

Garibaldi Wayfinding Plan and Logo / Presentation 1

Partners in Design / January 2026



Table of Contents

INTRODUCTION	3	FIRST IMPRESSIONS COUNT	
The Visitor Experience	4	Approaching Garibaldi	21
How Wayfinding Works	5	Gateway / Design 1	22
The Case for Good Wayfinding	6	Directionals	23
Methodologies	7	Electronic Sign	24
Streetscape and Servicescape	8	Lumberman's & Railroaders Park and Museum	25
SIGNAGE LOCATOR MAP	9	Boathouse Interpretive + Info Kiosk	26
DESIGN TOOLBOX	10	Boathouse Welcome + Fish Cleaning Station	27
Colorscape	11	The U.S. Coast Guard Story	28
Garibaldi Color Palette	12	RECOMMENDATIONS	28
Logo and Branding	13	The Big Picture	29
Logo Concepts	14	Next Steps and Acknowledgments	30
Logo Attributes	15		
Logo	16		
Typography and Legibility	17		
Directional Arrow	18		
Wayfinding Symbols	19		
Materials and Fabrication Methods	20		



Introduction

Garibaldi, Oregon is a welcoming picturesque port town nestled at the north end of Tillamook Bay. A haven and home for many generations on the Tillamook Coast.

The Tillamook tribes, who maintained villages along Tillamook Bay, harvested shellfish, edible roots, sea vegetables, fished and hunted year-round.

The delights of Garibaldi are diverse. The reasons for calling this home or visiting are complex and rewarding. To optimize the best of Garibaldi, design and planning, will best serve it's future and it's successes.

Few towns on the Oregon coast offer as many marine-related businesses in one location as Garibaldi. Relax as you watch commercial and recreational fishermen hoist their catches, just as they have for many decades. Hire a fishing guide and catch your own dinner, or spend the day kayaking. With a little patience anyone can successfully forage for shellfish and sea vegetables.

Take a trip on a steam-powered historical train, when the dinner bell rings, climb aboard the Oregon Coast Scenic Railroad and enjoy a train robbery themed dinner train.

Consider the other numerable landmarks. The history museum, and the walkway to Pier's End Boathouse features a number of turnouts popular with crabbers and photographers.

First impressions count and Garibaldi is getting ready for it.



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 in Garibaldi connects people to place. Its success depends on travelers easily finding the destinations they have traveled here to see, and inviting them to discover new adventures along the way. All these work together to meet travelers' needs and expectations.

For long-term residents, tradition and everyday peace and is important. The balance of a town persona and a tourist destination is critical and "wayfinding" can respond to both experiences. Here in Garibaldi, 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 Garibaldi, as well as allowing 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 experience.

Your unique point of view reflects the core sense of your community, and the goal is to make a memorable impression with your guests—connecting people to place.

