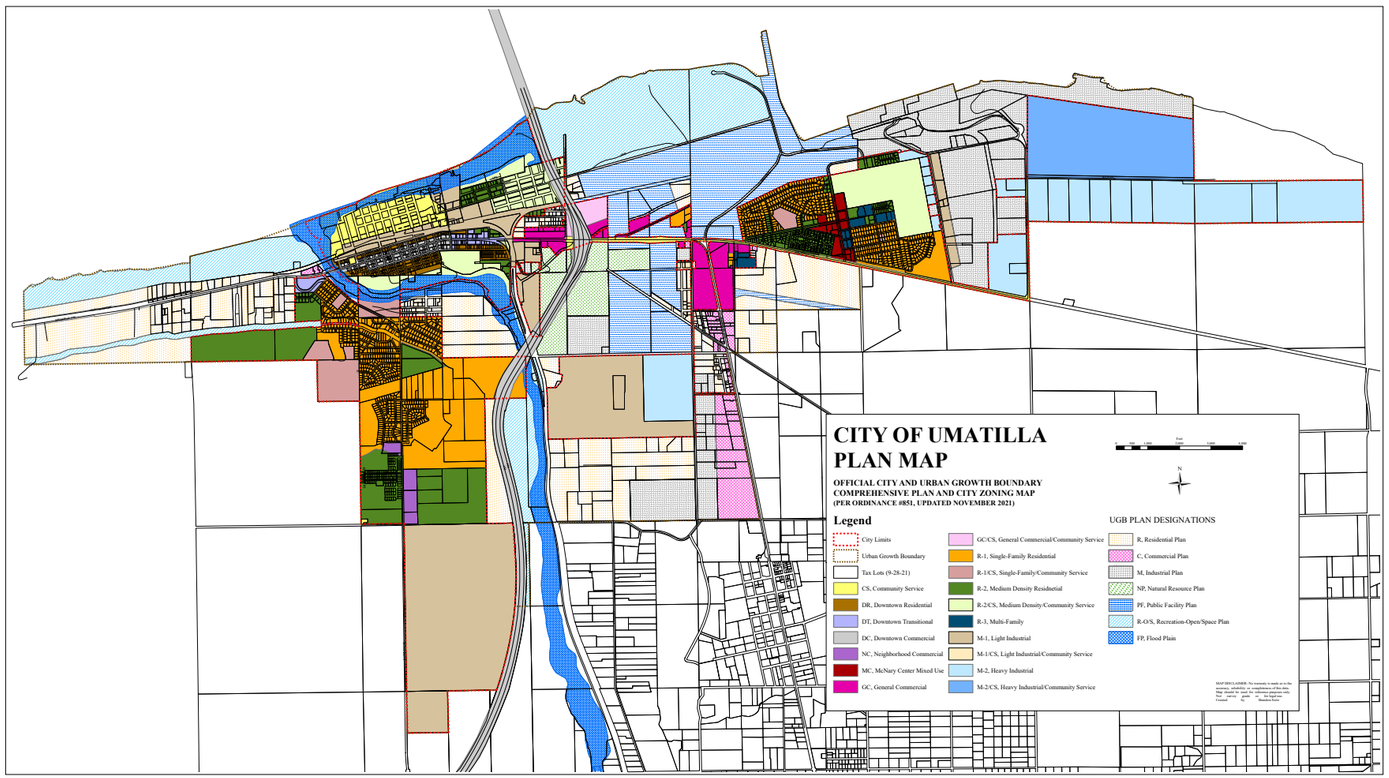
Umatilla, Oregon
Wayfinding Analysis & Schematic Design

