

SAN YSIDRO COMMUNITY WAYFINDING

IN THE PORT OF ENTRY DISTRICT



Community Wayfinding: Supporting Active Transportation, Neighborhood Identity, and Revitalization.

PROJECT TEAM

Grant Administrator / Funding Source:

SANDAG

Project Lead:

- Bobby Mordenti, Urban Designer, City of San Diego
- Sara Osborn, Community Planner, City of San Diego

Project Landscape Architect:

Ty Sterns, Urban Corps of San Diego County

Project Contractor:

Daniel Perez, Urban Corps of San Diego County

PROJECT PURPOSE

Design and install wayfinding signs

- For pedestrians and bicyclists
- Within the Port of Entry District
- Located on city sidewalks
- Direct visitors & commuters to nearby destinations

WORKSHOP TWO: AGENDA

- Purpose
- Results from Workshop 1
- Community Exercises
- Next Steps

WORKSHOP ONE– January

- Identify Sign Locations
- Identify Destinations

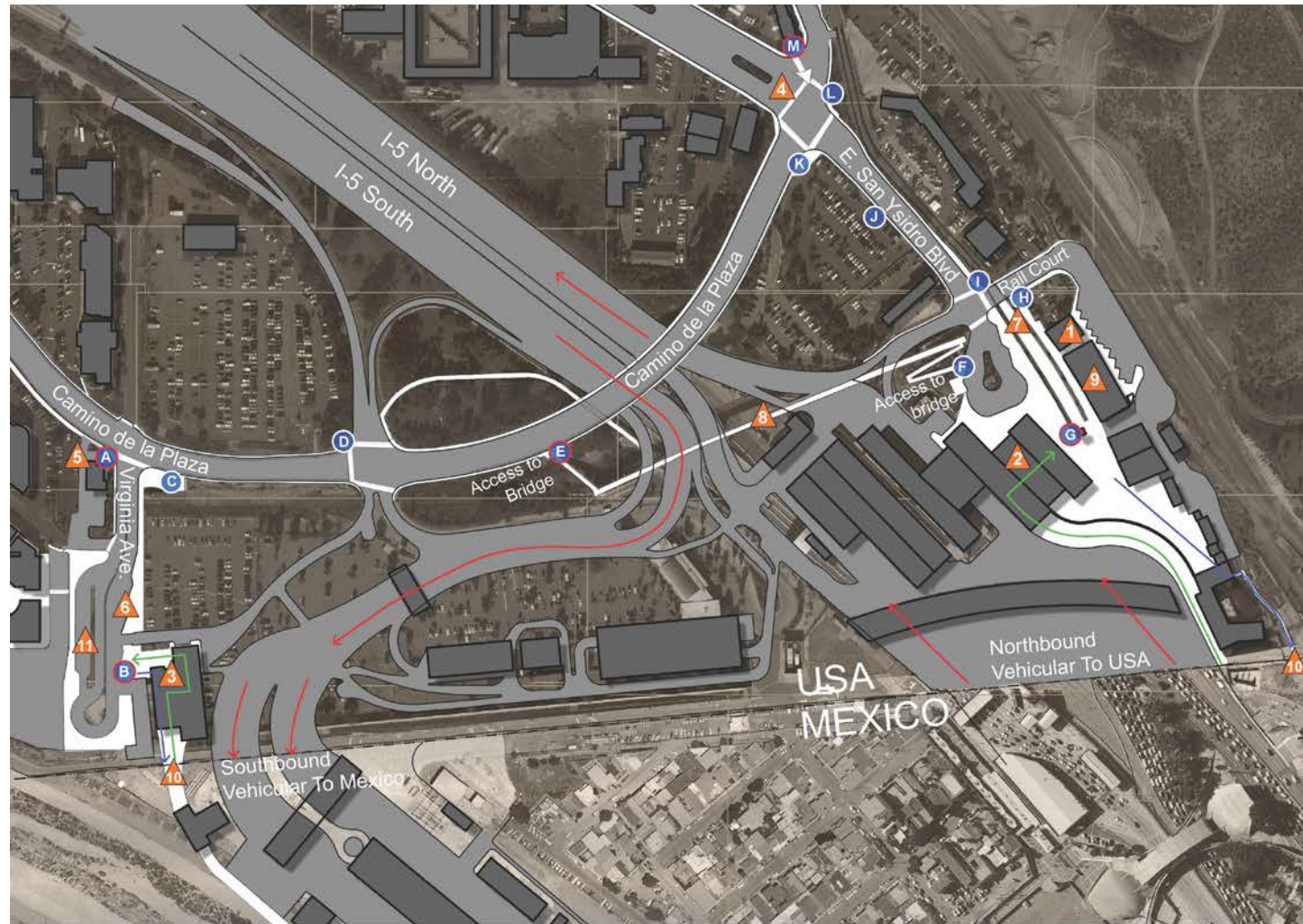
WORKSHOP TWO – February

- Finalize sign locations
- Finalize sign destinations and sign text
- Identify branding elements of signs

WORKSHOP THREE – March

- Review Final Design Drawings / Construction Plans
- Provide Sign Samples

Results from Workshop 1



PORT OF ENTRY, DESTINATIONS AND SIGNS

LEGEND

DESTINATIONS ON SIGNS

Symbol English, Spanish

1. Public Restroom, *Baño Público*
2. Main Pedestrian Building, *Principal Edificio Peatonal*
3. West Pedestrian Building, *Edificio Peatonal Oeste*
4. Border Village District, *Distrito de la Frontera*
5. Outlet Shopping, *Tiendas Outlet*
6. Virginia Ave. Transit Center, *Centro de Transito Avenida Virginia*
