

Gridley Highway 99 Visitor Action Plan



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Project Goal

Provide a roadmap for the Gridley community to improve community image and make downtown a destination district.

3 Elements:

- Promote our business

- Enhance built environment

- Wayfinding and beautification

Community Goals

Preserve:

- Historic walkable downtown
- Historic urban fabric
- Historic & cultural base – ag & natural resources

Enhance:

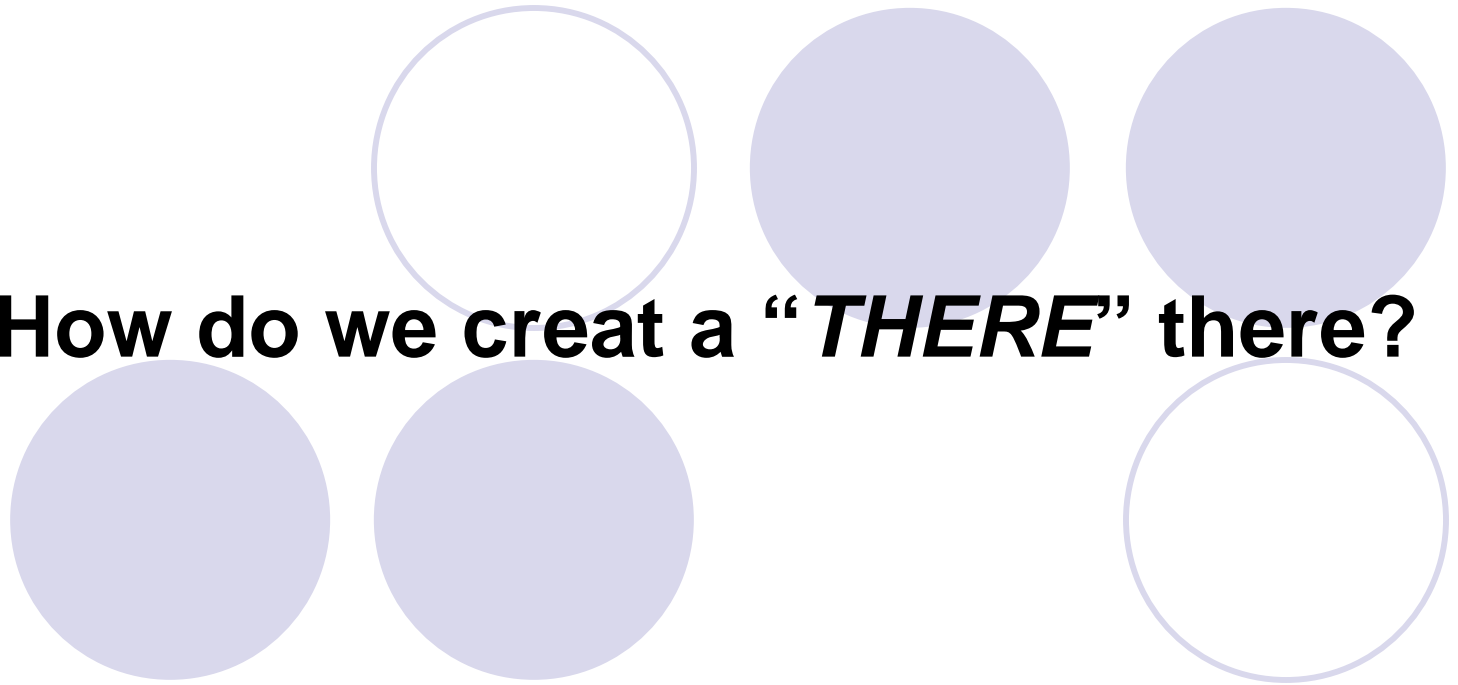
- Gridley's 'front door' – Highway 99
- Existing business' success
- Visibility & attraction to historic downtown

Create:

- New economic development
- New identity as tourist destination
- New opportunities
- New, well-planned & designed growth

Looking at Gridley's piece of Highway 99

How do we creat a “***THERE***” there?



Existing Conditions





The Goal:

Moving from a car oriented environment to a multi-modal one...

