



# **Park Sign Master Plan**

## **Phase I - Design Concept**

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# Project Goals:

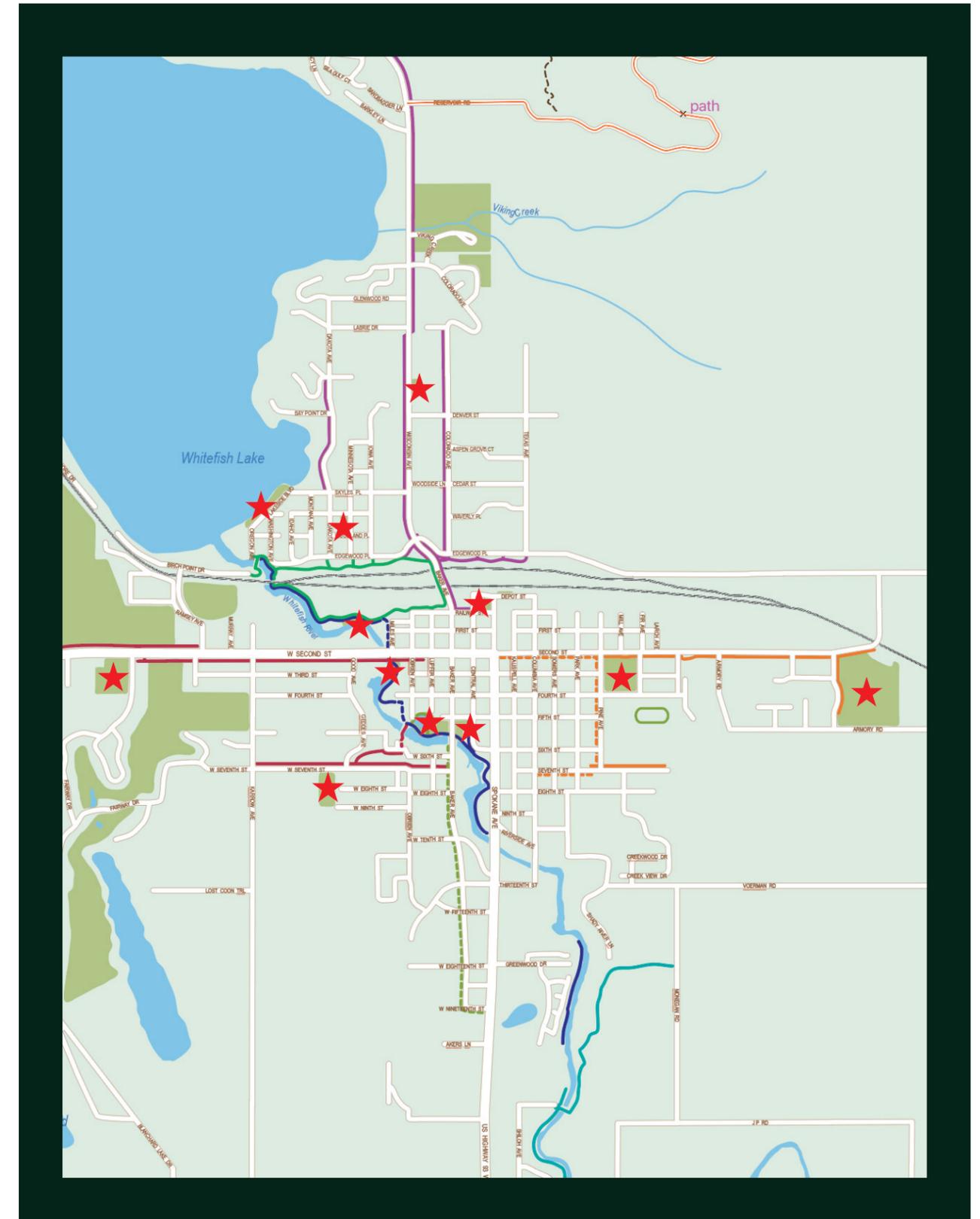
The Park Sign Master Plan branding system intends to bring a cohesive look throughout the City's park facilities.

Users should easily be able to identify the recognizable signs to find park locations, information, and rules.

Having a universal branding system in the City's parks will create a reliable source of information that is visually accessible by finding the same colors, shapes, logos, and sign-types across all park spaces.

