LAMTPO Wayfinding Sign Project
Background

- Morristown Planning Staff saw a need for a wayfinding sign project back in 2000
- Started as a Morristown, TN project (requested $250,000 ($200,000 STP, $50,000 local) in October 2012
- LAMTPO TAC and Executive Board approved this to be a regional type project, in December 2012 (total funds $450,000 ($400,000 STP, $50,000 local match)
Objectives

- To help tourists get to desired locations easier
- To have conformity in signs (same color for same destination)
- Be more informative of what is here
Destinations

- Historical
  - Longstreet Museum
  - Bethesda Church and Cemetery

Public Places
  - Municipal bldgs
  - County Courthouses
  - Parks
  - Schools

Other
  - Hospitals
  - Entertainment (golf, shopping, etc)
Process

- Staff met with each entity to discuss what type of signs, and where the signs should be located
- Added online map [http://www.arcgis.com/home/webmap/viewer.html?webmap=69e8edf1f343abac8a2987c6d6da1](http://www.arcgis.com/home/webmap/viewer.html?webmap=69e8edf1f343abac8a2987c6d6da1)

- Advertisements was sent to 5 local newspapers to hire a consultant for the work to be done (start to finish)

- A Wayfinding Selection Committee (made up of the local governing agencies of LAMTPO to select the consultant 9 different consulting firms applied, Kimley-Horn Associates, with DAWA Inc, received the contract
Issues

- Too Many signs, not enough funds
  - Estimated costs for all signs approximately $810,000
- How many signs for each entity
  - Broken down by percentage of signs per local entity
  - Also depends on how much local match the local agency is willing to pay
<table>
<thead>
<tr>
<th>Location</th>
<th>type of sign</th>
<th># signs</th>
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<tbody>
<tr>
<td>White Pine</td>
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Gateway Sign
Directional Sign
Welcome to
JEFFERSON CITY
Questions / Comments