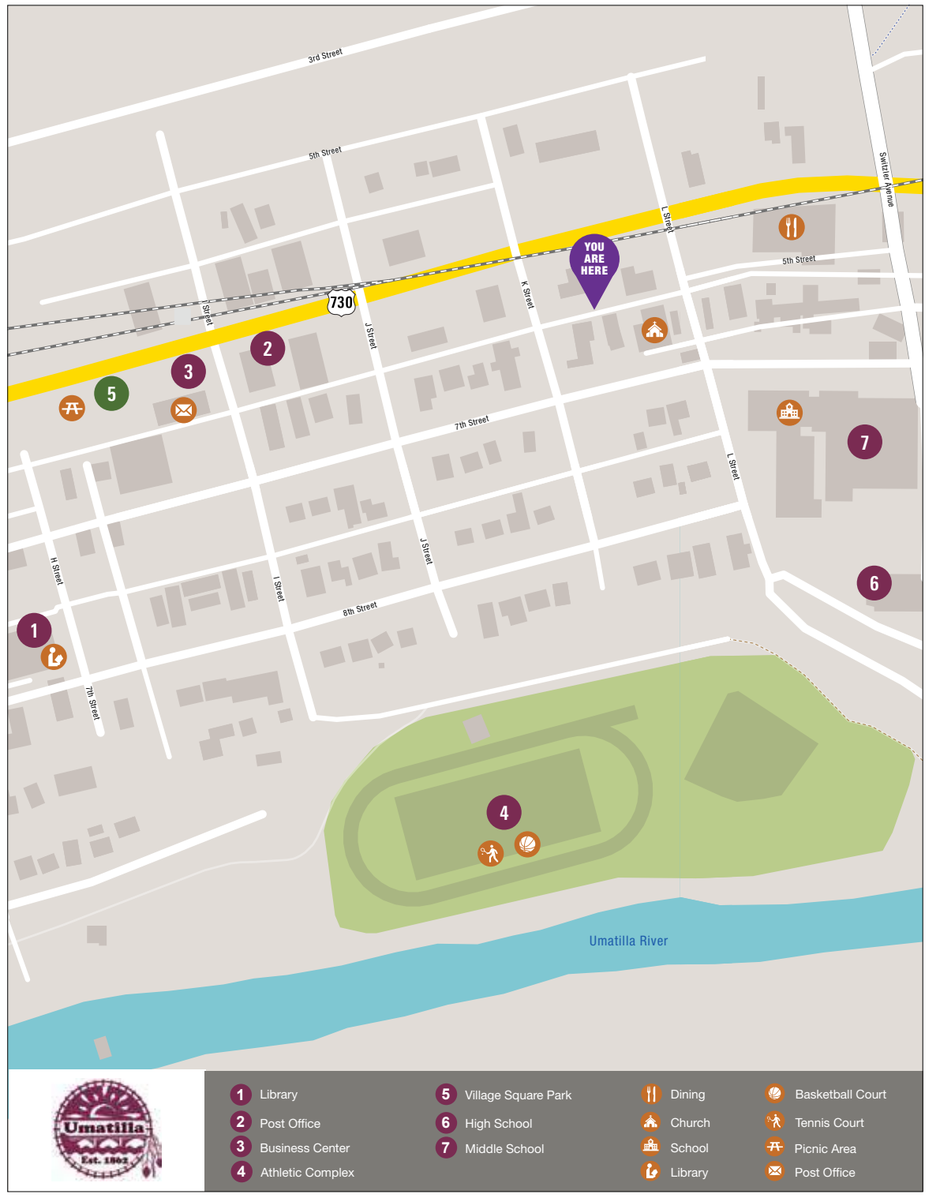
April 6, 2023

Wayfinding Analysis

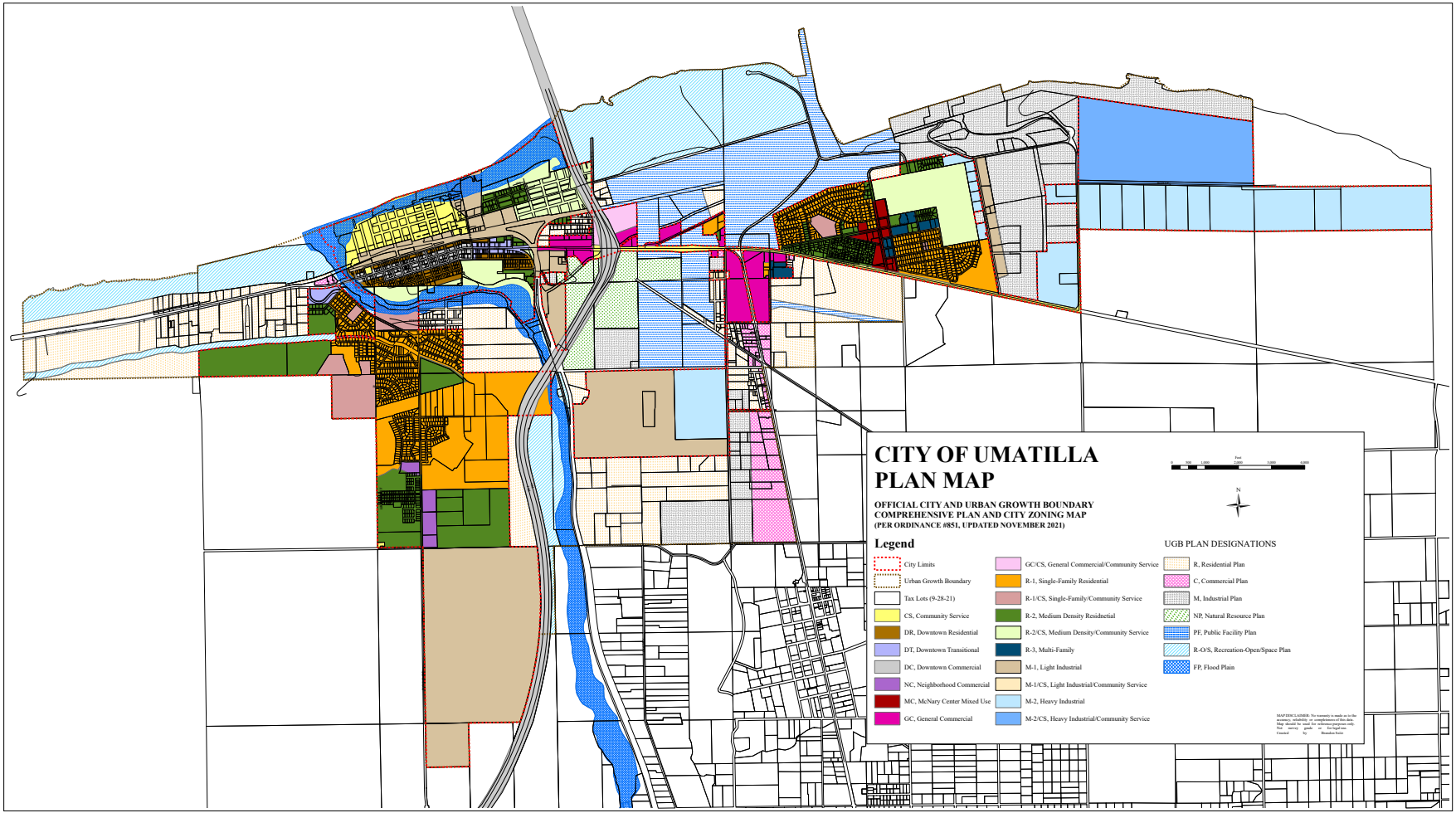
Orientation Map



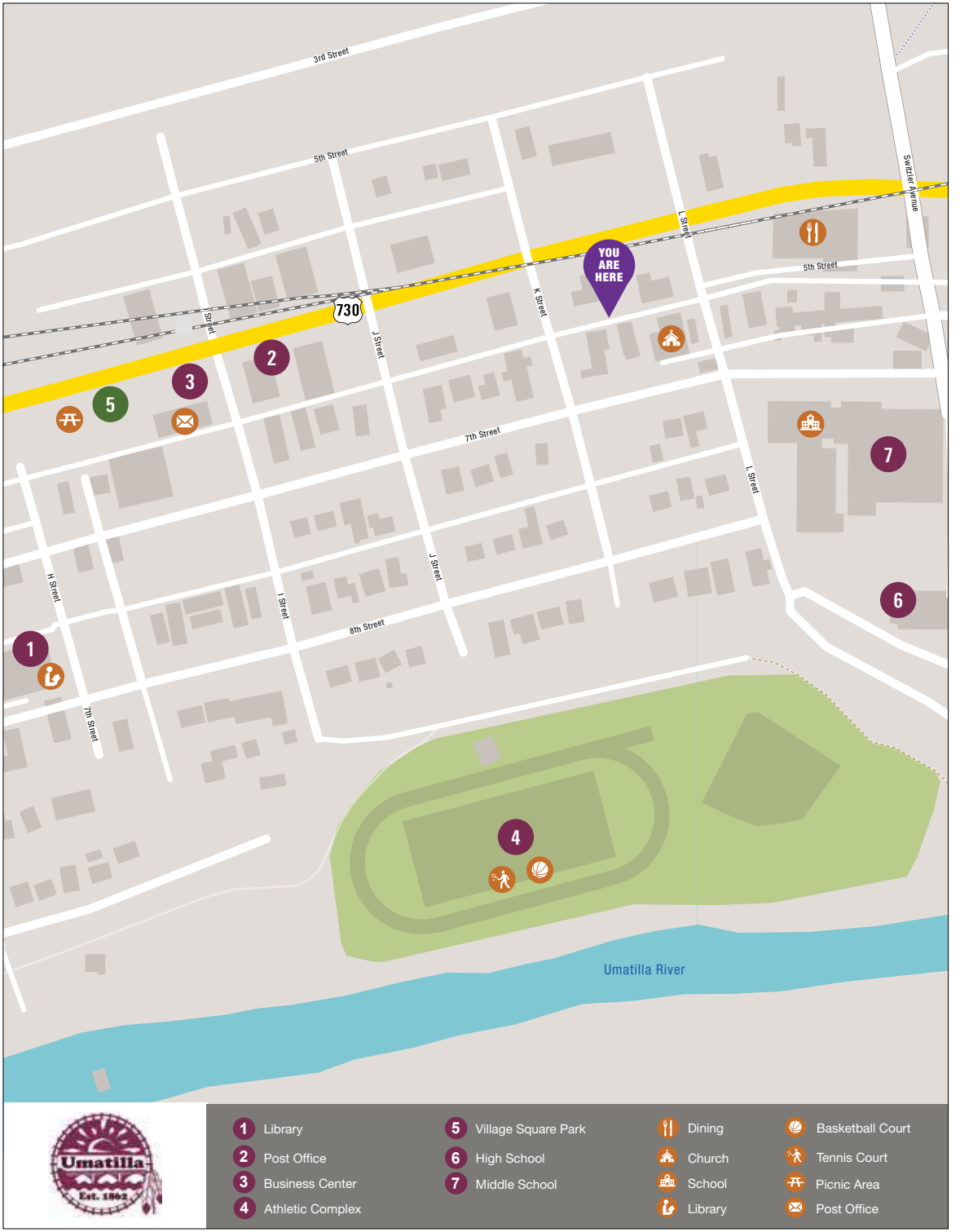
Existing Downtown & Citywide Map



Sample New Design



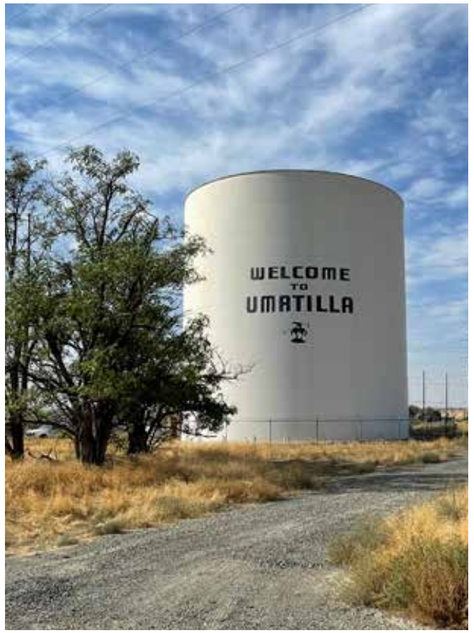
Existing Downtown & Citywide Map



Sample New Design

Landmarks

CENTER


WELCOME
TO
UMATILLA

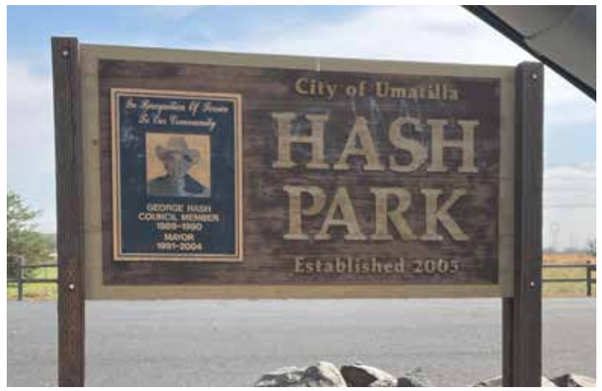
McNARY

Columbia
Harvest Foods
HAVE FAITH
FALL CASE SALE
SEPT 30 / OCT 6

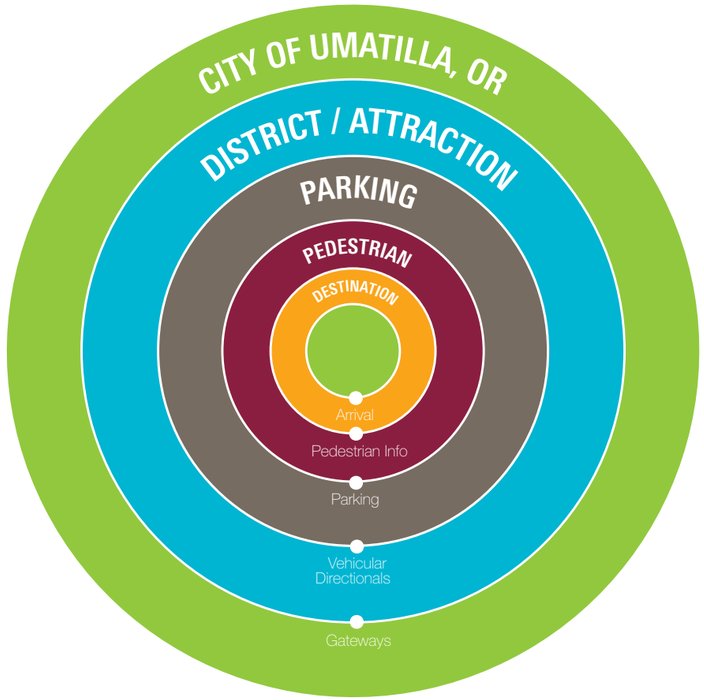
Umatilla

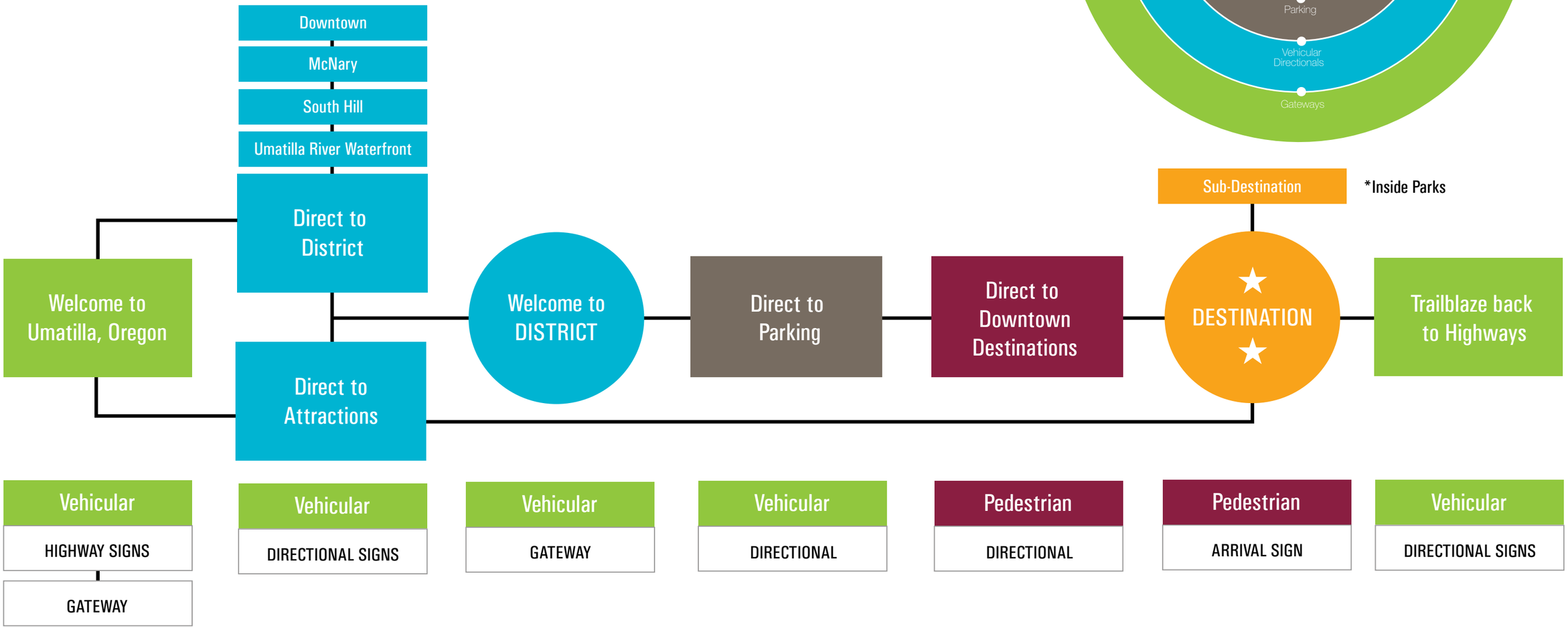
Water Tower / Gateway Examples

Existing Signage

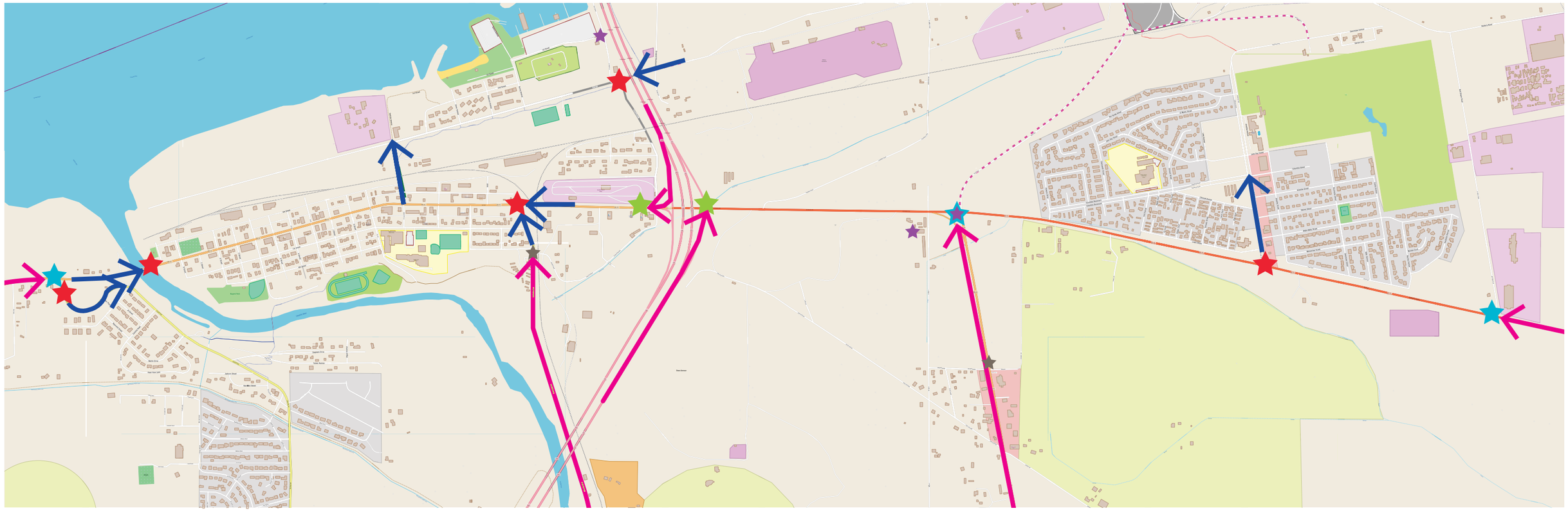


Information Hierarchy





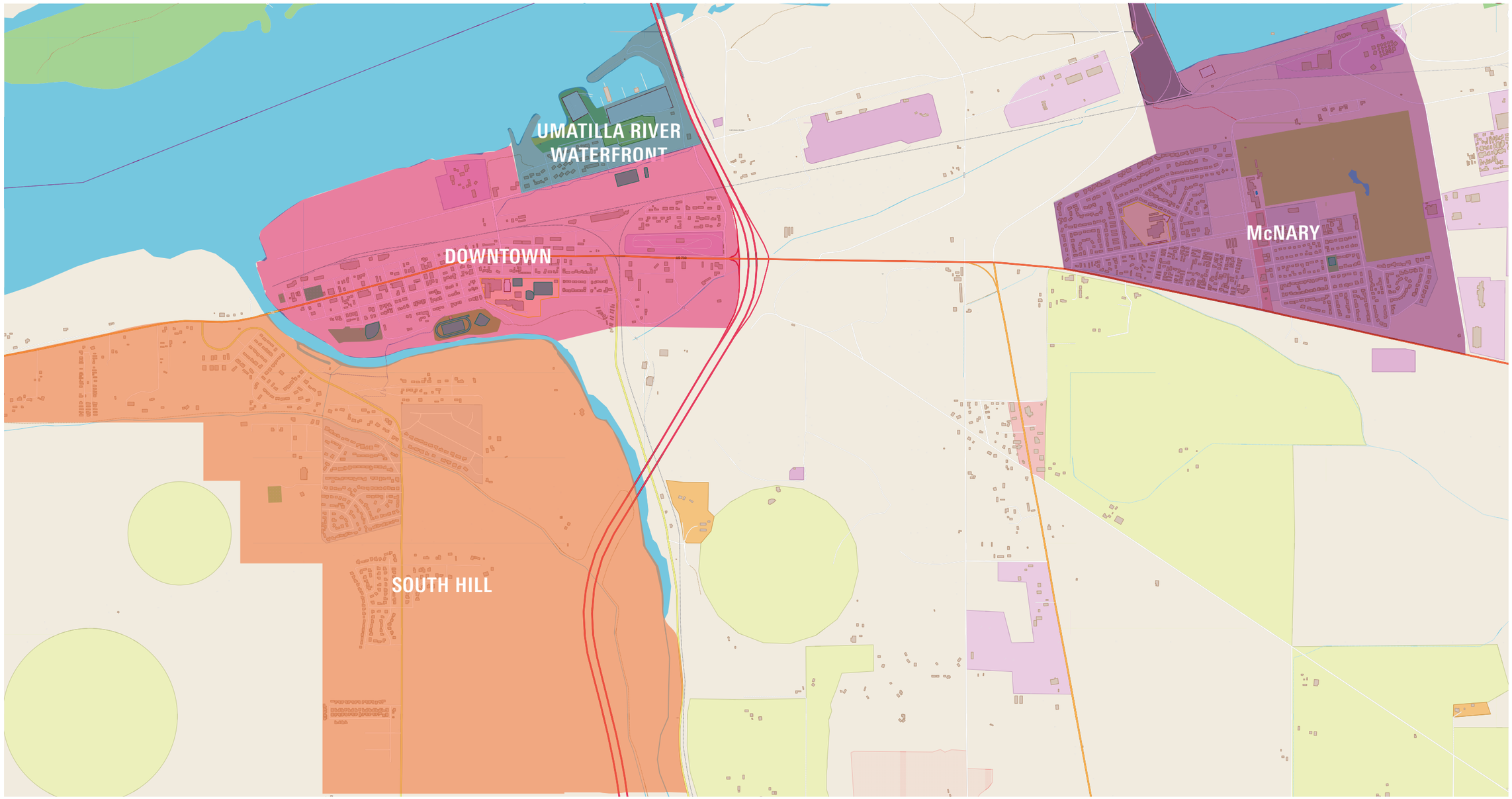
City Gateways



LEGEND

- Primary Entry Route
- Vehicular Circulation
- District Gateway
- Primary City Gateway
- Secondary City Gateway
- Tertiary City Gateway
- Landmark

Districts



Circulation - Downtown

LEGEND

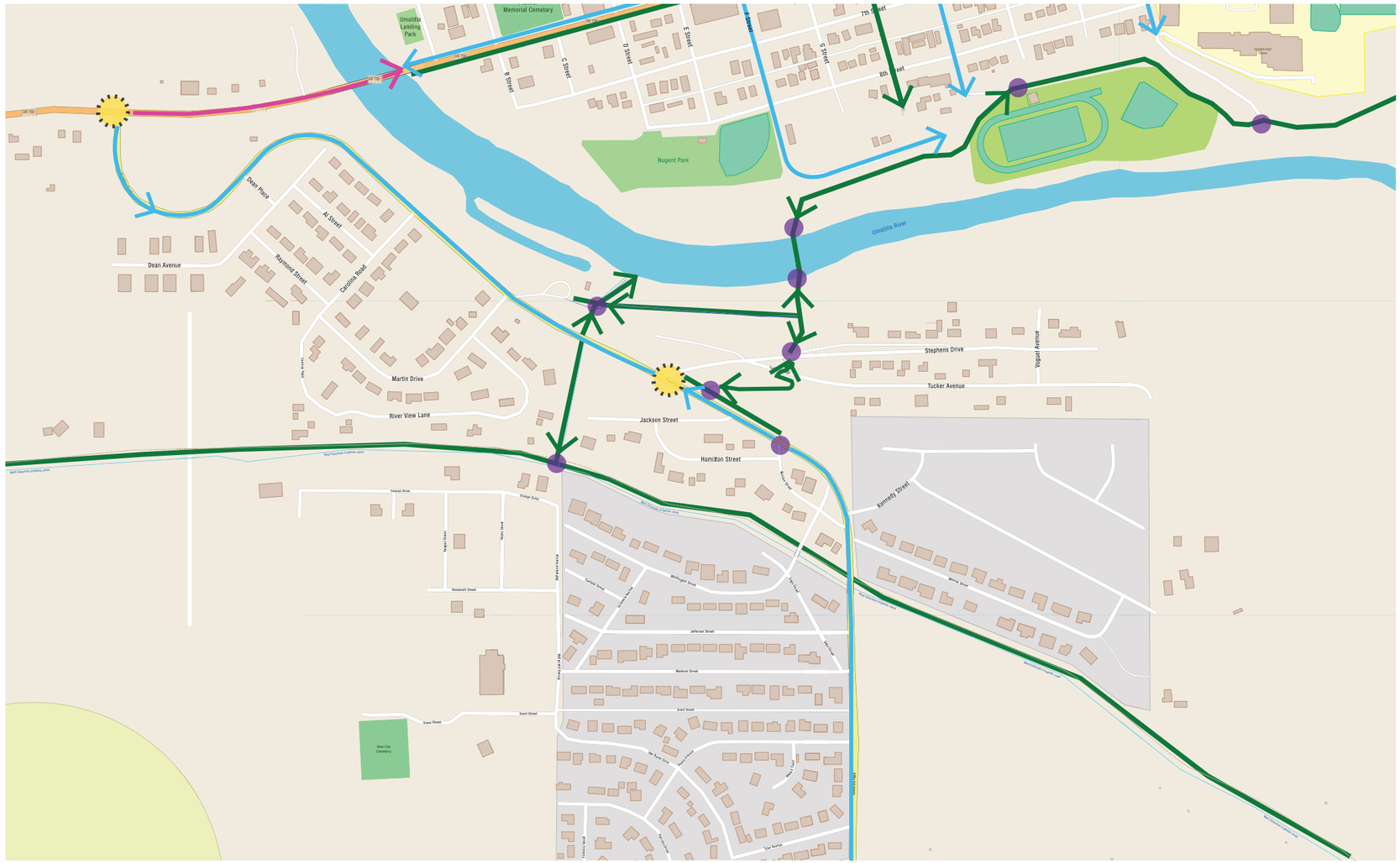
- Vehicular Decision Point
- Pedestrian Decision Point
- Vehicular Circulation
- Primary Arrival - Vehicular
- Secondary Arrival - Vehicular
- Pedestrian Circulation

Circulation - Waterfront

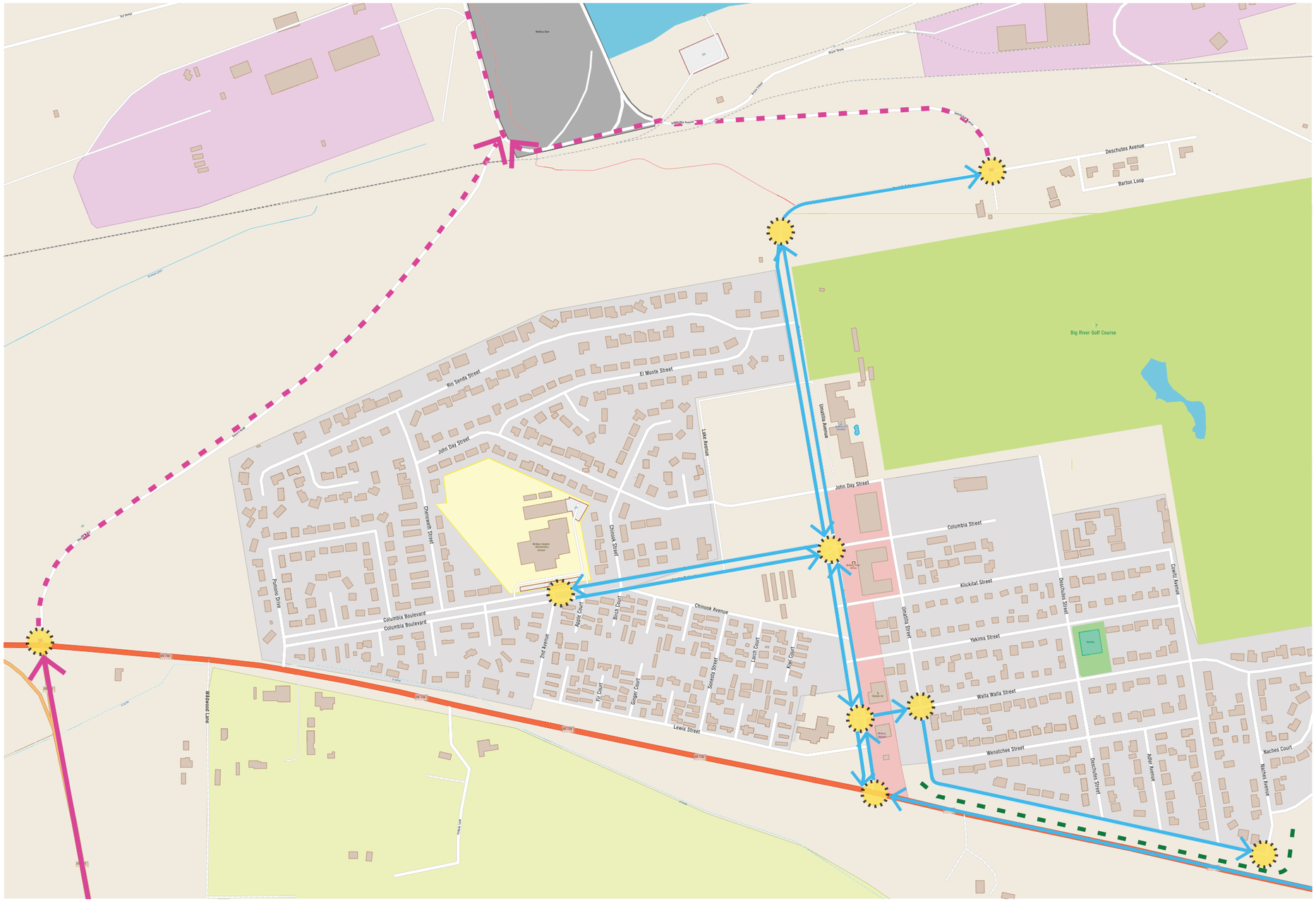
LEGEND

- Vehicular Decision Point
- Pedestrian Decision Point
- Vehicular Circulation
- Primary Arrival - Vehicular
- Secondary Arrival - Vehicular
- Pedestrian Circulation

Circulation - South Hill


Umatilla Landing Park
Memorial Cemetery
Nugent Park
Umatilla River
Dean Place
Dean Avenue
Al Street
Raymond Street
Carolina Road
Martin Drive
River View Lane
Jackson Street
Hamilton Street
Stephens Drive
Tucker Avenue
Vogel Avenue
Kennedy Street
Monroe Street
Jefferson Street
Madison Street
Grant Street
Washington Street
Roosevelt Street
Truman Drive
Hayes Street
Wilson Street
Taylor Street
Tyler Street
Polk Street
Buchanan Street
Fillmore Street
Pierce Street
Van Buren
Adams Street
Lincoln Street
Harrison Street
Garfield Street
Arthur Street
Cleveland Street
Benjamin Street
McKinley Street
Roosevelt Street
Taft Street
Wilson Street
Coolidge Street
Hoover Street
Truman Street
Eisenhower Street
Kennedy Street
Johnson Street
Nixon Street
Ford Street
Carter Street
Reagan Street
Bush Street
Clinton Street
Obama Street
Trump Street
Biden Street
Harris Street
New City Cemetery
8 Street
C Street
D Street
E Street
5 Street
6 Street
7th Street
8th Street
Willamette Avenue
Wilbur Avenue
Willamette Heights Street
Wilbur Avenue
Willamette Heights Street
Wilbur Avenue
Willamette Heights Street

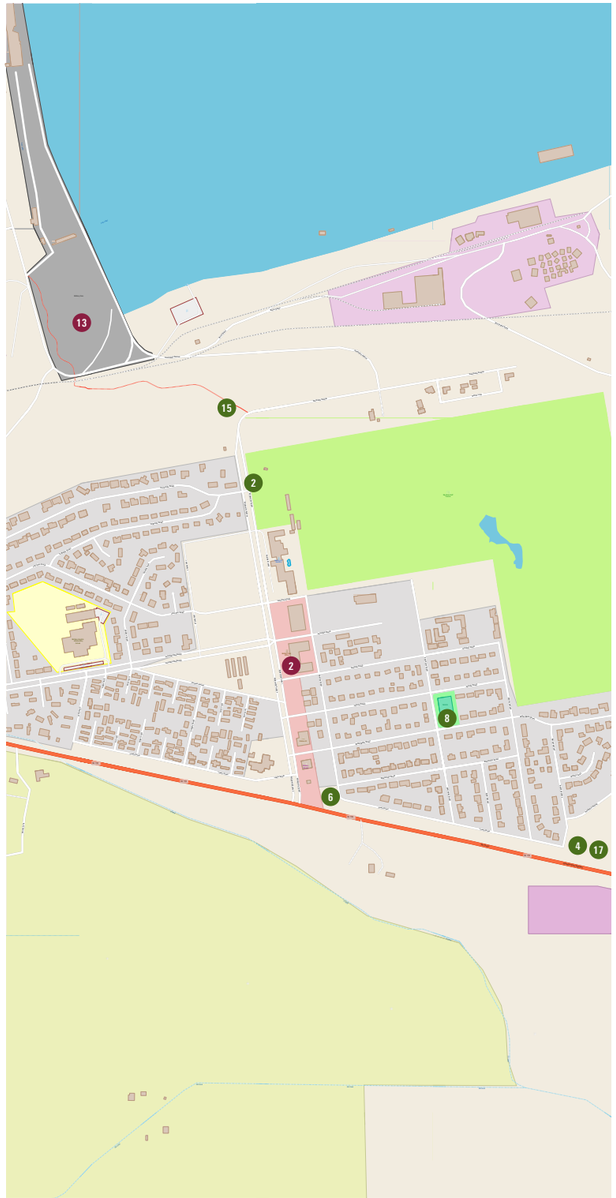
Circulation - McNary



LEGEND

- Vehicular Decision Point
- Pedestrian Decision Point
- Vehicular Circulation
- Primary Arrival - Vehicular
- Secondary Arrival - Vehicular
- Pedestrian Circulation

Destinations



DISTRICTS
1. Downtown
2. McNary
3. South Hill

GOVERNMENT
4. Chamber of Commerce
5. City Hall
6. Community Center
7. Library
8. Post Office

ATTRACTIONS
9. Business Center
10. Umatilla Museum
11. Senior and Community Center
12. Historic 6th St Bridge
13. McNary Dam

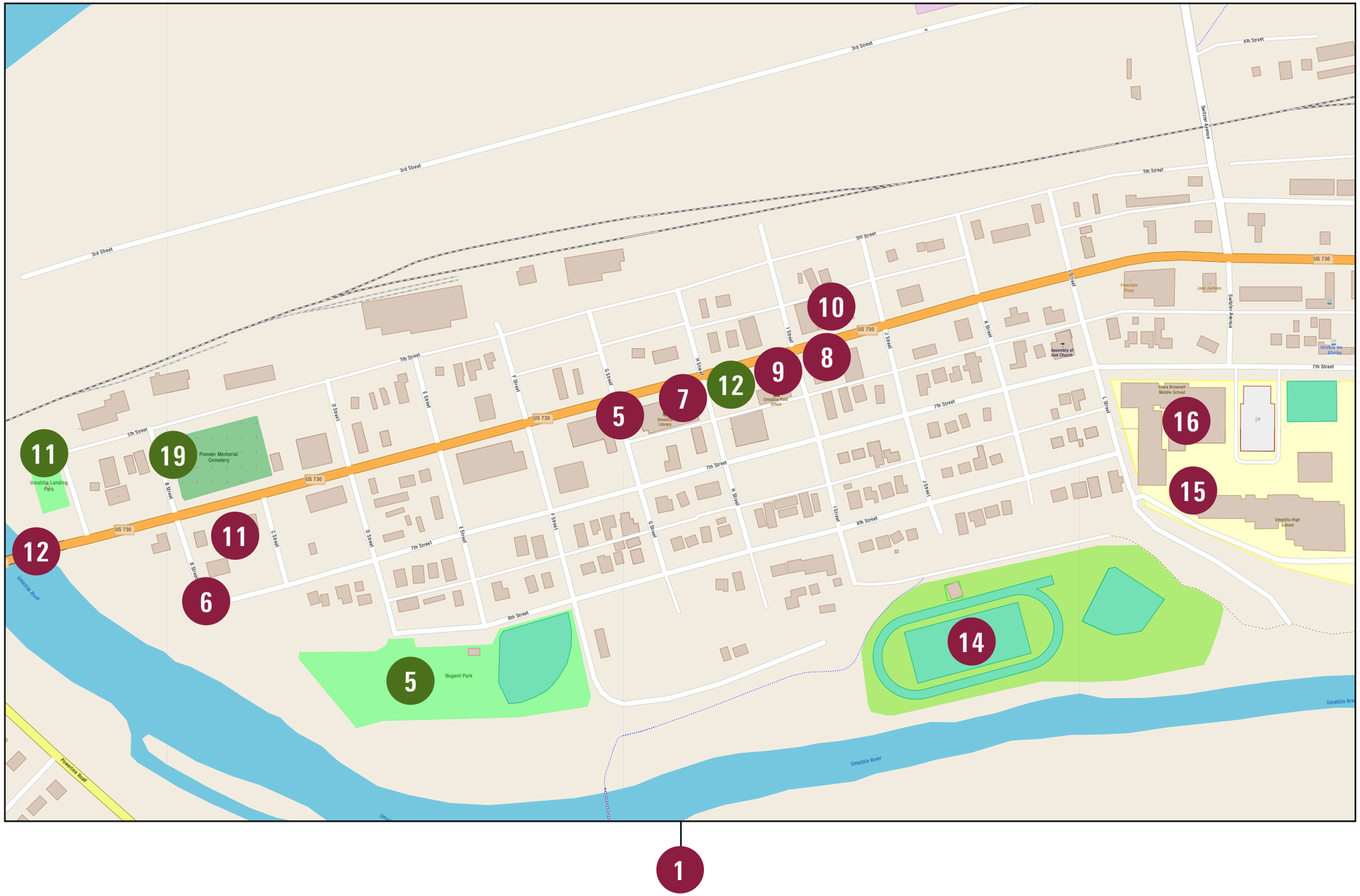
EDUCATION
14. Athletic Complex
15. High School
16. Middle School

PARKS AND REC
1. 3rd Street Soccer Field
2. Big River Golf Course
3. Easton Park
4. Hash Park
5. Nugent Park
6. Kiwanis Park
7. Marina & RV Park
8. McNary Tennis Courts
9. Riverbank Park
10. Sunset Basketball Court
11. Umatilla Landing Park
12. Village Square Park

