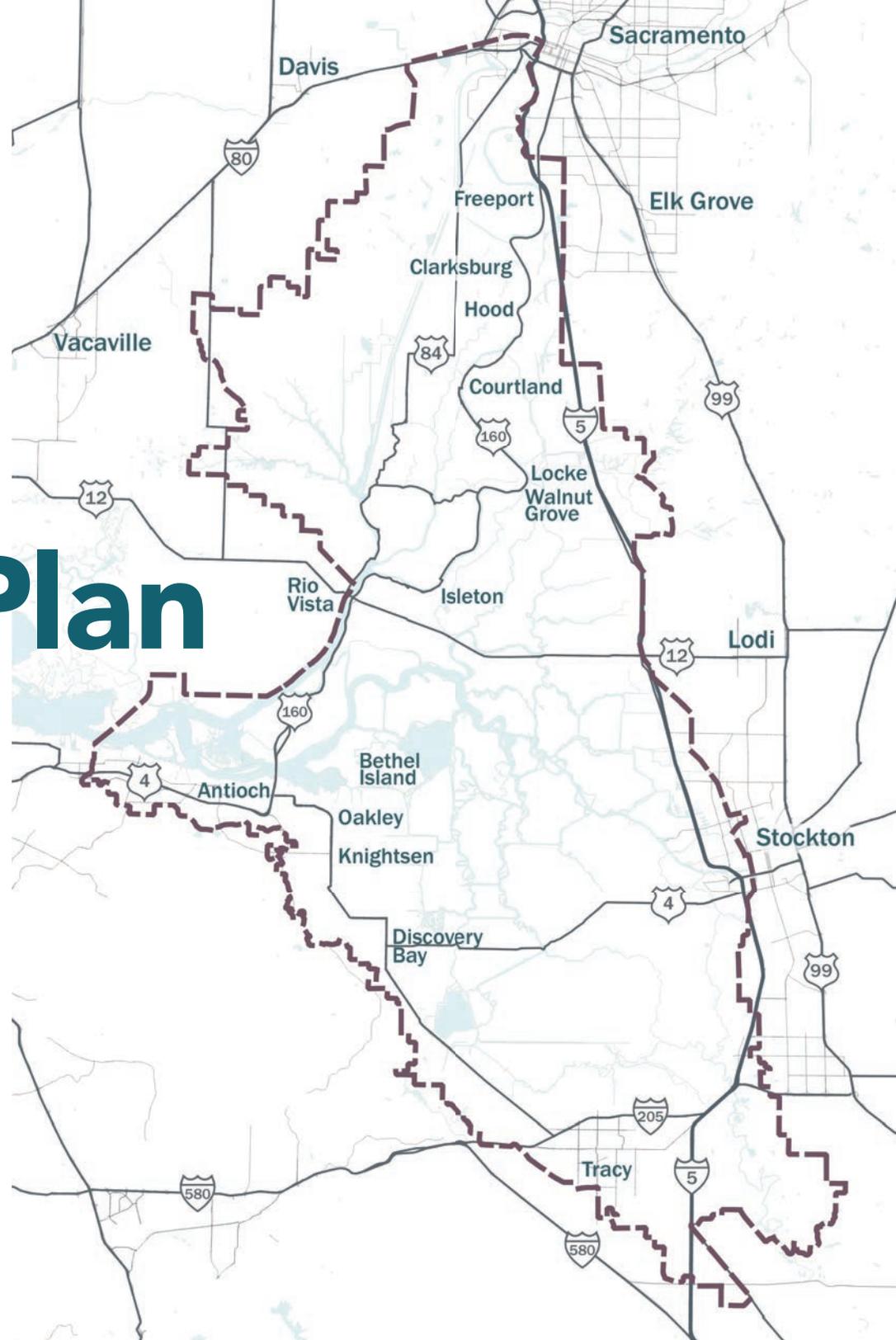


Delta Sign Plan

June 25, 2018





Delta Road / Delta Protection Commission

Submitted to

The Residents of the Delta

Prepared by

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Delta Marketing Task Force (Visit CA Delta)

Sacramento-San Joaquin Delta Conservancy

Delta Protection Commission

Delta Stewardship Council

The development of this report and sign designs was conducted under a contract with the Sacramento-San Joaquin Delta Conservancy and made possible with planning funding from the Delta Stewardship Council.

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Executive Summary

In 2017, work began on development of a sign plan for the Sacramento-San Joaquin Delta. Given the current lack of directional signs, this effort is critical on many fronts. Not only do visitors get lost while traveling in the Delta, but also are often unaware they either entered or left the Delta in the first place. The lack of gateways and wayfinding tools affects the visitor's experience and likely undermines marketing efforts in the Delta.

The Acorn Group was hired in November 2017 to work with the Delta Marketing Task Force, the Delta community as a whole, the Sacramento-San Joaquin Delta Conservancy, and the Delta Protection Commission to develop the Delta Sign Plan. The Delta Stewardship Council provided funding for the project. During several visits to the Delta, the consultant team took stock of existing signs and assessed both opportunities and constraints. The team also studied guiding documents to understand recommendations already in place, and researched the design standards of five Delta counties and state entities.

Between November 2017 and May 2018, community members of the Delta were invited to five meetings to determine sign needs, opportunities, and design preferences. Facilitated by Morrison Forbes, these meetings were open to the public and designed to gather direction on how best to strengthen Delta branding, identify legacy towns and points of entry, and use icons and text to help convey information. The public also provided feedback on the draft plan and sign templates.

The draft sign plan was posted online for public review April-May 2018. In June 2018, after studying all comments and edits, the team released the final sign plan. Serving as a guide, not a directive, the Delta Sign Plan's purpose is to ensure the development of signs that reflect graphic consistency for the Delta as a whole, use easily recognized icons and numerals, and offer information to help people navigate through and appreciate the vast Delta landscape. Community members that want to place Delta-specific signs are encouraged to work with the Delta counties, the Delta Conservancy, and Delta Protection Commission to develop signs that meet their needs, reflect the design templates, and address sign ordinances. The individual communities of the Delta are welcome to incorporate these sign templates as they see fit into local signage, but should also work to balance with design elements that reflect their unique community values. This work will ensure consistency and a unified graphic theme throughout the Delta, while still highlighting the unique qualities of each of the Delta communities.

Section I, Introduction

Description of current project

The Sacramento-San Joaquin Delta is a wonderful place to live and visit, but one of the issues brought up by both residents and visitors is the need for increased/improved signs. These signs could offer a range of benefits, including helping with wayfinding, identifying notable places, and reinforcing the message that the Delta is a remarkable and distinctive region. The Delta Marketing Task Force (Task Force), through the development of its Delta Tourism Awareness 5-year Marketing Plan, calls this out as a key strategy. The plan states:

Improve Delta's Location Strategy: One of the main complaints from surveys has been the poor signage and hard-to-find locations. While some people want to get lost, some people would rather not. Having improved road signs offering directions is key, as well as a downloadable foldable map for all guests. Specifically create coordinated signage that leverages existing "Entering CA Delta" signage, such as "You are X miles from the Bridge", etc.

To address this issue, the Task Force, through the Sacramento-San Joaquin Delta Conservancy (with funding from the Delta Stewardship Council), hired The Acorn Group to develop a Delta Sign Plan for the Sacramento-San Joaquin Delta (Delta). The Delta Protection Commission is a partner in this effort. Specifically, the Task Force called for an assessment of existing signs, advancement of the Delta community's recommendations identified in the Delta Tourism Awareness 5-year Marketing Plan, and development of three sign templates.

Working off knowledge of the Delta already provided by the Task Force, the 2016 Delta Leadership Project and agency partners, The Acorn Group staff toured the primary and secondary zones of the



Intersection of Isleton Road and River Road / Tony Ignacio

Delta with Delta Conservancy staff in November 2017. They noted and assessed existing road signs on Interstate 5, state routes, highways, and roads. Staff also visited the Delta's historical communities and looked at the Delta landscape through the lens of the visitor from their arrival and orientation through their departure.

The work involved identifying improvements to current signs, noting locations for new signs, and outlining the process for placing planned signs within the Delta. This latter task involves discussions with governing agencies, including the California Department of Transportation (Caltrans) and the planning departments of five Delta counties to understand codes and design requirements.

Our recommendations are based upon input received from the Task Force and Delta community during five stakeholder meetings held from

November 2017 through May 2018. Input was also received through direct contact with Delta counties and Delta organizations, including the Delta Chambers and Visitor's Bureau, Rio Vista Chamber of Commerce/RioVision, the Sacramento County Delta Citizens Municipal Advisory Committee, Clarksburg General Plan Citizens Advisory Committee, and the Delta Protection Advisory Committee. The recommendations also reflect those stated in several guiding documents: the 2017-2022 Delta Conservancy Strategic Plan, Sacramento-San Joaquin Delta National Heritage Area Brand Standards, Feasibility Study for a Sacramento-San Joaquin Delta National Heritage Area, Delta Tourism Awareness 5-Year Marketing Plan, and Economic Sustainability Plan for the Sacramento-San Joaquin Delta.

In June 2018, The Acorn Group delivered the Delta Sign Plan to the Delta Marketing Task Force. It includes templates, a style guide, and locator maps for four sign types: a welcome/orientation sign, wayfinding sign/mileage marker, place marker, and interpretive panel. The Delta Marketing Task Force will work to implement the recommendations of this plan through establishing partnerships with local community members, agencies, and landowners. While the intent of the plan is to serve as a Delta-wide planning tool, individual Delta communities are welcome to incorporate the templates into community-specific designs that reflect their unique value.

How to Use this Plan

This Delta Sign Plan has several target audiences, all committed to enhancing the visitor's experience in the Delta. As a reference manual, the plan should be consulted for design principles and design standards for four sign types. These signs are designed to aid in wayfinding and advance recognition of and appreciation for the Delta as a destination and area of historic significance. The plan's ultimate purpose is to help guide the development of graphically unified, strategically placed signs in the primary and secondary zones of the Delta.²

Community leaders

Business and community leaders in the Delta region can reference the plan as they discuss new signs for their businesses or communities. Collective and independent work on these types of signs can be coordinated to ensure design consistency and optimal placement

throughout the Delta. Community leaders are encouraged to work with their local constituencies to balance with design elements of this plan with those that reflect their unique community values.

Project managers

Because the plan summarizes media options, cost estimates, and sign locations, it can be used for planning and budgeting purposes, as well as a reference tool when developing annual action plans.

