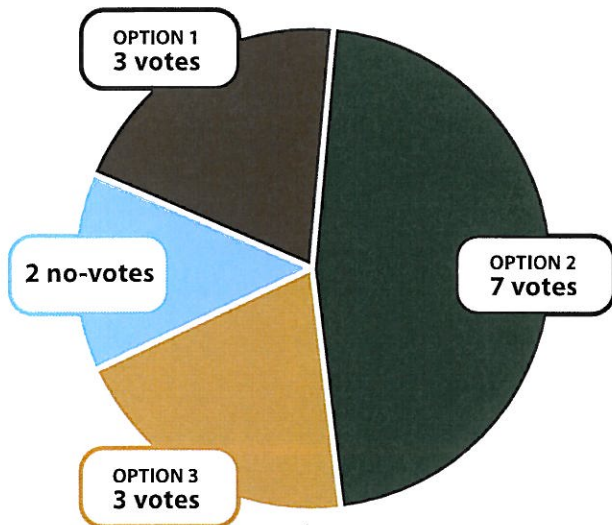
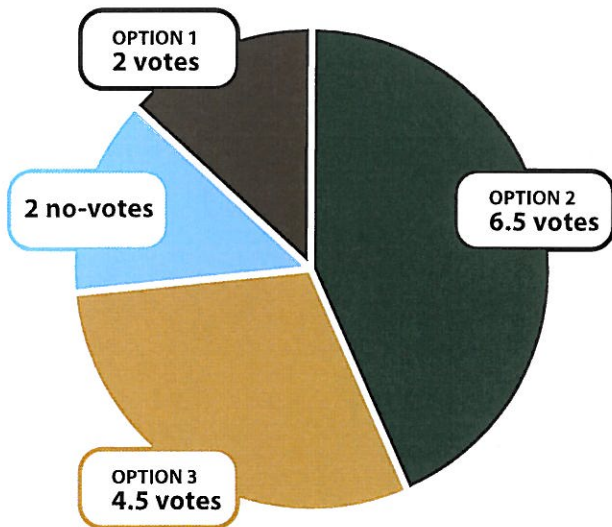


## City of Novato CA Wayfinding Program Schematic Design Survey - **RESULTS**

December 7, 2010



**Downtown Novato Preferred Design Option**



**City of Novato (as a whole) Preferred Design Option**

- The majority of people surveyed live in **Downtown**.

- Some other neighborhoods represented were:

Hamilton  
Hidden Valley  
Monte Maria  
Pleasant Valley  
Pointe Marin  
San Marin  
West Novato

- 80% of the people surveyed believe it is important to have a gateway element directing to the Downtown as part of the project. Many people suggested a more "monument"-type sign(s) rather than vertical.
- 67% of the people surveyed believe it is necessary to consider the use of sustainable materials and processes as an important component of the project.
- 80% of the people surveyed commented on the need for a consistent Brand (or logo) through out the city of Novato.
- There were many comments that suggested the Highway signs change to read "Historic Downtown."

*Comments summarized from questions 4 and 5:*

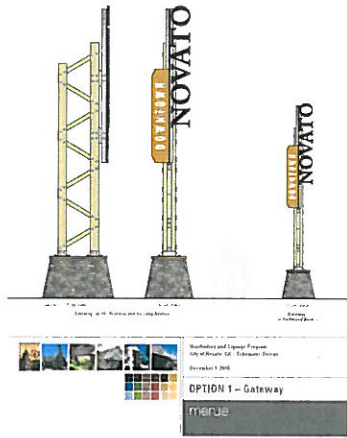
- Most commented Option 1 had the best "Downtown" colors, but felt the district colors were too strong. A few positive comments on the pole structures and the back panel historical images.
- Most preferred Option 2 design, liking the different panel designs and the red accent, but felt the green was too dark. There were no positive comments on the Option 2 Gateway, only negative.
- Many liked Option 3 design with the mountains/hills because it is most reflective of the natural landscape of Novato, but preferred a taller Mt. Burdell.
- Many prefer Option 1 Gateway structure, but with horizontal type like Option 3 Gateway.

**The schematic design option preferred by most people surveyed was Option 2 for both the Historic Downtown and the City of Novato as a whole (see pie-charts to the left).**

See comments about all 3 options on the following pages.

