

# CITY OF CAPE MEARES WAYFINDING PLAN

Partners in Design  
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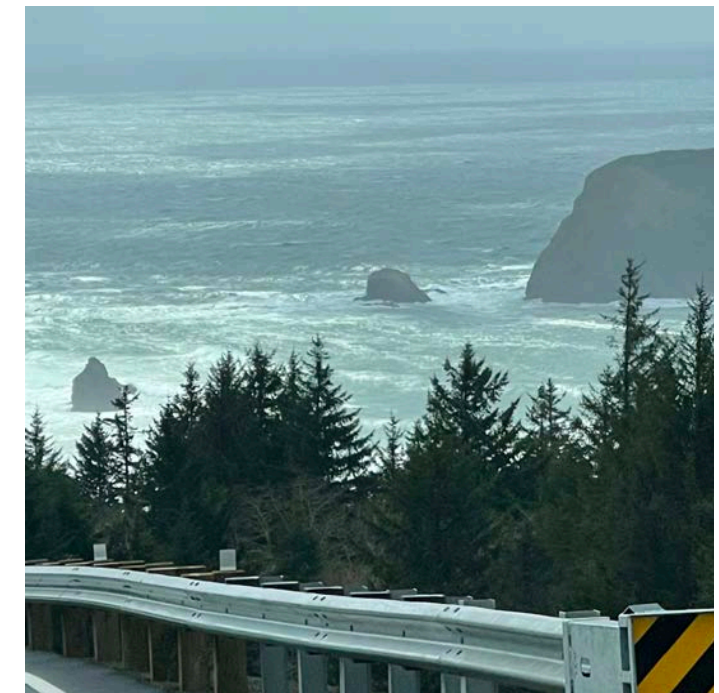
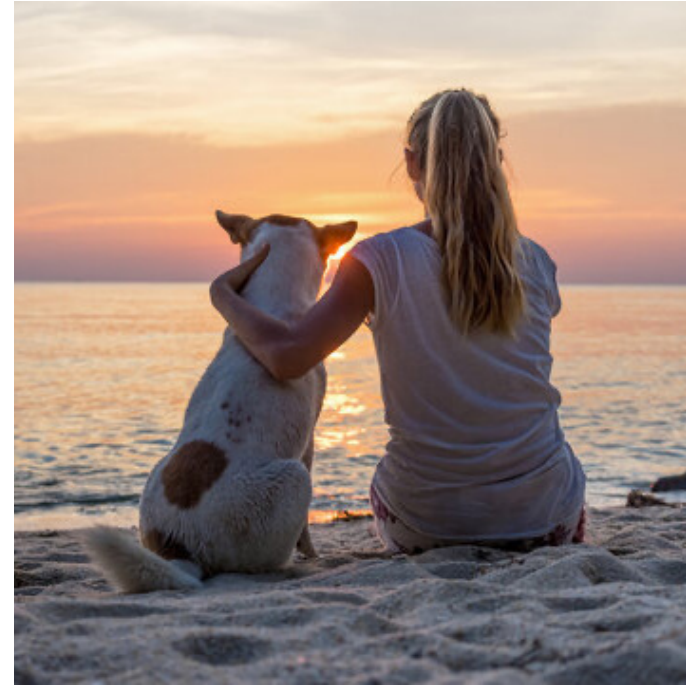
## INTRODUCTION

On the Tillamook coast rests the haven of Cape Meares—where ocean views are broad and residents are proud of their unique place on earth. Known for its lighthouse, stunning ocean views, and octopus-shaped Sitka spruce, Cape Meares State Scenic Viewpoint is a must-see when driving the Three Capes Scenic Loop.

From the many viewpoints, you might spot migrating gray whales or other marine mammals such as sea lions, dolphins, and porpoise. No matter what time of year you visit, binoculars are a must! The steep cliffs and offshore rocks are nesting sites for thousands of seabirds, including common murre, pelagic, Brandt's cormorants, pigeon guillemots, and occasionally Peregrine falcons.

Cape Meares presents an opportunity for effective wayfinding that can serve the community's visitor objectives. Most travelers pass through unaware of its history, nature, culture and how to protect and respect this unique destination on the coast. It should be noted that at this time the Cape Meares community is only fulfilling a few components of a Wayfinding Plan:

- Gateways
- Beach Interpretives
- Schoolhouse Interpretives



**As communities grow and develop, reflecting back on the past can offer a positive and creative way to look ahead to the future.**

## THE VISITOR EXPERIENCE: CONNECTING PEOPLE TO PLACE

A memorable visitor experience on the Tillamook Coast connects people to place. Its success depends on travelers easily finding their way around unfamiliar areas; locating the features they traveled here to see; feeling welcomed; and helping them discover new adventures along the way. All these work together to meet travelers' needs and expectations.

For long-term residents, tradition and everyday peace is as important. The balance of a small town and a thriving coast destination is critical and "wayfinding" can temper both experiences. Here in Cape Meares, sharing special places and making friends is the easy part.

