

# Saratoga Spa State Park Signage Plan



Prepared for:  
New York State Office of Parks, Recreation, & Historic Preservation  
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#### Prepared for:

The New York State Office of Parks, Recreation, & Historic Preservation

#### Prepared by:



**the LA group**  
Landscape Architecture  
and Engineering, P.C.

40 Long Alley  
Saratoga Springs  
New York 12866  
P 518/587-8100  
F 518/587-0180  
[www.thelagroup.com](http://www.thelagroup.com)

# Purpose of the Signage Plan

## Introduction

The New York State Office of Parks, Recreation, and Historic Preservation (NYSOPRHP) wishes to develop an overall signage plan for signage improvements at Saratoga Spa State Park. The Park has a long, rich history as an important public open space in the city of Saratoga Springs, New York. The Park, distinguished by its classical architecture, is listed as a National Historic Landmark and is noted for its diverse cultural, aesthetic and recreational resources.

The purpose of the study is to provide design guidelines and standards that will guide the planning, fabrication, and installation of new park signs. The New York State Office of Parks, Recreation, and Historic Preservation hired the LA Group to perform an inventory of existing signage, and to develop signage standards for future signage projects within the Park. New park signage is to perform multiple functions: provide effective information and direction for people to find their way around the park; encourage learning experiences; help preserve the history of the park; and communicate park rules and regulations. With multiple facilities, natural resources, trails, and places to be identified, signage can become an effective visual element to tie these various places together to create a common identity for the Park.

## Goals and Objectives

The Park has many challenges in addressing every signage need due to its many uses and diverse settings. In the context of signage applications, the various environments can be broadly categorized as the Route 9 commercial corridor, the Route 50 corridor, and internal park conditions. The eastern entrance to the Park, along Route 9, is a major vehicular gateway to the Broadway commercial district. The west entrance, along Route 50, is largely rural in character yet is home to the main entrance to the Saratoga Performing Arts Center (SPAC), a regional resource that attracts large crowds. The Park interior is characterized by a multitude of recreation opportunities and cultural resources.

With these challenges in mind, an effective signage system must be guided by a series of goals and objectives. These are listed in no particular order but serve as a benchmark to which designs are to be evaluated.

1. Design a unified look for signage at the Park
2. Create flexibility within the context of a unified system
3. Use materials and styles that relate to the place and the signage types currently used throughout the Park
4. Create a signage program that is cost efficient in fabrication, implementation, and maintenance
5. Facilitate efficient pedestrian, cyclist, and vehicular access throughout the Park
6. Create a system that can be implemented in phases
7. Create hierarchy of signage types for various applications

## Existing Conditions

### Signage Inventory and Field Observations

Due to the numerous cultural, aesthetic and recreational resources within the park, there is a wealth of signs and signage types demanding attention from park visitors. A thorough and up-to-date inventory of signs in Saratoga Spa State Park, combined with a reference map showing locations of each sign was initiated in February 2009. The signage inventory details the location, condition, and materials of all existing signs found throughout the Park. The inventory was conducted to inform the design team of the various sign types and uses currently employed throughout the park, and to be used as a resource for the Park as they move forward with future signage replacement and improvement projects.

A review of the existing signage conditions throughout the Park shows that consideration has been given to the use of fonts, color and materials. However, implementation over long periods of time, varied fabrication technologies, and materials, have created a diversity of sign types that do not present a unified signage identity within the Park. In addition to the different fabrication technologies and materials present throughout the Park, there are numerous concessionaires that have installed their own unique signs. While most directional and identification signage is managed by the Park, there are instances where concessionaires have their own sign types. Park concessionaires have been contacted to determine their signage needs.

Jurisdictional requirements are another important consideration in assessing signage conditions throughout the Park. From a signage point of view, much of the signage is in the right of way of the park roadways, a zone shared with, and subservient to DOT traffic control devices. There is also a need to accommodate the road-scape difference between Route 9, Route 50, and interior park roads. What works for one road may not work for the others. There may need to be adaptations to fit the specific needs of each respective roadway environment.

# Signage System Design Program

## Signage Program

This conceptual signage program provides an overview of the proposed exterior signage system for the Saratoga Spa State Park. The Park calls for a comprehensive approach in which the use of typefaces, graphic messages and colors are carefully considered. From highway and on-site directional signage to amenity identification, the signage program should act as one cohesive system and help to create a sense of place for the Park. It should provide concise and relevant information at key decision making points. It is the first layer of visitor experience for the Saratoga Spa State Park, and as such, is a critical component to the identity of the site.

The signage program addresses identification, directional, and informational signs that are common to all facilities within the Park. Schematic details are shown for the selected designs showing scale relationships and the materials for the basic assembly in the various specified sizes. The following is the proposed set of signage types for the Saratoga Spa State Park. Signage types have been organized into their potential application along the Route 50 and Route 9 corridors, and internal park situations. The program criteria have been established based on the inventory of existing signage, background research, and Park input.

The designs of the sign types listed below are to be adaptable to different size sign panels appropriate for placement on various roadway and pedestrian environments. Flexibility in the application of the signage program is necessary as Park needs change and implementation of new signs occurs. Abilities of existing park owned signage printing and fabrication equipment has been considered in the layout and sizing of the various signage types that will be produced in-house.

## Directional

Directional signs are the main thread of any signage system as they provide immediate information for users to navigate public space. This sign type routes vehicular and pedestrian traffic between main entrances, destinations, key decision and exit points by using consistent type, symbols and arrows. Information on directional signs should be simple and visually organized for easy navigation throughout the site.

Directional signs in the Saratoga Spa State Park signage program can be categorized into the following types:

### Corridor Application:

1. Major gateway approach signage along Route 50 and Route 9

### Park Interior Application:

1. Primary directional signage for vehicular access within the Park
2. Primary directional signage for pedestrian access within the Park

## **Identification**

Identification signs are visual markers that indicate the name and function of a place or space. They appear at the beginning and end of routes, including entrances and exits to destinations. The development of a distinctive design vernacular for identification signs can contribute to a cohesive identity to a place. Identification signs include recreational resources, natural and cultural resources, historic sites, and private Concessionaires.

Identification signs in the Saratoga Spa State Park signage program can be categorized into the following types:

### **Corridor Applications:**

1. Primary Park entrance signage at designated Route 9 and Route 50 Park entry gateways. This includes the entry sign at the Avenue of the Pines
2. Secondary Park entrance signage at designated Route 9 and Route 50 Park entry gateways. This includes entrances into the picnic areas
3. SPAC facility signage. This includes potential electronic message display
4. Concessionaire signage along Route 50 and Route 9

### **Park Interior Applications:**

1. Freestanding building, resource, amenity, and destination signage
2. Attached building, resource, amenity, and destination signage

## **Orientation & Information**

Orientation and information signs help group information into comprehensive categories to help situate uses within their surroundings and provide user content at the appropriate location. Orientation signs show a pedestrian's way to the various park amenities and a way back to their mode of transportation.

Orientation and Information signs in the Saratoga Spa State Park signage program can be categorized into the following types:

### **Corridor Applications:**

1. Special events banners at facilities and primary park entrances along Route 9
2. Special events electronic message display at designated Route 50 and Route 9 locations

### **Park Interior Applications:**

1. Pedestrian orientation signage

### Standard Fonts

The application of two different typestyles is recommended for use in the signage system. The use of a sans serif typeface and serif typeface, as suggested by the Society of Environmental Graphic Design (SEGD), are shown below.

The serif typestyle Gatineau is to be used as the primary signage font for formal headings for locations, directions, services, etc. The serif style of this lettering is meant to be easily readable while also reflecting the character of existing signage in the park. Currently, most signage in the park uses the Gatineau family of fonts.

The use of a sans serif typestyle Frutiger is to be used for general body copy, and secondary header information. The style of sans serif lettering is to provide maximum readability for the listings, or postings on signs, which may range in contrast and size.

Gatineau Regular

# Saratoga Spa State Park

ABCDEFGHIJKLMNPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890

Frutiger Regular

# Saratoga Spa State Park

ABCDEFGHIJKLMNPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890

### Standard Colors

Color is specified to balance visitor messaging requirements and the need to reflect and support the identity of the Spa State Park. The palette of colors for the proposed signage system is consistent with the colors that are currently used throughout the Park. The Brown (Pantone Matching System #1615) will continue to be the foundation color for all sign types. Text, arrows, pictograms and borders are all reflective white for good contrast.

The use of alternate colors on concessionaire provided logos and artwork, as well as illustrations on temporary banners will be allowed on a case-by-case basis in the interest to accommodate Concessionaire brand identity.



White Reflective



Picnic Areas

White Reflective



Mineral Springs

White Reflective



Peerless Pool

White Reflective



Victoria Pool

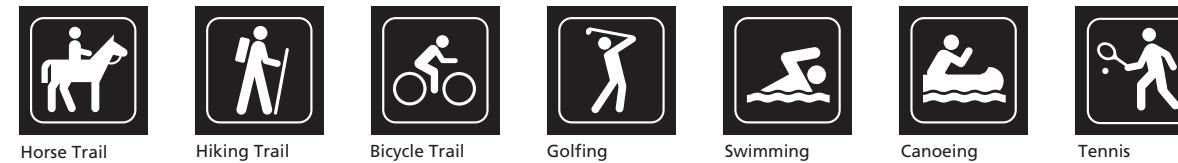
PMS 1615

## Standard Pictograms

Symbols for Park signage should use the National Recreation Symbols, designed for the U.S. Army Corps of Engineers, and refined and augmented by the SEGD. This system includes 112 symbols. Symbols are considered an international pictographic language, therefore deviation from standard icons is not recommended. Additional symbols for the Saratoga Spa State Park may be introduced if they do not exist within the standards. A sample of the most common National Recreation Symbols are provided below for reference.



Men's Room      Restrooms      Women's Room      Symbol of Access      Parking      Information



Horse Trail      Hiking Trail      Bicycle Trail      Golfing      Swimming      Canoeing      Tennis



Ped. Crossing      Pets on Leash      Lodging      Scenic viewpoint      Theater      Amphitheater      Picnic Area

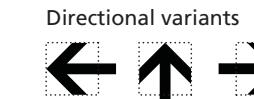
## Directional Arrows

There is only one style of directional arrow recommended for the signage system. The arrow is sized as a proportion of the primary legend capital letter based on a transparent alignment box placed around the arrow. Arrows are placed on the sign by aligning the transparent box to the top of the primary legend capital letter.

The scale of the arrow on existing park signage is equal in height to the primary legend capital letter. For greater legibility it is recommended that future signage scale the arrow to 1.5x the height of the primary legend capital letter. A scale and alignment guide is provided below.

**Existing Arrow Type** - used on all internal Park vehicular and pedestrian directional signs.

Top edge of arrow's interior alignment box lines up with top edge of text box



**Proposed Arrow Type** - used on all internal Park vehicular and pedestrian directional signs.

Top edge of arrow's interior alignment box lines up with top edge of text box



## Identification Signage



Primary Park Entrances - At the Avenue of the Pines

Scale 1/4"=1'-0"

- Dimensions shown are approximate and may be scaled proportionally. Height of base will vary depending upon site conditions.
- Brick base and column construction with limestone coping and dovetail joints.
- Primary text is approximately 22" tall, Secondary text is approximately 6" tall

Freestanding Concessionaire Signage

Scale 1/4"=1'-0"

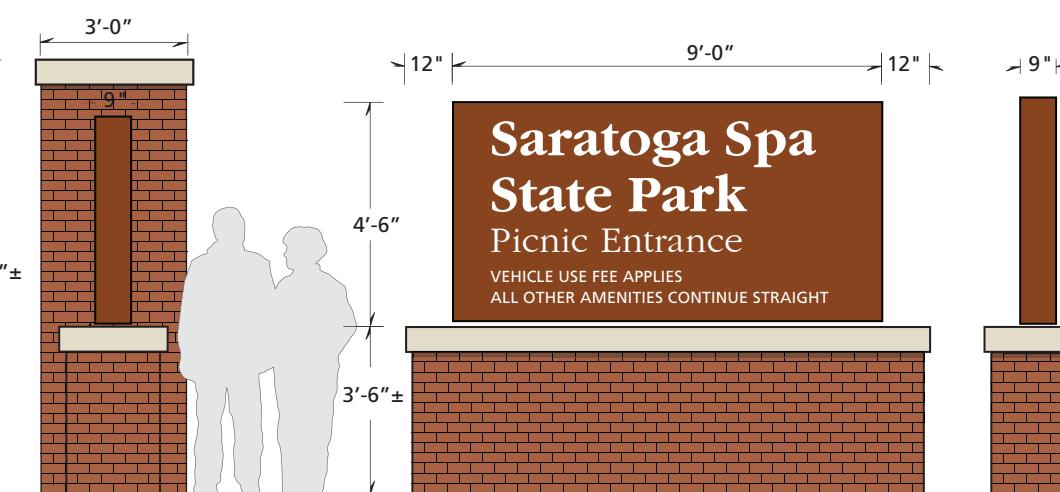
- Dimensions shown are approximate and may be scaled proportionally
- Brick base and column construction with limestone coping and dovetail joints.
- Text is approximately 4" tall



Secondary Park Entrances - Option A

Scale 1/4"=1'-0"

- Dimensions shown are approximate and may be scaled proportionally. Height of base will vary depending upon site conditions.
- Brick base and column construction with limestone coping.
- Text is approximately 14" tall



Secondary Park Entrances - Option B

Scale 1/4"=1'-0"

- Dimensions shown are approximate and may be scaled proportionally. Height of base will vary depending upon site conditions.
- Brick base construction with limestone coping.
- Primary text is approximately 12" tall, secondary text is approximately 8" tall



Gateway Approach - Along Route 9 and Route 50

Scale 1/4"=1'-0"

- Dimensions shown are approximate and may be scaled proportionally. Height of base will vary depending upon site conditions.
- Brick base construction with limestone coping.
- Composite post and aluminum panel fabrication may be substituted.
- Primary text is approximately 10" tall

## Identification Signage



**Primary Destination/Concessionaire Signage - Option A**

Scale 3/8"=1'-0"

- Brick base construction with limestone coping.
- Sample at right may be substituted.
- Height of base will vary depending upon site conditions.

\* See signage layout sheets for more information.

**Primary Destination/Concessionaire Signage - Option B**

Scale 3/8"=1'-0"

- Custom wood frame and panel construction.
- 6"x6" Composite post and aluminum panel fabrication may be substituted.
- Approximate 24"x50" designated area for Concessionaire provided logo/artwork.

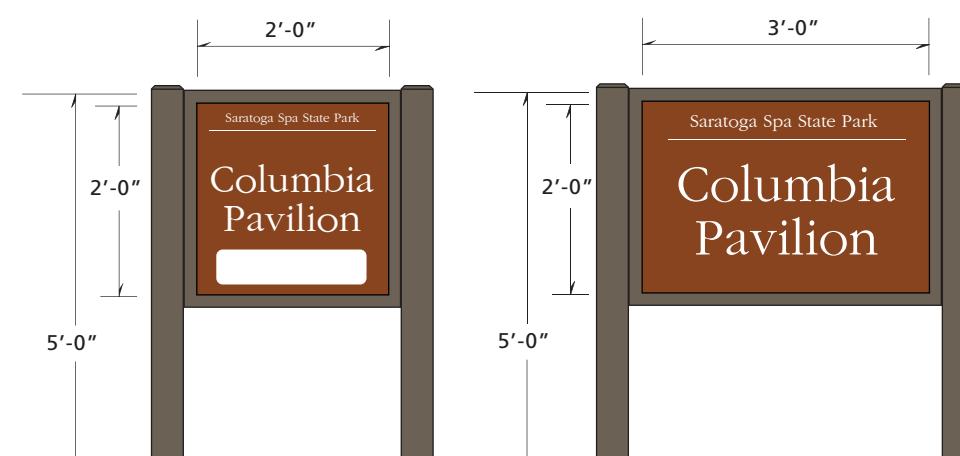
\* See signage layout sheets for more information.

**Primary Destination Signage**

Scale 3/8"=1'-0"

- 4"x4" Composite post and panel fabrication.
- For outlying parcels (as shown), designation header and OPRHP legislative information is required in order to emphasise its place within the Saratoga Spa State Park system.

\* See signage layout sheets for more information.



**Secondary Destination Signage**

Scale 1/2"=1'-0"

- 2'x2' Panel (shown with typical composite post and panel fabrication) May be mounted to buildings / picnic pavilions.
- Optional 'dry-erase' area for patron information
- 3'x2' Panel may be substituted. Other sizes are not recommended for secondary destinations

\* See signage layout sheets for more information.



**SPAC Signage at Route 50 Pedestrian Bridge**

Scale 1/4"=1'-0"

- Combination designation header and marquee digital display mounted on Route 50 pedestrian bridge.
- Dimensions shown are approximate and may be scaled proportionally.

**SPAC Signage at Route 50 Box Office Entrance**

Scale 1/4"=1'-0"

- A full digital display panel may be considered.
- Dimensions shown are approximate and may be scaled proportionally.

## Directional Signage



### Primary Vehicular Signage (Major Roads)

Scale 1/2"=1'-0"

- Signs are 52" wide (limits of printer) by any height the sign needs to be based upon the number of lines of text in the legend.
- Mounting height of primary vehicular signage should align top edge of panel to approximately 7'-0". Site conditions may require different mounting heights.
- \* See signage layout sheets for more information.

### Secondary Vehicular Signage (Minor Roads)

Scale 1/2"=1'-0"

- Signs are 36" wide by any height the sign needs to be based upon the number of lines of text in the legend.
- Mounting height of secondary vehicular signage should align top edge of panel to approximately 6'-0". Site conditions may require different mounting heights.
- \* See signage layout sheets for more information.

### Pedestrian Signage

Scale 1/2"=1'-0"

- Signs are 24" wide by 36" tall.
- Mounting height of pedestrian signage should align top edge of panel to approximately 5'-6". Site conditions may require different mounting heights.
- All pedestrian directional signs have an orientation map
- \* See signage layout sheets for more information.

## Orientation and Information Signage



Special Events Banner on Entry Column

Scale 1/4"=1'-0"

- Entry columns at Park entrances can support temporary banners or a full digital display to highlight seasonal events.
- Dimensions shown are approximate and may be scaled proportionally.
- Scale, design and materials of temporary banners will be considered on a case-by-case basis. Flexibility is encouraged to accommodate Concessionaire unique brand identity.

Special Events Banner on Light/Banner Pole

Scale 1/4"=1'-0"

- Banner attached to existing light poles and/or freestanding banner support posts throughout the Park.
- Banner poles may be installed along Route 9 median and feature various Concessionaires, special events and general park information.
- Each Concessionaire may utilize the light poles in their immediate vicinity to highlight seasonal events.
- Scale, design and materials of temporary banners will be considered on a case-by-case basis. Flexibility is encouraged to accommodate Concessionaire unique brand identity.

Special Events Banner on Signage

Scale 1/4"=1'-0"

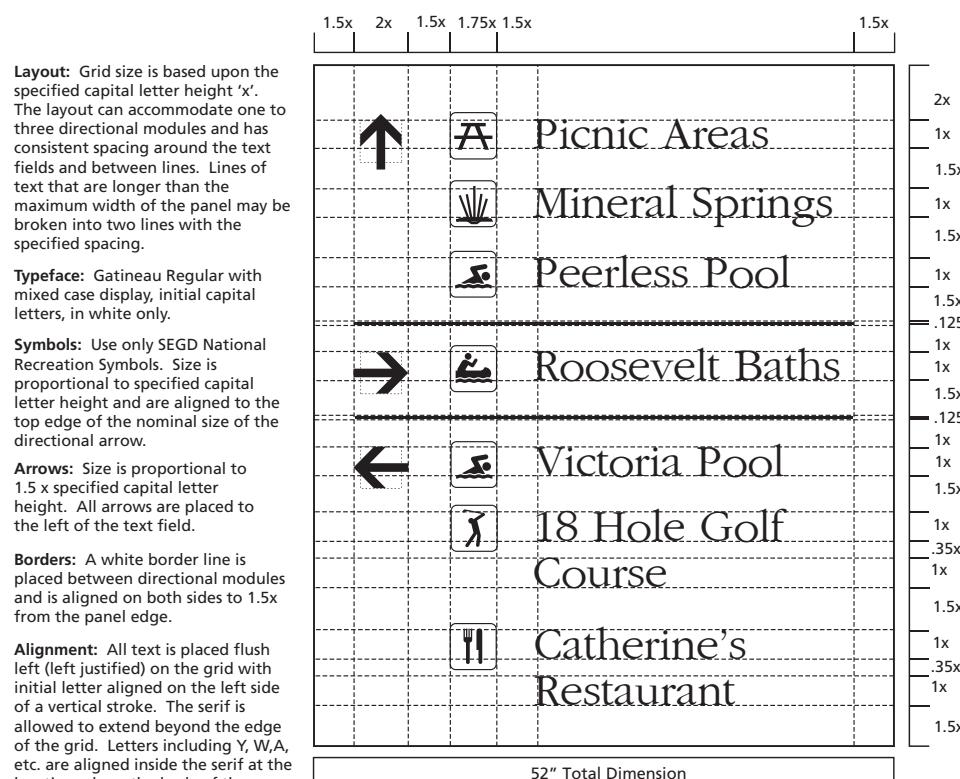
- Concessionaire signage can support individual special events banners.
- Banner attached to pre-drilled holes with eyelets.
- Scale, design and materials of temporary banners will be considered on a case-by-case basis. Flexibility is encouraged to accommodate Concessionaire unique brand identity.

## Signage Layout

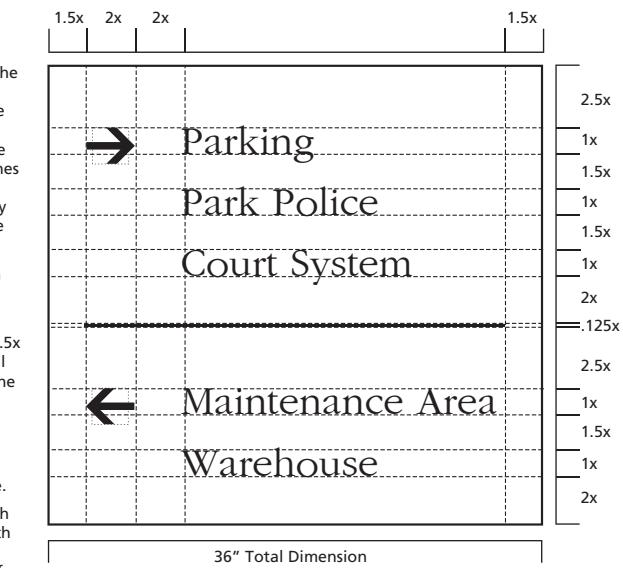
The following grid system is meant to provide a standard format to guide the layout of margins, borders, text, arrows, and pictograms on directional signage. The grid format follows closely the system established by the National Park Service to provide optimum legibility and consistency.

All directional sign panels should follow the graphic layouts provided below. There may be instances where deviation from the guidelines may be necessary. The grid sizes are proportional to the specified capital letter height for each sign, therefore any changes in text size will also require change in grid size. This is meant to maintain uniform relationships between text, 'white-space', and panel size. The maximum panel dimensions have been derived based upon the Park's existing signage fabrication capabilities.

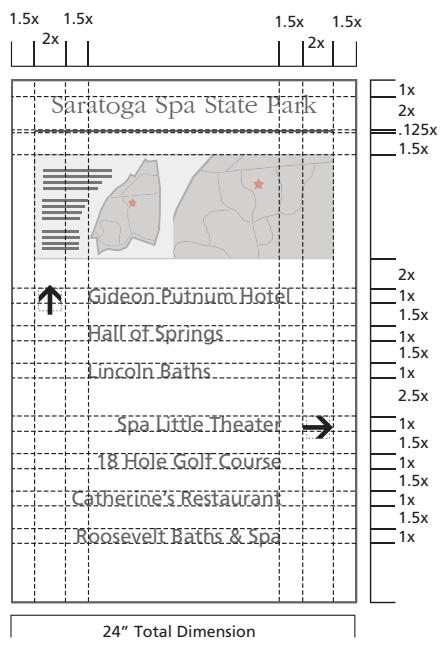
### Primary Vehicular Signage (Major Roads)



### Secondary Vehicular Signage (Minor Roads)



### Pedestrian Signage

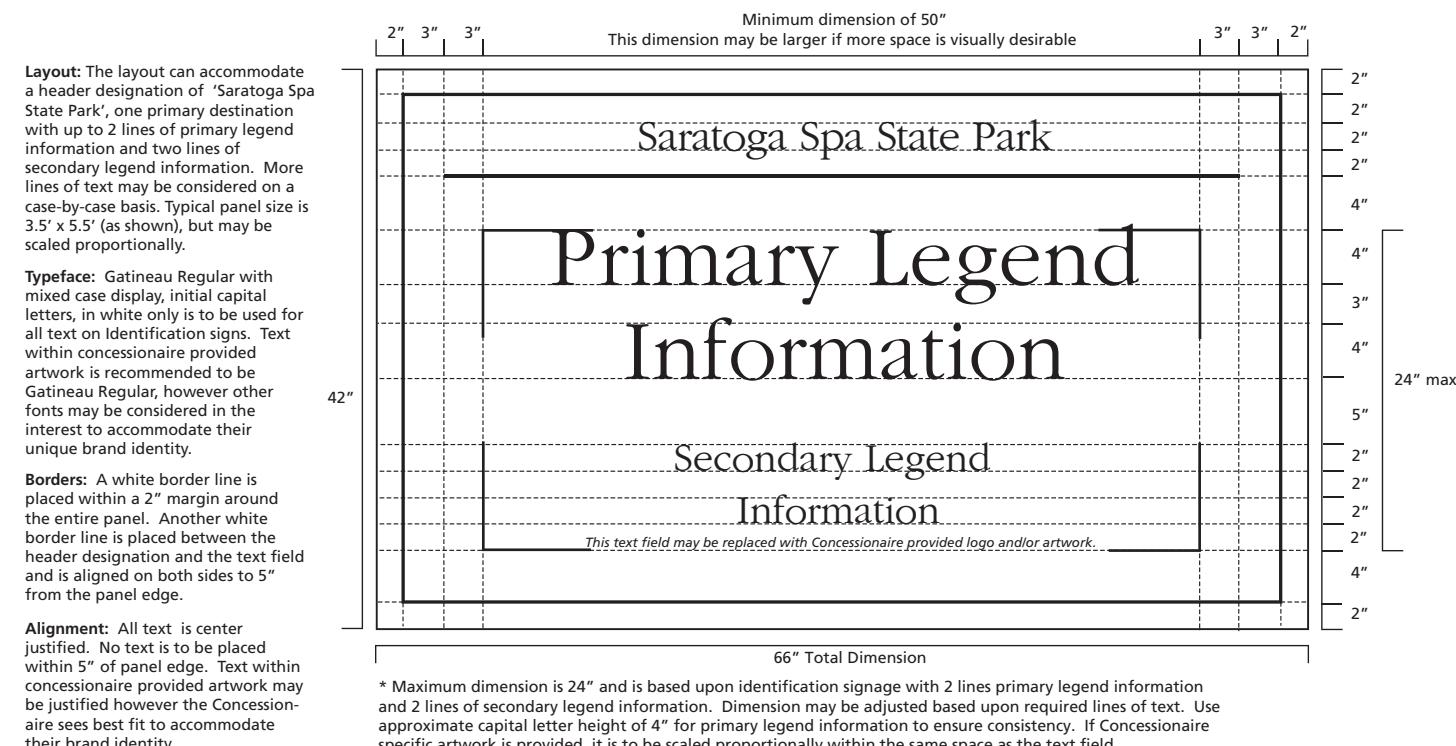


## Signage Layout

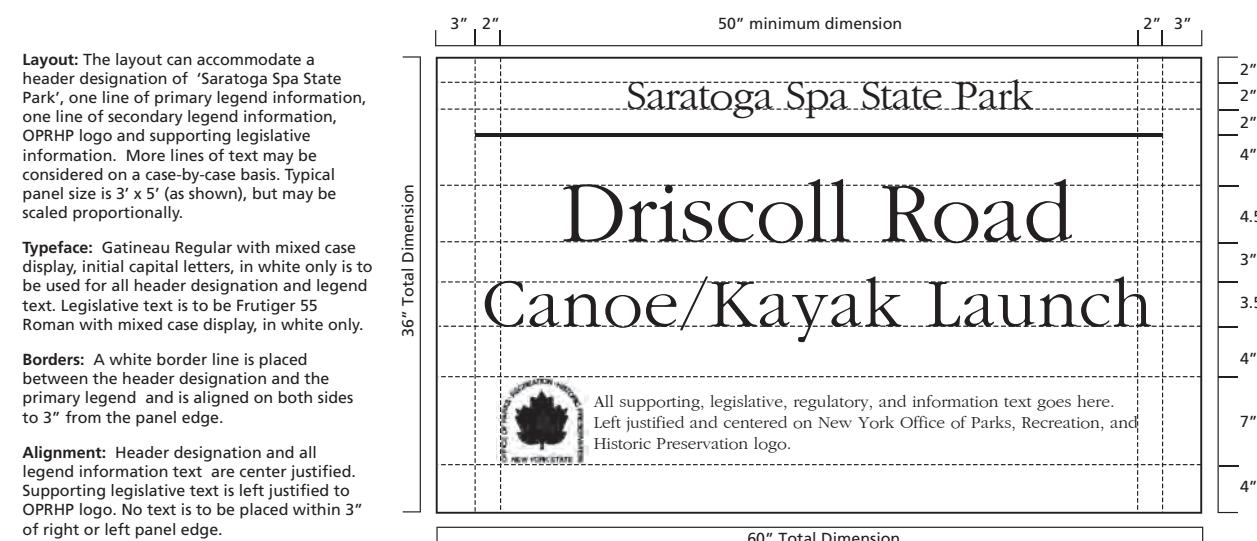
The following templates are meant to provide a standard format to guide the layout of margins, borders, text, and logos on identification signage. Unlike directional signs that are based upon a grid layout proportional to the height of the capital letter, all identification signs are meant to adhere to specific panel dimensions. Within the panel dimensions, there is flexibility as to the size and layout of the displayed information. Concessionaires have the option of providing their logo and/or graphic to be included in the specified area. All identification signage should include a designation header of "Saratoga Spa State Park" to reinforce the unity of all Park resources.

All identification sign panels should follow the graphic layouts provided below. Deviation from the guidelines may be considered on a case-by-case basis.

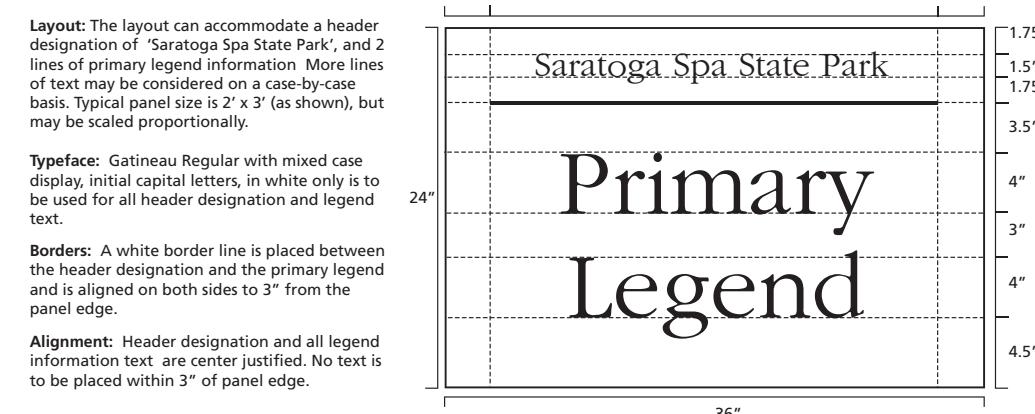
### Primary Destination/Concessionaire Signage



### Primary/Outlying Parcel Destination



### Secondary Destination Signage



## Corridor Signage Location

