

Parks and Recreation Department

# Natural History Museum Garden Signage Program

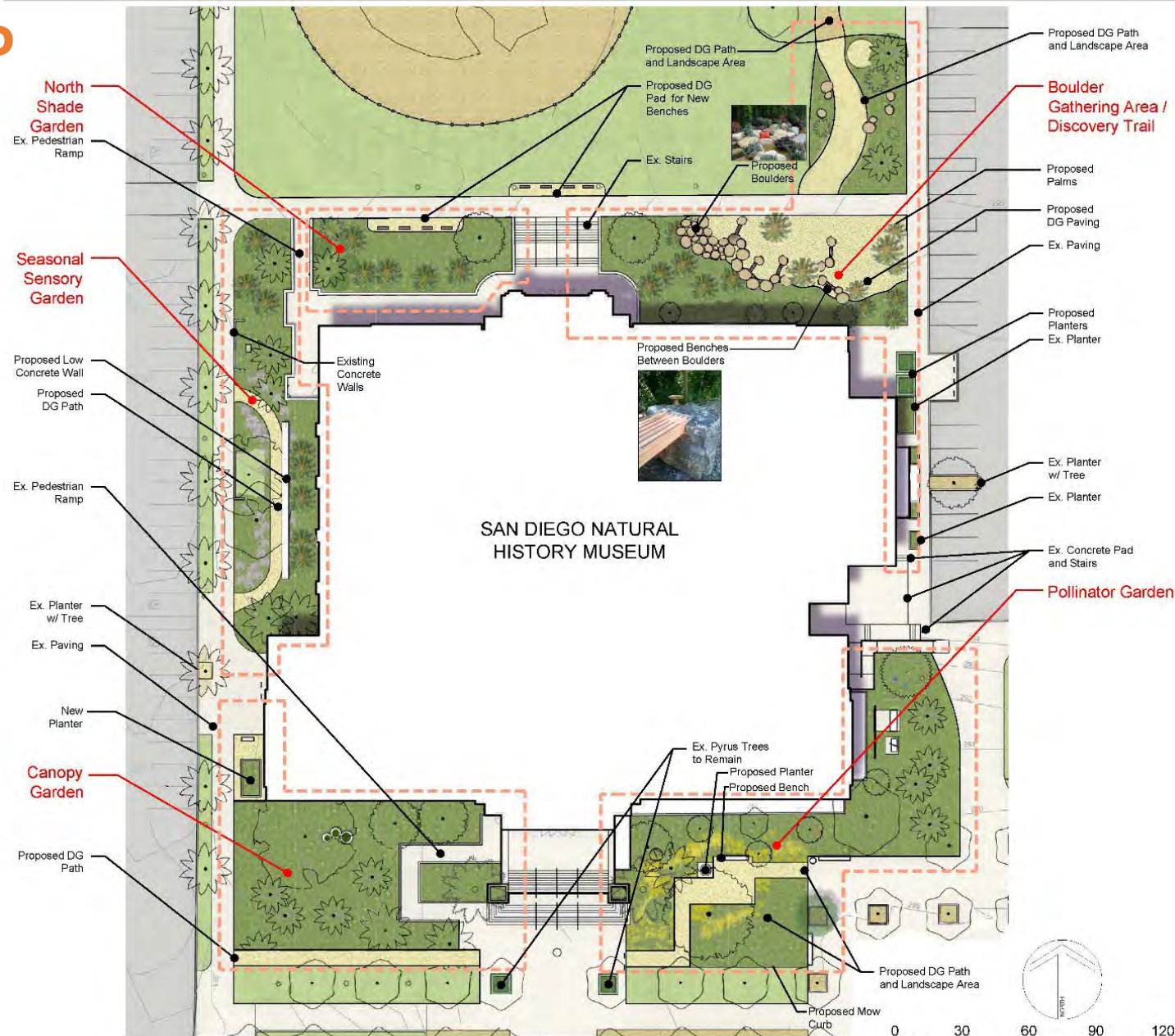
Workshop Item  
Balboa Park Committee Agenda  
September 7, 2023





# Approved GDP

- Approved by BPC on October 7, 2021
- Five Gardens:
- Boulder Gathering Area/Discovery Trail
- Pollinator Garden
- North Shade Garden
- Seasonal Sensory Garden
- Canopy Garden



