



CITY OF SUSANVILLE

Vehicular Wayfinding Sign Plan

Lassen County Transportation Commission

DRAFT

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This Plan was completed using Rural Planning Assistance Funds.



City of Susanville Vehicular Wayfinding Plan

This planning document is the beginning of an effort to provide a cohesive and nice looking system of vehicular directional signs for the City of Susanville. It includes conceptual illustrations, photo simulations, a GIS database and map of preliminary sign locations, and probable costs of materials. This document sets the stage for the physical effort that will follow as Susanville welcomes travelers with warm, mountain town hospitality.

Objectives

- Provide clear directional information to people traveling in the City of Susanville
- Create a sense of place with a cohesive design that invokes our unique cultural and physical geography
- Create a design that can be extrapolated to other initiatives such as brochures and digital media
- Consolidate existing signage into a more logical and aesthetically pleasing program

California's Geographic Crossroads

Placemaking is a term often used to describe community efforts to better define and capture the uniqueness of a place. Design standards can be applied to things like buildings, signs, fencing, roads, and sidewalks in order to reduce a, "hodge podge," appearance situation and improve the physical appearance of a community. A vehicular wayfinding sign program can be a large part of placemaking efforts. The materials, forms, and coloration of the signs should, "connect," to Susanville. As you look through the different conceptual designs in this plan, you will see that we made an effort to capture how we and our neighbors see our community and its physical surroundings. This plan was prepared by a team that is a part of this community and its landscape.

Susanville lies in the heart of one of the most unique and diverse landscapes in America. The best way to experience the landscape is to climb up into the foothills of the Cascades north of Susanville. Looking out across Susanville to the south, the Diamond Mountains rise up to the sky, abruptly marking the northern edge of the great Sierra Nevada mountain range. To the east lies the Great Basin, the southern edge of the Modoc Plateau and the Honey Lake Valley. This place is often referred to as "California's geographic crossroads," where four distinct physiographic regions come together, blending into one dramatic view.

This message of geographic diversity should be delivered in design standards for wayfinding signs. It certainly sets us apart from other, less geographically exciting places. People who come to Susanville have amazing access to, "the great wide open." From sub-alpine forests to canyons and high desert; these are the textures and colors that come through. People who have chosen to live here are a reflection of a "western" spirit and self-determination. Any design standard should invoke these images.

Background

There are six different conceptual drawings with corresponding color palettes in this plan. They were presented to the public and circulated through digital means. There was one design that seemed to always rise to the top in each discussion. There were also design features contained in other choices that people thought could be incorporated into their first choice. Overall, the most popular design choice would be concept #1. The Diamond Mountain symbol at the bottom seemed to speak to a lot of people as it is the most prominent physical feature in our lives. The idea of using the different

