



Environmental Graphics & Wayfinding
Signage Masterplan Summary

September 2019

rsmdesign

01

Summary of the
Overall Process

02

Summary of
Design Evolutions

03

Current Progress
Signage Manual

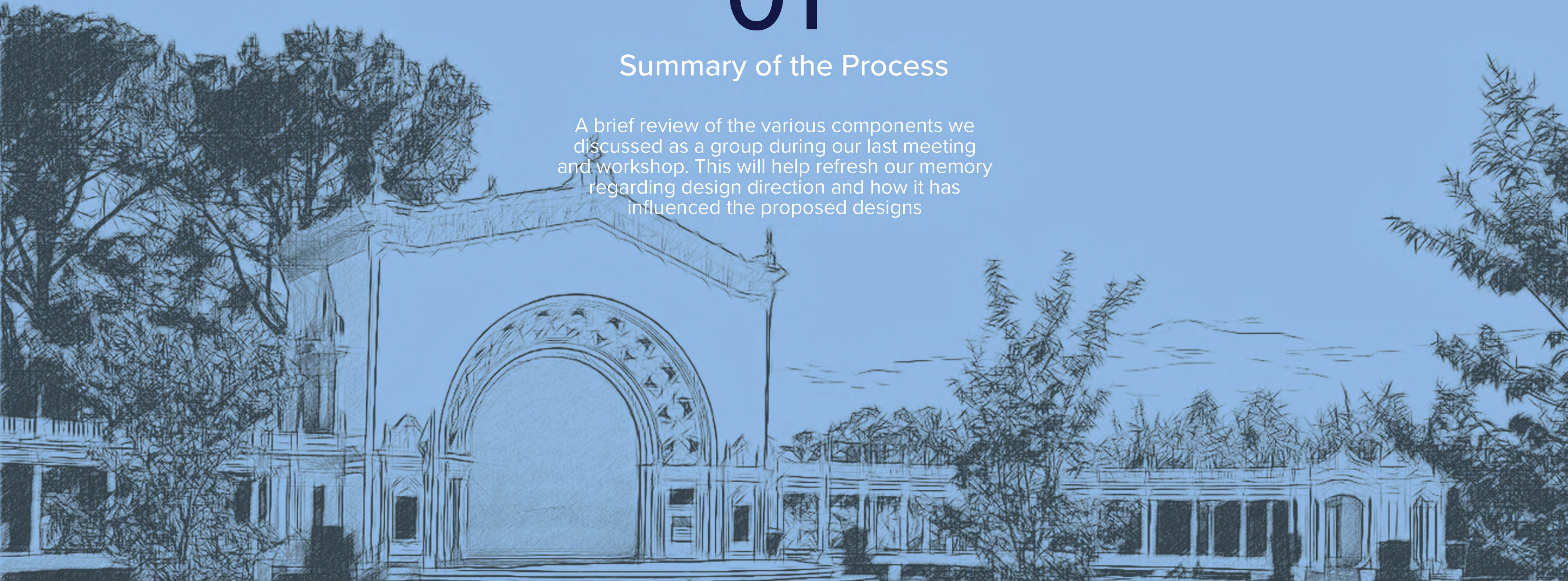
04

General Costs
& Implementation

01

Summary of the Process

A brief review of the various components we discussed as a group during our last meeting and workshop. This will help refresh our memory regarding design direction and how it has influenced the proposed designs



Over 10 Committee and Public Forum Meetings in the last 3 Years

Over the course of the last two years RSM Design has worked with the Balboa Park Conservancy and various committees, boards, departments and members of the community to develop a new signage and wayfinding masterplan for Balboa Park.

1 Signage Inventory & Analysis

Wednesday February 7th, 2016

Working with the Balboa Park Conservancy, RSM Design performed an extensive analysis and documentation of existing signage throughout the park. It was then documented in a digital catalog along with observations of design and general circulation or wayfinding to and throughout the park.

2 Balboa Park Stakeholders Meeting

Thursday November 10th, 2016

RSM Design presented to the Balboa Park Stakeholders on the importance of good wayfinding and along with analysis and observations of the existing signage throughout the park. During this 2 hour presentation there was interactive table discussions and feedback on how to improve the Parks Signage.

3 Signage & Wayfinding Steering Committee Meeting Workshop & Site Tour

Thursday October 12th, 2017

4 Signage & Wayfinding Steering Committee Meeting Concept Design Review

Monday January 8th, 2018

5 City of San Diego Historical Resource Board

Wednesday February 7th, 2018

RSM Design met with the Historical Resource Board to show the various concepts and design evolutions proposed for the Signage and Wayfinding throughout Balboa Park, receiving very positive feedback and minimal comments.

6 Balboa Park Committee Meeting

Thursday March 1st, 2018

7 East, West and Central Workshop Meetings

Thursday June 7th, 2018

8 Color Mockups and Public Feedback

September 28th - October 31st, 2018

SITE SURVEY & ANALYSIS

WHAT IS CURRENTLY OUT THERE?



While the intention is good to follow the precise plan, the various signs that are currently located throughout the park have become a mismatch of color, layout, scale, and legibility. Not only do they not work together as a system the locations and messaging out of date and should be updated to reflect the needs of the park today.

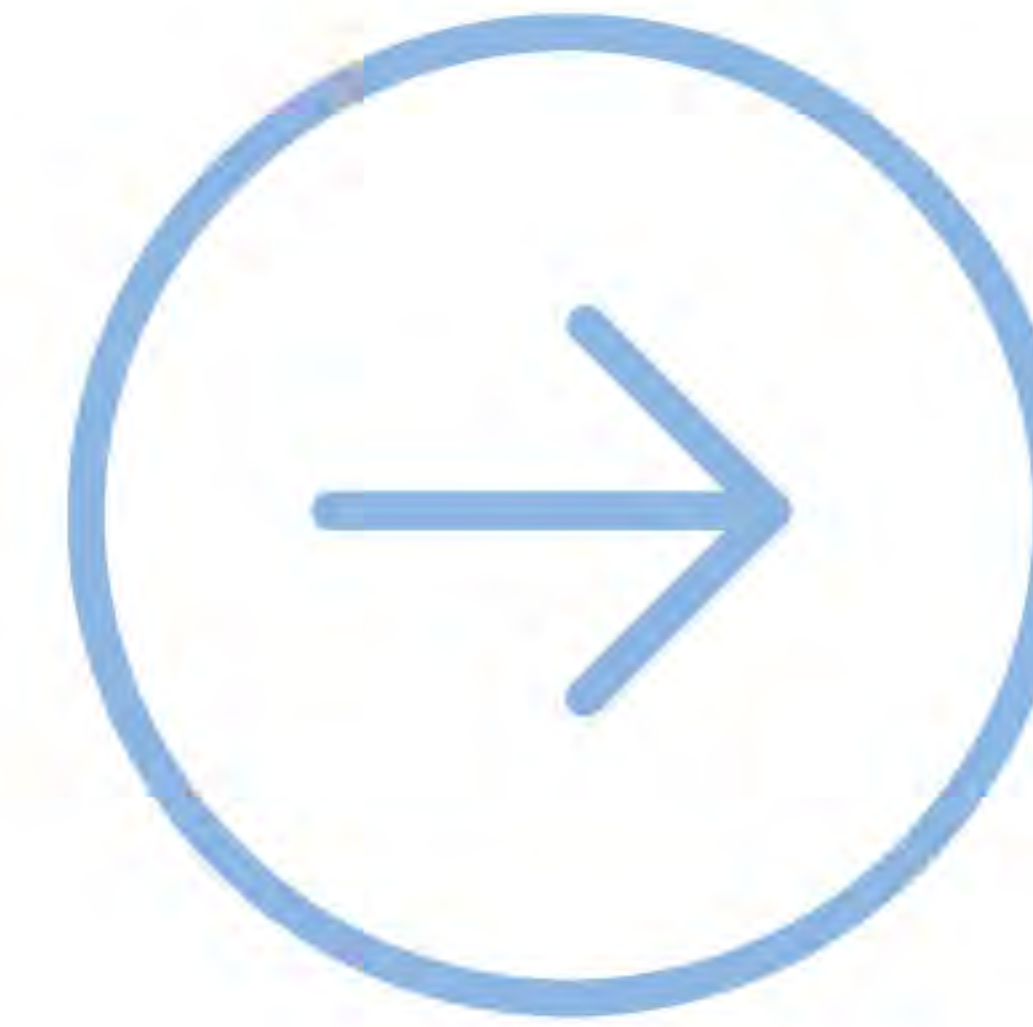


SIGNAGE & WAYFINDING STEERING COMMITTEE

DESIGN WORKSHOPS AND REVIEW

The signage & wayfinding steering committee met over a year ago to tour the site, define districts, point out key nodes, and review potential design palettes/ Not only was it beneficial to understand the process of how things happen within the park but also see and hear about other initiative that have been developed such as the new branding and mapping for directories.





MOVING THIS FORWARD

RSM Design and The Balboa Park Conservancy met with the City of San Diego and The Parks Department to learn more about the process and steps necessary to implement any changes to the Park’s signage / precise plan. Here is what we discovered.

01

It is a long and lengthy process that will need to be reviewed by multiple committees, groups, and organizations.

02

After going through all these groups, community meetings, and City approvals the proposed signage may still be denied.

03

We are able to make slight changes to the current precise plan master signage without the long process of proposing a signage overhaul.

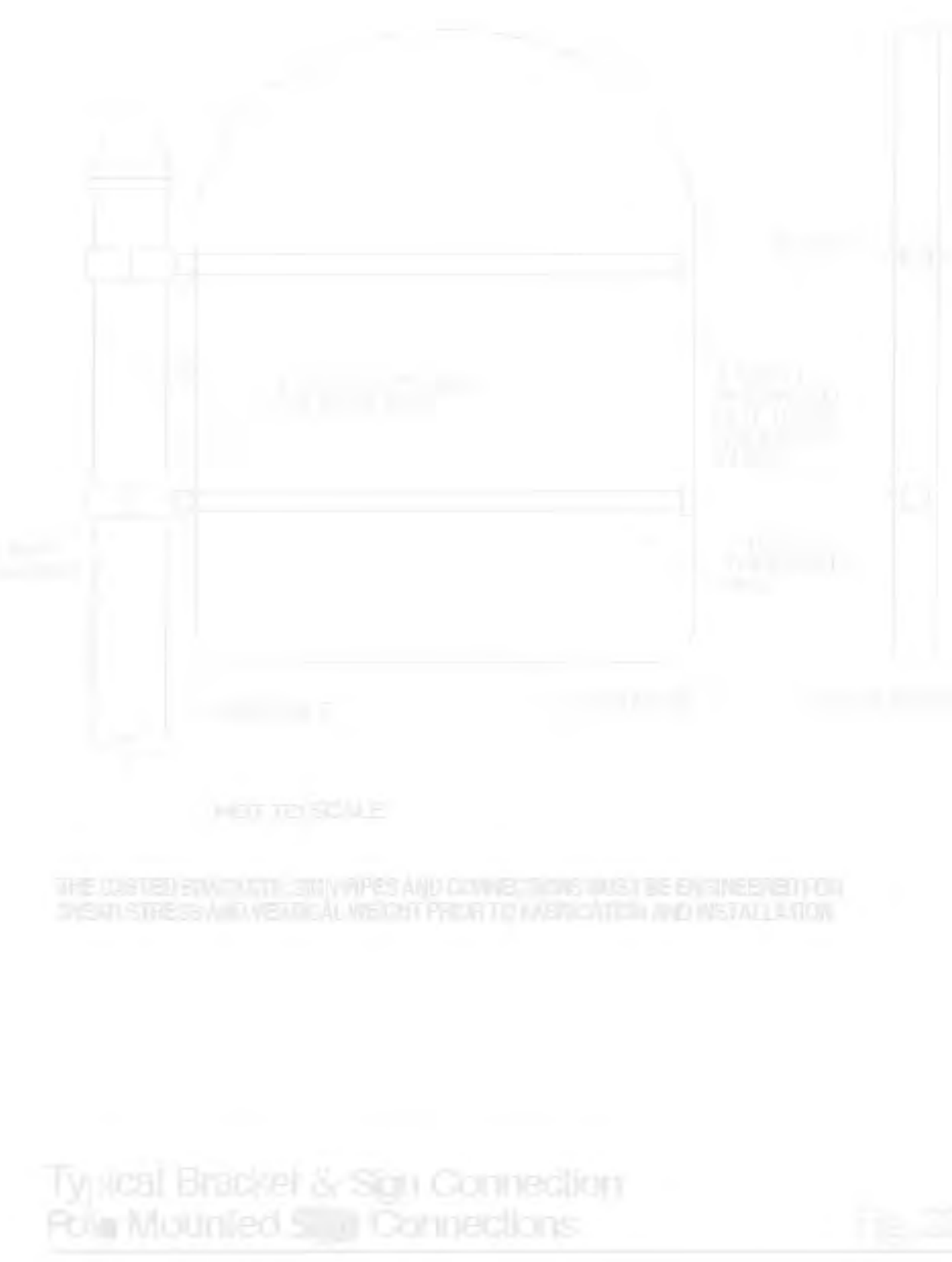
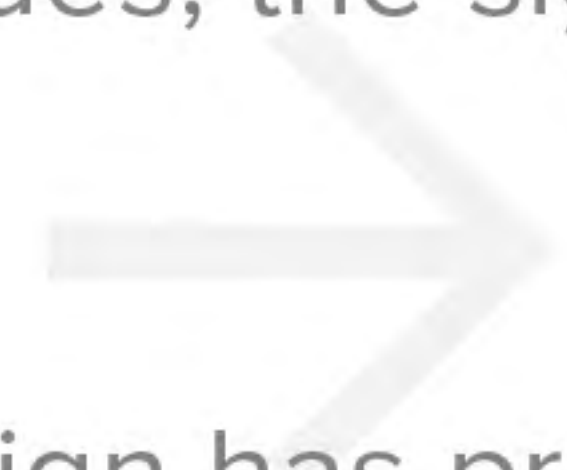
04

Signs that are not currently included in the Master Sign Plan maybe added to the precise plan through amendments and updates.

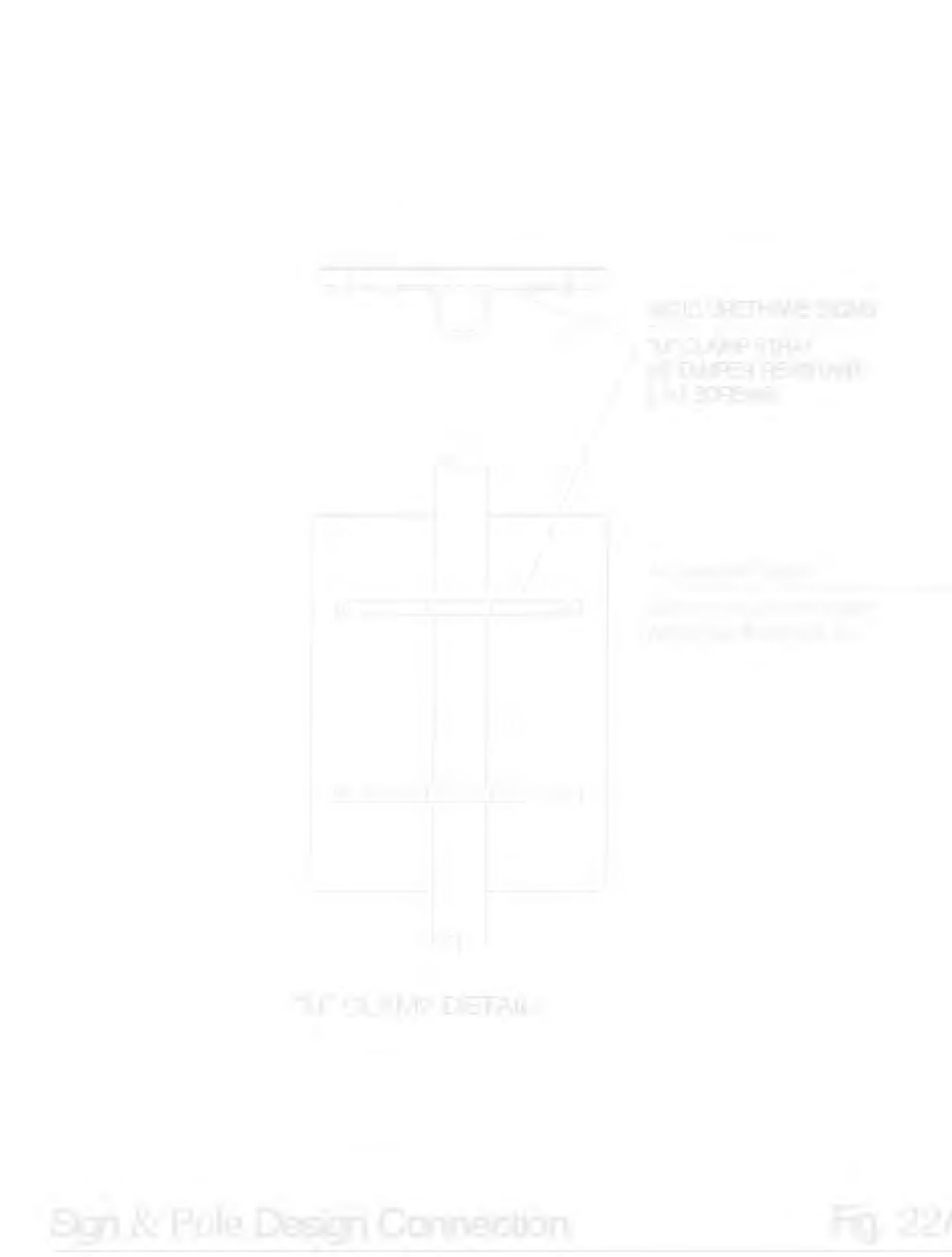
EVOLUTION NOT REVOLUTION

The design strategy for the wayfinding and signage throughout Balboa Park is to be an evolution of the existing rather than a complete overhaul. Through proven principles of design and strategic wayfinding techniques, the signage can still conform to the current standards but be updated and enhanced to reflect the needs of today.

RSM Design has proposed 8 different subtle but impactful modifications that will help to communicate and reinforce the character and essence of Balboa Park. Not only will this strategy be more cost effective, but will also allow for real and immediate change throughout the site and beyond.