General Development Plan



## Project Status

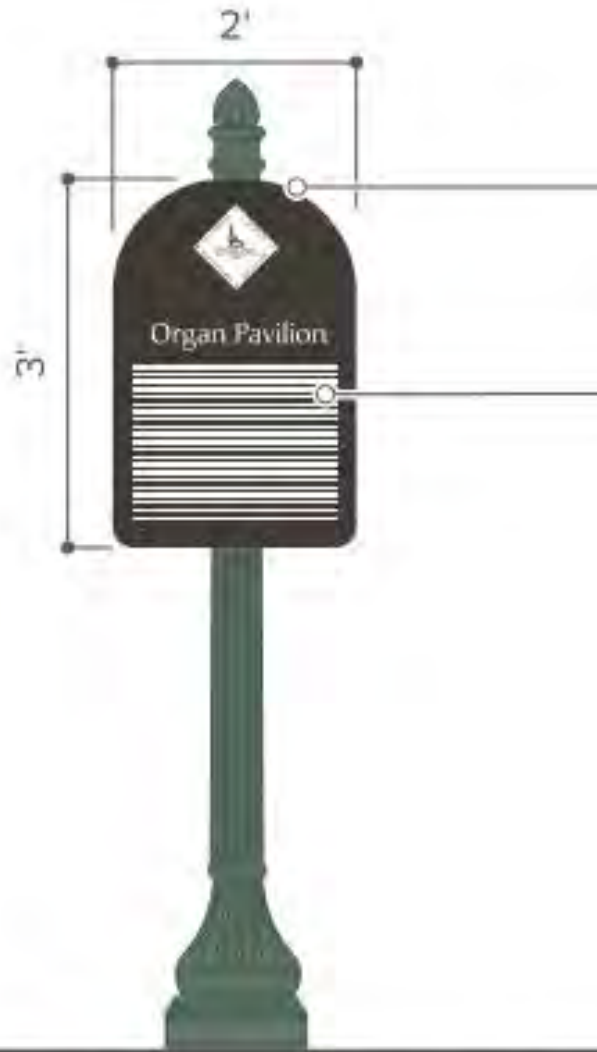
- Construction documents nearing completion
- Signage program was not included in the original GDP
  - Garden Interpretive Signage
  - Plant Identification Signage
  - Donor Recognition Signage/Markers



## Other Reviews

- Parks and Recreation Reviews
  - Interpretive signs are not consistent with the Sign Manual
  - Plant Identification Signage is not addressed in the Sign Manual
  - Donor recognition is not addressed in the Sign Manual
- Reviewed by Sustainability and Mobility for ADA compliance
- Reviewed by Historic Resources staff for consistency with preservation standards

# Sign Manual



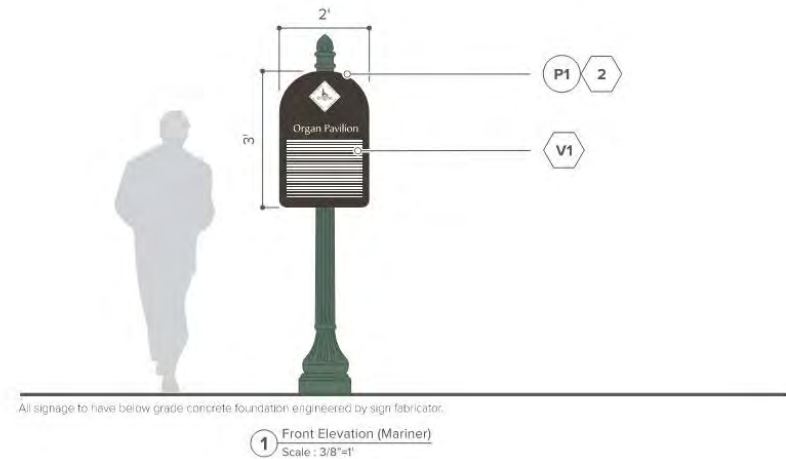
Have below grade concrete foundation engineered by sign fabricator

**FIGURE 26**  
**1-SIDED HISTORICAL LANDMARK**

The following freestanding sign is to be used to identify historical landmarks throughout the park. It uses the historic seal and is for buildings or landmarks such as the organ pavilion that were created for the Exposition.

