

**MONTEREY PENINSULA REGIONAL PARK DISTRICT
BOARD OF DIRECTORS MEETING**

DATE: September 2, 2020
TO: Board of Directors
FROM: Jackie Nelson, Environmental Education Supervisor
REVIEWED BY: Rafael Payan, General Manager
SUBJECT: Palo Corona Regional Park Wayfinding and Signage Master Plan,
Steve Noll, Design Workshop

SUMMARY:

The staff respectfully recommends the Board receive the presentation, and supporting documentation, providing an overview, analysis, and summary of the Palo Corona Regional Park Wayfinding and Signage Master Plan for the Rancho Cañada and Front Ranch units (**ATTACHMENT 1**).

FISCAL IMPACT:

N/A

FUNDING SOURCE:

N/A

FUNDING BALANCE:

N/A

DISCUSSION:

Working in conjunction with Design Workshop, staff is pleased to present the final draft of the Palo Corona Regional Park Wayfinding and Signage Master Plan.

Wayfinding encompasses ways in which people orient themselves in physical space and navigate from place to place. It is about building connections as it works to connect visitors to the park, trail systems, habitats, history, and to the broader community. A master wayfinding plan takes a view from a visitor's perspective while concurrently identifying opportunities for brand awareness, messaging, and interpretation.

In last month's, August 2020, General Manager's "Monthly Staff Report," staff provided a synopsis of the process of assessing existing park signage, providing an overview of the site analysis, engaging stakeholders, and creating a transparent and open planning practice to develop the Wayfinding-Signage Master Plan. This guiding document is designed to be used to inform future design elements within the Palo Corona Regional Park using color banding to create a hierarchy of the displayed information on each panel from the Rancho Cañada to the Front Ranch and Backcountry units. This signage concept will become the signage standard serving as a basis for signage design for other MPRPD properties.

RECOMMENDED ACTION:

This is an informational presentation. No action is required.

ATTACHMENTS:

1. [PCRP Wayfinding and Signage Master Plan](#)