



**Wayfinding  
Stakeholder  
Group**

**The Uptown Community Parking District (UCPD)**

has retained

**Graphic Solutions**

to develop a plan for a

**Way-finding Signage Program**

for uptown San Diego

The UCPD is forming a

## **Wayfinding Stakeholder Group**

representing a broad-range of community interests from

**Bankers Hill, Hillcrest, Five Points- International  
Restaurant Row, and Mission Hills**

The group will explore ideas to

**develop a way-finding signage program**

to key destinations

**highlighting parking availability**

Will you join us?

# Way-finding Stakeholder Group Responsibilities

## **Attend three meetings:**

### **Stakeholder #1 Thursday, September 8th @ 5 PM**

review consultant's site study and photo documentation of existing site conditions determine program parameters and design approach  
identify signage needs and design preferences

### **Stakeholder #2 Tuesday, October 18th @5 PM**

review consultant's location schematic and proposed sign types, sizes and design concepts

### **Stakeholder #3 Tuesday, November 15th @ 5 PM**

review consultant's refined plans and design concepts

Potential presentation to UCPD Board:

Monday, December 12th @ 5 PM

# Example Way-finding Signage



# Wayfinding Program Objectives

- Facilitate Circulation
- Highlight Destinations, Parking and Amenities
  - Reduce Sign Cutter
  - Stakeholder Consensus
- Reinforce Community Identity
- Unique, Authentic, Relevant!
  - Sustainable
  - Economical

# Graphic Solutions – Consultant Responsibilities

- Analysis & Programming
- Graphic Design Creativity

- Communication

- Coordinating and facilitating Stakeholder meetings

- Code-fluency

- Confer with City for location and design feasibility

- Knowledge regarding methods & materials

- Budget Estimating

- construction, permitting, fabrication and implementation of program

# Example Draft Concept Renderings





**UPTOWN  
COMMUNITY  
PARKING DISTRICT**

Bankers Hill | Hillcrest | Int'l Restaurant Row | Mission Hills

**Wayfinding  
Stakeholder  
Group**

**Meetings start soon!**

**Get Involved**

contact

**Elizabeth Hannon**

**[Elizabeth@ParkUptownSD.org](mailto:Elizabeth@ParkUptownSD.org)**

**619-794-8612**