



CITY OF NOVATO, CALIFORNIA  
WAYFINDING AND SIGNAGE PROGRAM

**WAYFINDING ANALYSIS**  
**March 4, 2011**

Economic Development/Redevelopment Agency  
City of Novato, CA

merje

ENVIRONMENTS & EXPERIENCES

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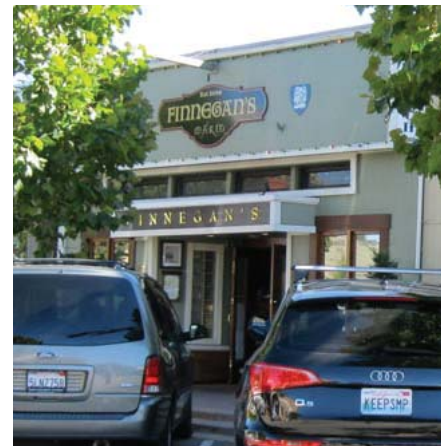
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# SECTION 1: STRATEGY

# INTRODUCTION



Novato is the second largest city in Marin County with a population of approximately 52,000.

Downtown Novato is the historic and geographic center, as well as the heart of the community. The past five years have been a pivotal transitional period for Downtown Novato. \$10 million was spent to renovate Grant Avenue, Novato's main shopping and business area. The downtown is starting to evolve into a diverse business mix of specialty stores for children and adults including: restaurants, shopping, personal and professional services, financial businesses, and banks. In addition, a developer/operator is currently working on plans to redevelop the 1940's era downtown theater.

In its continuing efforts to transform Downtown Novato into the cultural heart of the community, with a distinctive shopping, dining and entertainment area, the City of Novato has engaged MERJE to develop a comprehensive wayfinding signage program that can be modified or expanded as the downtown develops, and new destinations are added.

The wayfinding signage program will meet the needs of the residents as well as visitors. All transportation modes within the City, and along major access thoroughfares, are being considered. Street level vitality, legibility, safety, maintenance, and replacement costs are all major concerns in creating an informational, user friendly, wayfinding signage program.

The primary focus of the program is to increase customer traffic to Downtown Novato. In addition, U.S. Highway 101 gateway signage directing customer traffic to Downtown Novato is important.

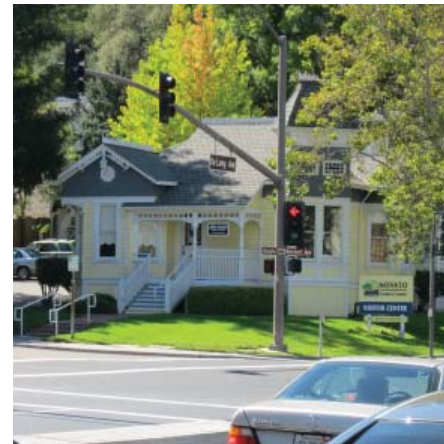
The wayfinding signage program considers an array of wayfinding tools that will help promote downtown. Sign designs will be unique to Novato as well as functional, including vandal proof, and easy to update as information changes. The design for the program should provide a branded and unified design that can be used for marketing materials, and downtown events. The Downtown signage program could serve as a template that could lead to other future signage programs utilized in the City of Novato region.

## Project Goals

The project goals for the Downtown Novato Wayfinding Signage Program are as follows:

- Support and promote a distinct identity for Downtown Novato.
- Raise community and visitor awareness of Downtown Novato and its location.
- Direct visitors to downtown from major transportation arteries.
- Enhance visitors' and locals' ability to easily navigate downtown and find destinations.
- Increase the identity of public parking lots.
- Increase the success and market potential for retail, dining, arts and entertainment.
- Support the City's commitment to downtown economic growth and development.

# OBJECTIVES AND PHILOSOPHY



## OBJECTIVES:

To create and implement a user-friendly and visible navigational system that will guide visitors and residents to and from the City of Novato destinations.

To market the assets of the many entertainment, cultural, historical, and other leisure time venues and activities currently existing in the City of Novato.

To develop a unifying brand for the City of Novato that can be reflected in the Wayfinding signage and carried throughout other aspects of the City's marketing efforts.

To enhance the success and market potential for arts, entertainment, historical, and economic growth.

To help direct visitors to Downtown from Novato's major arteries as well as ease their wayfinding within the downtown core.

The system should anticipate the continued evolution of Downtown and its connection to the other districts/neighborhoods, including traffic pattern changes, the addition of new tourist attractions, and increased pedestrian traffic.

## PHILOSOPHY:

Create an identity.

- Provide visitors and residents with a sense of place, an enhanced environment.
- Create a great first impression—of a City that is well planned, organized, friendly, safe and caring.
- Cast an image consistent with the diversity that makes the City of Novato a welcoming and unique destination.

## Market the Assets of the City of Novato

- Aid visitors in discovering the little jewels.
- Signs validate that a destination is worth visiting.
- Present the City at a human scale.

## Build Relationships

- Promote teamwork among the participants to reach the goal.
- Build consensus to aid the approval process.
- Address the different criteria presented by each destination.

## Wayfinding Principles

The following wayfinding principles have guided our 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 of 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 Novato by making connections between destinations.

## ECONOMIC IMPACT: RETURN ON INVESTMENT

Cities, towns and communities realize that in order to compete, they must create a PLACE that is welcoming, organized, safe and easy to navigate. Wayfinding creates "repeat visitation" by increasing awareness of the depth of destinations.

### Camden NJ - Waterfront

30% increase in visitation since installation of their wayfinding program in 2003. Secondary Destinations tend to see the greatest benefit.

### Asheville Convention and Visitors Bureau

Of 4076 people surveyed; 87% responded that they would explore further if signage and kiosks provided direction to additional attractions.

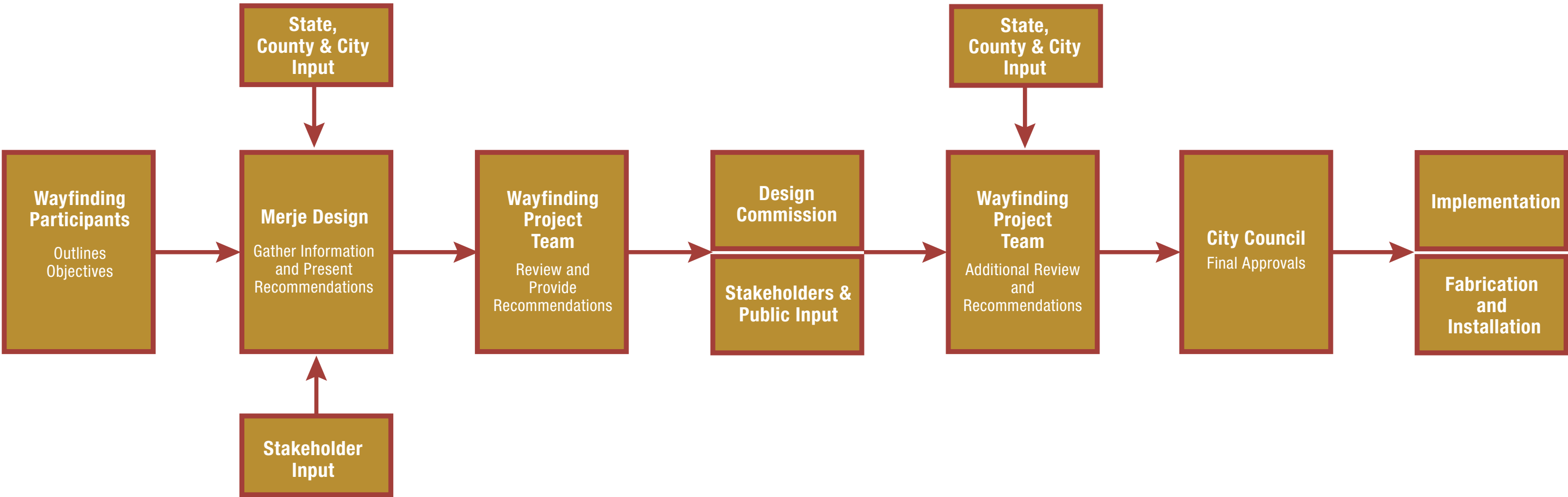
11% stated they would extend their trip by one additional overnight night stay, if new or additional destinations were discovered.

70% stated they would consider extending their trip.

11% of Visitors = \$

85,241 additional over night stays in 3 year period.

# PROJECT APPROVAL PROCESS



# SAMPLE CRITERIA FOR INCLUSION

The Wayfinding System Project for the City of Novato is a comprehensive project that will be designed to serve the needs of motorists and pedestrians. Level 1 of the System is focused on the motorist and is City-wide in scope. Level 2 is focused on pedestrians, primarily within the Downtown area.

Because the Wayfinding System Project can not accommodate all businesses and destinations that would like to be a part of the system, an objective set of destination inclusion criteria has been developed.

Listed below is a two-step process for determining whether or not a particular destination will be considered a part of Novato's Wayfinding System Project. Destinations failing to be eligible under Step 1 will not be considered for inclusion. Destinations MUST qualify under both Steps 1 and 2 to be listed on associated system signage.

## STEP 1: ELIGIBLE CATEGORIES

Destinations must fall under one of the following categories and meet the criteria established for this system.

Color Codes Used:

- Destination types shown in green are those that currently apply to the City of Novato.
- Destination types shown in black are listed in the event that a facility of a particular nature would be developed sometime in the future.
- Destination types shown in red are prohibited from being signed within this system.

Note: Each eligible destination is designated as applicable to a particular level of the Wayfinding System. Level 1 = Motorist signage; Level 2 = Pedestrian signage

### 100. COMMERCIAL ATTRACTIONS

- 101. Amusement Parks:** A permanent facility that may include structures and building, where there are multiple devices for entertainment, including rides, booths for the conduct of games, or sale of items, buildings for shows and entertainment, and dining facilities and souvenir sales. The facility must be open a minimum of 5 months out of the year. Permitted: Level 1 & 2
- 102. Arboreta and Botanical Gardens:** A place where a wide variety of live plants are cultivated for scientific, education, and ornamental purposes, often including a library, a herbarium, greenhouses, laboratory spaces, and open grounds. These are facilities with a reasonable guarantee of permanence, and where adequate labeling of plants is common and proper documentation of the collection takes place. Must have facilities that are open to the general public. Permitted: Level 1 & 2
- 103. Breweries:** A licensed site which shall be open to the General public for tours, tasting and sales, a minimum of 1,500 hours per year, and provide an educational format for informing visitors about beer and beer processing. Permitted: Level 1 & 2

- 104. Caverns and Other Unique Natural Areas:** A naturally occurring area or site of interest to the general public. Such areas may include caverns, waterfalls, caves, or special rock formations. Permitted: Level 1 & 2
- 105. Commerce Parks:** A group of commercial manufacturing facilities, at least 25 acres in size, recognized and signed as a commerce park by the local authorities. Permitted: Level 1 & 2
- 106. Off-Track Betting Facilities:** A facility, which provides off-premise wagering as authorized by local gaming regulations. Permitted: Level 1 & 2
- 107. Racetracks and Speedways:** A permanent facility used for the primary purpose of presenting organized horse, dog, or automobile racing events. Permitted: Level 1 & 2
- 108. Roadside Farm Markets:** A stationary retail sales establishment operated by one or more farmers for the purpose of selling farm and food products directly to consumers. Operations by which the consumer harvests their own farm or food products shall be considered roadside farm markets. Roadside farm markets shall be open at least two days per week throughout the harvest season or year. Permitted: Level 1 & 2
- 109. Specialty Shopping Centers:** A group of 30 or more specialty shops (antique, craft, outlet, farmers' market, etc.) retail stores, and restaurants with ample parking facilities. Specialty shops must offer goods or services of interest to tourists and that derive the major portion of their income during the normal business season from motorists that do not reside in the immediate area. The goods or services shall be readily available to tourists, without the need for scheduling appointments or return trips. Permitted: Level 1 & 2
- 110. Wineries:** A licensed site, which produces a maximum of 200,000 gallons or wine per year. Sites shall maintain a minimum of 3,000 vines or 5 acres of vineyard; be open to the general public for tours tasting and sales, a minimum of 1,500 hours per year, and provide an educational format for informing visitors about wine and wine processing. Permitted: Level 1 & 2
- 111. Zoos, Zoological Gardens, Animal Parks and Aquariums:** A place where animals, reptiles or fish are kept, often-in combination of indoors and outdoors spaces. The facility must have facilities that are open to the general public. Permitted: Level 1 & 2

### 200. COMMUNITY DESTINATIONS

- 201. Business Districts:** An area within a city or borough which is officially designated as a business district by local officials. Permitted: Level 1 & 2
- 202. Courthouses/Government Buildings:** A public building, structure, or complex used by a federal, county, state or municipal government for the purpose of convening official legal activities and that is open to the public. Permitted: Level 1 & 2

- 203. Fairgrounds:** Includes county and state fairgrounds. Permitted: Level 1 & 2
- 204. Military Bases:** A facility operated by the State or Federal government for training or support of military troops, or for inventorying and warehousing military equipment. Permitted: Level 1
- 205. Shopping Centers - Regional:** A group of 30 or more shops, retail stores, and/or restaurants with at least one major department store functioning as an anchor. Such centers are under the ownership of one landlord exercising unified control over the premises or center. The goods or services shall be readily available to shoppers without the need for scheduling appointments or return trips. Ample parking according to the City's Zoning Code must also accompany such a destination. Permitted: Level 1 & 2
- 206. Shopping Centers - Strip:** A group of 5 or more shops, retail stores, and/or restaurants usually constructed along a major arterial or other heavily traveled road. *Currently this type of facility is not eligible for signage under this system.*
- 207. Shopping Centers - Neighborhood:** A group of 15 or more shops, retail stores, or restaurants usually concentrated within a neighborhood, often at a corner, that functions as the node or nucleus of the neighborhood(s) surrounding its location. *Currently this type of facility is not eligible for signage under this system.*
- 208. Shopping Districts:** A group of 30 or more shops, retail stores, or restaurants usually grouped along a street or within a neighborhood typically spanning two or more contiguous blocks. Permitted: Level 1 & 2
- 209. Urban Neighborhoods:** A residential community, which is organized in a formal association that meets a minimum of 4 times a year. *Neighborhoods receive only an Arrival ID sign, no directional signage.*
- 300. CULTURAL/INSTITUTIONAL**
- 301. Arenas:** Includes stadia, auditoria and civic or convention centers. Permitted: Level 1 & 2
- 302. Churches:** A building used for public worship or spiritual gatherings of its visitors. *Currently this type of facility is not eligible for signage under this system.*
- 303. Colleges or Universities:** An educational institution that is nationally accredited, grants degrees at the associates, bachelorette, professional, masters, and/or doctoral levels, and that has a physical campus of at least 5 acres. Permitted: Level 1 (Campus signage is the responsibility of the destination.)
- 304. Hospitals:** An institution providing primary health services and medical or surgical care to persons, primary inpatients, suffering from illness, disease, injury, deformity and other abnormal physical or mental conditions. The facility must have 24-hour emergency care with a doctor on duty at all times. Permitted: Level 1 (Campus signage is the responsibility of the destination.)

# SAMPLE CRITERIA FOR INCLUSION *CONT.*

- 305. Institutions:** A center operated by a municipal, county, state, or federal government unit that is open to the public. Permitted: Level 1 & 2
- 306. Libraries:** A repository for literary and artistic materials, such as books, periodicals, newspapers, recordings, films, and electronic media, kept and systemically arranged for use and reference operated either by the City or Marin County or by a non-profit organization. Video outlets (i.e. Blockbusters, Hollywood Video, etc.) do not qualify under this definition. Permitted: Level 2
- 307. Museums:** A facility in which works of artistic, historical, or scientific value are cared for and exhibited to the General public. Permitted: Level 1 (Campus signage is the responsibility of the destination.)
- 308. Observatories:** A facility designed and equipped to observe astronomical, meteorological or other natural phenomena. Permitted: Level 1 & 2
- 309. Religious Sites:** A shrine, grotto or similar type site, which is of a unique religious nature. The facility must have a minimum average of 50 visitors per day on the busiest day of the week. *Currently this type of facility is not eligible for signage under this system.*
- 310. Schools - Elementary:** An institution for the instruction of children or people under middle-school age. Regular public, military, or charter school facilities are not eligible for signage under this system. *Currently this type of facility is not eligible for signage under this system.*
- 311. Schools – Middle/Junior & Senior High Schools:** An institution for the instruction of children or people beyond elementary grades and under college age. A middle/junior or senior high school must provide an outdoor athletic field or swimming facility or other indoor athletic facility routinely visited by teams from outside the county to qualify for signage along a major arterial road under this system. The school must otherwise meet CalTrans requirements for signage to be included under this system. Permitted: Level 1 & 2
- 312. Specialized Schools:** Any facility for the performing arts, exhibits, or concerts, which meets the age criteria for Middle/Junior and/or Senior High Schools (as defined above) and that has a minimum occupancy capacity of 200 people that is open to the public. The school must otherwise meet CalTrans requirements for signage to be included under this system. Permitted: Level 1 & 2
- 313. Theatres, Performing Arts, and Concert Halls:** Any not-for profit facility used for the public's enjoyment of the performing arts that has a minimum occupancy capacity of 200 people and associated parking. Permitted: Level 1 & 2

## 400. HISTORICAL/ARCHITECTURAL

- 401. Historic Sites:** A structure or place of historical, archaeological or architectural significance listed on or eligible for listing on the National Register of Historic Places maintained by the U.S. Department of Interior or otherwise designated by the City of Novato. The site must be accessible to the general public and provide a place where visitors can obtain information about the historic site. Permitted: Level 1 & 2

Historic Sites may include the following types, provided they meet the above criteria:

- Houses
- Commercial buildings
- Farms, farmsteads and barns
- Religious sites, places of worship, cemeteries and monuments
- Bridges
- Railroad Stations
- Waterbodies

- 402. Historic Districts:** A district or zone listed on or eligible for listing on the National Register of Historic Places maintained by the U.S. Department of Interior or otherwise designated by the City of Novato. Historic districts may provide the general public with a single, central location such as a self-service kiosk or welcome center, where visitors can obtain information concerning the historic district. Permitted: Level 1 & 2

Historic Districts may include, but not be limited to, the following:

- Historic residential streets
- Shopping streets and districts
- Courthouses and public buildings
- Landmarks
- Buildings of architectural, design, or artistic merit

- 403. Architectural Districts:** A district or area that has a significant concentration of buildings that are exemplary examples of a particular architectural style as determined by the City. Often architectural districts may be the focus of walking or motor tours. Permitted: Level 1 & 2

## 500. RECREATIONAL

- 501. Beaches, Piers & Waterfronts:** Areas with access to and views of the rivers, streams, bayous, inter-coastal waterways, or Gulf water areas of the state, which are recognized by the City, county, or state as having significant recreational or cultural value and are open to the public a minimum of 180 days per calendar year. Permitted: Level 1 & 2
- 502. Boat Launches:** A public facility for the launching of boats and parking of motor vehicles and trailers. Permitted: Level 1

