Mission Bay Park Improvements

Signage & Wayfinding: Analysis, Assessment, and Recommendations

November 7, 2025

DUDEK

The City of SAN DIEGO

Contents

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

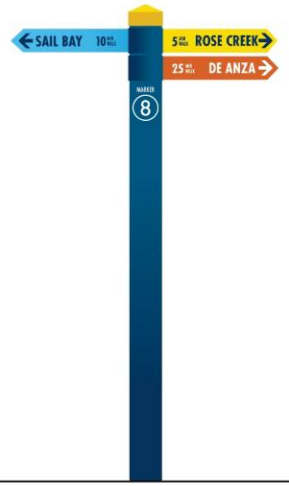
Hierarchy of signage

Each sign type suits a particular need.

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

Revised Entryway Monument

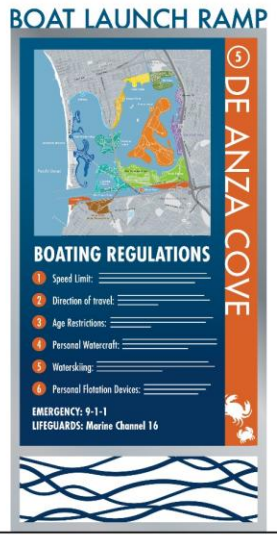
Revised Walkway Directory/ Interpretive Sign Panel



Revised Walkway Directory

NEW

Revised Roadway Wayfinding Signage



Revised Large Format Information Panel

Revised Small Format Information Panels

NEW

Previous version of Small Information Panel shown above. Revised version below for accessibility and better visitor experience at viewpoints, similar to existing panels at viewpoints.

SOURCE: Dudek 2019

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SCALE IS APPROXIMATE AND WILL BE DETERMINED PRIOR TO PRODUCTION

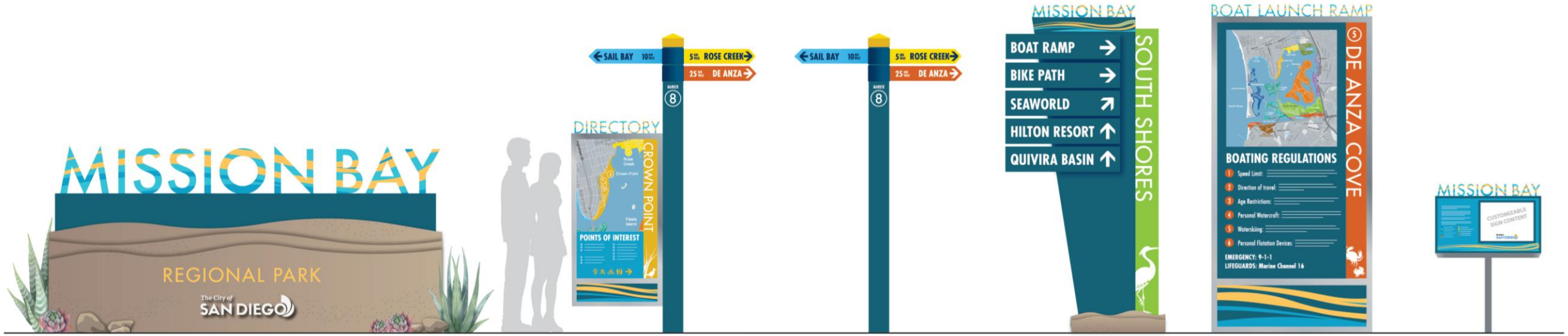
SIGNAGE CONCEPT A – REVISED

Mission Bay Branding and Wayfinding Signage

Mission Bay Park PEIR

Signage Family (Alternate)

