



CITY OF SANTA BARBARA
PARKS AND RECREATION COMMISSION REPORT

AGENDA DATE: January 22, 2020
TO: Parks and Recreation Commission
FROM: Administration Division, Parks and Recreation Department
SUBJECT: Park and Recreation Facility Sign Program

RECOMMENDATION:

That the Commission receive a presentation on the Park and Recreation Facility Sign Program.

INTRODUCTION:

The Department initiated the Park and Recreation Facility Sign Program (Sign Program) in 2015 for the purpose of systematically updating, replacing, consolidating, and standardizing all park and facility signage. Signs are the primary tool used to communicate the name of the park, intended use, rules, and hours of operation. They also provide an opportunity to educate the public, such as providing a history of the park. Over time, park signs require replacement due to exposure to the elements or vandalism, or when information changes, such as park hours. Previously, when new signs were installed, outdated ones were not always removed, resulting in some parks containing varying, inconsistent signs. The Sign Program provides consistent standards for all sign types, and establishes a system for sign removal and replacement.

To develop baseline information for the program, the Department completed a comprehensive sign inventory for all City parks and recreation facilities in 2015, detailing the location and condition of over 700 signs.

Sign Guidelines

The City contracted with Hunt Design from 2015 to 2016 to develop Sign Design Guidelines outlining master sign types, designs and specifications, and standardizing materials and installation methods. In September and December 2015, the Commission received reports and presentations on the Sign Program, including the purpose and scope for developing design guidelines and fabrication standards, and the consultant selection. During that time, Hunt Designs worked with the Ad Hoc Sign committee to create a comprehensive document compatible with the City's Sign Ordinance. On July 27, 2016, the final Sign Guidelines for Department parks and facilities was approved at the joint

meeting of the Historic Landmarks Commission, Architectural Board of Review, and the Sign Committee.

Design/Mapping

The Sign Guidelines establish approved icons, sign wording, typefaces, colors, materials, and installation details to improve communication and aesthetics. There are 32 master sign types, including entrance signs; welcome identification signs, which provide brief park history and activities allowed; regulatory information signs, which display icons and limited descriptions; warning signs, such as indicating there are no dogs allowed; information panels, including park or building hours; and activity identification signs informing patrons of rules, such as use of volleyball courts.

Each sign, unless otherwise specified, is made of phenolic resin — a high pressure, durable laminate with embedded digitally-printed graphics. The sign dimensions vary based on purpose; however, they are consistently a half-inch thick to accommodate and conceal the mounting hardware. The colors for typical signs are medium-green base with white lettering. A full color palette is outlined in the Sign Guidelines for each sign type.

Posts have also been standardized: most commonly used will be a four-inch-squared pressure-treated cedar post, except in the El Pueblo Viejo (EPV) District. Posts in the EPV District will typically be a black, decorative aluminum style. Mounting options, such as fencing or wall mounts, are flexible, based on the signage location and size.

In 2016, staff began analyzing and identifying new signage requirements for each of the 60 parks. The project objectives were to 1) replace signage using the new standards, 2) reduce the quantity at locations such as Shoreline Park and Chase Palm Park where there are many varied signs, and 3) increase the number of signs at locations with limited noticing, such as Alameda Plaza. Each park was strategically mapped, indicating the new sign type and installation location. This information allowed staff to determine the quantity of signs required, in order to accurately estimate the total project cost.

Implementation

Due to limited funds and the number of parks, the project was divided into two phases. Phase I identified twenty-four priority parks and sports facilities for signage installation in 2020, based on usage levels, locations, and condition of current signs. In Phase I, approximately 220 total signs will be manufactured and professionally installed at the following parks and sports facilities:

1. Alameda Plaza and Kids' World
2. Alice Keck Park Memorial Garden
3. Ambassador Park
4. Andrée Clark Bird Refuge

5. Bath Street Pocket Park
6. Cabrillo Ball Park
7. Chase Palm Park
8. Dwight Murphy Field
9. East Beach
10. Eastside Neighborhood Park
11. Escondido Park
12. Hidden Valley Park
13. Hilda McIntyre Ray Park
14. Honda Valley Park
15. La Mesa Park
16. Leadbetter Beach
17. MacKenzie Park
18. Mesa Lane Steps
19. Mission Historical Park and A.C. Postel Memorial Rose Garden
20. Municipal Tennis Courts
21. Oak Park
22. Ortega Park
23. Parque de los Ninos and Children's Orchard
24. Shoreline Park

After the Sign Design Guidelines were approved, the Department also installed new signs on an as-needed basis for the Arts & Crafts Show, Spencer Adams Park Lawn Bowls Facility, Westside Neighborhood Center, Andrée Clark Bird Refuge exercise equipment station, Skater's Point, and Mission Historical Park. Also, due to changes to Title 15 of the Municipal Code in September 2019 related to new park hours and playground usage, new signage needs were addressed at applicable locations. Similarly, new signage is scheduled for installation in accordance with the 2017 "smoke-free City" ordinance, which applies to the entire park system.

To make the project cost effective, the sign content and graphics for each location were prepared in-house by Parks and Recreation Department staff member, Liz Smith. With the content and layouts complete, the sign production bidding process can begin in January. The Department expects to have a manufacturer secured by February, with the production and shipment timeline estimated at three months. Due to the large project scope, the Department will contract a professional installer, with bidding and installation anticipated in February and April, respectively.

Depending on available funds in Fiscal Year 2021, Phase II will include the remaining park locations. Programming content for each park will begin in spring 2020.

BUDGET/FINANCIAL INFORMATION:

The Parks and Recreation FY20 Capital Program includes \$126,737 for the project; in addition, approximately \$90,000 is available from the Tobacco Law Enforcement Grant.

ATTACHMENTS: 1. Master Plan Sign Types
2. Example Signs
3. Sample Park Map

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