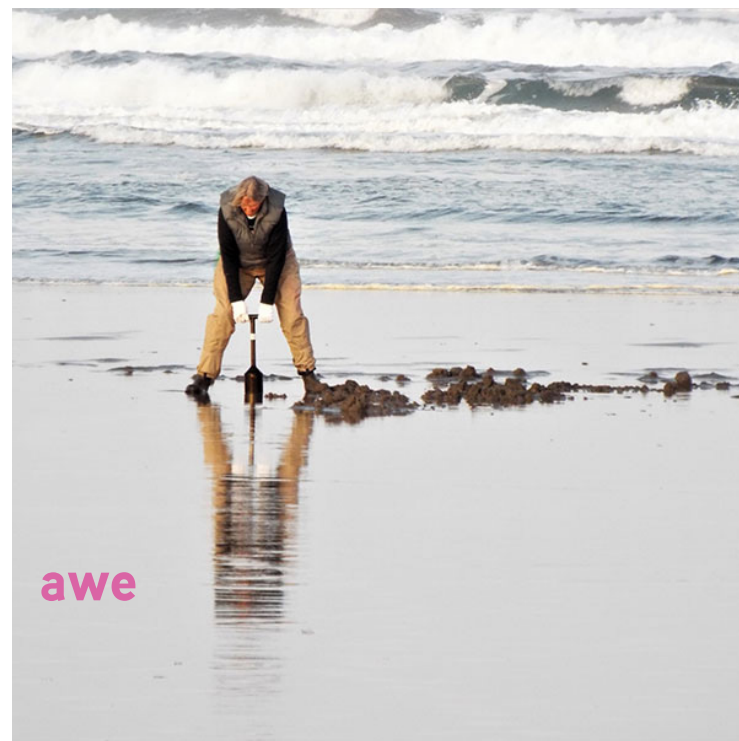
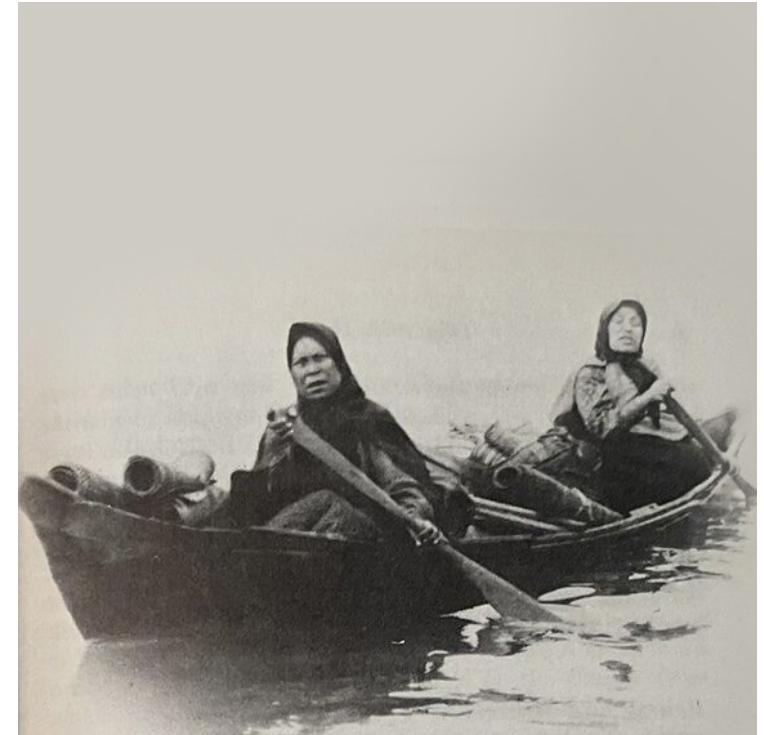
Effective wayfinding ensures that travelers have all the information they need to enjoy their time on Cape Meares coast, as well as allowing them to create their own special stories during their visit.

How? By developing tools unique for each coast community, wayfinding and branding provides a unified connection to a visitor's overall Tillamook Coast visitor experience.

Cape Meares's unique persona creates a point of interest—connecting people to place.

A traveler's experience, or the sense of coming home for residents, is grounded in respect and influenced by many factors, including messaging, interpretives, wayfinding, color, and signage. The primary goals are to communicate **welcome, nature, home, integrity** and **awe**.

**welcome**      **nature**  
**home**  
**integrity**



## 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. It is not enough for visitors to simply know “You are Here.” Instead, it’s essential to engage visitors and build an environment that illuminates and promotes what exactly “here” offers. This is an important stepping stone for Cape Meares that encompasses **economics, respect, sustainability** and **learning**.

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 that 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 the county while also enhancing their understanding and experience of these amazing places.

Kiosks, directories, banners, interpretive elements and even regulatory signs can all enrich a visitor’s experience. Taken together, they bring awareness of different points

of interest in Cape Meares—retail, nature, historical areas and landmarks that often visitors may not know about and may not be included in navigation technologies.

These added benefits of wayfinding not only enhance the spirit and pride of Cape Meares but, in a very tangible way, help to create a cohesive vision and brand that begins to explain the mission of this unique, Oregon coastal treasure.

It should be noted that at this time the Cape Meares community is only fulfilling a few components of a Wayfinding Plan: gateways, beach intrepetives, schoolhouse interpretives.



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

### References

*Tillamook, Wayfinding Technical Memo, Tillamook Area Chamber of Commerce, November 2016*

*“Visit Tillamook Coast Wayfinding Master Plan, Final Plan 2017”*

# HOW WAYFINDING WORKS: CREATING A BETTER VISITOR EXPERIENCE IN CAPE MEARES



## STREETSCAPE & SERVICESCAPE

A welcoming streetscape should strive to convey a city’s inherent sense of pride. Cape Meares’ charms are usually not explored on foot, but perhaps there are ways to **improve the pedestrian experience** in terms of function and safety. Attention should be paid to **reduce streetscape and shoreline sign clutter** which distracts from the visitor experience and offers unclear messaging. With too many signs it’s far too easy for a town’s appeal to become overwhelmed by signage. Guidelines can assist placement and quality of all signage on streets, at beach entry points, and in parking areas:

- Wisely allocate space:** when street space is limited, elements can conflict with each other; limit visibility; and create a sense of clutter. All streetscape elements should be located considering the requirements and constraints of other existing streetscape elements that may also be placed on the street.
- Strive for “wholeness:”** the layout of streetscape elements should emphasize “wholeness”— placements should consider an entire block or corridor rather than situating individual elements in a piecemeal fashion. Be consistent with long-term goals.
- Accommodate pedestrian needs:** we’re recommending that wayfinding can encourage visitors to consider pedestrian experiences. An ideal pace, and the best way to see Cape Meares in beautiful detail.
- Be enjoyable:** streetscapes should provide a diversity of amenities and spaces for public enjoyment and include elements of discovery that reflect the spirit of Cape Meares. The inclusion of: art, benches, interpretives and signage—will contribute to “living” streets.



