

City of Eau Claire Parks,
Recreation, and Forestry
Department

PARK SIGNAGE MASTER PLAN

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CHAPTER 1: PLAN DEVELOPMENT

INTRODUCTION

The City of Eau Claire provides park, recreation, and sport facilities throughout the community. To provide these community opportunities, the Parks, Recreation, and Forestry Department manages more than 1,000 acres of property ranging from large community parks to small neighborhood facilities. The park system distributes these facilities strategically throughout the community to provide an equal amount of outdoor recreation opportunity to all the residents of the City of Eau Claire. The geographic locations of these facilities are closely aligned with the Chippewa and Eau Claire rivers, which partition the community in ways that can make finding these facilities difficult.

As the park system has grown, wayfinding to and through the parks has never been comprehensively planned. This report sets the framework for addressing this need.



Park entries do not always need signs.



Outdated signs should be replaced.

GUIDING PRINCIPLES

The City of Eau Claire has nine community parks, 18 neighborhood parks, six urban parks, two community athletic fields, five unclassified “special” areas, and four enterprise areas (Hobbs Ice Arena, Fairfax Pool, and Forest Hill and Lakeview cemeteries).

The principles guiding the Park Signage Master Plan are to focus on the following:

- Align the signage system to best practice standards.
- Incorporate the City of Eau Claire Parks, Recreation, and Forestry logo into each facility sign and provide a consistent network of signs, including directional, entry, facility, informational, and regulatory signs.

CHAPTER 1: PLAN DEVELOPMENT

- Ensure that first-time and infrequent users can adequately navigate to and through the City park facilities.
- Provide signs that orient users to their desired location.
- Provide a consistent, integrated network of signs throughout the park system. The family of signs will have consistent colors and materials that give a clear impression that the park users are in a City park.
- Minimize sign clutter and maximize informational quality of the sign.
- Ensure maximum visibility and legibility of signs by all system users.
- Incorporate recycling, environmental messaging, and sustainable materials as part of the overall sign system.



Use of enduring materials gives a timeless feel.



Stone is a common element found in the parks.

PROJECT GOALS

The City of Eau Claire Park Signage Master Plan's primary goals are:

- Create a sign system that considers all users with a broad range of abilities and meets Americans with Disabilities Act standards.
- Help all users, including those using the system for the first time, to know where they are and how to get where they want to go.

CHAPTER 1: PLAN DEVELOPMENT



Many existing sign details can be found throughout the parks.

- Provide information about connections and destinations, with clear and simple meanings for both recreational and utilitarian users.
- Promote and improve the visibility of the parks.
- Provide easy-to-understand directional information on ways to move about the parks.
- Increase user safety and comfort.
- Promote the use of active transportation (biking and walking) and the integrating of physical activities in daily routines.
- Create a heightened sense of place, and provide a meaningful experience for all park users.
- Create a cost-effective sustainable sign system that will minimize maintenance and is durable in the variable situations occurring where the signs will be placed.

PARK SIGN THEMES

The City of Eau Claire Parks, Recreation, and Forestry staff identified different themes for community parks and the overall park system:

Park System Characteristics

Positive: Trees, affordable, open year-round, connected, diverse, safe, secluded, natural/woody, water-based, peaceful, memorable, timeless, classic, traditional, comfortable

Negative: Old, dated, poor identification of parks and facilities, who owns property, not branded, not handicap accessible

Essence: Natural, woody, water based, timeless, classic

Carson Park

Positive: Largest park, stadiums, Half Moon Lake, wooded, historic, memorable, community identifies with the park and its history, trails, museums, railroad, special events

CHAPTER 1: PLAN DEVELOPMENT

Negative: Busy, crowded, safety concerns, traffic speed through park, congestion when leaving special events, accessibility

Essence: Memorable, variety of activities, white pines/oaks, rocky edges, Half Moon Lake

Rod & Gun Park

Positive: Wet, paddle wheel, willow trees, ponds, cascades (change in elevation), good views, vistas, microclimate, unique setting, quaint, picturesque, historical, hidden treasure, springs

Negative: Not accessible

Essence: Paddle wheel, ponds, springs, unique, quaint, picturesque

Owen Park

Positive: Band shell, river views, elm trees, music, trail hub, UW-Eau Claire nearby, veterans park, named after the Owen family, white pines

Negative: None

Essence: Band shell (music), elm trees, Owen family, white pines

Soccer Park

Positive: Soccer, children, motion, contemporary

Negative: None

Essence: Children, soccer, motion

Note: Use steel/stone for sign

Fairfax Park

Positive: Former farm, pine plantation, pool, detention pond, prairie

Negative: None

Essence: Prairie

Note: Use Dunnville stone in sign (cut or single piece)

Riverview Park

Positive: Island, bridge, water-based, boat landing, sand bar, best connection to the Chippewa River

Negative: None

Essence: Best connection to the Chippewa River in park system

Note: Wood sign, nautical theme, or logging theme

CHAPTER 2: NEEDS ASSESSMENT



Mixing natural materials blends the message with the site.

EXISTING CONDITIONS

Highway and Arterial Street Directional Signs

Community Parks

At the time of this report, of the nine community parks, six do not have directional signs guiding users to these major facilities. A total of six community parks do not have park entry signs. Directional street signs will be necessary for these facilities.

Neighborhood Parks

Of the parks within the overall system, all neighborhood parks have a park identification sign that is consistent throughout the park system. Directional street signs will be necessary for these facilities.

Urban Parks

Six parks are classified as urban parks. Only two of the parks have some form of park identification sign. No directional street signs will be necessary for these facilities.

Community Athletic Fields

The current five-year plan identifies the two community athletic fields. Only the Soccer Park is developed. This facility does not have any significant park identification sign and has one directional street sign. Directional street signs will be necessary for these facilities.

