



Environmental Graphics & Wayfinding  
**Signage Masterplan Summary**

December 12, 2018

rsmdesign

01

Summary of the  
Overall Process

02

Summary of  
Comments & Feedback

03

Summary of  
Design Evolutions

04

General Costs  
& Implementation

05

High Impact Early  
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06

Next Steps and  
Signage Manual

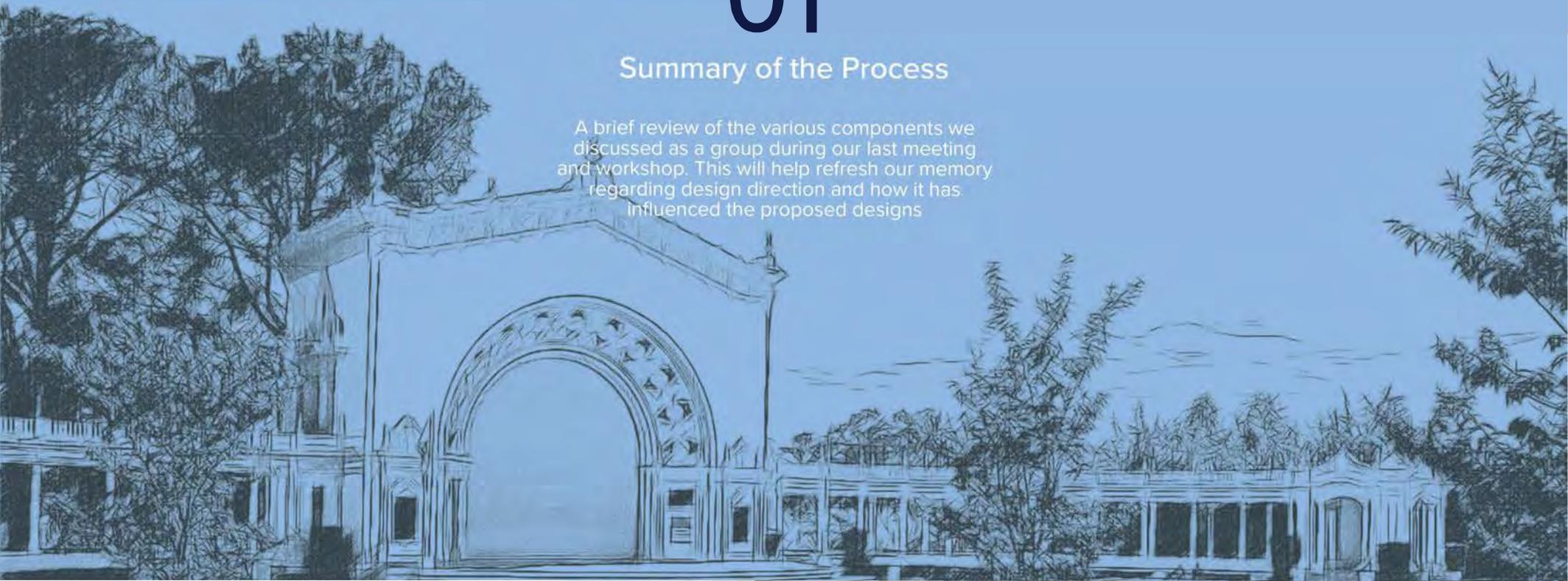
**FIRST THINGS FIRST WE WANTED TO**  
**THANK YOU!**

This entire process would not be possible without all your guidance, insight and endless support. You have not only served diligently on this committee but have been with us on the journey all along the way. Whether it has been long and sometimes challenging public workshops, late night Balboa Park Committee meetings, or the constant encouragement within the community, you have been there and for that we are eternally grateful.

# 01

## Summary of the Process

A brief review of the various components we discussed as a group during our last meeting and workshop. This will help refresh our memory regarding design direction and how it has influenced the proposed designs



## Over 10 Committee and Public Forum Meetings in the last 2 Years

Over the course of the last two years RSM Design has worked with the Balboa Park Conservancy and various committees, boards, departments and members of the community to develop a new signage and wayfinding masterplan for Balboa Park.

### 1 Signage Inventory & Analysis

Wednesday February 7th, 2016

Working with the Balboa Park Conservancy, RSM Design performed an extensive analysis and documentation of existing signage throughout the park. It was then documented in a digital catalog along with observations of design and general circulation or wayfinding to and throughout the park.

### 2 Balboa Park Stakeholders Meeting

Thursday November 10th, 2016

RSM Design presented to the Balboa Park Stakeholders on the importance of good wayfinding and along with analysis and observations of the existing signage throughout the park. During this 2 hour presentation there was interactive table discussions and feedback on how to improve the Parks Signage.