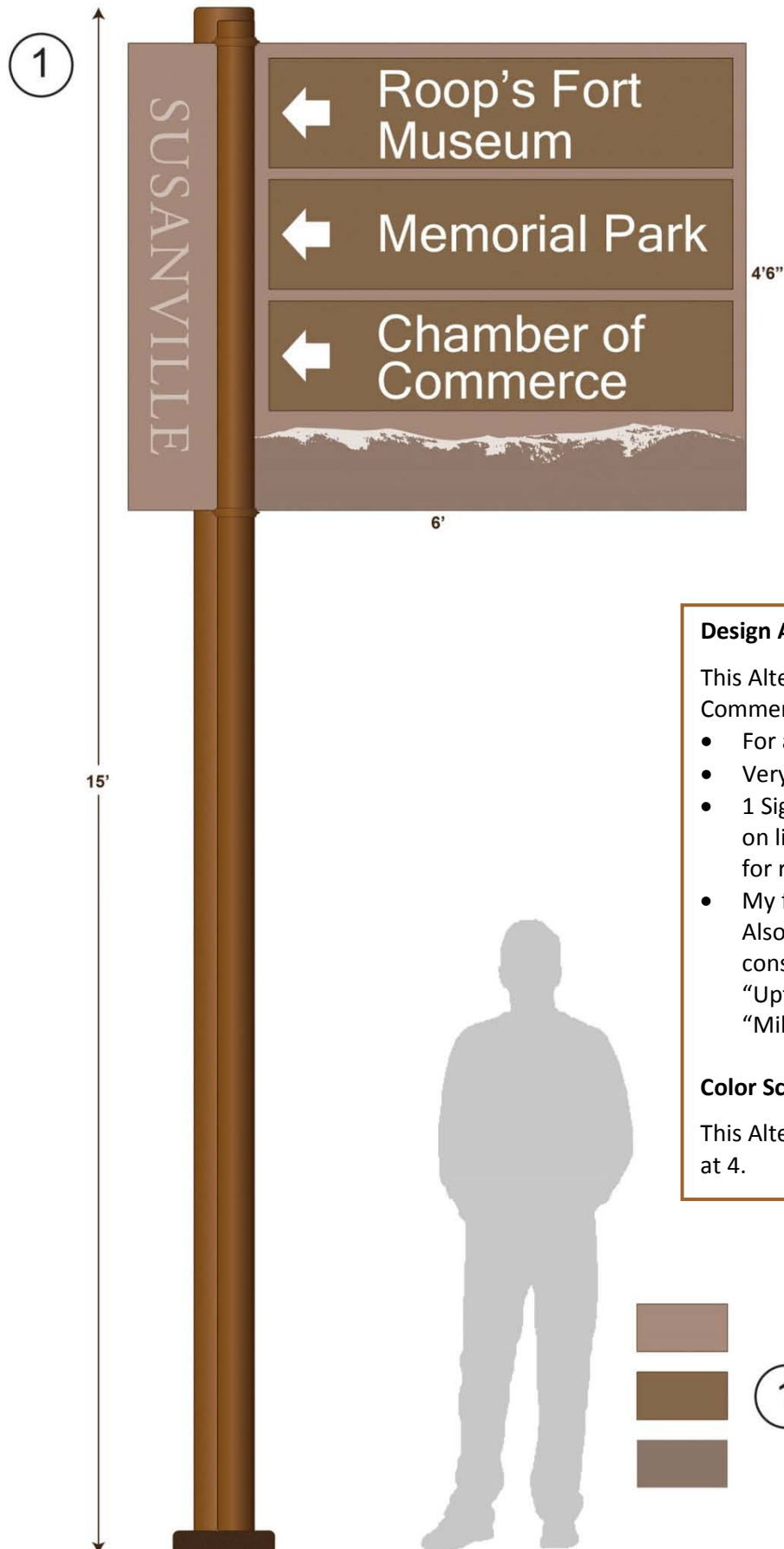
prominent mountain ranges for other Lassen County vehicular wayfinding sign projects was discussed at length during both public meetings, and among staff. It was suggested by many people that this design incorporate the lamp post and flower pot features from other choices. It quickly became clear that people liked the idea of lamp posts, flowers, and the Diamond Mountain design features together in the same design for all of Main Street. The secondary and tertiary signs off of Main Street could be done without the flowers and lamps, but would need to have the same sign design.

Using the Plan

This vehicular wayfinding sign plan can be used by the City of Susanville as a guiding document for the design, fabrication and installation of signs. Public comments and feedback on this subject, combined with research, GIS maps and drawings, provide the City with a focus toward the desired outcome of nice looking vehicular wayfinding signs throughout the Community.

As the engineering and final design take shape, it is to be expected that the final design will look different from the six concepts in this plan. The six concepts should be used to provoke creative discussions and to narrow things down to a final design choice. This plan offers the City of Susanville good suggestions for design and in no way attempts to make the final choice. The City of Susanville will have a lot of fun making the final decision with the rest of our neighbors. This process offers us an opportunity to have fun together, working to complete a project and create a product that will complement our community. Beautiful places cast reflections of beautiful people.





