



OAKRIDGE AREA WAYFINDING PLAN

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Funding

TRAVEL OREGON &
OAKRIDGE-WESTFIR TOURISM ALLIANCE
Through the Oregon Rural Tourism Studio Program

Wayfinding Planning and Design

MAYER/REED

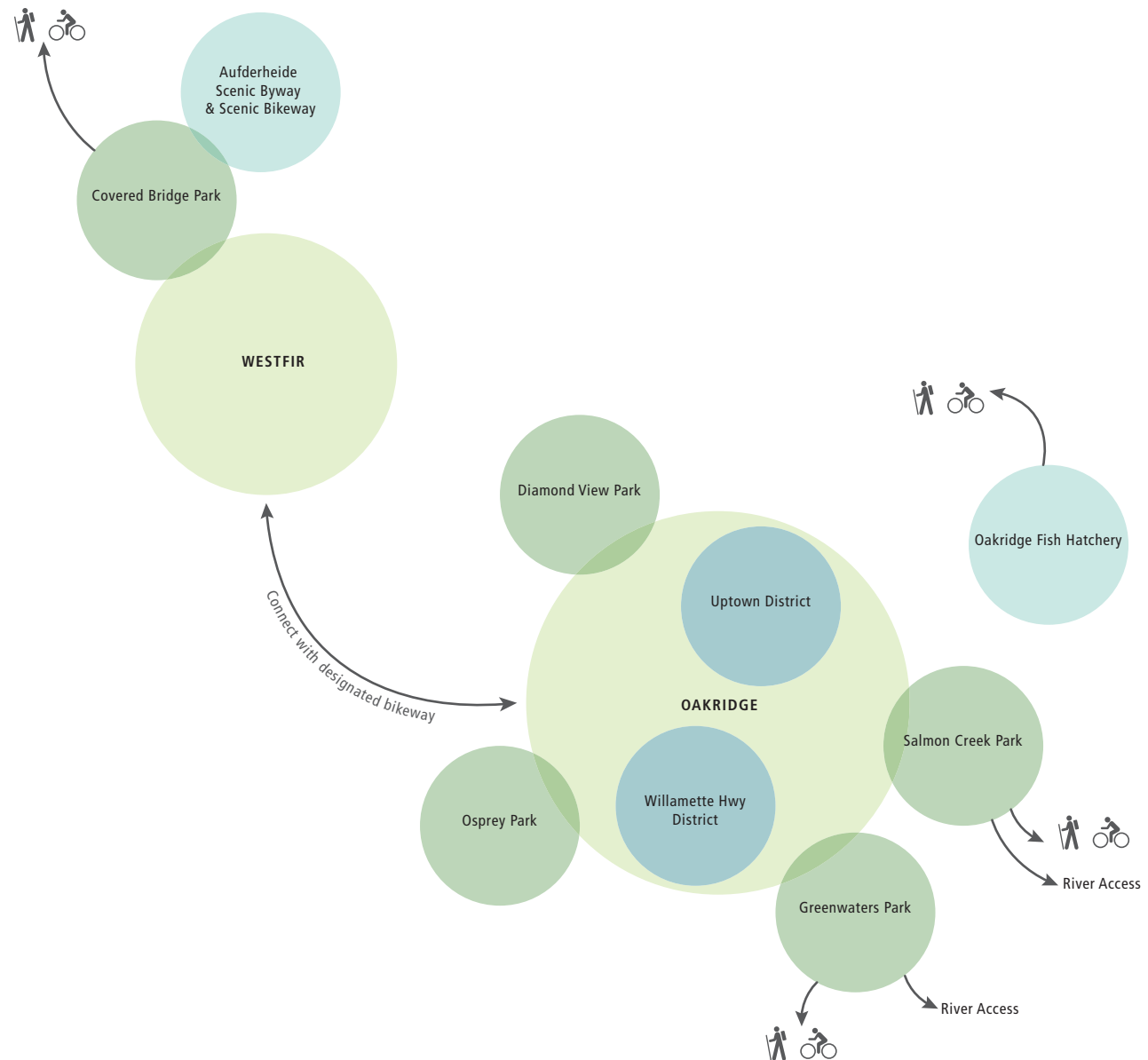
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About the Wayfinding Plan

This planning document creates a visitor wayfinding signage plan for the towns of Oakridge and Westfir that includes conceptual illustrations for a uniform sign system, preliminary sign locations and probable costs for sign fabrication and installation. The wayfinding plan is part of a larger economic development initiative through Travel Oregon’s Rural Tourism Studio program to attract visitors to the area through recreation-based tourism.

