DESIGN STANDARD 10 18 00

SIGNAGE & KIOSK DESIGN

1.01 GENERAL

A. Intent of Standard: This Design Standard provides criteria for selection, design, and placement of signage in parks and other facilities owned or operated by the Seattle Department of Parks and Recreation (SPR). It also delineates the responsibilities of the Designer in developing the signage design plan.

B. Design Mission: SPR's goal is to achieve attractive, accessible park facilities, with signage that allows all users to easily find and identify important features within the park or facility, provides way finding through parks, provides information regarding the accessibility of walkways, paths and trails where appropriate, informs users of applicable park rules, allows space for posting community notices regarding park events, and interpretation signs that provide various information about park elements .

C. Design Product: The design product shall include the following elements:

1. **Signage Concept Plan:** A complete description of proposed signage, including a schematic to show approximate size, locations, and contents of signs, and in accordance with the scope of work established by the Designer's contract or agreement with SPR. The concept plan shall also show type and locations of existing signs and kiosks.

2. **Drawing Set:** A complete set of drawings showing all locations, site preparation, components, assembly, and instructions necessary for successful installation of the approved Signage Plan. SPR standard signs as listed in Section 1.02 shall be utilized to the extent possible.

3. **Final Technical Specifications:** The Designer shall complete all relevant template technical specifications to the extent required to properly coordinate with the approved Signage Plan and the design drawings, as needed for their inclusion as part of the final Construction Contract Documents.

   Text within the template specifications that is intended to be edited by the Designer is identified by use of highlighted red bold font. Such items usually entail making choices about what type of signage is needed for the conditions and requirements particular to the subject facility. Other than appropriate finalization of these specially-identified areas in the template specifications, the Designer shall not make any changes (add, delete, or alter) to technical specifications unless specifically approved by the Park Engineer, through the project's technical review process.

4. **As-Built Drawings:** The Designer shall submit a complete as-built drawing set within ten (10) working days of receipt of as-built drawings from the contractor, developed in accordance with the process outlined below.

   a. The Contractor shall keep a current working set of contract drawings with all as-built changes or actual conditions as work proceeds, to be submitted to Designer at substantial completion of the project.

b. The Designer shall interpret and incorporate field information into a scaled AutoCAD drawing (utilizing same scale as contract documents) and provide to the Park Engineer prior to close-out of project.

c. The Designer shall prepare Mylar record drawings ("as-builts") with contractor's information included, and CD(s) containing electronic AutoCAD drawings with that same information, to be submitted to the Park Engineer along with all other required information, manuals, etc.

1.02 GOVERNING DESIGN STANDARDS

A. Standard Inventory Signage: SPR maintains an inventory of non-site-specific, commonly-used signs. To the maximum extent possible, the Designer shall select and utilize signage that is included in this inventory (although standard signs provided under the Construction Contract need not be fabricated by SPR unless specified otherwise herein). Standard signs included in the SPR inventory are as follows:

1. **Parking/Vehicle Signs**
   a. ADA (see Figure 2-C)
   b. Load/Unload
   c. 2-Hour Limit (red or green) (see Figure 2-A)
   d. 2-Hour Parking Except by Permit (see Figure 2-B)
   e. No Parking
   f. Staff Parking (see Figure 1-A)
   g. D-License Vehicles (see Figure 1-B)
   h. Cars with Trailers Only; Violators Will be Towed
   i. Authorized Vehicles Only Beyond This Point
   j. Special Permit Vehicles Only (see Figure 1-C)
   k. High Car Prowl Area; Remove Valuables and Lock Your Vehicle
   l. No Driving or Parking on Grass
   m. No Parking Anytime; Tow-Away Zone
   n. Park in Designated Spaces Only
   o. Visitor Parking
   p. Parks and Recreation Van Parking Only
   q. Police Parking Only
2. **Informational Park Signs**
   a. Dog Off Leash Area
   b. Leash Pets Obey Scoop Law (see Figure 3-A)
   c. No Dogs in Play Area or Organized Playfields (see Figure 3-C)
   d. No Dumping (SMC 18.12.260)
   e. No Trespassing (SMC 18.12.040)
   f. Gates Locked Just Before Dark; Opened Just After Daylight
   g. All Motor-Driven Vehicles Prohibited (Ord. #76027)