Grant writers and readers

While preparing or reviewing grant applications, the Sign Plan can be referenced and consulted as a guiding document that conveys that a developed plan of action has already been established. Grant funders are more likely to fund a sign project if the planning work has been completed.

Graphic design consultants

When developing various signs, designers can reference the templates and style guides for colors, fonts, sizes, etc., and thus ensure design consistency throughout the Delta.

Interpretive planners and writers

As interpretive planning and writing teams develop interpretive panels, they can refer to the design principles and goals, as well as the interpretive themes summarized in the plan and drawn from guiding documents.

Agency staff

Staff of the Sacramento-San Joaquin Delta Conservancy, Delta Protection Commission, Delta Stewardship Council, and other agencies, offices, and organizations can use the plan for budgetary and planning purposes. Progress on meeting the objectives of this plan can also be easily tracked. Agency staff can also focus on the placement of signs that serve the entire Delta region, rather than the individual communities.

Maintenance staff

Installation and maintenance guidelines are provided in the plan. Therefore, staff members responsible for the installation and maintenance of signs can use the plan to ensure both compliance with accessibility standards and proper care of the material.

¹ The boundary of a sixth county, Alameda County, overlays the Delta as a very small triangular piece of land in the southwest region. Consequently, recommendations put forth in this sign plan do not pertain to it. Should a sign be developed for placement in this area, it is best to work directly with Alameda County staff.

² The Primary Zone includes 490,050 acres at the heart of the Delta. The Secondary Zone includes 247,320 acres surrounding the Primary Zone. To access a map go to http://deltacouncil.ca.gov/sites/default/files/documents/files/fig5-1_DP371_PrimarySecondary_Zones%5B1%5D.pdf

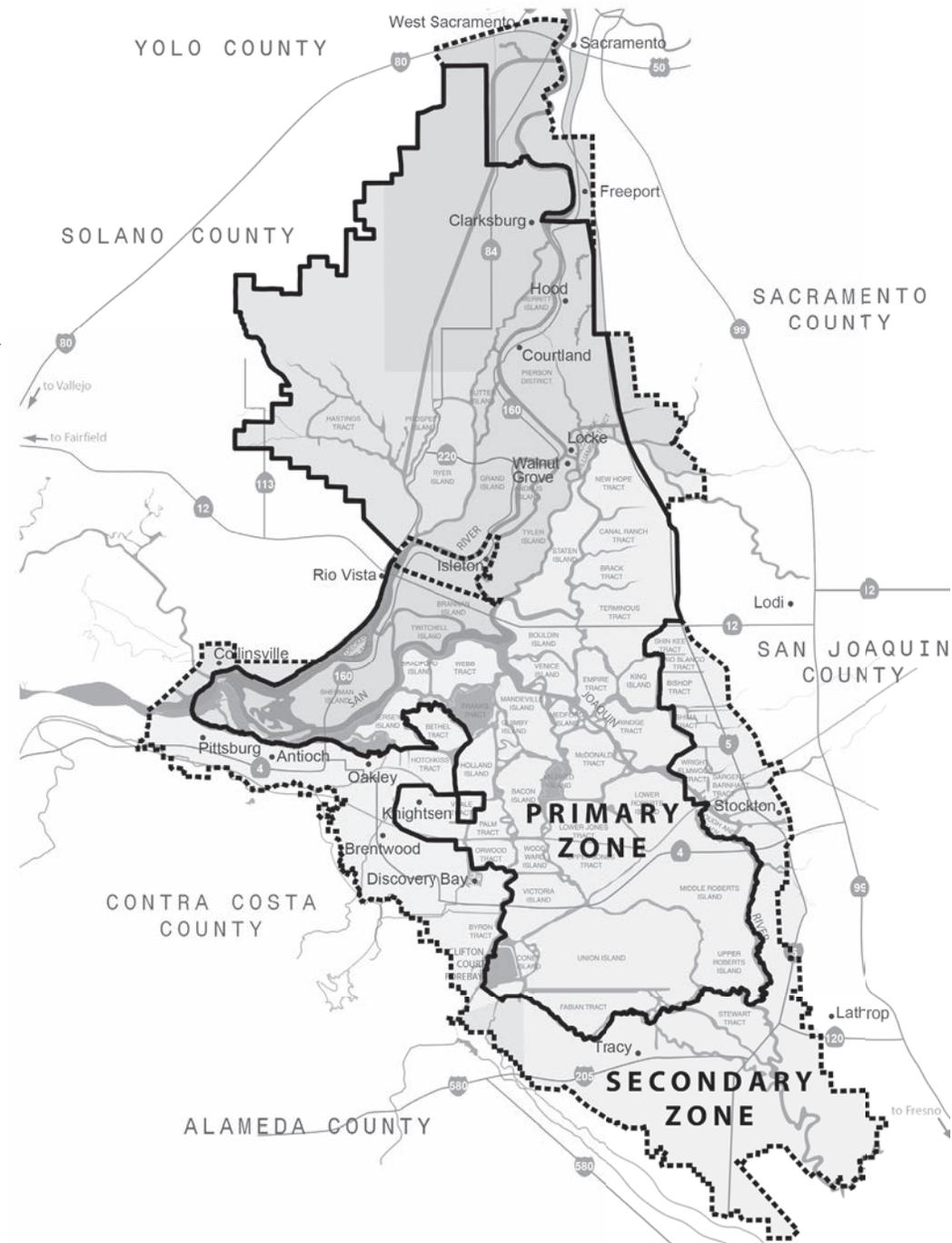
Section II, About The Region

Location and regional context

The Delta lies between California's Great Central Valley and the San Francisco Bay. Part of the largest estuary on the West Coast, it extends more than 50 miles from the north to south. Its watershed stretches from the eastern slopes of the Coastal Ranges to the western slopes of the Sierra Nevada Range. It encompasses 737,370 acres and 1,100 miles of levees.

Despite its vastness, many people are unaware of it. Those traveling in the eastern region along Interstate 5 often have no knowledge they have entered the Delta, much less left it miles later. The legacy towns and iconic structures, such as bridges, are largely hidden out of view.

People who do visit realize the recreational opportunities that abound on water and land. Renowned for boating, hunting, fishing, kayaking, and windsurfing, enriched by nature preserves and wildlife watching areas, and made distinct by local harvests, wineries, and seasonal celebrations, the Delta is a unique part of California. Those who visit are treated to remarkable sights, stories, and experiences.



DELTA SIGN PLAN

Sense of place in the Delta

The Delta is a landscape of contrasts. Industrial shorelines coexist with the Delta’s islands, parks, and nature preserves. Steam stacks and storage tanks define one skyline, while towering oaks and drawbridges define another.

The Delta is a place people pass through on their way to work or home. At the same time, it is a place where people slow down, beckoned to

the region because of the distinct rural feeling, historic sites, seasonal harvests, and community events.

The Delta’s current signs represent yet another contrast. At some intersections, signs are clustered on a single fence, crowded in appearance and difficult to distinguish. At other intersections, signs are altogether absent, leaving the visitor to wonder where they are.



Delta Barn / Delta Protection Commission

Section III, Existing Conditions

Current opportunities

The Delta region is a complex, transformed place where geography, engineering, and land use present challenges and opportunities. As the Delta Sign Plan was developed, the planning team used local knowledge shared by the Task Force and the Delta community to assess the region's existing conditions. Where feasible, the plan offers strategies to turn challenges into opportunities, and opportunities into calls to action.

Richness of human stories

People have lived in the Delta for thousand years—the Miwok and Maidu settled here long before Europeans arrived in the 18th century. Explored by Spain, later claimed by Mexico and the United States, shaped by Chinese laborers, and settled and farmed by Chinese, Mexican, Filipino, German, Italian, Japanese, Portuguese, Sikh, and other immigrants, the Delta holds a rich collection of stories about its people. The region's cultural diversity can be shared in person, as well as by way of interpretive panels. These stories will also begin to emerge as visitors use wayfinding/mileage marker signs and place markers to find their way into legacy towns.

Uniqueness of communities

As national chain stores proliferate across the state, communities lose their unique character. The Delta's towns have resisted this trend. Instead, they remain anchored by locally owned businesses that contribute to historic Main Streets. Restaurants, gift shops, galleries, and other businesses—many occupying original restored storefront buildings—line downtown streets. Increasingly rare and coveted in California, such unique character is a focal point for Delta tourism.



Top: Delta Agriculture / Delta Protection Commission
Bottom: Isleton / Delta Protection Commission

Richness of visitor experiences

The presence of water, recreational opportunities, points of interest, historical and cultural sites, farm markets, wineries, and seasonal celebrations beckon members of surrounding communities and tourists to the Delta. These facets of the visitor's experience have informed the sign development process, helping compile the inventory of wayfinding/mileage marker signs, place markers, and icons.

National Heritage Area designation

While Congressional designation of the Delta as a National Heritage Area (NHA) remains pending, this federal recognition would be a noteworthy accomplishment. NHA designation identifies places of special significance. Displaying the NHA logo on the Delta's signs would serve as a powerful marketing tool that conveys the significance of the region's natural, cultural, and historical resources.

Current constraints

Sheer size, complexity, and diversity of governance and experiences pose constraints that have bearing on the design and placement of signs.

Vastness

To say the Delta is large is an understatement. It extends more than 50 miles from the north to south and encompasses nearly three-quarters of a million acres of levees, islands, and waterways. Lodi and Stockton mark its eastern edge. Pittsburg marks its western edge. Sacramento and West Sacramento mark its northern boundary, while points just beyond Tracy mark its southern boundary. The Delta has multiple entry and exit points. Signs are minimal, wayfinding is challenging, and there is no portal that announces arrival.

Viewsheds

The visitor's experience in the Delta typically begins and ends in a personal vehicle. Except for interpretive panels, proposed signs are designed with viewing from a car in mind. High color contrast, legible text, and symbols need to work together to help visitors make navigation decisions quickly and safely.

Compliance

Five counties have land use jurisdiction over the Delta region. Sign templates and placement must comply with the road sign ordinances of Solano, Yolo, Contra Costa, San Joaquin, and Sacramento Counties. Signs targeted for highways, including those with State Scenic Route designations, must comply with Caltrans regulations. A listing of these agencies is in the appendices.

Getting lost

The Delta is a maze of waterways, highways, and levee roads. An abundance of major islands and tracts dot the landscape. Rivers, channels, and sloughs create a braided waterscape defined by levees. Despite the terrain's flatness, it is easy to lose bearing, especially when tule fog sets in.

