

# City of Rockaway Beach Wayfinding Plan

November 2019



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## Introduction

With its 7 miles of uninterrupted, sandy beach and more than 23 public access points throughout town, Rockaway Beach offers visitors a singular experience on the Tillamook coast. Rockaway Beach’s family vibe is enhanced by the myriad festivals and activities available year-round and the majestic view of Twin Rocks is unrivaled.

A visitor’s memorable coast experience depends on them finding their way to friendly villages like Rockaway Beach—navigating unfamiliar areas easily; locating the attractions they traveled here to see; and discovering new adventures along the way.

With these objectives in mind, the City of Rockaway Beach is partnering with Visit Tillamook Coast, the County Department of Public Works and the Oregon Department of Transportation to improve wayfinding and the visitor experience in Tillamook County. Quality wayfinding on the Tillamook Coast will make for more enjoyable

destination trekking, and enhance the cohesion and economies of local communities by developing tools unique to each community while providing a unified connection to the overall Tillamook Coast visitor experience.

Visit Tillamook Coast’s Wayfinding Master Plan designs will ensure that the City of Rockaway Beach’s wayfinding system offers a distinctive look and feel but is compatible, visually and style-wise, with the planned county-wide system.

## The Visitor Experience: Connecting People to Place

A memorable visitor experience on the Tillamook Coast connects people to place. Its success depends on travelers easily finding their way around unfamiliar areas, locating the attractions they traveled here to see, and potentially discovering new adventures along the way. This journey involves both tangible and intangible factors. Clear and easy directions, finding your way without getting lost, feeling welcome, engaging with locals—these all work together to meet travelers' needs and expectations. Here in Rockaway Beach, sharing special places and making visitors feel welcomed is the easy part. But what else can we provide to aid enhance that experience?



**Follow Me to Rockaway!**  
Beach Bonfires are a tradition in Rockaway Beach. On a clear summer evening, the beach is speckled with bonfires large and small.

Effective wayfinding—making sure travelers have all the information they need to enjoy their time in Rockaway Beach—not only helps visitors appreciate your special stories and way of life, but enhances the cohesion and economies of your community.

How? By developing tools unique to each community, wayfinding can provide a unified connection to a visitor's overall Tillamook Coast visitor experience. This rewarding and authentic experience will be one that travelers will want to repeat. Wayfinding fits in when it enhances the a visitor's memories of their experience by making it easier to organize them. A village theme that reflects the core of your community will be retained in a visitor's psyche. Rockaway Beach's unique persona will then create a point of interest, connecting visitors to place.

The Rockaway Beach wayfinding program represents the intersection of landscape, streetscape and servicescape—a place where all three meet to create communication and dynamic interactions that enhance the visitor experience.



On a coast visit, nature and **landscape** are a top priority. With this in mind, more municipal gardens and flower beds in the city would create a superior environment.

On Rockaway Beach's **streetscape**, an assessment should be conducted to evaluate and correct man-made elements that detract from a visitor's perspective, such as damaged roads, chaotic signage and power lines.

Finally, the **servicescape**—the physical environment in which visitors and services interact—is highly influenced by wayfinding's key directives of signage scale, materials, placement and color. This component is further addressed in the pages that follow in this report.



## The Case for Good Wayfinding

Beyond the need for basic navigation, identification and information, wayfinding systems serve an important role by defining a sense of place. In today’s economic climate, it is not enough to simply know “You are Here.” Rather, it’s essential to engage the visitor and build an environment that illuminates and promotes “here.”

Wayfinding—knowing where you are, where you want to go, and how to get there—was one of the primary needs identified when the tourism program was first established in the 2014 Tillamook County Tourism Asset Mapping Report, and one which was given high priority. A clear and attractive wayfinding system is essential to developing a program of tourism promotion and marketing, capable of guiding residents and visitors alike throughout our county while also enhancing their understanding and experience of these amazing places.

Kiosks, directories, banners, interpretive elements and even regulatory signs can all enrich a visitor’s experience. They bring awareness of different points of interest in Rockaway Beach—retail districts, historical areas and landmarks that visitors may not know about and that may not be included in navigation technologies. They offer stories and traditions from the past. These added benefits of wayfinding not only enhance the spirit of Rockaway Beach but in a very tangible way they help to create a cohesive brand—all while sustaining economic vitality and viability.

Wayfinding—  
more than getting you  
from point A to point B



**References**  
Tillamook – Wayfinding Technical  
Memo, Tillamook Area  
Chamber of Commerce –  
November 2016  
“Visit Tillamook Coast Wayfinding  
Master Plan – Final Plan 2017”

## **How Wayfinding Works: Creating a Better Visitor Experience in Rockaway Beach**



## Streetscape

A welcoming streetscape should strive to give the impression of a town or village's inherent sense of pride. Throughout the world, visitors are drawn to quality environments that effectively blend the natural with the man-made. We recommend that attention be paid to reduce streetscape sign clutter, which distracts from the visitor experience visually and economically and at a minimum, offers unclear messages. With many types of signs on your streetscape when do you lose your quaint township to signage.

The following guidelines can assist the placement of all streetscape elements:

- 👁️ **Wisely allocate space:** when street space is limited, elements can conflict with one another, limit visibility, and create a sense of clutter. All streetscape elements should be located with consideration for the requirements and constraints of other streetscape elements that may be placed on the street.
- 👁️ **Accommodate pedestrian needs:** the placement of streetscape elements should allow for the comfortable and efficient flow of pedestrians.
- 👁️ **Be enjoyable:** streetscapes should provide a diversity of amenities and spaces for public enjoyment and include elements of surprise and variety that reflect the spirit of Rockaway Beach.
- 👁️ **Strive for “wholeness”:** the layout of streetscape elements should emphasize “wholeness”— placements that look at an entire block or corridor rather than individual elements situated in a piecemeal fashion. Be consistent with long-term goals for the design and function of the entire street.





## Methodologies

To ensure the success of the process, a new Wayfinding Plan should be guided by the following principles:

- ➔ **Systematic**—the plan becomes a system with each component playing a role in guiding visitors and residents. Wayfinding elements should fit together and be recognized as part of a system even though they may be different sizes and designs.
- ➔ **Consistent**—wayfinding elements should be consistent in their branding and use.
- ➔ **Adaptable**—wayfinding components need to be adaptable to serve a variety of purposes, including branding, visitor and resident orientation, improved traffic flow and support of economic development.
- ➔ **Sustainable**—as the wayfinding system is installed and built out, it will be critical to develop a maintenance schedule with clear lines of responsibility for taking inventory, inspection and cleaning. Managing the addition or subtraction of destinations as well as expansion into new areas will be ongoing. Annual budgets should allow for regular maintenance and for future replacement as needed.
- ➔ **Growth**—once the initial components are completed, they should be evaluated and any changes incorporated. Future phases may evaluate a downtown wayfinding connection to city parks and recreation locations; review the streetscape environment with regard to removal of unauthorized signs and obsolete elements; and ensure that any additions are made using the above principles as guidance.



City of Tillamook  
Gateway sign installation



## Design Toolbox

Creating a cohesive and effective wayfinding program involves many elements of communication. Visuals, fabricated materials, and messages united to make a compelling experience for visitors and residents. The balance of high quality components that are coordinated into different sign types correspond to each wayfinding objective. Each of these is a tool in making signage, gateways and displays that will inspire visitors and neighbors to celebrate Rockaway Beach.

The **Design Toolbox** brings together different disciplines, aesthetics and standards in making a public connection. In our toolbox you'll find the following:

TYPOGRAPHY

DIRECTIONAL ARROW

COLORSCAPE

ROCKAWAY BEACH'S COLOR PALETTE

VTC COLOR PALETTE

LOGO

LEGIBILITY

WAYFINDING SYMBOLS

MATERIALS

FABRICATION METHODS





## Design Toolbox **Typography**

Typography is a powerful tool in the City of Rockaway Beach’s Wayfinding Plan. The city’s unique character—its historic railroad and mill town roots—can be expressed through the consistent use of a suitably expressive type font. Clarity and wayfinding standards are critically important objectives for legibility and contrast.

In selecting a **unique font for Rockaway Beach**, our criteria included features of ruggedness, boldness and heritage. The font “Rockwell” has a distinctive style which will also lend itself well to design details in signage applications. The font Rockwell was also chosen to complement the Rockaway Beach logotype.

A large, bold, blue letter 'R' in a serif font, representing the Rockwell font style. The letter has a thick vertical stem, a curved top, and a diagonal leg that ends in a horizontal base.