**NOTES**

The following sign has a unique pole due to the location being within the historical area of the park and the requirements specified within in the Masterplan. Sign to be 3" thick and manufactured of painted aluminum with a 60° arch top and 1-1/2" radius bottom corners.



All signage to have below grade concrete foundation engineered by sign fabricator.

1 Front Elevation (Mariner)  
Scale: 3/8"=1"





# Sign Manual

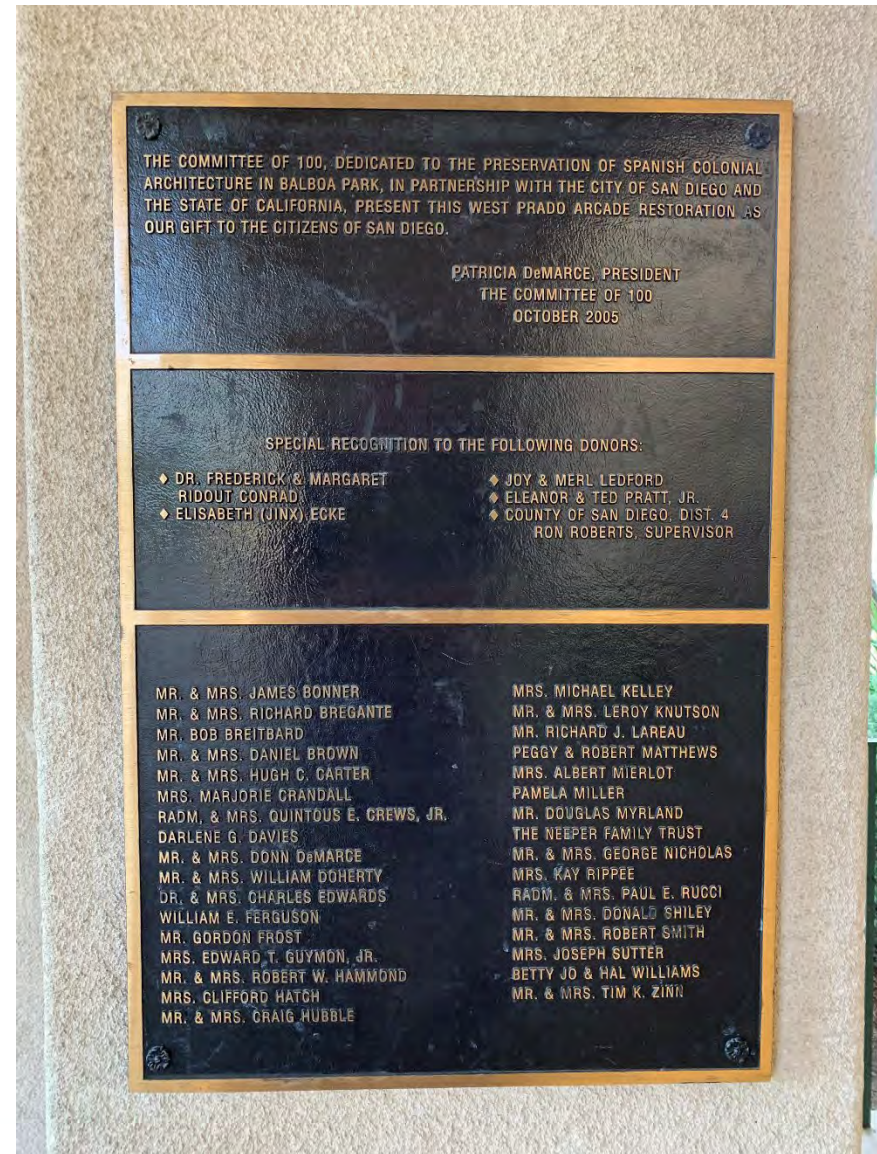




