

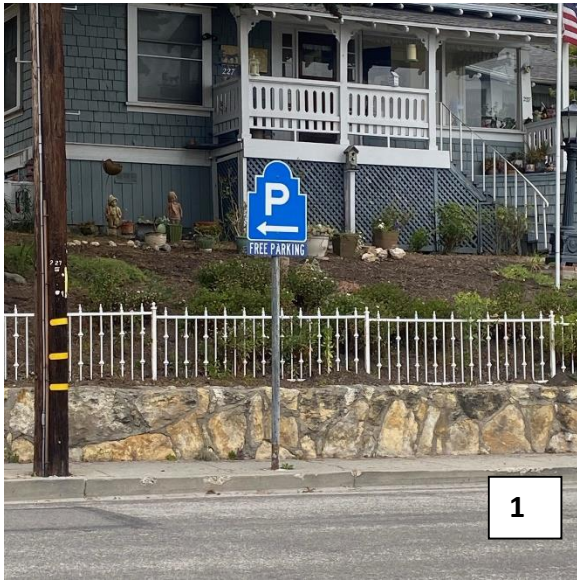


VILLAGE OF ARROYO GRANDE WAYFINDING SIGN PROGRAM

2023 Existing Conditions Report

Shayna Gropen
Sgropen@arroyogrande.org

Le Point Street



Along Le Point Street (East Le Point) there are three (3) directional/informational parking signs.

Sign 1 is located at the intersection between Le Point and Mason, meaning it most directly serves traffic coming from Highway 227 or from neighborhoods off Tally Ho Road, or those who have driven through the Village and did not park on Branch Street.

Signs 2 and 3 are located at one of the two main points of entry for this parking lot, from Le Point Street. It is designed to be legible to traffic approaching from either direction, however the angle is not optimized for legibility and the signs are stacked in such a way that some messages are not visible at both angles.

Sign 4 is the second of the two main points of entry for this parking lot from Le Point Street. Sign 4 is an example of clustering. Clustering occurs when too many competing signs lead to lost information, thus reducing the signs' effectiveness. This sign does not confirm arrival at the destination or serve to provide additional information.