**Rockaway Beach**



## Design Toolbox **Typography**

“Rockwell” creates a unique visual persona, distinctive and memorable. The font pays tribute to Rockaway Beach’s historic past. The font is adaptable to many title applications in wayfinding, government and merchandising.

# Rockaway Beach

Rockwell Regular

Rockwell Regular, Bold and Extra Bold are used in interpretive components for titling, kiosk and map applications

abcdefghijklmnopqrstuvwxy  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890&

Rockwell Bold

**abcdefghijklmnopqrstuvwxy  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ**

Rockwell Extra Bold

**abcdefghijklmnopqrstuvwxy  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ**

Secondary font “PT Sans Pro” from the VTC marketing masterplan. A versatile, modern font used in paragraph text, wayfinding and smaller title applications

PT Sans Pro has been added for secondary applications. This multipurpose face is clean and modern and complements Rockwell, the primary font. PT Sans Pro is also a part of the VTC Masterplan.

PT Sans Pro Regular

abcdefghijklmnopqrstuvwxy  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890&

PT Sans Pro Bold

**abcdefghijklmnopqrstuvwxy  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890&**



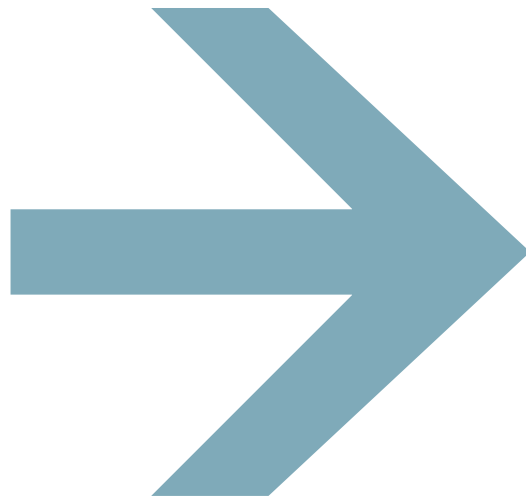
## Design Toolbox **Directional Arrow**

In its simplest form, an arrow is a line with a triangle affixed to one end, used to point or indicate direction. For the City of Rockaway Beach wayfinding program, the arrow extends navigation and points to the next visitor attraction and experience.

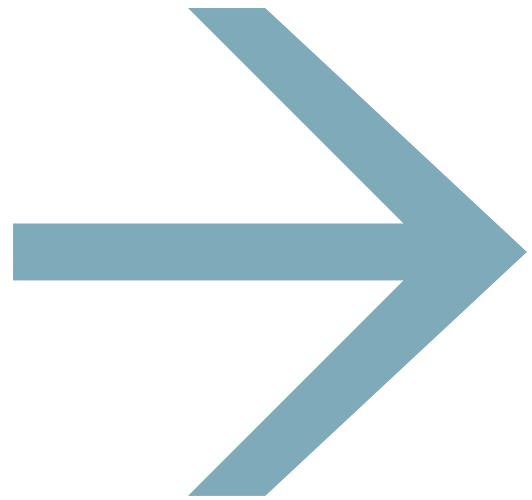
Two arrows have been designed within the Tillamook County Wayfinding Master Plan with clarity, and uniqueness in mind. Each has its own distinct application, but together they unite all elements of this design plan.

The **bolder arrow** is used on directional signage for vehicular traffic. The **light weight arrow** is used on sidewalk pedestrian wayfinding signage. These alternate weights ensure the best legibility standards.

**NOTE:** *These Directional Arrow standards applies only to signs in this plan that are NOT located and regulated by ODOT and County Sign Policy Guidelines.*



**Bold Arrow:**  
Directional Signage for Vehicular Traffic



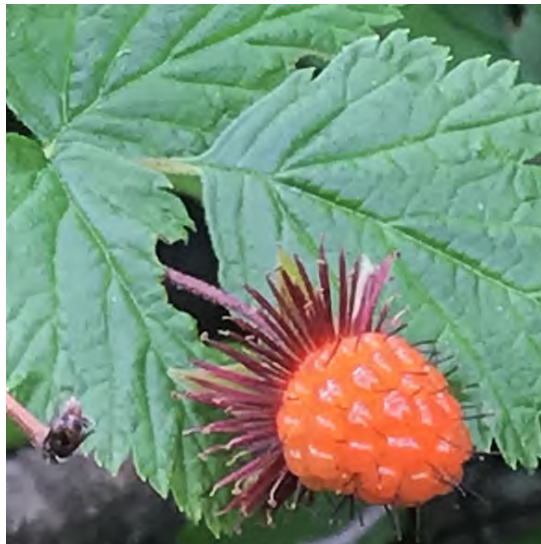
**Light Arrow:**  
Pedestrian Wayfinding Signs





## Design Toolbox **Colorscape**

Directly or indirectly, colors reflect a sense of place and add insight to an understanding of the city's historic past and charming present. The Rockaway Beach **colorscape** tells a story. Colors are distinctive, connecting visitors to your town's environment, events and spirit, with the color names in the palette reflecting local pride. Color also brings unity to design and promotion endeavors, while complementing community branding.





## Design Toolbox **Rockaway's Color Palette**

Color is one of the most powerful design elements you have in your toolbox. It can be inspirational, and more practically, it is the glue that holds together the many parts of a wayfinding plan. This is evident in nature, when we identify a unique landscape by its color, and audiences are very aware of it within our consumer culture.

The color palette created for wayfinding in Rockaway Beach can be extended to branding and a broad range of visual communication. The colors exhibit a confluence of sea, land, sky, animals and people—creating an interesting and bold dialogue. The primary color shown below—Humpback Blue—is a color drawn from the existing Rockaway Beach logo.

Colors are specified by common color name and CMYK formulas.







## Design Toolbox Visit Tillamook Coast Color Palette

The Visit Tillamook Coast's endeavors also has it's own branding and color palette. The palette utilizes a palette of high-performance colors selected for promotional, standardized and memorable communications. The unique Rockaway Beach and VTC palettes will be seen together at times and should work hand in hand. All these colors are to reflect the coast, and to create a scheme of synergy. Colors below specify CMYK formulas.



	Forest	86c 45m 81y 49k
	Clay	23c 43m 58y 2k
	Coast	73c 27m 20y 0k
	Earth	44c 74m 81y 59k
	Sand	3c 20m 29y 0k
	Sage	66c 35m 56y 11k





## Design Toolbox **Logo**

Rockaway Beach's logo is a cornerstone of community and tourist communication. It is the visual reference for understanding your unique coastal village.

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The iconic landmark of Twin Rocks—massive rock outcroppings visible from the Rockaway Beach coastline—grace the town's primary logo. The accompanying logotype beneath is evocative of Rockaway Beach's 7-mile coastline, drawing the eye inward to the mark's visual center point.

The logo should be utilized in wayfinding instances when it can be presented well and identify a sense of place. The Gateways, for example, are an ideal application, and the logo should also be seen in

instances where interpretive and community events information is offered.

The decorative, light quality of the font treatment used in this primary logotype may make it less than effective in wayfinding applications. The font may require adjustment or replacement to enable proper scaling and good visual contrast. This should be able to be accomplished without compromising the essential character and quality of the logo.

**ROCKAWAY BEACH**

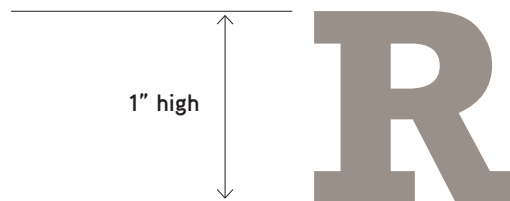


## Design Toolbox **Legibility**

Typography and pictograms are powerful tools, but both need to be implemented properly to attain their full potential. Where do scale and legibility truly matter? The key for any wayfinding sign is finding the right dimensions for the unique needs of a particular place.

There are many factors to consider when deciding letter height on signage. The rule of thumb in most studies is letter forms should be clearly legible from 30 feet per inch of height. If the typography is used along a road, speed and time are other key factors. Testing scale allows us to evaluate the effectiveness of wayfinding elements within the environment.

LETTER HEIGHT	READABLE DISTANCE FOR MAXIMUM IMPACT	MAXIMUM READABLE DISTANCE
1"	10'	30'
2"	20'	60'
3"	30'	90'
5"	50'	150'
7"	70'	210'
10"	100'	300'
12"	120'	360'
15"	150'	450'
18"	180'	540'
24"	240'	720'
30"	300'	900'
36"	360'	1080'



Example: if a sign will be viewed from 300 ft the recommendation is for letter height to be between 10 in and 30 in tall

Source: Stouse Signs  
<http://blog.stouse.com/4-critical-factors-signage-letter-size-visibility/>

 **Design Toolbox** **Wayfinding Symbols**

Non-verbal pictograms help reinforce written messages and are recognized quickly. Picture reading is universal and fun in wayfinding communication. Bringing diverse systems of symbols together is sometimes a challenge, and often there's great benefit to creating a distinct set of symbols unique to a project.

