



SAN DIEGO
INTERNATIONAL
AIRPORT

Airport Campus and Approach Roadways

Review/Analysis/Conceptual Design of Vehicular Wayfinding Signage

Task: Wayfinding Discovery and Analysis

OCTOBER 2013

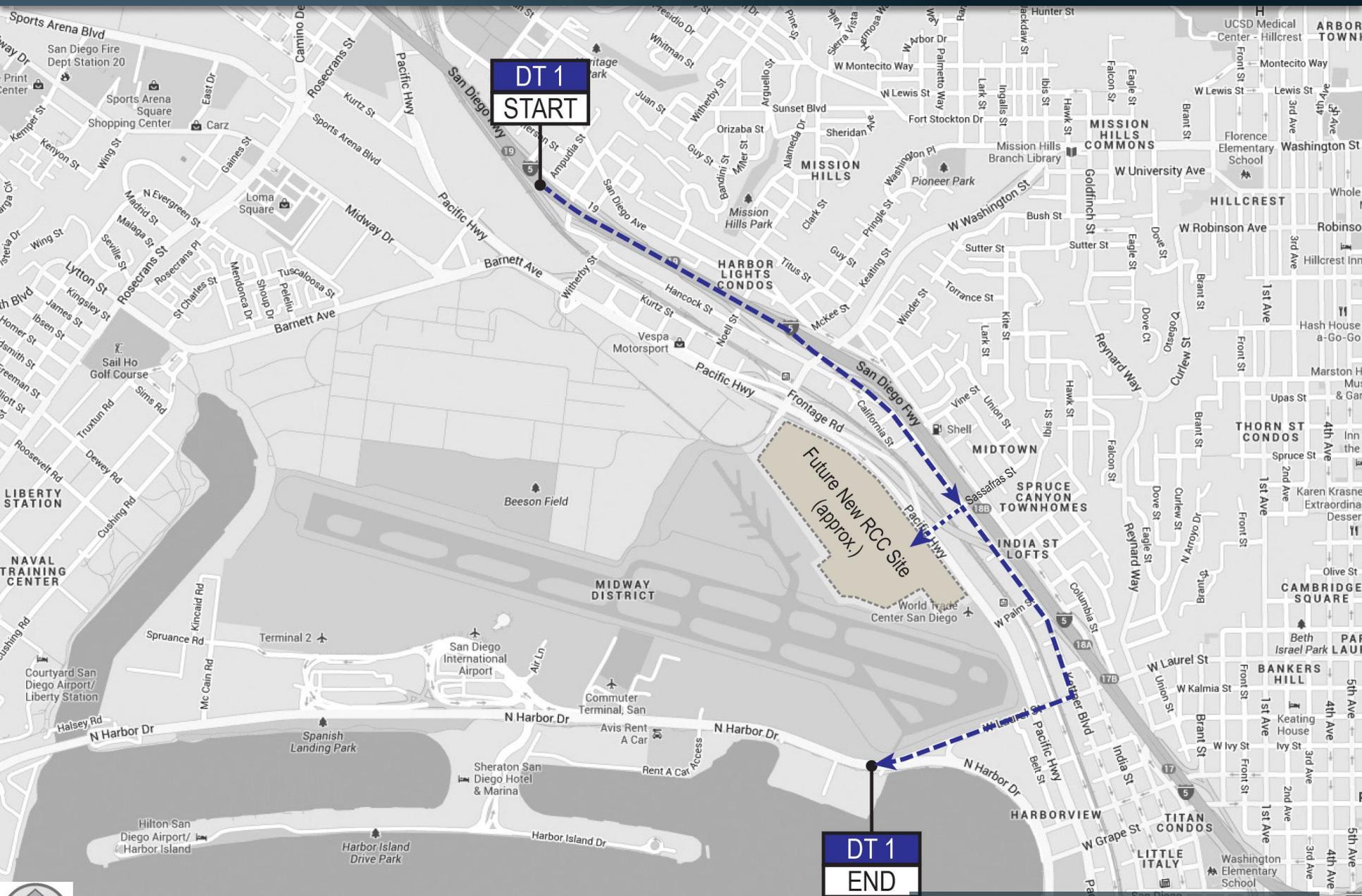
Presented by:



- General Analysis
 - Evaluation Criteria
- Roadway Standards
 - MUTCD / Caltrans
- Analysis Summary
 - Approach Freeways/Roads
 - Airport Campus Roads
 - Five Select Drive-Throughs from Major Freeways/Roads:
 - South on Interstate 5
 - North on Interstate 5
 - South on 163
 - North on Pacific Highway (SD Convention Center/Embarcadero)
 - East on North Harbor Drive

Drive Through 1 - Summary

I-5 (Southbound) → Sassafras St. Exit → RCC / Laurel St. → N. Harbor Dr. (East Airport Entry)





Observations

1. Universal symbols not used
2. RCC message may be desirable here

Repercussions/Considerations

- Opt. 1:
 - New face may be req'd
- Opt. 2:
 - New face may be req'd
 - New header panel may affect structure load
 - Existing structure engineering must be verified (may require new structure)

Conceptual Recommendation: Opt. 1



- Re-face existing panel (or new, same size)
- New 24" symbol
- Airport message = "condensed" ver. to allow message to fit

Conceptual Recommendation: Opt. 2



- Re-face existing panel (or new, same size)
- Add new header panel for street name
- New 24" symbols & RCC message
- Lower messages font = "condensed" ver.



Conceptual Recommendation: **Opt. 1**



San Diego Airport



Rental Car Return
USE
Sassafras St.

- New sign panel mounted to light pole
- Move I-5 sign panels up (or to new separate post)

Conceptual Recommendation: **Opt. 2**



San Diego Airport



Rental Car Return
USE
Sassafras St.



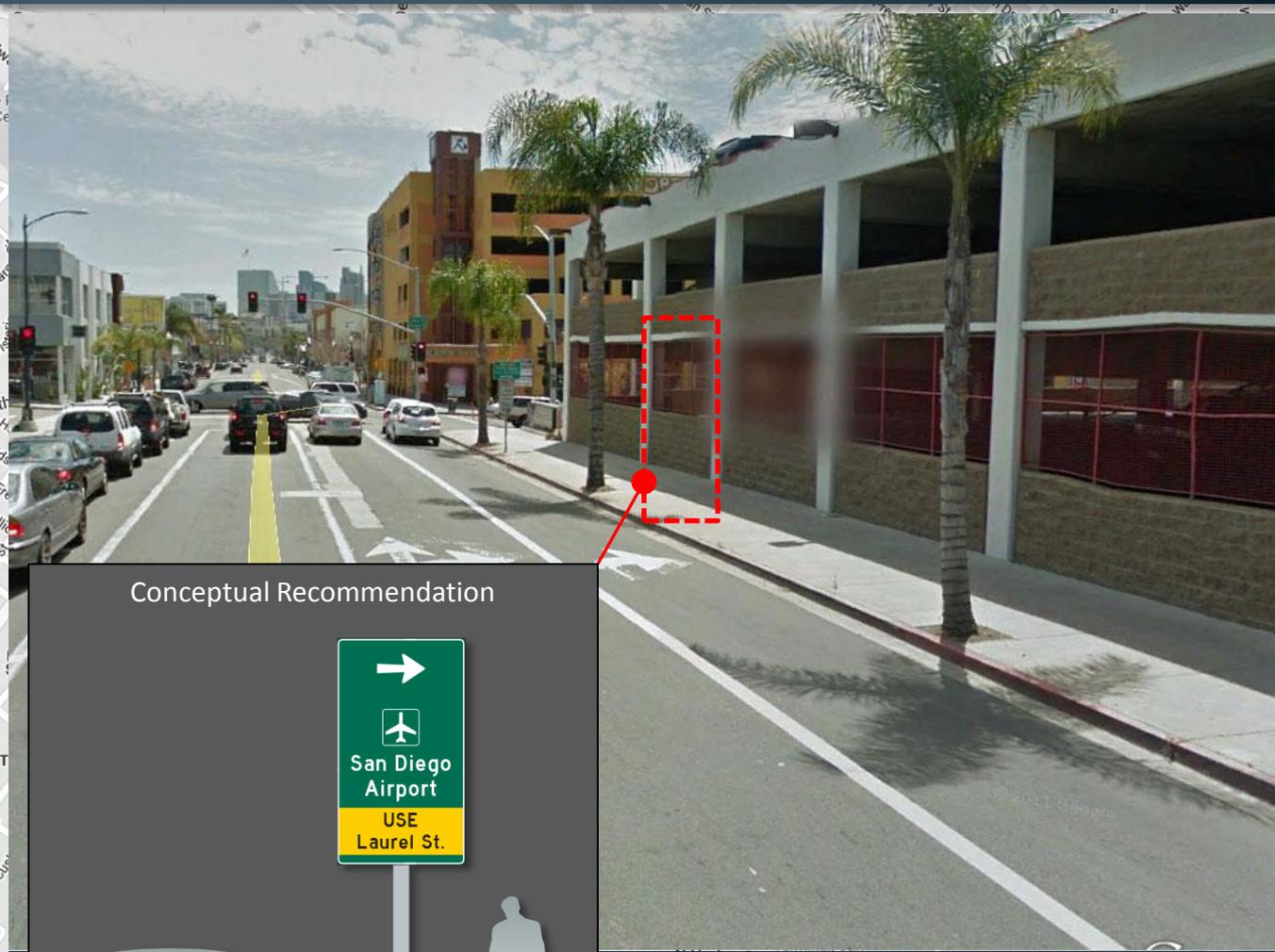

- New sign panel on new post
- Located slightly further up road (approx. shown)

Observations

1. Visually lost next to other sign panels
2. Format differs from other directionals
3. Small, very easy to miss

Repercussions/Considerations

- Opt. 1:
 - New faces req'd
 - I-5 panels must be moved up or to new post
 - Light pole must be structurally verified to allow for new panels
- Opt. 2:
 - New location may require field verification/code considerations
 - Break-away post system



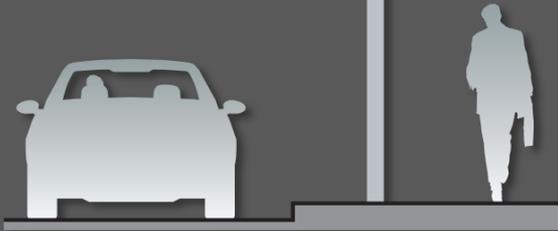
Observations

1. No sign currently located
2. Opportunity for improved directional messaging to Airport (prior to primary decision point at Laurel St.)

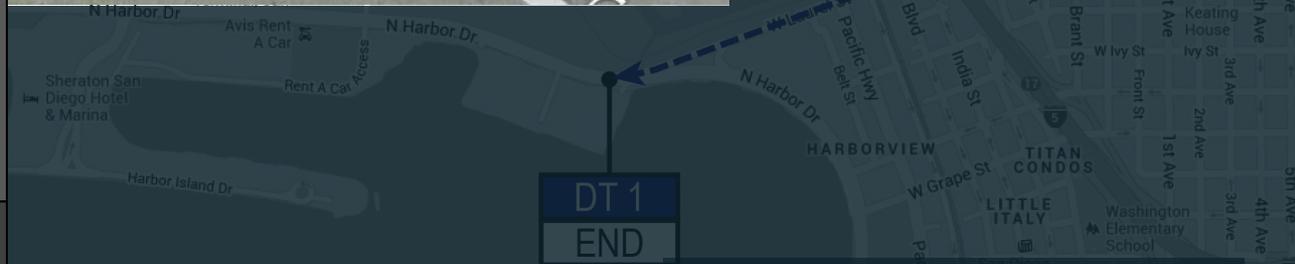
Repercussions/Considerations

- New location may require field verification/code considerations
- Break-away post system

Conceptual Recommendation



- New sign panel on new post



Observations

1. No sign currently located
2. Opportunity for point of wayfinding reinforcement to Airport
3. Opportunity for directional messaging to RCC (for W.B. traffic on Laurel Street approaching primary decision point)

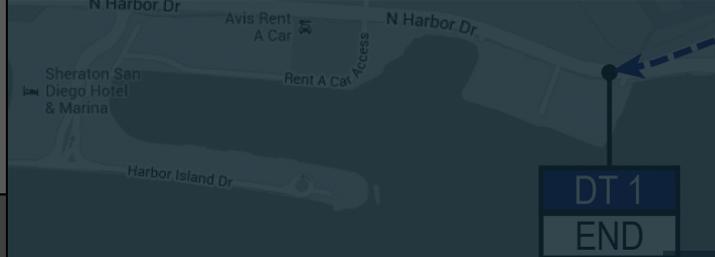
Repercussions/Considerations

- New location may require field verification/code considerations
- Break-away post system