- 503. Campgrounds:** A facility with continuous operation for at least 6 months per year and a minimum of 20 overnight sites. An attendant shall be available during the hours of operations and rest rooms with showers, running water and flush toilets shall be available. A public telephone also shall be available on the site or within 500 feet of the property. Accommodations sold on annual or time-sharing basis or otherwise not available for General public use will not be counted toward the minimum requirements. Permitted: Level 1 & 2
- 504. Canoeing, Rafting, and Kayaking:** Public areas with established canoeing, rafting, and/or kayaking facilities. Individual private facilities are not eligible for signage. Permitted: Level 1 & 2
- 505. Golf Courses:** A golf facility open to the public and offering at least nine (9) holes of play. Miniature golf courses, driving ranges, ship and putt-putt courses, and indoor golf shall not be eligible. Permitted: Level 1
- 506. Hiking and Biking Trails/Routes:** Areas designated for recreational hiking, biking, walking, etc. which are publicly accessible, and owned and maintained by either the Local or County government or the State Department of Conservation and Natural Resources, or non-profit organizations. Signs will only be installed at locations that direct the motorist to an established trailhead with parking facilities. Permitted: Level 1 & 2
- 507. Horseback Riding Areas:** Areas designated for horseback or pony-back riding for the general public. Permitted: Level 1
- 508. Hunting and Fishing Areas:** Areas so designated and under the jurisdiction of the State Department of Agriculture and Consumer Services, Department of Environmental Protection, or the California Department of Fish and Game. Permitted: Level 1
- 509. Marina:** A public facility for the docking of boats, as well as embarking and disembarking from watercraft. Parking for motor vehicles must be located nearby. Permitted: Level 1 & 2
- 510. Parks: National, State, Regional and Forests:** An area so designated and under the jurisdiction of the state Department of Natural Resources, State Historical Commission, National Park Service, U.S. Department of the Interior, county government, or non-profit organization with facilities open to the general public. Permitted: Level 1 & 2
- 511. Parks – County:** An area so designated and under the jurisdiction of the Marin County government with facilities open to the general public. Permitted: Level 1 & 2
- 512. Parks – City:** An area so designated and under the jurisdiction of the City of Novato with facilities open to the general public and with enough amenities that its appeal is broader than a particular neighborhood or singular district. Permitted: Level 1 & 2



# SAMPLE CRITERIA FOR INCLUSION *CONT.*

**513. Parks – Neighborhood:** An area so designated and under the jurisdiction of the City of Novato with facilities open to the general public and with amenities that its focus is on a particular neighborhood or singular district. *Currently this type of facility is not eligible for signage under this system.*

**514. Sports Facilities:** Regional (multi-jurisdictional) facilities such as minor league and little league baseball fields, youth athletic fields, BMX courses, skateboard parks, etc. Permitted: Level 1 & 2 *Recreational fields associated with K-12 schools are not considered a part of this system.*

**515. Water Skiing:** Areas designated for water skiing, jet skiing, or motorboats. Permitted: Level 1

## 600. TOURIST SERVICES

**601. Bed and Breakfast Establishments/Boarding Houses:** A private residence located in Rural Area that contains ten (10) or fewer bedrooms used for providing overnight accommodations to the public, and which breakfast is the only meal served and is included in the charge for the room. *Currently this type of facility is not eligible for signage under this system.*

**602. Country Inns:** A facility located in a Rural Area that contains 25 or fewer rooms and also has full service dining. *Currently this type of facility is not eligible for signage under this system.*

**603. Resorts:** A facility with at least 75 rooms where the primary attraction is generally recreational features and activities that are the main focal point of a vacation. *Currently this type of facility is not eligible for signage under this system.*

**604. Scenic Overlooks:** An area, usually at the side of the road, where persons can observe a scenic area such as significant geology, unique botanical resources, or across expanses of land or water. Permitted: Level 1 & 2

**605. Visitor Information Centers:** A facility where the primary purpose of its operation is to provide, information and tourist supportive services. Adequate parking must be provided to support such center. Permitted: Level 1 & 2

## 700. TRANSPORTATION

**701. Airports:** A public use facility licensed by the CalTrans for landing and takeoff of aircraft, and for receiving and discharging passengers and cargo. Permitted: Level 1 (Campus signage is the responsibility of the destination.)

**702. Ferry and Water Taxi Stations:** A passenger terminal or dock utilized for discharging and picking up passengers and/or ticketing. Permitted: Level 1 & 2

**703. Heritage Roads, Historic Routes and Trails:** A road, trail, or route designated by CalTrans, United States Department of the Interior, or other Federal agency as being part of a national or state recognized historic or heritage park/trail system. Bike paths are not eligible for signage under this system. Permitted: Level 1 & 2

**704. Interstate Freeways:** A federally designated, limited access highway. Permitted: Level 1

**705. Parking Lots, Garages & Decks:** A parking facility for public parking. These include all City or privately owned lots. Fees may or may not be charged for parking. Permitted: Level 1 & 2

**706. Railroad Trips:** Scenic or historic railroad trips recognized by the Novato Chamber of Commerce, the Novato Convention and Visitors Bureau or local authorities. Permitted: Level 1 & 2

**707. Railroad / Bus Transfer Stations:** A major passenger terminal (at the terminus of a route) utilized for discharging and picking up passengers and ticketing. SMART transportation bus stops, benches, and bus shelters located along a route are not eligible for signage under this system. Permitted: Level 1 & 2

**708. Scenic Overlook:** An area, usually at the side of the road, where persons can observe a scenic area such as significant geology, unique botanical resources, or across expanses of land such as farmlands, woodlands, or across mountaintops or ridges. Permitted: Level 1

**709. Water Tours:** A guided tour on a body of water using a passenger-carrying vessel with access to a docking facility and adequate legal parking. Permitted: Level 2

# SAMPLE CRITERIA FOR INCLUSION *CONT.*

**STEP 2: CRITERIA RANKING TEST**

The criteria ranking test is a standard test utilized in multiple cities around the country. Its purpose is to determine whether or not a particular destination qualifies for listing within the City of Novato Wayfinding and Signage System. To determine the destinations qualification it must be ranked using the objective criteria outlined below.

If a destination has passed the test for Step 1 (pages 4.1–4.4), then it qualifies for being examined under Step 2: the Criteria Ranking Test.

A minimum score of **55** is needed to be signed as a destination as a part of the City of Novato’s Wayfinding and Signage System Project.

**1. SIZE OF ATTRACTION**

An attraction should report the total number of full time employees or full time equivalent for part-time employees, during the attraction’s peak season. For example, an employee who works 50 percent of a normal full-time employee should be counted as .5. Non-profit attractions can count volunteer staff, using the same method of equivalent calculation.

Number of Full-Time Employee Equivalents

101+	25
51-100	20
11-50	15
<10	10
SCORE	___

**2. ADEQUATE ROAD SYSTEM**

Paved Access Road/Entrance with clearly visible entrance signing	10
Unpaved Access/Road Entrance with clearly visible entrance signing within 200 feet of entrance	5
Unclear Entrance with sign not clearly visible within 200 feet of entrance	0
SCORE	___

**3. ADEQUATE PARKING FACILITIES**

Sufficient parking based on the Institute of Transportation Engineers Standards for Parking Generation, 2004 for the acceptable ratio of attraction attendance capacity and parking spaces on a paved area. 15

Sufficient parking based on the Institute of Transportation Engineers Standards for Parking Generation, 2004 for the acceptable ratio of attraction attendance capacity and parking spaces on an unpaved area. 10

Only Legal on-street parking or parking in municipal lots or garages within ¼ mile of the attraction. 10

Insufficient parking on attraction property based on the Institute of Transportation Engineers Standards for Parking Generation, 2004, for the acceptable ratio of attraction attendance capacity and parking spaces. 5

No parking 0

SCORE \_\_\_

**4. SEASONAL OPERATION**

Open 12 months per year 20

Open at least 6 months per year 15

Open less than 6 months per year 5

SCORE \_\_\_

**5. HOURS OF OPERATION**

Open 56 or more hours per week 20

Open between 40 and 56 hours per week 10

Open less than 40 hours per week 5

SCORE \_\_\_

**6. ATTRACTION OF REGIONAL SIGNIFICANCE AS IDENTIFIED BY STAKEHOLDERS/CITY**

National Recognition 20

Regional Recognition 10

Local Recognition 5

SCORE \_\_\_

**The minimum score to qualify is 55.**

**GRAND TOTAL** \_\_\_

# VISUAL CLUTTER



The issue of visual clutter is something with which all cities must struggle. Signs, benches, parking meters, bollards and other street furniture all present image, safety and access issues. Solving a citywide problem of “visual clutter” is a much larger issue than just signage and is beyond the scope of work this project currently covers or is charged with correcting, but we recognize it is a criteria that must seriously be considered as we move through the planning and design process.

**How the new wayfinding program cleans up clutter:**

One of the primary results of a coordinated sign program is that it naturally reduces clutter, by presenting a consistent design and organized information. The new sign program will reduce the need for multiple signs at congested decision points. 1 sign holds three messages, rather than 3 signs arbitrarily mounted to a pole.

Consistent design: Standard colors, graphics, typefaces and size help to present a well-planned community and a uniform identity for the city.

Sign placement is planned as part of a comprehensive system, taking into consideration both the environment and street furniture. Placement is also logical and based on coordinated citywide sign system.

The design team will endeavor to mount pedestrian and parking trailblazer sign types to existing poles whenever possible. This will reduce the quantity of poles added to current street conditions as well as reduce street obstacles for cyclist and pedestrians. The design team will develop a graphic standard for all parking signs. This will reduce the visual clutter by providing a singular graphic for all parking lots and trailblazers.

**Additional Recommendations:**

All existing wayfinding signs should be removed. This can be coordinated with the installation of the new signs.

Purge and Repair: All unnecessary, damaged or inappropriate street furniture should be removed or replaced.

If not already established a “Design Standard Manual” should be set (and utilized) for all street furniture. This would provide a variety of coordinated options throughout the city based on individual district aesthetics and environments. Elements may include: lamp posts, benches, trash cans, tree grates, etc.

# CLIMATE AND URBAN CONDITIONS



The California climate presents tough conditions for any element that is placed outside and expected to last many years. Signs in particular must resist fading, peeling, and warping. The following criteria will be used to address the functional and maintenance aspects of the system.

### NOVATO CLIMATE

#### Ultra-Violet Rays

The consultant team has researched materials and finishes that will best withstand the extreme sun and heat presented in the climate of Novato, realizing that fading and warping are to be minimized.

To reduce color fading as a result of intense UV light, 1) Use paints with high pigment quality; and 2) Apply a clearcoat with UV inhibitors.

3M vinyl also has a reduced warranty for its standard colors in California conditions. Custom colors will likely receive little to no warranty.

#### Windloads

The signs shall be engineered to withstand Hurricane force winds of a minimum of 90 mph.

#### Corrosion

The consultant team will research materials and finishes that will best withstand the corrosive nature of the salt air and humidity that is prevalent in Northern California.

#### Soil

Consultants shall research if there are any special requirement of criteria for the soil and foundations that form the Novato area.

### URBAN CONDITIONS

#### Graffiti

All exposed painted surfaces shall receive Dupont Imron 5000 Clear Anti-Graffiti Protection or equal.

#### Stickers

Stickers are generally the biggest maintenance issue. Goo-Gone works best for removal.

#### Fasteners

All exposed fasteners utilize tamper-resistant hardware that require special tools in order to disassemble.

#### Breakaway Post

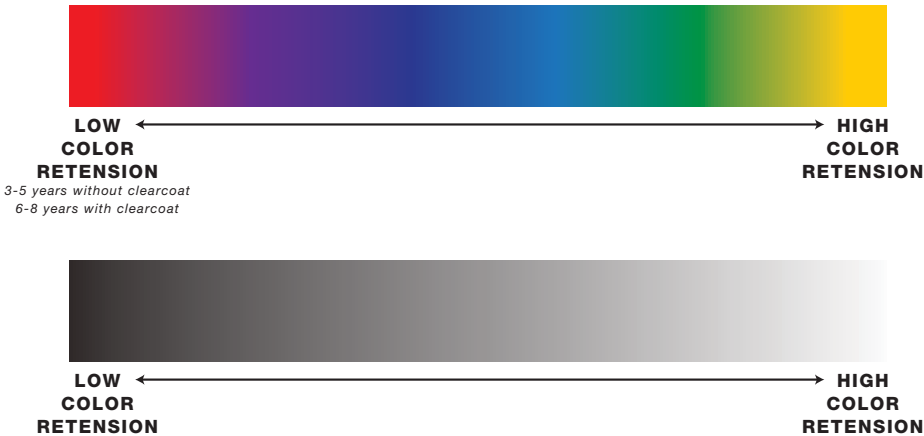
All signs shall be fabricated with standard California Department of Transportation Break-Away Post details.

#### Foundations

Slip-base or -sleeve footers are best for high traffic areas.

Poured-in-place concrete is required; mixed to the specifications required by California Department of Transportation.

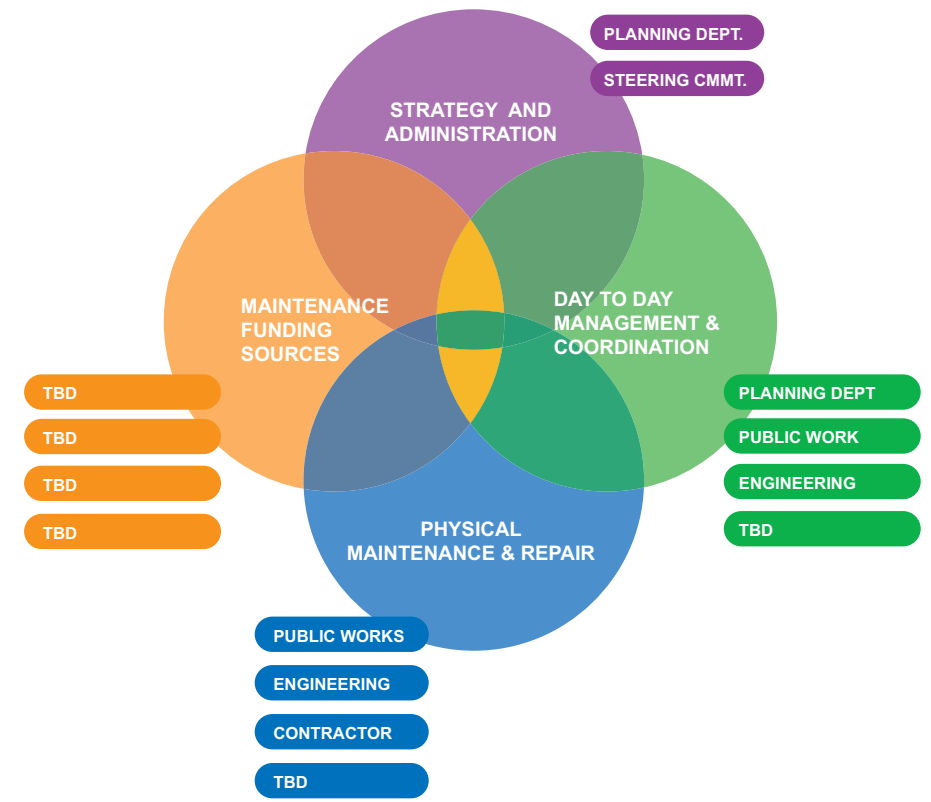
Class B concrete at a minimum of 3000 PSI is generally required.



# MANAGEMENT AND MAINTENANCE

Sign Longevity	0-4 Years	5-9 years	10-15+ years
<b>Design and Planning</b>	Design: General Evaluation of positive and negative aspects of the system.  Planning: City In-house maintenance based on new request and circulation/destination updates.	Design: General Evaluation of positive and negative aspects of the system.  Planning: Contract with a consultant to analyze major changes to the City and necessary system adjustments. 1 or 2 updates possible during this time period.	If the system has not been analyzed since implementation, a major updating is likely to be needed. Outside consultants will be required to review and inventory the system, as well as make suggested changes based on new circulation, destinations, etc.
<b>Vandalism</b>	Annual cleaning/repair. Stickers and graffiti are most common.  Cleaning solvents and Goo-Gone are typical products utilized.	Parts replacements and full sign replacement as needed.  Cleaning solvents and Goo-Gone are typical products utilized.	Parts replacements / full sign replacement as needed.  Cleaning solvents and Goo-Gone are typical products utilized.
<b>Cleaning Schedule</b>	Annual Cleaning	Annual Cleaning	Annual Cleaning
<b>Management / Administration</b>	Weekly coordination transitioning to quarterly coordination between City and fabricator during year 1 and 2. Day-to-day monitoring of the system, based on the City's observations, safety issues and citizens reports.	Annual coordination between University and fabricator. Day-to-day monitoring of the system, based on the City's observations, safety issues and citizens reports.	Annual coordination between University and fabricator. Day-to-day monitoring of the system, based on the City's observations, safety issues and citizens reports.
<b>Breakaway Product: Transpo</b>	Maintenance Free - Covered under Warranty for 3 years.	Maintenance Free - consider general review as part of yearly inspection process.	Maintenance Free - consider general review as part of yearly inspection process.
<b>Reflectivity Life Span: 3M High Intensity Diamond Grade</b>	Covered under warranty for 5-7 years  Covered under warranty for 3 years.	Covered under warranty for 5-7 years.  Reflectivity may be effective beyond the warranty period. Individual signs may require sheeting to be replaced during this time period.	Reflectivity becomes less effective, if not previously replaced. 10 – 15 years is the maximum lifespan.

Sign Longevity	0-4 Years	5-9 years	10-15+ years
<b>Custom Color Life Span: 3M High Intensity Diamond Grade</b>	Color generally maintained beyond warranty period, depends on direction sign panel is facing.	Fading may begin depending on the direction sign panel is facing. Individual signs may require sheeting to be replaced during this time period.	Fading occurs, if not previously replaced. 10 -15 years is the maximum lifespan.
<b>General Materials: Aluminum Sign Panels &amp; Posts</b>	Specifications require 5 year fabricator warranty for workmanship.  General wear-and-tear maintenance required	General wear-and-tear maintenance required.	General wear-and-tear maintenance required.
<b>Painted Surfaces</b>	Covered under manufacturers warranty.  General maintenance and touch-up will be required.	Warranty expires. Typically color holds up beyond warranty period. Fading may begin depending on the direction sign panel is facing. Individual signs may require individual parts to be replaced during this time period.	Fading occurs – based on direction sign panel is facing – 10 – 15 years is the maximum lifespan to expect.
<b>Sign Panels / Fasteners</b>	Specifications require 5 year fabricator warranty for workmanship. General repairs and replacement due to auto incidents or vandalism. Inspect welds and fasteners for connection integrity.	Quantity of repairs increases, if not maintained previously. Inspect welds and fasteners for connection integrity.	Consider full inventory of system and repairs based on consistency of maintenance and up-keep over the years.
<b>Brackets/ Fins / Details</b>	Specifications require 5 year fabricator warranty. General repairs and replacement of parts due to auto incidents or vandalism. Inspect welds and fasteners for connection integrity.	Quantity of repairs increases, if not maintained previously. Inspect welds and fasteners for connection integrity.	Consider full inventory of system and repairs based on consistency of maintenance and up-keep over the years.
<b>Concrete Footers</b>	Maintenance free. Inspect structural integrity – similar to any construction project.	Maintenance free. Inspect structural integrity – similar to any construction project.	Maintenance free. Inspect structural integrity – similar to any construction project.