...creating places for people and interaction



Big Idea

Built Form – Architecture

New pedestrian-oriented buildings

Landscaping (sense of green)

Business signage









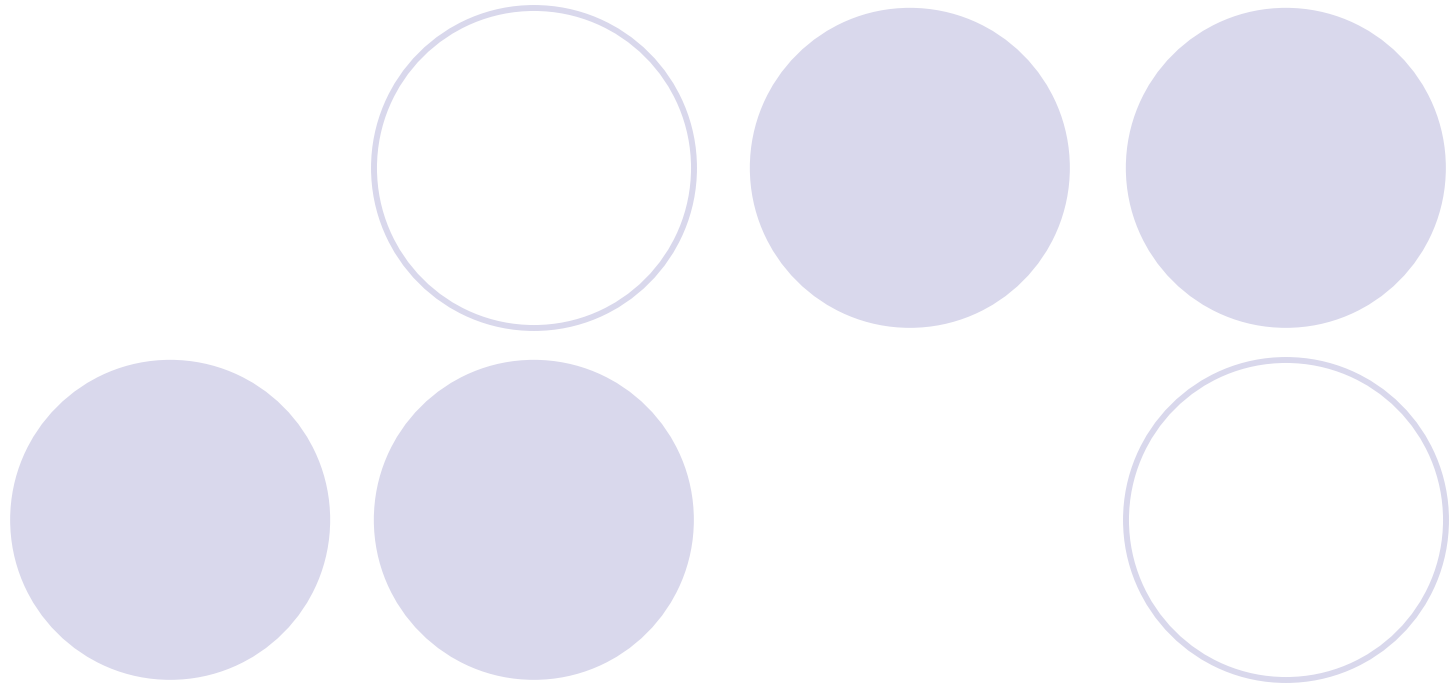








Moving Toward Better Commercial Signage



General Sign Guidelines

- Signs should reflect the character of the businesses they represent
- Signs should fit in with buildings they are attached to, and have continuity with the scale, quality, and design of other buildings in the district
- Signs should be architecturally integrated in terms of shape, size, color, texture, and lighting so that they are complimentary to the overall design of the building
- Signs should be in proportion to the size, location and logical position on the building



Purpose of Signage

- Signs identifies the place or business, locate tenants, and in general provide direction
- Signage reinforces the downtown's character and provides visual interest
- Signage helps to maintain the integrity of the place
- Signage preserves and enhances the unique urban and pedestrian character of the district or zone



General Placement Rules

- Signs should not obscure building elements such as windows, cornices, or other architectural elements
- Signs should fit within the façade of the building



