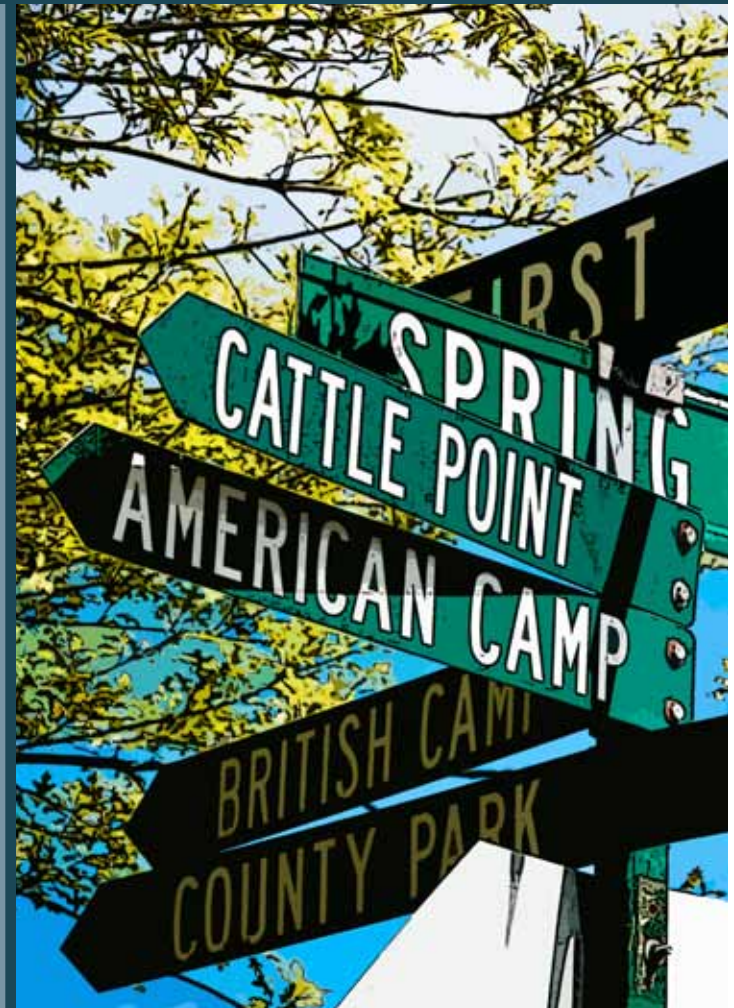


HELPING VISITORS FIND THEIR WAY: WAYSHOWING AND SIGNING PROGRAM

8





The gateway into Moran State Park

Effectively communicating information to visitors and guiding them in their travel ...

are important activities along scenic byways. Engaging visitors starts by helping them identify and navigate the byway. Visitors need to be able to clearly understand where they are at all times during their byway experience. The signing and wayshowing program provides the tools to help visitors find their way and answers the following questions:

- How do visitors find the byway?
- Where does the byway begin and end?
- How much time should be allotted for travel to and on the byway?
- Where should visitors turn to stay on the byway?

- How do visitors know they are still on the byway?
- What and where are the special places (intrinsic qualities and attractions) along and near the byway?
- Where should visitors stay, eat, learn, recreate, and shop? Where can they find services they might need (restrooms, auto repair, etc.)?

This section of the corridor management plan provides a recommended program for signing and wayshowing. It addresses the difference between “wayfinding” and “wayshowing,” the four stages of making a byway trip, the tools visitors

use at each stage, and the elements that an effective byway guidance system should include. This section also includes recommendations for cohesive signing and wayshowing systems to enhance the byway travelers’ experiences.

Signing and Wayshowing —An Introduction

Signs serve many different functions – they identify, inform, warn, advertise, direct, describe, and explain. This Wayshowing and Signing Program is focused on the types of signing and communication that will reinforce the identity of the scenic byway and

aid traveler navigation to, from, and along the byway. This program does not address regulatory signs already managed by San Juan County, the Town of Friday Harbor, and WSDOT.

All aspects of signing and wayshowing should be closely coordinated with those responsible for the particular route (such as the Washington State Department of Transportation for the mainland routes to the byway and the marine highway route/ferry, and San Juan County and the Town of Friday Harbor for the roadway routes on the islands). Signing and wayshowing efforts also need to be coordinated with individual site owners and managers along the byway.

Refer to Section 9 – Preserving and Enhancing the Byway’s Character for specific design guidelines and additional suggestions related to reinforcing the byway’s identity through design and location of signs.

What is the Difference between Wayfinding and Wayshowing?

Wayfinding is the mental process that byway travelers go through that turns their goals into decisions, actions, and

WAYFINDING IS WHAT BYWAY TRAVELERS DO:

WAYSHOWING IS WHAT BYWAY PROVIDERS DO:

SEEING



Providing Maps, Signs and Graphics

READING



Providing Written Instructions and Maps

HEARING



Providing Audio Guidance or Personal Guides/Volunteers/Docents

LEARNING



Providing Educational Information and Experiences

Adapted from America’s Byways® Resource Center Presentation

behaviors. Wayfinding is the act of navigating the byway and being able to continuously solve problems under uncertainty.

Wayshowing is the communication of information, intentionally implemented by byway providers, to aid travelers in setting desired goals, making decisions, and taking appropriate actions as part of navigating their trip along the byway.

Byway providers are the individuals who have some responsibility for the byway, whether government agencies, byway organizations, businesses along the byway, land managers, volunteer groups, or tourism agencies. Their role is to provide support to byway travelers. They have the responsibility to show travelers the way to, from, and along the byways they are managing.



Because the ferry terminals are principal gateways to the byway, visitor information and orientation displays at these locations are essential wayshowing tools.

The Four Stages of Trip Making

Travelers go through four stages in the process of taking a trip, and the wayshowing process must engage them during each of

these stages. Travelers rely on specific tools during each of these stages, and their successful completion of each stage will have a strong influence on their overall experience of the byway.

STAGE 1 PRE-TRIP

Visitors are choosing/selecting the byway they want to visit. They are then making plans and preparing for their trip. They want to know what is there, why they would go there, and how to get there. The tools in this stage may include the Internet (podcasts, downloadable maps and programs, etc.), travel brochures, advertisements, maps, and/or information from others.

STAGE 2 ENROUTE

During this stage, visitors are finding their way to the byway. They may need to be oriented along their way to the byway. The tools in this stage may include signs, GPS systems, cell phones, radio programs, printed maps and brochures, and/or information from places or people along the way to the byway.

STAGE 3 ON-SITE

Once visitors have arrived at the byway, they are navigating their way along the byway routes and finding the special places. The tools in this stage may include gateway signs, byway logo signs, directional signing to sites, orientation kiosks/signs on sites, GPS systems, cell phones/apps, radio programs, maps, brochures, podcasts, wayside exhibits (interpretive) and information from people along the byway.

