

PACIFIC CITY WAYFINDING PLAN

Lennox Insites and Partners in Design
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INTRODUCTION

Pacific City presents a unique opportunity for the Visit Tillamook Coast Wayfinding Plan—a community with a long and varied history and an evolving future, located in a distinctive geological area. The people it serves are diverse from campers to premium resort-goers to customers visiting local merchants offering everything from world-class art and craft beers to boats and recreational herbs. There’s also a history of long-term family cabin ownership, with annual seasonal visits. Large, accessible roads make the community a travel hub but for pedestrians, the walks are unfriendly. While this is a predictable challenge for a growing region, it means that our wayfinding approach requires multiple design solutions so that Pacific City’s visitors encounter a memorable, wonderful experience.

Sitting on the edge of the Three Capes Scenic Drive, with majestic Cape Kiwanda as its headland, Pacific City residents love the haven that their little part of the world offers. There are plentiful outdoor pursuits—trails to hike, parks to explore, rivers to fish and boat in, and miles of beaches and headlands. This stretch of the Oregon Coast still feels somewhat wild—a jumble of high capes, sandy spits and rivers flowing into protected bays. But with a natural breakwater, and three access points to the beach, Pacific City is a favorite spot for surfers and anglers. The Nestucca River empties into the ocean only one mile to the south, salmon fishing is available in the spring and fall.

Friendly villages like Pacific City might be off the beaten path, but they are worth the detour. For visitors, access to a memorable coast experience depends on ensuring they can find their way, easily park their vehicle, and successfully explore the area while discovering new adventures.

With these opportunities and challenges in mind, Pacific City’s partnering with Visit Tillamook Coast can improve wayfinding and the visitor experience. Quality wayfinding will make for more enjoyable destination trekking and enhance the cohesion and economies of local communities. By developing tools unique to this community, we can provide a unified connection to the overall Tillamook Coast visitor experience—a distinctive look and feel that is compatible, visually and style-wise, to the countywide system.



THE VISITOR EXPERIENCE / Connecting People to Place

A memorable visitor experience on the Tillamook Coast connects people to place. Its success depends on travelers easily finding their way around unfamiliar areas, locating the attractions they traveled here to see, and helping them discover new adventures along the way. This journey involves both tangible and intangible factors. Here in Pacific City, sharing special places and making visitors feel welcomed is the easy part. But what else can we provide to enhance that experience? This program brings together concise directionals and wayfinding, extends a special feeling of welcome, and creates common ground between visitors and locals—coming together to meet travelers' needs and expectations.

Effective wayfinding—making sure travelers have all the information they need to enjoy their time in Pacific City—not only helps visitors appreciate your special stories and way of life, but enhances the cohesion and economies of your community.

Wayfinding enhances the visitor experience by making travel clear, informative and easier to organize. This fosters more rewarding and authentic journeys that travelers will want to repeat.

When linked in this manner, themes and visuals that reflects the core of your community are more likely to be remembered in a positive way, creating a unique persona for Pacific City in a visitor's psyche, and successfully connecting people to place.



HOW WAYFINDING WORKS / Creating a Better Visitor Experience in Pacific City



THE CASE FOR GOOD WAYFINDING

Beyond the need for basic navigation, identification and information, wayfinding systems serve an important role by defining a sense of place. In today’s economic climate, it is not enough for visitors to simply know “You are Here.” Rather, it’s essential to engage the visitor and build an environment that illuminates and promotes what exactly “here” offers.

Wayfinding—knowing where you are, where you want to go, and how to get there—was one of the primary needs identified when the tourism program was first established in the 2014 Tillamook County Tourism Asset Mapping Report, and one which was given high priority.

A clear and attractive wayfinding system is essential to developing a program of tourism promotion and marketing, capable of guiding residents and visitors alike throughout our county while also enhancing their understanding and experience of these amazing places.

Kiosks, directories, banners, interpretive elements and even regulatory signs can all enrich a visitor’s experience. They bring awareness of different points of interest in Pacific City—retail districts, historical areas and landmarks that visitors may not know about and that may not be included in navigation technologies. They offer stories and traditions from the past.

These added benefits of wayfinding not only enhance the spirit of Pacific City but in a very tangible way they help to create a cohesive brand—all while sustaining economic vitality and viability.



Wayfinding is more than moving visitors from point A to point B—rather, it is providing an exceptional experience along the way

References

- Tillamook – Wayfinding Technical Memo, Tillamook Area Chamber of Commerce– November 2016*
- “Visit Tillamook Coast Wayfinding Master Plan – Final Plan 2017”*

STREETSCAPE AND SERVICESCAPE

A welcoming streetscape should strive to give the impression of a town or village's inherent sense of pride. Throughout the world, visitors are drawn to quality environments that effectively blend the natural with the constructed. Attention should be paid to reduce streetscape sign clutter, which distracts from the visitor experience visually and economically and at a minimum, offers unclear messages. With many types of signs in the streetscape, it is far too easy for a town's appeal to become overwhelmed by signage.

The following guidelines can assist the placement of all streetscape elements:

- 👁️ **Wisely allocate space:** when street space is limited, elements can conflict with one another, limit visibility, and create a sense of clutter. All streetscape elements should be located with consideration for the requirements and constraints of other streetscape elements that may be placed on the street.
- 👁️ **Accommodate pedestrian needs:** the placement of streetscape elements should allow for the comfortable and efficient flow of pedestrians.
- 👁️ **Be enjoyable:** streetscapes should provide a diversity of amenities and spaces for public enjoyment and include elements of surprise and variety that reflect the spirit of Pacific City.
- 👁️ **Strive for "wholeness:"** the layout of streetscape elements should emphasize "wholeness"—placements that look at an entire block or corridor rather than individual elements situated in a piecemeal fashion. Be consistent with long-term goals for the design and function of the entire street.

“All journeys have secret destinations of which the traveler is unaware.”

—Martin Buber



METHODOLOGIES

In any complex projects, the process is as important as the product. To ensure success, a new Wayfinding Plan should be guided by the following principles:

- ➔ **Systematic**—the plan becomes a system with each component playing a role in guiding visitors and residents. Wayfinding elements should fit together and be recognized as part of a system even though they may be different sizes and designs.
- ➔ **Consistent**—wayfinding elements should be consistent in their branding and use.
- ➔ **Adaptable**—wayfinding components need to be adaptable to serve a variety of purposes, including branding, visitor and resident orientation, improved traffic flow and support of economic development.
- ➔ **Sustainable**—as the wayfinding system is installed and built out, it will be critical to develop a maintenance schedule with clear lines of responsibility for taking inventory, inspection and cleaning. Managing the addition or subtraction of destinations as well as expansion into new areas will be ongoing. Annual budgets should allow for regular maintenance and for future replacement as needed.
- ➔ **Growth**—once the initial components are completed, they should be evaluated and any changes incorporated. Future phases may evaluate a downtown wayfinding connection to city parks and recreation locations; review the streetscape environment with regard to removal of unauthorized signs and obsolete elements; and ensure that any additions are made using the above principles as guidance.

NOTE: See *Wayfinding Plan Process chart* on page 40 for more details.



△ City of Tillamook Gateway sign installation and schematics
▽



 **DESIGN TOOLBOX**

Creating a cohesive and effective wayfinding program involves many elements of communication. Visuals, fabricated materials, and messages unite to make a compelling experience for visitors and residents. Various sign types, noted below, correspond to each wayfinding objective. Each is one component in a toolbox we use to create signage and displays that will inspire visitors and neighbors to celebrate Pacific City and the Tillamook Coast.

The Design Toolbox brings together different disciplines, aesthetics and standards in making a public connection. In our toolbox you'll find the following:

TYPOGRAPHY AND LEGIBILITY
DIRECTIONAL ARROW
COLORSCAPE
PACIFIC CITY'S COLOR PALETTE
LOGO / BRANDING
WAYFINDING SYMBOLS
MATERIALS
FABRICATION METHODS





DESIGN TOOLBOX / Typography and Legibility

Typography is one of the most powerful tools available to support the Pacific City Wayfinding Plan’s effectiveness and brand. Used consistently, residents and visitors both will quickly recognize the value it adds to the streetscape by creating a strong, unified and recognizable wayfinding brand. Typography helps to create a distinctive visual look for the program and any future expansion will be made stronger and easier by the consistent use of these fonts.

Modesto Open has been selected for the primary branding font, with its bold aesthetics evocative of nautical hardware. The font is unique in its composition and open strokes, and establishes a visual brand, even without a logo.

PT Sans Pro is an important primary and secondary font family, utilized for messaging applications. This multipurpose face is clean and modern, complementing Modesto. PT Sans Pro is also a part of the VTC Master Plan.

MODESTO OPEN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&

PT Sans Pro Regular

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890&

PT Sans Pro Bold

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890&

Where does scale and legibility matter? The critical issue for any wayfinding sign is finding the right dimensions for the unique needs of a particular place. For transportation departments, the legibility issues that matter most are size and contrast on vehicular signs. Testing for scale in various environments should not only be part of the approval process, but should also be a key step to evaluate the effectiveness of wayfinding elements in the environment.

When deciding letter height on signage, there are many factors to consider. The rule of thumb in most studies is letter forms should be clearly legible from 30 feet per inch of height. If the typography is used along a road, speed and time are other key factors to consider (see charts, to the right).

LETTER HEIGHT	READABLE DISTANCE FOR MAXIMUM IMPACT	MAXIMUM READABLE DISTANCE
1"	10'	30'
2"	20'	60'
3"	30'	90'
5"	50'	150'
7"	70'	210'
10"	100'	300'
12"	120'	360'
15"	150'	450'
18"	180'	540'
24"	240'	720'
30"	300'	900'
36"	360'	1080'

Example: if a sign will be viewed from 300' the recommendation is for letter height to be between 10" and 30" tall

DURATION OF READABILITY (TIME IN SECONDS)					
		Letter Height			
		4"	6"	8"	10"
M.P.H.	25	5.5	8.2	10.9	13.6
	35	3.9	5.8	7.8	9.7
	45	3.0	4.5	6.1	7.6
	55	2.5	3.7	5.0	6.2
	65	2.1	3.1	4.5	5.7

Example: if a car passes a sign at 45 mph, 6" high letters will be legible for 4.5 seconds

Source: Stouse Signs
<http://blog.stouse.com/4-critical-factors-signage-letter-size-visibility/>

PACIFIC CITY

MODESTO is a loose-knit family based on sign painters' lettering style popular in the late-19th and early-20th centuries.



