



Tillamook Coast Wayfinding: *In Brief*



Hello Tillamook County Business Owners and Residents

I am excited and proud to share with you the Visit Tillamook Coast Wayfinding 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 Tillamook Coast Tourism Program!

Nan Devlin
Tourism Director
Visit Tillamook Coast



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Visitor Experience

An exciting and memorable visitor experience on the Tillamook Coast depends on travelers easily finding their way around unfamiliar areas, locating the attractions they traveled here to see, and potentially discovering new adventures along the way. 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.



THE EXPERIENCE ECONOMY

Steps to Designing Memorable Experiences

- Theme the experience
- Harmonize positive cues
- Eliminate negative cues
- Mix in memorabilia
- Engage all five senses

Making a Visit Memorable

In 2014 Tillamook County published the Tillamook County Tourism Asset Mapping Report which outlined various assets that Tillamook County could develop into a program of tourism promotion and marketing. The following key opportunities for improvement were highlighted:

- ➔ Introduce consistent branded Gateway signs to welcome visitors at the entrances to each community and Coast Welcome signs at highway county entrances
- ➔ Install beach access signs where needed
- ➔ Use signage and interpretation panels including wildlife, history, culture and eco-tourism, to enhance visitor experiences at key locations
- ➔ Seek solutions to address crowded areas adjacent to sites that are less crowded
- ➔ Promote natural sites known by local residents but not visitors, through wayfinding
- ➔ Address lack of consistent highway signs for key turns
- ➔ Address lack of or confusing directional signs to natural areas with exceptional views
- ➔ Review consistency between various signs managed by multiple agencies and regulatory groups
- ➔ Address uneven distribution of tourism in the county due to confusing or nonexistent signs

In December 2015, the team of Lennox Insites and Partners in Design were contracted to assess and inventory the wayfinding needs of Tillamook County, as a first step to addressing a number of these concerns.



The Case for Good Wayfinding

What is wayfinding? Beyond the need for basic navigation, wayfinding systems serve an important role in defining a sense of place. It is not enough to simply know “You are Here,” or how to get from point “A” to point “B.” Rather, it’s essential to engage your visitor and build an environment that illuminates “here,” and promotes the incredible experience of the journey.

Wayfinding is more than signs. Today there are a variety of tools that can enhance the visitor experience. These can include audio and visual communications, banners, maps, brochures, kiosks, bulletin boards, visitor centers, trail markers and technology. They bring awareness of different points of interest, retail districts, historical areas and landmarks that visitors may not know about and that may not be included in other navigation technologies. Helping to tell the story of the villages and the coast, these added benefits of wayfinding

not only enhance the spirit of a specific place but in a very tangible way help to create a cohesive brand—all while sustaining economic vitality and viability.

With a quality-designed wayfinding system, the Tillamook Coast will greatly enhance a traveler’s experience on many levels. Wayfinding also provides benefits to residents—improving the ability of businesses and residents to provide good customer service to visitors and increasing local sense of pride.



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	CHALLENGES
<p>Improves wayfinding and access</p> <p>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.</p> <p>Enhances the visitor experience</p> <p>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.</p> <p>Builds relationships between the tourism program and the county's cities and villages to improve the long-term visitor experience</p> <p>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.</p>	<p>Coordination with multiple jurisdictions</p> <p>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.</p> <p>Aligning different priorities of area public transportation agencies</p> <p>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.</p> <p>Need for coordination with existing standards, logos and looks</p> <p>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.</p>

Wayfinding Design Toolbox

Tourism and visitor services are both guiding objectives for wayfinding on the Tillamook Coast. With this in mind, the Wayfinding Master Plan offers insights and solutions and brings together methods specifically focused on branding and economic goals.

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.

COUNTY GATEWAY



VILLAGE GATEWAY



KIOSK



PEDESTRIAN WAYFINDING



RECREATION MARKER



INTERPRETIVES



Creating a unique design toolbox of style, color, image, legibility and access is essential. The Tillamook Coast has unique strengths as well as some challenges. This toolbox highlights the strengths, such as the quaint towns and natural adventures, and attempts to mitigate challenges, such as stormy weather. A shortlist of goals and problem-solving follows:

Make a visitor's trip easy and memorable and portray Tillamook County as a unique Oregon Coast destination.

Develop distinctive sign standards and graphics, supported by substantial equity among villages. Include the Visit Tillamook Coast (VTC) brand and incorporate historical references and village individuality when possible.

