

OCEANSIDE WAYFINDING PLAN

Partners in Design
September 2024

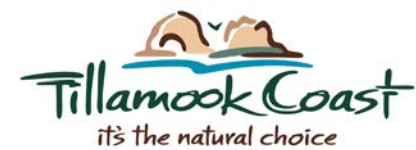


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Introduction

Oregon's hillside town on the beach. Oceanside stays true to its name: the town is built on a steep, amphitheater-like hillside right on the edge of the Pacific. It has a unique seaside vibe that you can't find anywhere else on the Oregon coast.

Oceanside has clear ocean views, peaceful cafés, and a beautiful beach. The famous Three Arch Rocks off the shore is a national wildlife refuge, visible from most places in town. A protected sanctuary for a wide variety of seabirds and other wildlife, the imposing profile of these arched rocks is a stark reminder of the ocean's power.

At the northernmost end of Oceanside beach is a tunnel through Maxwell Point. During low tide, the tunnel provides access to secret coves and secluded beaches.

Oceanside presents a unique opportunity for the Visit Tillamook Coast Wayfinding Plan since it's a bit of a hidden gem. Perhaps the most overlooked hidden gem along the Oregon coast. With its slightly more remote location, away from Highway 101, many people choose to skip Oceanside, driving straight to Tillamook instead.



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

Oceanside residents enjoy a relaxed, laid-back lifestyle that allows them to take in all the beauty that the area has to offer. The local economy consists of a mix of fishing, tourism, and other small businesses. Oceanside is also home to numerous parks, trails and outdoor recreation areas providing plenty of opportunities for year round activities. The warm summer weather draws crowds to the beachfront boardwalk while winter brings fantastic surfing conditions. Visitors often rave about how friendly and welcoming everyone in Oceanside is, making it an ideal place to live, work and play!

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 discovering new adventures along the way. All these must work together to meet travelers’ needs and expectations.

How? By creating a unique “voice” for each coast community, wayfinding and branding provides a unified connection to a visitor’s overall Tillamook Coast visitor experience. The voice reflects the essence of your community and leaves an impression in the visitor’s memory. Oceanside’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 Oceanside



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 Oceanside 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 Oceanside—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 Oceanside 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.

In the future the wayfinding program will include new destinations and projects.





The wayfinding team recommends that standards and guidelines for the Oceanside brand and signage be created soon after the first components are installed.

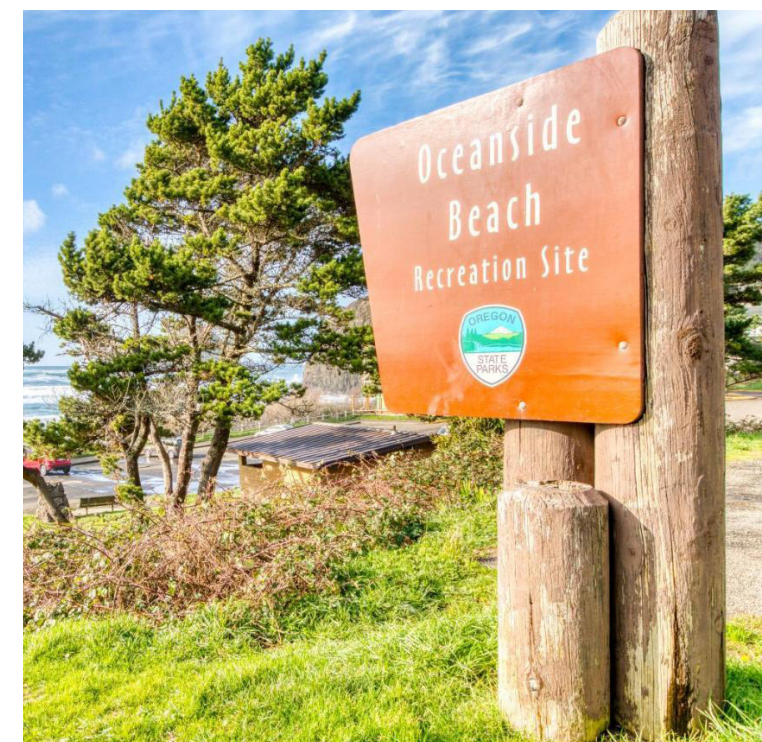


Signage can harm precious views

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. This ensures consistency with long-term goals.
-  **Accommodate pedestrian needs:** for Oceanside we're recommending that wayfinding encourage visitors to have a in-town pedestrian experience. Walking is the ideal pace, and the best way to see Oceanside 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 Oceanside. The placement of streetscape elements—art, benches, interpretives and signage—will contribute to "living" streets.



Oceanside Locator Map and Signage Types

Identity Signage (ID)