P

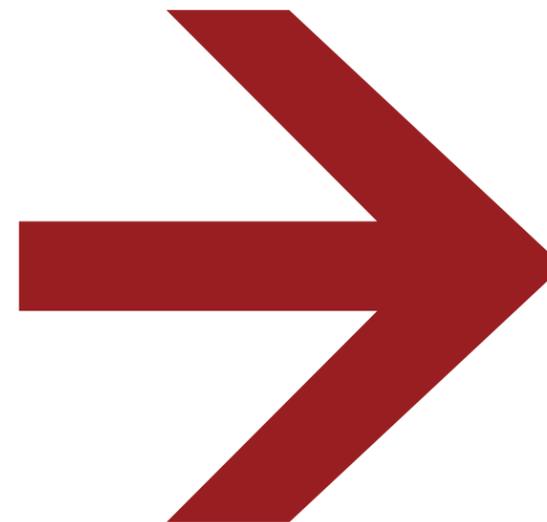
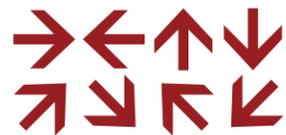


 **DESIGN TOOLBOX / Directional Arrow**

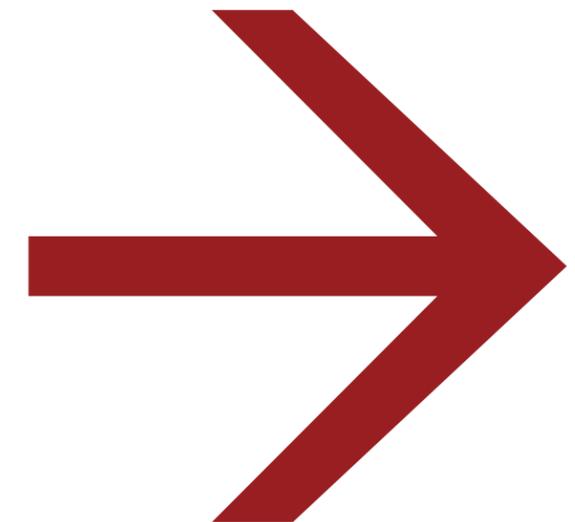
In its simplest form, an arrow is a line with a triangle affixed to one end, used to point to or indicate direction. For the Pacific City wayfinding program, the arrow extends navigation and points to the next visitor attraction and experience.

Two arrows have been designed for the Tillamook County Wayfinding Master Plan, with clarity and uniqueness in mind. Each has its own distinct function and application. The **bolder arrow** is used for vehicular directional signage. The **light weight arrow** is used on sidewalk pedestrian wayfinding. These alternate weights ensure the best legibility standards.

NOTE: *These Directional Arrow standards apply only to signs in this plan that are NOT located and regulated by ODOT and County Sign Policy Guidelines.*



Bold Arrow:
Directional Signage for Vehicular Traffic



Light Arrow:
Pedestrian Wayfinding Signs

 **DESIGN TOOLBOX / Colorscape**

Directly or indirectly, colors reflect a sense of place and add insight to understanding the city’s historic past, and its vibrant and charming present. The Pacific City **colorscape** tells a particular story. Its colors are distinctive—connecting visitors to your city’s environment, events and spirit—with the color names in the palette reflecting local pride. Color also brings unity to design and promotion endeavors, while complementing community branding.





DESIGN TOOLBOX / Pacific City Color Palette

Color is one of the most powerful design elements available in your toolbox. Color is inspirational, and more practically, it is the glue that holds together the many parts of a wayfinding plan. This amazing attribute is evident in nature, when we identify a unique landscape or a time of day by its color. Visitors and consumers are very aware of color in the environment—consciously or unconsciously—and use it to make decisions, take action, and qualify emotion.

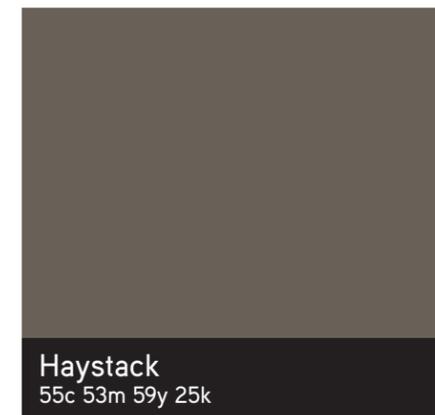
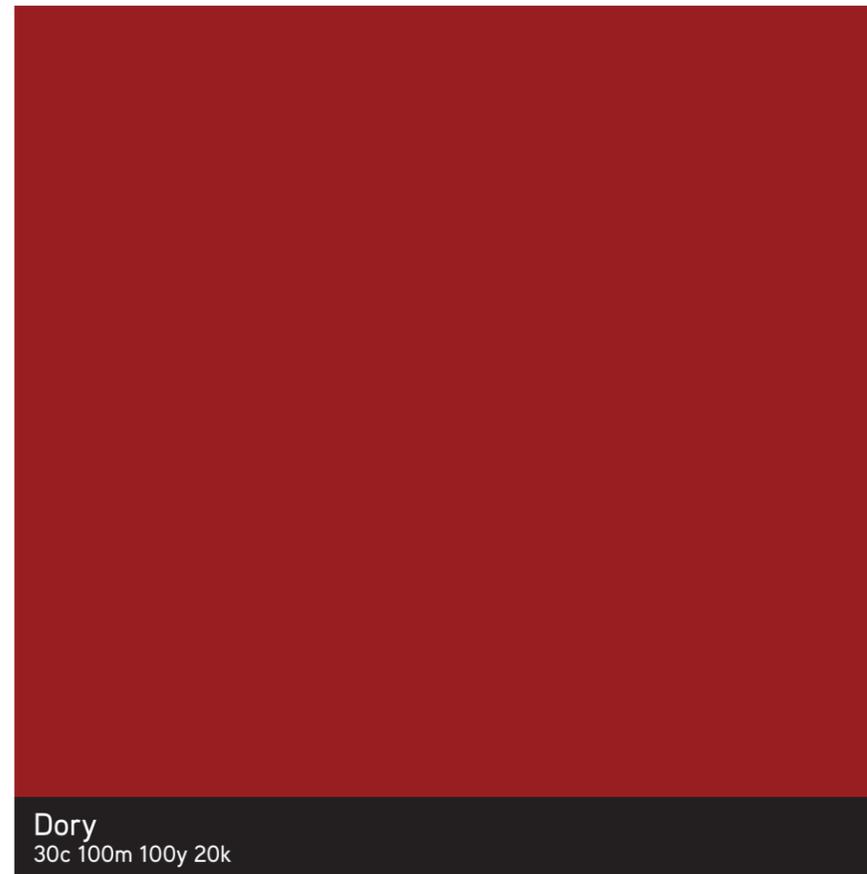
The color palette created for Pacific City wayfinding can be extended to branding and a broad range of visual communication. These colors exhibit a confluence of sea, nautical heritage, land, sky, and people—creating a bold dialogue. The primary color, **DORY** is drawn from the longstanding fisher’s culture, iconic to this place.

It’s important that colors in the wayfinding palette Toolbox have high contrast and legibility. **Six colors** have been selected for their complementary color values that also relate well to fabricated structural elements. Other colors may also be introduced for use with interpretive graphics and special regulation messaging, such as black for paragraph text and red for warning messages.

COLORS are specified by program color name and CMYK formulas.

VISIT TILLAMOOK COAST color palette

- Forest 86c 45m 81y 49k
- Clay 23c 43m 58y 2k
- Coast 73c 27m 20y 0k
- Earth 44c 74m 81y 59k
- Sand 3c 20m 29y 0k
- Sage 66c 35m 56y 11k



 **DESIGN TOOLBOX** / Logo and Branding

A major component to creating a vibrant and distinct sense of place for any community is strong visual branding. Logos often form the cornerstone of this communication for tourists and visitors, providing a clear visual reference to understand your unique community.

Logos are especially useful in wayfinding instances where they can help identify a “sense of place.” The Welcome Gateways, for example, are an ideal application. The logo can also be effectively used in instances where interpretive and community events information are offered, such as visitor kiosks and the community’s primary website.

Currently, Pacific City branding is in flux, with no branding mark and inconsistent identity usage. We recommend undertaking a more thorough examination of identity needs, including reviewing whether a community logo might be merited. Any identity branding would need to be addressed within a separate design and marketing process, as it is not a part of this current wayfinding plan.

Various “branding” used for Pacific City, OR



Pacific City
"Home of the Dory Fleet"

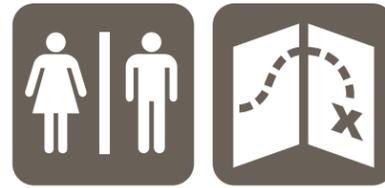


DESIGN TOOLBOX / Wayfinding Symbols

Non-verbal pictograms help reinforce written messages and are recognized quickly. Picture reading is universal and fun in wayfinding communication. Bringing diverse systems of symbols together is sometimes a challenge, and often there's great benefit to creating a distinct set of symbols unique to a project.

A sampling of symbol forms utilized in the program. A full menu of icons are being developed for the VTC program.

Visitor Services



Business Categories



Recreation



Safety





DESIGN TOOLBOX / Materials and Fabrication Methods

Pacific City's sign structures honor its architectural and heritage. Constructed of regional materials with local craftsmanship sensibility, the plan's materials palette incorporates regional materials such as substantial unfinished timber (which will weather), river rock bases, exposed craftsman hardware and slotted sign faces. The graphics create a unified program and give visual cues to this village on the Oregon Coast.

A wayfinding program is meant to last for a long period of time, sometimes as long as 20 years, so specified technologies and fabrication are crucial to longevity in the field. With the client, we will evaluate the elements of cost, performance, environment, vandalism, maintenance and flexibility.

