



Flushing Meadows Corona Park

Bounded by Flushing Bay, Van Wyck Expy,
111th Street, Union Tpke

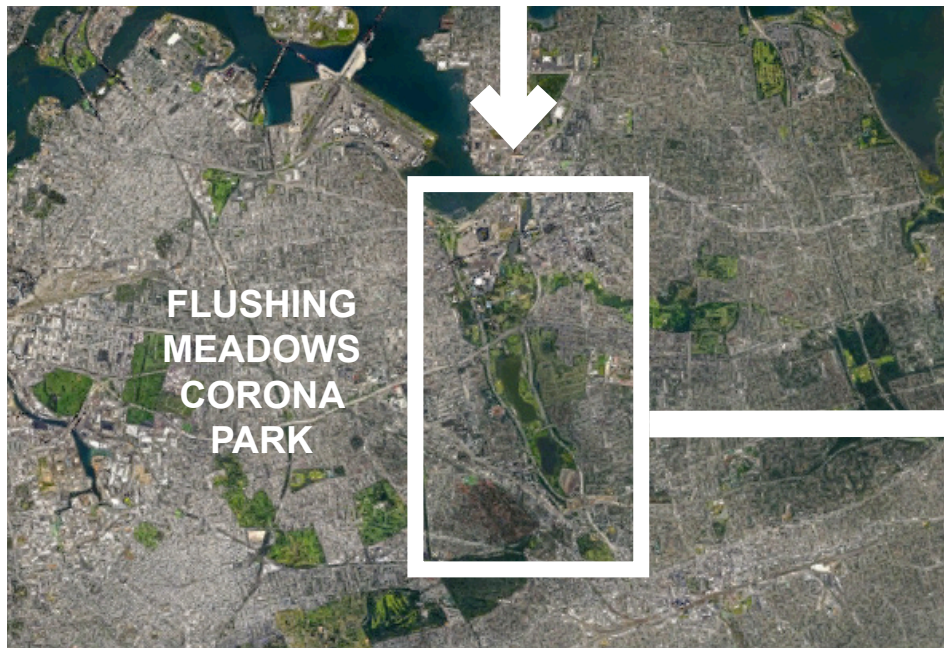
Exterior Sign Program Conceptual Design
PDC Review
June 13, 2022

entro

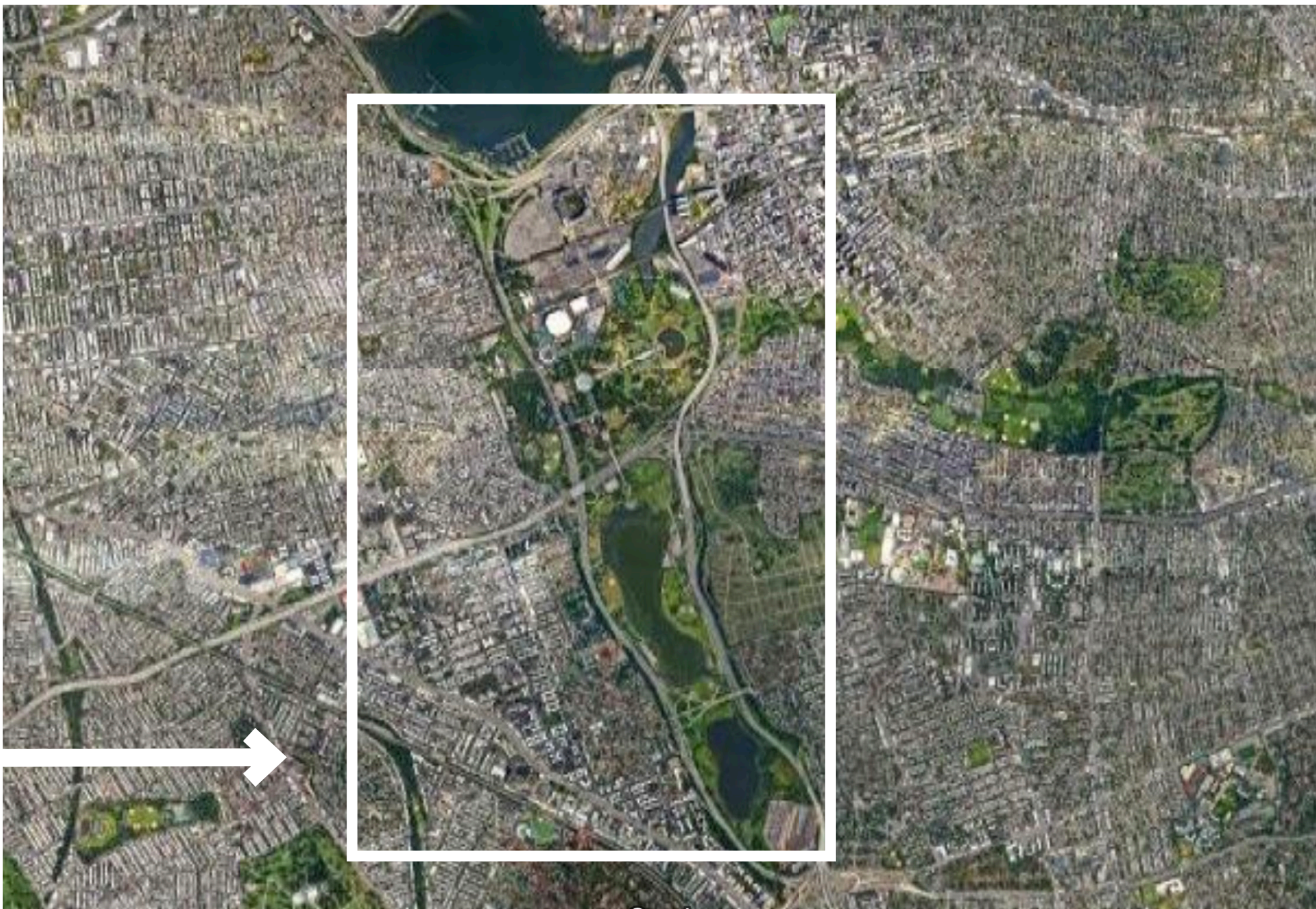
Parks



CITY



NEIGHBORHOOD



SITE



Building on the rich and unique history of Flushing Meadows Corona Park and the visual vocabulary of the NYC Parks Signage Guidelines, this presentation outlines the Conceptual Design for the new and expanded sign types, and is a collaboration between NYC Parks and Entro Communications

Part 1

NYC Parks Standard Signage

NYC Parks Signage Guidelines

Design Elements

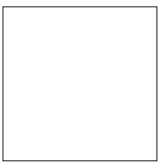
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@\$%&?!*.,(-)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@\$%&?!*.,(-)

Typography
Akkurat-Regular and Akkurat-Bold



GREEN
PMS 553C



WHITE
RGB R255, G255, B255



GREEN
RGB R108, G190, B70

Primary Signage Colors

Brand Primary Accent Green



BLUE
PMS Process Blue U
PMS Process Blue C



ORANGE
PMS Orange 021 U
PMS Orange 021 C



GOLD
PMS 130 U
PMS 130 C

Brand Secondary Accent Colors



NYC Parks Mark



NYC Parks Signage Icons

NYC Parks Signage Guidelines

Existing Sign Type Overview

These sign types identified by the Guidelines will comprise the vast majority of signs in the future exterior signage program.



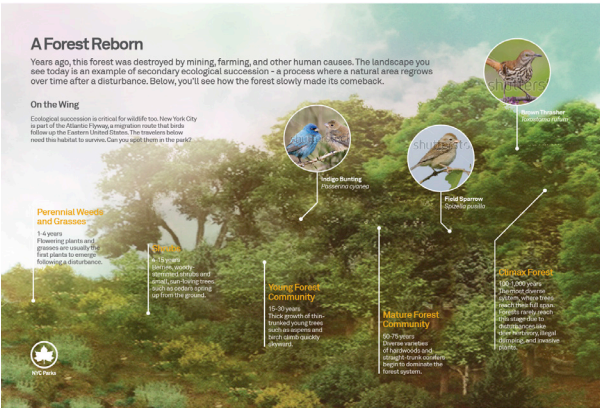
Identifier



Consolidated Rules
English, Spanish, Chinese, and Russian
Translations



Superdirectional



Nature
Interpretive



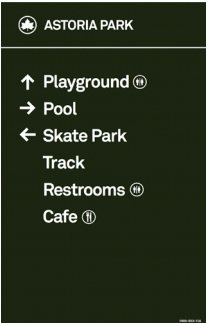
History



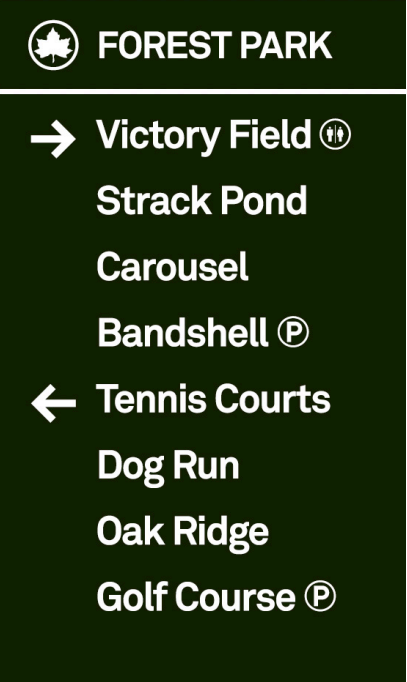
Standalone:
Regulatory



Public Art



Pedestrian
Wayfinding



Vehicular Directional



Part 2

Strategy and Methodology

The Signage and Wayfinding Strategy will:

- Enhance the arrival experience
- Inform park-goers about the rich history and natural features of Flushing Meadows Corona Park
- Increase the connection to the community
- Make the Park easier to use by ensuring information is provided when and where people need it
- Create a sense of place
- Inform users of full Park offerings



Existing Conditions

Over the course of four visits, we evaluated not only all existing signage in the Park, but the overall visitor experience.



Stakeholder Engagement

To fully understand how the public interacts with the Park, we worked with NYC Parks to engage the public through an online survey (available in English, Spanish, Chinese, and Russian), two interactive workshops, and a virtual Community Visioning session and learned:

- **Creating a mental map of the Park is challenging due to its scale**
- **Directions or maps to key destinations and resources are hard to find**
- **Information is either lacking or poorly organized**
- **Due to the Park's location to surrounding roadways, entrances and transitions between sections of the Park are unwelcoming and unclear**
- **Pedestrian and vehicular paths are not clearly identified or differentiated from one another**



Strategic Goals

Based on our Experiential Audit of the Park, the findings from the Stakeholder Engagement, and Entro/NYC Parks collaboration, the following four key strategic goals were determined:

- **Amplify Entrances**
- **Encourage Confident Exploration**
- **Prioritize Information Hierarchy**
- **Promote Discovery**

