



CITY OF SANTA CRUZ, CALIFORNIA
WAYFINDING AND SIGNAGE PROGRAM
WAYFINDING ANALYSIS
12 April 2011

Economic Development/Redevelopment Agency
City of Santa Cruz, CA

merje
ENVIRONMENTS & EXPERIENCES

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ACKNOWLEDGEMENTS

The team would like to thank a number of people and organizations that have contributed to the creation of this report, including:

Consultants and Project Manager:
MERJE Design, Lance Wyman, Timerie Gordon, Rick Engineering, and Crystal Birns.

Steering Committee:
Carol Berg, James Burr, Piet Canin, Ryan Coonerty, Michelle King, Peter Koht, Jeanne LePage, Bonnie Lipscomb and Lynn Robinson.

Stakeholders:
Carol Canaris, Chip, Robin Donovan, Deborah Elston, Craig French, Jessica Frye, Ross Gibson, Chris Green, Dan Harder, Julie Barrett Heffington, Karl Heiman, Maggie Ivy, Lorri Kershner, Mike Kubo, Jennifer Karno, Carol Lezin, Doug Ley, Ali MacBird, Rick Martinez, TJ Moran, Larry Pageler, Trink Praxel, Joe Quigg, Juliana Rebagliati, Kris Reyes, Mark Sanchez, Carol Scurich, Dannettee Shoemaker, Ed Silveira, Sandy Skees, Sandy Sloan, John Swift, David Terrazas, Bill Tyselling, Susan Willats and Jason Wormhoener.

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Accepted April 26, 2011 by the Santa Cruz City Council:
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Katherine Beiers
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Tony Madrigal
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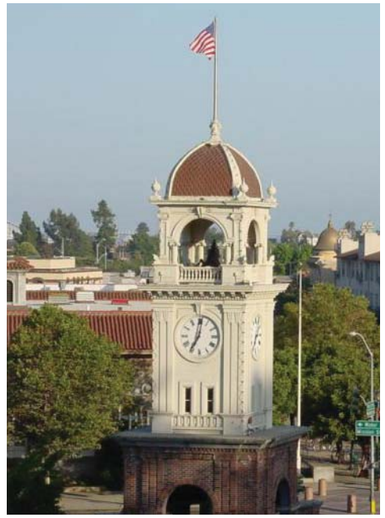
EXECUTIVE SUMMARY



Clock Tower

INTRODUCTION

The Redevelopment Agency has engaged the consultant design team of MERJE Design, Lance Wyman, Timerie Gordon and Rick Engineering to complete a citywide wayfinding study. The goal is to implement a functional and integrated system which markets Santa Cruz and communicates that the City is unique, friendly and organized through helping visitors more easily find their way to intended and discovered destinations.

The study considers the variety of tools that users may encounter as they navigate through Santa Cruz. It recommends developing an overall wayfinding scheme supported on multiple platforms, including technology, signage, print materials, online maps and smart phones. The study also addresses current signage clutter, visibility and compliance issues.

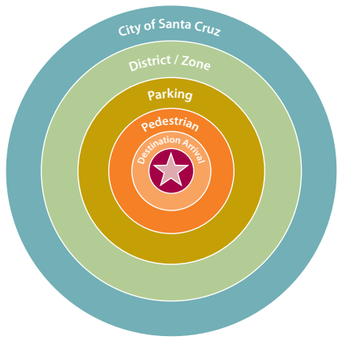
Through a series of stakeholders meetings, review of previous plans and current inventory, and information gathering techniques the following primary issues have been identified:

- Help visitors navigate to their destinations as easily as possible.
- Increase the functionality of wayfinding in and around Santa Cruz.
- Develop wayfinding solutions that assist in identifying neighborhoods, business districts, key regions, and destinations.
- Create a wayfinding scheme that reinforces the community's brand and commitment to tourism, ecological living, creativity and innovation.
- Coordinate all wayfinding and tourism tools, including signage, identity, technology, and hotel staff training.
- Coordinate and build consensus with the stakeholders, approving agencies and community.

The development of an organized information hierarchy is an important wayfinding issue to establish prior to beginning design work. This hierarchy establishes the information a visitor receives and the sequence and priority that it will be presented.

The hierarchy is communicated when receiving directions either verbally, printed or electronically (email, website, etc.). The use of consistent and simple terminology will help support the navigational process.

Wayfinding Tools



Information Hierarchy

GATEWAYS

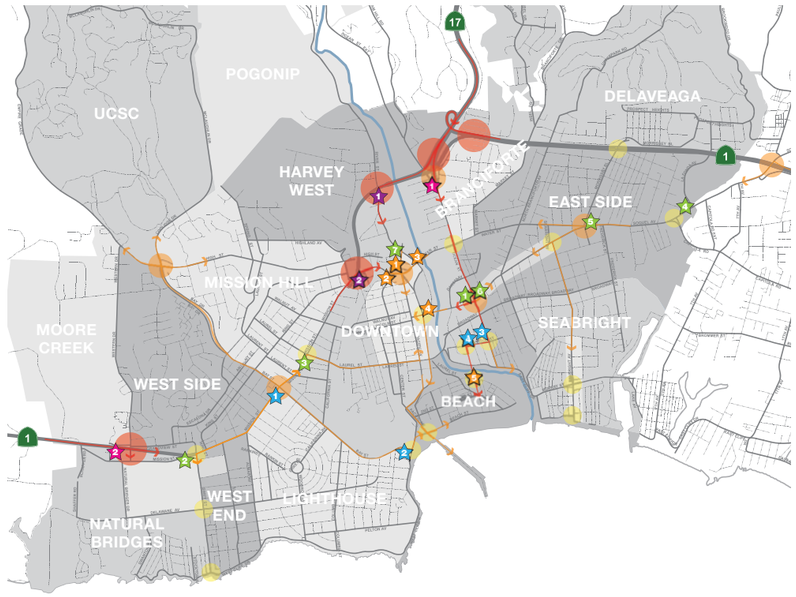
Gateways for this project will vary in scale and complexity based on their location, environment and purpose. Gateways can make a statement and welcome a visitor or they can simply mark the city limit.

For a city like Santa Cruz the excitement and anticipation a visitor has when arriving can be heightened by the gateway that lets them know they have arrived at a special place.

Gateways may include more than just signage. Lighting, landscaping, architectural elements, and public art can also be incorporated.

Nine (9) gateways have been identified. Each of these present different purposes and will require a variety of approaches.

Example of Miami Beach Gateway



Gateways and Trailblazers

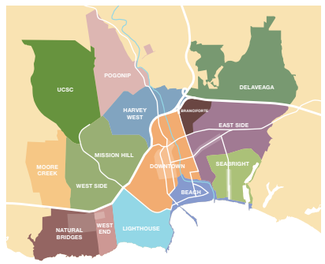
EXECUTIVE SUMMARY
CONTINUED

ZONES

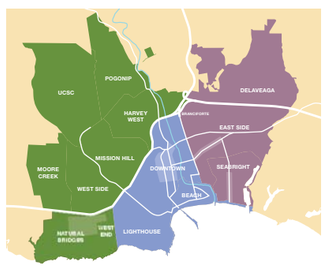
Zones – What is the purpose?
Zones are a fundamental component of a wayfinding analysis. They provide two key elements to helping a person find their way.

1. Orientation
Zones help a person place themselves within a larger contextual area.

2. Information Reach
By creating an information hierarchy you are providing ALL destinations with a farther "reach" of information.



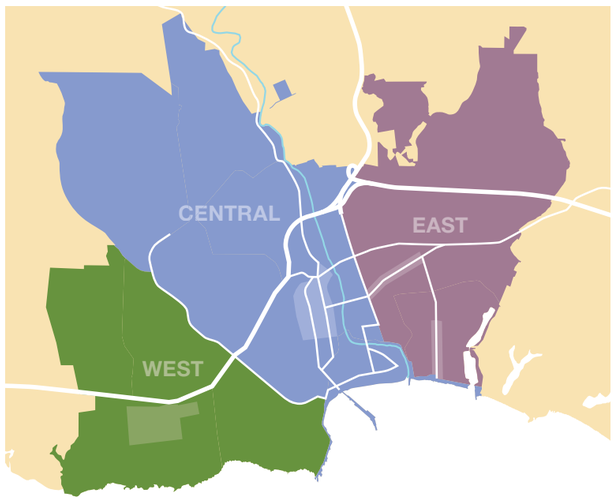
Zones: Existing Neighborhoods



Zones: Major Arteries

Zone Names – Considerations
- If already locally recognized, names should be reflective of cultural, geographic or historical references.
- Names should be simple and memorable to a person unfamiliar with the place.
- When multiple zones are required the names should be distinctive both in terminology and pronunciation.
- A physical landmark, activity or environment is so dominant that the general surrounding area becomes known by it.

Zone Boundaries – Considerations
When determining (exterior) zone boundaries, one of the following situations should be present.



Zones: Context and Connections

- Established legal or formal boundary.
- Context – boundary is defined by the character of the place (architecture, environment, history, activity creates a boundary).
- A physical element or landmark creates a recognizable/physical boundary. This can be natural (river, mountains, etc.) or man-made (highway, overpass, train tracks, etc).
- Cluster of similar attractions or activities located within a specific defined area (Arts District).

PARKING

Parking in any urban environment is always difficult.

The issue of parking within this wayfinding study is not meant to be a study in parking capacities or utilization, but it does look at the parking situation from its placement in the wayfinding hierarchy and the image the City is presenting to visitors upon their arrival.

If parking is easier to find and presented in a organized manner, the city will be perceived as a friendly and caring environment that is trying to assist its visitors and residents alike.

Locust Garage Entry

The premise of parking in a downtown environment is to direct to the front door of a destination and allow the visitor to "circle" around the adjacent streets keeping their orientation" until they can find a space or parking lot.

PEDESTRIAN

The pedestrian sign program will include four (4) components; Information Kiosks located at large gathering areas and parking lots/garages, Pedestrian directional signs, Orientation maps, and Beach access and Downtown access trailblazers.

The primary function of the directional signage will be to help link the destinations to one another and establish clear paths.

Observations
The heaviest pedestrian traffic occurs in two locations; the Downtown area, and the Boardwalk/Wharf area. Unfortunately the two are divided by a large hill visually, and do not have any pedestrian sign connections, except for a few wall murals on buildings.

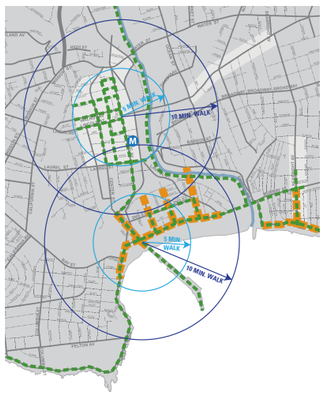
Recommendations
Updated information kiosk program at parking lots or garages that have a capacity of 50 or more spaces. The kiosks will provide orientation maps, directions and possible advertising.

Wall Mural

Directional signs are located at intersections and generally can hold up to 8–10 listings. The scale will be appropriate to a pedestrian and the copy will not be easily read from a car, which would cause confusion.

Orientation maps should be developed to identify a 5–10 minute walk of the surrounding area. Orientation maps will include the standard stakeholder destinations as well as an indication of hotels (addresses only), visitor information centers, and public rest rooms.

Specific pedestrian-oriented paths should institute a trailblazer system that identifies access points and assists at important decision points.



Pedestrian Traffic

EXECUTIVE SUMMARY
CONTINUED

WAYFINDING TOOLS - TECHNOLOGY

The integration of technology into the wayfinding program will reinforce the message of innovation as a core value of the City of Santa Cruz brand. The incorporation of these devices and applications is now expected, especially by tourists and students alike, no longer considered a special enhancement, these wayfinding tools are a part of everyone's daily routine. Consideration should be given to a variety of technological wayfinding approaches.

END-USER TECHNOLOGY

This is the utilization of technology where information is communicated to users through the visitors device (smartphone, ipod or computer). This concept does not require the city to invest in hardware or infrastructure and eliminates the issues of maintenance, vandalism, theft, etc. The only investment is in software development and the on-going maintenance of the information. End-user technology includes:

Text Message Maps
Static orientation maps (at bus shelters, kiosks, or on signs) that includes a "text message number", when keyed in, the user receives a return text message with information about the destination. This can be a short message about events, hours of operation, or the best place to park.

Smart Phone App
The Smart Phone App is a map-based location service for a variety of categories, including things to do, events, hotels, attractions, shopping, restaurants, college campuses, hiking trails, bicycle paths, parking lots, services and emergency points, and any other point of interest (POI) on or near the City of Santa Cruz. It also allows visitors to view and use other information about a POI like a website, phone number, and hours of operation.

End User Technology: Smart Phone App

MAPS

Santa Cruz is a constantly evolving city. Keeping a map accurately updated is an ongoing challenge. The City has the benefit of a highly skilled GIS Department that is constantly updating their own base map with new construction, roadway repairs and various types of information.

Example of current Parks map

This department is also utilizing the latest technology to inventory, track and gather information about the city. It is the recommendation of the master plan that the GIS Department be the SINGLE SOURCE for creating the standard base map that everyone uses, this will help the City centralize, share and disperse consistent and accurate information to its visitors, college students and locals.

This will also require establishing an internal mechanism and administrative process for management of the map system.

SUSTAINABILITY

Wayfinding programs can offer the opportunity to reduce the negative impacts that the built environment and transportation can have on our planet.

Wayfinding can have a positive effect on our environment!

Promote Sustainable Transportation: Wayfinding programs promote the use of sustainable transportation methods by communicating information that encourages the use of bicycle paths, pedestrian walkways and public transportation.

Reduce Traffic: Wayfinding programs help people find their way quickly and efficiently to their desired destination, whether it is a major attraction or a hard to find parking garage.

Support Ecotourism: With the continued growth of ecotourism Santa Cruz has the potential to capitalize on visitors looking for green vacation activities. The Wayfinding and Signage System can enhance the city's natural and green features.

Pedestrian, bicycle, electric vehicles, Metro bus, and Zipcar® transportation options should be integrated into the wayfinding program, thereby highlighting the City's commitment to ecotourism and reducing its carbon footprint.

Materials and Processes
The design of the wayfinding program shall meet our modern needs and preserve to the greatest degree possible the finite resources of our planet. The wayfinding program may consider a variety of "green" materials and processes, as well as administrative efforts that promote "local" inclusion.

Solar Power: Solar panels can provide power to illuminated signs such as gateways and information kiosks.

Downtown Phoenix
Reflective Sheeting

Green Materials / Reflective Sheeting: The manufacturing process for 3M High Intensity Reflective Vinyl reduces VOC emissions by 97 percent and energy consumption by 72 percent, compared to the standard engineer-grade vinyl sheeting products typically used in the past.

RECOMMENDATIONS

The Citywide Wayfinding Analysis recommends the following projects:

- Update the highway signage, working with Caltrans (See pages 3.5–8).
- Adopt Zones, with the West, Central and East language (3.10).
- Update the City banner program, including development of district banners (3.17).
- Update the City parking and vehicular directional signage programs (3.15).
- Update the City kiosk program (3.18).
- Develop orientation (print) and interactive (online) maps (2.2 and 2.6).
- Develop a pedestrian sign program that links the beach and downtown area (3.16).
- Develop gateway signage (3.11–12).
- Partner with the CVC for development of the Santa Cruz App (2.3).
- Hotel Staff Training to promote the wayfinding program, attractions, and eco-offerings (2.6).
- Add bicycle signage layer to signage program, similar to pedestrian component (3.21).
- Signage for Zipcar® and EV charging stations (3.21).
- Adopt the Criteria for Inclusion (4.1–5).

SECTION 1: STRATEGY

INTRODUCTION

Cities and towns of all sizes and aspirations understand that the reality of today's economy and the high level of competition for the public's attention demand a clear and distinctive identity. Wayfinding programs promote a city's identity, make it easier for visitors to find their way and enhance the overall visitor experience. Through this project, it is clear the City of Santa Cruz understands that communicating a consistent message to their visitors and residents is a key factor in reaching their economic development goals.

Tourism generates $14.5 million in local taxes for the City of Santa Cruz and is vital to the health of the downtown, the beach area, and the City itself. Santa Cruz's attractions are as varied as their environment. The Monterey Bay National Marine Sanctuary, world famous surf breaks and beaches, classic Santa Cruz Boardwalk, creative culture and downtown shops, University of California at Santa Cruz and surrounding redwood forests all make up this special community.

Creating a sense of place is at the core of this program and the design will help unify the visual context of Santa Cruz. The elements will reflect the Santa Cruz brand and attitude as an active, energetic and exciting place to be. The Santa Cruz Wayfinding Analysis considers a variety of wayfinding tools: landscaping, lighting, street furniture, landmarks, gateway elements, signage, mapping and public art, as well as related issues such as sustainability, climate and integration of technology.

PROJECT GOALS

- Help visitors navigate to their destinations as easily as possible.
- Increase the functionality of wayfinding in and around Santa Cruz.
- Develop wayfinding solutions that assist in identifying neighborhoods, business districts, key regions and destinations.
- Create a wayfinding scheme that reinforces the community's brand and commitment to tourism, ecological living, creativity and innovation.
- Coordination of wayfinding and tourism tools, including signage, identity, technology, and hotel staff training.
- Coordinate and build consensus with the stakeholders, approving agencies and community.

INVENTORY & EVALUATION OF EXISTING SIGN PROGRAM

- Inventory the existing signage program—create GIS database.
- Does existing system meet MUTCD Technical Criteria?
- Is the information and sequencing appropriate?

STRATEGY

- Approval process.
- Criteria for destination inclusion.
- Management and maintenance plan.

WAYFINDING ANALYSIS

- Outline potential wayfinding tools (signage, technology, transportation enhancements, tourism tools, etc.).
- Analyze existing physical conditions (city gateways, circulation, parking, pedestrian connections, etc.).
- Prioritize recommendations.

CONCEPT DESIGN*

- Research Santa Cruz, its history, characteristics, community, design vernacular and aspirations.
- Develop an identity/theme that can be applied to a variety of wayfinding tools and conditions.
- Develop schematic designs for a comprehensive and consistent wayfinding program.

COMMUNITY INPUT

A key task associated with the project is building consensus among a diverse stakeholder group. Interviews with a variety of stakeholders has taken place to help gather information about Santa Cruz. Topics included both design and image issues as well as functional and administrative concerns.

BUDGETS/PHASING

Consider budgets for the various wayfinding tools and phasing plan/priorities/partners.

** To be completed subsequent to acceptance of this study.*

OBJECTIVES AND PHILOSOPHY

OBJECTIVES:

To create and implement a user-friendly and visible navigational system that will guide visitors and residents to and from City of Santa Cruz destinations.

To market Santa Cruz assets, including entertainment, cultural, historical, outdoor and other venues and activities.

Support unified messaging for the City of Santa Cruz that can be reflected in the Wayfinding signage and carried throughout other aspects of the City's marketing efforts.

To enhance the success and market potential for arts, entertainment, outdoor recreation, and other tourist sectors that build on core Santa Cruz assets.

To help direct visitors to Downtown, the Boardwalk, UCSC, the Harbor and other destinations from Santa Cruz's major arteries as well as ease their wayfinding within the downtown core.

The system should anticipate the continued evolution of Downtown, the Beach Area and other districts, including traffic pattern changes, the addition of new tourist attractions, and increased pedestrian traffic.

PHILOSOPHY:
Create an identity

- Provide visitors and residents with a sense of place and enhanced environment.
- Create a great first impression–of a City that is well planned, organized, friendly, safe and caring.
- Cast an image consistent with the diversity that makes the City of Santa Cruz a welcoming and unique destination.

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OBJECTIVES AND PHILOSOPHY
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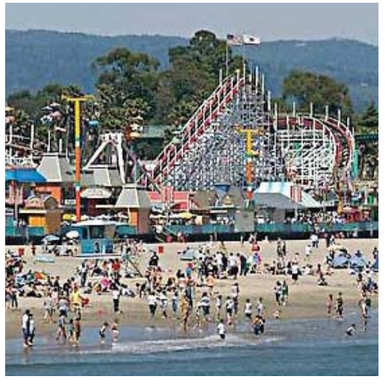


Market the Assets of the City of Santa Cruz

• Aid visitors in discovering “the little jewels.”

• Signs validate that a destination is worth visiting.

• Present the City at a human scale.

Build Relationships

• Promote teamwork among the participants to reach the goal.

• Build consensus to aid the approval process.

• Address the different criteria presented by each destination.

Wayfinding Principles

The following wayfinding principles have guided our process and recommendations:

1. The system is intended for first time visitors and residents alike.
2. First impressions and perception play an active role in determining the best route of travel.
3. The best route may not be the shortest or quickest.
4. Terminology must be kept short and easily understood by a visitor.
5. Direct to the “front door” of a destination.
6. Departure routes are equally as important as arrival routes.
7. Promote economic development and the assets of the City of Santa Cruz by making connections between destinations.

ECONOMIC IMPACT: RETURN ON INVESTMENT

Cities, towns and communities realize that in order to compete, they must create a PLACE that is welcoming, organized, safe and easy to navigate. Wayfinding creates “repeat visitation” by increasing awareness of the depth of destinations.

Camden NJ - Waterfront

30% increase in visitation since installation of their wayfinding program in 2003. Secondary Destinations tend to see the greatest benefit.

Asheville Convention and Visitors Bureau

Of 4076 people surveyed:

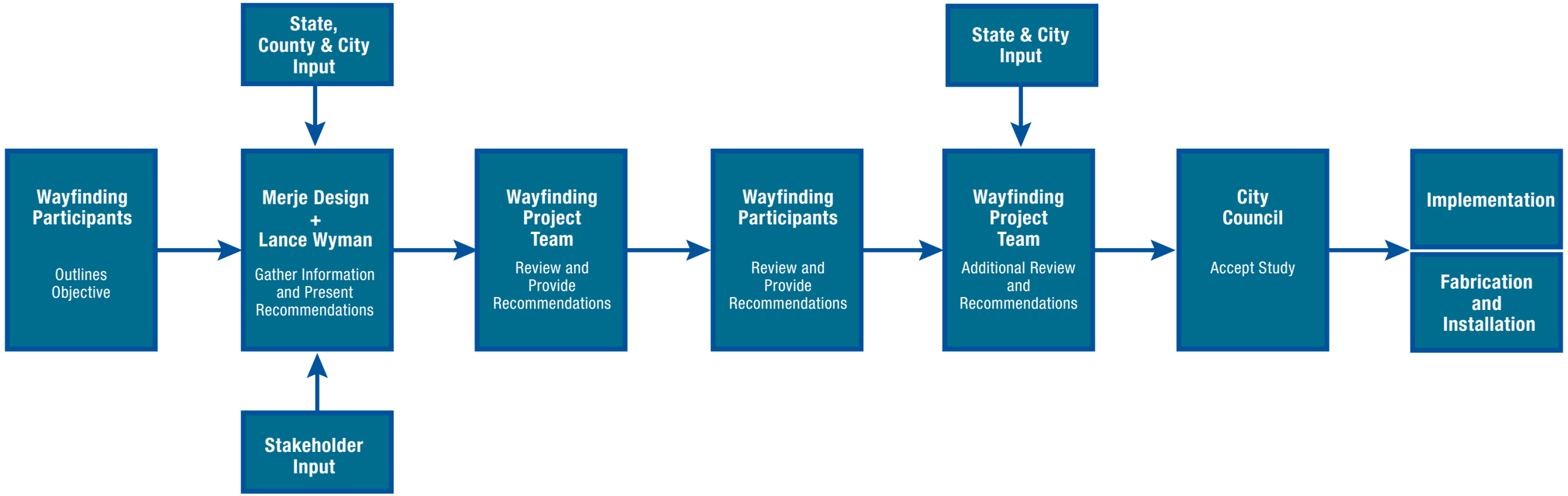
87% responded that they would explore further if signage and kiosks provided direction to additional attractions.

11% stated they would extend their trip by one additional overnight night stay, if new or additional destinations were discovered.

11% of visitors = 85,241 additional overnight stays in three year period.

70% stated they would consider extending their trip.

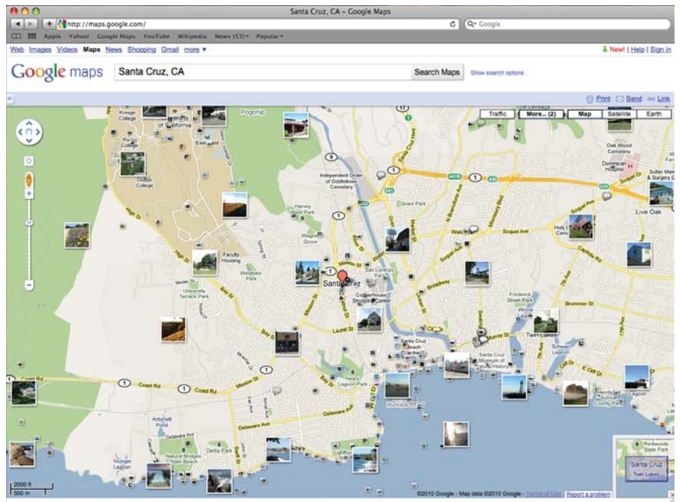
PROJECT APPROVAL PROCESS



SECTION 2: WAYFINDING TOOLS

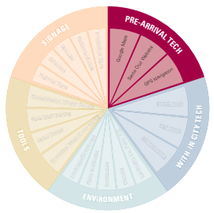
WAYFINDING TOOLS

Creating a sense of place is at the core of this program and a successful wayfinding system will help unify the visual context of Santa Cruz. The elements will reflect the Santa Cruz brand and attitude as an active, energetic and exciting place to be. The Santa Cruz Wayfinding Analysis considers a variety of wayfinding tools: landscaping, lighting, street furniture, landmarks, gateway elements, signage, mapping, banners and public art, as well as related issues such as sustainability, climate and integration of technology.



Google Maps Website

Santa Cruz County Website



WAYFINDING TOOLS
PRE-ARRIVAL TECHNOLOGY

In addition to traditional mailed promotions, printed brochures and advertisements, there are a variety of technology tools that help us plan our trip. Each of these elements can be seemlessly tied together through the use of consistent information and the graphics / identity.

Wayfinding Web Site / Interactive map
In addition to the standard City website, there can be either a stand-alone or internal link to a wayfinding map. The wayfinding map can appear on the City website or the local Chamber or Tourism website. Alternately, the information can be presented as a separate site to be managed and hosted either by the City or the Conference and Visitor's Council (CVC).

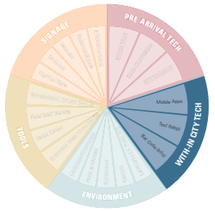
A tourism / wayfinding interactive map allows for a deeper inclusion of attractions and businesses into the overall wayfinding program. The accessibility and ease of a map and its maintenance broadens the level of inclusion, compared to the cost, code restrictions, and clutter issues associated with a signage program.

Links to local hotels, attractions and recreational facilities are the most common. The interactive map allows users to click on a destination and receive direction. It is common practice for this map to be built on Google Maps and to use the power of the Google search engine to provide descriptive information as well as point-to-point directions to the destination.

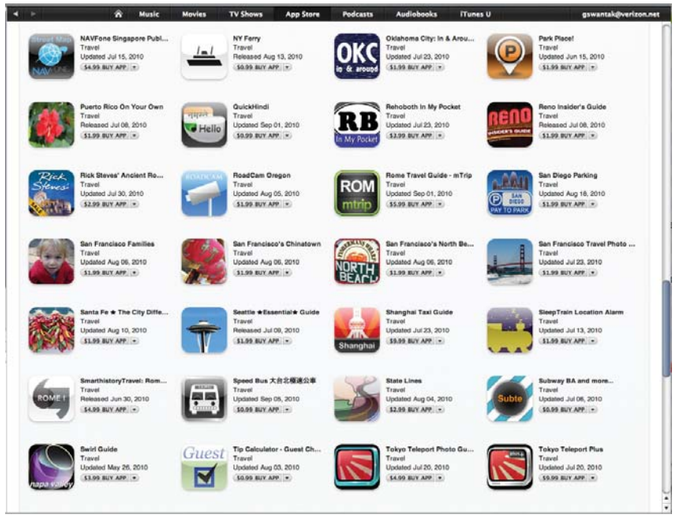
The look and feel of the interactive map should reflect the overall identity of the City wayfinding program.

GPS Navigation

PRIORITY 1 Develop an interactive, embeddable map to be utilized by the City, Chamber, Downtown Association and CVC websites. Incorporate layers of information including attractions, bike and pedestrian paths, historic sites, hotel accommodations, restaurants, ATMs, parking lots, government buildings and recreational facilities. Ensure portability across mobile, desktop and other post-PC devices.



WAYFINDING TOOLS
WITH-IN CITY TECHNOLOGY



iPhone App downloads

Smart Phone App

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Text Message Maps

Static orientation maps (at bus shelters, kiosks or on signs) that include a "text message number". When keyed in, the user receives a return text message with information about the destination. This can be a short message about events, hours of operation, or the best place to park.

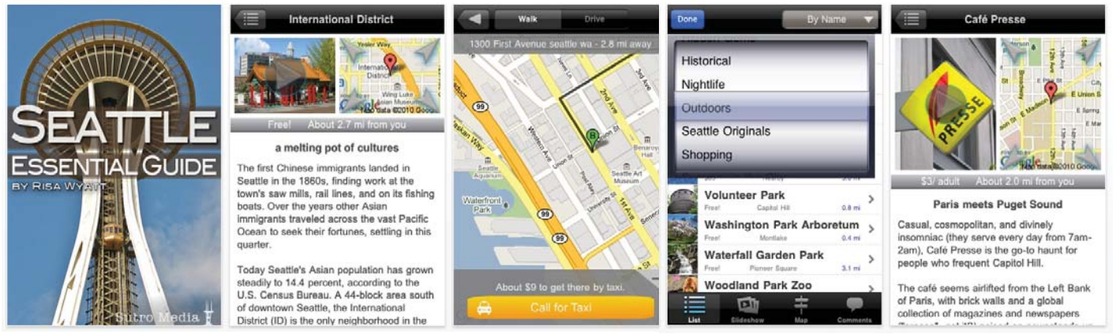
Smart Phone App

The smart phone app is a map-based location service for a variety of categories, including things to do, events, hotels, attractions, shopping, restaurants, college campuses, hiking trails, bicycle paths, parking lots, services, emergency points and any other point of interest (POI) on or near the City of Santa Cruz. It also allows visitors to view and use other information about a POI like a website, phone number and hours of operation.

