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# Community leaders chime in on 'wayfinding project'

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Posted: Thursday, January 31, 2013 12:01 am

By GREG MOBERLY Today's News-Herald | 3 comments

It's past the time that city leaders support a coordinated, comprehensive plan — involving better signage and marketing — to help visitors and residents find their way around town easier, a stakeholders group said Wednesday.

A so-called "wayfinding project" commissioned by the Lake Havasu Convention and Visitors Bureau — and listed as a top priority during a City Council retreat earlier this month — is part of a larger effort to implement the city's brand and generally find better ways to market the city.

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Wednesday, the Visitors Bureau updated community stakeholders on what the wayfinding project involves, fielded questions and insights and revealed the timetable for the work.

Frustrations from visitors and community members trying to find their way around town are plenty and not limited to questions about where is the London Bridge and where is Main Street, stakeholders said.

Despite living in the community for decades, Lisa Krueger, CEO/president of the Lake Havasu Area Chamber of Commerce said she still has to take her GPS with her to find certain locations around town.

"There's several (city) amenities on Google Maps that are in the wrong location," said Doug Traub,

president/CEO of CVB.

"Trying to find (key points of interest) can be very confusing from a guest standpoint," said Cal Sheehy, general manager of London Bridge Resort.

There are plenty of things that the city can and should do, Sheehy said, including more interpretive signs about the bridge and coordinated signage for exercise trails. "There's a lot of opportunity."

Community visitors have a lot of questions about a good place to eat, for instance, and there isn't a lot of good information for them, said Bob McClory, chairman of the CVB's Destination Development Committee.

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"The (existing) signs are pretty lousy," McClory said referring to an effort he undertook taking photos of all the city's signs for landmarks, place to go and visit.

Merje, a Pennsylvania based consulting firm detailed some of what they did for wayfinding projects in other communities across the country.

In Mammoth Lakes, Calif., there were signs that were designed to be more active, highlighting places for recreation, said John Bosio, principal with Merje.

An interpretive panel detailing events and festivals is something that Mammoth Lakes added and something Havasu can do as well, Bosio said. It wouldn't necessarily detail event specifics, but could mention some of the long lasting ones, he added.

Several concerns about Main Street — including that the street name remains McCulloch Boulevard, but it is being referred to as Main Street with new brown signs atop the green McCulloch ones — were mentioned.

"I just want to be clear, there is no Main Street on Google Maps," Bosio said. "As a first time visitor, I would want it simple (and calling it Main Street isn't simple). Let's settle on one (name)."

McClory said there has even been confusion from the Main Street area being referred to as uptown or downtown in the past.

The efforts for more coordinated marketing and improvements to the Main Street area are "languishing in my opinion," said Jim Salscheider, executive director of Lake Havasu Marine Association. But he said there is more of an opportunity for that area with the opening of the new ASU campus off of Swanson Avenue.

Merje is expected to come back by the end of March to present its wayfinding plan for Lake Havasu City. The specifics of that plan could be considered by the City Council by late June, Traub said.

You may contact the reporter at [gmoberly@havasunews.com](mailto:gmoberly@havasunews.com).

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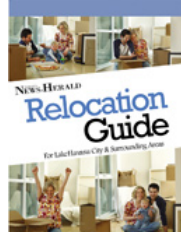
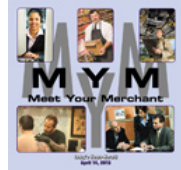
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