



CITY OF SANTA BARBARA

PARKS AND RECREATION COMMISSION REPORT

AGENDA DATE: December 16, 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:

- A. Receive a status report on the Parks and Recreation Facility Sign Replacement Project; and
- B. Review and comment on the design elements presented by Hunt Design.

DISCUSSION:

Background

On September 23, 2015, the Commission received a report and presentation on the Parks and Recreation Facility Sign Replacement Project (Project), including the project purpose and scope, consultant selection, cost and schedule. The purpose of the Project is to develop a sign program that establishes new sign design guidelines and fabrication standards. New signs will improve park and facility aesthetics while reducing signage overall. Project goals include designing signage that is:

- Attractive and cohesive;
- Effective and uses universal icons; and
- Compatible with local design goals and guidelines of the El Pueblo Viejo Landmark District (EPV District).

Hunt Design, a Pasadena-based graphics design firm, is developing the sign guidelines document and designing the new signage.

Project Status

Over the last two months, Hunt Design developed several design concepts. The process to develop the sign design approach included touring a number of parks and facilities, studying the City's current signs, and reviewing the Department's web presence and branding style. Preliminary review of the design concepts included internal staff meetings

and two meetings with an ad-hoc committee represented by members of the Architectural Board of Review, Historic Landmarks Commission (HLC), and Sign Committee. The ad-hoc committee was established to bring representatives from the various boards and committees together, and ensure that sign design is consistent with the City Sign Ordinance and EPV District Guidelines.

Meetings have focused on developing a sign design that is consistent with sign standards while balancing the Department's needs of aesthetics, cost, maintenance and implementation. Considerations include sign shape and color schemes, font types, and materials that can be applied to signs both within and outside of the historic EPV District. For example, Hispanic influences are seen in the sign shape, which includes a curved detail, font types and color schemes. One area still being studied is further differentiating signs within the EPV District. Options include:

1. Changing post material from wood to painted steel.
2. Changing post material from wood to painted steel and adding a decorative frame.
3. Keeping wood posts but adding routed detail.

Challenges to differentiating material includes cost, ease of maintenance and replacement, and concern that an aesthetic may not match the environment and management approach of a particular park.

Another focus of discussion and key component to sign design is developing a broad range of sign types. These include park and facility name signs, playground regulatory signs, "No Dog" signs, interpretive signs and more. Establishing broad categories is the foundation for a variety of sign dimensions and content layout that can be applied to any number of regulatory and informational signs. Other considerations include post and sign height limitations, letter height and number of signs allowed per post.

Interpretive signs will remain flexible in the font type and color scheme to reflect the topic. However, the sign program will standardize the material and a bottom band that will acknowledge the Parks and Recreation Department and provide pertinent contact information.

Next Steps

Following final design review, Hunt Designs will begin drafting the technical drawings and guidelines document. The Project will require final review and approval by the Sign Committee and HLC. Staff will also begin developing sign programming and implementation. Sign installation will be phased and prioritized by park and could begin in the fall of 2016.

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. This includes \$50,000 for the development of the Sign Guidelines document and \$100,000 for sign manufacture.

PREPARED BY: Mandy Burgess, Administrative Analyst

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