h. No Golf Playing
i. No Bicycle Riding Allowed
j. No Fires; Violation $500 Fine (SMC 18.12.270)
k. No Skateboards Allowed
l. Sales of Automobile, Merchandise, or Services Prohibited (SMC 18.12.160)
m. Camping in Vehicle is Prohibited
n. This Park is Closed to the Public 11PM to 6AM; Trespassers Will be Prosecuted (SMC 18.12.277)
o. Do Not Feed The Pigeons
p. No Access Beyond This Point
q. Danger Keep Out
r. Trail Closed
s. For the Safety and Enjoyment of Everyone: Walkers and Joggers Use Lakeside Lane, Bikers and Skaters Use Outside Lane; One Way Single File; Yield to Pedestrians (Ord. 106615)
t. Bicycles Have Right of Way
u. Please Do Not Block Bike Path
v. Park Rules (Welcome to . . ., for all parks except playfields, see Figure 4-B)
w. No Unauthorized Feeding Programs

3. **Aquatic Informational Signs**
   a. Boat Load and Unload Only
   b. Boat Loading Zone; Hand-Carry Non-Motorized; No Power Boats
   c. No Swimming
   d. Moorage Parking By Permit Only
   e. No Lifeguard at this Beach
   f. Launch and Retrieve Boats Only; No Tie-Up Anytime (Ord. #106615)
   g. No Boats Within 100 Ft.
   h. Public Beach Ends Here
   i. Launching (Arrow)
   j. No Dogs On Beach (see Figure 3-B)
   k. Please Do Not Feed Geese or Ducks
   l. Dogs and Other Pets Prohibited From Entering Any Public Beach or Wading Area; $500 Fine (Ord. 106615 Sec. 7A)
   m. Use of cell phones and/or photographic equipment is not permitted in public changing areas (SMC 18.12.040, see Figure 6)

4. **Informational Ball Field Signs**
   a. Rules (utilizing graphical symbols instead of text, see Figure 4-A)
   b. No Adult Baseball or Softball Allowed On This Field
   c. Park Rules (Welcome to . . ., for playfields only, see Figure 4-C)

5. **Facility Signs**
   a. Men/Women Restroom (see Figures 5B and 5C)
   b. ADA Men/Women Restroom (see Figure 5A)
   c. Unisex Restroom
   d. Gasoline-Powered Equipment Prohibited In This Facility

