



CITY OF GLENDALE CALIFORNIA
JOINT REPORT TO CITY COUNCIL/AGENCY

February 15, 2011

AGENDA ITEM

- (1) Agency motion directing staff to proceed with the wayfinding concept and sign program for the downtown.
(2) Council motion directing staff to proceed with the wayfinding concept and sign program for the City of Glendale.
(3) Agency motion directing staff to proceed with preparation of technical drawings, specifications, program and cost estimates for the wayfinding program and parking signs and to prepare bid documents.
(4) Council motion directing staff to proceed with preparation of technical drawings, specifications, program and cost estimates for the wayfinding program and parking signs and to prepare bid documents.

COUNCIL ACTION

Public Hearing [] Ordinance [] Consent Calendar [] Action Item [X] Report Only []
Approved for 2/15/11 calendar

ADMINISTRATIVE ACTION

Submitted

Stephen M. Zurn; Director of Public Works

Hassan Haghani; Director of Community Development

Prepared

Michael Nilsson, Mobility Planner

Approved

James E. Starbird, City Manager

Reviewed

Scott Howard, City Attorney

Philip S. Lanzafame, Chief Assistant Director of Community Development

Emil Tatevosian, Deputy Director of Policy and Innovation

Jano Baghdanian, Traffic and Transportation Administrator

Alan Loomis, Principal Urban Designer

Signature

Handwritten signatures for each role, including Stephen M. Zurn, Hassan Haghani, Michael Nilsson, James E. Starbird, Scott Howard, Philip S. Lanzafame, Emil Tatevosian, Jano Baghdanian, and Alan Loomis.

RECOMMENDATION

Staff recommends the following for Council and Agency consideration:

- (1) Direction to proceed on the overall wayfinding concept and sign program proposed for downtown and the City of Glendale.
- (2) Direction to proceed with the program, including the production of technical drawings and specifications, programming and specific cost estimates for bid documents.
- (3) Direction to proceed on the parking sign component of the program, including the production of technical drawings and specifications, programming and specific cost estimates for bid documents.

SUMMARY

A comprehensive wayfinding program, as recommended in the Mobility Study, reduces traffic congestion, improves navigation, visibility and use of parking, and safety for all modes. Effective wayfinding also contributes to the economic health by enabling visitors and patrons to easily locate attractions and destinations, allowing for longer stays at their respective destinations.

Hunt Design in October 2009 was selected to create a comprehensive wayfinding and parking sign program for the City of Glendale. Based in Pasadena, Hunt Design has a team of professionals with a high level of experience in wayfinding. Past projects include the development of the original Urban Graphics Program in Old Pasadena. They are also currently working with the Washington DC Fine Arts Commission and National Park Service to update signs for the National Mall.

As an initial step in developing a comprehensive wayfinding program for Glendale, Hunt Design conducted an analysis of the existing citywide sign inventory (Exhibit 1). Findings from the Signage Assessment Report concluded that the City suffers from inconsistent and poorly placed signs. Recommendations include removing repetitive, out-of-date signs and replacing them with a comprehensive sign program.

After performing the site assessment, Hunt Design organized many different signs present in Glendale into a limited set of sign types and prepared several design concepts for consideration. Discussions were also held with City departments, outreach was conducted with local community organizations and downtown stakeholders in April 2010, and concepts were presented to North Star Destination Strategies, the City's branding consultant. North Star and Hunt Design collaborated to ensure that the color palette, fonts, icons and themes chosen for the parking signs and the overall concept are in line with the branding platform being developed for the City of Glendale.

Hunt Design and the staff team, in coordination with the Citywide Branding effort through North Star Destination Strategies, completed a preferred design concept for downtown wayfinding, as well as updated parking signs for the City parking lots, public parking structures and digital directional signs. This concept was presented to downtown stakeholders at an open house on

January 12, 2011. Over 20 people were in attendance at this meeting, with general support and enthusiasm for the concept and design of wayfinding and parking signs.

The Wayfinding Program currently proposed for Glendale is a comprehensive program of signs to enhance mobility for visitors to Glendale of all transportation modes, and includes the following sign components (Exhibit 2):

- Wayfinding Signs
- Parking Wayfinding Signs
- Parking Identification Signs
- Pedestrian Kiosks

Wayfinding Signs include static signs designed for motorists and bicyclists, highlighting key City destinations and districts. Signs feature a simple and clean color palette, containing a dark gray main panel with silver header and bright bold text. For signs installed outside of major arterials and downtown, or along bicycle routes, a modified sign type is proposed. This proposed design alternative allows flexibility for the incorporation of brand ideas. The headers of the sign panels and the backs of the destination wayfinding signs are designed to display branding elements. Hunt Design has also explored a number of graphic options for the backs of the wayfinding signs, including historical icons, the City Seal, and original Peacock logo. Hunt Design will continue to work with North Star Destination Strategies to assess additional opportunities to incorporate branding elements into the wayfinding signs. Funding for these signs is anticipated to be appropriated from Redevelopment Agency undesignated funds (Exhibit 3).

Parking Wayfinding Signs will focus on directing visitors into available public parking resources, lowering traffic congestion and improving overall Mobility downtown. The design of parking signs complements the overall wayfinding concept, but manages to maintain a distinct brand, reinforcing the deep blue "circle P - Pay Here" logo established with the installation of the Pay-by-Space meters along Brand Boulevard in 2008. In addition to static signs, signs indicating the real-time number of parking spaces available will be located on each City parking structure entrance and in strategic locations downtown. Funding for static parking wayfinding signs will be paid through the Redevelopment Agency undesignated funds. A Metro Call for Projects Grant will pay for the installation of signs containing real-time parking space information (Exhibit 4).

Parking Identification Signs will be overhauled for all public parking lots and structures to better identify public parking resources downtown. Bold and creative entrance signs are proposed for the parking structures. The design will be composed of large extracted individual circles for each letter of the word "PARK", with each circle colored deep blue with white text, outlined by a stainless steel silver frame and neon arrow pointing to the entrance of the structure. In addition, all interior identification, regulatory, stairwell and elevator signs within the parking structures will be replaced. Options are also proposed for parking lot entrance signs. One includes a tall kiosk with large extracted individual circles for the word "PARK" similar to the signs proposed for parking structure entrances, while another option is a standard-sized sign with the circle "P" logo and text identifying the parking lot number. Regulatory and parking meter signs will also be revised to fit with the overall parking brand and wayfinding program. Funding for entrance signs to downtown parking lots and structures is anticipated from Redevelopment Agency undesignated funds. All other internal, regulatory and informational signs within parking lots and structures will be paid for by the Parking Fund (Exhibit 5).

Pedestrian Kiosks with a bright top header and sleek dark grey panel displaying a map of Downtown Glendale and its key destinations will be located in a number of pedestrian entrances and exits within the three City public parking structures (Exhibit 6). While there are no current plans for kiosks within downtown Glendale streets, staff supports collaboration with local stakeholders if there is interest in expanding the scope of pedestrian wayfinding downtown. This includes potential for destinations and shop information to be available via Smartphone.

Pending direction from the Council/Agency on the overall Wayfinding Program, below is an estimated timeline that has been developed for the installation of signs in downtown:

February 2011 – Revise design concept based on Council/Agency direction
March 2011 – Prepare final design, installation details, technical specifications and solicit bids
Spring 2011 – Review received bids and select fabrication consultant
Late Spring 2011 – Council/Agency approval of contract
Summer-Fall 2011 – Fabrication and installation of wayfinding and parking signs
November 2011 – Installation of downtown wayfinding and parking signs completed

FISCAL IMPACT

The design services contract with Hunt Design was approved in October 2009. While the cost for sign fabrication and installation of the entire wayfinding concept has not been determined, it is anticipated that funding will be provided by undesignated redevelopment funds and the Parking Fund. As individual pieces of the wayfinding program are developed, individual bid packages will be submitted to the Council/Agency for consideration.

BACKGROUND

Purpose for Establishing a Wayfinding Program in Downtown Glendale

A comprehensive Wayfinding Program, as recommended in the Parking Management Chapter of the Mobility Study, reduces traffic congestion, improves vehicular and pedestrian navigation, visibility and use of parking, and safety for users of all modes. In addition, improved wayfinding contributes to the economic health of downtown by enabling visitors and patrons to easily locate city attractions, allowing for longer stays at their respective destinations.

Hunt Design in October 2009 was selected to create a wayfinding and parking sign program. Based in Pasadena, Hunt Design has a team of professionals with experience in the design of wayfinding signs and assistance in sign fabrication and installation. The firm works on many projects with a similar scope, including a wayfinding program for the Golden Gate National Recreation Area and a pedestrian and parking sign update for the Hollywood Bowl. Hunt Design and the staff team, in coordination with the Citywide Branding effort, have completed an initial design concept for wayfinding downtown, as well as updated parking signs for City parking lots, public parking structures and digital directional signs.

Coordination with the Citywide Brand, City Departments and Community Representatives

As an initial step, Hunt Design conducted an analysis of the existing citywide sign inventory (Exhibit 1). Findings from the Signage Assessment Report concluded that the City suffers from inconsistent, confusing and poorly placed signs. Recommendations include removing repetitive, out-of-date signs and replacing them with a comprehensive sign program.

After performing the site assessment, Hunt Design prepared several design concepts for consideration. Discussions were held with pertinent departments of the city organization. Staff from Information Services, Glendale Water and Power, Libraries, Parks and Public Works were invited to share their signage needs and thoughts regarding design alternatives. Input received from the City team further refined Hunt Design's parking and wayfinding sign concept for downtown Glendale.

Outreach with the community was also conducted. (See Public Participation Section) Representatives from the Downtown Merchants Association, Glendale Galleria, The Americana at Brand, Glendale Business Coordinating Council, Brand Boulevard of Cars, Glendale Homeowners Coordinating Council, Glendale Chamber of Commerce and the Glendale Transportation Management Association have attended meetings to comment on proposed wayfinding concepts. A presentation was conducted on the initial design concept on April 8, 2010.

These concepts were also presented to North Star Destination Strategies, the City's branding consultant. North Star and Hunt Design have collaborated over the past year to ensure that the color palette, fonts, icons and themes chosen for the Wayfinding Program are in line with the branding platform being developed for the City of Glendale.

Through input received from North Star, City Departments and community representatives, a preferred design concept was selected. This preferred design concept was presented to downtown stakeholders at an open house on January 12, 2011 (See Public Participation Section). Over 20 people were in attendance at this meeting, with general support for the concept and design of wayfinding and parking signs.

Family of Signs – Wayfinding and Parking Sign Concept

Hunt Design has produced a comprehensive program of signs to enhance mobility for visitors to Glendale of all transportation modes. This includes establishing wayfinding signs specifically for motorists and bicyclists, a full overhaul of parking directional and identification signs, as well as placing informational kiosks for pedestrians adjacent to the entrances and exits of downtown parking structures. These are set to replace all the existing, outdated, inconsistent signs currently in place throughout Downtown Glendale.