Features:

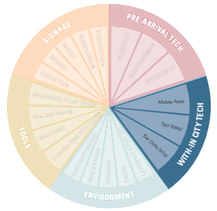
- Map-based location services with GPS.
- Allows users to find attractions, restaurants, parking lots and other services within the City of Santa Cruz.
- Local businesses share the best deals in town in real time to make sure visitors get the best prices during their stay.
- Locals and visitors alike utilize the events calendar and live entertainment schedules.
- Multiple languages.

A Santa Cruz App is currently under development by the CVC.



City of Seattle App

PRIORITY 2 Partner with the CVC to ensure development of the Santa Cruz App incorporates the City of Santa Cruz wayfinding objectives, to the extent feasible.



WAYFINDING TOOLS
WITH-IN CITY TECHNOLOGY *CONT.*

Microsoft Tag
Microsoft Tag helps visitors connect to specific information through scanning technology. Visitors scan Tags using a free app on their mobile phones, and are promptly directed to online information about Santa Cruz events, parking, dining or shopping. The visitor is engaged at the maximum point of impact by using the device that is central to their daily lives, the mobile phone.

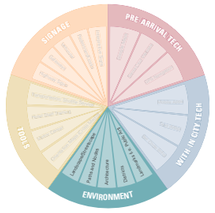
Cross-media: Brochures, maps, posters, billboards, point-of-sale — the range of places where one can use a Tag is almost infinite.

Engage: Simple, intuitive and interactive, the Tag enables immediate response and deeper engagement from visitors, providing a unique vehicle to influence in-the-moment behavior, and turn interest into action.

Report & Measure: With built-in tracking, metrics and analysis tools, Tag gives cities access to data that can help them make effective decisions about their marketing expenditures.

Agile: Tag's dynamic technology lets cities change campaigns at any time, enabling cities to react and evolve in real-time and deliver the most powerful outcomes.

Microsoft Tag



WAYFINDING TOOLS
LANDMARKS

Landmarks

Landmarks

Landmarks

Landmarks are used everyday to provide direction; it can be as simple as “Make a left at the clock tower” or as common as “Meet me at the entrance to the Wharf”.

In addition to providing directions, landmarks are also helpful for establishing a person’s orientation, especially in an exterior environment, where architectural features, landscaping and physical elements help to position us in unfamiliar territory.

The City of Santa Cruz offers many landmark features, including: iconic elements like the Surf Museum at the Lighthouse, or the Santa Cruz Wharf and The Boardwalk; plus special landscaped areas, natural features (Natural Bridges), and simple gathering spaces along the streets of Downtown.

Landmarks

Landmarks

Landmarks

PRIORITY 2 Encourage landmark buildings to be constructed at key intersections through zoning and/or financial incentives.

WAYFINDING TOOLS
TOOLS

Hotel Staff Training

Hybrid/Electric Shuttle Buses

Orientation Maps

Whether information is communicated through technology, printed advertisements or a friendly face at a hotel, each element effects the experience of a visitor and offers the opportunity to communicate a consistent message, graphic language and helpful customer service.

Welcome Brochure and Orientation Map
This traditional piece of communication can be used either as a pre-arrival tool or an on-site arrival promotion of the City. Simple and clear it provides the basic information about the city. The map helps the visitor to establish a cognitive map of the city layout prior to arriving. Only the highest level of destination and visitor information shall appear in this brochure. The design will reflect the overall wayfinding program through its use of color, pattern and identity.

Shuttle Services
Consideration may be given to the implementation of a tourism shuttle service. This service offers opportunities to not only showcase the attractions of the City but also by using hybrid or electric vehicles it can build on the brand image of Santa Cruz as an environmentally friendly and sustainable city.

A recent shuttle study was created for the City of Santa Cruz by the planning and urban design team of WRT | Solomon E.T.C., with Bay Area Economics (BAE) (dated May 2010), as part of the RiverFront and Lower Pacific Design Guidelines & Development Incentives study effort. The complete shuttle study may be found in the appendix of this Wayfinding Analysis.

As an example of the use of a hybrid shuttle service, the National Park Service replaced its aging fleet of diesel buses in Yosemite national park with a fleet of diesel-electric hybrid shuttle buses. By switching to the 18 hybrid buses the NPS estimates that particulate matter emissions have been cut by 90 percent (along with a 60-percent reduction in nitrogen oxide emissions), while fuel-efficiency has increased anywhere from 20 to 55 percent. The buses are comfortable, quiet (reducing noise pollution) and can reduce traffic.

Hotel Staff Training
In communities where the economy is driven by tourism and overnight stays, it is common practice to host Hotel Staff Training programs once or twice a year. This provides the opportunity for tourism professionals to come in and discuss issues and topics that can improve customer service and help enhance a visitor's experience by making the city more friendly, welcoming and accessible.

Once the wayfinding program is implemented, there are two forms of training that can be conducted related to the wayfinding program. The first is a simple brochure or hand-out that educates the hotel staff about the wayfinding program, provides a list of common terminology, explains the wayfinding philosophy (such as Districts or Zones) and offers the preferred routes they should direct users.

The second step is providing staff with a set of wayfinding tools, such as; pre-printed directions from their hotel to the most popular areas, or printed brochure / orientation map, or a card that lists web sites.

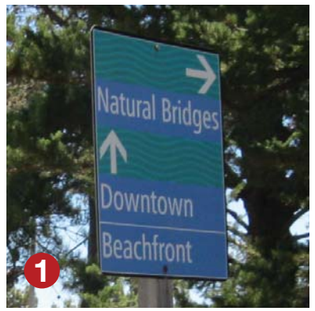
The design team can assist with any of the wayfinding sessions or staff training, and there are a number of tourism companies that cover a variety of tourism training topics.

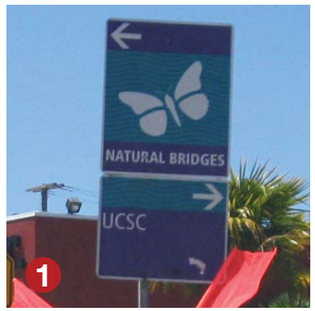
PRIORITY 1 Design an orientation map, to include zone key map, detail of downtown-to-beach map and city-wide map. Orientation map to be the basis for the interactive map, and distributed regularly throughout the City.

PRIORITY 1 Establish a hotel staff training to educate on Santa Cruz attractions, cultural and eco-offerings and current "hot picks".

PRIORITY 2 Support public/private efforts to establish a tourist shuttle.

WAYFINDING TOOLS
EXISTING SIGNAGE EVALUATION





The existing City of Santa Cruz wayfinding signage program does not meet the following criteria for "MUTCD* Community Wayfinding Signage": 1) reflectivity, 2) mounting height, 3) copy size, 4) breakaway post and 5) number of messages.

Additional observations for signage and wayfinding elements in Santa Cruz:

1 Vehicular directional sign types:
- Signage is too small for posted speed limits.
- Inconsistent use of directional arrow on background color or wave-texture.
- Inconsistent size of arrows.
- Improper order of messages according to direction. Proper order should always be straight, left, and right (from top down).
- Inconsistent size of message height.
- Inconsistent use of capital letters and upper and lower case letters.
- Inconsistent mounting height of most panels.
- Regulatory signage should NOT be posted with directional panels.

2 Street route regulatory (green panel) sign:
- For this complex intersection, this sign panel should be 3 or 4 times larger for visibility.
- Arrow layout on panel does NOT depict actual road routing conditions.
- Message text (street names, and/or Downtown, City Hall, etc.) must be larger.
- Sign panel is mounted too low, therefore visibility blocked by moving traffic.
- No other signage should posted on this sign type.

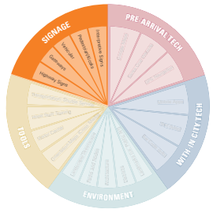
3 Mural with directional information:
- Fun! Mixes well with other murals near boardwalk.
- Unfortunately directional info can be blocked by parked vehicles.
- Must combine with vehicular directional signage directing to Downtown also.

4 Historical landmark directional signage:
- While removal of this sign type would achieve the overall objective of decreasing clutter, it's understood that this signage conveys historical information unique to the City of Santa Cruz. Since the scope of this Wayfinding Analysis does not include a new historical landmark signage project, it is recommended that this sign type remain up for the time being.

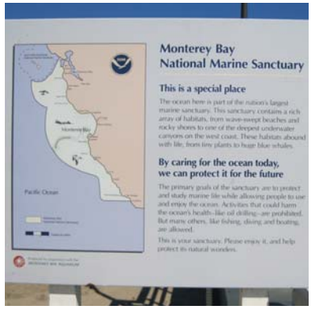
5 Downtown pedestrian kiosk with map and merchant locations:
- Colorful kiosk with colorful map.
- Merchant listings are too small to read.
- Recommend prohibiting ad space, therefore allowing for larger merchant listings.

Continued next page

Manual on Uniform Traffic Control Devices, which defines standards nationwide



WAYFINDING TOOLS
EXISTING SIGNAGE EVALUATION *CONT.*



6 Municipal codes on individual panels and post:
- Wrong type of sign application for this type of information.
- This fun-type of sign should be utilized as a pedestrian directional with destinations and walking distances included.

7 Parking signage and regulations/fees information:
- Inconsistent parking garage and lot identification.
- Inconsistent or lack of parking regulation information.
- Information that is posted is too small to read, whether in car or as a pedestrian.

8 Municipal code signage:
- A proper type of sign application for this type of information.
- But... should have Santa Cruz Municipal Code message spelled-out completely, with Santa Cruz identity (logo or wordmark). This will appear more "official".
- Should have consistent use of colors/graphics within Santa Cruz signage system.

9 River Street gateway:
- Should direct to Downtown Santa Cruz, rather than River Street.
- Message does NOT match with freeway sign messages, nor with existing vehicular directionals.

10 State roadway information sign types:
- Informational sign panels are outdated and too small for today's standards.
- Information is so small it can not be read by a passing motorist, even at 25 mph.

SECTION 3: WAYFINDING ANALYSIS

CURRENT SIGN INVENTORY

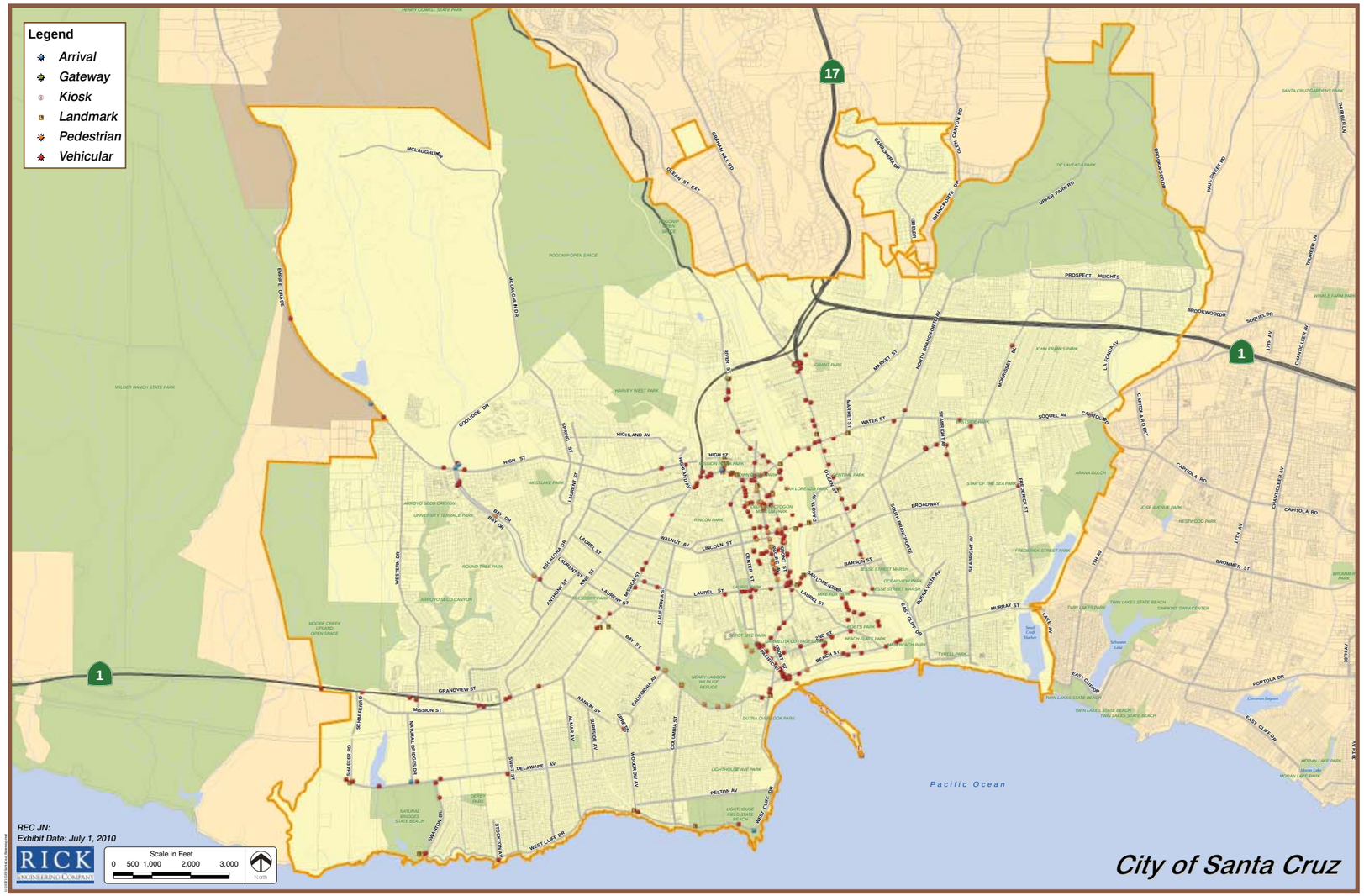
Santa Cruz Sign Count

Classification & *Sub Class*	**Sub Class Count**	**Total Count**
Arrival		**6**
Gateway		**2**
Kiosk		**7**
Landmark		**29**
Parking Directional	*1*	
Pedestrian		**28**
Vehicular		**240**
Parking Arrival	*39*	
Parking Directional	*35*	
	Total Signs:	**312**

Santa Cruz Destination Count by City Sign Code

Destinations	**Sign Code**	**Count**
All Highways	G-AH	30
Arboretum	G-ARB	4
Bay Drive Walkway	BDW	2
Beach Access	GB-BA	2
Beach Area Lodging	G-BAL	10
Beach Wharf	G-BW	14
Beach Wharf Lodging	G-BWL	2
Beachfront	G-BF	15
Boardwalk	G-BB	10
Civic Aud, City Hall, Public Library	CACHPL	1
Civic Center	G-CC	1
Cocoanut Grove	G-CG	2
Delaveaga Park / Golf Course	G-DP/G	2
Depot Park	G-DP	5
Downtown	G-DT	40
Downtown Lodging	G-DTL	1
Free Public Parking	G-FPP	15
Freeways	G08F	13
Harbor	G-H	10
Harvey West Park	G-HWP	2
Highway 1	GH1	35
Historical	GB-HST	18
Information (Word Sign)	G2-I	11
Information (Symbol Sign)	G1-I	10
Lighthouse Point & Bay Street	G-LB	1
Long Marine Lab	LML	14
Museum	GB-M	8
Mystery Spot	G-MS	1
Natural Bridges State Park	G-NBSP	13
Parking with Arrow	G60	45
Police Station	G81-2	2
Public Library	G-PL	8
Public Parking	G-PP	15
Public Restrooms	G-PR	8
SC Mission Historical Park	GBWMHP	7
Seymore Marine Discovery	SMD	17
UCSC	G-UC	14
Not Classified (All Others)		23

Inventory 7/2010



SIMILAR CITY PROJECTS

Santa Cruz, CA	
Population (City)	56,124
Population (Metro)	256,218
City Area	15.6 sq. miles
2000 Census Data:	
People	54,593
Households	20,442
Families (Residing)	10,404
Per Capita Income (Resident)	$25,758
Median Income (Household)	$50,605
Tourism:	
Travel Spending (2006)	$621.0 million
Sign Count:	
Total	268
(Vehicular)	*240*
(Pedestrian)	*28*

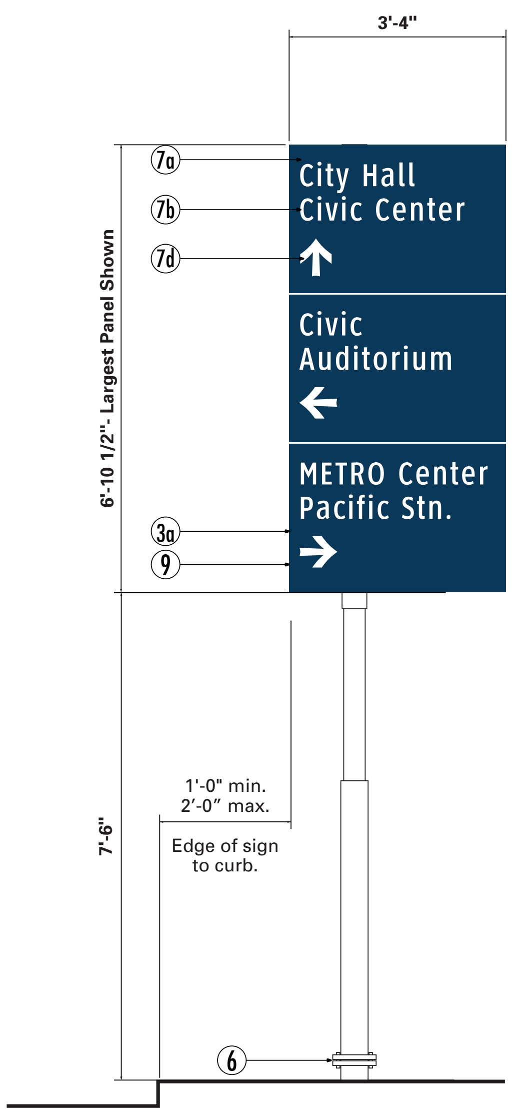
Asheville, NC	
Population (City)	76,636
Population (Metro)	408,436
City Area	41.3 sq. miles
2000 Census Data:	
People	68,889
Households	30,690
Families (Residing)	16,726
Per Capita Income (Resident)	$20,024
Median Income (Household)	$32,772
Tourism:	
Travel Spending (2007)	$1.887 billion
Sign Count:	
Total	216
(Vehicular)	*175*
(Pedestrian)	*41*

Sarasota, FL	
Population (City)	52,578
Population (Metro)	673,035
City Area	25.9 sq. miles
2000 Census Data:	
People	52,715
Households	23,427
Families (Residing)	12,064
Per Capita Income (Resident)	$23,197
Median Income (Household)	$34,077
Tourism:	
Travel Spending (2007)	(NA)
Sign Count:	
Total	200
(Vehicular)	*129*
(Pedestrian)	*71*

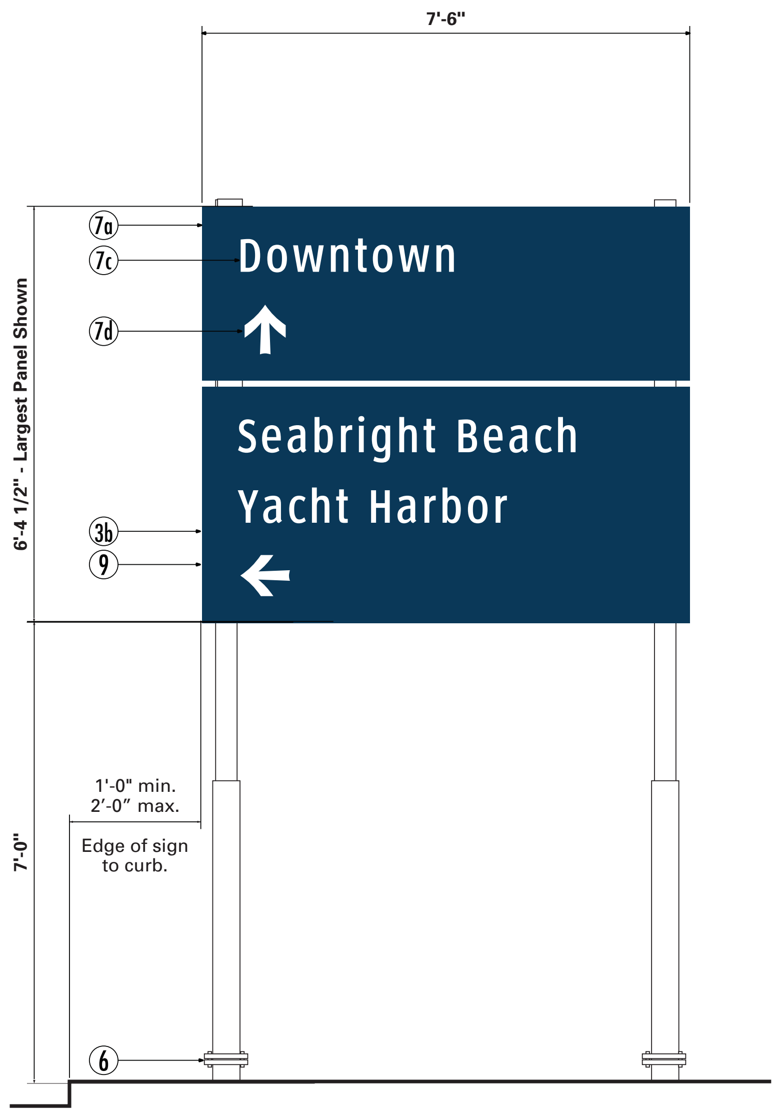
San Diego, CA	
Population (City)	1,359,132
Population (Metro)	2,880,000
City Area	372.1 sq. miles
2000 Census Data:	
People	1,223,400
Households	450,691
Families (Residing)	271,315
Per Capita Income (Resident)	$23,609
Median Income (Household)	$45,733
Tourism:	
Travel Spending (2007)	$7.9 billion
Sign Count:	
Total	263
(Vehicular)	*236*
(Pedestrian)	*27*

SIGNAGE TECHNICAL CRITERIA

Graphic Considerations - Submittal



1 Front Elevation: VDIR.3
SCALE: 1/2" = 1'-0"



2 Front Elevation: VDIR.6
SCALE: 1/2" = 1'-0"

General Notes:
The City of Santa Cruz shall enter into an agreement with the California Department of Transportation to assume all responsibility in the maintenance and management of the signs within the CALTRANS Right-of-Way (ROW).

Numbers correspond to line items in the CALTRANS guidelines for Wayfinding Signs along State maintained roads.

Items highlighted in red deviate from the CALTRANS guidelines for Wayfinding Signs along State maintained roads.

3a **Message Quantity 35 MPH or less**
Four Destinations Max.

3b **Messages Quantity 35 MPH or more**
Three Destinations Max.

6 **Footer**
Break-Away or Yielding in Design as detailed in CALTRANS Roadway Standard Drawings or as approved by FHWA

7a **Sign Panel Background**
Product: 3M Diamond Grade Reflective Sheeting
Background: Custom Color

7b **Font for 25 MPH or less**
Style: Clearview 2W
Color: Standard - White
Size: 4" Copy Height

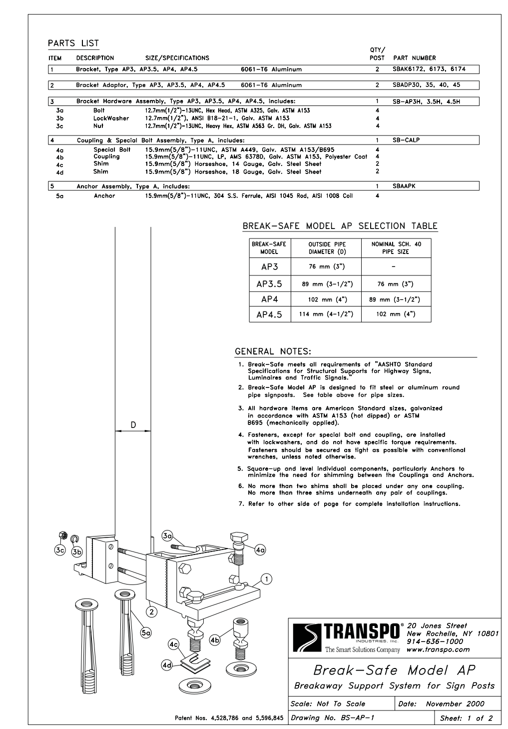
7c **Font for 25 MPH or more**
Style: Clearview 2W
Color: Standard - White
Size: 5"-6" Copy Height

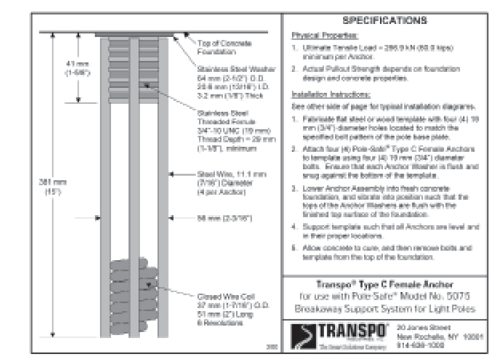
7d **Arrow**
Style: Serif
Color: Standard - White
Hand: "All Left"

9 **Material**
Product: 3M Diamond Grade Reflective Sheeting
Color:
Background: Custom Color
Arrow, Font Rule Line: Standard White 3990

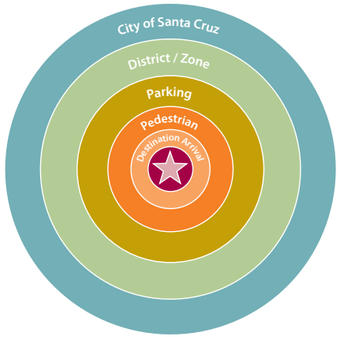
VEHICULAR DESIGN REQUIREMENTS

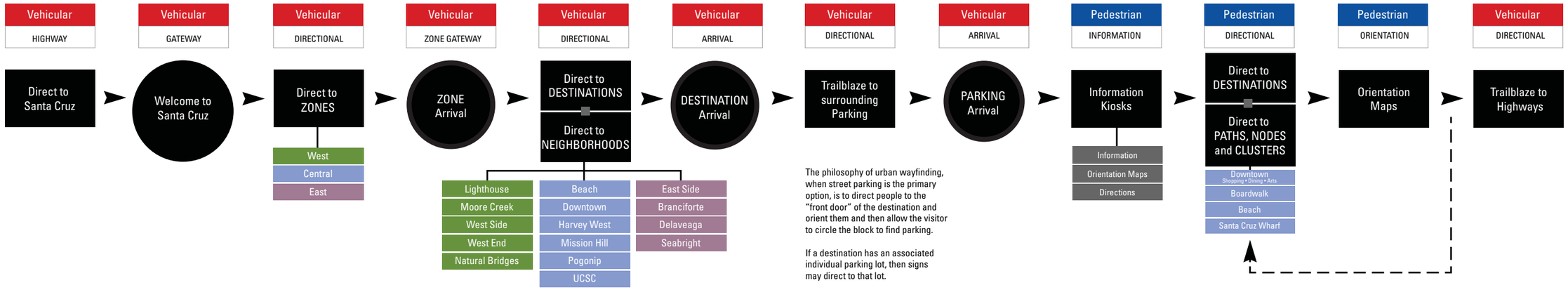
- Maximum of 3 listings per sign, with a maximum of 2 lines per attraction listing.
- Color contrast should be at least 70 percent between typeface and background.
- Type size to be 4 inches for signs in urban conditions with speeds of 35 mph or less and 5-6 inches for signs on roadways over 35 mph.
- Clearview HWY typeface as approved by DOT.
- Background and graphics to be CUSTOM Color - Printed High Intensity Prismatic Vinyl.
- Signs must have a clearance of at least 7 feet off the ground and 36 inches lateral clearance to satisfy the Americans with Disabilities Act requirement.
- Minimum of 150 feet between signs, with a goal of no more than one sign per city block.