*A sampling of symbol forms utilized in the program.*

*A full menu of icons are being developed for the VTC program.*



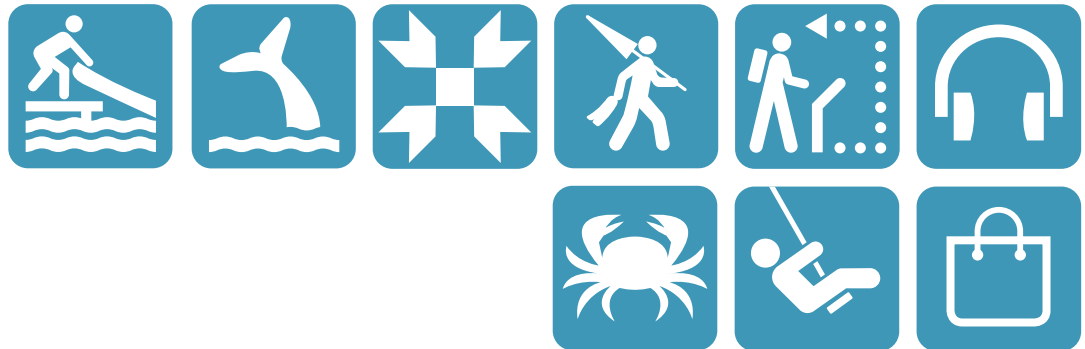
Visitor Services



Business Categories



Recreation



Safety

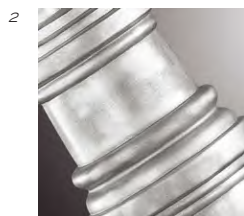




## Design Toolbox **Materials**



Rockaway Beach’s sign structures honor its architectural and heritage. The graphics create a unified program and give visual cues to this unique village on the Oregon Coast. Constructed of regional materials with local craftsmanship sensibility, the plan’s materials palette incorporates regional materials such as substantial unfinished timber (which will weather), river rock bases, exposed craftsman hardware and slotted sign faces.



A wayfinding program is meant to last for a long period of time, sometimes as long as 20 years, so specified technologies and fabrication are crucial to longevity in the field. With the client, we will evaluate the elements of cost, performance, environment, vandalism, maintenance and flexibility.

### Posts

**Gateways:** Western red / Port Orford Cedar—UV inhibitor

**Directionals:** pressure treated wood—UV inhibitor, aluminum—powder coated

**Kiosks:** pressure treated wood—UV inhibitor



### Bases

**Gateways:** local river rock, bases should be engineered

**Kiosks:** custom, metal hardware—powder coated, concrete footed



### Sign Faces

**Gateways:** painted aluminum “boards” mounted to solid background of same color, with “grooves” created by spaces between boards. Additional graphics layer cut from aluminum, flush mounted to minimize vandalism

**Directional & markers:** powder coated aluminum panels with laser cut vinyl graphics

**Kiosks:** HPL panel, powder coated aluminum panels with laser cut vinyl graphics. Display case



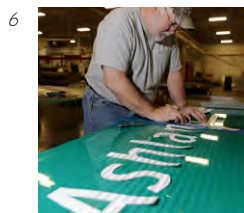
### Hardware

**Hardware, gussets and end-caps:** Galvanized steel, welded joints. Painted finish or sealed finish

**Kiosks:** Metal roofs

**Directionals:** Direct bury in new concrete footing or buried J-bolts with plate and through-bolts

**Lamps:** Gateways and kiosks



### Banners

**Material:** 13-18 oz vinyl; or 10 oz vinyl mesh. Nylon threading, hemmed.



1 powder coated aluminum panels

2 cast aluminum post finials

3 pressure treated wood

4 steel brackets, hardware and ties

5 river rock bases

6 vinyl graphics

7 high pressure laminate panels

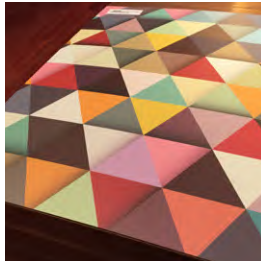
**ashrub** sun-3 to 30 ft. **source?** Moist soil or in upl.



## Design Toolbox **Fabrication Methods**

### **Vinyl**

Polyvinyl chloride (PVC) film that, in sign-making, is backed with an adhesive that creates a strong bond to a variety of impervious surfaces when pressure is applied. The application and removal process is fairly easy for a professional sign shop. Vinyl graphics typically last an average of twice the life expectancy of most paints used in traditional applications. Long-term UV exposure can shorten the life of this process.



### **High Pressure Laminate (HPL)**

This signage process uses heat and pressure in fabrication, resulting in a final product that is a permanent fusion of image and HPL that does not de-laminate, separate, crack or peel. Signs and murals are generally impervious to moisture and resistant to UV rays, scratching, impact damage, and graffiti. Digitally printed subsurface images, with unlimited color, are fused into a single panel with phenolic and melamine resins. HPL lifespan is generally guaranteed for 10 years.



### **Paints and Coating**

These items generally have the most visual manifestation of wear over time. Technology has extended longevity greatly in the last few years, but it is important not to underestimate the environment's impact on fading.



# Rockaway Beach Wayfinding Locator Map



- W1 - W3** Gateways
- W4 - W5** Visitor Kiosks
- S1** Phyllis Baker Park Interpretive
- S2 - S9** Forest Boardwalk Interpretives
- S10 - S19** Beach Access Trailheads & Lake Access
- S20 - S28** "Voices from the Past" Interpretives (Downtown locations TBD; not shown on this map)
- D1 - D11** Pedestrian, Parking and Destination Directionals
- D12** Restroom Directionals (various locations TBD; not shown on this map)

- W2** Wayfinding Signs pgs 26-30
- D1** Directionals pgs 31-36
- S14** Interpretives pgs 37-41
- 1** ODOT and County sign recommendations pgs 46-47

- N 3rd and N Coral / NW corner / destination directional—Phyllis Baker Park
- N 3rd and N Falcon / NE corner / destination directional—Phyllis Baker Park
- N 3rd Ave / NE corner at post office / pedestrian directional **with MAP**
- N 2nd Ave / NE corner in front of market / pedestrian directional
- Hwy 101 / NW corner near train depot shelter / pedestrian directional
- S Nehalem Ave / SE corner near crosswalk and bank / pedestrian directional
- S 2nd Ave / SE corner / pedestrian directional
- Anchor Street and S 2nd Ave / parking directional
- S 2nd and 3rd Aves / Mid-block / parking directional
- S 3rd Ave / SE corner, City Hall / pedestrian directional **with MAP**
- S 3rd Ave / vehicle directional (ADA beach access, more shopping—south)