The family of signs includes the following sign program components (Exhibit 2):

- Wayfinding Signs
- Parking Wayfinding Signs
- Parking Identification Signs
- Pedestrian Kiosks

Design Concept

Wayfinding Signs

In regards to the static wayfinding signs designed for motorists and bicyclists, the focus was on highlighting destinations as the focal point of the sign. This concept consists of a simple and clean color palette. The front of the destination wayfinding signs within downtown contains a dark gray main panel with silver header, with bright bold text listing destinations on the front

panel. These vibrant elements will serve as a contrast to the monochromatic background. At this current time, three destination sign types are proposed for the City of Glendale, including:

- Wayfinding Signs for motorists to City destinations along major arterials and Downtown Glendale
- Wayfinding Signs for motorists to City destinations on secondary streets and residential business districts
- Wayfinding Signs for bicyclists and pedestrians to schools, parks and destinations along bicycle routes and neighborhood greenways

In coordination with North Star Destination Strategies, Hunt Design is investigating the best color choice for text, edges, headers and main panels for all destination sign types, with color options presented in Exhibit 3. This proposed design alternative allows flexibility for the incorporation of brand ideas and elements for the emerging marketing platform. The headers of the sign panels and the backs of the destination wayfinding signs are intentionally designed to accept branding elements. Specifically, Hunt Design looked at incorporating a number of graphic options for the backs of the wayfinding signs. This includes presenting historical icons of Glendale such as the Alex Theatre, Brand Library and the Goode House. Other ideas incorporate the City Seal, the original Peacock logo, as well a simple blank color panel with the City's name on the bottom. Hunt Design will continue to work closely with the branding consultant to assess additional opportunities to incorporate effective uses of marketing and wayfinding throughout downtown, including the backs of newspaper racks, utility boxes, gateway signs, pedestrian kiosks and transit stops. Funding and installation of destination signs within the Downtown Specific Plan area will be paid for by the Glendale Redevelopment Agency.

In addition to producing an appealing and user-friendly sign program, establishing limited and appropriate locations where parking, vehicular and pedestrian signs are located is imperative in producing effective wayfinding. Details on sign programming, including specifics on quantity and placement of signs, will be established once bid packages and technical specifications are prepared.

Once the funding and scope for the sign program reaches beyond downtown, Hunt Design has proposed a modified sign to destinations and parking resources in more residential sections of the City. These signs will have a different color palette but maintain fonts, sign sizes and destination types consistent to the dark grey paneled signs with silver headers proposed for downtown and major arterial corridors. Options for signs in these sections of Glendale are proposed in Exhibit 3.

In addition, Hunt Design has been selected to design bicycle and interpretive signs along the Riverdale-Maple greenway in South Glendale. These signs are proposed to have a green main panel with a dark olive header and bright white text, and be will sited on non-arterial streets specifically for the pedestrian and cyclist. Funding for the design of these signs are provided through the PLACE Grant, a grant awarded to the City in partnership with the LA County Bicycle Coalition through the County Department of Public Health. Fabrication and installation of signs will be funded through the Public Works Department. As bicycle routes and greenways expands per implementation of the Safe and Healthy Streets Plan and updated Bicycle Master Plan, this sign type may be expanded and implemented in other sections of the City as funding becomes available.

Parking Wayfinding Program

A coordinated parking wayfinding program is part of a traffic management strategy to direct visitors to available parking and key destinations, as well as updating signage, improving visibility and reducing clutter on all public parking lots and structures downtown.

With downtown Glendale being one of the largest regional retail destinations in the Los Angeles area, the City receives a significant amount of visitors into the downtown area. An integrated sign program that specifically focuses on directing visitors into available public parking resources is the first part of a strategy that will aid in lowering traffic congestion, better and more efficient use of public parking and improving overall Mobility downtown.

While the design of the parking signs compliments the overall wayfinding concept, it manages to maintain a distinct brand as well. When the Pay-by-Space meters were installed downtown in November 2008, the meters were branded with a deep blue circle "P" logo with the insignia "Pay Here". Hunt Design, with strong support from North Star Destination Strategies and the City staff team, has proposed to apply this theme to all newly installed parking wayfinding, lot and structure signs downtown.

The Parking Wayfinding program consists of directional signs along major arterials within downtown to specifically direct visitors to parking resources. These signs are distinguished by a deep blue circle "P" logo, with an arrow pointing to the direction of parking, reinforcing the parking brand. In addition, once the traveler arrives closer to parking resources, it is proposed that will signs indicating real-time availability of parking spaces will be strategically located on downtown streets and at all three City public parking structure entrances (Exhibit 4).

In regards to funding sources, the City of Glendale has received a grant through Metro Call for Projects for installation of signs with real-time parking information. It is anticipated that Redevelopment Funds within the Central Glendale Project area will pay for the fabrication and installation of the static parking wayfinding signs. Through the installation of new parking wayfinding signs, all existing parking wayfinding signs will be removed.

Parking Identification Signs for Structures and Surface Lots

In addition to installing new wayfinding signs to parking resources, a specific component of the parking brand will be displayed in public parking lots and structures. Bold and creative identification signs are proposed to be installed at all parking structures downtown. These parking structure identification signs will contain large extracted individual circles for each letter of the word "PARK", with each circle colored deep blue with white text, outlined by a stainless steel silver frame and neon arrow pointing to the entrance of the structure. The entrance signs into the structures will also be completely replaced with a dark gray main panel back lit with bright white text identifying each structure as public parking. All of the interior signs for the three public parking structures in downtown will be replaced as well, including all identification, regulatory, floor identification, stairwell and elevator signs. Floors will be identified by color while the interior regulatory and identification signs will have a more monochromatic color scheme. All signs proposed in the parking structures will complement and reinforce the circle "P" deep blue parking logo and overall parking brand (Exhibit 5).

Signs for all of the surface lots within downtown are also projected to be replaced. The entrance signs allow for a couple of options, including a tall kiosk with large extracted individual

circles for the word "PARK" similar to what is proposed for the identification signs for the parking structures. Another more modest option is a standard-sized sign with the circle "P" logo and text identifying the parking lot number. Regulatory signs and Pay here signs identifying the parking meters will also be revised to fit with the overall parking brand and wayfinding program, and will be designed to complement the circle "P" pay here signs on the pay-by-space meters currently installed in the parking lots and Brand Boulevard (Exhibit 5).

Funding to fabricate and install identification and entrance signs to parking lots and structures within the Downtown Specific Plan area is anticipated from Redevelopment Agency undesignated funds. All other internal, regulatory and informational signs within parking lots and structures will be paid for by the Parking Fund. While costs and funding has not been yet fully determined, it is projected that some internal parking signs will be funded through the future automation and ongoing maintenance of all three downtown parking structures.

Pedestrian Wayfinding

To facilitate wayfinding downtown once visitors are parked, tall kiosks with a bright top header and sleek dark grey panel displaying a map of Downtown Glendale and its key destinations will be located in a number of pedestrian entrances and exits within the three City public parking structures (Exhibit 6). It is anticipated that the Redevelopment Fund will fund all of these signs. While there are no current plans to have a more specific map outlining all shops and destinations within downtown Glendale streets, staff supports collaboration with local business organizations and stakeholders if there is interest in expanding the scope of pedestrian wayfinding downtown. This includes a potential to have a downloadable application with current destinations and shop information available via Smartphone. Many of these types of signs and applications are commonly funded and maintained through Business Improvement Districts.

While not currently part of the City's Wayfinding Program, the City has received a Proposition 1B grant from the California Transportation Commission to install intelligent transportation system devices to better facilitate the movement of traffic in the City, especially during the holiday season. These devices include fiber optic communication systems and closed circuit television cameras, and may potentially include digital changeable message signs in limited locations. On September 30, 2008, Council approved Resolution No. 08-171 appropriating the necessary funds for this project. In an effort to update the City Council on this project and seek further direction, the Public Works Department will bring back the Proposition 1B project including the changeable message signs as a separate item in the near future.

Public Participation

In addition to collaborating with North Star Destination Strategies and staff, a variety of downtown stakeholders in downtown Glendale were invited to comment on the wayfinding concept. On April 8, 2010, stakeholders were invited to a presentation on the preliminary design concept of wayfinding and parking signs. Representatives from the Downtown Merchants Association, Glendale Transportation Management Association, Glendale Galleria, The Americana at Brand, Glendale Business Coordinating Council and Brand Boulevard of Cars were in attendance. Attendees were largely supportive and commented on the color of the signs, destinations named and the overall concept.

Once comments received by community stakeholders, North Star Destination Strategies and the City staff team, Hunt Design revised the initial design concept and a preferred alternative was

selected. This alternative was presented at a presentation and open house on January 12, 2011. Over 20 people were in attendance at this meeting, including representatives from the Downtown Merchant's Association, Glendale Chamber of Commerce, The Americana at Brand, Glendale Galleria, small business owners and local realtors, property managers and developers. Overall, participants were supportive of the concept. The participants had the following specific input in regards to the recommendations proposed:

Areas of Support

- Proposed Wayfinding Program is a big improvement over existing signs in Downtown Glendale.
- Removal of existing signs and reducing sign clutter is as important as installing a new, consistent sign program.
- The experience of parking in Glendale should be a positive one; the parking signs proposed will help improve this experience.

Areas of Concern

- Need to identify the approximate costs and funding sources for proposed signs and establish an ongoing maintenance program.

Timeline/Next Steps

Pending direction from Council/Agency on the overall wayfinding sign concept, Hunt Design will develop bid documents that will include design drawings, programming and final cost estimates for each individual component. Bid documents for each piece of the wayfinding program will be submitted with a consultant contract for Council/ Agency approval. Below is an estimated timeline that has been developed for the installation of wayfinding and parking signs in the downtown:

February 2011 – Revise design concept based on Council/Agency direction
March 2011 – Prepare final design, installation details, technical specifications and solicit bids
Spring 2011 – Review received bids and select fabrication consultant
Late Spring 2011 – Council/Agency approval of contract
Summer-Fall 2011 – Fabrication and installation of wayfinding and parking signs
November 2011 – Installation of downtown wayfinding and parking signs completed

EXHIBITS

Exhibit 1: City of Glendale Sign Assessment Document
Exhibit 2: Family of Wayfinding Signs
Exhibit 3: Destination Wayfinding Signs
Exhibit 4: Parking Wayfinding Signs
Exhibit 5: Parking Identification Signs
Exhibit 6: Pedestrian Wayfinding Map/Kiosk

MOTION

Moved by Agency Member _____, seconded by Agency Member _____, that the Agency hereby directs staff to proceed with the wayfinding concept and sign program as proposed for downtown Glendale as described in the February 15, 2011 staff report from the Director of Public Works and the Director of Community Development, and subject to any Agency comments thereon.

Vote as follows:

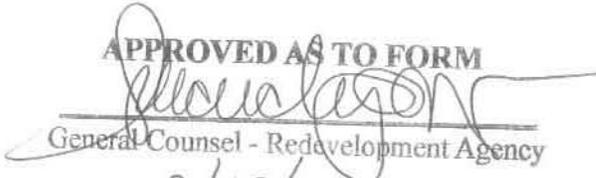
Ayes:

Noes:

Absent:

Abstain:

APPROVED AS TO FORM


General Counsel - Redevelopment Agency

Date: 2/10/11

MOTION

Moved by Council Member _____, seconded by Council Member _____, that based on the Agency's approval of the wayfinding concept and sign program for the downtown, the City Council hereby directs staff to proceed with the wayfinding concept and sign program as proposed for the City of Glendale as described in the February 15, 2011 staff report from the Director of Public Works and the Director of Community Development, and subject to any Council comments thereon.

Vote as follows:

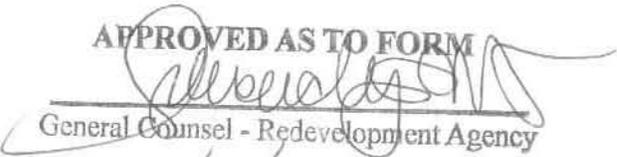
Ayes:

Noes:

Absent:

Abstain:

APPROVED AS TO FORM


General Counsel - Redevelopment Agency

Date: 2/10/11

MOTION

Moved by Agency Member _____, seconded by Agency Member _____, that the Agency hereby directs staff to commence preparation of technical drawings and specifications, program and cost estimates for the wayfinding program and parking signs for the downtown (the "specifications"); and directs staff to prepare bid documents based on the specifications. Staff is further directed to return to the Agency for final review and approval of the bid documents prior to going out to bid.