INFORMATION HIERARCHY





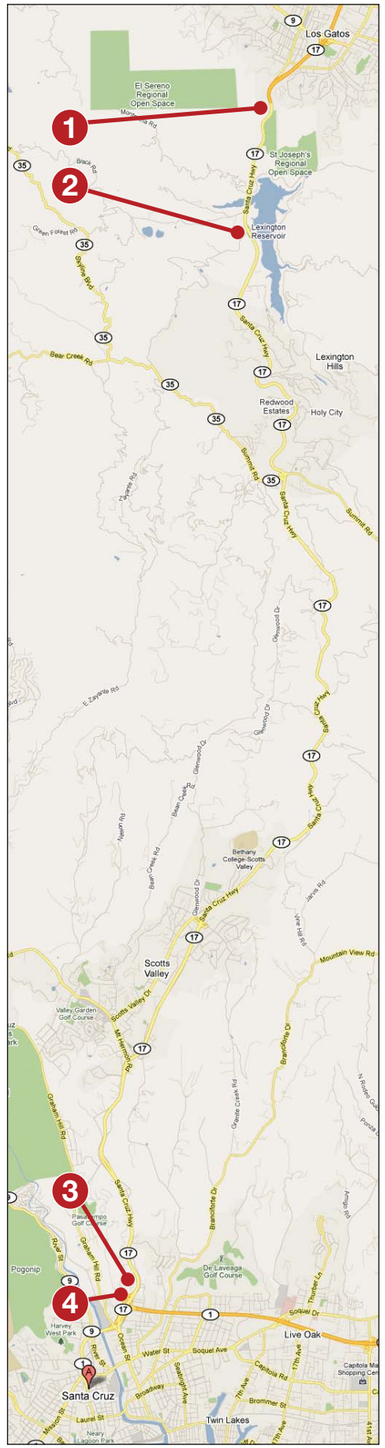
The primary focus will be to coordinate terminology to create consistent messaging and provide a seamless journey for visitors as they transition from the highway to the City of Santa Cruz Wayfinding Program.	Consider a variety of elements which welcome visitors to the City of Santa Cruz. This can include architectural elements, public art, lighting, landscaping, and, of course, signage.	These sign types will be designed to meet CalTrans criteria for messages, number of messages per panel, character height and contrast.	These sign types will be designed to meet CalTrans criteria for messages, number of messages per panel, character height and contrast.	These sign types will be designed to meet CalTrans criteria for messages, number of messages per panel, character height and contrast.	This system will include this type of sign for destinations that may be difficult to locate or do not currently have adequate signage.	Like bread crumbs along a path, trailblazers guide visitors to parking lots or garages. These small, easy to install signs can solve many parking issues.	A standard graphic and range of sign types will be developed to identify parking garages. These may include ground and/or building mounted signs.	Located at key gathering points, kiosks function much like a directory at a mall and provide options for multiple types of information.	Generally double-sided and with up to 10 listings, pedestrian scale signs are smaller (not visible from a vehicle) and can direct to second tier destinations, paths, nodes, clusters or focused destinations such as the METRO.	A simple graphic map illustrates the general area. Focus is on 5 minute walk and can include more detailed information than an overview map. The map becomes standard artwork that can be used for print, web and other media.	Departure routes are equally important to arrival. These trailblazer signs utilize standard MUTCD and State highway shields to provide clear pathways to the nearest highway from the many destinations in the City of Santa Cruz.

Sign location OK.

Sign location OK.

Sign location OK. RECOMMEND requesting Caltrans to change message to “Downtown Santa Cruz / Left Lanes”.

All sign locations OK.



HIGHWAY SIGNAGE REVIEW
CA HIGHWAY 17 SOUTHBOUND

The highway signage leading to the City of Santa Cruz from Highway 17 South, does not provide the necessary and appropriate information to guide visitors to its major destinations.

It is the goal of this master plan to identify possible terminology changes to the supplemental signs so the information presented provides a seamless journey from the highway into Santa Cruz and its major destinations.

Approval by California Department of Transportation (Caltrans) is required for all highway signage updates.

Criteria for listing a destination on a highway sign is based on quantity of visitation and proximity to the exit ramp.

Observations

There is a significant travel distance between the last signs identifying Santa Cruz (see image #1 and 2, located in Los Gatos) and the post-mounted sign (see image #3) at the Santa Cruz city limits. This informational sign is confusing for the first time visitor if they are not familiar with their location on the Highway, or aware of the fact that the “Municipal Wharf” and “Downtown” are two different destinations, AND are located in Santa Cruz. The confusion could easily discourage the visitor and cause them to ignore the sign, thus becoming a wasted sign location and message.

Image #3 recommended change: Sign panel should read “Downtown Santa Cruz / Left Lanes”.

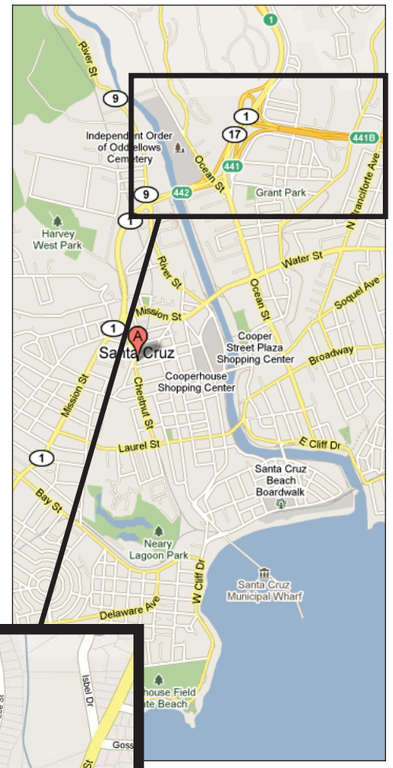
PRIORITY 1 Work with Caltrans to update highway signage as described.

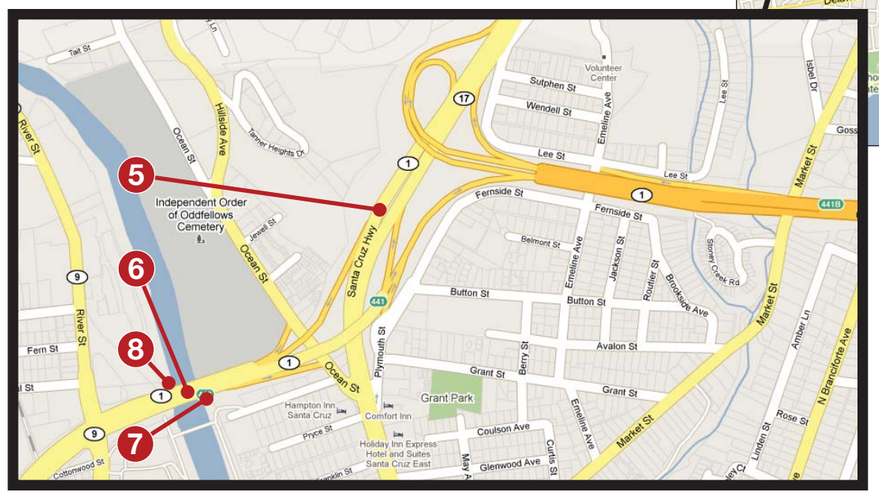
Sign locations OK. RECOMMEND requesting Caltrans to change messages on panels (see recommendations in text at right).

Sign locations OK. RECOMMEND requesting Caltrans to change messages on panels (see recommendations in text at right).

Sign location OK. RECOMMEND requesting Caltrans to change message to Downtown / Santa Cruz Wharf, with left arrow.

Sign location OK. RECOMMEND requesting Caltrans to change message to Downtown / Santa Cruz Wharf, with left arrow.





HIGHWAY SIGNAGE REVIEW
CA HIGHWAY 17 SOUTH *CONTINUED*

Observations

Image #5
The Highway 17 split to “Ocean Street - Beaches”, or Highway 1 North to “Half Moon Bay” and Highway 9 North to “Boulder Creek”, does create a bit of confusion for first-time visitors because this is the first time the information is presented AND they must make a split decision which way to turn/exit.

Image #5 recommended changes: Upper left sign panel should read “Ocean Street / Beaches / Boardwalk” with up-left arrows. Upper right sign panel should remain the same. See the lower right green sign panel, it should read “1 North / Santa Cruz / University of California” with straight ahead arrows.

Image #6
Visitors approaching the next set of overhead signs confusion occurs again because additional messages have been added that do not relate to their current location, i.e. messages for “San Francisco” and “Big Basin.”

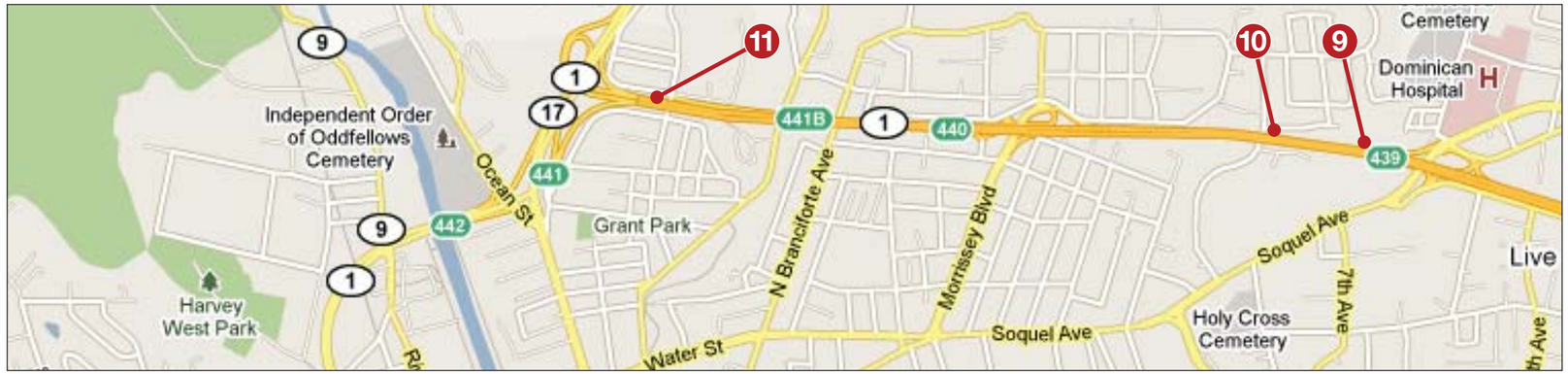
Image #6 recommended changes: Upper left sign panel should read “1 North / University of California / Half Moon Bay”. Upper right sign panel should remain the same.

Image #7 and #8
The two post-mounted signs are good locations, however the messages must be changed for a better and consistent use of messaging established in the travel process.

Image #7 recommended change: Sign panel should read “Downtown / Santa Cruz Wharf” with left arrow.

Image #8 recommended change: Sign panel should read “Downtown / Santa Cruz Wharf” with left arrow.

PRIORITY 1 Work with Caltrans to update highway signage as described.



Sign location OK.

Sign location OK.

All sign locations OK.

HIGHWAY SIGNAGE REVIEW
HIGHWAY 1 NORTH

The highway signage leading to the City of Santa Cruz from Highway 1 South, generally provides the necessary and appropriate information to guide visitors to its major destinations.

It is the goal of this analysis to identify possible terminology changes to the supplemental signs so the information presented provides a seamless journey from the highway into Santa Cruz and its major destinations.

Approval by California Department of Transportation (Caltrans) is required for all highway signage updates.

Criteria for listing a destination on a highway sign is based on quantity of visitation and proximity to the exit ramp.

Observations

Image #9
The brown post-mounted sign, with the 2 icons, informing the motorist to exit at Morrissey Boulevard for the “Santa Cruz Harbor”, is in a good location.

Image #10
The green post-mounted sign, identifying the Santa Cruz city limits is in a good location.

Image #11
The two overhead highway signs are in a good location, and the messages are appropriate. First time visitors clearly will understand the message of the left sign panel and exit the appropriate 2 lanes to Santa Cruz. Once the visitor exits the ramp and merges onto Highway 1 North, they will experience the choices described in the previous page (3.6), directing them into Santa Cruz.

Image #11 recommended sign addition: Provide new sign panel prior to the overhead signage to read “Downtown Santa Cruz / Beach Boardwalk / Left Lanes”.

PRIORITY 1 Work with Caltrans to update highway signage as described.

HIGHWAY SIGNAGE REVIEW
HIGHWAY 1 SOUTH

Sign location OK. RECOMMEND requesting Caltrans to add sign panel directing to Downtown Santa Cruz.

All sign locations OK. RECOMMEND requesting Caltrans to change message on overhead panel (see recommendations in text at right).

The highway signage leading to the City of Santa Cruz from Highway 1 North does not provide the necessary and appropriate information to guide visitors to its major destinations.

It is the goal of this master plan to identify possible terminology changes to the supplemental signs so the information presented provides a seamless journey from the highway into Santa Cruz and its major destinations.

Approval by California Department of Transportation (Caltrans) is required for all highway signage updates.

Criteria for listing a destination on a highway sign is based on quantity of visitation and proximity to the exit ramp.

Observations

Image #12
The green post-mounted sign directing to Highways 17 North and 1 South, plus city destinations, is in a good location. This sign location would be ideal for placement of a message for Downtown Santa Cruz.

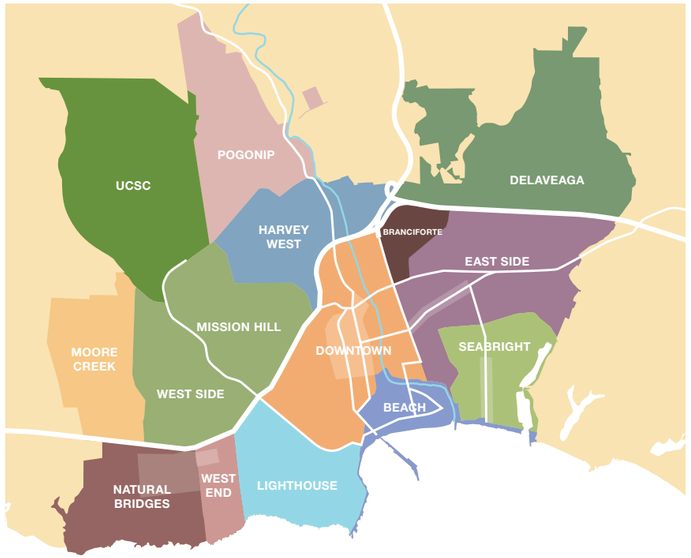
Recommended change: Add sign panel to top of existing green sign reading "Downtown Santa Cruz" with straight ahead arrow.

Image #13
The overhead green sign directing to Ocean Street is in a good location, and helps first time visitors exit off Highway 1 South to the ocean.

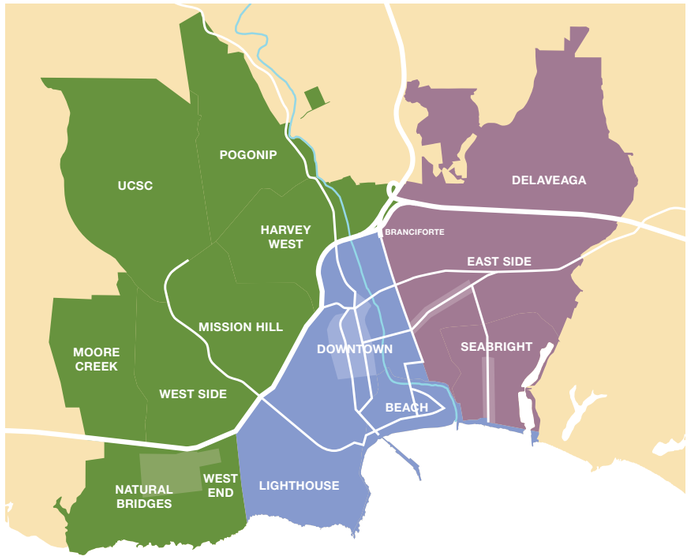
Recommended change: Sign panel should read "Ocean Street / Beaches / Boardwalk" with up-right arrow.

Mission Street directional signage updates will be addressed within the context of the vehicular directional signage program update and will need to be approved by Caltrans.

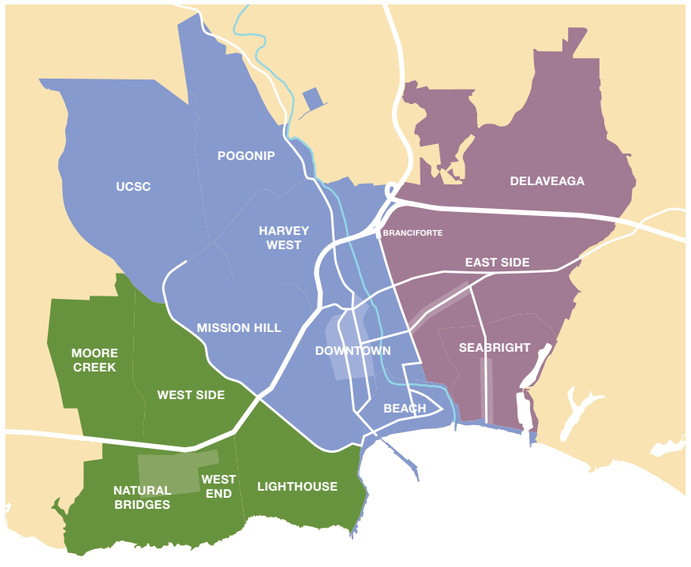
PRIORITY 1 Work with Caltrans to update highway signage as described.



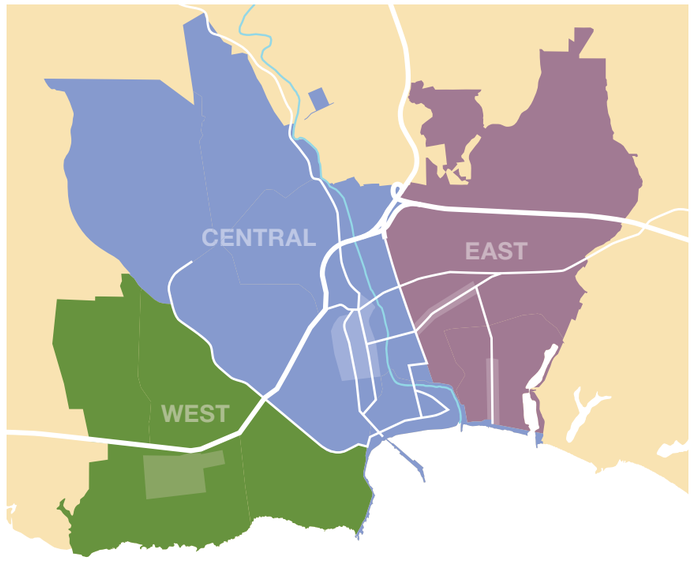
Zone Scenario #1
Existing neighborhoods, with primary roadways and “hot spots”



Zone Scenario #2
Zones divided by major arteries



Zone Scenario #3
Zones by context, and connection of Downtown and UCSC



Zone Scenario #4
Proposed Zones

ZONES

Zones – What is the purpose?
Zones are a fundamental component of a wayfinding project. They provide 2 key elements to helping a person find their way.

1. Orientation
Zones help a person place themselves within a larger contextual area.

Examples:
Wing (within a Building) – Quad (within a Campus) – District (within a City) – Region (within a State)

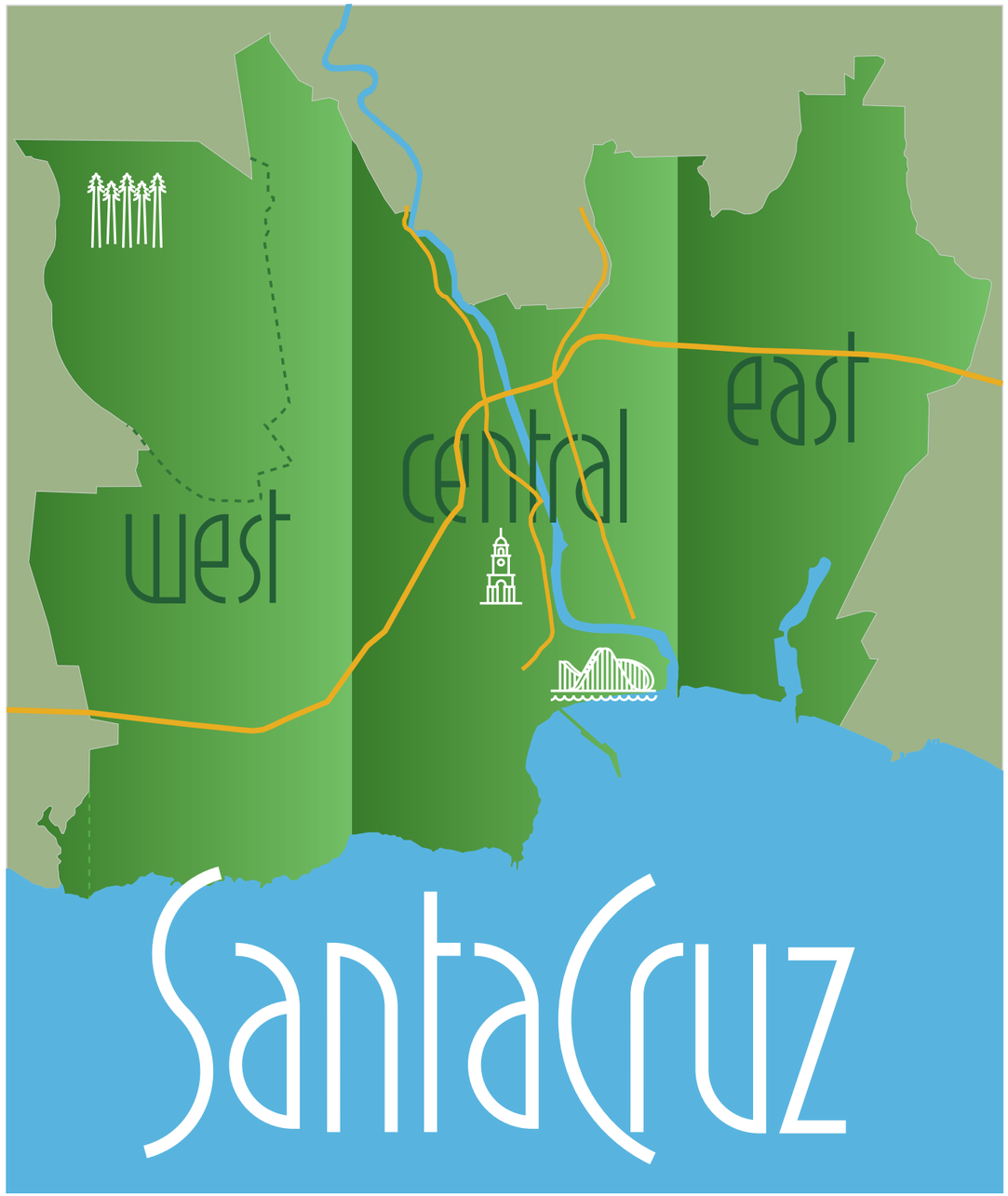
2. Information Reach
By creating an information hierarchy you are providing ALL destinations with a farther “reach” of information.

Example – Only so much information can be listed on a sign. Therefore, you can not direct to every destination from great distances. However, with the use of various levels of hierarchy you can tell visitors to “follow signs” for Southern Region > City Name > District > Destination Name. This type of information sequence could potentially reach over a hundred miles.

Zone Names – Considerations

- If already locally recognized, names should be reflective of cultural or historical references.
- Names should be simple and memorable for a person unfamiliar with the place.
- When multiple zones are required the names should be distinctive both in terminology and pronunciation.
- A physical landmark, activity or environment is so dominant that the general surrounding area becomes known by it.

Continued next page



ZONES
CONTINUED

Zone Boundaries – Considerations
When determining (exterior) Zone Boundaries, one of the following situations should be present.

- Established legal or formal boundary.
- Context – boundary is defined by the character of the place (architecture, environment, history, activity).
- A physical element or landmark creates a recognizable/physical boundary. This can be natural (river, mountains, etc.) or man-made (highway, overpass, train tracks, etc).
- Cluster of similar attractions or activities located within a specific defined area (Arts District).

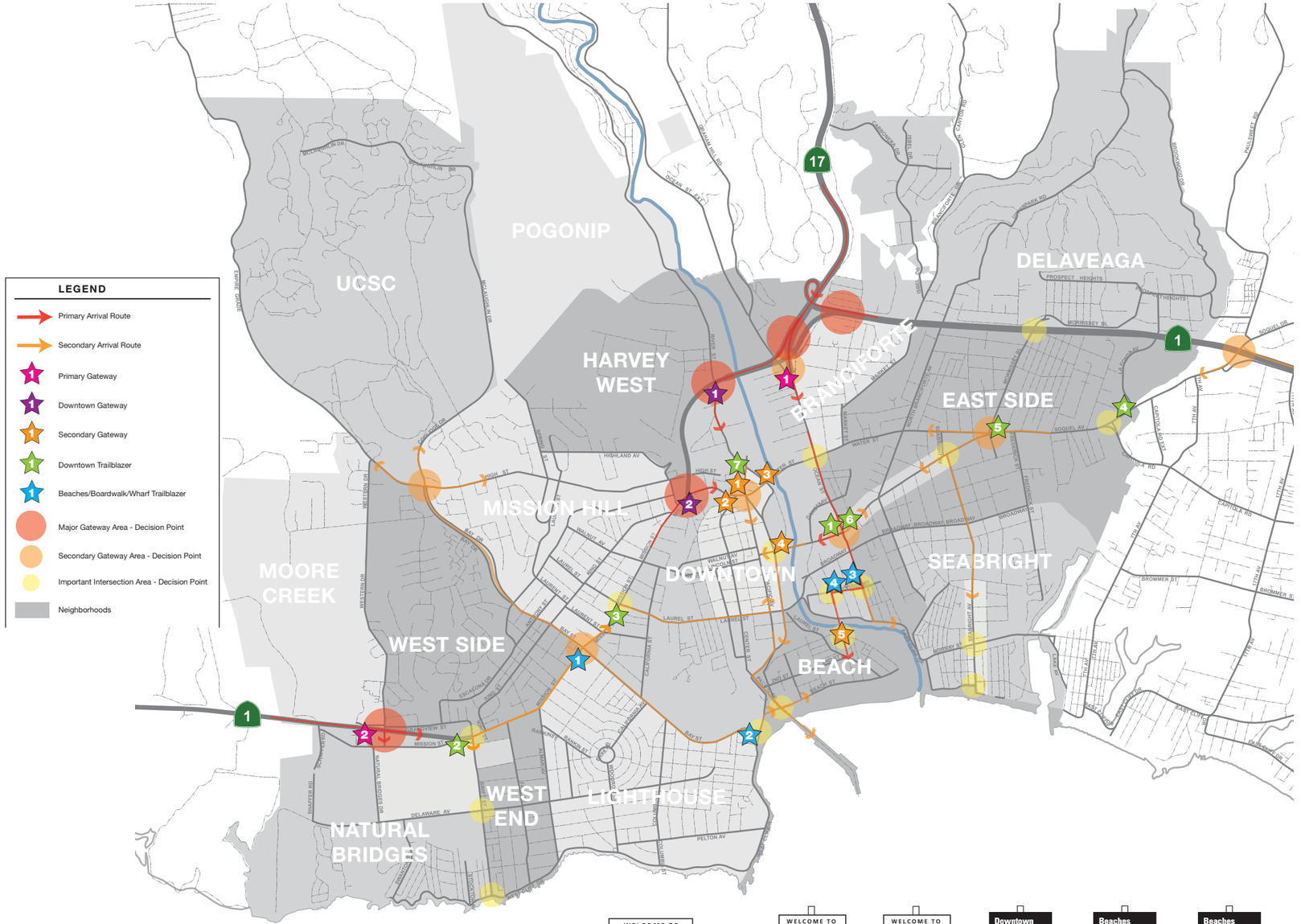
Developing Zones - Additional Comments to Consider:
When possible the less zones the better (three to four is preferred, but must be recognizable, which is not always possible).

Successful zones boundaries and names are interconnected and need to work together without doubt.

Successful zone boundaries and names are understood independently and naturally without visual reinforcement.

Icons, color and patterns are primary reinforcement and help shape identity.

PRIORITY 1 Adopt Zones, and the West, Central, and East language.



ARRIVALS & GATEWAYS

GATEWAY LOCATIONS
Gateways for this project will vary in scale and complexity based on their location, environment and purpose. Gateways can make a statement and welcome a visitor or they can simply mark the city limit.

For a city like Santa Cruz the excitement and anticipation a visitor has when arriving can be heightened by the gateway that lets them know they have arrived at a special place.

Gateways provide a landmark and can include more than just signage; lighting, landscaping, architectural elements, and public art can also be incorporated.

Nine (9) gateways have been identified. Each of these present different purposes and will require a variety of design approaches.

PRIMARY GATEWAYS (for City of Santa Cruz)
Primary gateways are located at the main points of visitor entry into Santa Cruz. While the function of the gateway is to welcome visitors, it can be more than just a sign. The design can include landscaping, lighting, and/or public art in addition to conveying the city's brand message.

Downtown GATEWAYS
Downtown gateways are located at the other points of visitor entry into Downtown Santa Cruz. These signs welcome visitors and convey the city's brand message at a smaller scale. They can be designed as a sign only, or a sign with some landscaping and lighting.

SECONDARY GATEWAYS
Secondary gateways are located at the arrival points into Downtown Santa Cruz and the Beach Area. Typically space is limited, so these may be at a smaller scale, vertical orientation, or attached to street lamp posts. Banners may also be used.

TRAILBLAZERS
Trailblazers are located at key intersections and decision points within the city limits aiding visitors and directing to Downtown Santa Cruz and the Beach Area.

See the next page for images of the Primary, Downtown, and Secondary Gateway locations.

ARRIVALS & GATEWAYS

Primary Gateway 1 Location
Highway 17 Exit and Ocean Drive

Primary Gateway 2 Location
Highway 1 South and Western Drive

Downtown Gateway 1 Location
Highway 1 and River Street

Downtown Gateway 2 Location
Highway 1 South and Mission Street

GATEWAY LOCATIONS
Nine (9) gateways have been identified. Each of these present different purposes and will require a variety of design approaches.

See previous page for map locations and generic sign type illustrations.