TRAILS
13. Downtown Trail
14. Lewis and Clark Trail
15. McNary Trail
16. South Hill Trail
17. Story Trail

CEMETARY
18. Sunset Hills
19. Pioneer Memorial

Destinations - Downtown



DISTRICTS

1 Downtown

GOVERNMENT

5 City Hall
6 Community Center
7 Library
8 Post Office

ATTRACTIONS

9 Business Center
10 Umatilla Museum
11 Senior and Community Center
12 Historic 6th St Bridge

EDUCATION

13 Athletic Complex
14 High School
15 Middle School

PARKS AND REC

5 Nugent Park
11 Umatilla Landing Park
12 Village Square Park

CEMETARY

19 Pioneer Memorial

Terminologies

Destinations - Directional Signs

Districts

- Downtown
- McNary
- South Hill
- Waterfront

K-12 Schools

- Athletic Complex
- High School
- Middle School

Government Facilities

- Chamber of Commerce
- City Hall
- Community Center
- Library
- Post Office

Parks & Rec

- 3rd Street Soccer Field
- Big River Golf Course
- Easton Park
- Hash Park
- Nugent Park
- Kiwanis Park
- Lewis Street Park
- Marina & RV Park
- McNary Tennis Courts
- Riverbank Park
- Sunset Basketball Court
- Umatilla Landing Park
- Village Square Park

Trails

- Downtown Trail
- Lewis and Clark Trail
- McNary Trail
- South Hill Trail
- Story Trail

Cemetary

- Sunset Hills
- Pioneer Memorial

Attractions

- Business Center
- Umatilla Museum
- Senior & Community Center
- Historic 6th St Bridge
- McNary Dam

NEEDS ABBREVIATION

DESTINATIONS IN PARENTHESIS
YET TO BE DETERMINED

Destinations - Identification Signs

Districts

Downtown
McNary
South Hill
Waterfront

Parks & Rec

3rd Street Soccer Field
Big River Golf Course
Easton Park
Hash Park
Nugent Park
Kiwanis Park
Lewis Street Park
Marina & RV Park
McNary Tennis Courts
Riverbank Park
Sunset Basketball Court
Umatilla Landing Park
Village Square Park

Trails

Downtown Trail
Lewis and Clark Trail
McNary Trail
South Hill Trail
Story Trail

Education

Athletic Complex

Abbreviations Working Document

Terminologies - Recommendations

Destinations - Directional Signs

Districts

- Downtown
- McNary
- South Hill
- Waterfront

K-12 Schools

- Athletic Complex
- High School
- Middle School

Government Facilities

- Chamber of Commerce
- City Hall
- Community Center
- Library
- Post Office

Parks & Rec

- 3rd Street Soccer Field
- Big River Golf Course
- Easton Park
- Hash Park
- Nugent Park
- Kiwanis Park
- Lewis Street Park
- Marina & RV Park
- McNary Tennis Courts
- Riverbank Park
- Sunset Basketball Ct
- Umatilla Landing Park
- Village Square Park

Trails

- Downtown Trail
- Lewis and Clark Trail
- McNary Trail
- South Hill Trail
- Story Trail

Cemetary

- Sunset Hills
- Pioneer Memorial

Attractions

- Business Center
- Umatilla Museum
- Senior & Community Ctr
- Historic 6th St Bridge
- McNary Dam

NEEDS ABBREVIATION

DESTINATIONS IN PARENTHESIS
YET TO BE DETERMINED

Abbreviations Recommendations

Destinations - Identification Signs

Districts

Downtown
McNary
South Hill
Waterfront

Parks & Rec

3rd Street Soccer Field
Big River Golf Course
Easton Park
Hash Park
Nugent Park
Kiwanis Park
Lewis Street Park
Marina & RV Park
McNary Tennis Courts
Riverbank Park
Sunset Basketball Court
Umatilla Landing Park
Village Square Park

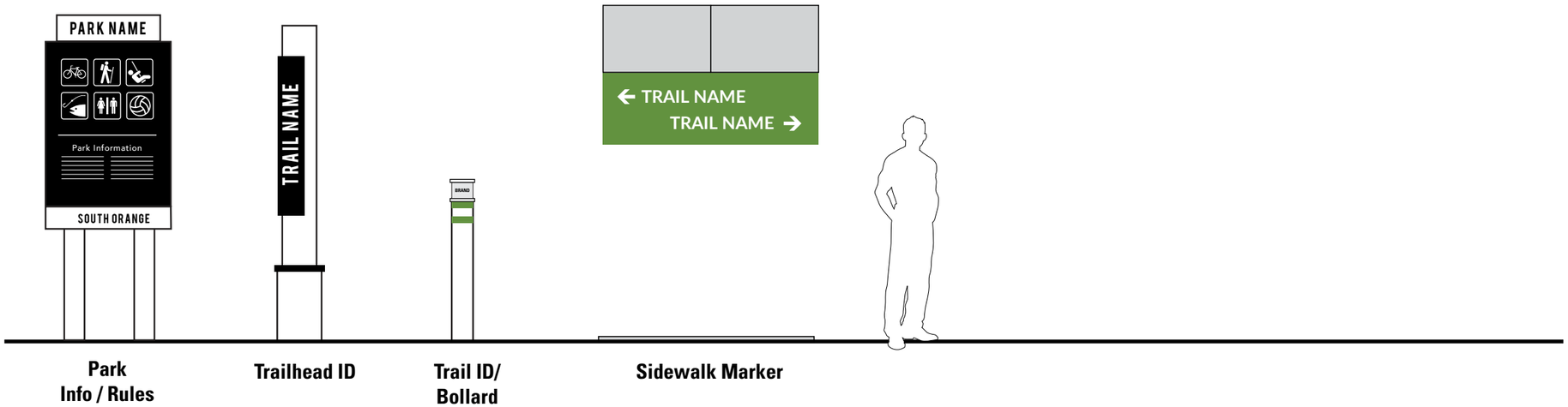
Trails

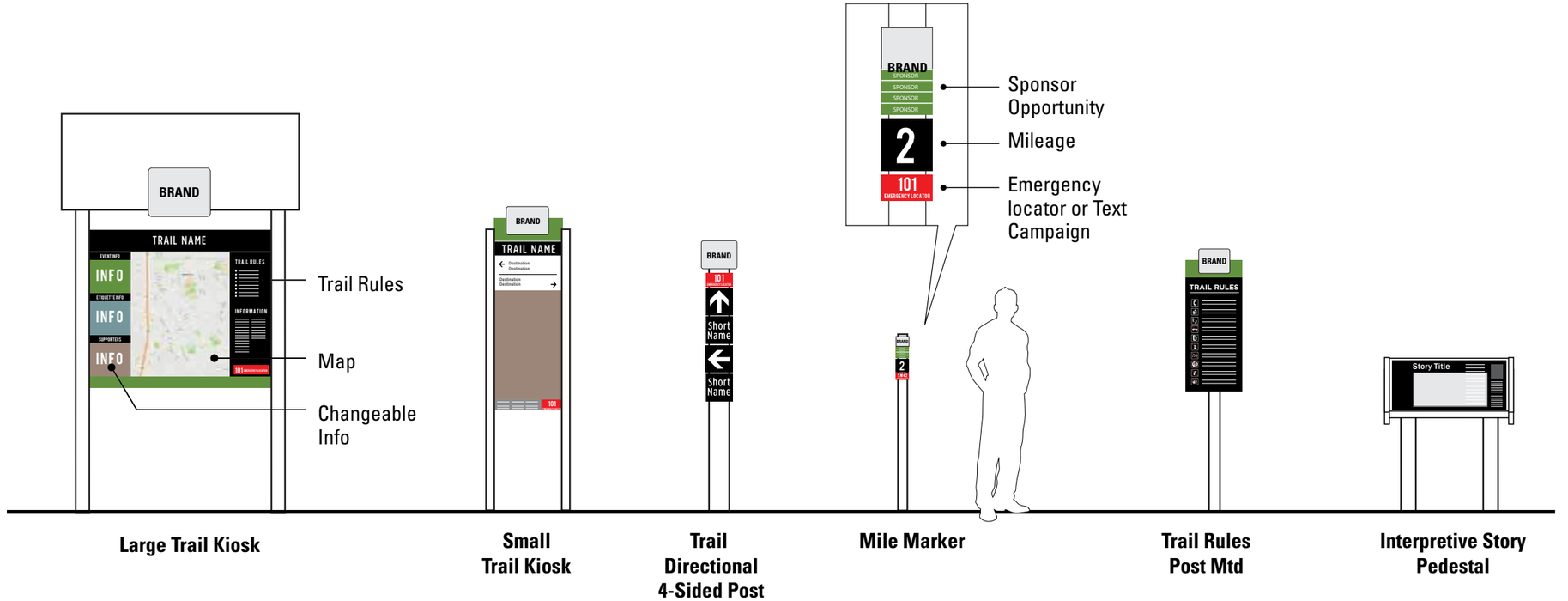
Downtown Trail
Lewis and Clark Trail
McNary Trail
South Hill Trail
Story Trail

Education

Athletic Complex

Parks & Trails





The Wayfinding Plan considers the following trail wayfinding issues and recommendations:

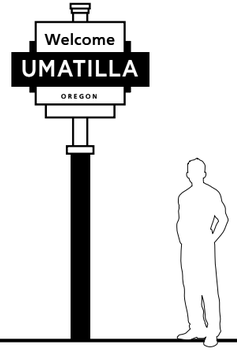
TRAIL ACCESS
MATERIALS
TECHNOLOGY
TRAIL ICON

VARIETY OF SIGN TYPES:
- Trailheads
- Directional
- Regulatory
- Informational Signage
- Fitness Markers
- Emergency Services
- Interpretive
- Donor Recognition

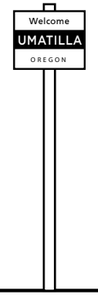
Generic Menu of Sign Types

Primary Gateway
(New Standard)

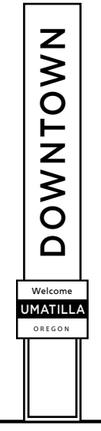
New Downtown Gateway



Secondary City Gateway

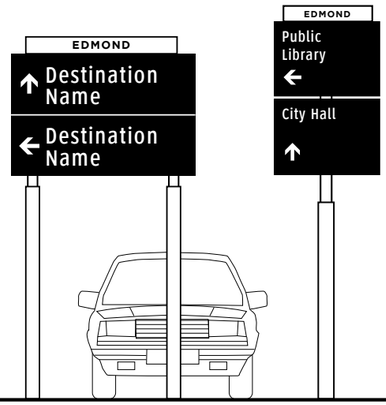


Tertiary City Gateway



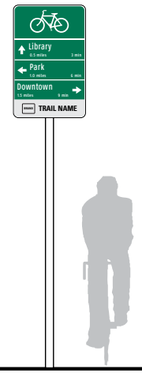
Primary District Gateway

Secondary District Gateway

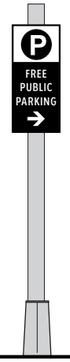


Destination Directional
(Over 25 mph)

Destination Directional
(25 mph + under)



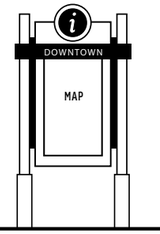
Bicycle
Directional



Parking
Trailblazer

Parking Lot
ID - small

Pedestrian
Directional



Pedestrian Kiosk

Recommendations

DIGITAL TOOLS & SUPPORT MATERIALS:

- Consider Digital Kiosk - (Village Square Park)
- Update City Website - Brand Elements
- Re-Design Orientation Maps (Citywide & Downtown)

APPROACH & GATEWAYS:

- Create a Landmark with Water Towers – Representing Umatilla (Brand, Waterfront or Heritage)
- Create a Landmark on top of Existing Chamber of Commerce Building
- Implement Medium Gateways at city entrances along US 730. Matching Monumental Gateway

WAYFINDING & IDENTITY:

- Establish Districts:
  - Downtown / Waterfront / McNary / South Hill
- Include sport pictograms on wayfinding signs to promote activities in the parks and Athletic Complex
- Establish vehicular connections to Downtown (from Interstate)
- Establish pedestrian connections to Downtown (from Waterfront, South Hill)
- Kiosk Locations (Must Follow City Ordinance)
  - Village Square
  - Waterfront / Marina
  - McNary Dam

Recommendations

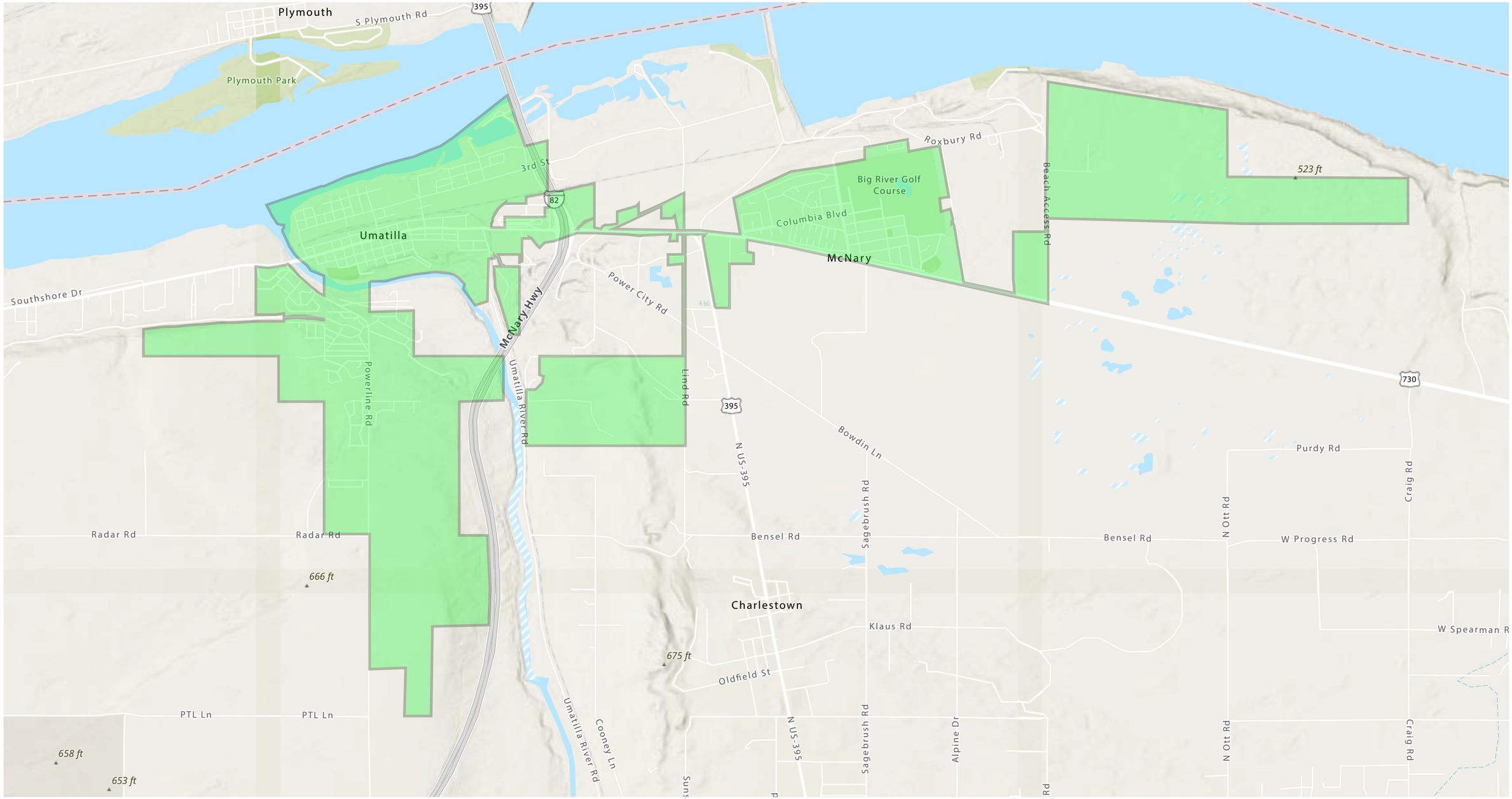
- Create a “Bike Umatilla” signage program that connects Trails, Neighborhoods and Parks
- Replace Downtown Street Signs with unique design to establish arrival

PARKS & TRAILS:

- Parks need “Umatilla” Identity at entrance. Consistent Family of Sign Types
- Interior Park Signage needs to be updated (Directional / Informational / Rules / Parking)
- Reduce visual / signage clutter
- Trailhead signage along roadways should be visible
- Develop a Sign Standards Manual
- Establish internal program & responsibilities to update & maintain
- Establish an Annual Budget and Phasing Plan for Sign Replacement throughout Park System

Design Development

PROPOSED WAYFINDING REGION - OVERALL AREA



REVISIONS		
DATE	BY	DESCRIPTION

ENVIRONMENTS & EXPERIENCES

merje

120 North Church Street
Suite 208
West Chester, PA 19380
T 484.266.0648
www.merjedesign.com

SHEET TITLE

Wayfinding Boundary

CLIENT / PROJECT

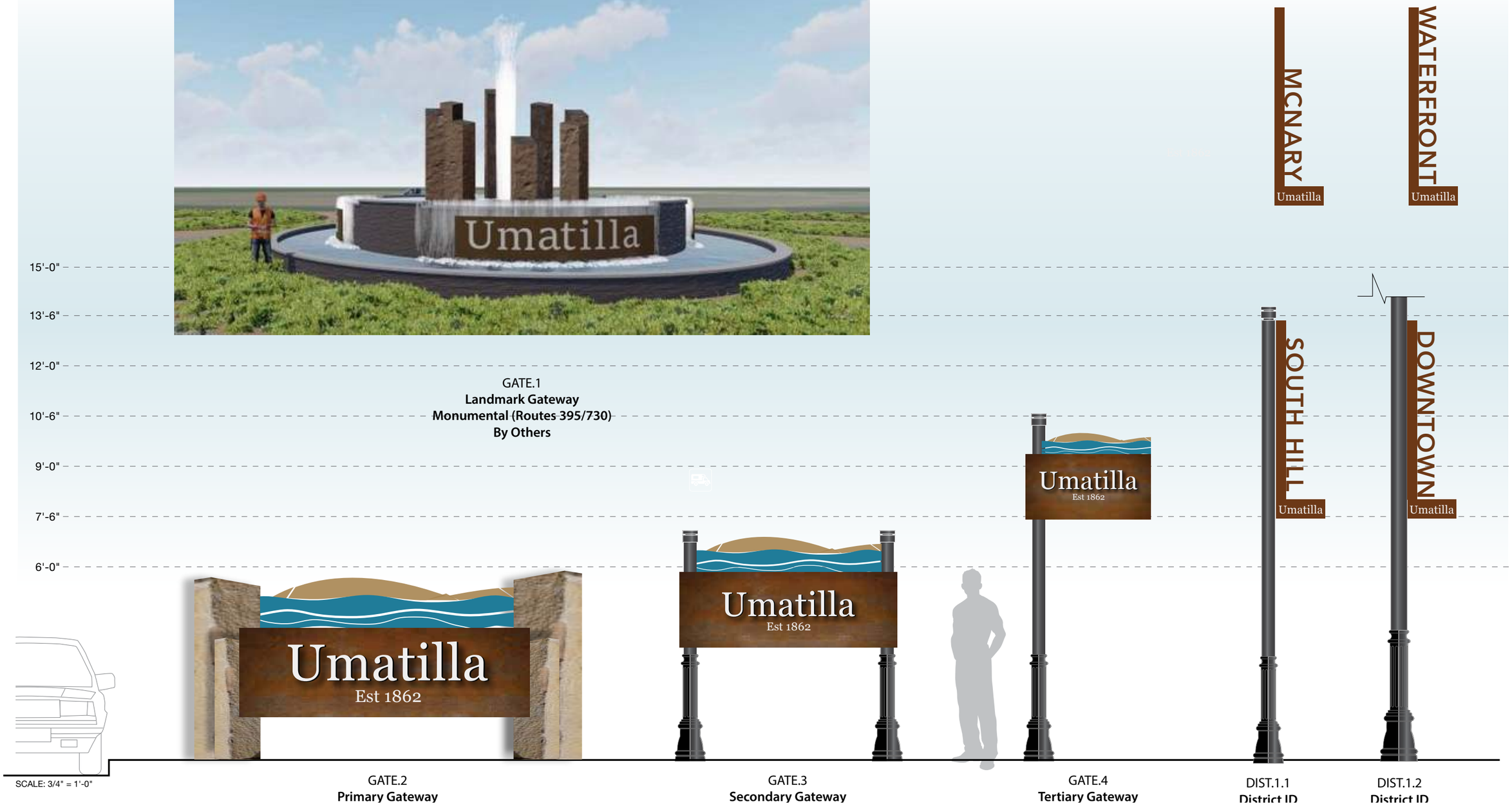
Umatilla, OR
Wayfinding and Signage System

DATE: May 02, 2023

DRAWN BY: GS

SHEET NO.

A.1



GATE.1
Landmark Gateway
Monumental (Routes 395/730)
By Others

GATE.2
Primary Gateway

GATE.3
Secondary Gateway

GATE.4
Tertiary Gateway

DIST.1.1
District ID

DIST.1.2
District ID

REVISIONS		
DATE	BY	DESCRIPTION

ENVIRONMENTS & EXPERIENCES

merje

120 North Church Street
Suite 208
West Chester, PA 19380
T 484.266.0648
www.merjedesign.com

SHEET TITLE

Sign Menu
City Gateway
District Gateway

CLIENT / PROJECT

Umatilla, OR
Wayfinding and Signage System

DATE: May 02, 2023

DRAWN BY: GS

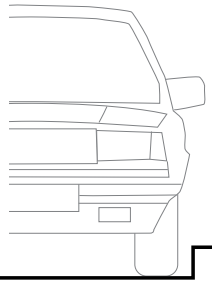
SHEET NO.

