

# City of Santa Barbara Park Sign Improvement Project

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## 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- Become outdated in their appearance over time;
- As new signs are developed, outdated signs are not always replaced.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:
  - Sign dimensions.
  - Post height limitations.
  - Number of signs allowed per post.
  - Letter height and style(s).
  - Colors.
  - Materials.
  - Mounting Methods and hardware.
  - 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- Replace outdated information and include park history information.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.

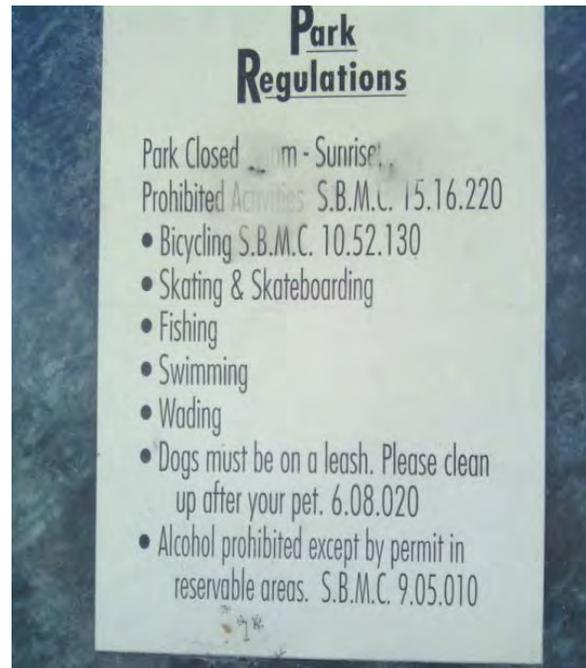
## Types of Signage

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.

