

APPENDIX J

Concept Signage Program

8/19/2025

Mission Bay Park Improvements

Signage & Wayfinding: Analysis, Assessment, and Recommendations

August 19, 2025

DUDEK

The City of
SAN DIEGO

Contents

- A Analysis Summary
- B Assessment Summary
- C Recommended Locations



A

Analysis

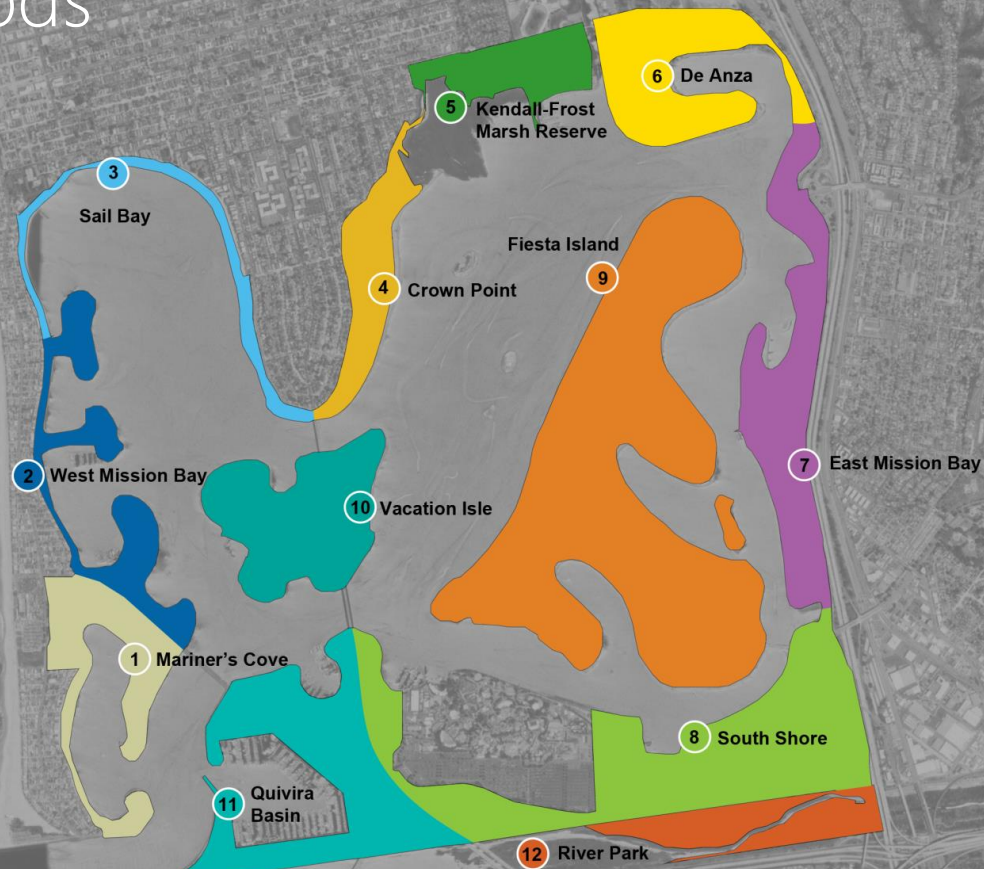
Field surveys by driving, walking, and bicycling to identify and document the following for each mode of travel:

- Places of arrival
- Destinations, landmarks, and points of interest
- Decision points along paths of travels (i.e., fork in the road, turns, etc.)



Walkable Neighborhoods

- Each area is like a “park within a park”
- Generally, a 10–15-minute walk from one end to the other