Objectives

- Create a unified wayfinding system to connect visitors with Oakridge and Westfir amenities, river access and the surrounding National Forest trail system
- Direct travelers off Highway 58 to explore Oakridge’s commercial districts, attractions and parks
- Interconnect the towns of Oakridge and Westfir with designated bike routes
- Interconnect Oakridge’s commercial districts and parks with designated hiking and bicycling trails
- Provide and enhance trail and community information at key locations within commercial districts, city parks and National Forest trailheads
- Provide destination identity signage for Oakridge/ Westfir, commercial districts and parks that establish a sense of place
- Integrate the wayfinding plan with marketing initiatives for brochures, maps and digital media





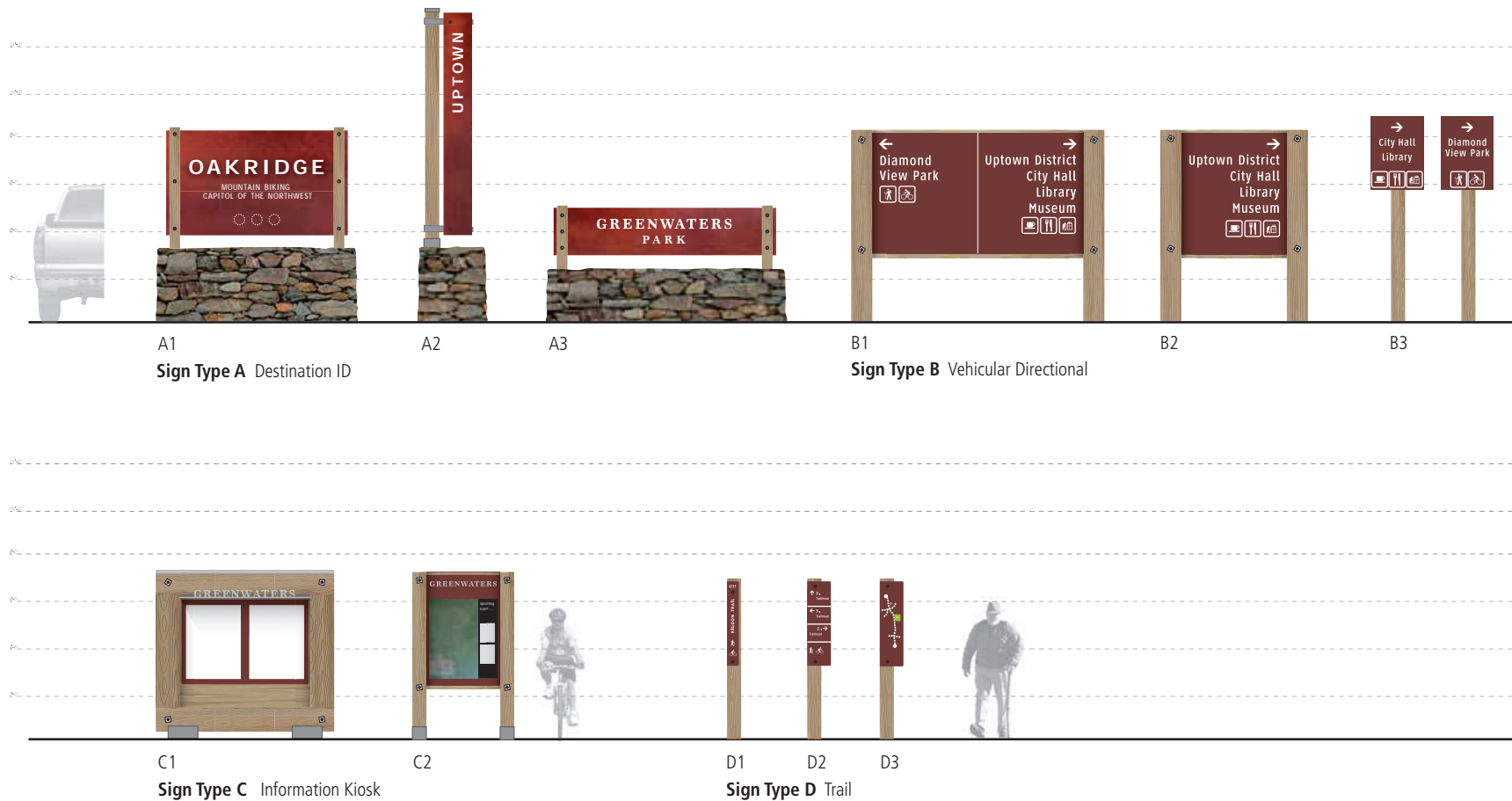
Place Making

The towns of Oakridge and Westfir are historic timber mill towns reinvented as commercial hubs for users of the nearby multi-user National Forest trail system. The wayfinding sign system should reflect the identity and character of the communities without imposing themes. Be authentic! Each town's character is born out of a rugged, logging mill town history; located in a Cascades forest setting romanticized by the buildings, structures and features built under the Works Progress Administration by the Civilian Conservation Corp.

Materials, Form, Color, Typography

The sign system family illustrated in the Wayfinding Plan incorporates materials, forms, coloration and methods of construction that are connected to this place. Milled timber sign structures, purposeful iron brackets for connections, weathering steel sign plates and local basalt stone foundations inform the design of the sign system. This place making character is combined with best practices for sign legibility, vehicular speeds, day/night visibility and durability.





This page illustrates the scale and character of the various sign types that create the sign family and system of component parts and sign layouts. Final design, details, materials and detailed cost options will be resolved in the next phase of work. See Implementation Next Steps on page 14.

Town Identity – Sign Type A1