By pulling from existing City branding, web design, and wayfinding designs, the sign system should also reinforce a united look across the City of Whitefish's green spaces.

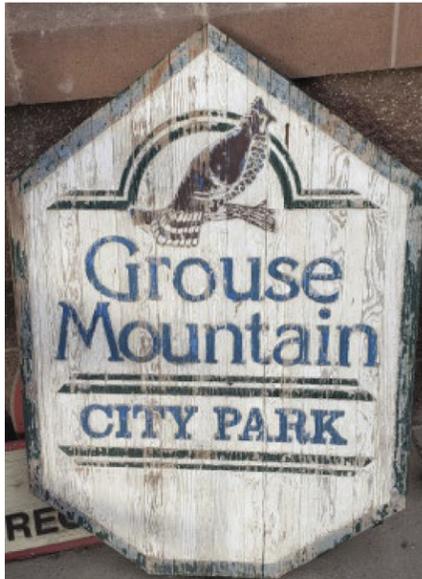
The map to the right shows all the spaces with sign needs.



★ Parks with sign needs.

# Existing Park Signs throughout Whitefish

Examples of signs through the city currently in place. Do you see a branding system?



## Overview of the City of Whitefish Park Sign System

After a review of existing signs, in some cases with multiple signs attached to one post, a new sign system calls to condense signs into categories.

The Whitefish Parks and Recreation Sign System consists of five categories of signs, each of which serve a specific role within the unified sign system.

### 1. Monument Signs

Also known as “entry” or “naming” signs, these signs alert pedestrians, cyclists, and motorists to the name of a park or facility.

### 2. Welcome Signs

These signs serve as interpretive signs that present engaging stories and graphics to tell the story of a site or area. These signs can also include rules for the site.

### 3. Orientation Signs

Orientation signs provide maps and similar information that alert pedestrians and cyclists to the location of nearby parks, open spaces, trails, and other locations. These signs are generally located at trail crossings and access points.

### 4. Regulatory Signs

These signs alert visitors to regulations in effect at a given site. They typically include references to applicable ordinances or laws.

### 5. Monument with Rules

These signs both identify the name of the park or facility in conjunction with rules associated with the site. These signs can be either horizontal or vertical in layout, depending on the space available.

## Sign Codes

Signs will be assigned a numerical number after the associated sign code for the park or facility.

Example: CB-1, A-7, JB-2

Sign Code	Park
A	Armory
CB	City Beach
MT	Mountain Trails
R	Riverside
B	Baker
D	Depot
G	Grouse Mountain
JB	James Bakke
KB	Kay Beller
RL	Roundhouse Landing
CW	Crestwood

# City-wide Park Sign System Synopsis

A summary of signs needed.

Park	Facility	Monument 30"x60"	Monument w/Rules Horizontal 30"x40"	Monument w/Rules vertical 84"x18"	Welcome 30"x40"	Orientation 30"x40"	Regulatory 18"x14"	Notes
<b>Armory Park</b>		1						Orientation signs in parking lots monument along Dodger Lane. Add LWCF recognition.
	Playground and Adult Fitness					1		Along trail by parking lot
	Roy Duff Memorial Armory				2			Welcome with rules inside building. Welcome with history outside.
	Skate Park			1	1			Dave Olseth Signature Logo on monument with Skate Park Rules; Donor monument with Olseth Family Foundation recognition. Welcome with history and art work.
	Dog Park		1		1		6	Five regulatory sign templates (total 10 signs) Welcome with history in kiosk Review sign options and locations with WAG
	Pump Track							
	Sports Fields							No dogs permitted on fields during sporting events. Dogs on leash. Clean up after dog.
	Pavillion							on hold
<b>City Beach</b>		1						
	City Beach Park/Gazebos			2	1	1		Remove folded WLI signs. Monument with rules on west and east sides of park - add river take outs. Orientation replaces locator map. Welcome with history and park map (by juniper bushes)
	Boat Launch			2				
	Decontamination Station							No signs needed - keep existing
	Rentals/Concessions							Remove current signs. Consider signs for rentals and/or concessions.
<b>Mountain Trails Park</b>			1	1				Horizontal with rules ingress on east side. Vertical monument with rules at entrance to playground.
	Ice Den							n/a
	Museum							n/a
	Playground							(see above)
	Volleyball Court						1	Court rules
<b>Riverside Park</b>		1		1		1		Monument on east side of parking lot. Orientation river map with rules and history on east side of park. Vertical with rules on west side along path.
	Tennis Courts						1	Court rules