Conceptual Recommendation

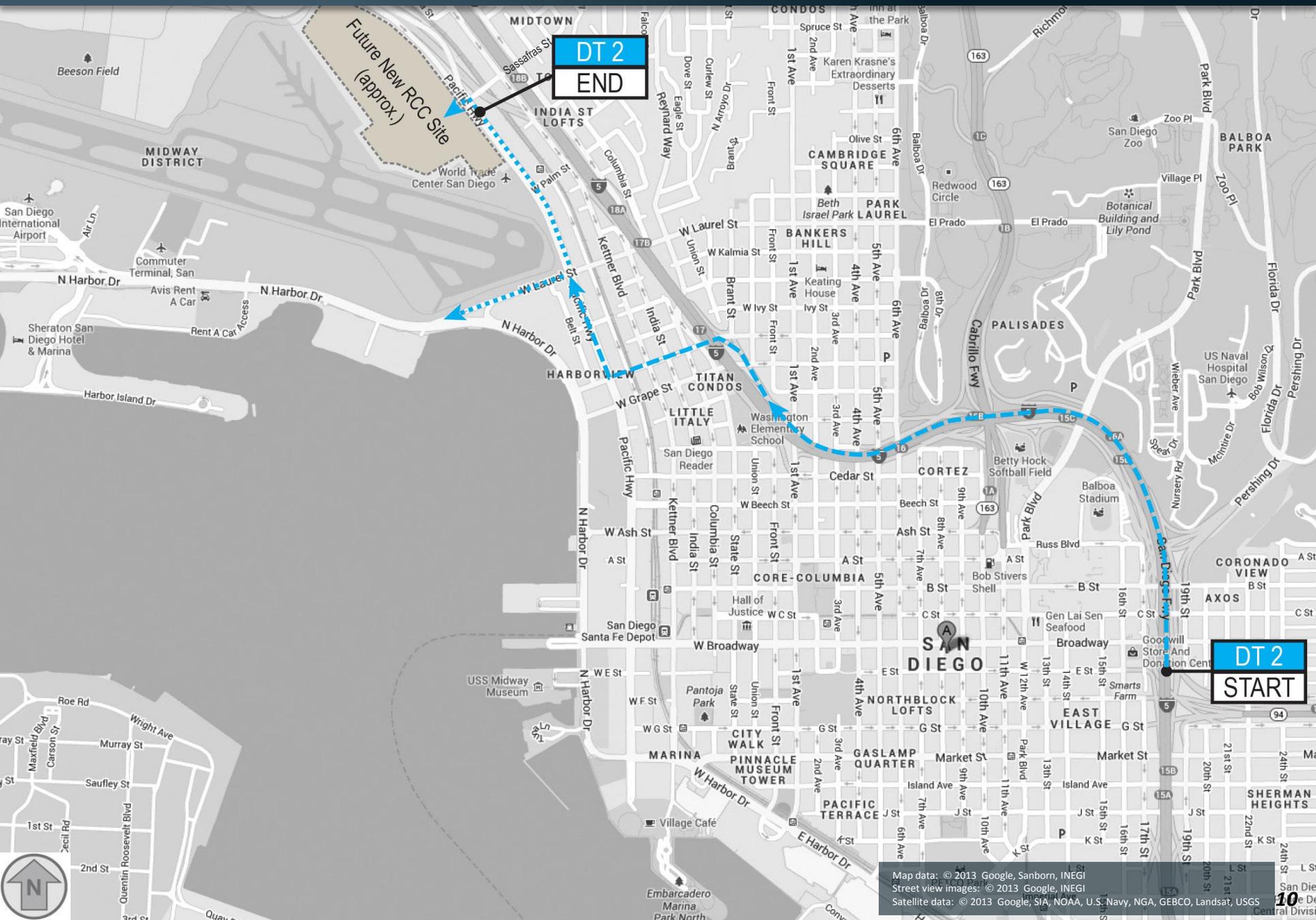


- New sign panel on new post



Drive-Through 2a - Summary

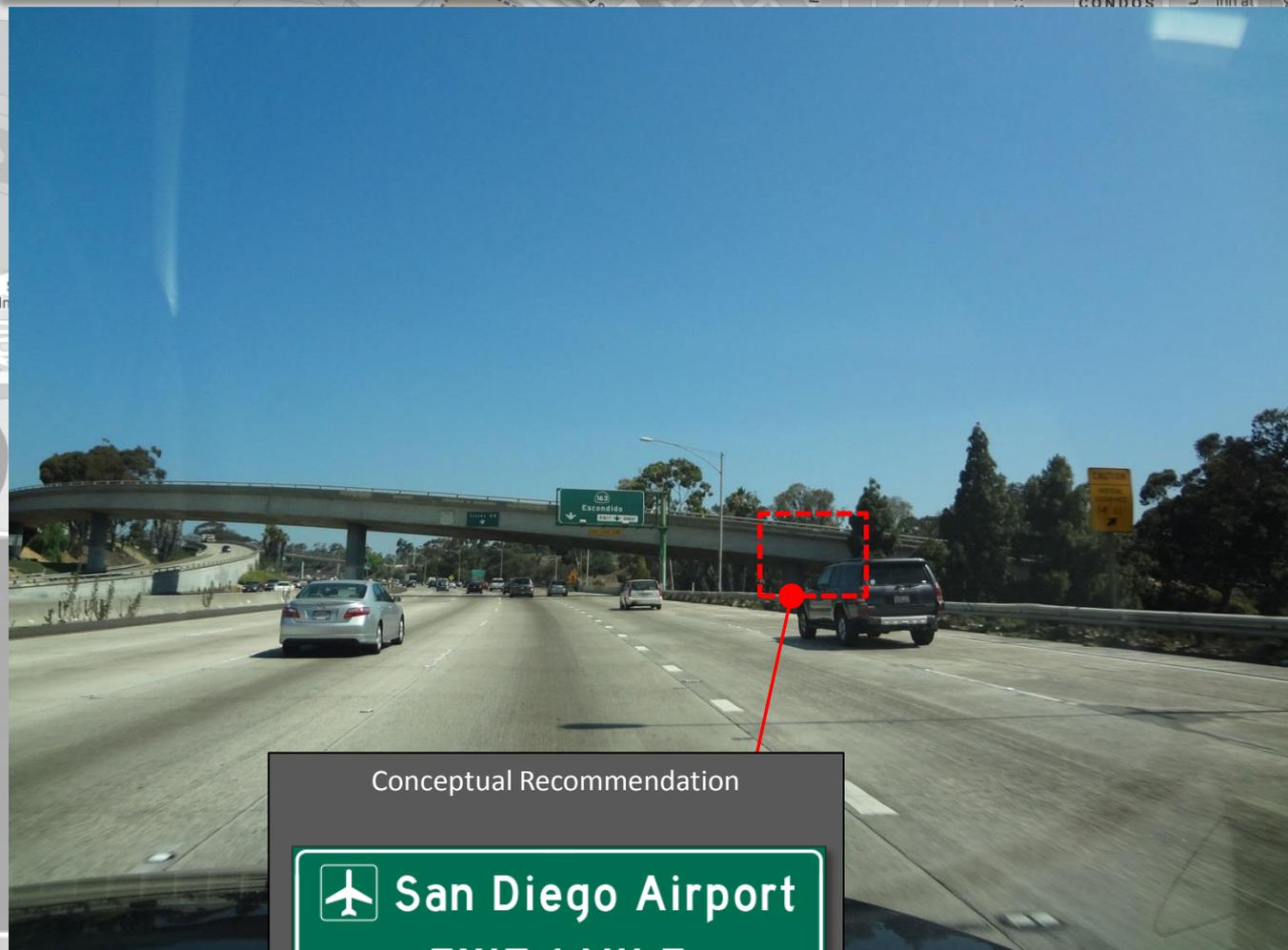
I-5 (Northbound) → Hawthorn St. Exit → Pacific Hwy → Laurel St. → RCC



Future New RCC Site
(approx.)

DT 2
END

DT 2
START



Conceptual Recommendation



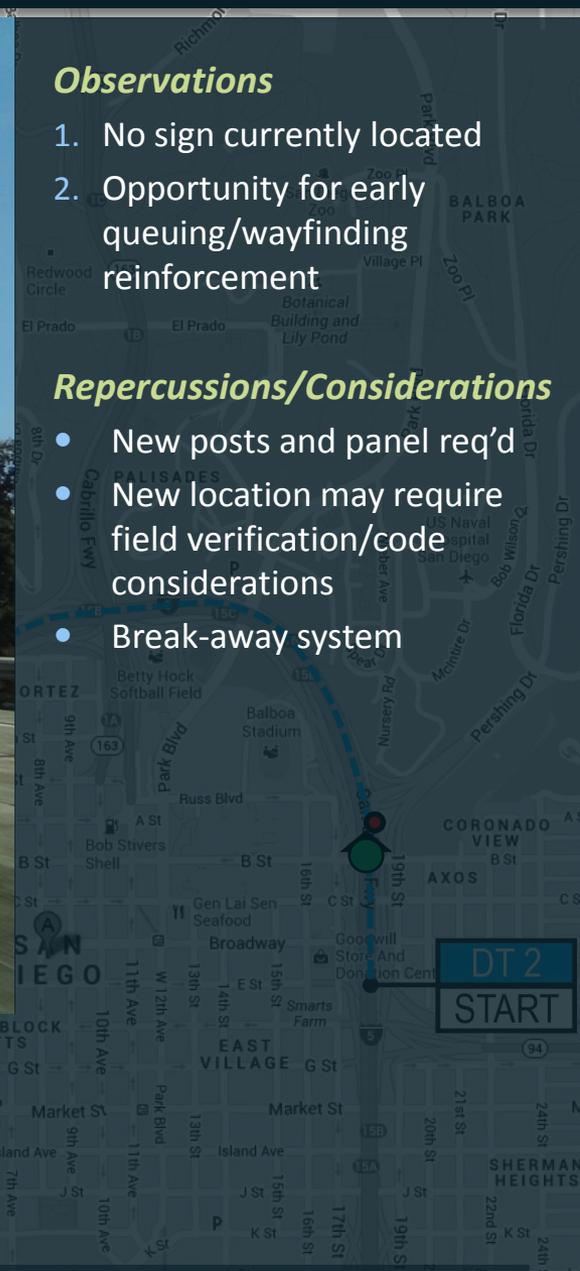
- New roadside sign panel on new posts

Observations

1. No sign currently located
2. Opportunity for early queuing/wayfinding reinforcement

Repercussions/Considerations

- New posts and panel req'd
- New location may require field verification/code considerations
- Break-away system





Observations

1. Universal symbol not used

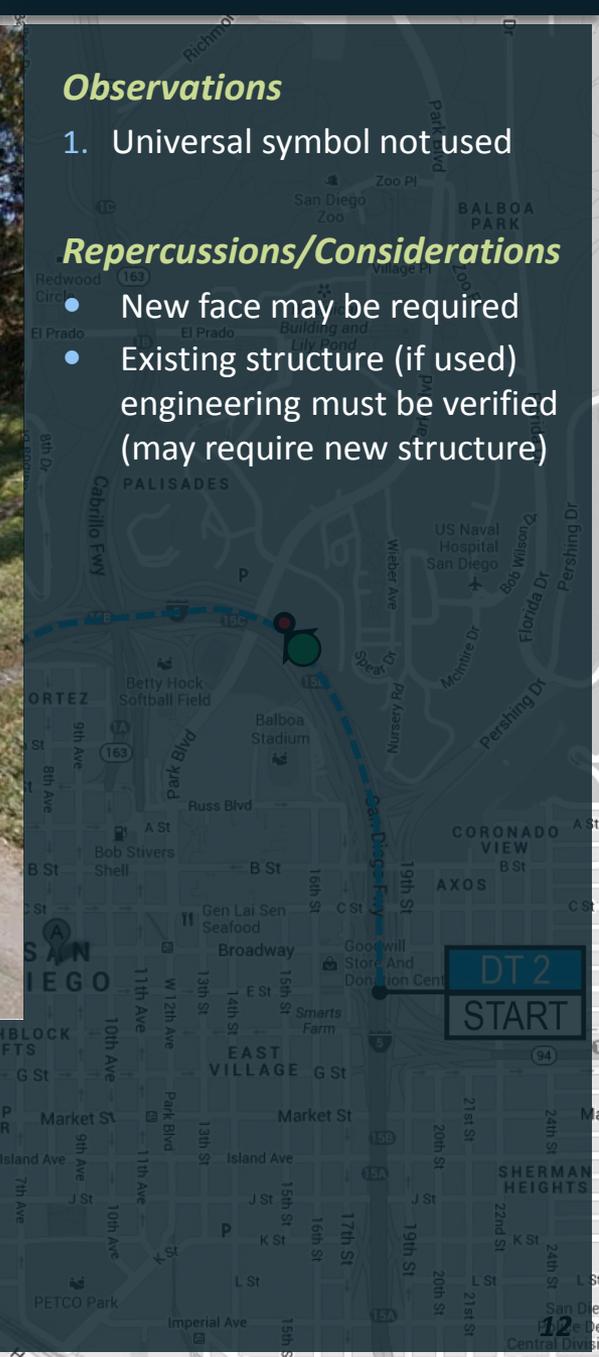
Repercussions/Considerations

- New face may be required
- Existing structure (if used) engineering must be verified (may require new structure)

Conceptual Recommendation



- Re-face existing panel (or new, same size)
- New 16" symbol
- Airport message = "condensed" ver. to allow message to fit