# Donor Recognition Examples



# Donor Recognition Examples







# Donor Recognition Examples





# Donor Recognition Examples



# Donor Recognition Examples



Justin Canty  
Senior Director of Education  
San Diego Natural History Museum



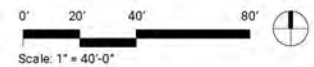
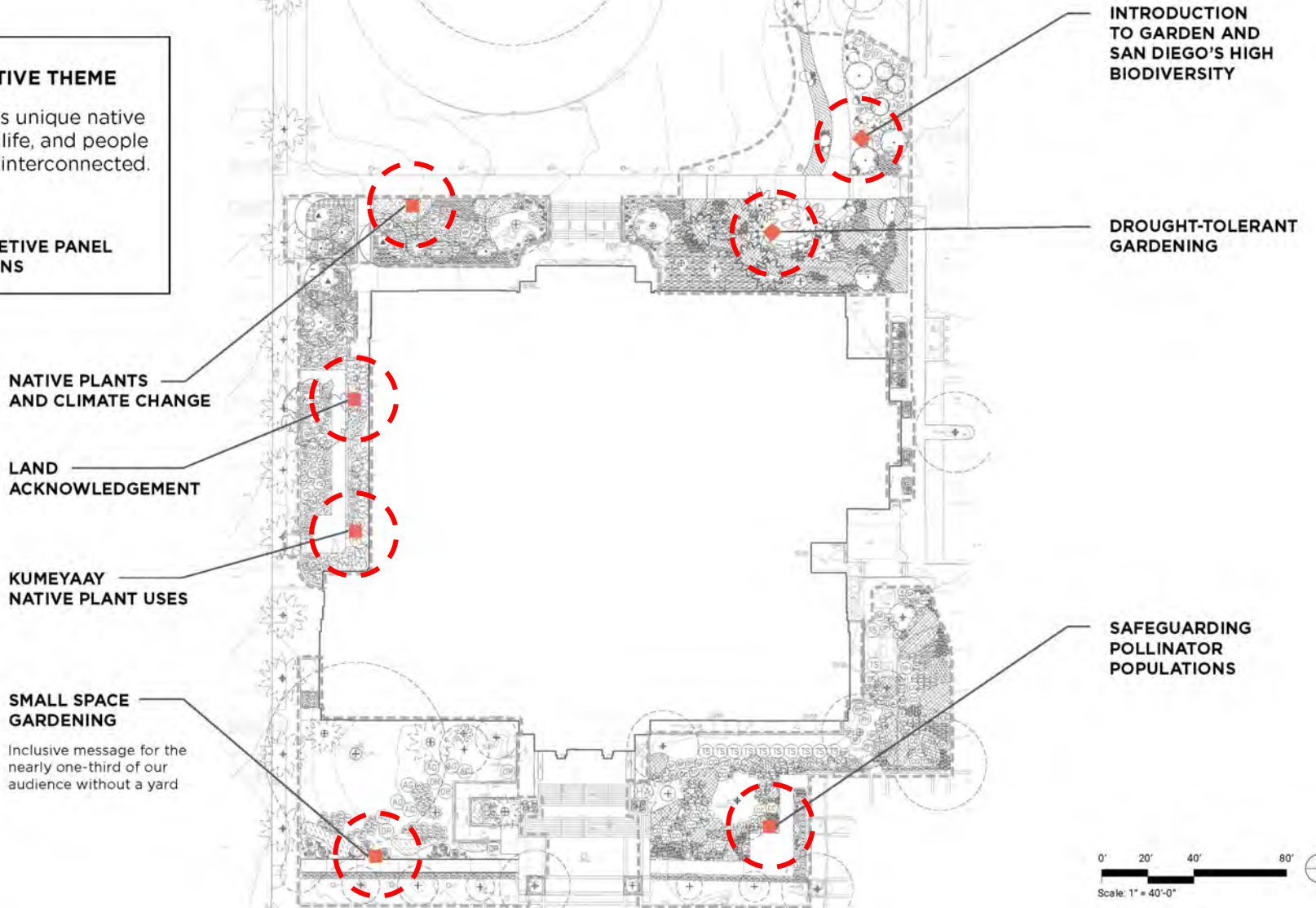
# Interpretive Signage

**INTERPRETIVE THEME**

Our region's unique native plants, wildlife, and people are closely interconnected.