Diversity of experiences

The Delta is a region rich in natural, cultural, and historical resources. While this richness presents opportunities, it also presents constraints because of sign design challenges. Wayfinding/mileage marker signs need to be effective yet brief to help visitors chart their course to a variety of destinations. Use of symbols, including icons, is called for.



Levee Road / Delta Protection Commission

Existing Sign Locations

The current "Entering the Delta" signs were part of a project undertaken by the Discover the Delta Foundation in the early 2000s. More information on the Foundation and its sign project can be found here: <http://www.discoverthedelta.org/>

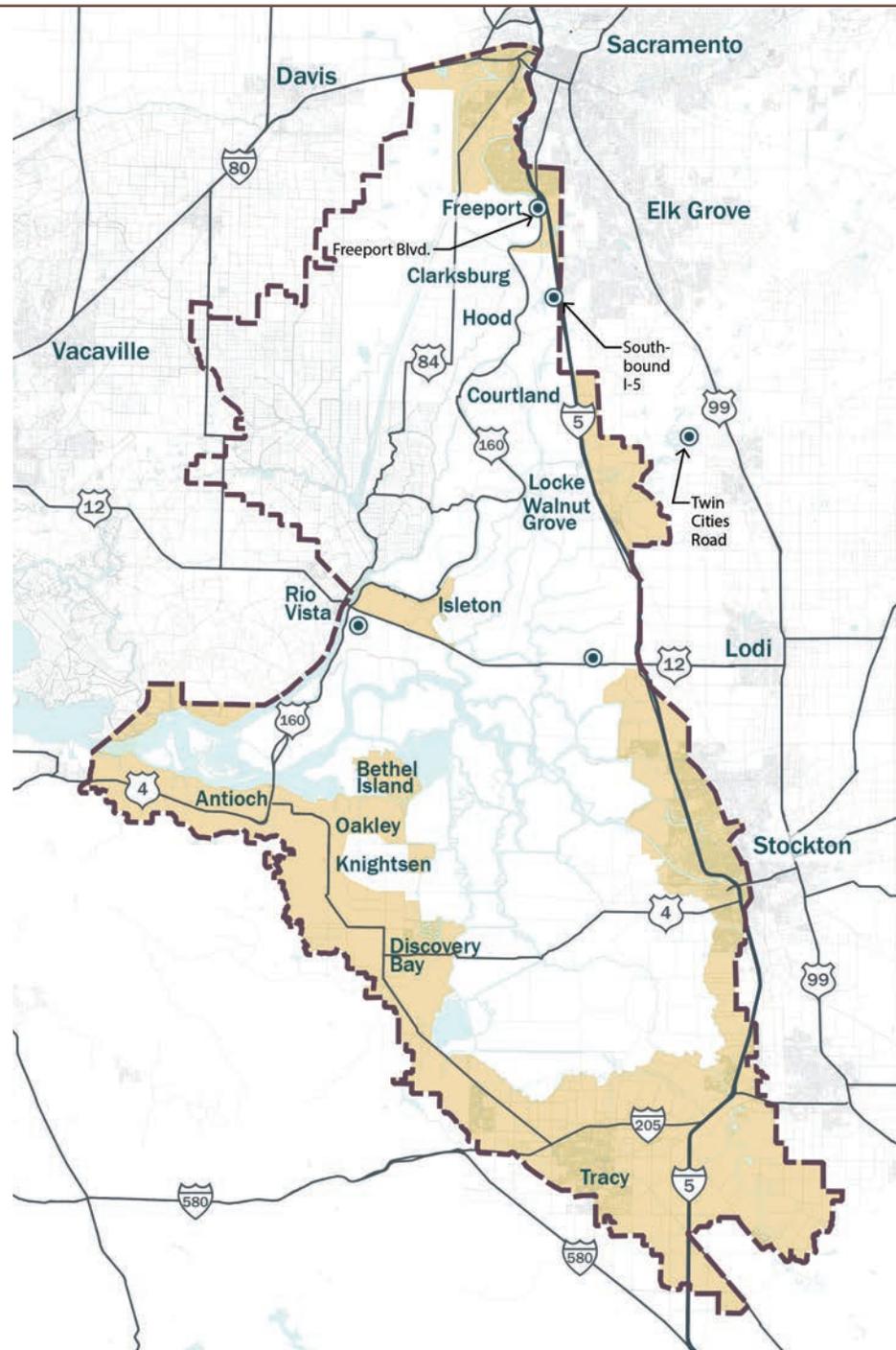
- » Freeport Blvd*
- » I-5 westside, south of Elk Grove Blvd exit*
- » Twin Cities Road, east of the Cosumnes River*
- » Intersection of Hwy 12 and Hwy 160*
- » Hwy 12, west of Interstate 5*

*confirmed locations

Legend

-  Legal Boundary
-  Secondary Zone
-  Existing Delta Welcome Signs

2.5 0 5 10 miles



Existing Sign Examples



Top: Big Break Regional Shoreline / Jennifer Rigby
 Bottom: Delta Sign in Freeport; Delta Sign on Highway 12 / Tony Ignacio

Top: Sign cluster at Freeport Bridge and River Road / Tony Ignacio
 Bottom: Rio Vista; Highway 160; Antioch / Tony Ignacio

Section IV, Sign Classification and Design Guidelines

This sign plan focuses on the development of four different sign types, as stated below:

Sign Nomenclature

Welcome and Orientation sign: an entry sign that greets visitors and defines the Delta and its boundaries.

Wayfinding sign: a sign that uses words, mileage numbers, and symbols to help visitors keep track of where they are going and how far away their destination is.

Place marker: a sign that identifies the name and construction date of the Delta's bridges, buildings, and other historical structures.

Interpretive panel: a sign that moves beyond facts and concepts to tell stories and reveal meaning about the Delta's places, people, objects, and events.

Project purpose, principles, and goals

Throughout this planning process, the Delta community, the Sacramento-San Joaquin Delta Conservancy, Delta Stewardship Council, and Delta Protection Commission have been working together with the consultant team to accomplish the following goals:

- » convey the Delta's stories and history in order to enhance visitor experiences in the Delta,
- » engage members of the public in a meaningful way and establish the Delta Sign Master as a community-driven endeavor,
- » develop and share a comprehensive sign plan that serves to ensure graphic unity, consistent messaging, and strategic placement throughout the Delta, and
- » support Delta marketing efforts and tourism as outlined in the Delta Tourism Awareness 5-year Marketing Plan.

Design of the Delta's welcome/orientation, wayfinding, and place marker signs is strongly influenced by the visitors' mode of travel: the automobile. To this end, the signs:

Respect a driver's needs. Travel by car requires that most of the Delta's new signs are large, with high legibility and color contrast.

Maximize readability. The size and arrangement of type determines the ease with which a driver can access directions or information. The guidelines provided in the sign plan specify typefaces and type sizes, symbols, and spacing between letters, words, and lines.

Embrace consistency. All four sign types are part of an overall system for the Delta region. Design elements, including color, typefaces, and symbols, need to be used consistently across all signs.

Inspire curiosity. The Delta is well known for its bridges and other iconic structures. Simple place markers identify their names and dates of construction, answering two common questions of visitors upon approach.

Interpretive panels should reflect the needs, interests, and learning styles of a diverse spectrum of visitors. To this end, the panels should:

Facilitate new learning by relating concepts to what visitors already know by using metaphors, stories, and occasionally even humor.

Present panel copy that encourages novel and varied experiences. The use of thought-provoking questions, compelling graphics, and multi-sensory experiences helps capture the interest of visitors. So too will prompts that encourage focused activity, such as watching for wildlife or thinking about what the Delta looked like before 1850.

Understand that the recreating public is comprised of voluntary learners within a leisure setting. These people are more likely to explore material that looks fun, not instructive.

Arrange material so the reader can easily decide on their own level of reading commitment. The attracting power of a panel is related to brevity of text, “snackability” of text blocks, design appeal, and richness of images.

Display interesting, visually rich, and eye-catching headers since people tend to read panel titles first. Add subtitles and callouts to create a layered approach for the text and enable the reader to build their own “mental scaffold” of the interpretive material.

Include activities and challenging questions so the panels become springboards for discussion and thought.

Ensure universal access by removing physical and intellectual barriers.

Focus on themes, not facts. This helps visitors see the big picture and organize new information into an intellectual framework they understand and will retain.

Two sets of themes are presented in the guiding documents referenced on pages 28 of this plan. The first set, called out as “interpretive themes,” appears in the Feasibility Study for a Sacramento-San Joaquin Delta National Heritage Area:

1. At the heart of California lies America’s inland delta.
2. Conversion of the Delta from marshland to farmland was one of the largest reclamation projects in the United States.



Delta Farmer’s Market / Tony Ignacio

3. Multi-cultural contributions and experiences have shaped the Delta’s rural landscape.
4. The Delta, California’s cornucopia, is amongst the most fertile agricultural regions in the world.
5. The Delta lies at the center of California’s water resource challenges.

Some additional work is needed on these statements in order to create an interpretive message hierarchy anchored by one overarching theme, supported by subthemes, and illustrated by key concepts.

The second set, “experience themes,” is part of the Delta Heritage Area Initiative Project Evaluation Criteria. Designed to elevate awareness of the Delta and promote visitation, these experiences are rich and varied, centered around settings, structures, and landscapes that celebrate remarkable heritage stories. The list includes:

1. Agricultural heritage, including but not limited to the transformation of the Delta from marshland to farmland, the evolution and variety of crops, the Delta innovations in farm equipment, and the opportunities to participate in agricultural tourism.
2. Asian and Pacific Islander heritage, including but not limited to the historic Chinese communities in Courtland, Isleton, Locke, and Walnut Grove, historic Japanese communities in Isleton and Walnut Grove, and historic Filipino and Punjabi Sikh communities in Stockton.
3. Gearhead heritage, including but not limited to the development of levees and agricultural and earthmoving technology in Rio Vista (the Dutra Family in dredging) and Stockton (Benjamin Holt of Caterpillar, R. G. LeTourneau, and others).
4. Mexican heritage, including but not limited to the Delta’s history under Mexican rule, Mexican’s role in Delta agriculture, and Mexican communities in the Delta.
5. Natural heritage, including but not limited to restoration of natural habitat, the significance of the Delta for birds and the Pacific Flyway, and the role of fish in the Delta ecosystem and California water policy.
6. Prohibition heritage, including but not limited to the importance of the region’s rivers to the alcohol trade, bootleggers such as Bill Foster, speakeasies such as the Ryde Hotel, and the recent surge of wineries, as shown by the Old Sugar Mill, and breweries.
7. Railroad heritage, including but not limited to railroads in the agricultural and tourism economy, such as the Southern Pacific’s Netherlands Route.
8. River heritage, including but not limited to steamboat travel during and after the Gold Rush, the historic bridges of the Delta, and the popularity of recreational motorized and non-motorized boating.
9. Southern European heritage, including but not limited to historic Azorean Portuguese communities in Clarksburg, Freeport, and Rio Vista and Italian communities in Antioch, Clarksburg, Collinsville, Freeport, Stockton, and Walnut Grove.
10. World War II heritage, including but not limited to military installations, prisoner of war camps, industrial facilities such as LeTourneau, and ship-building yards and the internment of Japanese-Americans.

