



City Manager  
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TRANSMITTAL MEMORANDUM
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TO: The Honorable Mayor and City Council

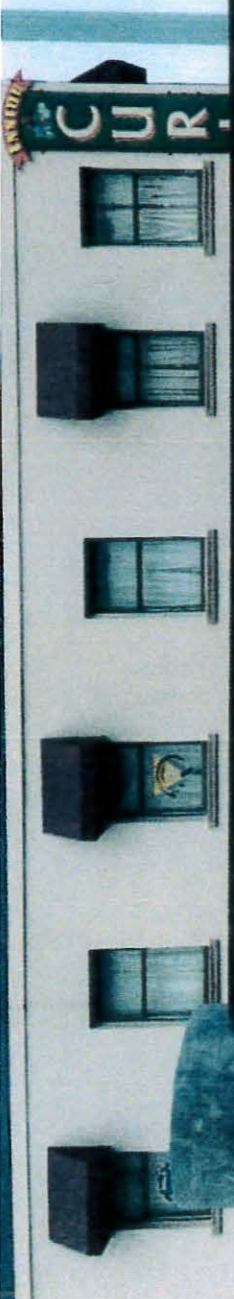
FROM: Karl R. Amylon, City Manager

DATE: June 4, 2019

RE: **Berth II Directional Map Pilot Project**

By report dated April 15, 2019, Assistant City Manager Lacey Simpson advised the City Council of a pilot project to improve the wayfinding signage in the downtown area. Specifically, the large directional map located at Berth II was identified as the initial effort to enhance wayfinding signage. Attached for City Council review are “before” and “after” photographs of the Berth II directional sign. The photos speak for themselves and there is no question that this initial project is a demonstrated success. I wish to congratulate and extend thanks to the Assistant City Manager, Museum Director, Port & Harbors Director, and North Creative Design Co. and I look forward to working with them to enhance wayfinding and other signage in the downtown area.





# Ketchikan

Welcome to Alaska's 1st City





# Welcome to KETCHIKAN

### POINTS OF INTEREST

- CHIEF STREET
- THE BLOCK
- MUSEUM / CHIEF SPARKS CENTER
- DISCOVERY ALASKA DISCOVERY CENTER
- THE ANCHORAGE POINT

### WALKING DISTANCES

- TO THE BEACH
- TO THE MOUNTAIN
- TO THE RIVER
- TO THE PARK
- TO THE GALLERY
- TO THE MUSEUM
- TO THE CENTER
- TO THE POINT

### NAVIGATION

- TO THE BEACH
- TO THE MOUNTAIN
- TO THE RIVER
- TO THE PARK
- TO THE GALLERY
- TO THE MUSEUM
- TO THE CENTER
- TO THE POINT

### TO THE BEACH

- TO THE MOUNTAIN
- TO THE RIVER
- TO THE PARK
- TO THE GALLERY
- TO THE MUSEUM
- TO THE CENTER
- TO THE POINT

### TO THE MOUNTAIN

- TO THE RIVER
- TO THE PARK
- TO THE GALLERY
- TO THE MUSEUM
- TO THE CENTER
- TO THE POINT

### TO THE RIVER

- TO THE PARK
- TO THE GALLERY
- TO THE MUSEUM
- TO THE CENTER
- TO THE POINT

### TO THE PARK

- TO THE GALLERY
- TO THE MUSEUM
- TO THE CENTER
- TO THE POINT

### TO THE GALLERY

- TO THE MUSEUM
- TO THE CENTER
- TO THE POINT

### TO THE MUSEUM

- TO THE CENTER
- TO THE POINT

### TO THE CENTER

- TO THE POINT

### TO THE POINT

-

Proud to be an Official Coast Guard City









Welcome to

# KETCHIKAN

## NAVIGATION

- You Are Here
- Public Restroom
- Visitor Information
- Berths
- Police Station
- Fire Station
- Marina
- Viewing Platform
- Small Boat Dock
- Bus Stop
- Totem Pole
- Waterfront
- Cape Fox T
- Streets
- Pedestrian

## WITHIN 10 MINUTES

- Creek Street
- Tongass Historical Museum
- Chief Johnson Totem Pole
- Southeast Alaska Discovery Center
- "Thundering Wings"

## Points of Interest

### CREEK STREET



### "THE ROCK"



### MUSEUM / CHIEF JOHNSON TOTEM



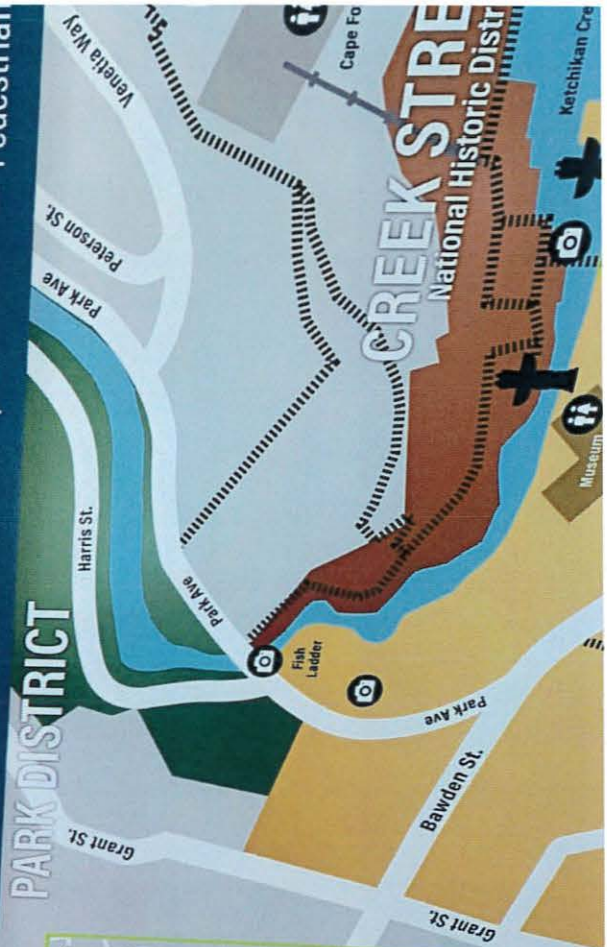
### SOUTHEAST



## PARK DISTRICT



YOU ARE AT BERTH 2





# BEACHKANA



NAVIGATION

You Are Here

10 MINUTES

10 MIN

10 MIN

10 MIN

10 MIN