



Stevenson WAYFINDING Master Plan



Fall 2012

ROCK COVE
DESIGN

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Introduction



Rock Cove Design, acting as consultants for the Stevenson Planning and Public Works departments, began the process of designing a Comprehensive Wayfinding Master Plan for the City of Stevenson in April 2012. The project was initiated in response to the City's recent Comprehensive Plan. Its Steering Committee identified the citizen's desires to:

- *improve traffic circulation in the downtown area*
- *upgrade public infrastructure*
- *enhance the look of Stevenson*

The project was organized into 5 phases beginning in April with the final Phase to be completed in October. The process was intended to be collaborative and inclusive. Early on in the project, a design committee of community stakeholders was formed to help set priorities and make recommendations that would guide the project. The committee members are Bonnie Heemeier (Johnson), Casey Roeder, Julie Mayfield, Scott Anderson, and Scott Pineo. Twenty-five community members attended and gave broad community input at the Wayfinding Workshop held on May 23rd 2012 at Hegewald Center. This collective input has been invaluable and much appreciated. The resulting designs are indubitably stronger and more unified as a result of this collaborative process.



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What is Wayfinding?

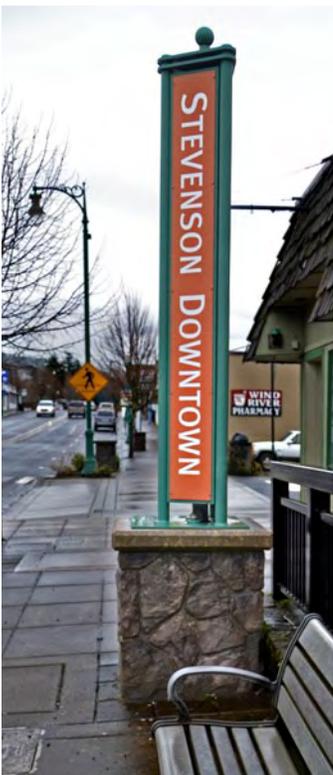
Wayfinding - in its simplest form - is helping visitors and residents find their way...



The longer answer... Wayfinding is the art of using landmarks, signage, pathways and environmental queues to help first time visitors navigate and experience a place. An effective Wayfinding system speaks in one voice with a singular graphic style building consistency into each and every element. It's more than just signage; it really is another element in the community landscape that says we care about our community and we want to make the experience of visiting amazing.

Why Does Stevenson Need a Wayfinding Master Plan?

Over the years, Stevenson has implemented many streetscape and signage upgrades; inclusive of a well-executed interpretive sign system throughout the city's pathways and downtown, event/map kiosk signage on second street, historic streetlights, sidewalk improvements and stonework were all a part of the 2nd street upgrade. A design aesthetic has emerged through those improvements and that aesthetic will be built upon and enhanced as the proposed Wayfinding system is implemented.



Sign components that can make-up a Comprehensive Wayfinding System are as follows:

- **Highway Approach Signs:** standard WsDot guide signs
- **Gateway signage:** signs and structures distinguishing city edges or entry portals
- **Vehicular Directional:** signs serving to direct vehicular traffic to key destinations
- **Street Identification:** signs identifying street names and locations
- **Parking and Amenities:** directional and identification signs which help make facilities easier to locate
- **Regulatory:** signs that communicate regulatory information
- **Destination Identity:** signs that mark the destination once you have arrived
- **Pedestrian Directional & Kiosks:** signs and maps intended to orient and direct individual on foot throughout the city
- **Pavement Markers:** in-ground directional signage, reducing sign clutter on pedestrian pathways
- **Interpretive Signs:** signs which communicate historic or culturally relevant information about a site
- **Banners:** temporary and usually seasonally-themed soft signage added to street light poles
- **Temporary Event Signage:** signs that announce upcoming events

Each of these types of signs should be considered in the development of a comprehensive Wayfinding Master Plan. This project's funding allowed for focus and full design development of Vehicular Directional, Destination, Parking & Amenities, Regulatory, Pedestrian Directional & Kiosk, and Pavement Markers. Future additional design development will be required for Highway Approach signage, Gateway signage, Temporary Event signage and Street Identification signage in order to fully realize a cohesive and comprehensive Wayfinding Plan.



— PROJECT PROCESS —

Phase One: Research & Analysis



In Phase One, Rock Cove Design met with Stevenson Planning and Public Works in order to define the process and gather pertinent information. Major circulation paths were mapped and existing signage inventoried and photographed.

Comparable systems were researched and documented. Cities and sites visited and documented in Washington included Woodinville, Chehalis, Centralia, Edmonds, Sunca-dia, Fairhaven. In Oregon, the Pearl District in Portland, Alberta District; Oregon City, Forest Grove and Salem. Ad-ditional systems research done on the internet included Camden County, Tracy, Navoto, Santa Cruz, Alexandria.



The Design Committee was formed and our first meeting was held on April 2, 2012. At that meeting, we provided project orientation. A slide show presentation was given in which Wayfinding was defined and important components that make up a system identified. An overview of the process and time-line was reviewed. Mapping of existing signage and documented re-search and photographs of comparable system examples were shared and discussed. Important exist-ing design themes were identified and considered in order to have solid footing upon which to design a unified signage system. Discussions began to flesh out navigation problem areas. A draft destination list was presented and discussed which began the process of defining important destination informa-tion.

Phase Two: Strategy & Input

Research and Committee input from Phase 1 was analyzed in order to clarify circulation patterns and identify navigational decision points. Preparations and planning for a community workshop were undertaken, and a successful **Wayfinding Workshop** with about 25 in attendance was held on May 23rd at Hegewald Center. The purpose was to reach out to the greater community in order to gather citizen input while building consensus for the project. That workshop involved City Staff, the Design Committee, and a variety of stakeholders



and interested members of the community. It was a productive work session that produced valuable input; this input was later documented, analyzed and incorporated into the ensuing Sign Programming and Design Development. The meeting began with a brief slide show presentation asking and answering these questions:

- **What is wayfinding?**
- **Why do we need it?**
- **What components make up a Wayfinding System?**
- **What can a carefully crafted sign system accomplish?**
- **What is our design Process?**
- **Why are we here tonight?**

The room was set up with a series of exhibits reminding the participants of existing design elements and subtly suggesting relationships to the new wayfinding system. There were two discussion groups led by RCD that rotated between two tables. Each table had a series of discussion topics and a set of questions to be answered by the workshop attendees.

The first table covering important **Destinations, Mapping Strategies (Landmark and District) and Vehicular Wayfinding**. The second table discussed **Design Character and Quality, Artisan Detailing, Pedestrian Wayfinding**. Each table discussion lasted 25 minutes with a 5 minute break between table rotations. There was a final wrap-up at the meeting's end. Notable findings or committee decision points are listed below by topic.

Topics - Table 1:

Destinations - A destination list was presented at the table, and a few additions were gathered. There was a request by one stakeholder for specific destination identity calling out his business by name.

Mapping Strategies - Landmark Strategy - There was initial support for the simpler landmark strategy with some concern about over use of the logo and identifying Stevenson on every sign. Logo or Icon Branding was considered important as long as there is sensitivity to redundancy. **District Strategy** - There was overall support expressed for exploring a District Strategy with general support for the presented District Map delineating Downtown Stevenson, Waterfront and Rock Cove. After some discussion, it appeared as the majority of attendees favored the District Strategy.

Vehicular Decision Points - The mapping of Vehicular Decision points as presented was agreed upon, with the addition of Red Bluff Road Trailhead Identification. There was additional discussion in one group regarding the number of decision points and the need to edit sign quantities based on priority and budget constraints.

Topics - Table 2:

Design Character - When asked for words to describe Stevenson's character the following list was developed: Water/river, river town, waterfront, quaint riverfront town, scenic, geology, stone/rock, mountains, commercial center, nature, small town character, forward thinking, progressive, hip, technologically advanced, electric car charger, wi-fi, make the whole town a gallery, walk-able, history and roots, logging mill town, working timber town, outdoor activities, outdoor play, Sasquatch, comfortable, 45 minutes to the city.

Design Quality - Sign systems from other cities were displayed; most people preferred the "better" sign systems as examples of level of design with some checking these two plus "best". Chehalis was viewed to be under-developed and under-scaled, the logo being too dominant and lettering difficult to read. Woodinville was seen as an under-developed system with too prominent of logo and lack of consistency in installation. In general the groups thought that there should be a sense of quality and longevity to the signage design. The backs of signs should be finished and structural details designed into the system at an appropriate scale. A design character integrated into the signage that ties to current aesthetics and strengthens Stevenson's existing branding. There was support for using Stevenson's logo or an adaptation of elements from the logo in the development of Wayfinding Signage. Some concern regarding redundancy if the logo was too prominent.

Artisan Details - There was strong support for incorporating artisan detailing into the signage system's design development. A suggestion was given to explore the existing Downtown kiosks as a further opportunity for adding artisan details.

Pedestrian Wayfinding - Pedestrian Decision Points - Decision points called out on the Pedestrian Wayfinding Map were viewed as correctly identified. There was consensus that the Pedestrian Wayfinding Signage should expand north to Vancouver Ave, leading to the Library, Elementary School, and Middle School/High School. **Pedestrian Types of Signs** - Participants expressed strong support for pavement markers with vertical or trail markers used as needed. Each sign



should be studied and specifically cited as not to over sign. In many cases Vehicular Directional signage will be serving a dual purpose directing vehicular travel as well as pedestrian. Stone markers or non-worded indicators of Wayfinding were received positively as an innovative alternative to traditional signage.

Other Discussion Points - There was support for *future public art installations* - especially as it relates to Pedestrian Wayfinding. Most felt that an expansion of public art in the community would add cultural interest and depth to the Stevenson experience.

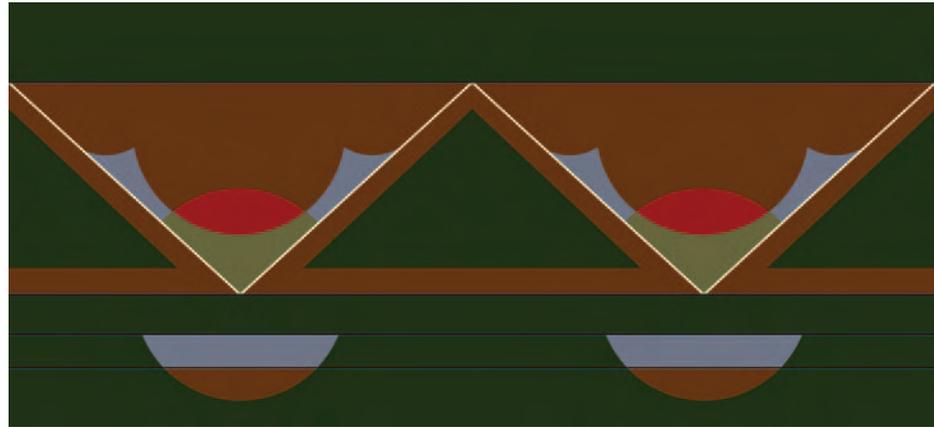
There was a general consensus that it is important to maintain a connection to the **Columbia River Historical Signage** especially as destination identity. Wayfinding signage should connect with existing signage but not be strictly defined by it.

Most felt the **Gateways** should be substantially improved but liked the Historical Signage connection. The gateway at the East end was called out as being the weakest and in need of the most improvement. Gateways were seen as an important area of first impression for the community and in general need of strengthening.



Inspiration:

The Main Artisan Design Element is the geometric border.

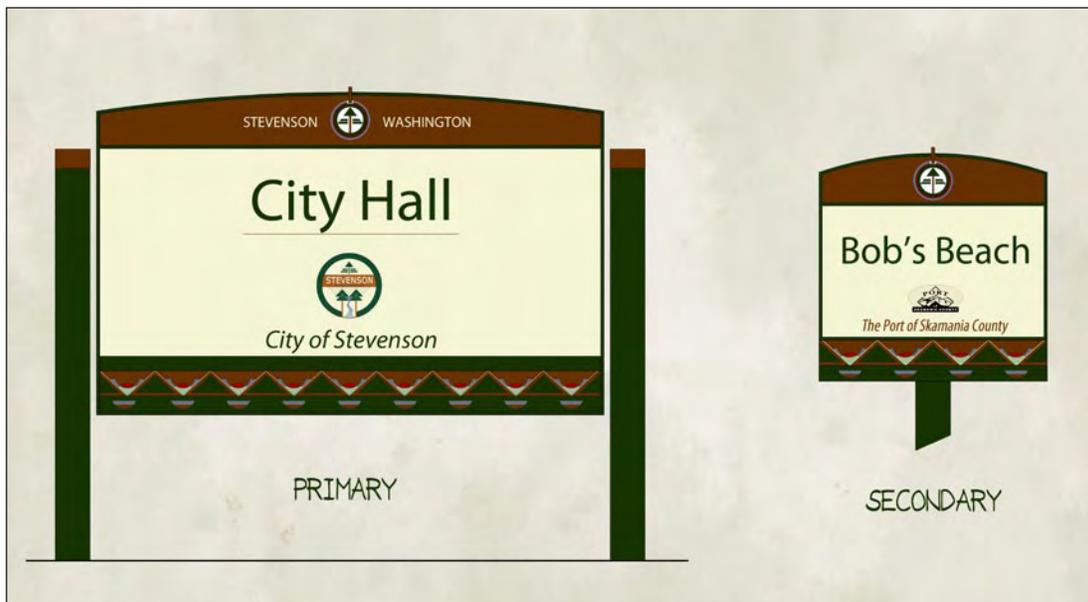


This Border recalls the graphic style used in the original Stevenson Logo (Simple geometric shapes symbolizing and celebrating the natural elements of the Gorge and historic influences of the original Native Culture and then the later influence of Stevenson as a Logging/Mill Town. It also recognizes the importance of Stevenson as a river town and the water activities that play such an important role in defining Stevenson today.

The repeating pattern links the Past, Present and Future of Stevenson. It was inspired by native abstract patterns used in basketry and textiles and is reminiscent of the Cascadia Art and Architecture of the Great Northwest Lodges. It symbolizes the Gorge; Its mountains, trees, river and elusive sun.

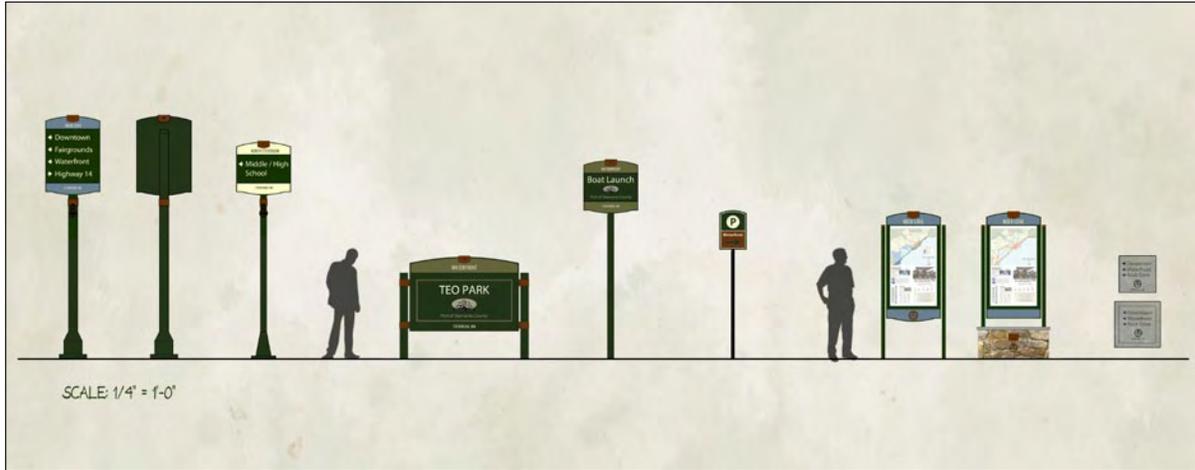
Description:

- Consistent and cohesive with one design theme repeated throughout the signage system and the community.
- The signage system promotes and reinforces Stevenson, repeating the tree symbol, an element pulled from the Stevenson Logo. This ornamentation is at the top of each sign with the added artisan detail of the chain link.
- Text is dark against light in the main body of the sign.
- The signage shape has an arched top and flat bottom which ties back to the Columbia River Historical signage and the Streetscape kiosks.
- In the landmark strategy, destinations are the important message. The signage either points the way to a landmark or identifies that landmark once it has been reached. The secondary message is calling out Stevenson, Washington through text, icon and border.
- Note that secondary amenities and regulatory signage is consistent in both design concepts.



Design Concept 2

District Strategy: A District Strategy is also organized around important destinations and landmarks, but those destinations are grouped under a color-coded message calling out the district. The primary message is destination with a secondary message of district and finally calling out the city name.



Inspiration: The main artisan design elements are the metal hardware and ornamentation at the top of the sign and just beneath the sign collaring the pole.

This type of metal work is reminiscent of the hardware used in logging, steamships, and trains; paying tribute to the heritage of Stevenson as a working town and a center of commerce. The ornamentation



that hangs off of the metal collar is a laser cut tree emblem taken from the Stevenson Logo held in place by a large chain link. That link again is symbolizing the linkage of the past, present, and future as well as the linkage between the newly defined Districts of Stevenson... Rock Cove, Downtown and the Waterfront. The tree symbol is shown on all districts at this point. That symbol could identify the Downtown District only with development of 2 additional symbols designating Rock Cove and the Waterfront.

This detailing is both historical and modern as there is a renewed interest in industrial artifacts as art in today's design world. Repurposed and revitalized industrial objects are an outgrowth of the movement to reuse and recycle; an idea once driven by economics now driven by a desire to have less impact on the environment.

Design Concept 2 Description:

- Consistent signage system design and shape.
- Color-coded Districts shown at the top and bottom of each sign. These colors would be referenced in mapping and print media as a way of organizing information and directing tourists.
- Note the difference in shape of the lower section of the District Strategy - this is a slightly more traditional profile.
- Main text in the body of the sign is light text against dark background.
- Primary message is directing or identifying important destinations with a secondary message identifying the district and thirdly calling out the city/state.
- Note the secondary amenities signage and regulatory signage is consistent in both landmark & district concepts.

Committee Discussion Points:

Sign Size: There was a desire to ensure that the scale of the signage was correct. In presenting the final design, we will place the sign types in scale into actual location photographs for context. We will also print an example of the Vehicular Directional signage in the actual size for review.



Sign Text: There was a preference for 3.5" lettering vs. 4" on the Vehicular directional signage.

Arrow placement: A discussion and request to explore the possibility of changing arrow placement when the direction changes. Most seemed to prefer the arrows on one side of the sign. There was additional discussion on adding a line between destinations when the direction changed. Those options will be explored in the refinement process.

Color: There was a request to add maroon to the color palette if possible (Bulldog colors). There was also a discussion to switch the district colors making the Waterfront blue and Rock Cove olive. In comparing the two systems, there was a split in preference in terms of light text against dark and dark text against light. These requests will be explored in the refinement process.



Artisan Detail: A desire for more artisan details and the use of stonework where appropriate was expressed. We will look at adding details to the Destination identity signage where budget allows.

Sign Shape: Preference was expressed for the flat bottom vs. the arched bottom on the district strategy.

District Identification: The need for a North Stevenson district was discussed. Most favored using generic amenities signage to identify the Middle/High School at this point. There would be an option to establish additional districts in the future as Stevenson grows.

Next Steps:

There was not a definitive design choice made at the meeting; rather a desire that we explore and analyze the input and come back to the committee with a refined final design. There was, however, general consensus that the final design should reflect a District Strategy. Also, the desire to explore whether the border detail used in the Landmark strategy could be successfully integrated into the District design.

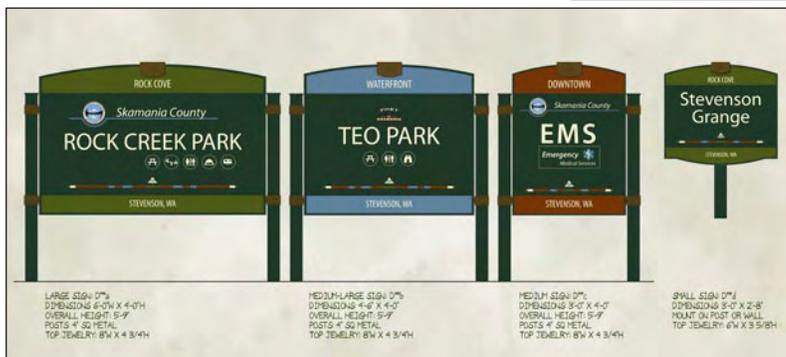
The final design is our best attempt to respond to the input while still making sure that we are recommending a clear, concise and visually unified signage system.

Phase Four: Final Design

Input from the Design Committee regarding the two schematic designs was analyzed and integrated into the refinement of the final design; that design would follow a District Strategy established in Design concept 2. Further development of the sign programming and mapping continued. Wsdot regulations were reviewed to ensure we were following all applicable regulations. The final design was presented at the last Wayfinding Design Committee meeting on September 10, 2012.

What did we present?

Vehicular and Pedestrian draft signage programs were handed out at the final committee meeting and review and input requested. An exhibit showing an example of the largest Vehicular wayfinding sign in context was shown and discussed as well as a life size physical example of a Vehicular Directional Sign.



There were a few design tweaks as a result of that input. The changes included: removing the Stevenson logo tree from the Vehicular Directional signage, resulting in a 2" reduction in height of those signs. Slight value adjustments were made to the Stevenson, WA and District Names in order to make sure the arrows and destinations were the most prominent part of the signs. The Rock Cove and Waterfront Medallion images were switched (Rock Cove is now the Osprey, and the Waterfront is represented by the fish). The Pedestrian Kiosk sign bottom was straightened to reflect the Destination Signage profile. Programming input and comments were received from City Staff and those contributions were integrated into the updated Program document.



September **City Council** Presentations

Electronic files of the adjusted sign designs were sent out to the committee and City staff and were approved for presentation to the City Council. An electronic information packet was sent out to the Stevenson City Council members on September 17, 2012 which included a brief overview of the project to date, final schematic designs of the Wayfinding Sign Families and Artisan Details, and a page describing what's next in the 5th and final phase of the project.

The City Council meeting was held on September 20th. A brief slide show presentation was given by Rock Cove Design presenting the final designs, and physical exhibits were displayed for the Council's viewing. We began with an overview, but moved rapidly into a description of the sign system:



Final Designs:

Stevenson will be represented by 3 primary districts. These districts are identified by color coding at the top and bottom of each sign: **Downtown as rust**, **Rock Cove as moss green** and the **Waterfront as blue**. Sign shape and material remain consistent between all families. The system is made up of 6 main sign types:

- Vehicular Directional**
- Destination Identity**
- Amenities**
- Pedestrian Map/Kiosks**
- Regulatory**
- Pedestrian Pavement Markers**

Vehicular Directional: The Vehicular family of signs direct visitors to major destinations when traveling by car. Their message primarily focuses on destination direction, followed by the district call-out and finally the reference to Stevenson. They are sized according to the number of destinations - 4 being the maximum. Each sign has a graphic detail and artisan elements that uniquely express the community's character. There is metal hardware at the top and collaring the post - reminiscent of our logging heritage, a color bar with the full graphic color spectrum that unifies the total sign system as well as gives subtle reference to the native abstract patterns used in textiles and basketry and a **district medallion**. The medallions are unique to each of the districts. Downtown is represented by the tree pulled from the Stevenson logo. Rock Cove represented by the Osprey over water. The fish represent the Waterfront. All the icons are surrounded by a gear border which is powder coated in dark rust textured finish - another nod to Stevenson the Mill Town. *(medallion illustration on page 12)*

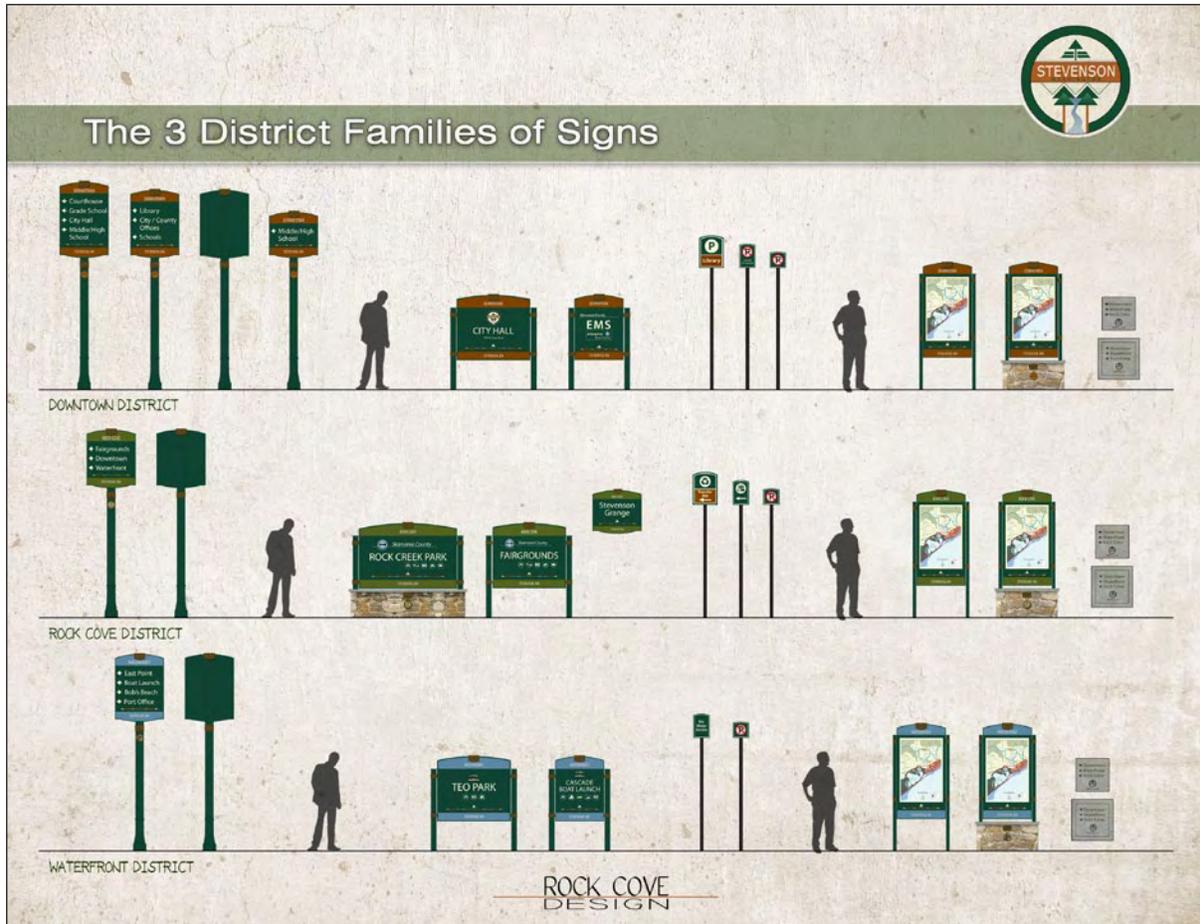


Amenities and Regulatory: 2 sizes of amenities signage and 3 sizes of regulatory signage were brought into the Stevenson color vernacular. The tops of the signs are arched slightly, and International symbols are used repeatedly.