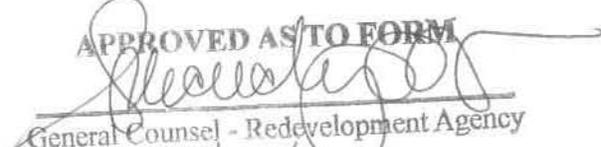
Vote as follows:

Ayes:

Noes:

Absent:

Abstain:

APPROVED AS TO FORM


General Counsel - Redevelopment Agency
Date: 2/10/11

MOTION

Moved by Council Member _____, seconded by Council Member _____, that the City Council hereby directs staff to commence preparation of technical drawings and specifications, program and cost estimates for the wayfinding program and parking signs for the City of Glendale (the "specifications"); and directs staff to prepare bid documents based on the specifications. Staff is further directed to return to the City Council for final review and approval of the bid documents prior to going out to bid.

Vote as follows:

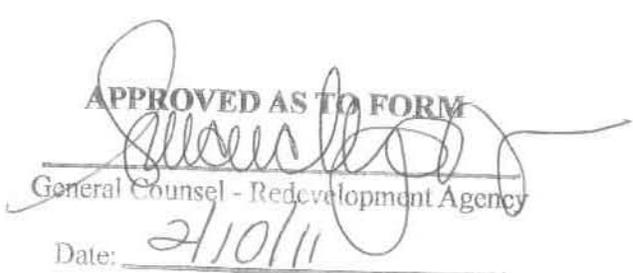
Ayes:

Noes:

Absent:

Abstain:

APPROVED AS TO FORM


General Counsel - Redevelopment Agency

Date: 2/10/11

CITY OF GLENDALE
CITY SIGNAGE ASSESSMENT



PUBLIC SIGNAGE & GRAPHICS
EVALUATION OF EXISTING CONDITIONS
& RECOMMENDATIONS

March 2010

Hunt Design Associates
25 N. Mentor Avenue
Pasadena, CA 91106

DRAFT

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INTRODUCTION

Like all cities, the City of Glendale communicates with drivers and pedestrians by means of signs. Lots of signs. Information in the form of posted signs tells us where to go, how to get there, and what we can and can't do. Signs show us where to park, how much to pay, and what will happen to us if we don't pay. Signs both encourage and restrict behavior.

Posted information about what, when and how is primary to accessing the City's environments and services. However, over the years, signage in and around Glendale has become cumbersome, mismatched and even degrading to Glendale's image. In some places there is too much signage; in other critical areas, not enough signs exist to facilitate circulation, parking, and walking to destinations.

But taken together, these many signs have an effect beyond information giving – their collective presence plays a major role in the visual environment. Over the years, several 'sets' of signs and hundreds of individual signs have been deployed in Glendale. These signs, while individually 'functional' do not work as a system of organized communication. Multiple signs appear at nearly every city intersection and mid-block on downtown streets. They often seem to dominate the street scene, distracting from otherwise attractive landscaping and scenic views. The result is a cityscape of sign clutter.

GOALS OF THE REPORT

Clearly, a substantial upgrade of public signage and related elements is needed. This report is the first step toward improving signage and graphics in and around Glendale. Specific goals of the work under this report are:

- Review and analyze existing signage conditions throughout the City.
- Make broad recommendations for improvements.
- Define a process for implementation of the recommendations.

Following the review of this report, design guidelines will be established for all public signage, with specific design and layout standards for each category of signage. Then individual across-the-board sign replacement projects may be undertaken. Such work will include programming, design, documentation, fabrication and construction.

BENEFITS OF NEW AND CONSISTENT SIGNAGE

New signage in Glendale will have many benefits, including:

1. Providing more effective and efficient wayfinding to destinations.
2. Improving use of public parking facilities.
3. Presenting a stronger sense of arrival for drivers and pedestrians at points of entry.
4. Improving expression of city affiliation at parking facilities.
5. Facilitating circulation to secondary destinations.
6. Encouraging pedestrian activity.
7. Encouraging longer stays and more retail sales.
8. Reducing sign clutter.
9. Contributing to the City's image.

METHODOLOGY

This report is based on focused and detailed visits to Glendale and coordination with city staff. Included in the multiple-day effort were:

- Discussions of signage, identity and visitor understanding.
- Vehicular 'tours' of all approach highways and surface streets.
- Thorough on-foot visits to and from surrounding areas and pedestrian approaches.
- Thorough in-car and on-foot coverage of representative areas.
- Observation of visitor behavior in all areas.
- Extensive site and adjacent area photography.

The report is a written summary of the observations and recommendations of the consultant, Hunt Design, and is further informed by:

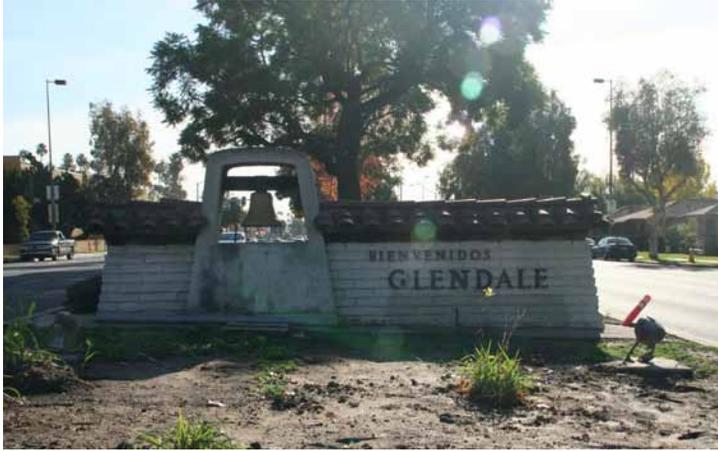
- The consultant's experience preparing public sign programs in over twenty-five cities.
- The consultant's experience planning signage for a wide range of national and international visitor and tourist destinations.
- The consultant's experience with local and state departments of transportation and their standard practices regarding signage.
- The consultant's awareness of state-of-the-art best practices in urban wayfinding signage.

AREAS OF STUDY

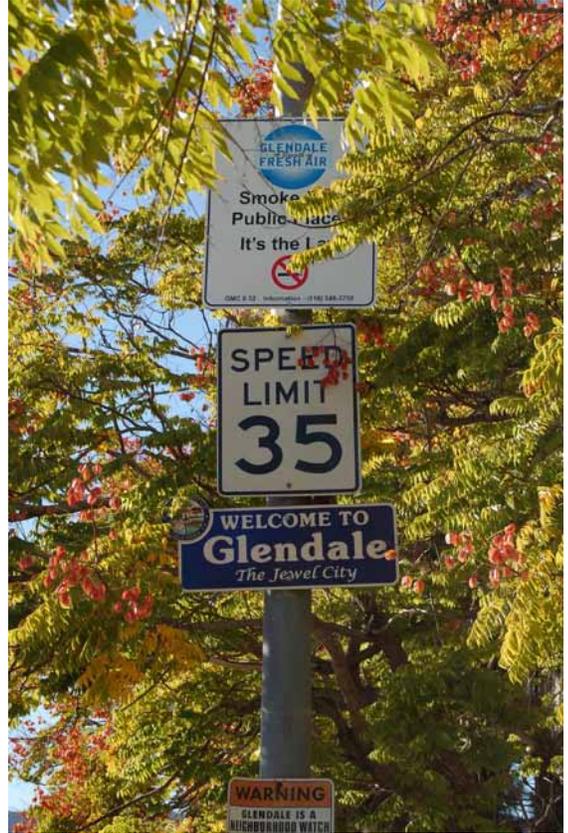
For purposes of evaluation and recommended improvements, signage in Glendale has been organized into distinct, but relating categories. These areas of study represent potential discreet opportunities to improve visitor understanding, circulation, and ultimately, the image of Glendale.

1. City 'Gateway' and Identity Signs
2. Vehicular Wayfinding
3. Parking Signage
4. Pedestrian Wayfinding
5. Parks Signage
6. Informational & Regulatory Signage
7. Bicycle Signage
8. Neighborhood Business District and Residential District Identity Signage
9. Brand Boulevard of Cars

A typical visit to Glendale engages the visitor in several of the above groups and type of signage. Each of these categories of signs and messages play important roles in positive visitor experiences. Conversely, shortfalls in execution of any one category can detract from the visit.



This highly thematic sign greets visitors on Glenoaks Boulevard. Replacement with a more contemporary sign should be considered.



This modest welcome sign shouldn't have to share 'billing' with other signs.



Some identity is provided by the headers on directional signs, but the design is ineffective for motorists.



A lot of information for a small sign.



This formal welcome monument makes a good impression.

CITY 'GATEWAY' AND CITY IDENTITY SIGNS

Evaluation of Existing Conditions

Glendale does not have effective or appropriate signs to greet visitors and present a positive image of the City. Distinctions from neighboring cities are vague.

1. Existing gateway signs are mismatched.
2. Several major gateways into the City do not have welcome signs of any kind.
3. The few small metal identification signs are substandard and share poles with other unrelated signs.

Recommendations for Improvement

1. Create a standardized 'set' of City gateway monuments and signs in different sizes and formats.

Examples of Effective 'Gateway' signs.





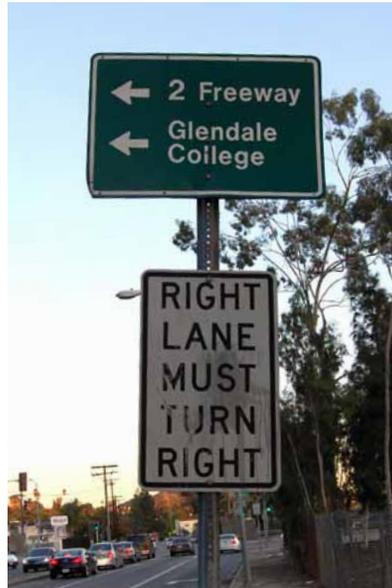
Mismatched, but official looking 'Caltrans-style' guide signs are seen throughout Glendale.



Sign format used around California for directions to historic sites. These destinations should be included in a citywide wayfinding program.



Mismatched directional signs – seen throughout the City.



Directional signs should not share poles with traffic control signs.



Signs from this thematically designed program are difficult for drivers to read.



A good start to providing clarity through good sign layout.



Private signs in the public right-of-way add to the sign clutter.



Temporary digital signs are effective, but unsightly.

VEHICULAR WAYFINDING

Evaluation of Existing Conditions

Signs directing drivers through the city and to important destinations can have a major effect on not just circulation, but on the city's image. In Glendale several ineffective directional sign systems co-exist, providing neither good directions nor a cohesive image. In addition, dozens of individual directional signs designed in various 'official' or CalTrans formats are mixed in, further complicating direction giving for drivers.

1. Many directional signs are of standard and mixed highway-sign design and technology. Each is independently 'correct' and problem solving, but together they lack cohesive a program and visual continuity.
2. The City has implemented some effective signs directing to area freeways.
3. The 'Art Deco' directional sign program was implemented with the best of intentions, but the system falls short on legibility and sign placement. While the program does project a specific image, that image may not be right for Glendale.
4. Many directional signs share poles, creating a sense of sign clutter.
5. Too many minor destinations have signs on city streets.
6. Some lengthy destination names take up disproportionate space on the signs.

Recommendations for Improvement

1. Create a unified directional sign program for vehicles using common design and format elements.
2. Establish criteria for listing destinations on signs.
3. Set standards for sign installation and co-display on poles.
4. Distinguish via design format and details the public directional signs from official 'CalTrans' traffic control signs.
5. Remove all or most existing directional signs.

Examples of Effective Vehicular Wayfinding.





Signs directing drivers to parking seem to be everywhere. A new and unified approach is needed.



Not the best welcome to Downtown Glendale.

The need to direct drivers to parking has led to sign 'layering' and visual clutter.

PARKING SIGNAGE – STREETS AND LOTS

Signs about parking seem to dominate the streets of downtown Glendale. The locations of the three-city garages one street away from Brand Boulevard have led to parking directional signs at many downtown intersections. Because of competition with private parking operators, the City has deployed parking directional signs throughout the downtown.

Evaluation of Existing Conditions

1. A wide range of signs in different formats and designs direct to downtown parking choices.
2. Differing layouts, wording and design results in a cluttered look on many Glendale streets.
3. Some parking directional signs are located in otherwise scenic landscaped areas.
4. Some signs are inappropriately mounted to overhead lighting mast-arms.
5. The installation of pay-station type meters has resulted in additional signs on each downtown block.
6. Indication of city affiliation is weak on most signs.
7. Signs promoting private parking facilities add to the parking sign clutter.
8. Identification of surface parking lots is inconsistent.
9. Pay-station operation of the many surface parking lots necessitates many signs in each lot.

Recommendations for Improvement

1. Establish a new unified sign program for parking-related signs.
2. Limit and edit promotional information on parking directional signs.
3. Set standards to limit the quantity of parking signs.
4. Work toward consistent sign wording.
5. Avoid placing signs in landscaped medians.
6. Avoid installing parking signs on mast arms.
7. Remove all or most existing parking directional signs.

Examples of Effective Parking Signage.





Garage entrances have a variety of sign formats, none of which indicate city ownership or operation.



The projecting identity sign, left, is needed, but this elevation needs stronger signage.



Internal pedestrian signs are of mixed quality and condition. Redesign and replacement is needed.



This tenant sign inadvertently identifies the entire parking structure as a private enterprise. The City should have top billing.



Too high and too small.



This directory is 'trying' to do too much. It is difficult for people to use a map when they are not yet inside the destination.

PARKING STRUCTURE SIGNS

Parking structures are often a 'gateway' to experiencing a place, and as such they can convey negative or positive 'messages' about the City. Visitors to Glendale need to park, either in one of the many city lots or structures or at a privately run facility. Glendale's three city-owned parking structures are not inefficient to use, but over the years, signage in each has become cluttered, and in some cases degraded.

Evaluation of Existing Conditions

1. The three city-operated parking structures have inconsistent street entry signage.
2. City identity is weak at critical entry points.
3. It is difficult to recognize from even close by that the Orange Street Garage is a public parking opportunity.
4. Each City garage has a different 'look,' colors, sign formats and wording.
5. Mismatched signs present operations and circulation information.
6. Parking floor or level indications are inconsistent.
7. The Marketplace Garage has ineffective signs that attempt to direct pedestrians to stores within the Marketplace.

Recommendations for Improvement

1. Create new large identity signs at each garage that coordinate with on-street directional signs and surface lot signs.
2. Unify sign design throughout all garages.
3. Communicate that these are public parking opportunities.
4. Replace all internal directional/operational signs with a new consistent sign program.
5. Establish standards to set limits on the number of signs.

Examples of Effective Parking Structure Signs.





The words **Public Parking** are important to encourage of city parking facilities.



This information is important, but a new layout is needed for quick comprehension by drivers.



Conflicting sign messages confuse drivers.



Listing retail store names within the garage is not effective.



In parking garages signs are needed to separate drivers and pedestrians.



Vehicular directional signs merit study and redesign throughout.

PEDESTRIAN WAYFINDING

As a city dependant on the automobile for transportation, the City of Glendale has few signs specifically for walkers. Currently, walking between destinations is not common. While signage alone cannot establish 'walkability,' posted messages about where one can get to on foot builds pedestrian confidence and encourage the 'park once and walk' behavior. Note: no pedestrian-specific signs were observed for this report.

Recommendations for Improvement

1. Create designs and standards for pedestrian signs either as a stand-alone sign category or sub-parts of other defined categories, such as parking or parks.
2. Consider an approach that consistently provides pedestrian information upon exiting one's parked car.
3. Enhance existing pedestrian linkages between attractions and destinations.

Examples of Effective Pedestrian Wayfinding.





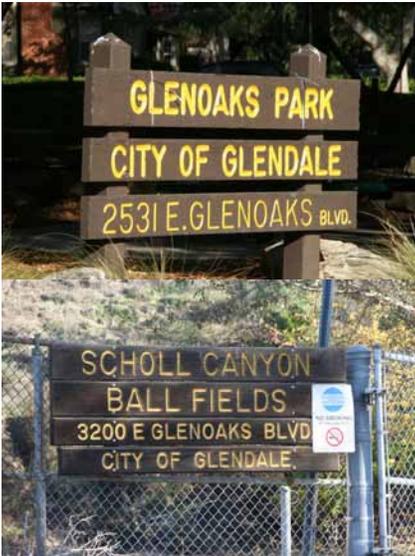
Glendale parks feature a wide range of mismatched and ineffective operational signs.



This well-executed sign is part of a retaining wall.



Signs for pedestrians should not share poles with vehicular signs.



Traditional incised letter park signs, but information is not well organized. Replace with a new park identification sign program.



This creative sign identifies both a park and an emerging city district.

PARKS SIGNAGE

City parks require dozens of operational and regulatory signs to aid in use of the varied facilities – fields, picnic areas, restrooms, parking, etc. Unfortunately, signs in parks are usually installed to limit and regulate behavior – they tell you what you can't do. In addition, these kinds of signs meet hard use and are often not in good repair. In Glendale, park signage is especially sub-standard.

Evaluation of Existing Conditions

1. Major identification signs are inconsistent in design.
2. City identity is weak in some cases.
3. Too many signs are seen in and around parks.
4. Operational signs are mismatched and in bad repair.
5. As a group, existing operational signs reflect a negative image.

Recommendations for Improvement

1. Create designs and standards for all park signage.
2. Work to consolidate operational signs.
3. Find ways to more positively present regulatory information.
4. When practical, remove and replace all or most existing signs.

Examples of Effective Parks Signage.





INFORMATIONAL & REGULATORY SIGNAGE

Like all cities, Glendale has many kinds of informational and regulatory signs. While necessary, these signs with their varied formats and designs add to the City's sign clutter. Many informational signs have been simply mounted and installed wherever space permitted.

Evaluation of Existing Conditions

1. Signs are inconsistent in design, wording and installation details.
2. Operational signs are mismatched and in bad repair.
3. As a group, existing informational signs reflect a negative image.

Recommendations for Improvement

1. Create designs and standards for informational signage.
2. Establish installation guidelines.
3. When practical, replace all or most existing signs.



Examples of Effective Informational & Regulatory Signage.





Effective signage supporting cycling is rare in Glendale.



BICYCLE SIGNAGE

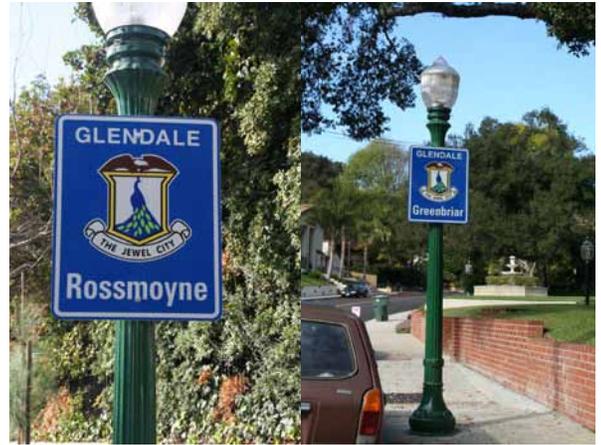
Few signs exist that support cycling. Those that do tend to be the generic, out-of-the catalog variety. Cycling-specific signage can encourage the use of bicycles for both recreation and transportation.

Recommendations for Improvement

1. Design bicycle-specific signs as a category in the new city sign guidelines program.

Examples of Effective Bicycle Signage.





Signs from a recent neighborhood residential district identification program are effective, but look too institutional. The peacock imagery seems arbitrary.



Neighborhood business district identity is reinforced with these creative elements.



Engaging, appropriate and unique signs welcome visitors at Glendale's neighborhood business districts.



Illustrative banners lend color and provide identity.



Directions to districts from outside of the district should be designed into in new a new citywide directional sign program.

NEIGHBORHOOD BUSINESS DISTRICT SIGNAGE AND NEIGHBORHOOD RESIDENTIAL DISTRICT IDENTITY SIGNAGE

Glendale has several vibrant and identifiable districts that lend interest and vitality to the City. Each of the unique areas has an emerging ‘look’ or visual brand. Supporting these unique district identities by means of generous sign approvals is good for the City.

Evaluation of Existing Conditions

1. While not always perfectly designed, the districts have generally good ‘on-site’ signage.
2. “Off-site” directional signs to districts often, and incorrectly, do not match City signs.

Recommendations for Improvement

1. Consider establishing broad guidelines for on-site district signage.
2. Off-site district signs should be included in the new city wayfinding program.
3. Display of district identities, colors, fonts, etc., should be limited to on-site or in-district locations.

Examples of District Signs from other Cities.





This gateway sign is effective, but has a dated and institutional appearance. Cosmetic retrofitting is recommended.



Brand name display can be improved.

BRAND BOULEVARD OF CARS

Glendale has done a great job in creating a branded automotive retail district, and the median signage has played a big role in its success. The unique configuration of Brand Boulevard lends itself to gateways at either end and to display of individual dealers on intermediate signs. But over the years, the on-street image presentation expressed by the signs has become dated.

Evaluation of Existing Conditions

1. The gateway sign lacks visual impact.
2. The 'industrial' look of the median signs is of a previous era.
3. Car brand expression is generic.

Recommendations for Improvement

1. Consider a new, similarly scaled sign program.
2. Consider new area entry signage.
3. Consider expressing individual car brands on vertical elements or light poles.

Note: good examples of auto center signage design and graphics were not found.

SUMMARY OF RECOMMENDATIONS

As illustrated in the pages of this document, public signage in Glendale is in need of major upgrades. A condition of sign clutter degrades the streets and neighborhoods of the City. Public signage represents an opportunity to project a positive city image to residents, businesses and visitors. Signs reflect the city management – signs are a public voice of a city.

The broad recommendation of this report is to replace as many signs and in as many sign categories as possible with a new citywide, coordinated sign program. This program should establish an organized systematic approach to coordinate the different categories of signs with common design elements where appropriate and with differentiation where justified.

To achieve a coordinated result, a system of sign guidelines should be developed to prescribe and limit design themes, aesthetic details, colors, location standards and installation details. This system should articulate and unify groups of signs into sub-systems, such as parking-related, directional and pedestrian signs. The City may then implement new signage by sign category, geographic area or individually. The guidelines should also provide guidance for future individual signs that may be needed in the future.

SPECIFIC RECOMMENDATIONS:

1. Glendale should have a unified 'look' for signs and monuments at defined entrances into the City.
2. Because parking is so important for Glendale, all parking-related signage should share design and aesthetic details and read by drivers as a coherent system.
3. A new program of citywide vehicular wayfinding signs should direct drivers to important destinations.
4. A new system of signs for pedestrians should be developed and deployed as linkage tools between major parking facilities and surrounding destinations.
5. Glendale parks should have a distinctive sign system, but should share elements with the overall city sign program.
6. Signs encouraging bicycle use should be part of the new program.
7. Design and implement all-new signage for Brand Boulevard of Cars.
8. Ensure that digital wayfinding and parking signs are integrated, both visually and functionally with new wayfinding program.