- 1 Gateway
- 2 Gateway

Directional Signage / Vehicle and Pedestrian (DR)

arrows: destination denoted

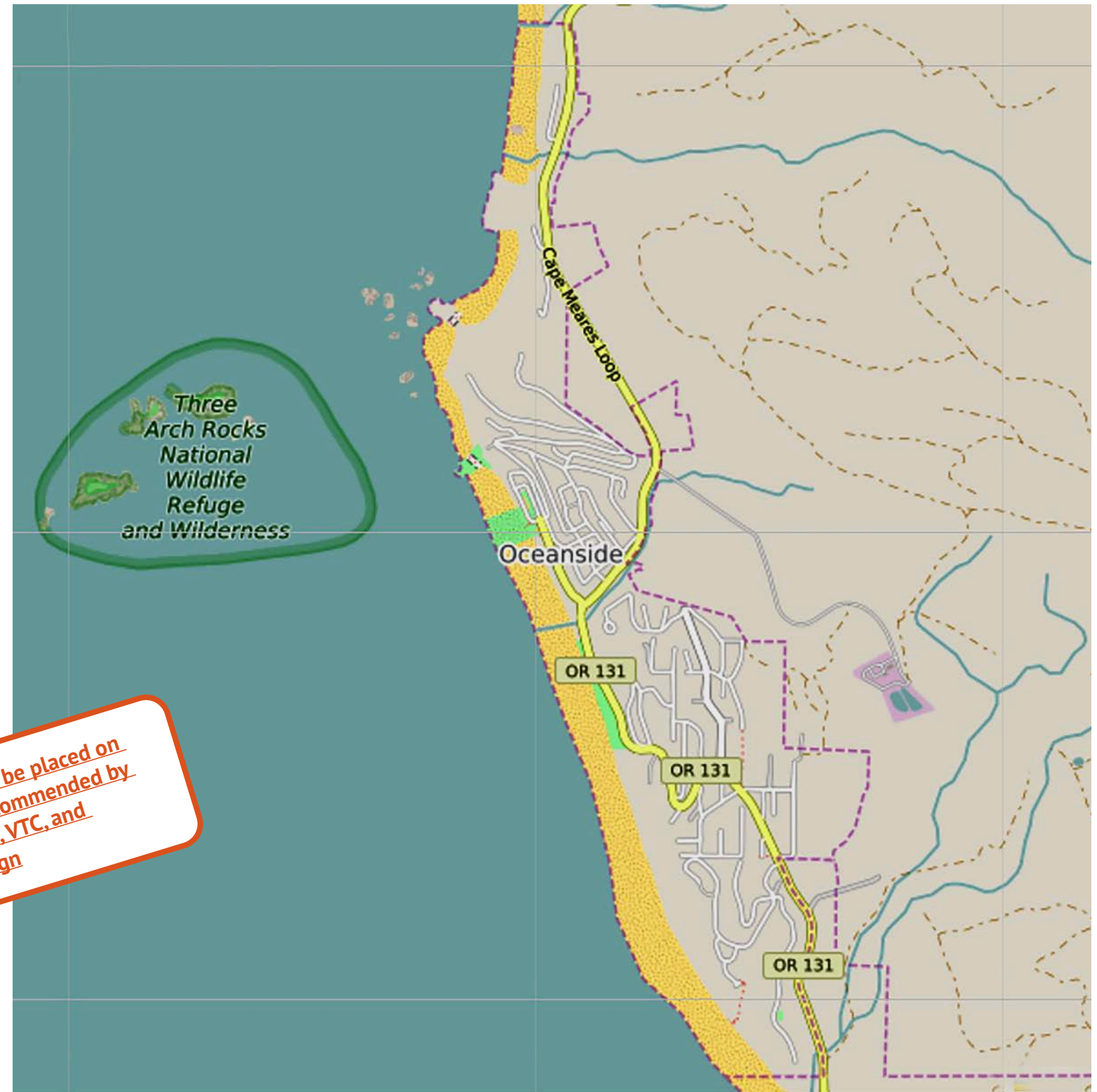
- North: to be determined in future wayfinding projects
- South: to be determined in future wayfinding projects
- East: to be determined in future wayfinding projects
- West: to be determined in future wayfinding projects

Interpretive / Information (INT)

- 1 Welcome Kiosk: beach safety, indigenous story, history & today
- 2 Interpretive Panels (1-3): on parking lot edge, looking out to Oceanside Beach

Regulation (REG)

- to be determined as community determines need



Sign locations will be placed on the map when recommended by ODOT, Oceanside, VTC, and Partners in Design

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

TYPOGRAPHY & LEGIBILITY
DIRECTIONAL ARROW
OCEANSIDE 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 a town's historic past, and its vibrant and charming present. The Oceanside **colorscape** tells a particular story. Its colors are distinctive—connecting visitors to your city's environment and back to the natural elements that inspire 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 a visitor experience together. Recently, Oceanside created a new brand and logo (see page 13), and this Wayfinding Plan is incorporating it into the signage schematics. The colors will need to be used appropriately for visibility and legibility.

We are all aware of color—consciously or unconsciously—and we use it to make decisions, take action and qualify emotion.



Oceanside Color Palette

Color is one of the most powerful design elements available in your design toolbox. The Oceanside color palette is distilled from the new logo (see page 13). These colors exhibit a confluence of sea, rock, wildlife, plants, sky and air.

It's important that colors in the Wayfinding Color Palette have high contrast and legibility. A few accent colors have been added to the palette for signage, such as red-orange.

 <p>Distant Trees 58c 27m 53y 4k</p>	 <p>Beach 0c 15m 52y 0k</p>	 <p>Leaf 31c 20m 62y 1k</p>
<p>COLORS are specified by program color names and followed by CMYK formulas.</p>	 <p>Pacific 90c 43m 50y 18k</p>	 <p>Sand 1c 2m 14y 0k</p>
	 <p>Tunnel 90c 70m 58y 69k</p>	 <p>Bluff 18c 51m 91y 2k</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 Oceanside logo was developed 2024 by Kim Green.



Typography + Legibility

Typography is one of the most powerful tools available to support Oceanside 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 Oceanside; any future expansion of the program will be made stronger and easier by consistent use of these fonts.

