



# City of Manteca

## Community Directional (Wayfinding) Sign Program

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City of Manteca  
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## **PROGRAM STATEMENT**

The purpose of the Community Directional or Wayfinding Sign Program is to facilitate the movement of pedestrian and vehicular traffic to identified points of interest and public facilities throughout the City of Manteca. The sign program will provide guidelines to create highly visible and readable signs that can be quickly processed by all persons to keep the public moving effectively to their destinations.

## **PROGRAM GOALS**

- **Provide guidance to the public** – Wayfinding signs will direct tourists and travelers to key points of interest throughout the City.
- **Encourage exploration** – Effective wayfinding signs encourage visitors and residents to explore the community. Exploration opens new venues for commerce, entertainment, and service.
- **Sign consistency** – Remove excessive, duplicate, obsolete and confusing signage. The program provides consistent legible design for all wayfinding signs.
- **Increase sense of place** – A well coordinated sign program demonstrates the City's desire to provide assistance to the public and to welcome visitors to the City. The wayfinding signs will provide a sense of place and community pride.

## **SIGN TYPES**

**Gateway Signs** – Gateway signs are placed at main entrances to the City to welcome visitors and tourists. Gateway signs help create a positive community identity and create a recognizable landmark.

**Directional/Wayfinding Signs** – Wayfinding signs are installed at strategic locations throughout the City to provide tourists, travelers and other users of the public ways with guidance concerning public accommodations, facilities, and points of scenic, cultural, historic, educational, recreational, and other local community destinations.

## **SIGN PRINCIPLES**

The principles of the Wayfinding design include:

- **Visibility** – signs have contrasting colors between letters and background
- **Clarity** – font style and size are legible
- **Functionality** – signs have reflective design for visibility at night
- **Location** – strategic locations to provide users sufficient time to react
- **Uncomplicated** – ideal number of destinations per signs limited to four
- **Clutter** – simplify signs by consolidation and minimizing use of poles
- **Maintenance** – designed for flexibility and to minimize maintenance costs

## **COORDINATION AND REVIEW**

The City will coordinate the manufacturing, placement, and design of Gateway and Wayfinding signs. The Community Development Director or designee shall review the design of signs prior to installation for consistency with the sign program. The City Engineer or designee shall approve the installation and location of Gateway and Wayfinding signs.

## **AMENDMENTS**

The City Engineer and the Community Development Director may allow minor deviations to the Wayfinding sign program, provided that the minor change is in substantial conformity with the overall intent and goal of the sign program. Significant or major amendments to the Wayfinding sign program shall require City Council approval.

## **POINTS OF INTEREST**

Downtown – 23

Historical Museum – 5

Civic Center – 8

Outlets – 8

Library – 8

Ace Train – 5

Golf & Tennis – 19

Woodward Park – 3

Big League Dreams – 9

State Route 120 – 2

BMX – 9

Visitor Center – 4

Courthouse – 8

Winery – 2

Chamber of Commerce - 7

Skate Park – 2

Post Office – 2

Hospital – 4

\* The number represents the frequency each destination is listed.