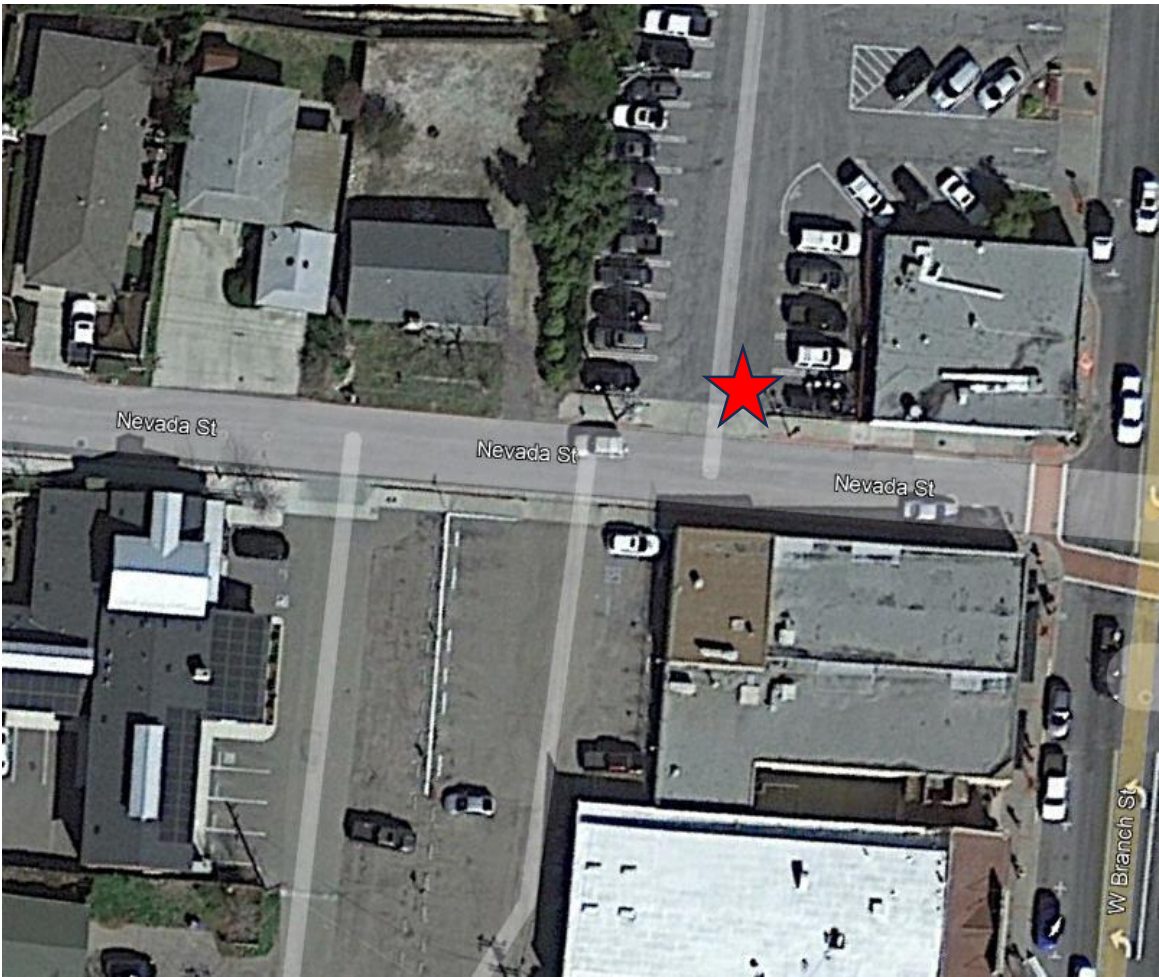


Two major elements that work together to create high-impact signage:

- Design: The way information (text, icons, colors, etc.) is laid out on the signage itself. This includes wording and symbology.
- Placement: Where a sign, sticker, A-frame, etc. is physically placed, and how many are needed. This includes height and all physical characteristics of the sign.

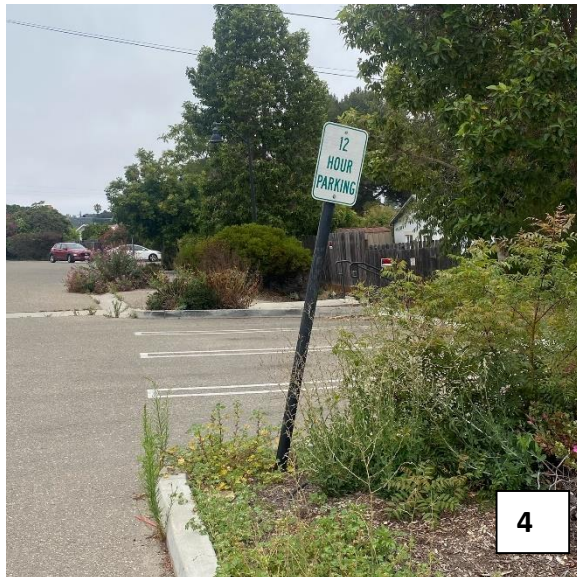
Le Point Street is the most proximate location for directional signage, and signage in this area should serve to confirm arrival and clarify rules/expectations for users. Signs located in this area almost exclusively serve vehicular traffic, and as such, text should be minimal and large enough to be read at a considerable distance.

Nevada Street



There is one primary double-sided parking sign located on Nevada Street with a secondary, adjacent informational sign. This “free parking” sign might be considered effective in its simplicity, however, unless one already is aware that parking can be accessed from Nevada, there is no indication and low visibility from Branch Street that indicates there is free parking available.

Branch Street — Car Corral



The “Car Corral” can be accessed from Branch Street between Old Village Grill and Bill’s Cleaners and is demarcated by a red bench and accompanying ground sign, Sign 1.

Sign 1 is a public parking sign that is stylistically like the City Hall sign, the ‘Welcome to the Village’ sign located at the intersection of Branch and Traffic Way, and the ‘Bridge Street’ sign. This sign is only visible to traffic approaching from the west and it is not at an adequate height for visibility. A double-faced ground sign approximately 4 feet in height would be a better option for this location.

Sign 2 is located just behind Sign 1 and is an example of sign clustering such that it is difficult for users to decipher primary takeaways and key information.

Sign 3 is an informal sign, not installed by the City, and possibly on private property. This is a crude wooden sign that reads “Brisco Village Parking Lot” with an arrow.

Sign 4 is a 12-hour parking sign. The City might check for consistency and ensure such regulatory signs align with street paint/other indicators for clarity.