## Wayfinding Location Schedule

Sign Type #	Description	Location	Qty	Notes
<b>W1</b>	Gateway	Hwy 101 Northbound at Washington St	1	p 27
<b>W2</b>	Gateway	Hwy 101 Wayside at Scenic Railroad Depot	1	p 27
<b>W3</b>	Gateway	Hwy 101 Southbound at Manhattan Beach Park	1	p 27
<b>W4</b>	Visitor Kiosk	Wayside	1	p 29
<b>W5</b>	Visitor Kiosk	Downtown	1	p 30
<b>D1</b>	Pedestrian Directional	Hwy 101 and S 3rd / SW corner	1	with Map / p 32
<b>D2</b>	Parking Directional	Hwy 101, mid block S 2nd and S 3rd Aves	1	p 33
<b>D3</b>	Parking Directional	Anchor St and S 2nd Ave	1	p 34
<b>D4</b>	Pedestrian Directional	Hwy 101, S 2nd Ave / SE corner	1	p 32
<b>D5</b>	Pedestrian Directional	Hwy 101, S Nehalem / SE corner near crosswalk	1	p 32
<b>D6</b>	Pedestrian Directional	Hwy 101, NW corner near Train Depot shelter	1	p 32
<b>D7</b>	Pedestrian Directional	Hwy 101, N 2nd Ave / NE corner near market	1	p 32
<b>D8</b>	Pedestrian Directional	Hwy 101, N 3rd Ave / NE corner at post office	1	with Map / p 32
<b>D9</b>	Destination Directional	N 3rd Ave and N Coral / NW corner	1	p 33
<b>D10</b>	Destination Directional	N 3rd Ave and N Falcon / NE corner	1	p 33
<b>D11</b>	Destination Directional	S 3rd Ave	1	p 33
<b>D12</b>	Restroom Directionals	Various locations TBD	TBD	p 36
<b>S1</b>	Interpretive	Phyllis Baker Park	1	p 39
<b>S2</b>	Interpretive	Forest Boardwalk at Parking Area Trailhead	1	Entry sign panel / p 40
<b>S3–S9</b>	Interpretives	Forest Boardwalk	7	Rail mounted / p 40
<b>S10</b>	Interpretive (Beach)	Minnehaha & S Breaker St	1	p 38
<b>S11</b>	Interpretive (Beach)	S Breaker St & Washington St	1	p 38
<b>S12</b>	Interpretive (Beach)	Twin Rocks Turnaround—S Breaker & S 9th Ave	1	p 38
<b>S13</b>	Interpretive (Beach)	S Pacific & S 4th Ave	1	p 38
<b>S14</b>	Interpretive (Beach)	S Pacific & S 3rd Ave	1	p 38
<b>S15</b>	Interpretive (Beach)	N Pacific & N 3rd Ave	1	p 38
<b>S16</b>	Interpretive (Lake)	Lake Lytle / Public Pier	1	p 40
<b>S17</b>	Interpretive (Lake)	NE 12th Ave / Boat Launch	1	p 38
<b>S18</b>	Interpretive (Beach)	NW 19th Ave west of Miller St	1	p 38
<b>S19</b>	Interpretive (Beach)	NW 23rd Ave	1	p 38
<b>S20–S28</b>	Interpretives (Voices)	Downtown locations TBD	8	Wall mounted / p 41

## Entering Rockaway Beach from the North

### First Impressions Count

Besides trees, road and sky, it is often signs and gateways that have the potential to capture a visitor's attention





## Design Schematics

Schematic designs show how an integrated family of signs work together—identity, directional, interpretive, and safety. Each sign type has its own visitor service goal, but all are united in a single design standard.

The nature of a schematic design is to convey a concept and direction which can be fulfilled and detailed further in the future if the community accepts these designs. Figures of people have been included in these designs to give a sense of scale. A few have been given approximate dimensions, which will be verified.



GATEWAYS

VISITOR KIOSKS

PEDESTRIAN DIRECTIONALS

PARKING AND DESTINATION DIRECTIONALS

RESTROOM DIRECTIONALS

INTERPRETIVES

DOWNTOWN BANNERS

STREET FURNITURE



## Gateways

The Rockaway Beach wayfinding program is an opportunity to welcome first-time and returning visitors to a quality guest experience. Both the north and south approaches into town give visitors ample time as they approach Rockaway proper along with peekaboo views of the coast and Twin Rocks. With welcoming gateway signs comes the anticipation and opportunity for a visitor to stop and explore Rockaway Beach. Distinctive and well-maintained gateways increase the chances of a visit and perhaps, a longer stay.

The current locations for the two existing north and southbound Rockaway Beach gateway signs on Highway 101 are well placed, as well as a third welcome sign located at the Wayside near the Scenic Railroad Depot.

It's time to revitalize these primary signage structures. The **styling of the sign structures** is welcoming, fresh and in keeping with the Rockaway Beach and Visit Tillamook Coast brands. The sign faces have been modernized, scaled a bit larger, and have been designed for easier maintenance. The materials have been selected for resistance to both weather and

vandalism issues. Color, logos and sign shapes also make the gateways memorable.

A **changeable swing sign** on the gateways offers an area to feature seasonal local events.

In this plan, **design elements incorporate materials** such as substantial timber, river stone bases and with exposed unique craftsman hardware. Sign faces give the appearance of tongue and groove. Lighting is necessary for nighttime and stormy weather conditions.



Anticipating Rockaway Beach!



The existing primary gateway signs for Rockaway Beach are a bit underscaled and the city brand does not look its best.

**Gateways** Schematic Design **W1** **W2** **W3**



The new primary gateway signs are constructed of weather-worthy materials with keynote craftsman styling. Exposed wood, stone, metal substrates, cut dimensional lettering and vintage-style lamps. The graphics are bold, and derived from Rockaway Beach branding. Hanging changeable swing sign offers an area to feature seasonal events. This distinctive sign will be quickly noticed by both returning and first-time visitors.

Main vertical posts are double 8" x 8"

## Visitor Kiosks

Pedestrian kiosks in the Rockaway Beach Wayfinding Plan are visitor information hubs, the most welcoming of hosts. Kiosks are gathering places where travelers meet other travelers and, often, residents. They are places where a community can display their own unique pride and help guide a visitor's adventures. Kiosks are also flexible and expandable at other locations in the future

and can be programmed in many ways—village maps, merchant information and services such as best beach access, parking, trails, water safety and seasonal events.

This plan recommends kiosks at two locations in Rockaway Beach—one at the Wayside and one in the downtown retail core, likely across Hwy 101 from the Wayside.

The **Wayside** design has a small footprint, yet is inviting and noticeable once entering the Wayside entrance, inviting visitors to explore Rockaway Beach and its businesses. Pavilion-like in design, the Wayside kiosk references regional elements—

wood and forged metal—giving it the feeling of a shelter or piece of street furniture, rather than a sign blocking a view. Colorful graphics and a crisp layout on 4 surfaces offer ample area for information and interpretive messages.

The **Downtown** kiosk visually emphasizes the impressive expansive stretch of 7-mile beaches, and downtown merchants row. The design provides both information and street appeal, and is positioned adjacent to a wall or building.

The kiosks employ hefty timbers and rugged hardware. Further discussion is needed regarding tsunami signage needs.

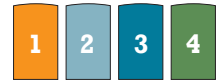
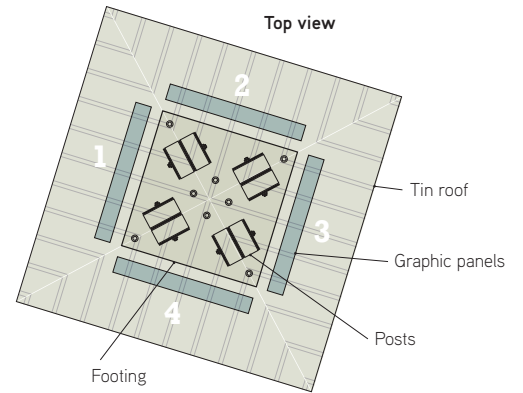


## Wayside Kiosk/Map Schematic W4

Located within the Wayside area, this 4-sided roofed kiosk is constructed of pressure-treated wood and galvanized welded hardware, VTC lettering at top. Tin roof and concrete footing. If additional information and storytelling is desired, a second kiosk should be considered.

### 4 informational panels include:

- Town map
- Location of restrooms, boat and water access
- Park and attraction destinations
- History and interpretive content



4-Graphic panels

Rolled tin roof.  
Wood and welded  
steel framing.



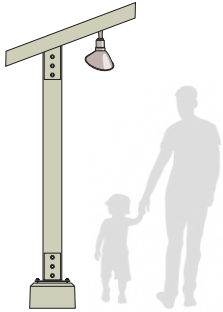
Full-color, high pressure  
phenolic laminate  
graphic panels.  
Heavy gauge welded  
metal framed edge.

Concrete footing (small  
footprint). Substantial  
galvanized and welded  
hardware.

Figure indicates  
scale

## Downtown Kiosk/Map Schematic W5

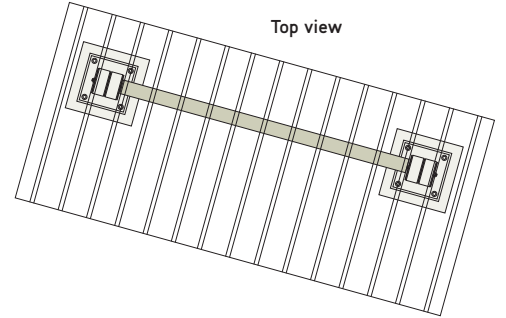
Side view



Located along downtown merchants row, this 1-sided roofed kiosk is constructed of pressure-treated wood, galvanized welded hardware, and full color, high pressure phenolic laminate graphic panels. VTC lettering at top. Tin roof and concrete footing. Heritage-style lamps for night illumination with photocell.

- Town map, with business key
- Walking tour routes
- Location of restrooms, boat and water access
- Park and attraction destinations
- History and interpretive content
- Annual events

Top view



Rolled tin roof. Wood and welded steel framing. Heritage-style lamps.