### 3 Signage & Wayfinding Steering Committee Meeting Workshop & Site Tour

Thursday October 12th, 2017

### 4 Signage & Wayfinding Steering Committee Meeting Concept Design Review

Monday January 8th, 2018

### 5 City of San Diego Historical Resource Board

Wednesday February 7th, 2018

RSM Design met with the Historical Resource Board to show the various concepts and design evolutions proposed for the Signage and Wayfinding throughout Balboa Park, receiving very positive feedback and minimal comments.

### 6 Balboa Park Committee Meeting

Thursday March 1st, 2018

### 7 East, West and Central Workshop Meetings

Thursday June 7th, 2018

### 8 Color Mockups and Public Feedback

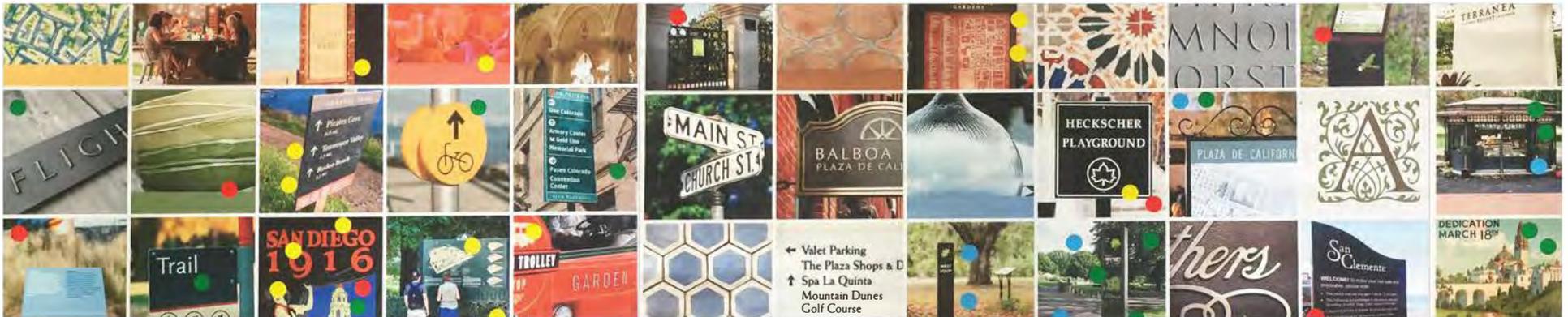
September 28th - October 31st, 2018

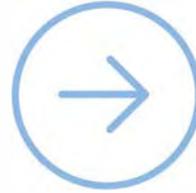


## SIGNAGE & WAYFINDING STEERING COMMITTEE

# DESIGN WORKSHOPS AND REVIEW

The signage & wayfinding steering committee met over a year ago to tour the site, define districts, point out key nodes, and review potential design palettes/ Not only was it beneficial to understand the process of how things happen within the park but also see and hear about other initiative that have been developed such as the new branding and mapping for directories.





## MOVING THIS FORWARD

RSM Design and The Balboa Park Conservancy met with the City of San Diego and The Parks Department to learn more about the process and steps necessary to implement any changes to the Park's signage / precise plan. Here is what we discovered.

### 01

It is a long and lengthy process that will need to be reviewed by multiple committees, groups, and organizations.

### 02

After going through all these groups, community meetings, and City approvals the proposed signage may still be denied.

### 03

We are able to make slight changes to the current precise plan master signage without the long process of proposing a signage overhaul.

### 04

Signs that are not currently included in the Master Sign Plan maybe added to the precise plan through amendments and updates.

# DESIGN STRATEGY EVOLUTION NOT REVOLUTION

The design strategy for the wayfinding and signage throughout Balboa Park is to be an evolution of the existing rather than a complete overhaul. Through proven principles of design and strategic wayfinding techniques, the signage can still conform to the current standards but be updated and enhanced to reflect the needs of today.

RSM Design has proposed 8 different subtle but impactful modifications that will help to communicate and reinforce the character and essence of Balboa Park. Not only will this strategy be more cost effective, but will also allow for real and immediate change throughout the site and beyond.