Design Alternative 1:

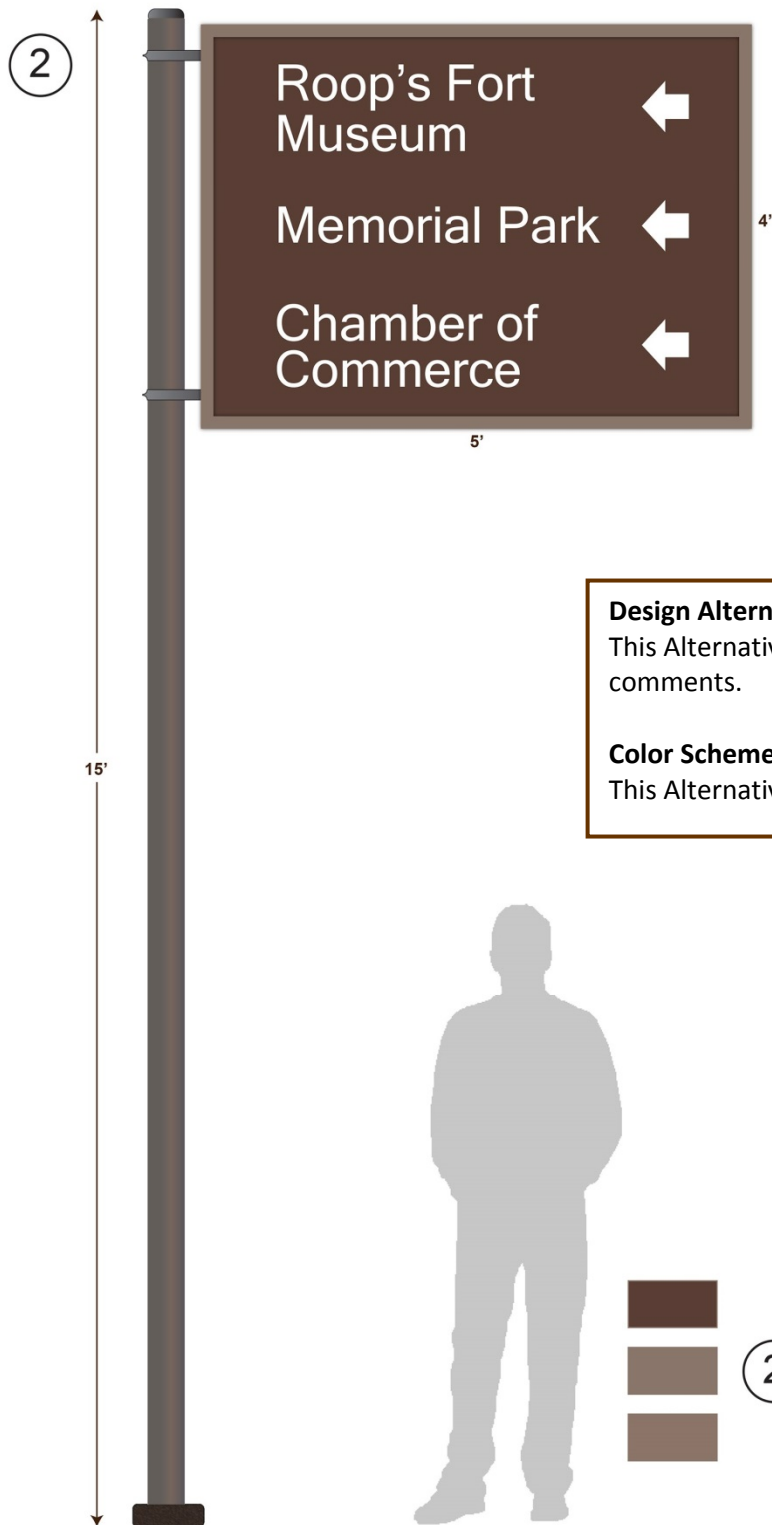
This Alternative received the most votes at 8. Comments include:

- For all of Susanville outside of Uptown
- Very nice - easiest to read
- 1 Sign & color design for design centered on light pole; 1 design, sign, color & pole for remaining signs in Susanville
- My favorite-love the Diamond Mt. brand. Also like the Susanville sign-maybe consider "district names" such as "Uptown", "Fairground District", "Millwood", "Veteran's District" etc.

Color Scheme Alternative 1:

This Alternative also received the most votes at 4.