The Oakridge and Westfir welcome signs represent the front door to each community and set the stage for the visitor experience. The material palette of basalt stone base, milled wood sign structure with iron brackets and weathering steel sign panel establish a sense of place for each town. Each sign includes a sample slogan.

“Oakridge – Mountain Biking Capitol of the Northwest”
 “Westfir – Gateway to the Aufderheide Scenic Byway”.

These signs replace existing welcome signs and are scaled for vehicular speeds on Route 58. They are not located in the ODOT right-of-way. Illumination should be considered for nighttime visibility.



A1 City ID

District Identity – Sign Type A2

These signs require a smaller footprint and are therefore mounted on a vertical structure. The Uptown District signs create a threshold at each end of the street and help define the extent of the pedestrian orientation of this area. We have also proposed a district identity for the commercial area on Route 58 and named it “Willamette Highway”. This may seem a stretch of imagination, but it introduces the notion that this vehicular oriented commercial area may someday evolve when the road is rebuilt and a city streetscape is introduced creating a more distinct district. *Dare to dream!*



A2 District ID

Park Identity – Sign Type A3

Oakridge’s city parks desperately need uniform identity signs as these parks increasingly become visitor destinations and staging areas for events and trailheads for a network of trails along the river and through the town.



A3 Park ID

Large Directional Signs – Sign Types B1 and B2

These signs retain design and material attributes of the Destination Signs. Materials include milled timber sign structure, but the weathering steel sign panel is replaced with a painted panel, or reflective film faced panel and reflective vinyl messages. They can be used in the commercial areas and at Greenwaters Park. We have illustrated how recreation and service symbols can be incorporated. Messages should be short and clear and the signs should contain no more than 3-4 destination messages. The example shown replaces the sign clutter at the T-intersection of Crestview and E. 1st Street.



B1 Large Directional (double panel)