DESIGN STRATEGY

# HOW TO IMPROVE WHAT WE CURRENTLY HAVE

01

UPDATE  
THE BRAND

02

REVISE  
THE LAYOUT

03

CHANGE  
THE FONT

04

REWORK  
THE SCALE

05

IDENTIFY  
DISTRICTS

06

REPLACE  
MAPS

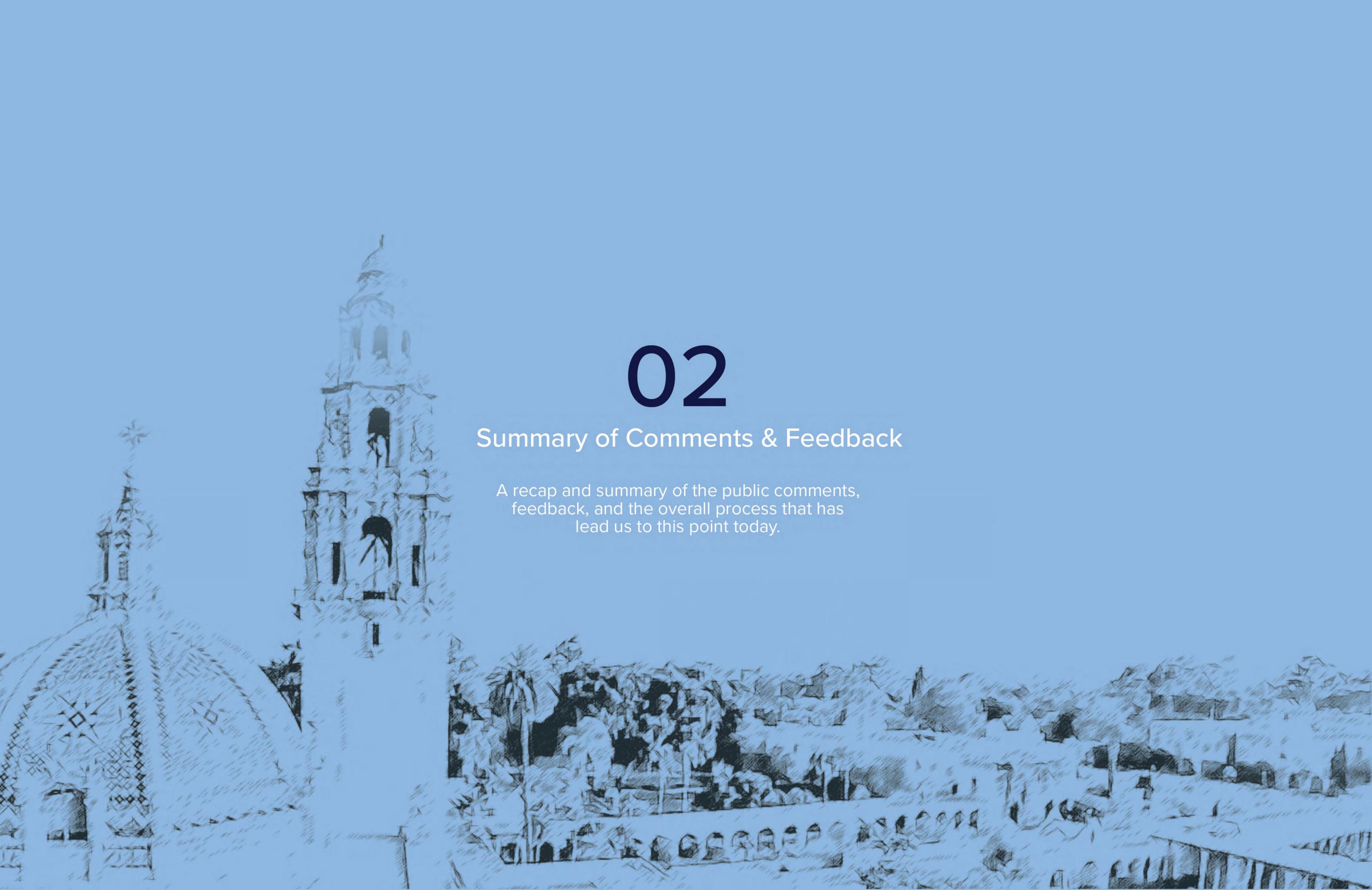
07

MOVE  
LOCATIONS

08

CHANGE  
THE COLOR

The following illustrates proven techniques and wayfinding strategies that will help to communicate and reinforce the nature of Balboa Park while evolving the current standards to reflect the needs of today. Applications are thoughtful interventions in location, scale, and messaging. Graphics extend the brand vocabulary and narrative concepts with type, color, pattern and materiality.



# 02

## Summary of Comments & Feedback

A recap and summary of the public comments, feedback, and the overall process that has lead us to this point today.

# EAST, WEST, AND CENTRAL MESA PUBLIC WORKSHOPS

**CHANGING THE COLOR**  
CREATING CONSISTENCY AND CLEAR HIERARCHY THROUGH COLOR, CONTRAST, AND CHARACTER.

While the guidelines specify a particular blue, that color has been discontinued and attempts to recreate it over the years has created a broad range of colors from dark navy to electric blue.

There needs to be consistency and rationale behind the use of color throughout the site. The following proposed colors are derived and inspired by the historic colors used throughout the park, as well as a neutral palette that uses color as a wayfinding element to identify one's location.

**EXISTING ELECTRIC BLUE USED ON SITE**  
The following illustrates the existing blue color that can be found throughout the park. The electric blue distracts from the beauty of the park and varies from sign to sign with little to no consistency in color or use.

**HISTORIC COPPER GREEN COLOR**  
The following proposed colors are derived and inspired by historic colors used throughout the park, as well as a neutral palette that uses color as more of a wayfinding element to identify one's location. The Copper Green was originally specified in the original light poles, furnishings, and wayfinding signage.

**DARK NEUTRALS WITH UNIQUE DISTRICT COLORS**  
The use of a dark neutral color palette, not only creates strong contrast and an increase in visibility, but also allows for each district to be identified by a unique color that will help aid in wayfinding, and associating a color with a particular area within the park.

**DARK SHADES OF BLUE**  
Throughout San Diego one can find the use of a Dark Copper Blue color used on light poles, site furnishings and wayfinding. The following color option seeks to evolve the blue that is currently used in the park, but use a color that is closer to the historic Copper Blue.

**OPTION A**  
HISTORIC COPPER GREEN COLOR  
The following proposed colors are derived and inspired by historic colors used throughout the park.

**OPTION B**  
DARK NEUTRALS WITH UNIQUE DISTRICT COLORS  
The use of a dark neutral color palette, not only creates strong contrast and an increase in visibility, but also allows for each district to be identified by a unique color that will help aid in wayfinding, and associating a color with a particular area within the park.

**OPTION C**  
DARK SHADES OF BLUE  
Throughout San Diego one can find the use of a Dark Copper Blue color used on light poles, site furnishings and wayfinding. The following color option seeks to evolve the blue that is currently used in the park, but use a color that is closer to the historic Copper Blue.

## Community Workshop Feedback

RSM Design and the Balboa Park Conservancy conducted three 2 1/2 hour public workshops on June 8th, 2018 culminating with a presentation and workshop with the Balboa Park Committee to review the various proposed modifications and color studies to narrow it down to two options for full scale mockups that would be placed in the park for public voting and feedback.

# PUBLIC WORKSHOP PREFERRED COLORS



TOTAL VOTES  
**17**



TOTAL VOTES  
**30**



TOTAL VOTES  
**32**



TOTAL VOTES  
**15**

## Community Workshop Feedback

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## GENERAL COMMENTS &amp; FEEDBACK

## WHAT PEOPLE ARE SAYING

*Love that you thought about so many different elements (colors, fonts, etc.)*

**The more contrast, as in the “brown” version, the better, both for readability for all levels of vision, and for endurance as colors fade with outdoor exposure.**

Very important to have realistic walking times on signs. Many visitors don't realize how big the park is. The people at the visitor center don't always have a good grasp of walking distances to various destinations.

**I do like the green, but feel the contrasting color at the bottom of the sign really helps it stand out, which is really helpful when trying to find signs amidst Balboa Park's beauty!**

Please put up signage that scooters are not allowed on sidewalks. It has become very hazardous.

Think each area should have identifying color! Color on bottom should change in each area.

**The orange pops out more and it's easier to read from a distance.**

While wayfinding is important, I'd prefer to see money spent on private security guards as there are many areas of Balboa Park taken over by homeless, vagrants and drug addicts. There are many areas of the West Mesa I do not want my wife and children walking by themselves for security reasons.

**Directory signs with maps are needed at main gathering points. This is a much appreciated and badly needed project. Thank you for taking it on.**

**Due to the diversity of the site, the brown will look much better against the existing architecture. The federal green is boring and typical.**

**Yay for testing and mock-ups! I really like the idea of an evolution rather than a full “cold turkey” change. Love the green.**

*Hesitant about the green- Worried they will blend in too much and be less noticeable.  
Loved all the new ideas- Good job*

**I think the brown palette is a little more distinctive and will stand out better.**

**Depending on where these signs are placed, the green sign may blend in too much with surrounding foliage**

Ensure ADA compliance in coloration decisions, not just preference and ensure it is readable to everyone.

**Brown stands out more ... easier to read**

**I like the red on the bottom because it gives it contrast**



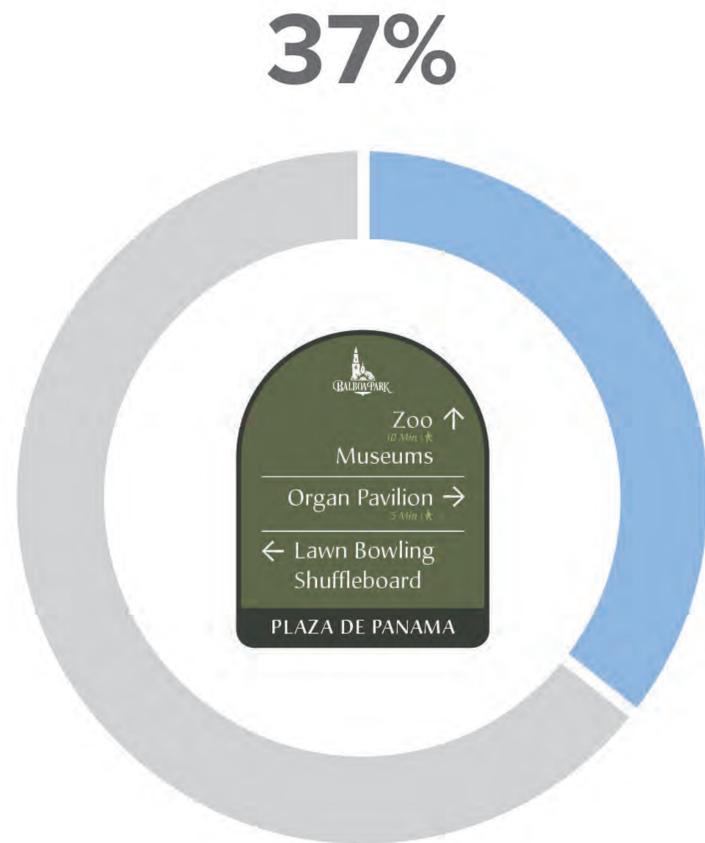
## PUBLIC VOTING ON COLOR MOCKUPS

Working with a local sign fabricator (CNP Signs and Graphics) two full size color mockups of the signs were placed in the center of Plaza de Panama for the public to vote and comment on for over a month. An online poll and feedback forum was integrated into the Balboa Park Conservancy’s website and a link was sent out to their hundreds of contacts through web blasts and emails to engage the community.

## THE PEOPLE HAVE SPOKEN

# BRONZE IS THE CLEAR WINNER

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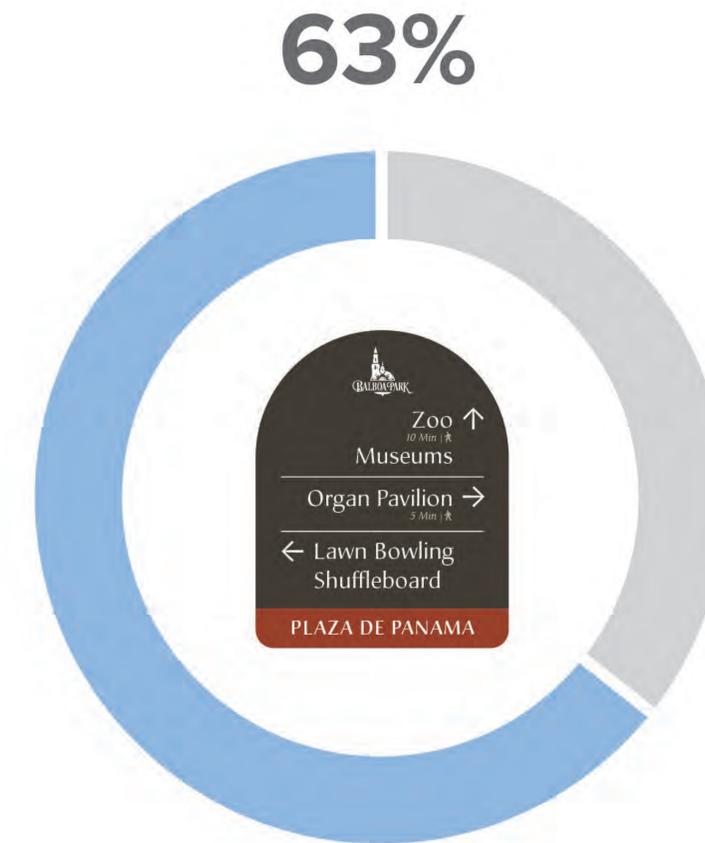


**Historic Green**

While many liked the green, the majority felt that there was stronger contrast with the bronze option against the historic architecture and landscape.

**200**  
VOTES  
IN TOTAL

From members of  
the community



**Bronze w/ Colored Districts**

The public found the bronze to be easier to read and loved the idea of a unique district color that would aid it wayfinding throughout the site.

## NEXT STEPS TOWARDS MAKING THIS A REALITY

The following illustrates the necessary steps moving forward to begin implementing all the various evolutions and changes to the signage and wayfinding Masterplan.

### 01

Produce an updated plan in the format of the approved plan, with page by page strikeouts and new additions underlined, updated TOC, and exhibits for staff review.

### 02

Submit the marked up document to Parks & Rec. and Historical resources staff for their review, approval and recommendation for implementation.

### 03

Parks & Rec. Staff to then write recommendations to the Balboa Park Committee and ask that the BPC make a finding that the changes are consistent with the approved Precise Plan and approve all the changes

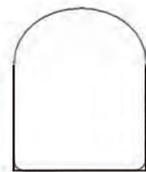
### 04

Develop a clean version of the revised plan with no strikeouts or edits. All signs and evolutions to be included as the new and improved version.

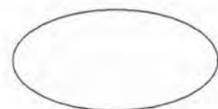
### Sign Format & Colors

Balboa Park sign system consists of two basic shapes.

**The Classic Arch** - 60° oval shape on top of a rectangle with radius lower corners. Approved size variations of this basic shape are possible.



**The Oval** - 30° oval in 3 basic sizes. See Figure 14. Approved size variations of this basic shape are possible.



Traffic sign shapes will be the approved city regulation shapes.

**The Color** for all signs for Balboa Park is Balboa Park Blue (Frazee # C2-12-2935). No other color background will be approved. Exceptions are required color for city regulation traffic signs. In most instances, the color for all type & graphics will be white. Exceptions are for maps and the historical landmark logo.

**Sign Pole Standard Color.** The color for the sign standards, which include the pole, base, brackets, horizontal pipe & the cap, is Balboa Park Blue. (Frazee #C2-12-2935).

The sign standards in the Prado area of the park will be a bronze green (Frazee #6125N) based on the writings of Carlton Monroe Winslow Architecture & Gardens-San Diego Exposition 1915.

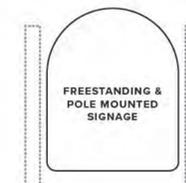


### Sign Format & Colors

Balboa Park sign System Consists of two basic shapes.

#### The Classic Arch

60° oval shape on top of a rectangle with radius lower corners. Approved size variations of this basic shape are possible.



#### The Oval

30° oval in 3 basic sizes. See Figure 14. Approved size variations of this basic shape are possible.



Traffic Sign Shapes will be the approved city regulation shapes.

#### The Color

All signs within Balboa Park shall have a background color of **Matthews Paint MP20189 Cointhian Bronze Metallic**, with changing district colors at the base of select sign types. No other background will be approved. Exceptions are required color for city regulation traffic signs. In most instances the color for all type and graphics will be white **Avery Dennison 900 Supercast Opaque Film SC 900-101-O**. Exceptions are for maps and the historical landmark logo. In addition all walking times shall be displayed in **Avery Dennison 900 Supercast Opaque Film Sandstone SC 900-965-O**.



**MP20189**  
Cointhian Bronze  
Metallic

Avery Dennison  
900 Supercast  
Opaque Film  
**Sandstone**  
**SC 900-965-O**  
**SC9265O**

Avery Dennison  
900 Supercast  
Opaque Film  
**White**  
**SC 900-101-O**  
**SC9001O**

#### Sign Pole Standard Color

The color for the sign standards which include the pole, base, brackets, horizontal pipe and the cape, is **Matthews Paint MP20189 Cointhian Bronze Metallic**.



### BALBOA PARK TYPE STYLE - OPTIMA (Letraset Weights)

#### Optima Uses:

All subheadings on Location/Building signs, Pedestrian Orientation Signs, and Parking Lot Signs. Collateral and printed material body copy.

abcdefghijklmnopqrstuvwxy  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890 ß &!£\$(,;:)

#### Optima Medium Uses:

All headings on all directional signs, Pedestrian Orientation Signs, Traffic Signs, Parking Lot Signs, and Location/Building ID Signs. Headings on all collateral and printed material.

abcdefghijklmnopqrstuvwxy  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890 ß &!£\$(,;:)

#### Optima Bold Uses:

"Balboa Park" in logo only.  
 Some headings in collateral and printed material.  
 Some building signs where self-standing letters are used.

abcdefghijklmnopqrstuvwxy  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890 ß &!£\$(,;:)

Balboa Park Type **Style**

Fig. 18

### Balboa Park Type Style - Christiana

Christiana was designed for Berthold in 1991 by Gudrun Zapf-von Hesse. Its varied stroke weights and angled endings give this typeface an elegant, hand-lettered impression. It is similar in form and inspiration as Optima, but is bit more humanistic and is easier to read on signage due to its many weights and strokes.