County Standards in the Delta (Outside the Right of Way)**

FS = FREE STANDING SIGNS; M = MONUMENT SIGN; D = DIRECTIONAL SIGN

	Height (Overall in feet)	Width (Overall in feet)	Sign Area (Overall Square Feet)	Font / Color
Contra Costa	15’ or height of roof line	N/A	35 (FS); 3 (D)	SEE NOTES
Sacramento	35’ or min clearance from Utility lines (adapted CA Building Code, Appendix H)	N/A	N/A	SEE NOTES
San Joaquin	25’ (FS); 6’ (M); 15’ (D)	48’ (D)	50 (FS); 60 (M); 15 (D)	SEE NOTES
Solano	6’	N/A	60	SEE NOTES
Yolo	10’ (FS); 10’ (D)	32’ (FS)	40 (D)	SEE NOTES

Notes: A. Signs cannot have the same fonts and colors as California Manual on Uniform Traffic Control Devices standards (CA MUTCD).
 B. No other restrictions have been identified.

** Signs within the Right of Way are regulated per the CA MUTCD standards. No private signage is allowable within the Right of Way. See Appendix for County information.

These clusters organize potential experiences for visitors and set the tone for stories that can be told.

Accessibility guidelines

The Delta's new signs should strive to achieve universal access, meaning they are equally accessible and enjoyable for all visitors. In the case of interpretive panels encountered "on foot," this means that physical factors like sign height, glare and contrast potential, and text characteristics accommodate the needs of all persons, including persons with challenges.

Strong color contrasts between the text and background, larger, highly legible print, appropriate spacing between lines of text and letters, and avoidance of colors associated with color blindness, such as reds and greens, are among the key factors to consider during design. The fonts and color palette that are represented in the plan's sign templates have been selected for their legibility for persons with varied levels of vision. They also reflect the Delta's Brand Standards.

Universal access also means that signs strive to appeal to audiences with wide-ranging sensory challenges, learning styles, and abilities. Capturing multi-sensory experiences, including use of textures, tactile objects, auditory media, and rich illustrations and photography can facilitate the understanding of sensory impaired visitors while enriching the experiences of all visitors.

Factors such as pathway surface, slope, and width need to consider visitors in wheelchairs and their companions as per the 1990 Americans with Disabilities Act (ADA). The physical placement of interpretive signs and other signs intended to be read "on foot" also need to comply with accessibility guidelines, such as those prescribed by California State Parks and the Smithsonian Institution³. See installation guidelines, p. 25-26.

Font Sizes

Point size should range from 60-72 point for titles to 18 point for captions. For readability, the text is typically sentence case, flush left and ragged right.

Sign Template: Welcome and Orientation

templates available on VisitCADelta.com/signs

Examples with interchangeable graphics



Interchangeable graphic depicting significant elements of the Delta, TBD

Welcome phrasing (Avenir Bold, 450pt)

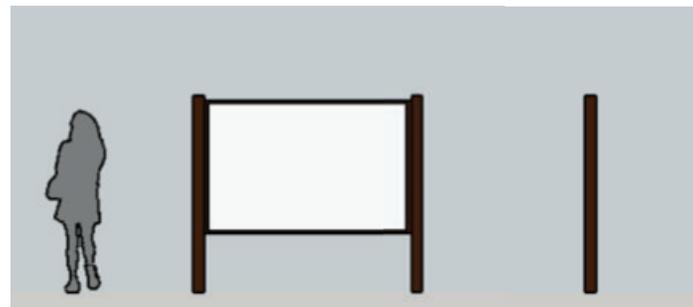
Visit CA Delta Website (Avenir Roman, 200pt)

4'x6' Horizontal

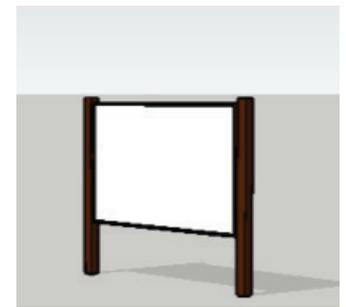
Welcome phrasing (Avenir Bold, 400pt)

Visit CA Delta Website (Avenir Roman, 200pt)

6'x3' Vertical



Front View



Angled View

Side View

Sign Template: Welcome and Orientation Comparison

Current Welcome Sign



Proposed Welcome Sign



Current Delta Logo



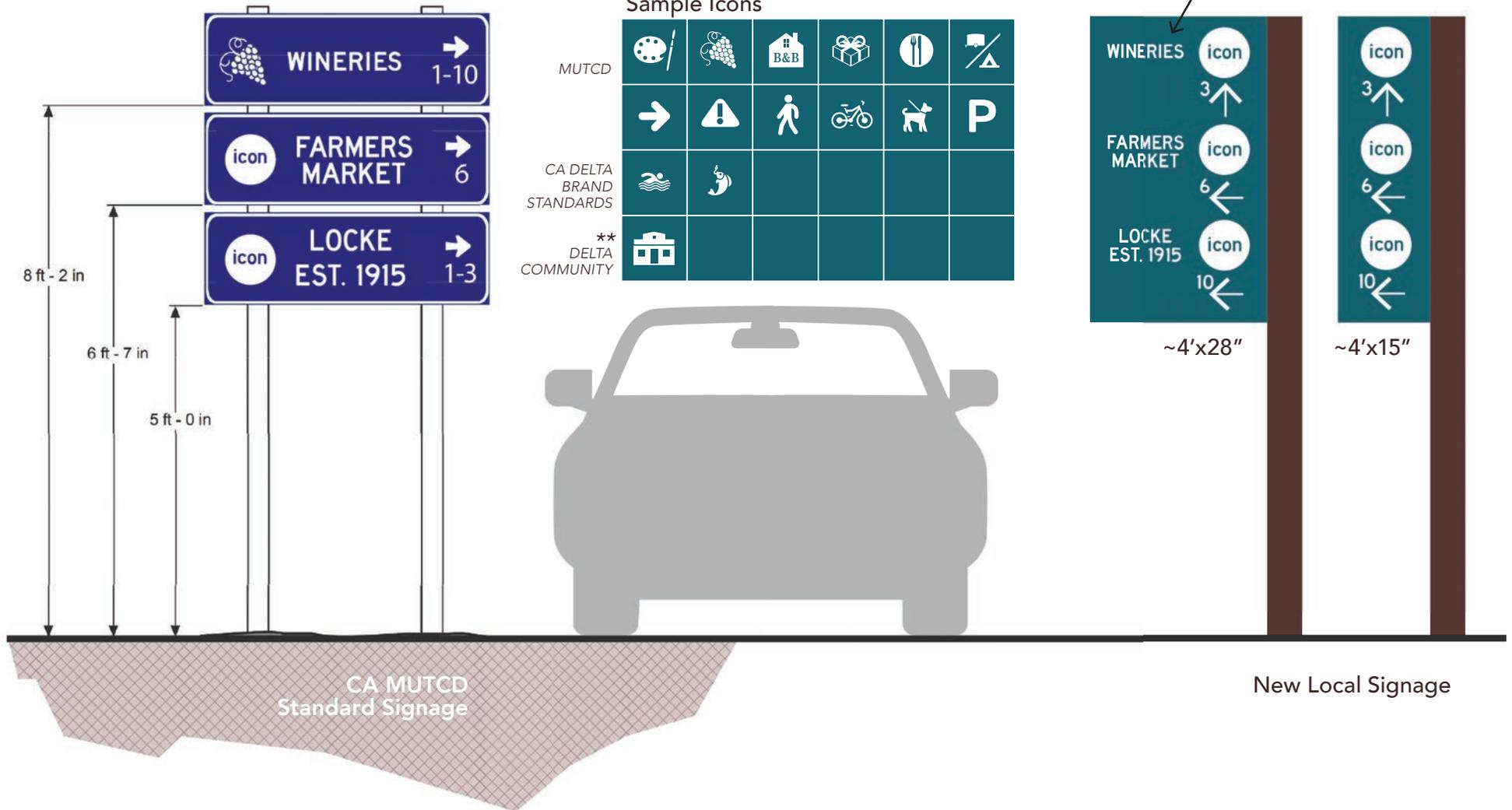
The new "Welcome to the Delta" welcome sign template provides design cues from the current "Entering the Delta" signs and the current Delta logo. Similarities are described below:

Similarities:

- » Color tones: background color, lettering, land, water, and sky
- » Welcome phrasing
- » Silhouettes