Small Directional Signs – Sign Type B3

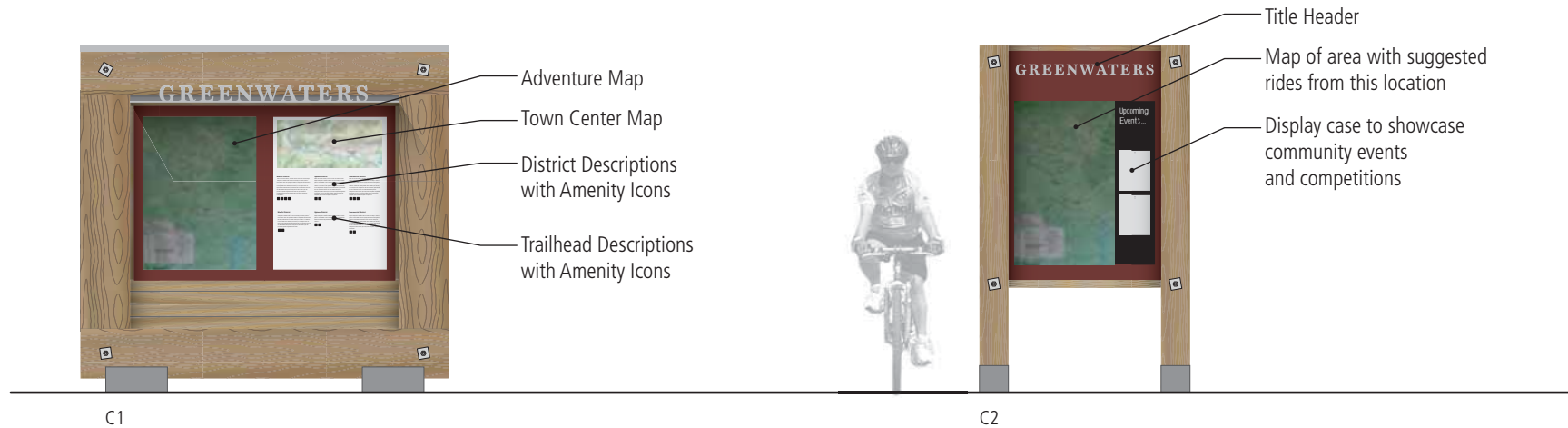
These signs can be economically implemented to provide directional connectivity between the Uptown District, city parks and trailheads. We have highlighted the routes to be signed on the Oakridge and Westfir sign location plans (pages 10 and 11). Materials include wood posts and plywood or aluminum sign panels with reflective faces.

Note: Final determination of recreation and service symbols may incorporate iconography used by Forest Service (mt. bike & road bike) and Travel Oregon’s Bike Friendly Business Program (brewery, bike repair, etc...)



B2 Large Directional (single panel)

B3 Small Directional



Large Kiosk – Sign Type C1

Scott Edwards Architects for ODOT designed the Information Kiosk and construction documents have been prepared. We have illustrated a modification to include the word “Greenwaters” cut from a steel plate.

Small Information Kiosk – Sign Type C2

For use at locations where mountain bike trail users are dropped off by shuttle at the top end of a trail. Materials are similar to the vehicular directional signs using milled timber sign structure with tackable display board or display case with acrylic cover.

Information Content

The information kiosks should be part of an informational network that incorporates consistent nomenclature. Content for the display cabinet may include the following:

- Commercial amenities (gas, road / services, lodging, bike repair and rentals)
- Trail maps with names/numbers, level of difficulty, type of use and options
- Steer appropriate user groups to trail areas
- Difficulty ratings for trails based on hiking, biking and horse back riding user groups
- Things to know before hitting the trail
- Promote Oakridge, Uptown Business District & Westfir
- information about shuttle service to top of trails
- QR Codes for online information

Trail Map

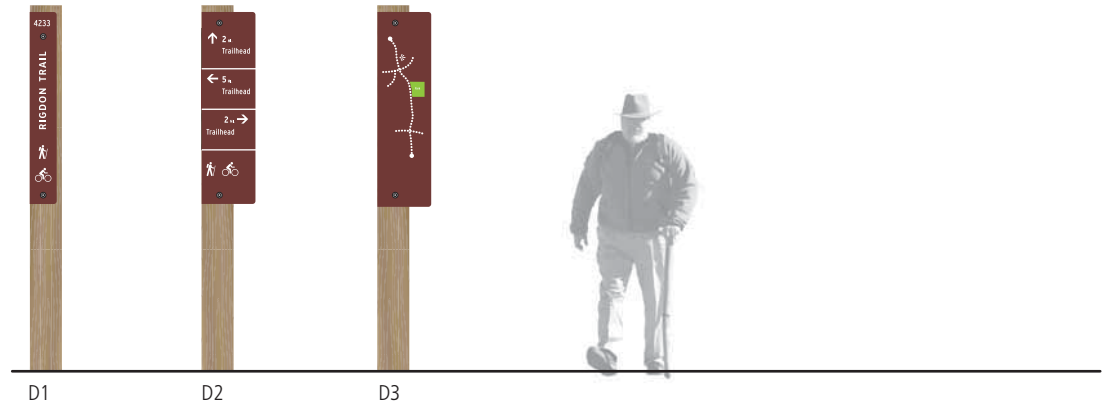
The Adventure Maps Inc., “Oakridge, Oregon Trail Map” has become the go-to resource for recreational information and can be used at the kiosks.