Using Discover Mission Bay palette



Revised Entryway Monument

Revised Walkway Directory/ Interpretive Sign Panel

Revised Walkway Directory

Revised Roadway Wayfinding Signage

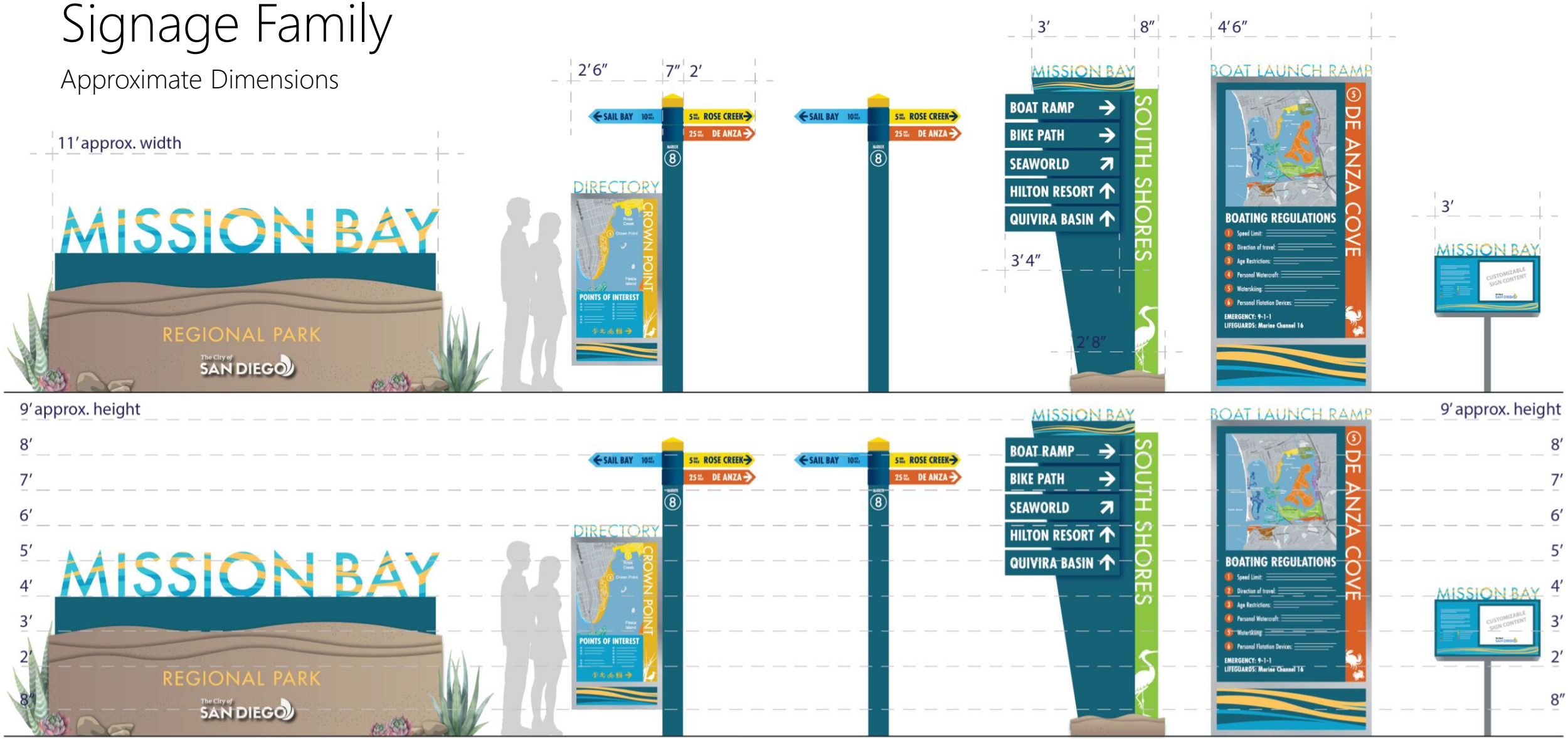
Revised Large Format Information Panel

Revised Small Format Information Panels

B Assessment

Signage Family

Approximate Dimensions



Revised Entryway Monument | **Revised Walkway Directory/ Interpretive Sign Panel** | **Revised Walkway Directory** | **Revised Roadway Wayfinding Signage** | **Revised Large Format Information Panel** | **Revised Small Format Information Panels**

Signage Material Best Practices

Aluminum: Lightweight, rust-resistant, and highly durable, aluminum is ideal for all weather conditions. It can withstand heavy rain, wind, and sun exposure without fading or corroding.

High-Density Overlay (HDO) Plywood: Marine-quality, 3/4-inch plywood with one side covered with a high density, slick material (the overlay), to which adhesives cling quite strongly. Commonly used as the substrate for pressed-on materials such as reflective vinyl. This substrate should be used extensively for the larger signs. It weathers well, and holes in the vinyl can be easily repaired.