Secondary Gateway 1 Location
N. Pacific Avenue and Mission Street

Secondary Gateway 2 Location
Mission Street and Center Street

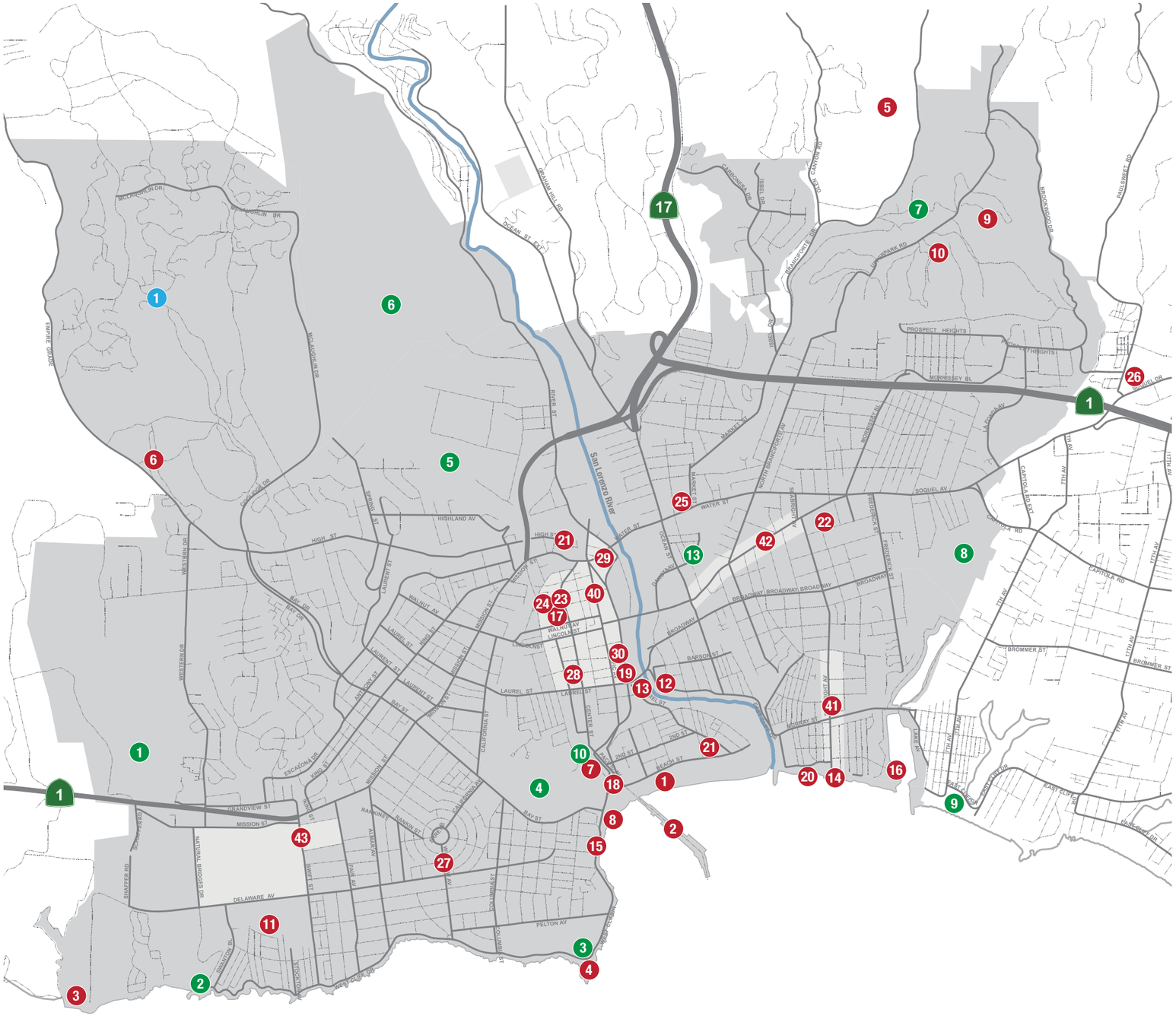
Secondary Gateway 3 Location
Water Street and River Street

Secondary Gateway 4 Location
Soquel Avenue and River Street

Secondary Gateway 5 Location
Riverside Avenue and 3rd Street

PRIORITY 1 Develop Primary Arrival Gateways (Ocean Street and Mission Street).

PRIORITY 2 Develop Secondary Gateways.



DESTINATIONS

A basic premise of urban wayfinding is to direct visitors to the "front door" of a destination or district and then get them to parking.

Showing the visitor the front door accomplishes two things. First, it lets them know that they have arrived and thus provides them with comfort, especially if they are in a strange city.

Second, it provides them with an orientation to where they are and, if no designated lot is provided, they can then begin to circle the block to find parking.

**Santa Cruz is in the unique position of having a number of historic assets with limited onsite visibility. These include districts and sites. While it's not appropriate to point visitors to these within the directional signage program, we do encourage highlighting these historic assets on the streetscape through banners and mapping within the context of this plan.*

ATTRACTIONS
- 1 Santa Cruz Beach Boardwalk
- 2 Santa Cruz Wharf
- 2 Natural Bridges State Park
- 3 Seymour Marine Discovery Center
- 4 Surfing Museum
- 5 Mystery Spot

RECREATIONAL
- 6 Arboretum
- 7 Bicycle Trip Bike Park
- 1 Santa Cruz Beach Boardwalk
  - Boardwalk Bowl
  - Casino Arcade
  - Cocoanut Grove
  - Games
  - Neptune's Kingdom
  - Rides
- 8 Cowell Beach
- 9 Delaveaga Disc Golf Course
- 10 Delaveaga Golf Course
- 11 Derby Skate Park
- 12 Ken Wormhoudt Skate Park
- 13 San Lorenzo River Levee (Bike Path)
- 2 Santa Cruz Wharf
- 14 Seabright Beach
- 15 West Cliff Drive (Ped + Bike Paths)
- 16 Yacht Harbor

MUSEUMS/CULTURAL
- 17 Civic Auditorium
- 18 Marine Sanctuary Exploration Center
- 19 Museum of Art and History
- 20 Museum of Natural History
- 5 Mystery Spot
- 21 Santa Cruz Mission State Historic Park
- 3 Seymour Marine Discovery Center
- 4 Surfing Museum

COMMUNITY/GOVERNMENT
- 22 Branciforte Library
- 23 Central Library
- 24 City Hall/Civic Center
- 25 Conference and Visitors Council
- 26 Dominican Hospital
- 27 Garfield Park Library
- 28 Louden Nelson Community Center
- 29 Post Office

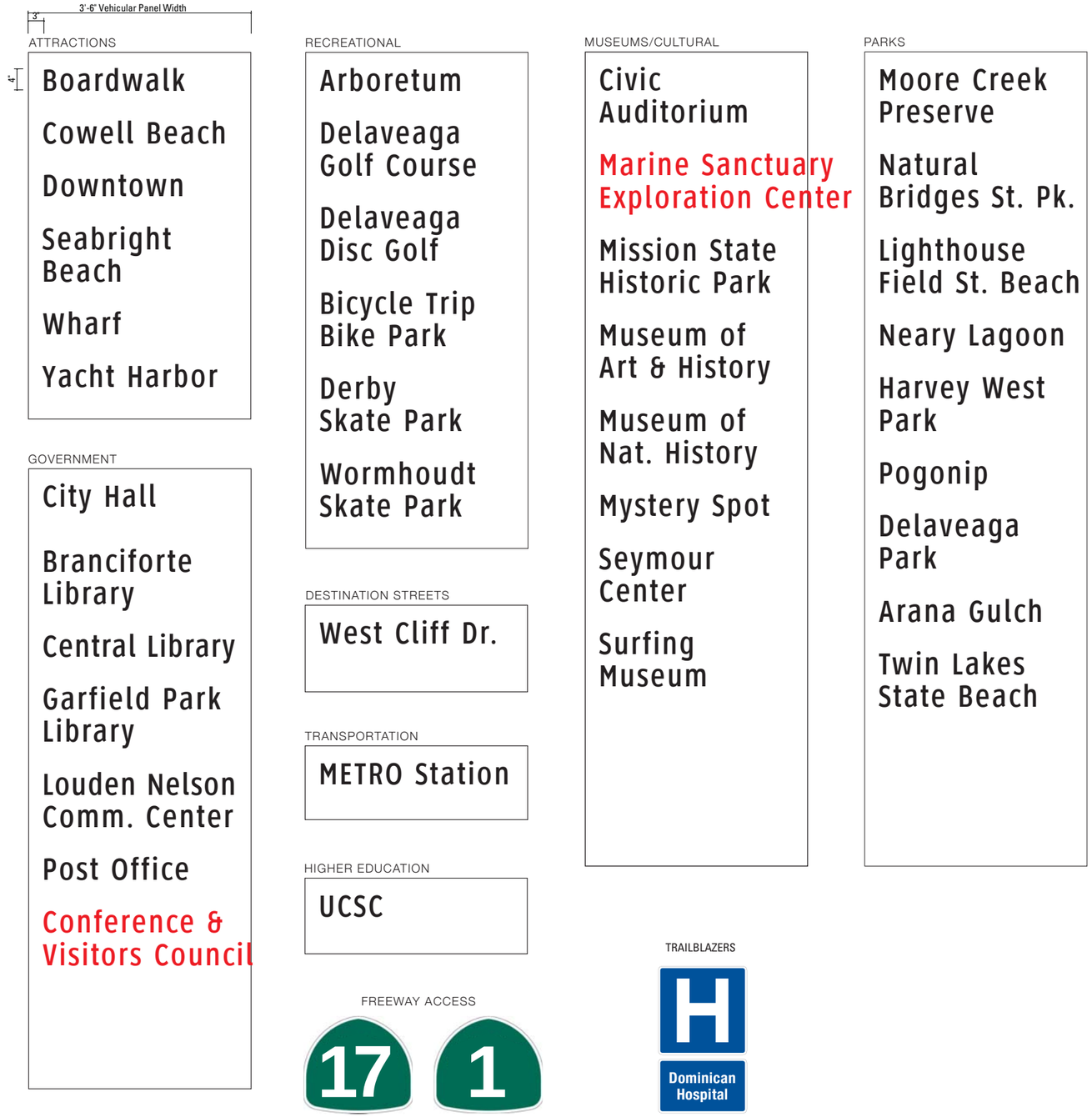
TRANSPORTATION
- 30 Santa Cruz METRO Center

SHOPPING DISTRICTS
- 40 Downtown Santa Cruz
- 41 Seabright Avenue
- 42 Soquel Avenue
- 43 Swift Street/West End
- 2 Santa Cruz Wharf
- 16 Yacht Harbor

EDUCATION
- 1 University of California at Santa Cruz

PARKS
- 1 Moore Creek Preserve
- 2 Natural Bridges State Park
- 3 Lighthouse Field State Beach
- 4 Neary Lagoon Wildlife Refuge
- 5 Harvey West Park
- 6 Pogonip
- 7 De Laveaga Park
- 8 Arana Gulch
- 9 Twin Lakes State Beach
- 10 Depot Park

*HISTORIC **
- 21 Santa Cruz Mission State Historic Park



TERMINOLOGIES AND ABBREVIATIONS

The following baseline measurements were used for this study:

VEHICULAR SIGNAGE:

Sign Panel Width:	3′-4″ (40″)
Character Height:	4″
Test Typeface:	Clearview HWY-2
Qty. Lines per Listing:	Goal = 1
	Acceptable = 2
Qty. Characters per Listing:	Goal = 20 or less
	Acceptable = 24 max.

PEDESTRIAN SIGNAGE:

Sign Panel Width:	2′-0″ (24″)
Character Height:	1.5″
Test Typeface:	Clearview HWY-2
Qty. Lines per Listing:	Goal = 1
Qty. Characters per Listing:	Goal = 15 or less
	Acceptable = 18 max.

The destination terminology and abbreviations shown here are PRELIMINARY and for discussion purposes only.

RECOMMENDATIONS:

1. Remove “Downtown” and “Santa Cruz” from destination listings.
   Examples: “Downtown Post Office” becomes “Post Office”
   “Santa Cruz Civic Auditorium” becomes “Civic Auditorium”

2. Potential name change prior to installation of signage program.

3. Use only commonly recognized abbreviations. Use consistent terminology and abbreviations throughout system.
   Examples: Avenue = Ave.

4. Destinations located outside of Santa Cruz city limits may require one “straight ahead” trailblazer.

FREE TIME-LIMITED PARKING

- 2 The Walnut Tree Parking Lot
- 7 Front/Cathcart Parking Lot
- 8 Pearl Alley Parking Lot
- 9 Elm/Cedar Parking Lot
- 10 River/Front Parking Garage
- 11 Front Street South Parking Lot
- 12 South Pacific Parking Lot
- 13 City Hall Parking Lot
- 14 Library Parking Lot
- 22 NIAC Parking Lot
- 23 Front/Laurel Parking Lot
- 26 Police Department Parking Lot
- 27 Laurel/Front Parking Lot

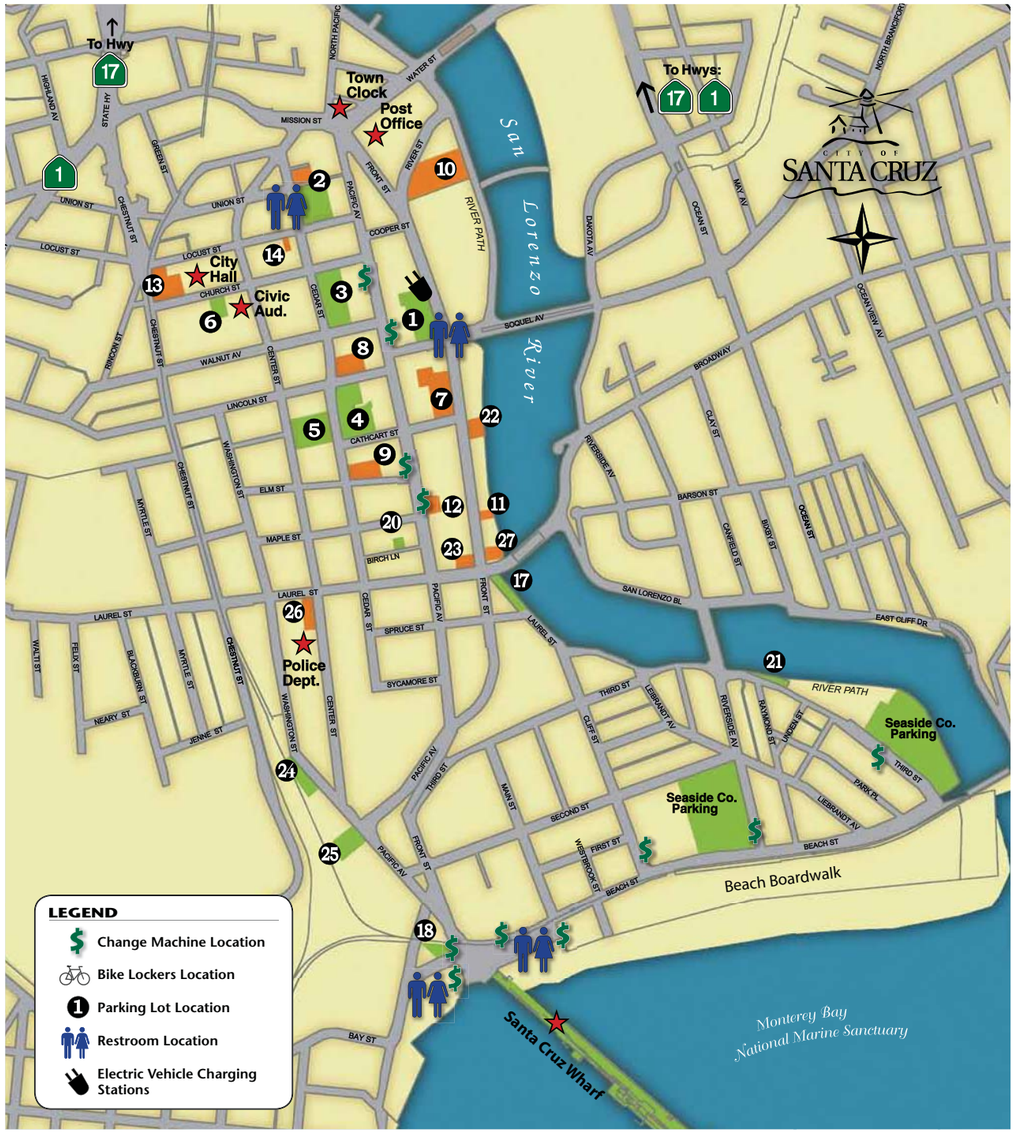
PAY PARKING

Santa Cruz Wharf

- 1 Soquel/Front Parking Garage
- 2 Locust Parking Garage
- 3 Cedar/Church Parking Lot, **Pay-by-Space**
- 4 Cedar/Cathcart Parking Garage, **Pay-by-Space**
- 5 Calvary Church Parking Lot, **Pay-by-Space**
- 17 South of Laurel Parking Lot, **Permit Only**
- 20 Birch Lane Parking Lot
- 24 Depot Park North, **Pay-n-Display**
- 25 Depot Park South, **Pay-n-Display**

Parking Lots with Metered Parking:

- 6 Civic Auditorium Parking Lot
- 18 Beach Hill Parking Lot
- 21 Third and Raymond Streets Parking Lot



PARKING

Parking in any urban environment is always difficult. The issue of parking within this wayfinding study is not meant to be a study in parking capacities, or utilization, but it does look at the parking situation from its placement in the wayfinding hierarchy and the image the city is presenting to visitors upon their arrival.

If parking is easier to find and presented in a organized manner, the city will be perceived as a friendly and caring environment that is trying to assist its visitors and residents alike.

OBSERVATIONS

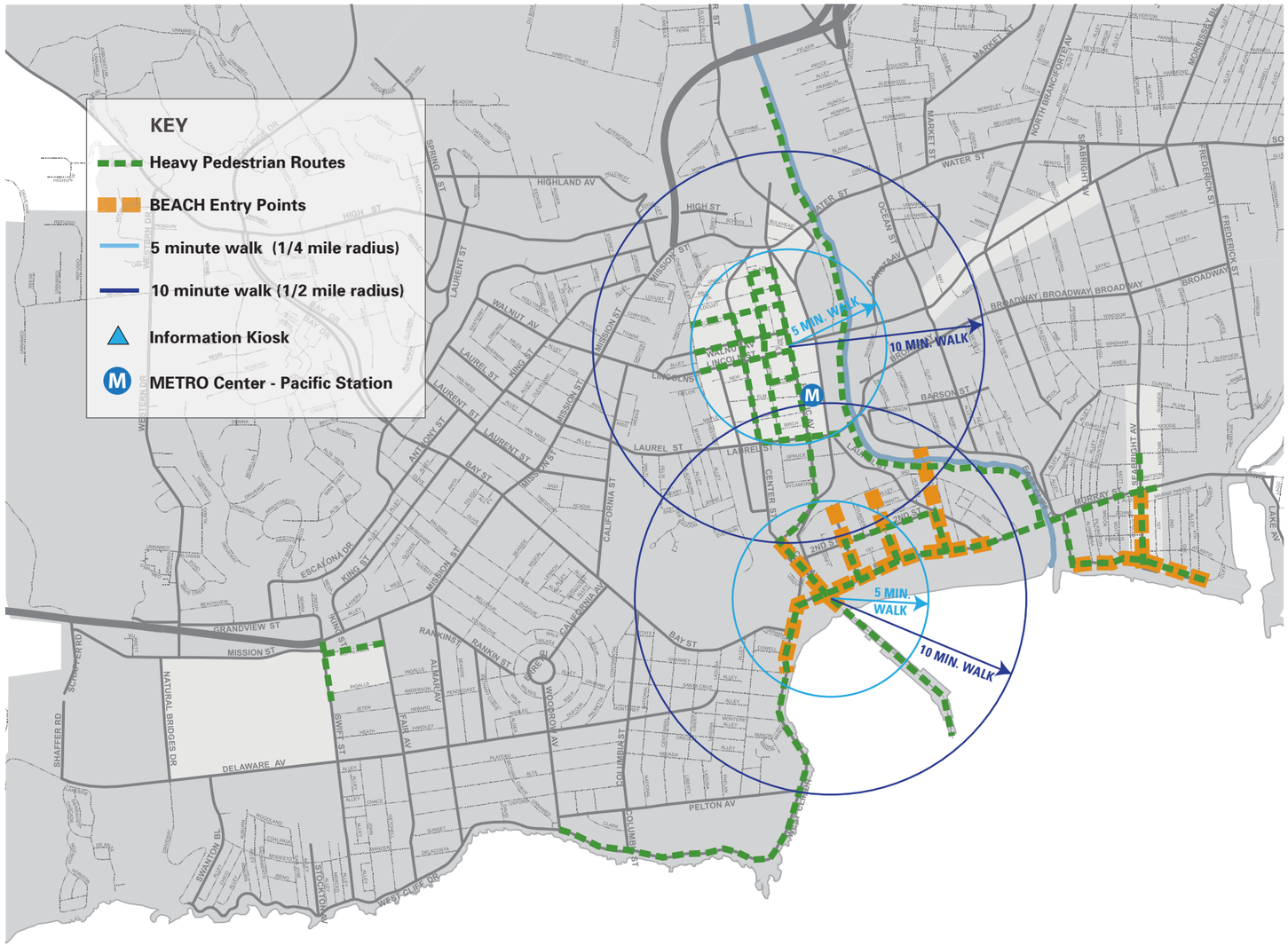
The City of Santa Cruz has 21 parking lots and four garages in the Downtown and Beach Area. 13 of them are free, with time limits, and the other 12 are pay parking. During major holidays (New Year's Day, MLK Birthday, President's Day, Memorial Day, Independence Day, Labor Day, Veteran's Day, Thanksgiving and Christmas Day) the Downtown provides free/time limited parking lots and metered parking. For the Christmas holiday season, parking meters are bagged and customers are provided with two hours of free parking. The time limits are enforced in downtown parking lots and on the bagged meters. The Green 20-, 24- or 30-minute meters and loading zones are still enforced as usual.

All of the parking lots are not clearly identified, and if identification can be found, almost all are inconsistent. On-street parking is available throughout most of the downtown area and amongst the pedestrian retail nodes. Very few of the destinations have their own private parking lot or facility. This puts a enormous pressure on the visitor to find a street metered space or public lot.

The premise of parking in a downtown environment is to direct to the front door of a destination and then allow the visitor to "circle" around the adjacent streets "keeping their orientation" until they can find a space or parking lot.

PRIORITY 1 Implement an updated Citywide Parking Directional and Identification Signage Program.

PEDESTRIAN ISSUES



This diagram illustrates the desired goal for pedestrian circulation. This circulation plan will serve to help determine pedestrian directional sign and information kiosk locations. The pedestrian sign program will include four (4) components; Information Kiosks located at large gathering areas and parking lots/garages, Pedestrian directional signs, Orientation maps, and Beach access and Downtown access trailblazers. The primary function of the directional signage will be to help link the destinations to one another and establish clear paths.

A 5–10 minute walk is used as a guideline for providing direction.

OBSERVATIONS
The heaviest pedestrian traffic occurs in two locations; the Downtown area, and the Boardwalk/Wharf area. Unfortunately the two are divided by a large hill visually, and do not have any pedestrian sign connections, except for a few wall murals on buildings.

RECOMMENDATIONS
Information kiosks will appear at parking lots or garages that have a capacity of 50 or more spaces. The kiosks will provide orientation maps, directions and possible advertising.

Directional signs are located at intersections and generally can hold up to 8–10 listings. The scale will be appropriate to a pedestrian and the copy will not be easily read from a car, which would cause confusion. Directional signage may point to nearby destinations outside the radius indicated (ie. Museum of Natural History) provided there is a clear pedestrian route to that destination.

Orientation maps should be developed to identify a 5–10 minute walk of the surrounding area. Orientation maps will include the standard stakeholder destinations as well as an indication of hotels (addresses only), visitor information centers, and public rest rooms.

Specific pedestrian-oriented paths should institute a trailblazer system that identifies access points and assists at important decision points.

PRIORITY 1 Implement a Pedestrian Signage Program specifically linking the Downtown to the Beach Area, and the reverse.

PRIORITY 3 Expand the Pedestrian Signage Program to other business districts, paths and nodes.

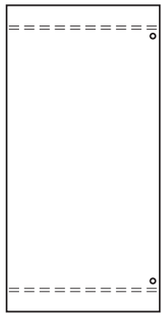
BANNER STRATEGY

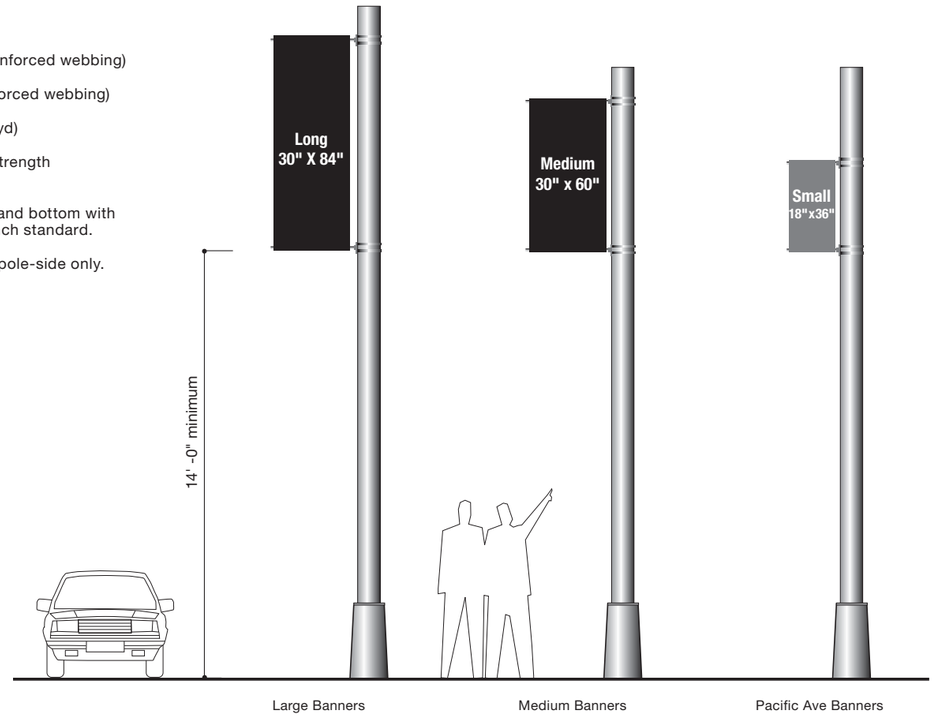
A Citywide banner program can market non-profit groups, promote events, identify a district or assure visitors that they are traveling through the correct corridor toward their destination. A coordinated banner program requires consistent design standards, material specifications and management process. However there should be sufficient flexibility for established and emerging districts to utilize the banner program as a tool for branding themselves as a unique destination.

The current City of Santa Cruz's banner program is very successful as a rental program, but is not geared toward an overall marketing strategy or toward supporting wayfinding needs.

Approved Materials:
- Acrylic (10 oz. per sq. yd, w/reinforced webbing)
- Nylon (4 oz. per sq. yd, w/reinforced webbing)
- Cotton Canvas (10 oz. per sq. yd)
- Other fabrics with equivalent strength

Openings:
- 4 inch pockets across the top and bottom with double-stitch turn down, 1/2 inch standard.
- Grommets at top and bottom, pole-side only.





This study suggests a two-tiered approach to updating and expanding the banner program to support the citywide wayfinding strategy:

Update rental program standards

1. The rental program should be utilized to support events and destinations. Event and destination banners highlight the many things to do and the underlying brand of Santa Cruz. Banners that showcase local organizations, while advertising worthy causes, are experienced as advertising and help to contribute to a sense of visual clutter.

2. Event and destination banners may not contain additional advertising, such as text or logos highlighting event sponsors.

Expand banner program to include districts and corridors

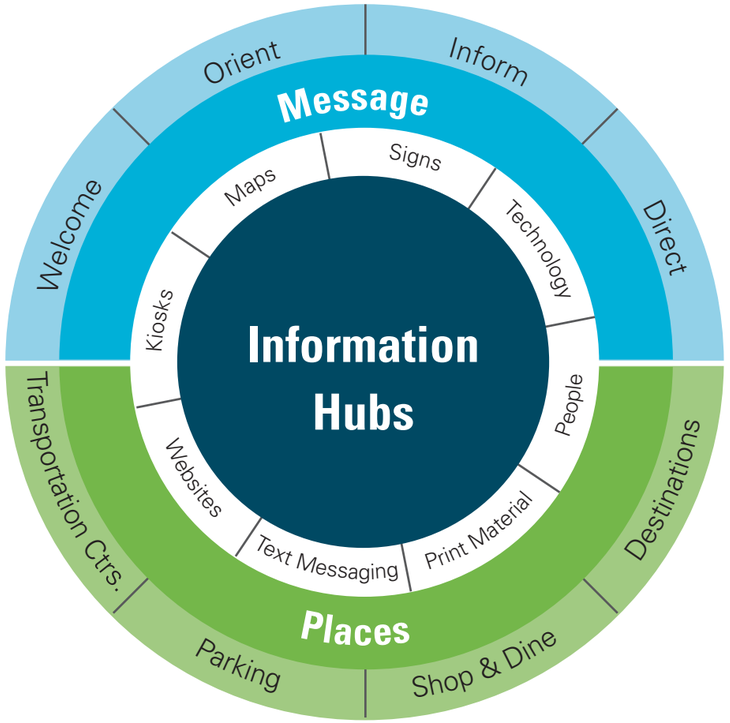
- District banner program should be developed in partnership with interested stakeholders, with a goal of uniquely identifying districts, highlighting Santa Cruz assets and supporting the overall wayfinding strategy. District banner program may be developed for established districts (such as downtown) or visitor corridors (such as Swift Street, Ocean Street, etc).
- Banner program expansion must consider Parks and Recreation capacity issues for ongoing maintenance and management. Success will be contingent on strong partnerships with private stakeholders.
- Consider rotating rental banner program to expanded locations as feasible.

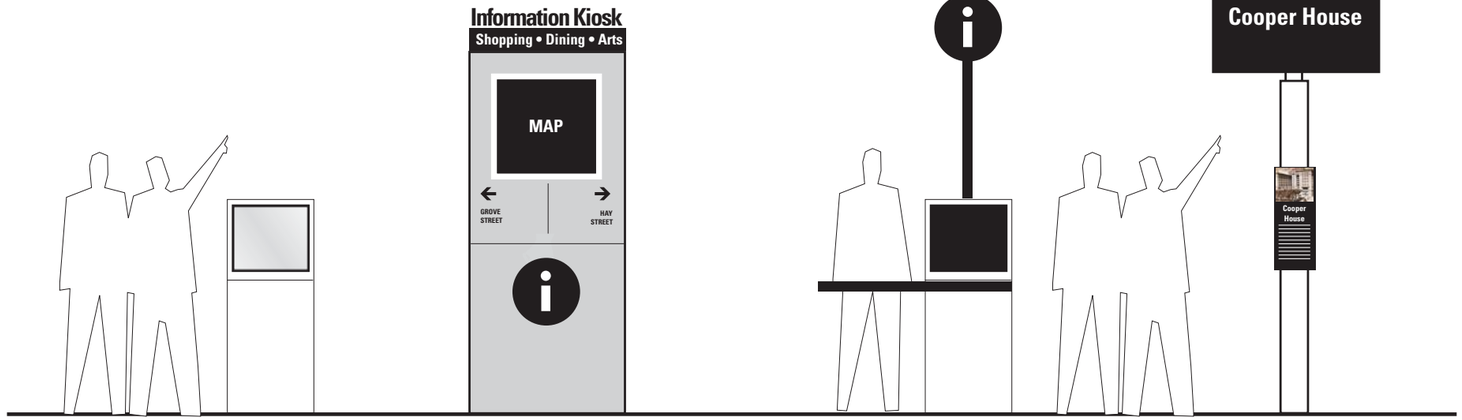
PRIORITY 1

First priority: Update the current rental Banner Program to include the criteria listed above.