Full-color, high pressure phenolic laminate graphic panels. Heavy gauge welded metal framed edge.

Concrete footing (small footprint). Substantial galvanized and welded hardware.



Figure indicates scale

## Directionals

Directional signs are an essential tool in wayfinding. Providing navigation has been a primary task for almost any city for millenia. Pedestrian directionals will also enliven the visitor experience and extend helpful services. Directionals will make businesses and destinations more accessible, fun to find and add visual appeal to streetscapes.

Rockaway Beach's geographic boundaries—its long length running parallel to the coast—present a challenge to a visitor's understanding of the town in its entirety. A pedestrian directional system can greatly reduce this confusion since colorful pedestrian wayfinding directionals not only offer information but essentially answer and announce key visitor destinations, ie Parking, Beach Access, International Police Museum, Phyllis Baker Park, etc.

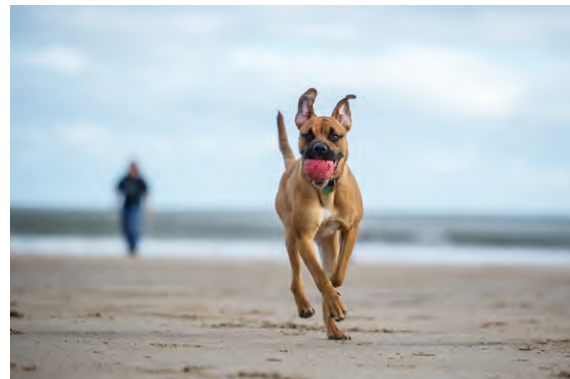
The **pedestrian directional system** follows the VTC design, but utilizes the Rockaway Beach palette and a custom marker—the sandpiper post-topper—that is immediately recognizable and memorable, not to mention kid-friendly!

The signs incorporate multi-panel wayfinding with built-in flexibility where panels can be updated

individually and cost-effective. Merchant names are not recommended on this signage, since not all shops can be included—this would result in an unmanageable sign size and changes would be far too frequent. Instead, maps and kiosks will be adaptable and can include every merchant and be updated seasonally.

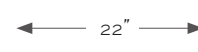
The placement of **directional signage downtown** will need to be considered in view of ODOT's right-of-way. Locating them closer to the private domain of the streetscape (building walls) would be preferable but will rely on the cooperation and collaboration of merchants, city and property owners.

The following pages detail schematics for pedestrian directionals; parking and destination directionals (including beach access); and restroom directionals.



## Pedestrian Directionals Schematic Design D1 D4 D5 D6 D7 D8

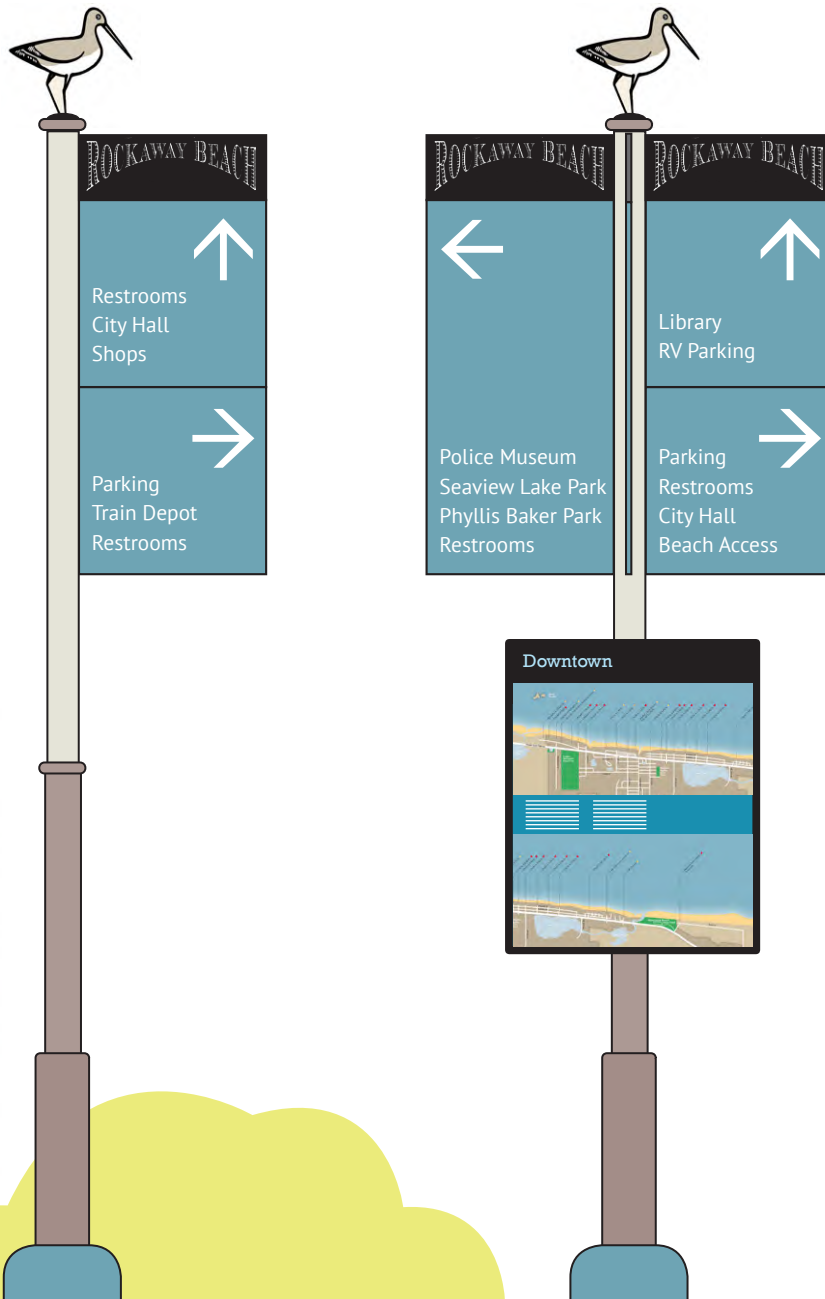
Distinctive Rockaway Beach sandpiper post-topper. Cut from heavy metal, etched, paint filled. Secure-weld for anti-vandalism.



Where permitted or where outside ODOT's ROW, a sidewalk, self-standing directional sign system will be of great value to visitors.

Typography is cut vinyl—flexible and cost-effective.

Varying number of panels offers flexibility—from one single small panel to a maximum of 4 large panels.



Wayfinding pole with additional downtown map (36" x 28")