Destination Family: The family includes 4 sizes - 3 with double posts and one smaller sign with a single post (this size can also be used as a wall plaque where appropriate). These signs will need to be somewhat site specific. Note the introduction of international symbols depicting park amenities and the use of agency logos. There is a basalt stone base option to be used where appropriate. *(additional illustration on page 12)*



Pedestrian Family: A map on the *Kiosk's* front side will reinforce the district color delineations and give pertinent information to the pedestrian as they travel on foot. Where the back side is approachable, there is an opportunity to add historical photography or public art. As with the large Destination signage, there is also a stone base option for the kiosk. **Pavement Markers** are a way to sign a pathway in the ground without adding another vertical sign to clutter the landscape. The Pedestrian family includes 2 sizes of directional concrete pavement markers with engraved lettering and district icon. They are located at major decision points along Stevenson's Pathways. *(see illustration on page 12)*

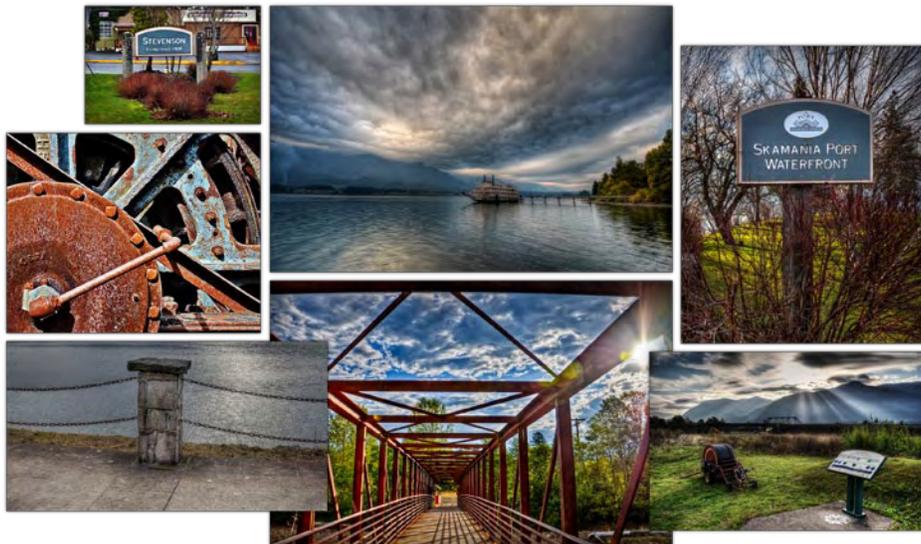


Phase Five: Master Plan

In Phase 5, the final designs have been fully developed and detailed. In addition to the **94** actual sign & marker designs made available on disc, drawings and design documents are included in this, the **Final Wayfinding Master Plan**.



Rock Cove Design had preliminary meetings with several fabricators to flesh out the most cost effective methods and materials to use in fabrication. That research was integrated into the final designs. The finalized detail drawings were then sent back out to various vendors for budget estimates. From those estimates a projected cost analysis was assembled in a separate document and reviewed by City Staff. This preliminary analysis of projected costs will help guide future funding strategies and implementation by the City. The Master Plan also includes implementation recommendations, final sign programming and location maps. As the pages and details of the draft Master Plan were composed, those documents were available electronically for City Planning and Public Works to review and add comments or correct. That input was then reviewed and integrated into this final Master Plan Document. Two final meetings were held with City Planning and Public Works; the first to review remaining content that still needed to be included in the plan, and the second to review budget estimates and implementation strategies. **Presentation of the final Wayfinding Master Plan to the Stevenson City Council brings the project to conclusion.**

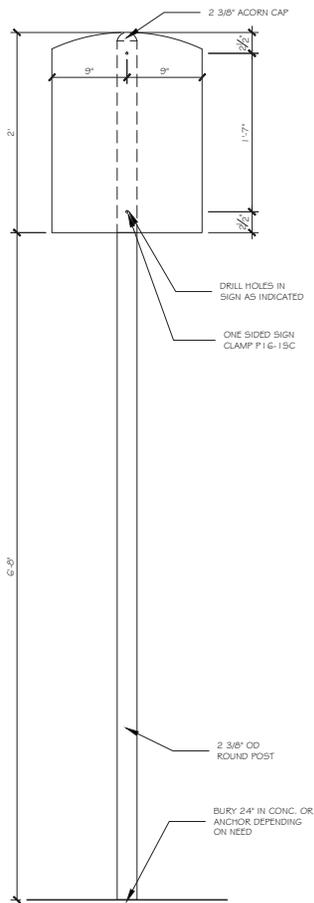


the **NEXT** Steps

Through collaborative research, planning, and design the Wayfinding Master Plan has been produced. But there is still much work to be done to fully realize this project. We have a plan - now we need to work towards implementation. Below are recommendations that should be considered in order to assure successful fabrication and installation of the entire Wayfinding system.

Implementation

This Master plan contains designs for 6 types of signs; within those 6 types are several size options. Because of the comprehensiveness of this system the implementation process would be best served by establishing a preferred fabricator. There will be costs savings in bids provided for the whole system even if there is an extended time frame for fabrication and installation. Consistency in finish and color specifications once established and approved will lead to a more cohesive end product.



See below a list of qualified sign vendors that could handle such a project:

1. **Security Signs**

2424 SE Holgate Blvd
Portland, OR 97202-4747
Contact: Melissa Hayden
(503) 546-7114

melissa@securitysigns.com

2. **Sea Reach Ltd.**

146 NE Yamhill Street
Sheridan, OR 97378
Contact: Susan Jurasz
(503) 843-2005

susan@seareach.com

3. **Sign Wizards**

1111 SE Grand Avenue
Portland, OR 97214
Contact: Christine Mosher
(503) 235-6967

christine@signwizards.com

There are four areas that could be separated out to specific vendors depending on organizational preference: Pavement Markers, Mobile Boulder Etching, Stonework for Destination & Kiosk Sign Bases, and Artisan Details.

See below a list of additional vendors that specialize in those specific types of fabrications:



1. **Forever in Stone** (Pavement Markers)
20441 South Ferguson Road
Oregon City, Oregon 97045
Contact: Larry Chestnut rocks@foreverinstone.net
(503) 348-0512
2. **Stone impressions** (Mobile Boulder Etching)
(503) 794-5999 si@sayitwitharock.com
3. **Millan Masonry** (Stone Mason)
Contact: Jerry Millan millanmasonry@yahoo.com
(541)399-2315
4. **Greg Simmons** (Artisan Metal Work)
ADX Fabrication Contractor greg@pdxbuilddesign.com
(503) 208-6253
5. **Hamlin Construction** (General Contractor)
Contact: Bob Hamlin bobh@gorge.net
(541) 490-8126

Phasing options: There are many different possible scenarios for phasing this Master Plan. Listed below are several possible options. The phasing decisions would be driven by the funding sources available or those being sought after. The main goal should always be the implementation of the complete and unified system.

Possible phasing scenarios include:

1. **Phase the project by sign type** - for instance, start by fabricating all the Vehicular Directional signage, followed by Amenities, then move to Pedestrian Kiosks and Pavement Markers, Destination Signage as the need arises, and finally the Regulatory signage.
2. **Phase the project by district** addressing all signs types within a district: Downtown, Waterfront, and Rock Cove.
3. **Phase the project by prioritizing sign locations and types** based on importance to the community. This would allow signs to be integrated into upcoming street improvements as they occur.

Structural Engineering: Prior to fabrication the system will need to be engineered and construction drawings prepared. Those tasks may become a part of the sign company's contract or contracted out separately. It is imperative that the engineer working on the project understands the program and will work with the designers to maintain design intent. Overall engineering criteria for wind pressure, soil and frost depth should be developed. Signage types that should be considered for review include all sizes of the Vehicular Directional signs, both styles of the Pedestrian Kiosks, all free standing sizes of the Destination Identity Signage.

Prototype: It is often helpful to go through a prototype process prior to initiating a full contract. This is a time when the designer, fabricator, and client learn what they thought they knew but did not. The most important part of the process is learning how the signs can be built in a cost efficient way and where improvement can be made in the use or material and in specific design details. The goal for the first sign is not price, but defining a quality standard against which the program will be judged.

Update Zoning Code: Stevenson’s current Zoning Code definition of “Signs Placed by a Governmental Agency” (SMC 17.10.738(7)) would allow the Parking & Amenity, Pavement Markers, Pedestrian Directional & Kiosks, Regulatory, and Vehicular Directional signage contained in this Master Plan, but it would specifically not allow the Destination signage proposed. To enable governmental agencies the ability to install these signs without costly, time-intensive conditional use requests, the Zoning Code’s definition of Signs Placed by a Governmental Agency” should be amended as follows:

“Signs Placed by a Governmental Agency” means any sign placed by federal, state, or local governmental agency that is necessary to promote, protect and/or regulate the public health, safety and welfare. Examples of signs placed by a governmental agency include traffic directional and control signs, and kiosks those amenity, destination, directional, kiosk and regulatory signs identified in the Stevenson Wayfinding Master Plan, as amended. Such signs do not include destination signage identifying governmental locations not identified in said plan buildings, departments, property or public housing facilities.

Update Engineering Standards: Stevenson’s current Engineering Standards does not mention any amenity, destination, directional, or kiosk signage. To allow and regulate this particular signage, Volume 1, Chapter 2.27, section G of the City of Stevenson Engineering Standards should be amended with the addition of paragraph 7 as follows:

7. Directional, Destination, Amenity, and Regulatory signage shall be designed and installed as identified in the Stevenson Wayfinding Master Plan, as amended.

Signs Requiring Further Design Development

Approach Signage: Preliminary approach signage design discussions were initiated with Wsdot to determine what type of signage would be allowed and recommended in order to strengthen the signage as you approach Stevenson from Highway 14 traveling east. It was determined that a Destination District Guide Sign following WSDot Standards 2D-20 should be placed at the Wayfinding boundary. Also, a Stevenson Vehicular Directional signs scaled up to meet the 55 mph size requirements would be placed prior to the Rock Creek turn-off traveling both east and west on Highway 14. Once these two approach signs have been fully developed and installed it would be optimum to remove the existing Heritage Site signage, the Fairgrounds sign and the Stevenson 1 mile ahead sign. This would reduce signage clutter, redundancy and mixed messages on Highway 14. It will also serve to introduce Stevenson’s newly defined Districts and mark the beginning of the new Stevenson Wayfinding System.

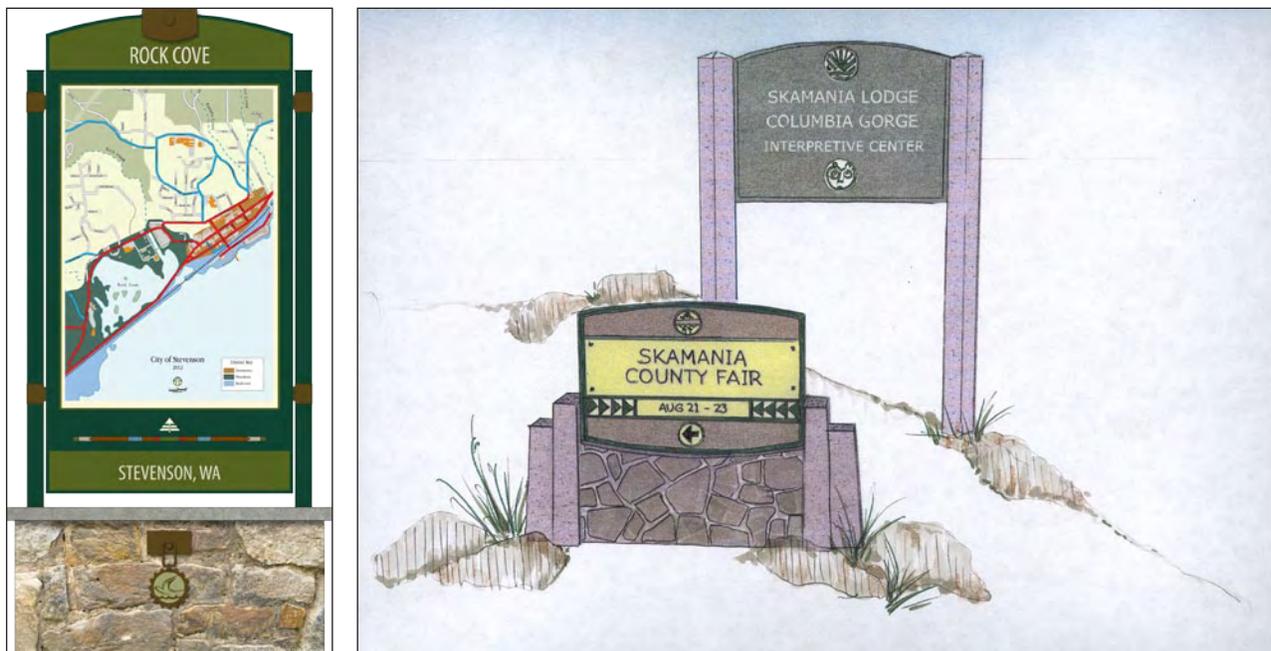
Gateway Signage: Throughout this planning process, the need for strengthening the gateways into Stevenson was noted as an important future goal. The existing gateway signage is part of the Columbia Gorge Historical signage program that was installed about 20 years ago. That signage program is still relevant and links cities and recreational sites throughout the Columbia River Gorge. It has served as inspiration to the design of the new wayfinding program. That said there is a need to reevaluate the gateways and find ways to strengthen and update the visitor’s first impression as you enter Stevenson.

The signage on the east end of town is especially weak and under-scaled. Several ideas for improvement have surfaced through this design process worth noting for future exploration...

1. Consider relocating the existing West end sign to the east end. Add stonework, appropriate landscaping and etched boulders.
2. Design a larger scaled sign for the west end. Incorporate a full color logo and stonework into the new design. Signage could also incorporate historic logging artifacts sited in a sculptural way (i.e. set on a stone platform or integrated into the new sign structure itself). In addition, appropriate night sky friendly lighting should be planned at both locations.

Street Signage: The street identification signage should be upgraded and integrated into the new Wayfinding System. Currently the city's signs are bright blue with white lettering. A study should be done to determine what new color scheme and profile would best compliment the new Wayfinding system. That study should also evaluate locations and hardware being used.

Temporary Event Signage: Existing Temporary Event signage often takes the form of wooden sandwich boards, staked horizontal banners and the existing downtown kiosk units. A few years ago, additional event kiosks were designed for two locations Gateway Park and the west entrance to Rock Creek Drive near the existing Lodge and Interpretive Center signage. The sign planned for Gateway Park is probably not viable because of the newly located bus shelter, however, renewed consideration should still be given to the sign at Rock Creek Drive. In general, the need for temporary event signage should be studied and locations determined that best announce local events. Once this has occurred, a system of temporary event signs that will meet Stevenson's guidelines can and should be put in place.



Pedestrian Kiosk/Map: The newly designed pedestrian kiosk signage structure is fully developed, but the graphic component will need to be designed as the kiosks are implemented. Additionally, the existing downtown maps and two of the existing interpretive map kiosks will need to be updated and brought into one unified graphic style. There is also an opportunity for historic interpretive photography or local art reproductions to be added to the existing downtown kiosks and the new pedestrian kiosks. These graphic components would also require further design development. Before the maps are updated and redesigned there will be a need to land on a way of identifying the pathway system. (i.e. brand it) Currently the pathway system is being referred to as the interpretive trail.

Future Public Art and Artifact

Future Public Art and Artifact installation locations have been mapped (Pedestrian Appendix) in order to encourage the continuation of public art installations throughout Stevenson. Public art is a collaborative process that usually involves government agencies, interested community members as well as the artist.

An **Arts Committee** has existed in Stevenson's past. That committee was responsible for the sculpture on Rock Creek Drive and the Kinetic piece at the Waterfront. By mapping additional potential locations, we are putting in place a framework from which an arts advisory committee can begin their work to seek site specific sculptures from regional or national artists. Creating a program to build a community filled with art will entice visitors to the community and enhance the visitor experience once they are here. One quote that surfaced during our public workshop was "Make the whole town a gallery." There is much to inspire art in this place: the amazing geology and beauty of the gorge, the first people's arts and crafts, the industrial artifacts of Stevenson the timber town, the power and beauty of the river. Continued use of natural materials such as basalt and wood, combined with traditional made-made materials like metal and concrete in unexpected ways will help to define Stevenson as a community that has linkage to the past, present *and* future.

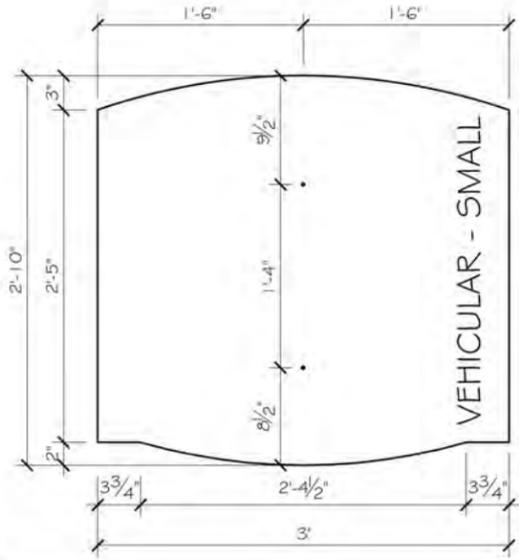
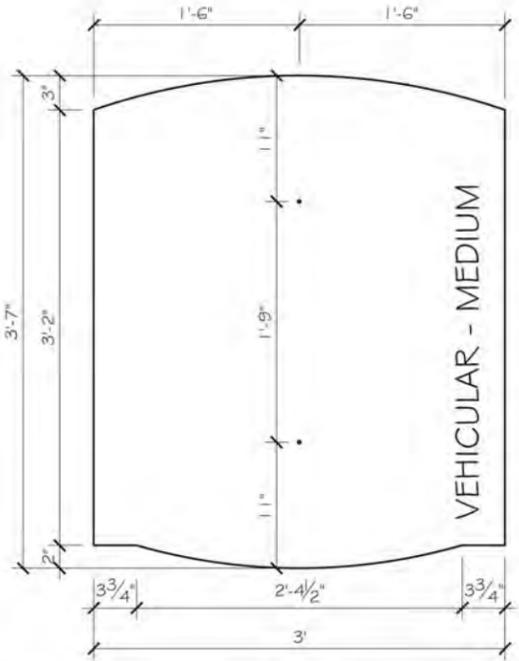
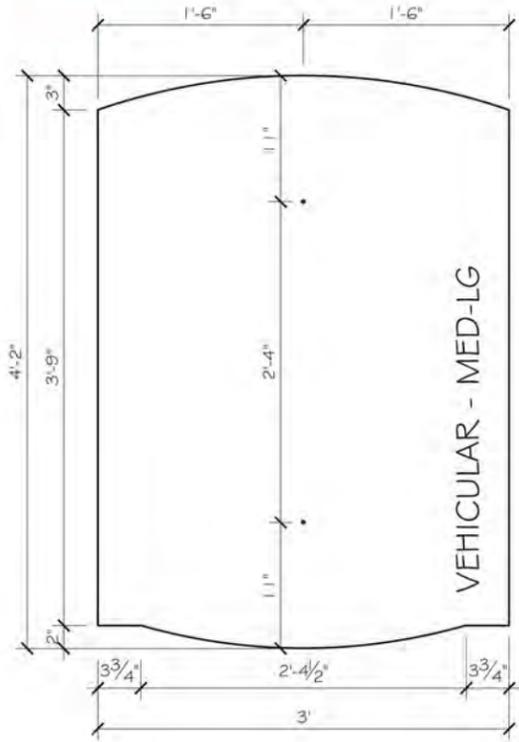
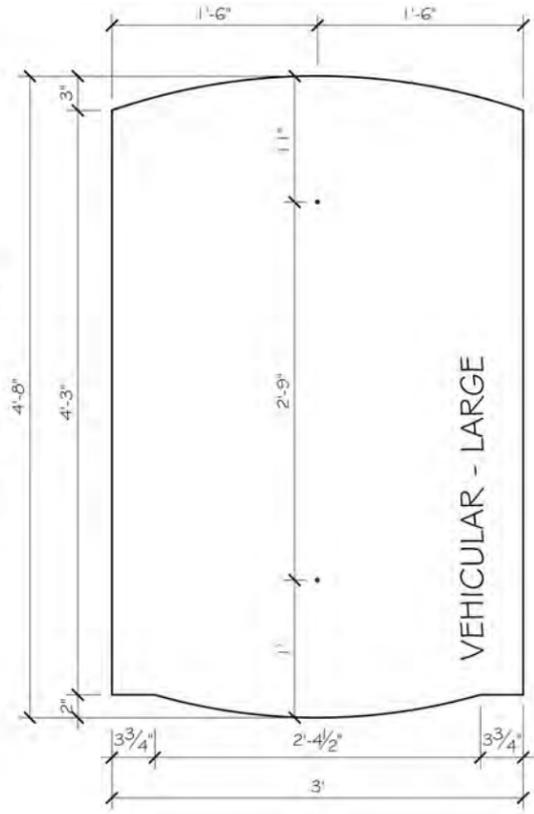
Creating solid proposals for art installations will help in the process of procuring funding for those installations. That work could be taken on by the arts advisory committee led by a representative of the City or a project coordinator. The Committee would choose from one of the mapped sites, discuss the type of art installations appropriate to that site, put out a call to artists for proposals, review submissions, select an artist, and then follow the creation and installation of the artwork through to completion.



SIGN LAYOUT OVERVIEW

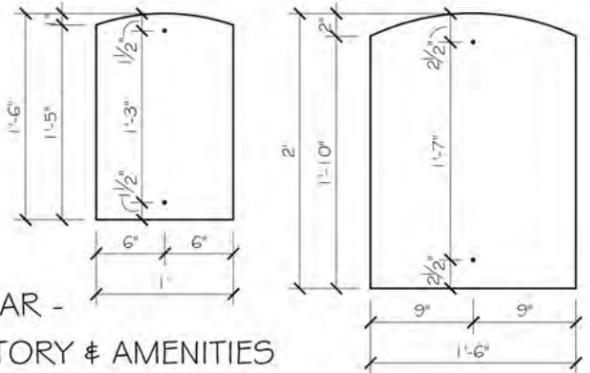
VEHICULAR & DESTINATIONS

VEHICULAR

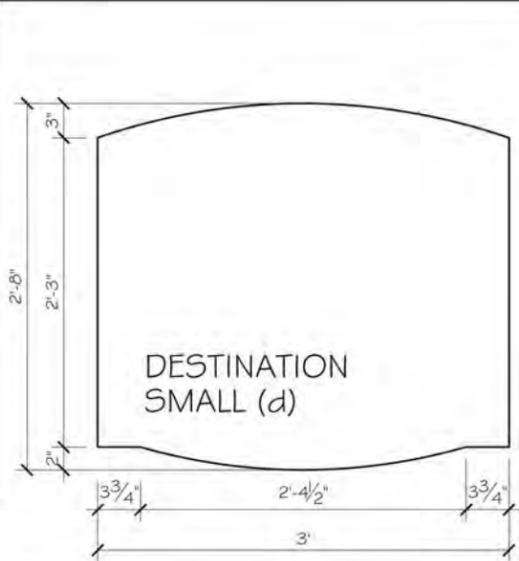
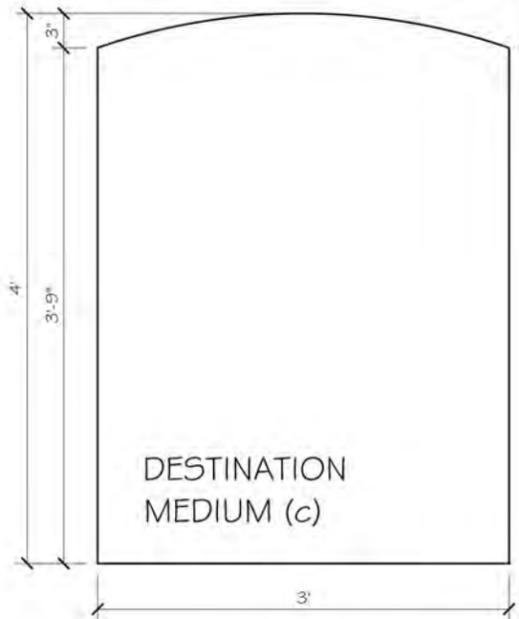
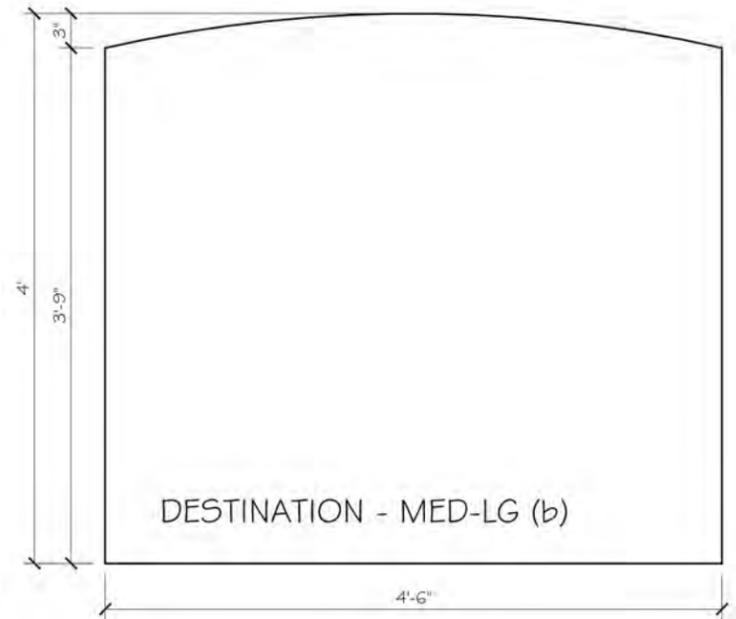
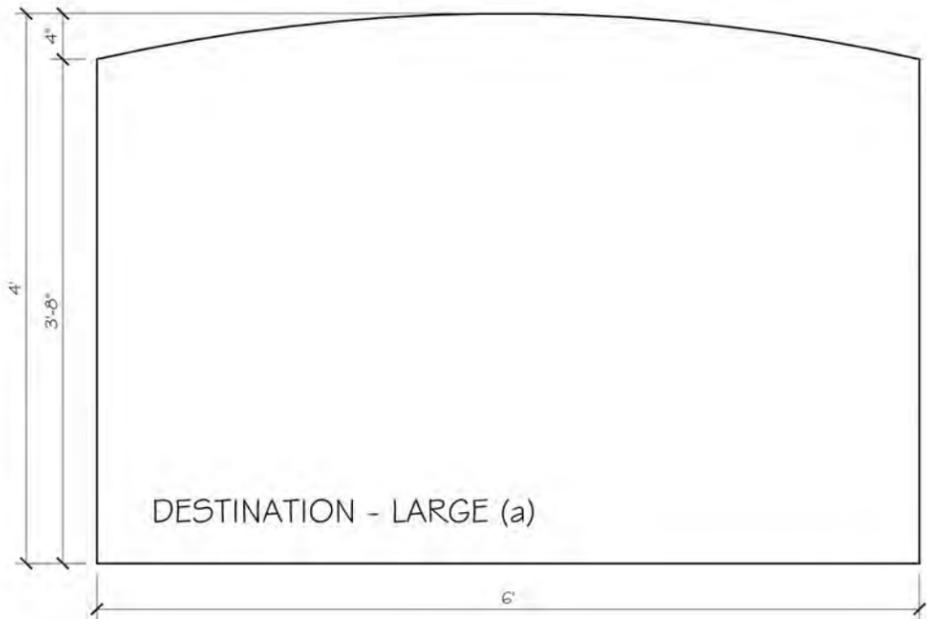


SCALE: 3/4" = 1'-0"

VEHICULAR - REGULATORY & AMENITIES



DESTINATION



FONT KEY

Font family used in the Stevenson Wayfinding Signs is always **Myriad Pro**. There are 5 fonts used in the Myriad Pro family: Regular, Italic, Condensed, Semi-Bold & Bold. See the individual sign type layouts for specific uses.

COLOR KEY

Where colors reference a Pantone match, a sample must be provided by the sign manufacturer for approval by the City or the City's representative.

DARK GREEN (Pantone 553C)

H 159	R 16	C 59	USE:
S 76	G 68	M 0	All powder-coated
B 27	B 50	Y 53	surfaces (sign front
		K 80	& backs, posts).