STAGE 4 POST TRIP

Visitors have found their way back home, and once there they are recalling and reflecting upon their visit. The byway experience should leave them with a positive, lasting memory. (*"That was a great trip!"*) Based on their experience, they may:

- Return to the byway again someday
- Visit another byway
- Share their experience with others and encourage them to visit the byway

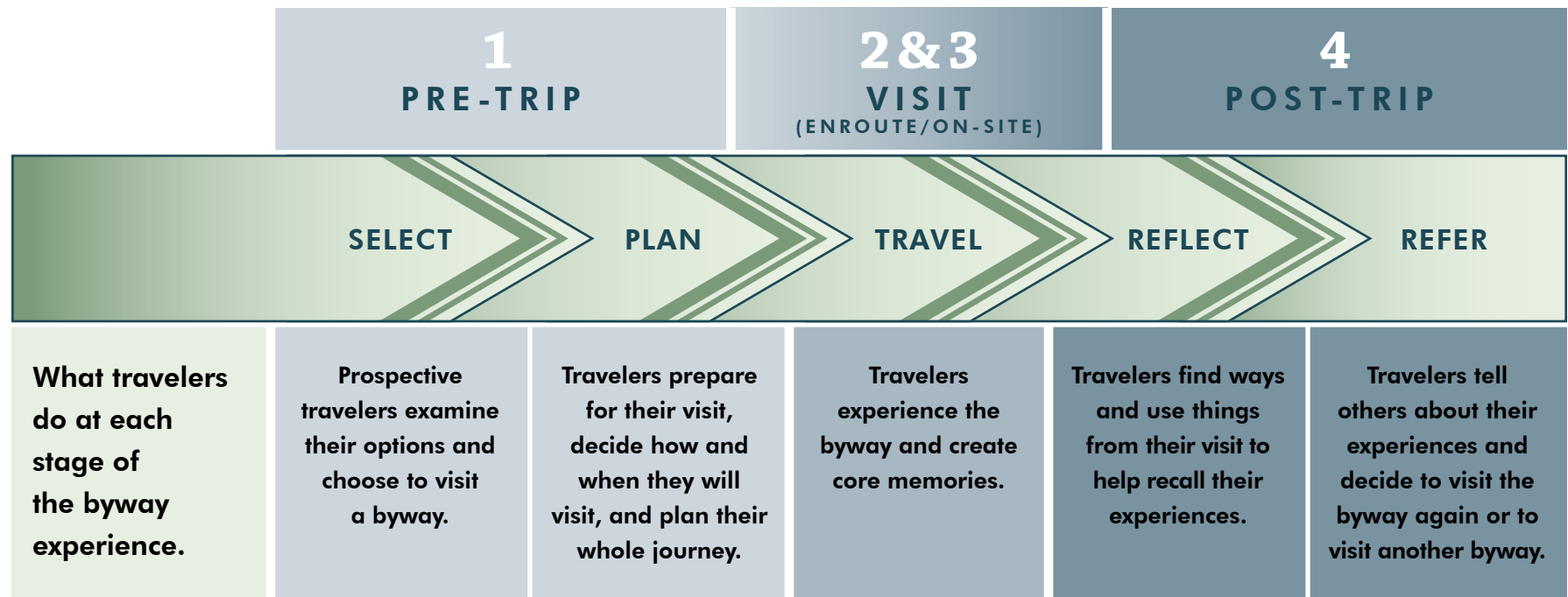
The tools in this stage may include remembrances from the trip such as maps, brochures, merchandise they purchased, word-of-mouth messages, photos they took, Internet sites (Facebook, Trip Advisor, etc), letters to the editor, and other activities.

Adapted from America's Byways® Resource Center Presentation

The charts below and on the following pages were adapted from "Wayshowing for Byways, A Reference Manual," published by the America's Byways® Resource Center. These charts describe the five skills travelers rely on (select, plan, travel, reflect, and refer) as they progress through the four stages of trip-making. The "Travelers' Actions" chart below lists what travelers do at each stage of their

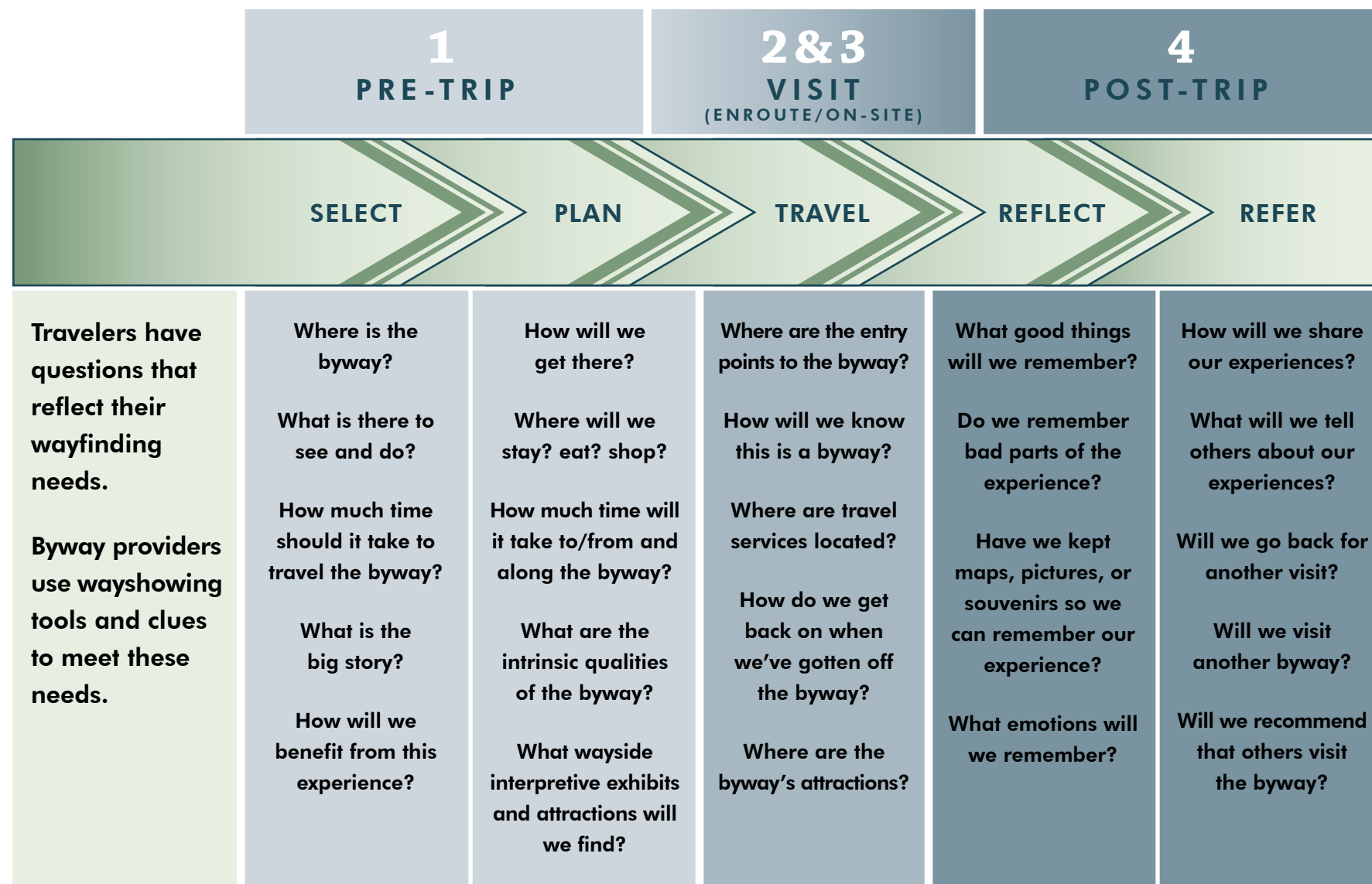
trip-making. The chart on the next page lists typical questions that travelers have during each stage of their trip. The chart on page 8-6 depicts the types of tools often used by byways to address travelers' questions and wayshowing needs. The chart on page 8-7 lists the essential wayfinding needs of byway travelers and how these needs are commonly met by various types of wayshowing components.

