







CITY OF DEER PARK, TEXAS

Wayfinding Master Plan (DRAFT)

April 7, 2016

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INTRODUCTION

Along with the Tourism Committee, the City of Deer Park City Council has coordinated the development of a civic wayfinding along with the City’s long term strategic planning. Overall, the wayfinding program will serve to educate and direct visitors to Deer Park as well as engage those that are unaware of all that the City has to offer.

In conjunction with this developmental vision the City has created a strategy that is targeted at the increased use of the many parks and recreation areas that lay within Deer Park. While many of the premier parks within the City host regional events and are well known to visitors, many other parks remain hidden from view and lack the popularity of use that the City has planned.

City Council and staff recognize that, with the increase in visitation and tourism, would come an opportunity for economic growth and development within the City. Rather than watch tourists come and go to the San Jacinto Memorial, Battleship Texas Historic Site and other amenities in and around Deer Park, the City embarked on the development of a civic wayfinding system; a system targeted at highlighting the history, beauty and attractions of the City while encouraging use of the City’s parks and recreation space. In order to accomplish this goal the wayfinding system first has to direct travelers in to the City of Deer Park and then provide the information, education and attractions that would encourage them to fully explore the City.

As the design and strategic plan developed, the wayfinding system considered not only directing users to existing destinations, but to create experiences for them along the way. The branding for the system was developed to highlight Deer Park’s individuality while maintaining route continuity and safety.

Given that there is little need for the use of TXDOT rights-of-way to completely develop the wayfinding system, the City’s planning strategy will not be altered to allow for this placement. However, given the future phases that are being considered this manual does address the standards and rules for gaining TXDOT approval, should that be required.

OBJECTIVES

The goals of the environmental graphics system are to create a “sense of place”, making an area more memorable to residents and visitors, and to inform users. The requirement of the graphics system is that it must be both flexible and expansive without creating redundancy in placement or information. A successful system design will communicate different information to different users but, just like the users themselves, all of the information must share the same space.

The Deer Park Civic Wayfinding System will celebrate the history and vibrancy of the area while giving special attention to the parks, recreation and open spaces of Deer Park. The following are some of the objectives of the Deer Park wayfinding system:

- 1. Educate citizens and tourists of the parks and recreation areas
- 2. Reinforce the “Birthplace of Texas” brand
- 3. Define pathways for vehicular traffic in and out of the City
- 4. Define pathways for vehicular traffic to parking areas and develop transition points between modalities to encourage economic activity
- 5. Increase economic opportunities within the City by engaging visitors
- 6. Encourage travelers to return to the City of Deer Park

MISSION STATEMENT

“To enhance the use, awareness and vitality of the City’s parks and recreation facilities while expanding the City’s connections with tourists through education, directional content and economic opportunity.”



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• Civic Wayfinding System - Master Plan Documents

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Introduction

# THE WAYFINDING CONCEPT

The wayfinding system begins with the creation of an area identity, the definition of boundaries for the area(s), and the direction of vehicles and pedestrians to specific destinations within the predefined area(s). The goal is to promote economic and community development through the increased use of public facilities, visitor-oriented businesses, recreational areas and other points of interest. Complete wayfinding systems consist of the following components:

## Identity System

This component uses entry signage and/or gateway features to identify when a user is entering the wayfinding system. Entry features are commonly developed as monument signage with a broad footprint; incorporating stone, landscaping and will illustrate the area name. Gateway features can take on a more esoteric form and are commonly represented as public art. The St. Louis arch is a great example of a gateway feature that identifies the area without utilizing the form of a standard sign.

This system can also include elements of a smaller scale such as banners or decorative street signage. The use of a unique color system within a street sign package helps reinforce the area identity and branding.

## Vehicular Directional System

This system serves two major functions. First, to efficiently move traffic in and around the area without creating distractions for drivers. Second, to identify underutilized destinations or to alert drivers to amenities that they would not otherwise know are there. The vehicular system is primarily focused on first-time users and tourists; however, the identification of functional elements, such as parking, is also a service to citizens and residents of the area. These signs need to be placed frequently enough to maintain route continuity between destinations without saturating the visual environment.

## Tertiary System

Tertiary signage is developed to address both vehicular and pedestrian needs. These can also be labeled as “trail blazers” and commonly have only a single destination listed. Within this system, the tertiary features are used to identify parking and distant destinations that sit somewhat isolated from other attractions. They are used as a second tier within the vehicular directional system.

## Parks and Recreation System

The parks and recreation user (mainly pedestrians) has many needs within a wayfinding system and a complete system must address all of these needs with ease. Confusion at the pedestrian level will lead users to leave the area and subvert the goals/objectives of the wayfinding project. In addition to directional information that will lead them from point-to-point, Pedestrians require interpretive and interactive features (activity, rules, safety, etc.) that will enhance their use of the area.

Directional information is a necessary “next step” for vehicular traffic that has transitioned out of the car. Parking is a key feature of the wayfinding system at the parks and recreation level, but is little more than a bridge between connections. When leading a user out of a parking area the pedestrian requires new, and often more detailed, information to feel comfortable continuing on foot and to provide the willingness to engage with the physical space of the park.

The interpretive system is designed to gain a user's attention outside of directional signage. It can be seen as a method to create a “positive distraction” for the user to learn more about the area and to motivate them to experience the area in a different way. These interpretive features will become part of the stories that they tell about the area after their visit has concluded. Within this system interpretive features have been developed to tie in to existing healthy living initiatives, tourist oriented destinations and points of interest that may have otherwise gone unnoticed. Depending on their location these features may be part of a freestanding sign or they may be placed within a park.



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Objectives & Mission

1.2



# DESIGN CRITERIA

The following guidelines and general design characteristics have been developed to ensure the success of the wayfinding signage system. In order to achieve the design intent, fabrication of features and finished elements should honor these design criteria.

## User Friendly

- Text and font are legible
- Messaging is uncomplicated and easily interpreted
- Enhances perception of safety and awareness of surroundings
- Icons & symbols are use where possible
- Reflective and decorative features are utilized where necessary

## Minimalism

- Limited number of sign types
- Essential information is given priority
- Limited quantity of signs placed within the environment

## Aesthetically Pleasing

- Harmonious with the surrounding environments and existing civic branding
- Design and typography are not isolated
- Appropriately scaled to the locations/areas

## Sustainable

- Easily fabricated, installed and maintained
- Vandal resistant
- Content can be easily changed or updated
- Creation of an annual maintenance/repair budget

## Location

- Route continuity is maintained through message schedules
- Priority location is to the right of the driver with attention to the visibility triagle
- Signs will not interfere woith pedestrian pathways
- Signs will be placed where drivers or pedestrians require new information or reinforcement of existing routes

## Orientation

- Line of sight should be kept clear
- Orientation of signs to allow for greatest visibility
- Landscaping and existing structures should not interfere with the legibility of the sign face and interpretation of the sign content

## Consistency

- Maintain design criteria throughout the sign system
- Message scheduling should reflect route continuity
- Route continuity should be maintained through modality transitions



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HOW TO USE THIS MANUAL

The standards within this manual provide the design intent and instructions for the successful fabrication and installation of all signage and associated features of the graphics system. The construction documents and guidelines for each sign type is made up of multiple pages that need to be included as part of any bid targeted at qualifying a contractor for assembly and installation of the signage and features. Invitation to bid should include message schedules, sign location plans and phasing schedule. If all information is not included in the bid package design intent may not be honored.

Usage

On the first page of each sign type is a full color illustration that identifies the scale, overall appearance of the sign series and a short description of the sign’s intended function within the wayfinding system.

Ex. Primary: Used to welcome visitors as they enter the City limits. This sign type can also function as a large vehicular directional sign.

Page Title

In the lower right hand corner of each page is a page title that identifies placement within the sign series as well as the content of the page.

Ex. Sheet Title:  
Primary  
  
2

Drawing Label

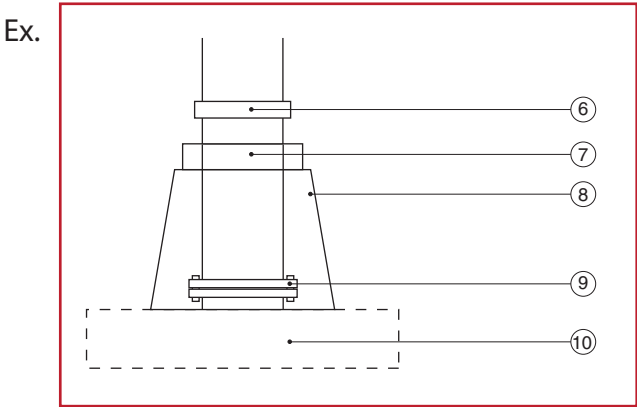
Under each drawing is Drawing Label which tells the order of the drawing in the concept series, the viewpoint (front, back aerial, etc.) and the scale. Additionally, the label will identify the map markers that are used within the location plans.

Ex. 1 Welcome - Primary  
Scale: 1” = 24”

Drawing Note & Bubble

The methods of construction and materials are identified with each series of drawings. Each detail is noted by a Note Bubble which corresponds to the label in the margin.

Ex. 5. Three Elliptipar lighting fixtures of number F164-T255-H-061-000 with one lamp number HOD0600 in the middle and two number HOC0600 on the ends. Lamps to be 3000 degree.



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Use of Manual

# SIGN PLACEMENT STANDARDS

## Primary Placement (Entrance/Gateway)

Primary signs have been designed to serve (1) of (2) functions depending on the desired use. First, the content can be programmed to utilize these Primary signs as WELCOME or entrance signs to the City of Deer Park. Alternatively, Primary signs can be programmed to function as large vehicular directional signs that will lead in to the High Speed Vehicular directional routes. Regardless of the applied use, Primary sign placement will remain the same. The best locations should be placed in high profile, well landscaped areas that clearly define a main point of entry. Specific placement will not only be dependent upon visibility standards, but it will also require enough space for a broad foundation to be installed. Primary sign faces will outline the City name as well as the branding standards of the City, so concern for future growth of landscaping should be considered.

## Major Arterial Placement (High Speed Vehicular)

These vehicular directional signs will be used to direct motorists in and around both City and recreational destinations. Placement should be considered carefully and functionality of the location should be the primary concern when developing the sign location plan. The sign system has been designed to orient general City traffic towards City specific destinations and, as a general rule, the use of new Vehicular directionals should be limited to areas where a motorist must choose to change course or remain on the current course. Vehicular directionals have been designed to serve a specific purpose; to connect the first contact signage (eg. Primary) with the destination or amenity signage (eg. parks, kiosks, parking, restrooms, etc.).

## Minor Arterial Placement (Low Speed Vehicular)

Designed as supplemental to the Major Arterial signage, these signs have been designed for placement on dedicated routes with speed limits under 30 mph or on routes with fewer than two points of termination. While the Major Arterial elements will make up the majority of the initial sign location plan, Minor Arterial locations will become more prevalent in future phases of the Deer Park wayfinding system. The primary goal of this

sign type remains the same, to connect the first contact signage (eg. Primary) with the destination or amenity signage (eg. parks, kiosks, parking, restrooms, etc.); however, the use may be driven by available space. Further, it is likely that the Minor Arterial design will also be used for the destination identifier(s).

## Pedestrian Placement (informative)

Informative kiosks have been developed as means to delineate non-directional information and tourist oriented information to users within the City setting and as part of a singular Pedestrian sign feature. The primary goal of these kiosks is to motivate visitors to Deer Park to explore activities within the City, the walking amenities themselves and other points of interest in and around Deer Park. While Pedestrian/Informative signage may not be part of the civic platform, these features may be necessary to connect with visitors at specific destinations. They are developed as integrated features that are directly connected to pedestrian directional signage. Once needed, these informative kiosks need to be placed in high-traffic pedestrian areas where City visitors will be able to stop and read the sign's content (eg. park entrance, parking lot exit, walking paths, etc.).

## Parks and Recreation Placement

Given the unique nature of each park within Deer Park many features (entrance signs, statues, amenities, etc.) will need to planned specific to the park itself. However, the brand standards for the signage and amenities should be carried throughout all parks and applied directly to all sign types. While the design regulations and brand standards will be created as part of the initial design family, the creation of park-specific sign/feature location plans may need to be developed in future phases.

Connecting with the end user within a park will take on different strategies depending upon what the park platform has to offer. Large, destination parks that draw many visitors throughout the year should be given special treatment in order to capitalize on the economic development opportunities that these park visitors provide to Deer Park. Smaller, community parks should have a greater focus on the citizens of the area and the engagement strategy should consider these users separately from others.



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Sign Placement  
Standards

3.1

PLANNING STRATEGY

Overarching Strategy

In conjunction with the project mission of directing and educating visitors within Deer Park, the planning strategy has been built with three functions in mind.

- 1. Efficiently drive traffic from State Highway 225 in to the City of Deer Park with the intent of identifying known and unknown destinations such as City facilities, parks and other attractions.
- 2. Engage citizens and tourists visiting major destinations (San Jacinto monument, Battleship Texas State Park and Dow Park) and encourage them to further explore the cityscape.
- 3. Promote the City’s brand *Birthplace of Texas* throughout the system and illustrate the historic relevance of the civic brand.

The three components of this plan have been connected through the master sign location plan and have determined the placement and function of each phase of the wayfinding program (reference section 3.3). Further, the design and function of each sign type has been developed to walk the end user through a logical sequence leading them through the City and engaging them at their destination.

Efficiency in route continuity is the primary goal of the planning strategy. Once we are able to attract users and efficiently drive traffic to predetermined Solutions/destinations within the City, we will be able to predict engagement with greater return. The third priority, promotion of the civic brand, will allow the system to easily communicate information to a multitude of users, even if they are not specifically following the directional routes.

Phasing Strategies

As the wayfinding system is expanded to include more open space, parks and trails, the overarching planning strategy will remain in place; however, the strategy will need to be enhanced in order to properly address the additional project phases.

One of these strategic changes will be developed within the individual parks themselves. User engagement will likely vary from park-to-park and each park may require a specific strategy to promote the use of the space, education of attractions outside of the park and a method for the park user to transition to a civic user. Additionally, the parks will require individual sign location plans that identify the placement of decorative features as well as safety, rules and other signage.



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# PROJECT PHASING RECOMMENDATIONS

## Overview

The City may choose to spread the cost for the entire wayfinding system over a period of several fiscal budgets. The following is a phasing recommendation that will ensure the validity of a partially installed sign program.

The goal of the system, to efficiently drive traffic through and to maximize the positive economic effect of new visitors to the City, will remain in tact during the development of these phases. If more funding is available, multiple priorities may be combined.

## First Priority

Primary, Secondary and Tertiary signage located at critical intersections that serves to direct vehicular traffic in to City limits.

## Second Priority

Secondary and Park signage that highlights the greatest points of interest within Deer Park as well as entrance features of some major park destinations.

## Third Priority

Park and Pedestrian sign locations, as well as the individual Park plans.

## Fourth Priority

All remaining Secondary and Tertiary locations that have not been developed through Priorities 1 and 2.



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COLOR STANDARDS

Paint and Powdercoat Colors

Red

PMS 490C

P1

Gold

Powdercoat  
RAL 1024

P2

Black

PMS Black 4C

P3

Gold

PMS 7407C

P4

Brown

PMS 7518C

P5

Brown

PMS 504C

P6

Reflective  
White

P7

Red

Powdercoat  
RAL 3004

P8

Black

Powdercoat  
100% Black

P9

Maroon

4221 Burgundy  
Maroon LVR 6.4

P10

SYMBOL & LOGO STANDARDS

The following logos and icons have been developed for interpretative use within the signage system. They can be used in place of a single line item destination within several sign types.



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Graphic  
Standards

4.1

COLOR STANDARDS

Fonts

The sign system contains several font types and styles that were selected for legibility, placement and use. Specific layouts and type styles are shown for the individual font types shown in this manual.

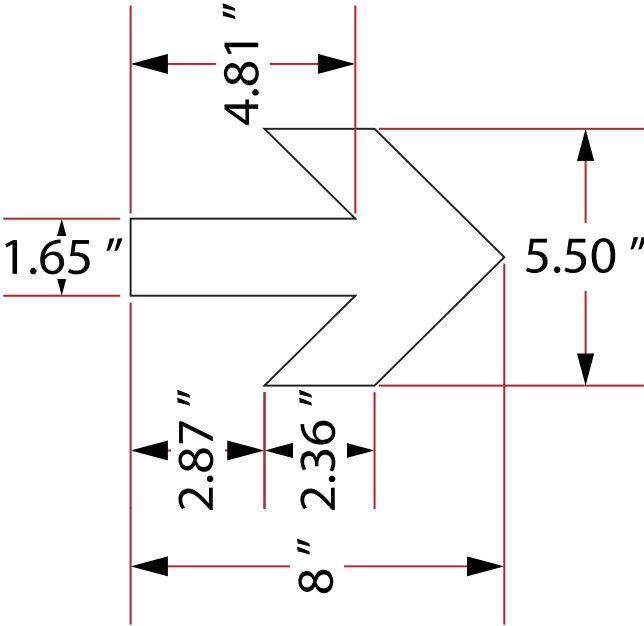
--Times New Roman--

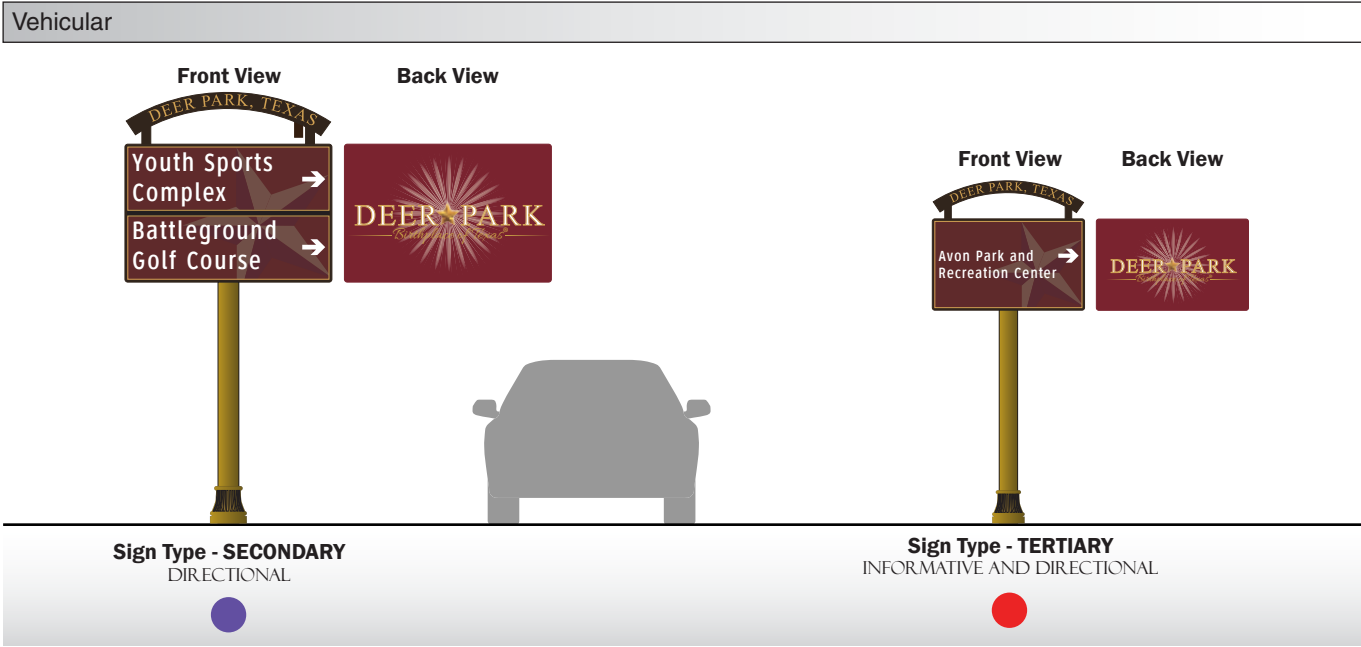
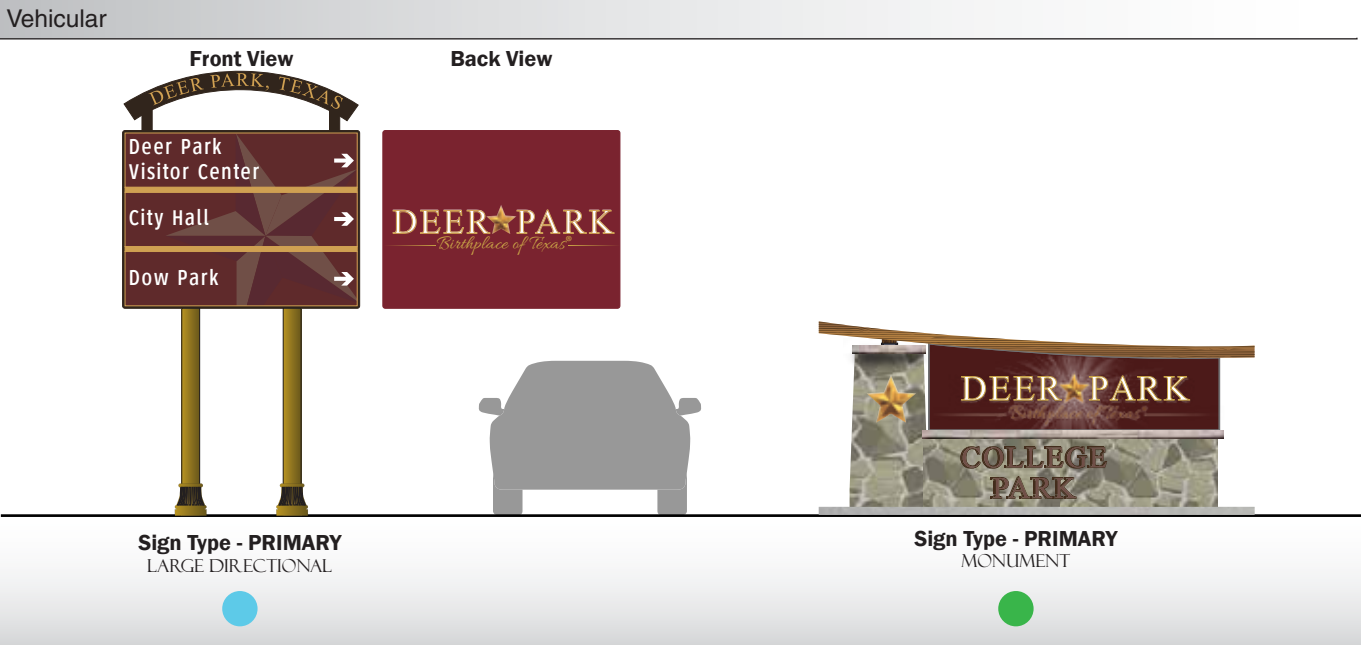
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1234567890

--ClearviewHwy 2-W--

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abcdefghijklmnopqrstuvwxyz  
1234567890

ARROW STANDARDS



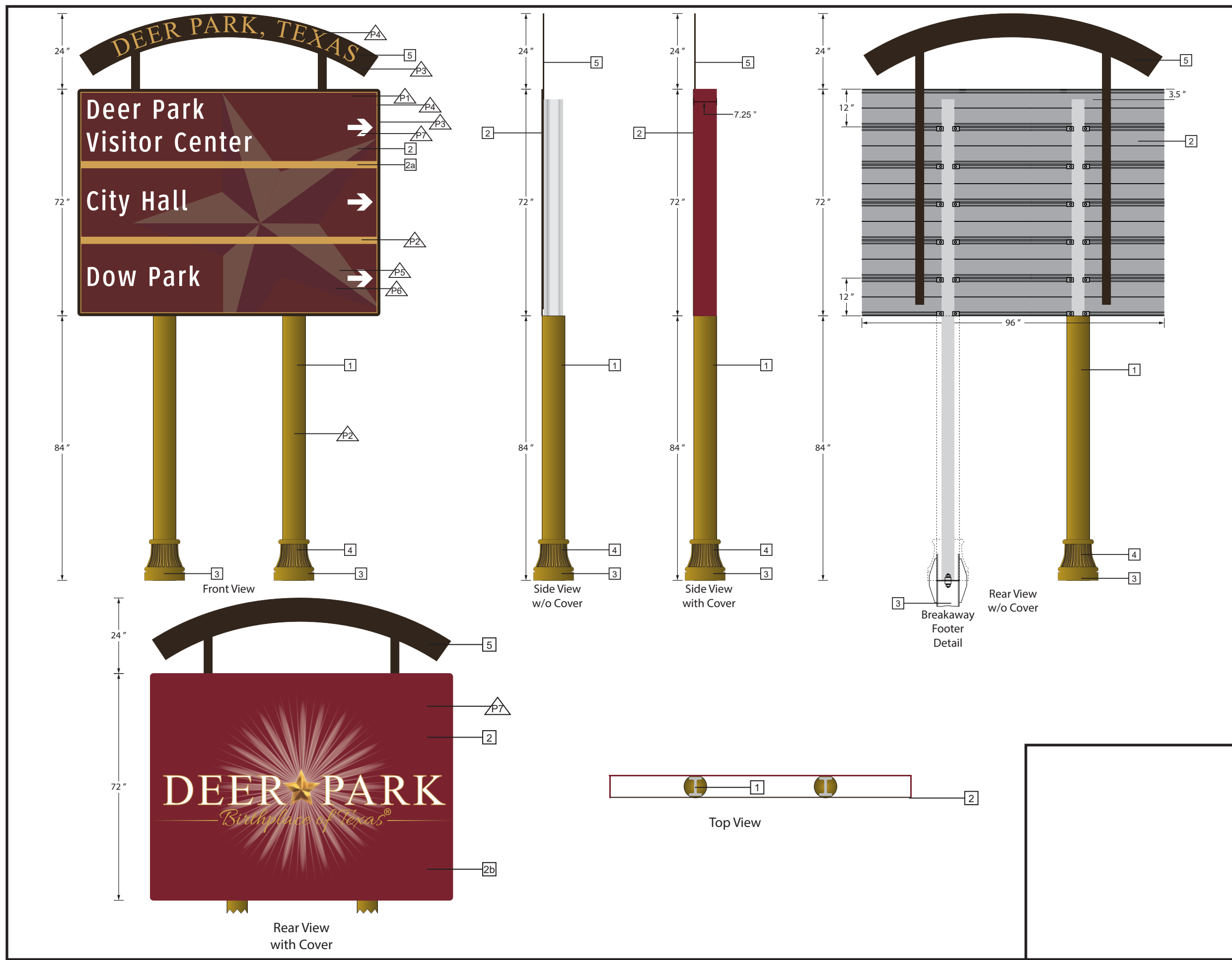



## DEER PARK WAYFINDING SIGNS CONCEPT SERIES

•The primary sign type concept has been created to evoke an historic feeling through the use of the decorative post. This post series utilizes an ornate base that serves to conceal the breakaway system and gives the sign base a connection to the right-of-way. The mounted arch on top of the Primary, Secondary and Tertiary concepts serves to display the City name or the City brand.

The sign face has been designed to allow for growth and/or replacement of the individual destination titles. Each maroon panel is individually mounted to the sign face backer panel and will reduce the cost of repair/replacement in the event of vandalism.

Park entrance will be mounted on a stone base with a wooden topper to give an elegant look. The star and “COLLEGE PARK” letters will be raised and three dimensional.





### Primary Vehicular Sign Detail (Page 1)

**1 Post:**

- Inner Support:  
-W6x15 - I beam
- Outer Decorative  
-7.25" .040 aluminum cylinder painted gold

**2 Sign Panel:**

Back: 6 pcs of 12" x 86" extruded aluminum  
Front: .040 aluminum overlay

**2a Divider:**

2" x (w) .040 aluminum destination divider

**2b Decorative Back Cover:**

Decorative back sign cover fabricated out of .040 powder coated aluminum. Logo to be printed on translucent vinyl overlay.

**3 Breakaway Footer:**


See breakaway detail (page 2)

**4 Decorative Sign Post Base:**

Dimensions: 12.75" x 13"  
Design: 2 pc. decorative sign base powder coated gold

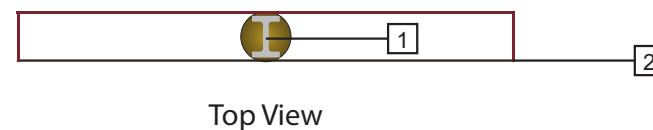
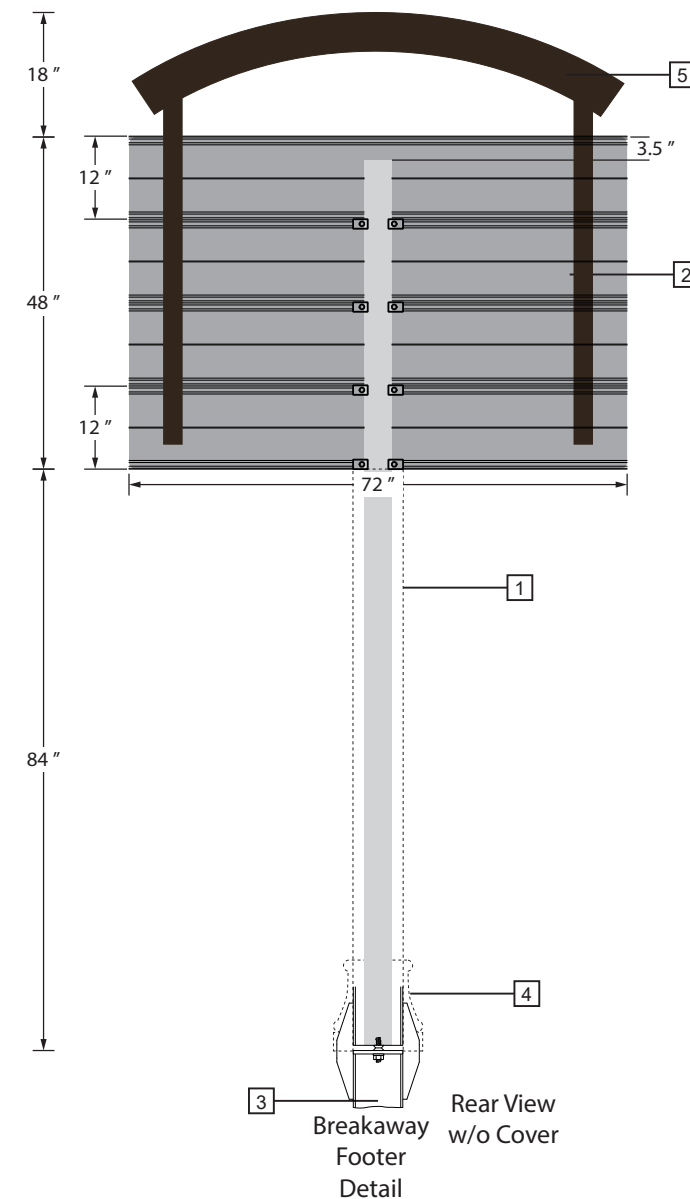
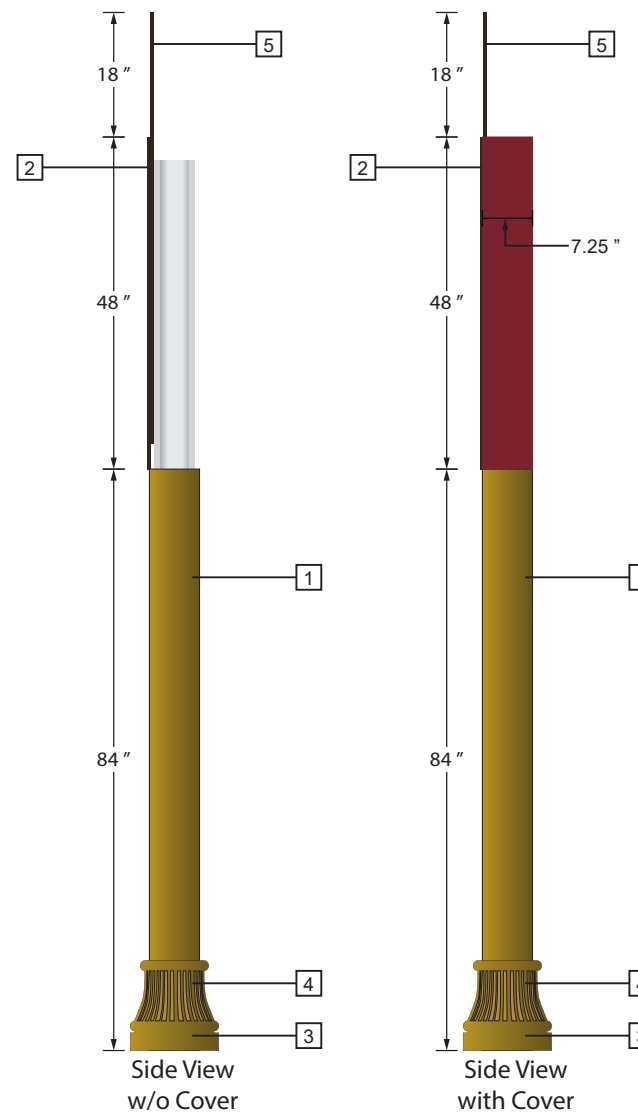
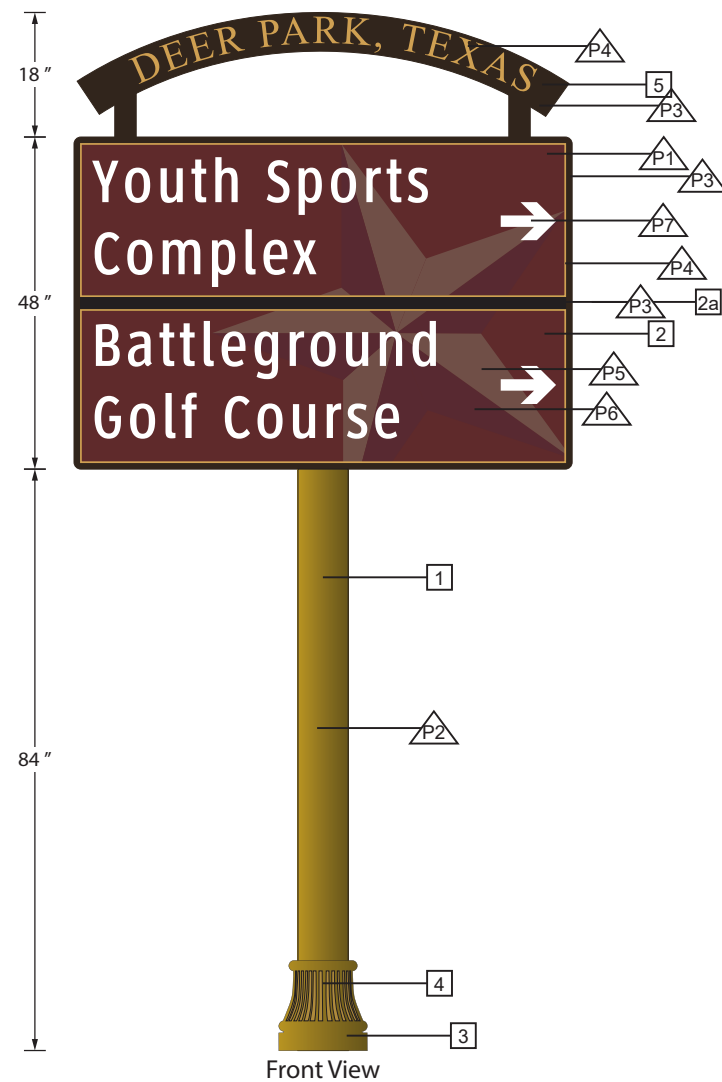
**5 Decorative Header Panel:**

Constructed of .25" x 3" aluminum powder coated black with gold paint. Fastened to wind beam using post clamp.



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6.1



## Secondary Vehicular Sign Detail (Page 1)

### 1 Post:

- Inner Support:  
-W6x15 - I beam
- Outer Decorative  
-7.25" .040 aluminum  
cylinder painted  
gold

### 2 Sign Panel:

- Back: 4 pcs of 12" x 86"  
extruded aluminum
- Front: .040 aluminum  
overlay

### 2a Divider:

- 2" x (w) .040 aluminum  
destination divider

### 2b Decorative Back Cover:

- Decorative back sign cover  
fabricated out of .040  
powder coated aluminum.  
Logo to be printed on  
translucent vinyl overlay.

### 3 Breakaway Footer:

- See breakaway detail  
(page 2)

### 4 Decorative Sign Post Base:

- Dimensions: 12.75" x 13"
- Design: 2 pc. decorative  
sign base powder coated  
gold

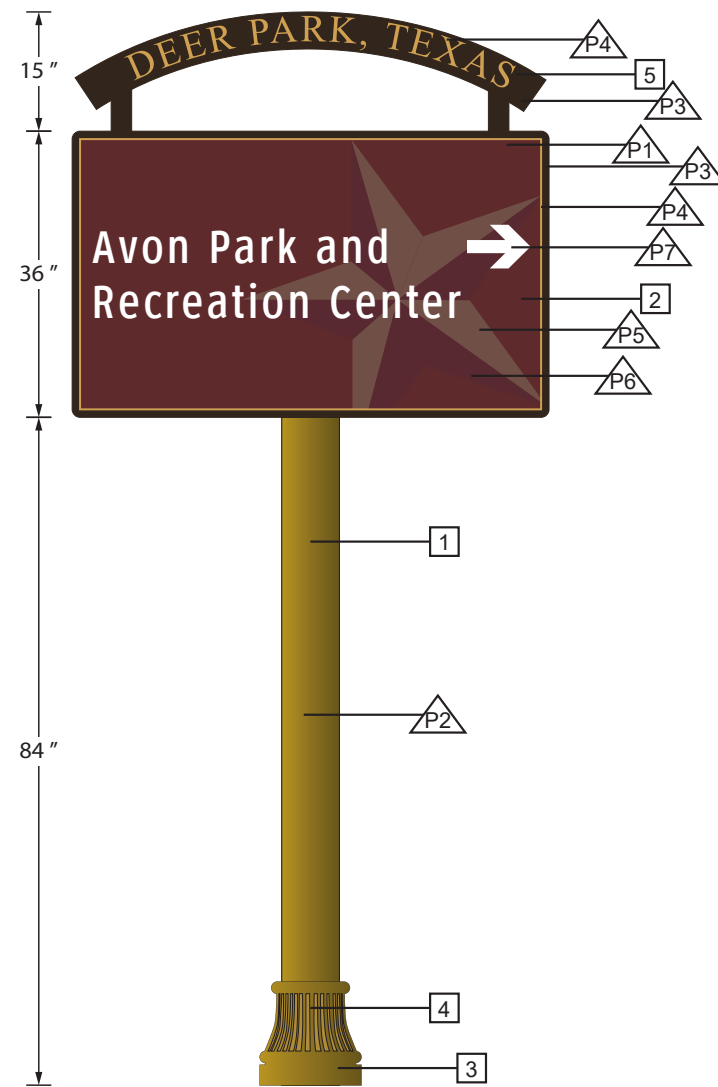
### 5 Decorative Header Panel:

- Constructed of .25" x 3"  
aluminum powder coated  
black with gold paint.  
Fastened to wind beam  
using post clamp.

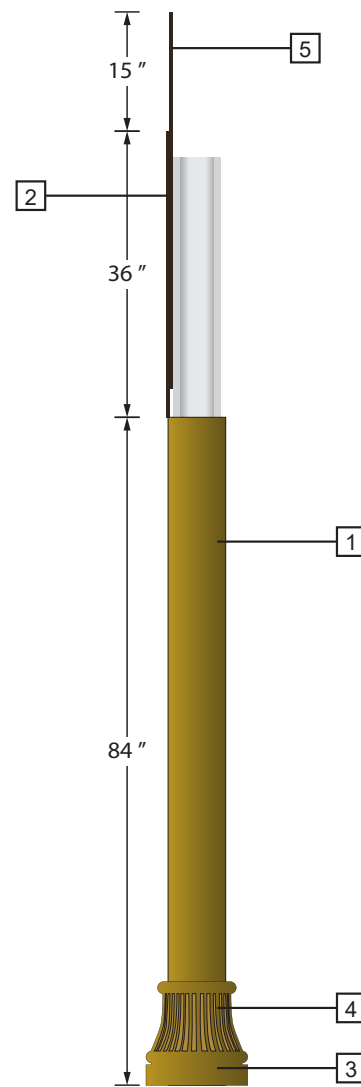


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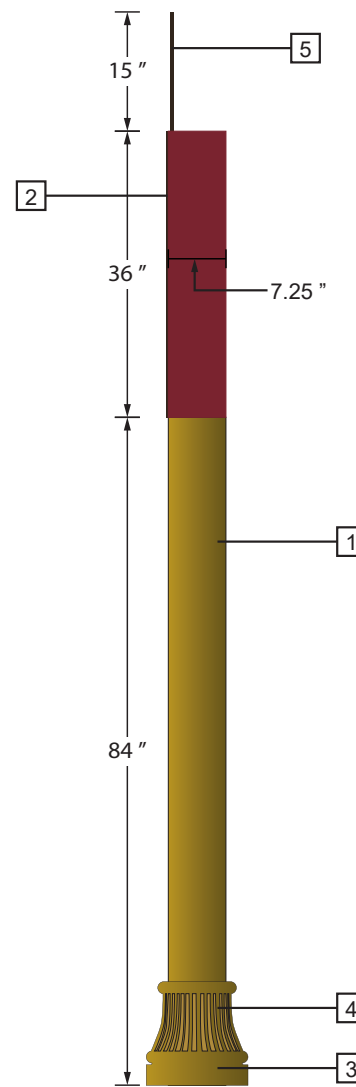
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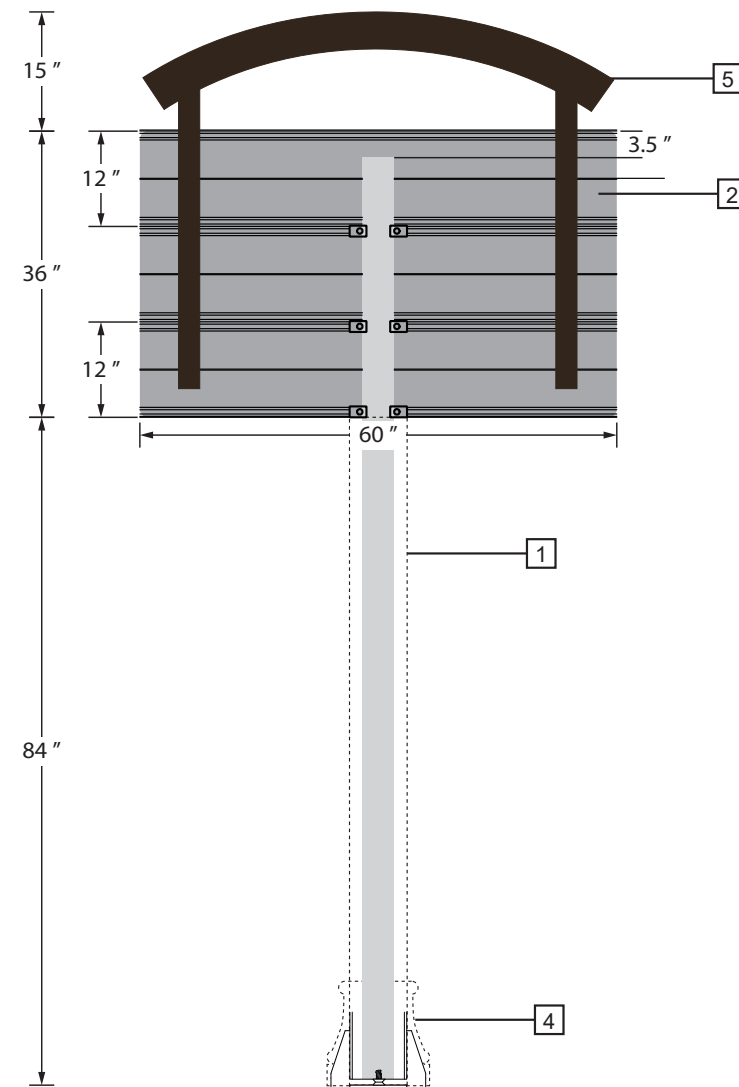
Front View



Side View  
w/o Cover



Side View  
with Cover



Breakaway  
Footer  
Detail

Rear View  
w/o Cover



Rear View  
with Cover



Top View



## Tertiary Vehicular Sign Detail (Page 1)

### 1 Post:

- Inner Support:  
-W6x15 - I beam
- Outer Decorative  
-7.25" .040 aluminum  
cylinder painted  
gold

### 2 Sign Panel:

- Back: 3 pcs of 12" x 86"  
extruded aluminum
- Front" .040 aluminum  
overlay

### 2a Divider:

- 2" x (w) .040 aluminum  
destination divider

### 2b Decorative Back Cover:

- Decorative back sign cover  
fabricated out of .040  
powder coated aluminum.  
Logo to be printed on  
translucent vinyl overlay.

### 3 Breakaway Footer:

- See breakaway detail  
(page 2)

### 4 Decorative Sign Post Base:

- Dimensions: 12.75" x 13"
- Design: 2 pc. decorative  
sign base powder coated  
gold

### 5 Decorative Header Panel:

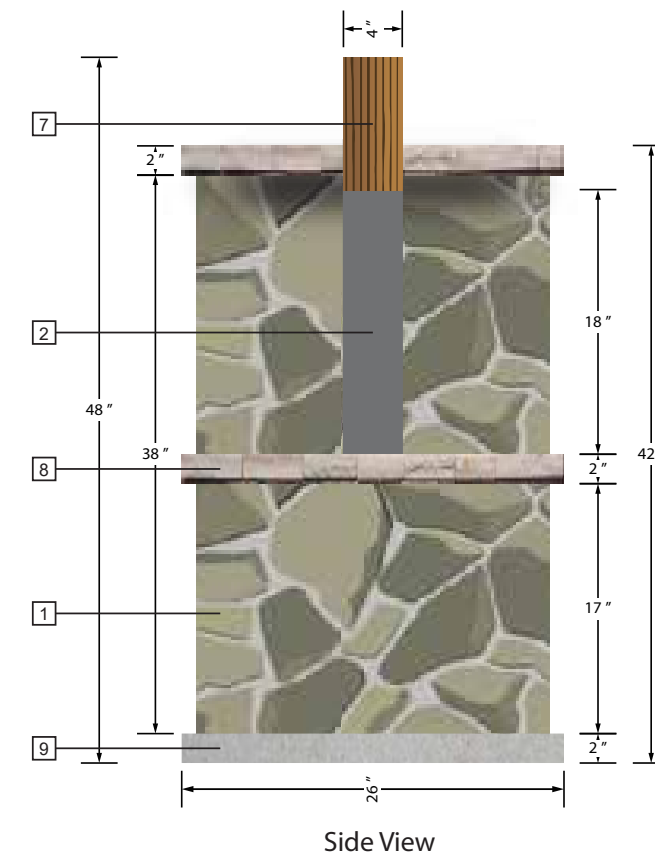
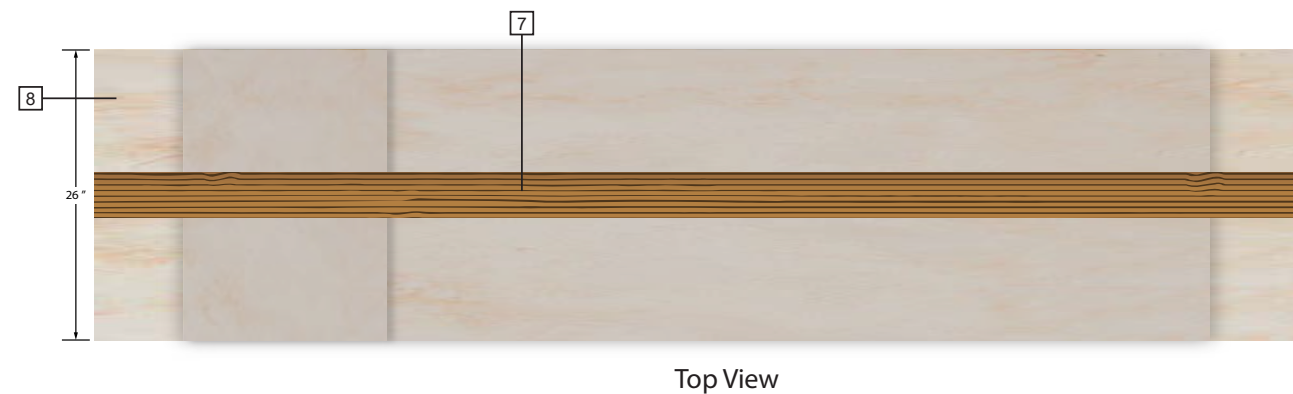
- Constructed of .25" x 3"  
aluminum powder coated  
black with gold paint.  
Fastened to wind beam  
using post clamp.



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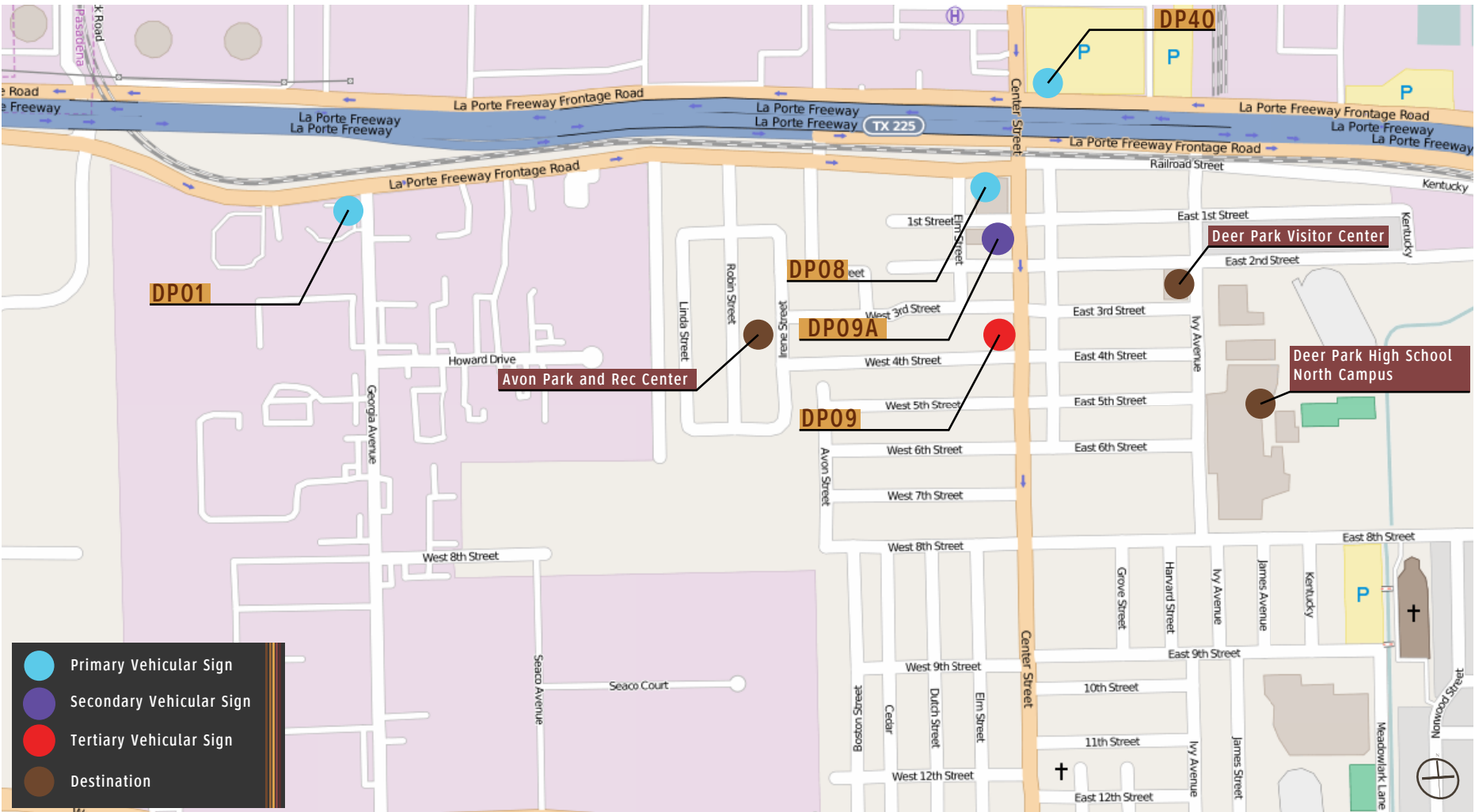
### Monument Sign Detail

- 1 Doubleface stone monument
- 2 6' x 18" x 4" painted aluminum sign cabinet
- 3 ¼" thick x 6" flat cut painted letters
- 4 8" Embossed star
- 5 Starburst logo to be silk screened onto sign cabinet
- 6 "Birthplace of Texas" to be painted on cabinet
- 7 3" (h) x 4" (w) x 9' aluminum top cap with wood grain faux finish
- 8 Limestone accent
- 9 Concrete

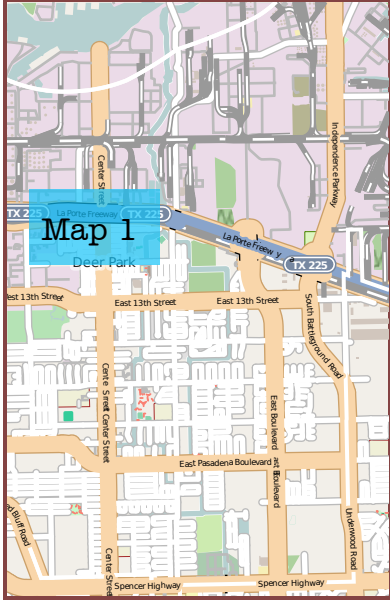


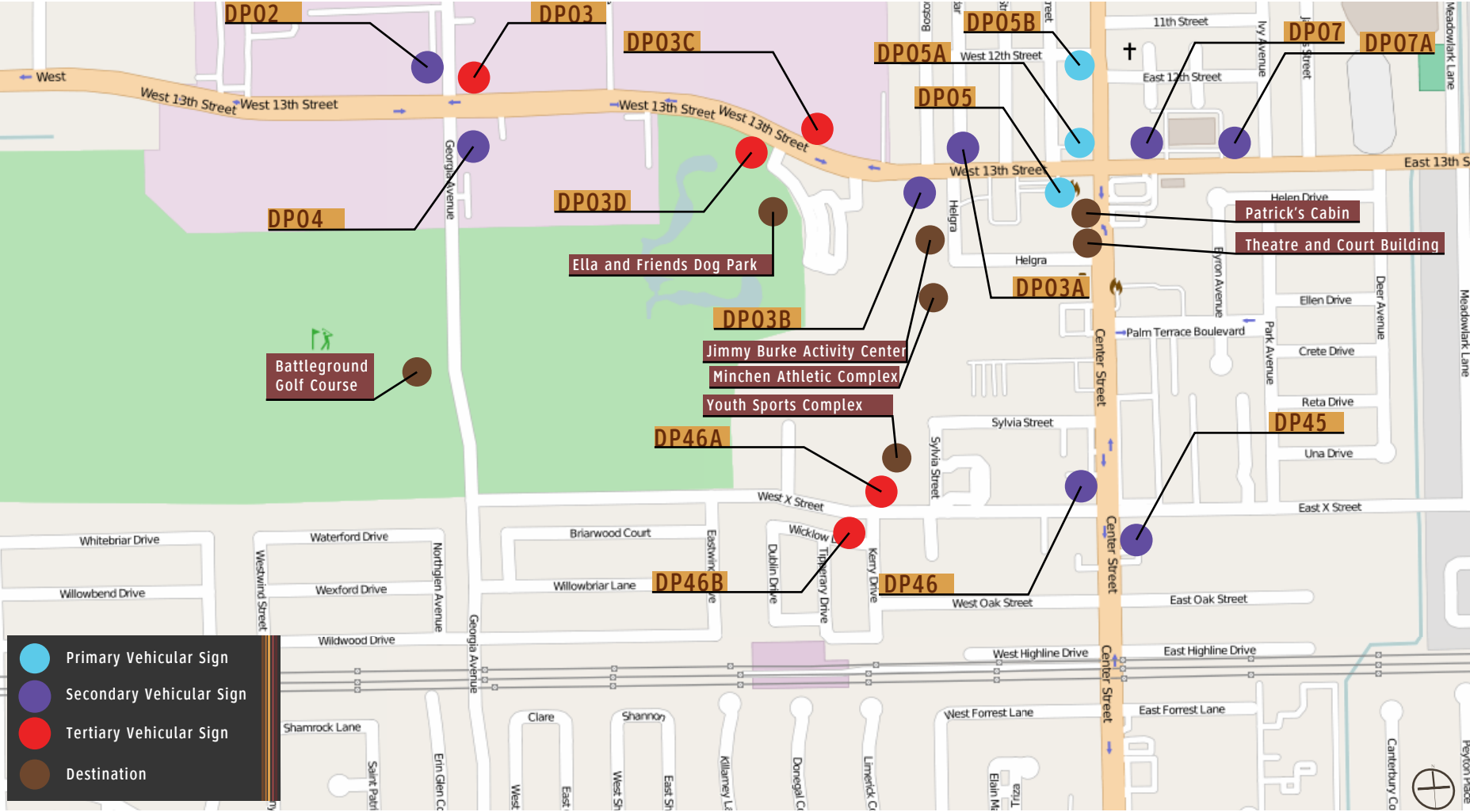
## NATIONAL SIGN PLAZAS

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| Sign # | Message Schedule                                                                                                     |
|--------|----------------------------------------------------------------------------------------------------------------------|
| DP01   | <div> <div>↑</div> <div>Dow Park<br/>Battleground Golf Course<br/>Minchen Athletic Complex</div> <div>→</div> </div> |
| DP40   | <div> <div>←</div> <div>Deer Park Visitor Center<br/>City Hall<br/>Dow Park</div> <div>←</div> </div>                |
| DP08   | <div> <div>→</div> <div>Deer Park Visitor Center<br/>City Hall<br/>Dow Park</div> <div>→</div> </div>                |
| DP09A  | <div> <div>←</div> <div>Deer Park Visitor Center<br/>Deer Park High School North Campus</div> <div>←</div> </div>    |
| DP09   | <div> <div>→</div> <div>Avon Park and Recreation Center</div> <div>→</div> </div>                                    |





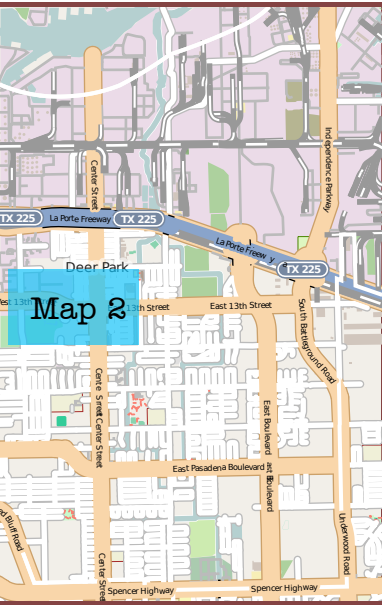
Primary Vehicular Sign

Secondary Vehicular Sign

Tertiary Vehicular Sign

Destination

| Sign # | Message Schedule                                                                     |
|--------|--------------------------------------------------------------------------------------|
| DP07   | Battleground Golf Course<br>Minchen Athletic Complex<br>Jimmy Burke Activity Center  |
| DP07A  | Patrick's Cabin<br>Theatre and Court Building<br>Maxwell Adult Center                |
| DP05   | Police Station<br>Theatre and Court Building<br>Youth Sports Complex                 |
| DP05A  | Minchen Athletic Complex<br>Battleground Golf Course<br>Jimmy Burke Activity Center  |
| DP05B  | Police Station<br>Patrick's Cabin<br>Wetlands Nature Preserve (future)               |
| DP03A  | Jimmy Burke Activity Center<br>Minchen Athletic Complex                              |
| DP03B  | Jimmy Burke Activity Center<br>Minchen Athletic Complex                              |
| DP03C  | Ella And Friends Dog Park                                                            |
| DP03D  | Ella And Friends Dog Park                                                            |
| DP02   | Battleground Golf Course<br>Minchen Athletic Complex<br>Ella and Friends Dog Park    |
| DP04   | Minchen Athletic Complex<br>Ella and Friends Dog Park<br>Jimmy Burke Activity Center |
| DP03   | Battleground Golf Course                                                             |
| DP45   | Youth Sports Complex<br>Battleground Golf Course                                     |
| DP46   | Youth Sports Complex<br>Battleground Golf Course                                     |



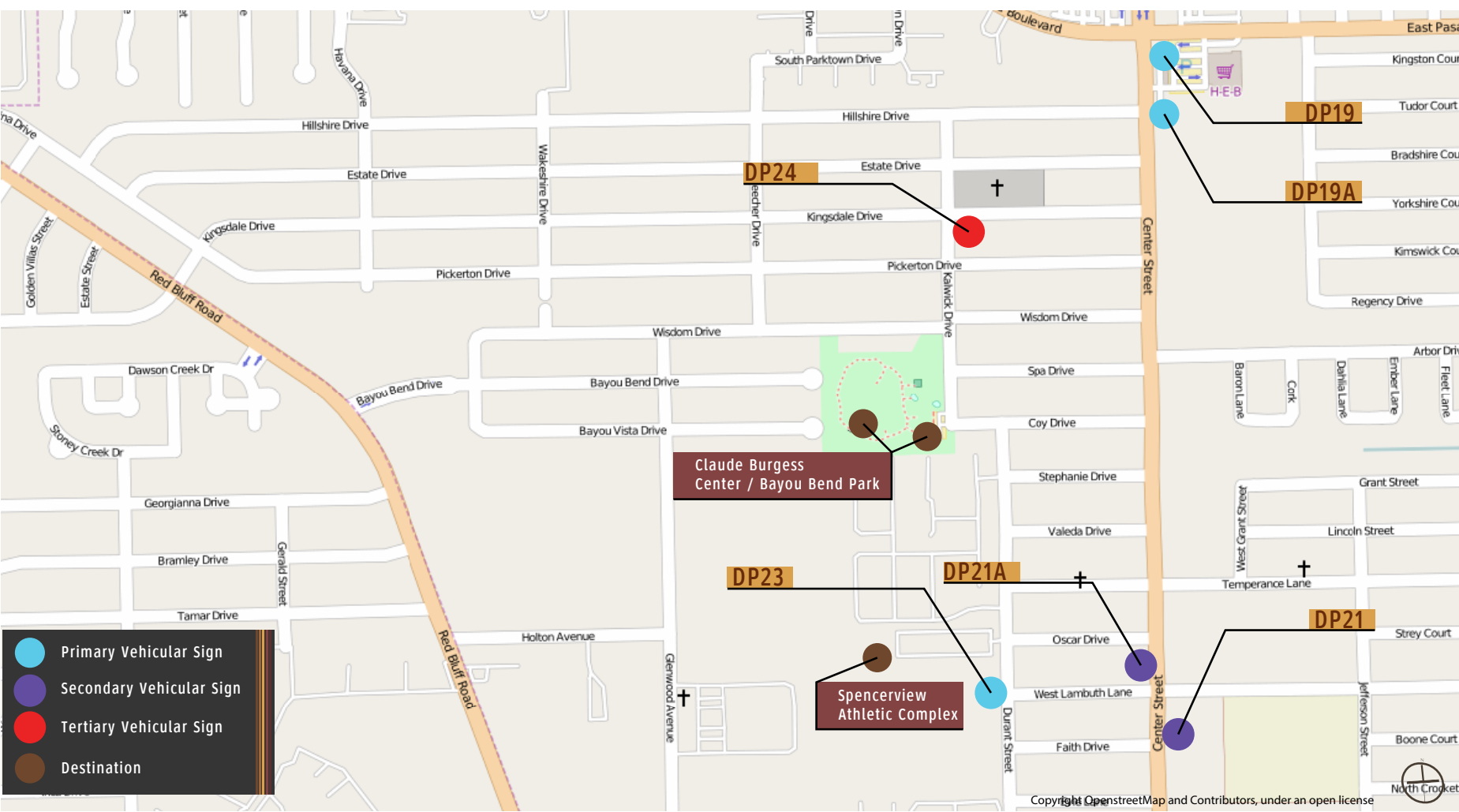
| Sign # | Message Schedule     |
|--------|----------------------|
| DP46A  | Youth Sports Complex |
| DP46A  | Youth Sports Complex |





| Sign # | Message Schedule                                                                    |
|--------|-------------------------------------------------------------------------------------|
| DP15A  | Welcome to Deer Park Birthplace of Texas                                            |
| DP15   | Deer Park HS South Campus<br>Dow Park/ Community Center<br>Battleground Golf Course |
| DP14   | Deer Park HS South Campus<br>Abshier Stadium                                        |
| DP10   | Dow Park<br>City Hall<br>Community Center                                           |
| DP10A  | Police Station                                                                      |
| DP10B  | Dow Park<br>City Hall<br>Community Center                                           |
| DP11   | Deer Park HS South Campus<br>City Hall                                              |
| DP11A  | Deer Park HS South Campus<br>Police Station<br>Library                              |
| DP16   | Spencerview Athletic Complex<br>Abshier Stadium<br>Dow Athletic Complex             |
| DP17   | City Hall<br>Dow Park<br>Deer Park Library                                          |
| DP17A  | Abshier Stadium                                                                     |
| DP18   | Spencerview Athletic Complex<br>Claude Burgess Center<br>Adult Softball Complex     |
| DP18A  | Welcome to Deer Park Birthplace of Texas                                            |

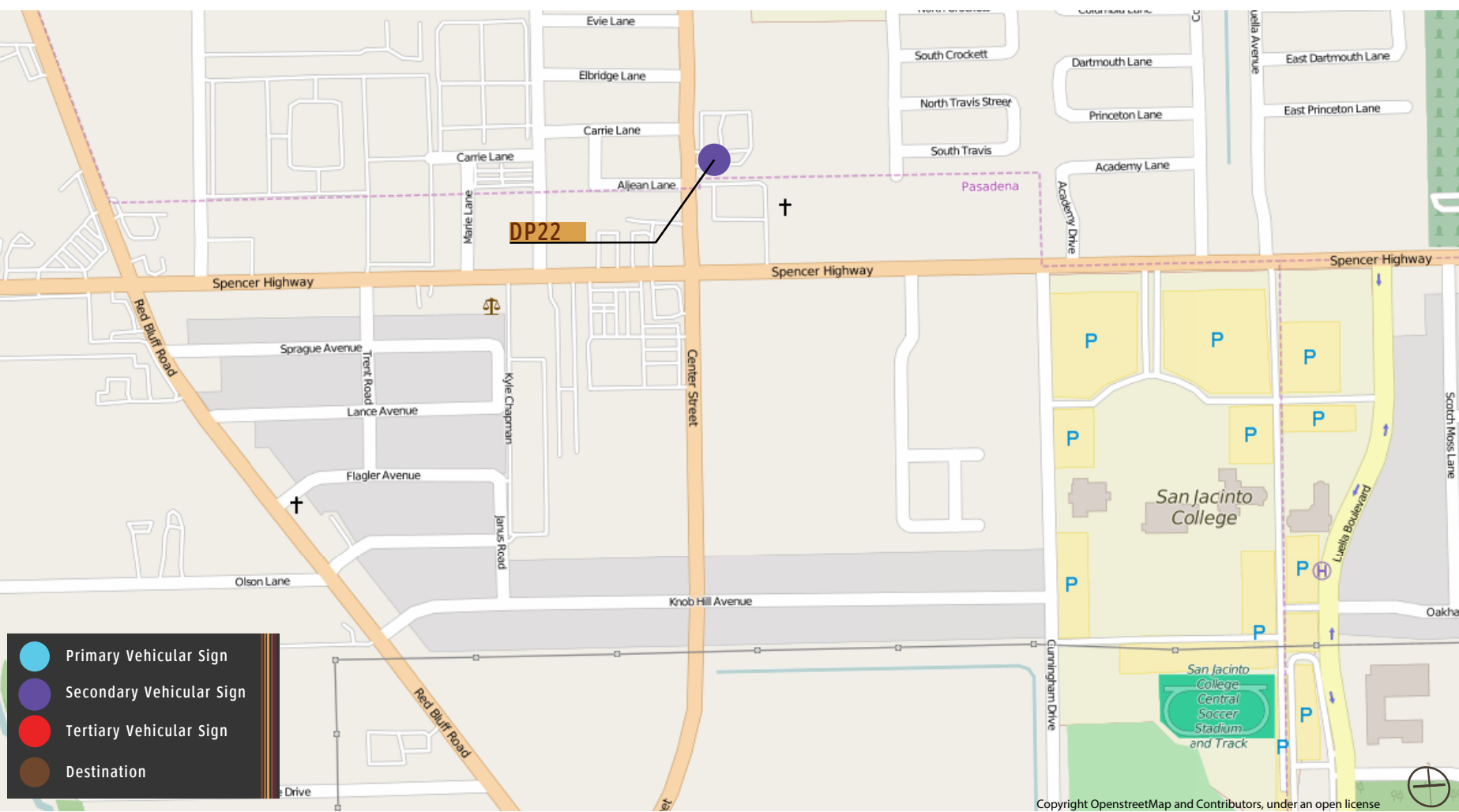




| Sign # | Message Schedule                                                                                                           |
|--------|----------------------------------------------------------------------------------------------------------------------------|
| DP19   | City Hall<br>Dow Park<br>Adult Softball Complex →                                                                          |
| DP19A  | Deer Park Library<br>Community Center<br>Minchen Athletic Complex                                                          |
| DP21A  | Spencerview Athletic Complex →<br>Claude Burgess Recreation Center →<br>Kingsdale Recreation Center →                      |
| DP21   | ← Spencerview Athletic Complex<br>← Claude Burgess Recreation Center<br>← Kingsdale Recreation Center                      |
| DP23   | Spencerview Athletic Complex →<br>Claude Burgess Recreation Center →<br>Bayou Bend Park →<br>Kingsdale Recreation Center → |
| DP24   | ← Kingsdale Recreation Center                                                                                              |







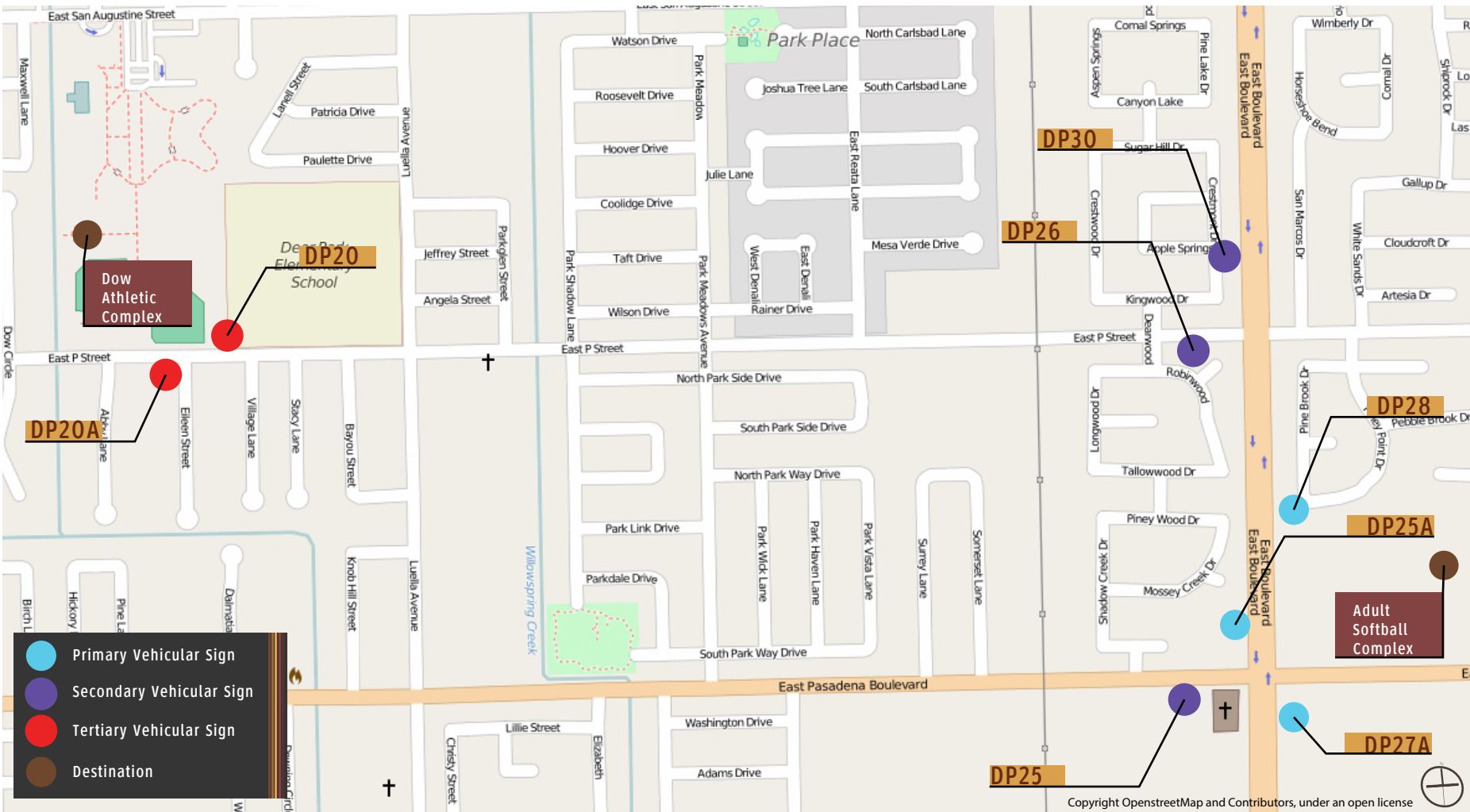
| Sign # | Message Schedule                            |
|--------|---------------------------------------------|
| DP22   | Welcome to Deer Park<br>Birthplace of Texas |



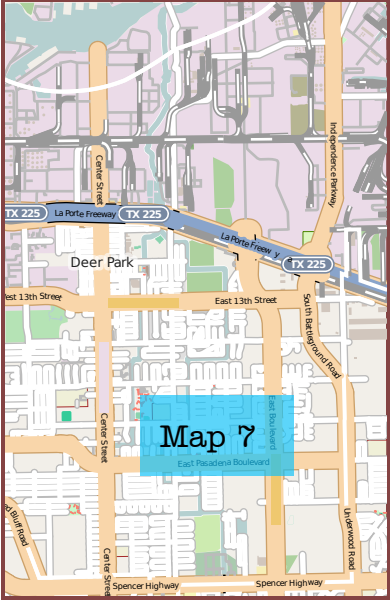


| Sign # | Message Schedule                                            |
|--------|-------------------------------------------------------------|
| DP27   | Adult Softball Complex<br>Wetlands Nature Preserve (future) |
| DP27B  | Adult Softball Complex<br>Wetlands Nature Preserve (future) |





| Sign # | Message Schedule                                                                            |
|--------|---------------------------------------------------------------------------------------------|
| DP30   | Adult Softball Complex<br>Dow Athletic Complex<br>Library                                   |
| DP26   | Adult Softball Complex<br>Wetlands Nature Preserve (future)<br>San Jacinto Monument         |
| DP25A  | Adult Softball Complex<br>Spencerview Athletic Complex                                      |
| DP25   | Adult Softball Complex<br>Wetlands Nature Preserve (future)<br>San Jacinto Monument         |
| DP27A  | Wetlands Nature Preserve (future)<br>Spencerview Athletic Complex<br>Adult Softball Complex |
| DP28   | Wetlands Nature Preserve (future)<br>San Jacinto Monument<br>Battleship Texas               |
| DP20   | Dow Athletic Complex                                                                        |
| DP20   | Dow Athletic Complex                                                                        |



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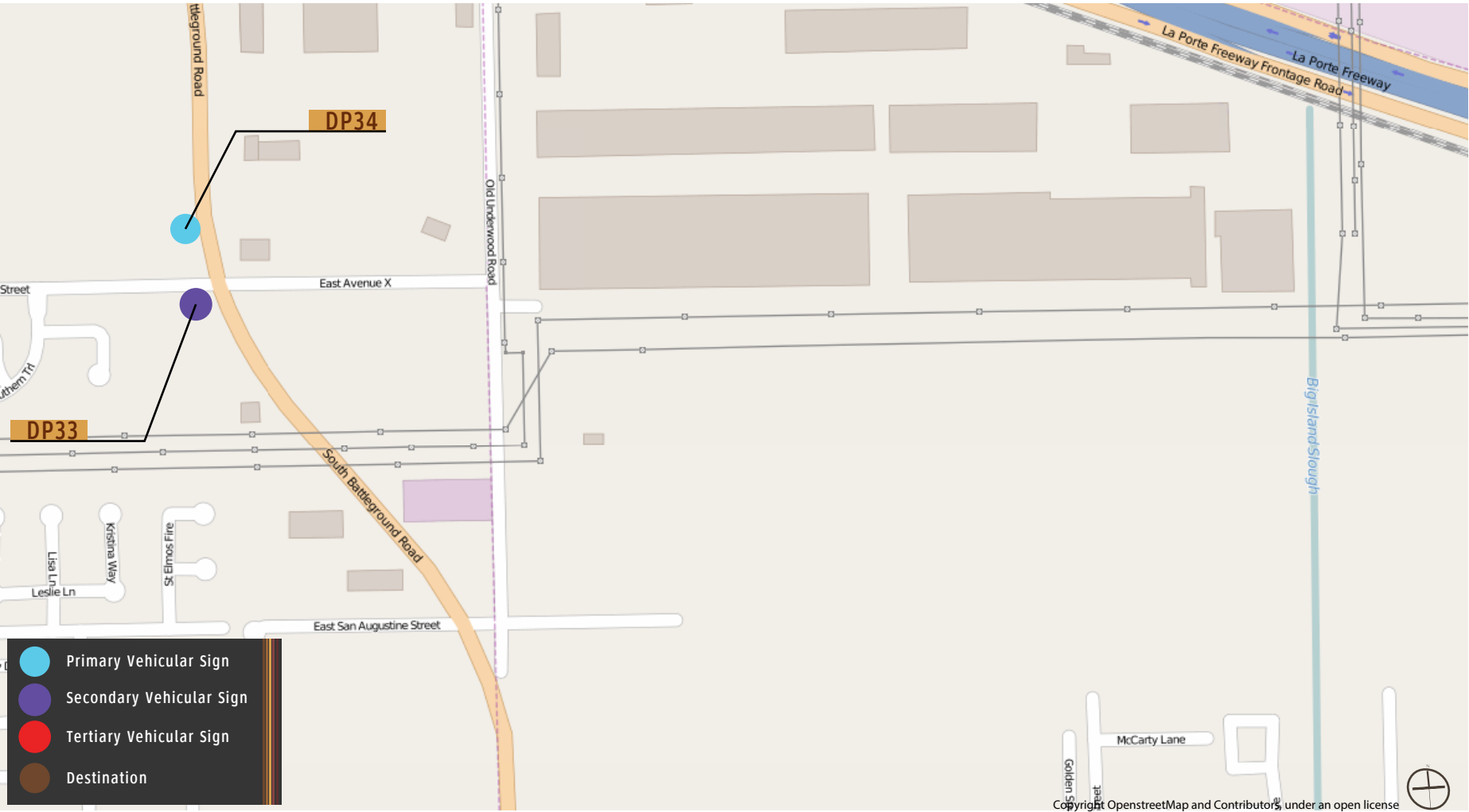




| Sign # | Message Schedule                                                                     |
|--------|--------------------------------------------------------------------------------------|
| DP36   | ↑ San Jacinto Monument<br>↑ Battleship Texas<br>Wetlands Nature Preserve (future) →  |
| DP37   | ← Dow Park<br>← City Hall<br>← Wetlands Nature Preserve (future)                     |
| DP35A  | ← San Jacinto Monument<br>← Battleship Texas                                         |
| DP38   | Wetlands Nature Preserve (future) →<br>Park (Future) →<br>Battleground Golf Course → |
| DP38A  | ↑ Dow Park<br>↑ City Hall<br>↑ Dow Athletic Complex                                  |
| DP41   | ↑ Dow Park<br>↑ City Hall<br>↑ Wetlands Nature Preserve (future)                     |
| DP39   | ↑ City Hall<br>↑ Dow Park<br>← Wetlands Nature Preserve (future)                     |
| DP35   | ↑ Wetlands Nature Preserve (future)<br>San Jacinto Monument →<br>Battleship Texas →  |

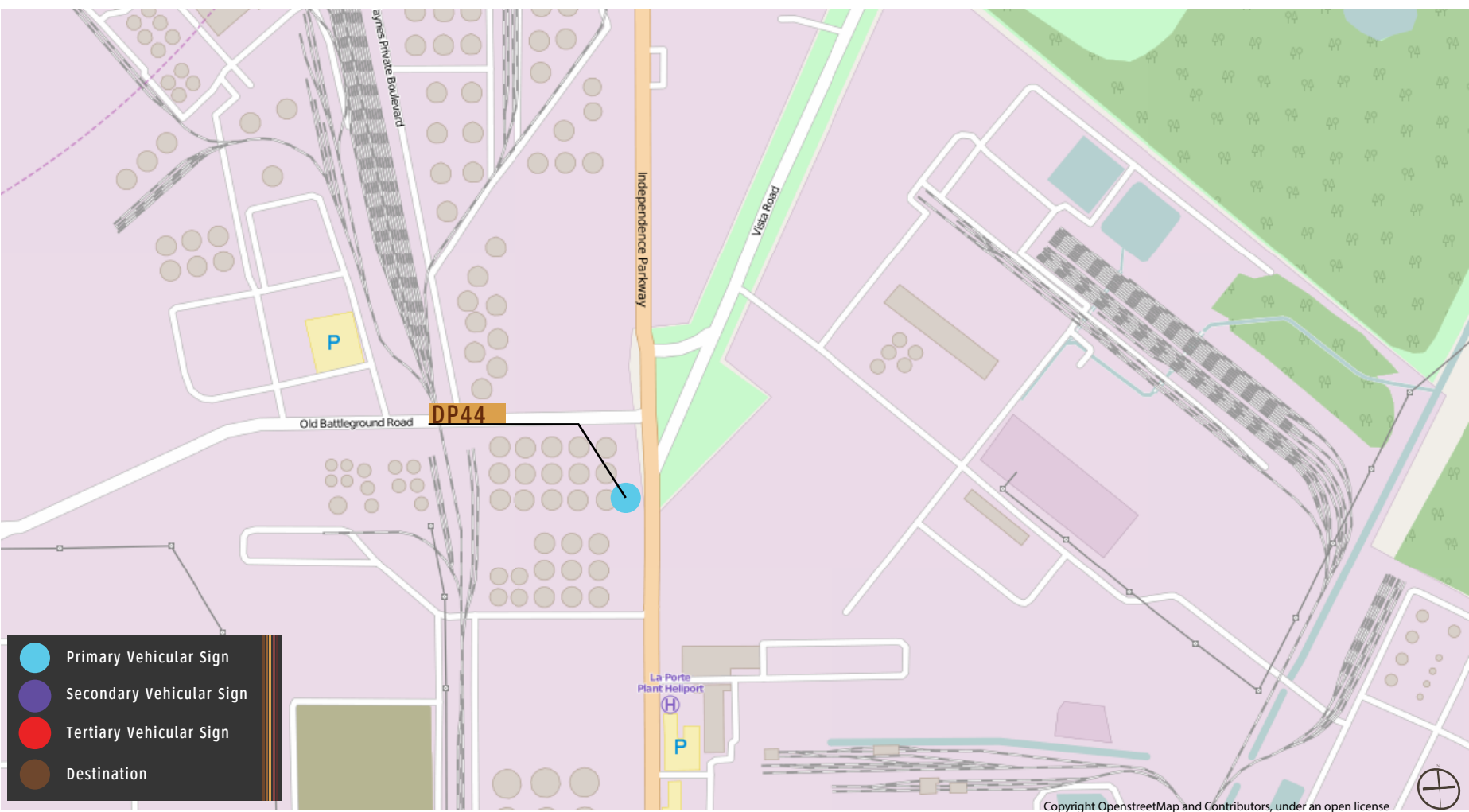






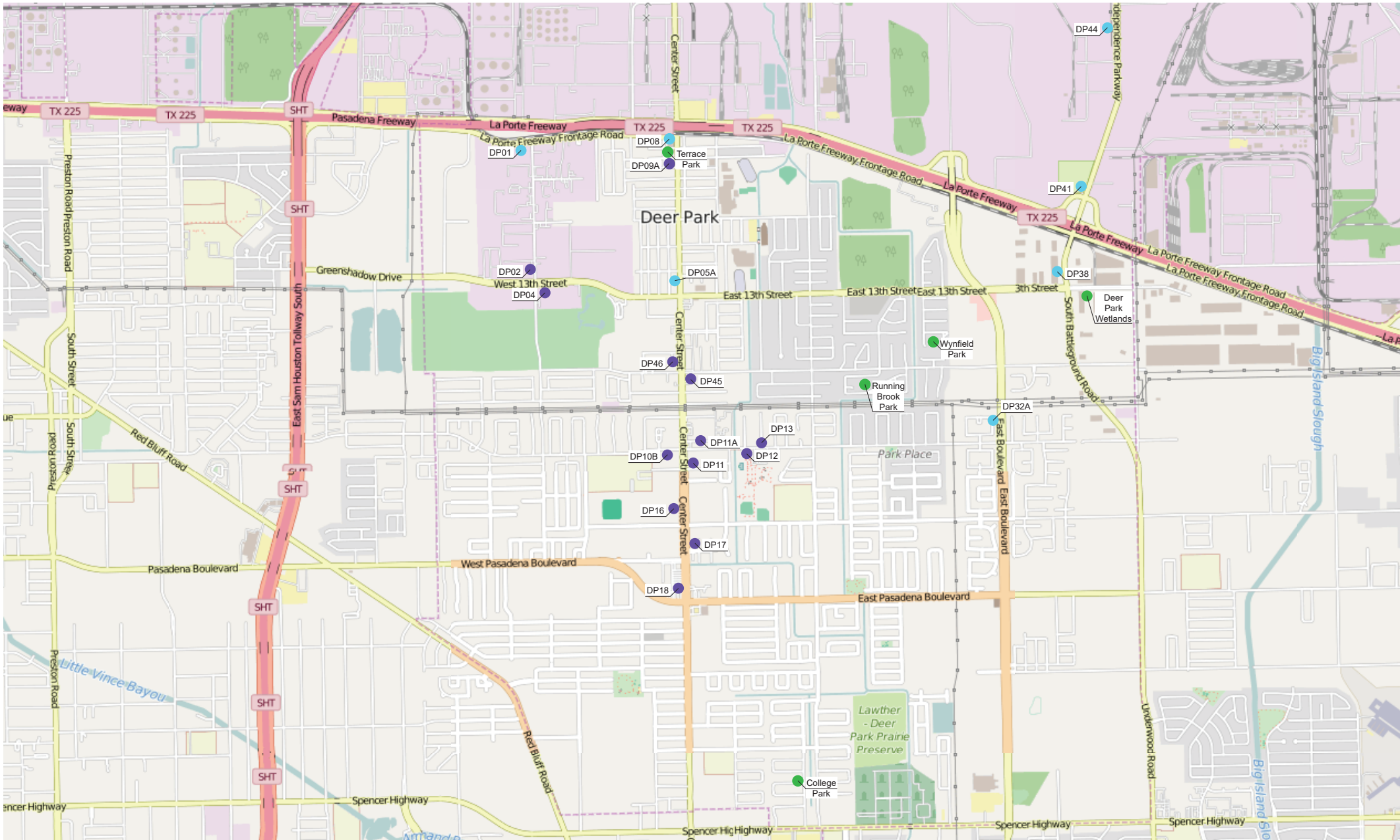
| Sign # | Message Schedule                                |
|--------|-------------------------------------------------|
| DP34   | Dow Park<br>Adult Softball Complex<br>City Hall |
| DP33   | San Jacinto Monument<br>Battleship Texas        |



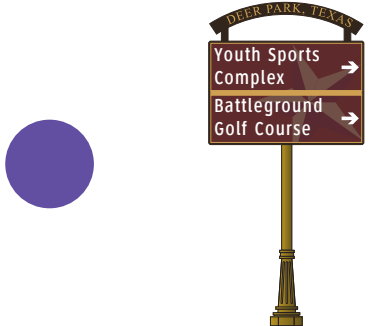
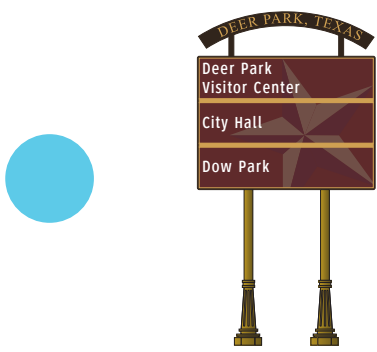


| Sign # | Message Schedule                               |
|--------|------------------------------------------------|
| DP44   | Deer Park<br>City Hall<br>Dow Athletic Complex |

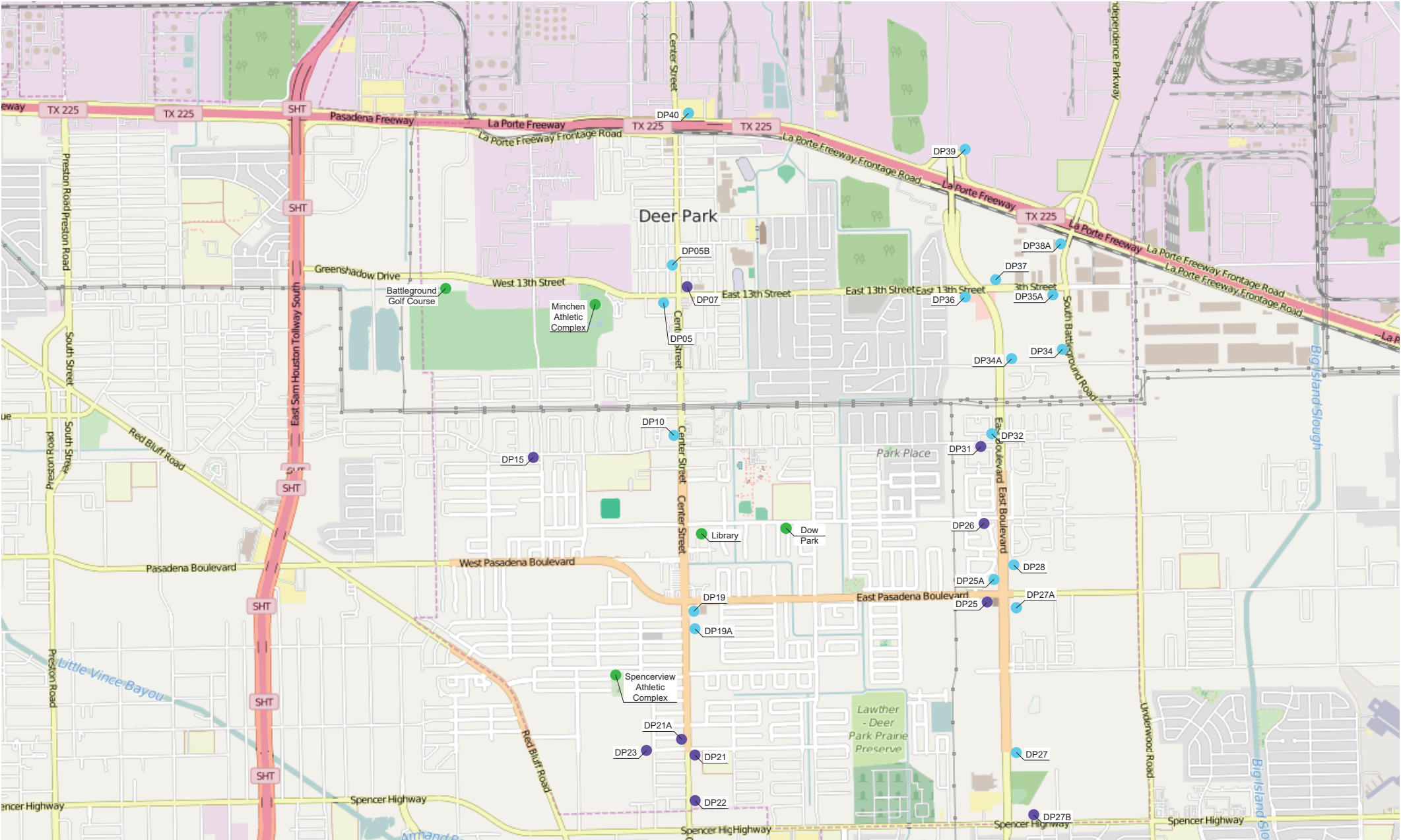




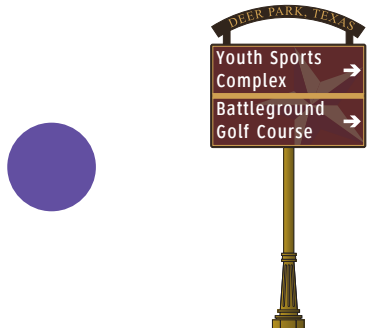
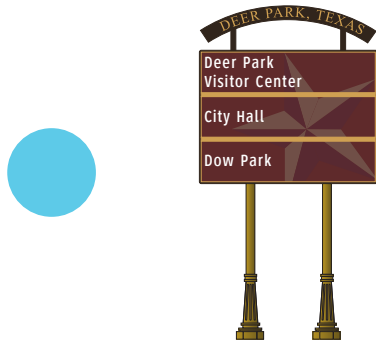
# Phase 1 Locations







Phase 2 Locations



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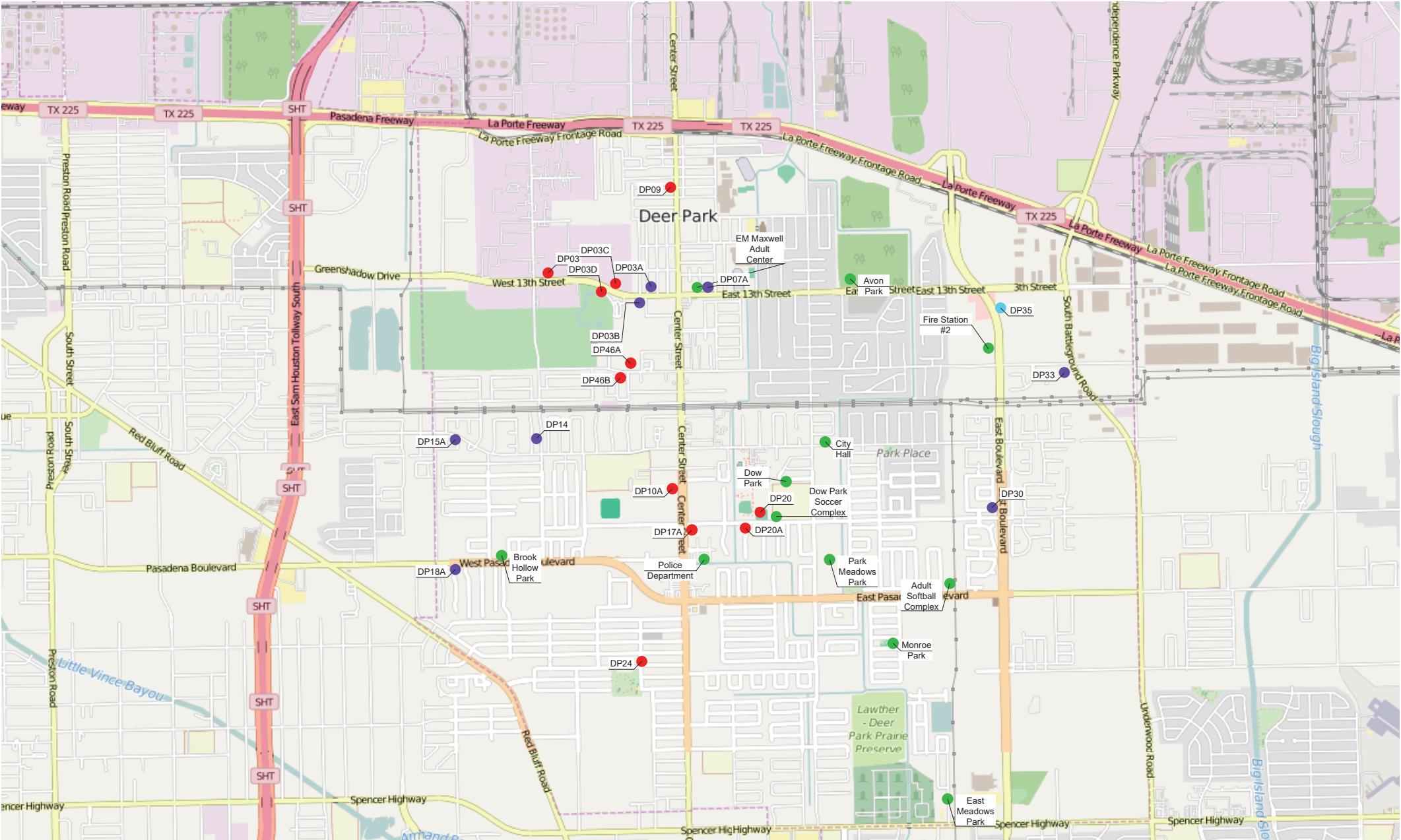
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**Phase Two  
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Phase 3 Locations



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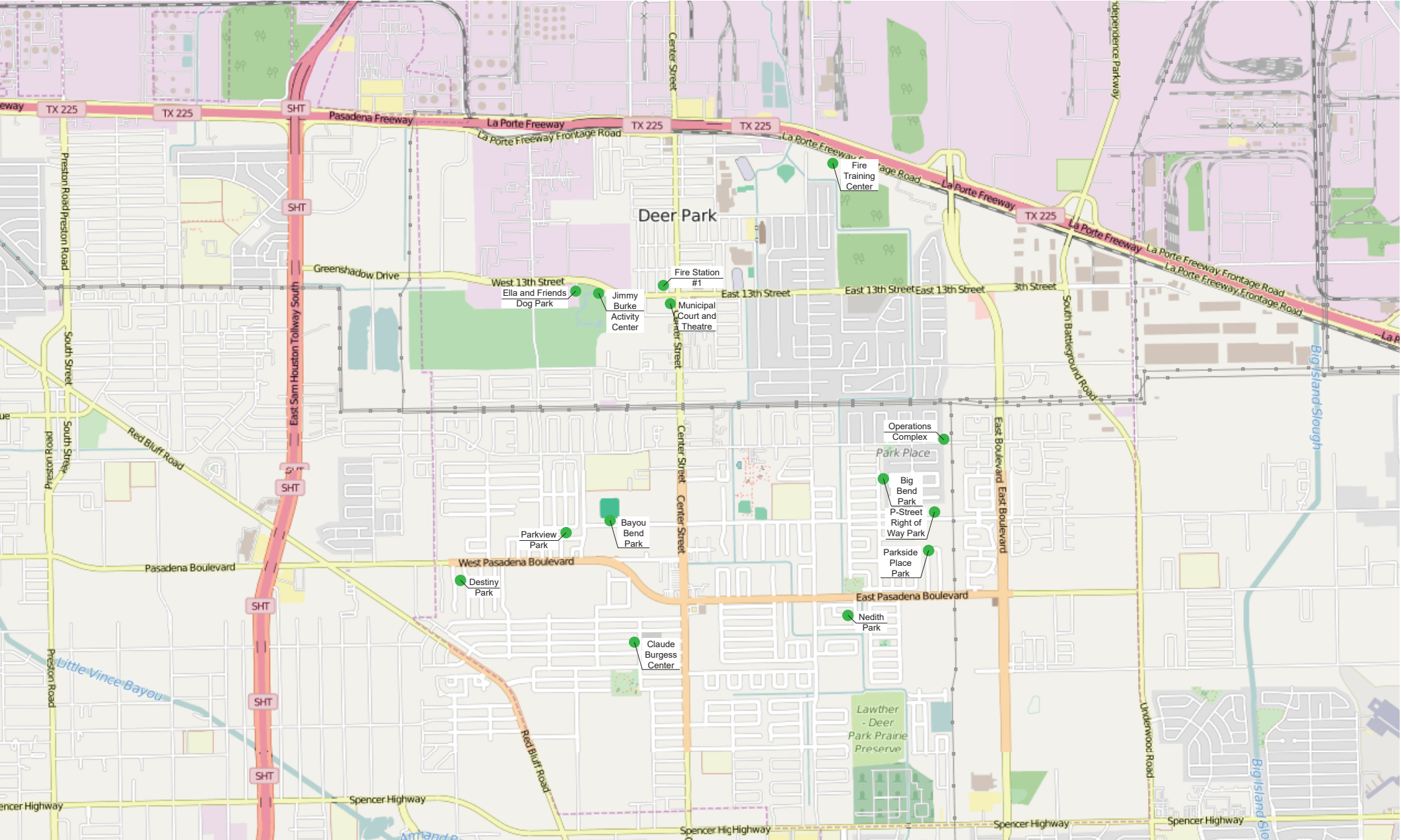


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Phase Three  
Locations

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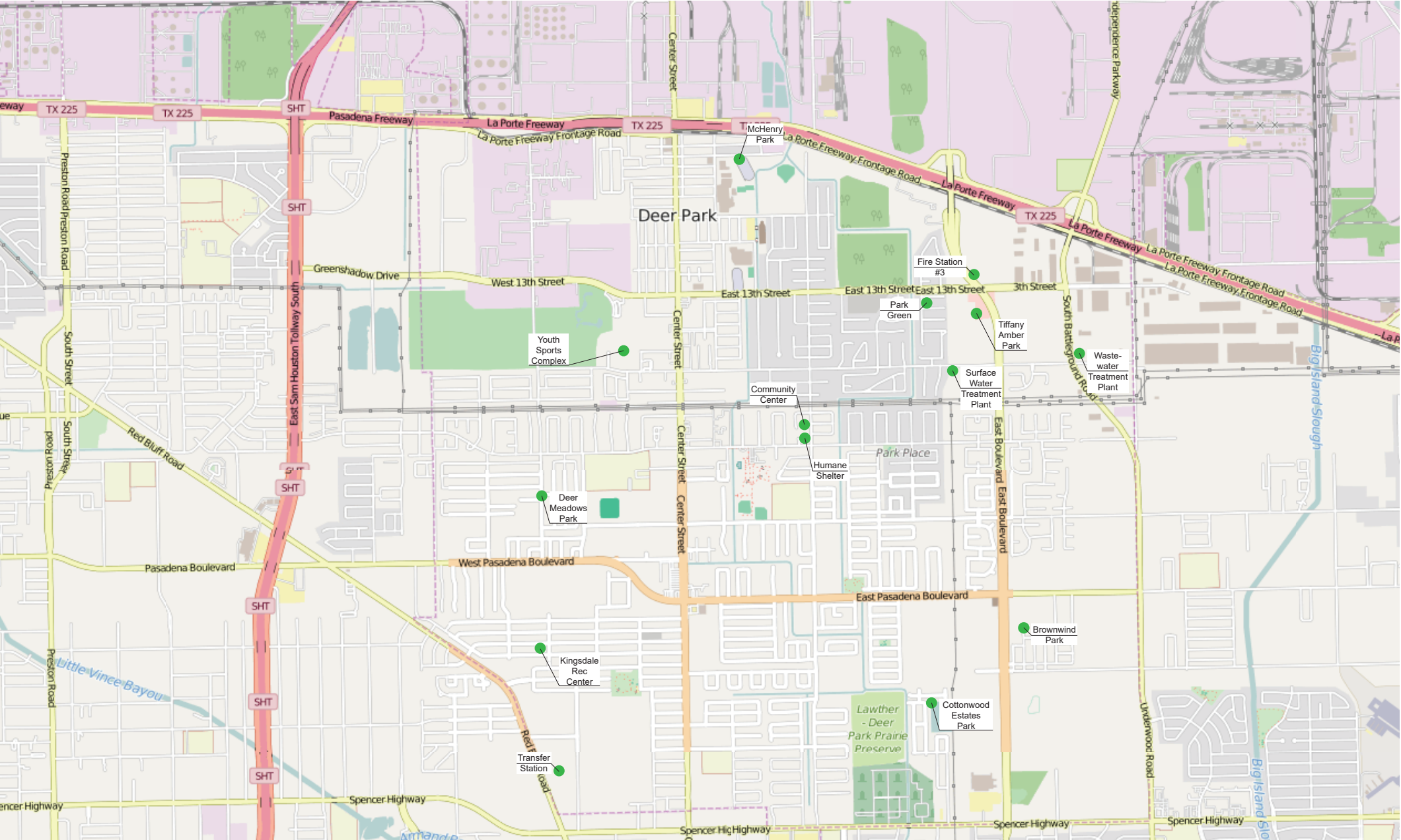
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**Phase Five  
Locations**

| Sign # | Phase 1 | Phase 2 | Phase 3 | Phase 4 | Phase 5 |  | Sign # | Phase 1 | Phase 2 | Phase 3 | Phase 4 | Phase 5 |
|--------|---------|---------|---------|---------|---------|--|--------|---------|---------|---------|---------|---------|
| DP01   | ●       |         |         |         |         |  | DP20A  |         |         | ●       |         |         |
| DP02   | ●       |         |         |         |         |  | DP21   |         | ●       |         |         |         |
| DP03   |         |         | ●       |         |         |  | DP21A  |         | ●       |         |         |         |
| DP03A  |         |         | ●       |         |         |  | DP22   |         | ●       |         |         |         |
| DP03B  |         |         | ●       |         |         |  | DP23   |         | ●       |         |         |         |
| DP03C  |         |         | ●       |         |         |  | DP24   |         |         | ●       |         |         |
| DP03D  |         |         | ●       |         |         |  | DP25   |         | ●       |         |         |         |
| DP04   | ●       |         |         |         |         |  | DP25A  |         | ●       |         |         |         |
| DP05   | ●       | ●       |         |         |         |  | DP26   |         | ●       |         |         |         |
| DP05A  | ●       |         |         |         |         |  | DP27   |         | ●       |         |         |         |
| DP05B  |         | ●       |         |         |         |  | DP27A  |         | ●       |         |         |         |
| DP07   |         | ●       |         |         |         |  | DP27B  |         | ●       |         |         |         |
| DP07A  |         |         | ●       |         |         |  | DP28   |         | ●       |         |         |         |
| DP08   | ●       |         |         |         |         |  | DP30   |         |         | ●       |         |         |
| DP09   |         |         | ●       |         |         |  | DP31   |         | ●       |         |         |         |
| DP09A  |         | ●       |         |         |         |  | DP32   |         | ●       |         |         |         |
| DP10   |         | ●       |         |         |         |  | DP32A  | ●       |         |         |         |         |
| DP10A  |         |         | ●       |         |         |  | DP33   |         |         | ●       |         |         |
| DP10B  | ●       |         |         |         |         |  | DP34   |         | ●       |         |         |         |
| DP11   | ●       |         |         |         |         |  | DP34A  |         | ●       |         |         |         |
| DP11A  | ●       |         |         |         |         |  | DP35   |         |         | ●       |         |         |
| DP12   | ●       |         |         |         |         |  | DP35A  |         | ●       |         |         |         |
| DP13   | ●       |         |         |         |         |  | DP36   |         | ●       |         |         |         |
| DP14   | ●       |         | ●       |         |         |  | DP37   |         | ●       |         |         |         |
| DP15   |         | ●       |         |         |         |  | DP38   | ●       |         |         |         |         |
| DP15A  |         |         | ●       |         |         |  | DP38A  |         | ●       |         |         |         |
| DP16   | ●       |         |         |         |         |  | DP39   |         | ●       |         |         |         |
| DP17   | ●       |         |         |         |         |  | DP40   |         | ●       |         |         |         |
| DP17A  |         |         | ●       |         |         |  | DP41   | ●       |         |         |         |         |
| DP18   | ●       |         |         |         |         |  | DP44   | ●       |         |         |         |         |
| DP18A  |         |         | ●       |         |         |  | DP45   | ●       |         |         |         |         |
| DP19   |         | ●       |         |         |         |  | DP46   | ●       |         |         |         |         |
| DP19A  |         | ●       |         |         |         |  | DP46A  |         |         | ●       |         |         |
| DP20   |         |         | ●       |         |         |  | DP46B  |         |         | ●       |         |         |



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• City of Deer Park, TX  
• Civic Wayfinding System - Master Plan Documents  
• Created/Submitted by: National Sign Plazas, Inc.  
• Submitted on: October 30, 2015  
• Received by:

Sheet Title:  
**Phasing  
Schedule**

10.17



| Monument                   | Phase 1 | Phase 2 | Phase 3 | Phase 4 | Phase 5 |  | Monument                      | Phase 1 | Phase 2 | Phase 3 | Phase 4 | Phase 5 |
|----------------------------|---------|---------|---------|---------|---------|--|-------------------------------|---------|---------|---------|---------|---------|
| Terrace Park               | ●       |         |         |         |         |  | Brookhollow Park              |         |         | ●       |         |         |
| Wynfield Park              | ●       |         |         |         |         |  | Spencerview Athletic Complex  |         | ●       |         |         |         |
| College Park               | ●       |         |         |         |         |  | Surface Water Treatment Plant |         |         |         |         | ●       |
| Avon Park                  |         |         | ●       |         | ●       |  | Battleground Golf Course      |         | ●       |         |         |         |
| Park Green                 |         |         |         | ●       |         |  | Ella and Friends Dog Park     |         |         |         | ●       |         |
| Parkview Park              |         |         |         | ●       |         |  | Minchen Athletic Complex      |         | ●       |         |         |         |
| Tiffany Amber Park         |         |         |         |         | ●       |  | Jimmy Burke Activity Center   |         |         |         | ●       |         |
| Running Brook Park         | ●       |         |         |         |         |  | Fire Station #1               |         |         |         | ●       |         |
| Deer Meadows Park          |         |         |         |         | ●       |  | Fire Station #2               |         |         | ●       |         |         |
| Bayou Bend Park            |         |         |         | ●       |         |  | Fire Station #3               |         |         |         |         | ●       |
| P-Street Right of Way Park |         |         |         | ●       |         |  | EM Maxwell Adult Center       |         |         | ●       |         |         |
| Destiny Park               |         |         | ●       | ●       |         |  | Wastewater Treatment Plant    |         |         |         |         | ●       |
| Dow Park                   |         | ●       | ●       | ●       |         |  | Municipal Court and Theatre   |         |         |         | ●       |         |
| Big Bend Park              |         |         |         | ●       |         |  | Deer Park Wetlands            | ●       |         |         |         |         |
| Park Meadows Park          |         |         | ●       |         |         |  | Humane Shelter                |         |         |         |         | ●       |
| Parkside Place Park        |         |         |         | ●       |         |  | City Hall                     |         |         | ●       |         |         |
| Nedith Park                |         |         |         | ●       |         |  |                               |         |         |         |         |         |
| Brownwind Park             |         |         |         |         | ●       |  |                               |         |         |         |         |         |
| Cottonwood Estates Park    |         |         |         |         | ●       |  |                               |         |         |         |         |         |
| East Meadows Park          |         |         | ●       |         |         |  |                               |         |         |         |         |         |
| McHenry Park               |         |         |         |         | ●       |  |                               |         |         |         |         |         |
| Monroe Park                |         |         | ●       |         |         |  |                               |         |         |         |         |         |



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DEER★PARK  
*Birthplace of Texas®*

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**Phasing  
Schedule**

10.18



| Monument                           | Phase 1 | Phase 2 | Phase 3 | Phase 4 | Phase 5 |  | Monument | Phase 1 | Phase 2 | Phase 3 | Phase 4 | Phase 5 |
|------------------------------------|---------|---------|---------|---------|---------|--|----------|---------|---------|---------|---------|---------|
| Community Center/ Earl Dunn Gym    |         |         |         |         | ●       |  |          |         |         |         |         |         |
| Operations Complex                 |         |         |         | ●       |         |  |          |         |         |         |         |         |
| Police Dept. Claude Burgess Center |         |         | ●       | ●       |         |  |          |         |         |         |         |         |
| Library                            |         | ●       |         |         |         |  |          |         |         |         |         |         |
| Adult Sports Complex               |         |         | ●       |         |         |  |          |         |         |         |         |         |
| Transfer Station                   |         |         |         |         | ●       |  |          |         |         |         |         |         |
| Youth Sports Complex               |         |         |         |         | ●       |  |          |         |         |         |         |         |
| Kingsdale Recreation Center        |         |         |         |         | ●       |  |          |         |         |         |         |         |
| Soccer Complex                     |         |         | ●       |         |         |  |          |         |         |         |         |         |
| Fire Training Center               |         |         |         | ●       |         |  |          |         |         |         |         |         |



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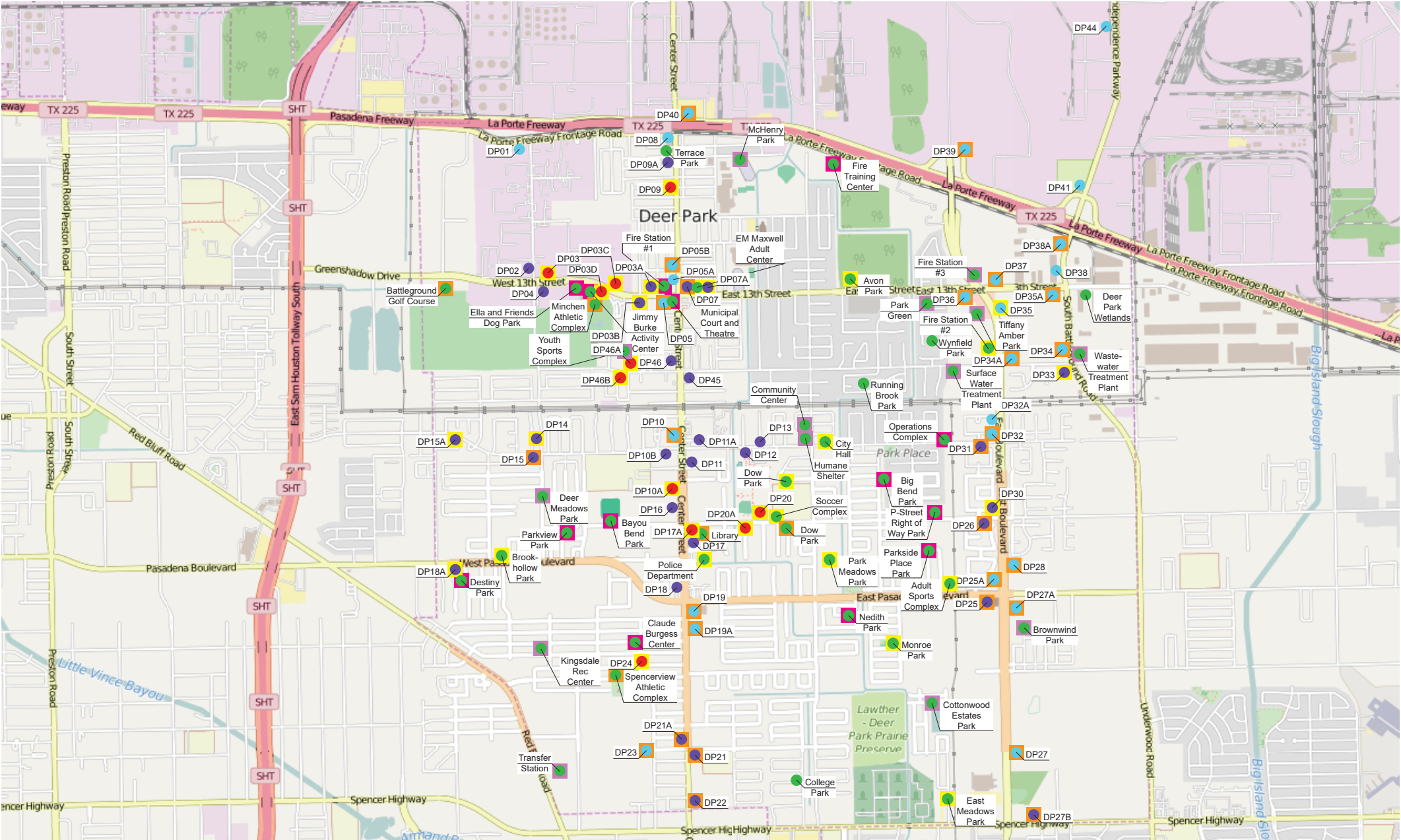
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**Phasing  
Schedule**

10.19



Phase 1, 2, 3, 4 and 5  
Locations



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All Phases

10.20

Primary Sign Proof Sheet

DEER PARK, TEXAS

DP01

↑

Dow Park

Battleground Golf Course

→

Minchen Athletic Complex

→

DEER PARK, TEXAS

DP05

Police Station

→

Theatre and Court Building

→

Youth Sports Complex

→

DEER PARK, TEXAS

DP05A

Minchen Athletic Complex

→

Battleground Golf Course

→

Jimmy Burke Activity Center

→

DEER PARK, TEXAS

DP05B

↑

Police Station

↑

Patrick's Cabin

←

Wetlands Nature Preserve

DEER PARK, TEXAS

DP08

Deer Park Visitor Center

→

City Hall

→

Dow Park

→

DEER PARK, TEXAS

DP10

←

Dow Park

←

City Hall

←

Community Center

DEER PARK, TEXAS

DP19

↑

City Hall

↑

Dow Park

Adult Softball Complex

→

DEER PARK, TEXAS

DP19A

↑

Deer Park Library

↑

Community Center

↑

Minchen Athletic Complex

DEER PARK, TEXAS

DP23

Spencerview Athletic Complex

→

Claude Burgess Center

→

Bayou Bend Park

→

Kingsdale Recreation Center

→

DEER PARK, TEXAS

DP25A

←

Adult Softball Complex

Spencerview Athletic Complex

→

DEER PARK, TEXAS

DP27

↑

Adult Softball Complex

↑

Wetlands Nature Preserve

DEER PARK, TEXAS

DP27A

↑

Wetlands Nature Preserve

←

Spencerview Athletic Complex

Adult Softball Complex

→

DEER PARK, TEXAS

DP28

↑

Wetlands Nature Preserve

↑

San Jacinto Monument

↑

Battleship Texas

DEER PARK, TEXAS

DP32

City Hall

→

Dow Park

→

Community Center

→

DEER PARK, TEXAS

DP32A

↑

Dow Athletic Complex

↑

Adult Softball Complex

↑

Spencerview Athletic Complex

DEER PARK, TEXAS

DP34

Dow Park

→

Adult Softball Complex

→

City Hall

→

DEER PARK, TEXAS

DP34A

←

Dow Park

←

City Hall

Wetlands Nature Preserve

→

DEER PARK, TEXAS

DP35

↑

Wetlands Nature Preserve

San Jacinto Monument

→

Battleship Texas

→

DEER PARK, TEXAS

DP35A

←

San Jacinto Monument

Battleship Texas

←

DEER PARK, TEXAS

DP36

↑

San Jacinto Monument

↑

Battleship Texas

Wetlands Nature Preserve

→

DEER PARK, TEXAS

DP37

←

Dow Park

←

City Hall

←

Wetlands Nature Preserve

DEER PARK, TEXAS

DP38

Wetlands Nature Preserve

→

Park

→

Battleground Golf Course

→

DEER PARK, TEXAS

DP38A

↑

Dow Park

↑

City Hall

↑

Dow Athletic Complex

DEER PARK, TEXAS

DP39

↑

City Hall

↑

Dow Park

←

Wetlands Nature Preserve

DEER PARK, TEXAS

DP40

←

Deer Park Visitor Center

←

City Hall

Dow Park

←

DEER PARK, TEXAS

DP41

↑

Dow Park

↑

City Hall

↑

Wetlands Nature Preserve

DEER PARK, TEXAS

DP44

↑

Deer Park

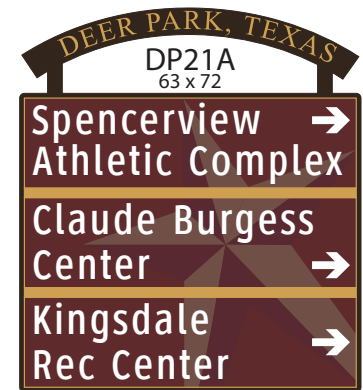
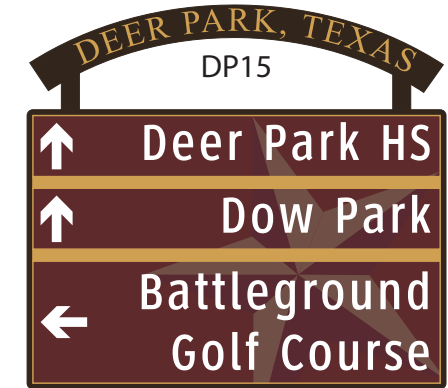
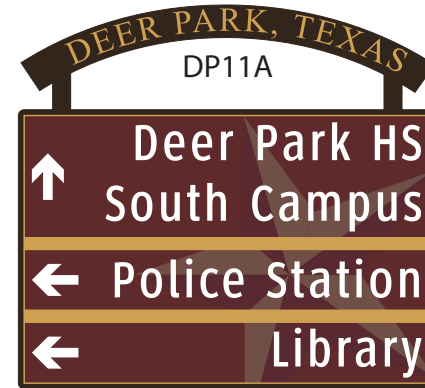
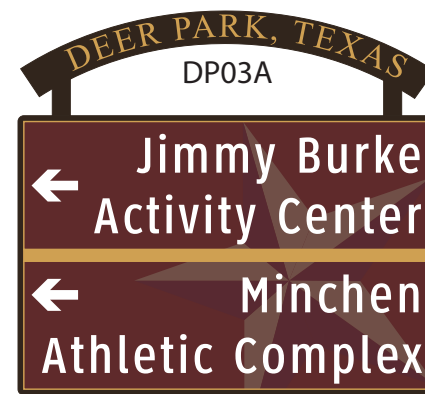
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City Hall

↑

Dow Athletic Complex



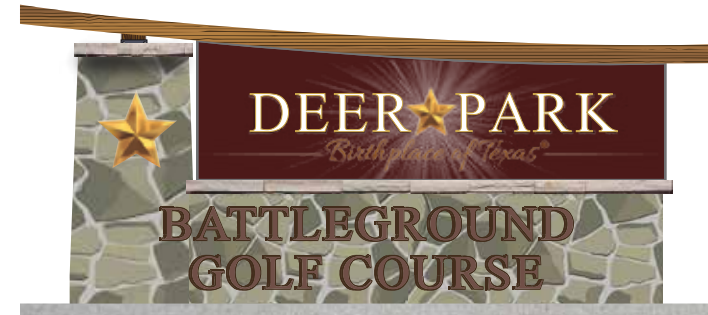
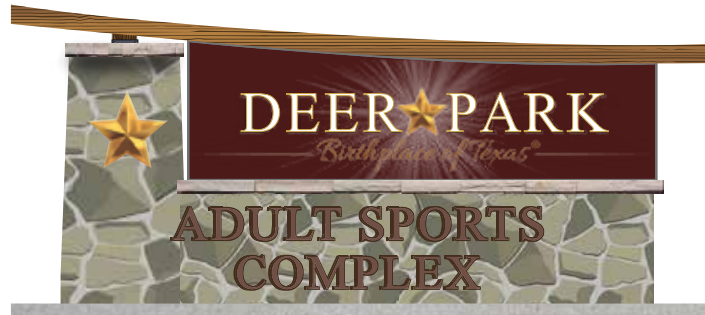




Tertiary Sign Proof Sheet

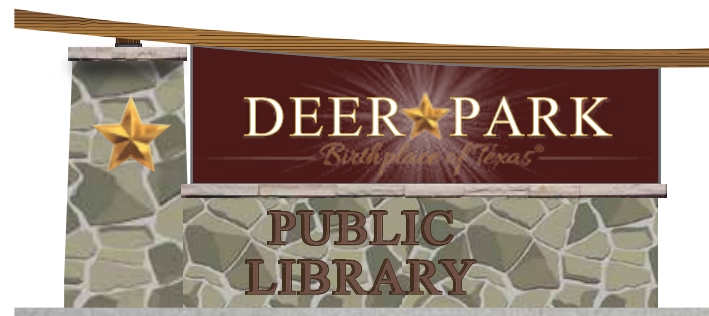


Monument Proof Sheet (1)

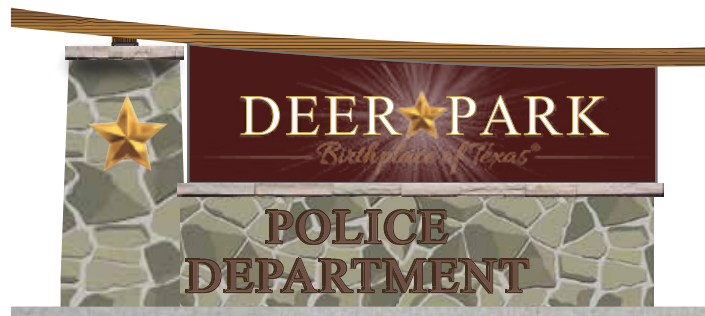




Monument Proof Sheet (2)



Monument Proof Sheet (3)





## Monument Proof Sheet (4)



## Deer Park Budget Phasing

| <u>Phase/Year I</u> |    |             |              | <u>Funding Source</u> |
|---------------------|----|-------------|--------------|-----------------------|
| Primary             | 7  | \$6,600.00  | \$46,200.00  | Hotel Occupancy Tax   |
| Secondary           | 12 | \$3,600.00  | \$43,200.00  | Hotel Occupancy Tax   |
| Entry               | 4  | \$14,750.00 | \$59,000.00  | Hotel Occupancy Tax   |
| Entry               | 1  | \$14,750.00 | \$14,750.00  | Project Funding *     |
| Total               |    |             | \$163,150.00 |                       |

Entry Sign Detail:

College Park, Running Brook Park, Terrace Park, Wynfield Park, \*Deer Park Wetlands

| <u>Phase/Year 2</u> |    |             |              | <u>Potential Funding Source</u> |
|---------------------|----|-------------|--------------|---------------------------------|
| Primary             | 17 | \$6,600.00  | \$112,400.00 | Hotel Occupancy Tax             |
| Secondary           | 8  | \$3,600.00  | \$28,800.00  | Hotel Occupancy Tax             |
| Entry               | 4  | \$14,750.00 | \$59,000.00  | Hotel Occupancy Tax             |
| Entry               | 1  | \$14,750.00 | \$14,750.00  | Project Funding *               |
| Hotel Occupancy     |    |             | \$200,000.00 |                                 |
| Project Fund        |    |             | \$14,750.00  |                                 |
| Total               |    |             | \$214,750.00 |                                 |

Entry Sign Detail:

Dow Park, Battleground Golf, Library, Minchen Athletic Complex, \*Spencerview Athletic Complex,

| <u>Phase/Year 3</u> |   |             |              | <u>Potential Funding Source</u> |
|---------------------|---|-------------|--------------|---------------------------------|
| Secondary           | 9 | \$3,600.00  | \$32,400.00  | Hotel Occupancy Tax             |
| Tertiary            | 7 | \$2,000.00  | \$14,000.00  | Hotel Occupancy Tax             |
| Entry               | 9 | \$14,750.00 | \$132,750.00 | Hotel Occupancy Tax             |
| Entry               | 2 | \$14,750.00 | \$29,500.00  | Project Funding *               |
| Hotel Occupancy Tax |   |             | \$179,500.00 |                                 |

|                 |              |
|-----------------|--------------|
| Project Funding | \$29,500.00  |
| Total           | \$209,000.00 |

#### Entry Sign Detail

East Meadows Park, Park Meadows Park, Fire Station #2, E.M. Maxwell Adult Center, Police Department, Adult Sports Complex, Dow Park, Brookhollow Park, Monroe Park, Avon Park, \* Soccer Complex, \*City Hall

| <b>Phase/Year 4</b> |    |             |              | <b>Proposed Funding Source</b> |
|---------------------|----|-------------|--------------|--------------------------------|
| Entry               | 13 | \$14,750.00 | \$191,750.00 | Hotel Occupancy                |
| Entry               | 1  | \$14,750.00 | \$14,750.00  | Project Funding *              |
| Total               |    |             | \$206,500.00 |                                |

#### Entry Sign Detail

Nedith Park, Parkview Park, Parkside Place Park, Fire Training Facility, Fire Station #1, Bayou Bend Park, Ella & Friends Dog Park, P-Street Right of Way Park, Destiny Park, Claude Burgess Center, Big Bend Park, Operations Complex, \*Municipal Courts and Theatre Building, \*Jimmy Burke Activity Center,

| <b>Phase/Year 5</b> |    |             |              | <b>Proposed Funding Source</b> |
|---------------------|----|-------------|--------------|--------------------------------|
| Entry               | 10 | \$14,750.00 | \$147,500.00 | Hotel Occupancy                |
| Entry               | 4  | \$14,750.00 | \$59,000.00  | Project Funding                |
| Total               |    |             | \$206,500.00 |                                |

#### Entry Sign Detail

Tiffany Amber Park, Dear Meadows Park, Humane Shelter, Park Green Park, Fire Station #3, Kingsdale Recreation Center, Transfer Station, Wastewater Treatment Plant, Surface Water Treatment Plant, Brownwind Park,\* Cottonwood Estates Park, \*McHenry Park, \*Youth Sports Complex, \*Community Center and Earl Dunn Gym

#### **Potential Funding Source Color Coding**

**Hotel Occupancy Tax Funding**

**General Fund Funding**

**Project Fund Funding**