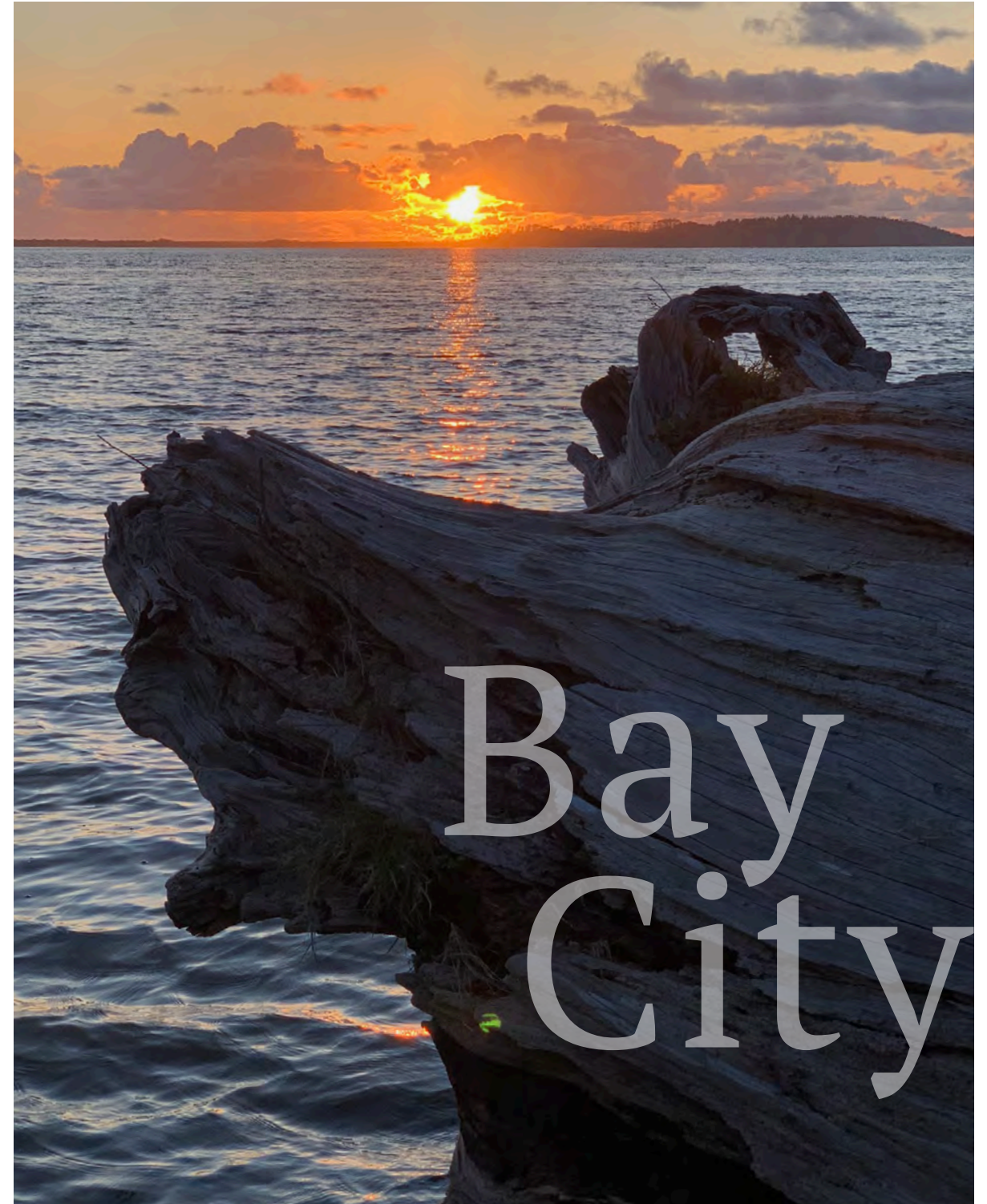


# Bay City Wayfinding Plan

Partners in Design and Lennox Insites  
October 2022



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## Introduction

On Tillamook Bay rests the quaint town of Bay City—a calm haven on the coast where bay views are broad and residents are creative and welcoming. Bay City presents a unique opportunity for the Visit Tillamook Coast Wayfinding Plan since most travelers journey past the community unaware of its history and current offerings: cheese, camping, several parks and skate park, a library, shops, food and yes, oysters!

Yet the people Bay City does serve are diverse, ranging from campers and tiny home guests to resort-goers and day-visitors to local merchants offering local arts to antiques, as well as a pooch-park. The community is a travel hub on Highway 101, but also has a pedestrian-friendly downtown. Still, travelers are too often whizzing by to a better-advertised destination. Gazing at the sparkling bay, they miss Bay City itself and its unique downtown.



As communities grow and develop, reflecting back on the past can offer a positive and creative way to look ahead to the future.



## The Visitor Experience: Connecting People to Place

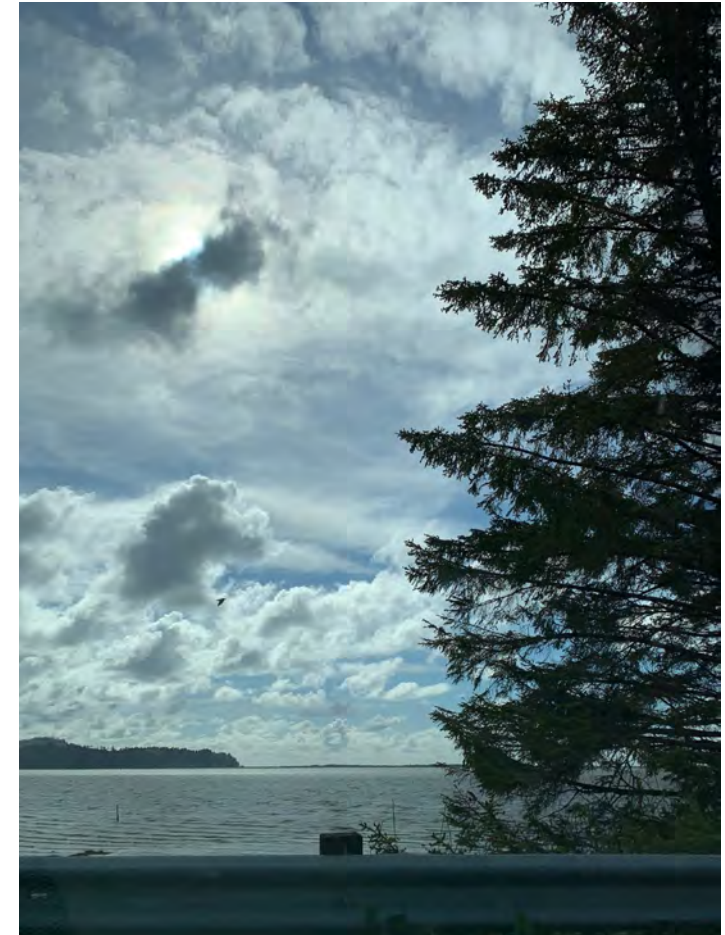
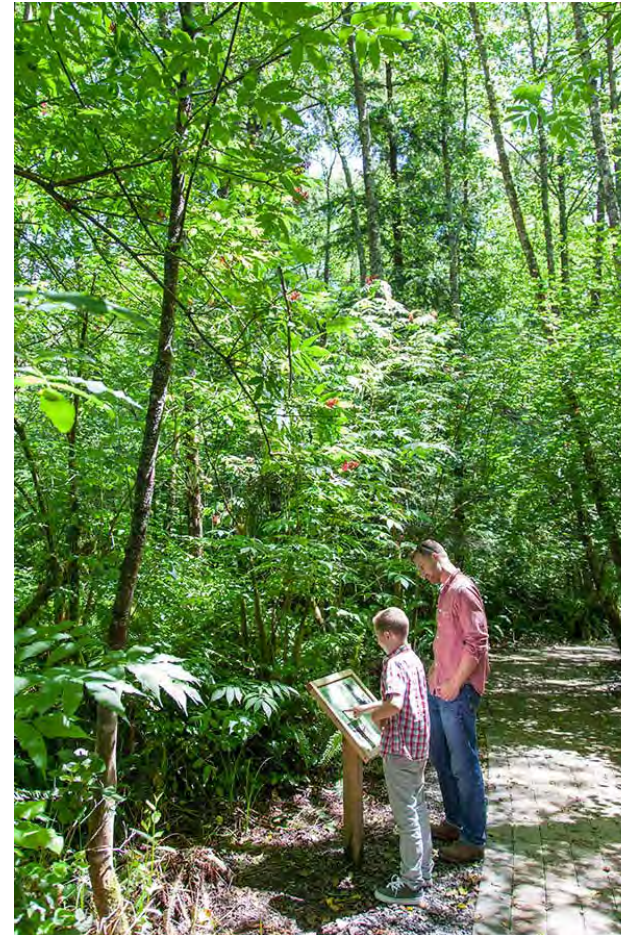
A memorable visitor experience on the Tillamook Coast connects people to place. Its success depends on travelers easily finding their way around unfamiliar areas, locating the attractions they traveled here to see, and helping them discover new adventures along the way. This journey involves factors both tangible and intangible: clear and easy directions, finding your way without getting lost, feeling welcome, engaging with locals. These all must work together to meet travelers' needs and expectations.

Here in Bay City, sharing special places and making visitors feel welcome is the easy part. But what else can we provide to aid and enhance their experience?

Effective wayfinding—making sure travelers have all the information they need to enjoy their time in Bay City—not only helps visitors appreciate your special stories and way of life, but enhances the cohesion and economies of your community.

How? By developing tools unique to each community, wayfinding can provide a unified connection to a visitor's overall Tillamook Coast visitor experience. This rewarding and authentic experience will be one that travelers will want to repeat.

Wayfinding fits in when it enhances a visitor's memories of their experience by making them easier to organize. A village theme that reflects the core of your community will be retained more strongly in a visitor's memory. Bay City's unique persona will then have successfully created a point of interest— connecting people to place.





## How Wayfinding Works: Creating a Better Visitor Experience in Bay City



## The Case for Good Wayfinding

Beyond the need for basic navigation, identification and information, wayfinding systems serve an important role by defining a sense of place. In today’s economic climate, it is not enough for visitors to simply know “You are Here.” Instead, it’s essential to engage the visitor and build an environment that illuminates and promotes what exactly “here” offers.

