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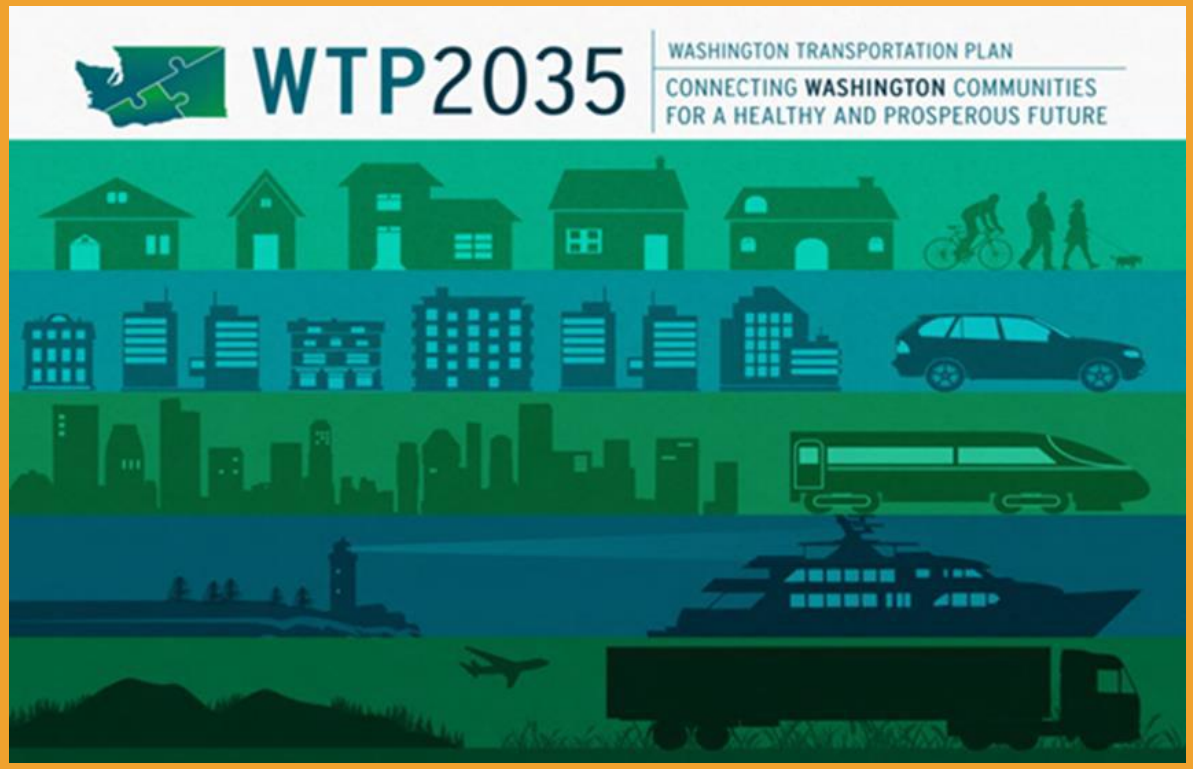
ECONOMIC DEVELOPMENT ASSOC.
THE DIRECTION YOU'LL WANT TO GROW

Using Transportation and Tourism to Create a Vibrant Economy

Blueprint for the Future: The Washington Transportation Plan A comprehensive and balanced statewide transportation plan. RCW 47.04.280 sets forth six transportation policy goals:

- ECONOMIC VITALITY
- PRESERVATION
- SAFETY
- MOBILITY
- ENVIRONMENT
- STEWARDSHIP



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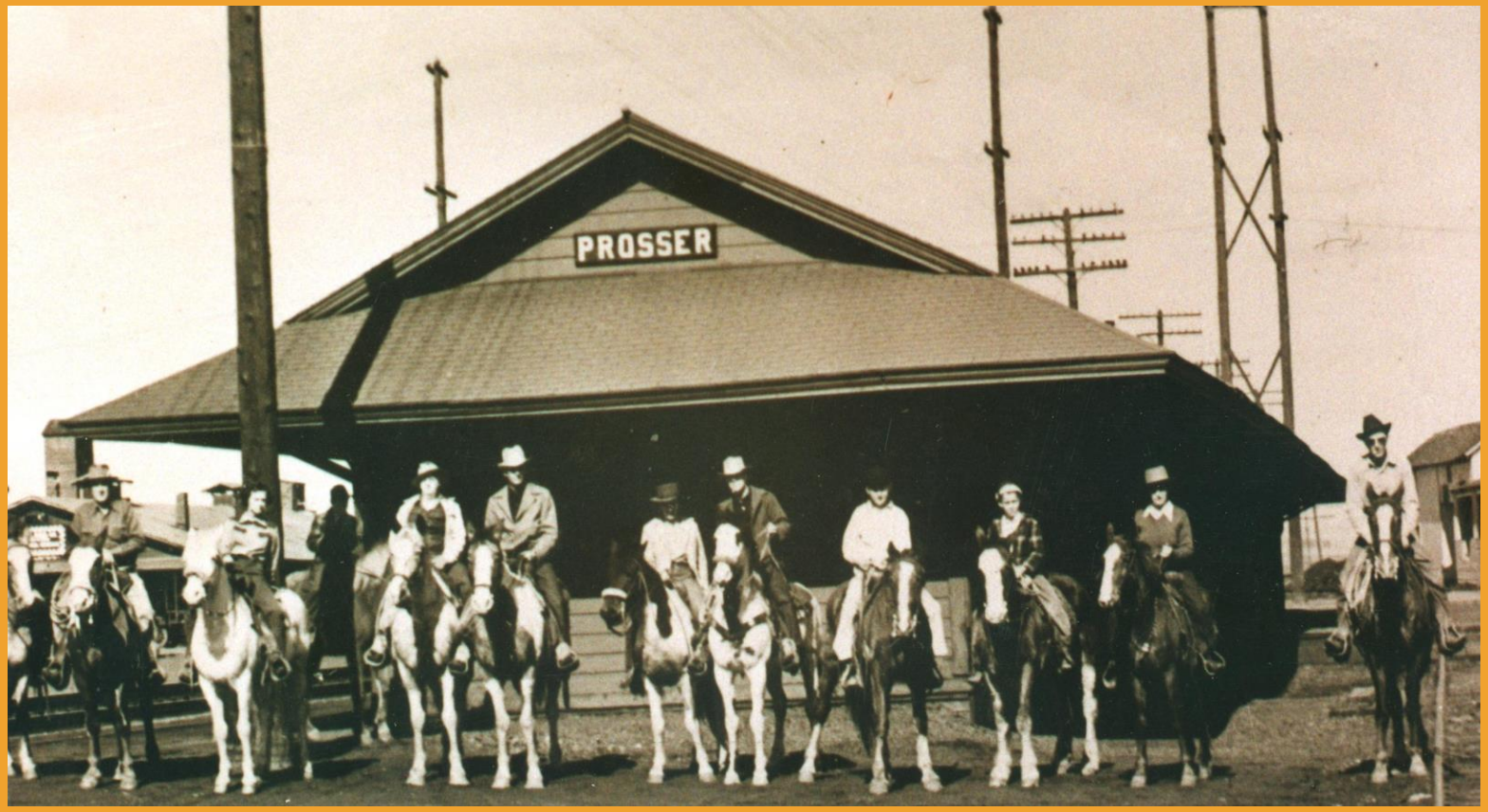