B

Assessment

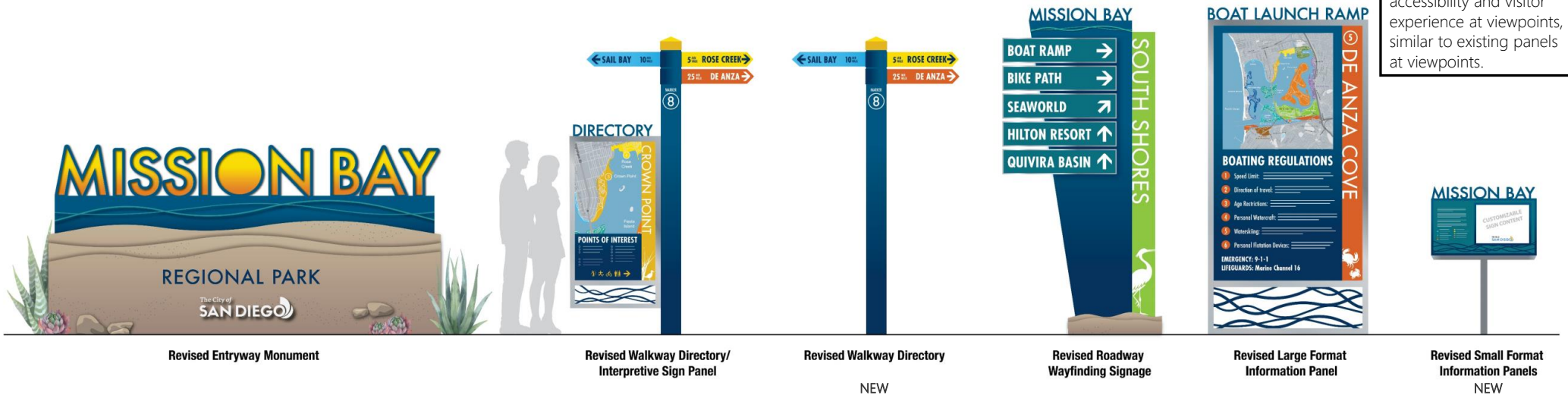
- Analyze locations of existing signs and assess need to relocate or place anew
- Identify range of existing and absent sign typologies, consider opportunities to consolidate
- Establish criteria/framework for new and replacement sign locations



Hierarchy of signage

Each sign type suits a particular need.

This preferred design alternative (with slight modifications) is the outcome of an extensive public outreach campaign.



Previous version of Small Format Information Panel. Revised to improve accessibility and visitor experience at viewpoints, similar to existing panels at viewpoints.

SOURCE: Dudek 2019



SCALE IS APPROXIMATE AND WILL BE DETERMINED PRIOR TO PRODUCTION

SIGNAGE CONCEPT A – REVISED
Mission Bay Branding and Wayfinding Signage
Mission Bay Park PEIR

B

Assessment

C

Recommended Location Plan

- Conceptual locations of proposed signage
- Locations are consistent with established signage criteria needs for vehicles, pedestrians, bicyclists, and other users
- See GIS Layer file for precise location recommendations



Proposed Entryway Monument Locations

11 Entryway Monuments

- Replacement of existing signs and additional as needed
- High visibility locations, aligning with auto access analysis
 - Freeway exits
 - Bridge-to-road transition
 - Arterial streets
- Placed with scenery in mind for photo-opportunities and long-term park branded imagery



C

Recommended Locations

Proposed Roadway Signs

67 Roadway Signs

- Replacement of existing signs, consolidation, and additional as needed
- Primarily targets automotive traffic, but also suitable for cyclist traffic
- One sign for each direction of traffic approaching an intersection
- Along park roads (50-100 ft from intersection)
 - Popular vehicular entries including to parking areas
 - Natural transitions between park neighborhoods
- Along City roads (50-250 ft from intersection)
 - Highway interchanges
 - Controlled intersections



