

COASTAL CONSERVANCY

Staff Recommendation
December 8, 2005

COASTAL TRAIL EMBLEM

Project No.: 05-103
Project Manager: Marina Cazorla

RECOMMENDED ACTION: Staff recommends that the State Coastal Conservancy approve Option B of the final design alternatives (see Exhibit 1) as the official Coastal Trail emblem, subject to minor design modifications.

LOCATION: Statewide

PROGRAM CATEGORY: Public Access

EXHIBITS

- Exhibit 1: Final design alternatives
 - Exhibit 2: Timeline for design process
 - Exhibit 3: Letters of Support
 - Exhibit 4: Photos of design alternatives in the field
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RESOLUTION AND FINDINGS:

Staff recommends that the State Coastal Conservancy adopt the following resolution pursuant to Sections 31400-31409 of the Public Resources Code:

“The State Coastal Conservancy hereby approves the design shown as Option B in Exhibit 1 of the accompanying staff recommendation as the official emblem of the California Coastal Trail, and directs the Executive Officer to prepare final specifications for use of the emblem as a trail marker. In so doing, the Executive Officer shall continue to work with all agencies concerned with the planning and management of the Coastal Trail, and the Conservancy authorizes the Executive Officer to make any design modifications to the Coastal Trail emblem that may be necessary to meet regulatory requirements or satisfy other end-user needs so as to expedite the installation of Coastal Trail markers.”

Staff further recommends that the Conservancy adopt the following findings:

“Based on the accompanying staff report and attached exhibits, the State Coastal Conservancy hereby finds that:

1. The proposed project is consistent with the purposes and criteria set forth in Chapter 9 of the Public Resources Code (Sections 31499-31409) regarding public accessways.
2. The proposed project is consistent with the Project Selection Criteria and Guidelines adopted by the Conservancy on January 24, 2001.”

PROJECT SUMMARY:

Coastal Conservancy staff has worked with the Coastal Trail advocacy organization Coastwalk and the graphic design firm “L Studio” to research, develop and design various designs for the Coastal Trail. This team began with a detailed survey of Conservancy, Coastal Commission, State Parks and others knowledgeable about the Coastal Trail in order to develop design concepts and objectives. Ten design concepts were presented to the public in October, and four refined design concepts were released in November (Exhibit 1). The design team had ongoing consultations with the state Department of Parks and Recreation, the Coastal Commission, and other state agencies, as well as two public meetings and ongoing public comment via internet and electronic mail.

Staff recommends that the Conservancy approve Option B of Exhibit 1 as the official Coastal Trail emblem, subject to minor design modifications. Based on input from the design team and public comment, this symbol best meets the Design Objectives identified for the Coastal Trail emblem design process:

- Simple and Striking
- Versatile and functional
- Represents all parts of the State
- Understandable to all cultures, ages and languages
- Beautiful and Distinctive
- Recognizable at a distance
- Harmonious (with other signs)
- Timeless

All four final design concepts were also tested in the field for visibility at a distance and in the context of other signage and markers (See last page of Exhibit 1, and Exhibit 4).

Adoption of Coastal Trail emblem would allow Coastal Conservancy staff and other state agencies to begin signing the Coastal Trail statewide as funding and opportunities become available. The existence of an official Coastal Trail emblem provides an excellent opportunity to serve and educate the public regarding the location, characteristics and challenges of creating a complete Coastal Trail.

Project History:

Staff brought a recommendation to the Coastal Conservancy in June 2000 for the “wave and feet” coastal access symbol to be adopted as the official logo for the California Coastal Trail. However the Board instructed staff to develop an alternative logo and return with alternative Coastal Trail designs at a later time. The proposed Coastal Trail emblem design seeks to

respond to this instruction. The “wave and feet” coastal access symbol will continue to be used by Caltrans and other state agencies to mark coastal access points from Highway 1 and the Pacific Coast Highway.

Staff presented the Conservancy with ten early design concepts at the October 27, 2005 meeting in Long Beach. The Conservancy also received the four final design alternatives via electronic mail on November 28, 2005. Staff has also held two public meetings (in Long Beach and San Francisco) in order to encourage public comment on the design options, and has reviewed ongoing public comment on the design options via email and the internet at the Coastal Trail website (www.californiacoastaltrail.info).

PROJECT FINANCING:

Not applicable as no funding authorization is requested in this staff recommendation.

CONSISTENCY WITH CONSERVANCY'S ENABLING LEGISLATION:

These projects would be undertaken pursuant to Chapter 9 of the Conservancy's legislation (California Public Resources Code, Sections 31400-31409) regarding public access. Section 31400 states that “it is the intent of the Legislature that the State Coastal Conservancy have a principal role in the implementation of a system of public accessways to and along the state's coastline.” Pursuant to Section 31400.3, the Conservancy may provide such assistance as is required to aid public agencies and nonprofit organizations in establishing a system of public coastal accessways, and related functions necessary to meet the objectives of Division 21. The adoption of a Coastal Trail emblem will aid in the establishment of such a system of public accessways along the California coast, specifically the California Coastal Trail. Section 31408 directs the Conservancy to coordinate the development of the California Coastal Trail in consultation with the Department of Parks and Recreation and the California Coastal Commission.

**CONSISTENCY WITH CONSERVANCY'S
STRATEGIC PLAN GOAL(S) & OBJECTIVE(S):**

This staff recommendation satisfies **Goal 1 Objective A** of the Strategic Plan which directs the Coastal Conservancy to complete a Coastal Trail logo.

**CONSISTENCY WITH CONSERVANCY'S
PROJECT SELECTION CRITERIA & GUIDELINES:**

The proposed project is consistent with the Conservancy's Project Selection Criteria and Guidelines adopted January 24, 2001, in the following respects:

Required Criteria

1. **Promotion of the Conservancy's statutory programs and purposes:** See the “Consistency with Conservancy's Enabling Legislation” section above.
2. **Consistency with purposes of the funding source:** See “Project Financing” above.

3. **Support of the public:** The recommended design was developed as part of a public review process including public meetings and comment letters. See attached Letters of Support for the recommended design alternative (Exhibit 3).
4. **Location:** Statewide.
5. **Need:** There is currently no official state Coastal Trail symbol, and an emblem is needed for signage and management of the Coastal Trail.
6. **Greater-than-local interest:** The Coastal Trail emblem is of statewide significance.

COMPLIANCE WITH CEQA:

Adoption of a Coastal Trail emblem would not, of itself, have any potential for resulting in a direct physical change in the environment, and therefore is not a “project” for purposes of CEQA, as defined in 14 Cal. Code of Regulations Section 15378. Placement of actual signs bearing the emblem would likely be categorically exempt from CEQA review pursuant to 14 Cal. Code of Regulations Section 15311 (placement of minor structures, including on-premise signs, accessory to existing institutional facilities) and/or would be analyzed in the context of a specific trail development project.