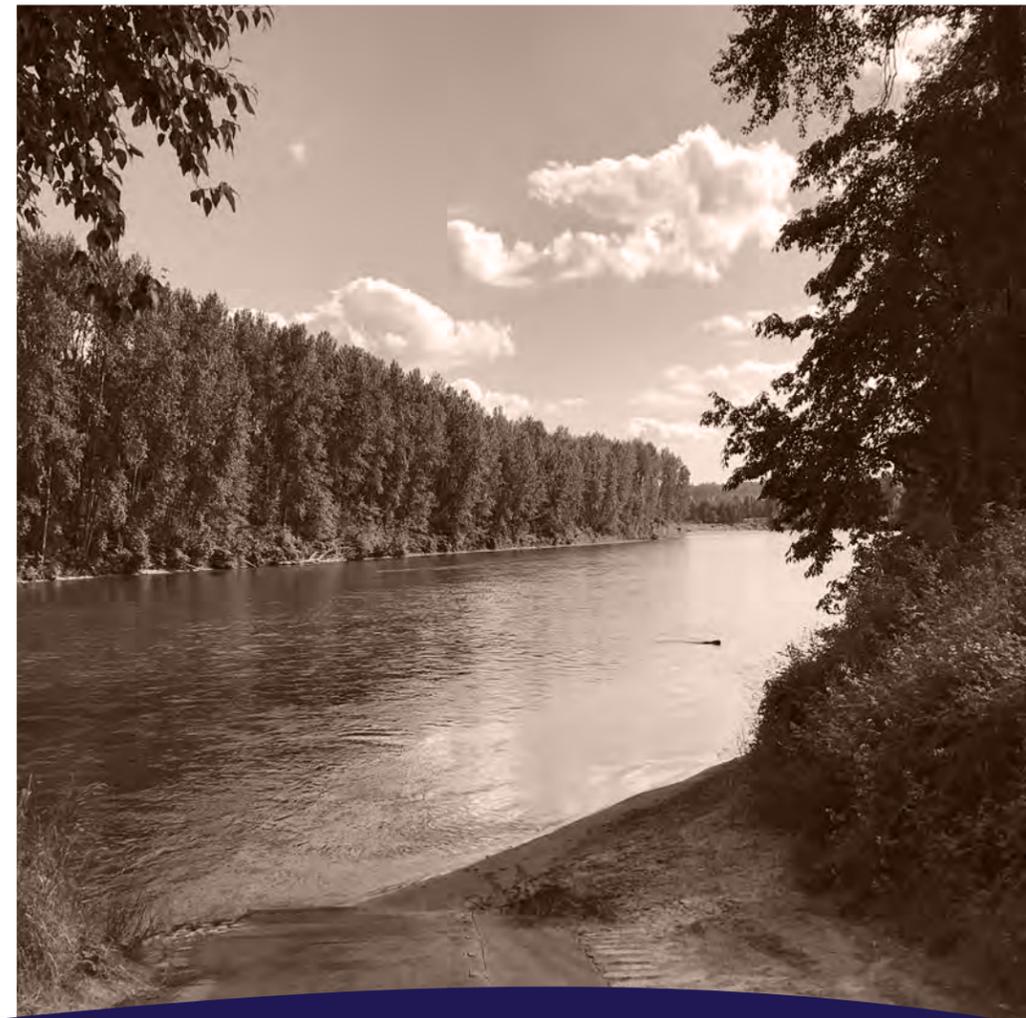
Economic Development Advisory  
Board

October 8, 2020

# CITY OF MONROE

## WAYFINDING SIGNAGE DESIGN DEVELOPMENT

10/07/2020



# INTRODUCTION

Tangram Design previously developed multiple wayfinding signage concepts for the City and Historic Downtown of Monroe, WA. Based on comments Tangram received from the committee, specific design directions were developed to move forward with as follows:

## City Wayfinding - Concepts 2,3,4,5,6

These Concepts were the least favored by the committee. There was no further development made to these Concepts.

## Historic Downtown - Concepts 1,3,4

These Concepts were the least favored by the committee. There was no further development made to these Concepts.

## City Wayfinding - Concept 1 & Historic Downtown - Concept 2

The committee favored these concept directions the most. Further development was made on these concepts given the feedback supplied back. Revisions to this concept are provided herein.

- Likes: Wood, Color Scheme, Wrought Iron, Scroll Shapes
- Dislikes: Vertical Type, Stone Masonry, Color Scheme
- Requested Revisions:
  - Add “WA” to areas where “MONROE” is indicated.
  - Change the stone masonry to river rock masonry.
  - Look at alternative color schemes.

Enclosed are the updated City Wayfinding and Historic Downtown wayfinding designs proposed for Monroe. The updated designs are based on the comments and directions the committee provided in their survey responses. Please review the designs and indicate if there are any changes the committee would like to see.

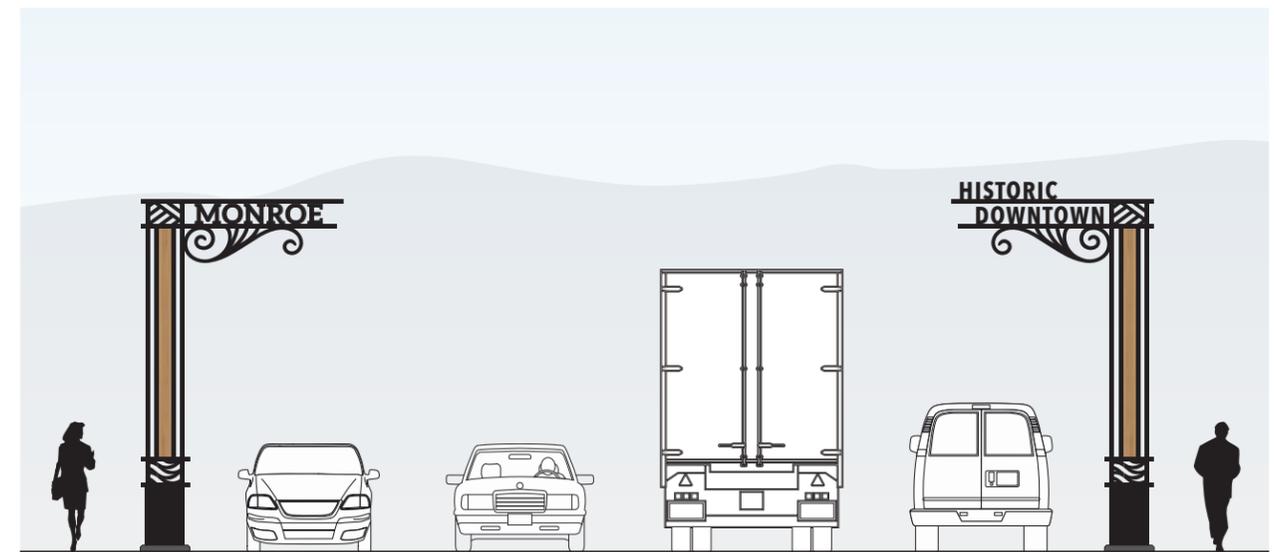
Due to the committees responses, we developed some pages in the document that require the committee to chose a design option they prefer the most. Please review these design options and let Tangram know which option is most preferred by the committee. Below is a list of these pages:

- Park Identification Sign Options (pg. 7)
- City Wayfinding Color Options (pg. 8)
- Historic Downtown Banner Options (pg. 12-13)

The following document displays the concept designs through 2D and 3D drawings. The purpose of this is to help give the committee a better understanding of the size, dimensions, and materials that will be used for each of the concepts. The 2D drawings include dimensions and placement so the committee can understand the size of the sign in relation to the areas they are located.



City Wayfinding - Concept 1



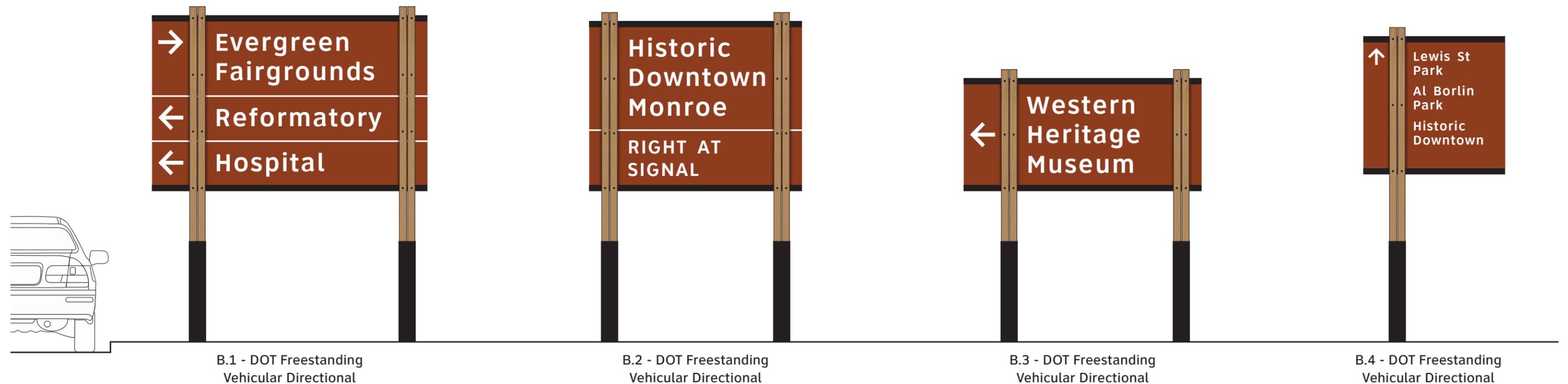
Historic Downtown - Concept 2

# CITY WAYFINDING

## City Wayfinding - WSDOT Vehicular Signage (Option 1)

### Revisions are as follows:

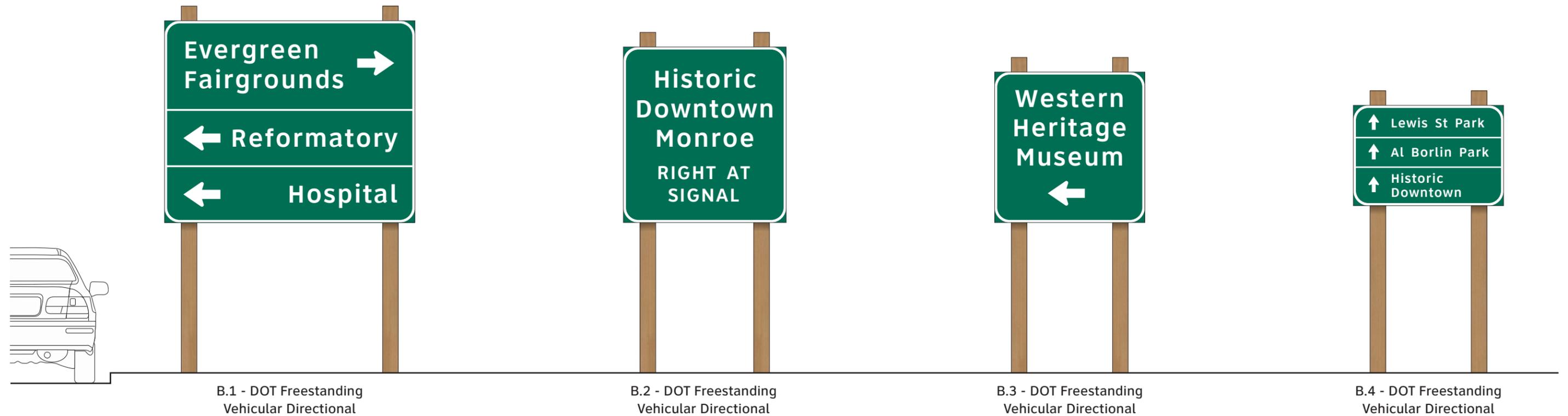
- Additional WSDOT signs were added to the sign family based on the signage locations determined in the preliminary sign location plan and message schedule.
- These WSDOT signs will be located along US 2 and Highway 203 (Lewis St.) and will need to be reviewed by WSDOT for final approval.
- Option 1 designs uses the branded wayfinding elements. If WSDOT does not approve the branded signage in Option 1, we recommend using the WSDOT signs shown in Option 2. Please see the next page for the Options 2 WSDOT signs.