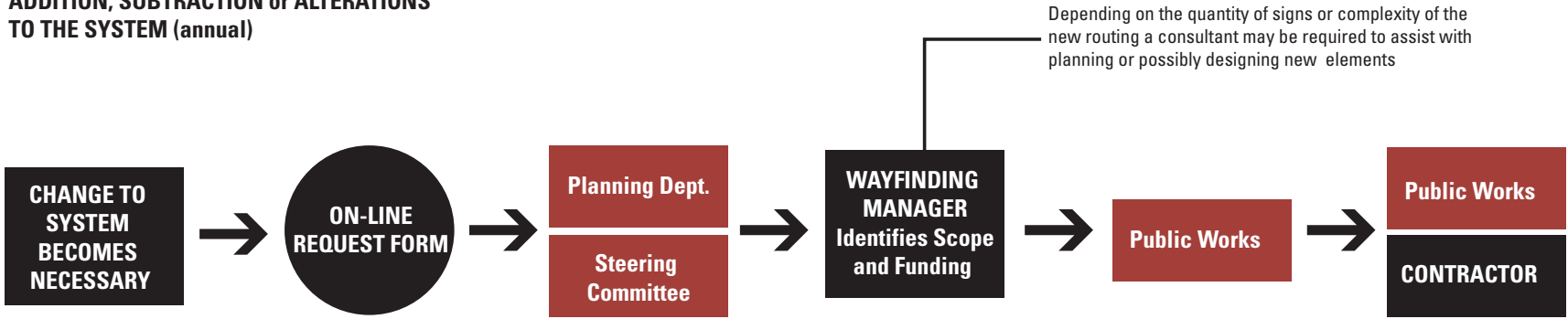
# MANAGEMENT AND MAINTENANCE *CONT.*

### DAY-TO-DAY MAINTENANCE PROCESS FOR REPAIR OR REPLACEMENT OF EXISTING SIGNS



City Public Works & Staff Monitor Sign Program | WAYFINDING MANAGER (TBD) Places Order with Approved Vendor | City: Quality Control Contract: Fabrication and Installation

### LONG TERM MAINTENANCE PROCESS FOR ADDITION, SUBTRACTION or ALTERATIONS TO THE SYSTEM (annual)



DESTINATION Identifies Need | DESTINATION Submits Online Request Form to WAYFINDING MANAGER | Based on program criteria Planning Dept. and Steering Committee Reviews Request | WAYFINDING MANAGER: Quality Control City: Approves Funding | City Places Order with Approved Vendor | City: Quality Control Contract: Fabrication/ Installation

After approval of a sign design, the City of Novato will seek approval for sign routes, final sign locations, and an ongoing maintenance and management plan. With the approval of these standards the City will have approval for the full installation of signs.

#### MANAGEMENT

**Management**  
The establishment of a governing body that oversees the funding, maintenance and expansion. A project manager must be assigned the responsibility of the day to day management of the system.

#### Maintenance Funding and Contracts

Maintenance should be a shared responsibility between the City and the programs Stakeholders.

Average annual maintenance budget is 10% - 15% of the total project construction cost.

#### Stakeholder Contribution Contracts

Create Maintenance Agreement contract among the Stakeholders.

- Option A Based on quantity of listings
- Option B Equally Distributed
- Option C Sliding Scale
- Option D Ranking by Significance

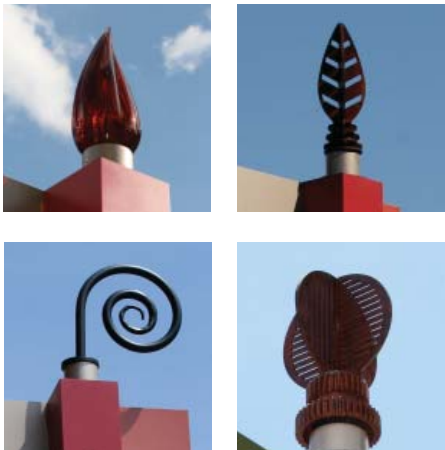
#### Annual Budgets

Generally 10% - 15% of the total phasing cost should be established for annual maintenance of the system.

Initial "attic stock" of parts should be included in the base bid of each phase of the project.

By purchasing materials and parts in a large quantity the City will reduce its overall costs. Attic stock can include poles (painted), sign panels (painted/no lettering), brackets finished and painted, and other parts.

# SUSTAINABILITY



**Ashville, North Carolina**  
Local Artisans



**3M High Intensity Reflective Vinyl**



**Downtown Phoenix**  
Reflective Sheeting



**Solar Panel**



**Miami Beach**  
Solar Powered Gateway



**Tampa Riverwalk**  
Solar Powered Kiosk

Wayfinding programs can offer the opportunity to reduce the negative impacts that the built environment and transportation can have on our planet.

**Wayfinding can have positive effect on our environment;**

**Promote Multi-Modal Transportation:** Wayfinding programs promote the use of alternative transportation methods by communicating information that encourages the use of bicycle paths, pedestrian walkways and public transportation. Wayfinding programs help to support the use of these transportation means by making them accessible, user-friendly and promoting their availability.

**Efficiency in Transportation:** In an effort to reduce traffic, wayfinding programs help people find their way quickly and efficiently to their desired destination, whether it is a major attraction or a hard to find parking garage. Less time traveled equals less time searching which reduces the carbon footprint left by the vehicle.

**Materials and Processes**

The design of the wayfinding program shall meet our modern needs and preserve to the greatest degree possible the finite resources of our planet. The wayfinding program may consider a variety of “green” materials and processes, as well as administrative efforts that promote “local” inclusion.

**Solar Power:** Solar panels can provide power to the illuminated signs such as gateways and information kiosks. In Tampa, solar-powered kiosk units consume only 2.05 kilowatt-hours (KWh) per month at a cost of 20 cents – in comparison to \$72 per month if the units were powered with tradition fluorescents.

**Green Materials / Reflective Sheeting:** The manufacturing process for 3M High Intensity Reflective Vinyl, reduces VOC emissions by 97 percent and energy consumption by 72 percent, compared to the standard engineer grade vinyl sheeting products typically used in the past.

**Local Construction:** Some municipalities are awarding extra points to local qualified fabricators during the bid process to help keep the projects local and reduce the need for shipping large portions of the project across the country as well as supporting local businesses.

Some clients are “buying local” by engaging community artisans, who can produce finials and other sign components locally. These local initiatives also support the local economy.

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**SECTION 2:**  
WAYFINDING ANALYSIS

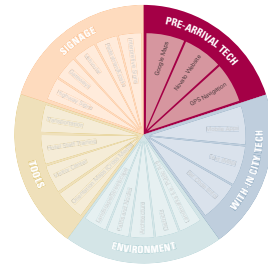


# WAYFINDING TOOLS



Creating a sense of place is at the core of this program and the design will help unify the visual context of the City of Novato. The elements will reflect the Novato brand and attitude as an active, energetic and exciting place to be.

The Novato Wayfinding Master Plan considers all potential wayfinding tools and is not simply signage. The program considers a variety of wayfinding tools; landscaping, lighting, street furniture, landmarks, gateway elements, signage, mapping and public art should all be considered, as well as related issues such as sustainability, climate and integration of technology.



# WAYFINDING TOOLS

## PRE-ARRIVAL TECHNOLOGY



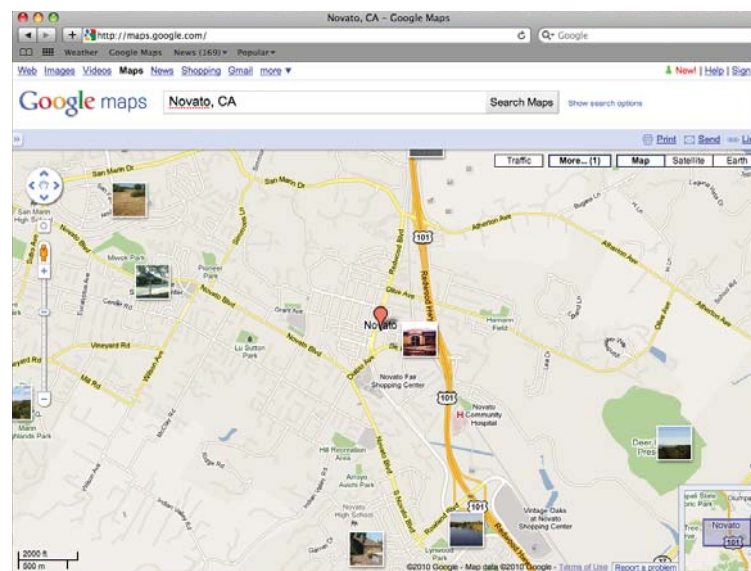
City of Novato Website

When a wayfinding system works, it helps us move with confidence in unfamiliar locations, creates a more welcoming environment, increases our sense of place, and benefits both travelers and the City of Novato's many points of interest.

Wayfinding encompasses all of the ways in which people orient themselves in physical space and navigate from place to place. In reference to large exterior spaces (campuses, cities and regions) "Wayfinding Programs" typically include a coordinated signage system, distinct landmarks, printed support materials, and electronic media information. When coordinated properly a wayfinding program also promotes a consistent identity and acts as a powerful marketing tool.



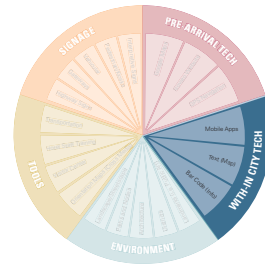
GPS Navigation



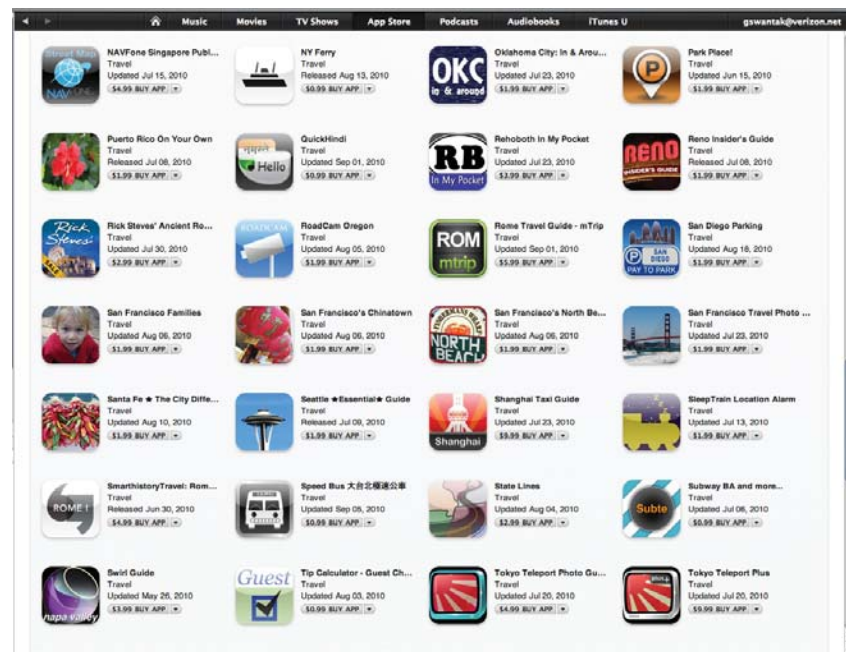
Google Maps Website

A successful citywide wayfinding system begins with a consistent system of tools that include pre-arrival technology, with-in city technology, the physical environment, additional service tools, and the physical signage program.

Pre-arrival technology begins with the visitor searching the world-wide web for information about the City of Novato, whether that be through the City's website, Tourism Novato site, or the Chamber of Commerce's site.



# WAYFINDING TOOLS WITH-IN CITY TECHNOLOGY



iPhone App downloads



iPhone Traveling App



The integration of technology into the wayfinding program will reinforce the message of innovation as a core value of the City of Novato brand. The incorporation of these devices and applications is now expected, especially by tourists and students alike, no longer considered a special enhancement, these wayfinding tools are a part of everyone's daily routine. Consideration should be given to a variety of technological wayfinding approaches.

### END-USER TECHNOLOGY

*This is the utilization of technology where information is communicated to users through the visitors device (smartphone, ipod or computer). This concept does not require the city to invest in hardware or infrastructure and eliminates the issues of maintenance, vandalism, theft, etc. The only requirement is the software development and the on-going maintenance of the information. End-user technology includes:*

### Text Message Maps

Static orientation maps (at bus shelters, kiosks, or on signs) that includes a "text message number", when keyed in, the user receives a return text message with information about the destination. This can be a short message about events, hours of operation, or the best place to park.

### iPhone Traveling App

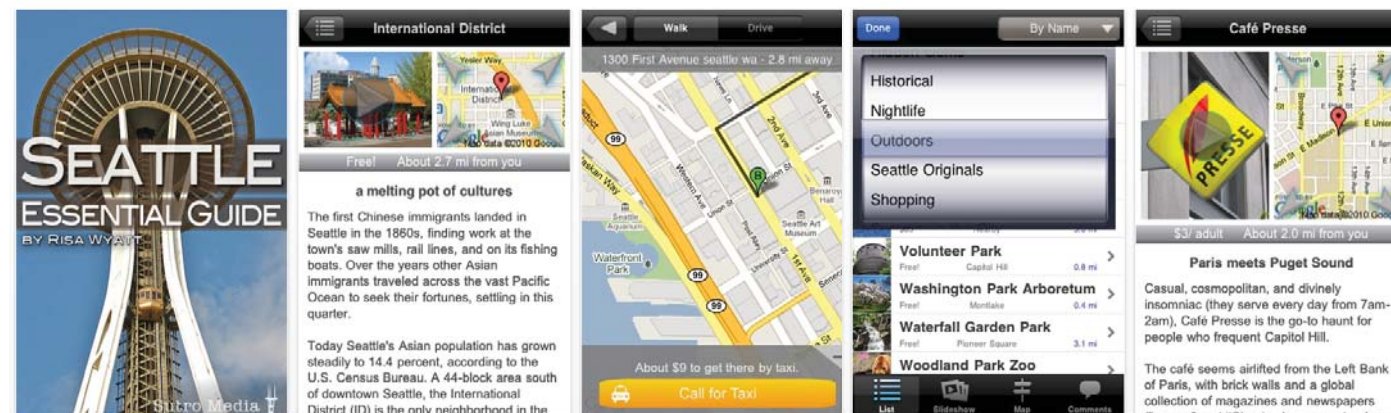
The iPhone Traveling App is a map based location service for a variety of categories, including things to do, events, hotels, attractions, shopping, restaurants, college campuses, hiking trails, bicycle paths, parking lots, services and emergency points, and any other point of interest (POI) on or near the City of Novato. It also allows visitors to view and use other information about a POI like a website, phone number, and hours of operation.

### Features:

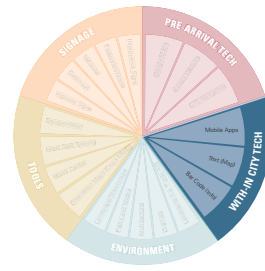
- Map based location services with GPS
- Allows users to find attractions, restaurants, parking lots, and other services within the City of Novato.
- Local business share the best deals in town in real time to make sure visitors get the best prices during their stay.
- Locals and visitors alike utilize the events calendar and live entertainment schedules.
- Multiple languages.

The Novato Traveling App would be available as a download through the Apple iTunes Store, either at a minimal cost, or for free.

In addition to iTunes, kiosks within the City of Novato may include USB ports where information can be downloaded directly to an iPhone or iPod. Also, this information can be communicated to visitors at bus shelters and on printed orientation maps that the information is available and ready for download.



City of Novato map App



# WAYFINDING TOOLS WITH-IN CITY TECH CONT.

Showcase

**I colori di Torino**  
LA PRIMA CITTÀ "TAGGATA A COLORI" AL MONDO.

City of Turin

The Northern Italian city of Turin, site of the 2006 Winter Olympics, recently launched a successful Tag project, developed by Turismo Torino e Provincia and the Italian Web Agency mediaki.it. In Turin, people can scan Tags around important city landmarks—including the National Museum of Cinema, Palazzo Madama, Museum of Oriental Art, Civic Gallery of Modern and Contemporary Art (GAM), and the Borgo and Rocca Medioevale Museum. All these Tags open mobile browser pages, rich with text, video, or MP3 content.

*"Turin became the first city in the world to be tagged with Microsoft TAG technology," says Daniele Romeo at mediaki.it. "The Colors of Turin' was the first major Italian project to use Microsoft TAG technology and raise the bar for innovation on both a viral and strategic level. TAG is a powerful gateway to services, interaction, mobile applications and services that moves people from real life through the world of interactive communication."*

MediaKi.it is also developing other applications using Microsoft Tag technology for other clients, including EMI Music and publishing house Loescher. Both companies intend to integrate Tag into their marketing efforts to promote an Italian band, Finley. This initiative will see the launch of a project called "The Human TAG", which will feature Tags on such merchandise as t-shirts, bracelets and watches. Also on the cards are Tag projects for other cities, just as the successful implementation in Turin, using Tags not only for informative purposes, but also for commercial and business ventures.

Scan the Tag  
GET TAG READER

Showcase

greater FORT LAUDERDALE  
CONVENTION & VISITORS BUREAU

greater FORT LAUDERDALE  
sunny.org/glob

Fabulous scenery. Fabulous scene.

Starmark and Greater Fort Lauderdale Convention and Visitors Bureau

Starmark Inc, a multi-disciplined integrated marketing communications agency, is constantly seeking marketing innovations to give clients an opportunity to be on the forefront of cutting-edge experiences. In 2009, Starmark presented Microsoft Tag to the Greater Fort Lauderdale Convention & Visitors Bureau (GFLCVB), a client that enjoys implementing new technology and digital initiatives into their marketing campaigns. The clients immediately recognized the possibilities of Tag and since then Starmark has added Microsoft Tag to specific print ads within GFLCVB's "Sunny.org" campaign, featuring contests and deals for various markets, and also special offers for meeting planners.

Tags in the print ads are steadily racking up scans and bringing a world of information to consumers. The technology was a perfect fit for the Greater Fort Lauderdale CVB, whose primary goal in its advertising was to drive consumers to their website, sunny.org. Now with just a quick scan from their smartphones, consumers can interact with the various offerings on sunny.org and access a world of information. Encouraged by the overwhelming response to the Tags in the advertising campaign, executives at Starmark are considering other innovative ways to use Tags in their future campaigns, including interactive contests and web events.