RUST (Pantone 168C)

H 32	R 126	C 0	USE:
S 100	G 67	M 57	Downtown District
B 50	B 0	Y 100	color, also used in
		K 59	"Line" on text panel.

OLIVE GREEN (Pantone 5753C)

H 73	R 87	C 25	USE:
S 65	G 100	M 0	Rock Cove District
B 39	B 35	Y 81	color, also used in
		K 67	"Line" on text panel.

BLUE (Pantone 5415C)

H 203	R 93	C 42	USE:
S 42	G 135	M 8	Waterfront District
B 63	B 161	Y 0	color, also used in
		K 40	"Line" & County
			Destination signs.

CREAM 1 (Pantone 7499C)

H 45	R 255	C 0	USE:
S 14	G 246	M 2	Text and tree image
B 100	B 220	Y 15	on text panel, info
		K 0	panel in Ped Kiosks.

CREAM 2 (Pantone 7528C)

H 37	R 231	C 0	USE:
S 10	G 222	M 3	Text on top and
B 91	B 208	Y 10	bottom of sign
		K 10	only.

CREME 3 (Pantone 7530C)

H 36	R 185	C 0	USE:
S 19	G 171	M 8	End tips of "Line"
B 72	B 151	Y 21	only.
		K 32	

RED (Pantone 187C)

H 350	R 196	C 0	USE:
S 91	G 18	M 100	"No" symbols, detail
B 77	B 48	Y 79	in "Line".
		K 20	

JEWELRY COLOR NOTES:

Semi-gloss powder coat or automotive grade paint

Pantone 462C - All "Jewelry" (Medallion fronts, sign tops and hardware) and all decorative post hardware

Pantone 1535C - Downtown Medallion back plates

Pantone 5773C - Rock Cove Medallion back plates

Pantone 5425C - Waterfront Medallion back plates



FOLDER HIERARCHY

Stevenson Wayfinding
Master Plan Document
City Logo

Signs

Destination

ai
eps
pdf

Pedestrian

ai
eps
pdf

Vehicular

Amenities

ai
eps
pdf

Directional

ai
eps
pdf

Regulatory

ai
eps
pdf

Symbols

ai
eps
pdf

FOLDER CONTENTS

Master Plan Document

Master Plan Document
Appx1 - General
Appx2 - Vehicular
Appx3 - Pedestrian
Appx4 - Destination
Appx5- Artisan Details

City Logo is current version as of October 2012.

Sign folders contain all of the designed signs included in the Programming portion of the Master Plan document.

Symbols

Binoculars, Church Symbol 1, Diver, Electric Charging, Fishing Boat, Hiking, Jet Ski, Kids at Play, Motorcycle, Picnic Table, Recycling, Restrooms, RV Dump, RV, Sailboat, Tent Camping, Trailer Camping, Tree from Logo



PROGRAM - VEHICULAR WAYFINDING

ROCK COVE DISTRICT



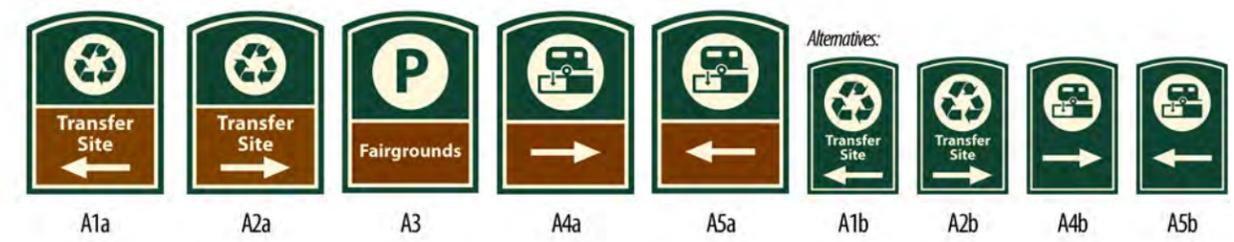
DIRECTIONAL:



VR1*

* To be further developed once OK'd by WSDOT. Also... will need a second sign for Westbound lane.

AMENITIES:



REGULATORY:



PROGRAM - VEHICULAR WAYFINDING

DOWNTOWN DISTRICT

DIRECTIONAL:

<p>DOWNTOWN</p> <p>↑ Downtown ☰ ☱ ☲</p> <p>↗ Waterfront ☰ ☱ ☲</p> <p>STEVENSON, WA</p>	<p>DOWNTOWN</p> <p>← Rock Cove ← Fairgrounds ← Museum ← Lodge</p> <p>STEVENSON, WA</p>	<p>DOWNTOWN</p> <p>→ Rock Cove → Fairgrounds → Museum → Lodge</p> <p>STEVENSON, WA</p>	<p>DOWNTOWN</p> <p>← Schools → Post Office → Waterfront ☰ ☱ ☲ ☳ ☴</p> <p>STEVENSON, WA</p>	<p>DOWNTOWN</p> <p>→ Schools ← Post Office ← Waterfront ☰ ☱ ☲ ☳ ☴</p> <p>STEVENSON, WA</p>
--	--	--	--	--

VD1

VD2

VD3

VD4

VD5



KEY

V** Vehicular Directional

A* Amenities

R* Regulatory

D = Downtown
R = Rock Cove
W = Waterfront

<p>DOWNTOWN</p> <p>← Library ← City / County Offices ← Schools</p> <p>STEVENSON, WA</p>	<p>DOWNTOWN</p> <p>→ Library → City / County Offices → Schools</p> <p>STEVENSON, WA</p>	<p>DOWNTOWN</p> <p>→ Waterfront ☰ ☱ ☲ ☳ ☴</p> <p>STEVENSON, WA</p>	<p>DOWNTOWN</p> <p>← Waterfront ☰ ☱ ☲ ☳ ☴</p> <p>STEVENSON, WA</p>
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VD6

VD7

VD8

VD9

<p>DOWNTOWN</p> <p>← Downtown ← City / County Offices → Rock Cove</p> <p>STEVENSON, WA</p>	<p>DOWNTOWN</p> <p>↑ Grade School → City/County Offices → Middle/High School</p> <p>STEVENSON, WA</p>	<p>DOWNTOWN</p> <p>← Courthouse ← Grade School → City Hall → Middle/High School</p> <p>STEVENSON, WA</p>	<p>DOWNTOWN</p> <p>← Middle/High School</p> <p>STEVENSON, WA</p>
--	---	--	--

VD10

VD11

VD12

VD13*

* Note that VD13 also exists as VN2. City staff will determine in which district it belongs at a later date.

AMENITIES:

<p>i</p> <p>Visitor Center</p> <p>←</p>	<p>i</p> <p>Visitor Center</p> <p>→</p>	<p>P</p> <p>Library</p> <p>←</p>	<p>P</p> <p>Library</p> <p>→</p>	<p>P</p> <p>Library</p> <p>→</p>	<p>☺ ☹</p> <p>→</p>	<p>☺ ☹</p> <p>←</p>	<p>☺ ☹</p> <p>→</p>	<p>☺ ☹</p> <p>←</p>
A6	A7	A8	A9	A10	A11a	A12a	A11b	A12b

<p>☰</p> <p>→</p>	<p>☰</p> <p>←</p>
A4b	A5b

Possibilities

REGULATORY:

<p>⊘</p> <p>2:00 AM TO 5:00 AM</p>	<p>⊘</p> <p>This Side of Street</p>	<p>⊘</p> <p>No Truck Parking</p>	<p>⊘</p> <p>R4</p>	<p>☺ ☹</p> <p>RV Parking Between Signs</p>	<p>☺ ☹</p> <p>RV Parking Between Signs</p>
R1	R2	R3	R4	R6b	R6a



City of Stevenson
Wayfinding Master Plan

ROCK COVE
DESIGN

Pat Hood
(541)399-1338

Jeff Carlsson
(541)490-2502

VEH-2

FALL 2012

PROGRAM - VEHICULAR WAYFINDING

WATERFRONT DISTRICT



DIRECTIONAL:



W1

REGULATORY:

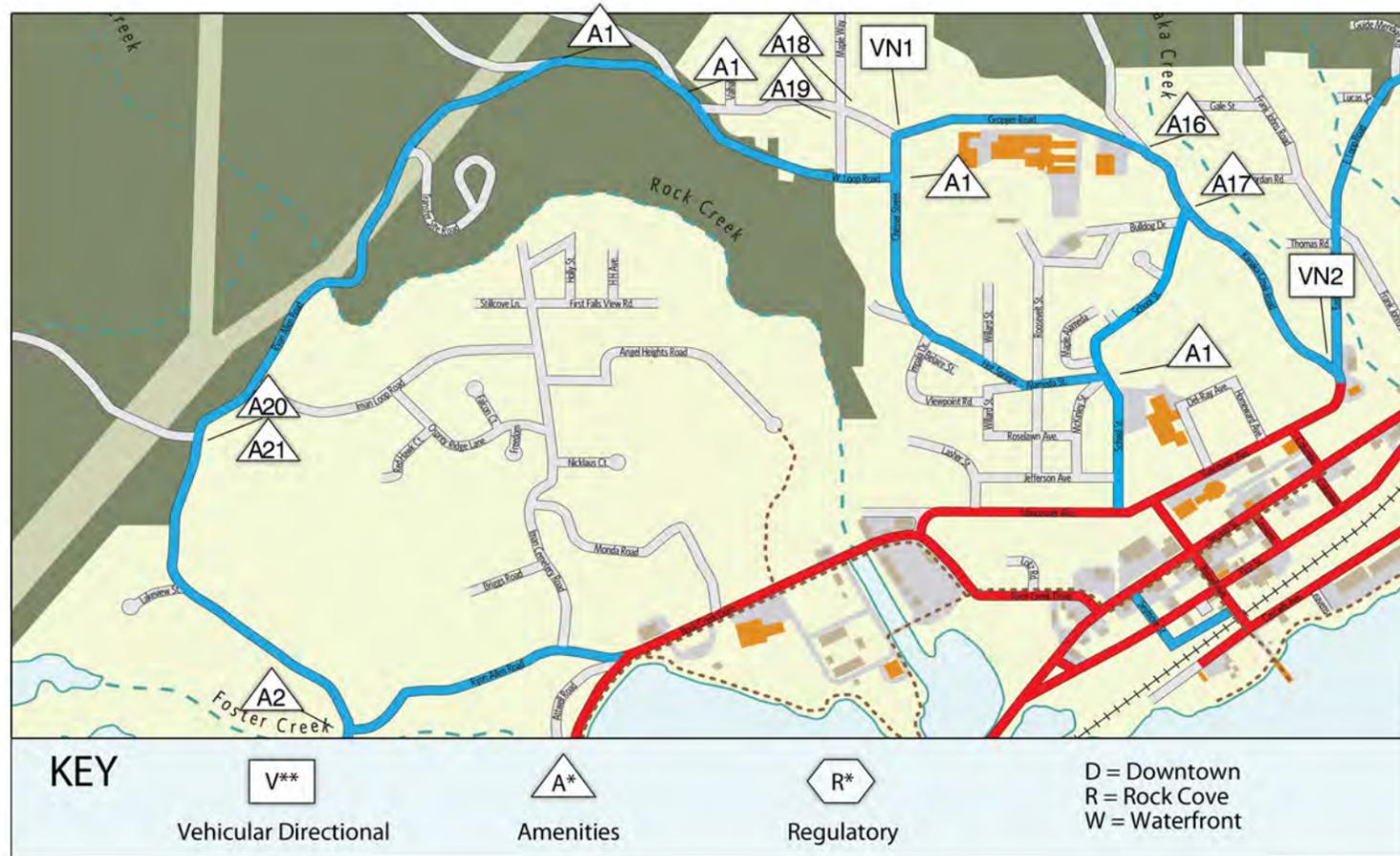


AMENITIES:

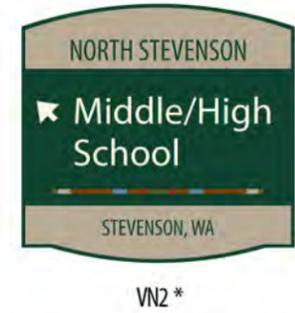


PROGRAM - VEHICULAR WAYFINDING

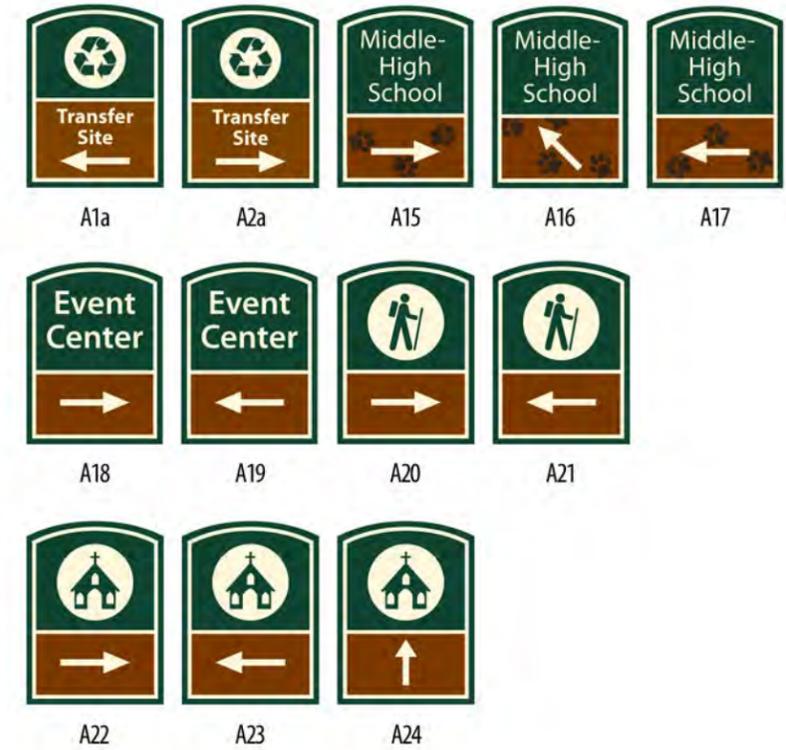
NORTH STEVENSON DISTRICT



DIRECTIONAL:



AMENITIES:

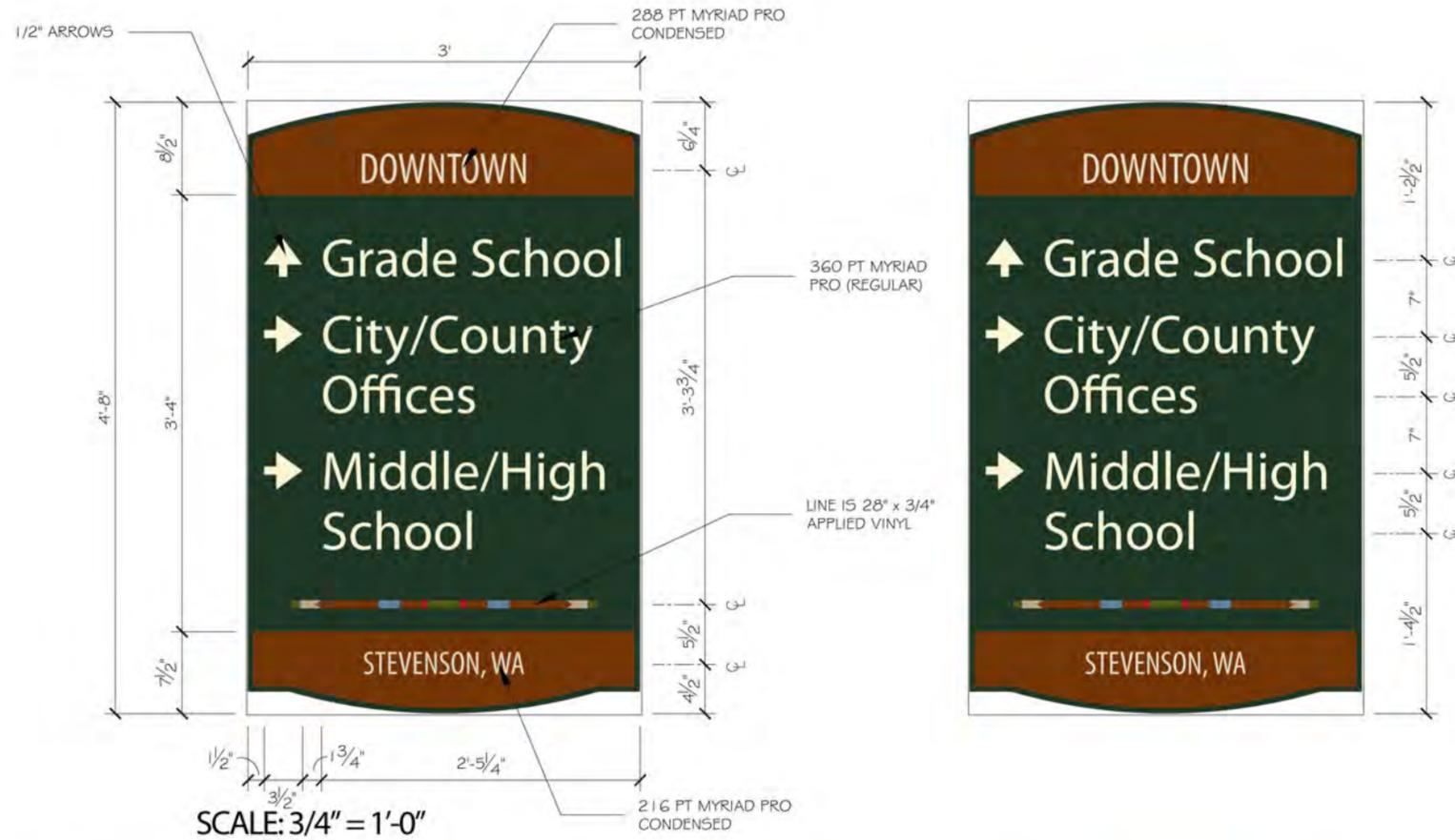
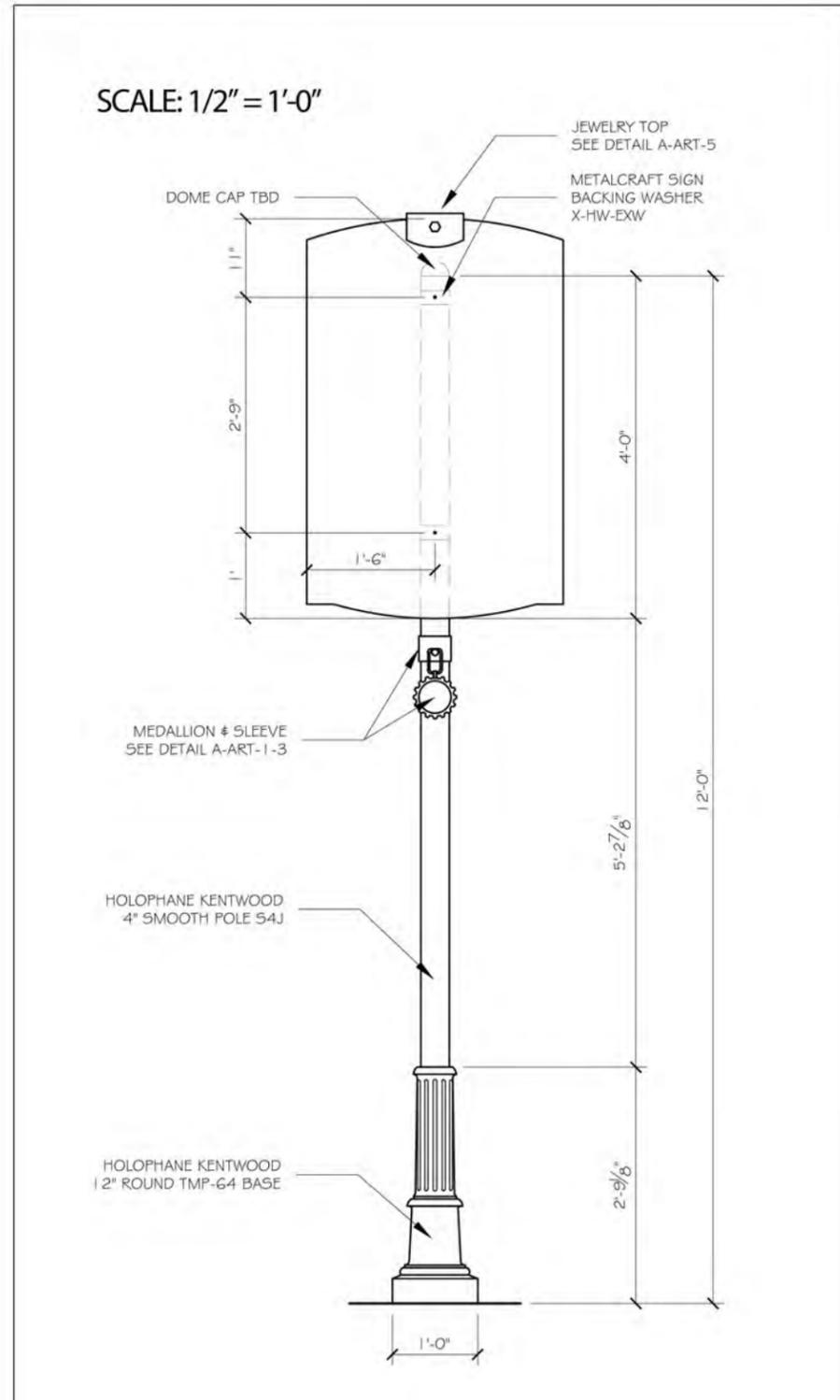


* Note that VN2 also exists as VD13. City staff will determine in which district it belongs at a later date.



VEHICULAR WAYFINDING

LAYOUT - LARGE DIRECTIONAL



NOTES:

Sign is 1/4" Aluminum, powder coated both sides in Dk Green. Post, Base & Cap is also powder coated Dk Green. Pantone 553C equivalent: Cardinal - Green 23-9292.

Bolts holding the sign to the clamp should be powder coated Dk Green to match sign.

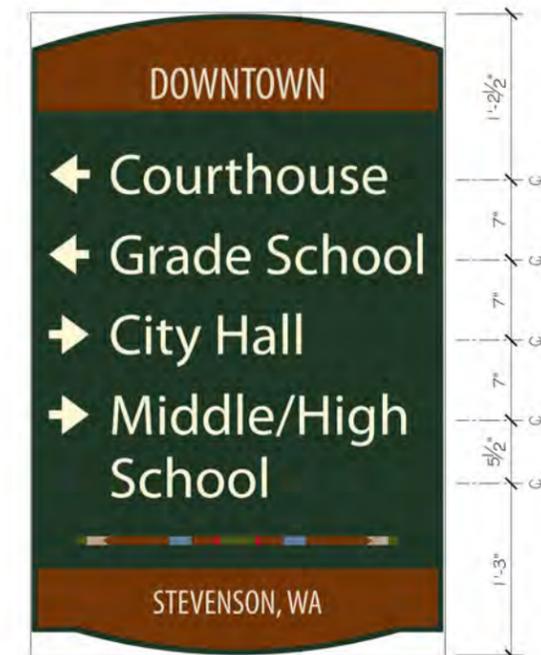
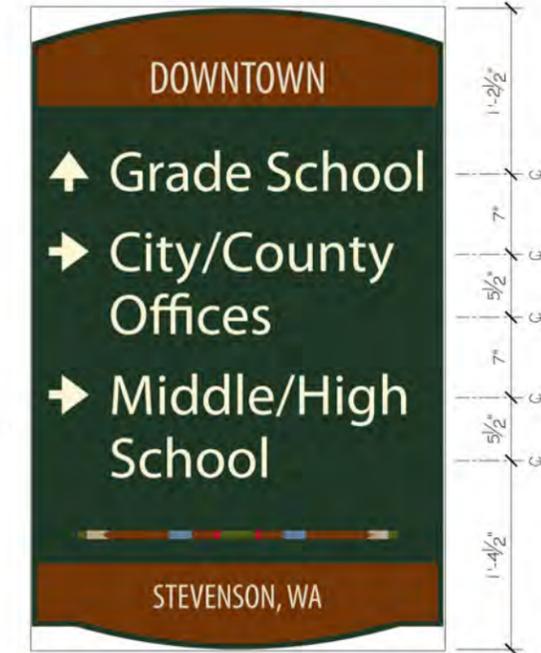
Jewelry Top and Medallion Hardware is powder coated in Rust. Pantone 462C equivalent: Cardinal - Rust Texture T091-BR47.

Color Key for the Vehicular Sign's colors is available on page A-GEN-2.

Vehicular Directional sign should be limited to 4 destinations. This large sign is intended for occasions when 5 lines of text are needed. When destinations require two lines of text, note that the usual 7" spacing between lines is reduced to 5 1/2" so it is clear that the two lines of text are related.

