

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 THREE: AGENDA

- Purpose
- Community Exercises
- Next Steps

WORKSHOP ONE– January

- Identify Sign Locations ✓
- Identify Destinations ✓

WORKSHOP TWO – February

- Finalize sign locations ✓
- Finalize sign destinations and sign text ✓
- Start to identify branding elements of signs ✓

WORKSHOP THREE – March

- Identify branding elements of signs

San Ysidro Identity + Brand

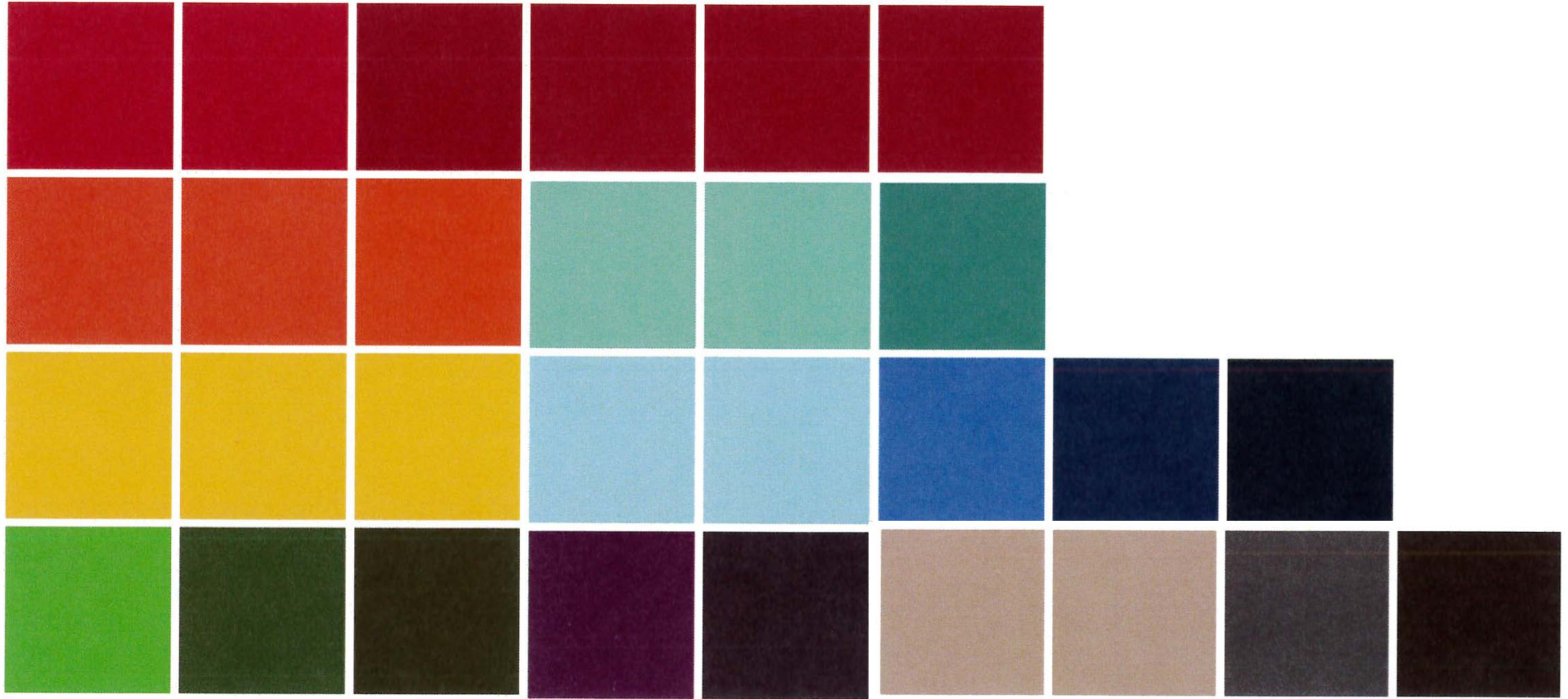
Why create an identity and brand for San Ysidro?

- Helps visitors to identify the community
- Creates a sense of place
- Emphasize the connectivity of the port

Branding Concepts



Visioning Session-Colors



Visioning Session-Key Words

CHEERFUL • TRADITIONAL • HERITAGE • OPEN • TILES OF LATIN AMERICA
COMFORTABLE • ARTISTIC • EARTH • TWO FLAGS • FRIENDLY • ROOTS
COMMUNITY ORIENTED • MEXICO • US • BRIGHT • COLORFUL • POTTERY • SKY
SOUTHWEST • STOP • CALM • LAND •
SEA • CONTRAST TO BRIGHT BUILDINGS
PASSIONATE • WELCOMING • VIBRANT
SOFT • FEMALE • COLORS OF SPAIN

