Lakeside Wayfinding Report

Produced by:
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Acknowledgments

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Wayfinding Planning and Report

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A. INTRODUCTION

Purpose

The purpose of this project is to analyze Lakeside's existing wayfinding system and provide an action plan for its improvement. This report looks at Lakeside's road and signage infrastructure, along with current wayfinding strengths and challenges, and provides specific action areas on which to build and improve. Building upon past planning documents, this action plan can serve as a guide to the City of Lakeside as it moves toward implementation of an effective wayfinding system.

Landwise Landscape Design has inventoried Lakeside's existing signage and key destinations and worked with the City of Lakeside and ODOT representatives to refine project goals and recommendations.

Goals

The following goals form the essence of this project and guide the recommendations:

1. Create a welcoming sense of arrival along Highway 101
2. Develop connectivity between Highway 101 and Lakeside's downtown business district.
3. Improve navigation throughout the downtown business district and to businesses along North Lake Road.
4. Provide strategies for local business and annual event advertising
5. Strengthen Lakeside's identity and sense of place
6. Promote economic growth and tourism

B. STRENGTHS AND CHALLENGES

I. STRENGTHS

1. A Consolidated Downtown Business District.

The majority of businesses in the City of Lakeside are situated along 8th Street. The downtown business district provides ample parking, accessible sidewalks, and provides services within walking distance of Tenmile Lake.

2.Existing Downtown Banner System

The downtown business district's banner system adds character as well as being informative to Lakeside's tourist population. The banner system is also effective at delineating the downtown district.

3. Work Has Already Been Done

The City of Lakeside has already taken steps to address current wayfinding challenges. Both Lakeside's "101" Vision document and the Culture/Arts Initiative developed by the Lundquist School of Business at the University of Oregon provide insight into Lakeside's branding and wayfinding. The current wayfinding report can build on the valuable information provided by these documents.

4. A Community of Artists

As a creative community, Lakeside can embrace some of its artist residents by reserving space for local art that provides identity and aesthetic interest to visitors and residents alike.

II. CHALLENGES

1. Underdeveloped Highway 101 Gateways

The primary gateways off 101 need clarity and significance, and should provide a representational aesthetic and feeling for the City of Lakeside. Currently there are no consistent identifying welcome signs at the major gateways on highway 101. In addition, signage at both 8th St. and Airport Way is cluttered with a combination of directional signs, advertisements, and old and current Lakeside identification signs.

2. Disconnect Between Gateways and Downtown Business District

The downtown business district of Lakeside is located approx. 1 mile from highway 101. Access via 8th Street and Airport Way take visitors through residential neighborhoods and meandering shore pine forest before intersecting and entering the business district.

3. Branding the City of Lakeside/ Inconsistent Image Through Signage

Having a strong identity creates a positive relationship between a city and its visitors. Part of this identity is created by signage. From the major gateways into town, to each individual destination, inviting and consistent signage will add to a visitor's experience. Currently, the city has a variety of logos and signs that visitor's see as they enter into and travel through the City of Lakeside. Most of these signs convey the communities regard for Tenmile Lake, but lack a consistent identifying design or logo.

4. Lack a Location for Business and Event Advertising

The separation of the Lakeside downtown business district from the major through-way of Highway 101 has led to businesses posting their own advertising and directional signs along 101 at 8th Street and Airport Way. Both of these locations have become cluttered with a variety of signs that are posted at these locations.

C. RELATIONSHIP TO EXISTING DOCUMENTS

In order to create a cohesive and forward-looking document, this report builds upon ideas and goals established in existing documents prepared for the City of Lakeside.

City of Lakeside Comprehensive Plan Vol II (updated 2013)

Lakeside's Comprehensive Plan does not directly propose any goals or policies to improve wayfinding. It does, however, state multiple city policies relating to pedestrian and bicycle infrastructure. These improvements will enhance connectivity and the overall character of Lakeside, impacting how wayfinding goals are addressed in the future.

STATEWIDE PLANNING GOAL 8: RECREATIONAL NEEDS

City policies

1. Consider recreational opportunities and encourage a pedestrian-friendly environment by supporting bike lanes and sidewalks in new subdivisions and other private development.