#### Christiana Regular

All subheadings on location / building signs, Pedestrian Orientation Signs, and Parking Lot Signs. Collateral and printed material body copy.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxy  
 0123456789

#### Christiana Italic

To be used for walking times on select sign types as a subhead to the destination on Directional Signs. Pedestrian Orientation Signs, Pedestrian Directory / Directional signs, and Pedestrian Flag Signage.

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxy*  
*0123456789*

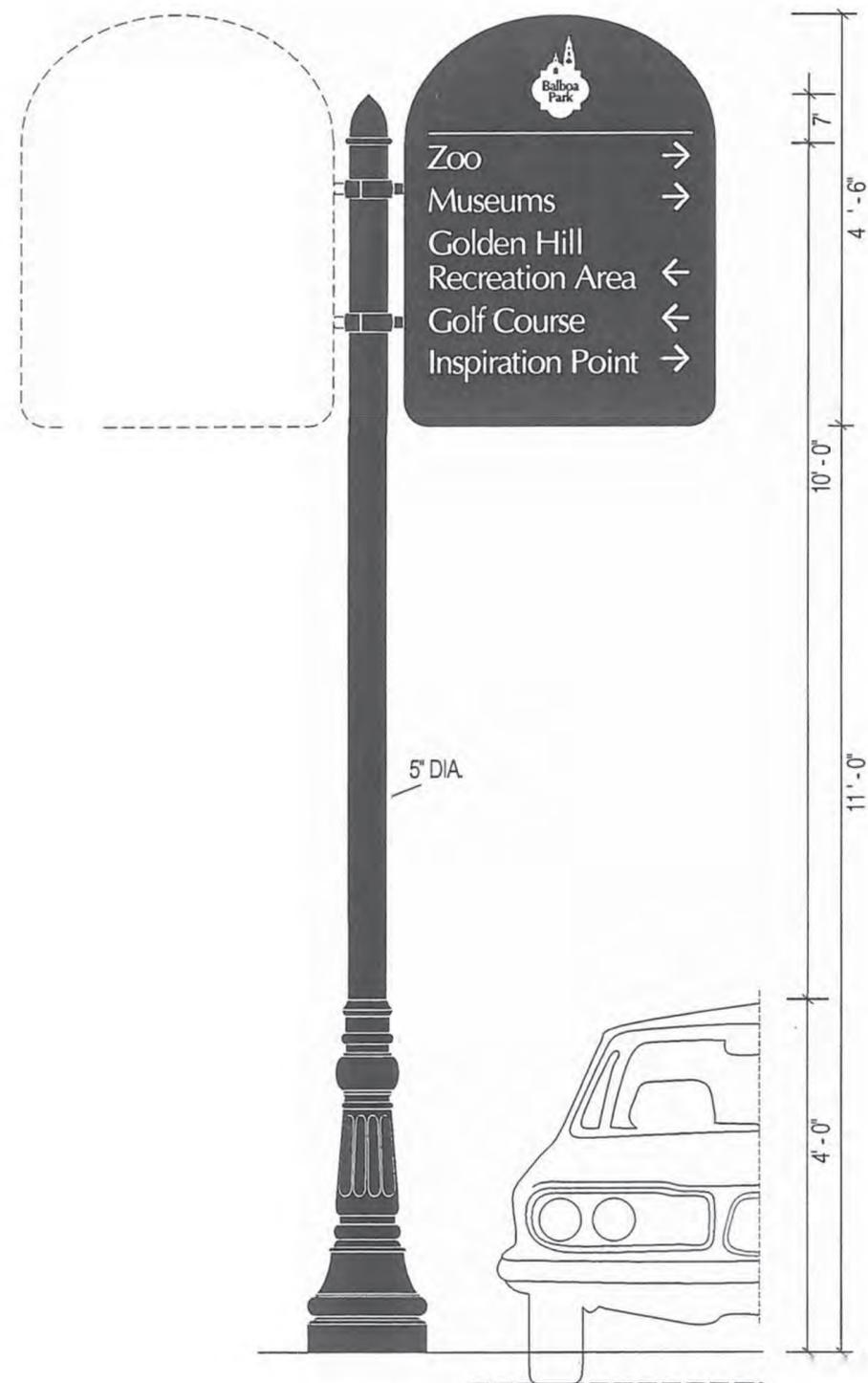
#### Christiana Medium

All headings on directional signs. Pedestrian Orientation Signs, Traffic Signs, Parking Lot Signs and Location / Building ID Signs. Headings on all collateral and printed material.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxy  
 0123456789

