

*Discover, Explore, Connect*  
Santa Barbara County



*Wayfinding for Long Distance Trails*

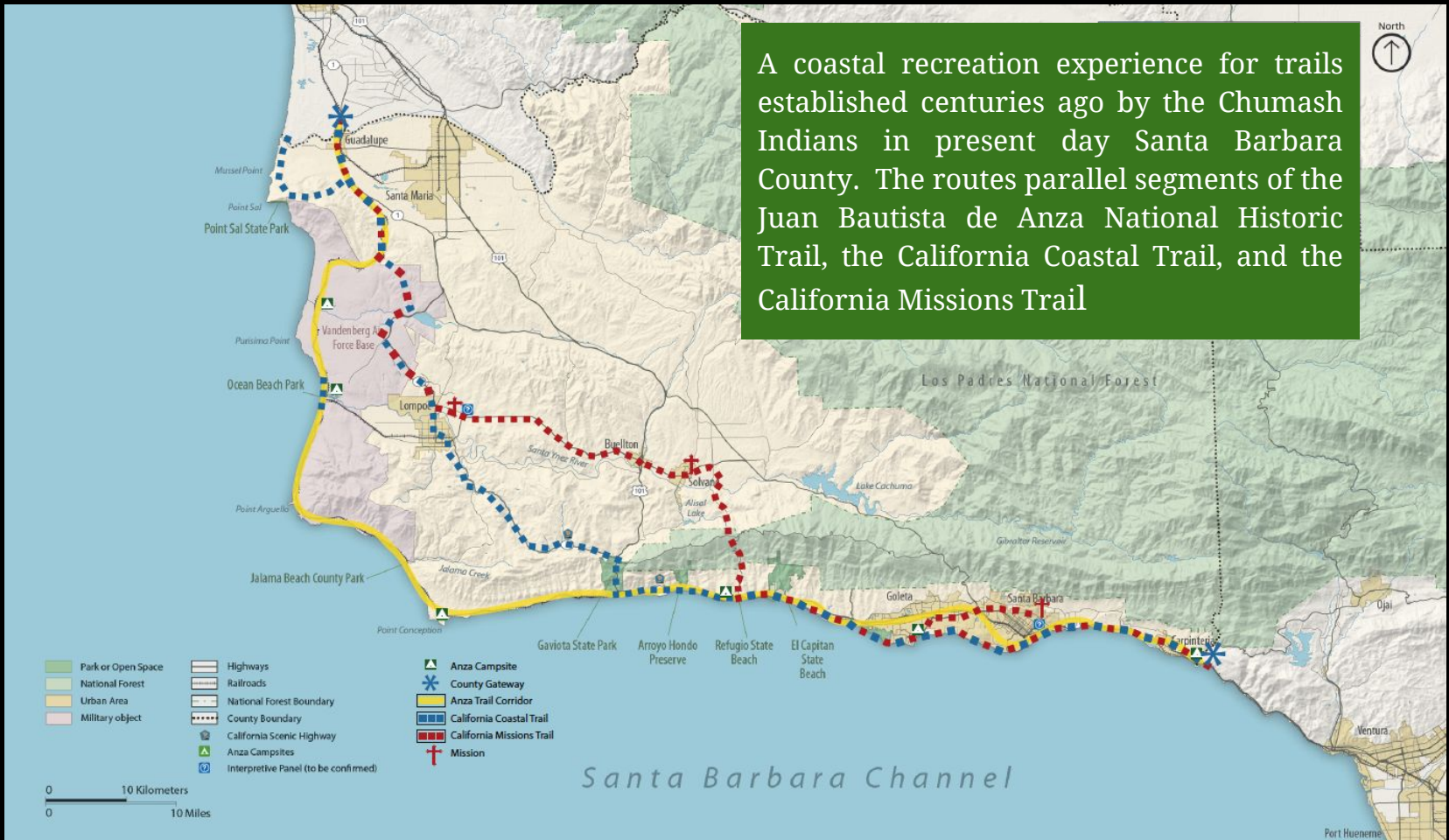


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# The Idea

A coastal recreation experience for trails established centuries ago by the Chumash Indians in present day Santa Barbara County. The routes parallel segments of the Juan Bautista de Anza National Historic Trail, the California Coastal Trail, and the California Missions Trail



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Photo by John Wiley





Photo by Susan Bell





Photo by Susan Bell





Photo by Mark Sanchez

Mark Sanchez 2017





Our mission is to protect public trail access, build and maintain safe and sustainable trails, and promote public engagement in land stewardship and trail use for all types of outdoor recreation.



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National historic trails recognize original trails or routes of travel of national historic significance including past routes of exploration, migration, and military action.