Oakridge and Westfir Map

A more detailed map of the Oakridge / Westfir town centers will create awareness of the business districts and amenities. Describe the visitor experience and identify amenities such as restrooms, lodging, restaurants, museums and other attractions. Many trail users are familiar with the Adventure Map style, which could form the graphic base for this map.

Sign Type D

The Oakridge / Westfir town centers are surrounded by National Forest Service (NFS) land and trails. Trail signs on city and county trails and roads are intended to compliment NFS signs. In many cases, a sign is needed to mark a trail that is on the recreation map. A family of signs creates a consistent way to identity trails, to provide direction and distance information, or to provide a vicinity map for nearby trail connections. Materials include wood posts with vinyl faced plywood signs.



D1 - Trail ID at Covered Bridge Park



D2 - Directional at Greenwaters Park



D3 - Vicinity Map at Greenwaters Park

Federal and State Sign Regulations

The Oregon Department of Transportation (ODOT) and the US Forest Service (USFS) regulate road and trail signs within their jurisdictions. Signs must comply with the Manual for Uniform Traffic Control Devices (MUTCD) which is more stringent than what may be permitted on city and county roads. This needs to be considered when cities are seeking to create branded visitor wayfinding signage systems located in the public right-of-way (ROW). By incorporating best practice guidelines from the MUTCD, visitor wayfinding signage can be successfully integrated across multiple federal, state, county and city jurisdictions.

State Roadway Signs

State Route 58 passes through the city of Oakridge and is the first point of contact for visitor wayfinding signage. The follow through signage located on county and city roadways must provide information continuity with the state roadway signs. The brown recreation signs used for facility identity, direction and distance information have generally been adapted by all jurisdictions and are similar in appearance. Commercial attraction signs are blue with white text. Signs with non-standard colors, typefaces, arrows and symbols are not permitted on state roadways.

Recommendation: Work with ODOT to update signs on Route 58 to direct visitors to “Uptown District” as a destination and include symbols for services such as food and lodging.