Landmarks across the community



Signs across the community



Results from Workshop 2



Option 2

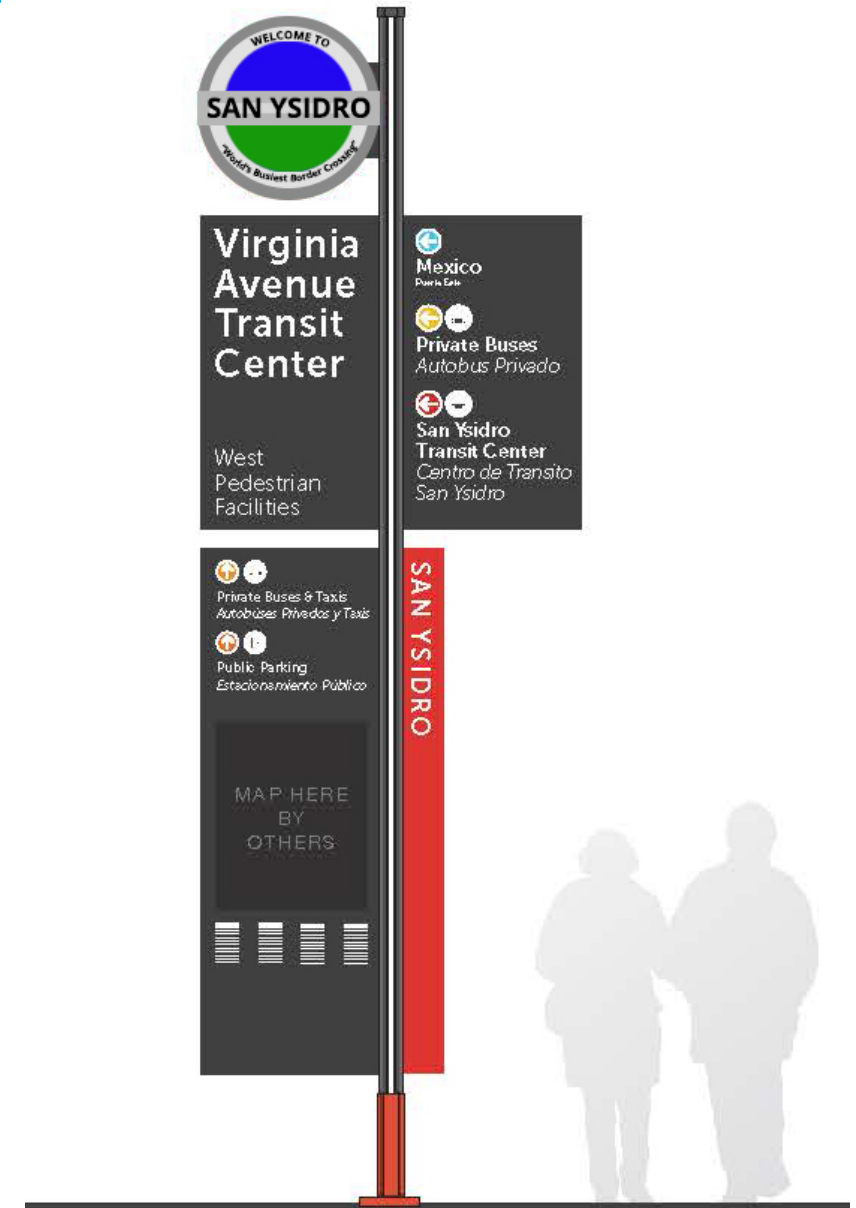


