San Ysidro Wayfinding Signs
Project Summary

March 4th, 2019
Acknowledgements

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San Ysidro Wayfinding Signs

The San Ysidro Port of Entry is one of the busiest border crossings in the world, with over 8 million pedestrian and 21 million vehicle crossings per year. Transportation demand management strategies for the area are focused on accommodating a large volume of people, encouraging active transportation and public transit usage, and encouraging travelers to stay and explore the local area rather than quickly passing through.

Project Description

The project consists of the design and installation of bicycle and pedestrian wayfinding signs adjacent to the San Ysidro Port of Entry, providing a functional urban design element that highlights the importance of this valuable bi-national gateway.

City staff sought after and was awarded grant funding to allow for the implementation of the Community Plan’s vision for enhanced pedestrian and bicycle activity, and access to transit, as well as implementing the plan’s Urban Design Element goal of strengthening the community’s sense of place.

Coordination with other agencies as well as the local community not only made this project possible but brought the community’s vision into fruition in a tangible manner that directly awarded civic engagement.

Community Outreach

The initial concept and vision for the wayfinding signs emerged through the community plan update process where City staff utilized an extensive outreach program to engage local citizens and other interest groups. After adoption of the Community Plan, staff continued to engage with the community to assist with implementation of the plan.

After the Smart Growth Incentives Program grant was awarded by SANDAG to the City of San Diego, community outreach was conducted, including three public meetings, where input was gathered to identify site specific locations for the signs, determine appropriate sign typologies, refine design concepts, and to select community destinations to be included in these signs.
San Ysidro Wayfinding Signs

Interagency Coordination

The installation of the signs required coordination between City of San Diego and staff from CALTRANS, MTS and GSA, due to the different layers of jurisdiction that are inherent to San Ysidro as a border community. Urban Corps of San Diego staff was in charge of the permitting process for the installation of the signs.

Local Organizations Involvement

The San Ysidro Community Planning Group played a key role, including their participation in the visioning process of the San Ysidro Community Plan as well as providing input as part of the design process of the San Ysidro Wayfinding Signs project.

The San Ysidro Chamber of Commerce has agreed to the maintenance of these signs following their installation, and a Public Improvements Maintenance Agreement has been prepared and signed. Their role in the maintenance of these signs has been key to the implementation of this project.

Consultant/Contractor Team

The Urban Corps of San Diego was contracted by the City of San Diego for the design/build portion of the project. Urban Corps of San Diego worked collaboratively with the City the different stages of the project, including community outreach and design, and was responsible for permitting, construction management, and installation.

Urban Corps of San Diego is a non-profit conservation corps & charter school founded in 1989, providing San Diego youth ages 18-26 with a second-chance high school education and paid job training working on community projects. Youth who participate in the program had opportunities to learn construction skills through this project.

Stanford Sign and Awning Inc. was contracted as part of the project tasked with the manufacturing of the signs, including design and material selection. This local sign company provided quality services that helped this project come to fruition.
Community Plan Implementation

The San Ysidro Wayfinding Signs project implements the San Ysidro Community Plan (SYCP), which includes specific policy guidance about signs within the public right-of-way.

Unified Sign Program

4.11.1 Implement a unified sign program to help orient visitors through the community including gateways, directional, information, and directory signs. (SYCP)

Community Input

4.11.3 Solicit community input to assist in defining communitywide and neighborhood-specific character defining elements. (SYCP)

Unified Design Materials

4.11.2 Incorporate unified design materials and components to provide a consistent “brand,” “icon,” or “logo”; type fonts; colors; arrangement; and materials for the sign program. (SYCP)

Gateway Signs

4.11.4 Locate gateway signs at key entry points or intersections, within medians, or at the side of the street. (SYCP)
Sign Typologies

As part of the design process and community outreach the following 4 sign typologies were identified. Each sign’s design and location was established according to the their characteristics and purpose.

- **Gateway Sign**
  - 16’ high
  - Large vertical identity banner
  - Community logotype atop
  - Highlights community and district identity

- **Multi-Directional Sign**
  - 11’ high
  - Large vertical identity banner
  - Multiple directional information plates
  - Wayfinding Map

- **Destination Sign**
  - 16’ high
  - Large vertical identity banner
  - Community logotype atop
  - Multiple directional information plates
  - Wayfinding Map

- **Pedestrian Sign**
  - 2’ by 4’ plate
  - Attached to existing posts or fencing
Key Destinations

The San Ysidro Wayfinding Signs highlight key community destinations: key port-of-entry buildings, transit centers, institutional and recreational facilities and shopping centers.
Signs Location

The following map shows the installed signs location, in different colors based on their typology:
Sign #1

