



## Seawall Beach Ordinance and Beach Access Signage Proposal

As a popular beach tourism destination location, Galveston must strive to provide the most enjoyable experience possible for visitors. Part of the experience is ensuring that information relative to City and State ordinances is accessible, easy to understand, and consistent in its communication. A unified system of signage from one end of the island to the other will do the following:

1. **Ease of Communication.** Galveston must be inclusive of people from many different cultures. Using a standardized system of icons that can be understood across all segments of the visitor population of Galveston will address the issue without the need for multiple translations of the same message. The average visitor may not read a sign that is too verbose, while icons are quickly and universally comprehended.
2. **Clarity of Regulations and Rules.** When rules are explicitly communicated, there is no opportunity for an individual to claim s/he was unaware of violating them. Regulatory signage serves to support enforcement. A note of the specific ordinance referenced in the signage may help to uphold any disciplinary action against offenders. For example, an icon indicating "No Open Fires" corresponds to "Galveston, Texas Municipal Code §8-9(a)".
3. **Consistency in Messaging.** While different areas are managed by different entities (City of Galveston, Park Board of Trustees, etc.) they should appear seamless to visitors. Consistency across signage design and content will lessen confusion and promote the "brand" of Galveston.

This proposal will outline a plan for a cohesive signage system along the Seawall and the West End beaches. There are four different types of signs proposed: painted signs along the Seawall, mounted signs on the beach along the Seawall, mounted pedestrian-oriented signs in off-beach parking areas in the West End, and mounted vehicle-oriented signs near the entrances to on-beach parking areas in the West End.

## I) Painted signage along Seawall

As a starting point, two pilot areas have been determined for application of the proposed signage:

Corridor 1: 61<sup>st</sup> to 54<sup>th</sup> St groin

Corridor 2: Murdoch's to 27<sup>th</sup> St. groin

Given the historic and aesthetic importance of the Seawall, a non-intrusive manner of communicating ordinances was sought. To this end, the Park Board recommends the painting of icons directly on the Seawall at beach access points such as ramps and stairwells as well as beach mounted signage on the sand which can be removed after the tourist season.

### a. Ordinances to be enforced

To ensure a clear and succinct message, the three most important regulations will be displayed as icons on the sidewalk along the Seawall. After consultation with the Beach Maintenance Advisory Committee, it was agreed that the three most important regulations to express to visitors are as follows:



Figure 1 shows an example of painted regulatory signage similar to that which would be implemented on the Seawall.



Fig. 1: Example of painted sidewalk regulatory signage

### b. Materials

Icons may be painted on the sidewalk with stencils for the pilot project to determine effectiveness. However, the recommended material for long term performance is thermoplastic, a pavement marking made of glass beads, binder, pigment, and filler materials that is applied by a melting process. The costs of these materials are being assessed.

### c. Locations

These signs are to be applied at every pedestrian access point in the two pilot project areas. Corridor one (see Annex 1) contains seven projecting staircases (see figure 2), four embedded staircases (see figure 3) and one wheelchair ramp, for a total of twelve access points. Corridor two (see Annex 2) contains nine access points, all of which are projecting staircases.

The total number of mounted beach signs along the Seawall is twenty-one.

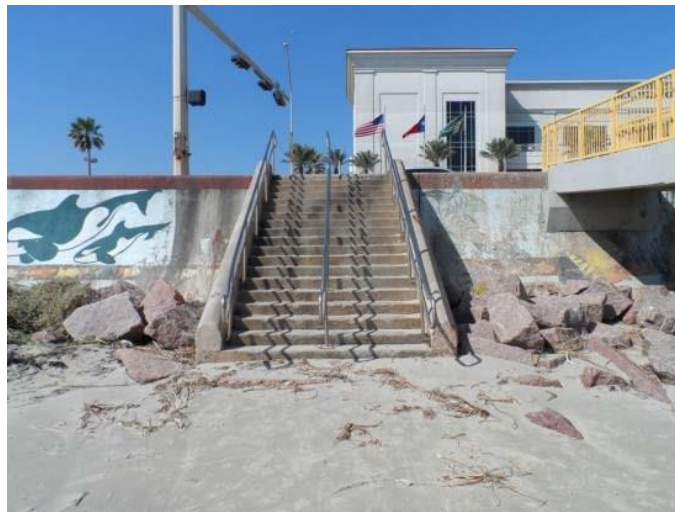


Fig. 2: Example of a projecting staircase on the Seawall



Fig. 3: Example of an embedded staircase on the Seawall

## II) Mounted beach signage along Seawall

In high volume areas, and where stairwells lead down to the beach, will be signs are proposed to be mounted in the sand and to include the following:

- Welcome message
- Emergency info
- Regulations (in icon form)
- Relevant municipal codes and ordinances
- Beach map
- Environmental info (stranded mammals and birds, water quality)

These will be single-sided, in Beach Park Sign style, and have dimensions of 3' x 5'. The three main components of the signs will be regulations, a beach map, and local environmental information that includes water quality. Figure 2 shows a representation of the sign's content.

Fig. 2: Approximate layout signage, with divided into 3 main components



content of proposed

#### a. Ordinances to be enforced

The following regulations will be presented on the signs, with the corresponding ordinance noted:



- Trash in can



- Pets on leash - Galveston, Texas Municipal Code §8-8-1
- Curb your pet – Galveston, Texas Municipal Code §7-1



- No glass - Galveston, Texas Municipal Code §8-7(a)



- No alcohol



- No open fires - Galveston, Texas Municipal Code §8-9(a)



- No overnight camping - Galveston, Texas Municipal Code §8-6(a)

## b. Material

The material of these signs is to be determined, pending recommendations. Due to the beach location of these signs, the material must be weather resistant and insusceptible to conditions of the beach.

## c. Locations

Mounted signs will be located on the beach near pedestrian entrances of the two pilot areas. Annex 1 shows a visual representation of all existing pedestrian entrances. The number of signs and their exact locations are yet to be determined.

# III) Signage in off-beach parking areas on West End

In areas with off-beach parking, signs will contain the same design and content as the seawall signs, but on a smaller scale. Mounted on walkovers, they will be directed toward pedestrians and have dimensions of 2' x 3'.

## a. Ordinances to be enforced

The following regulations will be presented on the signs, with the corresponding ordinance noted:



- Trash in can



- Pets on leash - Galveston, Texas Municipal Code §8-8-1



- Curb your pet



- No glass - Galveston, Texas Municipal Code §8-7(a)



- No alcohol



- No open fires - Galveston, Texas Municipal Code §8-9(a)



- No overnight camping - Galveston, Texas Municipal Code §8-6(a)

## b. Material

The material of these signs will be determined pending recommendations, and will likely be the same as the mounted Seawall signage.

## c. Locations

These signs will be located at pedestrian walkovers to ensure maximum visibility. The exact number and locations are yet to be determined.

# IV) Signage in on-beach parking areas

In these areas, the only opportunity to communicate to beach visitors is at the vehicular entrance to the beach. Directed at vehicles as they enter the beach, these signs must convey a lot of information in a simple and comprehensible format that includes the following:

- Welcome message
- Beach access number
- Emergency info
- Regulations (in icon form)
- Municipal code and ordinances

## a. Ordinances to be enforced

The city has requested that a comparison be done between the existing blue regulatory signage and the proposed signage to ensure that the information presented to visitors is sufficient and effective. An agreement is sought between the City, the Park Board, and the Homeowner's Association on the common language in the content of the signs before moving forward. Annex 3 shows the existing signs, and table three lists the regulatory content of both the existing and proposed signs.

Existing Sign	Proposed Sign
<ul style="list-style-type: none"> <li>•</li> <li>• No alcohol</li> <li>• No camping</li> <li>• No glass containers</li> <li>• • No littering</li> <li>• No fires</li> <li>•</li> <li>• No walking on dunes</li> <li>• • Vehicles on beach</li> <li>• No horses</li> <li>• Parking allowed in designated areas</li> <li>Violations will result in a maximum fine of \$500.00</li> </ul>	<ul style="list-style-type: none"> <li>•</li> <li>• No alcohol</li> <li>• No overnight camping</li> <li>• No glass</li> <li>• • Trash in can</li> <li>• No open fires</li> <li>•</li> <li>• Pets on leash</li> <li>• Curb your pet</li> </ul>

#### b. Material

The material of these signs is yet to be determined.

#### c. Locations

Vehicular signs will be mounted on the right side of the access roads to on-beach parking areas on the West End. The exact number and locations are yet to be determined.

