

CITY OF SANTA BARBARA WATERFRONT DEPARTMENT

MEMORANDUM

Date: September 21, 2017
To: Harbor Commission
From: Scott Riedman, Waterfront Director
Subject: **Business Services Report**

NEW WATERFRONT SIGNAGE

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 multi-paneled wayfinding signage (see Attachment 1) can be found at 13 locations stretching from the top of Shoreline Drive to Los Patos Way on the eastern edge of the Andrée Clark Bird Refuge. The Harbor Commission may recall that in early 2016, 3 new sign locations for multi-paneled directional signage were installed. All 13 sign locations have been strategically placed to aid locals and visitors in finding their Waterfront destinations.

The wayfinding signage program has proven both effective and efficient for nearly 20 years but was beginning to show signs of age. Consequently, Waterfront staff has been working on freshening up the existing, weathered signage by replacing them with new signs. The signage will provide a fresh look with the same effectiveness and same exact design for the many locals and visitors who frequent the Waterfront. In addition to the new sign panels, the existing sign poles and hardware will be re-painted and continue to present a cohesive sign program to locals and visitors. Look for the new signs to be installed by the end of September.

FALL 2017 CRUISE SHIP SEASON BEGINS

Last Saturday, September 16th, marked the first cruise ship visit for the fall season. A total of 10 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 this season varies between 200 and 3,000 passengers depending on the size of the ship. The ten cruise ships that are scheduled to visit Santa Barbara over the fall season have the capacity to bring approximately 21,400 additional visitors to the Waterfront and downtown.

Attachments: 1. Photograph of Current Waterfront Signage
2. Fall 2017 Cruise Ship Schedule

Prepared By: Brian Bosse, Waterfront Business Manager

Waterfront Signage Program

Photograph A:
Existing Wayfinding Signage



Photograph B:
Example of Existing
Decorative Signage



Photograph C:
Example of Existing Monument
Signage at Harbor Way



Santa Barbara Harbor
Cruise Ship Schedule
Fall 2017

No.	Date	Ship	Day	Arrival	Departure
1	9/16/17 – 9/18/17	<i>The World</i>	Sat - Mon	6:00 PM (Sat)	12 AM (Tues)
2	9/23/17	<i>Celebrity Infinity</i>	Saturday	9:00 AM	5:00 PM
3	9/25/17	<i>Celebrity Infinity</i>	Monday	7:00 AM	5:00 PM
4	9/27/17	<i>ms Zaandam</i>	Wednesday	7:00 AM	5:00 PM
5	9/30/17	<i>Emerald Princess</i>	Saturday	7:00 AM	6:00 PM
6	10/02/17	<i>Celebrity Infinity</i>	Monday	7:00 AM	5:00 PM
7	10/06/17	<i>Ruby Princess</i>	Friday	7:00 AM	6:00 PM
8	10/13/17	<i>Seabourn Sojourn</i>	Friday	8:00 AM	5:00 PM
9	10/17/17	<i>Grand Princess</i>	Tuesday	7:00 AM	6:00 PM
10	10/24/17	<i>Grand Princess</i>	Tuesday	7:00 AM	6:00 PM