Posts

Gateways: Western red / Port Orford Cedar—UV inhibitor

Directionals: pressure treated wood—UV inhibitor, aluminum—powder coated

Kiosks: pressure treated wood—UV inhibitor

Bases

Gateways: local river rock, bases should be engineered

Kiosks: custom, metal hardware—powder coated, concrete footed

Sign Faces

Gateways: painted aluminum “boards” mounted to solid background of same color, with “grooves” created by spaces between boards. Additional graphics layer cut from aluminum, flush mounted to minimize vandalism

Directionals: powder coated aluminum panels with laser cut vinyl graphics

Kiosks: HPL panel, powder coated aluminum panels with laser cut vinyl graphics. Display case

Hardware

Hardware, gussets and end-caps: Galvanized steel, welded joints. Painted finish or sealed finish

Kiosks: Metal roofs

Directionals: Direct bury in new concrete footing or buried J-bolts with plate and through-bolts

Lamps: Gateways and kiosks

Banners

Materials: 13-18 oz vinyl; or 10 oz vinyl mesh. Nylon threading, hemmed.

OPTION: Recycled cut metal sign panel. May be powder-coated to stabilize the metal color or match a specific color.



△ (clockwise from top left) pressure treated wood; river rock bases; steel brackets, hardware and ties; cast aluminium post finials



△ Paints and Coatings

Paint and powder-coated aluminum are widely used in wayfinding signage. Technology has extended their durability and longevity greatly in the last few years, but it is important not to underestimate the environment's impact on fading.



△ Vinyl Graphics

Polyvinyl chloride (PVC) film that, in sign-making, is backed with an adhesive that creates a strong bond to a variety of impervious surfaces when pressure is applied. The application and removal process is fairly easy for a professional sign shop. Vinyl graphics typically last an average of twice the life expectancy of most paints used in traditional applications. Long-term UV exposure can shorten the life of this process.



△ High Pressure Laminate (HPL)

This signage process uses heat and pressure in fabrication, resulting in a final product that is a permanent fusion of image and HPL that does not de-laminate, separate, crack or peel. Signs and murals are generally impervious to moisture and resistant to UV rays, scratching, impact damage, and graffiti. Digitally printed subsurface images, with unlimited color, are fused into a single panel with phenolic and melamine resins. HPL lifespan is generally guaranteed for 10 years.

LOCATOR MAP & SIGNAGE TYPES



- **Gateways** 3 locations
- Critical Intersections** See pages 24-26
- Directional Wayfinding** 5 locations
- ▲ **Interpretives** locations to be determined

- ★ **Visitor Kiosk** 1 location
- Pedestrian Directionals** 4 locations
- **Banners** 11 locations
- ◆ **Streetscape (benches and planters)** 6 locations
- 🚲 **Streetware (bike racks and service stations)** 3 locations

NOTE: See page 36-37 for Sign Location Schedule

DESIGN SCHEMATICS

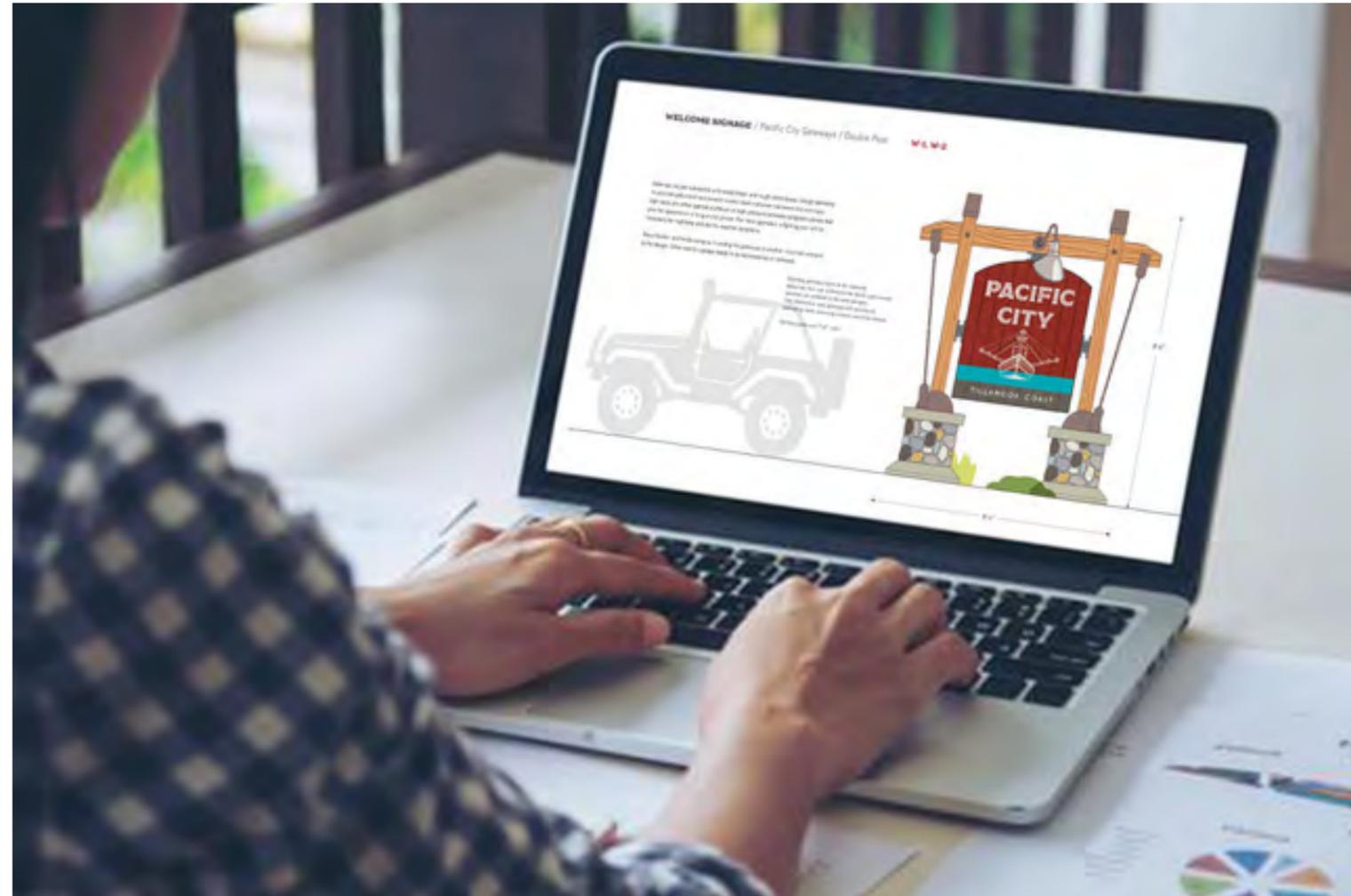
Schematic designs show how an integrated family of sign types work together—identity, directional, interpretive, and safety. Each sign type has its own visitor service goal, but all are united in a single design standard.

The nature of a schematic design is to convey a concept and direction which can be fulfilled and detailed further in the future if the community accepts these designs. Figures of people have been included in these designs to give a sense of scale. A few have been given approximate dimensions, which will be verified. Text shown on these schematics, in particular on the directional signs, are for concept purposes only and do not reflect final messaging.



This plan includes schematics for the following sign types:

WELCOME GATEWAY
 DIRECTIONAL WAYFINDING
 VISITOR KIOSK
 PEDESTRIAN WAYFINDING
 INTERPRETIVES
 BANNERS
 STREET FURNITURE



APPROACHING PACIFIC CITY / First Impressions Count

Beyond the ocean, trees, the road and sky, the community relies on signage and gateways to engage a visitor's attention.

This photo album represents the 3 major approaches to Pacific City. These are the locations on the road where the city greets new visitors and welcomes home residents.

The gateway components of the wayfinding plan are some of the most important, and need to be designed with specific criteria in mind:

- Harmonize with landscape
- Be consistent with Pacific City branding
- Act as destination markers / informational aids for traffic
- Welcome to new and returning visitors
- Be designed for longevity, all-weather and minimal maintenance
- Be inspirational and display community roots

Broton Road ▾



traveling South



traveling South, approaching 871



traveling North



traveling North

Pacific Ave ▾



traveling East



traveling West



traveling West



traveling West, approaching Broton Road

Intersections ▾



Pacific and Broton, NW corner, looking East



Pacific and Broton, NW corner, looking South



Cape Kiwanda Drive and Pacific, looking North



Cape Kiwanda Drive and Pacific, looking South

WELCOME SIGNAGE / Pacific City Gateways

Pacific City gateway signs are an opportunity to welcome first-time and returning visitors to a high value guest experience. Any gateway structures must honor the architectural heritage of the coast town, and extend a strong identity brand for Pacific City and the Oregon coast.

Existing gateways are in poor condition, and not properly scaled. Gateway locations will be reviewed for effectiveness while considering preserving good views. Currently, the city approach experience is being influenced by a proliferation of roadside advertising. For a traveler, countless and scattered advertising creates a visually chaotic interaction. The visual clamor also takes away from a welcoming appearance, which in the end disadvantages all businesses. Distinctive and well-maintained gateways promise a higher quality visitor experience and the chance of a longer stay and potentially, a return visit.

The gateways will have a clear community brand— a welcoming, elegant and memorable signage element—as well as being part of the VTC brand. In the future, it will be advantageous for merchant signage to dovetail with this wayfinding plan for greater visual impact. The current Pacific City gateway sign is shown to the right. Below are some examples of other project solutions.



Anticipating Pacific City?

