

Strategic Objectives

Rescind: Objective D13: **Complete an update to the city Economic Development Strategic Plan**

No later than December 2024, the Economic Development Director will complete an update to the city Economic Development Strategic Plan, in order to set conditions and facilitate responsible development in the Fountain community

Add: Objective D15: **Develop and Publish an updated directional signage plan along the Highway 85/87 Urban Renewal Area (URA) Business Corridor.**

No later than December 2024, the Economic Development Director will complete a study and publish a plan to update directional signage along the Highway 85/87 corridor, in order to increase awareness of community points of interest and business corridors in Fountain and improve city infrastructure to meet future community needs.

City of Fountain Focus Area Map

US85/87 Business Corridor URA

Wayfinding tailors directional and communicative signage in key strategic locations to define navigation paths and iconic cues of orientation for destination points of interests and business corridors of a community. It bridges awareness and connectivity to improve city infrastructure and define public safety routes to meet future community needs.

Signage refers to the physical placement and types of structure design for implementation of a holistic wayfinding campaign, which can include pedestrian, bicycle, and vehicle signage.

Branding refers to the thematic identity of a business corridor through creative slogans, logos/symbols, colors, and shapes as applied to physical streetscape amenities (*signage, sidewalks, lights, trash receptacles, artwork, etc.*).

US85/87 Business Corridor URA corridor includes **N. US85, Mesa Ridge, Olde Town, and Gateway district areas.**

Basis of Recommendation: **2014** Olde Town Revitalization Summary, **2017** Town Design+Aesthetics Guidelines, **2020** Ohio Avenue Placemaking Campaign, **2023** The Blast Site EPA Brownfields Assessment