7. San Ysidro Transit Center, *Centro de Transito de San Ysidro*
8. Pedestrian Bridge, *Puente Peatonal*
9. San Ysidro Bus Terminal, *Terminal de Autobuses de San Ysidro*
10. Mexico, *México*
11. Passenger Pick Up / Drop off, *Ascenso/Descenso de Pasajeros*

SIGN LOCATIONS

Symbol Location of Sign and destinations posted on sign

- A. Camino de la Plaza and Virginia Ave.
Destinations: 3, 5, 6, 2
 - B. Virginia Ave.
Destinations: 2, 3, 5, 7, 8, 10, 11
 - C. Camino de la Plaza and Virginia Ave.
Destinations: 2, 3, 4, 5, 6, 7, 8, 9, 10
 - D. Camino de la Plaza at freeway offramp
Destinations: 2, 3, 4, 5, 6, 7, 8, 9
 - E. Camino de la Plaza and Pedestrian Bridge
Destinations: 2, 3, 4, 5, 6, 7, 8, 9
 - F. East San Ysidro Blvd and Pedestrian Bridge
Destinations: 1, 2, 3, 4, 5, 10
 - G. Main Pedestrian Building Exit
Destinations: 2, 3, 4, 5, 6, 7, 9, 10
 - H. East San Ysidro Blvd and Rail Court, NE Corner
Destinations: 1, 2, 3, 4, 8, 9, 10
 - I. East San Ysidro Blvd and Rail Court, SW Corner
Destinations: 2, 4, 8, 9
 - J. East San Ysidro Blvd Mid-Block
Destinations: 2, 3, 4, 7, 10
 - K. Camino de la Plaza and E. San Ysidro Blvd. SW Corner
Destinations: 2, 3, 4, 5, 6, 7, 9, 10
 - L. Camino de la Plaza and E. San Ysidro Blvd. SE Corner
Destinations: 2, 3, 4, 5, 6, 7, 10
 - M. East San Ysidro Blvd. and Camino de la Plaza
Destinations: 2, 3, 4
- DESTINATION SIGNAGE
Highlighted signs to have a destination panel

BORDER CROSSING TRAFFIC (FUTURE)

Symbol Description

- ← Pedestrian - Northbound, Enter USA
- Pedestrian - Southbound, Exit USA
- Vehicular - North and South