WELCOME SIGNAGE / Pacific City Gateways / Double Post

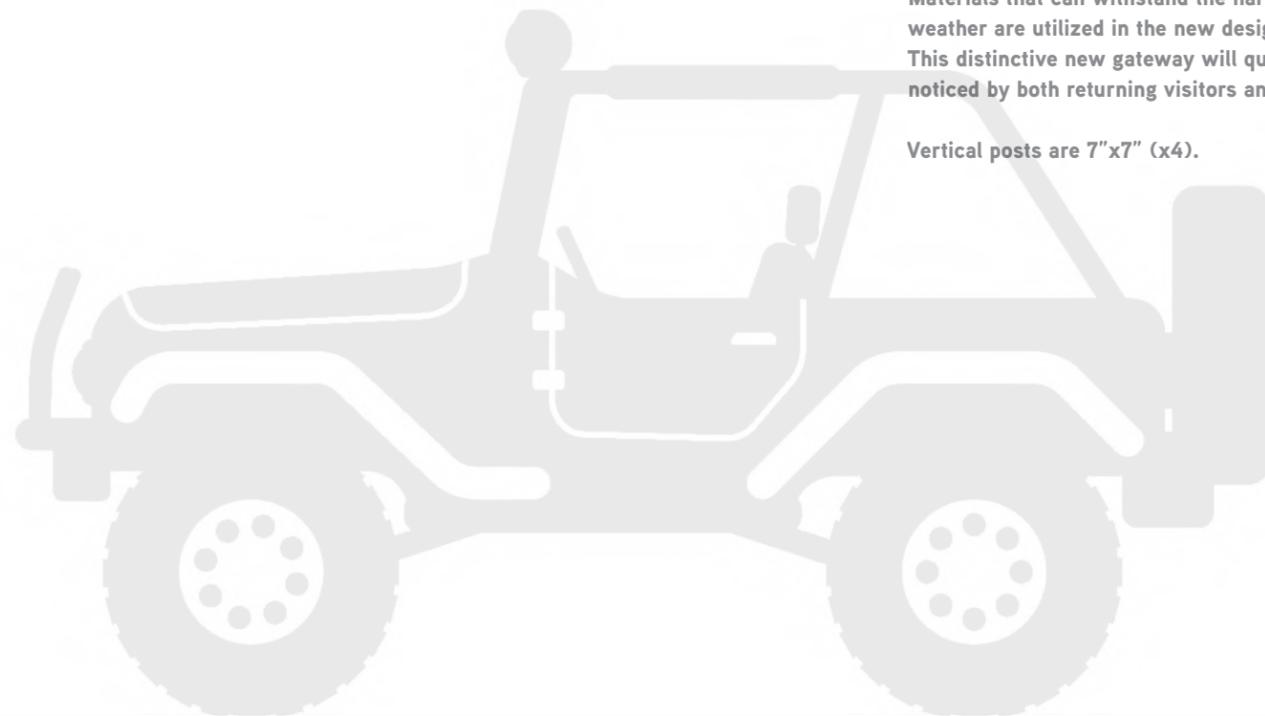
W-1, W-2

Materials include substantial unfinished timber and rough stone bases. Design elements incorporate galvanized and powder-coated steel craftsman hardware and end-caps. Sign faces are either painted aluminum or high-pressure laminate composite panels that give the appearance of tongue and groove. For these gateways, a lighting plan will be necessary for nighttime and stormy weather conditions.

Beautification and landscaping surrounding the gateways is another important element to the design. Other nearby signage needs to be reconsidered or removed.

Existing gateway signs to be replaced.
Materials that can withstand the harsh year-round weather are utilized in the new designs.
This distinctive new gateway will quickly be noticed by both returning visitors and first-timers.

Vertical posts are 7"x7" (x4).

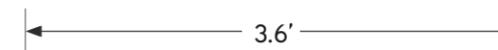
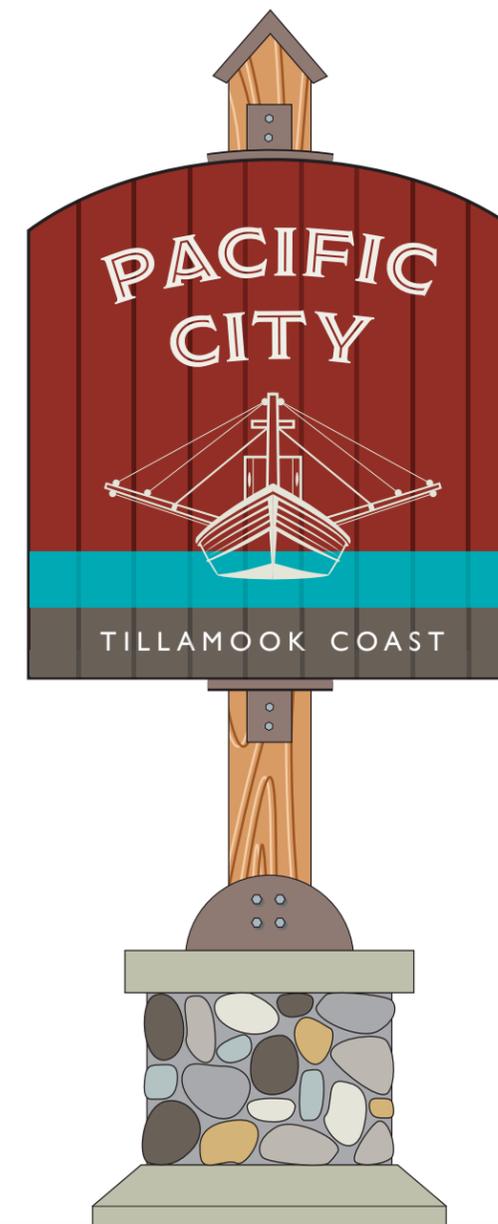


WELCOME SIGNAGE / Pacific City Gateways / Single Post

W-3

The single post design allows for a smaller footprint in locations where viewing distance is shorter and driving speeds are slower. Lighting for this sign type would be from 2 ground spotlights.

Vertical post is 8" x 8"



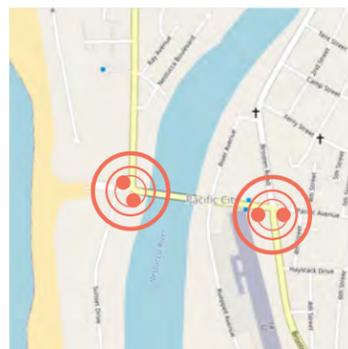
HOT SPOTS / Critical Intersections

The primary crossroads of Pacific City for both drivers and pedestrians are also “hot spots”—critical intersections where interactions between merchants, residents, and visitors are not optimized. The two defining moments on Highway 101 are Pacific Avenue at Brooten Road and Pacific Avenue at Cape Kiwanda Drive. These hectic and harsh intersections have been cited as a major reason for reduced visitor engagement and the tendency for drivers to bypass Pacific City.

One of the larger challenges in this plan will be mitigating this situation. Two primary objectives are as follows: (1) make signage safer and clearer, and (2) encourage in-town visits (parking and shopping). This will require planning in accordance with ODOT and the County.

Because of road configuration, capacity and the traffic speeds of Hwy 101, Pacific City can appear dusty and overlooked as a visitor destination. Road updates, changes in destinations, and increasing visitorship has added to a roadscape of cluttered and confusing signage. The photo, right, illustrates this environment lacking cohesion.

The ever-changing Cape Kiwanda site has its own growing complexities and should also be included in the wayfinding plan in the future in order to best address consistent message and quality. With the increasing visitorship that the Cape and Pacific City are experiencing, more effective communication should also be employed such as smartphone apps and electronic signs.



Map, left, indicates large directional signage locations, vehicle demands, and “hot spots” in this plan.



Pacific Ave and Cape Kiwanda Drive (above)—wayfinding cohesion or a maze?

HOT SPOTS / Observation and Approach

In seeking a solution for improving the visitor experience, the first task is to document the community's objectives and evaluate current conditions; then outline possible solutions.

The photos to the right show examples of Pacific City's streetscape, with a focus on wayfinding hubs.

- **Is communication clear?**
- **What is it like for pedestrians on these streets?**
- **Are nearby businesses noticeable and accessible?**
- **Are visitors safe? What is the interaction between vehicles and pedestrians?**
- **Is the "streetscape" attractive?**
- **Can visitors learn what Pacific City has to offer?**

The separation between vehicular and pedestrian spaces is unclear and perhaps unsafe. Far too often, the two zones share the same space. Though unnoticed by locals, this quickly makes the downtown core less desirable for visitors.



HOT SPOTS / Problems and Solutions

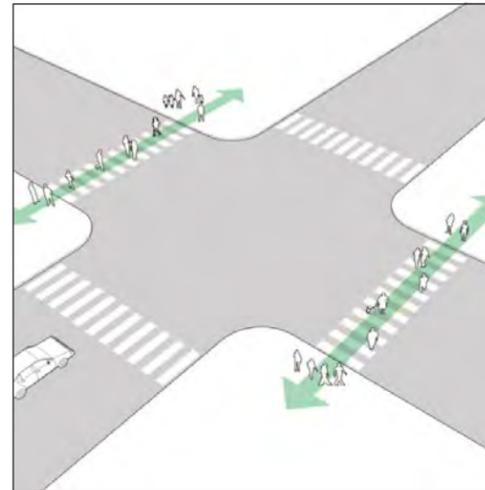
Weaknesses:

- Lack of City branding
- No sense of welcoming for visitors
- Little sense of what this community offers
- Lack of merchant support
- Unfriendly and dangerous to pedestrians
- Cluttered streetscape and communication
- Inconsistent vehicular signage
- Dusty hardscape, no natural backdrop

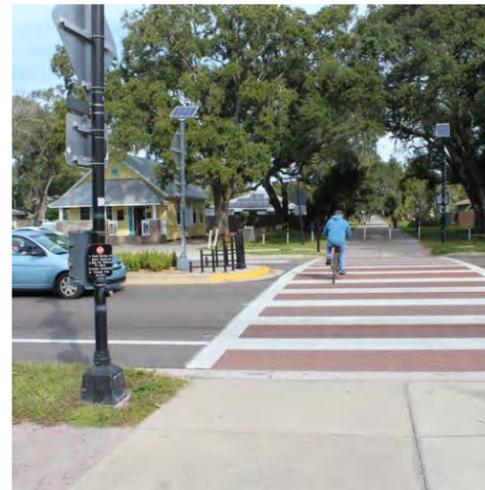
Solutions:

- **Sidewalks and curbs at corners along Pacific Avenue**
- **Marked crosswalks**
- **Raised crosswalks to separate and slow traffic**
- **Trees**
- **Iconic lampposts**
- **Custom wayfinding signage**
- **Banners**

Curbs and crosswalks can greatly convert roads into pedestrian-friendly spaces. Corner intersections with curbs and marked crosswalks increase safety. Paint—or better yet other materials such as pavers—will further enhance the crosswalk environment.



