

## CITY OF SANTA BARBARA WATERFRONT DEPARTMENT

### MEMORANDUM

**Date:** September 17, 2015  
**To:** Harbor Commission  
**From:** Scott Riedman, Waterfront Director  
**Subject:** **Business Services Report**

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#### OVERVIEW OF WATERFRONT SIGNAGE PROGRAM

The official Santa Barbara Waterfront Sign Program was established in late-1998. At that time the Waterfront enlisted the services of Sanchez Kamps Associates Design to develop a model signage program for the Waterfront. Approximately \$250,000 was spent on the design and fabrication of the existing signage program. The approved sign program includes wayfinding signage, decorative signage and monument signage geared towards pedestrian and bicycle traffic. The current wayfinding signage (see Attachment 1 Photograph A) consists of 13 multi-paneled signs stretching from the top of Shoreline Drive to Los Patos Way on the eastern edge of the Andre Clark Bird Refuge. These signs have been strategically placed to aid locals and visitors in finding their destinations. Decorative signage shown on Attachment 1: Photograph B is interspersed in the same area as well as on Stearns Wharf. Monument Signage can be found at the Leadbetter Beach Parking Lot, Harbor Way, and Stearns Wharf (Attachment 1: Photograph C, D, and E).

The current signage program has proven both effective and efficient for over 15 years. Hunt Design, a premiere graphic design consulting firm specializing in wayfinding design, was recently hired by the City of Santa Barbara to develop a consistent sign program for the City. Hunt Design has developed signage for The Statue of Liberty, Los Angeles Airport, as well as the cities of Pasadena, Walnut Creek and Palo Alto. In public meetings for the citywide signage program, Hunt Design representatives remarked that the current Waterfront Signage Program is an excellent example of a well thought out, well executed sign program and will likely be used to help formulate the development of the new City program.

Recently, Waterfront staff has been working on expanding the current sign program with the addition of 3 new sign locations for multi-paneled directional signage and one additional panel at an existing location. The proposed locations include: the base of Stearns Wharf, Ambassador Park (ocean side), Sea Landing and the Harbor side of Los Banos pool. These proposed locations and sign content were developed in consultation with the Stearns Wharf Business Association and the Harbor Merchants Association. The proposed new signage is scheduled to go before the Sign Committee in the coming weeks and it is anticipated that, once approved, ordered, and fabricated, the signs would be installed prior to the end of the calendar year.

## **FALL 2015 CRUISE SHIP SEASON BEGINS**

Last Friday, September 11, marked the first cruise ship visit for the fall season. A total of 14 cruise ships are scheduled to make Santa Barbara a destination this fall. These cruise ships frequent Santa Barbara primarily during the non-peak business seasons between April and May and again in late-September through November. Cruise ship visits during non-peak seasons have proven to be an important component of the local business economy. The ship visits continue to receive the strong support of the Santa Barbara Chamber of Commerce, Visit Santa Barbara, and Downtown Santa Barbara.

The total amount of passengers on visiting cruise ships vary between 2,500 and 3,000 passengers depending on the size of the ship. The fourteen cruise ships that are scheduled to visit Santa Barbara over the fall season have the capacity to bring approximately 32,000 additional visitors to the Waterfront and downtown.

Attachment:   1. Photographs of Current Waterfront Signage  
                  2. Fall 2015 Cruise Ship Schedule

Prepared By:   Brian Bosse, Waterfront Business Manager

Waterfront Signage

Photograph A: Sample of Existing Wayfinding Signage



Photograph B: Sample of Existing Decorative Signage



Waterfront Signage

Photograph C: Leadbetter Beach Entryway



Photograph D: Harbor Way



Photograph E: Stearns Wharf



**CRUISE SHIP SCHEDULE**

No.	Date*	Ship	Day	Arrival	Departure	Dock
1	09/11/15	Celebrity Infinity	Friday	7:00 AM	5:00 PM	Sea Landing
2	09/23/15	Ruby Princess	Wednesday	7:00 AM	6:00 PM	Sea Landing
3	09/25/15	Jewel of the Seas	Friday	7:00 AM	6:00 PM	Sea Landing
4	09/27/15	Jewel of the Seas	Sunday	7:00 AM	6:00 PM	Sea Landing
5	10/04/15	Jewel of the Seas	Sunday	7:00 AM	6:00 PM	Sea Landing
6	10/07/15	Crown Princess	Wednesday	7:00 AM	6:00 PM	Sea Landing
7	10/09/15	Star Princess	Friday	7:00 AM	6:00 PM	Sea Landing
8	10/12/15	Grand Princess	Monday	7:00 AM	6:00 PM	Sea Landing
9	10/14/15	Crown Princess	Wednesday	7:00 AM	6:00 PM	Sea Landing
10	10/19/15	Grand Princess	Monday	7:00 AM	6:00 PM	Sea Landing
11	11/03/15	Star Princess	Tuesday	8:00 AM	6:00 PM	Sea Landing
12	11/05/15	Ruby Princess	Thursday	7:00 AM	6:00 PM	Sea Landing
13	11/10/15	Grand Princess	Tuesday	7:00 AM	6:00 PM	Sea Landing
14	11/27/15	Star Princess	Friday	7:00	6:00 PM	Sea

**Princess Cruises:** 1-800-774-6237 **Celebrity Cruises:**1-800-256-6649 **Royal Caribbean Cruises:** 1-866-562-7625