Take design cues from construction materials frequently used in the area: unfinished timbers, exposed hardware and nautical vernacular. Footings and bases of local stones whenever possible.

Create unified plan of visitor services: maps, kiosks, pedestrian wayfinding standards, identification markers and gateways.

Balance sign costs vs. longevity, as well as location selections as critical factors for discussion with village and county planners.

Always assess the potential for signage to support and provide marketing and tourism perks.

Build in program flexibility, an important component in a regional wayfinding program with this many shareholders. While construction methods and materials are standardized, variation is built into the plan and many dimensions can be shifted without affecting the overall design.

The coast landscape changes quickly and dramatically. Keep in mind the variables that exist in installation—on rock, in sand, in water—as well as seasonal and vandalism considerations.

Create a family of sign types that address the various visitor wayfinding experiences. Regulatory or other government agency directional signage is best coordinated with each responsible agency, where Visit Tillamook Coast (VTC) will be advocated.

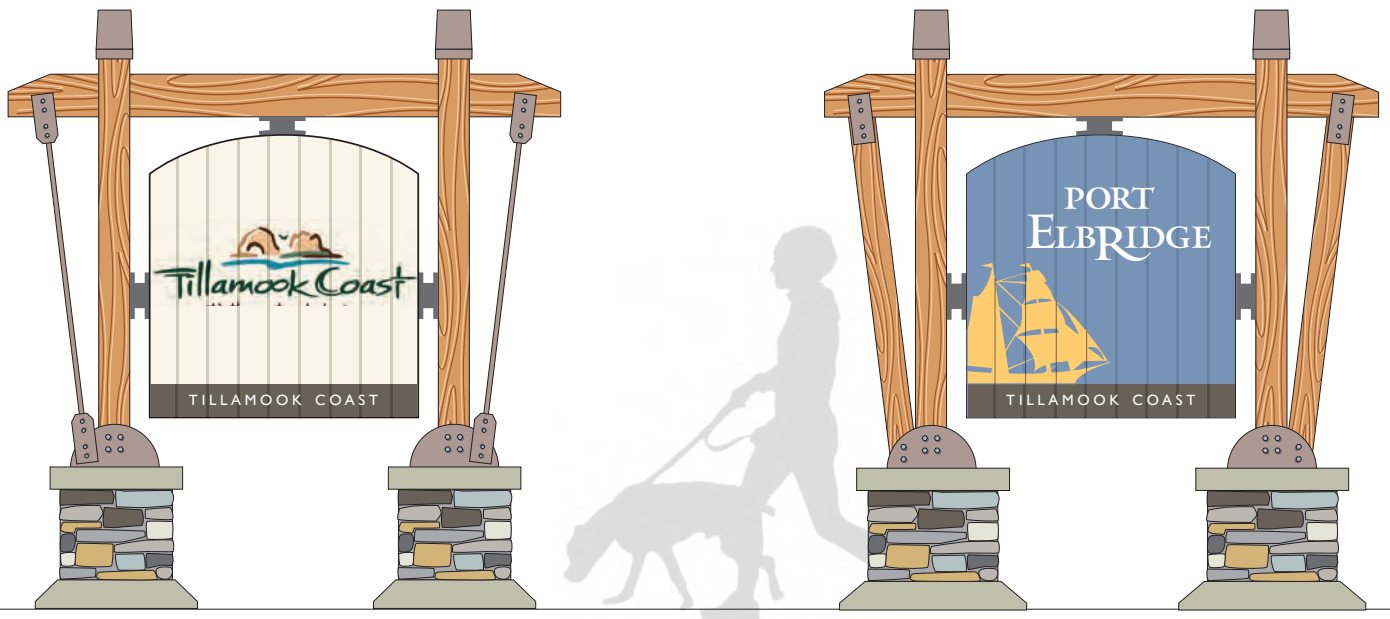
Sign Schematics

Designs of the Tillamook Coast family of signs. Each has its own visitor service goal, but all are united in a single design standard. Since the City of Tillamook program is currently underway, some drawings from that project have been used, as well as pseudonym village names of Port Elbridge and Trasktown.



County and Village Gateway Monumental

Substantial unfinished timber and rough stone bases. Design elements include exposed galvanized steel craftsman hardware and end-caps.