Medium-Density Overlay Plywood: Marine-quality, 3/4-inch plywood, with one side covered with a smooth but more porous overlay than HDO. This substrate accepts paint much better than HDO. The porosity of the overlay allows the paint to bond with the substrate better.

Wood: While offering a more rustic, natural appearance, wood signs require more upkeep. Without regular sealing or painting, wood can rot, warp, or fade in harsh conditions.

PVC and Acrylic: These materials are excellent for a polished look but tend to be more sensitive to extreme heat and UV exposure. With proper care, they can last several years.

Vinyl and Banners: Vinyl signs are often affordable and versatile. While not as durable as metal options, they can be UV-coated to improve longevity and prevent fading from sunlight.

Signage Finishing Best Practices

UV Protection: The sun's UV rays can cause signs to fade, crack, or warp. Using UV-resistant materials and coatings can significantly extend the sign's lifespan. Signs made from materials like aluminum or UV-treated vinyl tend to hold up better in sunny environments.

Waterproofing: Moisture from rain or snow can cause signs to rust, warp, or become discolored. Sealing wood signs and opting for waterproof materials like aluminum and PVC helps prevent damage.

Wind Resistance: If your sign is in a windy area, it needs to be securely installed to avoid damage. Materials like metal and durable plastics can withstand gusty conditions better than lightweight alternatives.

Signage Maintenance Best Practices

Routine Cleaning: Dirt, grime, and pollutants can accumulate on signs, diminishing their appearance. Clean your signs regularly with a mild soap and water solution to remove debris. Avoid abrasive cleaning tools that can scratch the surface.

Inspect for Damage: Regularly inspect your signs for any signs of wear, such as cracks, rust, or fading. Catching issues early can prevent larger problems down the road.

Reapply Coatings: For wood and metal signs, reapplying paint, varnish, or protective coatings every few years can help prevent weathering and extend the lifespan of the sign.

Repair or Replace Components: If your sign includes lights or electrical components, make sure to replace burned-out bulbs or repair any malfunctioning parts to maintain the sign's functionality and visibility.

Signage Development & Maintenance Resources

National Sign Handbook, Bureau of Land Management

Wayside Exhibits, National Park Service

Shoreline Signs, SF Bay Conservation and Development Commission

Blink Signs (sign manufacturer)

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

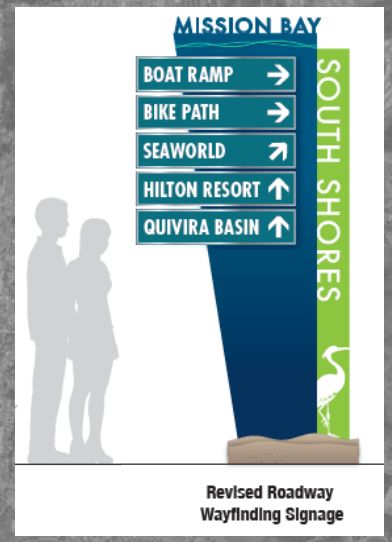
Revised Entryway Monument

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

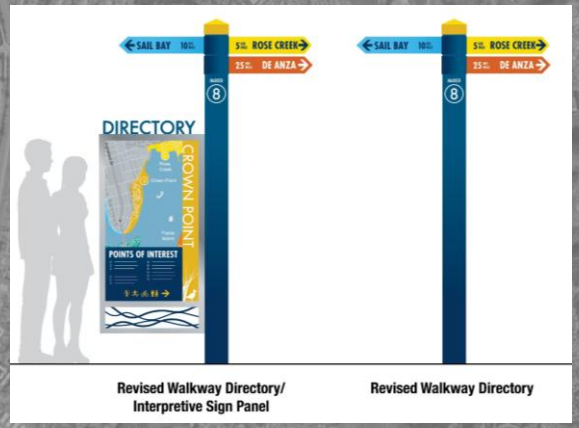


C Recommended Locations

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)
- Space for QR Codes to additional info
- 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
- Space for QR Codes to additional info
- Primarily signs specific use regulations & instructions
  - Boat launch
  - Swimming areas
  - Similar use-restricted areas