Sign Template: Wayfinding*

templates available on VisitCADelta.com/signs



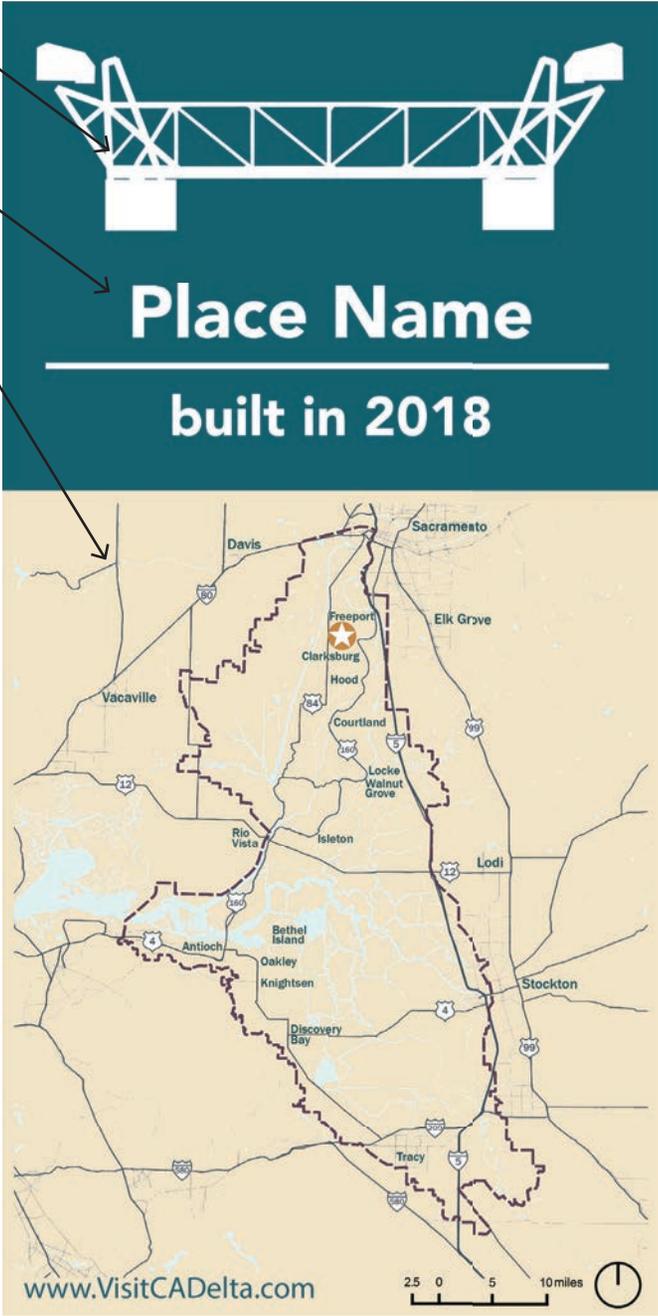
* Wayfinding signs within a roadway's Right of Way are subject to CA MUTCD standards and the approval by state or local departments. See Appendix for contact information.

** Contribution from the Delta Leadership Project 2016. Additional icons to be determined by the Delta community.

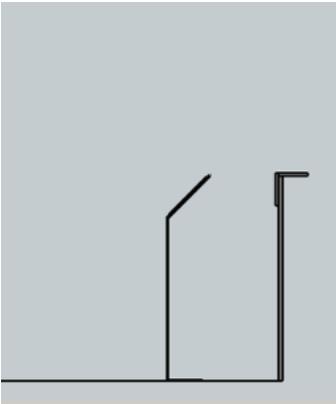
Sign Template: Place Marker

templates available on VisitCADelta.com/signs

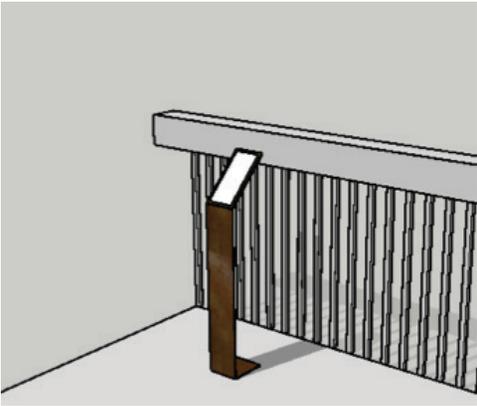
- Interchangeable graphic depicting place marker elements, TBD
- Place name and construction date (Avenir Black, 48pt / 36pt)
- Map of the region with a 'You are here' icon



Front View



Side View



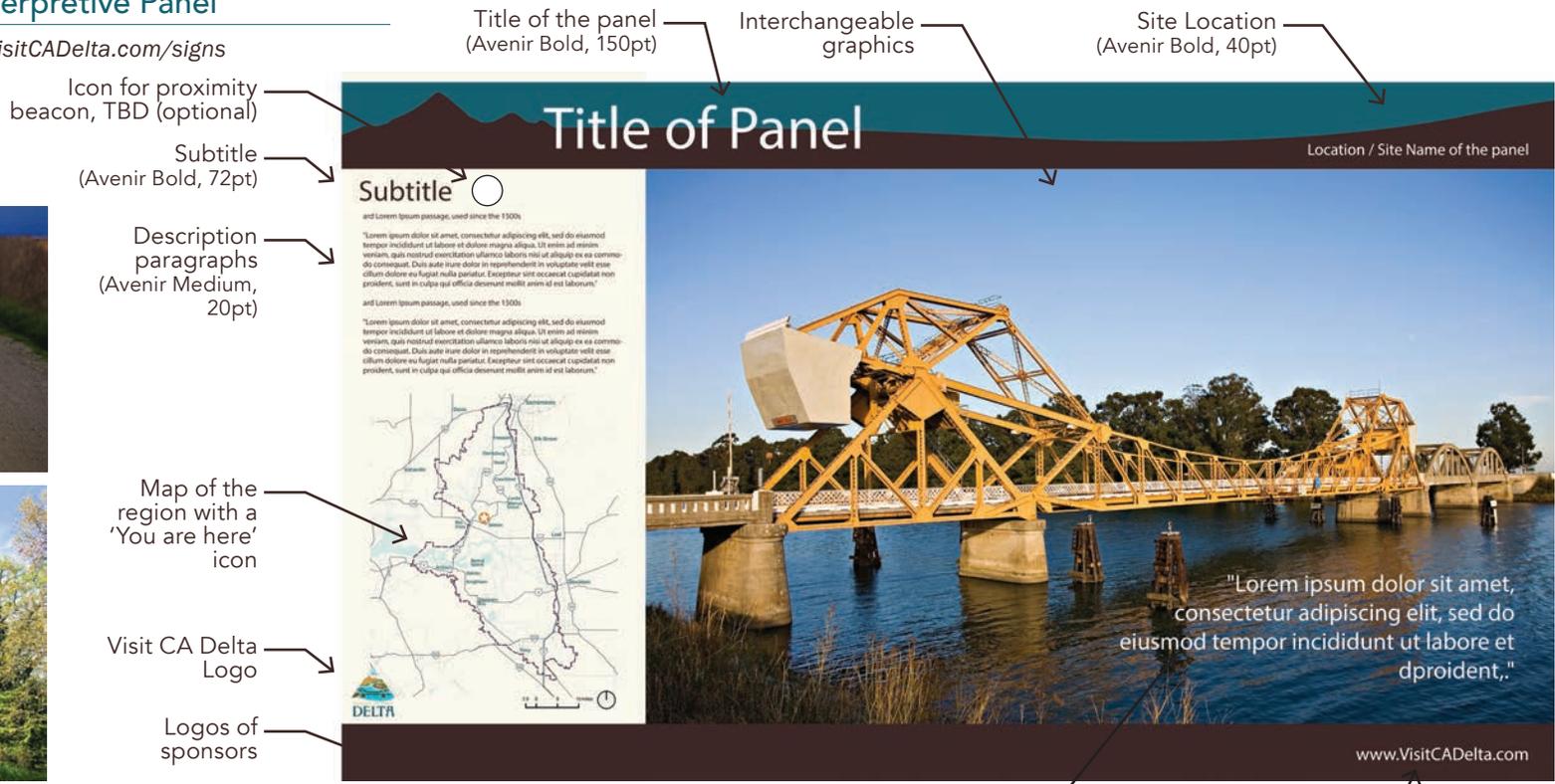
Angled View

6"x12"

Sign Template: Interpretive Panel

templates available on VisitCADelta.com/signs

Examples of interchangeable graphics



*Border colors should complement the interchangeable graphics. See Style Guide for color suggestions.

Interesting / key information (Avenir Black Oblique, 60pt)

Visit CA Delta website (Avenir Bold, 45pt)

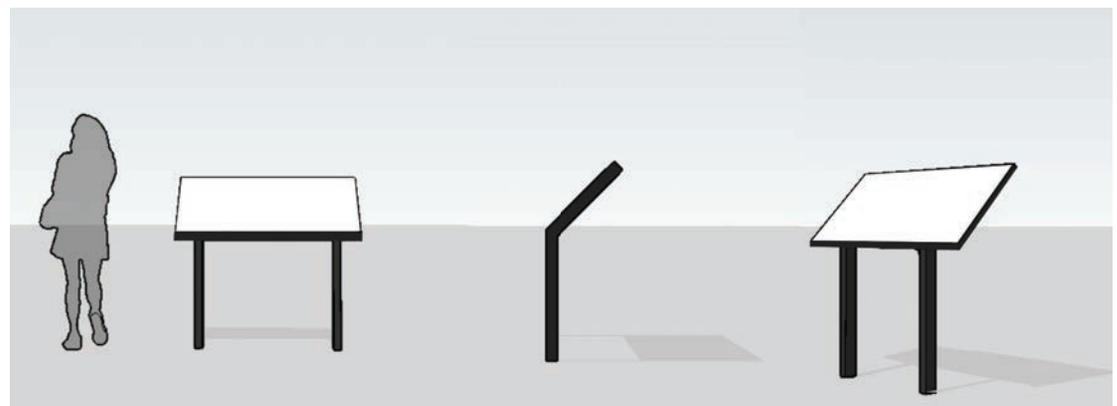
42"x24"

Common Low-Profile Panel Sizes

(length by width)

42" x 24"

36" x 24" (most common size)



Front View

Side View

Angled View

Section V, Style Guide

Colors

The sign color palette embodies the Delta’s natural environment: water, land, mountain and sky. See sign templates for color placement suggestions.

land	C 71 M 42 Y 74 K 29	PANTONE 7743 C	mountain	C 55 M 71 Y 65 K 64	PANTONE BLACK 5 C
	C 100 M 46 Y 46 K 19	PANTONE 3155 C		sunset	C 15 M 46 Y 82 K 01
water	C 40 M 00 Y 14 K 00	PANTONE 324 C	sand	C 01 M 02 Y 07 K 00	
sky					

Note: Swatches may vary slightly from actual Pantone colors. Please contact your sign manufacturer for accurate color swatches.

Typography

The Delta sign templates are composed of two type font families: Avenir and Highway Gothic. Avenir Black is the predominant font family for the Welcome and Orientation, Place Marker, and Interpretive signage. Wayfinding signage should use Highway Gothic Regular, which has increased legibility when driving. See sign templates for font size suggestions.

Welcome to the Delta
WELCOME TO THE DELTA

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

Avenir Black

Welcome to the Delta
WELCOME TO THE DELTA

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

Avenir Roman

Welcome to the Delta
WELCOME TO THE DELTA

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

Avenir Medium

WINERIES
LEGACY CITIES

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

Highway Gothic Regular

Section VI, Evaluation

Recommendations

The effectiveness of the sign program should be measured to determine its impact on visitor experiences and to gauge the effectiveness of the signs in meeting objectives. Evaluation typically occurs at three phases: front-end, formative, and summative. Although it can be time-consuming and costly if interviews or focus groups are involved, evaluation is well worth the investment. It informs the sign development work and ensures that the needs and expectations of visitors remain a priority.