Results from Workshop 1

SIGN LOCATIONS AND POSTED DESTINATIONS

Date: 02/23/17

Project: San Ysidro Wayfinding

A. Camino de la Plaza and Virginia Ave.

- Main Pedestrian Building
- West Pedestrian Building
- Outlet Shopping
- Virginia Ave. Transit Center

B. Virginia Ave.

- Main Pedestrian Building
- West Pedestrian Building
- Outlet Shopping
- San Ysidro Transit Center
- Pedestrian Bridge
- Mexico
- Passenger Pick Up / Drop Off

C. Camino de la Plaza and Virginia Ave.

- Main Pedestrian Building
- West Pedestrian Building
- Border Village District
- Outlet Shopping
- Virginia Ave. Transit Center
- San Ysidro Transit Center
- Pedestrian Bridge
- San Ysidro Bus Terminal
- Mexico

D. Camino de la Plaza at freeway offramp

- Main Pedestrian Building
- West Pedestrian Building
- Border Village District
- Outlet Shopping
- Virginia Ave. Transit Center
- San Ysidro Transit Center
- Pedestrian Bridge
- San Ysidro Bus Terminal

G. Main Pedestrian Building Exit

- Main Pedestrian Building
- West Pedestrian Building
- Border Village District
- Outlet Shopping
- Virginia Ave. Transit Center
- San Ysidro Transit Center
- San Ysidro Bus Terminal
- Mexico

H. East San Ysidro Blvd and Rail Court, NE Corner

- Public Restroom
- Main Pedestrian Building
- West Pedestrian Building
- Border Village District
- Pedestrian Bridge
- San Ysidro Bus Terminal
- Mexico

I. East San Ysidro Blvd and Rail Court, SW Corner

- Main Pedestrian Building
- Border Village District
- Pedestrian Bridge
- San Ysidro Bus Terminal

J. E. San Ysidro Blvd Mid-Block

- Main Pedestrian Building
- West Pedestrian Building
- Border Village District
- San Ysidro Transit Center
- Mexico

K. Camino de la Plaza and E. San Ysidro Blvd. SW Corner

- Main Pedestrian Building
- West Pedestrian Building
- Border Village District
- Outlet Shopping
- Virginia Ave. Transit Center
- San Ysidro Transit Center
- San Ysidro Bus Terminal
- Mexico

L. Camino de la Plaza and E. San Ysidro Blvd. SE Corner

- Main Pedestrian Building
- West Pedestrian Building
- Border Village District
- Outlet Shopping
- Virginia Ave. Transit Center
- San Ysidro Transit Center
- Mexico

M. East San Ysidro Blvd. and Camino de la Plaza

- Main Pedestrian Building
- West Pedestrian Building
- Border Village District

Sign Locations and Destinations

A. Camino de la Plaza and Virginia Ave.

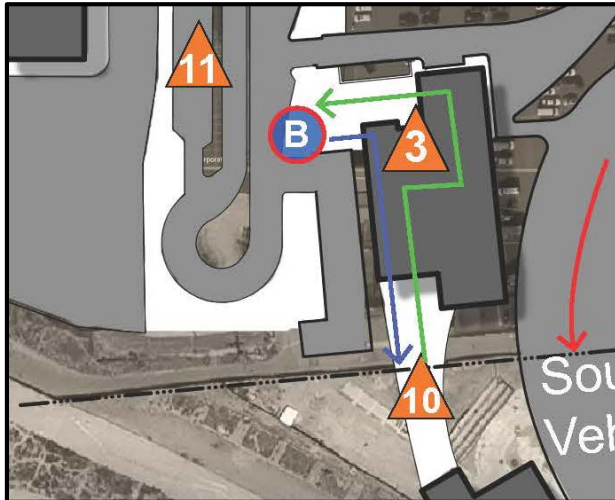
- Main Pedestrian Building
- West Pedestrian Building
- Outlet Shopping
- Virginia Ave. Transit Center