Revised Large Format Information Panel

C Recommended Locations

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
- Space for QR Codes to additional info
- Signage to highlight specific information
  - Ecological improvement zones
  - Historic or cultural value
  - Information and education related to points of interest

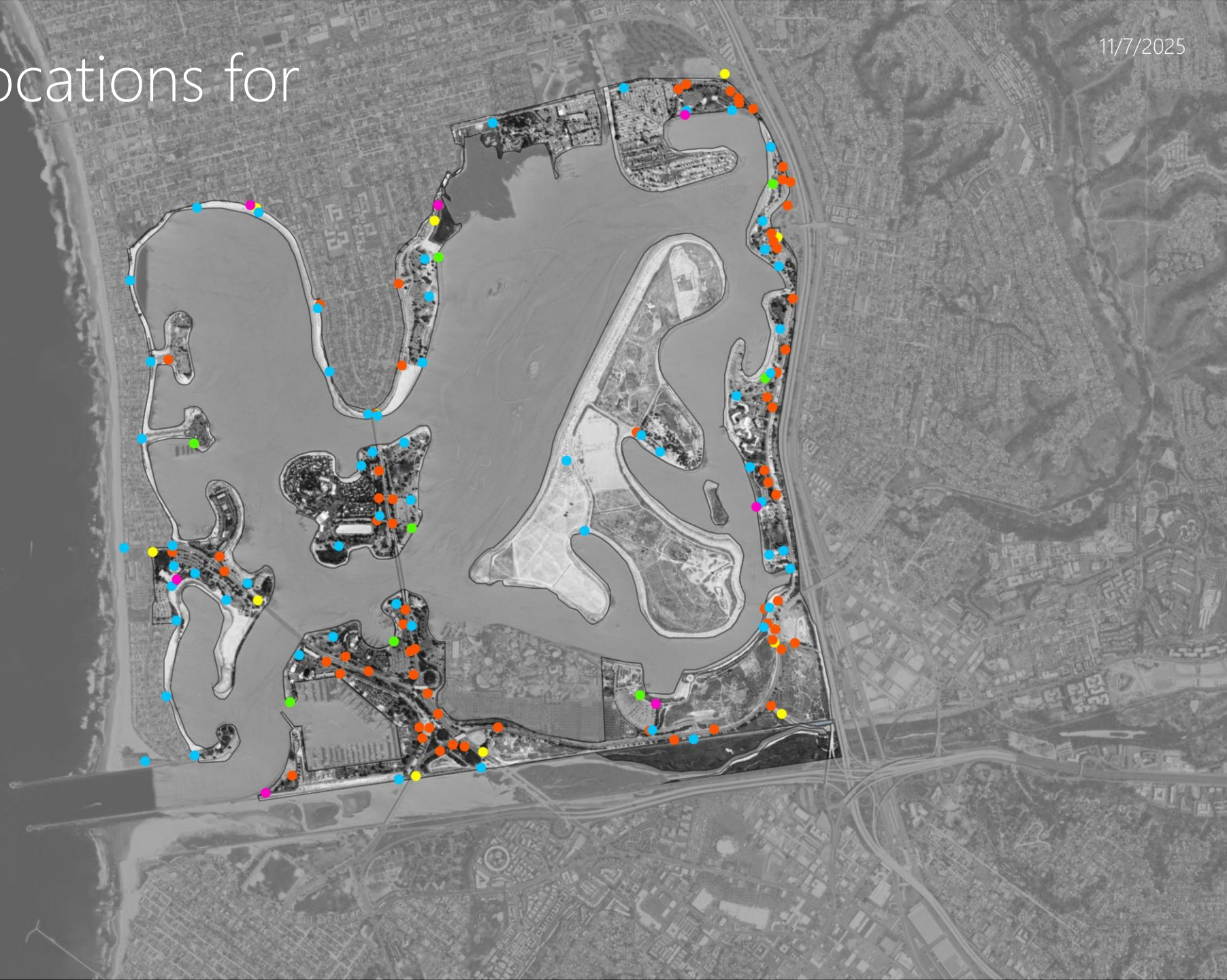
Revised Small Format Information Panels

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

C Recommended Locations

Recommended Locations for All Sign Types

152 proposed locations



11/7/2025

C Recommended Locations