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# Timeline

## In the beginning

- Chumash travel village to village along coast and foothills
- Cabrillo visits Santa Barbara: 1542
- Portola explores California: 1767
- The Mission Era begins: 1769
- Juan Bautista de Anza explores California: 1776

## Trails Council Report: 1973

- Countywide Trail System

## California Coastal Trail

- Coastal Trail mandated by Proposition 20: 1972
- State Coastal Conservancy Act passed: 1976

## Designation of Juan Bautista de Anza National Historic Trail: 1990



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# The California Coastal Trail: 500 Years Ago



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# Chumash Villages Along the Coast

The Chumash name  
for present day  
Santa Barbara is

*Syuxtun*

It means “where the  
two trails run”

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Cabrillo visits Santa  
Barbara: 1542

Portola explores  
California: 1767



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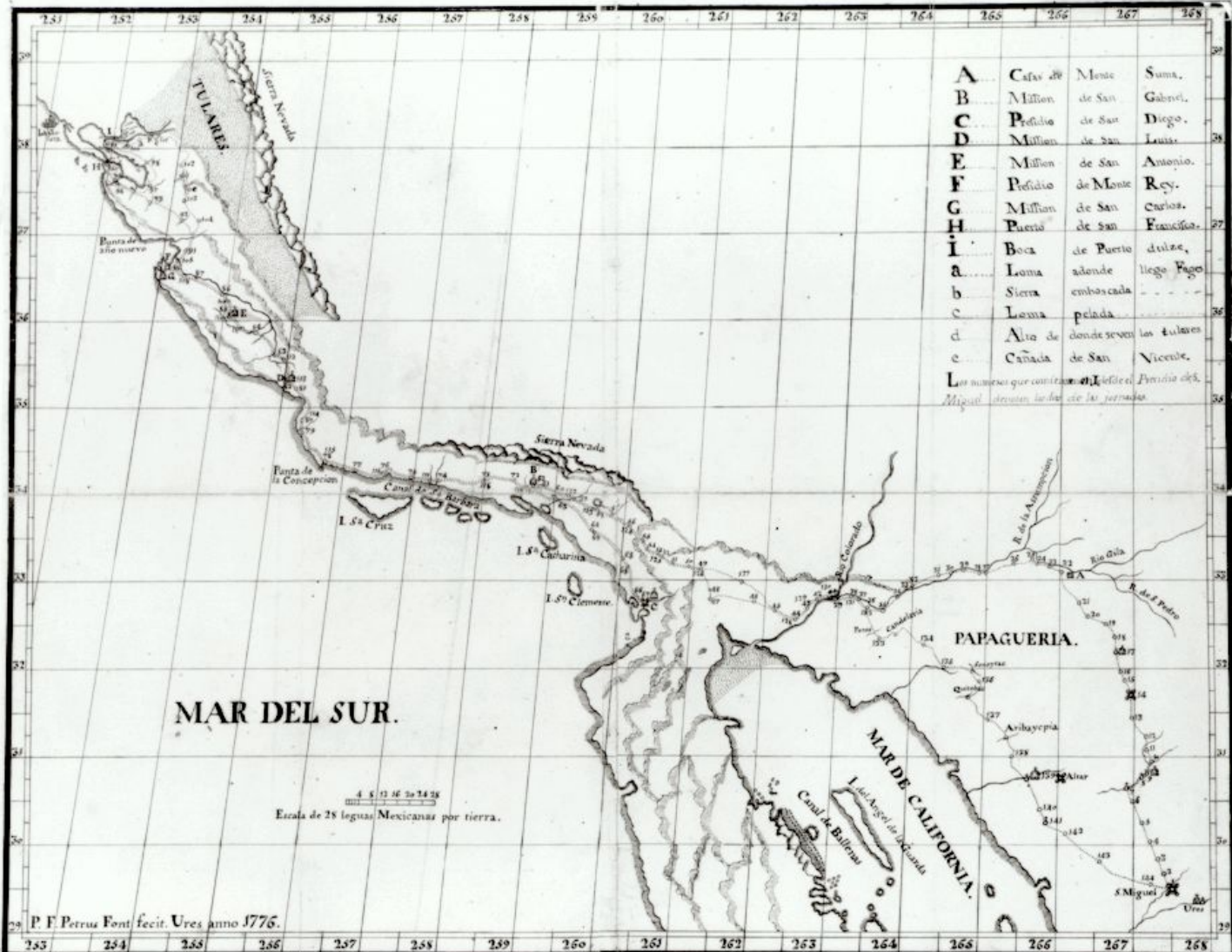




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MAPA CORRESPONDIENTE AL DIARIO QUE FORMÓ EL P.F. PEDRO FONT DEL VIAGE QUE HIZO A MONTEREY Y PUERTO DE SAN FRANCISCO.



