



## WAYFINDING IMPROVEMENTS PROGRAM

### Public Participation:

The existing signs throughout Mission Bay Park have been in place for more than 30 years. Some, like the one pictured above, feature bright paint colors and a sun icon. Others were constructed with dark wooden posts, aluminum, or wood panels. Some are arrow shaped; some include arrow graphics. Several are too small to be read by passing bicyclists or drivers, and others are in poor condition.

In 2019, the Mission Bay Park Improvements PEIR team conducted a public engagement process to help the City select designs for new signs to be used throughout the park.

The team shared two options online and at a public workshop, along with the results of an inventory of existing signs. More than 2,000 people provided comments to shape the selected design.

### Goals for the Program:

- Establish consistent identity elements that remind visitors they are in Mission Bay Park
- Identify parks-within-a-park areas that provide context and orientation for visitors
- Help visitors find their way between park areas and along paths and trails
- Improve traffic patterns and visitor safety
- Address access needs for the wide variety of park visitors, including pedestrians, people with mobility challenges, bicyclists, boaters, and drivers
- Identify materials and designs that will remain attractive and effective through decades of use



# Proposed “Parks-within-a-Park” Concept

The team identified park areas with a 10-15 minute walk from one end to the other, and created color codes that can help visitors easily orient their own locations to local facilities, hotels, and attractions. Colors from the map would be applied to signs in each area of the park.

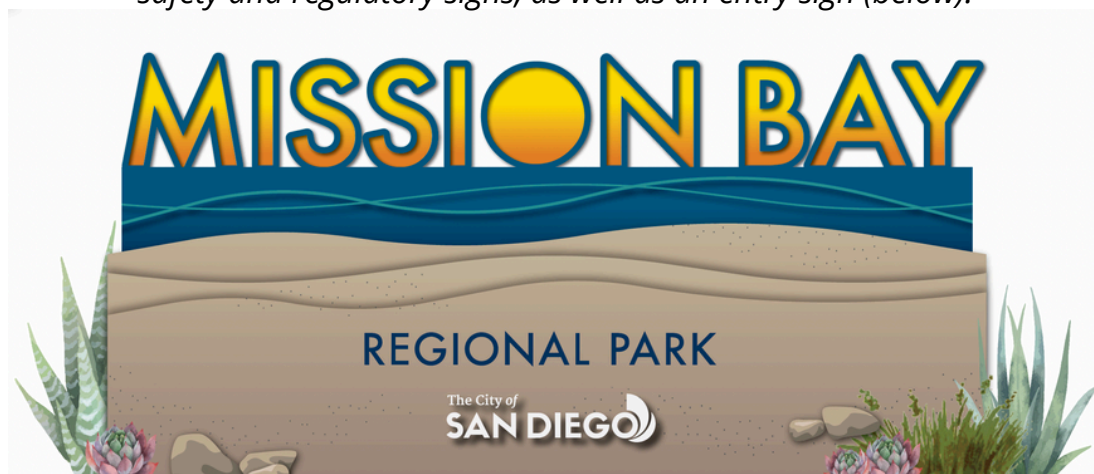


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| <span style="display: inline-block; width: 15px; height: 15px; background-color: #004a80; border: 1px solid black;"></span> West Mission Bay | <span style="display: inline-block; width: 15px; height: 15px; background-color: #00a09a; border: 1px solid black;"></span> Quivira Basin                | <span style="display: inline-block; width: 15px; height: 15px; background-color: #f0c000; border: 1px solid black;"></span> Crown Point | <span style="display: inline-block; width: 15px; height: 15px; background-color: #70c070; border: 1px solid black;"></span> South Shores           |
| <span style="display: inline-block; width: 15px; height: 15px; background-color: #00a0e0; border: 1px solid black;"></span> Sail Bay         | <span style="display: inline-block; width: 15px; height: 15px; background-color: #804020; border: 1px solid black;"></span> Robb Field/Dusty Rhodes Park | <span style="display: inline-block; width: 15px; height: 15px; background-color: #ffff00; border: 1px solid black;"></span> De Anza     | <span style="display: inline-block; width: 15px; height: 15px; background-color: #604080; border: 1px solid black;"></span> East Mission Bay       |
| <span style="display: inline-block; width: 15px; height: 15px; background-color: #008070; border: 1px solid black;"></span> Vacation Island  | <span style="display: inline-block; width: 15px; height: 15px; background-color: #e08040; border: 1px solid black;"></span> Fiesta Island                | <span style="display: inline-block; width: 15px; height: 15px; background-color: #508050; border: 1px solid black;"></span> Rose Creek  | <span style="display: inline-block; width: 15px; height: 15px; background-color: #c04040; border: 1px solid black;"></span> River Park & Dog Beach |

## Design standards developed with public input



The amended sign concepts shown here include 1) directory signs, 2) wayfinding signs, and 3) safety and regulatory signs, as well as an entry sign (below).



Following public reaction to two designs, the team revised Concept A, the one favored by public opinion, to incorporate improvements suggested by the public. The revised design uses bright colors that are grounded with a deep blue that signifies the waters of Mission Bay. Colored panels with vertical lettering identify the parks-within-a-park areas. Large arrows requested by the public assure quick orientation and easy direction. Narrower sign profiles reduce impacts to views of the water and other park features.

The park's entry sign design features bold and colorful type for the words Mission Bay. The "O" in Mission Bay signifies the sun at sunset, and the park name is placed over abstract art that portrays shifting sands and water. Regional Park, shown as a tagline, completes the park identity, and a backlit City logo allows visibility at night.

# 1

## Directory Signs

Proposed improvements:

- At the pedestrian scale, display nearby points of interest using distinct colors to identify parks-within-a-park areas
- Identify nearby comfort stations and activities with international icons
- Offer directions to nearby spots along with walking times
- Clearly display mile markers for advising emergency personnel

# 2

## Wayfinding Signs

Proposed improvements:

- Provide information in formats that allow easy viewing from vehicles and by park users
- Serve viewers from either direction using double sided signs
- Use large arrows that support quick decisions
- Include colored vertical panels that identify parks-within-a-park areas

# 3

## Safety & Regulatory Signs

Proposed improvements:

- Provide customized information on large format panels
- Display location information on colored maps
- Identify park areas by color
- Reduce impacts to park views with V shape for adding panels

## Other Topics Covered in the Program EIR:

The Mission Bay Park Improvements Program EIR includes Preliminary Engineering Reports on each of the Report topics listed below. To obtain fact sheets for the other reports, please visit [www.sandiego.gov/mbpeir](http://www.sandiego.gov/mbpeir).

- **Bicycle and Pedestrian Paths**
- **Deferred Maintenance**
- **Seawall Restoration**
- **Shoreline Restoration**
- **Wayfinding Improvements**
- **Wetland and Water Quality Improvements**
  - **Cudahy Creek**
  - **North Fiesta Island**
  - **Tecolote Creek**
- **Upland Habitat Expansion**