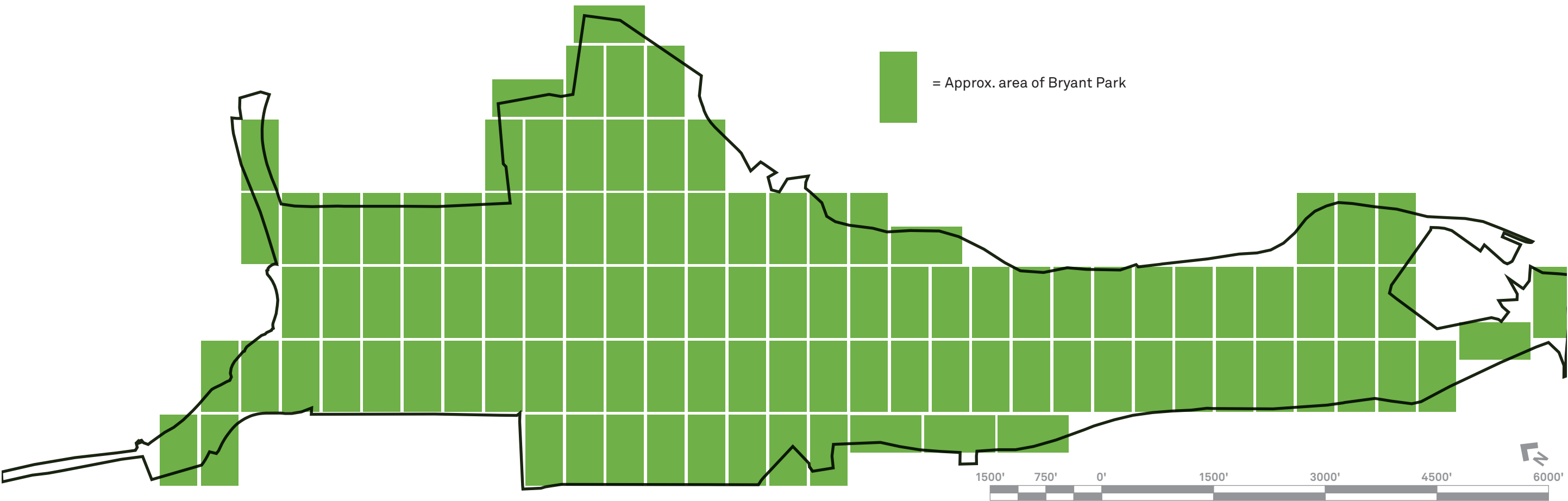


Part 3

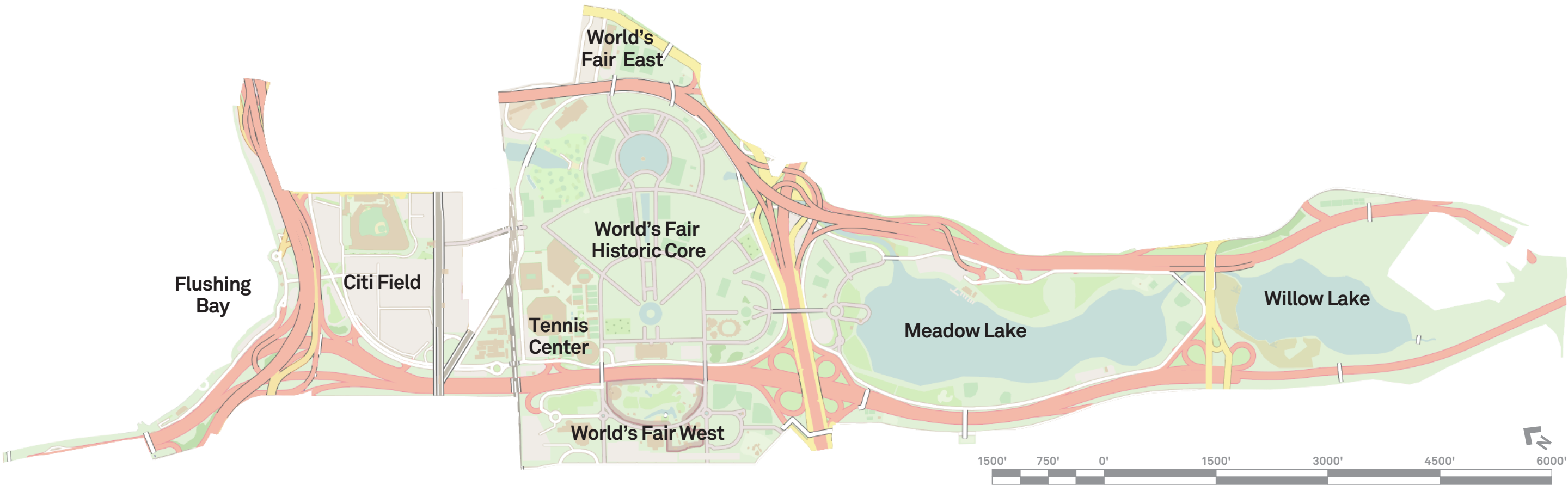
Expanded Park Signage

Park and District Identification

To understand the scale of FMCP (898 acres) and the need for a comprehensive and distinguishable identification system, it helps to see its size in comparison to other NYC Parks, such as Bryant Park (9.6 acres).



Park and District Identification



Part 3.1

Expanded Park Signage

Entrance Gateway Signage

Expanded Park Signage

Entrance Gateway Signage

A key point in our strategy, our conceptual designs for the Entrance Gateway Signage will:

- Create an impactful entrance experience confirming point of arrival into the Park and reinforcing Parks brand
- Confirm the arrival experience with a unique placemaking element
- Reference World's Fair history through the use of color, pattern, and material
- Reinforce the vertical design vocabulary for entrance signage established at the Passerelle Bridge
- Augment the superdirectional map sign by tying the color strategy into the wayfinding system



The color palette uses NYC Parks secondary brand colors that both reference World's Fair History and create a district identification system to supplement the wayfinding system



BLUE
PMS Process Blue U
PMS Process Blue C
CMYK (u) C100, M4, Y4, K9
CMYK (c) C100, M13, Y1, K3
RGB R0, G131, B197
HEX #0088CE



ORANGE
PMS Orange 021 U
PMS Orange 021 C
CMYK (u) C0, M45, Y86, K0
CMYK (c) C0, M68, Y100, K0
RGB R255, G115, B52
HEX #FF5800



GOLD
PMS 130 U
PMS 130 C
CMYK (u) C0, M25, Y93, K0
CMYK (c) C0, M30, Y100, K0
RGB R240, G171, B0
HEX #F0A800

Current Parks
brand color palette



NYC Parks

FMCP - Sign Program Schematic Design | Expanded Park Signage

Entrance Gateway Signage Color Strategy

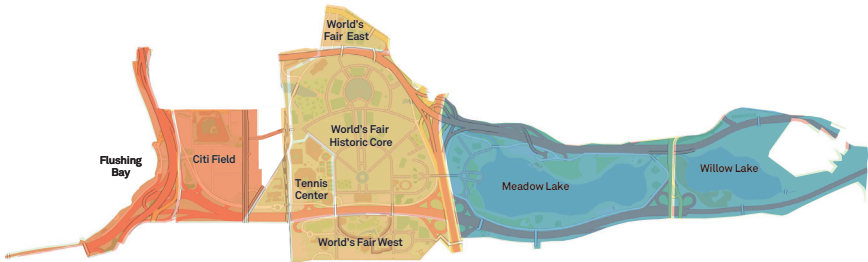
Key signage elements within each districts will utilize that district's respective color, allowing visitors to break down the Park into smaller chunks and orient themselves to their surroundings and confidently navigate the Park.



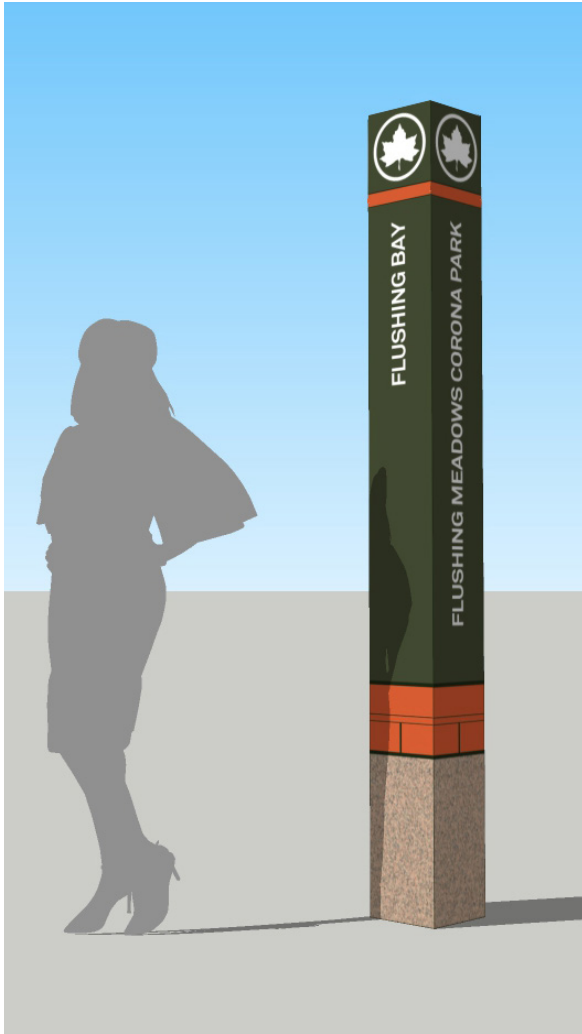
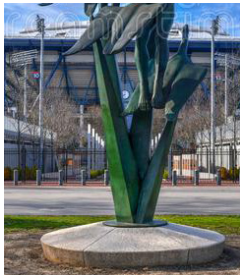
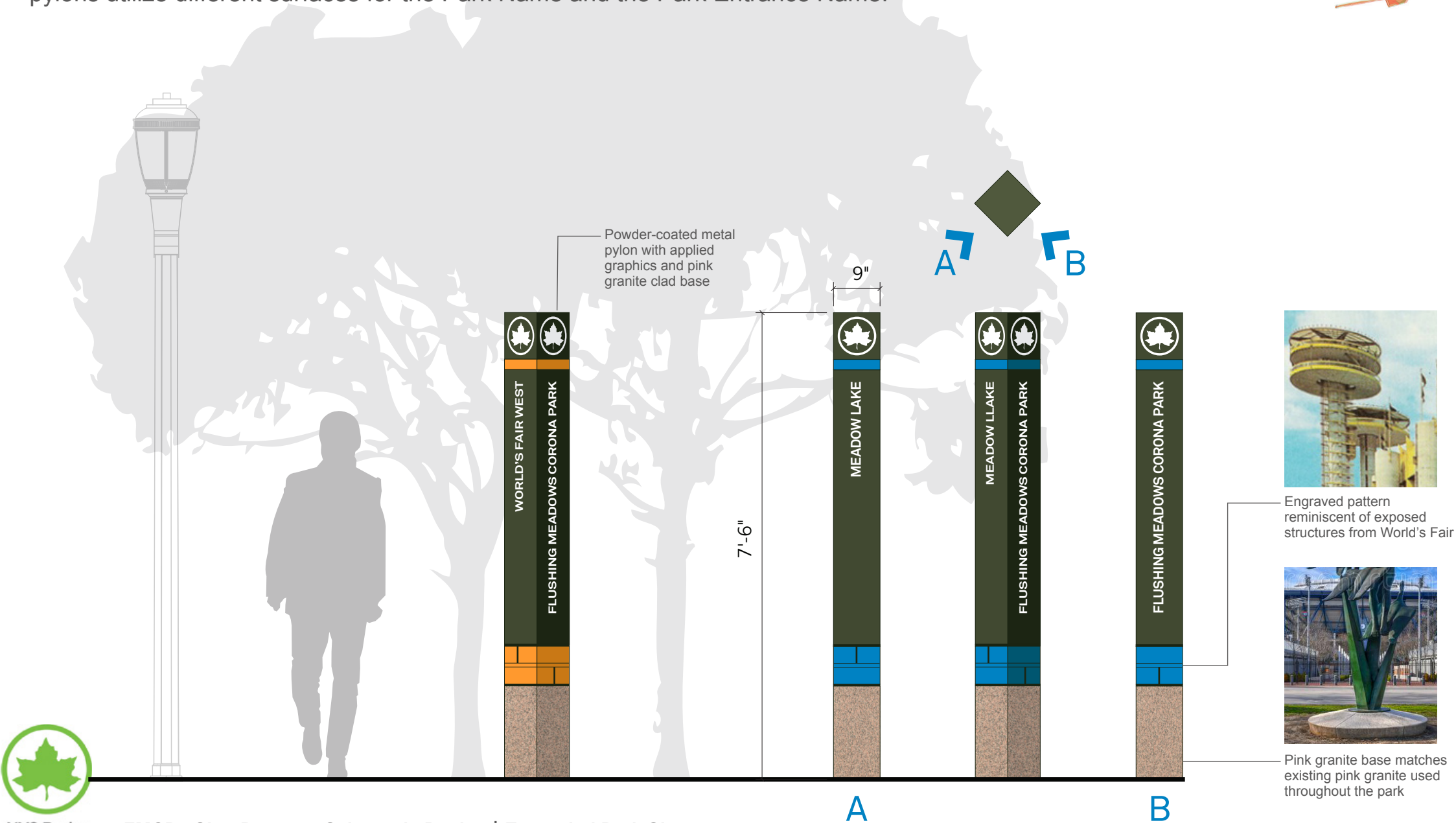
Expanded Park Signage

Pedestrian Entrance Gateway Signage

Building on the design vocabulary of the Passerelle Gateway Signage, the NYC Parks Signage Guidelines, and the historical infrastructure present on the site, these four-sided pylons utilize different surfaces for the Park Name and the Park Entrance Name.