Where is downtown Pacific City? Streetscapes can be desirable experiences with trees, banners, artful lampposts, furniture and planting beds. These elements, both utilitarian and memorable, can make Pacific City a go-to destination.



Raised crosswalks increase safety and help slow traffic within town. Aesthetically, they are pleasing and give pedestrians a sense of place and welcome. They're a visual reference to a vital merchant community.

DIRECTIONAL WAYFINDING / Creating a Downtown

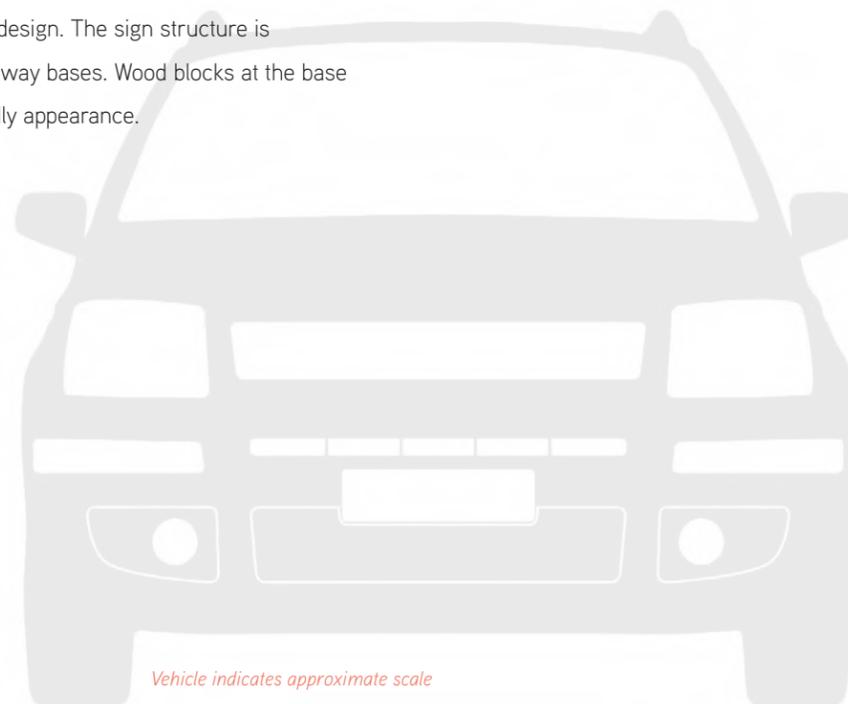
D-1, D-2, D-3, D-4, D-5

There are two critical turns in Pacific City. Both are important moments of decision-making for drivers, and especially for tourists who may decide to stop for services (restrooms, gas, boat launches, etc.) and merchant retail (galleries, shops, hardware, etc.). By designing a unique system of wayfinding components, we go a long way in making the visitor experience attractive and cohesive, and creating a more welcoming and thriving downtown.

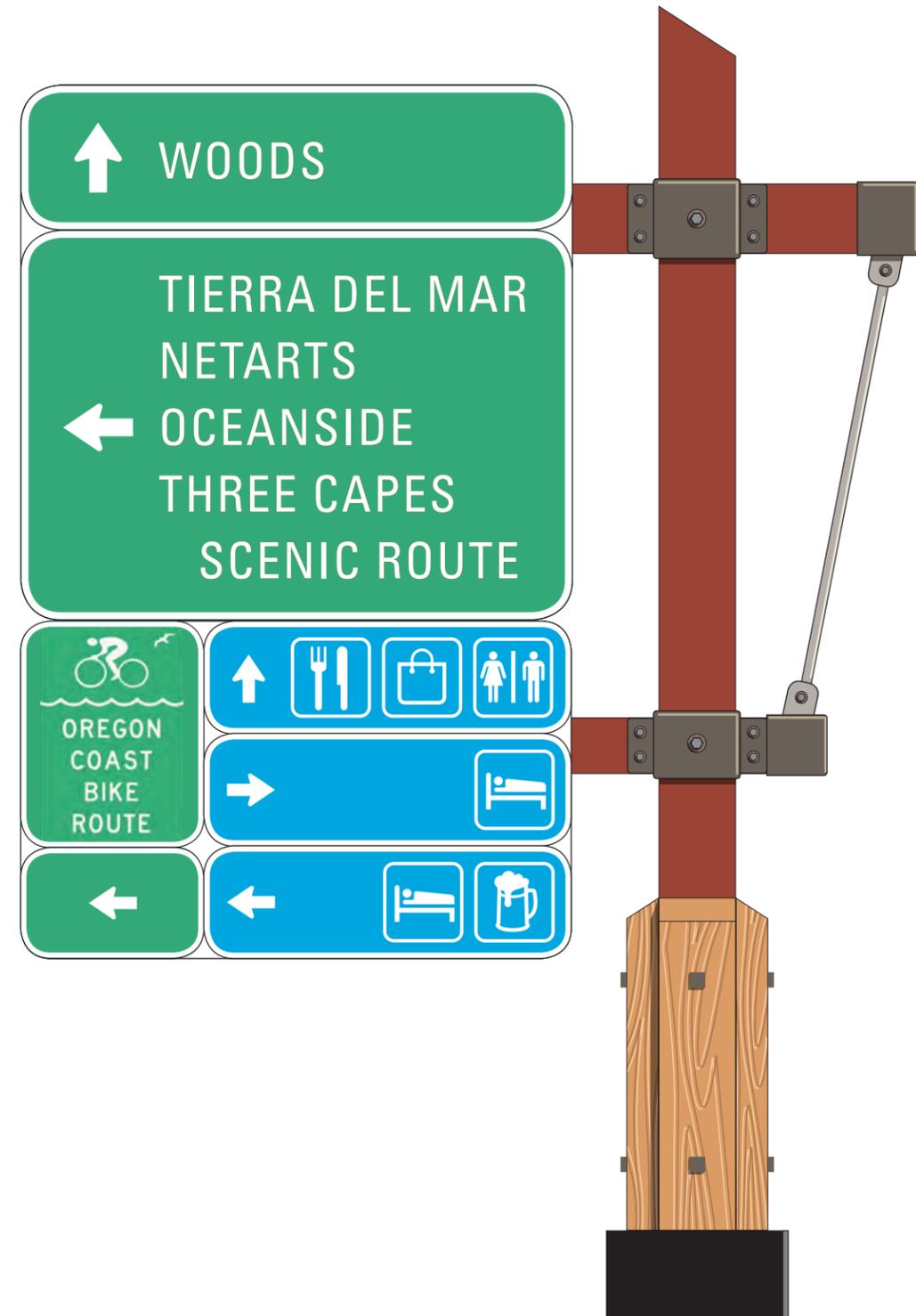
The designs shown here are utilized on Pacific Avenue at Brooten Road and also at Cape Kiwanda Drive. The sign posts and framing are unique to Pacific City, and the actual signs and messages are both the domain the City and the County. All graphics are reflective vinyl.

The stanchions and framing reference Craftsman-style design. The sign structure is primarily heavy gauge metal, and equipped with break-away bases. Wood blocks at the base contribute to the style and add a more pedestrian-friendly appearance.

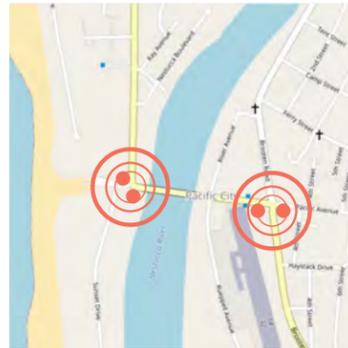
Pacific City is a downtown, not simply a thoroughfare. A series of unique directionals can visually unite the downtown core. These directionals are paired with County issued sign-faces, messages and materials. Height and dimensions are determined within ODOT and County standards.



Vehicle indicates approximate scale

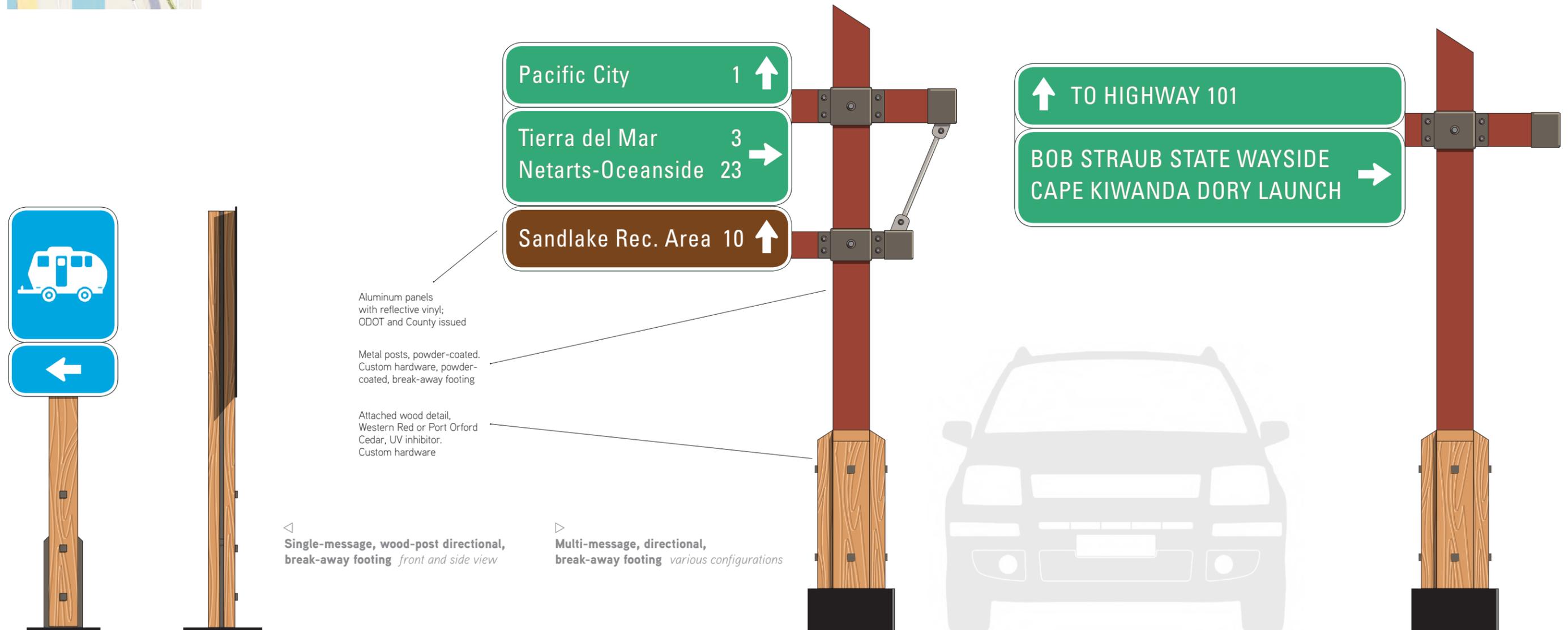


DIRECTIONAL WAYFINDING / Creating a Downtown



A family of signs, along with a toolbox of wayfinding techniques, will be utilized to best fulfill highway and street requirements.