Wayfinding—knowing where you are, where you want to go, and how to get there—was one of the primary needs identified when the tourism program was first established in the 2014 Tillamook County Tourism Asset Mapping Report, and one which was given high priority.

A clear and attractive wayfinding system is essential to developing a program of tourism promotion and marketing, capable of guiding residents and visitors alike throughout the county while also enhancing their understanding and experience of these amazing places.

Kiosks, directories, banners, interpretive elements and even regulatory signs can all enrich a visitor’s experience. Taken together, they bring awareness of different points of interest in Bay City—retail district, historical areas, and landmarks that visitors may not know about and may not be included in navigation technologies.

These added benefits of wayfinding not only enhance the spirit of Bay City but in a very tangible way help to create a cohesive brand—all while sustaining economic vitality and viability.



Wayfinding is more than moving visitors from point A to point B—rather, it is providing an exceptional experience along the way.

### References

*Tillamook, Wayfinding Technical Memo, Tillamook Area Chamber of Commerce, November 2016*

*“Visit Tillamook Coast Wayfinding Master Plan, Final Plan 2017”*



## Streetscape and Servicescape

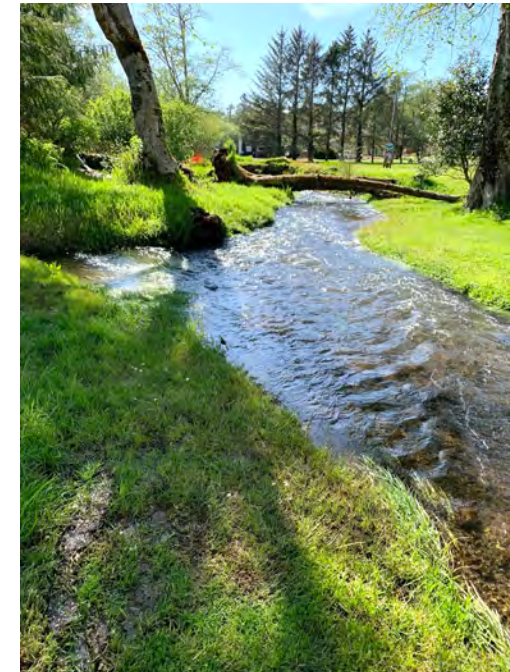
A welcoming streetscape should strive to convey a city’s inherent sense of pride. Throughout the world, visitors are drawn to quality environments that effectively blend the natural with the man-made. Attention should be paid to reduce streetscape sign clutter which distracts from the visitor experience visually and economically and at a minimum, offers unclear messages. With too many types of signs in the streetscape, it is far too easy for a town’s appeal to become overwhelmed by signage.

**The following guidelines can assist the placement of all streetscape elements:**

- Wisely allocate space:** when street space is limited, elements can conflict with one another, limit visibility, and create a sense of clutter. All streetscape elements should be located with consideration for the requirements and constraints of other streetscape elements that may also be placed on the street.
- Accommodate pedestrian needs:** the placement of streetscape elements should allow for the comfortable and efficient flow of pedestrians.
- Be enjoyable:** streetscapes should provide a diversity of amenities and spaces for public enjoyment and include elements of surprise and variety that reflect the spirit of Bay City.
- Strive for “wholeness:”** the layout of streetscape elements should emphasize “wholeness”— placements that look at an entire block or corridor rather than individual elements situated in a piecemeal fashion. Be consistent with long-term goals for the design and function of the entire street.



Bay City City Hall



Bay City Arts Center

## Methodologies

To ensure the success of the process, a new Wayfinding Plan should be guided by the following principles:

- ➔ **Systematic**—a plan becomes a system when each component plays a role in guiding visitors and residents. Wayfinding elements should fit together and be recognized as part of a system even though they may be different sizes and designs. responsibility for inventory, inspection and cleaning. Managing the addition or subtraction of destinations, as well as expansion into new areas will be ongoing. Annual budgets should allow for regular maintenance and for future replacement as needed.
- ➔ **Consistent**—wayfinding elements should be consistent in their branding and use.
- ➔ **Adaptable**—wayfinding components need to be adaptable to serve a variety of purposes, including branding, visitor and resident orientation, improved traffic flow and support of economic development.
- ➔ **Sustainable**—as the wayfinding system is installed and built out, it will be critical to develop a maintenance schedule with clear lines of
- ➔ **Growth**—once the initial components are completed, they should be evaluated and any changes incorporated. Future phases may evaluate a downtown wayfinding connection to city parks; recreation locations; an interpretive plan (telling the Bay City story and highlighting the Visitor Experience), and more interaction with the Arts Center. See pages 22-23 for an overview of the concept of a “Town Center.”



City of Tillamook  
Gateway sign installation.



 **Design Toolbox**

Creating a cohesive and effective wayfinding program involves many elements of communication. Visuals, fabricated materials and messages unite to make a compelling experience for visitors and residents. Each of these components is one tool in creating signage, gateways and displays that will inspire visitors and neighbors to celebrate Bay City.

**The Design Toolbox brings together different disciplines, aesthetics and standards to make a public connection. In our toolbox, you'll find the following:**

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

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**Schematic Designs**

Schematic designs show how an integrated family of sign types—identity, directional, interpretive and safety—work together. Each sign type has its own visitor service goal, but all are united by a single design standard. The nature of schematic designs is to convey concepts and directions which can then be fulfilled and detailed further in the future if the community adopts this design direction. Figures of people are included in these designs to provide a sense of scale.

WELCOME GATEWAYS  
DIRECTIONAL WAYFINDING  
VISITOR KIOSKS  
PEDESTRIAN WAYFINDING  
INTERPRETIVES



 **Design Toolbox /** Typography and Legibility

Typography is one of the most powerful tools available to support Bay City Wayfinding Plan’s effectiveness and brand. Used consistently, both residents and visitors will quickly recognize the value it adds to the streetscape by creating a strong, unified and recognizable wayfinding design. Typography helps to create a distinctive visual look for Bay City and any future expansion of the program will be made stronger and easier by the consistent use of these fonts.

**PT Serif Regular** has been temporarily selected as the primary branding font. It may be replaced after the Bay City branding program and logo design (now in progress) has been completed.

**PT Sans Pro** is an important primary and secondary font family, utilized for messaging applications. This multipurpose face is clean and modern and complements Tenebra. PT Sans Pro is also part of the VTC Master Plan.

**Where does scale and legibility matter?** The critical issue for any wayfinding sign is finding the right dimensions for the unique needs of a particular place. For transportation departments, the legibility issues that matter most are size and contrast on vehicular signs. Testing for scale in various environments should not only be part of the approval process, but should also be a key step to evaluate the effectiveness of wayfinding elements in the environment.

When deciding letter height on signage, there are many factors to consider. The rule of thumb in most studies is letter forms should be clearly legible from 30 feet per inch of height. If the typography is used along a road, speed and time are other key factors to consider (see charts, right).

LETTER HEIGHT	READABLE DISTANCE FOR MAXIMUM IMPACT	MAXIMUM READABLE DISTANCE
1"	10'	30'
2"	20'	60'
3"	30'	90'
5"	50'	150'
7"	70'	210'
10"	100'	300'
12"	120'	360'
15"	150'	450'
18"	180'	540'
24"	240'	720'
30"	300'	900'
36"	360'	1080'

Example: if a sign will be viewed from 300' the recommendation is for letter height to be between 10" and 30" tall

DURATION OF READABILITY (TIME IN SECONDS)					
		Letter Height			
		4"	6"	8"	10"
M.P.H.	25	5.5	8.2	10.9	13.6
	35	3.9	5.8	7.8	9.7
	45	3.0	4.5	6.1	7.6
	55	2.5	3.7	5.0	6.2
	65	2.1	3.1	4.5	5.7

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

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

PT Serif Regular

abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890&



PT Sans Pro Regular

abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890&

PT Sans Pro Bold

**abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890&**

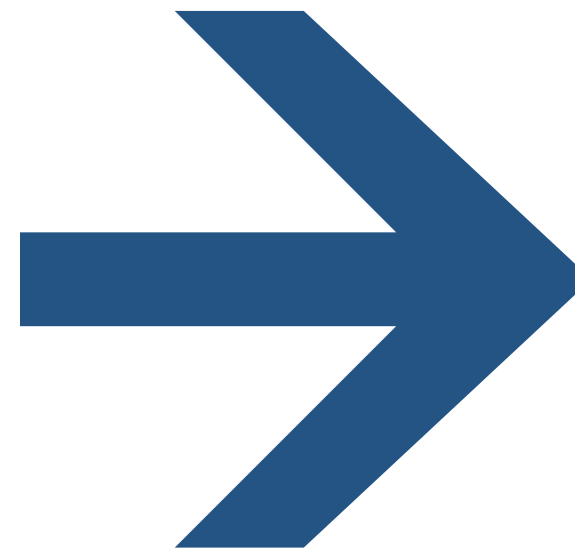
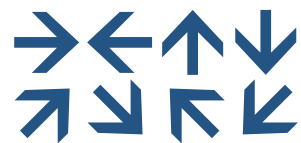


 **Design Toolbox / Directional Arrow**

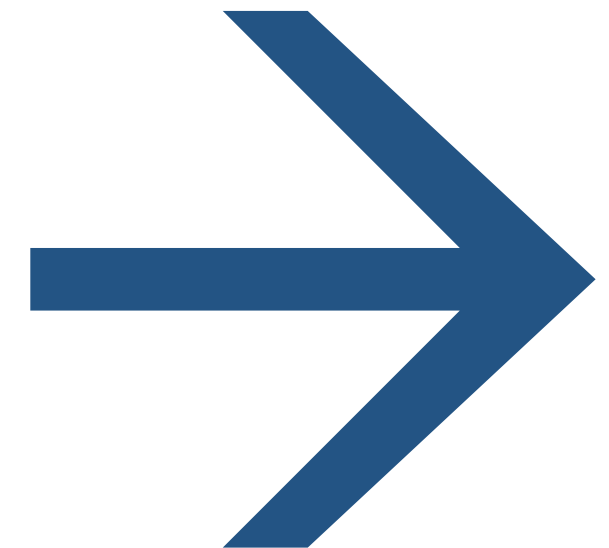
In its simplest form, an arrow is a line with a triangle affixed to one end, used to point to or indicate direction. For the Bay City wayfinding program, the arrow extends navigation and points to the next visitor attraction and experience.

