



TEMPLETON WAYFINDING STUDY

CALIFORNIA POLYTECHNIC STATE UNIVERSITY | SAN LUIS OBISPO | CITY AND REGIONAL PLANNING | CRP 463 | MAIN

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PROJECT OVERVIEW

The Town of Templeton is located in northern San Luis Obispo County approximately 200 miles south of San Francisco and 200 miles north of Los Angeles. The unincorporated community is home to 7,574 residents, and is situated south of Paso Robles and north of Atascadero (Figure 1.2). The town is located in the heart of the San Luis Obispo County wine country, which acts as a major attraction for visitors to the region. Templeton is divided to the east and west by Highway 101. Downtown Templeton is to the east of Highway 101, the Twin Cities Medical Center is located to the west. The California State Route 46 (SR 46) runs east-west from Cambria to Paso Robles just north of Templeton, connecting the State Route 1 to Highway 101.

Templeton possesses a rich cultural history, apparent in many aspects of the community. The town currently houses numerous historic buildings erected early in Templeton's history. The land where Templeton sits was originally sold to the Southern Pacific Railroad, named after Charles F. Crocker's son, Templeton. In 1886, the town became part of the railroad expansion from San Francisco to the Central Coast, which was the last stop on the railroad line. The railroad expansion helped bring people to the area and shape the town as it is today. Many of the historic buildings can still be seen in the Downtown, and reflect the western style prevalent during past decades. Templeton holds much potential for becoming

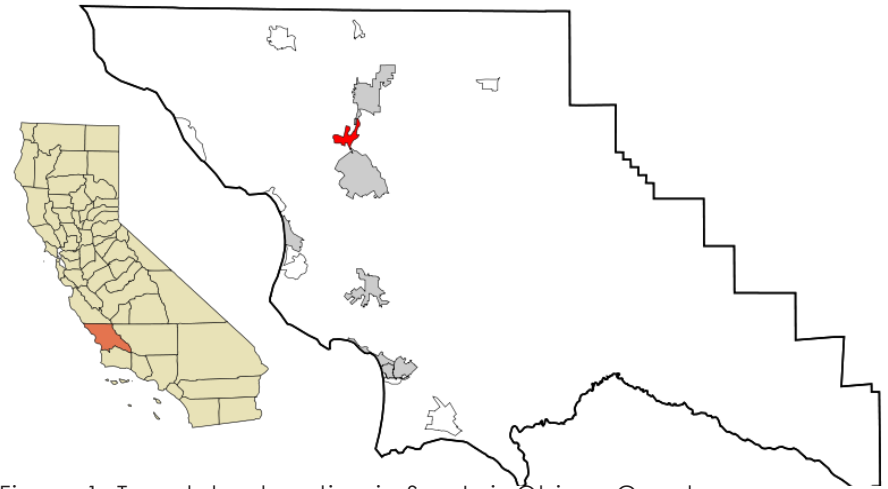


Figure 1: Templeton location in San Luis Obispo County

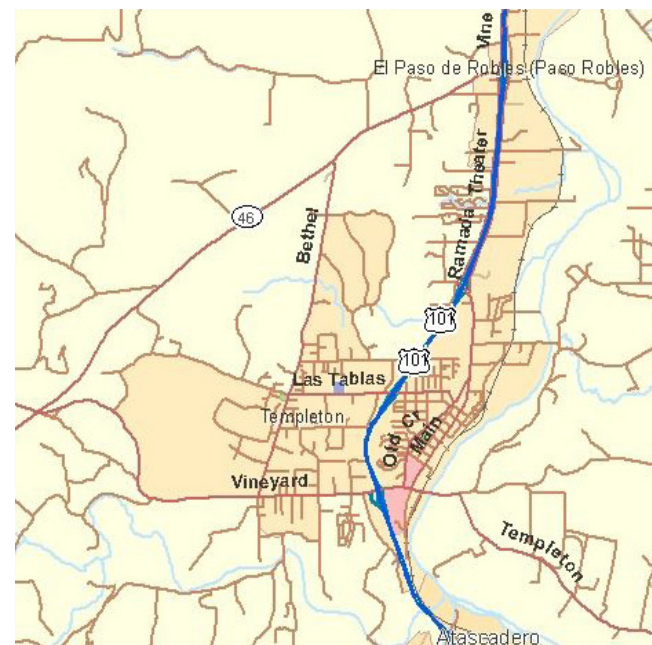


Figure 2: Map of Templeton

a popular tourist destination for wine tasting. Undertaking a wayfinding study and design plan that will be ultimately implemented would provide a major enhancement to Templeton's visitors experience in the Downtown Core. Downtown Templeton is the heart and center of the community of Templeton, and supports the majority of shopping and retail options within the

city. The Downtown area runs along the eastern part of Templeton Urban Reserve Line (URL) and parallels Highway 101 (Figure). The Downtown area is identified as all areas to the west of Old County Road, to the east of the Union Pacific railroad tracks, to the south of 8th street, and to the north of Gibson Road.



Figure 3: Castoro Cellars located off Bethel Road

A comprehensive wayfinding signage system will provide concise pedestrian, vehicular, and bicycle directional information leading to the various districts. Accessory signage such as vehicle parking, trails, parks will be included. This will help attract tourists going wine tasting, prospective businesses, and the local residents to get around their town.

This study however will only focus on wayfinding signage for the Downtown and the wineries off Route 46 and Templeton Road. I chose to focus on these two areas because the majority of Templeton's assets lay in these perimeters. Downtown has a potential to become a destination for restaurants and has a unique western character that many tourists enjoy. The wineries surrounding Templeton claim Paso Robles as their "city" even though their address is listed in Templeton. This is detrimental to Templeton's economy because people who are wine tasting are directed toward Paso Robles from the wine industry. If wayfinding signage were implemented around the wineries, directing tourists to Downtown, then the economic opportunities for those businesses increase. From the Downtown area, proper wayfinding signage directing tourists or even residents to the wineries for tasting could increase the business for those wineries.