Conceptual Recommendation



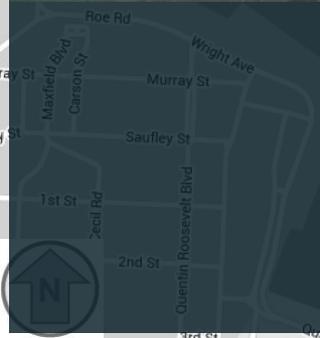
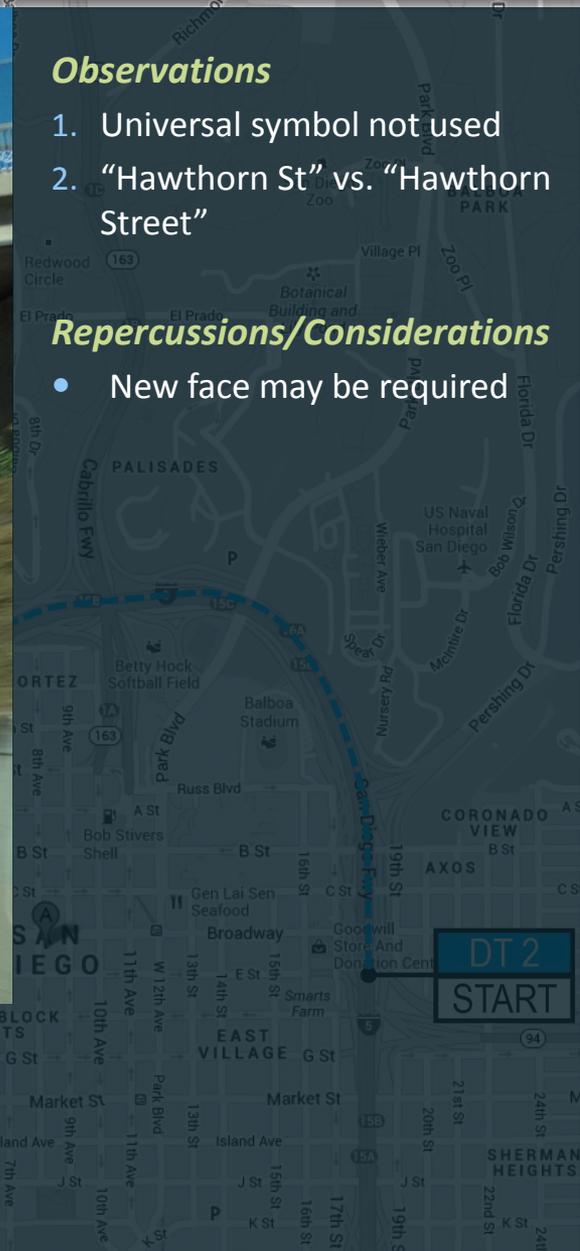
- Re-face existing panel (or new, same size)
- New 24" symbol
- Airport message = "condensed" ver. to allow message to fit
- Use consistent version of "Street"

Observations

1. Universal symbol not used
2. "Hawthorn St" vs. "Hawthorn Street"

Repercussions/Considerations

- New face may be required



Observations

1. Universal symbol not used
2. “Hawthorn St” vs. “Hawthorn Street”

Repercussions/Considerations

- New face may be required



Conceptual Recommendation Option

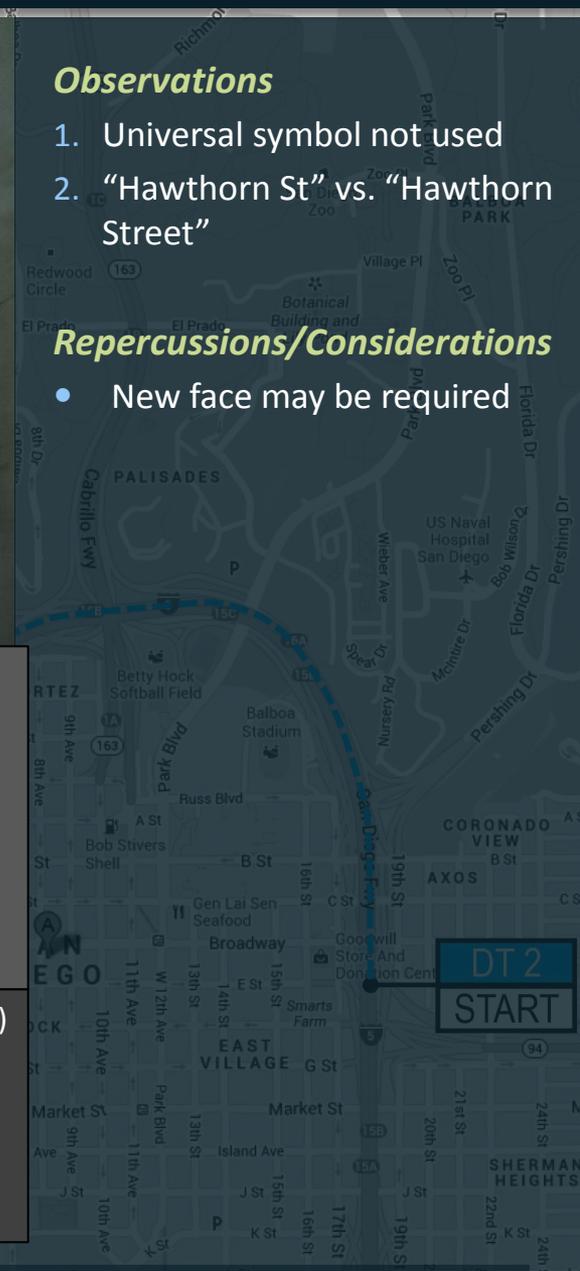


- New sign panel
- Routes traffic to SassafRAS Street for Rental Car Return

Conceptual Recommendation



- Re-face existing panel (or new, same size)
- New 24” symbol
- Airport message = “condensed” ver. to allow message to fit
- Use consistent version of “Street”





Observations

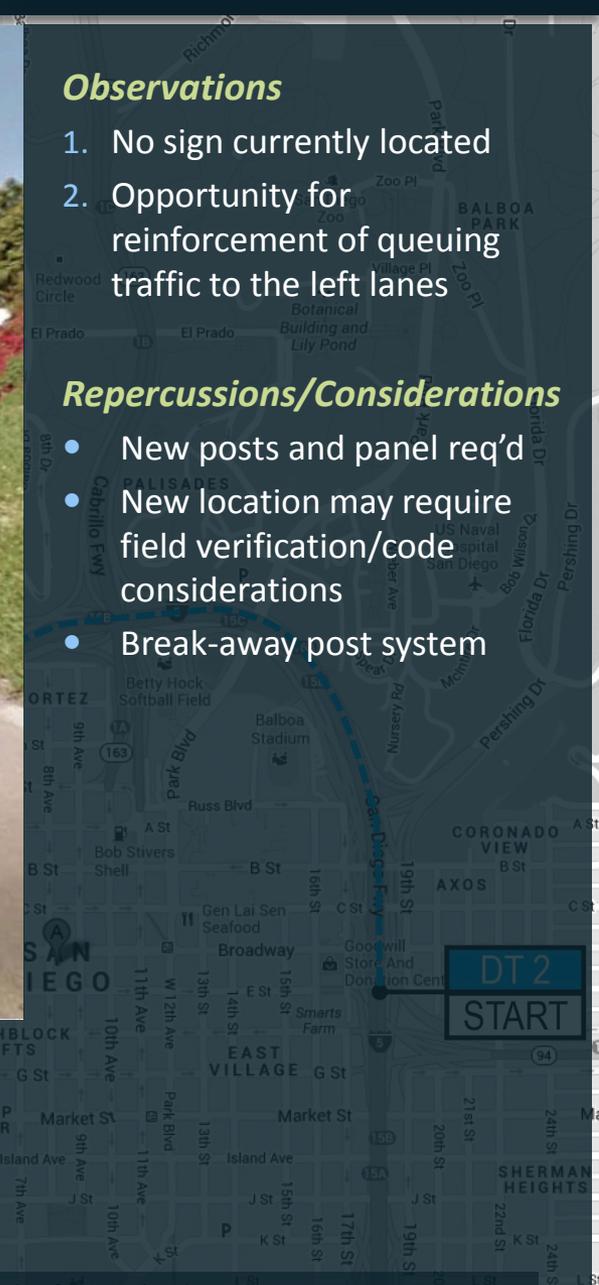
1. No sign currently located
2. Opportunity for reinforcement of queuing traffic to the left lanes

Repercussions/Considerations

- New posts and panel req'd
- New location may require field verification/code considerations
- Break-away post system

Conceptual Recommendation

- New roadside sign panel on new posts
- New lower panels: separate & spaced down from main panel for better visual separation





Observations

1. No sign currently located
2. Opportunity for improved wayfinding (prior to primary decision point at Laurel St.)
3. Opportunity to reinforce RCC destination ahead (beyond decision point)

Repercussions/Considerations

- New panels req'd
- Light pole must be structurally verified to allow for new panels