*"We are always looking for new ways to evolve our tactics and engage customers. Going forward, we hope to take Tags beyond print and into ambient advertising."- Brett Circe, Vice President of Interactive Services at Starmark*

Scan the Tag  
GET TAG READER

## Microsoft Tag

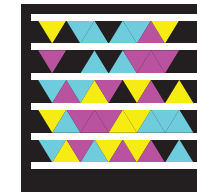
Microsoft Tag helps visitors seamlessly connect almost anything in Novato to interactive experiences from their mobile phone. Visitors scan Tags to engage at the maximum point of impact by using the device that is central to their daily lives, the mobile phone.

**Cross-media:** Brochures, maps, posters, billboards, point-of-sale — the range of places where one can use a Tag is almost infinite.

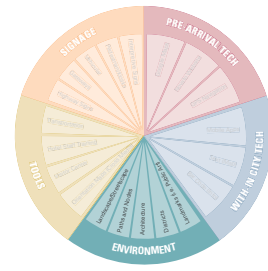
**Engage:** Simple, intuitive, and interactive, the Tag enables immediate response and deeper engagement from your visitors, providing a unique vehicle to influence in-the-moment behavior, drive deeper engagement within Novato, and turn interest into action.

**Report & Measure:** With built-in tracking, metrics and analysis tools, Tag gives cities access to data that can help them make effective decisions about their marketing expenditures.

**Agile:** Tag's dynamic technology lets cities change campaigns at any time, enabling cities to react and evolve in real-time and deliver the most powerful outcomes.



Microsoft Tag



# WAYFINDING TOOLS ENVIRONMENT



Paths and Nodes



Landmarks



Paths and Nodes



Landmarks

Landmarks are used everyday to provide direction; it can be as simple as “make a left at the clock” or as common as “meet me at the Whole Foods murals”.

In addition to providing directions, landmarks are also 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.

The City of Novato offers many landmark features, including: iconic elements like Historic City Hall, or the History Museum, and the Town Clock; plus special landscaped areas and natural features along Redwood Boulevard, and simple gathering spaces along the streets of Downtown.



Streetscape



Landmarks

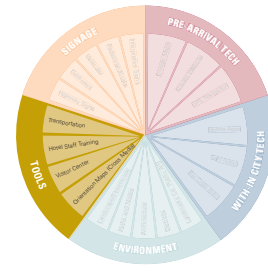


Streetscape



Landmarks

The similarity of building materials does offer a uniformity that can disorient a first time visitor. Therefore the presence of unique landmark elements play a greater role in assisting a visitors orientation. This master plan identifies potential additional landmarks that can be utilized to enhance the City of Novato as a place, and reinforce the City’s brand, while providing a helpful wayfinding tool.



# WAYFINDING TOOLS

## TOOLS



**Orientation Maps**



**Hotel Staff Training**

*Weather information is communicated through the technology, printed advertisements or a friendly face at a hotel, each element effects the experience of a visitor. Each of these elements offers the opportunity to communicate a consistent message, graphic language and helpful customer service.*

### **Welcome Brochure and Orientation Map**

This traditional piece of communication can be used either as a pre-arrival tool or an on-site arrival promotion of the city. Simple and clear it provides the basic information about the city. The map helps the visitor to establish a cognitive map of the city layout prior to arriving. Only the highest level of destination and visitor information shall appear in this brochure. The design will reflect the overall wayfinding program through its use of color, pattern and identity.

### **Shuttle Services**

Consideration may be given to the implementation of a tourism shuttle service. This offers opportunities to not only showcase the attractions of the City but also by using a hybrid or electric vehicles it can build on the brand image of Novato as a environmentally friendly and sustainable city.

The shuttle route can support better access between downtown and the Vintage Oaks Shopping Center as well as connect destinations that are farther away or offer complicated routes, such from Hamilton to Downtown. The shuttle would not significantly increase traffic and could in fact reduce traffic, by offering a park-and-ride option.

This Park-and-Ride opportunity would benefit both visitors and residents alike by providing convenient connections and an alternative form of travel. Connecting remote parking lots such as the Hamilton Field to downtown and the Strafford Lake would offer a positive transportation option.

Respecting the environment and sustainable practices is part of the core culture of the City of Novato. As an example of the use of a hybrid shuttle service, the National Park Service replaced its aging fleet of diesel buses in Yosemite national park with a fleet of diesel-electric hybrid shuttle buses. By switching to the 18 hybrid buses the NPS estimates that particulate matter emissions have been cut by 90 percent (along with a 60-percent reduction in nitrogen oxide emissions), while fuel-efficiency has increased anywhere from 20 to 55 percent. The buses are comfortable, quiet (reducing noise pollution) and can reduce traffic.

### **Hotel Staff Training**

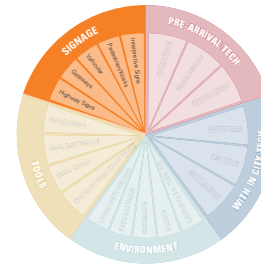
In communities where the economy is driven by tourism and overnight stays, it is common practice to host Hotel Staff Training programs once or twice a year. This provides the opportunity for tourism professionals to come in and discuss issues and topics that can improve customer service and help enhance a visitors experience by making the city more friendly, welcoming and accessible.

Once the wayfinding program is implemented there are two forms of training that can be conducted related to the wayfinding program. The first is a simple brochure or hand-out that educates the hotel staff about the

wayfinding program, providing a list of common terminology, explains the wayfinding philosophy (such as Districts) and offers the preferred routes they should direct users.

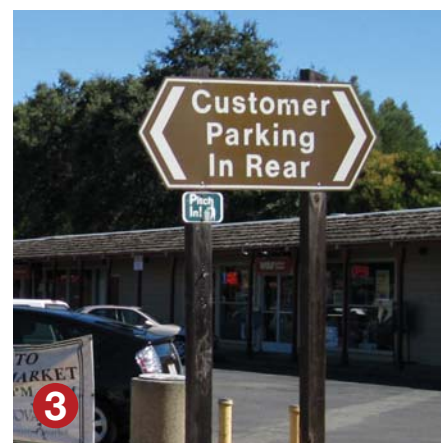
The second step is providing staff a set of wayfinding tools, such as; pre-printed directions from their hotel to the most popular areas, the printed brochure / orientation map, or a card that list city web sites.

The design team can assist with any of the wayfinding sessions of staff training and there are a number of Tourism companies that cover a variety of tourism training topics.



# WAYFINDING TOOLS

## EXISTING SIGN EVALUATION



The existing City of Novato wayfinding signage program does not meet the following criteria for "MUTCD Community Wayfinding Signage": 1) reflectivity, 2) mounting height, 3) copy size, 4) breakaway post, and 5) number of messages.

Additional observations for signage and wayfinding elements in the City of Novato:

### 1 Gateway sign types:

- The stone monument gateway sign, located in the middle of the boulevard island, is much too small in size and very difficult to read, especially in the sun's glare of the afternoon sky. The gateway is very conservative in design and gives no indication of the eclectic and rich diversity of Novato.

- The secondary stone gateway located on the corner of Reichert Ave is too small as well, and is lost in the landscape.

### 2 Vehicular directional sign types:

- Signage is too small for posted speed limits.
- Inconsistent size and use of directional arrows.
- Inconsistent size of message height.
- Inconsistent use of capital letters and upper- and lower-case letters.
- Inconsistent mounting height of most panels.

### 3 Parking sign types:

- In general, it is difficult to find the parking regulatory signage and locate the specific parking lots in Novato.

- The specific image illustrated here is a poor quality parking directional sign because it has arrows illustrated on each side of the panel, but instructs vehicles to the rear of the building. This sign should be removed and replaced with a regulatory parking sign type. The standardized text and arrow will appear more official.

### 4 Destination identification sign types:

- A city-wide brand and use of typeface(s) must be applied to all post-mounted, monumental, and wall-mounted identification sign types. It will help visitors recognize they have arrived at an official City destination.
- The History Museum identification sign is really great! Unfortunately its very difficult to read from a motoring vehicle. The sign should stay for pedestrians, but another city ID sign should be placed at the street level.

### 5 Banner sign types:

- Fun banners helping visitors understand some of the other hidden treasures within the City of Novato.
- Too many banners have been applied to the pedestrian street poles in the Downtown. The banners are so low that the application blocks the vehicular view and legibility of storefront signs.

### 6 Bus shelters:

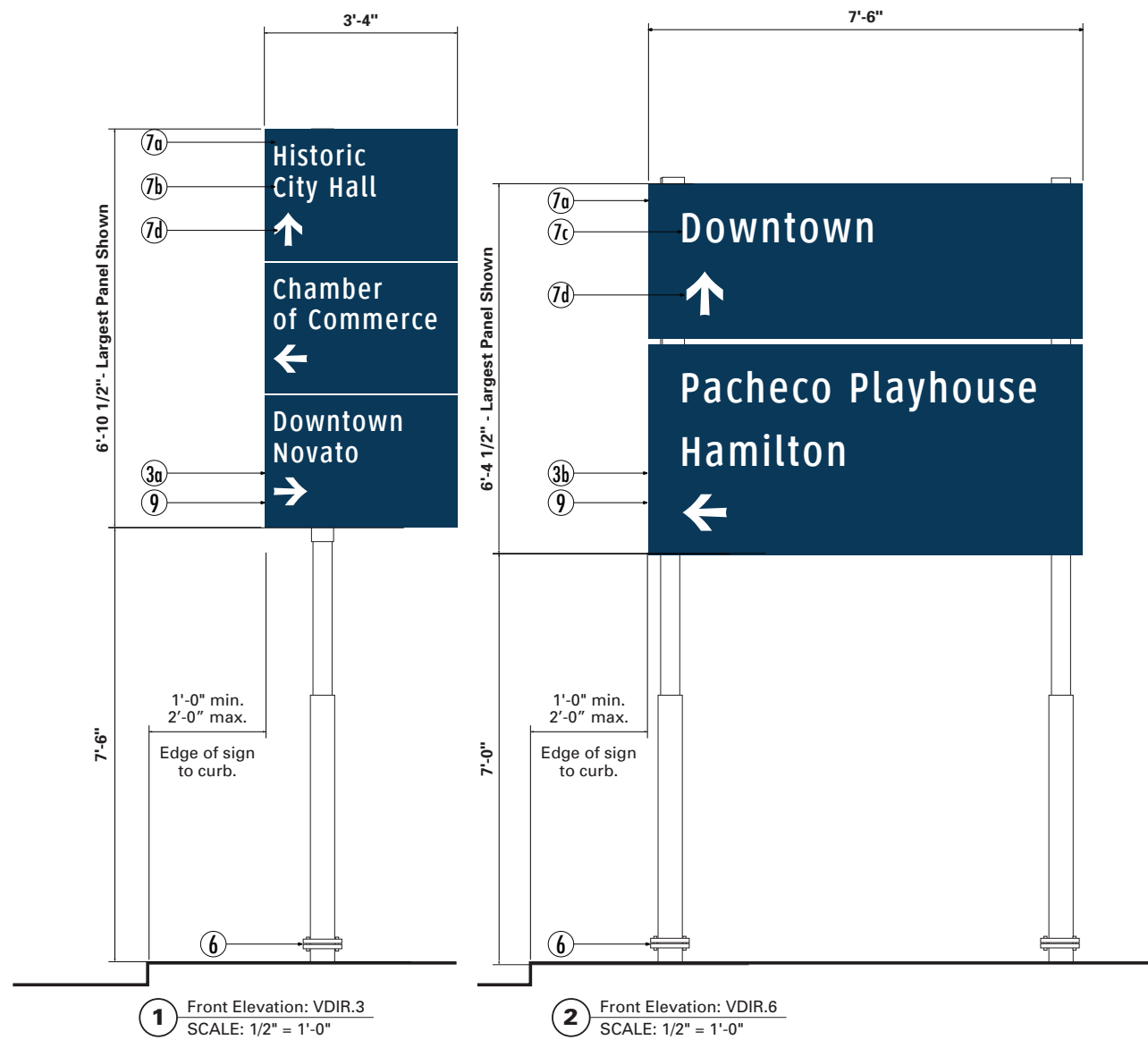
- Fantastic! Clean and styled well. A very nice consistency around town.
- Easy to read signage.

# SIGNAGE TECHNICAL CRITERIA

## VEHICULAR DESIGN REQUIREMENTS

- Maximum of 3 listings per sign, with a maximum of 2 lines per attraction listing.
- Color contrast should be at least 70 percent between typeface and background.
- Type size to be 4 inches for signs in urban conditions with speeds of 35 mph or less and 5-6 inches for signs on roadways over 35 mph.
- Clearview HWY typeface as approved by DOT.
- Background and graphics to be CUSTOM Color - Printed High Intensity Prismatic Vinyl.
- Signs must have a clearance of at least 7 feet (ft.) off the ground and 36 inches lateral clearance to satisfy the Americans with Disabilities Act requirement.
- Minimum of 150 feet between signs, with a goal of one sign per city block.

## Graphic Considerations - Submittal



General Notes:  
The City of Novato involved in the program shall enter into an agreement with the California Department of Transportation to assume all responsibility in the maintenance and management of the signs within the CALTRANS Right-of-Way (ROW).

Numbers correspond to line items in the CALTRANS guidelines for Wayfinding Signs along state maintained roads.

Items highlighted in red deviate from the CALTRANS guidelines for Wayfinding Signs along state maintained roads.

Additional specifications and information can be referenced in the Downtown & Regional Wayfinding Program: Novato, California Construction Documentation Package Prepared by Rick Engineering/MERJE

- 3a** Message Quantity 35 MPH - Four Destinations Max.
- 3b** Messages Quantity 35 MPH + Three Destinations Max.
- 6** Footer Break-Away or Yielding in Design as detailed in CALTRANS Roadway Standard Drawings or as approved by FHWA
- 7a** Sign Panel Background Product: 3M Diamond Grade Reflective Sheeting Background: Custom Color
- 7b** Font for 25 MPH or less Style: Clearview 2W Color: Standard - White Size: 4" Copy Height
- 7c** Font for 25 MPH or more Style: Clearview 2W Color: Standard - White Size: 5"-6" Copy Height
- 7d** Arrow Style: Serif Color: Standard - White Hand: "All Left"
- 9** Material Product: 3M Diamond Grade Reflective Sheeting Color: Background: Custom Color Arrow, Font Rule Line: Standard White 3990

**PARTS LIST**

ITEM	DESCRIPTION	SIZE/SPECIFICATIONS	QTY/POST	PART NUMBER
1	Bracket, Type AP3, AP3.5, AP4, AP4.5	6061-T6 Aluminum	2	58A0319; 5175; 5174
2	Bracket Hardware Assembly, Type AP3, AP3.5, AP4, AP4.5	6061-T6 Aluminum	2	58A0319; 5175; 5174
3a	Sign Panel	12.0mm(1/2") Thick, 300 mm (12") High, 300 mm (12") Wide	1	58-AP3H; 5181; 5182
3b	Sign Panel	12.0mm(1/2") Thick, 300 mm (12") High, 300 mm (12") Wide	1	58-AP3H; 5181; 5182
3c	Sign Panel	12.0mm(1/2") Thick, 300 mm (12") High, 300 mm (12") Wide	1	58-AP3H; 5181; 5182
3d	Sign Panel	12.0mm(1/2") Thick, 300 mm (12") High, 300 mm (12") Wide	1	58-AP3H; 5181; 5182
4	Channel & Spigot Self Assembly, Type A	Includes: 1. Spigot 2. Channel 3. Spigot Nut 4. Spigot Washer 5. Spigot Seal 6. Spigot Gasket 7. Spigot Sealant 8. Spigot Sealant 9. Spigot Sealant 10. Spigot Sealant	1	58-CSP
5	Anchor Assembly, Type A	Includes: 1. Anchor 2. Anchor Nut 3. Anchor Washer 4. Anchor Sealant 5. Anchor Sealant 6. Anchor Sealant 7. Anchor Sealant 8. Anchor Sealant 9. Anchor Sealant 10. Anchor Sealant	1	58AP3

**BREAK-SAFE MODEL AP SELECTION TABLE**

MODEL	OUTSIDE RISE (mm)	POST SIZE
AP3	76 mm (3")	1 1/2" (38 mm)
AP3.5	89 mm (3 1/2")	1 3/4" (44 mm)
AP4	102 mm (4")	1 7/8" (47 mm)
AP4.5	114 mm (4 1/2")	2" (51 mm)

**GENERAL NOTES:**

- Break-Safe model all requirements of "ASTM Standard Specifications for Concrete Reinforcing Steel Bars" and "ASTM Standard Specifications for Steel Reinforcing Bars".
- Break-Safe Model AP is designed to fit steel or aluminum round pipe supports. See table above for pipe sizes.
- All hardware items are American Standard sizes, galvanized in accordance with ASTM A153 (hot dipped) or ASTM A641 (electrolytic coated).
- Hardware, used for spigot seal and channel, are included with instructions, and do not have specific torque requirements. Hardware should be torqued to light or as possible with conventional torque, unless noted otherwise.
- Signposts and any additional equipment, including anchors to foundations, are not included in this drawing.
- Do not use the sign until it is checked under the sign specifications.
- Refer to other side of page for complete installation instructions.

**TRANSPRO**  
30 Jones Street  
New Rochelle, NY 10801  
914-638-1000  
www.transpro.com

**Break-Safe Model AP**  
Breakaway Support System for Sign Posts

Scale: Not To Scale Date: November 2000  
Sheet 1 of 2

**SPECIFICATIONS**

- Ultimate Tensile Load = 280.9 kN (63.2 kips)
- Actual Pullout Strength depends on foundation strength and concrete properties.

**INSTALLATION INSTRUCTIONS:**

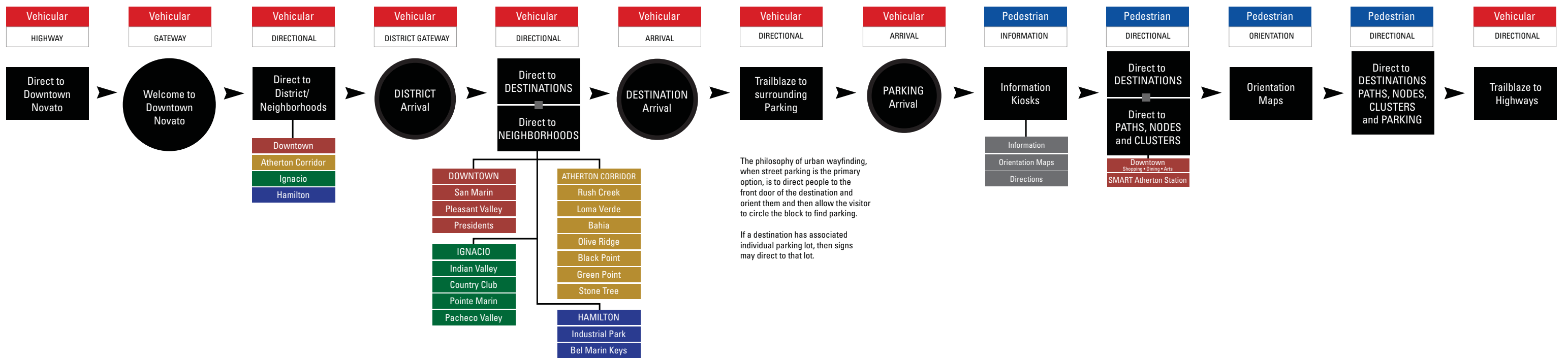
- Fabricate flat steel or wood template with four (4) 19 mm (3/4") diameter holes spaced to match the identified bolt pattern of the post base plate.
- Attach four (4) Transpro® Type C Female Anchors to template using four (4) 19 mm (3/4") diameter bolts. Ensure that each Female Anchor is flush and snug against the bottom of the template.
- Lower Anchor Assembly into fresh concrete foundation, and observe installation such that the tops of the Anchor Washers are flush with the finished top surface of the foundation.
- Support template such that all Anchors are level and in their proper locations.
- Allow concrete to cure, and then remove bolts and template from the top of the foundation.