Two arrows have been designed for the Tillamook County Wayfinding Master Plan, with clarity and uniqueness in mind. Each has its own distinct function and application. The **bolder arrow** is used for vehicular directional signage. The **light weight arrow** is used on sidewalk pedestrian wayfinding. These alternate weights ensure the best legibility standards.

**NOTE:** These Directional Arrow standards apply only to signs in this plan that are NOT located and regulated by ODOT and County Sign Policy Guidelines.



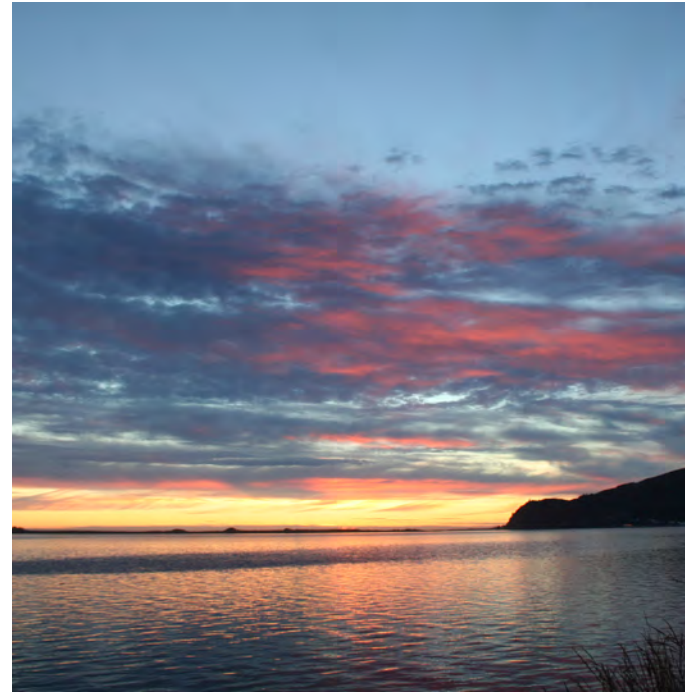
**Bold Arrow:**  
Directional Signage for Vehicular Traffic



**Light Arrow:**  
Pedestrian Wayfinding Signs

 **Design Toolbox / Colorscape**

Directly or indirectly, colors reflect a sense of place and add insight to understanding the city’s historic past, and its vibrant and charming present. The Bay City **colorscape** tells a particular story. Its colors are distinctive—connecting visitors to your city’s environment, events and spirit—with the color names in the palette reflecting local pride. Color also brings unity to design and promotion endeavors, while complementing community branding.







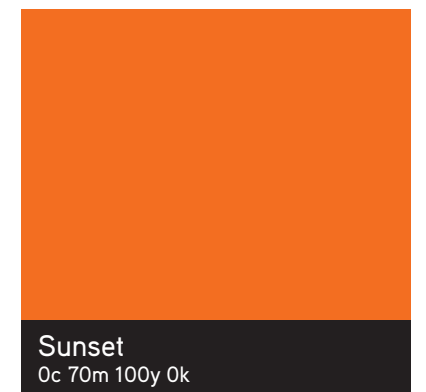
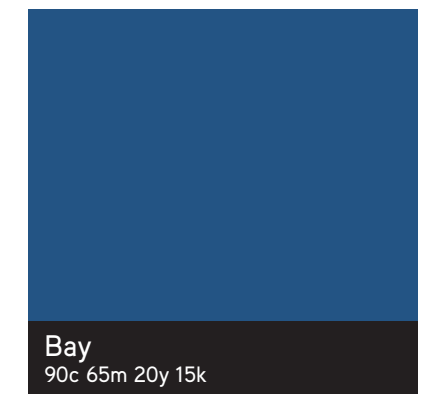
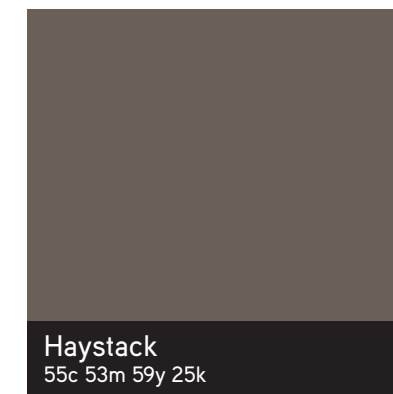
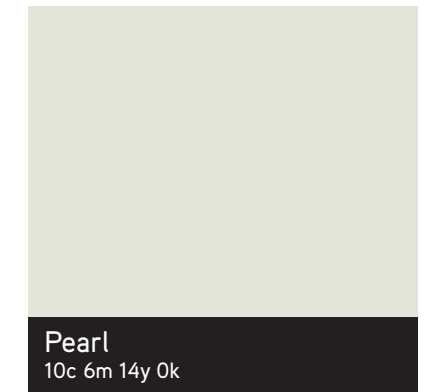
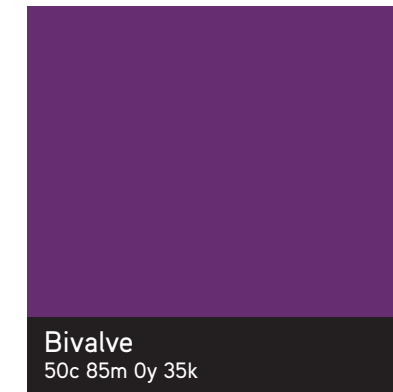
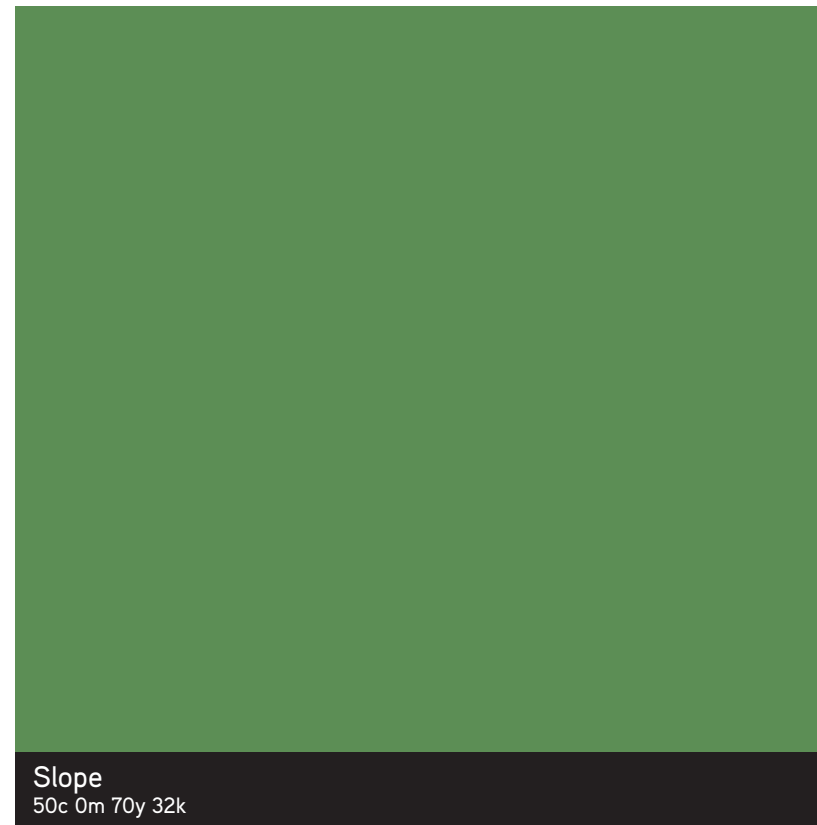
## Design Toolbox / Bay City Color Palette

Color is one of the most powerful design elements available in your design toolbox. Color is inspirational and on a practical level, it is the glue that holds together the many parts of a wayfinding plan. This amazing attribute is evident in nature, when we consistently identify a unique landscape or a time of day by color. Visitors, consumers and students of all kinds are very aware of color—consciously or unconsciously—and use it to make decisions, take action and qualify emotion.

The color palette created for Bay City wayfinding will be extended to branding and a broad range of visual communication. These colors exhibit a confluence of bay and bivalve nautical, land, sky, and people—creating a bold dialogue. The two primary colors, **SLOPE** and **BAY** are drawn from the unique perspective living on the Bay.

It's important that colors in the wayfinding palette Toolbox have high contrast and legibility. **Seven colors** have been selected for their complementary color values that also relate well to fabricated structural elements. Other colors may also be introduced for use with interpretive graphics and special regulation messaging, such as black for paragraph text and red for warning messages.

**COLORS** are specified by program color name and CMYK formulas.



 **Design Toolbox / Logo and Branding**

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

Logos are especially useful in that they can be utilized in wayfinding instances where they quickly help identify a “sense of place.” The Welcome Gateways, for example, are an ideal application. Logos can also be used effectively in instances where interpretives are offered, on the City’s website and vehicles, banners, posters, event promotion and merchandise.

Currently, Bay City’s branding is in flux, with an undistinctive oval mark and inconsistent usage. We recommend undertaking a more thorough examination of identity needs, including reviewing whether a new community logo might be merited. Any identity branding should be addressed within a separate design process, involving participation by community members and special interests. Wayfinding objectives will greatly benefit from a strong and memorable graphic identity, but creating such a logo and logotype are not included in this scope of work.

**The logo to the right shows an example of how we might explore the development of a new Bay City logo using typography and graphic imagery.**



*A sampling of symbol forms associated with Bay City*



## Design Toolbox / Wayfinding Symbols

Picture reading is universal and fun in wayfinding communication. Non-verbal pictograms help reinforce written messages and are recognized quickly. Since bringing diverse symbols together is sometimes a challenge, there is often a benefit to creating a distinct set of symbols unique to a project. The pictograms shown here are being developed for Bay City directional signage and use on map and guides. They do not suggest any specific organization, such as the Arts Center, which would need its own true logo.

 Symbol forms designate and clarify instances of **safety, visitor services, businesses, recreation destinations and information/education,** and are differentiated in some applications by color.

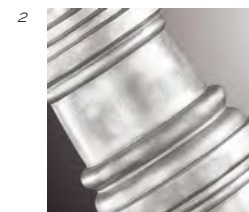


*A sampling of symbol forms utilized in the Bay City program.*

## Design Toolbox / Materials and Fabrication Methods



Bay City’s sign structures honor its architectural and heritage. Constructed of regional materials with local craftsmanship sensibility, the plan’s materials palette incorporates regional materials such as substantial unfinished timber (which will weather), river rock bases, exposed craftsman hardware and slotted sign faces. The graphics create a unified program and give visual cues to this village on the Oregon Coast.