Typical Bracket & Sign Connection Pole Mounted Sign Connection Fig. 22



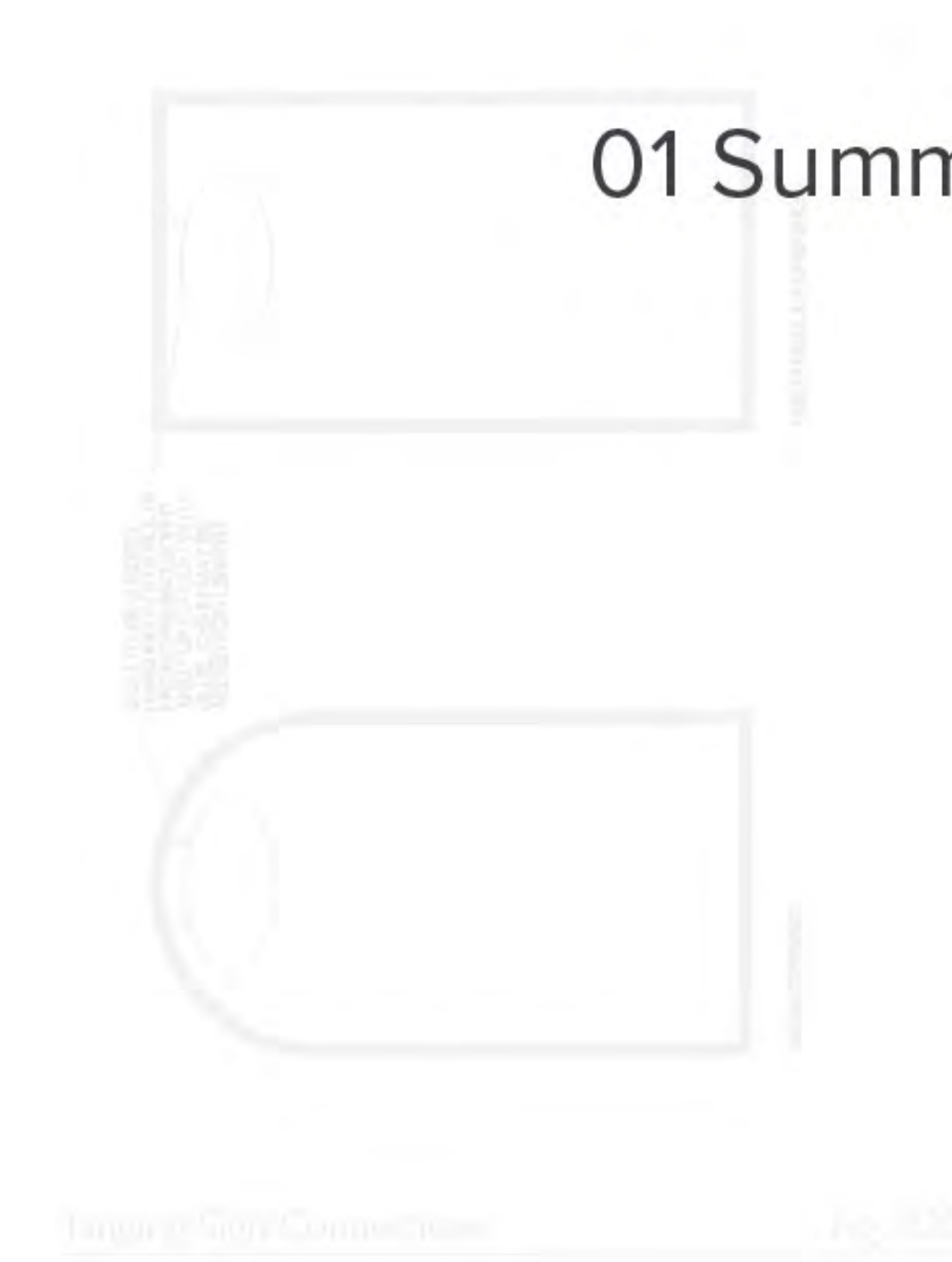
Sign & Pole Design Connection Fig. 22A



Wall Mounted Sign Connection Fig. 22B



One-Sided Historical Landmark Sign (Details) Fig. 28A



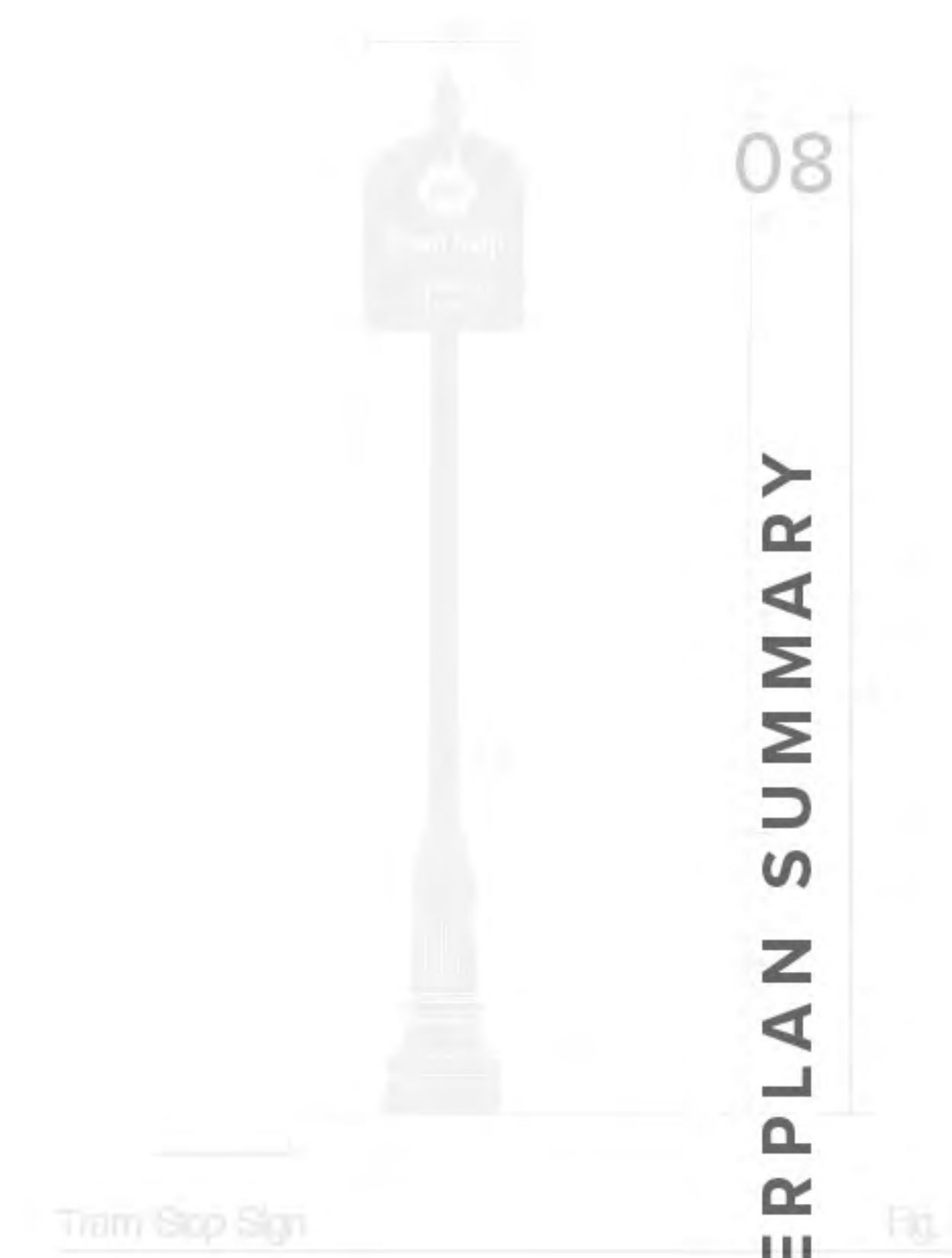
Tower Sign Connection Fig. 22C



Pole Clamp Bracket Fig. 24



Vehicle Applications Fig. 3



Tram Stop Sign Fig. 7



Historical Landmark Area Logo Fig. 24



One-Sided Historical Landmark Sign Fig. 7



Off-Site Directionals (Details) Fig. 6A



Tram Stop Sign (Details) Fig. 7A



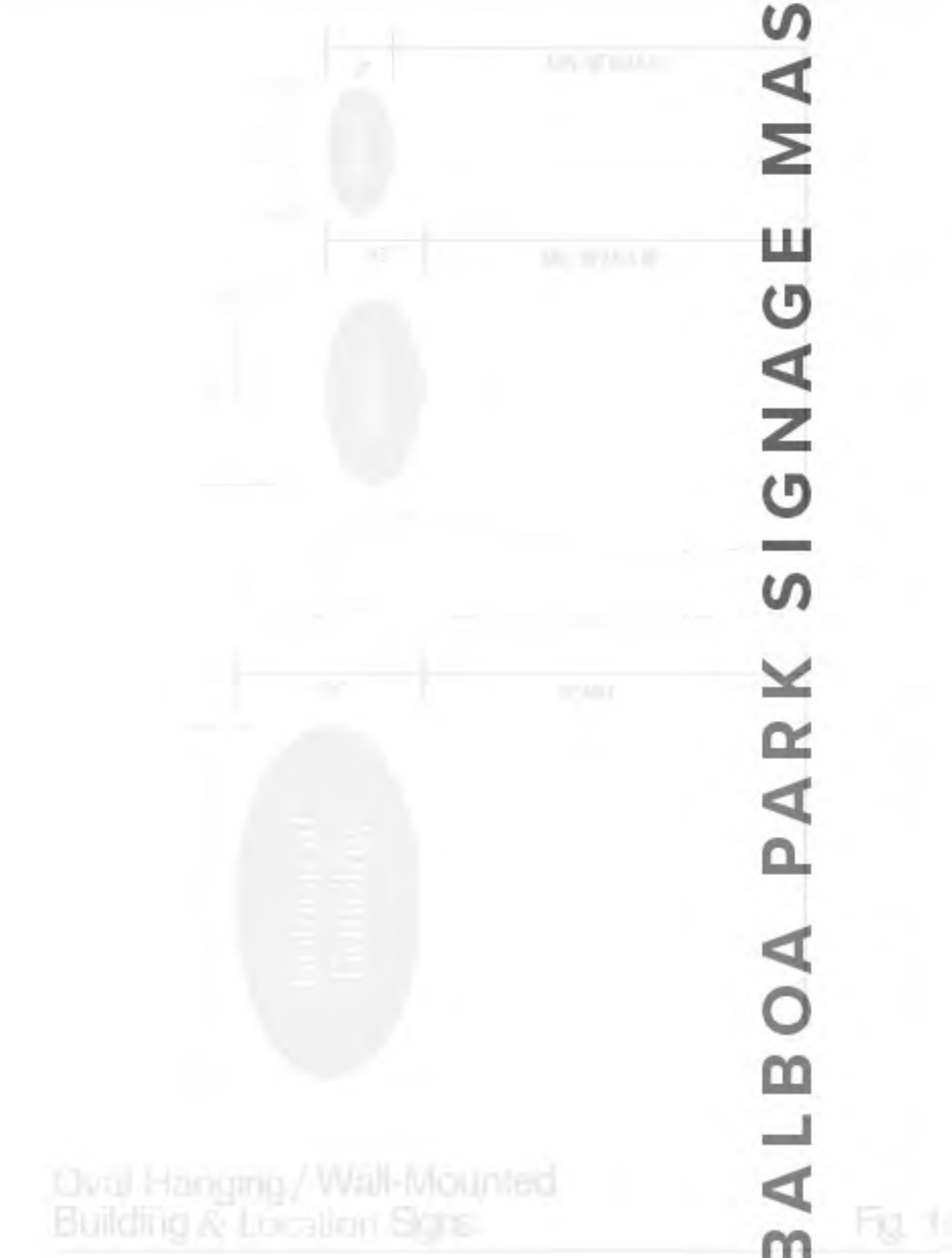
Self-Guided Tour Sign Fig. 8



Two-Sided Building & Location Sign (Details) Fig. 10A



Pedestrian Orientation Sign (Gen. Area Details) Fig. 11A



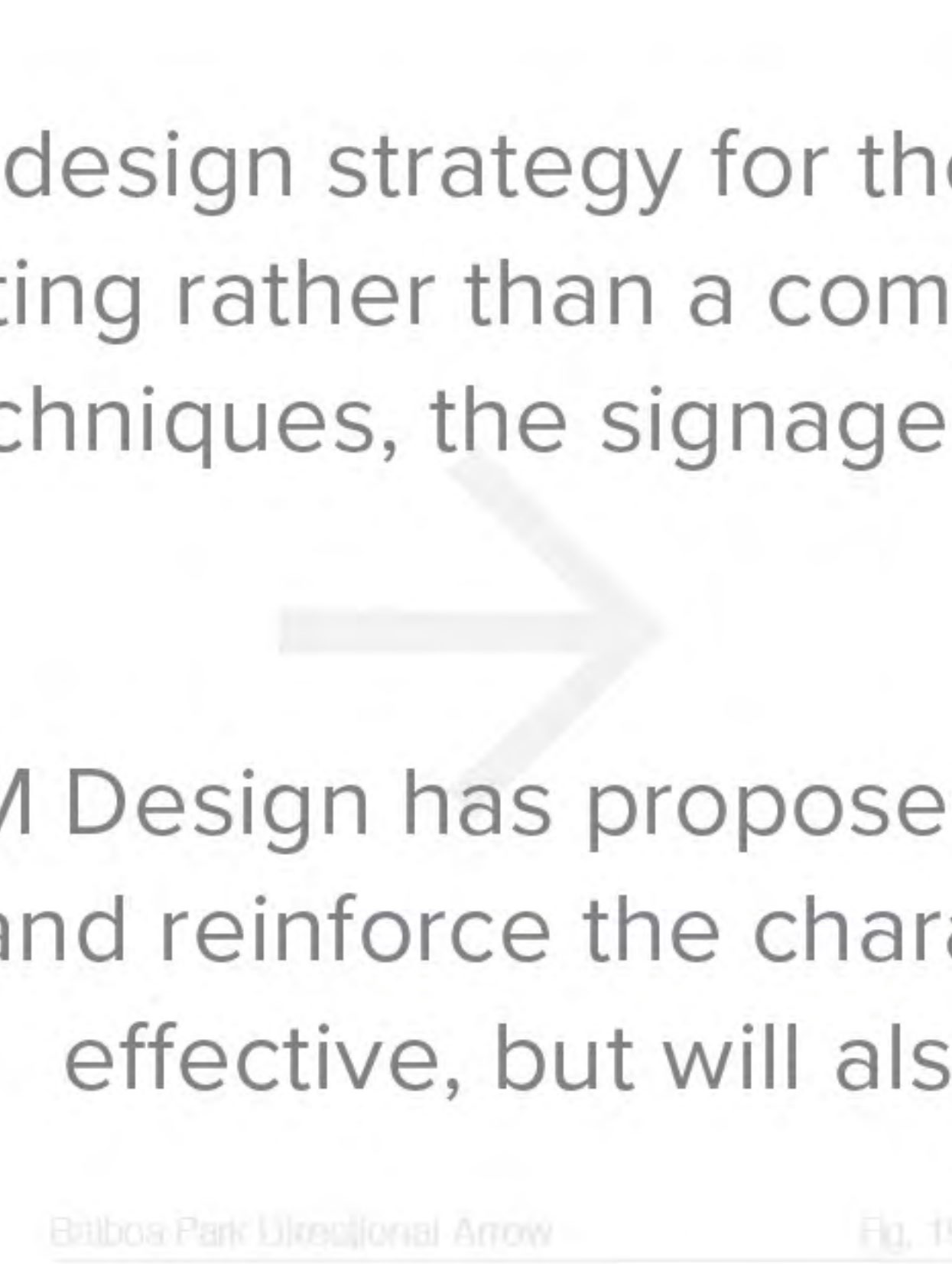
Oval Hanging / Wall-Mounted Building & Location Signs Fig. 14



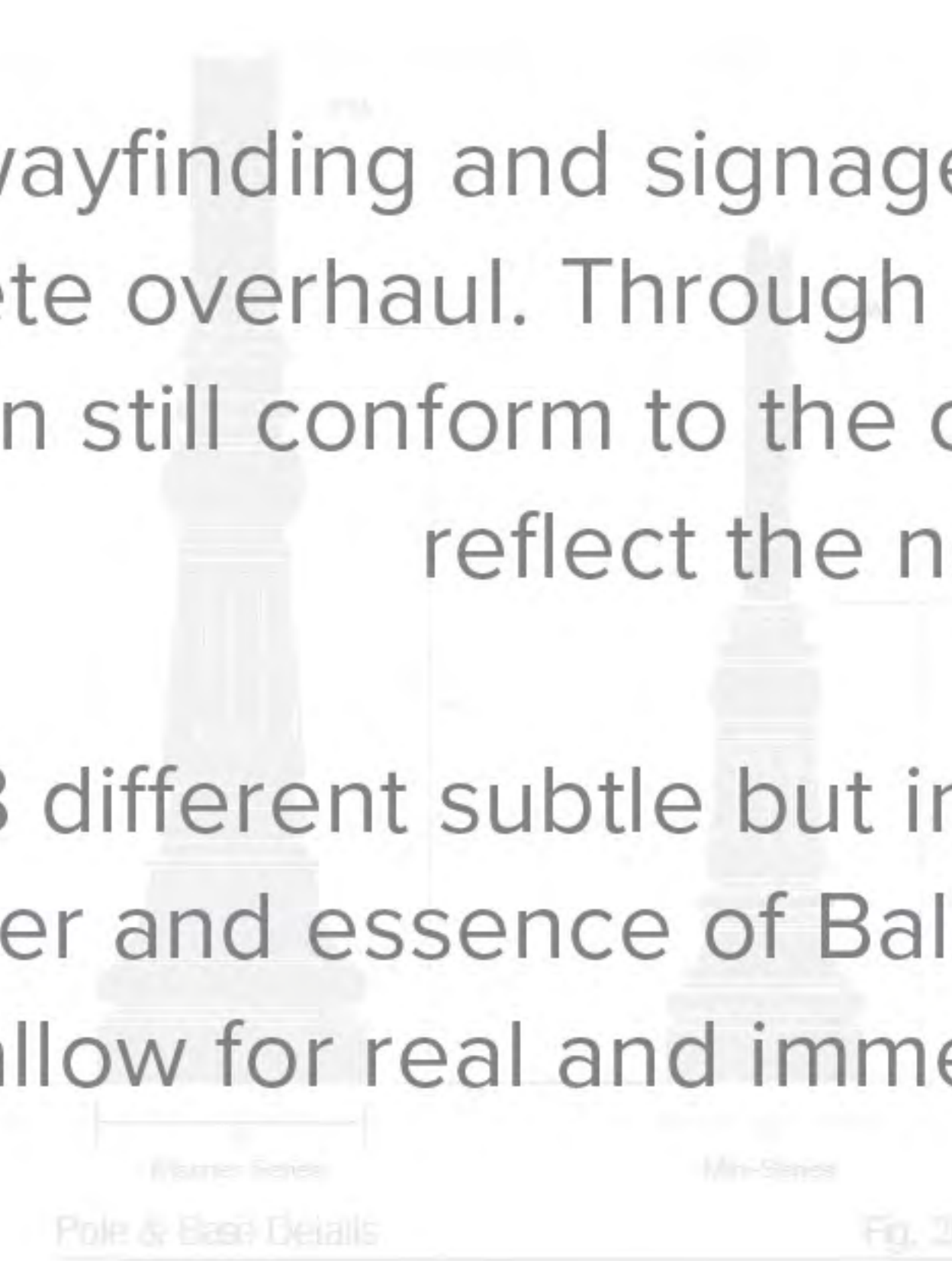
Two-Sided Building & Location Sign (Details) Fig. 10A