D.1

9'-0"

7'-6"

6'-0"



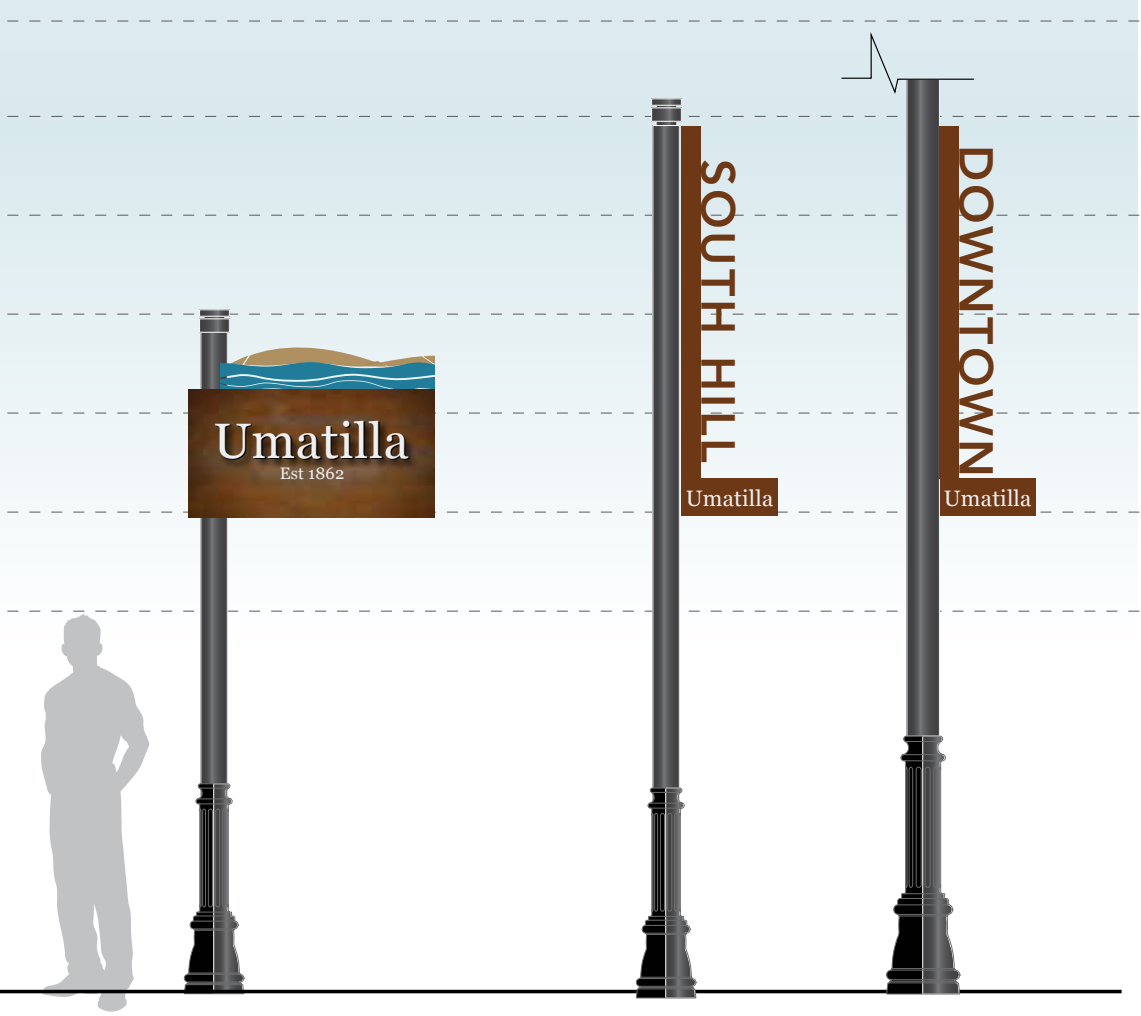
SCALE: 3/4" = 1'-0"

GATE.2
Primary Gateway

GATE.3
Secondary Gateway

GATE.3

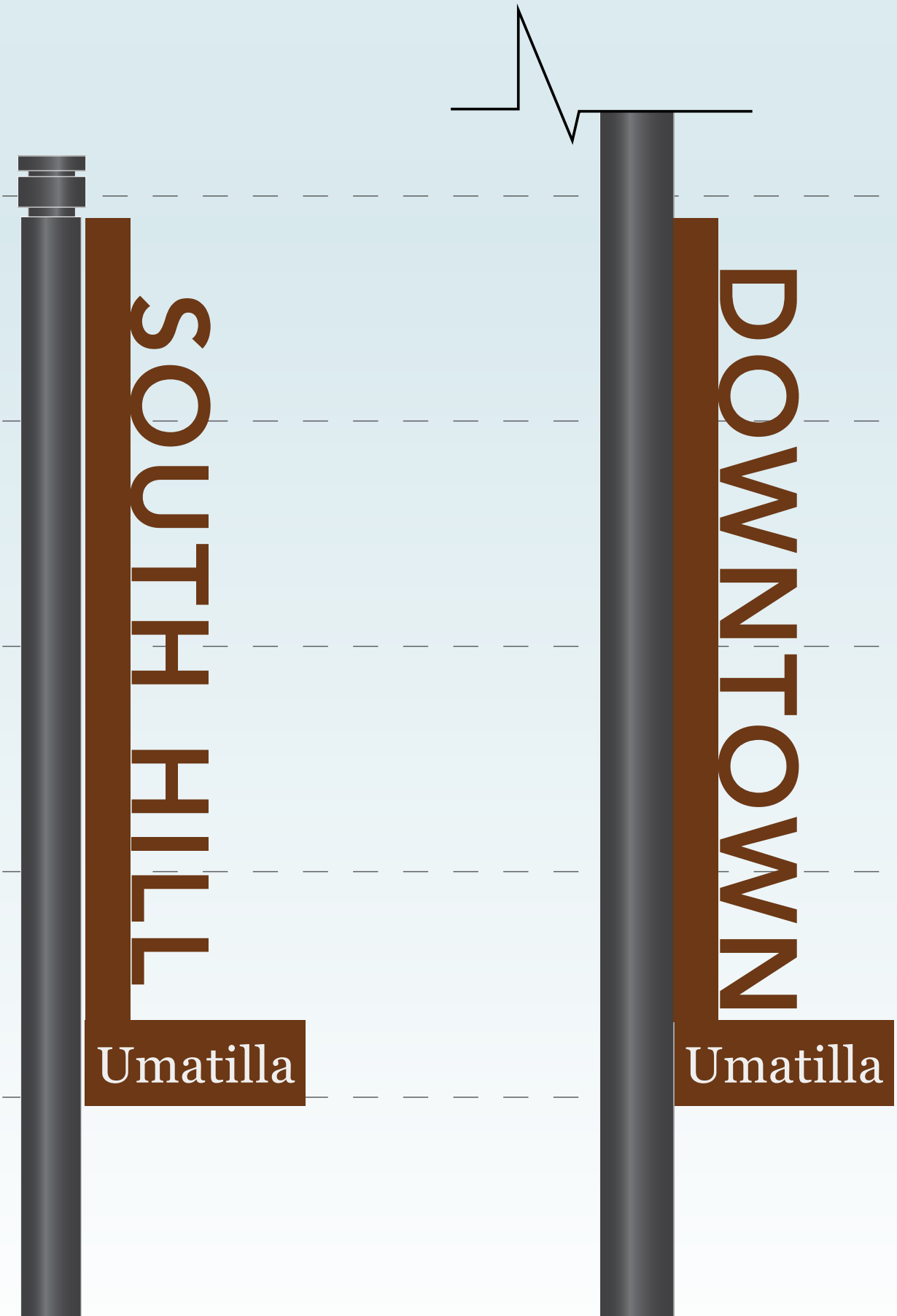
Secondary Gateway

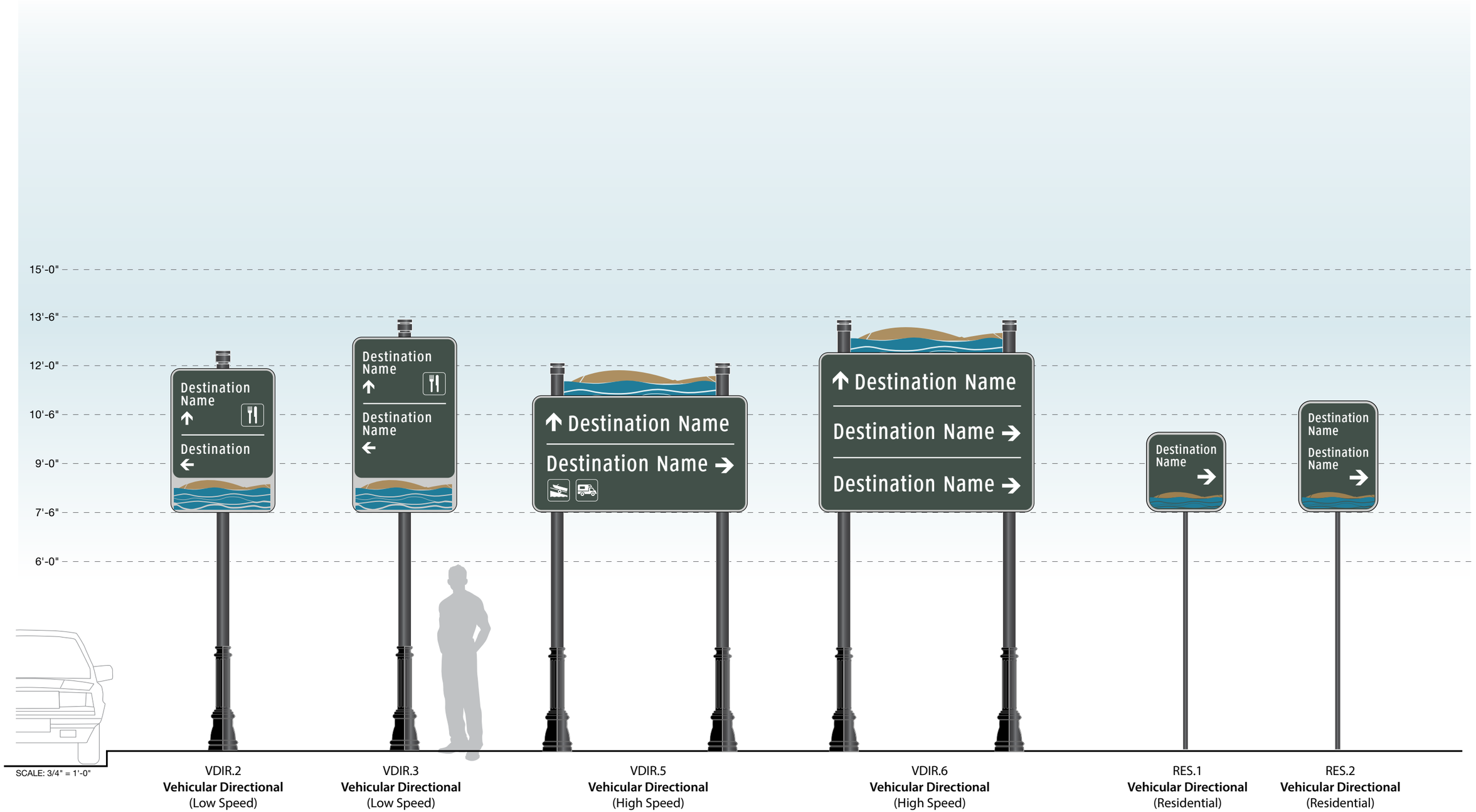


GATE.4
Tertiary Gateway

DIST.1.1
District ID

DIST.1.2
District ID


SOUTH HILL
Umatilla
DOWNTOWN
Umatilla



VDIR.2
Vehicular Directional
(Low Speed)

VDIR.3
Vehicular Directional
(Low Speed)

VDIR.5
Vehicular Directional
(High Speed)

VDIR.6
Vehicular Directional
(High Speed)

RES.1
Vehicular Directional
(Residential)

RES.2
Vehicular Directional
(Residential)

REVISIONS		
DATE	BY	DESCRIPTION

ENVIRONMENTS & EXPERIENCES

merje

120 North Church Street
Suite 208
West Chester, PA 19380
T 484.266.0648
www.merjedesign.com

SHEET TITLE

Sign Menu
Vehicular

CLIENT / PROJECT

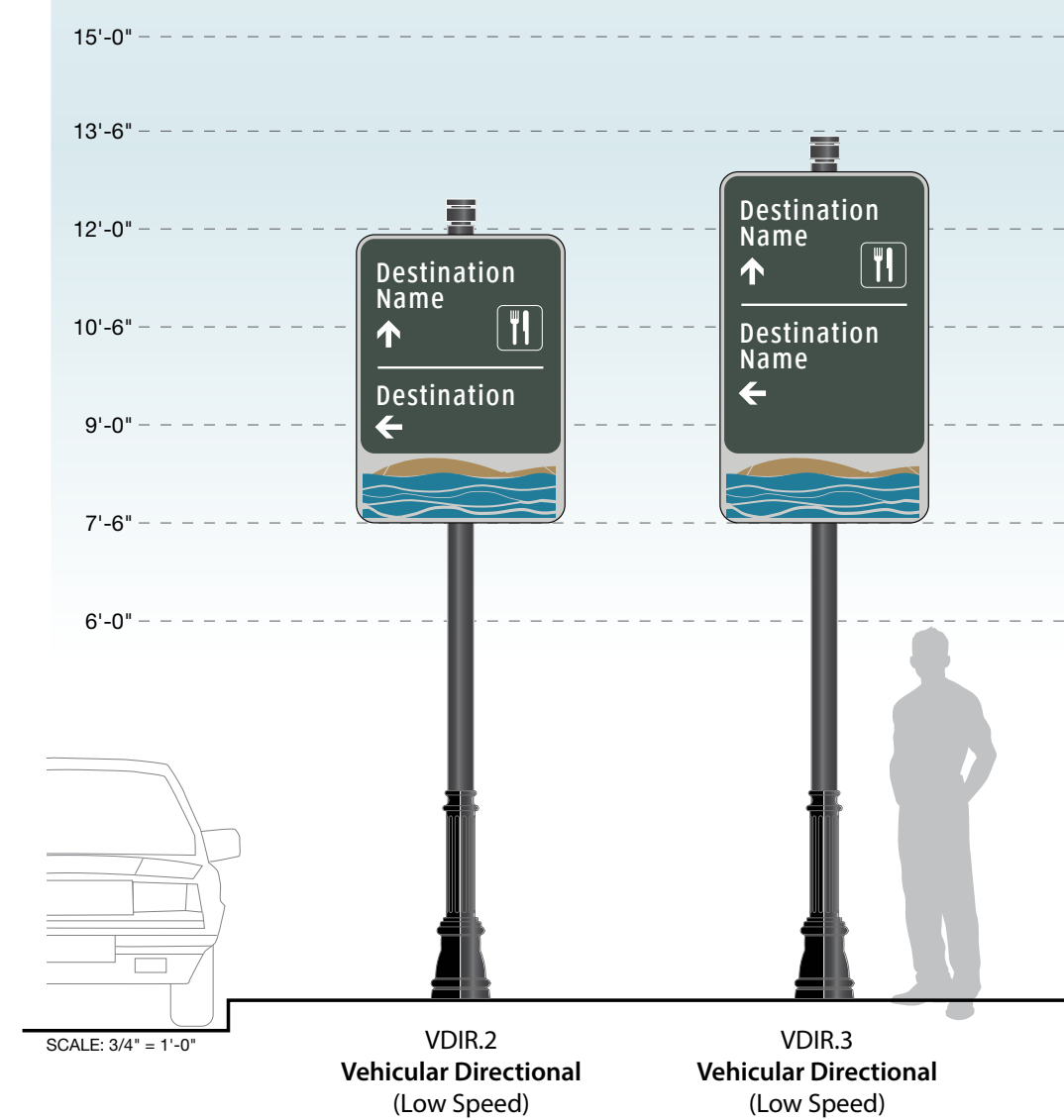
Umatilla, OR
Wayfinding and Signage System

DATE: May 02, 2023

DRAWN BY: GS

SHEET NO.

D.2



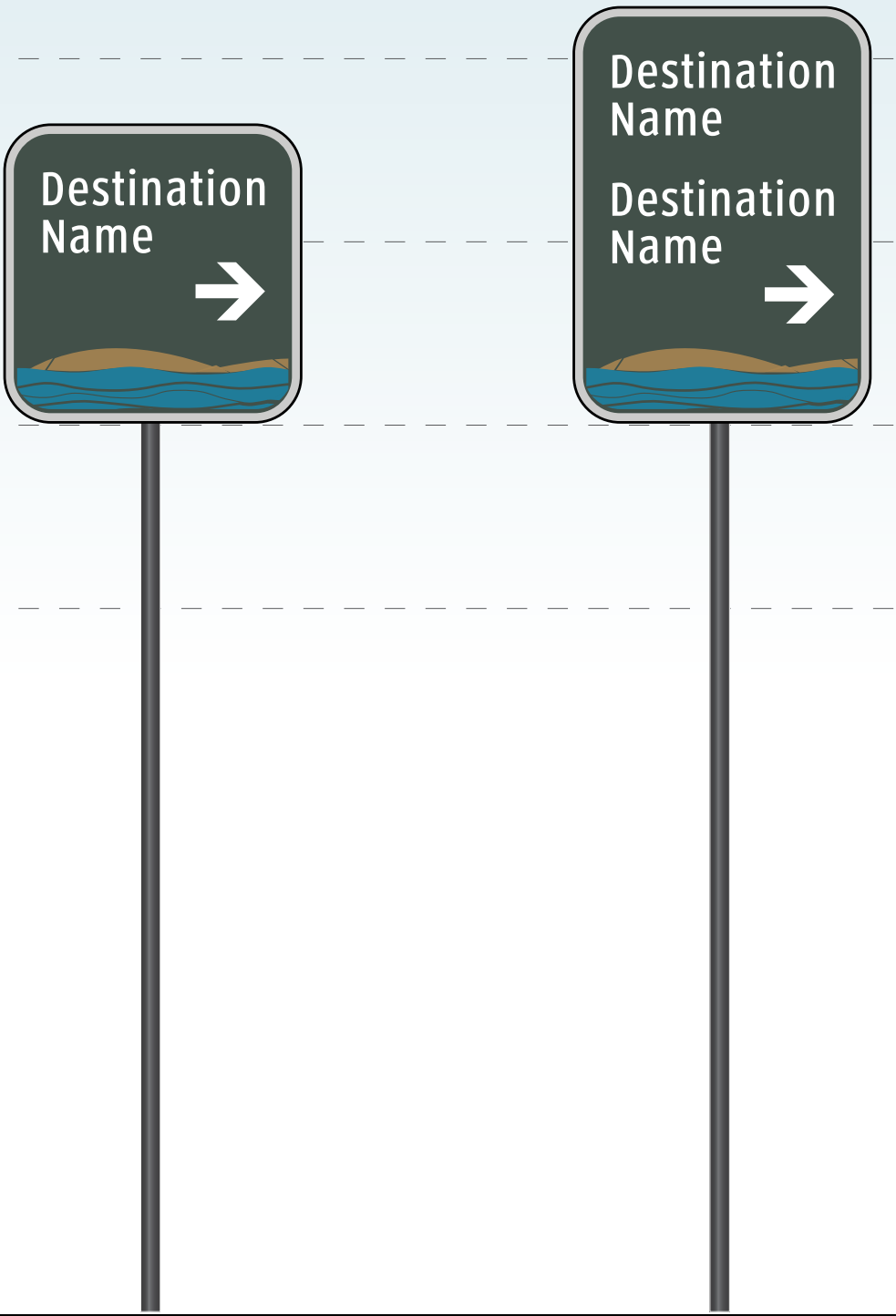
SCALE: 3/4" = 1'-0"

VDIR.2
Vehicular Directional
(Low Speed)

VDIR.3
Vehicular Directional
(Low Speed)

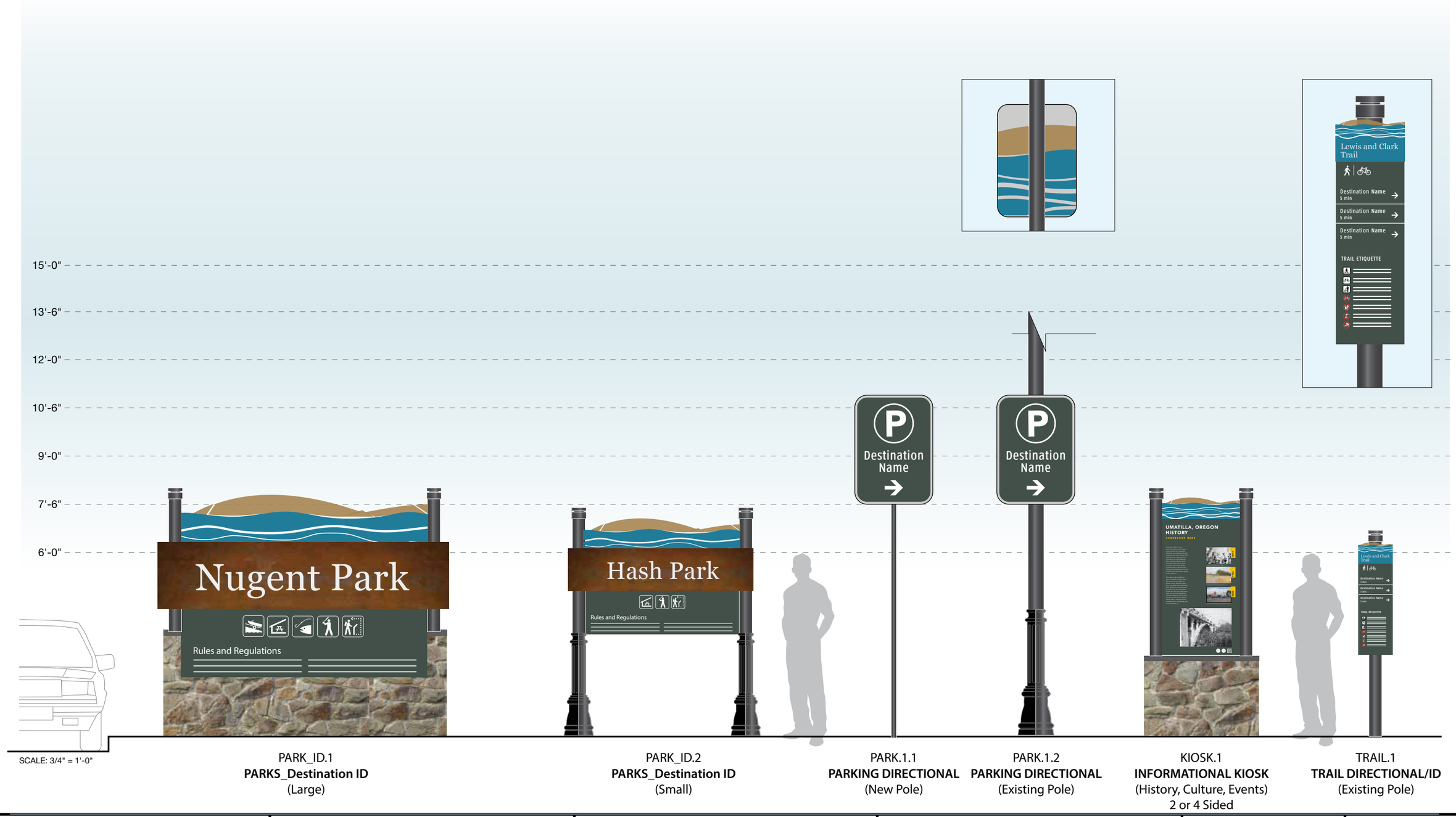
VDIR.5
Vehicular Directional
(High Speed)

