

APPENDIX J

Concept Signage Program

8/19/2025

Mission Bay Park Improvements

Signage & Wayfinding: Analysis, Assessment, and Recommendations

August 19, 2025

DUDEK

The City of
SAN DIEGO

Contents

- A Analysis Summary
- B Assessment Summary
- C Recommended Locations



A

Analysis

Field surveys by driving, walking, and bicycling to identify and document the following for each mode of travel:

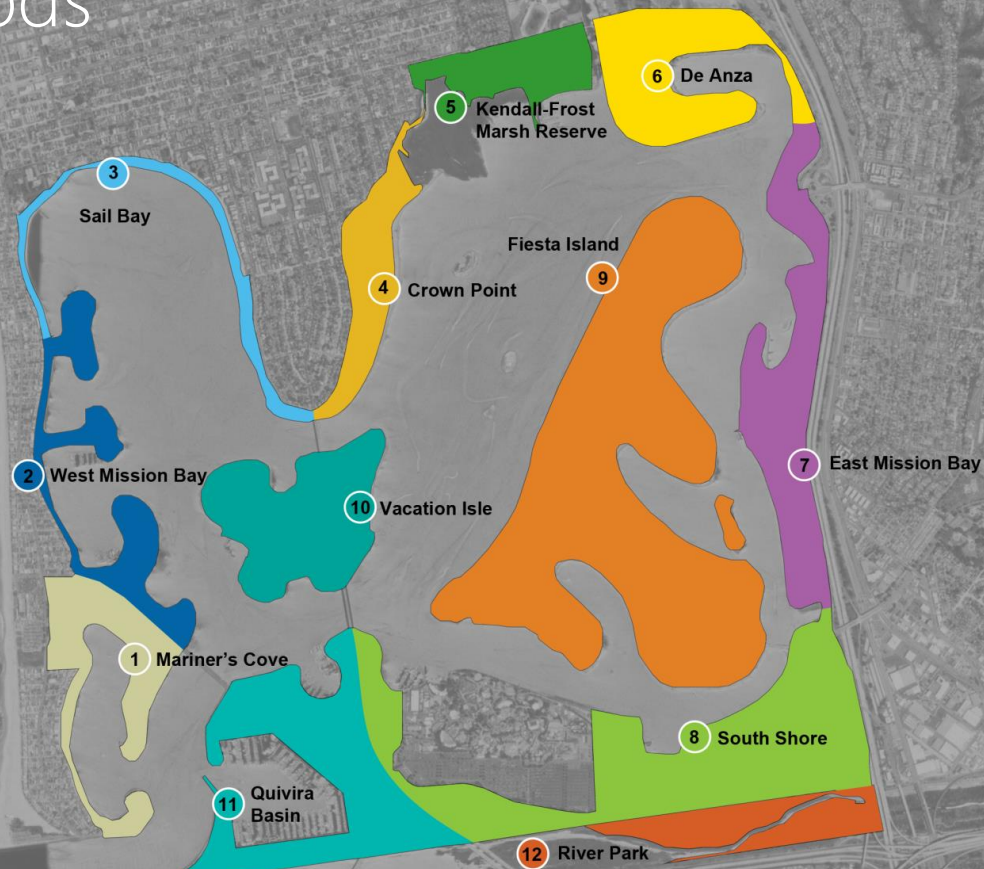
- Places of arrival
- Destinations, landmarks, and points of interest
- Decision points along paths of travels (i.e., fork in the road, turns, etc.)

8/19/2025



Walkable Neighborhoods

- Each area is like a “park within a park”
- Generally, a 10–15-minute walk from one end to the other