Map, left, indicates large directional signage locations, vehicle demands, and "hot spots" in this plan.



Text shown does not reflect final messaging.

Vehicle indicates scale.

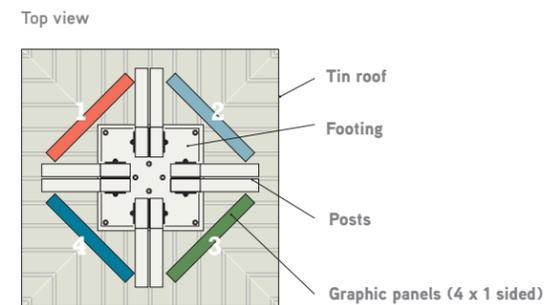
VISITOR KIOSK **K-1**

Pedestrian kiosks in Pacific City are visitor information hubs, the most welcoming of hosts. Their presence in the streetscape makes the environment more pedestrian-friendly and immediately communicates that the community is open for business. Visitor kiosks are where a community can display their own unique pride and help guide a visitor’s adventures. By their very nature, they are gathering places and provide visitors with insider perspectives.

Kiosks are highly flexible and can be programmed in many ways—village map, merchant and service information (parking, restrooms, events) and destinations such as beach access, trails and parks.

At this time, we recommend a kiosk installation at the intersection of Pacific Avenue and Broton. Another good location for future consideration of a second kiosk would be near Cape Kiwanda, which will give an overview of Pacific City, as well as information about Cape Kiwanda.

The pavilion-like kiosk design has a small footprint, but a high profile, inviting visitors to explore Pacific City and its businesses. The kiosk design references regional elements—hefty timber and forged metal—giving it the feel of a shelter, or an iconic street feature. In the future, if relocation of this kiosk is necessary due to property development, this design can withstand transport. Colorful and engaging graphics on 4 surfaces offer ample area for information and interpretive messages.



Rolled tin roof.
Wood and welded framing. UV inhibitor.
Custom hardware
▷

VTC brand lettering at top
▷

Full-color, high pressure phenolic laminate graphic panels. Welded metal framed-edge
▷

- 4 informational panels:**
- Town map
 - Restrooms locations
 - Boat and water access
 - Parks and destinations
 - Interpretive content
 - Tsunami map and info

Concrete footing (small footprint).
Substantial welded hardware
▷



Figure indicates scale

PEDESTRIAN WAYFINDING / Directionals

PW-1, PW-2, PW-3, PW-4

Directional signs are an essential navigation tool in wayfinding. Pedestrian directionals enliven the visitor experience, contribute to downtown unity, and creates a sense of place. Wayfinding can make businesses and destinations more accessible, fun to find and add visual appeal to Pacific City streetscapes.

A pedestrian directional system can greatly reduce wayfinding confusion. These colorful directionals not only offer information but answer essential questions and announce visitor destinations, ie. parking, shops, restrooms, beach access, parks and trails, etc.

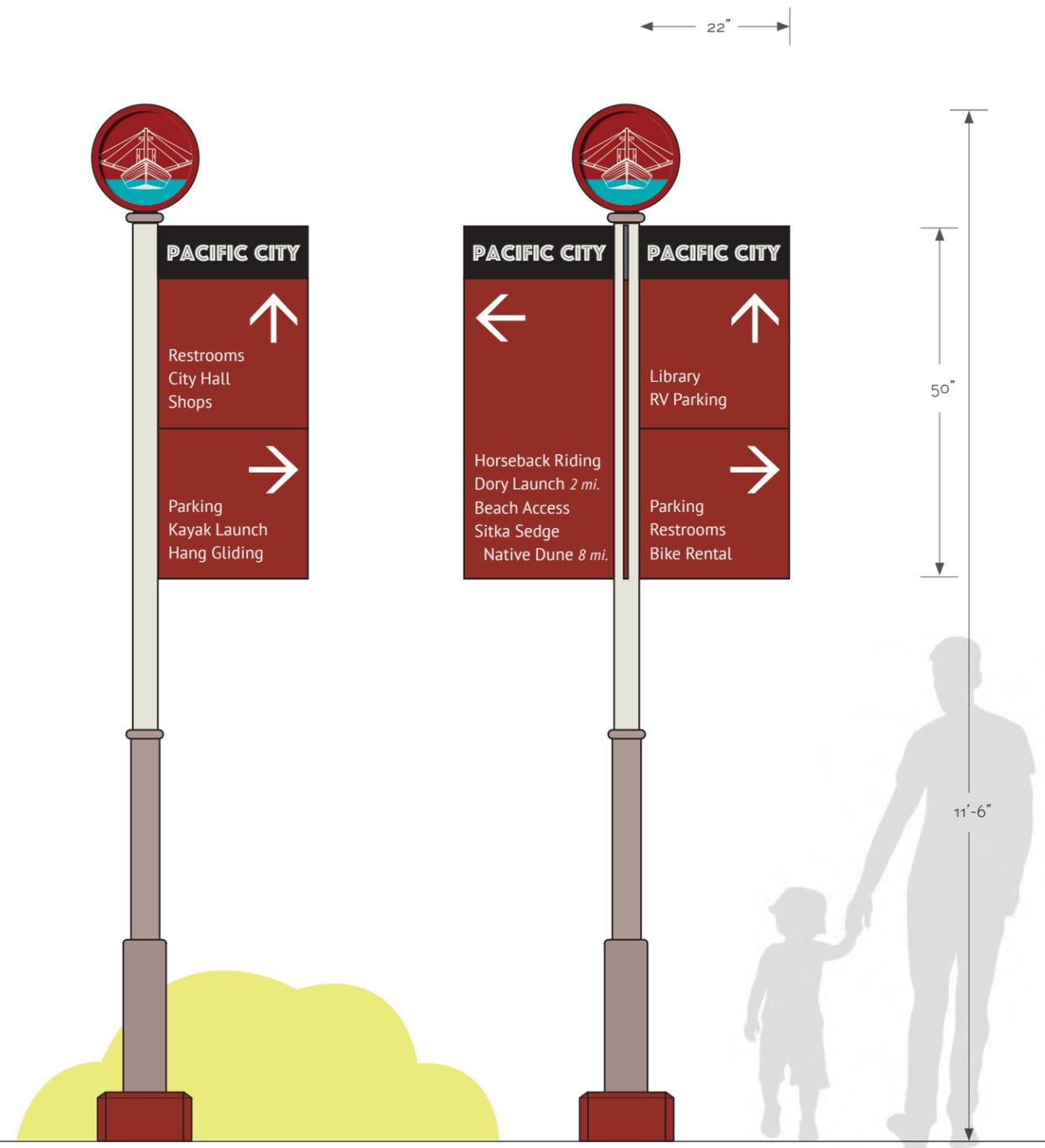
The directionals follow the VTC design standard and utilize the Pacific City palette—including a unique custom marker, the dory-topper, that is immediately recognizable and memorable, and kid-friendly!

The multi-panel directionals offer built-in flexibility, with panels that can be updated individually and cost-effectively. Merchant names are not recommended on these signs, as it would result in an unmanageable sign size and too-frequent changes. Instead, maps and kiosks will be adaptable, can include merchants and services, and can be updated seasonally.

Distinctive Pacific City dory post-topper.
Etched metal medallion, filled with color enamel
▷

Metal sign panels vary in number, offering flexibility—from one single small panel to a maximum of four large.
Type is cost-effective cut vinyl
▷

Metal, powder-coated, custom sign posts.
Concrete footing with break-away hardware
▷



INTERPRETIVES / Pacific City and the Tillamook Coast Experience

INT (locations to be determined)

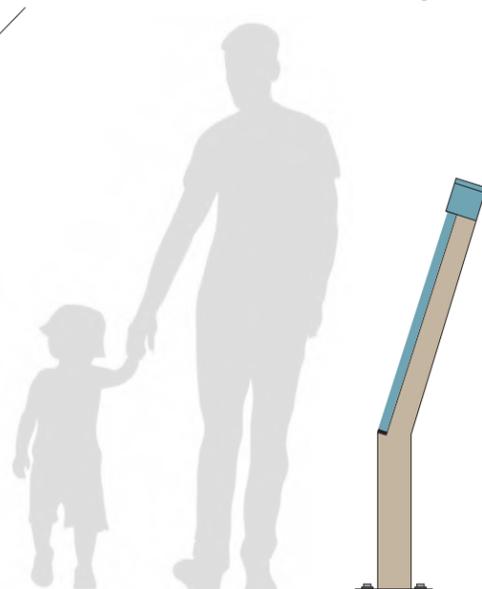
The stage is well set in Pacific City to offer visitors valuable interpretive encounters. These interactions can also tie into the Tillamook Coast Experience—where the connection between villages enriches the tourism in the entire region, village by village. Speaking to the historical, cultural, and natural attractions of Pacific City, these interpretives can also encourage spontaneous exploration by visitors—widening the radius of awareness of downtown, state parks, shops and services.

These stories are located at existing ideal learning environments, or they can tell visitors what unique destinations are down the road. Interpretive signs can help facilitate wayfinding, and are often located at trail heads or landmark kiosks. Interpretives can also offer a glimpse of future projects, such as the proposed Doryman’s Museum. Interpretives make all visitor experiences more valuable and memorable.

This low-rise, angled, two-post sign offers a story without blocking a view. Interpretives are planned for learning opportunities where visitors are already engaged by scenic landscapes. Graphics are full color, constructed of vandal-resistant materials with concrete footings.