Wayfinding Signs



B4-110 Vehicular Directional



B4-111 Vehicular Directional (Double Post)



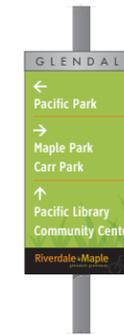
Neighborhood Vehicular Directional



Alternate



Alternate



Glendale Greenway Bike/Ped Directional

Pedestrian Signs



B4-150 Pedestrian Directory Map

Parking Signs



B4-200 Parking Lot ID



B4-301 Parking Lot ID



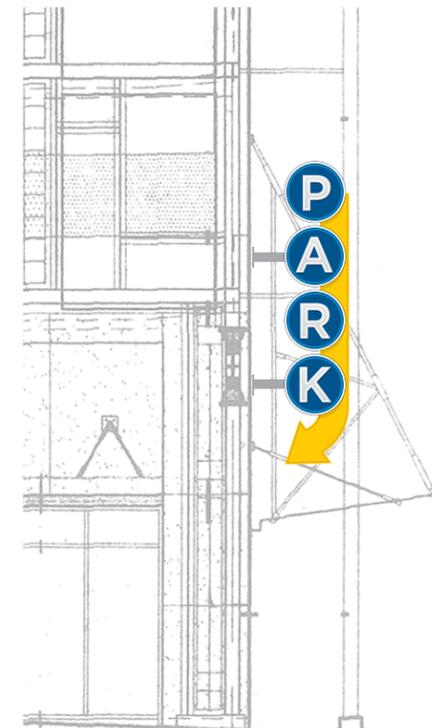
B4-120 Parking Directional



B4-115 Parking Directional/ Spaces Available Sign



Small Parking Directional Spaces Available Sign

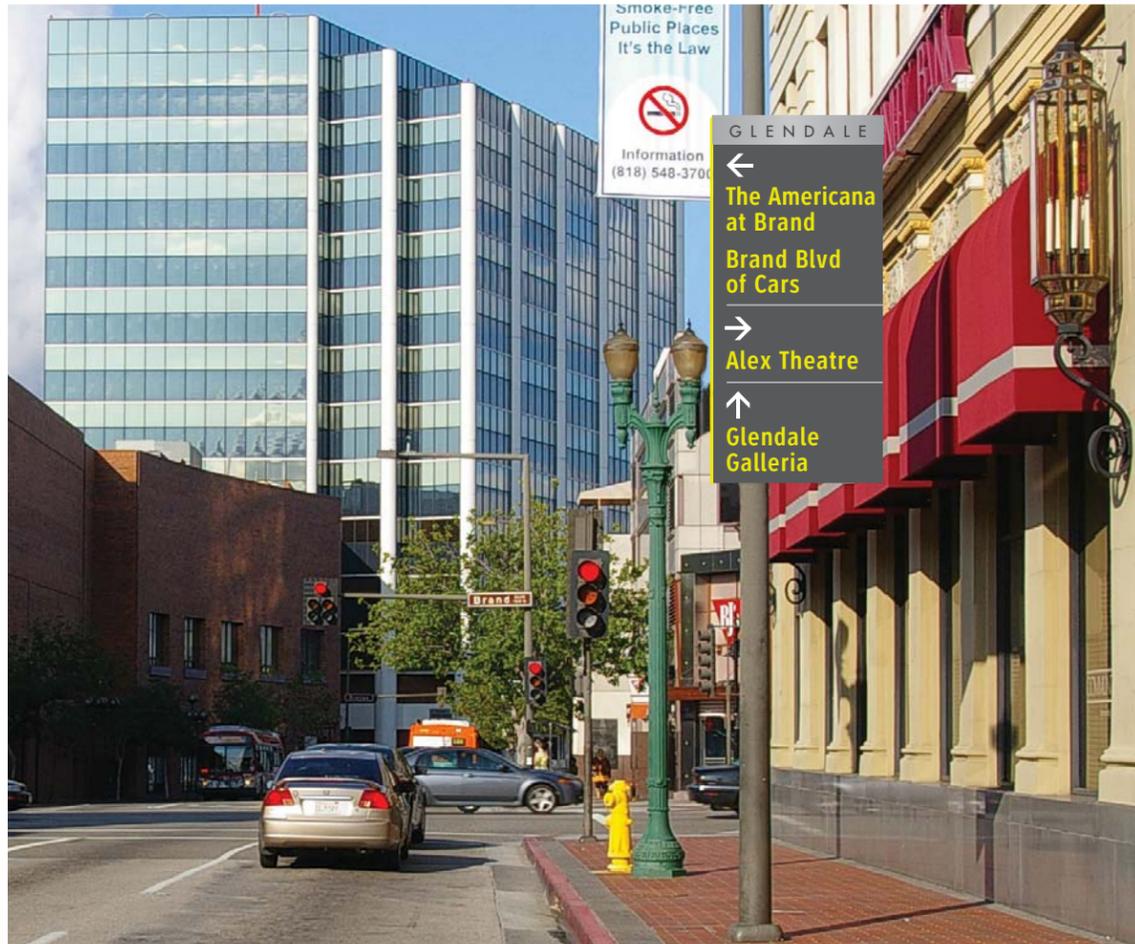


B4-401 Parking Garage Entrance ID (Secondary)

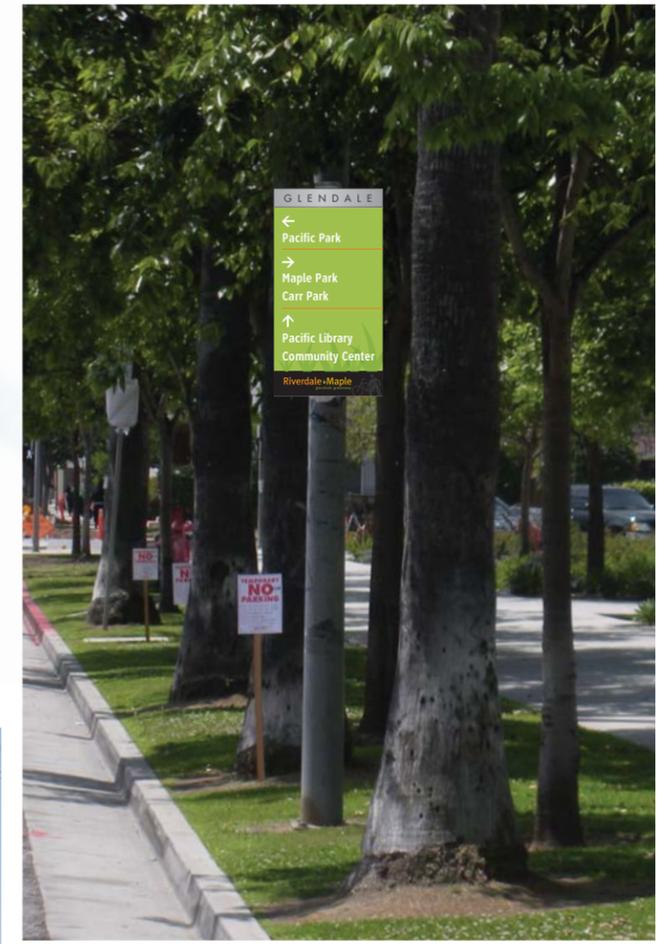


B4-400 Parking Garage Entrance ID (Primary)

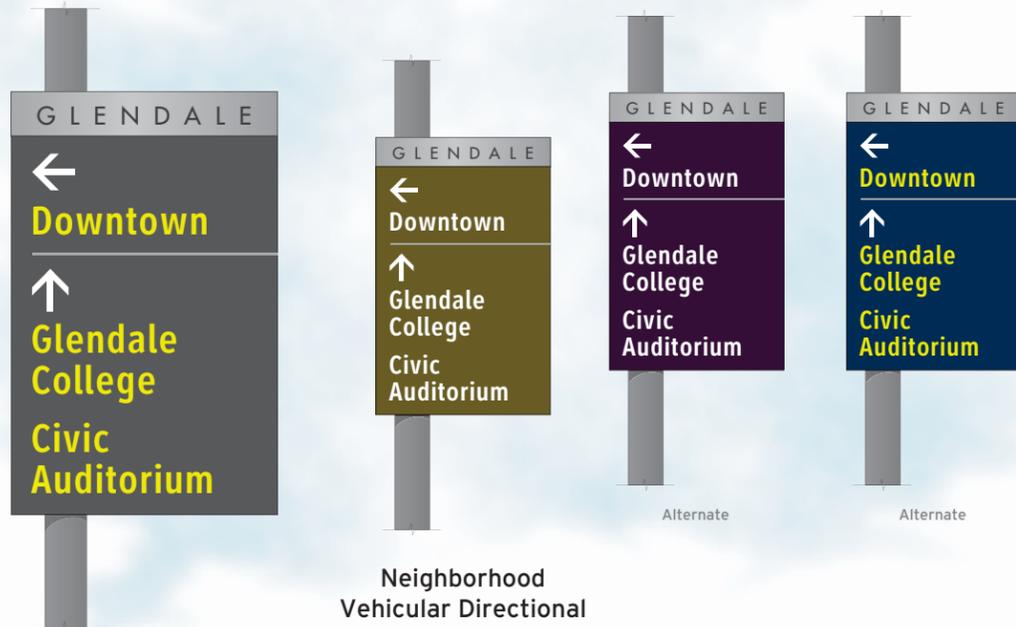
Wayfinding Signs



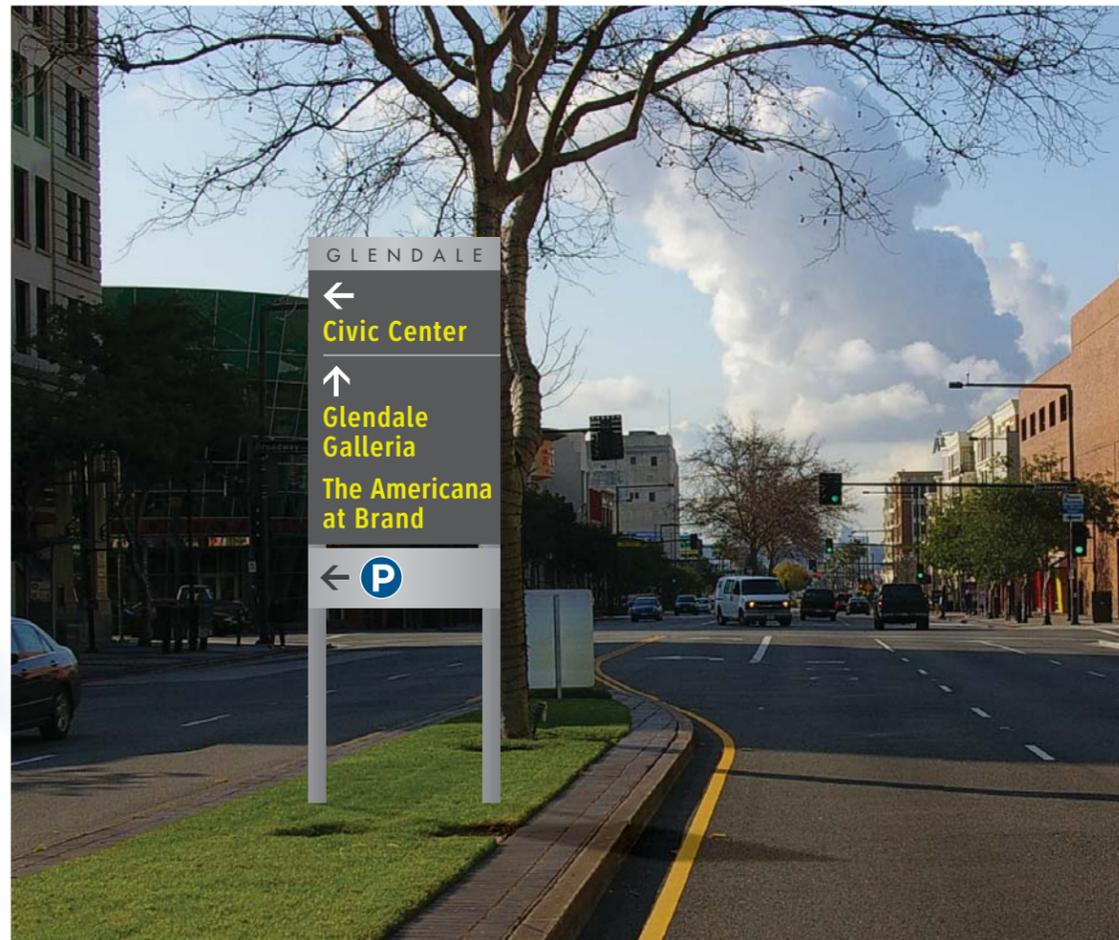
B4-110 Vehicular Directional



Glendale Greenway Bike/Ped Directional



Neighborhood Vehicular Directional



B4-111 Vehicular Directional (Double Post)

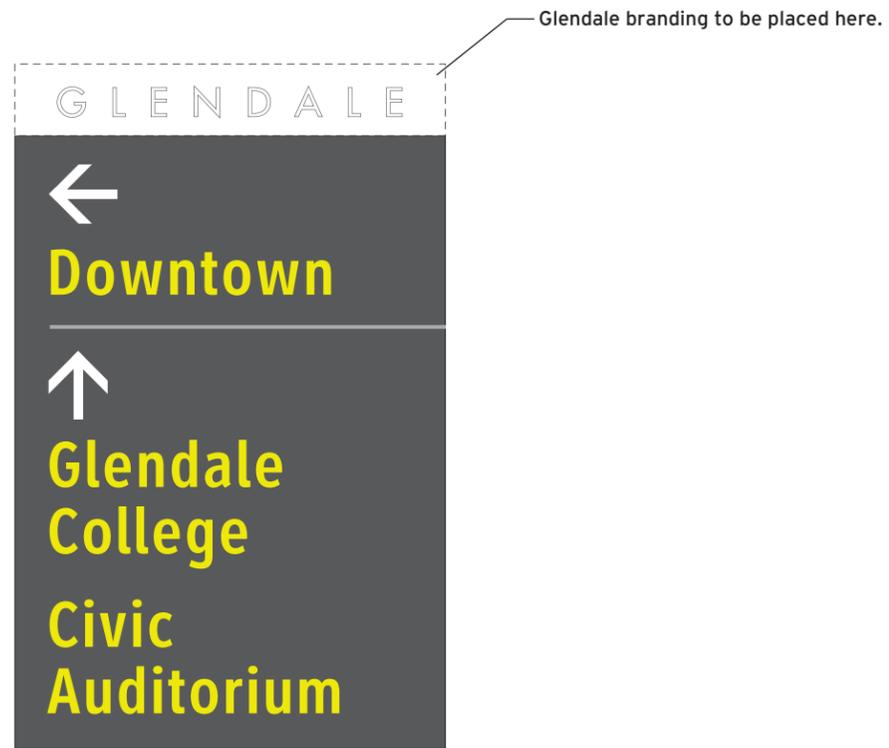


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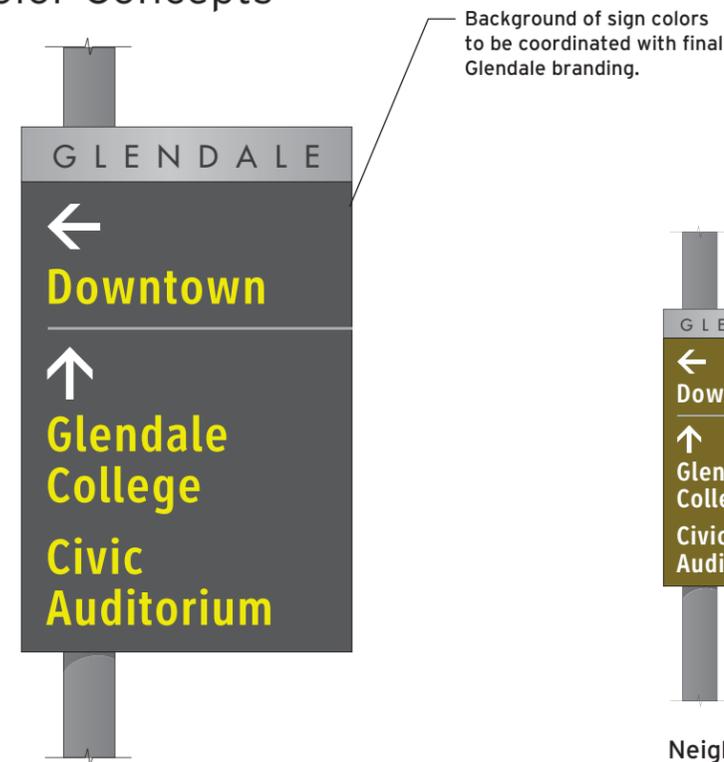
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						JOB #	2645				

Brand Options



B4-110 Vehicular Directional

Color Concepts



B4-110 Vehicular Directional



Neighborhood Vehicular Directional



Alternate

Alternate

Variations on Back of Signs



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Parking Wayfinding Signs



B4-200 Parking Lot ID



B4-301 Parking Lot ID

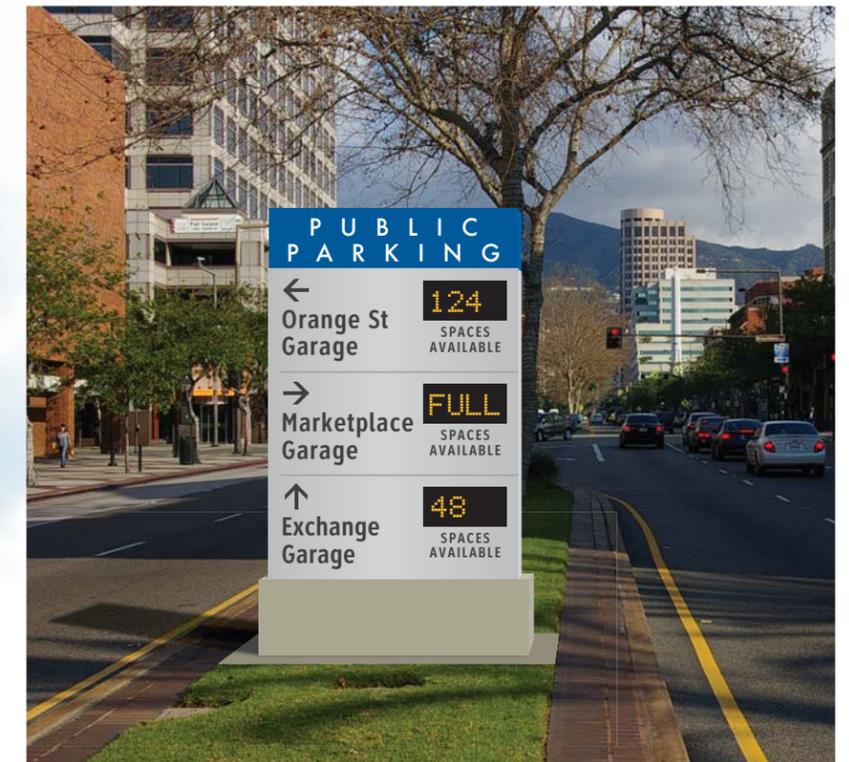


B4-120 Parking Directional



B4-115 Parking Directional/
Spaces Available Sign

Small Parking Directional
Spaces Available Sign



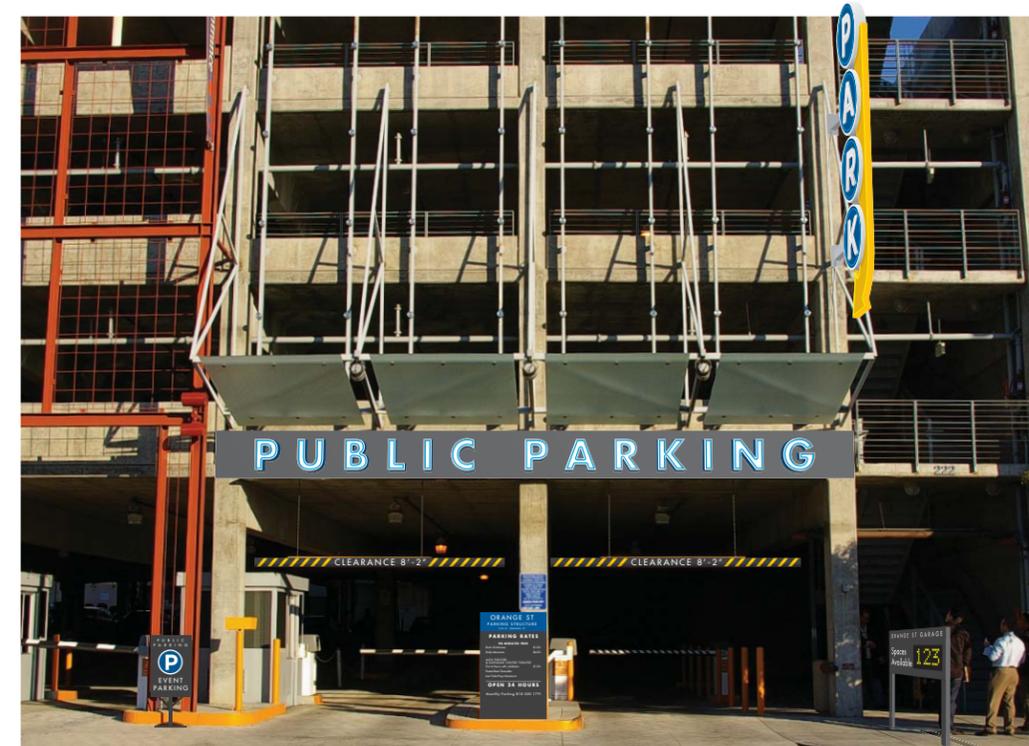
B4-115 Parking Directional/Spaces Available Sign

