

**Delta Signage Project
Community Meeting #4
Walnut Grove Library
4/12/18**

Meeting Notes

AGENDA

1. Welcome and Introductions
2. Overview of the Sign Plan
3. Introducing the Delta Sign Plan Draft
4. General Discussion on Design, Colors and Locations
5. Other Comments and Suggestions
6. Draft Review Period
7. Next Meeting
8. Adjourn

INTRODUCTORY COMMENTS AND PRESENTATIONS

Overview Presentation

Brandon provided an overview of the entire sign project; its background, purpose and rationale. He noted that we are not recommending the removal of any signs.

Sign Plan Draft Presentation

Jenny and Tony presented the draft of the Sign Master Plan, explaining that the plan is meant as a guide not a directive.

GROUP DISCUSSION

- The historical icon needs to add "Est." and the date to indicate its age. For example, Locke was established in 1915.
- We should identify the nine legacy towns on the plan cover map.
- This is a question about the use of icons. Some towns could have several designations in their communities (i.e. historical, wineries, farmer's market). How

should we go about putting that information on their signs? Do we have to consider how many icons are needed for a particular site to add them to the sign? How should we deal with this issue?

- Have you reached out to get approval from the counties about sign types and logos? Has there been pre-approval on certain types of signs from the counties?
- Do planning commissions need to be contacted if the site is within a city boundary?
- We will be doing more outreach to the counties over the next couple of weeks.
- Have you solicited the names of local vendors that could provide assistance?
- We added general information about specifications and contacts to try and give as much information that we could without calling out specific vendors.
- The plan is meant a resource guide. It includes directories and media types.
- Was there any thought to include signs to designate towns or island names?
- The welcome panel offers a basic design and can be modified to convey a more specific welcome, if that is what the community would like.
- It would be good to start with the legacy towns.
- The sign plan was meant to be flexible. Although those locations are not mentioned, it is possible to use the same elements to make any type of sign.
- The signs convey “sameness” and do not reflect the unique qualities of the Delta communities.
- The “sameness” of the signs is for the benefit of visitors. It is meant to be a constant that they can recognize and use to navigate to the communities where they can discover the uniqueness of the place.
- Yes, the signs are for the visitors. In the Delta, it is possible that they might not have a clue where they really are.
- Each Delta community is different and could make their own choice about the type type of sign. The plan sets up an overall design theme to keep it cohesive.
- We might need a visitor center to coordinate the travel, location and history information.
- Rio Vista has a visitor center.
- We might need to have visitor centers at strategic locations throughout the Delta.
- Signs on I-5 are the most important in terms of getting people to the Delta.

- The Cal Trans directional sign to the town of Hood (i.e. Hood, 5 miles) is a good example of one that could be replaced by something better. The sign gives direction but does not reveal that Hood may be an alluring place to visit.
- We are not recommending that any signs be removed but this plan does offer guidance about how to add new signs.
- We need to be organized with the county and the Supervisor to work on this problem.
- The big question is how do we get people off the main roadways and meet Cal Trans and federal requirements?
- Cal Trans has a standard with color, size and design for their signs.
- The Cal Trans right of way only goes so far.
- We cannot change Cal Trans signs. Also, they have jurisdictional boundaries around the freeway exits that we cannot use. However, we could use private property. You could present this idea in a plan to the county, as they have the jurisdiction for the roads off of the freeway.
- Is funding available?
- The Commission and Conservancy have a small amount of funds that could be used for high priority signs,
- The funds should probably be used for the signs that the communities could not do themselves.
- It might have to be done by the counties. They are aware of this plan.
- This plan is general and meant as a guide; any specific funding questions should be addressed to the Commission and the Conservancy.
- All of the signs have to be cleared through local jurisdictions and planning bodies. The contact information is on Page 29.
- I think that we are having two conversations here, going between general guidelines and specific action for certain communities.
- We need some kind of guide map to show which roads are under which jurisdictions.
- Should we embellish the plan with regulatory information?
- We could use a little more information about the layers of bureaucracy that we would have to go through to get a sign posted.

- It would be good to change the colors of the roads within the plan to indicate which are county jurisdictions and which are Cal Trans jurisdictions.
- The counties have jurisdiction over the arterial roads that lead to and from the highways.
- We could begin with Supervisor Don Nottoli (Sacramento, District 5) and get organized to develop some specific signs and content.
- Is it possible to add the Highway 5 arterial roads to the planning map of the Delta?
- We also need something more than just one directional sign off the highway.
- Yes, confidence markers are important. Each sign could display mileage markers that would lead to the next site and then show another mileage indicator, a confidence marker showing less mileage to go to the next site after it.
- The signs are mainly for the visitors. They also could be helpful to locals for other reasons (E.g., They could warn about large agricultural vehicles on the roads during harvest time).
- That would work if we could do something for agricultural tourism. The communities would have to request safety signs from the jurisdictions. We just limited the signage in this plan to four types” Welcome Signs, Wayfinding Signs, Placement Markers and Interpretive Panels.
- Although safety signs are beyond the purpose of this plan, they could be made part of a community plan and use the same iconography and design concepts for consistency.
- Are there examples of other sign plans out there? It would be good to have a comparison.
- We will post some other sign plans on the website.
- Are there special rules for signs on the levees? There are levee districts (E.g., Army Corps of Engineers, Reclamation, Levee Districts etc.). It would be good to mention the districts.
- In Locke, we have been working to improve and restore the nice handcrafted signage (E.g., wood signs with hand-painted lettering) and we could use some support. I am not sure how it fits with this plan but we have been working on it for some time.

WRITTEN COMMENTS (submitted at the meeting)

(Comment by Barbara D.)

- Correct the comments on the notes. Meant to emphasize the directional signs from the freeway. Add the phrase, “Est. in 1856”, to the historical I-5 highway signs.
- Also, add the nine historical legacy towns and, the “10-Mile Scenic Delta Loop” to the Plan Map.

(Comment by Mark P.)

- Please make the Delta acreage information consistent (E.g., See Fn. 1, Page 3 for exact acreage, vs. different acreage number on Page 4 (1st paragraph), vs. number on Page 7 Gl., middle.
- Also, I believe that six counties, including Alameda, have jurisdiction over the Delta. The plan mentions five.

(Comment by Vonne M.)

- Have the sign templates sizes listed on pages 14, 16, 17, 18 been approved through the counties? Specifically Sac County? Do you have a list of the approved sizes?

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