



PARLIER CALIFORNIA

PROPOSAL FOR A SIGNAGE & WAYFINDING SYSTEM
FOR THE CITY OF PARLIER

APPROVAL PAGE

Title: Proposal for a Sigange & Wayfinding System for the City of Parlier

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Proposal for Signage & Wayfinding System for the City of Parlier

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TABLE OF CONTENTS

INTRODUCTION

WHAT IS SIGNAGE AND WAYFINDING?	3
PARLIER, CA	4
PROJECT BACKGROUND	5
IMPORTANCE OF SIGNAGE AND WAYFINDING IN PARLIER	5

CASE STUDIES

WILSONVILLE, OR	8
SANTA CRUZ, CA	10
TRINIDAD, CO	12

SIGNAGE & WAYFINDING GOALS & STRATEGIES

GOALS	15
SIGN CLASSIFICATIONS	17
EXISTING CONDITIONS	18
TRUCK ROUTE MAP	19
ARTERIAL & COLLECTOR STREET MAP	20
MAJOR DESTINATIONS AND ACCESSIBILITY MAP	21
EXISTING SIGNAGE MAP	22
PLACEMENT GUIDANCE	23
SIGNAGE OPPORTUNITIES MAP: BIKE ROUTES	24
SIGNAGE OPPORTUNITIES: BIKE ROUTES	25
SIGNAGE OPPORTUNITIES MAP: PEDESTRIAN ROUTES	27
SIGNAGE OPPORTUNITIES: PEDESTRIAN ROUTES	28
SIGNAGE OPPORTUNITIES MAP: VEHICULAR ROUTES	30
SIGNAGE OPPORTUNITIES: VEHICULAR ROUTES	31

DESIGN DEVELOPMENT

DESIGN DEVELOPMENT REQUIREMENTS	35
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WORKS CITED

36

FIGURES

FIGURE 1.1: Axia Design Firm Signage and Wayfinding Proposal for the Russian River Towns	3
FIGURE 1.2: Location of Parlier in Relation to the County and the State	4
FIGURE 1.3: Latino Activist Mural in Downtown Parlier	4
FIGURE 1.4: Aerial view of Wilsonville and the Willamette River	8
FIGURE 1.5: Alta Design of Different Signage for the City of Wilsonville, OR	9
FIGURE 1.6: Existing Signs in Santa Cruz, CA	10
FIGURE 1.7: Different location around Santa Cruz, CA	10
FIGURE 1.8: Merje Environments & Experiences Proposal of Icons for Clarity and Simplicity	11
FIGURE 1.9: Southern View of Trinidad, CO	12
FIGURE 1.10: Downtown Trinidad, CO	12
FIGURE 1.11: Recommended Signage for the City of Trinidad, CO	13
FIGURE 1.12: Information Sign Promoting a Food Source in Parlier	17
FIGURE 1.13: Gateway Sign on S. Mendocino Ave.	17
FIGURE 1.14: Directional Sign on Manning Ave.	17
FIGURE 1.15: Identification Sign on the Side of a Building	17
FIGURE 1.16: Existing Gateway Sign	18
FIGURE 1.17: Existing Identification Sign on a Building	18
FIGURE 1.18: Existing Cluster of Identification Signs on a Building	18
FIGURE 1.19: Alta Design Signage Logic Strategy Proposed in the Wilsonville, OR Report	23

A light gray map of California is shown. Overlaid on the map is the word "Parlier" in a large, dark blue, cursive script. Below the word, a red five-pointed star is positioned, and to its right, the letters "CA" are written in a dark blue, sans-serif font.

Parlier



★ Designed by TownMapsUSA.com

INTRODUCTION

WHAT IS SIGNAGE AND WAYFINDING?

Signage and wayfinding is a system of visuals that guide people throughout a built environment in a concise manner. It also adds to people's understanding and experiences of the space they are in. As stated by the name, Signage and Wayfinding is comprised of two parts, physical signage and wayfinding system. Signage is the physical visuals you see on buildings and the side of streets. Whereas, wayfinding is the systematic way that these signs are placed in order to follow human intuition of following a route to a destination.

Signage can go beyond just a visual to identify a street or a building. They can contribute to the location's sense of place. By creating attractive and context appropriate signage, a signage system can beautify a space while being a functional component of the landscape.

Wayfinding can be more than just a uniformed system. According to the Sign Research Foundation (2013), "...wayfinding systems not only direct visitors to destinations but also serve as a teaching tool that educated visitors on the boundaries, destinations and key features of the urban environment" they find themselves in. It can enhance the legibility of the built environment.

Wayfinding can be broken down into further applications such as gateways and area identification, vehicular wayfinding, pedestrian wayfinding, and urban and street identity. All of these parts, however, should "...utilize common design cues including color, typography, shape, logo, material, and nomenclature" (Sign Research Foundation, 2013) This will create a flow between the various applications and the overall sense of place of the space the system is being applied to.

Additionally, wayfinding can promote improvements within transportation, social, commercial, and health environments, according to the case study, Legible London, done by the Sign Research Foundation (2013). A transit system can receive less pedestrian interruption if there is clear pedestrian accessibility implemented through a wayfinding system. Clear pedestrian accessibility will promote a higher usage of streets for social interactions and therefore lessening criminal activity. It will also clearly and efficiently direct both vehicles and pedestrians to commercial hubs in a safe manner. Finally, all of these efforts are linked by the promotion of walkability, which establishes healthy communities.



FIGURE 1.1: Axia Design Firm Signage and Wayfinding Proposal for the Russian River Towns

PARLIER, CA

Parlier, CA is an incorporated city in Fresno County. The City has a population of 14,494 as per the 2010 census. It is located in the Central Valley of California, mostly known for its worldly and successful agriculture industry. Parlier is approximately located 21 miles Southeast of Fresno, the closest large city. Selma, the closest city next to the highly used interstate 99, is approximately 5.5 miles Northeast of Parlier. As per the census, Parlier has been identified to have one of California's highest percentages of Latinos. The large majority of this percentage are seasonal migrant laborers.

As per the Community Background Report, Parlier was founded in 1876 when the Parlier family, along with their two African American servants migrated from Springfield, Illinois in hope of obtaining land through the Homestead Act of 1862. Parlier began to evolve into a social gathering place for the region. It quickly turned into small family farms that would eventually establish the agriculture industry in the area. Parlier farmers were able to expand their operations in order to supply the growing agriculture market in its neighboring City of Fresno.

