



City of Watsonville Signage Project Goals



The goals of this new wayfinding system are to:

- _ Help visitors **navigate to their destinations** as easily as possible.
- _ **Increase the functionality of wayfinding** in and around Watsonville.
- _ Develop wayfinding solutions that assist in **identifying neighborhoods, businesses, recreation, key regions and destinations**.
- _ **Coordination of wayfinding** & tourism tools, including signage, **identify technology**.
- _ Coordinate and **build consensus** with the stakeholders, approving agencies and community.



Wayfinding and City Branding through Signage - Strategy

Based on three criteria: Downtown Specific Plan, City's desire for a comprehensive branded signage wayfinding system, and by observation in Watsonville.

Issues and Constraints:

- A lack of any branded signage - wayfinding or identity throughout most of the city excluding older signage in downtown area and two monuments.
- Identity along major entry points to the city are not identified therefore potential visitors would not visit city or downtown core.
- Downtown area lacks any pedestrian wayfinding or signage that would brand and engage the community, celebrate the historical core, and guide to points of interest.

Opportunities:

- **Engage visitors** at major entries along Highway 1, 52, 129, Beach Street, Riverside, Green Valley, and Airport with Gateways, and minor city branding.
- **Creating a sense of place** at entries and trailblazing into the downtown core, civic center, airport, hospital, and other points interests.
- **Creating a vehicle wayfinding system** that picks up as you enter the two main hubs of the city picking up where the trailblazing leaves off.
- **Creating a pedestrian signage wayfinding** system that facilitates the communities desire to have a walkable downtown, but also facilitate a branded placemaking experience to downtown and other areas of city where citizens and visitors like to visit.
- There are also opportunities for placemaking that **celebrate the history and future of Watsonville.**



The **Slough Story** is inspired by the surrounding natural beauty of the sloughs throughout Watsonville and the historical core downtown. Whether it is the color of light playing on the water, sunset or neat agriculture lines; or the textures and patterns in the surrounding native plants; to the historical building materials in downtown Watsonville. These conceptual themes weave their way into the Signage and Wayfinding system that reflect Watsonville at its core.

Using clean lines and large legible fonts, the intent of the sign system is to display a **highly branded look** — creating a sense of pagentry, place and connection as people move around the city. As you will see, we sought inspiration from traditional gateways, large pylons that identify key areas and patterns that add a decorative touch.

La historia del cenagal está inspirada por la belleza natural circundante de los pantanos de Watsonville y el núcleo histórico del centro. Ya sea el color de la luz que juega en el agua, la puesta de sol o las ordenadas líneas de agricultura; o las texturas y patrones en las plantas nativas circundantes; o los materiales de construcción históricos del centro de Watsonville.

Estos temas conceptuales abren paso en el sistema de señalización y orientación que refleja a Watsonville en su esencia. Usando líneas limpias y fuentes grandes y legibles, la intención del sistema de letreros es mostrar un aspecto sofisticado, creando una sensación de elegancia, lugar y conexión a medida que las personas se mueven por la ciudad. Como verá, buscamos inspiración en las puertas de entrada tradicionales, grandes pilones que identifican áreas clave y patrones que agregan un toque decorativo.

