# City of St. Helens Branding & Wayfinding Master Plan

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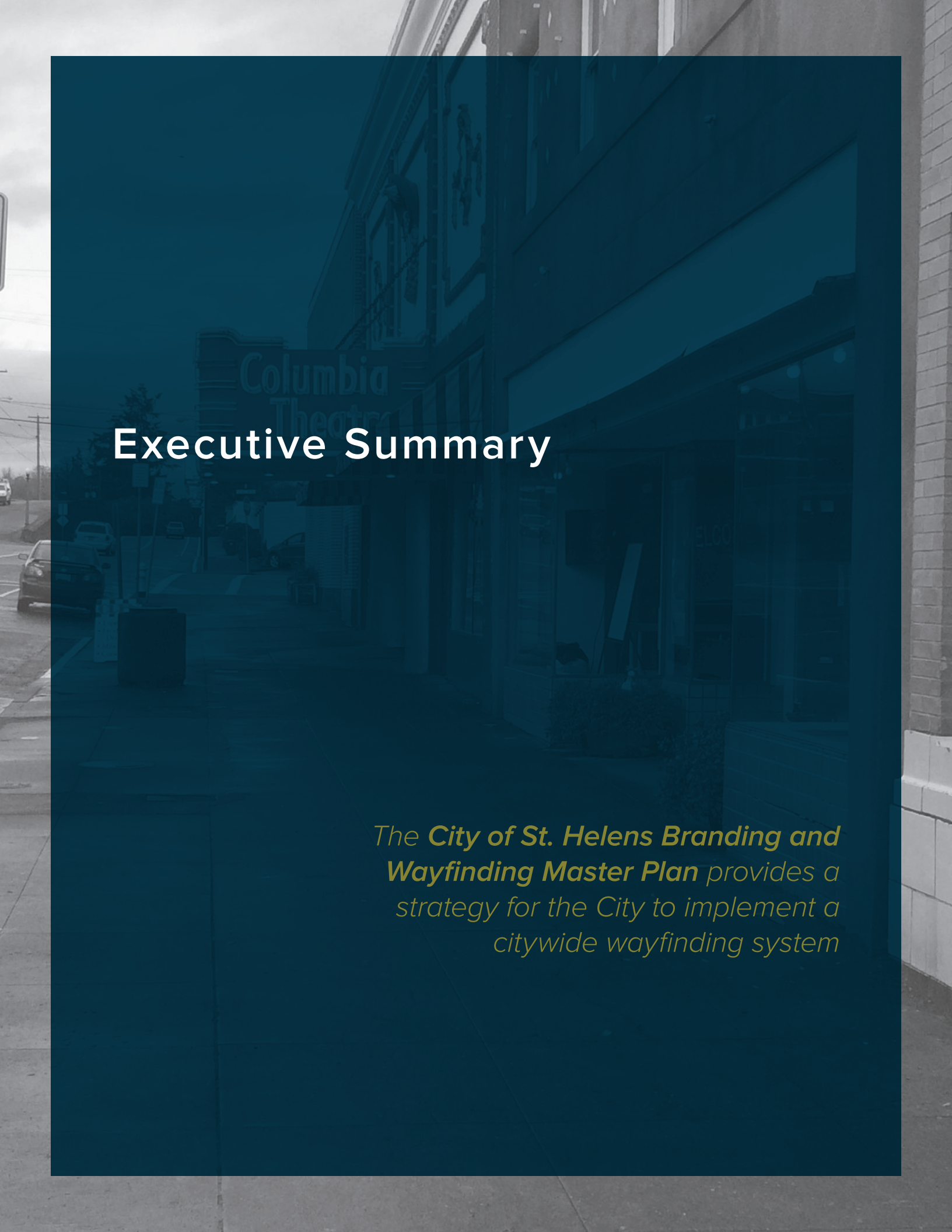



# Executive Summary

*The **City of St. Helens Branding and Wayfinding Master Plan** provides a strategy for the City to implement a citywide wayfinding system*

*The City of St. Helens is located on the Columbia River, north of Portland, Oregon. Highway 30, which follows the path of the Columbia River to the Pacific Ocean, runs through the community and serves as a major transportation route for commercial and recreational trips. St. Helens has a resident population of approximately 13,000 people and welcomes visitors throughout the year. St. Helens was established as a river port on the Columbia River in the 1840s and still has a strong connection to the river for recreational and commercial activities.*

The City of St. Helens Branding and Wayfinding Plan provides a strategy for the City to implement a citywide wayfinding system. This plan provides guidance on sign placement and route prioritization, in addition to a preferred design for a family of wayfinding signs.

The preferred design incorporates national best practices, community input, local materials, and distinctive architectural details to create a unique wayfinding identity rooted in the history and landscape of St. Helens.

The historic 1906 Columbia River Courthouse with Mount St. Helens in the background.

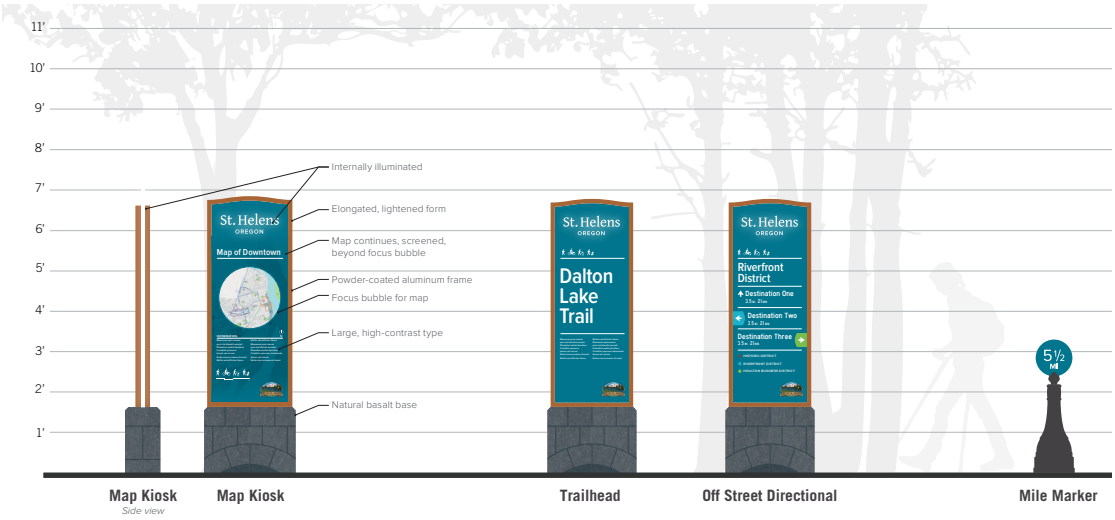
# Preferred Design

The family of wayfinding elements for St. Helens will define a sense of place in a way that is clear and simple, reflects local character, and integrates well among other landscape, streetscape, and transportation elements.

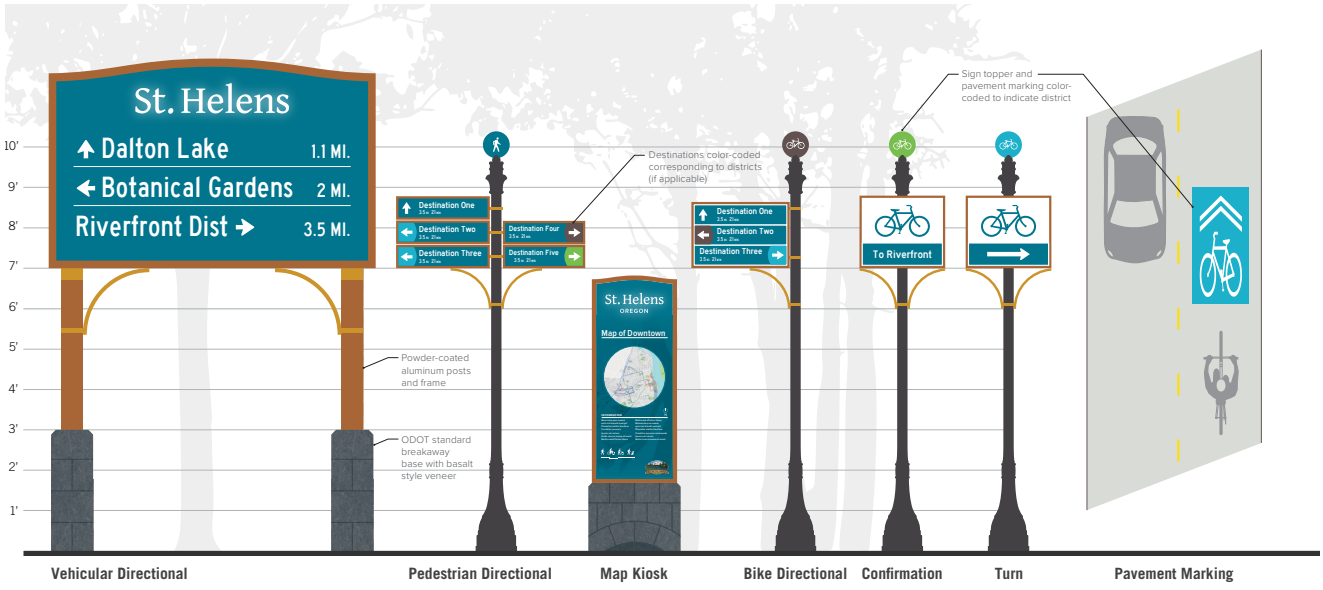
The bright, clean, and modern interpretation of a nautical color palette will be used throughout the sign family, with large and legible text. The soft arching wave shape will be used in the top of the larger signs, with color coded directional arrows and pavement markings used to indicate the district. The sign poles are chosen to match the existing, historic light poles in St. Helens.

The Gateway Arch, to be placed over Columbia Boulevard, will be constructed of painted aluminum for ease of maintenance.

**Enhanced Navigational Elements - Off Street Signage**

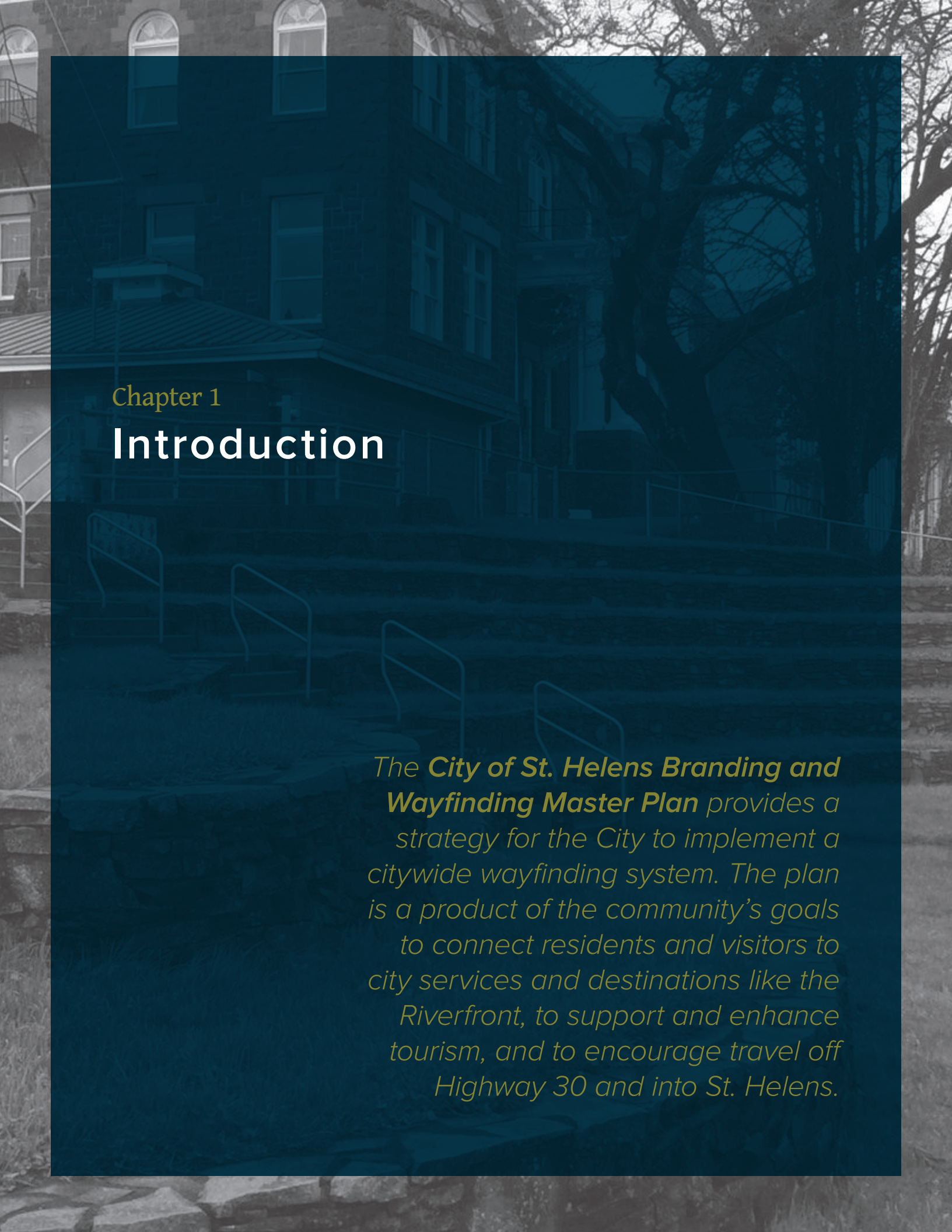



## Fundamental Navigational Elements - On Street Signage




## Identity Signage


*For conceptual design only. Not to scale.*



Chapter 1

# Introduction

*The **City of St. Helens Branding and Wayfinding Master Plan** provides a strategy for the City to implement a citywide wayfinding system. The plan is a product of the community's goals to connect residents and visitors to city services and destinations like the Riverfront, to support and enhance tourism, and to encourage travel off Highway 30 and into St. Helens.*

*With its beautiful riverfront location, Historic District, and access to Highway 30, St. Helens offers a unique visitor and shopping experience.*

Strategically placed and branded wayfinding signage will help both visitors and residents navigate to key points of interest in the City. Unified directional signage, informational kiosks, and gateways will enliven business districts by making them easier to locate from Highway 30, increasing foot traffic, and encouraging visitors to explore different parts of the City once they have arrived. Most St. Helens amenities are to the east of Highway 30; therefore, the planning effort focused on the area between the highway and the Columbia River.


There are many destinations and attractions throughout St. Helens, including the river, commercial districts, and parks.

## Overview

The City of St. Helens is located on the Columbia River, north of Portland, Oregon. Highway 30, which follows the path of the Columbia River to the Pacific Ocean, runs through the community and serves as a major transportation route for commercial and recreational trips. St. Helens has a resident population of approximately 13,000 people and welcomes visitors throughout the year. St. Helens was established as a river port on the Columbia River in the 1840s and still has a strong connection to the river for recreational and commercial activities.

St. Helens has two commercial districts (in addition to the commercial corridor along Highway 30) – the Historic District downtown and the Houlton Business District to the west near Highway 30. The Historic District is situated near the river and is defined by walkable streets, historic storefronts, and mature street trees. The Houlton Business District is less densely built than the Historic District and contains more surface parking lots and empty lots.

Effective wayfinding is important as residents and visitors explore St. Helens through different modes of transportation, including walking, biking, and driving, and from different entry points. This plan provides a comprehensive and consistent approach for wayfinding signage that will benefit the entire City.

Art along a roadway provides visual interest and a sense of place in St. Helens.


A historic photo of St. Helens showing the corner of 4th and Old Portland Road.

A good wayfinding system equips residents and visitors with easy to read information allowing a logical, intuitive experience by which to explore a local area, its services, and attractions. Clean and concise navigation information creates a welcoming experience and signage is an effective investment to encourage tourism and improve access to local destinations.

# Background Review

In developing the Branding and Wayfinding Master Plan, municipal plans and policies were reviewed in relation to multi-modal transportation and wayfinding signage.

In the following documents, there are references to Old Town/Olde Towne/ Riverfront District. In order to better reflect the City's future redevelopment, City Council changed the district name from Olde Towne to Riverfront District.