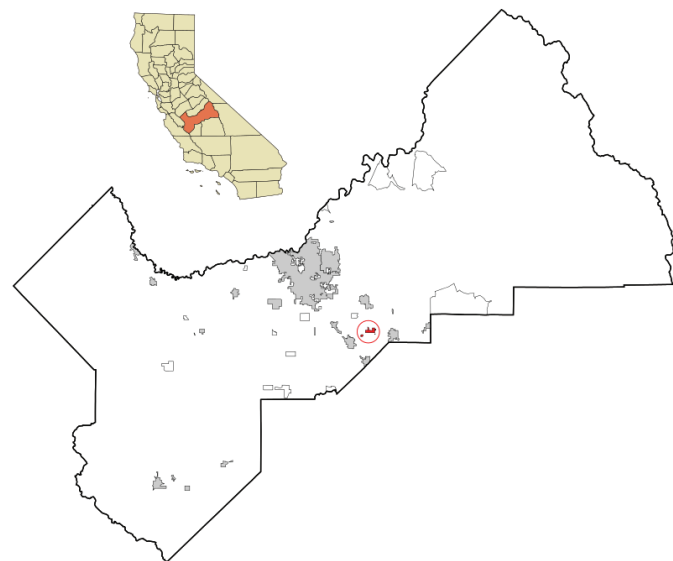


FIGURE 1.2: Location of Parlier in Relation to the County and the State

With the booming demand of agriculture, Parlier farmer's initially hired, Chinese migrants. However, the Chinese Exclusion Act of 1882 pushed Chinese workers out of Parlier. A wave of Japanese workers followed and comprised 60% of the labor force in the entire county. Japanese immigrants began to obtain land. However, when the Alien Land Act of 1913 and 1920 was enacted it made it illegal for "immigrants" to own land in California. Following this act was also the relocation of Japanese workers to internment camps due to racial tensions culminating. Due to these challenges, many Japanese workers were not able to reclaim their land or jobs. Soon after the primary labor force in Parlier became Mexican immigrants. Mexican workers settled in migrant labor camps all over the Central Valley. West Parlier was one of these labor camps known as "La Colonia" and to this day it is identified to be part of the local history.

In 1972 Parlier saw major political changes. There was the re-election of the City Council due to Parlier citizens voicing their concerns that there was a misrepresentation of the current, all-white City Council. Ever since this re-election the leadership and goals of Parlier have better reflected the demographics of the City. Parlier also major changes in its industry. It moved away from an agricultural producer to an agriculture processor. Today, the City's goals and development strive to bring back the spirit it once had.



FIGURE 1.3: Latino Activist Mural in Downtown Parlier

PROJECT BACKGROUND

As part of the City & Regional Planning two-part senior studios, we were tasked with working to propose a revised General Plan for the City of Parlier. This task was divided into two parts. The first part consisted of producing a Community Background Report. The Community Background Report was to be the base from which the second part built off of. The second task was proposing a revised General Plan for Parlier. Both tasks were then further divided into General Plan chapters among teams comprised of 4-5 students.

The Community Background Report was divided into the General Plan chapters. The Circulation chapter sets the precedent for the current patterns both pedestrians and vehicles to take through the city. This chapter identifies three types of street system comprised of arterial, collector, and local streets. This will later help identify higher usage of streets versus localized traffic movements in order to identify signage placement. The Community Design chapter works to identify the characteristics that contribute to Parlier's sense of place. Through site visits and public outreach, the Community Background Report identified the conditions the built environment is in, the lack of uniformity, and the public's perception of the city image.

The proposed General Plan takes the information from the Community Background Report and applies it to goals, objectives, and implementation measures. As part of the Community Design team, we had to critically think about how as a team we could propose measures that were conscious of the small town character Parlier wants to preserve. In parallel to that team goal we also searched for implementations that would be functional and add a beautification component to the community. As a result, I proposed the implementation of Signage and Wayfinding Guidelines.

The information provided and the goals developed throughout the report are based on the proposed General Plan completed in the senior studio course. The proposal for these guidelines is outlined and described in further chapters.

IMPORTANCE OF SIGNAGE & WAYFINDING IN PARLIER

As the Community Design chapter of the proposed general plan states, the goal is to improve Parlier's physical appearance and promote comfortable, engaging, and interesting design for all aspects of the City, such as streets, buildings, districts, landmarks, nodes, public spaces, and landscaping. It plans to do so through shaping Parlier's identity through the built environment and ensuring that each development enhances the sense of place for the community.

With that in mind, Goal 1 proposes "A strong, small-town identity, shaped by community-wide pride, distinct gathering public spaces, and thoughtful transitions between neighborhoods." In order to implement this goal, a set of Signage and Wayfinding Guidelines were proposed. The implementation states that these guidelines will "Develop sign regulations or guidelines that contain standards for all private and public signage and wayfinding throughout the City. The guidelines will not only set standards for future development but also evaluate and change existing signs."

Parlier is a small community that prides itself in its small-town character. Signage and Wayfinding guidelines will be able to clearly identify major destinations that play a role in the small town character. These guidelines can also promote walkability by providing safe and clear routes for pedestrians. The design process and visual appearance of the signs will encourage public participation and encourage Parlier residents to participate in a City-wide initiative. Signage and Wayfinding guidelines will undeniably set up a structured system for the entire City of Parlier, but it will also complement other initiatives and goals proposed in the General Plan.



CASE STUDIES

WILSONVILLE, OR

OVERVIEW

Wilsonville is a rural town South of Portland and North of Salem. To its other directions, you will find agriculture lands. It is home to approximately 24,300 residents. The City is located along the Willamette River and near Interstate 5. These factors were an inspiration to enhance wayfinding.

OBJECTIVE

As per the City Signage & Wayfinding Plan (2018), "The objective of the plan is to better connect people walking, biking, or driving to destinations throughout Wilsonville with a cost-effective program that is easy to expand and maintain and a community supported design that reflects the city's unique identity." In order to achieve this objective, the plan outlines a set of principles, based on best practices across North America, that become the basis of their wayfinding system and make the City a legible and intuitive space.



FIGURE 1.4: Aerial view of Wilsonville and the Willamette River

Be Predictable: The networks will deliver information when users expect it. This makes a system more reliable and therefore providing ease to new users of the system. Consistency in symbology, fonts, colors, and style of signage is key to making systems predictable.

Keep Information Simple: There has to be a balance between too much and too little information. If there is too much information, the system becomes difficult to understand. If there is too little information, users will have a difficult time making prompt decisions. By dispersing signs in a strategic manner, you can deliver information in a concise manner and ahead of time before major changes.

Maintain Motion: In order to avoid frustration from bicycle users and pedestrians, systems should be consistent, clear, and visible to maintain their state of motion.

Connect Places: Places to consider connecting are major destinations while also allowing the opportunity to discover new destinations and services. It should accommodate connectivity for those walking, biking, and driving.

Promote Active Travel: The system should encourage users to use active transportation. This can be achieved by providing clear communication on the convenience of using these modes of transportation.

TAKEAWAYS

Wilsonville, OR was consistently attempting to provide a Signage and Wayfinding system that was accessible to both motorists and pedestrians. Additionally, the system identified an opportunity to encourage the usage of bicycle routes to provide an environmentally conscious option for the community.

The city created a set of objectives to consider when creating, designing, and implementing the system. The City wanted to assure that its users would feel safe and confident when navigating the area. This method brought consistency and unification to Wilsonville that would make the City legible to its residents and visitors. Similarly to Parlier, Wilsonville is located in the outskirts of a larger city and a busy interstate. These were important factors that influenced the development of the Signage and Wayfinding plan. Being a rural area, the scale and the town character were able to be the precedent for the location and design of the proposal for the physical signs. Being in a rural space allowed the system to enhance its usage of its alternative modes of transportation for visitors by making sure that the destinations were reached in an efficient manner through routes that made sense to users. Encouragement of alternative modes of transportation could be present in Parlier if safe and intuitive routes were identified all throughout the City.