TRAVELERS' ACTIONS



Adapted from Wayshowing for Byways—A Reference Manual, America's Byways® Resource Center

TRAVELERS' QUESTIONS THAT WAYSHOWING TOOLS NEED TO ADDRESS



Adapted from Wayshowing for Byways—A Reference Manual, America's Byways® Resource Center

BASIC WAYSHOWING TOOLS & RELATIVE IMPORTANCE TO THE BYWAY/WAYSHOWING EXPERIENCE

	1 PRE-TRIP		2 & 3 VISIT (ENROUTE/ON-SITE)		4 POST-TRIP
Travelers have questions that reflect their wayfinding needs.	SELECT	PLAN	TRAVEL	REFLECT	REFER
Print Brochure	◆	◆	◆	◆	◆
Website	◆	◆	◆	◆	◆
Advertising	◆	◆		◆	◆
Print Maps	◆	◆	◆	◆	◆
Guide Signs	◆	◆	◆	◆	◆
Electronic Guidance Enroute/On-Location		◆	◆	◆	
Wayside Interpretive Exhibits			◆	◆	◆
Merchandise	◆	◆	◆	◆	◆

Relative Importance to Byway/Wayshowing Experience: LOW ◆ MEDIUM ◆ HIGH ◆

Adapted from Wayshowing for Byways—
A Reference Manual, America's Byways® Resource Center

ESSENTIAL BYWAY TRAVELERS' WAYFINDING NEEDS MET BY WAYSHOWING COMPONENTS

ESSENTIAL WAYFINDING NEEDS	PHYSICAL			PERSONAL			WAYSHOWING COMPONENTS
	TRAVEL DIRECTIONS	MAPS	DIGITAL DATA	ENTRANCES AND EXITS	ORIENTATION STOPS	BYWAY GUIDE SIGNS	
Identify Origins and Destinations	✓	✓	✓	✓	✓		✓
Determine Turn Locations/Changes in Direction	✓	✓	✓		✓	✓	
Identify Segment Links and Directions of Movement	✓	✓	✓		✓	✓	
Recognize Enroute & On-Location Landmarks, as well as Distant Landmarks		✓			✓		✓
Embed a Mental Picture of the Byway into Visitors' Minds (Cognitive Orientation)		✓	✓	✓	✓		✓

Adapted from Wayshowing for Byways—
A Reference Manual, America's Byways® Resource Center



Providing an Effective Byway Guidance System

An effective byway guidance system should include the following components.

THE BYWAY GUIDANCE SYSTEM KEY

	Entrances, Exits, and Gateways
	Orientation Stops
	Repetitive Route Markers
	Directions to Planned Stops
	Byway
	Connecting Routes

In addition to signs, kiosks, and other static elements along byways, there are a

variety of high technology tools available to help travelers these days. These include GPS systems, MP3 players, multi-functioning cell phones, satellite radio, and others. However, it's important to note that not all travelers have access to these tools. Until these tools are universally available, it will continue to be important to provide a basic level of guidance and information to them through signs, kiosks, in-person guidance, and other methods along the byway, as well as through printed and portable maps and brochures.



The Anacortes Ferry Terminal is a primary gateway to the byway and should prominently display byway information.

Wayshowing and Signing Recommendations

Specific observations and recommendations related to the San Juan Islands Scenic Byway related to signing and wayshowing are provided below.

Pre-trip Guidance

The way travelers plan and prepare for their journeys has rapidly changed over the last few years. The Internet age has facilitated immediate access to information about travel destinations as well as access to reservation systems that allow direct and efficient booking online. A 2011 study completed by America Online indicates that 97 percent of Americans now plan their travel using the Internet. (The study included all generations. Even older adults now commonly use the computer to plan and book their vacations.) Websites and searches are the preferred sources of travel information (see tables on this page).

There is a wealth of existing information available to visitors to aid them in planning and preparing for their trip to the San Juan Islands including a variety of websites. The San Juan Islands

HOW DO YOU FIND TRAVEL INFORMATION?	
63%	I go directly to the websites of the destination I am thinking of visiting
55%	I conduct a general web search (using programs such as Google, Yahoo, Bing or others)
52%	I get recommendations from friends and family members (word-of-mouth)
34%	I do research through third party travel websites (such as Orbitz, Expedia, Travelocity, or others)
30%	I request brochures and information through the mail
26%	I use online portals (such as AOL, MSN, Yahoo!, About, etc.)
23%	I read about the destination I am thinking of visiting (through TripAdvisor, VirtualTourist, etc.)

Source: Mandala Research, LLC, for America Online (AOL), January 2011 (study targeted driving travelers)

Visitors Bureau website offers extensive information about the byway, as well as printed guides and maps updated annually. The chambers of commerce on each island also provide byway information on their websites, as do the state tourism and transportation department websites. If the byway becomes nationally designated, information will be made available on the America's Byways® website. Various places along the byway also provide extensive information on their websites (such as the Washington State Ferries, the Town of Friday Harbor, San Juan Island National Historical Park, Moran State Park, and many others).