VDIR.6
Vehicular Directional
(High Speed)



RES.1
Vehicular Directional
(Residential)

RES.2
Vehicular Directional
(Residential)



PARK_ID.1
PARKS_Destination ID
(Large)

PARK_ID.2
PARKS_Destination ID
(Small)

PARK.1.1
PARKING DIRECTIONAL
(New Pole)

PARK.1.2
PARKING DIRECTIONAL
(Existing Pole)

KIOSK.1
INFORMATIONAL KIOSK
(History, Culture, Events)
2 or 4 Sided

TRAIL.1
TRAIL DIRECTIONAL/ID
(Existing Pole)

REVISIONS		
DATE	BY	DESCRIPTION

ENVIRONMENTS & EXPERIENCES

merje

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West Chester, PA 19380
T 484.266.0648
www.merjedesign.com

SHEET TITLE

Sign Menu
Parks, Parking, Pedestrian, Trails

CLIENT / PROJECT

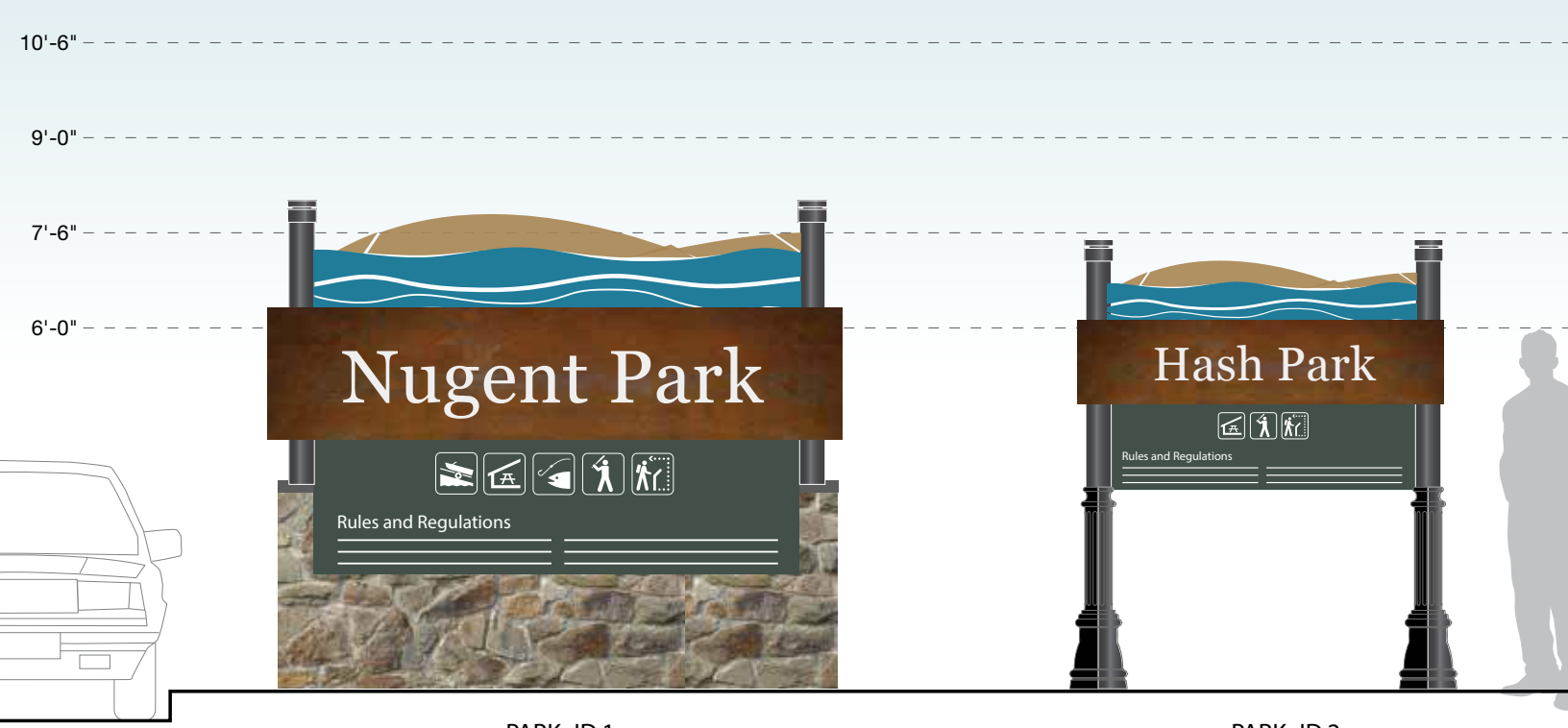
Umatilla, OR
Wayfinding and Signage System

DATE: May 02, 2023

DRAWN BY: GS

SHEET NO.

D.3



SCALE: 3/4" = 1'-0"

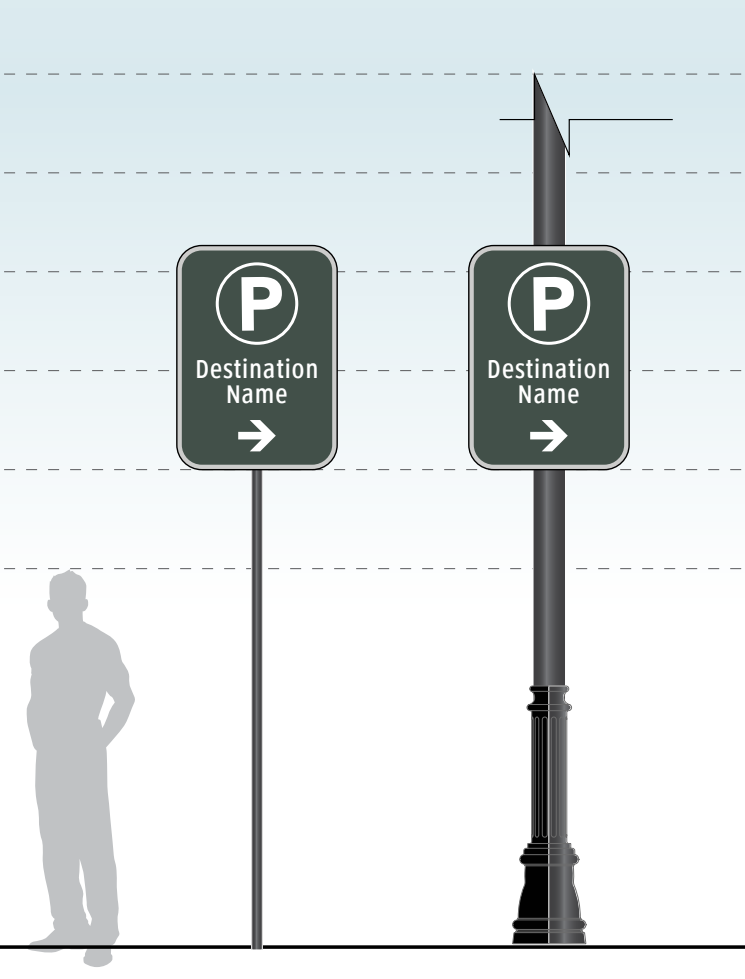
PARK_ID.1
PARKS_Destination ID
(Large)

PARK_ID.2
PARKS_Destination ID
(Small)

PARK_ID.1

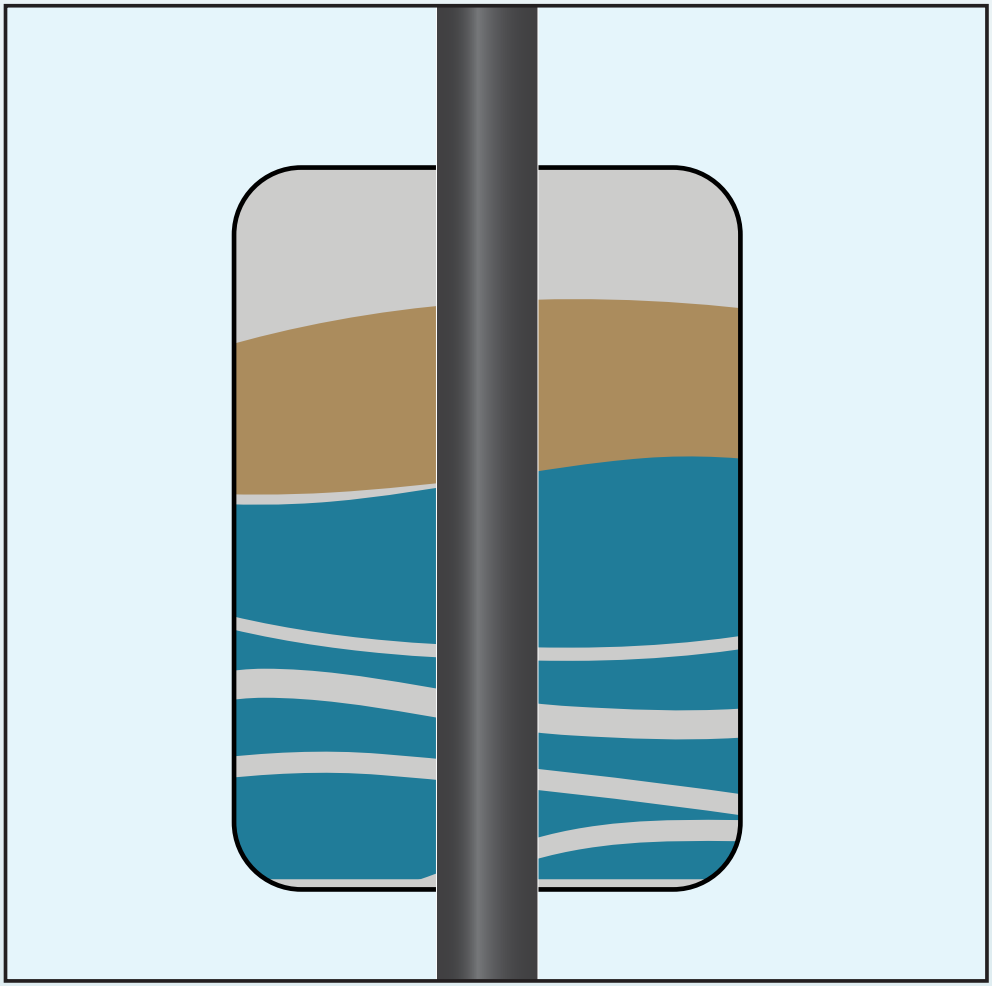
PARKS_Destination ID

(Large)



PARK.1.1
PARKING DIRECTIONAL
(New Pole)

PARK.1.2
PARKING DIRECTIONAL
(Existing Pole)



KIOSK.1

INFORMATIONAL KIOSK

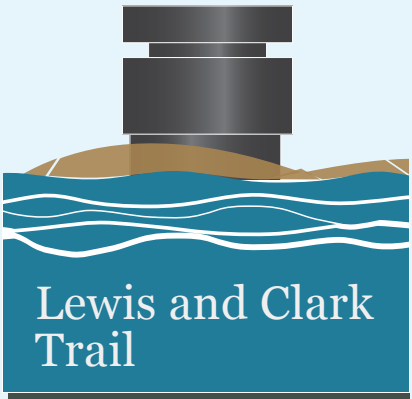
(History, Culture, Events)

2 or 4 Sided

TRAIL.1

TRAIL DIRECTIONAL/ID

(Existing Pole)



Lewis and Clark Trail

Destination Name
5 min

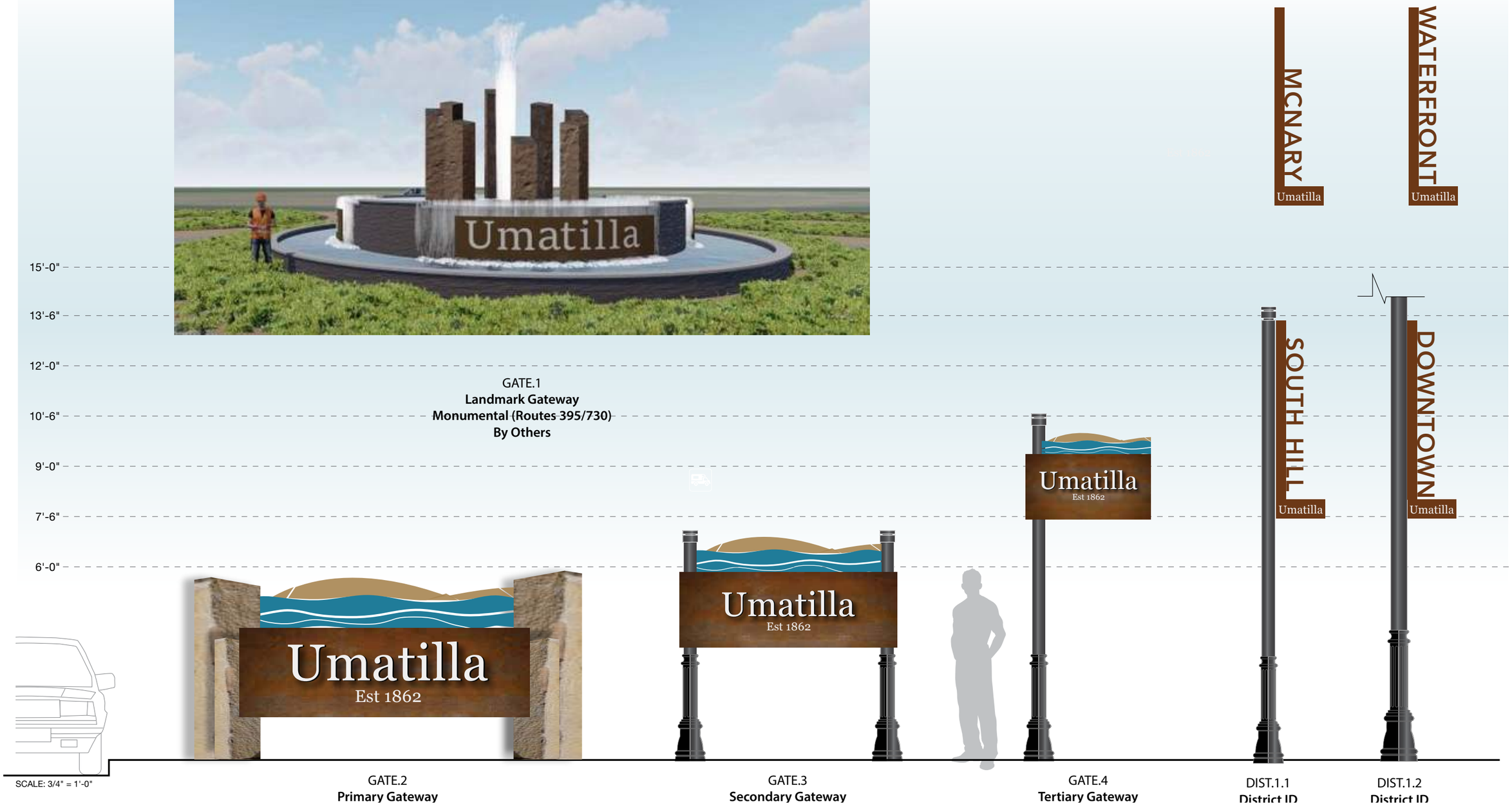
Destination Name
5 min

Destination Name
5 min

TRAIL ETIQUETTE

LANDMARK.1
LETTERS/GRAPHIC/SIGN on top of Welcome Center
(Visible from Bridge)

LANDMARK.2
PAINT Water Tank
(Visible from 395)



GATE.1
Landmark Gateway
Monumental (Routes 395/730)
By Others

GATE.2
Primary Gateway

GATE.3
Secondary Gateway

GATE.4
Tertiary Gateway

DIST.1.1
District ID

DIST.1.2
District ID

REVISIONS		
DATE	BY	DESCRIPTION

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SHEET TITLE

Sign Menu
City Gateway
District Gateway

CLIENT / PROJECT

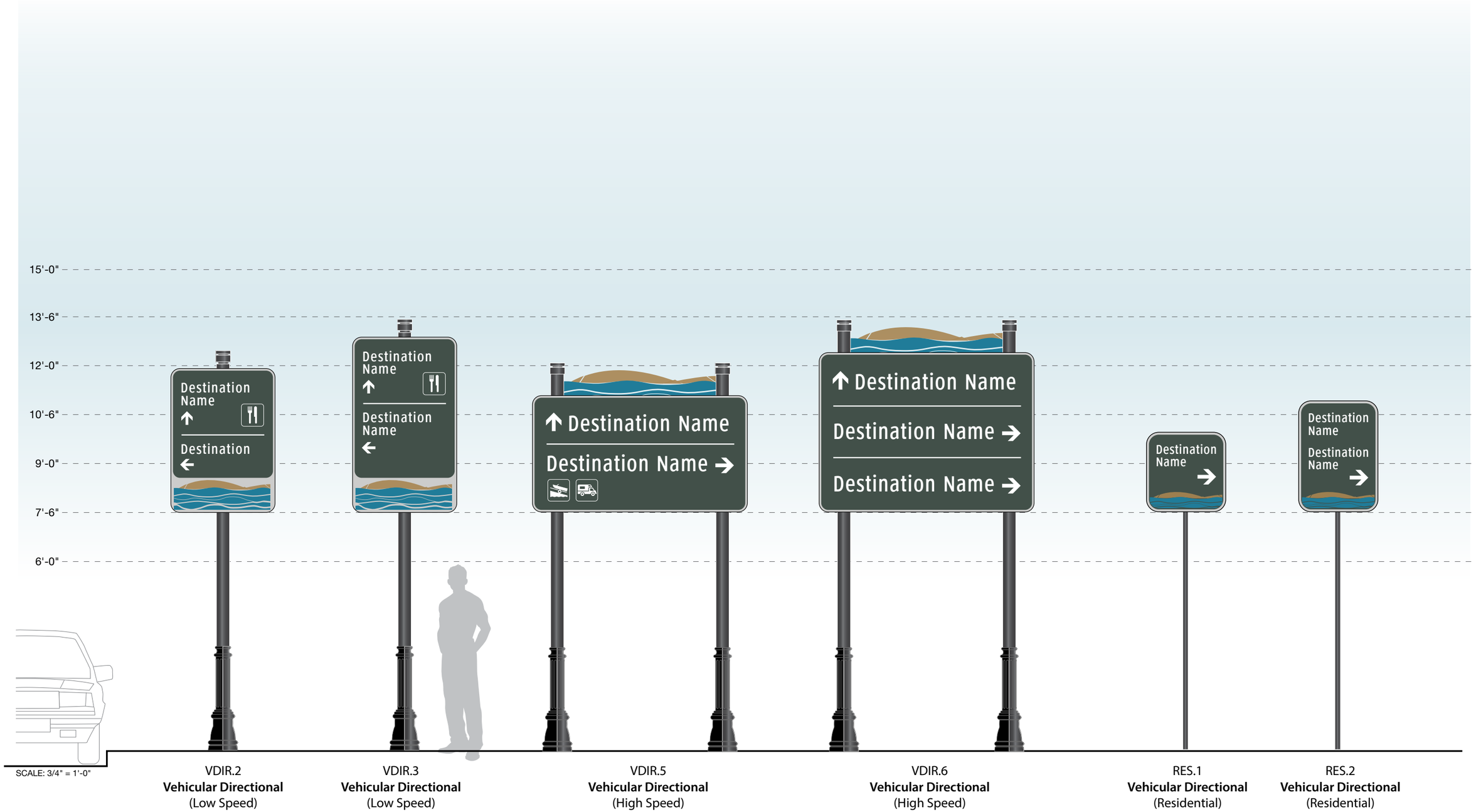
Umatilla, OR
Wayfinding and Signage System

DATE: May 02, 2023

DRAWN BY: GS

SHEET NO.

