

Manzanita Branding / Part 1

Wayfinding Plan / Part 2

Partners in Design / August 2024



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Introduction

On the Tillamook coast rests the quaint town of Manzanita—a calm haven where ocean views are broad and residents are creative and welcoming. Snuggled within a landscape of spruce and pines, Manzanita weather is the perfect place to spend a sunny day at the beach while other areas of the Oregon coast are covered in clouds.

Outdoor activities and boutique shopping abound. Manzanita is a lovely, walkable town, offering boutique shopping, golfing, surfing, horseback riding, kayaking, paddle boarding and bicycle rentals, as well as a fabulous seasonal farmers market. Drive up to nearby Oswald West State Park perched atop legendary Neahkhanie Mountain.

The indigenous Tillamook people have lived here for 12,000 years. Today the population is near 603. At least two of Oregon's historical shipwrecks occurred off the Manzanita coast: the Glenesslin in 1913, and the Santo Cristo de Burgos (disappeared 1693) which has generated rumors of treasure buried on Neahkahnie Mountain.

The town is named for the manzanita plants (*Arctostaphylos sp.*) that grow in the area. Manzanita means 'little apple' in Spanish.



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 attractions they traveled here to see; feeling welcomed; and helping them discover new adventures along the way. All these must work together to meet travelers' needs and expectations.

For long-term residents, tradition and everyday peace and is important. The balance of a small town and a thriving coast destination is critical and "wayfinding" can temper both experiences. Here in Manzanita, 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 in Manzanita, as well as allowing them to them to create their own special stories during their visit. At the same time, the community builds cohesion and yields economic benefits.

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

A village theme that reflects the core sense of your community will be retained more strongly in a visitor's memory. Manzanita's unique persona will then have successfully created 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

awe



How Wayfinding Works: Creating a Better Visitor Experience in Manzanita



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 Manzanita 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 Manzanita—retail district, 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 Manzanita 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.



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”

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 as the Farmers Market and the new City Hall. This plan recommends new cabinetry and displays for the visitor center and historical society.



Streetscape and Servicescape

A welcoming streetscape should strive to convey a city’s inherent sense of pride. Manzanita’s many charms are best explored on foot, which means **improving the pedestrian experience** in terms of function and safety. Attention should be paid to **reduce streetscape sign clutter** which distracts from the visitor experience visually and economically and, at a minimum, offers unclear messages. With too many types of signs in the streetscape, it is far too easy for a town’s appeal to become overwhelmed by signage. Guidelines can assist placement and quality of all streetscape elements in the following ways:

- 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:** for Manzanita we’re recommending that wayfinding encourage visitors have a pedestrian experience. Walking is the ideal pace, and the best way to see Manzanita in beautiful detail. Who needs all that road rage?
- Be enjoyable:** streetscapes should provide a diversity of amenities and spaces for public enjoyment and include elements of discovery that reflect the spirit of Manzanita. The placement of streetscape elements—art, benches, interpretives and signage—will contribute to “living” streets.



pictured, top left:
The current gateways are considered by some community members to be dated, worn and lacking color. The piers may misrepresent the town as a port



top right:
Some signs are less than helpful



bottom right:
Missing continuity, no city brand, adds to street clutter

bottom left:
Current signage requires updating



Manzanita Locator Map and Signage Types

Identity Signage (ID)