Special Areas

Special areas are varied in their purpose, and the type of signage is less defined. Of the 13 areas designated as special areas, four have facility identification signs. Future development of these areas will further define the need for addresses and signage. No directional street signs will be necessary for these facilities with the exception of the Off Leash Recreation Area because that is a revenue-producing facility.

CHAPTER 2: NEEDS ASSESSMENT



Black posts are consistent throughout the parks.

Waterfront and Parkway Areas

With more than 20 miles of trails and pathways throughout Eau Claire, only 2 miles have any form of directional signing. This master plan sets some of the framework for the trails, but further work on placement and content will need to be completed.

Facility/Building Signs

The primary location of existing facility and building signs are at neighborhood parks and reservable picnic shelters. Some athletic areas (Carson Park, Mount Simon Park, and the Soccer Park) have field signs associated to these facilities. The signs at these locations are consistent in color and shape.



Temporary signs do the trick until the final one is installed.

Facility Addresses

Over the past four years, all park locations have been assigned street addresses. The addresses are posted at park areas with facilities or buildings. Addresses are not consistently located on buildings. The pattern is to place addresses on signs and not structures. This gives better visibility but is not consistent with the City ordinances that stipulate that building

CHAPTER 2: NEEDS ASSESSMENT

addresses should be attached to the building.



Park Department logo has been used consistently.

Information Signs

The park system has three levels of information signs. The primary is an electronic display at the entry of Carson Park. This marquee is controlled by the Parks and Recreation administrative staff, and the messages promote activities occurring throughout the park system. The message board is also used by tenants and for special events occurring in Carson Park. The second level of information is on display boards at various parks. These are primarily for event postings or information about a specific facility. Examples of such boards are at Boyd Park and the trailhead building and small

kiosk structure at Phoenix Park.

The third level of information sign is the reservable pavilions at the community parks. This is a simple slide-in holder that establishes the party date and time of a specific pavilion reservation.



Simple design is easy to read.

Interpretive Signs

Five sets of interpretive signs are found in the park system.

The most extensive interpretive sign is along river and lake shoreline that corresponds with a trail location. These are sponsored river history plaques encased in a painted metal frame. The plaques are cast aluminum with etched images and text.

The second style of interpretive sign is

CHAPTER 2: NEEDS ASSESSMENT

found at Phoenix Park. These are cast aluminum plaques similar to the river history signs. However, instead of a metal frame, these plaques are secured to the flat face of a granite stone.



Information is not always at eye level.

The third style of interpretive sign is found at Carson Park. These are metal plaques that are etched with images that may have color. These plaques are secured to a formed concrete surface built into a field stone pedestal.

A fourth style of interpretive sign is found at Carson Park Baseball Stadium. These are bronze signs with bas-relief images of individuals important to the history of baseball in Eau Claire. These plaques are fastened to the vertical pickets of a steel fence.

The fifth style of sign is the wooden landmark signs. These markers are not part of the park signage system

and are administered by the Landmark Commission and identify historic structures throughout the community. The Carson Park Baseball Stadium and the Owen Park Band Shell are the only two structures with this designation that are found in park facilities.

Sign Colors

The most dominant color of signs found throughout the park system is a medium brown (Oxford brown) stain. Other colors are found on directional trail signs, river history signs, and community park entry signs. The following is a general listing of colors presently used:

- Black
- Light blue
- White
- Medium brown
- Light brown
- Yellow
- Medium blue
- Green
- Gray

CHAPTER 2: NEEDS ASSESSMENT



Park users appreciate the variety of colors and materials found in the parks.

EXISTING SIGN ORDINANCE

The City of Eau Claire sign ordinance will govern the size and location of signs placed in a City park. Though the general sign guidelines will be followed as part of this report, final confirmation and permitting may be required to set the sign in its final location.

Permitting will be required for most of the primary identification, destination, and secondary destination signs. The balance of the other signs will be exempt from permitting.

The sign ordinance affecting park sign placement and permitting is in the City's sign ordinance, Chapter 16.16, and is accessible on the City of Eau Claire's website under the Government tab.



Rules are necessary but ...

CHAPTER 2: NEEDS ASSESSMENT

PHOTOGRAPHS OF EXISTING SIGNS

Highway Directional Signs



Arterial Street Directional Signs



Neighborhood Parks

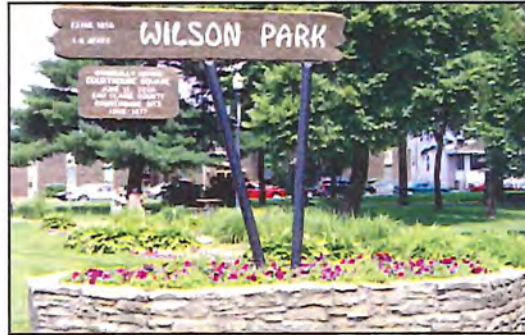


Park Entry Signs Community Parks



CHAPTER 2: NEEDS ASSESSMENT

Urban Parks



Community Athletic Fields



Special Areas



Waterfront and Parkway Areas



CHAPTER 3: CONSIDERATIONS

WISDOT STANDARDS AND JURISDICTION/STANDARDS

Jurisdiction for the signs placement associated with this report is not governed by the Wisconsin Department of Transportation. Placement of directional signs from the City streets or state/U.S. highways is to be determined by the City of Eau Claire Public Works Department-Engineering Division. At the time of this report, the City of Eau Claire is reviewing the design and placement of these signs.

CITY OF EAU CLAIRE SIGN ORDINANCE

The City of Eau Claire sign ordinance will be the primary guide in the development of this Park Signage Master Plan. The ordinance (Chapter 16.16) can be found on the City's website.

DISTRICT SIGN GUIDELINES AFFECTING PARKS

A few specific neighborhoods have design standards in place for the structures within their district. These standards do not apply to park signs or even park structures. This will not have an impact on the decisions of selecting a theme for the overall signage plan.