2. As funding is available, consider all opportunities for developing public walking paths and/ or bike lanes in order to enhance the wellbeing and recreational opportunities of citizens and visitors.

d. Encourage maintenance and development of the Oregon Coast Bike Route along High way 101 within and to the west of the City of Lakeside.

16. Encourage the development of a combined rest stop and information center along Highway 101 in cooperation with Oregon Department of Transportation (ODOT) that will disseminate information about Lakeside and the South Coast region.

STATEWIDE PLANNING GOAL 12: TRANSPORTATION

City policies

6. Encourage businesses and residents to upgrade sidewalks and streets within the city's residential and commercial areas for a healthy population and for safety.

RELATIONSHIP TO EXISTING DOCUMENTS CONTINUED...

Lakesides "101" Vision *(December 1996)*

Lakeside's "101" Vision document provides a laundry list of improvements to the Highway 101 corridor running past the town of Lakeside. Many of the suggestions in the "101" vision are aimed at enhancing the overall identity of Lakeside as an attractive destination community. The plan designates an entire chapter to "existing signs and suggested sign improvements" along 101. Some of the key issues addressed in the "101" vision include:

Improve North and South Entrances

- *Landscape the North and South Entrances.*
- *Create a "sense of arrival".*
- *Improve entrance signs... The signs should encourage visitors to explore the town and create an awareness of the hidden opportunities for food, lodging, R.V.'s, boating and camping.*
- *Develop pull-over areas in conjunction with the entrance signs.*
- *Light entrance signs at night.*

"When signing issues are to be addressed, it will be important to get everyone to the table to find out what can and cannot be done. Players will include the City of Lakeside, the Lakeside Chamber of Commerce, Oregon Travel Information Council, Oregon Department of Transportation, Oregon State Parks, the Oregon Dunes National Recreation Area, Coos County Parks, Interested Lakeside civic organizations and private businesses."

Culture/Arts Initiative

The Culture/Arts Initiative, created by the Lundquist School of Business at the University of Oregon provides some foundational actions to brand and strengthen the identity of Lakeside. This document does not directly suggest wayfinding improvements, but does help strengthen some of Lakeside's key destinations. The actions suggested in the initiative support the need for a more effective wayfinding system to increase a tourist economy in Lakeside's Downtown Business District.

D. RECOMMENDED ACTION AREAS

I. GETTING STARTED

1. *FORM A COLLABORATIVE WAYFINDING COMMITTEE*
2. *DEVELOP CITYWIDE BRAND AND STYLE GUIDELINES*

II. ESTABLISHING A SYSTEM

3. *DEVELOP ATTRACTIVE GATEWAYS ON HIGHWAY 101 AT THE INTERSECTION OF 8TH ST. AND AIRPORT WAY*
4. *ESTABLISH LOCATION(S) FOR LOCAL ADVERTISING AND EVENTS SIGNAGE*
5. *ENHANCEMENTS ON MAJOR VEHICULAR AND PEDESTRIAN ROUTES*
6. *REDUCE SIGN CLUTTER*

III. REFINING EXISTING SYSTEM

7. *MAXIMIZE BANNER SYSTEM*
8. *UTILIZE PUBLIC ART TO PROMOTE WAYFINDING*

I. GETTING STARTED

1. ***FORM A COLLABORATIVE WAYFINDING COMMITTEE***
2. ***DEVELOP CITYWIDE BRAND AND STYLE GUIDELINES***

1. FORM A COLLABORATIVE WAYFINDING COMMITTEE

The first step toward implementing an effective wayfinding system is to form a team of stakeholders that have a vested interest in the long-term goals of the community.

A wayfinding committee should use this report along with the guidance of existing documents to prioritize goals and strategies. City leadership is imperative to the success of this project.

Some of the necessary stakeholders might include representatives from:

- ***City Council***
- ***Planning commission***
- ***Chamber of Commerce***
- ***Oregon Department of Transportation (ODOT)***
- ***Coos County Parks and Recreation***
- ***Local businesses***

Actions

- Identify key stakeholders who have an interest in Lakeside's wayfinding system.
- Form a steering committee headed by the city that meets regularly throughout the duration of the wayfinding project. Develop a clear purpose for the committee.

2. DEVELOP CITYWIDE BRAND AND STYLE GUIDELINES

Wayfinding is an essential branding tool that can influence a sense of place or a person's experience within a city. Signage is not only informational, but also carries a distinct message about the character of the city and its assets through its style and choice of destinations featured.

