



SAN BENITO COUNTY  
CALIFORNIA



**Multi-Governmental Wayfinding System  
Wayfinding Master Plan**



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## INTRODUCTION

In 2013, the City of Hollister completed a comprehensive branding study that identified several components of a community and economic development platform. Part of this platform identified the need for a civic wayfinding system that would not only assist travelers in identifying known areas, but to assist them in experiencing all that Hollister, San Juan Bautista and the surrounding areas of San Benito County provide.

In conjunction with this developmental vision the United States Congress and the US Park Service drafted legislation that would recognize the Pinnacles National Park within the National Monument registry. Along with this change of title the Pinnacles National Park would likely gain upwards of 300,000 additional visitors annually. With the southern entrance to the Pinnacles naturally restricted nearly all visitors to the Monument would need to enter San Benito County through the Cities of Hollister and San Juan Bautista.

City and County staff recognized that, with the increase in tourism, would come an opportunity for economic growth and development within the County. Rather than watch tourists come and go to the Pinnacles along the arterial highways, the Cities and the County embarked on the development of civic wayfinding system; a system targeted at highlighting the history, beauty and attractions of San Benito County. In order to accomplish this goal the wayfinding system first had to direct travelers in to the Cities of Hollister and San Juan Bautista and then provide the directions and attractions that would encourage them to explore the County.

As the design and strategic planning developed the wayfinding system considered not only directing users to existing destinations, but to create experiences for them along the way. The branding for the system was developed to highlight Hollister's and San Juan Bautista's individuality while maintaining route continuity and safety.

Given the need to utilize CALTRANS right-of-way in certain areas of the County the signage design was given special treatment to adhere to MUTCD and DOT standards.

## OBJECTIVES

The goals of the environmental graphics system are to create a "sense of place", making an area more memorable to residents and visitors, and to inform users. The requirement of the graphics system is that it must be both flexible and expansive without creating redundancy in placement or information. A successful system design will communicate different information to different users but, just like the users themselves, all of the information must share the same space.

The Multi-Governmental Civic Wayfinding System will celebrate the history and vibrancy of the County while still giving attention to the individuality of the Cities within. The following are some of the objectives of the multi-governmental wayfinding system:

1. Increase economic opportunities for the County
2. Reinforce the identities of Hollister and San Juan Bautista within the system
3. Define pathways for vehicular traffic in and out of the County
4. Define pathways for vehicular traffic to parking areas and develop transition points between modalities to encourage pedestrian activity
5. Create an awareness of destinations within the County and promote them
6. Enhance the healthy living initiatives that are already in place
7. Encourage travelers to return to San Benito County

## MISSION STATEMENT

*"To enhance the use connectivity and economic vitality of all County resources through the development of an area specific branded system that will create connections between the Cities, Destinations and Services for Citizens/Residents, and Tourists of the County."*



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1.1

## THE WAYFINDING CONCEPT

The wayfinding system begins with the creation of an area identity, the definition of boundaries for the area(s), and the direction of vehicles and pedestrians to specific destinations within the predefined area(s). The goal is to promote economic and community development through the increased use of public facilities, visitor-oriented businesses, recreational areas and other points of interest. Complete wayfinding systems consist of the following components:

### Identity System

This component uses entry signage and/or gateway features to identify when a user is entering the wayfinding system. Entry features are commonly developed as monument signage with a broad footprint; incorporating stone, landscaping and will illustrate the area name. Gateway features can take on a more esoteric form and are commonly represented as public art. The St. Louis arch is a great example of a gateway feature that identifies the area without utilizing the form of a standard sign.

This system can also include elements of a smaller scale such as banners or decorative street signage. The use of a unique color system within a street sign package helps reinforce the area identity and branding.

### Vehicular Directional System

This system serves two major functions. First, to efficiently move traffic in and around the area without creating distractions for drivers. Second, to identify underutilized destinations or to alert drivers to amenities that they would not otherwise know are there. The vehicular system is primarily focused on first-time users and tourists; however, the identification of functional elements, such as parking, is also a service to citizens and residents of the area. These signs need to be placed frequently enough to maintain route continuity between destinations without saturating the visual environment.

### Tertiary System

Tertiary signage is developed to address both vehicular and pedestrian needs. These can also be labeled as "trail blazers" and commonly have only a single destination listed. Within this system, the tertiary features are used to identify parking and distant destinations that sit somewhat isolated from other attractions. They are used as a second tier within the vehicular directional system.

### Pedestrian System

The pedestrian has many needs within a wayfinding system and a complete system must address all of these needs with ease. Confusion at the pedestrian level will lead users to leave the area and subvert the goals/objectives of the wayfinding project. In addition to directional information that will lead them from point-to-point, Pedestrians require interpretive and interactive features that will enhance their use of the area.

Directional information is a necessary "next step" for vehicular traffic that has transitioned out of the car. Parking is a key feature of the wayfinding system, but is little more than a bridge between modalities. When leading a user off of a major arterial street in to a parking area the pedestrian requires new, and often more detailed, information to feel comfortable continuing on foot.

The interpretive system is designed to gain a user's attention outside of directional signage. It can be seen as a method to create a "positive distraction" for the user to learn more about the area and to motivate them to experience the area in a different way. These interpretive features will become part of the stories that they tell about the area after their visit has concluded. Within this system interpretive features have been developed to tie in to existing healthy living initiatives, tourist oriented destinations and points of interest that may have otherwise gone unnoticed. Depending on their location these features may be part of a freestanding sign or they may be placed as street or banner graphics.



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1.2

## DESIGN CRITERIA

The following guidelines and general design characteristics have been developed to ensure the success of the wayfinding signage system. In order to achieve the design intent fabrication of features and finished elements should honor these design criteria.

### User Friendly

- Text and font is legible
- Messaging is uncomplicated and easily interpreted
- Enhances perception of safety and awareness of surroundings
- Icons & symbols are use where possible
- Reflective and decorative features are utilized where necessary

### Minimalism

- Limited number of sign types
- Essential information is given priority
- Limited quantity of signs placed within the environment

### Aesthetically Pleasing

- Harmonious with the surrounding environments and existing civic branding
- Design and typography are not isolated
- Appropriately scaled to the locations/areas

### Sustainable

- Easily fabricated, installed and maintained
- Vandal resistant
- Content can be easily changed or updated
- Creation of an annual maintenance/repair budget

### Location

- Route continuity is maintained through message schedules
- Priority location is to the right of the driver with attention to the visibility triagle
- Signs will not interfere woith pedestrian pathways
- Signs will be placed where drivers or pedestrians require new information or reinforcement of existing routes

### Orientation

- Line of sight should be kept clear
- Orientation of signs to allow for greatest visibility
- Landscaping and existing structures should not interfere with the legibility of the sign face and interpretation of the sign content

### Consistency

- Maintain design criteria throughout the sign system
- Message scheduling should reflect route continuity
- Route continuity should be maintained through modality transitions



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1.3

## HOW TO USE THIS MANUAL

The standards within this manual provide the design intent and instructions for the successful fabrication and installation of all signage and associated features of the graphics system. The construction documents and guidelines for each sign type is made up of multiple pages that need to be included as part of any bid targeted at qualifying a contractor for assembly and installation of the signage and features. Invitation to bid should include message schedules, sign location plans and phasing schedule. If all information is not included in the bid package design intent may not be honored.

### Usage

On the first page of each sign type is a full color illustration that identifies the scale, overall appearance of the sign series and a short description of the sign's intended function within the wayfinding system.

Ex. **Primary:** Used to welcome visitors as they enter the City limits. This sign type can also function as a large vehicular directional sign.

### Page Title

In the lower right hand corner of each page is a page title that identifies placement within the sign series as well as the content of the page.

Ex. *Sheet Title:*  
**Primary**

**2**

### Drawing Label

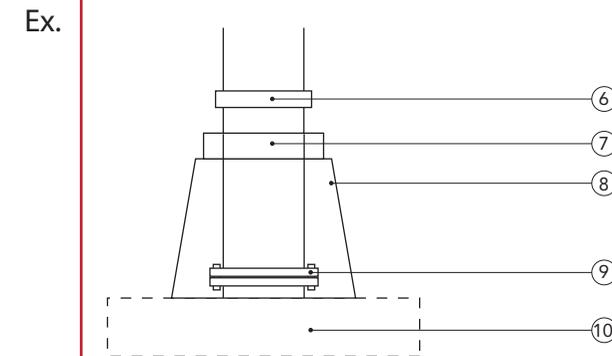
Under each drawing is Drawing Label which tells the order of the drawing in the concept series, the viewpoint (front, back aerial, etc.) and the scale. Additionally, the label will identify the map markers that are used within the location plans.

Ex. **1** | **Welcome - Primary**   
| **Scale: 1" = 24"**

### Drawing Note & Bubble

The methods of construction and materials are identified with each series of drawings. Each detail is noted by a Note Bubble which corresponds to the label in the margin.

Ex. **5.** Three Elliptipar lighting fixtures of number F164-T 255-H -061-000 with one lamp number HOD0600 in the middle and two number HOC0600 on the ends. Lamps to be 3000 degree.



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*Sheet Title:*  
**Manual Use**

**2.1**

# PROJECT PHASING RECOMMENDATIONS

## Strategy

The intergovernmental committee may help negotiate shared multi-agency funding for first priority signs at strategic locations. Each local agency may choose to spread the cost for the entire wayfinding system over a period of several fiscal budgets. The following is a phasing recommendation that will ensure the validity of a partially installed sign program.

The goal of the system, to maximize the positive economic effect of new visitors to the City, will remain in tact during the development of these phases. If more funding is available, multiple priorities may be combined.

## First Priority

Secondary signage located at critical intersections that serves to direct vehicular traffic in to City limits.

## Second Priority

Secondary signage that highlights the greatest points of interest within San Benito County.

## Third Priority

All Secondary locations that have not been developed through Priority 1 and 2 and Tertiary sign locations.

## Fourth Priority

Primary and Pedestrian sign locations.



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Sheet Title:  
Project Phasing

3.1

# SIGN LOCATION PLAN

Due to the large geographic size of San Benito County it is necessary to view the suggested sign location plans piecemeal. Each map utilizes the same key (shown here) and they are broken in to the following areas:

1. Airport
2. City of Hollister
3. City of San Juan Bautista
4. Tres Pinos area
5. The Pinnacles & Southern San Benito County

Each destination has been labeled with a letter or number and each sign type has been identified using colored targets. The key will remain unchanged on each individual area map; however, some destinations and sign types may not be shown.

### MAP KEY

 A Hollister Hills SVRA	 1 Police
 B San Benito County Wine Trail	 2 Sheriff
 C Klauer Park	 3 Hollister Community Center
 D Hollister Airport	 4 County Planning Dept
 E Ridgemark Golf and Country Club	 5 Fire Station #2
 F San Juan Oaks Golf Club	 6 Hospital
 G San Juston Reservoir	 7 County Health
 H Veterans Memorial Park	 8 Parking
 I Bolado Park Fairgrounds	 9 San Benito County Historical Society Museum
 J Brigantino Park	 10 Hollister Recreation Dept
 K Animal Shelter / Public Works	 11 Courthouse
 L Hollister Airport Dog Park	 12 City Hall
 M Hollister Skate Park	 13 Gateway Feature
 N San Benito High School	 Primary Sign
 O Vista Hill Park	 Secondary Sign
 P Dunne Memorial Park	 Tertiary Sign
	 Pedestrian Sign



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**3.2**

# SIGN PLACEMENT STANDARDS

## Primary Placement

Primary signs have been designed to serve (1) or (2) function depending on the desired use. First, the content can be programmed to utilize these Primary signs as WELCOME or entrance signs to San Benito County on state highways and to the City of Hollister or San Juan Bautista. Regardless of the applied use, Primary sign placement will remain the same. The best locations should be placed in high profile, well landscaped area that clearly define a main point of entry. Specific placement will not only be dependent upon visibility standards, but it will also require enough space for a broad foundation to be installed. Primary sign faces will outline the jurisdiction name as well as the branding standards of the jurisdiction, so concern for future growth of landscaping should be considered.

## Secondary Placement (new construction)

These vehicular directional signs will be used to direct motorists in and around both City and County destinations. Placement should be considered carefully and functionality of the location should be the primary concern when developing the sign location plan. The sign system has been designed to orient general County traffic towards City specific destinations and, as a general rule, the use of new Vehicular directional sign should be limited to areas where, the use of new Vehicular directionals should be limited to areas where the driver must choose to change course or remain on the current course. Vehicular directional signs have been designed to serve a specific purpose; to connect the first contact signage (eg. Primary) with the destination or amenity signage (eg. kiosk, parking, restrooms, etc.).

## Secondary Placement (existing post)

Designed as supplemental to the new Secondary signage, these signs have been designed for placement on existing light posts or other City owned utility poles. While the "new construction" locations are designed to direct traffic in to the City these "existing post" locations serve to reinforce the existing message. The primary goal of this sign type remains the same, to connect the first contact signage (eg. Primary) with the destination or amenity signage (eg. kiosks, parking, restrooms, etc.); however the use may be driven by available space.

## Pedestrian Placement (informative)

Informative kiosks have been developed as means to delineate non-directional information and tourist oriented information to users within the City settings and as part of a singular Pedestrian sign feature. The primary goal of these kiosks is to motivate visitors Hollister and San Juan Bautista to explore activities within the Cities themselves and other points of interest within San Benito County. They are developed as integrated features that are directly connected to pedestrian directional signage. However, these informative kiosks need to be placed in high-traffic pedestrian areas where City visitors will be able to stop and read the sign's content (eg. parking lot exit, walking paths, etc.).

The directional features of the Pedestrian signs serve to move walking traffic efficiently along the established pathways. The (2) sided design allows for the placement of multiple panels of varying size to provide users with directional and informative features at the same location. Further, these signs can be used to incorporate emergency content to direct traffic to weather shelters or emergency telephones, if necessary. Should the Cities and/or County desire, available space on these signs may be sold for advertising purposes.

## Tertiary Placement

Designed as small vehicular directional and destination entry signs these signs will have a smaller footprint and are shorter in stature than the Vehicular directionals and are a good option for narrow roads or directional routes that lead to (2) or fewer destinations. Within the sign location plan tertiary signs have been utilized (1) to direct traffic in to parking facilities; signs will primarily be placed at the point of entry to the parking lot itself and (2) to extend directional routes to a limited number of destinations.



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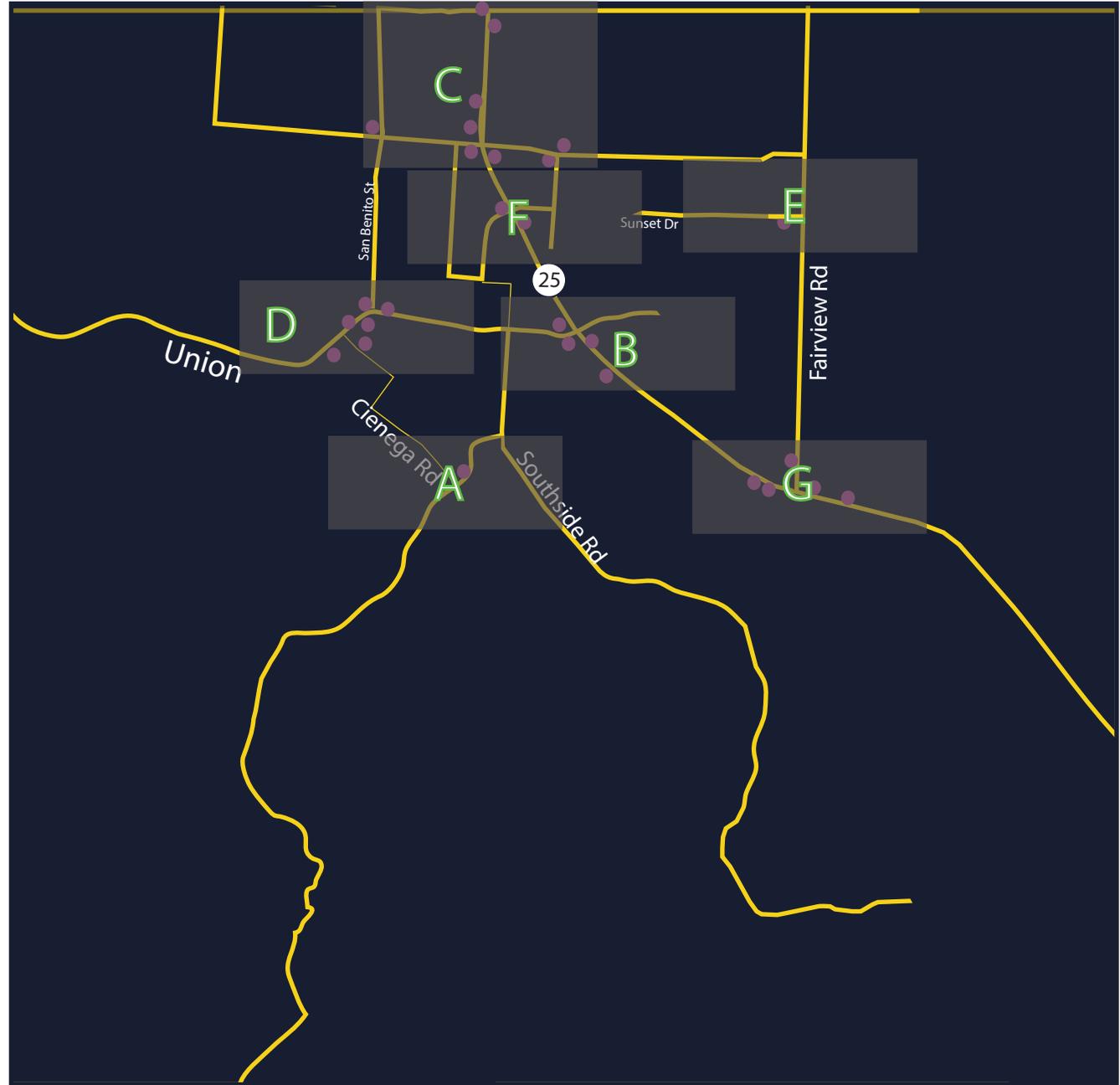
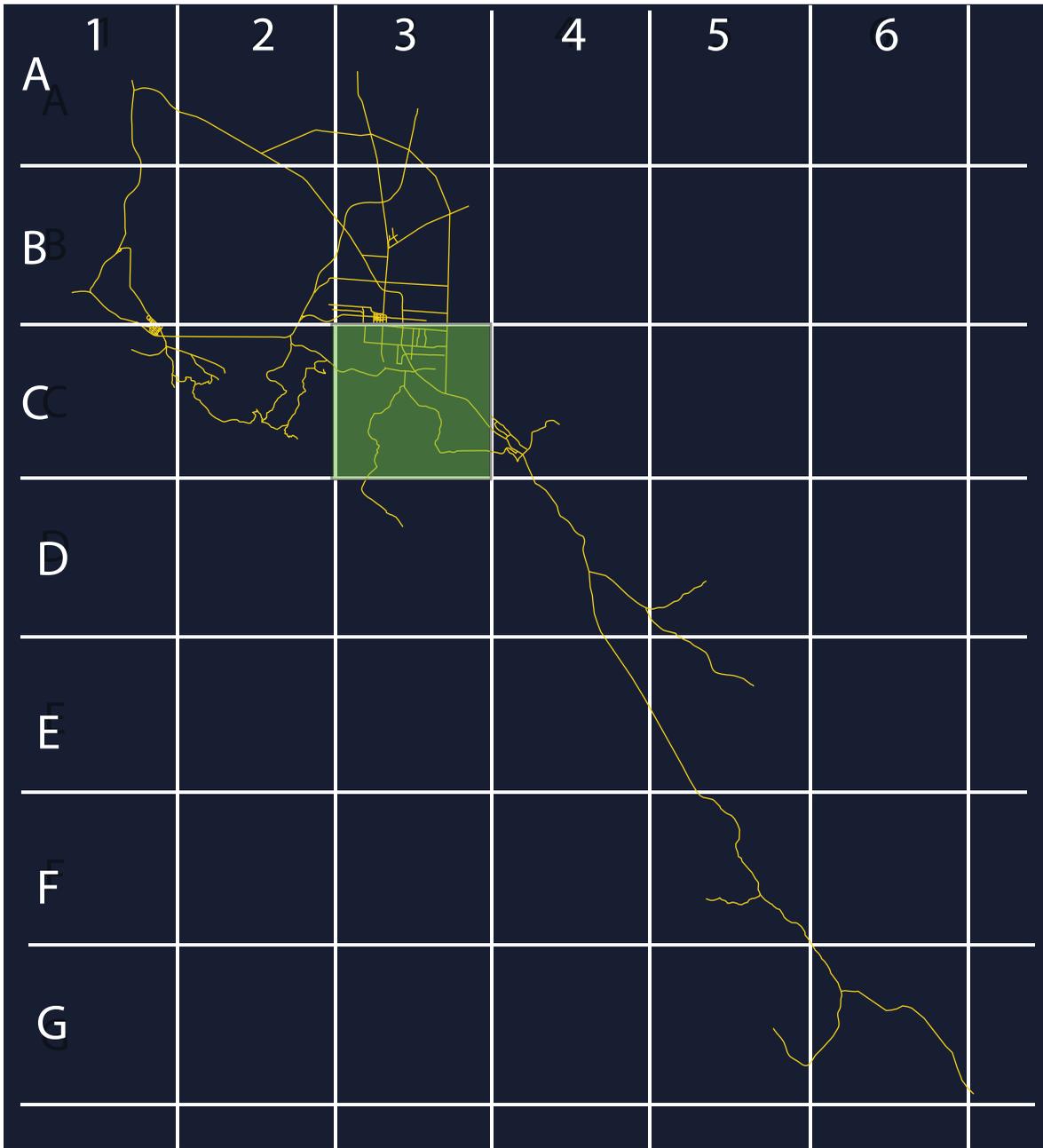
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Sign Placement  
Standards

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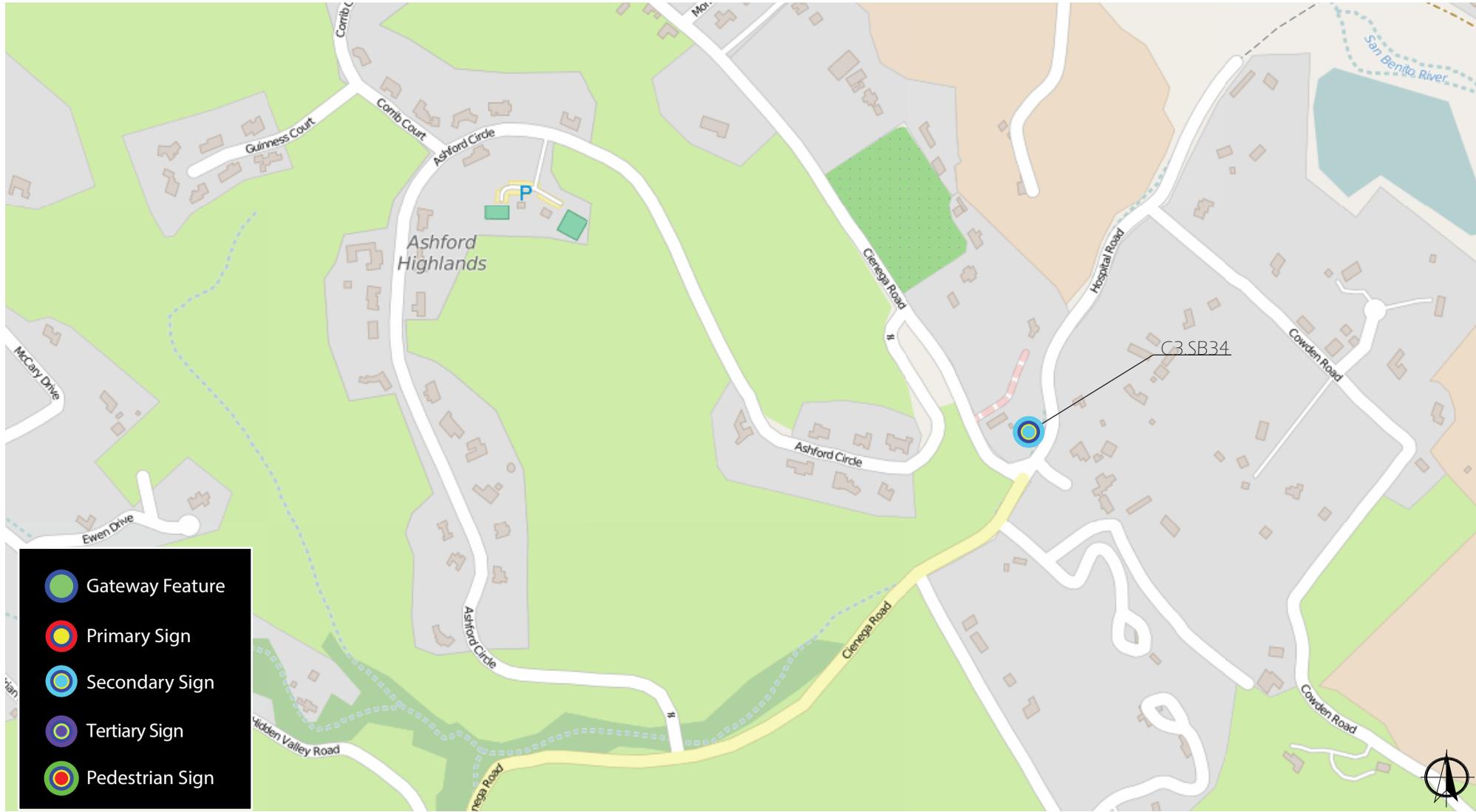
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**Sign Location Plans**

**3.10**



Sign Schedule	
Sign	Message Schedule
C3.SB34	<ul style="list-style-type: none"> <li>↑ Hollister Hills SVRA</li> <li>↑ Wine Trail</li> </ul>
	



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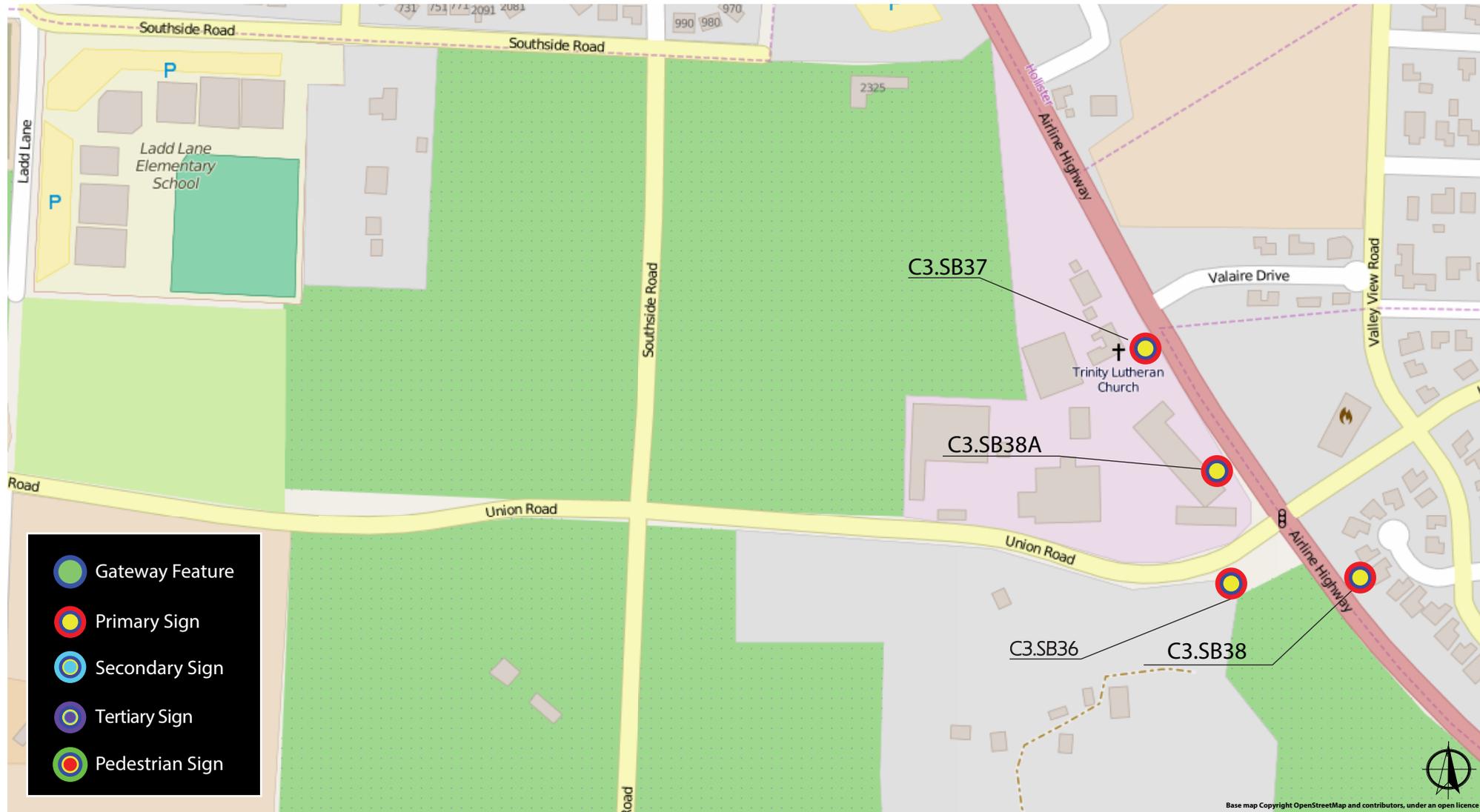
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Sign Location Plans  
Map Section  
**C3**  
**3.10A**



Sign Schedule	
Sign	Message Schedule
C3.SB36 	<b>Pinnacles National Park</b> → <b>Bolado Park Fairgrounds</b> → <b>Historic Downtown Hollister</b> ← (to be placed under main sign panel) <b>Historic Downtown Hollister</b> ←
C3.SB37 	<b>San Juan Bautista State Historic Park</b> → <b>Wine Trail</b> → <b>Hollister Hills SVRA</b> →
C3.SB38 	<b>Historic Downtown Hollister</b> ↑ <b>Hollister Hills SVRA</b> ← <b>Wine Trail</b> ←
C3.SB38A 	<b>Tres Pinos</b> 4 Miles ↑ <b>Bolado Park Fairgrounds</b> 6 Miles ↑ <b>Pinnacles National Park</b> 29 Miles ↑