### St. Helens Waterfront Framework Plan

The St. Helens Waterfront Framework Plan (2016) calls for wayfinding improvements to "help people find downtown retail and existing business district, attract people on Hwy 30 to St. Helens downtown, and integrate corridor master planning and other efforts." The plan goes on to say that "there is a perception that Old Town and especially the waterfront are hard to find from Highway 30. A wayfinding program would help promote existing businesses and attractions and provide greater ease of travel for visitors".

### St. Helens Municipal Code: Community Development Code

Section 17.88: "Signs" provides guidance on signs in St. Helens. The stated purpose of the sign code is to "improve the effectiveness of signs, to provide for safe construction, location, erection and maintenance of signs, to prevent proliferation of signs and sign clutter, to minimize adverse visual safety factors to travelers on public highways and streets and on private areas open to public travel". The code provides guidance on sign size, placement, illumination restrictions, and when design review is required.

### Architectural Design Guidelines for the Conversation of Traditional Design in Olde Towne

The Architectural Design Guidelines for the Conversation of Traditional Design in Olde Towne, St. Helens (2012), while not providing specific guidance on wayfinding, offers guidance on lighting, commercial signage, and material and color palettes.

### City of St. Helens Parks and Trails Master Plan

The City of St. Helens Parks and Trails Master Plan (2012) recommends providing wayfinding signage along high boat

Downtown St. Helens

traffic areas, such as water trails, at Sand Island Marine Park, Grey Cliffs Park, and Columbia View Waterfront Park, to capitalize on the boat traffic generated by the Columbia River. The Parks and Trails Master Plan also recommends adding interpretive installations, kiosks, and wayfinding signage along trail routes, as well as utilizing the St. Helens Arts and Cultural Commission or local artists to provide art along trail systems.

### St. Helens Economic Development Corporation's Local Program Evaluation

The St. Helens Economic Development Corporation's Local Program Evaluation (2015) recommends the City "embrace a bike friendly program" and capitalize on its unique setting along a popular cycling route between Portland and the Pacific Ocean. The recommendation calls for the creation of bicycle-oriented signage along Highway 30 to bring cyclists onto Main Street. The plan also recommends highway signage on Highway 30 and "standard attraction and amenities signs within (ODOT's) right-of-way". The consideration of a gateway sign that reaches across Columbia Boulevard near the highway is also recommended.

### City of St. Helens Planning Department Memorandum on Sign Pollution Concerns

The City of St. Helens Planning Department Memorandum on Sign Pollution Concerns (2011) discusses the

City's concern with the use of signs and their impact to the City's appearance, including the resulting sign pollution. The memo notes that public signs (SHMC 17.88.015) are signs "placed by or with the approval of government within the right-of-way. Examples include street and traffic signage. No permit required." The memo recommends using ODOT-approved advertising signage (applicable to the highway only) for tourist-oriented directional signs and signs through the Oregon Travel Information Council.

## Corridor Master Plan

The Corridor Master Plan (2015) recommends the installation of wayfinding signage, community kiosks, and gateway markers in greater downtown area of St. Helens (Houlton and Riverfront Districts), in order to improve aesthetics and sense of place. Specific recommendations call for a gateway at the US 30 / Columbia Boulevard intersection, with additional gateway elements at 13th Street to mark the entrance to Houlton's commercial couplet, and one at Columbia Boulevard and 1st Street to make the entrance of the Riverfront District. Another specific recommendation is to install a community kiosk mid-block on the south side of Columbia Boulevard at 16th Street, adjacent to the St. Helens Post Office.


The neon City Hall sign offers an interesting contrast against the historic stone building.

## Towards Sustainable Tourism

Towards Sustainable Tourism (2007) recommends new waterfront signage on the Columbia River to "welcome boaters into downtown St. Helens", in addition to wayfinding signage along the Columbia River Highway that is artistic and includes important wording such as "historical" and "riverfront".

## Objectives

The City of St. Helens Branding and Wayfinding Master Plan is designed to create a comprehensive and cohesive wayfinding system, along with a plan for implementing signage to serve residents and visitors who are walking, biking, and driving in St. Helens. The plan aims to:

- Create wayfinding signage that will meet the needs of residents and visitors whether traveling through St. Helens as a pedestrian, in a motor vehicle, or by transit or cycling.
- Establish a high quality brand identity and design that captures local character and is coherent and attractive.
- Consider graphic standards focused on local identity and aesthetic.
- Understand key entrances and gateways to St. Helens, including decision points and sites where navigation information is suited.
- Give sign placement guidance for specific corridors or areas of the community.


St. Helens has many important destinations that draw both local residents and visitors.

## Wayfinding Principles

The “legibility” of a place describes how easy it is to understand. Places are more legible when they are arranged so people can intuitively determine the location of destinations, identify routes, and recognize areas of different character. A wayfinding system helps to make places more legible by better enabling individuals to:

- Easily and successfully find their destination.
- Understand where they are with respect to other key locations.
- Orient themselves in an appropriate direction with little misunderstanding or stress.
- Discover new places and services.

The following guiding principles, based on best practices from around North America, will help create the most effective wayfinding systems. Together, these wayfinding principles create a wayfinding system plan that is both legible and easy to navigate. These principles should be applied in St. Helens’ wayfinding sign placement and destination logic to effectively enhance the legibility of the community.

# Wayfinding Principles:

## Be Predictable

Effective wayfinding networks are predictable. When information is predictable, patterns emerge, and users of the network are able to rely on the system to provide information when they expect it. Predictability also helps users understand new situations quickly, whether it be navigating a new intersection or traveling to a destination for the first time.

Users come to trust a predictable wayfinding network, making new journeys easier to attempt and complete. Every time a new trip is completed, users' confidence in the wayfinding network will be sustained or increased.

Predictability should relate to all aspects of wayfinding placement and design (i.e., sign materials, dimensions, colors, forms, and placement). Similarly, maps should employ consistent symbology, fonts, colors, and style. The system must be designed in accordance with local, state, and federal guidelines to ensure funding eligibility through state and federal sources.

## Keep Information Simple

For a wayfinding network to be effective, information needs to be presented clearly and logically. The presentation of information needs to be balanced: too much information can be difficult to understand; too little and decision-making becomes impossible. The placement of signs and the information provided at each placement are also critical. To be successful, wayfinding information must be provided in advance of where major changes occur and confirmed when the maneuver is complete.

Wayfinding signage design should be accessible and comprehensible by a wide range of users, including people of all ages and ability levels. Special consideration should be taken for those without high educational attainment, English language proficiency, or spatial reasoning skills. In areas with high rates of users with English as a second language, the wayfinding should use text and symbols that will be understood by non-English speakers. Designers should minimize the use of bilingual text or separate-language signs, as including these elements can make signs cluttered and reduce overall legibility.

It is important to provide information in manageable amounts. Too much information can be difficult to understand; too little and decision-making becomes impossible.

## Maintain Motion

Bicycling and walking require physical effort, and frequently pausing to check directions may lead to frustration and discouragement. Consistent, clear, and visible wayfinding elements allow pedestrians and bicyclists to navigate while maintaining their state of motion. To help users maintain motion, wayfinding information must be quickly read and easily comprehended.

## Promote Active Travel

A wayfinding network should encourage increased rates of active transportation by creating a clear and attractive system that is easy to understand and navigate. The presence of wayfinding signs should communicate that walking and bicycling to many destinations is convenient

An effective wayfinding system makes active transportation facilities more visible and helps to increase use of both on-street and off-street facilities. Wayfinding improvements are a cost-effective way of drawing attention to existing facilities and how they connect people to the places they want to go.

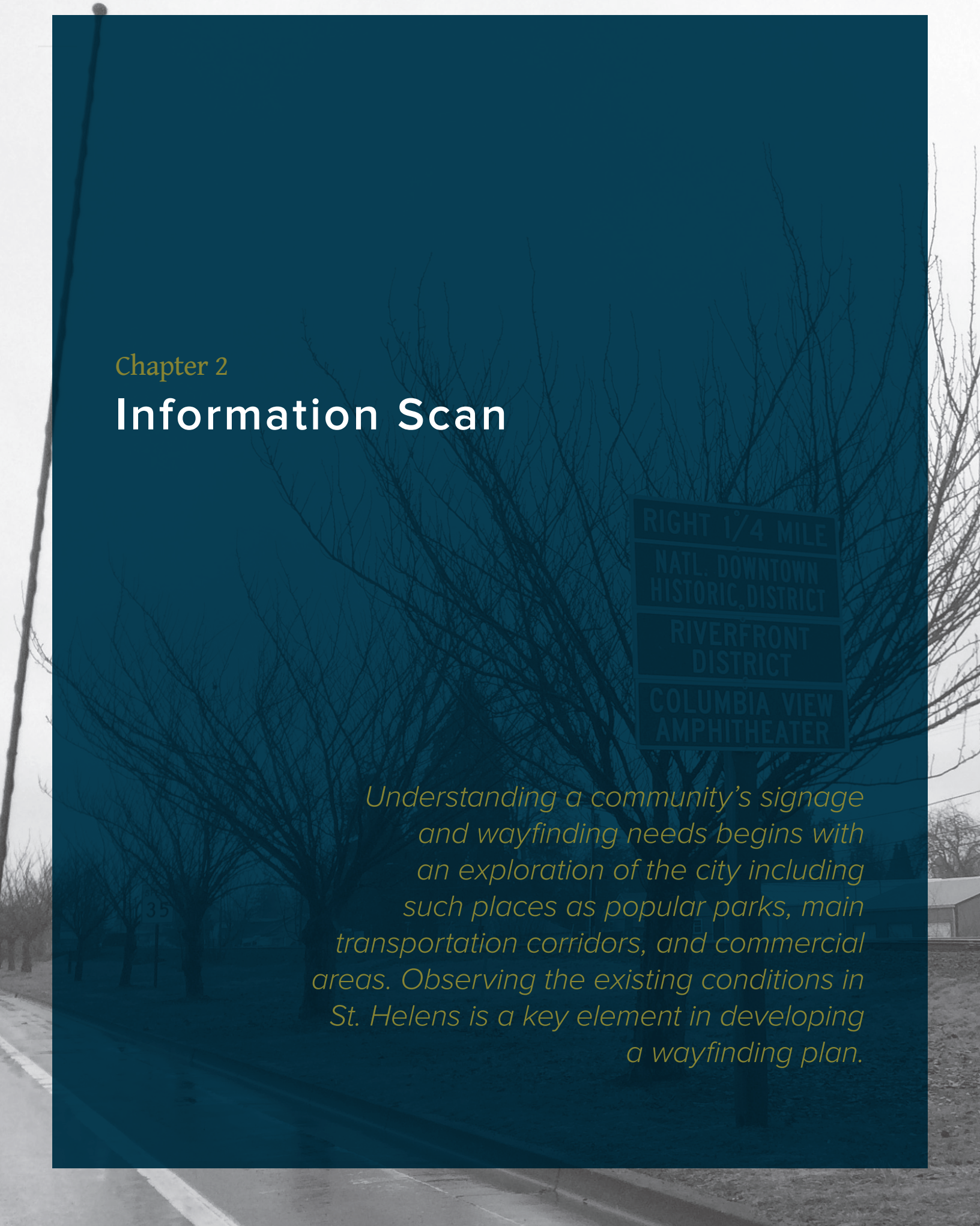

## Connect Places

An effective wayfinding system enables residents and visitors alike to travel between destinations and discover new destinations and services. Wayfinding connects neighborhoods and provides navigational assistance to both local and regional destinations. Effective wayfinding is an extension of the transportation network and provides a seamless travel experience for people walking, biking, or driving.

Wayfinding connectivity goes beyond physical signage. Wayfinding signage elements can create a deeper connection to a place, cultivate a sense of pride by reflecting community values and identity, and support local economic development by encouraging residents and visitors to use services.

Chapter 2

# Information Scan




*Understanding a community's signage and wayfinding needs begins with an exploration of the city including such places as popular parks, main transportation corridors, and commercial areas. Observing the existing conditions in St. Helens is a key element in developing a wayfinding plan.*

*To better understand the existing conditions and community, the project team explored St. Helens by motor vehicle and on foot. City corridors, districts, and destinations were visited to get a sense of the community and understand the experience of those living in and visiting St. Helens.*

St. Helens is comprised of two business districts that are over one mile apart. This separation poses challenges when trying to create a walkable commercial destination without wayfinding signage. The two districts, with surrounding neighborhoods and industrial or vacant areas, appears to be accessible by all modes of travel despite being largely oriented toward motor vehicle traffic. Sidewalks, bike lanes, and trails provide opportunities for walking and biking throughout St. Helens.

The Arts & Cultural Commission banners (above and following page) are attractive welcome banners in St. Helens.

## St. Helens' Existing Wayfinding System

The City of St. Helens has signage installed intermittently throughout the community. The City has implemented many different types of signs, ranging from fundamental wayfinding elements to celebrating local culture and achievements. The planning team reviewed existing signage conditions against the wayfinding principles presented in this plan and concluded the following:

- Some wayfinding exists in the city, but it is not comprehensive. There are long corridors with little to no wayfinding signage.
- Wayfinding signs have been installed at different times by different departments, resulting in a range of signage aesthetics.
- There is a general lack of standardization in sign information, hierarchy and placement practices.

Combined, these characteristics limit the effectiveness of the wayfinding system. The lack of signage consistency makes the system unpredictable and often difficult to understand. Additionally, signage is inconsistent and not always scaled appropriately based on location, making navigation between destinations difficult. There are many opportunities to improve St. Helens' wayfinding system. This section provides an overview of how the existing system performs according to each of the five wayfinding principles and indicates where opportunities for improvement exist.

### *Gateway Signs*

St. Helens has entrance and gateway signs along Highway 30. Banner signs and wood gateway structures are also wayfinding elements that welcome and orient people to the community.

The existing wayfinding signage is well designed. However, variation in graphic design elements and branding is inconsistent. Current welcome signs on the edge of the city feature simple timber design and are difficult to see from the highway. Additionally, the existing signage does not effectively represent the community character of St. Helens.




Examples of existing wayfinding signage in St. Helens includes gateway signage and banner signs.

### *Wayfinding Signage*

St. Helens has a mix of wayfinding signage directed at motor vehicles, pedestrians, and cyclists. Local tourism signs advertise the Riverfront District and Business District and destinations such as the Elks Lodge, the Amphitheater, and civic buildings.

Signage is varied in style, color, design, and scale and not uniformly located relative to destinations. Street signs, parking signs, or local destination signs are most effective when located at logical decision points. Pedestrians, cyclists, motorists, and transit users all need and use a range of signage to reach their destinations or to find their way around the community.




Signage is varied across St. Helens and lacks a consistent look and feel.

### *Local Character and Identifying Elements*

St. Helens has a rich history of logging and ship building, with a strong connection to the Columbia River as a port town. Attractive local basalt stone is used as a construction material in many historic civic and residential buildings, in addition to historic infrastructure and retaining walls, throughout St. Helens. Weathered wood, remnants of the town's legacy as a ship building hub, dots the landscape and provide a maritime identity to the community.

Local art enhances the natural landscape, with motifs of fish, animals, and Native American-inspired patterns.

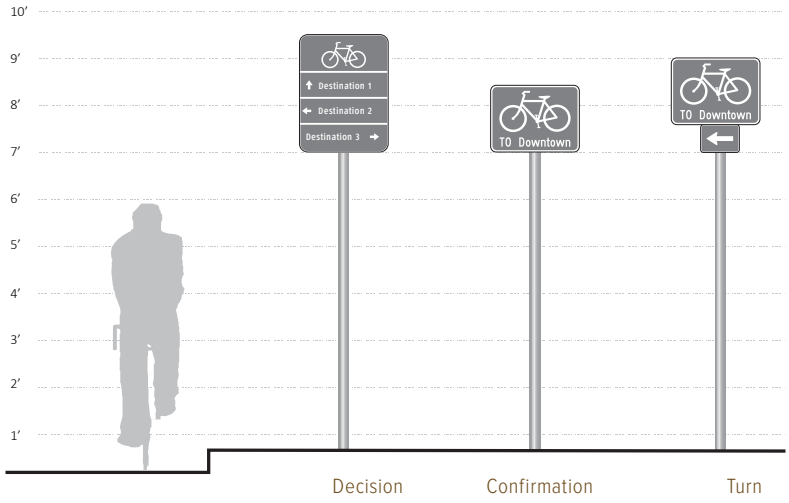
Historic architecture, scenic views, and local artwork are all part of St. Helens' unique character.

