



# CITY OF WHEELER WAYFINDING PLAN

July 2019



## WELCOME

Introduction	3	<b>DESIGN SCHEMATICS</b>	<b>24</b>
The Visitor Experience	4	Gateways	25
The Case for Good Wayfinding	6	Double Post	26
Streetscape	7	Historic Billboard	27
Methodologies	8	Visitor Kiosks	28-29
		Sidewalk Overhangs / Blade Signs	30-32
<b>DESIGN TOOLBOX</b>	<b>9</b>	Merchants Row Lighting	33
Typography	10	Pedestrian Directionals	34-37
Directional Arrow	12	Restrooms Directionals	38
Color	13	Interpretives (Visit Tillamook Coast)	39-42
Colorscape	14	Downtown Banners	44-45
Wheeler's Palette	15	Street Furniture	46
Logo	16	Sandwich Boards	47
Legibility	17	RV Parking	48
Wayfinding Symbols	18		
Materials	19	<b>ADDITIONAL RECOMMENDATIONS</b>	
Fabrication Methods	20	Destinations	49-50
		Directional Signage Within	
		ODOT or Country ROW	51-52
<b>LOCATION SYSTEM</b>			
Wayfinding Locator Map	21		
Wayfinding Location Schedule	22	Acknowledgments	53



## INTRODUCTION

The City of Wheeler lies at the edge of the Pacific, on Nehalem Bay, along Oregon's spectacular north coast. Its mild climate is often bathed in sunshine when surrounding coastal areas remain shrouded in fog and mist.

Wheeler became a boom town after rail service to Portland was established in 1911 but the Tillamook burn devastated the timber economy. Today, the lumber mills and fish packing plants of Wheeler's early decades are gone, leaving in their place a village of charming, historic buildings—such as the restored Old Wheeler Hotel—strung together at the edge of a beautiful bay.

An exciting and memorable visitor experience on the Tillamook Coast depends on travelers finding their way to lovely villages like Wheeler—navigating unfamiliar areas easily; locating the attractions they traveled here to see; and discovering new adventures along the way.

With these objectives in mind, the City of Wheeler is partnering with Visit Tillamook Coast, the County Department of Public Works and the Oregon Department of Transportation to improve wayfinding and the visitor experience in Tillamook County. Quality wayfinding on the Tillamook Coast

will make for more enjoyable destination trekking, and enhance the cohesion and economies of local communities by developing tools unique to each community while providing a unified connection to the overall Tillamook Coast visitor experience.

Visit Tillamook Coast's Wayfinding Master Plan designs will ensure that the City of Wheeler's wayfinding system offers a distinctive look and feel but is compatible, visually and style-wise, with the planned county-wide system.

## THE VISITOR EXPERIENCE

The City of Wheeler has an ideal opportunity to work with the Visit Tillamook Coast Wayfinding Master Plan to optimize visitor and community interaction and experience. A visitor's experience and wayfinding go hand-in-hand and can determine the success of the interaction between nature, residents, businesses and travelers. Wheeler's particular program of visitor experience will reflect the kind of tourism your community seeks. For example, with an upgrade of accessible destinations a traveler may extend their visit from a half-day to a sleep-over or more. This may not necessarily impact traffic, but will diversify their experience and increase local business revenue.



Certain amenities are often overlooked that are very important to a visitor's perception of the Tillamook Coast. This of course includes restrooms, trash cans and parking, but benches, shade, lighting, play areas for children and signage can all contribute to a more enjoyable visit, creating impressions that will be remembered. Most of these amenities can be incorporated into Wheeler and other coast villages without taking away any visual appeal by designing them to complement both the existing heritage aesthetic and the landscape.

Wayfinding fits in when it enhances the a visitor's memories of their experience by making it easier to organize them. A village theme that reflects the core of your community will be retained in a visitor's psyche. Wheeler's unique persona will then create a point of interest, connecting visitors to place.

### **Follow Me to Wheeler!**

From social media to merchandise, the wayfinding program speaks to the particular visitor that the community seeks. Wayfinding can bring visitors from Portland, or from much afar.



The Wheeler wayfinding program represents the intersection of landscape, streetscape and servicescape—a place where all three meet to form a platform of communication and interaction.

On a coast visit, nature and **landscape** are a top priority. With this in mind, more municipal gardens and flower beds in the city would create a superior environment.

On Wheeler's **streetscape**, an assessment should be conducted to evaluate and correct man-made elements that detract from a visitor's perspective, such as damaged roads, chaotic signage and power lines.

Finally, the **servicescape**—the physical environment in which visitors and services interact—is highly influenced by wayfinding's key directives of signage scale, materials, placement and color. This component is further addressed in the pages that follow in this report.

Source: <https://en.wikipedia.org/wiki/Servicescape>

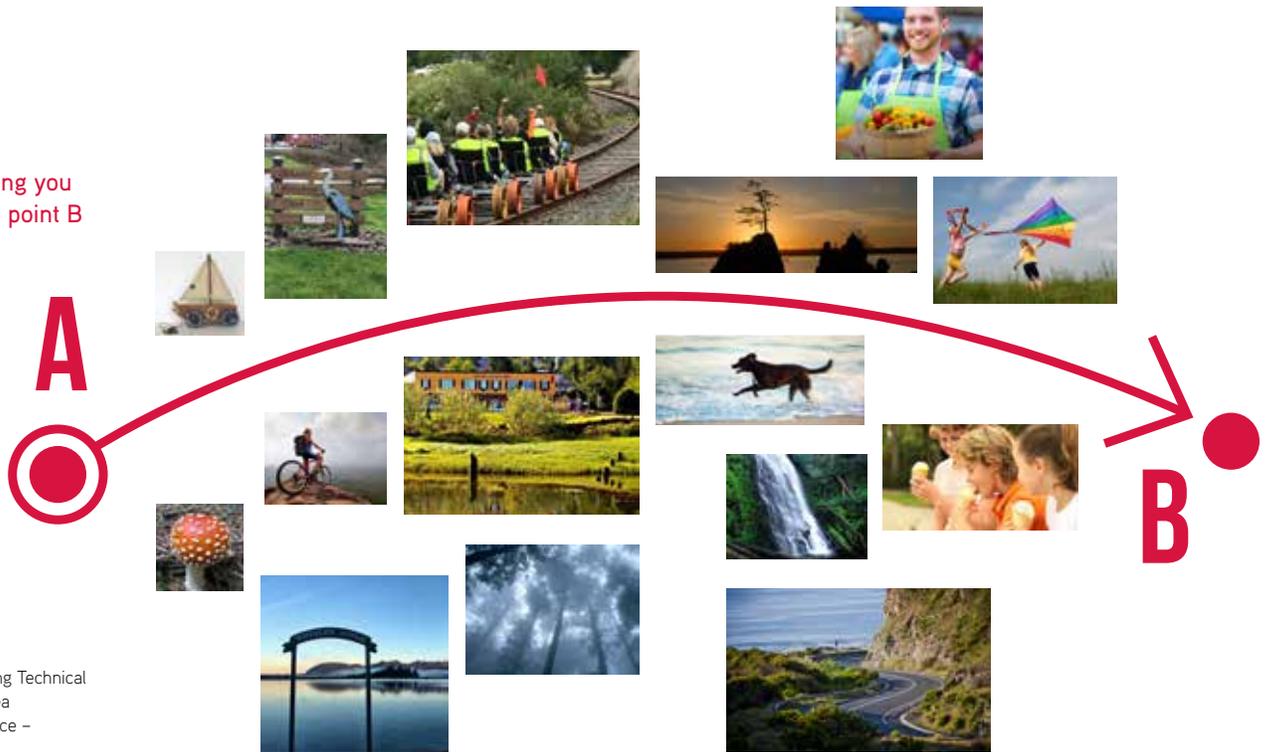
## THE CASE FOR GOOD WAYFINDING

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 to simply know “You are Here.” Rather, it’s essential to engage the visitor and build an environment that illuminates and promotes “here.”