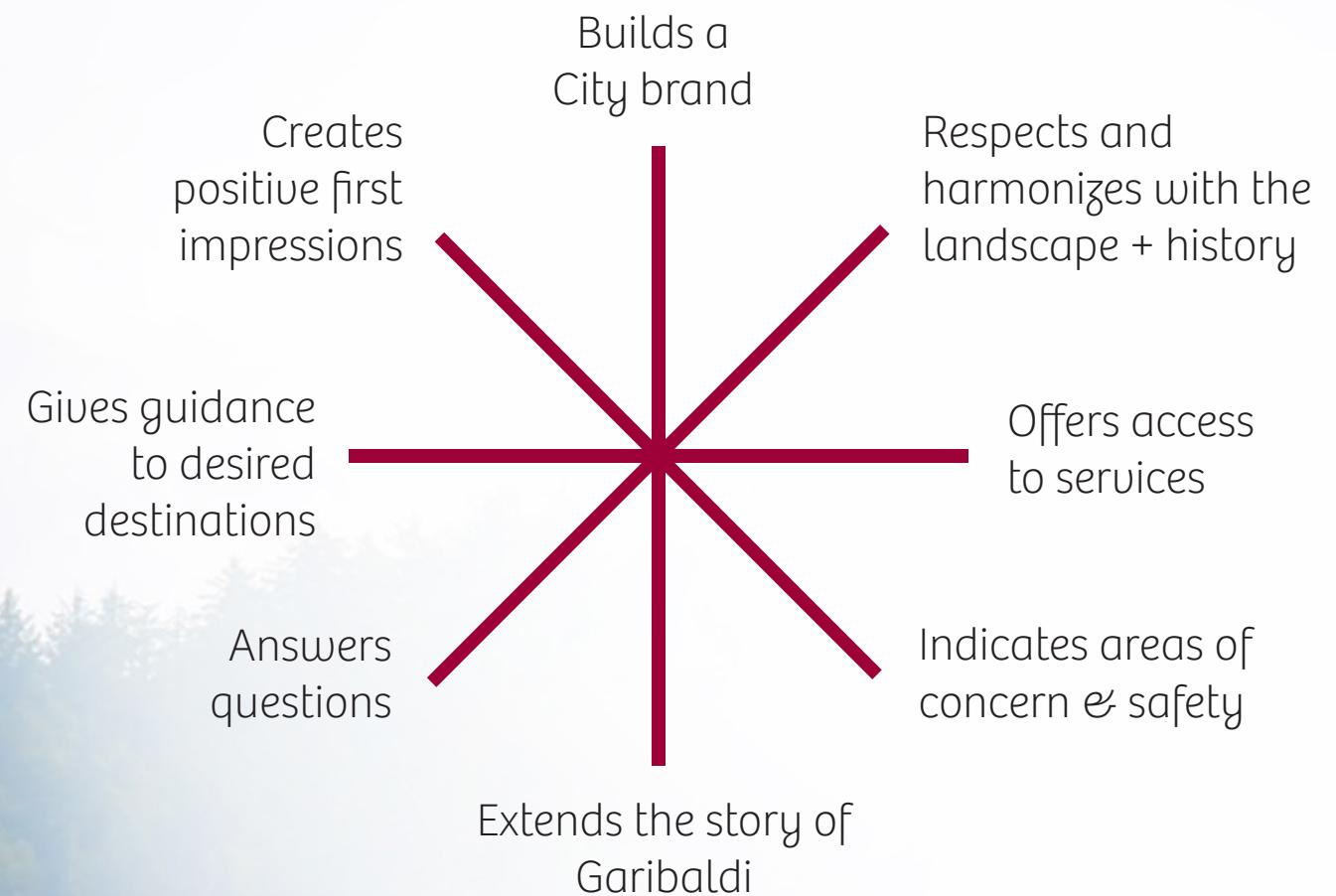
A traveler's experience, or the sense of coming home for residents, is grounded in respect and influenced by many factors, including messaging, interpretives, wayfinding, color, and signage. The primary goals are to communicate **welcome, nature, home, integrity** and **awe**.

welcome nature
home integrity
awe



How Wayfinding Works:

Creating a Better Visitor Experience in Garibaldi



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 Garibaldi 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 Garibaldi 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.



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 Garibaldi's 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 addendum 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 future destinations and projects such as the refurbishment of the Boathouse.



Streetscape and Servicescape

A welcoming streetscape should strive to convey a city's inherent sense of pride. Garibaldi'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** 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 Garibaldi we're recommending that wayfinding encourage visitors have a pedestrian experience. On a nice day, walking is the ideal pace, and the best way to see Garibaldi in beautiful detail (all the shops and restaurants). 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 Garibaldi. The placement of streetscape elements—art, benches, interpretives and signage—will contribute to "living" streets.

*pictured, top left:
Lesser quality displays
and Interpretives near the
boathouse. The current
gateways are considered by
some community members to
be dated, worn and lacking
color.*

*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*



Signage Locator Map

- 1 **Electronic sign / message board**
- 2 **Gateway**
flexible event component
- 3 **Gateway**
flexible event component
- 4 **Boathouse kiosk**
3-4 sided, marine biology, Coast Guard, fishing industry, a cleaner Tillamook Bay, bird estuary)
- 5 **Boathouse welcome**
- 6 **Directional on Hwy 101**
destinations, services and restrooms
- 7 **Directional on Hwy 101**
destinations, services and restrooms
- 8 **Directional on Hwy 101**
destinations, services and restrooms
- 9 **Directional on Hwy 101**
destinations, services and restrooms
- 10 **Directional on Hwy 101**
destinations, services and restrooms
- 11 **Directional on Hwy 101**
destinations, services and restrooms
- 12 **Lumberman's Park**
- 13 **History interpretive**
Coast Guard
- 14 **Fire Dept. / City Hall electronic sign**
located adjacent to parking lot
- 15 **Cleaning station**



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

TYPOGRAPHY & LEGIBILITY
DIRECTIONAL ARROW
GARIBALDI 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
VISITOR KIOSKS & INTERPRETIVES