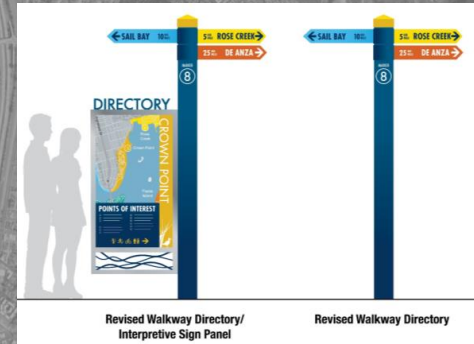
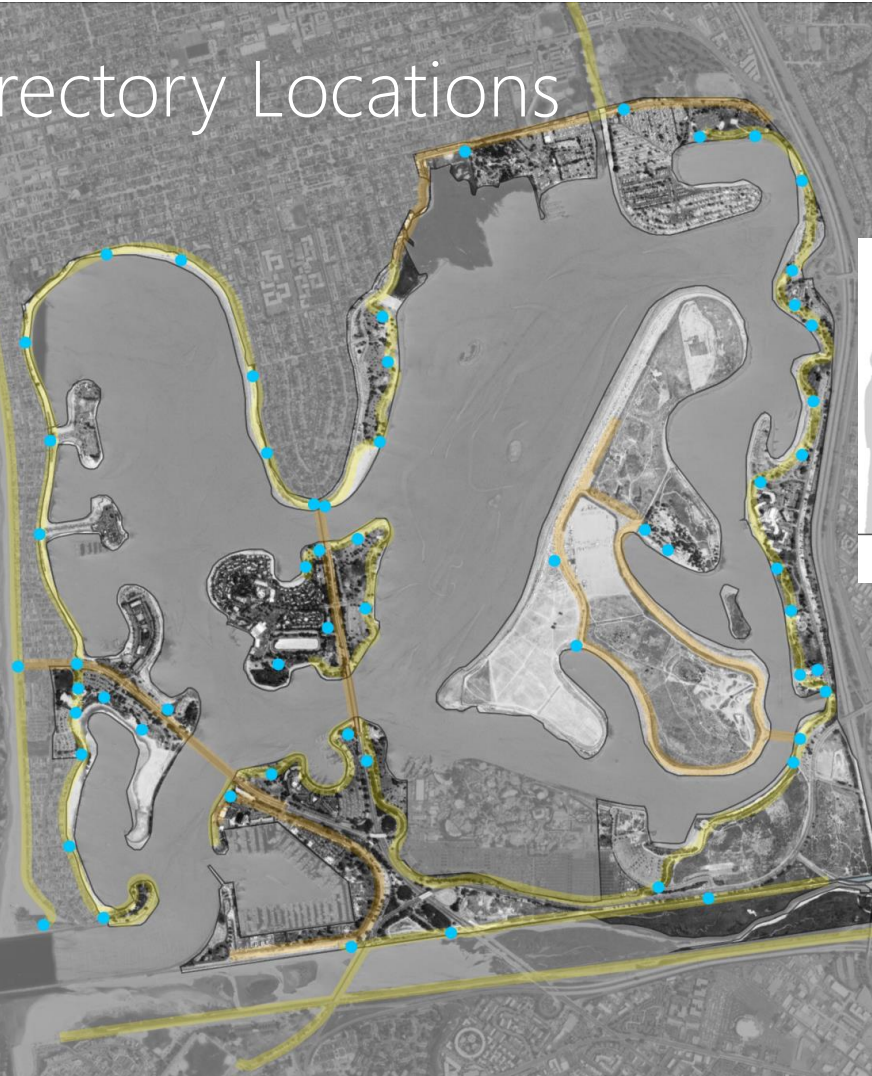
C

Recommended Locations

Proposed Walkway Directory Locations

59 Walkway Directories / Interpretive Signs

- Signage type does not currently exist in the Park, fills a critical void
- Placed along recreation paths and sidewalks for pedestrian & cyclist traffic, aligned with bike analysis
- Identifies nearby amenities at many scales (beaches, boat launches, hotels, restrooms)
- Key criteria
 - Decision points on pathways
 - Interface of park's edge or parking area
 - Road crossings



C

Recommended Locations

Proposed Large Information Locations

8 Large Information Panels

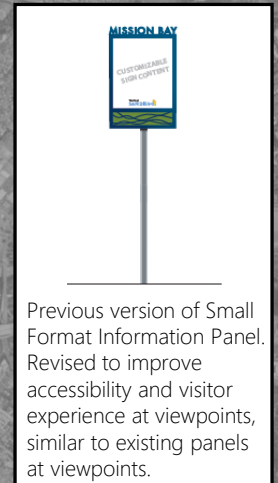
- Replacement of existing signs, consolidation, and additional as needed
- Located along recreation paths, on sidewalks, and in parking/loading areas
- Primarily signs specific use regulations & instructions
 - Boat launch
 - Swimming areas
 - Similar use-restricted areas