FIGURE 1.5: Alta Design of Different Signage for the City of Wilsonville, OR

SANTA CRUZ, CA

OVERVIEW

Santa Cruz is located on the northern part of the Monterey Bay and is approximately 32 mile south of San Jose. It has multiple, highly visited destinations such as the Santa Cruz Boardwalk and the UC Santa Cruz campus. The City sits right on the ocean edge making the beach an attractive attribute to the residents of the area. Santa Cruz is home to approximately 65,000 residents.

OBJECTIVES & PHILOSOPHY

The City of Santa Cruz's Signage and Wayfinding plan strives to make the City user-friendly for visitors and residents considering its highly impacted tourist destinations, such as the Santa Cruz Boardwalk and UC Santa Cruz Campus. The objectives call for a unified messaging system throughout the City that will complement the evolution of various districts.

The City has categorized its philosophy for the plan into 4 areas. The first area touches on creating an identity. This identity should create a great first impression of a City that is inviting. Another philosophy area is to market the assets of Santa Cruz. This will aid visitors in discovering what the City is calling "little jewels" through signs that validate these destinations are worth visiting. All of these philosophies and the following set of Wayfinding Principles guided the City's process and recommendations:

1. The system is intended for first time visitors and residents alike.
2. First impressions and perception play an active role in determining the best route to travel.
3. The best route may not be the shortest or quickest.
4. Terminology must be kept short and easily understood by a visitor.
5. Direct to the "front door" of a destination.
6. Departure routes are equally as important as arrival routes.
7. Promote economic development and the assets of the City of Santa Cruz by making connections between destinations.

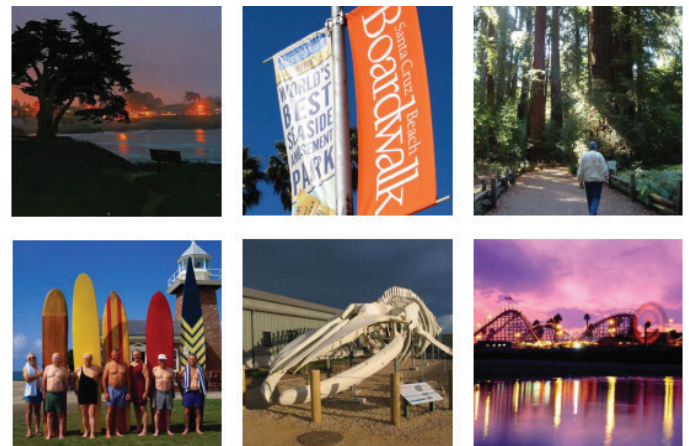


FIGURE 1.7: Different location around Santa Cruz, CA

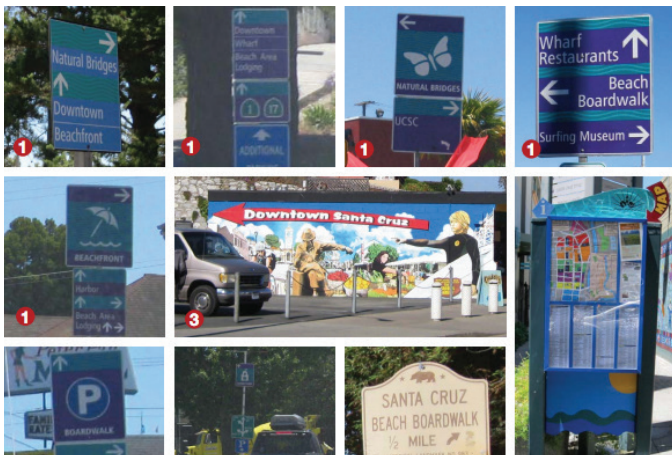


FIGURE 1.6: Existing Signs in Santa Cruz, CA

TAKEAWAYS

The City of Santa Cruz has multiple, popular destinations. The Signage and Wayfinding system is attempting to connect all these areas by making the spaces in between just as attractive and easy to read. Though Parlier does not compare in size nor in amounts of destinations, the concept of connecting districts can still be applied. Connecting various districts, can set predictable routes and information for users. Traffic can be managed if the user can easily and confidently make decisions on the route they need to be on. When a user feels confident in the space they are navigating, they have more of an encouragement to discover and identify other areas of the city they would have normally dismissed had their attention been on figuring out the route.



FIGURE 1.8: Merje Environments & Experiences Proposal of Icons for Clarity and Simplicity

TRINIDAD, CO

OVERVIEW & EXISTING CONDITIONS

The City of Trinidad is located in the Southern parts of Colorado, about 20 miles from the border of New Mexico. It has an approximate population of 8,100. Due to its location near Highway 25 and the border, the ability for visitors to travel through the City is important to its economic status. These visitors need to be able to access and find services easily and safely.

Ten main observations were made of existing wayfinding signage. There was no coordinated sign design or program. There are areas where there are a “clutter” of signage. The current signs are not well maintained. There is an incomplete Highway signage guide. There is no gateway signage welcoming visitors into the City. The current directional signage is illegible. Public parking areas are hard to find and identify. There are no informational kiosks. There is no plan to integrate signage with a future planned transit center. There is no clear pedestrian wayfinding.

GOALS & STRATEGIC OBJECTIVES

Based on the Existing Conditions outlined in the report, The City of Trinidad has identified four “achievable” goals and a strategic objective to compliment each goal. The City has labeled its goals as “achievable” because in ideal situations they will be reached in five to ten years. The goals and strategies are outlined below:



FIGURE 1.9: Southern View of Trinidad, CO



FIGURE 1.10: Downtown Trinidad, CO

GOAL 1: To Promote tourism by enhancing traveler convenience

Establish a way-finding sign program that directs visitors to key attractions within Trinidad and the region

GOAL 2: To enhance Trinidad’s attractiveness by reinforcing community identity

Develop a wayfinding sign concept using design elements that reflect Trinidad’s character

GOAL 3: To improve traffic flow and vehicular safety by improving roadway signage

Replace existing wayfinding signage in Trinidad with new signage that is legible and easy to maintain

GOAL 4: To emphasize Trinidad as a destination by improving highway guide signage

Work with Colorado’s Department of Transportation to update and implement a sign plan that enhances guide signage for navigation, boundary identification, traveler services, the Corazon de Trinidad National Historical District, Trinidad Lake State Park, and other traffic generators along I-25.

TAKEAWAYS

The location of the City of Trinidad is key in the development of its Signage and Wayfinding system. The City attracts a high volume of passing by traffic since it is located right next to a busy interstate and is 20 miles from the border of New Mexico. Being one of the last stops in the state of Colorado, the City pulled a lot of its inspiration for the design of the signs from the characteristics of being a city in Colorado and its own small-town character. The physical signs enhance the sense of place and adds a charm to the City, making it memorable even to those who only stop in the City for a very small amount of time.