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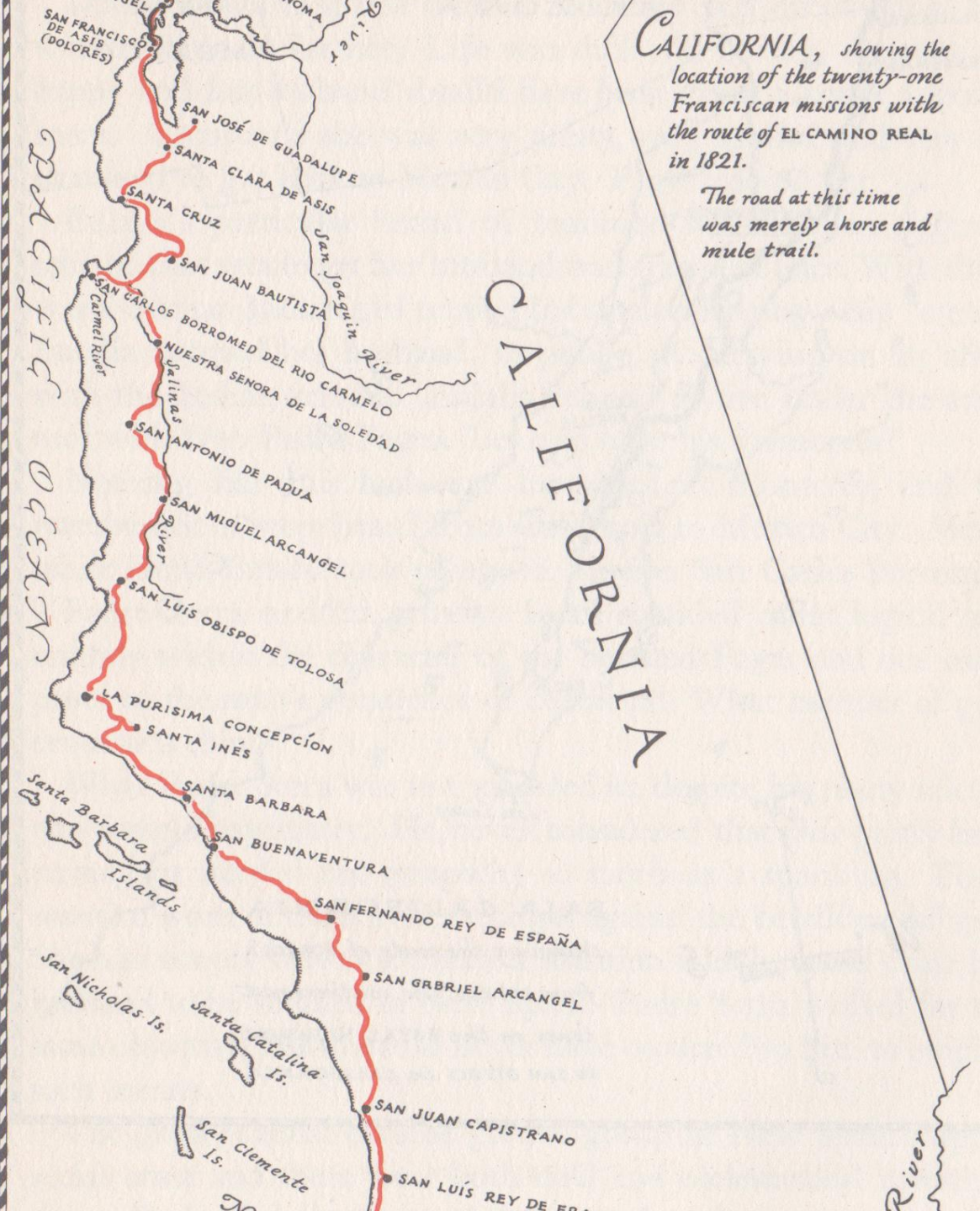


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In 1821 the route of the El Camino Real was merely a horse and mule trail.



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## California Missions Trail

From Ventura to San Luis Obispo is approximately 130 miles.

The Gaviota Coast is the most scenic segment.