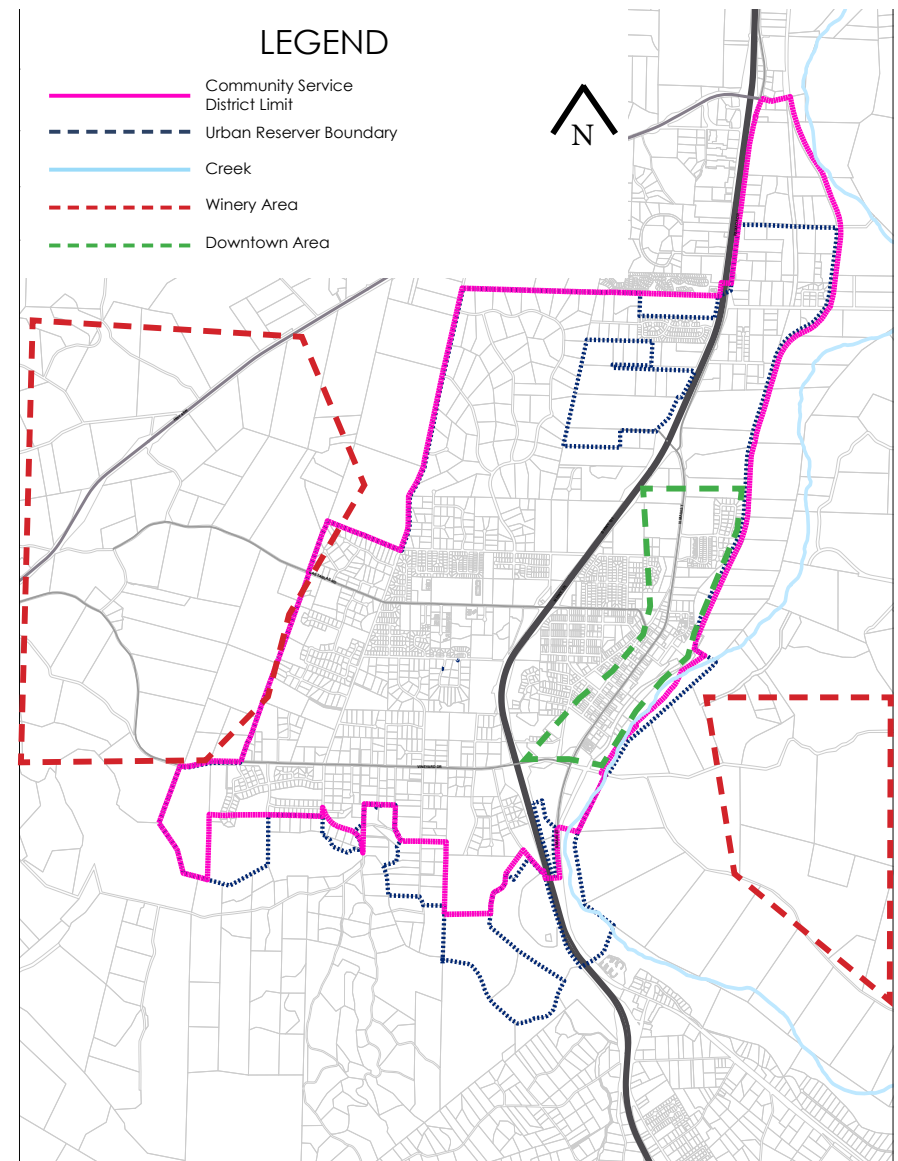


Figure 4: Map showing the boundaries and areas of this study

This study received the majority of background information from the Templeton Planning and Design Study. The study involved extensive planning efforts conducted by the students of the City and Regional Planning Department from California Polytechnic State University San Luis Obispo. The report builds upon information gathered from community outreach events such as a Visioning Workshop, Focus Group Meeting, and community opinion surveys. The report also used additional information from documents such as the San Luis Obispo County General Plan and the Templeton Circulation Study. New information was gathered from census data, GIS data received from San Luis Obispo County and several meetings with the Planning Department and SLOCOG staff.

This study first develops the background and existing conditions of Templeton's current sign inventory. Sign inventory with pictures are provided to showcase what the town is currently working with. Two case studies, one from New Haven and the other from Austin have been analyzed and best practices from these studies have been used to help create a wayfinding program for Templeton. Goals and objectives were created based on the opportunities and challenges that were outlined in the Templeton Planning and Design Study. Different wayfinding tools such as pre-arrival, technology, landmarks and signage are proposed to help convey clear and consistent information to visitors. Finally, different sign types and hierarchy

are defined and proposed for Templeton. These signs are shown in detail through renderings for the types of signs proposed. A location map showing where each of these sign types could be placed is included and can be referenced at Figure 53.



Figure 5: Peachy Canyon tasting room located off Bethel Road

RELEVANCE TO PLANNING

Wayfinding is the process of using visual information such as landmarks, signage, and pathways to help first time visitors navigate through unfamiliar places. Well-planned wayfinding programs create a positive first impression for tourists and foster a sense a place for residents. Templeton is home to a historic downtown and is surrounded many wineries, although many people driving through the area would have no clue because there are no signs leading to it. If residents and tourists are easily able to navigate through Templeton, it will help alleviate unnecessary traffic and encourage more pedestrian flow through the Downtown core and to the surrounding wineries. This will increase the economics of Downtown's businesses and create a healthier community. Connecting Downtown Templeton and the wineries just off of Bethel Road will open up new opportunities for businesses Downtown to work with those wineries.



Figure 6: Wayfinding in Downtown Northfield, Minnesota



Figure 7: Wayfinding Map in Downtown Seattle, Washington



Figure 8: Wayfinding in Downtown New Haven, Connecticut

EXISTING CONDITIONS

Sign Inventory

Vineyard Drive



Figure 10: Zoomed in showing the Hospital sign

The existing signage off Vineyard Drive for North and South bound is minimal. There currently is a sign directing vehicles to the Twin Cities Community Hospital, which is shown zoomed in Figure 10 but there is not one that points downtown on the North bound of ramp. On the South bound off ramp there are no signs that point to the wineries nearby or to Downtown, there is one sign showing food nearby.



Figure 9: Vineyard off ramp heading North bound



Figure 11: Vineyard off ramp heading South bound

Las Tablas Road



Figure 13: Larger view of amenity signs

Las Tablas Road has signage that lead to the hospital and also to amenities; these are shown in Figures 13 and 15. This exit is crucial to tourism because it is one of the main roads that leads to the wineries off Route 46. There are currently no signs that indicate wineries are on the West side of town or that the Downtown core is nearby. A trailblazer showing winery logos is needed.



Figure 15: Larger view of amenity signs



Figure 12: Las Tablas off ramp heading North bound



Figure 14: Las Tablas off ramp heading South bound

Main Street



Figure 17: Larger view of Cal Trans sign

Main Street is an important exit because it has a direct route to Downtown Templeton. There are currently no signs that indicate wineries or a downtown is nearby. There are some service signs indicating Cal Trans, dining and hotels which can be seen in Figure 17 and Figure 19. Main Street leads directly to Downtown, a trailblazer sign indicating this will direct more people in that direction.



Figure 19: Larger view of amenity signs



Figure 16: Main Street off ramp heading North bound



Figure 18: Main Street off ramp heading South bound

Vineyard Drive at Templeton Road and Route 46



Figure 21: Larger view of the winery signs

Vineyard Drive extends to the East and West. Out to the East it runs into Templeton Road which takes visitors to wineries in that area. There are some signs wineries have put up themselves, a closer look can be seen in Figure 2. The signs are inconsistent. To the West, Vineyard Drive runs into Route 46 where there are a plethora of wineries. One sign is found here and is void of details, it simply shows an arrow pointing in three directions, and a closer look at this sign is in Figure 23. A specific trailblazer sign indicating the names of the wineries would be helpful at both these intersections to attract visitors driving by.



