Project Purpose

The purpose of the Park Sign Improvement Project is to replace park signage so that signage is uniform and performs multiple functions:

- Provides effective information on the park;
- Communicates park rules/regulations;
- Encourages learning experiences;
- Improves aesthetics and helps maintain the image of the park;
- Is kept to a minimum in the park as a whole.
Key Issues with Park Signage

Replacement of park signage is for a variety of reasons:

- Park signs become degraded from sun and salt air exposure;
- Are subject to vandalism;
- Become outdated in their appearance over time;
- As new signs are developed, outdated signs are not always replaced.
- Some parks are cluttered with signs of varying styles and colors, creating a mismatched appearance.
Project Goals

• Develop a City Park Sign Program that will establish the following:
  o Sign dimensions.
  o Post height limitations.
  o Number of signs allowed per post.
  o Letter height and style(s).
  o Colors.
  o Materials.
  o Mounting Methods and hardware.
  o Locations.

• Replace signs with updated, redesigned signage.

• Replace outdated information and include park history information.

• Remove unnecessary signage.
Project Design Goals

- Design attractive, appropriate signage that is cohesive.
- Create signage that is effective and uses universal icons.
- Make signage compatible with local design goals and guidelines of the El Pueblo Viejo Landmark District.
- Minimize the number of signs park-wide while meeting the project goals.
Types of Signage

Signs have been categorized as the following four types:

**Park Entrance Signs** - Large signs displaying the name of the park at park entrance(s)
Regulatory- Park, beach, playground and facility rules and regulations including hours of operation and prohibited uses. Currently present in a variety of styles, fonts and looks.
**Informational** - General park and facility information including park name and history, and pesticide-free park information.
Interpretive/Educational- Signs geared to educate the public on a particular topic of interest specific to that location.