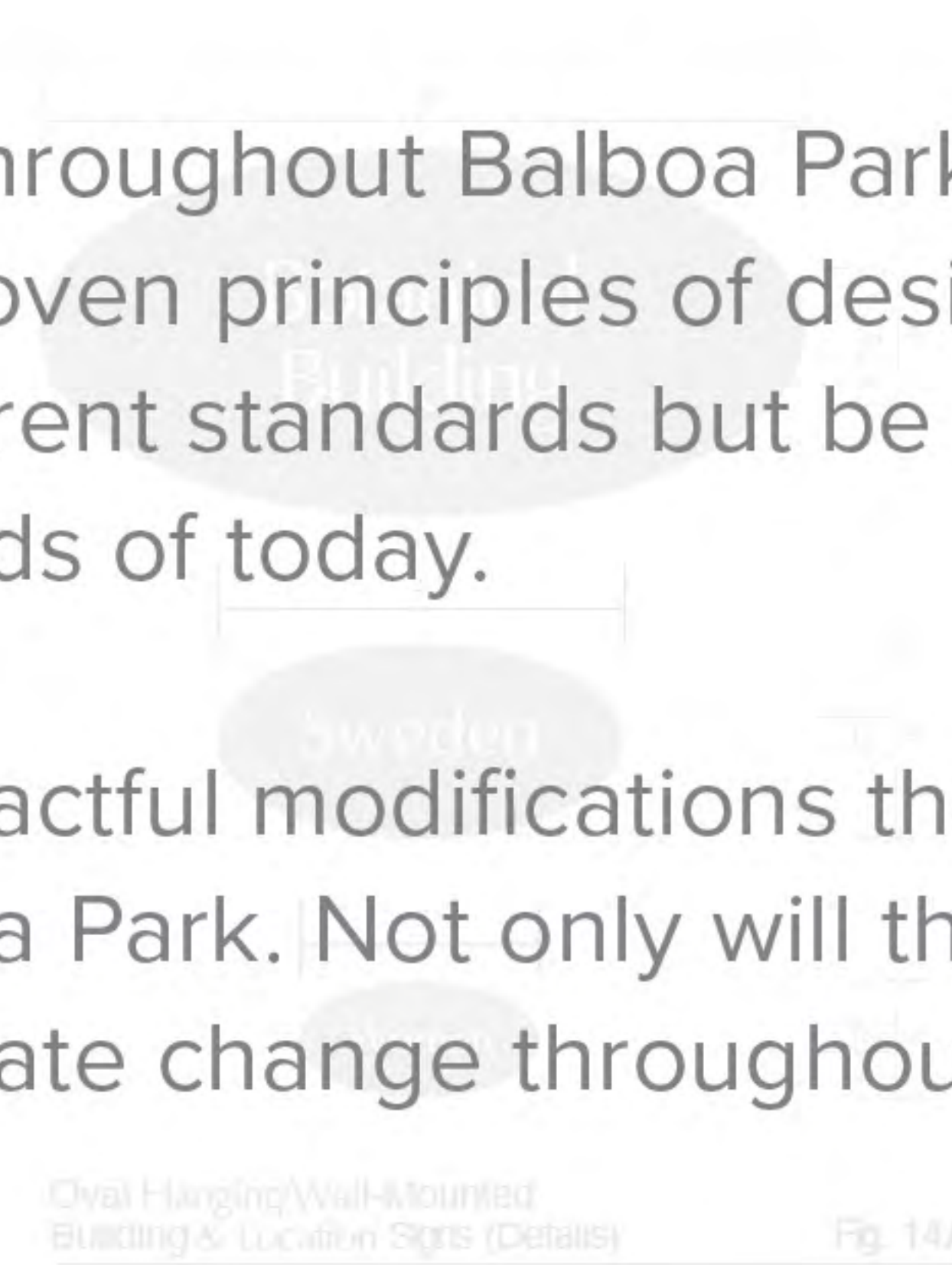
Banner Standard Fig. 17



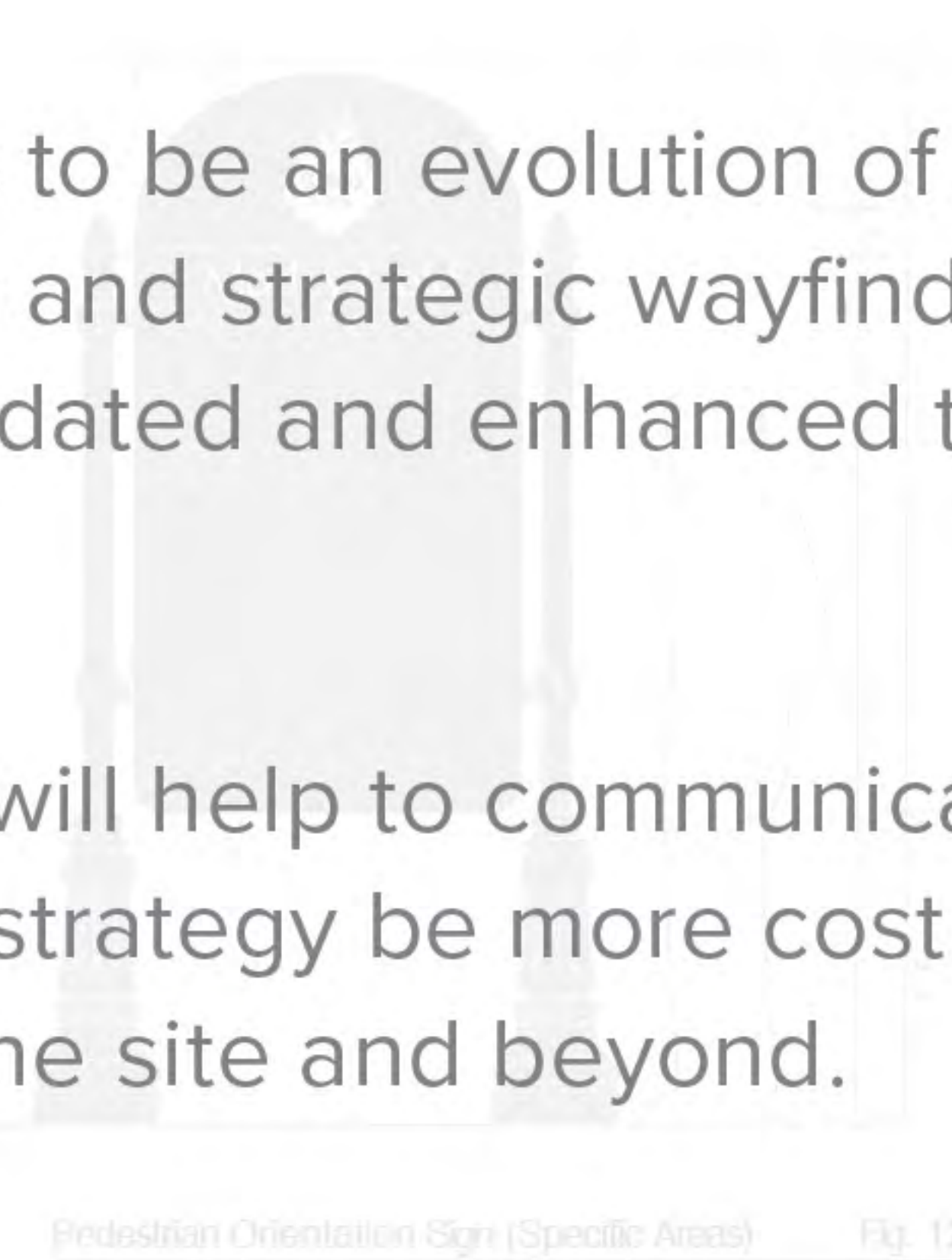
Balboa Park Directional Arrow Fig. 19



Pole & Base Details Fig. 30



Oval Hanging / Wall-Mounted Building & Location Signs (Details) Fig. 14A



Pedestrian Orientation Sign (Specific Areas) Fig. 12



One-Sided Building & Location Sign Fig. 15



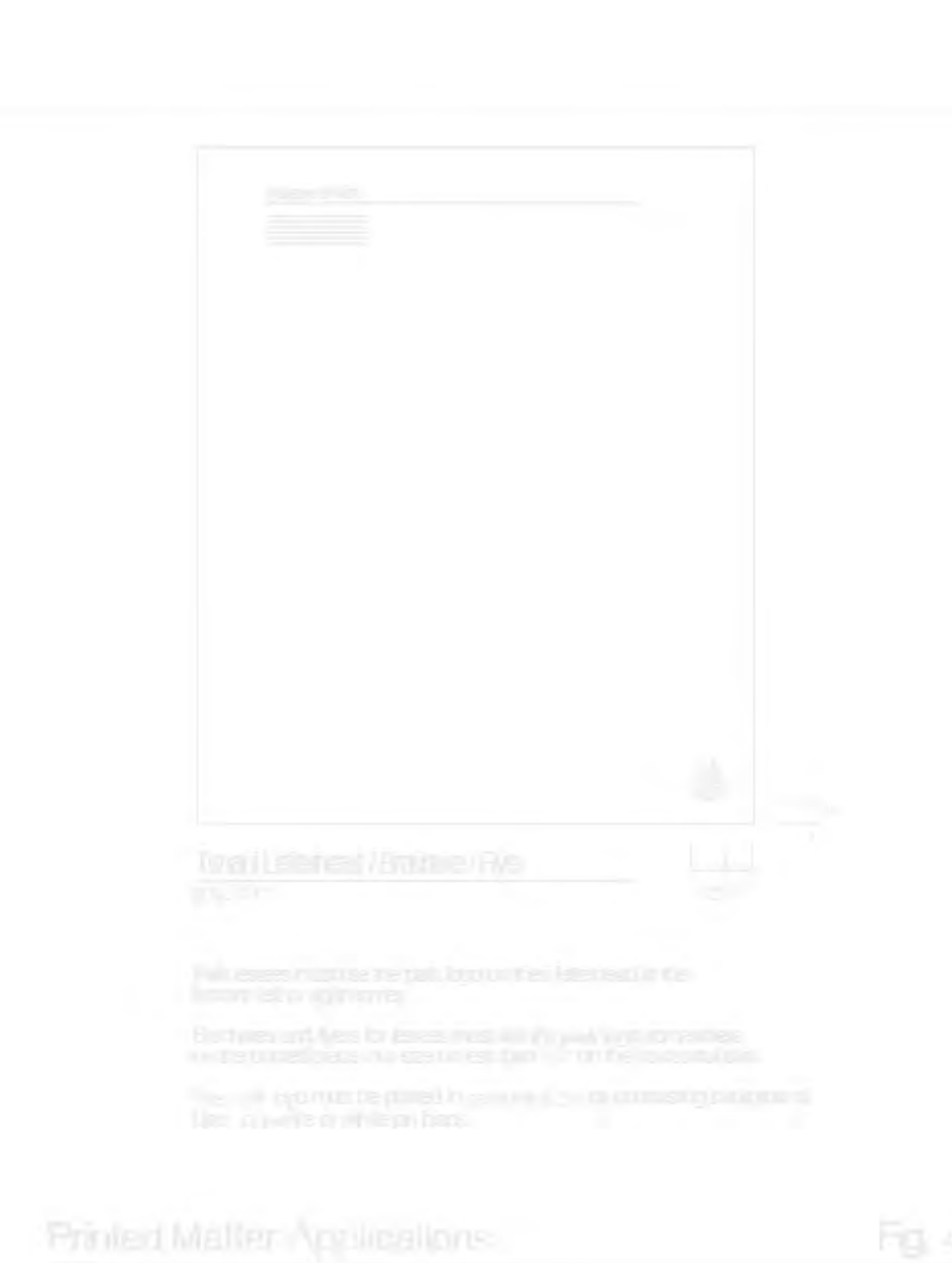
Pedestrian Orientation Sign (Specific Areas Details) Fig. 12A



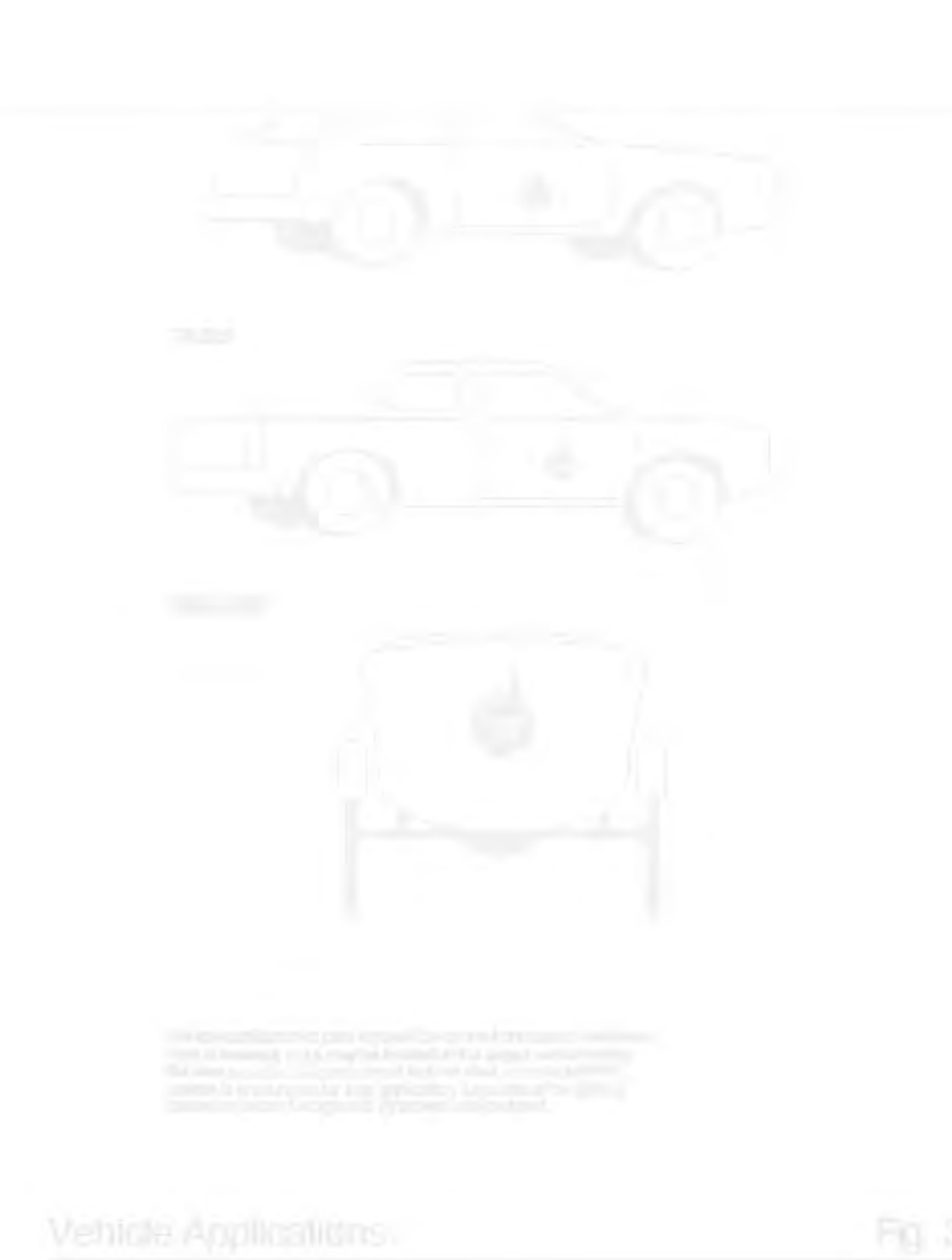
Regulations On Logo Variations Fig. 1



Printed Matter Applications Fig. 4



Vehicle Applications Fig. 3



Tram Stop Sign (Details) Fig. 7A



Pedestrian Directional (Details) Fig. 13A



Balboa Park Type Style Fig. 18

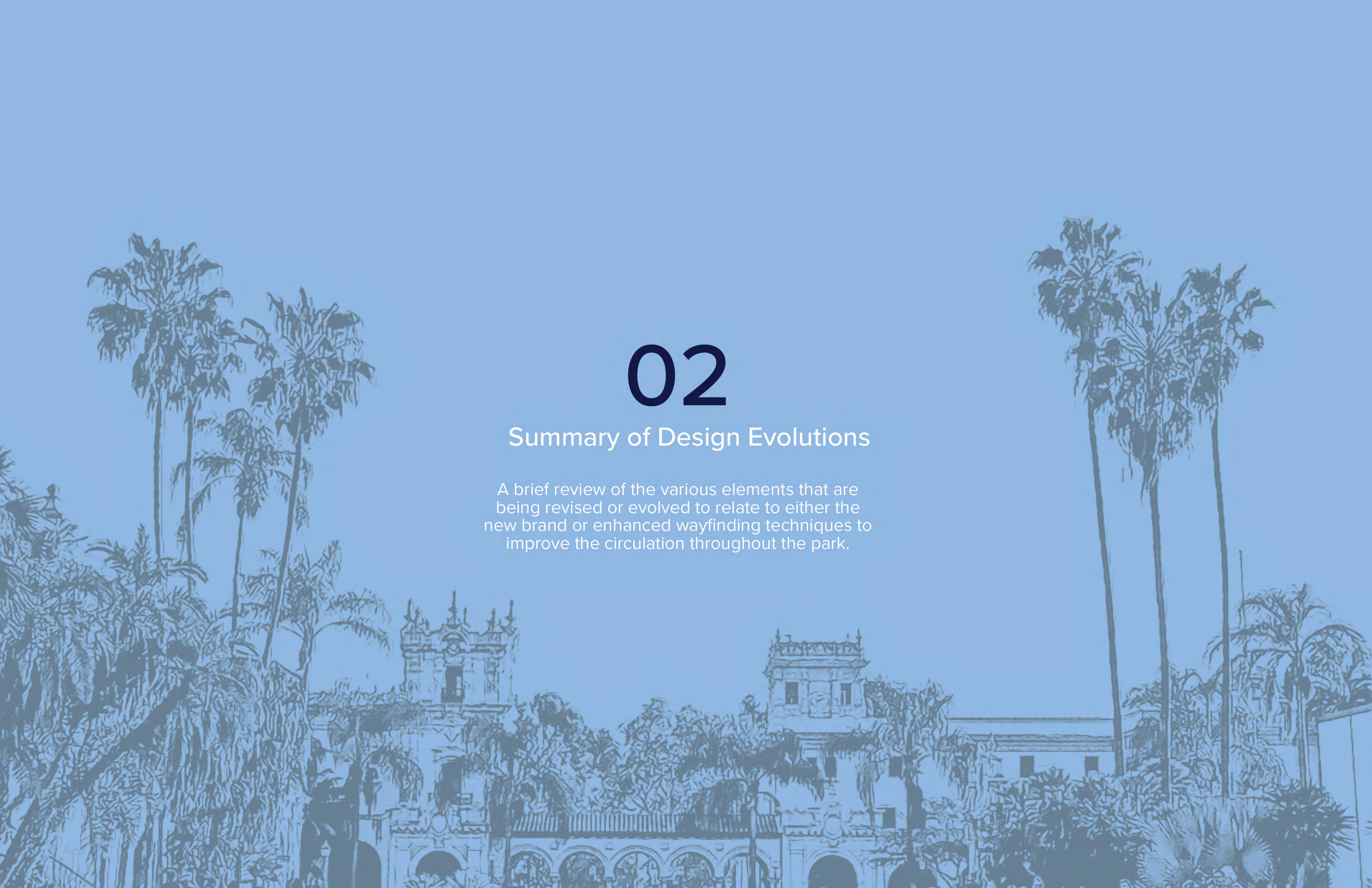


Pre-Approved Materials Fig. 5

02

Summary of Design Evolutions

A brief review of the various elements that are being revised or evolved to relate to either the new brand or enhanced wayfinding techniques to improve the circulation throughout the park.



DESIGN STRATEGY

HOW TO IMPROVE WHAT WE CURRENTLY HAVE

01

LOGO
& BRAND

02

UPDATE THE
TYPOGRAPHY

03

IDENTIFY
DISTRICTS

04

MESSAGE
HIERARCHY

05

CHANGE
THE COLOR

06

UPDATES
THE MAPS

07

DEVELOP
NEW SIGNTYPES

The following illustrates proven techniques and wayfinding strategies that will help to communicate and reinforce the nature of Balboa Park while evolving the current standards to reflect the needs of today. Applications are thoughtful interventions in location, scale, and messaging. Graphics extend the brand vocabulary and narrative concepts with type, color, pattern and materiality.



Balboa Park Logo and Brand

The Balboa Park Logo has been updated recently as well as the various brand collateral. Therefore, the logo on the signage should also be updated, and amended within the Signage Standards.

AaBbCc

Christiana

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789

Standard Font - Christiana

Christiana was designed for Berthold in 1991 by Gudrun Zapf-von Hesse. Its varied stroke weights and angled endings give this typeface an elegant, hand-lettered impression. It is similar in form and inspiration as Optima, but is bit more humanistic and is easier to read on signage due to its many weights and strokes.

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789

Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789*

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789

Med Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789*

Numerous Weights and Variations

It is currently selected as the primary font in the new Balboa Park Brand Standards, and should be used on all branding pieces moving forward.