Figure 23: Larger view of the winery sign



Figure 20: Intersection of Vineyard Drive and Templeton Road



Figure 22: Intersection of Vineyard Drive and Route 46

CASE STUDY ANALYSIS

Downtown Austin Wayfinding Master Plan

The Downtown Austin Wayfinding Master Plan is unique because it takes a holistic approach and considers all forms of wayfinding tools, including integration of technology elements, environmental cues, support materials signage, landscaping, lighting and public art. Each element is expressed through multiple wayfinding tools for end users but presented through graphic language.

The project's main goal was to emphasize Downtown Austin as a destination, which was an effective example for Templeton. Other goals were to highlight key attractions, improve mobility and integrate a range of navigation tools. The most helpful part of the Downtown Austin Wayfinding Master Plan was the use of modern technology for wayfinding. They discussed tools for visitors before they arrived and also to help them get around using a smart phone, which is very beneficial specifically since technology is a big part of daily life.

Austin recognizes that a successful wayfinding system enhances the visitors experience and increases repeat visitation. This benefits the city's tourism as a whole. Templeton has many wineries surrounding the town and if tourism were tapped into a little more a lot of success could be derived.

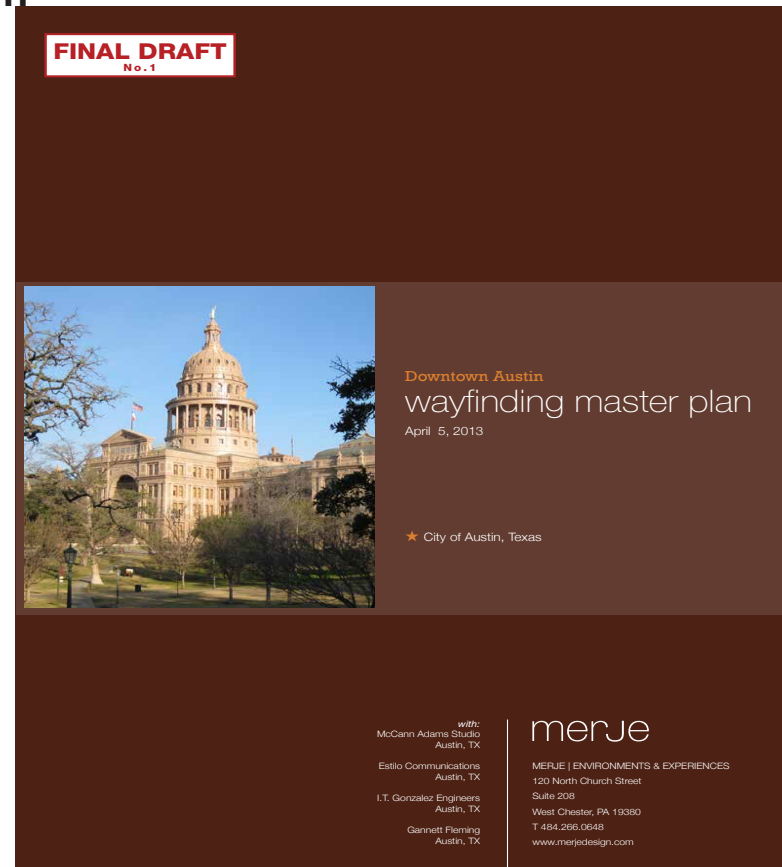


Figure 24: Downtown Austin Wayfinding Master Plan front page

Wayfinding and Downtown Site Plans for New Haven

New Haven is a small town located in Franklin County Missouri with a population of about 2,000. New Haven is similar to Templeton with that the arrival of the Union Pacific railroad increased commerce and economic activity to the area.

The Wayfinding Plan for New Haven focuses on helping people reach Point A to Point B through a coordinated system of signs, pathways and landmarks. One of New Havens biggest problems is alerting those driving by along the Highway that Downtown New Haven is there to be seen and enjoyed, which is very similar to Templeton. They have approached this issue through a coordinated sign program that will direct traffic to Downtown New Haven by setting up gateway signs and trailblazers along primary access routes.

New Haven has organized their signage into three main categories, Gateways, Trailblazers, and Special Purpose Signs. Since Templeton is a smaller town like New Haven, keeping signs to these three categories is a realistic threshold. This study provided a realistic and effective outline of what types of signs could be implemented in a small town.

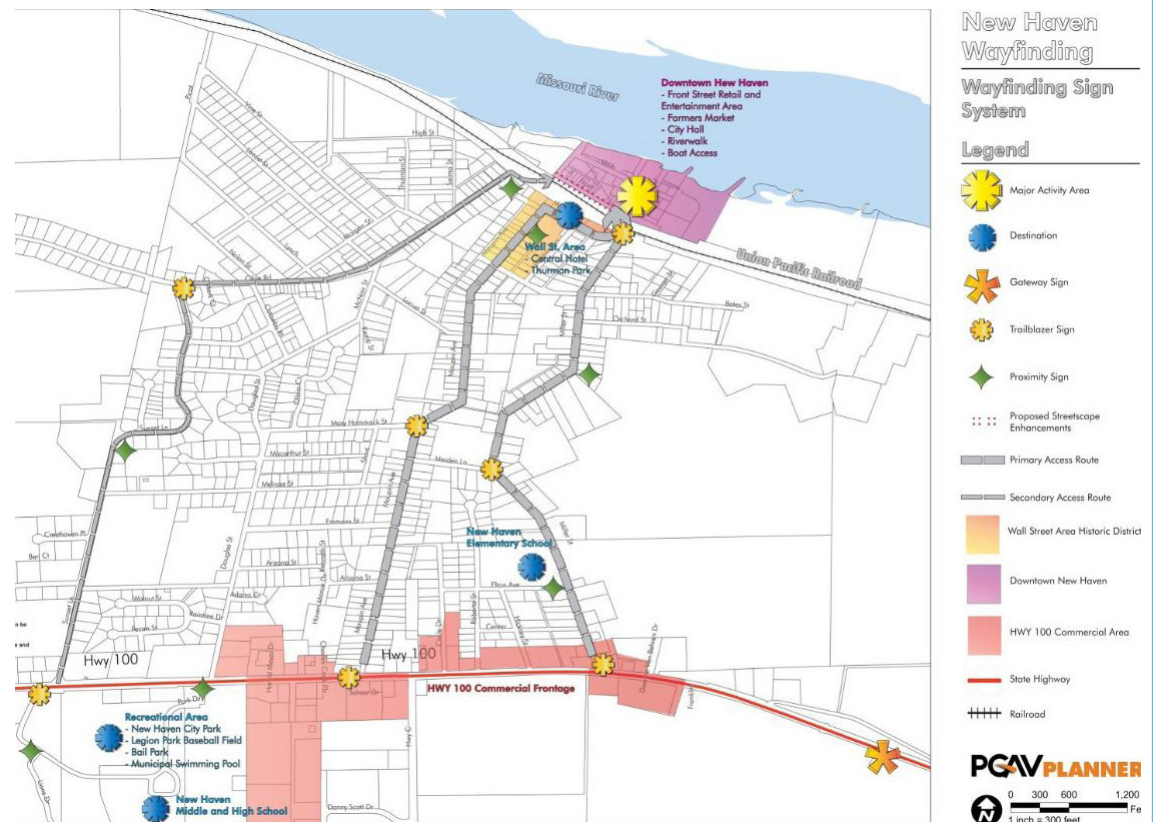


Figure 25: A map of showing Downtown New Haven in proximity to the State Highway



GOALS AND OBJECTIVES

Based on the information taken from the Templeton Planning and Design Study and the existing conditions that were found through the sign inventory, a set of goals and objectives were derived that would help Templeton capitalize on the positive attributes of the community.