Front-end evaluation

Some front-end evaluation work has already taken place during development of the sign plan. Community input regarding navigation in the Delta, opportunities and constraints related to signs, and design elements was solicited during five stakeholder meetings held between November 2017 and May 2018. The draft sign plan, together with the sign inventory, design templates, and locator maps was made available for public comment in April and May 2018. Feedback from this comment period is reflected in the sign plan.

Additional front-end evaluation work is recommended. A survey, for example, would reveal information about the target audience's needs and interests, potential barriers, and navigation concerns. Focus group sessions should also be considered and directed toward revealing the target audience's level of awareness, knowledge of, and misconceptions about the Delta. Such information would be particularly useful during development of the text for the interpretive panels.



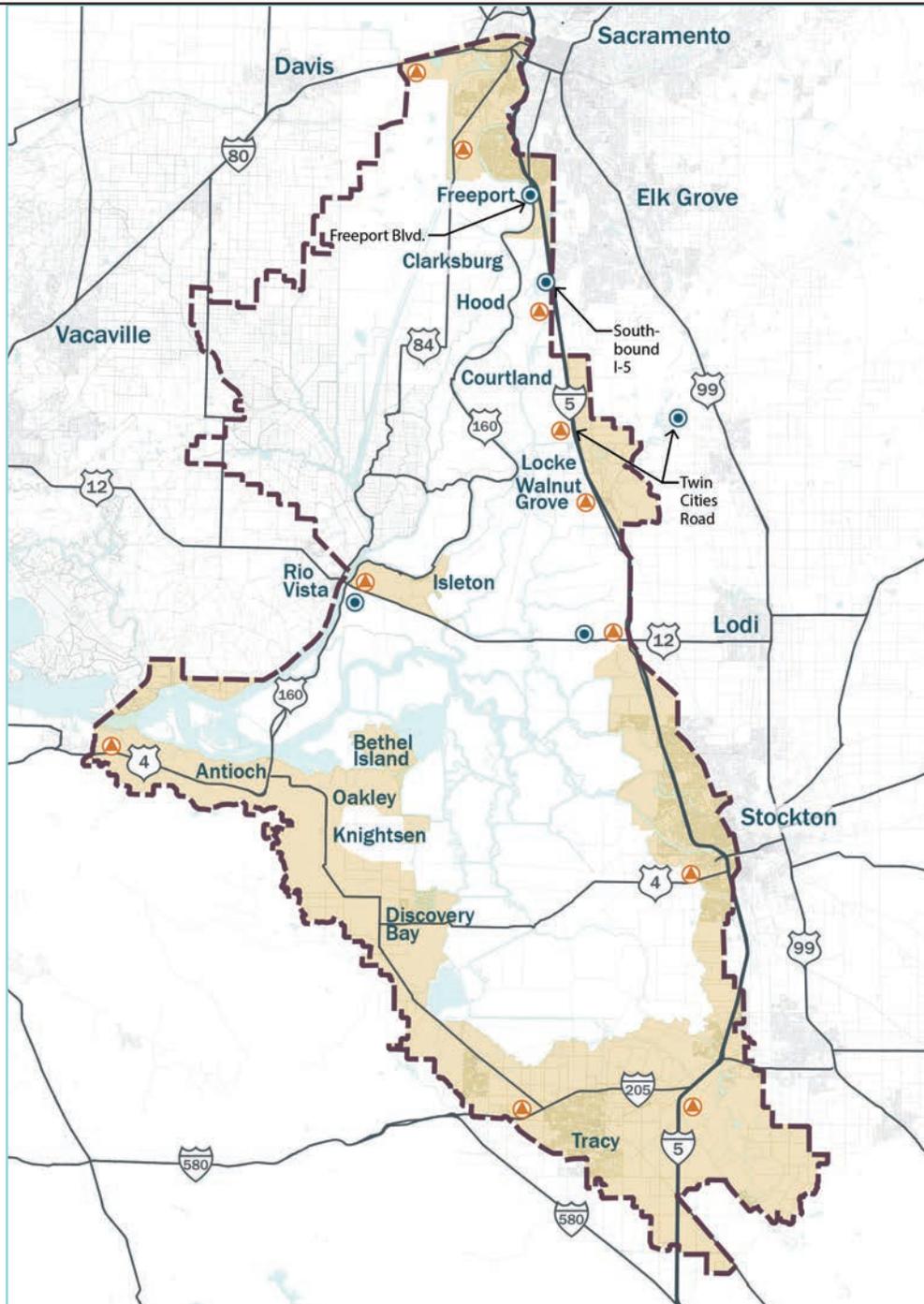
Hood / Delta Protection Commission

Formative evaluation

After goals and objectives have been established, formative evaluation should occur as various signs are developed so that “mid-course” corrections can be made easily. It allows for an assessment of readability and placement of orientation and directional signs, as well as attraction power (“Do visitors actually read the material?”) and holding power (“Do visitors stop long enough to process the material?”) of the interpretive panels. Formative evaluation relies on use of paper mock-ups that are inexpensively produced, allowing for panel text and design to be adjusted prior to fabrication or permanent installation.

Summative evaluation

Last, summative evaluation should occur after the bulk of the signs are in place. Its purpose is to measure attainment of the project's goals and objectives. It is based on qualitative methods such as field observations and interviews or quantitative methods such as pre- and post-tests. Its purpose is to yield information about how the Delta's new signs are producing results based on their design, content, placement, and location. These results are sign-type specific; for example, an interpretive panel would be measured according to its capacity to convey a theme while a directional sign will be measured according to its effectiveness as a navigation tool.



Proposed Welcome Sign Locations

The locations for proposed Delta Welcome signs.

- » Twin Cities Road and I-5
- » Hood Franklin Road and I-5
- » Walnut Grove Road and I-5
- » Hwy 4, west of Stockton
- » Hwy 12, west of Interstate 5
- » Hwy 12 / Hwy 160 Intersection
- » Hwy 4 in Pittsburg
- » Hwy 84, south of Sacramento
- » I-580, west of Tracy
- » I-5 and I-205 interchange
- » I-80, west of Sacramento

Legend

-  Legal Boundary
-  Secondary Zone
-  Proposed Delta Welcome Signs
-  Existing Delta Welcome Signs

2.5 0 5 10 miles



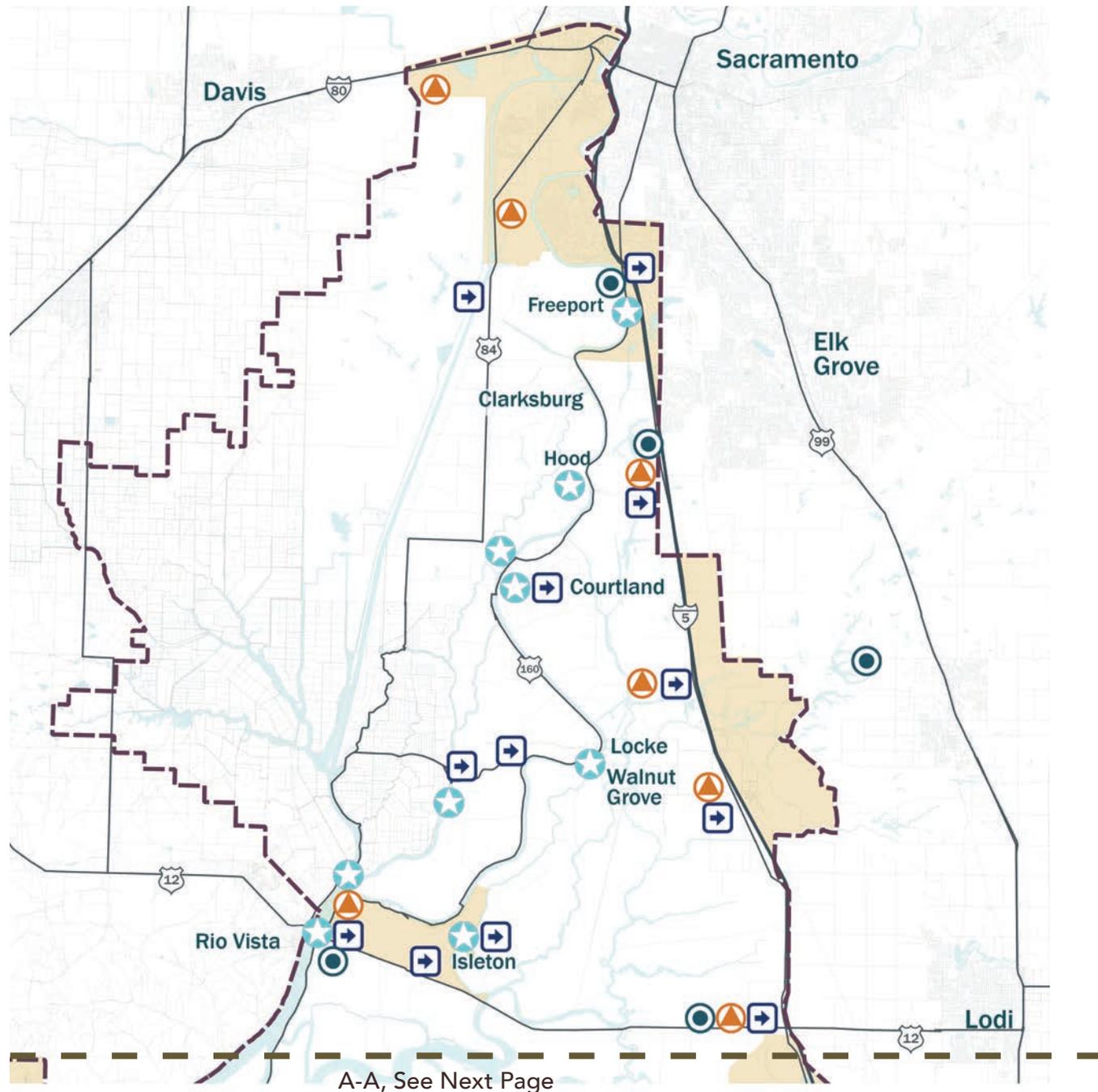

Proposed Sign Locations Composite

The locations for proposed Delta Wayfinding (sample list below) and Place Marker (Bridges) signs.