Oregon Travel Experience Signs

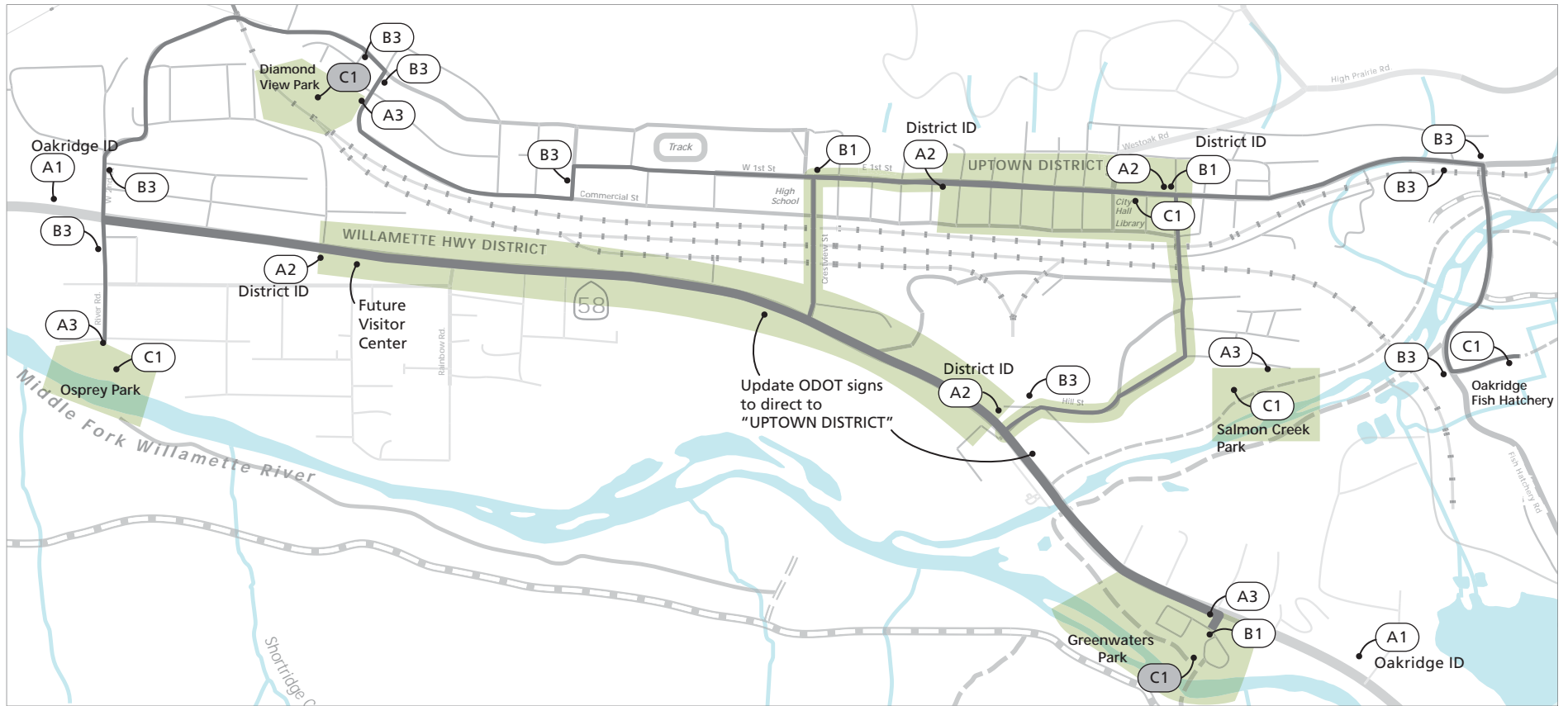
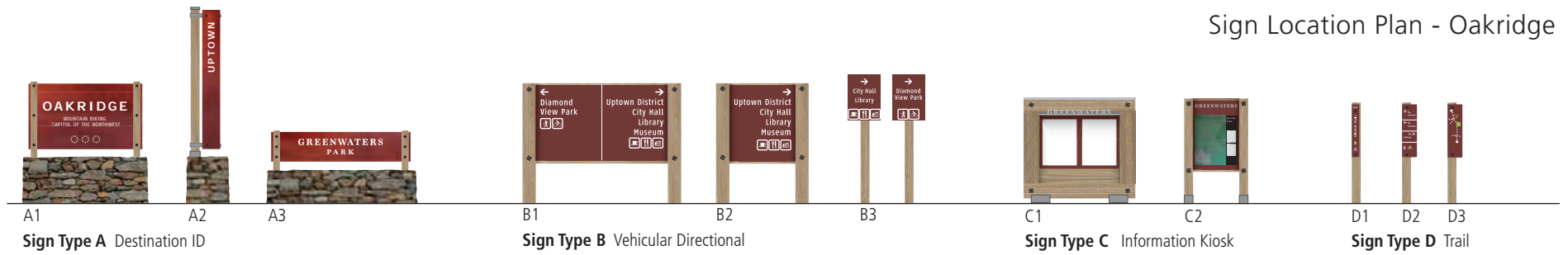
Oregon Travel Information Council, DBA Oregon Travel Experience (OTE), is a semi-independent state agency that owns, installs and administers the gas, food, camping, lodging, and attractions signage on Oregon Highways. OTE also manages 29 rest areas throughout the state and administers Oregon’s official Historical Marker and Heritage Tree Programs. Signs are blue with white text and can include the business logo. The program is administered on a first-come, first-serve basis and is paid for by the business. There is limited space available for this type of sign on Route 58 in Oakridge, which in the future may create a problem for identifying more businesses in the Uptown District. Follow-up off-highway signs provided by local jurisdictions are not required to use blue backgrounds and 6 inch letters.

US Forest Service Signs

Roads and trails have alpha-numeric designations. Forest Services maps sometimes include names, e.g., Alpine Trail. Roadway directional signs are similar to those used on state roadways. Local recreation groups and the International Mountain Biking Association (IMBA) are working with the USFS to enhance the information made available to hiking, bicycling and equestrian recreation users. Specifically there is a need to provide trail information about options, distances and level of difficulty. It is also an opportunity to provide community information, but there are restrictions regarding the type of information provided at USFS information kiosks. One of the issues is that USFS printed material is being reduced or phased out. Pre-trip planning is being shifted to online resources. Infrastructure and interpretation is being minimized, and maintenance budgets are decreasing.