Sign Locations and Destinations

B. Virginia Ave.

- Main Pedestrian Building
- West Pedestrian Building
- Outlet Shopping
- San Ysidro Transit Center
- Pedestrian Bridge
- Mexico
- Passenger Pick Up / Drop Off



Sign Locations and Destinations

C. Camino de la Plaza and Virginia Ave.

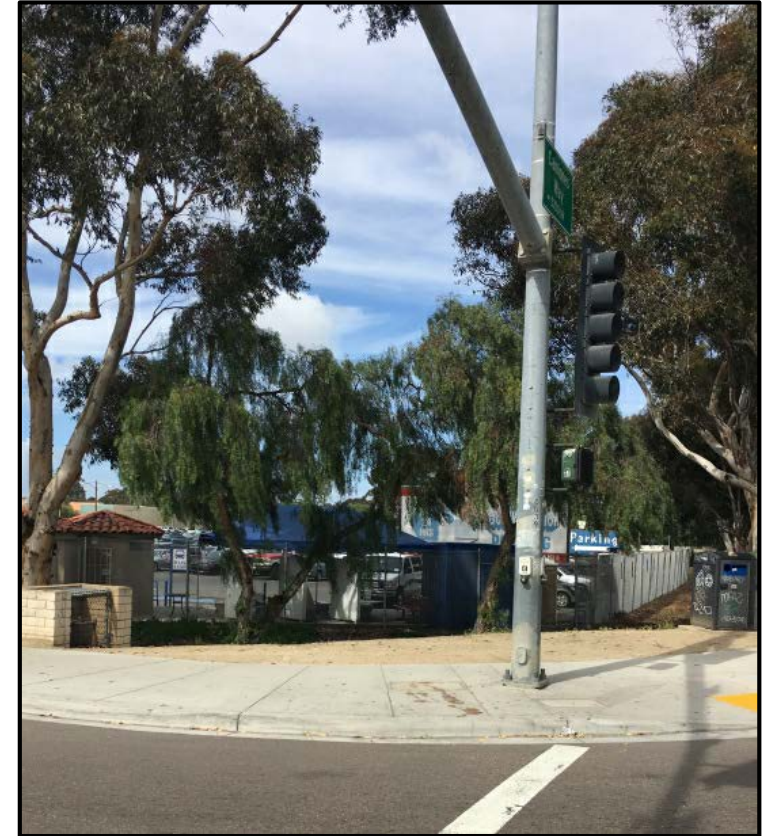
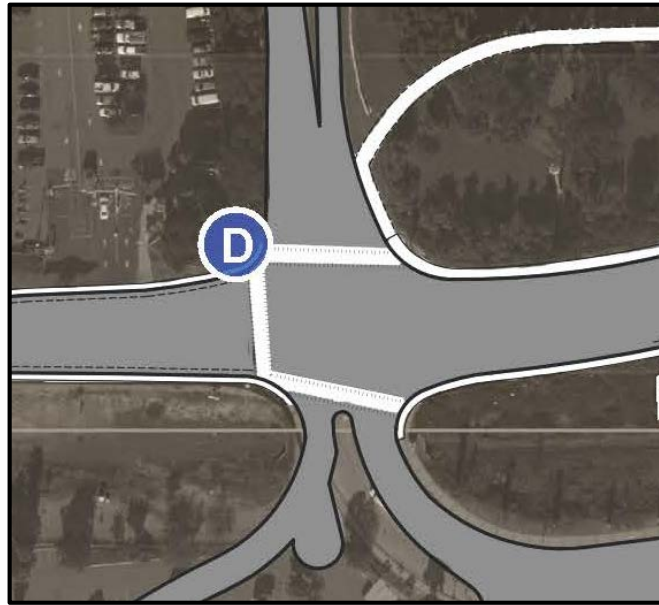
- Main Pedestrian Building
- West Pedestrian Building
- Border Village District
- Outlet Shopping
- Virginia Ave. Transit Center
- San Ysidro Transit Center
- Pedestrian Bridge
- San Ysidro Bus Terminal
- Mexico