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Parking Signs



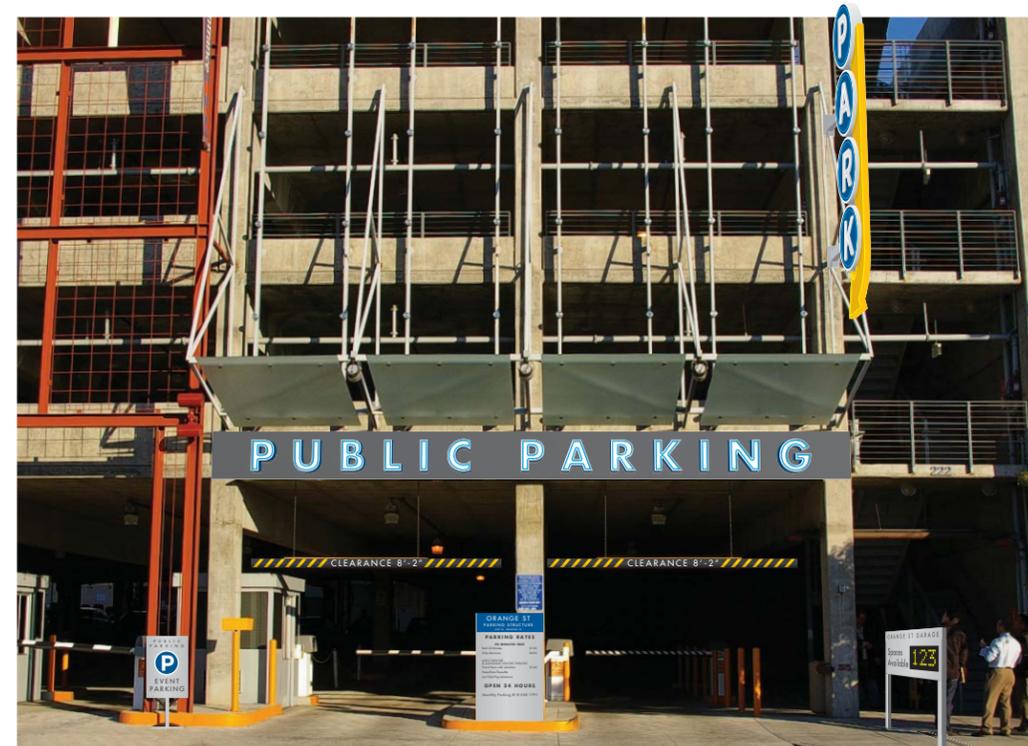
Option 1

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Parking Signs



Option 2

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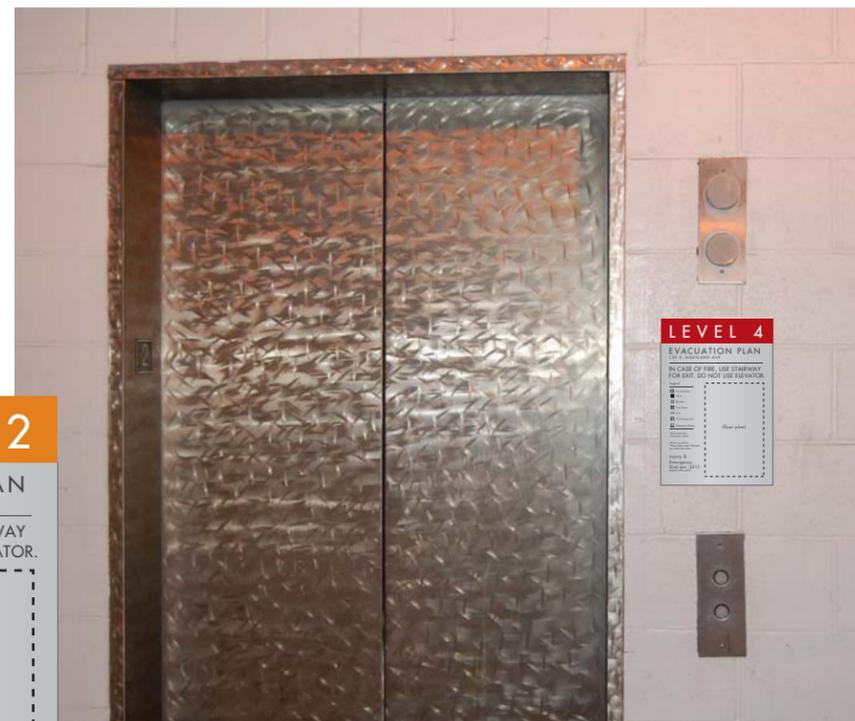
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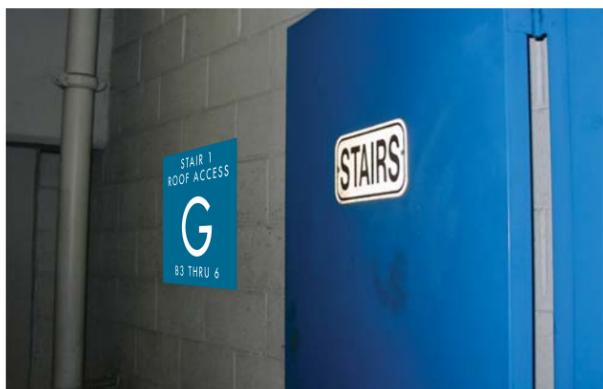
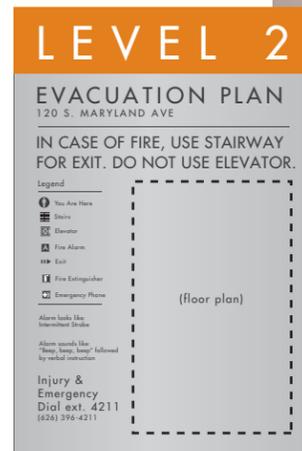
Parking Signs



The Exchange Parking Garage - Level 2



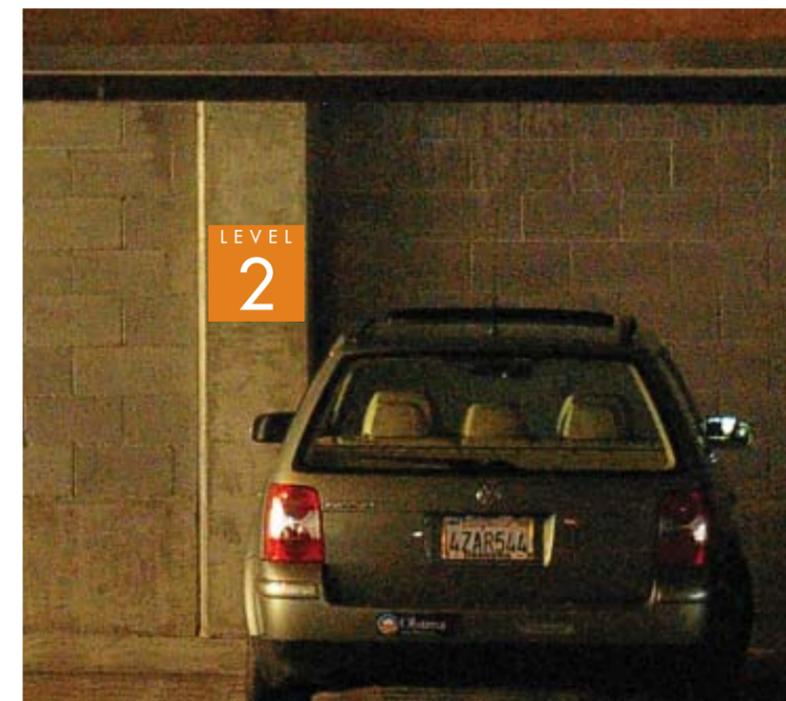
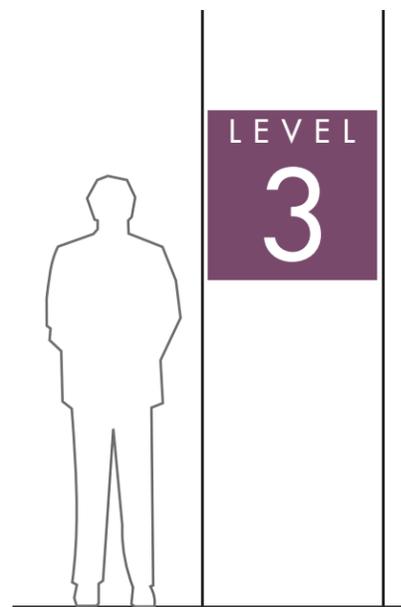
The Exchange Parking Garage - Level 4



The Exchange Parking Garage - Level 4



Orange Street Parking Garage - Level G



Orange Street Parking Garage - Level G



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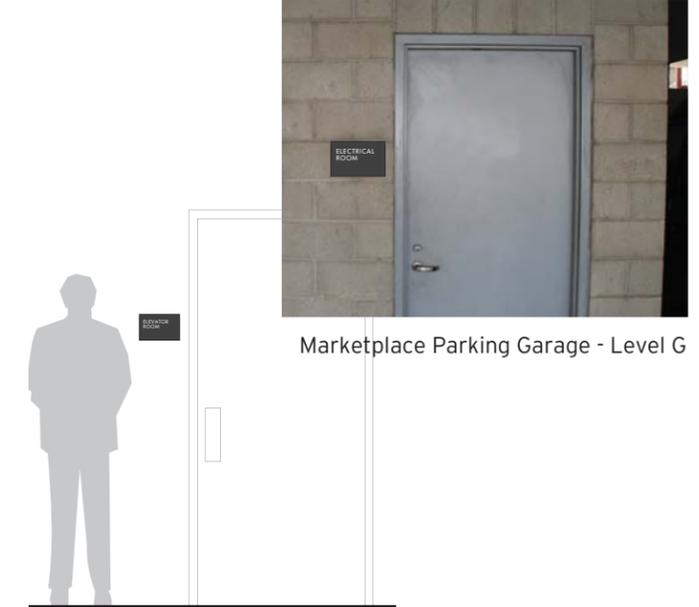
Parking Signs