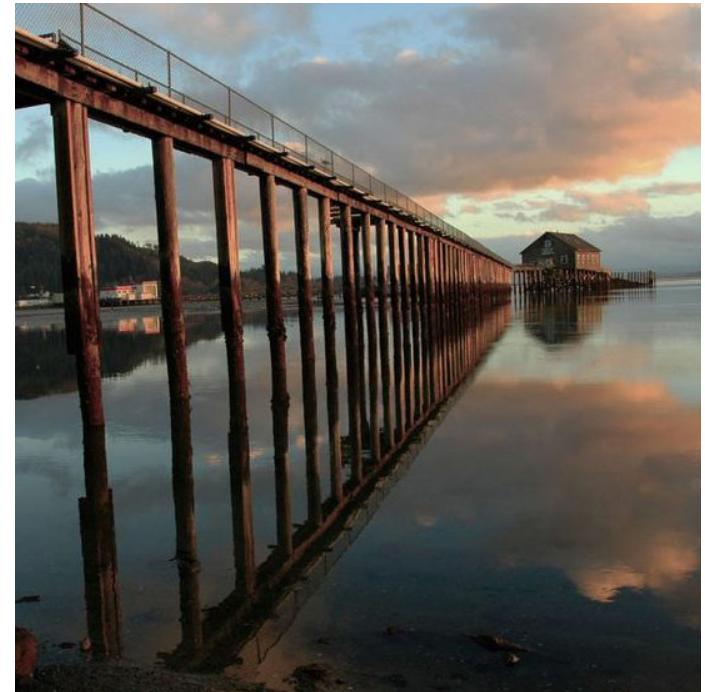
Colorscape

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 Garibaldi **colorscape** tells a particular story. Its colors are distinctive—connecting visitors to your city's commerce, 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 Garibaldi 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.

Garibaldi brings a unique palette together reflecting the landscapes, seasons, vital commerce and the sheer joy of the place.

We look at the colors of shellfish, wood piers, basaltic lava flows, Crab Rock, the dramatic sky, the muted colors of the historic smokestack, and the bold orange-red of the monumental "G," all contributing to a unique portrait of Garibaldi. These will be valuable contributors to "placemaking" of this plan.

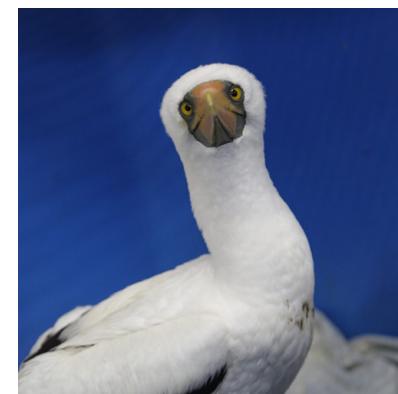


 **Garibaldi Color Palette**

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

We look at the colors of shellfish, wood piers, basaltic lava flows, Crab Rock, the dramatic sky, the muted colors of the historic smokestack, and a foggy monumental “Big G,” all contributing to a unique portrait Garibaldi. These will be valuable contributors to “placemaking” of this plan.

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



Logo + Branding

A major component to creating a vibrant and distinct “sense of place” is strong visual branding. Logos often form the cornerstone of this communication for visitors, merchants and residents and provide a clear visual reference to understanding a community. Ultimately, a community’s logo is a badge of community pride, and can symbolically represent the past as well as much of what is important to a community in the present.

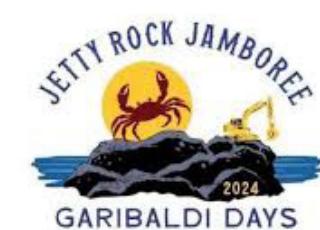
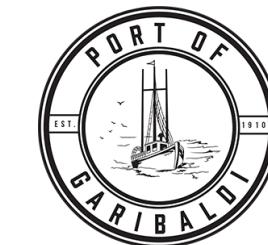
Logos are also especially useful in that they can be utilized in wayfinding applications and quickly help identify a “sense of place.” Seen on city gateways, where services are offered, the community’s website and vehicles, banners, posters, event promotion and merchandise.

Garibaldi offers a unique visitor experience, home to residents, and hosts a great many merchants. A logo is a useful tool in many applications. Past logos have included several styles of boats, each redrawn, and appearing a bit different each time drift confusing the viewer rather than making a consistent and memorable image.

While a single, universal “City of Garibaldi Oregon” logo is not utilized, the official City of Garibaldi uses a seal, and other entities such as the Port of Garibaldi and Visit Garibaldi have their distinct logos complication the brand. And there is the large white “G” on the hillside, a widely recognized landmark and symbol often associated with the town. The town is trying to make its mark!

All communities have visual and historical references that are important to their residents and which can inform the development of a logo. To find a symbol which feels inclusive to many experiences in Garibaldi, and rather not to add to the fleet of boats, we are turning to a longstanding icon. The Historic US Coast Guard Boathouse.

The Boathouse represents many things to many people. It serves to tell the historic and economic endeavors of Garibaldi the seaport, and now it has the romantic charm of an old friend. A location to watch a sunset and a great place to find shellfish and to cast your fishing line. While gulls circle above, harbor seals surface.