Branch Street



1



2



3



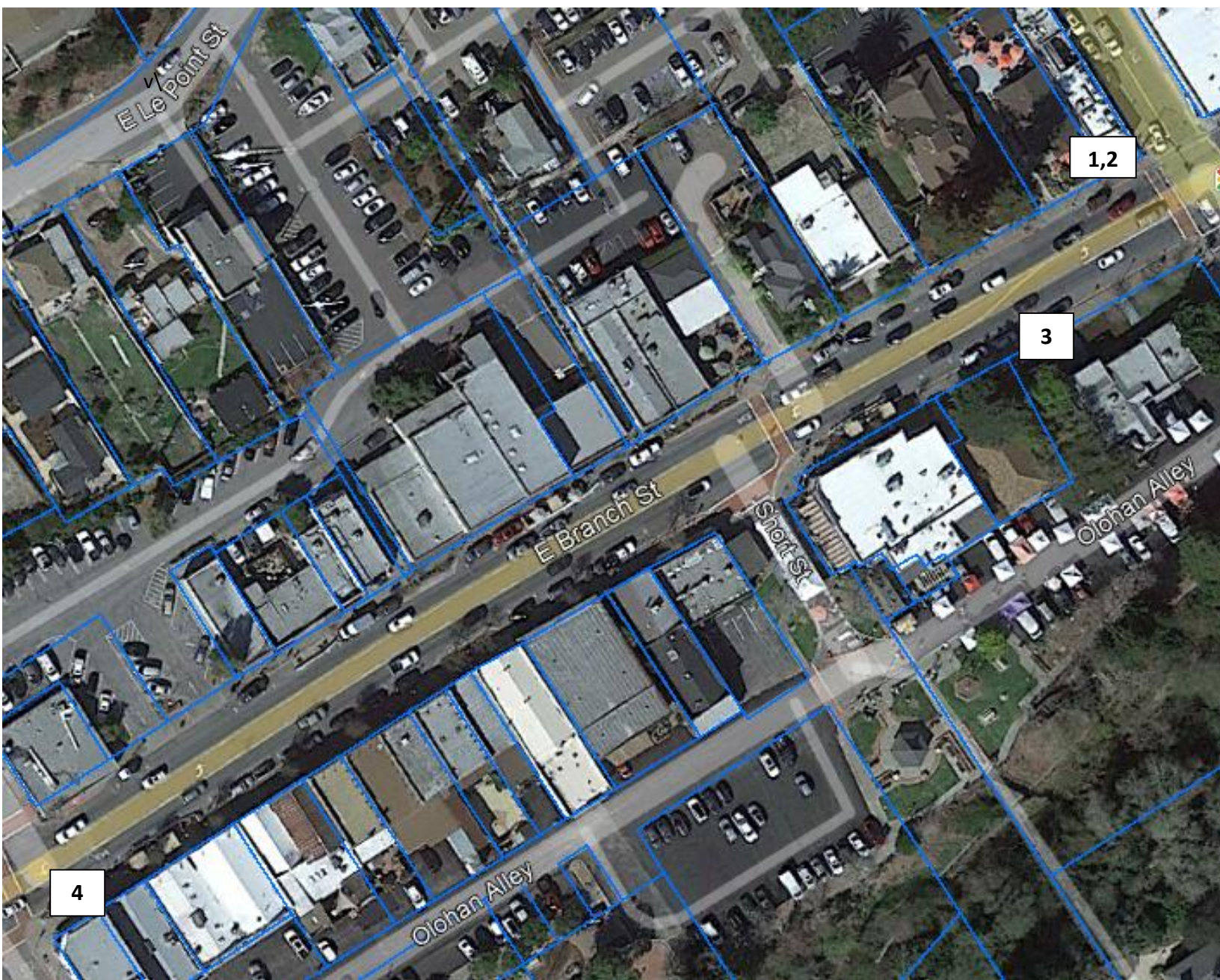
4

Branch Street is the primary thoroughfare of the Village and main access point to reach public parking to the North and South.

Signs 1 and 2 are located on opposite sides of the same traffic light. These signs are placed too high on the pole.