**TRANSPRO® Type C Female Anchor**  
For Use with Post-Safe® Model No. 5075 Breakaway Support System for Light Poles

**TRANSPRO**  
30 Jones Street  
New Rochelle, NY 10801  
914-638-1000



# INFORMATION HIERARCHY



<p>The primary focus will be to coordinate terminology to create consistent messaging and provide a seamless journey for visitors as they transition from interstate to the City of Novato wayfinding program.</p>	<p>The design team will consider a variety of elements which welcome visitors to the City of Novato. This can include architectural elements, public art, lighting, landscaping, and of course signage.</p>	<p>These sign types will be designed to meet CalTrans criteria for messages, number of messages per panel, character height, and contrast.</p>	<p>These sign types will be designed to meet CalTrans criteria for messages, number of messages per panel, character height, and contrast.</p>	<p>These sign types will be designed to meet CalTrans criteria for messages, number of messages per panel, character height, and contrast.</p>	<p>This system will include this type of sign for destinations that may be difficult to locate or do not currently have adequate signage.</p>	<p>Like bread crumbs along a path, trailblazers guide visitors to parking lots or garages. These small, easy to install signs can solve many parking issues.</p>	<p>A standard graphic and range of sign types will be developed to identify parking garages. These may include ground and/or building mounted signs.</p>	<p>Located at key gathering points, kiosks function much like a directory at a mall and provide options for multiple types of information.</p>	<p>Generally double-sided and with up to 10 listings, pedestrian scale signs are smaller (not visible from a vehicle) and can direct to second tier destinations, paths, nodes, clusters, or focused destinations such as the METRO.</p>	<p>A simple graphic map that is orientated "heads-up" illustrates the general area. Focus is on 5 minute walk and can include more detailed information than an overview map. The map becomes standard artwork that can be used for print, web and other media.</p>	<p>Generally double-sided and with up to 10 listings, pedestrian scale signs are smaller (not visible from a vehicle) and can direct to second tier destinations, paths, nodes, clusters, or focused destinations such as the METRO.</p>	<p>Departure routes are equally important to arrival. These trailblazer signs utilize standard MUTCD interstate and State highway shields to provide clear pathways to the nearest interstate from the many destinations with the City of Novato.</p>
--	---	--	--	--	---	--	--	--	--	---	--	---

# HIGHWAY SIGNAGE REVIEW

## HIGHWAY 101 NORTH



**Rowland Boulevard overpass**  
Sign location OK.



**Approaching De Long Avenue exit**  
Sign locations OK. Consistent message.



**De Long Avenue exit ramp**  
Sign locations OK. Consistent message.



**De Long Avenue exit ramp**  
Sign location OK. Consistent message.

The interstate highway signage leading to the City of Novato generally provides the necessary and appropriate information.

It is the goal of this master plan to identify possible terminology changes to the supplemental signs so the information presented provides a seamless journey from the interstate into Downtown Novato.

Approval by California Department of Transportation (Caltrans) is required for all highway signage listings.

Criteria for listing a destination on an interstate sign is based on quantity of visitation requirements and proximity to the exit ramp.

**Observations**

There is a consistent "Downtown Novato" message sequence on interstate signage leading into the Downtown.

Equally there is a consistent "Tourist Info" message sequence on interstate signage leading into the Downtown.

# HIGHWAY SIGNAGE REVIEW

## HIGHWAY 101 SOUTH



**5**  
**San Marin/Atherton Avenue overpass**  
 Sign location OK.



**6**  
**Approaching De Long Avenue exit**  
 Sign location OK.



**7**  
**Approaching De Long Avenue exit**  
 Sign location OK. Consistent message.



**8**  
**De Long Avenue exit ramp**  
 Sign location OK. Consistent message.

The interstate highway signage leading to the City of Novato generally provides the necessary and appropriate information.

It is the goal of this master plan to identify possible terminology changes to the supplemental signs so the information presented provides a seamless journey from the interstate into Downtown Novato.

Approval by California Department of Transportation (Caltrans) is required for all highway signage listings.

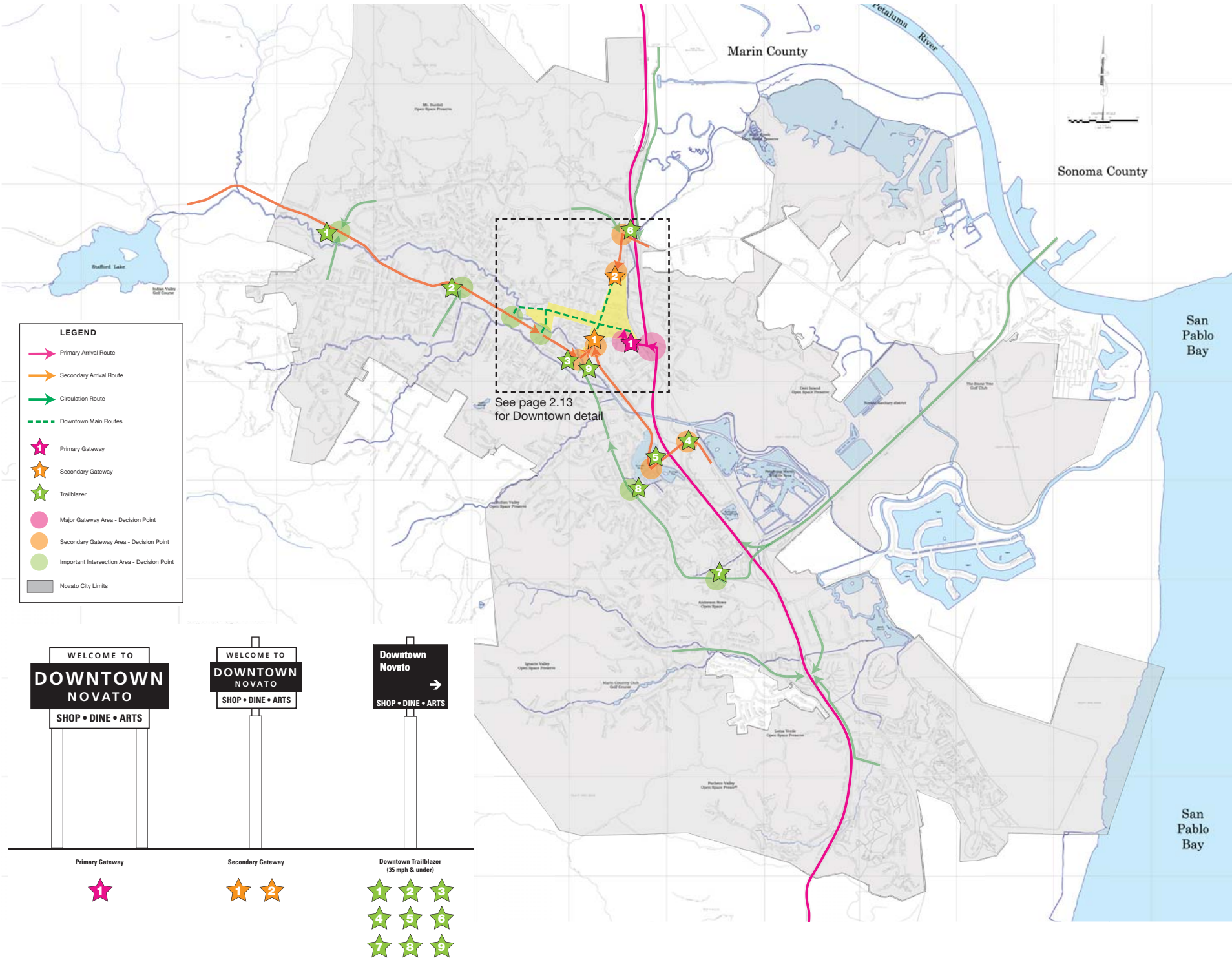
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**Observations**

There is a consistent "Downtown Novato" message sequence on interstate signage leading into the Downtown.

Equally there is a consistent "Tourist Info" message sequence on interstate signage leading into the Downtown.

# ARRIVALS & GATEWAYS



## GATEWAY LOCATIONS

Gateways for this project will vary in scale and complexity based on their location, environment and purpose. Gateways can make a statement and welcome a visitor or they can simply mark the city limit.

For a city like Novato the excitement and anticipation a visitor has when arriving can be heightened by the gateway that lets them know they have arrived at a special place.

Gateways provide a landmark and can include more than just signage; lighting, landscaping, architectural elements, and public art can also be incorporated.

Three (3) gateways (with the possibility of 5) have been identified. Each of these present different purposes and will require a variety of approaches.

## PRIMARY GATEWAYS

Primary gateways are located at the main points of visitor entry into Downtown Novato. While the function of the gateway is to welcome visitors, it can be more than just a sign. The design can include landscaping, lighting, and/or public art in addition to conveying the city's brand message.

## Secondary GATEWAYS

Secondary gateways are located at the other points of visitor entry into Downtown Novato. These signs welcome visitors and convey the city's brand message at a smaller scale. They can be designed as a sign only, or a sign with some landscaping and lighting.

## Downtown TRAILBLAZERS

Downtown trailblazers are located at key intersections and decision points within the city limits aiding visitors and directing to Downtown Novato.

# ARRIVALS & GATEWAYS CONTINUED



## GATEWAY LOCATIONS

### PRIMARY GATEWAYS

The best case scenario for the City of Novato would be to apply two (2) primary gateways at the top of the 101 highway exit ramp areas, but will require California Department of Transportation (CALTRANS) approval.

These two locations would provide the most benefit by attracting and directing visitors from the 101 highway corridor [See the pink star locations labeled 1 and 2].

The third primary gateway location should be positioned in the middle island of De Long Avenue, replacing the existing stone monument sign [See the pink star location labeled 3].

The three gateways should be the same grand size, approximately 25 to 40 feet tall.

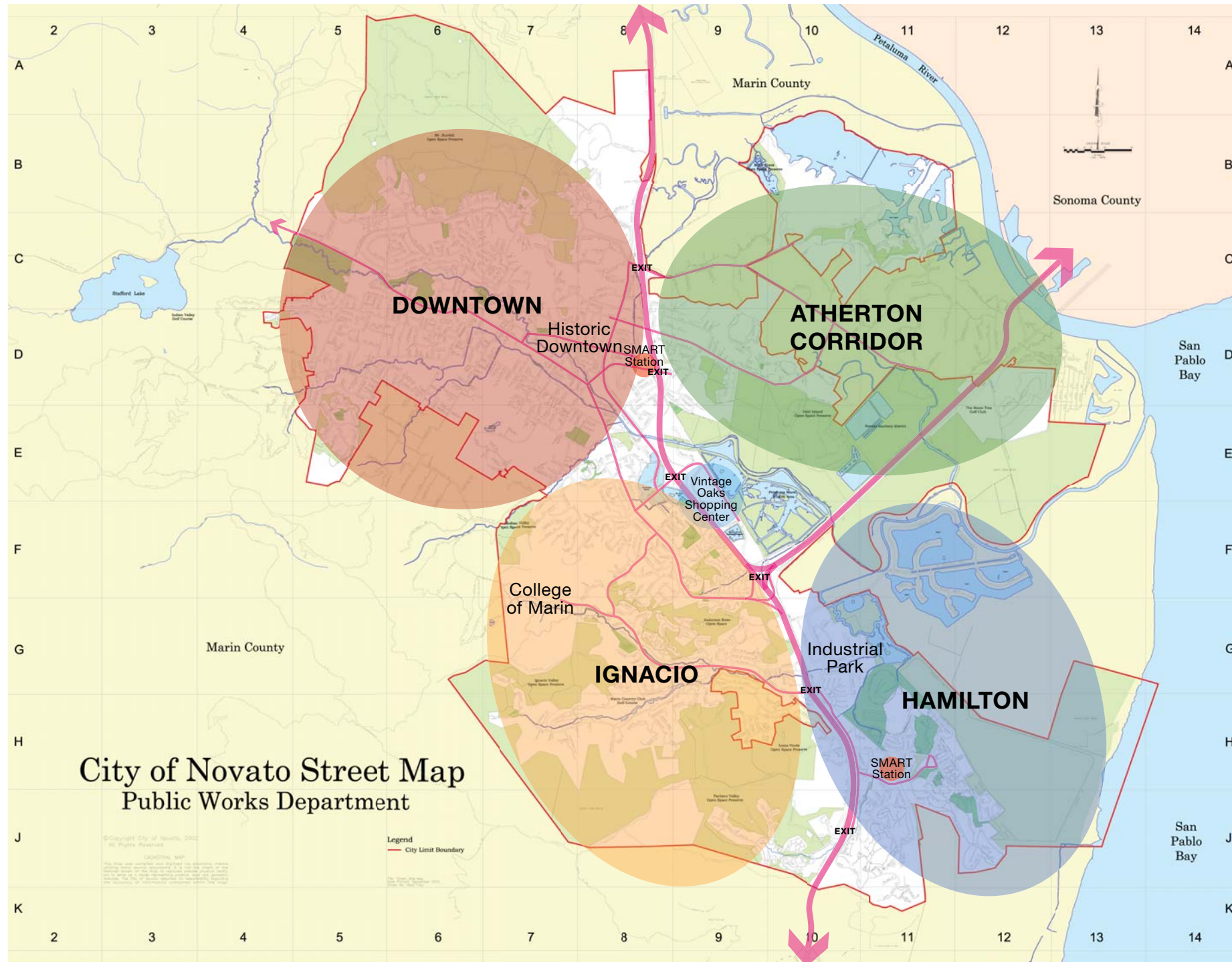
### Secondary GATEWAYS

The two (2) secondary gateways, approximately 70% shorter than the primary gateways, should be located at the Downtown entry points along Redwood Avenue. We recommend one located at De Long Avenue, the other located at Ranch Drive.

### Downtown TRAILBLAZERS

These sign types help direct visitors into the Downtown from key intersections and decision points within the city limits. Three (3) of the nine (9) recommended locations are identified on this map [See the green star locations labeled 3, 6 and 9]. The remaining 6 locations are identified on the previous page, 2.12.

# DISTRICTS



Illustrated on the map are the four (4) proposed districts for the City of Novato region. These districts include: Downtown; Atherton Corridor; Ignacio; and Hamilton.

## Districts – What is the purpose?

Districts are a fundamental component of a wayfinding project. They provide two key elements to helping a person find their way.

**1. Orientation:** Districts help a person place themselves within a larger contextual area. Examples: Wing (within a Building) – Quad (within a Campus) – District (within a City) – Region (within a State)

**2. Information Reach:** By creating an information hierarchy you are providing ALL destinations with a farther “reach” of information. Example: You can not direct to all destinations from a very far distance (Only so much information can be listed on a sign) – but with the use of various levels of hierarchy a destination can tell visitors to “ follow signs” for Southern Region > City Name > District > Destination Name. This type of information sequence could potentially reach over a hundred miles.

## District Names – Considerations

- If all ready locally recognized, names should be reflective of cultural or historical references.
- Names should be simple and memorable by a person unfamiliar with the place.
- When multiple districts are required the names should be distinctive both in terminology and pronunciation.

- A physical landmark, activity or environment is so dominant that the general surrounding area becomes known by it.

## District Boundaries – Considerations

When determining (exterior) zone boundaries, one of the following situations should be present:

- Established legal or formal boundary.
- Context – Boundary is defined by the character of the place (Architecture, Environment, History, Activity) creates a boundary.
- A physical element or landmark creates a recognizable/physical boundary. This can be natural (river, mountains, etc.) or man-made (highway, overpass, train tracks, etc).
- Cluster of similar attractions or activities located within a specific defined area (Arts District).

## Developing Districts - Additional Comments to Consider:

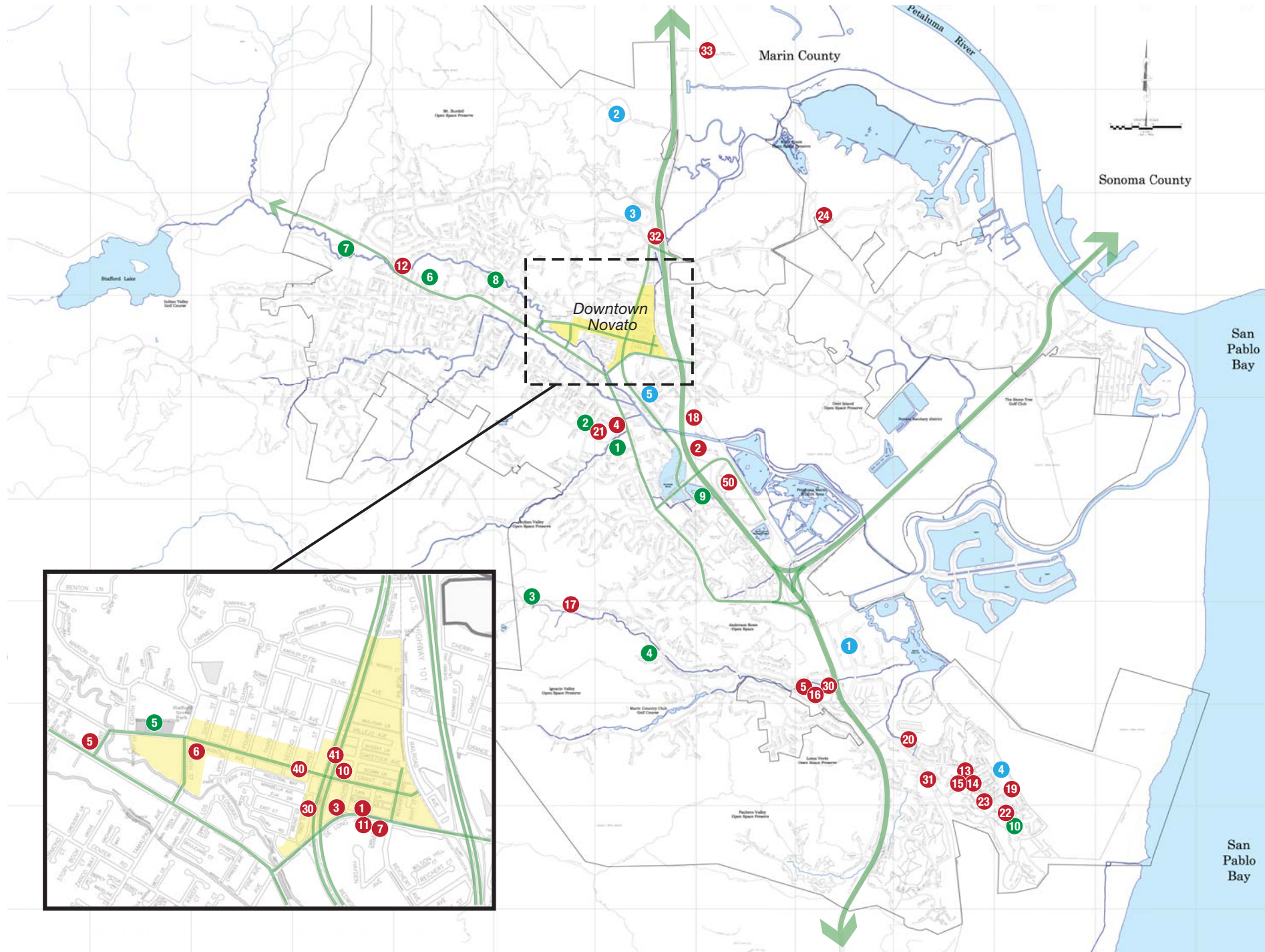
When possible the less districts the better, (3 - 4 is preferred), but recognized - not always possible.