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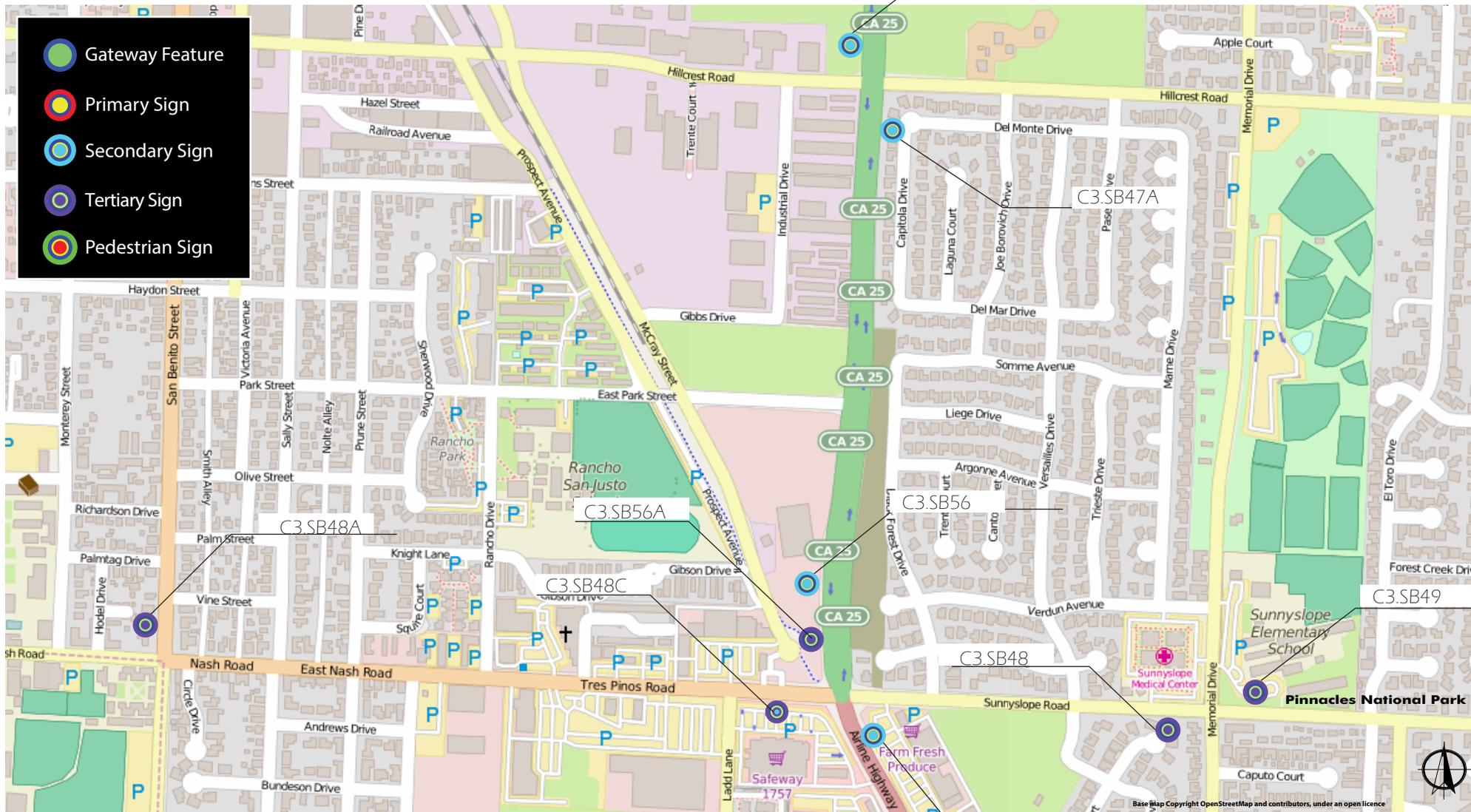
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Map Section  
C3

**3.10B**



Sign Schedule	
Sign	Message Schedule
C3.SB47	↑ Pinnacles National Park ← Veterans Park Historic Downtown Hollister →
C3.SB48	← Veterans Park ← Hollister Skate Park H →
C3.SB47A	Veterans Park → ← Historic Downtown Hollister
C3.SB54	↑ Historic Downtown Hollister ← High School Veterans Park →
C3.SB56	↑ Bolado Park Fairgrounds ← Veterans Park High School →
C3.SB49	Veterans Park → Hollister Skate Park →
C3.SB48A	↑ Wine Trail ↑ Hollister Hills ← Pinnacles National Park
C3.SB48C	Pinnacles National Park →
C3.SB56A	↑ Pinnacles National Park



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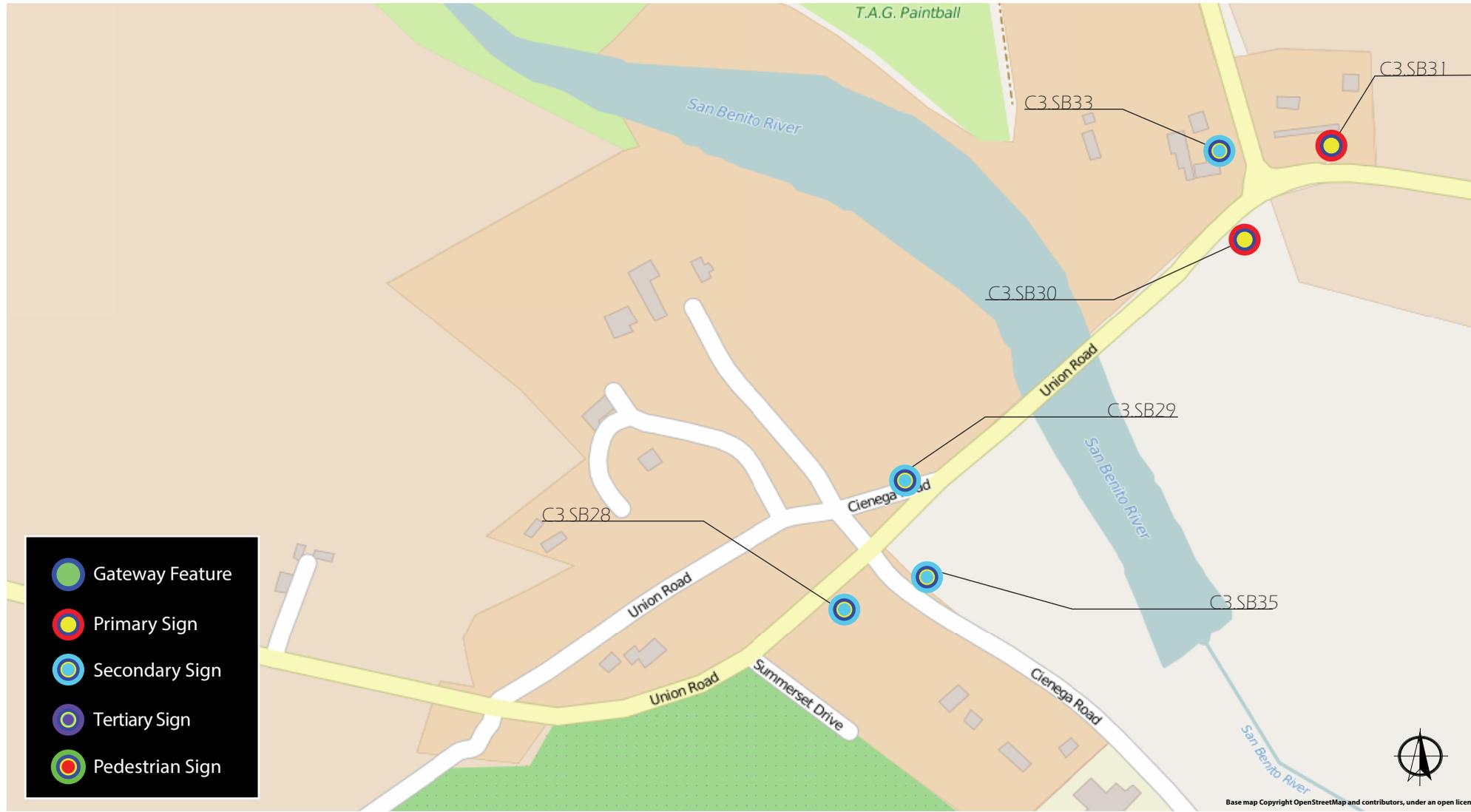
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Sheet Title:  
Sign Location Plans  
Map Section  
C3  
**3.10C**



Sign Schedule	
Sign	Message Schedule
C3.SB28	<ul style="list-style-type: none"> <li>↑ Bolado Park Fairgrounds</li> <li>↑ Hollister High School</li> <li>Hollister Hills SVRA →</li> <li>Wine Trail →</li> </ul>
C3.SB29	<ul style="list-style-type: none"> <li>← Wine Trail</li> <li>← Hollister Hills SVRA</li> <li>↑ San Juan Bautista State Historic Park</li> </ul>
C3.SB30	<ul style="list-style-type: none"> <li>↑ Pinnacles National Park</li> <li>↑ Bolado Park Fairgrounds</li> <li>← Historic Downtown Hollister</li> <li>← Hollister High School</li> </ul>
C3.SB31	<ul style="list-style-type: none"> <li>↑ Hollister Hills SVRA</li> <li>↑ San Justo Reservoir</li> <li>↑ Wine Trail</li> <li>Historic Downtown Hollister →</li> <li>Hollister High School →</li> </ul>
C3.SB33	<ul style="list-style-type: none"> <li>← Bolado Park Fairgrounds</li> <li>← Pinnacles National Park</li> <li>San Juan Bautista State Historic Park →</li> <li>Hollister Hills SVRA →</li> <li>Wine Trail →</li> </ul>
C3.SB35	<ul style="list-style-type: none"> <li>← San Juan Bautista State Historic Park</li> <li>Pinnacles National Park →</li> <li>Bolado Park Fairgrounds →</li> <li>Historic Downtown Hollister →</li> <li>H (to be placed under main sign panel) →</li> </ul>



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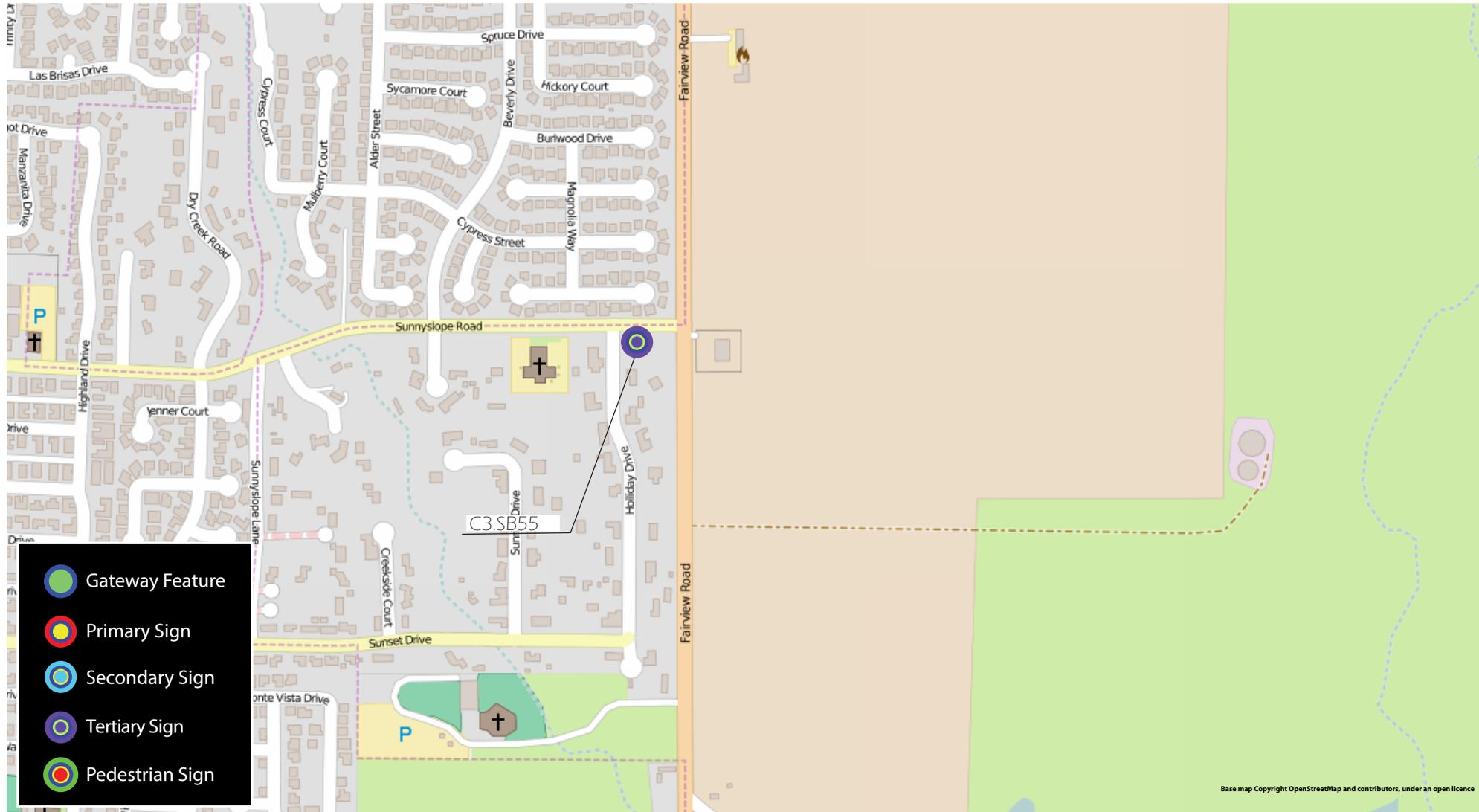
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Sign Schedule	
Sign	Message Schedule
C3.SB55 	<p><b>Wine Trail</b> →</p> <p>← <b>Fire Station</b></p>