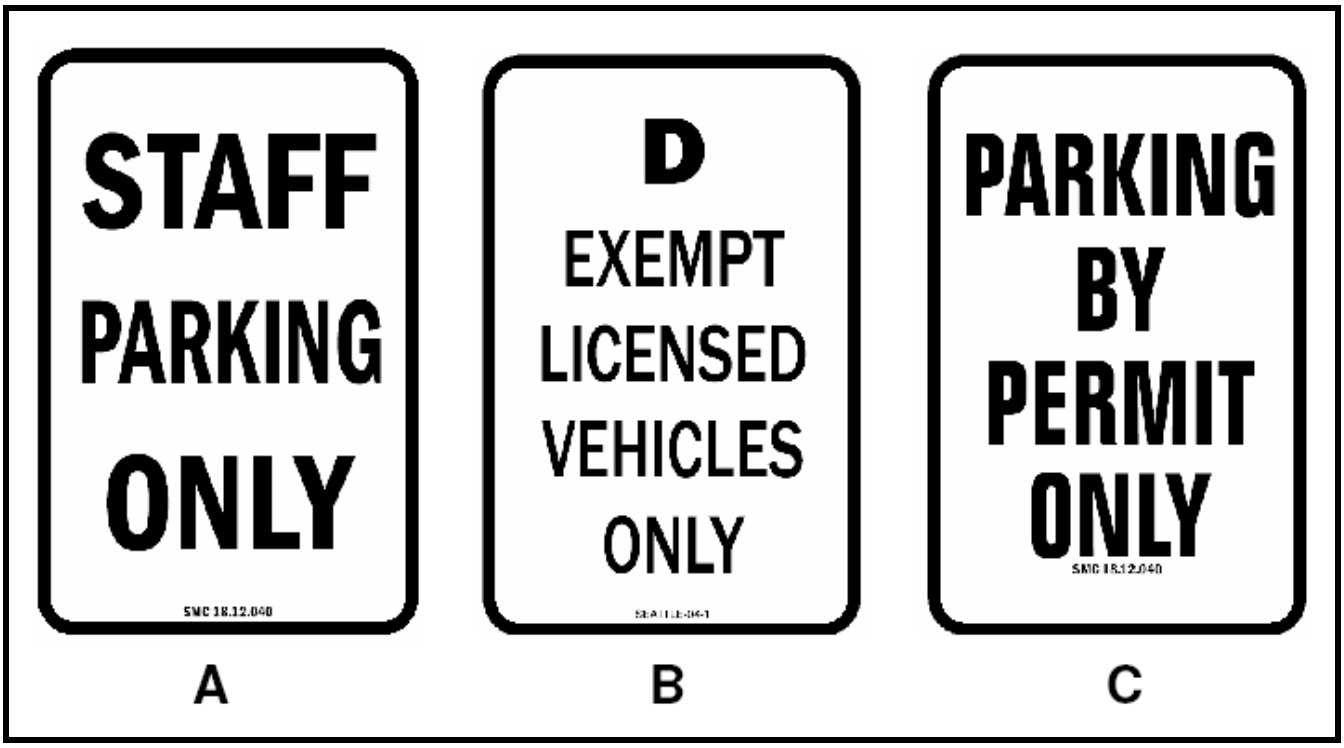

Figure 1 - Black & White Parking Signs

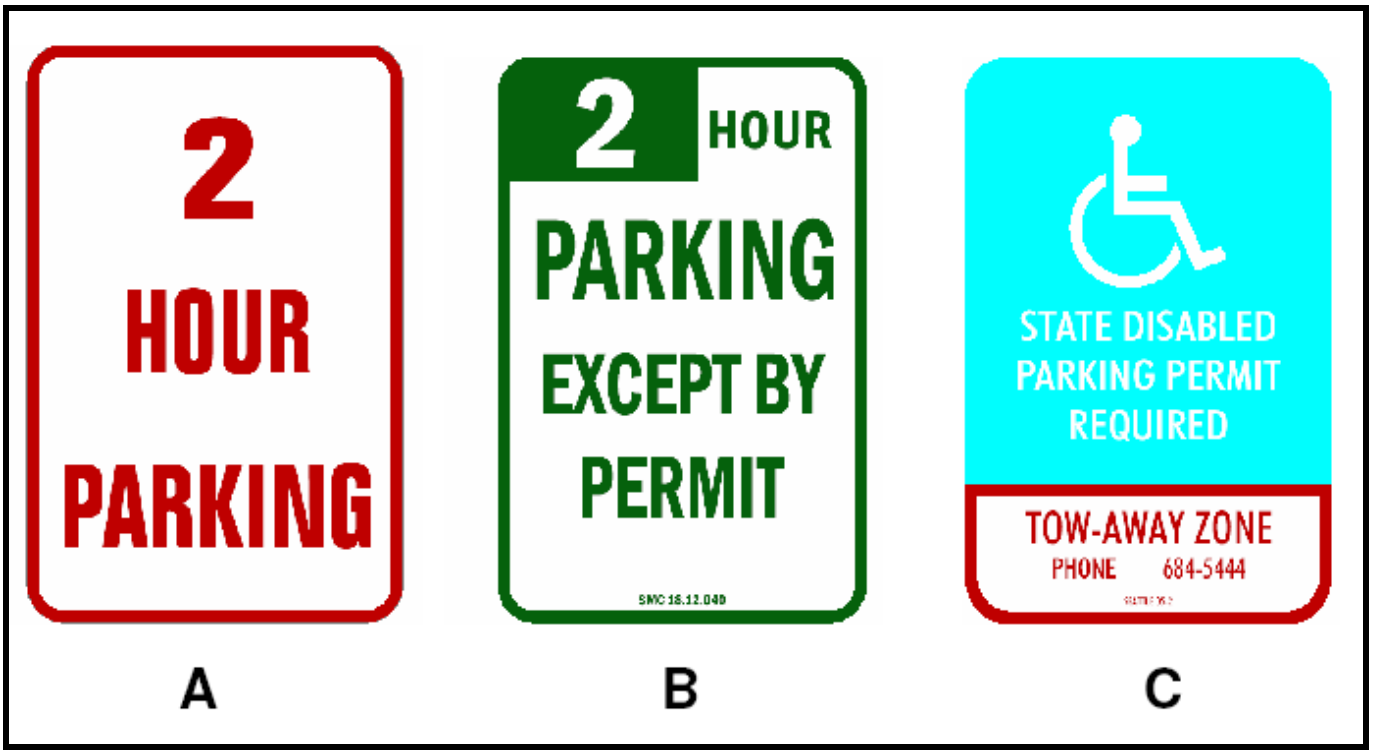

Figure 2 - Color Parking Signs

Figure 3 - Pet-Related Signs

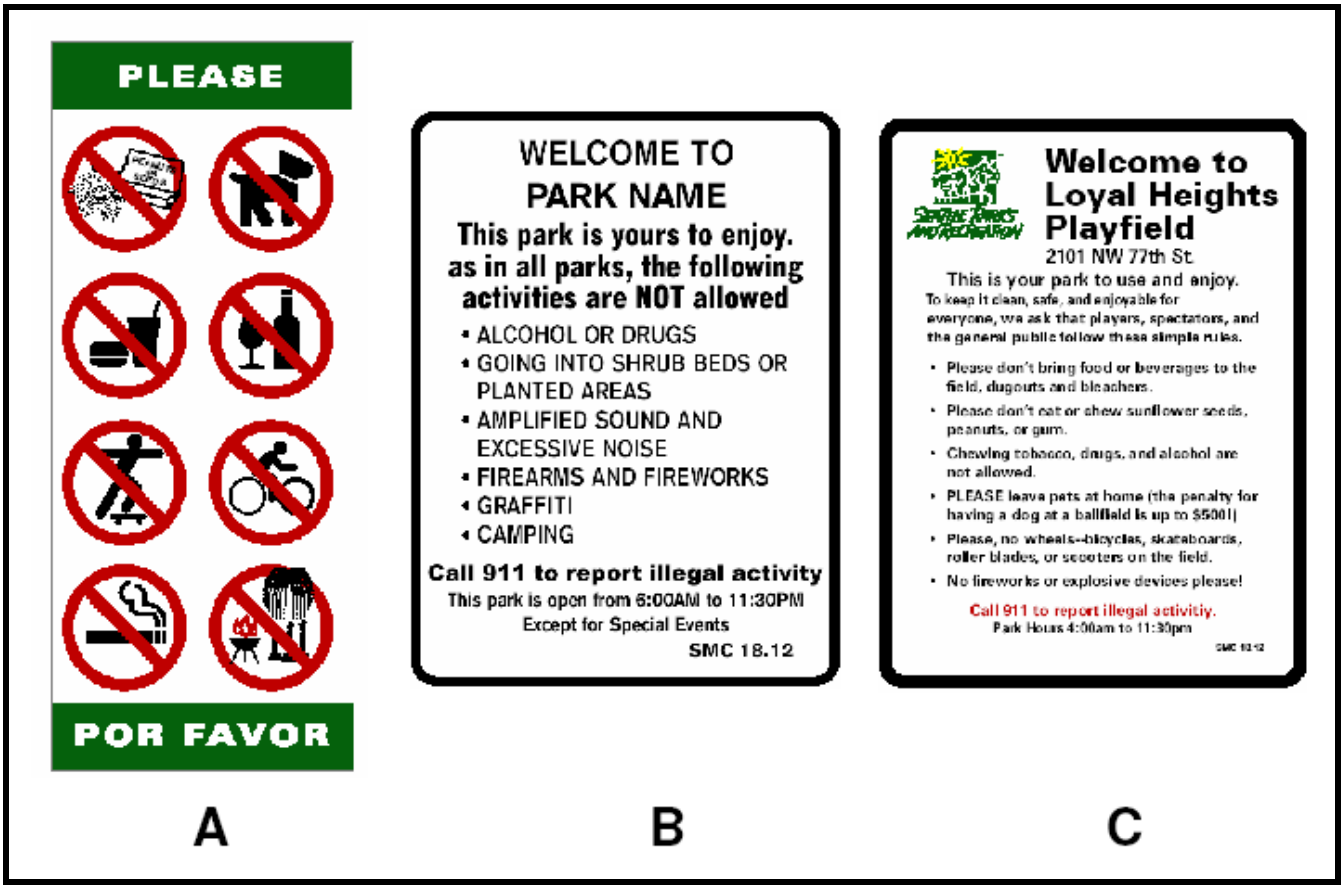

Figure 4 - Park Rule Signs

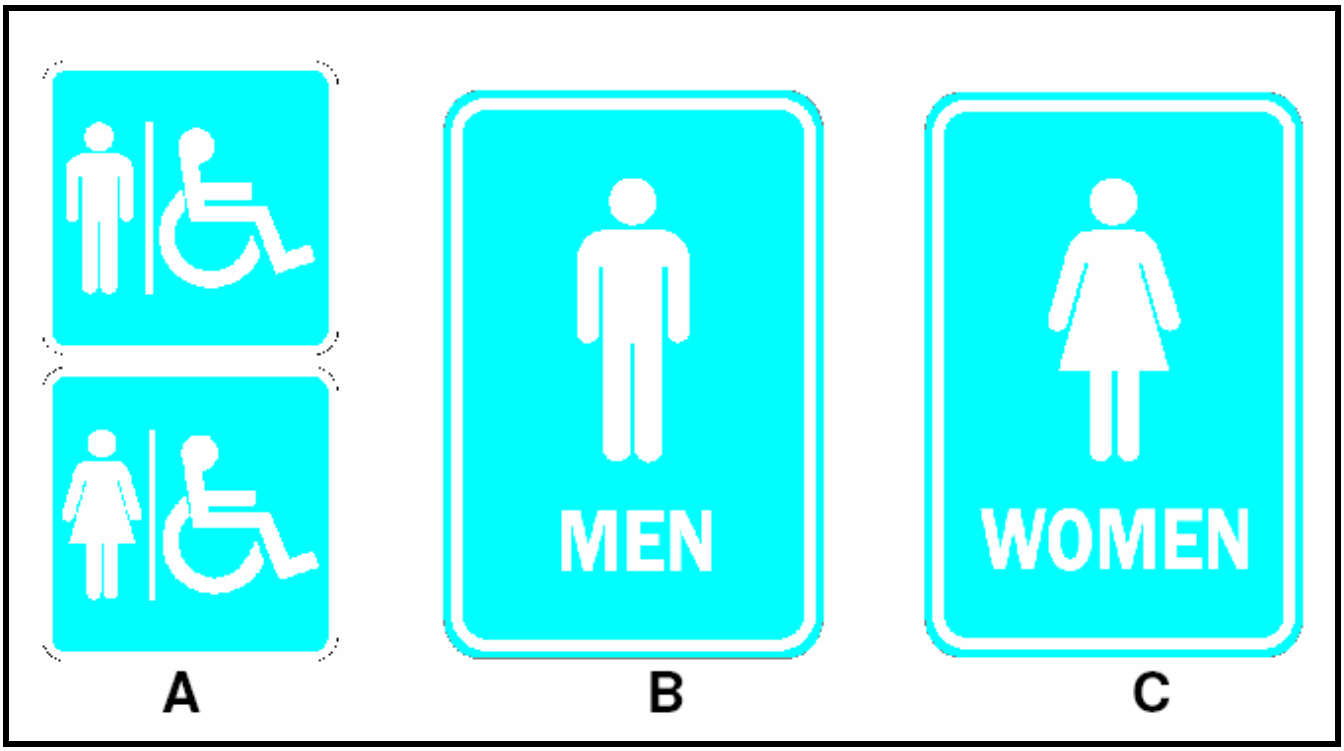

Figure 5 - Restroom Signs

Figure 6: No Photography in Public Changing Areas

B. Site-Specific Signage: The use of site-specific signs shall be minimized to the extent feasible while maintaining the design mission. The following design standards apply to unique, site-specific signage.

1. **32 21 63 SPR Standard Kiosk:** Information provided at the kiosk typically includes a large map of the park, brochure holders, bulletin boards, rules, etc., as appropriate to the park or facility.
2. **10 14 00.13 Small Identification (“Rainbow”) Sign:** This is the main identification sign for most park facilities, unless otherwise indicated by SPR. It shall be fabricated by the SPR maintenance shops. The designer need only identify the appropriate location for the sign.