Conceptual Recommendation



- New sign panels on existing light post



Conceptual Recommendation

Rental Car Return

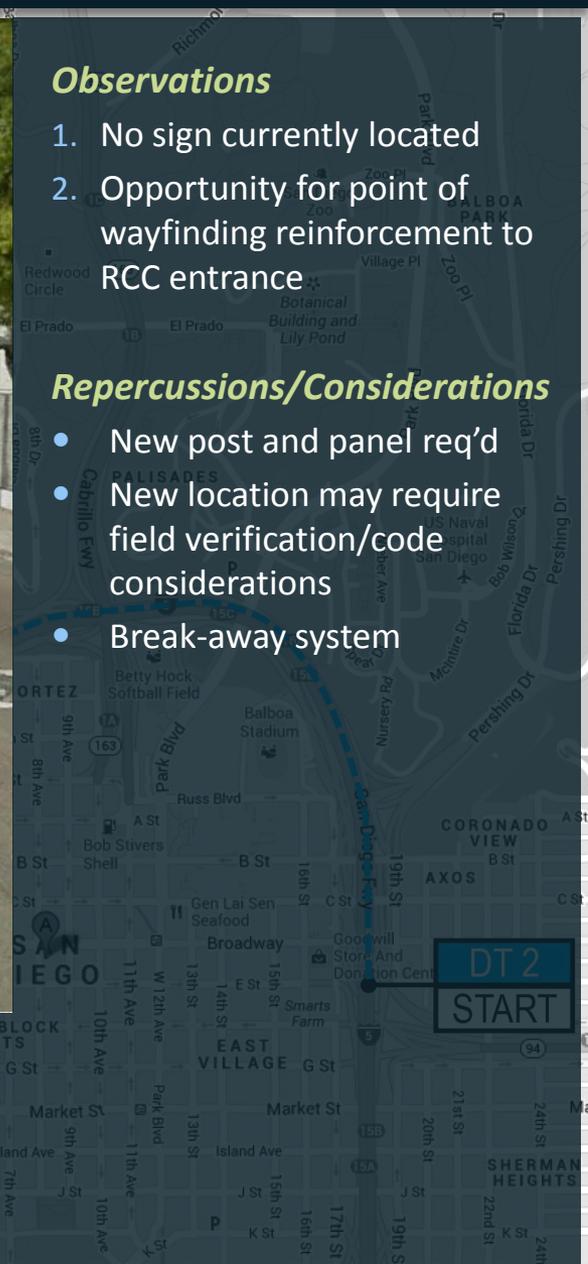
- New sign panel on new post

Observations

1. No sign currently located
2. Opportunity for point of wayfinding reinforcement to RCC entrance

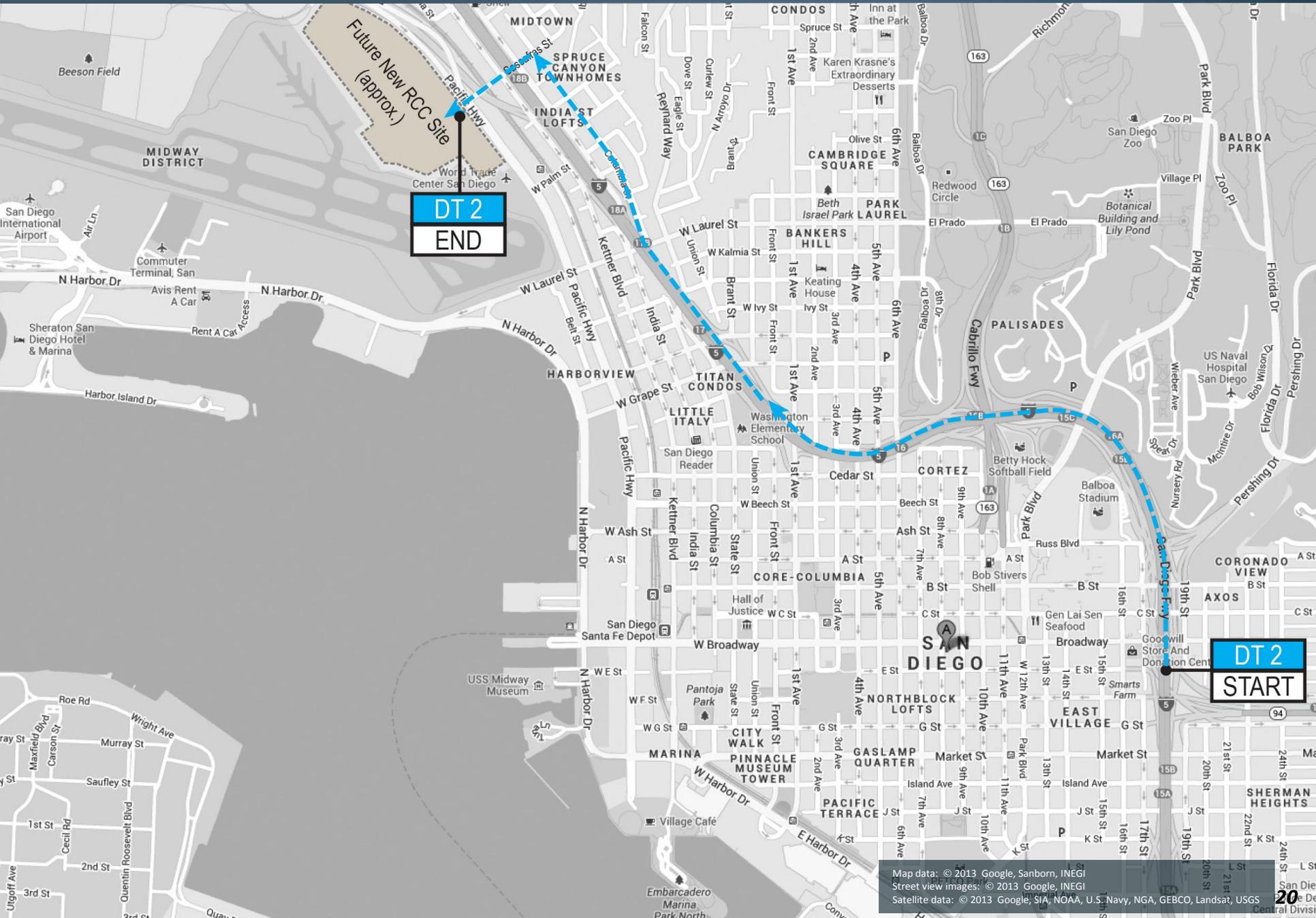
Repercussions/Considerations

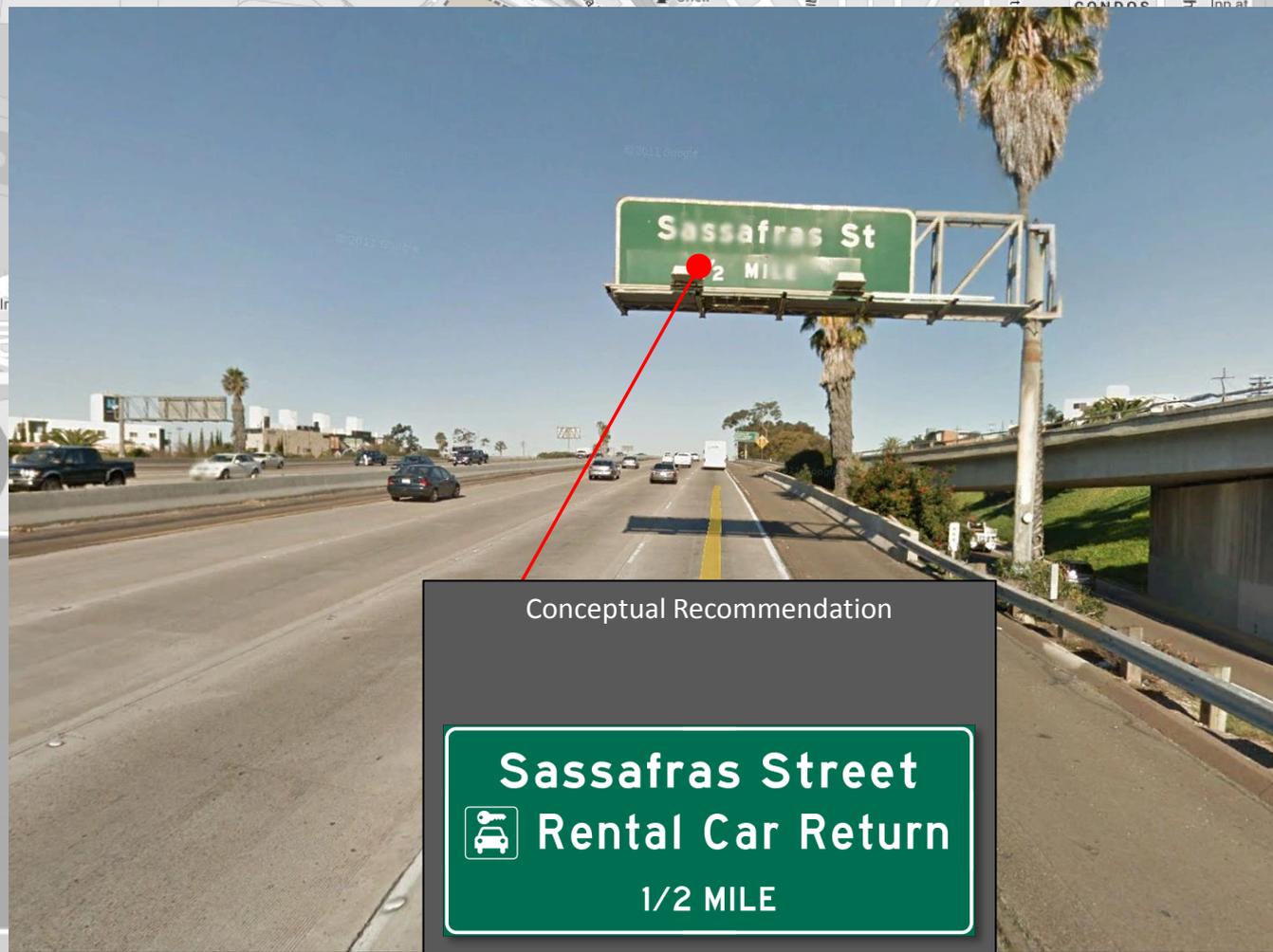
- New post and panel req'd
- New location may require field verification/code considerations
- Break-away system



Drive-Through 2b - Summary

I-5 (Northbound) → Sassafras St. / India St. Exit → Sassafras St. → RCC





Conceptual Recommendation

Sassafas Street
 **Rental Car Return**
 1/2 MILE

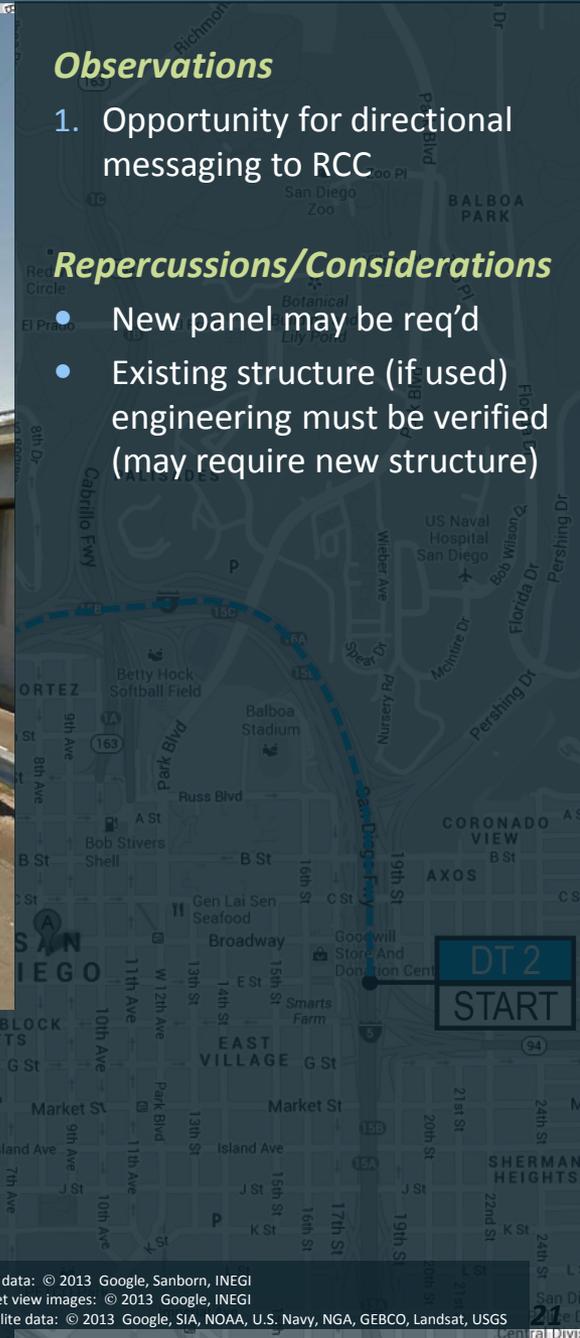
- Re-face existing panel (or new, larger panel if needed)
- New 24" symbol and RCC message
- Use consistent version of "Street"

Observations

1. Opportunity for directional messaging to RCC

Repercussions/Considerations

- New panel may be req'd
- Existing structure (if used) engineering must be verified (may require new structure)





Conceptual Recommendation



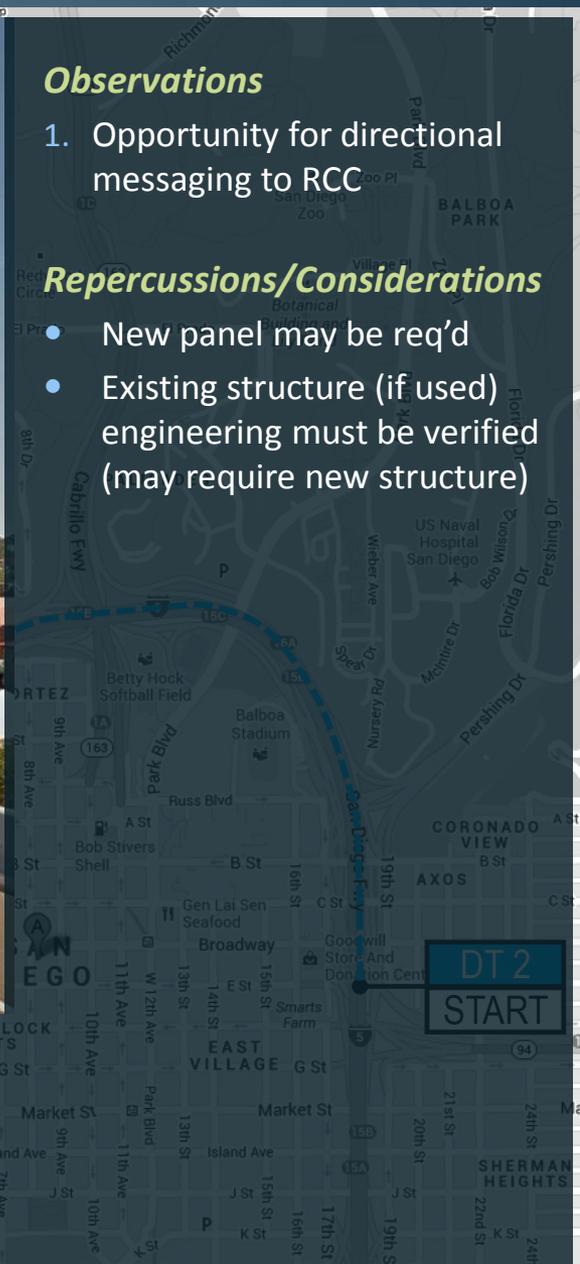
- Re-face existing panel (or new, larger panel if needed)
- New 24" symbol and RCC message
- Use consistent version of "Street"

Observations

1. Opportunity for directional messaging to RCC

Repercussions/Considerations

- New panel may be req'd
- Existing structure (if used) engineering must be verified (may require new structure)





Conceptual Recommendation



Rental Car
Return



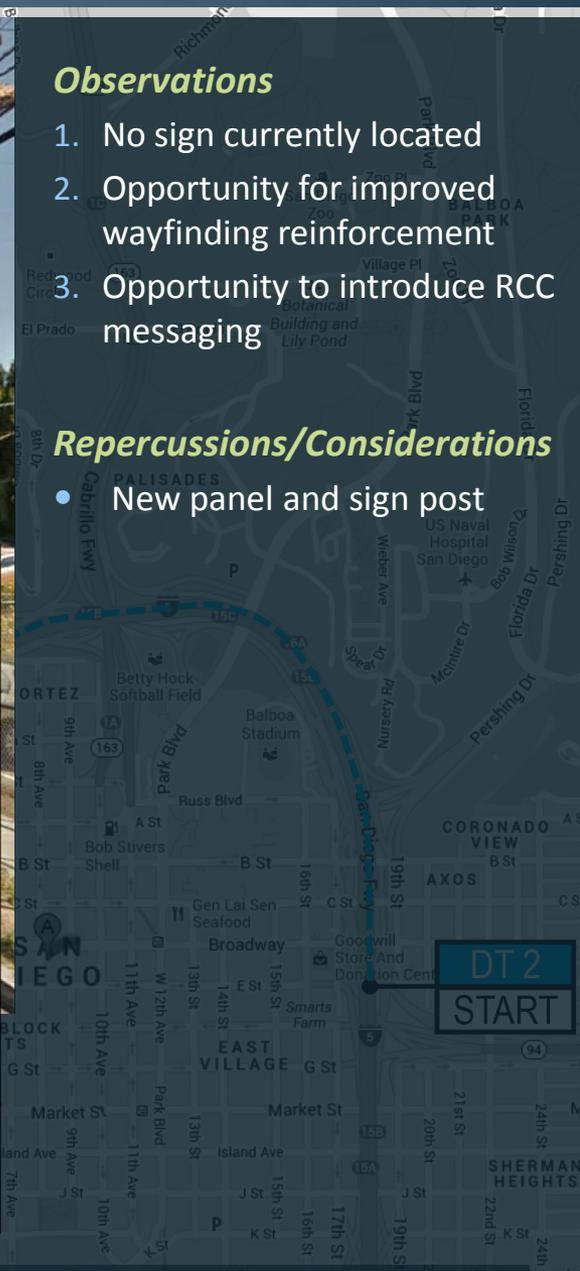
- New sign panel and post

Observations

1. No sign currently located
2. Opportunity for improved wayfinding reinforcement
3. Opportunity to introduce RCC messaging