Option 5

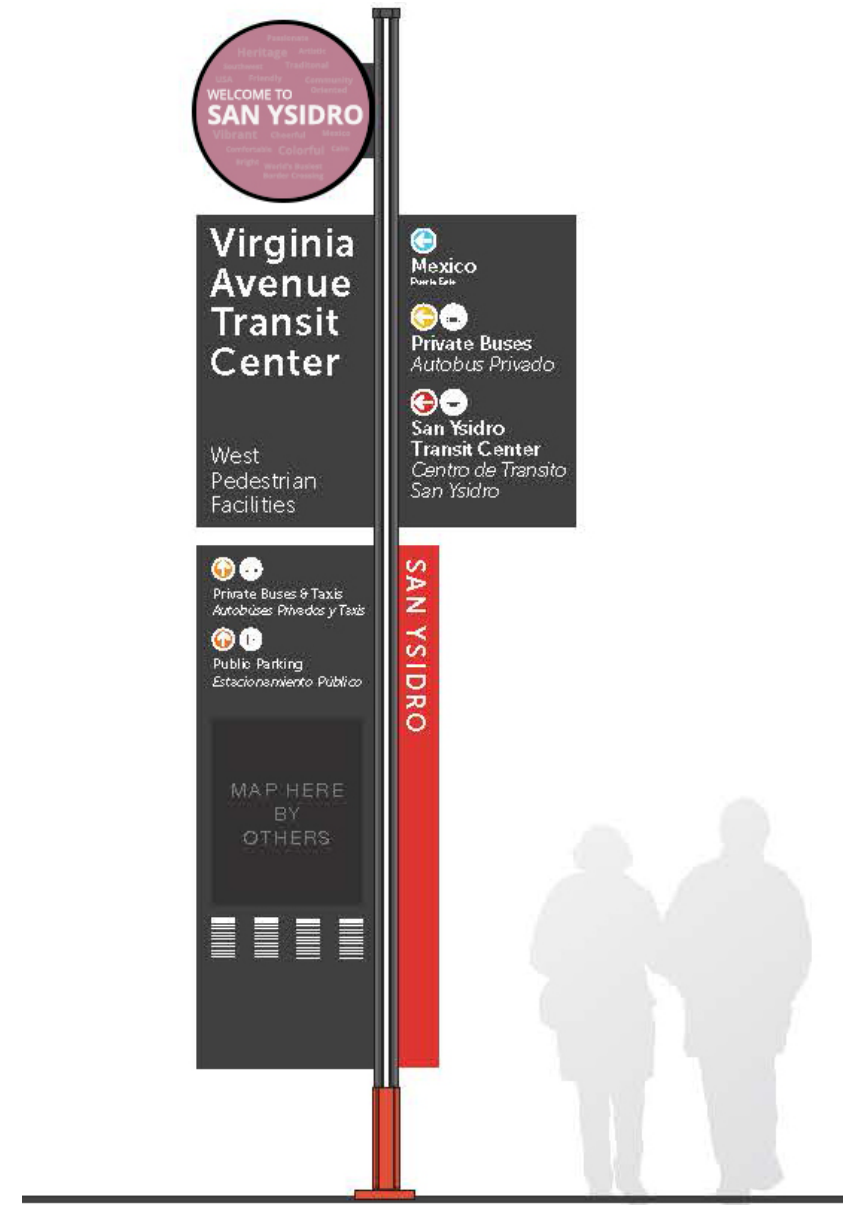


Option 6

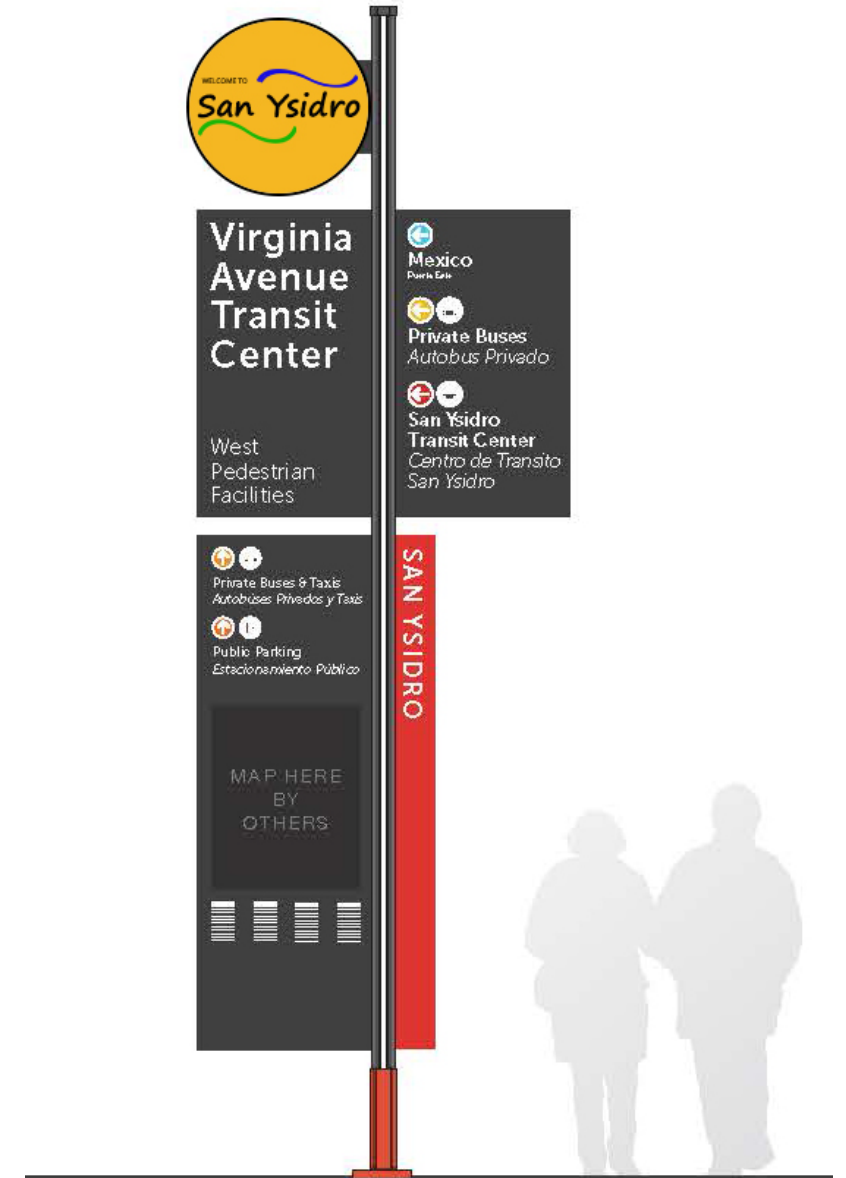
San Ysidro Identity + Branding Concept 1