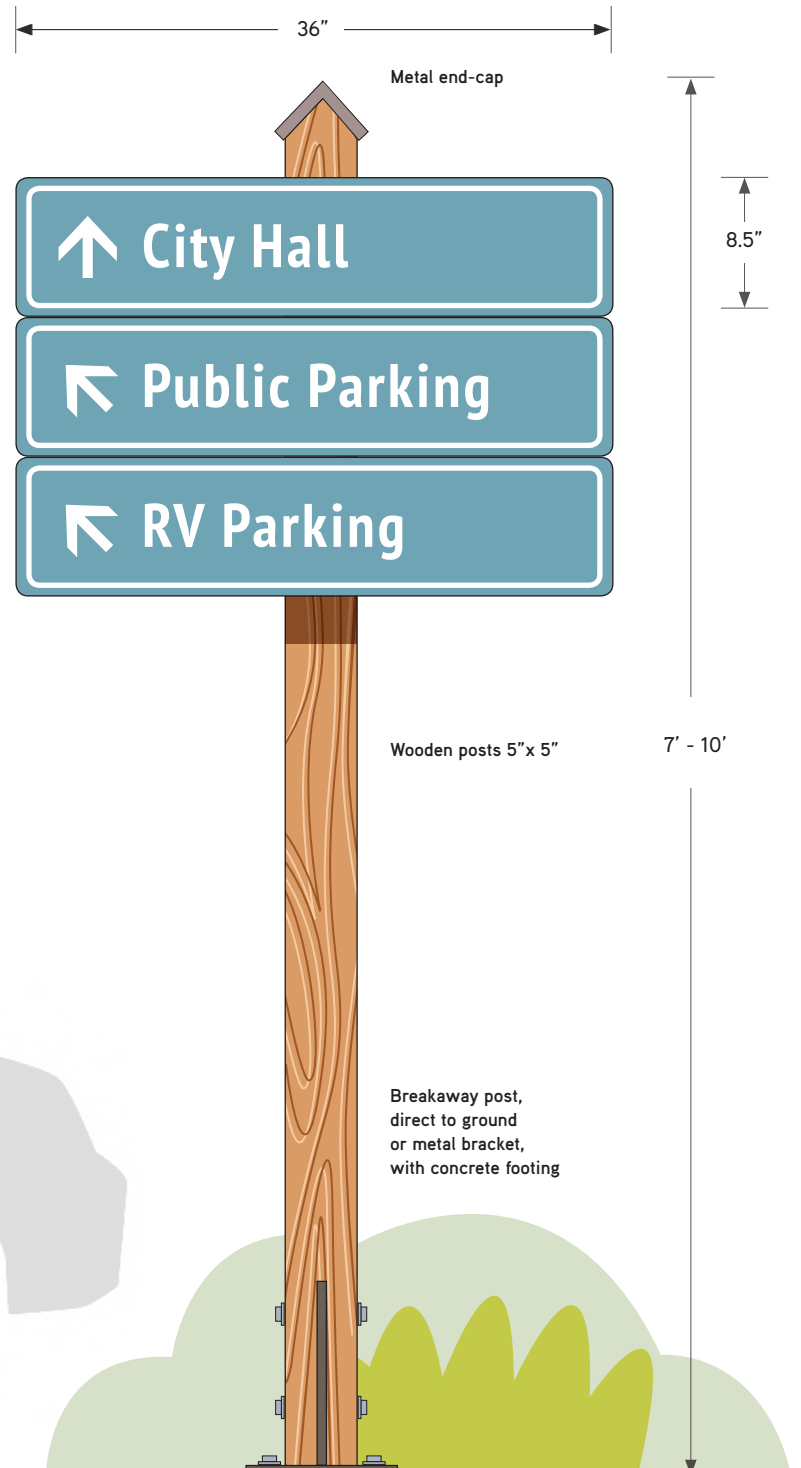
## Parking & Destination D2 D9 D10 D11

### Directionals Schematic Design

Directionals will ease visitor confusion and help establish the Rockaway Beach Experience.

Typography is cut vinyl—flexible and cost-effective. Wooden posts and metal end-caps add distinction to the streetscape.

The primary goals with this category of signs is to direct drivers to parking, indicate beach access, and locate attractions and services.



## Anchor Street Parking Schematic Design D3



**1/** Most visitors cannot find the public parking lot behind City Hall, yet it offers an ideal location for parking overflow, beach access and RV parking. While only yards from Hwy. 101, it can't be seen and access is limited to a one-way street. We recommend revising the current signage on a merchant's property. The message "More Public Parking in Back" is confusing and relies on prior knowledge. The structure should be updated and a standard parking symbol used that will help alert visitors more quickly in a decision-making moment.



**2/** ODOT can help mark this important parking lot, as the visitor approaches the intersection of Pacific Highway at 2nd Ave from both the north and the south. This will need to be implemented within the ODOT right of way.



**3/** Once drivers have turned onto 2nd Ave., the next turn onto Anchor Street is immediate and unexpected. Additional wayfinding directionals are needed.



## Beach Access Directionals Recommendation ●1 - ●21

**A challenge when visiting Rockaway Beach is knowing where to find beach access and available parking, while also respecting residents' private property.**

There are more than 23 beach access points from within the city. While some of these are designated town parking; others offer limited parking on private property, sometimes causing traffic on residential streets and blocking homes and driveways.

It's important that beach wayfinding be put in place on Hwy. 101. Currently, very little information about beach access is visible from the primary road, and this may discourage visitors, many of whom drive through town in search of more accessible locations. A lack of information will also influence visitors to make the choice to drive down any street and park anywhere. While this information can be found on the city's website, finding a website may be awkward while driving, requiring a visitor to

have planned a head of time. Additionally there is inadequate wayfinding for designated handicap access.

This plan recommends that the city involves ODOT to implement a series of directional signs that will help visitors find the beaches and help relieve some traffic back-up on residential streets. The signs would only be placed at turns for beach entrances that offer designated town parking.



Another goal in this effort is to encourage visitors to park a bit inland from the trail heads and walk one or two blocks to the beach. The design shown here is only a recommendation for ODOT or the County to consider. A symbol form such as the one shown, that suggests walk-in access, may encourage parking along Hwy. 101 or a side street and walking to the beach trail heads.

See [LOCATOR MAP on page 22](#) for proposed locations.

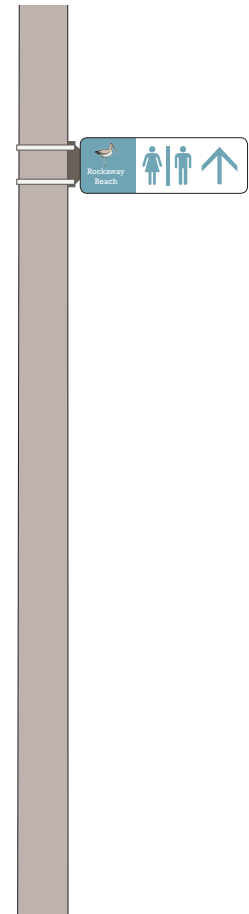
## Restroom Directionals Schematic Design 012

Fundamental visitor services includes offering public restroom access. Directional wayfinding signage is critical to helping visitors locate clean facilities. Restrooms will be included on pedestrian directionals, and clearly located on kiosks and maps.

However, there are additional locations where additional signage is needed. This flexible system assists visitors and reduces the impact on requiring merchants to provide facilities. Locations and quantities are TBD.



15" x 5" metal sign with vinyl graphic, used on existing street posts



## Interpretives “Tillamook Coast Experience”

The stage is well set in Rockaway Beach to offer visitors valuable interpretive encounters. These can tie into the Tillamook Coast Experience—where the connection between villages enriches the tourism in the entire region, village by village. As well as speaking to the regional, cultural and historic attractions of Rockaway, these wayfinding interpretives encourage spontaneous exploration by visitors, widening the radius of awareness of downtown, parks, shops and services. The stories are situated at ideal learning environments, noted below, with interpretive sign configurations depending on location.

**Beach Access** Key beach access points offer a way for visitors to engage with Rockaway’s stories hand-in-hand with their experience of Rockaway’s spectacular stretch of beaches. The signs also help identify points of beach access, so in a way they are also directionals.



**Phyllis Baker Park** Proposed interpretive at Phyllis Baker Park adds a deeper dimension to a community gathering place. Story lines to be developed might tell of the Old Fashioned Carnival, honor the Park’s namesake or other historic moments in time.

**Forest Boardwalk** This Rockaway Beach gem of a trail has a huge story to tell. The wide, well-crafted boardwalk (all ADA accessible) offers a unique setting for nature learning and interpretive opportunities to visitors already entranced by the breathtaking landscape.

**“Voices from the Past”** Voices from the past enliven and transport visitors back in time to key points in Rockaway Beach’s history with this series of interpretives. Engaging visuals and stories create a unifying narrative throughout the downtown core, prompting fun and conversations. Be prepared for lots of picture-taking!



“Tillamook Coast Experience”

**Interpretives / Beach Schematic Design** \$10-\$19 \$17

These signs are part of the “Tillamook Coast Experience,” which attempts to tell visitors and residents about the county’s great moments of pride at numerous locations along the coast.

Located at public beach trail heads, these signs also help mark entrances, and unlock stories that are often unseen on the beach. This type of sign would also be utilized at the Lake Lytle Boat Launch. (S17)

Beach access points offer great educational opportunities to visitors when they are relaxed, not rushed for time, and receptive. They can tell exciting stories from the sea (such as the buried remains, just footsteps from downtown, of the 111-year old shipwreck of the Emily G Reed, stories from the pages of history, and from the journals of the marine biology lab.

Outfitted with pressure-treated wood posts, galvanized end-caps on top, and substantial metal sleeve-footing (into concrete). The sign faces are full color, high pressure phenolic laminate panels. Medallions are bronze-tone, stained and sealed.

Bronze-tone “Experience” trail medallions.



Figures indicate scale

“Tillamook Coast Experience”

**Interpretive/Phyllis Baker Park** Schematic Design S1

An idyllic park setting such as Phyllis Baker Park is a great location for an interpretive view and a spot where a visitor has a moment to appreciate the lifestyle of Rockaway Beach. The park’s visitor services—playground equipment, restrooms, and great picnic shelter—make it an ideal respite place.