Garibaldi has many iconic visual signatures, often used with event branding. Is it possible to unite some of this under a “Garibaldi Branding Umbrella?”

Logo Concepts

Logo concepts are the foundational abstract ideas, themes, and initial visual drafts that will encapsulate Garibaldi's brand, identity, values, and message. This form of brainstorming guides the design process and helps differentiate between a generic icon and a memorable Garibaldi mark. Representing a home, a livelihood, a place of play and sport, your city mark is the first emotional stepping stone in getting to know Garibaldi. In our thought-bubble to the right, you can see some considered concepts.

A logo can't include too many visual directions—it must stay on course. Logo design is about distillation, emotion, memory and making a positive, clear image.

Among the ideas: adding a new boat to the fleet, looking at the Boathouse, giving a crab a seat at the table



Logo Attributes



Be clear and consistent



Be memorable and inspiring



Uniquely represent the City of Garibaldi



Aid in wayfinding



Contribute to 'visitor experience'

Be marketable

Resonant with both visitors and residents

Be usable in suitable media and applications

 **Logo**

This design is inspired by the Boathouse's unique structure and its symbolic meaning to the City of Garibaldi, and the Tillimook Coast. From attributes of perseverance, to its romantic profile at sunset, the Boathouse is in the community's forefront. It hardly needs to explain itself.

The colors are derived from the landscape. The particular view is iconic. The lettering is a reminder of old-style storefront signage, and a direct reference to the monumental "G" on the hillside. The logo's shape is distinctive and fun to use in communication and retailing applications.

This concept is preliminary at this time and would need to be further developed.





Typography + Legibility

Typography is one of the most powerful tools to support Garibaldi's wayfinding and new brand. Used consistently, both residents and visitors will quickly recognize the value typography adds to the streetscape by creating a distinctive, unified, and recognizable wayfinding standard.

Prohibition is being considered for the primary Garibaldi branding font. A highly distinctive logotype referencing the youthful solid slab-style of the "Big G" on the hillside.

Bree Light, Regular + Bold a distinctive friendly font used for promotion, posters and displays.

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.

PROHIBITION

ABCDEFGHIJKLMNOPQRSTUVWXYZ & 1234567890&

Bree Light, Regular & Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890&
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890&

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890&

PT Sans Pro Regular & Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890&
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890&

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)				
M.P.H.	Letter Height			
	4"	6"	8"	10"
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

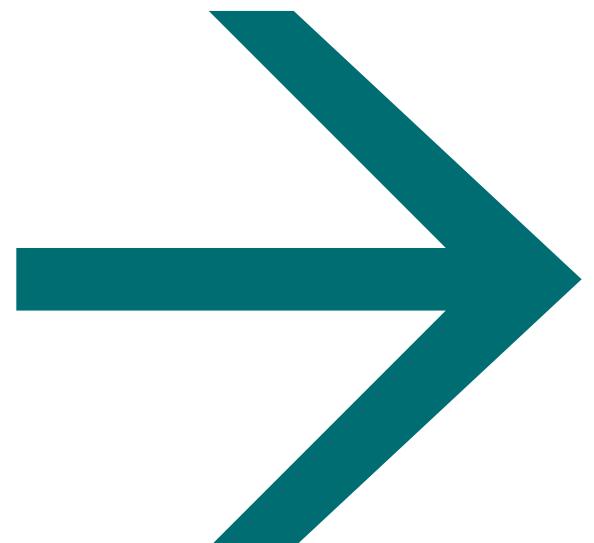
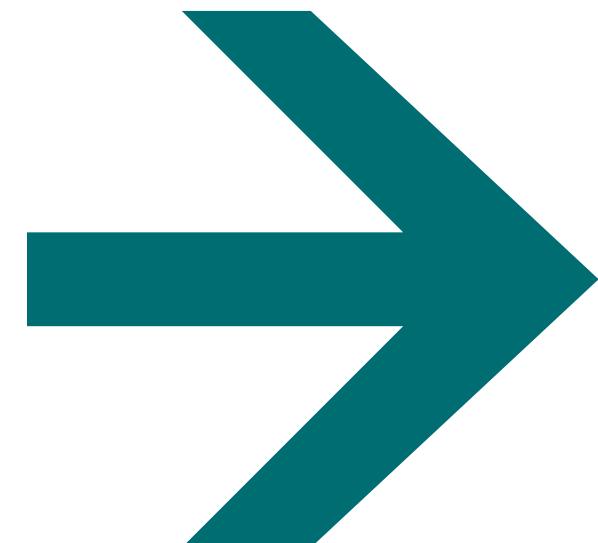
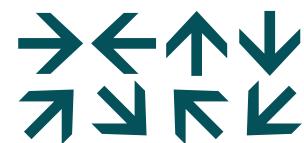
Example: if a car passes a sign at 45 mph, 6" high letters will be legible for 4.5 seconds

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 Garibaldi 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.