Their trust in the information depends on its source:

78%	Opinions of family members
76%	Opinions of friends
55%	A destination's official website
52%	Online reviews from known experts
50%	Travel magazines
49%	Television shows about travel
47%	Online travel agencies
43%	Online travel content sites

Source: Mandala Research, LLC, for America Online (AOL), January 2011 (study targeted driving travelers)

As the San Juan Islands Scenic Byway organization continues to grow and strengthen, it may be desirable to develop

a specific byway website, separate from the Visitors Bureau site. The byway website should have the look and feel of the byway, reinforcing its brand and design guidelines (conveyed through not only the use of the byway logo, but also through the use of colors, design styles, fonts, and graphics displayed on the website).

In addition to website guidance and the Visitors Bureau's printed guides, there are numerous guides and brochures on the San Juan Islands that can be found onboard the ferries, as well as at visitor information centers throughout the Pacific Northwest. The byway group should work with these entities to get the byway logo and byway information integrated into displays and printed materials.

Enroute Guidance

As travelers make their way to the byway, via the Washington State Department of Transportation (WSDOT) system along Interstate 5 and State Route 20, there is a need for additional "San Juan Islands" guide signs en-route to the Anacortes Ferry Terminal. For example, only one sign on I-5 (northbound in advance of Exit 230) directs travelers to exit for the San Juan Islands. On State Route

20 West on the way to Anacortes and in town, and on the SR 20 spur route from Anacortes, working with WSDOT to determine the possibility of installing additional advance notification signs notifying people as to the direction and distance to the ferry is recommended. Having a few more would help to reinforce the travel route to the scenic byway. These types of signs are referred to as "supplemental guide signs" in the WSDOT signing manual. These signs typically have a green background and must be designed in compliance with WSDOT requirements. The San Juan Islands Scenic Byway logo emblem could be placed on these signs to enhance the sense of arriving at the scenic byway, along with specific words (such as "follow State Route 20 to the San Juan Islands Scenic Byway").

WSDOT manages the state highway sign program to ensure that travelers are provided with the information they need, without adding redundancy and too much detail. Traveler safety is a principal concern. Any requests for additional signs or for adding information to existing signs would need to go through WSDOT, and such requests may or may not be granted.

Electronic guidance is rapidly becoming more popular among travelers. Internet-based navigation tools can aid travelers during both the pre-trip and the enroute stages of their journeys. Travelers can access information before they leave via their personal computers, or on the road through a variety of devices (mobile phones, GPS units, electronic pads, and other personal/hand-held devices). These navigation tools not only provide maps and directions, but also guide travelers to key points of interest, as well as services and accommodations.

POPULAR INTERNET-BASED NAVIGATION TOOLS

55%	MapQuest
50%	Google Maps
25%	GPS in Vehicle
23%	Paper Maps
21%	GPS Portable

USE OF ELECTRONIC NAVIGATION TOOLS

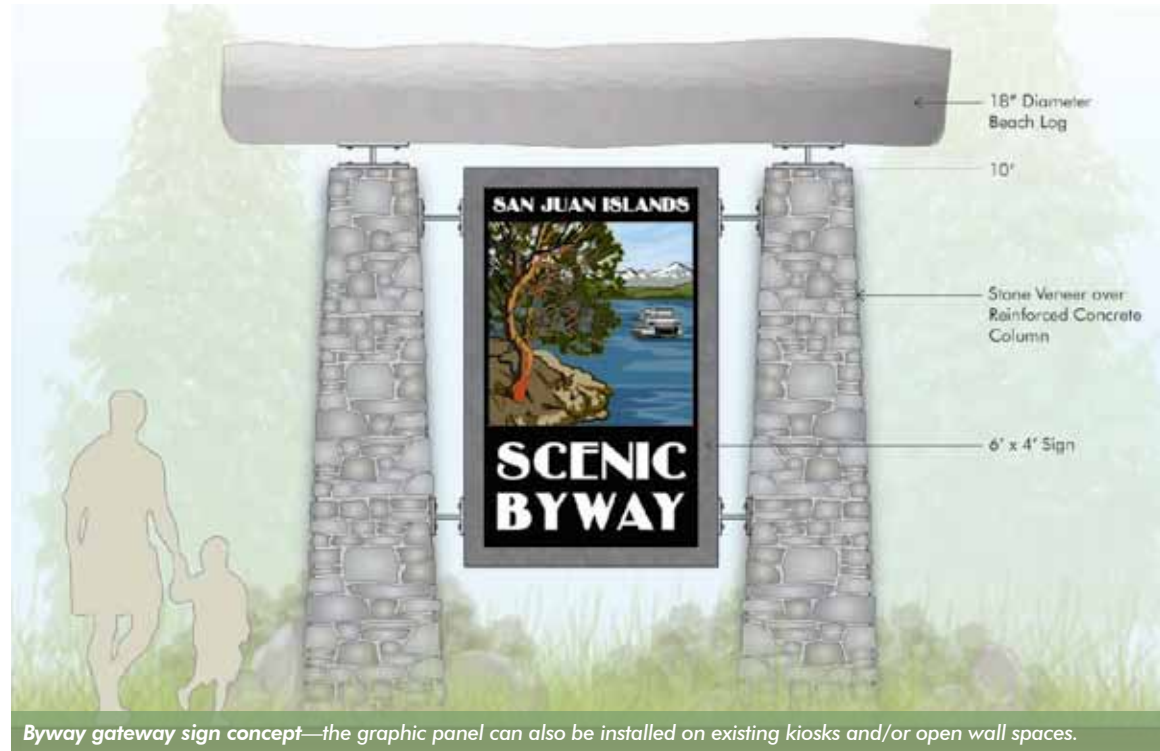
87%	Use tools for maps and directions
47%	Use tools to find points of interest
40%	Use tools to find lodging

Source: Mandala Research, LLC, for America Online (AOL), January 2011 (study targeted driving travelers)

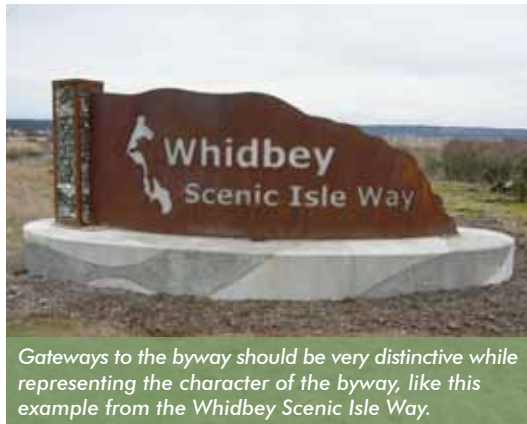
Gateways (Byway Entrances and Exits)

Gateways to the San Juan Islands Scenic Byway are already distinctive and recognizable. These primarily include the ferry terminals that serve as the portals to the byway experience, including the principal gateway to the byway, the Anacortes Ferry Terminal. Other terminals at Orcas, San Juan, Shaw, and Lopez islands also function as gateways to the byway, as does the Sidney terminal (from Canada). Other transportation gateways include airports and water ports/marinas.