- 1 Gateway
- 2 Manzanita City Park and kids playground

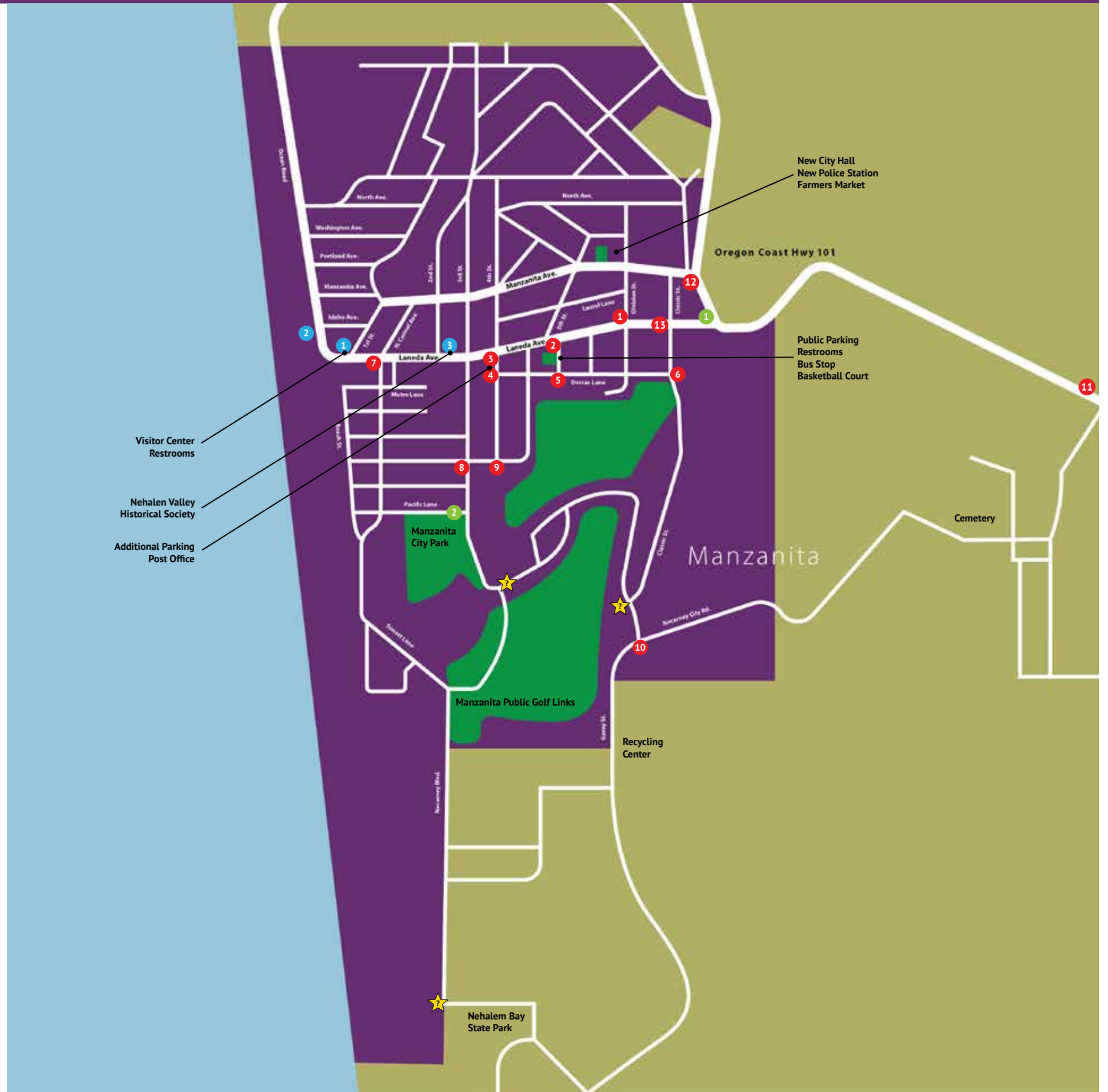
Directional Signage / Vehicle and Pedestrian (DR)

arrow: destination denoted

- 1 North: New City Hall and Police Station, farmers market
- 2 South: Public parking, restrooms, bus stop, city park, Visitor center, historical society
- 3 South: Additional public parking, post office West: Visitor center, historical society, bike trail
- 4 NW (diag): Additional public parking, post office South: City park, golf links, recycling center
- 5 West: Additional parking, city park, public golf links East: Recycling center, Nehalem State Park North: Downtown, restrooms, farmers market
- 6 South: Recycling center, Nehalem State Park North: Highway 101, visitor center, farmers market West: Restrooms, parking, bus stop, visitor center
- 7 South: Public golf links, bike trail, Nehalem State Park West: Visitor center, restrooms
- 8 South: City park, public golf links, Nehalem State Park North: Visitor center, downtown
- 9 West: City park, public golf links, Nehalem State Park (?) north: Downtown, restrooms, parking
- 10 West: Recycling center, Nehalem State Park East: Cemetery North: Downtown, restrooms, visitor center
- 11 East: RV & Campers / Nehalem Bay State Park
- 12 South: RV & Campers / Nehalem Bay State Park, ahead to Necarney City Road
- 13 East: RV & Campers / Nehalem Bay State Park, Hwy 101 South to Necarney City Road

Interpretive/Information (INT)

- 1 Visitor Center, 3-sided kiosk: beach safety, indigenous story, original building & founder story (Ben Lane)
- 2 Sunset Beach, 4-sided kiosk: shipwrecks, beeswax, Neahkahnie Mountain, wildlife
- 3 Nehalem Valley Historical Society: historic building
- ★ Do we need additional directionals in these locations?



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 the City of Manzanita. Working in tandem, the Design Toolbox brings together different disciplines, aesthetics and standards to make a public connection:

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

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.

WELCOME GATEWAYS
DIRECTIONAL WAYFINDING
PEDESTRIAN WAYFINDING
VISITOR KIOSKS & INTERPRETIVES



Colorscape

Directly or indirectly, colors always reflect a sense of place and add insight to understanding the town's historic past, and its vibrant and charming present. The Manzanita **colourscape** tells a particular story. Its colors are distinctive—connecting visitors to your city's environment and back to nature which imbues it. Color also brings unity to design and promotion endeavors, while complementing community branding.

Color is inspirational and on a practical level, it's the glue that holds Manzanita branding together. It's evident in nature, when we consistently identify a unique landscape, or a time of day by color. We are all aware of color—consciously or unconsciously—and we use it to make decisions, take action and qualify emotion.



Manzanita Color Palette

Color is one of the most powerful design elements available in your design toolbox. The color palette will be extended to branding and a broad range of visual communication. These colors exhibit a confluence of sea, mountain, sky and air. Drawn from the sky, a sunset purple. From Neahkahnie Mountain an evergreen gray. A dense bio-filled blue, and the red Manzanita tiny apple. A few accent colors apply.

