

WATER EFFICIENCY INTERPRETIVE SIGNS

UC SAN DIEGO SOCIAL SCIENCES
URBAN STUDIES AND PLANNING

DESIGN INTENT

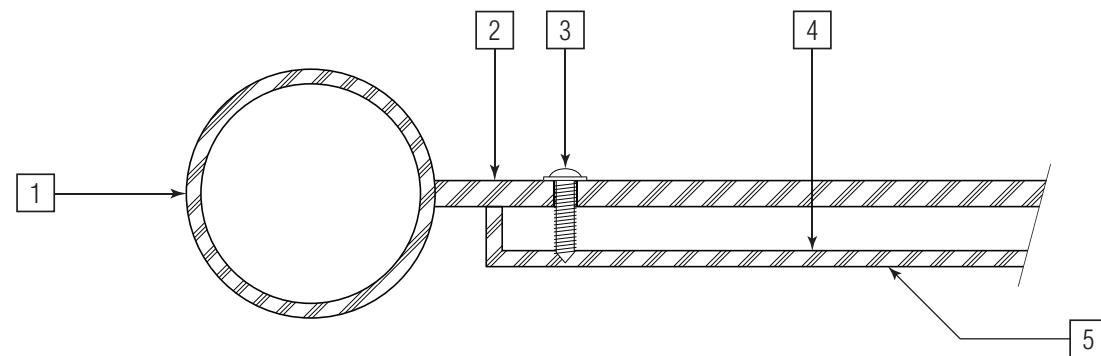
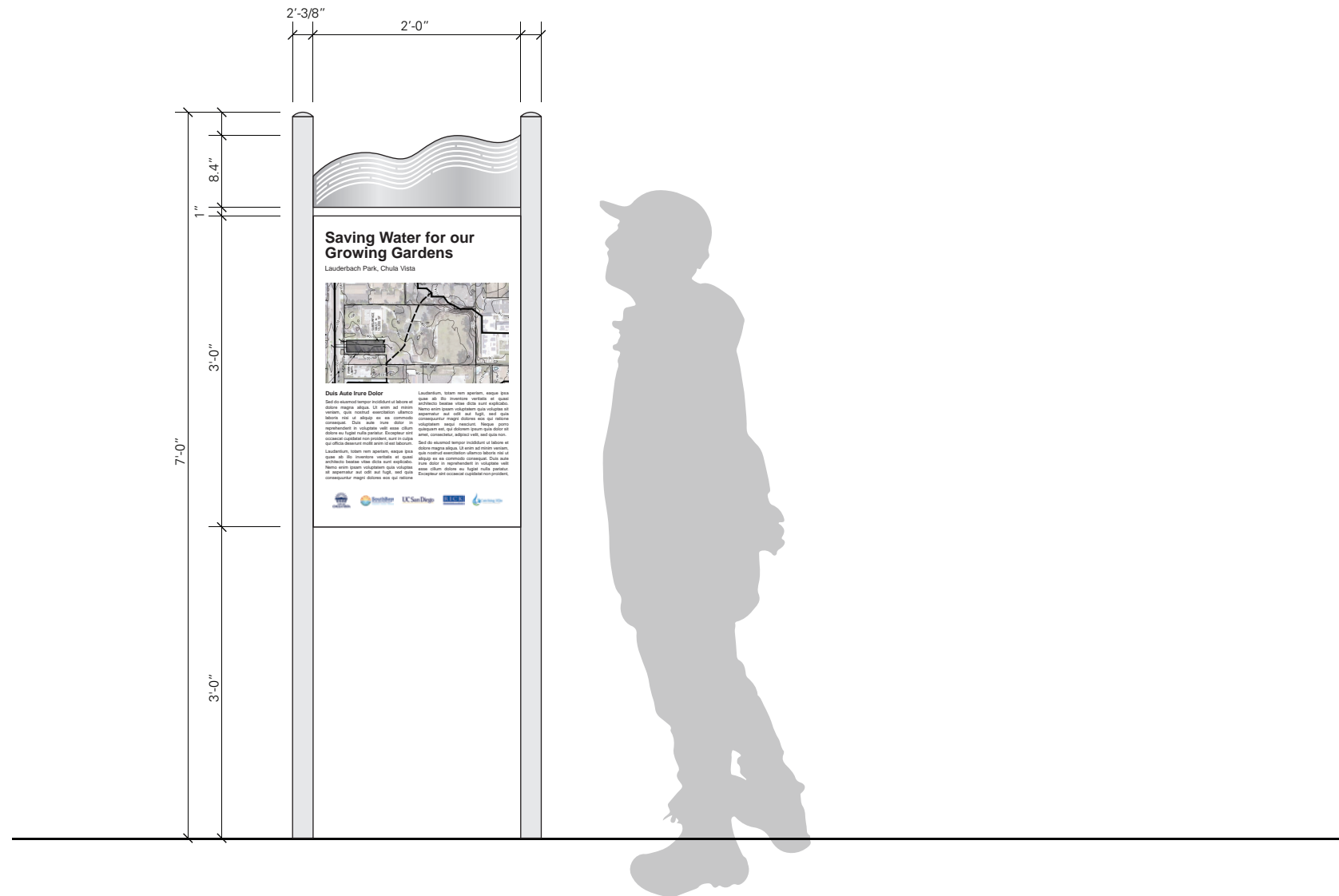
Date: 07/08/20

Prepared by:



GRAPHIC SOLUTIONS

ENVIRONMENTAL GRAPHIC DESIGN
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INT01 VERTICAL INTERPRETIVE SIGN

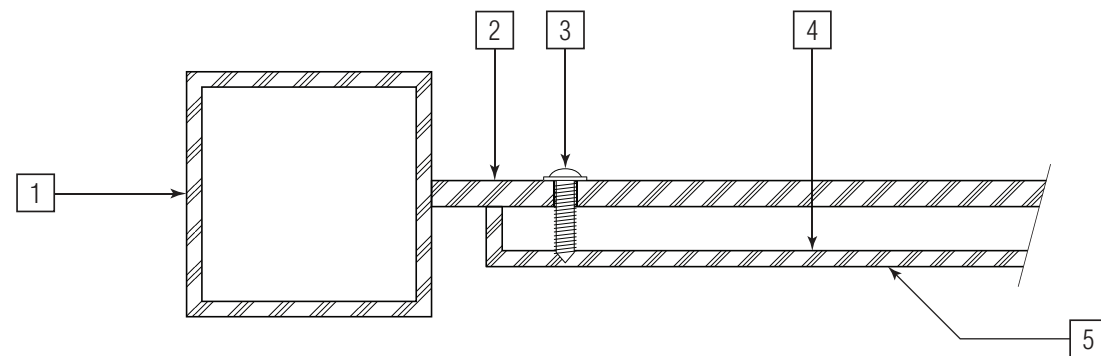
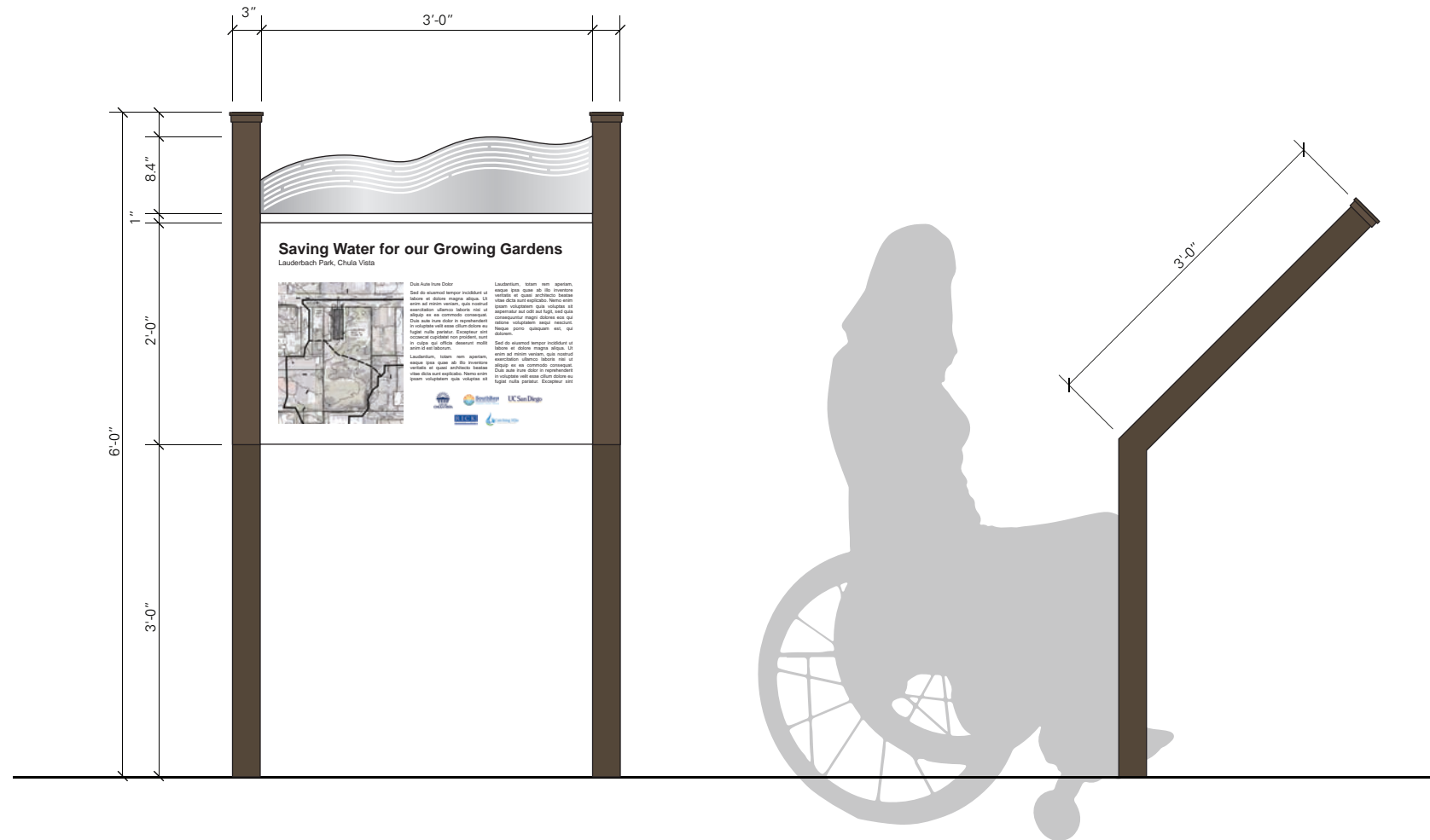
THE VERTICAL INTERPRETIVE SIGN IS INTENDED TO PROVIDE DETAILED INFORMATION ABOUT SITE IMPROVEMENTS. THE MAP DETAILS THE LANDSCAPE AND POSITIONS THE VIEWER BASED ON SIGN LOCATION. THE DECORATIVE STEEL TOP USES CUT OUTS OF A WATER PATTERN TO ESTABLISH THE WATER FLOW THEME AND INTEGRATE THE ENVIRONMENT'S BACKGROUND.

SIGN SPECIFICATIONS

- 1 SIGN POSTS:
GALVANIZED STEEL PAINT FINISH MATTEWS "BRUSHED ALUMINUM" COLOR.
- 2 1/4" STEEL PLATE WELD TO POSTS AND PAINTED "BRUSHED ALUMINUM."
- 3 STAINLESS STEEL FASTENERS, COUNTERSUNK ATTACH PLYWOOD TO STEEL PLATE 6" O.C.
- 4 3/4" MARINE PLYWOOD.
- 5 PORCELAIN ENAMEL PANEL STEEL WITH 1/2" DEEP RETURNS SECURED TO PLYWOOD WITH EPOXY ADHESIVE.
- 6 WATER SHAPE CUT OUT COULD BE WATER JET OR PLASMA CUT 1/4" STEEL PAINTED "BRUSHED ALUMINUM" METALLIC SILVER COLOR.

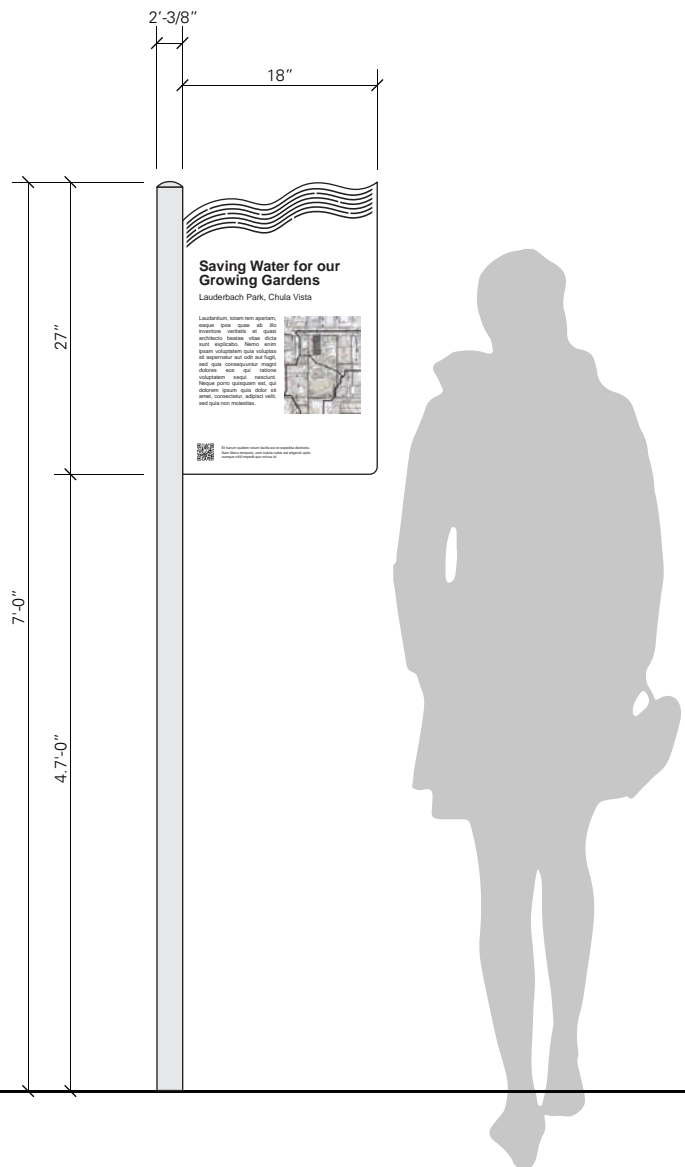
INT02 HORIZONTAL INTERPRETIVE SIGN

THE HORIZONTAL INTERPRETIVE SIGN IS INTENDED TO PROVIDE DETAILED INFORMATION ABOUT SITE IMPROVEMENTS. THE MAP DETAILS THE LANDSCAPE AND POSITIONS THE VIEWER BASED ON SIGN LOCATION. THE DECORATIVE STEEL TOP USES CUT OUTS OF A WATER PATTERN TO ESTABLISH THE WATER FLOW THEME AND INTEGRATE THE ENVIRONMENT'S BACKGROUND.



SIGN SPECIFICATIONS

- 1 SIGN POSTS:
3X3" SQUARE STEEL WELDED STRUCTURE FINISH.
- 2 1/4" THICK STEEL PLATE WELDED TO POSTS FINISH.
- 3 STAINLESS STEEL FASTENERS, COUNTERSUNK ATTACH PLYWOOD TO STEEL PLATE 6" O.C.
- 4 3/4" MARINE PLYWOOD.
- 5 PORCELAIN ENAMEL PANEL STEEL WITH 1/2" DEEP RETURNS SECURED TO PLYWOOD WITH EPOXY ADHESIVE.
- 6 WATER SHAPE CUT OUT COULD BE WATER JET OR PLASMA CUT 1/4" STEEL PAINTED "BRUSHED ALUMINUM" METALLIC SILVER COLOR.



INT03 SMALL INTERPRETIVE MARKER

THE SMALL INTERPRETIVE MARKER IS INTENDED TO PROVIDE BRIEF INFORMATION ABOUT SITE IMPROVEMENTS. IT'S SPREAD OUT IN LARGER SITES, SUCH AS GROVE STREET AND GREEN STREET, WHERE VISITORS MIGHT NOT COME ACROSS THE LARGE INTERPRETIVE SIGNS. A QR CODE PROVIDES A LINK TO MORE INFORMATION. THE WATER PATTERN IS APPLIED DIRECTLY.

W.O. 6604

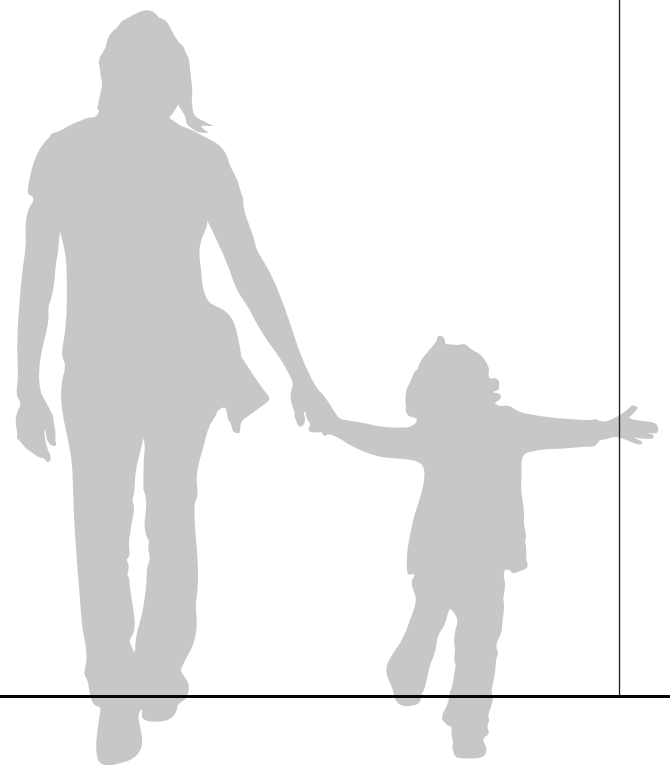
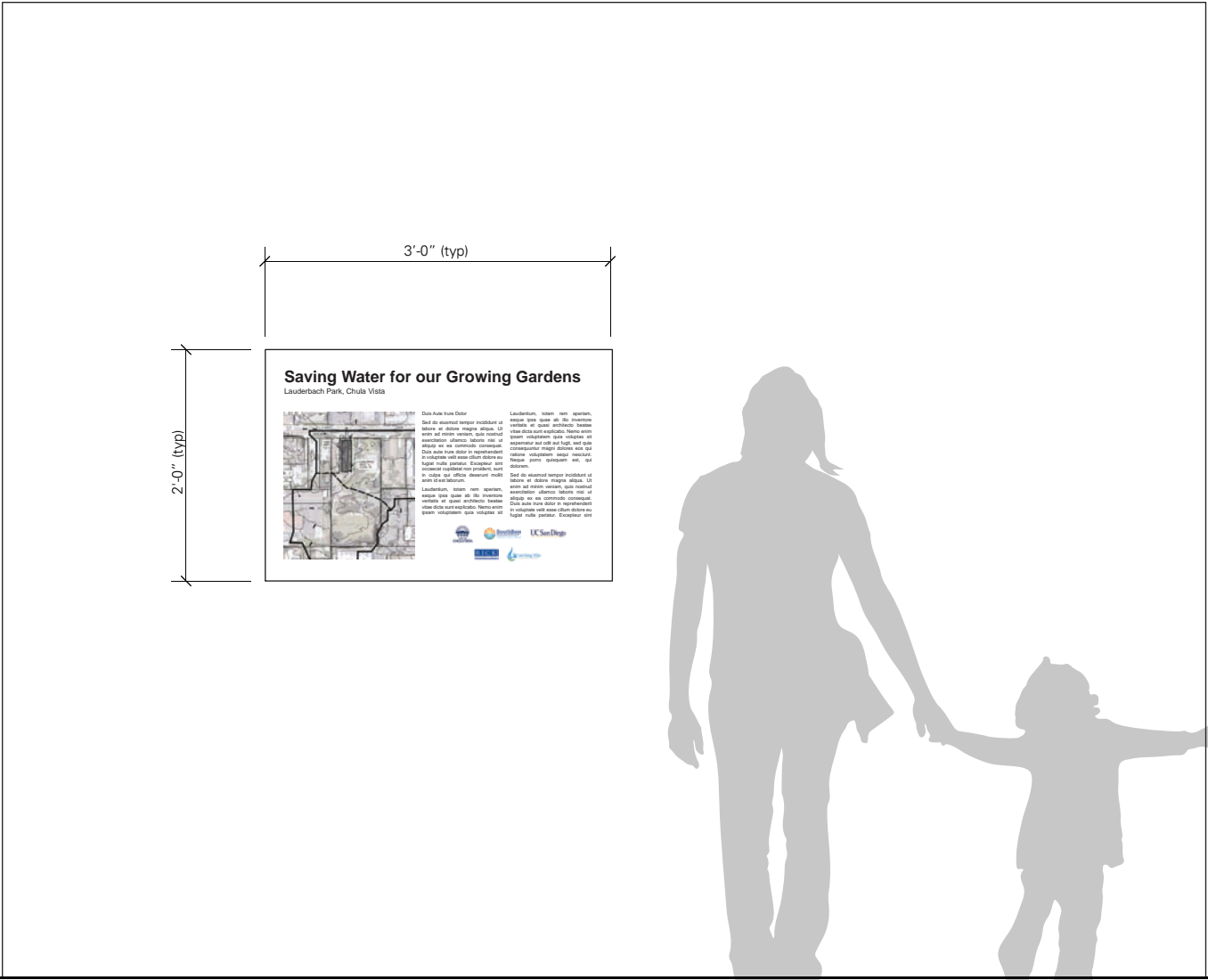
DATE 07/08/20

SCALE 1"=1'-0"

DESIGNER JD

SHEET

3



INT04 TEMPORARY INTERPRETIVE SIGN

THE TEMPORARY INTERPRETIVE SIGN IS INTENDED TO INTRODUCE SITE IMPROVEMENTS TAKING PLACE. IT SERVES AS A TEMPORARY SIGN UNTIL RENOVATIONS ARE COMPLETE AND THE PERMANENT LARGER SIGNS ARE IMPLEMENTED. MOUNTED ON AN EXISTING WALL OR FENCE. SIZE TO FIT SITE CONDITIONS.

POTENTIAL MATERIALS: DIBOND, VINYL BANNER, OR CORRUGATED STYRENE.



WATER EFFICIENCY INTERPRETIVE SIGNS UCSDUSP
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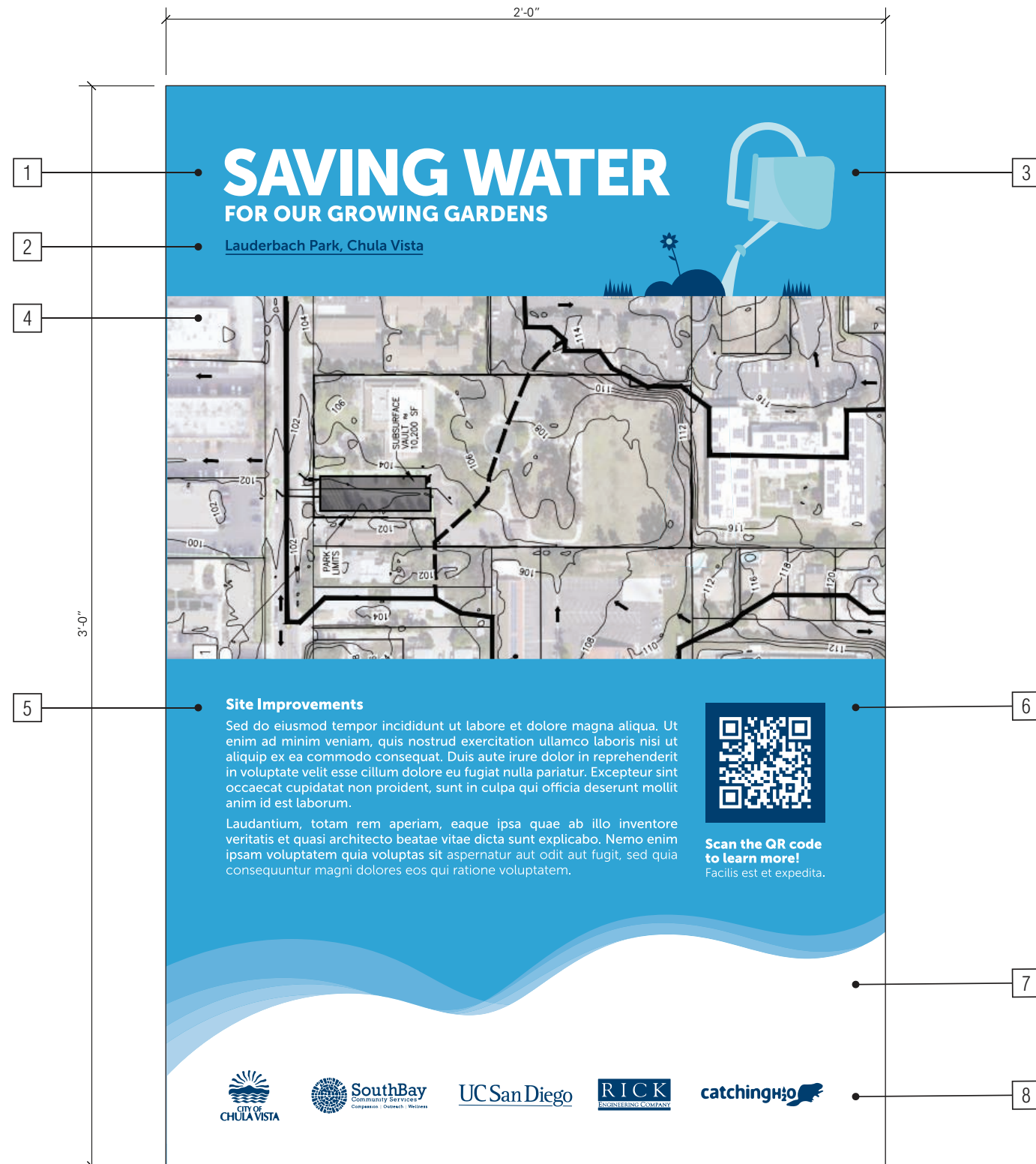
W.O. 6604

DATE 07/08/20

SCALE 1"=1'-0"

DESIGNER JD

SHEET
4



VERTICAL INTERPRETIVE GRAPHIC PANEL:

- 1 TITLE SIMPLIFIES THE LANDSCAPE IMPROVEMENTS IN AN EASILY UNDERSTOOD NARRATIVE.
- 2 NAME OF SPECIFIC LOCATION AFTER TITLE.
- 3 FLAT ILLUSTRATIONS SET IN HUES OF BLUE TO REITERATE THE WATER AND GARDENING NARRATIVE.
- 4 MAP OF LANDSCAPE.
- 5 TEXT DESCRIPTION OF SITE IMPROVEMENTS THAT GO INTO FURTHER DETAIL.
- 6 QR CODE AND IT'S DESCRIPTION TO POINT VIEWERS TO MORE INFORMATION ABOUT SITE IMPROVEMENTS.
- 7 WATER IMAGES THAT CONNECT BACK TO THE WATER SHAPE CUT TOP OF THE SIGN.
- 8 APPROPRIATE LOGOS.



HORIZONTAL INTERPRETIVE GRAPHIC PANEL:

- 1 TITLE SIMPLIFIES THE LANDSCAPE IMPROVEMENTS IN AN EASILY UNDERSTOOD NARRATIVE.
- 2 NAME OF SPECIFIC LOCATION AFTER TITLE.
- 3 FLAT ILLUSTRATIONS SET IN HUES OF BLUE TO REITERATE THE WATER AND GARDENING NARRATIVE.
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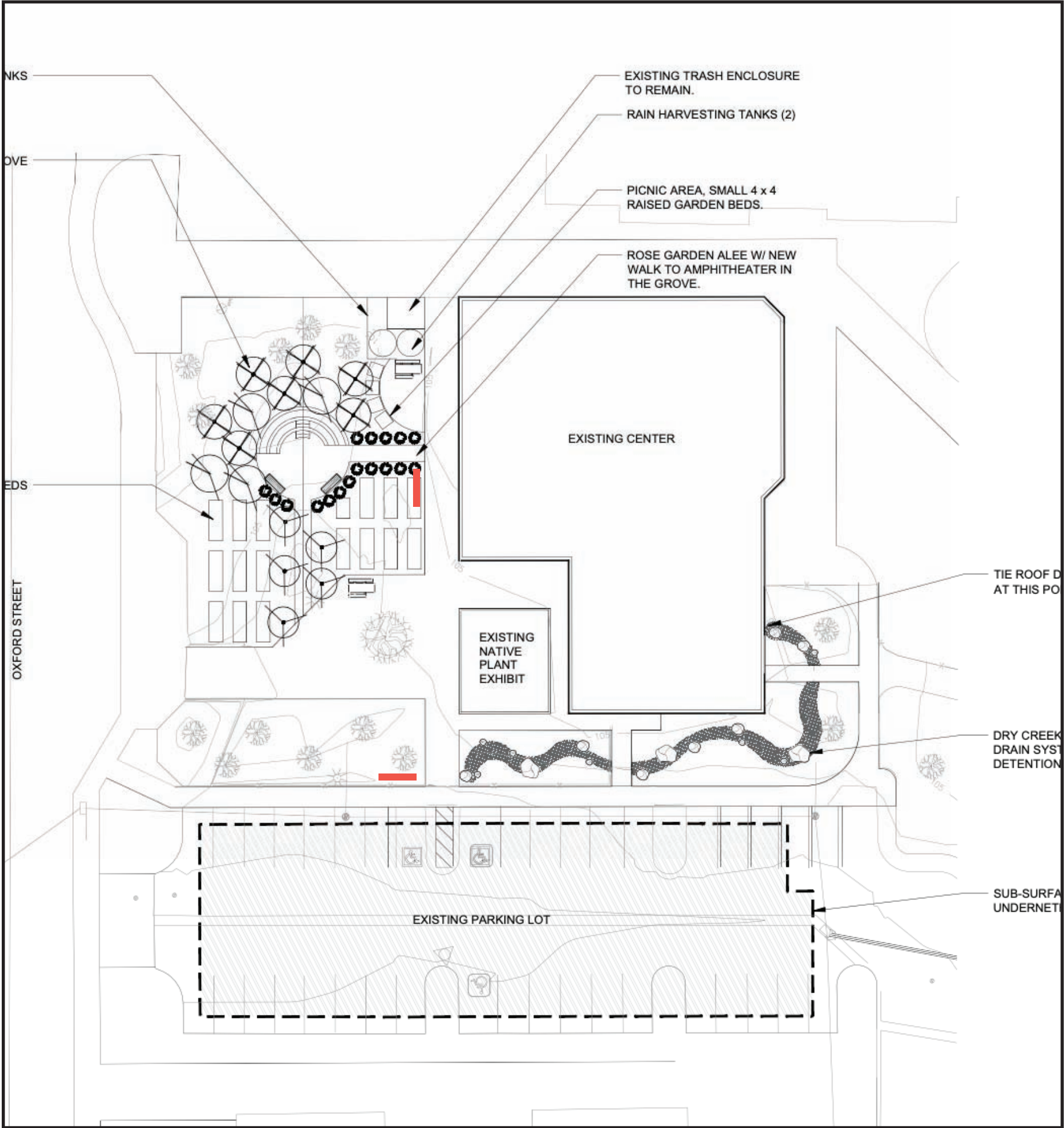
SHEET

6

SUGGESTED SIGN LOCATIONS

LAUDERBACH PARK, CHULA VISTA

NOTE: LARGE HORIZONTAL OR VERTICAL SIGN DEPENDING ON SITE CONDITIONS.



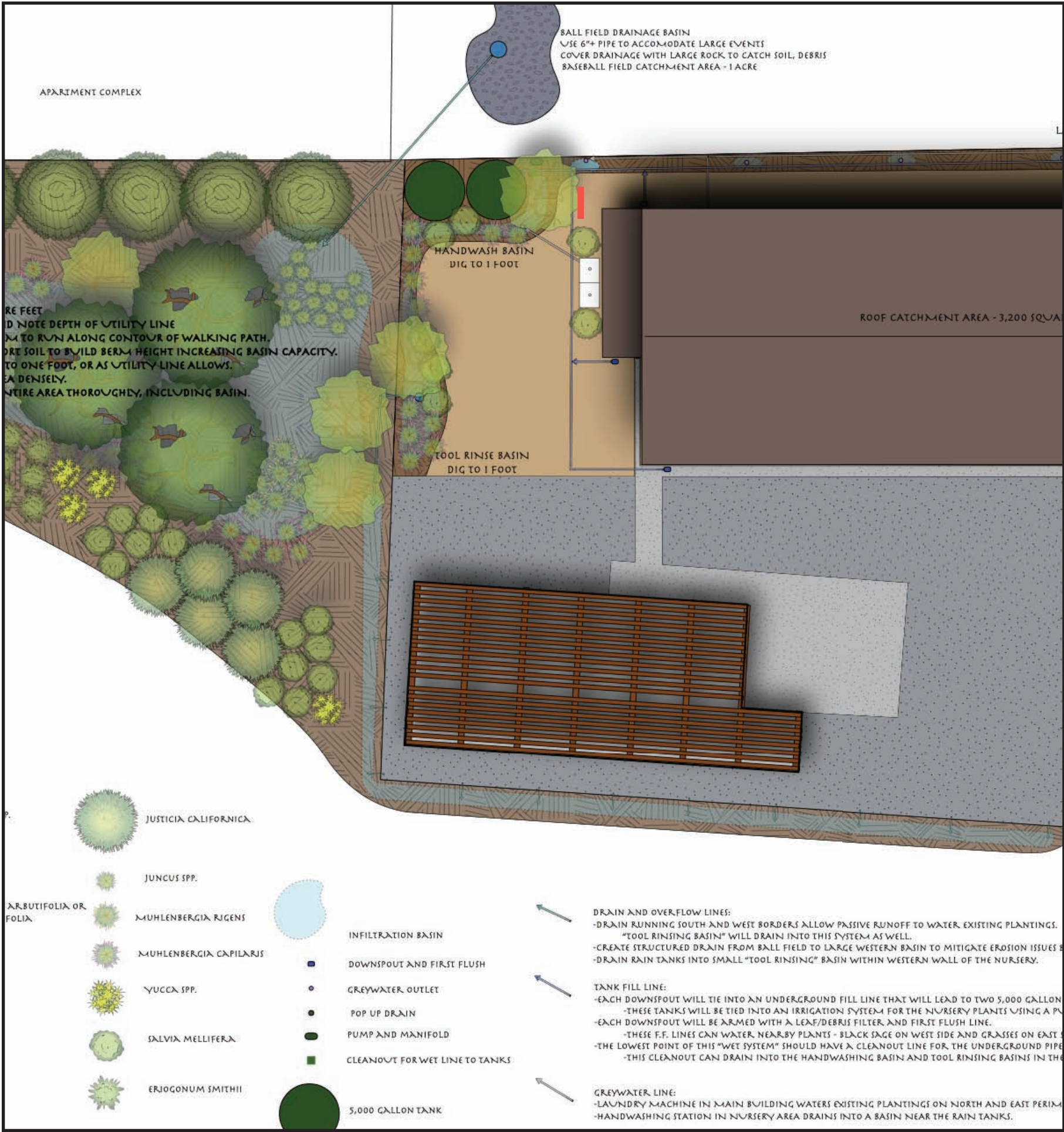


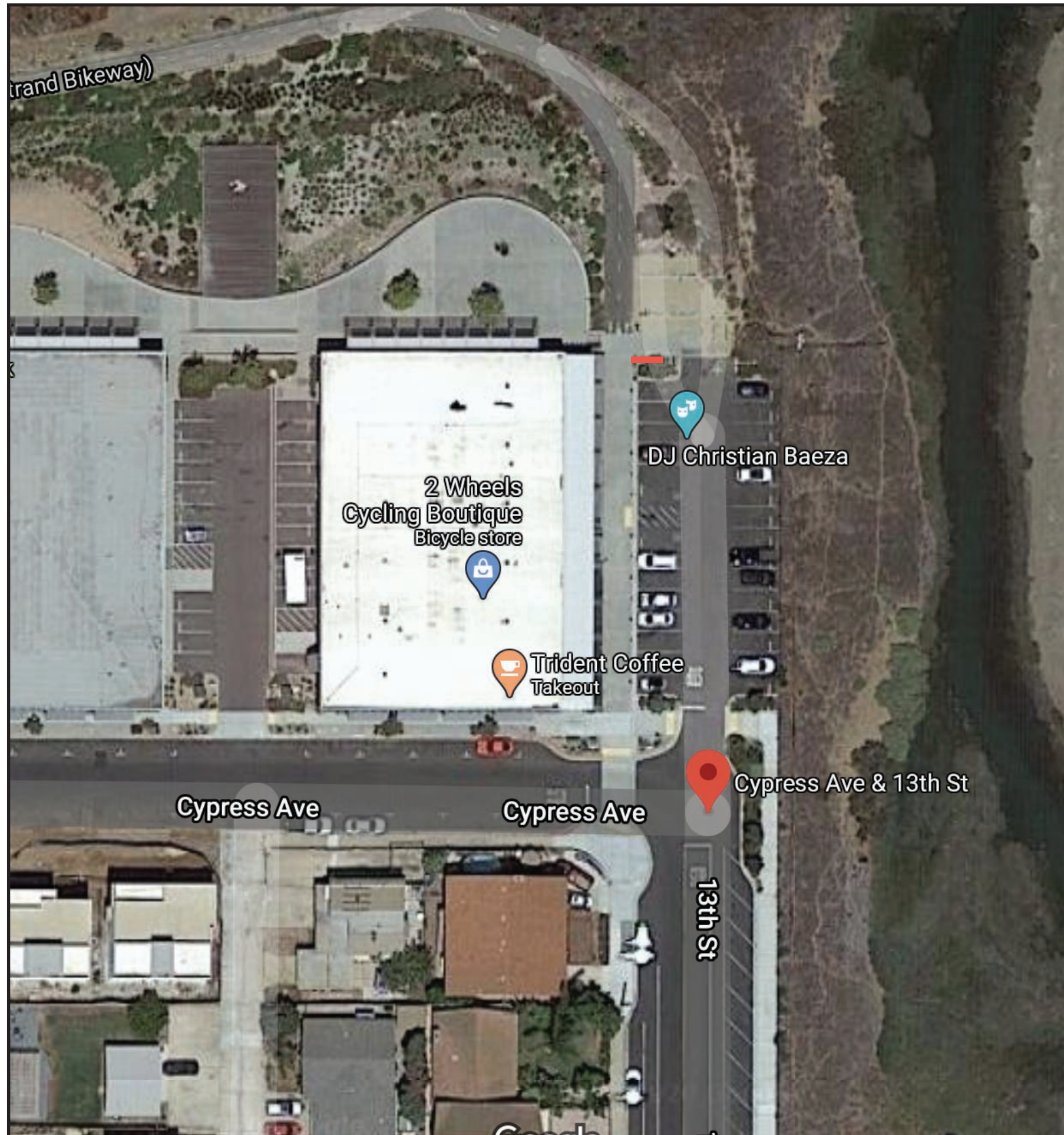
**MONUMENT MESA/FRIENDSHIP PARK
AT BORDERFIELDS STATE PARK, IMPERIAL BEACH**

NOTE: LARGE HORIZONTAL SIGNS. COULD BE BILINGUAL LIKE THE OTHER SIGNS IN THIS PARK.

LAUNDRY BUILDING, TIJUANA RIVER NATIONAL ESTUARINE RESEARCH RESERVE, IMPERIAL BEACH

NOTE: LARGE VERTICAL SIGN.





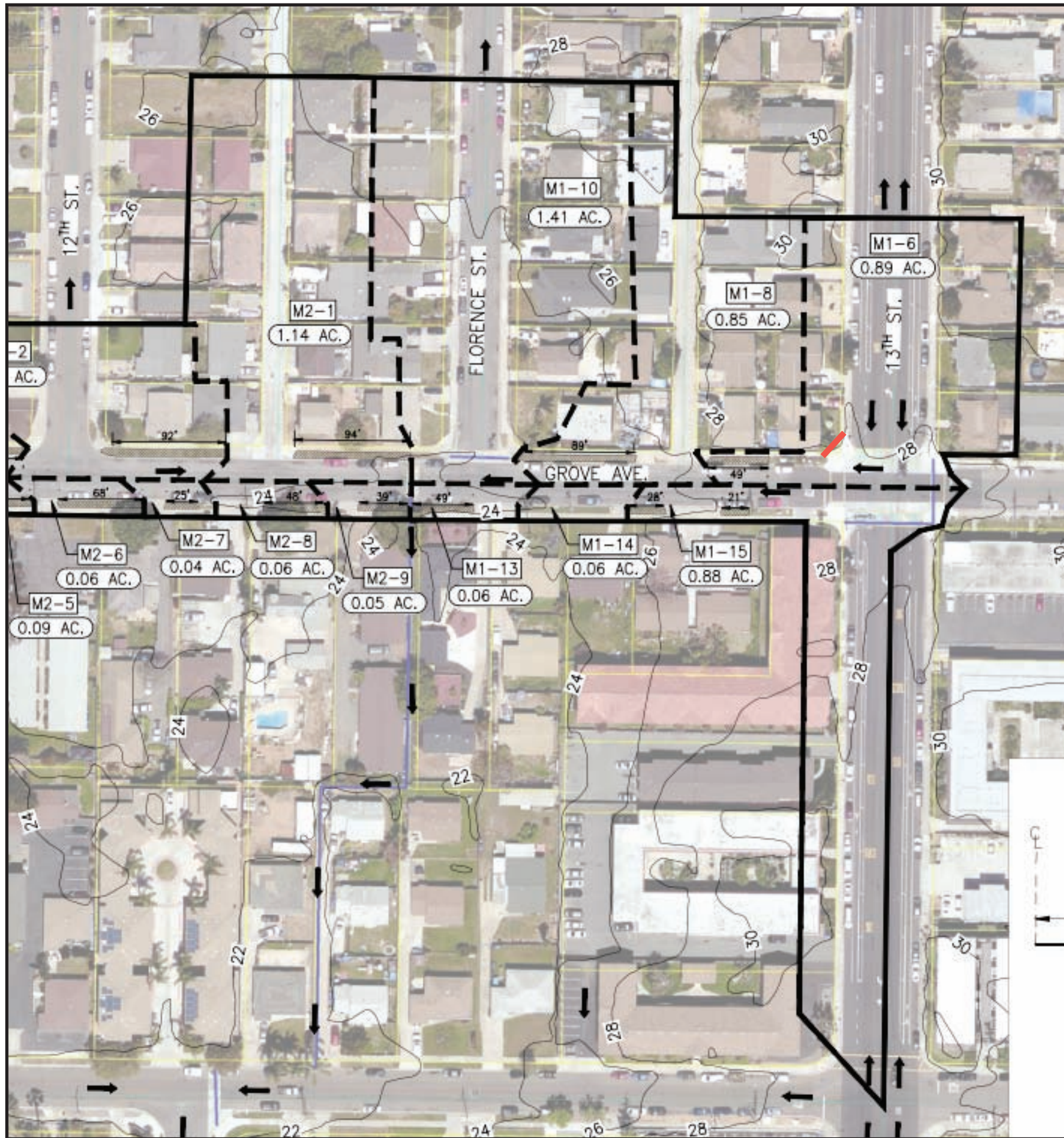
13TH STREET AND CYPRESS AVE, IMPERIAL BEACH

NOTE: LARGE VERTICAL SIGN DOUBLE FACED.



13TH STREET AND HOLLY AVE, IMPERIAL BEACH

NOTE: LARGE VERTICAL SIGN OR SMALL INTERPRETER
DEPENDING ON SITE CONDITIONS.



13TH STREET AND GROVE AVE, IMPERIAL BEACH

NOTE: LARGE HORIZONTAL OR VERTICAL SIGN DEPENDING ON SITE CONDITIONS.



VETERANS PARK, IMPERIAL BEACH

NOTE: LARGE HORIZONTAL SIGN FACING 8TH STREET. LARGE VERTICAL SIGN OR SMALL INTERPRETER FACING IMPERIAL BEACH BLVD.



MAE L. FEASTER CHARTER SCHOOL, CHULA VISTA

NOTE: LARGE HORIZONTAL OR VERTICAL SIGN DEPENDING ON SITE CONDITIONS.