

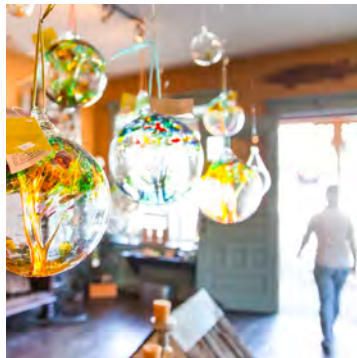
City of Nehalem Wayfinding Plan

21 June 2019



Welcome

Introduction	3	DESIGN SCHEMATICS	18
The Visitor Experience	4	Visitor Kiosks	19
The Case for Good Wayfinding	5	VTC Experience Interpretives:	
Streetscape Clutter	6	North County Recreation	
Methodologies	7	District (NCRD) Plaza	20
		River Front	21
		Nehalem Bay Boat Launch	22
DESIGN TOOLBOX		City Park ID	23
Typography	8	Gateways	24-25
Directional Arrow	9	NCRD ID	26
Color	10	Directionals	27-28
Nehalem's Palette	11	Restroom Directionals	29
Logo / Legibility	12	Public Parking ID	30
Wayfinding Symbols	13	Banners	31
Materials	14		
Technology	15	DIRECTIONAL SIGNAGE	
Wayfinding Locator Map	16	WITHIN ODOT ROW	32-34
Wayfinding Location Schedule	17		
		Acknowledgements	35



Introduction

The City of Nehalem is located in Tillamook County along the Tillamook Coast where Nehalem Bay opens out to the Pacific Ocean. Once a thriving logging community, with the decline of the logging industry the local economy has shrunk. Yet on a beautiful summer day, the river and weather make it an idyllic, not overly programmed destination, while downtown Nehalem offers an enjoyable short stop for visitors. The river and bay are an irresistible draw. People have been fishing and crabbing here since the Tillamook Indians first set foot on the land. The historic pool and recreation district complex represents a community engaged in the arts and serving a varied population, with extensive theater and music venues.

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

With these objectives in mind, the City of Nehalem is partnering with Visit Tillamook Coast, the County Department of Public Works and the Oregon Department of Transportation to improve wayfinding and the visitor experience in Tillamook County. Quality wayfinding on the Tillamook Coast will make for more enjoyable destination trekking,

and enhance the cohesion and economies of local communities by developing tools unique to each community while providing a unified connection to the overall Tillamook Coast visitor experience.

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

The Visitor Experience

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

Certain amenities are often overlooked that are very important to a visitor's perception of the Tillamook Coast. Naturally, this includes restrooms, trash cans and parking, but benches, shade, lighting, play areas for children and signage can contribute to a more enjoyable visit, creating impressions that will be remembered. Most of these amenities can be incorporated into Nehalem and other coast villages without taking away from the heritage aesthetic by designing them to fit in and actually compliment the landscape.

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

The Nehalem wayfinding program represents the intersection of landscape, streetscape and servicescape—a place where all three meet to form a platform of communication and interaction. On a coast visit, nature and landscape are a top priority. With this in mind, more municipal gardens and flower beds in the city would create a superior image. On Nehalem's streetscape, an assessment should evaluate and correct man-made elements (damaged roads, chaotic signage and power lines) that detract from a visitor's perspective. Finally, the servicescape—the physical environment in which visitors and services interact—is highly influenced by wayfinding's key directives of signage scale, materials, placement and color.

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

Follow Me to Nehalem

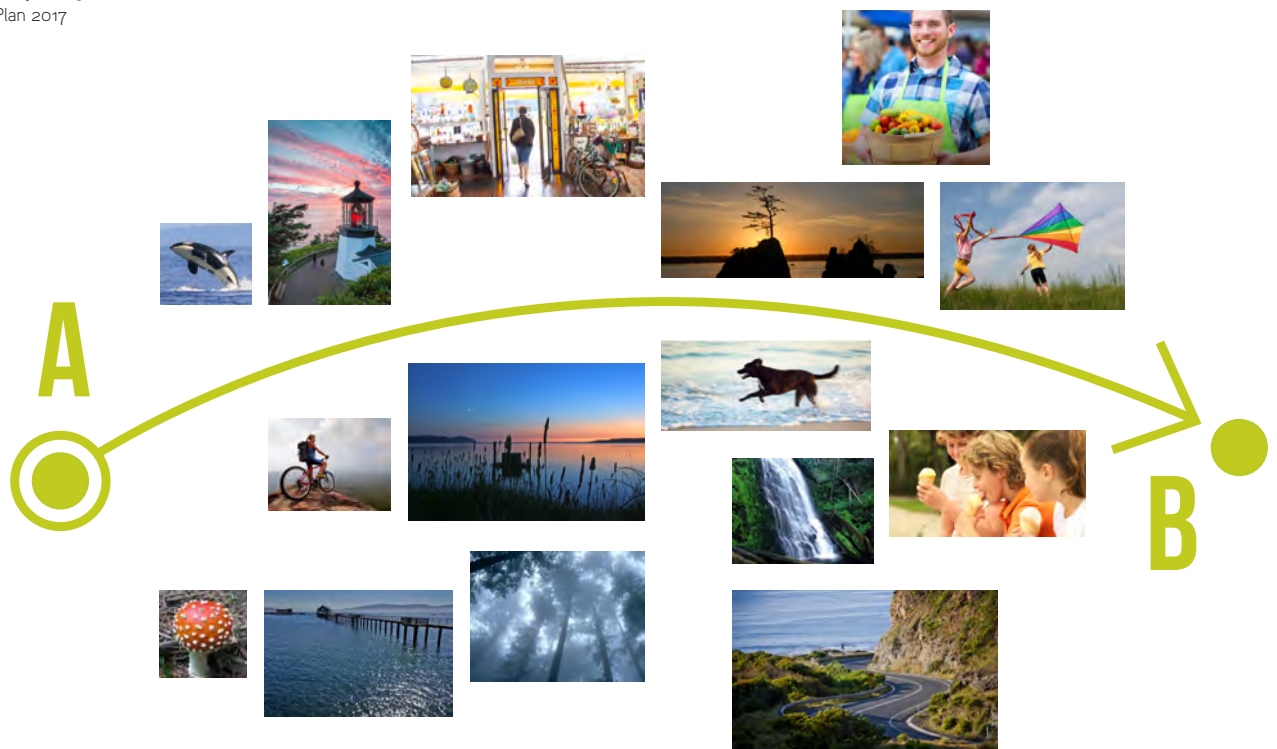
From social media to merchandise, the wayfinding program speaks to the particular visitor that the community seeks. Wayfinding can bring visitors from Portland, or from much afar



