



THE CITY OF SAN DIEGO

MEMORANDUM

DATE: August 29, 2019

TO: Balboa Park Committee
Agenda of September 5, 2019

FROM: Michael Tully, Acting Deputy Director, Parks and Recreation Department

SUBJECT: Balboa Park Sign Manual Update

SUMMARY

Issues – Should the Balboa Park Committee:

1. Advise the proposed update to the Balboa Park Sign Manual is consistent with the Balboa Park Master Plan (BPMP) and Central Mesa Precise Plan (CMPP); and
2. Recommend approval of the proposed Balboa Park Sign Manual update?

Department Recommendations

Advise the proposed Sign Manual update is consistent with the Balboa Park Master Plan and Central Mesa Precise Plan and recommend approval of the updated Sign Manual.

Other Recommendations – On February 7, 2018, the Historical Resources Board's Design Assistance Committee advised Historical Resources staff the proposed Sign Manual update is consistent with Secretary of the Interior's Standards.

Fiscal Statement – There is no fiscal impact associated with this action.

Environmental Review – The City of San Diego, as lead agency, will review the Project and prepare any required California Environmental Quality Act (CEQA) documentation per State CEQA guidelines.

Code Enforcement Impact – None

Housing Impact – None

BACKGROUND

Balboa Park is located immediately north of downtown San Diego. The Park is surrounded by the communities of Golden Hill, North Park, Uptown and Centre City. Balboa Park is one of the City's largest developed parks at 1,172 acres and is host to numerous passive and active recreational activities, cultural and educational institutions, and special events. Over 12 million visitors come to Balboa Park each year to enjoy the diversity of activities the Park has to offer.

Development, maintenance and management of Balboa Park are governed by the BPMP, the CMPP, the East Mesa Precise Plan and subsequent amendments to those documents. The BPMP is a part of the City's General Plan and implements land use policies for Balboa Park. Therefore, amendments to the Master Plan and its Precise Plans must follow the Land Use and Community Planning Element of the General Plan.

The BPMP was adopted by City Council on July 25, 1989 (Resolution No. R-274090). Subsequent amendments to the BPMP have been adopted by City Council on December 9, 1997 (R-289537); on May 4, 1998 (R-290039-1); on April 13, 2004 (R-299084-1); on September 21, 2004 (R299666); and on July 9, 2012 (R-307555-1). The Master Plan addresses the entirety of Balboa Park and provides general guidelines for development, maintenance and management.

The CMPP was adopted by City Council on October 20, 1992 (Resolution R-280920). Subsequent amendments to the CMPP have been adopted by City Council on May 4, 1998 (R-290031-2); on March 19, 1992 (R-296206); on April 13, 2004 (R-299084-2); and on July 9, 2012 (R-307555-2). The CMPP addresses the central portion of Balboa Park in greater detail than does the BPMP.

The CMPP Appendices contain the Balboa Park Sign Manual, which was adopted by City Council as a part of the CMPP. The Sign Manual provides design guidelines not only for the Central Mesa but the entire park and for directional signage outside Balboa Park.

DISCUSSION

The Balboa Park Conservancy (Conservancy) has contracted with RSM Design (Consultant) to review the existing Sign Manual and make recommendations for updating. The Consultant met with a steering committee and stakeholders over the course of two years to solicit input on proposed updates, including the Balboa Park Committee in May and June of 2018. See Attachment A for additional information. In conjunction with Parks and Recreation staff recommendations, the following updates are proposed:

1. Balboa Park Logo: In 2014 a new logo for Balboa Park was commissioned by the Balboa Park Cultural Partnership. The proposed logo retains the California Tower and dome theme with a more contemporary appearance. A color version as well as a monochrome version are proposed. The City does not own the rights to this logo; however, the City has been granted usage of the logo as a licensee by the Balboa Park Cultural Partnership. The logo used on signage will not use the "tagline" version. See Attachment B.

2. **Font Substitution:** The current font is Optima, which is a serif font. As a result of the input process the Conservancy and Consultant are proposing the Christiana font, which is a non-serif font.
3. **District Identification:** The Sign Manual identifies several districts throughout Balboa Park but this districting is not reflected in the current signage designs. The Sign Manual update proposes to color code the districts and include that information on the signage where appropriate. District boundaries have been revised at staff recommendation, and some minor re-naming is recommended based on current nomenclature, e.g. the area identified in the Sign Manual as the 6th Avenue Area is commonly referred to as the West Mesa.
4. **Map Updating:** Maps of the Park and various districts are proposed for updating based on current conditions. New maps will include walking distances to various points of interest. Also, there are a variety of maps being used throughout the park; one consistent map will be used in the future.
5. **Signage Colors:** Most signs installed in recent years have been a bright blue color. This color has been used due to ambiguity in the current Sign Manual. The Sign Manual update will clarify colors for signage and sign posts, and colors will be based on districts as originally intended.
 - a. All signs will be dark Bronze regardless of the area. This is a change from the current Sign Manual.
 - b. Sign posts in El Prado districts will use the Capistrano style post with Shutter Green paint (no change).
 - c. Sign posts in the Palisades area will change from the custom Art Deco style with bright aluminum posts to the Mariner style with bronze posts. The Art Deco style is not compatible with most of the architecture in the Palisades area.
 - d. Signs and posts outside the El Prado area will retain the Mariner style posts. However, the proposed color will change from blue to dark Bronze for both the post and sign.
6. **Signage Organization:** In addition to the change in font to be used for signage, organization of the information on signs will be modified. These are not substantive changes but do have an impact on the reader. Examples include:
 - a. Locate arrows on the same side of the text that requires a direction change. For example, if you must turn right to get to a particular museum then the arrow will be located on the right-hand side of the text. The text will also be right justified.
 - b. Destinations requiring the same direction will be grouped together.
 - c. Font size appropriate for vehicular versus pedestrian use.

7. New Sign Types: Several new sign types are proposed in this Sign Manual update, including the following.
 - a. High Speed Directional Signs: These signs are intended for roads where the speed limit exceeds the park standard of 15 MPH, such as Park Boulevard or Pershing Drive. See Figure 27 and Figure 27A.
 - b. Amenity Identity Monument: Monument signs are absent from the current Sign Manual. This would be a new sign standard to address the void. See Figure 28, 28A and 28B.
 - c. Balboa Park Identity Sign: This proposed new sign type would be located at lesser entrances to Balboa Park to let visitors know they have arrived. It is similar to the monument sign but intended to be located at Balboa Park entrances rather than at individual amenities. See Figure 29 and Figure 29A.
 - d. Parking Lot Identity Sign: This new sign would be located within parking lots to let visitors know where they have parked. The signs will also include the names of nearby destinations. See Figure 30 and Figure 30A.
 - e. Digital Parking Lot Sign: These signs would be located at major parking lots and can provide changeable text information to visitors, such as lot usage, closures or similar information. See Figure 31.
 - f. Parking Identity Sign: This proposed sign type is nearly identical to vehicular directional signage. The only difference would be the color coding of the message area of the sign. See Figure 32.
 - g. Tram Stop Sign: The current Tram Stop sign (Figures 16/16A) is limited to identifying the location. The proposed sign would also provide an overall map of the area as well as tram operating hours. See Figure 33 and Figure 33A.
 - h. Pedestrian Directional/Directory Sign: This proposed sign type is a hybrid of the Pedestrian Orientation Sign (Figure 19/19A) and the Pedestrian Directional Sign (Figures 20/20A). The sign provides directions to park amenities as well as an orientation map. See Figure 34 and Figure 34A.
 - i. Rules and Regulations Sign: This proposed sign type is similar to the Building Identification Sign (see Figures 23/23A) but contains different information for Park visitors; more regulatory in nature. Final information to be provided would be determined by operational staff based on the location. See Figure 35 and Figure 35A.

8. Deleted Items: Several items are proposed to be deleted from the Sign Manual due to lack of use.
 - a. Vehicle Applications: City vehicles are required to follow City standards for identification. Individual institutions that have fleet vehicles use their own branding logos.
 - b. Printed Matter: Similar to vehicle logos, the City and institutions each have their own branding identification. This component of the Sign Manual has never been enforced.
 - c. Promotional Material: Similar to vehicle logos and printed matter, the City and institutions each have their own branding identification. This component of the Sign Manual has never been enforced.
 - d. Self-Guided Tour Sign: This sign type has never been implemented. Its function has been incorporated into the pedestrian directional signage and mapping.

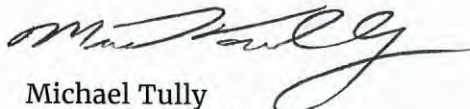
CONCLUSION

The existing Sign Manual is almost 30 years old and there has been an evolution in the design of signage and wayfinding. The proposed updates to the Sign Manual reflect this evolution. The proposed updates appear to improve wayfinding while remaining compatible with the nature of Balboa Park.

ALTERNATIVES

1. Advise the proposed updates to the Sign Manual are consistent with the BPMP and CMPP and recommend approval with conditions; or
2. Do not advise the proposed updates to the Sign Manual are consistent with the BPMP and CMPP, and do not recommend approval of the proposed updates to the Sign Manual.

Respectfully submitted,



Michael Tully
Acting Deputy Director

MT/cd

- Attachments:
- | | |
|----|---|
| A. | Steering Committee Roster |
| B. | Proposed Balboa Park Logo Packet |
| C. | Strike-out/Underline Sign Manual Update |
| D. | Final Version – Sign Manual Update |

Sign Manual Update Community Input

Over 10 Committee and Public forum meetings in the last 2 year.

Over the course of the last two years RSM Design has worked with the Balboa Park Conservancy, the Signage and Wayfinding Steering Committee, and various boards, public departments and members of the community to develop an evolved signage and wayfinding master plan for Balboa Park.

- 1) February of 2016 --Working with the Balboa Park Conservancy, RSM Design performed an extensive analysis and documentation of existing signage throughout the park. It was then documented in a digital catalog along with observations of design and general circulation or wayfinding to and throughout the park.
- 2) November 10th, 2016 – Balboa Park Stakeholder Community Conversation Meeting. RSM Design presented to the Balboa Park Stakeholders on the importance of good wayfinding or a Signage and Wayfinding 101 course. The inventory along with analysis and observations of the existing signage throughout the park. During this 2-hour presentation there were small table breakout exercises and interactive table discussions and feedback on how to improve the Parks signage.
- 3) October 12th, 2017 -- Signage & Wayfinding Steering Committee Workshop & Site Tour.
- 4) January 8th, 2018 -- Signage & Wayfinding Steering Committee meeting concept design review
- 5) Wednesday February 7th, 2018 – City of San Diego Historical Resource Board Review
- 6) Thursday March 1st, 2018 – Balboa Park Committee Meeting information item
- 7) Thursday June 7th, 2018
 - a. East Mesa morning Community workshop at Golden Hill Recreation Center
 - b. West Mesa afternoon Community workshop at the Chess Club
 - c. Balboa Park Committee Workshop item
- 8) September and October 2018 Plaza de Panama life size color mock-up final color public vote.
- 9) March 2019 Draft revised signage plan submitted to Parks & Recreation
- 10) July 2019 redline comments from City staff

Steering Committee Roster

Harry Mark, FAIA, Principal RSM Design

Jeff Hertzler, Senior Associate, RSM Design

Charlie Daniels- City of San Diego Senior Landscape Architect

Vicki Estrada, FASLA, President Estrada Land Planning

Peter Ellsworth, President at The Legler Benbough Foundation

Jeff Van Deerlin, Program Manager with Balboa Park and City of San Diego

John Bolthouse, Executive Director of Friends of Balboa Park

Nick Honeysett, CEO Balboa Park Online Collaborative

Tomas Herrera-Mishler, CEO & President Balboa Park Conservancy

Jacqueline Higgins, Director of Planning, Design and Programs with Balboa Park Conservancy

Ron Buckley, Committee 100

Pamela Hartwell, Committee 100

Sonnier Francisco, Sr. Planner - Project Submittal and Management Division, HRB Section

Jodie Brown, Sr. Planner HRB

John Howard, Golf Course Manager, City of San Diego

Bill Aaron, Vice-Chair of the Balboa Park Morley Field Recreation Council

Leo Wikstrom, Bankers Hills Representative

Jon Hall, Golden Hill Representative

Victoria Hamilton

Don Liddell, Balboa Park Committee and West Mesa Community Group

Michael Warburton, BPCP

Berenice Rodriguez, World Beat Center



Brand Identity Guidelines | February, 2015

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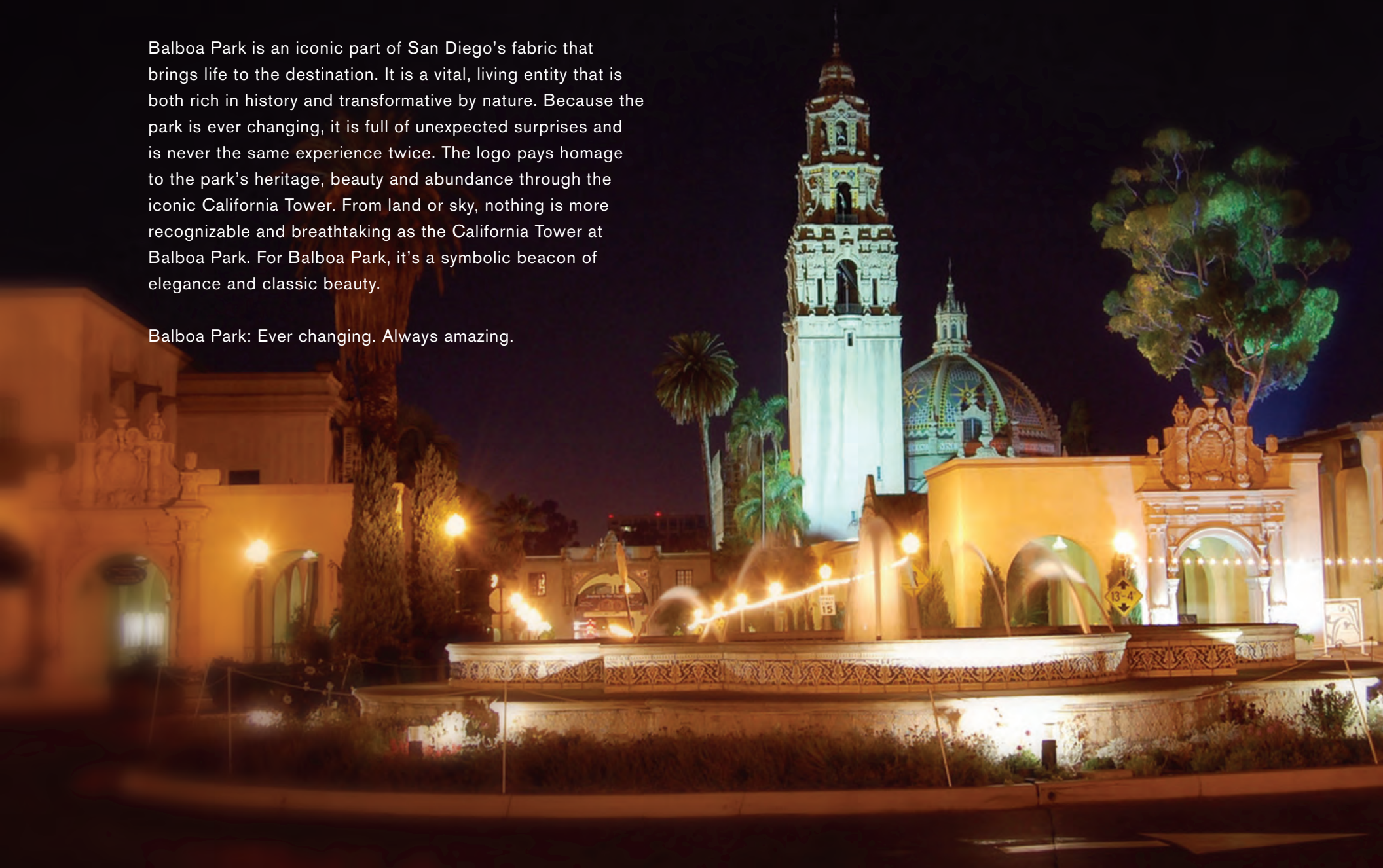
Contact

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✈ Brand Overview ✈

Balboa Park is an iconic part of San Diego's fabric that brings life to the destination. It is a vital, living entity that is both rich in history and transformative by nature. Because the park is ever changing, it is full of unexpected surprises and is never the same experience twice. The logo pays homage to the park's heritage, beauty and abundance through the iconic California Tower. From land or sky, nothing is more recognizable and breathtaking as the California Tower at Balboa Park. For Balboa Park, it's a symbolic beacon of elegance and classic beauty.

Balboa Park: Ever changing. Always amazing.



Mark - OVERVIEW

The Balboa Park logo is made up of two components: the Balboa Park symbol and the logotype. These two components are always placed in a fixed relationship and should never be altered or modified in any way.



Mark - COLOR VARIATIONS



Preferred Color
Signature



PMS 2935 C



PMS 110 C



PMS 2758 C



PMS 127 C



PMS 131 C



PMS 278 C



Preferred One-Color
Signature



PMS 2758 C

Mark - COLOR VARIATIONS

Always reproduce the Balboa Park logo in its original colors. If for any reason the logo needs to be reproduced in a single color, please use the Preferred One-Color Signature.

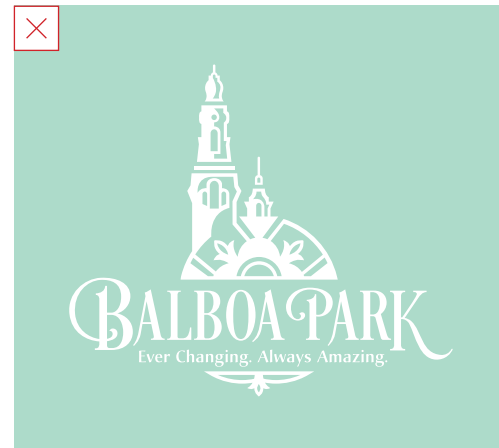
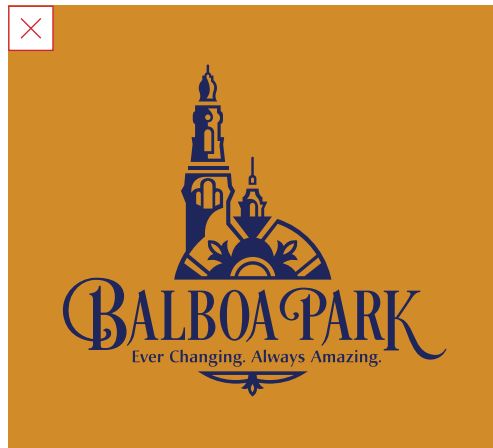
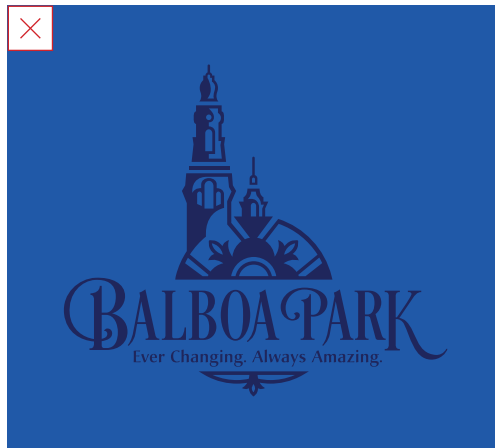
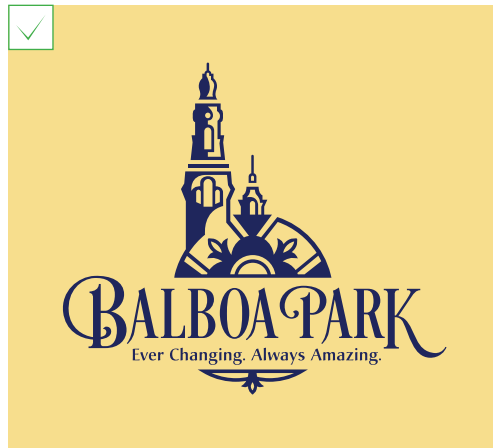
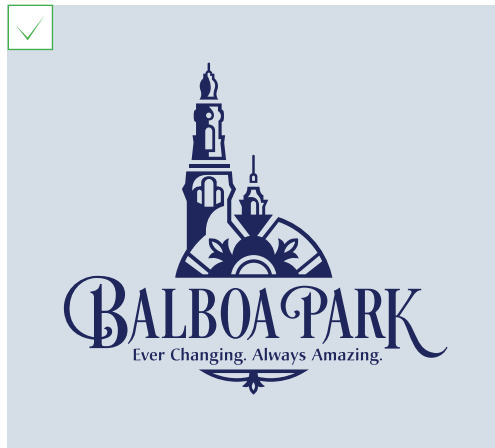
Note: When converted to black and white, notice there are no half tones.



Mark - COLOR VARIATIONS

Use the Balboa Park logo on color backgrounds that offer a bold contrast to the logo. Moreover, be sure that the color chosen is not too dark, making the logo illegible.

When using the logo on textures or patterns, be sure that the background is subtle enough that it does not interfere in any way with the legibility of the logo.



Minimum Size

The Preferred Signature may be reproduced at a minimum 2" wide.

When using the Preferred Signature in environments that require the mark to be smaller, remove the tagline, and that enables the logo to scale down to the minimum size of 1.44" wide.

In applications that require the logo to be an 1" wide or less, use the Simplified One-Color Signature.

In all cases, using these guidelines for minimum size ensures the entire logo is legible.

Preferred Signature with Tagline
Minimum Size



Preferred Signature without Tagline
Minimum Size



Simplified One-Color Signature
Minimum Size



Clear Space

To ensure its integrity and visibility, the Balboa Park logo should be kept clear of competing text, images and graphics. The logo should be surrounded on all sides by an adequate amount of clear space—a space equal in size to the width of the tower in the symbol. Where possible, allow even more space around the logo.

To ensure the logo retains a strong presence wherever it appears, text and graphics should not be placed within the clear space, but they may align with the edge of the clear space. The clear space must be respected on all four sides of the logo.



Incorrect Use

Here are a few examples to use as a quick reference to help you better understand and adhere to the rules for the Balboa Park logo.



Do Not Add Drop Shadow or Any Other Effects



Do Not Add Stroke



Do Not Alter Relationship between Elements



Do Not Screen or Tint



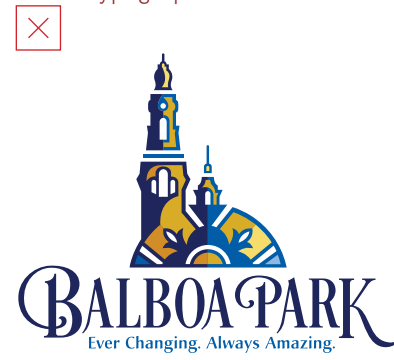
Do Not Change Any Typographic Elements



Do Not Substitute or Change Colors



Do Not Rotate or Tilt



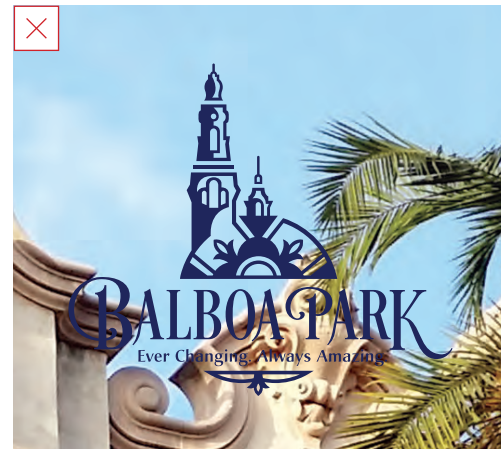
Do Not Add or Remove Elements



Do Not Scale Disproportionately

Usage - PHOTOGRAPHIC BACKGROUNDS

When using the logo on photography, be sure that the background is subtle enough that it does not interfere in any way with the legibility of the logo.



Typography

Balboa Park typography consists of two typefaces: Desire and Christina. Desire is limited in weights and should be used for headlines only. Commitment to these typefaces will create a consistent and strong identity.

Desire Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Desire Uppercase 5

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Christina Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Christina Regular Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890*

Christina Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Christina Medium Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890*

Color Palette

A color palette has been developed to help create a consistent and recognizable look for the variety of visual communications produced on behalf of Balboa Park. The color palette consists of a primary, secondary and tertiary palette of light and dark colors. These color guidelines should be used for all printed and digital materials.

PRIMARY PALETTE



PMS 2758 C

C: 100% M: 94% Y: 30% K: 29%
R: 0 G: 29 B: 96
HEX: 001d60



PMS 131 C

C: 17% M: 48% Y: 100% K: 2%
R: 208 G: 137 B: 0
HEX: d08900



PMS 2935 C

C: 100% M: 68% Y: 4% K: 0%
R: 0 G: 85 B: 183
HEX: 0055b7



PMS 110 C

C: 16% M: 31% Y: 100% K: 0%
R: 219 G: 169 B: 0
HEX: dba900



PMS 278 C

C: 42% M: 18% Y: 0% K: 0%
R: 140 G: 183 B: 232
HEX: 8cb7e8



PMS 127 C

C: 4% M: 10% Y: 70% K: 0%
R: 245 G: 219 B: 107
HEX: f5db6b

Color Palette CONTINUED

SECONDARY PALETTE



PMS 7699 C

C: 83% M: 54% Y: 35% K: 12%
R: 53 G: 100 B: 125
HEX: 35647d



PMS 3268 C

C: 90% M: 3% Y: 58% K: 0%
R: 0 G: 169 B: 142
HEX: 00a98e



PMS 337 C

C: 43% M: 0% Y: 33% K: 0%
R: 143 G: 212 B: 188
HEX: 8fd4bc



PMS 7619 C

C: 16% M: 85% Y: 86% K: 5%
R: 199 G: 74 B: 55
HEX: c74a37



PMS 156 C

C: 4% M: 28% Y: 58% K: 0%
R: 242 G: 188 B: 123
HEX: f2bc7b

TERTIARY PALETTE



PMS 4655 C

C: 24% M: 43% Y: 58% K: 2%
R: 193 G: 147 B: 114
HEX: c19372



PMS 7696 C

C: 64% M: 28% Y: 24% K: 0%
R: 97 G: 153 B: 174
HEX: 6199ae



PMS 551 C

C: 35% M: 12% Y: 12% K: 0%
R: 164 G: 197 B: 210
HEX: a4c5d2



PMS 642 C

C: 15% M: 8% Y: 5% K: 0%
R: 212 G: 220 B: 229
HEX: d4dce5



PMS 1205 C

C: 3% M: 10% Y: 53% K: 0%
R: 249 G: 223 B: 141
HEX: f9df8d

Style in Action

This is an example of the business system. Elegant yet approachable. Fun yet sophisticated. It perfectly captures the essence of Balboa Park.

Business Card Front



Business Card Back



Letterhead



Business Envelope





Contact Information

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