Enhance the Downtown economics and tourism of Templeton

1. Improve the pedestrian traffic for Downtown Templeton by implementing pedestrian wayfinding signs.
2. Increase tourism for the wine industry by directing Templeton residents and tourists to nearby wineries using trailblazer signs.



Figure 26: Tourists looking at a map to find their location

Create defined edges, transitions and landmarks that characterize Templeton

1. Implement Gate Archways to identify the extent of the Downtown core.
2. Increase vehicle directional signs off freeway interchange directing visitors to Downtown core.



Figure 27: Redmond City archway has a unique design that would fit in Templeton

Create a user friendly and visible navigational system for first-time visitors and residents

1. Organize pedestrian and vehicular signs with consistent information and character.
2. Integrate modern technology and traditional communication pieces to display information of local businesses.

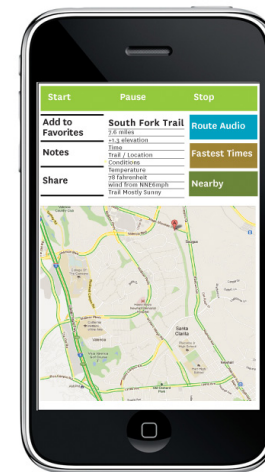


Figure 28: Connecting Google Maps with services in Templeton will help guide tourists around town

WAYFINDING TOOLS

A successful Wayfinding system will create a sense of place and help promote economic development and assets of Templeton. The Templeton Wayfinding Study will provide first-time visitors with clear and consistent information through a variety of wayfinding tools: landmarks, technology, gateway elements, signage, banners and public art. These elements will reflect the character Templeton embodies as a small town that is up to date with modern technology.

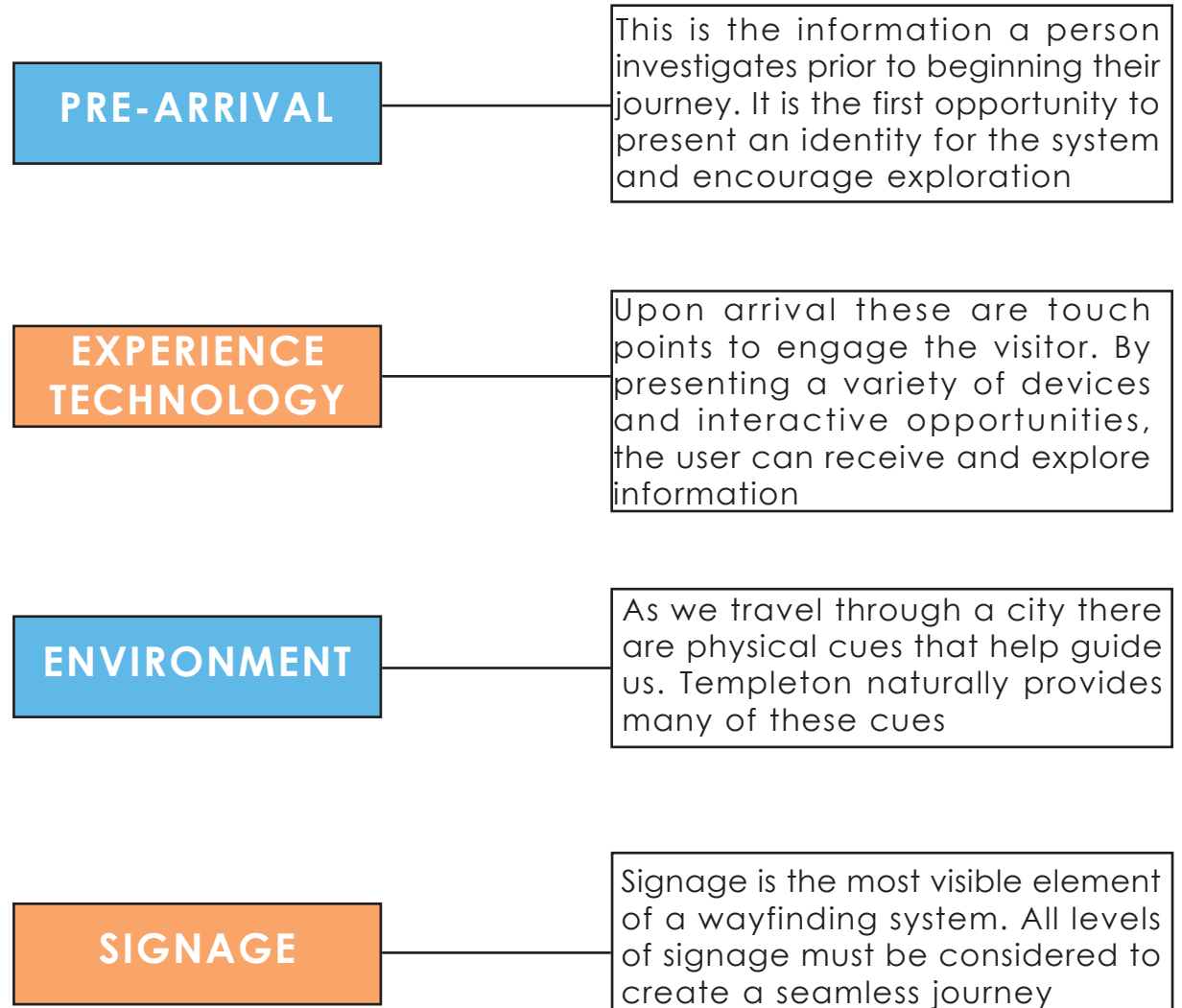


Figure 29: Description of the various wayfinding tools
(Downtown Austin Wayfinding Master Plan, p. 2.3)

Pre-Arrival

Prior to arriving in Templeton, tourists can research the town with two resources: www.templetonchamber.com and www.templetoncsd.org. An additional internal link to a Templeton Wayfinding site would be very beneficial. A Tourism/Wayfinding interactive map allows for a deeper inclusion of the Downtown core and the 40+ wineries that surround Templeton. Links to hotels, wineries, restaurants, and recreational facilities are most common on interactive maps. This will allow users to click on a destination and receive information and directions. This map will be built on Google Maps and uses the power of the Google search engine to provide information and directions to the destination.

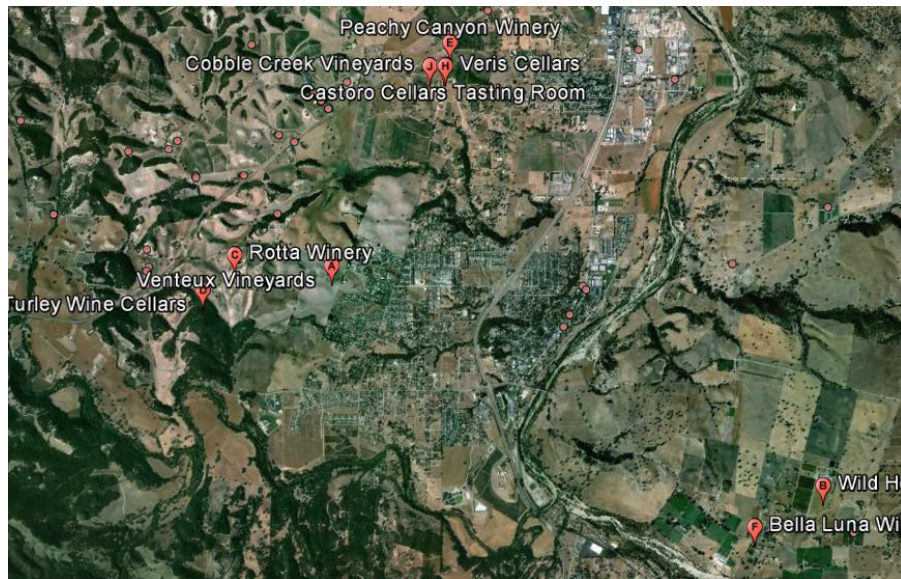


Figure 30: Google Maps will be integrated with the winery website for easy access to directions to each winery

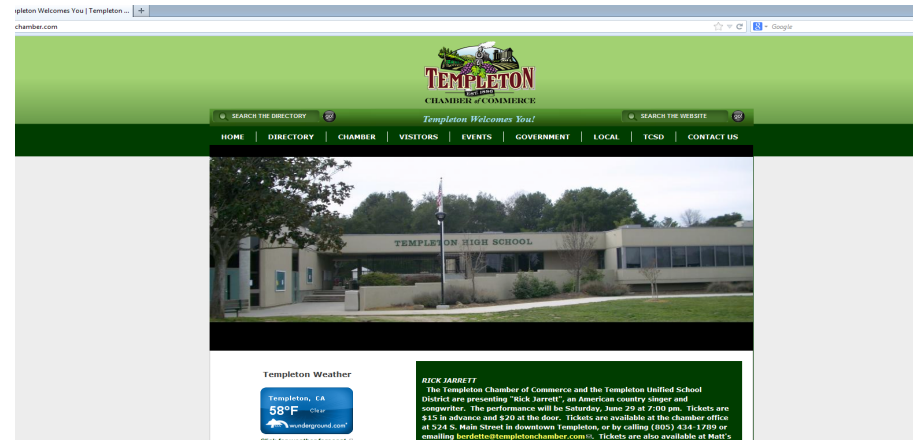


Figure 31: The website for Templeton's Chamber of Commerce

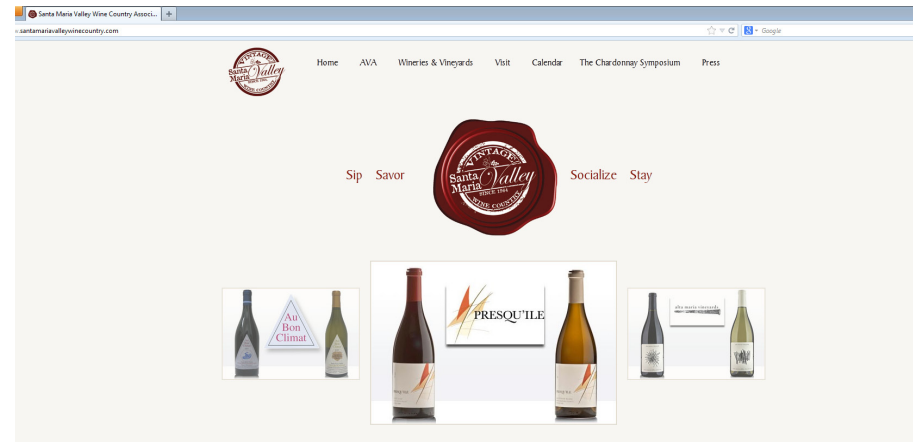


Figure 32: A special website just for the wineries of Templeton

Experience Technology

Templeton has a fiber optic cable running parallel to Main Street that gives the City potential to be home to the best and brightest computer based businesses. Implementing new technology based ideas such as a bar code scanner will help visitors connect to specific information through scanning technology. Figure shows QR codes for shopping, dining, and wine tasting. Visitors scan codes using a free app on their mobile phones and are promptly directed to online information about events, parking, shopping, wine tasting and dining. The code is simple, engaging, and intuitive and enables immediate response and deeper engagement from visitors. A specific app for Templeton itself would also be a great way for tourists to utilize technology.

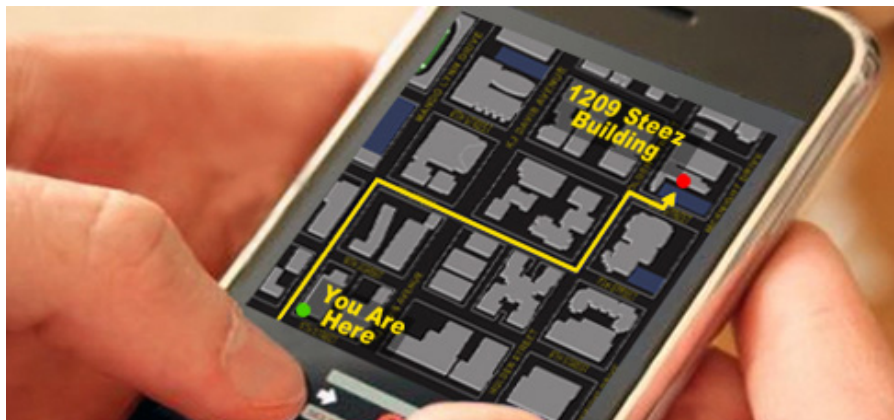


Figure 33: After scanning one of the barcodes, visitors can be directed to a location through their smart phone



Figure 34: QR Codes specific for shopping, dining, and wine tasting will direct users to these destinations and offer more information

Environment

Landmarks are helpful for establishing a person's orientation, especially in an exterior environment, where architectural features, landscaping and physical elements help to position us in unfamiliar territory. In Downtown Templeton, along Main Street is the Templeton Feed and Granary which is the easiest identifiable landmark, as well as Templeton Park. This category of wayfinding tools provides an opportunity to include public art and involve local artisans. The level of public art can vary from a large element at a gateway entrance to Downtown to a mural on the side of a building.