Successful district boundaries and names are interconnected and need to work together without doubt.

Successful district boundaries and names are understood independently and naturally without visual reinforcement.

Icons, color and patterns are primary reinforcement and help shape identity.

# DESTINATIONS



A basic premise of urban wayfinding is to direct visitors to the “front door” of a destination or district and then get them to parking.

By showing the visitor the front door it accomplishes two things, first it lets them know that they have arrived and this provides them with comfort, especially if they are in a strange city.

Second it provides them with an orientation to where they are and, if no designated lot is provided, they can then begin to circle the block to find parking.

#### ATTRACTIONS

- 40 Downtown Novato
- 12 Marin Museum of the American Indian
- 14 Marin Museum of Contemporary Art
- 15 Novato Theatre Company
- 50 Vintage Oaks Shopping Center

#### RECREATIONAL

- 6 Gymnastics and Teen Center
- 20 Novato Skate Park
- 21 Margaret Todd Senior Center
- 22 Hamilton Gym & Pool
- 23 Hamilton Amphitheater
- 24 Novato Horseman's Arena

#### CULTURAL/INSTITUTIONAL

- 10 Novato Theater
- 11 Novato History Museum
- 12 Marin Museum of the American Indian
- 13 Novato Art Center at Hamilton
- 14 Marin Museum of Contemporary Art
- 15 Hamilton Field History Museum
- 16 Novato Theatre Company
- 17 College of Marin-Indian Valley Campus
- 18 Novato Community Hospital
- 19 US Coast Guard Station

#### COMMUNITY/GOVERNMENT

- 1 Historic City Hall and Civic Green
- 2 City Administration Offices
- 3 Police Department
- 4 Post Office
- 5 Library (2)
- 6 Gymnastics and Teen Center

#### TOURIST SERVICES

- 7 Novato Chamber of Commerce

#### TRANSPORTATION

- 30 Golden Gate Transit District (2)
- 31 Sonoma Marin Area Transit-Hamilton Station
- 32 Sonoma Marin Area Transit-Atherton Station
- 33 Gross Field Airport

#### DESTINATION STREETS

- 40 Grant Avenue
- 41 Redwood Boulevard

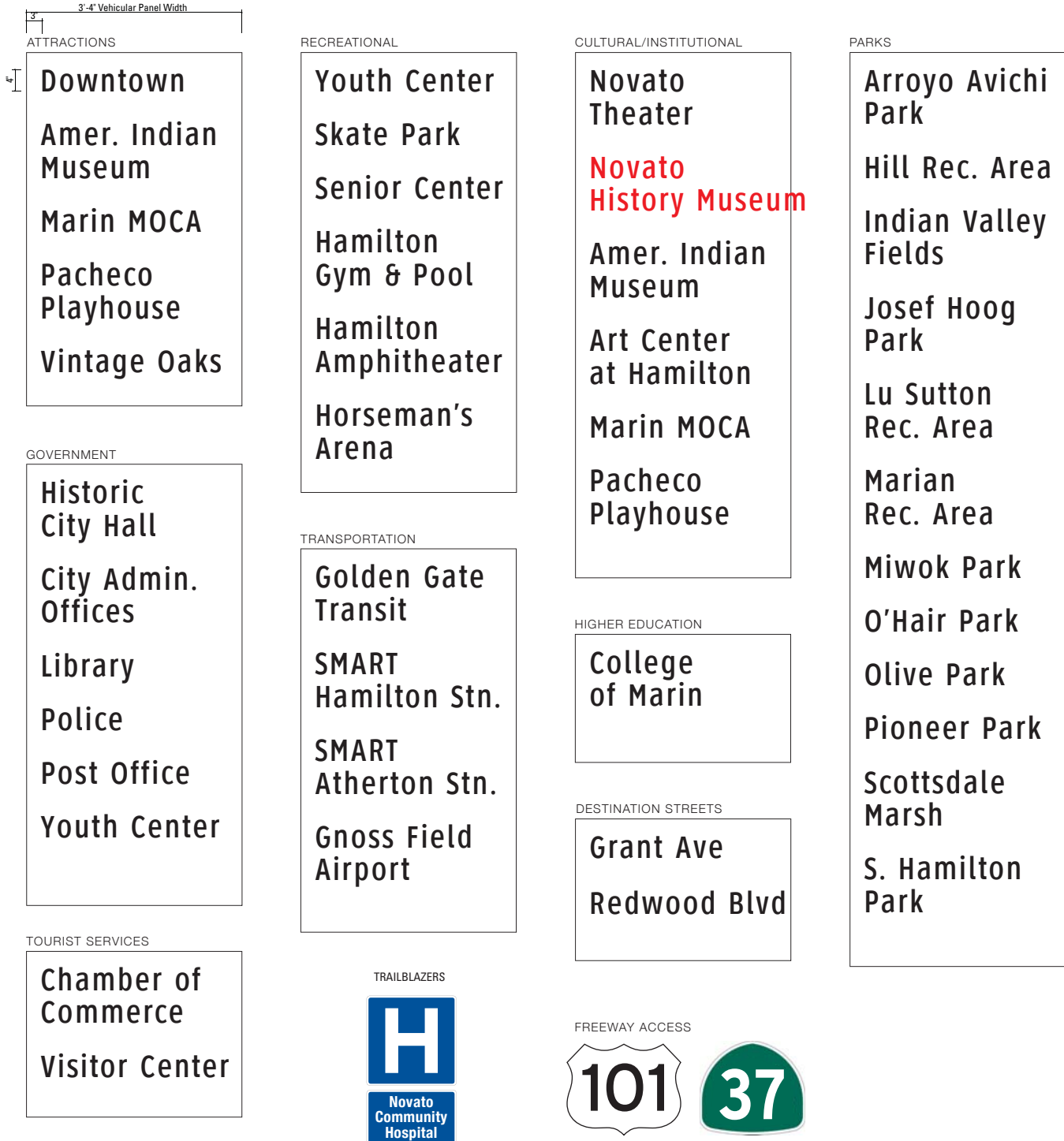
#### EMPLOYMENT CENTERS

- 1 Bel Marin Keys
- 2 Buck Institute for Age Research
- 3 Fireman's Fund
- 4 Hamilton Landing Office Park
- 5 Woodside Office Center

#### PARKS

- 1 Arroyo Avichi Park
- 2 Hill Recreation Area
- 3 Indian Valley Fields
- 4 Josef Hoog Park
- 5 Marion Recreation Area
- 6 Miwok Park
- 7 O'Hair Park
- 8 Pioneer Park
- 9 Scottsdale Marsh
- 10 South Hamilton Park

# TERMINOLOGIES AND ABBREVIATIONS



The following baseline measurements were used for this study:

**VEHICULAR SIGNAGE**

Sign Panel Width: 3'-4" (40")  
 Character Height: 4"  
 Test Typeface: Clearview HWY-2  
 Qty. Lines per Listing:  
 Goal = 1  
 Acceptable = 2  
 Qty. Characters per Listing:  
 Goal = 20 or less  
 Acceptable = 24 max.

**PEDESTRIAN SIGNAGE**

Sign Panel Width: 2'-0" (24")  
 Character Height: 1.5"  
 Test Typeface: Clearview HWY-2  
 Qty. Lines per Listing:  
 Goal = 1  
 NOT acceptable = 2  
 Qty. Characters per Listing:  
 Goal = 15 or less  
 Acceptable = 18 max.

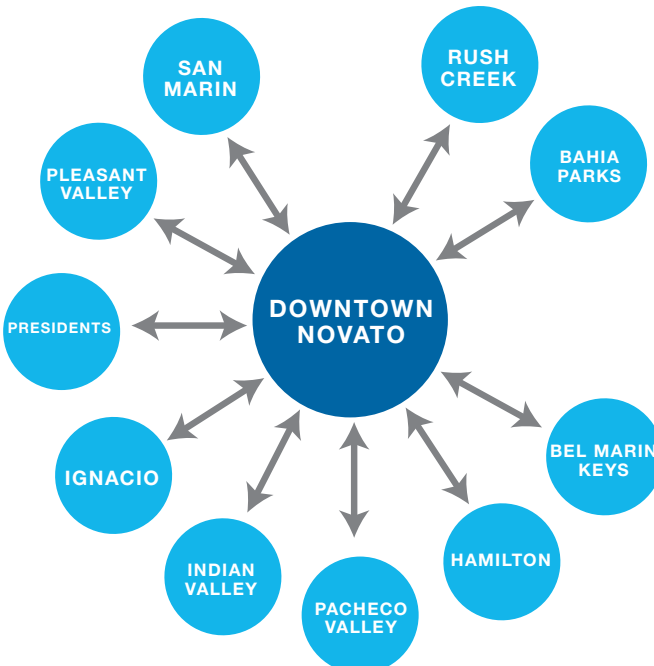
The destination terminology and abbreviations shown here are **PRELIMINARY** and for discussion purposes only.

**RECOMMENDATIONS:**

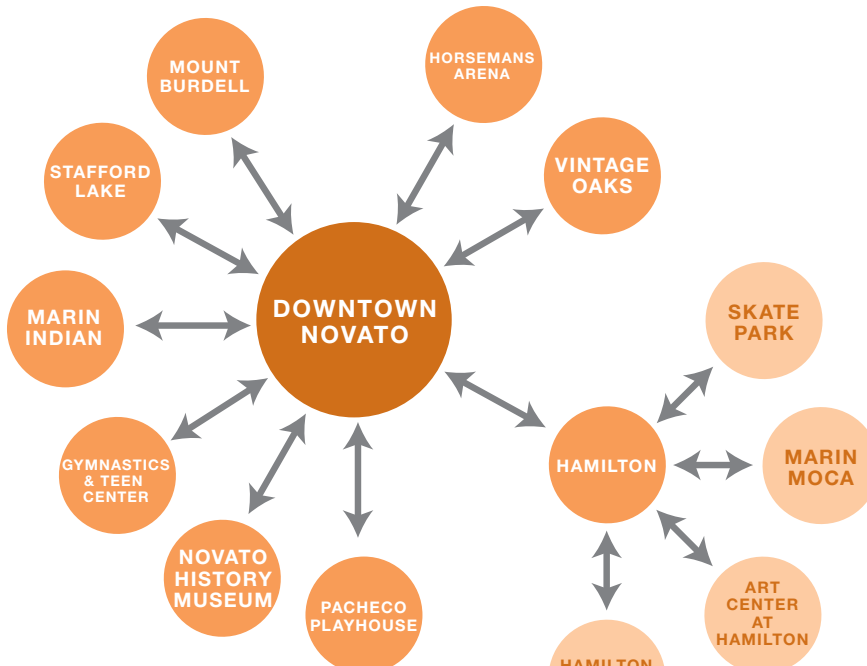
1. Remove "Novato" from destination listings.  
 Example: "Novato Post Office" becomes "Post Office"
2. Potential name change prior to installation of signage program.
3. Use only commonly recognized abbreviations. Use consistent terminology and abbreviations throughout system.  
 Examples: Avenue = Ave.
4. Destinations located outside of Downtown Novato may require one "straight ahead" trailblazer.



# CONNECTIONS



NEIGHBORHOODS

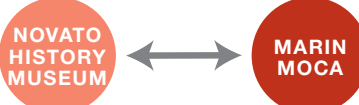
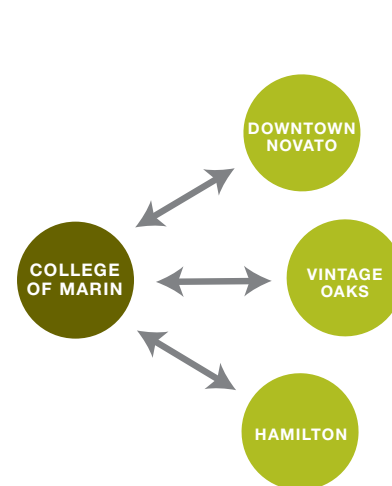


ATTRACTIONS/ CULTURAL

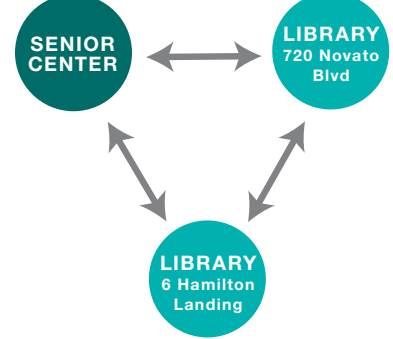
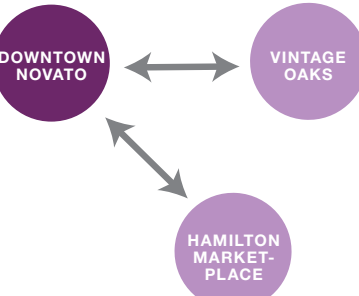
Creating connections between major destinations and Downtown Novato has the potential to:

- Increase visibility of the City of Novato amenities.
- Boost attendance for smaller destinations.
- Increase repeat visitation to the Downtown and major destinations

At left are the connections described by the stakeholders, during the interviews conducted by MERJE Design.