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Report Published in 1973

# Santa Barbara County Trails System

Mission to Mission Trails for Hikers, Bikers, and Equestrians

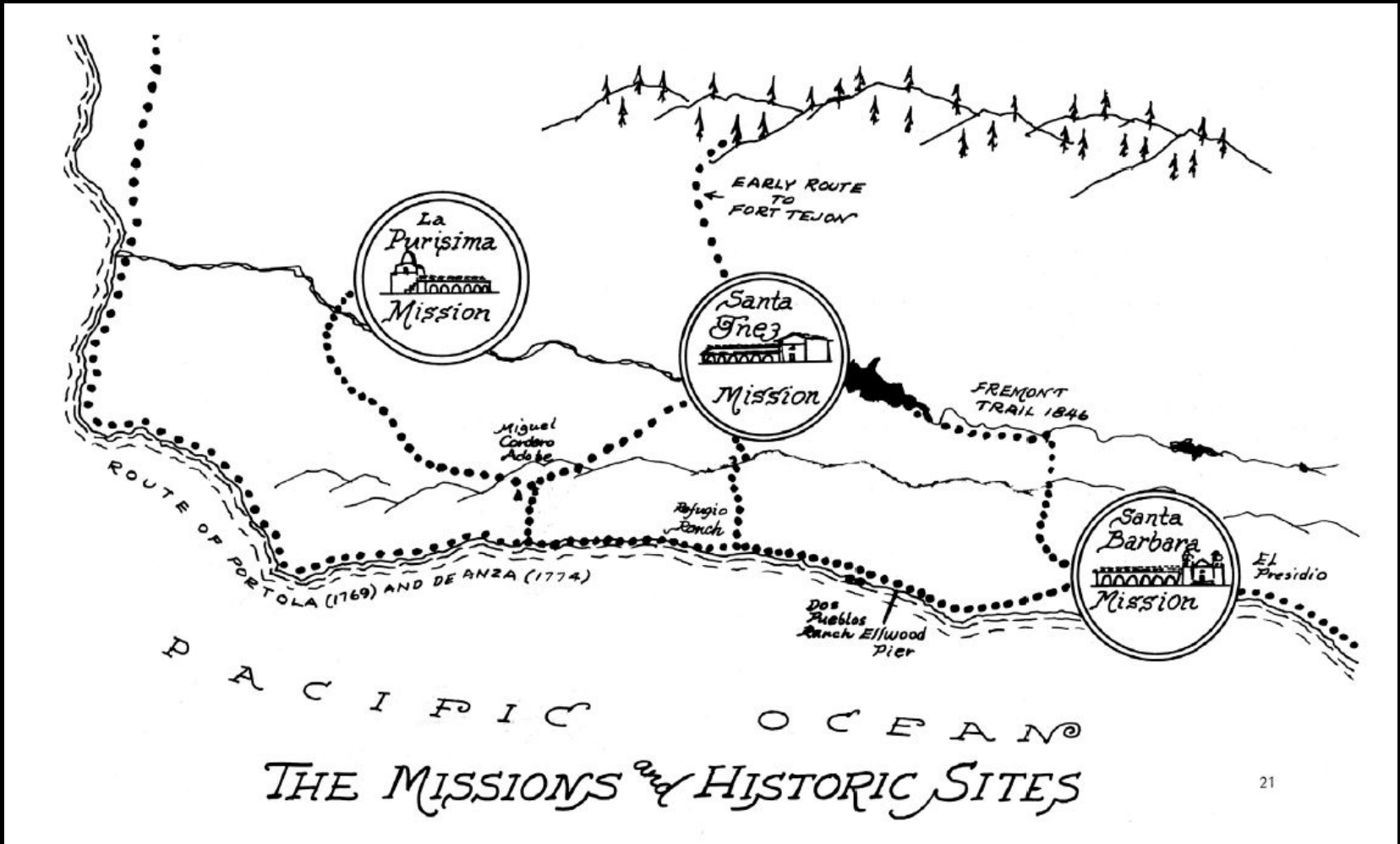


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# A Plan for Mission to Mission Hiking





# Wayfinding Solutions

- Urban
- Rural
- Local
- International



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# Camino de Santiago, Spain

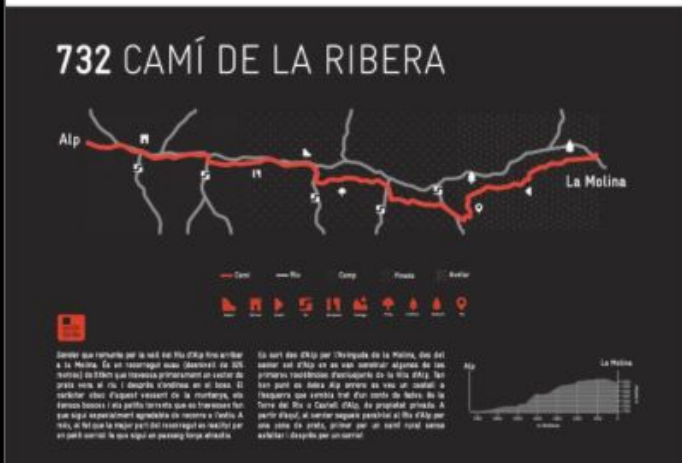


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# La Molina Trail, Spain



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# Wales Coast Trail, Wales



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# Nakasendo Trail, Japan





# Appalachian Trail



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# California Coastal Trail



Trail ambassadors Morgan Visalli (Mo) and Jocelyn Enevoldsen (Jo) walked 1200 miles from Oregon to Mexico along the California Coastal Trail. Alisan Amrhein supported the team.