A wayfinding program is meant to last for a long period of time, sometimes as long as 20 years, so specified technologies and fabrication are crucial to longevity in the field. With the client, we will evaluate the elements of cost, performance, environment, vandalism, maintenance and flexibility.

### Posts

**Gateways:** Western red / Port Orford Cedar—UV inhibitor

**Directionals:** pressure treated wood—UV inhibitor, aluminum—powder coated

**Kiosks:** pressure treated wood—UV inhibitor



### Bases

**Gateways:** local river rock, concrete, custom hardware, bases must be engineered

**Kiosks:** custom, metal hardware—powder coated, concrete footed, engineered



### Sign Faces

**Gateways:** painted aluminum “boards” mounted to solid background of same color, with “grooves” created by spaces between boards. Additional graphics layer cut from aluminum, flush mounted to minimize vandalism

**Directionals:** powder coated aluminum panels with laser cut vinyl graphics

**Kiosks:** HPL panel, powder coated aluminum panels with laser cut vinyl graphics. Display case



### Hardware

**Hardware, gussets and end-caps:** Galvanized steel, welded joints. Break-away bases where required by County and/or City. Painted finish and/or sealed finish

**Kiosks:** Metal roofs

**Directionals:** Direct bury in new concrete footing or buried J-bolts with plate and through-bolts

**Lamps:** Gateways, with electrical source supplied by the City of Bay City when possible



### Banners

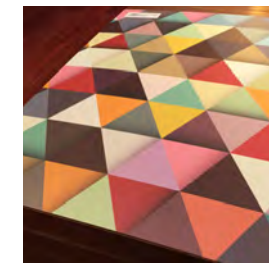
**Materials:** 13-18 oz vinyl; or 10 oz vinyl mesh. Nylon threading, hemmed.



- 1 powder coated aluminum panels
- 2 cast aluminum post finials
- 3 pressure treated wood
- 4 steel brackets, hardware and ties
- 5 river rock bases
- 6 vinyl graphics
- 7 high pressure laminate panels

### Vinyl

Polyvinyl chloride (PVC) film that, in sign-making, is backed with an adhesive that creates a strong bond to a variety of impervious surfaces when pressure is applied. The application and removal process is fairly easy for a professional sign shop. Vinyl graphics typically last an average of twice the life expectancy of most paints used in traditional applications. Long-term UV exposure can shorten the life of this process.



### High Pressure Laminate (HPL)

This signage process uses heat and pressure in fabrication, resulting in a final product that is a permanent fusion of image and HPL that does not de-laminate, separate, crack or peel. Signs and murals are generally impervious to moisture and resistant to UV rays, scratching, impact damage, and graffiti. Digitally printed subsurface images, with unlimited color, are fused into a single panel with phenolic and melamine resins. HPL lifespan is generally guaranteed for 10 years.



### Paints and Coating

These items generally have the most visual evidence of wear over time. Technology has extended longevity greatly in the last few years, but it is important not to underestimate the environment’s impact on fading.





## Bay City Locator Map & Signage Types



### Gateways & Electronic Message Board (pgs 20-23)

- South end, at Alderbrook
- North end, on Hwy 101, west side, between tracks and guardrail
- Electronic Message Board, located between Portland & Seattle Aves, on Hwy 101



### Pedestrian Directionals (pg 26)

- 5th St. and Hayes Oyster Drive, Methodist Church. Directing to downtown, parks, camping, services
- 4th St., near A St. directing to downtown, parks, camping, Arts Center, services



### Vehicular Directionals (pgs 27-28)

- 5th and 6th St. directing towards downtown, parks, camping, services
- 5th and Portland Ave. directing towards Watt Family Park and dog play
- 4th and B St. directing towards library, City hall camping, Al Griffin Park, Arts Center
- 5th and B St. directing towards Arts Center, City Hall, Al Griffin Park, camping



### Destination Signage (pg 29)

- Bay City Arts Center – A St. and 5th St.



### Kiosk / Interpretives (pg 25, pg 33)

- Al Griffin Park – History, and destinations such as Kilchis Point Trail. Park-to park trail
- Watt Family Park – Dog play, future playground. Park-to park trail (Griffin, Forest, Watt)
- Hayes Oyster Drive, near Fish Peddler – Interpretive of port history, crabbing, and eel grass



### Art to the Rescue – elements of “place-making” (pgs 24, 30)

- Mural at City Hall
- Sculpture on the “Town Square,” adjacent to City Hall
- Art in Watt Family Park – Woof – Instagram opportunity



## Approaching Bay City / First Impressions Count

Beyond the bay, trees, the road and the sky, communities rely on signage and gateways to engage a visitor’s attention.

This collage represents the first glimpses of Bay City. These are the current locations on the road where the city greets new visitors and welcomes home residents.

The Gateways of the Bay City wayfinding plan are some of the most important, and are designed with specific criteria in mind:

- **Harmonize with landscape**
- **Present Bay City branding**
- **Act as destination markers / informational aids for traffic, i.e. “where is downtown?”**
- **Welcome new and returning visitors**
- **Be designed for longevity, all-weather and minimal maintenance**
- **Be inspirational and display community roots**



These Bay City entrances do not engage or welcome the traveler.



## Welcome / Bay City Gateways

Bay City gateway signs are an opportunity to welcome first-time and returning visitors to a high-value guest experience. Any gateway structures must honor the architectural and natural heritage of the “The Pearl of the Tillamook Bay,” and extend a strong identity brand for Bay City and the Oregon coast.

Existing entrance signs do not establish a coherent or consistent Bay City brand and can easily go unnoticed by travelers. The wayfinding methods to navigate to downtown are confusing and almost lost in the landscape. In addition, County designation does not make the case for a visitor to stop and explore, grab a bite of food, hike to Kilchis Point, or explore a gallery.

New gateways should be relocated for effectiveness and preservation of views. Currently, the City approach experience is being influenced by roadside advertising and inconsistent signage. Distinctive and well-maintained gateways promise a higher quality visitor experience and the chance of longer stays and potentially, a return visit.

The gateways will have a clear community brand—a welcoming, elegant and memorable signage element. In the future, it will be advantageous for merchant signage to dovetail with this wayfinding plan for greater visual impact. The current Bay City gateway sign is shown to the right. Below are some examples of other project solutions.



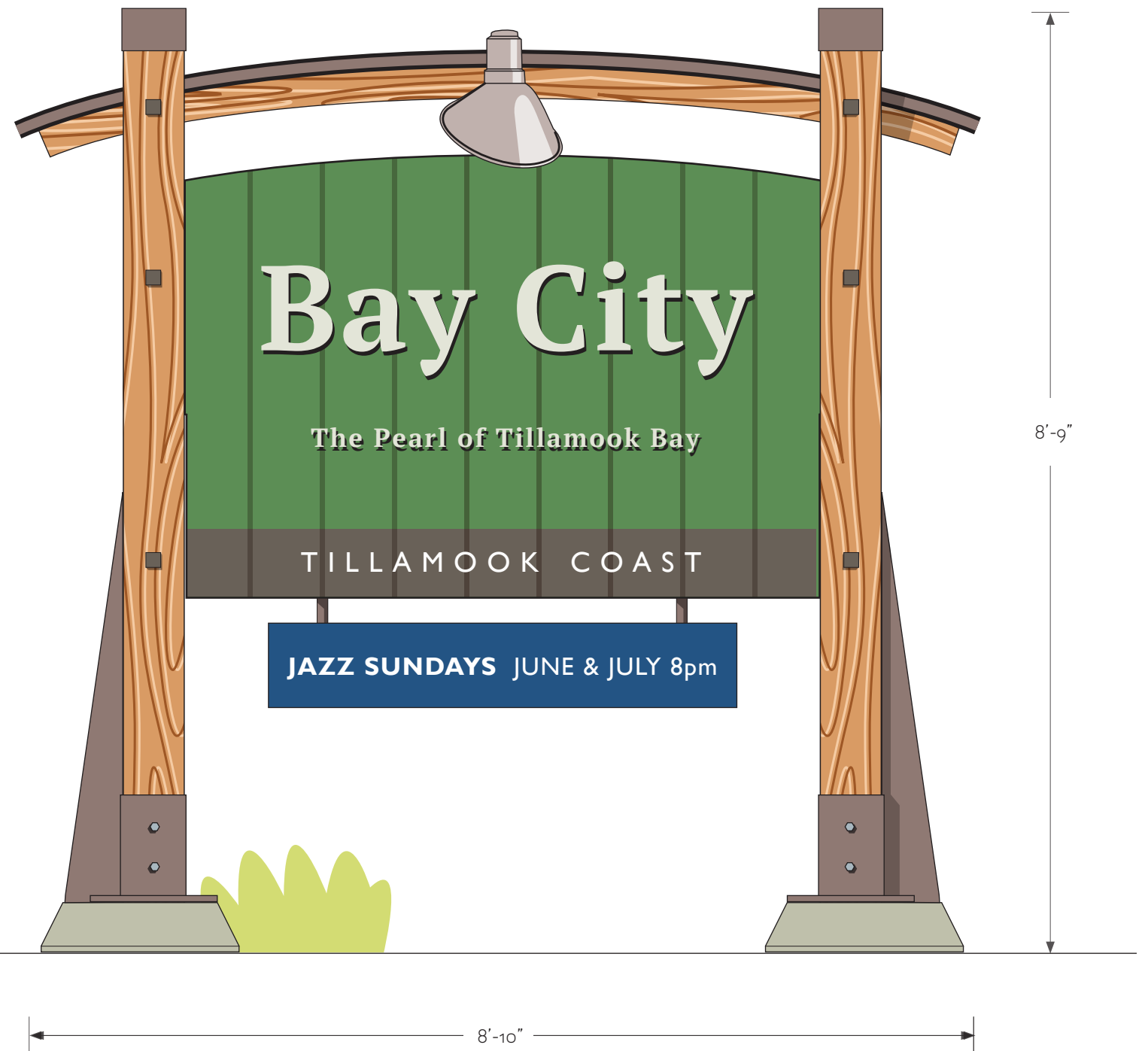
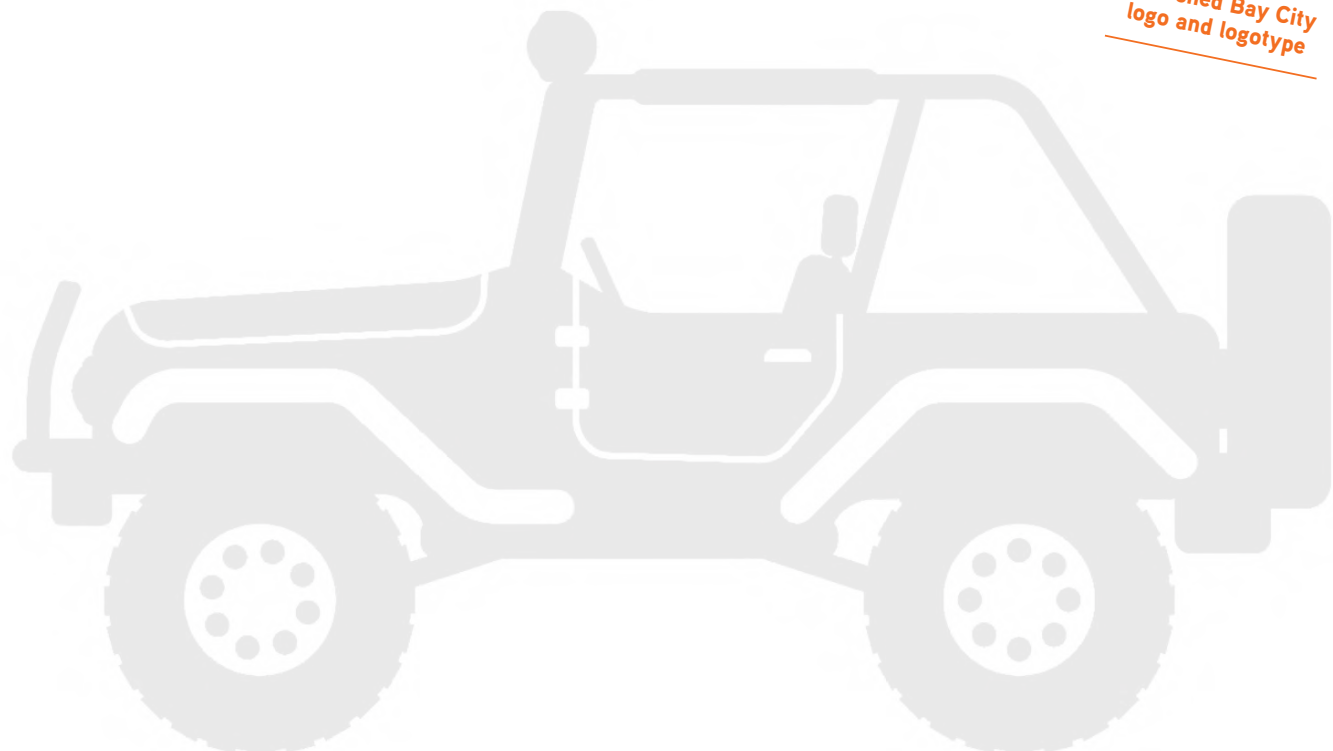
Some samples of iconic gateways which contribute to memorable traveler experiences. First impressions count.