D.1



VDIR.2
Vehicular Directional
(Low Speed)

VDIR.3
Vehicular Directional
(Low Speed)

VDIR.5
Vehicular Directional
(High Speed)

VDIR.6
Vehicular Directional
(High Speed)

RES.1
Vehicular Directional
(Residential)

RES.2
Vehicular Directional
(Residential)

REVISIONS		
DATE	BY	DESCRIPTION

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SHEET TITLE

Sign Menu
Vehicular

CLIENT / PROJECT

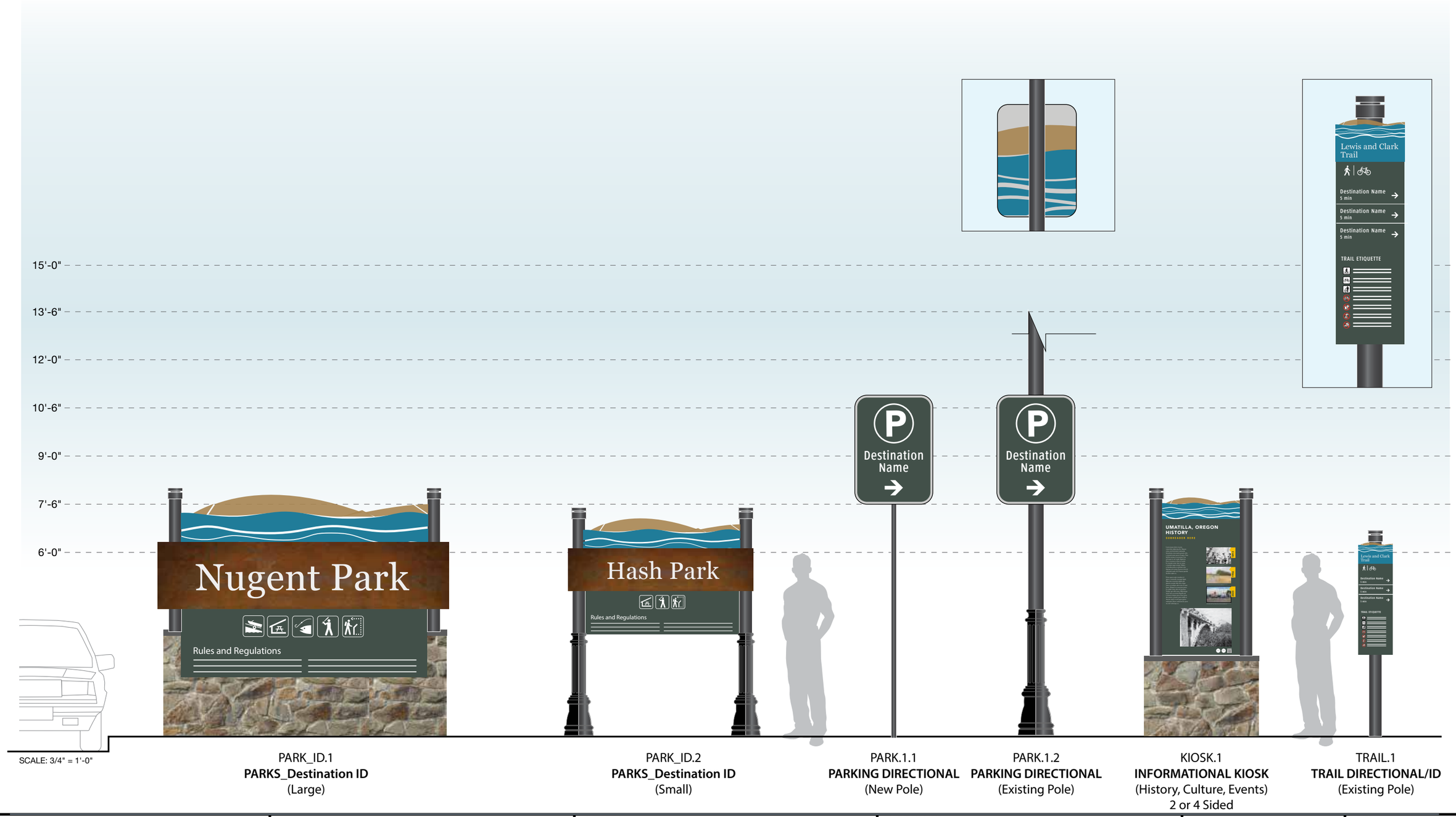
Umatilla, OR
Wayfinding and Signage System

DATE: May 02, 2023

DRAWN BY: GS

SHEET NO.

D.2



PARK_ID.1
PARKS_Destination ID
(Large)

PARK_ID.2
PARKS_Destination ID
(Small)

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(New Pole)

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INFORMATIONAL KIOSK
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Umatilla, OR
Wayfinding and Signage System

DATE: May 02, 2023

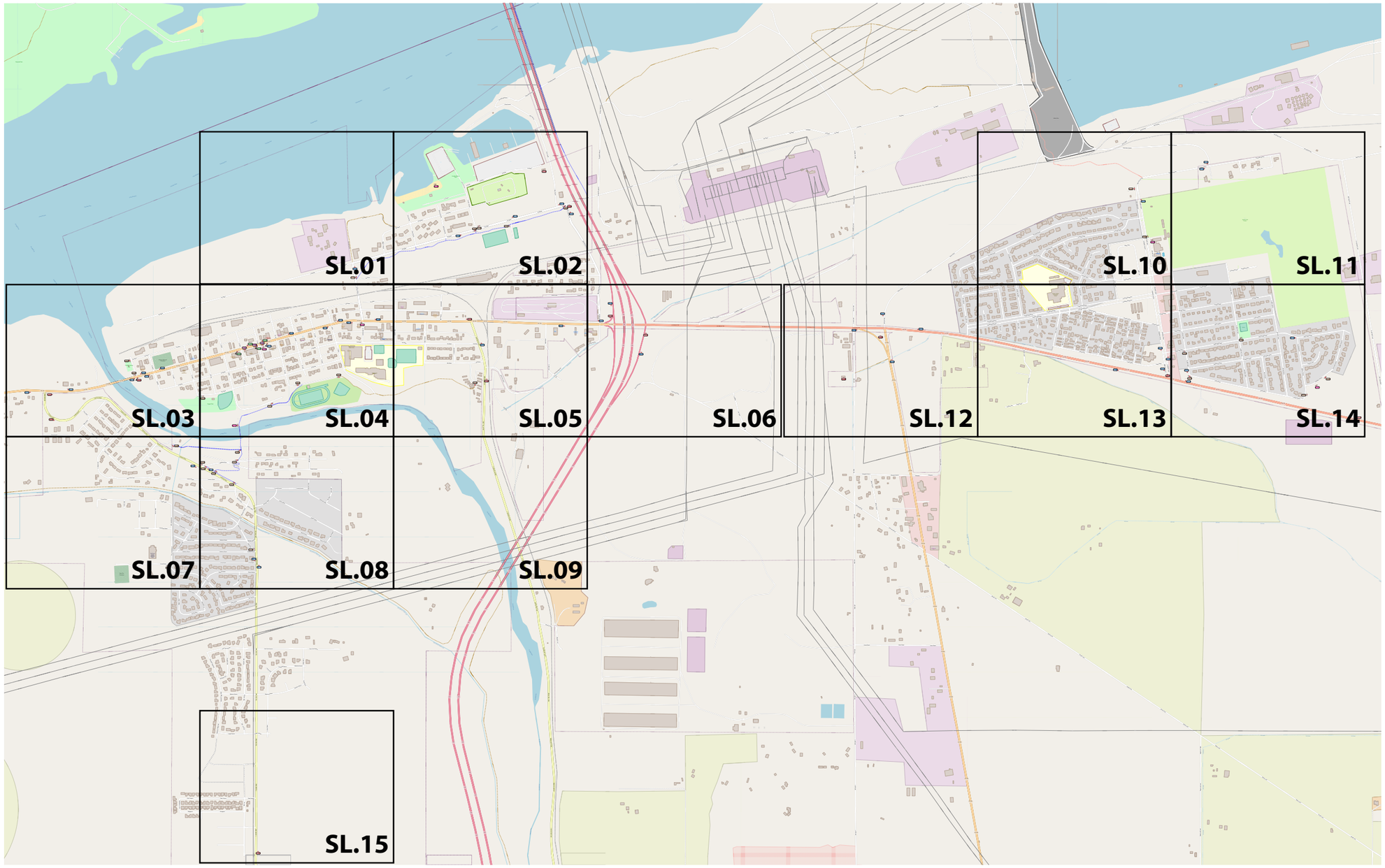
DRAWN BY: GS

SHEET NO.

D.3

SECTION 3 | Programming

SL-TOWN | Location Plans
Townwide



SPECIFICATIONS

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Refer to the Wayfinding and Signage System message schedule for all sign type messages, location numbers, quantities, and specific location details.

SIGNAGE LEGEND

- 001 Gateways / District ID
- 100 Vehicular
- 500 Parking
- 600 Pedestrian Directional
- 700 Pedestrian Kiosk
- 800 Parks Signage

NOTES:
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2. The Message Schedule provides more detailed guidance of sign location in the Remarks column.
3. Refer to the Message Schedule for the final messages of each sign.
4. Utilize the above Legend to help determine sign types, and other details of location.

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REVISIONS

CLIENT / PROJECT

Umatilla, OR

Wayfinding and Signage System

PROJECT NO.

SHEET TITLE

Sign Location Plans
City-Wide
Key Plan

SHEET NO.

KEY

SPECIFICATIONS

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Umatilla, OR

Wayfinding and Signage System

PROJECT NO.

SHEET TITLE

Sign Location Plans City-Wide

SHEET NO.

SL.1

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REVISIONS

CLIENT / PROJECT

Umatilla, OR

Wayfinding and Signage System

PROJECT NO.

SHEET TITLE

Sign Location Plans City-Wide

SHEET NO.

SL.2

SPECIFICATIONS

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REVISIONS

CLIENT / PROJECT

Umatilla, OR

Wayfinding and Signage System

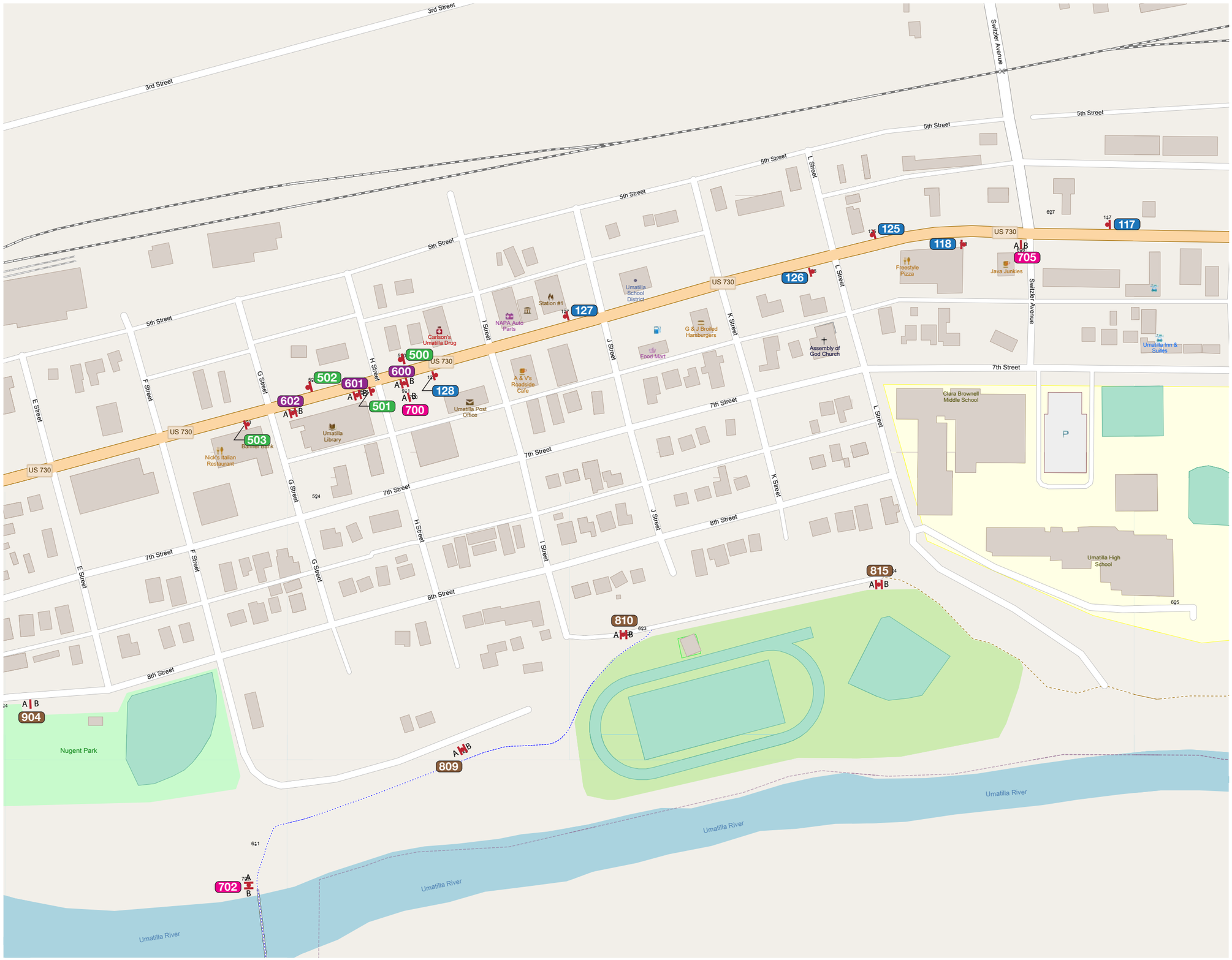
PROJECT NO.

SHEET TITLE

Sign Location Plans City-Wide

SHEET NO.

SL.3



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REVISIONS

CLIENT / PROJECT

Umatilla, OR

Wayfinding and Signage System

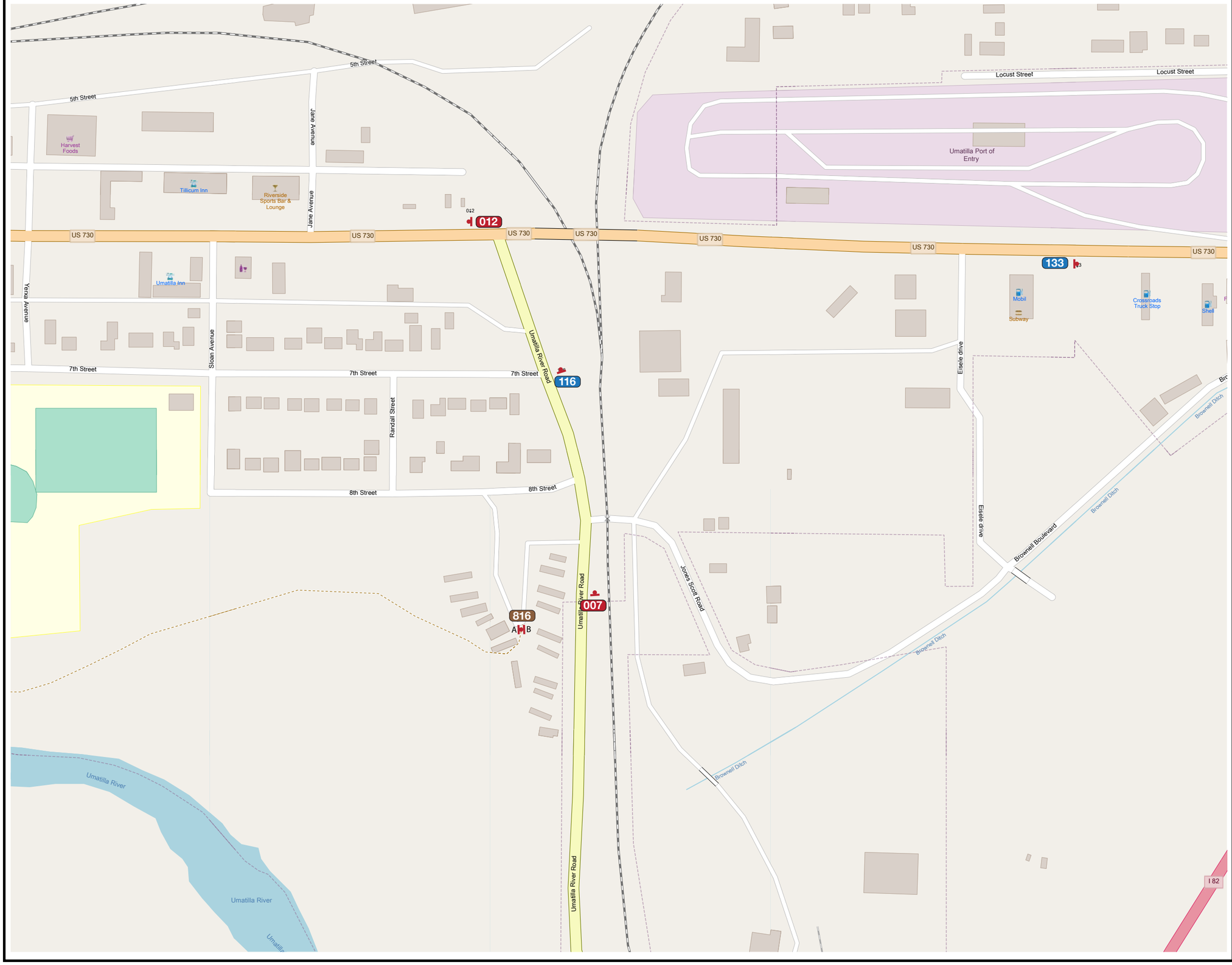
PROJECT NO.

SHEET TITLE

Sign Location Plans City-Wide

SHEET NO.

SL.4



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Umatilla, OR

Wayfinding and Signage System

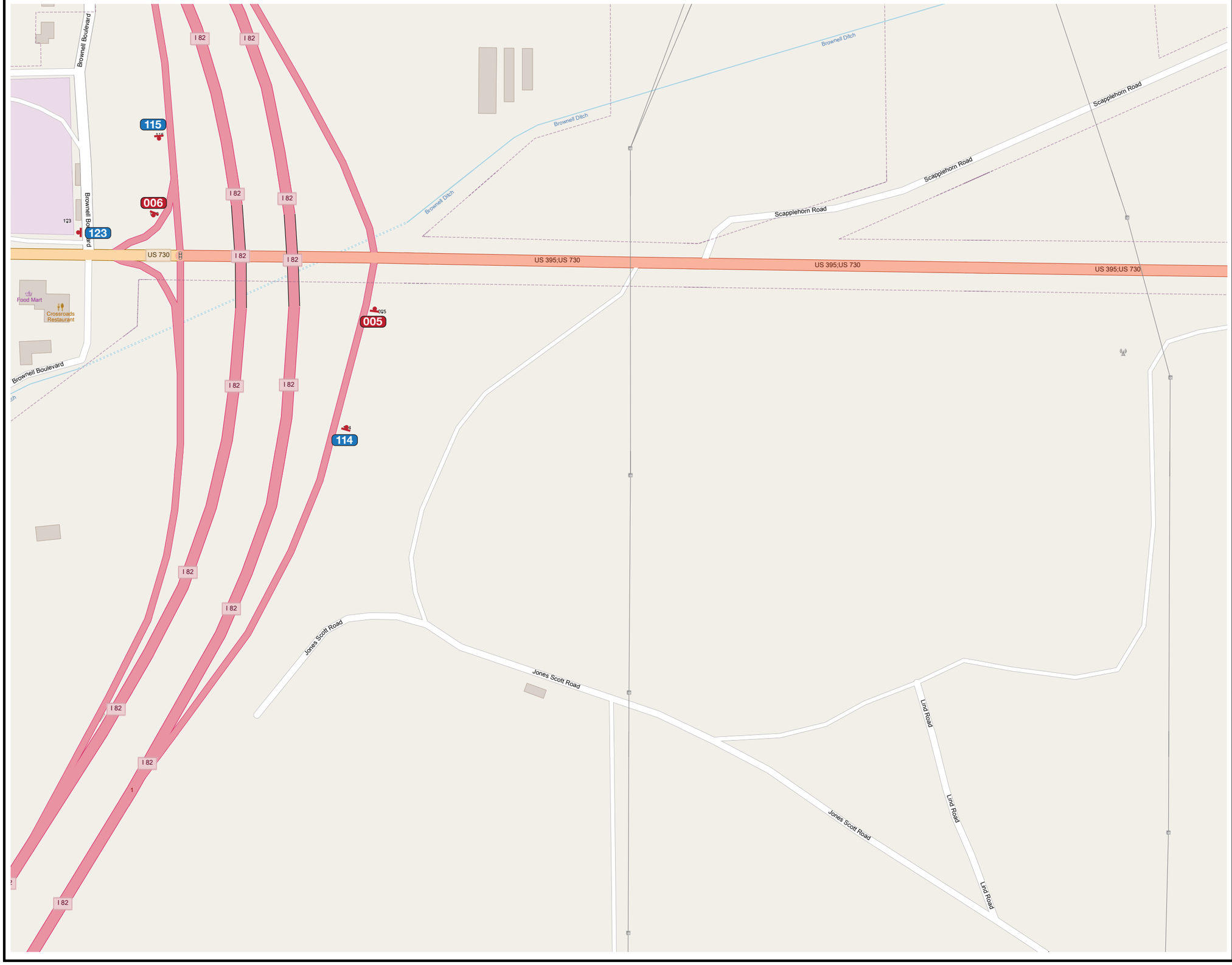
PROJECT NO.

SHEET TITLE

Sign Location Plans City-Wide

SHEET NO.

SL.5



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REVISIONS

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Wayfinding and Signage System

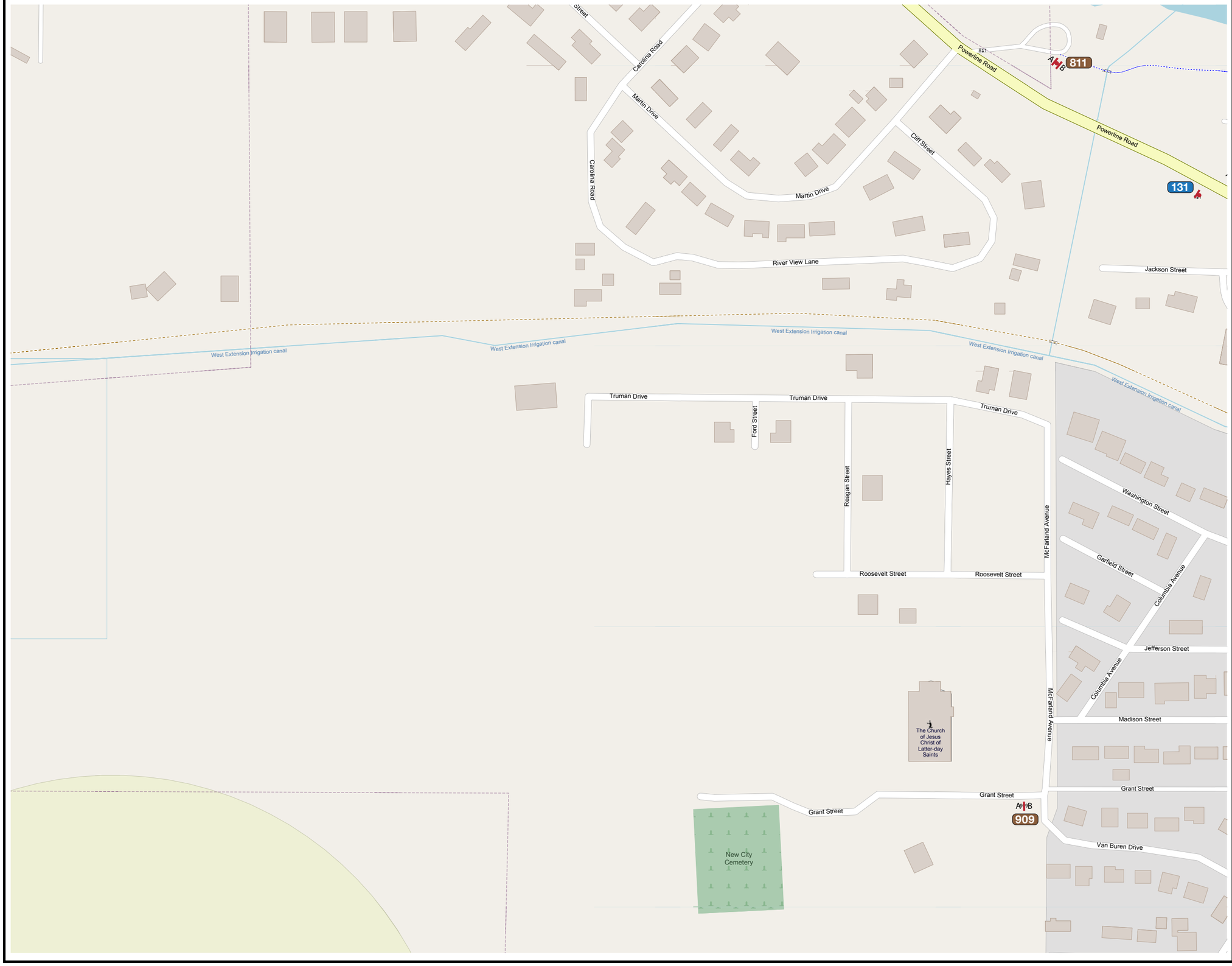
PROJECT NO.