SIGN MATERIAL, STYLE, AND COST

- Overview of sign theme
- Sign base
- Support post
- Sign board
- PR&F medallion
- Trim
- Framework
- Finial
- Community park entry sign elements



Stone veneers are a cost-effective finish.

CHAPTER 4: RECOMMENDATIONS

PARK SIGNAGE TYPES

Trail Blazing (To Community Parks)

All community parks should have a clear identification from at least one major arterial street.



Park arterial signs need to be added consistently to direct visitors to all community parks.

Carson Park is a regional destination and has trail blazing signs on Clairemont Avenue (U.S. Highway 12) and Menomonie Street. The Menomonie Street sign is redundant as the major park

entry sign is apparent to visitors coming to the park in vehicles. That sign should be removed.

Other community parks should be reviewed from a trail blazing perspective, and new or additional signs should be added to create a clear, easy-to-follow travel line to the primary entry to the park.

Park Entry Sign

As a standard, one entry to a community park should be identified. However, most of the parks have multiple points of entry. In addition, some parks are linear, and marking an entry point may be difficult.



The primary park entry sign should mark the preferred entry, and a secondary sign should mark the alternative entry. An example would be Riverview Park. Primary traffic arrives from the south, and the primary park sign should be located

CHAPTER 4: RECOMMENDATIONS

before arriving at the first park facility, Riverview Island. At the north entry to the park, the secondary sign should mark the park entry north of the north parking lot before arriving at the North Pavilion. A choice of which entry to designate with a major park entry sign needs to be established for Rod & Gun Park, Fairfax Park, Riverview Park, Owen Park, and the proposed Otter Creek Community Park.

Parking Directional Sign

Parking lots

Once visitors have entered the park, directional signs take them to their final destination. These signs are primarily for vehicle circulation and will be mostly associated with getting vehicles to a parking area.



Facility Identification Sign

Buildings

Each park facility needs to have an identity, even if it is an electrical vault. Primary facilities should have a ground sign. These signs are to have the building name and the building address.

The standard for addressing buildings throughout the City is with building-mounted signs. However, the entry sign has better visibility as not all park facilities have a convenient place for a building-mounted sign that is consistent and readable. If multiple buildings in an area have separate addresses, the sign should indicate the general address with a range of addresses, and the building address is to be mounted on the primary building entrance.



Pavilions

Pavilions are more than just park buildings because they can be reserved. Facilities that can be reserved need a sleeve mounted on the face of the sign or a similar method of identifying a group reservation.



CHAPTER 4: RECOMMENDATIONS

Route Directional Signs

Route directional signs are primarily associated with non-vehicle trail areas. However, the placement of route directional signs close to a road will aid in vehicle movement through the park. These signs provide information to visitors once they have decided on the direction they want to go. These sign also help if a user wishes to change direction, providing an understanding of options along the trail.



Kiosks

Kiosks should be placed only at facilities that have large gathering areas either to a facility or to drop-off areas for the park. Information on the kiosk should be for the entire park and not just for the associated facility. This will create the most benefit for the users and special events and will improve overall park use.



Informational Signs

Informational signs are message areas giving a broader range of information. This can be on a separate site sign or on a building-mounted sign. Site informational signs are to blend with the other site signs. Building informational signs should blend with the building architecture.



Special Event Signs

Special events occurring in community parks typically occur in a planned area. Event signing needs to have permanent posts set for consistent placement of event banners. It also sets a size standard that groups can use when producing their banners. This does not preclude other event announcements, but the placement of the additional banners will be part of the special event permitting process.

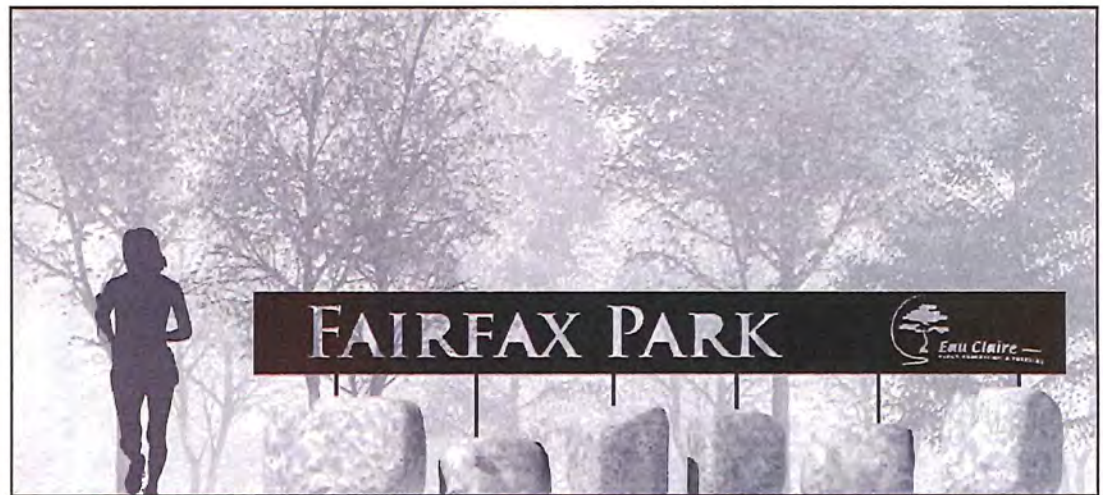
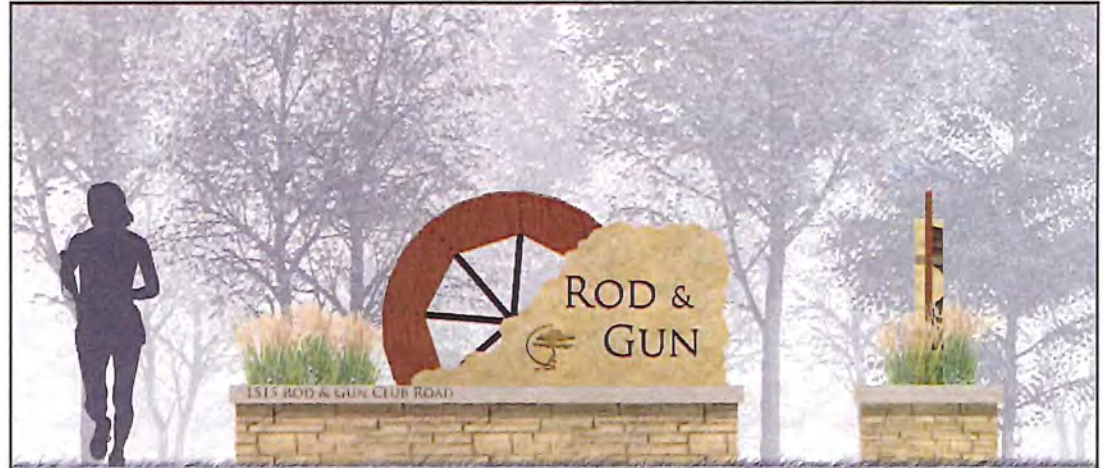
CHAPTER 4: RECOMMENDATIONS

Community Parks

Base:	Dunnville stone veneer
Cap:	Precast concrete – light brown
Sign material:	Varies
Rod & Gun	Limestone & wood
Fairfax	Weathering steel
Riverview	Limestone and weathering steel
Owen	Limestone and weathering steel

SIGN DESIGN

Primary Destinations Community Parks



CHAPTER 4: RECOMMENDATIONS

Community Parks (continued)



CHAPTER 4: RECOMMENDATIONS

Athletic Fields

Base: Dunnville stone veneer

Cap: Precast concrete – light brown

Sign material: Varies

Soccer Park Weathering steel with stainless steel or painted steel figure

Softball fields 4" tube steel posts, high density urethane (HDU), CNC cut and painted.



Athletic Fields



CHAPTER 4: RECOMMENDATIONS

Facilities Within Community Parks

Base: Dunnville stone veneer
Cap: Precast concrete – light brown
Sign material: Steel, wood, or HDU

Urban Parks

Base: Dunnville stone veneer
Cap: Precast concrete – light brown
Post: 4" OD aluminum poles, painted/powder coated, finial ball painted
Supports: 0.125 x 1 1/2" wide flat aluminum, painted/powder coated, attached with post clamps
Sign material: Aluminum panel, vinyl coated

Secondary Destinations

Facilities Within Community Parks



Urban Parks



CHAPTER 4: RECOMMENDATIONS

Neighborhood Parks

Base: Dunnville stone veneer

Cap: Precast concrete – light brown

Support: 1'x4'x0.125 extruded aluminum. Two-sided sign mounted over frame.

Sign: 4" tube steel frame, HDU mounted to 0.125 plate aluminum, CNC cut with raised letters and painted.

Neighborhood Parks



CHAPTER 4: RECOMMENDATIONS

Trail Blazing

- Base: Dunnville stone veneer
Cap: Precast concrete – light brown
Post: 4" OD aluminum poles, painted/powder coated, finial ball painted
Supports: 1x2 aluminum tube support struts, painted/powder coated,
Sign material: Aluminum plate, vinyl coated

Parking Directional

- Post: 4" OD aluminum poles, painted/powder coated, finial ball painted
Supports: 0.125 x 1 1/2" tube aluminum, painted/powder coated, attached with post clamps
Sign material: Aluminum panel, vinyl coated

SIGN LOCATION

Trail Blazing Sign



Parking Directional Sign



CHAPTER 4: RECOMMENDATIONS

Facility Identification

- Post: 4" OD aluminum poles, painted/powder coated, finial ball painted
- Supports: 0.125 x 1 1/2" tube aluminum, painted/powder coated
- Sign material: 0.125 x 1 1/2" tube steel frame, HDU mounted to 0.125 plate alum, CNC cut with raised letters and painted.

Facility Identification Sign



Pavilion

- Post: 4" OD aluminum poles, painted/powder coated, finial ball painted
- Supports: 0.125 x 1 1/2" tube aluminum, painted/powder coated
- Sign material: 0.125 x 1 1/2" tube steel frame, HDU mounted to 0.125 plate alum, CNC cut with raised letters and painted.