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

 <p>Manzanita Horizon 50c 85m 0y 35k</p>	 <p>Seagrass 35c 0m 100y 20k</p>	 <p>Pearl 10c 6m 14y 0k</p>
<p>COLORS are specified by program color names and followed by CMYK formulas.</p>	 <p>Neahkahnie Shade 85c 23m 36y 56k</p>	 <p>Neahkahnie Rock 50c 65m 65y 20k</p>
	 <p>Cloud 35c 24m 0y 2k</p>	 <p>Sun 0c 60m 100y 0k</p>

Logo + Branding

A major component to creating a vibrant and distinct sense of place for any community is strong visual branding. Logos often form the cornerstone of communication for both visitors and residents, providing a clear visual reference to understand your community.

Logos are especially useful in that they can be utilized in wayfinding instances to quickly help identify a “sense of place.” The Welcome Gateways, for example, are an ideal application. Logos can also be used effectively in instances where interpretives are offered; on tourism websites; banners; posters; and event promotions and merchandise.

The Manzanita logo and brand is being developed concurrently with the Wayfinding Plan. This page represents several concepts and design avenues based on discussions with city leaders and Manzanita community surveys. The selected direction will be determined during this process.



This version of the Manzanita logo will be utilized in the rest of this Wayfinding Plan

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.

Neutra Text, Bold has been selected as the primary Manzanita branding font. It is used as a distinctive logotype in the new city logo. It’s a solid slab sans serif font with modern proportions and is based on repeating circular forms.

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.

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

Neutra Text, Bold

abcdefghijklmnopqrstvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890&

PT Sans Pro Regular

abcdefghijklmnopqrstvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890&

PT Sans Pro Bold

abcdefghijklmnopqrstvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890&

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

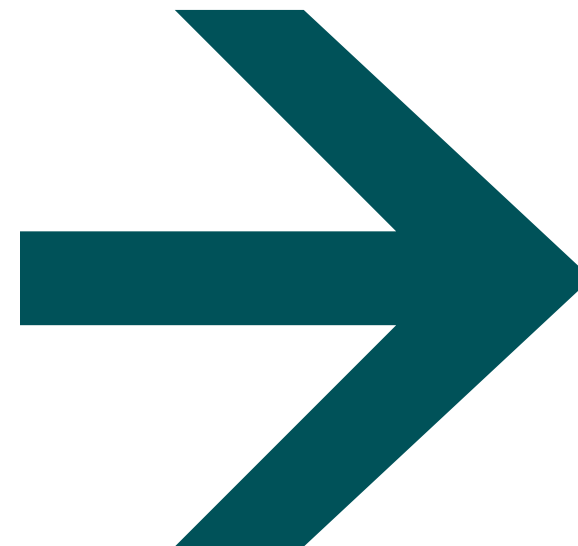
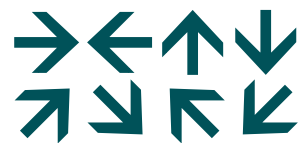
Source: Stouse Signs
<http://blog.stouse.com/4-critical-factors-signage-letter-size-visibility/>

Directional Arrow

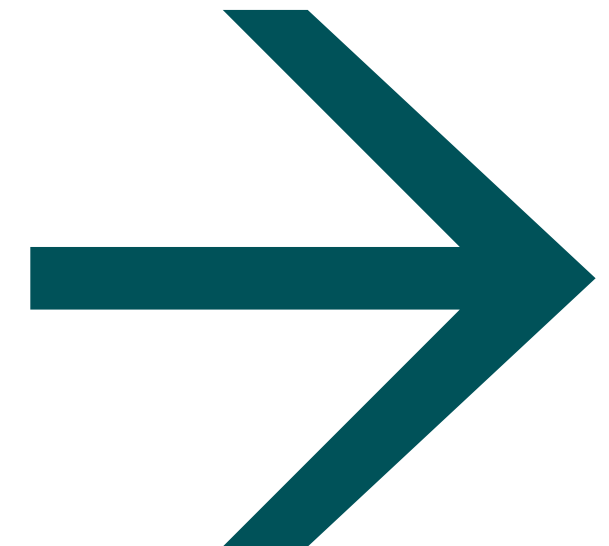
In its simplest form, an arrow is a line with a triangle affixed to one end, used to point to or indicate direction. For the Manzanita wayfinding program, the arrow extends navigation and points to the next visitor attraction and experience.

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 Manzanita 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 Manzanita.



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.

