

**Delta Signage Project
Community Meeting #1
Big Break Center
11/28/17**

Meeting Notes

AGENDA

1. Welcome and Introductions (5 m)
2. Ground Rules (5 m)
3. Introducing the Delta Sign Master Plan (10 m)
4. Background on Signage Basics/What We Found (15 m)
5. Group Discussion (Note: Reference Map of Delta on Wall)
 - a. What do you consider most important about navigation signs for the Delta? (20 m)
 - b. What cultural or community factors need to be included? (20 m)
 - c. Where would you like to see signs posted? (20 m)
6. Posted Responses
 - a. Which types of signs are most important to you? (15 m)
 - i. Sheet 1: Welcome/Orientation (reception)
 - ii. Sheet 2: Wayfinding/Mileage marker (navigation)
 - iii. Sheet 3: Interpretive (revealing and provoking)
 - b. Design, People and Concept (15 m)
 - i. Sheet 4: What design elements would you like to see?
 - ii. Sheet 5: Who else should be consulted?
 - iii. Sheet 6: What else would you like to see included?
7. Next steps (5 m)
8. Adjourn

INTRODUCTORY COMMENTS AND PRESENTATIONS

Overview of the Project

- The Master Signage Plan is a framework to guide the placement, design and types of signage for the Delta.
- Looking for community input to guide the project.

- The plan is meant to offer assistance on placement and design of welcome, way-finding and interpretive signs.
- The project will not be producing signs, although maybe production could happen in a later phase.
- It is meant to guide others (nonprofits, businesses, cities, counties and the state) as they create signs to meet their needs.

Background on Signs

Signage Overview Presentation (Slides attached at the end of the document)

GROUP DISCUSSION

What is most important to you regarding signs?

- Branding. I think we need to brand the Delta
- I think that the experience communicated by the sign is important
- Are we working off the assumption that the person has no other guide, like a map or a phone app to guide them?
- What about the county and Cal Trans signs on the roads now?
- We have to assume that there are a variety of travelers with knowledge or not. Also, there are locals who drive past but may not know about certain areas or features
- As a lifetime resident, I can tell you that it is easy to get lost in the Delta
- There is a need for “No Outlet” signs
- There is a variety of travelers who come through here. I recently assisted someone who was on a walk from the Bay Area to Sacramento.
- People could also be coming in by boat
- Also by train-AMTRAK runs through here
- We have cultural resources here (i.e. Locke)
- We could use signs that stand out more. Graphics help, like the Visit CA Delta signs with the logo

- We could have cautionary signs, noting navigation problems ahead (E.g. Difficult for big boats to get out of the Deep Water Channel. No signs currently indicate that for boaters)
- It is possible to develop freeway signs that educate?
- Possibly staggered messages like the Burma Shave signs (i.e. succession of signs with related messages)
- We need to convey our local resources: boating, farms, recreation, agriculture, food and industries
- We need public-facing signs indicating directions to basic needs: gas, restrooms, WiFi, etc.
- The maps should be aided by “smart” technology to connect with phone/device mapping applications
- We could also use laminated maps, located in specified parking lots to show the way.
- Also, a number to call for recorded directions to specific locations would help
- When I first learned of the Delta, I heard about Locke. Then, I heard about the Sugar Mill. I think that people find out about the Delta (as a place) through some of the tourist attractions
- Placement of the signs is very important. We have a lot of sign clutter right now
- We need a guide to let us know how to incorporate with the current signs in place
- Is it possible to have a recommended route through the Delta?
- There is the Farm Trails map for the Sacramento River that guides people to food, farms, ecology and culture

Culture and Community

- Culture- there is the Portuguese center and church near Freeport
- A timeline of the cultural history would be a nice feature (E.g., There is an asparagus farm that used to be wetlands- a great example of how the land use has changed over the years)
- Antioch has a historic downtown area- it is one of the oldest cities in the state
- How about the rum running or the speakeasies?
- Signs pointing out old bridges or docks (i.e., history)

- There are the shipwrecks; you can actually see the Solano. It would be good to show a picture of then and now.
- There is an interest in Native American history
- There is also a fishing history, particularly for the sturgeon and the salmon
- We could point out the former canneries that are nearby
- There are also other industries of the past
- We could note the authors who have written about the area (i.e., Jack London). We could cite the books or stories
- We could also use signs that note how the landscape has changed over time. I was surprised to learn how much of the Delta landscape was built by people
- That is lots of information for a road sign
- We can use iBeacon technology to transmit a lot of detailed information to a phone
- In the Master Plan, we want to make the information available for people with the resources to create the signs (i.e., governments, nonprofits, service clubs, etc.)
- Need to know who controls signs in which areas. I was surprised to find that all the signs in Antioch have to go through the traffic engineer
- Signs with information do slow traffic (i.e. the Amber alert signs always slow down freeway traffic as people read the message)
- What about when the legal name of a place is different from what the locals call it? (E.g., Al's Place in Locke)
- It was decided in a meeting that we had sometime back that we would formally refer to it as the Sacramento-San Joaquin Delta, while the term California Delta can be used for marketing. The Delta relates back to the two major rivers that created it, namely the Sacramento and the San Joaquin
- It is better to use the symbols (graphics) on the signs or else we get into the whole thing of what to call it, the California or Sacramento-San Joaquin Delta
- It would be nice to have information about the crops being grown out in the fields. We could have some signs like the one's in Monterey County with the portraits of farmers

Placement

- Placement is key. When driving and presented a choice, the driver has to pause to figure out which way to go.