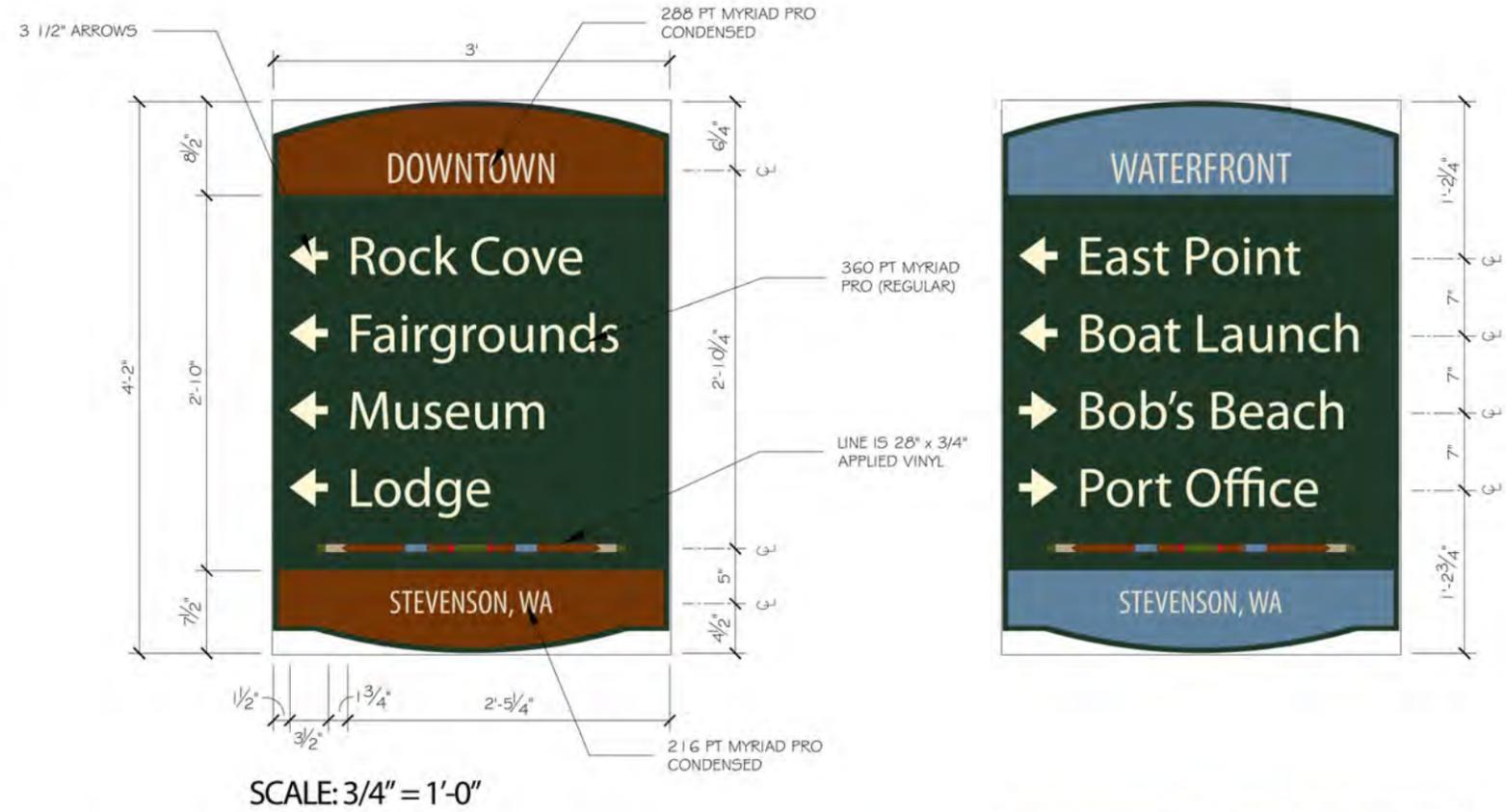
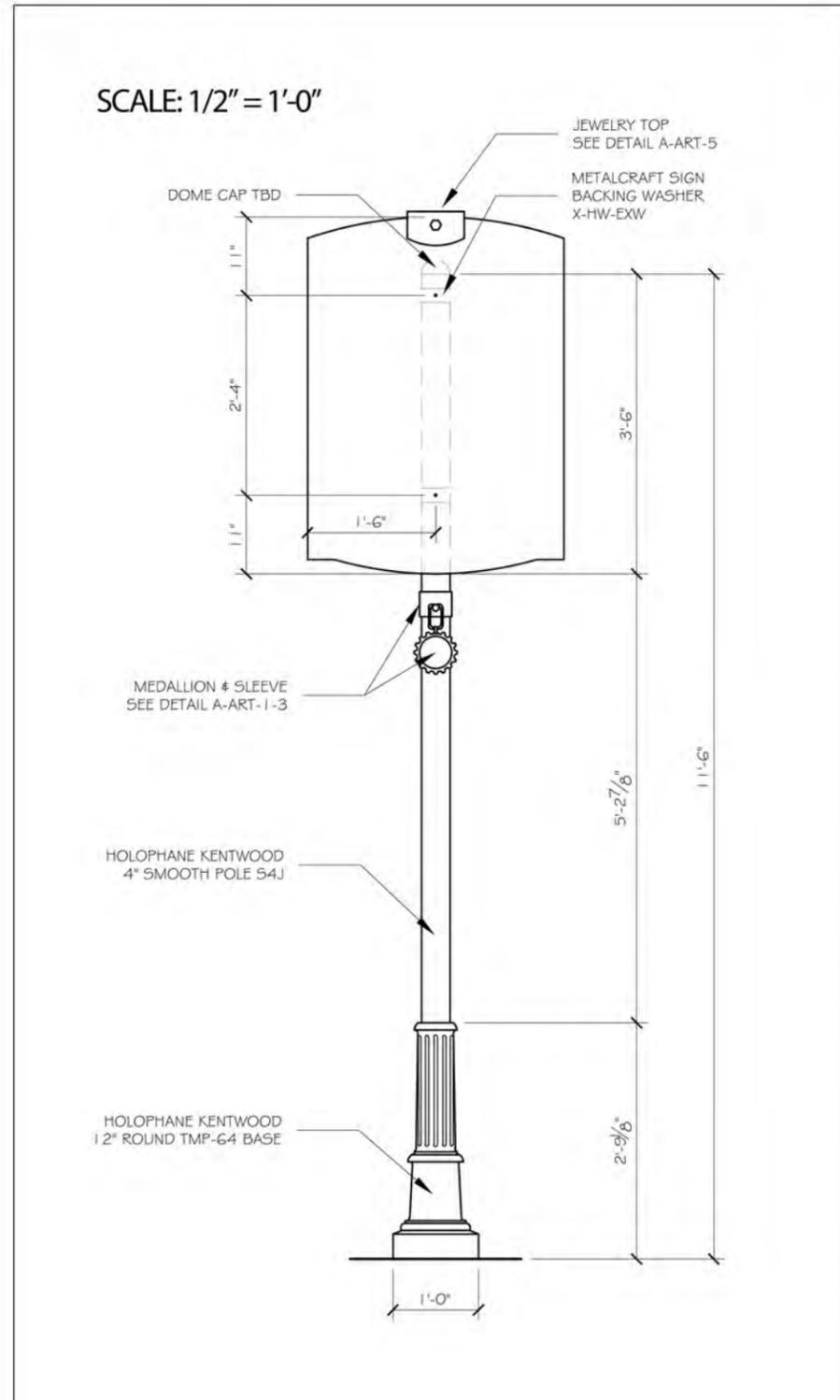
Details on page A-VEH-10 show the base anchorage system.

Vehicular Directional signs, posts & fasteners should be engineered (wind).



VEHICULAR WAYFINDING

LAYOUT - MED-LG DIRECTIONAL 1



NOTES:

Sign is 1/4" Aluminum, powder coated both sides in Dk Green. Post, Base & Cap is also powder coated Dk Green. Pantone 553C equivalent: Cardinal - Green 23-9292.

Bolts holding the sign to the clamp should be powder coated Dk Green to match sign.

Jewelry Top and Medallion Hardware is powder coated in Rust. Pantone 462C equivalent: Cardinal - Rust Texture T091-BR47.

Color Key for the Vehicular Sign's colors is available on page A-GEN-2.

Vehicular Directional sign should be limited to 4 destinations. This medium-large sign is intended for occasions when 4 lines of text are needed. When destinations require two lines of text, note that the usual 7" spacing between lines is reduced to 5 1/2" so it is clear that the two lines of text are related.

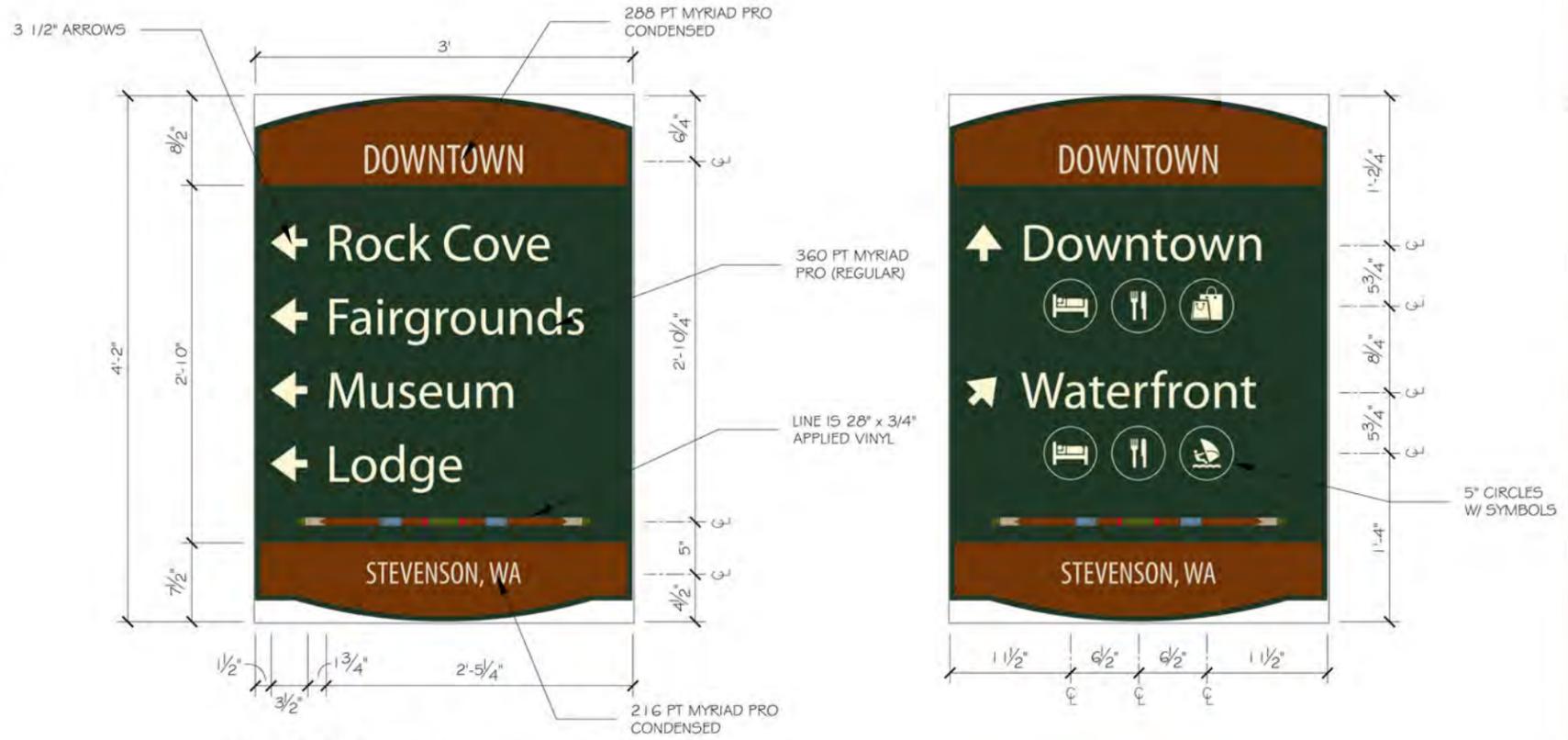
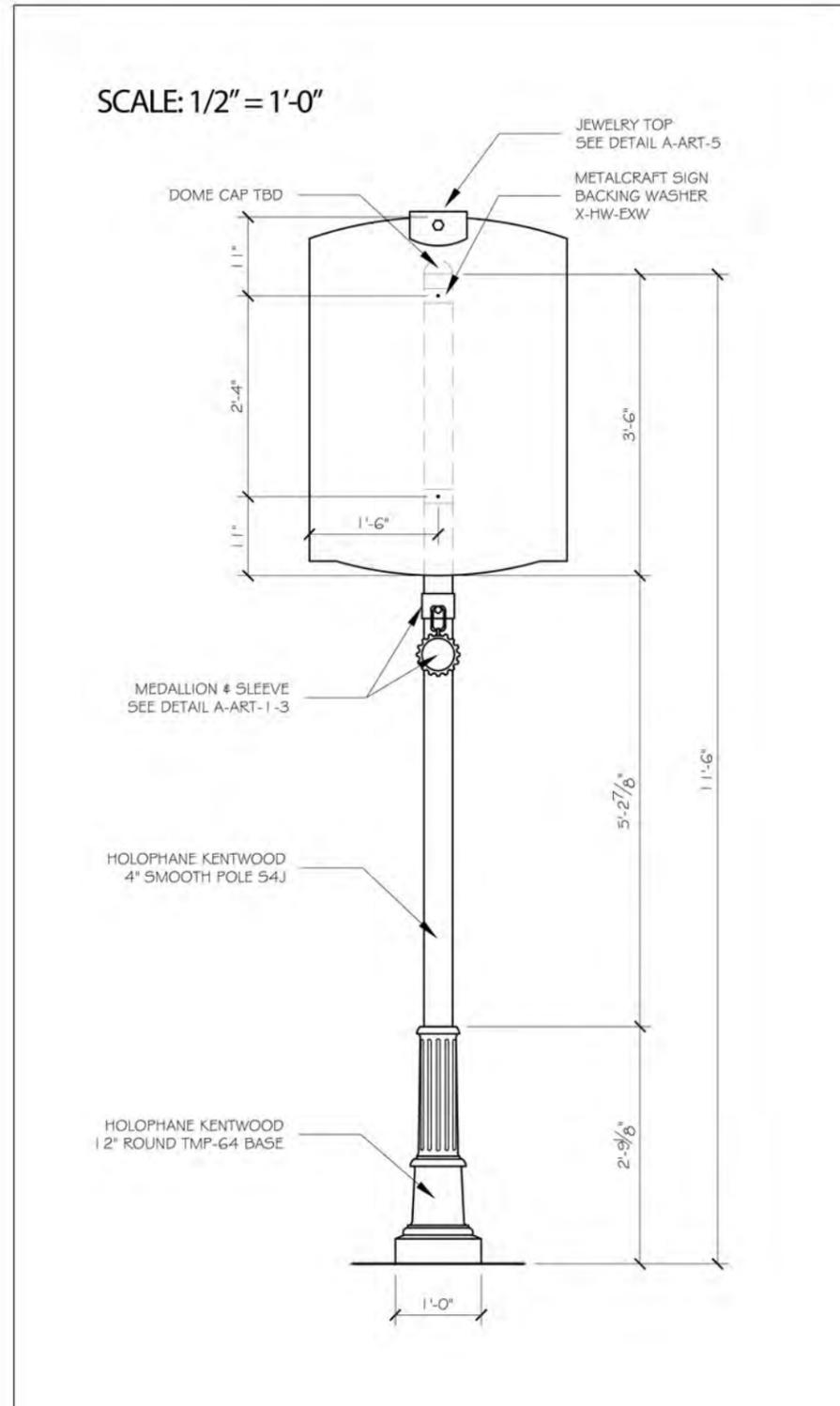
Details on page A-VEH-10 show the base anchorage system.

Vehicular Directional signs, posts & fasteners should be engineered (wind).



VEHICULAR WAYFINDING

LAYOUT - MED-LG DIRECTIONAL 2



SCALE: 3/4" = 1'-0"

NOTES:

Sign is 1/4" Aluminum, powder coated both sides in Dk Green. Post, Base & Cap is also powder coated Dk Green. Pantone 553C equivalent: Cardinal - Green 23-9292.

Bolts holding the sign to the clamp should be powder coated Dk Green to match sign.

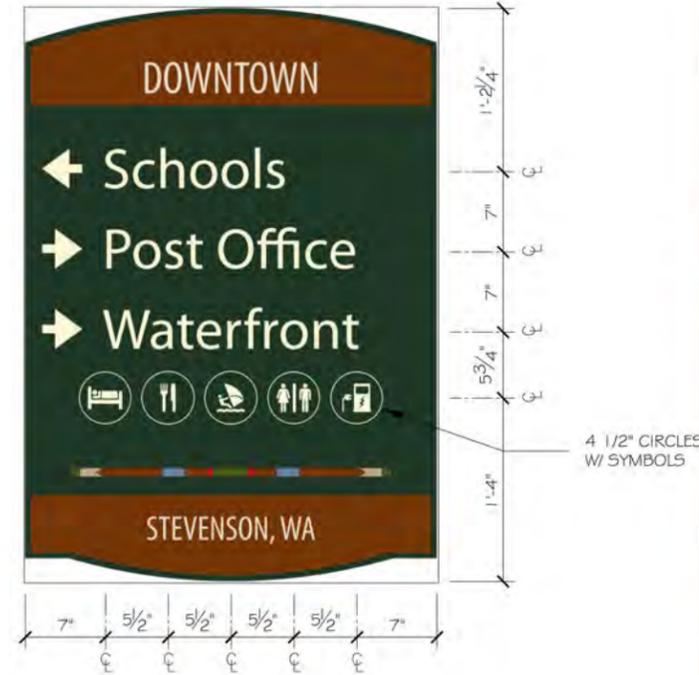
Jewelry Top and Medallion Hardware is powder coated in Rust. Pantone 462C equivalent: Cardinal - Rust Texture T091-BR47.

Color Key for the Vehicular Sign's colors is available on page A-GEN-2.

Vehicular Directional sign should be limited to 4 destinations. This medium-large sign is intended for occasions when 4 lines of text are needed. When destinations require two lines of text, note that the usual 7" spacing between lines is reduced to 5 1/2" so it is clear that the two lines of text are related.

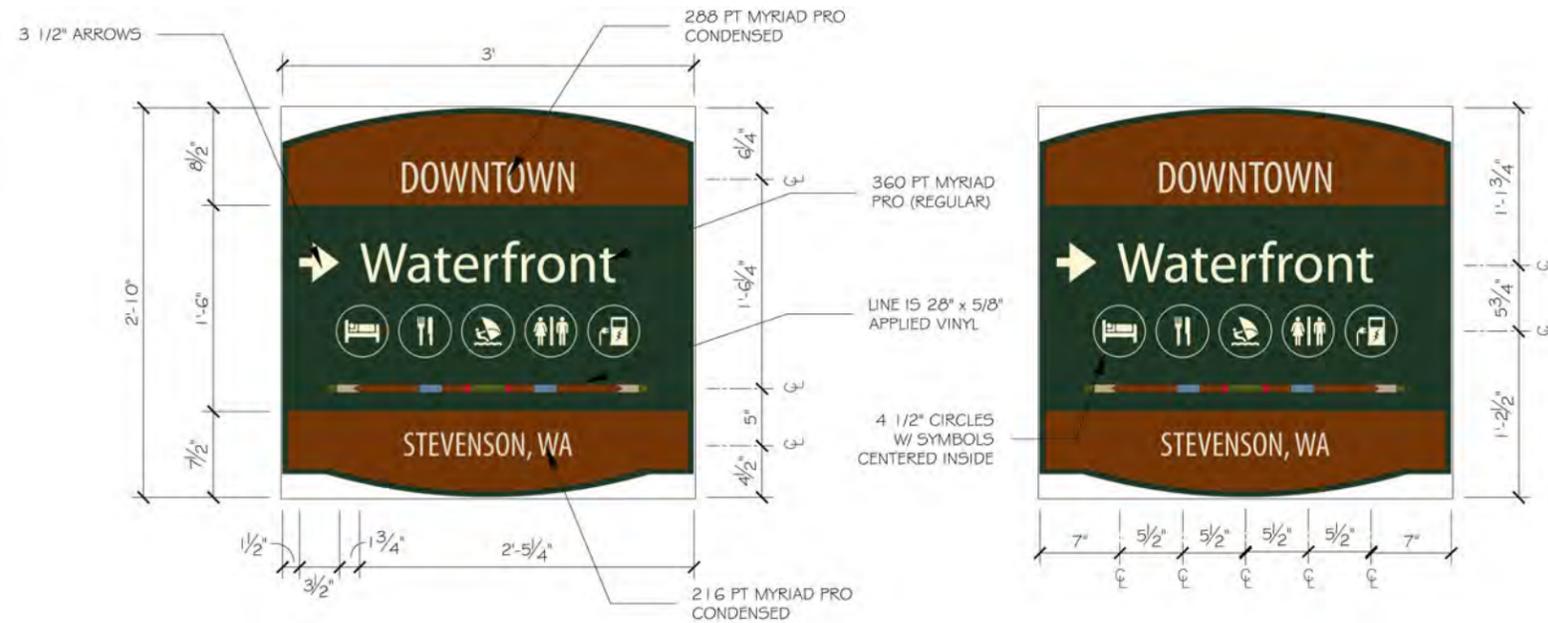
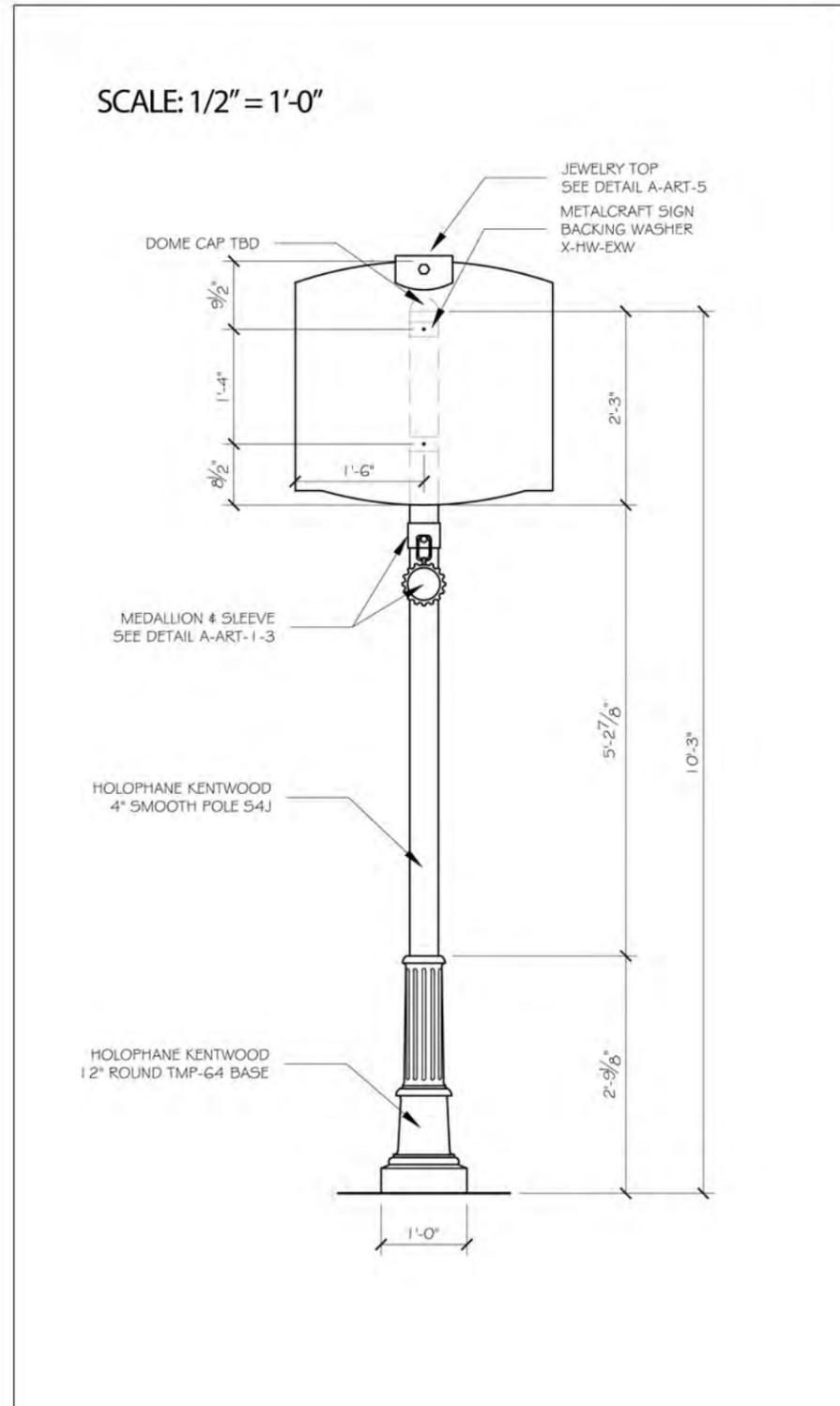
Details on page A-VEH-10 show the base anchorage system.

Vehicular Directional signs, posts & fasteners should be engineered (wind).



VEHICULAR WAYFINDING

LAYOUT - SMALL DIRECTIONAL



SCALE: 3/4" = 1'-0"

NOTES:

Sign is 1/4" Aluminum, powder coated both sides in Dk Green. Post, Base & Cap is also powder coated Dk Green. Pantone 553C equivalent: Cardinal - Green 23-9292.

Bolts holding the sign to the clamp should be powder coated Dk Green to match sign.

Jewelry Top and Medallion Hardware is powder coated in Rust. Pantone 462C equivalent: Cardinal - Rust Texture T091-BR47.

Color Key for the Vehicular Sign's colors is available on page A-GEN-2.

Vehicular Directional sign should be limited to 4 destinations. This small sign is intended for occasions when 2 lines of text are needed. When destinations require two lines of text, note that the usual 7" spacing between lines is reduced to 5 1/2" so it is clear that the two lines of text are related.

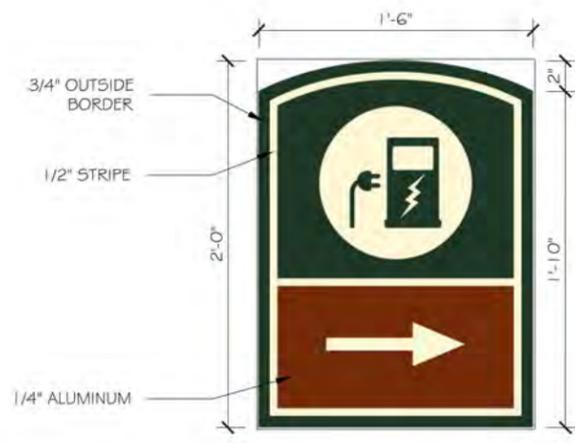
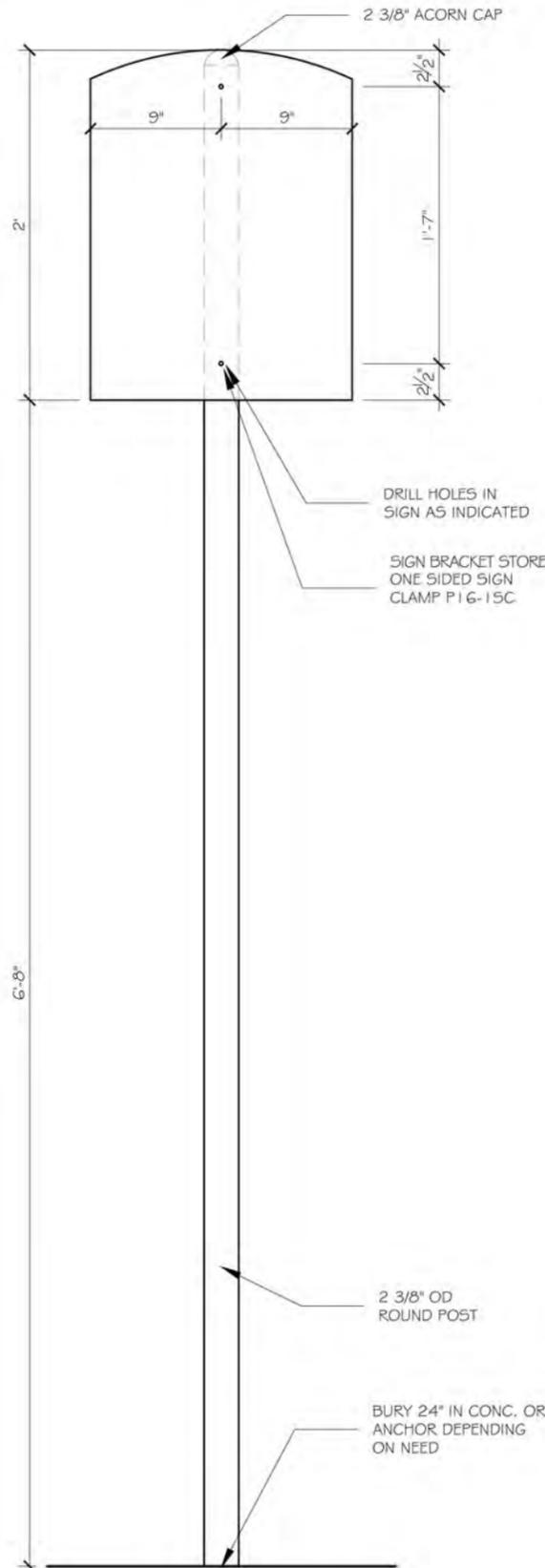
Details on page A-VEH-10 show the base anchorage system.

Vehicular Directional signs should be engineered (wind).



VEHICULAR WAYFINDING

LAYOUT - AMENITIES



SCALE: 1" = 1'-0"

NOTES:

Sign is 1/4" Aluminum, powder coated both sides in Dk Green. Pantone 553C equivalent: Cardinal - Green 23-9292.