Monument Signs

Who: Automobiles

Where: Along the street at the property line, parking lots entries



Wall Signs

Who: Automobiles and pedestrians across the street

Where: Preferably incorporated into the architecture of the building



Blade Signs, Projecting Signs and Hanging Signs



Awning Valance or Canopy Signs



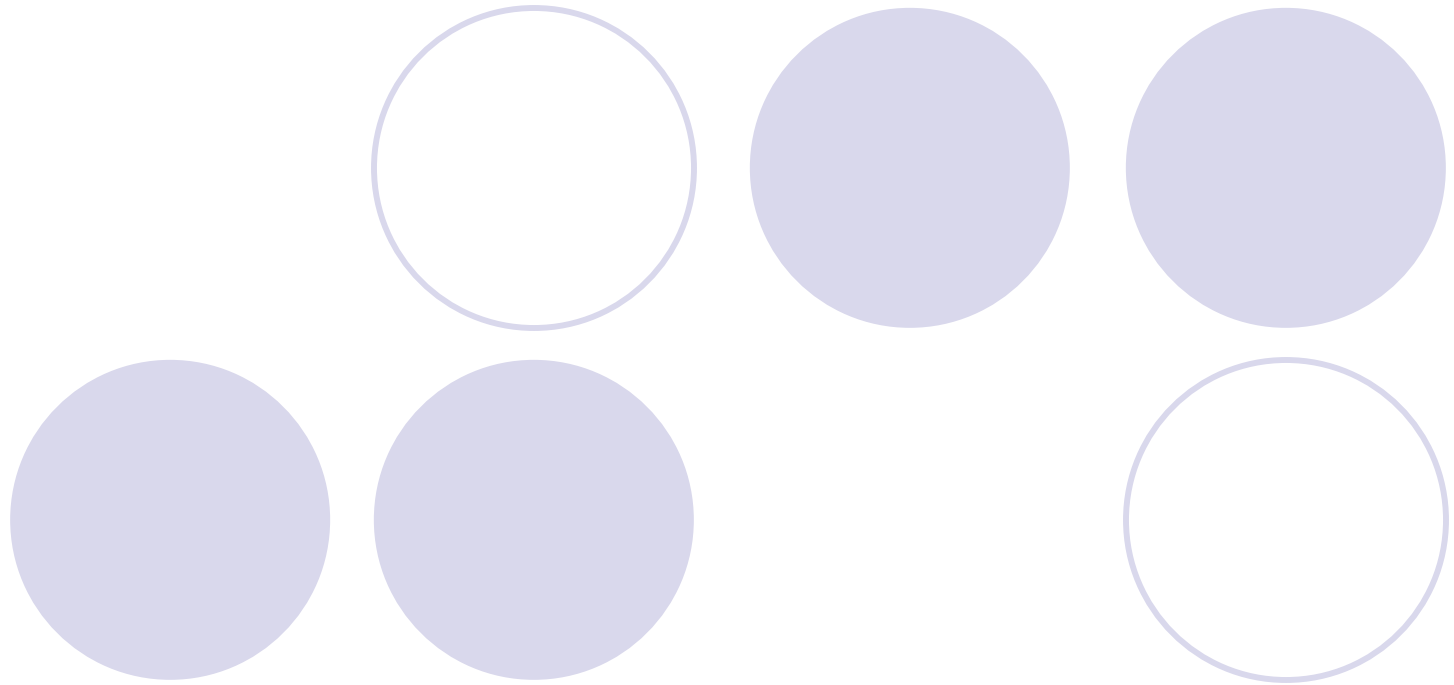
Window Signs



Kiosks

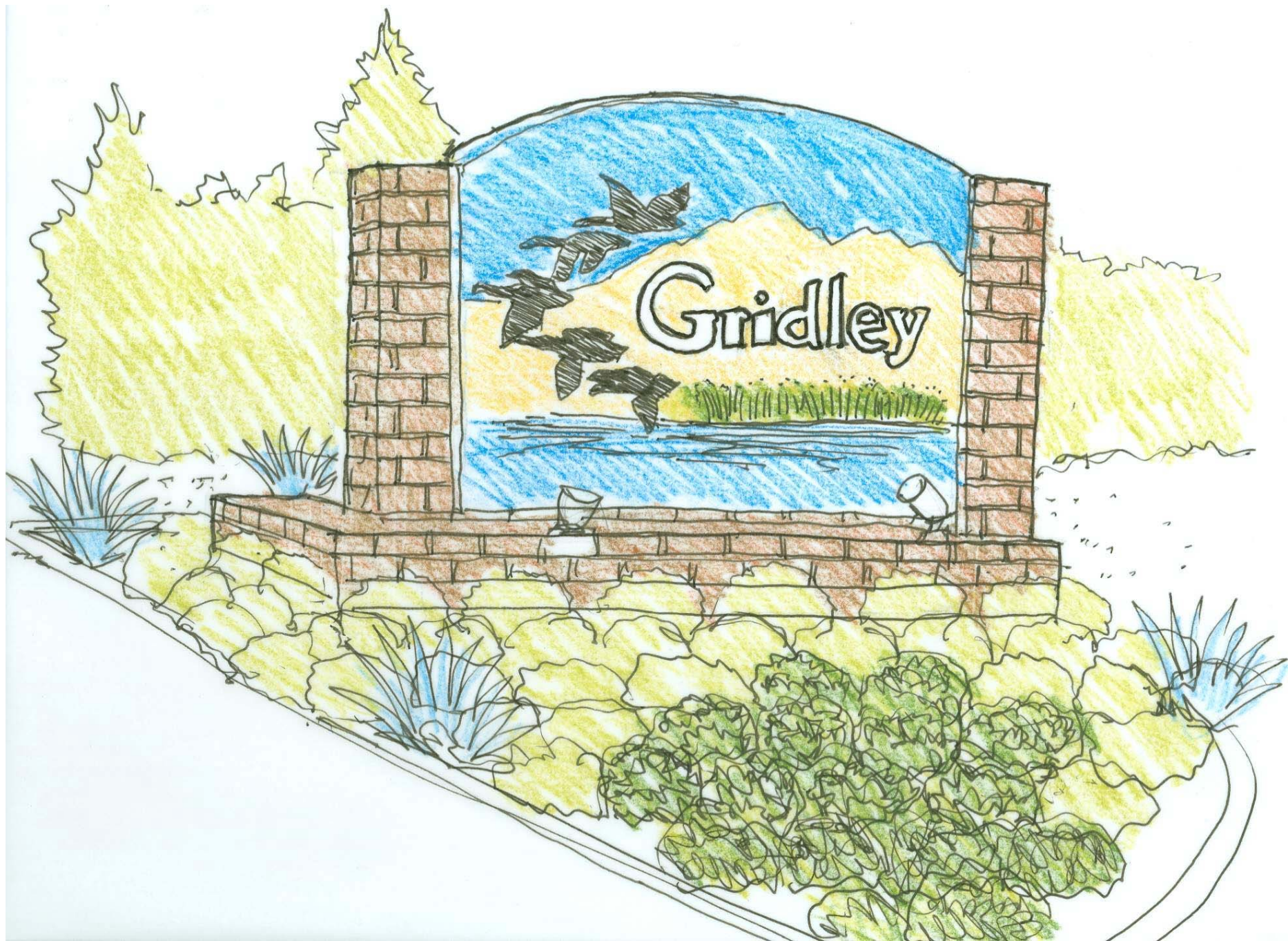


Next Steps and Guiding Principles



Guiding Principles

- Signage zones for Highway 99
- Code recommendations for zones
- Develop a sign hierarchy with consistent look and theme
- Negotiate easements when needed with private landowners
- Have symbols and images reflect character of Gridley
- Utilize quality, long-lasting materials
- Work within existing codes



Preliminary Next Steps

- Develop visitor sign committee
- Verify potential sites in the field
- Meet with private landowners regarding easements
- Talk to surrounding communities about their success – ex: Yuba City
- Begin fundraising

Next Step – Written Action Plan

- Short, medium, long-term actions
- Who should do what?
- Budget estimates

Observations

- You're all in this together
- Success is linked to
Communication, Coordination, Care