

City of Santa Barbara Park Sign Improvement Project

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- Become outdated in their appearance over time;
- As new signs are developed, outdated signs are not always replaced.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- Replace outdated information and include park history information.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.

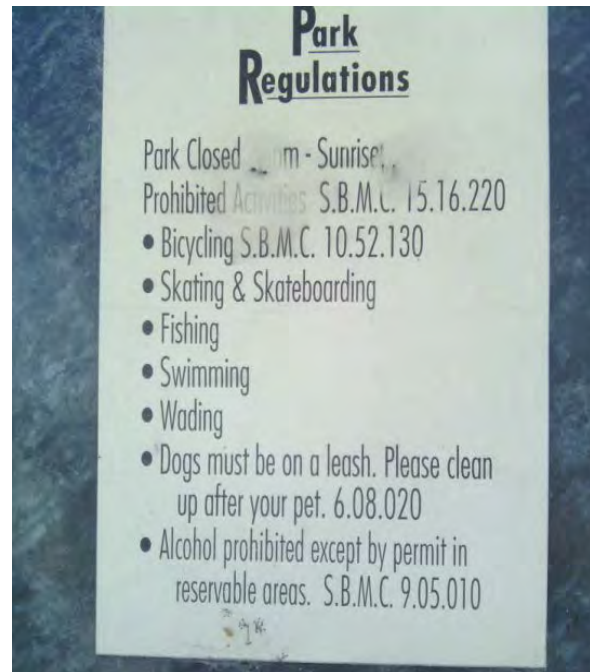
Types of Signage

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.