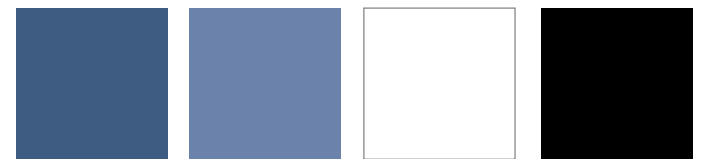


TYPEFACES: ANIVERS AND GOTHAM

W
A

A B C D E F G H I J K L M N O P Q
R S T U V W X Y Z 1 2 3 4 5

COLOR PALETTE

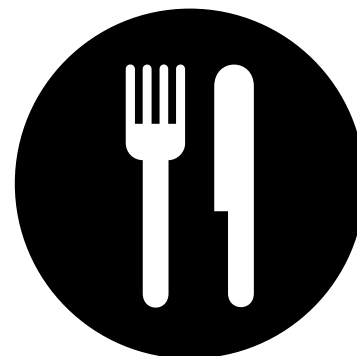




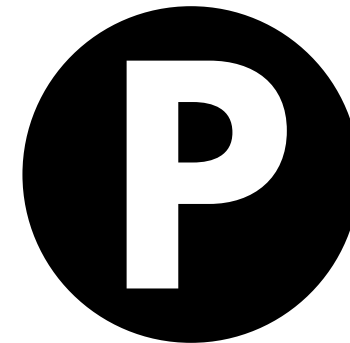
Information



Shopping



Dining



Parking



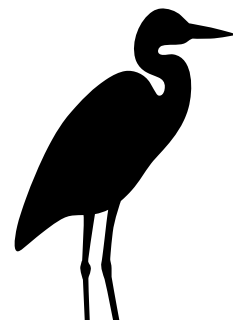
Transit



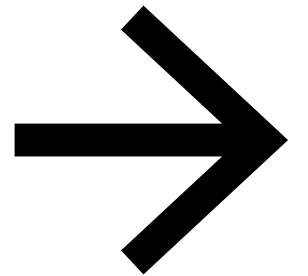
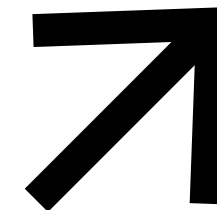
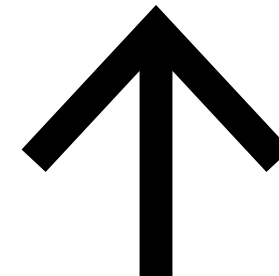
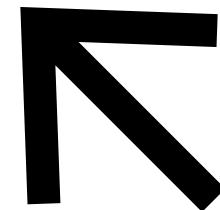
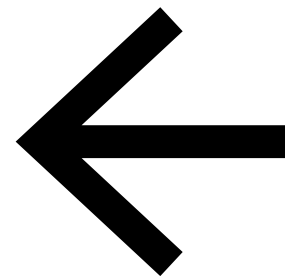
Walk



Hike



Heron



Arrows

INTERNATIONAL SYMBOLS AND ICON SYSTEM



WATSONVILLE

PRIMARY GATEWAY

CONCEPT B



CONCEPT A



TRAILBLAZER

CONCEPT B



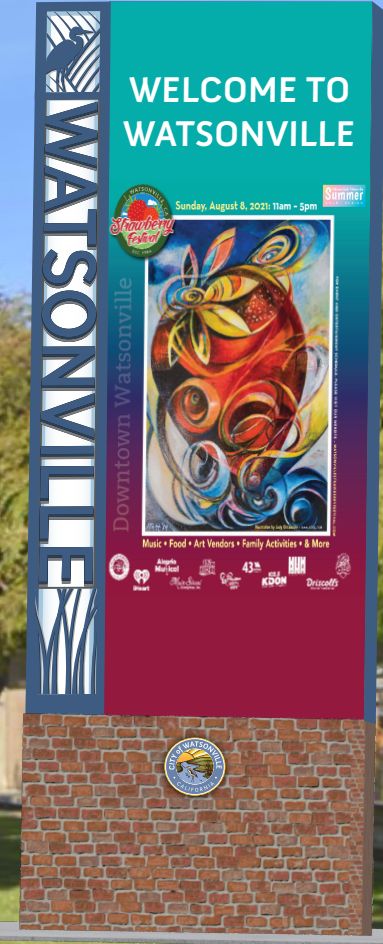
CONCEPT A



SECONDARY GATEWAY

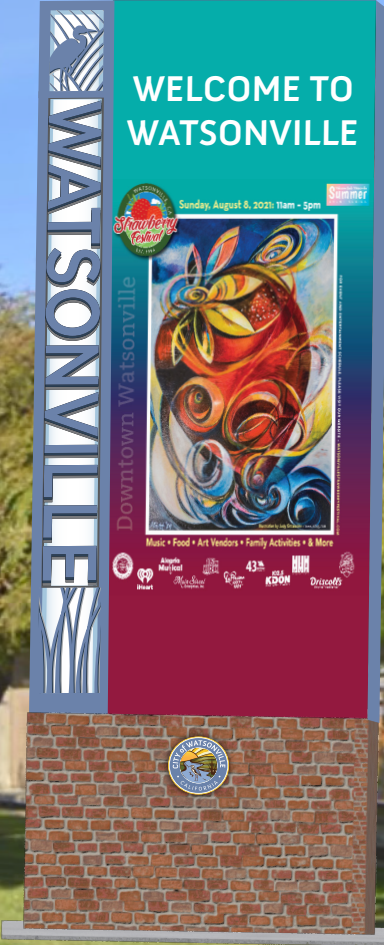
CONCEPT B

This digital display board will continuously rotate to advertise various community events and important information.