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 that may be utilized in the Garibaldi 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



Garibaldi'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 (HPL) 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 Garibaldi.



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 Garibaldi – 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 the City of Garibaldi to refresh its primary Hwy. 101 Gateway. This plan recommends design and installation locations to replace the current gateway signage which is going unnoticed and perhaps refreshed with new direction and branding. We know that first impressions count.

The Garibaldi 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 Garibaldi heritage**
- **Highlight Garibaldi branding**
- **Act as destination markers / "you have arrived"**
- **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, at the same time acknowledge Garibaldi as a major port and center of recreational sport**



Garibaldi Gateway / Design 1

The gateway for Garibaldi aims to be unique among the towns of the Tillamook Coast. Using heritage materials such as exposed red cedar and craftsmen hardware, along with a fresh brand and colors reflecting the true nature of Garibaldi. The objective is to be brighter and be an effective tie-in with visitor services and commercial endeavors.

This new direction is being influenced by railroad construction (acknowledging Garibaldi's 'port' identity) rather than the current piers-on-land appearance.



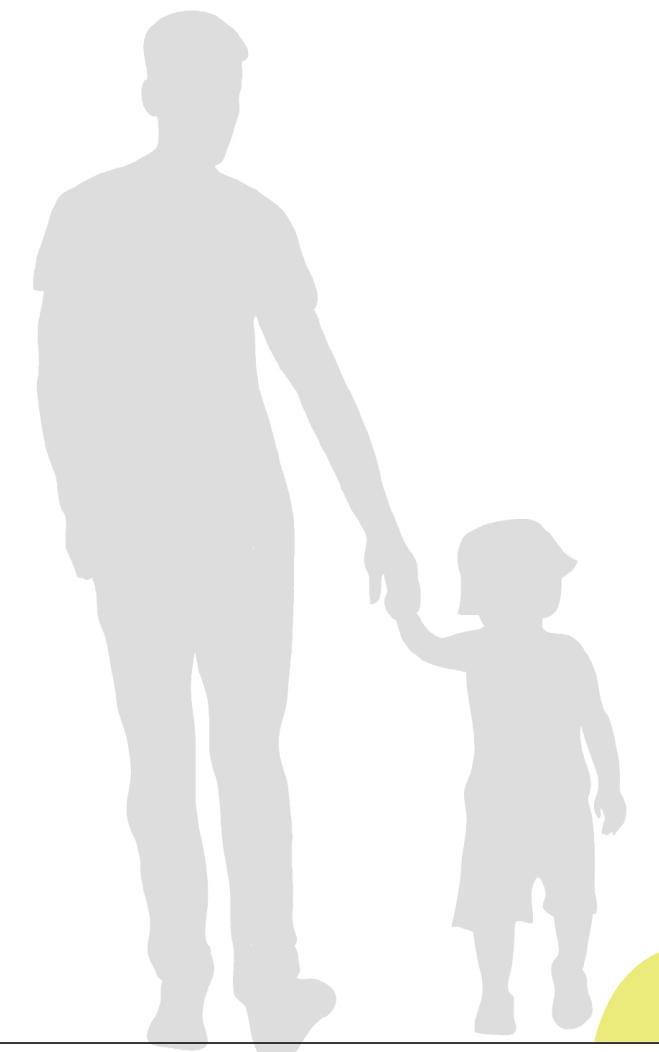
side view

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 sign post has an eye-catching crab finial.

Road and traffic wayfinding is pivotal to Garibaldi's downtown goals. Confused and wandering drivers create the worst environment for both utility and tourism.

The materials and fabrication of these signs are specified to be cost-effective, durable and changeable. Utilizing metal panels and colorful vinyl graphics. The hardware is distinctive and echoes the design of the gateways.



Metal "crab" cutout finial
cap at top of square post ▷

Square "5 x 5" wood post
with UV inhibitor ▷

Metal sign panels
Vinyl graphics.
One-sided, sometimes
two-sided ▷



◁ Breakaway 8' vertical post
Treated UV inhibitor
Unique metal T-Connector bracket
Painted breakaway hardware
Chamfered and beveled concrete footing

Electronic Sign (EMC) / Message Boards

Garibaldi is quaint, but at the same time it's a hubbub of activity. Every day the community is holding new events and timely messages need to be shared. This sign incorporates a welcome and a LED flexible electronic message center.

Sign materials, colors and style echo Garibaldi's gateway signage. Refer to page 22.

Two versions of this sign are programmed for the intersection of Hwy. 101 and 3rd Street, and the Fire Department/City Hall located adjacent to the parking lot.



