

City of Lacey Wayfinding Sign Application Information Package

Thank you for your interest in promoting your recreation activity or tourist-oriented business. The City of Lacey is committed to fostering an environment where businesses can thrive. The wayfinding sign program is one of the ways that we do this.

This is an overview of the process:

1. First, please review the Washington State Department of Transportation (WSDOT) Motorist Information Sign Business Eligibility Requirements, which are included in this package. In order to participate in the City of Lacey Wayfinding Sign program, your business must meet the criteria, and be approved by WSDOT to participate in their program. As part of the City's application process, you will be asked to certify that you have applied for and obtained a motorist information sign from WSDOT, and you will need to include a copy of WSDOT's approval with your City application. Information on the WSDOT program can be found at: <http://www.wsdot.wa.gov/Operations/Traffic/Signs/mis.htm>
2. Second read the City of Lacey Wayfinding Sign Program Criteria, which is included in this package. As part of the application process, you will be asked to certify that you have read, understand, and accept the terms of the City's program.
3. Based on the City of Lacey Wayfinding Sign Program Criteria, decide what wayfinding sign locations will be your first and second choice.
4. Fill out the City of Lacey Wayfinding Sign Program Application—completely please—and be sure to sign all required certifications, and include a copy of the WSDOT approval.
5. Because we require an original signature on the certification, please mail, or drop off the application and copy of the WSDOT approval to the following location:

**City of Lacey Community & Economic Development
Wayfinding Sign Program
420 College Street SE
Lacey, WA 98503**

Motorist Information Sign - Business Eligibility Requirements

Businesses must be open to the public including minors. All businesses must conform to all applicable federal and state laws regarding non-discrimination on grounds of race, religion, color, age, sex, or national origin when providing public accommodations.

Your business must receive its principle source of revenue from the sale of goods, products, or services, which fall within the service categories of gas, food, lodging, camping, recreation, tourist activities or 24-hour pharmacy and meet the requirements below.

Gas activity

1. Provide fuel, oil, water, and tire repair. (tire repair may be off-premise)
2. Provide modern sanitary restroom facilities and drinking water.
3. Provide telephone access.
4. Be in continuous operation for at least 16 hours a day, seven days a week.

Food activity

1. Be licensed or approved by the county health office.
2. Provide modern sanitary restroom facilities.
3. Provide a public telephone.
4. Food activities in [fee zones](#) 1 and 2 shall be in continuous operation to serve at least two daily meals for a minimum of ten hours a day six days a week, and food activities in fee zone 3 shall be in continuous operation to serve at least two daily meals for a minimum of eight hours a day six days a week, available without reservations.
5. Provide indoor seating with tables for a minimum of 20 people and provide parking facilities for a minimum of 10 vehicles. If curb service is provided, have a minimum of ten drive-in service stalls.

Lodging activity

1. Be licensed or approved by the Washington Department of Health.
2. Provide adequate sleeping and bathroom accommodations available without reservations for rental on a daily basis.
3. Provide public telephone facilities.

Camping activity (applicable only for activities available from interstate highways)

1. Have a valid business license.
2. Have at least twenty camping spaces.
3. Provide adequate parking, modern sanitary facilities and drinking water for camping spaces.
4. Have an attendant on duty to manage and maintain the facility 24 hours a day while in operation.
5. Available without reservations for rented on a daily basis.

Recreational activity (applicable only for activities available from non-interstate highways)

1. Consist of activities and sports of interest to family groups and the public, generally in which people participate for purposes of physical exercise, collective amusement or enjoyment of nature.
2. Where applicable, be licensed or approved by the state or local agency regulating the particular type of business.
3. When the recreational activity is a campground, it must meet the specific criteria listed above for camping.
4. Activities must be open to the motoring public without appointment, at least six hours a day, five days a week including Saturday and/or Sunday.

Tourist oriented business

1. Consist of a natural, recreational, historical, cultural, education, or entertainment activity, or a unique or unusual commercial or nonprofit activity, the major portion of whose income or visitors are derived during its normal business seasons from motorists not residing in the immediate area of the activity, and/or
2. Be listed as a historic district on the National Register of Historic Places, on the Washington Heritage Register, or as a National Historic Landmark with the state's office of archeology and historic preservation. Signs on private property that mark the entrance to the historic district and a letter of support by the jurisdictional local agency are required, or
3. Be a commercial district as adopted by a city ordinance or resolution with a minimum of one million square feet of leasable commercial space located within one square mile. The commercial district must provide a unique commercial activity where the majority of the district's customers do not reside in the city where the commercial district is located. The commercial district shall be located within one mile of the nearest state highway. Only the name of the commercial district will be displayed on the business sign, corporate logos may not be displayed.
4. Activities must be open to the motoring public without appointment, at least six hours a day, five days a week including Saturday and/or Sunday.

24-hour pharmacy

1. Be open twenty-four hours a day, seven days a week.
2. Have a state-licensed pharmacist present and on duty at all times.
3. Be located within three miles of the nearest state highway interchange or intersection.

How far from the interchange can a business be located and still qualify?

- Contingent upon sign space being available, from an interstate highway gas, food, lodging activities and 24 hour pharmacy shall be located within three miles either direction.
- Camping or tourist oriented activities shall be located within five miles in either direction.
- From a non-interstate highway gas, food, lodging, recreation, or tourist-oriented activities shall be located within five miles in either direction.
- If no services are available within a three/five mile limit (or choose not to participate in the program), WSDOT can extend the limit in three-mile increments up to a maximum of 15 miles, or up to a maximum of 20 miles if the service is located within a distressed area.