Chapter 3

# Best Practices

*The goal of wayfinding signage is to enhance the user's experience.*

**Figure 1. Navigation Signage Elements**




*This section describes the fundamental navigational elements that are recommended to increase legibility along St. Helens' on- and off-street network. This section also describes enhanced wayfinding tools that can be integrated into the wayfinding system to provide additional clarity and opportunities to create custom components reflecting the character of St. Helens.*

The fundamental and enhanced elements described apply to both the on-street and off-street transportation and recreation network.

Wayfinding elements reviewed in this section include:

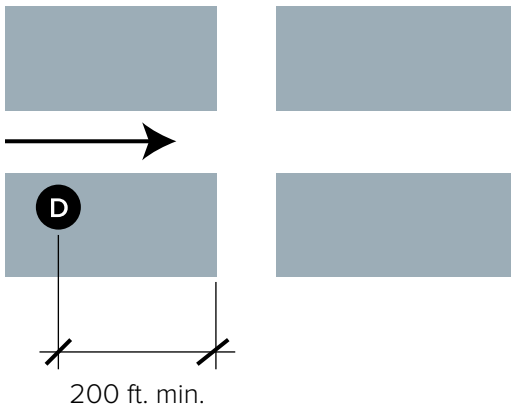
**Fundamental Navigational Elements**

- Vehicular Oriented Decision sign
- On-street Bicycle Decision sign
- On-street Bicycle Confirmation sign
- On-street Bicycle Turn sign

**Enhanced Navigational Elements**

- Pavement Markings
- Mile Markers
- Map Kiosks
- Gateway Monuments
- Pedestrian Decision Sign
- Off-street Decision Sign
- Trailhead Identity Sign

**Figure 2. Vehicular Signage Placement**




Vehicular signage should be located 200' from an intersection (MUTCD).

# Fundamental Navigational Elements

The fundamental family of signs that provide navigational information consists of decision, confirmation, and turn signs. The function, content, and placement of each are described below.

## Vehicular Oriented Decision Signs

The Manual on Uniform Traffic Control Devices (MUTCD) is a document issued by the Federal Highway Administration of the United States Department of Transportation. It is the national standard for all traffic control devices installed on any street, highway, bikeway, or private road open to public travel.

While the MUTCD provides standards and guidelines for the design, size, and content of roadway signs (see pages 28-32 for more detail on these standards), many jurisdictions have implemented unique signs to enhance visibility or reinforce local identity (See Section 2D.50 Community Wayfinding Signs).

The following guidance is specified in the MUTCD:

*Devices should be designed so that:*

- Size, shape, color, composition, lighting or retroreflection, and contrast combine to draw attention to the devices.
- Size, shape, color, and simplicity of message combine to produce a clear meaning.
- Legibility and size combine with placement to permit adequate time for response.
- Uniformity, size, legibility, and reasonableness of the message combine to command respect.
- The correct font and size is used. (Federal approval required for font types other than Highway Gothic fonts).
- All letters have a minimum 6" height.
- Design layouts for conventional road guide signs show centerline spacing, edge spacing, and other specification details per the "Standard Highway Signs and Markings" book (see Section 1A.11).

*Size of Legend:*

- The longer the legend is on a guide sign, the longer it will take road users to comprehend it, regardless of letter size.
- Guide signs should be limited to no more than three lines of destinations, which include place names, route numbers, street names, and cardinal directions.
- The maximum length for a single destination title should be 19 characters (including spaces) in title case. The ideal maximum length for a single destination title is 10-14 characters (including spaces) in title case.

*Color Coded Districts:*

- Color coding is sometimes used on community wayfinding guide signs to help road users distinguish between multiple potentially confusing traffic generator destinations located in different neighborhoods or subareas within a community or area.
- Per the MUTCD, community wayfinding guide signs may use background colors other than green in order to provide a color identification for the wayfinding destinations by geographical area within the overall wayfinding guide signing system.

*Placement:*

- Locate community wayfinding signs away from intersections where high-priority traffic control devices are present.
- On curved alignments, determine the angle of placement by the direction of approaching traffic rather than by the roadway edge at the point where the sign is located.
- Community wayfinding guide signs can not be used to provide direction to highway routes or streets.

**Figure 3.Bicycle Decision Sign**


MUTCD approved on-street bicycle decision sign
(OR MUTCD Supplement 2009)

## On-Street Bicycle Decision Sign

### *Function and Content:*

Decision signs clarify route options when many are available. Signs typically consist of a system brandmark and space for up to three destinations. Decision signs may also include the specific route or path name. A minimum text height of 2 inches per destination should be used, and character width may vary according to destination length. Oregon's supplement to the MUTCD allows adding distance in miles and/or time (10 miles per hour/6 minute per mile travel speed for bicyclists; 3 miles per hour/20 minutes per mile for pedestrians).

Per the MUTCD and Standard Highway Signs, the standard size for a sign that lists destinations in three lines is 18 inches high by 30 inches wide. However, many municipalities use a vertical format sign that measures 24 inches wide by 30 or 36 inches tall. This is accomplished by omitting the bicycle symbol from each separate line and instead having a single symbol at the top of the sign. Generally, providing 6 inches of vertical space per destination line allows for the 2 inch minimum text height. Sign width is not standardized by the MUTCD.

***Table 1 : Letter Height Guidance***

| | Capital Letter Height | Lowercase Letter Height |
|---|---|---|
| Roadway Signage | 8 inches | 6 inches |
| Bike Signage | 2 inches | 1.5 inches |

### *Placement:*

Decision signs should be placed before decision making points or intersections. Sufficient distance prior to the intersection (based on design speed, number of destinations, and other sign placement factors) should be provided to allow for safe recognition and response to information provided. Care should be taken so the turns or options the sign refers to are obvious. Decision signs should not be placed near side or access paths that could be confused with the primary route.

**Figure 4.Bicycle Turn and Confirmation Signs**


MUTCD turn sign


MUTCD confirmation sign

## On-Street Bicycle Turn Sign

### *Function and Content:*

Turn signs clarify a specific route at changes in direction when only one route option is available. These signs may include a system brandmark, route or pathway name, and directional arrow. Standard D1-1 series signs may be used to indicate turns. Turn signs use height and width considerations similar to decision signs. Standard turn arrow signs (M5 and M6 series) may also be used in conjunction with bike route signs to clarify turn movements.

### *Placement:*

Placement signs are located prior to turns to provide users advance notice of a change in direction. Turn signs may be used in conjunction with a decision sign at complex intersections warranting additional guidance.

## On-Street Bicycle Confirmation Sign

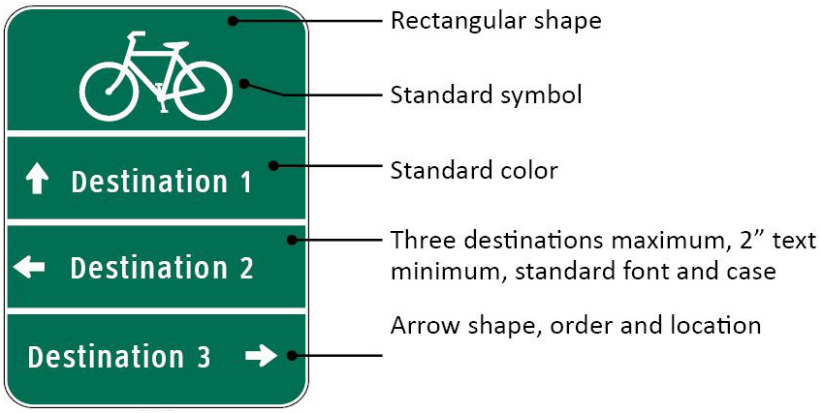
### *Function and Content:*

Confirmation signs, placed after a turn movement or intersection, reassure users that they are on the correct route. System brandmark and/or route name may be included. A minimum size of 24 inches wide by 18 inches high should be used for on-street bike route signs.

### *Placement:*

Signs should be placed 50 to 100 feet after decision points. Confirmation signs need not occur after every intersection. They should be prioritized at locations where a designated route is not linear and after complex intersections. Complex intersections include those having more than four approaches, non-right angle turns, roundabouts, or in-direct routing.

Figure 5.Bicycle Decision Sign




Standard MUTCD compliant decision sign

## National Signage Guidance

The MUTCD specifies the standard for all traffic control devices (including wayfinding signs and pavement markings) installed on any street, highway, bikeway (including paved shared use paths), or private road open to public travel. The MUTCD was established to achieve uniformity and consistency in traffic control devices so information would be readily recognized and understood by travelers. Both on-street and off-street bicycle facilities are required to follow the standards within the MUTCD.

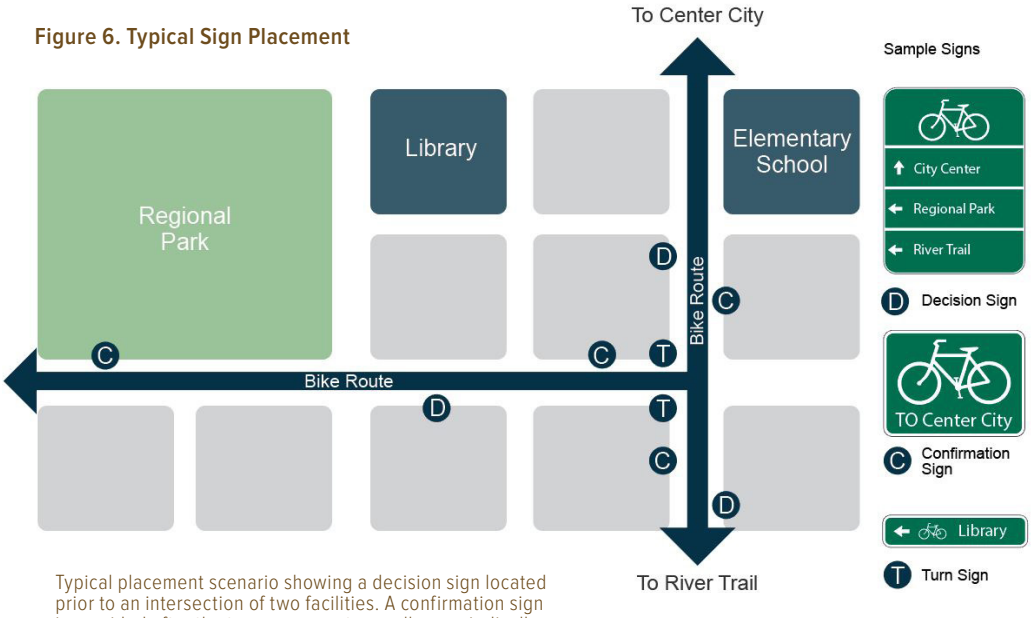
Per the MUTCD, signs should be designed so that:

- Size, shape, color, composition, lighting or retro-reflection, and contrast are combined to draw attention to the sign; simplicity of message combine to produce a clear meaning.
- Legibility and size combine with placement to permit adequate time for response.
- Uniformity, size, legibility, and reasonableness of the message combine to command respect.

Additionally, the MUTCD recommends the arrangement and amount of text, also referred to as legend, on each section of each sign:

- Decision signs should be limited to no more than three lines of destinations, but a single line destination is highly recommended. These include place names, route numbers, street names, and cardinal directions.
- A straight-ahead location should always be placed in the top slot followed by the destination to the left and then the right. If two destinations occur in the same direction, the closer destination should be listed first followed by the farther destination.
- Arrows shall be depicted as shown above for glance recognition, meaning straight and left arrows are to be located to the left of the destination name; while an arrow indicating a destination to the right shall be placed to the right of the destination name. The approved arrow style must be used.
- If limiting the destination name to a single line, the maximum length for a destination title should be 19 characters (including

**Figure 6. Typical Sign Placement**




Typical placement scenario showing a decision sign located prior to an intersection of two facilities. A confirmation sign is provided after the turn movement as well as periodically along the route for reassurance.

spaces) in title case. An ideal length for a single destination title is 10-14 characters (including spaces) in title case. These character limits often necessitate the use of abbreviations or icons, which are also helpful in serving non-English speaking travelers. Standard icon sets and abbreviations will be provided in the final document.

- In situations where two destinations of equal significance and distance may be properly designated and the two destinations cannot appear on the same sign, the two names may be alternated on successive signs.
- Approved fonts include the Federal Series (series B, C, or D), also known as Highway Gothic. FHWA granted interim approval for use of the Clearview font in 2004, but rescinded this approval in January 2016. A contrast level of 70% needs to be achieved between foreground (text and graphics) and background.

FHWA and USDOT have made statements encouraging a flexible approach in support of facilities for bicycling and walking:

- "...DOT encourages transportation agencies to go beyond the minimum requirements, and proactively provide convenient, safe, and context-sensitive facilities that foster increased use by bicyclists and pedestrians of all ages and abilities, and utilize universal design characteristics..." (2010)
- Federal Highway Administration's (FHWA) support for taking a flexible approach to bicycle and pedestrian facility design. (2013)

While the MUTCD provides standards and guidelines for the design, size, and content of wayfinding signs, many jurisdictions have implemented unique signs to enhance visibility while reinforcing local identity.

## Figure 7. MUTCD Spectrum

**Rigid MUTCD** → **MUTCD Influenced**


- MUTCD compliant signs
- Information is clear and consistent.
- Regional context or local identity not present.
- Variation in sign sizes and shapes.
- Encouragement information not present.



- D1 series signs consolidated into a single sign reduces the number of signs required, overall sign clutter, and sign dimensional variation.
- MUTCD does not provide for travel times however numerous cities and states (Portland OR, Eugene OR, Nampa ID, Columbus, OH and Jackson WY) incorporate this additional information.



- Community signs may be augmented by unique system or municipality identifiers or enhancement markers as per Section 2D.50.
- MUTCD allows for custom framing as well as color variations for community wayfinding signs.


- Directional sign with graphic map. Includes clear directional information and arrows, high contrasting text, pathway facility name, and user map.


- Custom framing and support structures. Unique sign shapes. High contrast graphic content, non-standard colors and layout.

The MUTCD Spectrum (Fig. 7) shows a range of wayfinding elements that have been implemented by municipalities around the U.S. The range extends from rigid MUTCD on the left to the more flexible options on the right. Signs that adhere to the MUTCD basic minimum standards are readily understood by a wide audience, economical, and simple to fabricate and maintain. Because of their strict MUTCD compliance, these signs are also clearly eligible to be implemented with federal transportation funding sources. Signs that follow the community wayfinding standards may be costlier to design, fabricate, and maintain, however they have the added benefits of reflecting local character and identity.