DIGITAL GATEWAY

CONCEPT A



CONCEPT B



CONCEPT A



STREET IDENTITY

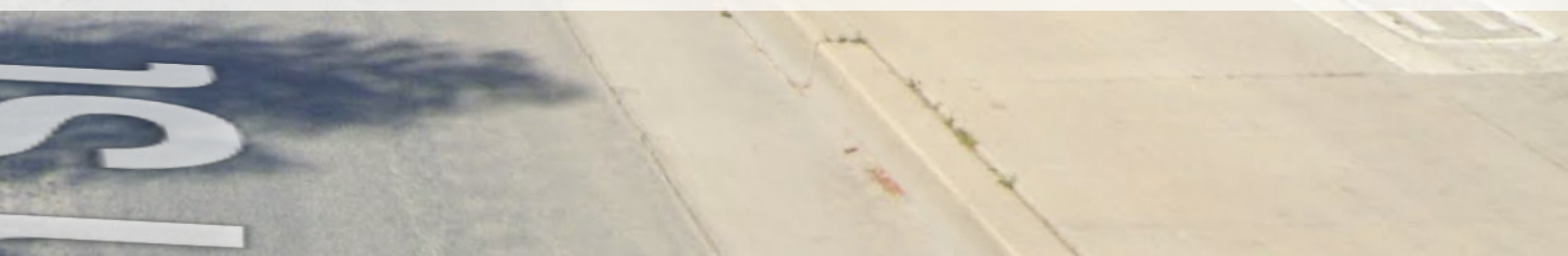
CONCEPT B



CONCEPT A



VEHICLE DIRECTION





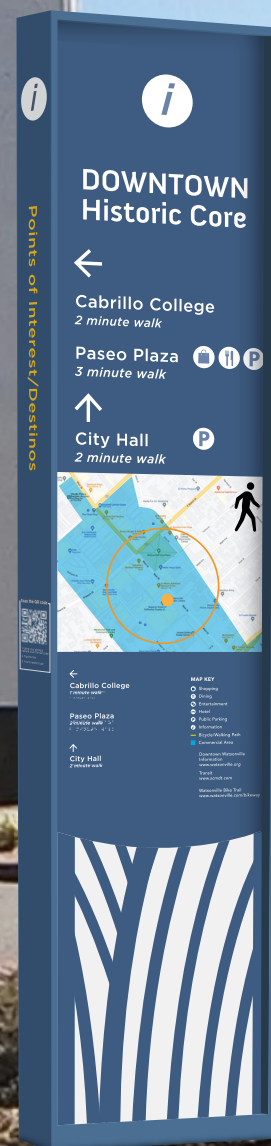
CONCEPT B



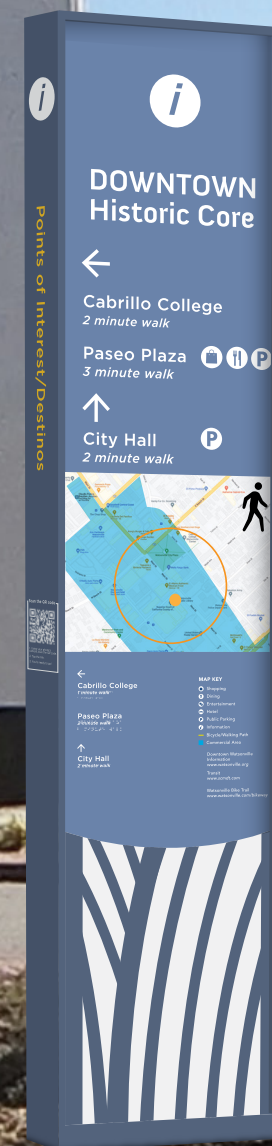
CONCEPT A

PEDESTRIAN DIRECTION

CONCEPT B



CONCEPT A



PEDESTRIAN DIRECTORY