Park	Facility	Monument 30"x60"	Monument w/Rules Horizontal 30"x40"	Monument w/Rules vertical 84"x18"	Welcome 30"x40"	Orientation 30"x40"	Regulatory 18"x14"	Notes
<b>Baker Park</b>		1						Monument on west side of path facing Baker Ave. Monument with rules and history along Central Ave.
	Playground		1					Keep Kate Paterson monument
	Gazebo							Keep Native American Interp sign.
<b>Depot Park</b>				1		1		Orientation with map at entrance to bike path on west side. Vertical with rules in utility garden.
	Gazebo							
<b>Grouse Mountain Park</b>		1	1					Monument on north of side of park. Monument with rules, history, and LWCF recognition on west side rest stop parking lot at path.
	Tennis Courts						1	Court rules
	Sports Fields							
<b>Memorial Park</b>		1						Memorial Park dedicated to the Youth of Whitefish in memory of Jack Zerr. South west corner of park. Add resort tax history.
	Playground			1				Monument with rules near playground/path on north side.
	Basketball Courts						1	court rules
	Pickleball Courts						1	court rules
<b>Soroptimist Park</b>			1					Monument with rules and history. Must include Soroptimist Logo. By east side entrance.
	Playground							
	Gazebo							
<b>Bakke Nature Reserve</b>		1					2	Monument at entrance. Two regulatory signs regarding dogs on loop.
<b>Kay Beller Park</b>		1				1		Monument by highway. Orientation with river trail, rules, history, and LWCF recognition.
<b>Roundhouse Landing</b>				1			1	Replace wayfinding sign with monument with rules sign. No access beyond this point - private property regulatory.
<b>Crestwood Park</b>			1					Monument sign with rules on hold.
<b>Total Signs</b>		8	6	10	5	5	14	48

# Regulatory Icons Needed

Identified icons needed to foster understanding of rules and regulations in parks.



No dogs allowed.



No commercial vending.



No Camping.



No fishing, sunbathing or swimming on boat launch dock.



No fireworks or fires.



No organized gatherings, structures, or unattended displays without a permit.



No skateboards, skating or biking on sidewalks of the park.



No littering or posting of signs or other materials.



No alcohol.



No smoking, alcohol or glass containers allowed.



No unauthorized motor vehicles.



No dogs on sports fields during sporting activities

# Regulatory Icons Needed Continued...

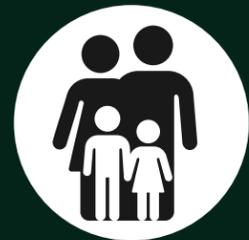
Identified icons needed to foster understanding of rules and regulations in parks.



No lifeguards on duty.  
Swim at your own risk.  
No diving off floating dock.



Dogs must be on leash.



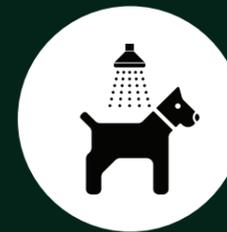
All children 12 and younger  
must be directly supervised  
by an adult.



Clean up after your pet.



Comply with the NO WAKE ZONE  
within 200 feet of the  
boat launch.



Dog Wash

# Refreshed Branding for Parks and Recreation

As the sign design process was based on existing city branding, it became clear that the Parks and Recreation logo needed to be refreshed to support sign concept design and branding enforcement.

## Original Logo Designs      Refresh Design Concepts



Old Parks & Recreation/City Logo.



Rework from city concept and colors.



Current City Logo w/ Website Design colors



Rework from web design colors.

## Recommended Final



Color interpretation from all designs.

# Fonts & Colors for Parks Signage System

Summary of colors and fonts identified for signs pulled from city wayfinding, web design, and logo. These are intended for concept design only. Colors and fonts need to be tested with printer prior to use.