Particularly at the Anacortes Ferry Terminal, it will be important to provide signs and information in the waiting areas that alert travelers that the experience of the scenic



Byway gateway sign concept—the graphic panel can also be installed on existing kiosks and/or open wall spaces.



Gateways to the byway should be very distinctive while representing the character of the byway, like this example from the Whidbey Scenic Isle Way.

byway starts with the marine passage. The message “Welcome to the San Juan Islands Scenic Byway” or “Your San Juan Islands Scenic Byway Experience Starts Here” could be displayed. Ultimately, the byway should be promoted on the lighted reader board at the Anacortes Terminal, as one option. Strategic placement of the byway logo emblem, along with installation of specific byway information at the Anacortes Ferry Terminal—both inside and outside

the waiting area— is also recommended. In addition to repetition of the byway logo at gateway locations, all signs at ferry terminals associated with the scenic byway should have a cohesive design style recognizable throughout the byway routes. (See Section 9 for design guidelines.)

The byway may choose to design and install specific gateway signs or monuments, which could be located at the gateways

and orientation hubs along the routes. The gateway signs/monuments should include the byway logo, possibly in a larger size, attached to a welcome panel/structure. There may be landscaping or other features, such as timber columns, stone bases, and other elements installed as part of the gateway feature. The gateway signs/monuments should represent the character of the byway. They should be attractive, leaving a positive, lasting and memorable impression with byway visitors.

Some byways (such as the Cascade Loop and Stevens Pass) have installed “gateway” signs that consist of a larger standard highway sign with a green background. However, gateway signs designed and constructed to carefully blend with the natural settings of the San Juan Islands Scenic Byway are recommended. Gateway signs may be back-lit, bottom-lit, or reflectorized for night visibility.

The preferred multi-modal routes (access to transit, walking, bicycling, and motor vehicle) at each gateway location need to be more clearly delineated with signs, pavement markings, and in maps and printed information. For example, visitors

disembarking from the ferry in Orcas Village and Friday Harbor should be immediately guided to a nearby location where they can obtain information about the byway. This guidance route and orientation may change depending on if visitors are on foot or bike versus if they are in a vehicle. Additionally, orientation maps, signs and guidance should be provided at other gateways where visitors arrive to the San Juan Islands Scenic Byways, such as the airports and major marina/port sites.

Orientation Hubs

Orientation hubs are the places that visitors expect to find information while en-route or onsite as part of their trip, as well as the places that byway providers offer information to travelers. Orientation hubs should be easily recognizable, easy to find, and located with enough frequency that byway travelers can re-orient themselves along their route. It is common for information kiosks to be located at byway orientation hubs and for these hubs to be located in communities and activity centers along the byway. For the San Juan Islands Scenic Byway, the following orientation hubs are recommended (in addition to the gateway locations already mentioned above):



Orientation hubs should contain useful information and maps for visitors and be easily recognizable from the byway.

SAN JUAN ISLAND

- Friday Harbor – Two to Three Locations (in addition to the Ferry Terminal)
- English Camp
- American Camp
- Lime Kiln Point State Park
- San Juan County Park
- Roche Harbor

ORCAS ISLAND

- Orcas Village/Landing Area (in addition to the Ferry Terminal)
- Map Corner
- West Sound
- Deer Harbor
- Eastsound Village Green

- Historic Rosario Resort
- Moran State Park
- Olga Corner
- Obstruction Pass State Park
- Doe Bay

A distinctive, recognizable and attractive byway kiosk should be designed and installed at each of these hub locations. The byway logo should be included on the kiosk, along with maps of the byway (one overall map and one enlarged scale map of the vicinity of the hub). The kiosks should also be designed to display additional visitor information and interpretation pertaining to the specific site. Byway travelers should be able to view the kiosks and learn the locations of the byways guidance system (gateways and orientation hubs) as well as special sites along the byway and the places they can go for services and accommodations such as lodging, food, restrooms, etc. Refer to Figures 8-1 through 8-3 at the end of this section for recommended locations for byway information displays.

Generally, advertising of private businesses is not recommended on these signs (and is not permitted with federally funded



signs through the byway program). This is because businesses are always changing, creating the need to update signs more frequently (which can be costly), and there can be appearance of fairness issues with showing some businesses but not others. However, the international icons for traveler orientation (food, information, lodging, restrooms, hospital, museum, fuel, etc.) can and should be used on maps and brochures to guide visitors to these places.

Byway Logo Signs (Repetitive Route Markers)

Scenic byway logo signs identify the significance of the corridor as a scenic

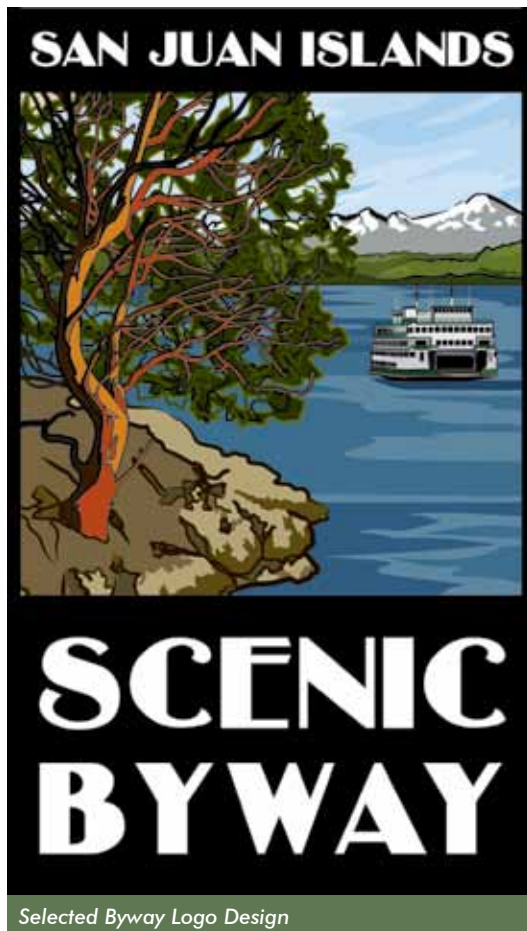
byway to travelers and may also identify it as a historically, culturally, and/or educationally significant route. Logo signs are also called route markers or trailblazer signs. They are also sometimes called “confirmation/reassurance signs.”

Byway logo signs consist of the byway logo fabricated as a sign and affixed to a standard post sign. The sign may be accompanied by other directional signs affixed to the same post. The proposed size of the byway logo sign as designed is 24 inches by 40 inches. The sign should be reflectorized for night visibility.

The sign will be located along the edges of the roadways of the byway, similarly to other directional signs. The logo sign should be placed at intervals of about every three to five miles along the byway. Where possible, logo signs can be added

to existing sign posts that already hold a directional sign. Consolidating signs along the corridor will help to minimize visual intrusion. Additional guidance may be found in the Washington State Department of Transportation document, *Scenic Byway Logo Signing Guidelines*, 2007. However, it is important to note that the byway land routes are not state highways under WSDOT jurisdiction. The land routes are under San Juan County jurisdiction, and County standards and requirements will need to be followed for sign fabrication, installation, and placement. For example, any new signs installed within the right-of-way (or even along/outside the right-of-way) will require permits from the County. Also, no byway logo or directional signs may be affixed to regulatory signs (such as “stop” signs or speed limit signs).

In addition to the logo sign/route markers along the byways, it is also advisable to provide directional signing on roadways leading up to the byway (upon approach to the junction with the byway). This will alert travelers that they are approaching the byway and that they should turn onto it if they would like to follow the byway route.



For the marine routes, it may be possible to display the byway logo sign onboard the ferries throughout the region in cooperation with Washington State Ferries.

While there should only be one logo that represents the overall identity of the byway and used on route markers along the byway, the San Juan Islands Scenic Byway will potentially develop a family of logos in the same design style. Refer to more information about this in Section 10.

Milepost Markers

The byway's identity can be reinforced in other ways as well. For example, a smaller version of the byway logo could be affixed to mile markers and site markers at key destinations along the byway (see design guidelines in Section 9). When visitors see these reminders of the byway, they will be reassured that they are still on the designated route and will also more readily remember the destination as part of their overall byway experience.

Milepost markers are currently provided intermittently along scenic byway land routes. It may be desirable to consider replacing these with more context-sensitive milepost markers and to provide additional milepost markers for more consistency. Milepost markers could be important for developing an integrated interpretive plan and informational brochure (with features being keyed to milepost locations along the byway). Interpretive areas and other areas of significant interest can

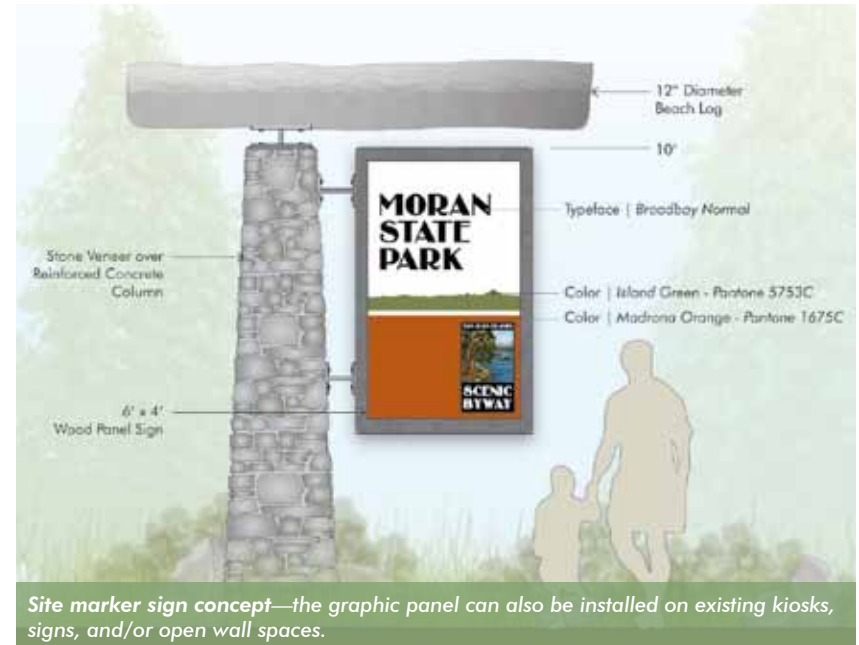
easily be identified and referenced in the publication and readily located on the ground based on milepost locations. The milepost markers could be boulders or timber posts installed in accordance with county road standards. Mile numbers along with a scenic byway emblem could be either etched in the boulder or adhered to the surface. Milepost markers along trail routes also provide helpful orientation to visitors, as shown in the examples below from Lime Kiln Point State Park.



Special Places and Attractions along the Byway

There are many special places and attractions along the byway as described in Sections 4 and 6. These are the places that will truly engage visitors in the experience of the byway and leave a lasting memory. These sites can be more directly linked with the byway as part of the byway experience in a number of ways as desired.

- Site-specific signs or markers, such as boulders or timber posts, with small byway logos or simplified elements from the logo engraved or affixed as emblems, can be located near the entrance to each site.
- Byway logos (small versions) can be provided on existing site signs or on new signs or interpretive displays developed at the site, particularly those funded by the byway program.
- The sites can be identified as special places along the byway in byway maps, brochures, and on websites.



Special Feature/ Place Name Signs

Special features and place names could be identified along the byway with small signs. A good example of where this has been done is the Columbia River Gorge National Scenic Area. Small signs could be placed in the right-of-way or on private property with the permission of property owners. These signs also could be designed to reflect the design guidelines and palette of the scenic byway, functioning as part of the byway experience. Signs could show the names of historic sites and features (such as barns), streams and lakes, forests and ecosystems, geologic and geographic features, agricultural crops and other elements. These signs are typically designed to be small and discreet while still visible to byway travelers. A careful balance between providing a

minimal amount of information to visitors without creating sign clutter or intruding upon scenic qualities is extremely important.

Interpretive Signs and Historic/Heritage Markers

Interpretive signs, panels, and kiosks communicate information about special places and events that either currently exist or that existed in the past along the corridor. Interpretive signs are typically tied together through design and visual character to reflect an overall theme for the byway. They should be designed with a unifying style that is recognizable as a continuous element throughout the byway.

Interpretive signs and the structures that support the signs should be constructed of materials that complement the natural and cultural elements unique to the byway. Interpretive signs should be responsive to context, setting, and special qualities of the sites, yet still provide unity to the overall byway system.



An existing interpretive sign at Roche Harbor on San Juan Island

Historic/heritage markers include signs or monuments that have been installed to mark an historical event. These signs usually provide less detail and illustration than an interpretive sign/panel. A system of historical signs or plaques can be designed to reflect the character of the era they relate to. For example, new plaques along the Friday Harbor historic walking tour could be designed to reflect the era of the settlement of the town.

Interpretive wayside exhibits are an excellent medium to tell travelers about the intrinsic qualities of the corridor. Multiple exhibits throughout the corridor can be used to link various sites together through a strong theme and consistent design. Interpretive information can also be displayed on larger kiosks, along with traveler information and maps.

The corridor logo could be included in a smaller size on the interpretive display infrastructure. Displays should use a consistent color scheme, format and type style. Design of interpretive panels and displays in proximity and within the San Juan Island National Historical Park would need to comply with the National Park Service Wayside Design Guidelines, which also include standards related to accessibility. Refer to Section 6 for more information on where interpretation should be located along the corridor. Additional design recommendations for interpretive displays are provided in Sections 6 and 10.

Family of Logos/Special Banners

The primary scenic byway logo will be used to mark the byway routes, as well as to mark key sites along the byway, and to strengthen the identity of the byway in promotional materials such as brochures, maps, and displays. In addition to this primary logo, a family of logos designed in the same style (within a



American Camp, English Camp, Lime Kiln Point State Park, San Juan County Park, Roche Harbor, Orcas Village, Deer Harbor, Eastsound, Moran State Park, Mount Constitution, Olga, Obstruction Pass State Park, Doe Bay, and others.

This project will require support from a graphic artist. For more about this proposal and examples of how this has been done in other locations refer to Section 10.

Byway Maps

Visitors should be able to mentally embed or visualize the byway route as they travel along it. They should have a “cognitive map” of the byway in their heads as part of their experience. As such, it is highly recommended that byway map graphics be developed in a similar style and be displayed repeatedly along the byway. North should always be positioned at the top or upper side of the maps for consistent

certain color palette and with the same fonts) could be developed to represent the various sites and experiences along the byway. The logos can be used on posters, post cards, t-shirts, and other merchandise to be sold along the byway. The logos can also be placed on special banners or sign posts at each of the sites that they represent. Special logos are envisioned for:

- Historic Barns and Farms Tour Sites
- Arts and Cultural Tour Sites
- Wildlife Watching Tour Sites
- San Juan Islands Bicycling Routes
- Unique and special sites along the byway such as: Friday Harbor,



visitor orientation. At each gateway, orientation hub, and key site along the byway where maps are displayed (such as on kiosks), a prominent “you are here” label should be provided to orient visitors to where they are on the land route. Maps should also be displayed onboard the ferries, with prominent features visible from the ferry routes labeled so that visitors can discern where they are along the marine passage route.

In addition to static displays of the map along the byway, byway maps should continue to be made available on websites. This allows visitors to engage in pre-trip planning, and they can choose to print the maps to carry them along their trip as well. Continuation of print version byway maps in traveler brochures, such as the one developed by the San Juan Islands Visitors Bureau, is also highly recommended. Portable byway maps to guide and orient visitors during a trip are essential.

Junction Wayshowing Signs

Existing informal signs on both islands (and more intensively on Orcas Island) currently provide direction to travelers approaching and at junctions. These signs are wood signs with routed painted lettering and are generally rustic and in keeping with island character. Although it is not clear who is responsible for maintaining these signs, it is generally believed they were a past project of the local chambers of commerce.

Although the signs are informal and representative of the look and feel of the islands, they can be difficult to read and see from the roadway. Several are in need of some maintenance, and in some cases information needs to be updated and additional popular destinations need to be indicated. The San Juan Islands Scenic Byway, working jointly with San Juan County, Orcas Island Chamber of Commerce, San Juan Island Chamber of Commerce, the San Juan Islands Visitors Bureau, and other partners could take on a project that would update and possibly replace these signs with new junction wayshowing signs.

Refer to Section 10 for some options showing how this signing could be



The current wayshowing signs at junctions can sometimes be difficult to read from the roadway.



Advance warning/directional signs help to guide travelers to their destination as this example from the Olympic Peninsula shows.

designed to convey a rustic, rural character appropriate for the islands, while also providing clearer direction to visitors.

Advance Warning/Directional Signs to Special Places and Orientation Hubs

Advance warning/directional guide signs direct and orient visitors to their destinations along the land routes of the byway. These signs assist visitors with wayfinding and identify points of interest located along the byway or off the main route. (For example, loop tour routes can be signed through directional signing placed on the byway in advance of the turn off points). Directional signs identify recreational opportunities, visitor services and facilities, cultural and historic sites, and other destinations and attractions along the corridor, such as parks and museums. At a minimum, directional signs should be installed in advance of byway information/orientation hubs and all key sites along the land routes of the byway.

Brown and white recreational signs (and blue and white traveler information signs) are included in this category. These signs are typically placed in advance of these sites and sometimes include a reference to the distance to the point of interest (i.e. "Heritage Marker - 1/4 mile ahead" with an arrow). For the San Juan Islands Scenic Byway, avoiding too much sign clutter and visual intrusion of the landscape is a major concern. As such, placement of directional signs must be judicious. Also, these signs should be designed and installed to be as non-intrusive to views and visual qualities as possible, while still being effective.

A few directional signs already exist along the San Juan Islands Scenic Byway land routes. It is recommended that these signs be updated with byway information, rather than installing new signs to avoid redundancy and clutter. A full assessment of existing signs should be completed before choosing where to place additional signs and also to determine if some of these signs could be consolidated.

***For the San Juan Islands Scenic Byway,
avoiding too much sign clutter and
visual intrusion of the landscape
is a major concern.***



Additional Guidance Related to Signing

A minimalistic approach should be taken with installation of new signs along the scenic byway. Only those absolutely necessary to communicate the byway identity and notify travelers of important sites should be provided (such as byway logo route markers and trailhead signs).

All signs should be easy to read and should clearly convey the intended information. Signs must be carefully designed and installed in accordance with all applicable local, state, and federal requirements to avoid creating hazards to drivers and bicyclists. Any new or additional signs added along the byway should be carefully designed and placed to minimize intrusions on the scenic experience. They should be attractive, as well as informational and effective. New wayshowing elements and signs also should be designed and constructed for long-term durability with minimal need for maintenance.

To avoid sign clutter, unnecessary, superfluous, and redundant signs should be avoided. Where possible, signs should be consolidated at one location. Signs should identify and provide direction to points of interest and intrinsic qualities of the byway, but not necessarily all places and businesses along the corridor. Existing signs that are redundant and ineffective should be removed, consolidated, or improved.

Where possible and practical, multiple signs should be located on a single sign post, as long as the information presented still conveys a clear message. With replacement of signs as part of ongoing maintenance, new signs should be consolidated as feasible.

As part of avoiding the overuse of signs along the corridor, directions to less prominent destination and attractions could be provided in brochures, pamphlets, and other information available at visitor information centers.

Regulatory signs that serve a safety purpose are regulated by federal and state agencies and organizations, including the Federal Highway Administration, the American Association of State Highway Officials, the Manual on Uniform Traffic Control Devices, and Washington State Department of Transportation.