Additionally, the Signage and Wayfinding system aims to encourage visitors to use its local services. The use of local services can enhance the economic vitality of the City. The enhancement of the usage of local services can be achieved if users, especially those who are only driving through the area en route to a different destination, feel that they can confidently reach them without in an efficient manner. The legibility of where and how to get to these services starting from the interstate and following it through all the way to the destination of the service is going to create a flow of traffic that is easy to navigate for both visitors and residents.



FIGURE 1.11: Recommended Signage for the City of Trinidad, CO



A community with a
vision to the future

Una comunidad con
vision al futuro

Incorporated November 14, 1921

Founded 1876

1100 E. Parlier Ave.

Ci

Com
C

Fresh
L

**SIGNAGE & WAYFINDING
GOALS AND STRATEGIES**

PRINCIPLES & GOALS

A set goals is important to establish in order to assure that the Signage and Wayfinding system is being applied and used to its full potential. Goals assure that the purpose of a system is being fulfilled. In order to consider all types of users there are interacting with a Signage and Wayfinding system there are six sets of principles that the Alta Planning + Design firm has outlined. The following principles are tailored to fit the character of Parlier. They are aimed to make the experience and navigability of a space clear.

Connect Places

Parlier has distinct neighborhoods, schools, and retail areas. Being a small town, these spaces have the potential to be connected beyond vehicular paths. Strong connectivity can also guide users through the space in a manner that highlights significant areas of Parlier that contribute to its character.

Promote Active Travel

Parlier is a fairly small city that has the ability to provide paths for alternative modes of transportation. Having smaller distances to travel from destination to destination active travel, such as bicycling, can be encouraged through clear and distinct bicycle paths when appropriate and safe to implement.

Maintain Motion

Parlier has highly used truck routes that run through the entire City from North to South. These routes are the main streets that lead to major destinations much faster than alternative routes. When accommodating multiple modes of transportation on these routes it will be important to assure that there is minimal motion disruption. This will mean placing signage in a manner that contains the right amount of information at points that will give the user plenty of time to make route decisions. Keeping motion will not only prevent frustration, but it will also keep users safe. age or create a cluster of too many signs. considering the six principles outlined above.

Predictable

A predictable Signage and Wayfinding system will allow users to make route decisions well ahead of time. This will help with the flow of traffic and assist with the motion principle. A predictable system will allow users to rely on the system and trust that they will reach their destination efficiently and safely.

Simplify Information

In order for the Signage and Wayfinding system to work, it has to be able to provide the correct information, but also have a balance of information in order for the user to process what is happening. Too little information and the user will not have a clear path. Too much information and the user will be overwhelmed and has the potential to go the wrong direction. This will prove important in a small community as to not overwhelm signage or create a cluster of too many signs.

Accessible

Accessibility is important regardless of the community. Communities will have a diverse set of people who will have different challenges. Signage should be legible and appropriately sized for the community. Parlier, being a small community with a large population of Latinos, can consider a multi-language sign system.

The following goals were influenced by the Case Studies discussed earlier in this report while also considering the six principles outlined above.

Goal 1: To enhance the small town-character and attractiveness of Parlier

Goal 2: To encourage the use of alternative modes of transportation that are efficient and safe

Goal 3: To promote Parlier's sources around arterial streets and truck routes

Goal 4: To establish and highlight destinations that contribute to the character of Parlier

SIGN CLASSIFICATIONS

Due to the variety of users and modes of interaction with a Signage and Wayfinding system below are sign classification that serve different purposes. These classifications are applied to multiple modes of transportation such as vehicular, bicyclists, and pedestrians.

INFORMATIONAL

Informational signs will have the majority of information a user needs to navigate a space. They work hand in hand with directional signage to be able to communicate with the user where they are in relation to their destination and how they need to get there. In Parlier, billboards and side of the road promotions are informational signage. These signs give the user information about upcoming sources available in the City.

GATEWAY/LANDMARK

Gateway signs are signals that the user is entering or exiting a space. These signs can be decorative and show a city's character. Landmark signs identify areas and spaces that are important to the City.

DIRECTIONAL

Directional signage lets the user know which way to go. Usually these signs contain a set of arrows.

IDENTIFICATION

Identity signs label the area and space for what it is. There is a large variety of what these signs can look like. They can be stand alone signs or on the side of buildings. Their size can also have a lot of variation. These signs should be inviting and be clear as to what the are or space contains. Parlier uses these signs for their retail spaces.



FIGURE 1.12: Information Sign Promoting a Food Source in Parlier



FIGURE 1.13: Gateway Sign on S. Mendocino Ave.

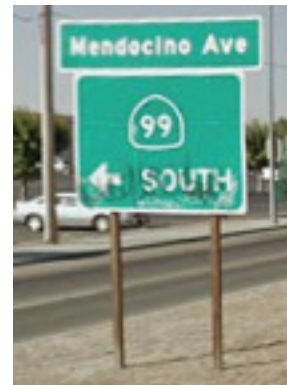


FIGURE 1.14: Directional Sign on Manning Ave.



FIGURE 1.15: Identification Sign on the Side of a Building

EXISTING SIGN CONDITIONS

The following maps are current conditions of roads and sign placement throughout the City of Parlier. The identified truck routes, street types, and major destinations was accomplished by site visits and research done by the Circulation element team within the senior design studios mentioned at the beginning of this report. An inventory of the different signage was taken during a recent site visit. The existing conditions will play a vital role in understanding where there are signage gaps throughout the City and the update these signs will need to receive in order to follow a Signage and Wayfinding system.

Truck Route Map: Identifies the routes that are taken by large trucks. It also identifies cross town streets that connect the prominent truck routes.

Arterial & Collector Streets Map: Arterial streets are those streets that are more urbanized and have high capacity. These streets are main streets within Parlier. Collector streets are low to moderate capacity roads. In other words, they are roads that are likely to only be used by residents who are familiar with the area.

Major Destination & Accessibility Map: This map presents the location of major destinations that are sources for both residents and visitors. It is important to understand the current legibility of the routes being taken to these locations in order to determine opportunities. These destinations are part of the character of the small-town.

Existing Signage Map: The Existing Signage Map is the inventory of all the sign types found in Parlier during the site visit. Each type of sign is described in the previous section.