Wayfinding—knowing where you are, where you want to go, and how to get there—was one of the primary needs identified when the tourism program was first established in the 2014 Tillamook County Tourism Asset Mapping Report, and one which was given high priority. A clear and attractive wayfinding system is essential to developing a program of tourism promotion and marketing capable of guiding residents and visitors alike throughout our county while also enhancing their understanding and experience of these amazing places.

As Nehalem welcomes more visitors, a well-defined wayfinding system will greatly enhance a visitor'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; increasing local sense of pride in their own community; and a greater sense of security overall.





Visit Tillamook Coast Wayfinding
Master Plan – Final Plan 2017



Streetscape Clutter

A cluttered landscape gives the subconscious impression of an area lacking in pride for it's own inherent natural beauty. Throughout the world, visitors are drawn to quality environments that effectively blend the natural with the man-made. We recommend rigorous attention be directed to reduce streetscape sign clutter. Street clutter is a distraction that at worst, influences the visitor experience visually and economically, and at a minimum offers unclear messages.

The following guidelines should govern the placement of all streetscape elements:

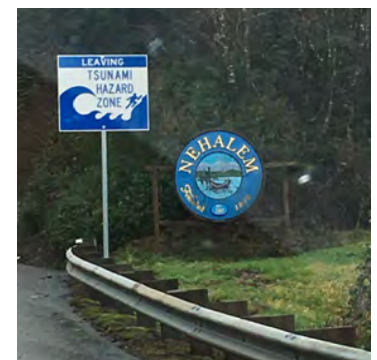
-  **Wisely allocate limited space:** when street space is limited, elements can conflict with one another, limit visibility, and create a sense of clutter. All streetscape elements should be located with consideration for the requirements and constraints of other streetscape elements that may be placed on the street
-  **Accommodate pedestrian needs:** the placement of streetscape elements should allow for the comfortable and efficient flow of pedestrians
-  **Enjoyable:** streetscapes should provide a diversity of amenities and spaces for public enjoyment and include elements of surprise and variety that reflect the spirit of Nehalem
-  **Strive for “wholeness”:** the layout of streetscape elements should emphasize “wholeness”—

top row, left to right:

An example of the collision of safety, regulation, commercial, and visitor attractions messages

Message lost on another sign's reverse

Gateway and safety signs compete for attention.



bottom row, left to right:

Many signs tacked on to a primary sign contributes to confusing visual communication for all messages

With many types of signs on your streetscape when do you lose your quaint village to signage?

Duplication leads to confusion and signage clutter



Methodologies

To ensure the success of the process, a new Wayfinding Plan should be guided by the following principles:

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



Design Toolbox Typography

Typography is a powerful tool in the City of Nehalem Wayfinding Plan. The city's unique character—Nehalem has a long heritage firmly rooted in the resources of the area and its people—can be expressed through the consistent use of a type font design. Clarity and wayfinding standards are also important objectives for legibility and contrast.

The traditional font of Baskerville has been selected by our team to represent the community. This bold face is part of a modern revival of the font and is used in titles, identity and logotypes.

The Nehalem Wayfinding Plan also includes the recommendation for the use of the tertiary font which was selected for the VTC Masterplan—PT Sans Serif Regular, Regular and Serif Regular.

Baskerville, used in large and small caps, creates a unique visual persona for Nehalem, distinctive and memorable. The font is adaptable to many applications in wayfinding, government and merchandising. The enlarged initial cap empowers its message, while its boldness pays tribute to Nehalem's industrial past.

NEHALEM

Semi-bold is used in interpretive components for titling, kiosk and map applications

Baskerville Semi-Bold / upper and lower case

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&

Bold is used for branding and important identifiers such as the city's logo, and should only be used in all caps

Baskerville Bold / all caps

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&

Tertiary font from the VTC marketing masterplan. A modern font used in paragraphs and smaller applications; to complement the Baskerville font

PT Sans Serif Regular / upper and lower case

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890&

Tertiary font from the VTC marketing masterplan. A modern font used in smaller applications; for emphasis with PT Sans Serif Regular

