

Tillamook Coast Wayfinding Master Plan

FINAL



Hello

Tillamook County Business Owners and Residents:

I am excited and proud to share with you the Visit Tillamook Coast Wayfinding Master Plan to improve the visitor experience in Tillamook County.

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, and one to which we gave high priority. A clear and attractive wayfinding system is essential to guiding residents and visitors alike throughout our county while also enhancing their understanding and experience of these amazing places.

Over the next few years, we will be working with individual villages and cities on the Tillamook Coast, the County Department of Public Works and the Oregon Department of Transportation to improve wayfinding across the county. The first examples of the Wayfinding Plan should emerge as the City of Tillamook launches its wayfinding program upon completion of the Interchange Project in downtown Tillamook.

Visit Tillamook Coast can provide wayfinding tailored to your individual village or city with a design unique to your location, while providing a unified visual experience that the visitor will recognize and appreciate as the Tillamook Coast.

If you would like to get involved or have any questions or concerns about the program, please contact me at the Visit Tillamook Coast office via phone at 503-842-2672 or email at nan@tillamookcoast.com

Thank you for your interest in the Visit the Tillamook Coast Tourism Program!

Nan Devlin
Tourism Director
Visit Tillamook Coast

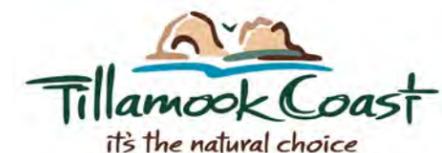


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Executive Summary

The ability for a visitor to find a special location, site or feature while traveling is critical to building a credible tourism destination. The 2014 Tillamook County Tourism Asset Mapping report, developed by Total Destination Marketing for the Tillamook County Economic Development Council, studied the assets that Tillamook County has to develop a tourism promotion and marketing program. The report proposed the development of branded gateway signs welcoming visitors, installing beach access signage and using interpretive signage to enhance the visitor experience.

This Tillamook Coast Wayfinding Master Plan (Master Plan) has been developed to begin to address issues identified in the asset mapping report and to work with local villages and communities to offer solutions for wayfinding issues. A comprehensive planning process was developed to review all aspects of wayfinding in the county and determine needs on a village-by-village basis. A detailed inventory, included in this report was developed to pinpoint specific areas of concern – some of which should be addressed by this plan and some that will need to be handled by other entities such as Tillamook County Department of Public Works – Roads Division (Roads) or Oregon Department of Transportation (ODOT). Meetings with county officials and village groups were held to explain the purpose of the Tillamook Coast Wayfinding Program (Wayfinding Program), identify specific issues and determine general overall wayfinding needs connected to tourism.

Wayfinding is more than signs. Today there are a variety of tools that can be used to solve wayfinding issues and improve the visitor experience. These can include audio and visual communications, banners, paper (maps, brochures and handouts), kiosks, bulletin boards, visitor centers, trail markers and technology. As cell phone coverage and signal strength improves across the county, technology using websites, smartphones and apps will play a bigger role. During this planning process, the best tools were identified to meet the needs of the visitor and the capacity of the local area.

A set of recommendations developed for this plan include specific locations for signage (county and village gateway, village wayfinding and recreation access), kiosks and visitor services. Programmatic recommendations include building community support, defining the parameters of the Wayfinding

Program, ensuring cooperation among regulatory and transportation agencies, developing an integrated county-wide wayfinding system and guidance for its implementation.

A set of schematics have been developed with two purposes in mind – solid eye-catching design that fits the environment with a means to allow villages in the county to customize their own look but still be part of an overall look. To address additional needs, kiosk and access markers are proposed. Typography and a color palette are suggested that would provide a consistent look between the different program elements.

Next steps in Phases 4–6 include community review of this document, community meetings to discuss findings and schematics, developing standards, finalizing colors, materials selection and final design. Engaging ODOT about proposals for signage will be critical at this time to ensure the process takes into account right-of-way requirements and permitting. If feasible, visitor verification will occur to solicit comment and get input. Documentation of the process with final design, specifications and information on the RFP process will be the last step.

Following the review and approval of this Master Plan, the team will work to develop gateway signs and develop pilot programs to implement the plan in two locations.



Background

The 2014 Tillamook County Tourism Asset Mapping report, developed by Total Destination Marketing for the Tillamook County Economic Development Council, studied the assets that Tillamook County has to develop a tourism promotion and marketing program. In the study, a majority of section listed opportunities for improvement regarding wayfinding such as the following comments:

- Introduce consistent branded gateway signs to welcome visitors at the entrances to each community in the County. Where possible entrances must confirm a positive sense of arrival to a place that has a nature tourism brand identity.
- Install branded gateway welcome signs on north, south and west entry highways to the County itself.
- Support the installation of beach access signs where needed.
- Use signage, wildlife symbols and interpretation panels to enhance visitor experiences at key locations. Use icons on signs to identify the wildlife available at the site.
- Develop approaches to better marketing, interpreting and road signage to integrate wildlife as a core attractor for the region and as a competitive advantage. Increase availability of information in regard to wildlife viewing.

Through informal discussions, examples of wayfinding categories that are issues in Tillamook County include:

- Crowded areas adjacent to sites that are not crowded (i.e. Cape Kiwanda and Tierra del Mar)
- Natural sites known by local residents but not visitors (i.e. Munson Creek Falls State Park)
- Lack of consistent highway signs for key turns (i.e. Kilchis Point Reserve – one sign going north on Hwy. 101 and none driving north)
- Lack of or confusing directional signage to natural areas with exceptional views (i.e. Bayocean Road and Bayocean Dike Road)
- Various signs managed by multiple agencies and regulatory groups (i.e. various cities, Tillamook County, Oregon Department of Transportation (ODOT), Oregon Department of Parks and Recreation (Parks), Federal, etc)
- Lack of system consistency compromises the brand value of Tillamook County
- Uneven distribution of tourism throughout the county due to confusing or nonexistent signs

In December 2015, the team of Cascade Interpretive Consulting LLC (CIC) and Partners in Design (PID) were contracted to assess and inventory the wayfinding needs of the county; meet with local communities and officials; determine potential locations; create schematics (drawings) of selected sign types; suggest colors, typography and materials; and explore the integration of the Visit Tillamook Coast brand with local community tourism programs.



What is Wayfinding?

The strict definition of the term historically means to orient someone to determine their location in relation to objects that may be nearby and/or a desired destination. But in a broader sense, wayfinding encompasses all of the ways we utilize to orient ourselves in any physical space as we navigate from place to place.

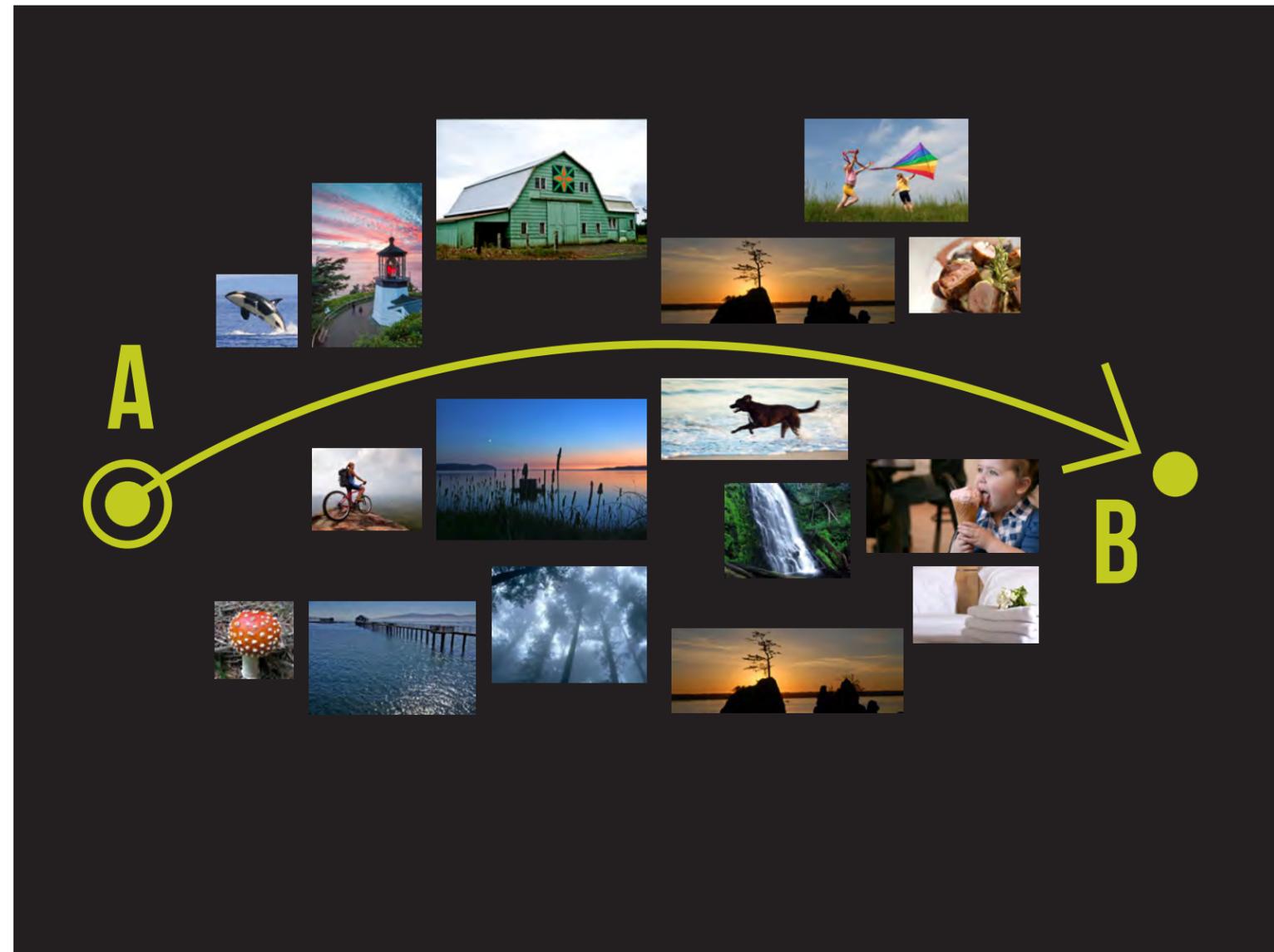
In this broader context, what can wayfinding bring to the Tourism Program in Tillamook County? Wayfinding, road interactions and visitor services are very important tools used in the branding and marketing of Tillamook County. Designed effectively, it will be a cornerstone to promotion and a catalyst to expanded tourism in the county. Wayfinding can be the backbone to navigation, touring and access to points of interest, nature, business, events and more.

Wayfinding is more than signs. Today there are a variety of tools that can be used to solve wayfinding issues and improve the visitor experience. These can include audio and visual communications, banners, paper (maps, brochures and handouts), kiosks, bulletin boards, visitor centers, trail markers and technology. During this planning process, the best tools are identified to meet the needs of the visitor and the capacity of the local area. As cell phone coverage and signal strength improves across the county, technology using websites, smartphones and apps will play a bigger role.

What is 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," you need to know where "here" is.

Kiosks, directories, banners, interpretive elements and even regulatory signs can all enrich a visitor's experience. They can bring awareness of particular points of interest, retail districts, historical areas and landmarks that visitors may not know about and that may not be included in navigation technologies. They can offer stories and traditions from the past. This added benefit of wayfinding not only enhances the spirit of a particular region, but is a tangible way to create a cohesive brand and sustain economic vitality and viability.



Summary of the Planning Process

The following list of steps and dates is a summary of this phase of the Wayfinding Master Plan planning process

Project Kick-off: November 11, 2015

- Conference Phone Call
- Briefing on the project from the Visit Tillamook Coast Tourism Director
- History of the Tourism Program
- Framing the issues – overall conditions and challenges

First Field Visit: January 18-21, 2016

Initially scheduled for early December 2015, the first site visit was postponed until January 18-21, 2016 due to a major winter storm, coastal flooding and landslides.

Field Inventory

- Survey of Hwy 101: mile-by-mile driving inventory; full length of the county from Clatsop County line to Lincoln County line
- Survey of Three Capes Loop: mile by mile driving inventory of the loop in two directions (due to the long-term closure)
- Visit to Kilchis Point Reserve
- Photographs of key wayfinding locations and issues
- Copy of the Field Inventory is included in the Appendix of this report

Meetings

- Liane Welch, Director – Tillamook County Roads Division
- OTE Area Manager at the rest stop/wayside south of Tillamook
- Mike Saindon, Port of Garibaldi Manager
- Visit with Lisa Phipps, Executive Director, Tillamook Estuaries Partnership
- Attended Economic Development Council of Tillamook County meeting
- Phone call following field visit – Bryan Pohl, Director, Tillamook County Community Development Department

Second Field Visit – April 19-21, 2016

Field Inventory

- Verified locations from previous site visit + additional photographs

Meetings

- Garibaldi Tourism Committee
- Manzanita/Nehalem/Wheeler representatives + Manzanita Visitor Center Director and volunteers
- Rockaway Beach representatives
- Pacific City/Cape Kiwanda representatives
- Tillamook Chamber of Commerce staff and consultant – Tillamook Highway 101/6 and wayfinding considerations

Conference Call: June 13, 2016

- Cape Kiwanda – Discussion of Master Plan (underway) and implications for wayfinding

Conference Call: May 27, 2016

- Jeannell Wyntergreen (consultant to Tillamook Chamber of Commerce) – Discussion of how to interface with ODOT and implications for the Wayfinding Program

Developed Recommendations and discussions

- Developed draft schematics – initial review by Tourism Director
- Developed Wayfinding Plan recommendations
- Discussed next phases for planning process

Plan Development: June + July 2016

- Design and development of the Wayfinding Plan

Wayfinding Signage Varies in Tillamook County . . .



