



City of Manteca

Community Directional (Wayfinding) Sign Program

May 17, 2011



City of Manteca
1001 W. Center Street
Manteca, CA 95337
(209) 456-8500
www.ci.manteca.ca.us

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.





Sign Locations and Content

Sign #	Location	Vehicle Direction	Content (←↑→)	Installation
1	Lathrop Rd - Airport Wy	Eastbound	Downtown ↑	New Pole
			Golf & Tennis ↑	
			Big League Dreams →	
2	Lathrop Rd - Union Rd	Eastbound	Outlets →	Use Existing Street Light Pole
			Downtown ↑	
			Golf & Tennis →	
3	Louise Ave - Airport Wy	Eastbound	Big League Dreams →	New Pole
			Downtown ↑	
			Golf & Tennis ↑	
4	Louise Ave - Union Rd	Eastbound	Outlets →	Use Existing Sign Pole
			Downtown ↑	
			Golf & Tennis →	
5	Louise Ave - Union Rd	Westbound	Civic Center ←	Use Existing Street Light Pole
			Golf & Tennis ←	
			Outlets ←	
6	Main St - Louise Ave	Southbound	Golf & Tennis →	Use Existing Pole
			Downtown ↑	
7	Yosemite Ave - Cottage Ave	Westbound	BMX ←	Use Existing Pole
			Downtown ↑	
			Historical Museum ↑	
			Hospital →	
8	Main St - Yosemite Ave	Northbound	Courthouse ↑	Use Existing Pole
			Library ↑	
			Historical Museum ←	
			Chamber of Commerce ←	
9	Main St - Center St	Southbound	Civic Center →	Use Existing Pole
			Courthouse ←	
			Library →	
			Post Office →	
10	Yosemite Ave - Union Rd	Westbound	Civic Center →	Use Existing Street Light Pole
			Golf & Tennis →	
			Visitor Center ←	
11	Union Rd - Yosemite Ave	Northbound	Civic Center ↑	New Pole or maybe use existing
			Downtown →	
			Historical Museum →	
			Chamber of Commerce →	
12	Yosemite Ave - Union Rd	Eastbound	Civic Center ←	Use Existing Sign Pole
			Outlets →	
			Golf & Tennis ←	
13	Union Rd - Yosemite Ave	Southbound	Downtown ←	New Pole
			Big League Dreams →	
			Chamber of Commerce ←	
14	Union Rd - Center St	Northbound	Civic Center →	Use Existing Sign Pole
			Library →	
			Courthouse →	
			Skate Park →	
15	Yosemite Ave - Airport Wy	Westbound	Big League Dreams ←	New Pole
			Ace Train ↑	
16	Airport Wy - Yosemite Ave	Northbound	Ace Train ←	New Pole
			Hospital →	
			Golf & Tennis →	
			Chamber of Commerce →	
17	Yosemite Ave - Airport Wy	Eastbound	Big League Dreams →	New Pole
			Downtown ↑	
			Golf & Tennis ↑	
18	Main St - Lathrop Rd	Southbound	Golf & Tennis ↑	New Pole
			Downtown ↑	

Sign Locations and Content

19	Louise Ave - Main St	Eastbound	Downtown →	New Pole
			Library →	
			Courthouse →	
20	State Route 99 - Yosemite Ave	Northbound	BMX ←	Caltrans ROW New Pole
			Downtown ←	
			Chamber of Commerce ←	
21	State Route 99 - Yosemite Ave	Southbound	BMX →	Caltrans ROW New Pole
			Downtown →	
			Chamber of Commerce →	
22	State Route 120 - Main St	Westbound	BMX →	Caltrans ROW New Pole
			Downtown →	
			Woodward Park ←	
23	State Route 120 - Main St	Eastbound	BMX ←	Caltrans ROW New Pole
			Downtown ←	
			Woodward Park →	
24	State Route 120 - Union Rd	Westbound	Outlets ←	Caltrans ROW New Pole
			Visitor Center ←	
			Golf & Tennis →	
25	State Route 120 - Union Rd	Eastbound	Outlets →	Caltrans ROW New Pole
			Visitor Center →	
			Golf & Tennis ←	
26	Atherton Dr - Union Rd	Westbound	State Route 120 →	Use Existing Street Light Pole
			Downtown →	
			Golf & Tennis →	
27	State Route 120 - Airport Wy	Westbound	Big League Dreams →	Caltrans ROW New Pole
			Ace Train →	
28	State Route 120 - Airport Wy	Eastbound	Big League Dreams ←	Caltrans ROW New Pole
			Ace Train ←	
29	Daniels St - Airport Wy	Eastbound	State Route 120 →	Use Existing Pole
			Golf & Tennis ←	
			Downtown ←	
30	Airport Wy - Yosemite Ave	Southbound	Big League Dreams ↑	New Pole
			Ace Train →	
			Downtown ←	
			Hospital ←	
31	Yosemite Ave - Main St	Eastbound	BMX →	New Pole
			Library ←	
			Courthouse ←	
32	Main St - Moffat Blvd	Southbound	BMX ←	New Pole
33	Yosemite Ave - Spreckels Ave	Eastbound	BMX →	New Pole
			Hospital ←	
34	Yosemite Ave - Vasconcellos Ave	Westbound	Downtown ↑	Use Existing Pole
			Chamber of Commerce ↑	
35	Yosemite Ave - Main St	Westbound	Library →	Use Existing Pole
			Courthouse →	
			Historical Museum ↑	
36	Main St - Woodward Ave	Southbound	Woodward Park ←	New Pole

Sign Locations and Content

37	Main St - Industrial Park Dr	Northbound	BMX →	Use Existing Pole
			Downtown ↑	
			Historical Museum ↑	
38	Main St - Center St	Northbound	Library ←	Use Existing Pole
			Civic Center ←	
			Courthouse →	
			Post Office ←	
39	Lathrop Rd - Union Rd	Westbound	Golf & Tennis ←	Use Existing Street Light Pole
			Outlets ←	
40	Lathrop Rd - Main St	Eastbound	Downtown →	New Pole
			Golf & Tennis →	
			Winery ←	
41	Airport Wy - Louise Ave	Southbound	Golf & Tennis ←	New Pole
			Big League Dreams ↑	
			Downtown ←	
42	Union Rd - Center St	Southbound	Civic Center ←	Use Existing Pole, possibly new pole
			Library ←	
			Courthouse ←	
			Skate Park ←	
43	Main St - Northgate Dr	Northbound	Winery ↑	New Pole
44	Union Rd - Lathrop Rd	Southbound	Outlets ↑	Use Existing Street Light Pole
			Downtown ↑	
			Golf & Tennis ↑	
			Visitor Center ↑	