FIGURE 1.16: Existing Gateway Sign



FIGURE 1.17: Existing Identification Sign on a Building

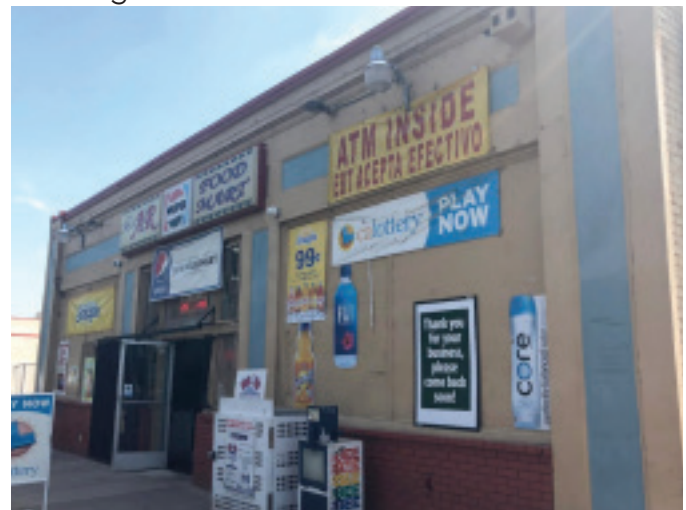
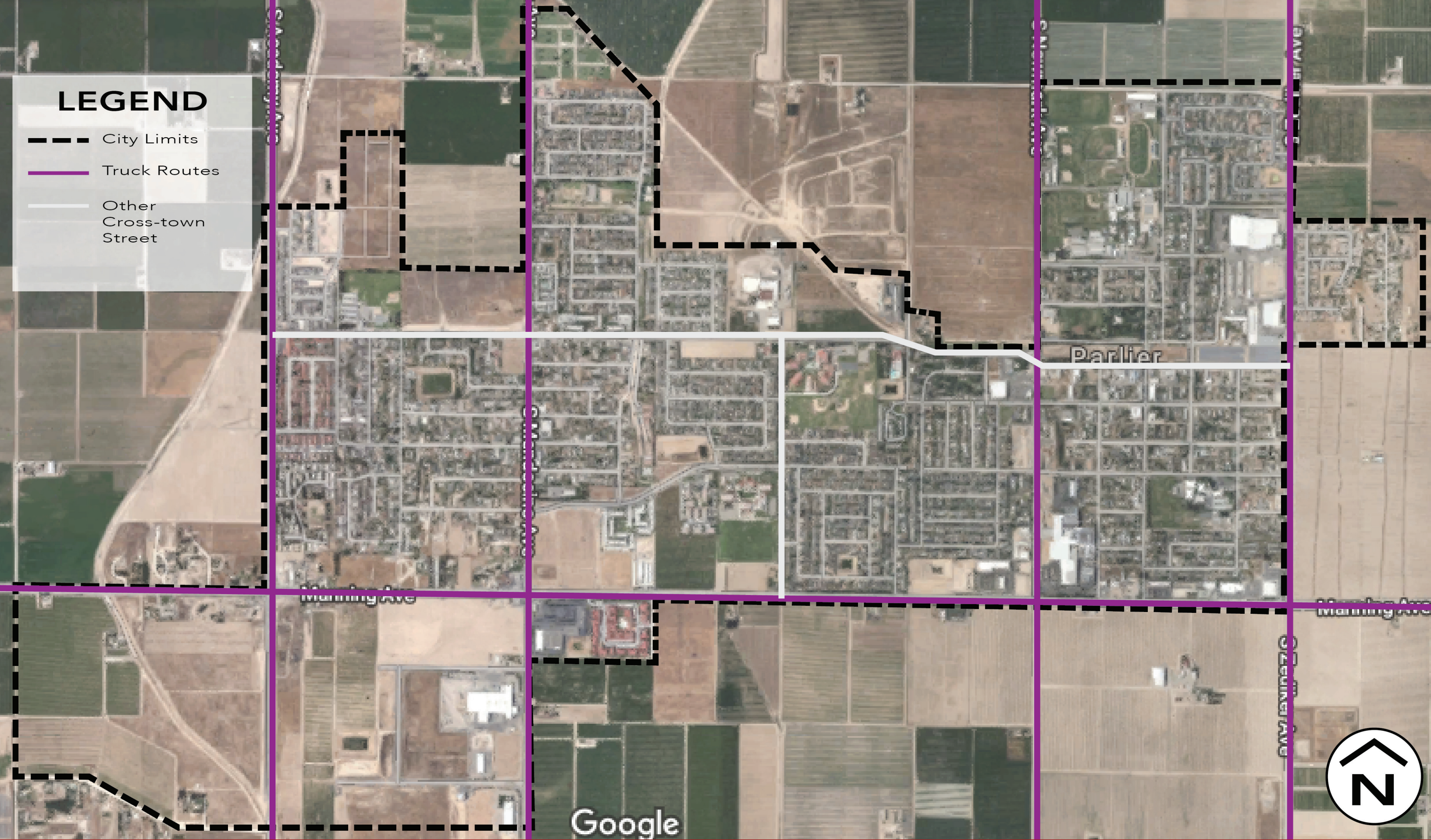


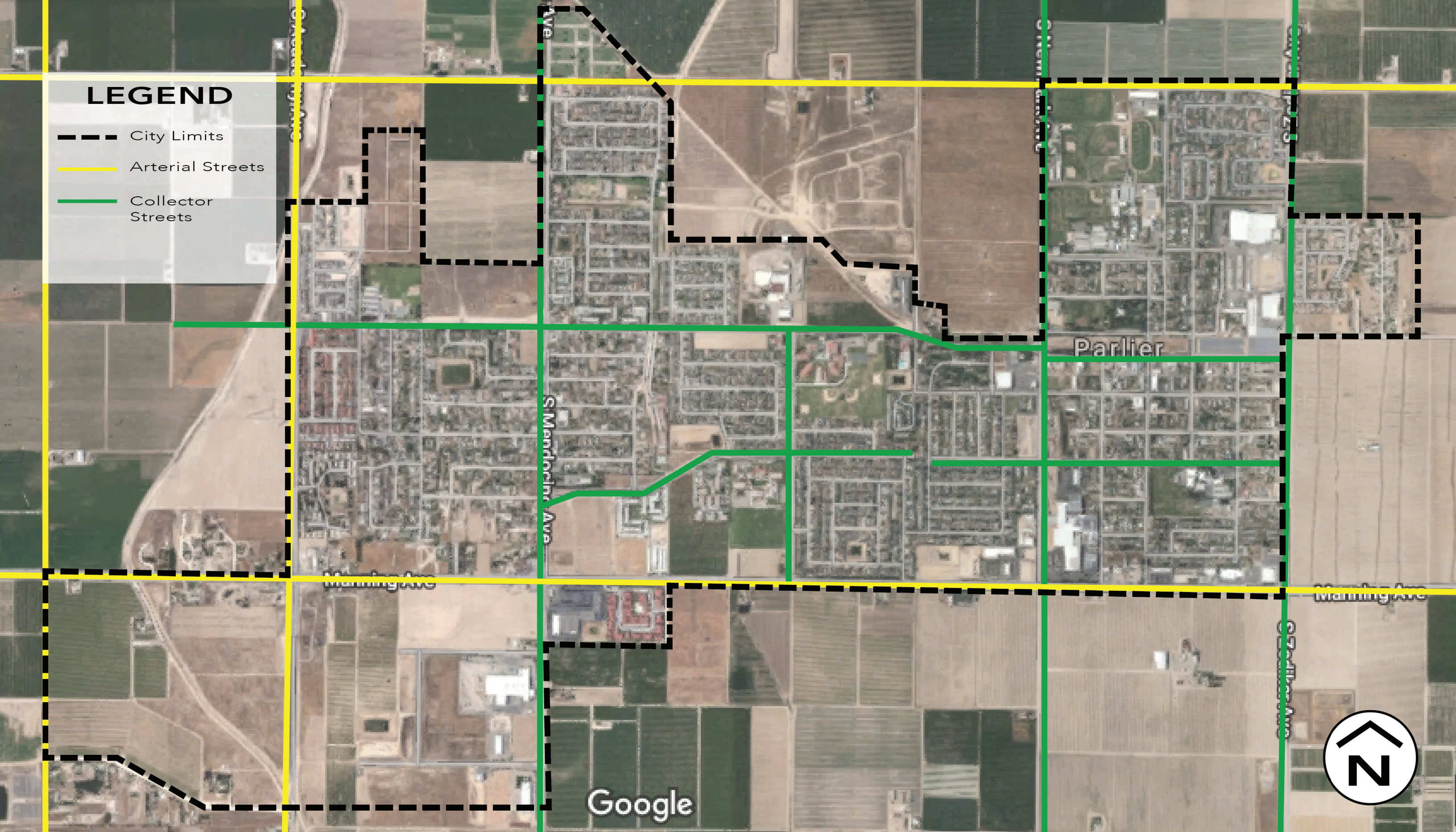
FIGURE 1.17: Existing Cluster of Identification Signs on a Building