Opportunities and Challenges

The development of a wayfinding plan always presents opportunities and challenges. The success of implementing the plan will rest with optimizing the opportunities and mitigating the challenges.

Opportunities

Improves wayfinding and access

A wayfinding plan highlights issues in the county for both residents and visitors. The plan provides priorities and solutions to address these issues. A new system of wayfinding tools will also build community pride and ownership and illustrate the value the tourism program brings to the county.

Enhances the visitor experience

Two consistent key elements for a memorable visitor experience are clean restrooms and the ability to find your way. Reducing the likelihood of getting lost during a visit to the Tillamook Coast will ensure a better experience for visitors with reduced frustration and greater satisfaction.

Builds relationships between the tourism program and the county's cities and villages to improve the long-term visitor experience

Developing a wayfinding program is an opportunity for cities, villages and community groups to work with the tourism program on a common goal. These kinds of projects build trust and confidence in solving community issues.

Challenges

Coordination with multiple jurisdictions

The Tourism Program is dependent on cooperation and coordination between the different government jurisdictions in the county (city, county and state) with different priorities. The Tourism Program has no power to develop or enforce any signage regulations and must rely on cooperation and collaboration with these jurisdictions.

Aligning different priorities of area public transportation agencies

Tillamook County Department of Public Works (responsible for the county road system) and Oregon Department of Transportation (responsible for the state and U.S. highways in the county) have different priorities and responsibilities and whose priorities may not mesh with the interests and needs of the Tourism Program

Need for coordination with existing standards, logos and looks

The cities or villages in the county have different sign and graphic standards will need to be considered when developing a wayfinding plan. The plan will need to consider these standards.

Wayfinding on the Tillamook Coast

Wayfinding projects are often designed to fit into one fully integrated branding system, where everything from gateways, streetscape elements and internet content all sharing similar graphics, typography and format. This level of branding requires intensive coordination and can sometimes create issues over time. For the Tillamook Coast, we're recommending a variation of this plan by creating changeable components where villages can have some level of identity autonomy.

Approach

The Master Plan will utilize and add value to the research and recommendations of the Tillamook County Tourism Asset Mapping Report. The Tillamook Coast Brand Guidelines will also be a key resource to consult as we roll out the brand for all to see, from roadside to shoreline.

Each component in the Master Plan should bear the mark and consistency of the Tillamook Coast Wayfinding Program so as to resonate with visitors and residents alike and contribute to a greater recreational experience, creating a Tillamook feel and voice that visitors will remember.

When completed, the Master Plan will outline specific wayfinding design items and goals, defines each process, and determine the roles of community, planners/designers, management and vendors. With input from the community, we will place a hierarchy on these proposed items. This will allow us to review each component, process and objective with the client.

Managing the Design Process

Even the simplest wayfinding system is a complex undertaking. Determining objectives, process and consulting with stakeholders are the largest tasks at hand—a confirmation of scope, management and financing planning.

This report includes initial design concepts, which allows design dialogue, stakeholder review and approval processes to begin, as well as ensuring buy-in to design objectives. With this in mind, fabrication and signage materials can then be more successfully discussed and budgeted.

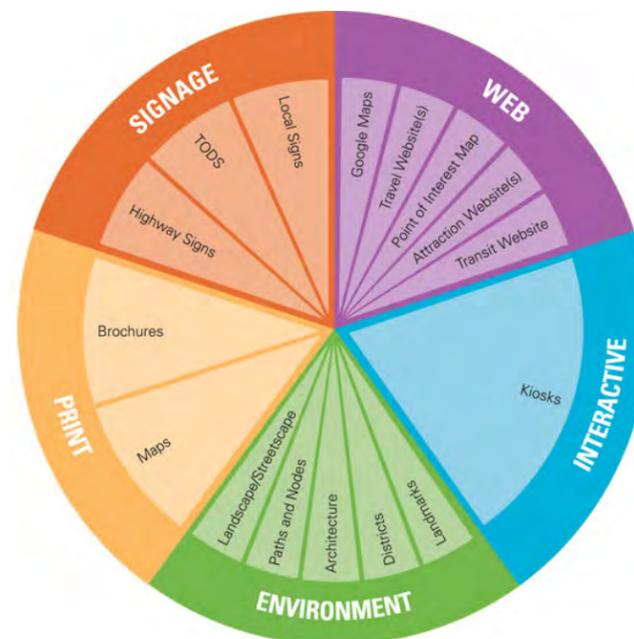
Schematic Design

These preliminary schematic designs reference feedback from discussion, research and analysis in the recent planning phase. Design concepts have been developed for stakeholder input and the opportunity to revisit goals established in strategy meetings. At this time typography has been reviewed, a color palette preflighted and sign material options discussed.

Signage Materials and Longevity

Design for today or tomorrow? When considering fabrication choices, cost, longevity, location and durability are equal factors. Wayfinding projects require durable materials since they withstand a great deal of wear and tear including vandalism, ultraviolet light and infrequent maintenance.

At the same time wayfinding elements may sometimes become obsolete due to changes to roads, visitor services and village planning. Measuring longevity should be an important part of the material specification process. Material selection also plays a crucial role in system durability. Fabrication research on existing signage programs on the coast has been helpful and will continue during this project.



Source: pinterest.com/pin/142144931962146449/

The key to wayfinding program longevity is to specify appropriate materials and methodologies based on an intended lifespan that can range from 1 to 20 years. Material selection generally falls into these broad categories:

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.

Printing: Like paint, digital printing has improved greatly in durability. Where at one time it was thought that only baked printing processes like porcelain could withstand environmental rigors now a variety of printing approaches can stay durable over longer periods of time, but still often fade under intense environmental conditions.

Substrates and Framing: Aluminum, steel, wood, stone and concrete are all underlying materials that can be utilized on projects. Durability falls not just with the materials themselves but also their connectors which often fail first. Adhesives in particular often fail after a few years, making the selection of mechanical fasteners and hinges crucial to the specification process.

Modular Systems: Modular elements and standard connectors allow systems to stay durable with frequent changes, but with multiple parts, can be easier to vandalize.

Materials, Fabrication, Cost and System Management

A wayfinding program is meant to last for a long period of time, sometimes as long as 20 years, so it cannot be considered complete after implementation. Additions and changes are inevitable. In addition, the environment changes over time, requiring a wayfinding program to consider expansion, destination change, design improvements, maintenance and system damage when it is initially developed.

Program decisions regarding materials, construction and fabrication should be assessed considering the relative priorities of categories such as what is seen in the matrix below.

Longevity

- Location vulnerability
- Weather
- Fading
- Substrate performance
- Best graphics media for Coast

Vandalism

- Repair vs. replacement
- High risk vs. low risk
- Maintenance plan

Cost

- Initial investment
- Cost to replace
- Cost in relation to longevity
- 2, 3, 4, 5, 10, 20 year plan?

Flexibility & Changeability

- Maintenance
- Ready-source of materials
- What projects are in planning phase

Vendor & Materials

- Level of quality?
- Local construction vs. out-source
- Construction regs. & warranty
- Recycled materials, sustainability
- Experience with type of project

Where We Stand Now in this Plan

	< 2 year — 10 year >	< low risk — high risk >	< low — high >	yes no	< common — expert >
Roadside sign structures, posts and gateways. Unfinished cedar timber					
Hardware on most gateways and roadside signage. Galvanized aluminum					
Brass post caps. Prolongs the life of the wood sign posts					
Sign substrates options:					
Painted wood					
Powder coated metal					
Porcelain enameled metal					
Sign graphics options: (see Appendix for examples)					
Vinyl (PVC)					
High Pressure laminate (HPL)					
Porcelain Enamel					
Modular village wayfinding					

Recommendations

The following recommendations are made for improving wayfinding in Tillamook supported by the Visit Tillamook Coast tourism program.

Build Community Support

In order for the Wayfinding Program to be successful, it is important for the tourism program to build community support among the different communities and interests in the county. The following list is presented to delineate areas of responsibility in developing the program over time.

Visit Tillamook Coast responsibilities:

- Overall coordination and management
- Consider hiring a local contractor for coordination as needed
- Ensures branding standards met
- Source of potential funding through the existing grant program
- Project management on individual projects
- Liaison with local communities and groups

Local jurisdictions (cities or villages) or group responsibilities:

- Active participation with a project they propose or advocate for
- Cost sharing as required or as needed
- Provide in-kind support as required or needed (volunteer hours)

Define Parameters of the Wayfinding Program

Develop a policy to define responsibility for meeting wayfinding needs in the county

- Program should serve tourism needs and focus on major related issues across the county.
- Day-to-day wayfinding needs (street signs, traffic signs, etc.) within city boundaries should be handled by the respective city or county jurisdictions
- Specific needs outside of the scope of the Wayfinding Program should be negotiated between the tourism program and the interested party to determine responsibility and role of the tourism program

- Program should address specific fabrication needs required and appropriate for coastal conditions.
- Program should prioritize local vendor capacities for fabrication and installation, if possible

Create a Community Sign Manual

Develop an informal manual or handout in cooperation with Tillamook County Roads for residents and local jurisdictions to explain the process for obtaining new signage not covered in this program – During community meetings for this planning process, several requests were made by participants for new signage not applicable to this program. A sign manual (printed and posted on-line) could direct requests to the proper agency and give residents a direction to pursue for their issue.

Ensure Cooperation with Government Agencies

When signage is proposed for public highways, it will be critical to coordinate planning, design, construction and installation with the appropriate government agency that has jurisdiction for the right-of-way or space where a project is proposed. Developing a good working relationship with each agency early in the process will ensure long-term success of the overall program.

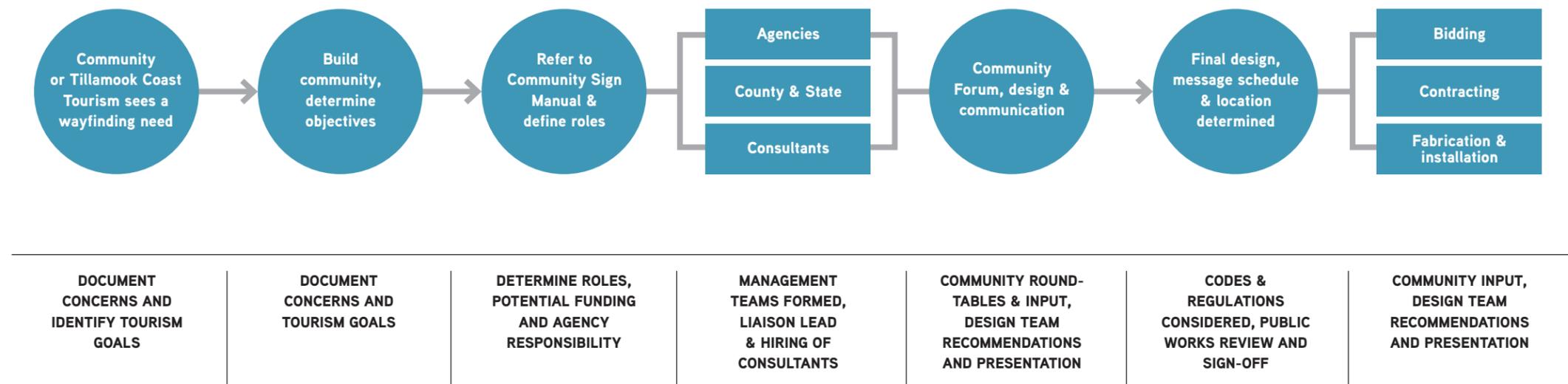
Agencies include:

- Oregon Department of Transportation (ODOT)
- Oregon Travel Experience (OTE)
- Tillamook County Department of Public Works – Roads
- Tillamook County Department of Community Development – Planning
- Incorporated cities in Tillamook County as required by their codes or regulations

WORKING WITH ODOT

Since many of the areas in Tillamook County where wayfinding issues have been identified are adjacent to or within the right-of-way for ODOT, it will be critical to engage the agency early and work closely with them to ensure proposed wayfinding signage or elements can be located in appropriate areas for their requirements and the usefulness of the public. Manual on Uniform Traffic Control Devices (MUTCD) requirements will need to be followed and proposed boundaries for signage approved. The program will also need to determine integration with local interests in placing wayfinding signage and elements within the ODOT right-of-way.