[mojocoastwalk.com](http://mojocoastwalk.com)



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# Juan Bautista de Anza National Historic Trail



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# Local Bicycle Route Wayfinding





# Wayfinding Delivery System

- Gateway Kiosk
- Trail Directional
- Trail Marker
- Survey Benchmark
- Interpretation



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# Potential Design Elements





# Potential Design Elements



# Process

## Phase One: Planning For Wayfinding

- Research and Analysis
- Strategy/Design Brief
- Programming

## Phase Two: Planning For Interpretive Stories

- Anza Expedition
- Missions Trail
- Coastal Trail
- Chumash History/Culture

## Phase Three: Design

- Place Branding Development
- Schematic Design
- Design Development
- Construction Documentation

## Phase Four: Implementation

- Bid Support
- Construction Admin





# Phase One: Planning For Wayfinding

## Research and Analysis

- Deliverables: *Project Schedule, Research Report, Problem Statement, Examples*

## Strategy/Design Brief

- Deliverables: *Wayfinding Strategy, Design Goals and Objectives, Outline of Sign Types*

## Programming

- Deliverables: *Draft Sign Location Plans, Draft Message Schedules, Preliminary Budget*



# Draft Vision

An enjoyable coastal recreational trail experience in Santa Barbara County that is easily discovered and explored by local, national, and international visitors alike.



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# Draft Goals

- Create multi-trail graphic identity system.
- Develop a countywide digital trail map.
- Consolidate, unify & simplify existing wayfinding & signage systems.
- Encourage visiting, exploring and appreciation of natural environment.
- Improve community health by encouraging walking and bicycling.
- Preserve scenic beauty of the coastline in Santa Barbara County.
- Create a platform for governmental & other groups to collaborate.
- Identify project funding for wayfinding elements & informative brochure.



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# Project Benefits

## Community

awareness a strong sense of identity  
economic opportunities community pride  
healthier lifestyles *close-to-home*

## Individual

Pride self-achievement Clear directions *short or long*  
*distances* familiarity exploration *trail network*  
orientation positive experience

## Agency

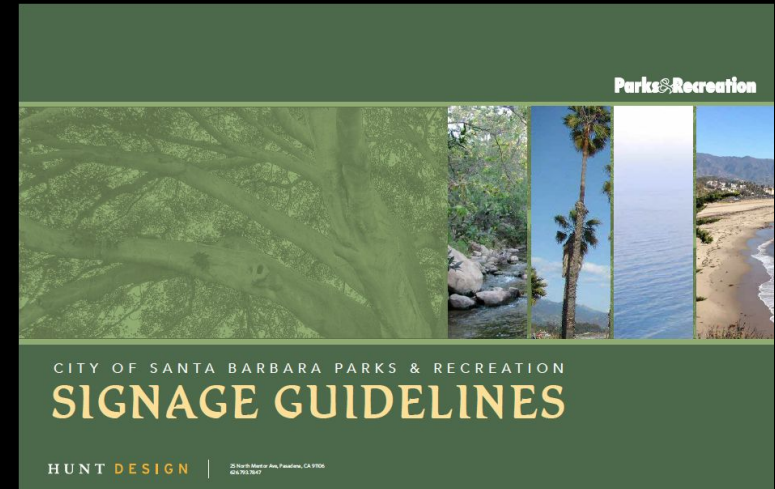
National initiatives Enhance and connect **strengthen**  
partnerships *maximize funding* *Statewide model*





# Design Standards

- Simplicity
- Consistency
- Use international symbols
- Local identity and visual language
- Integrate with surroundings
- Modular and easily updatable
- Mark ADA-compliant segments



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# Brief Break



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# Outdoor Culture, Nature, History *Museum*

Interpretive opportunities abound along the Santa Barbara County Coastline and can feature cultural, recreational, environmental, scenic, and historical resources of this spectacular area.

Visitors want to experience and understand what makes a place unique. Interpretive signage is an effective way to satisfy that expectation. While wayfinding signs guide people to places, interpretive signs serve a different but complementary function.