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Sign Schedule	
Sign	Message Schedule
C3.SB57 	<b>Hazel Hawkins Hospital</b> → 
C3.SB58 	← <b>Hazel Hawkins Hospital</b> 



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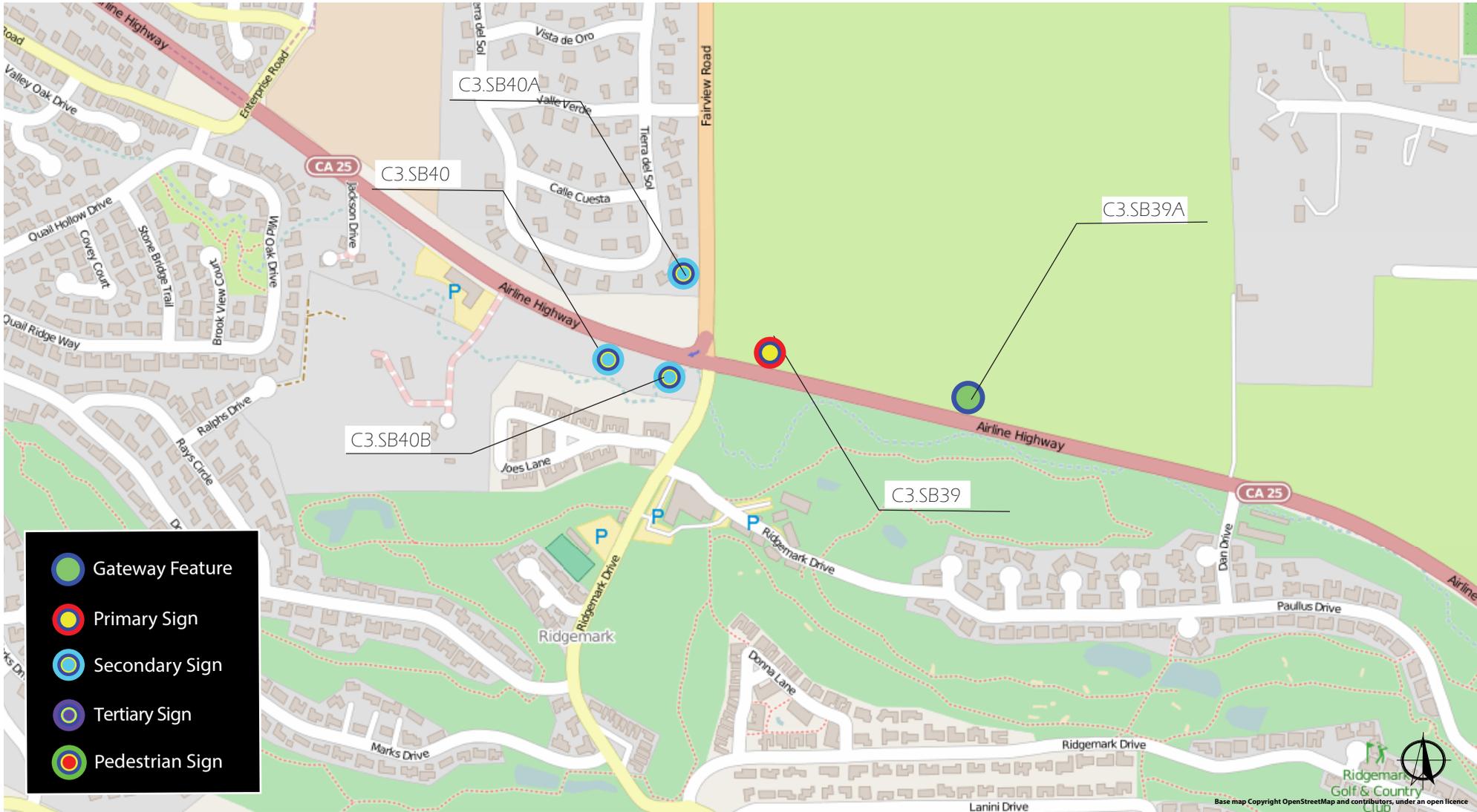
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Sign Schedule	
Sign	Message Schedule
C3.SB39 	<ul style="list-style-type: none"> <li> <b>Historic Downtown Hollister</b></li> <li> <b>Golf Course</b></li> <li><b>Fire Station</b> </li> </ul>
C3.SB40 	<ul style="list-style-type: none"> <li> <b>Pinnacles National Park</b></li> <li> <b>San Benito County Historical Park</b></li> <li> <b>Bolado Park Fairgrounds</b></li> </ul>
C3.SB40A 	<ul style="list-style-type: none"> <li> <b>Pinnacles National Park</b></li> <li><b>Wine Trail</b> </li> <li><b>Hollister Hills SVRA</b> </li> </ul>
C3.SB39A 	<ul style="list-style-type: none"> <li><b>Welcome to Hollister</b></li> </ul>
C3.SB40B 	<ul style="list-style-type: none"> <li><b>Golf Course</b> </li> <li> <b>Wine Trail</b></li> </ul>



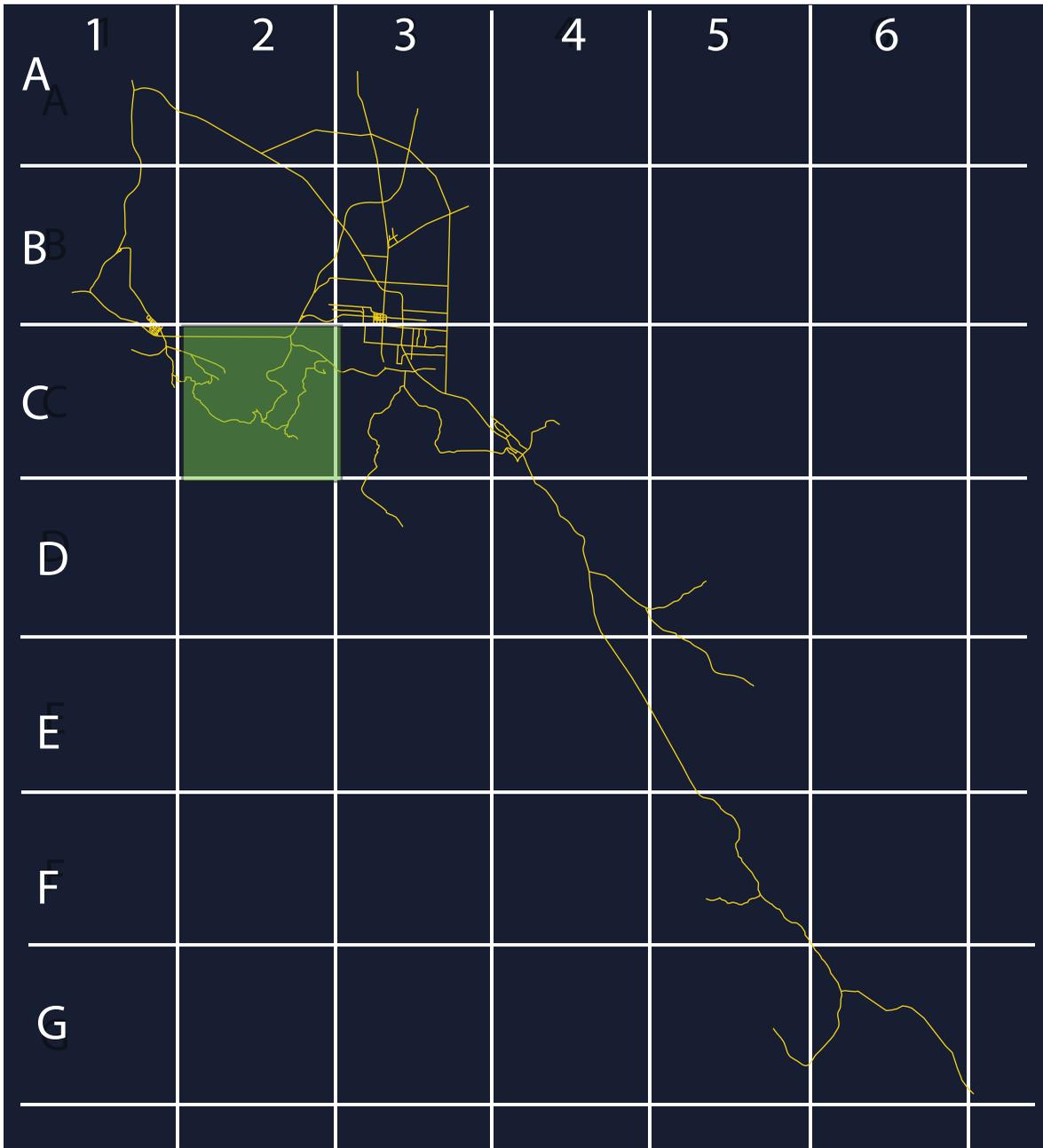
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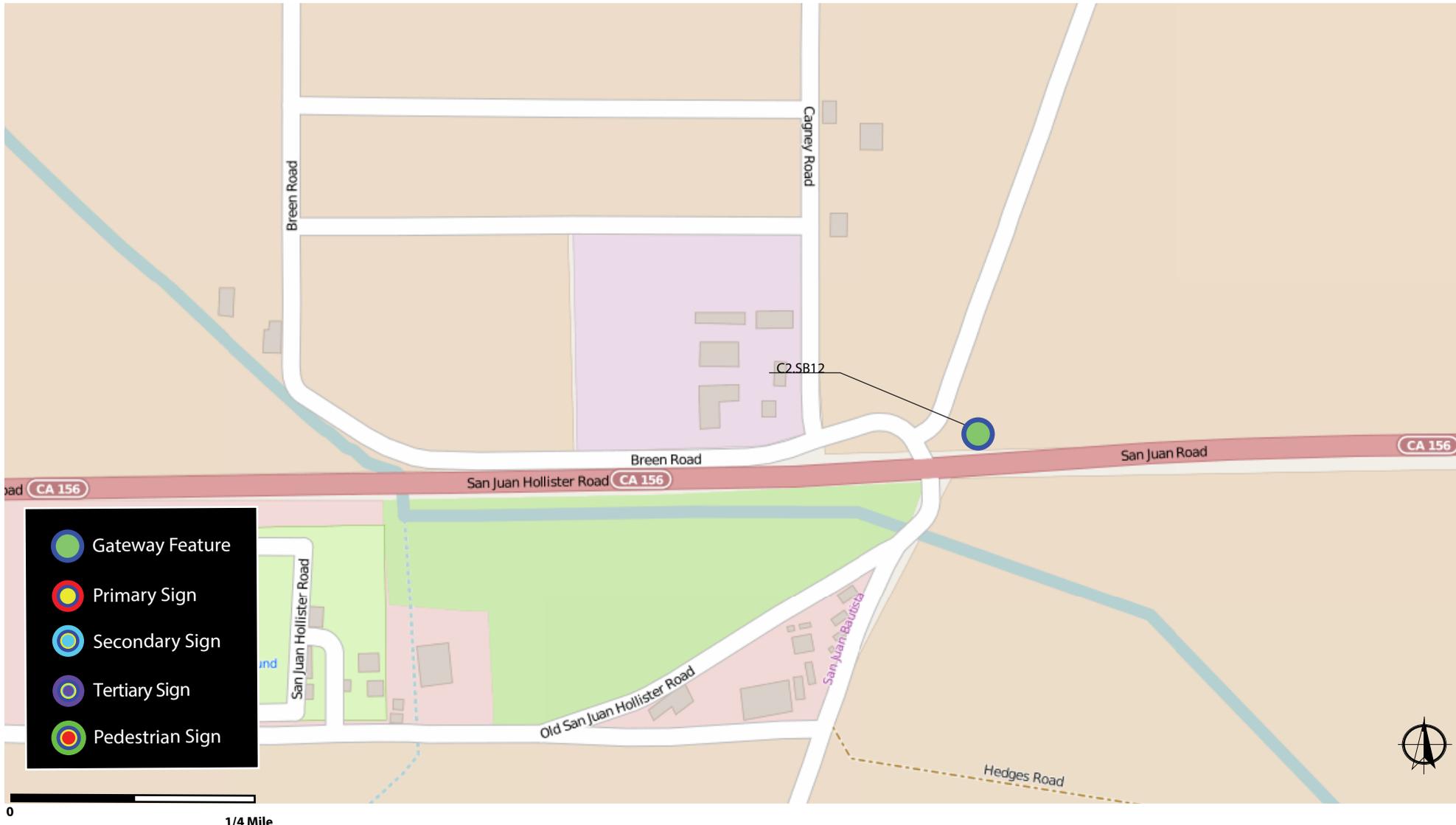
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3.11