## City Wayfinding - WSDOT Vehicular Signage (Option 2)

### Revisions are as follows:

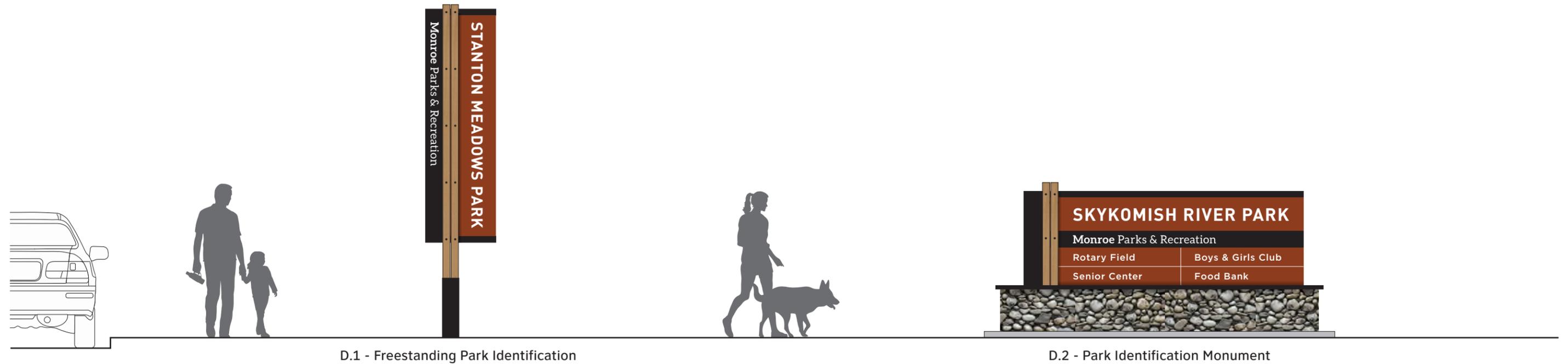
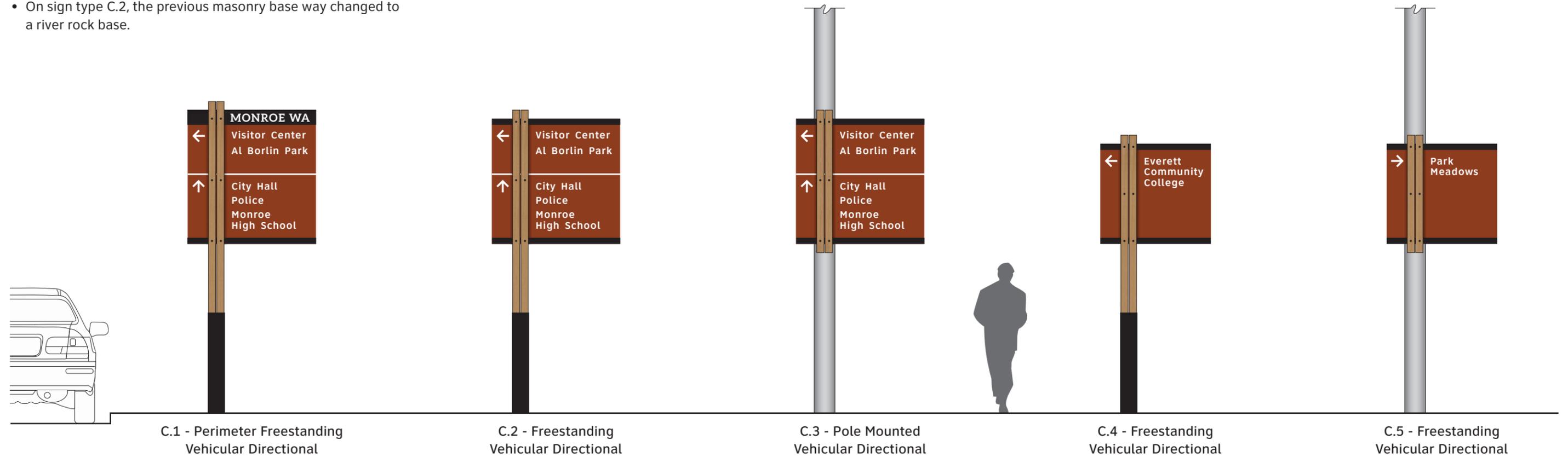
- Additional WSDOT signs were added to the sign family based on the signage locations determined in the preliminary sign location plan and message schedule.
- These WSDOT signs will be located along US 2 and Highway 203 (Lewis St.)
- The designs in Option 2 are an alternative design for the WSDOT signs if WSDOT does not approve the designs in Option 1.



## City Wayfinding - Vehicular Signage

### Revisions are as follows:

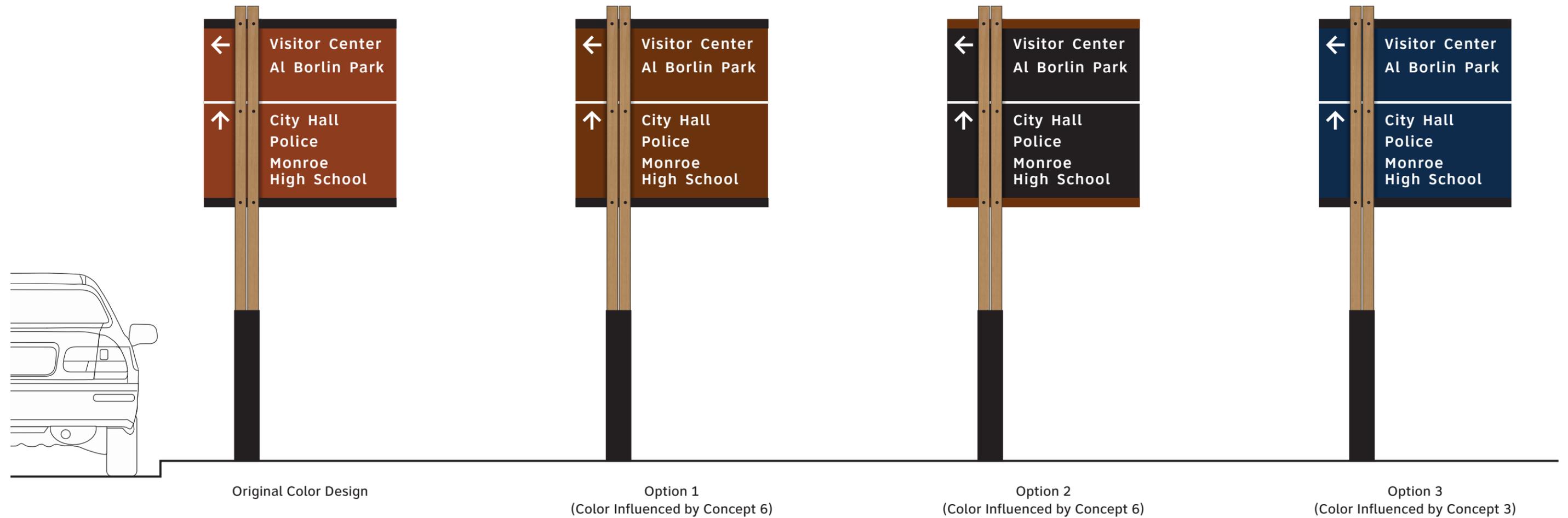
- On sign type C.1, "MONROE" was changed to "MONROE WA".
- On sign type C.2, the previous masonry base way changed to a river rock base.



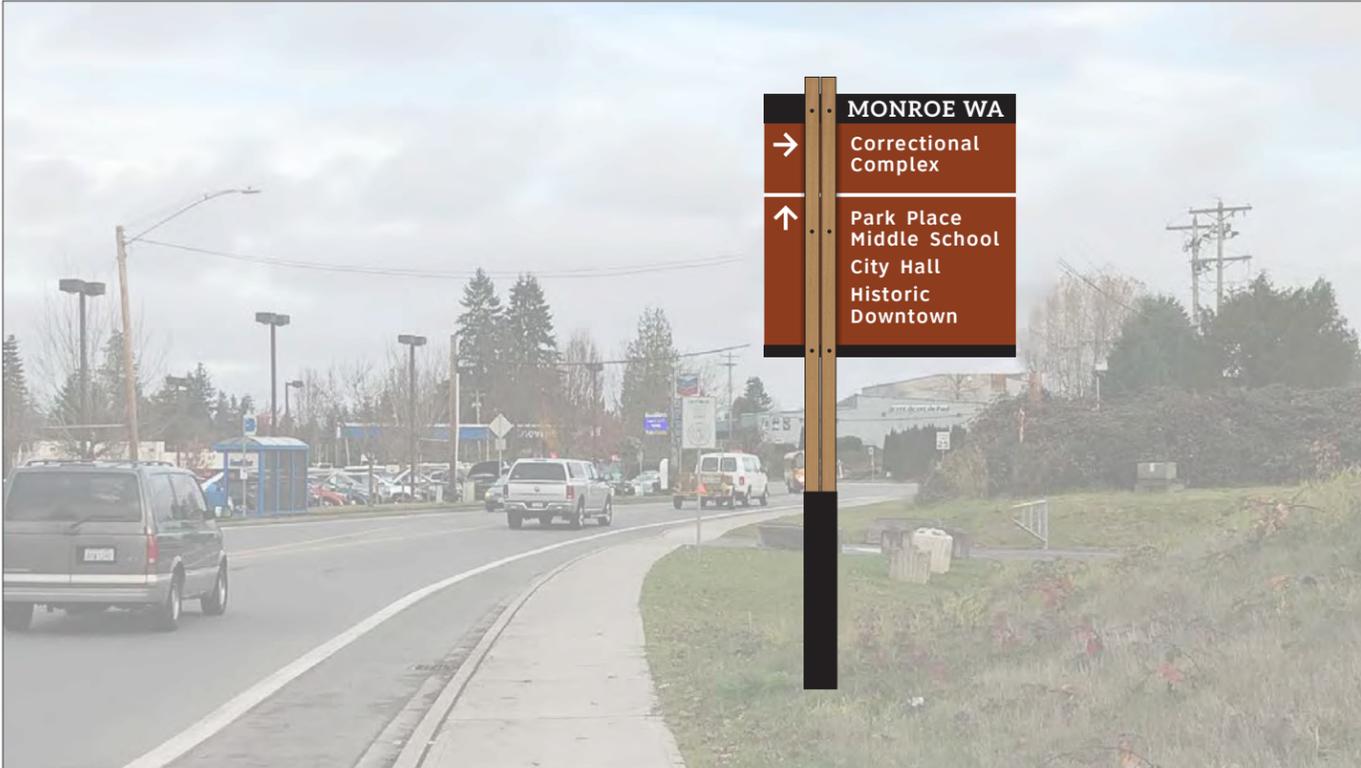
## City Wayfinding - Color Options

### Revisions are as follows:

- Some members of the committee indicated they liked the color of the original designs, but also preferred the colors shown in Concepts 3 and 6.
- The color options on this page explore using different colors from Concept 3 and Concept 6.
- Please review the color options and let us know which option the committee prefers the most.