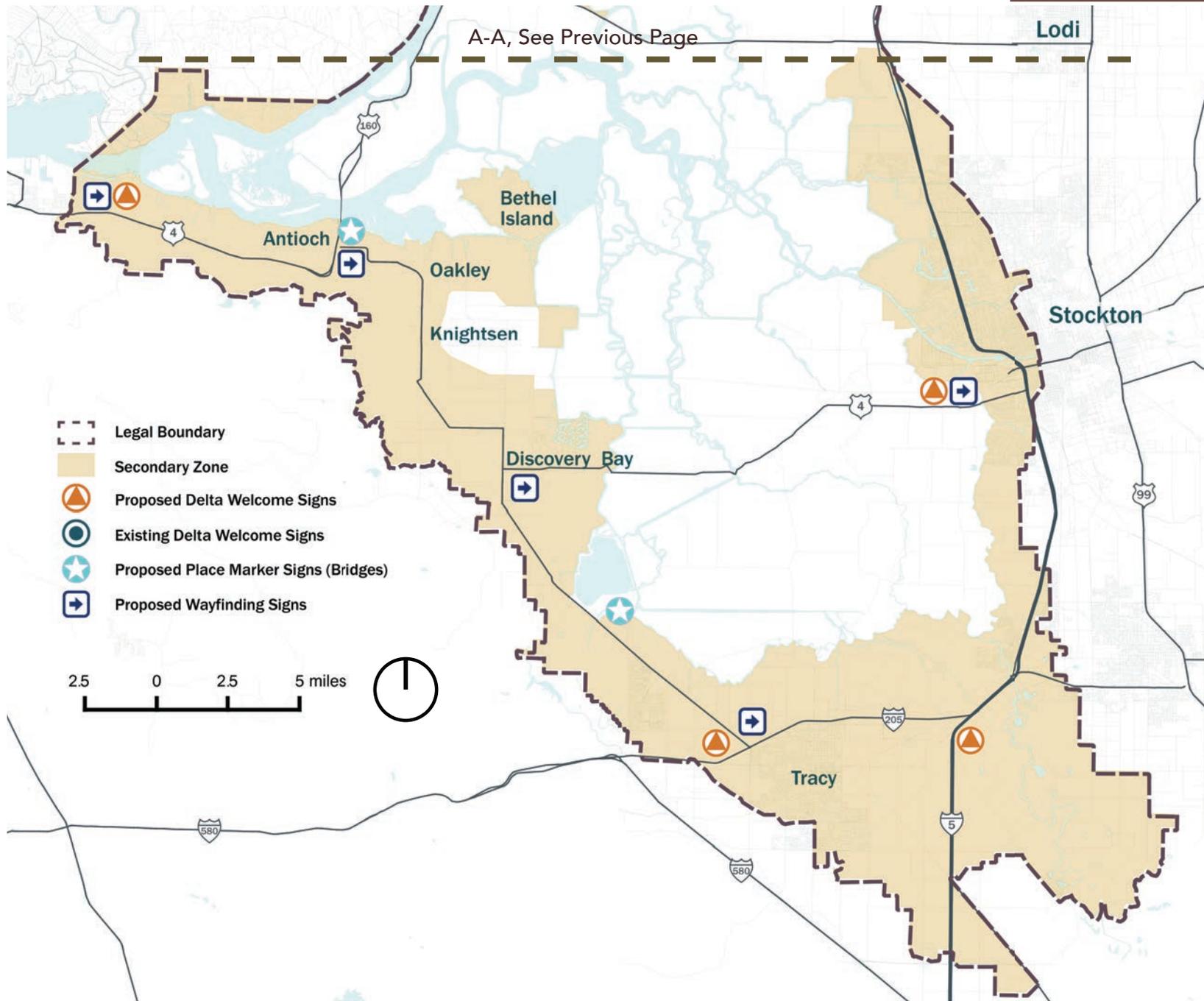
- » Cosumnes River Boulevard (Freeport Clarksburg)
- » Hood Franklin Road (Hood/Courtland)
- » Twin Cities Road (Locke/Walnut Grove)
- » Walnut Grove/Thornton Road (Walnut Grove/Ryde/Isleton)
- » Highway 12 (Delta 10 Mile Scenic Loop/Rio Vista/Isleton)
- » Pocket/Meadowview Road/Freeport Boulevard (Freeport/Clarksburg)
- » Intersection of Highway 12/ Highway 160 / Highway 4 (Rio Vista Bridge)

Legend

-  Legal Boundary
-  Secondary Zone
-  Proposed Delta Welcome Signs
-  Existing Delta Welcome Signs
-  Proposed Place Marker Signs (Bridges)
-  Proposed Wayfinding Signs



A-A, See Next Page



Section VII, Fabrication and Installation

Tips for selecting vendors

- » Seek vendors with proven track records for producing the types of signs needed.
- » Seek vendors that produce exterior-grade, graffiti-resistant panels made of high-pressure laminate, top-coated etched or embedded aluminum, or other resilient material with excellent graphic and color capability.
- » Seek vendors that provide a minimum ten-year warranty against ultraviolet fading, warping, delamination, peeling, and other manufacturing defects.
- » Study vendors identified by chambers of commerce and other sources within the Delta region, as well as the Green Pages, the online directory of the National Association for Interpretation (<https://www.interpnet.com>), the business directory of American Trails (<http://www.americantrails.org>), and the toolbox of the Society for Experiential Graphic Design (<https://segd.org>).
- » Study the media standards defined according to Caltrans and the Manual on Uniform Traffic Control Devices (<http://www.dot.ca.gov/trafficops/tcd/contractor.html>).



Top: Sign Media / iZone Imaging; Bottom: Sign Fabrication / XDFour

Tips for preparing requests for quotes (RFQs)

- » Define your sign specifications explicitly, including panel thickness.
- » Include delivery of electronic proofs (PDFs) and a lab sample (a small, printed section of a panel) in the RFQ specifications.
- » If you intend to issue one RFQ for signs and another for sign hardware, make sure the sign vendor(s) understand they are responsible for drilling threaded or thru holes according to a drilling template supplied by the hardware vendor. (Any additional drilling done once a sign leaves the factory could void the warranty.)

Specifications

The cost of fabricating a large, permanent sign can range from hundreds to thousands of dollars, depending upon the material used. Sign manufacturers employ a variety of processes, including lamination, etching, embedment, and baking.

Recent advances in the sign industry have resulted in new technology that is proving weather- and vandal-resistant at less cost. For high-pressure lamination (HPL), or etching or embedment onto coated metal, costs are estimated to be around \$800.00 - \$1,100.00 for one 36 x 24" panel, hardware, and freight. Recommended hardware for an interpretive panel typically consists of an angled powder-coated aluminum frame with exhibit base and pedestals or angled mounting plates and pedestals. Costs are estimated to be around \$5,900.00 for one 72 x 48" HPL welcome panel and one 36 x 48" HPL wayfinding panel, hardware (slotted upright pedestals), and freight⁴.

Specifications for sign media

The following is a description of three recommended options for exterior-grade, long-lasting media for the Delta signs.

- » HPL: high-pressure lamination of melamine resin-impregnated sheets that are pressed over phenolic resin-impregnated kraft paper core sheets bonded under pressure and heat, or
- » Direct embedment: etching or embedment of layers of organic

materials directly onto aluminum, stainless steel, or other substrate that is sealed with a protective topcoat, or

- » Fiberglass embedment: digital printing of material embedded with fiberglass and sealed with a protective topcoat.

Additional interpretive panel feature

Proximity beacons, such as iBeacons, are low energy bluetooth transmitters. A proximity beacon triggers an event in an app which has information or pulls it from the internet. Ranging from audio clips and images to video clips, this information would enhance the Delta's interpretive panels by adding compelling material that complies with accessibility guidelines and creates a highly engaging way to interact with visitors. Beacons could also be used for visitor navigation—an app could trigger wayfinding throughout the Delta.

Regardless of use, this technology may require an internet connection. Due to connectivity issues in the Delta region, visitors need to be made aware they should download the app from a website in advance of a visit.

Development of a set of proximity beacons will cost about \$70.00 per beacon and \$900.00 for the app development, plus script development, audio recording management and editing, hosting fee (if applicable), and optional monthly monitoring charge.

Installation guidelines

- » Follow the most recent edition of the California State Parks Accessibility Guidelines⁵ to ensure compliance for all signs encountered "on foot," such as interpretive panels. These guidelines are based on the Americans with Disabilities Act (ADA) of 1990. However, because ADA standards can change, it will be important to confirm that the accessibility guidelines stated in this sign plan are still valid at the time signs are developed.
- » Place angled signs, such as the interpretive panels, within 19" of the edge of a sidewalk or trail at a height of 27-34" from panel bottom to the surface of the ground. Standard, low-profile interpretive panels should be mounted at a 30-60° angle for maximum viewing by all visitors including persons in wheelchairs.

⁴ These 2018 fees are preliminary and subject to change. They exclude design and writing fees, fees for commissioned art or use of photographs, California sales tax, and installation. Price per unit decreases with volume.

⁵ https://www.parks.ca.gov/pages/1008/files/2015_california_state_parks_accessibility_guidelines.pdf;
<https://www.si.edu/accessibility/sgaed>

- » Mount vertical signs to achieve a viewing range that is between 46” and 62” from the trail surface.
- » Follow Caltrans recommendations for design, fabrication, and installation of vehicular signs. These are based on the Manual on Uniform Traffic Control Devices. See <http://www.dot.ca.gov/trafficops/tcd/contractor.html>.

Maintenance standards

Place signs in such a way to extend the life of the material. Although materials could fade over time, placing signs in protected locations (e.g., in the shade or at least not facing south) will reduce direct solar exposure and slow the rate of any fading.

Check the manufacturer’s recommendations for preventative care. For example, the edges of high-pressure laminate signs should be treated annually with a liquid sealant to maintain the core color and protect the edge finish. Occasional treatment of high-pressure laminate signs with a polymer-based surface protectant will help ensure easy removal of graffiti and dirt.

Regularly inspect and clean the signs. Use mild soap and water to remove dust, dirt, and road film. Buff out minor scratches with polymer-based car wax. Remove minor markings of spray paint, permanent marker, or crayon with methyl or isopropyl alcohol or mineral spirits. However, always check with the manufacturer for the recommended cleaning agent.