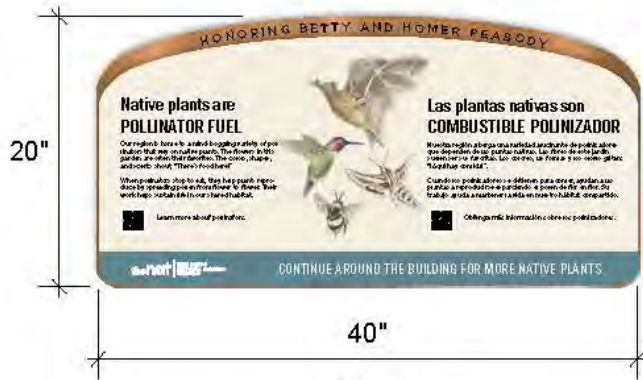
7 panels

**■ INTERPRETIVE PANEL LOCATIONS**





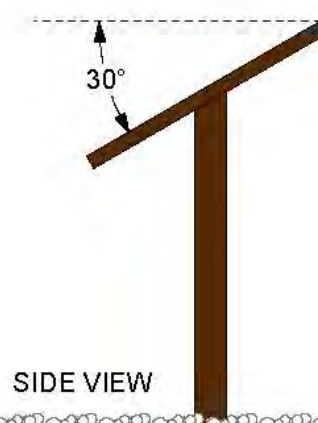
# Interpretive Signage



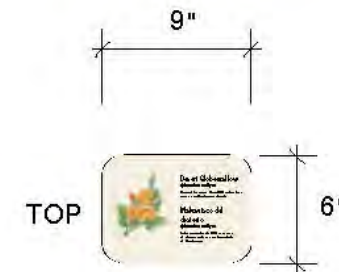
TOP VIEW  
SURFACE AREA FOR GRAPHICS



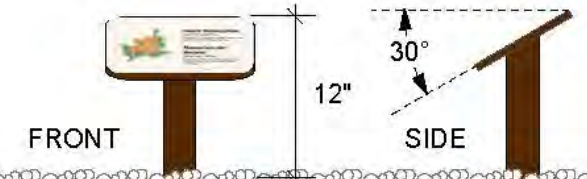
FRONT VIEW



SIDE VIEW



TOP



FRONT

SIDE

INTERPRETIVE PANELS

PLANT ID LABELS

# Interpretive Signage



## INTERPRETIVE PANELS

### Content:

Communicate primary interpretive messages  
QR codes for more detailed information

### Layout:

English and Spanish copy with center illustration

#### • Color:

Background PMS 7500

Color Bar PMS 5493 (similar to Matthews MP11228 Great Falls from BP Sign Manual)

#### • Typography:

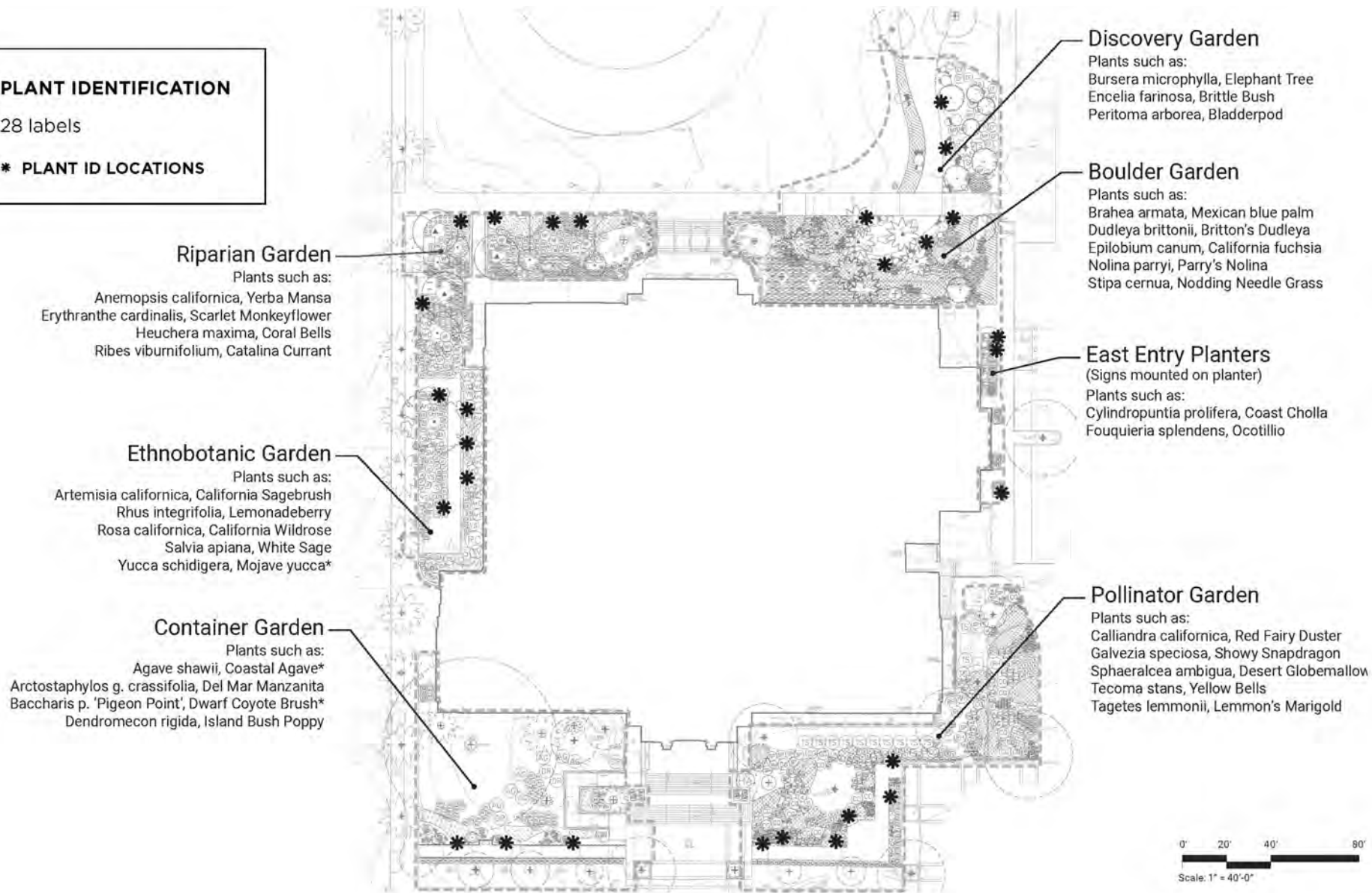
Headline- Trade Gothic Condensed 96 pt (1.9 inches)

Body Copy- Gotham Book 32 pt (0.34 inches)

Call-to-Action- Gotham Bold 32 pt

# Plant Identification Signage

**PLANT IDENTIFICATION**  
 28 labels  
 \* PLANT ID LOCATIONS





# Plant I.D. Signage



## PLANT ID LABELS

### Content:

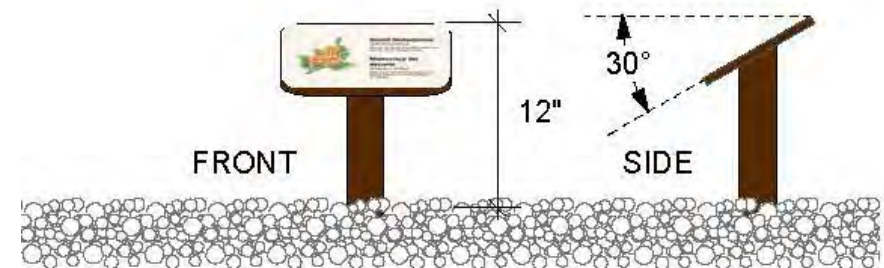
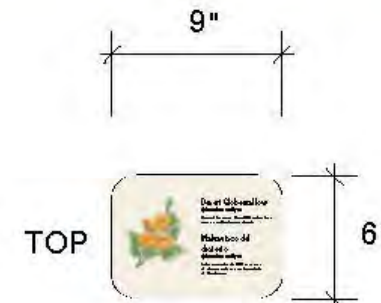
Field note-inspired descriptions of plant adaptations and features to support main messages.