Front view



Side view



Outfitted with pressure-treated wood posts, galvanized end-caps on top, and substantial metal sleeve-footing (into concrete). Sign faces are full color, high pressure phenolic laminate panels. “Tillamook Coast Experience” medallions are bronze-tone, stained and sealed.

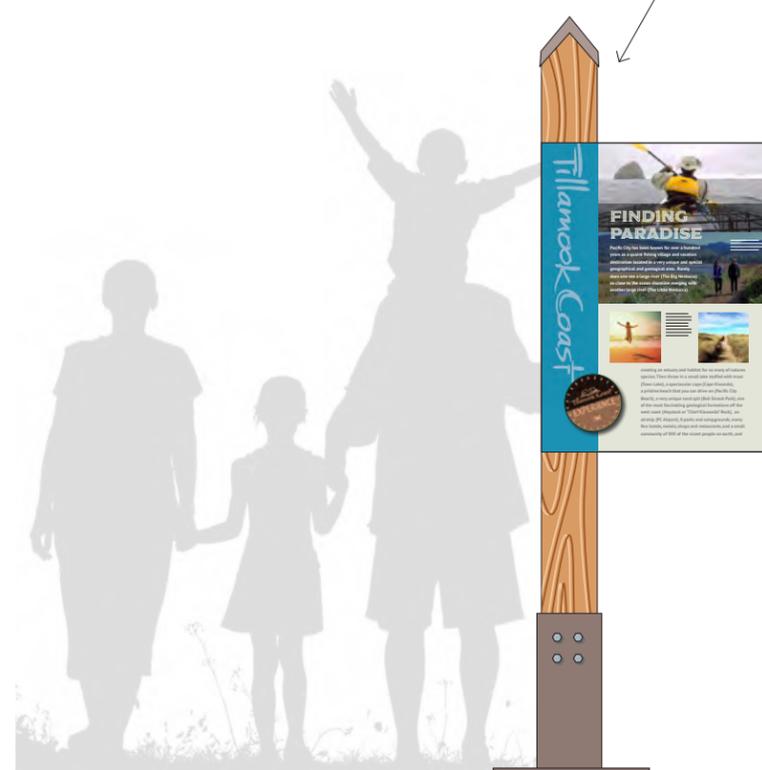


Figure indicates scale

Mounted directly to boardwalk railings, these interpretives become an integrated element on trails and lookouts. Welded-metal frames and hardware contribute to signage longevity.



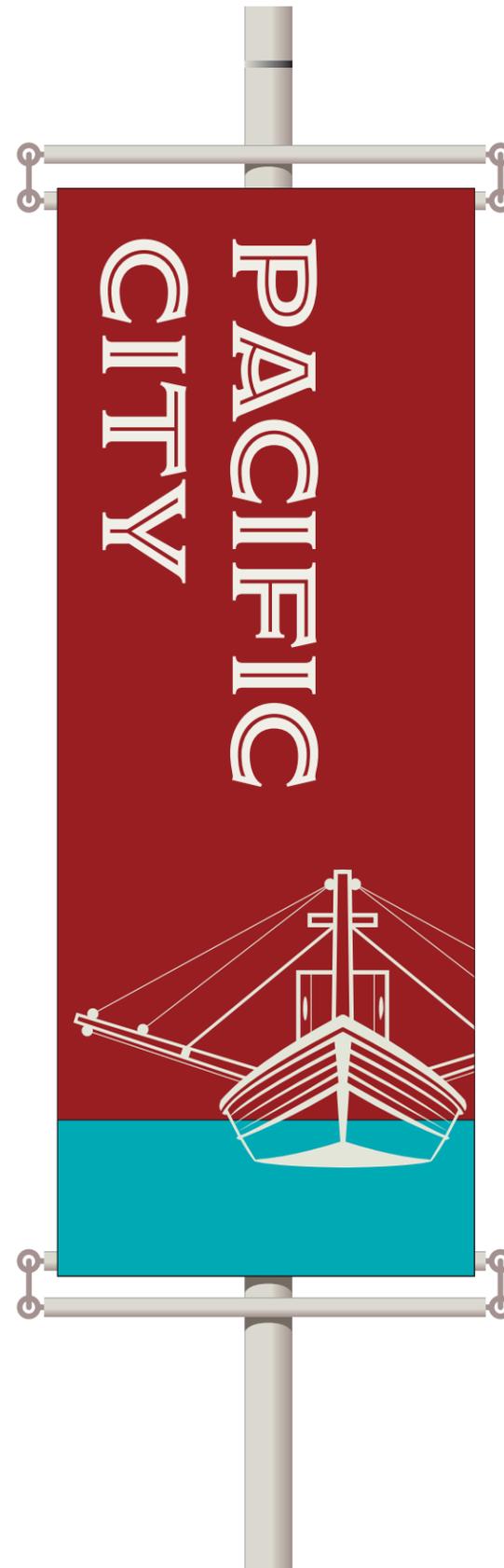
BANNERS / Welcome Signage **B-1 – B-11**

To get to know Pacific City, it's important and useful to symbolically represent it with an engaging visual brand. Street banners can show-off the main avenues and give a sense of a welcoming community. It's also rewarding for visitors to be assured they have "arrived" and to visually understand the boundaries of town. Banners say — "We have made an artful effort— come enjoy, respect our home, and stay awhile."

Banners can be colorful weather-resistant fabrics. They can also go further and become items of sculpture and art. To be even more impervious to wear and tear, they can be constructed of metal.

right ▷
Weather-resistant, heavy weight, colorful vinyl and mesh banners give good durability

far right ▷▷
Recycled cut metal "banner" gives a distinctive appearance. This approach will withstand many seasons



STREET FURNITURE **BP-1 – BP-6**

Street furniture, public art, and other pedestrian amenities are important elements that can create a comfortable, safe and attractive public realm in the Pacific City environment.

- A street beautification plan may include custom trash receptacles that become dignified pieces of street furniture, depicting iconic village moments.
- An “art” bench program is a great visitor service and can create a dialogue between local artists, residents, and visitors.
- Planters are a welcome amenity in the streetscape. Garden groups and merchants can co-curate street planters, and Pacific City can provide the planters and water.



right, top & bottom ▷
Trash receptacles with Pacific City branding (various designs), welded metal and weather-treated wood

above △
Custom public artist-benches
 middle △
Signature planters
 bottom △
Donor sponsored benches

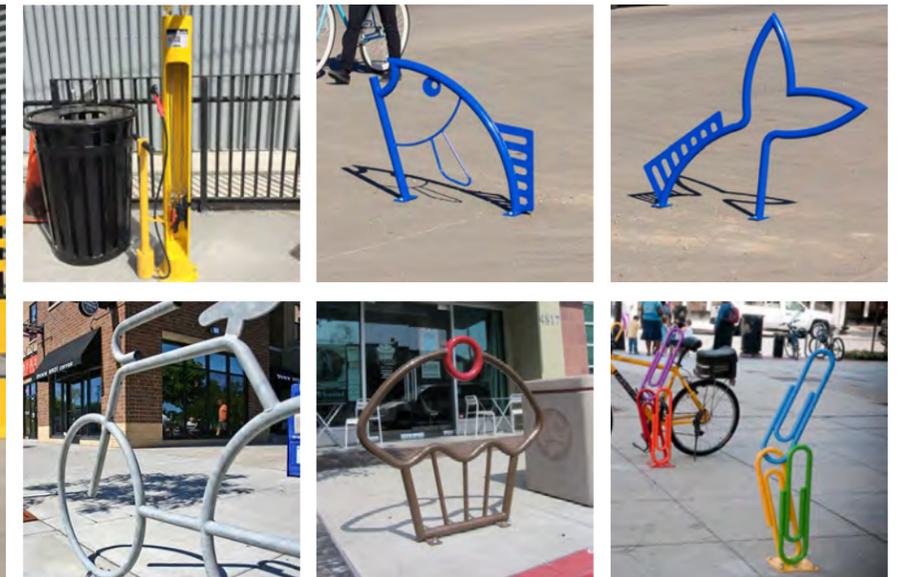
STREETWARE AND THE CYCLIST SW-1 – SW-3

Cyclists can be more engaged in the “merchants” row by offering storage racks and some bike maintenance equipment. Pacific City dory bike racks and stations can extend Pacific City wayfinding branding and allow a visual “fleet” to dock downtown.

below ▾
A custom dory fleet of bike stations will bring smiles and contribute to a memorable Pacific City experience. Likely to become favorites by residents, merchants and visitors, it also offers the opportunity for donor sponsorship



below ▾
Bike station including air pump and self-repair tools, and examples of lock-up stanchions from various towns



above △
Example of a municipal bike station: lock-up, air pump and self-repairs tools



TSUNAMI WAYFINDING / A Companion Plan to Pacific City Wayfinding

The Cascadia Subduction Zone runs offshore of western North America for about 600 miles from northern California to British Columbia, and is capable of producing megathrust earthquakes of over 9.3 magnitude and creating possible tsunamis over 100 feet.



Although the date is unknown, a local or distant earthquake leading to tsunami inundation is a constantly present, if perhaps distant, reality. A tsunami escape wayfinding system is essential to inform people what to do in an emergency and when to do it. Many stakeholders are developing innovative escape strategies for Oregon coastal towns. Prime elements include awareness kiosks, tsunami hazard zone signs, tsunami evacuation route signs, zone thresholds, assembly areas and sometimes, multi-use buildings.

At this time Oregon's comprehensive wayfinding system is evolving to aid escape to safety routes from a tsunami for both residents and visitors. Though some resources exist, they are still not sufficient.

This design plan recognizes the need, challenge and critical objectives for **Tsunami Evacuation Planning**. The primary objective of the **Pacific City Wayfinding Plan** recognizes the visitor's experience and extends a welcome hand. The objectives of a Tsunami Wayfinding Plan are different—with both message and directive focused on public safety. Evacuation routes are not always the same well beaten paths—they may, in fact, be retracing or going in the opposite direction from common destinations, i.e. the main road may no longer designate the best routes of safety and high-ground.