3. **10 14 00.13 Large Identification ("Rainbow") Sign:** This is an alternative main identification sign for the large parks, and is to be utilized only when specifically directed by SPR. When specified, it shall be fabricated by the SPR maintenance shops. The designer need only identify the appropriate location for the sign.
4. **10 14 00.13 Double-Sided Identification ("Rainbow") Sign:** The double-sided sign is an optional configuration to the same standard detail as the Large Identification Sign.
5. **10 14 00.19 Wayfinding Sign:** Wayfinding signage, when required by the Designer's Contract, shall be fabricated and installed in accordance with the instructions provided in the Standard Detail, unless specifically directed otherwise by SPR.
6. **10 14 00.16 Interpretive Signage:** Interpretive signs provide information specific to a particular special feature of a given park facility. Such signage (see Section 1.03.E), when required by the Designer's Contract, shall be fabricated and installed in accordance with the instructions provided in the Standard Detail, unless specifically directed otherwise by SPR.
7. **Park Rules Sign:** Park Rule signage (see Section 1.03.C), when required by the Designer's Contract, shall be fabricated by the SPR maintenance shops in accordance with the instructions provided in Standard Detail, unless specifically directed otherwise by SPR. The designer need only identify the appropriate location(s) for the sign.
8. **Exceptions:** When the Designer recommends or is directed by SPR to provide site-specific signage that does not fall into any of the other categories defined in this design standard, the designer shall coordinate all characteristics of the sign (size, materials, content, style, etc.) with the Park Engineer or his/her designee, and sign must be formally approved by SPR prior to fabrication.

C. Seattle Building Code: All signage shall be in accordance with Appendix H to the Seattle Building Code, as well as any Seattle Department of Planning and Development Director's Rules related thereto.

D. Seattle Municipal Code: All signage shall be in accordance with SMC 23.55 and other applicable sections of the Seattle Municipal Code.

1.03 DESIGN GUIDELINES

In general, the signage plan shall be developed in a manner that allows Parks users to easily navigate the site/facility, but minimize the number of signs needed. Signage must be clear, consistent, easy to recognize, and appropriately placed. Signs shall be coordinated in a manner that prevents visual clutter and minimizes proliferation of signs within parks. The following guidelines apply.

A. ADA Accessibility:

1. **General:** All signage shall comply with the latest version of ADA-ABA Accessibility Guidelines Section 216 and regulations set forth in Washington State Building Code (WAC 51-30-1100), Chapter 11 – Accessibility. Signage displaying International Symbol of Access must be used for facilities that are accessible or partly accessible, except when the signs themselves are not accessible.

2. **Accessible Comfort Stations (Restrooms) & Facilities:** In general, comfort station signage is covered in Standard No. 02880.01. When an entrance or doorway requires signage, install the sign on the wall adjacent to the latch side of the door, centered 60" above the finished floor.
3. **Parking:** In addition to the required identification sign for accessible parking places, a large "Symbol of Access" decal shall be provided on the parking stall surface.

B. Park Identification/Entrance: When included in the Designer Statement of Work (SOW), the standard "Rainbow Sign" shall be prominently placed near the main entrance to the Park. Unless specifically directed otherwise by SPR, there shall only be one Rainbow Sign per park facility.

C. Park Rules: When included in the Designer SOW, Park rules signage is to be posted near the "Rainbow Sign" at the main entrance, and at all other park entrances if/as specified by SPR. These standard signs are fabricated by the SPR maintenance shops, and include information such as operating hours, use restrictions, and other rules as appropriate. There are two types of Park Rule signs available – one for ball fields and one for all other parks. Rules signage shall be placed prominently, but not in a manner that will detract from overall appearance of the park facility.

D. Wayfinding Signage: Wayfinding signage shall be provided for all wooded trailheads, wooded trail intersections, and other strategic and decision points where there is no direct line of sight between adjacent park features. Signs on accessible trails and trail segments shall be designated with ADA symbols/information at the trail head or designated access points, in accordance with ADA-ABA guidelines, including information such as approximate grade and presence of stairs. Wayfinding signage shall include the name of the target feature, an arrow indicating the direction to travel, and approximate walking distance. In addition to signage, the designer shall consider tactile cues for the blind and partially-sighted, locating such cues so as to provide a continuity of directional information and to serve as a warning against hazards.

E. Interpretive Signage: When included in the Designer SOW, interpretive signage shall include informative, historical, educational, and/or otherwise interesting information regarding the feature being described.

F. Informational Kiosks: When required in the Designer SOW, informational kiosks shall be designed and installed in accordance SPR Standard Detail 32 21 63 – SPR Standard Kiosk unless specified otherwise by SPR. Kiosks shall be located near parking lots and/or major entrances, as directed by SPR. Information provided at the kiosk typically includes a large map of the park, brochure holders, bulletin boards, rules, etc., as appropriate to the park or facility. All proposed permanent text included on the kiosk shall be submitted to the Parks Public Information Officer (PIO) for review and comment during design, and must be approved by the PIO prior to fabrication.

