California Signage Plan

Cordell Bank
Gulf of Farallones
Monterey Bay
Channel Islands

National Marine Sanctuary Program
California Signage Plan

- Initiated in 2004.
- All four California sanctuaries are in the process of developing a shared signage strategy.
California Signage Plan

- Located at various public locations.
  - overlooks
  - beaches
  - popular ocean-view sites

- Provide information to the public.
## California Signage Plan

**Total for all California Sanctuaries**

<table>
<thead>
<tr>
<th></th>
<th>2005</th>
<th>2006</th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CBNMS &amp; GFNMS</strong></td>
<td>14</td>
<td>16</td>
<td>16</td>
<td>7</td>
<td></td>
</tr>
<tr>
<td><strong>MBNMS</strong></td>
<td>19</td>
<td>16</td>
<td>18</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>CINMS</strong></td>
<td>9</td>
<td>21</td>
<td>17</td>
<td>7</td>
<td>4</td>
</tr>
<tr>
<td><strong>Total number of signs</strong></td>
<td><strong>42</strong></td>
<td><strong>53</strong></td>
<td><strong>41</strong></td>
<td><strong>14</strong></td>
<td><strong>4</strong></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>$154,625</td>
<td>$170,088</td>
<td>$132,978</td>
<td>$43,295</td>
<td>$12,370</td>
</tr>
</tbody>
</table>
A total of 158 signs will be installed between FY06 and FY10.

Estimated cost of the Signage Plan is $513,356.

FY05 signs (42 signs) will be installed by early summer, 2006.
California Signage Plan

Partners Involved

Point Reyes National Seashore (PRNS), California State Parks (CSP), Golden Gate National Recreation Area (GGNRA), San Mateo County Parks and Recreation (SMCPR), Monterey Bay National Marine Sanctuary (MBNMS), Bodega Marine Labs (BML), Coastal Commission (CC), Bodega Harbor District (BHD), Stewards of Coasts and Redwoods (SCR), National Park Service (NPS), Farallon Islands National Wildlife Refuge (FINWR)

Monterey Bay Sanctuary Foundation (MBSF), National Marine Fisheries Service (NMFS), Cambria Community Services District (CCSD), California State Parks (CSP), California Department of Parks and Recreation (CDPR), California Department of Transportation (CalTrans), Friends of the Elephant Seal (FES)

City of Santa Barbara Waterfront District (CSBWD), National Park Service (NPS), Channel Islands (CHIS), University of California Santa Barbara (UCSB), Channel Islands National Park (CINP), United States Fish and Wildlife Service (USFWS), Community Environmental Council (CEC)
## California Signage Plan
### Monterey Bay National Marine Sanctuary

<table>
<thead>
<tr>
<th># of signs</th>
<th>Fiscal Year</th>
<th>Location</th>
<th>Partners</th>
<th>Theme</th>
</tr>
</thead>
<tbody>
<tr>
<td>4</td>
<td>FY05</td>
<td>Hearst State Beach, San Simeon-pier</td>
<td>CDPR, SLO Coast</td>
<td>Fishing, wildlife viewing, shorebirds, historic human uses, marine mammals</td>
</tr>
<tr>
<td>3</td>
<td>FY05</td>
<td>Coastal Discovery Center</td>
<td>CDPR, SLO Coast</td>
<td>Agency messages, You are Here</td>
</tr>
<tr>
<td>1</td>
<td>FY05</td>
<td>Hearst Castle Visitor Center, San Simeon</td>
<td>CDPR, SLO Coast</td>
<td>General MBNMS</td>
</tr>
<tr>
<td>8</td>
<td>FY05</td>
<td>Moonstone Drive, Cambria</td>
<td>CDPR, SLO Coast</td>
<td>Watershed, steelhead, harbor seals, whale migration, regulations, shorebirds, sea otters, tidepool etiquette</td>
</tr>
<tr>
<td>1</td>
<td>FY05</td>
<td>East West Ranch- Southern boundary</td>
<td>CCSD</td>
<td>Southern boundary marker</td>
</tr>
<tr>
<td>1</td>
<td>FY05</td>
<td>East West Ranch- Otter Cove</td>
<td>CCSD</td>
<td>Tidepool etiquette</td>
</tr>
<tr>
<td>1</td>
<td>FY05</td>
<td>Piedras Blancas Lighthouse</td>
<td>BLM</td>
<td>Gray whales</td>
</tr>
<tr>
<td>8</td>
<td>FY06</td>
<td>Moss Landing Harbor</td>
<td>NMFS</td>
<td>Maritime heritage, fishing, regulations</td>
</tr>
<tr>
<td>8</td>
<td>FY06</td>
<td>USCG Jetty, Monterey Harbor</td>
<td>USCG, City of Monterey</td>
<td>Watchable wildlife</td>
</tr>
<tr>
<td>10</td>
<td>FY07</td>
<td>Fort Ord- Monterey County State Beach Interpretive Signage</td>
<td>CDPR, Monterey</td>
<td>Role of sanctuary in protecting the natural and cultural heritage of central CA coast</td>
</tr>
<tr>
<td>8</td>
<td>FY07</td>
<td>Elephant Viewing Site-San Simeon</td>
<td>Cal Trans, FES</td>
<td>Welcome agency message, elephant seals, keep a safe distance, molting, breeding, seal comparisons</td>
</tr>
</tbody>
</table>
California Signage Plan