*pictured, top left:*  
**The historical school house is quaint and can be a current day time-machine for families**



*top right:*  
**Bay City has begun to utilize directionals for both pedestrians and vehicles**



*bottom left:*  
**Interpretives bring value to a visitors experience, and residents sense of pride**

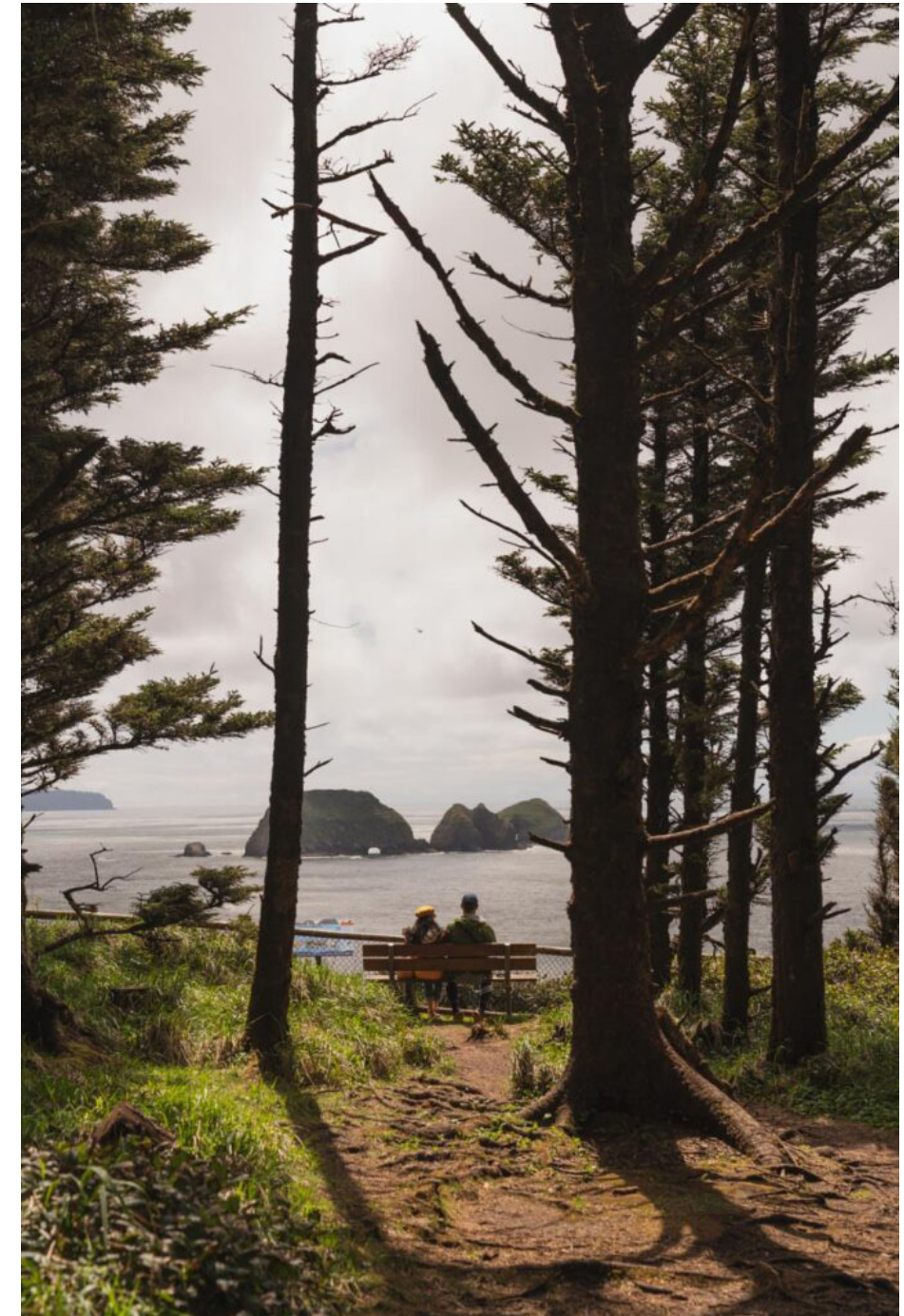


*bottom right:*  
**You have arrived**

## METHODOLOGIES

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

- ➔ **Systematic**—a plan becomes a system when each component plays 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 inventory, inspection and cleaning. Managing the addition or subtraction of destinations, as well as expansion into new areas will be ongoing. Annual budgets should allow for regular maintenance and future replacement as needed.
- ➔ **Growth**—once the initial components of this plan are completed, they should be evaluated and addendums can be made to the plan. Future wayfinding projects will follow the standards presented in this plan and continue to explore community connections. The wayfinding program may include additional destinations and projects such directionals to hiking trailheads, view points, and bike trails. Further historic and nature interpretives may may come and these same standards, in this plan. would be utilized.





## DESIGN TOOLBOX

Creating a cohesive and effective wayfinding program involves many elements. Visuals, fabricated materials and messages unite to make a compelling experience for visitors and residents. Each of these components is just one tool in creating signage, gateways and displays that will celebrate Cape Meares. Working in tandem, the Design Toolbox brings together different disciplines, aesthetics and standards to make a public connection:

TYPOGRAPHY & LEGIBILITY  
DIRECTIONAL ARROW  
CAPE MEARES COLOR PALETTE & COLORSCAPE  
LOGO  
WAYFINDING SYMBOLS  
MATERIALS  
FABRICATION METHODS

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### Schematic Designs

Schematic designs show how an integrated family of sign types—identity, directional, interpretive and safety—work together. Each sign type has its own visitor service goal, but all are united by a single design standard. The nature of schematic designs is to convey concepts and directions which can then be fulfilled and detailed further in the future if the community adopts this design direction. Figures of people are included in these designs to provide a sense of scale. At this time the project is limited to a Gateway design, kiosk and interpretives.

WELCOME GATEWAYS  
DIRECTIONAL WAYFINDING  
PEDESTRIAN WAYFINDING  
VISITOR KIOSKS & INTERPRETIVES

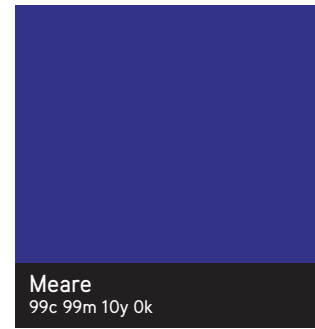
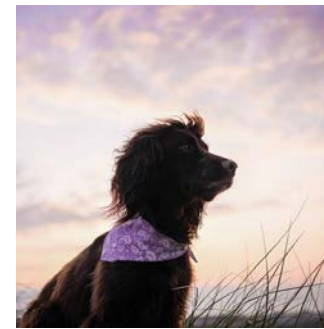


## COLORSCAPE: CAPE MEARES COLOR PALETTE

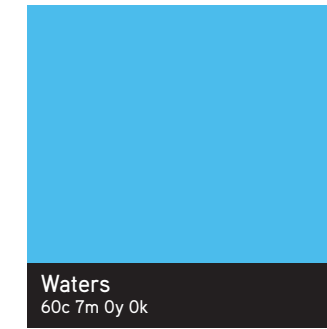
Color is one of the most powerful design elements available in your design toolbox. Color is inspirational and on a practical level, it is the glue that holds together the many parts of a wayfinding plan. We are all aware of color—consciously or unconsciously—and we use it to make decisions, take action and qualify emotion.