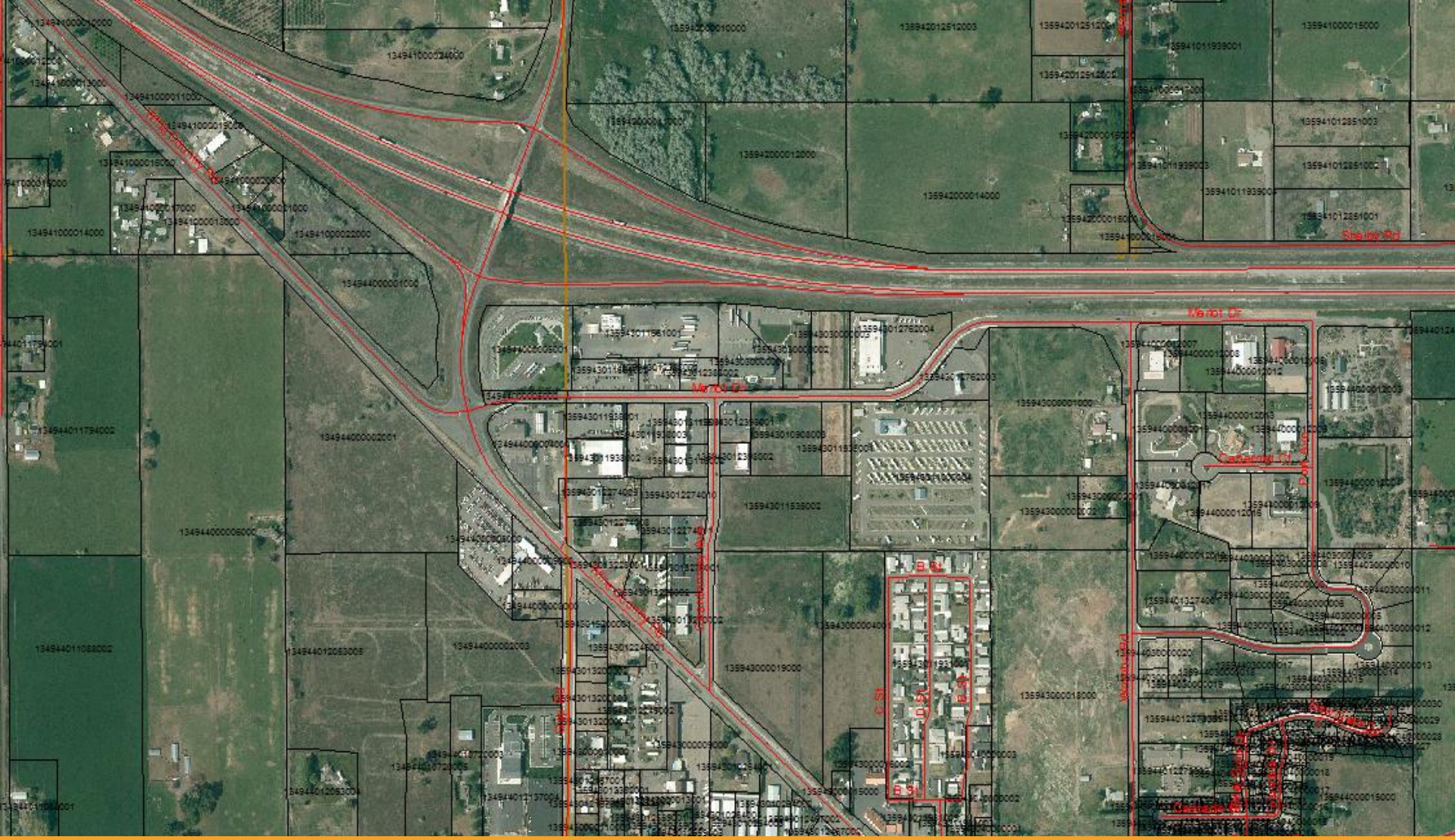
Business Reliance on Transportation

Bridge dedication: May 17, 2005

Benton County Public Works Shop – Prosser location

Horse Heaven Vista Community Clean-up

100+ Community members turned out for Vista Clean Up



Exit 80 – Northwest Prosser

The Importance of Farm to Market Transportation

Historic Downtown Prosser Association

A nonprofit organization formed in 2006 by community members dedicated to the preservation, enhancement and revitalization of Prosser's downtown core.

One of the main focuses of defining a downtown district, is that it should be walk able/bike able.

Prosser Directional Signage

The Signage Committee in partnership with the City of Prosser proposed the following directional sign system goals:

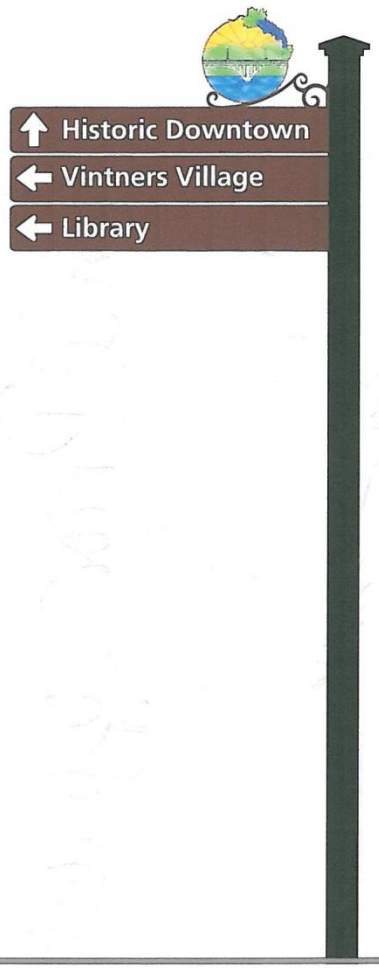
1. Provide tourists in locating destinations in Prosser.
2. Remove signage clutter by utilizing a visually appealing theme.
3. Directional assistance to “areas” rather than individual businesses.