Bystander Serif has been selected as the primary Oceanside branding font. It is used as a distinctive logotype in the new city logo. Made of bold strokes and modest serifs, it has the feel of turn-of-the-century storefront signage. It is tall, distinctive and is ALL CAPS. Small and large caps is an option, but using as a text font is NOT RECOMMENDED.

BYSTANDER SERIF

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&**

PT Sans Pro Regular

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890&

PT Sans Pro Bold

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890&

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

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

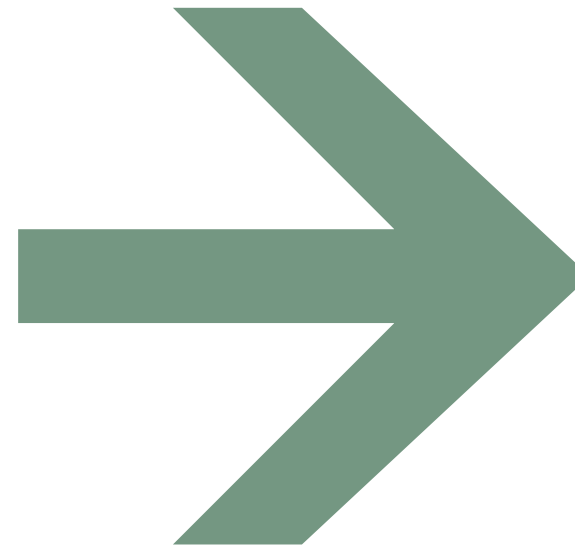
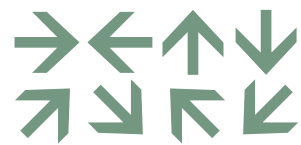
Source: Stouse Signs
<http://blog.stouse.com/4-critical-factors-signage-letter-size-visibility/>

Directional Arrow

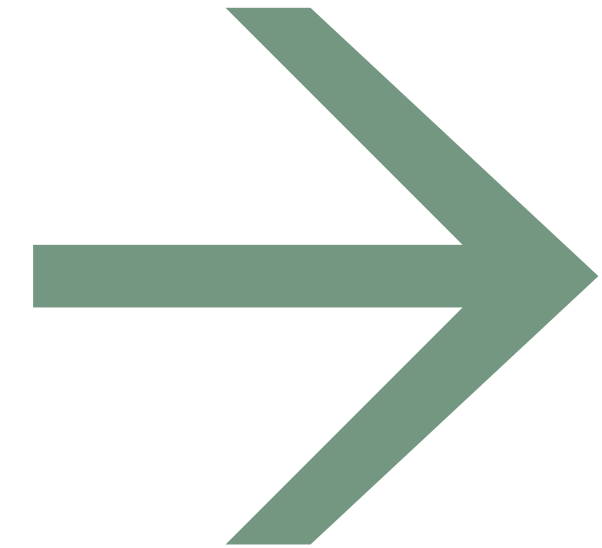
In its simplest form, an arrow is a line with a triangle affixed to one end, used to point to or indicate direction. For the Oceanside wayfinding program, the arrow extends navigation and points to the next visitor attraction and experience.

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 **bold 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.



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



Oceanside 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.

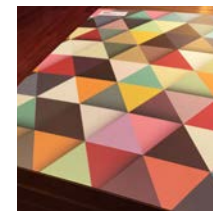
Lamps

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 Oceanside – First Impressions Count

Gateway experiences are equally important to first-time visitors and long-term residents, for different reasons. Visitors emotionally experience a sense of arrival and adventure, when approaching a Gateway, with the objective is to make it more memorable. Residents garner a sense of pride, feeling the familiar—their unique place when passing through the welcome signage—they are home.

Between the road and the sky, communities rely on wayfinding, signage and Gateways. The ODOT standard signage is very helpful in directional communication but it offers no emotional component.

The Oceanside Gateways are one of the most important and dynamic elements of the wayfinding plan. They are being designed with certain criteria in mind:

- **Harmonize with landscape and respect Oceanside heritage**
- **Highlight Oceanside branding**
- **Act as destination markers**
- **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**



▲ ODOT standard



▲ New Gateway location

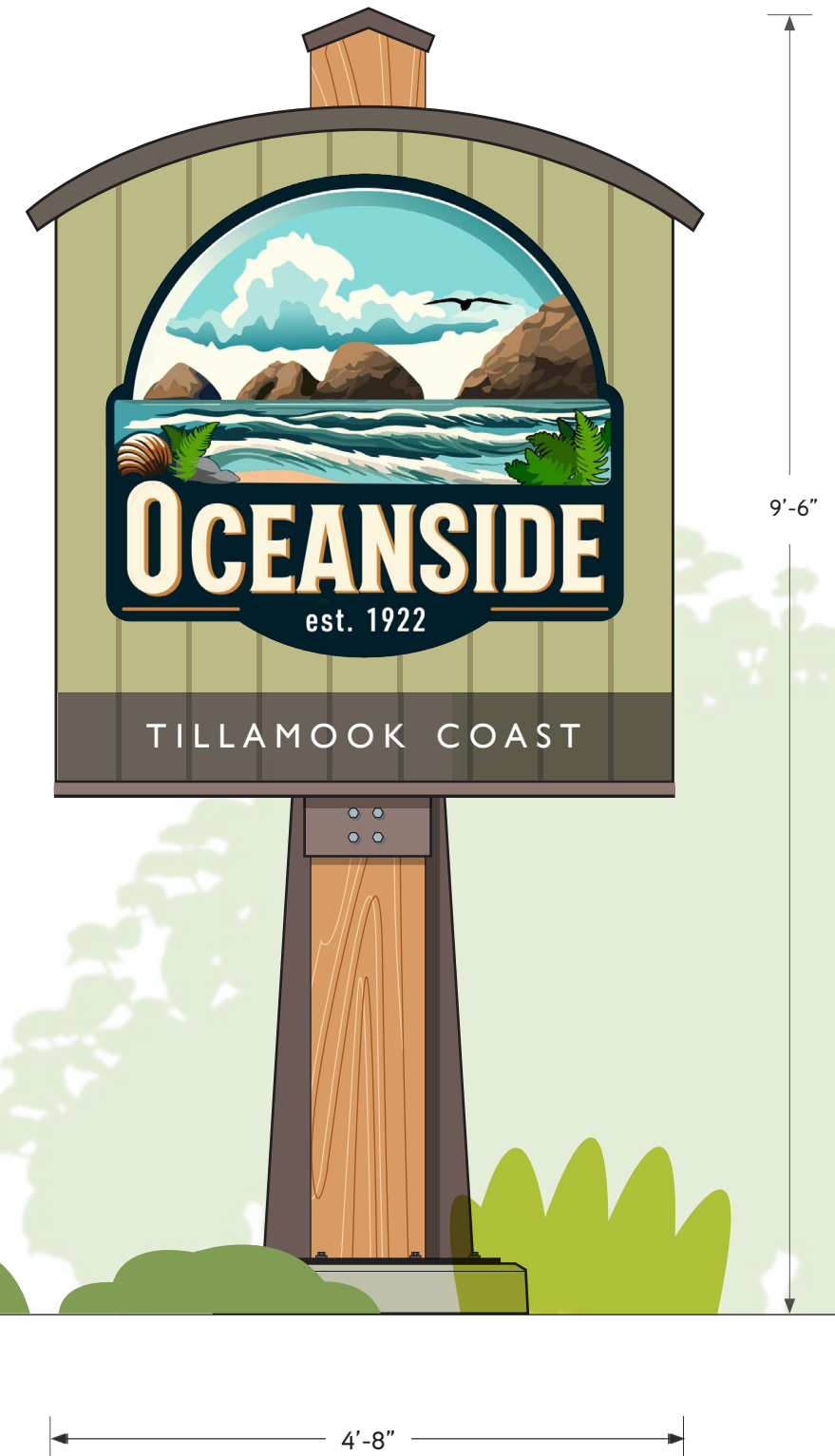
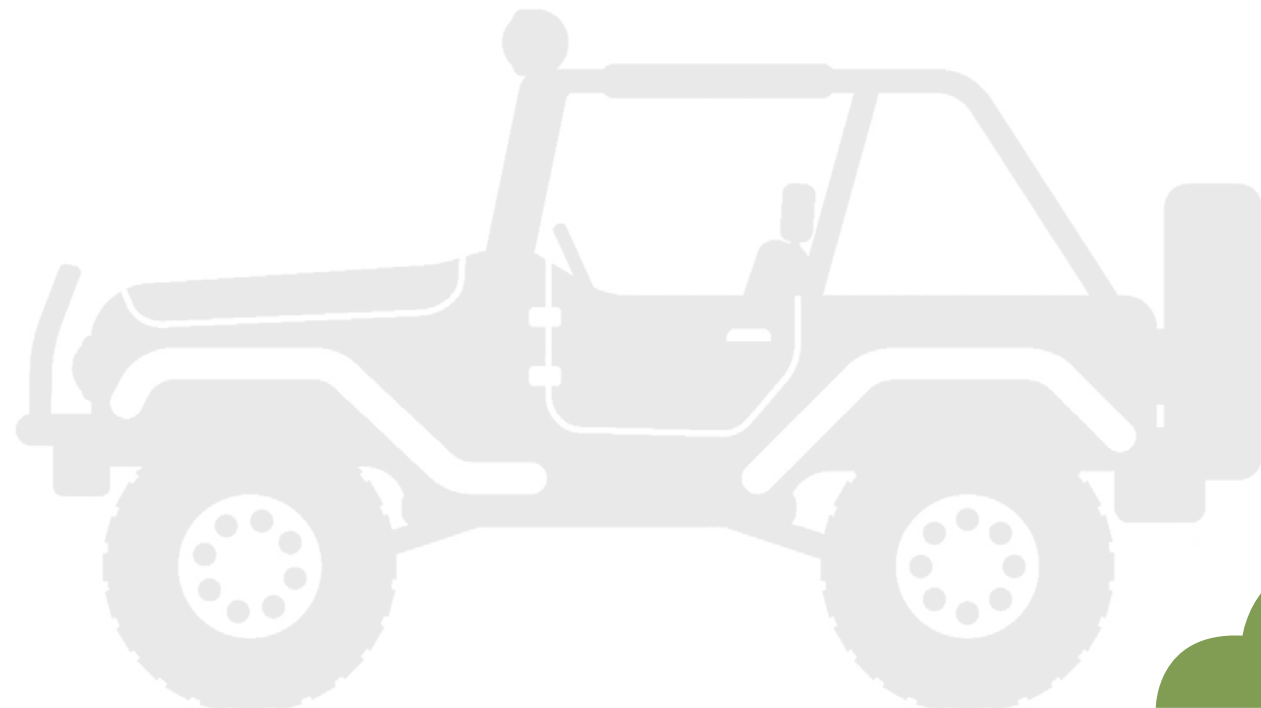


Oceanside Gateway / Design 1

When designing for a new Gateway, materials, brand and esthetics are given a high priority. Oceanside is a special jewel on the Oregon Coast. It has an interesting history, native culture, and a synergy and respect for nature. These should be infused into the Gateway Experience.

Here the design utilizes substantial timber and craftsman-style hardware. Sign faces are weather-resistant high pressure laminates, mounted to painted aluminum panels giving the appearance of old-world tongue and groove wood.

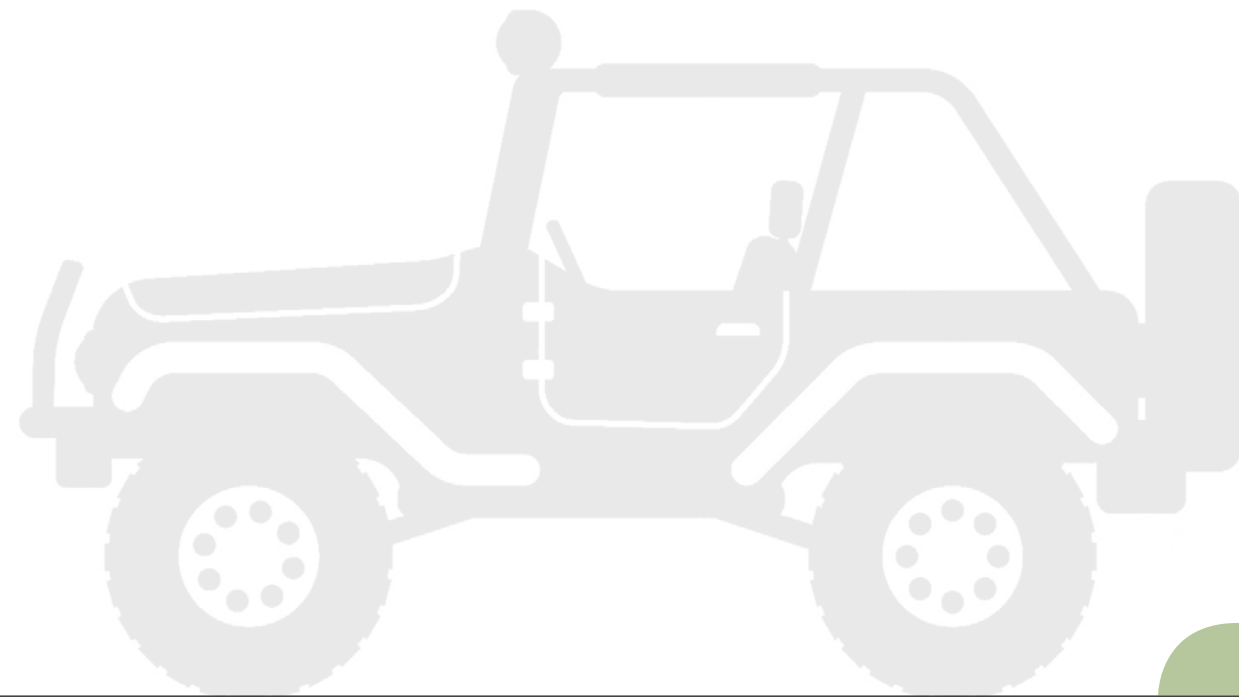
Considering road conditions and permitting there are 2 versions of this design. One narrow with a single post; one wide with two posts.



Oceanside Gateway / Design 2

The second two-post design displays a unique community brand—a welcoming, elegant and memorable signage element. In the future, it will be advantageous for merchant signage to dovetail with this wayfinding plan for greater visual impact.

Colors complement the new Oceanside brand created by Kim Green.



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

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. Directionals can greatly reduce wayfinding confusion and help everyone to find destinations in efficient ways.

This design is planned for the future. Currently, this Wayfinding Plan is only detailing gateway, kiosk and interpretive signage.

A secondary size and standard is designed for vehicular traffic. With a 'double-duty' design style based on the pedestrian directionals, the overall system will be highly identifiable and create a strong sense of unity and visual appeal.

Vehicular Scale
Enlarged post + sign >

Metal end-cap at top of post >

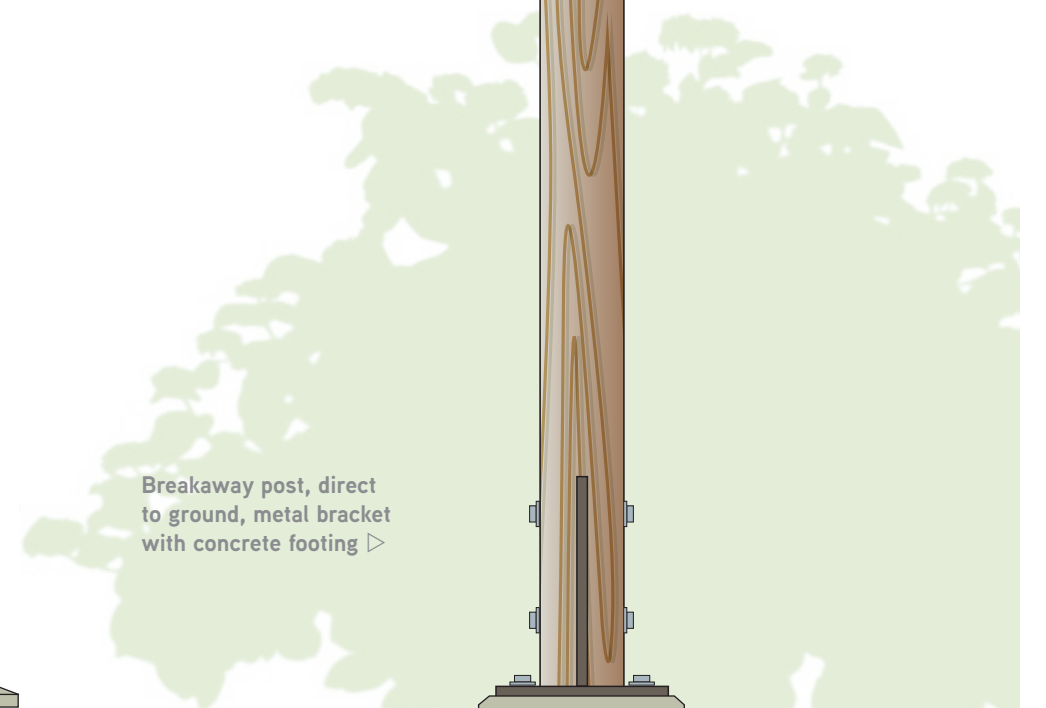
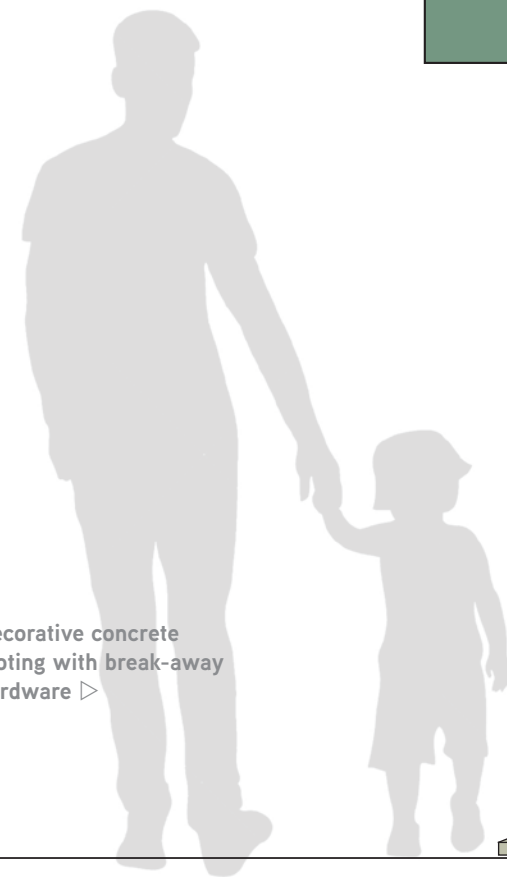
Rounded wood post with UV inhibitor >

Banner header with Oceanside logotype >

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

Decorative concrete footing with break-away hardware >

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

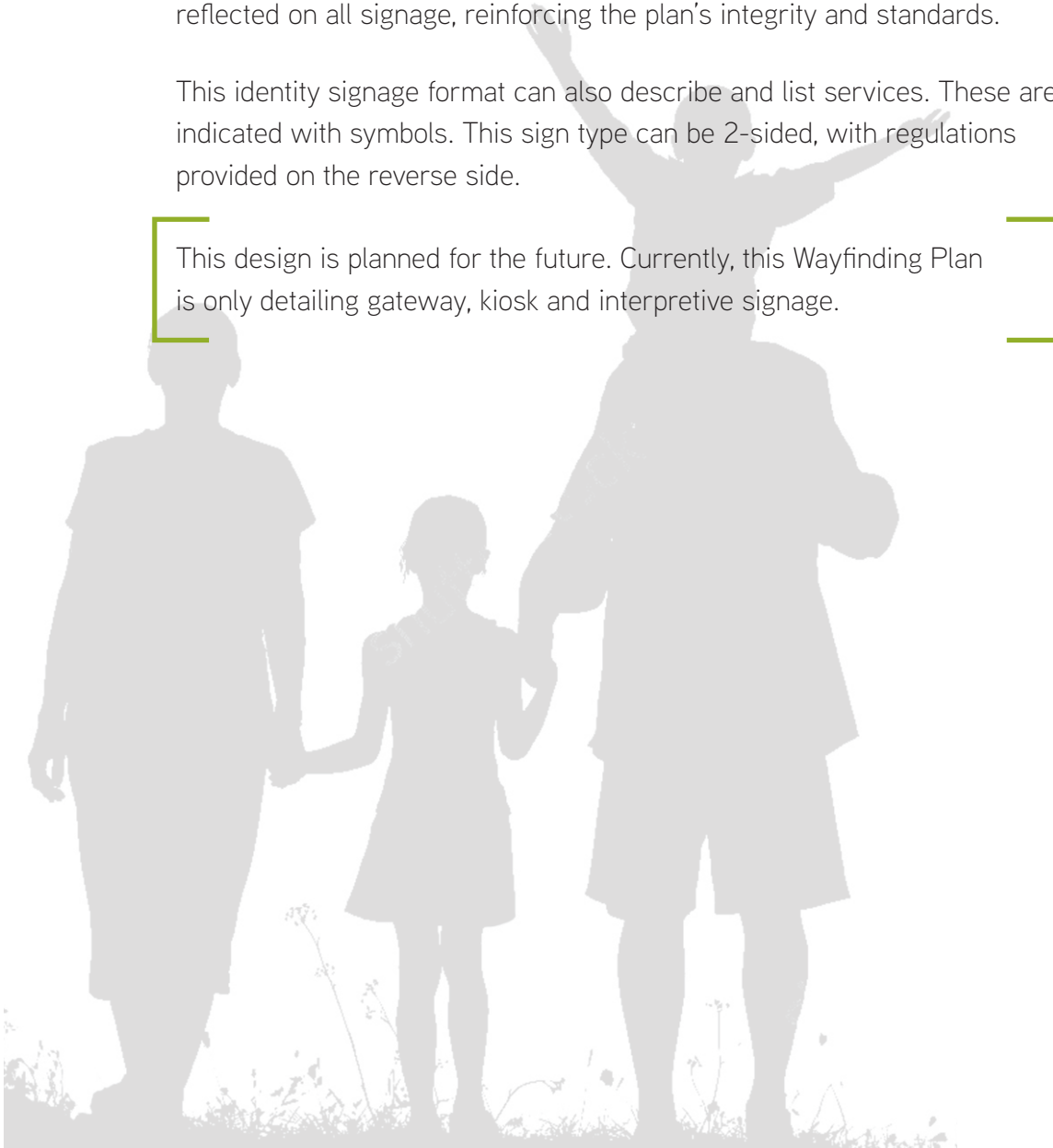


Identity Signage / City Park

Destinations, not specified at this time, will need to be identified in the future, such as trail heads, parks, community commons. The sign materials shown here are consistent with directionals and gateways designs. The city's brand is reflected on all signage, reinforcing the plan's integrity and standards.

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 reverse side.

This design is planned for the future. Currently, this Wayfinding Plan is only detailing gateway, kiosk and interpretive signage.



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



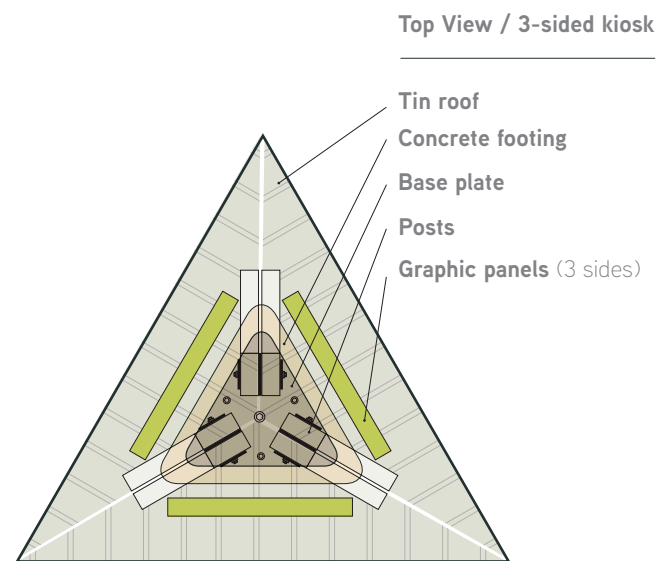
Interpretive + Information Kiosks / 3 + 4 Sided

Kiosks are exciting information hubs, a very welcoming element of Oceanside’s “visitor experience” plan. Kiosks in the streetscape and parks make the environment pedestrian-friendly to travelers. Kiosks are go-to street monuments, where Oceanside 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.

Kiosks can be 2-or 3-sided (3-sided is detailed here). 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 / Surf-side Installations

Interpretives in Wayfinding Plans are unique in some key aspects. Their objective is to tell a story, to explain and offer perspectives in history, culture, and nature. In a program with multiple elements, they share a common “voice” and will relate to the Oceanside palette of materials, color and typography. They are also unique in that they often occupy special places and perspectives.

Wayfinding components in natural settings should not be intrusions. Signage near important architecture should be integrated, well-placed and not forced. The design should not obstruct the shore view and is angled for better reading. Separate panels can be utilized to differentiate themes. Text lengths, legibility and exciting graphics and photos are critical.



Possible installation areas for waist-height interpretives... with an ocean view

Kiosk installation will be installed near this area, on either side of the parking lot entrance road

When the content drafts are developed it can be determined whether there are 1, 2 or 3 panels at this site.



Regulation / Safety Signage

Regulation signage which is an integral part of a Wayfinding Plan is visually more effective. Having a unique design can call attention to the message, emphasize, and also complement the landscape.

A unified graphic layout and standards should be developed in the future when the signage program at Oceanside grows. These schematics give an idea of how this segment of critical signage could be handled.



This cluttered, view blocking, catch-all solution may not be going away, but this Wayfinding Plan advocates that a cohesive city solution be present and be influenced by the Oceanside brand.



◁ Single-message, wood-post, break-away footing front and side views



Interpretive Content Guidelines

What makes a successful interpretive sign? How to offer information in a way that captures your audiences’ interests, peaks their curiosity and involves them emotionally with a place, a story or another creature. By taking the facts and asking yourself questions such as “Why should a visitor care about this?” and “How can a visitor connect with this information?” you can transform information into interpretation.

Oceanside Recommended Word Counts:
(not including title and captions)

Information Kiosk (1 panel, one side)

Wayside Interpretive (each panel)

350 words ±

200 words ±

Interpretive Sign Strategies

As you begin planning your interpretive sign, ask yourself: what would you most want to tell a visitor to your site if you had the chance to be there with them in person? Then think about the best ways to communicate those messages—including infographics, maps, audio, and QR codes that lead your visitors to websites and deeper information sources.

So where do you begin? Start by drawing a connection between the significance of your site in Oceanside and the messages you want to convey to both residents and visitors. Keep in mind that you will NEVER use all the information you gather. But you may find that you uncover new or useful information that inspires you.

Stay focused! Outlining your interpretive sign’s content can be a useful tool at this point.

This Plan involves a 3-sided kiosk and multiple wayside panels. Since you are creating the messages and researching the visuals we recommend that you follow some general guidelines.

Good Practices

3-30-3 Rule

Some visitors will pay attention to your interpretive sign for 3 SECONDS—they may only read your title and look at an image. Some visitors will stop and look for 30 SECONDS—these visitors will likely read headers, look at the images and maybe read a caption or two. The most dedicated visitor will spend up to 3 MINUTES. In each of these instances something of value should be conveyed. Make your messages count!

How Long Should Interpretive Text Be?

A text-heavy panel will not be inviting to read. A larger audience appreciates a more visually inspired interpretive environment.

Writing Effective Interpretive Text

With an outline in place, writing the first draft of text for your interpretive sign can begin. A team member with writing experience would be able to craft themes and stories in a way that addresses the interpretive objectives.

- *Write in layers*

Start with the big idea, then “drill down” to smaller messages. Keep your sentences short. Wordy, long paragraphs quickly lose readers.

- *Write to actively involve readers*

A well-written interpretive sign will make a story

come to life. Use active verbs to speak to the reader. Engaging visitors’ senses helps them look at information in new ways: “Look closely and you may see...,” “If you’re quiet, you just might hear...” Ask questions to make the text more interactive: “Ever wondered why...?”

- *Keep your message positive*

To build support for sensitive issues, stay positive. Explain how the community is working together to solve issues. Avoid technical language. Be all-inclusive, for example use gender-neutral language (fishers versus fishermen).

- *Give Visitors a Call to Action*

If possible, offer your visitors other ways to explore the theme of your interpretive sign. Give them ideas on how they can take action to support the sign’s interpretive message. Be relevant, provocative, creative and fun!

Titles and subtitles

The importance of a distinctive title cannot be overstated. Titles must be thought provoking and compelling to help expand a concept into an effective hook. Subtitles can carry a bit of the weight by guiding the reader into the sign’s message and story.

Thought-provoking quotes

Inspiring quotes will draw the reader in. Use them

sparingly but effectively in unison with graphics and the interpretive sign will speak to your reader.

Captions

Keep in mind captions are excellent purveyors of information. Often a reader will begin to understand an interpretive display by first looking at the pictures. Then, in order to know what the image means, they read a caption. Captions can be a “way in,” rather than being unimportant.

Reading level

Visitors to your site will have a wide range of education and reading levels. To make your interpretive sign accessible to as many people as possible, write for a grade 9-10 reading level.

Work with your design team

Review with Partners in Design draft text and initial visual research (photos, maps, diagrams). The designers will make recommendations how this should come together and may request editing where needed. They may require additional visual resources.

Next the design team will consider layout, legibility, typography, effective colors, and then create an engaging communication platform, located appropriately in the Oceanside landscape.

SAMPLE Preliminary Outline

Welcome Kiosk: Panel 1

Theme:

OCEANSIDE: YESTERDAY TO TODAY
Key stories in Oceanside’s history that led to the unique, vibrant community it is today

Messages/Stories:

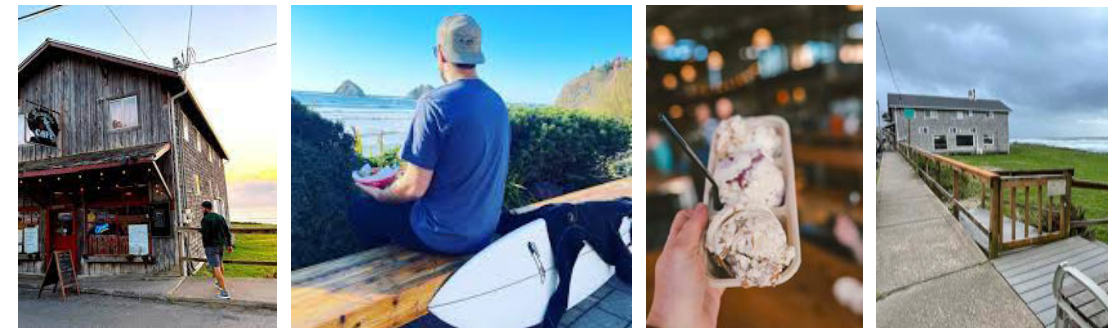
- Oceanside’s origin story
- steep, amphitheater-like hillside location right on the edge of the Pacific

Visuals:

- Historical photo
- Native (past and today)
- Railroad
- Three Arch Rocks
- Family enjoying
- Oceanside logo

“Big Picture” Wayfinding / Additional Recommendations

Oceanside, 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. 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 Oceanside brand and standards will help for more effective signage for everyone. Work with stores 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 Oceanside.

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 businesses 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 Oceanside community become involved in the Wayfinding Program and future projects?

- Document and alert your Oceanside 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
(503) 842-2672



HOTSPOTS:

- Introduce new city branding in signage and wayfinding
- Where is Oceanside?
- Unwelcoming approaches
- Little sense of what the community offers
- Lack of merchant support
- Unfriendly and dangerous to pedestrians
- Cluttered streetscape
- Lack of and inconsistent vehicular signage
- Is the “streetscape” attractive?



SOLUTIONS:

- Pedestrian-friendly sidewalks
- New gateways
- Trees, landscaped flower beds
- Appealing directionals for downtown
- Iconic lampposts, bike racks, banners
- Custom wayfinding signage to help visitors engage with shops, parks, arts center, gathering places and more