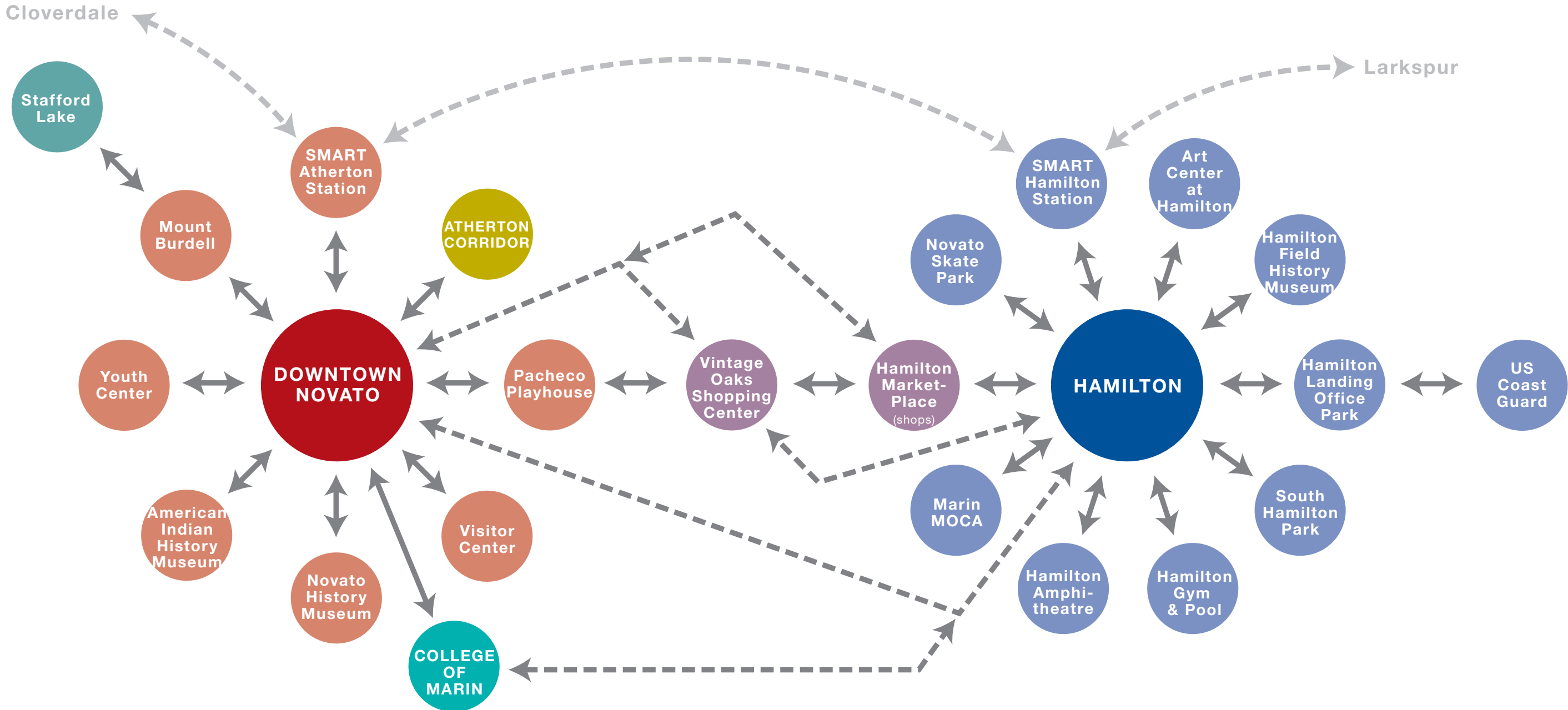


SHOPPING & DINING

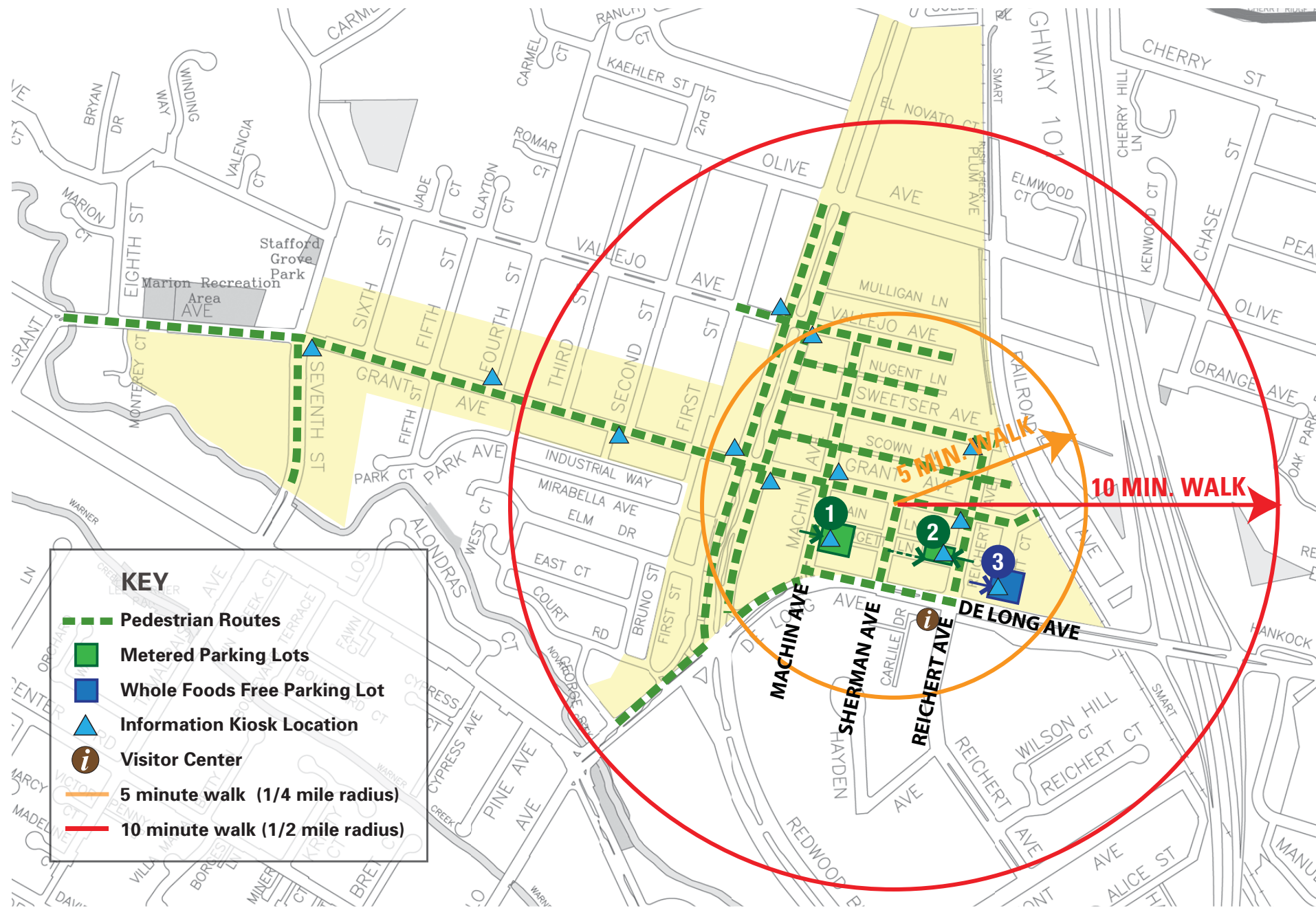


# CONNECTIONS CONTINUED

Below are the connections learned and perceived by MERJE Design.



# PARKING AND PEDESTRIAN



## PARKING

Parking in any urban environment is always difficult. The issue of parking within this wayfinding study is not meant to be a study in parking capacities, or utilization, but it does look at the parking situation from its placement in the wayfinding hierarchy and the image the city is presenting to visitors upon their arrival.

If parking is easier to find and presented in a organized manner, the city will be perceived as a friendly and caring environment that is trying to assist its visitors and residents alike.

## OBSERVATIONS

The City of Novato has 2 public parking lots in the downtown area, plus the Whole Foods free parking garage. On-street parking is available throughout most of the Downtown area. Very few of the destinations have their own private parking lot or facility. This puts a enormous pressure on the visitor to find a street metered space or public lot.

All of the parking lots are not clearly identified, and the trailblazing system is equally difficult to locate/follow. The premise of parking in a downtown environment is to direct to the front door of a destination and the allow the visitor to "circle" around the adjacent streets keeping their orientation until they can find a space or parking lot.

## RECOMMENDATIONS

Clearly sign the existing parking lots, adding the street entrance name to aid pedestrians with their orientation.

Information kiosks will appear at parking lots and the Whole Foods garage. Kiosks will also be located at strategic intersections as well as strategic locations in the Downtown area. The kiosks will provide orientation maps, directions, and possibly tenant listings.

## PEDESTRIAN

This diagram illustrates the desired goal for pedestrian circulation. This circulation plan will serve to help determine pedestrian directional sign and information kiosk locations.

The pedestrian sign program will include 4 components: Information kiosks; Pedestrian directional signs; Orientation map; and Pedestrian trailblazers.

The primary function of the directional signage will be to help link the destinations to one another and establish clear paths. A 5 minute walk is used as a guideline for providing direction.

## OBSERVATIONS

In the Downtown the heaviest pedestrian traffic is located along Grant Avenue. Redwood Avenue, the major cross-street, also receives some consistent traffic.

## RECOMMENDATIONS

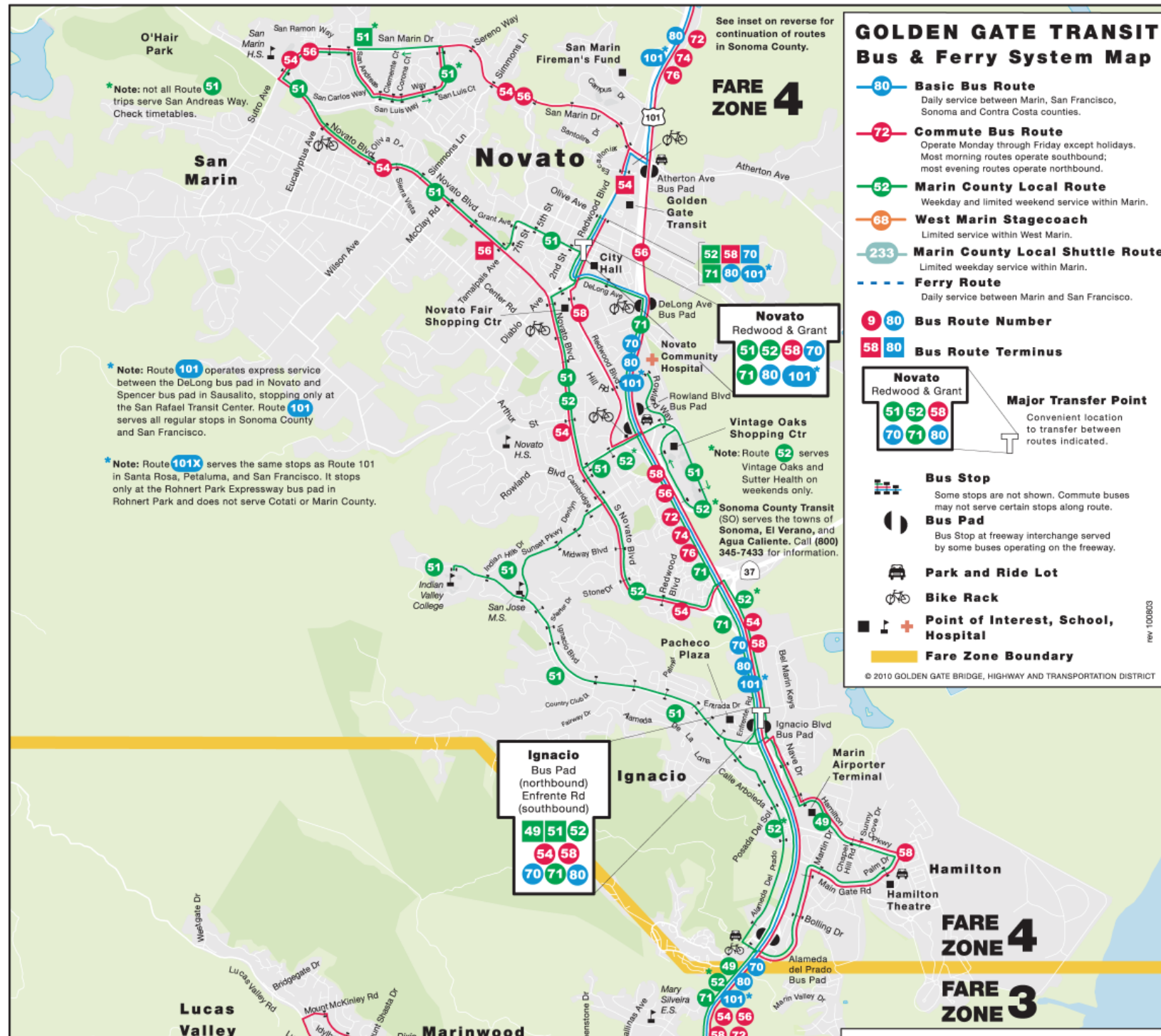
Information kiosks are covered in the Parking section of this page.

Pedestrian signage should be concentrated on Grant and Redwood Avenues. Directional signs are located at intersections and generally can hold up to 6-8 listings. The scale will be appropriate to a pedestrian and the copy won't be legible from a car, which would cause confusion.

Orientation maps should be developed to identify a 5 minute walk of the surrounding area.

Specific pedestrian oriented paths should institute a trailblazer system that identifies access points as well as assist at important decision points.

# BUS ROUTES



The Golden Gate Transit (GGT) provides the City of Novato, and the surrounding communities, with a convenient transit system.

There are many bus routes available in the City of Novato, and its neighborhoods, most of them located along main arterial roads and highway 101.

The GGT serves many of the major destinations including the Downtown, Vintage Oaks Shopping Center, College of Marin-Indian Valley, Pacheco Plaza, and the Hamilton area.

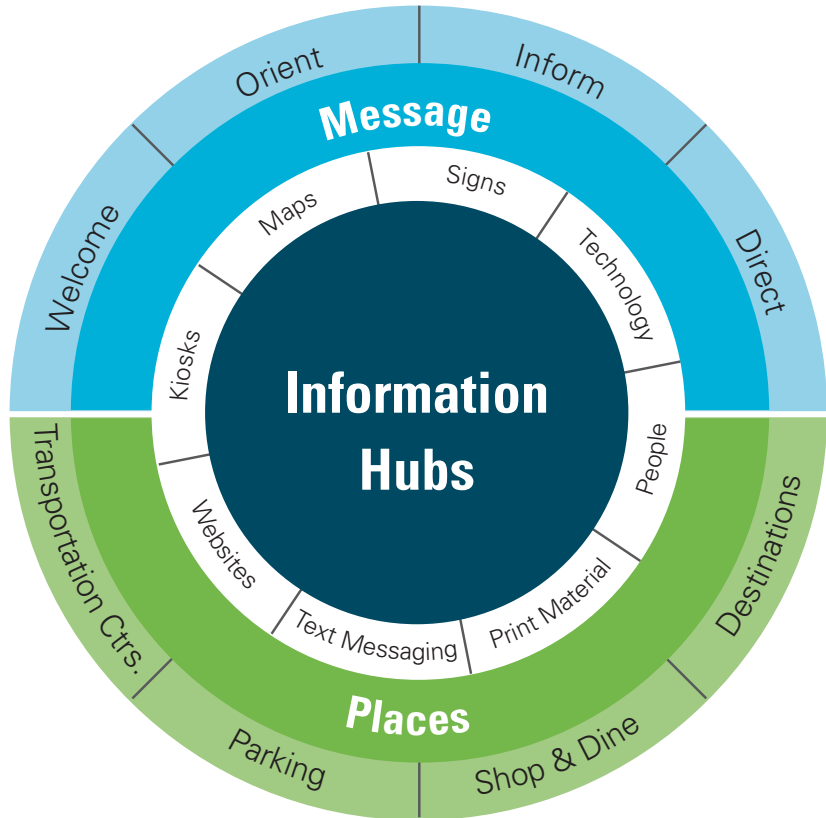
Bus shelters are clearly identified, and are always clean, comfortable and well-lit. Maps and schedules are provided and easily-read.

Transit guides are updated quarterly and are available on all buses, ferries, as well as many locations including hotels, libraries and welcome centers.

The bus service assists passengers with disabilities, as well as those unfamiliar with routes.

Many buses have exterior bike racks for cyclists.

# INFORMATION HUBS



**INTERACTIVE STATION**

Contains downloadable content, internet access, reservation making capability, printable information, shopping and dining, etc.

- LOCATIONS:**
- Visitor Center
  - College of Marin
  - (Whole Foods)
  - (Vintage Oaks Shop Ctr)

**INFORMATION KIOSK**

Contains orientation map, directional information, text messaging/internet links, interpretive information, advertising, shopping and dining, etc.

- LOCATIONS:**
- Downtown
  - Hamilton
  - College of Marin

**INFORMATION PANEL**

Contains text messaging/internet links, interpretive information, destination information and advertising

- LOCATIONS:**
- Add-on to arrival sign and/or located in front of individual destinations.
  - Stand-alone element

**INTERPRETIVE PANEL**

Contains interpretive information about historically significant sites.

- LOCATIONS:**
- Historical sites

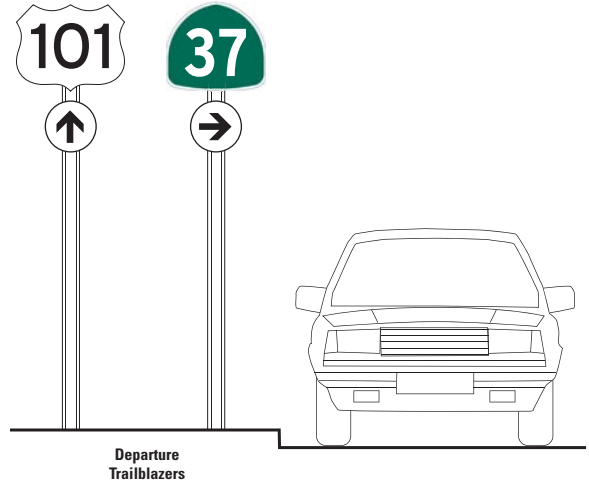
# DEPARTURE ROUTES



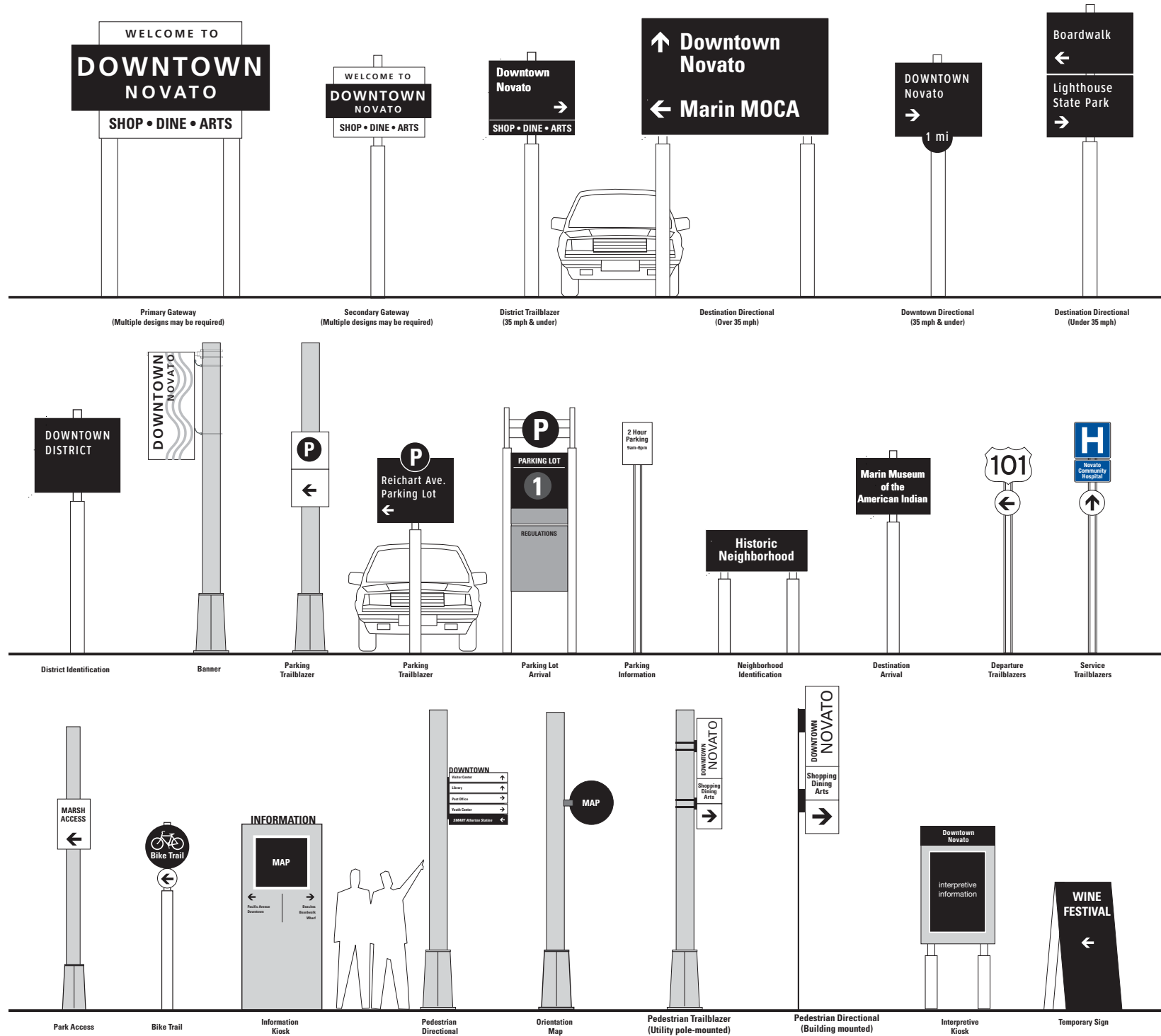
Departure routes are equally as important as arrival routes, and when possible they should be the same.

This is not always the case because of one-way streets, no left turns and other traffic regulatory issues.

Any additional interstate trailblazer signs should be coordinated through the California Department of Transportation.



# GENERIC MENU OF SIGN TYPES



## VEHICULAR

### Primary Gateway

Identifies arrival to the City and incorporates the brand. One sign located at each primary gateway into the City limits.

### Secondary Gateway

Identifies primary arrival to the Downtown and incorporates the brand. One sign located at each secondary gateway into Downtown.

### Downtown Trailblazer

Trailblazer sign to primary and secondary gateways.

### Destination Directional

Directs to City attractions.

- Maximum 3 listings per sign
- Maximum 2 lines per attraction
- Goal: 1 sign per city block
- Minimum 150 feet between signs

### Downtown Directional

Directs to Downtown, giving distance.

### Destination Arrival

Marks arrival to destination. Offers place for sub-listings of location destinations.

### Parking Trailblazer

Trailblazer signs to public parking lots.