### Bay City Gateways / South

This Gateway design would replace the signage on Hwy 101, near the turnoffs for downtown, and introduce a new south gateway on Hwy 101 and Alderbrook. A bit bigger and architecturally more significant, the messages are compartmentalized by shape, layout and color to make it visually easier to read by the car-traveling visitor. Materials include substantial timber and craftsman style hardware. Sign faces are painted aluminum panels that give the appearance of tongue and groove. The 'downtown' version is two-sided, and the 'south' installation is one-sided. If possible, a lighting plan will aid in nighttime and stormy weather conditions.

Beautification and landscaping surrounding the gateways is an important element. The existing nearby signage plaza on Hwy 101 and 5th Street may be removed and a beautification landscape program could incorporate both.

**LOGO DESIGN IN PROGRESS**  
the shown graphic is a place-holder to be replaced with a refreshed Bay City logo and logotype



This distinctive new gateway will quickly be noticed by both returning visitors and first-time visitors. The South sign will include a seasonal event.

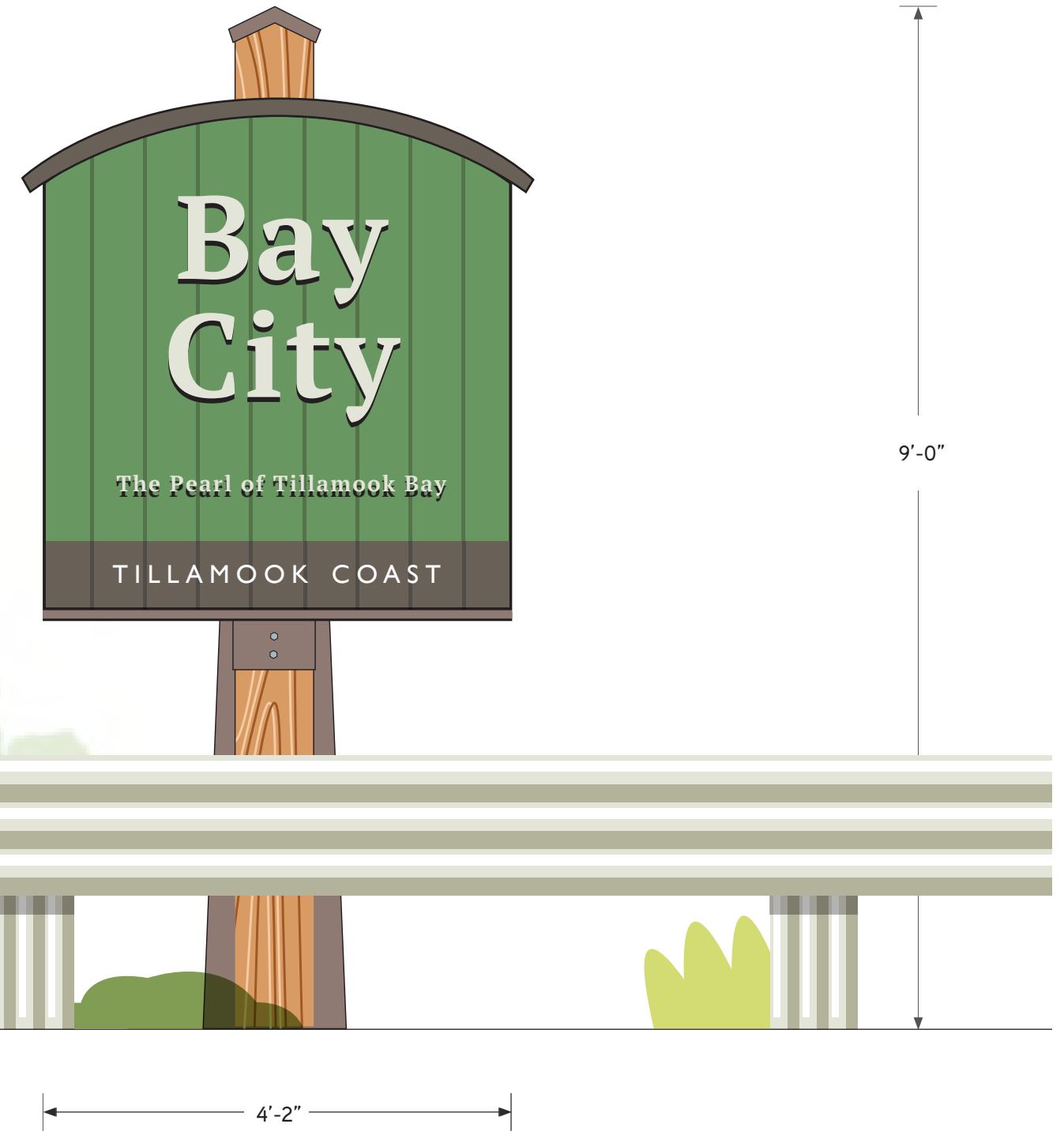


## Bay City Gateway / North

This gateway design is located traveling South on Hwy 101. The gateway announces the arrival to Bay City and signals the traveler to watch for places to go and things to do. Installed behind a guardrail, the single-post accommodates both the sloping landscape and railing. The length of this post will be determined by the drop off.

Materials include substantial unfinished timber and craftsman style hardware. Sign faces are painted aluminum panels that give the appearance of tongue and groove. This gateway is one-sided. If possible, a lighting plan will aid in nighttime and stormy weather conditions.

**LOGO DESIGN  
IN PROGRESS**  
the shown graphic is  
a place-holder to be  
replaced with a  
refreshed Bay City  
logo and logotype



### Electronic Message Board

Seen from Hwy 101, an electronic 2-sided programmable message board will tell travelers what's in store for their visit. Residents will be updated about upcoming events. This signage is going to replace the sign which is between Portland and Seattle Avenues on Hwy 101.

Typically, this type of signage is utilized in commercial wayfinding, but we recognize the need to make this equally a civic project, about pride and portraying a unique town. In this concept, we've shown a distinctive snag tree installed nearby—a visual touch-point and symbolic of working with nature. Boulders are another element which can make the sign more harmonious to the natural landscape.

**LOGO DESIGN  
IN PROGRESS**  
the shown graphic is  
a place-holder to be  
replaced with a  
refreshed Bay City  
logo and logotype





## A New “Town Square”

This plan proposes that the triangle property adjacent to City Hall and the Library on the edge of Hwy 101 be developed into a “Town Square.” This presents a unique opportunity to create an meeting place, where the community of Bay City welcomes new visitors with services (parking & restrooms), information, and creativity.

A symbolic “town square” — is an ideal place to make a lasting impression, where the city expresses to a traveler that Bay City is a great place to visit and return to, and offers a bit of history, and a look towards the future.



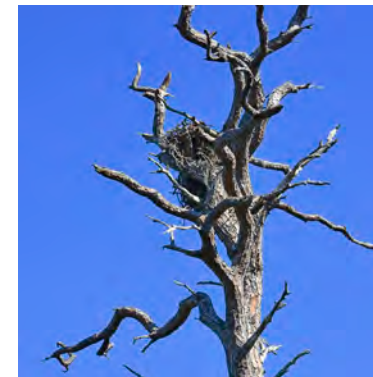
Creating a welcoming meeting place for conversation and reflection



The current locaton adjacent to City Hall and the Library is a series of empty lots

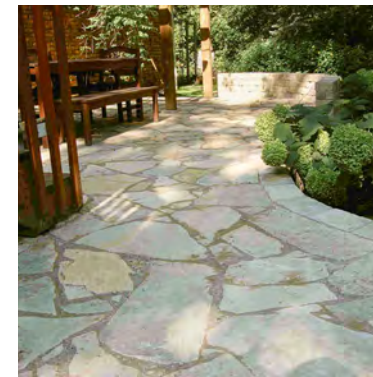


Connecting Bay City to travelers and visitors through a symbolic “town square”



Natural features, such as an installed snag, expresses the mindfulness of Bay City.