Tsunami evacuation route signage needs to be clear and obvious. When placed within the context of other town signage, it can quickly become confusing, and even contribute to a situation of opposite-direction messaging. Its placement among other street signs makes evacuation route signage seem less important and less identifiable.

This plan recommends a dual system of wayfinding signs that work hand-in-hand. Generally, they should not share a location or a sign post. When tacked onto another sign's post, a tsunami sign can easily get missed—or worse, relegated to a position of secondary importance. Rather, creating a buffer zone usually several yards away will help ensure that informational content does not contradict or confuse. **One message is for destination and pleasure, the other ensures escape.**

This plan recommends the following guidelines:

- Tsunami messaging should not share the same substrates, frames, and posts as gateway signs and interpretives. By nature of proximity, close placement suggests both have similar objectives (which they do not) and distracts from the correct perception of each other.
- Tsunami wayfinding signage has different legibility and messaging standards. Tsunami evacuation signs should stand apart to ensure best sightlines and message effectiveness.

- Generally, we recommend that tsunami escape directionals be installed so that they are seen first, before other county and community directionals. If that is not possible, then they should be placed just beyond any visitor wayfinding signage.
- Visitor kiosks should include specially designed spaces for tsunami map inclusion.
- Emphasis should be on nonverbal wayfinding for tsunami signage.
- Highlight route learning and cognitive maps of the danger zone.
- Highlight design elements— shape, size, placement, color, fonts, pictograms, interactive design, illumination, fabrication—for more effective messaging in tsunami signage.

NOTE: Tsunami wayfinding is not addressed in this plan beyond these general recommendations.

right ▷
This plan recommends a dual system of wayfinding signs that work hand in hand. Not sharing a location or a sign post, with a buffer zone so informational content does not contradict or confuse. Tsunami wayfinding signage has different issues of legibility, messaging and sight-cones



SIGN LOCATION SCHEDULE

This Sign Location Schedule outlines the inventory of signs and intended locations identified as having the greatest potential for effective presentation of information in this plan.

See Locator Map, page 18, for sign placement.

CODE	MAP	SIGN TYPE	DESCRIPTION	LOCATION
W-1	●	Welcome Gateway / double post	Approach to City. Replace existing worn sign	Hwy. 101, same location as sign to be replaced
W-2	●	Welcome Gateway / double post	Approach to City from Cape Kiwanda	Cape Kiwanda Drive
W-3	●	Welcome Gateway / single post	Approach to City	Brooten Road, between campground and City
D-1	□	Directional Wayfinding (vehicular)	In collaboration with County	Intersection of Brooten and Pacific, SE corner
D-2	□	Directional Wayfinding (vehicular)	In collaboration with County	Intersection of Brooten and Pacific, near SW corner
D-3	□	Directional Wayfinding (vehicular)	In collaboration with County	Intersection of Cape Kiwanda Drive and Pacific, South end
D-4	□	Directional Wayfinding (vehicular)	In collaboration with County	Intersection of Cape Kiwanda Drive and Pacific, West end
D-5	□	Directional Wayfinding (vehicular)	In collaboration with County	Intersection of Brooten and 871, serving 3 approaches, integrate street ID
K-1	★	Visitor Kiosk	4-sided kiosk with roof	Intersection of Brooten and Pacific, NW corner. Private property negotiation
PW-1	□	Pedestrian Wayfinding	Sidewalk directional. Expandable and updateable	Hwy 101, close to Hill Rd., pedestrian friendly, extending merchant row
PW-2	□	Pedestrian Wayfinding	Sidewalk directional. Expandable and updateable	Intersection of Brooten and Pacific, NE corner, near gas station
PW-3	□	Pedestrian Wayfinding	Sidewalk directional. Expandable and updateable	Along Pacific Ave. Placement to make the north side more pedestrian friendly
PW-4	□	Pedestrian Wayfinding	Sidewalk directional. Expandable and updateable	On the corner, near the public library
INT-1	▲	Interpretives	Themes and locations have not been determined	Considerations include the Pacific St. Bridge and The Village Center
B-1	●	Banner	Street Banner	Pole or lamp installation
B-2	●	Banner	Street Banner	Pole or lamp installation
B-3	●	Banner	Street Banner	Pole or lamp installation
B-4	●	Banner	Street Banner	Pole or lamp installation
B-5	●	Banner	Street Banner	Pole or lamp installation
B-6	●	Banner	Street Banner	Pole or lamp installation
B-7	●	Banner	Street Banner	Pole or lamp installation
B-8	●	Banner	Street Banner	Pole or lamp installation
B-9	●	Banner	Street Banner	Pole or lamp installation
B-10	●	Banner	Street Banner	Pole or lamp installation
B-11	●	Banner	Street Banner	Pole or lamp installation

SIGN LOCATION SCHEDULE / continued

CODE	MAP	SIGN TYPE	DESCRIPTION	LOCATION
BP-1	◆	Benches and Planters	Artisan benches and planters	In coordination with merchants. See page 33 for installation suggestions.
BP-2	◆	Benches and Planters	Artisan benches and planters	In coordination with merchants.
BP-3	◆	Benches and Planters	Artisan benches and planters	In coordination with merchants.
BP-4	◆	Benches and Planters	Artisan benches and planters	In coordination with merchants.
BP-5	◆	Benches and Planters	Artisan benches and planters	In coordination with merchants.
BP-6	◆	Benches and Planters	Artisan benches and planters	In coordination with merchants.
SW-1	🚲	Streetware & Cycling	Bike rack and service stations (multiples)	In coordination with merchants. See page 34 for installation suggestions
SW-2	🚲	Streetware & Cycling	Bike rack and service stations (multiples)	In coordination with merchants.
SW-3	🚲	Streetware & Cycling	Bike rack and service stations (multiples)	In coordination with merchants.

ADDITIONAL RECOMMENDATIONS / Sign Inventory: “Big Picture” Wayfinding

Pacific City, like any community, does not start with a “clean slate” of wayfinding elements. The boundaries of the town has been navigated with the help of wayfinding tools for over a century, evolving as the community has grown. Look around—the existing signage you see defines not only how you are understood, but also how you see yourself—essentially, who you are. With layer upon layer of environmental signage, there is a good chance that you may have understandably lost count of all the pieces!

Often, the first step of a wayfinding program such as this plan is initiated by undertaking a thorough inventory of all existing signage. This contributes to understanding how communication is already functioning day-to-day. The process can help quantify effectiveness as well as identify cases of redundancy and over-use, which can cause harm to your beautiful coast landscape.

A sign inventory also aids in understanding any missing “stepping stones” in a good wayfinding plan. It defines responsibility to each piece and it assigns objectives for every item.

In this plan we have focused more on defining objectives and developing wayfinding designs that add to Pacific City’s visitor experience. While our findings have affected our design plan, and enhanced our understanding of your interactive landscape and the visitor experience, both commercial and natural it was not a comprehensive inventory and we recommend that all existing signs be fully documented by your city and county planning efforts.

However, our process did include an intermediary review of existing Pacific City signage—based on visits, photo documentation, and review of satellite imagery and road navigation systems, such as Google Maps.

We suggest the following “big picture” wayfinding philosophy for communities like your own, followed on the next page by more specific conclusions and recommendations.



“Big picture” wayfinding philosophy:

- **Allow architecture and nature to communicate more effectively. This will encourage a more mindful visit, and result in more direct wayfinding.**
- **Any existing signage whose performance has waned should be retired and removed. This objective should be equal to adding any new signage designs described in this plan. Your planning committee can begin by identifying these obsolete signs, removing them, and initiating the new signage standards of this plan.**

Recommendations:

Any out-of-date sign should be removed.

Sign locations that are hard to see, or put them beyond the ideal decision-making moments for drivers, should be relocated or rescaled.

Confusing sign message can easily lead visitors astray. This is a good time to clarify and establish new message(s) and design standards.

Sign clutter is a very real thing; it adds to road confusion and has great impact on a visitor’s first impression of a community.

Sign standards for size, placement, materials and general design (i.e. sandwich boards) should be established and enforced. Signs that appear temporary and unattractive should be removed.

Combine messages on signs, when appropriate, in order to reduce overall number of signs in the landscape.

Large commercial signs should be reviewed and researched as to whether they are lawful and whether the community as a whole is being served by their placement.

NEXT STEPS / The Wayfinding Plan Process

What happens next? To ensure smooth sailing, from design to installation, responsibilities and tasks have been defined in the matrix chart below. Steps should not be skipped, and open dialogue is encouraged.

How can the Pacific City community get involved with the Wayfinding Program?

- Develop a list of additional wayfinding issues:
 - ~ Repeated questions from visitors;
 - ~ Confusing signage or missing locations;
 - ~ Need for maps or guides
- Talk to your Pacific City community representative or neighbors to document wayfinding issues
- Contact Visit Tillamook Coast to be added to their mailing list of interested county residents
- Participate in wayfinding meetings as they occur in your community



	1	2	3	4	5	6	7	8	9	10	11	12	13
Tasks	Design Intent Drawings	Develop RFP	Issue RFP	Review and Score RFP; Award Contract	Visit Site with Fabricator	Manage Contract	Develop Construction Drawings	Review of Construction Drawings	Provide Material and Color Swatches	Sign Footing Plans Developed	Final Approval for Construction/ Fabrication of Signs	Visit Fabricator's Shop During Sign Construction	Sign Installation
Who's Responsible	Partners in Design	Pacific City and VTC	Pacific City	Pacific City, VTC, with comments from Partners in Design	Pacific City, VTC and Partners in Design	Pacific City and VTC	Sign Company/ Fabricator	Pacific City, VTC and Partners in Design	Sign Company/ Fabricator	Sign Company/ Fabricator	VTC	Pacific City, VTC, and Partners in Design	Sign Company/ Fabricator
Notes		Partners in Design can provide sample RFPs	PID provides a list of companies, City of Nehalem and VTC determines other call for entries		Review site conditions, determine needed prototyping, discuss lighting plan and permitting	VTC may want to contract some of the overseeing-management to a private contractor who will adhere to schedule and necessary reviews		Partners in Design provides comments	Partners in Design review and comments	Partners in Design provides comments	Partners in Design can provide sample RFPs	During sign construction phase	VTC, Pacific City provides oversight

VTC = Visit Tillamook Coast