#1A

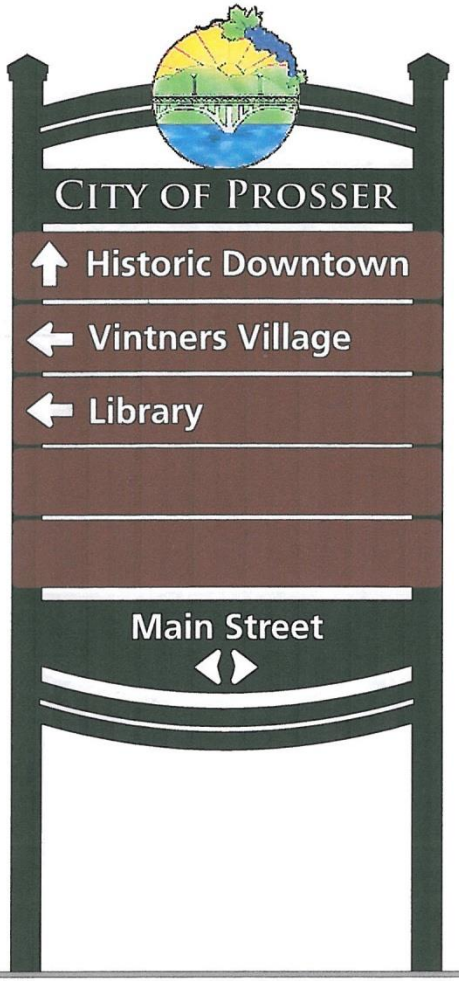
CITY OF PROSSER WAYFINDING SIGNAGE STUDY
CONCEPT 1A

ESTIMATE # 17061
REVISION #

SINGLE POST FOLLOW ON SIGN



TWO POST WAYFINDING SIGN



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client:

client approval:

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Chinook Signs Inc.
DISTINCTIVE SIGNS & GRAPHICS

SHOPKO
Hometown

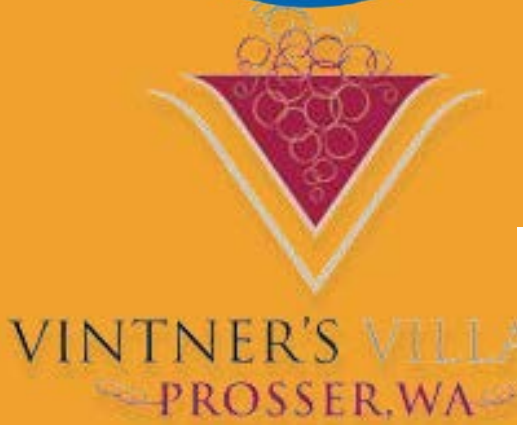
Best
Western

BURGER
KING

STARBUCKS
COFFEE

TACO
BELL

Love's
Travel Stops


VINTNER'S VILLA
PROSSER, WA

McDonald's

KFC

N
82
I-82 Westbound On Ramp - 3,220 ADT
I-82 Westbound Off Ramp - 1,817 ADT
I-82 Eastbound Off Ramp - 3,220 ADT
I-82 Eastbound On Ramp - 1,842 ADT
82
Interstate 82 (Exit 80)
Prosser
ADT = Average Daily Traffic
WSDOT 2014

PROSSER

AMERISTAR

THE
BARN
RESTAURANT

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City of

PROSSER

Bicycle & Pedestrian Plan

Moving People

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Transit
BEN FRANKLIN TRANSIT

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Thank You!

Prosser Economic Development Association
Deb Heintz, Executive Director
2140 Wine Country Road
Prosser, WA 99350
509.786.3600
www.prosser.org