PT Sans Serif Bold / upper and lower case

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890&

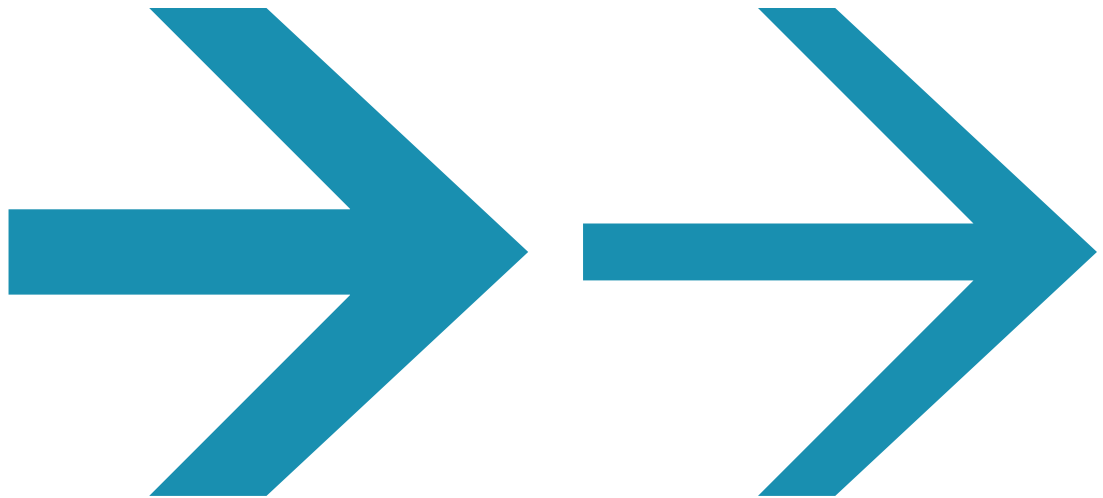
Design Toolbox Directional Arrow

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

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

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

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



Bold Arrow: Directional Signage for Vehicular Traffic

Light-weight Arrow: Pedestrian Wayfinding Signs



Design Toolbox Color

Background: The Visit Tillamook Coast Brand colors reflect the character of the Tillamook Coast. The palette utilizes a palette of high-performance colors selected for promotional and memorable communications. Wayfinding components are also within this scheme, with additional criteria, such as legibility, contrast, regulation and standization.

Nehalem's logo has generally been a blue color... though never consistently the same blue. At this time, we're calling it "Nehalem Bay Blue" and we recommend that a particular blue be selected, shown here (page 11), and adapted in future graphic standards for Nedhalem. The color is distilled from the palette of the VTC logo.

Color References The brand colors for Nehalem are distinctive and chosen to communicate the community's natural essence.

Color Usage in Signage We have tested Nehalem Bay Blue in the field and reviewed its effectiveness regarding color contrast and legibility. The streetscape can be a difficult visual environment (light, speed, distraction, distance) that can further undermine communication. Final color proofs will be evaluated and confirmed during fabrication.

Specified by common color name and CMYK formulas

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

Visit Tillamook Coast
Tourism Branding
Color Palette



Design Toolbox Nehalem's Palette

The color palette created for wayfinding in Nehalem can be extended to branding and a broad range of visual communication. Directly or indirectly, the colors reflect a sense of place, and add insight to Nehalem. The colors are distinctive, connect visitors to the Nehalem environment, and bring unity to design and promotion endeavors, while complementing the VTC color branding.



Design Toolbox Logo

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

The existing Nehalem logo was often redrawn for different applications, resulting in brand inconsistencies. With this in mind, a review and redrawing was undertaken to standardize the logo.

The complexity of the current logo of a moored boat with oars, bay, pier, birds and mountain backdrop was retained but simplified since a wayfinding program needs to have a mark which can communicate quickly and at various scales. The city's name has also been incorporated. A suite of logos have been prepared and standards are published that are available from city managers.



Existing logo (left); redesigned mark (right).

Design Toolbox Legibility

Typography and pictograms are powerful tools, but both need to be implemented properly to attain their full potential. Where do scale and legibility truly matter? The key issue for any wayfinding sign is finding the right dimensions for the unique needs of a particular place. There are many factors to consider when deciding letter height on signage. The rule of thumb in most studies is letterforms should be clearly legible from 30 feet per inch of height. If the typography is used along a road, speed and time are other key factors. Testing scale will allow us to evaluate the effectiveness of wayfinding elements within the environment.

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

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

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

Design Toolbox Wayfinding Symbols

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

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

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



Visitor Services



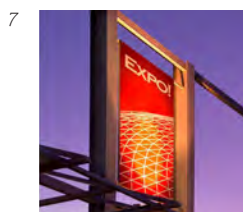
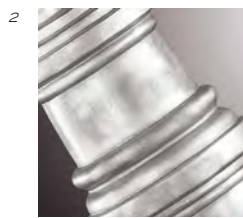
Business Categories



Recreation



Design Toolbox Materials



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

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

Posts

Gateways: Western red / Port Orford Cedar, UV inhibitor

Directionals: pressure treated wood, UV inhibitor

Kiosks: aluminum, powder coated

Bases

Gateways: local river rock, bases should be engineered

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

Sign Faces

Gateways: painted aluminum "boards" mounted to solid background of same color, with "grooves" created by spaces between boards. Additional graphics layer cut from aluminum, flush mounted to minimize vandalism. Alternate to be bid and evaluated: High pressure laminate (HPL) composite panels with routed or assembled groove.

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

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

Hardware

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

Kiosk finials: Cast aluminum with painted highlight

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

1 powder coated aluminum panels

2 cast aluminum post covers

3 pressure treated wood

4 steel brackets, hardware and ties

5 river rock bases

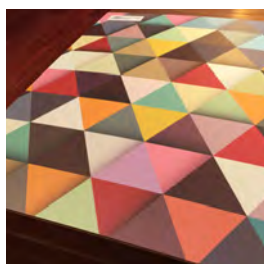
6 vinyl graphics

7 high pressure laminate panels

Design Toolbox Technology

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.



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.





