CHAPTER 6

SIGNAGE

6.1 DEFINITION

Signage refers to all informational graphic and text displays within the park whether on the ground, suspended overhead, or attached to a structure or permanent site furnishing. A unified signage program represents an opportunity to unify the disparate components of the Arroyo Seco while informing and directing the visitor to all of the varied experiences in or about the park.

The organization of this chapter is as follows:

6.1 DEFINITION

6.2 SIGNAGE PROGRAM GUIDELINES
- 6.2.1 Requirements
- 6.2.2 General Guidelines

Figure 6-1 Informational kiosks can play an important role in educating and informing the public.

Figure 6-2 This signage at La Casita del Arroyo is consistent with the natural heritage of the Arroyo Seco and provides information about an ecological theme.

6.2 SIGNAGE PROGRAM GUIDELINES

6.2.1 Requirements

1. A Comprehensive Signage Program for the Arroyo Seco shall be prepared by a capable graphic design professional and submitted to the City of Pasadena Recreation and Parks Commission and Design Commission for review. At a minimum, the Signage Program shall be consistent with the guidelines that follow.

2. The Signage Program shall include a unique logo to represent the overall Arroyo Seco identity for Pasadena under which the secondary identities of the three sub-areas of the Arroyo Seco shall be depicted. The purpose of the Arroyo Seco identity is to preserve the unique character of the area to demonstrate an understanding of the elements that make the Arroyo one continuous environment.

3. The Signage Program shall contribute to a coordinated, coherent image of the Arroyo Seco. This includes limiting signage quantity and size to that which is necessary for information and safety purposes in order to avoid visual clutter and confusion. Existing signage not conforming to the standards of the sign program shall be eliminated.

4. The Signage Program shall be comprised of the fewest signs to be located in the most appropriate places. Messages shall be firm, direct, and positive.

5. Whenever feasible, the signs specified in the Signage Program shall be ADA certified. (See Figure 6-3 below.) Raised characters and Braille for the visually impaired should be used where possible on logos, maps, and other graphic information.

Figure 6-3 A good example of using natural materials and addressing ADA concerns with use of raised letters.

Figure 6-4 An example of sign clutter, that should be avoided.

6. The signage program shall require creativity, quality of craftsmanship, durable materials, simple design, and an economy of words.

7. The signage program shall demonstrate an understanding that in the natural preservation areas, the manmade (including signs) shall be largely invisible.

6.2.2 General Guidelines

1. A plan for locations of wayfinding signs shall be prepared and submitted to the City of Pasadena Parks and Natural Resources Division and the Design Commission.

2. Permanent signage shall:

    a. identify entry points along streets
    b. direct visitors to specific buildings and permanent facilities
    c. control automobile, service/emergency vehicle, bicycle, and pedestrian traffic
    d. identify parking areas for motorists, bicycles, motorcycles, and service/ emergency vehicles
    e. provide interpretive information
    f. list pertinent park rules and City codes

3. A recognizable system of wayfinding signs with a clear hierarchy to be self-guiding shall be utilized.

4. Signage at all key entrances of the Arroyo Seco shall be provided. The design of entrance signs must impart the uniqueness of the Arroyo landscape.

5. Park identification signs that identify the three park sub-areas as specific destinations` shall be provided.

6. Main and secondary park identification signs shall be located at the key entries to each park and within the park.

7. Safety rules and regulations signs shall be displayed to promote a safe and enjoyable park experience, protect park visitors and the park environment, and respond to liability issues.

8. The following Code Required Signs shall be displayed:

    a. Life safety signs for fire and other emergencies and for disabled access shall be provided.
    b. Code signs with the specific shapes, sizes, colors, and messages necessary to comply with the specific requirements for their use shall be provided.

9. Trail signs shall display safety information and identify specific trail user groups to prevent trail conflicts.

10. Elements for posting of reservations or other public information shall be integrated to other structures wherever feasible, i.e., buildings, fences, and walls.

11. Temporary signage for events with a seasonal duration, or New Year's related events, or events lasting more than three days shall:

    - have a coordinated signage program that is reviewed by the Parks and Natural Resources Division and the Recreation and Parks Commission;
    - shall not conflict with the approved Comprehensive Signage Program; and

12. Signage shall be designed to minimize vandalism and consider ease of replacement and cost for such.