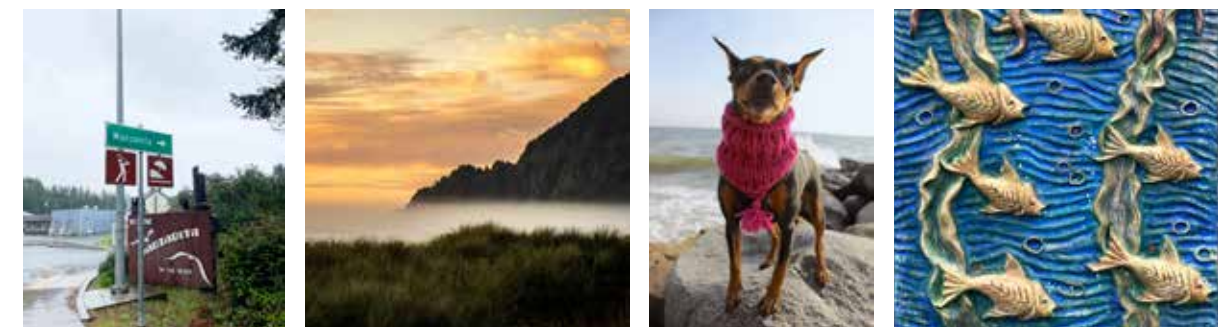
Approaching Manzanita – First Impressions Count

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 Manzanita to refresh its primary Hwy. 101 Gateway. This plan recommends design and installation locations to replace the current signage, which is in poor repair. We know that first impressions count. We also know, from your 2023 survey, that nearly half of the respondents believe the current Gateway signage is outdated, and in need of color and new graphics, to be true to the city’s ethics.

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

- **Harmonize with landscape and respect Manzanita heritage**
- **Highlight Manzanita branding**
- **Act as destination markers / “where is downtown?”**
- **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**



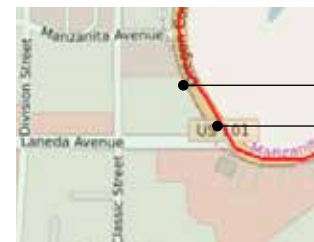
Manzanita Gateway / Design 1

Manzanita’s entrance on Highway 101 is challenging. The city turnoff is located on a curve and an elevation shift causes poor sight-lines. A driver has very little warning before a turnoff decision needs to be made. Neither the town, nor the coast can be seen at this juncture. The current gateway is located in a heavily planted area that is dark and subdued, and crowded with other signs and highway utilities.

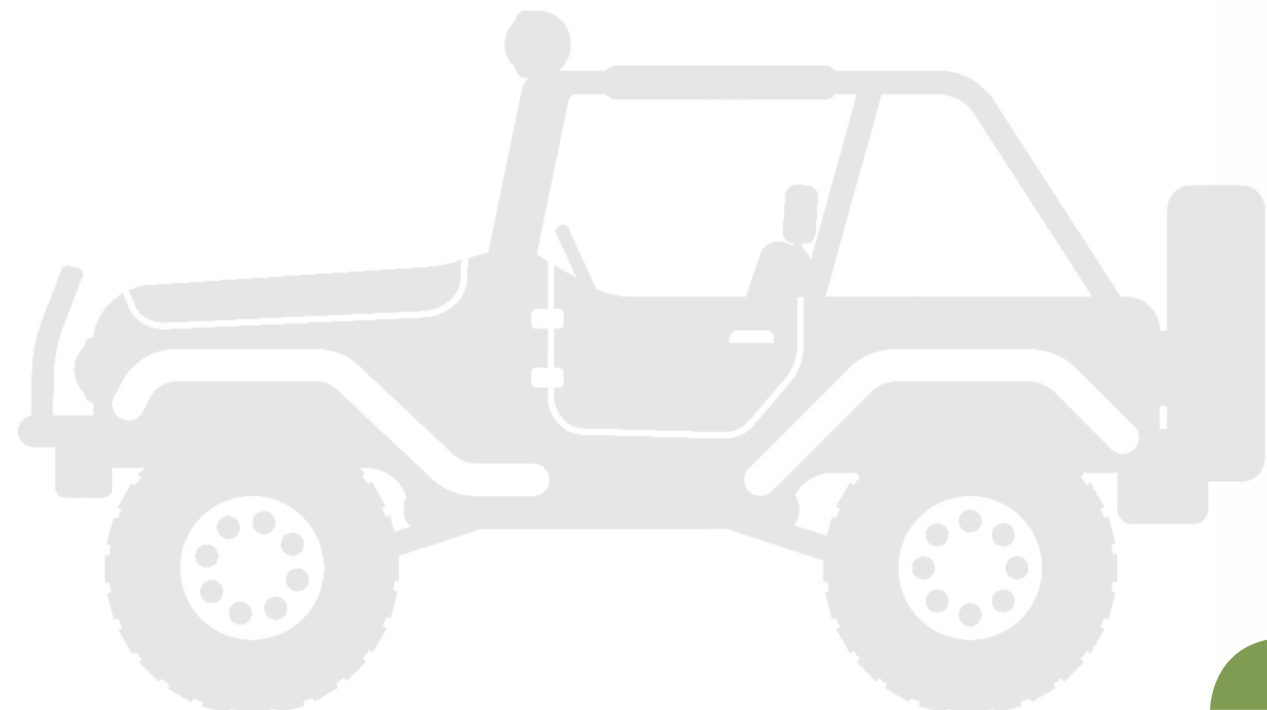
This first Gateway design recommends that twin signs be installed—one for the south approach, in a similar location as the current sign, and one for the north approach. The signs would be of the same design, with smaller footprints than the existing gateway—though the sign face would be a bit larger and brighter. The goal is to make the Gateway architecturally more significant and related to building details in Manzanita’s cityscape.