Decision Tree



Project Purpose

Develop a well-designed comprehensive Wayfinding Master Plan that accomplishes the following objectives:

- ➔ Improves and assists the community and visitors in navigating the Tillamook Coast with comfort and ease
- ➔ Reinforces a positive sense of place, "The Natural Choice"
- ➔ Considers and expands on existing design branding themes and village identities to create a more unified whole
- ➔ Reduces sign clutter
- ➔ Plans for longevity and maintenance for all components
- ➔ Locates signage in clearly visible and appropriate places
- ➔ Projects a timeless design aesthetic
- ➔ Reinforces the coast's unique character, history and scenic beauty
- ➔ Enhances public safety and ADA access
- ➔ Strengthens Community pride
- ➔ Promotes tourism and business sales
- ➔ Complies with all applicable codes

Develop an Integrated Wayfinding System

A wayfinding system for Visit Tillamook Coast should consist of the following categories:

SIGNAGE

See Schematics, pages 19-26

- Use Standardized Sign Types
- Marking the boundaries of the county and village gateway locations
- Provide pedestrian directionals for use in cities and villages
- Mark village gateway entrances along highways
- Provide pedestrian-friendly visitor services information and orientation maps
- Mark county recreational access

DESIGN CRITERIA

See *Typography, Legibility and Color, pages 27-28*

- Colors
- Typography
- Consistent Terminology
- Provide standard map panels of Tillamook County to local communities: Standardized branded maps (same size and design with “You Are Here” labels) throughout the county provide a service to visitors, support local villages in their tourism efforts and reinforce the Visit Tillamook Coast brand

TECHNOLOGY

- Website/Apps/Hand-held Devices – As the Visit Tillamook Coast website <http://tillamookcoast.com> is upgraded, plan for future implementation of on-line maps and apps that link content to hand-held devices
- Roll out an upgrade in stages with a pilot program in one of the county communities with good coverage
- Ensure consistent maintenance and upkeep – web-based information and maps are only as good as the last update



ADDITIONAL WAYFINDING TOOLS AND RELATED MATERIALS

Kiosks

- Offer kiosks for use by local communities for pedestrian visitor traffic and possible orientation at parking areas – consider cost-sharing options
- Design kiosks with a branded look that can be modular and fit in a variety of locations (visitor centers, street corners, trailheads, boat launch ramps or private businesses)
- Develop content useful for visitors (map, directionals) and space for customization by local community or sponsor (events, etc.)
- Place kiosks initially in villages and cities then concentrated visitor areas such as launch ramps or overlooks
- Offer kiosk to private businesses and government agencies with cost-sharing options

Maps

- Provide local communities/villages with template-based tear-off paper maps that could be used for walking tours, business features, local attractions – split costs (VTC provides base map and design; local community provides location input and theme, project coordination and printing)
- Develop Recreation Map – In conjunction with the installation of recreation-oriented wayfinding signs, develop a recreation map that identifies kayaking launch areas, key birdwatching locations and resources, trailheads, boat launch ramps and fishing access points, among others
- Develop Bicycle Map – When bicycling safety improves in the county, consider the future development of a bicycle map (paper) linked to the website and accessible from an app that list bicycle routes and services

ADDITIONAL RELATED ACTIONS

Define Identifiable Geographic Entity for permit application to Oregon Department of Transportation (ODOT)

Implementing the Wayfinding System

Develop design standards and style guide

Standards and guide to be based on the existing brand standards for the Visit Tillamook Coast tourism program, and would include methods for cities, villages and other interested parties to adapt to their needs; ensuring a visual connection to existing graphic standards and branding in other Tillamook County jurisdictions

DETERMINE WAYFINDING LOCATIONS

Priority I –

Gateway Signs

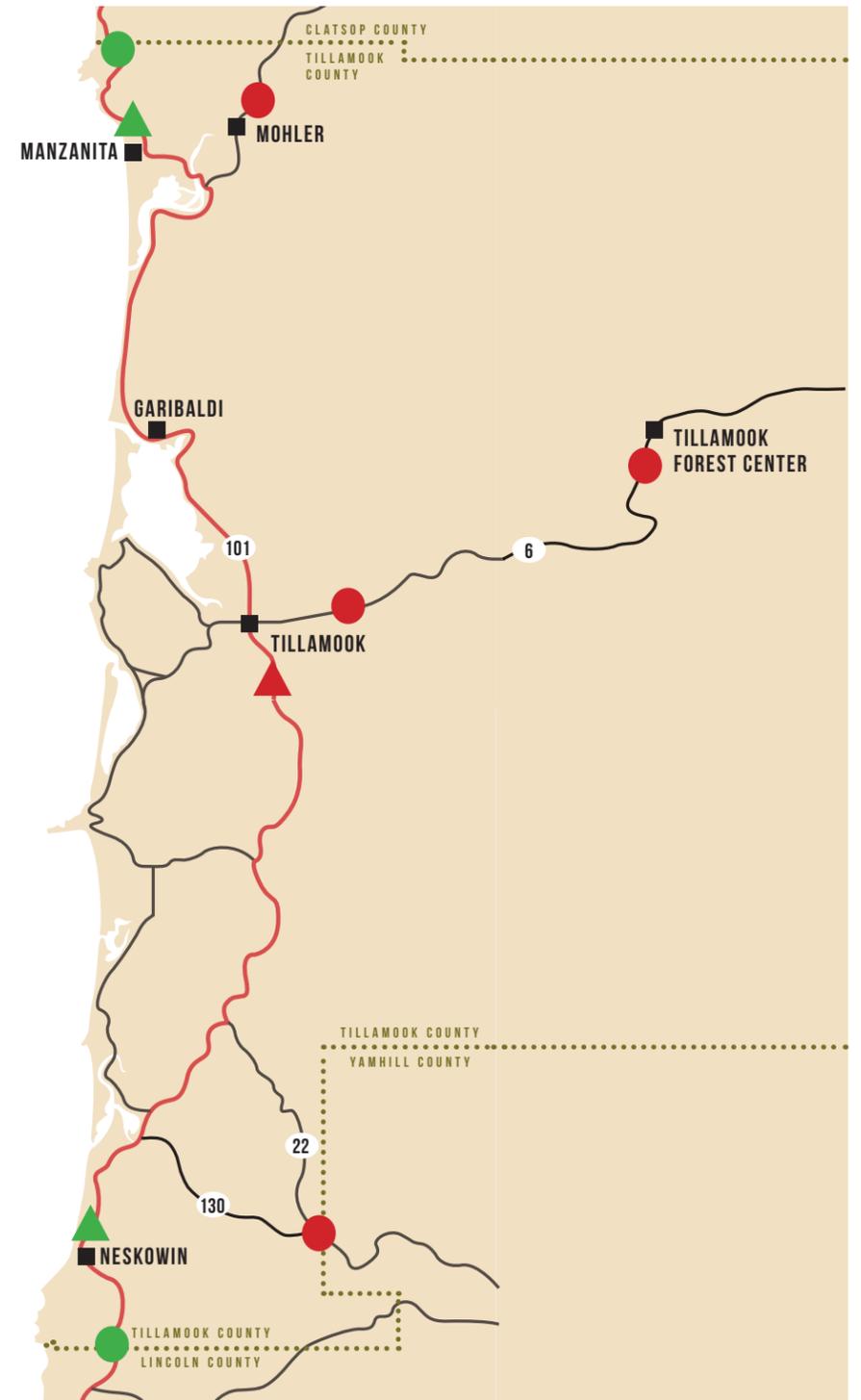
- **Replace two (2) existing ODOT county line markers with updated markers**
(Inventory items # 1 and 30)
- **Install four (4) County Gateway signs—**
 - north of Mohler;
 - Hwy 6, east of City of Tillamook
 - west of the entrance to the Tillamook Forest Center on the southbound/westbound side of Hwy 6;
 - east of intersection of Hwy 22 and Hwy 130*(Inventory items # 31, 32, 33, and 69)*
- ▲ **Redevelop two (2) existing ODOT Waysides; update interpretive and visitor services signs—**
 - Hwy 101–Neahkanie Mountain ~ MP 42.5
 - Hwy 101–Neskowin (?) ~MP 94*(Inventory items # 2 and 28)*
- ▲ **Install Kiosk and Visitor Services Map—**
 - OTE Rest Stop/Wayside–south of Tillamook on Hwy 101*(Inventory item # 23)*

Priority II –

- Work with the City of Tillamook and the Chamber of Commerce to implement their wayfinding plan for the Hwy 101/Hwy 6 Interchange Project in downtown Tillamook
- Develop a strategy and plan to mark implement marking recreation access points including waterways

City of Garibaldi and Port of Garibaldi Pilot Program

- Develop a pilot program with the Port of Garibaldi as it implements its Master Plan; work with the port to use wayfinding designs illustrated in this plan (2018)
- Develop a pilot program with the City of Garibaldi and ODOT as it implements ODOT’s Main Street project; work with the city to use wayfinding designs illustrated in this plan (2018)



Tourism + Wayfinding = Design Toolbox

While exploring the objectives of this plan, some key factors have guided our designs and recommendations. The region has some unique strengths as well as on-going challenges. This report brings together insights, solutions and a toolbox of methods to begin building the Tillamook Coast Wayfinding Master Plan.

- 1 The objective of this signage plan is to make a visitor’s trip easy and memorable and to portray Tillamook County as a unique Oregon Coast destination. Distinctive sign standards and graphics, supported by substantial equity among villages, will be a key way to achieve your tourism goals.
- 2 This design plan takes cues from construction materials frequently used in the area: unfinished timbers, exposed hardware and nautical vernacular. Footings and bases are of local stones whenever possible.
- 3 Graphics include all the elements of the Visit Tillamook Coast brand and also incorporate historical references and village identity.
- 4 Tourism relies on a strong dialogue between wayfinding, signage identification and visitor services. The unity of these efforts will optimize the outcome of your visitor objectives. At the same time, the plan encourages and supports aspects of each villages’ individuality. This plan proposes that Visit Tillamook Coast targets visitor services: maps, kiosks, pedestrian wayfinding standards and identification markers and gateways.
- 5 Village gateway signs can take 3 different directions in this plan, as seen in the Schematics section of this report, depending on community involvement:
 - Gateway in good condition is an asset and contributes to the plan “as is”
 - Existing gateway can incorporate Visit Tillamook Coast branding
 - New gateway replaces old, using new design standard with unique village graphics
- 6 Sign costs vs. the longevity of signage, as well as location selections are critical factors in this plan. This may be better understood in the comparison matrix seen on page 10.

- 7 Signage can provide many potential marketing and tourism perks. Village wayfinding emblems can be used as branding icons and t-shirt campaigns. Village “colors” can coordinate with a village’s existing endeavors and other communication projects. Sign standards overall will explore typography, illustration and styles drawn from the Coast’s natural and visual references.
- 8 Flexibility is important in a program this large, with many shareholders. We have built variation and flexibility into the plan, as a central part of its DNA. While construction methods and materials are standardized, many dimensions can be shifted without affecting the design feel. Graphic and information elements have changeable components as well.
- 9 The design program must also keep in mind how quickly and dramatically the coast landscape changes in areas that may be close geographically. There are many variables in installation: on rock, in sand, in water, on the side of a highway. In addition, there are seasonal and vandalism considerations.
- 10 The plan’s kiosk design references the Ford Foundation signs (*see example, above right*) which are currently seen in a few villages in the County. Although our team appreciates these signs, as is they nonetheless appear somewhat out of place, not complementing the natural beauty of the coast landscape and village histories.
- 11 The fundamental goal of this Master Plan is to develop and discuss all signs on the Tillamook Coast, but not necessarily design or implement all of them. This document maps out design schematics of those that the Tourism Program would be involved in carrying through to implementation. Regulatory or other government agency directional signage is not included. However, the Tourism Program hopes to advocate for any efforts that coordinate with tourism endeavors.

Ford Foundation Kiosk



Existing village gateway signs can greatly contribute to a visitor’s experience. Variation can bring charm, yet signs of similar design offer strength to the larger plan while communicating a common level of experience and welcome. High quality is essential and each gateway should be evaluated individually to determine how it aligns with Visit Tillamook Coast’s sign collection.



Selected Sign Types

Tillamook Coast Wayfinding Master Plan incorporates a unified design standard, in addition to variations that serve to represent the unique qualities of the county's individual Villages.

The plan includes, but is not limited to, the sign types described below. Schematic designs of some of these sign types are shown on the pages that follow. Schematic concepts do not indicate specific installation locations or villages. To this point, we have used a pseudonym village name—Port Elbridge, after Elbridge Trask, who settled the bay—to illustrate Village Gateway schematics.

County / ODOT Wayside

These visitor highway rest and orientation stops, near the south and north county entrances, are important visitor “welcome” portals. With incredible views and ample parking, these waysides offer the potential to extend visitor services information—including recreation possibilities and interpretatives—through graphic displays, art, and audio interaction, creating distinctive gateways for the Tillamook Coast.

County Hwy Standard *(Schematic, page 20)*

For the most part, these signs are already in place as the regulated standard, marking the county's official boundary. The signs do not tie into the Visit Tillamook Coast visitor experience or promote the brand. This plan recommends that the Visit Tillamook Coast logo replace the county logo.