<https://www.wsdot.wa.gov/Operations/Traffic/Signs/requirements.htm>

City of Lacey
Wayfinding Sign Program Criteria
Revised January 21, 2015

- The wayfinding sign application, review, and approval process will be administered by a committee comprised of the Public Works Director, Community Development Director, and Public Affairs and Human Resources Director or their designees.
- Wayfinding signs will only be placed on existing luminaries, traffic signal poles, or city installed signage poles within the right of way. The City retains sole authority on the number and placement of wayfinding signs. If the pole is located in the Thurston County or WSDOT right of way, then an agreement between the City and that jurisdiction will need to be in place prior to sign installation.
- All purchasing, fabrications, sign installations, modifications, repairs, and maintenance will be performed by City staff.
- All signs will utilize the same sign design and dimensions. A maximum of four destination names per wayfinding sign will be allowed.
- The order of priority for selecting destinations displayed on wayfinding signs is:
 1. City-owned buildings or facilities (e.g. City Hall, Library, Police Station)
 2. Publicly-owned parks or recreational facilities (e.g. Huntamer Park, Community Center)
 3. Public or private facilities that attract high visitor/tourist volumes (e.g. Thurston County Fairgrounds, St. Martin's University)
 4. Planning districts with a unique identifying name that are officially recognized by the city and attract high visitor volumes (e.g. Woodland District). Neighborhood associations are excluded.
 5. Officially recognized, as of January 1, 2015, directional and informational signs for privately-owned destinations that were grandfathered prior to the establishment of these criteria (e.g. Cabelas, Shipwreck Beads, and The Golf Club at Hawks Prairie).
 6. Private businesses located within the Lacey Urban Growth Boundary and meeting established Washington State Department of Transportation (WSDOT) criteria as a "Recreational Activity" and/or "Tourist Oriented Business," that have received WSDOT's approval for a highway Motorist Information Sign (MIS) on Interstate 5. **Note:** If more

recreational activity and tourist oriented business destinations request signage than there is space to accommodate on existing City of Lacey sign panels, a wait list will be established in the order received. Signs within the City of Lacey will have priority over signs outside of the City Limits.

WSDOT's MIS criterion is as follows:

Recreational Activity

1. Consist of activities and sports of interest to family groups and the public, generally in which people participate for purposes of physical exercise, collective amusement or enjoyment of nature.
2. Where applicable, be licensed or approved by the state or local agency regulating the particular type of business.
3. When the recreational activity is a campground, it must meet the specific criteria listed in the WSDOT policy for camping.
4. Activities must be open to the motoring public without appointment, at least six hours a day, five days a week including Saturday and/or Sunday.

Tourist Oriented Business

1. Consist of a natural, recreational, historical, cultural, education, or entertainment activity, or a unique or unusual commercial or nonprofit activity, the major portion of whose income or visitors are derived during its normal business seasons from motorists not residing in the immediate area of the activity, and/or
2. Be listed as a historic district on the National Register of Historic Places, on the Washington Heritage Register, or as a National Historic Landmark with the state's office of archeology and historic preservation. Signs on private property that mark the entrance to the historic district and a letter of support by the jurisdictional local agency are required, or
3. Be a commercial district as adopted by a city ordinance or resolution with a minimum of one million square feet of leasable commercial space located within one square mile. The commercial district must provide a unique commercial activity where the majority of the district's customers do not reside in the city where the commercial district is located. The commercial district shall be located within one mile of the nearest state highway. Only the name of the commercial district will be displayed on the business sign, corporate logos may not be displayed.
4. Activities must be open to the motoring public without appointment, at least six hours a day, five days a week including Saturday and/or Sunday.

An annual fee of \$182.00 per sign will be assessed to private business that meet the criteria for wayfinding signs and for which a sign is installed, including any grandfathered businesses.

City of Lacey Wayfinding Sign Program Application

1. I have obtained, read, understand, and accept the terms of the City of Lacey's Wayfinding Sign Program Criteria. I have attached a copy of the City of Lacey's Wayfinding Sign Program Criteria to this application.

(Signed) _____ (Date) _____

Please print name _____

2. I have obtained, read, understand, and accept the terms of the Washington State Department of Transportation Motorist Information Sign—Business Eligibility Requirements, which I have attached to this application.

(Signed) _____ (Date) _____

Please print name _____

3. I have applied for and obtained a Motorist Information Sign from the Washington State Department of Transportation. A COPY IS ATTACHED.

(Signed) _____ (Date) _____

Please print name _____

Full legal name or business seeking sign:

Business name to be shown on sign:

Form of business (Sole prop., LLC, etc.) _____

City of Lacey business license number _____ Today's Date _____

Business physical address:

Business mailing address if different:

Name of person making request: _____

Title _____ Phone: _____

(Application continues on next page, please fill out completely)

E-mail: _____

First choice for sign
location _____

Second choice for sign
location _____

Please be sure to include the following with your submission:

1. Completed application, signed in all locations specified
2. Copy of the City of Lacey's Wayfinding Sign Program Criteria
3. Copy of Washington State Department of Transportation Motorist Information Sign—Business Eligibility Requirements
4. Copy of approved Motorist Information Sign from the Washington State Department of Transportation

Because we require an original signature on the certifications, please mail or drop off the complete application package, including a copy of the WSDOT approval, to the following location:

**City of Lacey Community & Economic Development
Wayfinding Sign Program
420 College Street SE
Lacey, WA 98503**