LEGEND

- City Limits
- Truck Routes
- Other Cross-town Street









TRUCK ROUTE MAP



ARTERIAL & COLLECTOR STREET MAP











LEGEND

- City Limits
- Streets with Sidewalks
- Bike Lanes
-  Schools
-  Transit Stop
-  Retail
-  Library
-  City Hall
-  Hospital



MAJOR DESTINATIONS & ACCESSIBILITY MAP

LEGEND

- City Limits
- Streets with Sidewalks
- Bike Lanes
-  Schools
-  Transit Stop
-  Retail
-  Library
-  City Hall
-  Hospital
-  Gateway Sign
-  Informational Sign
-  Identification Sign
-  Directional Sign



EXISTING SIGNAGE MAP

PLACEMENT GUIDANCE

The placement guide is based on a 4 step system that the City of Wilsonville, OR used to strategically understand where signage needed to go. Once the locations were identified on the criteria listed below, it is able to be compared to the existing sign placements to understand where gaps exist.

Identifying Destinations

Acknowledging what areas and spaces are the most frequently visited by both residents and visitors in Parlier is the first step in identifying the information and placement of signage. These spaces should be important for various reasons such as economic vitality and contributing to the character of the community.

Identifying Routes

Routes that are highly used between these destinations will be vital to concluding which is the most logical and clear location to place signs in order to be most effective. It is important to note the same and different routes each mode of transportation uses in order to know what kind of signage design needs to be implemented.

Identifying Key Intersections

Intersections are spaces where routes intercept with each other. Major directional decisions are made for different routes. Understanding the various routes and options the user has needs to be identified in order to prevent clustering of information that could lead to confusion.

Sign Placement

The last step is to place signs in areas that will not only identify an area, but give the user enough time to make decisions about their route. Sign placement should be consistent throughout a city in order to provide users with confidence of their route to their destination.

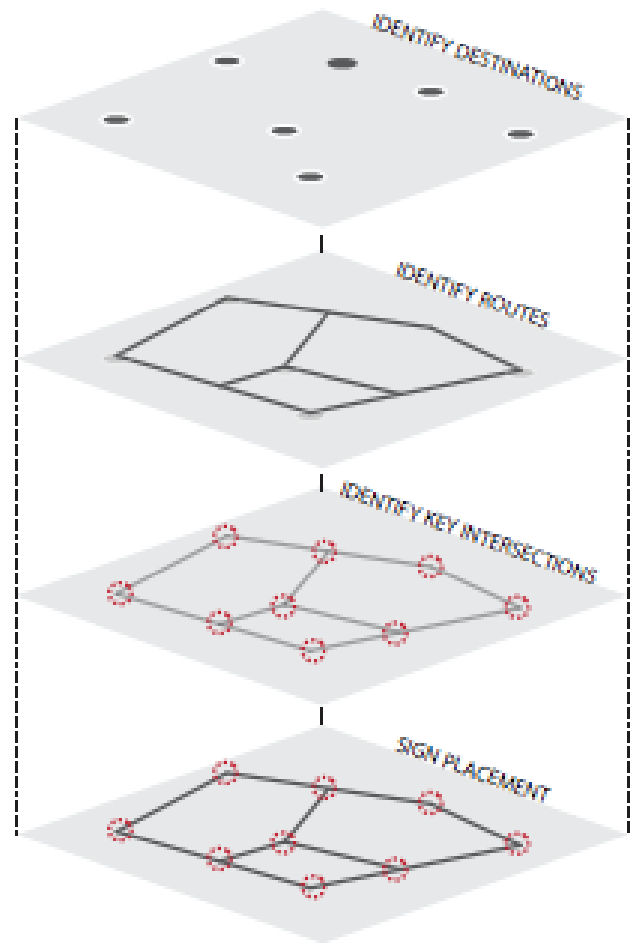


FIGURE 1.19: Alta Design Signage Logic Strategy Proposed in the Wilsonville, OR Report

LEGEND

- City Limits
- Bike Lanes
- Schools
- Transit Stop
- Retail
- Library
- City Hall
- Hospital
- Area of Opportunity



SIGNAGE OPPORTUNITIES MAP: BIKE ROUTES

SIGNAGE OPPORTUNITIES: BIKE ROUTES

OPPORTUNITY 1

This space at a major intersection of Manning Ave and S. Academy Ave. Though there is a designated bike route, it is important to also note that this is also a truck route. Providing information for both routes will be key to preventing giving users too much information and confusing them.

There is opportunity to guide users towards a retail space towards the eastern side of Manning Ave. There is also a school and a transit stop on E. Parlier Ave., a cross street on the northern part of S. Academy Ave. If the user of the bike route were to head West on Manning Ave. they would reach to City limits. There is an opportunity to let them know that they are headed towards a different community.

Proposal of Signage

Directional Signage:

- towards the transit Stop on E. Parlier Ave.

Informational Signage:

- Name of next community if headed West on Manning Ave. (overlap with directional signage if arrow is added to a sign)

OPPORTUNITY 2

This location is at the intersection of S. Academy Ave. and E. Parlier Ave. This is a designated bike route and a truck route. Signage for both modes of transportation will be necessary in order to provide the right amount of information. E. Parlier Ave. is also considered a collector street. There is no designated bike route at the intersection of these two streets but there is a designated bike route continues eastbound on E. Parlier Ave. If S. Academy is taken North, the user will reach the City limit.

There is a very small retail space on the corner of S. Academy Ave. and E. Parlier Ave. that has the opportunity of being identified. It can be identified to those bike users headed North or South on S. Academy Ave. There is opportunity to guide bike users towards the transit stop and school on E. Parlier Ave. There is also opportunity to let users know they are approaching a City limit.

