Public Workshop: Mission Bay Signage

01 Welcome & Introduction of Speakers
02 Purpose of the Meeting
03 Signage Concepts Presentation
04 Public Input
Team Introduction

City of San Diego Public Works Dept.
James Arnhart, Tyler Farmer

Dudek
Matthew Valerio, Todd Anderson, Andrew Talbert

Aqua Community Relations Group
Paula Roberts and team
Purpose of the Workshop

Education:

- Overall project and team activities
- Effort to increase visibility of Mission Bay Park as a regional resource, with many smaller “Parks within a Park”
- Elements of successful redesign of existing park signage
02 Purpose of the Workshop

Obtain public opinion:
- Provide exhibits illustrating new sign concepts
- Gather information about participant preferences

Share results:
- Visual voting illustrates preferences
- Follow-up comments summary will be emailed to participants
Purpose of the Workshop

**Context:** City and consultant team is preparing Mission Bay Program Environmental Impact Report (PEIR) & Preliminary Engineering Reports

Signage is considered under Mission Bay Charter Priority 5, Subset d: *monument signage and landscaping.*
Public Input is ongoing.

- Periodic workshops will help shape the Mission Bay Program Environmental Impact Report (PEIR) & Preliminary Engineering Reports.
Mission Bay Signage Update

- Existing wayfinding signage was designed and installed over three decades ago
Mission Bay Signage Update

- Dudek used Geographic Information System (GIS) photo capture to take a “visual inventory” of the existing wayfinding signs around Mission Bay.
Dudek used Geographic Information System (GIS) photo capture to take a “visual inventory” of the existing wayfinding signs around Mission Bay.

This tool will allow us to assess the content and placement of the proposed new signage to make the wayfinding program as efficient and effective as possible.

Mission Bay sign locations
Mission Bay Signage Update

Mission Bay PEIR Photo Tour
Dudek Information Management

Welcome sign, Sign W6, map 5, facing north

- Playsa Pacifica boat ramp
- Mission Bay RV Resort/golf course
- Welcome sign
- Golf course sign/boat and ski club 1
- Golf course sign/boat and ski club 2
- Mission Bay RV park
- De Anna Cove parking lot
- Parking lot entry signs
- De Arta Cove boat launch 1
- De Arta
Mission Bay Signage Update

The City would like to update the signage and consider a new look for Mission Bay

Goals:

- Increase visibility of Mission Bay Park as a regional resource for residents and visitors
- Improve visitor orientation with the Park through the use of upgraded signage and new directories
- Improve traffic circulation and visitor safety
Mission Bay Signage Update

- The Master Plan document identifies Mission Bay as being a series of “Parks within a Park”

Using this concept as a guide, the team developed a color-coded approach to the signage concepts, and identified distinct park districts to help orient visitors to their location within the park.
12 color-coded park districts
“Parks within a Park”

- West Mission Bay
- Sail Bay
- Vacation Island
- Quivira Basin
- Robb Field/Dusty Rhodes Park
- Fiesta Island
- Crown Point
- De Anza
- Rose Creek
- South Shores
- South Shores
- East Mission Bay

sandiego.gov
Mission Bay Signage Update

- Two signage concepts have been developed to present to the public for input.

Design Considerations:

- Enhance the image of Mission Bay as a world-class aquatic park accessible to all
- Create a unified theme throughout the Park
- Durability/maintenance of sign materials
Sign System Concept A

LOGO & TYPE TREATMENT

MISSION BAY
CITY PARK & AQUATIC PLAYGROUND

Entryway Monument
Walkway Directory/Interpretive Sign Panel
Roadway Directional Signage
Large Format Information Panel
Small Format Information Panels
Sign System Concept B

LOGO & TYPE TREATMENT

MISSION BAY
CITY PARK AND AQUATIC PLAYGROUND

Entryway Monument
Walkway Directory/Interpretive Sign Panel
Roadway Directional Signage
Large Format Information Panel
Small Format Information Panel
Public Input

View displays and indicate preference:

1. Review both concepts and their unique features
2. Use dot sticker to vote for overall favorite
3. Comment on individual features via comment sheets
Comment sheets:

Indicate support or opposition for using color coding to identify distinct park districts as “Parks within a Park”

- Identify preferred concept features
- Provide written comments or suggestions
Results:

- Voting results
- Comments?
Wrap Up:

- Summary of workshop comments will be emailed to participants
- Next steps in signage development
- More public meetings regarding components of the Mission Bay Parks Improvements Program and associated EIR will be noticed as they approach
Thank You!

We appreciate your participation and input!