**Lato Black**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**



**Lato Black Italic**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**



**Lato Light**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

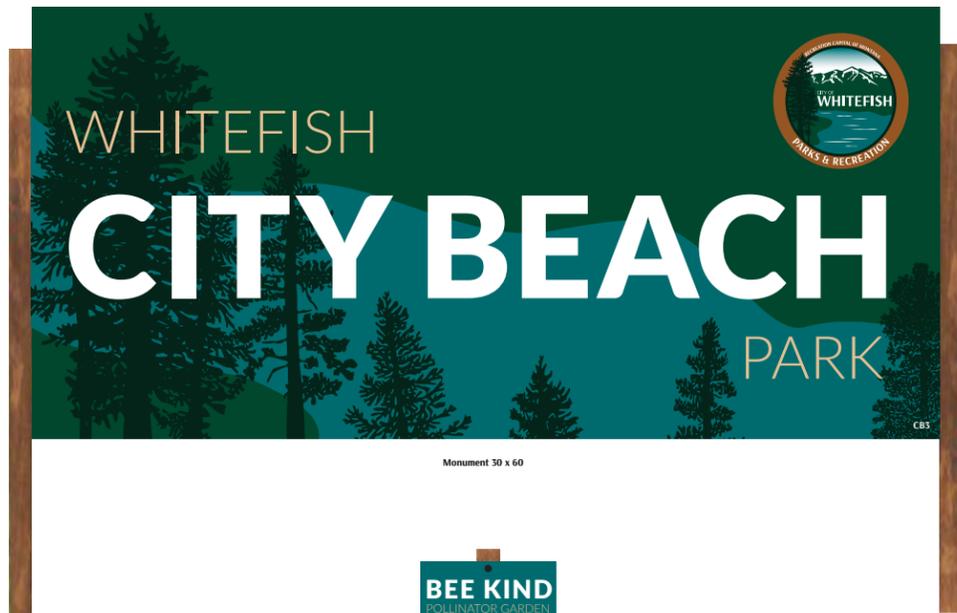


**Arsenal Bold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**



# Park Signage Suite

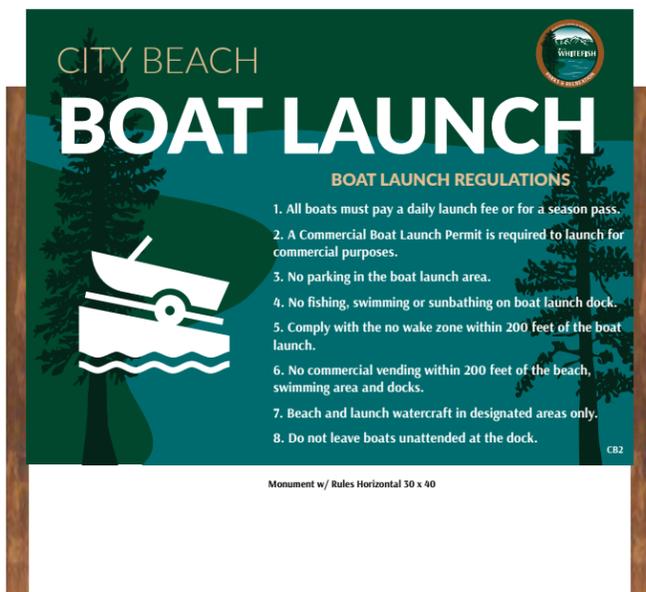
Concept design shows example of each sign-type's identified branding.