Nehalem Wayfinding Locator Map

Kiosk and Interpretive Signs

- K1** Interpretive: NCRD Plaza
- K2** Visitor Kiosk
- K3** Visitor Kiosk: River Front
- K4** Interpretive: River Front
- K5** Interpretive: River Front
- K6** Interpretive: Nehalem Bay Boat Launch
- K7** City Park: ID and Interpretive

Wayfinding Signs

- W1** Northbound Gateway
- W2** Southbound Gateway
- W3** NCRD ID
- W4** Performing Arts Center Directional
- W5** Performing Arts Center Directional
- W6** Restroom Directional
- W7** City Park Directional
- W8** Pedestrian Restroom Directionals—*various locations*

Parking Lot Sign

- P1** Free Parking
- Enhancement Plantings and lot improvements

Wayfinding Location Schedule

Sign Type and Number	Description	Location	Qty	Notes
K-1	Interpretive	NCRD Plaza	2 pcs.	Graphic panel + Display case County & City building permits
K-2	Visitor Kiosk	7th & H St / NE corner	1	2-sided
K-3	Visitor Kiosk	River Front / 7th at Tohls Ave	1	2-sided
K-4	Interpretive	River Front / pier at end of H St	1	
K-5	Interpretive	River Front / pier at end of Tohls Ave	1	
K-6	Interpretive	Nehalem Bay Boat Launch	1	
K-7	City Park ID & Interpretive	Nehalem City Park	1	2-sided
W-1	Gateway	Hwy 101 – Northbound	0	No changes to existing signage; Not in fabricator's scope of work
W-2	Gateway	Hwy 101 – Southbound, past Underhill Lane	1	ODOT ROW Relocation and refurbing of existing sign Relocation of tsunami sign
W-3	NCRD ID	9th & B St	1	2-sided
W-4	Performing Arts Center Directional	7th & B St	2 pcs.	2 sign faces required per sign
W-5	Performing Arts Center Directional	9th & B St	2 pcs.	2 sign faces required per sign
W-6	Restroom Directional	City Hall / 8th & Tohls Ave	1	
W-7	City Park Directional	13th St & Tohls	1	
W-8	Pedestrian Restroom Directionals	Various locations on 7th and downtown	tbd	Budget per unit and size Metal version and window decal version
P-1	Public Parking ID	7th & H St	1	2-sided graphic, see Addendum, page 30

Design Schematics

Schematic designs show how an integrated family of signs working together: identity, directional, interpretive, and safety. Each sign type has its own visitor service goal, but all are united in a single design standard. The nature of a schematic design is to convey a concept and direction which can be fulfilled and detailed further in the future if the community accepts these design. Figures (people) have been included in these designs to give a sense of scale. A few have been given approximate dimension (to be verified).

This plan includes the following schematics:

VISITOR KIOSKS

VISIT TILLAMOOK COAST EXPERIENCE

NCRD WELCOME PLAZA

RIVER FRONT

BOAT LAUNCH

CITY PARK

GATEWAYS

NORTH COUNTY RECREATION DISTRICT

DIRECTIONALS

BANNERS



7th Street, Nehalem

K2 K3 Visitor Kiosks / 7th & H Street / River Front 7th & Tohls



K-2: 7th & H Street, NE corner

Kiosks in the city of Nehalem are visitor information hubs, the most welcoming of signage hosts. Kiosks are flexible and expandable and can be programmed in many ways—village maps, coast locator maps, services, annual events, history, walking tours, etc.

There are 2 ideal locations for visitor kiosks. The first is at the H and 7th Street intersection, NE corner (K-2). The second location is 7th Street at Tohls Avenue, near the City boat launch and the downtown gazebo (K-3).

Both are easily accessible on foot as well as ideal jumping off points for visitors to park their cars and visit downtown Nehalem. The kiosks are 2-sided, waterproof and vandal resistant. Map includes the simple route to the public restroom.

The top is enhanced with a city medallion.



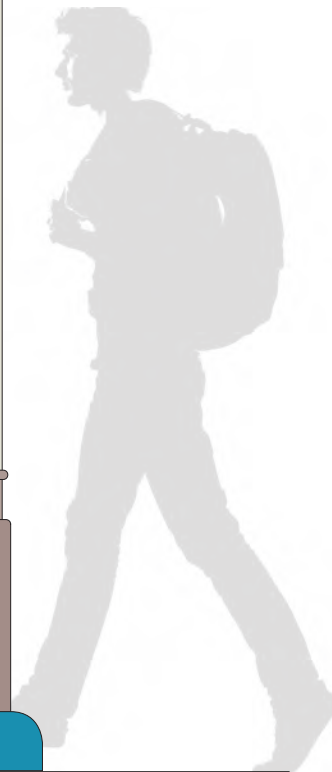
K-3: River Front 7th & Tohls
Boat launch, plaza and gazebo.
Alternate installation locations on concrete plaza.
To be determined by sight-lines and access.



WELCOME TO THE TILLAMOOK COAST



Nehalem





In the plaza: interpretives, graphics and color will enliven the concrete open area. Installed in a low traffic area, with planters and furniture as enhancement



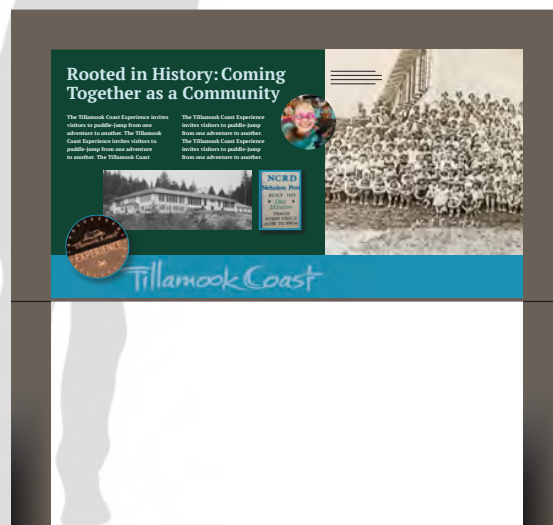
K1 North County Recreation District Welcome Plaza Interpretive

The NCRD center offers incredible services to the community. With its historic legacy, it is a vibrant resource almost every day, in every season. The plaza in front of the center's main entrance is a natural gathering place where the NCRD can offer a visitor a glimpse of its history and the significance of its programs.