Proposal of Signage

Identification Signage:

- Sources available at the small retail space located on the corner of S. Academy Ave. and E. Parlier Ave.

Informational Signage:

- Name of next community if headed North on S. Academy Ave. (overlaps with directional signage if arrows are included)

Directional Signage:

- Transit Stop on E. Parlier Ave.
- School on E. Parlier

OPPORTUNITY 3

Identified Area 3 is the west end/start of the bike route than runs on E. Parlier Ave. The route intersects with another truck route that runs on Mendocino Ave. The bike route also intersects with streets that lead to a residential neighborhood that borders the southern edge of E. Parlier Ave.

There is opportunity to let bike users know that their path continues down E. Parlier Ave. where there are major destinations. There are various types of sources all along Mendocino Ave that can be promoted at this intersection, especially since E. Parlier Ave. is also a collector street.

Proposal for Signage

Directional/Informational Signage:

- Sources available all along Mendocino Ave. (SuperMarket, Police Station, retail space)
- Continuation of bike route if headed east on E. Parlier Ave.

OPPORTUNITY 4

Area 4 is the east end/start of the bike route that runs on E. Parlier Ave. This space was identified as an opportunity because of its proximity to major destinations to the west if it and that it borders the area known as downtown Parlier (Fresno St.). This is still a collector street and the bicycle routes shares the space with vehicular routes as well.

There is potential for signage here that will let bike users know that they are approaching two major destinations that Parlier has, Downtown Parlier and the space where City Hall and the Library are. Since there is a transit stop right in front of City Hall there is opportunity to let users know they share the road with other modes of transportation.

Proposal for Signage

Gateway/Landmark Signage:

- Highlight the beginning of the Downtown district

Directional Signage:

- Direct users to City Hall/Library area

LEGEND

- City Limits
- Streets w/ Sidewalks
- Schools
- Transit Stop
- Retail
- Library
- City Hall
- Hospital
- Area of Opportunity



SIGNAGE OPPORTUNITIES: PEDESTRIAN ROUTES

SIGNAGE OPPORTUNITIES: PEDESTRIAN ROUTES

OPPORTUNITY 1

This opportunity is located on E. Parlier Ave. which is considered a collectors street. There is also a nearby bike route and a transit stop that pedestrians need to be conscious of for safety reasons. As mentioned in Opportunity 2 of the Bike Route Opportunity section, there are various modes of transportation in contact with the space and information will need to be concise to accommodate all of those modes.

Proposal for Signage

Informational Signage:

- Signs that advise pedestrians of spaces that are designated for them
- Signs identifying safe routes for pedestrians to cross the street

Identification Signage:

- Identification of transit stop and school

OPPORTUNITY 2

This opportunity is located on E. Parlier Ave. right outside of City Hall and the Public Library. This spot borders a residential neighborhood and a residential street that stems south from E. Parlier Ave. There is a school located right next to City Hall and the Public Library. There is a transit stop as well.

There are various opportunities to make this a pedestrian friendly location. Being there a school and a residential neighborhood in that space, there is opportunity for high volume of pedestrians using this area. Signage in this space is going to help identify destination and assure the safety of the users.

Proposal for Signage

Identification Signage:

- Signs identifying City Hall and the Public Library

Informational Signage:

- Signs identifying transit routes and departure/arrival times of transit
- Signs identifying safe routes for pedestrians to cross the street

OPPORTUNITY 3

Opportunity 3 is located by the Earl Ruth Park and the residential neighborhood parallel to the park. This area is near downtown and is just to the south of Parlier High School. This space is designated for pedestrians to enjoy and is easily accessible to those residents around the park via walking. It also is a few blocks from downtown.

There is opportunity to inform pedestrians of the history of this park and its role in the community. It also has the opportunity to hold an informational community bulletin board.

Proposal for Signage

Identification Signage:

- Update "Earl Ruth Park" sign

Informational Signage:

- History of Earl Ruth Park and/or Parlier

Directional Signage:

- Signal the direction towards Downtown Parlier

OPPORTUNITY 4

This area is Downtown Parlier. There are various shops and resources for residents and visitors of Parlier readily available to them. This space has the most updated sidewalks and the streets are pedestrian friendly. Downtown is surrounded by residential neighborhoods. There is a popular church just a block east of Downtown Parlier.

The biggest opportunity in this area is making identification signs appealing and attractive to pedestrians.

Proposal for Signage

Identification Signage:

- Update building signs

OPPORTUNITY 5

The last identified opportunity for pedestrians is located on the corner of Manning Ave. and Zediker Ave. On the corner of these two avenues the local clinic and a transit stop is located. These if the Southeastern most edge of Parlier. To the north of this space is a residential neighborhood and a school embedded into this neighborhood. Manning Ave. has a lot of traffic compared to other streets since it is an identified truck route.

The opportunities in the space will assure that pedestrians feel safe in an area where there are high volumes of traffic. It is important to also let them know about more of Parlier's destinations as they head to the west on Manning Ave.

Proposal for Signage

Informational Signage:

- Signs identifying transit routes and departure/arrival times of transit
- Signs identifying safe routes for pedestrians to cross the street

Directional Signage:

- Destinations along Manning Ave. if headed west

LEGEND

--- City Limits
— Bike Lanes
🏠 Schools



🚗 Transit Stop



Retail



Library



City Hall



Hospital



Area of Opportunity



SIGNAGE OPPORTUNITIES: VEHICULAR ROUTES

SIGNAGE OPPORTUNITIES: VEHICULAR ROUTES

OPPORTUNITY 1

This area is located towards the entrance of Parlier coming from the west on Manning Ave. This is one of the most highly used points of entry to the City by vehicle. It is also a popular truck route.

This space already contains a gateway sign, but due to it being a popular route, the sign has the opportunity of being larger and updated. There is also opportunity for a combination of directional and informational signage to be placed in this area for drivers to know what resources are available as the drive east on Manning Ave.

Proposal for Signage

Gateway/Landmark Signage:

- Update and/or make the current gateway sign larger to have more presence

Directional/Informational Signage:

- Inform people of cross streets coming up heading east
- Inform people of available destinations along Manning Ave

OPPORTUNITY 2

This area is one of the northern points of entry/exit into Parlier. This area is right on S. Academy Ave. and is an identified truck route. This road is parallel to various residential neighborhood and it eventually intersects with Manning Ave.

The opportunity lies in a gateway sign to let vehicles know that they are exiting/entering Parlier. There is also room for directional/informational signage to let users know the options they have coming up on Manning Ave.

Proposal for Signage

Gateway Signage:

- Entrance to Parlier city limits sign
- "Thank you for visiting Parlier" sign

Directional Signage:

- Promoting upcoming cross streets

OPPORTUNITY 3

Area 3 is the southern part of S. Academy Ave. This is another popular truck route and is on the edge of town. This opportunity is similar to Opportunity 2 as it is a point of entrance/exit for the City. It also has the opportunity to inform users of upcoming cross streets and decisions they need, depending on their destination, to make as they arrive into the City.