B

Assessment

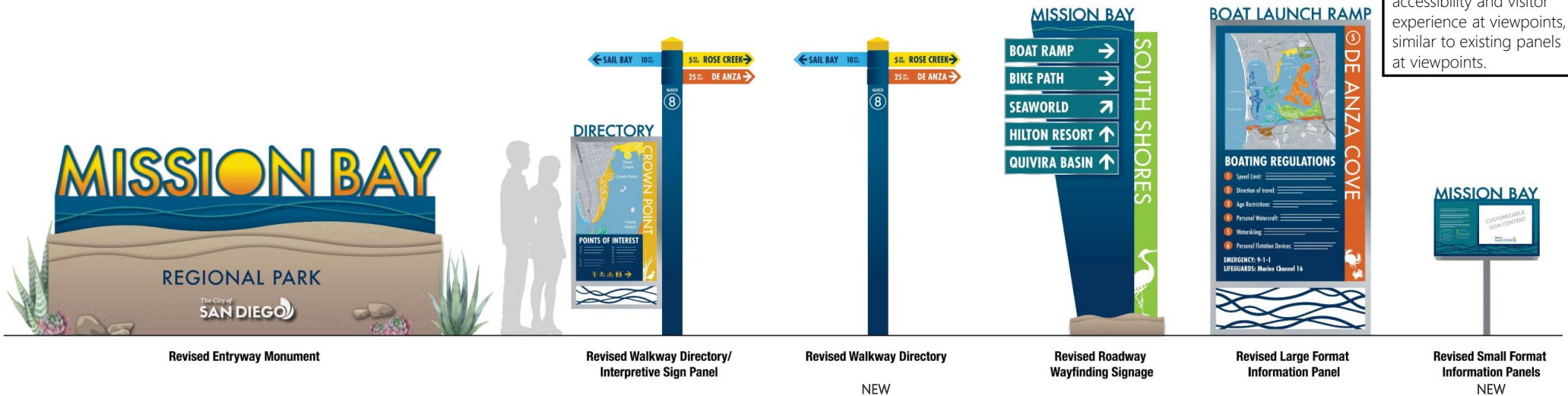
- Analyze locations of existing signs and assess need to relocate or place anew
- Identify range of existing and absent sign typologies, consider opportunities to consolidate
- Establish criteria/framework for new and replacement sign locations



Hierarchy of signage

Each sign type suits a particular need.

This preferred design alternative (with slight modifications) is the outcome of an extensive public outreach campaign.



SOURCE: Dudek 2019



SCALE IS APPROXIMATE AND WILL BE DETERMINED PRIOR TO PRODUCTION

SIGNAGE CONCEPT A – REVISED
Mission Bay Branding and Wayfinding Signage
Mission Bay Park PEIR

B

Assessment

C

Recommended Location Plan

- Conceptual locations of proposed signage
- Locations are consistent with established signage criteria needs for vehicles, pedestrians, bicyclists, and other users
- See GIS Layer file for precise location recommendations



Proposed Entryway Monument Locations

11 Entryway Monuments

- Replacement of existing signs and additional as needed
- High visibility locations, aligning with auto access analysis
 - Freeway exits
 - Bridge-to-road transition
 - Arterial streets
- Placed with scenery in mind for photo-opportunities and long-term park branded imagery