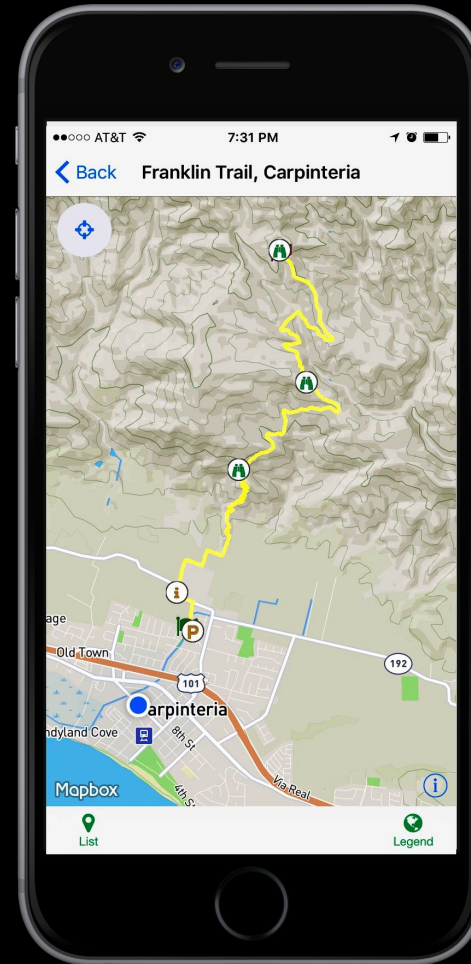
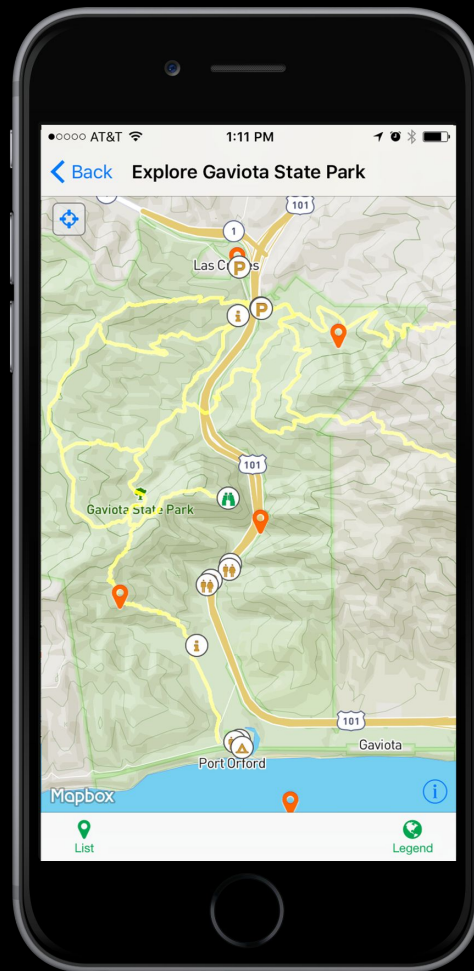
They illuminate a place and tell its story. They help create an emotional connection between the visitor and the environment. Interpretive signs strengthen people's relationship with culture, nature, and history.



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# Digital Wayfinding | Outdoor Culture *Museum*

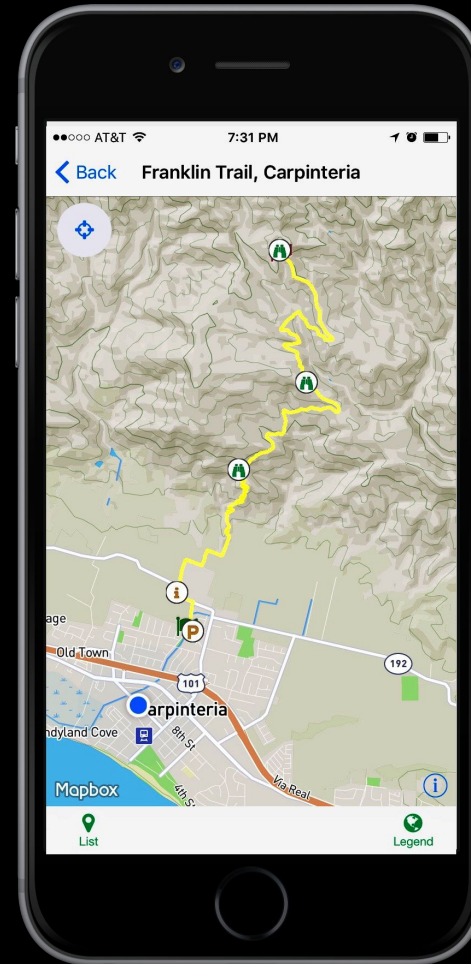
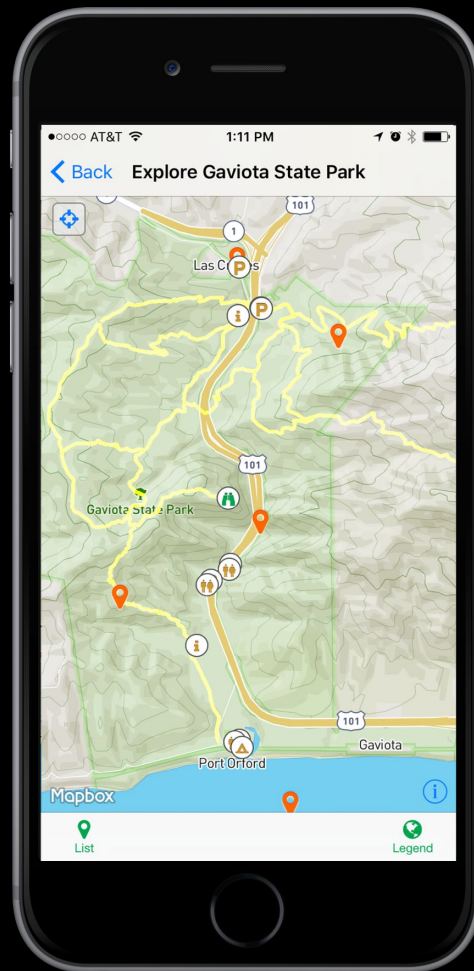


