



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)



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)



Community Input

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



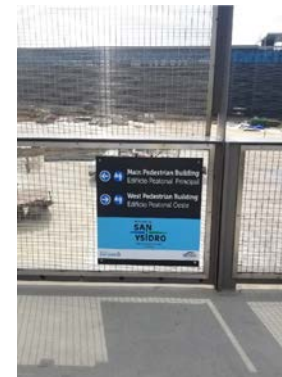
Destination Sign

- 16' high
- Large vertical identity banner
- Community logotype atop
- Multiple directional information plates
- Wayfinding Map



Multi-Directional Sign

- 11' high
- Large vertical identity banner
- Multiple directional information plates
- Wayfinding Map

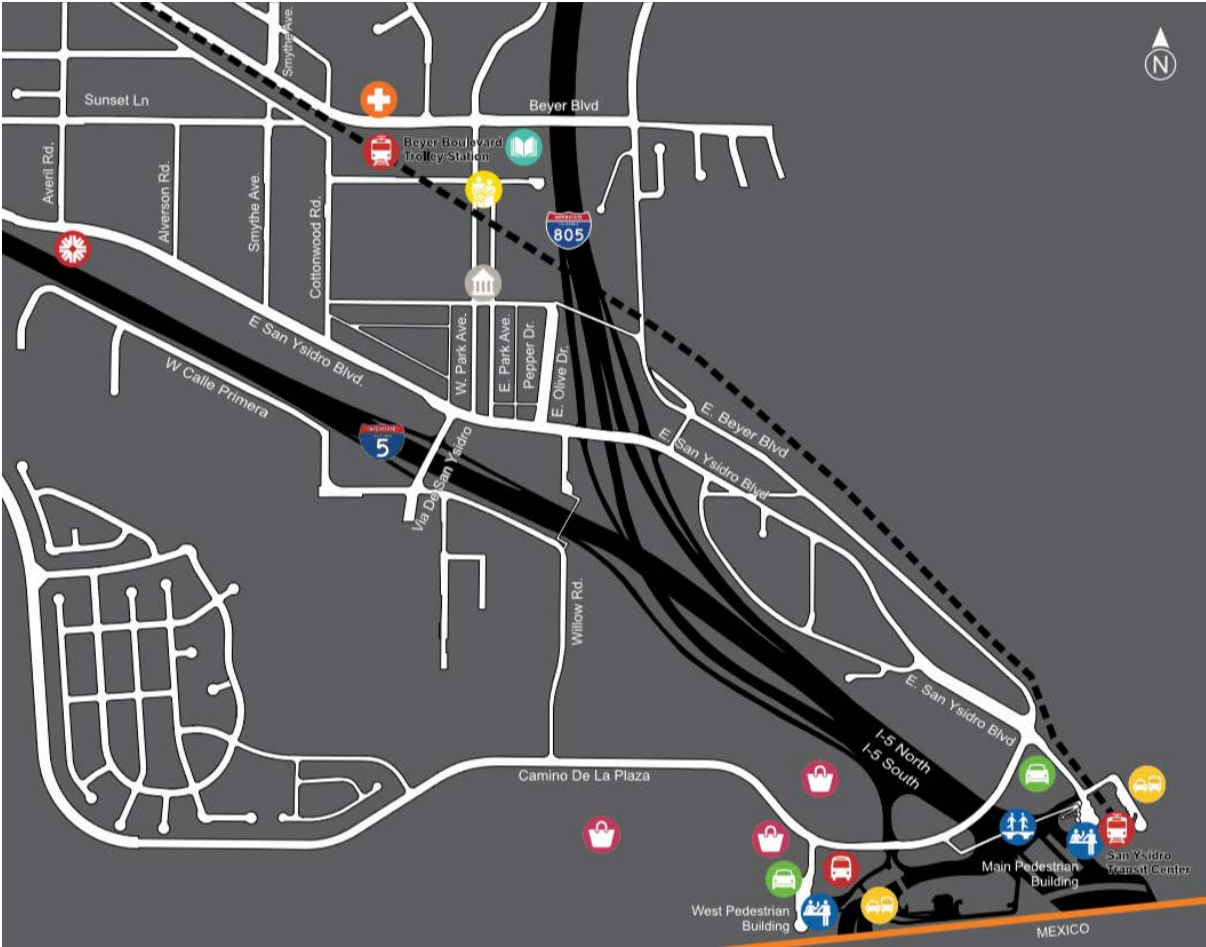


Pedestrian Sign

- 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.



SAN YSIDRO COMMUNITY DESTINATIONS							
ENGLISH		SPANISH		ENGLISH		SPANISH	
	<i>Beyer Boulevard Transit Station</i>	<i>Estación de Trolley de Beyer Boulevard</i>		<i>San Ysidro Bus Terminal</i>	<i>Terminal de Autobuses de San Ysidro</i>		
	<i>Casa Familiar Recreation and Fitness Center</i>	<i>Centro de Recreación y Acondicionamiento Físico de Casa Familiar</i>		<i>San Ysidro Civic Center</i>	<i>Centro Cívico de San Ysidro</i>		
	<i>Main Pedestrian Building</i>	<i>Edificio Peatonal Principal</i>		<i>San Ysidro Health Center</i>	<i>Centro de Salud de San Ysidro</i>		
	<i>Outlet Shopping</i>	<i>Tiendas Outlet</i>		<i>San Ysidro Transit Center</i>	<i>Centro de Tránsito de San Ysidro</i>		
	<i>Passenger Pick Up / Drop Off</i>	<i>Ascenso / Descenso de Pasajeros</i>		<i>Southwestern College</i>	<i>Southwestern College</i>		
	<i>Pedestrian Bridge</i>	<i>Puente Peatonal</i>		<i>Virginia Avenue Transit Center</i>	<i>Centro de Tránsito Avenida Virginia</i>		
	<i>Public Library</i>	<i>Biblioteca Pública</i>		<i>West Pedestrian Building</i>	<i>Edificio Peatonal Oeste</i>		

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



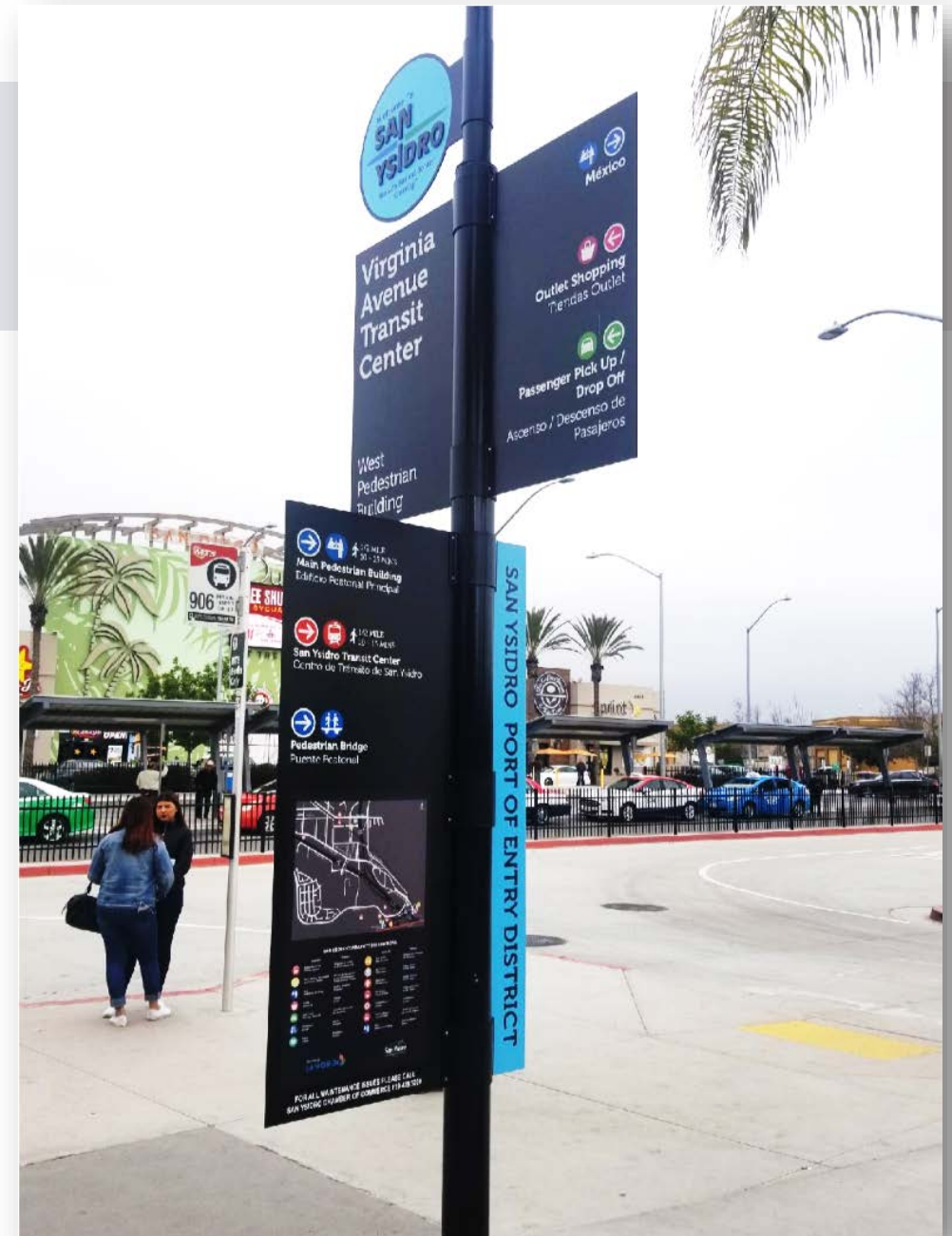
Destinations

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

Signs Location – Key Map*



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



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

Signs Location – Key Map*



*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

Signs Location – Key Map*



*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

Signs Location – Key Map*



*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



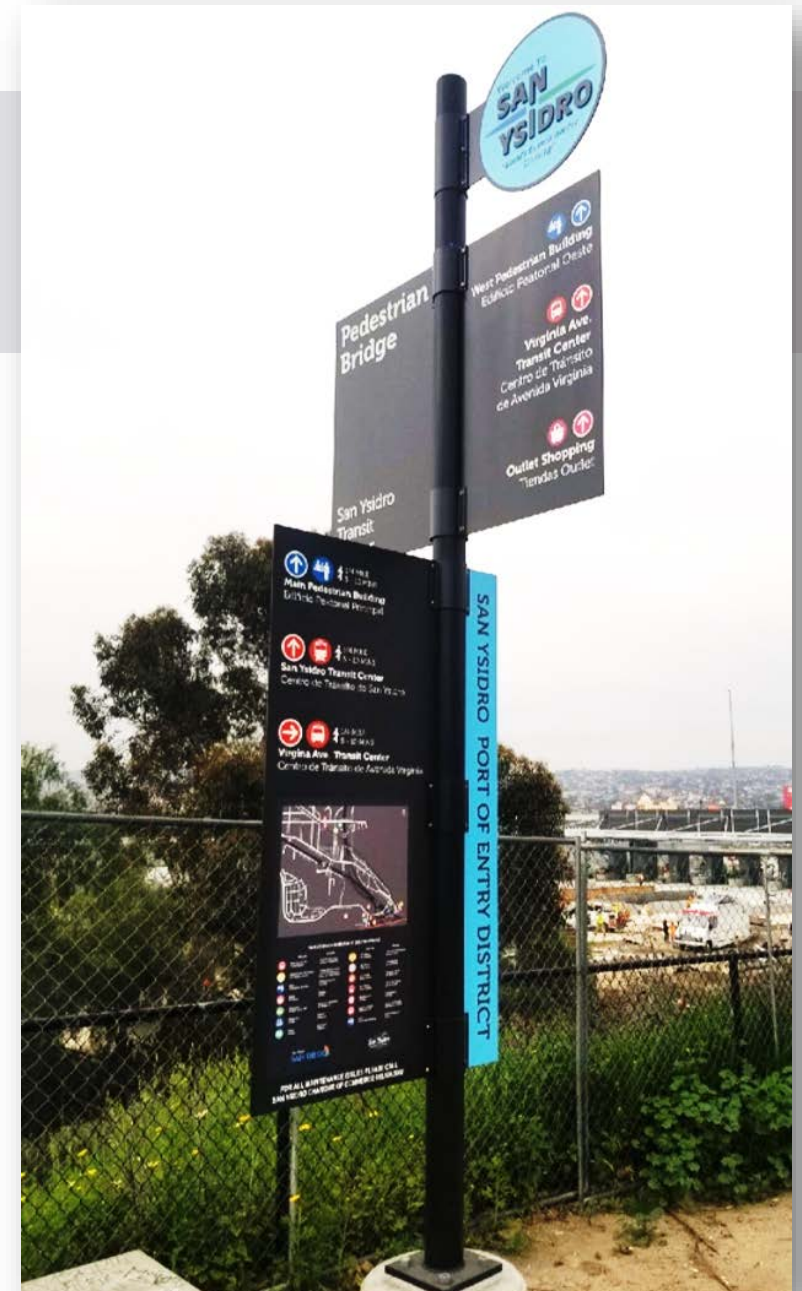
Destinations

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

Signs Location – Key Map*



*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



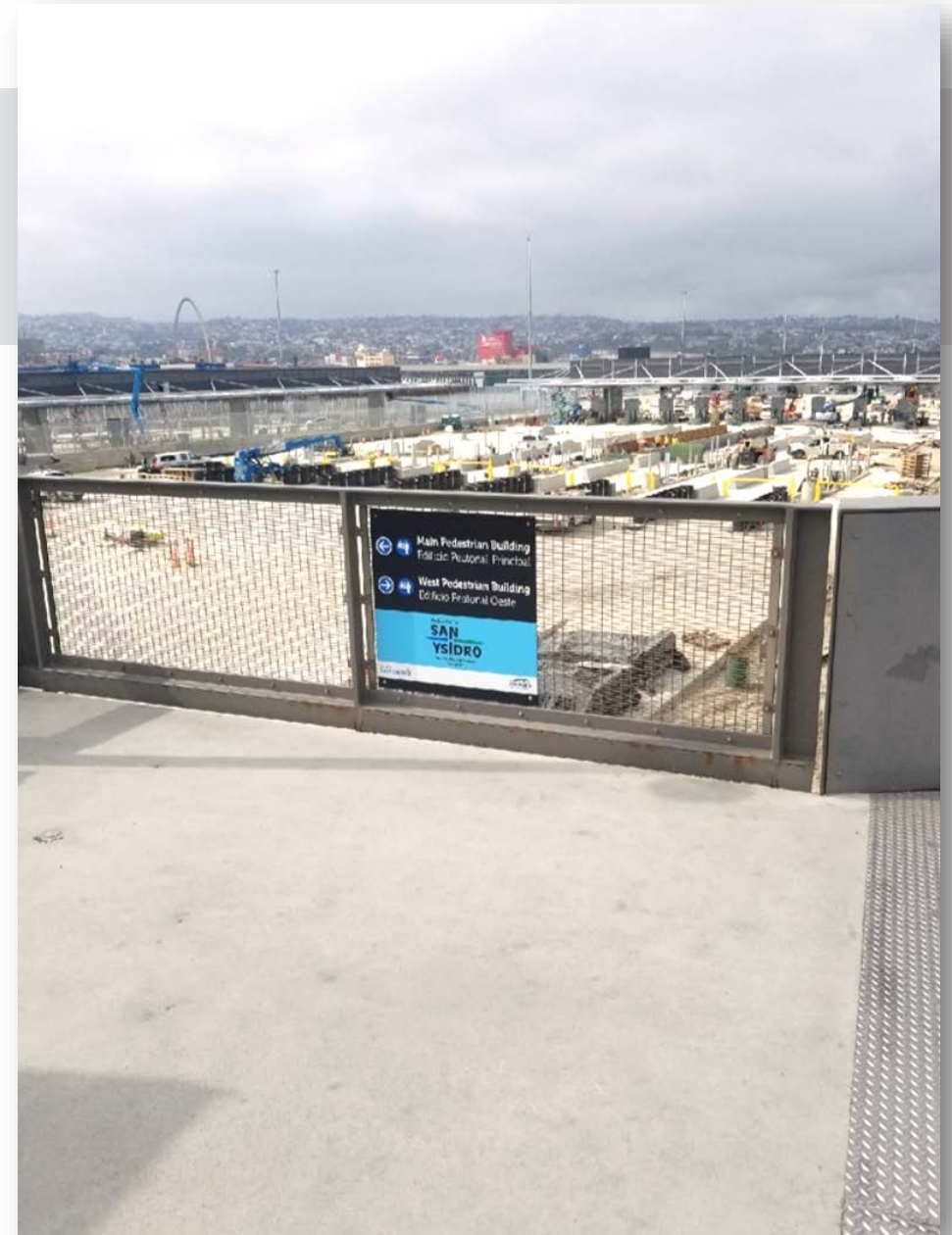
Destinations

- West Pedestrian Building
- Main Pedestrian Building

Signs Location – Key Map*



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



Sign #6b

Pedestrian Sign



Location

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



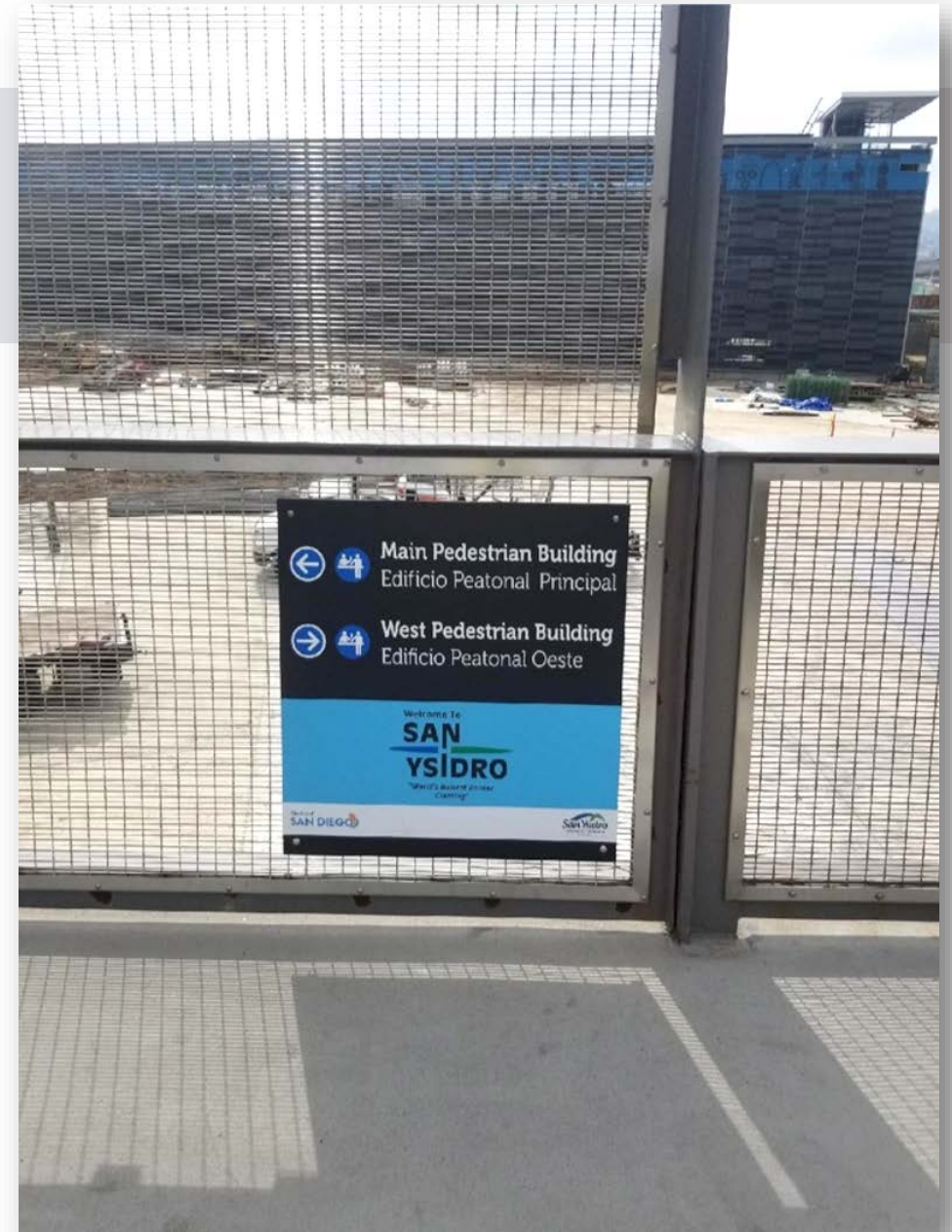
Destinations

- Main Pedestrian Building
- West Pedestrian Building

Signs Location – Key Map*



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



Sign #7

Pedestrian Sign