Before any individual signs are designed and fabricated, decisions should be made between city leaders and the wayfinding committee to determine guidelines for future city-wide branding. Specific actions including; website, social media and community development have already been laid out in the Arts and Culture Initiative developed by the Lundquist School of Business. As Lakeside grows, a cohesive image for branding and wayfinding will help reinforce Lakeside's identity for residents and visitors.

Lakeside's strong identity with Tenmile Lake and overall strength as an outdoor recreation destination should continue to be emphasized.

Actions

- Undergo a collaborative, City-sponsored process to establish a citywide brand and style guidelines that take into consideration the prior work done to brand the downtown.
- Adopt style guidelines for all City-sponsored materials including printed and digital documents, website and social media, temporary and permanent signage, and public art.
- Develop wayfinding sign designs that are highly functional but also reflect the unique character of the place. It is recommended to hire an outside contractor to develop final signage designs.

II. ESTABLISHING A SYSTEM

3. DEVELOP ATTRACTIVE GATEWAYS ON HIGHWAY 101 AT THE INTERSECTION OF 8TH ST. AND AIRPORT WAY
4. ESTABLISH LOCATION(S) FOR LOCAL ADVERTISING AND EVENTS SIGNAGE
5. ENHANCE MAJOR VEHICULAR AND PEDESTRIAN ROUTES
6. REDUCE SIGN CLUTTER

3. DEVELOP ATTRACTIVE GATEWAYS ON HIGHWAY 101 AT THE INTERSECTION OF 8TH STREET AND AIRPORT WAY

North Gateway (Highway 101 and 8th Street)

South Gateway (Highway 101 and Airport Way)

Improving the gateways along highway 101 is imperative to identifying Lakeside, and orienting travelers to Lakeside's downtown business district. The City of Lakeside must follow ODOT Entrance Program and MUTCD guidelines and should work with ODOT and Highway 101 business owners to enhance these areas. *Lakeside's "101" Vision* provides various strategies and design ideas for the improvement of these two primary entries into town.

North Gateway Conceptual Rendering

Actions

- Develop site-specific landscape and signage plans for 8th Street and Airport Way to improve sense of arrival and support Lakeside's unique identity.
- Consider prior work done in Lakeside's "101 Vision" document to improve gateways and the overall appearance of the 101 corridor
- Remove unnecessary signage
- Work with ODOT/property owners

4. ESTABLISH LOCATIONS FOR LOCAL ADVERTISING AND EVENTS SIGNAGE

http://www.propelstudio.com/project/lents-grown-kiosk/

Kiosks

The installation of informational kiosks can provide directional information while also displaying advertising for local businesses, annual events, and additional area attractions. These kiosks should be located in high visibility, public areas (see Strategy Implementation map).

Digital sign boards and QR codes

City officials have expressed interest in digital sign boards and other technology on signage. LED sign boards and QR codes can be incorporated into kiosks to provide additional wayfinding and advertising information.

Tourist oriented directional signage

Tourist oriented directional signs can be used along highway 101 for businesses to advertise. Consolidating directional and destination signage at major decision points will help eliminate signage clutter. More can be found on TOD signs and specific service signs on Oregon Travel Experiences website: http://ortravelexperience.com/for-businesses/sign-programs/.

Actions

- Install information Kiosks at strategic locations
- Use Tourist Oriented or Specific Service signs

5. ENHANCE MAJOR VEHICULAR AND PEDESTRIAN ROUTES

There are various ways that the major routes (see Strategy Implementation map) people enter into and travel through Lakeside can orient visitors while also strengthening the identity of the community. The recent investment in sidewalk construction, and the installation of lights and a banner system in the downtown business district, provide a more lively and accessible feel.

Recent investment in downtown sidewalks and banner system adds a welcoming feel.

As funding is available, projects that promote pedestrian and bicycle travel along all the major routes should be implemented. The addition of sidewalks along Park Avenue and North Lake Rd., between 8th and 11th streets, will create a greater connection between downtown and the major attraction of TenMile Lake County Park. Likewise, it will be worthwhile to invest in bicycle lanes that connect the downtown to highway 101 and to Osprey and Northlake RV parks. As the Oregon Coast Bike Route is promoted it will be beneficial to get Lakeside recognized as a "need to see" destination.