Lumberman's & Railroaders Park and Museum



Boathouse Interpretive + Info Kiosk / 3 + 4 Sided

Kiosks are exciting pedestrian-friendly information hubs, a very welcoming element of Garibaldi's "visitor experience" plan. Kiosks are go-to streetscape monuments, where Garibaldi can simultaneously display its own unique pride while helping to guide and inform visitors.

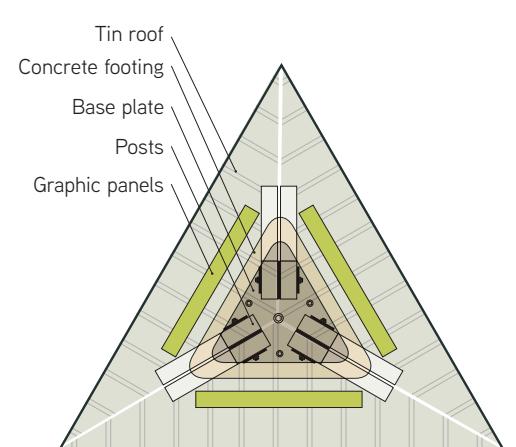
Kiosks are flexible and can be programmed in many ways—maps, marine interpreters and history, wayfinding to visitor services, and events.

At this time, there are 2 kiosk variations, 2-sided and 3-sided. 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, OR



Top View / 3-sided kiosk



Replace current display



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



Garibaldi brand lettering at top
▷

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



Concrete footing (small
footprint). Substantial
welded hardware



Boathouse Welcome + Cleaning Station

The wayfinding of these 2 destinations are not well marked. One is a very important public amenity and the other is a highlight of Garibaldi.

There's a kiosk planned for the Boathouse, but a simpler 'welcome' sign is required to aid a visitor's arrival and to be seen from vehicles.

The cleaning station requires, along with directionals, better site signage. This could be wall-mounted, but a freestanding sign would elevate the appearance and perhaps encourage better usage and care of the facility.



More notable signage for the Fish Cleaning Station can be wall-mounted.



Or a freestanding sign would dignify the building and perhaps promote better care.



The Boathouse approach on Bay Lane is obscured by fencing and poor sight-lines.

Square "5 x 5" wood post,
clear with UV inhibitor

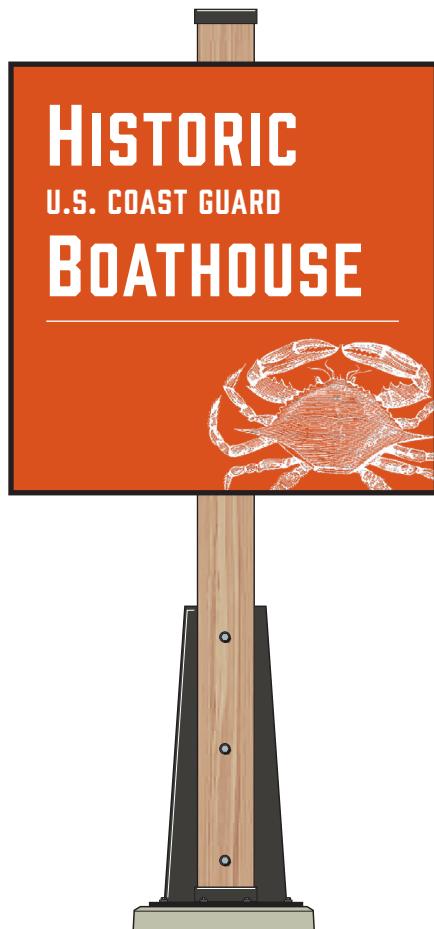
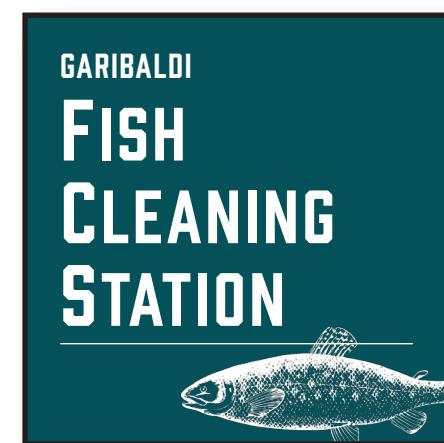
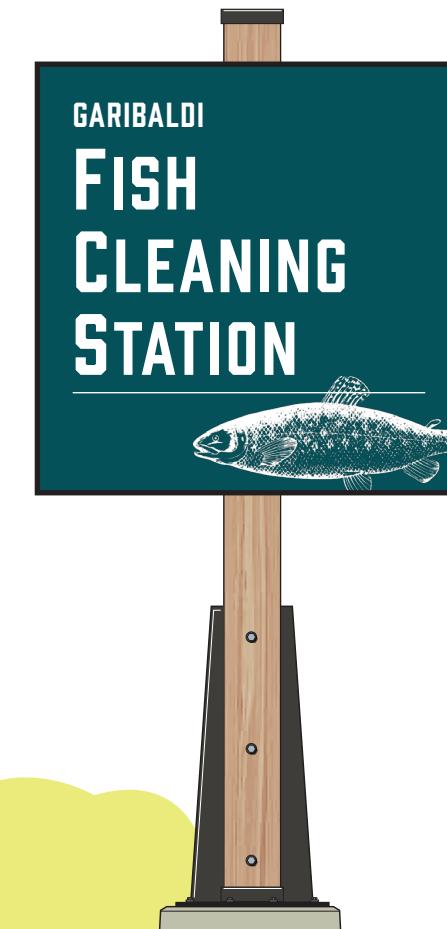
Post cap, T-connector
bracket, custom hardware,
powder coat

Metal frame & sign
Vinyl graphics

Breakaway hardware
Concrete footing
▽

Wall-mounted
▽

Boathouse welcome
▽

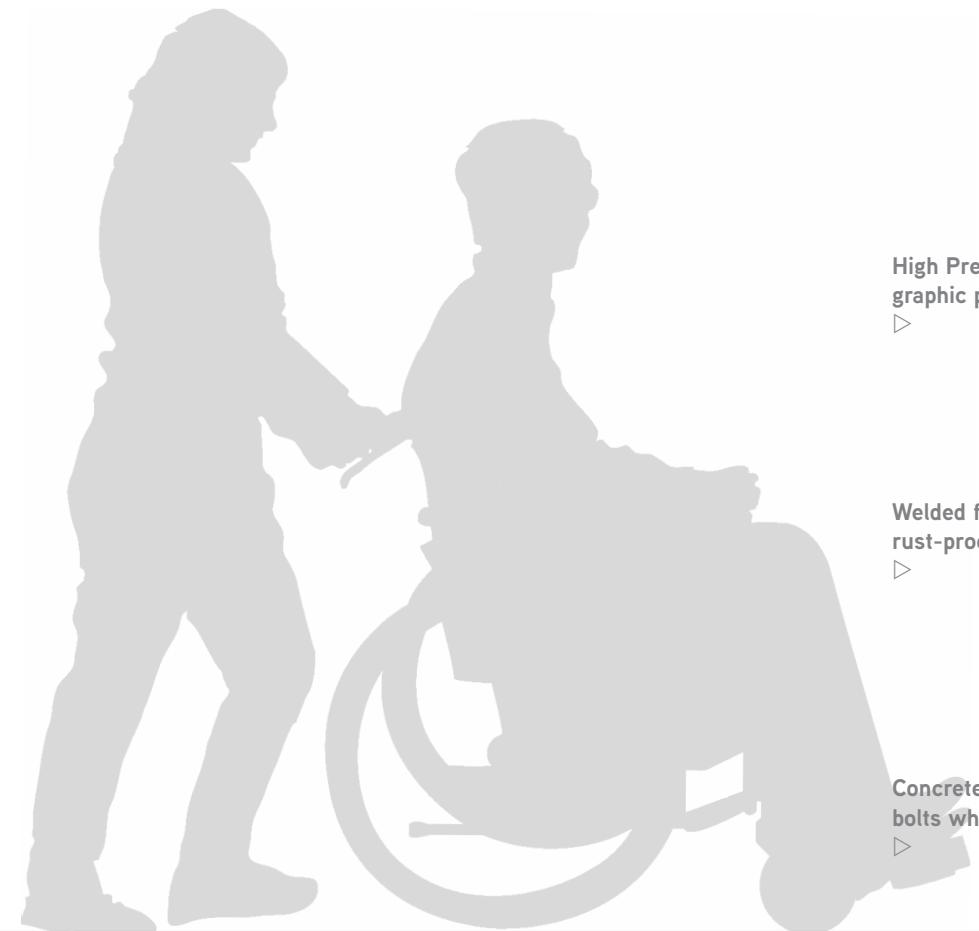


Interpreters – The Coast Guard Story

Interpreters in wayfinding plans are special in key aspects. They share a common “voice” and relate to the Garibaldi palette of materials, color and typography. They are 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.