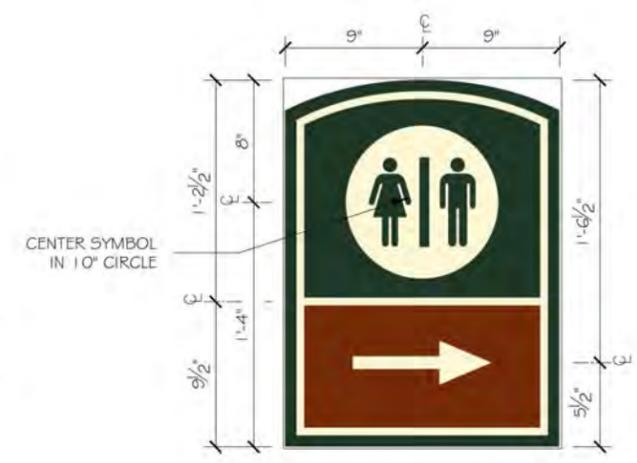
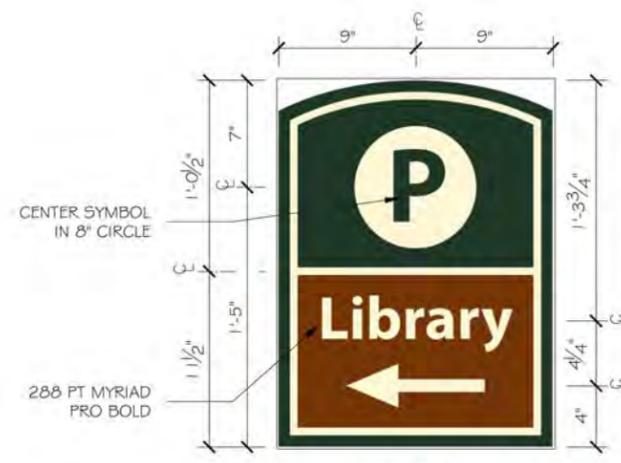
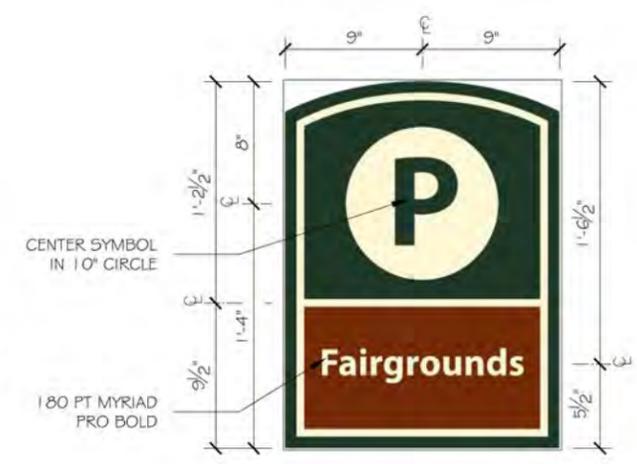
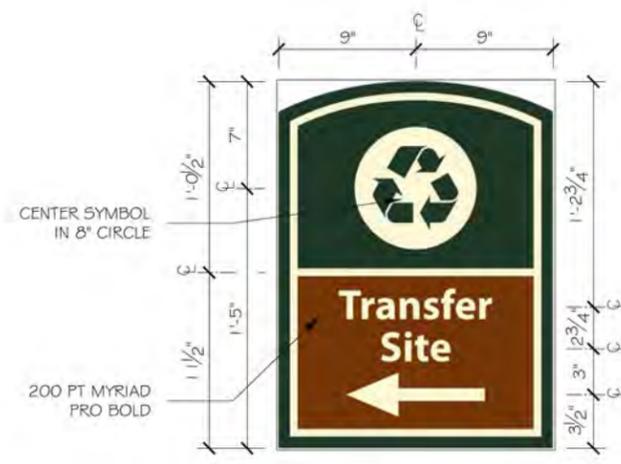
Post, Acorn Cap & Clamps are powder coated black: T005 - Bk 78, Black 50% Gloss.

Bolts holding the sign to the clamp should be powder coated: 1) Dk Green (above) - 2) Rust (below) to match sign. Rust Pantone 168C equivalent: Cardinal - Rust Texture T091-BR47.

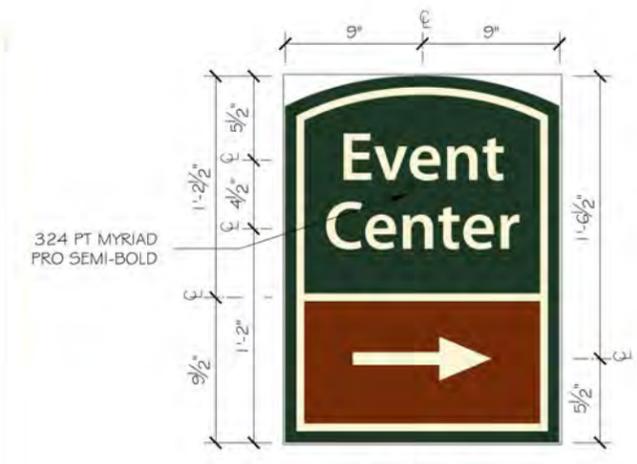
Color Key for the Amenity Sign's 3 colors is available on page A-GEN-2.

There are two basic layouts: 1) Multiple lines of info in the lower section of the sign requires a larger Rust rectangle and smaller circle/symbol above. 2) A single line or arrow allows for a larger circle/symbol/verbiage on top with a smaller rectangle beneath. See examples above left (Layout 1) and above right (Layout 2).

Post may be buried 24" in concrete, or a typical breakaway system may be used, depending on placement needs.



- LAYOUT 1 -

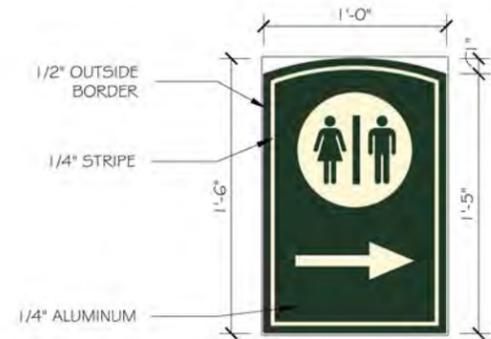
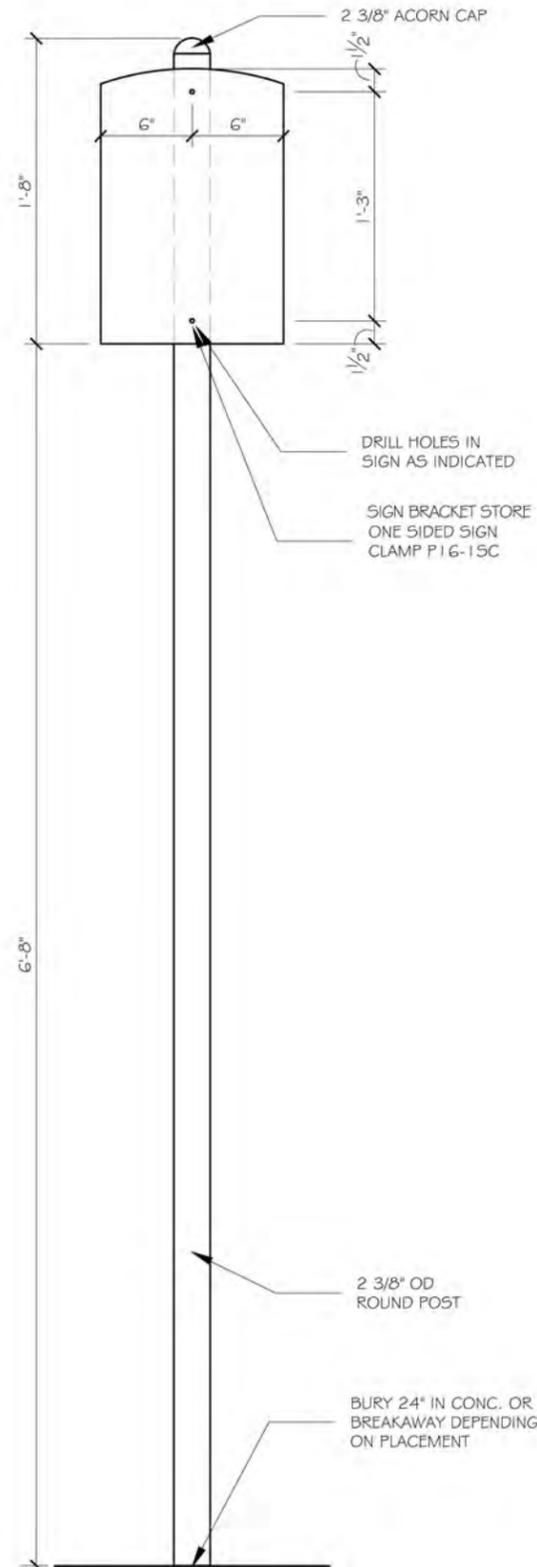


- LAYOUT 2 -



VEHICULAR WAYFINDING

LAYOUT - REGULATORY



SCALE: 1" = 1'-0"

NOTES:

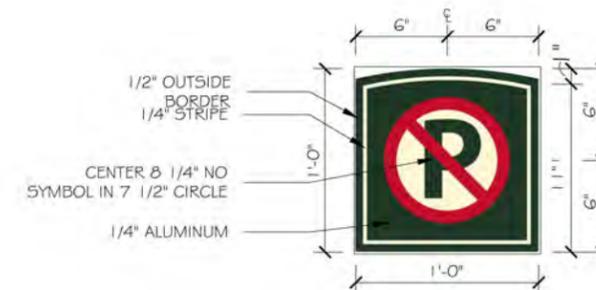
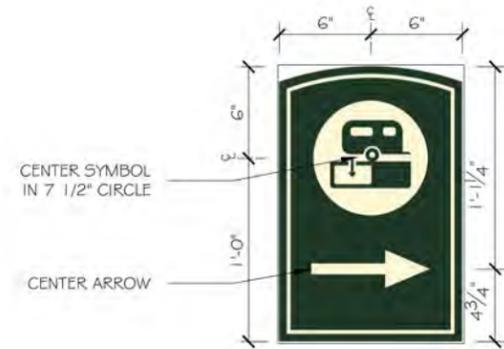
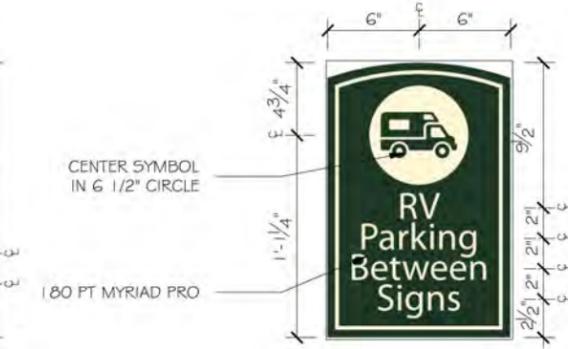
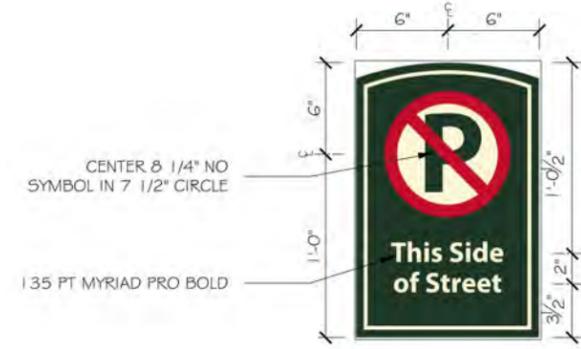
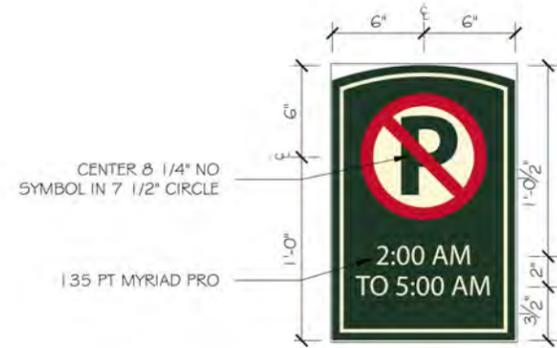
Sign is 1/4" Aluminum, powder coated both sides in Dk Green. Pantone 553C equivalent: Cardinal - Green 23-9292.

Post, Acorn Cap & Clamps are powder coated black: T005 - Bk 78, Black 50% Gloss.

Bolts holding the sign the the clamp should be powder coated Dk Green to match sign. Pantone 553C equivalent: Cardinal - Green 23-9292.

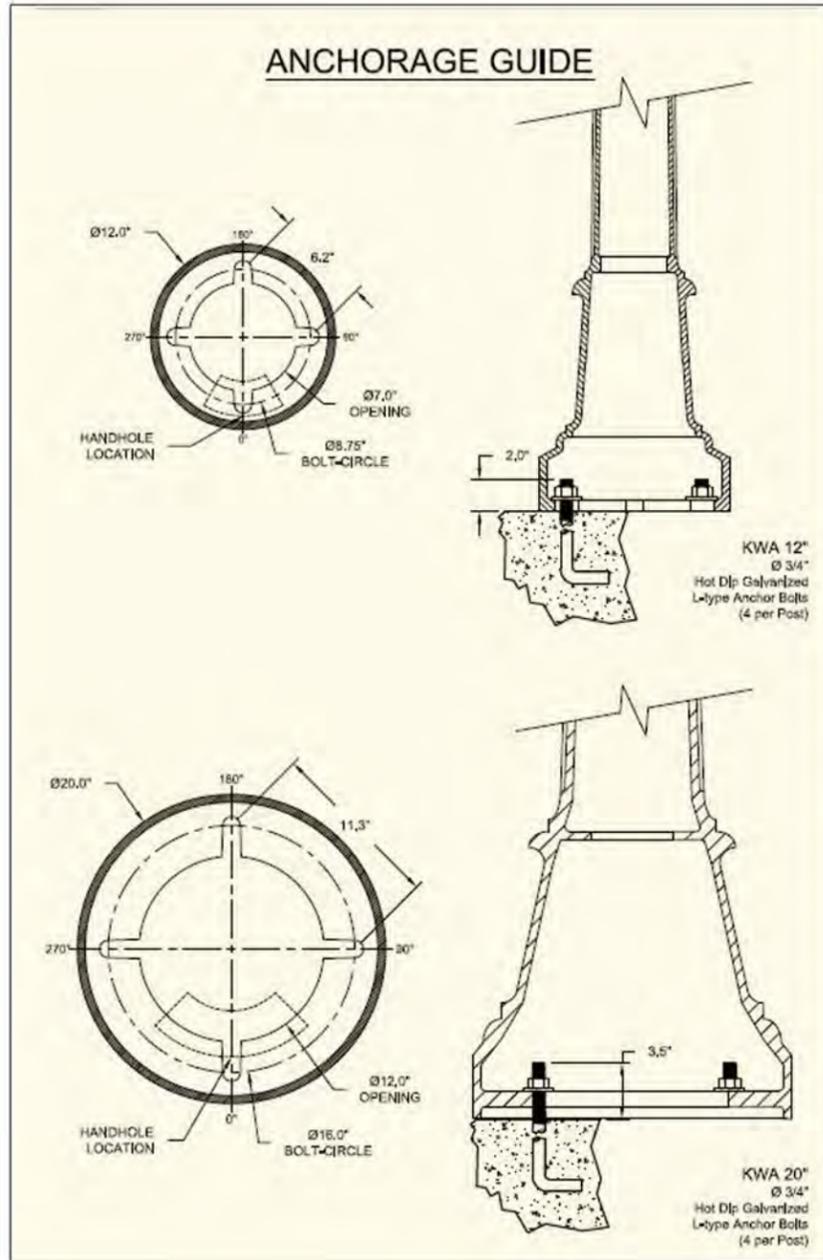
Color Key for the Amenity Sign's 3 colors is available on page A-GEN-2.

Post may be buried 24" in concrete, or a typical break-away system may be used, depending on placement needs.



VEHICULAR WAYFINDING

DIRECTIONAL DETAILS / SPECS



BASE & POLE SPECS

Pole & Base are by HOLOPHANE
Post: Kentwood (KW)
Material: Aluminum
Height: Varies by sign size (see drawings)
Shaft Style: 4" DIA, smooth 1/4" wall (S4J)
Base: 12" Round (TMP-64)
Tenon: TBD
Mounting: Anchor Bolts Galvanized Steel (ABG)
Finish: Pantone 553C equivalent: Cardinal - Green 23-9292
Options: Provision for eye bolt (EXXXY) varies with sign size

OTHER SPECIFICATIONS

Description: Post is aluminum, one piece construction, smooth design.
Materials: Base is heavy wall, cast aluminum produced from certified ASTM 356.1 Ingot per ASTM B-179-95a or ASTM B26-95. The shaft is extruded aluminum, ASTM 6061 alloy, treated to a T6 temper. All hardware is tamper resistant stainless steel. Anchor bolts are hot dip galvanized.
Construction: The shaft is double welded to the base casting and shipped as one piece. All welding is ANSI/AWS.



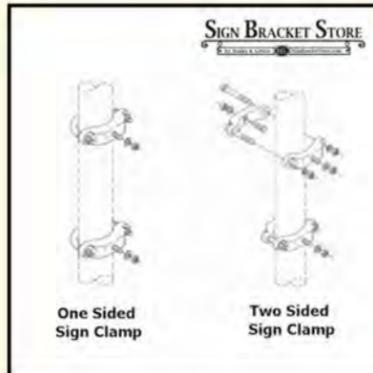
Extruded Sign Backing Washer

SKU: X-HW-EXW

Metalcraft's unique extruded washer design presents a flat facing for bolt-thru mounting of street signs and way finding signs on round and round fluted posts. The round-backed extrusion wraps around the pole, while the front remains flat, providing stability and increased surface contact area for your sign and sign backer.

- Black powder-coat finish
- Please specify pole diameter

Metalcraft Industries, Inc.

AMENITIES & REGULATORY SIGN CLAMPS P16-1SC

www.holophane.com
www.metalcraftindustries.net
www.hookandlattice.com



PROGRAM - PEDESTRIAN WAYFINDING

ROCK COVE DISTRICT



KEY

R=Rock Cove
D=Downtown
W=Waterfront

(K) Kiosk

(M) Marker

● Existing Kiosk

▲ Existing Art

△ Future Public Art

○ Interpretive Sign w/
Boulder/Marker/Cairn

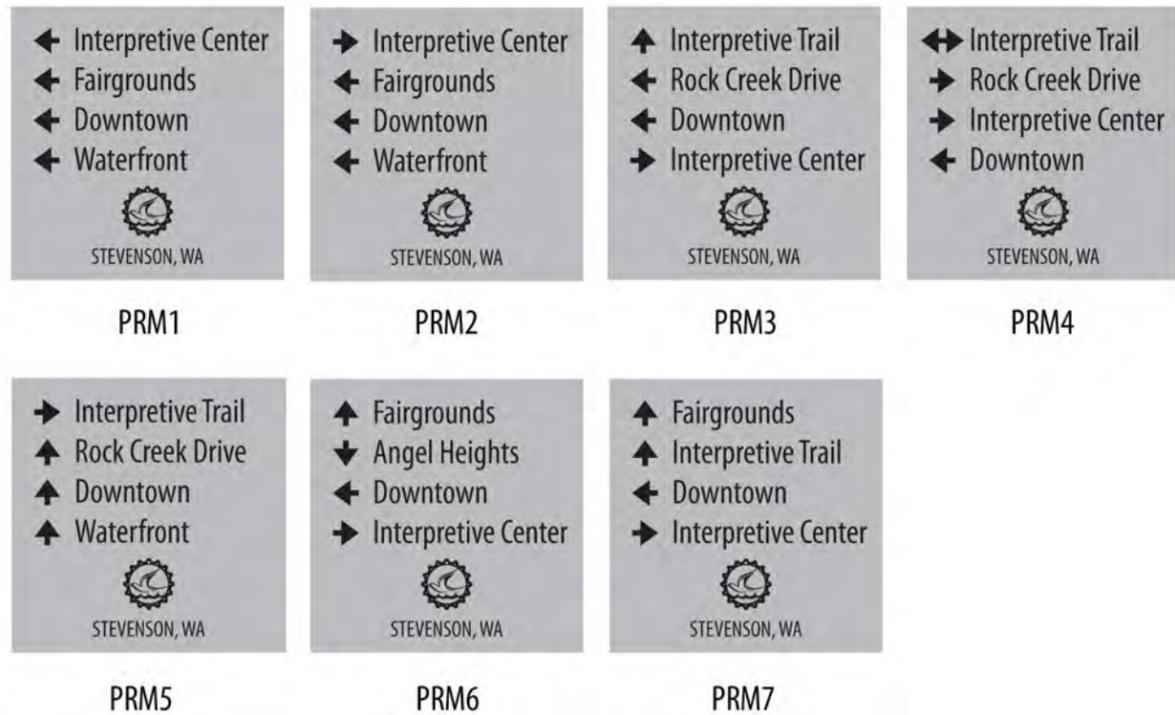
KIOSK:



Free standing or on stone base

PRK1

PAVEMENT MARKERS:



PROGRAM - PEDESTRIAN WAYFINDING

DOWNTOWN DISTRICT



PAVEMENT MARKERS:



KEY

R=Rock Cove	 Kiosk	 Marker	 Existing Kiosk	 Existing Art	 Future Public Art	 Interpretive Sign w/ Boulder/Marker/Cairn
D=Downtown						
W=Waterfront						

 Plaza Public Art	 Alley Wall Mural
 Art Mural (Waterfront Directional)	 Public Art
 Public Art	



PROGRAM - PEDESTRIAN WAYFINDING

WATERFRONT DISTRICT



KEY

R=Rock Cove
D=Downtown
W=Waterfront



Kiosk



Marker



Existing Kiosk



Existing Art



Future Public Art



Interpretive Sign w/
Boulder/Marker/Cairn

1 Pavement Art in Pier

2 Future Public Art

KIOSK:



Free standing or on stone base

PWK1

PAVEMENT MARKERS:



PWM1



PWM2

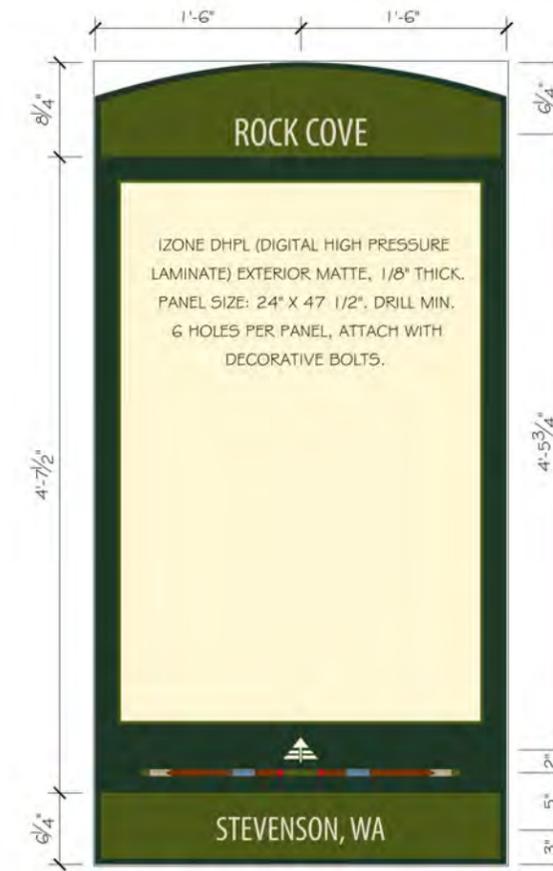
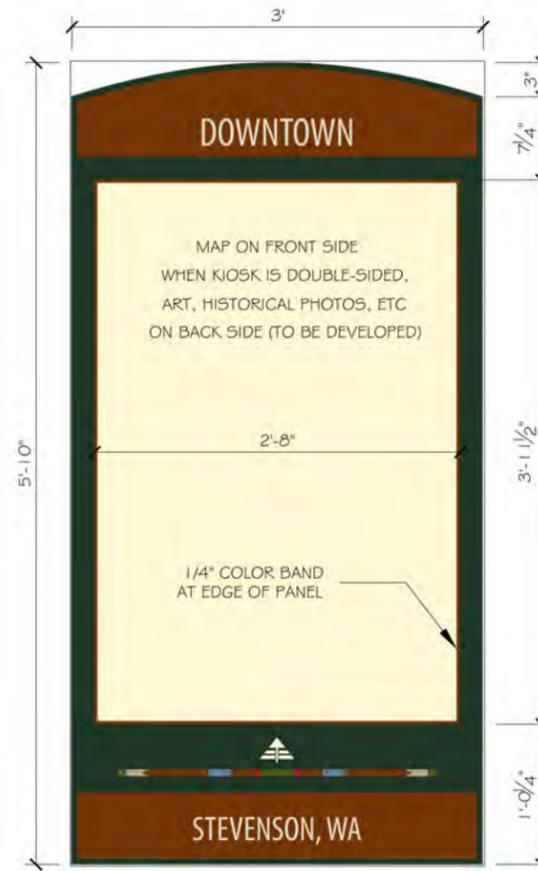
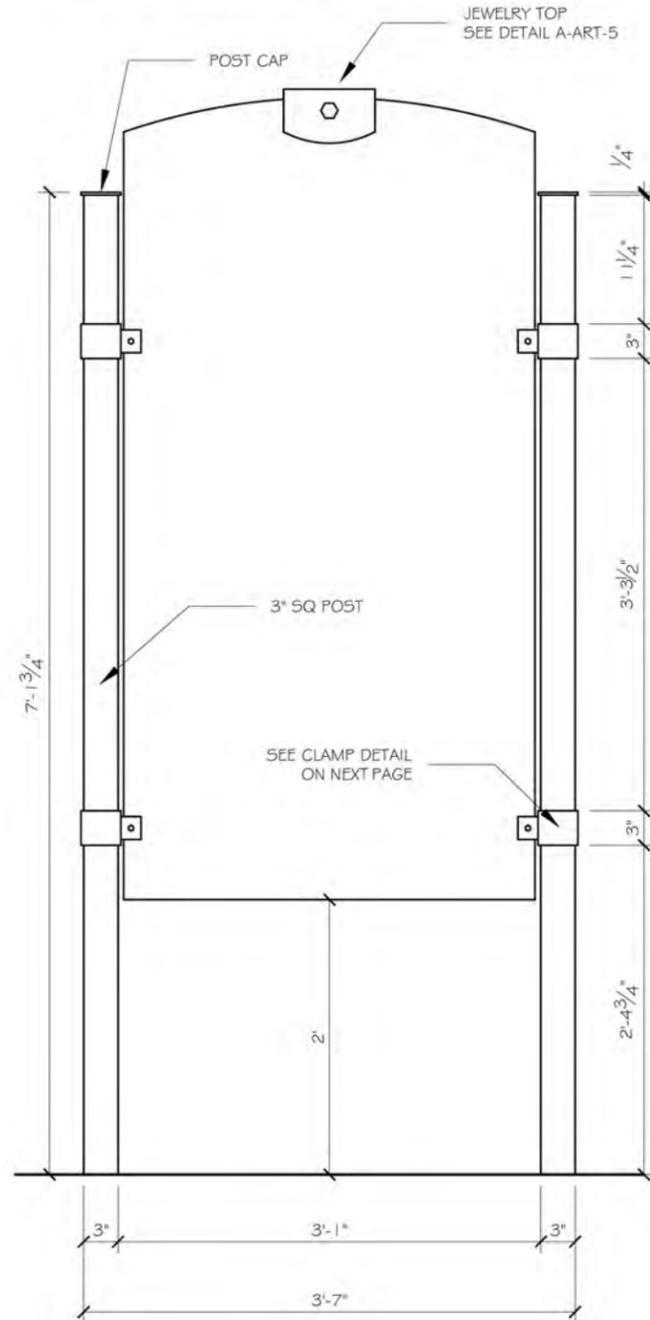


PWM3

PEDESTRIAN WAYFINDING

LAYOUT - KIOSKS 1

SCALE: 3/4" = 1'-0"



NOTES:

Aluminum panel is 3/8" min, powder coated Dk Green both sides. Pantone 553C equivalent: Cardinal - Green 23-9292.

Kiosks may utilize a stone base option, see detail drawings on next page.