Park Avenue is a primary connection between the downtown business district and Tenmile Lake.

While sidewalks and bicycle lanes promote more accessible travel within town, repetitive plantings and placement of sculptures or other local art can act as landmarks to orient travelers along these major routes. Artistic site interventions, like sculptures should be designed to help promote Lakesides unique creative identity. All decisions made for landmark art, design and placement, should be reviewed and passed by the wayfinding committee.

Actions

- Improve pedestrian and bicycle access as funding is available
- Use aesthetically pleasing community artwork along routes for orientation
- Install uniform roadside plantings

6. REDUCE SIGN CLUTTER

Since the development of the *Lakeside 101 Vision,* some progress has been made to remove unnecessary signage. There continues to be repetitive and cluttered signage along 101 and at key decision points within the downtown business district. Some of the ideas mentioned in the *local events and business advertising* section of this report may help consolidate signage and eliminate some of this clutter. With the introduction of any new signage for key destinations, consideration is needed in signage design and placement to ensure that major decision points do not continue to become cluttered with signs. The *map for key destinations and decision points* locates major intersections where signage is most important and yet should be limited.

Examples of existing sign clutter at major decision making intersections

South Gateway at Airport Way

Intersection of 8th Street and Airport Way

The City should identify thresholds or limits for how many signs can be at intersections. They should work with local businesses to assure that alternative advertising options are available so as to not clutter major intersections. It is important to note that too much signage can be counterproductive to good wayfinding, making it more confusing and thus difficult for visitors and residents to find their way to their intended destination.

Example of combined destination guide signage

Actions

- Establish thresholds or limits for the number of signs at key intersections.
- Remove redundant signage.
- Consolidate signage using combined Tourist Oriented, Community Wayfinding and Destination guide signage.

III. REFINING EXISTING SYSTEM

7. MAXIMIZE BANNER SYSTEM
8. UTILIZE PUBLIC ART TO PROMOTE WAYFINDING

7. MAXIMIZE BANNER SYSTEM

A robust banner system can reinforce identity, promote events, provide wayfinding directions, and generally strengthen the aesthetic of downtown Lakeside. Popular events like the Lakeside Brewfest and Crawdad Festival should be promoted with the banner system.

Actions

- Utilize banners to advertise events and attractions. For example, the Lakeside Brewfest and Crawdad Festival.

8. UTILIZE PUBLIC ART TO PROMOTE WAYFINDING

Wayfinding structures and public art can go hand-in-hand. Lakeside is a unique, creative community and has an opportunity to use public art to enrich its wayfinding system. Explicit directional information or simple imagery evocative of the place can be integrated into public art to reinforce a person's sense of place. A well located wayfinding mural on a building or sculptural landmarks along major routes, signifying entryways or denoting thresholds are examples of combining wayfinding and public art. Using public art for these wayfinding projects also opens up additional funding opportunities.