County Gateway *(Schematics, pages 19-20)*

Memorable County Gateway signage is an important way to welcome tourists to the coast and greet residents as they return home. First impressions count and help make a tourist's stay memorable. Constructed of regional materials with local craftsmanship sensibility, County Gateway signage incorporates materials such as substantial unfinished timber (which will weather) and rough stone bases. Design elements include exposed craftsman hardware and brass end-caps. Sign faces are slotted and joined with Tillamook Coast branding. The scale of these signs

are appropriate for vehicle viewing. Depending on location, vehicle perspective, speed limits and regulations, there are three design standards for County Gateways:

- monumental
- double post
- single post



Village Gateway *(Schematics, page 23)*

Village Gateway signs announce each coast village to travelers. With each Village Gateway comes the anticipation and opportunity for a visitor to stop and explore. With a distinctive and well maintained gateway, the chances of a visit is increased. Gateway signs offer an opportunity for each village to honor their existing signs or update and align themselves with Tillamook Coast branding. Most of these signs are roadside—therefore vehicle site-lines are a primary objective. Signs incorporate materials such as substantial unfinished timber (which will weather) and rough stone bases. Design elements include exposed craftsman hardware and brass end-caps. Sign faces are slotted and joined with village brand. There are four sign options for Village Gateways:

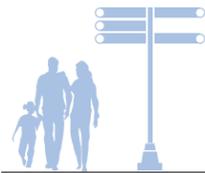
- double post (new)
- single post (new)
- existing
- existing with upgrade



Kiosk *(Schematics, pages 25-26)*

Kiosks in this program are really visitor information hubs that link one village to another. This element of the program can be the most welcoming of hosts. From village to village, these kiosks offer the opportunity to establish a consistent visitor services resource. Kiosks share a design standard, but will also express a village's

individuality with the application of specific colors, motifs and graphics. Each would include a user-friendly map and visitor services listing. Kiosk tops are adorned with metal banners announcing each village.



Pedestrian Wayfinding (Schematics, pages 21-22)

Downtown wayfinding signage for pedestrians enliven the visitor experience and extend helpful services. Directionals and identification make businesses and destinations far more accessible, fun to find, and can add appeal to streetscapes. “Finding” destinations is much more fun than “getting lost” on your vacation. Pedestrian wayfinding signs are flexible and specific to each village through color scheme and the unique sculpted metal icon at the top of each directional sign. Planning for downtown wayfinding would involve a community dialogue to help determine guidelines and objectives for each village, making each system work for the locals, projecting the visual look and attracting the tourism each village desires.



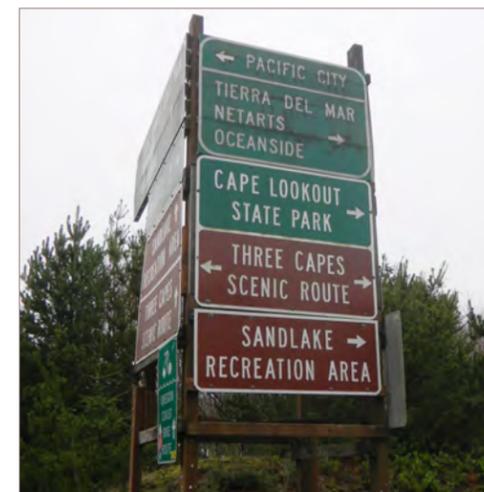
Water Trail / Recreation Trail Marker (Schematic, page 24)

Recreation Trail Markers reference the design standards of other signs in the coast signage program. The schematics shown here are typical Water Trail Access Markers, with unfinished wood posts and brass end-caps on top, marking the destination and type of access. Recreation Trail Markers can include the following sign types:

- identification
- directional
- informational

Interpretives

Interpretive signage tells a site or community story and can be an invaluable tool for enhancing the visitor experience. Because they are universally available regardless of weather, staffing or time, interpretive signs are always at work. Interpretive signage should be installed at natural gathering locations and where good story potential is available to interpret. Engaging colorful design with minimal text is necessary to entice visitors to stop, read and learn. Interpretive signs need regular maintenance and can be susceptible to vandalism.



Wayfinding Signage Not Included in this Plan

This plan does not encompass all signage forms. Tillamook Coast Tourism anticipates working with other agencies to evaluate maintenance and wayfinding updates for certain signage, such as seen in the above picture.



Regulation signage is overseen by a host of agencies and park systems and is not a part of this plan.

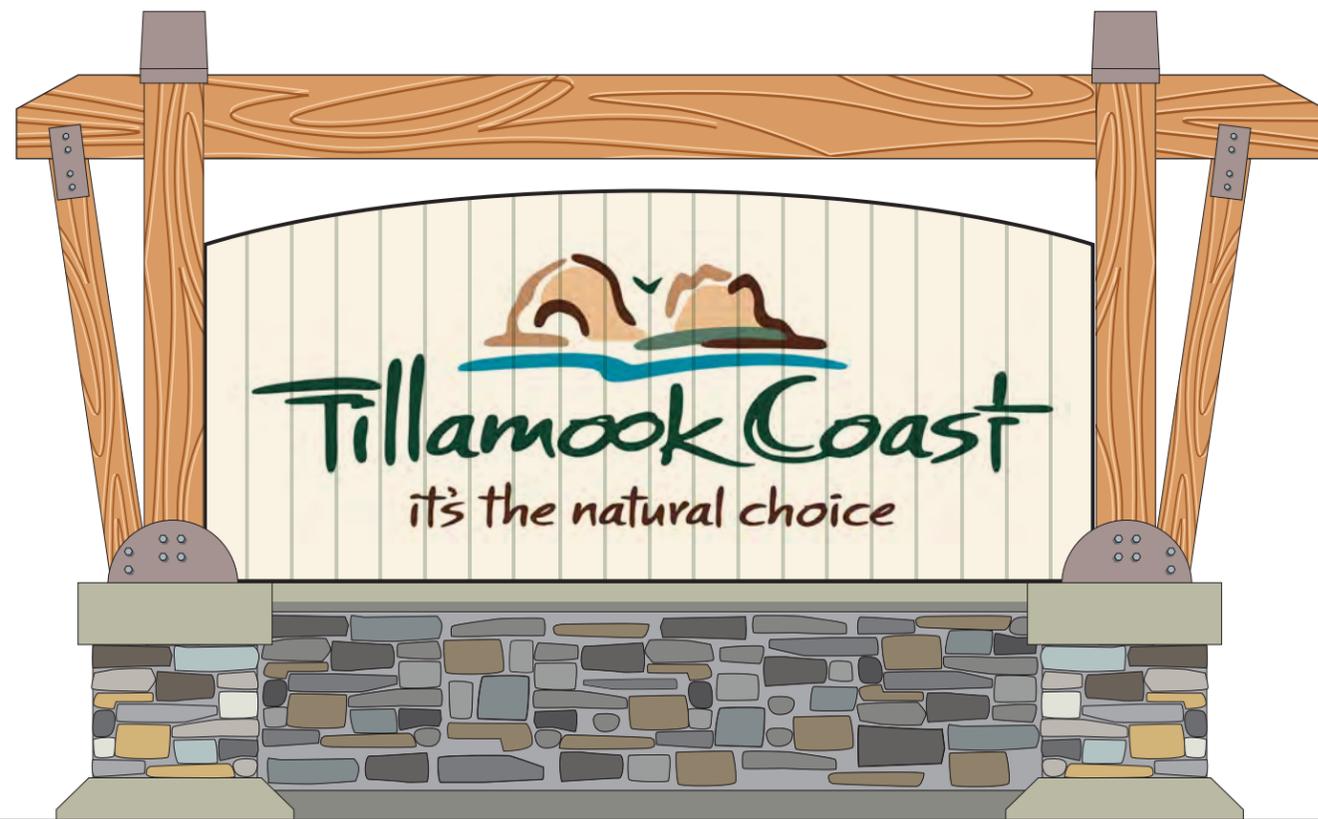
Schematic Designs / Selected Sign Types

Memorable County Gateway signage is an important way to welcome tourists to the coast and greet residents as they return home. Constructed of regional materials with local craftsmanship sensibility, County Gateway signage incorporates materials such as substantial unfinished timber (which will weather) and rough stone bases. Design elements include exposed craftsman hardware and brass end-caps. Sign faces are slotted and joined with Tillamook Coast branding.

The scale of these signs are appropriate for vehicle viewing. Depending on location, vehicle perspective, speed limits and regulations, there are three design standards for County Gateways:

- monumental (*below, left*)
- double post (*below, right*)
- single post (*next page, left*)

County Gateway Monumental—large footprint



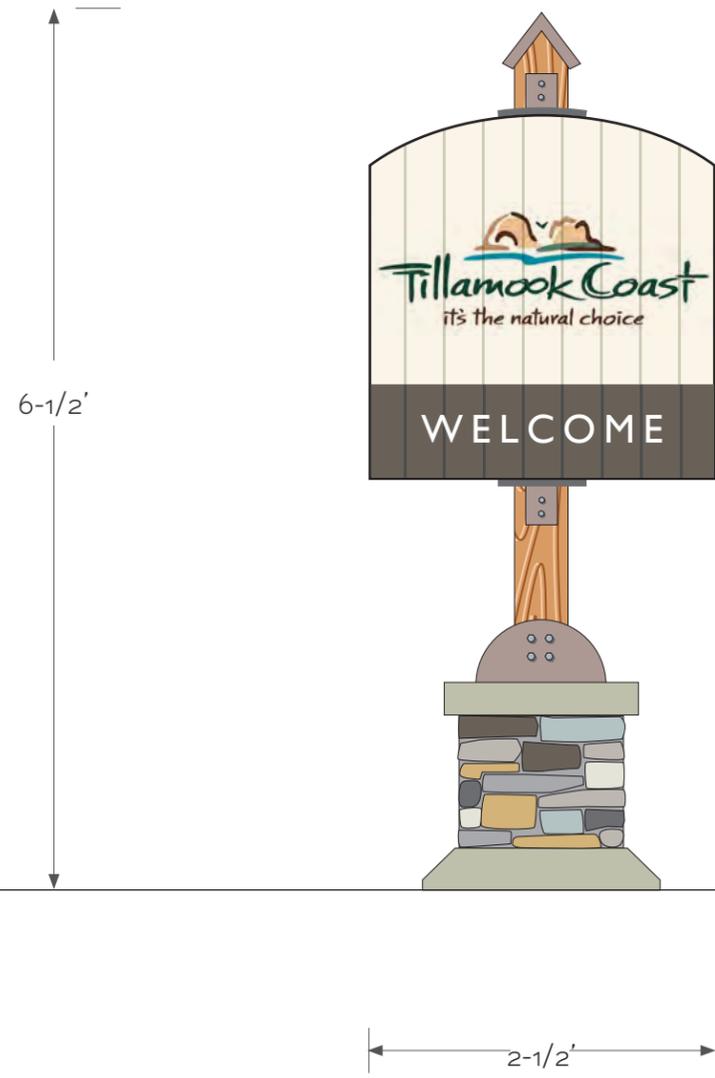
9'

County Gateway / double post



6-1/2'

County Gateway / single post



County Hwy Standard

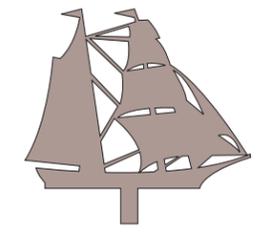
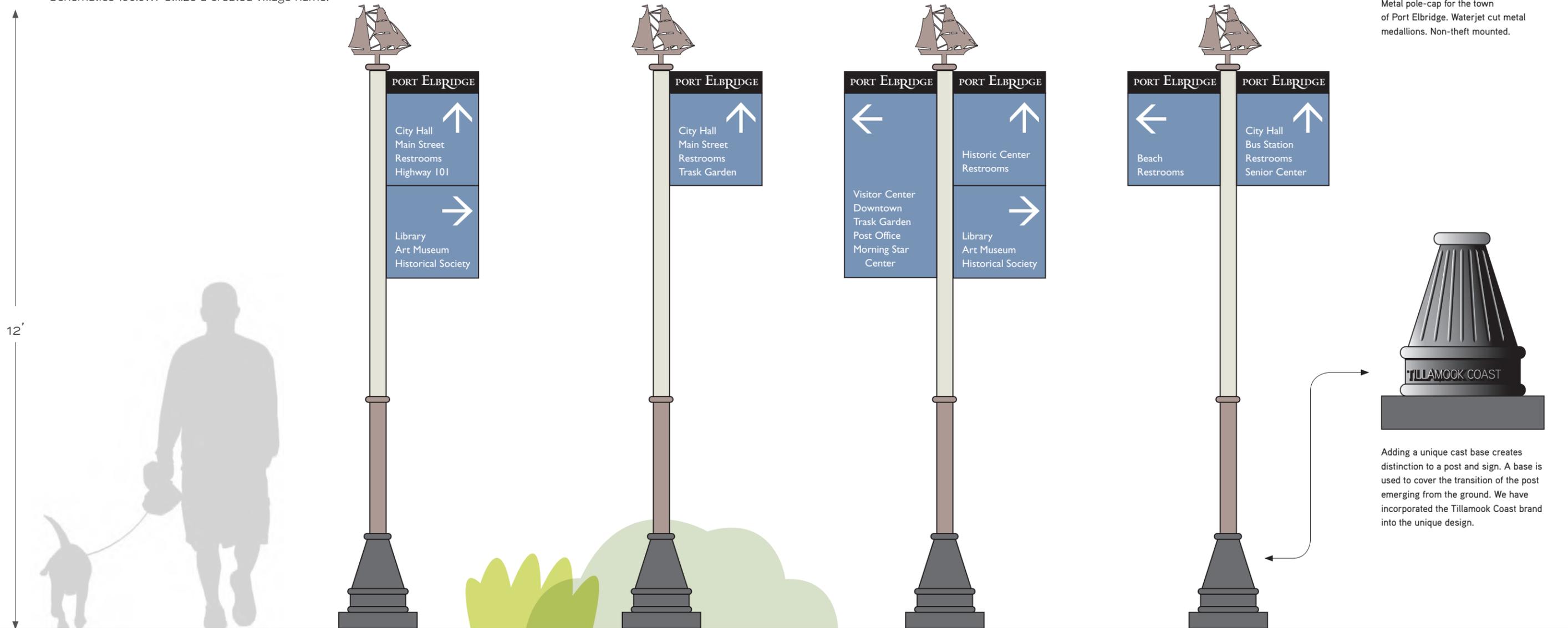
For the most part, these signs are already in place as the regulated standard, marking the county's official boundary. The signs do not tie into the Visit Tillamook Coast visitor experience or promote the brand. This plan recommends that the Visit Tillamook Coast logo replace the county logo (see below, left).



