

RESOLUTION NO. 3465

A RESOLUTION OF THE CITY COUNCIL OF RED LODGE, MONTANA TO ADOPT THE RED LODGE WAYFINDING PLAN

WHEREAS, The Red Lodge Main Street Partnership was accepted in January, 2016 by the Montana Department of Commerce as an affiliate member community of the Montana Main Street Program based upon an application submitted by the City of Red Lodge; and

WHEREAS, the Red Lodge Main Street Partnership has a diverse membership of eight local organizations and multiple individual businesses whose purpose is the revitalization and strengthening of the downtown commercial district; and

WHEREAS, a wayfinding program has been identified by the Red Lodge Main Street Partnership as a project that can be implemented successfully in a short period of time, providing further impetus and energy to successfully develop the longer-term revitalization goals of developing commercial downtown preservation project proposals and updating the Downtown Red Lodge Assessment and Action Plan; and

WHEREAS, a grant was awarded to the City of Red Lodge by the Montana Department of Commerce in October, 2016 to develop a Red Lodge Wayfinding Plan whose purpose is to move people to and through Red Lodge and direct people to additional destinations outside of the downtown area in a way that emphasizes Red Lodge's community character; and

WHEREAS, the grant award was supplemented by cash match donations from the City of Red Lodge Parks Trees and Recreation Board, the Red Lodge Area Chamber of Commerce/Convention and Visitors Bureau, the Red Lodge Area Merchants and Lodging Association, the Beartooth Recreational Trails Association, the Red Lodge Tourism Improvement Business District and the Red Lodge Area Community Foundation/Old Roosevelt School; and

WHEREAS, the Red Lodge City Council approved a consultant contract on January 24, 2017, for assistance in the development of a Red Lodge Wayfinding Plan; and

WHEREAS, a Steering Committee, representative of multiple disciplines identified on Page 2 of the Red Lodge Wayfinding Plan, developed the Red Lodge Wayfinding Plan with oversight of project activities provided by the Red Lodge Area Chamber of Commerce/Convention and Visitors Bureau, plan specifics developed by a consultant, and grant administration provided by the City of Red Lodge; and

WHEREAS, public input for development of the Red Lodge Wayfinding Plan was obtained through a survey completed by 275 persons to determine the favored destinations of visitors and residents and their preferred methods for obtaining routing information; and

WHEREAS, a public meeting was held on July 18, 2017, for the purpose of obtaining feedback on wayfinding signage concepts developed by the Steering Committee and consultant; and

WHEREAS, the Red Lodge Wayfinding Plan includes the development and construction of roadway and pedestrian directional signage, information kiosks and gateway entry signs, designed to utilize the community branding efforts of “Red Lodge, Base Camp to the Beartooths”; and

WHEREAS, adoption of the Red Lodge Wayfinding Plan by the City Council will provide for improved opportunities to secure grants to help fund the signage recommendations identified in the Plan; and

WHEREAS, the Red Lodge Wayfinding Plan report and appendix are located on the City of Red Lodge website at:
<http://cityofredlodge.net/wp-content/uploads/2014/01/Red-Lodge-Wayfinding-Plan6.pdf>,
http://cityofredlodge.net/wp-content/uploads/2014/01/Red-Lodge-Wayfinding-Plan_App.pdf

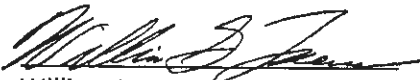
NOW, THEREFORE BE IT RESOLVED by the Red Lodge City Council:


1. That the City Council adopts the Red Lodge Wayfinding Plan.
2. That the Red Lodge Wayfinding Plan be considered for inclusion in the Red Lodge Growth Policy when the Growth Policy process is opened for update and modification.

INTRODUCED at a Regular meeting of the Red Lodge City Council on March 13, 2018, by Council Member Thompson.

PASSED AND APPROVED BY THE RED LODGE CITY COUNCIL on this 13th Day of March, 2018.

City of Red Lodge:


William Larson, Mayor

Attest:

Loni Hanson, City Clerk


Rebecca Narmore, Attorney