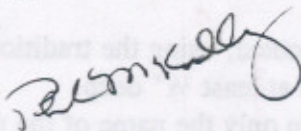


DIVISION OF PARKS AND RECREATION

August 19, 1997

**STAFF DIRECTIVE 97-26**

TO: Superintendent of State Parks  
District Superintendents  
Park Superintendents

FROM: Philip K. McKnelly 

SUBJECT: Revision to Staff Directive 94-1  
Park Entrance Sign Design

This Staff Directive replaces Staff Directive 94-1 and is effective immediately.

A. **Sign Placement**

1. Signs should be placed within the driver's cone-of-vision, no more than forty feet from 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 on a masonry base typical of local conditions. If masonry materials are not common in the area, wood posts or other appropriate materials may be used.



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3. Stain will be used to tone the wood, and a reflective ivory paint will be used in the routed letters. The stain color will comply with Staff Directive 97-25.
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 embed wood in masonry. If possible, avoid the use of metal parks at coastal parks.

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  $\frac{1}{2}$ " deep.
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.

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' by 3' by 60". If these elements of the sign are of other materials, they will also conform to this proportion as near as practical.
3. The height of the end piers will be determined by the final site location and the lay of the land.
4. If desired or required by the method of sign board attachment, the two end piers may be connected by a common base of the same material.
5. The upper edge of the wooden sign may be shaped to reflect the park's major feature. 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.

PKM/FH/lf