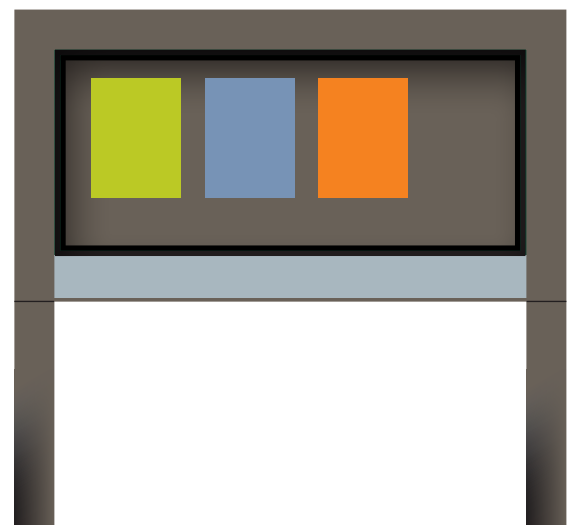
Within the plaza an educational and entertaining interpretive moment can happen. The interpretive design is a part of the Tillamook Coast EXPERIENCE (described on pages 21-22).

Stanchion frames display: 1) an interpretive panel, 2) a flexible, changeable display case. The standing frames are low-height so not to obstruct views, and angled for viewing. The signs include a Tillamook Coast EXPERIENCE medallion in program colors.

These signs are of materials and design relating to the railings and furniture in the plaza. The sign face is full color, high pressure phenolic laminate. The display case is flexible, hinged and weather and vandal-resistant.



Interpretive panel



Flexible display case

K4 K5 Nehalem River Front / “Tillamook Coast Experience” Interpretive



The “Experience” program can be carried over to other forms of branding and merchandising. For example, embroidered patches, t-shirts, and map and guides could describe the highlights of the Tillamook Coast

Another “Tillamook Coast EXPERIENCE” interpretive marker is installed in Nehalem on the overlook railing at the river front piers, one at the end of H St; one at the end of Tohls Avenue.

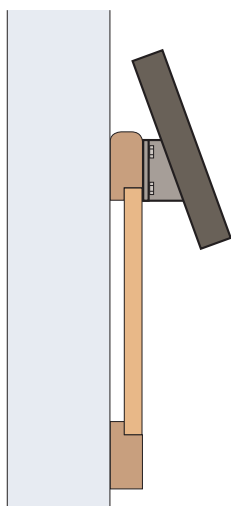
Here, the stories of past, present and future are linked together for both visitor and resident, to offer a sense of connectedness.

These signs include a Tillamook Coast EXPERIENCE medallion that links Tillamook coastal communities together under an umbrella of visitor rewards.

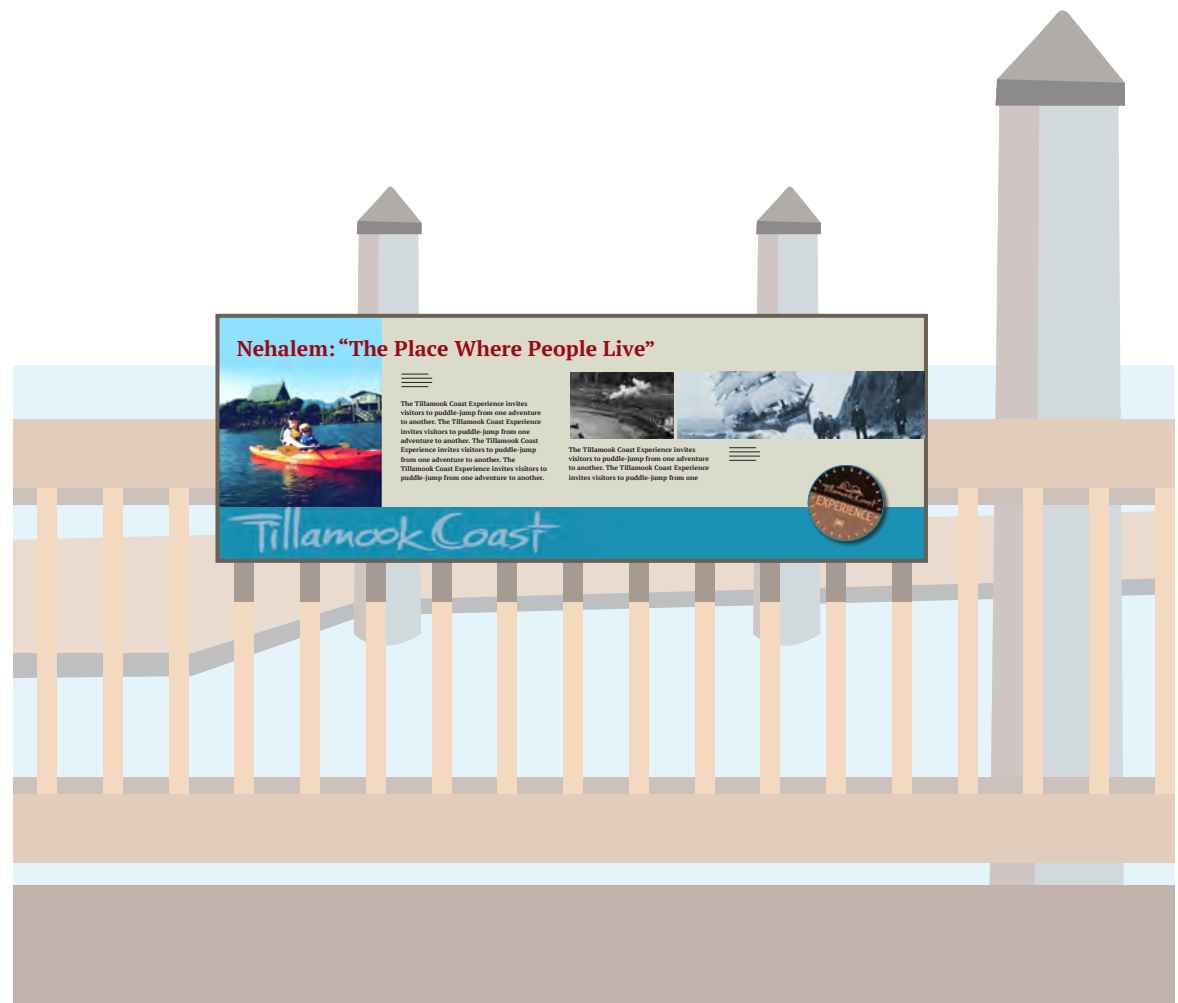
The display is mounted directly to the railing and tipped at viewing angle. Bordered with an anodized metal edge. The sign face are full color, high pressure phenolic laminate panels. Medallions are bronzetone, stained and sealed.