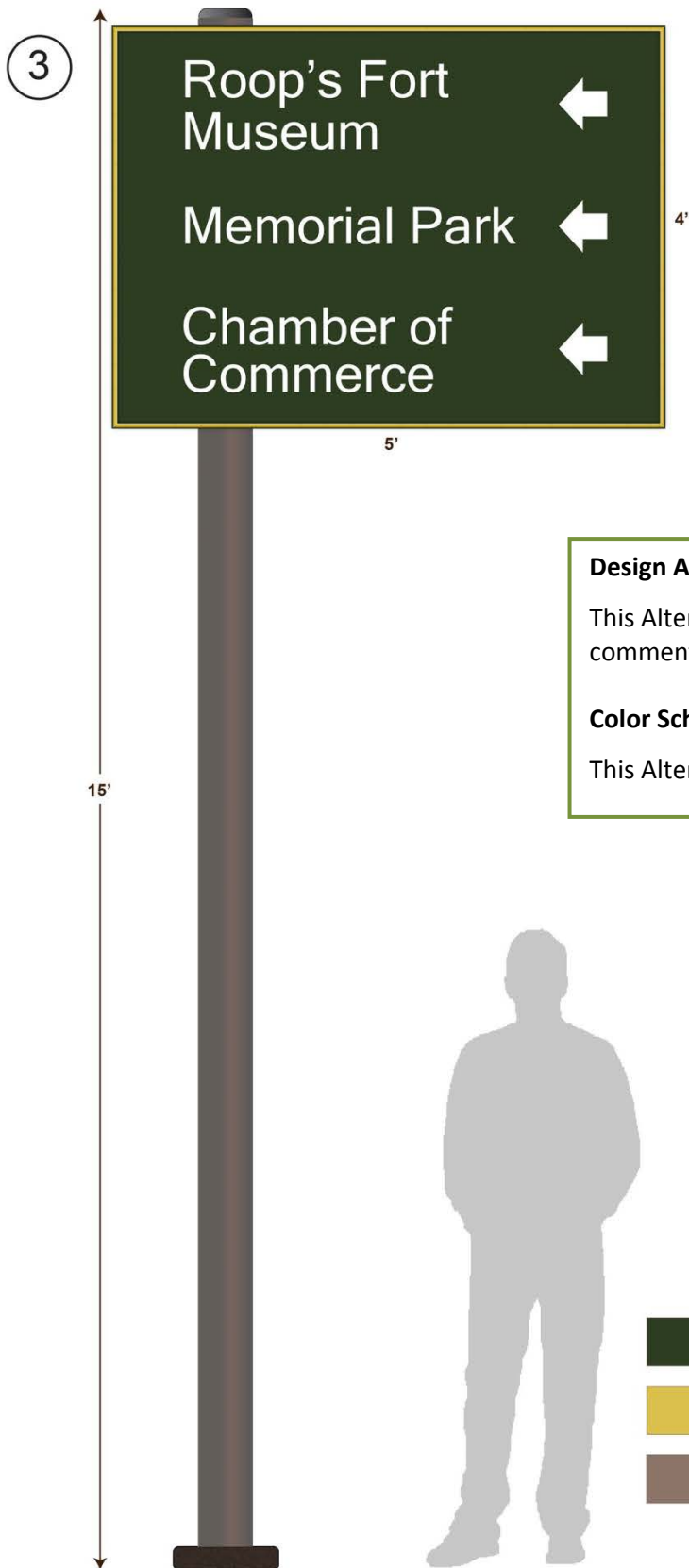
Design Alternative 2:

This Alternative received no votes or comments.

Color Scheme Alternative 2:

This Alternative received 1 vote.





Design Alternative 3:

This Alternative received no votes or comments.

Color Scheme Alternative 3:

This Alternative received one vote.



4

15'



Design Alternative 4:

This Alternative received the second most votes at 6. Comments include:

- Love the lamps. Please consider solar LED antique lamps too - easier installation & cheap. Like the concept of flower pots in certain districts.
- With desert colors for uptown - flowers OR Susanville vertically on opposite side.
- For uptown only, with colors from the top one (Color Scheme Alternative 1) possibly without flower pot
- For Main Street sans flowers
- For someone with dyslexia these colors are hard to view
- Those flowers won't be there for long (vandals)

Color Scheme Alternative 4:

This Alternative received one vote.