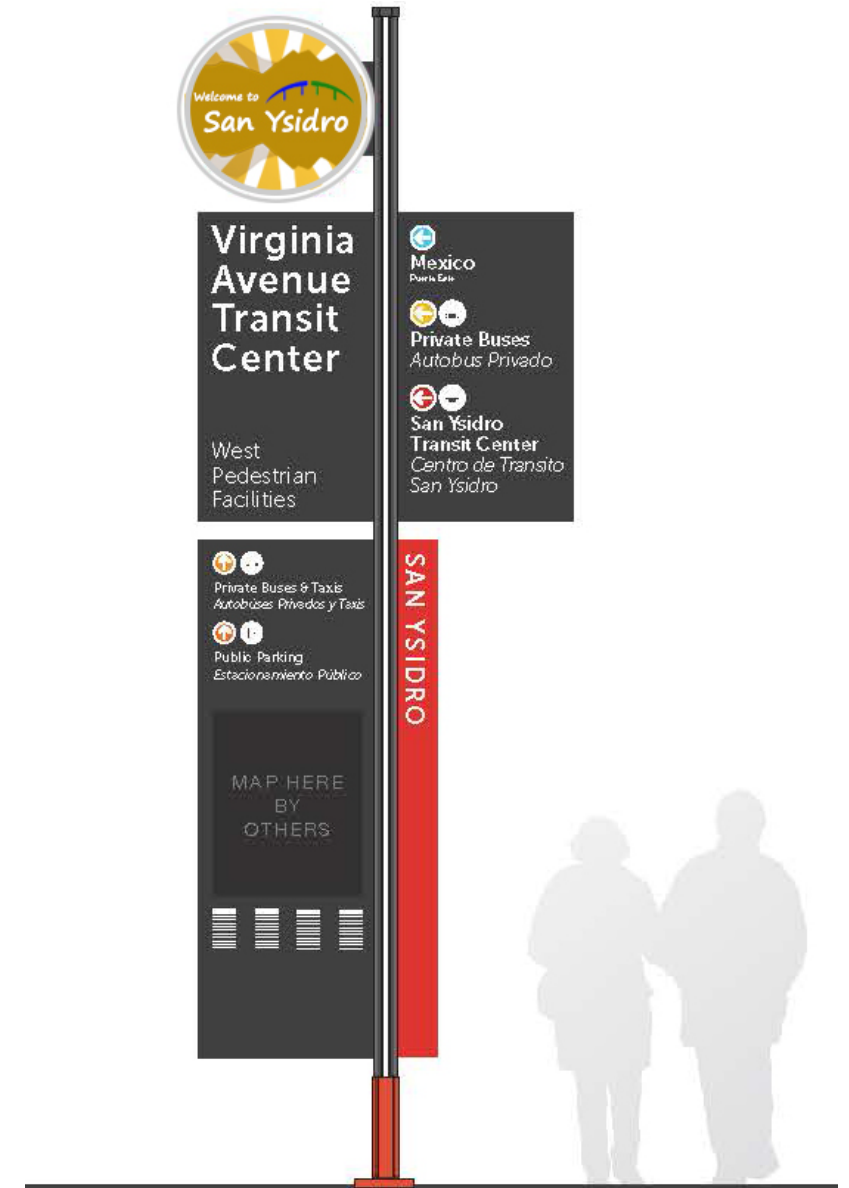
San Ysidro Identity + Branding Concept 2



San Ysidro Identity + Branding Concept 3



San Ysidro Identity + Branding Concept 4



Input and Discussion

Do these signs reflect the themes and ideas that we have come up with?

Next Steps

- **Finalize branding design**
- **Finalize sign proposals from vendors**
- **Start the permitting and application process with Development Services Department with the City of San Diego**

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

- Bobby Mordenti, Urban Designer, City of San Diego
Planning Department
BMordenti@sandiego.gov
(619) 446-5064
- Ty Sterns, Landscape Architect, Urban Corps of San Diego
Design Build Department
TSterns@urbancorps.org
619-235-6884

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