

5.11 Signage Policy

5.11.1 Existing Conditions of Goleta Parks Signage

Many of the heavily used parks in Goleta have signs of park names and/or rules at the entrances. Some of the larger community parks and open spaces such as Stow Grove Park and Los Carneros Natural and Historic Preserve, have signs for specific sections within the parks. Most of these signs are white metal panels often supported by wooden posts. Armitos Park, Evergreen Open Space, and Stow Grove Park have their own unique park name signs while other parks have either smaller name signs or no park signs at all. Some of the existing signs are relatively small and hard to read, and some signs are in poor condition. Not many of the signs have a consistent design, color or logo associated with them. Considering the fact that a relatively large percentage of the public do not know about all of the parks and the unique situation of the UCSB campus and other County of Santa Barbara lands around the City of Goleta, signage of parks is important and essential for improved perception and use of the parks.



Different styles of park identification signs

Dominant signs found in most parks

Identification signs with clear park names



Graffiti on a regulatory sign in Evergreen Open Space



Signs with too small of lettering



Older interpretive signs with limited graphics and color



Damaged signs and signs that are too small for clarity



This park entrance is not clear that it is a public park



Many parks have entrances with no identification signs

5.11.2 Park Facilities Signage and Interpretive Guidelines

This Master Plan suggests that the City adopt a four-tier general sign system, with adjustments for the different established park types. These guidelines are important for consistency, branding and appropriately sized signs that either identify the park or discuss regulatory or operational information signs.

- ★ **1st Tier Monument Identification Signs:** for the City's most important Community and Regional Parks located at major entrances only and that should be viewed from major streets allowing for decision making of turns and wayfinding.
- ★ **2nd Tier Entrance Identification Signs:** for the main entrance of smaller Community and Neighborhood parks. These signs still need to be of sufficient size and clarity for wayfinding and turning decisions as seen from a vehicle.
- ★ **3rd Tier Pedestrian Entrance Identification Signs:** for Neighborhood Parks and Open Spaces where the entry is likely by foot or by bike. These signs can be used as the primary entry signs for smaller open spaces and neighborhood parks or as pedestrian level entry signs where vehicles are not the primary access point for the park.
- ★ **4th Tier Informational Signs:** This can include way-finding signs, kiosks and vertically-oriented pole signs to indicate minor entrances, edges of a park, or trails leading to a particular park.

On the following page are some general samples of what the 4 tiers of signs generally look like. Figure 5-12 provides a set of design samples of the suggested signage family. Please note that rather than the absolute design of each sign, these images are intended to represent the hierarchy, function and relative size of the interpretive materials. They do not dictate design details that should be used for each of the signage types.

All four sign types should have a unifying design elements, most notably materials and the Goleta City Logo. Other unifying design elements can include, shape, height, font styles and general form. These are unifying elements. However, some uniqueness should be considered for each signage tier type as well as the park site itself. Generally the name of the park and the specific color of parts of the sign, should be looked at as the differentiating factors of design.

This Master Plan suggests that the signage design incorporate key elements such as Goleta Parks logo, a park specific icon and a unique type-style and color of certain highlights of the overall sign. The materials should include concrete as base elements or pads with wood elements coming out of the concrete. Perhaps metal flat iron or other painted or metal with a patina should be around the base of the sign and at all joinery. Specific signage design styles may reference the example photos below and on the following pages.



1st Tier Monument Identification Signs



2nd Tier Entrance Identification Signs



3rd Tier Entrance Identification Signs



4th Level Informational Signs