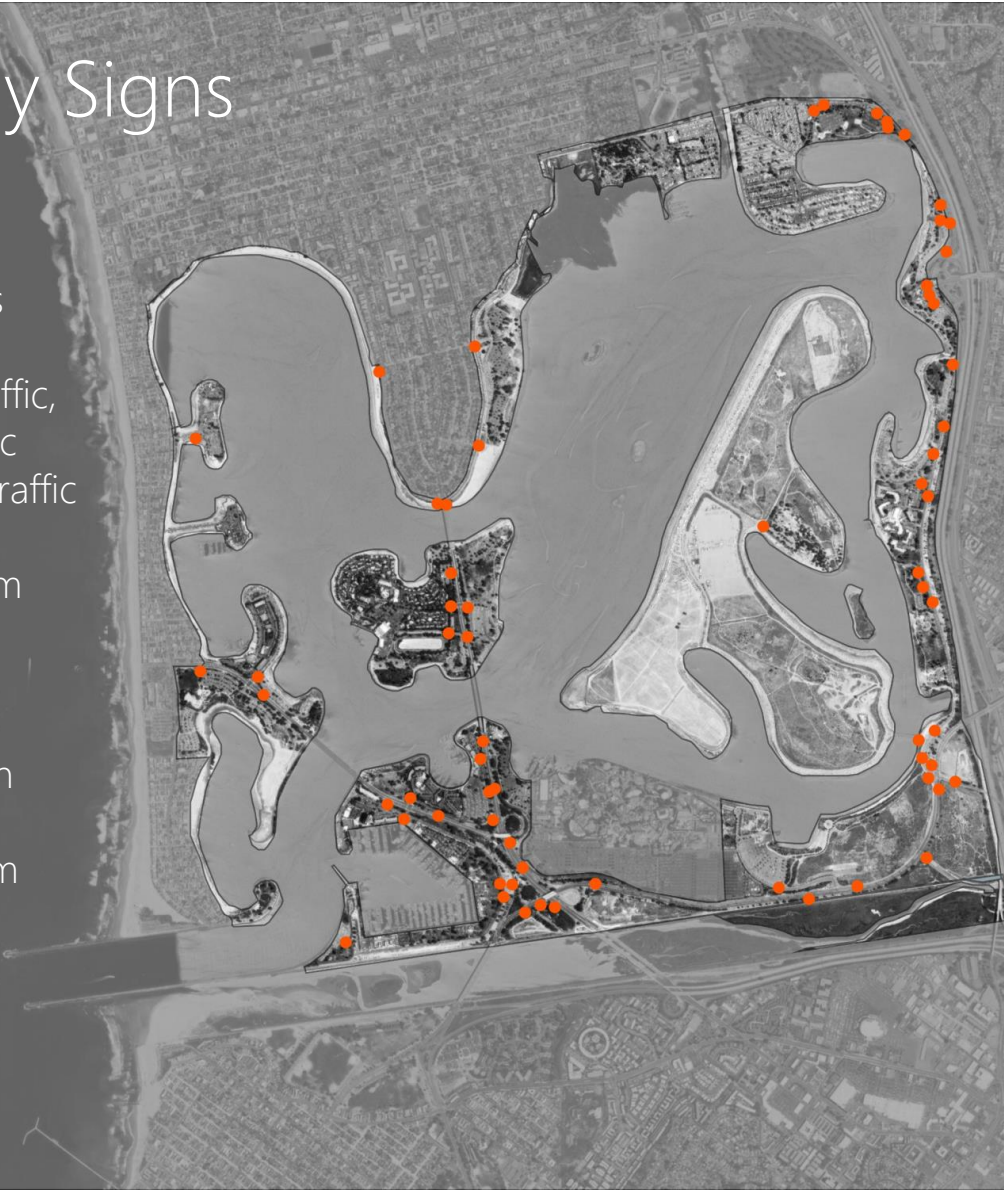
C

Recommended Locations

Proposed Roadway Signs

67 Roadway Signs

- Replacement of existing signs, consolidation, and additional as needed
- Primarily targets automotive traffic, but also suitable for cyclist traffic
- One sign for each direction of traffic approaching an intersection
- Along park roads (50-100 ft from intersection)
 - Popular vehicular entries including to parking areas
 - Natural transitions between park neighborhoods
- Along City roads (50-250 ft from intersection)
 - Highway interchanges
 - Controlled intersections