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 Wheeler—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 Wheeler but in a very tangible way they help to create a cohesive brand—all while sustaining economic vitality and viability.

Wayfinding—  
more than getting you  
from point A to point B



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

## STREETSCAPE

A welcoming streetscape should strive to give the subconscious 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 man-made. We recommend that attention be paid to reduce streetscape sign clutter, which distracts from the visitor experience visually and economically and at a minimum, offers unclear messages.

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 Wheeler.
- 👁️ **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.



## METHODOLOGIES

To ensure the success of the process, 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 inventorying, inspecting 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.



 **DESIGN TOOLBOX**

**Creating a cohesive and effective wayfinding program involves many elements of communication. Visuals, fabricated materials, and messages combine to make a compelling experience for visitors and residents.** The balance of high quality components that are coordinated into different sign types will correspond to each wayfinding objective. Each of these is a tool in making signage, gateways and displays that will inspire visitors and neighbors to celebrate Wheeler. The Design Toolbox brings together different disciplines, aesthetics and standards in making a empowering connection. In our toolbox you'll find the following:

TYPOGRAPHY  
DIRECTIONAL ARROW  
COLOR  
COLORSCAPE  
WHEELER'S PALETTE  
LOGO  
LEGIBILITY  
WAYFINDING SYMBOLS  
MATERIALS  
FABRICATION METHODS





## Design Toolbox TYPOGRAPHY

Typography is a powerful tool in the City of Wheeler’s Wayfinding Plan. The city’s unique character—its historic railroad and mill town roots—can be expressed through the consistent use of a suitably expressive type font. Clarity and wayfinding standards are also important objectives for legibility and contrast.

In selecting a **unique font for Wheeler**, our criteria included features of ruggedness, boldness and heritage. The font “Haymaker” has a distinctive style which will also lend itself well to design details in signage applications.

W

WHEELER





## Design Toolbox TYPOGRAPHY

Haymaker, used ONLY in caps, creates a unique visual persona for Wheeler. Distinctive and memorable, the font pays tribute to Wheeler's historic past. The font is adaptable to many title applications in wayfinding, government and merchandising.

# WHEELER

The fonts of PT Sans Serif Regular and PT San Serif Bold have been selected for secondary applications. This multipurpose face is clean and modern and complements the historic primary font. PT San Serif is also a part of the VTC Masterplan.

PT Sans Pro Regular / upper and lower case

Secondary font from the VTC marketing masterplan. A versatile, modern font used in paragraph text and smaller title applications

abcdefghijklmnopqrstuvwxy  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890&

PT Sans Pro Bold / upper and lower case

**abcdefghijklmnopqrstuvwxy**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890&**

PT Serif Pro Book / upper and lower case

Serif Pro Book and Serif Pro Bold are used in interpretive components for titling, kiosk and map applications

abcdefghijklmnopqrstuvwxy  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890&

PT Serif Pro Bold / upper and lower case

**abcdefghijklmnopqrstuvwxy**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890&**



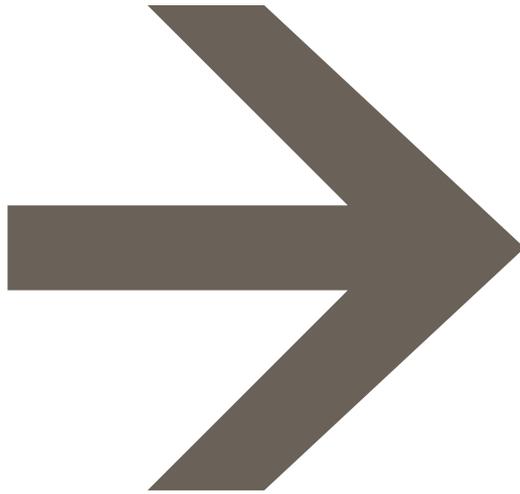
## Design Toolbox DIRECTIONAL ARROW

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

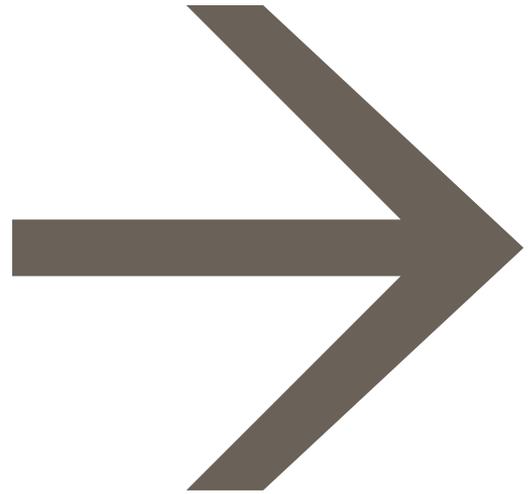
Two arrows have been designed within the Tillamook County Wayfinding Master Plan with branding, clarity, and distinction in mind. Each has its own distinct application.

The **bolder arrow** is used on Directional signage for vehicular traffic. The **lighter-weight arrow** is used on sidewalk Pedestrian wayfinding signage. These alternate weights ensure better legibility standards.

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



**Bold Arrow:**  
Directional Signage for Vehicular Traffic



**Light-weight Arrow:**  
Pedestrian Wayfinding Signs





## Design Toolbox COLOR

Color is one of the most powerful design elements you have in your toolbox. It can be inspirational, and more practically, it is the glue that holds together the many parts of a wayfinding plan. This is evident in nature, when we identify a unique landscape by its color, and audiences are very aware of it in our marketplace consumer culture.

The Visit Tillamook Coast Brand colors reflect the character of the Tillamook Coast. The palette utilizes a palette of high-performance colors selected for promotional, standardized and memorable communications.

The brand colors for Wheeler are equally distinctive and have been chosen to communicate the community's natural essence and heritage.

**Color Usage in Signage** The streetscape can be a difficult visual environment (light, speed, distraction, distance). These palettes have been reviewed for their effectiveness regarding color contrast and legibility. Final color proofs of any signage should be always be evaluated and confirmed during fabrication. Colors are specified by common color name and CMYK formulas.

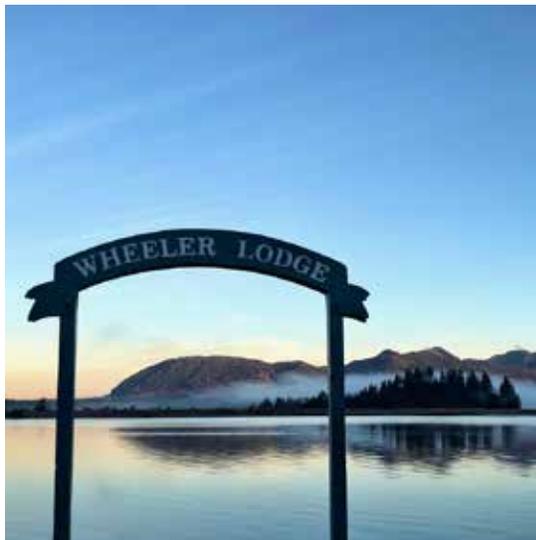
Visit Tillamook Coast Tourism Branding Color Palette			
 Forest 86/45/81/49	 Clay 23/43/58/2	 Coast 73/27/20/0	 Earth 44/74/81/59
 Sand 3/20/29/0	 Sage 66/35/56/11	 Black 0/0/0/100	 Warm Air 0/5/15/3





## Design Toolbox **COLORSCAPE**

Directly or indirectly, colors reflect a sense of place and add insight to an understanding of the city's historic past and charming present. Colors are distinctive, connect visitors to the Wheeler environment, and bring unity to design and promotion endeavors, while also complementing the VTC color branding.





## Design Toolbox WHEELER'S PALETTE

The color palette created for wayfinding in Wheeler can be extended to branding and a broad range of visual communication. The colors of Wheeler show a confluence of sea, land, industry and people—

creating an interesting and bold dialogue.





## Design Toolbox LOGO

Wheeler's logo is a cornerstone of community and tourist communication. It is the visual reference for understanding Wheeler as a unique coastal village.

---



A wooden troller—the humble fisherman's boat at the moment of the big catch. It is an apt visual reference, the first step to understanding Wheeler as a unique coastal village.

The logo should be utilized in wayfinding instances when it can be presented well and identify a sense of place. The Gateways, for example, are an ideal application, and the logo should also be seen in instances where interpretive and community events information is offered. The logo will need to be redrawn and modified to accommodate sign fabrication requirements and typography, however the character and quality of the visual will be maintained.

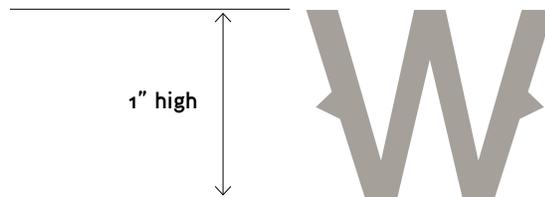


## Design Toolbox LEGIBILITY

Typography and pictograms are powerful tools, but both need to be implemented properly to attain their full potential. Where do scale and legibility truly matter? The key for any wayfinding sign is finding the right dimensions for the unique needs of a particular place.

There are many factors to consider when deciding letter height on signage. 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. Testing scale allows us to evaluate the effectiveness of wayfinding elements within the environment.

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 ft the recommendation is for letter height to be between 10 in and 30 in tall

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



## Design Toolbox WAYFINDING SYMBOLS

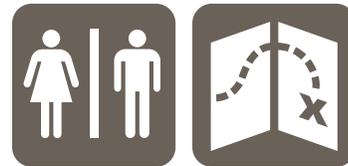
Non-verbal pictograms help reinforce written messages and are recognized quickly. Picture reading is universal and fun in wayfinding communication.

Bringing diverse systems of symbols together is a challenge. Often there is 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





## Design Toolbox MATERIALS



Wheeler’s sign structures honor its architectural and heritage. The graphics create a unified program and give visual cues to this unique village on the Oregon Coast. 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.



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

**Directional & markers:** 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

**Kiosk:** Metal roof

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

**Lamps:** Gateways and kiosk



1 powder coated aluminum panels

2 cast aluminum post finials

3 pressure treated wood



4 steel brackets, hardware and ties

5 river rock bases

6 vinyl graphics

7 high pressure laminate panels



## Design Toolbox FABRICATION METHODS

### Vinyl

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 extremely 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.

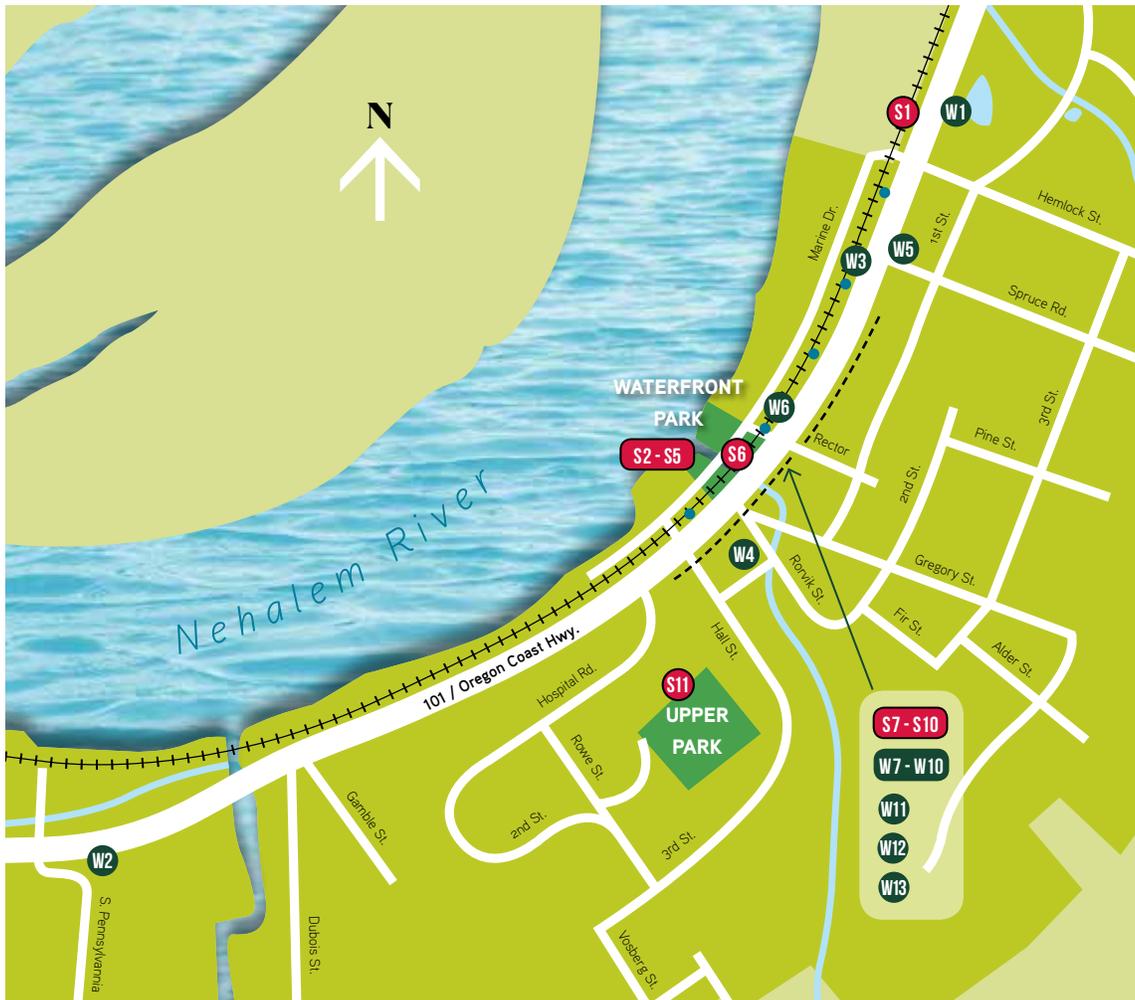


### Paints and Coating

These items generally have the most visual manifestation of wear over time. Technology has extended longevity greatly in the last few years, but it is important not to underestimate the environment's impact on fading.



## WAYFINDING LOCATOR MAP



### Wayfinding Signs

- W1** Southbound Gateway
- W2** Northbound Gateway
- W3** Retro Billboard
- W4** Welcome Kiosk
- W5** Pedestrian Directional (*post*)
- W6** Pedestrian Directional (*post*)
- W7** Pedestrian Directional (*wall*)
- W8** Pedestrian Directional (*wall*)
- W9** Pedestrian Directional (*wall*)
- W10** Pedestrian Directional (*wall*)

- W11** Restroom Directionals – *various locations*
- W12** No RV Parking – *various locations*
- W13** Merchants Row ID – *various locations*

**Locations TBD**

- Overhang & Blade Signs *#td*
- Restroom Directionals *#td*
- No RV Parking, on road, east side
- Merchant Row Interpretives

● Banners

### Interpretive Signs

- S1** Railrider Interpretive (*post*)
- S2** Waterfront Park Interpretive (*post*)
- S3** Waterfront Park Interpretive (*post*)
- S4** Waterfront Park Interpretive (*footer*)
- S5** Waterfront Park Interpretive (*footer*)
- S6** Train Station Intrepretive (*inside depot*)
- S7** Merchant Row Interpretive
- S8** Merchant Row Interpretive
- S9** Merchant Row Interpretive
- S10** Merchant Row Interpretive
- S11** Upper Park Interpretive

## WAYFINDING LOCATION SCHEDULE

Sign Type and Number	Description	Location	Qty	Notes
<b>W-1</b>	Gateway	Hwy 101 – Southbound	1	1-sided
<b>W-2</b>	Gateway	Hwy 101 – Northbound	1	1-sided
<b>W-3</b>	Retro Billboard	Hwy 101 - Southbound	1	1-sided; community project
<b>W-4</b>	Welcome Kiosk	Hwy 101 & Rorvik	1	1-sided; 3-panels
<b>W-5</b>	Pedestrian Directional	Hwy 101 / Spruce Rd	1	Post
<b>W-6</b>	Pedestrian Directional	Hwy 101 / Rector St	1	Post
<b>W-7</b>	Pedestrian Directional	TBD	1	Wall mounted
<b>W-8</b>	Pedestrian Directional	TBD	1	Wall mounted
<b>W-9</b>	Pedestrian Directional	TBD	1	Wall mounted
<b>W-10</b>	Pedestrian Directional	TBD	1	Wall mounted
<b>W-11</b>	Restroom Directionals	Various	TBD	Various installation methods
<b>W-12</b>	RV Parking	Various	TBD	Pavement decal
<b>W-13</b>	Merchant Row ID	Various	TBD	Sidewalk overhang / Blade signs
<b>S-1</b>	Interpretive	Hwy 101 / Hemlock St / Railrider	1	Post
<b>S-2</b>	Interpretive	Waterfront Park	1	Post
<b>S-3</b>	Interpretive	Waterfront Park	1	Post
<b>S-4</b>	Interpretive	Waterfront Park	1	Footed
<b>S-5</b>	Interpretive	Waterfront Park	1	Footed
<b>S-6</b>	Interpretive	Train Station	1	Wall mounted
<b>S-7</b>	Interpretive	Merchant Row (TBD)	1	Sculptural
<b>S-8</b>	Interpretive	Merchant Row (TBD)	1	Sculptural
<b>S-9</b>	Interpretive	Merchant Row (TBD)	1	Sculptural
<b>S-10</b>	Interpretive	Merchant Row (TBD)	1	Sculptural
<b>S-11</b>	Interpretive	Upper Park	1	Footed

**First Impressions  
Count**

Besides trees, road and sky, it is often signs and gateways that have the potential to capture a visitor's attention

*Entering Wheeler from the North*



*Entering Wheeler from the South*



## DESIGN SCHEMATICS

Schematic designs show how an integrated family of signs 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 design. 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.



This plan includes the following schematics:

GATEWAYS

VISITOR KIOSK

MERCHANTS ROW ID — SIDEWALK OVERHANGS / BLADE SIGNS

PEDESTRIAN DIRECTIONALS

RESTROOM DIRECTIONALS

INTERPRETIVES

DOWNTOWN BANNERS

STREET FURNITURE

SANDWICH BOARDS

RV PARKING

## GATEWAYS

The Wheeler wayfinding program is an opportunity to welcome first-time and returning visitors to a quality guest experience. The scenic highway into town with its meandering gentle curve, picturesque shops and view of the river is memorable. With welcoming gateway signs comes the anticipation and opportunity for a visitor to stop and explore Wheeler. Distinctive and well-maintained gateways increase the chances of a visit and perhaps, a longer stay.

Currently, any existing Wheeler gateway signage is in poor condition and scaled inappropriately. Revitalizing the city's brand—in logo, color and design—will reinforce Wheeler's identity and enhance the Visit Tillamook Coast Experience.

Design elements in this plan incorporate materials such as substantial timber and rough stone bases and include exposed craftsman hardware and brass end-caps. Sign faces are either painted aluminum

or high-pressure composite panels, that give the appearance of tongue and groove. Long-term materials and techniques that reduce vandalism are utilized, with special consideration given to weather resistance. Lighting is necessary for nighttime and stormy weather conditions.

We have also reviewed the existing Wheeler billboard sign installed along U.S. Hwy. 101 and a recommendation follows.



**Anticipating Wheeler!**



The existing primary gateway signs for Wheeler are underscaled and have a cluttered appearance. The city brand does not look its best.

## GATEWAYS / DOUBLE POST Schematic W1 W2

The new primary gateway signs are a bit bolder and positive with color, exposed wood, stone and vintage-style lamp. It will quickly be noticed by visitors, returning and first-timers



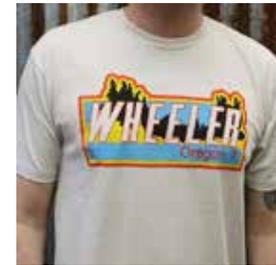
## GATEWAYS / HISTORIC BILLBOARD Schematic W3

Wheeler has an iconic sculpted billboard announcing the town's namesake on the southbound approach of U.S. Highway 101. However, it has not been well maintained and its current condition is one of disrepair—communicating the wrong message to new visitors entering town.

Yet the original billboard and its role as an iconic symbol of Wheeler is important to the community. Local merchants have used it on t-shirts and hats where its retro-appeal proudly lends a colorful, rebellious appeal to Wheeler and a youthful growing tourist trade.

With this in mind, we recommend an ambitious, total rebuild of the billboard aimed at restoring its original forceful presence. This would be a community-wide project to engage local merchants and residents, and its installation could be accompanied by a fun, community event.

Existing billboard is decrepit and in need of a total rebuild.



## VISITOR KIOSK

The kiosk in the Wheeler Wayfinding Plan is a visitor information hub, the most welcoming of hosts. The kiosk is flexible and expandable and can be programmed in many ways—village maps, coast locator maps, services, daily events, history, walking tours, etc.

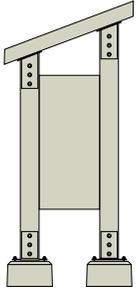
This plan recommends replacing the current town kiosk with a new structure, a more flexible design with longevity in mind. This design would be more noticeable from U.S. Hwy. 101 and would encourage stopping and invite visitors to explore Wheeler and

its businesses. Brighter, with a contemporary modern design that references historical and regional elements—wood and forged metal. We have incorporated lighting and an overhang to welcome visitors in the evening and inclement weather.



## VISITOR KIOSK Schematic W4

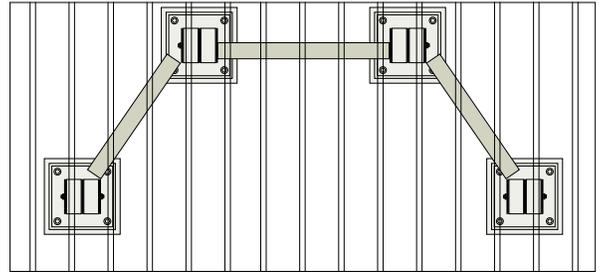
Side view



Constructed of substantial timber and exposed bolted and welded hardware, tin roof and concrete footings.

3 surfaces, to include information graphics:

- Town map, with business key
- Walking tour routes
- Indication of restrooms
- Park and attraction destinations
- History and interpretive content
- Annual events and everyday events
- Boat and water access



Top view



## MERCHANTS ROW SIDEWALK OVERHANGS / BLADE SIGNS

Parts of Wheeler’s quaint “Merchants Row” is currently covered with overhangs. In addition to providing shelter from inclement weather, it adds a sense of history to Wheeler’s primary commercial area. As such, it is critical to keep this unique architectural feature in good repair, with merchant branding presented in a way that is seen as deliberate and picturesque vs cluttered.



**Sidewalk overhang signs**

**Blade signs**

Because of Oregon Department of Transportation’s Right-of-Way (ODOT ROW), the City of Wheeler, merchants, and Visit Tillamook Coast cannot install wayfinding signs on or over U.S. Highway 101.

**Sidewalk overhang signs** have traditionally been used for these purposes, guiding visitors to shop and services. **Blade signs** installed on buildings which do not have overhangs, also serve this purpose.

This canopy and sign system is a unique visual attribute of Wheeler and this report recommends that merchant signs become more similar to each other, creating a stronger retail core. There should be delightful variation, but common materials and installation methods. This will bring a cohesion to Merchants Row, making a good impression on customers. Since existing signage will need to be

replaced for individual merchants, we recommend that the City encourages and helps fund this undertaking.

The designs of the blade signs on the overhang use materials such as timber, welded exposed craftsman hardware, sign faces are painted aluminum or high-pressure composite panels, that give the appearance of tongue and groove. Long-term materials that reduce vandalism and weather resistance are utilized.

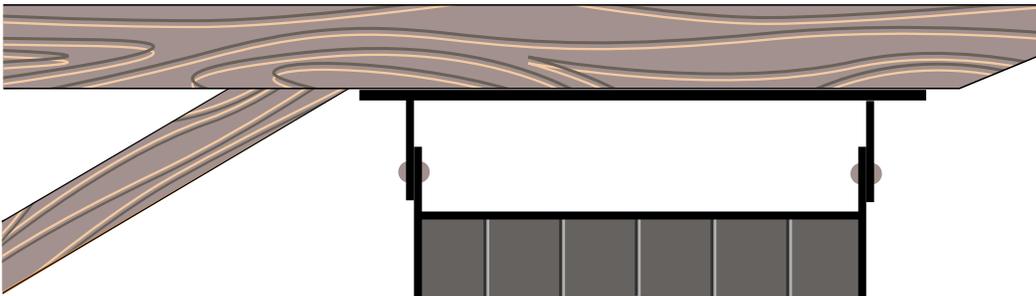
Sign formats, layout templates, fonts and a unique Wheeler Color Palette make this a unified plan.

## SIDEWALK OVERHANGS

Schematic



Locations & quantities TBD; see page 21



Sign faces appear to be tongue and groove, creating surface interest and an historic feel. The graphics and typography are dimensional

The sign is wrapped with heavy gauge welded metal, 2" wide x 1/4" thick



### Sign Face Colors:

-  Basalt
-  Warm Air
-  Mountain
-  Silvered Oak



BLADE SIGNS **Schematic** **W13** *Locations & quantities TBD; see page 21*



Sign faces appear to be tongue and groove, creating surface interest and an historic feel. The graphics and typography are dimensional

The sign is wrapped with heavy gauge welded metal, 2" wide x 1/2" thick



## MERCHANTS ROW LIGHTING

Some of the sidewalk overhangs on Merchants Row, such as the Old Wheeler Hotel, have impressive lighting along their canopy edge. For visitors and residents alike, this is notable and a welcome sight year-round. We highly recommend that all overhangs, and most other storefronts, install a row of lights over each business. This will have a positive effect in particular during off-seasons.



## PEDESTRIAN DIRECTIONALS

**Directional signs are an essential tool in wayfinding, and downtown pedestrian directionals enliven the visitor experience and extends helpful services.**

Directionals will make businesses and destinations more accessible, fun to find and add visual appeal to streetscapes.

For the most part, Wheeler is limited in its placement of directional signage since most of downtown is in ODOT's right-of-way. However, if we locate these directionals in the private domain of the streetscape (building walls) we can achieve an effective and attractive system of signs. For this to occur, this will rely on the cooperation and collaboration of merchants, city and property owners.

The signs we propose will incorporate multi-panel wayfinding with built-in flexibility where panels can be updated individually and cost-effectively. Features include merchant areas, destinations and important amenities such as public restrooms and parks.

We recommend that no merchant names be used on signage, since not all shops can be included—this would result in an unmanageable sign size and changes would be far too frequent. Instead, maps and kiosks will be adaptable and can include every merchant and be updated seasonally.

**The following pages detail schematics for both wall mounted and post mounted directionals.**



# PEDESTRIAN DIRECTIONALS / Schematic W7 W8 W9 W10

## WALL MOUNTED

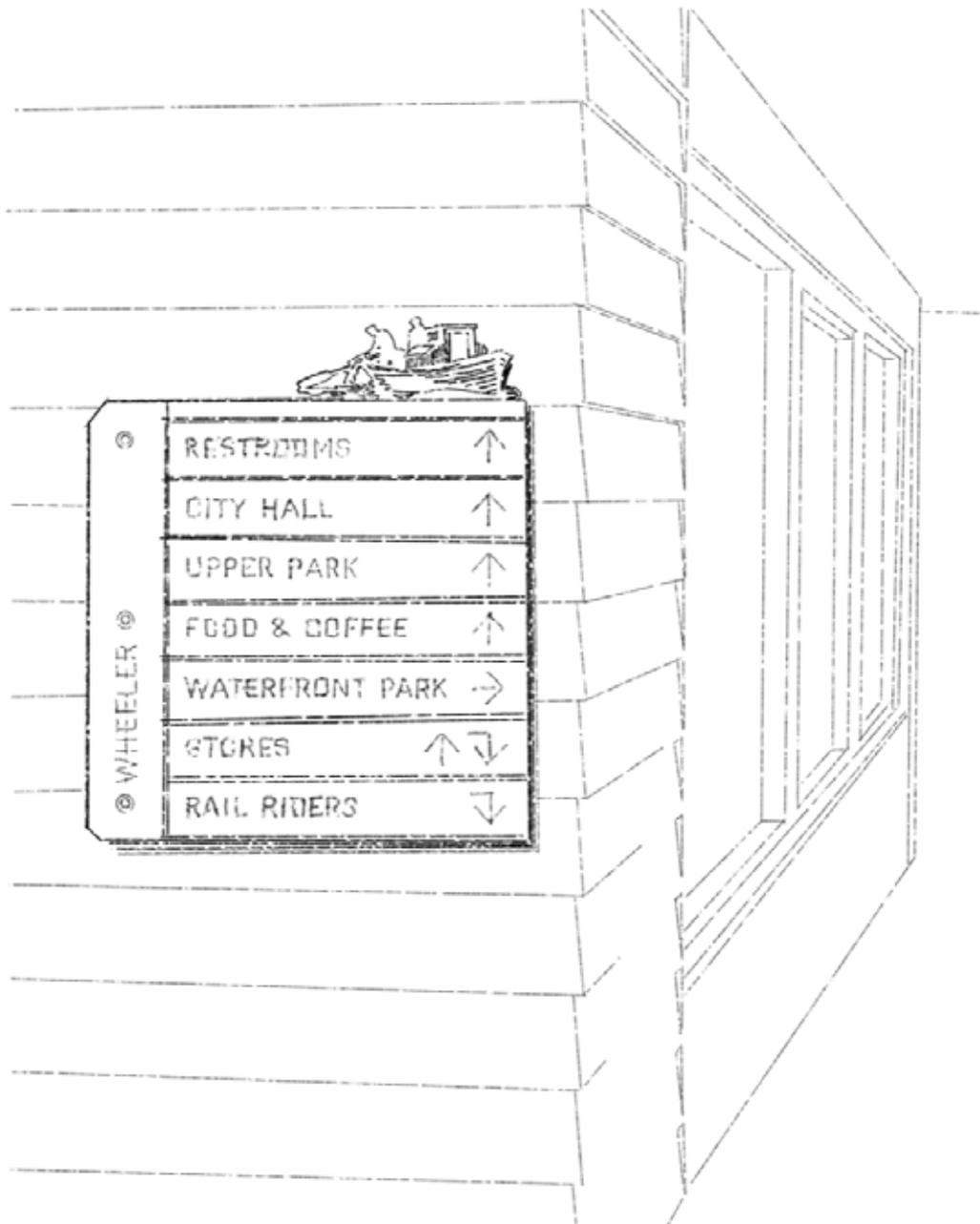
Photographs of Wheeler’s streetscape guided us in developing a concept where the town’s architectural streetscape can be utilized for wayfinding communication. With good sight-lines and quality materials, a good balance can be achieved between aesthetic and guidance.

*Allow for 7-8 destinations maximum per installation.*



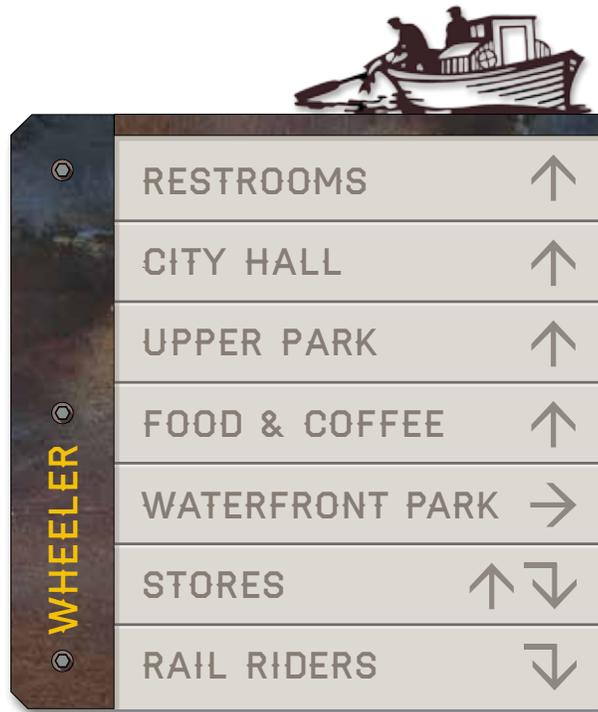
Ideal locations for pedestrian directionals—on the sides of shops, very near the street fronts.

Signs are made of materials that are also used in building construction



# PEDESTRIAN DIRECTIONALS / Schematic W7 W8 W9 W10

## WALL MOUNTED



Sign faces appear to be tongue and groove, creating surface interest and a historic feel. Typography is cut vinyl—flexible and cost-effective.

The “Wheeler” branding is deep-etched and paint-filled with a contrasting color.

Welded heavy gauge metal and exposed hardware suggest a rustic feel.

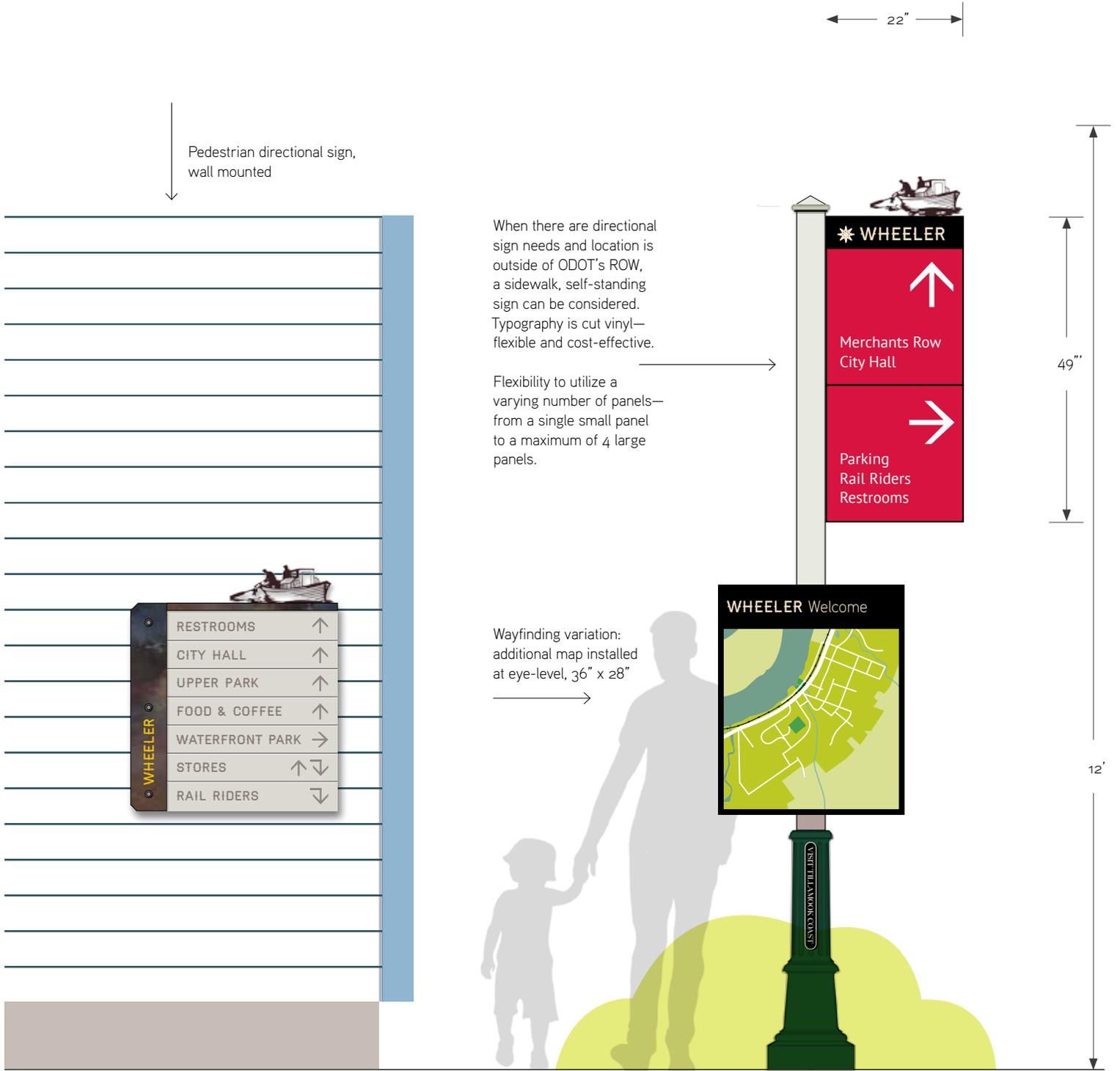


Wheeler logo cut from heavy metal (the visual effect is rowing across the top of each sign).



# PEDESTRIAN DIRECTIONALS / Schematic W5 W6 W7 W8 W9 W10

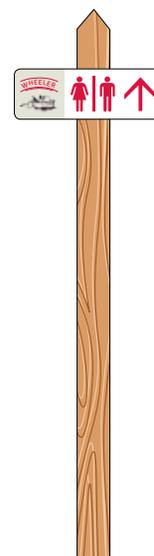
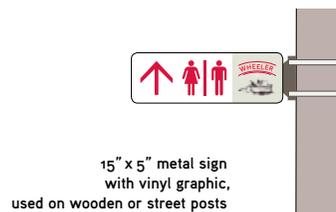
## WALL MOUNTED & POST



## RESTROOM DIRECTIONALS Schematic W11 *See map, page 21*

Fundamental visitor services includes offering public restroom access. Directional wayfinding signage is critical to helping visitors locate clean facilities. Restrooms will be included on pedestrian directionals (see pages 35-37) but there are other

instances where a flexible system of signs is needed. Merchants can utilize these signs to help visitors find alternative restrooms other than their own businesses. Restrooms will also be clearly located on the kiosk and maps.



## INTERPRETIVES “Tillamook Coast Experience”



The stage is well set in Wheeler to offer visitors valuable interpretive encounters. These can tie into the Tillamook Coast Experience—where the connection between villages enriches the tourism in the entire region, village by village.

As well as speaking to the regional, cultural and historic attractions of Wheeler, these wayfinding interpretives encourage spontaneous exploration by visitors, widening the radius of awareness of downtown Wheeler shops and services. The stories are situated at ideal learning environments, noted below, and the interpretive signs will have different configurations (free-standing, wall-mounted or sculptural) depending on their locations.

**Railriders** A great way for visitors to see living history first-hand from the perspective of a train, on the rails. Interpretive planning with merchants can create the best collaborative experience for the visitor.

**Waterfront Park** Proposed interpretives would replace existing signs currently installed at the Park, which are in disrepair. Storylines to be developed may echo current themes and/or feature a new perspective.

**Merchants Row** Collectively the merchants of Wheeler have a story of their own—told by Wheeler “ancestors” roaming the streets that draws on town history, architecture and a wealth of lore. Multiple installations throughout town.

**Train Station** At the train depot, the existing interpretives panels are worn and faded and should be replaced with more engaging text and visuals. The train is what made Wheeler what it is today.

**Welcome Kiosk** A starting point for many visitors, a kiosk offers a great opportunity to build excitement about paying a visit to Wheeler. It should be accessible to all ages and interests: from day-trippers to long-time visitors and residents.

**Upper Park** The upper Park is often missed by many visitors and has a unique view of the river. It offers a great opportunity to tell the origins story of an earlier Wheeler.



- RAILRIDERS
- WATERFRONT PARK
- MERCHANT ROW, MULTIPLE (estimating 4 locations)
- TRAIN STATION
- WELCOME KIOSK
- UPPER PARK



“Tillamook Coast Experience” Schematic

INTERPRETIVES / POST



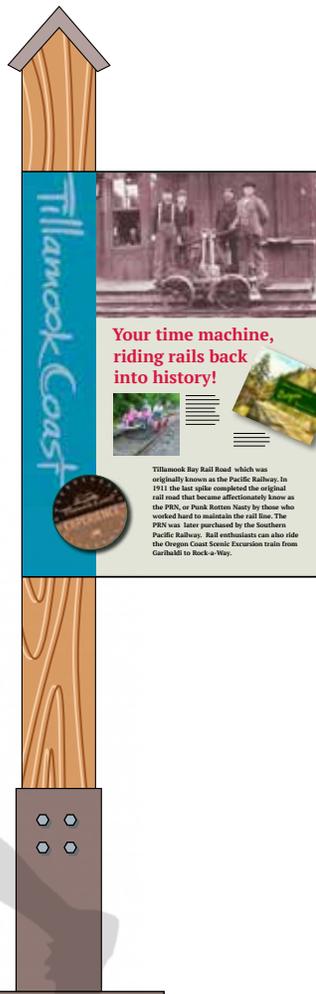
These signs include a Tillamook Coast Experience medallion that links Tillamook coastal communities together.

**Railriders & Waterfront Park** This design utilizes a single post and 1 or 2-sided blade graphic area. One is sited at Railriders and two at Waterfront Park, replacing the existing signs there that are in disrepair.

Outfitted with pressure-treated wood posts, galvanized (or painted steel) end-caps on top, and substantial metal sleeve-footing (into concrete). The sign faces are full color, high pressure phenolic laminate panels. Medallions are bronze-tone, stained and sealed.



Bronze-tone “Experience” trail medallions. Seen on similar interpretive markers along the Tillamook Coast



“Tillamook Coast Experience”

INTERPRETIVES / FOOTED S4 S5 S11

**Waterfront Park and Upper Park**

Two footed interpretives, with a footed installation, are sited at Waterfront Park, replacing the existing signs which are in disrepair.

One interpretive is placed at Upper Park. This park is delightful, with a bird’s-eye view of Wheeler, the Nehalem River and Neakahnie Mountain, yet few visitors know of it and few residents utilize it. It presents an ideal opportunity to install a new interpretive that explains the view and perhaps the early origins of this place now called Wheeler.

The graphics are full color, with engaging text. Vandal-resistant materials with an industrial metal edge and deep-etched Wheeler logotype on the top. Sign is angled so as not to obstruct the view, with concrete footings.



Front view



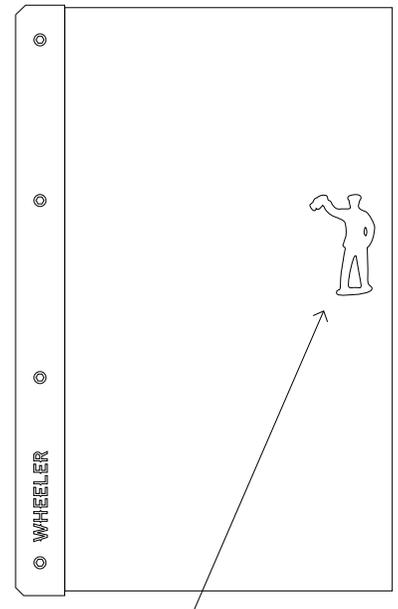
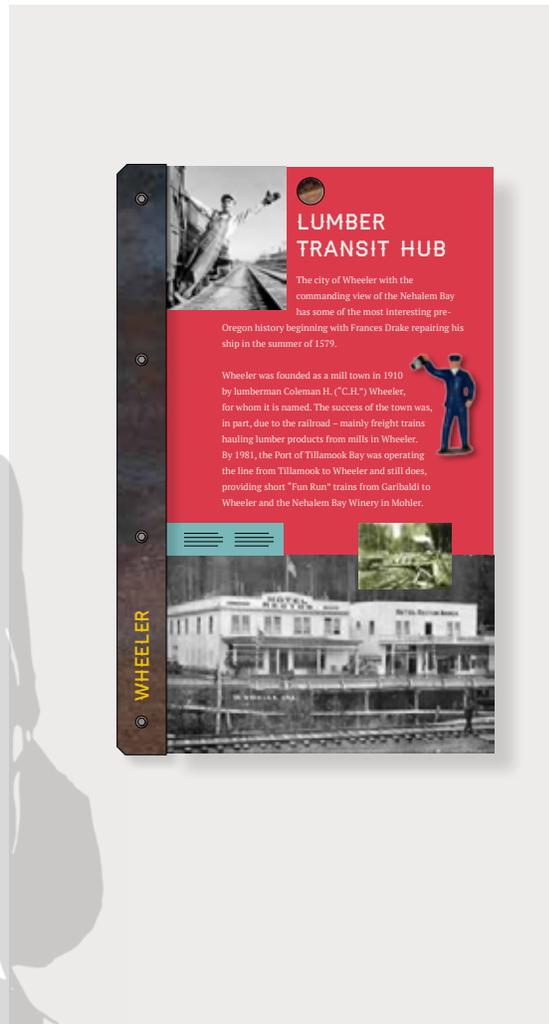
Side view

“Tillamook Coast Experience” Schematic

INTERPRETIVES / WALL MOUNTED S6

Interpretive displays are already utilized in Wheeler but many of them need to be updated. Many of the graphics are made of materials that have faded. Visitors are the first to notice the condition of such things and unfortunately it reflects back onto the community itself—“Should I explore more here or move on?”

**Train Station** This sign type is mounted on a wall, such as the interior of the train depot, or on the side of the Wheeler Hotel. The graphics are full color, with engaging text, and possibly some artifact replicas fastened to the panel for youngsters. Vandal-resistant materials with an industrial metal edge and deep-etched Wheeler logotype on the side.



Mounted directly to panel. Replica of artifact to withstand “kid-fingering”

“Tillamook Coast Experience” Schematic

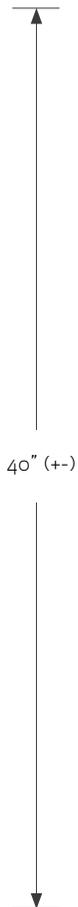
INTERPRETIVES / SCULPTURAL



**Merchants Row** These interpretives incorporate a series of shaped display panels that take on a “persona” with a unique point of view. Easily spotted in the Wheeler streetscape, they invite the visitor to meet a historical figure or a unique current-day local. The interpretive dialogue might be in the first-person and could ask the visitor “what it would be like to...” These interpretives could be part of a mini tour or treasure hunt, installed in town and expanded online.

A diverse cast of characters will make Wheeler a more interesting place to explore (Native American, homestead woman, train conductor, fisherman, logger, surveyor, etc.).

The sign materials are substantial aluminum with vandal-resistant photo-etched anodized graphics. Float-mounted on the sides of buildings.



## DOWNTOWN BANNERS

Banners are a wayfinding tool that can bring color, curiosity and movement to Wheeler's main street. They quickly signal "you have arrived," visually offer a community's welcome, and assure the visitor that downtown is open for business, especially in the off-seasons.

Banners can also highlight events or seasonal features such as a winter fair. Visual branding, attractiveness and consistency are important.

Some remnants of an earlier banner system in Wheeler but are now abandoned. Banner material selection must be appropriate for coastal weather.



Replace old banners, posts and hardware.

Determine locations that do not involve ODOT ROW



# DOWNTOWN BANNERS **Schematic** *See map, page 21*



2 banners per pole.

## STREET FURNITURE Schematic

Street furniture, public art and other pedestrian and bicycle amenities are important elements that can create a comfortable, safe and attractive public realm for communities. At some point, a street beautification plan for Wheeler may include improved trash receptacles that can become dignified pieces of street furniture that tell a story. Schematic examples are shown below. It should also be mentioned that Waterfront Park has a very nice bench program at this time which can be expanded upon in other location in Wheeler.



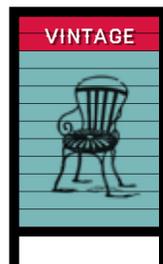
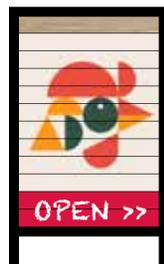
## SANDWICH BOARDS Schematic Locations & quantities TBD; see page 21

**Problem: Sandwich boards are potential pedestrian obstructions—even when they are pretty and trendy, they still contribute to sidewalk clutter.** While our recommendation is that they should be avoided when possible, we acknowledge that their existence is often inevitable. Wheeler’s sign regulations already prohibit their use but they prevail; a possible solution is to create a design standard and require a license to place the boards on footpaths. While a license may be an initial deterrent, it will also jump-start a standard of design that can fortify the Wheeler brand.

We recommend sandwich board design standards that have flexibility and allows each merchant to express themselves, but also unites the boards together through the use of materials, colors and sizes, in the effort to reduce the look of clutter and replace it with a look of intention.

base that has been powder-coated, sometimes added letter forms or hand-painted, panels with chalkboard paint. The look and style of these boards evoke a historical point of view and reclamation and the everlasting spirit of Wheeler.

The custom sandwich boards we are proposing use common materials of reclaimed wood and a steel



## RV PARKING **Schematic** See **W12**, page 21

**Problem: RVs and trailers park in front of shops, blocking the shops from sight and in essence creating a wall between the street and customers.** The solution must consider the desire not to clutter the streetscape further with posts and signs. With this in mind, we are recommending a street decal application. While this solution will require occasional renewal every few years, the approach will have no impact on views or sidewalk obstruction. The simple message in the form of a symbol will do this task well, along with the recommended ODOT addition of a parking symbol indicating the spaces near Waterfront Park (see page 51).



## DESTINATIONS **Waterfront Park, Upper Park, Parking Lot Gardens**

**While the development of a wayfinding plan always presents opportunities and challenges, enhancing the visitor experience should be of paramount importance.**

With this in mind, it is important to remember that wayfinding is more than signage. A successful community wayfinding plan can and should address issues and propose solutions for improved access and enhanced experiences for both visitors and residents. With this in mind, we have identified three locations in Wheeler where better wayfinding tools and improvements will result in both building community pride and ensure a more satisfying experience for visitors.



**Waterfront Park** Waterfront Park is a nexus of Wheeler activities and often a first stop for many newcomers to town. The view is always stunning, and it has ample parking, but the parking lot obscures its access and beauty and some visitors are unsure of its features and whether it's only for wildlife viewing. In reality, the park has lovely benches, art, interpretives, a non-motorized boat launch and picnic areas, so it is much more!

### **Recommendations:**

- 1** Consistently call it "Wheeler Waterfront Park," and request that ODOT change its designation from "Wildlife Viewing Area" to "Waterfront Park" with a parking, restroom, binocular, canoe launch and picnic table symbols.
- 2** Clearly locate Waterfront Park and its attributes on the kiosk map.
- 3** Redesign and replace existing interpretives that are in various states of disrepair with four new interpretives. Develop a landscape plan which will help the Park embrace the river and entice visitors to feel inspired by their visit.

## DESTINATIONS **Waterfront Park, Upper Park, Parking Lot Gardens**



**Upper Park** Upper Park is a delightful park, with a bird's-eye view of Wheeler, the Nehalem River and Neakahnie Mountain, yet few visitors know of it and few residents utilize it. It has playground equipment, a garden, restrooms and a picnic area.

### **Recommendations:**

- 1 Make the route to the Upper Park clear on the kiosk map and pedestrian directional signage.
- 2 Install a new interpretive panel that explains the view and perhaps the early origins of this place now named Wheeler.
- 3 Ask ODOT to include directional signs on U. S. Hwy. 101, with playground and binocular symbols.



**Parking Lot Gardens** The public parking lot makes Wheeler an ideal stopping place, with a wonderful river view, but also distracts from that view. This plan recommends that the gardens around the lot be maintained and expanded, yet no lose parking spaces. Wheeler has made a good start, but visitors don't notice the landscaping and it needs to be more powerful. The lot can incorporate more organic curves and spectacular plantings. Improvements will truly make Wheeler more picturesque and merchants will benefit from the increased visitors who stop in town.

### **Recommendations:**

- 1 Contract with a landscape architect who has experience with parking lots and their buffering effects on roads, while preserving views of the waterfront.
- 2 Expand the gardens overall to include areas north between the tracks and the lower parking lot.
- 3 On the upper parking lot there's a large sidewalk near the tracks with faux-iron pollards. To soften and enhance this parking area, the sidewalk could host large planting pots which are designed by community groups and businesses.

## SIGNAGE WITHIN ODOT OR COUNTY ROW

After becoming aware of important services available in Wheeler, we have documented critical wayfinding needs in this plan. However, some identified locations are under the jurisdiction of the Oregon Department of Transportation (ODOT) and any changes need to be fulfilled by ODOT, as is the case in most municipalities.

**Recommendations:**

Directional signs, which are the primary sign type needed along Wheeler’s segment of 101, reflect public amenities and key Wheeler destinations. ODOT signs are missing from some important public services such as the small-boat pier launch, Railriders and the Upper Park.

It would also be helpful if the Waterfront Park be named the “Waterfront Park” and amenities that can be found there listed (view, restrooms, parking non-motorized boat launch, picnic area). ODOT would need to consider and oversee, design and plan for these new signs.

As stated in the ODOT Sign Policy and Guidelines, Sept 2018, “the Oregon Department of Transportation is responsible for furnishing and maintaining directional, regulatory, warning and informational signing on the State highway system.”

The items listed below state the specific directional objectives that have been identified. We encourage you to coordinate with ODOT in order to have these signs updated. It should be impressed upon ODOT that the City of Wheeler wants to communicate to travelers the services they are offering, and that these signs will help the community greatly in its effort to welcome visitors and serve residents.



*Hwy 101 – Approaching Rector Street*

**Waterfront Park Directional, North Approach**

**Message:**

→ Waterfront Park

- [parking symbol]
- [picnic table symbol]
- [restroom symbol]
- [canoe launch symbol]
- [binocular symbol]

*U.S. Hwy 101 – Approaching Rector Street*

**Waterfront Park Directional, South Approach**

**Message:**

← Waterfront Park

- [parking symbol]
- [picnic table symbol]
- [restroom symbol]
- [canoe launch symbol]
- [binocular symbol]



Hwy 101 – At Hospital Road

**Upper Park Directional, 2-sided sign, or 2 signs at 2 locations**

**Message:**

→ Upper Park

[playground symbol]

[binocular symbol]

[picnic table symbol]

← Upper Park

[playground symbol]

[binocular symbol]

[picnic table symbol]



Hwy 101 – Approaching Hemlock Street

**Rail Riders Directional, North Approach**

**Message:**

→ Railriders

[symbol if appropriate]

Hwy 101 – Approaching Rector Street

**Rail Riders Directional, South Approach**

**Message:**

← Railriders

[symbol if appropriate]



RAIL RIDERS

WATERFRONT PARK

UPPER PARK

## Next Steps...

How does the Wheeler community get involved in the Wayfinding Program?

- Develop a list of additional wayfinding issues:
  - ~ *Consistent related questions from visitors for directions;*
  - ~ *Confusing signage or missing locations;*
  - ~ *Need for maps or guides*
- Talk to the City of Wheeler or your neighbors to document wayfinding issues
- Contact the office to be added to their mailing list of interested residents
- Participate in wayfinding meetings as they occur in your community

## Acknowledgments

### **Special thanks to:**

Stevie S. Burden, Mayor, City of Wheeler  
Juliet Hyams, City Manger, City of Wheeler  
Kevin Philbrook, Pelican & Piper

Nan Devlin, Executive Director, Tillamook Coast Visitors Association,  
for the development and production of this Wayfinding Plan.

For more information, visit [www.tillamookcoast.com](http://www.tillamookcoast.com)  
(503) 842-2672