

The background image is a photograph of a stone wall constructed from large, rounded, greyish-brown stones. The wall runs horizontally across the middle of the frame, following the curve of a river. The river is in the foreground, with water reflecting the surrounding greenery. The background is a dense forest of tall trees with lush green leaves. The overall scene is peaceful and natural.

ROCK CREEK PARK

NATIONAL PARK SERVICE

Rock Creek Conservancy

FINAL SIGNAGE GUIDELINES
REVISED SUBMISSION

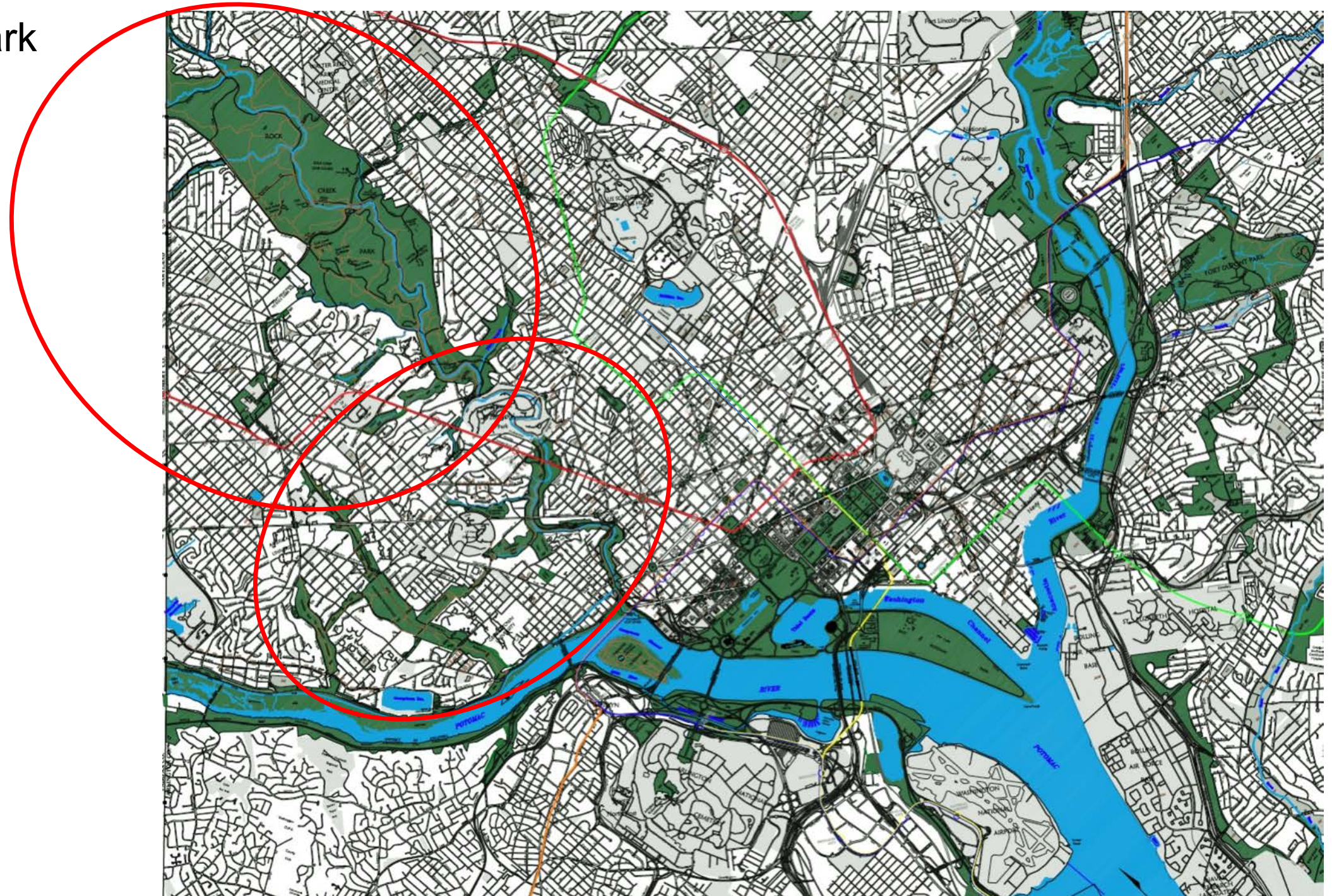


25 North Mentor Avenue
Pasadena, CA 91106
626.793.7847

HUNT DESIGN

Rock Creek Park in the heart of Washington DC

- 1,754 acre urban National Park
- Civil War fortifications
- Statuary
- Working mill
- Colonial house
- 32 miles of hiking trails
- Equestrian Center
- Horseback riding
- Outdoor concerts
- Nature Center
- Picnicking
- Golfing
- Tennis
- Biking
- Boating
- Planetarium
- Educational programs
- Haven for birds and wildlife

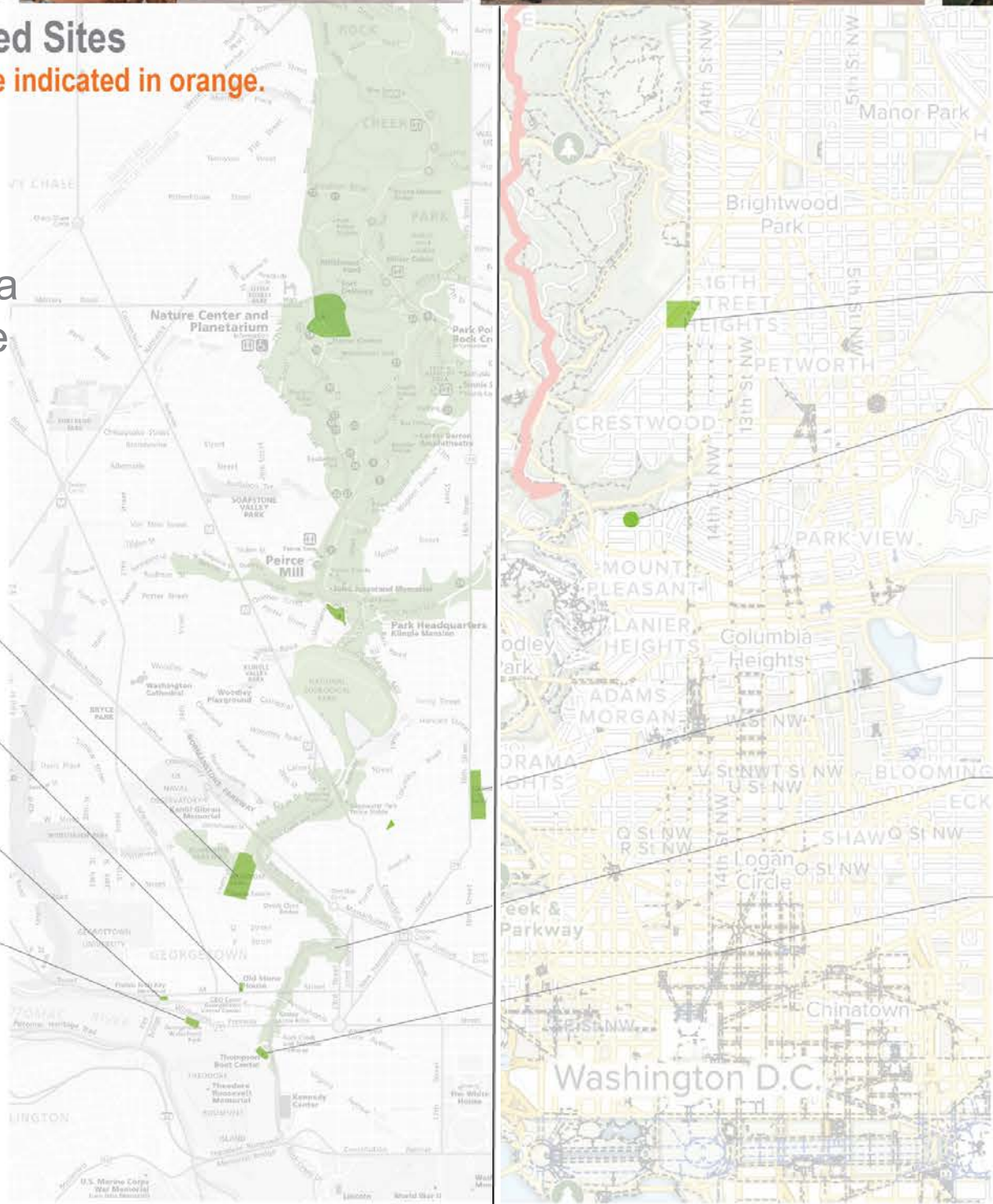


Sign Guidelines Demonstration Sites



Mock-up Testing at Selected Sites
Locations that were mocked up are indicated in orange.

Demonstration sites shown here were chosen because they have a broad range of sign types that are representative of the Rock Creek Park signage system.



Fort Slocum
Kansas Ave, NW, Madison Street, NW,
3rd Street, NW

Grant Circle Park
New Hampshire Avenue, NW

Meridian Hill Park
16th Street, NW between Euclid
and W Streets, NW

Rock Creek Parkway
Rock Creek and Potomac Parkway, NW

Thompson Boat Center
Virginia Avenue, NW

Montrose Park
R Street, NW

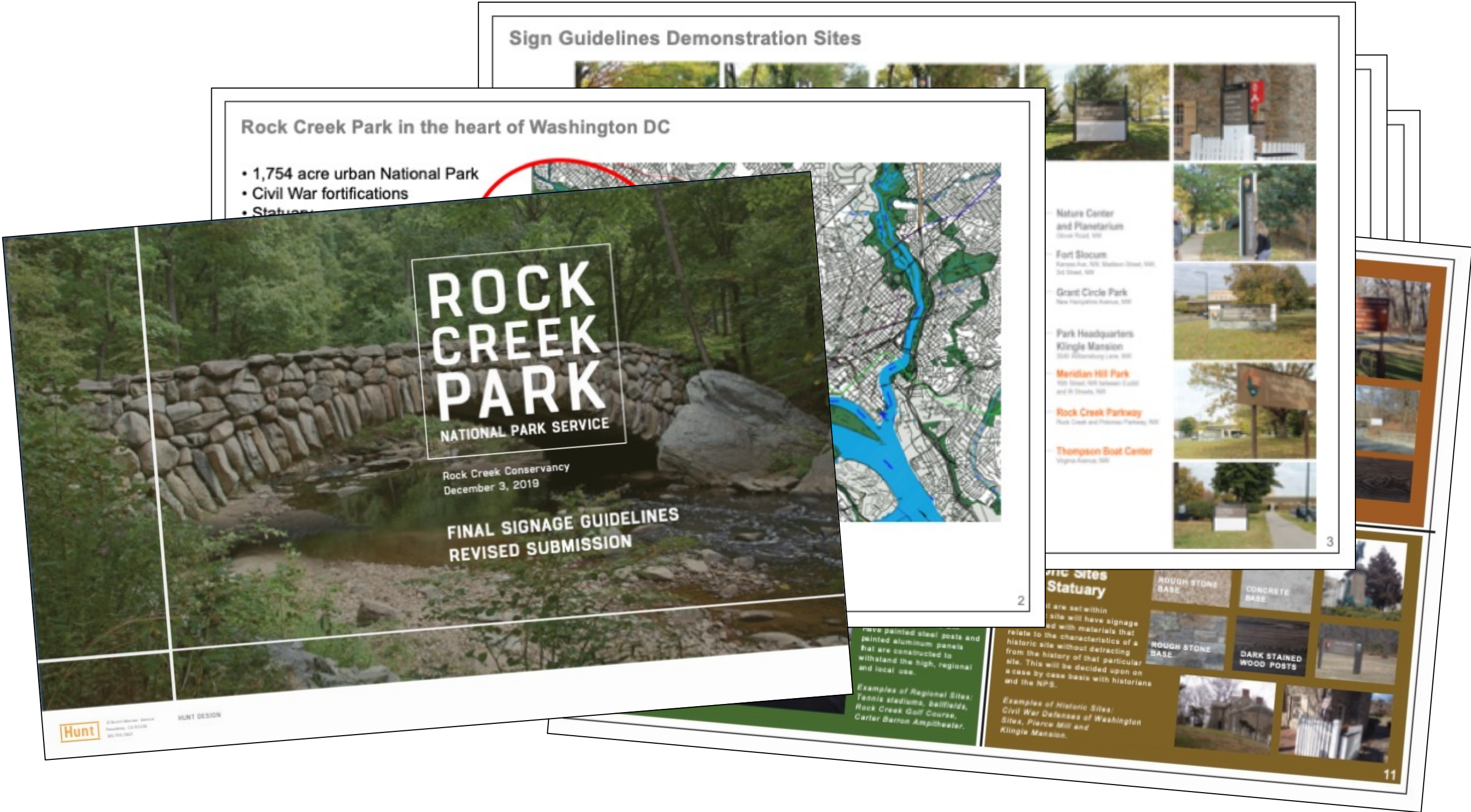
Old Stone House
M Street, NW, between 31st Street, NW
and Thomas Jefferson Street, NW

Francis Scott Key Memorial
M Street, NW between Key Bridge
and 34th Street, NW

Georgetown Waterfront Park
Water Street between 30th and 34th Streets, NW

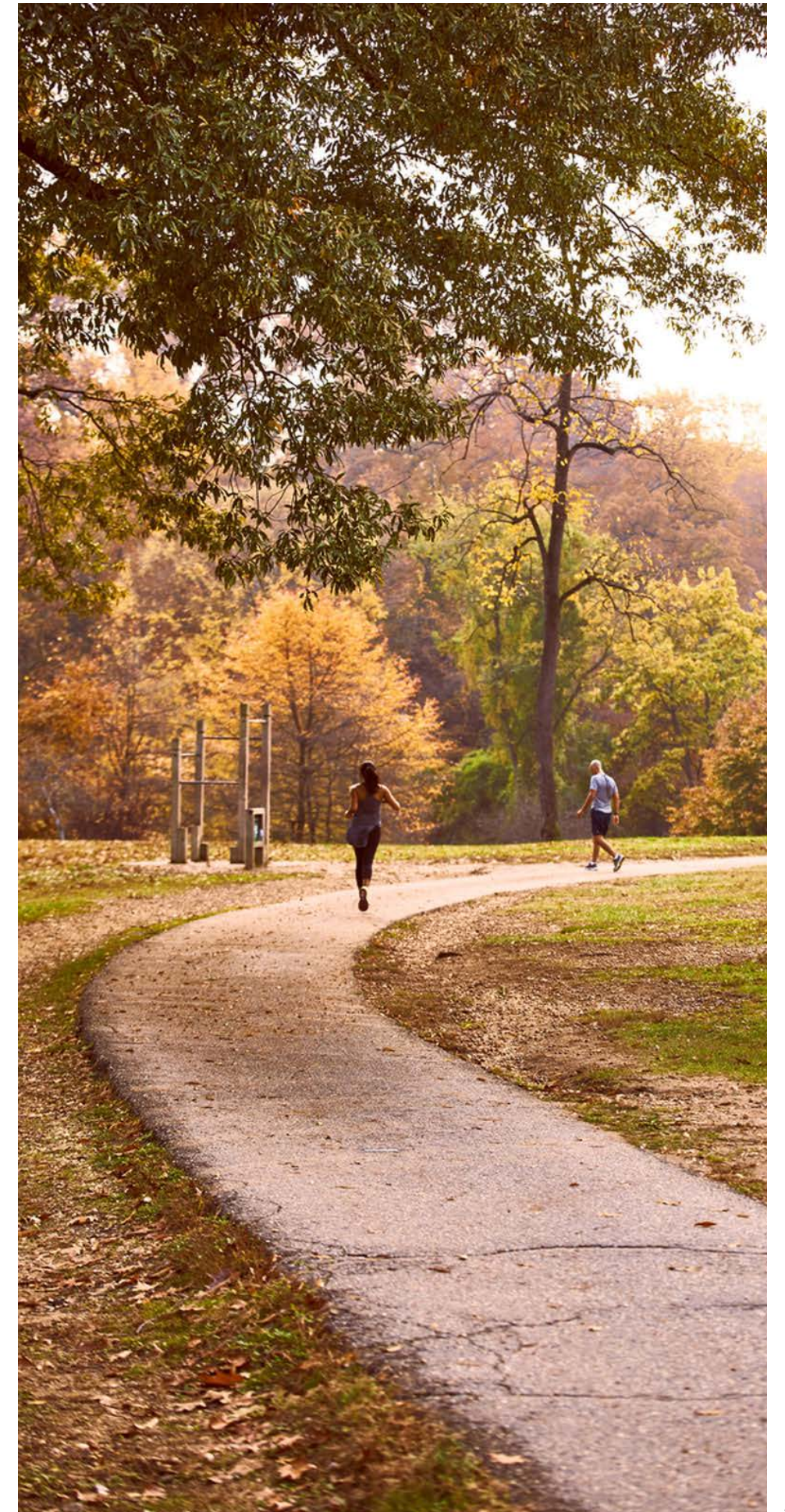
Seeking Final Approval for:

- 1) The suite of sign types
- 2) Those sites where mock-ups were developed and reviewed on November 5, 2019, with the promise to come back for other high-profile signs if needed
- 3) All trail signs and waysides



Project Goals

- Unified design for Rock Creek Park identity
- Simplified and consistent messaging
- Predictable sign locations simplified and consistent messaging
- Project concise, consistent, and current sign design
- Reduce visual clutter and redundancy



Rock Creek Park Sign Types

1. Road Guide Signs

2. Identification Signs

3. Pedestrian Wayfinding Signs

4. Rules, Regulations and Information Signs

5. Trail Signs

Existing Conditions – Road Guide Signs

Typical Existing Road Guide Signs within Rock Creek Park



Existing Conditions – Identification Signs

Fort Slocum



Old Stone House



Francis Scott Key Memorial



Montrose Park



Nature Center



Georgetown Waterfront Park



Valley Trail



Klinge Mansion



Rock Creek Park



Existing Conditions – Pedestrian Wayfinding Signs

Francis Scott Key Memorial



Rock Creek and Potomac Parkway



Existing Conditions – Rules, Regulations and Information Signs

Old Stone House



Meridian Hill Park



Fort Slocum



Georgetown Waterfront Park



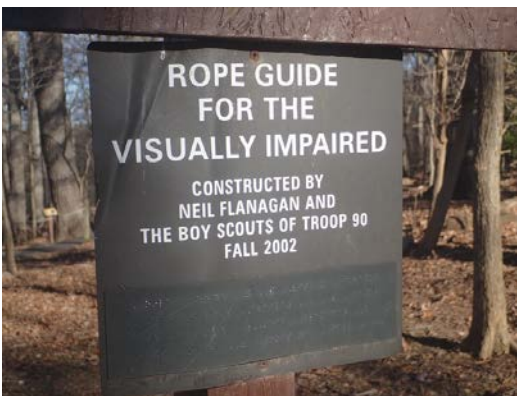
Klingle Mansion



Montrose Park



Valley Trail



Existing Conditions – Trail Signs

Valley Trail

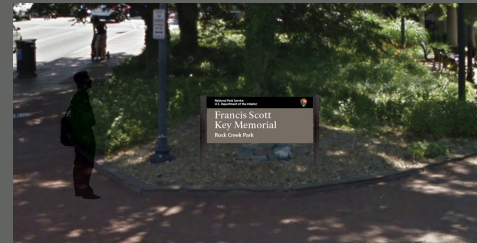




Sites that are set within a more urban context will have signage with painted steel posts and painted aluminum panels that mimic wood, but are constructed to withstand the more harsh urban environment.

Examples of Urban Sites: Georgetown Waterfront Park, Thompson Boat Center, Grant Circle Park.

Urban Context



2nd sign to add as supplement to existing sign at Francis Scott Key Park

CONCRETE BASE

BLACK PAINTED METAL POSTS

Materials like stone or concrete may be altered to relate to each particular site if applicable.

Design details and materials for varying types of park sites

Sites that are set within a more natural or rustic environment will have signage constructed with wooden posts to mimic a more natural environment, and will have painted aluminum panels to promote longevity and less maintenance.

Examples of Natural Sites: Western Ridge Trail, Valley Trail and the Nature Center.

Natural Environment and Trails



ROUGH STONE BASE



DARK STAINED WOOD POSTS

CONCRETE BASE



BLACK PAINTED METAL POSTS

Materials like stone or concrete may be altered to relate to each particular site if applicable.

Regional and Local Use

Regional, high-use park sites like ballfields, playgrounds and neighborhood parks will have painted steel posts and painted aluminum panels that are constructed to withstand high traffic, regional and local use.

Examples of Regional Sites: Tennis stadiums, ballfields, Rock Creek Golf Course, Carter Barron Amphitheater.

Historic Sites and Statuary

Historic sites will have signage constructed with materials that reflect the historic characteristics without detracting from the history of that particular site. This will be decided on a case by case basis with historians and the NPS.

Examples of Historic Sites: Civil War Defenses of Washington Sites, Peirce Mill, Meridian Hill Park, Robert Emmet Park and Klinge Mansion.



ROUGH STONE BASE



CONCRETE BASE



Temporary metal sign from the proposed sign package



ROUGH STONE BASE



DARK STAINED WOOD POSTS



NPS Colors & Fonts

Font Usage

NPS Rawlinson OT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Frutiger LT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

NPS Wooden Arrowhead

Arrowhead attached to stone base

NPS Overbar with reversed out white copy

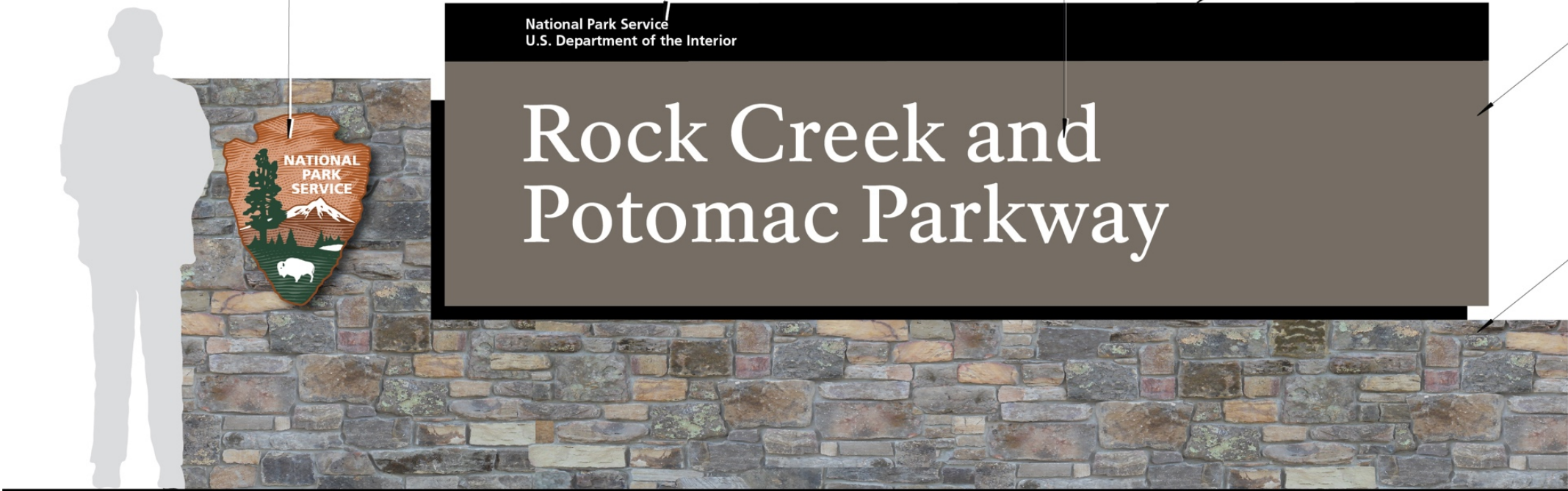
Contains National Park Service
U.S. Department of the Interior

Sign Panel Colors

NPS Gray-brown - Pantone 404
White and Black

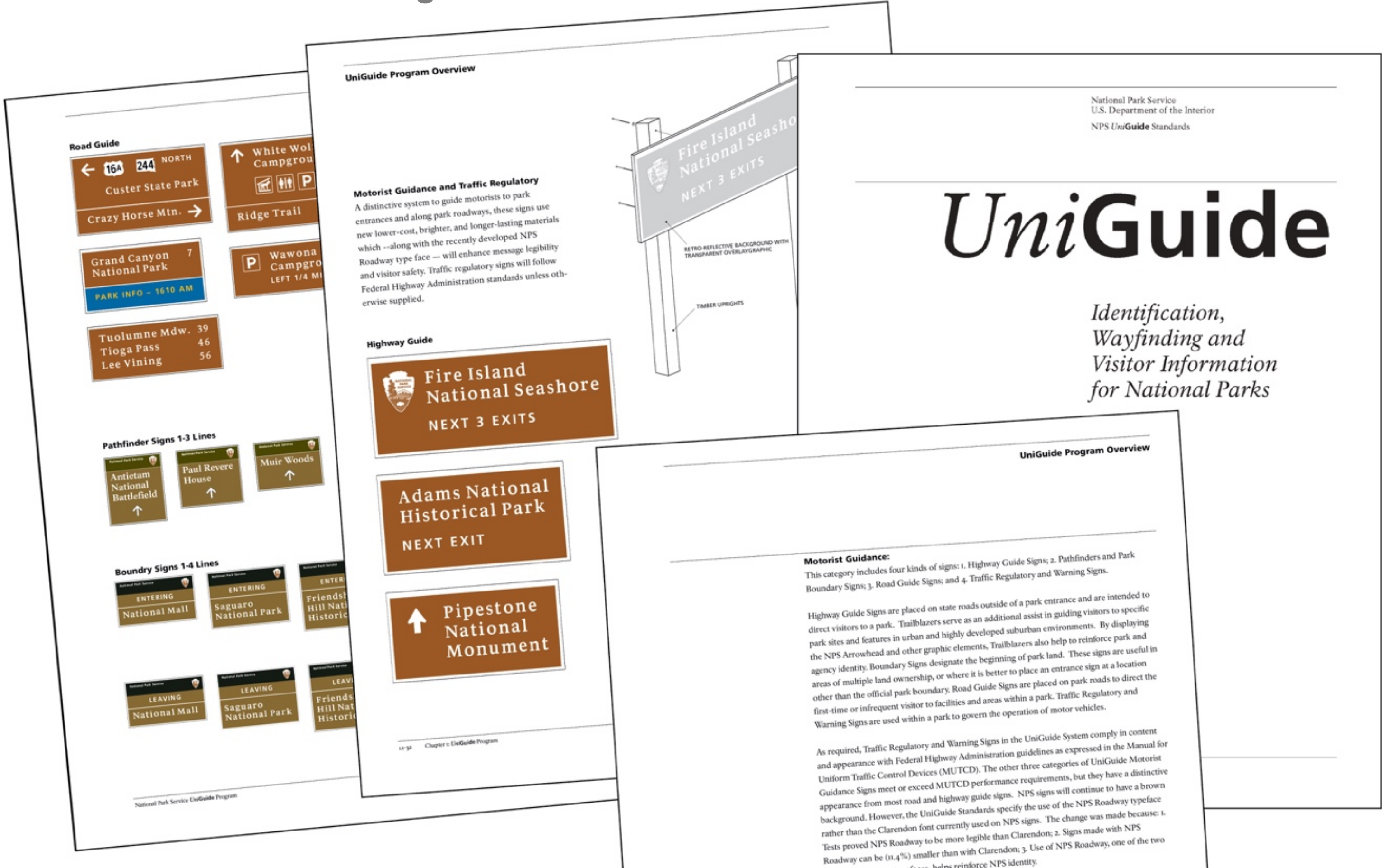
Stone Base

Exact stone to be used depends on the
unique characteristics of a particular site.



RG Series – Road Guide Signs

All Roadway Signage to be specified per the NPS UniGuide Standards. All graphic standards for NPS overbar, nomenclature and color will be in accordance with the standards.



RG Series – Road Guide Signs All Roadway Signage to be specified per the NPS UniGuide Standards. Sample roadway layouts shown here.



Existing Signage



Proposed Signage: NPS UniGuide Standards for Roadway Signage

PF-4B / Pathfinder 4-line Primary Legend

RG Series – Road Guide Signs

All Roadway Signage to be specified per the NPS UniGuide Standards. Sample roadway layouts shown here.

RG-5 / Road Guide Single Destination



Existing Signage



Proposed Signage: NPS UniGuide Standards for Roadway Signage

PF-4B / Pathfinder 4-line Primary Legend



Existing Signage



Proposed Signage: NPS UniGuide Standards for Roadway Signage

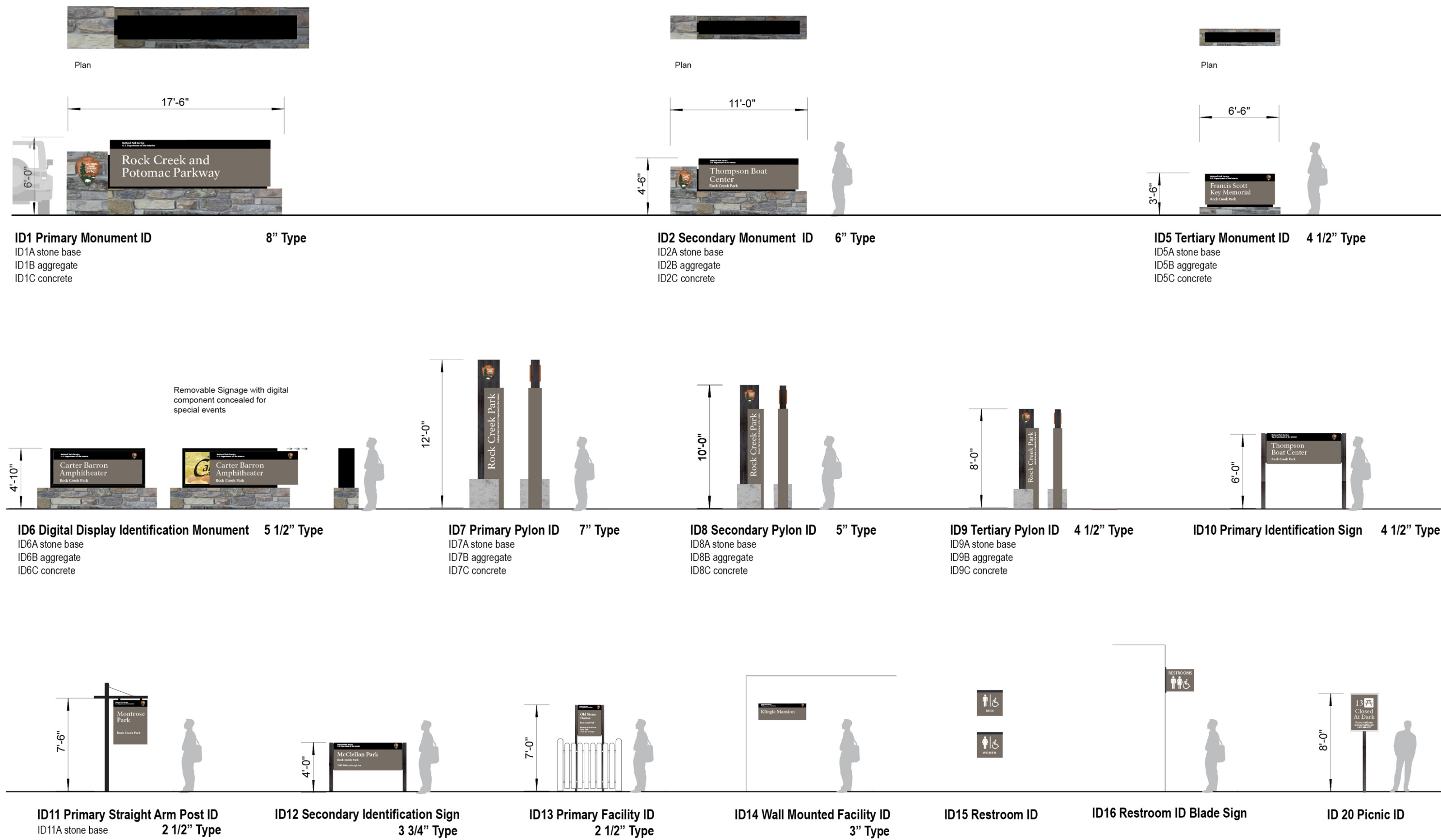


RG-1 / Road Guide Single Destination



RG-1 / Road Guide Multiple Destinations

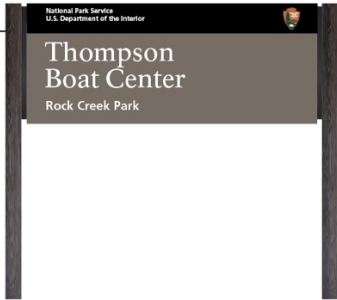
ID Series – Identification Signs



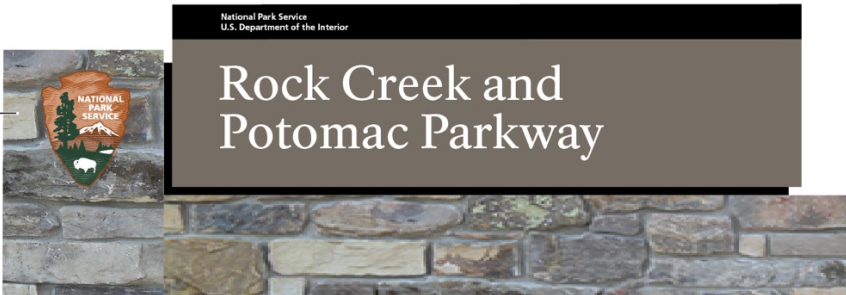
Rock Creek and Potomac Parkway / Thompson Boat Center



Rock Creek and Potomac Parkway in the vicinity of Virginia Avenue, NW



ID10 / Primary Identification Sign



ID1A / Primary Monument ID

Rock Creek and Potomac Parkway / Thompson Boat Center



ID10 / Primary Identification Sign

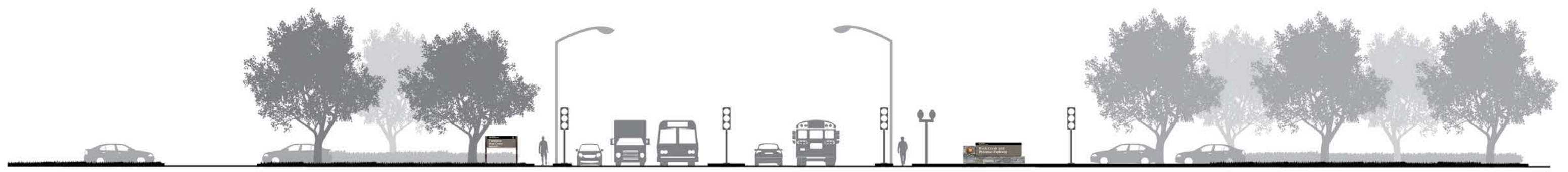
ID1A / Primary Monument ID

Photo looking northbound at Rock Creek and Potomac Parkway at Virginia Avenue, NW

Rock Creek and Potomac Parkway / Thompson Boat Center – Full-size Mock-ups

Photos of full size mock-up process. The mock-ups were used as a tool to study not only this particular area, but to provide a broader understanding of the bigger picture, and to convey a signage vocabulary, scale and details to be used on signage throughout the Park.





Cross Section at south end of Rock Creek and Potomac Parkway and Virginia Avenue, NW, looking northbound

Rock Creek and Potomac Parkway



Rock Creek and Potomac Parkway looking southbound in the vicinity of Calvert Street, NW

ID1A / Primary Monument ID

Rock Creek Park



Park Road



Piney Branch at Arkansas Ave. NW



16th Street at Joyce Road



ID1A / Primary Monument ID



ID7A Primary Pylon ID



ID8B / Secondary Pylon ID

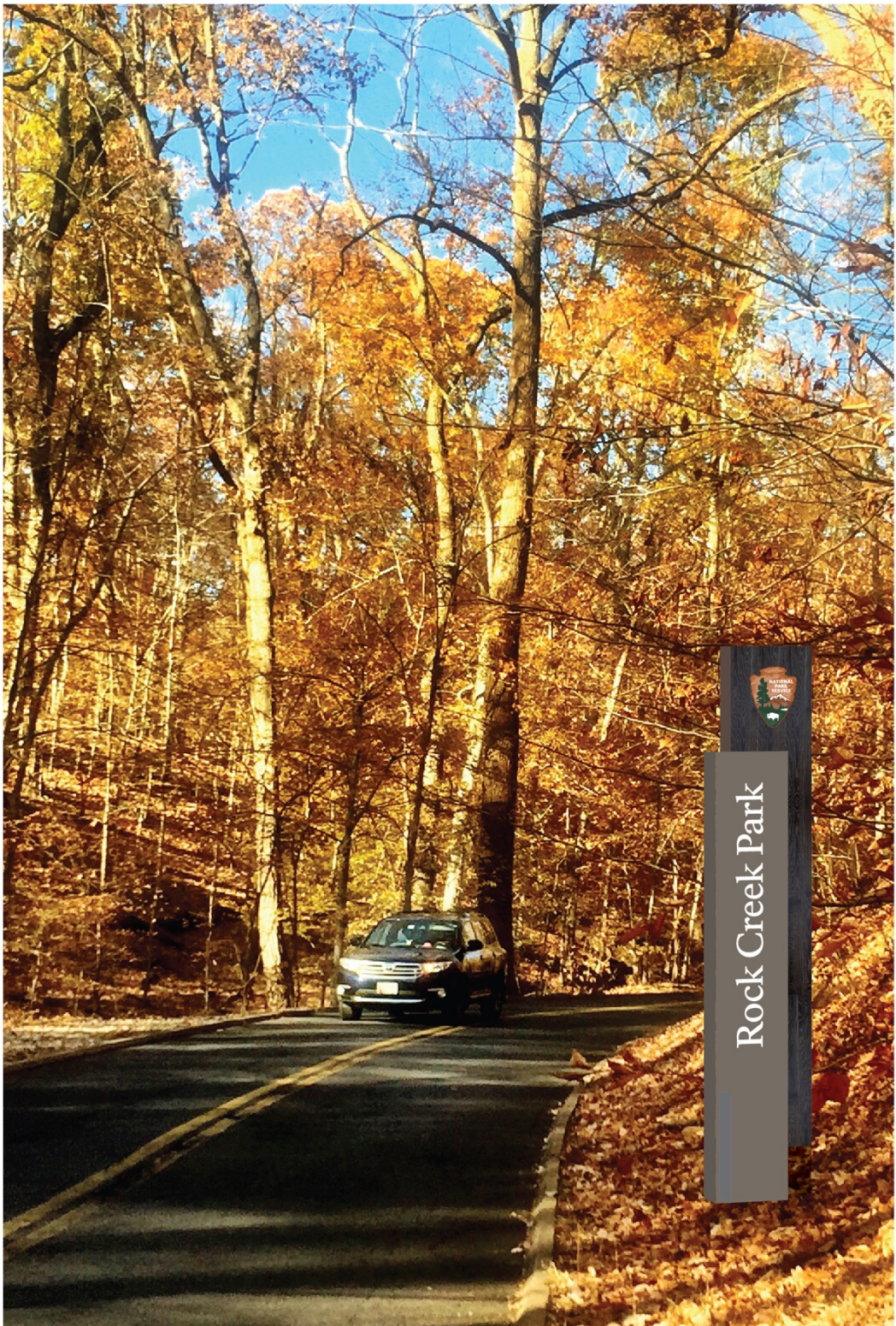


ID9A / Tertiary Pylon ID

Rock Creek Park



Grant Road (typical condition with a narrow shoulder and a steep incline) ID7A / Primary Pylon ID with a Stone Base



ID7 / Primary Pylon ID with no base
Recommend a mow strip at a minimum to protect the sign from damage. Preferred for this location.

Georgetown Waterfront Park

Georgetown Waterfront Park between 30th Street, NW and 34th Street, NW - photo insert - 30th Street, NW at the Potomac River. Sign locations: Water Street, NW and 34th Street, NW; Wisconsin Avenue and K Street, NW; 30th Street at the Promenade along the Potomac River.



ID10 / Primary Identification Sign



ID10 / Primary Identification Sign



ID10 / Primary Identification Sign

Georgetown Waterfront Park



Georgetown Waterfront Park at 30th Street, NW and Potomac River

ID10 / Primary Identification Sign

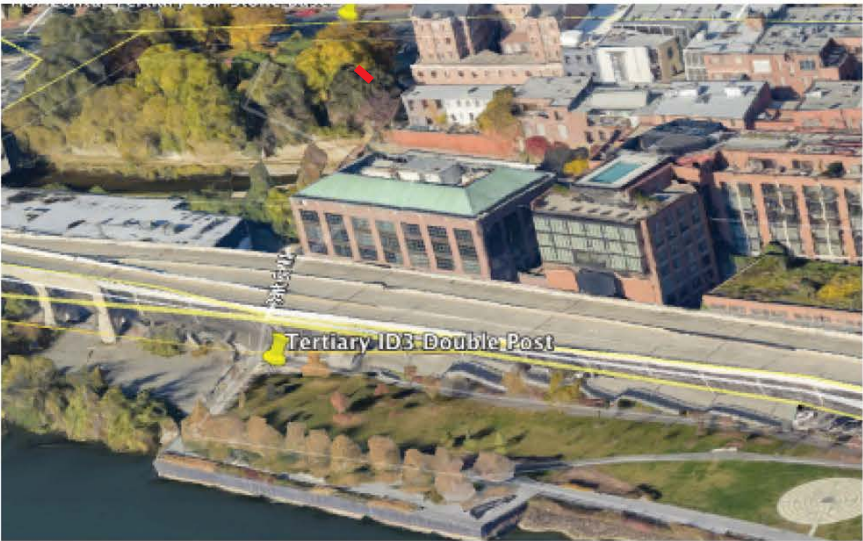
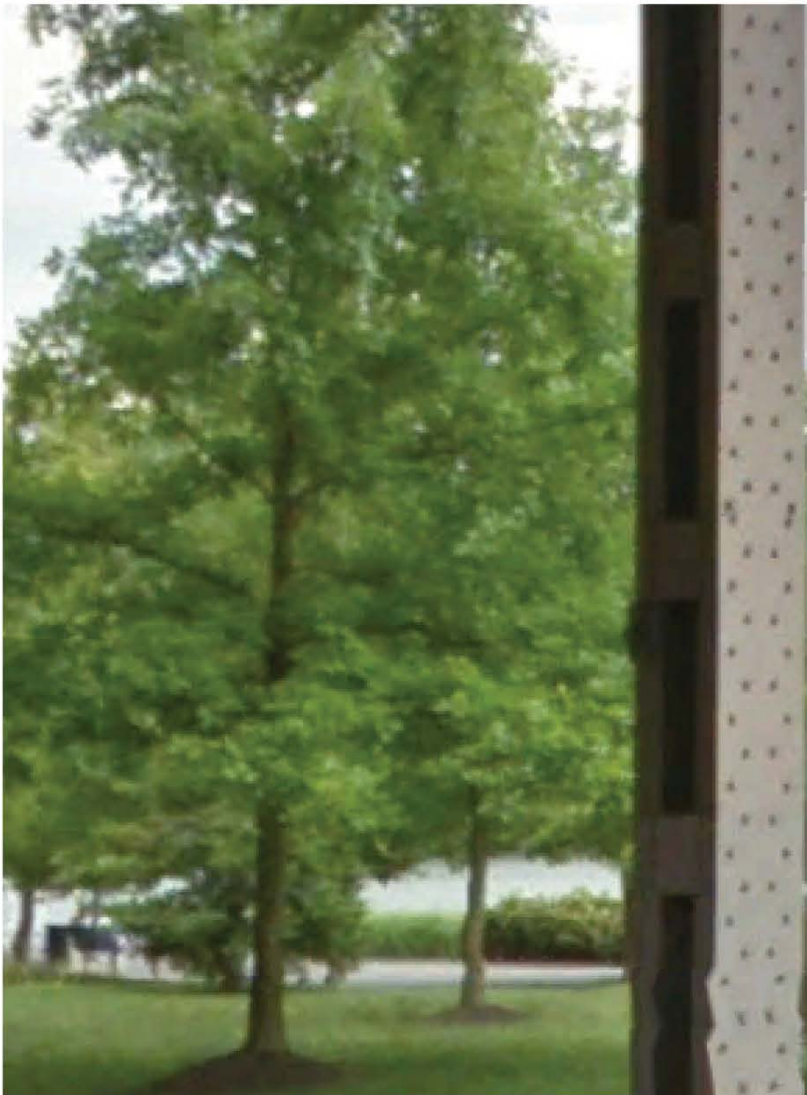
Georgetown Waterfront Park / Wisconsin and K Street



Georgetown Waterfront Park at Wisconsin Avenue, NW and K Street, NW

ID10 / Primary Identification Sign

Georgetown Waterfront Park / 34th and Water Streets



Georgetown Waterfront Park at Water Street, NW and 34th Street, NW

ID10 / Primary Identification Sign

Georgetown Waterfront Park – Full-size Mock-ups

Photos of full size mock-up process. The mock-ups were used as a tool to study not only this particular site, but to provide a broader understanding of the bigger picture, and to convey a signage vocabulary, scale and details to be used on signage throughout the Park.





Georgetown Waterfront Park Cross Section at 30th Street, NW.

Meridian Hill Park



ID13 / Primary Facility ID

ID12 / Secondary Identification Sign

Meridian Hill Park



Meridian Hill Park - 16th Street, NW and Euclid Street, NW

Meridian Hill Park



Meridian Hill Park - 16th Street, NW and W Street, NW

ID12 / Secondary ID Sign

Meridian Hill Park



Meridian Hill Park - 15th Street, NW and Chapin Street, NW

ID13 / Primary Facility ID

Meridian Hill Park – Full-size Mock-up

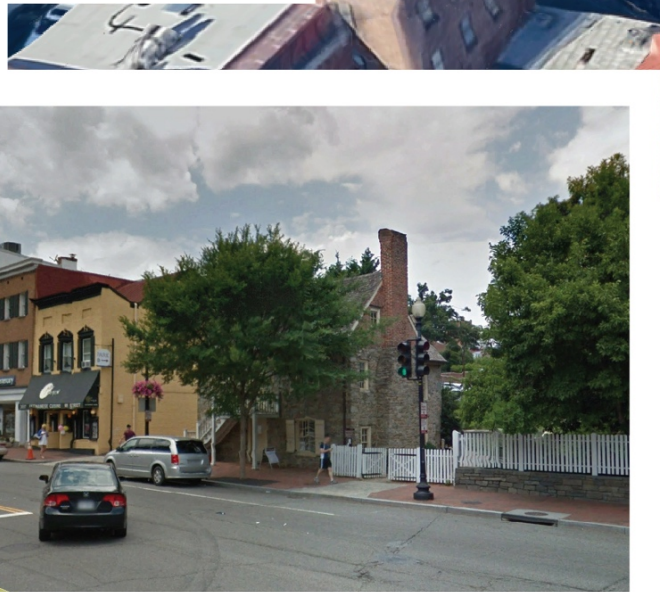
Photos of full-size mock-up process. The mock-ups were used as a tool to study not only this particular site, but to provide a broader understanding of the bigger picture, and to convey a signage vocabulary, scale and details to be used on signage throughout the Park.



This sign type was subsequently determined not to be used at Meridian Hill Park, based on the mock-up study.



Old Stone House



Old Stone House - M Street, NW between 31st Street, NW and Thomas Jefferson Street, NW



ID13 / Primary Facility ID

Old Stone House

NPS is in discussion with the fire marshal regarding placement of the sign and potential relocation of the red fire hydrant sign/strobe.



Old Stone House - M Street, NW between 31st Street, NW and Thomas Jefferson Street, NW

Old Stone House – Full-size Mock-up

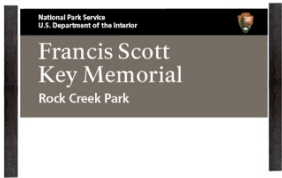
Photos of full size mock-up process. The mock-ups were used as a tool to study not only this particular site, but to provide a broader understanding of the bigger picture, and to convey a signage vocabulary, scale and details to be used on signage throughout the Park.



This is the preferred sign location. If the fire marshal is unable to relocate red sign shown here, a secondary sign location is shown on page 37.



Francis Scott Key Memorial



Francis Scott Key Memorial - M Street, NW between Key Bridge and 34th Street, NW. photo inserts looking east and west along M Street, NW. New sign will supplement existing stone marker.



Francis Scott Key Memorial

This sign will supplement the existing stone marker along M Street.



Francis Scott Key Memorial - at corner of M Street, NW and Key Bridge

ID12 / Secondary Identification

Montrose Park



Montrose Park - 3,000 block of R Street, NW
(adjacent to Dumbarton Oaks Park and Oak Hill Cemetery)



Painted aluminum sign panel with painted support tubes to hold the sign panel in a fixed position. Vertical, painted steel post with horizontal and angular support arm.



Similar construction to the sign

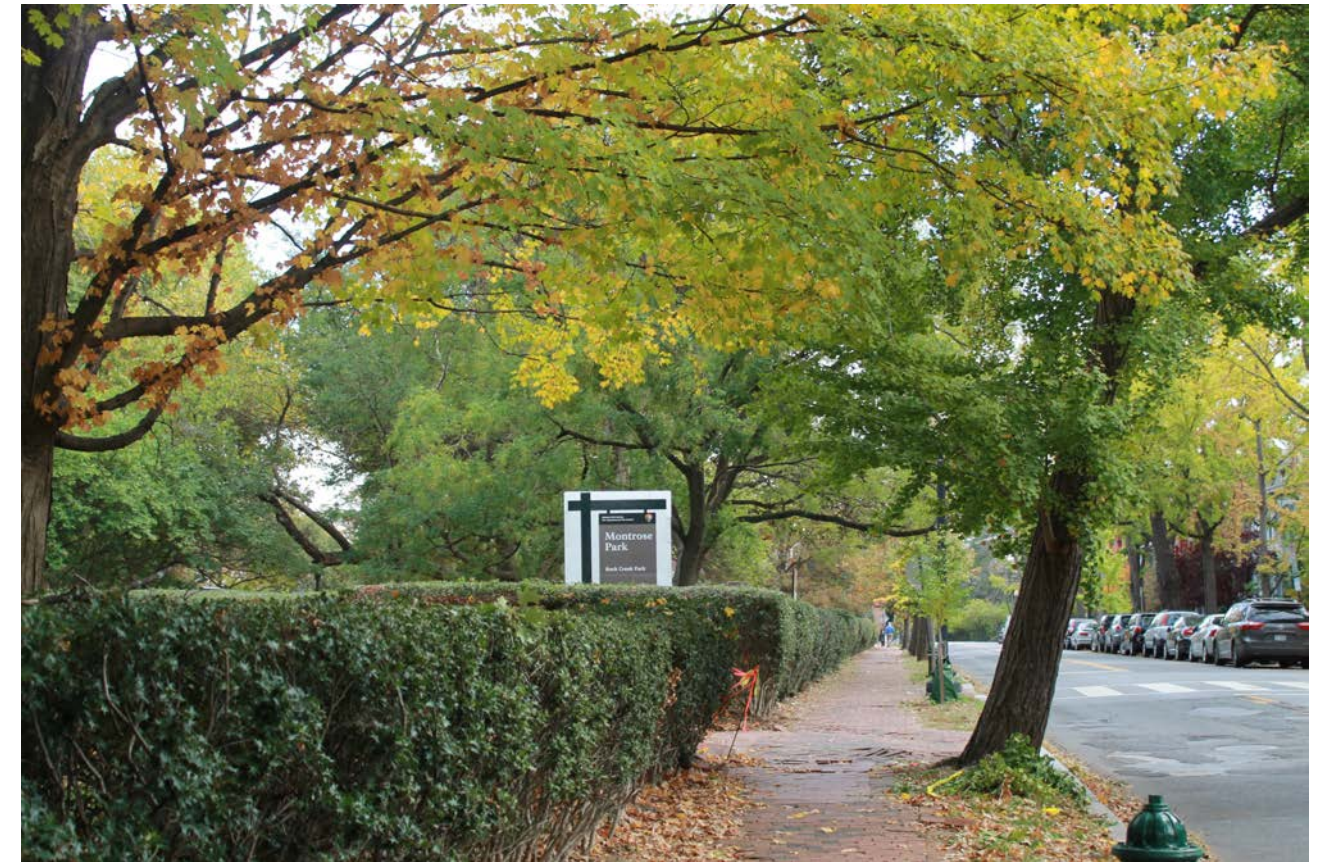
Montrose Park



ID11 / Primary Straight Arm Post ID

Montrose Park – Full-size Mock-up

Photos of full size mock-up process. The mock-ups were used as a tool to study not only this particular site, but to provide a broader understanding of the bigger picture, and to convey a signage vocabulary, scale and details to be used on signage throughout the Park.



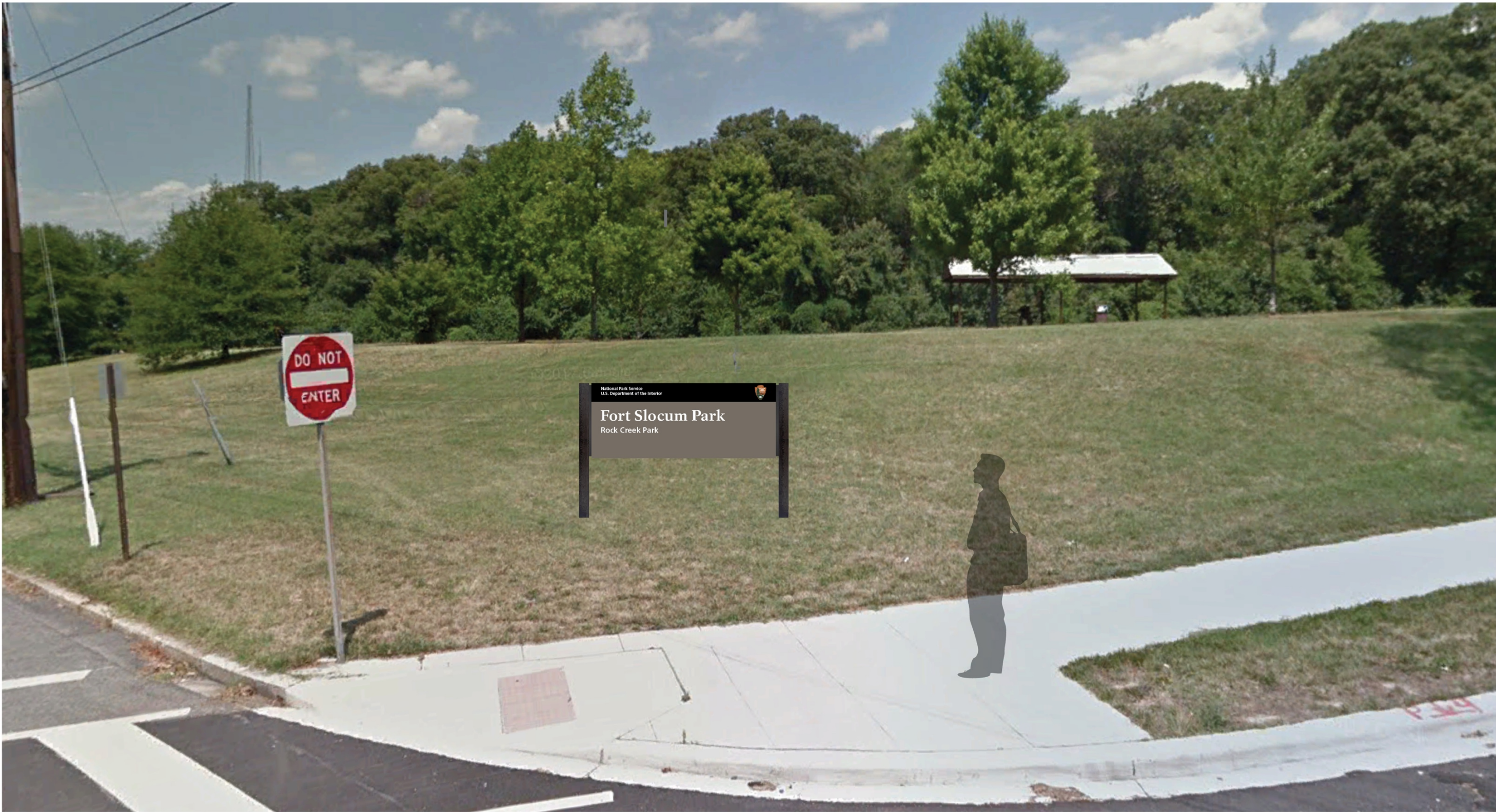
Fort Slocum Park



Ft. Slocum Park - insert shows the location of 3rd St, NW at Madison Street, NW



Fort Slocum Park



Ft. Slocum Park - Kansas Street, NW at Madison Street, NW

ID11 / Primary Straight Arm Post ID (*stone base for this location*)

Grant Circle Park



ID10 / Primary Identification Sign



Grant Circle - Grant Circle, NW at Illinois Avenue, NW (north and south side of circle).

Grant Circle Park



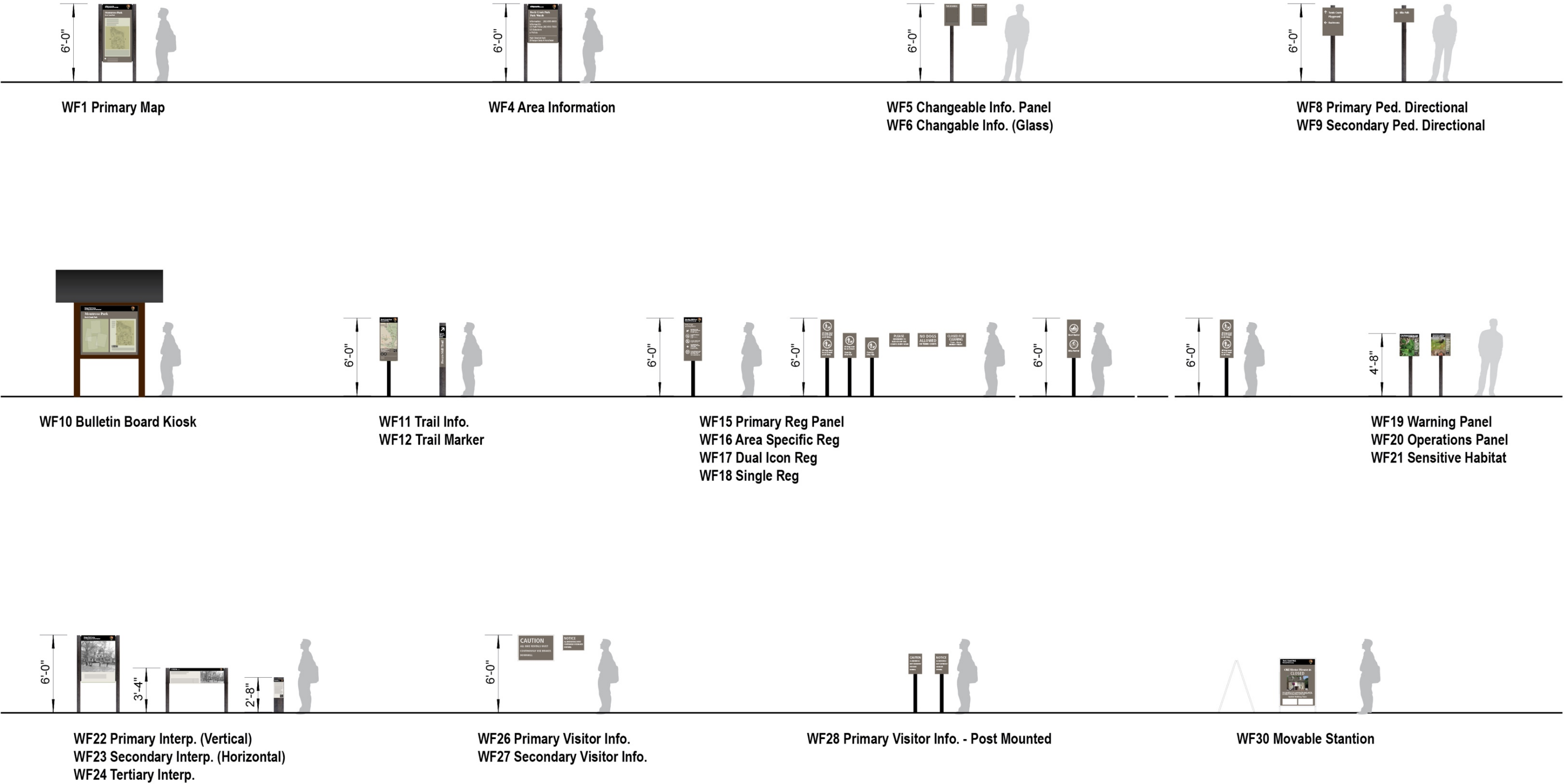
ID10 / Primary Identification Sign

Grant Circle Park

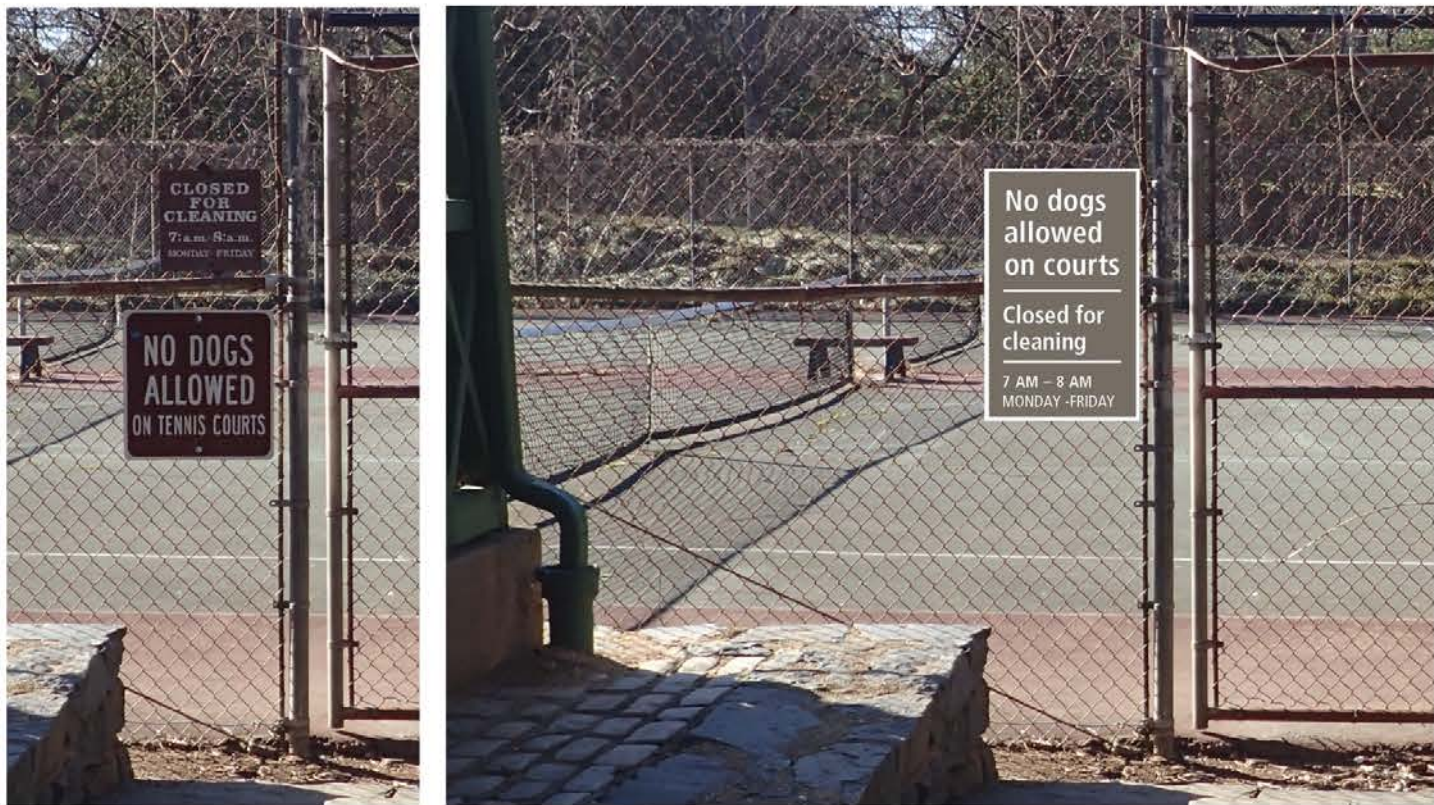


ID10 / Primary Identification Sign

WF Series – Wayfinding Signs



WF Series – Wayfinding Signs



WF Series / Primary & Secondary Visitor Information



WF Series / Primary Visitor Information



WF Series / Visitor Information (messaging and size variations)



WF Series / Secondary Interp. (Horizontal)

Trail Signage – Wayfinding Signs



WF Series / Primary Pedestrian Directional



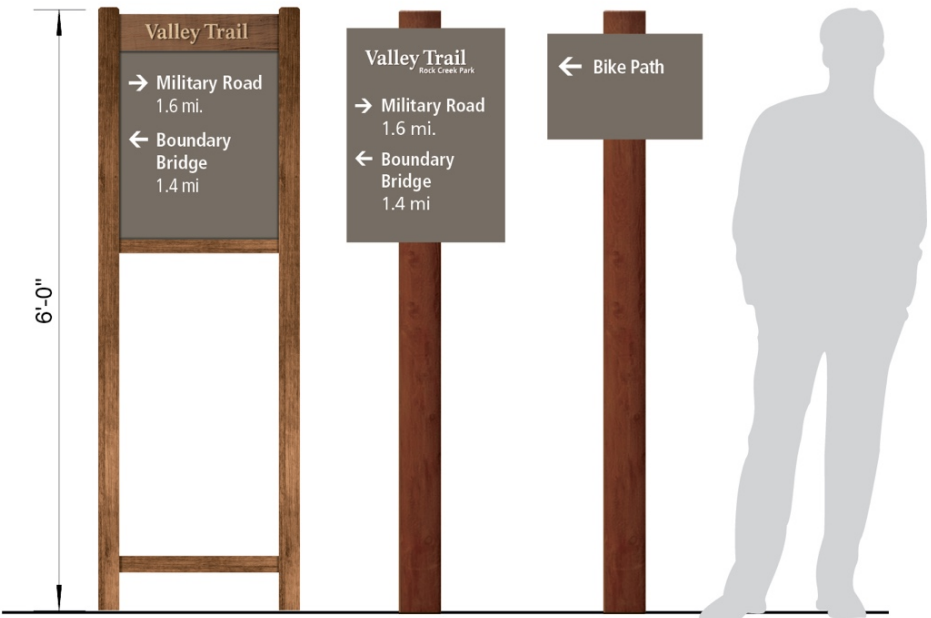
WF Series / Multiple Icon Reg

WF Series – Trail Signage



WF11 / Trail Info

WF12 / Trail Marker



WF8 / Primary Directional

WF9 / Secondary Directional

Sample of sandblasted header band



WF Series / Secondary Map



WF Series / Primary Directional



WF Series / Primary Reg