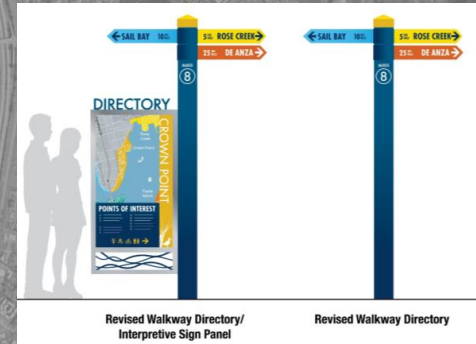
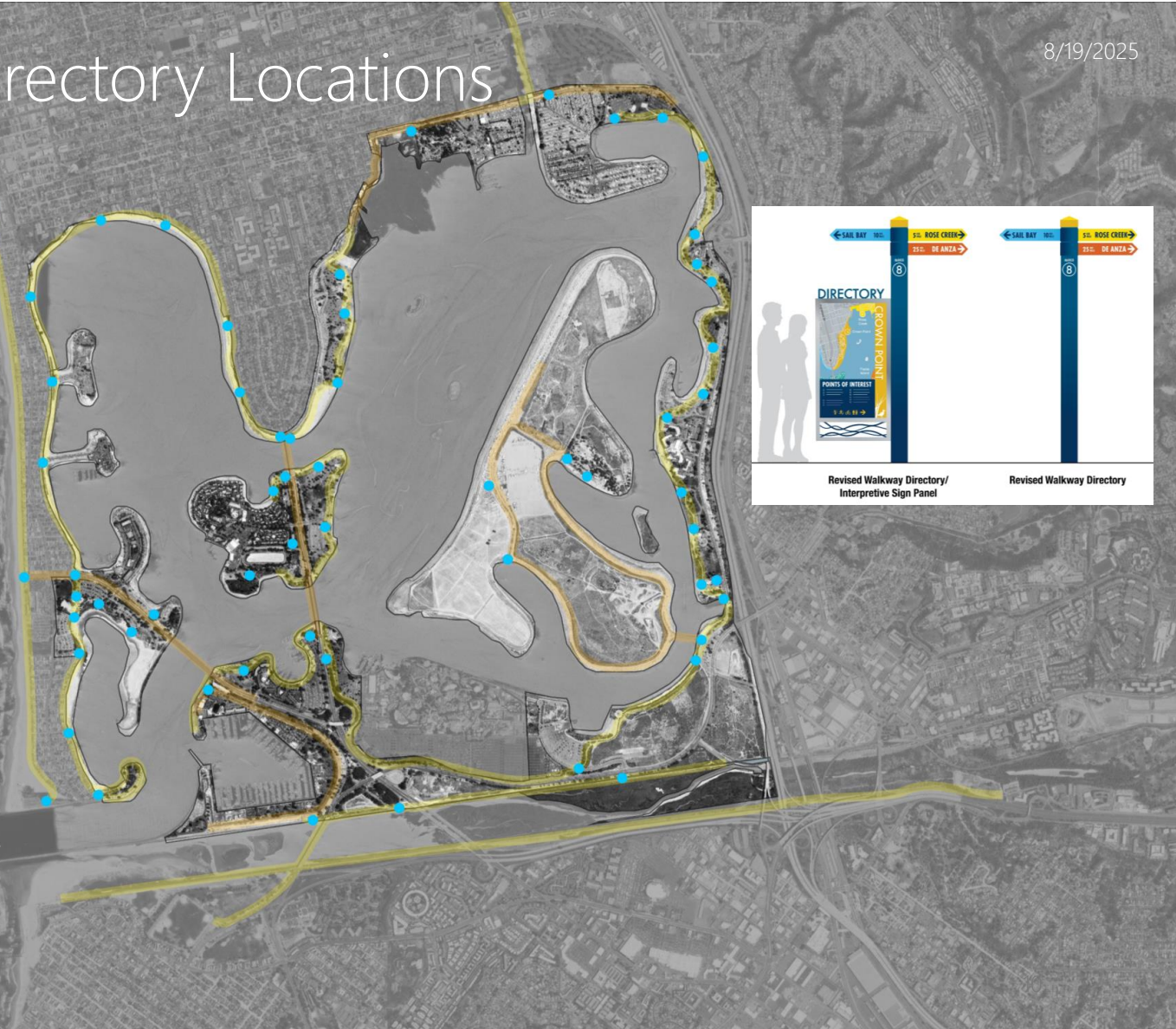
C

Recommended Locations

Proposed Walkway Directory Locations

59 Walkway Directories / Interpretive Signs

- Signage type does not currently exist in the Park, fills a critical void
- Placed along recreation paths and sidewalks for pedestrian & cyclist traffic, aligned with bike analysis
- Identifies nearby amenities at many scales (beaches, boat launches, hotels, restrooms)
- Key criteria
 - Decision points on pathways
 - Interface of park's edge or parking area
 - Road crossings



Proposed Large Information Locations

8 Large Information Panels

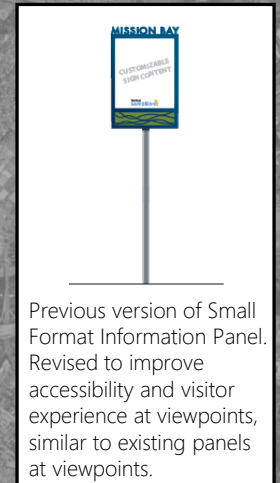
- Replacement of existing signs, consolidation, and additional as needed
- Located along recreation paths, on sidewalks, and in parking/loading areas
- Primarily signs specific use regulations & instructions
 - Boat launch
 - Swimming areas
 - Similar use-restricted areas