Remove stubborn graffiti and bird droppings immediately. Over time, graffiti can permeate a sign’s layers. Bird droppings will dry and harden, defacing and deteriorating the sign’s surface in the process. If a stronger cleaning agent is needed, check with the manufacturer for recommendations. Cleaning products are media-specific and vary from manufacturer to manufacturer. Using a cleanser that is not recommended by the sign manufacturer could damage the sign’s layers and void a warranty.

If a panel becomes a favorite perch site for birds, move the panel or extend a thin wire at the sign’s highest point to discourage this behavior.

Section VIII, Appendices

Public involvement

In 2017-2018, five stakeholder meetings were held in the Delta region to solicit input regarding sign needs, opportunities, and design elements. The following summarizes what has heard.

November 28, 2017/ Big Break Regional Shoreline

Sign priorities and placement

Participants expressed interest in strengthening Delta branding and communicating the breadth of Delta experiences. Participants also voiced concern about navigation issues, such as getting lost and encountering roads and water channels that lack outlets. Sign placement is key, as is use of vibrant designs that incorporate symbols (beyond a logo).

December 11, 2017/ Walnut Grove Public Library

Sign priorities and placement

Participants identified issues related to current wayfinding (e.g., use of directional signs for business deliveries and services, as well as recreational pursuits; routes to freeways) and safety (e.g., warning of road damage and oversized farm vehicles). They expressed interest in the use of iconography and technology, the identification of legacy towns, as well as points of entry to, and departure from, the Delta.

January 9, 2018/ Walnut Grove Public Library

Design charrette

Based on several sign samples, participants identified elements they liked and disliked. They identified the need for a “you are here” Delta map (visible on foot) and agreed that vehicular signs need to

be simple, use icons, and be part of a family of graphically consistent signs that comply with county and state ordinances. They also recommended that the design templates undergo field-testing.

April 12, 2018/Walnut Grove Public Library

Review of draft plan

Hard copies of the draft sign master plan were distributed. Following a brief presentation, participants asked questions about the signs’ placement, design, and specific features. They also offered edits to the document. The conversation revolved around use of the document’s general guidelines to create compliant and graphically unified signs that can be presented to a particular county for approval.

May 3, 2018/Big Break Regional Shoreline

Review of draft plan

This session used the same format and discussed the same topics as the April 12 session. Participants reviewed the draft sign master plan and discussed specific design features of the sign templates, namely use of colors from the Brand Standards Handbook and use of specific images. For example, the silhouette of Mt. Diablo should reflect the most common view from the Delta. Suggestions were made about optimal locations for welcome signs. Interpretation about the natural history of the Delta places and history of legacy towns will also be important. As with the April 12 session, the conversation turned toward plan implementation and specifically, the process of reaching out to Delta cities to determine how best to proceed at the local level.

Final draft and next steps

With the release of the Delta Sign Plan, Delta Marketing Task Force staff will work to inform the Delta community of the plan. This will likely be in the form of a workshop and direct outreach to local leaders. The Delta Conservancy and Delta Protection Commission expect to manufacture and place several signs initially, with guidance from the Delta Marketing Task Force.

Related planning efforts

Our recommendations for the development of signs for the Delta region, including orientation and wayfinding signs, place markers, and interpretive panels, reflect and advance the strategies, standards, and spirit conveyed in several planning documents. While the focus of the current work is

directed at signs, the planning team has been mindful of the opportunities and constraints identified in the following documents.

2017-2022 Delta Conservancy Strategic Plan

<http://deltaconservancy.ca.gov/strategic-plan/>

Dedicated to enhancing both the Delta's ecosystem and economy, the Sacramento-San Joaquin Delta Conservancy established three strategic goals and corresponding descriptions of success and metrics to guide its work for the next five years. This Delta Sign Plan directly addresses the Conservancy's first goal: 1. promoting multi-benefit Delta working landscapes and a tourism economy to enhance unique cultural, recreational, natural resource, and agricultural values of the Delta.

Feasibility Study for a Sacramento-San Joaquin Delta National Heritage Area

http://delta.ca.gov/wp-content/uploads/2016/10/Delta_NHA_Study.pdf

The Delta Protection Commission produced this feasibility study as part of its submission to Congress for designation as a National Heritage Area. The document identifies the ecological, agricultural, recreational, historical, and cultural resources that contribute to the concept of the "Delta as a Place." It presents mission and vision statements, goals, and themes that capture the Delta's national significance and stories of place. These elements are important tools for the sign plan.

Sacramento-San Joaquin Delta National Heritage Area Brand Standards

https://visitcadelta.com/wp-content/uploads/2018/05/deltabrandstandardshandbook_v9.pdf

This document provides detailed direction on uses of the Delta logos intended for the proposed Sacramento-San Joaquin Delta National Heritage Area. Since community members voiced interest in displaying the primary emblem logo on new signs, the design tools contained in this Sign Plan reflect the graphic standards detailed in this Brand Standards publication.

The Brand Standards also contain design specifications for interpretive panels, typography, and iconography. Further development of these specifications took place during our planning work. Refined specifications are summarized in this sign plan.

Delta Tourism Awareness 5-Year Marketing Plan

http://deltaconservancy.ca.gov/wp-content/uploads/2015/06/AI-12.2-Marketing-Plan-Design_Complete-20170224.pdf

This document summarizes the recommendations generated by a result of marketing research in the Delta region and recommendation development from the established Delta Marketing Task Force. From this work, the Delta brand and logo, Delta tourism and recreation website (www.visitcadelta.com), and five-year marketing plan were created. The marketing data, mission and vision statements, and a series of objectives have informed the current sign planning work. The Delta Sign Plan specifically addressed the strategy: "Improve Delta's Location Strategy: ...Having improved road signs offering directions is key...Specifically create coordinated signage that leverages existing 'Entering CA Delta' signage, such as 'You are X miles for the Bridge', etc."

Economic Sustainability Plan for the Sacramento-San Joaquin Delta

<http://deltacouncil.ca.gov/docs/economic-sustainability-plan-sacramento-san-joaquin-delta>

In 2012, the Delta Protection Commission issued an Economic Sustainability Plan that analyzes the economic opportunities and constraints associated with various measures, including ecosystem restoration, levee improvement, water resources, agriculture, recreation and tourism, and enhancement of legacy communities. One section focuses on recreation and tourism, viewed as integral parts of the Delta that contribute to its economic viability. Recommendations include enhanced public access and private development along Delta waterways, small points of interest (e.g., marinas), focal point complexes (e.g., legacy communities), natural habitat areas, and edges of existing and emerging surrounding urban areas such as Rio Vista and Tracy. Placement of graphically coordinated signs, together with widespread use of the Delta brand, is consistent with the recommendations put forth in this document.

Guiding statements

Our planning and design work has been purposeful and routinely cross-checked to ensure that decisions are made in accordance with the following tenets.

Delta Marketing Taskforce and Delta Community

This plan is intended to be a community based articulation of sign objectives for the Delta. The role of the involved agencies has been to provide support in the form of funding and coordination assistance to allow the community to define the Delta Sign Plan.

Sacramento-San Joaquin Delta Conservancy

mission statement:

Working collaboratively and in coordination with local communities, the Conservancy will lead efforts to protect, enhance, and restore the Delta's economy, agriculture and working landscapes, and environment for the benefit of the Delta region, its local communities, and the citizens of California.

Delta Protection Commission

mission statement:

We protect, maintain, enhance and enrich the overall quality of the Delta environment and economy. We do this with a focus on Agriculture, Recreation and Natural Resources, while remaining mindful of the importance of the Delta to all California.

Delta Stewardship Council

coequal goals:

The Delta Stewardship Council was created in legislation to achieve the state mandated coequal goals for the Delta. "Coequal goals' means the two goals of providing a more reliable water supply for California and protecting, restoring, and enhancing the Delta ecosystem. The coequal goals shall be achieved in a manner that protects and enhances the unique cultural, recreational, natural resource, and agricultural values of the Delta as an evolving place." (CA Water Code §85054)

Delta Natural Heritage Area

mission and vision statements:

Mission

Recognize, enhance, and promote 'Delta as a Place' to help cultivate and retain appreciation and understanding of the Delta as an ecological, agricultural, recreational, historical, and cultural treasure.

Vision

A regional network of partner sites with interpretive/ educational components that will be linked where possible and serve as the primary attractions, on existing public properties or on private properties with the voluntary consent and involvement of the landowners.

Links to Delta Sign Plan docs (templates, meeting minutes)

www.VisitCADelta.com/signs

Lists of agencies and agency leads

-Delta State Agencies-

Sacramento-San Joaquin Delta Conservancy

contact: 916-375-2084

<http://deltaconservancy.ca.gov>

Delta Protection Commission

contact: 916-375-4800

<http://delta.ca.gov>

Delta Stewardship Council

contact: 916-445-5511

<http://deltacouncil.ca.gov>

-Agencies Overseeing Road Sign Ordinances-

Contra Costa County Conservation and Development Department

Development Services: 925-674-7200

Public Works: 925-313-2000

County Sign Code: https://library.municode.com/ca/contra_costa_county/codes/ordinance_code?nodeId=TIT8ZO_DIV88SPLAUS_CH88-6OUAD

Sacramento County Planning and Environmental Review Department

Planning Department: 916-874-6221

County Sign Code: <http://qcode.us/codes/sacramentocounty/>

San Joaquin County Community Development Department

Planning: 209-468-3124

County Sign Code: https://library.municode.com/ca/san_joaquin_county/codes/development_title?nodetitle=TIT9DETI_DIV17SIRE_CH9-1710SIST_9-1710.4EMSIST

Solano County Planning Division

Planning Division: 707-784-6765

Public Works Division: 707-784-6060

County Sign Code: <http://www.codepublishing.com/CA/SolanoCounty/>

Yolo County Department of Community Services

Planning Division: 530-666-8775

County Sign Code: [http://library.amlegal.com/nxt/gateway.dll/California/yolocounty_ca/yolocountycacodeofordinances?f=templates\\$fn=default.htm\\$3.0\\$vid=amlegal:yolocounty_ca](http://library.amlegal.com/nxt/gateway.dll/California/yolocounty_ca/yolocountycacodeofordinances?f=templates$fn=default.htm$3.0$vid=amlegal:yolocounty_ca)

Caltrans District 10

contact: 209-639-3854, MUTCD Signs

<http://www.dot.ca.gov/d10/>

<http://www.dot.ca.gov/trafficops/camutcd/>

Users are encouraged to reach out to their state or local city contact for placement of any city specific sign placements and requirements.



Isleton Bridge / Delta Protection Commission

Delta Sign Plan submitted on June 25th, 2018