Public art for the main plaza will create meeting spots and visitor engagement.



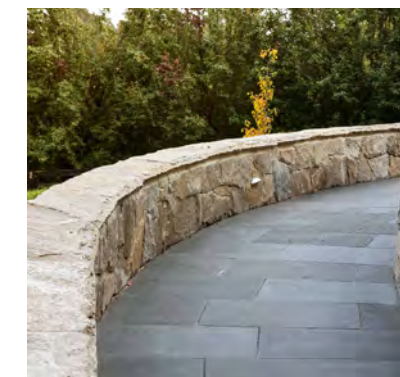
Organic paths made of natural pavers or artful and sustainable recycled materials.



A future welcoming place. Parking, services, art and more. Evergreen planters. Seasonal flower beds.



A meeting place, where you’ll find benches and a plaza.



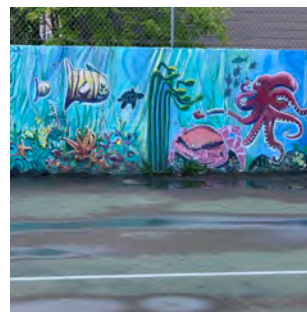
Low walls help shield pedestrians from parked cars.



## Streetscape and Hwy 101 Corridor / Mural Program

The creation of an ‘artscape’ visible from Hwy 101 has been suggested as one way for visitors to get to know the spirit of Bay City. An artist’s mural would be commissioned for the 3rd Street wall of City Hall and the adjoining building. The mural should be hip and cool, not childish, and worthy of a visitor’s stop to be photographed. Perhaps it’s interactive as well!

A mural can give you the sense that you have ‘arrived.’ Thus, Bay City is saying, “we have made an artful effort—come enjoy, respect our home and stay awhile.”



△  
These images are placeholders for the concept of a Bay City mural at City Hall.



## Visitor Kiosk / Al Griffin Park & Forest Park

Kiosks are exciting information hubs, the most welcoming of Bay City hosts. Kiosks in the streetscape and parks make the environment pedestrian-friendly and welcoming to travelers. Kiosks are go-to street monuments, where Bay City can simultaneously display its own unique pride while helping to guide a visitor's adventures.

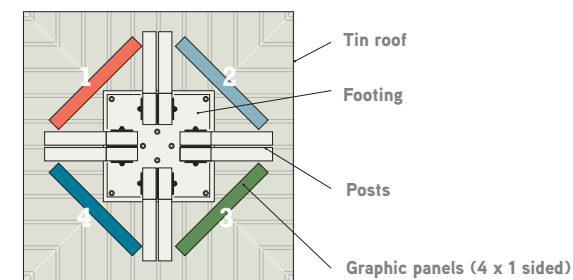
Kiosks are flexible and can be programmed in many ways—city map, downtown information, restrooms, parking, and events. At this time, kiosks are being recommended for Al Griffin and Watt Family Parks. At Al Griffin Park, the kiosk would offer Bay City history; local wildlife; describe the park's services (camping, skating, the playground); offer information about the nearby Arts Center; and describe a downtown walk including other in-town parks, as well as the short drive to stunning Kilchis Point.

The Watt Family Park kiosk will poke fun at doggy play; mention the future playground in the works; speak of the bay's history; and offer the park-to-park trail (Griffin, Forest, Watt).

The pavilion-like kiosk design has a small footprint, but a high profile. The kiosk design references regional elements—hefty timber and forged metal—giving it the feel of a shelter.

**The graphics shown here are placeholders only; final designs would be developed in Phase 2.**

Top view



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

VTC brand lettering at top  
▷

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

Concrete footing (small footprint).  
Substantial welded hardware  
▷



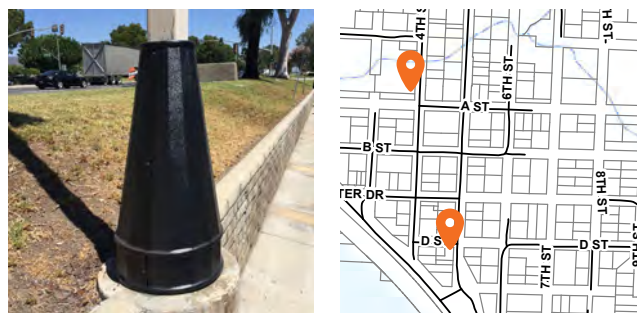
## Pedestrian Wayfinding / Directionals

Directional signs are an important tool in wayfinding. Pedestrian directionals enliven the visitor experience by encouraging walking around downtown, and creating a sense of place. Wayfinding make businesses and destinations more accessible, fun to find and add appeal to streetscapes. As Bay City downtown commerce grows, so may the number of this sign type.

A pedestrian directional system can greatly reduce wayfinding confusion. These colorful directionals not only offer information but answer essential questions and announce visitor destinations, i.e. parking, shops, restrooms, parks and trails, etc.

These directionals follow the VTC design standard and utilize the Bay City palette. They also include a unique custom marker for Bay City, distinctive and memorable.

The multi-panel directionals offer built-in flexibility, with panels that can be updated individually and cost-effectively. Merchant names are NOT recommended on these signs, as it would result in an unmanageable sign size and too frequent changes. Instead, printed and online maps, that are more adaptable, can include merchants and services which can be updated seasonally.



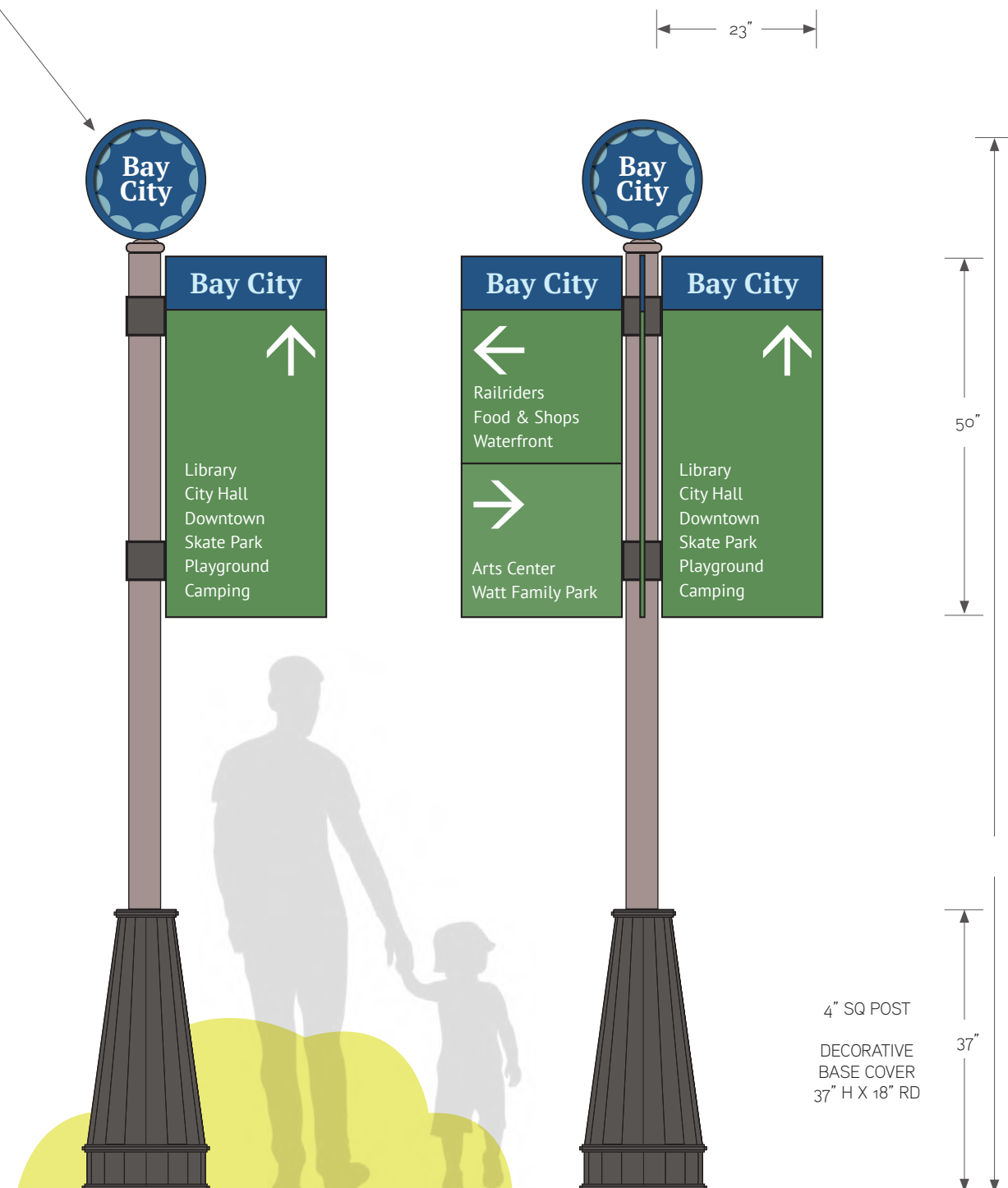
**LOGO DESIGN IN PROGRESS**  
the shown graphic is a place-holder to be replaced with a refreshed Bay City logo and logotype

Distinctive Bay City post-topper. Metal medallion, etched, paint filled. This design is TBD, placeholder only

Metal sign panels vary in number—from one single panel to a maximum of four. Vinyl graphics

The designs shown here do not depict actual sign messages. The message schedule for Bay City would be developed in Phase 2.

Powder-coated, custom sign posts with decorative base covers. Concrete footing with break-away hardware



4" SQ POST  
DECORATIVE  
BASE COVER  
37" H X 18" RD

## Vehicular Destination Directionals

Directionals ease visitor confusion and contribute to a welcoming Bay City experience.