Materials include substantial timber and craftsman-style hardware

Sign faces are weather-resistant high pressure laminates, mount to painted aluminum panels giving the appearance of tongue and groove wood



location 2, southbound
location 1, northbound



Manzanita Gateway / Design 2

When designing for a new Gateway, materials and aesthetics are given a high priority. The city is considered a special jewel on the Oregon Coast; a stroll down Laneda Street attests to this appeal. Synergy and respect for nature is also considered. Manzanita takes these ethics seriously and the Gateway can acknowledge the marriage of nature, human culture and history.

Here, the design utilizes basalt stone as an atypical standout sign material. The form is unique and crafted by masons to echo natural outcroppings on the coast. The Gateway honors local geology and nods to both Cube and Pulpit Rocks. The stones vary in color, as basalt demonstrates, with the intent to distinguish itself from the other clutter of signs nearby.

A 2-sided sign, each at angles to be best seen on Hwy. 101.

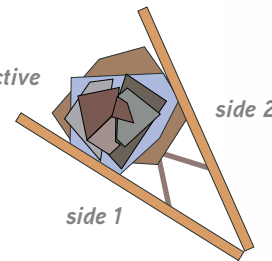
Geology, local basalt, varying in color and texture. Artisan masonry. Some passersby may think of it as a cairn, a unique land marker

2-sided sign, each angled for the best sight-lines on Hwy. 101

Sign faces appear to be tongue and groove with natural colors

Typography and logo are dimensional

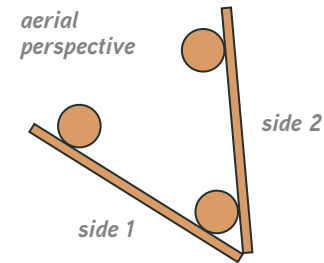
aerial perspective



Manzanita Gateway / Design 3

This Gateway design references the timber posts used in the directional sign types of this wayfinding plan (see page 22). Three posts with unique finials and craftsman hardware. The sign framing is subdued natural colors and stains, with the sign messaging more colorful and enticing. The depiction, combined, is artful. This design will be complemented with landscaping.

This structure allows this Gateway's two sign faces to sit higher than the current gateway, making it better seen in the visually competitive Hwy. 101 streetscape.



2-sided sign, each angled for the best sight-lines on Hwy. 101 ▷

Higher installation for better lines of vision ▷

Post with sun motif finial ▷

Craftsman hardware ▷

Breakaway post, direct to ground, metal bracket with concrete footing ▷



Pedestrian + Vehicular Directionals

Directional signs are an important tool in wayfinding. Pedestrian directionals enliven the visitor experience by encouraging walking around downtown, and creating a unified sense of place. Well-designed wayfinding make businesses and destinations more accessible, fun to find, and can add appeal to streetscapes. The design on the top of the round post has an eye-catching setting sun as a finial.

A good pedestrian directional system can greatly reduce wayfinding confusion and help everyone to find destinations in efficient ways. Public amenities will become a priority.

Each sign will incorporate city styles to remind guests of Manzanita's legacy, resulting in a unique system that is distinctive and memorable.

Road and traffic wayfinding is pivotal to Manzanita's downtown goals. Confused and wandering drivers create the worst environment for both utility and tourism. A secondary size and grid will be well suited for vehicular traffic. With a 'double-duty' design style from the pedestrian directionals, the overall system will be highly identifiable and create a strong sense of unity and delight.

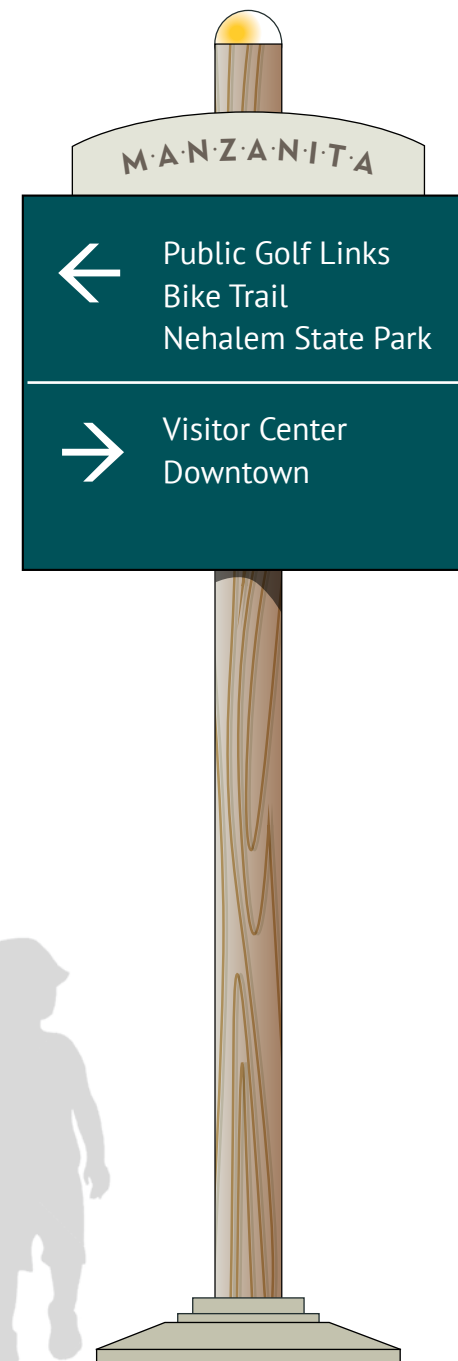
Setting sun motif finial at top of post ▷