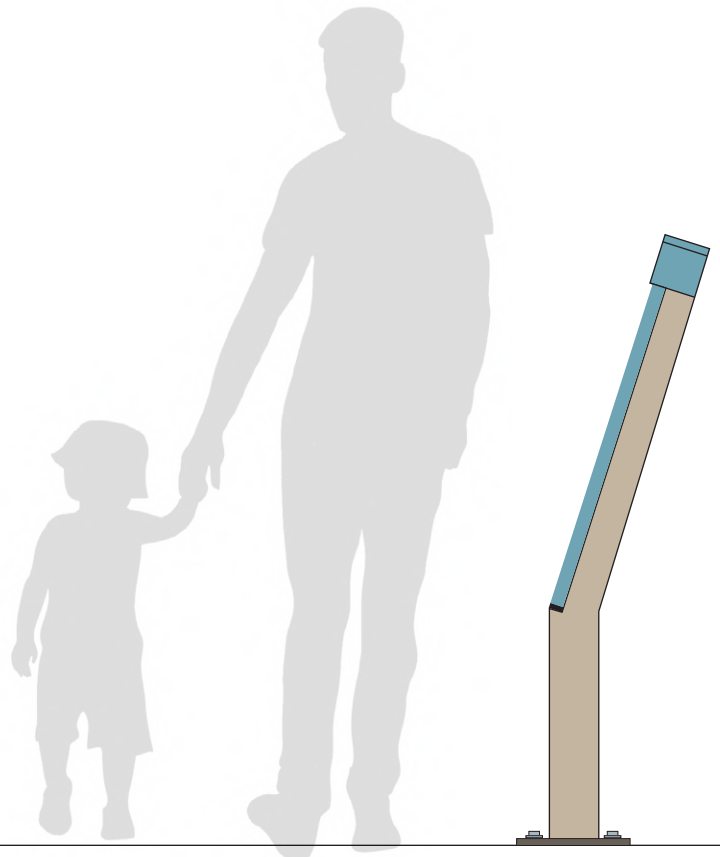


An interpretive panel in this location adds another dimension to a community gathering place, including history and tales of the old fashioned carnival.

This low-rise two-post sign offers a story without blocking the view. The graphics are full color, with engaging text. Vandal-resistant materials with an industrial metal edge. The lower sign is angled so as not to obstruct the view, with concrete footings.



Front view



Side view

“Tillamook Coast Experience”

**Interpretives / Forest Boardwalk** Schematic Design

S3 - S9

S16

S2

At the parking trailhead, we recommend a new graphic panel to replace the one currently in the existing sign structure.



The new wetland forest trail is a spectacular new visitor experience in Rockaway Beach. To have a significant natural landmark setting so close to a downtown is rare. The boardwalk is accessible to so many types of visitors, and the trail has an immense story to tell. There are many topics which can be explored in a series of interpretive signs: wildlife, forestry, history, stewardship, culture and respect. They can offer photos and illustrations of what might be missed (glimpses of wildlife, olden days, or off-seasons).

Along a boardwalk, they are encountered in sequence, therefore a sustained message can be created. They will be installed low so as not to block the forest view. This type of sign would also be utilized at the Lake Lytle Public Pier (S16).



Mounted directly to the boardwalk railing, these interpretives become an integrated element on the trail. Without staff on hand, this signage must address all vandalism concerns and year-round weather consideration. Welded-metal frames and hardware contributes to longevity.





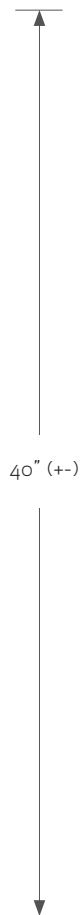
“Tillamook Coast Experience”

**Interpretives “Voices from the Past” Schematic Design** \$20 - \$28

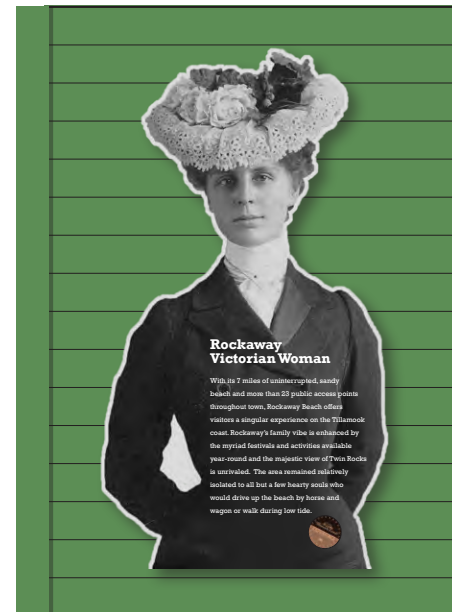
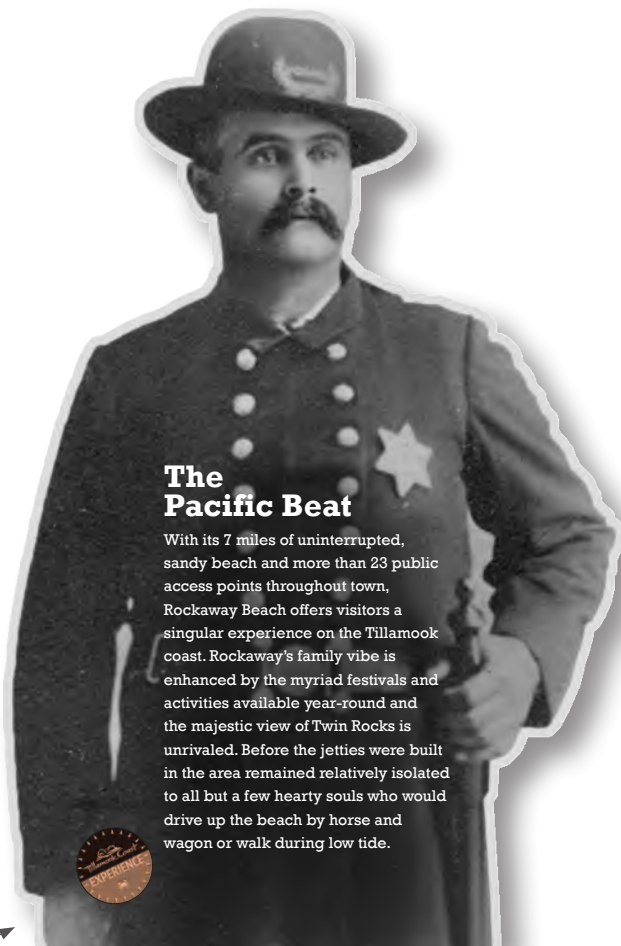
We recommend a series of interpretive markers that would introduce visitors to a diverse cast of Rockaway Beach characters (Native American, homestead woman, train conductor, teacher, fisherman, ship captain, surveyor, etc.) These display panels each take on a “persona” with a unique point of view and would be placed in, easily spotted, site-specific locations. They invite the visitor to meet a historical figure or a current-day local.

The interpretive text might be in the first-person and could ask the visitor “What it would be like to...?” These engaging interpretives could be part of a mini tour or treasure hunt, and might be expanded online in a “Guess who I bumped into today?” series.

The sign materials are substantial aluminum with vandal-resistant photo-etched anodized graphics. Float-mounted on the sides of buildings.



40" (+/-)



“VTC Experience” medallions, seen on similar interpretive markers along the coast

## Downtown Banners

Banners can be an effective wayfinding tool that can bring color, curiosity and quickly signal “you have arrived” to Rockaway Beach. Banners can extend a community’s welcome, and ensure visitors that downtown is open for business, especially in the off-seasons.

When done well, banners should provide visitors with some sense of a city’s “who, what, and why.” But banners comes with a caveat—they can also add to visual mayhem, clutter and if there is no design standard, may end up confusing a visitor. Simply flying multi-colored banners along Main Street offers visitors no information about

the community and instead often pit one business vying for attention against another. Instead, this plan recommends a consistent edition of town banners, with clear and attractive Rockaway Beach branding.

Materials and installation methods should be upgraded. Think quality over quantity.

Move away from the sail feather banner, shown here, since it evokes “bargain” retail and not quality tourism.



### Banner Material

Vinyl and mesh banners are perfect for weather resistance while maintaining impressive durability. All banners should be hemmed. The heavier denser polyester along with nylon threading, used in both vinyl and mesh banners will wick away water and add strength to the product.

Consideration also needs to be given to material weight and thickness. Vinyl banners use a heavier 13 oz. (or 18 oz. option) polyester, coated with a vinyl layer. Mesh banners use a 10 oz. PVC material (vinyl). Tensile strength (the ability to withstand tearing or ripping with tension) usually increases as ounce count increases, when comparing the same material.