## V) Permitting Process

Once the content, material, and locations of all signs are finalized, the permitting process is as follows:

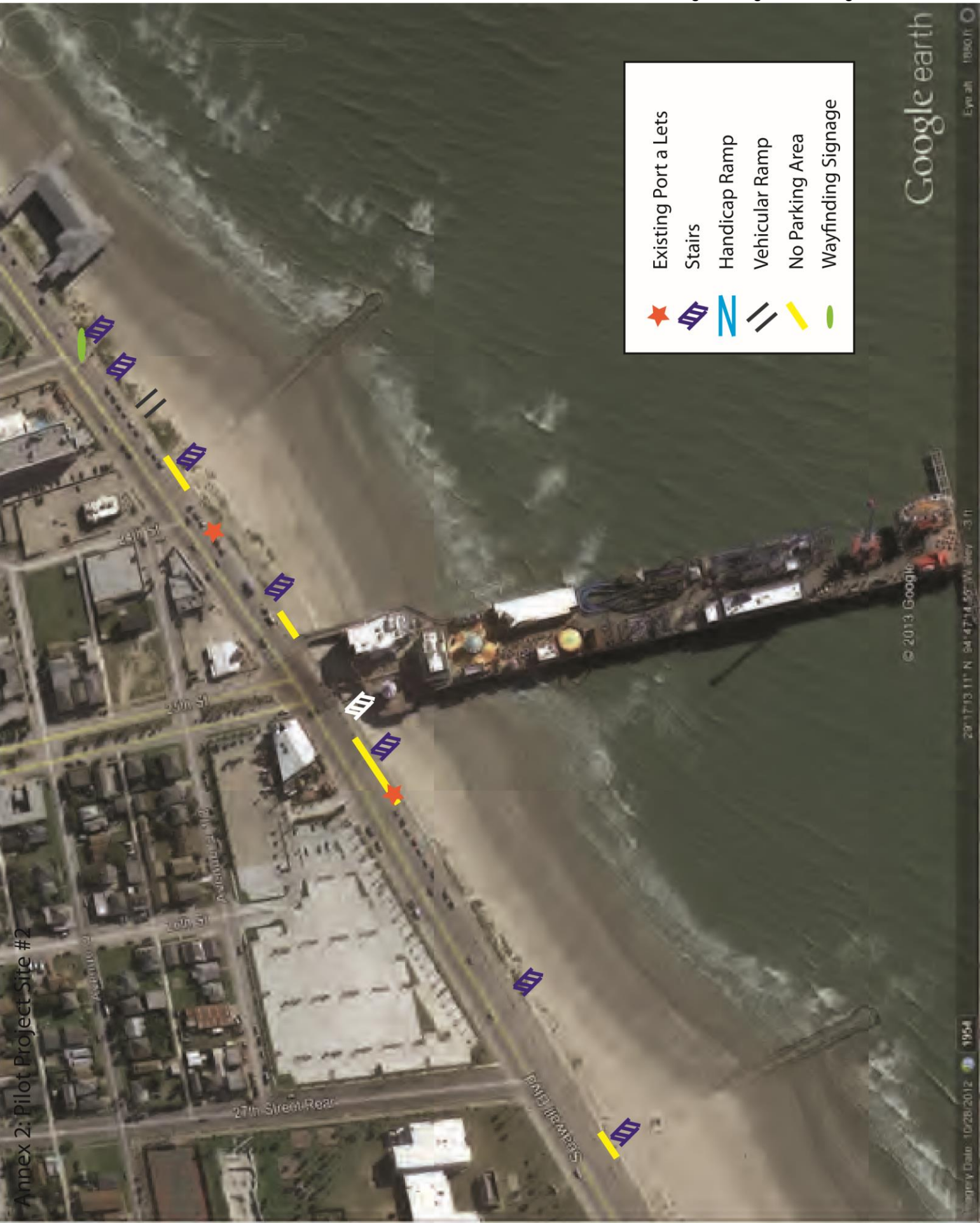
- For the painted signs on the Seawall, permits from Galveston County are needed as well as from the City Planning Department.
- For all mounted signs, a permit from the Planning Department is sufficient.







Annex 2: Pilot Project Site #2



- Existing Port a Lets
- Stairs
- Handicap Ramp
- Vehicular Ramp
- No Parking Area
- Wayfinding Signage

Google earth

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10/26/2012

20°17'13.11" N 84°47'14.50" W

3 ft

Eye alt 1080 ft

Annex 3: Existing Sign in West End On-Beach Parking Areas



Agenda Item VIII