Rounded wood post with UV inhibitor ▷

Banner header with Manzanita logotype ▷

Metal sign panels
Vinyl graphics, multi-panel system offers flexibility ▷

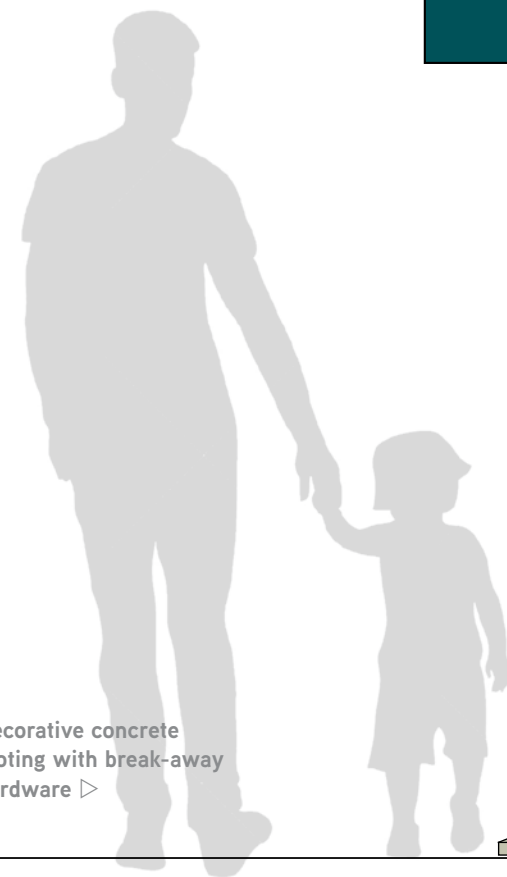
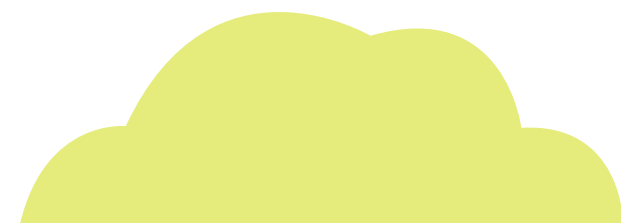
Decorative concrete footing with break-away hardware ▷



Vehicular Scale
Enlarged post + sign ▷



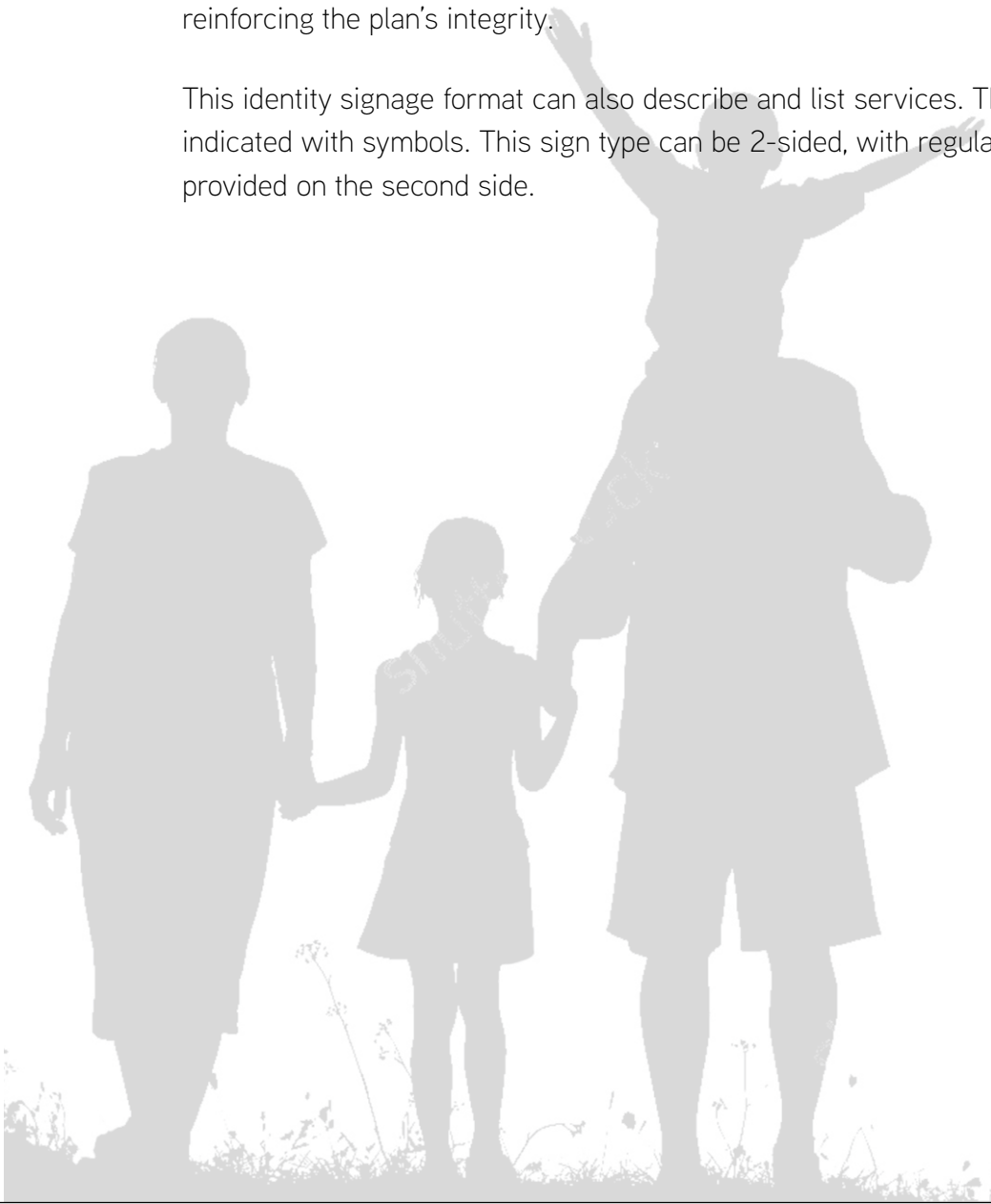
Breakaway post, direct to ground, metal bracket with concrete footing ▷



Identity Signage / City Park

The City Park in Manzanita is the first of several destinations to be a part of Manzanita's wayfinding system. The sign materials are consistent with directionals and gateways designs. The city's brand is reflected on all signage, reinforcing the plan's integrity.

This identity signage format can also describe and list services. These are indicated with symbols. This sign type can be 2-sided, with regulations provided on the second side.



Header panel, consistent with the overall program, creates a sense of place and contributes to the visitor experience

Sign faces are weather-resistant high pressure laminates

Service symbols, in vinyl, can be added to the sign face substrate, giving them flexibility for future changes



Manza
City Pa

Interpretive + Information Kiosks / 3 + 4 Sided

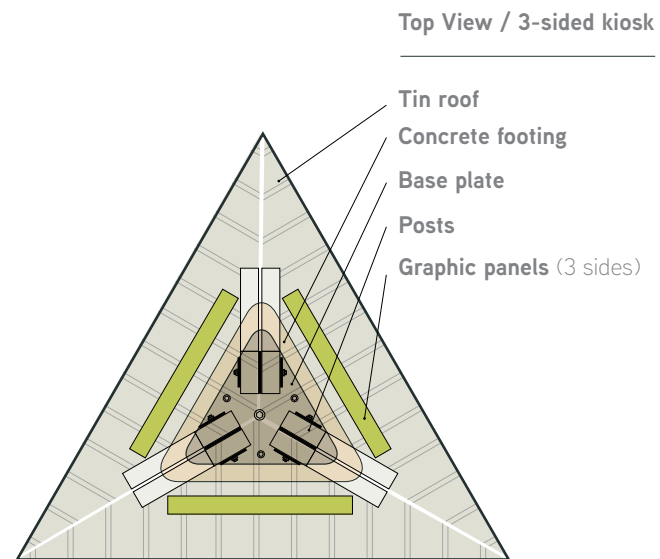
Kiosks are exciting information hubs, a very welcoming element of Manzanita’s “visitor experience” plan. Kiosks in the streetscape and parks make the environment pedestrian-friendly to travelers. Kiosks are go-to street monuments, where Manzanita can simultaneously display its own unique pride while helping to guide and inform visitors.

Kiosks are flexible and can be programmed in many ways—city map, downtown information, directions to restrooms, parking, and events.

At this time, there are 2 kiosk variations, 2-sided and 3-sided. At the Visitor Center, a 3-sided kiosk offers information on beach safety, building history and the founders story (Ben Lane). On Sunset Beach, the 4-sided kiosk tells of shipwrecks, beeswax, Neahkahnie Mountain and wildlife.

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
▷



Interpretive / Historical Society / Special Installations

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

Wayfinding elements in natural settings should not be intrusions. Signage near important architecture should be integrated, well-placed and not forced. This is the case at the Nehalem Valley Historical Society. Our team observes that the Pine Grove House is bearing considerable signage at this point. This plan calls for some dovetailing of stories, info and event info.

The bulletin board cases are obviously taking away from the architecture and quality of the visitor’s experience. More thoughtful built-in elements can complement the small building and not detract from it. The approach to the House is greatly influenced by the access ramp. This plan integrates the interpretives into that structure.

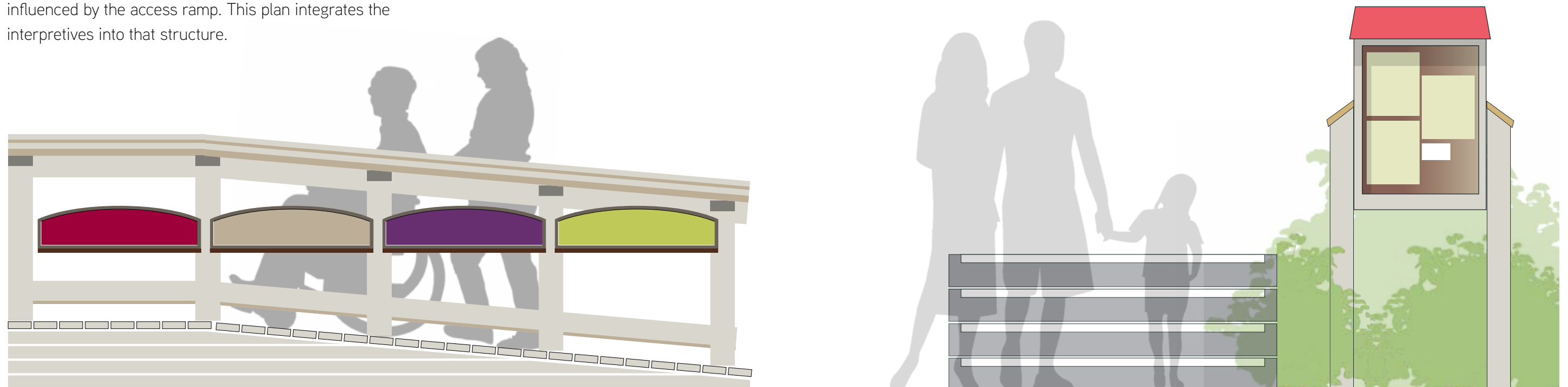


Access ramp occupies much of the front of the house

2 bulletin boards cover or blocking the house’s charm

Off-the-shelf cases look cluttered and should be more weather-resistant

In this plan, both of the bulletin board cases would be removed and the house facade and ramp would be restored. A new weather-proof case would be installed that does not touch the building but complements the architecture to the left of the stairs. The area around the sign would be landscaped.



Ramp

Steps

Weather-proof events case in garden

“Big Picture” Wayfinding / Additional Recommendations

Manzanita, 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.



Friendly
Interesting sidewalk materials
Artful + culturally relevant
Restorative haven



Allow architecture and nature to communicate more effectively. This will encourage a more mindful visit, and lessen the need for reductive wayfinding. Allow doors to be seen in architecture, don't rely on a sign to do it.

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 (i.e. sandwich boards).

Support your merchants. Distributing the City brand and standards will help for more effective signage for everyone. Work with shops rather than only applying restrictions.



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 Manzanita 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 Manzanita.

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



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.



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.

Savvy business use plantings to their advantage.



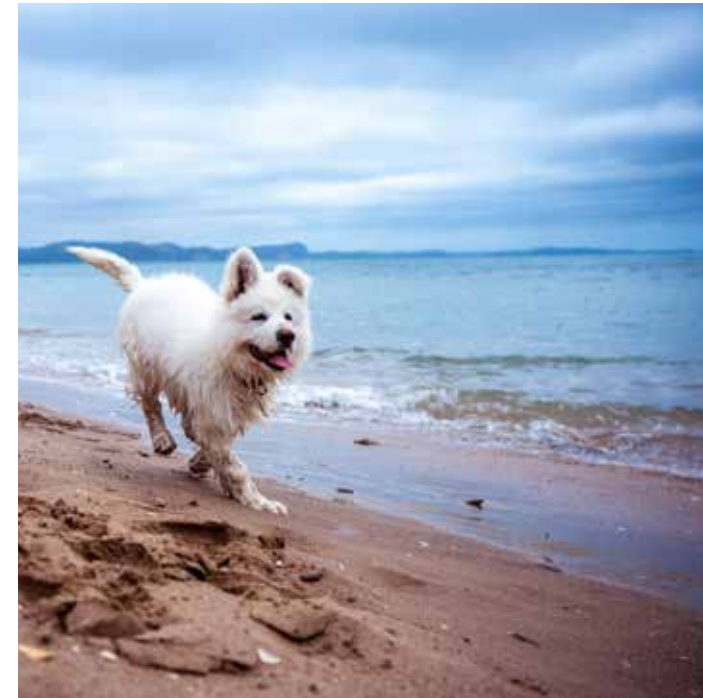
The creation of gathering places and landmarks builds on legacy, education and culture. “What happened here” is a very powerful message in a visitor experience and contributes to local pride.

Include benches, art and banners into the wayfinding plan?

Next Steps:

How can the Manzanita community become involved in the Wayfinding Program?

- Document and alert your Manzanita 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:

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