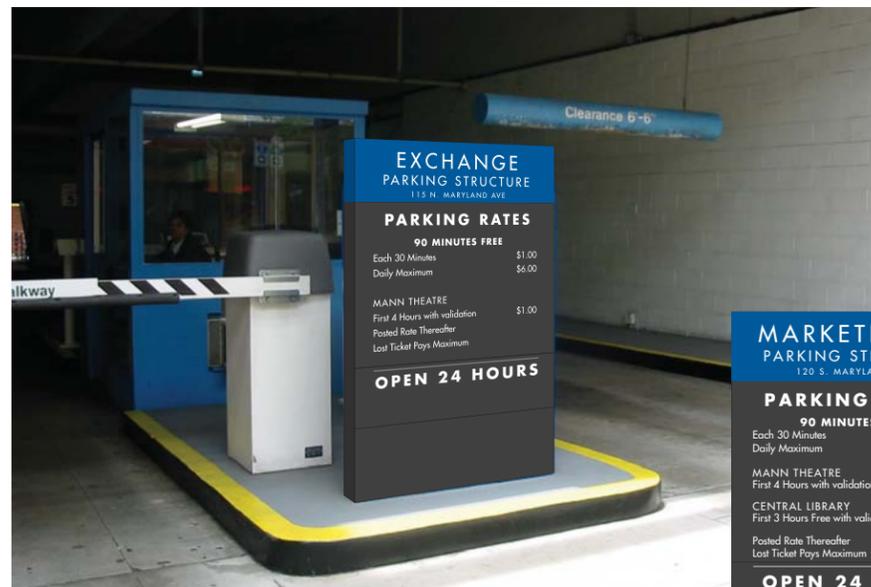
Marketplace Parking Garage - Level G



The Exchange Parking Garage - Level G



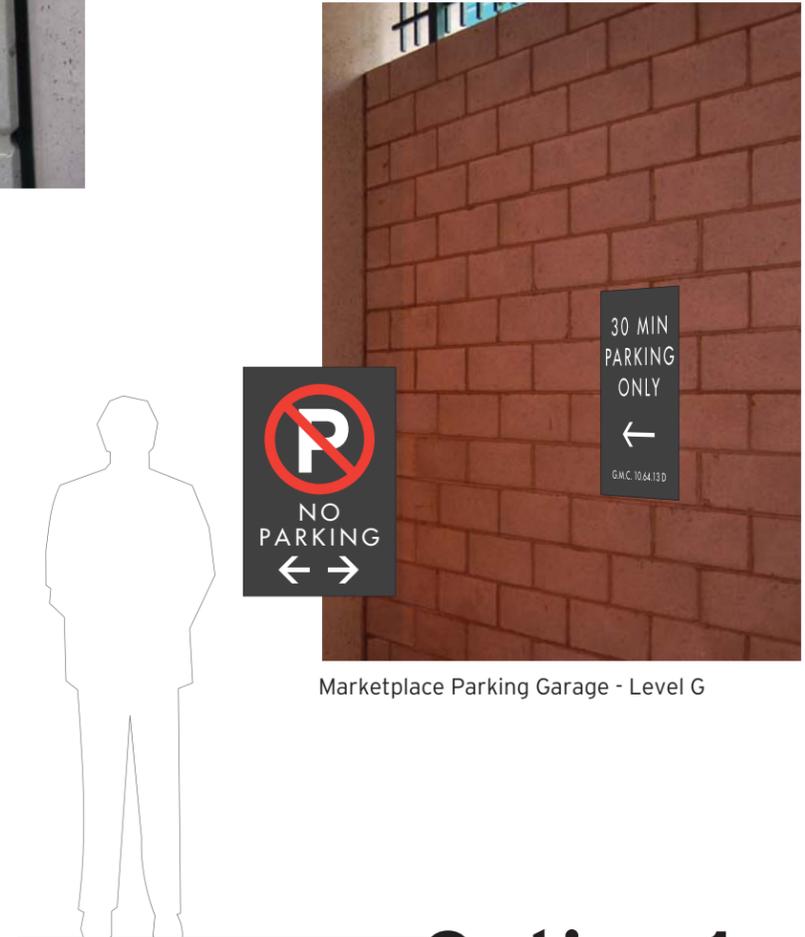
Marketplace Parking Garage - Level G



The Exchange Parking Garage - Level G



Marketplace Parking Garage - Level G



Marketplace Parking Garage - Level G

Option 1

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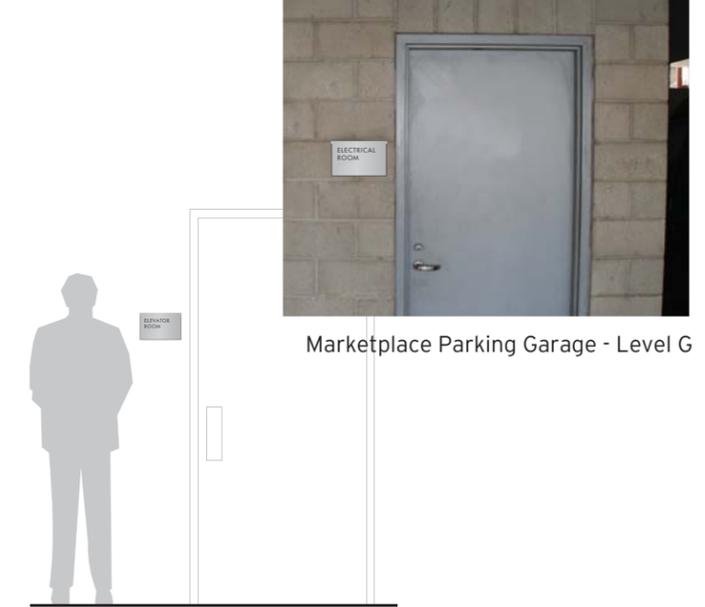
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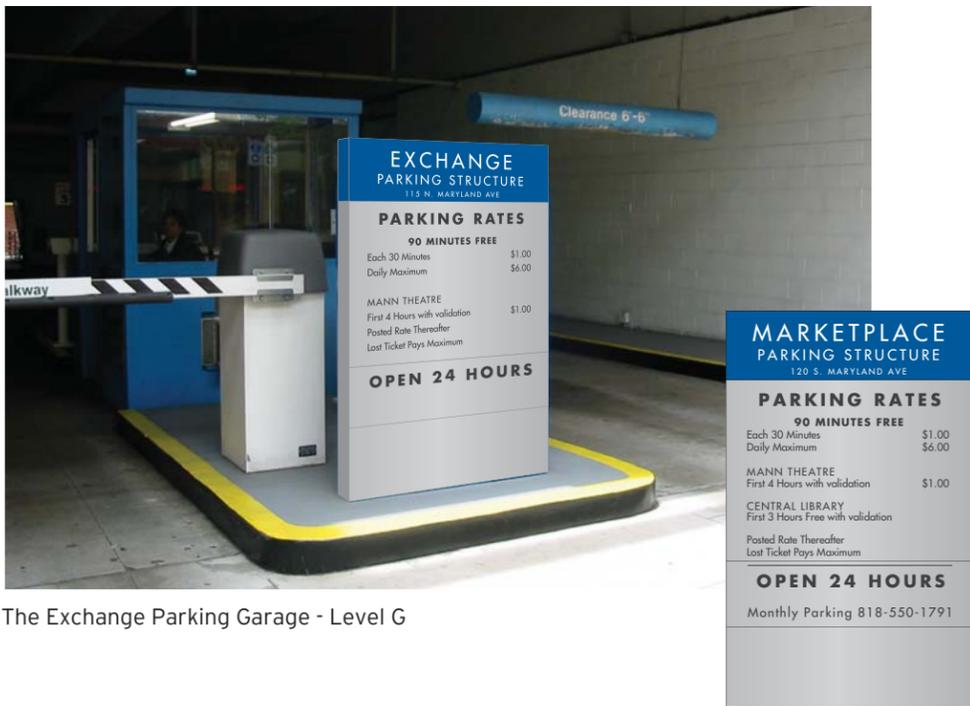
Marketplace Parking Garage - Level G



The Exchange Parking Garage - Level G



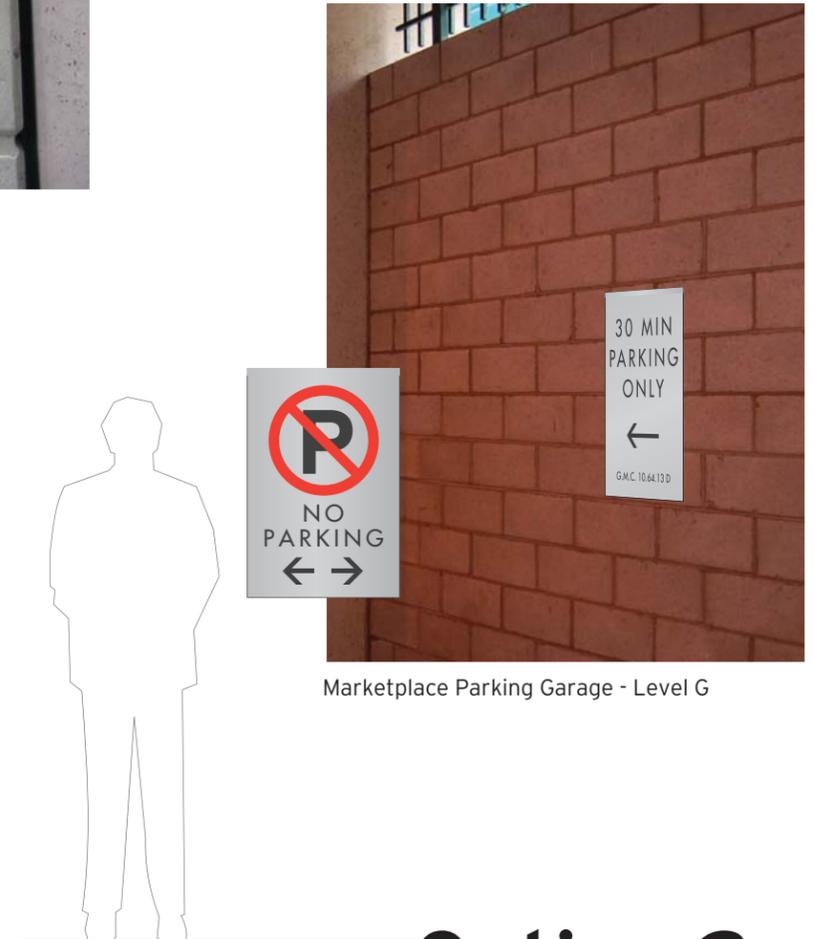
Marketplace Parking Garage - Level G



The Exchange Parking Garage - Level G



Marketplace Parking Garage - Level G



Marketplace Parking Garage - Level G

Option 2

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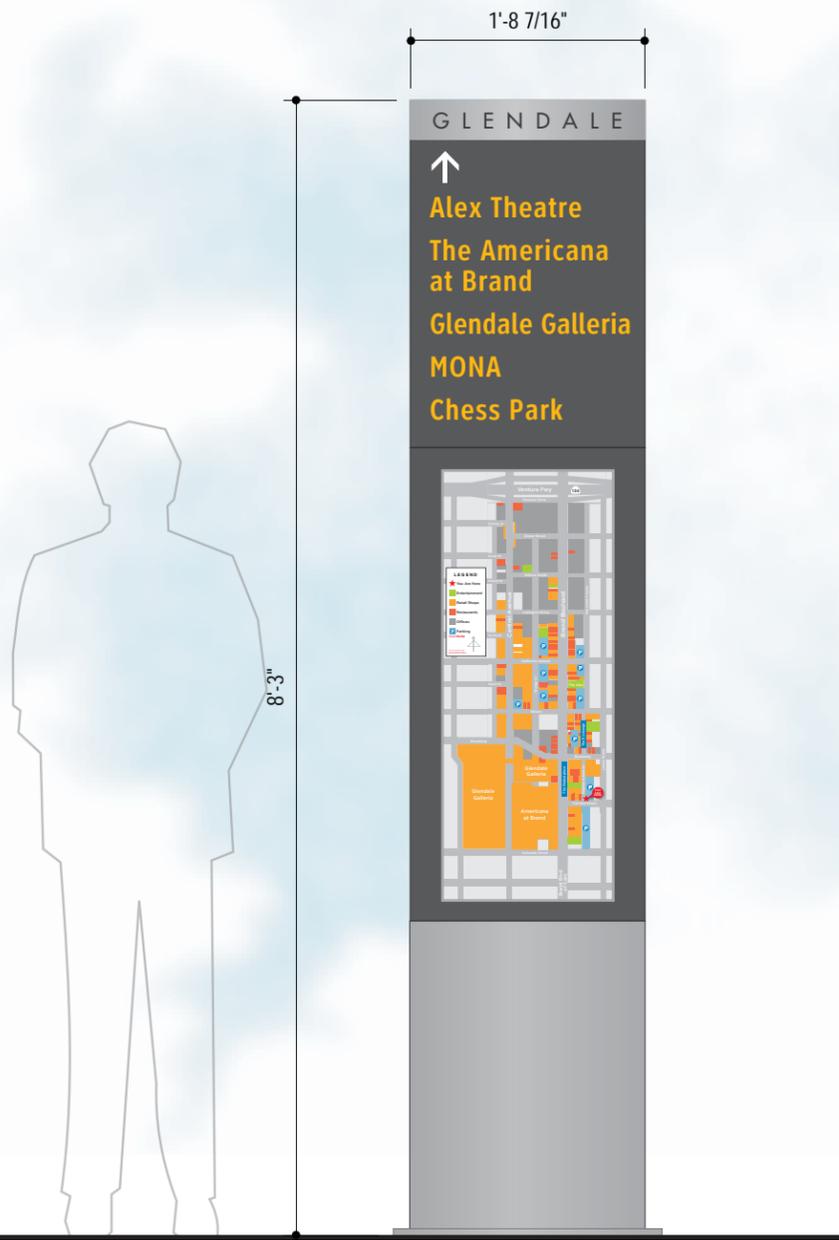
Parking Lot Signs



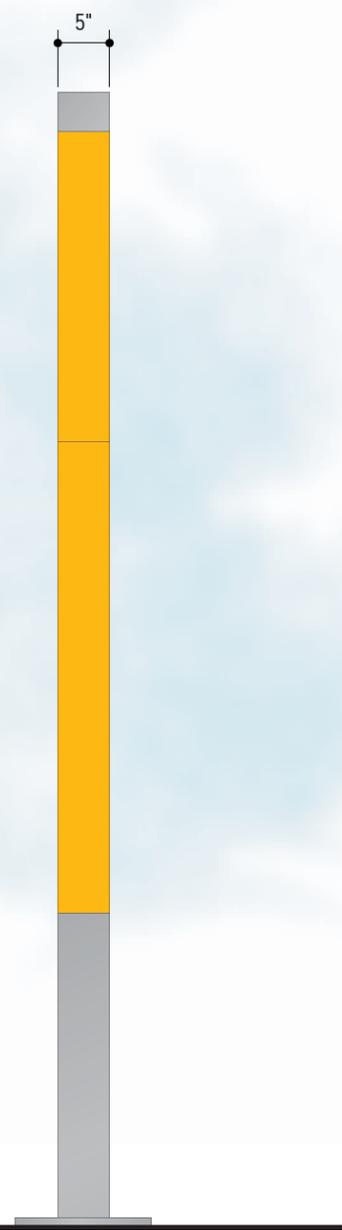
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ELEVATION 3/4" = 1'-0"



SIDE VIEW 3/4" = 1'-0"



PHOTO RENDERING

Not to Scale

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