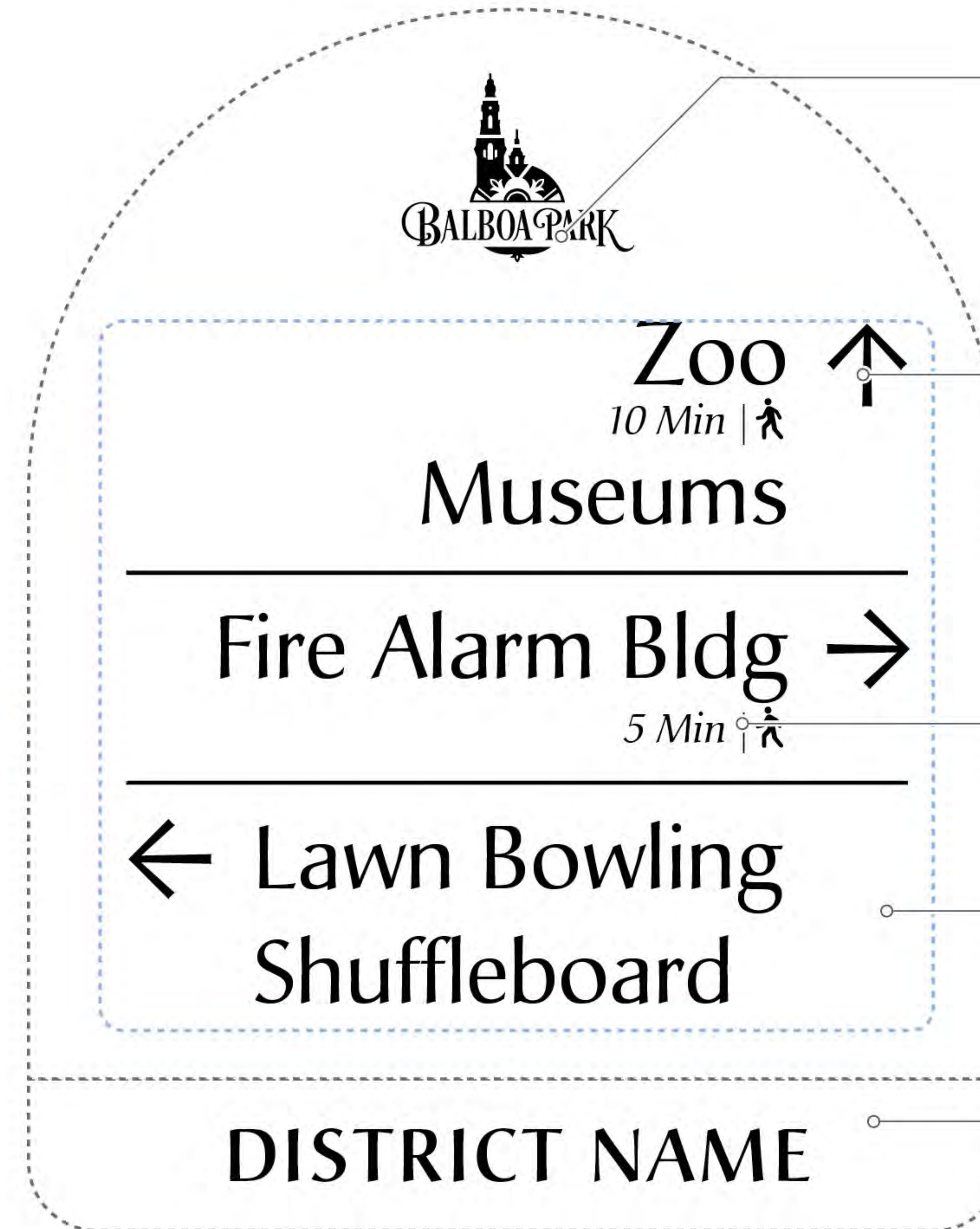
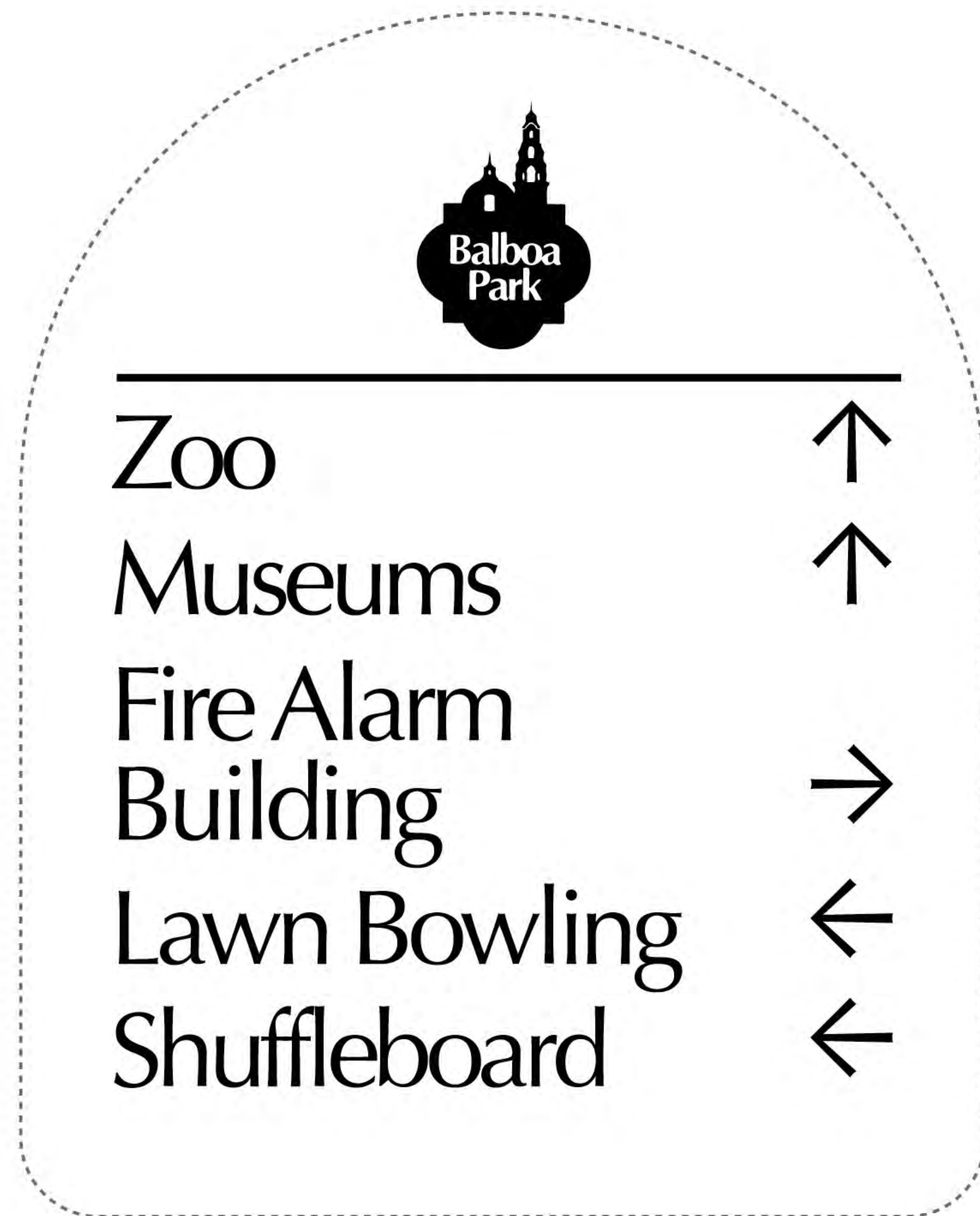
Identifying the Districts and Destinations

- 1. Scout Camp Area
- 2. West Mesa
- 3. San Diego Zoo
- 4. War Memorial Area
- 5. Florida Canyon
- 6. Morley Field
- 7. Municipal Golf Course
- 8. Golden Hill Area
- 9. Inspiration Point
- 10. The Prado

- | | | |
|---------------------|--------------------------|-----------------|
| Plaza de California | Spreckels Organ Pavilion | Spanish Village |
| Old Globe | Botanical Gardens | Desert Garden |
| West Prado | East Prado | Rose Garden |
| Alcazar Gardens | Moreton Bay Fig Lawn | Plaza De Balboa |
| Palm Canyon | | Pepper Grove |
| Plaza De Panama | | |

11. The Palisades

- International Cottages
- Pan American Plaza
- Federal Parking Lot
- *recommend naming Presidents Way Parking Lot*



BALBOA PARK LOGO
Maintaining the general positioning and scale of the logo but updating to reflect the new branding for the overall park.

ONE ARROW MULTIPLE DESTINATIONS
There shall only be one arrow pointing in a particular direction, regardless of the number of destinations in that direction. This will help with creating clear hierarchy and a quicker read for guests.

WALKING TIMES
Include walking times to various destinations to promote exploration and walkability of the site

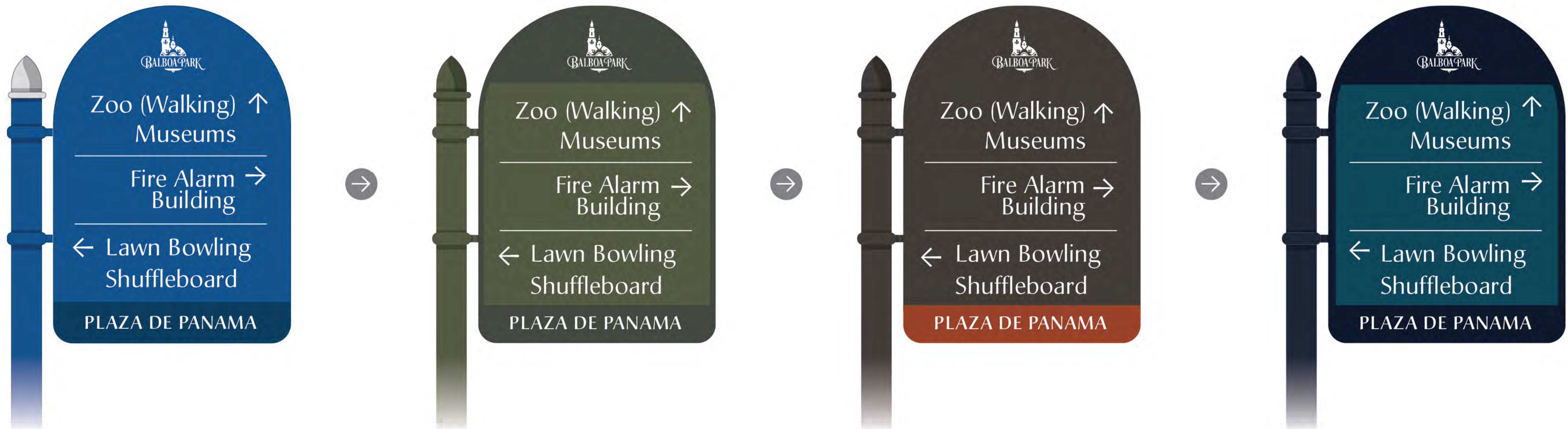
MESSAGE AREA
Creating a message area to ensure clear hierarchy and legibility while also maintaining clean design.

DISTRICT NAME & COLOR
In order to help break down the scale of the site the use of the historic districts on signage will be used to not only orient guests but also direct guest to certain areas of the site.

Messaging and Hierarchy

The Balboa Park Logo has been updated recently as well as the various brand collateral. Therefore, the logo on the signage should also be updated, and amended within the Signage Standards. Messaging and type layout is critical to the visibility and legibility of the sign. It is also important to have a clean layout that uses only one arrow for each direction and breaks up the messaging in clear and cohesive buckets of information.

WORKING TOGETHER TO FIND THE RIGHT COLOR



Creating Consistency and Clear Hierarchy Through Color, Contrast, and Character.

While the guidelines specify a particular blue, that color has been discontinued and attempts to recreate it over the years has created a broad range of colors from dark navy to electric blue.

There needs to be consistency and rational behind the use of color throughout the site. The following proposed colors are derived and inspired by historic colors used throughout the park, as well as a neutral palette that uses color as more of a wayfinding element to identify one's location

EAST, WEST, AND CENTRAL MESA PUBLIC WORKSHOPS

CHANGING THE COLOR
CREATING CONSISTENCY AND CLEAR HIERARCHY THROUGH COLOR, CONTRAST, AND CHARACTER.

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OPTION A
HISTORIC COPPER GREEN COLOR
The following proposed colors are derived and inspired by historic colors used throughout.

OPTION B
DARK NEUTRALS WITH UNIQUE DISTRICT COLOR
The use of a dark neutral color palette, not only creates strong contrast and an increase in visibility, but also allows for each district to be identified by a unique color that will help aid in wayfinding, and associating a color with a particular area within the park.

OPTION C
DARK SHADES OF BLUE
Throughout San Diego one can find the use of a Dark Copper Blue color used on light poles, site furnishings and wayfinding. The follow color option seeks to evolve the blue that is currently used in the park, but use a color that is closer to the historic Copper Blue.

EXISTING ELECTRIC BLUE USED ON SITE
The following illustrates the existing blue color that can be found throughout the park. The electric blue distracts from the beauty of the park, and varies from sign to sign with little to no consistency in color or use.

HISTORIC COPPER GREEN COLOR
The following proposed colors are derived and inspired by historic colors used throughout the park, as well as a neutral palette that uses color as a wayfinding element to identify one's location. The Copper Green was originally specified in the original light poles, furnishings, and wayfinding signage.

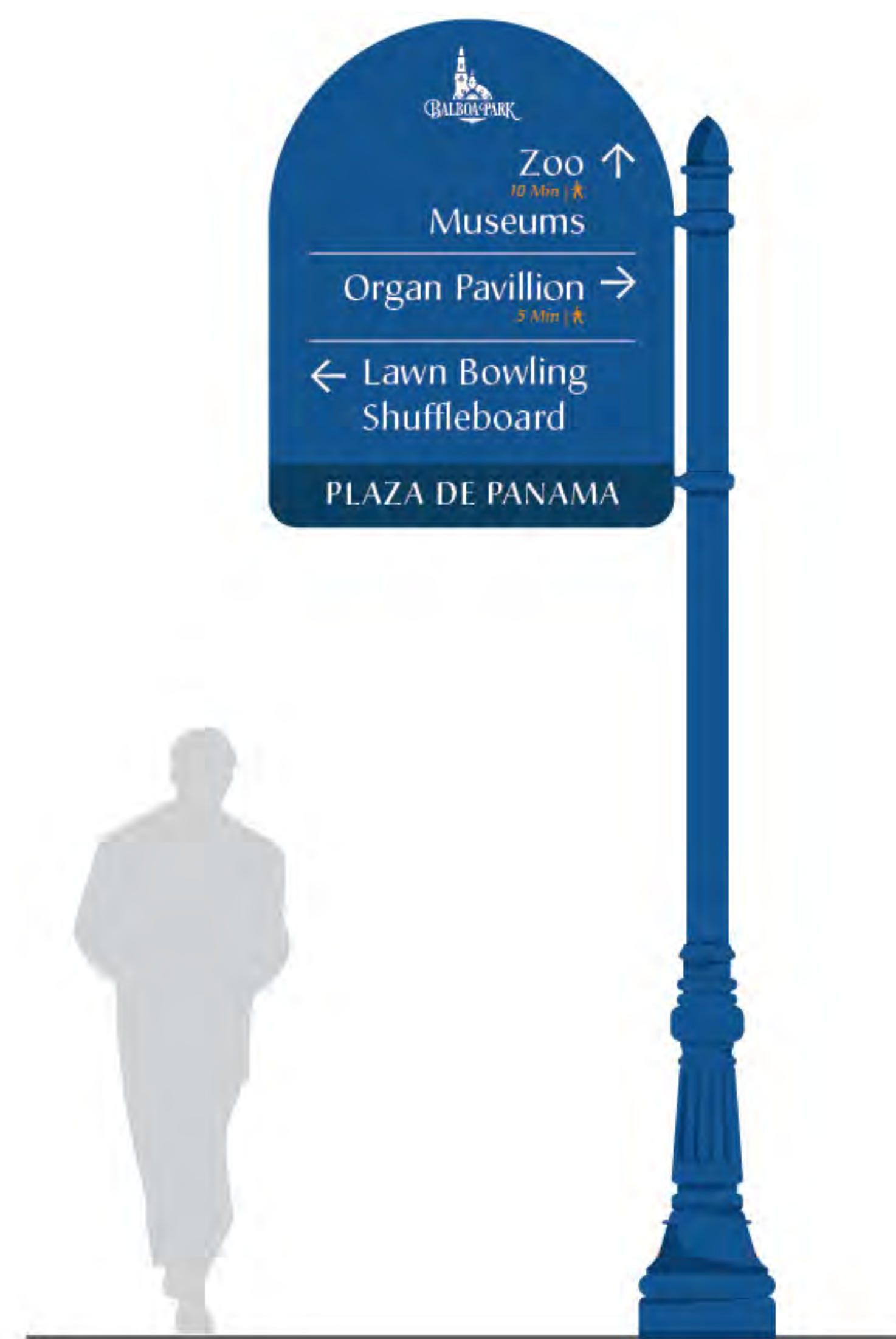
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Community Workshop Feedback

RSM Design and the Balboa Park Conservancy conducted three 2 1/2 hour public workshops on June 8th, 2018 culminating with a presentation and workshop with the Balboa Park Committee to review the various proposed modifications and color studies to narrow it down to two options for full scale mockups that would be placed in the park for public voting and feedback.

PUBLIC WORKSHOP PREFERRED COLORS



TOTAL VOTES
17



TOTAL VOTES
30



TOTAL VOTES
32



TOTAL VOTES
15

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GENERAL COMMENTS & FEEDBACK

WHAT PEOPLE ARE SAYING

Love that you thought about so many different elements (colors, fonts, etc.)

The more contrast, as in the “brown” version, the better, both for readability for all levels of vision, and for endurance as colors fade with outdoor exposure.

Very important to have realistic walking times on signs. Many visitors don't realize how big the park is. The people at the visitor center don't always have a good grasp of walking distances to various destinations.

I do like the green, but feel the contrasting color at the bottom of the sign really helps it stand out, which is really helpful when trying to find signs amidst Balboa Park's beauty!

Please put up signage that scooters are not allowed on sidewalks. It has become very hazardous.

Think each area should have identifying color! Color on bottom should change in each area.

The orange pops out more and it's easier to read from a distance.

While wayfinding is important, I'd prefer to see money spent on private security guards as there are many areas of Balboa Park taken over by homeless, vagrants and drug addicts. There are many areas of the West Mesa I do not want my wife and children walking by themselves for security reasons.

Directory signs with maps are needed at main gathering points. This is a much appreciated and badly needed project. Thank you for taking it on.

Due to the diversity of the site, the brown will look much better against the existing architecture. The federal green is boring and typical.

Yay for testing and mock-ups! I really like the idea of an evolution rather than a full “cold turkey” change. Love the green.

*Hesitant about the green- Worried they will blend in too much and be less noticeable.
Loved all the new ideas- Good job*

I think the brown palette is a little more distinctive and will stand out better.

Depending on where these signs are placed, the green sign may blend in too much with surrounding foliage

Ensure ADA compliance in coloration decisions, not just preference and ensure it is readable to everyone.

Brown stands out more ... easier to read

I like the red on the bottom because it gives it contrast



PUBLIC VOTING ON COLOR MOCKUPS

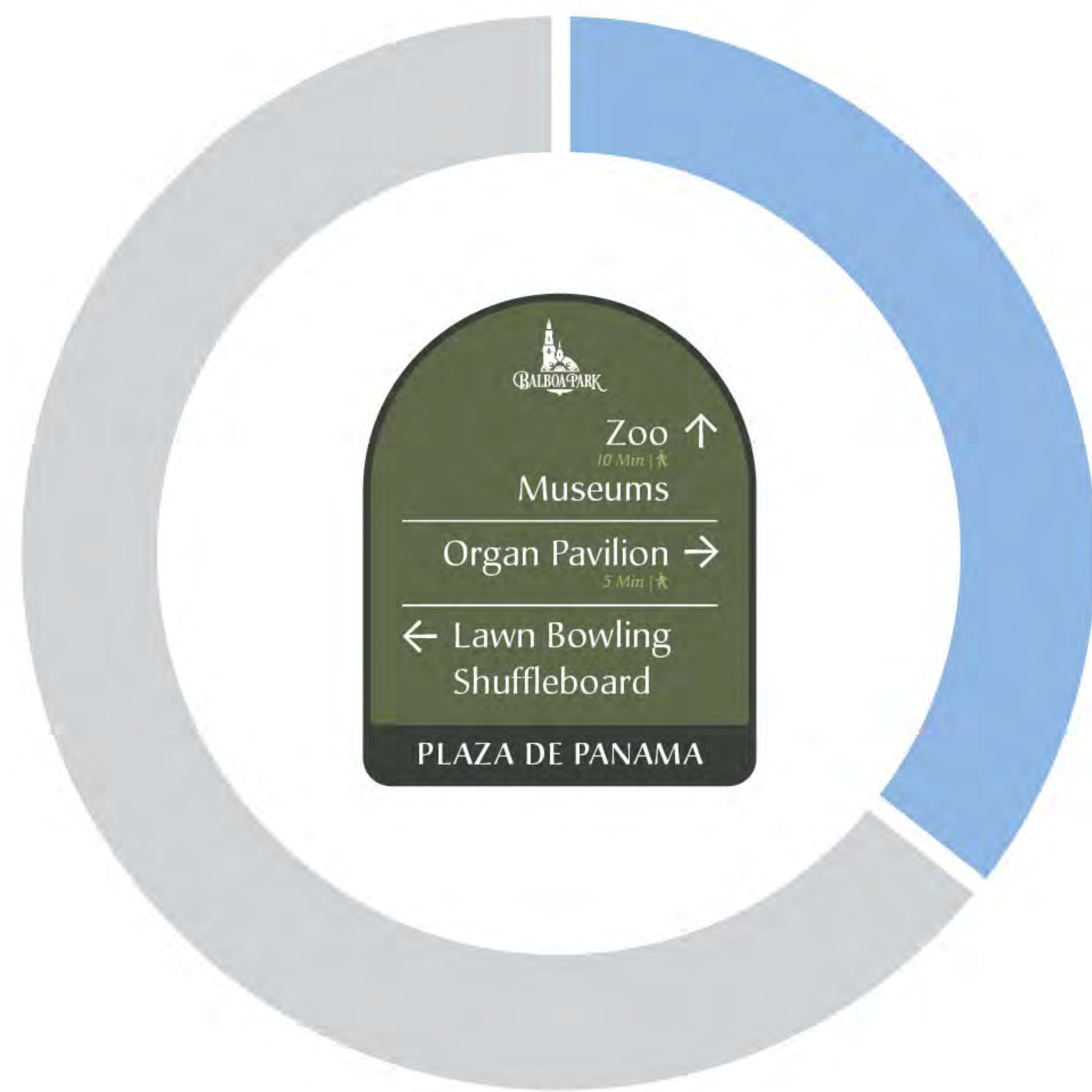
Working with a local sign fabricator (CNP Signs and Graphics) two full size color mockups of the signs were placed in the center of Plaza de Panama for the public to vote and comment on for over a month. An online poll and feedback forum was integrated into the Balboa Park Conservancy's website and a link was sent out to their hundreds of contacts through web blasts and emails to engage the community.