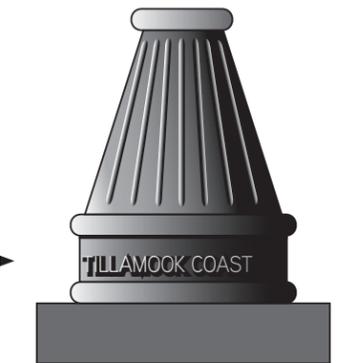
Pedestrian Wayfinding Village Scheme—Elbridge

Downtown wayfinding signage for pedestrians enliven the visitor experience and extend helpful services. Directionals and identification make businesses and destinations far more accessible, fun to find, and can add appeal to streetscapes. Pedestrian wayfinding signs are flexible and specific to each village through color scheme and the unique sculpted metal icon at the top of each directional sign.

Schematics (below) utilize a created village name.



Metal pole-cap for the town of Port Elbridge. Waterjet cut metal medallions. Non-theft mounted.



Adding a unique cast base creates distinction to a post and sign. A base is used to cover the transition of the post emerging from the ground. We have incorporated the Tillamook Coast brand into the unique design.

Pedestrian Wayfinding Village Scheme—City of Tillamook

Planning for downtown wayfinding would involve a community dialogue to help determine guidelines and objectives for each village, making each system work for the locals, projecting the visual look and attracting the tourism each village desires.



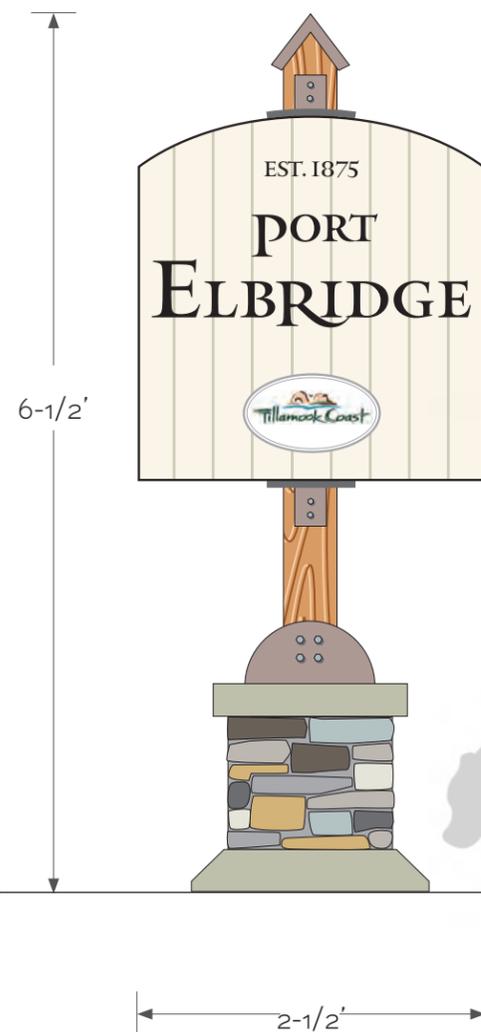
Village Gateway signs announce each coast village to travelers. With each Village Gateway comes the anticipation and opportunity for a visitor to stop and explore. With a distinctive and well maintained gateway, the chances of a visit is increased. Gateway signs offer an opportunity for each village to honor their existing signs or update and align themselves with Tillamook Coast branding. Most of these signs are roadside, with vehicle site-lines a primary objective. Signs incorporate materials such as substantial unfinished timber (which will weather) and rough stone bases. Design elements include exposed craftsman hardware and brass end-caps. Sign faces are slotted and joined with village brand.

There are four sign options for Village Gateways:

- double post (new)
- single post (new)
- existing
- existing with upgrade

Schematics (below) utilize a created village name.

Village Gateway / single post



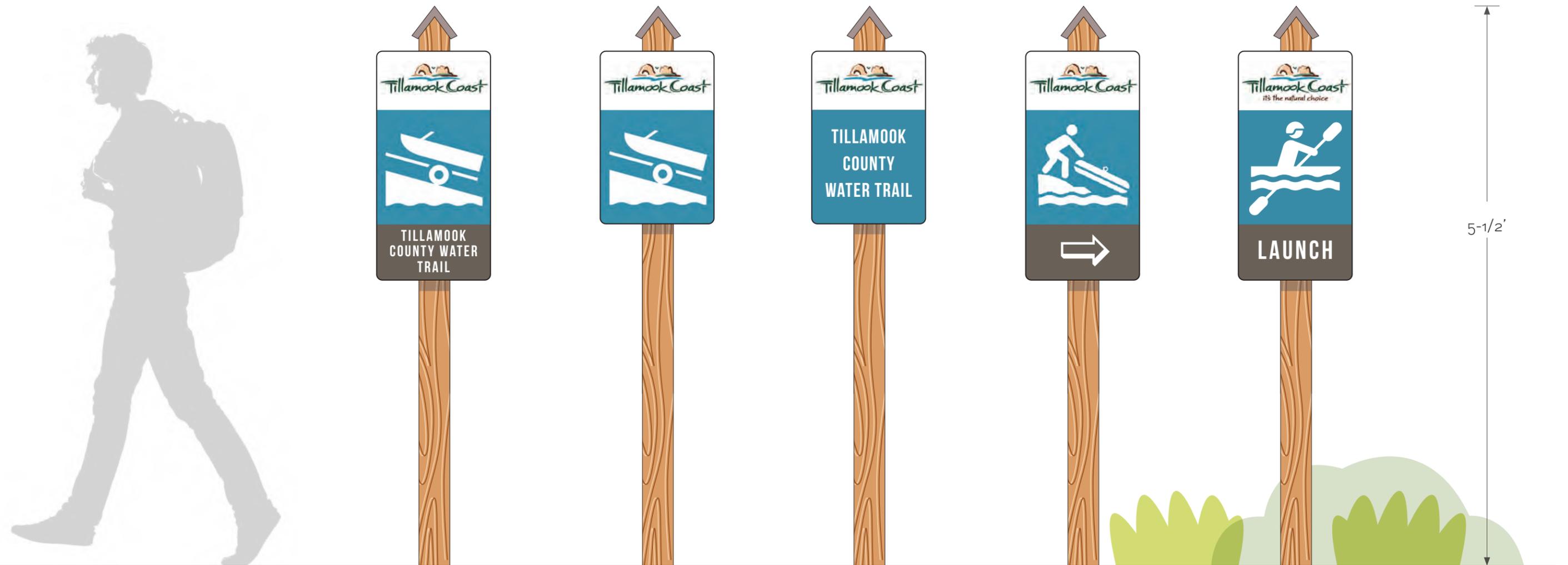
Village Gateway / double post—Port Elbridge & Morning Star variation



Water Trail / Recreation Trail Marker

Water Trail / Recreation Trail Markers reference the design standards of other signs in the coast signage program. The schematics shown here show typical Water Trail Access Markers, with unfinished wood posts and brass end-caps on top, marking the destination and type of access. Recreation Trail Markers can include the following sign types:

- identification
- directional
- informational

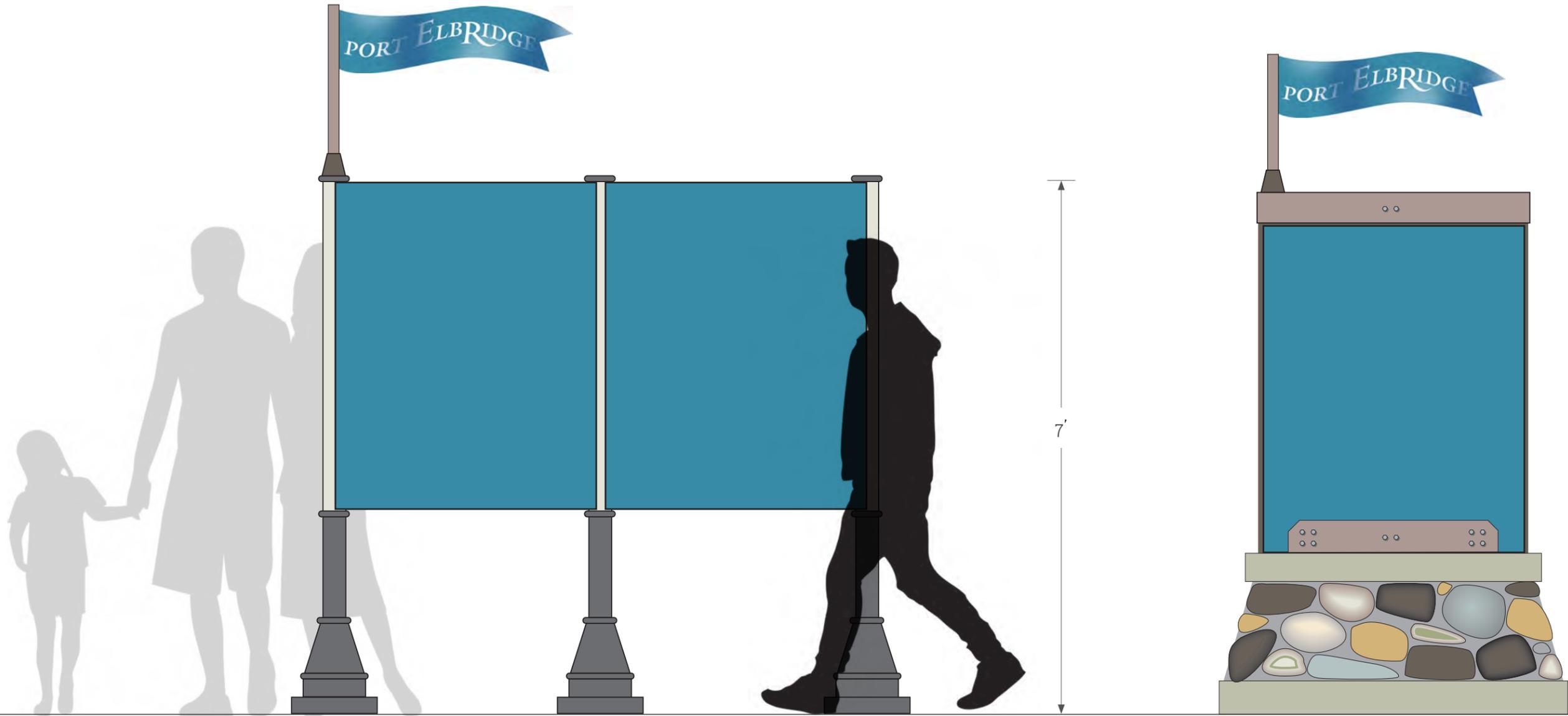
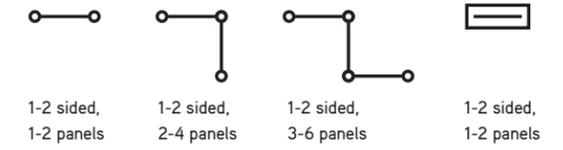


Kiosk

Kiosks in this program are really visitor information hubs that link one village to another. This element of the program can be the most welcoming of hosts. From village to village, these kiosks offer the opportunity to establish a consistent visitor services resource. Kiosks share a design standard, but will also express a village's individuality with the application of specific colors, motifs and graphics.

These kiosks are expandable and can be 1-sided, 2-sided, 1-6 paneled. There are options of metal stanchions or rock bases. These kiosks closely relate to the design of the pedestrian wayfinding plan.

