

Council Meeting: July 9, 2026	Prepared By: Jessica Christensen Buck, Parks and Recreation Manager
Topic: Wayfinding Policy and Sign Designs	Action Required: Approval

Summary

As Corcoran's park system continues to grow, there is a need for a consistent approach to park signage that improves navigation, City identity, and cohesive appearance throughout parks, trails, and open spaces. To address this need, staff has been working to develop a Wayfinding Policy to establish standards for park signage and worked with HKGi to develop sign designs that would serve as the City's future sign family.

Both the Wayfinding Policy and the conceptual sign family have been reviewed and refined with the Parks and Trails Commission, a joint City Council/Parks and Trails Commission work session, and City staff. During the Commission meeting on June 18, 2026, the Parks and Trails Commission recommended approval of both the revised Wayfinding Policy and the wood post with composite panel sign family for City Council consideration.

Wayfinding Policy

The policy includes four categories of signage: monument, regulatory, directional/wayfinding, and interpretive. The draft policy also included guidance for donor recognition, grant-required signage, and general design standards. Commissioners discussion centered on maintaining flexibility for future park development while creating a recognizable identity through the park system. Additional discussion included implementation priorities, maintenance considerations, balancing consistency with future park needs, and incorporating partner recognition without unnecessary visual clutter.

The appendix portion of the policy is intended to include the final design standards once work is completed with a vendor for the sign family.

Sign Family

During the joint work session on March 12, 2026 between the City Council and Parks and Trails Commission, discussion occurred regarding the importance of establishing a consistent visual identity. Additionally, during the regular March 12, 2026 City Council meeting, the Council authorized staff work with HKGi to develop conceptual sign designs.

HKGi had a project kickoff meeting with staff, development of conceptual sign families, staff review of conceptual design, Parks and Trails Commission review, and is now coming to City Council for review and possible approval.

The Parks and Trails Commission completed the review during the June 18, 2026 meeting and expressed a clear preference for the wood post with composite panel sign family as they felt the design achieved the appropriate balance between aesthetics, cost, and durability. Additionally, they felt that the design provides a clean, timeless appearance, while reinforcing the City's branding. Majority of Commissioners supported the traditional profile and the bump-out feature incorporating the City logo, noting it enhanced the overall appearance without significantly increasing the cost.

The Commission also recommended incorporating concrete pads beneath future signs to reduce vegetation maintenance, minimize damage from maintenance equipment, and improve long-term stability.

Based on these discussions, the Parks and Trails Commission recommended approval of the wood post with composite panel sign family.

Financial/Budget

Approval of the policy and sign family does not authorize construction or procurement of signage. These

are conceptual cost estimates were developed by HKGi, with staff looking for approval to solicit quotes for the signs.

Options

1. Approval of the Wayfinding Policy and design of the sign family, with direction for staff to procure quotes for signage at Heritage Park and Wildflower Park.
2. Provide feedback on the Wayfinding Policy and/or sign family designs for staff to bring back to a future meeting.
3. Provide staff with alternative direction.

Recommendation

Approval of the Wayfinding Policy and design of the sign family, with direction for staff to procure quotes for signage at Heritage Park and Wildflower Park.

Council Action

Approval of the Wayfinding Policy and design of the sign family, with direction for staff to procure quotes for signage at Heritage Park and Wildflower Park.

Attachments

1. [City of Corcoran - Wayfinding Policy - June 2026](#)
2. [26.07.09 - Sign Family](#)