



Parks & Open Space

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PARKS & OPEN SPACE ADVISORY COMMITTEE MEETING

Time/Date of Meeting: 6:30 p.m., Thursday, Jan. 26, 2023

Location: Boulder County Courthouse
1325 Pearl Street, Third Floor, Boulder

TO:	Parks & Open Space Advisory Committee
FROM/PRESENTER:	Obadiah Broughton, BCPOS Project Coordinator/Project Planner and Michael Benvenega, Senior Project Manager, Mijksenaar USA
AGENDA ITEM:	Presentation on the new Sign Standards and Messaging Manual Project's 90% Draft Manual
ACTION REQUESTED:	Information Only

I'm excited to present on the new Sign Standards and Messaging Manual. This project has come to fruition as multiple work groups that share the Parks & Open Space Department's (BCPOS) communication responsibilities identified the need to improve consistency, increase coordination, reduce redundancy, limit customization and simplify the messaging process throughout our properties. Additionally, the project hopes to help address one of the primary Cultural Responsiveness & Inclusion Strategic Plan (CRISP) goals to develop an effective communications and outreach strategy for Latinx engagement in BCPOS experiences and opportunities.

Therefore, departmental staff solicited proposals from qualified and experienced contractors for the development of a Sign Standards and Messaging Manual (Manual), with the primary focus of setting departmental standards for BCPOS's numerous forms of public-facing signs. BCPOS hired, Mijksenaar, a leading wayfinding and information design firm based in New York and Amsterdam. For the past year staff and Mijksenaar have been working to develop the Manual and will soon be wrapping the project up. The Manual will serve as the guiding document for public facing signs throughout the BCPOS system.

The goals of the Manual are to:

- Provide consistent terminology and iconology for signs;
- Improve standardization;
- Reduce the quantity and variety of signage and messaging at trailheads;
- Provide English and Spanish signage through appropriate messages and transcreation;
- Standardize general locations, layout, and size for signs.

The following signs are included in the Manual:

- Wayfinding;
- Regulatory;
- Warning/Safety;

- Property Entrance/Boundary; and
- Vehicular/Parking

The following are not included in the scope of this project:

- Maps;
- Signs interpreting natural/cultural resources of each unique park; and
- Printed brochures/flyers

Staff and our contractor Mijksenaar will present the 90% Draft of the Manual.

This is an information item.