Monument 30 x 60



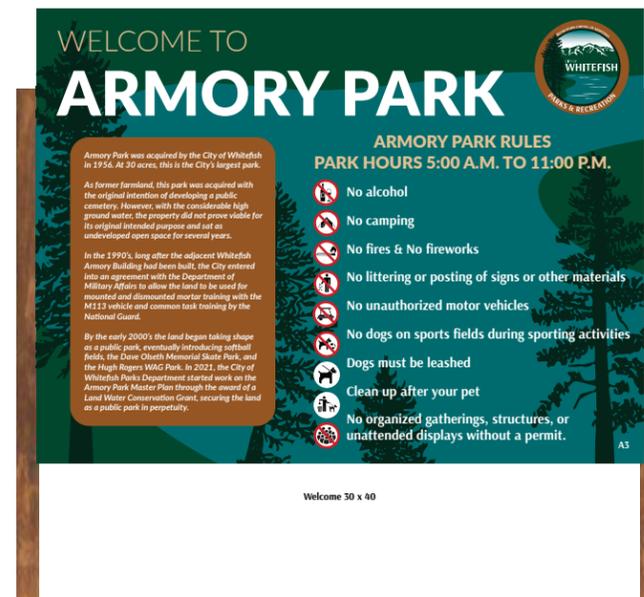
Pollinator Garden 9 x 9



Monument w/ Rules Horizontal 30 x 40



Vertical Monument with Rules - 84 x 18



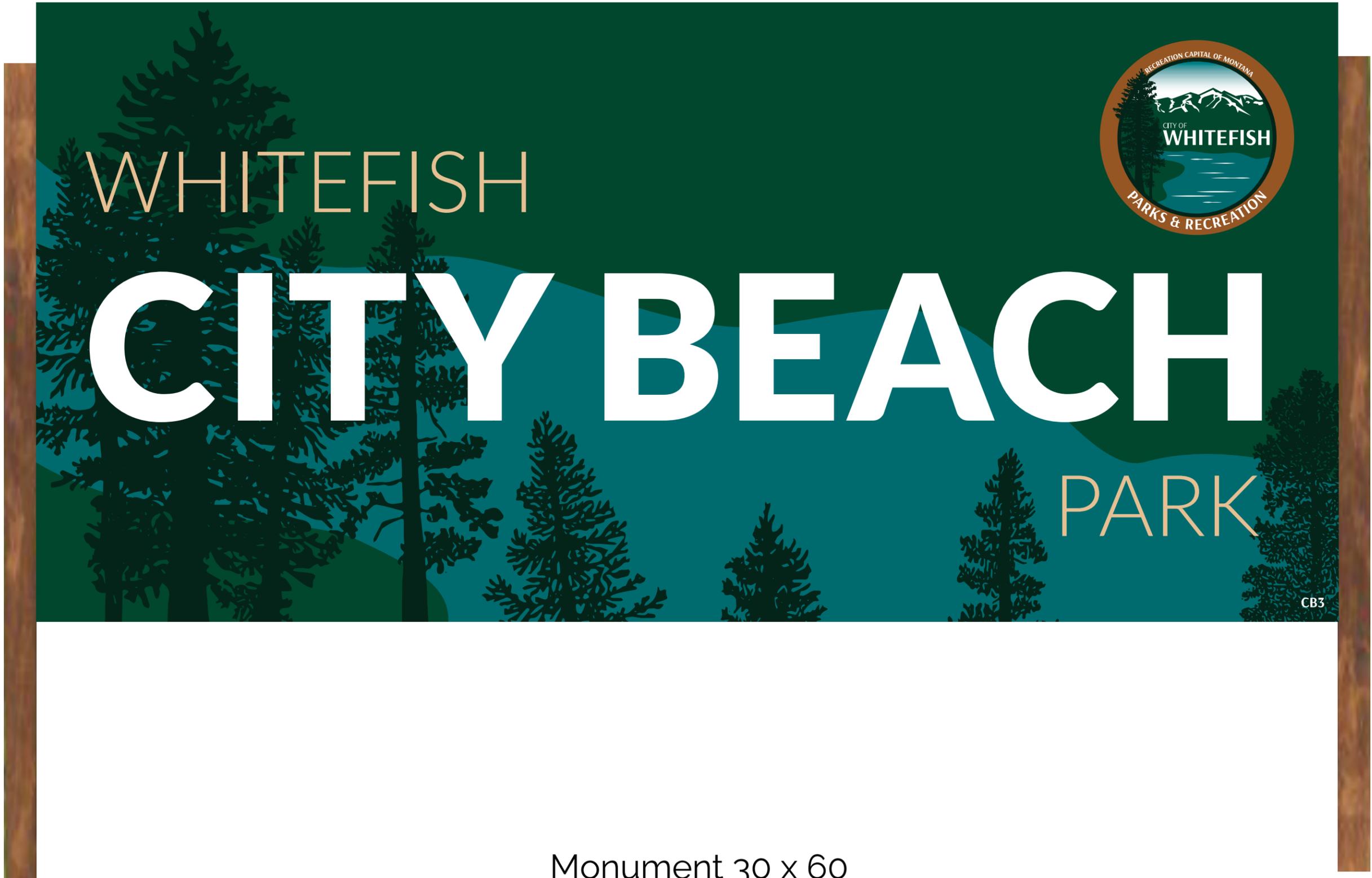
Welcome 30 x 40



Orientation 30 x 40



Regulatory 18 x 14



Monument 30 x 60

CITY BEACH



# BOAT LAUNCH

## BOAT LAUNCH REGULATIONS



1. All boats must pay a daily launch fee or for a season pass.
2. A Commercial Boat Launch Permit is required to launch for commercial purposes.
3. No parking in the boat launch area.
4. No fishing, swimming or sunbathing on boat launch dock.
5. Comply with the no wake zone within 200 feet of the boat launch.
6. No commercial vending within 200 feet of the beach, swimming area and docks.
7. Beach and launch watercraft in designated areas only.
8. Do not leave boats unattended at the dock.