### Parking Directional

Directs to public parking lots and garages.

### Parking Arrival

Identifies public parking lots.

### Parking Information

Parking time limits.

### Banners

Identify Districts/Events and incorporates brand.

### Service Trailblazer

Trailblazer signs back to highways.

## PEDESTRIAN

### Information Kiosks

Located at key gathering points. Includes, brand, maps, brochures, directions and other visitor information. Electronic/Interactive features TBD.

### Pedestrian Directional

Directs to destinations within pedestrian zones. Located at intersections and/or street corners.

### Orientation Map

Provides graphic map of Downtown, City and Region. Located mid-block and/or key pedestrian nodes. Includes distances to destinations.

### Pedestrian Trailblazer

Directs pedestrians to back-streets and more shopping, dining, and arts destinations within the Downtown area.

### Interpretive Panel

Provides a graphic and written narrative on historical context, data and interesting facts regarding a site or destination.

### Marsh Access

Directs to marsh entry/access points.

### Bike Trail

Directs to bicycle trail entry/access points.

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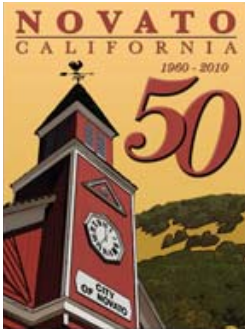
**SECTION 3:**  
SCHEMATIC DESIGN  
OPTIONS



# NOVATO IDENTITY



City of Novato



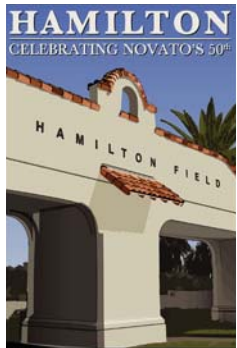
Downtown Novato



Chamber of Commerce



Novato Tourism



Hamilton Cafe



Novato Housing

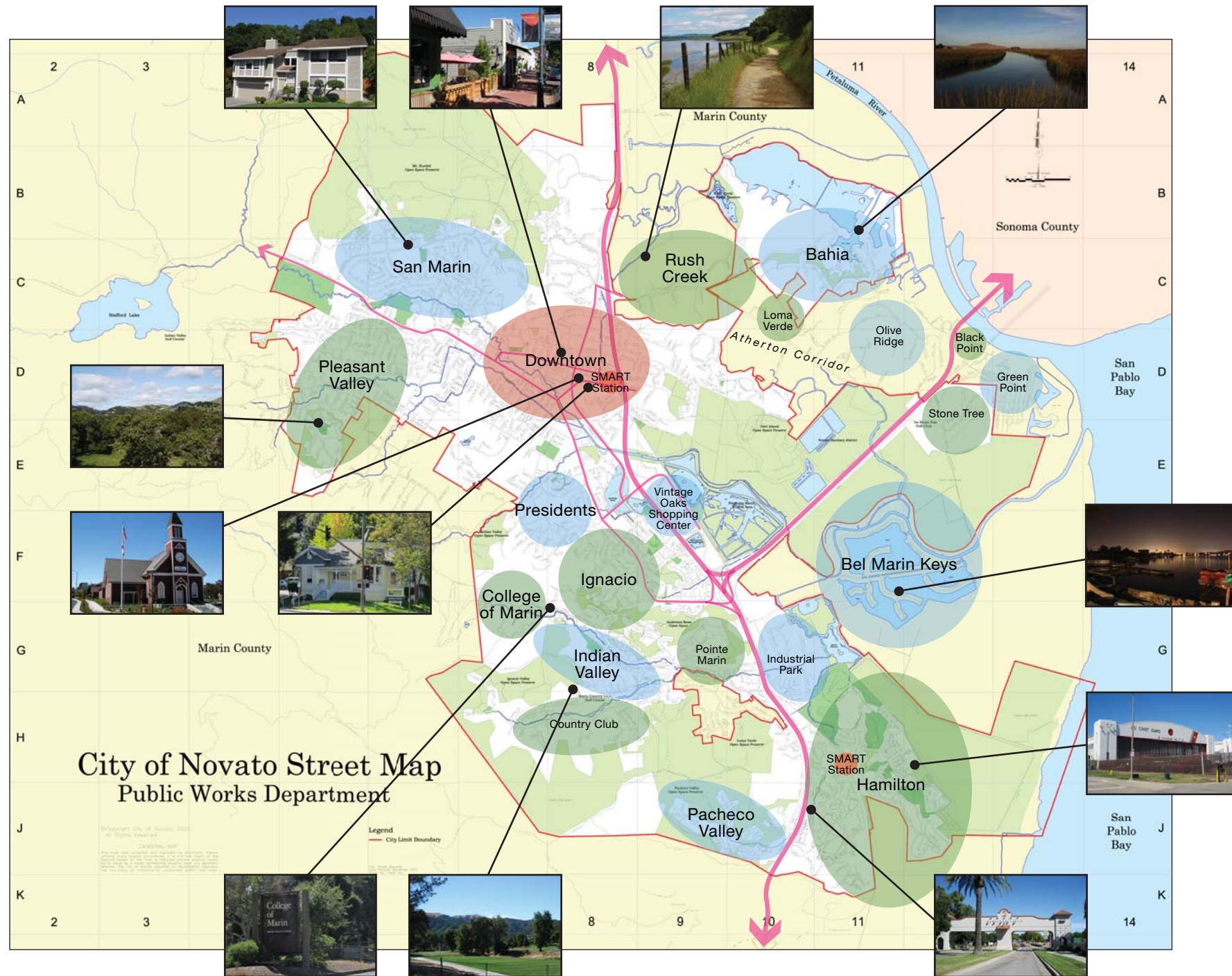


Novato Advance Newspaper



Novato Ag Institute - Farmer's Market

# NEIGHBORHOODS



The town of Novato is located in Marin County, California, and began as Rancho de Novato, a Spanish land grant given in 1839 to Fernando Feliz. But its roots are far deeper. Olompali State Historical Park just north of the city is where a panorama of history unfolds in a single afternoon. It's named for a key Miwok settlement, the location of the only battle of the Bear Flag Revolt leading to California's statehood, the setting for Marin's first formal garden, and a hippie commune in the 1960s.

Incorporated in 1960, Novato is Marin's fastest-growing city, embracing new residential development and commerce. Novato's latest additions include Fireman's Fund headquarters, the county's largest employer; the huge Vintage Oaks shopping mall; Hamilton Field, where a residential and retail complex is under development; and the Buck Center Research in Aging.

The city encompasses 28 square miles containing more than 53,400 residents, second in population only to San Rafael. Its many three-bedroom, tract homes give Novato a distinct suburban feel (such as Ignacio, Loma Verde, San Marin, Partridge Knolls). And there are areas that have more rural and expansive feel, such as that found in Indian Valley, around Stafford Lake (just west of town), and along Atherton Avenue out to Black Point (the former location of the Renaissance Faire) and Greenpoint (a.k.a Green Point) (nested above the Petaluma River with a public boat launch). There are plenty of recreational activities for all ages. Novato's adult soccer league is very collegial and popular.

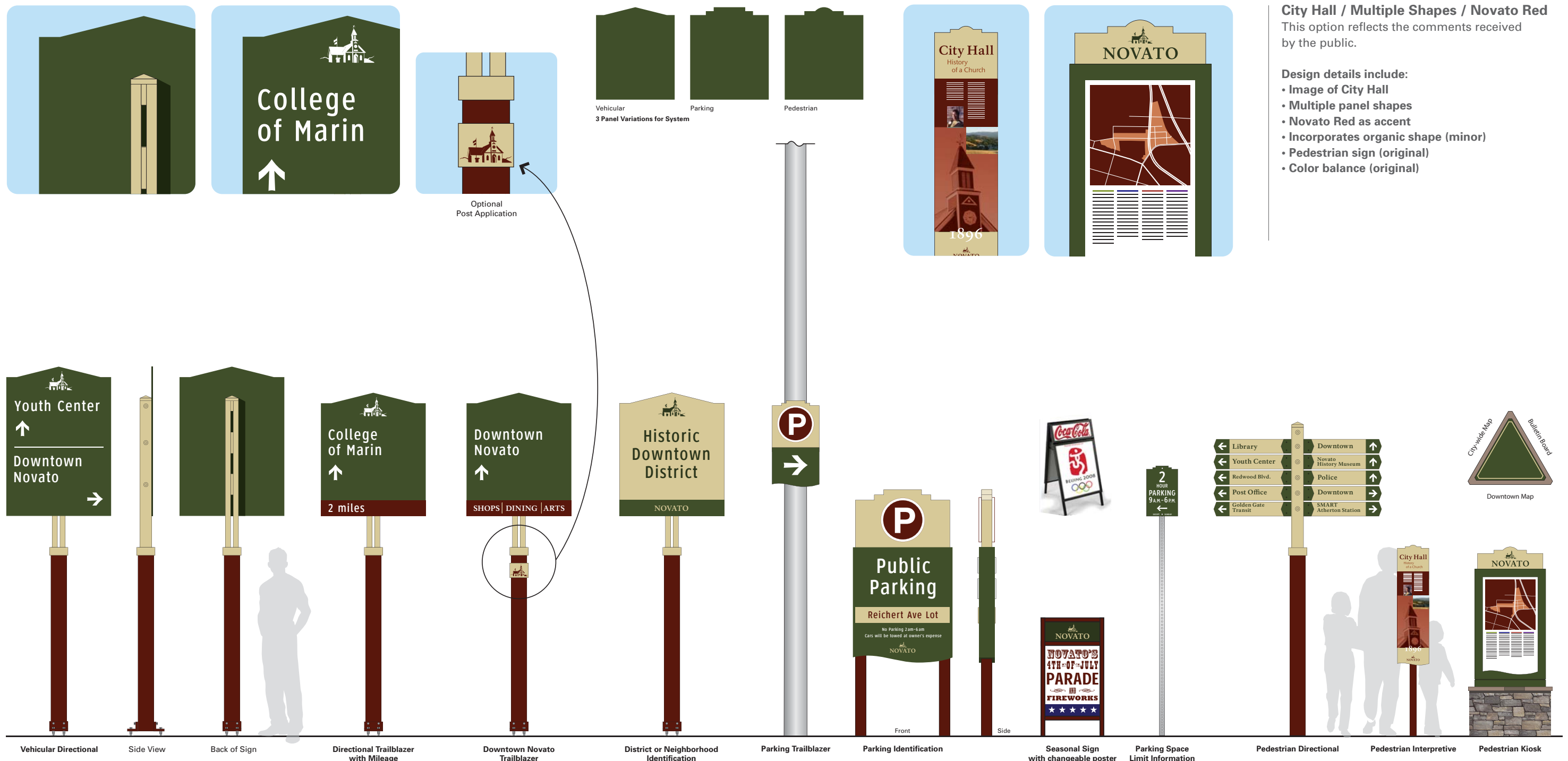
## HOUSING AND EDUCATION

Housing prices in Novato can be among the least expensive in the county. But the city sports a variety of price ranges (for single family homes, \$400,000 to \$2 million). There are also nice horse properties and homes sited on very large parcels (especially in Indian Valley and along Atherton Avenue). Novato kids attend one of seven elementary schools, three middle schools, and two high schools in the Novato Unified High School district. There is also a continuation school, three alternative schools, and a private school. Local schools generally rank in the top 10-20th percentile. Rancho Elementary School is a lottery school which is one of the top elementary schools in all of Marin (and the state). It is located in the Presidents neighborhood. Other very popular neighborhoods include Rush Creek, Hamilton Field, Pointe Marin, San Marin, and Country Club.

## DEMOGRAPHICS

Novato has the second largest population in the county (San Rafael, the County Seat, is slightly larger), and one of the most diverse. Age breakdown and education levels run the gamut. Occupations vary, but are concentrated in sales and administrative professions. A large number of young professional families have gravitated to Hamilton Field and Pointe Marin over the past few years, lending these neighborhoods a young and upscale feel.

# DESIGN OPTION 4A SIGNAGE SYSTEM



**City Hall / Multiple Shapes / Novato Red**  
This option reflects the comments received by the public.

- Design details include:**
- Image of City Hall
  - Multiple panel shapes
  - Novato Red as accent
  - Incorporates organic shape (minor)
  - Pedestrian sign (original)
  - Color balance (original)

# DESIGN OPTION 4D SIGNAGE SYSTEM



## Simplified

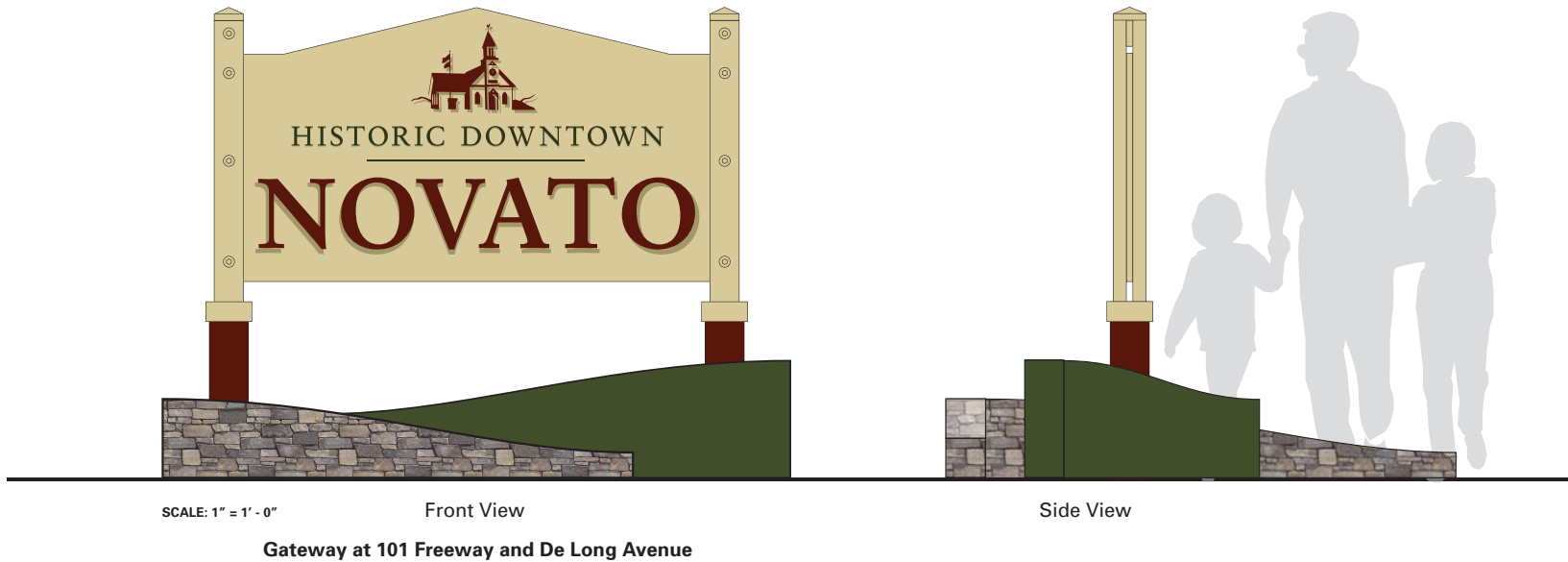
This option reflects the same details in 4A except for:

- City Hall reference (clock shape cut-out)
- Single panel shape
- Removed organic shape



Vehicular Directional    Side View    Back of Sign    Directional Trailblazer with Mileage    Downtown Novato Trailblazer    District or Neighborhood Identification    Parking Trailblazer    Parking Identification    Side View    Seasonal Sign with changeable poster (Sandwich Board)    Parking Space Limit Information    Pedestrian Directional    Pedestrian Interpretive    Pedestrian Kiosk

# DESIGN OPTION A GATEWAY

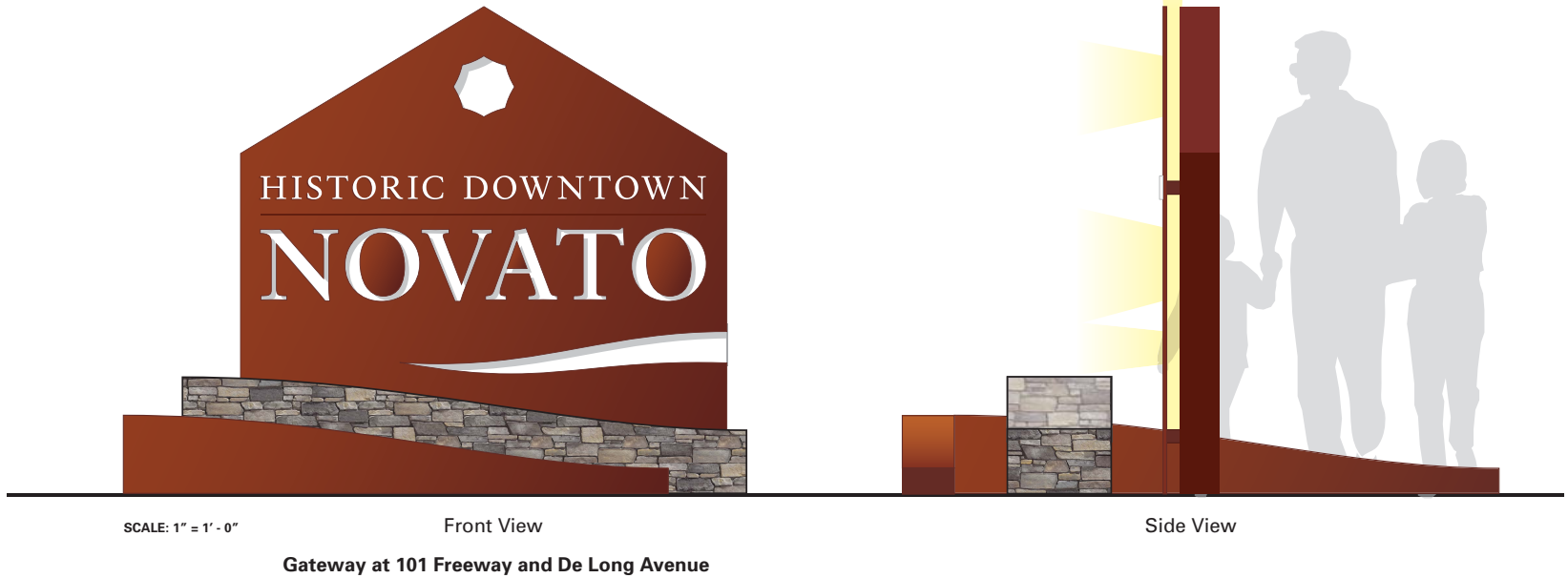


# DESIGN OPTION B GATEWAY



Material: **Corten Steel** (a natural rust color protective coating)

**Corten Steel** panel with cut-out "NOVATO" letters, top "clock" circle, and hill contour.  
**Illuminated sign box** with **Corten Steel** outer-shell (yellow illustrates "halo"-effect of lighting box).



# DESIGN OPTION C GATEWAY

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