Sign Locations and Destinations

D. Camino de la Plaza at freeway off ramp

- Main Pedestrian Building
- West Pedestrian Building
- Border Village District
- Outlet Shopping
- Virginia Ave. Transit Center
- San Ysidro Transit Center
- Pedestrian Bridge
- San Ysidro Bus Terminal



Sign Locations and Destinations

E. Camino de la Plaza and Pedestrian Bridge

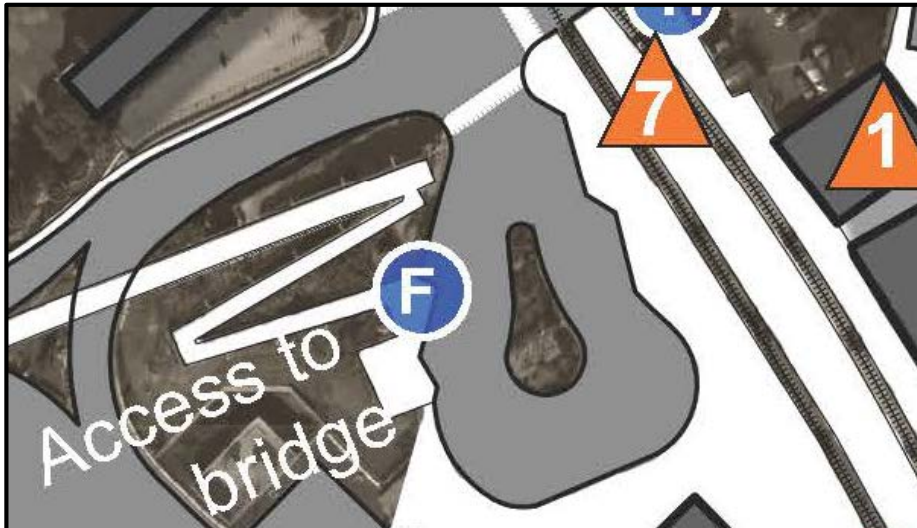
- Main Pedestrian Building
- West Pedestrian Building
- Border Village District
- Outlet Shopping
- Virginia Ave. Transit Center
- San Ysidro Transit Center
- Pedestrian Bridge
- San Ysidro Bus Terminal



Sign Locations and Destinations

F. East San Ysidro Blvd. and Pedestrian Bridge

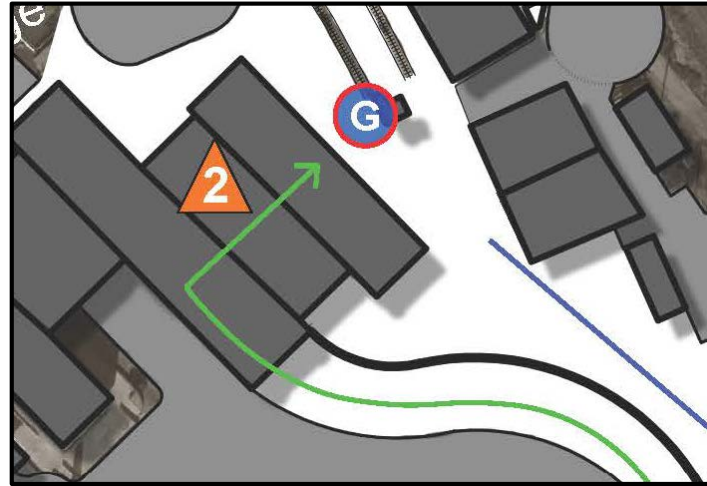
- Public Restroom
- Main Pedestrian Building
- West Pedestrian Building
- Border Village District
- Outlet Shopping
- Mexico



Sign Locations and Destinations

G. Main Pedestrian Building Exit

- Main Pedestrian Building
- West Pedestrian Building
- Border Village District
- Outlet Shopping
- Virginia Ave. Transit Center
- San Ysidro Transit Center
- San Ysidro Bus Terminal
- Mexico