4



5

15'



Design Alternative 5:

This Alternative received 5 votes.

Comments include:

- Possible solar lights for full length of Main Street with the Diamond Skyline sign (Design Alternative 1 Sign on "gaslamp" pole)
- Uptown with flowers
- Glass would probably get broken by vandals

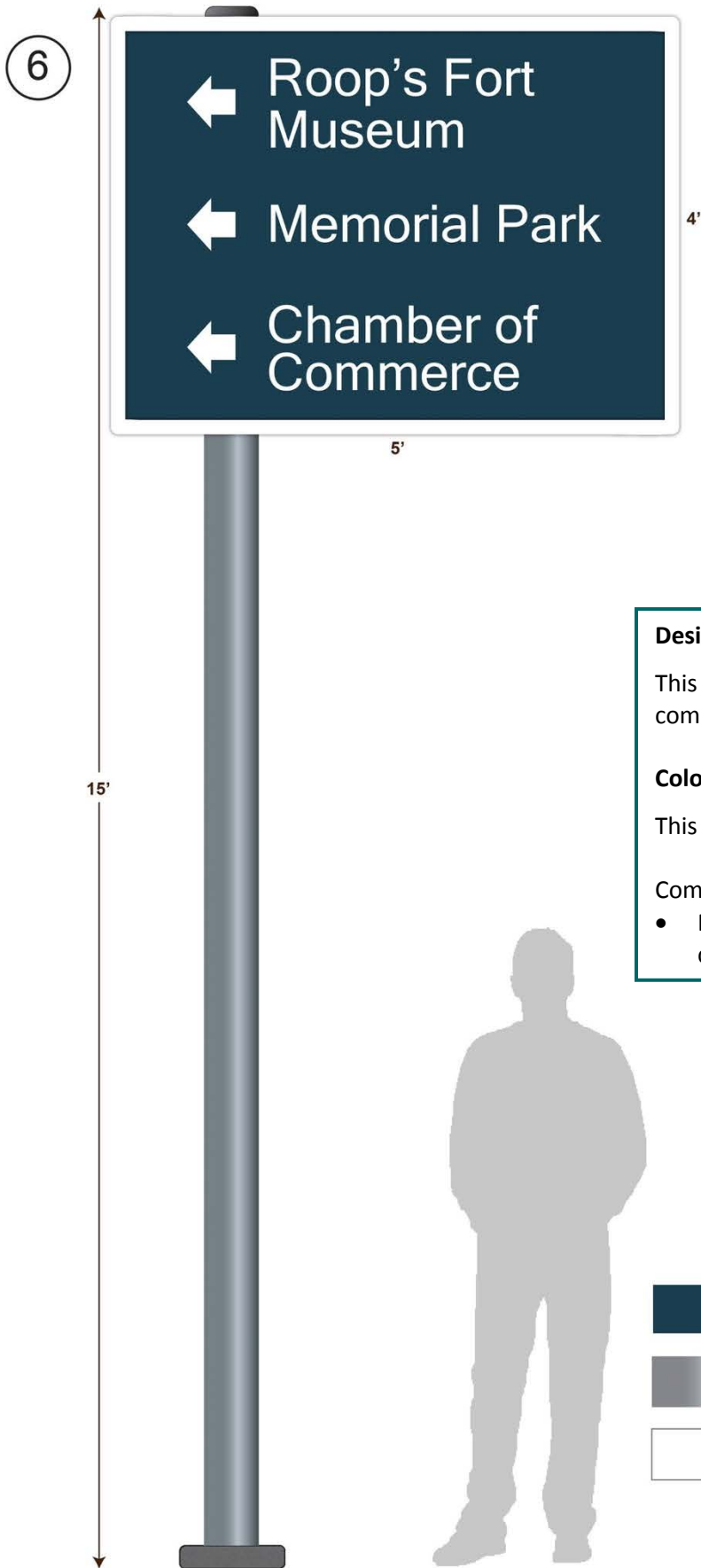
Color Scheme Alternative 5:

This Alternative received no votes.