Colors communicate a sense of place, and can add insight to Cape Meares’s historic past, and its vibrant present. The Cape Meares **colorscape** tells a particular story. Its colors are distinctive. The new palette is very much influenced by your recently designed logo. Other colors have been added to blend with the landscape and compliment the unique logo colors.

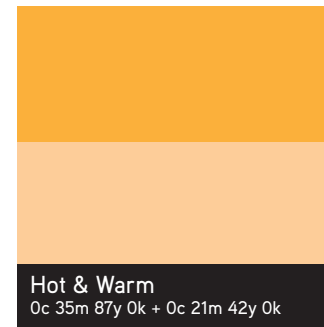
It’s important that colors in the Wayfinding Color Palette have high contrast and legibility.



**Meare**  
99c 99m 10y 0k



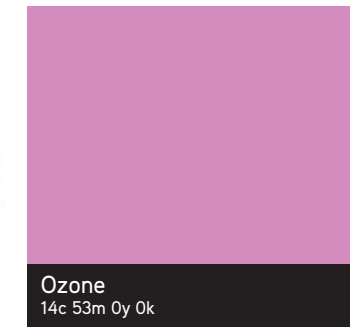
**Waters**  
60c 7m 0y 0k



**Hot & Warm**  
0c 35m 87y 0k + 0c 21m 42y 0k



**Sand Dune**  
15c 15m 34y 25k

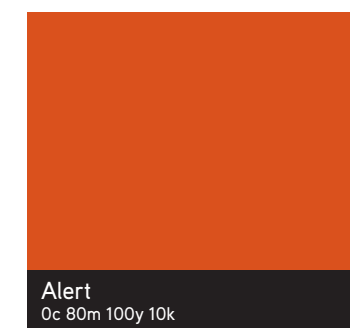
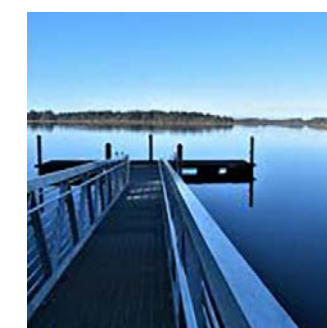


**Ozone**  
14c 53m 0y 0k

**COLORS** are specified by program color names and followed by CMYK formulas.



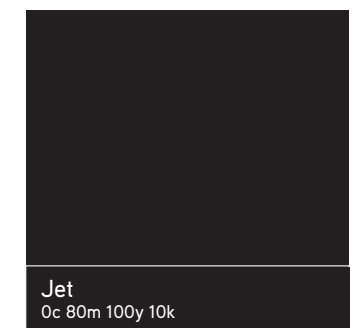
**Fog**  
30c 15m 20y 0k



**Alert**  
0c 80m 100y 10k



**Shell**  
10c 6m 14y 0k



**Jet**  
0c 80m 100y 10k

## TYPOGRAPHY + LEGIBILITY

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

**Aquatico** is the primary branding font and is part of the Cape Meares logo design.

**PT Sans Pro Regular + Bold** is an important primary and secondary font family, utilized for messaging applications. This multipurpose face is clean and easy to use in all applications. PT Sans Pro is also part of the VTC Master Plan.

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

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

AQUATICO  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890&

PT Sans Pro Regular  
 abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890&

PT Sans Pro Bold  
**abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890&**

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

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

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

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

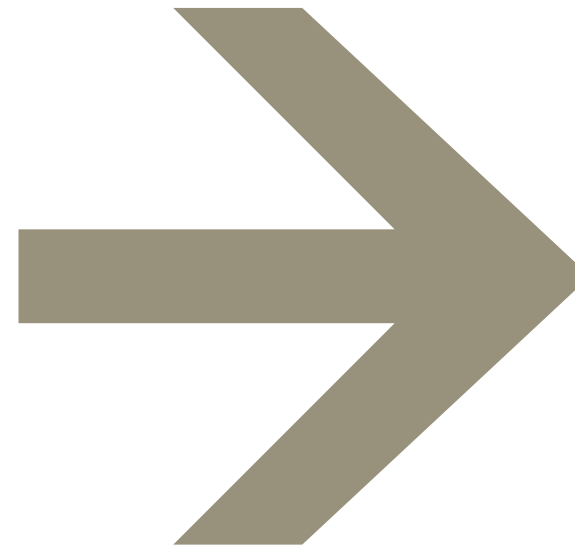
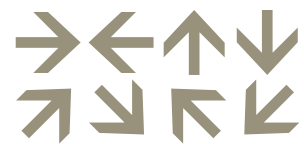
Source: Stouse Signs  
<http://blog.stouse.com/4-critical-factors-signage-letter-size-visibility/>

## DIRECTIONAL ARROW

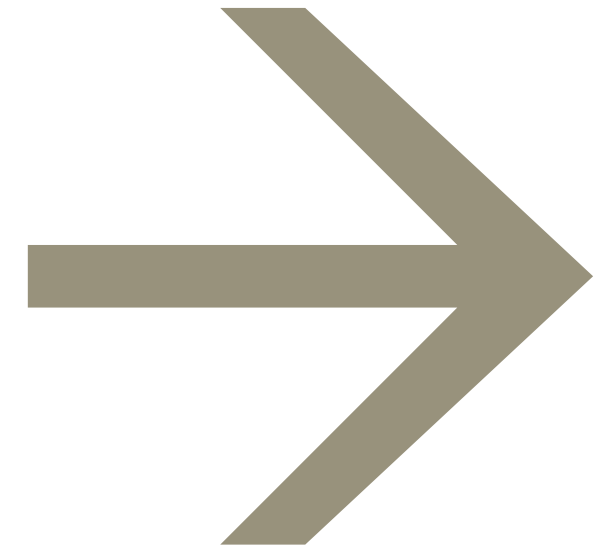
In its simplest form, an arrow is a line with a triangle affixed to one end, used to point to or indicate direction. For the Cape Meares wayfinding program, the arrow extends navigation and points to the next visitor attraction and experience.

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

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



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



**Light Arrow:**  
Pedestrian Wayfinding Signs

## WAYFINDING SYMBOLS

Picture-reading is universal and fun in wayfinding communication. Non-verbal pictograms help reinforce written messages and are recognized quickly. Since bringing diverse symbols together is sometimes a challenge, there is often a benefit to creating a distinct set of symbols unique to a project. The pictograms shown here are being developed for Tillamook County directional signage and used on map and guides.