Sign Locations and Destinations

H. East San Ysidro Blvd and Rail Court, NE Corner

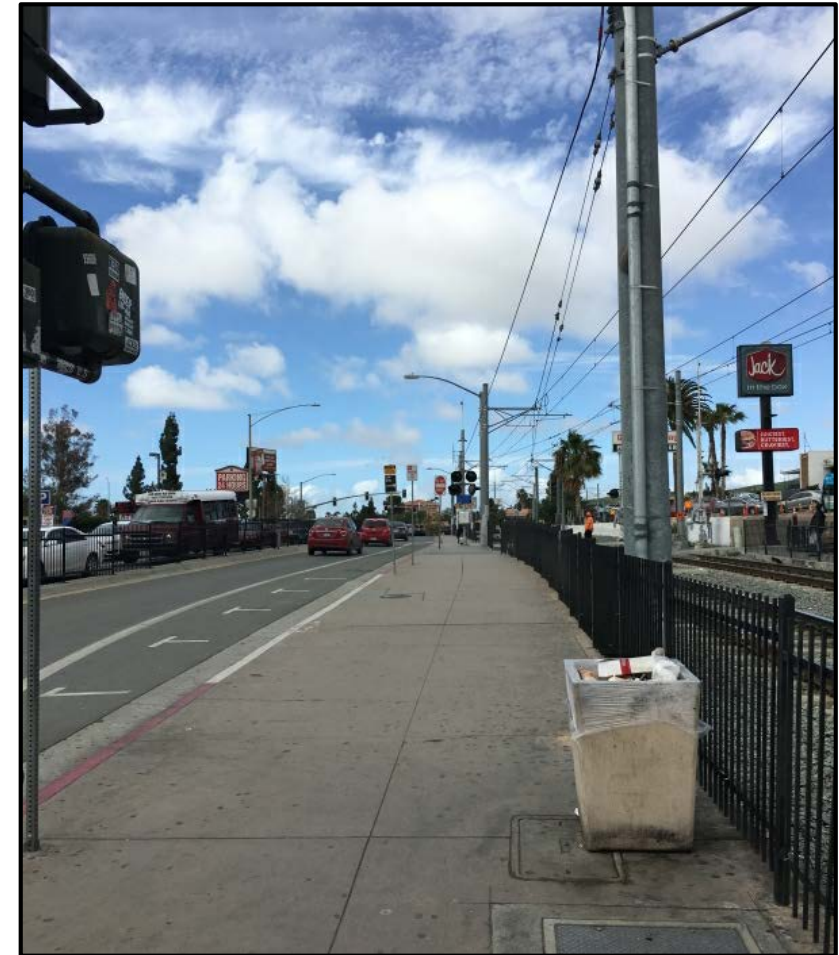
- Public Restroom
- Main Pedestrian Building
- West Pedestrian Building
- Border Village District
- Pedestrian Bridge
- San Ysidro Bus Terminal
- Mexico



Sign Locations and Destinations

I. East San Ysidro Blvd and Rail Court, SW Corner

- Main Pedestrian Building
- Border Village District
- Pedestrian Bridge
- San Ysidro Bus Terminal



Sign Locations and Destinations

J. E. San Ysidro Blvd Mid-Block

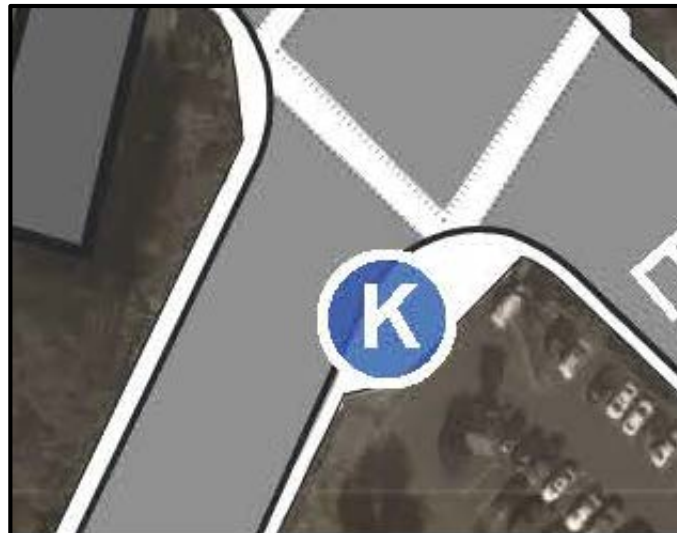
- Main Pedestrian Building
- West Pedestrian Building
- Border Village District
- San Ysidro Transit Center
- Mexico