5





Design Alternative 6:

This Alternative received no votes or comments

Color Scheme Alternative 6:

This Alternative received one vote.

Comments include:

- For someone with dyslexia these colors are easiest to read





Destinations

This is a list of destinations to be included on the vehicular wayfinding signs. This plan can be easily updated to include new destinations or to edit existing ones.

1. BLM
2. Ball Field
3. Chamber of Commerce
4. City Hall
5. County Jail
6. County Offices
7. County Offices Old CH
8. Courthouse
9. Elks Lodge
10. Fairgrounds
11. Golf Course
12. Hobo Camp
13. Hospital
14. Hot Springs Pool
15. Inspiration Point Park
16. LLTT Depot Museum
17. Lassen College



18. Lassen NF
19. Library
20. Memorial Park
21. NRCS
22. Post Office
23. Post Office Johnstonville
24. Riverside Park
25. Roop's Fort
26. Susanville Indian Rancheria
27. Skyline Park W
28. Skyline Park E
29. Susan River Path
30. Susan River Trail
31. Susanville Ranch Park
32. VA Clinic
33. Veterans Memorial
34. Lassen County Arts Council
35. Lassen Senior Services

This list of destinations above and the table that follows are an inventory of where signs will be needed throughout the City of Susanville. The data contained in the table is illustrated in the map of Wayfinding sign locations included in this plan. An interactive map is available at www.joelrathje.com/file-share.

Wayfinding Sign Table

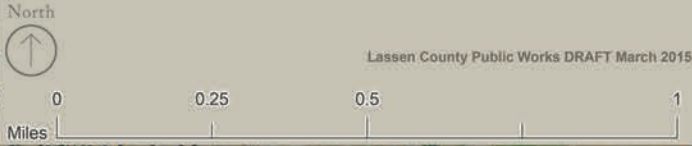
	<u>Sign Location</u>	<u>Destinations Included</u>	<u>Direction of Travel</u>	<u>Wayfinding Direction</u>	<u>Class</u>
1	Main and Weatherlow b	Depot, Golf, Pool, Trailhead Symbo	W	S	Primary
2	Main and Veterans Hall	Veterans Hall, High School, Memor	E	N, S	Primary
3	Main and Veterans Hall	Veterans Hall, High School	W	N, S	Primary
4	Main and Riverside Dr	FS, BLM, Courthouse, Riverside P, S	W	S	Primary
5	139 and College	Lassen College	S	E	Primary
6	Main and Grand Ave	Memorial Park, High School	W	N, S	Primary
7	Main and Riverside Dr	FS, BLM, Courthouse, Riverside P, S	E	S	Primary
8	Main and Fairgrounds Dr	Fairgrounds, NRCS	W	N	Primary
9	Main and Fairgrounds Dr	Fairgrounds, NRCS	E	N	Primary
10	139 and Skyline	SRP, Skyline Park	S	W	Primary
11	Main and Weatherlow a	Roop's Fort Mus, Memorial Park, C	W	N	Primary
12	Main and Alexander	Susan River Parkway, Riverside Par	E	S	Primary
13	Main and Park St	Susan River Parkway, Riverside Par	W	S	Primary
14	Main and Ash	SRP, Coll, Hospital, Skyline P, Librar	E	N, S	Primary
15	139 and Hospital	Hospital, Medical Services	S	E	Primary
16	Main and Ash	SRP, Coll, Hospital, Skyline P, Librar	W	N, S	Primary
17	Main and Weatherlow2	Depot, Golf, Pool, Trailhead Symbo	E	S	Primary
18	Main and N Roop	Elks Lodge	W	NW	Primary
19	main and weatherlow1	Roop's Fort Mus, Memorial Park, C	E	N	Primary
20	36 and Harris	Inspiration Park	W	N	Primary
21	Main and S. Lassen	Local Government Offices, Cemete	E	S	Primary
22	Main and N. Lassen	City Hall, Post Office,Local Govern	W	N	Primary
23	Susanville Ranch Park in place already	SRP	N	W	Quaternary
24	139 and College	Lassen College	N	E	Secondary
25	Ash and Chestnut	SIR, County Jail, Services	N	W	Secondary
26	Alexander and Riverside	Riverside Park	S	E	Secondary
27	139 and Skyline	SRP, Skyline Park	N	W	Secondary
28	Weatherlow and North	Memorial Park, Sports Field	N	E	Secondary
29	Johnstonville and VA	VA Clinic	E	N	Secondary
30	Johnstonville and Post Office	Post Office	E	N	Secondary
31	Chestnut and Joaquin	SIR	E	N	Secondary
32	Richmond and LLTT Depot Trailhead	LLTT Depot, Bizz Trailhead	N	E, W	Secondary
33	Richmond and Circle Dr	Golf Course	S,E	S, W	Secondary
34	Harris and Inspiration Rd	Inspiration Point Park	N	E	Secondary
35	Skyline Park	Skyline Park	E	S	Secondary
36	Richmond and South	Pool, Hobo Camp, Trail Symbols	N	W	Secondary
37	Richmond and South	Pool, Hobo Camp, Trail Symbols	S	W	Secondary
38	Richmond and LLTT Depot Trailhead	LLTT Depot, Bizz Trailhead	S	E, W	Secondary
39	South Lassen and Mill	County Offices	S	W	Secondary
40	Ash and Chestnut	SIR, County Jail, Services	S	W	Secondary
41	139 and Hospital	Hospital, Medical Services	N	E	Secondary
42	Susanville Ranch Park in place already	SRP	W	N	Tertiary
43	Chestnut and Sherrif Cady	County Jail, Services	W	N, S	Tertiary
44	Chestnut and Joaquin	SIR	W	N	Tertiary
45	Skyline Park	Skyline Park	W	S	Tertiary
46	Chestnut and Sherrif Cady	County Jail, Services	E	N, S	Tertiary
47	South and Hobo Camp	Hobo Camp, Trail Symbols	W	N	Tertiary
48	Mill and S Roop	County Offices	W	S	Tertiary
49	Main and S.Gay	Lassen County Arts Council	W	S	Primary
50	Main and S. Gay	Lassen County Arts Council	E	S	Primary
51	S. Gay and Cottage	Lassen County Arts Council	S	E	Secondary