THE PEOPLE HAVE SPOKEN

BRONZE IS THE CLEAR WINNER

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37%



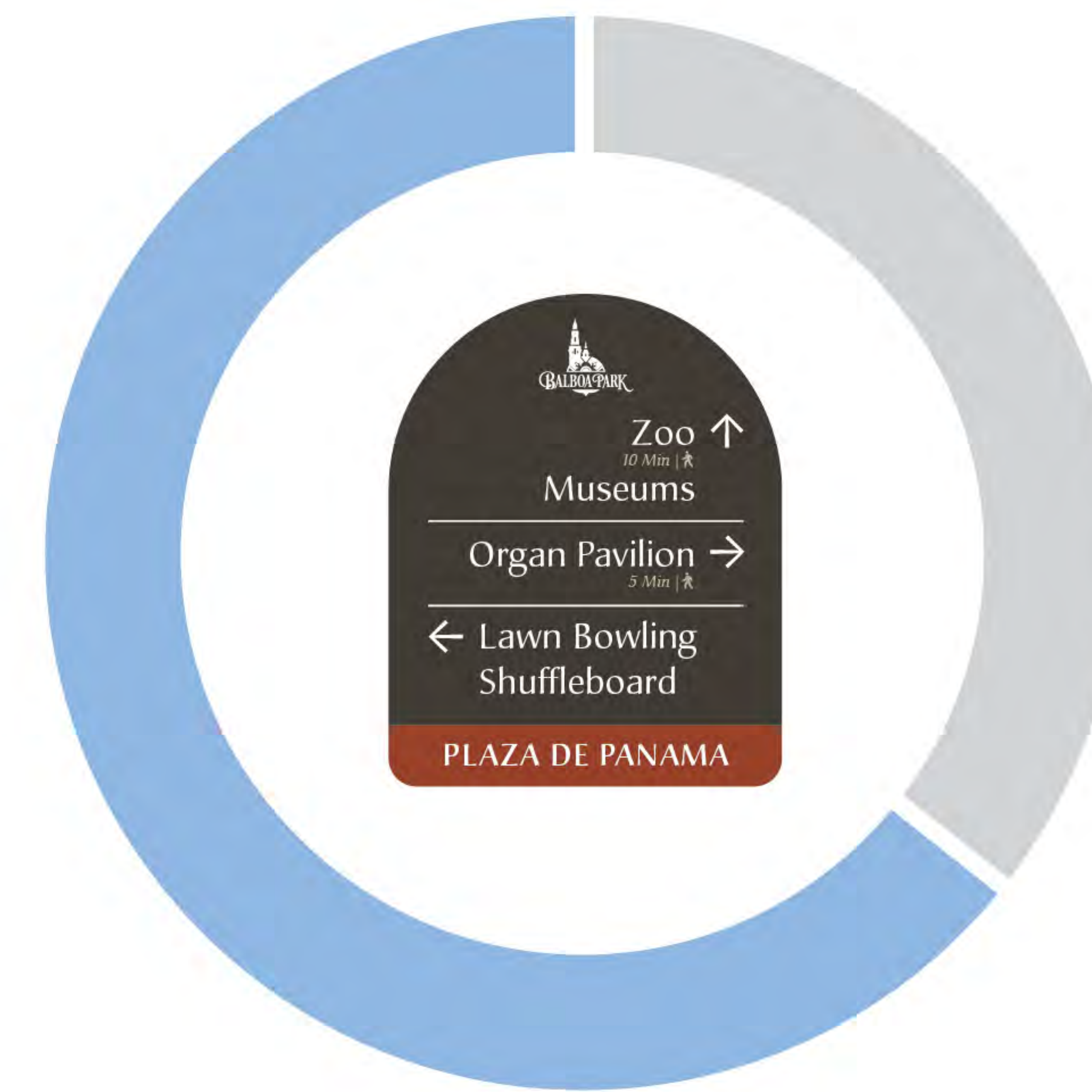
Historic Green

While many liked the green, the majority felt that there was stronger contrast with the bronze option against the historic architecture and landscape.

200
VOTES
IN TOTAL

From members of
the community

63%



Bronze w/ Colored Districts

The public found the bronze to be easier to read and loved the idea of a unique district color that would aid it wayfinding throughout the site.



Inspired by the colors of Balboa Park

Deriving color inspiration from the many colors of Balboa Park in order to create unique and distinctive colors at the base of the signage to help enhance the wayfinding and define the 13 different districts. Toned back and darker shades of color that still allow for clear contrast and legibility while being unique enough to each area. If there are any unique components within certain areas that relate to a color, we will be building upon that story for use in the district identity.



BALBOA PARK
Zoo ↑
10 Min | 米
Museums
Fire Alarm Building →
5 Min | 米
← Lawn Bowling
Shuffleboard
SCOUT CAMP AREA

BALBOA PARK
Zoo ↑
10 Min | 米
Museums
Fire Alarm Building →
5 Min | 米
← Lawn Bowling
Shuffleboard
WEST MESA

BALBOA PARK
Zoo ↑
10 Min | 米
Museums
Fire Alarm Building →
5 Min | 米
← Lawn Bowling
Shuffleboard
SAN DIEGO ZOO

BALBOA PARK
Zoo ↑
10 Min | 米
Museums
Fire Alarm Building →
5 Min | 米
← Lawn Bowling
Shuffleboard
WAR MEMORIAL AREA

BALBOA PARK
Zoo ↑
10 Min | 米
Museums
Fire Alarm Building →
5 Min | 米
← Lawn Bowling
Shuffleboard
FLORIDA CANYON

BALBOA PARK
Zoo ↑
10 Min | 米
Museums
Fire Alarm Building →
5 Min | 米
← Lawn Bowling
Shuffleboard
MORLEY FIELD

BALBOA PARK
Zoo ↑
10 Min | 米
Museums
Fire Alarm Building →
5 Min | 米
← Lawn Bowling
Shuffleboard
MUNICIPAL GOLF COURSE

BALBOA PARK
Zoo ↑
10 Min | 米
Museums
Fire Alarm Building →
5 Min | 米
← Lawn Bowling
Shuffleboard
GOLDEN HILL AREA

BALBOA PARK
Zoo ↑
10 Min | 米
Museums
Fire Alarm Building →
5 Min | 米
← Lawn Bowling
Shuffleboard
INSPIRATION POINT

BALBOA PARK
Zoo ↑
10 Min | 米
Museums
Fire Alarm Building →
5 Min | 米
← Lawn Bowling
Shuffleboard
THE PRADO

BALBOA PARK
Zoo ↑
10 Min | 米
Museums
Fire Alarm Building →
5 Min | 米
← Lawn Bowling
Shuffleboard
THE PALISADES

Signage Color - Dark Bronze

The people have spoken and it is clear that the dark bronze panel with white copy and color changing district identities is the preferred option. The paint is specified Matthews Paint, a top of the line automotive paint with over a 10 yr warranty against fading, and the messaging will be two colors of applied vinyl and a clearcoat finish.



BALBOA PARK LOGO
Avery Dennison 900 Supercast Opaque Film
White vinyl logo applied to painted aluminum panel with clearcoat finish.

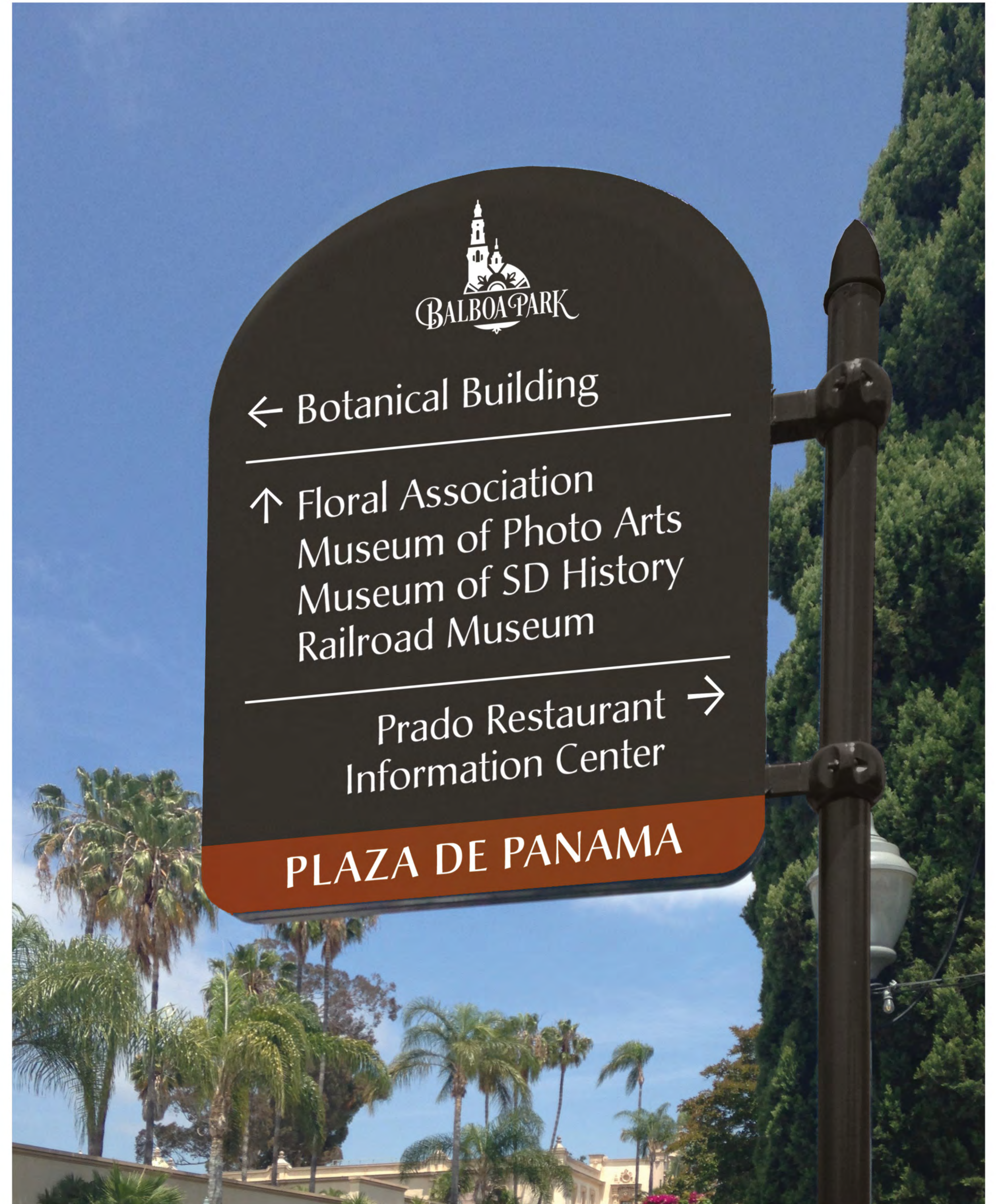
ARROW AND MESSAGING
Avery Dennison 900 Supercast Opaque Film
White vinyl logo applied to painted aluminum panel with clearcoat finish.

WALKING TIME
Avery Dennison 900 Supercast Opaque Film
Sandstone vinyl logo applied to painted aluminum panel with clearcoat finish.

MAIN MESSAGE PANEL
Matthews Cointhian Bronze Metallic semi gloss
painted aluminum panel with clear coat finish.

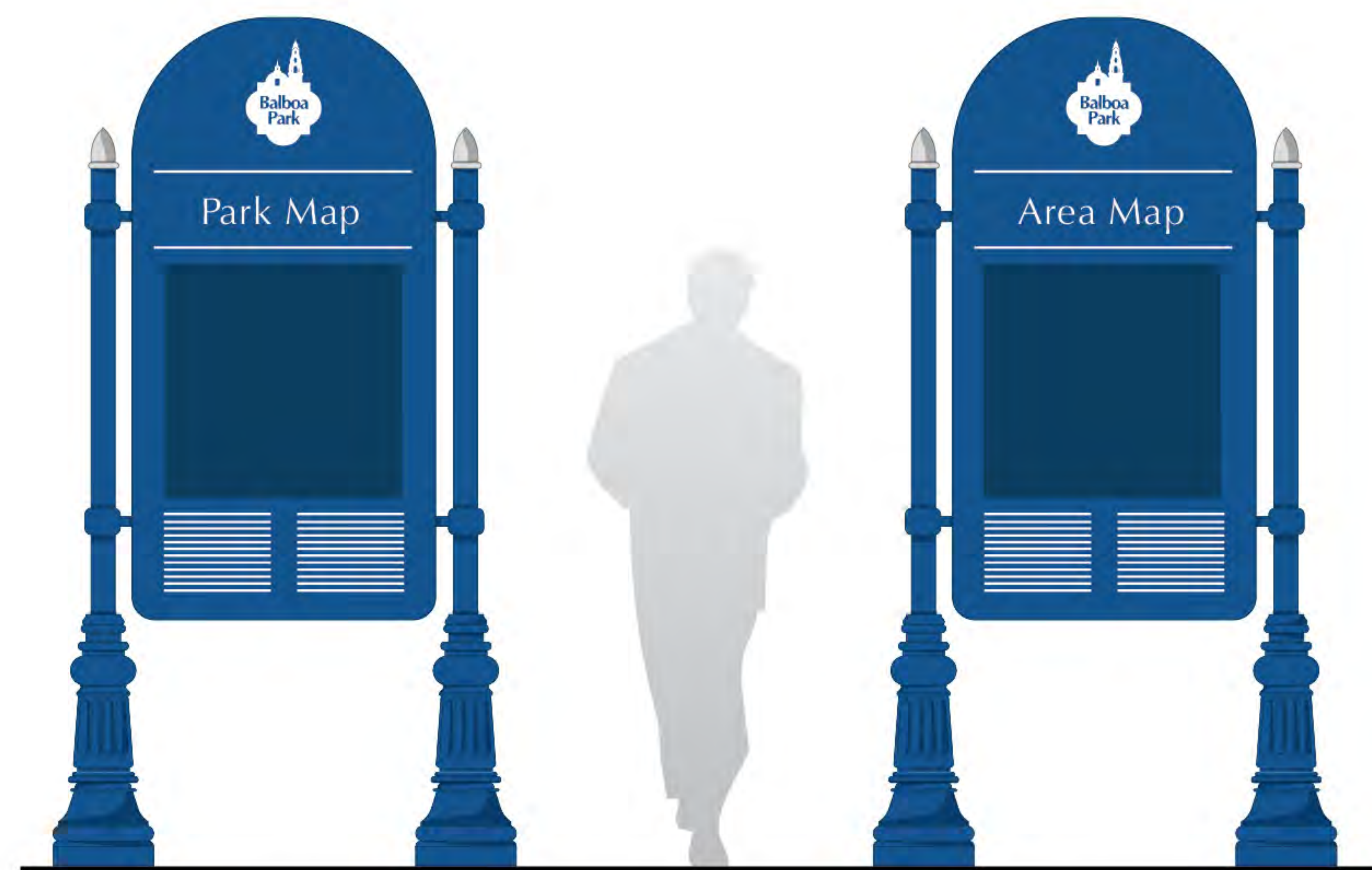
DISTRICT NAME & COLOR
The following color will change per district and will be specified in the updated overall signagea masterplan document.

POLES AND ATTACHMENTS
Matthews Cointhian Bronze Metallic semi gloss
painted aluminum with clear coat finish.



Implementing an Urban Mapping System and Metrics

The pedestrian site signage builds on the new industry best practice shown in the Legible London and Walk NYC mapping programs developed by City ID. Both programs, and many others like them use two maps to orient users to the site as a whole and within walking distances.



PEDESTRIAN ORIENTATION SIGN

PEDESTRIAN ORIENTATION SPECIFIC AREA SIGN



PARK IDENTITY LOGO

Clearly Identifies the Park and creates brand touch points throughout.

AREA IDENTITY

Defines where the directory is located.

AMENITY LISTING

A list of the various amenities, tenants and museums located throughout the park.

MICRO MAP GRAPHIC

Shows the zoomed in area of where the directory is located and closely surrounding areas. The map graphic includes all landmarks or locations of note in the zone, street names, tenant identifications that are keyed to the tenant list, a you are here identification and walking distances.

MACRO MAP GRAPHIC

A small version of the entire project. The map includes a highlighted area that is zoomed in below as well as key landmarks throughout the site as and surrounding community

LEGEND

Small legend at the bottom identifies what the various icons represent.

The 5 Minute Walk

Placemaking is based on a simple principle: if you plan cities for cars and traffic, you will get cars and traffic. If you plan for people and places, you will get people and places. A major factor that we seek to promote is walk-ability, bridging the gap between the various areas of the site, and creating a link throughout the park that is both unique, engaging, and fully integrated into the urban fabric of Balboa Park.



WALKING TIME

In order to promote walkability and exploration throughout the site, it is recommended that the pedestrian directionals include walking times to specific destinations. More general destinations, such as museums which are located throughout the park do not require measured metric for distance or time.

The hierarchy of the messaging still allows for the destination to be the first read, while the color accent draws attention to the smaller copy for the walking time / distance.



PEDESTRIAN DIRECTIONAL

PEDESTRIAN ORIENTATION SIGNAGE







Overall Summary of the Evolved Existing Signage

Maintaining the existing design components such as shape and character, but modifying the font, color, logo and hierarchy of message to create a more efficient and timeless wayfinding strategy.



Proposed Vehicular & Identity Signage

New Signs Not Currently in Precise Plan

It began with looking at the current standards and evaluating what sign types may be missing in order to meet the needs of the park today and enhance the overall wayfinding and user experience throughout Balboa Park. The need for potential digital parking signs, parking lot identities, tram signage, and civic directional / directory signage to help enhance the guest experience.



Proposed Parking & Pedestrian Signage

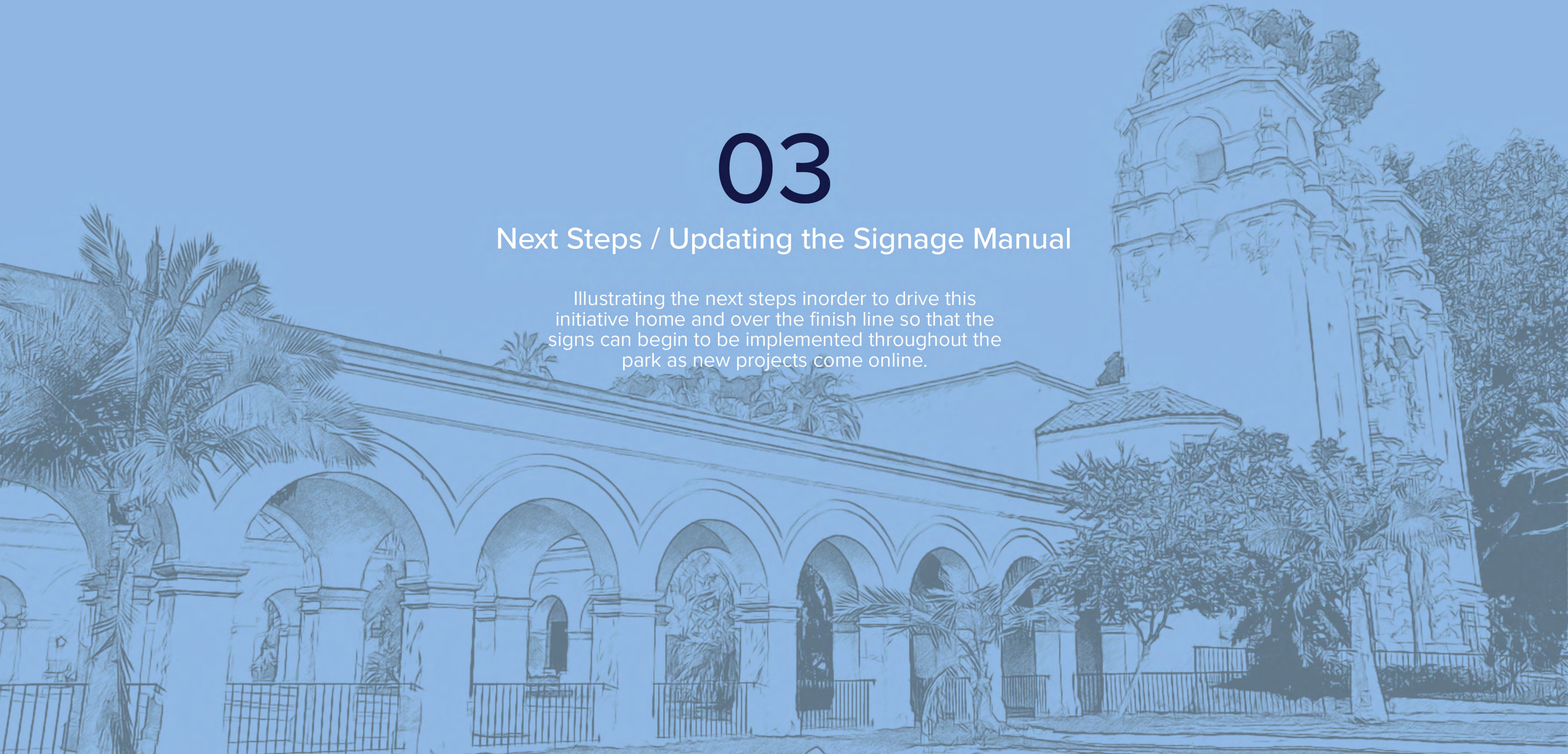
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03

Next Steps / Updating the Signage Manual

Illustrating the next steps in order to drive this initiative home and over the finish line so that the signs can begin to be implemented throughout the park as new projects come online.