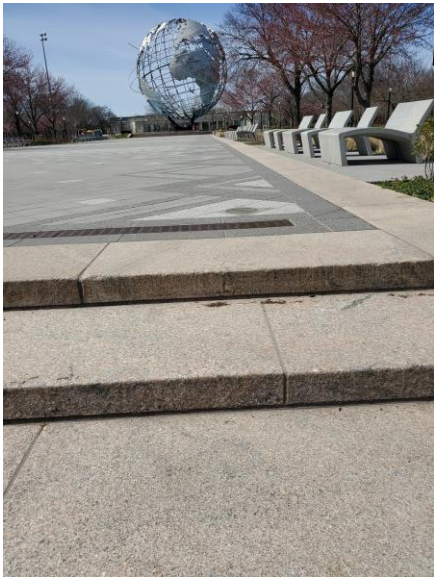
The accent color on the pylon structure ties to the district that each entrance or portal leads to.



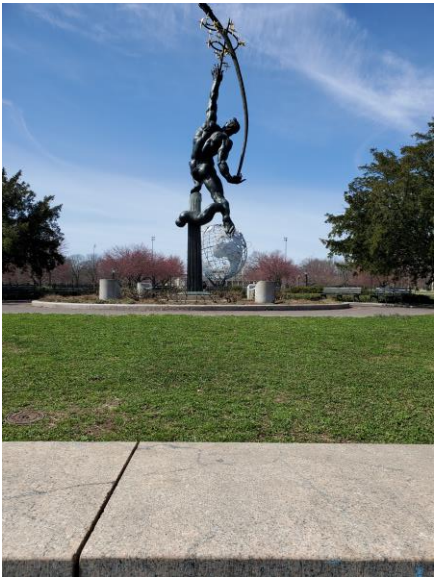
Expanded Park Signage

Entrance Gateway Signage

Flushing Meadows Corona Park standard material palette includes Stony Creek Granite (with a pink hue).



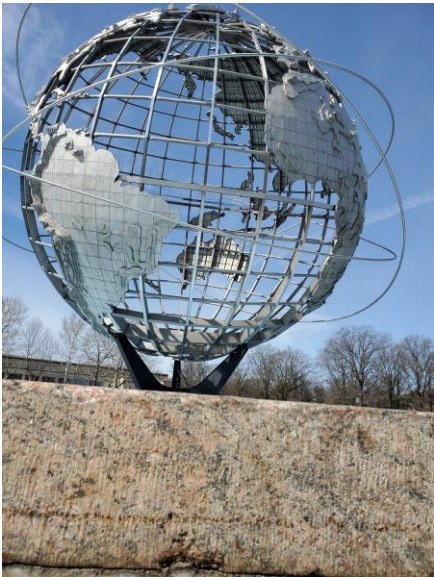
Reflecting Pool/Mist Garden



Fountain of the Fairs



Steps towards Unisphere



Unisphere Fountain



Astral Fountain/Skate Park



Fountain – UN Ave. South



Corona Avenue Entrance



Henry Hudson Entrance



111th St/ UN Ave. N. Entrance

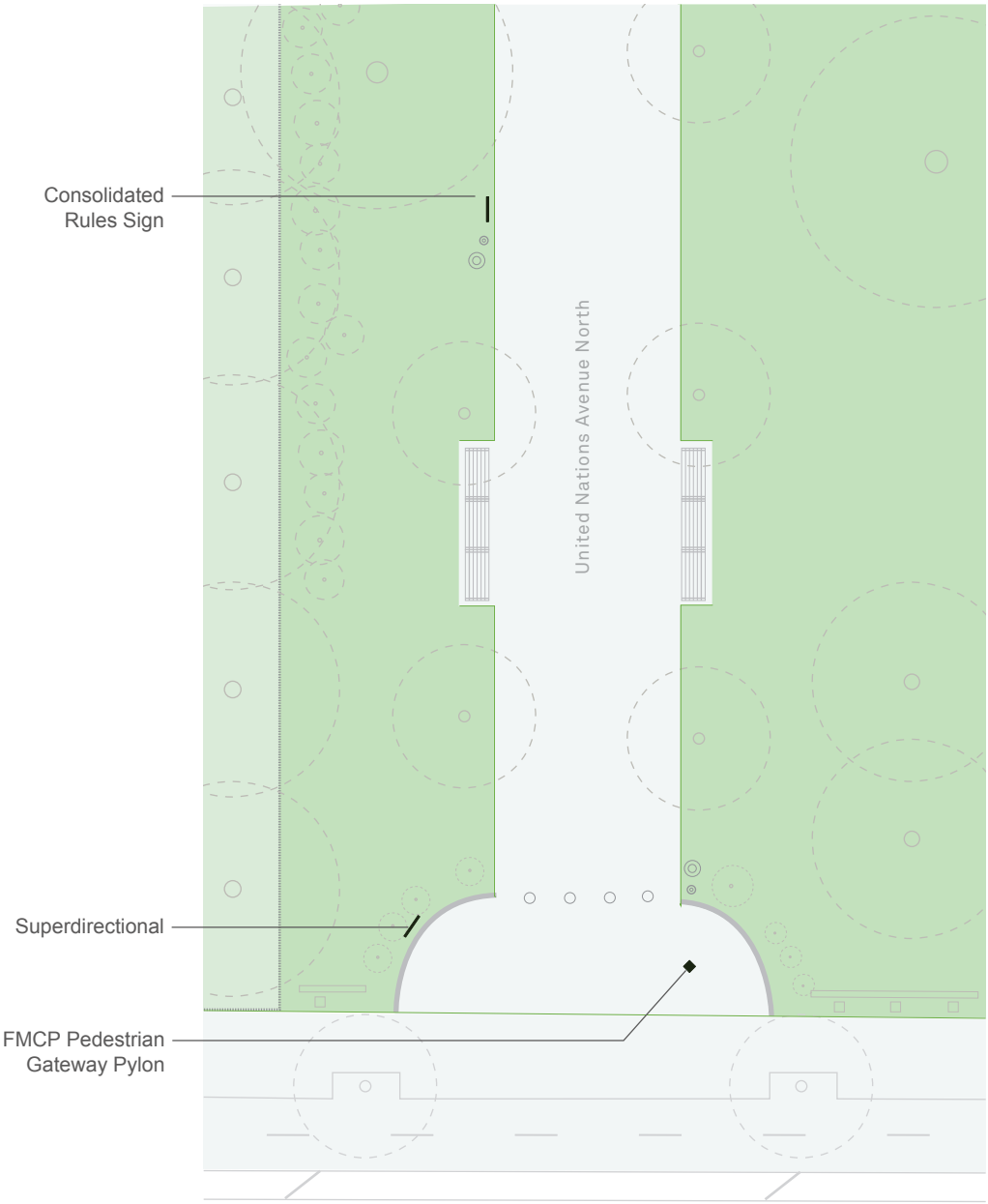
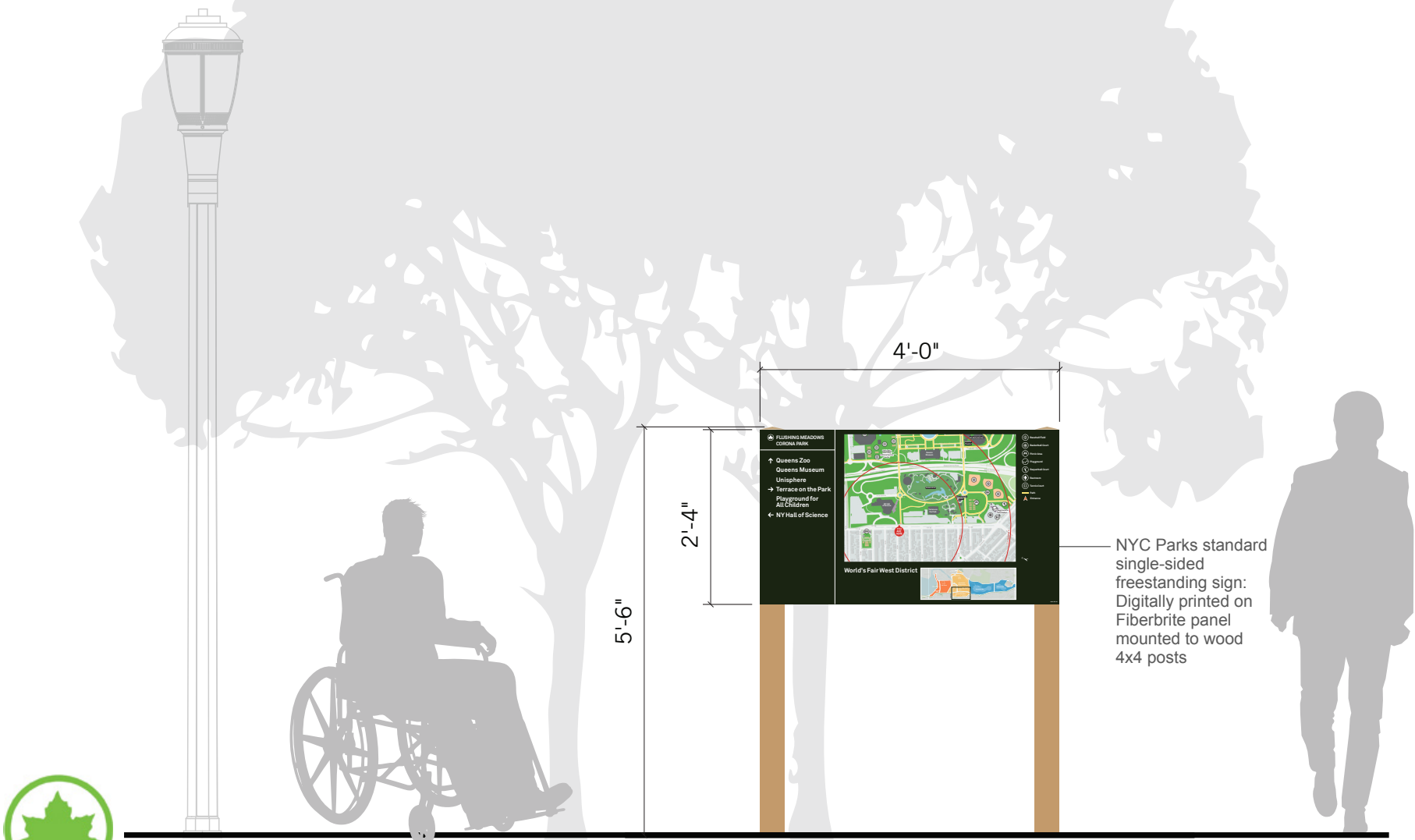


Fountain – UN Ave. North



Pedestrian Entrance Gateway Signage Revised Strategy

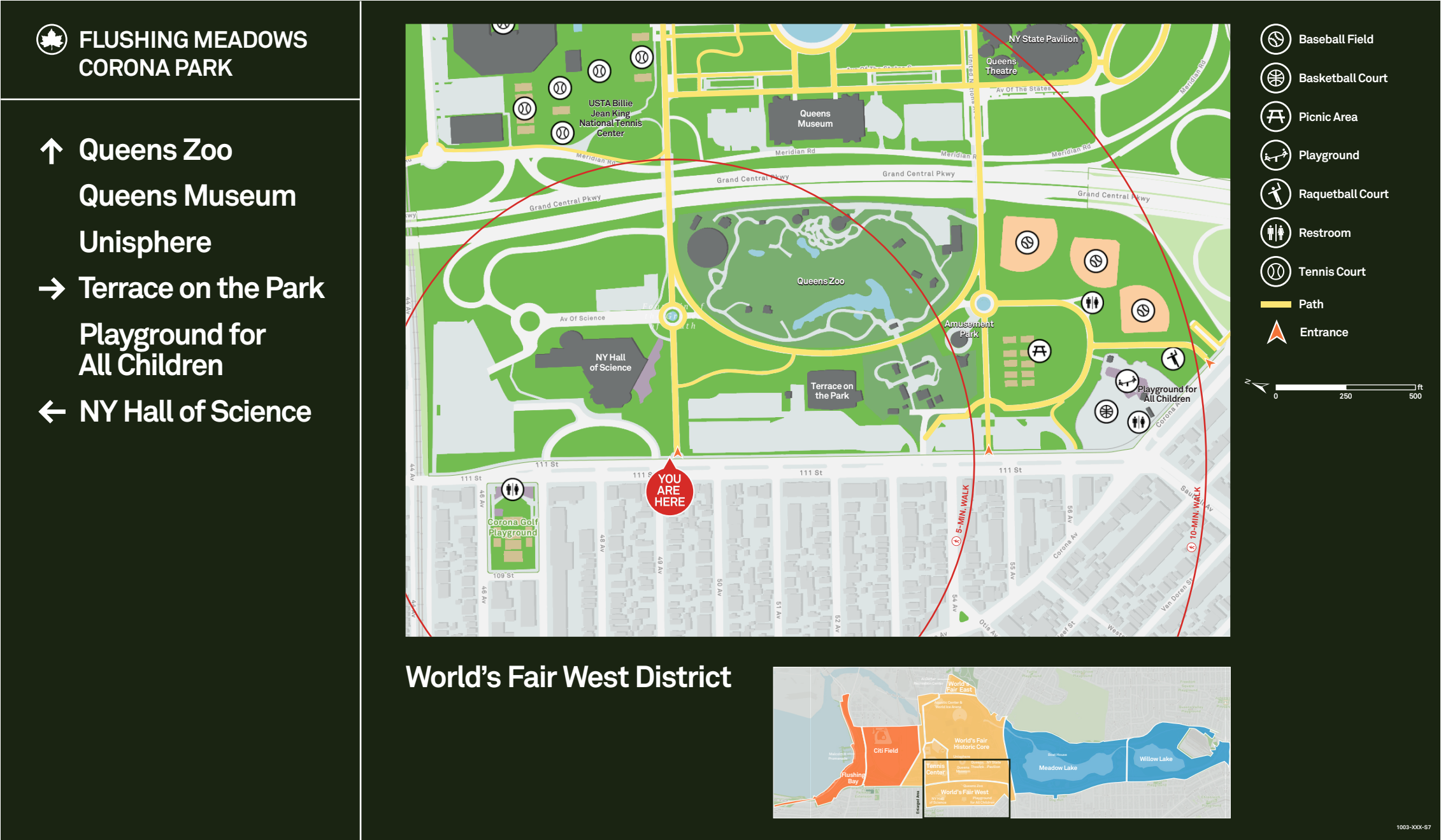
Expanding on the NYC Parks Superdirectional Sign Type and Map Style Guidelines, our conceptual design proposes an enlarged district map juxtaposed with a color-coded full FMCP map for greater context.



Expanded Park Signage

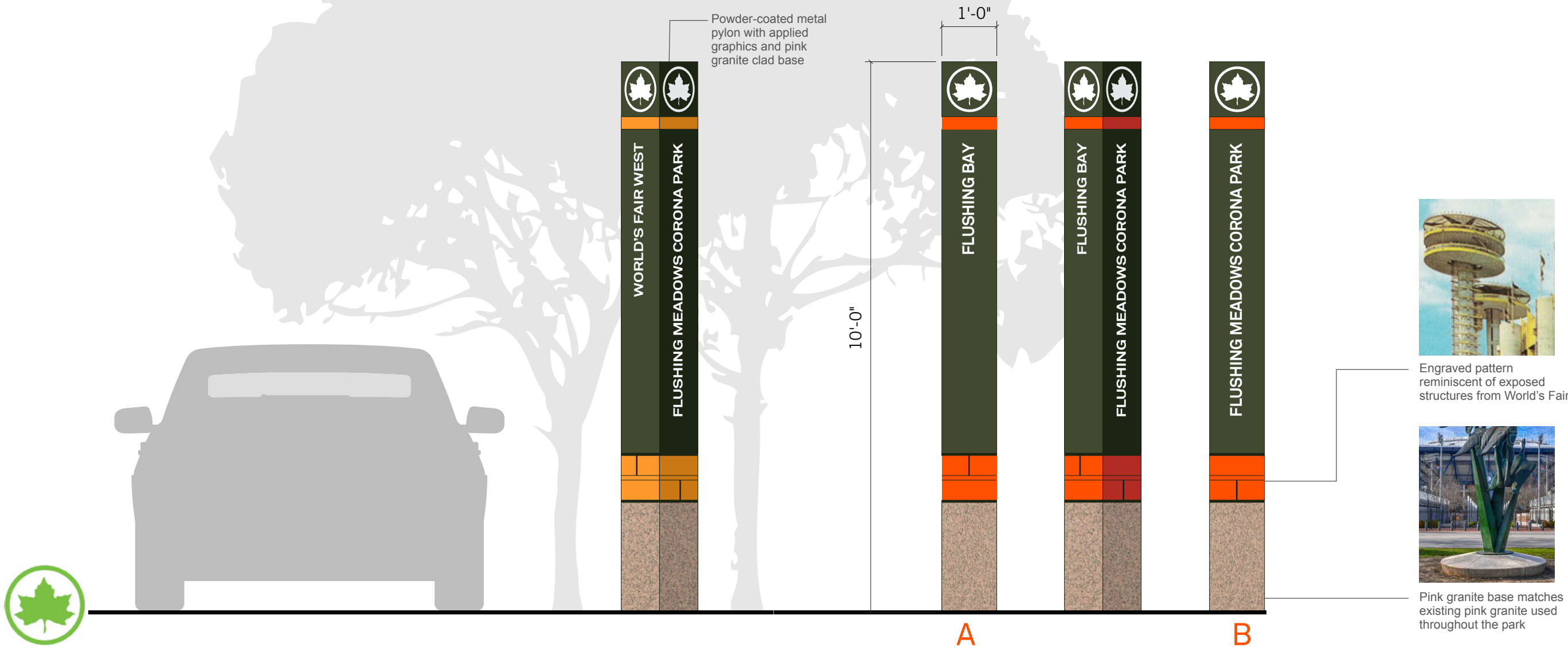
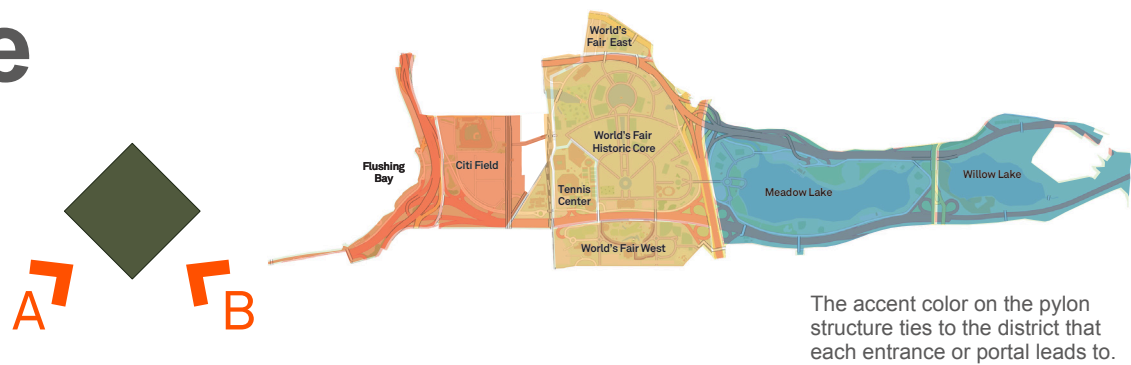
Expanded Superdirectional Map Standards

For the primary superdirectional layout, the only graphic modifications required are to enlarge the key map of the full Park and to incorporate the accent colors tied to each district. This works in tandem with the Gateway Signage Pylon to reinforce the wayfinding color strategy.



Vehicular Entrance Gateway Signage

Designed to be viewed from a vehicle, these four-sided pylons utilize different surfaces for the Park Name and the Park Entrance Name.



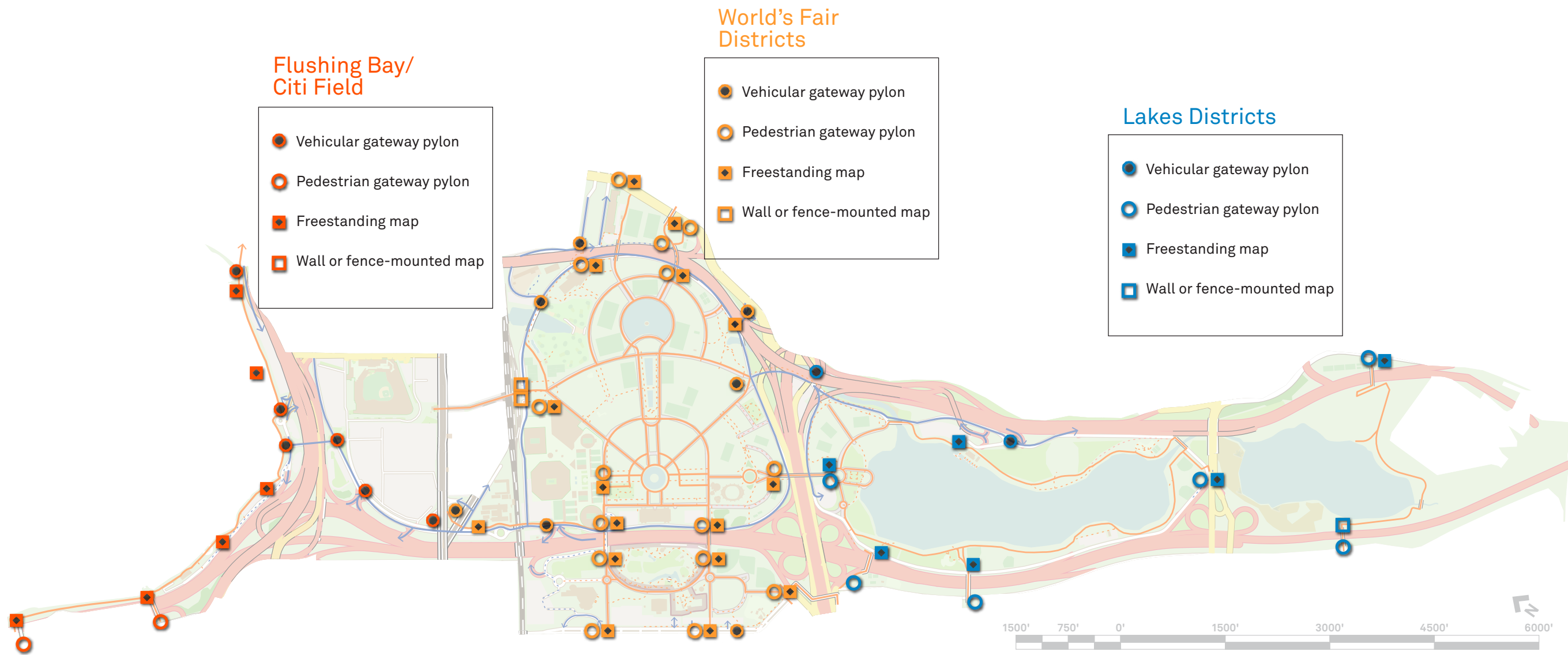
Pedestrian Entrance Gateway Signage



111th Street / United Nations Ave Entrance



Entrance Gateway Signage Locations



Part 3.2

Expanded Park Signage

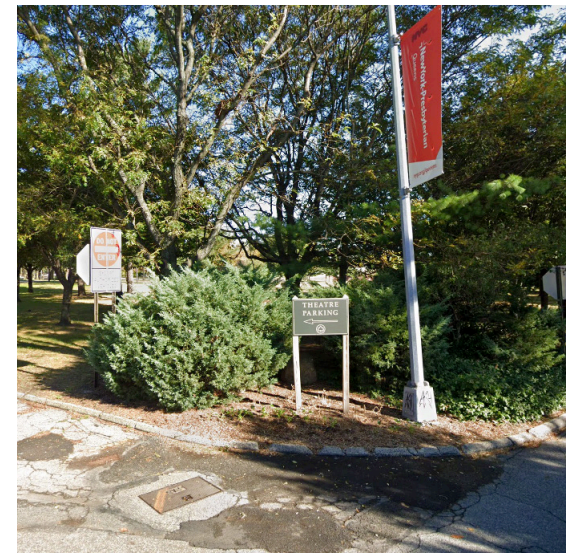
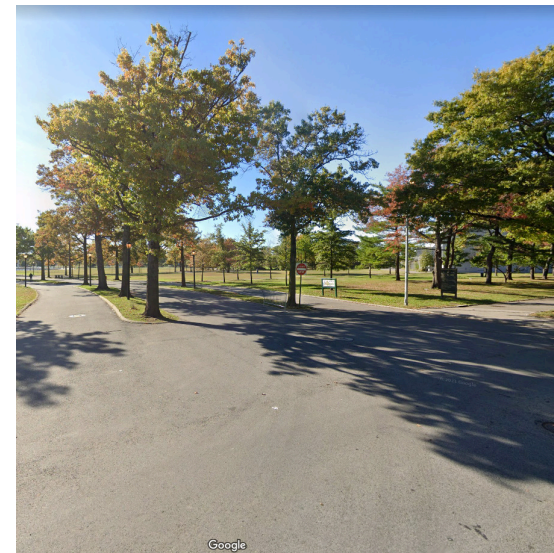
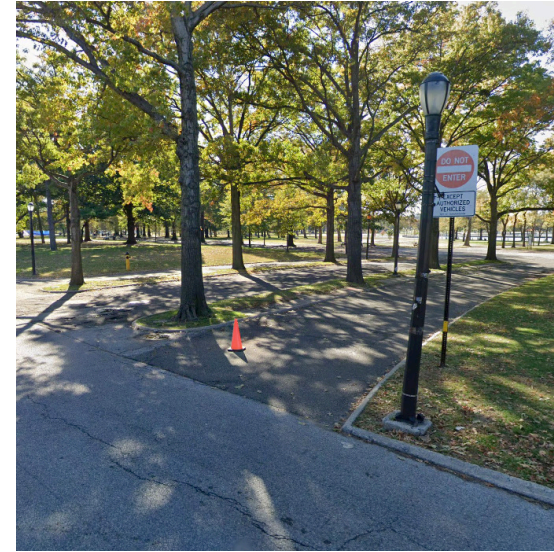
Street / Path Identification

Expanded Park Signage

Street / Path Identification Signage

As part of our strategy to encourage confident exploration of the Park, our conceptual designs will:

- Create a safer experience for visitors by distinguishing vehicular paths from pedestrian paths or bicycle paths
- Reinforce existing NYC Parks Signage Guidelines
- Identify all pedestrian paths by name

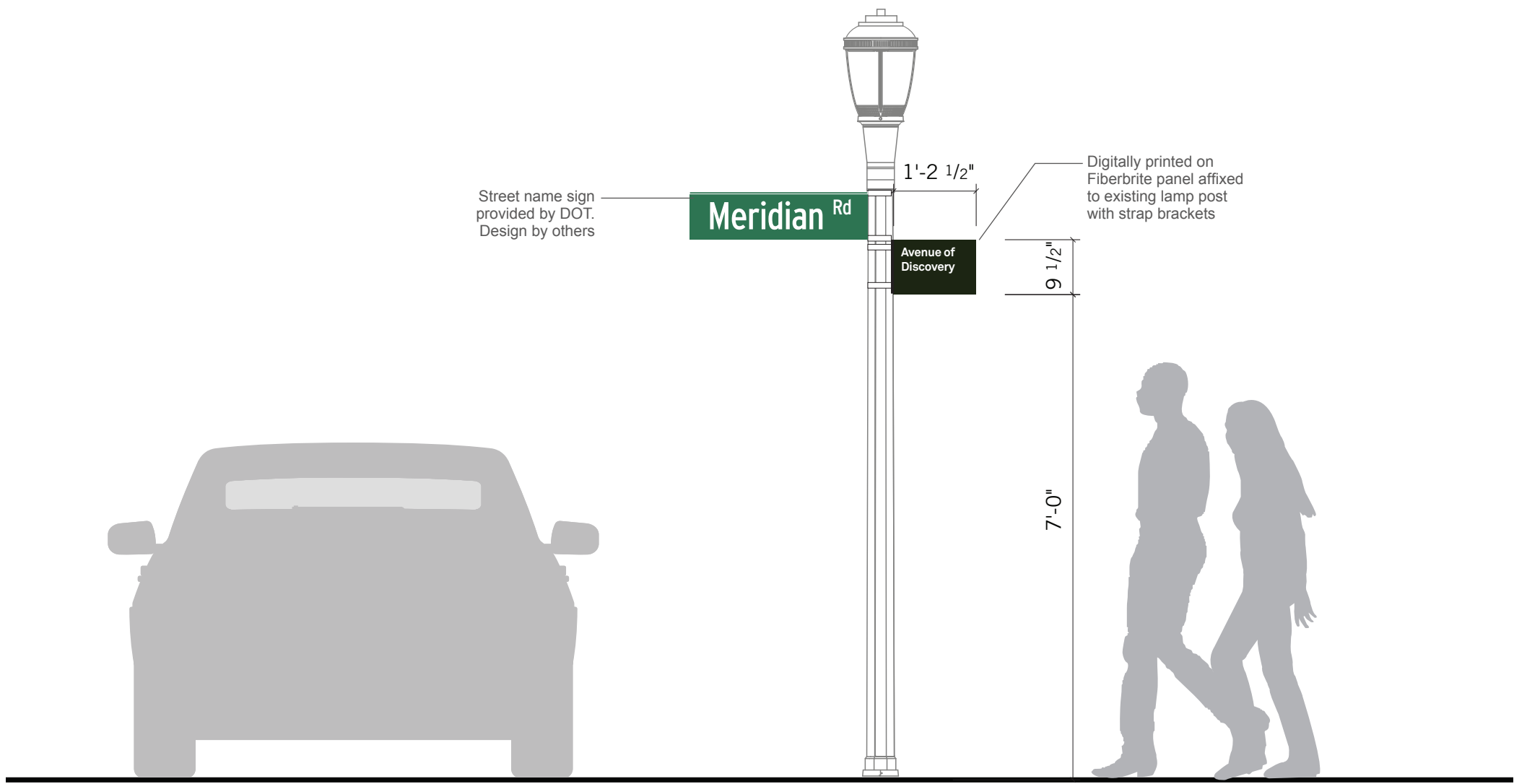


Existing conditions at intersections in the Park demonstrate the need for path identification and visual cues to indicate pedestrian, bicycle/scooter, or vehicle access.



Street / Path Identification Signage

Path name signage can be affixed with stainless steel strap brackets to existing street and light poles where appropriate. Parks will coordinate with DOT to locate vehicular street name signs (by others) to be installed throughout the Park.

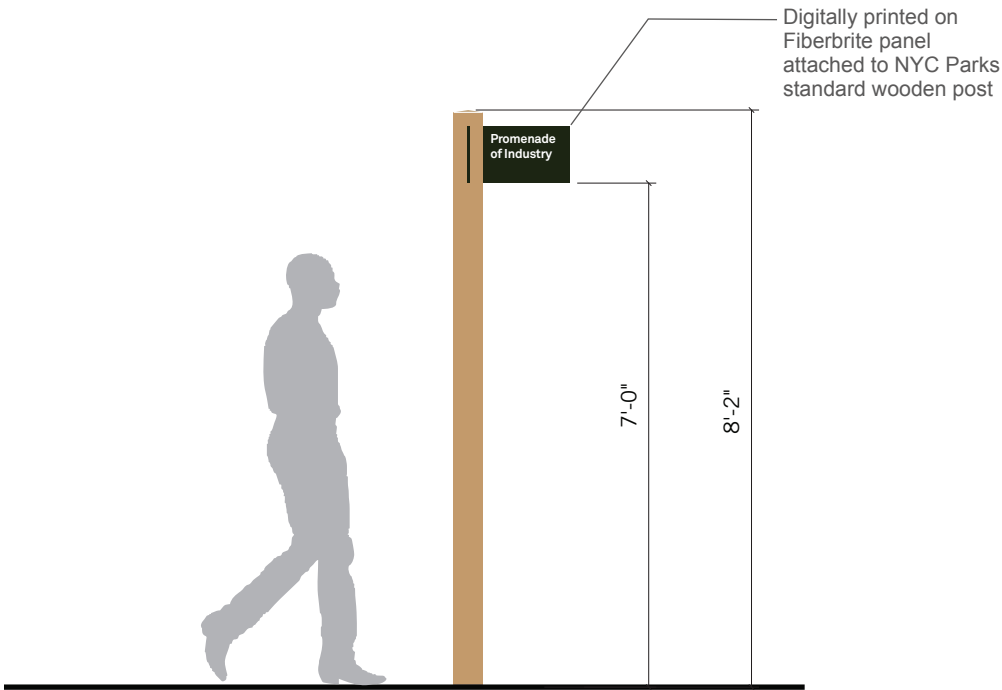
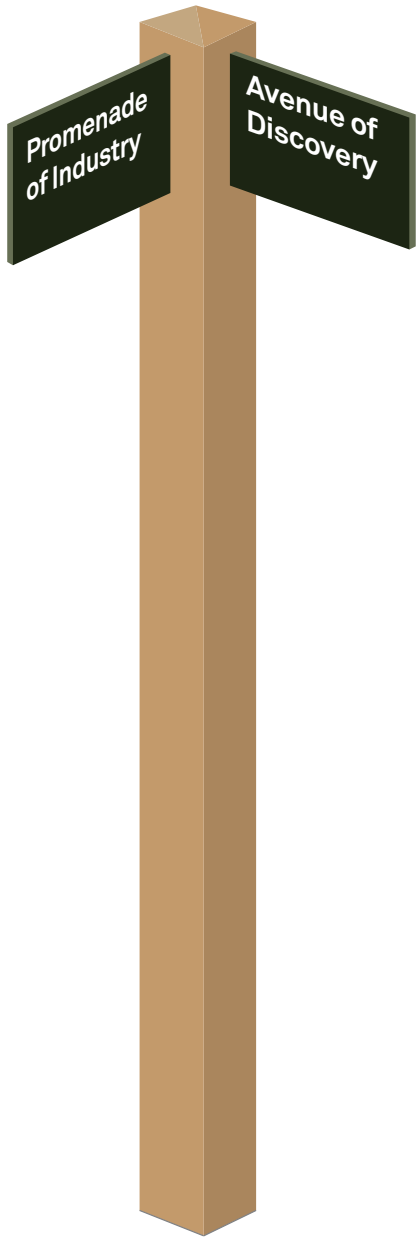


Street / Path Identification Signage



Path Identification Signage

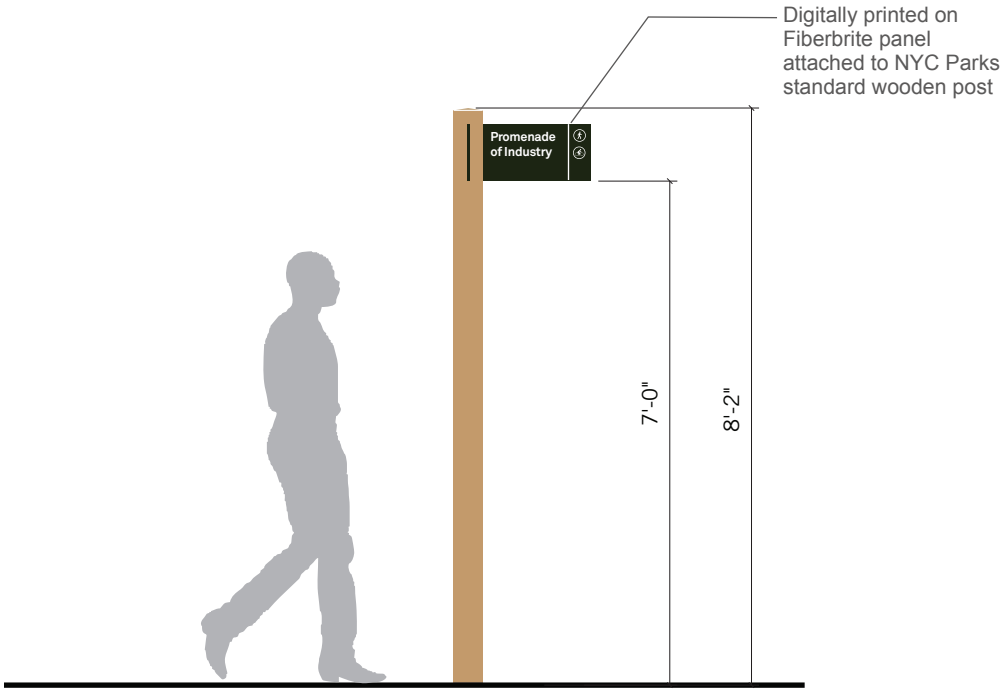
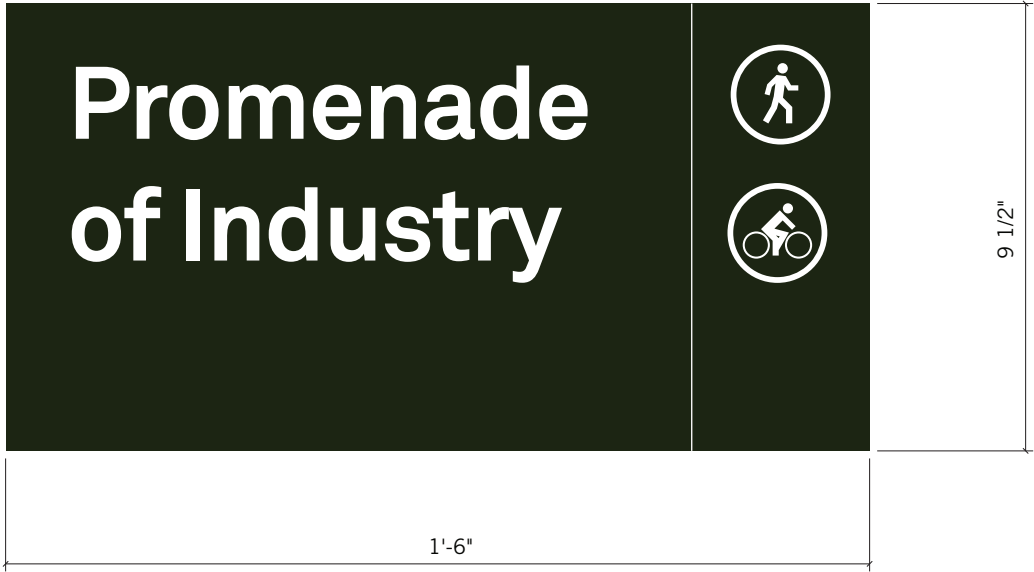
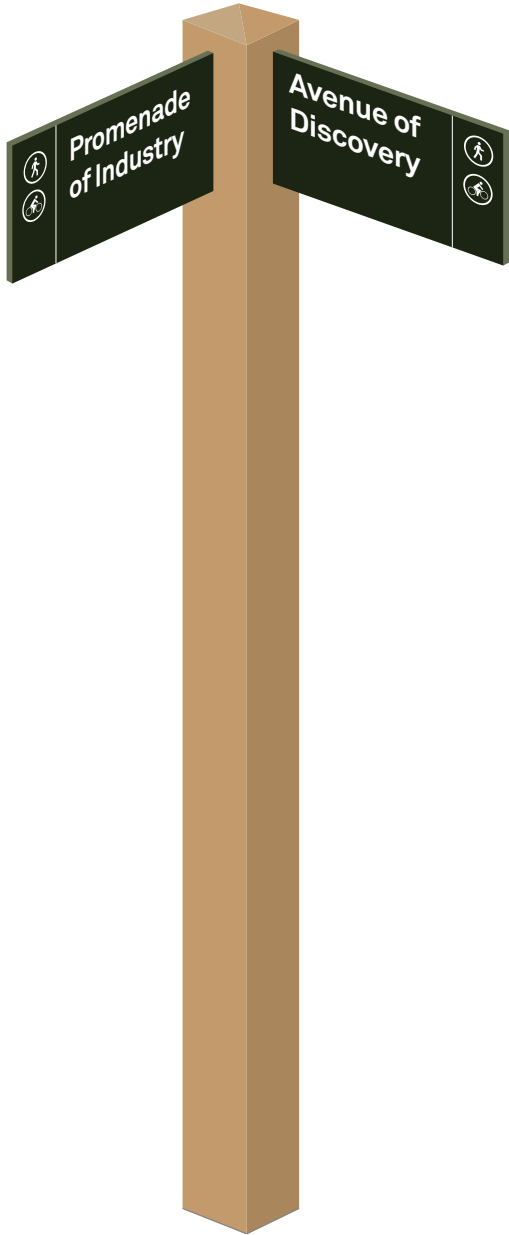
When it is not possible to affix to an existing light pole, the path identification sign will be affixed to the NYC Parks Signage Standard wooden posts.



Expanded Park Signage

Path Identification Signage with Icons

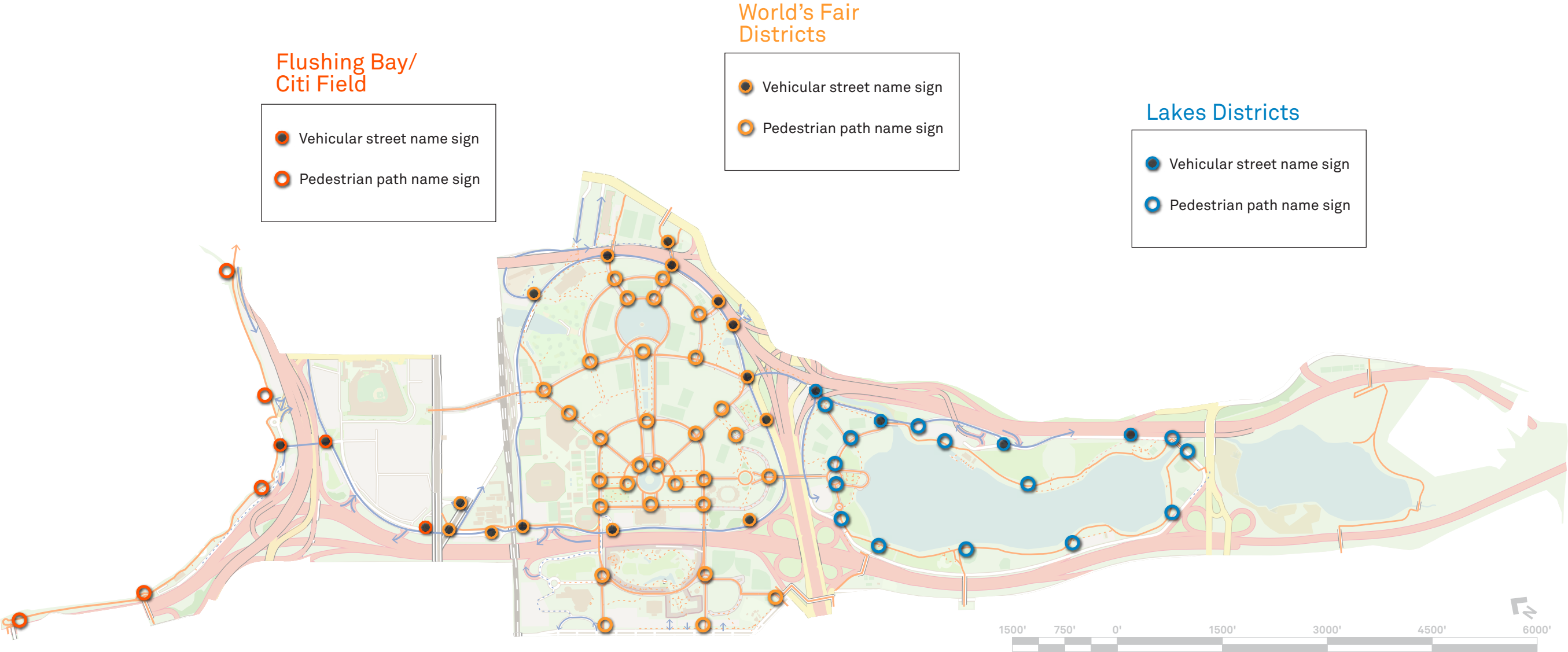
The path identification sign may be extended to include icons that clarify the intended use of the path by pedestrians and/or bicycles/scooters.



Street / Path Identification Signage



Path Identification Signage Locations



Part 3.3

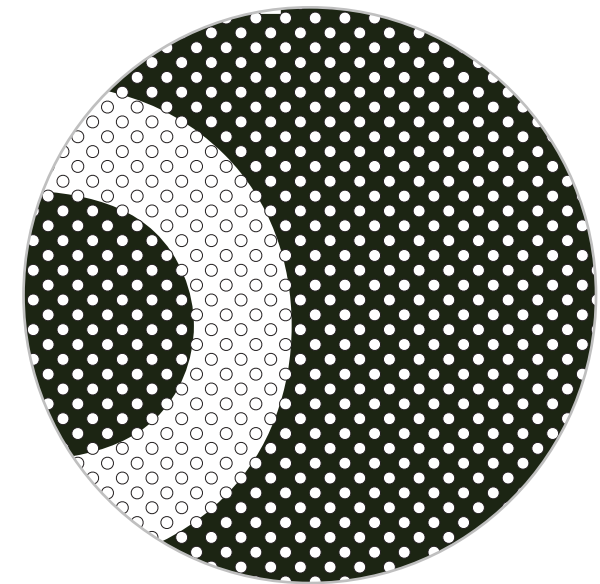
Expanded Park Signage

Passerelle Gateway Banners

Passerelle Gateway Banners

As part of our strategy to amplify the entrances of FMCP, the Conceptual Designs for the Passerelle Bridge Gateway Signage will:

- Repeat and reinforce the NYC Parks Brand, Park Name, and Entrance Name in order to allow visitors to confidently navigate the Park
- Visually unify the iconic historical structures of the Park and the NYC Parks Brand
- Utilize existing structures to create a visual language that will carry through all Park entrances
- Be constructed of durable and easily maintained materials and attached in a minimally invasive manner to accommodate flag raising as needed



Detail to scale: 1/16th inch round perforation on 7/64th inch centers



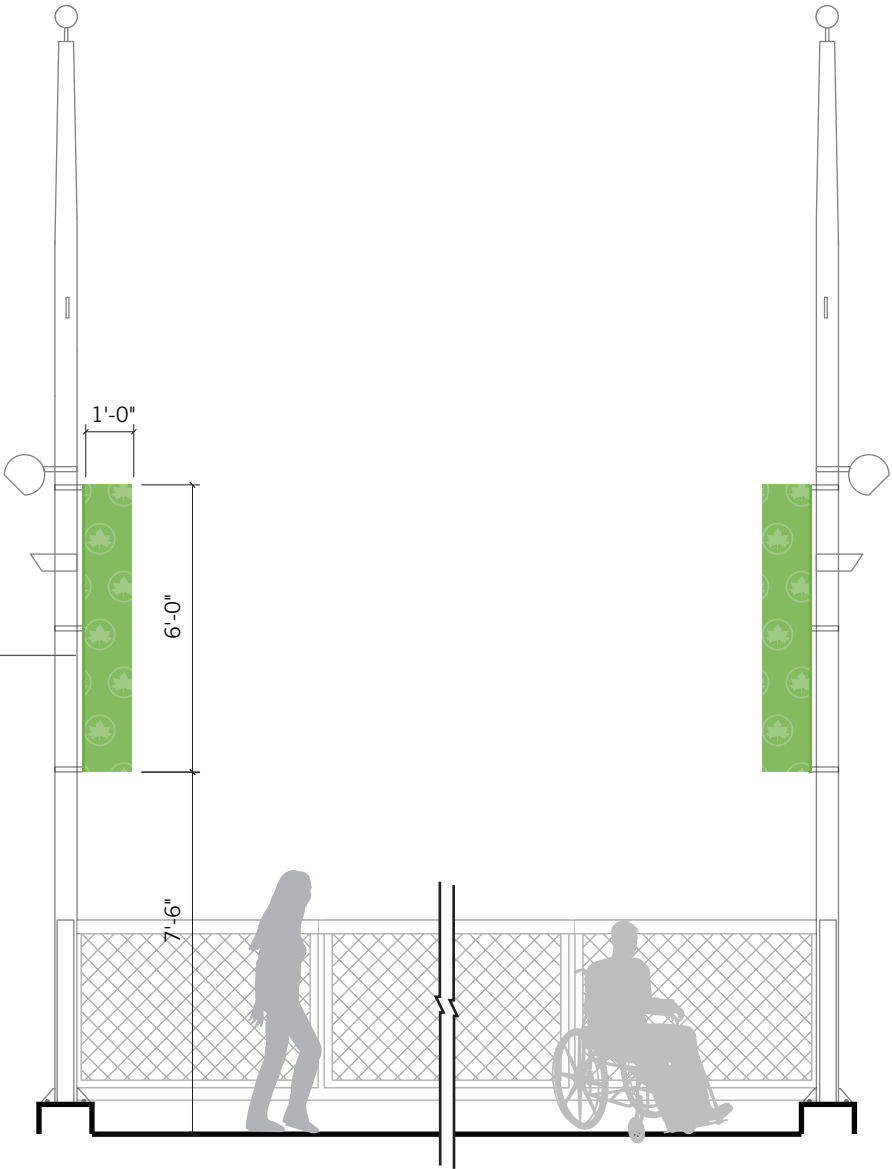
Passerelle Gateway Banners

Large double sided, powder-coated perforated aluminum banners with applied graphics identify the Park and the Entrance Name, orienting visitors to the Park and reinforcing the arrival experience.

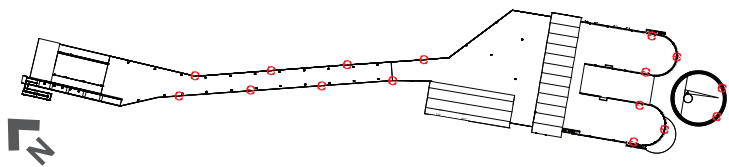


Flushing Meadows Corona Park /
Passerelle Bridge Identification

Painted, perforated metal
banner with applied
graphics affixed to
existing flag pole with
strap brackets

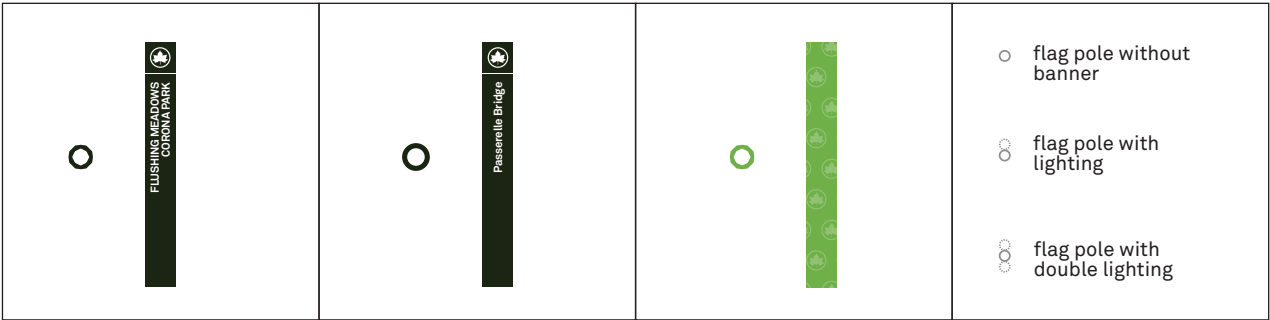


NYC Parks Mark Pattern on NYC Parks
Brand Primary Accent Green Background



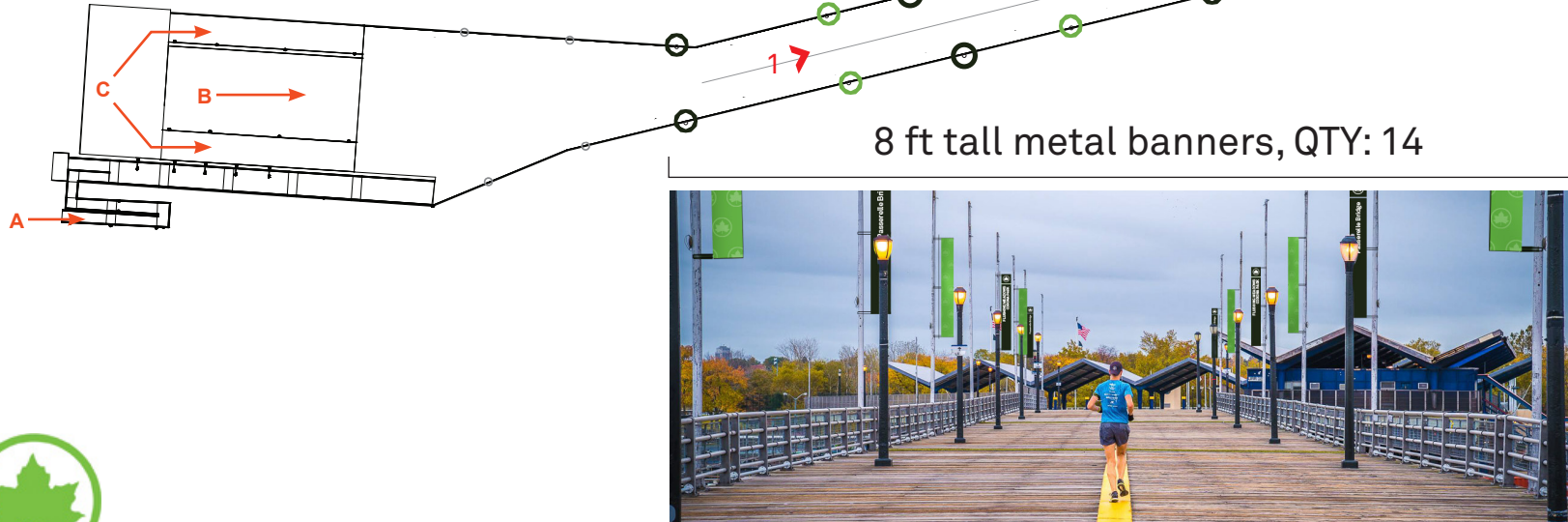
Passerelle Gateway Banners

Previous Strategy

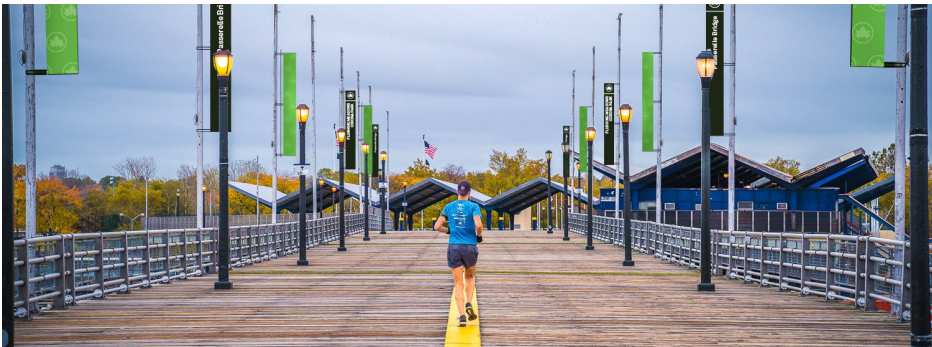


Roosevelt Ave / #7 Train entrance to Passerelle Bridge / FMCP

- A. Street Level - Roosevelt Ave:
Stairs and ramp open full time
- B. Mezzanine Level - Ticket Booth:
Open during events only
- C. Platform Level - Eastbound Track:
Turnstile open year round with full access during events

