

**Delta Sign Master Plan
Community Meeting #3
Walnut Grove Library
1/9/18**

Meeting Notes

AGENDA

1. Welcome and Introductions (5 m)
2. Sign Designs and Design Elements Meeting Overview (5 m)
3. Considerations for Safety and Aesthetics (10 m)
 - a. Review Sign Guide packet
 - b. What this means for our designs
5. Design Possibilities Charrette (85 m)

How we can create the best signs

 - a. Welcome/Orientation (reception)
 - i. Possible Design Elements for Welcome/Orientation (reception)
 - ii. Given the limits, what would work best?
 - iii. What creative elements would help?
 - iv. What else can we do to make the signs meet our expectations?
 - b. Wayfinding/Mileage Marker (navigation)
 - i. Possible Design Elements for Wayfinding/Mileage Marker (navigation)
 - ii. Given the limits, what would work best?
 - iii. What creative elements would help?
 - iv. What else can we do to make the signs meet our expectations?
 - c. Place Markers (Significant/ Historic Features)
 - i. Possible Design Elements for Wayfinding/Mileage Marker (navigation)
 - ii. Given the limits, what would work best?
 - iii. What creative elements would help?
 - iv. What else can we do to make the signs meet our expectations?
 - d. Interpretive (revealing and provoking)
 - i. Possible Design Elements for Interpretive (revealing and provoking)
 - ii. Given the limits, what would work best?
 - iii. What creative elements would help?
 - iv. What else can we do to make the signs meet our expectations?
6. Sharing Our Designs (10 m)
7. Next steps (5 m)
8. Adjourn

Sign Plan Overview and Sign Safety and Aesthetic Considerations

- Brandon gave a brief overview for the benefit of the new attendees in the community meeting
- Tony provided an overview of the sign safety and aesthetics (i.e., ordinances) from the five jurisdictions that encompass the Delta
- The Delta leadership group recommended that signs be placed near the Hwy 5 off ramps to build awareness and interest among drivers. Because it is a thoroughfare for all of California, the highway is a valuable resource when it comes to attracting visitors
- Concerns were raised that the sign plan be relevant to the concerns of the south and central Delta, in addition to the north Delta, where this meeting was held.
- The process is meant to address a plan for the entire Delta region, meetings were held in the south and north and the next one would be in the central area. The meetings have been held more along the central corridor (Hwy 160) to attract people from the outer areas
- The process will lead to a master sign plan, which is meant to be a reference for all interested parties that want to develop signs for the area. Also, the plan is meant to set some priorities
- A plan is a great place to start. Hopefully it will be a living document that can adjust with some experimentation and become iterative as the signs are designed and placed
- The plan is being designed as a living document. Formative evaluation will be encouraged within the plan
- The idea is to get the plan together, build prototypes, provide support and then do the designs
- The area that this will cover includes both the primary and secondary areas of the Delta region. It will address the requirements of the five jurisdictions
- According to records and archives, the historical use of the name is the California Delta. It also has been called the Delta in some records. Although, the legal name is the Sacramento San Joaquin Delta
- Each sign could adopt the Marty Stanley graphic as a background
- The triangle logo (for the Delta) is pretty complicated. Harder to incorporate as a background

Welcome and Orientation Signs

- They highlight a special region for distinction
- People are invited into the region

- There is no other delta in California. The Delta speaks for itself
- The history pulls it all together. The rivers have had an impact on the development of California, especially during the formative period of the gold rush.
- The Delta was the main waterway into Sacramento and its impact on the tremendous growth during the gold rush are not entirely appreciated by people from outside the region. Many of the towns that are here, have been here since the 1840's and 1850's, when California became a state. These are heritage towns
- Even though the history is important, we should not ignore the recreation, fishing, wildlife, wineries, food and tourism. These are important to today's Delta
- There already is a branding process for historical landmarks to a degree. The process is established
- A good logo will help
- Consistency in typeface, color and fonts will go a long way
- It should be warm and friendly in color and design
- It should be legible and readable
- It should help one to see the natural beauty
- It should be an icon, like the silhouette (i.e., Marty Stanley logo)
- It should highlight the natural wildlife of the area; there are many birds and fish to use for examples
- It should not be like the sign at Brandon Island- it is too much
- A good icon to suggest history is a graphic of an old building
- In addition to the history and the recreation and wildlife, we also want to remind about the people that live here, they are an important part of the Delta, too
- Simplicity gets the message across
- We could have "Welcome to Locke" or "Welcome to Walnut Grove" signs that are uniform signs to say where you have landed
- The sign color palette could have consistent pattern, symbolic of the Delta
- We could have some big signs on the entry roads, like "The Delta Gateway." This will build interest over time
- My impression is that the rivers are the background or the foundational symbol of the Delta

- Maybe a single logo is not absolutely necessary. We could use color and typefaces to develop uniformity
- The key part seems to be the typeface or typing
- Design consistency is reinforced
- Welcome to the “Historic Delta”. The term, “Historic” adds an idea of interest, almost as a tagline
- These are great starts for branding, which can come later
- I like having these options within this plan
- This region is so varied. Some of the signs direct people to one point of interest, we have many points within this region
- Visually simpler signs may be more powerful
- Another attraction is the Great Delta Trail, which is meant to be a key tie-in for the major roads
- Information about the Great Delta Trail may be found at the Delta Protection Commission website

Placemarkers

- Placemarkers are signs that are meant to be viewed by vehicles, bikes and pedestrians
- Featured on bridges, roads, building, etc.
- Placemarkers are brief. More detail can be provided on an interpretive sign
- There could be signs for each island. We are on Tyler Island here
- Local communities will have to make choices about the best locations for each sign
- We could identify iconography that would pique interest. It would be easy to create a guide
- We could create signs for open areas that have some historical interest (E.g., there was a Chinese settlement outside of Isleton but it burned down)
- Rotary had a sign in Walnut Grove with the history of the town
- Locke has five museums
- We need to improve/upgrade our hotel space. There are no places that can accommodate larger groups

Wayfinding/ Mileage Markers

- Keep it simple
- Should be logical, easy to follow
- Should move from the road to pedestrian signs
- Should have signs at both sides of the bridges
- Should have a sign at Jackson Slough Road (a good short cut to Isleton)
- A map would be helpful (seeing the whole Delta)
- Barbara has some map examples at, Delta Heartbeat Tours.com (deltaheartbeattours.com)

Interpretive

- Interpretive signs are meant to stir curiosity. Should be about 100-200 words at the most
- They are meant to be thematic, not encyclopedic
- In the example packet, the designs are meant to illustrate key features that tell the story
- Like the map on the side of the Lake Champlain sign. It is part of the interpretive sign but also a symbol of the place
- Interpretive signs need room for cars to park and move about. There is an area near Isleton Bridge (near the granary) where cars could pull in and out
- A good theme would be how to build a levy. Many of these were hand-built. It is quite a process
- Another good theme would be the birds and wildlife of the area

Interpretive Signs

- One of the examples, "Native Roots", looks best. It is very clean and clear

Design Factors to Consider

- Examples of Color Contrast, Brevity, Readability, Legibility are in the packet. These are the things go avoid (i.e., The yellow with white lettering is almost overlooked because there is so little contrast between the colors)
- Blues, greens and warm browns are a good palette for the Delta

- We have to be careful to distinguish from the other browns and blues used by the state and local governments
- We have to use certain kinds of lettering (requirement) for visibility

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