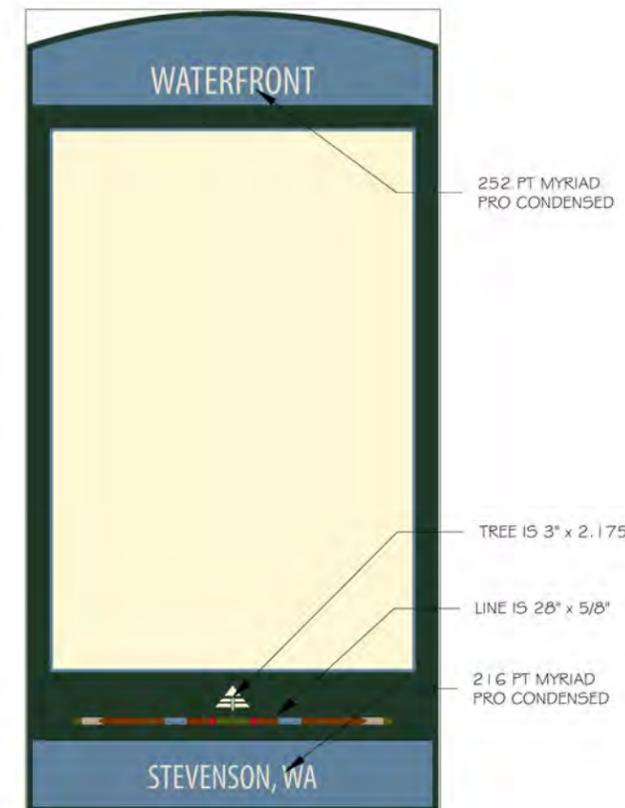
Posts may be buried in concrete or utilize an anchor system. Posts, caps & anchor system are powder coated Dk Green. Pantone 553C equivalent: Cardinal - Green 23-9292.

Hardware is powder coated Rust. Pantone 462C equivalent: Cardinal - Rust Texture T091-BR47.

Color Key for the Pedestrian signs is available on page A-GEN-2.

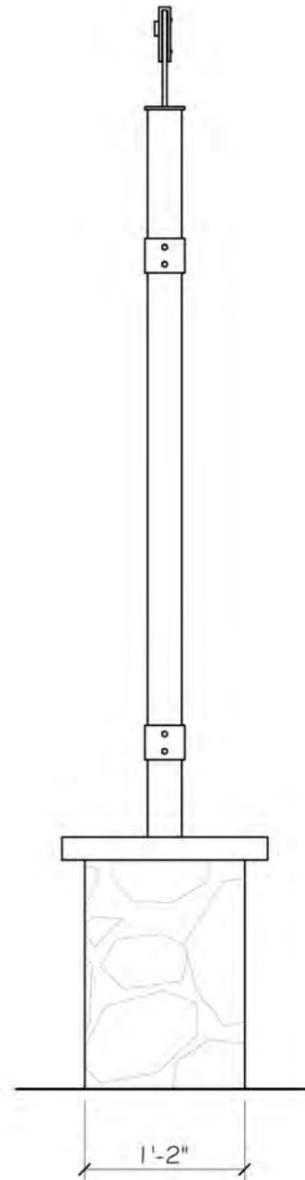
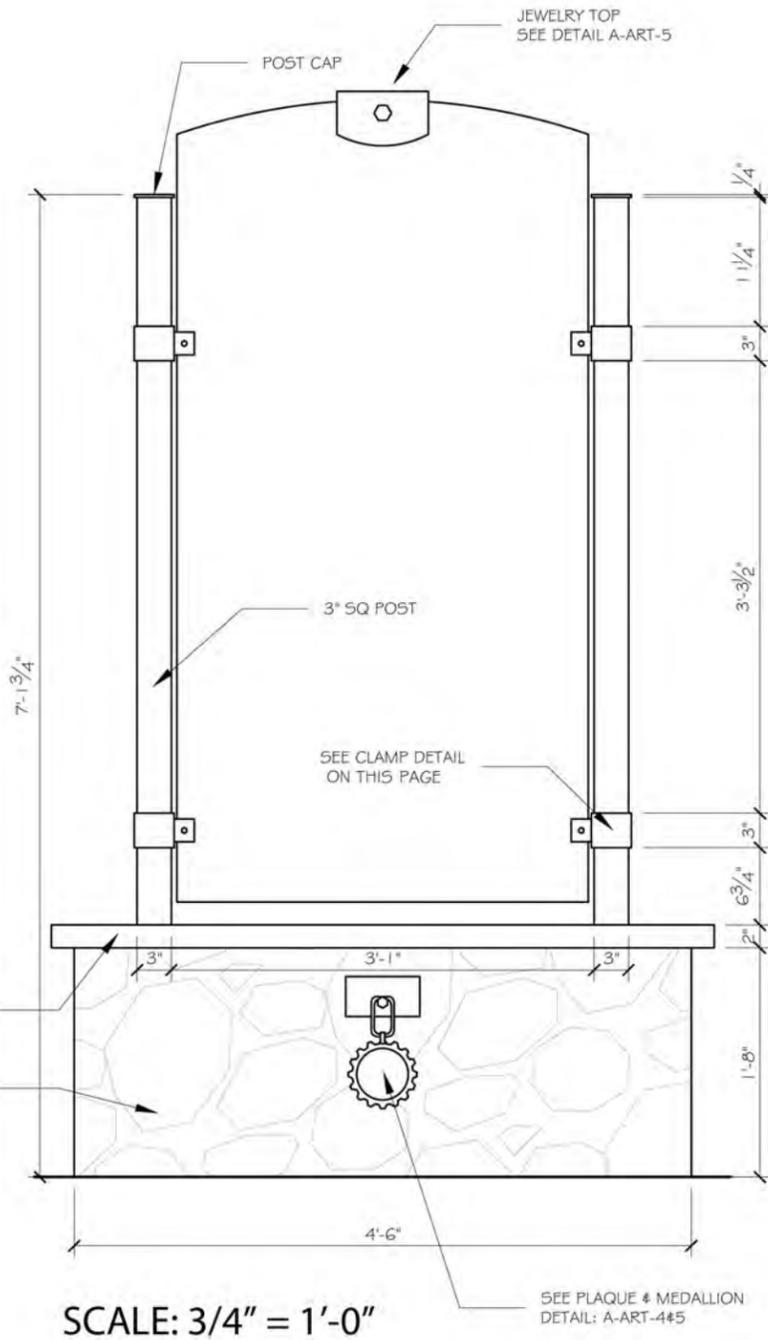
Map on front of Kiosk. When visible to public, Photos, Art, etc on back. Maps, Photos & Art applied with Izone DHPL process outlined in the drawing above.

Kiosks should be engineered (wind).

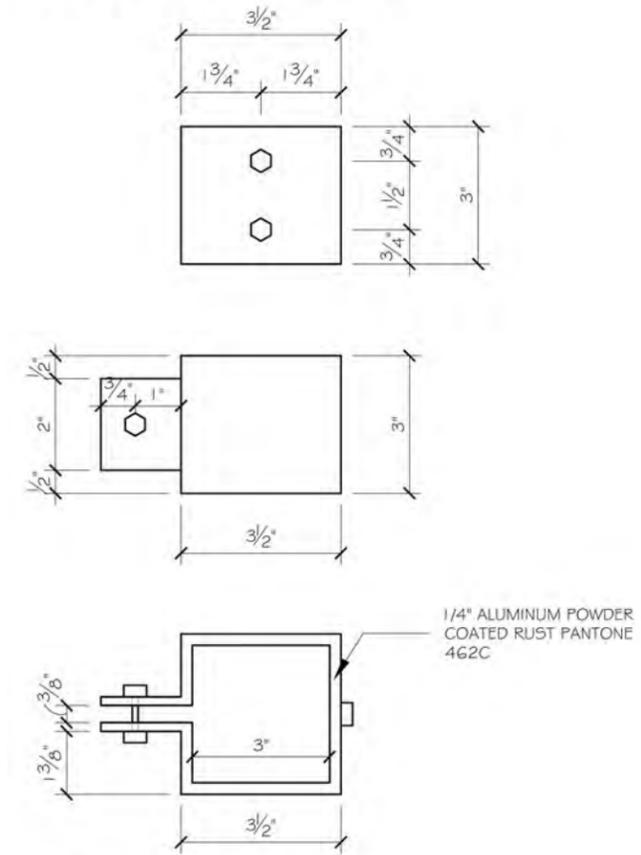


PEDESTRIAN WAYFINDING

LAYOUT - KIOSKS 2



KIOSK CLAMP DETAIL



SCALE: 3" = 1'-0"

NOTES:

Aluminum panel is 3/8" min, powder coated Dk Green both sides. Pantone 553C equivalent: Cardinal - Green 23-9292.

Camas Basalt face should match Stevenson's existing stonework.

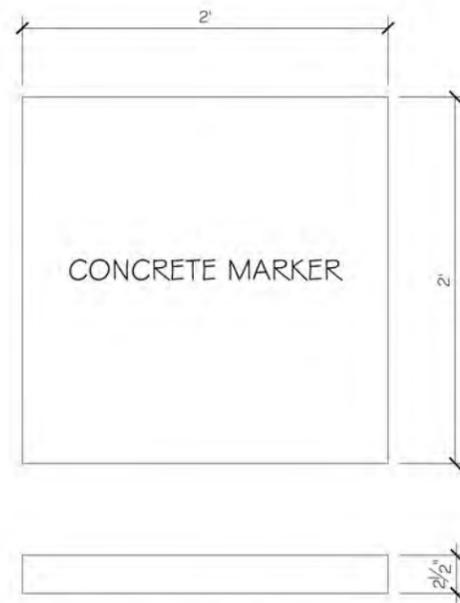
Kiosks may utilize a free-standing base option, see detail drawings on previous page. Posts may be buried in concrete or utilize an anchor system. Posts and caps are powder coated Dk Green. Pantone 553C equivalent: Cardinal - Green 23-9292.

Hardware is powder coated Rust. Pantone 462C equivalent: Cardinal - Rust Texture T091-BR47.

Sign, base & clamps should be engineered (wind, soil). Use engineer's drawings for footing plan.

PEDESTRIAN WAYFINDING

LAYOUT - CONCRETE MARKERS



SCALE: 1" = 1'-0"

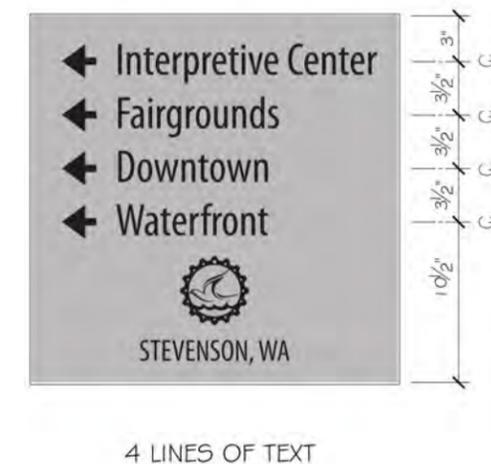
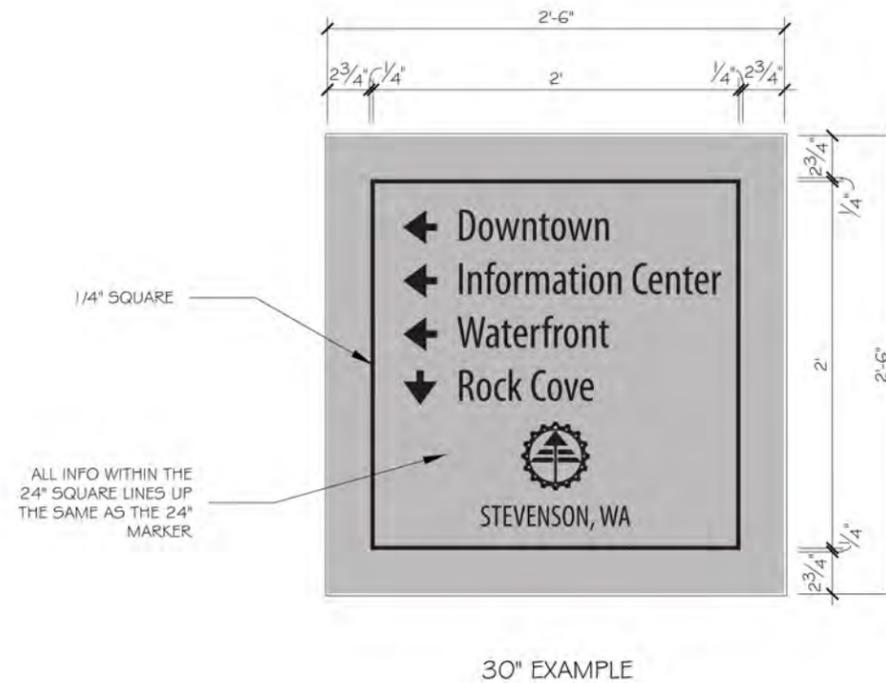
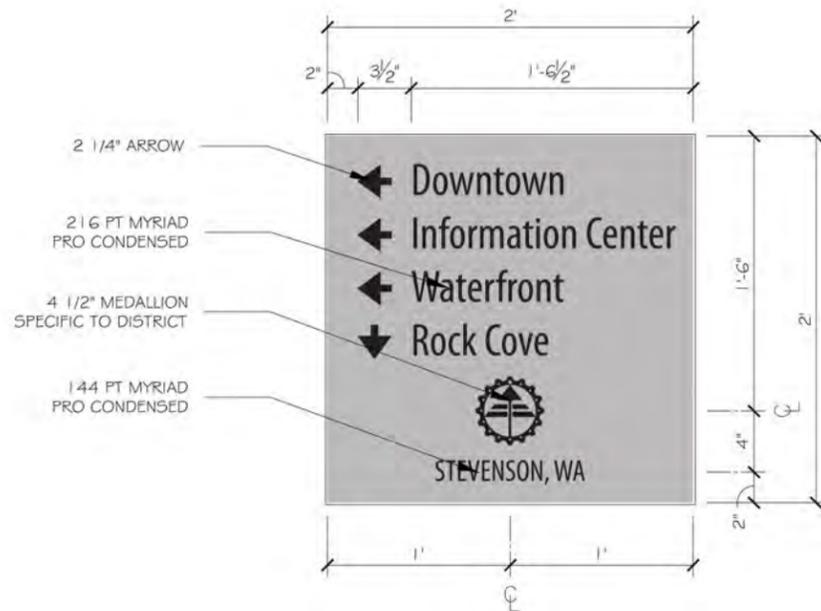
NOTES:

Markers are currently oriented as though the observer is facing towards the water (south). City staff may turn markers as they see appropriate, but be sure to turn arrows as required.

Concrete Markers are made off site. Existing concrete or asphalt is cut to receive the new markers. Contractor or City Staff shall place new markers using appropriate techniques & materials.

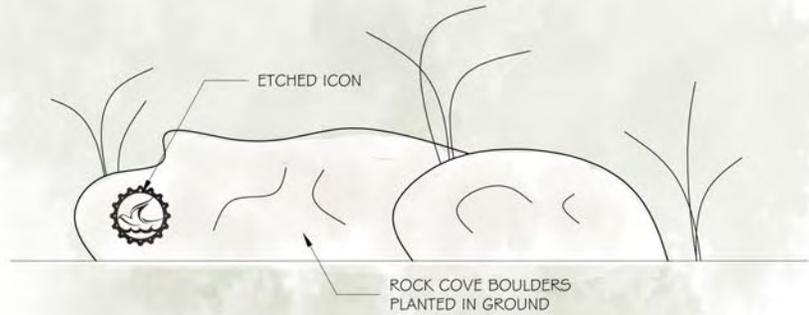
Markers should be 2 1/2" thick, depending on manufacturer. Text, arrows, medallions shall be cut or sandblasted into the concrete (again, depending on manufacturer).

Markers can be larger than 24" depending on existing structure. If larger than 24", a 24" square should be added to the marker, and all info shall be inside of the square (using the 24" layout measurements to the right). See 30" example to the right.

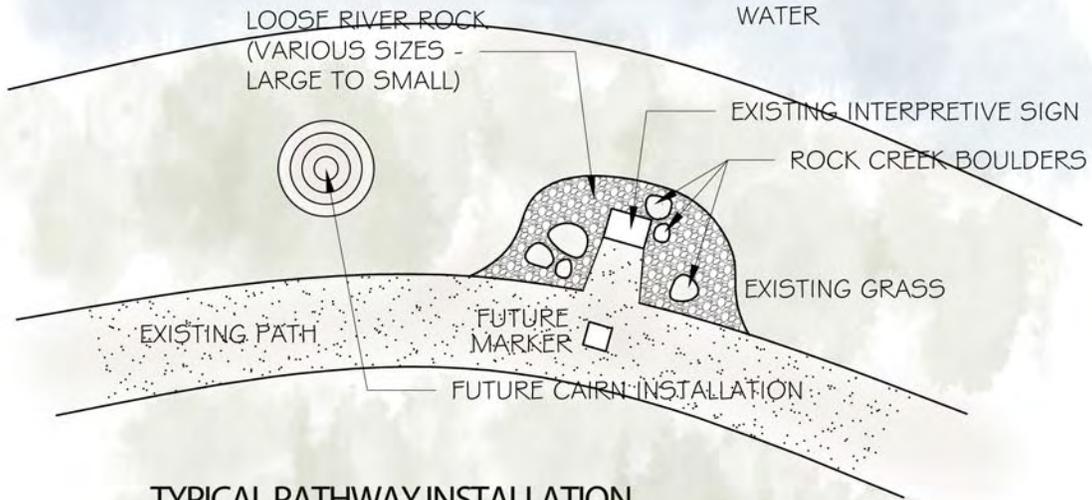




CAIRN INSTALLATION AT UNION STATION



ROCK CREEK BOULDERS WITH ETCHED MEDALLION



TYPICAL PATHWAY INSTALLATION



PROGRAM - DESTINATION WAYFINDING

ROCK COVE DISTRICT



DESTINATION LIST:

- DR1 - Columbia Gorge Interpretive Center
- DR2 - Rock Creek Park
- DR3 - City of Stevenson Waste Management
- DR4 - Washington Gorge Action Programs
- DR5 - Skamania County Fairgrounds
- DR6- Stevenson Grange

SAMPLES:



DR2a



DR6d



DR5b

It is the recommendation of RCD the the destination identity portion of the Destination signage layout be site specific.



PROGRAM - DESTINATION WAYFINDING

DOWNTOWN DISTRICT



DESTINATION LIST:

- DD1 - Skamania County Courthouse
- DD2 - Visitor Center
- DD3 - Walnut Park
- DD4 - Stevenson Library
- DD5 - Stevenson City Hall
- DD6 - EMS
- DD7 - Stevenson Fire Hall

SAMPLES:



DD5b



DD6c

It is the recommendation of RCD the the destination identity portion of the Destination signage layout be site specific.

PROGRAM - DESTINATION WAYFINDING

WATERFRONT DISTRICT



DESTINATION LIST:

- DW1 - Bob's Beach
- DW2 - Stevenson Landing
- DW3 - Teo Park
- DW4 - Port Industrial Complex
- DW5 - East Point
- DW6 - Cascade Boat Launch

SAMPLES:



DW3b



DW6c

It is the recommendation of RCD the the destination identity portion of the Destination signage layout be site specific.



PROGRAM - **DESTINATION** WAYFINDING

NORTH STEVENSON DISTRICT



DESTINATION LIST:

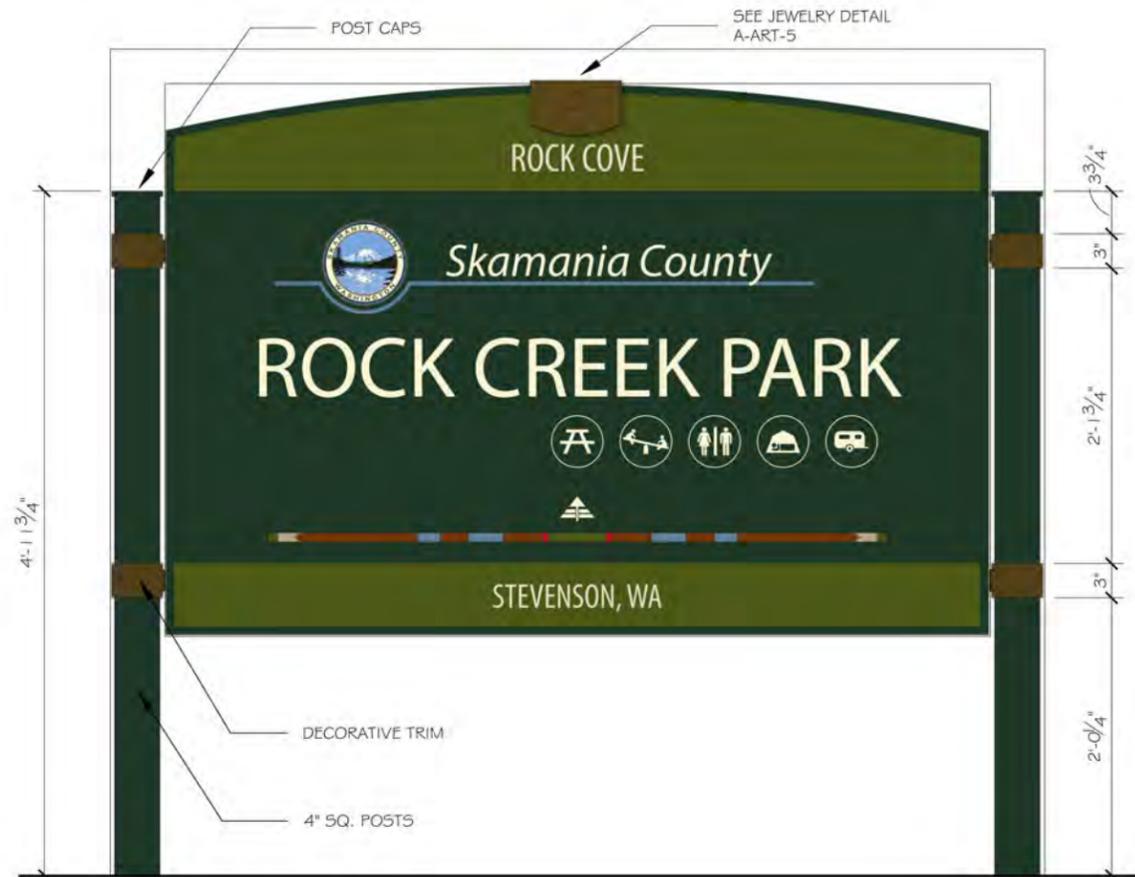
DN1 - Transfer Site

DN2 - Stevenson Water Plant

It is the recommendation of RCD the the destination identity portion of the Destination signage layout be site specific.

DESTINATION WAYFINDING

LAYOUT - LARGE (a)



SCALE: 3/4" = 1'-0"

NOTES:

Destination signage may utilize a stone base option, see drawings on page A-DES-10.

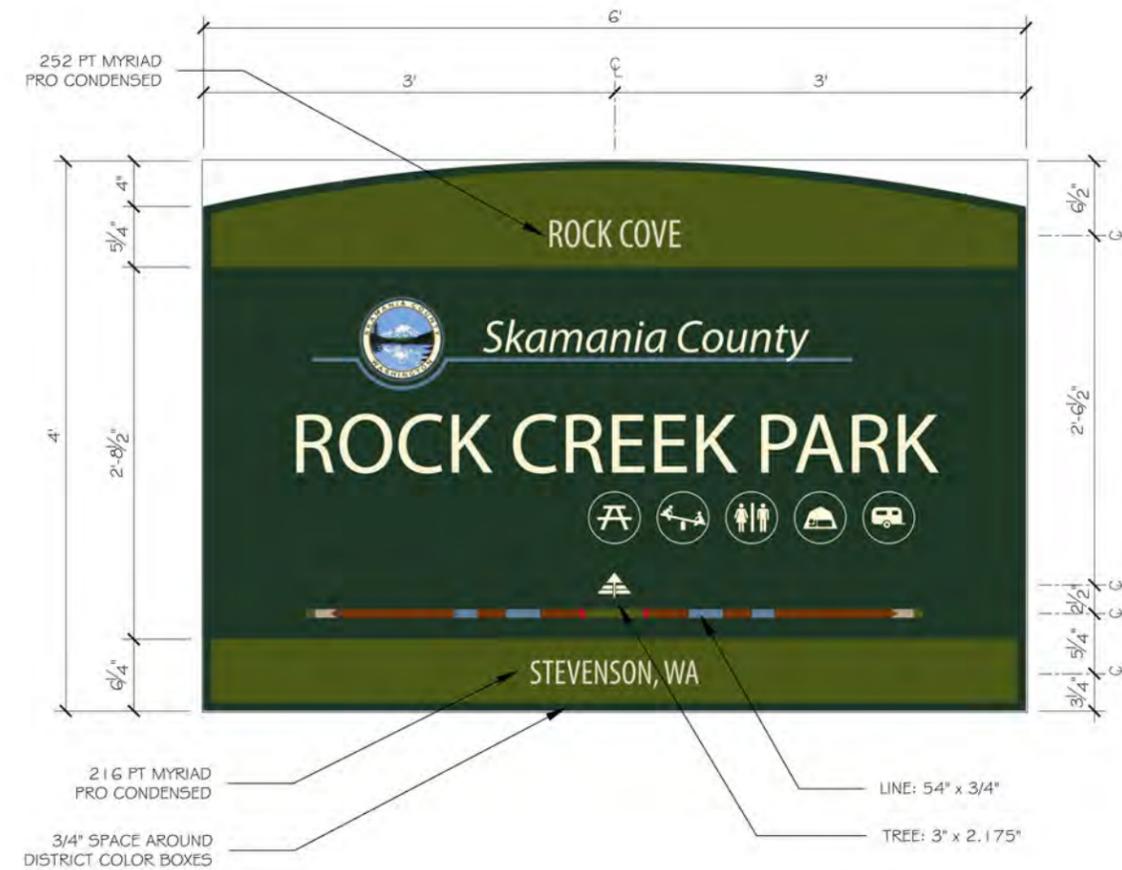
Large Destination signs are 3/8" aluminum. Identity lettering is 1/4" flat cut aluminum attached with 3M Scotch-Weld Epoxy adhesive 2216 B/A or equivalent.

Powder coat both sides of sign (including the angle brackets on back of sign) in Dk Green. Posts, caps & bolts are also powder coated Dk Green. Pantone 553C equivalent: Cardinal - Green 23-9292.

Hardware & rails are powder coated in Rust. Pantone 462C equivalent: Cardinal - Rust Texture T091-BR47.

Color Key for the Destination Sign's colors is available on page A-GEN-2.

Destination signs should be engineered (wind).



DES-5

FALL 2012

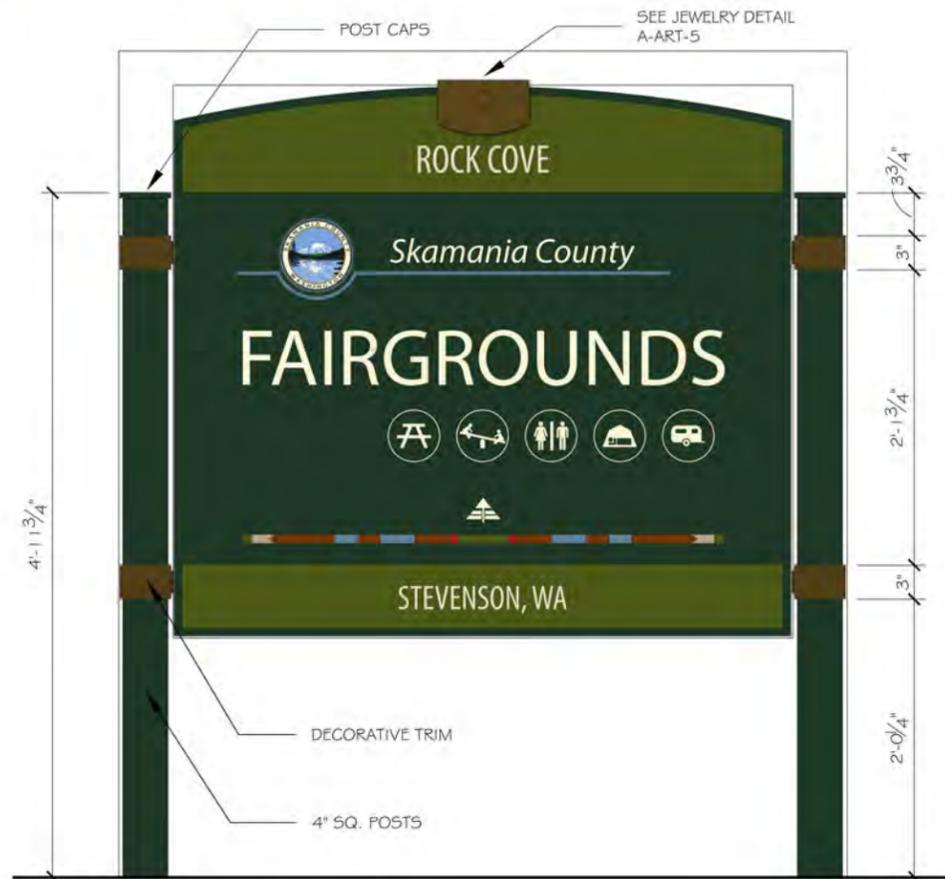
ROCK COVE DESIGN
Pat Hood (541)399-1338
Jeff Carlsson (541)490-2502



City of Stevenson
Wayfinding Master Plan

DESTINATION WAYFINDING

LAYOUT - MED-LG (b)



SCALE: 3/4" = 1'-0"

NOTES:

Destination signage may utilize a stone base option, see drawings on page A-DES-10.