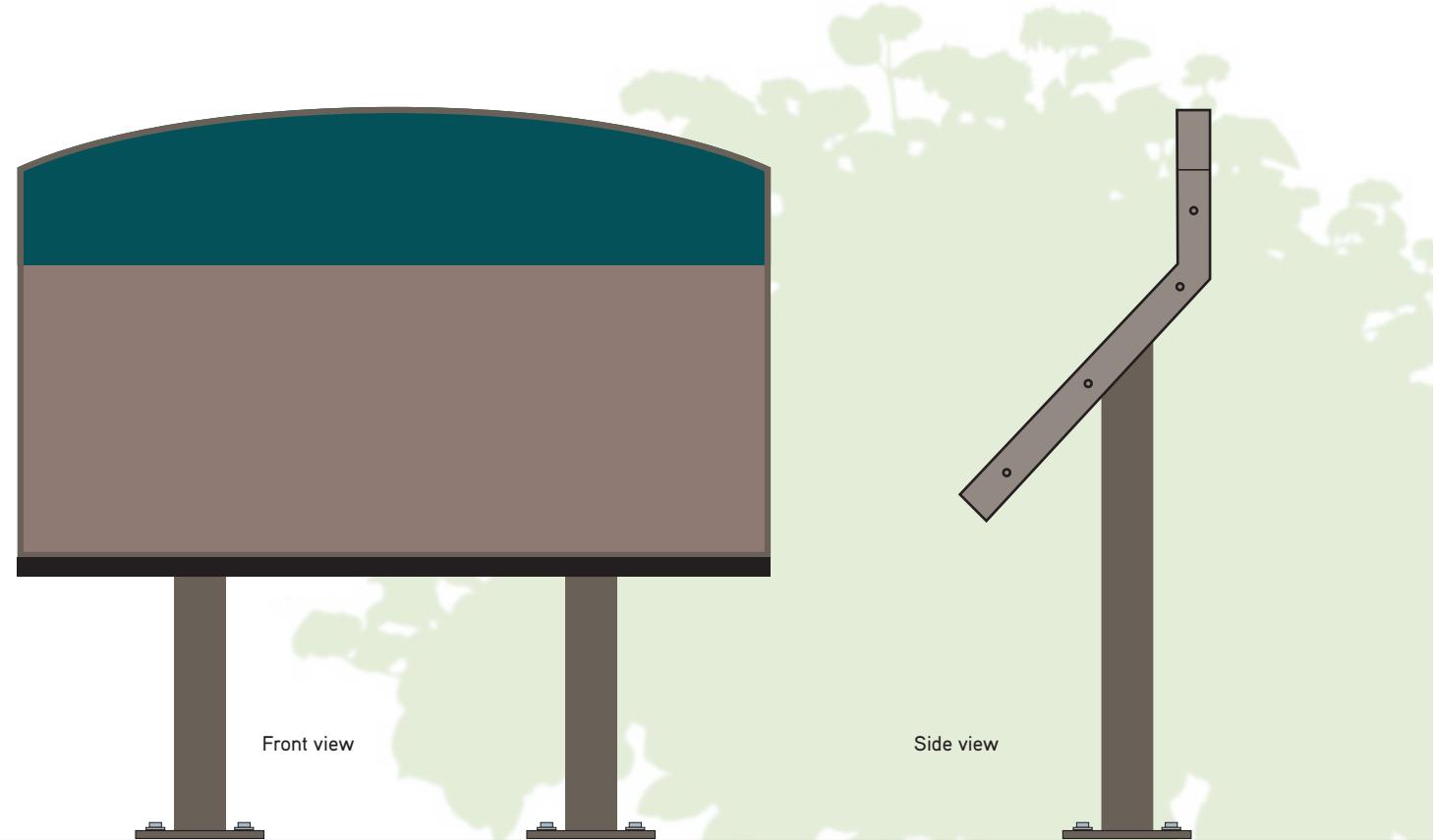
These waist-height displays do not block beautiful views, and in best case scenarios they offer the viewer a glimpse of the story being told.



High Pressure Laminate
graphic panels
▷

Welded frame, made smooth,
rust-proof powder coat
▷

Concrete footings, break-away
bolts where applicable
▷



"Big Picture" Wayfinding / Additional Recommendations

Garibaldi, 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.



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



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 adds to road confusion and has great impact on a visitor's first impression of a community.
- Temporary commercial signage should be evaluated. Set sign standards for size, placement, materials and general design guidelines.



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.



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

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



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.



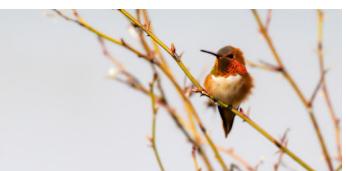
The creation of gathering places and landmarks builds on legacy, education and culture. "What happened here" is a very powerful message in a visitor experience and contributes to local pride.

Include benches, art and banners into the wayfinding plan?

Next Steps

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

- Document and alert your Garibaldi 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:

The City of Garibaldi

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