North river front pier: non-motorized watercraft launch only



Display side-view





Several signage elements on site, various conditions and standards.

New Nehalem interpretives set the stage for the Tillamook Coast EXPERIENCE—where the connection between villages enriches and supports the diversity of tourism in the region, village by village. By creating a system of Visit Tillamook Coast interpretive markers, travelers will encounter a collection of high quality, memorable coast experiences. Situated at roadside viewing points, boat launches, trail heads and other landmarks, these will orient regional visitors to noteworthy historic, cultural and adventure stories.

Bronzetone "Experience" trail medallions. Seen on all similar interpretive markers along the Tillamook Coast



As well as speaking to the regional, cultural, and economic attractions of Nehalem, these wayfinding interpretives encourage spontaneous exploration by visitors, widening the radius of awareness of downtown Nehalem and the Tillamook Coast. The signs include a Tillamook Coast EXPERIENCE medallion that links Tillamook coastal communities together, for a dynamic coast view.

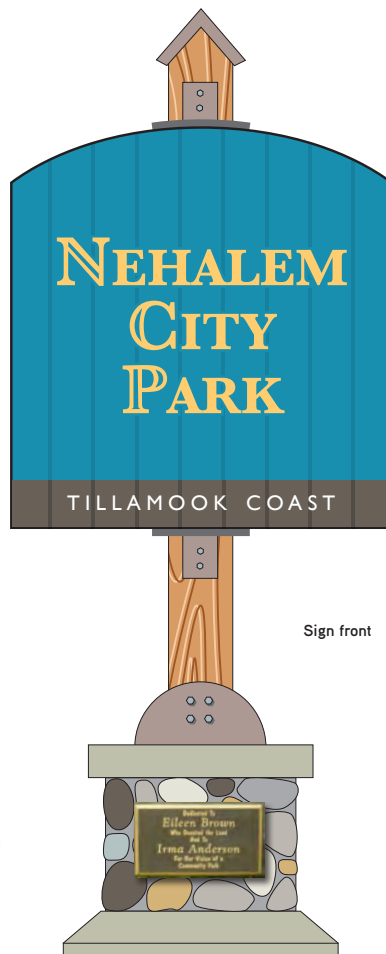
These signs are outfitted with pressure-treated wood posts and galvanized (or painted steel) end-caps on top, and substantial sleeve-footing. The sign faces are full color, high pressure phenolic laminate panels. Posts, pole-bases and medallions are aluminum. Medallions are bronzetone, stained and sealed.



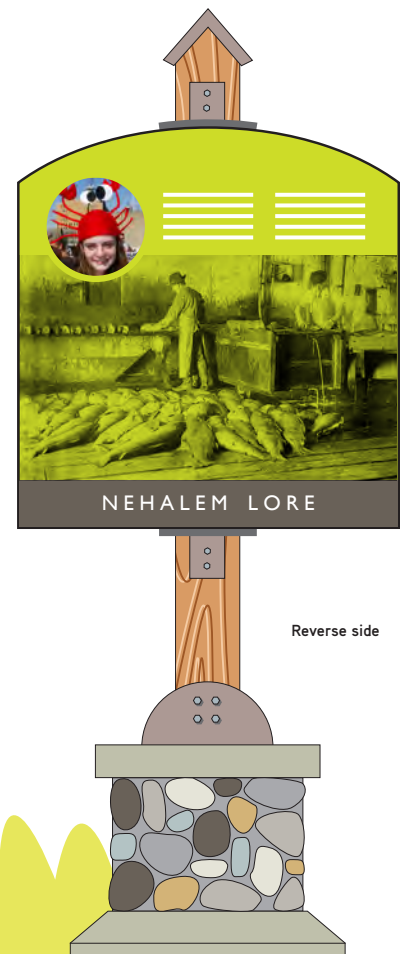
Nehalem City Park is an important destination for visitors and locals, but very few visitors find it. The view, along with tables, playground and restrooms makes it a great visitor resource and pleasant area to rest and reflect. This wayfinding report recommends directionals to the City Park from Hwy. 101.

For the park entrance, we have designed a mini-gateway sign, with a single post and river rock foundation. The post is unfinished timber, finished with craftsmen hardware. The sign face is high pressure laminate. The existing donor plaque is incorporated into the base. On the reverse side there's the opportunity for interpretive graphics and Nehalem lore.

Existing sign to be replaced with new, at the same approximate location. "Add-ons" to any new park signage are discouraged. The accumulation of small sign tagged one onto another makes for a messy installation and unattractive destination. The evacuation sign should find a location and post of its own.



Sign front



Reverse side

Currently, no changes or updates will be made to the Northbound Gateway (right).

However, consideration should be given in the future to reinforce VTC branding (below)



W1 Nehalem Gateway / Hwy. 101 Northbound

Gateway signs are an opportunity to welcome first-time and returning visitors to a high value guest experience.

The original Nehalem Gateway sign structures honor the architectural heritage of Nehalem. The Visit Tillamook Coast Wayfinding Plan recognizes these old sign structures as unique and memorable contributors to the visitor experience, creating a great sense of place for Nehalem, and encourages their restoration when the opportunity exists.