Repercussions/Considerations

- New panel and sign post





Conceptual Recommendation

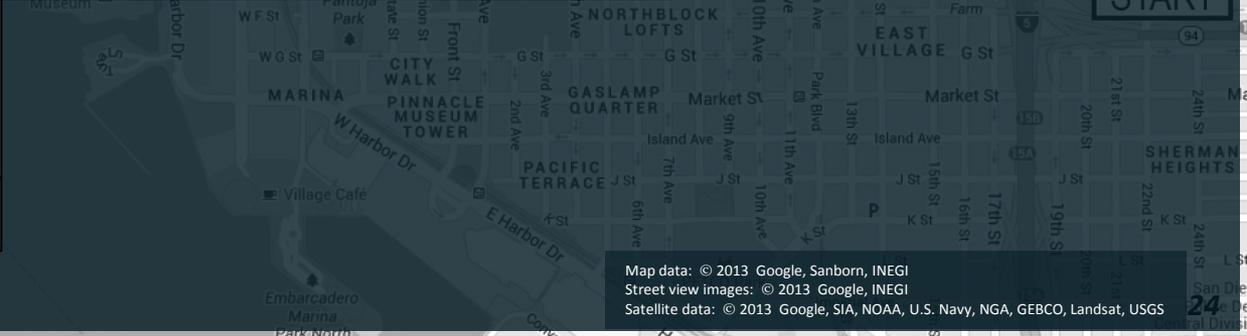
- New sign panel on new post

Observations

1. No sign currently located
2. Opportunity for improved wayfinding reinforcement
3. Opportunity to introduce RCC messaging

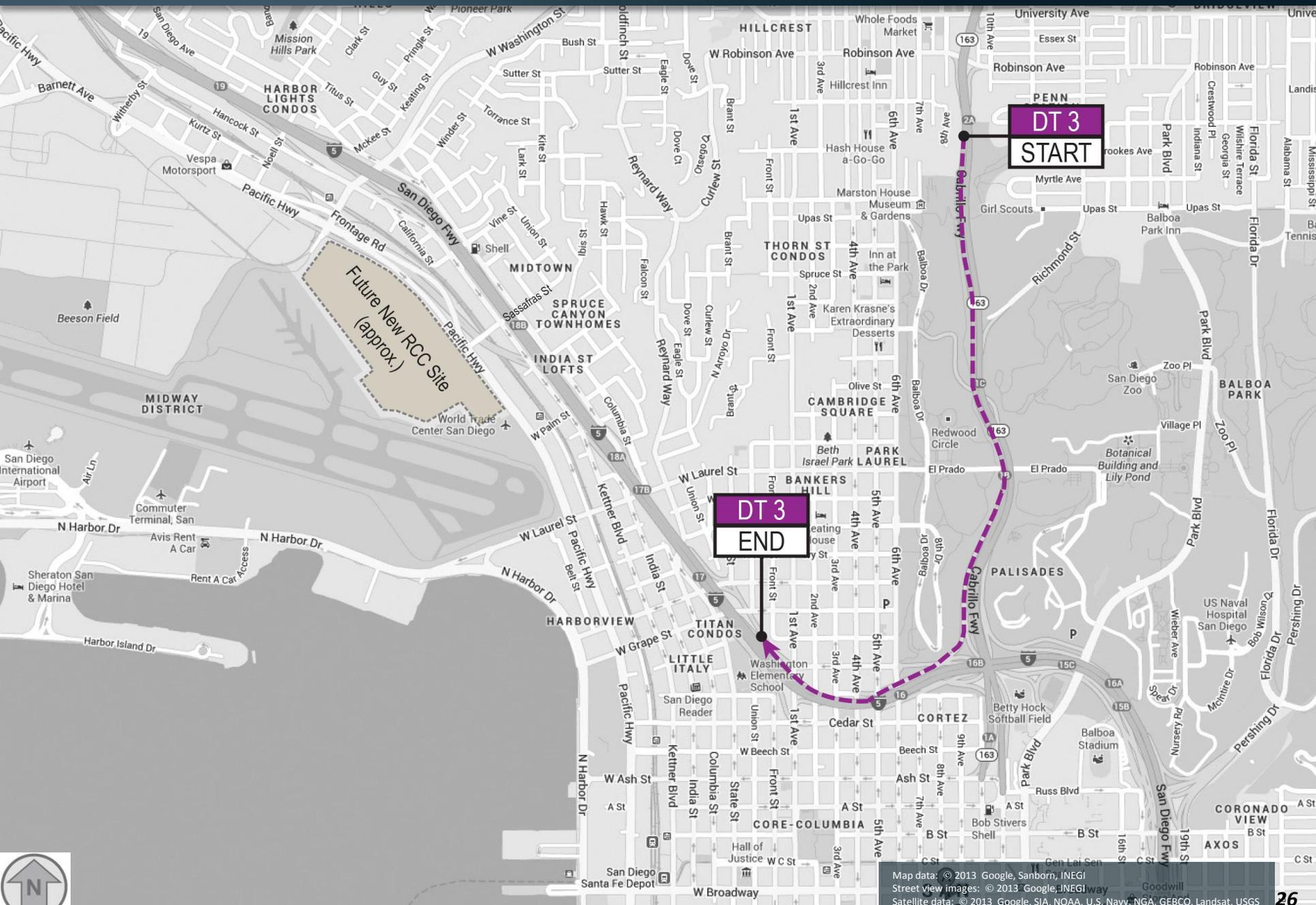
Repercussions/Considerations

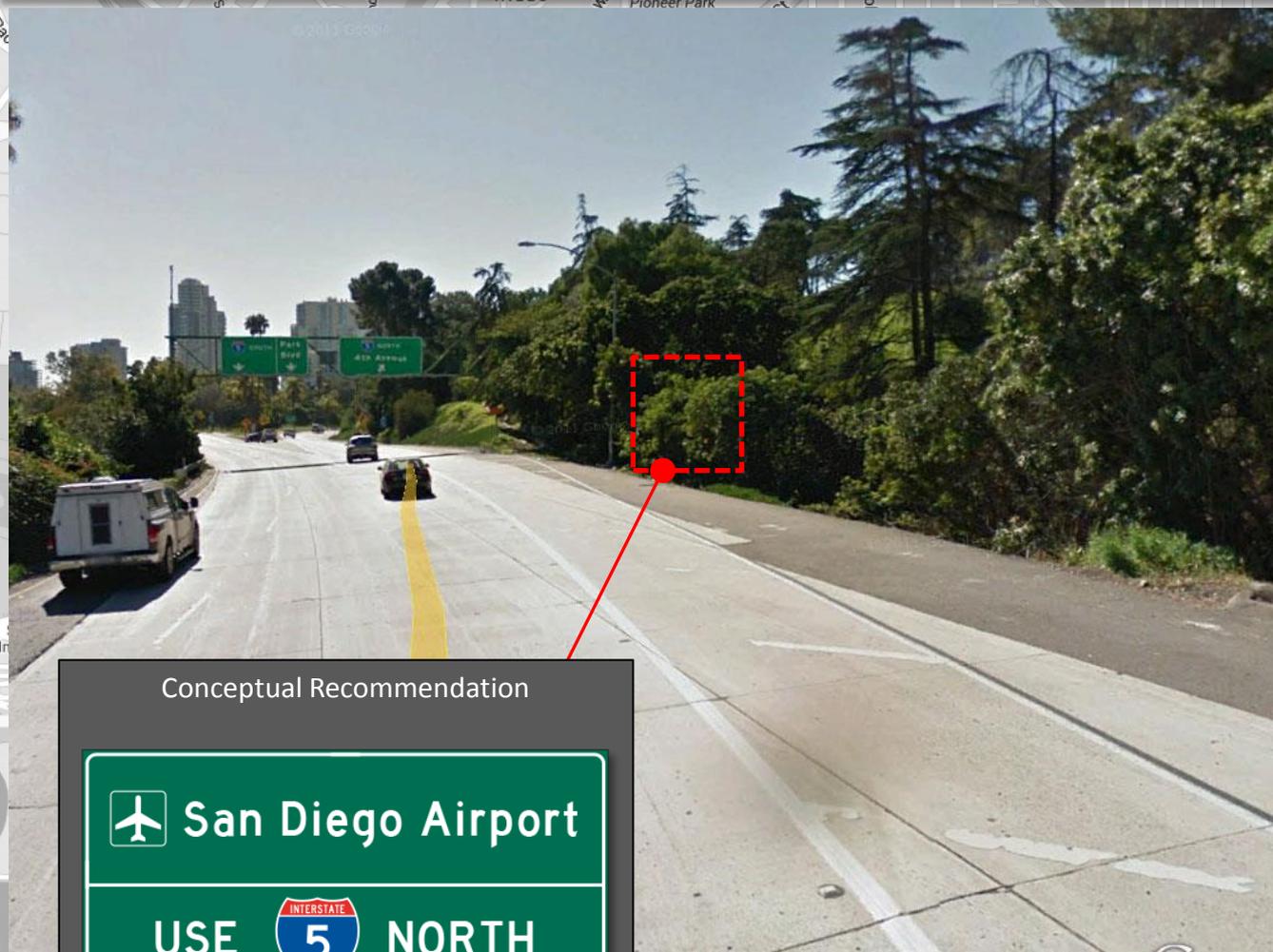
- New post and panel
- Break-away post system



Drive-Through 3 - Summary

Hwy 163 (Southbound thru Balboa Park Area) → merge w/ I-5 (Northbound) → Hawthorn St. Exit





Conceptual Recommendation



- Re-face existing panel (or new, same size)
- New 16" symbol
- Airport message = "condensed" ver. to allow message to fit

Observations

1. No sign currently located
2. Opportunity for early queuing/wayfinding reinforcement

Repercussions/Considerations

- New posts and panel req'd
- New location may require field verification/code considerations

Break-away system



Conceptual Recommendation



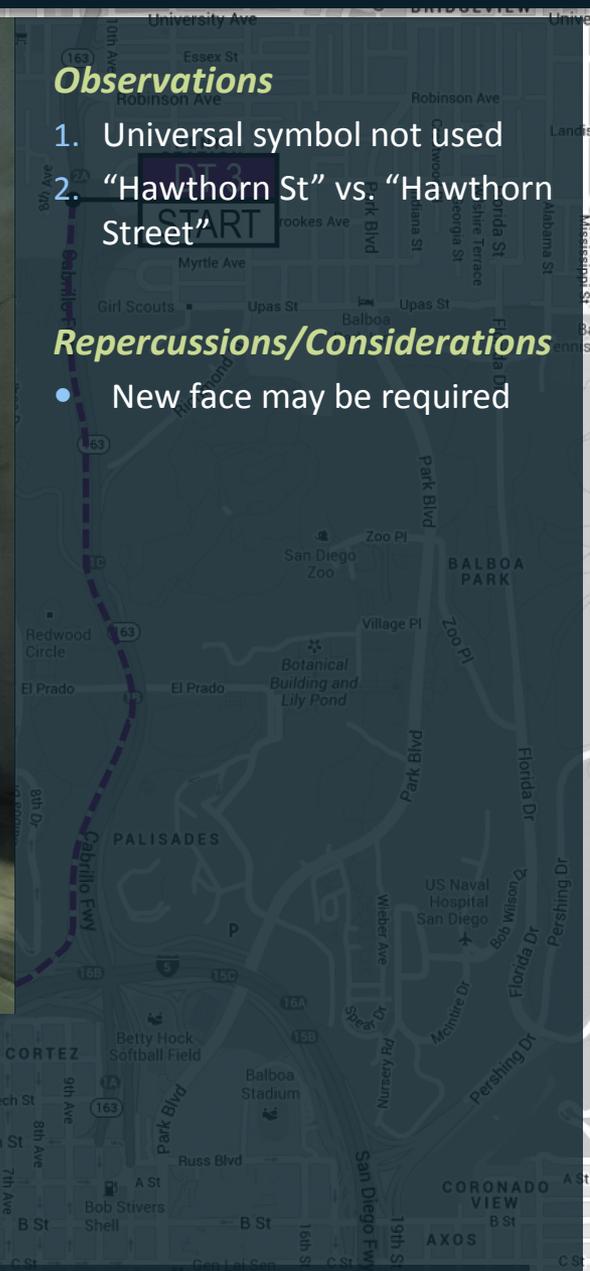
- Re-face existing panel (or new, same size)
- New 24" symbol
- Airport message = "condensed" ver. to allow message to fit
- Use consistent version of "Street"