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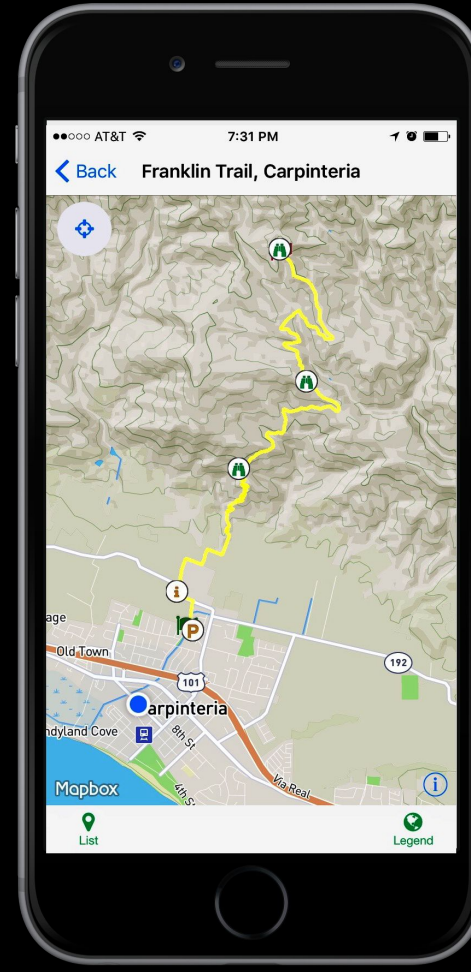
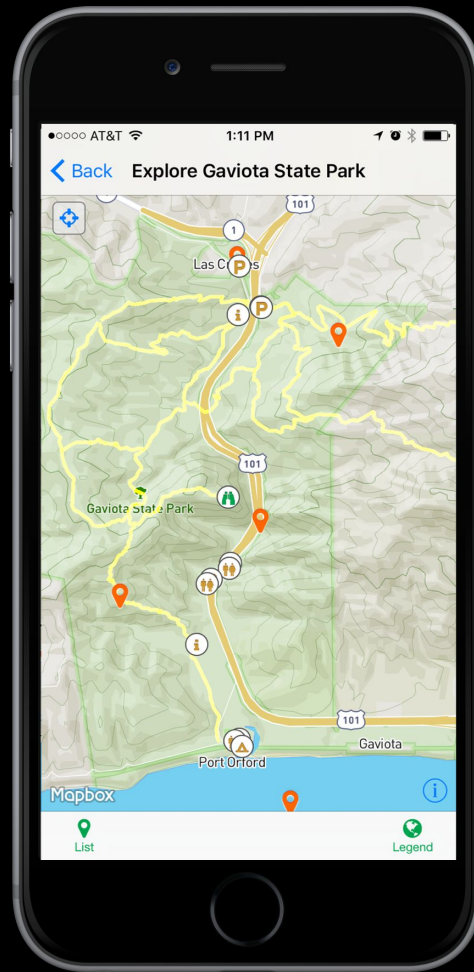
# Digital Wayfinding | Outdoor Nature *Museum*



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# Digital Wayfinding | Outdoor History *Museum*



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# Wayfinding Elements: Gateway Kiosks



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# Wayfinding Elements: Directional Signs





# Wayfinding Elements: Directional Signs



# Wayfinding Elements: Trail Markers



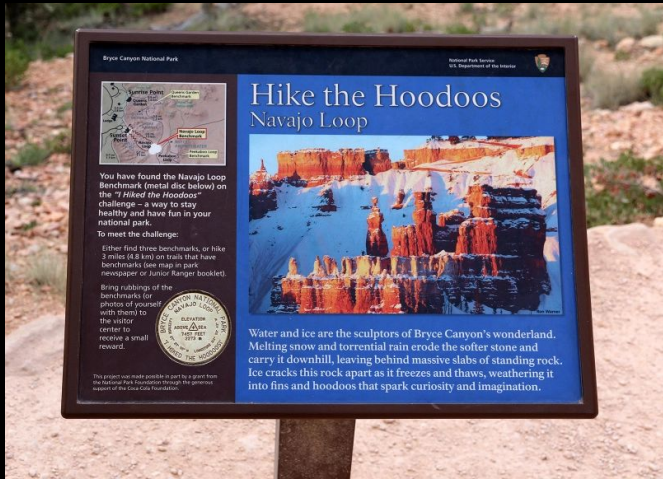


# Wayfinding Elements: Posts & Bollards



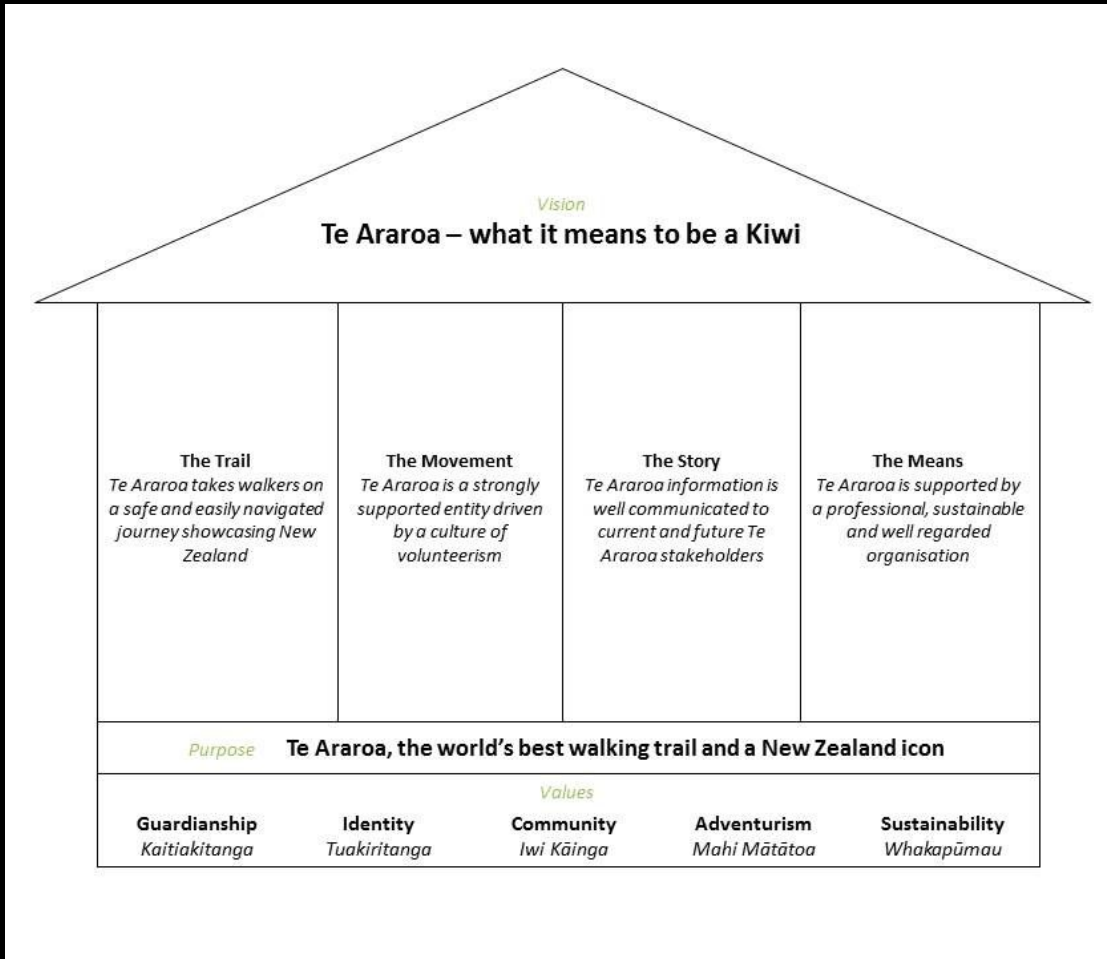


# Wayfinding Elements: Interpretive Signs





# Place Branding



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# Next Steps

- Working Committee (s) Formation
  - Technical (Mapping, GIS...)
  - Communications (Branding, Marketing and Outreach, Tourism)
  - Content (Natural, Cultural, Historical Resources)
  - Other





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