Fig. 18  
 Balboa Park Type Style



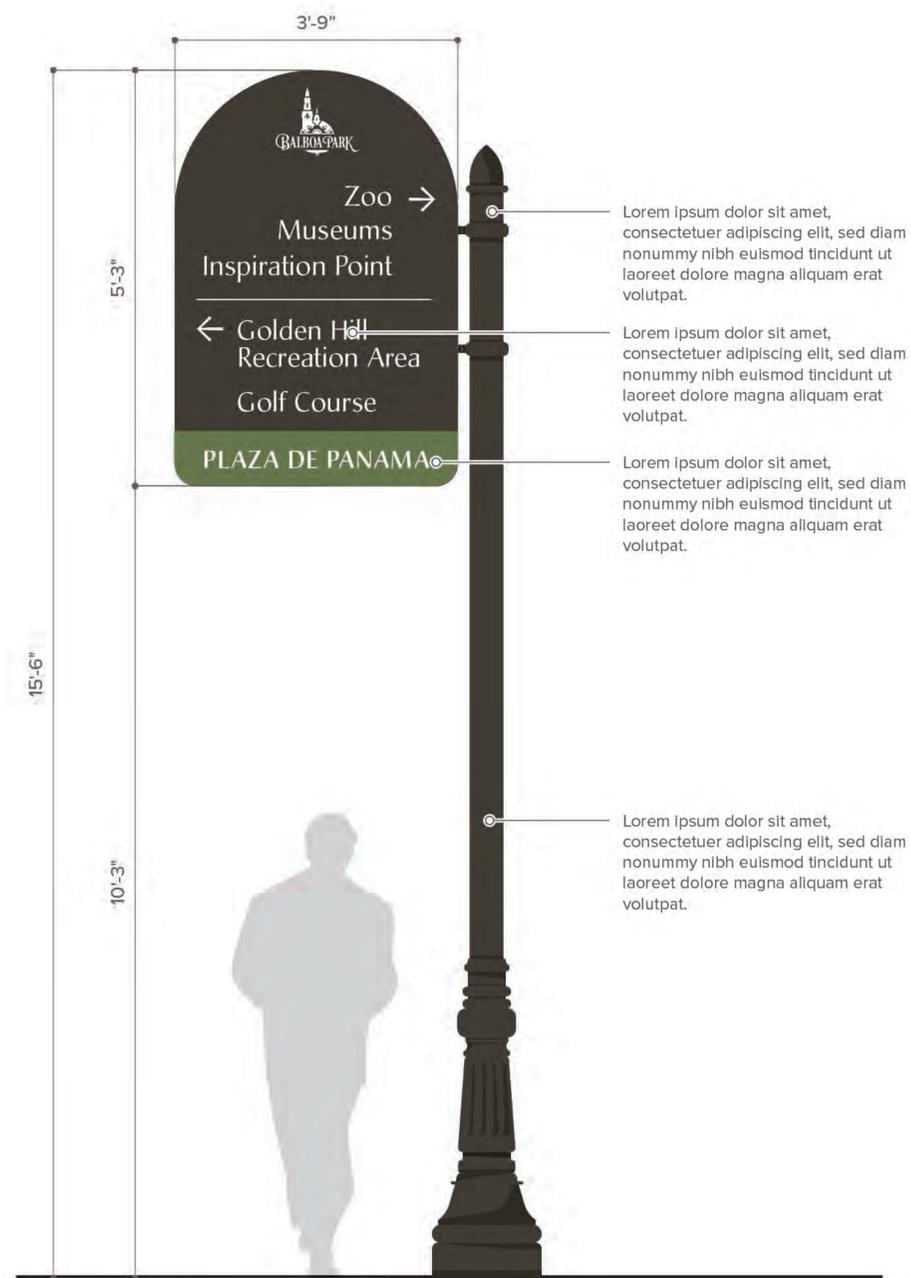


Auto Traffic Directional~

Fig. 9

### Auto Traffic Directional

The following auto traffic directional is to be used throughout the park to guide guests to different districts, museums / destinations and to parking. They are to be located at key nodes or decision making points and be limited to a total of 5 destinations.



Front Elevation  
Scale : 1/2"=1'

Fig. 9  
Auto Traffic Directional



# THE TRUE DEFINITION OF SYNERGY

Synergy is defined as the interaction or cooperation of two or more to produce a combined outcome greater than the sum of their separate parts.

It is with all of your help, and the help of everyone involved, we have been able to create something far greater than we could have ever done on our own.

“

COMING TOGETHER IS A BEGINNING;  
KEEPING TOGETHER IS PROGRESS;  
WORKING TOGETHER IS SUCCESS.

”

HENRY FORD



# THANK YOU

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