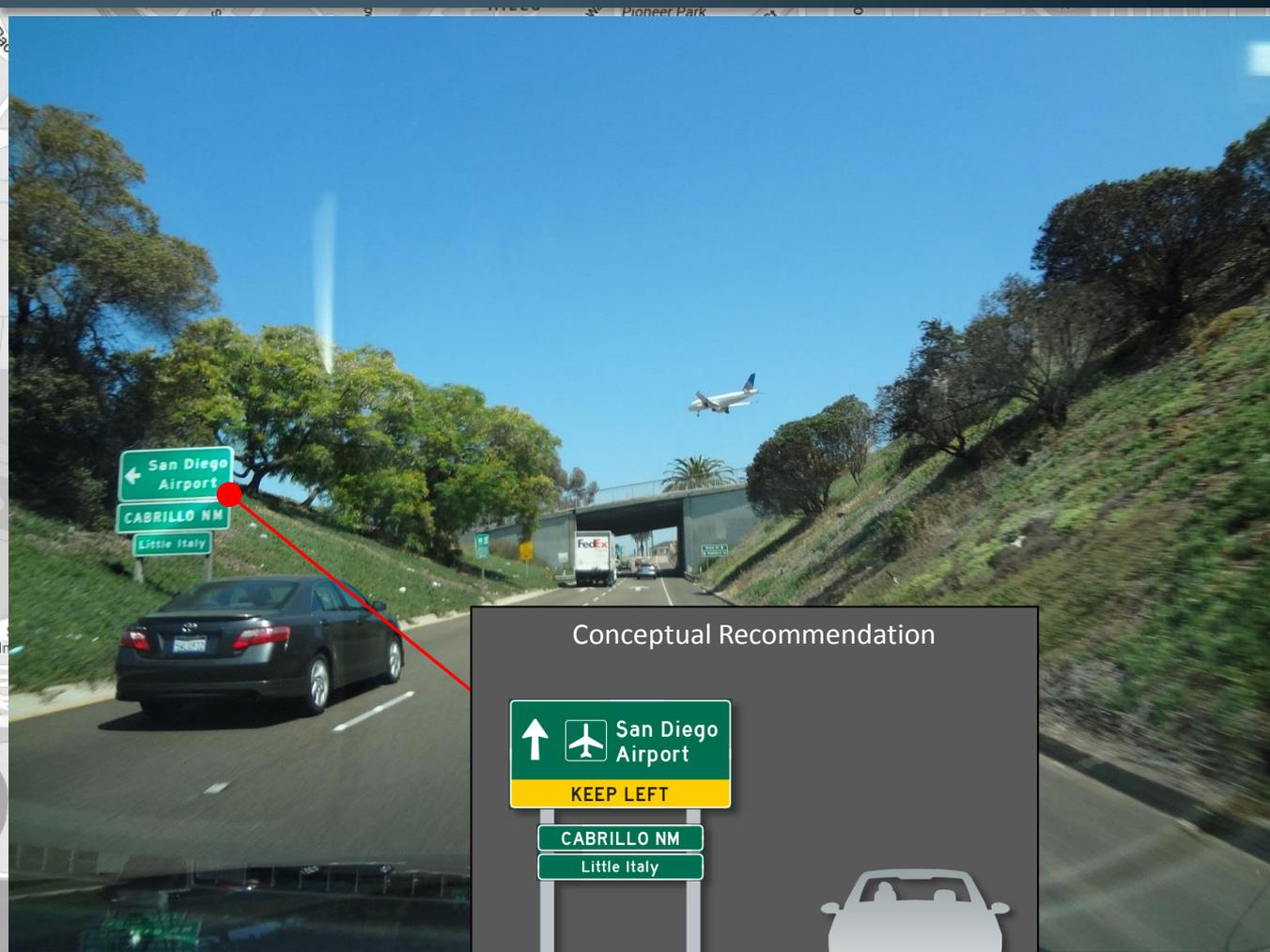
Observations

1. Universal symbol not used
2. "Hawthorn St" vs. "Hawthorn Street"

Repercussions/Considerations

- New face may be required





Observations

1. No universal symbol used
2. Straight-left arrow not quite correct to traffic flow ahead
3. Airport message difficult to see in combination with other ancillary messaging
4. Opportunity to introduce lane/left side queuing prior to lane split/exit ahead

Repercussions/Considerations

- New posts and panels may be req'd
- Existing structure (if used) engineering must be verified (may require new structure)

Conceptual Recommendation



KEEP LEFT

CABRILLO NM

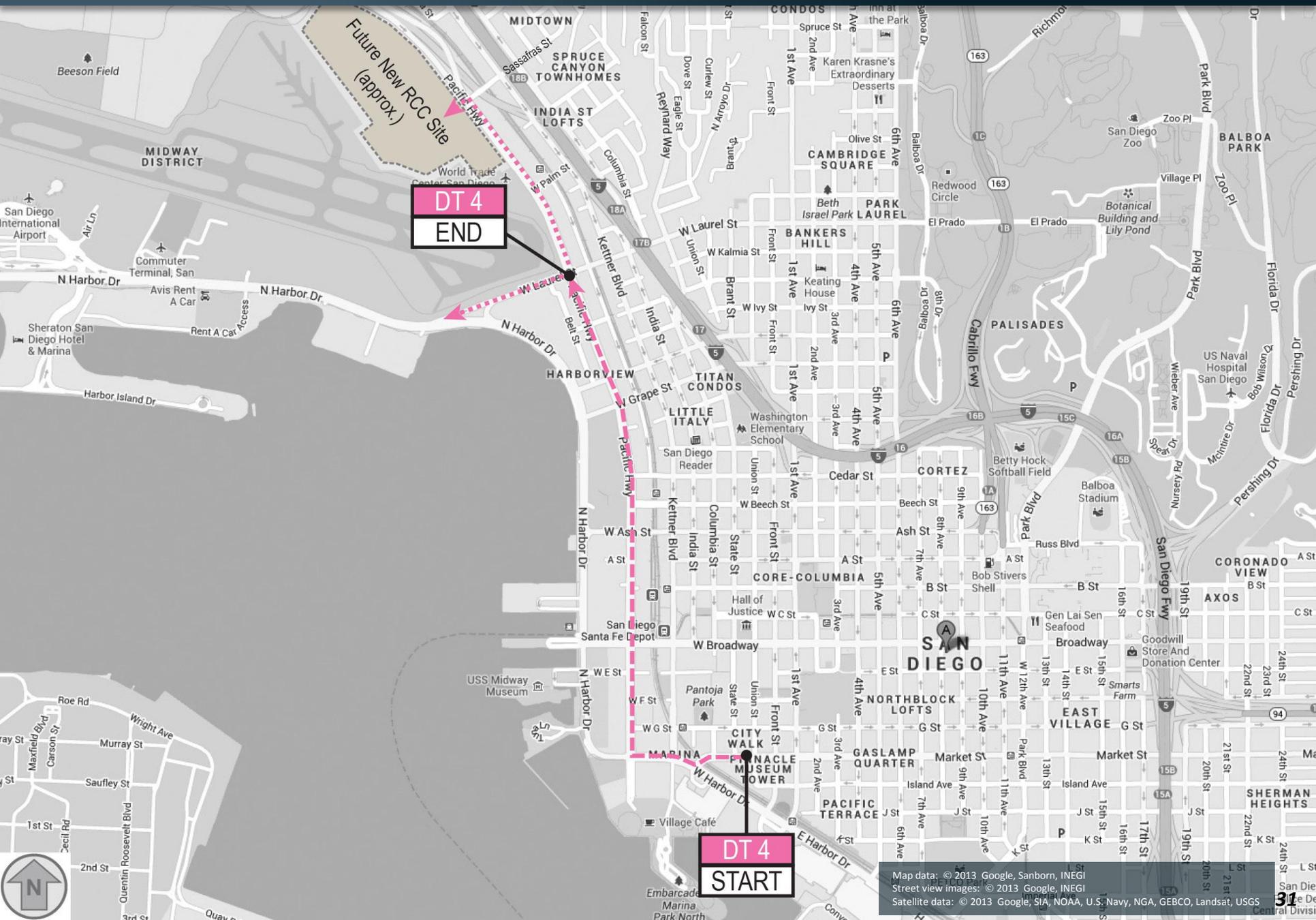
Little Italy

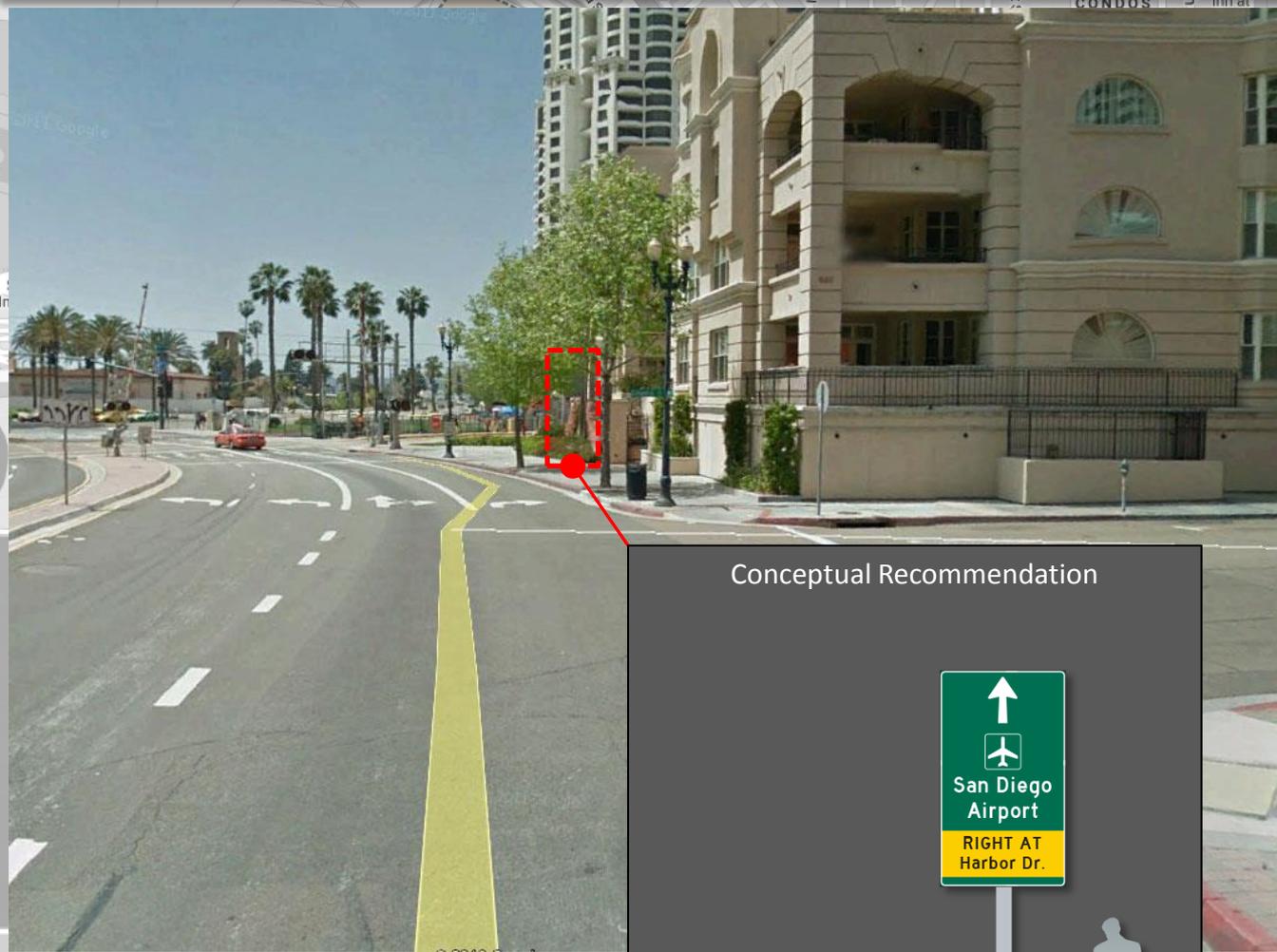


- New roadside sign panel on new posts
- New lower panels: separate & spaced down from main panel for better visual separation