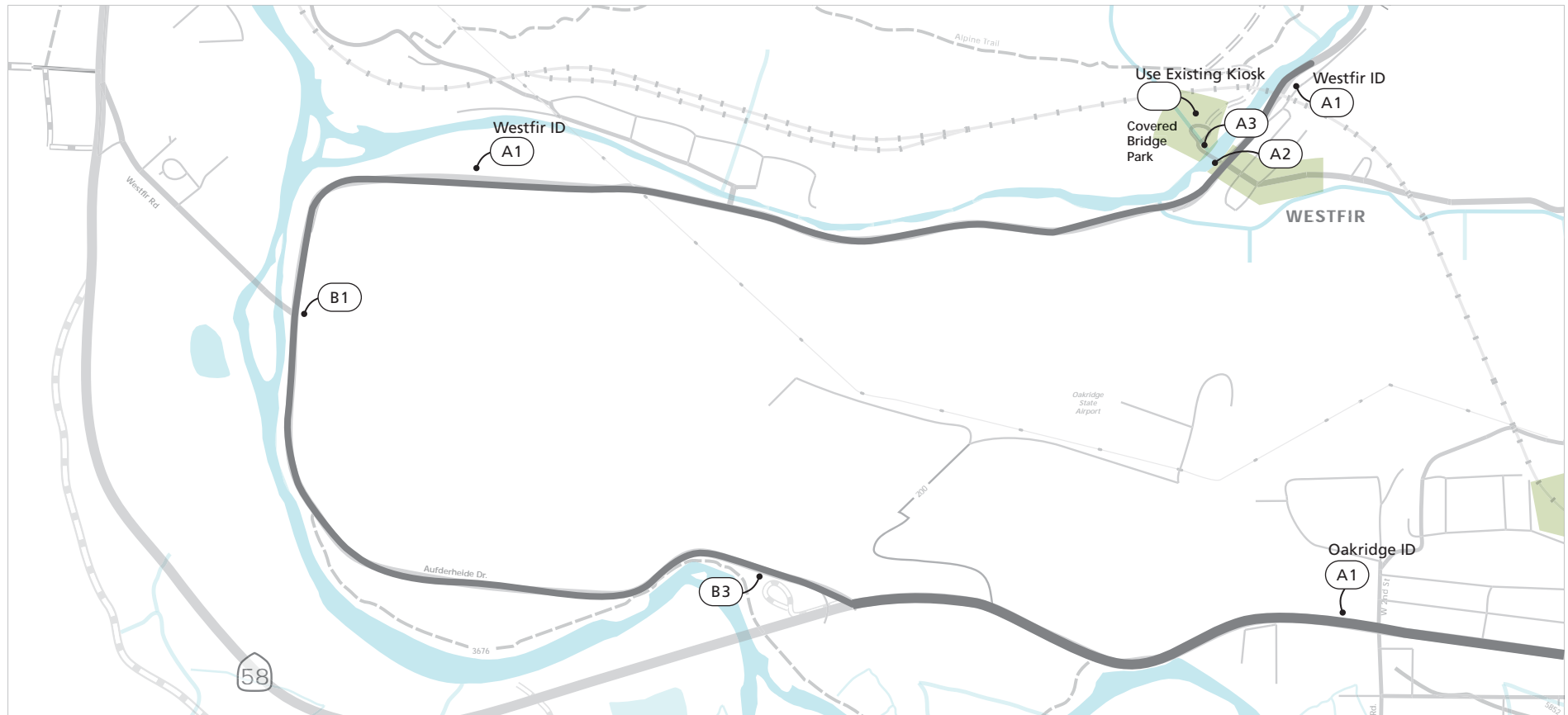
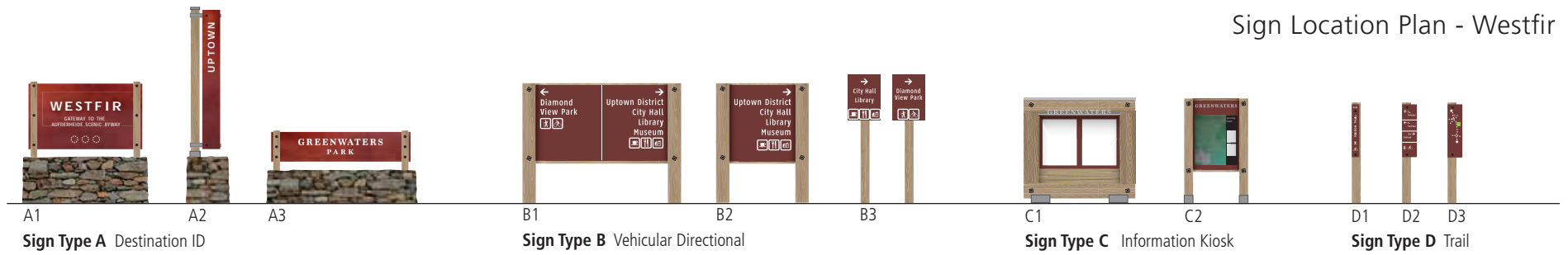
Recommendation: Develop the private/public interface to promote the area’s recreation resources and amenities. Not only connect recreation users to the trailheads from Oakridge and Westfir; but reconnect the users back to the communities after coming off the trails.





