

Council Meeting: June 18, 2026	Prepared By: Jessica Christensen Buck, Parks and Recreation Manager Gabrielle Grinde, HKGi
Topic: Wayfinding Policy and Signage Concepts	Action Required: Direction

Summary

During the January 15, 2026, Parks and Trails Commission meeting, a draft Wayfinding Policy was presented with intention to establish a consistent and cohesive signage system throughout the City of Corcoran's parks, trails, and open spaces. The policy was developed to improve user experience by identifying park entrances, amenities, and regulations while ensuring signage aligns with City branding, accessibility requirements, and applicable codes.

The draft policy identified four primary sign categories:

- Monument signs
- Regulatory signs
- Directional/wayfinding signs
- Interpretive signs

The policy also included guidance regarding partner recognition and grant-funded signage, as well as implementation priorities. Staff requested Commission feedback and direction regarding the policy and the development of sign concepts. Staff incorporated the feedback, including removal of the implementation section, updated the appendix, and added a maintenance section.

Implementation was previously included in the policy and discussed with Heritage Park and Wildflower Park being highlighted as priority areas. Future park projects would be expected to integrate signage upon further development of the area.

Conversations regarding Wayfinding were furthered during the March 12, 2026, joint work session between the Parks and Trails Commission and the City Council. During the regular meeting on March 12, 2026, the City Council authorized staff to work with HKGi to develop conceptual sign designs. The project scope included development of sign concepts, one Parks and Trails Commission review, and one City Council review. The concepts presented represent the next step in refining the Wayfinding Policy and establishing a consistent visual identity for the City's parks and trail system.

Sign Concept Options

Option 1 - Stone Base with Wood or Composite Panels

Option 1 utilizes monument-style construction with stone veneer bases and wood/composite sign panels. This option creates a more substantial and permanent appearance.

Estimated costs include:

- Monument signs: \$20,000-\$30,000
- Regulatory signs: \$10,000-\$15,000
- Directional/wayfinding signs: \$6,000-\$10,000
- Interpretive signs: \$4,000-\$6,000

Option 2 - Wood Posts with Composite Panels

Option 2 utilizes wood posts and composite sign panels. This concept provides a more cost-effective approach while maintaining consistency throughout the park system. Multiple layout options were developed for the sign types.

Estimated costs include:

- Monument signs: \$4,500-\$7,000
- Regulatory signs: \$3,000-\$5,000
- Directional/wayfinding signs: \$2,000-\$3,000
- Interpretive signs: \$2,500-\$4,500

Discussion

Staff is seeking Commission feedback on both the draft policy framework and the proposed sign

concepts. Specifically, staff is interested in understanding:

- Is there a preferred sign family or overall design direction?
- Are there specific design elements from either option that should be incorporated into a final concept?
- Should certain sign types utilize different materials than others?
- Are there policy considerations that should be added or clarified before City Council Review?
- Are there concerns related to:
 - Maintenance?
 - Durability?
 - Aesthetics?
 - Accessibility?
 - Visibility?
 - Cost?
- Are there implementation priorities that should be considered as signage is installed throughout the park system?
- Does the policy appropriately balance consistency in branding with flexibility for future parks, trails, and special projects?
- Does the policy appropriately address external funding, donor recognition, and grant-required signage while minimizing visual clutter?

Commissioners are encouraged to provide all preferences, concerns, and suggested modifications during this discussion. Staff anticipates presenting the Commission's feedback and recommendation to the City Council on July 9, 2026. Due to the scope of services established with HKGi, this item is not anticipated to return to the Parks and Trails Commission following this review.

Financial/Budget

No funding request is associated with this agenda item.

The purpose of this discussion is to refine policy direction and establish a preferred signage concept. Costs estimates have been provided by HKGi to assist with evaluating long-term implementation considerations. Actual design, fabrication, and installation costs would be brought forward as part of future budget discussions and project implementation planning.

Implementation is anticipated to begin with Heritage Park as part of the ongoing remaster project with future integration into additional parks, trails, and open spaces as opportunities arise.

Recommendation

Review the proposed wayfinding signage concepts and provide feedback regarding preferred sign designs, policy considerations, and implementation priorities. Staff requests a recommendation to the City Council regarding the preferred direction for the City's wayfinding signage program and any modifications that should be incorporated prior to City Council review, anticipated for July 9.

Council Action

Staff recommends that the Parks and Trails Commission review the options and provide a recommendation to the City Council to proceed with Option 1, Option 2, or a hybrid design incorporating elements of both concepts, subject to modifications discussed by the Commission.

Attachments

1. [2026.06.18 Wayfinding - PTC](#)
2. [City of Corcoran - Wayfinding Policy - June 2026](#)