Figure 8. Fundamental Wayfinding Elements - On-Street Sign

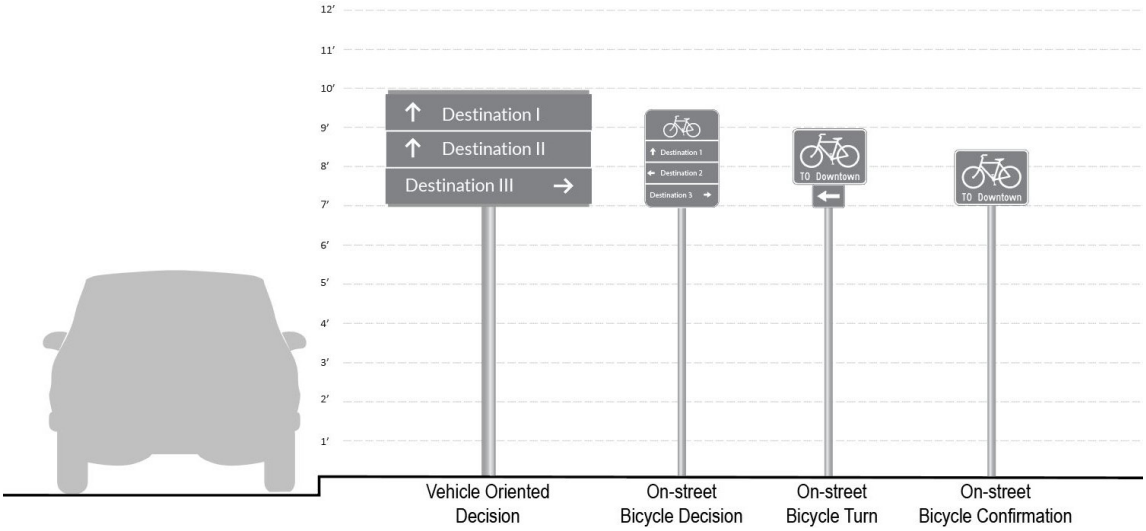



Figure 9. Fundamental Wayfinding Elements - Additional Elements

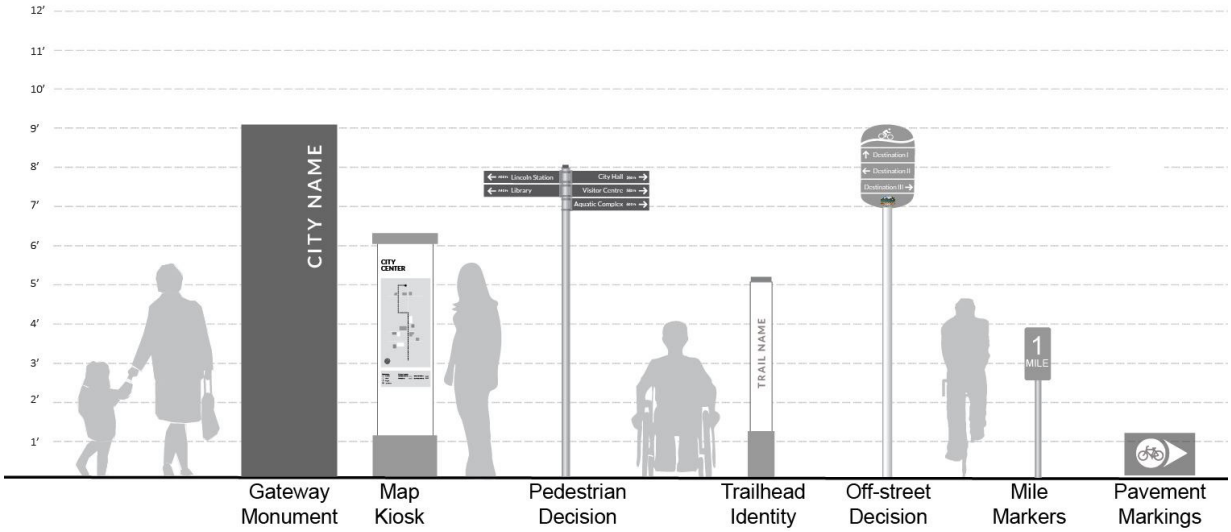
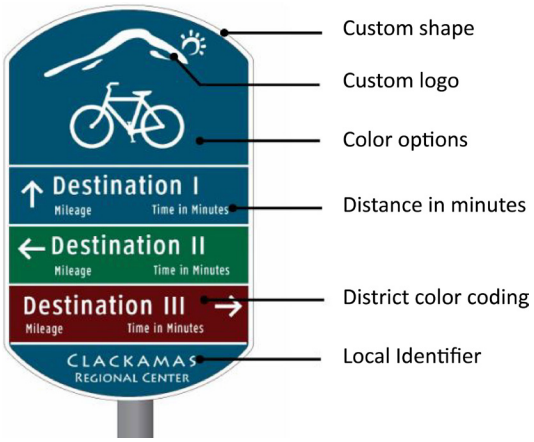


Figure 10. Flexible Decision Sign




Flexible decision sign incorporating community wayfinding standards

## Community Wayfinding Standards

Wayfinding signs, which allow for an expression of community identity and pride, reflect local values and character and may provide more information than signs which strictly follow the basic guidance of Part 9 in the MUTCD. Section 2D.50 of the MUTCD describes community wayfinding signs as follows:

- Community wayfinding guide signs are part of a coordinated and continuous system of signs that direct tourists and other users to key civic, cultural, visitor, and recreational attractions and other destinations within a city or a local urbanized or downtown area.
- Community wayfinding guide signs are a type of destination guide sign with a common color and/or identification enhancement marker for destinations within an overall wayfinding guide sign plan for an area.

The design of the directional arrows provide clarity and are approved by the FHWA (Fig. 10). The standard arrow has been deemed by engineering studies to have superior legibility. Enhancement markers may occupy up to 20% of the sign face on the top or side of the sign.

Figure 11. Color Wheel Diagram

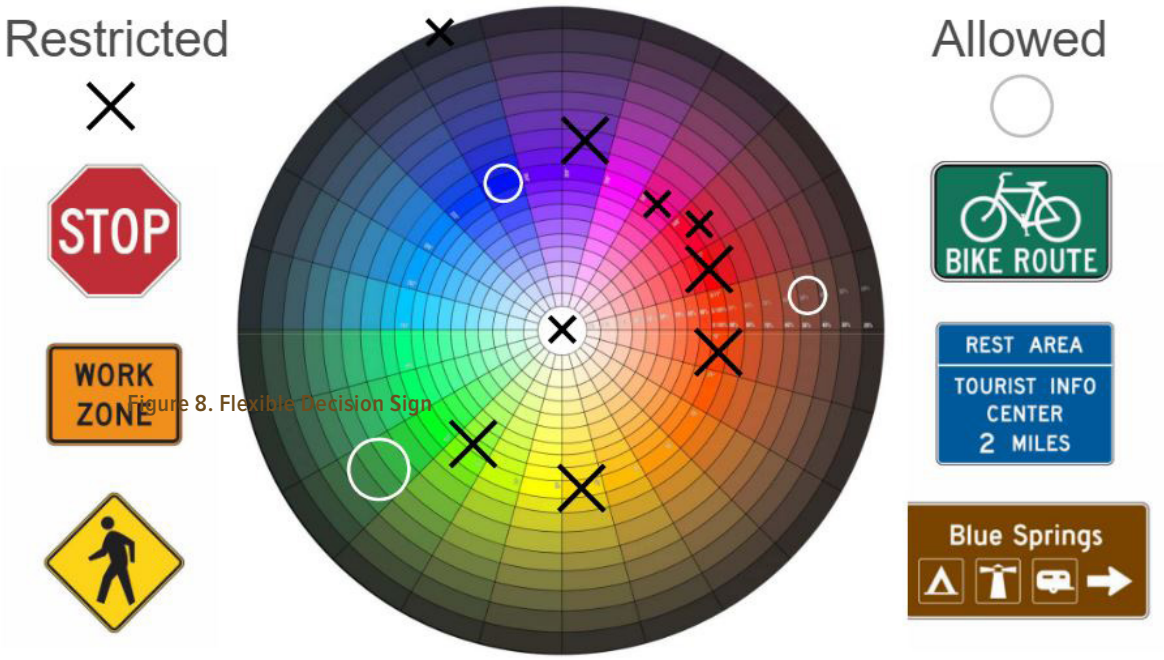



Figure 8. Flexible Decision Sign

Each of the colors depicted with an "X" are not allowed for use on community wayfinding signs. Colors and the nature of their message is the following: blue (services), brown (recreation), green (guide), orange (construction), pink (incident management), purple (toll roads), red (regulatory), yellow (warning), yellow-green (school zone).

### *Colors:*

Per the community wayfinding standards, color coding may be used on wayfinding guide signs to help users distinguish between multiple potentially confusing traffic generator destinations located in different neighborhoods or subareas within a community or area. Community wayfinding guide signs may use background colors other than green in order to provide a color identification for the wayfinding destinations by geographical area within the overall wayfinding guide signing system.

The MUTCD prohibits the use of some background colors, known as "assigned colors", for community wayfinding signs to minimize possible confusion with critical, higher-priority regulatory and warning sign color meanings readily understood by road users. "Assigned colors" consist of the standard colors of red, orange, yellow, purple, or the fluorescent versions thereof, fluorescent yellow-green, and fluorescent pink.

The color wheel diagram (Fig. 11) depicts colors that are already assigned specific meanings and thus shall not be used on community wayfinding signs. Green is the standard color for guide signs. Blue and brown are also used for traveler information including destination and street name signs. The remaining colors are eligible for use on community wayfinding signs as long as they are sufficiently different from "assigned colors".

# Enhanced Navigational Elements

## Pavement Markings

Directional pavement markings indicate confirmation of user presence on a designated route and where users should change direction. Especially in urban settings, pavement markings can often be more visible and can help supplement or reinforce signs.

### *On-Street Markings*

The following images show different types of pavement markings used for wayfinding purposes. While the shared lane marking (right, top) is currently the only FHWA approved pavement marking, some cities are testing the effectiveness other options.

In some places in the US, the chevrons on the top of the MUTCD-standard bicycle symbol are used to indicate the direction of intended travel. Although this practice is not approved by the FHWA or eligible for federal funding, many local transportation engineers are confident that the benefits of the turned, directional chevrons outweigh the risks. For example, Portland, OR installs standard shared lane markings with federal funds and then makes modifications later with local funds to add the directional wayfinding component.

### *Off-Street Markings*

Some pavement markings, including off-street shared use path markings, can give an identity to the route and include directional and trip information, including distances and/or times. While such markings are not included as traffic control devices within the MUTCD, numerous communities have implemented off-street markings using thermoplastic or other materials. The installation of thermoplastic on concrete trails requires the use of a binder. Other marking materials, such as an epoxy paint, may be more appropriate for this trail surface type.

On-street shared lane marking

Directional shared lane marking (not FHWA approved)


Off-street pavement marking


Mile marker along the Razorback Greenway in Arkansas


Orientation map with color coded districts in Portland, OR.

## Mile Markers

Mile markers assist users by measuring distance traveled along an on-street or off-street facility. Furthermore, mile markers provide emergency response personnel points of reference to identify maintenance needs or locations of emergency events. System brandmark, facility name, and distance information in miles may be included as well as jurisdiction identification.

Mile markers should be placed every 1/4 to 1/2 mile along a route. Point zero should begin at the southernmost and/or westernmost terminus points of a facility. Mile numbering is often reset at zero as a facility crosses a jurisdictional boundary, but regionally-significant facilities may choose continuous numbering.

Although it is ideal to place mile markers on the right-hand side of the path facing bicycle traffic, they may also be installed on one side of a pathway, on a single post, front and back or embedded in the facility surface itself.

## Map Kiosks

Kiosks with area and/or citywide orientation maps can provide helpful navigational information, especially where cyclists and pedestrians may be stopping long enough to digest more information (i.e. transit stations or stops, busy intersections, trail heads). The use of icons and high contrasting colors can make maps comprehensible to a wider audience.

Adding circles that indicate walk and bike times provides encouragement to explore urban areas. Additionally, orienting signs with respect to the audience's view (known as a "heads up orientation") is considered by wayfinding practitioners to be more intuitive than maps where north is at the top.


Lents Town Center gateway in the Lents neighborhood in Portland, OR


Cedar Park Entry Monument in Cedar Park, TX

## Gateway Monuments

A Gateway Monument is typically any freestanding structure or sign that will communicate the name of a local entity. Gateway signs provide the first welcome to visitors while reinforcing community identity, pride, and sense of place. They should be integrated into the greater wayfinding plan in order to create a unified, welcoming, and legible system.

**Gateway Monuments should:**

- Be visible from the traveled way and should be placed at the approach into a local entity, to avoid motorist distraction and visual clutter. There should be a maximum of one Gateway Monument.
- Include the officially adopted seal or slogan of the local entity, however this is not required.
- Be located well beyond the clear recovery zone or otherwise placed to minimize the likelihood of being struck by an errant vehicle.
- Be kept clean, free of graffiti, and in good repair. Their care should be incorporated into City maintenance schedules prior to their installation.
- Be developed and placed to require low or no maintenance to minimize exposure of workers and others to potential risks. Protective graffiti resistant coatings should be applied.
- Be composed of materials that are durable for the projected life span of the project.
- Be appropriate to the proposed setting and community context.
- Be in proper size and scale with its surroundings.


Philadelphia pedestrian wayfinding system


Directional sign currently being implemented in Kelowna, British Columbia

## Pedestrian Decision Sign

Pedestrian decision signs can enhance a user's awareness of surrounding destinations by using color to clearly recognize districts and attractions. Expressing the proximity to local destinations encourages locals and visitors to explore and visit historic areas and landmarks.

## Off-street Decision Sign

Directional signs use arrows to point to nearby destinations, especially at intersections where navigational decisions must be made. These signs name the destinations and may also provide the distance to them.

For pedestrians, the placement of directional signs can be more flexible because pedestrians have more time to pause and interpret the sign. Cyclists, who may be riding faster or together with automobile traffic, require directional signs at prescribed distances before a potential decision point so that they can properly position themselves to make a turn.

Off-street decision signs should be placed a minimum of 24 inches from edge of the facility and be mounted at least 4 feet high.


Trail sign along the Razorback Greenway in Arkansas.

## Trail Identity Sign

Trail identity signs can be located at intersections or trailheads to communicate the facility name. A sign blade indicating the name of the off-street facility can also help bring awareness and attention. Signs should meet MUTCD standards. If signs cannot be provided, pavement markings can provide similar information.


Burke-Gilman trail in Seattle, WA

# Wayfinding Sign Placement Guidance

## Wayfinding Placement Logic

A hierarchy of destinations is established in to order consistently select and arrange destination names for inclusion on signs. It is not possible to name all places on signs, therefore a system of prioritization is used to stagger signs along a route.

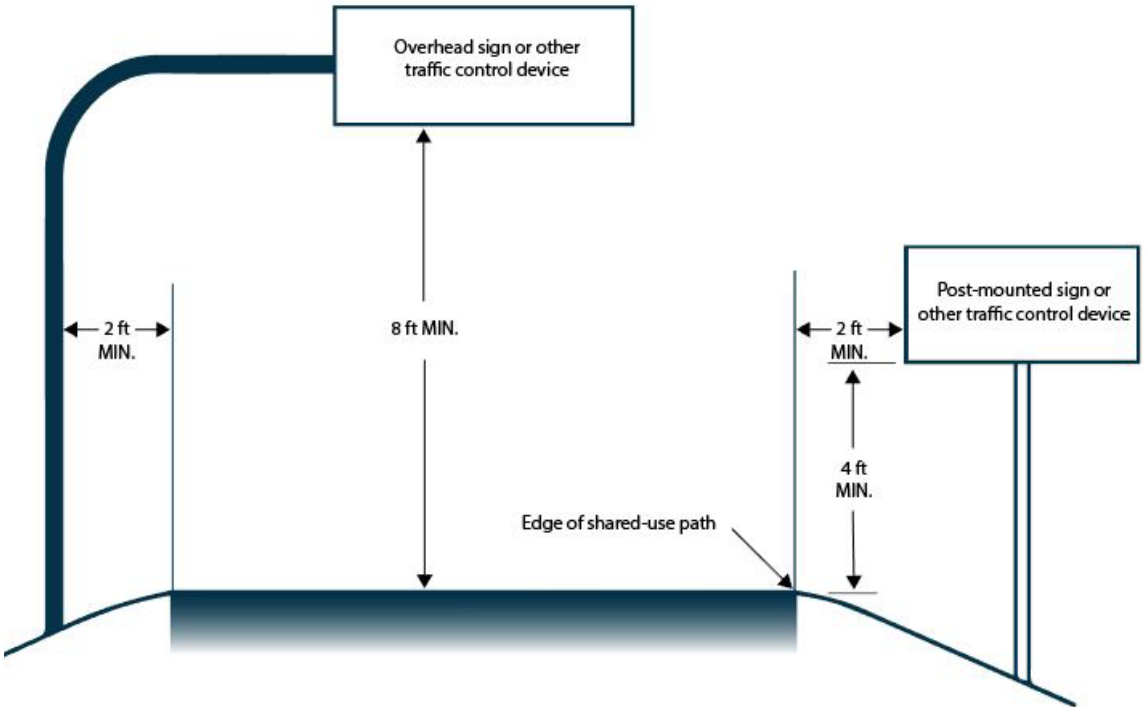
Developing a wayfinding system follows a process that includes identifying and prioritizing destinations; identifying common routes that link to major destinations; identifying important transfer locations or decision points along these routes; and finally determining the best location to place signage.