G. Exterior Bulletin (Message) Board: Bulletin boards are provided for the convenience of parks users, for informal posting of general information and special events pertinent to the park. When required in the Designer SOW, bulletin boards shall be located near entrances and/or

major gathering areas, as directed by SPR. Bulletin boards must be reviewed and approved through the Parks internal design review process prior to construction or installation.

H. Plaques: Special plaques must be approved before installation, and requests shall be made in writing to the SPR Superintendent. Such requests must include the proposed location, size, materials, text, layout, lettering style, and ornamentation. Plaques shall be designed and installed in accordance with Parks Design Standard 10 14 16 - Plaques, Tiles & Pavers.

I. Readerboards: Readerboards and electronic readerboards are considered any informational sign which is intended to change on a regular basis to reflect activity schedules and/or special events that occur at a given park facility, and shall only be included in the Signage Concept Plan when so directed by the Engineer. When included, the following guidelines apply:

1. **Non-Illuminated Readerboards:** These are manually adjusted message displays (e.g., movable letters) that are mounted on a non-illuminated panel. Readerboards for interior usage shall consist of a black mounting panel with white adjustable lettering/punctuation pieces. Non-illuminated readerboards for exterior use shall be in accordance with Section 1.02.B.9.

2. **Internally-Illuminated Readerboards:** Consist of manually adjusted message displays (e.g., movable letters) that are mounted on an internally-illuminated panel. These are considered appropriate for interior use, and also exterior usage when suitably protected from vandalism and the environment. Illuminated Readerboards must be either directly accessible, or mounted such that they can be easily accessed using a 10’ or smaller ladder. The illuminated panel shall be white in color, and lettering/punctuation pieces shall be black. Lighting shall be electronic ballasts with T-5 or T-8 lamps.

3. **Externally-Illuminated Readerboards:** Externally illuminated readerboards shall not be used.

4. **Electronic Readerboards:** Consist of LED displays with black background, wherein the message displayed is programmed from a remote station. Currently such signs are not permitted at most locations, due to certain prohibitions in the Municipal Code. SPR is now working with DPD to come up with an exception to allow limited usage at certain Park facilities.

1.04 MATERIALS/MOUNTING/INSTALLATION:

A. Sign Material: Exterior signs shall be heavy, durable, vandal-resistant, and weather resistant aluminum, minimum gauge 0.08”, with radiused corners. They may also be a permanent part of the structure, when so specified by SPR. Interior signs shall be laminated plastic or approved equal.

B. Lettering/Type: Exterior lettering shall be durable baked enamel (embossed sign), or porcelain enamel. Interior lettering on signs shall be engraved laminated plastic. All non-standard lettering/wording contained on signs shall be submitted to the Parks Public Information Officer for review and comment during design, and must be approved by the PIO prior to manufacture.

C. Color: For ADA signs, border, legend, and symbol shall be white and the background shall be bright blue. For standard stock signs, the colors are as provided. For interpretive and other site-specific signage, coloring may vary, subject to SPR approval.

D. Posts: Unless otherwise specified by SPR, use galvanized 2" diameter schedule 40 steel pipe or high-tensile steel "U" channel posts with equivalent or greater section moduli. Pipe ends shall be capped and sealed to prevent water entry.

Wood posts may be specified by SPR or proposed by the designer for specialized applications. If specified and/or approved by the Park Engineer, wood shall be Douglas fir standard or better, rough cut. Also, refer to SPR's Design Standard - Wood Use in Parks. All posts shall be pressure treated according to AWPA Quality Standard C2. For above-ground use, a minimum retention of 0.25 lbs per cubic foot applies. For ground contact, the minimum retention shall be 0.40 lbs per cubic foot, with ACZA wood preservative (no incising unless otherwise allowed by the Park Engineer).

Bolt holes for fastening the sign shall be predrilled in posts.

E. Fasteners: All fasteners shall be vandal resistant. Utilize a minimum of four galvanized 5/16" or 3/8" through bolts per sign (more fasteners may be required for larger signs), secured with locknuts ("Nylock"). Plastic anchors are not acceptable.

F. Graffiti/Vandalism Prevention: All signs shall be laminated with 3M Anti-Graffiti Film to protect against graffiti and similar vandalism.