*A sampling of symbol forms utilized in the Visit Tillamook Coast program. Symbol forms designate and clarify instances of safety, visitor services, businesses, recreation destinations and information/education. Some are differentiated in some applications by color.*

## MATERIALS + FABRICATION METHODS



Manzanita’s sign structures will honor its architecture and heritage. The plan’s materials palette incorporates regional materials such as substantial unfinished timber (which will weather), river rock, exposed craftsman hardware and slotted sign faces. The graphics create a unified program and give visual cues to this village on the Oregon Coast.

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



### Posts

Western red / Port Orford Cedar—UV inhibitor. Some directionals are pressure treated wood—UV inhibitor. A few directionals and interpretives incorporate aluminum—powder coated posts.



### Kiosks Structures

Western red / Port Orford Cedar—UV inhibitor. Steel framing with powder coated hardware and framing.

### Sign and Kiosk Footings

Local river rock, concrete, custom hardware, bases must be engineered.



### Sign Faces

Gateway signage is painted aluminum “boards” mounted to solid background of same color, with “grooves” created by spaces between boards. Additional graphics layer cut from aluminum, flush mounted to minimize vandalism. Directional signs are powder coated aluminum panels with laser cut vinyl graphics. Kiosk panels are High Pressure Laminate with powder coated aluminum panel frames.



### Hardware

Galvanized steel, welded joints. Break-away bases where required by County and/or City. Painted finish and/or sealed finish. Kiosk roof tops are painted metal. Directionals are direct bury in new concrete footing or buried J-bolts with plate and through-bolts.

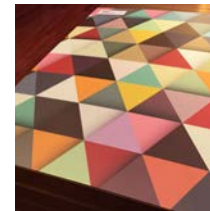
### Lamps

Gateway, with electrical source supplied by the City of Cape Meares.



### Vinyl

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



### High Pressure Laminate (HPL)

This signage process uses heat and pressure in fabrication, resulting in a final product that is a permanent fusion of image and HPL that does not de-laminate, separate, crack or peel. Signs and murals are generally impervious to moisture and 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 evidence 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.

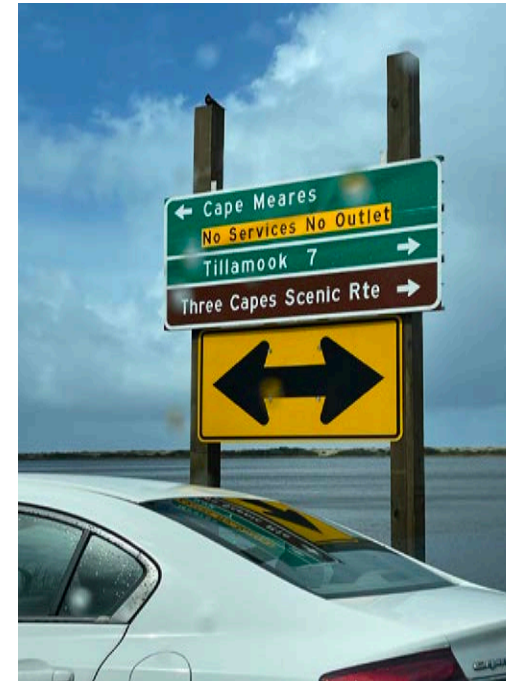
## APPROACHING CAPE MEARES: FIRST IMPRESSIONS COUNT

Between the road and the sky, communities rely on signage and Gateways to engage a visitor's attention and herald a resident's hometown.

Partnering with Visit Tillamook Coast offers an opportunity for Cape Meares to refresh its Gateway. This plan recommends design and installation locations to replace some of the current signage. We know that first impressions count and the current Cape Meares identity signage is off-putting. All signage now is ODOT standard and does not contribute to any unique aspect of your community.

The Cape Meares Gateway is one of the most important and dynamic elements of a new wayfinding plan. It is being designed with certain criteria in mind:

- **Harmonize with landscape and respect Cape Meares heritage**
- **Highlight new Cape Meares branding**
- **Greet new and returning visitors**
- **Welcome long-term residents home and display community roots**
- **Be designed for longevity, all-weather and minimal maintenance**
- **Be inspirational, in tune with nature, and reflective of a slower pace**