Mesh offers increased wind resistance compared to vinyl, due to its open weave. However, mesh is also a bit transparent in appearance and renders colors paler and more muted. The review and selection of the best banner material for Rockaway Beach will be addressed in the Design-Intent Drawing phase.

NOTE: fabric should not be used for Rockaway Beach’s banners. Fabric is not designed to be weather resistant; neither are they suitable for prolonged contact with salt water or sunlight.

## Downtown Banners Quality Branding

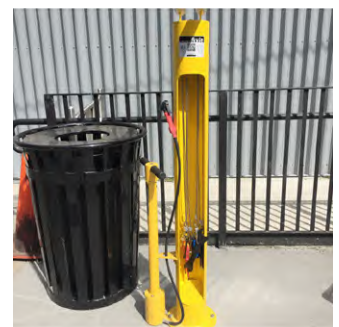


## Street Furniture Schematic Design

Street furniture, public art and other pedestrian and bicycle amenities are important elements that can create a comfortable, safe and attractive public realm for communities.

A street beautification plan for Rockaway Beach may include improved trash receptacles that can become dignified pieces of street furniture that tell a story. There's also the idea that cyclists can be more engaged in the "merchants" row concept by offering

storage facilities and some bike maintenance equipment. An "art" bench program is a great visitor service and will interact with local artists.



above: Bike station: lock-up, air pump and self-repairs tools.

left: Trash receptacles with Rockaway branding (various designs), welded metal and weather-treated wood.

**Recommendation**

**The Greatest Asset: Air and Sky** for Visitors and Residents

Some signs in Rockaway Beach that are placed in ODOT or the railroad Right of Way (ROW) are a substantial challenge in this plan. Studies have shown that large, free-standing signs and billboards are a huge misstep and have many negative effects on communities—not just esthetically, but economically, degrading property values. They divorce us from our natural heritage and the scenic beauty of the Tillamook coast. The short-term gain [billboards or signage for a single business] are likely NOT worth the degradation to your scenic roadways, or what they take away from the vision of what residents and visitors have come to visually expect of the breathtaking beach community.

The claims that private signs and billboards are essential providers of important information are refuted by polling which shows that most people, over 70%, see them as ugly, intrusive and uninformative. In fact, virtually every credible poll that’s been done reveals one fact: Americans do not like billboards. Removing signs and electrical wires generally helps tourism—especially now that GPS allows every business great access from phones—giving the sky back to the sky.

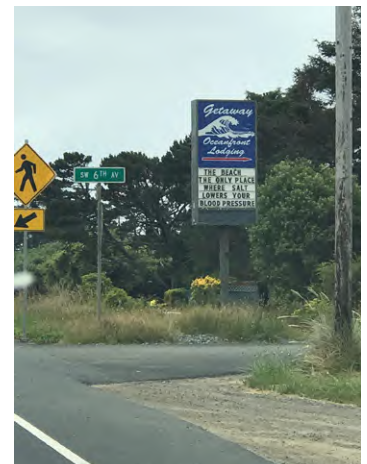
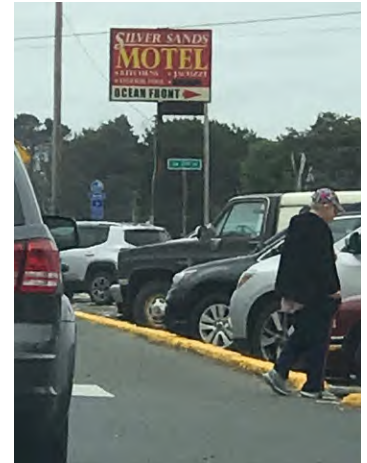
Regulations should be checked, these signs may already be unlawful. To maintain your city’s appeal signage should be restricted on public lands. Without these reliefs looking to the west, the landscape becomes overwhelmed with attention-getting distractions looking towards the east. The ODOT ROW and the Port’s property is one of these important zones. This report recommends the removal of monumental signs in this area. Replacing signs with unique landscapes.

**Further Reading:**

“Encroaching on Public Space”  
[www.banbillboardblight.org](http://www.banbillboardblight.org)

“Billboard Control is Good for Tourism”  
[www.scenic.org](http://www.scenic.org)

Defining billboard blight—even one can be too many. In these obstructed views, the visual intrusions are obvious.



**Recommendation**

**Directional Signage within ODOT or County ROW**

After becoming aware of important services available in Rockaway Beach, we have documented critical wayfinding needs in this plan. However, some identified locations are under the jurisdiction of the Oregon Department of Transportation (ODOT) and any changes need to be fulfilled by ODOT, as is the case in most municipalities.

Directional signs, which are the primary sign type needed along Rockaway Beach’s segment of Hwy. 101, reflect public amenities and key destinations. ODOT signs are missing from some important public services such as the new Forest Boardwalk and beach access points.

As stated in the ODOT Sign Policy and Guidelines, Sept 2018, “the Oregon Department of Transportation is responsible for furnishing and maintaining directional, regulatory, warning and informational signing on the State highway system.”

The items listed below state the specific directional objectives that have been identified. We encourage city planners to coordinate with ODOT in order to have these signs updated. It should be impressed upon ODOT that the City of Rockaway Beach wants to communicate to travelers the services they are offering, and that these signs will help the community greatly in its effort to welcome visitors and serve residents.



MAP LOCATION	DESCRIPTION	MESSAGE	SYMBOL
1	Beach Access & Parking	Beach Access	<i>arrow left</i>
2	Beach Access & Parking	Beach Access	<i>arrow right</i>
3	Beach Access & Parking	Beach Access	<i>arrow straight; beach and parking symbols</i>  <i>arrow right; parking and ADA symbols</i>
4	Wetland Forest Trail & Parking	Forest Boardwalk	<i>arrow right; restroom, trail and handicap symbols</i>
5	Wetland Forest Trail & Parking	Forest Boardwalk	<i>arrow left; restroom, trail and handicap symbols</i>
6	Beach Access & Parking	Beach Access	<i>arrow left; walk-in symbol</i>
7	Beach Access & Parking	Beach Access	<i>arrow right; walk-in symbol</i>



8	Beach Access & Parking	Beach Access	<i>arrow left; walk-in symbol</i>
9	Beach Access & Parking	Beach Access	<i>arrow right; walk-in symbol</i>
10	Beach Access & Parking	Beach Access	<i>arrow left; walk-in symbol</i>
	City Park Directional	Phyllis Baker Park	<i>arrow right; picnic table, restroom, and playground symbols</i>
11	Beach Access & Parking	Beach Access	<i>arrow right; walk-in symbol</i>
	City Park Directional	Phyllis Baker Park	<i>arrow left; picnic table, restroom and playground symbols</i>
12	Public Pier Access	Lake Lytle	<i>arrow right; fishing, non-motorized boat launch symbols</i>
13	Public Pier Access	Lake Lytle	<i>arrow left; fishing, non-motorized boat launch symbols</i>
14	Lake Lytle	Lake Lytle	<i>arrow right; fishing, boat launch and restroom symbols</i>
15	Lake Lytle	Lake Lytle	<i>arrow left; fishing, boat launch and restroom symbols</i>
16	Beach Access & Parking	Beach Access	<i>arrow left; walk-in symbol</i>
17	Beach Access & Parking	Beach Access	<i>arrow right; walk-in symbol</i>
18	Beach Access & Parking	Beach Access	<i>arrow left; walk-in symbol</i>
19	Beach Access & Parking	Beach Access	<i>arrow right; walk-in symbol</i>
20	Manhattan Beach, intersection, immediate turn	Manhattan Beach	<i>arrow left; picnic table and beach symbols</i>
21	Manhattan Beach, intersection, immediate turn	Manhattan Beach	<i>arrow right; picnic table and beach symbols</i>

## Next Steps...

How does the Rockaway Beach community get involved in the Wayfinding Program?

- Develop a list of additional wayfinding issues:
  - ~ *Consistent related questions from visitors for directions;*
  - ~ *Confusing signage or missing locations;*
  - ~ *Need for maps or guides*
- Talk to the City of Rockaway Beach or your neighbors to document wayfinding issues
- Contact the office to be added to their mailing list of interested residents
- Participate in wayfinding meetings as they occur in your community

### **Special thanks to:**

Terri Michel, Janet McIntire, Victor Troxel, Cassandra Dobson, Luke Shepard, Mary McGinnis, and Scott Fregonese

Nan Devlin, Executive Director, Tillamook Coast Visitors Association, for the development and production of this Wayfinding Plan.

For more information, visit [www.tillamookcoast.com](http://www.tillamookcoast.com)  
(503) 842-2672