

Community Focus Statement B: Improve the visibility and access to Helendale from Route 66 and Interstate 15.

Action Statement B.2: Establish a more visible gateway to Helendale on Vista Road and National Trails Highway to attract tourism traffic to local retail.

B.2

Benchmark: A welcome sign or gateway and directional signage to bring tourists to the community.

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

Estimated Cost: Staff time, volunteer hours; \$5,000–\$10,000 to conduct community engagement; \$40,000–\$100,000 to design, construct, and install welcome signs and public directional signage



Community welcome sign. Photo source: [Neutralhomer](#)

Special gateway features announce arrival into a community and are recommended to create an inviting entrance. Gateway features may include a welcome sign, archway, special landscaping, and/or public art features to mark entrances into the community and welcome people to Helendale. These features can be included at major approaches into the community, such as at the Route 66 off-ramps. Additional directional signs can be provided along major corridors within the limits of the community to direct visitors to local destinations, including parks, the country club, restaurants, and businesses.

The images below identify different types of welcome signs found in other communities. These signs reflect the local character of the community and reinforce the

sense of place. Gateway features give passersby a positive first impression of the community. Directional signs indicating that there are amenities and services in the community may encourage visitors to stop and linger at local shops and attractions. The support of visitors to local businesses will help sustain and grow the local economy.

Note: Focus Statements A.2, B.1, and B.2 are very similar and could be addressed as part of one planning process. The community should consider all three objectives at once when considering implementation of these focus statements.

Action	Action Leader	Timeline	Resources
1. Engage the community in establishing the components of a wayfinding strategy. Create a community-based design committee with key stakeholders from the community to help guide the process.	Champion	Months 1–2	San Bernardino County Transportation Permits http://cms.sbcounty.gov/dpw/Operations/PermitsOperationsSupportDivision/Transportation.aspx
2. Seek funding to support this project, including but not limited to benefit assessment districts and sponsorships.	Design committee,	Months 3–5	Wayfinding Strategy (See respective section in the Mesa Fiesta District Public Realm Guidelines)
3. Engage the community and conduct a meeting to gather input on preferences for public directional signage and welcome signage. Consideration should be given to branding and the incorporation of public art, and special landscaping.	Design committee,	Months 6–7	http://www.mesaaz.gov/home/showdocument?id=11173 Wayfinding Strategy in Tompkins County New York
4. Establish a wayfinding and branding strategy. Consider using any combination of the following approaches: <ul style="list-style-type: none"> • Staff time • Professional RFP process • College class or project internship 	Design Committee, Helendale Chamber of Commerce,	Months 8–12	http://www.tompkinschamber.org/wp-content/uploads/2014/07/TompkinsWayfinding_Ph1and2-final_sm-file-size.pdf
5. Obtain an encroachment permit from the County.	Design Committee with support of Silver Lakes Association, Helendale Community Services District	Month 13	Wayfinding Strategy in Fort Collins, Colorado http://www.fcgov.com/planning/pdf/downtown-sign-system-doc.pdf
6. Install gateway signs.	Design Committee with support of Silver Lakes Association, Helendale Community Services District	Months 14–19	
7. Install public directional signage.	Design Committee with support of Silver Lakes Association, Helendale Community Services District	Months 20–25	