## CAPE MEARES GATEWAY

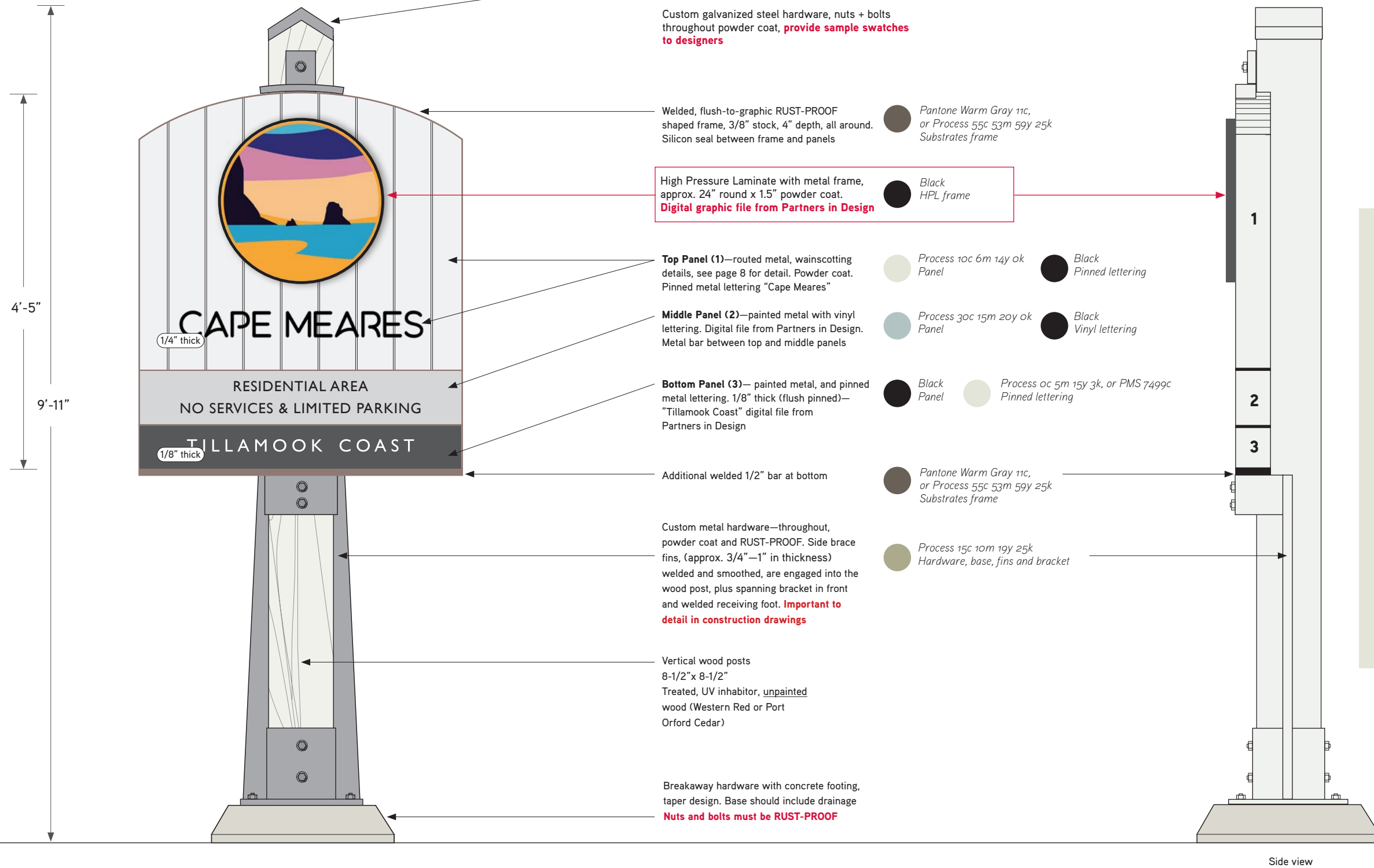
The design is derived from standards relating to other Tillamook village signage programs. Materials include substantial timber and craftsman style hardware. Sign faces are weather-resistant painted aluminum panels that give the appearance of tongue and groove. There are unique “Cape Meares” aspects to the design such as, color, the secondary message areas, and the dimensional logo (high pressure laminate) and pin-mounted logotype elements.



*Car  
indicates  
scale*



# GATEWAY: DESIGN INTENT DRAWING



**NOTES**

- Wood components: Western Red or Port Orford Cedar, UV inhibitor
- **Digital graphic files to be provided by Partners in Design**
- Sign, base and custom hardware to be engineered (wind, soil) by fabricator
- Concrete footing plan, surveying and permit by fabricator
- Fabricator to provide detailed construction drawings of hardware, and attachments between primary panels, posts, and footings
- The fabricator will design a lighting plan for nighttime and stormy weather conditions. Installed and engineered by fabricator. Electrical source provided by the client
- **Nuts and bolts must be rust proof**

These drawings are meant for DESIGN INTENT ONLY and are not for construction. Fabricator shall verify and be responsible for all dimensions, code requirements and site conditions. Shop drawings, engineering, and details must be submitted to client for approval prior to proceeding with fabrication.

Scale:

- 1/2" = 1'-0"
- 3/4" = 1'-0"
- 1" = 1'-0"
- Half scale
- Full scale

Cape Meares Gateway / Design Intent Drawing

Side view



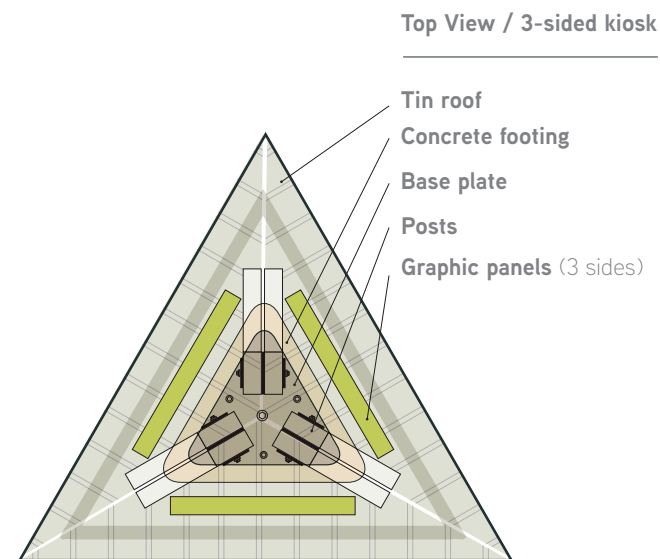
## INTERPRETIVE + REGULATION KIOSK: 3-SIDED / 4-SIDED

Kiosks are exciting information hubs, a very welcoming element of Cape Meare’s “visitor experience” plan. A kiosk at the beach will help visitors and residents understand this invaluable landscape. Kiosks are go-to monuments, where Cape Meares can simultaneously display its own unique pride while helping to guide and inform visitors.

Kiosks are flexible and can be programmed in many ways, see the next page to see the draft outline of this 3-sided kiosk. In the future if an additional kiosk is planned for there is a 4-sided design (pictured below).

The pavilion-like kiosk design has a small footprint, but a high profile. The kiosk design references regional elements—hefty timber and forged metal—giving it the feel of a shelter.

4-sided kiosk in Bay City



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

VTC brand lettering at top  
▷

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

Concrete footing (small footprint). Substantial welded hardware  
▷



## BEACH KIOSK: OUTLINE



Rules /  
Protect Cape  
Meares

Why Keep Off  
the Dunes

Natives  
Peoples

A 3-sided beach kiosk will help control some of the information-clutter. We recommend that any existing sign which has regulations or information that will now be on the new kiosk be removed. We recommend that the "Rules / Protect Cape Meares" be oriented towards approaching vehicles and pedestrians so that it can be seen first.

## INTERPRETIVE: AT THE SCHOOL HOUSE

Interpretives in wayfinding plans tend to be unique in some key aspects. They share a common “voice” and relate to the Cape Meares palette of materials, color and typography, but they are also unique in that they are “storytellers” and often occupy special places.

Wayfinding elements in natural settings or historical landmarks should not be intrusions. Signage near important architecture should be considered, well-placed and not forced. This is the case at the Bayocean Schoolhouse and the Cape Meares Community Center. Our team observes that the Schoolhouse is beginning to display mismatched signage at this point, and the building itself is becoming the place where signs are “hung.” The bulletin board case is taking away from the architecture. This plan calls for some dovetailing of stories and a separate place for events programming, an information hub which stands alone.



Schoolhouse porch is generally not used as an entrance



Remove cases and displays off of the exterior walls. Restore historical integrity of the structure. A self-standing display case can be utilized and installed within the picnic table area



Relocate and incorporate old interpretives into new interpretive system

Bring interpretive stories forward, new signage will be part of the walks and streetscape. Ideally installed in the front of the original schoolhouse, just left of the wooden stairs, and partially covering the electrical box.

## INTERPRETIVE DESIGN: AT THE SCHOOL HOUSE

Most importantly the text and imagery is engaging, and the “voice” in any interpretive, text and imagery should be similar to other interpretive tales which have been encountered on a Tillamook Coast journey.

The interpretive sign design for the Schoolhouse can be reconfigured for other projects in the future. The components are the same: curved top metal edge-frame, with full-color, weather and vandal-resistant panels. It can be self-standing as recommended at the Schoolhouse with concrete footings, or mounted to a boardwalk railing. This low-rise two-post sign offers a story without blocking the view, and the sign is angled.

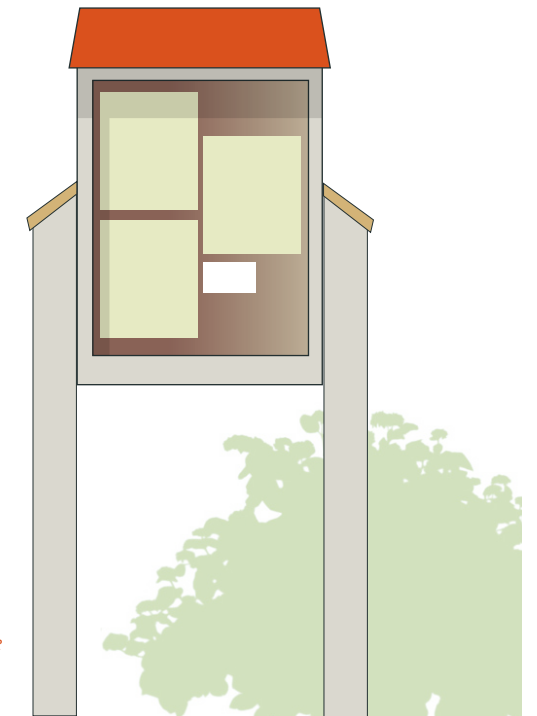
In this plan the bulletin board cases would be removed and the house facade would be restored. A new weather-proof case would be installed in the picnic area, and the area around the sign would be landscaped.



Interpretives at Cedar Wetlands in Rockaway Beach

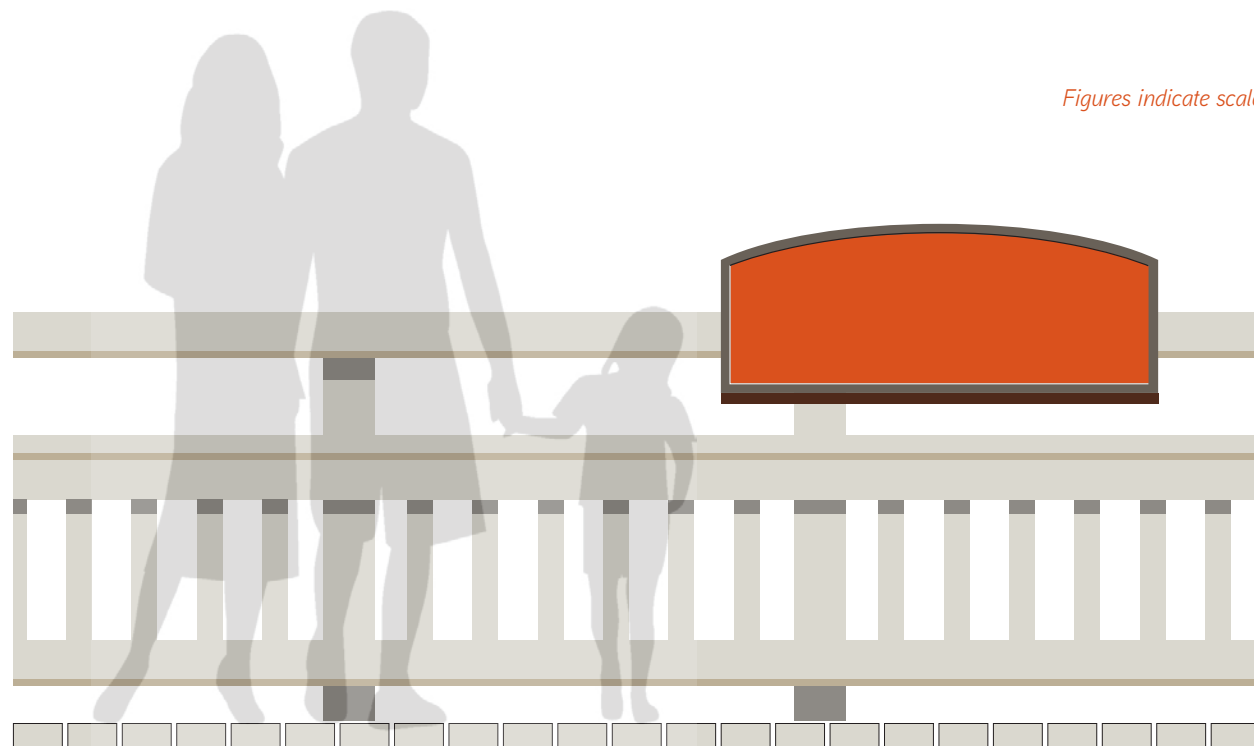


Weather-resistant exterior display



*Weather-proof events case*

*Figures indicate scale*



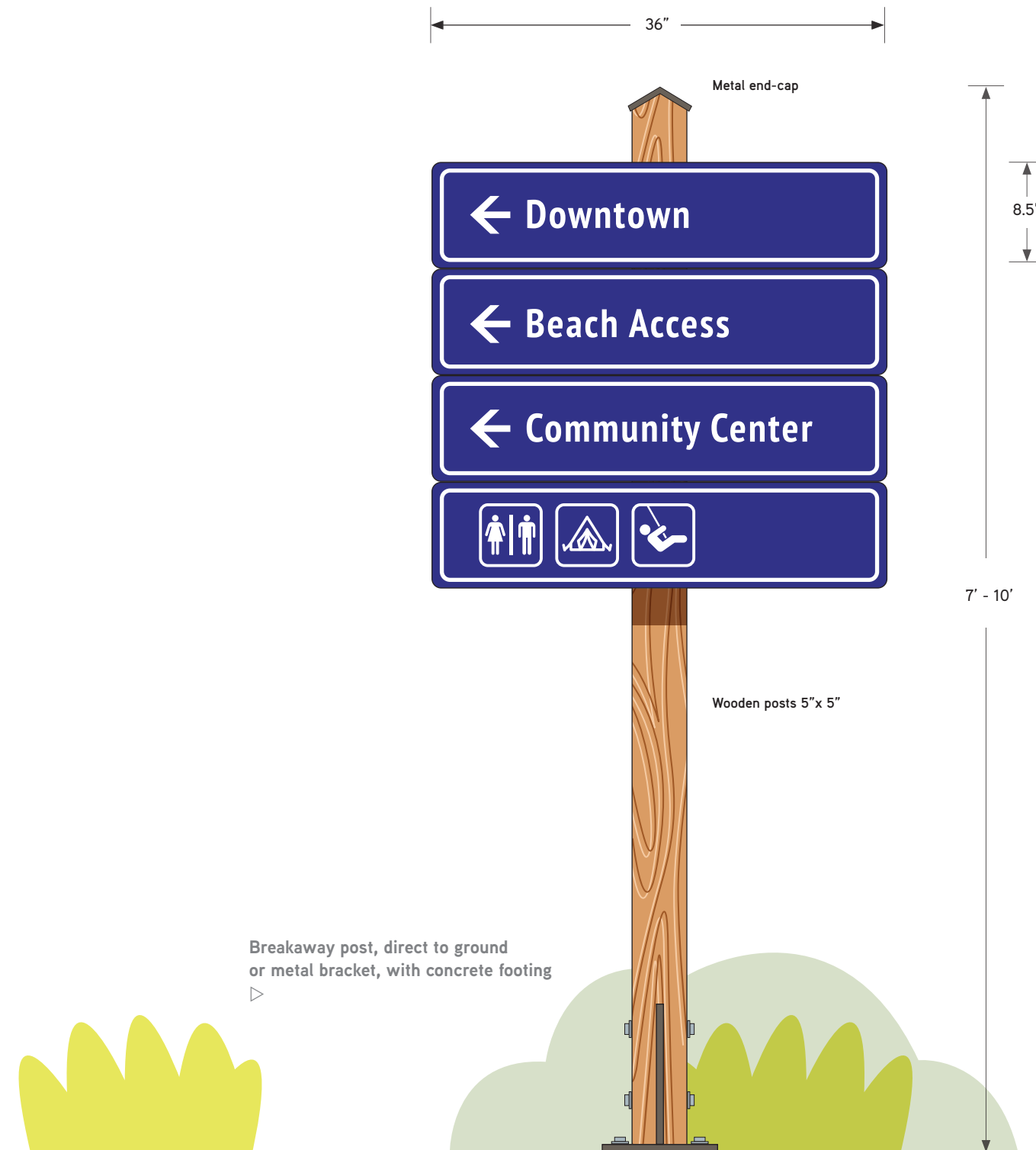
## VEHICULAR DESTINATION DIRECTIONALS : POSSIBLE NEXT PHASE

Directionals ease visitor confusion and contribute to a welcoming Cape Meares experience.

The primary goals of this category of signs is to direct drivers, a some pedestrians to Cape Meares destinations and services. Clarity and unity are objectives for this system of signs. Location, height, legibility and sight-lines for drivers are important considerations.

Typography is vinyl—flexible and cost effective. Wooden posts and metal end-caps add distinction to the streetscape.

In this case, messages and arrows are not actual.



## “BIG PICTURE” WAYFINDING: ADDITIONAL RECOMMENDATIONS

Cape Meares, like any community, does not start with a clean slate of wayfinding elements. The boundaries of the town have been navigated with an array of wayfinding tools for over a century, evolving as the community has grown. Look around—the existing signage you see defines not only how you are understood, but also how you see yourself.



Allow architecture and nature to communicate more effectively. This will encourage a more mindful visit, and lessen the need for reductive wayfinding.

Any existing signage whose performance has waned should be retired and removed. Your planning committee can begin by identifying these obsolete signs, removing them, and initiating the new signage standards.



Temporary and unattractive commercial signage should be evaluated. Set sign standards for size, placement, materials and general design. Support your merchants.



Initiating a thorough inventory of existing signage contributes to understanding how current communication is functioning (or not functioning) day-to-day. The process can also help quantify effectiveness, redundancy and over-use, which can cause harm to treasured Cape Meares landscapes.

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



Plan pedestrian-friendly sidewalks. Make the sidewalks consistent and inviting. Design with interesting materials which will identify with Cape Meares.

Sidewalks can also tell a story and be part of future interpretive programing!



Public landscaping is beautiful, but it’s also engaging and mindful. Plants can lead you in a direction, mark an entrance or a boundary, and it can encourage you to linger.



### Rules of Thumb:

- Signs that are out of date should be removed.
- Some sign locations make them hard to see, or put them beyond the ideal decision-making moments for drivers. These signs can be relocated or rescaled.
- Some sign messages are confusing and can easily lead visitors astray. This is a good time to clarify and establish new message(s) and design standards.

- Sign clutter is a very real thing; it adds to road confusion and has great impact on a visitor’s first impression of a community.
- Temporary and unattractive commercial signage should be evaluated. Set sign standards for size, placement, materials and general design (i.e. sandwich boards) should be established and enforced.



The creation of gathering places and landmarks builds on legacy, education and culture. “What happened here” is a very powerful message in a visitor experience and contributes to local pride.

Include benches, art and banners into the wayfinding plan?

## NEXT STEPS

How can the Cape Meares community become involved in the Wayfinding Program?

- Document and alert your Cape Meares community representative to any wayfinding issues you notice:
  - Repeated visitor questions for information or directions;
  - Confusing signage or missing locations;
  - Need for maps or guides
- Contact Visit Tillamook Coast to be added to their mailing list of interested county residents
- Participate in any future wayfinding meetings that occur in the community
- Support the Wayfinding Team and Plan during times of transition. Your ideas have been heard, though they may not look exactly what you had in mind... you have influenced the Plan



Special thanks to: ??????????

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

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