Proposal for Signage

Gateway Signage:

- Entrance to Parlier city limits sign
- "Thank you for visiting Parlier" sign

Directional Signage:

- Promoting upcoming cross streets

OPPORTUNITY 4

The area identified as Opportunity 4 has similar characteristics as both Opportunity 2 and 3. This area is located on Mendocino Ave. which is also an identified truck route. There is an existing gateway sign. One of the major destinations on the corner of Manning Ave. and Mendocino Ave. is retail space. There is an opportunity to create an exit gateway sign and to promote the retail space which contains a gas station.

Proposal for Signage

Gateway Signage:

- "Thank you for visiting Parlier" sign

Directional/Informational Signage:

- Promoting upcoming retail space, including a gas station
- Promoting upcoming cross streets

OPPORTUNITY 5

Area 5 is located on Manning Ave., about halfway between the span it has within Parlier. As mentioned before, Manning Ave. is a truck route and a popular vehicle route. There are various destinations along Manning Ave. and various streets that branch to the north into residential neighborhoods.

There is an opportunity here to identify those various retail destinations along Manning Ave. This will let users know that they still have opportunities to make stops along this route before exiting the City. This location also has the potential to promote City Hall and/or Downtown Parlier, major destinations that are further into the City.

Proposal for Signage

Directional/Informational Signage:

- Promote the various retail destinations along Manning Ave.
- Promote major destinations further into the City

OPPORTUNITY 6

This area is located around the intersection of E. Parlier Ave. and Madsen Ave. Though this street is not a truck route, it is considered a collateral street and is used by those residents that live in the surrounding residential neighborhoods.

There is an opportunity here to create clear directions and information, especially being near a school and residential neighborhood which promotes pedestrian routes. It is also near City Hall and the Public Library. The opportunities here will promote safety for all users.

Proposal for Signage

Identification Signage:

- Identification of a school
- Identification of pedestrian routes

Directional/Informational Signage:

- Informational signs of upcoming cross streets
- Directions towards other schools and City Hall and the Public Library

OPPORTUNITY 7

Area 7 has similar characteristics to those described in Opportunities 2, 3, and 4. This area is located on a popular truck route on the north end of Mendocino Ave. There is not a lot of pedestrian traffic, but it does parallel to a residential neighborhood.

The opportunity here is to place gateway signage for those entering and leaving Parlier along this route.

Proposal for Signage

Gateway Signage:

- Entrance to Parlier city limits sign
- "Thank you for visiting Parlier" sign

OPPORTUNITY 8

Opportunity 8 has similar characteristics as Opportunity 7. It is located on a truck route that runs down Newmark Ave. This specific area border the northern City Limits and is used as an entrance and exit point. The characteristic that sets it apart from the other is that there is a school located right next to this identified opportunity.

There is opportunity to, again, have gateway signage. There is also opportunity to make sure that vehicles are aware they are approaching a school and more caution should be taken as there will be more pedestrians in this space when school is in session.

Proposal for Signage

Gateway Signage:

- Entrance to Parlier city limits sign
- "Thank you for visiting Parlier" sign

Informational Signage:

- Signage informing users of high pedestrian traffic during school hours

OPPORTUNITY 9

Area 9 is located at the intersection of Newark Ave. and Fresno St./E. Parlier Ave. This area defines one of the edges of Downtown Parlier. To the east of the intersection you have E. Parlier Ave. and to the west of the intersection the route turns into Fresno St. Identification of this change is important.

There is opportunity to identify downtown by using landmark signage. Directional signage will also be necessary in order to direct users to the right area of Parlier since this specific spot is a central location.

Proposal for Signage

Landmark Signage:

- Signage that identifies the presence of a downtown district

Directional/Informational Signage:

- Various signs will be needed for the various destinations that are around this spot since it is located in a central location

OPPORTUNITY 10

The last opportunity for vehicular routes is located at the southeastern corner of Parlier. This location is very similar to Opportunity 5 in the Pedestrian Route Opportunities sections. It is on a major truck route that is next to a health clinic, a major destination, and a transit route. Being on the edge of Parlier it is important to let the user know that they are exiting/entering the City. Since there is a transit stop, it will be important to inform users of the other modes of transportation in that area. There is also opportunity to inform users of the various destination if they continue on Manning Ave. going west.

Proposal for Signage

Gateway Signage:

- Entrance to Parlier city limits sign
- "Thank you for visiting Parlier" sign

Directional/ Informational Signage:

- Promote the various retail destinations along Manning Ave.
- Promote major destinations further into the City
- Signage referencing the presence of other modes of transportation in the area



DESIGN DEVELOPMENT

DESIGN DEVELOPMENT REQUIREMENTS

One of the goals for the Signage and Wayfinding System is to preserve the small town character that Parlier has. The small town character contributes to the sense of space that both residents and visitors experience. For those who are residents of Parlier, they chose to reside in this City for various reasons, but they are the group of users that will interact with the system on a day to day basis. Part of the design development should be determined by those residents. The following are requirements that need to be taken when a design proposal is submitted for implementation.

Research

Part of this report can be used as research as to what the current conditions of Palier are. Additional research will need to be done in order to know if there have been other efforts proposed or made. Research on the history of the community is also important in order to assess whether there are opportunities to highlight those significant spaces. Part of that is being able to present these historical space and let the community decide, in the outreach portion of the design development, whether they are still important or not. Research should support and spark inspiration for initial design decisions and ideas.

Community Outreach

A set of survey(s) need to be created and distributed to the community. The ultimately goal of these surveys is to understand what the community would like to see change or preserved in their community. These surveys should include visuals in reference to any objects that are not commonly known. In addition to surveys, a public meeting where more can be gained from the community is important. During this meeting interactive activities, that will collect more data, should be present. All outreach should be translated into Spanish and be readily available.

Design Proposals

After research and community outreach have been completed, there will need to be an initial set of design proposals. The number of proposals should range from 2-3. Having more than one proposal will allow to show various perspectives and routes the design can take. Various proposals will also be able to highlight and prioritize different aspects of the community in the different proposals. It will give Parlier and its residents options as to what is possible.

Community Review

Community review should be a time for both City officials and its residents to review the design proposals. There should be an opportunity for both groups to give feedback on the designs. The feedback can be received both orally and written. This step is crucial in order to produce the final proposal for implementation. This steps needs to be accessible to various groups and receive plenty of feedback in order to produce a Signage and Wayfinding system that confidently represents and fits in Parlier.

Final Proposal

The final proposal shall contain all supportive information gathered throughout the design process in order to provide context. The proposal should have tangible goals that align with the General Plan. It should also contain visuals for all signage and maps of the locations of the signs. Additionally, there should be a list of materials and color schemes for the physical signs being proposed. Lastly, the proposal should have an implementation timeline that will outline in detail all steps of the process of installing and implementing the new Signage and Wayfinding system.

A part of the design development that is key in this community is allowing its residents to partake in civil engagement. This will allow the Signage and Wayfinding system to be personalized to Parlier. It will also contribute to the beautification of Parlier in a manner that coincides with other efforts being made based on the General Plan.

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