Figure 35: The Granary is Templeton's largest landmark and will help visitors locate themselves when they are on the East side of Templeton



Figure 36: Templeton Park is one of the first parks located off Main Street upon coming into Downtown.



Figure 37: The Twin Cities Community Hospital is another large building in Templeton. It is located on the West of the town



Figure 38: A mural can be utilized both a landmark and public art

Signage

A welcome brochure and orientation map is a traditional piece of communication that can be used as a pre-arrival tool or an on-site arrival promotion of Templeton. It would provide simple and clear basic information about dining options Downtown and the various wineries surrounding Templeton. A separate brochure specifically for the winery area would also be beneficial; information included would be tasting room availability and hours, ratings of the wineries based on the wine and location. There is a special winery for every type of tourist.

Signs of all different sizes, shapes, colors and typefaces lessen the effectiveness of the signage to aid users in finding their way. The intent of this study is to create an organized and comprehensive approach for a first time tourist to explore Downtown Templeton and enjoy the wineries. This plan will interact with other mandatory sign systems such as CALTRANS, traffic and bicycle regulatory signs.



Figure 39: Trailbalzer with clear information directing visitors to destinations

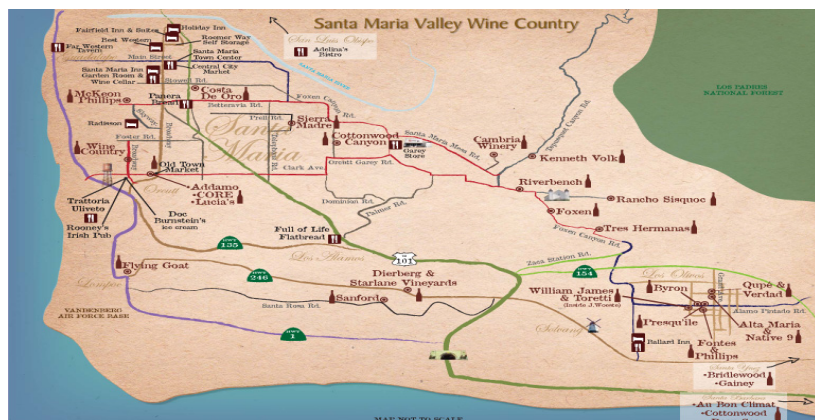


Figure 40: A separate or attached winery brochure with all the wineries, tasting times, shuttle options and other necessary information



Figure 41: A welcome brochure that describes trails, parks, dining, and shopping options throughout Templeton



TYPES OF SIGN HIERARCHY

In a wayfinding signage system, several types of signs are designed and placed at various locations around the community. Each sign type has a slightly different function and size but uses a common design theme. A typical wayfinding sign program can be described as a hierarchy because the sign types can be arranged as “levels” ranked by the number of signs needed. The levels of sign types are pyramid shaped with the fewest number of sign occupying the top level, working downward to sign types installed with the most frequency. All the signs use consistent fonts, logos, and color patterns to create a uniform theme.

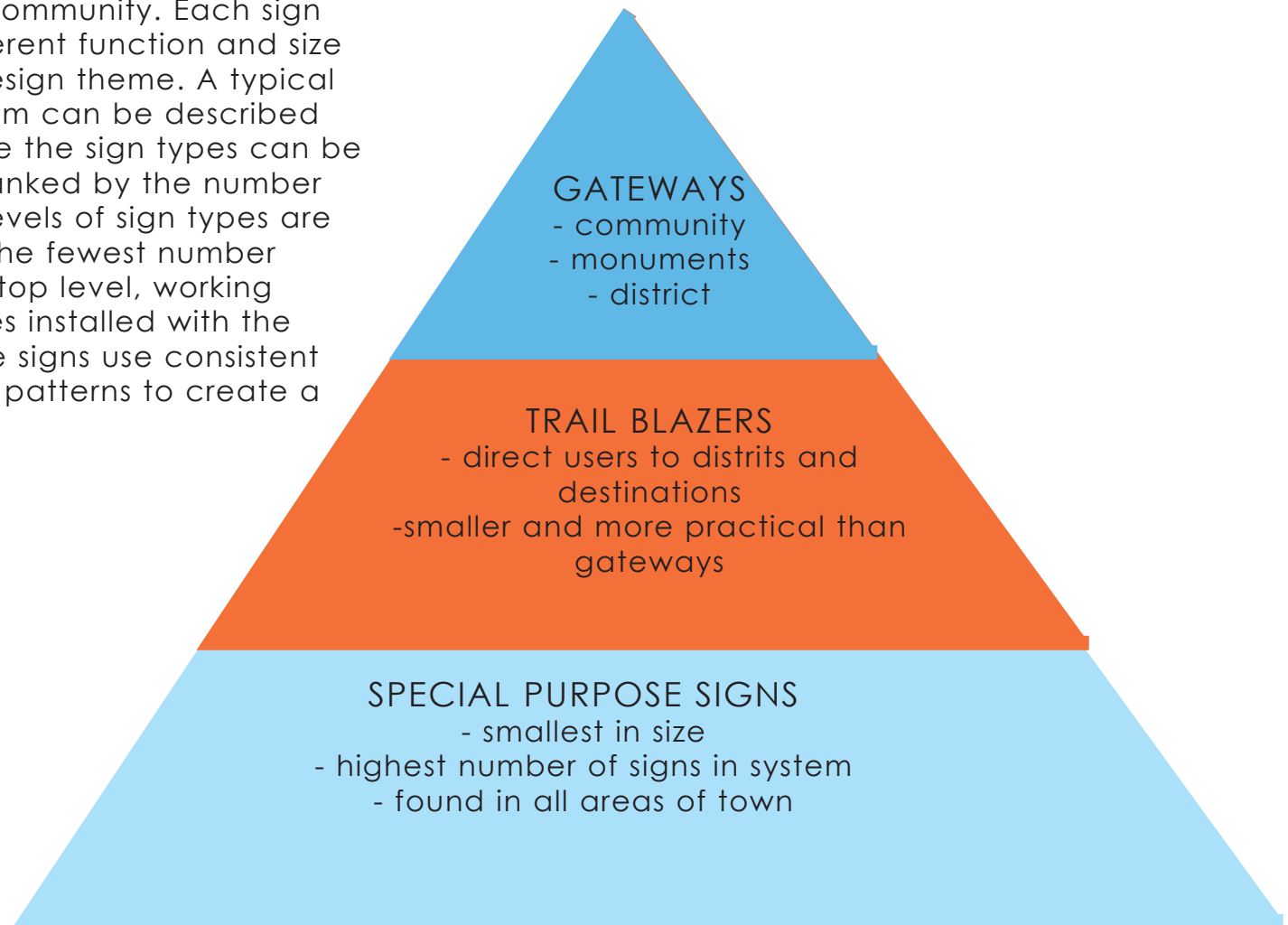


Figure 42: Hierarchy of Wayfinding Signs

Gateways

Gateways have an important practical purpose by announcing entry or drawing attention to a key route, this helps establish a good first impression. Gateways can be purely signage, but are often incorporated into a monument.