County and Village Gateway / double post

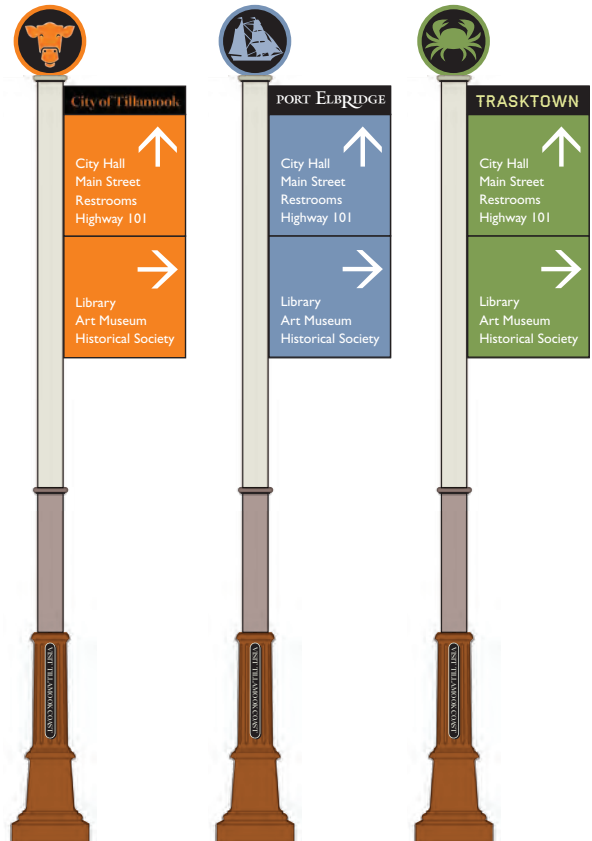
Materials with considerable longevity and techniques that reduce vandalism are utilized, with special consideration given to weather resistance.



Pedestrian Wayfinding /Downtown

Pedestrian directional signage enlivens the visitor experience and makes businesses and destinations more accessible and fun to find, in addition to adding visual appeal to streetscapes.

Sign panels can be updated individually. Vinyl graphics on metal panels are cost-effective.



An example of three villages (pseudonym names of Port Elbridge and Trasktown have been used, along with the City of Tillamook). Each village system utilizes a distinct village color and a unique sculpted finial on top.

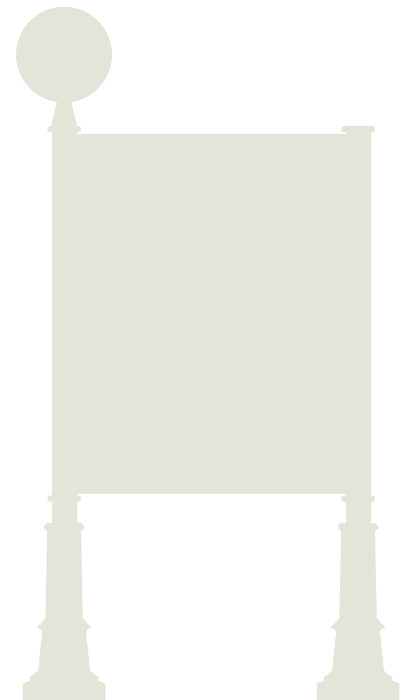
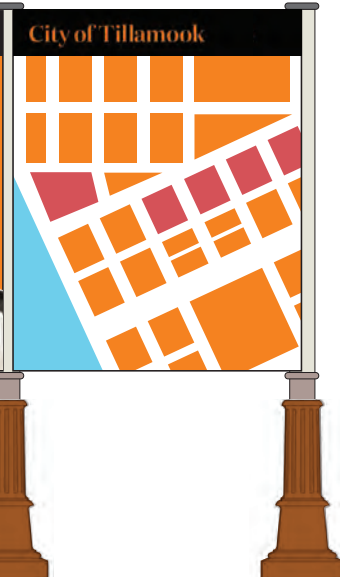


Seasonal poster



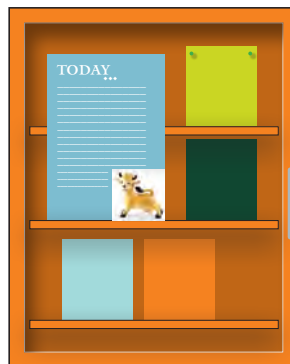
WELCOME TO THE TILLAMOOK COAST

City of Tillamook



Single unit

display case



Kiosks / Map & Visitor Services

Kiosks in the Wayfinding Plan are visitor information hubs for downtown or village centers, the most welcoming of hosts. Kiosks are flexible and expandable and can be programmed in many ways—village maps, coast locator maps, services, daily events, history, tours, eco-tourism, etc.

Kiosks are expandable and can be one to six panels, with flexible display cases.