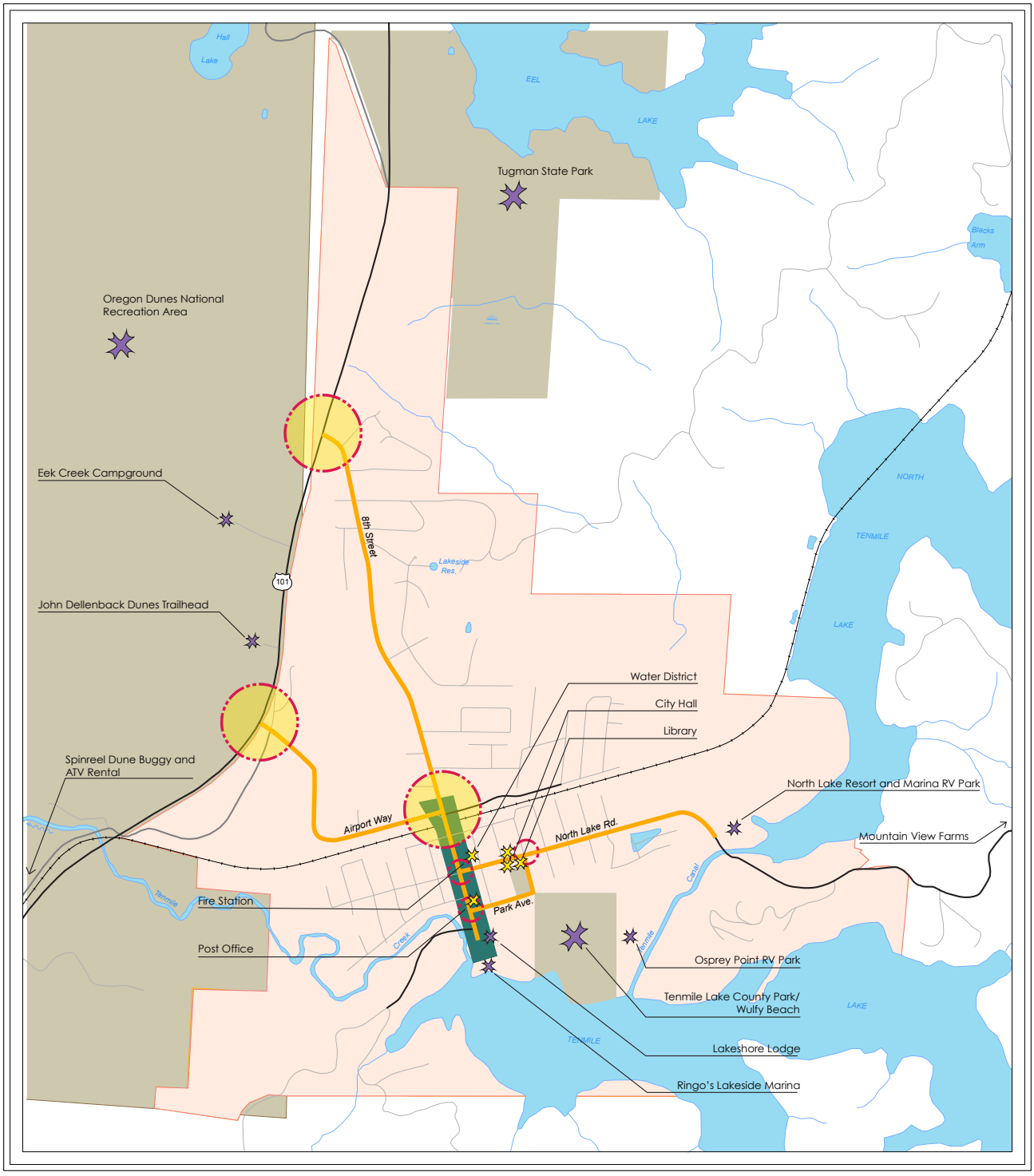
These examples illustrate how public art can be used for wayfinding while also adding creative interest and enhancing a sense of place.