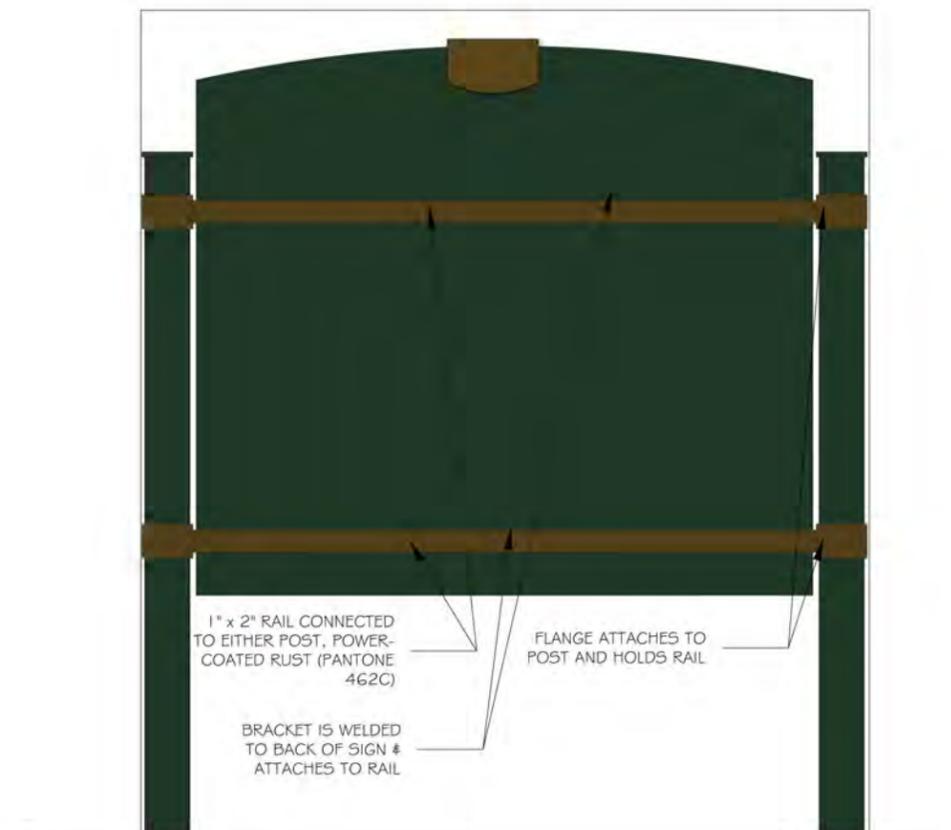
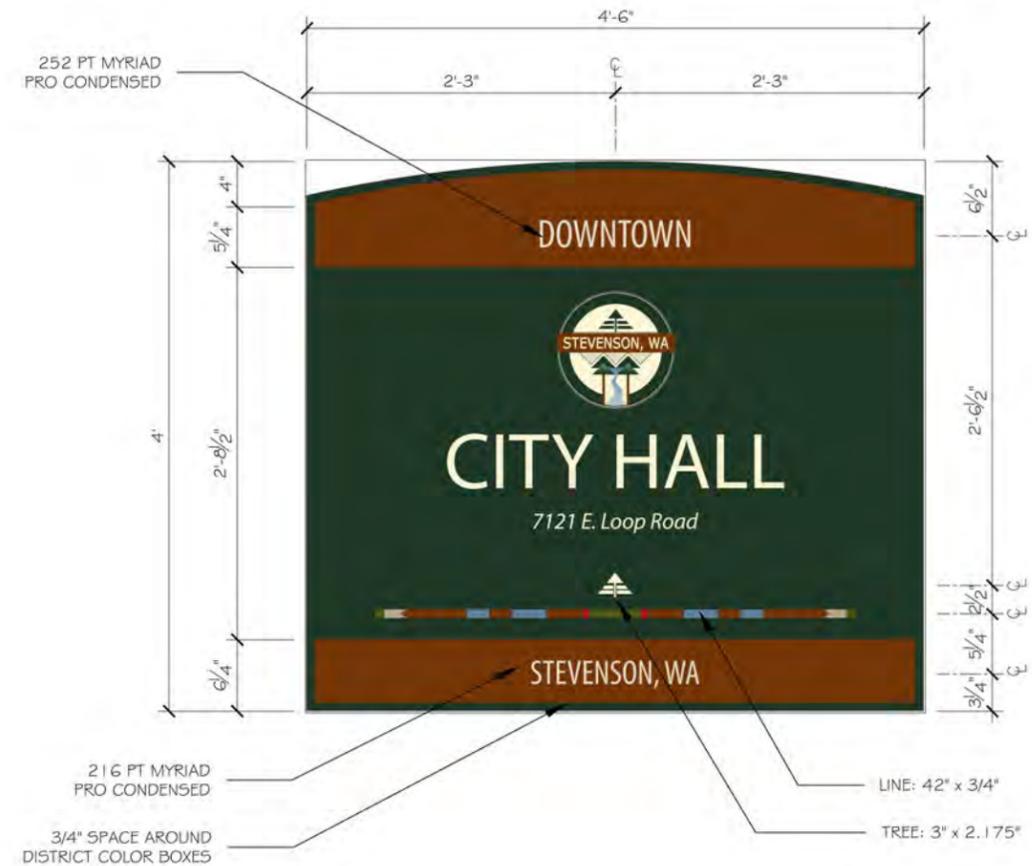
Large Destination signs are 3/8" aluminum. Identity lettering is 1/4" flat cut aluminum attached with 3M Scotch-Weld Epoxy adhesive 2216 B/A or equivalent.

Powder coat both sides of sign (including the angle brackets on back of sign) in Dk Green. Posts, caps & bolts are also powder coated Dk Green. Pantone 553C equivalent: Cardinal - Green 23-9292.

Hardware & rails are powder coated in Rust. Pantone 462C equivalent: Cardinal - Rust Texture T091-BR47.

Color Key for the Destination Sign's colors is available on page A-GEN-2.

Destination signs should be engineered (wind).



DES-6

FALL 2012

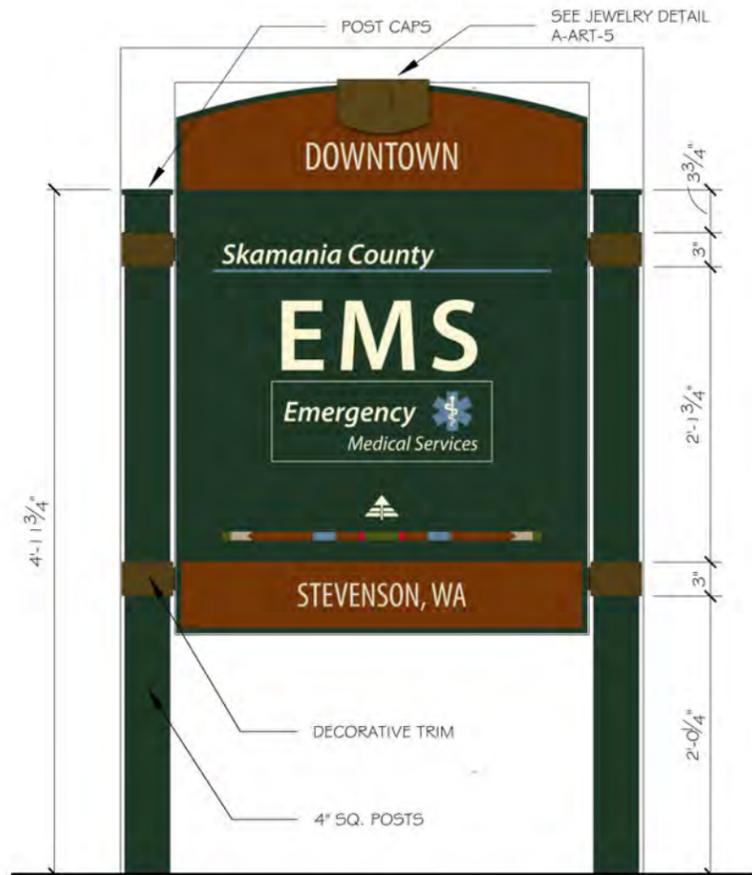
ROCK COVE
DESIGN
Pat Hood
(541)399-1338
Jeff Carlson
(541)490-2502



City of Stevenson
Wayfinding Master Plan

DESTINATION WAYFINDING

LAYOUT - MEDIUM (c)



SCALE: 3/4" = 1'-0"

NOTES:

Destination signage may utilize a stone base option, see drawings on page A-DES-10.

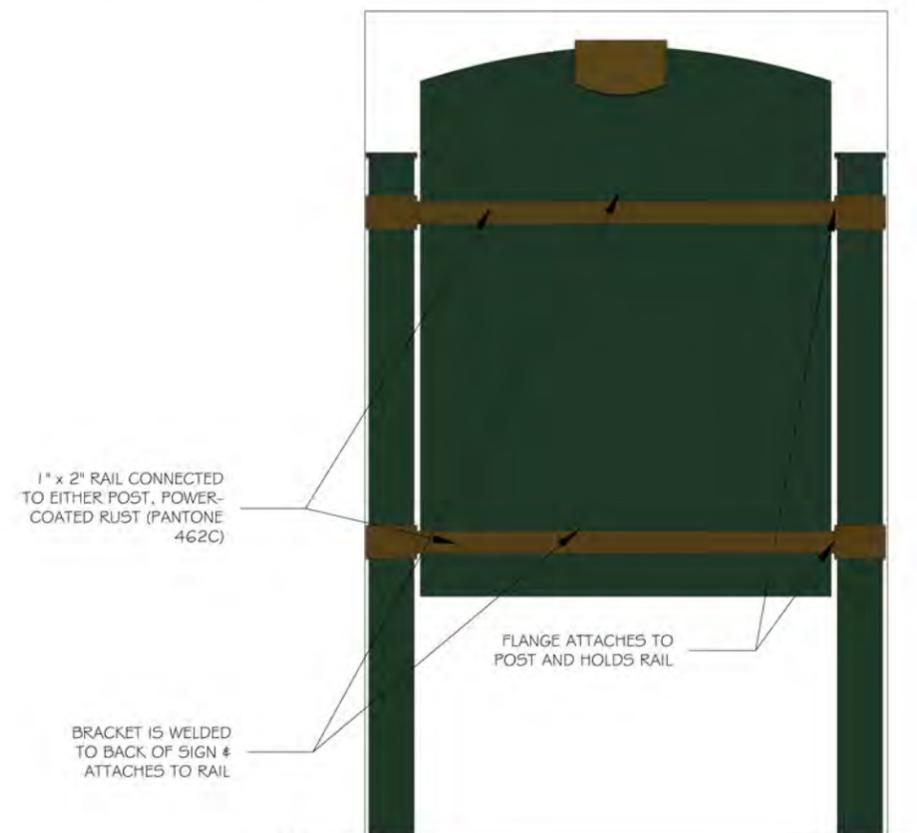
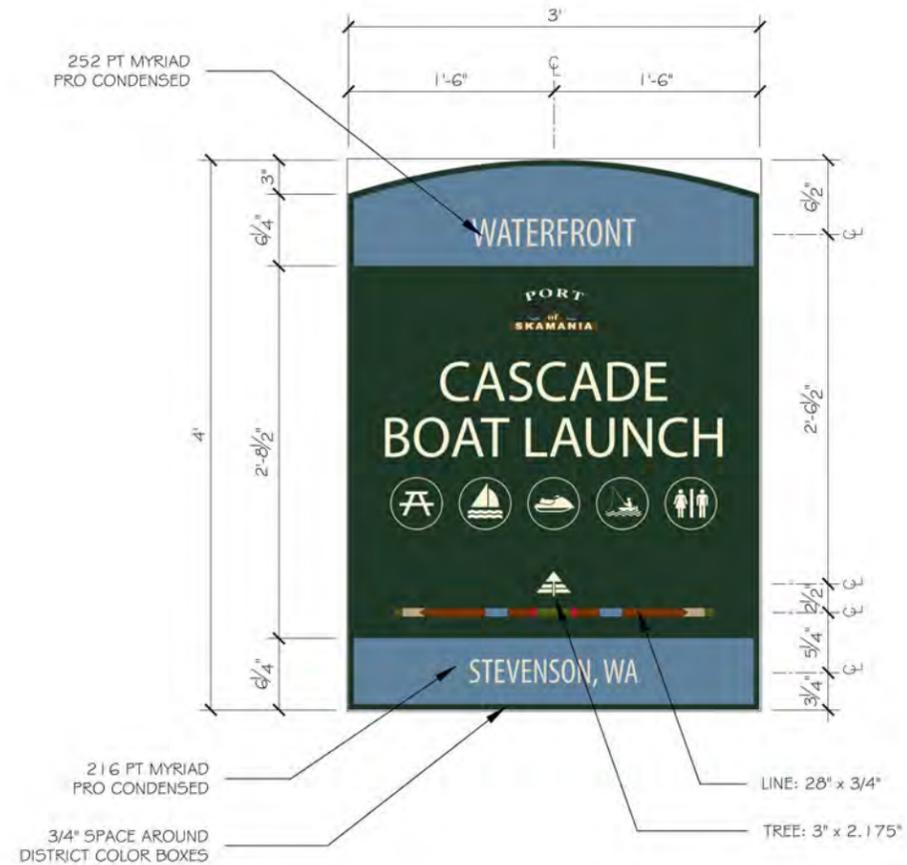
Large Destination signs are 3/8" aluminum. Identity lettering is 1/4" flat cut aluminum attached with 3M Scotch-Weld Epoxy adhesive 2216 B/A or equivalent.

Powder coat both sides of sign (including the angle brackets on back of sign) in Dk Green. Posts, caps & bolts are also powder coated Dk Green. Pantone 553C equivalent: Cardinal - Green 23-9292.

Hardware & rails are powder coated in Rust. Pantone 462C equivalent: Cardinal - Rust Texture T091-BR47.

Color Key for the Destination Sign's colors is available on page A-GEN-2.

Destination signs should be engineered (wind).



DES-7

FALL 2012

ROCK COVE DESIGN
 Pat Hood (541)399-1338
 Jeff Carlsson (541)490-2502



City of Stevenson
 Wayfinding Master Plan

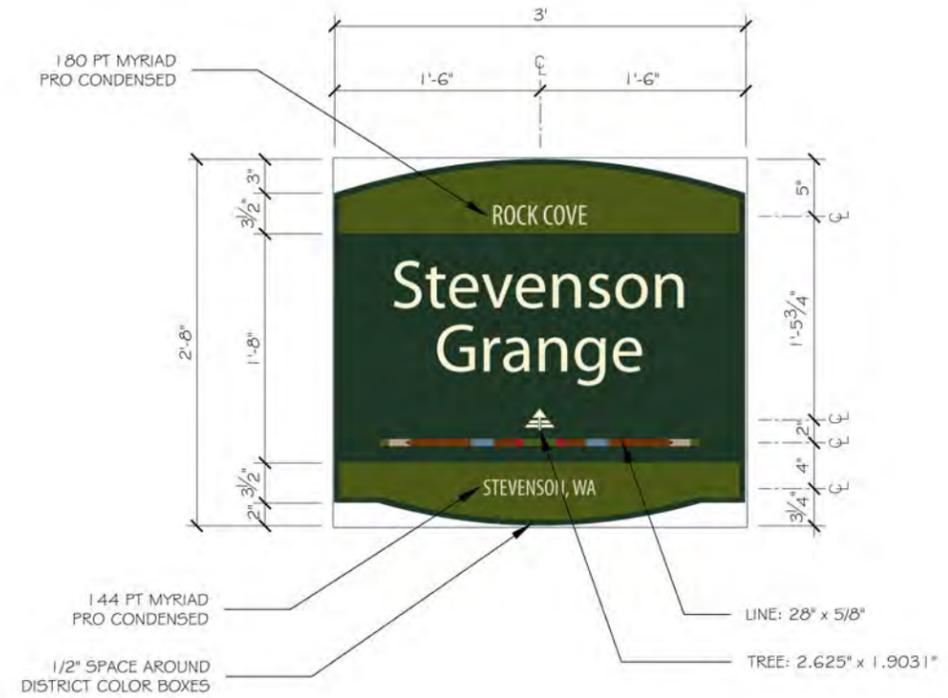
DESTINATION WAYFINDING

LAYOUT - SMALL (d)



POST HEIGHTS WILL VARY
DEPENDING ON SITE

SCALE: 3/4" = 1'-0"



NOTES:

The small Destination sign may utilize a single 4"x4" aluminum post, or it may be wall hung. Posts may vary in height depending on site.

Small Destination signs are 1/4" aluminum. Identity lettering is 1/4" flat cut aluminum attached with 3M Scotch-Weld Epoxy adhesive 2216 B/A or equivalent.

Jewelry caps are 6" (smaller size) for the Small Destination signs.

Powder coat both sides of sign in Dk Green unless wall hung. If a post is used, powder coat post & hardware in Dk Green also. Pantone 553C equivalent: Cardinal - Green 23-9292.

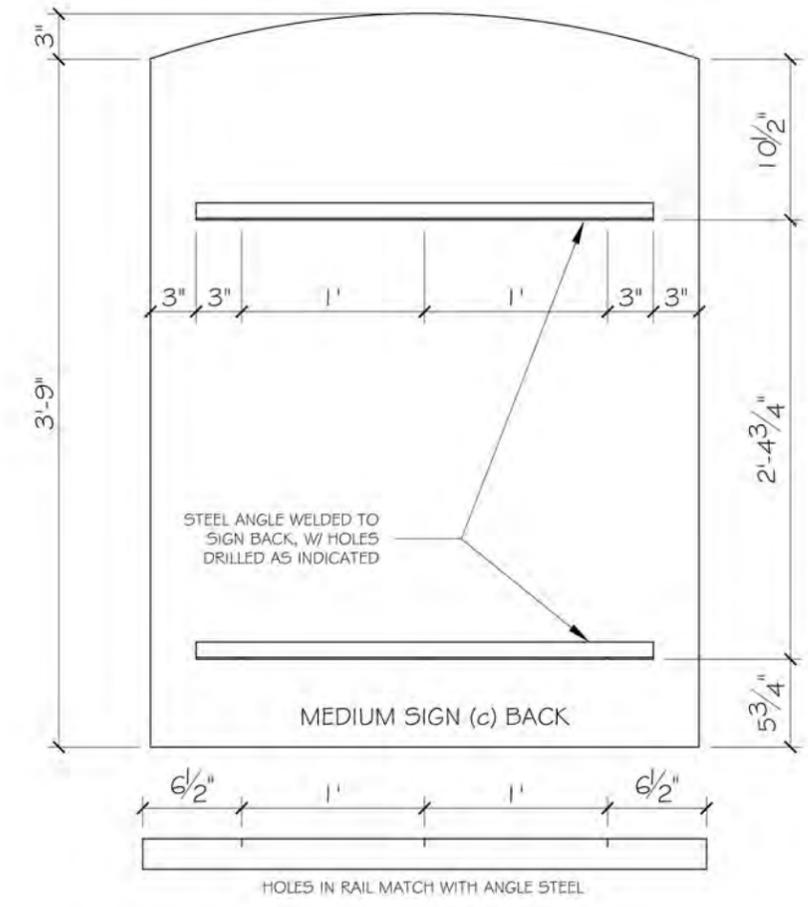
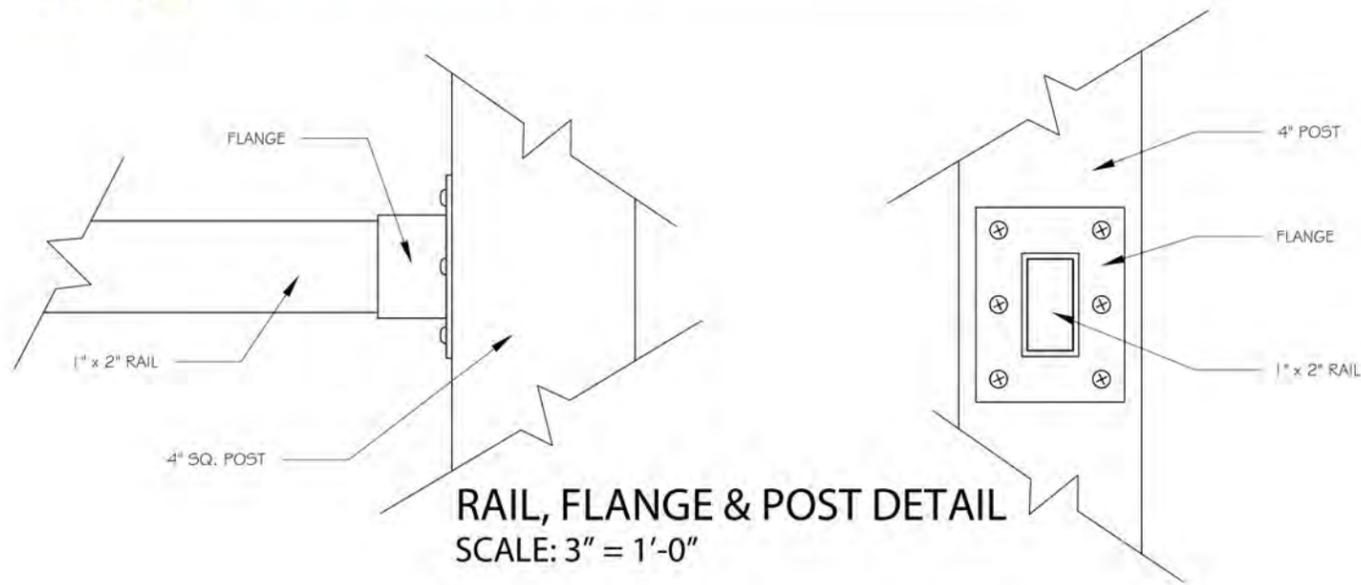
Color Key for the Destination Sign's colors is available on page A-GEN-2.

Destination signs should be engineered (wind), unless wall hung.

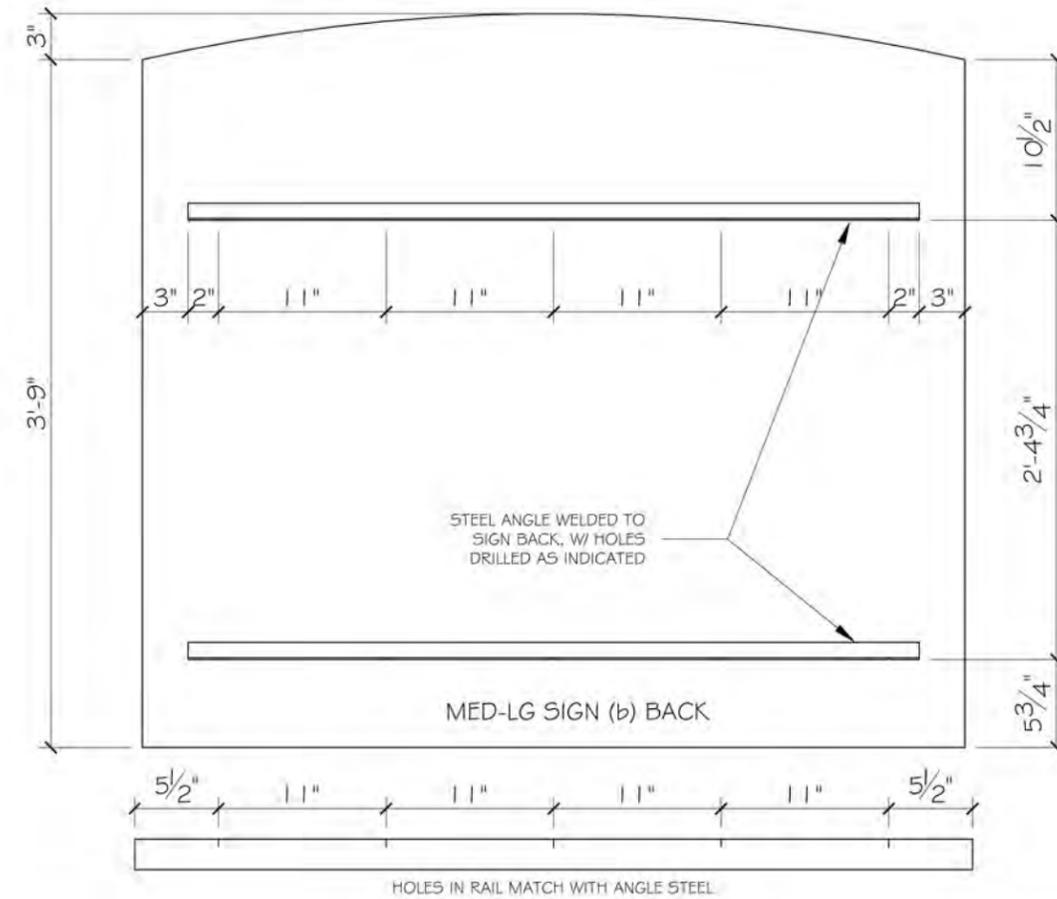
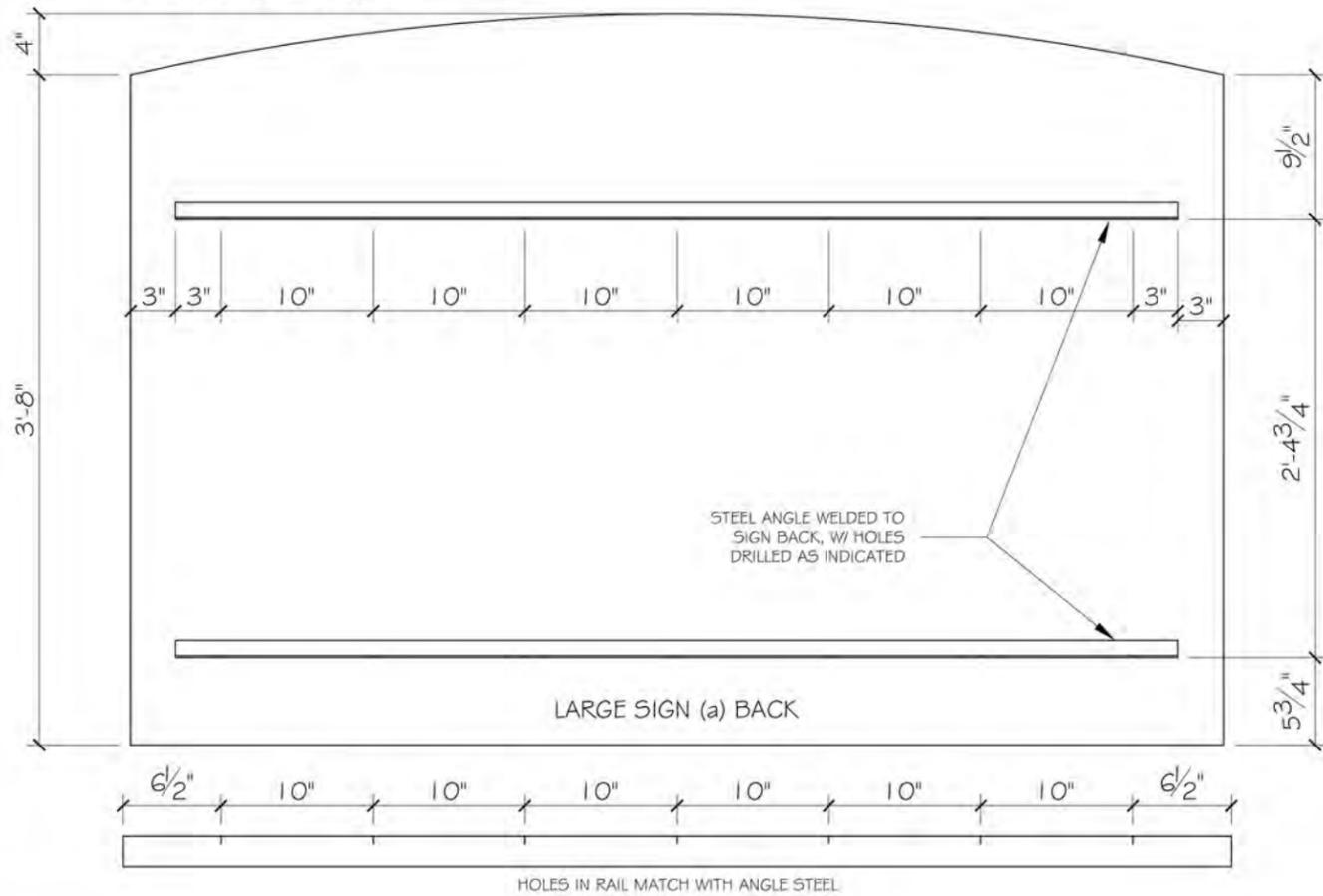