The *Guide for the Development of Bicycle Facilities* by the American Association of State Highway Transportation Officials (AASHTO) provides information on the physical infrastructure needed to support bicycling facilities. Most of this guidance applies to off-street facilities as well. The AASHTO Guide largely defers to Part 9 of the MUTCD for basic guidelines related to the design of wayfinding systems.

Additional information provided by AASHTO regarding wayfinding is as follows:

- Many communities find that a wayfinding system as a component of an active transportation network enhances other encouragement efforts, because it provides a visible invitation to new users, while also encouraging current or experienced users to explore new destinations.
- Wayfinding signs should supplement other infrastructure improvements so that conditions are favorable, as signs alone do not improve safety or rider comfort.
- Guide signs may be used to designate continuous routes that may be composed of a variety of facility types and settings.
- Wayfinding guidance may be used to provide connectivity between two or more major facilities, such as a street with bike lanes and/or sidewalks and a shared-use path.
- Wayfinding may be used to provide guidance and continuity in a gap between existing sections of a facility, such as a bike lane or shared-use path.
- Road/path name signs should be placed at all path-roadway crossings to help users track their locations.
- Reference location signs (mile markers) assist path users in estimating their progress, provide a means for identifying the location of emergency incidents, and are beneficial during maintenance activities.

Figure 12. Minimum Clearances on Shared-Use Paths




(Source: MUTCD Figure 9B-1)

# Accessibility Standards

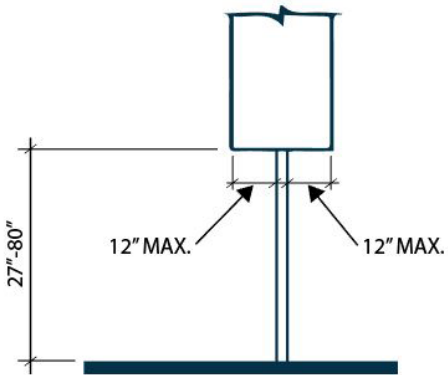
As wayfinding systems often relate to accessible routes or pedestrian circulation, it is important to meet technical guidance from the Americans with Disabilities Act 2010 Standards for Accessible Design in order to implement wayfinding elements that do not impede travel or create unsafe situations for those with disabilities.

The following are standards that should be considered when designing and placing wayfinding signs.

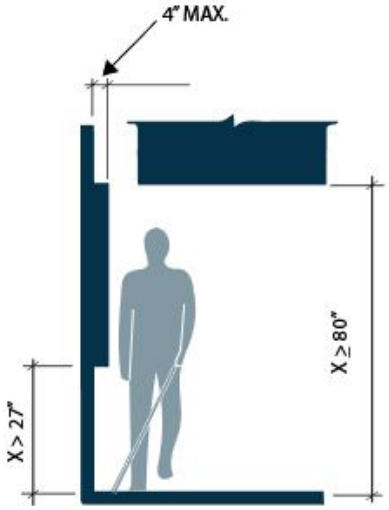
## Vertical Clearance

Vertical clearance shall be 96 inches high maximum (when overhanging the an off-street facility), or 48 inches minimum from the grade of the off-street facility to the bottom of the sign and 24 inches from the edge of the facility tread to the edge of the sign when the sign is mounted adjacent to the facility.

Figure 13. ADA Standards Diagrams




(Source: ADA Standards Figure 307.3)




(Source: ADA Standards Figure 307.2)

## Post-Mounted Objects

Where a sign or other obstruction is mounted between posts or pylons and the clear distance between the posts or pylons is greater than 12 inches, the lowest edge of such sign or obstruction shall be 27 inches minimum or 80 inches maximum above the finish floor or ground.

## Protruding Objects

Objects with leading edges more than 27 inches and not more than 80 inches above the finish floor or ground shall protrude 4 inches maximum horizontally into the circulation path.

## Required Clear Width

Protruding objects may not, in any case, reduce the clear width required for accessible routes. Generally, this requirement is met by maintaining 4 feet minimum clear width for people maneuvering mobility devices. This requirement applies to sidewalks and other pedestrian circulation paths.

## Shared Use Paths

Accessibility standards for shared-use paths are being developed by the Architectural and Transportation Barriers Compliance Board (Access Board).

Chapter 4

# Mapping

*A central principle of wayfinding is consistent, easily understood and legible communication of destination names.*

## Destination Hierarchy

There are three types of potential destinations that could be included on signs. Level 1 destinations should receive first priority on wayfinding signs, followed by Level 2. Level 3 destinations should only be included when other destinations are not present to fill available slots on a sign. All destinations to be included on the signs should be open and accessible to the public.

### *Level 1—Districts and Neighborhoods*

Level 1 destinations provide specific navigational information by directing users to recognizable districts and neighborhoods. These may be city centers; historic, commercial, cultural, or educational districts; or neighborhoods with a distinct and recognizable name and character. Emphasis should be placed on districts providing a mix of services. Level 1 destinations should be included on signs up to four miles away.

### *Level 2—Landmarks*

Level 2 destinations are specific landmarks or major attractions which generate a high volume of visitors. Landmarks include transit stations, major tourist venues, regional parks, open spaces, and post-secondary educational institutions. Level 2 destinations should be signed up to two miles away.

### *Level 3—Local Destinations*

Level 3 destinations are local destinations such as civic buildings, parks, high schools, shopping centers, and healthcare facilities. They typically occur on signs in low-density areas where few other destinations are present or along pathways not connecting higher priority (Level 1 and 2) destinations. Level 3 destinations may be signed up to one mile away.

## Naming Guidance

Sign guidance outlines a standard approach for names of destinations that can reasonably fit on signage. Typically, 14-15 characters (including spaces) is the ideal length for destination names, and 19 characters is roughly the longest that will fit on a sign.

# Approved Destinations

For St. Helens, Level 1 destinations are the Historic District, the Houlton Business District, and the proposed Riverfront District that will be redeveloped in the future. Level 2 destinations are major attractions or landmarks and Level 3 destinations are local attractions.

Table 2 shows the approved destinations, along with the abbreviated name of the destination as it will appear on wayfinding signage.

***Table 2: Approved Destinations***

| ***Tier 1 - Neighborhoods & Districts*** | |
|---|---|
| Tier 1 destinations include neighborhoods and districts of St. Helens that have been identified within City documents. Districts are generally areas that include several destinations which together generate traffic. | |
| ***NAME*** | ***ABBREVIATION*** |
| Houlton Business District | Houlton Bus Dist |
| Riverfront District | Riverfront Dist |
| St. Helens Downtown Historic District | Historic Dist |
| ***Tier 2 - Landmarks*** | |
| Tier 2 destinations are specific landmarks that generate a high amount of interest and travel for visitors and residents alike. | |
| ***NAME*** | ***ABBREVIATION*** |
| Grey Cliffs Park | Grey Cliffs Park |
| Columbia View Park | Columbia View Park |
| McCormick Park | McCormick Park |
| McCormick Park Veteran's Memorial | Veteran's Memorial |
| Campbell Park | Campbell Park |
| Dalton Lake | Dalton Lake |
| Nob Hill Nature Park | Nob Hill Park |
| Eisenschmidt Pool | Pool |
| Botanical Gardens | Botanical Gardens |

| | |
|---|---|
| City Hall | City Hall |
| Columbia County Courthouse | Courthouse |
| County Sheriff's Office & Justice Facility | Sheriff's Office |
| County Courthouse Plaza | Courthouse Plaza |
| St. Helens Marina Boat Launch | Boat Launch |
| Public Docks | Public Docks |
| St. Helens Public Library | Library |
| Oregon State Police | State Police |
| St. Helens Police Station | Police |
| Fire Station | Fire Station |
| Legacy Urgent Care Clinic | Urgent Care |
| Columbia Community Mental Health | CC Mental Health |
| CC Rider Transit Center | Transit Center |
| South Columbia County Chamber of Commerce | Chamber of Com |
| St. Helens Senior Center | Senior Center |
| Columbia County Fairgrounds | Fairgrounds |
| Scappoose Bay Marina | Scappoose Bay |

## *Tier 3 - Local Destinations*

Tier 3 destinations are locally important places and receive a tertiary level of priority.

| ***NAME*** | ***ABBREVIATION*** |
|---|---|
| St. Helens High School | High School |
| St. Helens Middle School | Middle School |
| Lewis & Clark Elementary School | Lewis & Clark Elem |
| McBride Elementary School | McBride Elem |
| Post Office | Post Office |
| Department of Motor Vehicles | DMV |
| Columbia River Fire & Rescue Administration Office | Fire Dist. Office |
| National Guard Armory | Armory |
| Columbia County Road Department | County Road Dept |
| Public Health Foundation of Columbia County | Public Health |
| Columbia County History Museum | History Museum |

# Mental Mapping

Exploring how members of a community remember and perceive the built and natural environment is part of the process of developing a wayfinding system. In order to understand common destinations in St. Helens, members of the wayfinding committee were asked to draw a map of St. Helens from memory. Drawing a map from memory reveals the mental or cognitive maps individuals retain of a place, their perceptions of a place, and the locations that are most important to them.

The mental maps of St. Helens (Fig. 14) highlight prominent routes, major landmarks, and city features. Each map is different yet the maps contained many similar defining features of St. Helens.

Highway 30, Old Portland Road/Gable Road, and Columbia Boulevard/St. Helens Street are defining paths into and out of St. Helens. The mental maps confirmed the main nodes as the Historic and the Houlton  Districts, where people travel for shopping, dining, civic destinations, and recreation. The City's numerous parks are noted on the mental maps, as are the public docks and waterfront areas.

The Columbia River is also a defining feature as it travels through the region. Major landmarks include the Columbia County Courthouse, City Hall and the St. Helens Public Library. The mental maps help form an understanding of St. Helens. The maps also provide qualitative feedback on the priority destinations list and the route prioritization modeling by confirming important decision points, destinations, and commonly used routes throughout the community.

The following is a list of the common routes and destinations that were detailed in the participants' drawings:

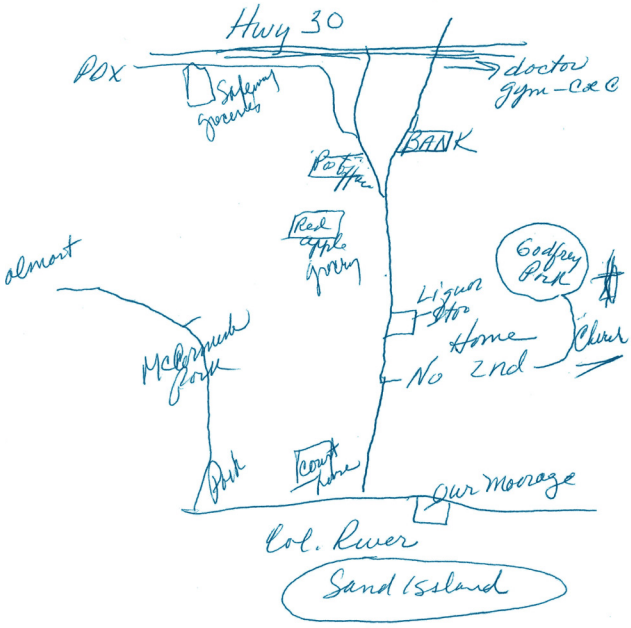
### *Destinations*

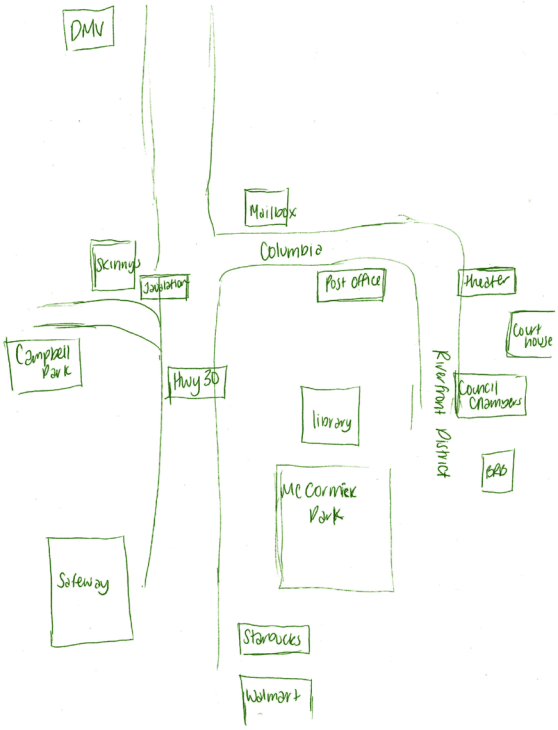
- Columbia River
- Columbia County Courthouse
- City Hall
- St. Helens Public Library
- Plaza Square
- St. Helens High School
- St. Helens Middle School
- St Helens Marina
- Walmart (Highway 30 and Gable Road)
- Safeway (Highway 30 and Gable Road)
- Grey Cliffs Waterfront Park
- Columbia View Park
- McCormick Park
- Campbell Park
- Godfrey Park
- Post Office
- DMV

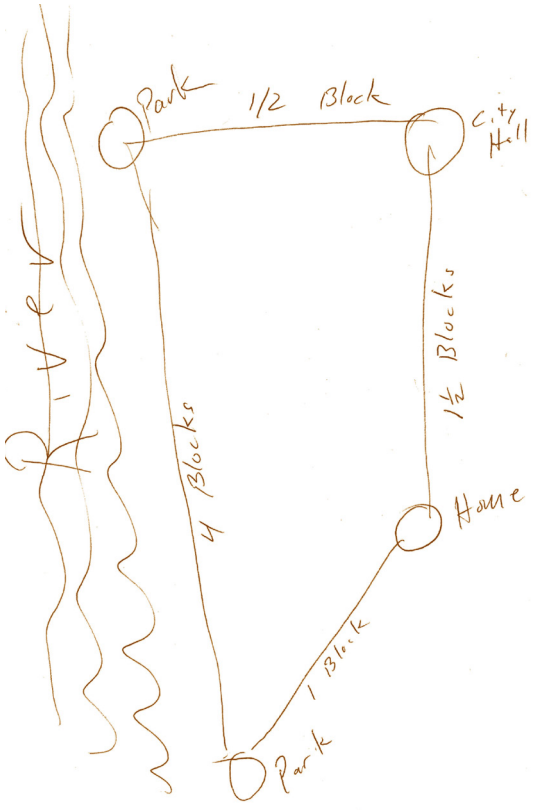
### *Routes*

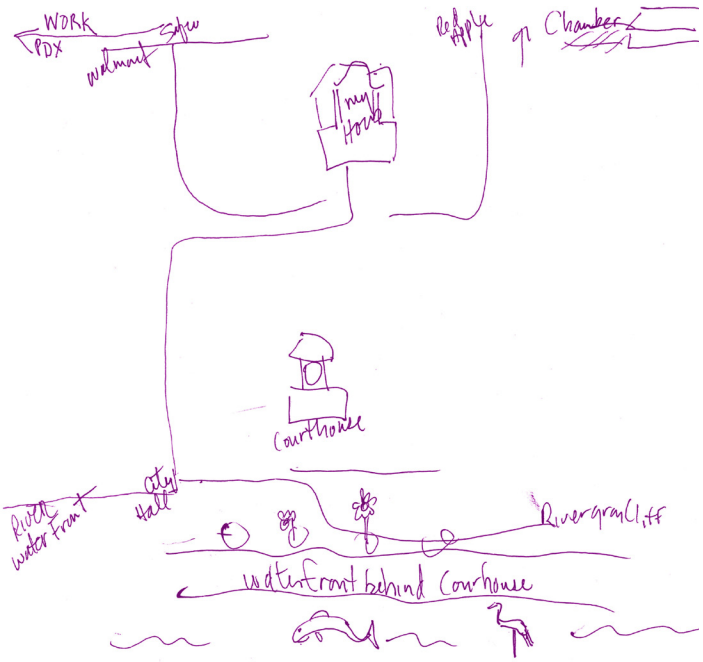
- Highway 30
- Old Portland Road
- St Helens St.
- 6th Street
- Gable Road
- Columbia Boulevard
- Pittsburg Road
- West Street
- Millard Road