Second priority: Expand the Banner Program to include the districts and corridors.

INFORMATION HUBS





INTERACTIVE STATION

Contains downloadable content, internet access, reservation making capability, printable information, shopping and dining, etc.

LOCATIONS:
- Downtown
- UCSC

INFORMATION KIOSK

Contains orientation map, directional information, text messaging/internet links, interpretive information, shopping and dining, etc.

LOCATIONS:
- Santa Cruz Wharf
- Boardwalk
- Downtown
- Lighthouse
- UCSC
- Seymour Center
- Shopping Districts
- Yacht Harbor

MANNED KIOSK

Professional greeter provides personal contact and info, printable information, brochures, maps, shopping and dining, etc.

LOCATIONS:
To be determined

INFORMATION PANEL

Contains text messaging/ internet links, interpretive information, destination information and advertising

LOCATIONS:
To be determined

NOTE: While each of these kiosks types would add to an integrated wayfinding program, due to budget and maintenance contraints it's reccommended that Santa Cruz update its current kiosk program as a first priority, with consideration given to expanding the program over time to include additional sites and greater capacity for integrated messaging with the overall wayfinding program.

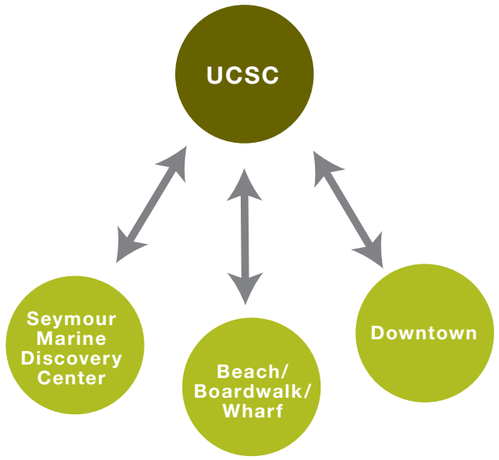
PRIORITY 1 Update the current kiosk program as described in 2.7

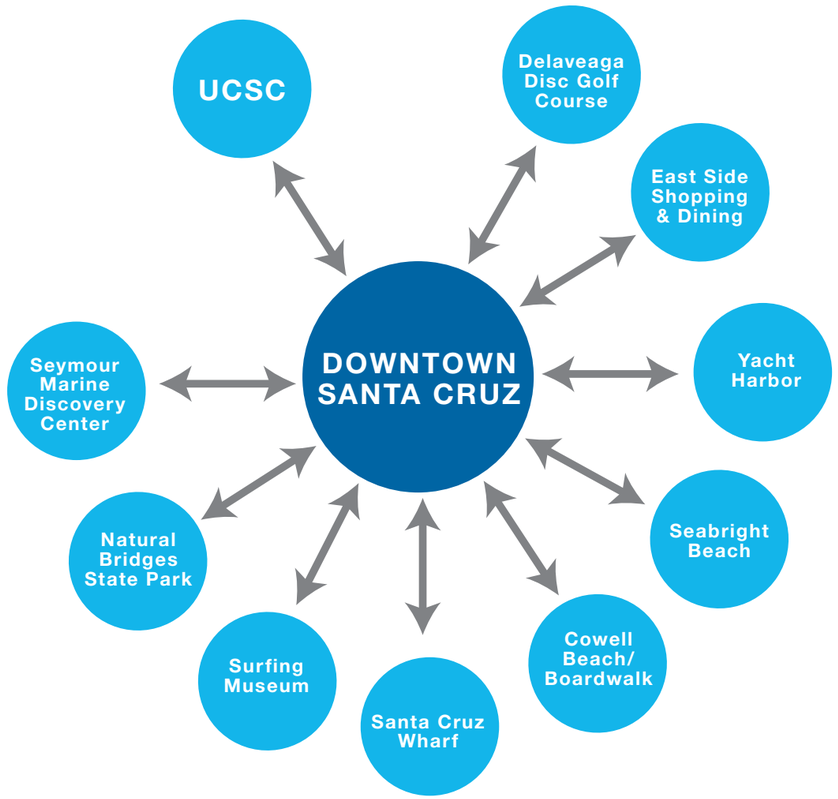
PRIORITY 2 Expand kiosk program to additional sites, and to further support the wayfinding program.

CONNECTIONS

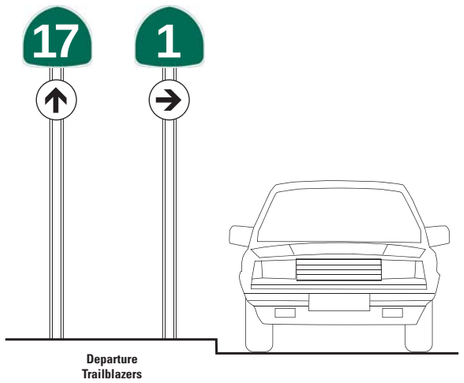
Creating connections between major destinations and the Downtown has the potential to:

- Increase visibility of the City of Santa Cruz amenities
- Boost attendance for smaller destinations
- Increase repeat visitation to the Downtown and major destinations





DEPARTURE ROUTES



Departure routes are equally as important as arrival routes, and when possible they should be the same.

This is not always the case because of One-Way streets, no left turns and other traffic regulatory issues.

Any additional interstate trailblazer signs should be coordinated through the California Department of Transportation.

Existing Gateway

Current Wharf Entrance

Existing Directional

GENERIC MENU OF SIGN TYPES

VEHICULAR

Primary Gateway
Identifies arrival to the City and incorporates the brand and Zone. One sign located at each primary gateway into the City limits.

Secondary Gateway
Identifies primary arrival to the Downtown and incorporates the brand and Zone. One sign located at each primary gateway into Downtown.

Downtown Gateway
Identifies secondary and tertiary arrivals to the Downtown and incorporates the brand and Zone. One sign located at each secondary or tertieary gateway into Downtown.

Downtown Trailblazer
Trailblazer sign to Secondary and Downtown gateways.

Destination Directional
Directs to City attractions.
- Maximum 3 listings per sign
- Maximum 2 lines per attraction
- Goal: 1 sign per city block
- Minimum 150 feet between signs

Downtown Directional
Directs to Downtown, giving distance.

Destination Arrival
Marks arrival to destination. Offers place for sub-listings of location destinations.

Parking Trailblazer
Trailblazer signs to public parking lots.

Parking Directional
Directs to public parking lots and garages.

Parking Arrival
Identifies public parking lots.

Banners
Identify Zones/Districts/Events and incorporates brand.

Service Trailblazer
Trailblazer signs back to highways.

PEDESTRIAN

Information Kiosks
Located at key gathering points. Includes maps, brochures, directions and other visitor information. Electronic/Interactive features TBD.

Pedestrian Directional
Directs to destinations within pedestrian zones. Located at intersections and/or street corners.

Orientation Map
Provides graphic map of Downtown, City and Region. Located mid-block and/or key pedestrian nodes. Includes distances to destinations.

Interpretive Panel
Provides a graphic and written narrative on historical context, data and interesting facts regarding a site or destination.

Beach Access
Directs to beach entry/access points.

Bike Trail
Directs to bicycle trail entry/access points.

PRIORITY 1 Add bicycle signage layer to signage program, similar to pedestrian component. Prioritize West Cliff Drive and San Lorenzo River Levee.

PRIORITY 1 Update the Vehicular Wayfinding and Signage Program consistent with Wayfinding Analysis and MUTCD criteria.

PRIORITY 2 Implement Zipcar® and electric vehicle (EV) charging station signage.

SECTION 4: SIGNAGE DETAILS

CRITERIA FOR INCLUSION
SIGNAGE SYSTEM

The Wayfinding and Signage System for the City of Santa Cruz is a comprehensive project that will be designed to serve the needs of motorists and pedestrians. Level 1 of the System is focused on the motorist and is City-wide in scope. Level 2 is focused on pedestrians, primarily within the Downtown area, and down to the Beach/Boardwalk/Wharf.

Because the Wayfinding System cannot accommodate all businesses and destinations that would like to be a part of the system, an objective set of destination inclusion criteria has been developed. This list is based on standards that have been used in cities around the country.

Listed below is a two-step process for determining whether or not a particular destination will be considered a part of Santa Cruz's Wayfinding System Project. Destinations failing to be eligible under Step 1 will not be considered for inclusion. Destinations MUST qualify under both Steps 1 and 2 to be listed on associated system signage.

STEP 1: ELIGIBLE CATEGORIES

Destinations must fall under one of the following categories and meet the criteria established for this system.

Color Codes Used:

- Destination types shown in green are those that currently apply to the City of Santa Cruz.
- Destination types shown in black are listed in the event that a facility of a particular nature would be developed sometime in the future.
- Destination types shown in red are prohibited from being signed within this system.

Note: Each eligible destination is designated as applicable to a particular level of the Wayfinding System. Level 1 = Motorist signage; Level 2 =Pedestrian signage

100. COMMERCIAL ATTRACTIONS

101. Amusement Parks: A permanent facility that may include structures and building, where there are multiple devices for entertainment, including rides, booths for the conduct of games, or sale of items, buildings for shows and entertainment, and dining facilities and souvenir sales. The facility must be open a minimum of 5 months out of the year.
Permitted: Level 1 & 2

102. Arboreta and Botanical Gardens: A place where a wide variety of live plants are cultivated for scientific, education, and ornamental purposes, often including a library, a herbarium, greenhouses, laboratory spaces, and open grounds. These are facilities with a reasonable guarantee of permanence, and where adequate labeling of plants is common and proper documentation of the collection takes place. Must have facilities that are open to the general public. *Permitted: Level 1 & 2*

103. Breweries: A licensed site which shall be open to the General public for tours, tasting and sales, a minimum of 1,500 hours per year, and provide an educational format for informing visitors about beer and beer processing.
Permitted: Level 1 & 2

104. Caverns and Other Unique Natural Areas: A naturally occurring area or site of interest to the general public. Such areas may include caverns, waterfalls, caves, or special rock formations. *Permitted: Level 1 & 2*

105. Commerce Parks: A group of commercial manufacturing facilities, at least 25 acres in size, recognized and signed as a commerce park by the local authorities. *Permitted: Level 1 & 2*

106. Off-Track Betting Facilities: A facility, which provides off-premise wagering as authorized by local gaming regulations.
Permitted: Level 1 & 2

107. Racetracks and Speedways: A permanent facility used for the primary purpose of presenting organized horse, dog, or automobile racing events.
Permitted: Level 1 & 2

108. Roadside Farm Markets: A stationary retail sales establishment operated by one or more farmers for the purpose of selling farm and food products directly to consumers. Operations by which the consumer harvests their own farm or food products shall be considered roadside farm markets. Roadside farm markets shall be open at least two days per week throughout the harvest season or year.
Such facilities are not eligible for signage under this system.

109. Specialty Shopping Centers: A group of 12 or more specialty shops (antique, craft, outlet, farmers' market, etc.) retail stores, and restaurants with ample parking facilities. Specialty shops must offer goods or services of interest to tourists and that derive the major portion of their income during the normal business season from motorists that do not reside in the immediate area. The goods or services shall be readily available to tourists, without the need for scheduling appointments or return trips. *Permitted: Level 1 & 2*

110. Wineries: A licensed site, which produces a maximum of 200,000 gallons of wine per year. Winery shall maintain a minimum of 3000 vines or five acres of vineyard onsite or estate vineyards in the Santa Cruz Mountains. Winery must be open to the general public for tours, tasting and sales a minimum of 1500 hours per year, and provide an educational format for informing visitors about wine and wine processing.
Permitted: Level 1 & 2

111. Zoos, Zoological Gardens, Animal Parks and Aquariums: A place where animals, reptiles or fish are kept, often indoor and outdoor spaces. The facility must have facilities that are open to the general public.
Permitted: Level 1 & 2

200. COMMUNITY DESTINATIONS

201. Business Districts: An area within a city or borough which is officially designated as a business district by local officials.
Permitted: Level 1 & 2

202. Courthouses/Government Buildings: A public building, structure, or complex used by a federal, county, state or municipal government for the purpose of convening official legal activities and that is open to the public.
Permitted: Level 1 & 2

203. Fairgrounds: Includes county and state fairgrounds.
Permitted: Level 1 & 2

204. Military Bases: A facility operated by the State or Federal government for training or support of military troops, or for inventorying and warehousing military equipment. *Permitted: Level 1*

205. Shopping Centers - Regional: A group of 30 or more shops, retail stores, and/or restaurants with at least one major department store functioning as an anchor. Such centers are under the ownership of one landlord exercising unified control over the premises or center. The goods or services shall be readily available to shoppers without the need for scheduling appointments or return trips. Ample parking according to the City's Zoning Code must also accompany such a destination.
Such facilities are not eligible for signage under this system

206. Shopping Centers - Strip: A group of 5 or more shops, retail stores, and/or restaurants usually constructed along a major arterial or other heavily traveled road. *This type of shopping center does not qualify for signage under this program.*

207. Shopping Centers – Neighborhood: A group of 15 or more shops, retail stores, or restaurants usually concentrated within a neighborhood, often at a corner, that functions as the node or nucleus of the neighborhood(s) surrounding its location. *Permitted: Level 1 & 2*

208. Shopping Districts: A group of 30 or more shops, retail stores, or restaurants usually grouped along a street or within a neighborhood typically spanning two or more contiguous blocks.
Permitted: Level 1 & 2

209. Urban Neighborhoods: A residential community, which is organized in a formal association that meets a minimum of 4 times a year.
Neighborhoods receive only an Arrival ID sign, no directional signage.

300. CULTURAL/INSTITUTIONAL

301. Arenas: Includes stadia, auditoria and civic or convention centers.
Permitted: Level 1 & 2

302. Churches: A building used for public worship or spiritual gatherings of its visitors. *Such facilities are not eligible for signage under this system.*

303. Colleges or Universities: An educational institution that is nationally accredited, grants degrees at the associates, bachelorette, professional, masters, and/or doctoral levels, and that has a physical campus of at least 5 acres. *Permitted: Level 1* (Campus signage is the responsibility of the destination.)

304. Hospitals: An institution providing primary health services and medical or surgical care to persons, primary inpatients, suffering from illness, disease, injury, deformity and other abnormal physical or mental conditions. The facility must have 24-hour emergency care with a doctor on duty at all times. *Permitted: Level 1* (Campus signage is the responsibility of the destination.)

305. Institutions: A center operated by a municipal, county, state, or federal government unit that is open to the public. *Permitted: Level 1 & 2*

306. Libraries: A repository for literary and artistic materials, such as books, periodicals, newspapers, recordings, films, and electronic media, kept and systemically arranged for use and reference operated either by the City or County of Santa Cruz or by a non-profit organization. Video outlets (i.e. Blockbusters, Hollywood Video, etc.) do not qualify under this definition.
Permitted: Level 2

307. Museums: A facility in which works of artistic, historical, or scientific value are cared for and exhibited to the General public.
Permitted: Level 1 (Campus signage is the responsibility of the destination.)

308. Observatories: A facility designed and equipped to observe astronomical, meteorological or other natural phenomena.
Permitted: Level 1 & 2

309. Religious Sites: A shrine, grotto or similar type site, which is of a unique religious nature. The facility must have a minimum average of 50 visitors per day on the busiest day of the week.
Such facilities are not eligible for signage under this system.

310. Schools - Elementary: An institution for the instruction of children or people under middle-school age. Regular public, military, or charter school facilities are not eligible for signage under this system.
Such facilities are not eligible for signage under this system.

311. Schools – Middle/Junior & Senior High Schools: An institution for the instruction of children or people beyond elementary grades and under college age. A middle/junior or senior high school must provide an outdoor athletic field or swimming facility or other indoor athletic facility routinely visited by teams from outside the county to qualify for signage along a major arterial road under this system. The school must otherwise meet CalTrans requirements for signage to be included under this system. *Such facilities are not eligible for signage under this system.*

312. Specialized Schools: Any facility for the performing arts, exhibits, or concerts, which meets the age criteria for Middle/Junior and/or Senior High Schools (as defined above) and that has a minimum occupancy capacity of 200 people that is open to the public. The school must otherwise meet CalTrans requirements for signage to be included under this system. *Such facilities are not eligible for signage under this system.*

313. Theatres, Performing Arts, and Concert Halls: Any not-for profit facility used for the public's enjoyment of the performing arts that has a minimum occupancy capacity of 200 people and associated parking.
Permitted: Level 1 & 2

400. HISTORICAL/ARCHITECTURAL

401. Historic Sites: A structure or place of historical, archaeological or architectural significance listed on or eligible for listing on the National Register of Historic Places maintained by the U.S. Department of Interior or otherwise designated by the City of Santa Cruz. The site must be accessible to the general public and provide a place where visitors can obtain information about the historic site. *Permitted: Level 1 & 2*

Historic Sites may include the following types, provided they meet the above criteria:

- Houses
- Commercial buildings
- Farms, farmsteads and barns
- Religious sites, places of worship, cemeteries and monuments
- Bridges
- Bayous
- Railroad Stations
- Waterbodies

CRITERIA FOR INCLUSION
SIGNAGE SYSTEM *CONTINUED*

402. Historic Districts: A district or zone listed on or eligible for listing on the National Register of Historic Places maintained by the U.S. Department of Interior or otherwise designated by the City of Santa Cruz. Historic districts may provide the general public with a single, central location such as a self-service kiosk or welcome center, where visitors can obtain information concerning the historic district. *Permitted: Level 1 & 2*

Historic Districts may include, but not be limited to, the following:
- Historic residential streets
- Shopping streets and districts
- Courthouses and public buildings
- Landmarks
- Buildings of architectural, design, or artistic merit

403. Architectural Districts: A district or area that has a significant concentration of buildings that are exemplary examples of a particular architectural style as determined by the City. Often architectural districts may be the focus of walking or motor tours. *Permitted: Level 1 & 2*

500. RECREATIONAL

501. Beaches, Piers & Waterfronts: Areas with access to and views of the rivers, streams, bayous, inter-coastal waterways, or Gulf water areas of the state, which are recognized by the City, county, or state as having significant recreational or cultural value and are open to the public a minimum of 180 days per calendar year. *Permitted: Level 1 & 2*

502. Boat Launches: A public facility for the launching of boats and parking of motor vehicles and trailers. *Permitted: Level 1*

503. Campgrounds: A facility with continuous operation for at least 6 months per year and a minimum of 20 overnight sites. An attendant shall be available during the hours of operations and rest rooms with showers, running water and flush toilets shall be available. A public telephone also shall be available on the site or within 500 feet of the property. Accommodations sold on annual or time-sharing basis or otherwise not available for General public use will not be counted toward the minimum requirements.
Such facilities are not eligible for signage under this system.

504. Canoeing, Rafting, and Kayaking: Public areas with established canoeing, rafting, and/or kayaking facilities. Individual private facilities are not eligible for signage. *Permitted: Level 1 & 2*

505. Golf Courses: A golf facility open to the public and offering at least nine (9) holes of play. Miniature golf courses, driving ranges, ship and putt-putt courses, and indoor golf shall not be eligible. *Permitted: Level 1*

506. Hiking and Biking Trails/Routes: Areas designated for recreational hiking, biking, walking, etc. which are publicly accessible, and owned and maintained by either the Local or County government or the State Department of Conservation and Natural Resources, or non-profit organizations. Signs will only be installed at locations that direct the motorist to an established trailhead with parking facilities.
Permitted: Level 1 & 2

507. Horseback Riding Areas: Areas designated for horseback or pony-back riding for the general public. *Permitted: Level 1*

508. Hunting and Fishing Areas: Areas so designated and under the jurisdiction of the State Department of Agriculture and Consumer Services, Department of Environmental Protection, or the California Department of Fish and Game.
Permitted: Level 1

509. Marina: A public facility for the docking of boats, as well as embarking and disembarking from watercraft. Parking for motor vehicles must be located nearby. *Permitted: Level 1 & 2*

510. Parks: National, State, Regional and Forests: An area so designated and under the jurisdiction of the state Department of Natural Resources, State Historical Commission, National Park Service, U.S. Department of the Interior, county government, or non-profit organization with facilities open to the general public. *Permitted: Level 1 & 2*

511. Parks – County: An area so designated and under the jurisdiction of the Santa Cruz County government with facilities open to the general public.
Permitted: Level 1 & 2

512. Parks – City: An area so designated and under the jurisdiction of the City of Santa Cruz with facilities open to the general public and with enough amenities that its appeal is broader than a particular neighborhood or singular district. *Permitted: Level 1 & 2*

513. Parks – Neighborhood: An area so designated and under the jurisdiction of the City of Santa Cruz with facilities open to the general public and with amenities that its focus is on a particular neighborhood or singular district.
Such facilities are not eligible for signage under this system.

514. Sports Facilities: Regional (multi-jurisdictional) facilities such as minor league and little league baseball fields, youth athletic fields, BMX courses, skateboard parks, etc.
Permitted: Level 1 & 2 Recreational fields associated with K-12 schools are not considered a part of this system.

515. Water Skiing: Areas designated for water skiing, jet skiing, or motorboats.
Permitted: Level 1

600. TOURIST SERVICES

601. Bed and Breakfast Establishments/Boarding Houses: A private residence located in Rural Area that contains ten (10) or fewer bedrooms used for providing overnight accommodations to the public, and which breakfast is the only meal served and is included in the charge for the room. *Such facilities are not eligible for signage under this system.*

602. Country Inns: A facility located in a Rural Area that contains 25 or fewer rooms and also has full service dining.
Such facilities are not eligible for signage under this system.

603. Hotels & Motels: A facility with at least 75 rooms for lodging.
Such facilities are not eligible for signage under this system.

604. Resorts: A facility with at least 75 rooms where the primary attraction is generally recreational features and activities that are the main focal point of a vacation.
Such facilities are not eligible for signage under this system.

CRITERIA FOR INCLUSION
SIGNAGE SYSTEM *CONTINUED*

605. Restaurants: An establishment where food and drink are prepared, served and consumed on premise and provided by waiter service. The facility must provide a minimum of twenty (20) seats. This category includes drive-through or franchised sit-down service.
Such facilities are not eligible for signage under this system.

606. Scenic Overlooks: An area, usually at the side of the road, where persons can observe a scenic area such as significant geology, unique botanical resources, or across expanses of land or water.
Permitted: Level 1 & 2

607. Visitor Information Centers: A facility where the primary purpose of its operation is to provide, information and tourist supportive services. Adequate parking must be provided to support such center.
Permitted: Level 1 & 2

700. TRANSPORTATION

701. Airports: A public use facility licensed by the CalTrans for landing and takeoff of aircraft, and for receiving and discharging passengers and cargo.
Permitted: Level 1 (Campus signage is the responsibility of the destination.)

702. Ferry and Water Taxi Stations: A passenger terminal or dock utilized for discharging and picking up passengers and/or ticketing.
Permitted: Level 1 & 2

703. Heritage Roads, Historic Routes and Trails: A road, trail, or route designated by CalTrans, United States Department of the Interior, or other Federal agency as being part of a national or state recognized historic or heritage park/trail system. Bike paths are not eligible for signage under this system.
Permitted: Level 1 & 2

704. State Highways: A state designated, limited access highway. *Permitted: Level 1*

705. Parking Lots, Garages & Decks: A parking facility for public parking. These include all City or privately owned lots. Fees may or may not be charged for parking. *Permitted: Level 1 &* 2

706. Railroad Trips: Scenic or historic railroad trips recognized by the Santa Cruz Chamber of Commerce, the Santa Cruz Convention and Visitors Bureau or local authorities. *Permitted: Level 1 & 2*

707. Railroad / Bus Transfer Stations: A major passenger terminal (at the terminus of a route) utilized for discharging and picking up passengers and ticketing. METRO transportation bus stops, benches, and bus shelters located along a route are not eligible for signage under this system.
Permitted: Level 1 & 2

708. Scenic Overlook: An area, usually at the side of the road, where persons can observe a scenic area such as significant geology, unique botanical resources, or across expanses of land such as farmlands, woodlands, or across mountaintops or ridges. *Permitted: Level 1*

709. Water Tours: A guided tour on a body of water using a passenger-carrying vessel with access to a docking facility and adequate legal parking.
Permitted: Level 2

PRIORITY 1 Adopt the Criteria for Inclusion.

CRITERIA FOR INCLUSION
SIGNAGE SYSTEM *CONTINUED*

STEP 2: CRITERIA RANKING TEST

The criteria ranking test is a standard test utilized in multiple cities around the country. Its purpose is to determine whether or not a particular destination qualifies for listing within the City of Santa Cruz Wayfinding and Signage System. To determine the destinations qualification it must be ranked using the objective criteria outlined below.

If a destination has passed the test for Step 1 (pages 4.1–4.4), then it qualifies for being examined under Step 2: the Criteria Ranking Test.

A minimum score of **55** is needed to be signed as a destination as a part of the City of Santa Cruz's Wayfinding and Signage System Project.

1. SIZE OF ATTRACTION

An attraction should report the total number of full time employees or full time equivalent for part-time employees, during the attraction's peak season. For example, an employee who works 50 percent of a normal full-time employee should be counted as .5. Non-profit attractions can count volunteer staff, using the same method of equivalent calculation.

Number of Full-Time Employee Equivalents

101+	25
51-100	20
11-50	15
<10	10

SCORE ___

2. ADEQUATE ROAD SYSTEM

Paved Access Road/Entrance with clearly visible entrance signing	10
Unpaved Access/Road Entrance with clearly visible entrance signing within 200 feet of entrance	5
Unclear Entrance with sign not clearly visible within 200 feet of entrance	0

SCORE ___

3. ADEQUATE PARKING FACILITIES

Sufficient parking based on the Institute of Transportation Engineers Standards for Parking Generation, 2004 for the acceptable ratio of attraction attendance capacity and parking spaces on a paved area.	15
Sufficient parking based on the Institute of Transportation Engineers Standards for Parking Generation, 2004 for the acceptable ratio of attraction attendance capacity and parking spaces on an unpaved area.	10
Only legal on-street parking or parking in municipal lots or garages within ¼ mile of the attraction.	10
Insufficient parking on attraction property based on the Institute of Transportation Engineers Standards for Parking Generation, 2004, for the acceptable ratio of attraction attendance capacity and parking spaces.	5
No parking	0

SCORE ____

4. SEASONAL OPERATION

Open 12 months per year	20
Open at least 6 months per year	15
Open less than 6 months per year	5

SCORE ____

5. HOURS OF OPERATION

Open 56 or more hours per week	20
Open between 40 and 56 hours per week	10
Open less than 40 hours per week	5

SCORE ____

6. ATTRACTION OF REGIONAL SIGNIFICANCE AS IDENTIFIED BY STAKEHOLDERS/CITY

National Recognition	20
Regional Recognition	10
Local Recognition	5

SCORE ____

The minimum score to qualify is 55. **GRAND TOTAL** ____

VISUAL CLUTTER

The issue of visual clutter is something with which all cities must struggle. Signs, benches, parking meters, bollards and other street furniture all present image, safety and access issues. Solving a citywide problem of “visual clutter” is a much larger issue than just signage and is beyond the scope of work this project currently covers or is charged with correcting, but we recognize it is a criteria that must seriously be considered as we move through the planning and design process.

How the new wayfinding program cleans up clutter:

One of the primary results of a coordinated sign program is that it naturally reduces clutter, by presenting a consistent design and organized information. The new sign program will reduce the need for multiple signs at congested decision points. One sign holds three messages, rather than three signs arbitrarily mounted to a pole.

Consistent design: Standard colors, graphics, typefaces and size help to present a well-planned community and a uniform identity for the city.

Sign placement is planned as part of a comprehensive system, taking into consideration both the environment and street furniture. Placement is also logical and based on a coordinated citywide sign system.

The design team will endeavor to mount pedestrian and parking trailblazer sign types to existing poles whenever possible. This will reduce the quantity of poles added to current street conditions as well as reduce street obstacles for cyclist and pedestrians. The design team will develop a graphic standard for all parking signs. This will reduce the visual clutter by providing a singular graphic for all parking lots.

Additional Recommendations:
All existing wayfinding signs should be removed. This can be coordinated with the installation of the new signs.

Purge and Repair: all unnecessary, damaged or inappropriate street furniture should be removed or replaced.

Gresham, OR
Bicycle/pedestrian sign system components.

San Francisco, CA
Bicycle route numbers connect paths throughout the city similar to bus route number systems.

San Francisco, CA
EV Charging Stations

Wayfinding programs can offer the opportunity to reduce the negative impacts that the built environment and transportation can have on our planet.

Wayfinding can have a positive effect on our environment.

Promote Sustainable Transportation: Wayfinding programs promote the use of sustainable transportation methods by communicating information that encourages the use of bicycle paths, pedestrian walkways and public transportation. Wayfinding programs help to support the use of these transportation means by making them accessible, user-friendly and promoting their availability.

Reduce Traffic: Wayfinding programs help people find their way quickly and efficiently to their desired destination, whether it is a major attraction or a hard to find parking garage. Less time traveled equals less time searching which reduces the carbon foot-print left by the vehicle.