The materials of the original gateway, at Veteran's Park, include a river rock base, nautical rope and carved wood sign.

Currently, no changes or updates will be made to the Northbound Gateway. In the future, we recommend that consideration be given to augment this historic entrance Gateway to reinforce the county-wide branding and marketing efforts. Restoration of the sign (painting and cleaning) would be an first important step, followed by the addition of a metal branding band which wraps around the base, detailed with the words "Enjoy the Tillamook Coast." The metal band would be architecturally substantial, with letterforms cut-out and applied in a vandal-resistant method.



W2 Nehalem Gateway / Hwy. 101 Southbound

This primary gateway incorporates an existing sign face into a new structure and foundation. The sign is set behind a rail guard and does not require being engineered as break-away.

The design features a river rock foundational base, existing Nehalem blue round medallion, with a double-post design of Western Red or Port Orford Cedar, UV inhibitor, nautical rope

and a metal panel with VTC branding. Materials include vandal-resistant galvanized steel craftsman hardware. Plants and landscaping are an important consideration.

Note: A lighting plan for this Nehalem Gateway will be necessary for nighttime and stormy weather conditions. Electrical resources will need to be installed or solar-panels considered.



Existing gateway shown at southwest corner of 12th & H Streets. Sign to be relocated and refurbished as noted above



W3 North County Recreation District / ID Signage

The NCRD is a very desirable destination during a Nehalem visit. But many visitors and even neighbors don't know of its existence. Since the NCRD is only one block from Hwy. 101, this report recommends directional sign updates and additions to guide the visitor be coordinated with ODOT (see pages 31- xx of this report).

The NCRD complex is impressive. When you've arrived, the identity signage should be equal in quality to the building and its mission. The entrance can be made memorable and aligned with the VTC wayfinding masterplan.

With this in mind, we have designed a distinctive sign which marks the importance of the NCRD. The posts are unfinished timber, finished with craftsmen hardware. The sign face is high pressure laminate. The graphics incorporate NCRD's logo and utilize the Nehalem color palette. Like the NCRD building itself, the sign face appears to be made of side-boards (with grooves).

Facilities are listed and the VTC brand is incorporated into the sign. Depending on size and budget, this sign could be reviewed as a 1-post configuration.

Current sign. We recommend the new sign be 2-sided, always a "good neighbor" choice



Directional signage in this plan is primarily for reduced speed vehicles. Installation locations are shown on the locator map, seen on page 16 of this report. Both of these signs are 2-sided; visible from opposite directions. These are to be installed onto wooden posts with galvanized end-caps at top. Break-away posts in concrete footings.



W4 Performing Arts Center Directional / 7th & B Streets



W5 Performing Arts Center Directional / 9th & B Streets



W6 Restroom Directional at City Hall / 8th Street & Tohls

A directional at this intersection is necessary since the restroom location behind City Hall is not apparent.

Installation at the corner of Tohls Ave. and 8th St., near bus stop

**W7 City Park Directional / 13th Street & Tohls**

New directional to City Park, on 13th facing east. Installed onto wooden posts with galvanized end-cap. Break-away post in concrete footing.

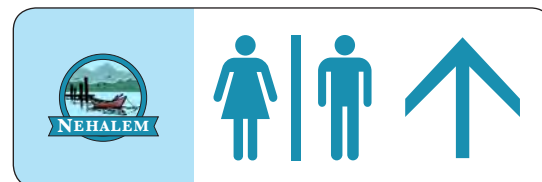
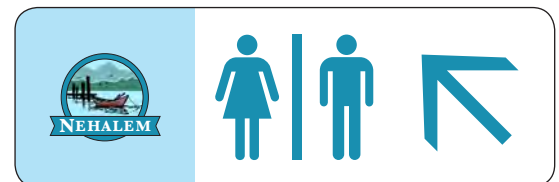
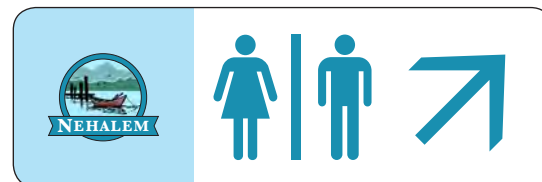
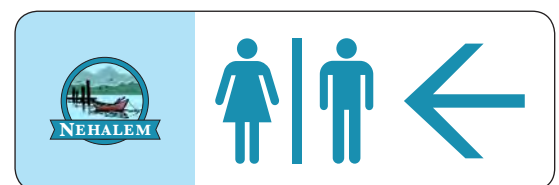
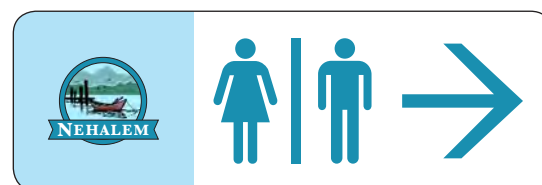


W8 Pedestrian Restroom Directionals / various locations

Fundamental visitor services includes offering public restroom access. Directional wayfinding signage is critical to helping visitors locate clean facilities. The signs we are proposing are designed to be changeable in location and direction, and are scaled with pedestrians in mind. In the future, if a more comprehensive pedestrian wayfinding system is explored,

restroom directionals would be incorporated. At that point, these signs would then be removed from the streetscape.

Note that restroom-wayfinding is also included on each of Nehalem's visitor kiosks.



16" x 8" metal sign
with vinyl graphic,
used on wooden posts

16" x 8" metal sign
with vinyl graphic,
used on building sides

9" x 3" window decal
or cling vinyl,
used on merchant windows



P1 Free Public Parking / 7th and H Street

Directing visitors to free public parking in Nehalem is of primary importance. The owner of the privately owned public parking lot has developed the schematic design (below), which would be installed on his property on the NW corner of 7th and H Street.