Pavilion Sign

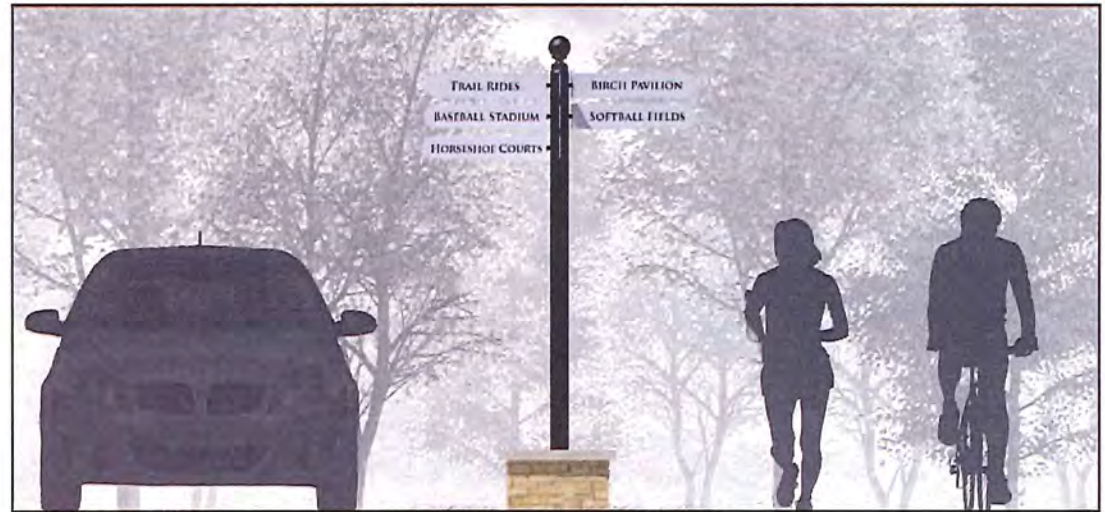


CHAPTER 4: RECOMMENDATIONS

Route Directional

- Base: Dunnville stone veneer
Cap: Precast concrete – light brown
Post: 4" OD aluminum poles, painted/powder coated, finial ball painted
Supports: Aluminum anchors and fasteners
Sign material: Aluminum panel, vinyl coated

Route Directional Sign



Kiosks/Information

- Post: 4" OD aluminum poles, painted/powder coated, finial ball painted
Supports: 0.125 x 1 1/2" wide flat aluminum, painted/powder coated, attached with post clamps
Sign material: Aluminum panel, vinyl coated

Kiosks/Information Sign

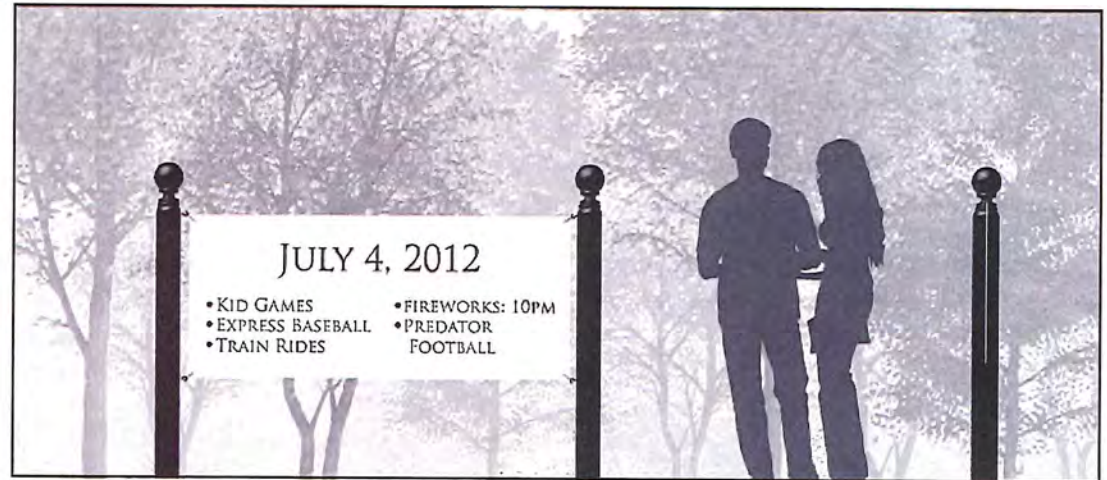


CHAPTER 4: RECOMMENDATIONS

Event

Post: 4" OD aluminum poles, painted/powder coated, finial ball painted. Welded aluminum hooks.

Event Sign



Neighborhood Park

Base: Dunnville stone veneer

Cap: Precast concrete – light brown

Support: 1'x4'x0.125 extruded aluminum. Two-sided sign mounted over frame.

Sign: 4" tube steel frame, HDU mounted to 0.125 plate aluminum, CNC cut with raised letters and painted.

Neighborhood Park Sign



CHAPTER 5: IMPLEMENTATION PLAN AND RESULTS

IMPLEMENTATION SCHEDULE

The Eau Claire Park Signage Master Plan identifies a comprehensive approach to developing an overall park sign system. Much of the success of this plan will be based on clearly identifying the priorities and schedule for implementing the park signage program. Below is an overview of the implementation priorities and schedule of the Park Signage Master Plan over the next five years.

Priority No. 1 Community park entry signs



Install primary and secondary park entry signs at Rod & Gun Park and the primary entry sign at Eau Claire Soccer Park within the next two years.

Install primary and secondary park entry

signs at Fairfax Park and Owen Park within the next three years.

Install primary and secondary park entry signs at Otter Creek Park and NW Community Park at the time of initial development of the park.

Priority No. 2 Park building addresses and park roadway directional signs



Install park addresses on all park buildings and pavilions. This is important for the responsiveness of first responders to addressing issues that come up in park facilities. In addition, directional signs should be placed at all community park facilities to direct visitors through each park. This portion of the plan should be completed within the next two years.

CHAPTER 5: IMPLEMENTATION PLAN AND RESULTS

Priority No. 3 Urban park signs



Install urban park signs at University Park, Wilson Park (two), and Randall Park. Complete this portion of the plan within the next three years. Urban signs at Jaycette and Wold parks should to be evaluated to determine if another sign style may be more appropriate (e.g., neighborhood park style sign).

Priority No. 4 Park facility signs



Install park facility signs at designated park facilities. These signs will aid

out-of-town park users with locating their eventual destination. This portion of the plan should be completed within the next three years.

Priority No. 5 Pavilion and special event signs



Install new pavilion signs at the 10 reservable pavilions in the community parks. The pavilion at Phoenix Park will have a sign complementary to the existing park entry sign.

Special event sign posts would be installed at the same time because many of the events happening in the parks correspond with reservations of pavilions. This portion of the plan should be completed within the next three years.

CHAPTER 5: IMPLEMENTATION PLAN AND RESULTS

Priority No. 6 Neighborhood park signs



The 18 neighborhood parks will need to be prioritized to determine which parks warrant investment of new signs.