SUSTAINABILITY
TRANSPORTATION

Support Ecotourism: Santa Cruz has a positive image as an environmentally active and engaged community due to its many green initiatives, beautiful natural setting, and aware citizens and businesses. With the continued growth of ecotourism Santa Cruz has the potential to capitalize on visitors looking for green vacation activities. The Wayfinding and Signage System can enhance the city's natural and green features.

Pedestrian, bicycle, electric vehicles, Metro bus, and Zipcar® transportation options should be integrated into the wayfinding program, thereby highlighting the City's commitment to ecotourism and reducing its carbon footprint.

PRIORITY 1 Develop bicycle signage for the West Cliff Drive and San Lorenzo River Levee bike loops, to include mileage and time specification.

PRIORITY 2 Develop Zipcar® signage directing visitors and residents to Zipcar® locations citywide. Develop plug-in electric vehicle (EV) signage directing visitors and residents to EV charging stations.

PRIORITY 2 Support public/private efforts to establish a tourist shuttle.

PRIORITY 4 Look for opportunities as they present themselves to feature sustainable transportation opportunities, including: adding a biking layer in the interactive map, featuring biking/pedestrian offerings in hotel staff training; etc.

Additional details related to recommendations:
Priority 1

- Plan for modular growth of bike and pedestrians sign systems to accommodate implementation of the coastal rail trail.
- Support placement of local bicycle maps at information kiosks.
- Add signs to bike parking locations.
- Add information for bike parking and bike rentals to the interactive map.

Asheville, North Carolina
Local Artisans

3M High Intensity Reflective Vinyl

Downtown Phoenix
Reflective Sheeting

Solar Panel

Miami Beach
Solar Powered Gateway

Tampa Riverwalk
Solar Powered Kiosk

SUSTAINABILITY
MATERIALS AND PROCESSES

Materials and Processes
The design of the wayfinding program shall meet our modern needs and preserve to the greatest degree possible the finite resources of our planet. The wayfinding program may consider a variety of "green" materials and processes, as well as administrative efforts that promote "local" inclusion.

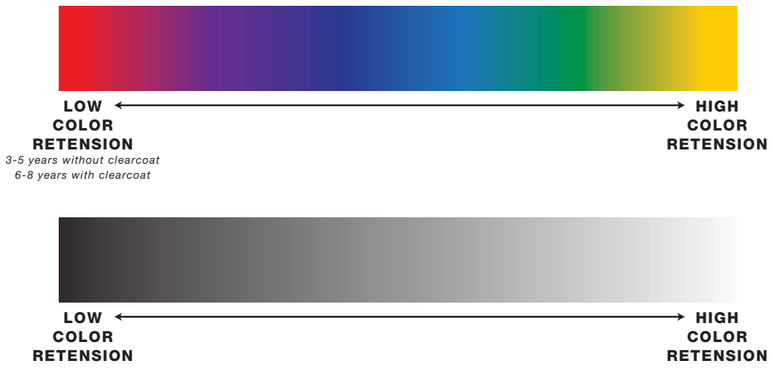
Solar Power: Solar panels can provide power to the illuminated signs such as gateways and information kiosks. In Tampa, solar-powered kiosk units consume only 2.05 kilowatt-hours (KWh) per month at a cost of 20 cents – in comparison to $72 per month if the units were powered with tradition fluorescents.

Green Materials / Reflective Sheeting: The manufacturing process for 3M High Intensity Reflective Vinyl, reduces VOC emissions by 97 percent and energy consumption by 72 percent, compared to the standard engineer grade vinyl sheeting products typically used in the past.

Local Construction: Some municipalities are awarding extra points to local qualified fabricators during the bid process to help keep the projects local and reduce the need for shipping large portions of the project across the country as well as supporting local businesses.

Some clients are "buying local" by engaging community artisans, who can produce finials and other sign components locally. These local initiatives also support the local economy.

CLIMATE AND URBAN CONDITIONS



The California climate presents tough conditions for any element that is placed outside and expected to last many years. Signs in particular must resist fading, peeling, and warping. The following criteria will be used to address the functional and maintenance aspects of the system.

SANTA CRUZ CLIMATE

Ultra-Violet Rays
The consultant team has researched materials and finishes that will best withstand the extreme sun and heat presented in the climate of Santa Cruz, realizing that fading and warping are to be minimized.

To reduce color fading as a result of intense UV light, 1) Use paints with high pigment quality; and 2) Apply a clearcoat with UV inhibitors.

3M vinyl also has a reduced warranty for its standard colors in California conditions. Custom colors will likely receive little to no warranty.

Windloads
The signs shall be engineered to withstand Hurricane force winds of a minimum of 90 mph.

Corrosion
The consultant team will research materials and finishes that will best withstand the corrosive nature of the salt air and humidity that is prevalent in Northern California.

Soil
Consultants shall research if there are any special requirement of criteria for the soil and foundations that form the Santa Cruz area.

URBAN CONDITIONS

Graffiti
All exposed painted surfaces shall receive Dupont Imron 5000 Clear Anti-Graffiti Protection or equal.

Stickers
Stickers are generally the biggest maintenance issue. Goo-Gone works best for removal.

Fasteners
All exposed fasteners utilize tamper-resistant hardware that require special tools in order to disassemble.

Breakaway Post
All signs shall be fabricated with standard California Department of Transportation Break-Away Post details.

Foundations
Slip-base or -sleeve footers are best for high traffic areas.

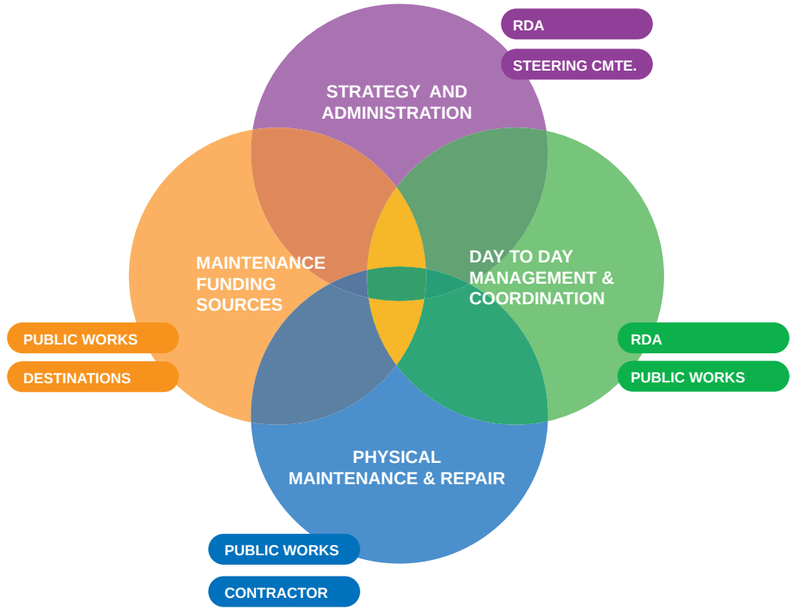
Poured-in-place concrete is required; mixed to the specifications required by California Department of Transportation.

Class B concrete at a minimum of 3000 PSI is generally required.

MANAGEMENT AND MAINTENANCE

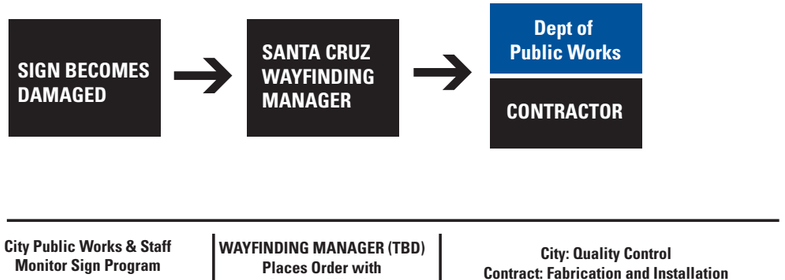
Sign Longevity	0-4 Years	5-9 years	10-15+ years
Design and Planning	Design: General Evaluation of positive and negative aspects of the system. Planning: City of Santa Cruz In-house maintenance based on new request and circulation/destination updates.	Design: General Evaluation of positive and negative aspects of the system. Planning: Contract with a consultant to analyze major changes to the City of Santa Cruz and necessary system adjustments. 1 or 2 updates possible during this time period.	If the system has not been analyzed since implementation, a major updating is likely to be needed. Outside consultants will be required to review and inventory the system, as well as make suggested changes based on new circulation, destinations, etc.
Vandalism	Annual cleaning/repair. Stickers and graffiti are most common. Cleaning solvents and Goo-Gone are typical products utilized.	Parts replacements and full sign replacement as needed. Cleaning solvents and Goo-Gone are typical products utilized.	Parts replacements / full sign replacement as needed. Cleaning solvents and Goo-Gone are typical products utilized.
Cleaning Schedule	Annual Cleaning	Annual Cleaning	Annual Cleaning
Management / Administration	Weekly coordination transitioning to quarterly coordination between City of Santa Cruz and fabricator during year 1 and 2. Day-to-day monitoring of the system, based on Facilities observations, safety issues and citizens reports.	Annual coordination between City of Santa Cruz and fabricator. Day-to-day monitoring of the system, based on Facilities observations, safety issues and citizens reports.	Annual coordination between City of Santa Cruz and fabricator. Day-to-day monitoring of the system, based on Facilities observations, safety issues and citizens reports.
Breakaway Product: Transpo	Maintenance Free - Covered under Warranty for 3 years.	Maintenance Free - consider general review as part of yearly inspection process.	Maintenance Free - consider general review as part of yearly inspection process.
Reflectivity Life Span: 3M High Intensity Diamond Grade	Covered under warranty for 5-7 years	Covered under warranty for 5-7 years. Reflectivity may be effective beyond the warranty period. Individual signs may require sheeting to be replaced during this time period	Reflectivity becomes less effective. if not previously replaced. 10 – 15 years is the maximum lifespan.

Sign Longevity	0-4 Years	5-9 years	10-15+ years
Custom Color Life Span: 3M High Intensity Diamond Grade	Covered under warranty for 3 years. Color generally maintained beyond warranty period, depends on direction sign panel is facing.	Fading may begin depending on the direction sign panel is facing. Individual signs may require sheeting to be replaced during this time period	Fading occurs, if not previously replaced. 10 -15 years is the maximum lifespan.
General Materials: Aluminum Sign Panels & Posts	Specifications require 5 year fabricator warranty for workmanship. General wear-and-tear maintenance required	General wear-and-tear maintenance required.	General wear-and-tear maintenance required.
Painted Surfaces	. Covered under manufacturers warranty. General maintenance and touch-up will be required.	Warranty expires. Typically color holds up beyond warranty period. Fading may begin depending on the direction sign panel is facing. Individual signs may require individual parts to be replaced during this time period.	Fading occurs – based on direction sign panel is facing – 10 – 15 years is the maximum lifespan to expect.
Sign Panels / Fasteners	Specifications require 5 year fabricator warranty for workmanship. General repairs and replacement due to auto incidents or vandalism. Inspect welds and fasteners for connection integrity.	Quantity of repairs increases, if not maintained previously. Inspect welds and fasteners for connection integrity.	Consider full inventory of system and repairs based on consistency of maintenance and up-keep over the years.
Brackets/ Fins / Details	Specifications require 5 year fabricator warranty. General repairs and replacement of parts due to auto incidents or vandalism. Inspect welds and fasteners for connection integrity.	Quantity of repairs increases, if not maintained previously. Inspect welds and fasteners for connection integrity.	Consider full inventory of system and repairs based on consistency of maintenance and up-keep over the years.
Concrete Footers	Maintenance free. Inspect structural integrity – similar to any construction project.	Maintenance free. Inspect structural integrity – similar to any construction project.	Maintenance free. Inspect structural integrity – similar to any construction project.

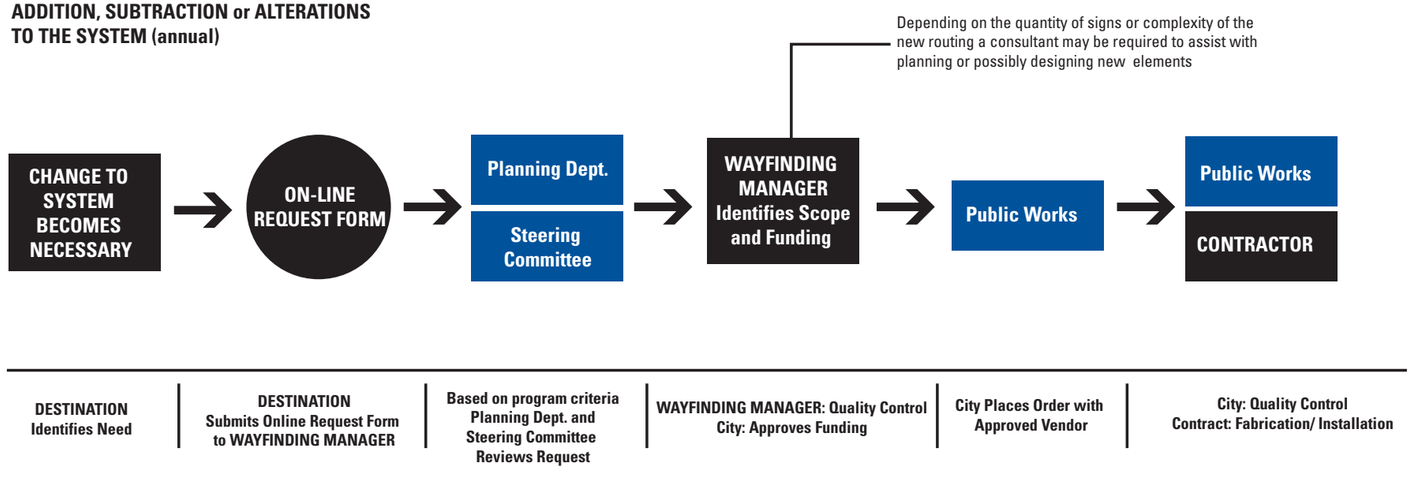


MANAGEMENT AND MAINTENANCE
CONTINUED

DAY-TO-DAY MAINTENANCE PROCESS FOR REPAIR OR REPLACEMENT OF EXISTING SIGNS



LONG TERM MAINTENANCE PROCESS FOR ADDITION, SUBTRACTION or ALTERATIONS TO THE SYSTEM (annual)



After approval of a sign design, the City of Santa Cruz will seek approval for sign routes, final sign locations, and an ongoing maintenance and management plan. With the approval of these standards the City will have approval for the full installation of signs.

MANAGEMENT

Management - the establishment of a governing body that oversees the funding, maintenance and expansion. A project manager must be assigned the responsibility of the day to day management of the system.

Maintenance Funding and Contracts
Maintenance should be a shared responsibility between the City and the programs Stakeholders.

Average annual maintenance budget is 10% - 15% of the total project construction cost.

Stakeholder Contribution Contracts
Create Maintenance Agreement contract among the Stakeholders.
Option A Based on quantity of listings

Option B Equally Distributed

Option C Sliding Scale

Option D Ranking by Significance

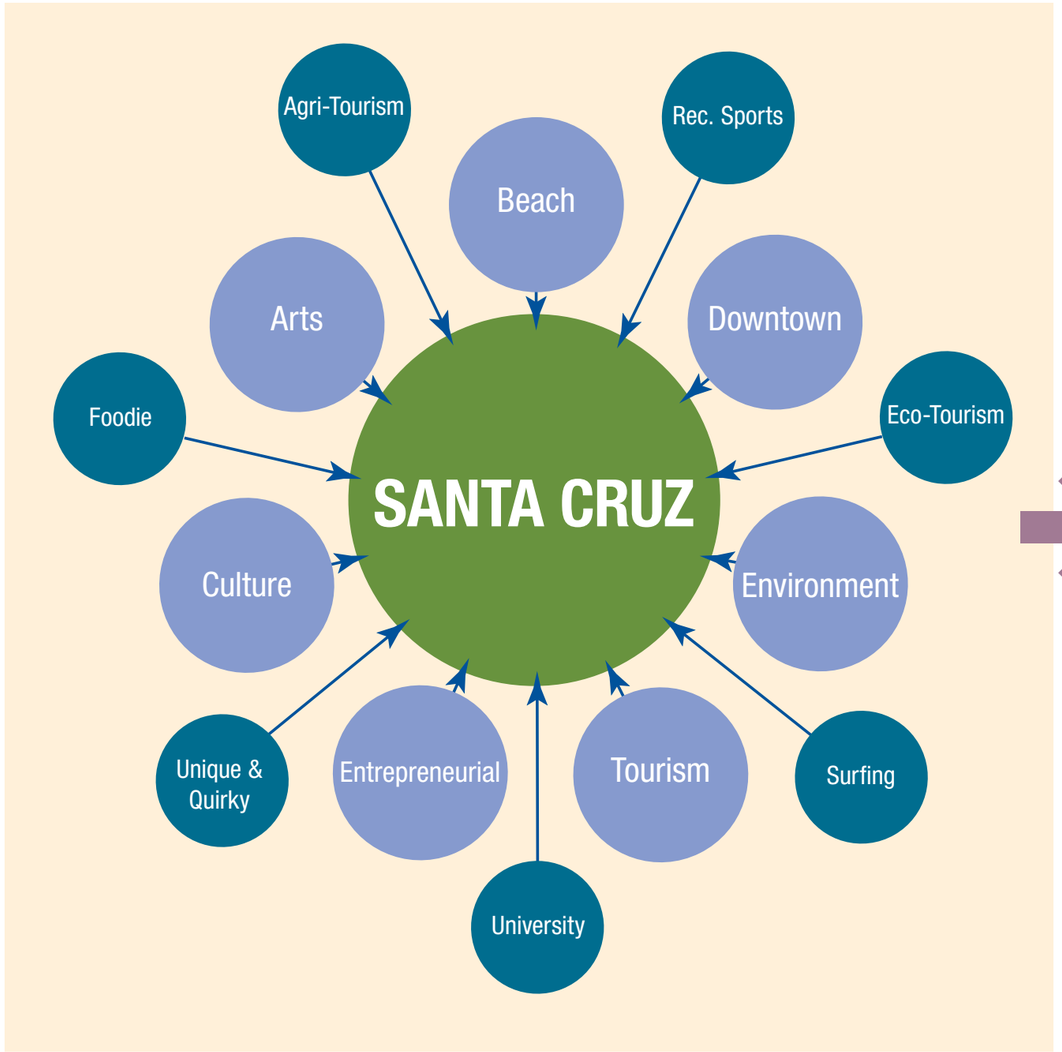
Annual Budgets
Generally 10% - 15% of the total phasing cost should be established for annual maintenance of the system.

Initial “attic stock” of parts should be included in the base bid of each phase of the project.

By purchasing materials and parts in a large quantity the City will reduce its overall costs. Attic stock can include poles (painted), sign panels (painted/no lettering), brackets finished and painted, and other parts.

SECTION 5: APPENDIX

BRAND PERSONALITY



Tourism
Inviting and engaging; we want to share our diversity of activities with you.

Enriching
Arts, entertainment, history and innovation; experience personal enrichment.

Environment
Genuine and real; the natural beauty of Santa Cruz's physical environment.

Entrepreneurial Spirit
Santa Cruz citizens share a desire to offer innovation, entrepreneurship and creativity; we want you to experience the spirit of Santa Cruz.

Vibe
Santa Cruz's style is eclectic, vibrant and active; catch the Santa Cruz vibe.

Currently, the City of Santa Cruz does not promote itself in a defined manner nor does it have a consistent Brand Presence.

During our initial stakeholder workshops, participants were asked to state what the City's brand was in one or two words. The following list represents the words stakeholders used to describe Santa Cruz.

Unique
Beach
Eco-Tourism
Outdoor Recreation
Agri-Tourism
Redwoods
Local Shops
Surfing
Historic
Boardwalk
Walkable
Urban
Wharf
Liberal
Arts
Culture
Academic
Diversity
Accessible
Wineries
Monterey Bay
Coastal Lagoon
Organic Farming
Marina

The diagram to the left represents the words most commonly heard from among the stakeholders when describing the City of Santa Cruz. From this diagram, relationships between the words could be discerned and a Brand Personality developed.

The Brand Personality reflects the overall tone and manner in which Santa Cruz behaves and communicates. The personality of Santa Cruz has emerged as welcoming, enriching, natural, and unique. The City's Brand will be strengthened by using this personality as the consistent thread that influences all of the various Brand elements.

VISITOR EXPERIENCE

VISITOR EXPERIENCE				
Discover	**Engage / Inform**	**Direct**	**Experience**	**Experience Support**
Social Media & Apps	CVC	Signage	Destinations	Natural Environment
CVC Website	Hotels	Info Kiosks	Shops / Restaurants	People
Print Advertising	Airports	Maps (printed)	Festivals	Culture
Travel Websites	Signage	Technology (phones)	Outdoor Recreation	Entertainment
Media (Radio/TV)	Travel Websites	Brochures	UCSC	Adventure

Visitor experience the City of Santa Cruz Brand many different ways and through various means during each level of their encounter with Santa Cruz.

Discovering Santa Cruz

Visitors discover Santa Cruz through a variety of initial points of contact. The initial encounters occur through Tourism-related web sites, plus advertising materials provided at various Information Centers, and through their travels and personal contacts.

Engaging Santa Cruz

A visitor's initial point of information gathering or engagement with Santa Cruz begins through the local Visitor Center, an internet web site, with the hotel's concierge, an academic institution's admissions office, or upon arriving at one of the regional airports (San Jose or San Francisco).

Directing through Santa Cruz

How visitors move through and navigate Santa Cruz is based upon directions they gather from information kiosks, maps, web sites, and directional signage. The objective here being to provide coordinated information with each source supporting the other.

Experience Santa Cruz

The visitor's experience in Santa Cruz is encompassed by the natural beauty, destinations, shops and restaurants they choose to visit, their hotel stay and their encounters with the cityscape.

PUBLICATIONS

WEB PAGES

LOGOS

EXISTING SANTA CRUZ BRAND AUDIT

The images to the left exhibit the ways in which the City of Santa Cruz and its many entities are currently promoting the City. These communication pieces are from various agencies that represent and promote the City to all of its audiences.

Represented here are wordmarks and home pages for the City, Downtown, Boardwalk, CVC, Chamber of Commerce, Wharf, and the City's newspapers and magazines for the aformentioned groups.

As you can see from this cross-section of materials, there is no consistent tone or Brand Presence. It is our recommendation that the City take this opportunity to evaluate the way in which it promotes itself.

However, it is readily acknowledged that although the City can set a consistent tone or theme through a strong brand presence, it does not control the messages of non-city entities.

Ultimately, the intent would be that by establishing a well defined Brand Message for the City, entities located in and around the City would begin to recognize the positive influences of the City's Brand and begin to integrate elements into their own marketing efforts.

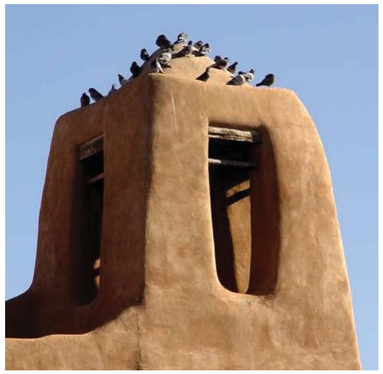
ICONS

To the left are conceptual samples of icons specific for the City of Santa Cruz. They are intended to have more clarity, simplicity and contrast than the existing signage program.

"As with words, symbols can express messages with many levels of meaning. They can identify, direct and inform with clarity. They can offer an opportunity to plan and implement a wayfinding system that will visually express and support the uniqueness of location, history and culture. As with names and written messages, it is important to craft symbol messages to get the maximum value and effectiveness."

These are in a conceptual development stage only at this time.

CASE STUDIES

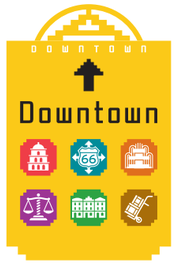


SANTA FE, NEW MEXICO

In Santa Fe the wayfinding strategy brings the focus back to the central plaza area, the historic center of Santa Fe. This is accomplished by visually zoning the city into four quadrants with the plaza in the center.

Adobe is an important Santa Fe branding image and is a mandated building standard in certain areas. The adobe image is suggested in the signage forms and colors.

A highlighted quadrant diagram indicates the area of the city you are in on all directional signs, starting at the gateways.



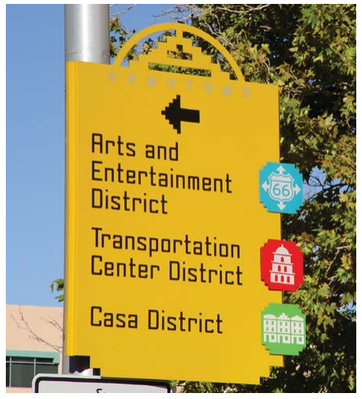
ALBUQUERQUE, NEW MEXICO

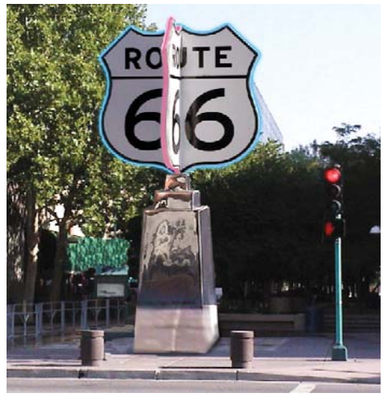
Albuquerque is usually thought of as the place you have to fly to when visiting Santa Fe or Taos. The strategy of the branding/wayfinding system is to create awareness of, and give direction to, important Albuquerque amenities in a user friendly way.

The classic New Mexico stepped pyramid forms in the signs are found in ancient Albuquerque petroglyphs and in local Indian crafts.

The background yellow of the signs reflect the state flag. Icons identify six city districts.

The design of landmark elements play an important supporting role. (The crossed Rt. 66 sign marks the spot where 66 crossed itself in Downtown Albuquerque.)





CASE STUDIES

STATE OF NEW JERSEY MASTER PLAN

This comprehensive masterplan will set forth standards and guidelines for creating wayfinding programs and regions within the state, criteria for inclusion for destinations within the signing system, a framework for consistent use of terminology, and recommendations for implementing design standards across the State.

The master plan maintains that individual signing regions are unique and that the wayfinding programs established within each signing region should reflect the inherent character of that area while maintaining a consistent presentation of information to the visitor.

Ultimately, the philosophy driving the project is to create a well planned, organized and user-friendly image for the State while aiding travelers in discovering all that the State of New Jersey has to offer.

NJpoi.com

MIAMI BEACH, FLORIDA

Working with City officials, stakeholders and the community, MERJE designed a wayfinding program influenced by Miami Beach style, creating a brand identity for the city and at the same time balancing the functional criteria set by the Florida Department of Transportation.

The fabric of the City is comprised of three zones: North, Mid and of course, South Beach. This urban wayfinding program organizes the street patterns and districts into understandable paths, nodes and points of arrival.

MIAMIBEACH

CASE STUDIES

PHOENIX, ARIZONA

The project is a comprehensive wayfinding program that includes a wayfinding analysis and the design and planning of gateways, vehicular directional, parking lot trailblazers and pedestrian signage. The design criteria includes creating a unique and vibrant sign program that reflects the spirit of Downtown Phoenix.

The program also meets the functional requirements traffic engineering criteria, along with the effects of the arid desert environment.

ART AND SIGNS

Combining art with the signage has good potential in the program. At Penn Station here in New York we coordinated substantial stainless steel framing with the artist and included station ID.

Local artist were engaged for elements of wayfinding progrms in Asheville, NC and Frederick, MD as well.

SHUTTLE STUDY

FROM: RIVER/FRONT & LOWER PACIFIC DESIGN GUIDELINES & DEVELOPMENT INCENTIVES FINAL REPORT, MAY 2010

APPENDIX A7

SHUTTLE CASE STUDIES

Case Study #1: Walnut Creek Downtown Shuttle

Overview

Following Bay Area Rapid Transit (BART) service extension to Walnut Creek in 1973, the City established a downtown shuttle service designed to circulate shoppers between the BART station and the downtown shopping area. Currently, Walnut Creek contracts with regional transit provider, County Connection (CCTA), to operate several trolley-shuttles along this route.

The current Downtown Trolley route begins at the Ygancio Valley Road BART Station, traveling approximately 1.5 south on North California Street to reach the Broadway Plaza shopping center anchored on Botelho Drive. From here, service loops around the expansive mall and returns to the BART Station via North Main Street. This downtown loop takes approximately 45 minutes to complete.

The route has significantly enhanced service over the past thirty years by adding more vehicles, which in turn has improved headways. Currently, weekdays service aims at 15 minute headways and uses three shuttles; weekend service aims for 20 to 30 minute headways and uses two shuttles. Hours of operation run from 7 am to 7pm on weekdays,

and 9am to 6:30pm on weekends.

Offered as a free service, the Downtown Trolley attracts a wide range of riders, extending beyond just visitors and shoppers. Currently, downtown employees and high school students comprise the two largest ridership groups, riding the Trolley as part of their weekday commute. Whereas downtown employees typically board the Trolley after riding BART, many local high school students board the trolley on their walk toward Las Lomas High School, situated one block south of Broadway Plaza. For these riders, the Trolley is an efficient and affordable transportation solution which they might not otherwise pay for in downtown Walnut Creek, which is already considered a "walkable" community.

Daily ridership is highest on weekdays, followed by Saturdays, then Sundays respectively. In April 2009, daily ridership averaged 800 passengers on weekdays, versus 350 on Saturdays, and 265 on Sundays. The route aims for 24 passengers per revenue hour, and fell slightly short of this figure in April, attracting little over 20 passengers per revenue hour.

Although shuttle ridership has fallen short of City Council expectations especially in terms of drawing shoppers downtown, the Downtown Trolley has succeeded in different ways than originally intended. Namely, the Trolley has improved the downtown fabric by connecting BART with downtown businesses, successfully "tying it all together." Staff report that the Trolley has become a "positive political amenity," positing goodwill toward both downtown businesses and Walnut Creek residents.