Drive-Through 4 - Summary

W. Market St. → W. Harbor Dr. → Pacific Hwy → Laurel St./N. Harbor Dr. (East Entrance)





Conceptual Recommendation



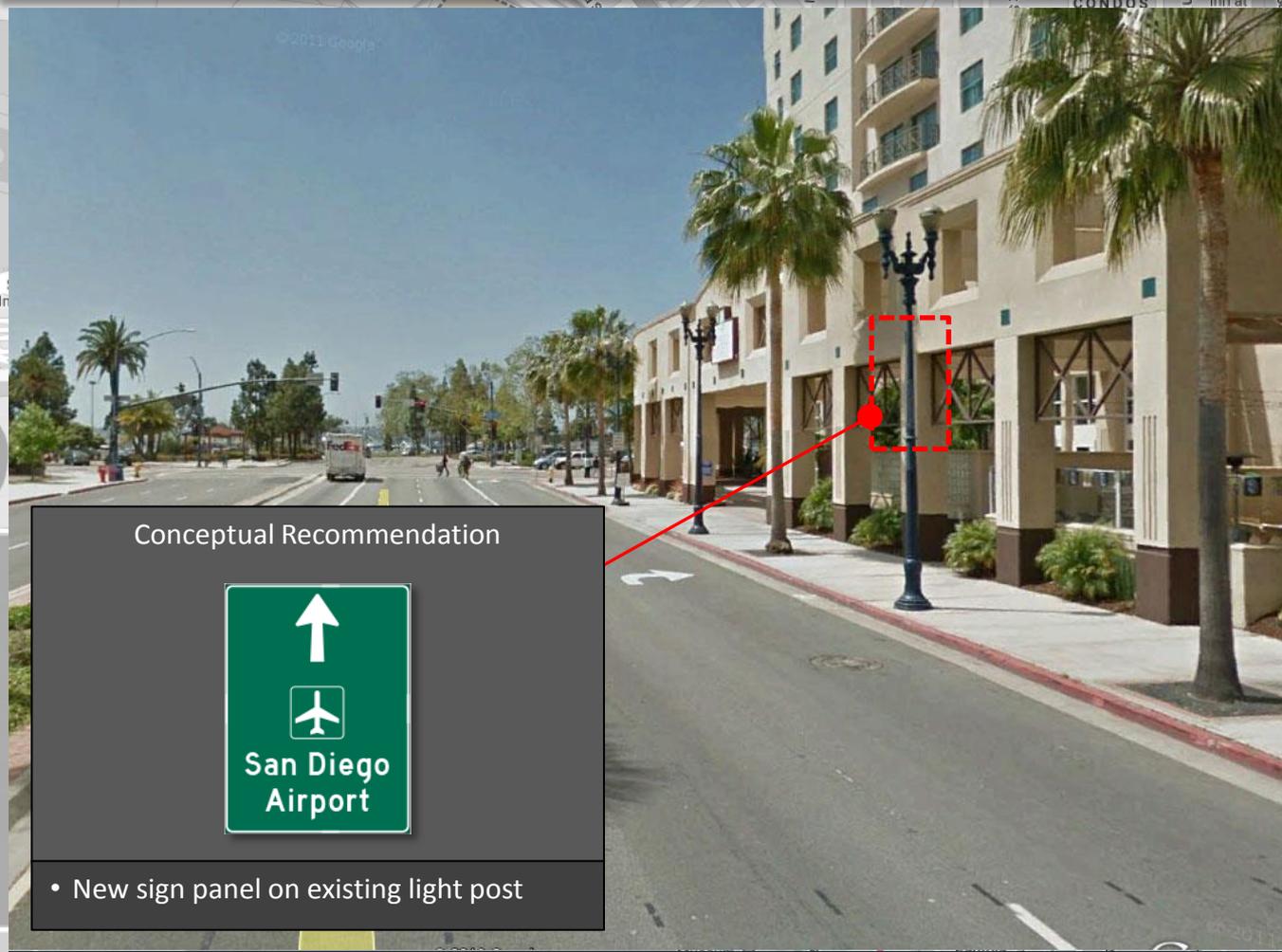
- New sign panel on new post

Observations

1. No sign currently located
2. Opportunity for improved wayfinding prior to primary decision point at Harbor Dr.

Repercussions/Considerations

- New post and panel req'd
- New location may require field verification/code considerations
- Break-away post system



Observations

1. No sign currently located
2. Opportunity for improved directional messaging to Airport (prior to primary decision point at Pacific Hwy)

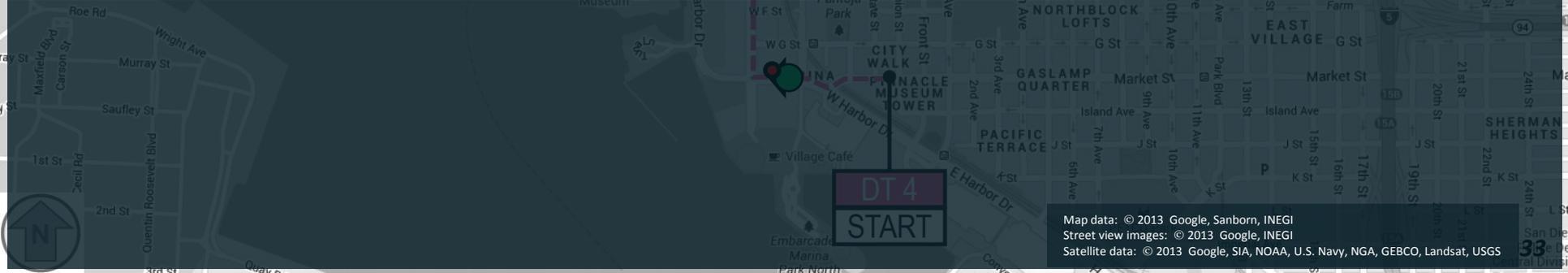
Repercussions/Considerations

- New panels req'd
- Light pole must be structurally verified to allow for new panels

Conceptual Recommendation



- New sign panel on existing light post





Conceptual Recommendation



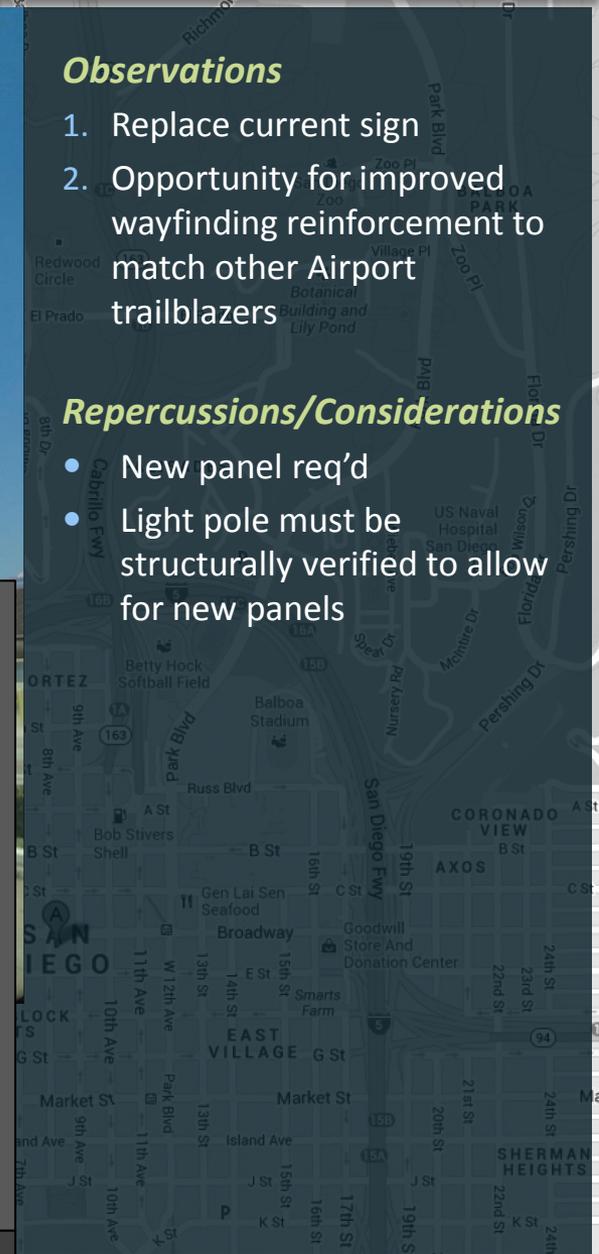
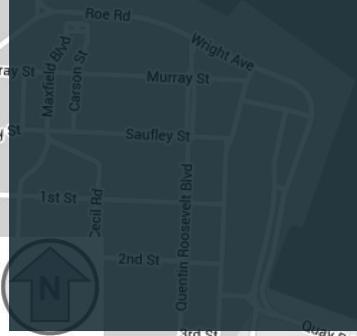
- New sign panels on existing light post

Observations

1. Replace current sign
2. Opportunity for improved wayfinding reinforcement to match other Airport trailblazers

Repercussions/Considerations

- New panel req'd
- Light pole must be structurally verified to allow for new panels





Conceptual Recommendation



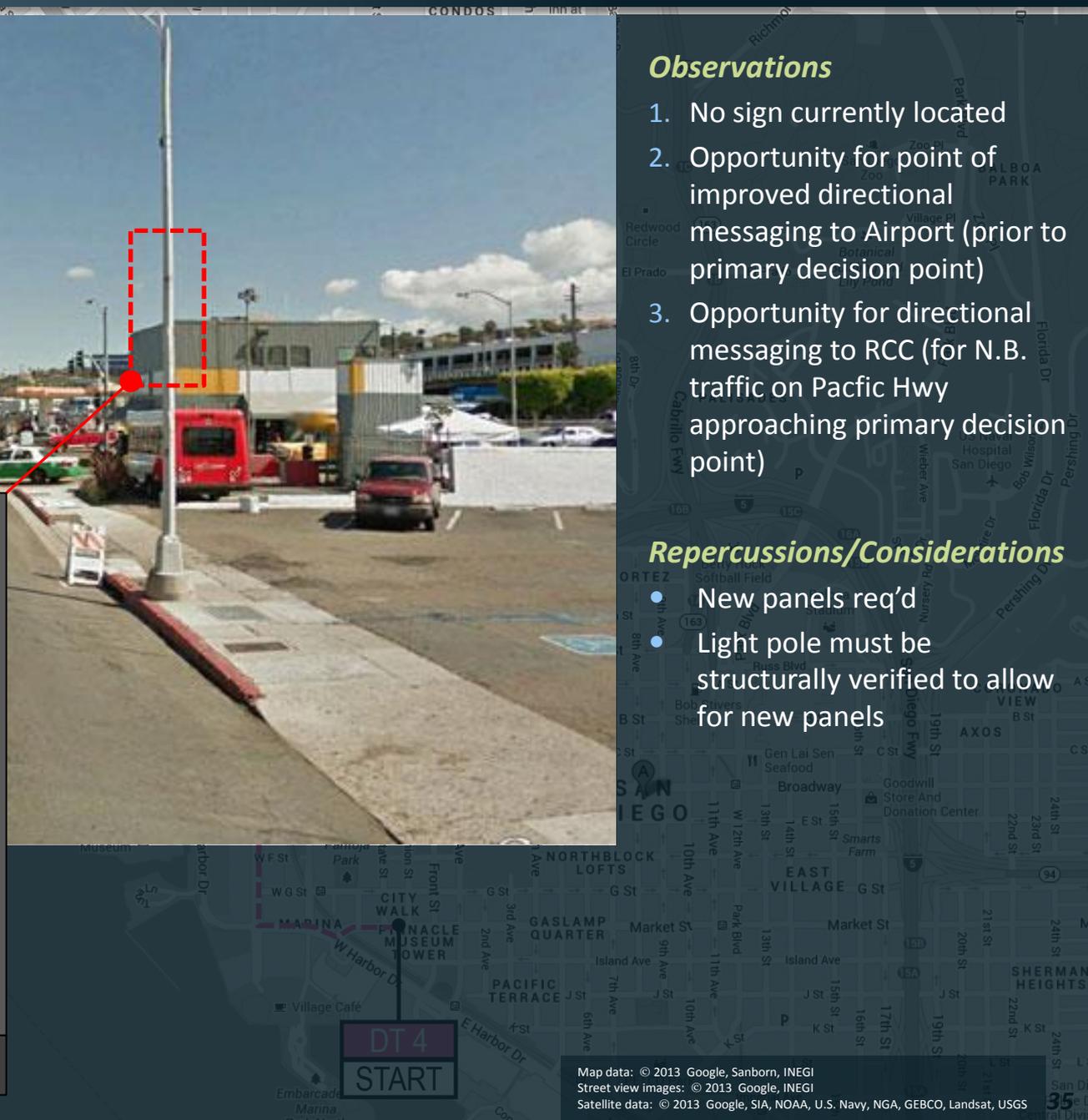
- New sign panels on existing light post

Observations

1. No sign currently located
2. Opportunity for point of improved directional messaging to Airport (prior to primary decision point)
3. Opportunity for directional messaging to RCC (for N.B. traffic on Pacific Hwy approaching primary decision point)