Directional / In-City

Primarily for reduced speed vehicles, in-city hybrid signage directs visitors to downtown and outlying areas. These simple directionals reference the design standards with pressure-treated wood posts and galvanized or painted steel end-caps on top. Up to 3 destinations can be included per sign post.

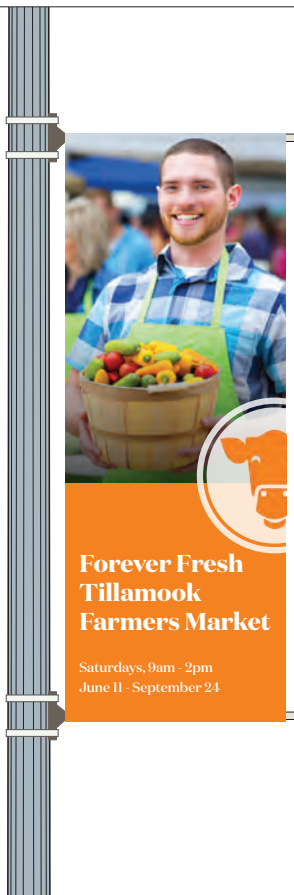
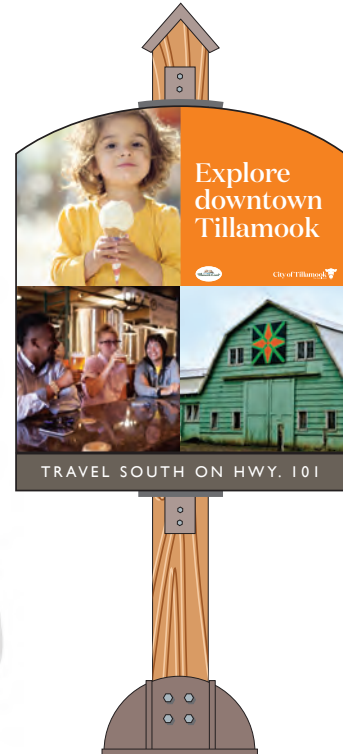
Tillamook Coast Recreation Marker

A coast-wide standard of signs that interface with the vast water trail system. Color, logo and brand reflect the Visit Tillamook Coast master plan. Wood posts, metal sign faces with reflective vinyl graphics.



“Visit” Signage near Village Centers

Visit signage, near or in city or village centers, might include banners to highlight downtown events or seasonal features such as the Farmers Market (below); or celebratory signage that speaks to the regional, cultural, natural and architectural attractions. These wayfinding elements do double-duty by supporting the local merchant economy while also orienting and encouraging spontaneous exploration by visitors.



Parking Wayfinding

Locating parking easily is a high priority and a necessary component to making Tillamook Coast villages more walkable and engaging for visitors to explore.

Design Details

Typography

Typography is a Visit Tillamook Coast brand that utilizes a typography standard as one of its key communication tools. Clarity and consistency are primary factors to the wayfinding program.

The PT Font Family is the font family for the VTC brand. This plan also recommends the introduction of individual village identities, using the elements of typography and color to achieve this.

PT Sans Serif Regular
PT Sans Serif Bold
PT Serif Regular

Manzanita

NEHALEM

WHEELER

ROCKAWAY BEACH

Garibaldi

BAY CITY

Tillamook

Oceanside

Netarts

PACIFIC CITY

Beaver

Cloverdale

HEBO

Neskowin

Wayfinding Symbols

Non-verbal pictograms help reinforce written messages and can be recognized quickly. "Picture reading" is universal and fun.

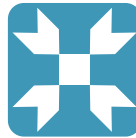
Bringing diverse symbol systems together is a challenge. Often there is great benefit to creating one distinct set of symbols unique to a project.

Shown are a sample of symbol forms to be utilized in the program.

Visitor Services



Recreation



Business Categories



Colors

The Visit Tillamook Coast Brand colors reflect the character of the Tillamook Coast. The Village palette reflects the uniqueness of each community.

Visit Tillamook Coast tourism color palette



Village color palette



General Sign Materials



powder-coated aluminum panels



cast aluminum post covers



pressure treated wood



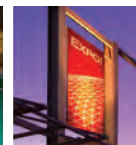
steel brackets, hardware and ties



stone bases



vinyl graphics



high-pressure laminate panels



electronic messaging center

Building Community Support

To be successful, the Tourism Program needs to build community support for the Wayfinding Plan among the different communities and interests in the county. Responsibilities for this process are listed below.



Visit Tillamook Coast responsibilities:

- Overall coordination and management
- Hire a local contractor for coordination as needed
- Ensure branding standards met
- Source of 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 locally proposed projects
- Cost sharing as required or as needed
- Provide in-kind support as required or needed (volunteer hours)

Top Priorities



Defining Parameters

- Develop a policy to define responsibility for meeting wayfinding needs in the county.
- Projects funded by the tourism program should serve tourism needs and focus on major related issues across the county.
- Wayfinding within village boundaries (street signs, traffic signs, etc.) will be directed by the respective village or county jurisdictions, with the encouragement to plan within these guidelines.
- Specific needs outside of the scope of the Wayfinding Program should be negotiated between the tourism program and the interested party to determine responsibility.



Create a Community Sign Manual

Develop a manual (printed and posted on-line) in cooperation with Tillamook County Roads for residents and local jurisdictions to explain the process for obtaining new signage not covered in this program. And when applicable, directing community requests to the proper government agency.



Ensure Cooperation with Agencies

When signage is proposed for public highways, it will be critical to coordinate planning, permitting, 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.

Government 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, the agency will be engaged early in the process and the tourism program will 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.

Next Steps . . . Get Involved!

How do you and your community get involved in the Wayfinding Program?

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

Your participation (at whatever level you are able) will build an effective wayfinding system in the county for residents and visitors.



In Progress!

The City of Tillamook has adopted the design standards of the Wayfinding Master Plan in planning for their new Welcome signs and eventually their downtown pedestrian signage as part of the Interchange Project.

Nehalem has begun (Fall 2017) to implement the Wayfinding Master Plan to meet the needs of visitors and residents for parking and location of services.



The Future

Future and ongoing projects for the Wayfinding Plan include:

COUNTY AND VILLAGE GATEWAY SIGNS

Iconic gateway signs designating county entry points and announcing cities and villages

IN-VILLAGE SIGNAGE, ENHANCING VISITOR EXPERIENCE

Including pedestrian directionals, kiosks, banners, murals etc.

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

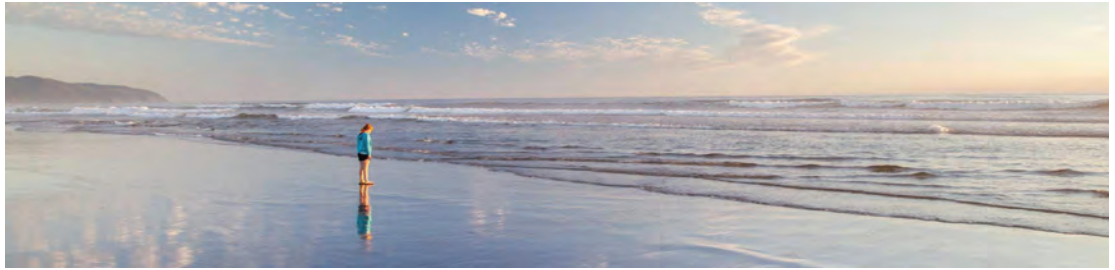
DEVELOP PILOT PROGRAM — CITY AND PORT OF GARIBALDI

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

COORDINATE WAYFINDING WITH PROPOSED SALMONBERRY TRAIL

Work with agencies and community groups as the proposed Salmonberry Trail makes a public connection to the Tillamook Coast.





Acknowledgments

The team of Lennox Insites (lennoxinsites.com) and Partners in Design (pidseattle.com) would like to thank Nan Devlin, Tourism Director, Visit Tillamook Coast, and her staff for support in developing this plan.

We would also like to thank the various communities and their residents that spent time meeting with us during the development of this plan: Garibaldi, Manzanita, Nehalem, Pacific City, Oceanside, Tillamook and Wheeler.

Local government officials also provided assistance: Liane Welch, Tillamook County Department of Public Works; Bryan Pohl, Tillamook County Department of Public Works; and the Economic Development Council of Tillamook Council.

Funding for this Wayfinding Master Plan was provided by the Visit Tillamook Coast Tourism Lodging Tax (TLT) program.

Contact Us

We hope you find **Tillamook County Wayfinding—In Brief** helpful as you assess your community's wayfinding needs. This document is a streamlined version of the original Visit Tillamook Coast Wayfinding Master Plan that was developed in 2016 with a final version released in September 2017.

If you would like an electronic copy of the original master plan, please contact the Tillamook County Tourism Director, Nan Devlin at (503) 842-2672 or email at nan@tillamookcoast.com.