Sign Schedule	
Sign	Message Schedule
C2.SB12 	<b>San Juan Bautista</b>



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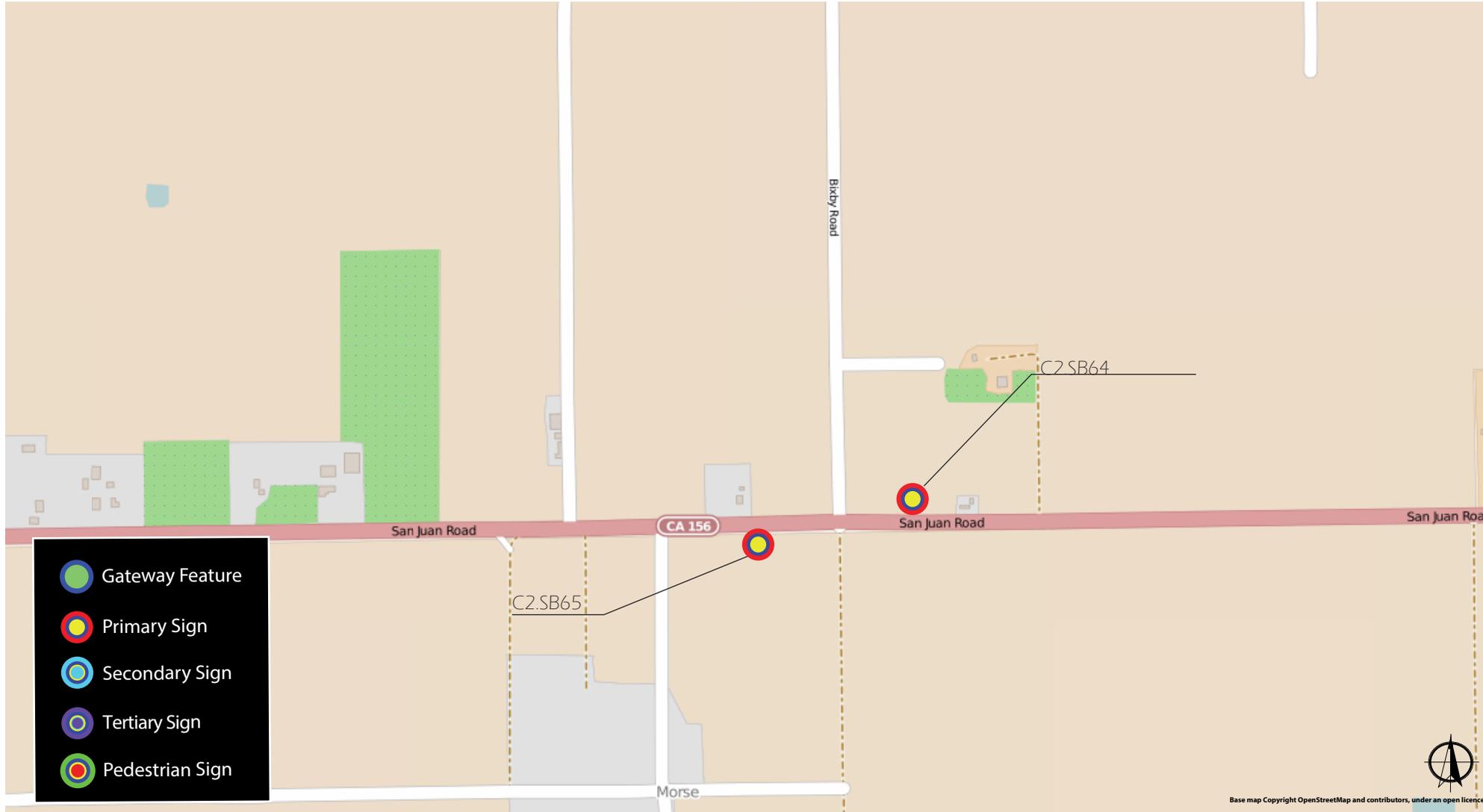
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**3.11A**



Sign Schedule	
Sign	Message Schedule
C2.SB64 	↑ San Juan Bautista State Historic Park
	↑ Mission San Juan Bautista
	↑ Fremont Peak State Park
C2.SB65 	↑ Pinnacles National Park
	↑ Hollister Hills SVRA
	↑ Wine Trail



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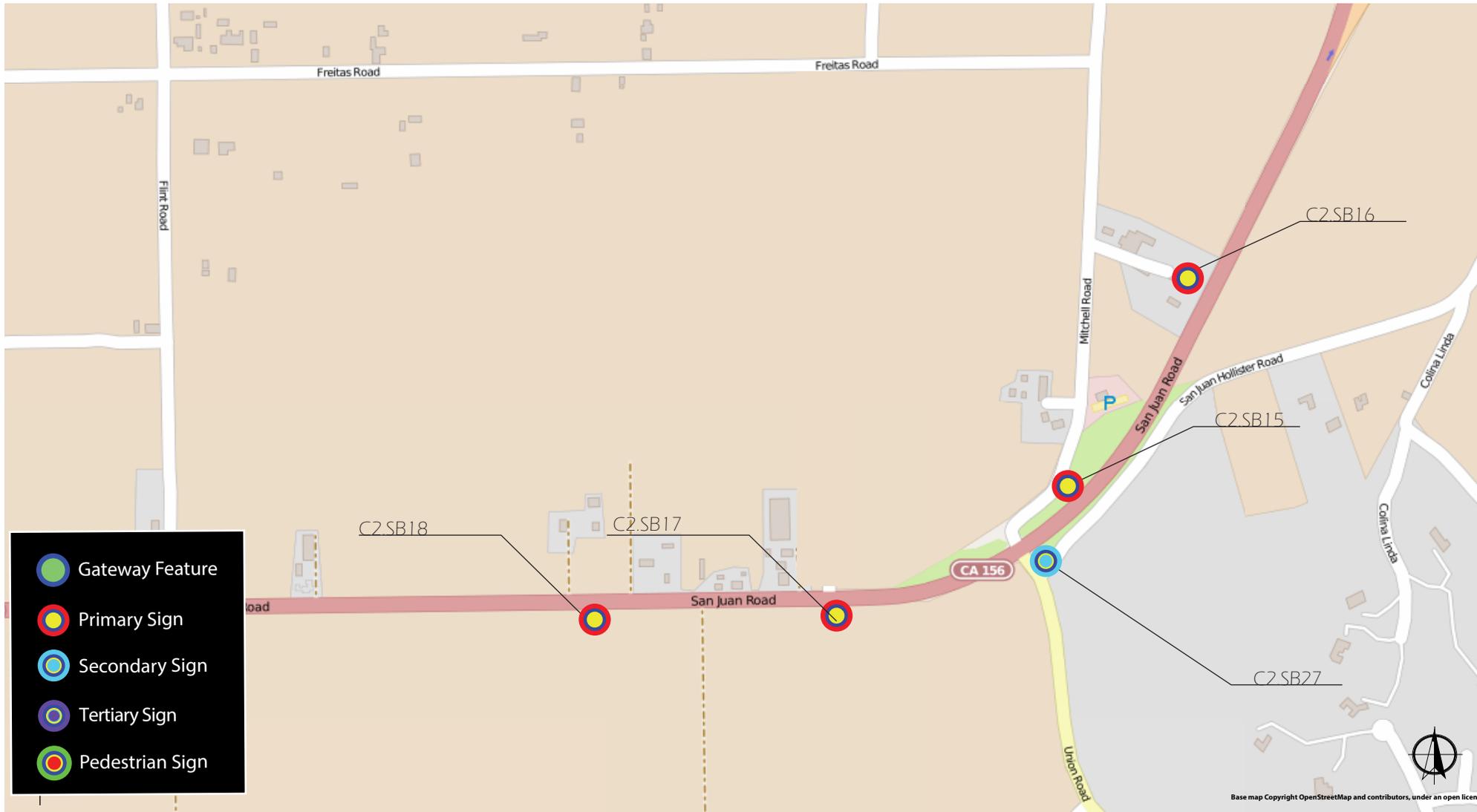
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Sign Schedule	
Sign	Message Schedule
C2.SB15 	<p>← Wine Trail</p> <p>← Hollister Hills SVRA  </p> <p>← San Justo Recreation Area  </p>
C2.SB16 	<p>↑ San Juan Bautista State Historic Park</p> <p>↑ Mission San Juan Bautista</p> <p>↑ De Anza Trail</p>
C2.SB17 	<p>Wine Trail →</p> <p>Hollister Hills SVRA →  </p> <p>San Justo Recreation Area →  </p>
C2.SB18 	<p>↑ Pinnacles National Park</p> <p>↑ Historic Downtown Hollister</p> <p>↑ Hollister Airport</p>
C2.SB27 	<p>← San Juan Bautista State Historic Park</p> <p>Historic Downtown Hollister →</p> <p>Hollister Airport →</p>



