

**OPEN SPACE ADVISORY COMMITTEE
AND
PARKS AND RECREATION COMMISSION
STAFF REPORT**

MEETING DATE: December 18, 2017

AGENDA ITEM NUMBER: 3B

STAFF: Ann Bollinger, Open Space Administrator
Gregg Berggren, Trails Coordinator
Vern L. Krahn, Senior Park Planner

REQUEST: For Possible Action: Review, discussion and possible recommendation regarding the Signage Master Plan prepared by Design Workshop for the Parks, Recreation and Open Space Department.

GENERAL DISCUSSION:

Throughout recent years, the Open Space Advisory Committee (OSAC) has expressed the need for improved signage across open space properties. It was agreed that standardized signs would help to better educate the public as well as promote feelings of pride and ownership. Two committee members, Member Evans and Member Massad, volunteered to initiate the process. In October 2016, an invite was extended to the Parks and Recreation Commission, and Member Long and Member Cacioppo volunteered. OSAC recommended, and the Board of Supervisors ultimately approved, funding in the Professional Services line item for the Quality of Life - Open Space budget to facilitate the planning effort.

Through a competitive bidding process, Design Workshop was selected to develop a Signage Master Plan for the Carson City Parks, Recreation & Open Space Department (PROS). The scope of this plan was to include:

- Welcome and identification signs;
- Interpretive / Educational signs;
- Vehicular wayfinding signs;
- Off-highway vehicular wayfinding signs;
- Informational kiosks, and know before you go signs

In August 2017, staff led an all-day tour of parks and open space properties with Design Workshop. Based on information collected from that tour, the consultant conducted a Charrette on September 22, 2017 which was attended by eighteen people representing various organizations including: the Open Space Advisory Committee; the Parks and Recreation Commission; Carson City Parks, Recreation and Open Space Department; Carson City Public Works; Nevada State Parks; Muscle Powered; Carson City Culture and Tourism Authority; the

Pine Nut Mountains Trails Association; Eagle Valley Trails Association; and the Carson Water Subconservancy District. The U.S. Forest Service, Bureau of Land Management, and Bureau of Indian Affairs were also invited.

At the Charrette, three themes were presented, brainstorming sessions were conducted, and participants completed a survey. The charrette results provided the consultant with a color palette and basic direction for signage design. Using this information, the consultant refined their designs and met with PROS staff several times as they continued to develop the plan. Staff provided comments on durability and maintenance concerns, considered aesthetics, requested a plan for temporary signage, and agreed on a design that was consistent with other features throughout department facilities as well as the entire city.

As presented, there is one design but three color selections. Green was selected for “Parks” due to its standard industry color; blue was selected for “Recreation” due to its current prevalence at the Aquatic Facility; and red was selected for “Open Space” due to the inspiration of and prominence at Silver Saddle Ranch as well as recent sign installation of trail maps around Silver Saddle Ranch and the Prison Hill Recreation Area. Design Workshop will present and discuss the final draft result (see attached).

Through implementation, the improved signage should help the public to better recognize our department facilities, inform residents and visitors on the various amenities, and help to market our outstanding parks, recreation, and open space areas.

RECOMMENDED ACTION: I move to approve the Signage Master Plan for the Carson City Parks, Recreation & Open Space Department.

CARSON CITY PARKS, RECREATION & OPEN SPACE DEPARTMENT SIGNAGE MASTER PLAN

PREPARED FOR CARSON CITY PARKS, RECREATION, & OPEN SPACE DEPARTMENT
DECEMBER 11, 2017



DESIGNWORKSHOP

ASHEVILLE • ASPEN • AUSTIN • CHICAGO • DENVER • DUBAI • HOUSTON • LAKE TAHOE • LOS ANGELES • SHANGHAI

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PURPOSE OF BRANDING AND WAYFINDING

PROJECT PURPOSE

The Carson City Parks, Recreation and Open Space Department Signage Master Plan is a guide for all future exterior signs in the City's system of parks, trails, recreation centers and natural areas. The Signage Master Plan includes graphic design standards for the variety of sign types necessary for the various conditions found throughout the City.

Signs located at, or on public outdoor facilities perform the integral function of connecting a site and its visitors. They can identify, direct and interpret features within a park, open space or along a trail and provide the users with a sense of knowledge and safety. Signs also identify the location as a Carson City site, which evokes images of Carson's rich history, well-maintained facilities, and excellent outdoor recreation.

BRANDING AND WAYFINDING PRINCIPLES

1. Simplicity

- Limited number of sign types. Use enough signs, but avoid over-signing as not to clutter the landscape.
- Provide only essential information.
- The public spends very little time reading signs, so make them count.

2. Clarity

- Use clear, concise messages.
- Will the user understand the intent of the sign?
- Use symbols whenever possible, rather than words.

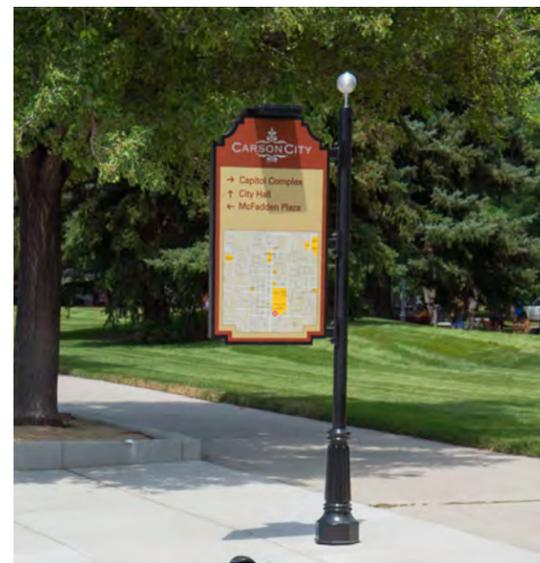
3. Quality

- Use durable materials that are vandal resistant.
- Make sure to protect from UV light or snow shear.
- Use developed templates from this document.
- Check for correct spelling.
- The sign and the installation should be neat, legible, straight, and professional looking.
- The public respects quality, but quality does not necessarily equate to expensive.

CARSON IMAGERY



Existing artwork showcasing Carson's history



Existing wayfinding program in downtown

4. Aesthetics

- Harmonious to the environment.
- Enduring design and typography.
- Appropriately scaled to the location.
- Use of materials and colors that fit Carson City.

5. Consistency

- Use consistent fonts, symbols, logos, colors, sizes and shapes as developed in this document.
- Develop consistent/complement other sign standards in the Carson City area.
- Be sure that messages are consistent and reinforce each other from vehicular to pedestrian systems.

6. Placement

- Install signs where the users can see them and where they expect to see them.
- Avoid placing signs in shadows or where they may be obscured by vegetation.
- When signing, assume that the user is a beginner, unfamiliar with the trail, open space or park and there is poor visibility.

REFERENCE DOCUMENTS

Sign and Poster Guidelines for Forest Service

https://www.fs.usda.gov/Internet/FSE_DOCUMENTS/stelprd3810021.pdf

Bureau of Land Management: National Sign Handbook

https://www.blm.gov/sites/blm.gov/files/documents/files/NationalSignHandbook16_0.pdf

Carson City Parks and Recreation Open Space Sign Manual

Draft 2014

SYMBOLGY AND ICONS



LOGOS AND BRANDING



EXISTING SIGN INVENTORY

EXISTING CONDITIONS AND ISSUES

The parks and open space system in Carson City currently lacks a unified signage program.

Designs vary between and even within parks, using different typefaces, layouts, sizes, and color schemes. Sign materials are inconsistent, and range from laminated aluminum to painted wood to resin to metal plaques. A strict signage hierarchy is unclear, and often leading to a clutter of signs and notices at park entrances.

The existing monument signs begin to address some of these issues by providing a uniform design, standard sizing, and clear identification of the department's presence through use of the Carson City seal. These signs start to establish a sign hierarchy and display a consistent message, however, they are in need of updating to give them a more contemporary aesthetic.

MONUMENT SIGNS



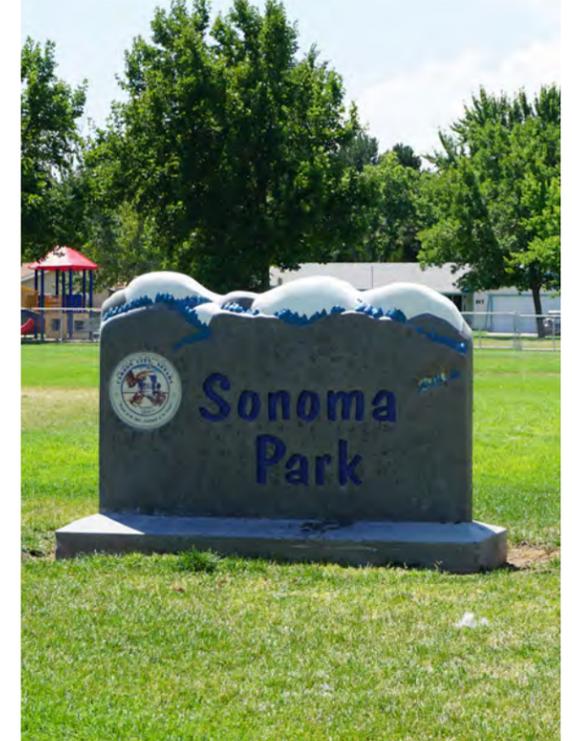
Korean War Veterans Memorial Park



Silver Saddle Ranch



Fuji Park and Fairgrounds



Sonoma Park



Aquatic Facility and Community Center sign at Mills Park



Fulstone Wetlands sign on Freeway Path



Centennial Park



Moffat Open Space Trailhead

EXISTING SIGN INVENTORY

MINOR PARK ENTRY SIGNS



Hidden Meadow Trail Crossing



Carson River Road Sign



Lincoln Highway Entry Sign



Baily Fishing Pond Entrance



Heritage Way Entrance

TRAILHEAD MAPS AND KIOSKS



Mexican Ditch Trail at Korean War Memorial Park



Silver Saddle Ranch



Silver Saddle Ranch



Kings Canyon Trailhead



Kings Canyon Trailhead

EXISTING SIGN INVENTORY

TRAIL INFORMATION SIGNS



Mexican Ditch Trail at Korean War Memorial Park



Hidden Meadow Trail Crossing



Marsh Road Trailhead



Carson River Park



Kings Canyon Trailhead

INTERPRETIVE SIGNS



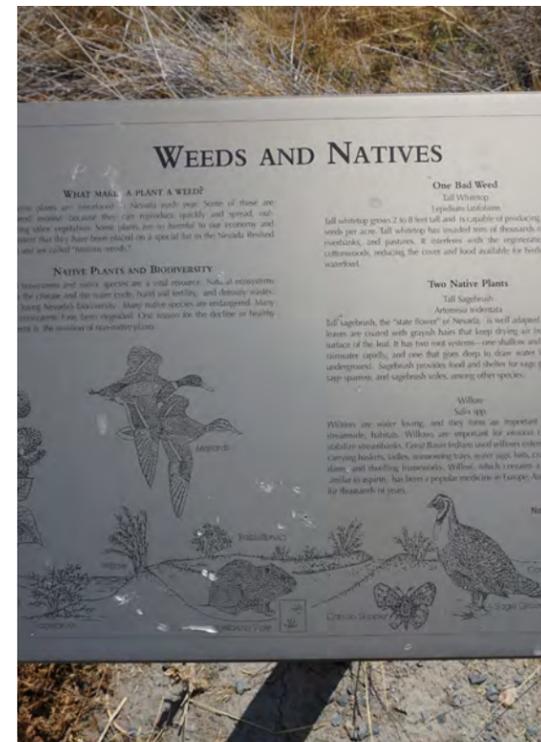
Mexican Ditch Trail at Korean War Memorial Park



Silver Saddle Ranch



Fuji Park Clear Creek Interpretive Trail



Linear Ditch Trail at Saliman Road



Freeway Path

EXISTING SIGN INVENTORY

PARK RULES & REGULATIONS SIGNS



Mexican Ditch Trail at Korean War Memorial Park



Mexican Ditch Trail at Korean War Memorial Park



Carson River Park



Prison Hill Trailhead at Edmonds Drive



Baily Fishing Pond



Baily Fishing Pond



Fuji Park Dog Park



Fuji Park Event Lawn



Virginia Orcutt Skate Park



Moffat Open Space Trailhead

EXISTING SIGN INVENTORY

NOTICES/MISCELLANEOUS SIGNS



Prison Hill Trailhead at Snyder Avenue



Carson River Park



Baily Fishing Pond



Fuji Park Picnic Shelter



Freeway Path

PLAQUES AND DONOR WALLS



Korean War Veterans Memorial Park



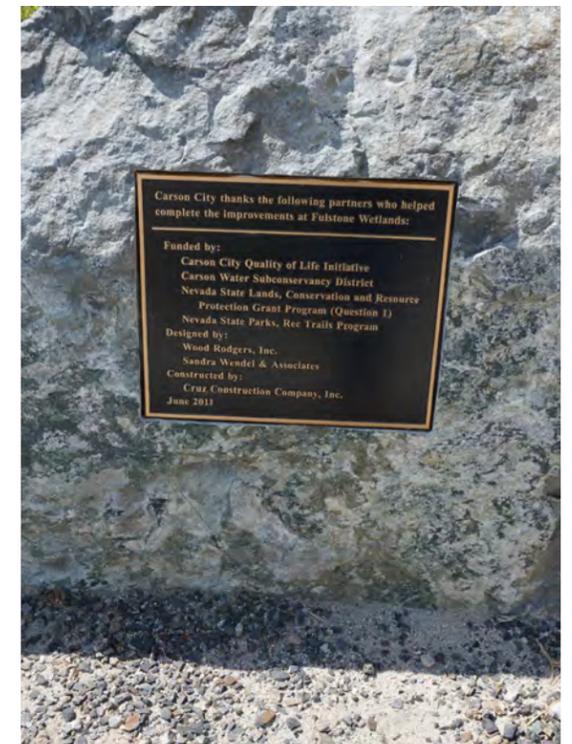
Carson River Park



Baily Fishing Pond



Mills Park



Freeway Path

SIGNAGE STYLE GUIDELINES

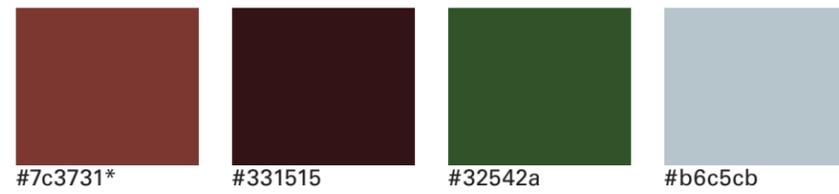
SIGN FAMILY DESCRIPTION

This theme has a simple, clean aesthetic that provides a contemporary edge to traditional urban recreational wayfinding elements. The signs have simple shapes and straight lines that allow for ease of legibility, maintenance and repair. The color palette draws on elements from Carson City's industrious past as well as its surrounding natural open space; earthy, muted natural tones that draw from weathered steel, sagebrush rangelands, and mountainous pine forests. The materials will primarily be aluminum signs mounted on powder-coated metal posts. Gateway or entry kiosks may be emphasized with additional materials including corrugated metal roofing, weathered or treated wood, iron or corten steel.

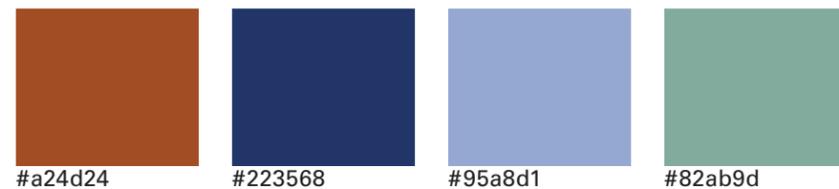
FONT STYLE AND HIERARCHY

Typeface - "SanSerif"; Font - Regular, **Bold**
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890
 CARSON CITY Carson City

COLOR PALETTE - PREFERRED COLOR OPTIONS



COLOR PALETTE - ALTERNATIVE COLOR OPTIONS



HEADING

Subheading

Body Text

*Text size will vary with sign type and size

*Color #7c3731, "Fireweed Red," matches the historic color of Silver Saddle Ranch.

INSPIRATIONAL IMAGERY



Use of gabion wall at sign base with cutout top



Simple sign message with use of icons



Changable sign panels attached to metal wire



Trail signs with directional arrows and map

MATERIALS AND FINISHES

MATERIAL



NAME

Aluminum

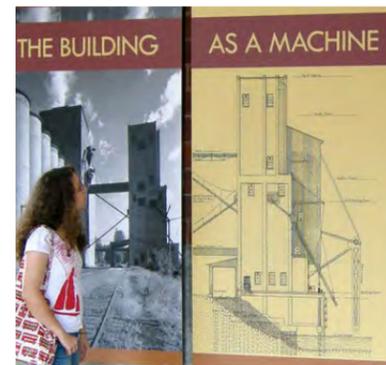
Specification

High-pressure laminate

Process

Inkjet image is printed on resin-coated paper, laminated with UV-resistant laminate, then layered with phenolic resin material under high pressure and heat.

MATERIAL



NAME

Phenolic Resin Panel

Specification

DHPL Exterior grade

Process

High-resolution CMYK printed graphics set into phenolic resin exterior grade panels

MATERIAL



NAME

Porcelain Enamel

Specification

Porcelain enamel paint fired onto steel substrate

Process

Graphic content is screen printed or applied with glass-based ink and fired one layer at a time. This process can be done to both sides for double-sided sign.

MATERIAL



NAME

Duralite

Specification

Composite panel printed with ImageLOC

Process

Pre-treated composite panel made from high-strength organic material layered between aluminum-alloy, which is printed with ImageLOC printing technology and sealed with protective topcoat

MATERIALS AND FINISHES



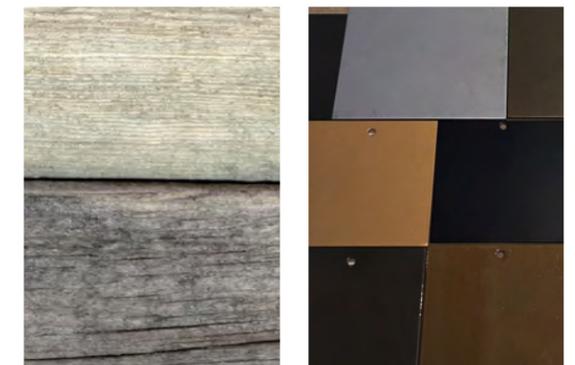
Corrugated metal roofs for sign kiosks



Corten or weathered steel accents



Dry or wet-stacked stone walls



Weathered wood

Powder-coated metal

COLOR PALETTE THEMES

DISTINCT COLORS, CONSISTENT LOOK

This wayfinding plan proposes several different theme options within a unified signage family to provide a subtle distinction between Carson City's urban parks and its surrounding trails and open space areas.

While the sign style and informational layout will remain consistent throughout the city, utilizing different color themes will begin to establish the differences in recreational offerings between the urban parks and the open space areas. These color themes will also become an easily recognizable icon for residents and visitors to help establish expectations about the types of recreational opportunities found at each park.

A template was created for seasonal notices that can be posted throughout the year. Use of the template will ensure that all notices will be consistent with the newly created identity and branding established in this wayfinding program.

A third color theme was created for the Community Center and Aquatic Facility. While this location may not need the outdoor signage proposed for other City parks, use of the signage family's visual style for indoor signs and notices will help maintain consistency throughout all of the department's parks and facilities.

URBAN PARKS

OPEN SPACE

TEMPORARY SIGN AND SEASONAL NOTICE TEMPLATE

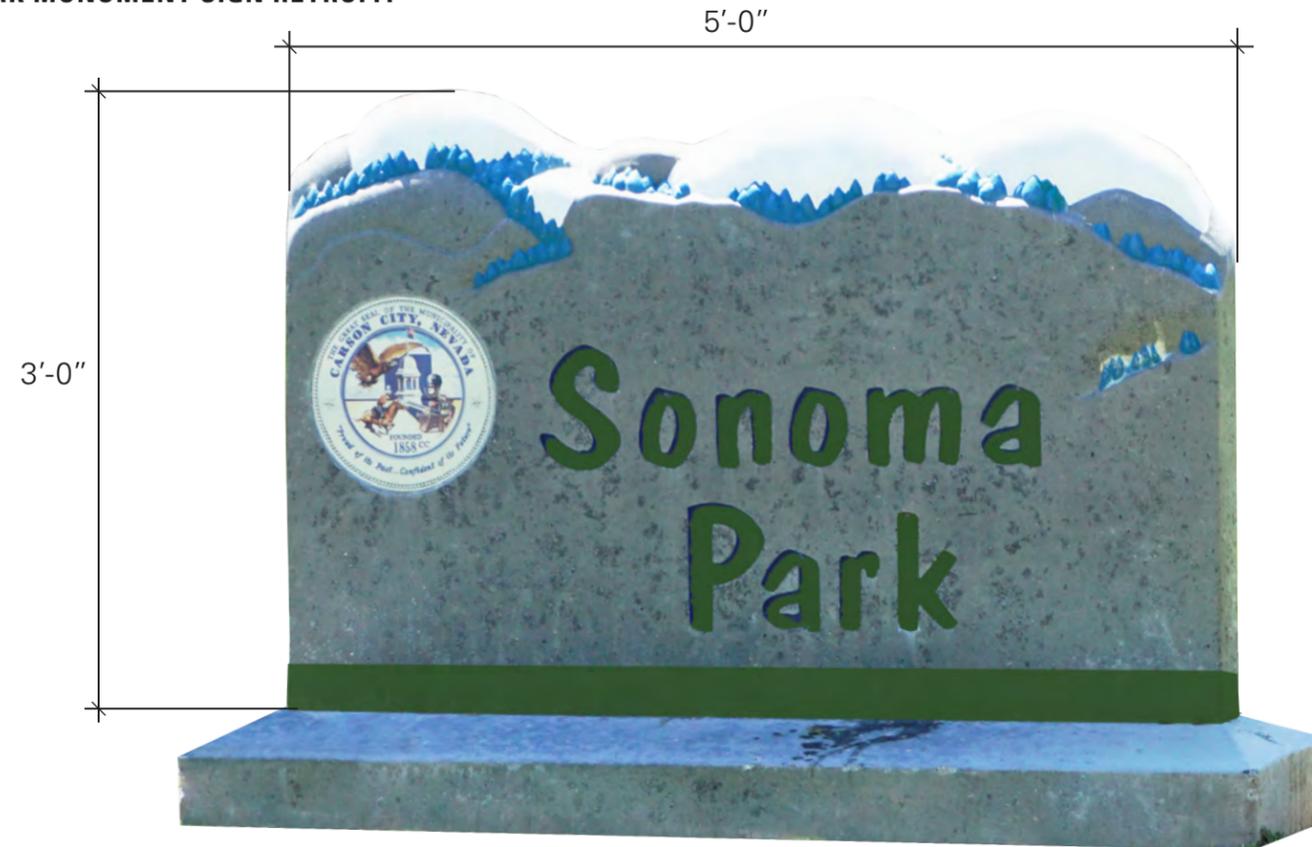
COMMUNITY CENTER AND AQUATIC FACILITY INDOOR SIGNAGE

MONUMENT SIGNS

RETROFIT OF EXISTING MONUMENT SIGNS

This plan does not propose to replace the existing monument signs throughout the city, however, simple improvements can be made to update the monument signs to match with the color and aesthetic theme outlined in this document. The lettering on the existing signs should be painted to match the designated Urban Park or Open Space colors. A band of color painted along the bottom of the sign below the lettering will keep the look of the sign consistent with the new signage package. There is also an option to paint the entire foundation of the sign. The decision is up to the PROS Department, however, the ultimate version of the sign should remain consistent throughout the city.

URBAN PARK MONUMENT SIGN RETROFIT



OPEN SPACE MONUMENT SIGN RETROFIT



Images not to scale

MONUMENT SIGN RETROFIT OPTION



ENTRY KIOSK SIGNS

KIOSK SIGN DETAILS AND OPTIONS

Located in highly visible locations near entrances, these kiosks will welcome visitors with basic information as well as establish a unified aesthetic and identity for the department. The sign will include icons depicting approved park activities, a park map, park hours, rules and regulations, and any additional relevant information.

The informational panels will be affixed to a 5' x 4' wire mesh panel that is attached to two 6'-6" tall powder-coated metal posts. The wire mesh detail allows for the panels to easily be removed or changed for maintenance and upkeep purposes.

A space on the Notices panel will allow for a lockable display box with glass or plexi door over a cork-board surface. This panel can hold seasonal and temporary notices and allows for the department to easily print and post these notices that are secured within the locked, weather-proof display.

There are options for the signs to be double-sided single panel display, or single-sided double or tri-panel displays. The kiosk may also include a corrugated metal roof element, which may be best suited for trailheads and open space areas.

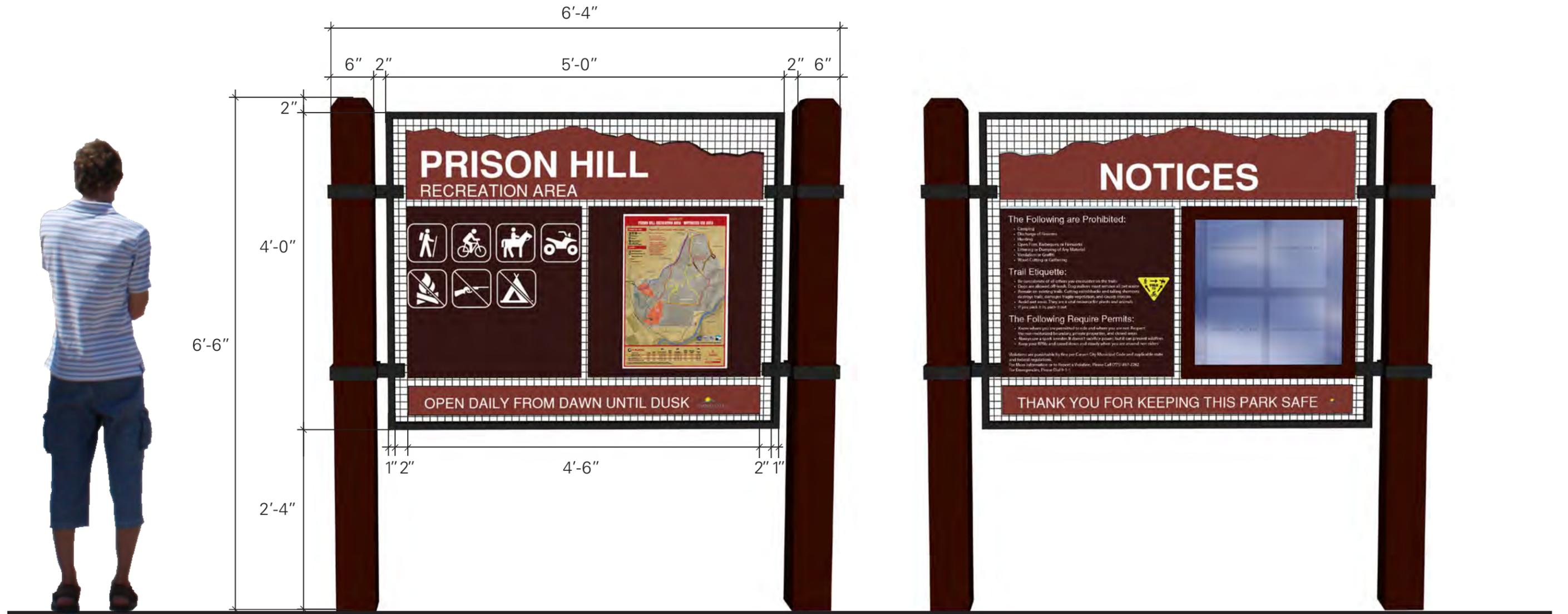
URBAN PARK ENTRY KIOSK PANELS



OPEN SPACE ENTRY KIOSK PANELS



KIOSK PANEL OPTIONS



FRONT

BACK

Finished Grade
Images not to scale

SINGLE PANEL DOUBLE-SIDED KIOSK

KIOSK PANEL OPTIONS



Finished Grade **FRONT**

BACK

Images not to scale

SINGLE PANEL DOUBLE-SIDED KIOSK



SINGLE PANEL DOUBLE-SIDED KIOSK WITH CORRUGATED METAL ROOF

KIOSK PANEL OPTIONS



DOUBLE PANEL KIOSK



TRI-PANEL KIOSK

Finished Grade
Images not to scale

INFORMATIONAL AND DIRECTIONAL SIGNS

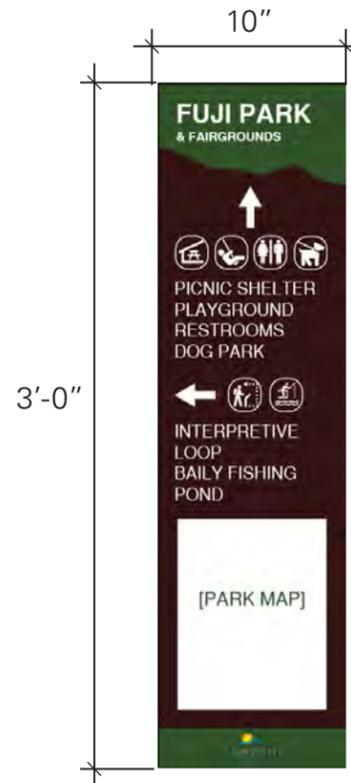
SIGN DETAILS AND OPTIONS

Directional and interpretive signs will be placed at various points along pathways and trails.

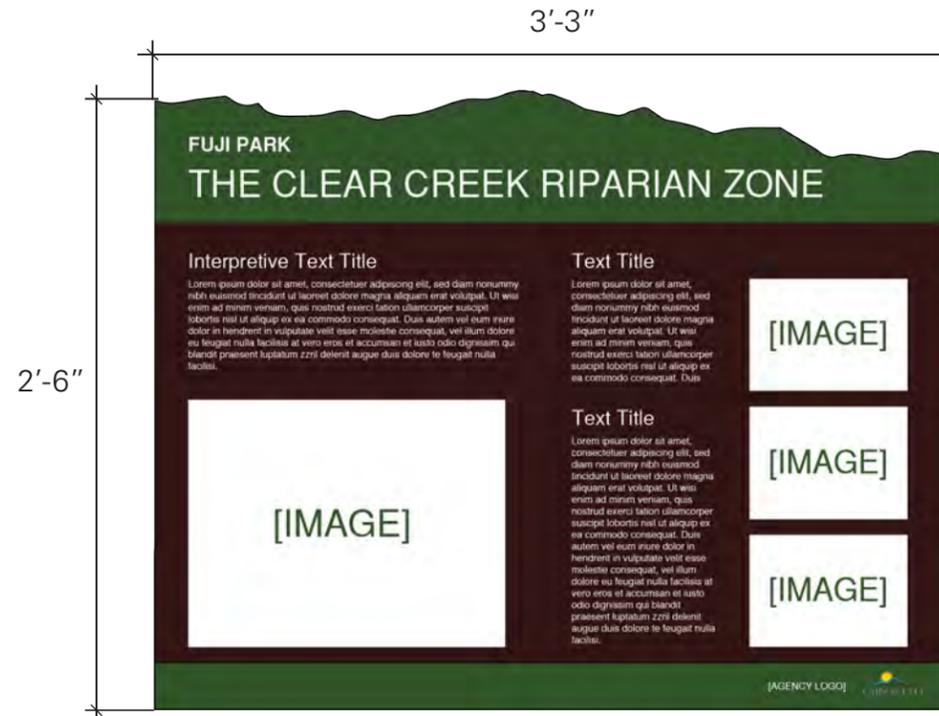
Both of these signs will be mounted on powder-coated metal posts. Directional signs can either be mounted on-center on the post, or attached with metal straps and mounted to the side of the post. The mounting style will depend on the space available and adjacent path use.

Two different sizes are proposed for interpretive signs, a larger 2'-6" x 3'-3" option and a smaller 1'-6" x 2'-0" option. Both options will be mounted on top of a powder-coated metal base, with the larger sign mounted onto two posts and the smaller sign mounted onto one post.

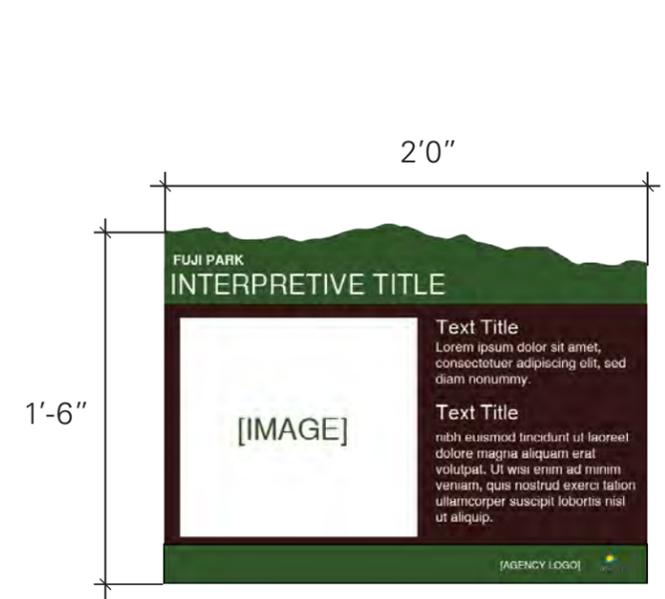
URBAN PARK DIRECTIONAL SIGN



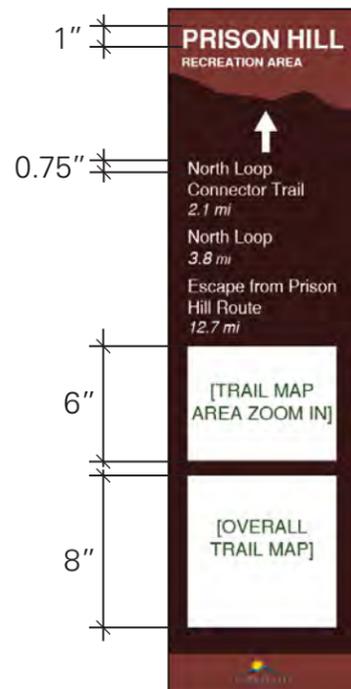
URBAN PARK LARGE INTERPRETIVE PANEL



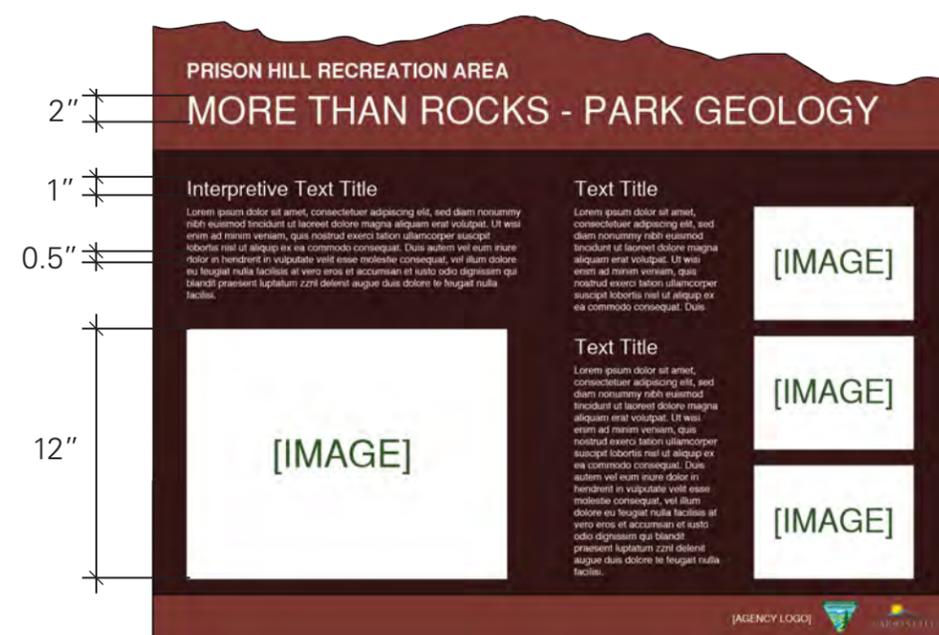
URBAN PARK SMALL INTERPRETIVE PANEL



OPEN SPACE DIRECTIONAL SIGN



OPEN SPACE LARGE INTERPRETIVE PANEL

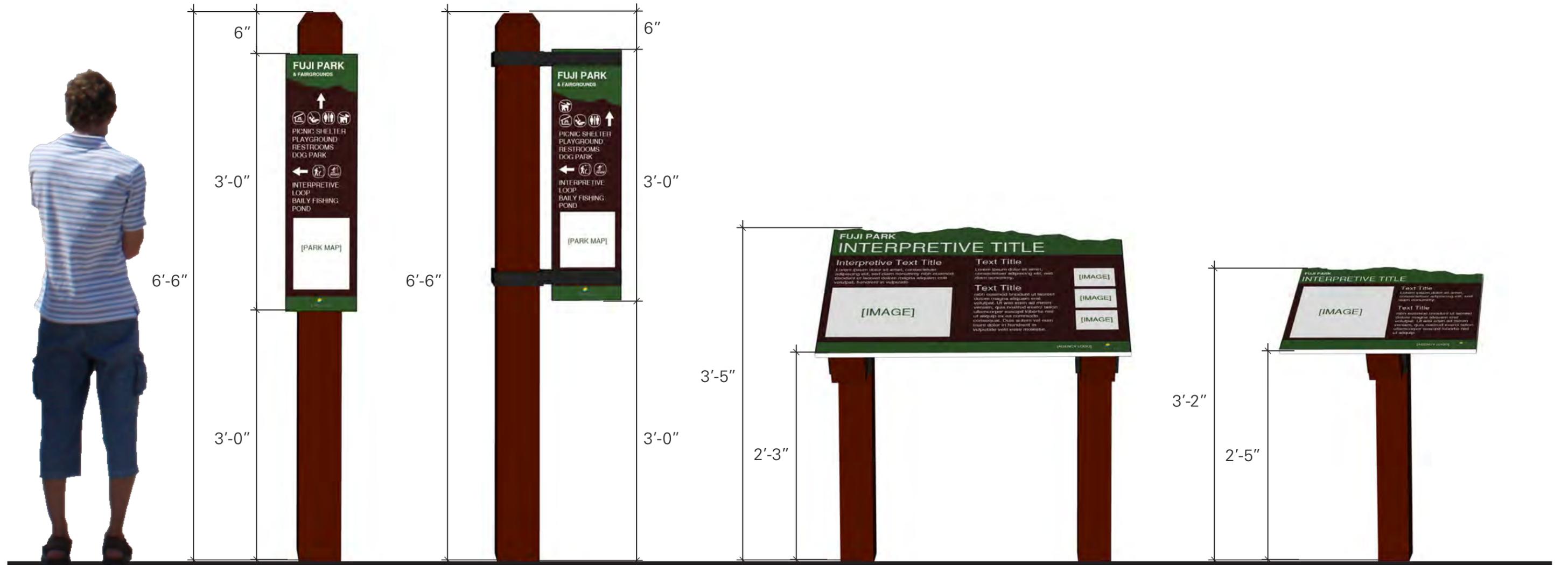


OPEN SPACE SMALL INTERPRETIVE PANEL



Scale: 2" = 1'-0"

INFORMATIONAL AND DIRECTIONAL SIGNS



Finished Grade
Images not to scale

TRAIL DIRECTIONAL SIGN OPTIONS

LARGE INTERPRETIVE PANEL

SMALL INTERPRETIVE PANEL

TRAIL MARKER SIGNS

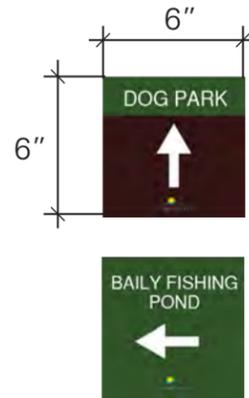
TRAIL MARKER DETAILS AND OPTIONS

Trail markers will be used to provide direction to park amenities and distances to upcoming trail intersections. Trail markers will primarily be used along trails in the open space areas, however, there is opportunity for trail markers to be useful in larger urban parks such as Fuji Park.

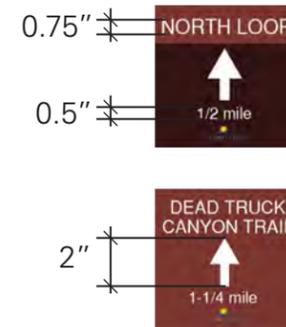
Trail markers will be mounted on either powder-coated metal or wooden posts. There are two sizing options, either a 6" x 6" marker to be mounted on a 6" x 6" post or a 4" x 4" marker to be mounted on a 4" x 4" post.

Additional color options were developed to show both a navy and white theme and a Fireweed Red and grey theme. The colors of the arrows in these options are to match with the color of the specified trail or loop as designated on existing trail maps (such as the Prison Hill Recreation Area and Silver Saddle Ranch trail map).

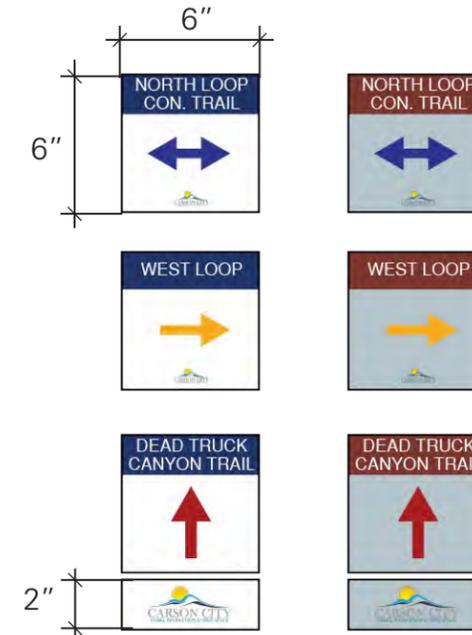
URBAN PARK TRAIL MARKERS



OPEN SPACE TRAIL MARKERS



ADDITIONAL COLOR OPTIONS

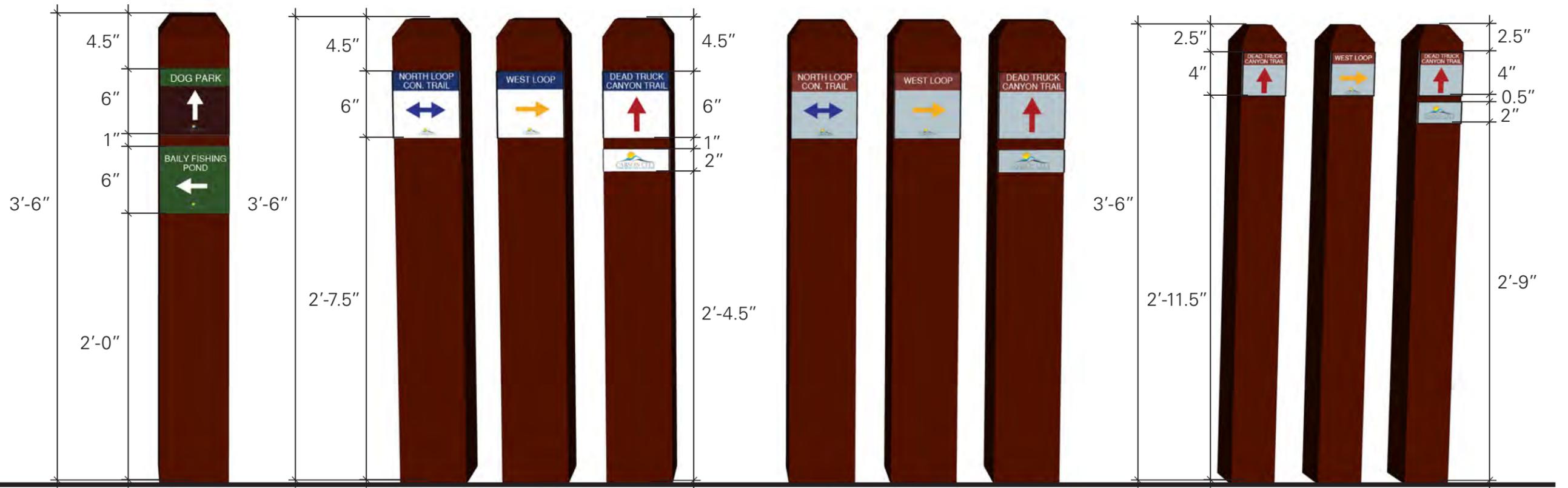


4"X4" OPTION



Scale: 2" = 1'-0"

TRAIL MARKER OPTIONS



Finished Grade
Images not to scale

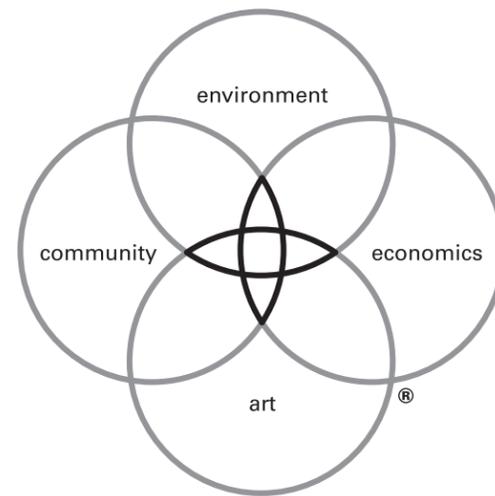
TRAIL MARKER

6" POST - NAVY AND WHITE

6" POST - FIREWEED AND GREY

4" POST - FIREWEED AND GREY





DW LEGACY DESIGN®

We believe that when environment, economics, art and community are combined in harmony with the dictates of the land and needs of society, magical places result — sustainable places of timeless beauty, significant value and enduring quality, places that lift the spirit.

Design Workshop is dedicated to creating Legacy projects: for our clients, for society and for the well-being of our planet.

DESIGNWORKSHOP

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