# City of Novato CA Wayfinding Program Schematic Design Survey - **RESULTS**

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## Schematic Design Option 1

### Summary of Comments

Design Option 1 was praised for its “Downtown” colors and for its history of Novato. People who liked this option liked the simple structure, the logo contained in a circle, and historical images on the directional sign backs. Many people commented the “Historic City Hall” image is the identity for Downtown Novato, and the color dark red.

But this design was not preferred for the shape of the panels, the vertical type on the district panels (and Gateway), felt the gold did not provide enough contrast, and there was too much red.

### Option 1 - Positive Comments

- Stands out
- Very readable, good colors.
- Like the dark red
- Good design and design of gateway.
- Graphic images on backs.
- The way the signs are supported.
- Like the # mileage
- Like the logo idea
- Like the poles
- Like curved top on public parking signs

### Option 1 - Negative Comments

- Too plain/vanilla. More zip.
- Too industrial
- The vertical type needs to read horizontal.
- The gold color doesn't provide enough contrast.
- District colors too strong.
- Gateway not readable.
- Color too plain.
- The shapes of the signs. Small, decoratively cluttered.
- Hard to see how hangs together.
- No wood material
- Too much red

# City of Novato CA Wayfinding Program Schematic Design Survey - **RESULTS**

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## Schematic Design Option 2 (Preferred)

### Summary of Comments

Design Option 2 was praised for its simple, straightforward, and stylish design. Many liked the different panel designs, the red accent, and a few gave a nod for the wrought iron details. Most people liked the green but felt it was too dark.

There were no positive comments on the Gateway sign, most commenting it did not fit with the rest of the system. A few people commented that this design was too representative of Hamilton.



### Option 2 - Positive Comments

- Pedestrian directional sign was most favorable.
- Simple. Stylish.
- Simple. Straightforward.
- Predictable. Direct. Easy to read.
- Color
- Color is in-line with the facades of Downtown
- Like the red accents
- Logo
- Interpretive features
- Large, clear lettering
- Green is good color - Oak trees on hills means Novato

### Option 2 - Negative Comments

- Nice, but not as distinctive
- Not readable. Too much like other designs.
- Too simplistic; Spanish-style more representative of Hamilton.
- Gateway signs don't tie-back well to the primary design elements.
- "Village" look appears dated.
- I don't like anything about option 2. The logo is ok.
- Terrible option. Only appropriate for Hamilton.

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## Schematic Design Option 3

### Summary of Comments

Design Option 3 was described as having a “nature” design, the green mountains/hills were most reflective of the natural landscape of Novato. Although a few comments recommended Mt. Burdell illustrated steeper.

Many negative comments surrounded this sign system design, the most of all the options. The gateway was described as a guillotine. A few comments felt this system was not reflective enough of “Downtown” Novato. Also, a few expressed concern for the amount of colors, and the cost associated with it.

### Option 3 - Positive Comments

- Mountains/hills
- Very readable. Not as busy as others.
- Nature design.
- Shapes of the signs.
- Supports look substantial, more “there”
- Prefer option 3 shapes with the red & graphics of option 1 are better.
- Fits Novato better

### Option 3 - Negative Comments

- Too gray. Doesn't pull in Downtown
- Mountains steeper (Burdell)
- Don't think the gateway element works.
- Gateway looks like guillotine.
- Seems may be most expensive option?
- Colors, and back of signs.
- Don't like it at all
- Too much green and looks too much like the Marin County Convention Bureau logo.

### Option 3 - Suggestions

- Too much black (dark green). I would like to see the red in option 1 replace the black in option 3.
- Use more stonework for gateway signs.

City of Novato CA Wayfinding Program  
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**GENERAL COMMENTS**

**Design Commission Comments**

- Prefer design option 2, but not the gateway design.
- Prefer the SHAPE of option 2, although the shape is a little too modern.
- Prefer the City Hall graphic from option 1.
- Color: Dark Green is too dark. Dark Green is ok, but should not be dominant.
- Color: Beige with Rust Red accents.
- The Gateways need to be horizontal and designed into natural surroundings.
- Consider Gateways with 2 posts, and image of City Hall.
- The Gateways should include a sculptural element plus sign program colors.
- Prefer pedestrian directional sign of option 2. Good configuration and color treatment.
- Downtown Novato wants seasonal signs (changeable panel(s)). Need to add to menu of sign types.
- Consistency. Simplify. Limit the number of sign types.
- Do NOT use wood poles.
- Too plain/vanilla. Needs more zip.