SHORELINE PUBLIC ACCESS

SIGN MANUAL

April 19, 1985

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INTRODUCTION

One of the most significant findings of a 1983 study of public access to shorelines in the state of Washington was that most sites do not have adequate signs. That study recommended that the Department of Ecology prepare a sign manual and that it adopt a standarized logo to mark access sites.

The standarized logo was adopted August 23, 1984, through an art contest among high school and college students from around the state. The winner, a 17-year-old student from Shorecrest High School in Seattle, drew a logo that not only conveys that beaches are public but is a design that will be easy to reproduce.

This manual is intended to provide guidance for the use of the logo and instruction about where and how to locate signs for maximum public benefit. Manufacturing specifications are given for the logo.

We anticipate that local governments through their shoreline permit conditions will require the use of the new sign. Parks and recreation departments are also encouraged to use the logo to mark their public beach areas.

PHILOSOPHY

The Department of Ecology to seeks to have the public access logo installed at all public access sites on the shorelines of the State. This includes parks and recreation areas owned and managed by public agencies as well as access areas which are provided as a result of conditions on shoreline substantial development permits.

In the latter instance adequate signs will be required. This includes using the public access logo consistently with the specifications found in this manual.

In addition to the above requirements, we encourage all parks and recreation departments and others who provide public recreation areas to use the public access logo in their facilities. The logo should not be used at private, for profit sites.

In some instances adjacent private landowners may object to the installation of signs at public access sites. This should not preclude use of the signs unless obvious and unavoidable conflicts will result. This particular problem usually arises with street ends where the amount of public property is inadequate for public use. In these instances, the local jurisdiction should openly and forthrightly discuss the situation with the landowners and attempt to negotiate a workable solution.

One obvious remedy is to install "private property no trespassing" signs on the boundaries of the public right-of-way. The Department of Ecology does not recommend this solution, because of the possible termination of legal rights the public may have accrued over time under the legal doctrines of custom, prescription or dedication. Public agencies should take every possible step to preserve public rights, not reduce them by installing "no trespassing" signs.

SPECIFICATIONS

The standarized public access logo is intended to be used alone, with informational additions or incorporated in larger signs. The overall dimensions can be varied up or down to suit circumstances, and the logo can be manufactured as either a square or rectangle.

SHAPE

The public access logo is a rectangle with the longer dimension horizontal. It may be modified to a square if that is necessary to be consistent with other graphic signs.

COLOR

The normal color scheme for the logo is blue background with white symbols and border. Some agencies, upon request, may be permitted to use other color combinations where justified. For example, Washington State Park information signs are brown background with white symbols. It is the department's intent to be consistent with these already established standards. It is also the department's intent to minimize the number of color combinations used for the logo.

PROHIBITION SYMBOL

The addition of a red slash, descending diagonally left to right across the sign may be used to indicate no beach access. The need for the prohibition sign should be rare and is not recommended for common usage. These situations might occur because of rare or endangered species, critical wildlife habitat or where ecosystem restoration projects are ongoing. WDOE recommends that explanation signs be attached to the no access logo in these cases.

INFORMATION ADDITIONS

The following words are recommended for addition to the graphic sign for an initial period of public familiarization:

"PUBLIC SHORE" or "SHORE VIEW"

They should not go within the border of the graphic itself but on

an extension of the sign below the graphic symbol (see figure 1.). The words "public shore" are to be used where the public can get to the shoreline itself and the words "shore view" are to be used where the access is a view point.

Public use rules information should be added to the sign where conditions such as "daylight hours only" or "access closed at dusk" are part of the access agreement. This information should be on a separate panel mounted below the graphic sign.

DETAILED SPECIFICATIONS

1. Background	Royal Blue (PMS # 293) 1/
2. Margin	1/4 inch
3. Border and Symbol	White 2/
4. Shape	Rectangular 3/
5. Size	14" x 12" 4/
6. Prohibition Symbol	45 degree, 1 1/2" wide, Top Left to Bottom Right Red 5/

1/ Washington State Parks and other public recreation agencies may use a brown background.
2/ The border is normally 1/2" wide on a 14" sign but the border may be changed to be consistent with other signs used by the jurisdiction.
3/ The sign may also be manufactured as a true square.
4/ 24" x 24" when used on highways as an informational/directional sign.
5/ The prohibition symbol is applied over a standard access logo to indicate no access.

Directional arrows may also be added below the graphic symbol where necessary to point the way to an access. A recommended specification for the arrows is given in figure 2.

MATERIALS

A variety of materials are used for signs marking public access sites. The design theme of the site or customary uses in the area will determine which materials are appropriate. These guidelines are intended to allow substantial sign material flexibility, but the following standards are recommended:

Standard aluminum traffic signs should be used on all state, county and urban arterials where the logo may be used. Aluminum signs with dimensions of 24 inches or more should be 0.125" thick, smaller signs may be 0.080" thick. Thinner aluminum may be used if backed up with plywood.

Plastic signs should follow similar standards except that because of plastic's inherent greater flexibility it will more often require backing.

Where the sign is directly painted on a plywood surface the material should be medium density overlaid plywood with exterior adhesive.

FINISH

The finish coatings on the signs should be chosen by the local jurisdiction and the sign manufacturer with due regard to durability and appearance.

LETTERING

The words "PUBLIC SHORE" or "SHORE VIEW" should be of lettering of sufficient size to read from a distance. For signs that will be viewed from a highway the lettering should conform to Series C, D or E lettering of the National Joint Committee on Uniform Traffic Control Devices. Detailed information about lettering, if not available from local public works departments, can be obtained from the Washington Department of Transportation.

Readability standards for Series D lettering can be calculated at the ratio of 50 feet per inch of letter height. For Series C (condensed) the ratio is 43 feet per inch of letter height.

Helvetica typeface used by printers can be substituted as it is basically the same as the standard highway sign lettering.

SIGN PLACEMENT

DIRECTIONAL SIGNS

Signs will be needed on major highways and roads to provide advance warning and direction to public access sites. These signs should be installed in conformance with the Uniform Traffic Code and will usually be the responsibility of the state, county or city highway departments. The local parks and recreation departments or shoreline administrator should provide the appropriate specifications and recommendations for the installation of these signs.

Normally such signs are installed in advance of the turn and at the point of the turn. Additional signs may be needed as reassurance signs at junctions and other locations where confusion as to route may exist.

In determining the requirements for these signs, the significance of the access site should be kept in mind. It is not logical to have a series of signs leading to a minor street end, but it would be appropriate to direct people to a major facility such as a public park.

MARKER SIGNS

Signs should be placed so that people generally unfamilar with the local area can find the public access sites. This means signs must be clearly visible from the nearest public street. Where there are multiple access points to a single access, each access point at its junction with the street should be signed.

Generally the public access logo and explanatory information on companion signs should be mounted on a post immediately within the right-of-way of the access at the point it joins the public street. If that location is not clearly visible from the street, the sign should be moved toward the street to a visible location. The sign should be clearly visible to cars traveling both directions on the street.

Where the access is located at the end of a dead end road a sign should be located at the junction of the dead end road with the main thoroughfare.

REASSURANCE SIGNS

Within the public access the public access logo should be used at regular locations to reinforce the idea the area is a public place. It is especially important to use these signs at points where there may be some question about the extent of public areas vs. the extent of private areas.

The reassurance signs may be mounted in various ways but can usually be mounted in a much lower position than marker signs which must be visible from moving automobiles. Reassurance signs are primarily to be viewed by pedestrians only.

INSTALLATION

Signs should be installed in a sturdy and attractive manner. This will usually mean, when used alone, that the logo will be fastened to a 4" x 4" treated post set in concrete.

HEIGHTS

Where signs are visible from automobiles

The bottom of the sign board should be no less than 4 feet above the road shoulder. Where a cluster (two or more) of signs is used, the center of the cluster should not be less than 4 feet above the road shoulder.

Where signs are to be visible only by pedestrians

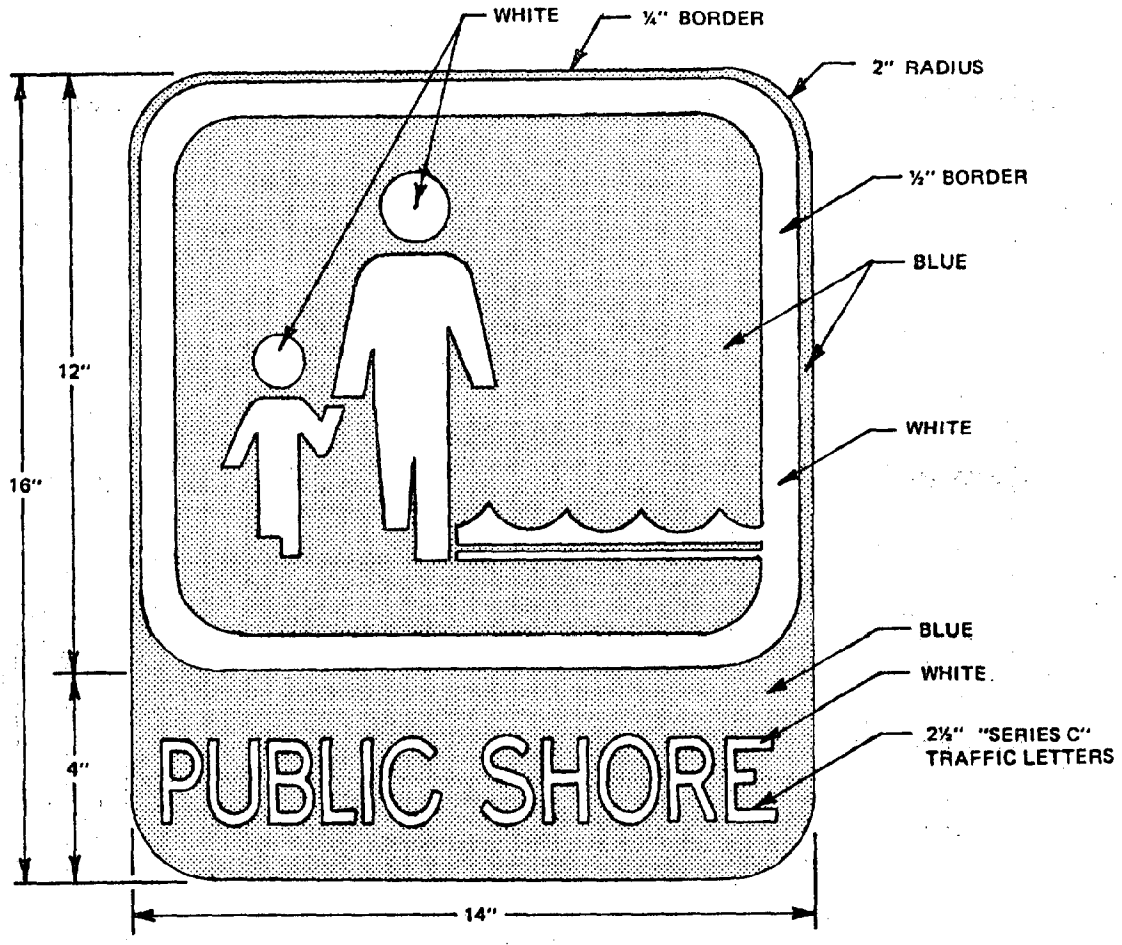
These signs may be mounted on short posts, if aesthetically appropriate, providing the sign can be readily seen by the observer. Generally 30" to the bottom of the sign is a good minimum height to follow.

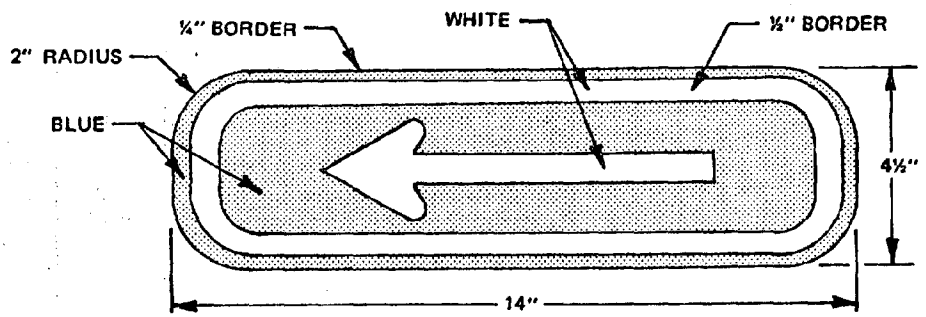
POST BURIAL

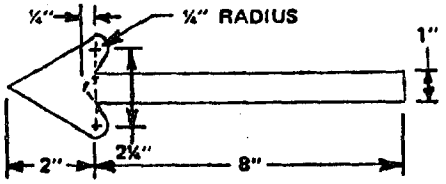
Posts should be buried to a depth of 1/2 of the post length above ground up to a maximum depth of 4 feet and a minimum depth of 30".

Figure 1.

SHORELINE PUBLIC ACCESS LOGO AND DIRECTIONAL ARROW SPECIFICATIONS







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