CB2

Horizontal Monument with Rules 30 x 40

# WHITEFISH CITY BEACH PARK



## CITY BEACH RULES HOURS 5:00 A.M. TO 11:00 P.M

-  No dogs allowed on beach or park area.
-  No lifeguards on duty.  
Swim at your own risk.  
No diving off floating dock.
-  All children 12 and younger must be directly supervised by an adult.
-  No fishing, sunbathing or swimming on boat launch dock.
-  No skateboards, skating or biking on sidewalks of the park.
-  No smoking, alcohol or glass containers allowed.
-  Comply with the NO WAKE ZONE within 200 feet of the boat launch.
-  No commercial vending within 200 feet of the beach, swimming area and docks.
-  No fireworks or fires.
-  No littering or posting of signs or other materials.
-  No unauthorized motor vehicles.
-  No organized gatherings, structures, or unattended displays without a permit.
-  No Camping.

CB1

Vertical Monument  
with Rules - 84 x 18

# WELCOME TO ARMORY PARK



Armory Park was acquired by the City of Whitefish in 1956. At 30 acres, this is the City's largest park.

As former farmland, this park was acquired with the original intention of developing a public cemetery. However, with the considerable high ground water, the property did not prove viable for its original intended purpose and sat as undeveloped open space for several years.

In the 1990's, long after the adjacent Whitefish Armory Building had been built, the City entered into an agreement with the Department of Military Affairs to allow the land to be used for mounted and dismounted mortar training with the M113 vehicle and common task training by the National Guard.

By the early 2000's the land began taking shape as a public park, eventually introducing softball fields, the Dave Olseth Memorial Skate Park, and the Hugh Rogers WAG Park. In 2021, the City of Whitefish Parks Department started work on the Armory Park Master Plan through the award of a Land Water Conservation Grant, securing the land as a public park in perpetuity.

## ARMORY PARK RULES

PARK HOURS 5:00 A.M. TO 11:00 P.M.

-  No alcohol
-  No camping
-  No fires & No fireworks
-  No littering or posting of signs or other materials
-  No unauthorized motor vehicles
-  No dogs on sports fields during sporting activities
-  Dogs must be leashed
-  Clean up after your pet
-  No organized gatherings, structures, or unattended displays without a permit.

A3

Welcome 30 x 40

# EXPLORE WHITEFISH PARKS & PATHS



The City of Whitefish has an impressive network of well-maintained bicycle and pedestrian facilities. These facilities link key destinations inside and outside of town and are ideal for both recreation and active transportation.

Use this map to navigate the paths throughout Whitefish. You will find wayfinding signs along the paths to help guide the way. Get outside and explore!



A4

Regulatory 18 x 14



## Pollinator Garden 9 x 9



# Photoshop Example

Sign design concept in setting. Example showing City Beach Park.



# Monument Sign Pollinator Garden

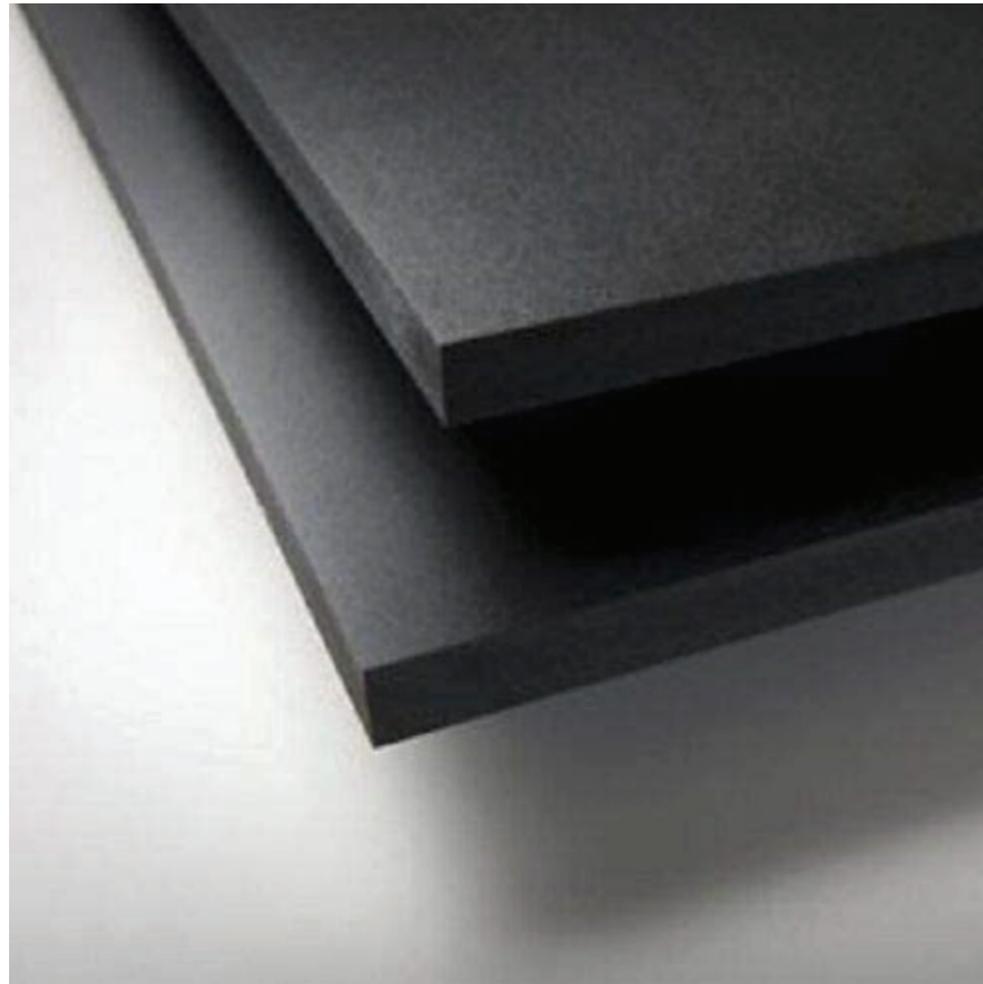
Allocated monument signs set in a pollinator garden.



# Materials

Identified materials used in print and installation.

## Sign Material 1" Black Sintra Board



Durable and weatherproof.  
This is the same sign material used at Bakke Nature Reserve.

*Field Trip:  
Go see how the Bakke Nature Reserve signs  
still look brand new! (Installed in 2017.)*

## Sign Posts Corten Steel



### Secular Changes in Rust Appearance

In the initial stage of application, Corten shows a yellowish appearance. This is followed by a gradual change in color of the protective rust from a brown to a stable dark brown after one or two years in general application environments. Afterwards, the coloration shows no clear change except perhaps to a deeper dark brown.

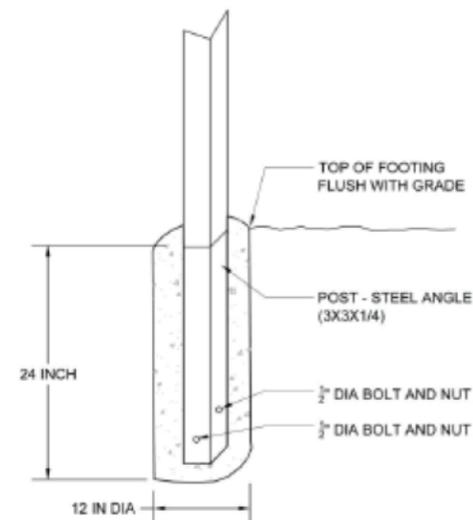
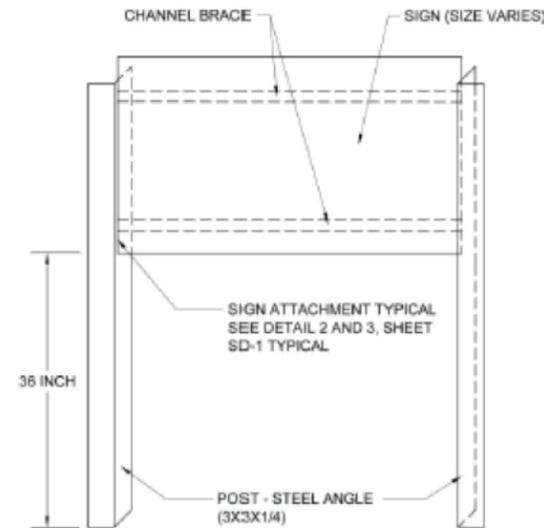


Example of how the color can change over time  
(Source - The Nippon Steel Corporation).

# Sign Panel and Base Installation Details

## Example Metal Angle Post System

Image source: Salt Lake City Parks, Open Space, and Trail Signage Guidelines



This sign base is designed to display hard sign panels using two post installations. The type of metal used will be weathering steel, also referred to as Corten Steel. The exposed height varies according to the specific needs of each sign. As indicated, the posts are shaped from three-inch wide 90-degree angled metal.

The posts can be fabricated in-house and installed onsite in concrete footings. Black fasteners will be used to attach the sign to the channel brace.

# Next Steps?

Implement Phase II

## Phase II - Planning Production

- Create "sign schedule"
- Identify sign installation sites
- Research & draft text for each sign
- Test colors, graphics, and materials with printer
- Create prototype of signpost with Public Works
- Develop production timeline
- Identify subcontractors
- Gather and provide cost estimates
- Include mandatory LWCF compliance where applicable

### LWCF - Land Water Conservation Fund Sign Compliance

Parks that have received LWCF funding are required to recognize of the use of those funds within the park. Whitefish Parks & Recreation currently has three parks that require LWCF language to be posted in the park: Kay Beller, Grouse Mountain, and Armory Parks. This is an ideal time to include that information for continued funding and educate users about this valuable federal, state, and local partnership.



# Discussion

Initial feed back, questions, comments.



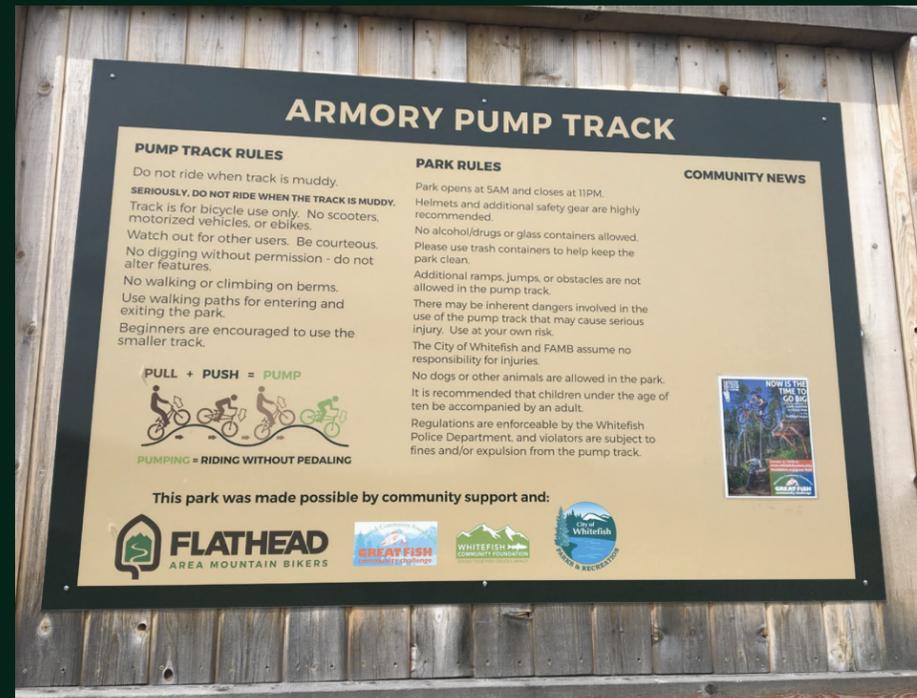
# Considerations & Move Forward

1. Get direction on considerations.



Military Monument Plaques at Armory

Create with Sign Master Plan or as a separate project?



Pump Track

Keep existing newer signs printed by FAMB?



Dog Park

Replace "Dog Park" monument sign?

2. Next board meeting: Official motion to approve Phase I.

3. Move forward with Phase II.