Financing

Since the City has passed operations of the downtown shuttle to County Connection, Walnut Creek has continued to subsidize the free shuttle service, which amounts to approximately $200,000 per year. The City's contribution is financed using Contra Costa County's ½ cent sales tax set aside for the City's Transportation Fund.

In addition to public financing, the owner of Broadway Plaza has historically subsidized the Trolley's extended holiday hours during the last two weeks of December. In 2008, Broadway Plaza paid approximately $10,000 for two to three additional hours of Trolley operating hours to coincide with store hours. City officials reported that

this business tactic had a limited effect on holiday sales last year.

Capital costs have been completely financed by the City of Walnut Creek. Current gas-powered vehicles, including the trolley appliqué and wooden seats to complete "trolley" look, cost the City approximately $75,000. Total trolley fleet costs are not available due to slow accumulation of vehicles and equipment over thirty-year time period.

Case Study #2: Boulder HOP

Overview

Since 1994, the City of Boulder, Colorado has managed a series of local transit routes, collectively known as the Community Transit Network (CTN), designed to circulate students, visitors, residents, and employees throughout the city. All of these routes, except for downtown-oriented route better known as "HOP," have been absorbed into the Regional Transit District (RTD). The City of Boulder contracts with local nonprofit, Social Transit, to operate the HOP, connecting the 29th Street retail corridor with Downtown Boulder, and the University of Colorado Boulder (CU Boulder).

Following the City of Boulder's 1989 Transportation Master Plan, the City was granted a federal Congestion Mitigation and Air Quality (CMAQ) grant which funded a four-year process involving two years of planning for the CTN program and two years of system implementation. As part of the initial planning period, the City of Boulder hosted a series of community roundtable discussions, which informed CTN route, type of vehicle used, and other design considerations. According to City staff, community input was critical to the system's success; the community was inclined to ride vehicles they had helped to design, than those that had been "forced on them" by local government.

The downtown-circulating HOP line was the first CTN route established by the City of Boulder. Traveling 6.5 miles, this downtown loop connects CU Boulder at its southernmost end with 29th Street retail district to the east, and Downtown Boulder to the west. Since HOP was introduced, six more routes have been established, including the "SKIP," " BOUND," "JUMP," "STAMPEDE," "BOLT," and "DASH" routes. Each shuttle vehicle is distinctively emblazoned with its corresponding route name and "wrapped" with a unique design, resulting in easy recognition for all transit riders. The HOP line is financed by the City of Boulder, whereas all six remaining CTN lines

SHUTTLE STUDY *CONTINUED*

FROM: RIVER/FRONT & LOWER PACIFIC DESIGN GUIDELINES & DEVELOPMENT INCENTIVES FINAL REPORT, MAY 2010

are operated by Colorado's Regional Transportation District (RTD) because of their extended routes.

The City of Boulder aims for seven to ten minute headways on the HOP Line, which avoids need to post system schedule around the route. This level of service is offered from 7am to 10pm Monday to Thursday, and extended to midnight on Fridays and Saturdays. Late-night Friday and Saturday service caters to University students returning from Downtown, so the University pays for these additional service hours.

Boulder's no-cash fare system remains popular with riders, the majority of whom board with a transit pass, called an Ecopass. In fact, community round table discussions revealed that many Boulder residents perceived cash fare as a mental barrier preventing them from wanting to ride the bus. In February 2009, less than four percent of riders paid with cash whereas 74 percent boarded with student passes, and the remaining 22 percent boarded with either an Ecopass or some other type of transit pass. Downtown employees working within the Downtown General Improvement District (GID) are eligible to receive a free Ecopass at Boulder's Transit Center.

As indicated by boarding statistics, University of Colorado students make up a large percentage of HOP riders throughout the academic year. CU Boulder, located one mile south of the downtown district, contains over 52,000 students and remains an important patron for the

local transit system. Overall, City staff rank students as primary system user, accounting for somewhere between 60 and 80 percent of HOP ridership. During the academic year, mid-day hours attract significantly fewer riders than commute hours; in the summer, ridership experiences a significant decline when students leave for three months. The City of Boulder has worked out an arrangement in which the University charges $60 per student per semester for a CU transit pass. At the end of each month, this set-aside fund is drawn down based on student boarding information collected by the transit operator.

HOP route averages 4,000 riders per day, marking a significant improvement in transit ridership since the City began service in 1990 when the entire city averaged 6,000 riders per day. Now the SKIP line, running north-south along Broadway Avenue, transports 6,000 riders alone. Citywide, Boulder's ridership retains high levels of ridership, averaging between 30 and 40 riders per revenue hour.

City staff consider the HOP line, and other routes run by the RTD, successful transit endeavors, due to high levels of ridership and continued community support. The City's highest priority is keeping headways frequent enough so that no schedule needs to be posted at transit stops. The City of Boulder also measures success by the willingness of community members to ride the local transit system. Boulder's efficient, convenient and attractive CTN draws riders who would have refused to step on a bus twenty years ago.

Financing

Operational costs are financed by the Regional Transit District (RTD), CU Boulder, and the City of Boulder. The RTD funds approximately 58 percent of HOP costs; the remaining balance is roughly split between the City and CU Boulder. In Fiscal Year 2008, the City's HOP budget expenditures totaled $2 million. The City of Boulder relies on the Transportation Fund to pay for HOP service, drawing from the City's sales tax ($0.006 per $1) and Downtown Parking Fees program. All Downtown Boulder employees located within the Downtown General Improvement District (GID), where the Downtown Parking Fee is applied, are eligible to receive a free Ecopass at the City's Transit Center.

Although the HOP line accepts cash on board, less than four percent of riders pay the $4 cash fare. Instead of relying on a cash-fare revenue system, the City has pursued strategic partnerships, namely with the CU Boulder, to maintain high levels of HOP service. The University's

monthly payment to the City reflects student ridership data, charged at $0.66 per student boarding. The University's payment is drawn down from the CU Boulder Transit Set Aside Fund, whereby $60 per student per semester is collected to pay for student transit passes.

Since HOP service began in 1994, Boulder has maintained its partnership with local nonprofit, Social Transit, which serves as the HOP operator. At the time, Social Transit was the only operator to respond to the City's Request for Proposals (RFP). Social Transit is responsible for system and vehicle maintenance, including bus driver hiring. Social Transit also writes grants and pursues new avenues of funding on behalf of the City. Interestingly, the HOP bus route is considered a paratransit service, and technically offers deviated fixed route service for handicapped passengers.

All capital costs associated with the HOP line were funded by a CMAQ grant received in 1990. Boulder's fleet of vehicles range from older 28-foot vehicles to newer 30-foot vehicles, all of which display the same "wrap" decorating the bus' exterior. These newer 30-foot Gillig vehicles cost approximately $350,000, including wrap and other built-in amenities, including XM radio. The ideas for XM radios and other interior design characteristics are outcomes of planning period in early 1990's when residents suggested these amenities to planning staff.

Case Study #3: San Luis Obispo Downtown Trolley

Overview

Beginning in 2001, the City of San Luis Obispo has contracted with transit operator First Transit to offer rubber-wheeled trolley service between "hotel row," located along Monterey Street, and downtown San Luis Obispo.

San Luis Obispo established trolley service in order to draw tourists directly downtown; previously, neither local nor regional routes had concentrated their efforts toward tourists. An estimated 98 percent of trolley riders are tourists, drawn from Monterey Street hotels. Beginning at Grand Avenue, the trolley's route extends approximately 1.5 miles southwest along Monterey Street toward Mission Plaza, marking the heart of downtown San Luis Obispo.

Trolley service is offered four days a week, Thursday through Sunday, when visitors and residents are most likely to travel downtown for either the Farmer's Market or other shopping excursions. Service is limited to afternoons and evenings, from 3:30pm to 9pm on Thursdays, noon

SHUTTLE STUDY *CONTINUED*

FROM: RIVER/FRONT & LOWER PACIFIC DESIGN GUIDELINES & DEVELOPMENT INCENTIVES FINAL REPORT, MAY 2010

to 9pm on Fridays and Saturdays, and noon to 5:30pm on Sundays. The trolley takes approximately 15 to 20 minutes to complete the roughly three-mile round trip, allowing the City to operate only one trolley at a time. Ridership is highest on Thursday evenings, due to the local Farmer's Market, followed by Fridays, Saturdays, and Sundays respectively. Seasonally, July and August months historically attract the greatest numbers of trolley riders, corresponding with the City of San Luis Obispo's tourist season. No coordination with County transit is really necessary, although drivers try to coordinate boardings with regional transit schedules whenever possible.

Due to the relatively recent date of trolley service establishment in 2001, the City of San Luis Obispo is still experimenting with methods of payment. Currently, the trolley has adopted a cash-only fare policy, amounting to $0.25 per ride, although City staff are considering usage of San Luis Obispo Transit 31-day pass in the near future. The City has not considered alternative forms of trolley fare payment due to the California TDA funding, which requires that the trolley maintain a minimum ratio of fare revenue to operating cost. This need to accurately record and assess trolley-specific revenue has prevented the City of San Luis Obispo from considering transit-integration with the San Louis Obispo Transit system until recently.

San Luis Obispo trolley ridership has experienced a sharp decline in ridership since peaking in 2002 with 47,598 riders. Ridership has slid each year since then, sharply dropping to 34,000 riders in 2004 and settling at a low of 27,164 riders in 2008. The Downtown Trolley currently averages 17.7 passengers per revenue hour. City staff attribute sharp decline in trolley riders to both declining tourism and dilapidated trolley conditions. Since obtaining a new trolley in 2007, staff is hopeful that ridership levels will begin to stabilize and increase.

Financing

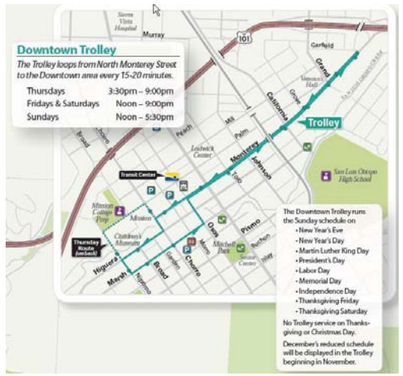
The trolley costs the City roughly $91,000 a year in operating costs. Fare box revenues are minimal at $8,100 in Fiscal Year 2007-2008. As such, San Luis Obispo depends on FTA and matching California Transportation Development Act (TDA) funding to support citywide transit operations, including the trolley.

FTA Urbanized Area Formula grants are awarded to San Luis Obispo Transit based on it status as a small urbanized area (UZA) with fewer than 200,000 people.

California's TDA funding consists of two components, the Local Transportation Fund (LTF) and the State Transit Assistance Fund (STA), both of which are apportioned to local jurisdictions based on Department of Finance population estimates. In place since 1972, the LTF is derived from a ¼ cent of the general sales tax collected statewide. The STA fund was enacted later in 1980, and is derived from the statewide sales tax on gasoline and diesel fuel. As of June 2009, however, STA funding was cut from California's state budget, signaling receipt of LTF funds solely. The City of San Luis Obispo was apportioned $1.62 million in 2009-2010.

The trolley service's capital costs are split between FTA, which pays for 80 percent of capital costs, and local funding sources, which make up the remaining 20 percent. Using this financing formula, the City recently acquired a new 2007 rubber-wheeled trolley manufactured by Double K, which cost approximately $180,000. This price includes a DR600 "talking farebox" program, which automatically announces the approaching trolley stop using a satellite Global Positioning System (GPS). This new 2007 gas-powered vehicle is replacing the 1984 model, which the City retains as a "back-up" trolley option.

The City's decision to buy a gas-powered, rather than electric, vehicle was based on available an federal grant, which required the City of San Luis Obispo to update its non-compliant diesel fleet. In addition to



funding issues, the City was concerned about preserving the "trolley look," in 2006 and 2007 when they were making their purchasing decision. Since 2007 purchase, however, City staff discovered a Gillig electric vehicle which may resemble a trolley, which they propose to acquire in the City's 2009 Short Range Transit Plan. However, due to the recent trolley purchase in 2007, and current state budget issues, it is unlikely the City will obtain an electric vehicle in the near future.

Despite a significant drop in ridership since 2002, City staff remains hopeful that ridership will rebound when tourism and the economy recovers. Until then, the City will consider opening the trolley to a wider-range of users, including residents possessing 31-day passes.

Notwithstanding these challenges, the trolley is considered a success by transit operators, government, and Downtown businesses. In the future, the City would like to partner with specific events, like a historic tour, to boost the visibility and attractiveness of the service.

Case Study #4: Santa Barbara Downtown-Waterfront Shuttle

Overview

Since 1990, the City of Santa Barbara has financed an electric shuttle program, operated through the County's Metropolitan Transit District (MTD), which circulates visitors between Santa Barbara's downtown retail district and its south-facing waterfront.

At the project inception, City officials were especially interested in drawing visitors northward along upper State Street to the under-served retail area north of Carrillo Street. Current downtown shuttle service begins at the northern-most point on Sola Street and extends approximately 1.5 miles down the State Street retail corridor to Cabrillo Boulevard, at which point the "Downtown" service connects to "Waterfront" service along Cabrillo. At the State-Cabrillo central intersection, shuttle service extends 1.5 miles west to the Harbor and 1.5 miles east to the Santa Barbara Zoo.

The Downtown route aims for 10 minute headways, using four shuttles in the summer and three in the winter. To maintain this regularity, the MTD employs one bike-riding supervisor who monitors and prevents clumped arrival times from occurring, particularly during summer months. The Waterfront route maintains 15 minute headways in the summer and 30 minute headways in the winter, using one to two shuttles.

SHUTTLE STUDY *CONTINUED*

FROM: RIVER/FRONT & LOWER PACIFIC DESIGN GUIDELINES & DEVELOPMENT INCENTIVES FINAL REPORT, MAY 2010

Originally, the City attempted to provide this service free of charge, but soon realized that transients often used the service as a "moveable bench," rather than a means of transportation. A token $0.25 fare proved large enough to deter this activity, but small enough to retain the shuttle's primary riders.

Riders along both Downtown and Waterfront routes include out-of-town visitors and resident Santa Barbara shoppers who would not otherwise travel to the State Street retail district from the waterfront. As a tourist-dependent transportation service, the Downtown-Waterfront Shuttle's ridership has closely echoed visitor trends experienced throughout Santa Barbara city and County. As such, ridership peaked in 1999-2000 with approximately 762,000 riders, and sharply fell to 570,000 riders two years later in 2001, in tandem with the economic decline and September 11 attacks. Since 2001, ridership has remained relatively constant and settled at 540,000 riders in 2008.

In February 2009, the Downtown-Waterfront Shuttle service averaged 26.9 riders per revenue hour, a lower rate than 2009 MTD system-wide average of 34.8 riders per revenue hour. At its peak in 1998 and 1999, the shuttle had 49.2 riders per revenue hour. Ridership is strongest on the State Street segment of service, followed by East Beach Segment, then West Beach Segment.

City staff and the MTD consider the shuttle service a success, and a key component of the Downtown identity and image. Moreover, it provides visitors and other shoppers the ability to park once and travel

the length of State Street and the Waterfront via the shuttle, decreasing congestion

Financing

In addition to the $0.25 shuttle fare, which totaled $120,000 in FY 2008, the City pays two-thirds of MTD's system-wide operating fare ($1.25) for the shuttle service. This City subsidy totaled $1.0 million in FY 2008.

In terms of capital costs, the City financed the purchase of the fleet of 20 electric shuttles through the Congestion Mitigation and Air Quality (CMAQ) Improvement Program, which required a City match. Ten of these shuttles date from the 1990's, and the remaining ten were obtained sometime after 2000. Currently, MTD is seeking procurement to replace all older 1990's shuttles to increase quality of service. The City estimates that the shuttles cost approximately $300,000.

Although both the Santa Barbara community and visitors all appreciate the lower-emission electric vehicles, transit officials advise cities to consider all possible vehicle alternatives before settling on electric vehicles. MTD explained that it is both expensive and time-consuming to acquire and continue operating electric vehicles. First, it is important to consider the length of shuttle route; electric buses are not practical for long-distance or high speed corridors. Secondly, it is extremely difficult to find shuttles due to small number of manufacturers available. Thirdly, the maintenance necessary to keep electric shuttles up and running is both cost- and time-intensive; crews need to specialize in specific vehicle maintenance techniques. Finally, electric batteries are only able to run for eight-hour stretches of time before needing to be recharged, prohibiting run-time, and requiring larger fleet of vehicles than would be necessary with a diesel fleet.

RELEVANT RECOMMENDATIONS FROM CITY PLANNING DOCUMENTS

Community Design Background Report
"Other Community Design Features" section
November 16, 2006

D. Gateways, Nodes and Landmarks
Along with the city's natural features, streets and trails, the following types of built form contribute strongly to Santa Cruz's character and help people locate themselves within the city:
♦ **Gateways** are visual or physical elements that mark a transition from one place to another.
♦ **Nodes** are important gathering places or centers of activity, often located at the intersection of two corridors.
♦ **Landmarks** are distinctive built and natural features that are highly visible or that help to define the identity of a particular place.

This section describes some of Santa Cruz's most important gateways, nodes and landmarks.

1. Gateways
Some of Santa Cruz's gateways are located at transitions between highways and city streets. For example, on both River Street and Ocean Street, special signs welcome visitors to the city as they leave the highway. Other gateways are created by pronounced changes in character from one area to another. For example, the Clock Tower acts as a gateway from North Pacific Avenue, which has relatively little character, to Pacific Avenue, which has a carefully designed streetscape and tall, distinctive buildings. The main entrance to the UCSC campus, at High Street and Bay Drive, is another notable gateway. On the Eastside, the entrance to Santa Cruz on Soquel Avenue is marked by a small sign that acts as a minor gateway. Gateways can also mark the entrance to a neighborhood, such as the sign at Riverside Avenue and Leibrandt Avenue welcoming people to Beach Flats.

2. Nodes
Corridors in Santa Cruz often have important nodes where they intersect with other corridors, or with major streets such as Seabright Avenue. Some of these nodes, such as the intersection of Seabright Avenue and Soquel Avenue, are marked by buildings that encourage pedestrian activity, such as storefronts that have large display windows and are close to the sidewalk. Other nodes, such as the intersection of Ocean Street and Water Street, lack distinctive buildings and pedestrian amenities; however, because they attract large amounts of vehicle traffic, they have the potential to become more distinctive places. Finally, a few nodes mark specific places that attract a large number of people, such as Seabright State Beach, south of the Lower Seabright Neighborhoods, or the Swift Street Courtyard, located in the Westside Industrial District.

(Community Design Background Report pages 3-18, 3-23)

Ideas to Activate the San Lorenzo Riverway

June 2007
Orientation and Way finding Strategies
The San Lorenzo Urban River Plan calls for directional and orientation signs. Way finding and orientation elements enable people to find their way to, from, and along the Riverway; to feel more comfortable and safe in the environment; and to have confidence that they can navigate back to their starting points. A good way finding system helps users find bicycle and foot travel more accessible and attractive, and assures those needing handicapped access that they won't be blocked or stranded.

With completion of the 2008 pedestrian/bicycle bridge near Highway 1, the idea of the Riverway as a complete loop will be helpful for conceptualizing the orientation and way finding system. The value of the loop concept is the opportunity it provides to establish the Riverway itself as an "experience" and also to facilitate its use as a transportation alternative.

The way finding system should identify key access points to the loop that are also destinations in their own right. Also important are access points leading to and from other community destinations such as downtown and the beach, as well as the small street-end and informal access ramps reaching the levee trail at many points along its length.

A System to Guide and Welcome
Produce a Riverway Orientation Map
Develop a "Bird's Eye View" orientation map of the Riverway using a 3-dimensional graphic approach, i.e. one that provides perspective, so that landmark features such as bridges, buildings, parks, and the arrangement of access points onto the Riverway, are recognizable almost at a glance. This map should be made available both on the Riverway at key destination locations, and on paper for distribution to visitors who want to carry it with them.

Maintain Accessibility
The City's commitment to accessibility should be maintained by employing way finding and orientation elements usable by persons in wheelchairs, children, and persons with limited eyesight or physical agility.

Develop a Riverway Symbol Hierarchy
Develop a symbol hierarchy for access, orientation and way finding information, with the goal of easy, convenient, and safe navigation for Riverway users. The symbol hierarchy should provide a communication strategy for displaying the necessary type and amount of information at the appropriate location, covering subjects such as:
- Location within the overall Riverway loop;
- Destinations, mileage, and directional signs;
- Services and public amenities;
- Safety information (callbox locations, bicycle speed limits);
- Riverway etiquette (trespass, litter, noise);
- Regulatory or resource management messages;
- Riverway branding and credits for funders.

Assemble a List of Related Destinations
Develop a list of significant existing and planned community sites and facilities to tie into the Riverway, including bicycle routes, City parks, public restrooms, Tannery Art Center, Downtown, City Hall, the Civic Auditorium, the downtown Library, the Boardwalk, and new Monterey Bay Marine Sanctuary Visitor Center, and include these destinations in the access, orientation and way finding hierarchy described above.

Adopt a Riverway Identifier
To add stronger identity to the Riverway, the City should consider "branding" for the Riverway by having a fish or bird mascot or graphic image logo; such an identifier could be utilized in publicity, printed material, and signage.

Include the Riverway in Promotional Materials
Work with the Downtown Commission and Convention and Visitors' Bureau to include the Riverway on maps, signs and promotional materials. Work with the Regional Transportation Commission to include the Riverway as part of the countywide cycling and trails networks. Work with the Parks Commission to develop a map and brochure similar to those available for other City parks.

Incorporate Local and World Languages
For safety and a sense of welcome, the way finding system should use the predominant local languages, English and Spanish. A range of world languages could be used in directional guides at the primary focus sites recommended in this report, starting with the site near the beach and Boardwalk.

Install Electronic Signage
Take advantage of future citywide access to the Internet via WIFI and GPS-enabled cell phones to create electronic signage for directions and interpretation.

Design Considerations
Traditional signs on upright metal poles can be a simple and cost-effective way to provide information if they can be located in the right place and vandalism is not an issue. However, many other media strategies are available. The Public Art Plan for the San Lorenzo Riverway, for example, recommends limiting the number of signs on the Riverway, and using some other distinctive approaches for connecting people to place. Whatever designs are used, maintenance and operations factors such as weathering and graffiti control need to be considered.

Use a variety of ways to present information
• Employ graphic devices such as signs, symbols, pavement treatments, artwork, or other elements. • Install artwork on bridge lookouts and railings or extending out beyond railings. • Embed or draw written or graphic information on the pathway itself (e.g. Buster Simpson's Riverway "Scroll"). • Use historic photographs to take visitors back in time along the Riverway.

Develop a unified design concept for presenting information

RELEVANT RECOMMENDATIONS FROM CITY PLANNING *CONTINUED*

Compilation of Wayfinding Recommendations from City of Santa Cruz Planning Documents

• Develop a unifying, visually attractive design concept for the Riverway's access, orientation and way finding hierarchy.
• Create an iconic and evocative public art feature, or series of features, along the Riverway.
• Consider incorporating elements that may be visible from other locations in the City.
• Integrate lighting or sound to communicate interpretive themes.

Develop plans for installing, updating, and maintaining information elements
• Install information system elements to optimize their communication effectiveness and aesthetic contribution to the landscape.
• Minimize the intrusion of signage on the visitor's experience.
• Secure information system elements to the extent possible from vandalism or theft.
• Incorporate accessibility standards in designs of way finding and interpretive elements.
• Consider placing signs at nodes in clusters, rather than spreading them out along the Riverway.
• Keep information "fresh", perhaps designating certain locations for revolving exhibits or community-involvement projects.

Use existing bridge structures and access ramps
• Present interpretation, way finding information and public art utilizing existing structures.
• Put the street names on all bridge abutments adjacent to the Riverway.
• Create murals on the bridge abutments facing the Riverway (e.g. story of the life cycle of steelhead).
• Use graphics like the giant flood gauges recommended by Buster Simpson, possibly complemented by historic photos in the Riverway, to tell the story of living in the floodplain.
• Locate interpretive and way finding information, especially "confidence markers", on the bridge lookouts.
• Interpret modern flood control and river restoration themes where levee re-vegetation is visible along access ramps.

(Ideas to Activate the San Lorenzo Riverway 13-14)

Beach and South of Laurel Area Comprehensive Area Plan
October 1998

1.4 Encourage distinctive architectural treatment at major intersections to accentuate community gateways. (P. 11 Design Guidelines)

3.15 Establish signage to promote alternate beach access routes to limit increased traffic impacts on lower Ocean Street neighborhood. (P. __)

3.2 Limit impacts of traffic circulation and parking on residents of Beach Hill by maintaining the permit parking program to limit visitor parking, developing an early warning system to monitor changing traffic, parking and circulation impacts on Beach Hill as the Beach Commercial area develops, and implementing the proposed neighborhood gateways to help define entries to the residential area and calm traffic. (P. 76)

SANTA CRUZ REDEVELOPMENT AGENCY

Compilation of Wayfinding Recommendations from City of Santa Cruz Planning Documents

(Beach and South of Laurel Area Comprehensive Area Plan 5, 8, 9)

Cruz to the Future
June 2005

Facilitated Discussion Graphic from 4/9/05: "Tell us your thoughts … Vision 2020"
The following comments are from post-it notes placed on the poster during the facilitated Discussion

• Better signage to all downtown parking garages and shuttle service around city! Develop comprehensive, alternate transportation system! Bike, walk, rail, water taxi on beachfront?
• Build on what is here and what Santa Cruz is known for: Gateway of Monterey Bay, music festivals, movie, tourism. Deal with traffic – bus, bike, mass transit.

(Cruz to the Future 35)

San Lorenzo Urban River Plan
June 24, 2003

3.2 Defining the Riverway: System-wide Recommendations

The River as a Recreation Feature
- Develop a San Lorenzo Riverway trail improvement program that addresses infrastructure improvements (lighting, safety, call boxes), signage, way finding, interpretation and trail linkages. Trail lighting should be designed to be non-intrusive to fish and wildlife and energy efficient.

(San Lorenzo Urban River Plan 23)

4.1 Design Improvements

Access nodes should indicate to the Riverway user that they have arrived on the Riverway and the Riverway is there to discover and explore. Access nodes will include the following elements:
- o Pavement treatments (to differentiate from asphalt path and announce the connection to the Riverway corridor)
- o Thematic fencing/walls/arbors
- o Seating
- o Directional and informational signage
- o Public art features
- o Riverway markers

Urban interface connections are envisioned as "fingers of green" that expand and connect the Riverway corridor into the community and neighborhoods through the installation of street trees,

SANTA CRUZ REDEVELOPMENT AGENCY

Compilation of Wayfinding Recommendations from City of Santa Cruz Planning Documents

pavement treatments, and public art elements along specific streets and corridors. These "fingers of green" provide hints and reminders to visitors and residents that by following the routes they will end up at the River and Riverway trail. Urban interface connections may also include directional signage or orientation symbols from downtown areas and other neighborhood areas such as Beach Flats and lower Ocean Street. Public art is another element that can play on river themes and remind the community that the River is nearby.

(San Lorenzo Urban River Plan 26)

Trestle Bridge area/ Focus Area Rivermouth		• Make beach access more user friendly • Construct River view plaza • Emphasize gateway to Riverway trail with Riverway markers, directional and interpretive signs, a staffed kiosk, and other public art opportunites • Connect to the trails over the Trestle Bridge and Boardwalk.
Third Street	Access Node	• Pavement treatment • Provide orientation symbols • Install public art
Canfield Avenue	Access Node	• Pavement treatment • Provide orientation symbols
Barson	Access Node	• Pavement treatment • Provide orientation symbols • Improvements for bikes and strollers
Beach Hill Stairway	Access Node	• Pavement treatment • Provide orientation symbols

(San Lorenzo Urban River Plan 37)

Access Nodes - The Estuarine Reach includes four sites appropriate for access nodes. These sites include (1) the Beach Hill stairway from Cliff Street where it ends at Laurel Street extension, (2) the Riverway trail access ramp at Canfield Avenue, (3) the Riverway trail access ramp at Third Street, and (4) a Riverway trail access ramp at the western end of Barson Street (Figures 20-23). Improvements to these access nodes will include pavement treatments, thematic fencing/walls/arbors, and directional and informational signage. Refer to figures 6-9 previously for sample design treatments for use in these access nodes. Improving these nodes will help to orient users to the Riverway trail.

(San Lorenzo Urban River Plan 39)

RELEVANT RECOMMENDATIONS FROM CITY PLANNING *CONTINUED*

Compilation of Wayfinding Recommendations from City of Santa Cruz Planning Documents

Existing pedestrian bridge	Access Node	• Provide orientation signage • Create interpretive features
Cathcart Ramp	Access Node	• Provide orientation signage • Create interpretive features
Maple Lane Ramp	Access Node	• Provide orientation signage • Create interpretive features

(San Lorenzo Urban River Plan 47)

Access Nodes - Access nodes should be created at both sides of the existing pedestrian bridge near the County Government Center in the Transitional Reach (Figures 33 and 34) and at Cathcart Street and Maple Street off of Front Street. The bridge currently provides the main access for pedestrians and bicyclists crossing the river and is an important route from the County Government Center to downtown and Pacific Avenue. The access nodes should be designed to compliment one another as well as provide directional and interpretive information for trail users. Improvements should include pavement treatments, directional and informational signage, and Riverway markers.

(San Lorenzo Urban River Plan 49-50)

Josephine Street	Access Node	• Incorporate pavement treatment • Construct low boulder wall/saltates • Provide orientation signage

(San Lorenzo Urban River Plan 53)

Downtown Recovery Plan
September 1991 as Amended through October 2009

K. Front Street Riverfront Corridor Design Guidelines

Gateway Treatments. New development that occurs at key gateway intersections to the downtown (e.g., River-Water; Pacific-Front; Cooper-Front; Soquel-Front; Cathcart-Front; Laurel-Front) should be articulated to accentuate this condition. Treatments could include corner towers or turrets, setbacks, distinctive changes in fenestration and materials, etc.