The sign locations shown on this plan are for general planning purposes only and illustrate a visitor wayfinding signage strategy that creates a uniform design to facilitate visitor wayfinding and that contributes to the place making character for Oakridge and Westfir.

C1 Designed and funded for summer 2014 installation



The sign locations shown on this plan are for general location planning purposes only and illustrate a visitor wayfinding signage strategy that creates a uniform design to facilitate visitor wayfinding and that contributes to the place making character for Oakridge and Westfir.

Signage	Units	Unit Cost Range	Total Cost Range	Comments
Destination ID - Sign Type A				
A1 City ID	4	\$8,000 - \$10,000	\$32,000 - \$40,000	
A2 District ID	4	\$7,000 - \$9,000	\$28,000 - \$36,000	
A3 Park ID	5	\$7,000 - \$9,000	\$35,000 - \$45,000	
Vehicular Directional - Sign Type B				
B1 Large Double Panel	4	\$3,000 - \$4,000	\$12,000 - \$16,000	
B2 Large Single Panel	0	\$2,000 - \$3,000	\$0 - \$0	
B3 Small Single Panel	10	\$500 - \$800	\$5,000 - \$8,000	
Information Kiosk - Sign Type C				
C1 Large	4	\$5,000 - \$7,000	\$20,000 - \$28,000	C1 signs at Diamond View and Greenwaters Park are designed and funded for summer 2014 installation
C2 Small		\$2,000 - \$3,000	? - ?	
Trail Signs - Sign Type D				
D1 Trail ID	6	\$300 - \$500	\$1,800 - \$3,000	
D2 Directional	6	\$300 - \$500	\$1,800 - \$3,000	
D3 Map	6	\$300 - \$500	\$1,800 - \$3,000	
Total Fabrication & Installation			\$137,400 - \$182,000	
Total Design & Engineering			\$15,000 - \$20,000	

Sign Units

Sign quantities are taken from the Sign Location Plans on pages 11 and 12, except for Trail Signs (Sign Type D). Trail sign quantities are included as an allowance.

Units Costs

Unit costs for each sign type are shown as a range to allow for material and fabrication options. These are probable costs based on best practices for durable materials, finishes and fabrication methods. We have assumed that the work will be bid to include fabrication and installation based on detailed construction documents and specifications. The stone veneered concrete sign bases can be treated as a cost option.

Procurement Strategies

Destination ID signs (Sign Types A1, A2, A3) and large Information Kiosk signs (Sign Type C1) require multiple construction trades and include concrete foundations and stone masonry work (Sign Type A only). These should probably be procured under bid/fabricate/install type contract. They are the most permanent and contribute to place making for Oakridge and Westfir.

The other signs are post and panel construction requiring simple concrete pier foundations. These may be procured by bid/fabricate/install type contract, or as a kit of parts procurement. The later procurement method allows the city of Oakridge, for example, to procure materials for the

posts and sign frames to be cut, finished and installed by the public works department. Sign panel faces can be ordered prefinished with text from several sources. These signs are also the most susceptible to abuse and damage; and will require more maintenance and upkeep.

Phase 1 **Travel Oregon Rural Tourism Studio Workshop**
Completed: 2010

Phase 2 **Oakridge Wayfinding Plan**
Completed: March 2014

Phase 3 **Wayfinding Sign System Design**

FUNDING FOR DESIGN AND
ENGINEERING

Tasks:

- Review and contact funding sources
- Complete grant applications
- Prioritize sign installation

DESIGN AND ENGINEERING

Tasks:

- Develop sign system form, materials, details, finishes / colors, typography and symbols
- Prepare sign location plans
- Prepare sign message schedules
- Design footings and foundations
- Prepare detailed cost estimates for fabrication and installation

Phase 4 **Phased Implementation**

BIDDING AND CONSTRUCTION

Target completion dates:

Project management costs: