Discover, Explore, Connect
Santa Barbara County
Wayfinding for Long Distance Trails
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.
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.
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
The California Coastal Trail: 500 Years Ago
Chumash Villages Along the Coast

The Chumash name for present day Santa Barbara is Syuxtun

It means “where the two trails run”

Cabrillo visits Santa Barbara: 1542

Portola explores California: 1767
MAR DEL SUR.

DOCUMENTO CORRESPONDIENTE AL DIARIO QUE FORMO EL P. P. PEDRO FONT DEL VIAJE QUE HIZO A MONTEREY Y PUERTO DE SAN FRANCISCO.
In 1821 the route of the El Camino Real was merely a horse and mule trail.
California Missions Trail

From Ventura to San Luis Obispo is approximately 130 miles.

The Gaviota Coast is the most scenic segment.
Santa Barbara County Trails System
Mission to Mission Trails for Hikers, Bikers, and Equestrians
Community Organization and Agency Support

III. ENDORSING ORGANIZATIONS AND AGENCIES

American Association of University Women of Lompoc, Beleaguered Earth Group
Audubon Society of Santa Barbara
Bicycle Touring Club of Santa Barbara
Bureau of Outdoor Recreation, Department of Interior
California Congress of Parents and Teachers, 15th District
California Department of Parks and Recreation
California Recreational Trails Committee
Citizens Planning Association of Santa Barbara County, Inc.
City of Santa Barbara
Community Arts Association, Plans and Planting Committee
Community Environmental Council
County of Santa Barbara
Equestrian Trails, Inc., Corral 39
Equestrian Trails Inc., Corral 60
Friends for Bikoology, Santa Barbara Chapter
Girl Scouts, Tres Condudes Council
Geleta Valley Citizens Planning Committee
Hope Ranch Riding and Trails Association
La Purisima Mission State Historic Park Advisory Committee
League of Women Voters of Santa Barbara
Lompoc Valley Riders
Santa Barbara County Parks Foundation
Santa Barbara County Riding Club
Santa Barbara County Trails Council
Sierra Club, Los Padres Chapter
U.S. Forest Service, Department of Agriculture
A Plan for Mission to Mission Hiking
Wayfinding Solutions

- Urban
- Rural
- Local
- International
Camino de Santiago, Spain
La Molina Trail, Spain
Wales Coast Trail, Wales
Nakasendo Trail, Japan
Appalachian Trail
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
Juan Bautista de Anza National Historic Trail
Local Bicycle Route Wayfinding

Coast Route

Montecito Route

East Valley Road

Crosstown Route

Obern Trail

Obern Trail
Wayfinding Delivery System

- Gateway Kiosk
- Trail Directional
- Trail Marker
- Survey Benchmark
- Interpretation
Potential Design Elements

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<th>California Coastal Trail</th>
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<th>California Missions Trail</th>
<th>Gaspar de Portola Historic Trail</th>
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<td>Santa Barbara County Parks</td>
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<td>City of Carpinteria Parks and Recreation</td>
<td>The Land Trust for Santa Barbara County</td>
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<th>NATIVE SONS OF THE GOLDEN WEST</th>
<th>CALIFORNIA COASTAL COMMISSION</th>
<th>EL PRESIDIO HISTORIC PRESERVATION</th>
<th>T M F</th>
<th>SANTA BARBARA COUNTY TRAILS COUNCIL · ANNIVERSARY</th>
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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.
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.
Project Benefits

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

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

**Agency**
- National initiatives
- Enhance and connect
- 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
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.
Digital Wayfinding | Outdoor Culture Museum
Digital Wayfinding | Outdoor History Museum

SANTA BARBARA COUNTY Trails Council
Wayfinding Elements: Gateway Kiosks
Wayfinding Elements: Directional Signs
Wayfinding Elements: Trail Markers

- Bryce Canyon National Park Trail Marker
- Engraved plaque on a brick wall
- Shell-like object on cobblestone path
- Line drawings of trail markers
Wayfinding Elements: Posts & Bollards
Wayfinding Elements: Interpretive Signs

- **Hike the Hoodoos**
  - Water and ice are the sculptors of Bryce Canyon's wonderland. Melting snow and the wind etch pinnacles into strange, colorful shapes. The Hoodoos appear like a giant, living sculpture garden, showcasing the power of natural erosion processes. Investigate the Hoodoos from up close, discovering the fascinating beauty of these rock formations.

- **Tamolich Connecting the Chumash**
  - The Tamolich people were a Chumash community that lived in the Santa Barbara area. They left behind a rich cultural heritage, including stories, traditions, and material culture. Explore this sign to learn about the Tamolich and their connection to the Chumash people in the area.

- **Conserving California's Coastal Treasures**
  - This sign educates visitors about the importance of conserving coastal resources. Learn about the diverse ecosystems and the threats they face, and how you can contribute to their preservation.

- **Families on the Move**
  - This sign tells the story of different families on the move, highlighting historical migration patterns and the significance of these journeys. It includes a bilingual version for Spanish-speaking visitors.
Place Branding

Te Araroa – what it means to be a Kiwi

**Vision**

The Trail
Te Araroa takes walkers on a safe and easily navigated journey showcasing New Zealand

The Movement
Te Araroa is a strongly supported entity driven by a culture of volunteerism

The Story
Te Araroa Information is well communicated to current and future Te Araroa stakeholders

The Means
Te Araroa is supported by a professional, sustainable and well regarded organisation

**Purpose**

Te Araroa, the world’s best walking trail and a New Zealand icon

**Values**

Guardianship
Kaitiakitanga

Identity
Tuakiritanga

Community
Iwi Kāinga

Adventurism
Mahi Mātātoa

Sustainability
Whakapūmah
Next Steps

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

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