THE PROCESS TO MAKING THIS A REALITY

The following illustrates the necessary steps moving forward to begin implementing all the various evolutions and changes to the signage and wayfinding Masterplan.

01

Produce an updated plan in the format of the approved plan, with page by page strikeouts and new additions underlined, updated TOC, and exhibits for staff review.

02

Submit the marked up document to Parks & Rec. and Historical resources staff for their review, approval and recommendation for implementation.

03

Parks & Rec. Staff to then write recommendations to the Balboa Park Committee and ask that the BPC make a finding that the changes are consistent with the approved Precise Plan and approve all the changes

04

Develop a clean version of the revised plan with no strikeouts or edits. All signs and evolutions to be included as the new and improved version.

Balboa Park Sign System



Adopted October 20,1992



BALBOA PARK SIGN MANUAL

SEPTEMBER 5, 2019

DRAFT

Sign Format & Colors

Balboa Park sign system consists of two basic shapes.

The Classic Arch

60° oval shape on top of a rectangle with radius lower corners. Approved size variations of this basic shape are possible.

The Oval

30 oval in 3 basic sizes. See Figure 14. (FIGURE 16) Approved size variations of this basic shape are possible.

Traffic sign shapes will be the approved city regulation shapes.

(The following will be moved to its own page)

The color for all signs for Balboa Park is Balboa Park Blue (Frazee # G2-12-2935). No other color background will be approved. Exceptions are required color for city regulation traffic signs. In most instances, the color for all type & graphics will be white. Exceptions are for maps and the historical landmark logo. All signs for Balboa Park shall have a background color of Matthews Paint MP20189 Corinthian Bronze Metallic, with changing district colors at the base of the select sign types. No other background will be approved. Exceptions are required color for city regulation traffic signs. In most instances the color for all type and graphics will be White Avery Dennison 900 Supercast Opaque Film SC 900-101-0. Exceptions are for maps and the historical landmark logo. In additional all walking times shall be displayed in Avery Dennison 900 Supercast Opaque Film Sandstone SC 900-965-0.

Sign Pole Standard Color: The color for the sign standards, which include the pole, base, brackets, horizontal pipe & cap, is Balboa Park Blue. (Frazee # G2-12-2935).

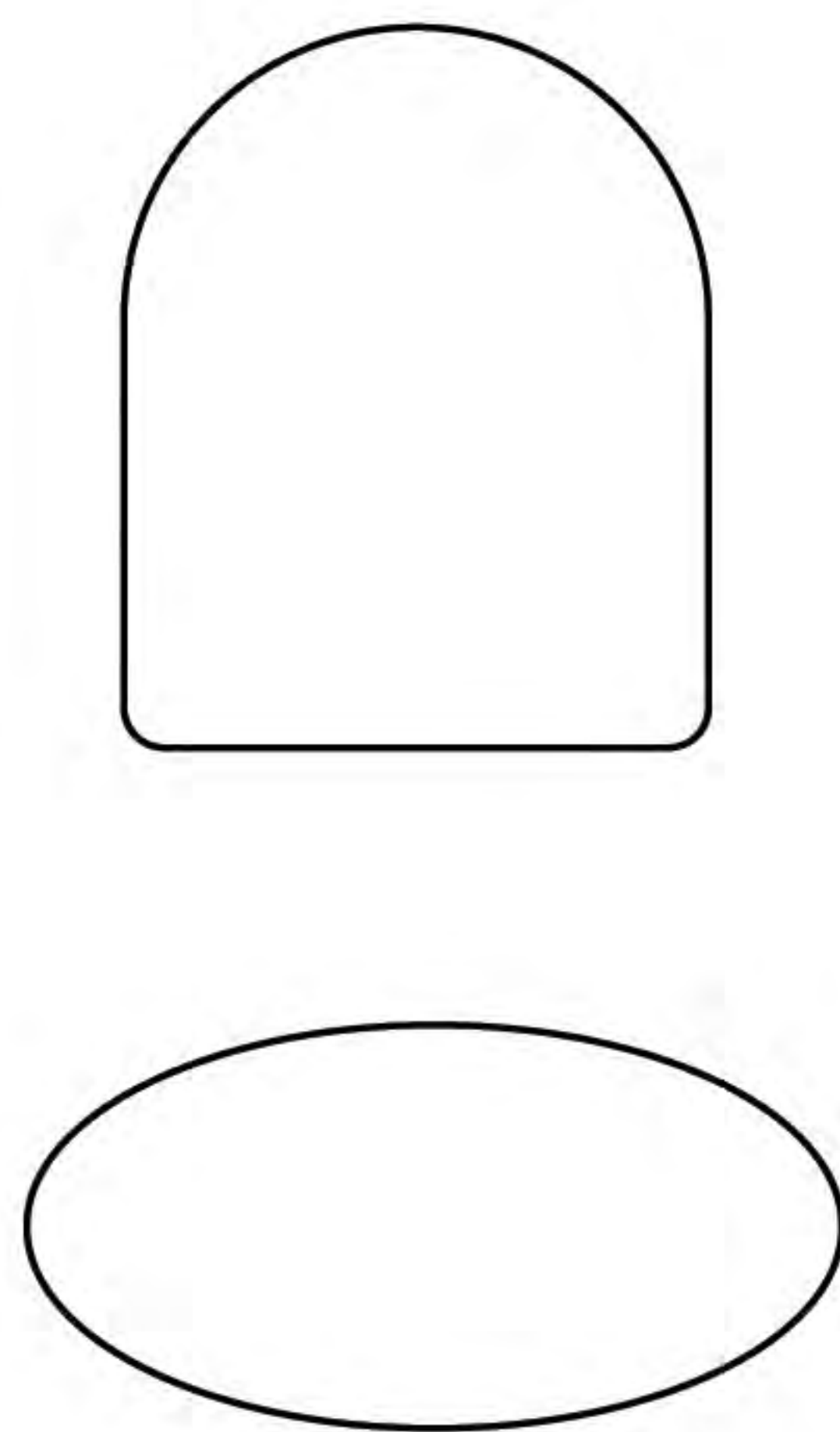
(The following will be moved to the pole standards page)

Sign Pole Color Overall

The color for the sign standards, which include the Mariner and Mini-Mariner pole, base, brackets, horizontal pipe & the cap is Matthews Paint MP20189 Corinthian Bronze Metallic.

Sign Pole Color Prado

The sign standards in the Prado area of the park, which include the Capistrano pole, base, brackets, horizontal pipe & the cap is a bronze green, Frazee #6125N based on the writings of Carlton Monroe Winslow Architecture & Gardens San Diego Exposition 1915.



DRAFT



SIGN SHAPE

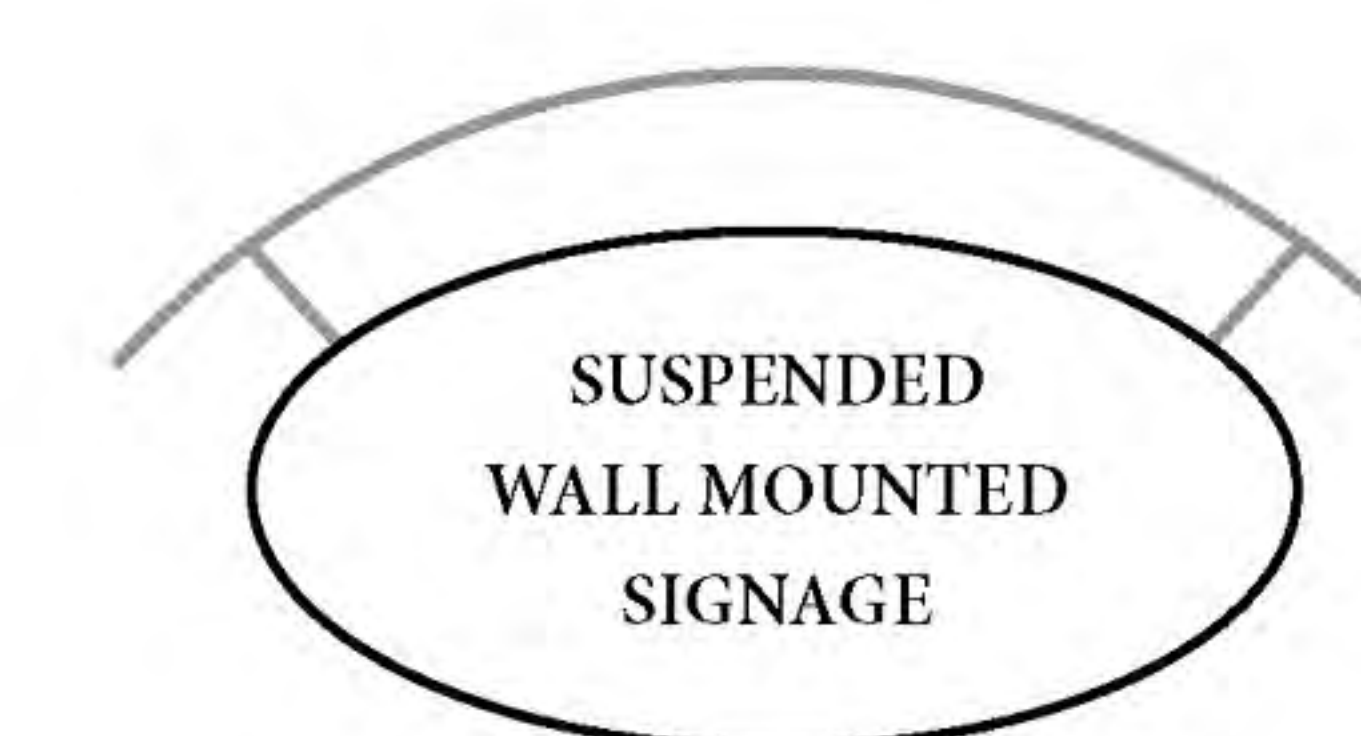
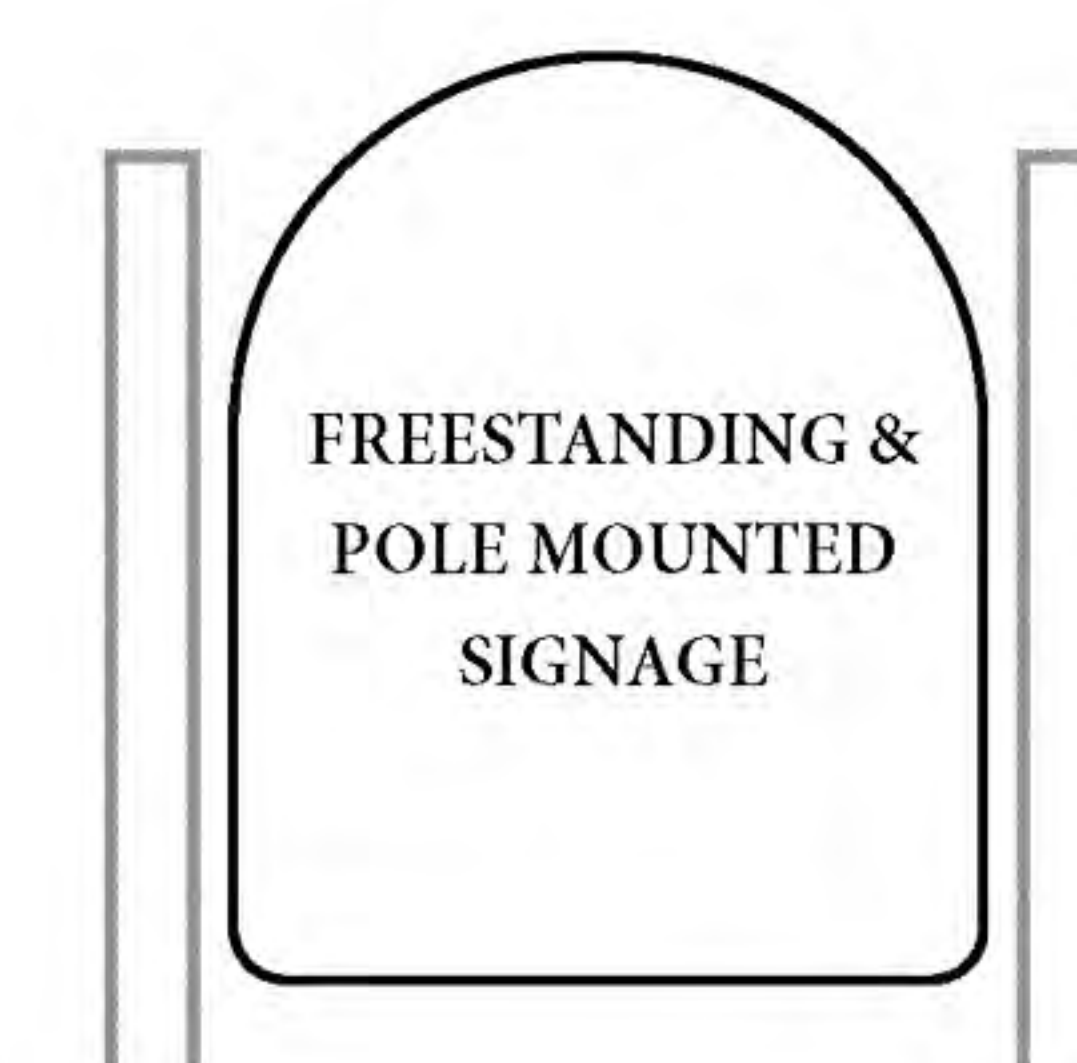
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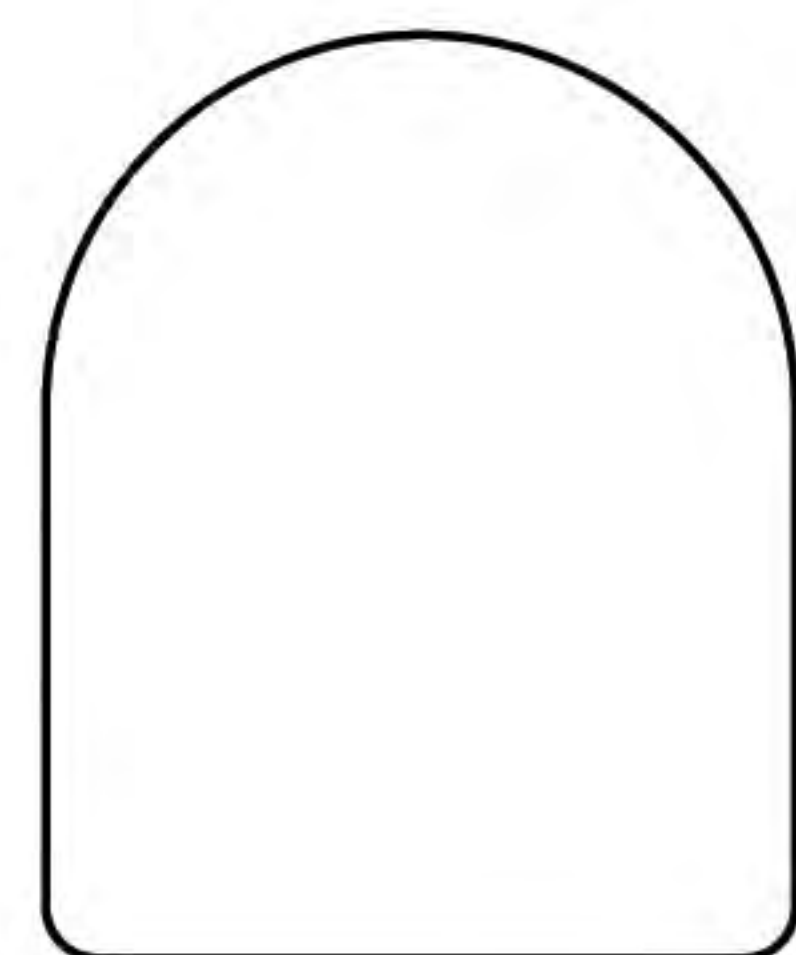


Sign Format & Colors

Balboa Park sign system consists of two basic shapes.

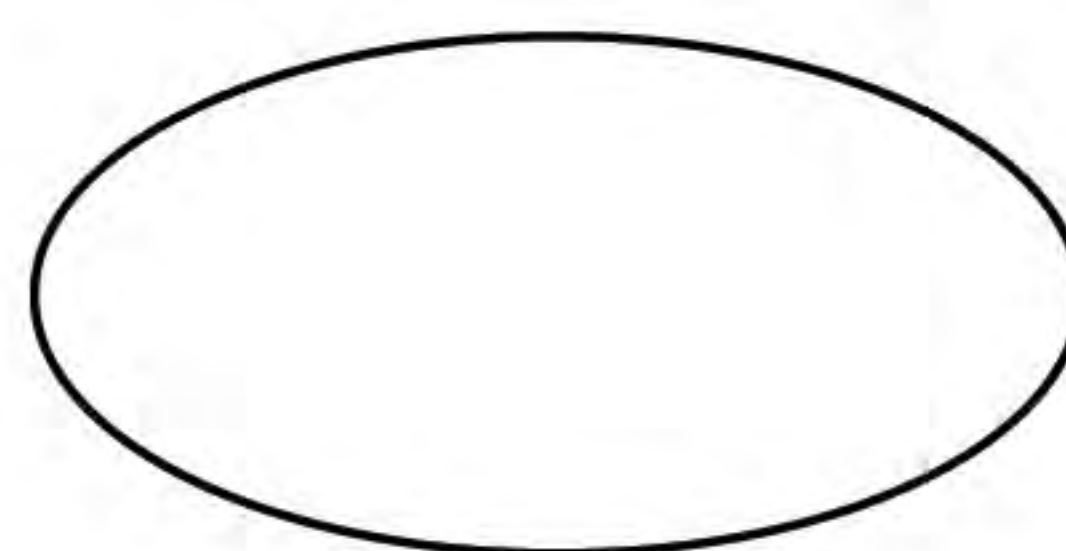
The Classic Arch

60° oval shape on top of a rectangle with radius lower corners. Approved size variations of this basic shape are possible.



The Oval

30 oval in 3 basic sizes. See Figure 14. (FIGURE 16) Approved size variations of this basic shape are possible.



Traffic sign shapes will be the approved city regulation shapes.

(The following will be moved to its own page)

The color for all signs for Balboa Park is Balboa Park Blue (Frazee # C2-12-2935). No other color background will be approved. Exceptions are required color for city regulation traffic signs. In most instances, the color for all type & graphics will be white. Exceptions are for maps and the historical landmark logo. All signs for Balboa Park shall have a background color of Matthews Paint MP20189 Corinthian Bronze Metallic, with changing district colors at the base of the select sign types. No other background will be approved. Exceptions are required color for city regulation traffic signs. In most instances the color for all type and graphics will be White Avery Dennison 900 Supercast Opaque Film SC 900-101-0. Exceptions are for maps and the historical landmark logo. In additional all walking times shall be displayed in Avery Dennison 900 Supercast Opaque Film Sandstone SC 900-965-0.

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SIGN FORMAT COLORS

The Color

All signs for Balboa Park shall have a background color of Matthews Paint MP20189 Corinthian Bronze Metallic, with changing district colors at the base of the select sign types. No other background will be approved. Exceptions are required color for city regulation traffic signs. In

most instances the color for all type and graphics will be white Avery Dennison 900 Supercast Opaque Film SC 900-101-0. Exceptions are for maps and the historical landmark logo. In additional all walking times shall be displayed in Avery Dennison 900 Supercast Opaque Film Sandstone SC 900-965-0.

PAINTS

All paints to have Satin Finish unless otherwise specified. All painted surfaces are to be on aluminum.

P1	P2	P3	P4	P5	P6	P7	P8
Matthews MP20189 Corinthian Bronze Metallic	Matthews MP16211 Gordal Olive	Matthews MP11228 Great Falls	Matthews MP12385 Clay Beige	Matthews MP01126 Davies Crest Reda	Matthews MP03697 Indiglo	Matthews MP14722 Purple Gallinule	Matthews MP05041 Roseate Spoonbill
P9	P10	P11	P12	P13	P14	P15	P16
Matthews MP02643 Amulet Blue	Matthews MP03395 Talavera Tile	Matthews MP12994 Malua Mauve	Matthews MP02795 Spice Trader	Matthews MP12718 Unicorn Brown	Matthews MP32156 Black Magic	Matthews MP20158 Statuary Bronze Metallic	Frazee Custom Color CZ-12-2935

VINYL

All materials to be provided as 8" x 8" sample or as part of a mock-up for approval.

V1	V2
Avery Dennison SC 900-101-0 White	Avery Dennison SC 900-965-0 Sandstone

MATERIALS

All materials to be provided as 8" x 8" sample or as part of a mock-up for approval.

M1
iZone



BALBOA PARK TYPE STYLE - OPTIMA CHRISTIANA (Letraset Weights)

Christiana

Christiana was designed for Berthold in 1991 by Gudrun Zapf-von Hesse. It's varied stroke weights and angled endings give this typeface an elegant, hand-lettered impression. It is similar in form and inspiration as Optima, but is a bit more humanistic and is easier to read on signage due to its many weights and strokes.

Optima Uses:

All subheadings on Location/Building signs, Pedestrian Orientation Signs, and Parking Lot Signs. Collateral and printed material body copy.

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN OPQRSTUVWXYZ
123456789 0 & ? ! £ \$ (, ; :)

Christiana Regular

All subheadings on location / building signs, Pedestrian Orientation Signs, and Parking Lot Signs. Collateral and printed material body copy.

ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxy
0123456789

Optima Medium Uses:

All headings on all directional signs, Pedestrian Orientation Signs, Traffic Signs, Parking Lot Signs, and Location/ Building ID Signs. Headings on all collateral and printed material.

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN OPQRSTUVWXYZ
123456789 0 & ? ! £ \$ (, ; :)

Christiana Italic

To be used for walking times on select sign types as a subhead to the destination on Directional Signs, Pedestrian Orientation Signs, Pedestrian Directory/Directional signs, and Pedestrian Flag Signage.

ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxy
0123456789

Optima Bold Uses:

"Balboa Park" in logo only. Some headings in collateral and printed material. Some building signs where self-standing letters are used.

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN OPQRSTUVWXYZ
123456789 0 & ? ! £ \$ (, ; :)

Christiana Medium

All headings on directional signs, Pedestrian Orientations Signs, Traffic Signs, Parking Lot Signs and Location/ Building ID Signs. Headings on all collateral and printed material.

ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxy
0123456789

Balboa Park Type Style

Fig. 18

DRAFT

FIGURE 4

BALBOA PARK TYPE STYLE



Christiana

Christiana was designed for Berthold in 1991 by Gudrun Zapf-von Hesse. It's varied stroke weights and angled endings give this typeface an elegant, hand-lettered impression. It is similar in form and inspiration as Optima, but is a bit more humanistic and is easier to read on signage due to its many weights and strokes.

Christiana Regular

All subheadings on location / building signs, Pedestrian Orientation Signs, and Parking Lot Signs. Collateral and printed material body copy.

ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxy
0123456789

Christiana Italic

To be used for walking times on select sign types as a subhead to the destination on Directional Signs, Pedestrian Orientation Signs, Pedestrian Directory/ Directional signs, and Pedestrian Flag Signage.

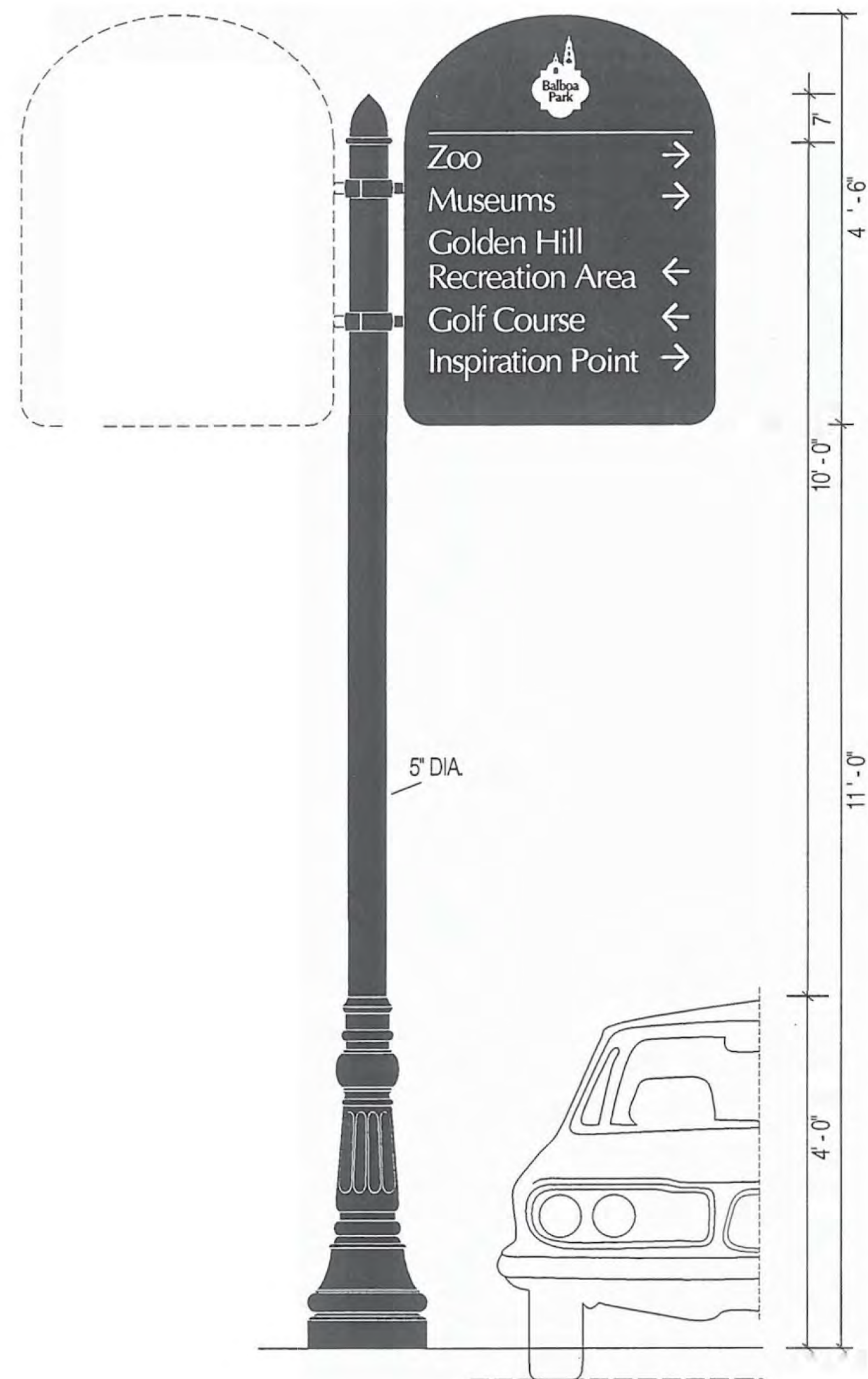
ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxy
0123456789

Christiana Medium

All headings on directional signs, Pedestrian Orientations Signs, Traffic Signs, Parking Lot Signs and Location/Building ID Signs. Headings on all collateral and printed material.

ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxy
0123456789





Auto Traffic Directional~

Fig. 9

DRAFT

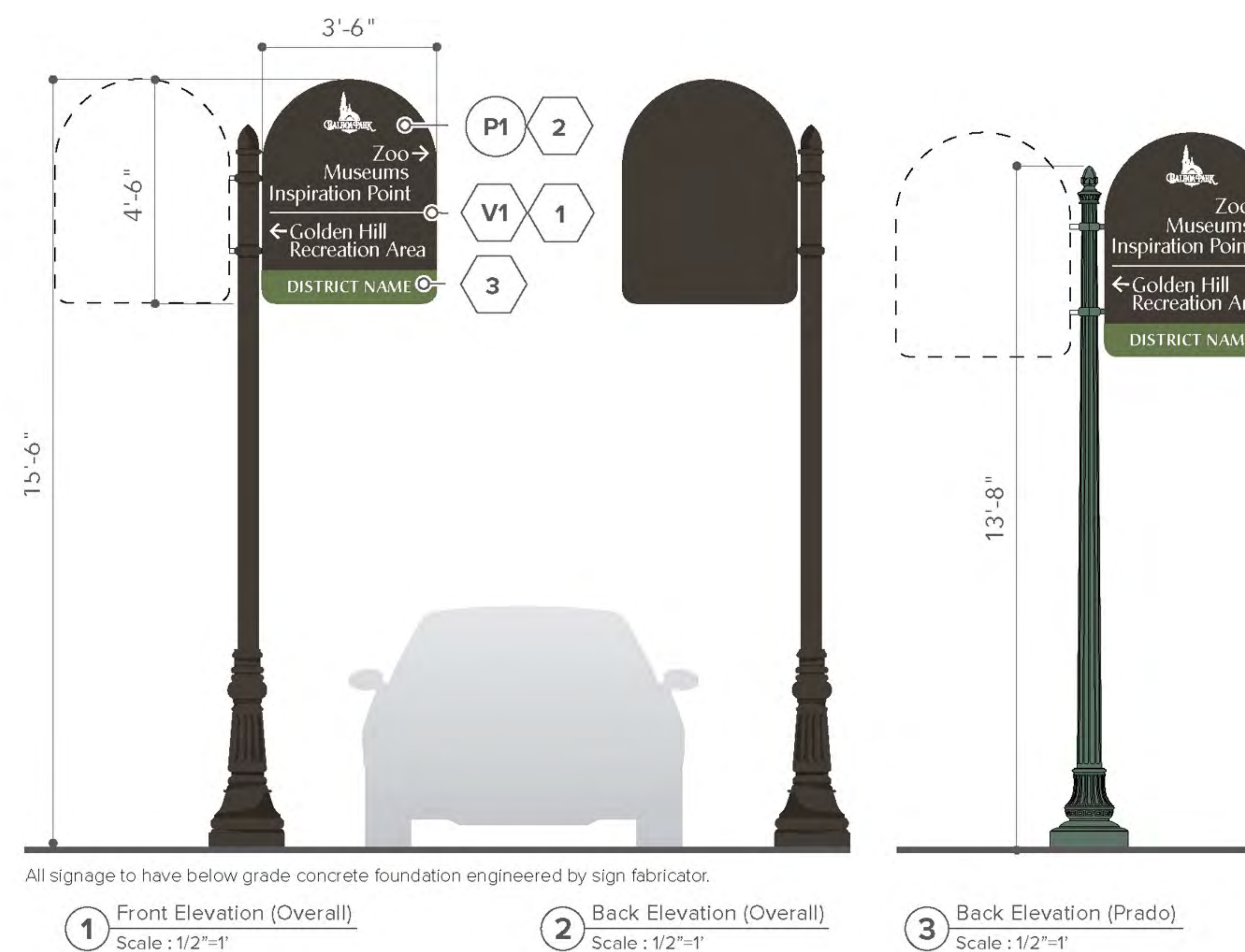


FIGURE 17 AUTO TRAFFIC DIRECTIONAL

The following sign is to be used to help direct guests to destinations points within the park from a vehicular orientation. The amount of messaging should be limited to a maximum of 5 destinations.

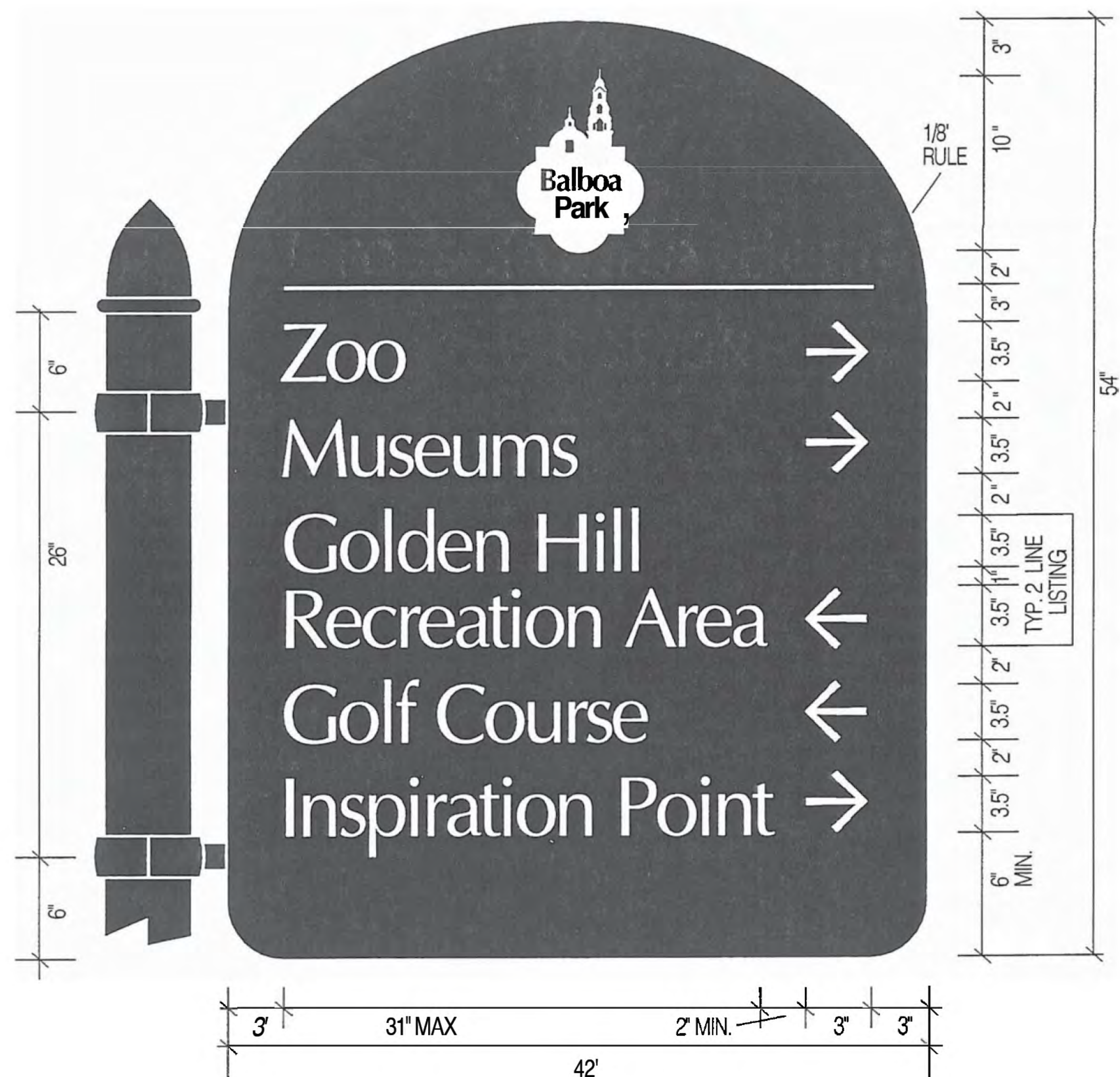
NOTES

The following illustrates the auto traffic directional used throughout the park. District color to wrap around to back of sign only when sign is one-sided. Sign to be 3" thick and manufactured of painted aluminum with a 60° arch top and 1-1/2" radius bottom corners.



All signage to have below grade concrete foundation engineered by sign fabricator.

- 1 Front Elevation (Overall)
Scale : 1/2"=1'
- 2 Back Elevation (Overall)
Scale : 1/2"=1'
- 3 Back Elevation (Prado)
Scale : 1/2"=1'



Auto Traffic Directional (Details)

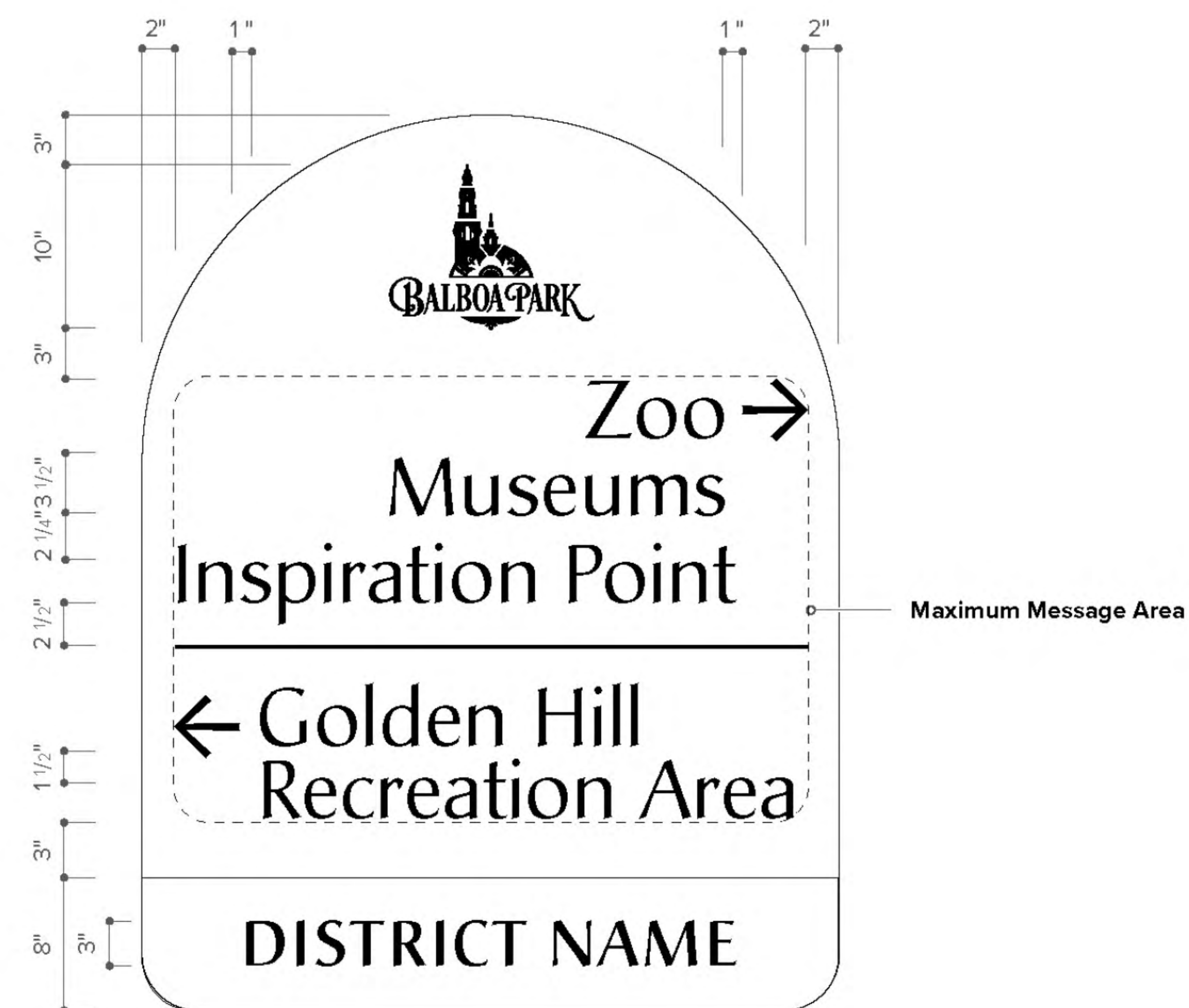
Fig. 9A

DRAFT

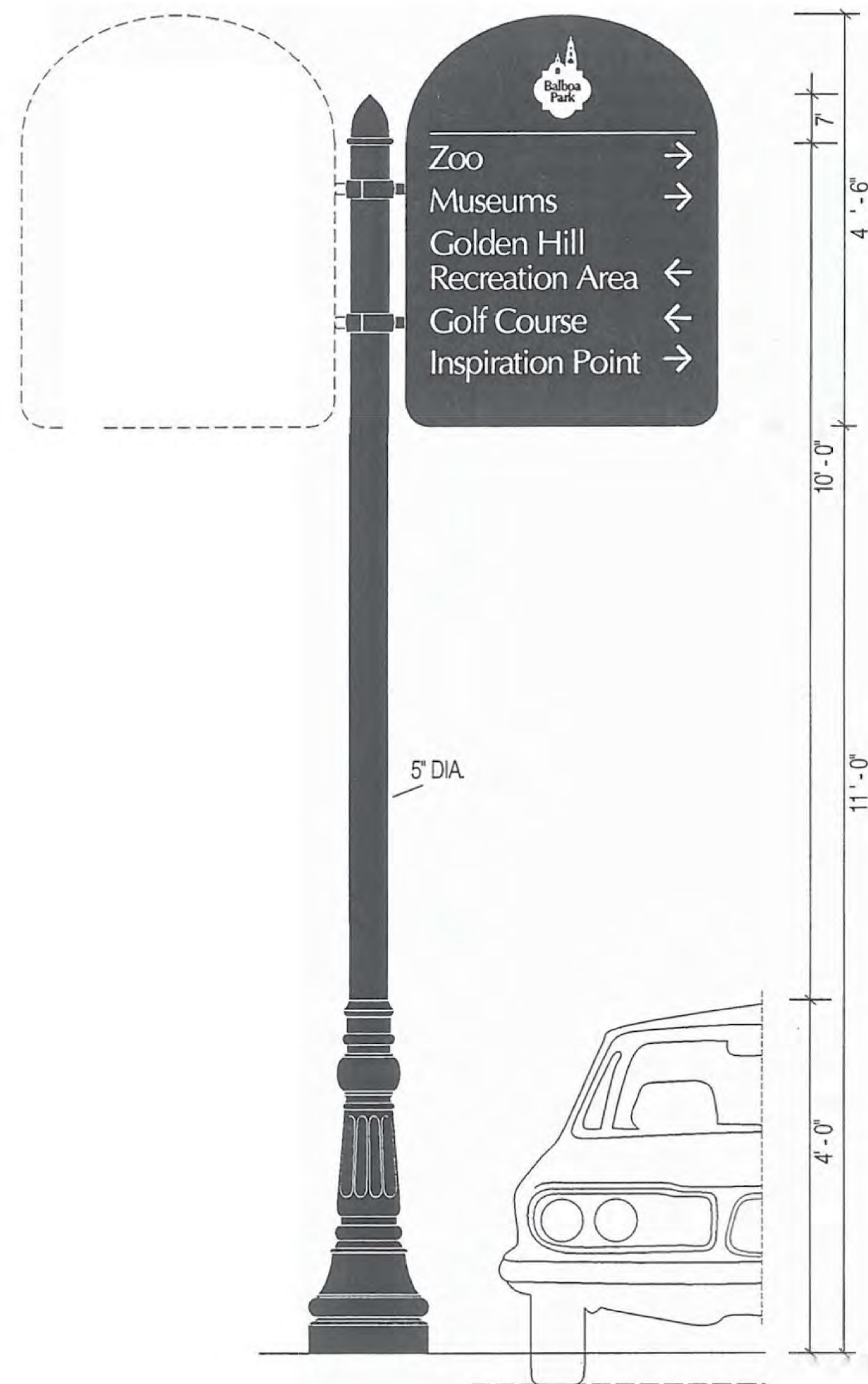


FIGURE 17B
AUTO TRAFFIC DIRECTIONAL (B&W)

The following black and white diagram illustrates the auto traffic directional in further detail, verifying detailed measurements and a maximum messaging area for the layout of the sign. The maximum amount of messaging on this sign is 4.