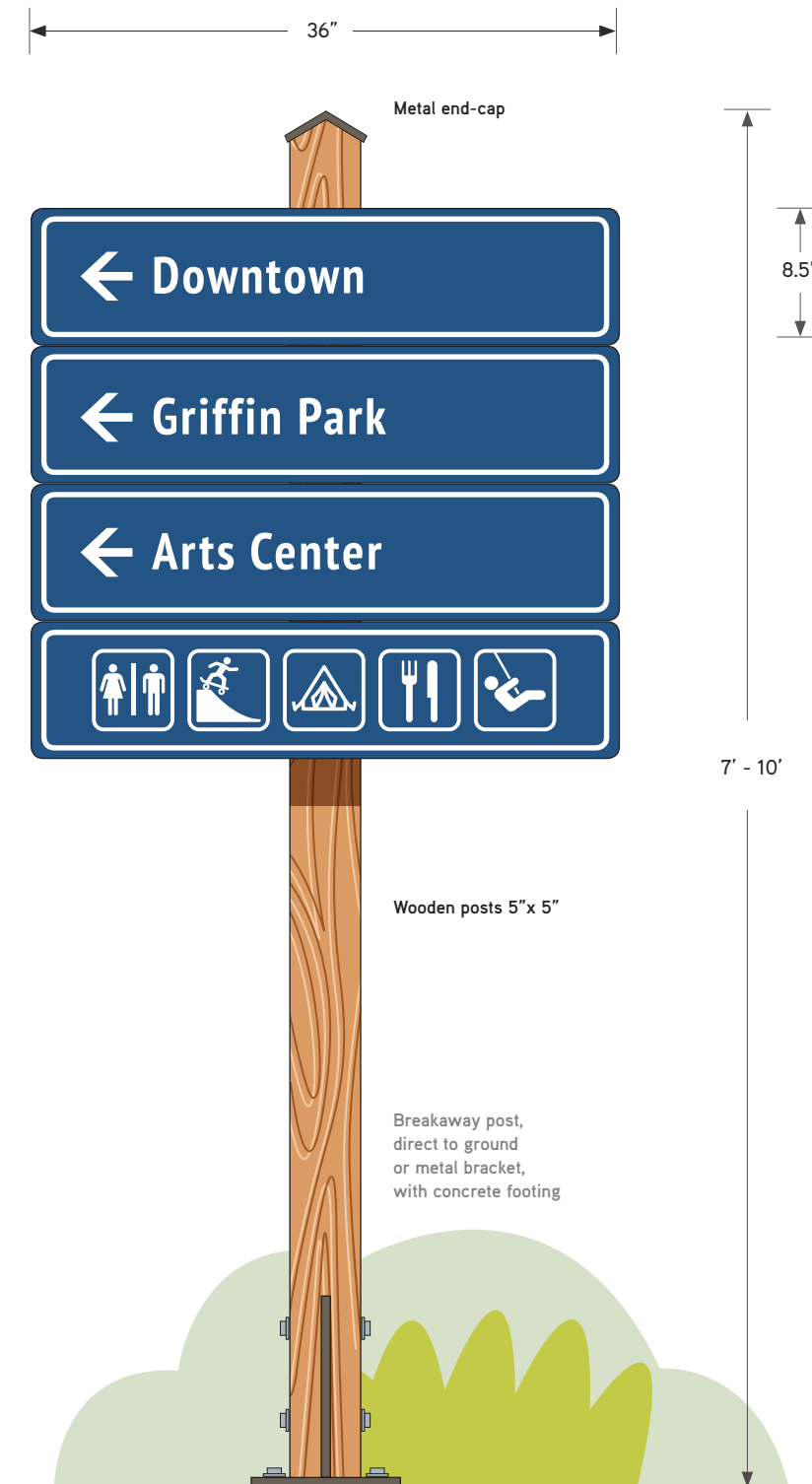
The primary goals of this category of signs is to direct drivers to Bay City destinations and services. Clarity and unity are objectives for this system of signs. Location, height, legibility and sight-lines for drivers are important considerations.

Typography is vinyl—flexible and cost effective. Wooden posts and metal end-caps add distinction to the streetscape.

In this case, seen here and on page 28, the actual sign messages need to be considered in reviewing this plan.



**Location:**  
5th and 6th St.  
▽

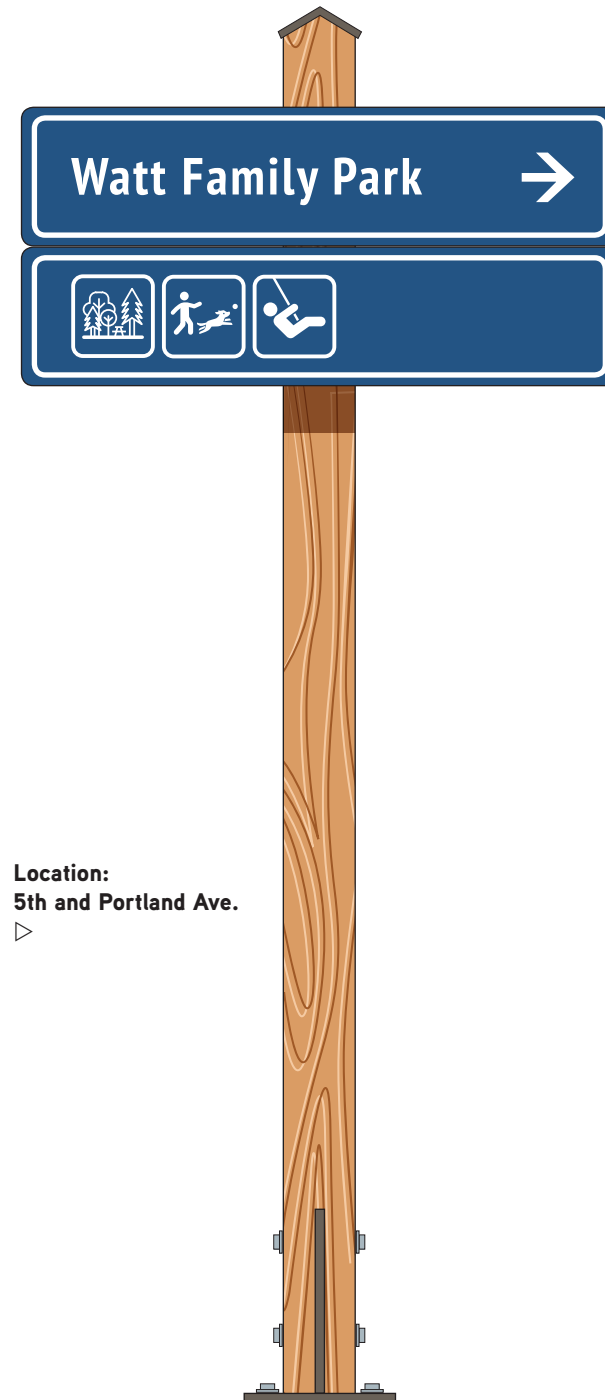




### Vehicular Destination Directionals / *continued*

The wayfinding team recommends adding two signs on 5th Street to this family of signs.

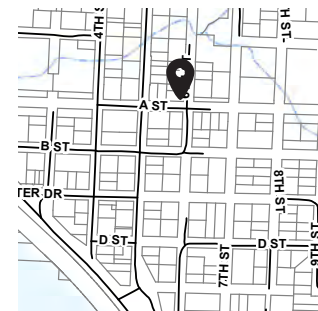
Symbol forms will designate and clarify instances of safety, services, recreation and commerce.



## Unique Destination Signage / Bay City Arts Center

Bay City destinations will utilize “identity” signage to announce to residents their common grounds and offerings and offer ‘not to miss” features and events to visitors. Identity signs make businesses, non-profits, trails and destinations more accessible, fun to find, and add visual appeal to the Bay City streetscape. The first of these priority destinations is the Bay City Arts Center—a nexus of the arts, with great potential to broaden its audience and increase attendance.

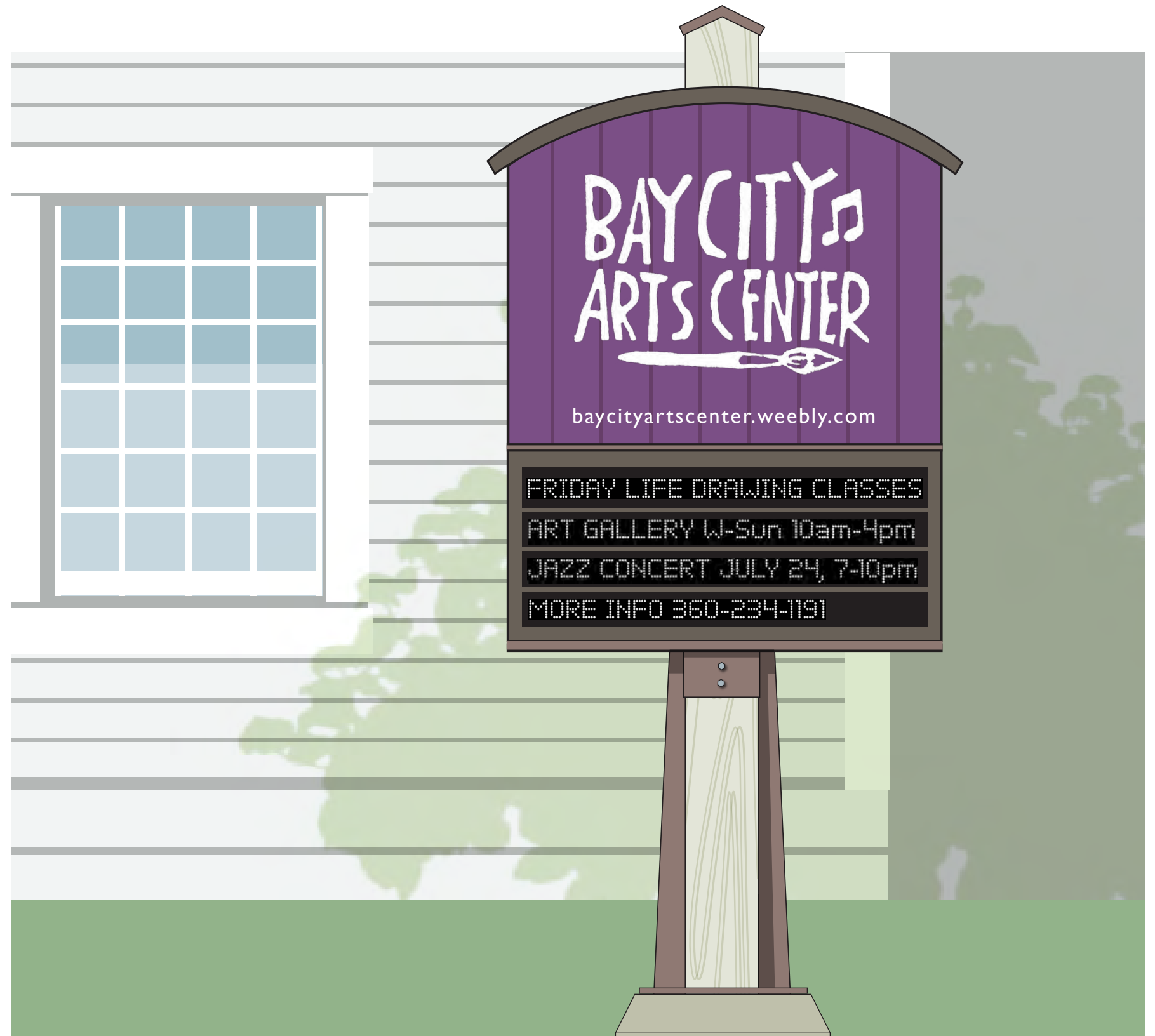
The Arts Center can attract attention and express its importance in Bay City culture with a renewed building sign. The sign would be welcoming, visible from a greater distance and expressive of the Center’s mission. The schematic drawing here offers just the beginning stage for a design that would be further developed in Phase 2. This would also be a good time to further explore the Center’s community-view and visitor-expectations.



**Goals:**

- Higher visibility
- Compliment architecture
- Visually explain BCAC’s mission
- More color
- Cross cultural
- Welcome and open to the public
- Electronic events board

▷ Materials include substantial stained and treated timber and craftsman-style hardware. An electronic LED message board will be utilized for upcoming events.





## Art to the Rescue / and Nature too!

Art and nature play a pivotal role in wayfinding for the traveler, and offer great benefits for the long-time residents as well. Art can express the health and vitality of a community and create vibrant people-gathering places, moments of curiosity and conversation.

Art offerings can be as simple as a designed bench that offers a place of respite, an object that tells a story, or an enjoyable landmark. Art invites and provides periods of community involvement. Art is a legacy and can define the identity of a community. Art engages, can acknowledge original cultures and present joy. Art can be a present day “selfie” moment.

Nature can do the same and more. Imagine a nest being built, the shape of the coast, rocks underfoot—these all make a lasting impression. Nature establishes views and invites the traveler to slow down and look at the world around them.

Wayfinding can use these natural cues to great effect. This plan recommends utilizing thoughtful art and nature to create meeting places and highlight destinations.



Hand in hand with nature



Places to meet and interact, a mural project



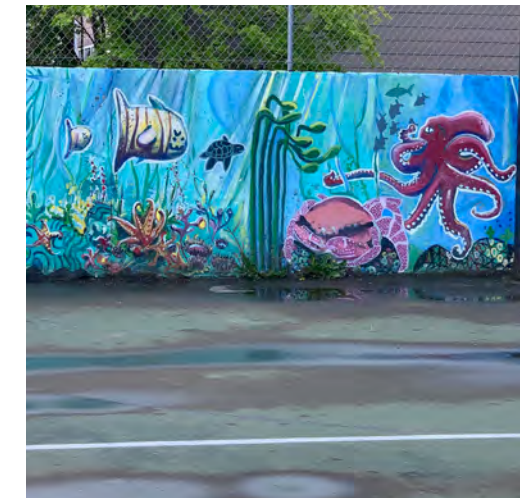
Honoring other inhabitants of the Bay. Large scale sculpture in Town Square



Art can honor the past. Enamel photo murals



Poking fun at the obvious at Watt Family Park, finding friendly icons



Community projects



## Recognizing Hot Spots / Approach to Bay City

The primary crossroads of Bay City for both drivers and pedestrians is also a hot spot of friction—where interactions between merchants, residents and visitors are not fully optimized. In most instances, downtown Bay City and most merchant offerings cannot be seen from Highway 101. As a result, events cannot be announced and only those few businesses located on Hwy 101 benefit. Many cultural and recreational destinations Bay City has to offer go unnoticed and are even difficult to find online. The result is that Bay City is often unrecognized and bypassed, in the shadow of the City of Tillamook.

In seeking a solution for improving the visitor experience, the first task is to document the community’s objectives and evaluate current conditions; then outline possible solutions.

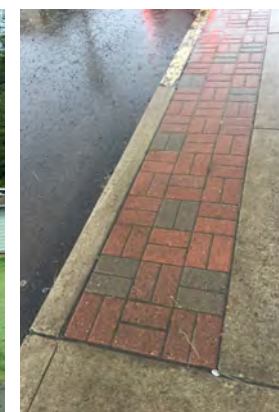
### WEAKNESSES:

- Lack of Bay City branding
- Where is downtown Bay City?
- Unnoticed approaches
- Little sense of what the community offers
- Lack of merchant support
- Unfriendly and dangerous to pedestrians
- Cluttered streetscape
- Lack of and inconsistent vehicular signage
- Unclear communication
- Are nearby businesses noticeable and accessible?
- Is the “streetscape” attractive?
- Can visitors learn what Bay City has to offer?

### SOLUTIONS:

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

When optimized together, the above solutions can help make Bay City a go-to destination on the Tillamook Coast.



Friendly

Streetscape

Great traveler destinations



## Additional Recommendations / “Big Picture” Wayfinding

Bay City, like any community, does not start with a clean slate of wayfinding elements. The boundaries of the town have been navigated with an array of wayfinding tools for over a century, evolving as the community has grown. Look around—the existing signage you see defines not only how you are understood, but also how you see yourself.



Allow architecture and nature to communicate more effectively. This will encourage a more mindful visit, and result in more direct wayfinding.

Any existing signage whose performance has waned should be retired and removed. Your planning committee can begin by identifying these obsolete signs, removing them, and initiating the new signage standards and permits required in this plan.



Initiating a thorough inventory of existing signage contributes to understanding how current communication is functioning (or not functioning) day-to-day. The process can also help quantify effectiveness as well as identify cases of redundancy and over-use, which can cause harm to Bay City’s treasured landscape.

A sign inventory also aids in understanding any missing “stepping stones” in a good wayfinding plan. It defines responsibility to each piece and it assigns objectives for every item.



### Rules of Thumb:

- Signs that are out of date should be removed.
- Some sign locations make them hard to see, or put them beyond the ideal decision-making moments for drivers. These signs can be relocated or rescaled.
- Some sign messages are confusing and can easily lead visitors astray. This is a good time to clarify and establish new message(s) and design standards.

- Sign clutter is a very real thing; it adds to road confusion and has great impact on a visitor’s first impression of a community.
- Temporary and unattractive commercial signage should be evaluated. Set sign standards for size, placement, materials and general design (i.e. sandwich boards) should be established and enforced.



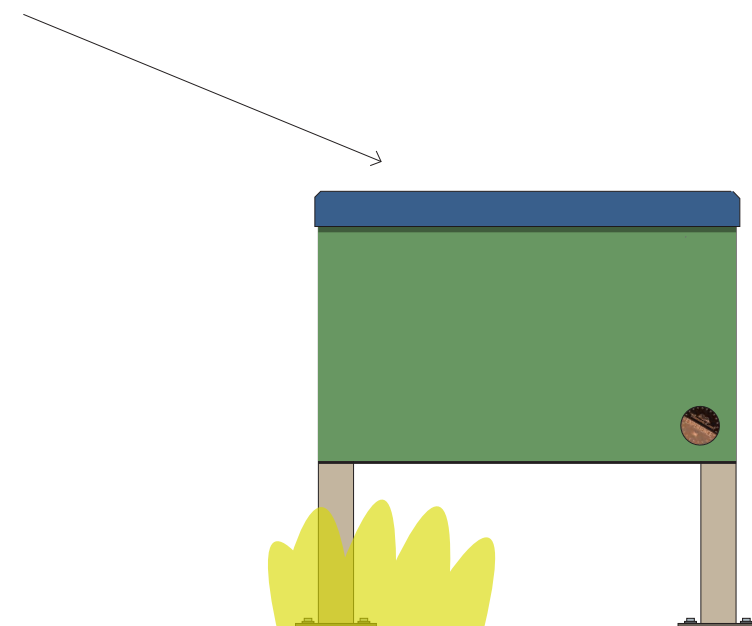
## Interpretives / Bay City and the Tillamook Coast Experience

The stage is well set in Bay City to offer visitors valuable interpretive encounters. These interactions can also tie into the Tillamook Coast Experience—where the connection between villages enriches the tourism in the entire region, village by village. Speaking to the historical, cultural and natural attractions of Bay City, these interpretives can also encourage spontaneous exploration by visitors. At this time it is planned to create one interpretive panel at Hayes Oyster Drive. It will speak of port history, crabbing and the importance of Eel Grass.

Interpretive stories are most effective when experienced at first-hand learning environments, or where they can tell visitors what unique destinations are nearby. Interpretive signs can also help facilitate wayfinding and are often located at trail heads, road waysides, and kiosks.

**This low-rise, angled, two-post sign offers a story without blocking a view. Planned for learning opportunities where visitors are already engaged by scenic landscapes. Full color graphics, constructed of vandal-resistant materials with concrete footings.**

Outfitted with pressure-treated wood posts, galvanized end-caps on top and substantial metal sleeve-footings in concrete. Sign faces are full color, high pressure phenolic laminate panels. "Tillamook Coast Experience" medallions are bronze-tone, stained and sealed.





## Next Steps

How can the Bay City community become involved in the Wayfinding Program?

- Develop a list of additional wayfinding issues:
  - ~ *Questions received from visitors for information or directions;*
  - ~ *Confusing signage or missing locations;*
  - ~ *Need for maps or guides*
- Talk to your Bay City community representative or neighbors to document wayfinding issues
- Contact Visit Tillamook Coast to be added to their mailing list of interested county residents
- Participate in wayfinding meetings as they occur in your community



### Special thanks to:

Liane Welch, City Manager, The City of Bay City

Nan Devlin, Executive Director, Tillamook Coast Visitors Association & North Coast Food Trail, for the development and production of this Wayfinding Plan.

For more information, visit [www.tillamookcoast.com](http://www.tillamookcoast.com)  
 (503) 842-2672