INSTALLATION COST ESTIMATE

The installations of the signs are intended to be implemented by a combination of efforts and funding sources. Funding should be developed through the Parks, Recreation, and Forestry Department Capital Improvement Fund. This should be an ongoing appropriation and should be fully accomplished within five years. If the sign program goes beyond that time frame, the overall system will begin to be compromised. The stone base design is similar at each community park; the size of the base is all that differs. It is intended that these bases can be constructed by Parks maintenance staff or by a masonry contractor. The sign feature is intended to be built by a sign contractor. The finishes

of the sign will be more consistent if contracted through a single reputable sign contractor. Eau Claire is fortunate to have a number of quality sign contractors. A visit to the fabrication facility is recommended before developing a short list of acceptable sign contractors.

A spreadsheet showing the estimated sign numbers by type, along with cost estimates, follows on the next page.

MAPS/DRAWINGS

The maps that follow in this section show proposed locations and types of signs for a sampling of community parks, urban parks, and neighborhood parks.

Sign Placement Matrix

Sign name	Primary Destination	Secondary Destination	Urban	Pavillon	Trail Blazing	Parking Directional	Facility Identification	Route Directional	Kiosk/Informational Signs	Spec Event	Total	Total cost
Sign type												
Cost	\$4,500	\$2,300	\$1,400	\$1,600	\$1,400	\$1,800	\$1,800	\$1,400	\$2,300	\$700		
Community Parks												
Carson Park		1		4	2	10	6	3	2	2	30	
Fairfax Park	3	1			2	4	1	1	1		13	
Mt Simon Park	1			2	1	1	2		1		8	
Owen Park	2				1	2	2	1	2		10	
Phoenix Park*	2				1	1	2	2	1		9	
Riverview Park	1	4		3	2	3	1		1		15	
Rod and Gun Park	1	1		1	1	3		3			10	
Northwest Community Park	1	1			1	1	2	1	1		8	
Otter Creek Park	1	1			1	1	2	1	1		8	
Urban Parks												
Jaycette Park			1								1	
Randall Park			1								1	
University Park			1								1	
Wilson Park			2								2	
Wold Park			1								1	
Neighborhood Parks		18						4	1		23	
Special Areas												
Domer Park		1									1	
Ferry Street Park		1							1		2	
Half Moon Beach		1									1	
Hobbs Landing		1						1	1		3	
Mt Tom		1									1	
Ice Arena												
Hobbs ice Arena	1								1		2	
Pool												
Fairfax Pool		Part of Park signage				1	1		1		3	
Cemeteries												
Forest Hill Cemetery	1								1		2	
Lakeview Cemetery	1								1		2	
Community Athletic Fields												
Soccer Park	1					2	1			1	5	
Jeffers Road Park	1								1		2	
Totals	17	32	6	10	12	29	20	17	18	3	164	
Probable sign cost estimate	\$76,500	\$73,600	\$8,400	\$16,000	\$16,800	\$52,200	\$36,000	\$23,800	\$41,400	\$2,100	\$346,800	