1 Front Elevation
Scale: 1"=1'



Auto Traffic Directional~

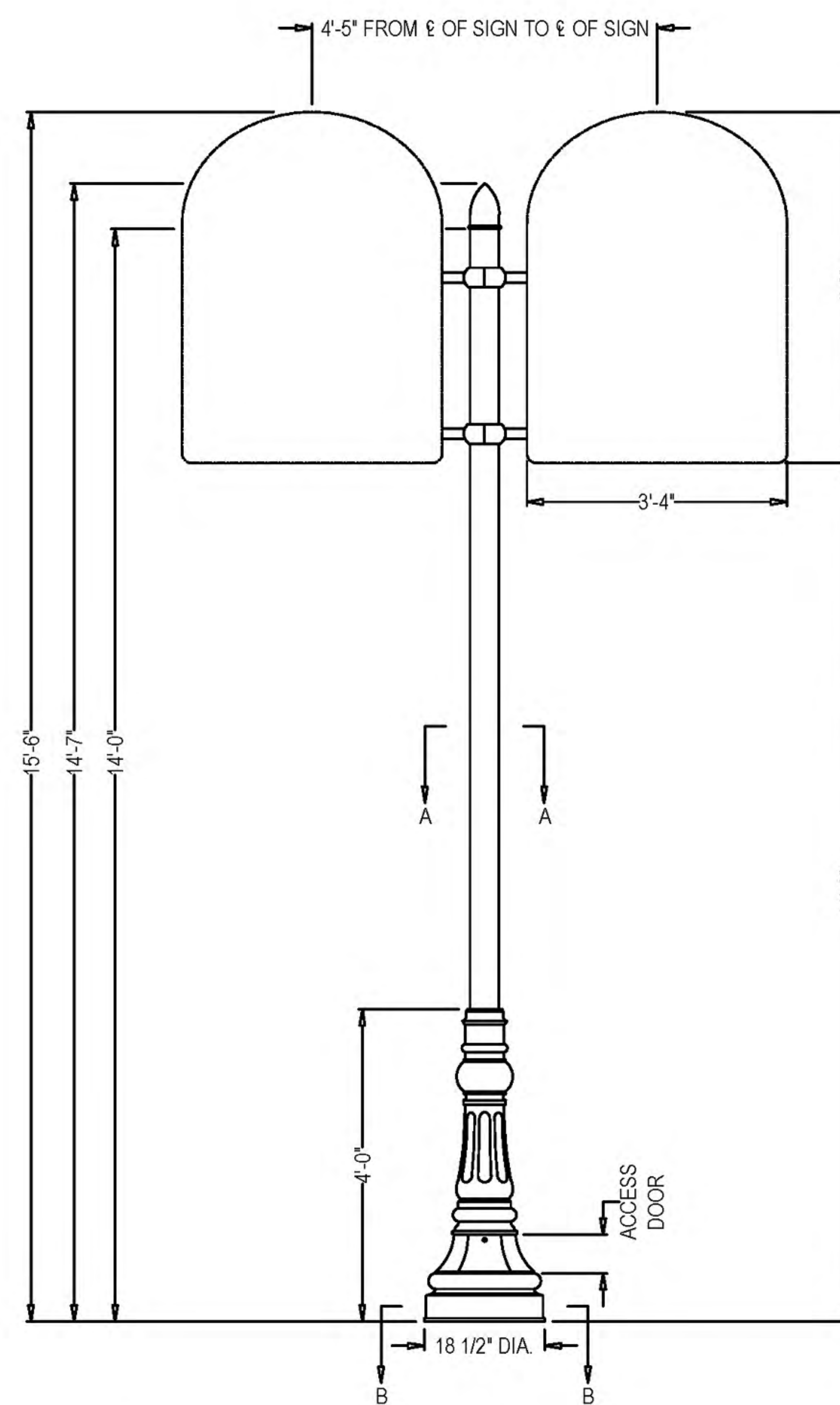
Fig. 9

DRAFT

FIGURE 17D

AUTO TRAFFIC DIRECTIONAL FOR OVERALL PARK

Mariner Pole



LAMP POST SPECIFICATIONS

STYLE: Mariner

HEIGHT: 14'-0"

MATERIAL: Shaft - 4" SCH-40 Aluminum Pipe (4 1/2" OD) 6061-T6
Base - 1 Piece, Heavy Wall Cast Aluminum Alloy A.N.S.I. 356, PER A.S.T.M. B26-95

FINISH: Powder Coat - To match Corinthian Bronze Metallic

ACCESS DOOR: Located in base secured with tamper proof hex socket security machine screws

GROUND STUD PROVISIONS: Drill and tap inside wall of base opposite access door to accommodate a 1/4"-20 ground stud (stud by others)

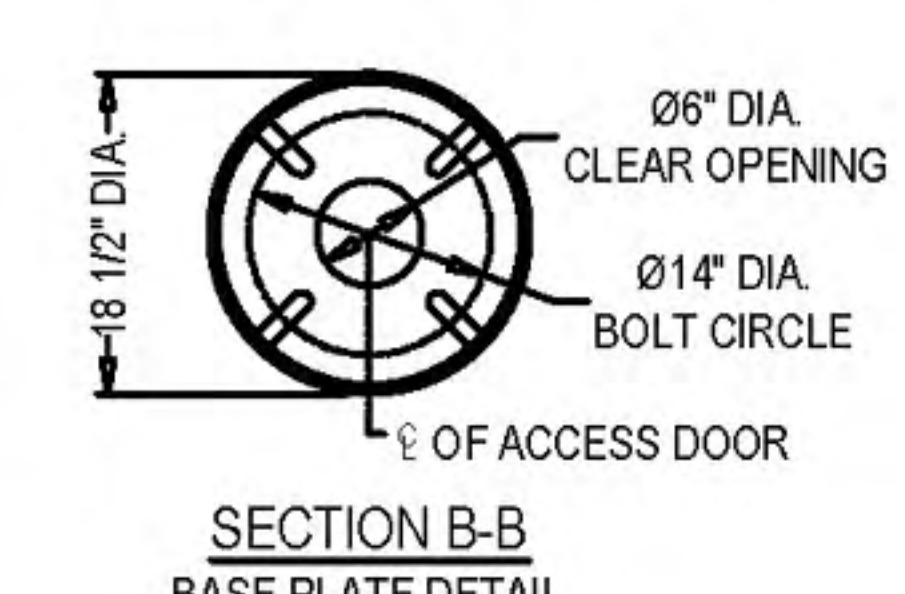
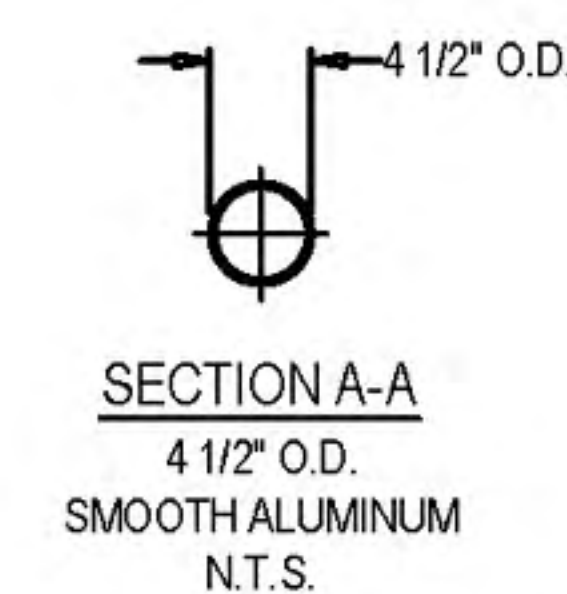
ANCHOR BOLTS: (4) 3/4" X 24" + 3" hook (fully galvanized with 1 galvanized nut and 1 galvanized washer per bolt)

BOLT PROJECTION: 3" required

CATALOG NUMBER:
Pole - APSMRN-18-14.00-S45-CU
Pole Finial-AFNBL-4.0-07.00-CU

SPRING CITY ELECTRICAL MFG. CO.
Hall and Main Streets - P.O. Box 19 -
Spring City, PA 19475
PHONE (610) 948-4000
FAX (610) 948-5577
www.springcity.com

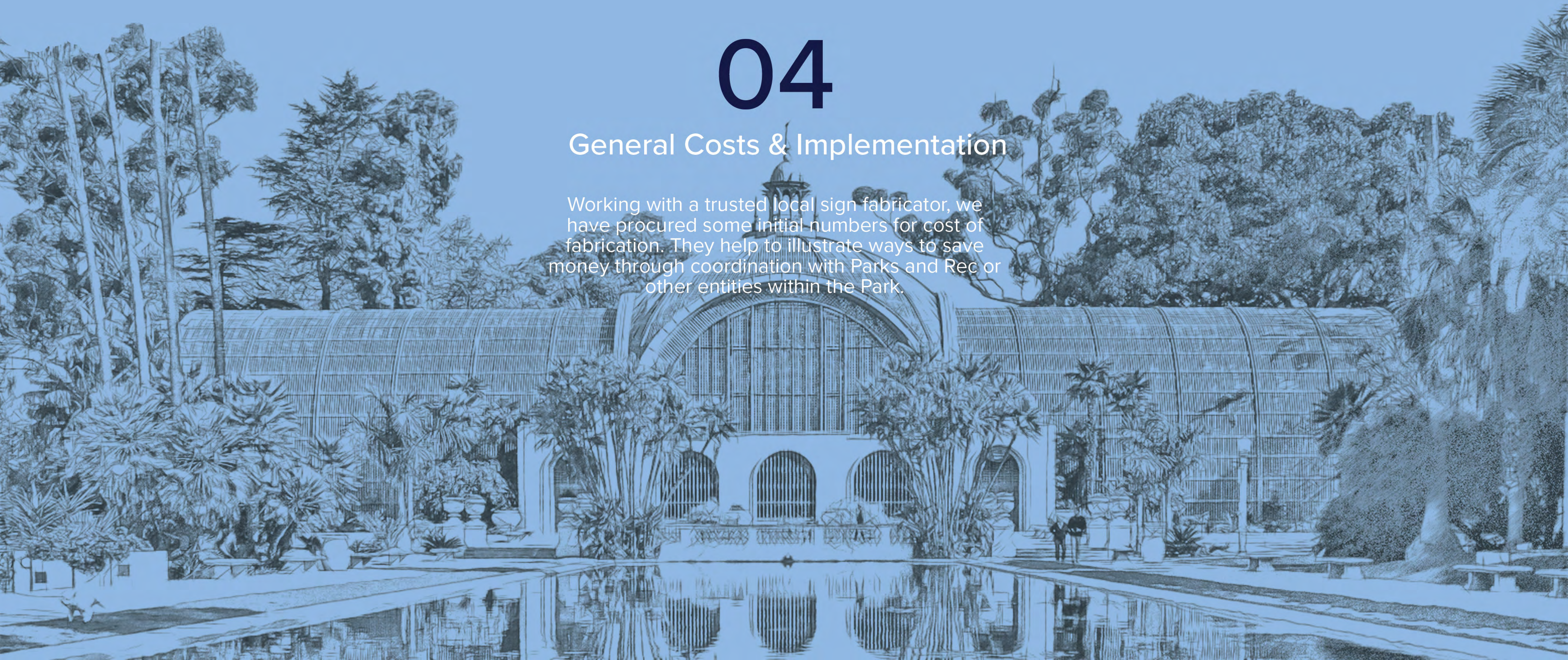
DESCRIPTION:
The 14'-0" Mariner with Auto Traffic Directional Signs



04

General Costs & Implementation

Working with a trusted local sign fabricator, we have procured some initial numbers for cost of fabrication. They help to illustrate ways to save money through coordination with Parks and Rec or other entities within the Park.





PLEASE NOTE

The fabrication costs shown here are only preliminary estimates based on one sign fabricator's initial review. These are to be used for only planning purposes and both RSM Design and the fabricator cannot be held accountable for these estimates.

AUTO TRAFFIC DIRECTIONALS

AUTO TRAFFIC DIRECTIONALS

PEDESTRIAN DIRECTIONALS

PEDESTRIAN ORIENTATION SIGN

ONE SIDED BLDG & LOCATION SIGN

OVAL HANGING / WALL MOUNTED BUILDING & LOCATION SIGNS

\$650 per side 1,300 Front and Back \$1,000 to repaint the pole

Overall Summary of the Evolved Existing Signage

The following includes sanding and repainting typical existing poles and bases. Replacing and/or refurbishing existing sign parts not included.

Includes new painted aluminum face panels (front and rear on double-faced signs) that fit existing panel sizes and are attached on site. This saves the cost to remove and reinstall the whole sign.



PLEASE NOTE
 The fabrication costs shown here are only preliminary estimates based on one sign fabricator's initial review. These are to be used for only planning purposes and both RSM Design and the fabricator cannot be held accountable for these estimates.

Overall Summary of New Evolved Signage

The following includes sanding and repainting typical existing poles and bases. Replacing and/or refurbishing existing sign parts not included.

Includes new painted aluminum face panels (front and rear on double-faced signs) that fit existing panel sizes and are attached on site. This saves the cost to remove and reinstall the whole sign.

PLEASE NOTE

The fabrication costs shown here are only preliminary estimates based on one sign fabricator's initial review. These are to be used for only planning purposes and both RSM Design and the fabricator cannot be held accountable for these estimates.



HIGH SPEED
VEHICULAR DIRECTIONAL

\$2,500



SPECIFIC AMENITY
IDENTITY MONUMENT

\$2,500



FREESTANDING
PARK IDENTITY SIGNAGE

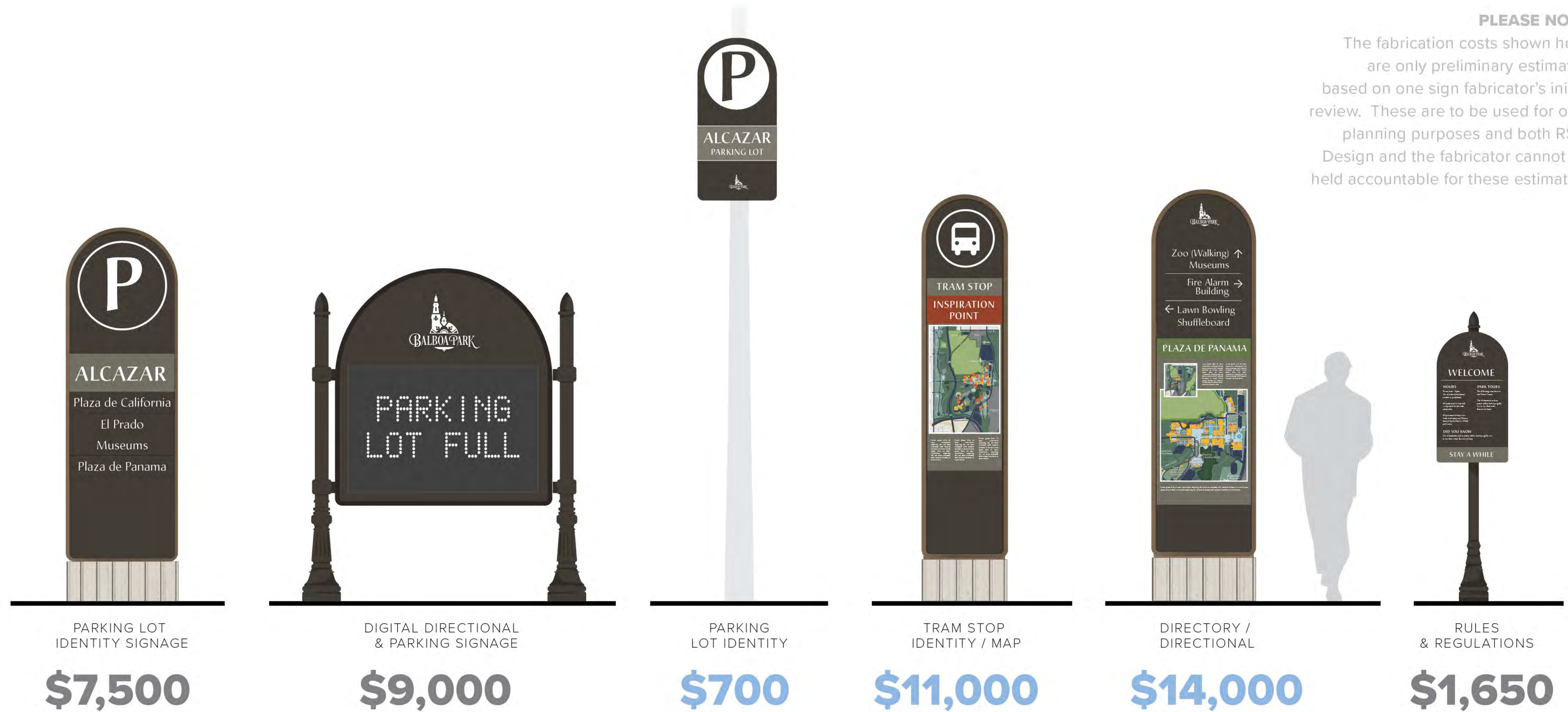
\$2,500

New Sign Estimated Costs

Permits or special inspections if needed would be additional.
Estimates are based on doing multiple signs at same time.

Includes integral color concrete bases.
Add 25% if internally illuminated

PLEASE NOTE
 The fabrication costs shown here are only preliminary estimates based on one sign fabricator's initial review. These are to be used for only planning purposes and both RSM Design and the fabricator cannot be held accountable for these estimates.



New Sign Estimated Costs

Permits or special inspections if needed would be additional.
 Estimates are based on doing multiple signs at same time.

Includes integral color concrete bases.
 Add 25% if internally illuminated

High Impact Action Projects & Implementation Priorities

1. Clearly Identify Park Entrances

Adding and updating park identity signage at prominent park entrances not only to help define the Park's edges but also provide certainty to users that they have arrived.

2. Update all the Signage on the West Mesa

The West Mesa would be a great opportunity to test out and begin phasing the signage refurbishing overhaul. It is somewhat isolated from the rest of the park but has a variety of amenities and destinations that would be great to test out the new signage masterplan guidelines.

3. Update signage at Critical Intersections

While Balboa Park is very large, there are only a few critical nodes or intersections that play a part in the wayfinding throughout the park. Therefore it is important to update and enhance these critical decision making points with clear signage to guide guests to the different areas of the park.

4. Tram and Trolley Signage

The current issue with the tram and trolley signage is visibility, awareness and comfort. Therefore the signage will need to grow in scale and become more prominent while being located in comfortable / safe areas that guests frequent and don't mind waiting.

5. Roll out of Signage Guidelines

Any new signs that are to be installed within the park should follow the new guidelines, even though they may be in areas that still have the older style and colors. It will be several years until the new signage guidelines is fully implemented so there will be a period of juxtaposition during the transition and that is okay. The goal is to help improve the wayfinding throughout the park and while it may not feel cohesive the variation in style will still work towards the desired result.





Priority 1 Signage for Implementation

The ultimate goal should be to efficiently and effectively guides guests to the various parking lots and get them out of their cars so that they can walk, explore, and experience the park from a pedestrian orientation. Therefore it is essential to ensure the vehicular directionals clearly direct users to the parking lots and the different destinations as well as having parking signs that help guests orient themselves and remember where they parked.

THANK YOU

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