

**Delta Signage Project
Community Meeting #2
Walnut Grove Library
12/12/17**

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

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

Background on Signs

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

GROUP DISCUSSION

What is most important to you regarding signs?

- Signs should be clear, simple easy to read with the appropriate fonts and lettering
- People are interested in history
- What are they (i.e., visitors) looking to find: food, wines, nature?
- Color should be distinctive (i.e. like the brown signs for government)
- Good contrast
- Should instill safety while driving- either the river or a tree at the edge of the road
- Businesses up and down the river rely on Google Maps to get people where they are going but they are inadequate. Deliveries, services and others are using the roads as well. It is not just tourists and fishermen. Signs should be good for both types of drivers.
- Signs should let people know how to get out. Should show the driving route and let people know the direction of the freeway
- Should show people where the location of road damage as a warning
- Warning signs for farm and ag vehicles
- The first time I came into the Delta, I ended up in Locke. The second time I came in, I ended up in Walnut Grove. Both are very interesting. It would have been nice to know what else was around, what else I could see, areas of interest, etc.
- It would be nice to have mileage signs listing every town along the route with just the names and the miles
- Lodi has great signs in their wine region directing people to downtown, wineries, etc.
- The bronze historical markers need lots of space for turnarounds and parking. This is not readily available in the Delta. Need to find the right space for it.
- Closed loop radio broadcast could work to orient people to sites from beacons on the signs
- Bluetooth and iBeacon technology (for phone and car radio) could help

- A temple I visited in Japan had these wands that you could point at an object to have it give a informational message about it

Culture and Community

- We should point out the importance of agriculture
- We could also present what it was like before the levies
- Should make use of iconography
- Should point out importance of Chinese, Japanese and Native American cultures to the area
- Could point out the legacy towns, to give a sense of the Delta as a place

Placement

- Freeway access and exits (i.e., especially I-5)
- In the town showing the historic or downtown areas (i.e., in Isleton, people drive right past the town, no way to know)
- Signs to let people know that they are approaching the town (i.e. Courtland – 4 miles ahead)
- At streets to approach historic districts (E.g., “H Street, Isleton)
- Yuba City has a great visual map of its town- lays out the city’s history)
- There is a muralist in Walnut Grove
- There are murals in Rio Vista
- There is interest in bridges- our claim to fame. Could add the names and dates constructed
- Could identify areas to pull off the road and look at signs to re-orient
- The Bureau of Reclamation owns a lot of property around the cross-channel
- From Jackson Slough Road there could be a sign directing people to Isleton
- Welcome to the Delta begs the question, where does the Delta begin and end?
- We could have a “leaving the Delta” sign to let people know the boundaries

- Getting a sense of what the Delta is could provoke an idea or recognition for visitors
- Hwy 84 at Jefferson (Sacramento) would be a good location for a Delta sign
- Good to put signs at the most attractive locations so that people realize the beauty while they get the information. Parts of I-5 and Hwy 12 look like the Delta.
- Need signs for people travelling from the west (i.e., east on Hwy 12)
- The historical signs are terrible colors. They are often too far in advance of the community. Not much help
- There are no signs around the Antioch Bridge, moving north on Hwy 160
- There are historical markers in Hood, at the Hood Supply Store
- There are lots of historical areas without signs
- Locke is a national historical landmark
- There are historical districts in Isleton and Walnut Grove, too
- There are historical homes
- Every legacy town has its own history. It is good to know
- Could use all-in-one signs
- A map sign is needed
- In Isleton, the Bing Kong Tong Building opens in 2018
- There is so much important infrastructure in the Delta (E.g., Aerial towers are the tallest structures west of the Mississippi River. The Delta Cross Channel shows the primacy of the river)
- There are at least 650 miles of waterways in the Delta. Some authentic reports list the number as over a thousand
- Locke has a public lot with restroom and parking. I am not sure if there are signs there
- What type of graphic imagery is there to point out Chinese or Japanese cultural and historical sites and markers

Other Questions

- When is the master plan due?

- How much will be available for signs?
- Who is paying for the signs?

WRITTEN COMMENTS

Sign Types (Welcome/ Orientation)

- Website/ Phone Number
- Sign and entrance and exit to Isleton
- Sign at Y in Isleton pointing to historic downtown and historic Main street. Could put a sign at Hwy 160 and H Street or at N Street before it (because it is kind of a bad turn there)
- The Delta is an estuary and part of an enormous watershed

Sign Types (Wayfinding/ Mileage Markers)

- I think that these are the most important types of signs. They create a sense of place and direct people to the towns and wineries
- Signs to connect legacy communities
- Asian legacy map connecting all of the legacy communities
- As a business owner I think that all signs that direct people to us are important but in order to attract them to us, I would recommend signs at all of the exits off Interstate 5, directing people to the Delta locations off of each exit road
- A sign for Isleton (either historic or general) at Hwy 12 and Jackson Slough Road
- Connections, orientations and interpretations in the legacy towns

Sign Types (Interpretive)

- Signs for history and landmarks
- Do an app
- Isleton Historical Society is developing a phone app to give information to people standing in front of historical building. Could tie into the plan (i.e. with signs). Could do the same with Walnut Grove, Ryde Hotel, Courtland, Hood, etc.

What design elements would you like to see?

- What would be a good icon symbol for a Chinese temple or a similar historic icon? There is the Bing Kong Tong Temple in Isleton but a general icon could be used for the other sites and towns
- Use the iconography for food, wine tasting, wildlife preserve, antiquing, historic building or town
- Unique color scheme to distinguish it from Cal Trans, etc.
- Use recognizable Delta symbols like, the sand hill crane, Tule plant, Pear, bridges
- To point out a site, for example, there are the trees planted on the Victory Hwy to honor the soldiers of WW2

Who else should be consulted?

- Talk to Chuck B., City Manager (Isleton). He could put an item on the agenda. Or, put the item on the agenda yourself after talking to him. I would skip the Planning Commission
- Talk to Isleton Historical Society (i.e. Lynne Hasz or Carol Green)

What else could be included in the Master Plan?

- It will be good to see what dollars are available and what types of signs are in the plan
- A sign ordinance for consistency and size. Lose the handmade signs along the road. Farm stand signs should read 'open' or 'closed'. If closed for the season, sign should be removed

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