



# City of Calistoga

## Planning Commission

### Agenda Item Summary

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<b>DATE</b>	December 13, 2017
<b>ITEM</b>	<b>Wayfinding Sign Program</b>
<b>APPLICANT</b>	City of Calistoga
<b>STAFF CONTACT</b>	Lynn Goldberg, Planning & Building Director
<b>POTENTIAL CONFLICTS</b>	None
<b>RECOMMENDATION</b>	Provide input regarding proposed program approach and preliminary sign designs

**CALISTOGA PLANNING COMMISSION  
STAFF REPORT**

**To:** Chair Coates and Members of the Planning Commission  
**From:** Lynn Goldberg, Planning & Building Director  
**Meeting Date:** December 13, 2017  
**Subject:** Wayfinding Sign Program

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**ITEM**

Consideration of the proposed Wayfinding Sign Program

**BACKGROUND**

1 Calistoga has been a visitor destination for more than 150 years. After Samuel Brannan  
2 opened his Hot Springs Hotel in 1862, wealthy San Franciscans journeyed here to relax  
3 and enjoy the natural volcanic hot springs. Tourists now travel to Calistoga from all over  
4 the world, primarily arriving by motor vehicle. Other visitors to the  
5 community include those participating in or attending activities at  
6 venues such as the fairgrounds, Community Center and Logvy  
7 Park.

8 Working with Visit Calistoga, the City recently installed pedestrian-  
9 oriented directory signs throughout the downtown to help visitors  
10 locate shops, restaurants and public facilities such as restrooms.

11 There is still a need for driver-oriented signs to direct visitors to  
12 primary destinations in the community. Providing clear directions at  
13 the city's entrances and on the main traffic corridors would  
14 enhance circulation and minimize traffic congestion and carbon  
15 emissions, consistent with the objectives of the Calistoga 2010  
16 Urban Design Plan, which calls for wayfinding signage at the city's  
17 gateways to direct visitors to the downtown and public/special  
18 destinations.

19 The City Council included funding in the FY 17-18 budget to support the implementation  
20 of a wayfinding sign program.

21 **OVERVIEW**

22 A wayfinding sign program has been designed with the assistance of Visit Calistoga and  
23 their design consultant, Sidecar.

24 Wayfinding sign principles

25 The following wayfinding principles have guided the design process and ultimate  
26 recommendations.

- 27 • The system is intended primarily for two categories of visitors, traveling by car or  
28 bicycle:



*Downtown Directory  
Sign*

- 29 - Visitors who do not have a specific destination in mind but may be interested  
30 in the downtown, restrooms, picnic areas/playgrounds, and/or recreational  
31 facilities
- 32 - Visitors who do have a specific destination in mind, such as the fairgrounds,  
33 golf course, campgrounds, Community Center or Little League field.
- 34 • Not all destinations can be accommodated by the Wayfinding Sign Program due  
35 to the design limitations described below. The following destinations are  
36 proposed to be identified on various signs because they are the most likely to be  
37 sought by visitors:

38 Downtown

39 Downtown core	Visitor Center
40 Public parking lots (3 locations)	Public restrooms (2 locations)
41 Community Center	Museum
42 Post office	

43 Outside of downtown core

44 Fairgrounds	Golf course
45 RV park / campgrounds	Pioneer Park
46 Logvy Park / Pool	Dog park
47 Oat Hill Mine Trail	R.L. Stevenson State Park

- 48 • First impressions and perceptions play an active role in determining the best  
49 route of travel.
- 50 • The number of wayfinding signs at an intersection needs to be limited so that  
51 drivers/cyclists can make quick decisions.
- 52 • Terminology must be kept short and easily understood by a visitor.
- 53 • The best route may not be the shortest or quickest.
- 54 • Wayfinding signs should direct visitors to the “front door” of a destination.

55 Wayfinding sign categories and locations

56 Four classifications of wayfinding signs are proposed. They represent a “breadcrumb”  
57 approach to leading visitors from the city’s entrances to their final destination(s).

- 58 • Primary: Located at the city’s primary gateways. Assumes a traffic speed of 35  
59 mph.
- 60 • Secondary: Located at the two approaches to the Lincoln/Washington  
61 intersection. Assumes a traffic speed of 25 mph.
- 62 • Destination: Located at various locations along Lincoln and Washington.  
63 Includes appropriate destinations, depending on specific location. Assumes a  
64 traffic speed of 25 mph.
- 65 • Arrival: Located at entrances to destinations that do not have their own  
66 identifications signs, e.g., public parking, public restrooms. Assumes a traffic  
67 speed of 15 mph.

68 The preliminary, general locations of each sign type are shown on Attachment 2.

<b>Type A</b>	<b>Primary Wayfinding Sign</b>	
Locations	Primary gateways Foothill / Lincoln Foothill / Petrified Forest Silverado / Lincoln	
Potential Listings	Historic Downtown Visitor Information Fairgrounds	
<b>Type B</b>	<b>Secondary Wayfinding Sign</b>	
Locations	Approaching primary downtown intersection Lincoln / Washington - northbound Lincoln / Washington - southbound	
Potential Listings	Public Parking Visitor Information Community Center	Public Restrooms Museum Fairgrounds
<b>Type C</b>	<b>Destination Wayfinding Sign</b>	
Locations	Washington Street: various Lincoln Avenue: various	
Potential Listings	Various, depending on location: Public Parking                      Public Restrooms Pioneer Park                        Post Office Dog Park                                Museum Community Center                Fairgrounds Campground/RV Park              Golf Course Logvy Park                              Pool Oat Hill Mine Trail/R.L.          Stevenson State Park	
<b>Type D</b>	<b>Arrival Sign</b>	
Locations	Washington Street: various Lincoln Avenue: various	
Potential Listings	Various, depending on location: Public Parking                      Public Restrooms	

69 Wayfinding sign designs

70 The preliminary designs for each sign type are shown in Attachment 1. They reflect a  
 71 design similar to the downtown directory signs in terms of colors and logo. Standard

72 colors, graphics, typefaces and sizes help to present a well-planned and friendly  
73 community, and a uniform identity for the city.

74 Two design options are offered for consideration. As shown in Attachment 2, one option  
75 would feature a single panel for each sign face. The other option would have two ¼-inch  
76 thick panels sandwiched together to give more dimension to the signs.

## 77 **DISCUSSION**

78 Staff requests input from the Commission regarding the overall proposed approach to  
79 the wayfinding sign program and the proposed preliminary designs.

## **ATTACHMENTS**

1. Designs by sign type
2. Sign design options
3. Preliminary sign locations