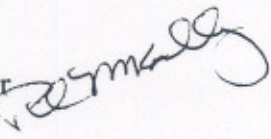


Scott Daugherty

DIVISION OF PARKS AND RECREATION

January 24, 1994

STAFF DIRECTIVE 94-1

TO: Section Chiefs
FROM: Philip K. McKnelly, Director 
SUBJECT: Park Entrance Sign Design

This Staff Directive supercedes Staff Directive 93-3, dated April 30, 1993, and is effective immediately. Revisions are shown in italics.

A. **Sign Placement**

1. Sign should be placed within the driver's cone-of-vision, within forty feet of the road's edge.
2. Sign should be perpendicular to approaching viewer or at an angle not greater than 20°.
3. Signs should be placed on the right side of the roadway whenever possible. A divided entrance with the sign in the middle of two lanes should be avoided if possible.
4. Avoid placement of sign on steep slopes or where severe grade changes are required.
5. Lighting should be of the general area in which the sign is located rather than on the sign itself.
6. Domestic landscaping will not be used around signs. When landscaping is required, plantings will consist of materials native to the park area.

B. **Sign Materials and Aesthetics**

1. Sign materials will vary with location but can include stone, brick, or wood used in similar fashion as on existing buildings in the park or typical of local conditions.

2. In general, signs will be made of pressure treated wood with routed letters, on a masonry base typical of local conditions. If masonry materials are not common in area, use wood posts or other appropriate materials.
3. Stain will be used to tone the sign wood and a reflective ivory paint will be used in the routed letters. The stain color will comply with the Staff Directive on park colors.
4. *An approved logo may be used on a sign if desired.*
5. *Use of color on a sign will be limited to the routed letters and the logo area.*
6. Use metal angle iron to support the main park sign in all locations. Do not imbed wood in masonry. At coastal parks, avoid metal parts if possible.

C. **Size and Style of Lettering**

1. Sign letters should be routed using the traditional "Blue Ridge" style letter. The routed depth should be at least 1/2" deep. Eventually a master set of letters in the 8" and 4" sizes will be available from the Planning and Development Section.
2. The sign should contain only the name of the park and the name of the division. Words like "entrance" and "welcome" are extraneous and unnecessary.
3. The name of the department changes too frequently to be placed on this sign.
4. All letters will be capitalized.
5. The sign will have three lines of print.
 - a. Line one will be the name of the park, in 8" letters, centered on the sign board.
 - b. Line two will be the words, STATE PARK, centered on the sign board, in 8" letters.
 - c. Line three will be the words, DIVISION OF PARKS AND RECREATION, centered on the board, in 4" letters.
 - d. A minimum of 6" will be between the upper and lower lines of type and any edge of the sign.

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D. Sign Proportions and Shape

1. In general the center wooden portion of the sign will be approximately 5' by 10'.
2. The mass units at each end of the sign of masonry will be piers approximately 3' X 3' X 60". If these elements of the sign are of other materials, they will also conform to this proportion as near as practical.
3. Height of end piers will be determined by final site location and lay of the land.
4. The two end piers may be connected by a common base of the same material if desired or required by method of sign board attachment.
5. The upper edge of the wooden sign may be shaped to reflect the parks major feature (see example). This is optional and may only be effective on signs at parks with a distinctive land form.

E. Sign Maintenance

1. Missing, broken or vandalized signs reflect on the park's image and portray an attitude of neglect which, in turn, can lead to further abuse of an area and encourage vandalism.
2. Establish a routine to inspect the sign regularly for condition and foliage obstruction.