Proposed Small Information Locations

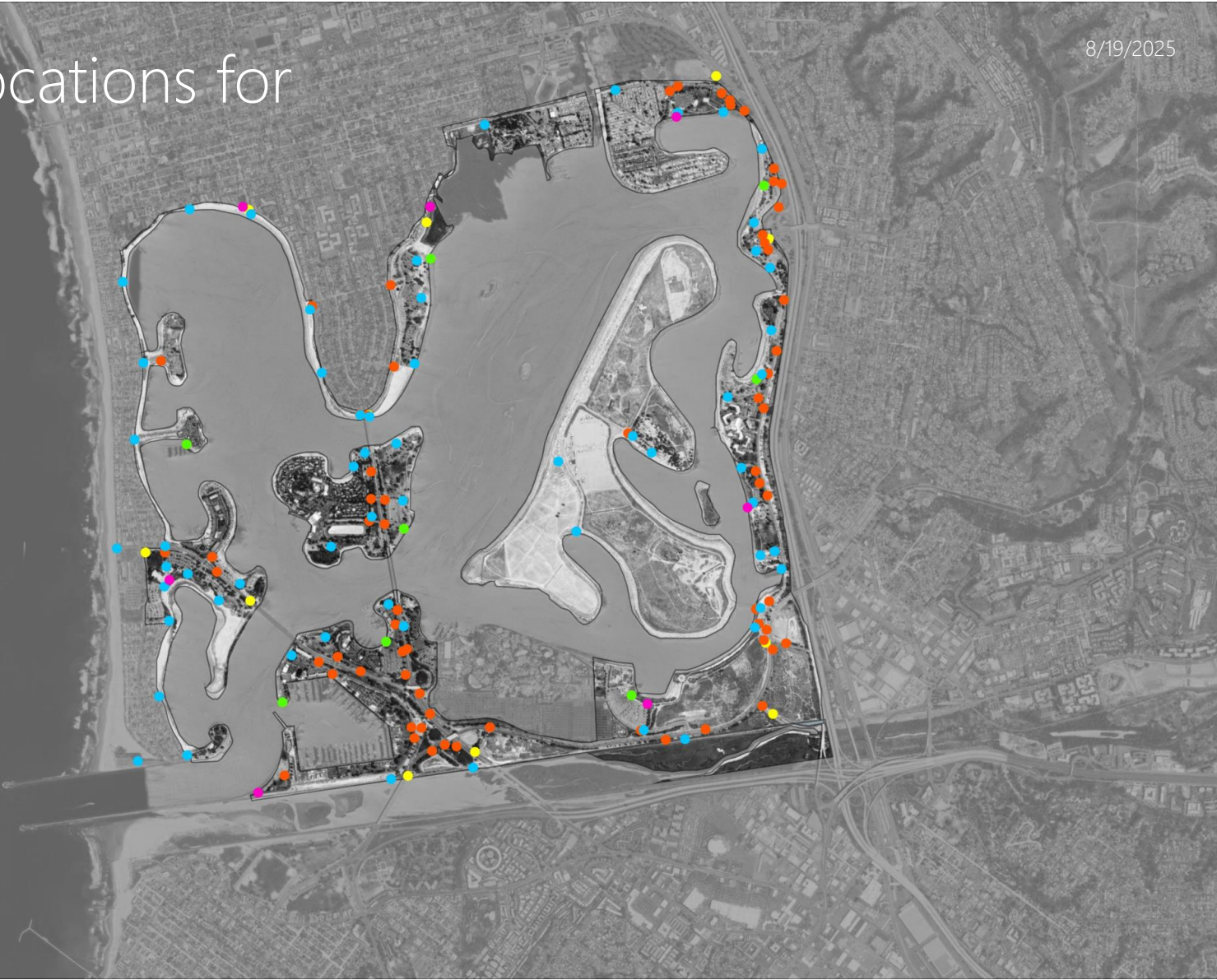
7 Small Information Panels

- Replacement of existing signs, and additional depending on availability of informational material
- Located along recreation paths, at viewpoints, and on sidewalks
- Signage to highlight specific information
 - Ecological improvement zones
 - Historic or cultural value
 - Information and education related to points of interest



Recommended Locations for All Sign Types

152 proposed locations



Recommended Locations