Figure 43: Gateway entry arches for Gaslamp District in San Diego

Trail Blazers

Trailblazers have a utilitarian function, pointing the way to key destinations or districts, but they also incorporate the community's character and they wayfinding system's design theme. Trailblazer signs can point the way to districts or specific destinations. These signs vary in size but should be located at key intersections that serve as a "decision point" for travelers.



Figure 44: Trailblazer located in a Downtown district

Special Purpose Signs

Depending on the needs for the area, a series of special purpose signs, designed to reflect the uniform style of the overall signage program can be an important part of the wayfinding system. For pedestrian oriented areas like a historic downtown, informational kiosks can be helpful to point out attractions and options for shopping, dining, or public restrooms. All signs should be designed with the consistent color scheme and font type of the wayfinding system.



Figure 45: Special purpose sign that establishes the Historic Downtown District in Novato, CA

MENU OF SIGN TYPES

a. Community entrance markers located at or near the city limits along Highway 101 and 46. The entrance marker locations will be at the Vineyard Drive off ramp Northbound to welcome visitors coming from the south. The other entrance marker will be off of the Main Street exist Southbound and where Highway 101 and 46 interchange.



Figure 46: Community Entrance marker that will welcome visitors into Templeton

b. Downtown Entry Arches located at each end of the downtown section of Main Street indicating the extend of the downtown core. Two locations are proposed for an entry arch. One located at the intersection of Main Street and Vineyard and the second one located on N Main Street and Gibson.



Figure 47: Downtown Entry Arch will welcome visitors into downtown and help establish the downtown core

c. Vehicle directions signs located at various off ramps and intersections throughout the town. These signs will be smaller and are categorized as trailblazers. They will help aide tourists and residents either to Downtown, Winery District and Medical District.



Figure 48: Vehicle Directional Trailblazers will help vehicles in the right direction

d. Winery Signs off of Las Tablas at Bethel Northbound and the freeway interchanges displaying wineries in the close proximity. Two more locations are 46 at Vineyard and Templeton Rd at Vineyard Drive. These signs should be trail blazers as well and display the Winery name with the distance.



Figure 49: Specific Trailblazers for Wineries surrounding Templeton will help visitors in that direction

e. Historical District Markers placed at all pedestrian and vehicular entries to the historic downtown core. These are special purpose signs and will show where the historic downtown is located. The Granary will have a special sign with information on the history of Templeton.



Figure 50: Speical Purpose Signs such as a Historic District marker will identify special places in Templeton

f. Pedestrian wayfinding signs located on sidewalks throughout the downtown core. These will be special purpose signs and will help direct tourists to different areas downtown such as The Granary, Templeton Park, trailheads, and public restrooms.

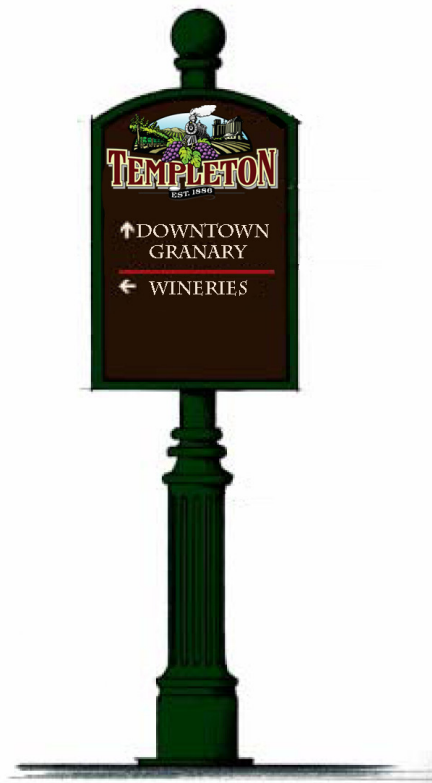


Figure 51: Pedestrian directional signs located throughout town will help guide visitors who are walking or riding bikes

g. Orientation Map located at key intersections downtown and near the hospital on Las Tablas will provide a graphic map of Templeton and include distances to destinations.



Figure 52: Orientation Maps will help visitors or residents who are lost

Signs a-g are proposals for a future wayfinding system in Templeton. Proposals for these locations are found on Figure 54.