Secondary Destination



Parking Directional



Route Directional



Facility Identification



Event



Pavilion



Trail Blazing



CARSON PARK



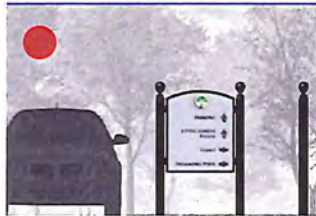
Primary Destination



Trail Blazing



Secondary Destination



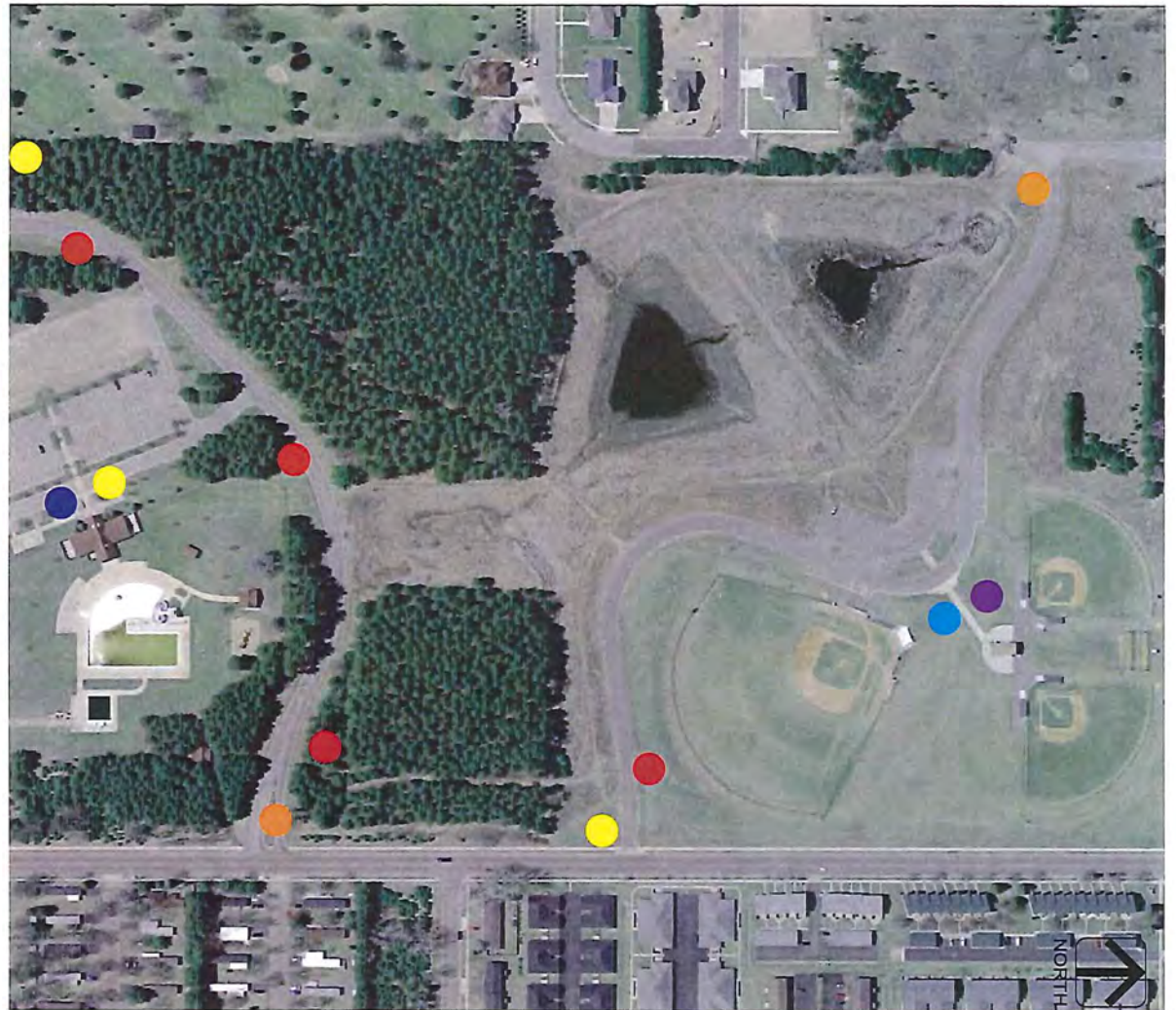
Parking Directional



Facility Identification



Event



FAIRFAX PARK



Primary Destination



Route Directional



LAKESHORE PLAYGROUND



Primary Destination



Trail Blazing



Kiosk/Information



Parking Directional



Facility Identification



Pavilion



MT. SIMON PARK



Primary Destination



Parking Directional



Event



Route Directional



OWEN PARK



Primary Destination



Trail Blazing



Secondary Destination



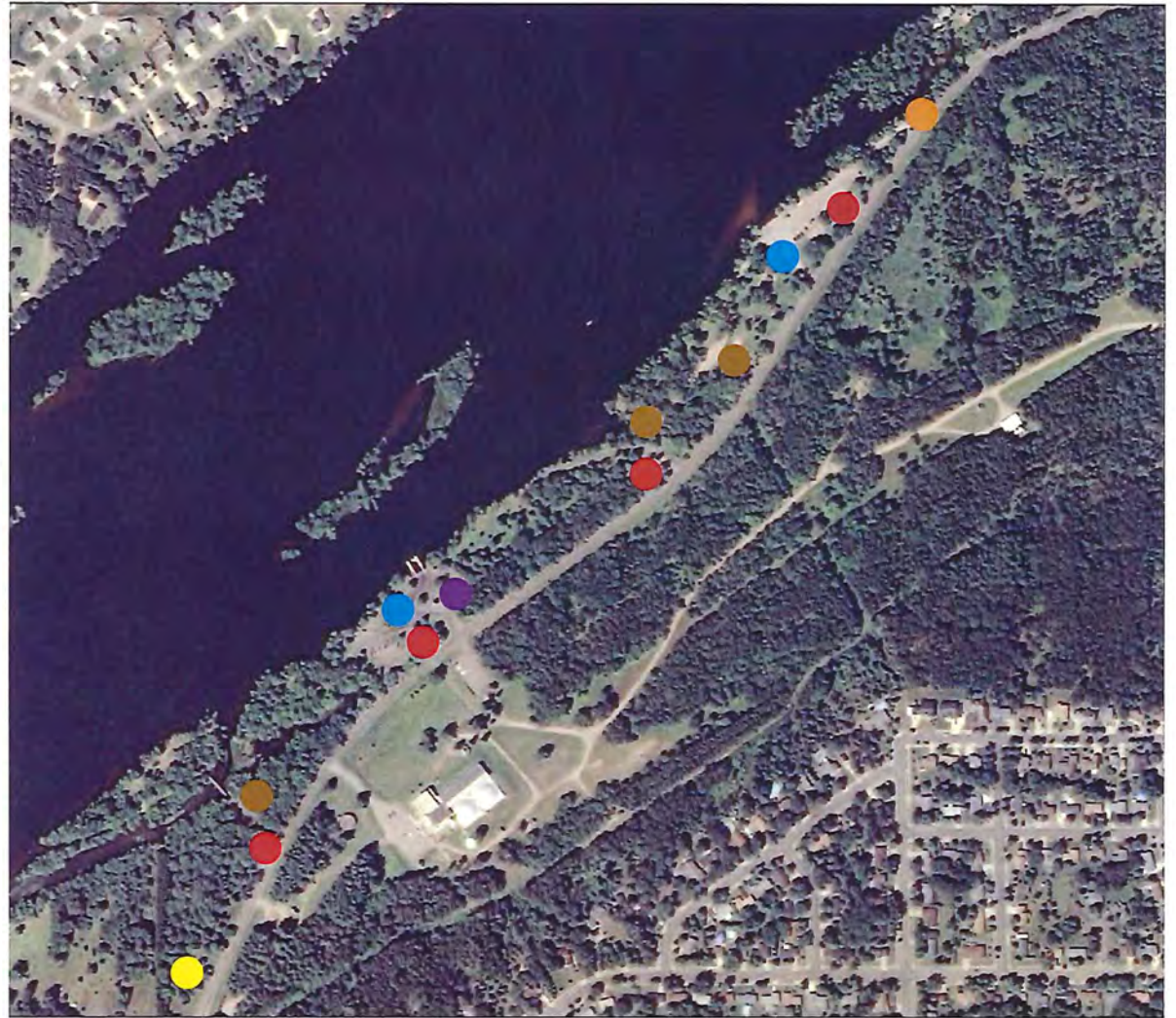
Parking Directional



Facility Identification



Pavilion



RIVERVIEW PARK



Primary Destination



Trail Blazing



Facility Identification



Parking Directional



Event



SOCCER PARK



Primary Destination



WILSON PARK





Primary Destination



Trail Blazing



Secondary Destination



Parking Directional



Route Directional



Pavilion



ROD & GUN PARK

EAU CLAIRE
PARK SIGNAGE
MASTER PLAN

POST-REPORT
ADDENDUM

POST-REPORT ADDENDUM

SIGN MOCK-UP AND FONT REVISIONS

The final step in developing the sign master plan is to field test the locations, color, and text of the signs. Four parking directional signs were printed on cloth and placed at the locations designated in the master plan along Carson Drive in Carson Park. The signs were set up during the 2011 football season to gather feedback from visitors and community members. No formal survey of opinions was done; however, through observation and anecdotal feedback, City staff believes they have received the feedback they need to move forward in refining the overall plan. The following are notes that should be considered when implementation of the sign system begins:

- The location of the signs appears to be correct, and the uniformity of placement will give drivers the same visual cue along their drive through the park. The height and size of the signs appear appropriate.
- The light color is acceptable; however, the readability of the sign from the distances necessary to make decisions must be improved. Consider the possibility of using a dark background and white letters. The light background will only be effective if the letter size is increased significantly.
- The letters on the parking directional signs should be readable from approximately 120 feet. Letter size should reflect readability of a 1-inch letter at 40 feet from the sign. Proportionally, the letter size for visibility at 120 feet should be 3 inches. This may not be possible unless the text is minimized sufficiently to convey the desired information.