Moonstone Trail

- 500,000 visitors
- Locals, tourists
- No signs currently exist
- 8 signs to be installed
- Focus on watershed, wildlife, regulations, tidepool etiquette
California Signage Plan

San Simeon State Beach- Pier

- 250,000 visitors
- Locals, tourists
- No signs currently exist
- 4 signs to be installed
- Focus on fishing and wildlife viewing
California Signage Plan

Accomplishments to Date

➢ Approximately 20 meetings
➢ MOA
➢ Firm hired- Leslie Stone Associates
➢ Design agreed upon and developed
➢ Framework for Exhibits and Facilities
➢ Shared signs developed between Cordell Bank, Gulf of Farallones and Monterey Bay
California Signage Plan

Examples of Sign Design

Sea Life In These Waters

Some of the world’s richest waters exist right off California’s coast. An explosion of life occurs here due to a combination of wind, ocean currents, sun’s energy, contours of the sea floor. Huge blooms of microscopic phytoplankton occur in the spring. The food chain follows with zooplankton and fishes, providing a smorgasbord for seabirds, seals, whales, sharks, and humans. Gulf of the Farallones and Cordell Bank national marine sanctuaries protect this ocean wilderness through research, education, and stewardship. The Sanctuaries allow for compatible commercial and recreational activities, while maintaining the responsibility to protect these ocean treasures for this and future generations.

The Gulf of the Farallones is rich in varied habitats.

One of the largest populations of white storks in the world is in the Gulf of the Farallones during the fall months.

20% of California’s harbor seals breed in the Gulf of the Farallones.

The Gulf of the Farallones supports the largest concentration of breeding seabirds within the continental United States.
California Signage Plan
Examples of Sign Design

Things to Know Before You Go

If you are going to the Channel Islands, please take a moment to become familiar with what you can and cannot do in the protected areas of the National Marine Sanctuary and National Park.

The islands are located where two major ocean currents meet. The cool waters from the north and the warm currents from the south collide at a transition zone that is home to a variety of sea life, from microscopic plankton to the endangered blue whale, the largest animal to live on earth.

Channel Islands National Marine Sanctuary

DO
- Read the signs.
- Keep dogs on leash.
- Avoid feeding wildlife.
- Do not block access.

DON'T
- Feed the animals.
- Feed marine life.
- Use litter.
- Do not pet wildlife.

WHY?
- Actions can result in fines and civil penalties.
- Actions can result in fines.
- Actions can result in fines.
- Actions can result in fines.

Watching Wildlife

DO
- Keep a safe distance.
- Observe wildlife from a distance.
- Never interfere or attempt to touch marine life.

DON'T
- Feed wildlife.
- Disturb marine life.
- Touch marine life.

WHY?
- Actions can result in fines.
- Actions can result in fines.
- Actions can result in fines.

Boating & Landing

DO
- Motor or sail in fair weather.
- Check tide, weather, and water conditions before you go.
- Be courteous to other mariners.

DON'T
- Motor or sail in rough weather.
- Enter protected areas without permission.
- Use a motor in a marina or protected area.

WHY?
- Actions can result in fines.
- Actions can result in fines.
- Actions can result in fines.

Diving

DO
- Dive with appropriate equipment and knowledge.
- Be aware of your surroundings.

DON'T
- Dive in areas with known hazards.
- Dive without supervision.

WHY?
- Actions can result in fines.
- Actions can result in fines.

Fishing

DO
- Fish with a license.
- Follow catch and release guidelines.
- Use appropriate equipment.

DON'T
- Fish in restricted areas.
- Use prohibited methods.

WHY?
- Actions can result in fines.
- Actions can result in fines.

Camping

DO
- Use sanitary facilities.
- Keep campsites clean.
- Use natural vegetation.

DON'T
- Use primitive facilities.
- Use unauthorized camping areas.

WHY?
- Actions can result in fines.
- Actions can result in fines.

National Marine Sanctuaries
California Signage Plan

Examples of Sign Design

Gulf of the Farallones & Cordell Bank National Marine Sanctuaries

Sea Life In These Waters

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Next Steps

- FY06 Request for NOAA funds
- Production of FY05 signs
- Installation of FY05 signs
- Process begins for FY06 signs
- Regionalize this process to include OCNMS