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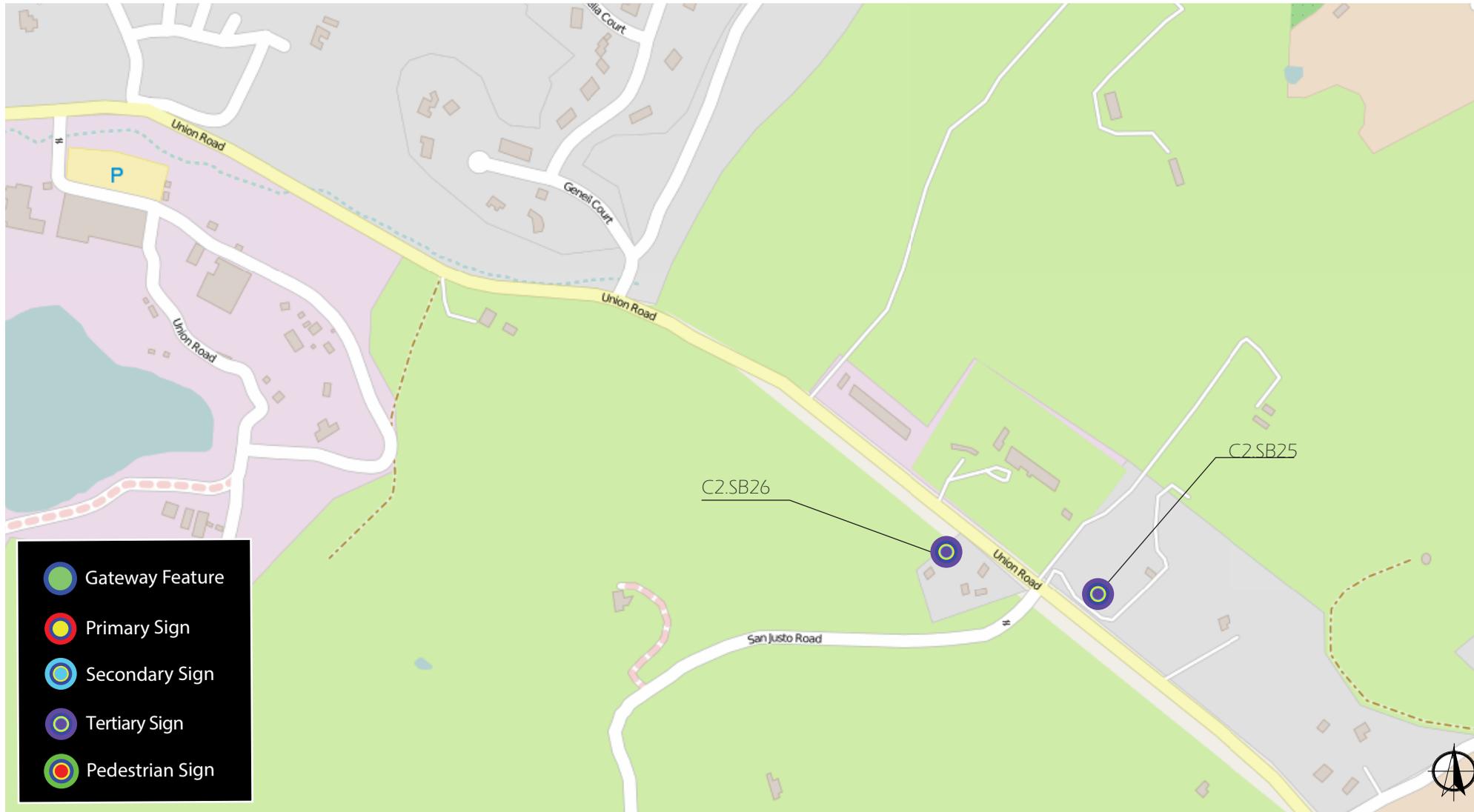
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Sign Schedule	
Sign	Message Schedule
C2.SB25 	← San Justo Reservoir ← 
C2.SB26 	San Justo Reservoir →  →