Sign 3 is stylistically similar to the 'City Hall' and Car Corral 'Public Parking' signs. This sign is at the wrong height for either cars or pedestrians and does not provide clear or concise direction. A taller, more prominent sign would be effective in this area if the messaging were made clearer. If the City would like to emphasize Olohan Alley rather than Bridge Street this might be an appropriate location to do so.

Sign 4 is a good height and location for the purposes of directing traffic towards Le Point Street parking. This signage would be made more effective with a different color scheme and larger text.



Olohan Alley – Bridge Street



Olohan Alley can be accessed from Bridge Street. There is currently only one double-sided parking sign at this location, and it is not optimal for traffic due to the sign angle and height. This sign could be improved by placing it above the “Bike Route” sign (see Sign 1) to better suit the line of sight for a vehicle.

Currently, the only parking signage indicating public parking in Olohan Alley is the “Bridge Street” ground sign (Branch Street Sign 3) that is also not effective in its height and visibility. This sign does not contain the name of Olohan alley and does not emphasize Public Parking as a primary feature.

Sign 3 is a ground sign that sits at the intersection of Branch Street and Traffic Way, often considered a gateway or node into the city. This is a crucial junction that marks entry into the Village Core and should be emphasized. This sign would be more effective if it was taller in height and visually bolder, with larger font and a color scheme that is consistent throughout the Village.



Olohan Alley – South Mason



Olohan Alley can be accessed from South Mason Street. There is currently no signage at this location indicating that there is public parking at this location. Signs 1, 2, and 3 are clustered within one stretch of sidewalk (see image 1). This messaging is made ineffective by the cluttered layout of the signs.

Signage in Olohan Alley should be made more consistent, with an emphasis on confirming arrival at Olohan Alley public parking area and clarification of parking hours, speed information, etc. Clustering more than 2 signs on one pole should be avoided, if possible.



Olohan Alley – Centennial Park



Centennial Park can be accessed through Short Street or Olohan Alley. This key thoroughfare is noteworthy for the circular gathering area with a central pergola that sits at the intersection of several community-serving amenities. Just north of Centennial Park are public restrooms via Short Street, indicated by a crude brown wooden sign (image 1). Public restroom signs should be made stylistically consistent, utilizing approved City colors and materials.

The Centennial Park ground sign (image 2) is stylistically similar to the City Hall, Car Corral, and Bridge Steet signs, without the brick base. This sign is placed in a landscaped area with a flagpole. The height, size, and placement of this sign is effective for pedestrian visibility.

Village Design Guidelines

1. All public signs shall be subject to a fee-exempt design review by the Architectural Review Committee. Public signs shall be detailed to conform to the area. This includes painting all new poles, sign backs, and other appurtenant hardware a color that is consistent with other public signs in the Village area.

NODES

There are strategic spots in the Village that an observer considers the center or concentration of activity or junction of paths. The public parking area next to the creek, with the gazebo and Swinging Bridge or Village Green and historic museum area are illustrations of such a concentration of activity, especially during community festivals and farmer's market days. New development designs that incorporate pedestrian space and visual interest to attract activity can create such "nodes".

GATEWAYS

There are visual "clues" that tell an observer that they have entered the Village. They are a change in the quality of space on a path, where adjoining areas are distinguished from the distinct and separate Village area that the traveler is entering. Gateways can be natural or man-made, and can range from the first views of historic residences when approaching from Branch Mill Road or East Branch Street to the triangle park at the intersection of Nelson Street and Traffic Way. Preservation and enhancement of gateways is important to help define the special quality of the Village area. The change of character, as one enters the Village on East Branch near Crown Hill, Mason Street or Traffic Way are "gateways".

PATHS

There are paths for various types of movement. It is not necessary for an observer to actually travel on the path for it to be a major visual image. This is especially true in Arroyo Grande, where major arterials pass through the Village (Highway 227) or did pass through in earlier times, Traffic Way.

Branch Street has been the "main" street in the Village, and still serves as a major link to Lopez Lake and adjoining areas. Traffic Way, Bridge, Nevada and Mason Streets are additional vehicle paths through the Village, as are Olohan Alley and LePoint Street. Smaller connections for circulation include Short Street, several walkways and historic routes such as Hart Lane or Creekside promenades.

Design elements, such as street furniture, signs, trees and lighting can all contribute to the "importance" or purpose that is assigned to a particular "path".

Street furniture and fixtures shall complement the existing sidewalk paving, lighting schemes, and street furniture within the Village Core Downtown.