Plan view



Typography, Legibility and Color

Typography is a powerful tool available to support the Visit Tillamook Coast brand and should be used in most forms of visual communication to maintain a strong and unified brand expression. The PT Font Family is the primary font family for the Visit Tillamook Coast brand. This wayfinding project recognizes those typography standards. This plan also recommends the introduction of an aspect of individual village identity including elements of typography and color to achieve this.

Where should scale and legibility truly matter? To transportation departments, the main legibility issues that matter are size and contrast for vehicular signs. The key

issue for any wayfinding sign is finding the right size design for the unique needs of a place. Testing for scale should not be only a part of the approval process, but should also be a key step to evaluate the effectiveness of wayfinding elements in the environment. Testing for proper scale through the use of photo montages and mock-ups is an important part of the future design development process. In this initial phase, we have analyzed the Visit Tillamook Coast brand fonts for appropriateness on pedestrian and roadside signage. The PT Font Family in the sans serif versions works well and one version of the serif font has been retained for more decorative and identity applications.

PT Sans Serif Regular

abcdefghijklmnopqrstvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890&

PT Sans Serif Bold

abcdefghijklmnopqrstvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890&

PT Serif Regular

abcdefghijklmnopqrstvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890&

Manzanita

NEHALEM

WHEELER

ROCKAWAY BEACH

Garibaldi

BAY CITY

Tillamook

Oceanside

Netarts

PACIFIC CITY

Beaver

Cloverdale

HEBO

Neskowin

Type font experiments for village identities. Utilized in village gateways, pedestrian wayfinding and identification programs.

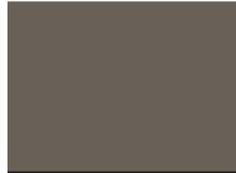
The Visit Tillamook Coast Brand colors reflect the character of the Tillamook Coast. Your branding utilizes a palette of high-performance colors selected for promotional and memorable communications. Signage and wayfinding are also within this scheme, with a few other additional criteria, which are noted here.

Colors are specified by common name and CMYK formulas. Typography and graphic contrast to backgrounds is critical and will be tested. An additional palette (*below, right*) has been developed for use in village identities and where wayfinding emphasis is required.

Visit Tillamook Coast Tourism Branding Color Palette, with the addition of "Warm Air" for background contrast and when white typography is used on dark backgrounds.

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

Village Color Palette

	
Brick 0/100/70/10	Dusk 14/56/95/2
	
Moss 38/25/55/1	Stone 55/53/59/25
	
Shadow 53/32/11/5	Cheese 0/60/100/0
	
Cool Air 15/0/3/3	Heritage 45/35/100/30

Transportation and Recreation Symbols

Non-verbal pictograms, or symbols, help reinforce written messages and can be recognized and understood quickly. “Picture reading” is universal and sometimes even fun in wayfinding communication.

Along the Tillamook Coast there are many villages, parks, recreation areas and stakeholders that utilize symbol forms in their current sign communication, but they are not always consistent or from the same symbol set collection. For instance, the symbols used by DOT and ODOT are different than those used by the National Park Service. Some may be in common, but others are quite different. Color also changes in symbol systems from various federal, state and private jurisdictions—for example, the NPS’s symbols are always brown.

Bringing diverse systems of symbols together is a challenge, and often there is a benefit to creating a distinct set of symbols unique to a project.

Since this plan recognizes that our wayfinding objectives will be likely shared among different agencies and villages we recommend a system that utilizes the broadest source of common symbols, utilizing a color palette drawn from the Visit Tillamook Coast brand guidelines. Then, we would build on this system, adding pictograms to depict services and unique experiences that can be found on the Tillamook Coast. For example, we would be adding crabs and oysters, brewery symbols, kiteflying, and geocaching pictograms.

International Recreation Symbols

The National Science and Technology Center (NSTC) is the point of contact for standard International Recreation Symbolology used in wayfinding signage.

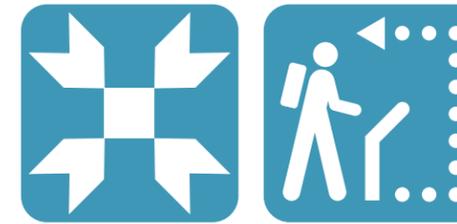
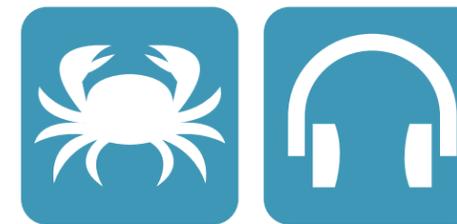
For more specific information and to download reference files, see this link: <http://www.blm.gov/noc/st/en/business/mapstandards/intlsym.html>



restrooms

maps

Visitor Services: The collection of visitor service symbols will be seen in the taupe color “Stone” whenever possible, on maps and signage. This system of symbols would be the largest in the program.



kayaking

whale watching

crabbing

audio tour

quilt trail

self-guided trail

Recreation: The Tillamook Coast collection of recreation symbols will in seen in the blue color “Coast” whenever possible, on maps and signage.



brewery

wine tasting

Business Categories: This category could expand based on business types that might benefit from cross-promotion. Breweries, wineries, gourmet burgers, fish & chips and antique markets may want to be categorized with symbols to encourage touring and visitor “hopping” between similar businesses.

Next Steps: 2016-2017

The next phases of the Tillamook Wayfinding Program will continue from the first contract that developed this Master Plan.

PHASE 4: DESIGN II

- On-site visit:
 - Meet with Tourism Director and community groups as needed for review of draft plan
 - Meet with ODOT officials to brief them on the project and begin a informal consultation process
 - Document proposed initial project sites (North & South Waysides, City of Tillamook, City and Port of Garibaldi—photographs, measurements, maps)
 - Reconfirm information in inventory
 - Meet with local villages as needed to determine interest in plan elements and discussion of issues
- Finalize ideas, concepts and designs developed in Phase 1 (previous contract)
- Develop graphic and typographic standards for system-wide use
- Determine location and size of all proposed elements
- Finalize the color palette and any required symbols or graphics
- Determine materials and investigate appropriate fabrication process and potential vendors

Deliverables

- Draft standards for presentation and review
- Revised Tillamook Coast Wayfinding Master Plan

PHASE 5: VISITOR VERIFICATION

- On-site visit: (possibly in conjunction with the above site visit)
 - Engage visitors and residents during the visitor season
 - Verify assumptions made in the draft documents during main visitor season to ensure accuracy
 - On-site meeting with ODOT agency representatives (as needed)
- Document research, including key wayfinding issues and approach in a “Design Brief” for distribution and posting on website
- Solicit and compile feedback from interested residents, business owners, Tillamook County Tourism Advisory Committee and other key partners
- Evaluate and incorporate suggestions as needed

Deliverables

- Design Brief for distribution and website posting
- Final Draft Tillamook Coast Wayfinding Master Plan

PHASE 6: DOCUMENTATION

- Investigate best practices to meet regulatory codes*
- Define Identifiable Geographic Entity for permit application to Oregon Department of Transportation
- Adopt a code structure that most closely fits the Tillamook environment regulatory framework
- Finalize and complete all sign type drawings
- Finalize and complete location map
- Document specifications for materials fabrication
- Draft specifications for fabrication and installation bids in support of RFP preparation

Deliverables

- Final Tillamook Coast Wayfinding Master Plan
- Sign Package and Specifications ready for bidding

** A good approach is to tap into existing research from organizations such as International Sign Association (ISA) that offers recommendations for creating wayfinding systems that span many regulatory spheres, or through observations based on sign codes of other desired environments*

Future Work

Following completion of the steps above, further work in a new implementation contract would include:

GATEWAY SIGN DESIGN AND DEVELOPMENT

Once the Wayfinding Plan is completed, the first implementation project for the plan would be iconic gateway signs to Tillamook County. Waiting until a plan is in place will ensure that the gateway signs set the look, style and feel for the overall wayfinding system to be implemented over the next three – five years.

Proposed locations to include:

- North Tillamook County: Hwy 101 Neahkanie Mountain Wayside/Overlook — north of Manzanita
- South Tillamook County: Hwy 101 Wayside/Overlook — Neskowin
- Highway 6, east of Tillamook (specific location to be determined)
- Highway 22 (specific location to be determined)
- Highway 18 (specific location to be determined)

SUPPORT IMPLEMENTATION OF WAYFINDING PLAN – CITY OF TILLAMOOK

Work with the City of Tillamook and the Chamber of Commerce to implement their wayfinding plan for the Hwy 101/Hwy 6 Interchange Project in downtown Tillamook

SUPPORT OREGON COAST SCENIC RAILWAY

Work with the Railway to support the redevelopment of their ticket/depot station (Garibaldi) and potential development of interpretive signage

DEVELOP PILOT PROGRAM – CITY AND PORT OF GARIBALDI (2018)

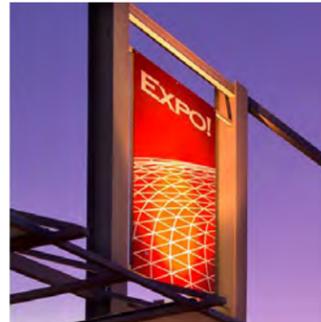
Work with the City and Port of Garibaldi to determine their needs for wayfinding with their upcoming (2018) Main Street project.

Appendix

Sign Graphics: Three Common Fabrication Options

Vinyl

Polyvinylchloride (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 delaminate, 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.

Porcelain Enamel

This traditional type of metal sign utilizes porcelain enamel paints topped by a ceramic slip to create a durable, glass-like surface that's mostly impervious to environmental conditions. Porcelain can be wiped clean and is highly weather and UV resistant. Subway stations, bus terminals, tunnels and bridges have adopted this type of signage for that very reason. Unlimited color and photo-techniques are possible. The process is most vulnerable to impact damage and is considerably higher in cost to HPL and vinyl. Generally guaranteed for 10 years, a enamel sign can often have a longevity of 20-30 years.

Appendix

General Recommended Sign Specifications Materials Palette

Posts

Gateways: pressure treated wood, UV inhibitor or painted

Directionals: pressure treated wood, UV inhibitor or painted

Pedestrian Wayfinding: aluminum, powder coated

Kiosks: aluminum, powder coated

Bases

Gateways: local rough stone, bases should be engineered

Pedestrian Wayfinding: custom, cast aluminum post sleeves (break-away posts), powder coated

Kiosks: custom, cast aluminum post sleeves (break-away posts), powder coated

Sign Faces

Gateway Monumental: tongue and groove slotted wood face, painted with shallow-routed and paint-filled graphics

Gateway: High pressure laminate panels with routed slotted-groove

Waysides: High pressure laminate panels

Pedestrian Wayfinding: aluminum panels, powder coated, with laser cut vinyl graphics

Directional & markers: aluminum panels, powder coated, with laser cut vinyl graphics

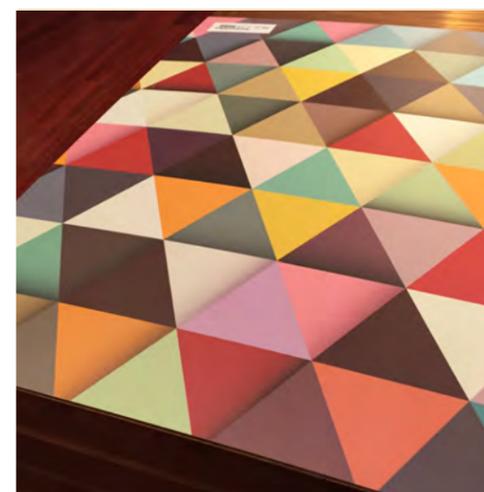
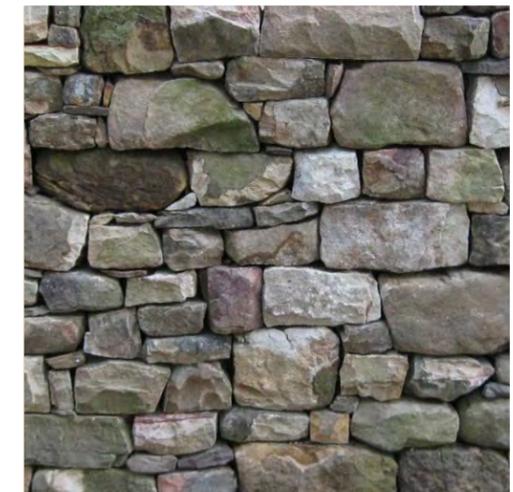
Kiosks: various. Aluminum panels, powder coated, with vinyl graphics. Display cases. High pressure laminate panels

Hardware

Joints: Steel brackets, hardware and ties. Welded joints, galvanized finish.

Top end-caps: Brass

Finials: Aluminum



Photos: left to right, starting at upper left:

- powder coated aluminum panels
- cast aluminum post covers
- pressure treated wood
- steel brackets, hardware and ties
- stone bases
- high pressure laminate panels
- vinyl graphics

Appendix

Inventory: 2016 North to South

The inventory was developed over two different site visits and was made available for review by interested residents and community meeting attendees.