**Figure 14. Mental Mapping Exercise Drawings**



## Sign Placement

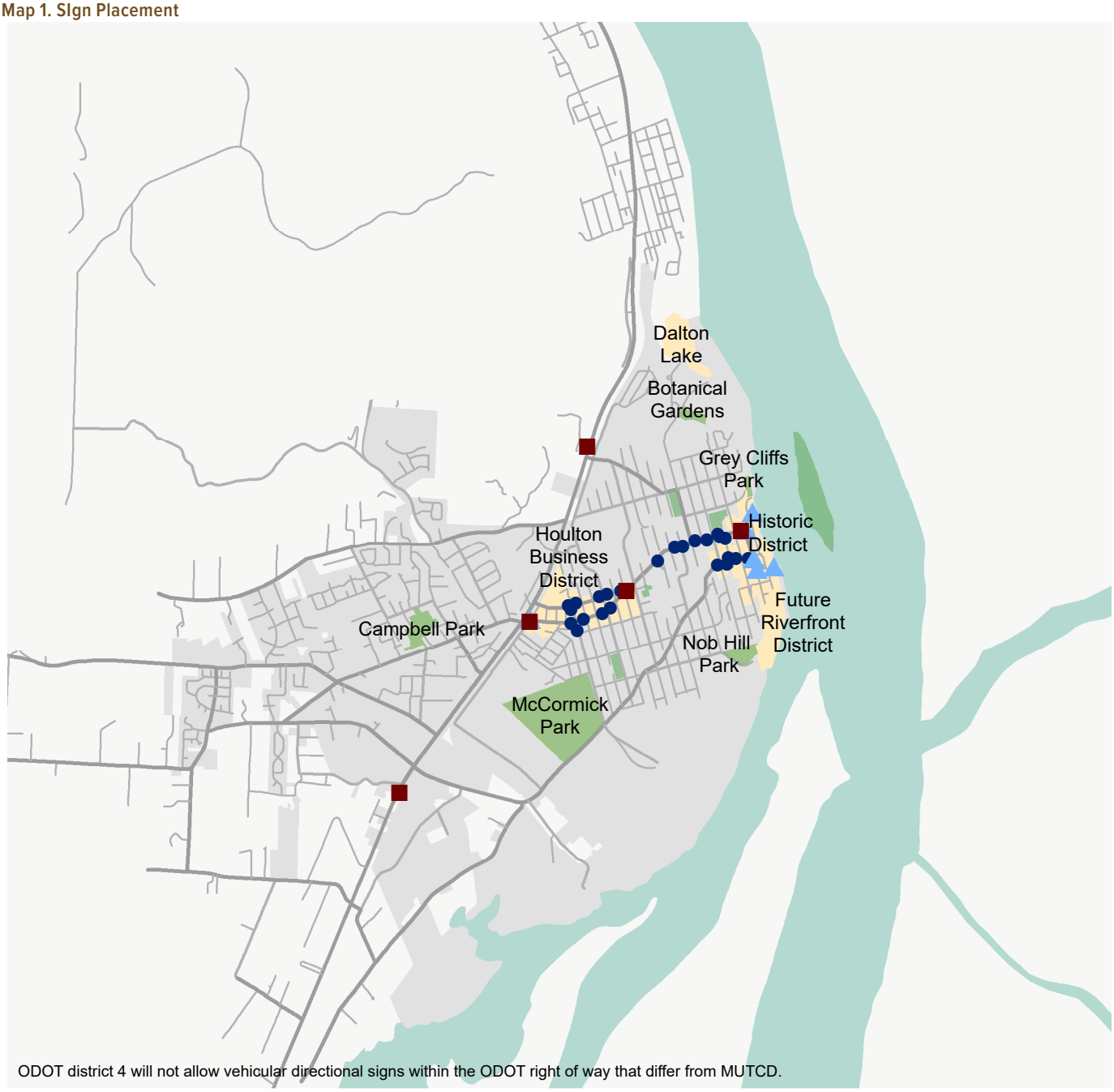
Highway 30 and arterial roadways have higher traffic speeds and volumes, and offer important connections to and through St. Helens. Collector roadways and local streets have moderate to lower traffic volume and serve routes within the community.  Wayfinding signage and directional signage is located on appropriate or major routes. Pedestrians travel a diversity of routes, all bound by the distance they can comfortably walk.

Decision or access points highlight the logical stages of a journey where travel decisions may be made and where wayfinding information is appropriate.

Map 1 shows the recommended sign placement locations. Bicycle signs are illustrated in dark blue dots, pedestrian signs are illustrated in blue triangles, and vehicle signs are illustrated in red squares.

Vehicular directional signs are not included on Highway 30, as ODOT will not allow vehicular directional signs within the ODOT right of way that differ from MUTCD.

Map 1. SIgn Placement



# Route Prioritization

As part of the planning process, routes were prioritized based on route readiness, proximity to destinations, and overall need and gap closure as there relate to navigational challenges in the City. The results of the prioritization process helped to select and prioritize locations for wayfinding improvements. The results are visualized in the initial vehicle route prioritization (Map 2), the initial bicycle route prioritization (Map 3) and the final route prioritization (Map 4).

## Wayfinding Route Prioritization Methodology

A route prioritization score was assigned to each street segment in the project area. The prioritization criteria are based on an analysis of available data in St. Helens and best practices in bicycle wayfinding system design. Applying the criteria to the study area produced two separate scores for each street segment: one for bicycle wayfinding and one for motor vehicle wayfinding. Sufficient data are not available for a quantitative prioritization of pedestrian routes. Therefore, the bicycle prioritization results were adopted and applied to pedestrian routes through a qualitative process.

## Prioritization Criteria

### *Bicycle Facilities*

Each segment received a score based on the presence of a bicycle facility (existing, planned, or no facility). This criterion only applies to the bicycle wayfinding score. Segments with existing or planned bicycle facilities are a higher priority for bicycle routes and wayfinding.

### *Proximity to Destinations*

Each segment received a score based on the number (and tier) of destinations within a half mile. The more destinations near the segment, the greater the need for wayfinding improvements. This criterion was weighted higher than the others because the relationship to destinations is a key aspect of wayfinding.

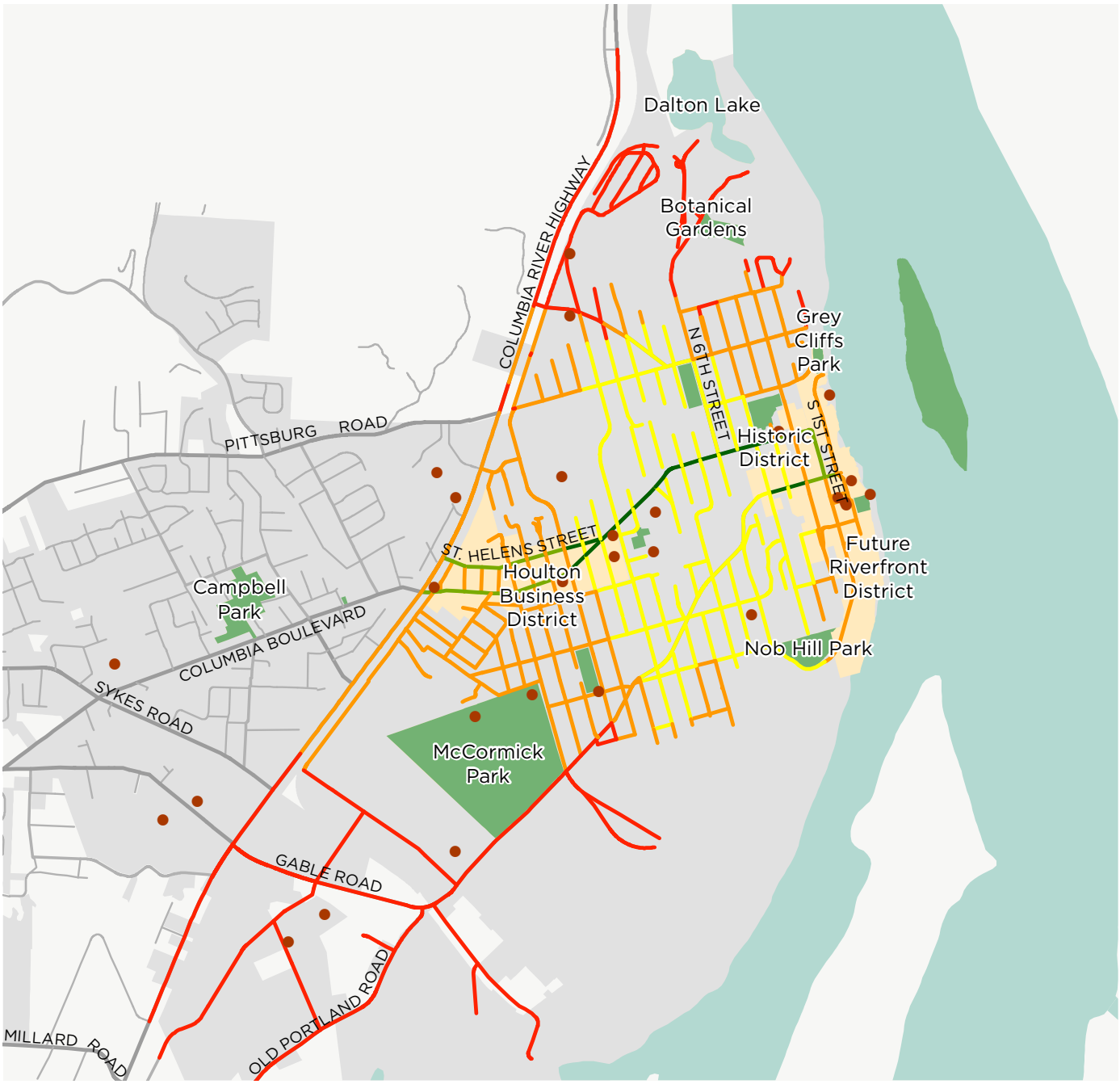
### *Population and Employment Density*

Each segment received a score based on the number of people who live and work nearby (within 0.25 miles). The population score was drawn from the 2010 Census, at the Census Block level. The employment score was derived from 2014 Longitudinal Employer–Household Dynamics (LEHD) data. A composite score was created by totaling the population and employment scores for each segment. The composites scores were converted to a scale from 2-10, with 10 representing the greatest number of people living and working near the segment.

### *Houlton and Riverfront District Corridors*

Segments received a score based on their presence within the Houlton and Riverfront District Corridors. The Houlton and Riverfront District Corridors are focus areas for street improvements in the 2015 St. Helens Corridor Master Plan. Segments within these corridors were scored higher for the motor vehicle wayfinding score because of these scheduled infrastructure investments.

Map 2. Initial Motor Vehicle Route Prioritization



Map 3. Initial Bicycle Route Prioritization

Map 4. Final Route Prioritization

Chapter 5

# Design

*The design incorporated national best practices, community input, local materials, and distinctive architectural details to create a unique wayfinding identity rooted in the history and landscape of St. Helens.*

## Design Process

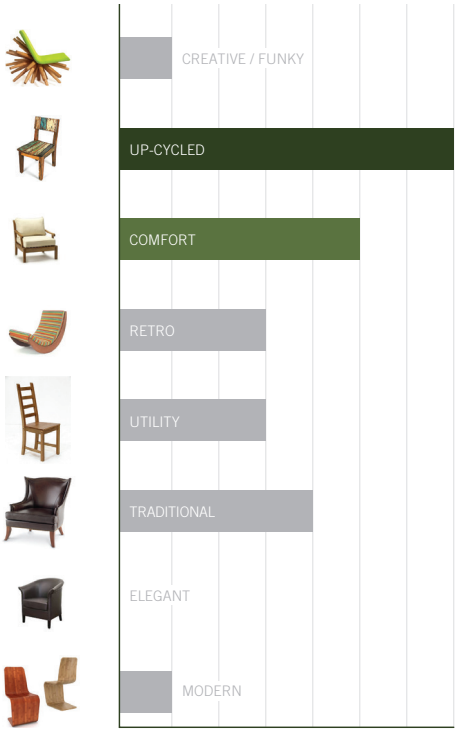
*Consultation with City staff and community stakeholders provided the design team with valuable information to guide the City of St. Helens Branding and Wayfinding Master Plan.*

A visual preference survey (Fig. 15) was shared with stakeholders to gain a better understanding of the preferred design aesthetic of St. Helens, and the potential direction for the design concepts of the wayfinding sign family.

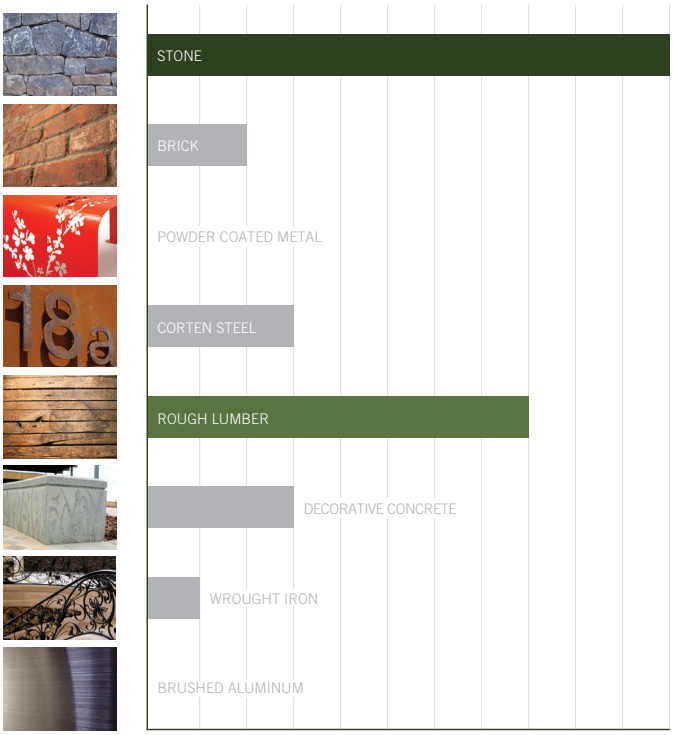
By asking what words, colors, icons, fonts, typology, materials, and patterns best convey the desired experience and qualities of St Helens, the design team was able to prepare a series of preliminary conceptual designs (Fig. 17-19), which were later finalized into the preferred design (Fig. 20-22).

Figure 15. Visual Identity Preference Activity

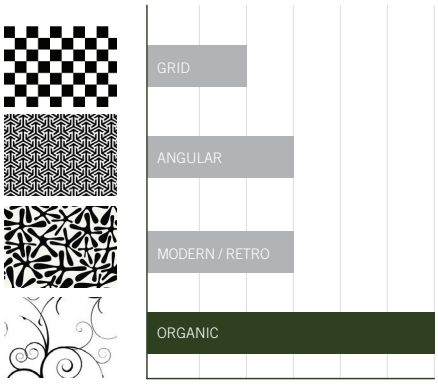

Color



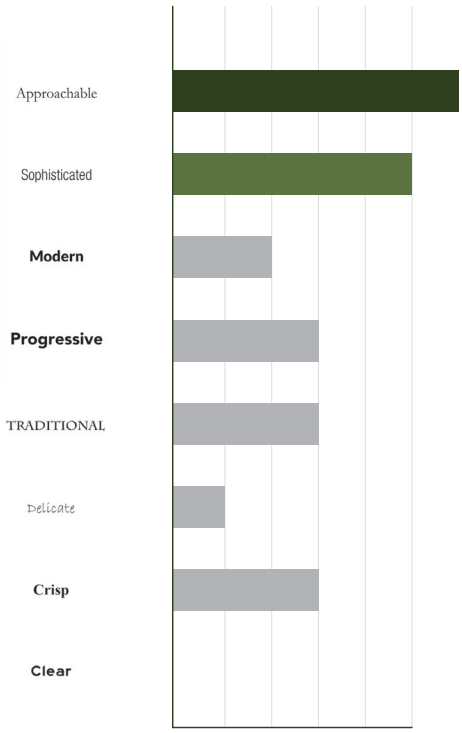

Typology




Materials




Pattern




## *Fonts*


## *Lifestyle*

FRIENDLY
INVITING
PEACEFUL
ACCESSIBLE
HEALTHY
ADVENTURE
CONNECTED
SAFE
ORGANIC
RELAXED
ENDURING
ENERGETIC
BOLD
FUN
EXERCISE
SIMPLE

## *Themes*

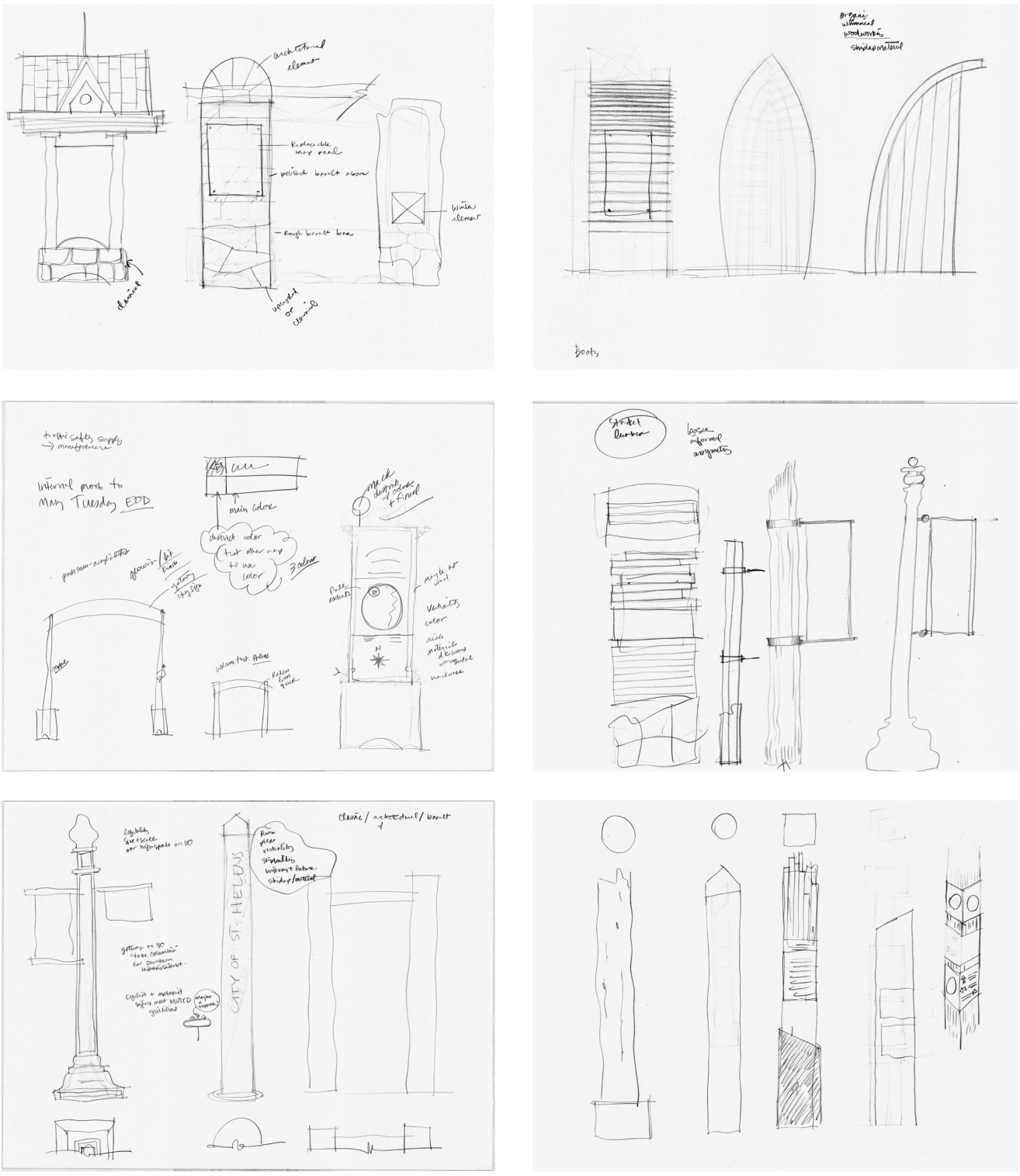
SENSE OF HISTORY

CONNECTION TO THE COLUMBIA RIVER

LANDMARK ARCHITECTURE

## *Context*

**Figure 16. Sketches**



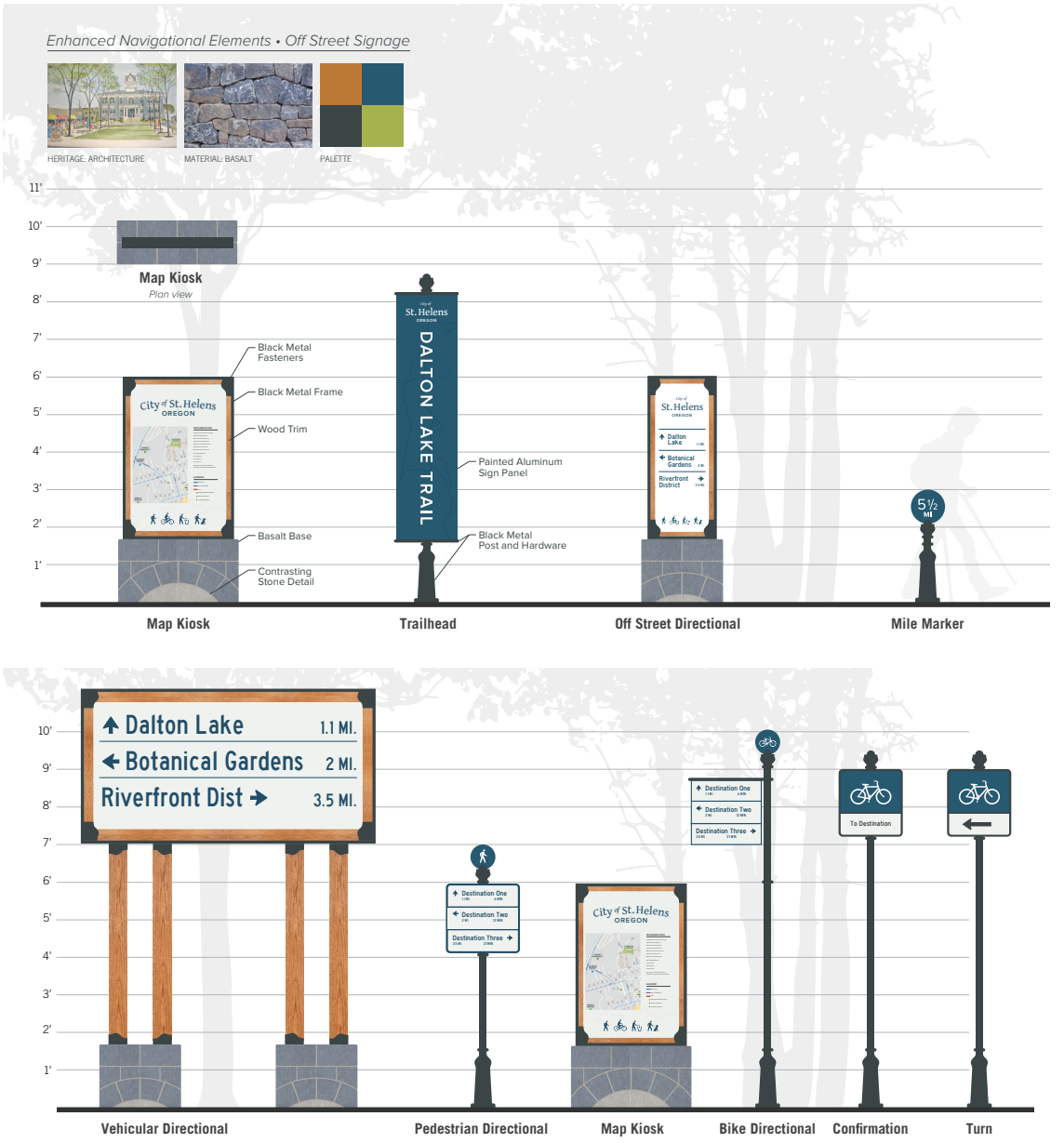
# Design Options

Three design options were developed based on community feedback through the visual preference survey.

### *Option 1: Stone*

The Stone concept is inspired by the distinctive architectural style of St. Helens historic civic buildings. Local basalt is at the heart of the materials palette, complemented by wood and dark metal. This concept is intended to harmonize with the existing streetscape.

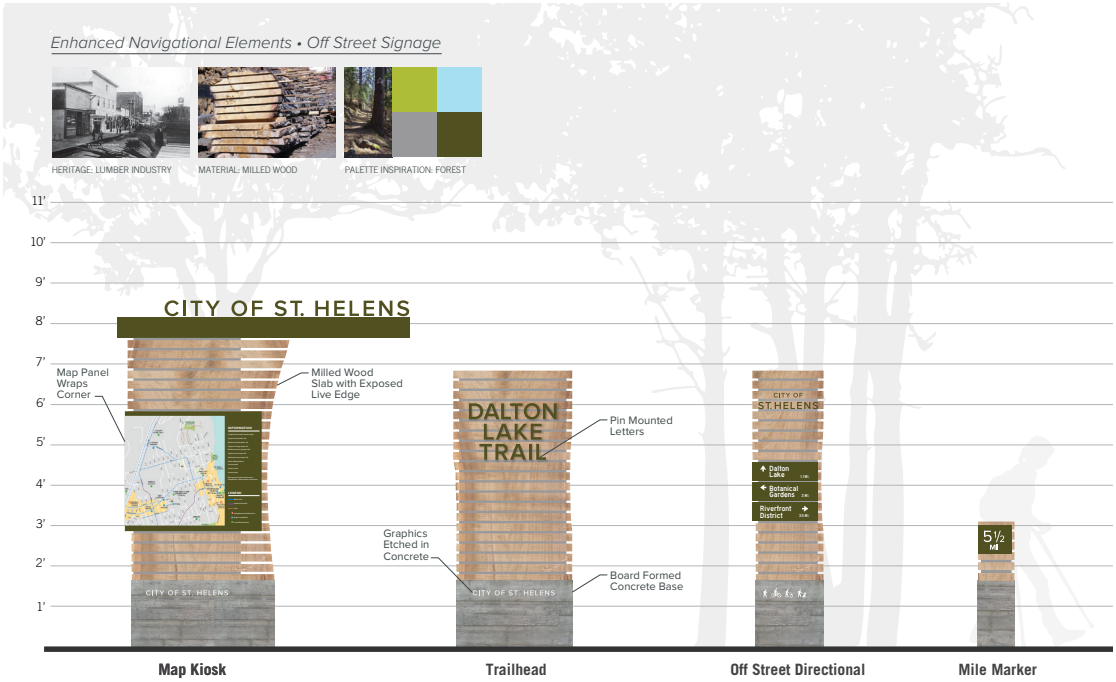
**Figure 17. Option 1: Stone**

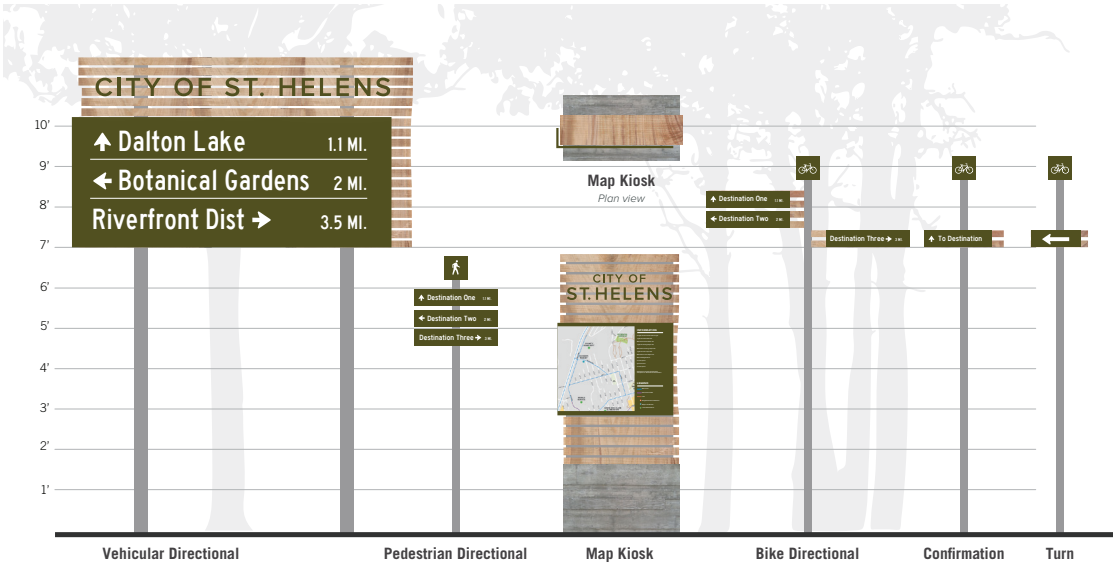


### *Option 2: Timber*

The Timber concept celebrates St. Helens' history as a lumber mill town and port. The design of the slatted wood signs is based on the sculptural forms of freshly milled lumber stacked for air drying at a lumberyard. Board-formed concrete and a forest-inspired colors round out the palette.

**Figure 18. Option 2: Timber**

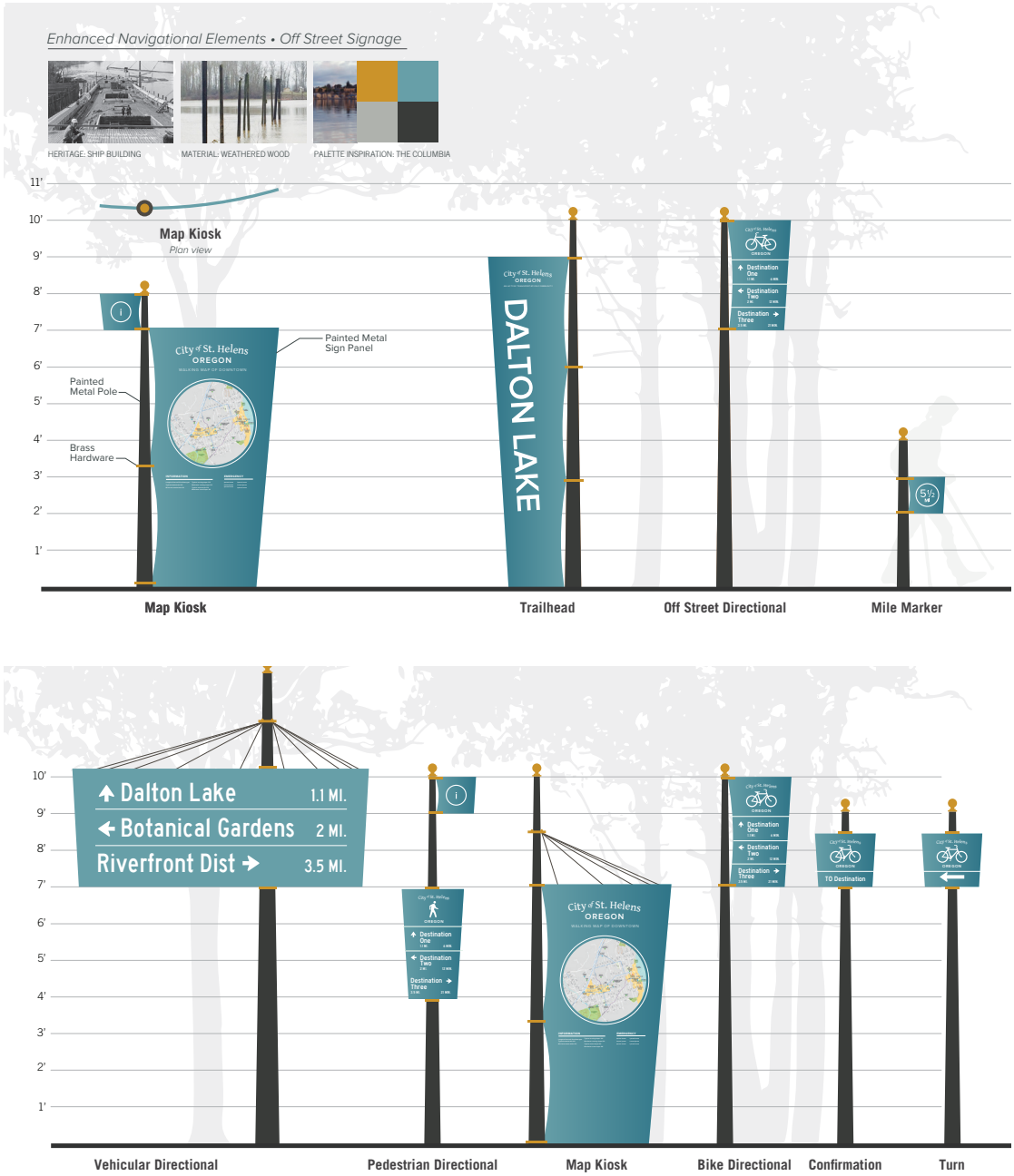


### *Option 3: River*

The River concept highlights St. Helens' connection to the Columbia and the town's legacy of ship building. The organic forms and light, airy color palette are intended to create an approachable, inviting family of signs.

**Figure 19. Option 3: River**



# Preferred Design

Based on community feedback from the three design options, a preferred design was developed.

The family of wayfinding elements for St. Helens will define a sense of place in a way that is clear and simple, reflects local character, and integrates well among other landscape, streetscape, and transportation elements.

The bright, clean, and modern interpretation of a nautical color palette will be used throughout the sign family, with large and legible text. The soft arching wave shape will be used in the top of the larger signs, with color coded directional arrows and pavement markings used to indicate the district (Fig.20-21). The sign poles are chosen to match the existing, historic light poles in St. Helens (Fig. 21).

The Gateway Arch (Fig. 22), to be placed over Columbia Boulevard, will be constructed of painted aluminum for ease of maintenance.

The wayfinding design elements can be incorporated into facility and other municipal signage, as signs are updated.

**Figure 20. Enhanced Navigational Elements - Off Street Signage**

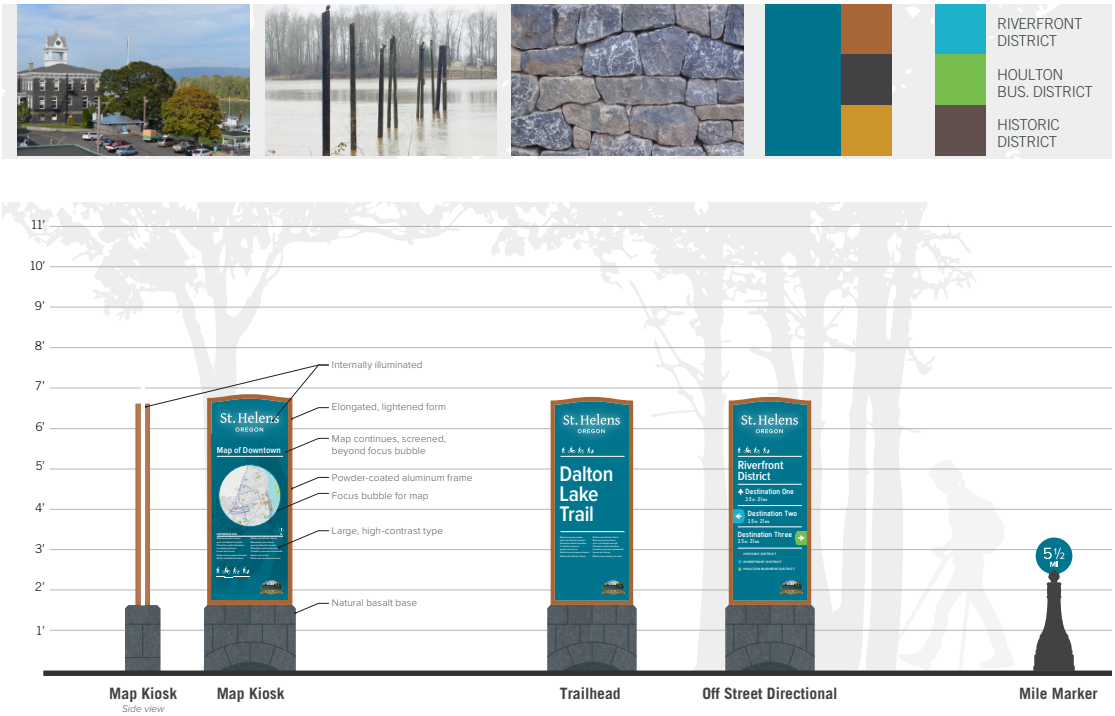


Figure 21. Fundamental Navigational Elements - On Street Signage

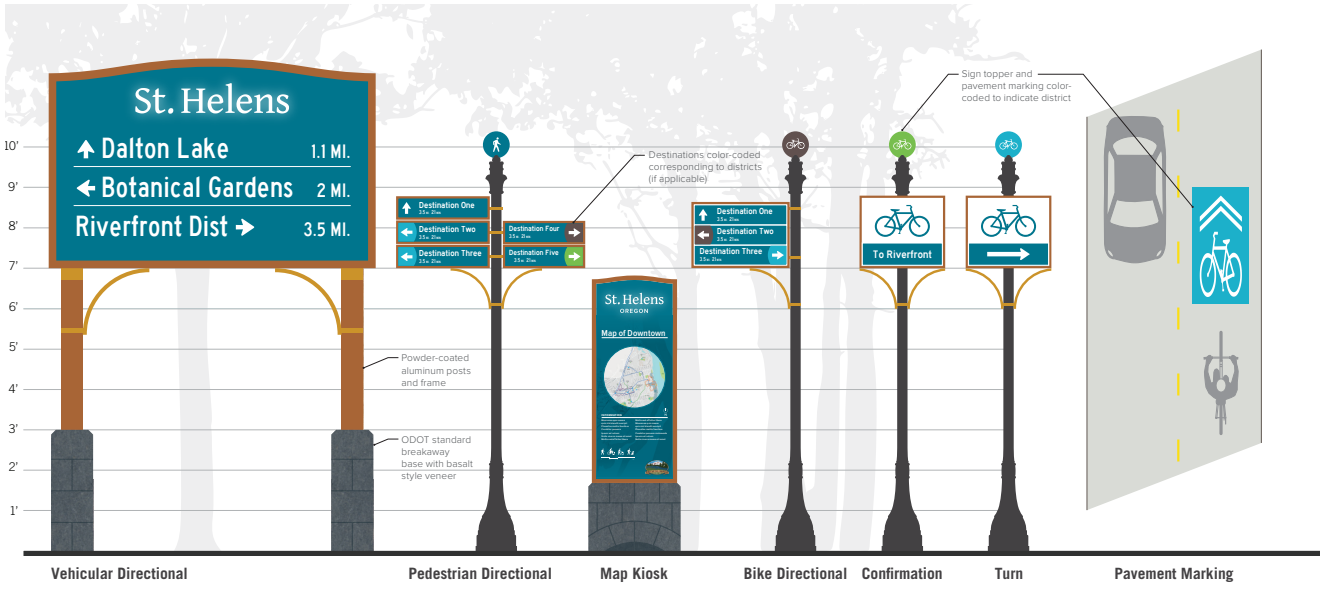
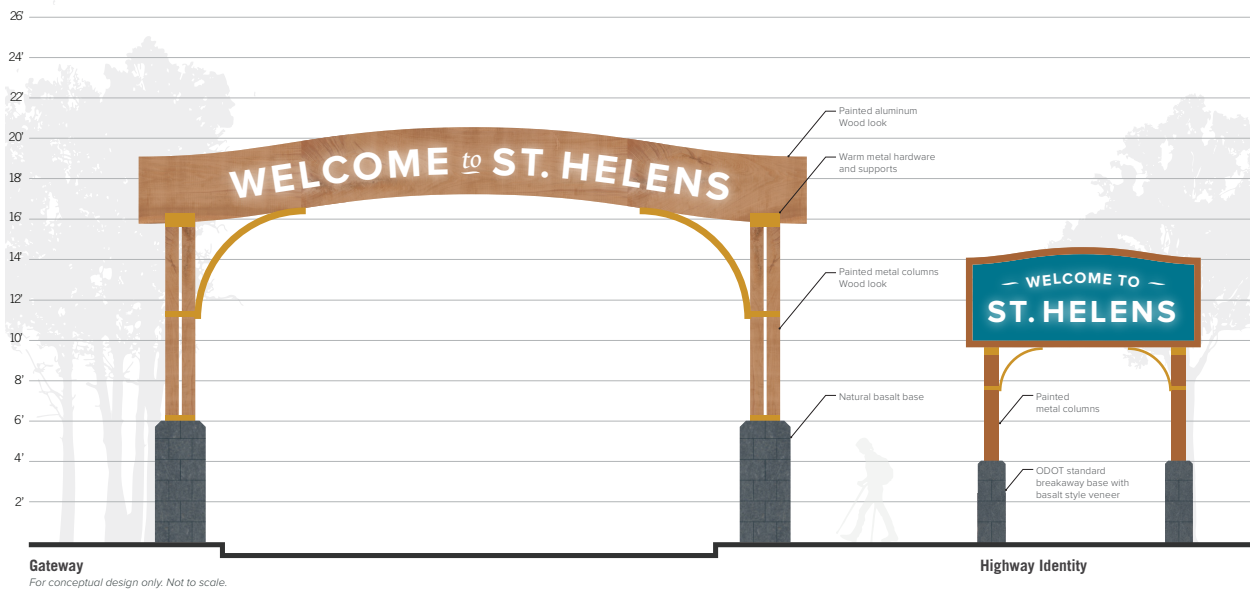
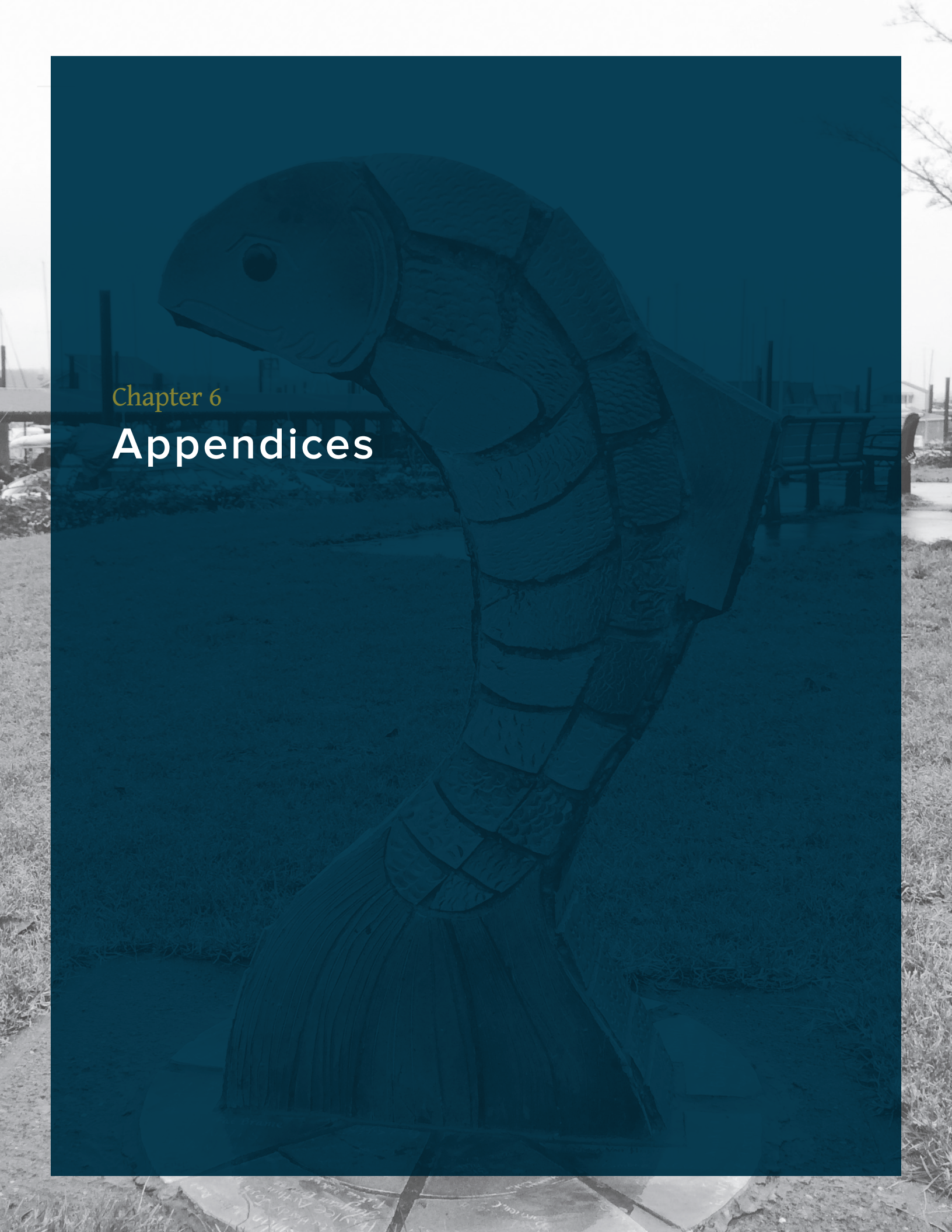



Figure 22. Identity Signage




*For conceptual design only. Not to scale.*



Chapter 6

# Appendices

# Appendix A: References

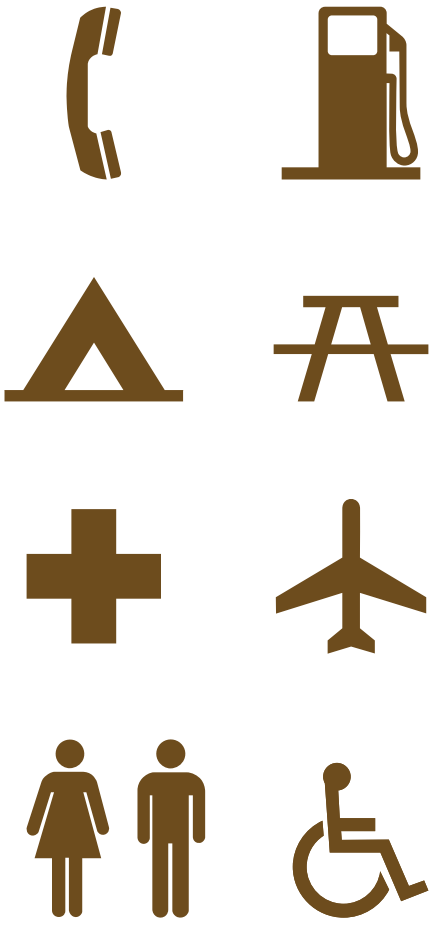
## Abbreviations

When placing destination names on signs, the use of abbreviations should be kept to a minimum whenever possible.

When insufficient space is available for full wording, abbreviations may be used. Acceptable abbreviations according to the MUTCD are included below. Unless necessary to avoid confusion, periods, commas, apostrophes, question marks, ampersands, and other punctuation marks or characters that are not letters or numerals should not be used in any abbreviation.

| Word Message | Abbreviation |
|---|---|
| Alternate | ALT |
| Avenue | AVE |
| Bicycle | BIKE |
| Boulevard | BLVD |
| Center (as part of a place name) | CTR |
| Circle | CIR |
| Court | CT |
| Crossing (other than highway) | X-ING |
| Drive | DR |
| East | E |
| Hospital | HOSP |
| Information | INFO |
| International | INTL |

| Word Message | Abbreviation |
|---|---|
| Junction/Intersection | JCT |
| Mile(s) | MI |
| Minutes Per Hour | MPH |
| Minute(s) | MIN |
| Mount | MT |
| Mountain | MTN |
| National | NATL |
| North | N |
| Parkway | PKWY |
| Pedestrian | PED |
| Place | PL |
| Road | RD |
| South | S |
| Street | ST |
| Telephone | PHONE |
| Terrace | TER |
| Trail | TR |
| West | W |



## Icons & Symbols

Icons and symbols can be welcome additions to wayfinding signage design toolkit because they help to communicate information simply and expand comprehension beyond those with English language proficiency. Where proficiency is low, icons and symbols can substitute for words or concepts that are hard to explain or translate, such as trailhead, transit, or school.

Universal symbology and iconography that have been developed by the AIGA (telephone, first aid, toilets), National Park Service (campsite, toilet, scenic view, airport, picnic area), and others (handicap, passenger rail, light rail) are familiar to most people and translate across most languages and cultures.

Use of symbols and icons on wayfinding signage, especially within names of destinations, can save space and improve legibility and comprehension.

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# Appendix B: Design Intent

**Forthcoming...**

To include design intent/sign placement plan/sign demo and relocation plan