



**CITY OF SANTA BARBARA**  
**PARKS AND RECREATION COMMISSION REPORT**

**AGENDA DATE:** September 23, 2015  
**TO:** Parks and Recreation Commission  
**FROM:** Administration Division, Parks and Recreation Department  
**SUBJECT:** Parks and Recreation Facility Sign Replacement Project

**RECOMMENDATION:** That the Commission receive a report on the Parks and Recreation Facility Sign Replacement Project.

**DISCUSSION:**

The purpose of the Parks and Recreation Facility Sign Replacement Project is to: 1) Develop a comprehensive sign program that establishes design and fabrication standards of signs located in City parks and recreation facilities; and 2) Systematically remove and replace all park and facility signage. Signs are the primary tool used to communicate the name of the park, intended use and prohibitions and hours of operation, as well as provide educational opportunities. Over time, park signs have been replaced and/or updated for a number of reasons. Park signs become degraded from sun and salt air exposure, are subject to vandalism, and become outdated in their appearance or message over time. As new signs have been installed, outdated ones have not always been removed and/or replaced. Some parks are now cluttered with signs of varying styles and colors. The Parks and Recreation Department (Department) has long needed a sign program that sets design standards and establishes a system for sign removal and replacement.

To develop baseline information for the project, the Department completed a comprehensive inventory of all outdoor signs in City parks and recreation facilities. The signs perform a variety of functions including regulatory, informational, park/facility name, and interpretive or educational. The inventory details the location and condition of over 700 signs in 62 parks and recreation facilities.

Consultant Selection

In July 2015, City Council approved the execution of a contract with Hunt Design, Inc. for \$50,000. The firm was selected through a competitive request for proposal (RFP) process as the most qualified company due to the firm's experience in developing successful sign programs for cities within California and around the nation. Their

portfolio includes developing signage guidelines for Santa Monica Parks and Beaches, a sign master plan and guidelines for all parks, beaches, trails and historic sites in Orange County, and sign design guidelines for parks located within the Golden Gate National Recreation Area. The firm is also currently under contract with the Public Works Department to develop Santa Barbara's Way-find Signage Program.

#### Sign Program Scope of Work

The scope of work includes three key phases: Concept Design, Final Design, and Sign Program Guidelines. The primary design objectives include unifying regulatory and informational signage with consistent design aesthetics using distinct sign types, color schemes, fonts and symbols. The sign program will remain flexible enough to include the unique qualities (fonts and colors) found within interpretive and educational signage. New signage will be designed to provide effective information, communicate park rules/regulations, encourage learning experiences, and enhance park aesthetics. Designs will be compatible with the City's Sign Ordinance and Sign Guidelines and approved by the City's Sign Committee. Fabrication details will be developed as part of the sign program to standardize the size, material used, hardware and mounting method for sign installation.

#### Schedule and Design Review

The Sign Committee will review design work following key phases of the project. The first round of review will include draft sign design concepts and font types in October 2015. The Department will return to the Commission in either November or December to seek feedback on sign design. Final Sign Guidelines are anticipated to be completed in January 2016, at which point the Department will move into implementation of sign fabrication and replacement.

#### **BUDGET/FINANCIAL INFORMATION:**

The Parks and Recreation Fiscal Year 2016 Capital Fund includes \$150,000 for the design and installation of new park and recreation facility signage.

**ATTACHMENT:** Sign Committee Presentation

**PREPARED BY:** Mandy Burgess, Administrative Analyst

**APPROVED BY:** Jill E. Zachary, Acting Parks and Recreation Director