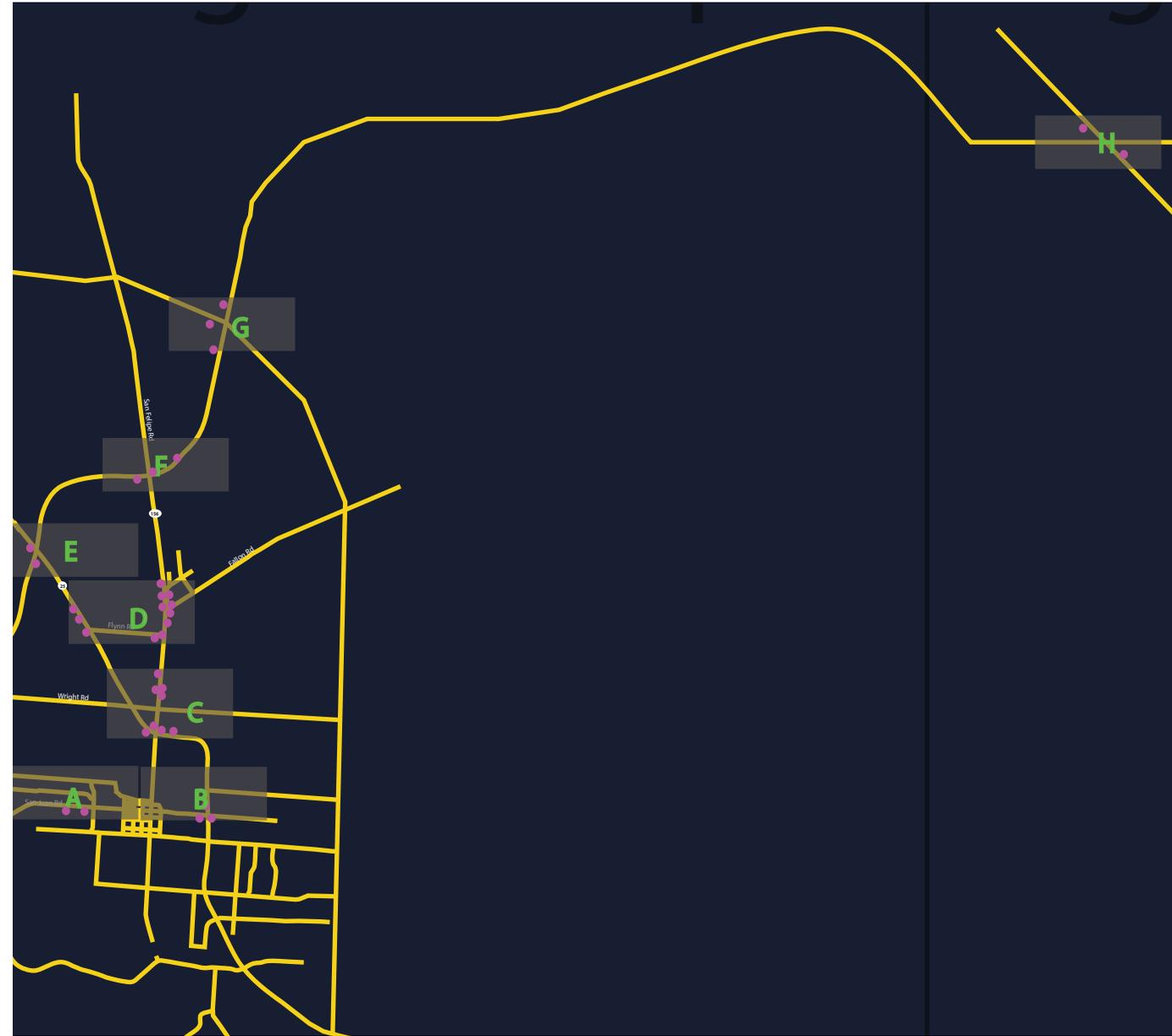
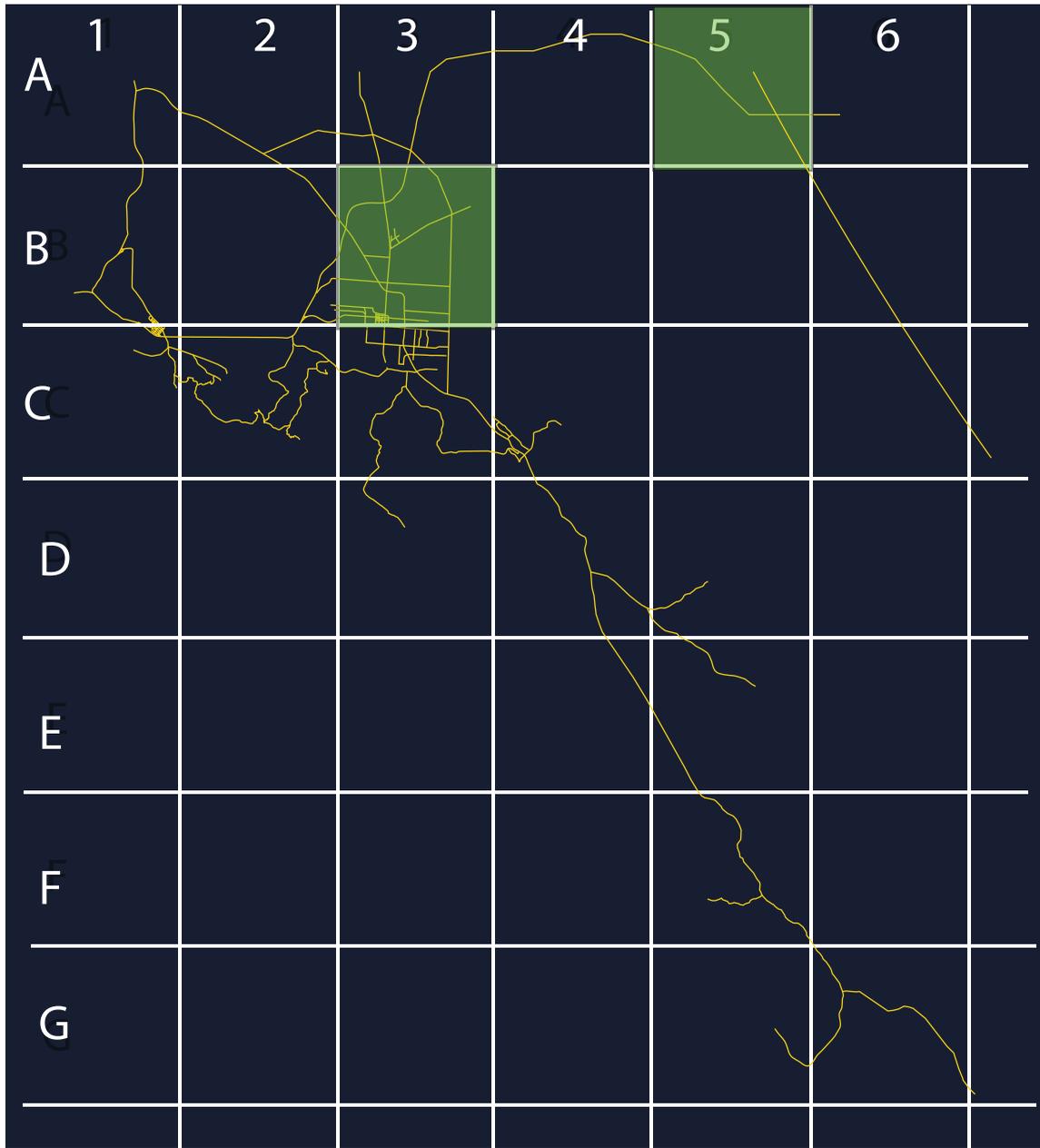
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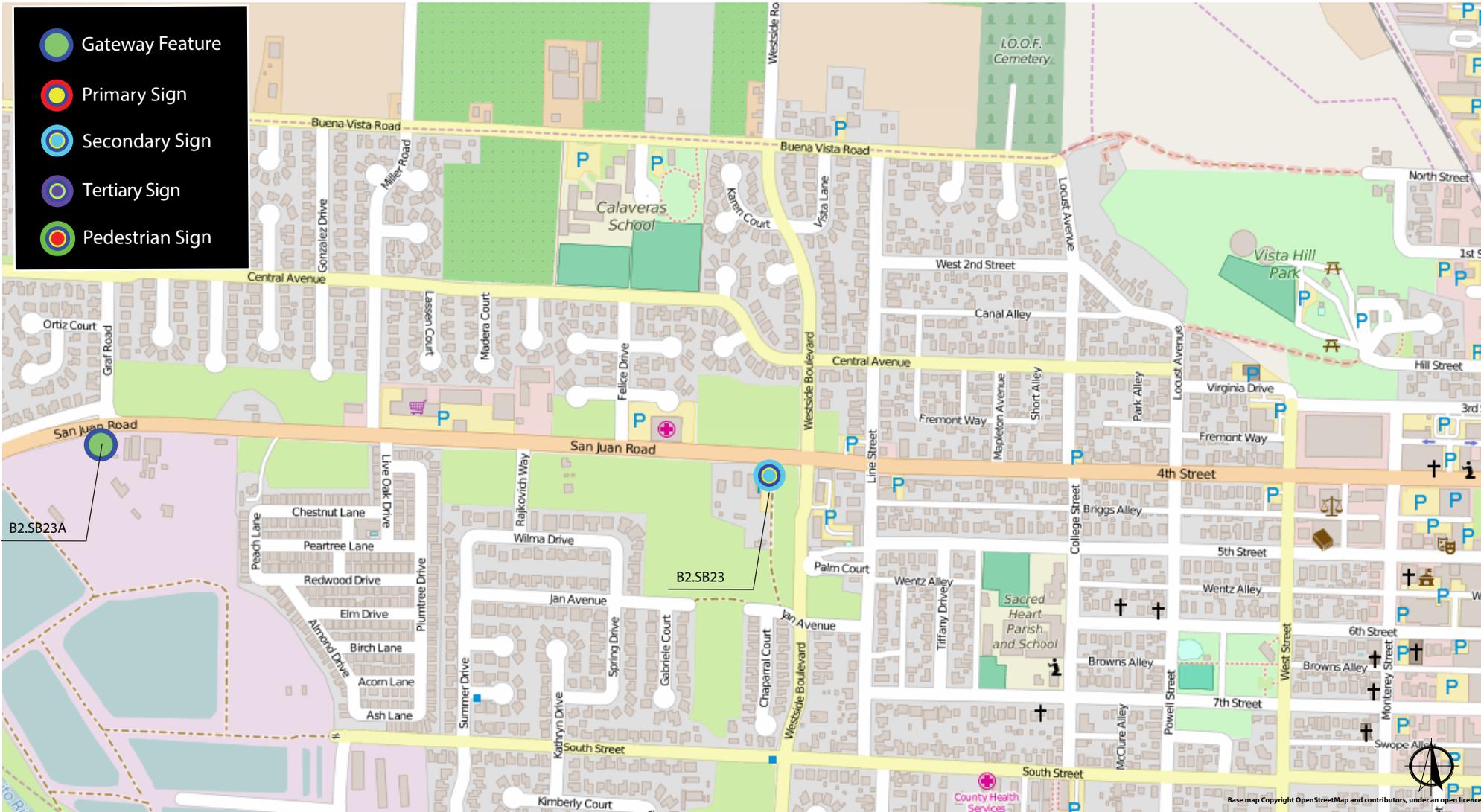
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Sign Schedule	
Sign	Message Schedule
B3.SB23 	<ul style="list-style-type: none"> <li>↑ Historic Downtown Hollister</li> <li>↑ Gavilan College</li> <li>↑ City and County Offices</li> </ul>
B3.SB23A 	<p align="center"><b>Gateway Feature</b>  <b>"Welcome to Hollister and Pinnacles National Monument"</b></p>



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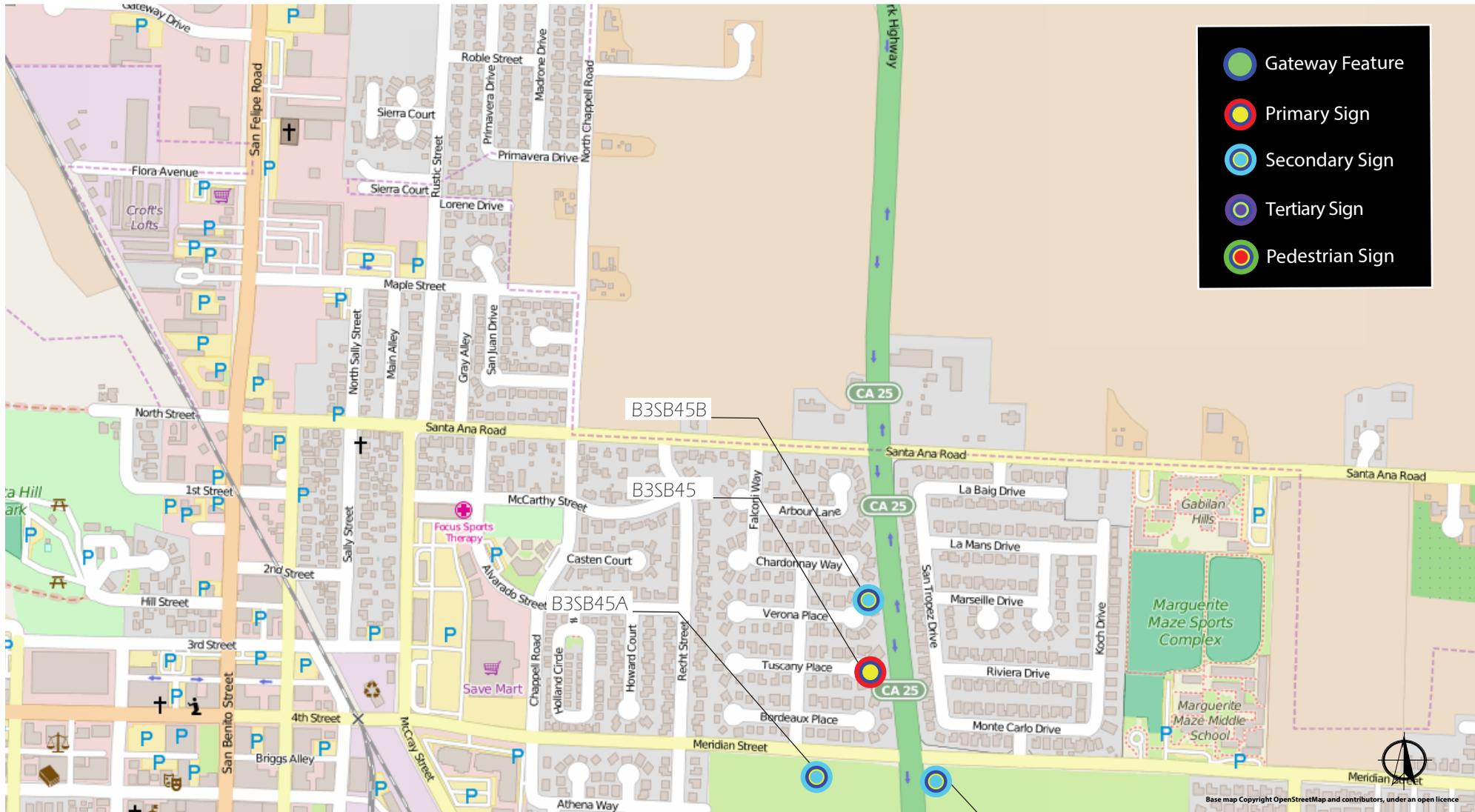
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**3.12A**



- Gateway Feature
- Primary Sign
- Secondary Sign
- Tertiary Sign
- Pedestrian Sign

Sign Schedule		
Sign	Message Schedule	
B3.SB45 	<b>Historic Downtown</b>	➔
	<b>Government Center</b>	➔
	<b>Gavilan College</b>	➔
B3.SB45A 	<b>Pinnacles National Park</b>	➔
	<b>Veterans Park</b>	➔
	<b>Bolado Park Fairgrounds</b>	➔
B3.SB44 	⬆️ <b>Hollister Municipal Airport</b>	
	⬆️ <b>Hollister Police Dept</b>	
	⬅️ <b>Historic Downtown Hollister</b>	
B3.SB45B 	⬆️ <b>Pinnacles National Park</b>	
	⬆️ <b>Veterans Park</b>	
	⬆️ <b>Bolado Park Fairgrounds</b>	



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