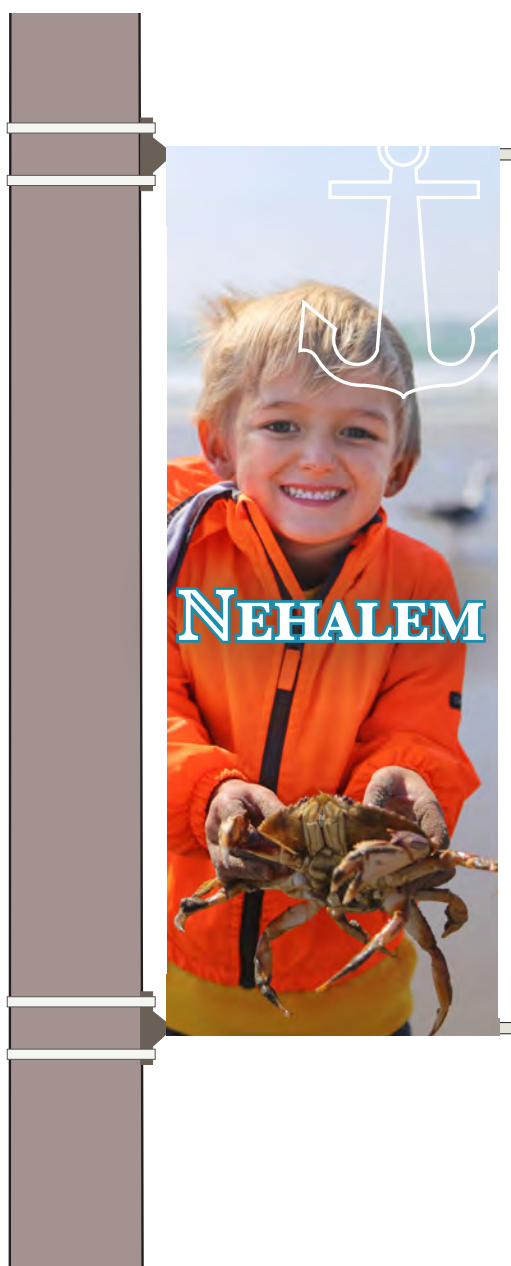
The traffic facing panel holds the Nehalem medallion logo with tagline and free parking info. The reverse side panel is a version of the tsunami evacuation graphic.



Downtown Banners

Banners can bring color and movement to downtown corridors. Banners are a wayfinding tool that quickly signal “arrival,” offer a community welcome, and assure the visitor that downtown is open for business, especially in the off-seasons. Banners can also highlight events or seasonal features such as a farmers market. The city visual branding, attractiveness and consistency are important.

Banner materials appropriate for coastal weather must be considered.



Designs, themes and taglines to be developed

Recommendations: Directional Signage Within ODOT ROW

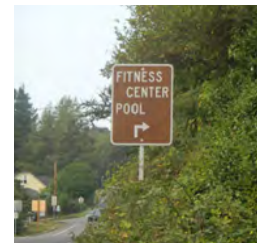
After listening to the community and becoming aware of the important services available in Nehalem, we have documented critical wayfinding needs in the plan. However, many identified locations are under the jurisdiction of the Oregon Department of Transportation (ODOT) and any changes need to be fulfilled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

Directional signs, which are the primary sign type needed along Nehalem's segment of 101, reflect public amenities and key Nehalem destinations. The current ODOT signs are not in very good condition and do not direct visitors to important current public services such as the small-boat pier launches and the public theater. Likewise, signing for public restrooms is not clearly marked, nor is it provided soon enough within a traveler's decision making process. ODOT needs to consider and oversee, design and plan for these new signs.

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

The following items state the specific directional objectives that have been identified and are itemized below.

We encourage you to coordinate with ODOT in order to have these signs updated. It should be impressed upon ODOT that Nehalem is failing to communicate to travelers the services they are offering, and that updating these signs will help the community greatly in its effort to welcome visitors and serve residents.



Hwy 101 – North side, between 8th and 9th Streets, facing East

NCRD Directional

Message:

- NCRD Pool [symbol]
- Fitness [symbol]
- Theater [symbol]

Hwy 101 – South side, between 9th and 10th Streets, facing West

NCRD Directional

Message:

- ← NCRD Pool [symbol]
- ← Fitness [symbol]
- ← Theater [symbol]

H Street between 8th and 9th Streets, facing West

Restroom Directional

Message:

→ Restroom [symbol]

H and 7th Streets

Non-motorized Watercraft Launch Directional (2-sided)

Message: (facing West)

↑ Non-motorized Watercraft Launch [symbol]

Message: (facing South)

→ Non-motorized Watercraft Launch [symbol]

Tohls and 7th Streets, facing North

Non-motorized Watercraft Launch Directional

Message:

← Non-motorized Watercraft Launch [symbol]

7th Street

Restroom, Park and Non-motorized Watercraft Launch Directional (2-sided)

Message: (facing South)

← Restroom [symbol]

← City Park [symbol]

→ Non-motorized Watercraft Launch [symbol]

Message: (facing North)

→ Restroom [symbol]

→ City Park [symbol]

← Non-motorized Watercraft Launch [symbol]



Next Steps . . .

How does the Nehalem 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 a effective wayfinding system in the county for residents and visitors.

Acknowledgments

Special thanks to:

Dale Shafer, Nehalem City Manager, City of Nehalem;
Donald Davidson, Public Works Superintendent, City of Nehalem;
Melissa Thompson-Kiefer, Assistant City Manager/Recorder, City of Nehalem;
Lance Stockton, Nehalem Downtown Merchants Association;
David Wiegman, Executive Director, North County Recreation District;
Stewart Martin, Emergency Mgmt Communications, Manzanita - Nehalem - Wheeler;
Jeannell Wyntergreen, consultant to the VTC program; and
Nan Devlin, Director of Tourism for Tillamook County for the development and production of this Wayfinding Plan.