Actions

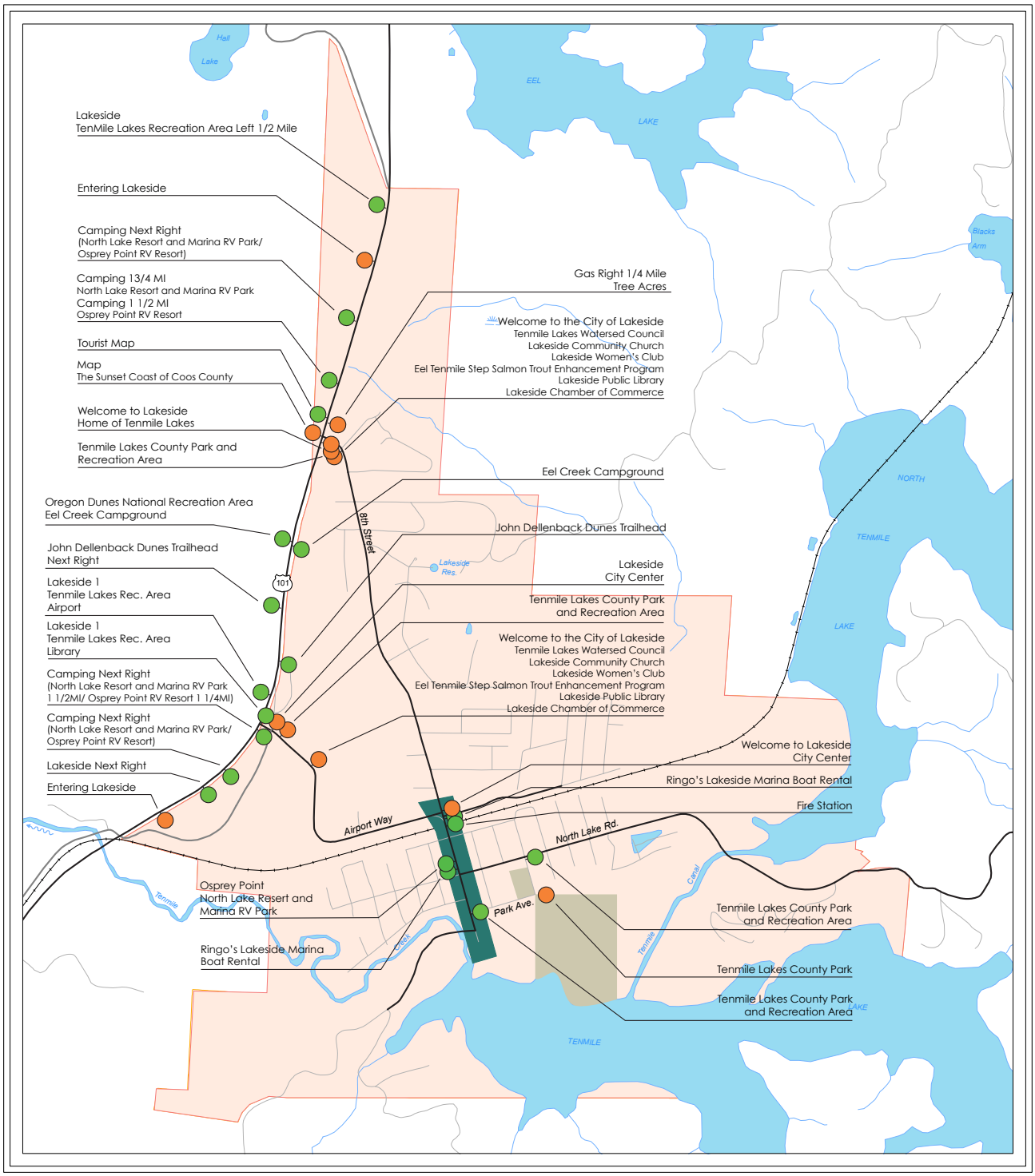
- Identify key areas to use public art for wayfinding purposes.
- Include public art support in wayfinding funding proposals.
- Collaborate with local artists to create wayfinding public art projects.