Location

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



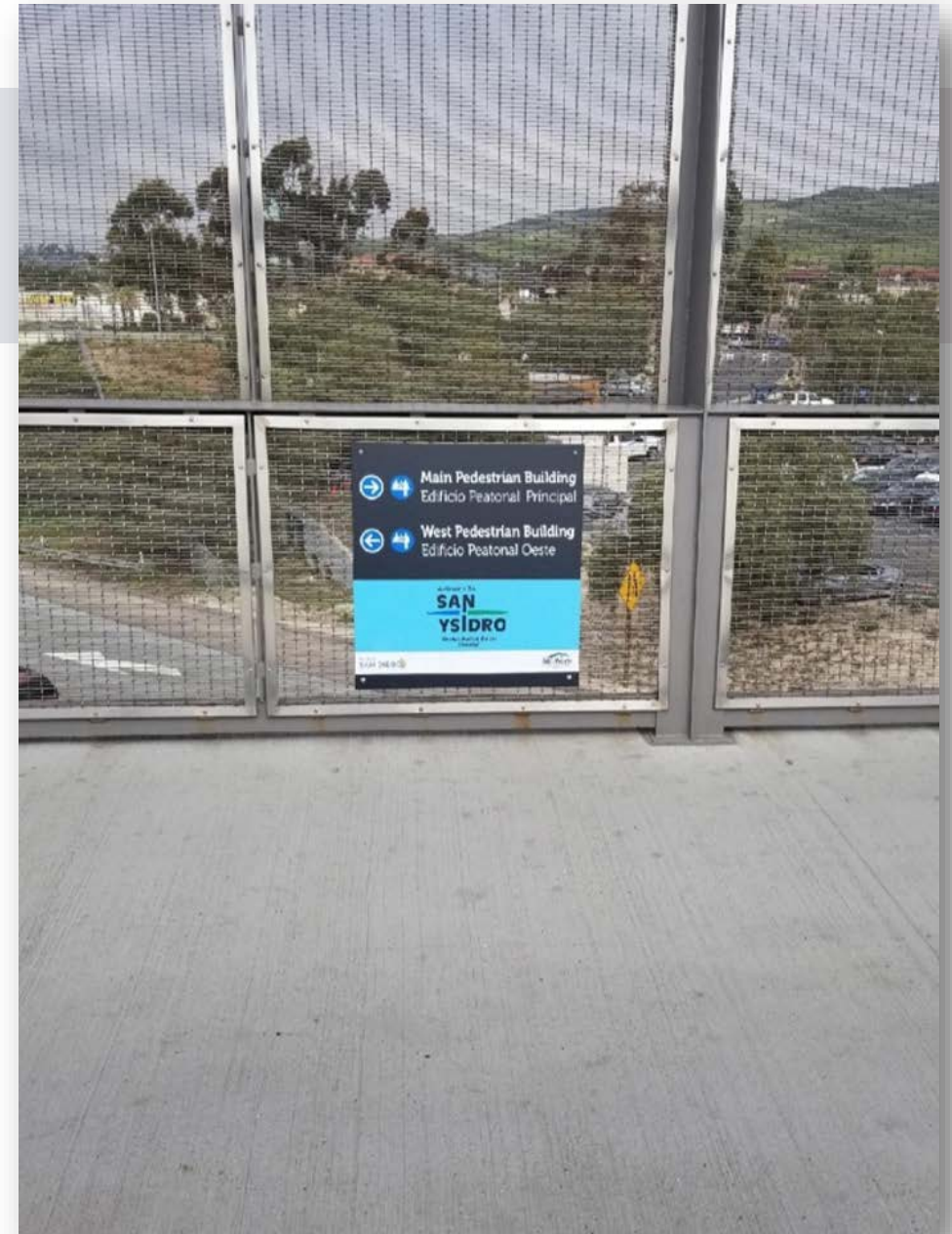
Destinations

- Main Pedestrian Building
- West Pedestrian Building

Signs Location – Key Map*



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



Sign #8

Pedestrian Sign



Location

At pedestrian bridge entrance,
on East San Ysidro Boulevard



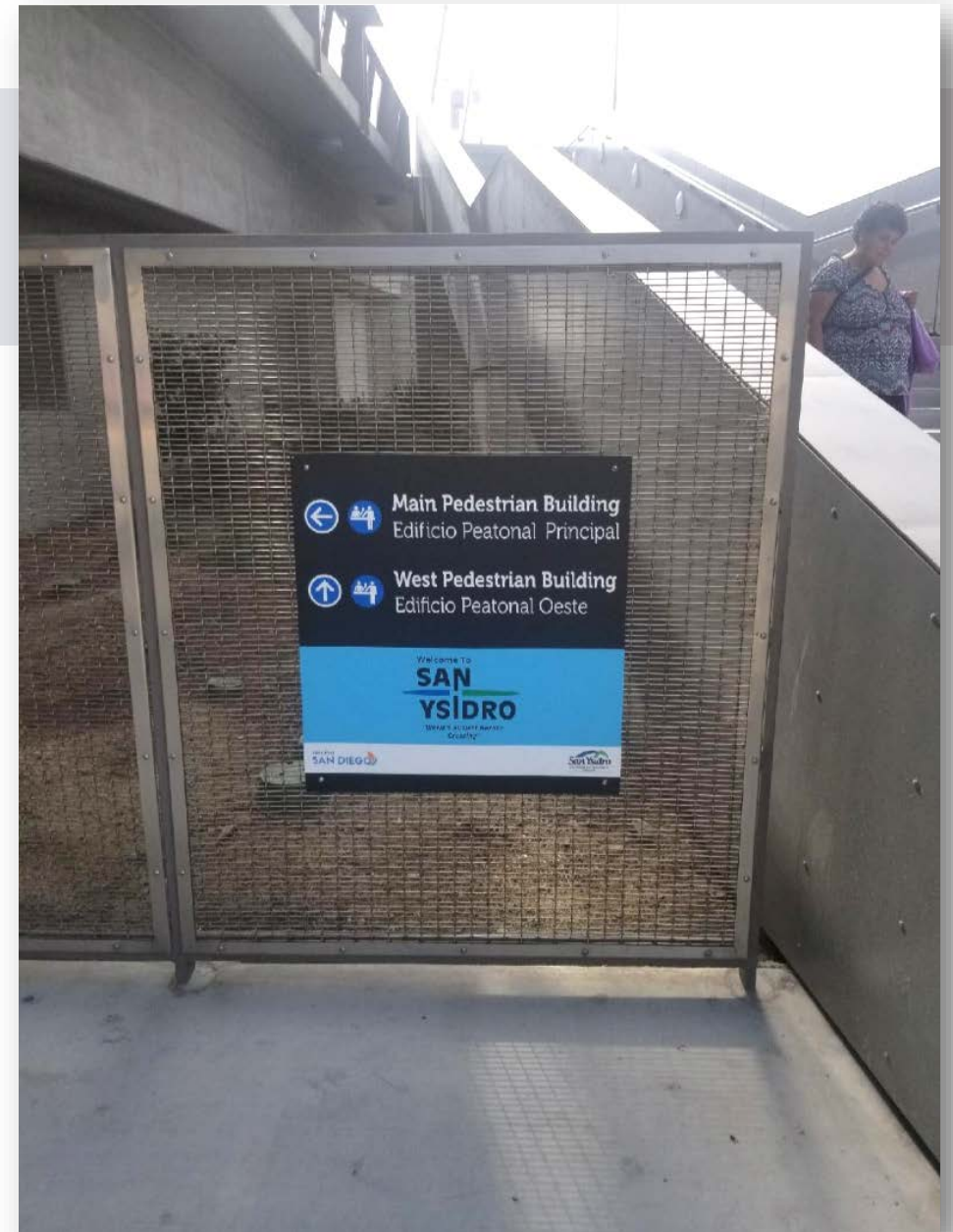
Destinations

- Main Pedestrian Building
- West Pedestrian Building

Signs Location – Key Map*



*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

Signs Location – Key Map*



*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

Signs Location – Key Map*



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



Sign #12

Directional Sign



Location

At East San Ysidro Boulevard and Rail Court



Destinations

- Border Village District
- San Ysidro Bus Terminal

Signs Location – Key Map*



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



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

Signs Location – Key Map*



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



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

Signs Location – Key Map*



*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

Signs Location – Key Map*



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



Sign #16

Directional Sign



Location

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



Destination

- Border Village District

Signs Location – Key Map*



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



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

Signs Location – Key Map*



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



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

Signs Location – Key Map*



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





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