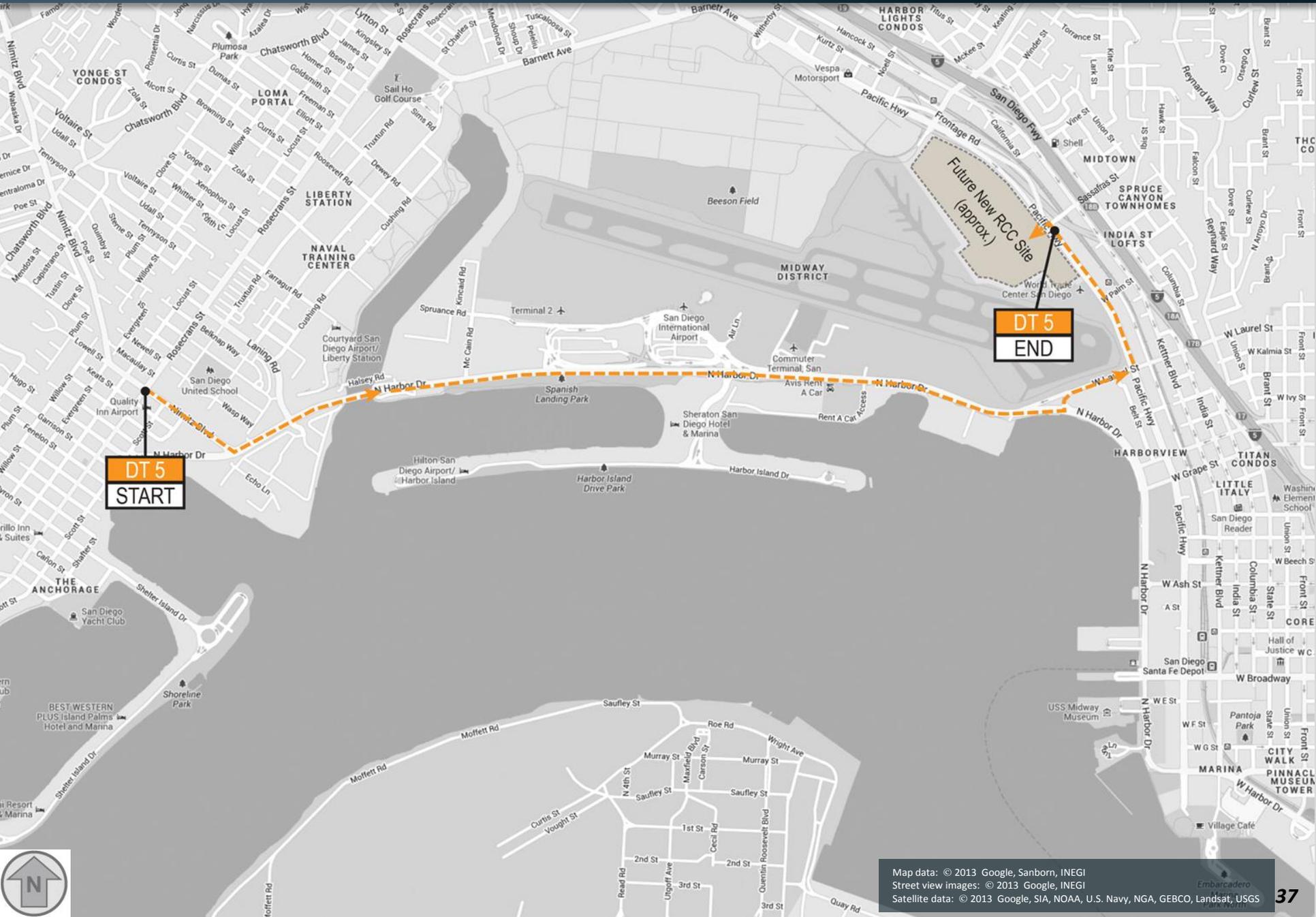
Repercussions/Considerations

- New panels req'd
- Light pole must be structurally verified to allow for new panels



Drive-Through 5 - Summary

Nimitz Blvd. → N. Harbor Dr. (West Airport Entry) → Grape St. → Pacific Hwy. → RCC



Observations

1. Trailblazing to Rental Car Return does not currently exist

Repercussions/Considerations

- New post and panels req'd
- New location may require field verification/code considerations
- Break-away post system

Conceptual Recommendation



- New sign panels on new post



Observations

1. Message on right will no longer be accurate
2. Universal symbols not used

Repercussions/Considerations

- Re-face of existing
- New face may be required



Conceptual Recommendation: Opt 1

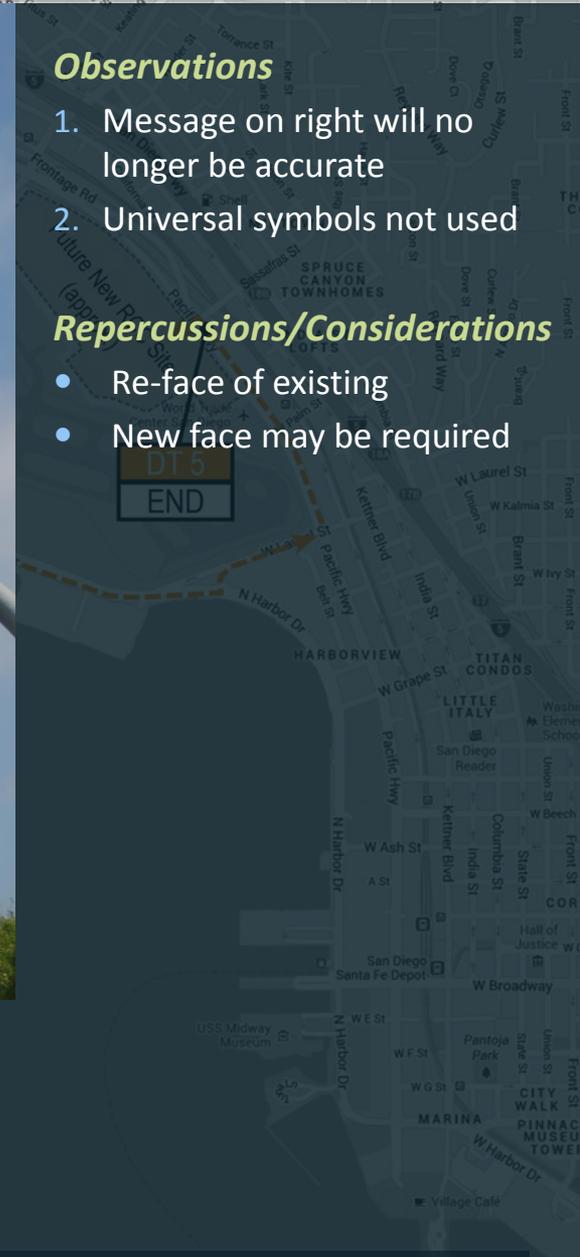


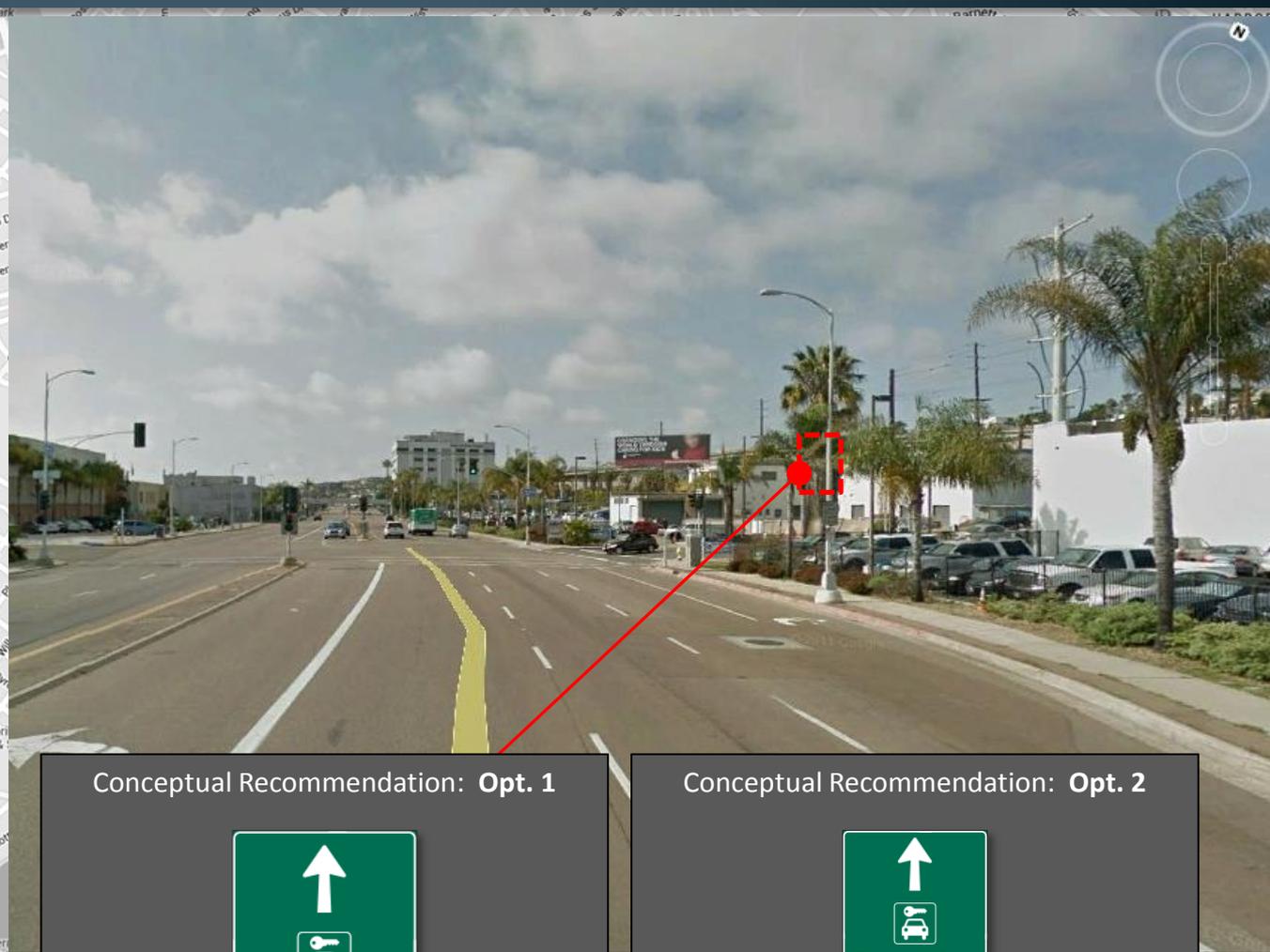
- Remove rental car brands, add arrow
- Standard SAN rental car symbol

Conceptual Recommendation: Opt 2



- Alternate layout with DOT rental car symbol



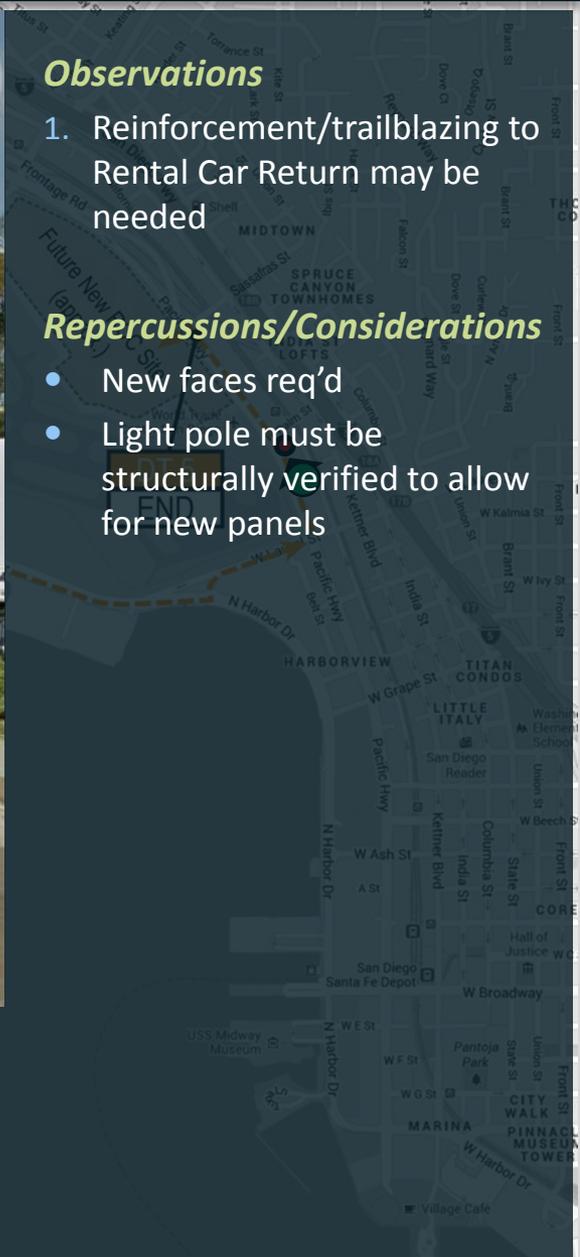


Observations

1. Reinforcement/trailblazing to Rental Car Return may be needed

Repercussions/Considerations

- New faces req'd
- Light pole must be structurally verified to allow for new panels



Conceptual Recommendation: **Opt. 1**



- New sign panel mounted to light pole

Conceptual Recommendation: **Opt. 2**



- Alternate sign panel option



Conceptual Recommendation

• New sign panel on new post

Observations

1. No sign currently located
2. Opportunity for point of wayfinding reinforcement to RCC entrance

Repercussions/Considerations

- New post and panel req'd
- New location may require field verification/code considerations
- Break-away system

Thank You



SAN DIEGO
INTERNATIONAL
AIRPORT

Airport Campus and Approach Roadways

Review/Analysis/Conceptual Design of Vehicular Wayfinding Signage

Task: Wayfinding Discovery and Analysis

AUGUST 2013

Presented by:

