

Community Focus Statement C: Become a model gateway community to Joshua Tree National Park.

C3

Action Statement C.3: Coordinate with business and property owners to develop a series of guidelines for wayfinding and advertising signage that embraces the community’s design vision while providing direction and information to both residents and visitors.

Benchmark: Completion of wayfinding and advertising signage design guidelines.

Champion: Volunteer group or person or can be identified by the community

Estimated Cost: \$1,000–\$200,000



Example of wayfinding signage. Photo source: [iowahighways](http://iowahighways.com)

Wayfinding signage includes information kiosks, maps, directional signs, banners, and other signage that orients and helps guide people to various destinations. Banners on street poles can identify the downtown area and announce upcoming events. A welcome sign and unique gateway features can announce arrival into the community and downtown area, and they are recommended to create inviting entrances. Design guidelines can address how businesses present themselves to the public, including architectural styles, business signage, entrances, external lighting, awnings, and shopfront windows.

The components of a unifying design guidelines include the following products intended to establish attractive streets and shopfronts in the community’s downtown: a streetscape furnishing palette, wayfinding signage, and design guidelines for Joshua Tree businesses. Design guidelines outline specific guidance on how to modify existing buildings and signage and construct new ones in a manner that complements existing development and enhances the desired character of the commercial district. Development of the design guidelines should be a community-based planning process. Design preferences for materials and styles should be determined with the close involvement of the community.

It is important that the community coordinate with San Bernardino County Land Use Services to ensure that guidelines and materials are consistent with the County Development Code and sign placement requirements.



Action	Action Leader	Timeline	Resources
1. Establish a committee to create wayfinding design guidelines for Joshua Tree.	Champion with Joshua Tree Chamber of Commerce	Years 1 – 3	Joshua Tree Chamber of Commerce http://joshuatreechamber.org/
2. Select a chair to lead the committee.	Joshua Tree design committee	Years 1 – 3	San Bernardino County Land Use Services http://cms.sbcounty.gov/lus/Home.aspx
3. Develop wayfinding and other design guidelines for the Joshua Tree community.	Joshua Tree design committee	Years 1 – 3	San Bernardino County Public Works http://cms.sbcounty.gov/dpw/Home.aspx
4. Coordinate with the San Bernardino County Land Use Services Department and Department of Public Works to ensure design guidelines are consistent with the County Code.	Joshua Tree design committee with County	Years 1 – 3	America Walks – Every Body Walk! Micro Grants http://americawalks.org/every-body-walk-micro-grants-awarded/
5. Publish and implement design guidelines in the community. Support businesses and organizations participating in the wayfinding program.	Joshua Tree design committee, Joshua Tree Chamber of Commerce	Years 1 – 3	Wayfinding Design: What every community needs to know about design http://www.dvrpc.org/SOS/Roundtable/pdf/2013-12-06_Wayfinding.pdf
6. Revisit the design guidelines annually to ensure they are current and up to date. Secure funding, track progress and implementing projects.	Joshua Tree design committee	Annually	