Proposed Small Information Locations

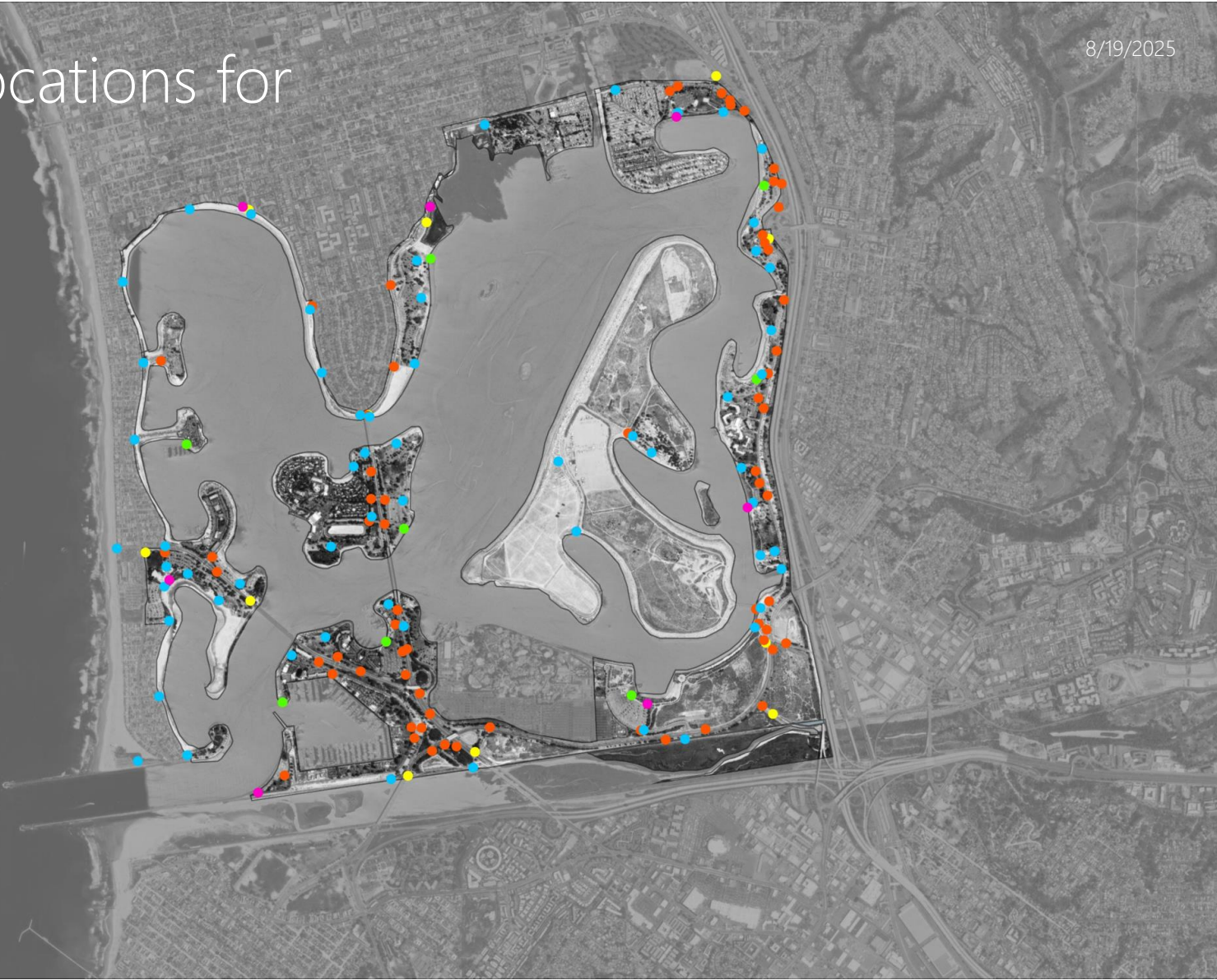
7 Small Information Panels

- Replacement of existing signs, and additional depending on availability of informational material
- Located along recreation paths, at viewpoints, and on sidewalks
- Signage to highlight specific information
 - Ecological improvement zones
 - Historic or cultural value
 - Information and education related to points of interest



Recommended Locations for All Sign Types

152 proposed locations



Recommended Locations