NOTE: Mileposts on the inventory shaded in light green indicate locations for recommended sign types and/or actions.

Hwy 101								
Map #	Est. Milepost	Location	Item	Ownership	Challenge	Opportunity	Recommendations/Notes	Recommended Sign Type
1	~37.2	Hwy 101 – North County Line	ODOT County Boundary Line Sign	ODOT	Difficult to see when traveling		Replace county logo with Tillamook Coast brand	County Hwy Standard
2	~42.5	Hwy 101 – Neahkanie Mtn. Overlook Wayside	Pullout area at Neahkanie Mountain Overlook Wayside	ODOT	Interpretive signage outdated – listing services – is it helpful?	Existing pullout with parking	Install gateway sign here? “Welcome to the Tillamook Coast” Replace interpretive signs or repaint frames/maintenance	County / ODOT Wayside
3	~42.5	Hwy 101 – Pullout past Neahkanie Mtn. Overlook	Interpretive signs	ODOT	Very limited parking	New interpretive signs (5) in excellent condition		
4	~43	Hwy 101 – Manzanita	Gateway sign – two-sided wooden sign	City of Manzanita	Difficult to see	Larger sign	Replace gateway signs in future	Village Gateway
5		Manzanita	Visitor Center – Laneda Avenue	City of Manzanita			Determine village wayfinding needs	Kiosk Pedestrian Wayfinding (possibly)
6	~44.7/45	Hwy 101 – Nehalem	Gateway signs – north and south of town	City of Nehalem	Nice looking signs without space for Tillamook Coast brand	Good condition – oval-shaped sign	No need for replacement at this time	
7	~46	Hwy 101 – Nehalem River	Nehalem River Boat Launch Ramp and Parking Lot	Tillamook County Parkss	Signs scattered over entire site	Large parking area – heavy public use Consolidate signage into 1-2 kiosks	Offer replacement kiosk with Tillamook Coast brand	Kiosk Water Trail/Recreation Marker
8	~47	Hwy 101 – Wheeler – North	Gateway Signs	City of Wheeler	3 different gateway signs	Provide clarity for visitors	Focus on using 1 sign that matches gateway sign south of village	Village Gateway

Map #	Est. Milepost	Location	Item	Ownership	Challenge	Opportunity	Recommendations/Notes	Recommended Sign Type
9	~47	Hwy 101 – Wheeler – Townsite East	Bulletin board + kiosk	City of Wheeler?	Difficult to locate and maintenance issues	Pedestrian accessible – maintained	Review materials, scale, changeability and T.C. branding	Kiosk
10	~47	Hwy 101 – Wheeler – Townsite West	Boat Launch Ramp and Parking	ODFW				Kiosk Water / Recreation Trail Marker
11	~47	Hwy 101 – Wheeler – Townsite West	Tillamook Coast RR Station – Existing map and interpretive sign (Ford Foundation)	City of Wheeler	Handmade sign text detracts from the sign	Existing sign shows locations and map of immediate area Tillamook Coast Historical Railway Station	Review possibility of adding sign top panel to existing sign with Tillamook Coast brand Review village wayfinding needs	Kiosk Pedestrian Wayfinding (possibly) Water / Recreation Trail Marker
12	~48	Hwy 101 – Wheeler – South	Gateway Sign	City of Wheeler		Good condition		
13	~50	Hwy 101 – Rockaway Beach	Gateway Sign – north & south (3 gateway signs south of town going north)	City of Rockaway	Not branded with Tillamook Coast Brand	New wooden one, older one in Crescent Lake (?), ODOT version	Reduce duplication and decide on one standard sign both north and south	
14	~50	Hwy 101 – Rockaway Beach – Westside	Chamber Visitor Center – Train Car	Rockaway Chamber of Commerce	Open only when staffed; no existing directionals or map	Large parking lot adjacent to VC; existing rest area; Tillamook Coast Historical Railway Station	Consider shifting train car north to create view of the beach; consider positioning it perpendicular to Hwy 101 for greater exposure	Kiosk
15	~55	Hwy 101 North of Garibaldi	Captain Robert Gray historical marker	ODOT		Review other historical interpretation elsewhere		
16	~55	Hwy 101 – Garibaldi – North	Gateway Sign	City of Garibaldi	No space for Tillamook Coast brand	Good condition – lighted Located at existing highway rest stop and view pullout ODOT Historical Marker – wood routed sign	Consider addition of informational kiosk with maps branded with Tillamook Coast	Kiosk
17	~55	Hwy 101 – Garibaldi – Port – Westside	Port of Garibaldi	Port of Garibaldi	Existing sign does not entice visitors to access the port area	Port of Garibaldi plans to replace their gateway sign in the future	Support redesign and replacement of gateway sign with addition of Tillamook Coast brand Work w/ port to develop consolidated informational kiosks with maps and directionals Add additional service icons to ODOT/OTE sign	Village (Port) Gateway Kiosk Pedestrian Wayfinding Water / Recreation Trail Marker

Map #	Est. Milepost	Location	Item	Ownership	Challenge	Opportunity	Recommendations/Notes	Recommended Sign Type
18	TBD	Hwy 101 – westside	Wayside Interpretive Location Identification	Tillamook Coast Scenic Railway	Ticket and railway boarding are not clear to the visitor	The railway shows an interest in redeveloping this area with the possible addition of better site identification and interpretive signs telling the story of the railway	Support the effort of the railway to ensure compatibility of planned wayfinding elements in the county	Interpretive
19	~56	Hwy 101 - Garibaldi - South	Gateway Sign	City of Garibaldi	No space for Tillamook Coast brand	Good condition – lighted	Offer to share costs when replacement is needed	
20	~59, 60	Hwy 101 – Bay City	Gateway sign – north & south of town	City of Bay City	Small	North needs cleaning		Village Gateway
21	~63.9	Hwy 101 – City of Tillamook North Entrance	Tillamook County Chamber of Commerce Visitor Center	TC Chamber of Commerce	Visitor Center not branded	Existing service and structure in high use area – staffed regularly	Add Tillamook Coast brand Install exterior map and directionals outside for 24/7 access Building to be torn down – new location to be determined	Kiosk
22	~68	Hwy 101 – Old Fort Tillamook Area	Turn Directionals	ODOT	Visitor does not realize extent of attractions	Tillamook Air Museum Johnson Near Space Center Meeting Areas	Improve signage and directionals – meet with ODOT officials to consider options	
23	~66.5	Hwy 101 – OTE Rest Stop	OTE-operated Rest Stop	ODOT- OTE	Needs better approach signage	Existing visitor use area Operated by OTE	Install informational kiosk with map and directionals branded with Tillamook Coast	Kiosk
24	~66	Hwy 101 – North bound	City of Tillamook Gateway Sign	City of Tillamook	Difficult to see			Village Gateway
25	~85	Hwy 101 – Hebo	Gateway sign – north & south of town					Village Gateway
26	~87	Hwy 101 – Cloverdale	Wayside Proposed – State Land along River	OPRD			Offer map and directionals with Tillamook Coast brand	Kiosk
27	~92	Hwy 101 – Nestucca Bay NWR	Viewpoint, Trailhead and Interpretive Overlooks	USFWS		Existing Visitor Use Area Viewpoints Restrooms	Offer map and directionals with Tillamook Coast brand	Kiosk

Map #	Est. Milepost	Location	Item	Ownership	Challenge	Opportunity	Recommendations/Notes	Recommended Sign Type
28	~94	Hwy 101 – ODOT Wayside	ODOT Wayside	ODOT	Signage showing wear and aging	Existing Visitor Use Area Interpretive Information Signs – duplicates of Neahkanie Mountain Wayside	Install gateway sign here “Welcome to the Tillamook Coast” Replace interpretive signs or repaint frames/maintenance	County / ODOT Wayside
29	~98	Hwy 101 – Neskowin Beach SRA						
30	~103	Hwy 101 – County Line Sign	ODOT County Line Sign	ODOT	Difficult to see when traveling (located on north side of road – backside of Lincoln County Line Sign)		Replace county logo with Tillamook Coast brand	County Hwy Standard
Hwy 53								
Map #	Est. Milepost	Location	Item	Ownership	Challenge	Opportunity	Recommendations/Notes	Recommended Sign Type
31	~18.5	Hwy 53 – East and west of Mohler	Entrance to Tillamook Coast	ODOT	Lack of local identification	Alert visitors to their approach to the Tillamook Coast	Install a Welcome to the Tillamook Coast – east and west of Mohler	County Gateway
Hwy 6								
Map #	Est. Milepost	Location	Item	Ownership	Challenge	Opportunity	Recommendations/Notes	Recommended Sign Type
32	~1.99	Hwy 6 – East of City of Tillamook	Northern Roadside – Welcome to Tillamook Sign				Gateway sign as Hwy 6 levels out in initial arrival to City of Tillamook	Village Gateway
33	~20	Hwy 6 – West/south of Tillamook Forest Center	Lack of location signage	ODOT	Visitors do not realize the overall location and their destination	Prepare visitors for approach to the Tillamook Coast	Install a Welcome to Tillamook Coast sign – west/south of Tillamook Forest Center on Hwy 6	County Gateway / Monumental
Three Capes Loop								
Map #	Est. Milepost	Location	Item	Ownership	Challenge	Opportunity	Recommendations/Notes	Recommended Sign Type
34	~1.8	Intersection – Bay Ocean Rd. & Hwy 131	Directionals confusing	TC DPW-R	Outdoor recreation areas not noted	Attract visitors to Tillamook Bay	Improve directionals	
35	~3.2	Bay Ocean Rd.	Kayak Hand Carry Launch?		Launch area not marked	Existing public use area	Consider addition of kiosk with map and directionals branded with Tillamook Coast	Water / Recreation Trail Marker

Map #	Est. Milepost	Location	Item	Ownership	Challenge	Opportunity	Recommendations/Notes	Recommended Sign Type
36	~7.3	Intersection – Bay Ocean Rd. & (Cape Meares Lake Rd.)	Intersection	TC DPW-R	No directional to recreation sites	Access to Cape Meares Lake	Mark intersection with recreational opportunity logos	Water / Recreation Trail Marker
37		(Cape Meares Lake Rd.)	Parking Area	TC DPW-R	Confusing signage at parking area – OPRD + County	Access to Cape Meares Lake	Consolidate signage in parking area with map and directionals branded with Tillamook Coast	Kiosk
38		(Cape Meares Lake Rd.)	County Boat Launch Ramp	TC DPW-R		Existing public use	Consolidate signage in parking area with map and directionals branded with Tillamook Coast	Kiosk Water / Recreation Trail Marker
39		Bay Ocean Rd.	Bay Ocean Historical Sign	TC DPW-R	Sign deteriorating	Community affinity to historical sign	Stabilize and restore sign – note on any future revisions of maps	
40		Intersection – Bay Ocean Rd. & Bay Ocean Dike Rd. & Cape Meares Loop Rd.	Confusing Intersection	TC DPW-R	Directionals overlap – signage too high (need to stop to understand the signage)		Reconfigure road directionals – improve visibility – all 3-sides of intersection	
41		Intersection – Bay Ocean Rd. & Bay Ocean Dike Rd. & Cape Meares Loop Rd.	Boat/Kayak Launch Ramp	ODFW?	Underwater in high water – no signage	Easy public access	Better define parking; install markers for boat launch area Install low angled water safety, map and directional signage	Water / Recreation Trail Marker Kiosk
42		Hwy 131 – west of Bay Ocean Rd. Intersection	Existing Tillamook County Parks Rest Area	TC Parks and Recreation	Not marked well enough – “Can I stop here?”	ADA accessible Existing structure Restrooms	Needs Highway directionals (Dedicated to Brad Dawson) Birdwatching Site – mark	
43		Happy Camp						
44	~12	Oceanside	Viewpoint	OPRD				
45	~12	Oceanside	State Park Parking Lot	OPRD		Large Parking Lot Restrooms	Offer map and directionals with any future renovation	Kiosk

Map #	Est. Milepost	Location	Item	Ownership	Challenge	Opportunity	Recommendations/Notes	Recommended Sign Type
46		Oceanside					Welcome to Oceanside placed near Hillsdale Road, not at entry point to the town.	Village Gateway
47		Oceanside		TC DPW-R			Warning sign at the entry point that RVs won't fit down the narrow streets	
48		Oceanside		OPRD			"Walk the steps" signs that encourage pedestrians to explore on foot Interpretive signs on the Three Arch Rocks, wildlife viewing and history of the town's settlement	Water / Recreation Trail Marker
49	~9	Cape Meares Loop Road	Radar Beach – OPRD Trailhead	OPRD				
50	TBD	Cape Meares State Scenic Viewpoint and NWR	Road Intersection	USFWS + OPRD		Large Parking Area Existing Visitor Attraction – Heavy Use Area View of ocean Lighthouse		
51	~14	Hwy 131 – Netarts Landing	Netarts Landing – Tillamook County Parks	TC Parks and Recreation?	Worn signage scattered among site – too many signs – visitors ignore	Existing Visitor Use Area Restrooms Boat Launch Area	Consolidate signage using 1-2 kiosks branded with Tillamook Coast brand	Kiosk
52		Whiskey Creek Rd.	Pullouts		Signage showing wear	Existing Interpretive Signs – Student Project		
53	TBD	Whiskey Creek Rd.	Shellfish Preserve – ODFW	ODFW	Signage showing wear	Existing Interpretive Signs – Student Project		
54	~17.5	Whiskey Creek Rd.	Whiskey Creek Fish Hatchery – ODFW	ODFW				
55	~20	Whiskey Creek Rd.	Cape Lookout SP – Campground	OPRD		Existing Visitor Area – Heavy Seasonal Use	Offer Map and directionals with Future Renovation	Kiosk

