



Mission Bay Park Improvement Fund Oversight Committee  
MB PEIR – Mission Bay Signage Workshop

# Mission Bay PEIR Wayfinding Signage Workshop

# Public Workshop: Mission Bay Signage

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

01

## 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

## 02

## 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

## 02

## 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.*

02

## Purpose of the Workshop

Public Input is ongoing.

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



## 03

## Mission Bay Signage Update

- Existing wayfinding signage was designed and installed over three decades ago





03

## 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.

## 03

## 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.
- 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](#)

03

# Mission Bay Signage Update

## Mission Bay PEIR Photo Tour

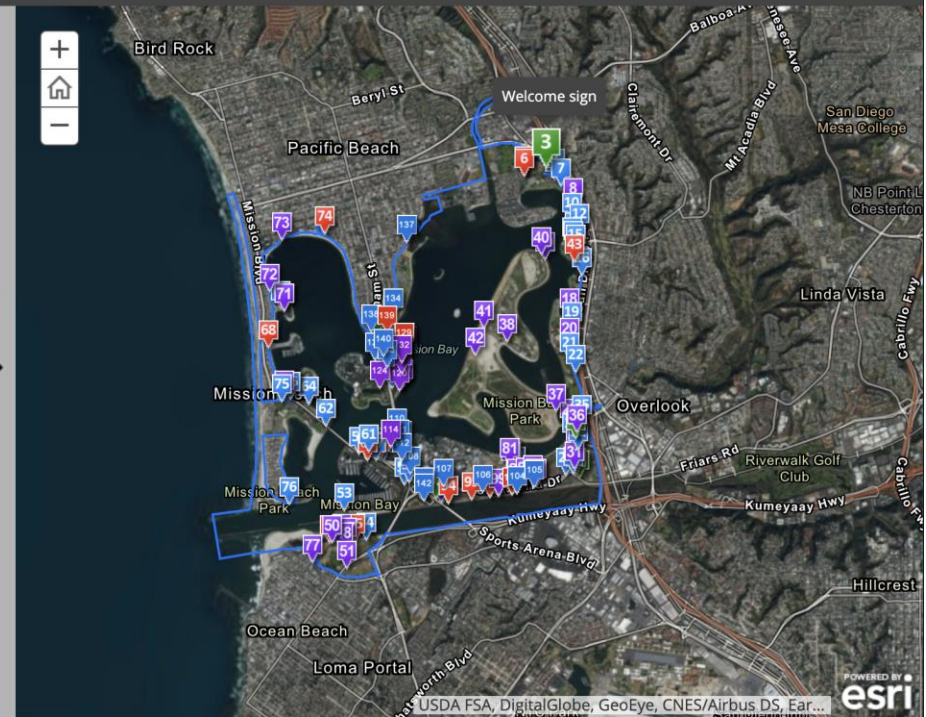
Dudek Information Management

Edit x A Story Map



Welcome sign

Sign W6, map 5, facing north



< Playa 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 Anna Cove boat launch 1



De Anna Cove boat launch 2

## 03

# 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

## 03

## 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.





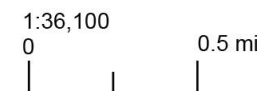
# Mission Bay Park Improvement Fund Oversight Committee

## MB PEIR – Mission Bay Signage Workshop

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
- East Mission Bay
- River Park



## 03

## 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





# Sign System Concept B

## LOGO & TYPE TREATMENT

**MISSION BAY**  
CITY PARK AND AQUATIC PLAYGROUND



04

## 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



04

## Public Input

### 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

04

## Public Input

### Results:

- Voting results
- Comments?

## 04

# Public Input

## 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!**