**LASSEN COUNTY
TRANSPORTATION COMMISSION
City of Susanville
Vehicular Wayfinding Sign Project**

 **35 Destinations**

 **51 Proposed Sign Locations**

For interactive functions go to www.joelrathje.com/file-share



Vehicular Wayfinding Sign Design Requirements

- Maximum of 3 listings per sign, with a maximum of 2 lines per destination listing.
- Color contrast should be at least 70 percent between typeface and background.
- Type size shall be 4 inches for signs with speeds of 25 mph or less and 5-6 inches for signs on roadways with speeds over 30 mph.
- Clearview HWY typeface as approved by DOT.
- Background and graphics to be CUSTOM Color – Printed High Intensity Prismatic Vinyl, and comply with MUTCD Section Table 2A-3 (DOT).
- Signs must have a clearance of at least 7 feet off the ground and 36 inches lateral clearance to satisfy the Americans with Disabilities Act requirement.
- Minimum of 100 feet between wayfinding and existing state road and regulatory signs.

Preliminary Cost estimate

Primary sign	\$2,100 each	X 23	\$48,300
Secondary sign	\$1,200 each	X 19	\$22,800
Tertiary sign	\$1,000 each	X 7	\$7,000
Quaternary sign	\$1,000 each	X 1	\$1,000
Destination sign	\$3,000 each	X 35	\$105,000
Design package			\$50,000
		Total:	\$234,100

The costs associated with installation, upkeep, and staff time are Not included



Implementation and Next Steps

Phase 1

- Public workshop
- City Council
- Board of Supervisors
- LEDC

Phase 2

- Complete City of Susanville Vehicular Wayfinding Sign Plan

Phase 3

Vehicular Wayfinding Sign System Design

Funding for design and engineering

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

Design and Engineering

- Develop sign system form, materials, 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