Map #	Est. Milepost	Location	Item	Ownership	Challenge	Opportunity	Recommendations/Notes	Recommended Sign Type
56	~22	Cape Lookout Rd.	Trailhead	OPRD	Needs improved highway turn-off signage	Existing Trailhead	Offer kiosk, map and directionals with Future Renovation	Kiosk
57		Cape Lookout Rd.	Viewpoint – Netarts Spit/Bay – south of Cape Lookout State Park	OPRD	Narrow road – two pullouts not defined; parking area in poor condition	View Parking Area – Pullout	Improve pullout Define parking Install Kiosk – interpretive + map and directionals with Tillamook Coast Brand	Kiosk
58		Cape Lookout Rd.	Sitka Sage State Park – new OPRD State Park	OPRD			Offer informational kiosk with map and directionals during new construction	Kiosk
59		Sand Lake Rd.	Siuslaw NF Campground – ATV Use Area	USFS	Confusing Entrance Signage to Campground – signs scattered; hard for visitor to focus	Existing Visitor Use Area Campground	Offer Map and Directionals with Tillamook Coast Brand during future renovation	Kiosk
60		Whalen Island	Whalen Island County Park – Clay Myers State Natural Area – OPRD	TC Parks and Recreation + OPRD	Visitor unaware of nearby recreation resources	Birdwatching Area Restrooms Parking Kayak Launch Area	Offer Map and Directionals with Tillamook Coast Brand during Future Renovation	Kiosk
61		Sand Lake Rd.	OPRD – Beltz Plan – new state park natural area	OPRD			Beltzplan.com	
62		Sand Lake Rd.	Tierra del Mar		Visitors unaware of beach area Parking not defined	Natural under-utilized beach area	Consider parking improvements Install branded beach access signage	Water / Recreation Trail Marker
63	~34	Cape Kiwanda Drive	Cape Kiwanda		Confusing signage		Offer Tillamook Coast branded kiosk with map and directionals	Kiosk
64	~34	Cape Kiwanda Drive	Cape Kiwanda State Natural Area – Ocean Access	OPRD + ODOT?	Heavy seasonal visitor use with multiple activities in confined area Parking Lot frequently covered in sand – visitors confused as to where to park Signage is confusing	Existing Visitor Use Area	Cape Kiwanda Master Plan Encourage signage to be consolidated	

Map #	Est. Milepost	Location	Item	Ownership	Challenge	Opportunity	Recommendations/Notes	Recommended Sign Type
65	~34		ODFW Wildlife Viewing Area	ODOT - ODFW		Vegetation hides wildlife viewing platform		
66	~34.2	Pacific City	Ocean Access – Existing map and interpretive sign (Ford Foundation)	TC DPW-R	Parking not defined	Existing Visitor Use Area	Add sign top panel to existing sign with Tillamook Coast brand	
67	~35.3	Pacific City	Bob Straub State Park	OPRD		Existing Visitor Use Area	Offer Kiosk with map and directionals with Tillamook Coast brand	Kiosk
68	~36	Pacific City	Visitor Center	PC Chamber of Commerce		Existing location and service	Offer Kiosk with map and directionals with Tillamook Coast brand New location – February 1, 2017	Kiosk
Hwy 22								
Map #	Est. Milepost	Location	Item	Ownership	Challenge	Opportunity	Recommendations/Notes	Recommended Sign Type
69	~10	Hwy 22 east of intersection with Hwy 130	Entrance to Tillamook Coast	ODOT		Alert visitors to Tillamook Coast	Install a Welcome to Tillamook Coast sign	County Gateway

Wayfinding Inventory Map

X = locations for recommended sign types and actions



X = no action needed on existing signage



Appendix

General Resources

WAYSHOWING FOR BYWAYS

Although originally developed for National Scenic Byways, this manual is a good example of how wayfinding standards can be applied across large landscapes.

http://www.fs.usda.gov/Internet/FSE_DOCUMENTS/stelprdb5310034.pdf

Sign Regulations, Policies and Codes

The Wayfinding Program (in regards to signage) will be guided by policies and regulations within the Americans with Disability Act

https://www.ada.gov/regs2010/2010ADASTandards/2010ADASTandards_prt.pdf

The Wayfinding Program will also be need to comply with and address regulations and polices of the following government agencies.

FEDERAL HIGHWAY ADMINISTRATION

MUTCD is the Manual on Uniform Traffic Control Devices, or MUTCD “defines the standards used by road managers nationwide to install and maintain traffic control devices on all public streets, highways, bikeways, and private roads open to public travel.”

The MUTCD is published by the Federal Highway Administration (FHWA), a division of the US Department of Transportation.

Website: <http://mutcd.fhwa.dot.gov/>

What Is MUTCD?

The MUTCD contains all national design, application, and placement, standards, guidance, options, and support provisions for traffic control devices. The purpose is to provide uniformity for signs, signals, and pavement markings, to promote highway safety and efficiency on the Nation’s streets and highways. The FHWA recommends it as “the national standard for all traffic control devices installed on any street, highway, or bicycle trail open to public travel.”

Who Uses MUTCD?

- Primary users are State and local transportation planners and traffic engineers who design our roads and locate the traffic control devices that help drivers navigate them safely.
- Secondary users are owners of private roads open to public travel, such as those in shopping centers, theme parks, airports, sports arenas, etc

FHWA issues a new edition of the MUTCD approximately every 5 years. The most recent edition is 2009. Some states issues their own MUTCDs, others do not; still others issue supplements. States can choose to follow the Federal MUTCD or their State version if it exists.

Oregon follows the Federal MUTCD and does have a State supplement:

<http://www.oregon.gov/ODOT/HWY/TRAFFIC-ROADWAY/Pages/MUTCD.aspx>

According to ODOT: “Deviations to the MUTCD are published in the Oregon Supplement to the MUTCD and made for justifiable reasons such as instances where Oregon law deviates from the MUTCD.... The current document supplements the 2009 Edition of the MUTCD. Both the Oregon Supplement and the MUTCD need to be consulted when researching traffic control issues.”

FAQ

This link is helpful if you have specific questions:

<http://mutcd.fhwa.dot.gov/kno-faq.htm>

Standard Highway Signs and Markings

MUTCD also issues a “Standard Highway Signs and Markings” layout document to supplement the manual, including a design tool to calculate the length of any highway sign based on the message. http://mutcd.fhwa.dot.gov/ser-shs_millennium.htm This includes issuing sign file formats as vector-based PDFs and EPS files. 2004 with a 2012 supplement is the most recent edition. A new edition is planned for 2017.

Specifically Chapter 2H — Recreation and Cultural Interest Area Signs — will be applicable to the Wayfinding Program

<http://mutcd.fhwa.dot.gov/htm/2003r1/part2/part2h.htm>

Appendix

Manual on Uniform Traffic Control Devices (MUTCD)

<http://mutcd.fhwa.dot.gov>

Identifiable Geographic Entity (follows below)
<http://mutcd.fhwa.dot.gov/htm/2009/part2/part2d.htm>

SECTION 2D.50 Community Wayfinding Signs

MUTCD 2D.50.08: If used, a community wayfinding guide sign system should be established on a local municipal or equivalent jurisdictional level or for an urbanized area of adjoining municipalities or equivalent that form an identifiable geographic entity that is conducive to a cohesive and continuous system of signs.

Community wayfinding guide signs should not be used on a regional or statewide basis where infrequent or sparse placement does not contribute to a continuous or coordinated system of signing that is readily identifiable as such to the road user. In such cases, Destination or other guide signs detailed in this Chapter should be used to direct road users to an identifiable area in which the type of eligible destination described in Paragraph 1 is located.

Oregon Department of Transportation

Sign Policy Information
https://www.oregon.gov/ODOT/HWY/TRAFFIC-ROADWAY/pages/sign_policy.aspx#Entire_Policy

Specifically — Chapter 5: Guide Signs — will be applicable to the program
https://www.oregon.gov/ODOT/HWY/TRAFFIC-ROADWAY/docs/pdf/english_chapter_5.pdf

Tillamook County Sign Ordinance

General Sign Program
<http://www.co.tillamook.or.us/gov/pw/Signs.htm>

Specific Ordinance (follows below)
<http://www.co.tillamook.or.us/gov/ComDev/documents/luo/05272015LUO/Final%20Article%204.pdf>

SECTION 4.020: SIGNS

(1) PURPOSE: The purpose of these supplemental regulations governing signs is to promote scenic values; to prevent unsafe driver distraction; to provide orientation and directions to visitors; to facilitate emergency response; and in general to provide for the placement of necessary SIGNS in appropriate areas. These provisions shall not be constructed to preclude the placement of street address SIGNS in locations that can be readily seen by operators of emergency vehicles, provided that such placement does not impair efforts to maintain roads, drainage ways, or brush-free road right-of-ways. No SIGN shall be constructed within a required yard that will impair the use of an existing solar energy system on adjoining property.

(2) No SIGN shall be placed in or extend over a required non-street side yard or street right-of-way, or within 10 feet of the front property line in a required front yard.

(3) Any lighting for SIGN purposes shall be directed away from any adjacent residential use.

(4) No flashing or moving SIGNS shall be located within 100 feet of a traffic control signal. No SIGN lighting shall present a traffic hazard

(5) In the F-1, SFW-20, SFW-10, RR, CSFR, CR-1, CR-2, CR-3, RMH, NT-RMD, RC, CC, and those unincorporated communities with adopted boundaries RM and WDD zones, SIGNS, other than off-site advertising SIGNS, shall be limited to the following kinds, which may be directed towards each facing street or located at needed points of vehicular access where such access points are over 200 feet apart:

- (a) A name plate or SIGN not exceeding two square feet for each dwelling.
 - (b) A temporary SIGN not exceeding eight square feet pertaining either to the lease, rental, or sale of the property upon which the SIGN is located, or to a construction project.
 - (c) A SIGN not exceeding 64 square feet advertising a subdivision.
 - (d) A SIGN not exceeding 150 square feet, identifying a multi-family dwelling or motel in the CR-3 zone and those zones with adopted unincorporated community boundaries.
 - (e) A SIGN not exceeding 50 square feet identifying a non-residential use such as the sale of farm produce, a golf course, or a church.
 - (f) A SIGN not exceeding 24 square feet identifying a cottage industry.
 - (g) A SIGN not exceeding 50 square feet identifying a rural or light industry in the SFW-10 zone.
 - (h) A SIGN not exceeding 24 square feet directing traffic to places of interest to the public, such as tourist accommodations and recreation sites, which would otherwise be difficult to find. Such SIGNS shall be located within 600 feet of the intersecting roadway which provides access from the highway to the place of interest.
 - (i) SIGNS not exceeding a total area of 200 square feet for each commercial establishment in a RC, CC, commercial zones within unincorporated community boundaries where permitted, or WDD zone.
 - (j) A SIGN identifying a home occupation up to 12 square feet in size.
 - (k) A SIGN or SIGNS not exceeding a total of 200 square feet identifying a mobile home park, recreational campground, primitive campground, commercial farm or community identification.
 - (l) A SIGN not exceeding 16 square feet for a bed & breakfast enterprise. SIGNS for bed & breakfast enterprises, which are greater than 16 square feet but less than 24 square feet may be approved according to the provisions of Article VI.
- (6) In the F zone, the following SIGNS are permitted:
 - (a) SIGNS pertaining solely to uses permitted and conducted within the F (FOREST) zone. (b) Road identification SIGNS.
 - (c) Intermittent flashing lights are only permitted where necessary to provide warning for a traffic hazard.
 - (d) SIGNS allowed in a FOREST zone shall not be located in, or extend over, a public right-of-way except for road identification SIGNS and highway regulatory SIGNS.
 - (7) In the EC-1, EC-2 and ED zones, the following SIGNS are permitted:
 - (a) SIGNS pertaining solely to uses permitted and conducted in the zone in which the SIGNS are located.
 - (b) Placement of SIGNS shall not involve any regulated activities.
 - (c) A temporary SIGN not exceeding eight square feet in area pertaining either to the lease, rental or sale of the property or to a construction project.
 - (d) A SIGN exceeding 100 square feet for each recreational use in the EC-1 zone.
 - (e) A SIGN not exceeding 200 square feet for each recreational, commercial or industrial use in the EC-2 or ED zones.
 - (8) SIGNS larger than those permitted by this Section may be allowed only after consideration according to the provisions of Article VI.