- The best examples are the signs with the names of restaurants grouped separately by direction so that you can make a quick decision, rather than having to read through a list and choose which way to go
- How many signs do we want to create in this country area? It could be seen as blight. Some people come here to recreate, flower, bird and fish. How will these new signs blend into the landscape
- Need to think about where the signs begin and end. For example, if a visitor is coming from the bay area, the person will enter the Delta in a different location than someone from Sacramento
- We want people to know when they enter the Delta
- We should have markers to indicate the islands. I travel the roads and seldom know which island I am driving on.
- We should pick some of the easy entry roads in certain areas (Antioch, Oakley, 8-Mile Road)
- Hwy 4 (starting at Hwy 680) is called the California Delta Highway
- Hwy 4 at 160 would be good but some of the best resources are located before that exit. It might be best to place the sign before Sommersville Road. Off that exit, Auto Center Road transitions to 4th and then, to Marina Drive
- Another good location is the Byron Hwy, near Mountain House on Hwy 205
- Also, a sign near Tracy, which is part of the Delta
- It would be good to have a sign indicating the locations of the different Marinas (i.e. Discovery Bay, Oasis, etc.- see locations in Visit CA Delta)
- Rio Vista, although outside of the legal Delta, there is the Suisun Marsh and Grizzly Wetlands- which are part of the greater delta area
- To the north, there is Hwy 113. Liberty Island is there- with the bridge to nowhere.
- Other locations nearby include: Clarksburg, Freeport, Hood Island, Twin Cities, Flag City
- To the east, Hwy 4 from Stockton to the west would be a good location
- The I Street Bridge in Sacramento is the northern boundary of the Delta
- Unfortunately, Old Town in Sacramento is not within the Delta. However everything on the west side of the bridge in West Sacramento is considered to be within the Delta

- Are the bridges signed and named? It seems that the bridges could use some place marker signs showing the date of construction
- This brings up the need for consistent place marks for the bridges. We could possibly adopt the format of the CalTrans signs
- Soon, in the coming years, all of the bridges will be automated and centralized. This means that the controls will be run from a centralized location and that it will open on demand through some automated system
- Are the ferries covered under the sign plan? Yes, we have to include signs that will be seen from the boats as well as cars
- Having the Master Plan in place is very important to the sign designers and sign makers. It is a guide that sets up the parameters and makes it very easy to make the decisions about the look, type and placement. It also has official status with the government agencies that have oversight

WRITTEN COMMENTS

Sign Types (Welcome/ Orientation)

- Consistent N, S, E, W, maybe with room for county logo
- Don't forget the boaters
- Welcome and Interpretive signs can incorporate the Delta logo
- Add phone or website
- How far out should the signs start? We want to attract people from the major metropolitan areas
- Use dimensional, multi-layered, different materials. Not flat!

Sign Types (Wayfinding/ Mileage Markers)

- Is fog an issue? Twenty years ago, people got lost. Be sure to make place signs readable in all weather
- Signs reading which island you have driven onto. It is not always easy to tell where you are
- Set signs at public launches for boats or motorized craft
- Reflective * (I think this means creative or thoughtful but it could also mean more visible to light)

- How (best ways) to integrate with current signage

Sign Types (Interpretive)

- Points of interest
- Roadside turnouts
- Are they only going to be placed in parks? Where else can they go?
- Be creative (i.e., Art portraits)
- Murals on industrial buildings

What design elements would you like to see?

- Use Delta logo on all signs (2 agreed)
- Classic signage, not distracting
- Uniform, not busy

Who else should be consulted?

- City mayor and Councils
- Google Map People
- Outreach presentation to key players
- CalTrans
- What will and will not work for CalTrans and the cities? How flexible can they be?
At what point will they get their say?

What else could be included in the Master Plan?

- Has any thought been given to graffiti?
- How with the Master Sign Plan be marketed?

(Notes: Transcribed by Brad Morrison for the Delta Sign Master Plan)

Signage Overview

Delta Sign Master Plan

- Detail potential improvements of current signs
- Identify best locations for new signs within the Delta
- Provide templates for future sign development

Sign Types



- Welcome/Orientation Sign
- Wayfinding/Mileage Marker
- Place Markers
- Interpretive Panel

Sign Hierarchy

Visitor Sequence → Signage

- Arrival
- Decompression
- Reception
- Orientation
- Interpretation
- Transformation

- The entry announces the start of the experience.
- Basic needs are met; visitors become mindful of messages.
- Visitors have tools to feel competent with wayfinding.
- Visitors become engaged and have new insight. Perceptions change.



Existing Signage: Welcome/Orientation Sign



Existing Signage: Welcome/Orientation Sign



Existing Signage: Wayfinding/Mileage Marker



Existing Signage: Wayfinding/Mileage Marker



Existing Signage: Place Markers



Existing Signage: Interpretive Panel