Sign Locations and Destinations

K. Camino de la Plaza and E. San Ysidro Blvd. SW Corner

- Main Pedestrian Building
- West Pedestrian Building
- Border Village District
- Outlet Shopping
- Virginia Ave. Transit Center
- San Ysidro Transit Center
- San Ysidro Bus Terminal
- Mexico



Sign Locations and Destinations

L. Camino de la Plaza and E. San Ysidro Blvd. SE Corner

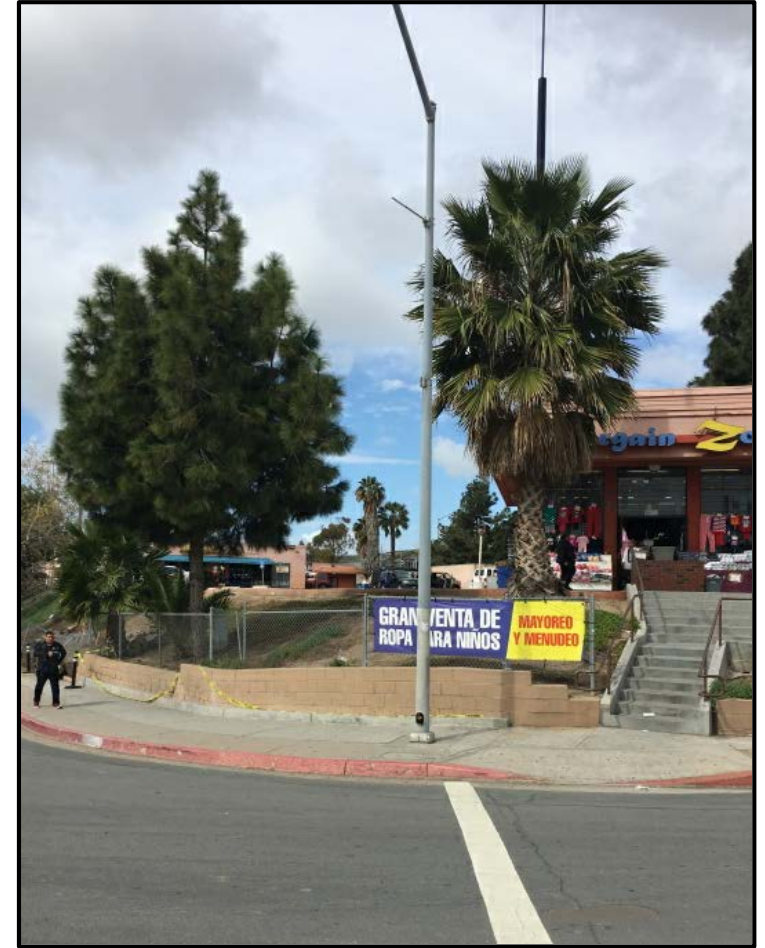
- Main Pedestrian Building
- West Pedestrian Building
- Border Village District
- Outlet Shopping
- Virginia Ave. Transit Center
- San Ysidro Transit Center
- Mexico