*No details related to size, growing conditions, etc.*

### Layout:

English and Spanish with illustration (current illustration is for placement only)

- **Color:**  
Background PMS 7500
- **Typography:**  
Headline- Trade Gothic Condensed 36 pt (0.35 inches)  
Body Copy- Gotham 19 pt (0.25 inches)



## PLANT ID LABELS



## Donor Recognition Signage

- Three forms of donor recognition:
  - Garden Interpretive Signage
  - Larger donor recognition markers (6" diameter)
  - Smaller donor recognition markers (3" diameter)

# Donor Recognition Signage

- DONOR RECOGNITION**
- 7 Brass Plaques on Interpretive Panels
  - 10 6-inch Survey Markers
  - 15 3-inch Survey Markers



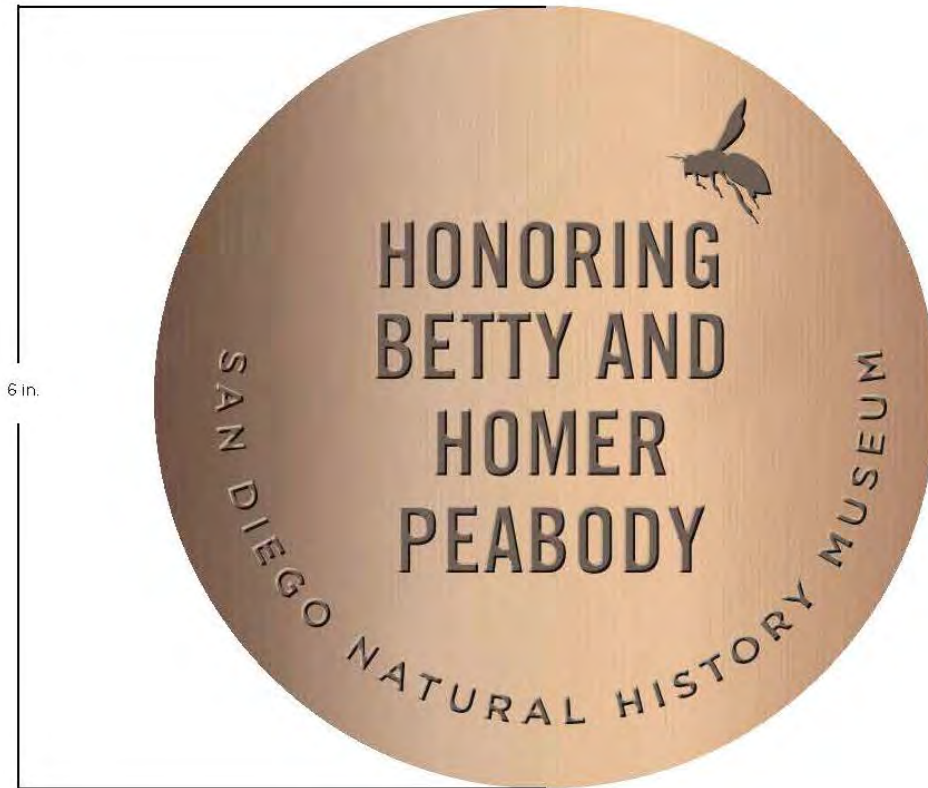
# Donor Recognition Signage



## Donor Recognition Plaque

Brass mounted to the underside of each Interpretive Panel.  
Seven possible plaques

# Donor Recognition Signage

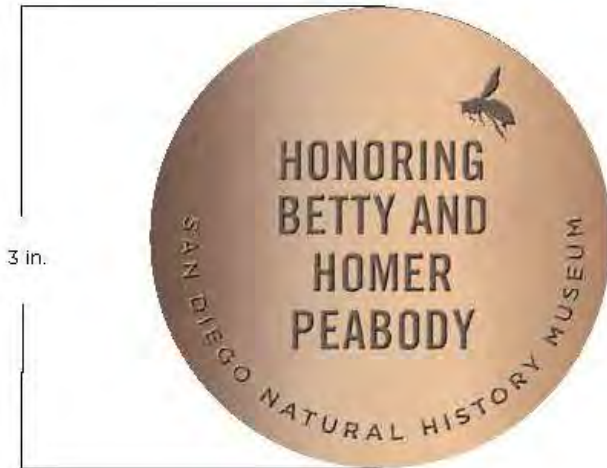


**Donor Recognition 6-inch Survey Marker**

Brass mounted to garden elements.  
 Ten possible markers including bird bath, split boulder benches,  
 and site boulders



# Donor Recognition Signage



## Donor Recognition 3-inch Survey Marker

Brass mounted to garden elements.  
15 possible markers including natural planters and site boulders



# Discussion

Workshop Item  
Balboa Park Committee  
Agenda of July 27, 2023