(Downtown Recovery Plan 73)

O. North Pacific Area Design Standards

Gateway Intersections. The intersections of Water and River Streets, and River Street and North Pacific Avenue, are important gateways to the downtown. New development that occurs at these key gateway intersections should be designed to accentuate this condition. Treatments should include corner towers or turrets, setbacks, distinctive changes in fenestration and materials. The design of the ground level of the buildings at these intersections should be

Compilation of Wayfinding Recommendations from City of Santa Cruz Planning Documents

articulated to reinforce the gateway significance utilizing corner setbacks, small plazas, large display windows, distinctive entrance features and canopies.

(Downtown Recovery Plan 83-84)

Activity Nodes and Key Intersections. Key intersections and activity nodes along Pacific Avenue (Cooper-Church-Locust; Soquel-Walnut-Lincoln) should be highlighted by a change in landscape treatment to reinforce the spatial and gateway qualities of the intersections and to support the specific activities programmed for the area. Artistically designed kiosk structures (of less than 60 square feet in size) that sell coffee, ice cream, newspapers, flowers, tickets and/or public art are suggested for the sunny west-facing side of Pacific Avenue at the terminus of Locust and Lincoln Streets. These kiosks would be located on the widest depths of sidewalk along the street (e.g., 30 to 40 feet), where no curbside parking is desirable or feasible because of the intersection movements. The structures are seen as key activity generators as well as key visual landmarks along the street. The activity nodes at the "T" intersections should allow for a variety of additional uses including carts, vendors, informal street performances and free speech tables.

(Downtown Recovery Plan 103)

Ocean Street Area Plan
Draft - November 22, 2010

Gateway to Santa Cruz
Many visitors to Santa Cruz arrive on Highway 17, which ends at the north edge of the Plan Area. However, the existing character of this gateway does not convey a strong sense of arrival. Near the Highway 17 exit, a small wooden sign welcomes visitors and identifies Santa Cruz's sister cities in other countries. Emblems of local community organizations are displayed beside this sign. There is no other signage, public art or distinctive architecture at this gateway.

(Draft Ocean Street Area Plan – Introduction and Background 11)

Signage and Directions to Popular Destinations
In addition to the gateway sign located at the Highway 17 exit, there are multiple wayfinding signs throughout the Plan Area, which guide drivers to the beach, Downtown, lodging and other destinations. Signs encourage drivers traveling Downtown to use Water Street or Soquel Avenue. Drivers are also encouraged to use Soquel Avenue to travel to the beach, via Downtown, and to reach lodging outside of the Plan Area. While these wayfinding signs have an attractive design that is coordinated with similar signs throughout the city, the text on these signs is small, making them difficult for some drivers to read.

(Draft Ocean Street Area Plan – Introduction and Background 14)

Gateway Improvements

Compilation of Wayfinding Recommendations from City of Santa Cruz Planning Documents

The entrance to Ocean Street from Highway 17 could be enhanced to create a strong sense of arrival in Santa Cruz. Other gateways could also be emphasized, such as the connections to Downtown Santa Cruz from Water Street and Soquel Avenue.

(**Draft Ocean Street Area Plan** – Introduction and Background 18)

San Lorenzo River Access
Although the San Lorenzo River is an important natural amenity, it is not clear how to access the river from most parts of Ocean Street. Improved signage and new pathways could help pedestrians find their way to San Lorenzo Park and points along the river levee.

(**Draft Ocean Street Area Plan** – Introduction and Background 19)

Gateway Enhancements
Ocean Street is the "front door" to Santa Cruz for visitors arriving on Highway 17. The street should include gateway features that reflect Santa Cruz's unique character and create a strong sense of arrival. To strengthen Ocean Street's role as an important gateway, the following improvements will be made:

Gateway to Santa Cruz
A new, distinctive work of public art, designed by a local artist, will be installed near Highway 17 to welcome visitors to the city. It will include thematic elements that relate to Santa Cruz's unique natural and built environment.

Gateways to Downtown
Ocean Street connects visitors to Downtown Santa Cruz via Water Street and Soquel Avenue. Where these two streets cross the San Lorenzo River, landscaping and public art will be used to create a sense of transition to Downtown.

(Draft Ocean Street Area Plan – Ocean Street Concept 22)

Directional Signage on Ocean Street
New signs on Ocean Street will direct pedestrians down the side streets that provide access to the river levee.

Enhanced Signage at Levee Access Points
In places where pedestrians are allowed to cross private property to reach the river levee, new signs will clearly show how to reach the levee. The signs will also provide the times of day when the access point can be used, and they will ask visitors to be respectful of each property's owners and residents as they cross.

(Draft Ocean Street Area Plan – Ocean Street Concept 24)

Goal M-O3 Improved connections to popular destinations

RELEVANT RECOMMENDATIONS FROM CITY PLANNING *CONTINUED*

Compilation of Wayfinding Recommendations from City of Santa Cruz Planning Documents

- M-O3.1 Maintain existing agreements to provide access to the river levee through private property.
- M-O3.2 Enhance public access to San Lorenzo Park and the San Lorenzo River's levee.
    - M-O3.2.1 Add pedestrian-oriented signage along Ocean Street in locations where there is a public connection between a side street and the river levee.

(Draft Ocean Street Area Plan – Goals, Policies & Actions 48)

- M-O3.3 Provide clear directional signs to visitor destinations.
    - M-O3.3.1 Redesign the City's standard wayfinding signs, including those on Ocean Street, to make them more legible for drivers.
    -

(Draft Ocean Street Area Plan – Goals, Policies & Actions 49)

D. Gateways

This section contains guidelines for the design of gateways at the entry to Ocean Street from Highway 17, as well as between Ocean Street and Downtown Santa Cruz. Gateways are entries into the city, or transitions between different parts of the city, that are denoted with significant architectural features or public improvements.

D.2 Gateway Signs and Public Art
INTENT: To ensure that gateway signage and public art announces entrances to Santa Cruz, denotes transitions between different parts of the city and contributes positively to Ocean Street's overall identity.

D.2.1 Overall Design

- Standards
- D.2.1.1 All gateway elements shall be constructed of durable materials that will withstand the elements, as well as public use and vandalism.

Guidelines
- D.2.1.2 The design character of gateway elements should include symbols, shapes, patterns, colors and messages that reflect the character and function of the gateway's location and the area into which the gateway leads.
- D.2.1.3 Lighting of gateway features, such as signs and sculptures, should be carefully focused on the gateway feature and should not illuminate other areas.

Compilation of Wayfinding Recommendations from City of Santa Cruz Planning Documents

- D.2.1.4 All gateway features should be of a size and scale that makes them clearly visible to drivers as well as pedestrians.
- D.2.1.5 Free-standing gateway signs should incorporate landscape design that is distinct from surrounding landscaped areas. The design should include elements such as plant materials, low walls or fences, lighting and paving.

D.2.2 Public Art

Standards
- D.2.2.1 Gateway signs shall be designed in coordination with public art, or so that the signs themselves function as public art.
- D.2.2.2 Public art shall be incorporated into a gateway feature on Ocean Street near Highway 17, where visitors enter the city. Issues that could be explored by the artist include Ocean Street's history and Santa Cruz's identity as a beach town.

Guidelines
- D.2.2.3 Public art should be included in gateways that provide a transition between Ocean Street and other parts of the city, such as Downtown Santa Cruz.

(Draft Ocean Street Area Plan – Goals, Policies & Actions 89-91)

Mission Street Urban Design Plan
April 23, 2002

B. The Corridor's Dual Function
Mission Street is both a local City street, and a part of State Highway 1. As one of the City's primary east/west circulation routes, the Mission Street/Highway 1 corridor is one of the most heavily traveled corridors in Santa Cruz. Not only does it carry local residential and commercial traffic on the City's Westside, it also serves as the primary access route to the University of California's main campus, and the major regional route carrying through coastal traffic north and south along State Highway 1. In addition, it acts as the gateway to Santa Cruz from southbound Highway 1. As part of the State Highway system, encroachment permits are required for any improvements within the Caltrans right-of-way.

(Mission Street Urban Design Plan Chapter 1 page 2)

C. Types of Recommendations
- Streetscape Improvements that describe specific projects to enhance the corridor, including a Street Tree Program, a sound wall design for the west end of Mission Street

(Mission Street Urban Design Plan Chapter 1 page 5)

Compilation of Wayfinding Recommendations from City of Santa Cruz Planning Documents

C. Gateways
The Mission Street Corridor should provide an attractive and distinctive entry to the City of Santa Cruz from the west (i.e., from southbound Highway 1). A physical gateway feature should be developed at the west end of the corridor to mark this important entrance. In addition, the entire corridor should be designed to enhance the entry sequence and convey a positive first impression to those entering the City.

(Mission Street Urban Design Plan Chapter 2 page 1)

V. Signage
The Mission Street corridor is punctuated by a large and diverse array of signs, including regulatory, directional, and commercial signs. As a State Highway and major commercial thoroughfare, these signs tend to be geared primarily to vehicular traffic. The competition waged by these signs for the drivers' attention, has resulted in an increasingly cluttered and confusing visual environment. Signs seem to be getting larger, brighter, and more numerous in an attempt to break through the visual chaos.

The intent of the Plan guidelines is to bring greater visual order and calm to the corridor and create a more attractive streetscape. Part of that effort will involve controls on the number and location of signs. The other part will involve controlling the size and character of signs.

Rather than gearing all signs to vehicular traffic, the guidelines support the creation of signage whose scale and character reflects a more pedestrian environment. One of the unintended effects of large signs that are geared to moving vehicles is that they implicitly encourage higher traffic speeds because drivers do not have to slow to read them. One of the key objectives of the Plan is to better manage traffic so the corridor is not inhospitable to pedestrians. Smaller, higher quality signs can have a traffic-calming effect in that they create a higher level of visual interest that encourages drivers to move more slowly through the neighborhood so they can take in the details of their surrounding.

A. Signage Improvement Strategies
1. City/State Traffic Signage
a. The City should work with Caltrans to coordinate signage programs in order to reduce redundancy in information and the number of public street signs.
b. The City should work with Caltrans to consolidate city and state traffic signs on the new street light standards in order to reduce the variety of signage types and mounting positions.
c. A new system of pedestrian/bicycle-scale signage should be created to enhance the pedestrian environment and enhance safety for pedestrian and bicycle circulation.

II. Gateways
Two gateway elements are proposed; one at Swift and Mission Street and a smaller "pre-announcement" gateway element at Western Avenue. The Swift gateway features vertical column elements with "story poles" on top providing an opportunity for public art expressions specific to the culture of the west end neighborhoods. The column bases as well as story-pole elements are proposed as stand alone art elements which can incorporate ceramic and/or metal

RELEVANT RECOMMENDATIONS FROM CITY PLANNING *CONTINUED*

art by local artists. Proposed planting includes intensive plantings of Hollywood Juniper and small flowering ornamental trees combined with accent plantings of tall vertical cypress. These plantings are meant to capture a stylized, whimsical Santa Cruz vernacular landscape in order to make a strong statement that one is entering this unique community. The plantings are set against a backdrop of broad spreading street trees on both sides and in the median. Pedestrian crosswalks feature "fossil" imprints offering further opportunity for artistic expression. The imprints are to feature modern icons that speak to the culture specific to Santa Cruz and west end neighborhoods. They would be placed in a colored, textured concrete slab meeting Caltrans design standards.

The Western Avenue gateway incorporates scaled down versions of the column elements but with no story poles thus offering a hint or pre-announcement of the larger expression to come later at Swift. A mass of ornamental trees is also proposed here representing a simplified version of the Swift planting as well as a striking contrast to the monumental evergreen masses on either side of the road. The design also proposes to augment the evergreens to enhance the sense of natural planting on this segment leading up to the Swift gateway. This segment is seen as a linear transition zone between the two gateways statements and is proposed to have a strong forested appearance using more of the native evergreens that currently exist as well as accents of forest understory trees and a strong native ground cover.

Both Gateway areas and in fact, the entire length of Highway 1 in this area will incorporate strong bicycle and pedestrian circulation elements.

(Mission Street Urban Design Plan Chapter 4 page 3-4)

Gateways:

- Incorporate a gateway transition zone between Western and Swift.
- Gateway at Swift should be a statement about what kind of town we are arriving in.
- The gateway is not an "open invitation" it is a statement that this is a real place where people live, work, walk, bicycle.
- Bicycle and pedestrian circulation between Western and Swift should be formalized.
- No gateway is needed at King. This is not an entrance to anything significant. It is part of the corridor leading to and from downtown.
- The larger context needs to be considered at the Chestnut intersection. Pedestrian circulation needs to be emphasized.

(Mission Street Urban Design Plan Appendix page 1)

Gateways:

- The Gateway designs were generally well-received.
- The "illusion" of an arch or implied arch may be appropriate for the Swift & Mission gateway.
- The "funky" image created at the Swift and Mission gateway by Hollywood Junipers was appreciated by some although it was sighted as a non-native.

- Native plants: Coast Live Oak and Western Redbud were suggested for use in the gateway areas.
- Signage was thought to be an appropriate element to make some sort of announcement to the City.
- A "bougainvillea arbor" was suggested as a possible aesthetic.
- A strengthening of the corridor evergreens is needed between Western and Swift.
- The segment between western and Swift might be looked at as a gateway passageway. The element at Swift could be more of a pre-gateway with a more formal statement occurring at the narrowing of Mission just after the King turnoff.

(Mission Street Urban Design Plan Appendix page 3)

Gateways

- Bikeway opportunities should be maximized. Bike lanes should be provided on both sides of the street, with an additional off-street path in the available right-of-way on the south side of the street. Old Mission should provide a parallel, alternative on-street route.
- The gateways should be artistic icons, incorporating a monument notion, with vegetation.
- Landscape materials should favor natives where feasible with the "controlled use of exotics" at key locations.

(Mission Street Urban Design Plan Appendix page 7)

[Draft] General Plan 2030
February 27, 2009

A SENSE OF PLACE

A community's sense of place is defined in large part by its roadways and points of entry. The community's road network should include streetscape improvements (such as street trees) that make each street as welcoming and attractive as possible. In addition, the city's gateways should include landscaping, signage, banners, street furniture, and other improvements that convey a strong sense of arrival.

In general, Santa Cruz's gateways to the city lack design enhancements that would make the entries more recognizable and important. A few entrances to Santa Cruz include special gateway signs that welcome visitors as they leave the highway. Other gateways are marked by distinctive structures or pronounced changes in character. For example, the Clock Tower acts as a gateway to Downtown on Pacific Avenue.

While many of the city's roadways are aesthetically pleasing, others are primarily automobile-oriented and suffer from visual clutter, sparse landscaping, and exposed parking areas. These issues are especially common on the city's commercial corridors. Many of the city's streets could be enhanced by distinctive landscaping treatments, in conjunction with improved building

design and site planning along the roadways. Some of the city's neighborhoods, such as Beach Flats, have signs that help people understand their location and find their way in the city.

([Draft] General Plan 2030 page 30)

CD2.3 Preserve and create defining edges, transitions, and landmarks that characterize individual neighborhoods.

CD2.3.1 Develop a citywide signage plan that identifies and defines neighborhoods and relates to Area Plan requirements where appropriate.

CD2.3.2 Update the City's landmark maps and the related Zoning Ordinances to further the identification and preservation of landmarks. Cf. HA1.8, 1.8.5, 1.11, and 1.11.1.

([Draft] General Plan 2030 page 34)

Goal CD4 Attractive gateways, roadways, and landscaping

CD4.1 Make the city's major gateways defining, attractive, and welcoming.

CD4.1.1 Develop a citywide Gateway Plan that identifies and defines neighborhoods and relates to Area Plan requirements.

CD4.1.2 Develop a citywide Directional Sign Program that specifically addresses the downtown, the beach, and Ocean Street.

CD4.1.3 Identify and establish design concepts that make visitor-serving corridors attractive and interesting through landscaping, banners, flags, art, and displays.

CD4.1.5 Maintain the visual prominence of important city landmarks and destinations as viewed from major circulation routes and public viewpoints when possible.

CD4.1.6 Encourage rehabilitation and adaptive reuse of architecturally significant buildings rather than demolition.

([Draft] General Plan 2030 page 22)

River/Front and Lower Pacific Design Guidelines & Development Incentives Opportunities, Issues, and Strategies Report
May 2010

RELEVANT RECOMMENDATIONS FROM CITY PLANNING *CONTINUED*

SANTA CRUZ REDEVELOPMENT AGENCY

Compilation of Wayfinding Recommendations from City of Santa Cruz Planning Documents

Wayfinding and Gateways

The study area conveys an uncertain relationship to the key districts and features that surround it—the Downtown, the River, and the Beach Area. Clear wayfinding and well-designed gateways can make the area's relationship to its surroundings more legible, and at the same time contribute to the area's sense of place—people know where they are and where they are going. The identity, character, and function of the study area can be enhanced through improvements to the public streetscape, the wayfinding system, and the treatment of key gateways. By providing clear directions, wayfinding also can make circulation more efficient and safer. Wayfinding improvements, which include signage, but also can include banners, public art, and other streetscape improvements, are actions that will support quality redevelopment. They also are actions that the City can undertake independent of private development. are actions that will support quality redevelopment. They also are actions that the City can undertake independent of private development.

The following policies and actions proposed in the draft 2030 General Plan Update support the Wayfinding and Gateway recommendations in this study:

- Policy CD4.1 Make the city's major gateways defining, attractive, and welcoming.
- Action CD4.1.1 Develop a citywide Gateway Plan that identifies and defines neighborhoods and relates to Area Plan requirements.
- Action CD4.1.2 Develop a citywide Directional Sign Program that specifically addresses the downtown, the beach, and Ocean Street.
- Action CD4.1.3 Identify and establish design concepts that ••make visitor-serving corridors attractive and interesting through landscaping, banners, flags, art, and displays.
- Action CD4.1.5 Maintain the visual prominence of important ••city landmarks and destinations as viewed from major circulation routes and public viewpoints when possible.

(Chapter 2, page 15-17)

Downtown Gateway Enhancements—Architectural Definition

Currently the key vehicular gateways to the study area lack the physical definition or design necessary to create a positive "sense of arrival." Given the low intensity and profile of existing development at the four key gateway intersections (Laurel, Soquel, Water, and River streets), it is recommended that development standards be modified to require the development of buildings whose scale, massing, and setbacks are adequate to give definition to the rather large intersections at the Laurel, Soquel, Water, and River street entrances to the Downtown. Conditions at each of these primary Downtown gateways suggests that redevelopment opportunities exist that would make this more structural approach to defining the gateways a good possibility.

In addition to appropriately scaled architecture, Downtown gateways also should incorporate streetscape improvements such as landscaping, lighting, banners, and directional signage that will contribute to the creation of attractive, well-defined entries to the Downtown.

The City should consider undertaking the following:

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Compilation of Wayfinding Recommendations from City of Santa Cruz Planning Documents

The following gateway, signage and wayfinding recommendations related to the River Front Overlay District should be included when developing and implementing the Actions under draft General Plan "Program CD4.1: Make the city's major gateways defining, attractive, and welcoming."

- Improve building design, streetscape character, and signage at key points along the River/Front and Lower Pacific Street corridor to convey its function as a key gateway to the Downtown and the Wharf/Beach Area.

(Chapter 2, pages 17-18)

Vehicular Wayfinding Enhancements

While the City has an attractive directional signage system, many visitors to Santa Cruz still have difficulty knowing how to drive around the Downtown area and get to key destinations such as the Wharf or the Beach. Some of this confusion is a function of not having enough signage. Some is a function of the size and placement of signs. Some of the confusion may be related to the sign's message.

Recommendations:

The City should consider undertaking the following:

When developing and implementing the draft General Plan Programs under "Goal CD4: Attractive gateways, roadways, and landscaping." include the following gateway, signage, and wayfinding recommendations for areas within the proposed River Front Overlay District:

- Develop a comprehensive wayfinding strategy for the River/Front and Lower Pacific corridor that identifies the appropriate role and function of the following in contributing to an attractive and legible circulation system, including:
  - Gateway signs at key intersections that signify entry to the River District/Downtown.
  - Directional signage that facilitates circulation by providing clear guidance on appropriate routes to key destinations (e.g., Downtown, Wharf, Beach, River, Civic Center, etc.) and facilities (e.g., parking garages, remote parking, etc.), including signage for vehicles and bicycles—both typical City directional signs and newer electronic signs—and signage for pedestrians (e.g., walking route maps, information kiosks, etc.).
  - Landscape (e.g., street tree plantings) and hardscape (i.e., paving) that provide visual cues to guide circulation through consistent and purposeful selection of plant species and paving patterns and materials.
  - Street lighting that both enhances pedestrian safety and guides and facilitates circulation through appropriate illumination of routes and nodes, and through continuity of design character.
  - Banners that provide guidance to seasonal events and contribute to sub-district identity.

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Compilation of Wayfinding Recommendations from City of Santa Cruz Planning Documents

- Public art as both stand-alone elements and as integral to the design of streetscape features such as paving, street furniture (e.g., bike racks, newspaper racks, etc.) and gateway signs.

When developing the Citywide Directional Program as called for by the General Plan Program CD4.1.1, consider the following:

- Reinforce the use of River Street as the primary northern access to the Downtown and the Wharf.
- Reinforce the use of North Pacific Avenue as a direct connection from the north to the north end of the Downtown and to the Cedar Street / Front Street couplet that provides access to the length of Pacific Avenue.
- De-emphasize the use of the circuitous River Street to Front Street route as the primary route to Downtown.
- Reinforce the use of Ocean Street as the primary northern access route to the Beach Area.

Wayfinding improvements should be considered for key intersections both inside and outside of the River/Front and Lower Pacific corridor (see red dots in Figure 2.3: Wayfinding).

- To facilitate circulation on busy access routes to the Beach, the Wharf, and Downtown, explore the potential use of electronic message boards and other GPS and internet based technologies to provide real-time information.

(Chapter 2, pages 18-20)

Pedestrian and Bicycle Wayfinding Enhancements

The San Lorenzo Riverway represents a significant circulation element as well as natural amenity. In order to support greater use of this trail and its integration with the Downtown circulation system, a wayfinding system specifically oriented to enhancing pedestrian and bicycle connections between the Downtown and the Riverway is recommended (see Figure 2.3: Wayfinding).

Recommendations:

When implementing the San Lorenzo Urban River Plan and "Ideas to Activate the San Lorenzo Riverway," the City should consider undertaking the following:

- Support the development of a comprehensive wayfinding system for San Lorenzo Riverway that will enhance pedestrian and bicycle use of the Riverway and improve east/west connectivity between the Downtown and the River. The wayfinding system should:
  - Include traditional directional signage scaled to pedestrians and cyclists.
  - Include less traditional elements that make the system more legible and visually interesting, such as directional elements incorporated into the paving, vertical elements that identify key access points, and public art.
  - Be multi-directional, providing directions not just from the River to the Downtown, but also from the Downtown to the River.

- Important tourist destination for bicyclists and pedestrians from the Riverway trail.
- Include links to the Monterey Bay Trailway system and signs.
- Extend to the east of the River as well as the west, providing clear direction to the two pedestrian bridges over the river.

o Prepare a phased implementation strategy for the Riverway wayfinding concepts identified by the San Lorenzo River Committee that utilizes a combination of public and private funding, and volunteer, developer, and City initiated improvements.

Clarify Preferred Visitor Access Routes

River Street is intended as the primary northern access to the Downtown. As such, it is recommended that wayfinding be strengthened to make it clear that River Street is the gateway to the Downtown and the Wharf. Steps should be taken to re-enforce the use of North Pacific Avenue as a direct connection to the north end of the Downtown and the Cedar Street / Front Street couplet that provides access to the length of Pacific Avenue and the Wharf. This may be accomplished by converting North Pacific Avenue to a one-way southbound street, and modifying the signing and striping at its intersection with River Street. At the same time, the circuitous River Street to Front Street route should be de-emphasized as the route to Downtown because it is confusing. If such changes were to be considered, further analysis would be required to understand its effectiveness and implications.

Ocean Street is intended to be the primary northern access route to the Beach Area. Rather than directing all Beach Area traffic across the Riverside Avenue Bridge, it is recommended that wayfinding be strengthened to encourage Wharf area traffic to use River and Front Streets. This will help to balance traffic and have the added benefit of helping to activate the Lower Pacific Avenue area by providing pass-by traffic that is important to supporting visitor-serving businesses in the area.

Recommendations:

The City should consider undertaking the following:

- o Implement recommendations found in Wayfinding section above.
- o Develop signage to help direct visitors to parking facilities.
- o In advance of the development of a comprehensive wayfinding system for the River Front District, consider locating interim parking signage at the intersection of Front Street, Water Street and Pacific Street.
- o Study the feasibility and benefits of converting North Pacific Avenue to a one-way southbound street, and modifying the signing and striping at its intersection with River Street to have this serve as the primary northern access into the Downtown. The study should also evaluate changes and implications such a change would have for signing and circulation on the River/Front Street triangle south of Water Street.

(Chapter 2, pages 24-25)

Wayfinding

An attractive comprehensive wayfinding signage system for all modes should be enhanced and expanded to include the entire Study Area. It should continue to serve both the needs of out-of-town visitors as well as citizens of Santa Cruz. In addition to recommendations made in Chapter 2: General Areawide Direction, the wayfinding system should:

- Provide directional and information signs that are attractive, clear and consistent in theme, location, and design.
- Identify key historic, cultural, civic, and shopping destinations and facilities, e.g., public parking structures, areas with wireless internet (wi-fi) access, parks and open space areas, transit routes and stops, etc. Comprehensive business directories, such as those typically found in private malls, are discouraged.
- Be co-located with other streetscape furniture (e.g., light standards, transit shelters) where possible to reduce visual clutter in the public realm.
- Be designed in a cost-effective way that minimizes capital and maintenance needs.

(Chapter 4, page 76)

Chapter 6: Opportunities and Strategies

Wayfinding Improvements

Improving the sense of place and direction

Although the corridor has a series of wayfinding signs, the experience of traveling the River/Front & Lower Pacific corridor can be confusing to those unfamiliar with the City. To a large extent this is a function of the circuitous nature of the corridor, but also appears to be a result of a lack of clarity about how to move people between key destinations in the City. The primary focus of existing signage is on getting people from Highway 1 to the Downtown, but the route is indirect at best so wayfinding signage needs to be more prominent to be effective. In addition, although the River/Front & Lower Pacific Avenue corridor is not intended to be a primary regional route to the Beach, it is an important local route. However, stakeholders have identified significant visitor confusion about how to get to the Downtown from the Beach (since most come to the Beach via Ocean Street), and vice versa. In order to enhance the visitor experience and to better support local businesses, it is imperative that a wayfinding system be implemented that clearly links these two destinations. This task is complicated by the presence of Beach Hill, which creates a physical barrier between the two destinations. While Lower Pacific Avenue is the primary route connecting the Wharf to the Downtown, the City should also explore other options for connecting the study area and Downtown to the Beach Area. Building upon the existing signage system, the City should implement strategies for enhancing wayfinding for vehicular traffic, including clarifying preferred primary routes to and between the Downtown and other key destinations, and improving/augmenting wayfinding signage. Given the length and circuitousness of the corridor and the desired urban context, it is also important for wayfinding to not be dependent solely on signage which, to be sensitive to its context, should

not be too large or used too frequently. Larger scale elements such as street trees, light standards or public art, in combination with signage, can be an effective, yet subconscious wayfinding features. Also, the circuitous configuration of the corridor suggests that a series of distinctive wayfinding features might be helpful at key nodes along the route to help guide travelers from one point to the next. Such nodes include: Pacific Avenue/Washington Street, Front Street/Pacific Avenue, River Street/River Street South, and River Street/North Pacific Avenue. In order to support alternate modes of transit, the City should also implement a wayfinding program for pedestrians and bicyclists that includes streets and off-street trails and passages. In addition to the Downtown and Beach area, the wayfinding system should incorporate other key destinations such as the San Lorenzo Riverway, Depot Park, and Neary Lagoon Park.
(Chapter 6, pages 89-90)

Gateway Improvements

Strengthening designated gateways

The intersection of Highway 1 and River Street is clearly the primary regional gateway and the existing River Street sign and streetscape improvements make a strong statement of entry. Similarly, the redesigned bridges over the San Lorenzo River at Water, Soquel and Laurel Streets provide attractive and dramatic entries to the area from these east-west corridors. The weakness of each of these entries lies in the lack of architectural definition of these gateways with buildings that have a scale and prominence that can adequately delineate these important gateways. The City should explore whether development standards are supporting development that could provide strong definition of these gateways. Public art could be used to help strengthen designated gateways and wayfinding systems.

Establishing new gateways to the Downtown

The fact that many visitors to the Beach Area enter via Ocean Street and never enter the Downtown, nor even know where it is, raises the question of whether a southern gateway is needed to the Downtown— some treatment that would signal to visitors in the Beach Area that they are entering Downtown Santa Cruz. Rather than a single element or gateway, this could be part of the wayfinding system, but clearly designed to work in two directions (i.e., to the Downtown and to the Beach).

(Chapter 6, page 90)

Adding bicycle wayfinding

Improved wayfinding signage is recommended along the levee bike/pedestrian paths to direct cyclists and pedestrians to the most appropriate routes to their destinations. At a minimum, signage should indicate the best route between the levee paths and Downtown, between the levee paths and the Beach/West Cliff Drive area, and between Downtown and the Beach. A numbered bike route system could improve the network by identifying specific routes between popular destinations. Routes would be numbered and signage would be provided to enable easy navigation between destinations similar to the system employed in the City of San Francisco. Routes connecting Downtown, UCSC, the Beach Boardwalk, West Cliff Drive, Natural Bridges and Wilder Ranch State Parks, and neighborhoods to the east of Downtown

RELEVANT RECOMMENDATIONS FROM CITY PLANNING *CONTINUED*

SANTA CRUZ REDEVELOPMENT AGENCY

Compilation of Wayfinding Recommendations from City of Santa Cruz Planning Documents

would improve usage of the City's bike network by users unfamiliar with these facilities, such as new students and tourists.
(Chapter 6, page 100)

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