Sign Locations and Destinations











M. East San Ysidro Blvd. and Camino de la Plaza











- Main Pedestrian Building
- West Pedestrian Building
- Border Village District



Community Exercise 1- Sign Logo and Branding

Part 1-

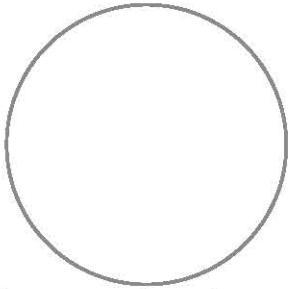
| ICONS WITH PROPOSED COLORS | | |
|---|--------------------------------|----------|
| COLUMN A | | COLUMN B |
|  | MTS Bus | |
|  | Trolley | |
|  | Taxi | |
|  | San Ysidro Bus Terminal | |
|  | Passenger Pick Up/ Drop off | |
|  | Pedicab | |
|  | Pedestrian Bridge | |
|  | Port of Entry | |
|  | Outlet Shopping | |
|  | Public Restrooms | |

| ARROWS WITH PROPOSED COLORS | | |
|---|--------------------------------|----------|
| COLUMN A | | COLUMN B |
|  | San Ysidro Transit Center | |
|  | Virginia Ave. Transit Center | |
|  | Taxi | |
|  | San Ysidro Bus Terminal | |
|  | Passenger Pick Up/ Drop off | |
|  | Pedicab | |
|  | Pedestrian Bridge | |
|  | Port of Entry | |
|  | Outlet Shopping | |
|  | Public Restrooms | |

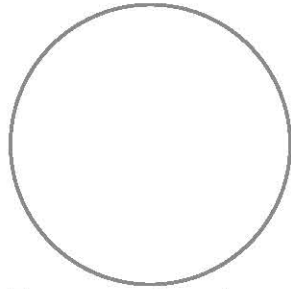
Community Exercise 1- Sign Logo and Branding

Part 2-

SAN YSIDRO COMMUNITY IDENTITY PROPOSED ICON / LOGO



Draw your logo here



Draw your logo here

Notes:

ICON / LOGO OPTIONS CREATED BY RSM DESIGN



Option 1



Option 2



Option 3



Option 4



Option 5



Option 6



Option 7

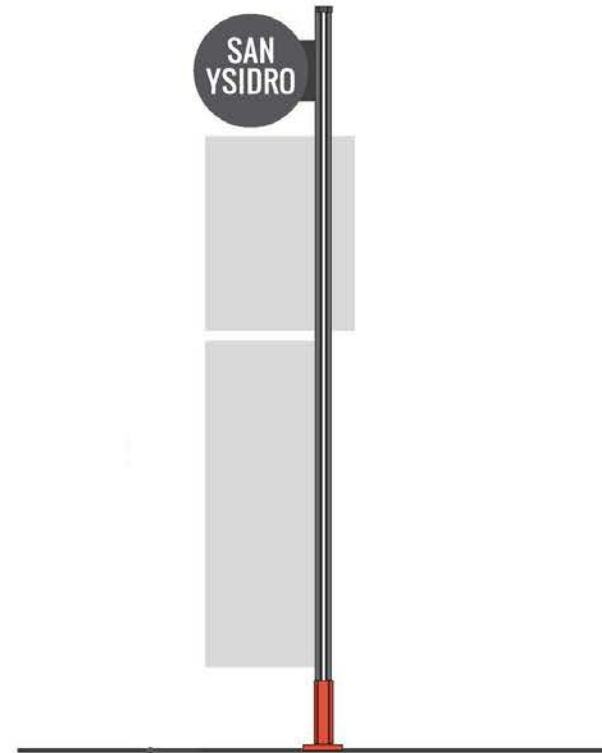


Option 8

Sign Branding Designs

San Ysidro Logo Placement

VARIATIONS



Sign Branding Designs

San Ysidro Destination Placement



PROJECT TIMELINE

- Planning and existing conditions: **September 2016- December 2016**
- Community Outreach: **January 2017- March 2017**
- Final Design and Fabrication: **April 2017- September 2017**
- Installation: **September 2017- December 2017**
- Completion: **December 2017**

PROJECT CONTACTS

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Access information and give more feedback on project at: www.UrbanCorpsSD.org