E. MAPS

I. MAP OF KEY DESTINATIONS AND DECISION POINTS
II. MAP OF EXISTING SIGNAGE
III. MAP OF ACTION AREAS



Map of Key Destinations and Decision Points



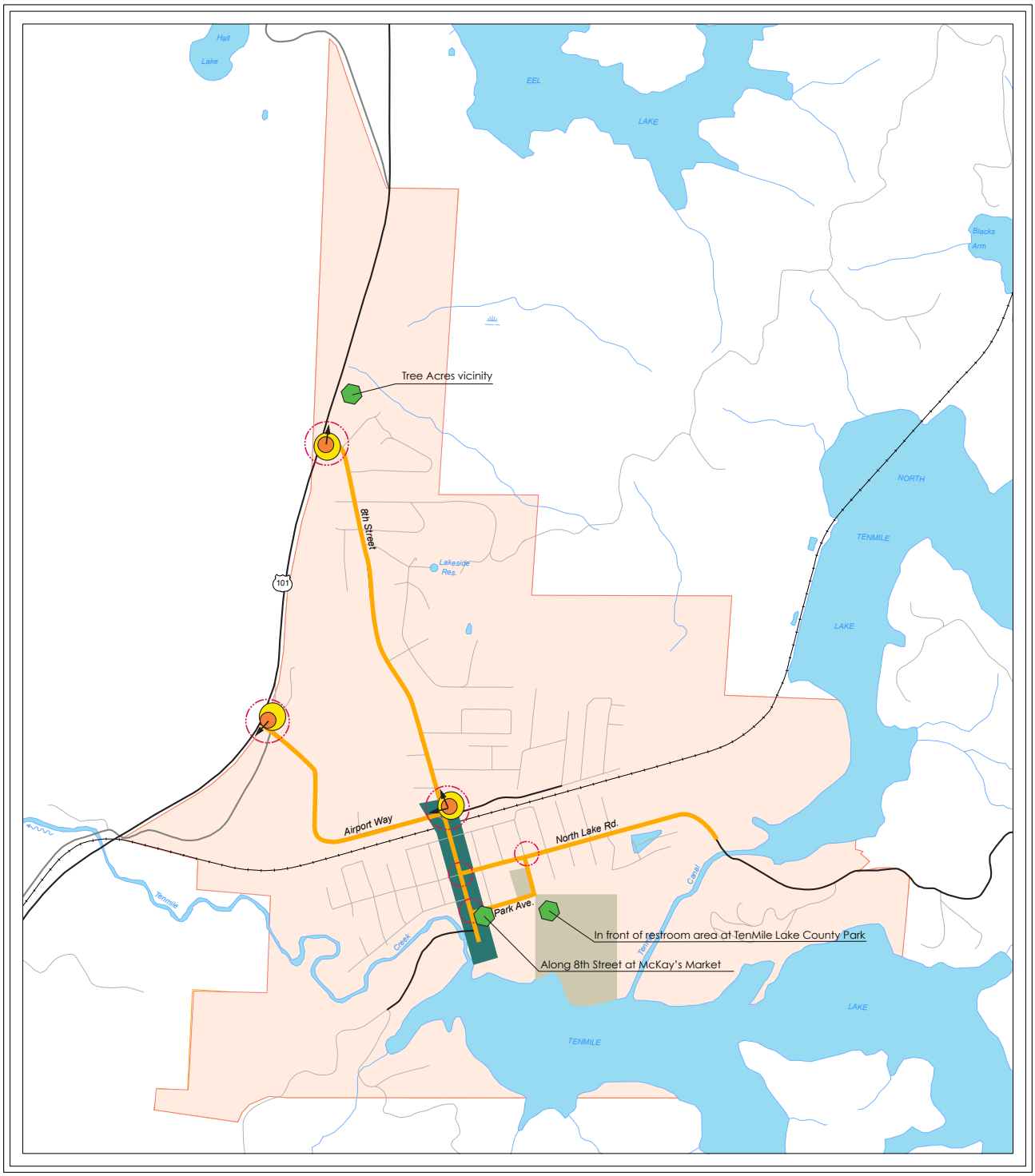
0 500 1,000 2,000 Feet

N

Map of Existing Signage

General Information Signs
Directional Signs
Lakeside City LImits
Downtown Business District
Public Open Space

* Other signs are present that are not included on this map. These signs include: High-way warning and regulatory signs, local advertising, event boards, and other temporary signage.


Hall Lake
EEL LAKE
Blacks Arm
NORTH TENMILE LAKE
Tree Acres vicinity
8th Street
101
Lakeside Res.
Airport Way
North Lake Rd.
Park Ave.
Tenmile Creek
Canal
In front of restroom area at TenMile Lake County Park
Along 8th Street at McKay's Market
TENMILE LAKE
0 500 1,000 2,000 Feet
N
Map for Action Implementation
Gateway Signs
Landscape Enhancements
Potential Kiosk Location
Decision Points
Major vehicular and pedestrian routes
Public Open Space
Lakeside City Limits
Downtown Business District
LAKESIDE

F. APPENDICES

I. POTENTIAL FUNDING SOURCES
II. ADDITIONAL RESOURCES

I. Potential Funding Sources

- Oregon Department of Transportation (ODOT)
- Travel Oregon
  http://industry.traveloregon.com/industry-resources/matching-grants-program/
- Ford Family Foundation Grants
  http://www.tfff.org/what-we-do/vital-rural-communities/community-economic-development/community-development
- Oregon Community Foundation Grants
- Oregon Arts Commission Grants
- Transient Room Tax
- Federal Transportation Administration funds
- Community Development Block Grants (CDBG)

II. Additional Resources

- Oregon Travel Experiences
  http://ortravelexperience.com/for-businesses/sign-programs/
- League of Oregon Cities
  http://www.orcities.org/CityResources/FundingGrantOpportunities/tabid/847/Default.aspx
- Rural Development Initiatives
  http://www.rdiinc.org/