SHEET TITLE

Sign Location Plans City-Wide

SHEET NO.

SL.6



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REVISIONS

CLIENT / PROJECT

Umatilla, OR

Wayfinding and Signage System

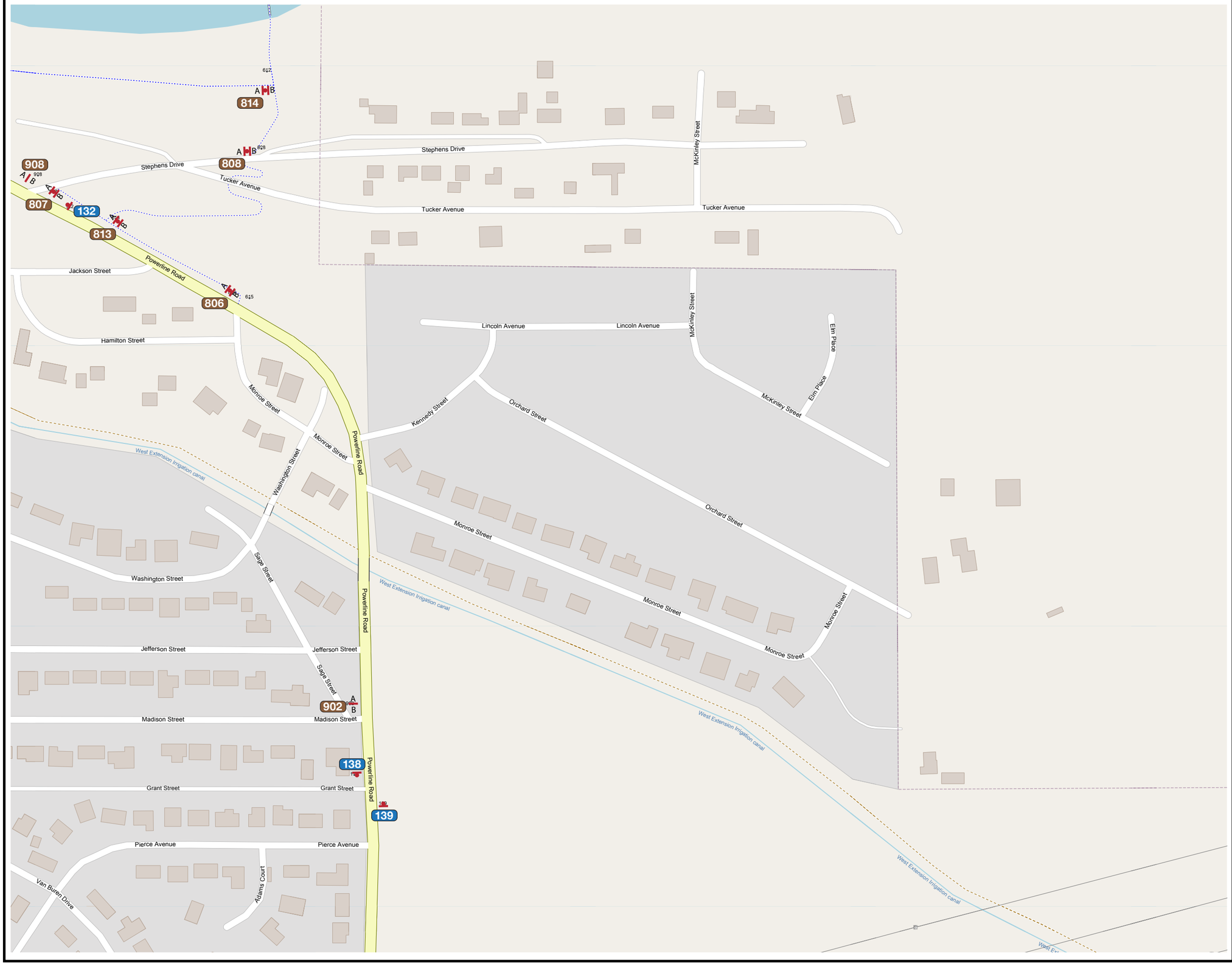
PROJECT NO.

SHEET TITLE

Sign Location Plans City-Wide

SHEET NO.

SL.7



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Wayfinding and Signage System

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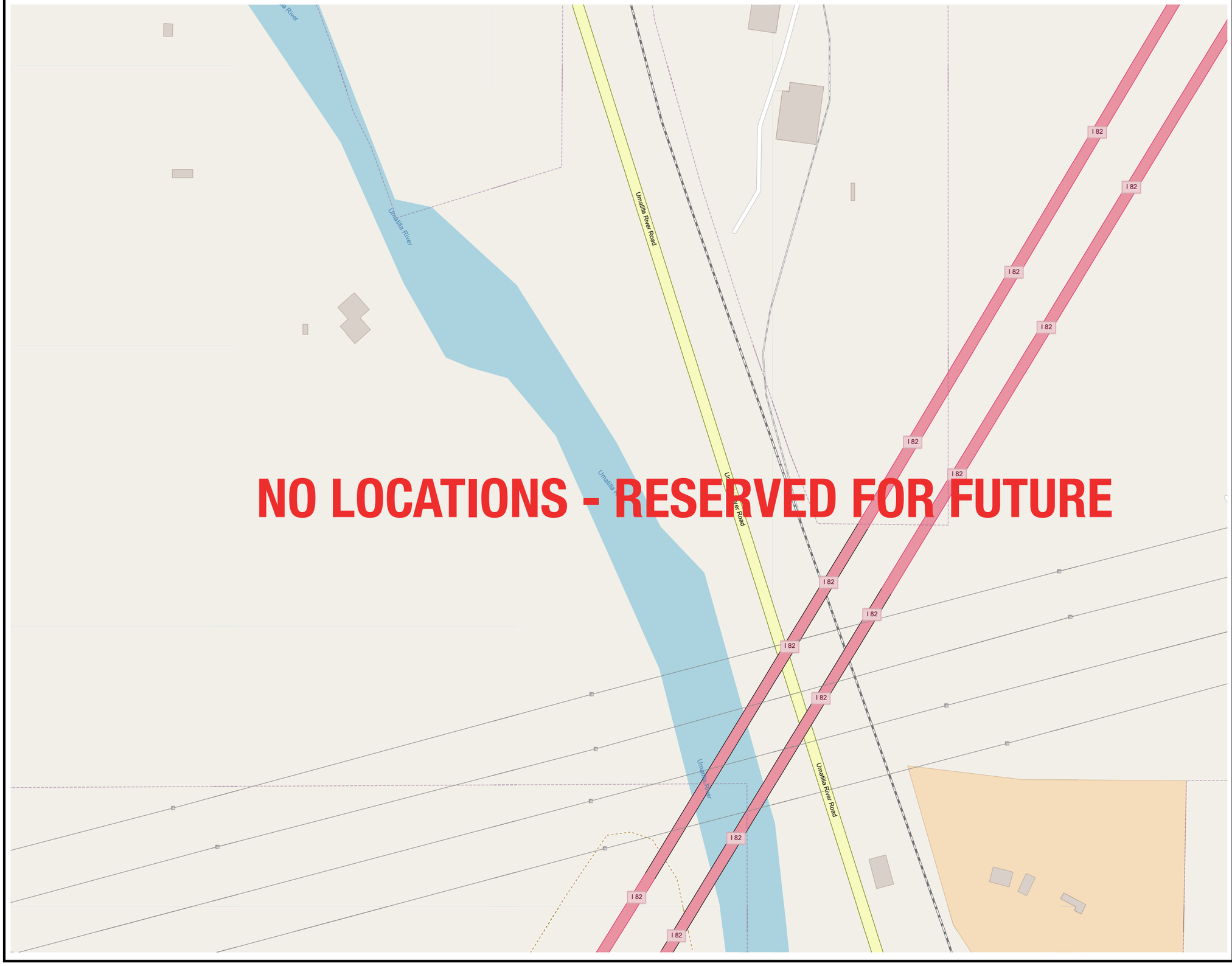
Sign Location Plans City-Wide

SHEET NO.

SL.8



NO LOCATIONS - RESERVED FOR FUTURE

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Wayfinding and Signage System

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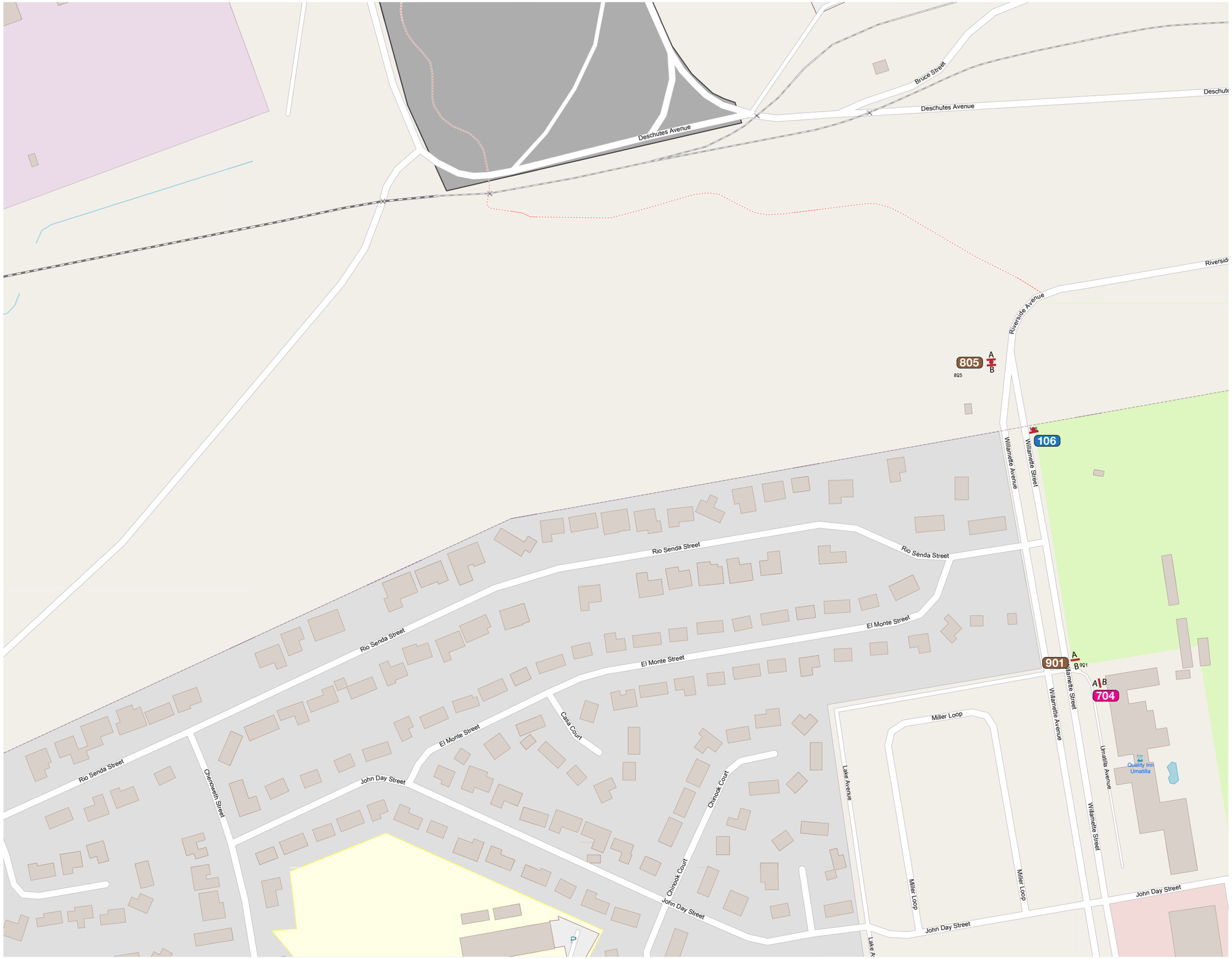
SHEET TITLE

Sign Location Plans City-Wide

SHEET NO.

SL.9



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Wayfinding and Signage System

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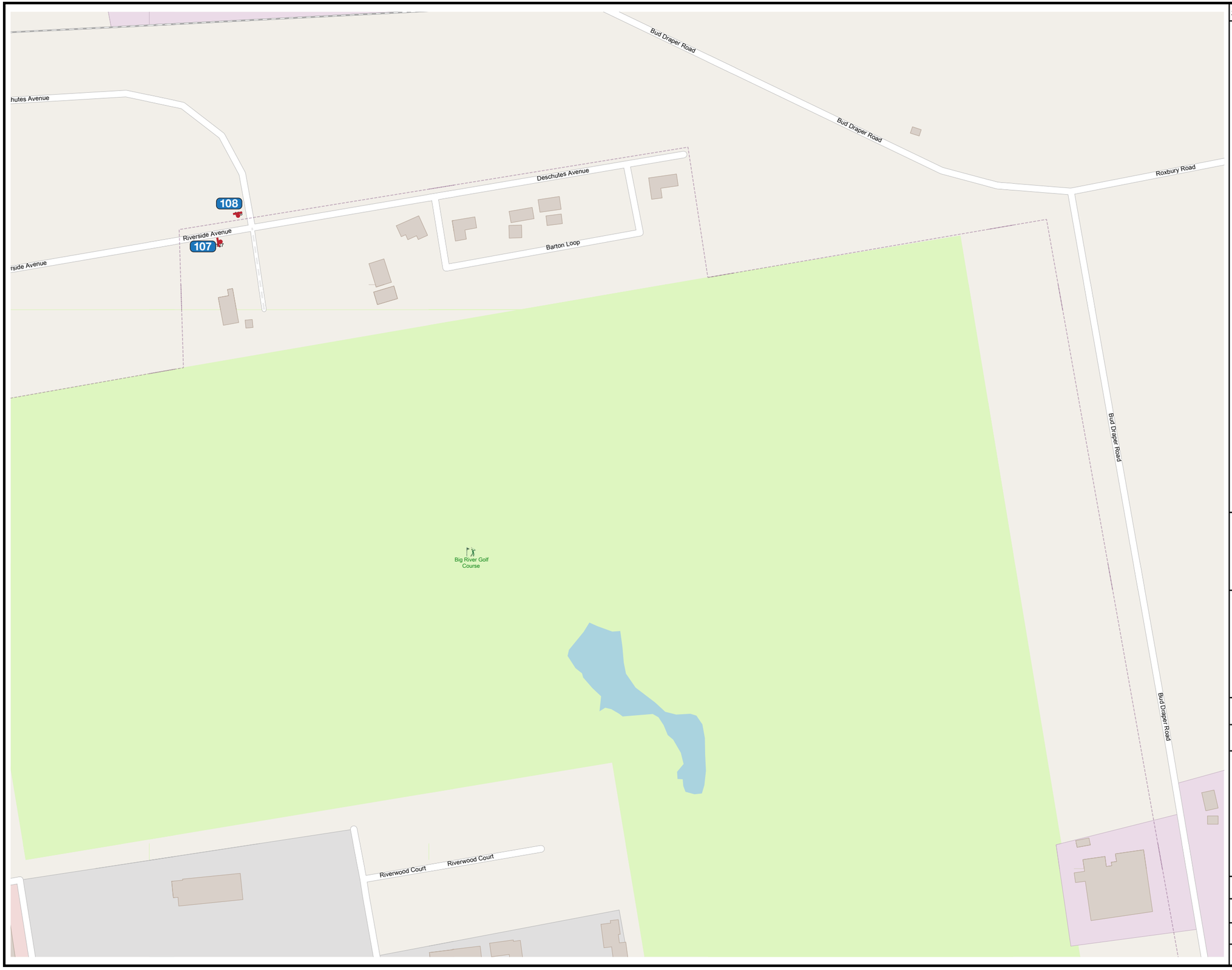
SHEET TITLE

Sign Location Plans City-Wide

SHEET NO.

SL.10



SPECIFICATIONS

Refer to the Wayfinding and Signage System design intent documentation for sign type drawings, material call-outs and installation methods.

Refer to the Wayfinding and Signage System message schedule for all sign type messages, location numbers, quantities, and specific location details.

SIGNAGE LEGEND

- 001 Gateways / District ID
- 100 Vehicular
- 500 Parking
- 600 Pedestrian Directional
- 700 Pedestrian Kiosk
- 800 Parks Signage

NOTES:
1. General sign locations are provided on these plan sheets.
2. The Message Schedule provides more detailed guidance of sign location in the Remarks column.
3. Refer to the Message Schedule for the final messages of each sign.
4. Utilize the above Legend to help determine sign types, and other details of location.

ENVIRONMENTS & EXPERIENCES

merje

120 North Church Street
Suite 208
West Chester, PA 19380
T 484.266.0648
www.merjedesign.com

DATE 04/02/23

DRAWN BY: GS

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REVISIONS

CLIENT / PROJECT

Umatilla, OR

Wayfinding and Signage System

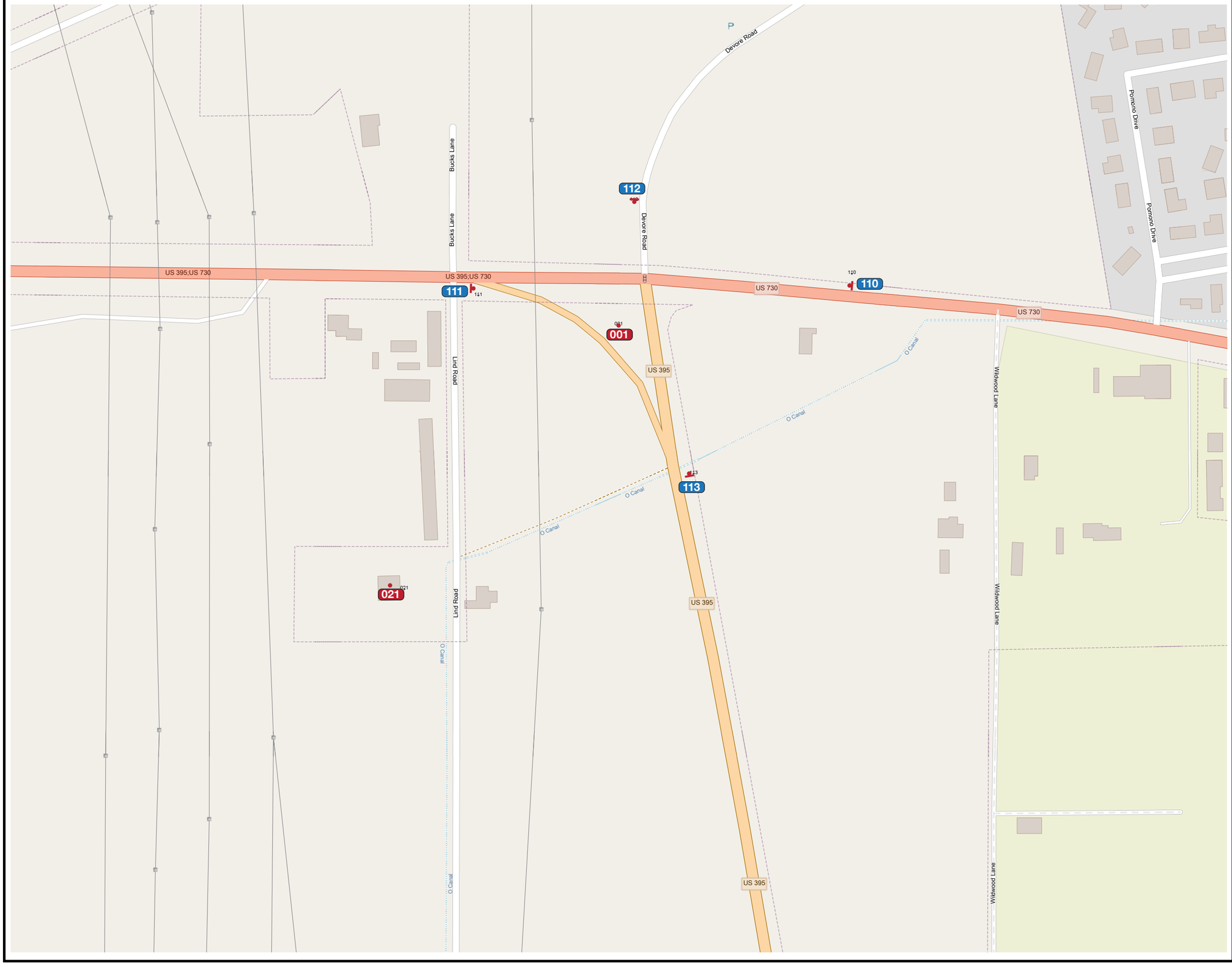
PROJECT NO.

SHEET TITLE

Sign Location Plans City-Wide

SHEET NO.