Local jurisdictions, such as San Juan County and the Town of Friday Harbor should review their existing signing ordinances to determine if the requirements and guidelines will provide for the best possible scenario for design and placement of signs in context with the setting and to minimize visual intrusion.

Compliance with Outdoor Advertising Controls

The Federal Highway Administration requires outdoor advertising controls for designated scenic byways and specifically prohibits billboards. In Washington, the Scenic Vistas Act of 1971, Chapter 47.42 RCW and Chapter 469-66 WAC, was enacted to promote and protect the natural beauty of areas adjacent to officially designated state scenic and recreational highways, as well as primary and interstate highways. The purpose of the Scenic Vistas Act was to promote the public health, safety, welfare, convenience, and enjoyment of public travel. The existence of the Scenic Vistas Act ensures that the San Juan Islands Scenic Byway will be in compliance with the FHWA requirement of no billboards and the presence of outdoor advertising controls. Local regulations



Outdoor advertising controls are important for preserving the natural beauty of the byway.

at the county and town level also regulate outdoor advertising. In addition to Scenic Vistas Act requirements, state scenic, primary and interstate highways must comply with the Highway Beautification Act, Title 23 U.S.C., Section 131 (signs along the marine highway system are subject to these requirements).

On-premise advertising signs are specifically regulated by the Scenic Vistas Act. An on-premise sign advertises an activity conducted on the property on which the sign is located. This type of sign is limited to identifying the establishment, or the principal or additional products or services offered on the property.

Other Applicable Sign Regulations

In addition to the federal and state laws related to the placement of outdoor advertising that are administered by the Washington State Department of Transportation, San Juan County and Friday Harbor regulate signing and advertising through local ordinances.

All property owners are expected to comply with local, state, and federal regulations for outdoor advertising control along the corridor. Compliance with outdoor advertising requirements, in accordance with the provisions of the Scenic Vistas Act and other signing regulations, is verified by local authorities and WSDOT outdoor advertising inspectors and maintenance workers on a regular basis.

For more information related to existing advertising, signing controls and guidelines, refer to the following publications.

- WSDOT Highway Advertising Control: Scenic Vistas Act
- WSDOT Highway Advertising Control: Motorist Information Signs
- San Juan County Zoning Code

- San Juan County Roads/Public Works Standards
- Design Review and Historic Preservation Provisions in Friday Harbor
- Friday Harbor Sign Ordinance
- Other Design Requirements and Approvals May be Required for Each Site

All signing must comply with applicable governmental regulations and signs must be located in accordance with location, clear zone, and height requirements of San Juan County for non-highway routes and WSDOT for highway routes. The WSDOT Scenic Byway Logo Signing Guidelines contain design ideas that can be used for the San Juan Islands Scenic Byway. However, since the land routes are not designated state highways, County sign standards and requirements take precedent over the WSDOT guidelines.

Some types of signs, including directional guide signs and supplemental guide signs, will need to be designed and installed in accordance with the USDOT Manual on Uniform Traffic Control Devices (MUTCD). The MUTCD also provides requirements for regulatory signs (such as “CAUTION” and “YIELD” signs), as well as signing and making of pedestrian and bicycle facilities. San Juan County follows MUTCD guidelines for all regulatory, traffic, and roadway signing.

Wayshowing and Signing Program Process

The basic steps to implementing the Wayshowing and Signing Program are as follows.

1. Confirm byway logo design and branding identity desired.
2. Confirm the design of kiosks, gateway signs, site markers, mile markers, and other types of signs and features to be installed along the byway (see Section 10).
3. Assign a “Wayshowing and Signing” subcommittee for the byway with members who can focus on signing analysis, needs, and design suggestions.
4. Inventory existing signs along the byway and identify redundancies, unnecessary signs, and additional signing needs.
5. Develop a coordinated signing plan that includes adding, consolidating, and removing signs. Refer to public comments from the corridor management planning process related to signing and wayshowing needs.
6. Coordinate with San Juan County on the addition, consolidation, and/or removal of signs.
7. Prepare maps for the mainland and the routes on each island that show proposed locations for each sign type to be installed.
8. Coordinate with Washington State Ferries on desirable displays and information to be provided onboard the ferries.
9. Coordinate with the Washington State Department of Transportation on the placement of byway logo on existing supplemental guide signs/directional signs on the en-route highways (I-5 and SR 20).
10. Pursue funding from the Federal Highway Administration National Scenic Byway Program and/or other sources to implement elements of the Wayshowing and Signing Program.
11. Coordinate the final design, fabrication, and installation of the signs, gateway features, and other elements. As designs are developed, evaluate and confirm that the designs represent the character and experience of your byway in an effective and



Coordination with WSF concerning onboard displays and information will be an important ongoing need.

professional manner. Make sure the appropriate level of information is provided and avoid trying to provide too much information.

12. Continue on-going coordination with San Juan County, WSF, and WSDOT during sign maintenance.
13. Develop a byway-specific website that reinforces the byway identity and provides readily available wayshowing information.
14. Continue to work with state agencies, the San Juan Islands Visitors Bureau, Orcas Island Chamber of Commerce, San Juan Island

Chamber of Commerce, National Park Service, Washington State Parks and Recreation Commission, and other site owners and managers on updating their websites to include byway wayshowing information.

15. Periodically survey byway visitors to monitor the success of the Wayshowing and Signing Program. Are they able to find their way to and from and along the byway? Do they understand what key sites are part of the byway experience? Is the byway identity being conveyed strongly enough? Are byway maps

readily available to support the entire byway experience? Is directional signage sufficient to alert and safely lead byway travelers to approaching attractions or to side roads leading to byway destinations? Are scenic byway logo signs/route markers placed at a frequent enough interval? Are there conveniently located places where travelers can stop and view maps to become oriented to the byway? These and other questions should be answered through the survey process.

Benefits of Implementing the Wayshowing and Signing Program

The recommended Wayshowing and Signing Program will provide travelers and residents with an informative and attractive series of wayshowing features and signs along the byway that will supplement the existing signs, including existing regulatory and advisory signs. Consolidation of existing and potential future signs will help to minimize visual intrusion. The use of the byway logo on gateway signs, kiosks, mile markers, and other elements will reinforce the identity of the scenic byway and make visitors aware they are on the scenic byway.

FIGURE 8.1 SAN JUAN SCENIC BYWAY KIOSK & WALL DISPLAY LOCATIONS



FIGURE 8.2 SAN JUAN ISLAND KIOSK & WALL DISPLAY LOCATIONS



FIGURE 8.3 ORCAS ISLAND KIOSK & WALL DISPLAY LOCATIONS