City Wayfinding - Scenes



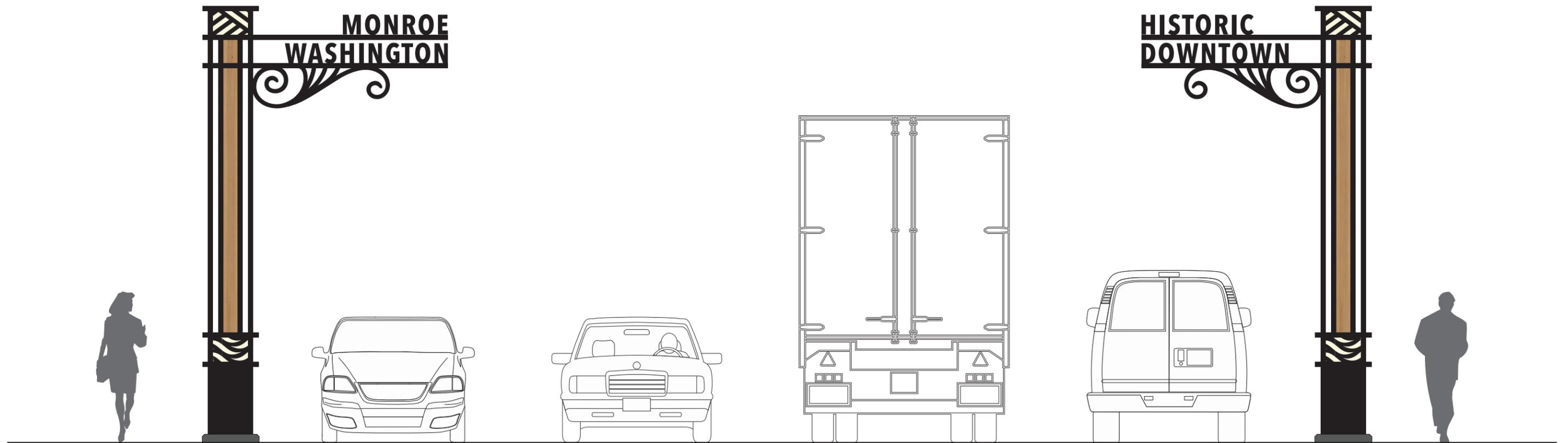


# HISTORIC DOWNTOWN

## Historic Downtown - Identification Signage (Option 1)

### Revisions are as follows:

- "WASHINGTON" is added to the left pillar with "MONROE".
- Please let us know if the committee prefers Option 1 without the banners or Option 2 with the banners. Please see the next page for Option 2.

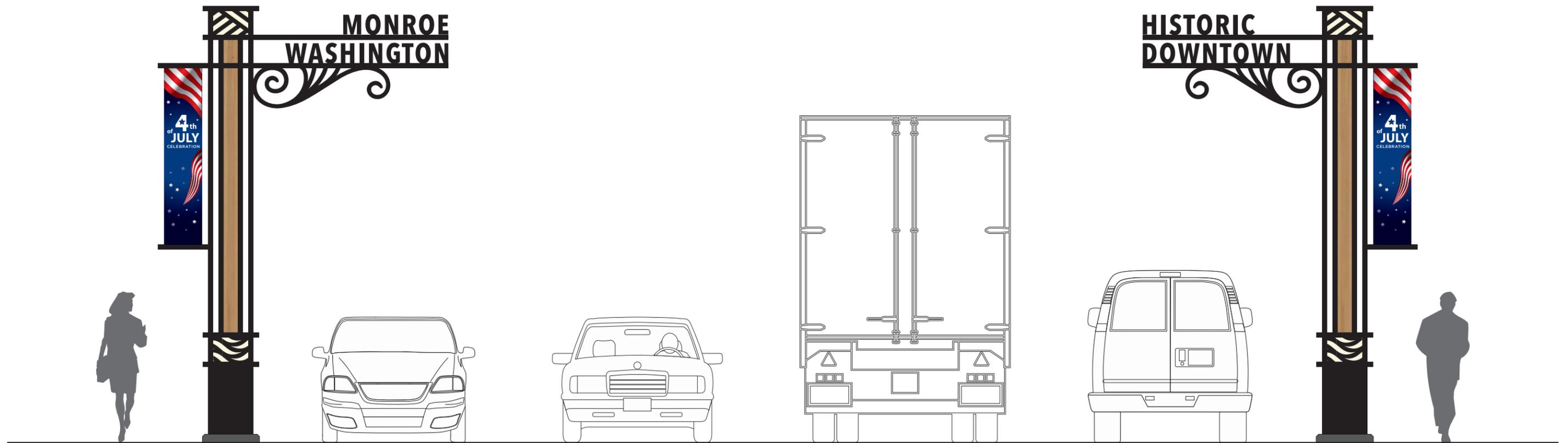


1.A - Freestanding District Identification

## Historic Downtown - Identification Signage (Option 2)

### Revisions are as follows:

- Banners were added to the structure in this option.
- Please let us know if the committee prefers Option 1 without the banners or Option 2 with the banners.

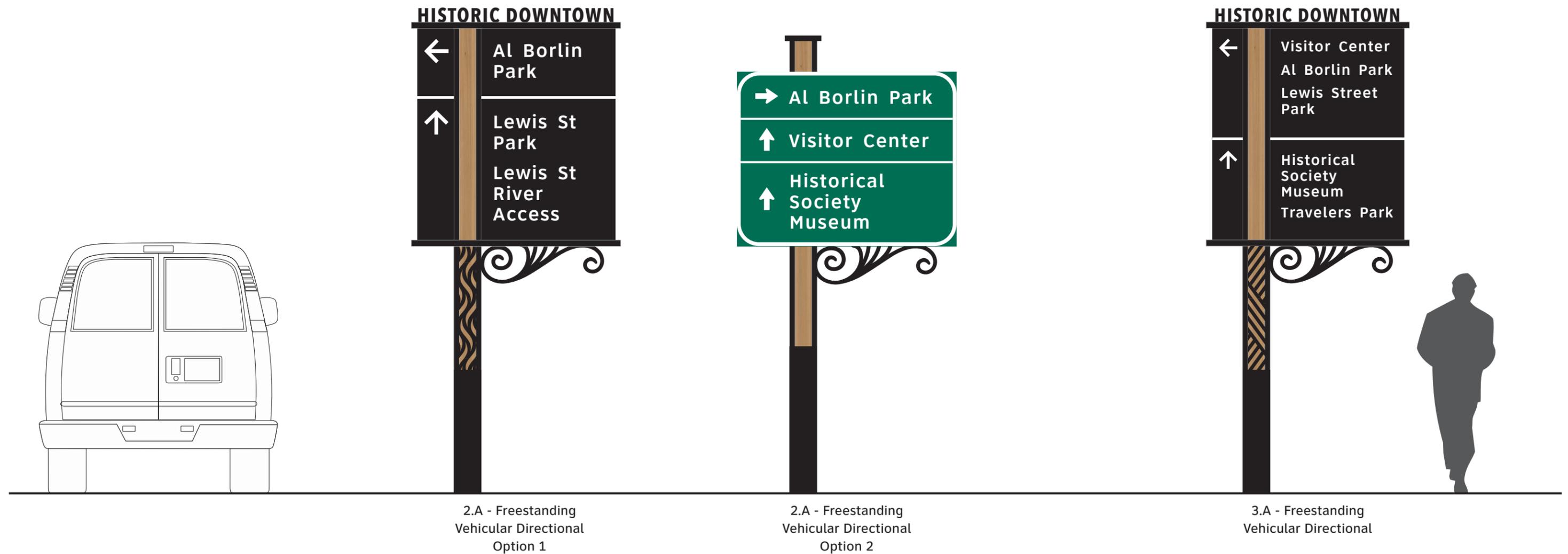


1.A - Freestanding District Identification

## Historic Downtown - Vehicular Signage

### Revisions are as follows:

- The shapes, forms, and graphics are updated to create a design with closer visual connection to the city wayfinding signs.
- An additional WSDOT sign type was added to the sign family based on the signage locations determined in the preliminary sign location plan and message schedule.
- There are two options for the 2.A sign type. This is because these signs will be located on Highway 203 (Lewis St.) will need to be reviewed by WSDOT. Similar to the City Wayfinding WSDOT signs, if WSDOT does not approve Option 1, we recommend that Options 2 be used.



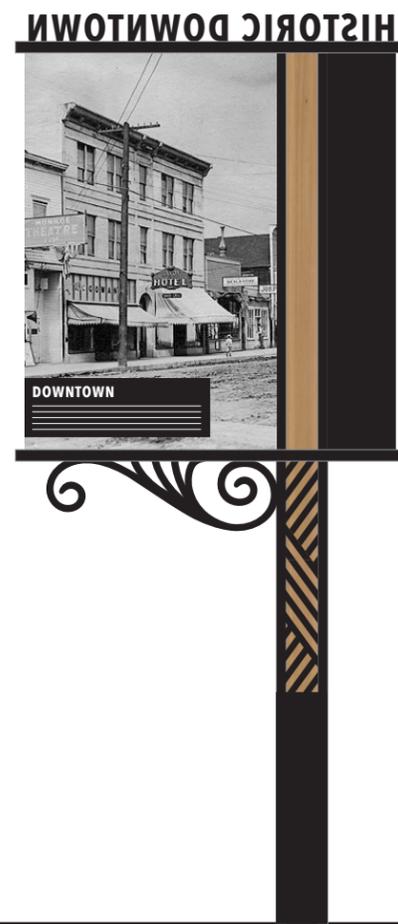
## Historic Downtown - Interpretive Signage

### Revisions are as follows:

- Interpretive panels were added to the backside of the vehicular sign types. Interpretive panels can help improve the sense of place and tell stories about the area to visitors.



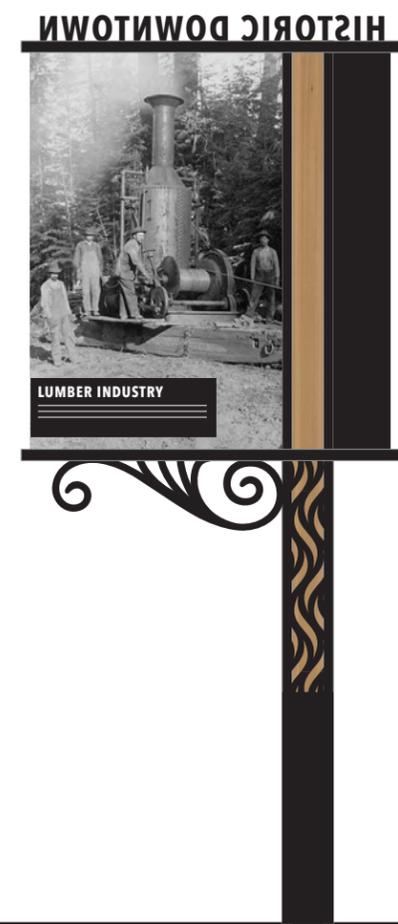
2.A - Freestanding  
Vehicular Directional  
Frontside



2.A - Freestanding  
Vehicular Directional  
Backside



3.A - Freestanding  
Vehicular Directional  
Frontside



3.A - Freestanding  
Vehicular Directional  
Backside

## Historic Downtown - Pedestrian Signage

### Revisions are as follows:

- The shapes, forms, and graphics of sign type 5.A are updated to create a design with closer visual connection to the city wayfinding signs.



4.A - Freestanding Directory  
Side View

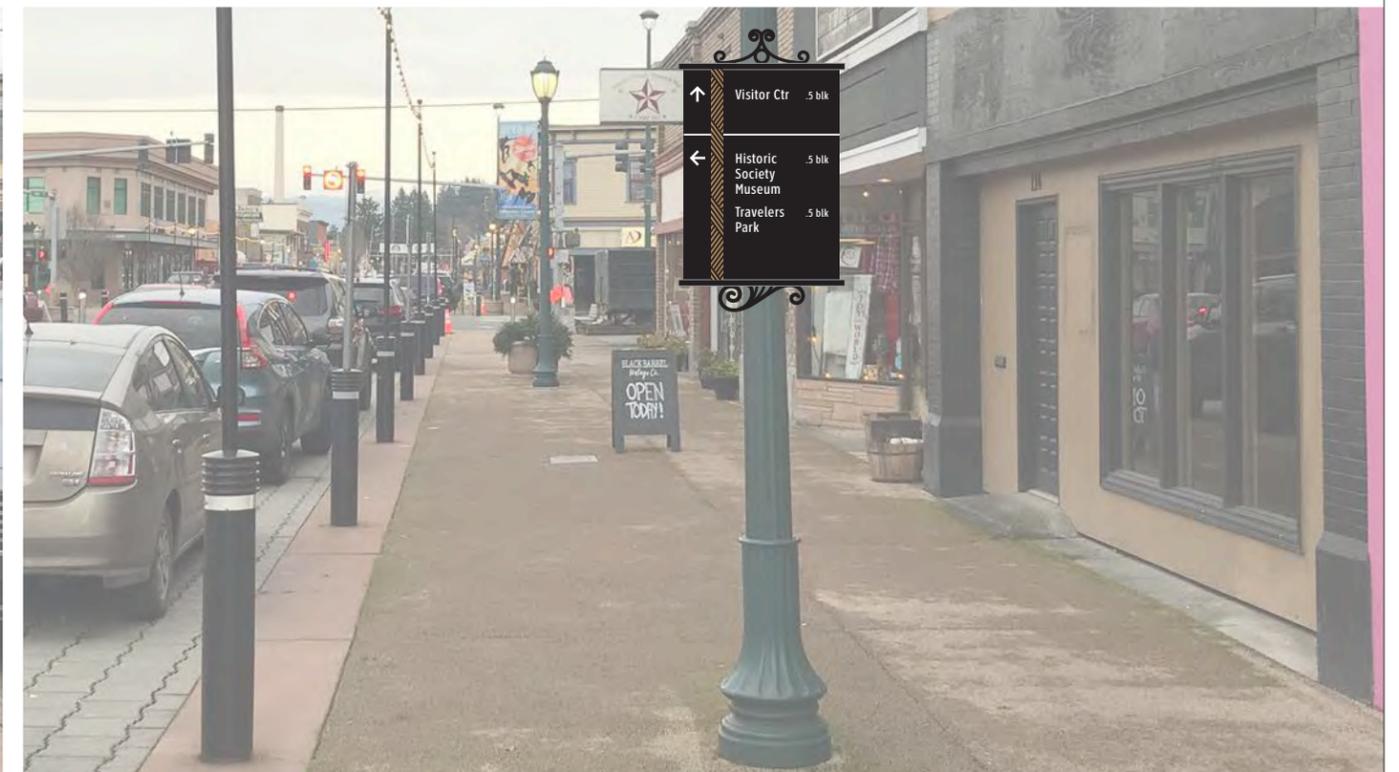
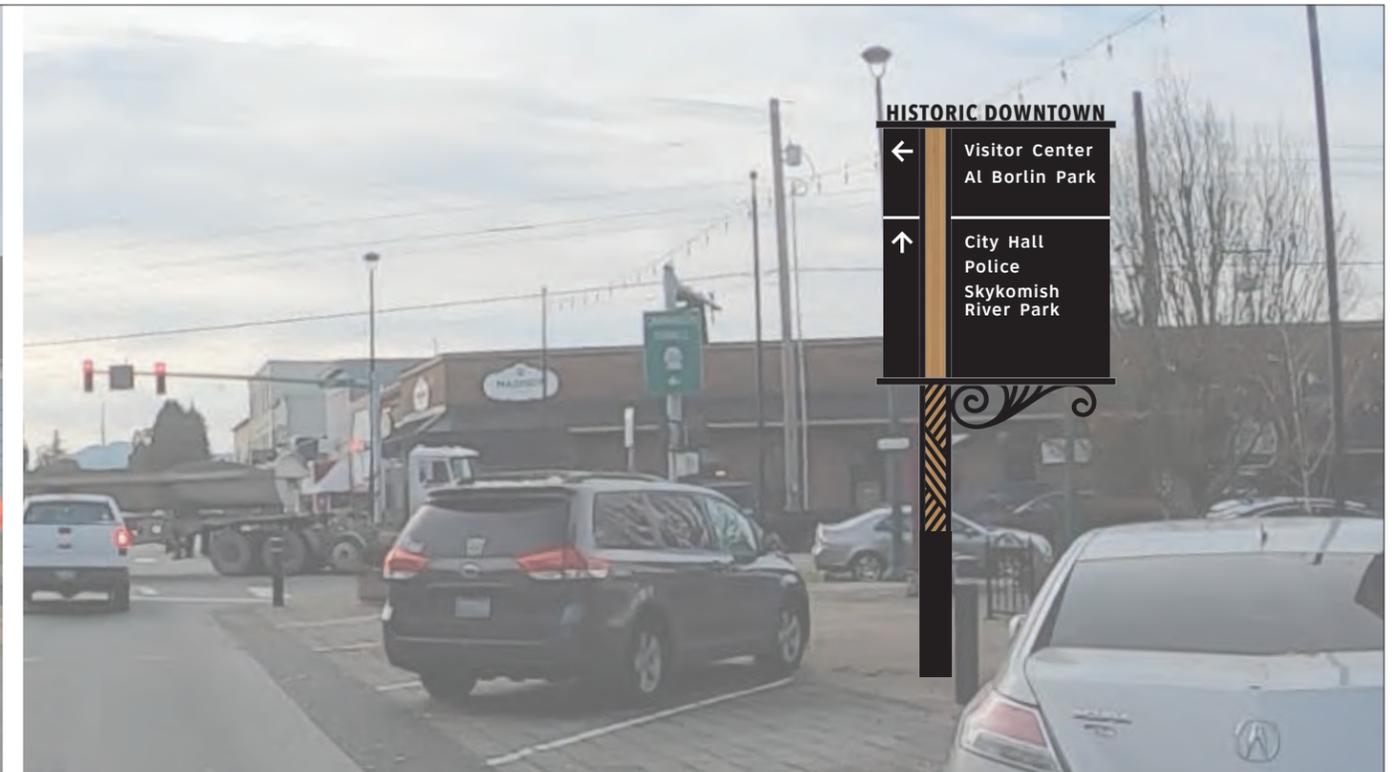
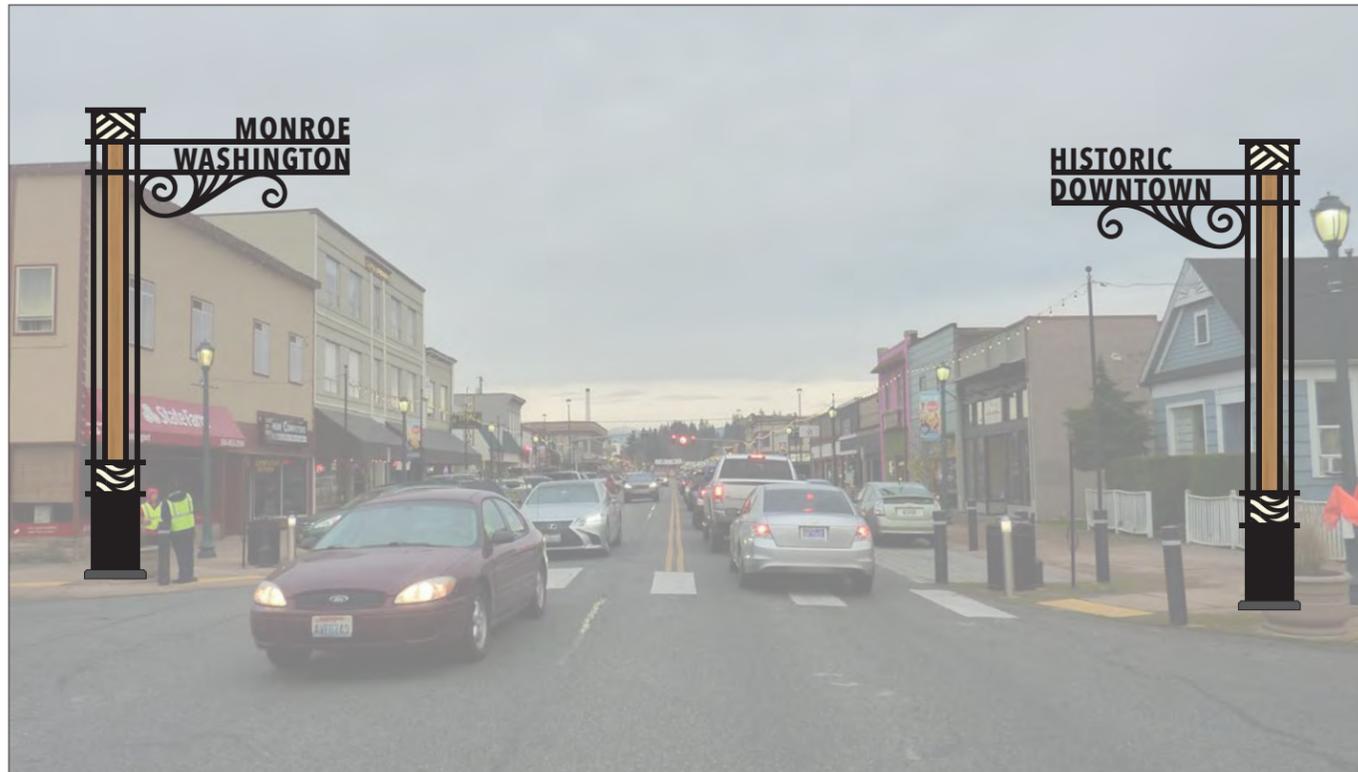


4.A - Freestanding Directory



5.A - Pole Mounted  
Pedestrian Directional

# Historic Downtown - Scenes





# AGENDA

## Part I

- Welcome and Call to Order
- Approve Meeting Minutes – September 24, 2020

## Part 2 – Continuing Business

- Wayfinding Signage Location Plan  
& Message Schedule

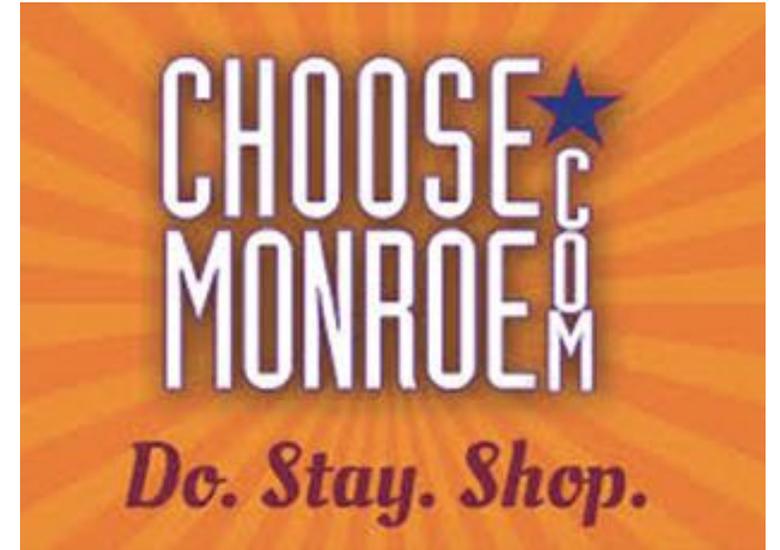
## Part 3 – New Business

- Wayfinding and Historic Downtown Signage:  
Design Development

## Part 4

- Board Member Comments/Updates

## Part 5 – Next Meeting – October 22, 2020



# BOARD MEMBER COMMENTS/UPDATES



Janelle Drews  
Sally King

## Tourism

Geofencing  
Tourism Data  
Choose Monroe  
LTAC Funding Priorities  
Wayfinding/Gateway Signs



Mike Buse  
Allen Dye  
Katy Woods

## Business Recruitment

North Kelsey (Tjerne Place)  
Recruitment Strategies  
ED Webpage Update  
Data  
Business Survey  
Small Business Development  
Workforce Development



Bridgette Tuttle  
Meghan Wirsching

## Growth & Development

Vision 2050  
Zoning  
Land Use  
Infrastructure  
ED Element Comp Plan  
Growth Management Act  
Airport Zone

# AGENDA

## Part I

- Welcome and Call to Order
- Approve Meeting Minutes – September 24, 2020

## Part 2 – Continuing Business

- Wayfinding Signage Location Plan  
& Message Schedule

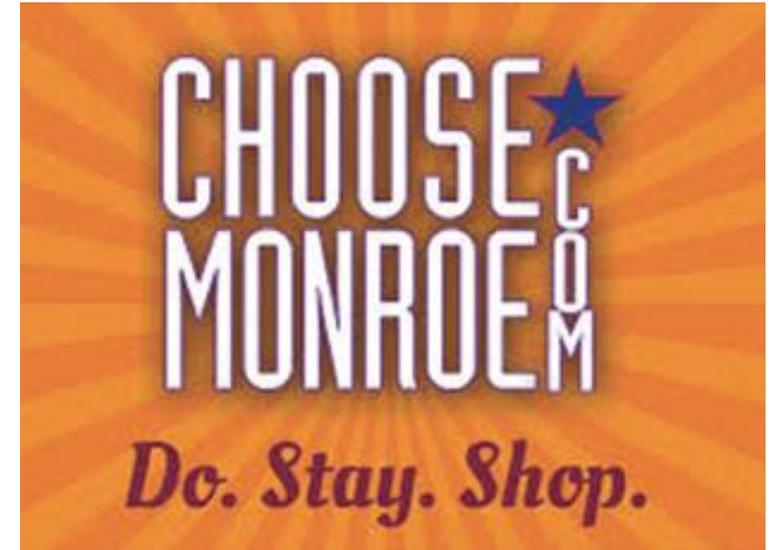
## Part 3 – New Business

- Wayfinding and Historic Downtown Signage:  
Design Development

## Part 4

- Board Member Comments/Updates

Part 5 – Next Meeting – October 22, 2020



# NEXT MEETING THURSDAY, OCTOBER 22, 2020

8:00AM-9:30AM

Zoom Meeting