SL.11



SPECIFICATIONS

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REVISIONS

CLIENT / PROJECT

Umatilla, OR

Wayfinding and Signage System

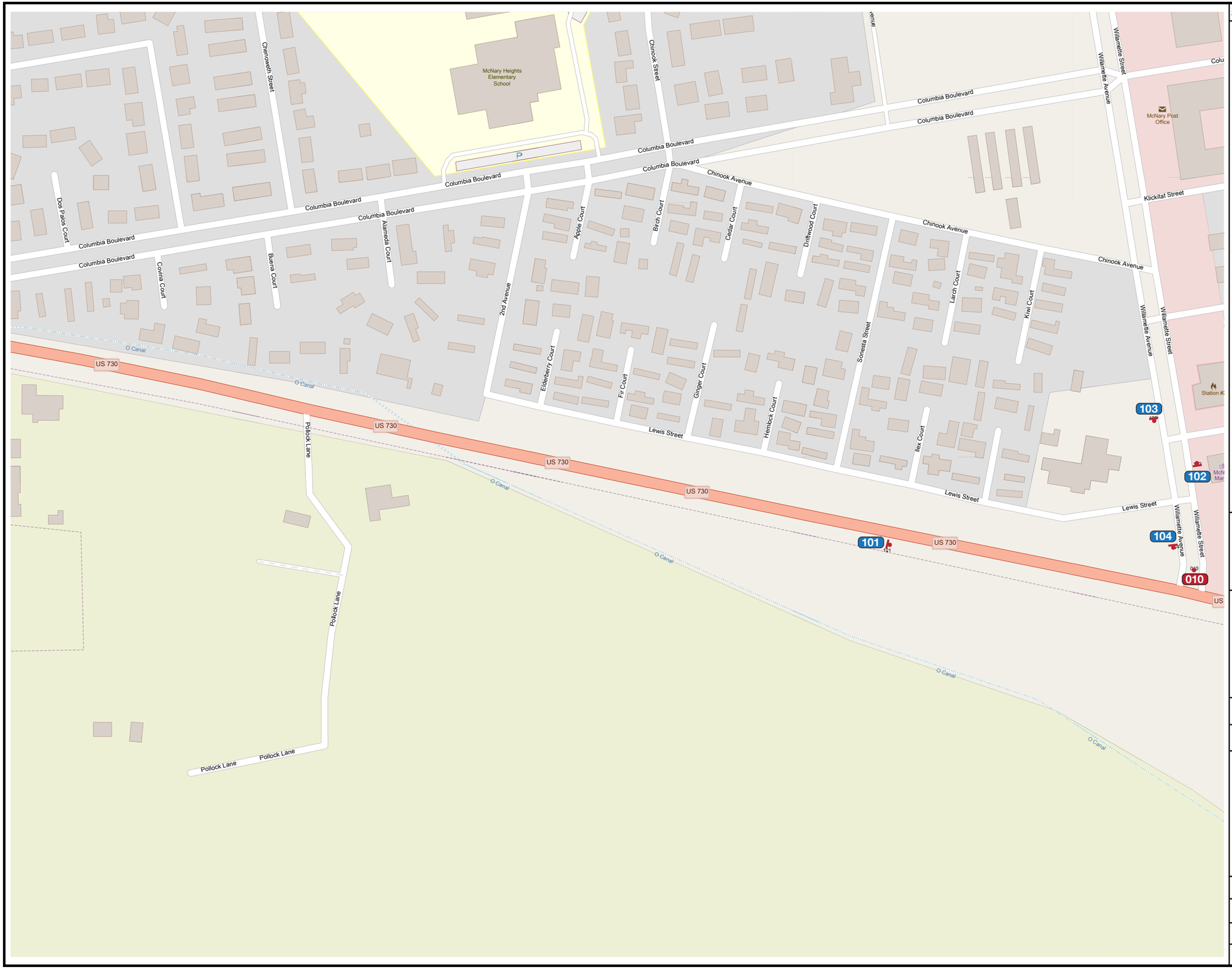
PROJECT NO.

SHEET TITLE

Sign Location Plans City-Wide

SHEET NO.

SL.12



SPECIFICATIONS

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Umatilla, OR

Wayfinding and Signage System

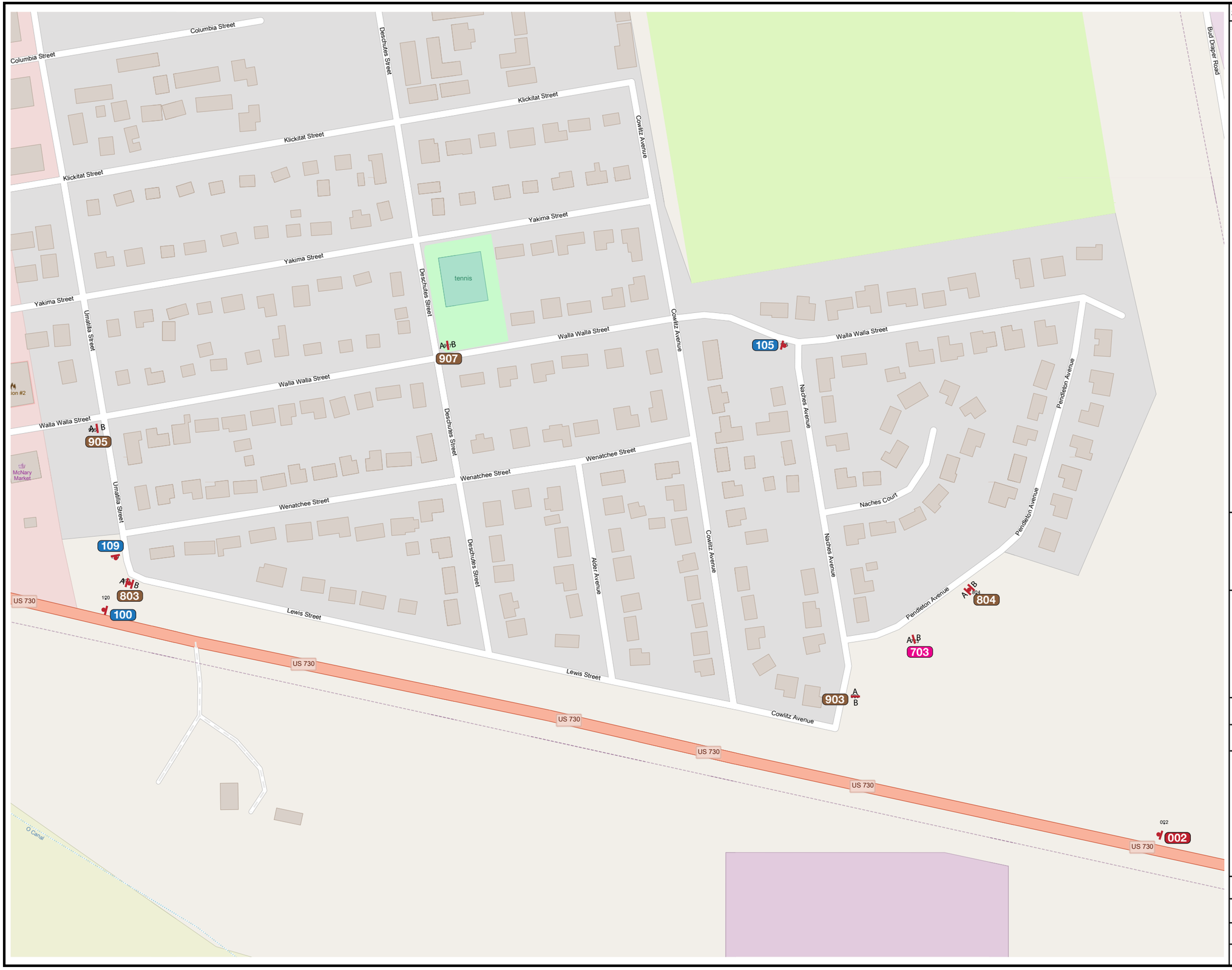
PROJECT NO.

SHEET TITLE

Sign Location Plans City-Wide

SHEET NO.

SL.13



SPECIFICATIONS

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CLIENT / PROJECT

Umatilla, OR

Wayfinding and Signage System

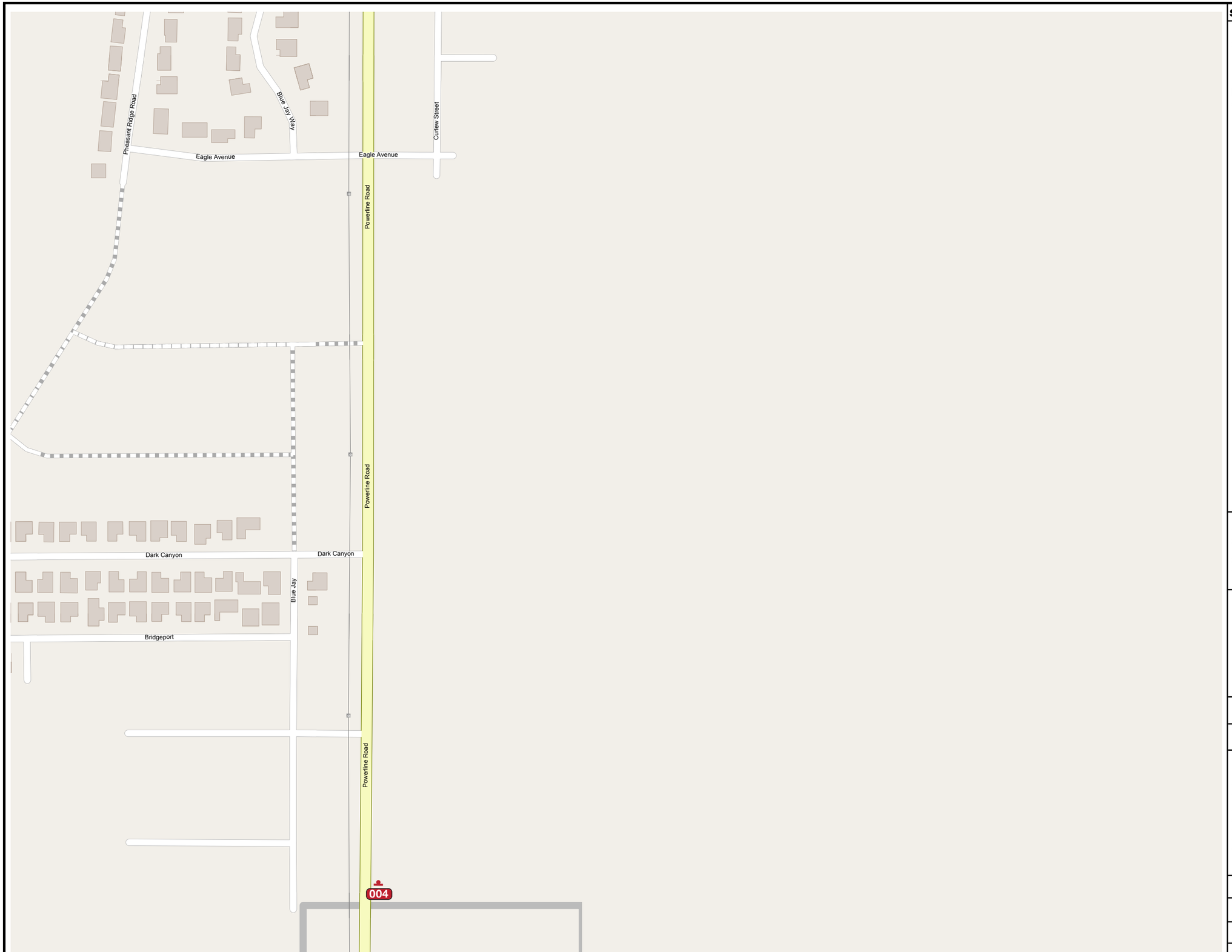
PROJECT NO.

SHEET TITLE

Sign Location Plans City-Wide

SHEET NO.

SL.14



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CLIENT / PROJECT

Umatilla, OR

Wayfinding and Signage System

PROJECT NO.

SHEET TITLE

Sign Location Plans City-Wide

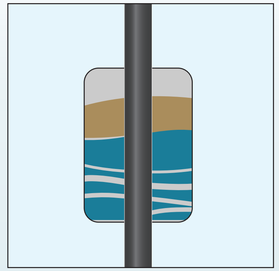
SHEET NO.

SL.15

Schematic Design

Option 1

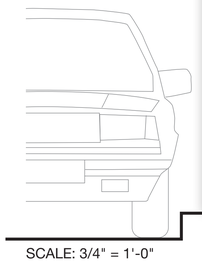
GATE.1
Primary Gateway
Monumental (Routes 395/730)



TRAIL.1
Back

GATE.3
Secondary Gateway
(County 1275)

15'-0"
13'-6"
12'-0"
10'-6"
9'-0"
7'-6"
6'-0"



SCALE: 3/4" = 1'-0"

GATE.2
Secondary Gateway
(Route 730)

VDIR.3
Vehicular Directional
(Low Speed)

VDIR.6
Vehicular Directional
(High Speed)

TRAIL.1
Vehicular Directional

PARKS_ID.2
PARKS_Destination ID

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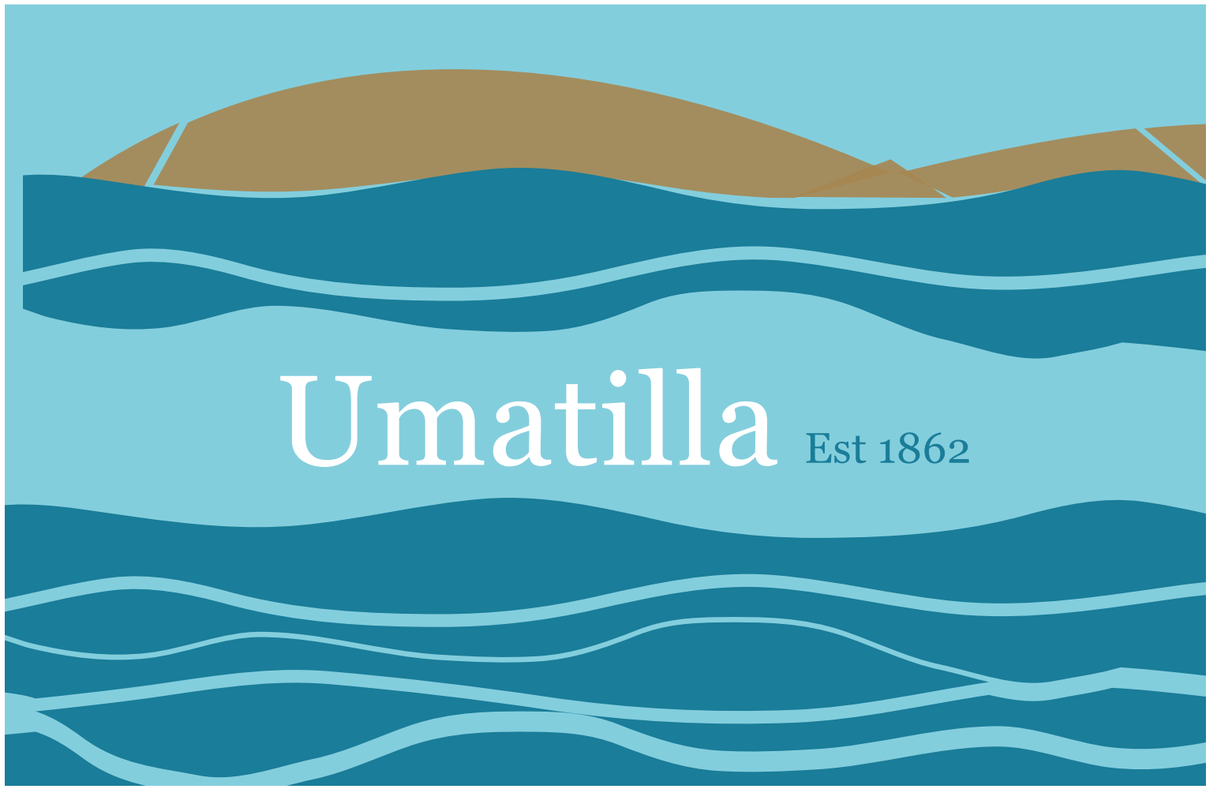
OPTION 1

UMATILLA, OR
November, 2022 | Schematic Design

MUCKLESHOOT
INDIAN
TRIBE

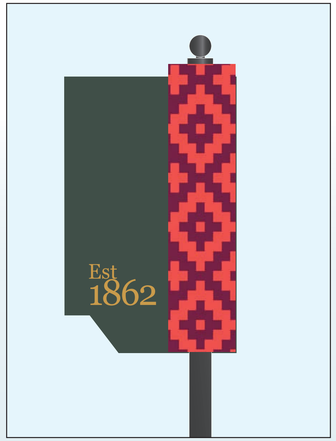
KATY

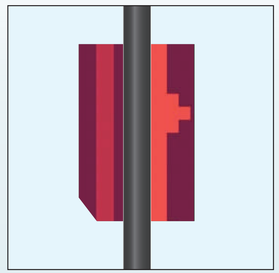

Umatilla Est 1862

Umatilla Est 1862

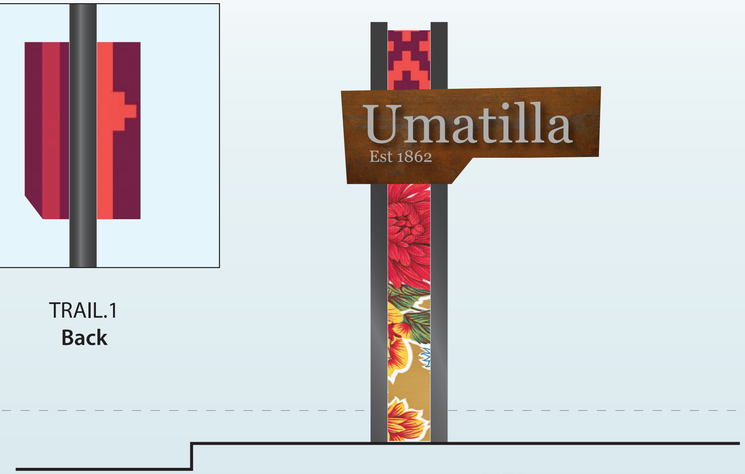
Option 2

GATE.1
Primary Gateway
Monumental (Routes 395/730)





TRAIL.1
Back



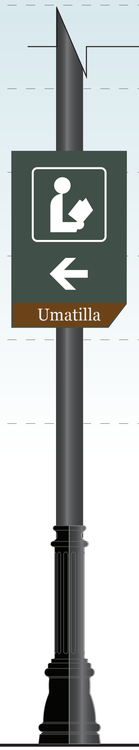
GATE.3
Secondary Gateway
(County 1275)

15'-0"
13'-6"
12'-0"
10'-6"
9'-0"
7'-6"
6'-0"

GATE.2
Secondary Gateway
(Route 730)

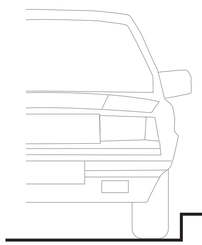
VDIR.3
Vehicular Directional
(Low Speed)

VDIR.6
Vehicular Directional
(High Speed)



TRAIL.1
Vehicular Directional

PARKS_ID.2
PARKS_Destination ID



SCALE: 3/4" = 1'-0"

merje

OPTION 1

UMATILLA, OR
November, 2022 | Schematic Design

MARICOPA

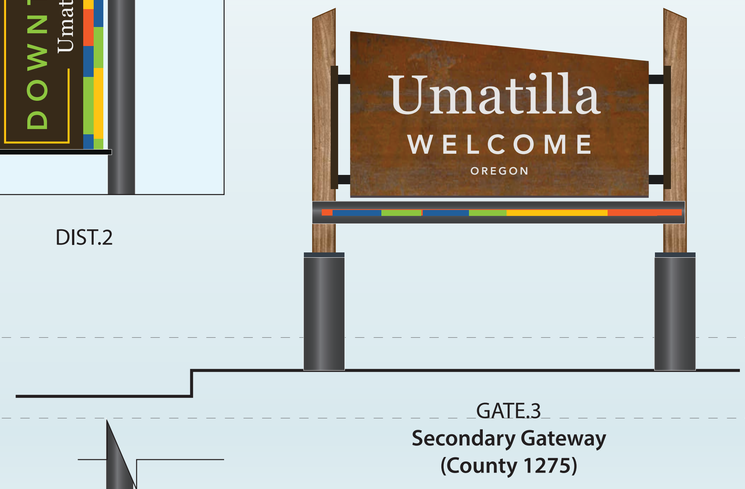
Umatilla
OREGON

Umatilla
OREGON

Option 3

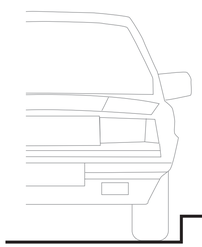
GATE.1
Primary Gateway
Monumental (Routes 395/730)

DIST.2



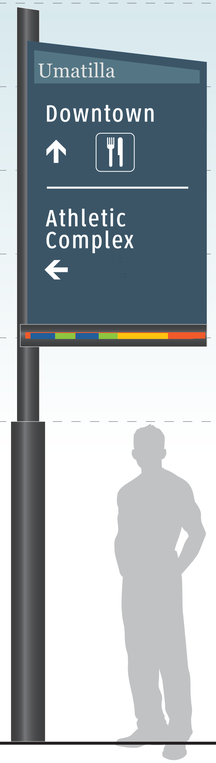
GATE.3
Secondary Gateway
(County 1275)

15'-0"
13'-6"
12'-0"
10'-6"
9'-0"
7'-6"
6'-0"



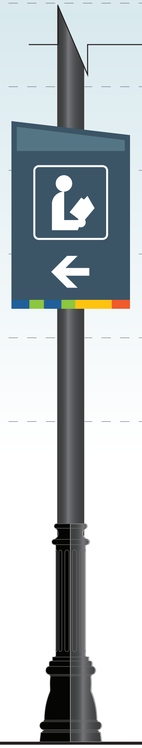
SCALE: 3/4" = 1'-0"

GATE.2
Secondary Gateway
(Route 730)



VDIR.3
Vehicular Directional
(Low Speed)

VDIR.6
Vehicular Directional
(High Speed)



TRAIL.1
Vehicular Directional

PARKS_ID.2
PARKS_Destination ID

merje

OPTION 3

UMATILLA, OR
November, 2022 | Schematic Design

MT. VERNON
Creativity Redefined!

VISIT
Sarasota
COUNTY

Umatilla
OREGON

Umatilla
OREGON