Destination Sign

Location
Virginia Avenue – East Sidewalk

Destinations
- Virginia Avenue Transit Center
- San Ysidro Transit Center
- Main Pedestrian Building
- Mexico
- Outlet Shopping
- Passenger Pick Up and Drop Off
Sign #2
Multi-Directional Sign

Location
Virginia Avenue – West Sidewalk

Destinations
- Virginia Avenue Transit Center
- San Ysidro Transit Center
- West Pedestrian Building
- Mexico
- Outlet Shopping
- Passenger Pick Up and Drop Off

*For Key Destinations Map see page 7
For Signs Location Map see page 8
Sign #3

Multi-Directional Sign

Location
Camino de la Plaza and Virginia Avenue

Destinations
- Virginia Avenue Transit Center
- West Pedestrian Building
- Pedestrian Bridge
- Outlet Shopping
- Border Village District

*For Key Destinations Map see page 7
For Signs Location Map see page 8
Sign #4
Multi-Directional Sign

Location
Camino de la Plaza and Camiones Way

Destinations
- West Pedestrian Building
- San Ysidro Transit Center
- Pedestrian Bridge
- San Ysidro Bus Terminal
- Main Pedestrian Building

*For Key Destinations Map see page 7
*For Signs Location Map see page 8
Sign #5
Destination Sign

Location
At pedestrian bridge entrance, on Camino de la Plaza

Destinations
- Pedestrian Bridge
- West Pedestrian Building
- Main Pedestrian Building
- San Ysidro Transit Center
- Virginia Avenue Transit Center
- Outlet Shopping

*For Key Destinations Map see page 7
For Signs Location Map see page 8
Sign #6a
Pedestrian Sign

Location
At the pedestrian bridge, directing pedestrians to key destinations at the Port of Entry

Destinations
- West Pedestrian Building
- Main Pedestrian Building
**Location**
At the pedestrian bridge, directing pedestrians to key destinations at the Port of Entry

**Destinations**
- Main Pedestrian Building
- West Pedestrian Building
Sign #7

Pedestrian Sign

Location
At the pedestrian bridge, directing pedestrians to key destinations at the Port of Entry

Destinations
- Main Pedestrian Building
- West Pedestrian Building
Sign #8
Pedestrian Sign

Location
At pedestrian bridge entrance, on East San Ysidro Boulevard

Destinations
- Main Pedestrian Building
- West Pedestrian Building

*For Key Destinations Map see page 7
For Signs Location Map see page 8
Sign #9
Multi-Directional Sign

Location
By the Port-of-Entry Main Pedestrian Building

Destinations
- San Ysidro Bus Terminal
- Border Village District
- San Ysidro Transit Center
- Passenger Pick Up / Drop Off
- West Pedestrian Building
- Outlet Shopping

*For Key Destinations Map see page 7
For Signs Location Map see page 8
Sign #10
Destination Sign

Location
By the San Ysidro Transit Center and the Port-of-Entry Main Pedestrian Building

Destinations
- Border Village District
- Outlet Shopping
- Pedestrian Bridge
- Virginia Avenue Transit Center
- San Ysidro Bus Terminal
- Passenger Pick Up / Drop Off
Sign #12
Directional Sign

Location
At East San Ysidro Boulevard and Rail Court

Destinations
- Border Village District
- San Ysidro Bus Terminal
Sign #13

Directional Sign

Location
East San Ysidro Boulevard, mid-block between Rail Court and East Beyer Boulevard

Destinations
- Main Pedestrian Building
- Border Village District
Sign #14
Multi-Directional Sign

Location
East San Ysidro Boulevard and Camino de la Plaza (southeast corner)

Destinations
- The Boulevard (San Ysidro Boulevard)
- Border Village District
- Main Pedestrian Building
- West Pedestrian Building
- Virginia Avenue Transit Center
- San Ysidro Transit Center
- San Ysidro Bus Terminal

*For Key Destinations Map see page 7
*For Signs Location Map see page 8
Sign #15
Gateway Sign

Location
East San Ysidro Boulevard and Camino de la Plaza (northeast corner)

Gateway Sign
This gateway sign identifies and highlights the San Ysidro’s Port-of-Entry district
**Sign #16**

**Directional Sign**

**Location**
East San Ysidro Boulevard and Camino de la Plaza (northwest corner)

**Destination**
- Border Village District
Sign #17
Gateway Sign

Location
East San Ysidro Boulevard and East Beyer Boulevard (northeast corner)

Gateway Sign
This gateway sign identifies and highlights the San Ysidro’s Port-of-Entry district.
Sign #18

Multi-Directional Sign

Location
East San Ysidro Boulevard, mid-block between East Beyer Boulevard and Border Village Road

Destinations
- San Ysidro Historic Village
- Public Library
- San Ysidro Civic Center
- Port of Entry District
- West Pedestrian Building

*For Key Destinations Map see page 7
For Signs Location Map see page 8
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