LOCATION MAP OF PROPOSED SIGNS

LEGEND

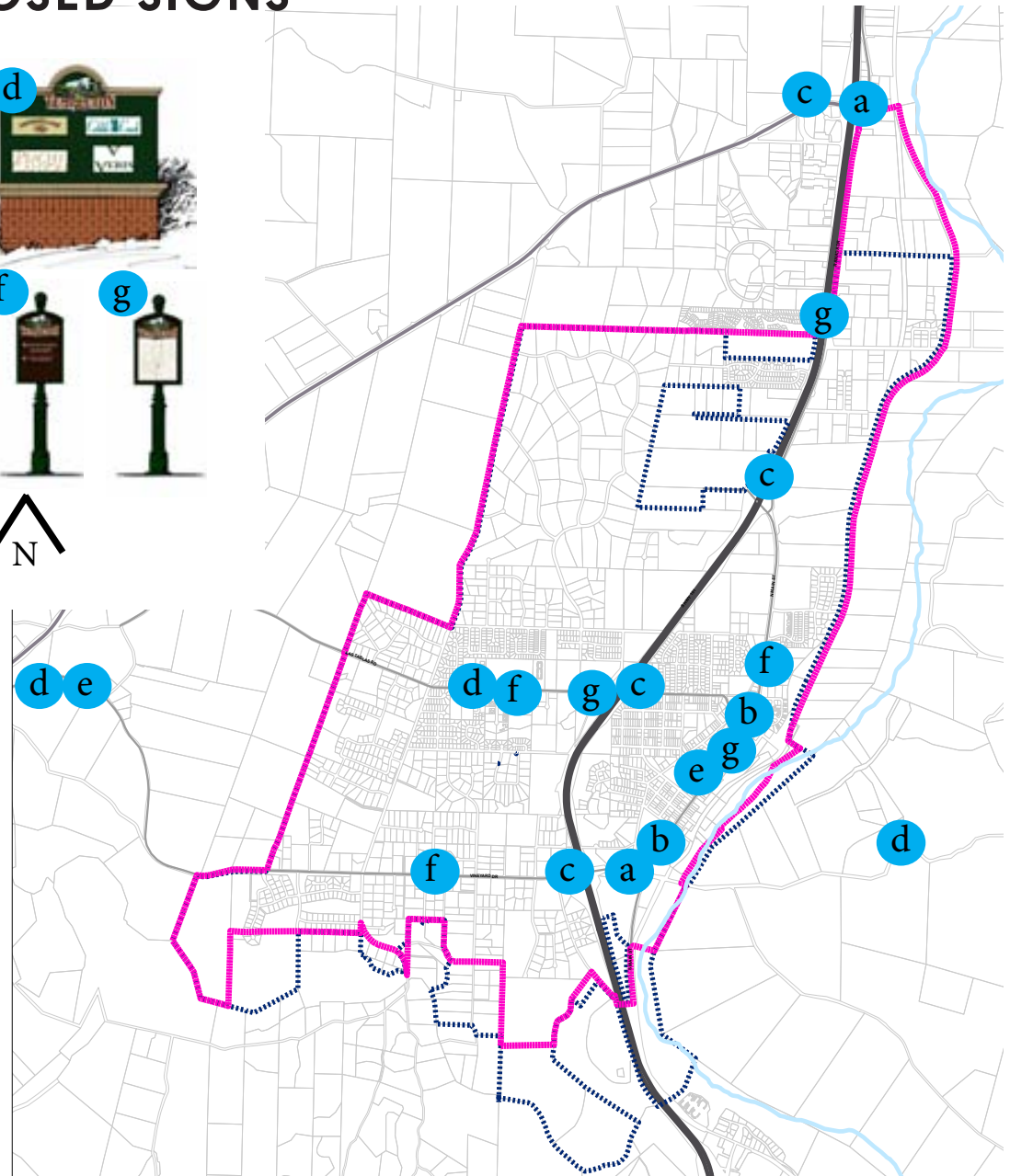
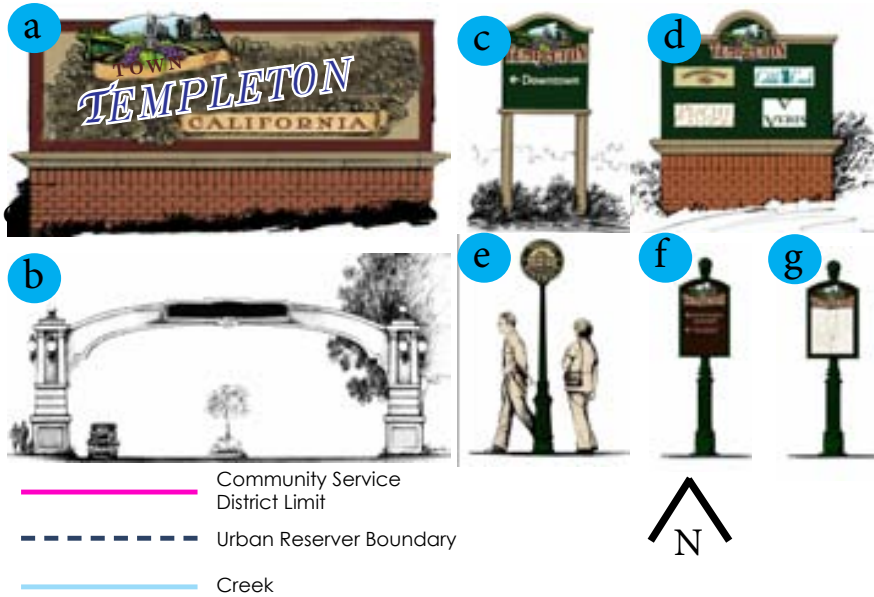


Figure 53: A map of Templeton CA showing the proposed areas for each sign type

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Figure 1 and 2: <http://s3-media2.ak.yelpcdn.com/bphoto/B8UduDIN7d7nWWTScj4fog/l.jpg>

Figure 3: <http://www.ne14zin.com/Wineries/PasoRobles/Southwest.html>

Figure 4: <http://www.peachycanyon.com/images/oldschoolhouse.jpg>

Figure 5: <http://dennismapanningdept.files.wordpress.com/2011/08/wayfinding-example-1.jpg>

Figure 6: http://www.seattle.gov/transportation/pedestrian_masterplan/pedestrian_toolbox/images/enc_wayfinding.jpg

Figure 7: <http://www.newhavensign.com/products/way-finding-systems.aspx>

Figure 24: ftp://ftp.ci.austin.tx.us/npzd/Austingo/final_wayfinding_masterplan.pdf

Figure 25: <http://www.newhavenmo.org/documents/NewHavenDTWayfindingandSitePlans.pdf>

Figure 26: http://media.courierpress.com/media/img/photos/2009/07/02/WayfindingSigns_t607.jpg

Figure 27: <http://www.viawayfinding.com/gallery.html>

Figure 28: <http://ok-mk.com/From-With-For-website-mobile-app>

Figure 30: Google Maps

Figure 31: www.templetonchamber.com

Figure 32: <http://www.santamariavalleywinecountry.com/>

Figure 33: Santa Cruz Wayfinding Analysis

Figure 35: <http://findrealestateinpasorobles.com/templeton-california-treasure/>

Figure 36: <http://www.parksiderealtors.com/pages/>

[AreaInfo/images/templeton/pages/Templeton%20Park.jpg.htm](http://www.parksiderealtors.com/pages/AreaInfo/images/templeton/pages/Templeton%20Park.jpg.htm)

Figure 37: [http://www.travelpaso.com/db/directory/Search.php?Page=29&SearchID=3&DatabaseID=2&zip_code_Range=twin cities](http://www.travelpaso.com/db/directory/Search.php?Page=29&SearchID=3&DatabaseID=2&zip_code_Range=twin+cities)

Figure 38: <http://goingslo.wordpress.com/tag/concerts-in-the-park/> temp park

Figure 39: [http://weareprovince.com/love-food-hate-waste mural](http://weareprovince.com/love-food-hate-waste-mural)

Figure 40: <http://www.santamariavalleywinecountry.com/wine-tasting-map/> brochure

Figure 41: <http://surewhynotnow.blogspot.com/2010/05/asheville-wayfinding-signs.html>

Figure 42: <http://www.aaryatravel.com/brochure>

Image: <http://www.flickr.com/photos/henry-gail/1752617513/>

Figure 43: http://www.aaroads.com/california/images999/fifth_ave_nb_gaslamp_01.jpg

Figure 44: <http://www.viawayfinding.com/images/gallery/fortW3.gif> trailblaser

Figure 45: <http://www.connectnorwalk.com/wayfinding/>

Figure 46-52: http://www.atascadero.org/index.php?option=com_content&view=article&id=561:wayfinding-signage-program&Itemid=625

APPENDIX A

City of Santa Cruz Wayfinding & Signage Program

APPENDIX B

Downtown Austin Wayfinding Master Plan