DESTINATION WAYFINDING

DETAILS



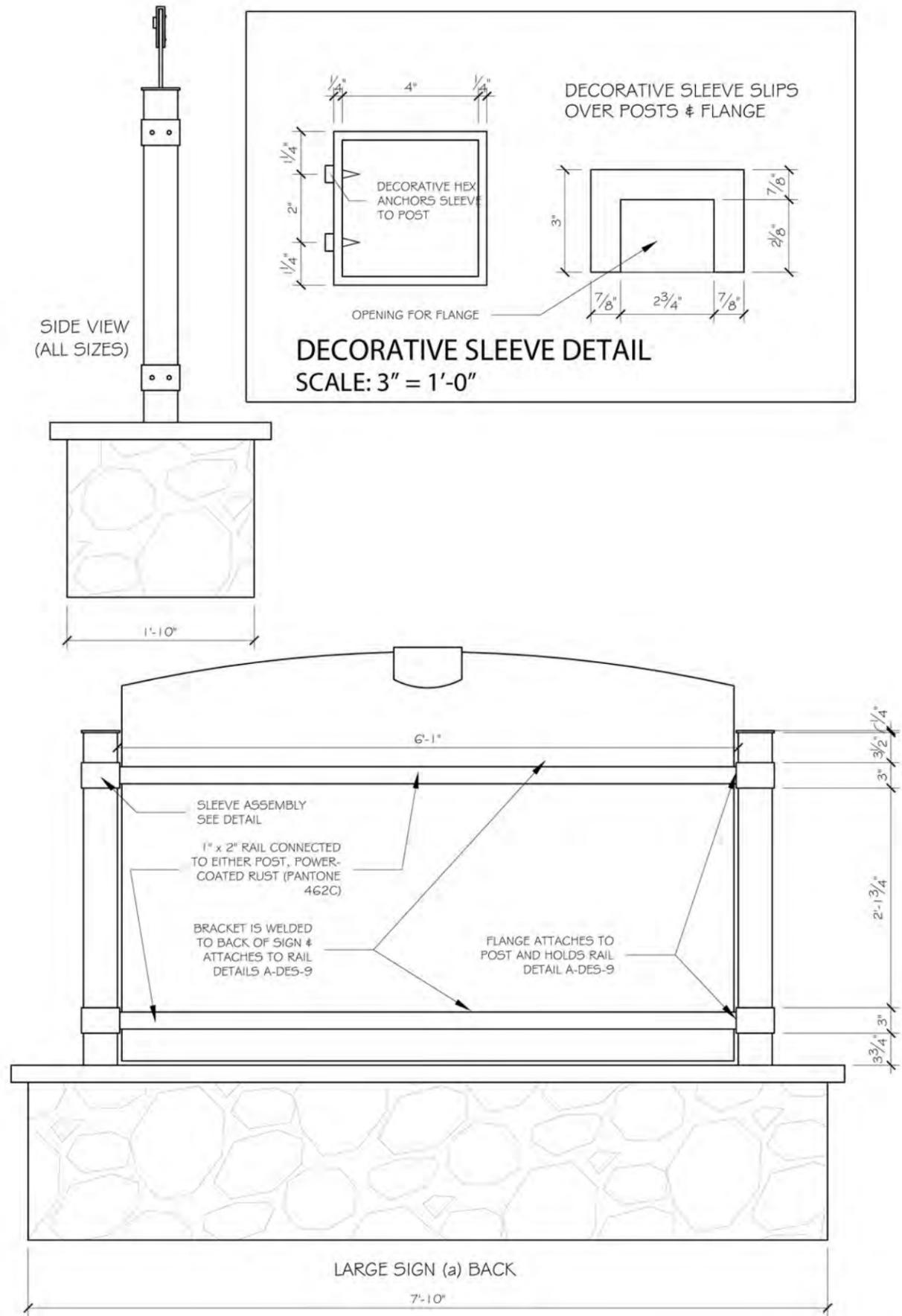
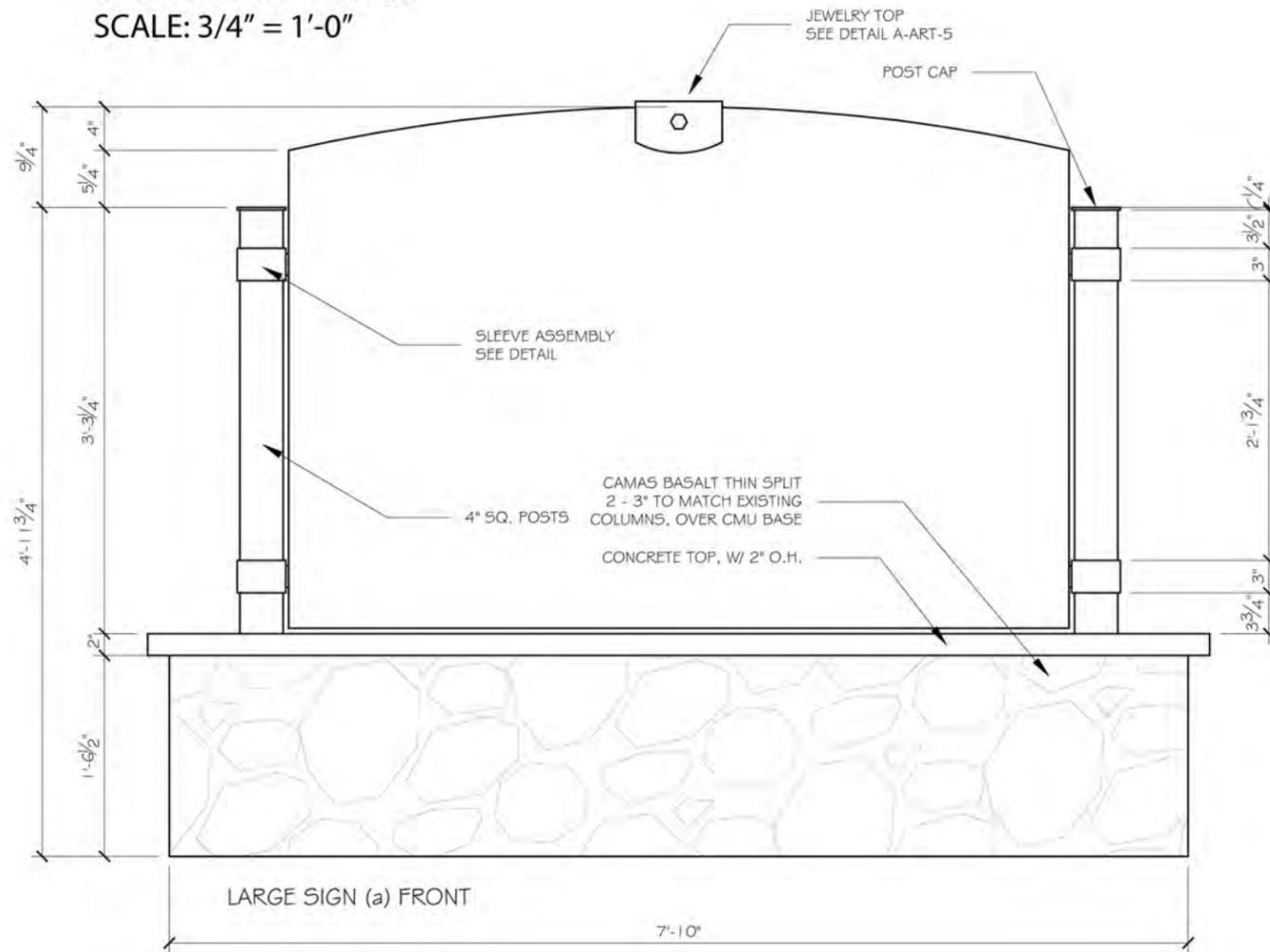
RAIL & FLANGE DETAIL SCALE: 1" = 1'-0"



DESTINATION WAYFINDING

DETAIL 2

STONE BASE DETAIL
SCALE: 3/4" = 1'-0"



NOTES:

Dimensions for Med-Lg & Medium Destination Sign Base lengths are approximately 18" less for each down-size. Actual sizes will vary slightly based on CMU dimensions.

Destination stone bases should be engineered.

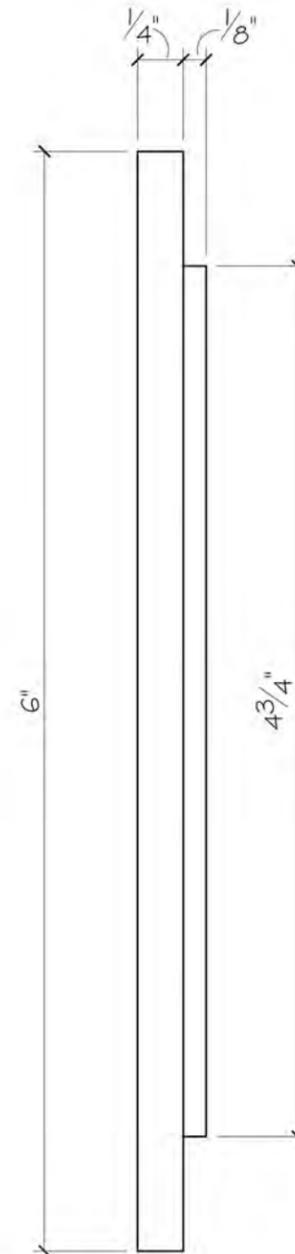
ARTISAN DETAILS

MEDALLIONS



SCALE: 1'-0" = 1'-0"
(ACTUAL SIZE)

The Medallions are separate pieces from the signs, but part of the complete system. They appear beneath the Vehicular Directional signing and hang from a collar/chain system (see page A-ART-3). They also appear as part of the Destination & Pedestrian Kiosk signing when stone bases are used. The system is similar, but the collar is replaced by a plate (see page A-ART-4).



OTHER NOTES:

Medallions consist of two pieces of 1/4" aluminum.

The front piece is the gear & icon and is powder coated in rust. Pantone 462C equivalent: Cardinal - Rust Texture T091-BR47.

The back piece is round. The side seen from the front is powder coated in a variation of the district color:

DT= Pantone 1535C or equivalent

RC = Pantone 5773C or equivalent

WF = Pantone 5753C) or equivalent

The back & sides are powder coated in Rust to match the front piece.

The two pieces shall be adhered with 3M Scotch Weld Epoxy or equivalent, assuring that the icon is securely & permanently attached.

The medallion and sleeve (or plaque) shall be welded to ensure their security from vandalism or theft.



ARTISAN DETAILS

MEDALLIONS



ROCK COVE



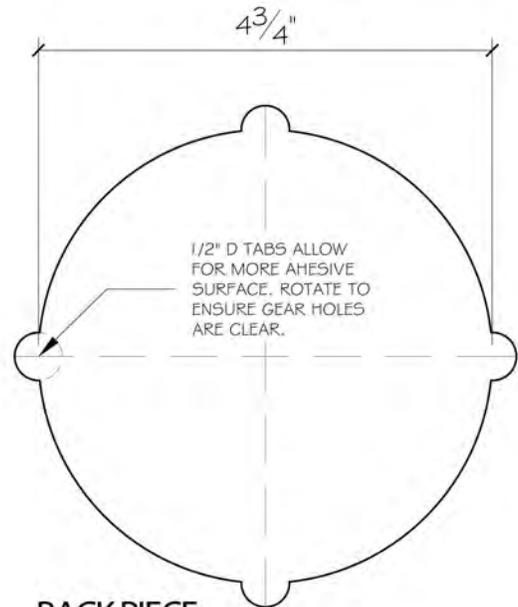
WATERFRONT

SCALE: 6" = 1'-0"
(1/2 SIZE)

ADDITIONAL NOTES:

This page displays the other two medallions. All the same dimensions and notes from the previous page apply here.

Note that the Rock Cove icon must be glued securely to ensure its icon pieces remain attached appropriately.



BACK PIECE

DT= Pantone 1535C or equivalent

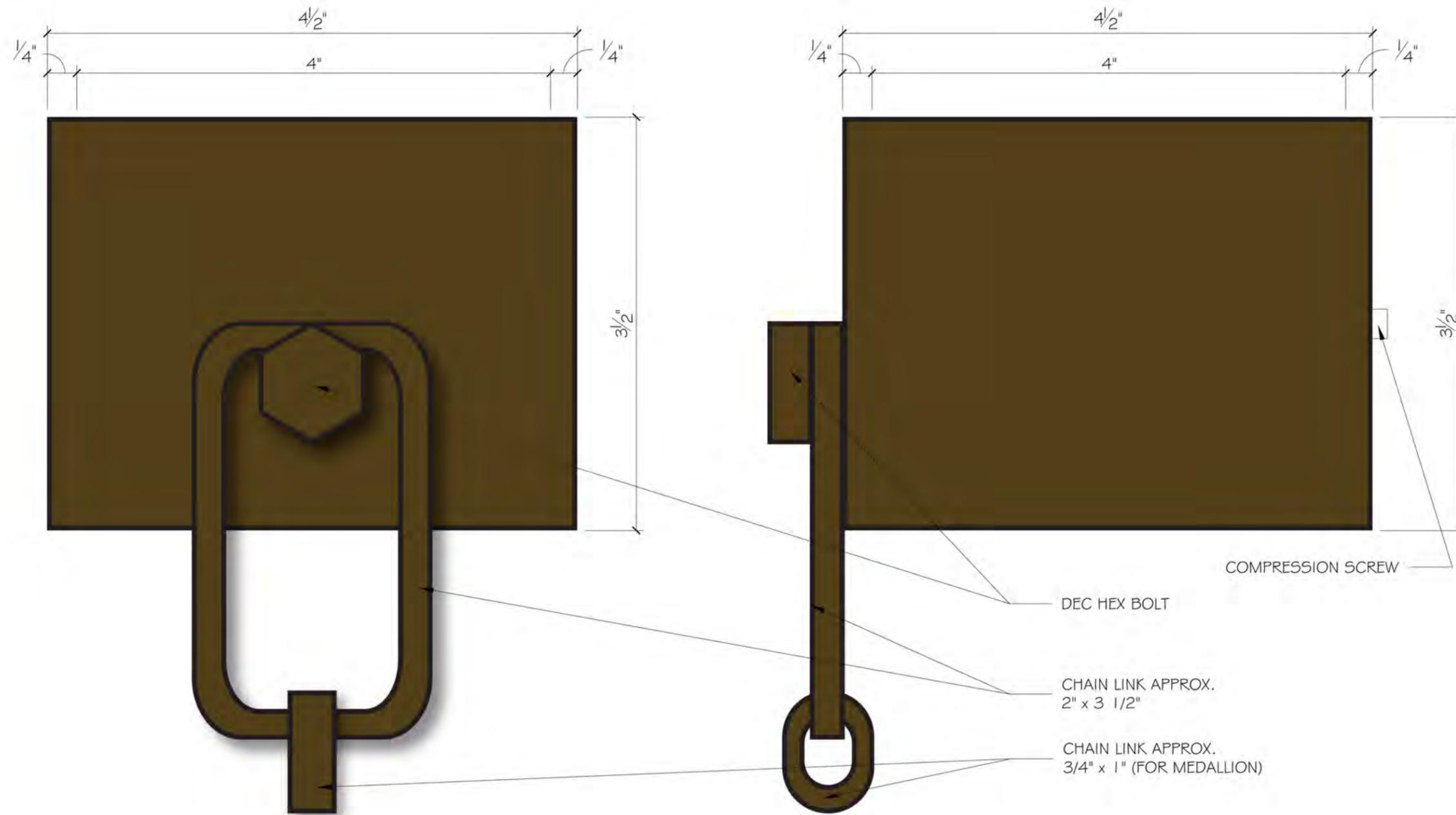
RC = Pantone 5773C or equivalent

WF = Pantone 5753C) or equivalent

The back & sides are powder coated in Rust to match the front piece.

ARTISAN DETAILS

MEDALLION SLEEVE



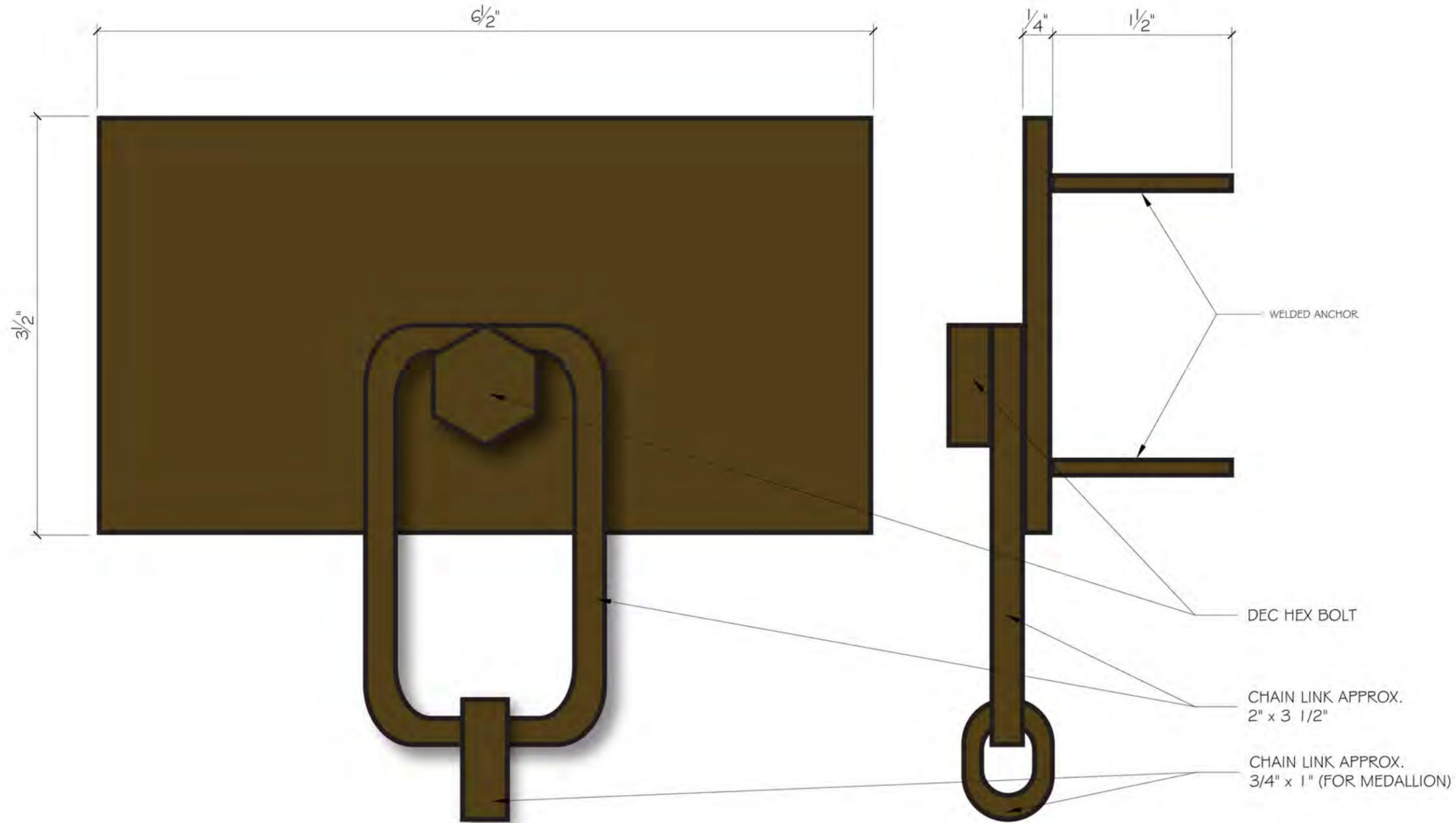
SCALE: 1'-0" = 1'-0"
(ACTUAL SIZE)

The Sleeve system is powder coated Rust. Pantone 462C equivalent: Cardinal - Rust texture T091-BR47. The sleeve holds the Medallion. It is attached to the pole beneath the Vehicular Directional signing. The sleeve slips over the post and is fastened by a tamper-proof compression screw. The system itself (including the Medallion) should be welded to ensure rigidity and discourage vandalism or theft.



ARTISAN DETAILS

MEDALLION PLAQUE



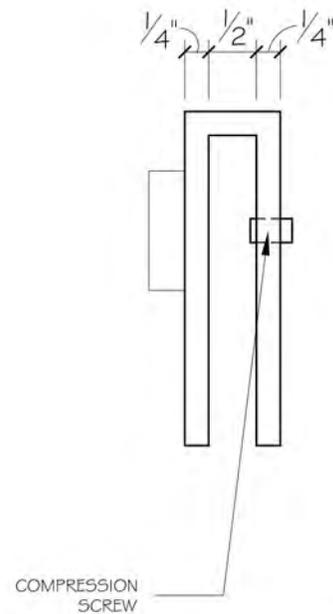
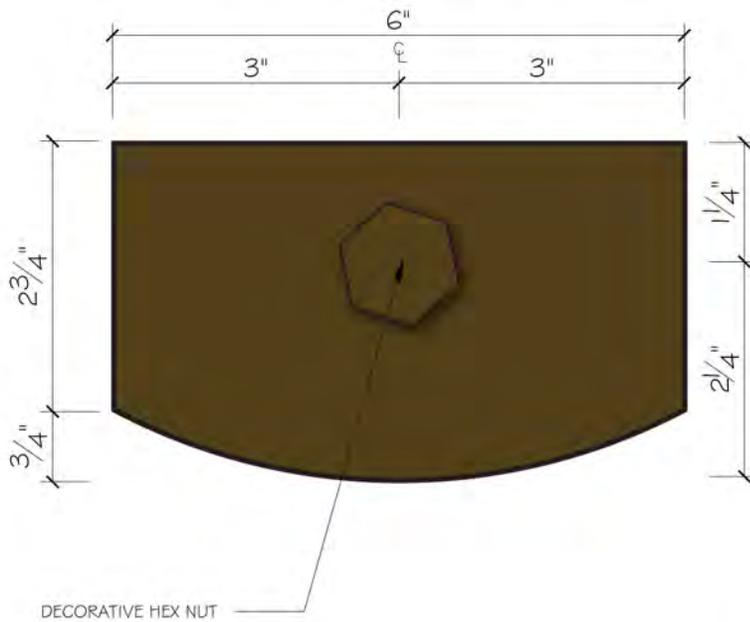
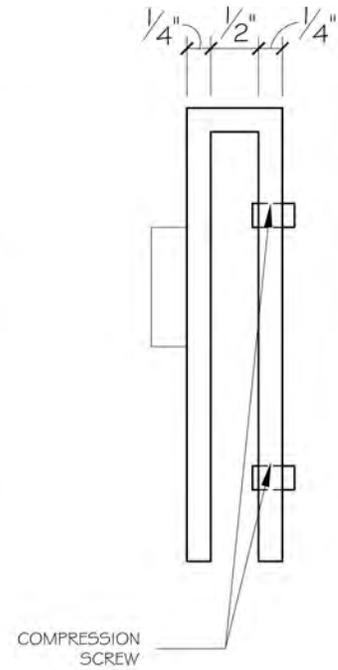
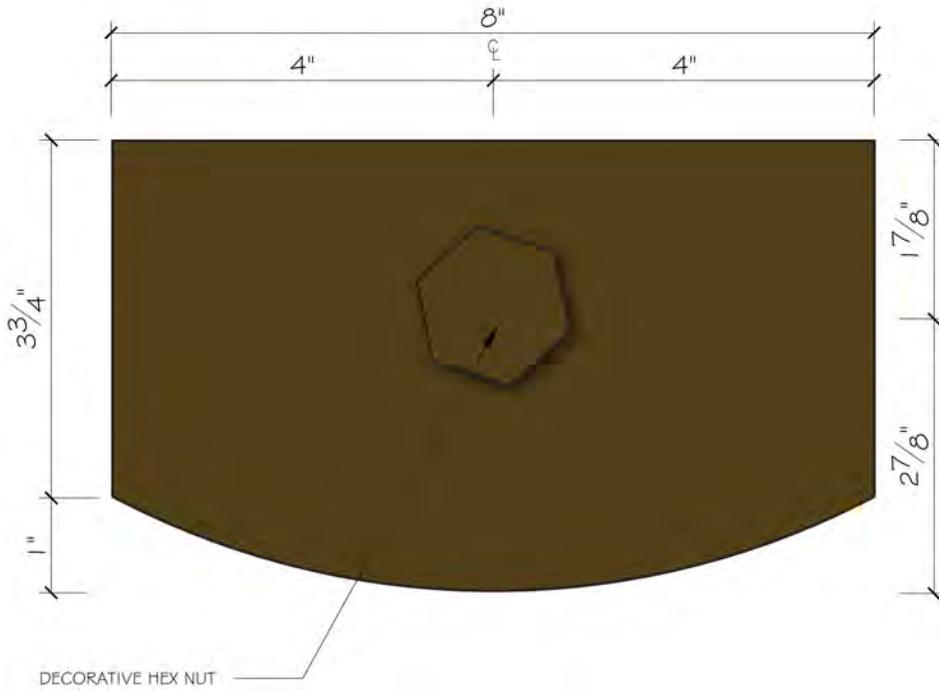
SCALE: 1'-0" = 1'-0"
(ACTUAL SIZE)

The Plaque system is powder-coated Rust. Pantone 462C equivalent: Cardinal - Rust texture T091-BR47. The plaque holds the Medallion. It is attached to the base beneath the Destination or Kiosk signing. It is fastened to the base by a set of four welded anchors. The system itself (including the Medallion) should be welded to ensure rigidity and discourage vandalism or theft.



ARTISAN DETAILS

JEWELRY TOPS



SCALE: 6" = 1'-0"
(1/2 SIZE)

Jewelry Tops and their accessories are powder-coated Rust.
Pantone 462C equivalent: Cardinal - Rust texture T091-BR47