- We have studied nine different fonts and have attached further study of five of the fonts. Feedback from City staff recommended a sans serif font style as a preference. The chosen font is Century Gothic Bold. Furthermore, if the light background is to be used, filling the sign with a larger font size will make the park entry, pavilion, and urban signs more readable from a greater distance.
- We recommend that more detailed design of the signs occurs before installing any permanent signs. Another field test of the background color and font size needs to be completed for these post-report recommendations.

SIGN DETAILS

SIGN FONT:	TRAJAN PRO
LOGO GREEN:	PMS 356
LOGO BLUE:	PMS 660
CIRCLE TAN:	PMS 468
SIGN COLOR:	PMS 429
TEXT COLOR:	PMS 426



URBAN SIGN

LOCATION:
Wilson Park

AVRES
ASSOCIATES



NEIGHBORHOOD PARKS SIGN

LOCATION:
Lakeshore Park

AYRES
ASSOCIATES



PARKING DIRECTIONAL SIGN

SOUTH BOUND SIGN - LOCATION:
Across from entry to main parking lot

AVRES
ASSOCIATES



PARKING DIRECTIONAL SIGN

NORTH BOUND SIGN - LOCATION:
Across from entry to main parking lot

AVRES
ASSOCIATES

SIGN DETAILS

Sign Font:	Eurostile Black - DTC
Logo Green:	PMS 356
Logo Blue:	PMS 660
Circle Tan:	PMS 468
Sign Color:	PMS 429
Text Color:	PMS 426



310 S. Farnwell Street



Urban Sign

Location:
Wilson Park

AYRES
ASSOCIATES



Neighborhood Parks Sign

Location:
Lakeshore Park

AYRES
ASSOCIATES



Parking Directional Sign

South Bound Sign - Location:
Across from entry to main parking lot

AYRES
ASSOCIATES



Parking Directional Sign

North Bound Sign - Location:
Across from entry to main parking lot

SIGN DETAILS

Sign Font:	Salenomi
Logo Green:	PMS 356
Logo Blue:	PMS 660
Circle Tan:	PMS 468
Sign Color:	PMS 429
Text Color:	PMS 426



Urban Sign

Location:
Wilson Park

AVRES
ASSOCIATES



Neighborhood Parks Sign

Location:
Lakeshore Park

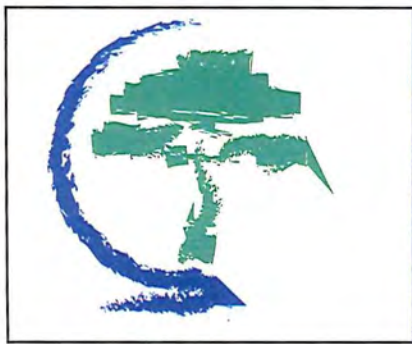
AYRES
ASSOCIATES



Parking Directional Sign

South Bound Sign - Location:
Across from entry to main parking lot

AVRES
ASSOCIATES



Parking Directional Sign

North Bound Sign - Location:
Across from entry to main parking lot

SIGN DETAILS

Sign Font:	Gotham Bold
Logo Green:	PMS 356
Logo Blue:	PMS 660
Circle Tan:	PMS 468
Sign Color:	PMS 429
Text Color:	PMS 426



Urban Sign

Location:
Wilson Park

AYRES
ASSOCIATES



Neighborhood Parks Sign

Location:
Lakeshore Park

AVRES
ASSOCIATES



Parking Directional Sign

South Bound Sign - Location:
Across from entry to main parking lot

AVRES
ASSOCIATES



Parking Directional Sign

North Bound Sign - Location:
Across from entry to main parking lot

SIGN DETAILS

Sign Font:	Century Gothic Bold
Logo Green:	PMS 356
Logo Blue:	PMS 660
Circle Tan:	PMS 468
Sign Color:	PMS 429
Text Color:	PMS 426



Urban Sign

Location:
Wilson Park

AYRES
ASSOCIATES



Neighborhood Parks Sign

Location:
Lakeshore Park

AYRES
ASSOCIATES



Parking Directional Sign

South Bound Sign - Location:
Across from entry to main parking lot

AVRES
ASSOCIATES



Parking Directional Sign

North Bound Sign - Location:
Across from entry to main parking lot