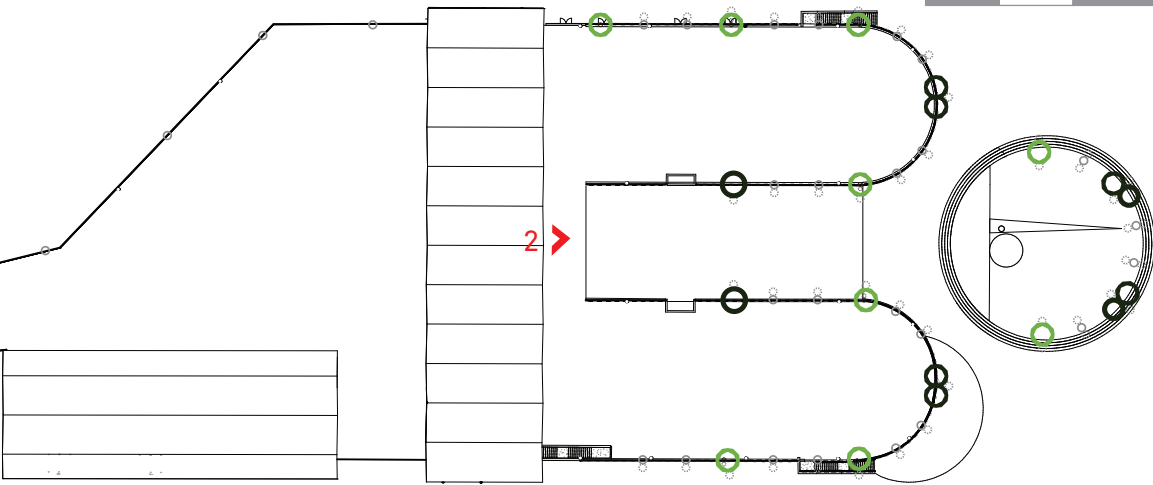


8 ft tall metal banners, QTY: 14



1. Passerelle Bridge

LIRR Station entrance to Passerelle Bridge / FMCP



6 ft tall metal banners, QTY: 19

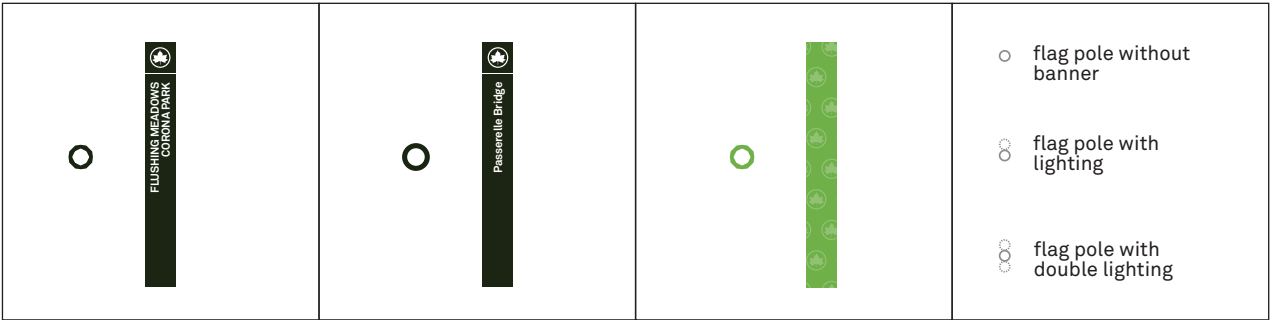


2. Passerelle Plaza and David Dinkins Circle



Passerelle Gateway Banners

Revised Strategy

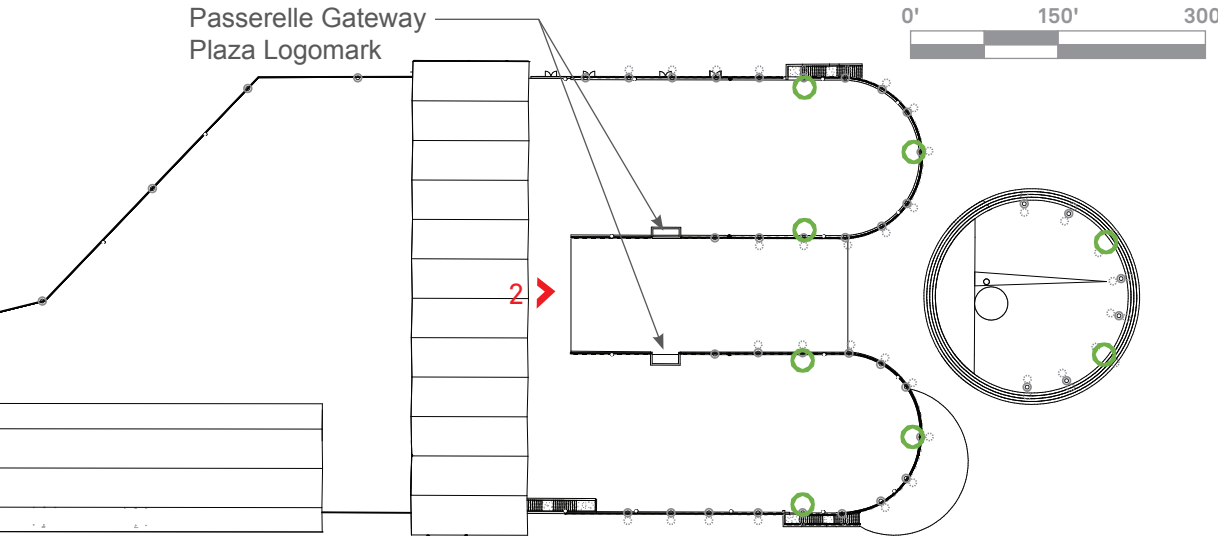


Roosevelt Ave / #7 Train entrance to Passerelle Bridge / FMCP

- A. Street Level - Roosevelt Ave:
Stairs and ramp open full time
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Open during events only
- C. Platform Level - Eastbound Track:
Turnstile open year round with full access during events



1. Passerelle Bridge



LIRR Station entrance to Passerelle Bridge / FMCP

6 ft tall metal banners, QTY: 8

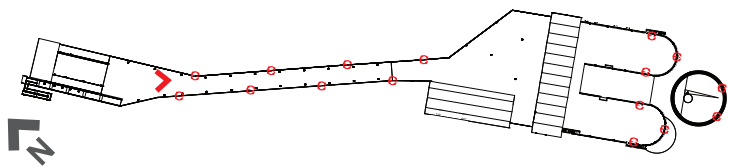


2. Passerelle Plaza and David Dinkins Circle



Passerelle Gateway Banners

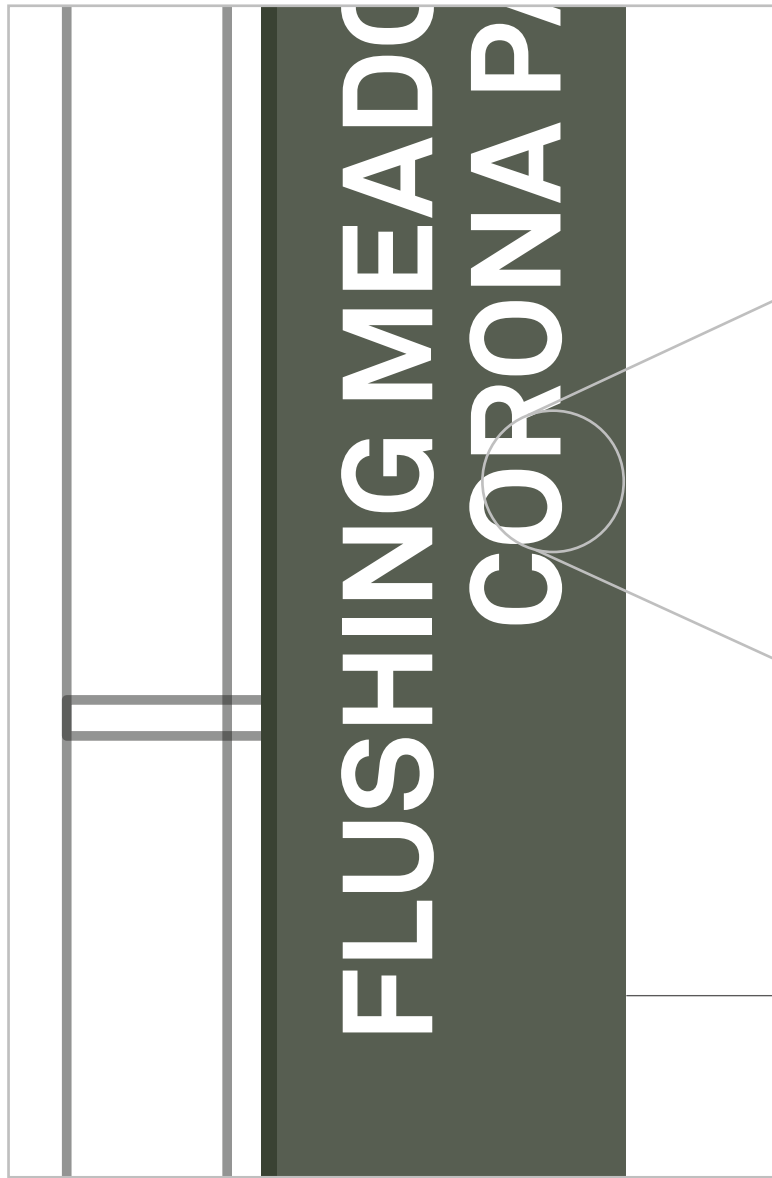
Revised Strategy



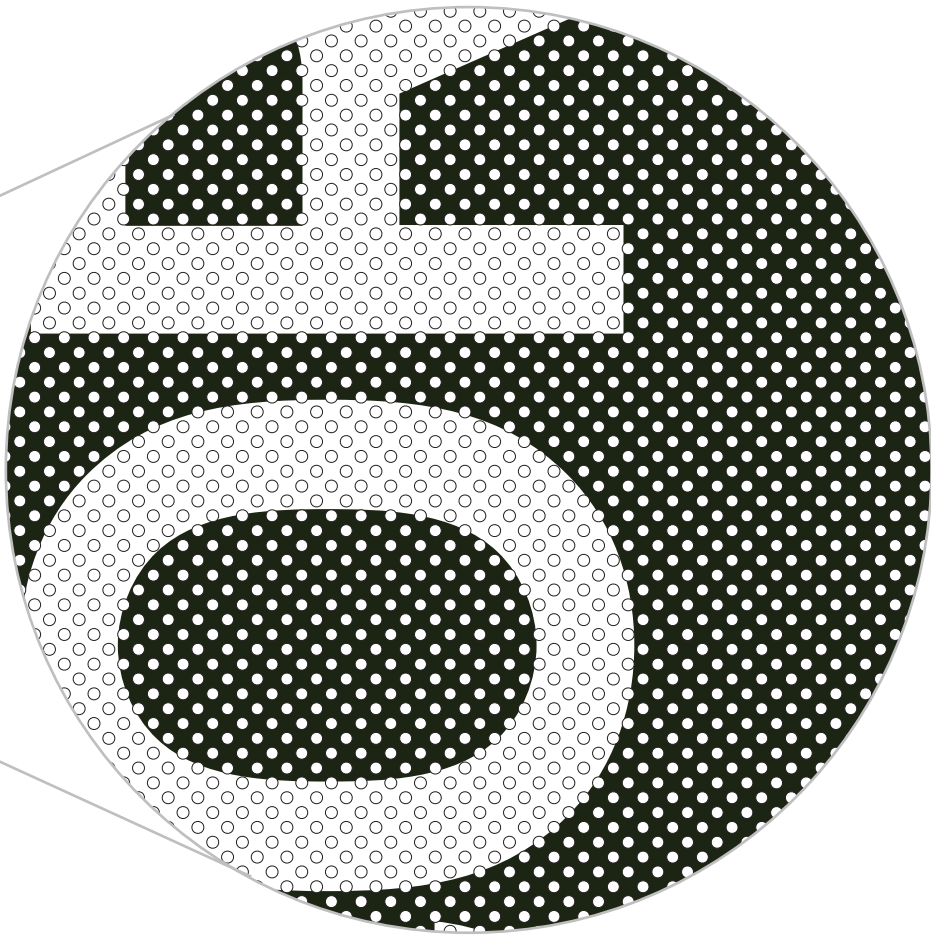
Passerelle Plaza North Entrance Photo Rendering



Passerelle Gateway Banners



To match PMS 553C
NYC Parks Brand
Signage Green



Detail of sign showing 1/16th inch
perforation to scale



Ponce City Market • Atlanta, GA



Courtyard by Marriott • Redwood City, CA

Reference images of similar
installations of perforated metals
with printed graphics by others.
Note images do not reflect 1/16th
inch perforation size



Part 3.4

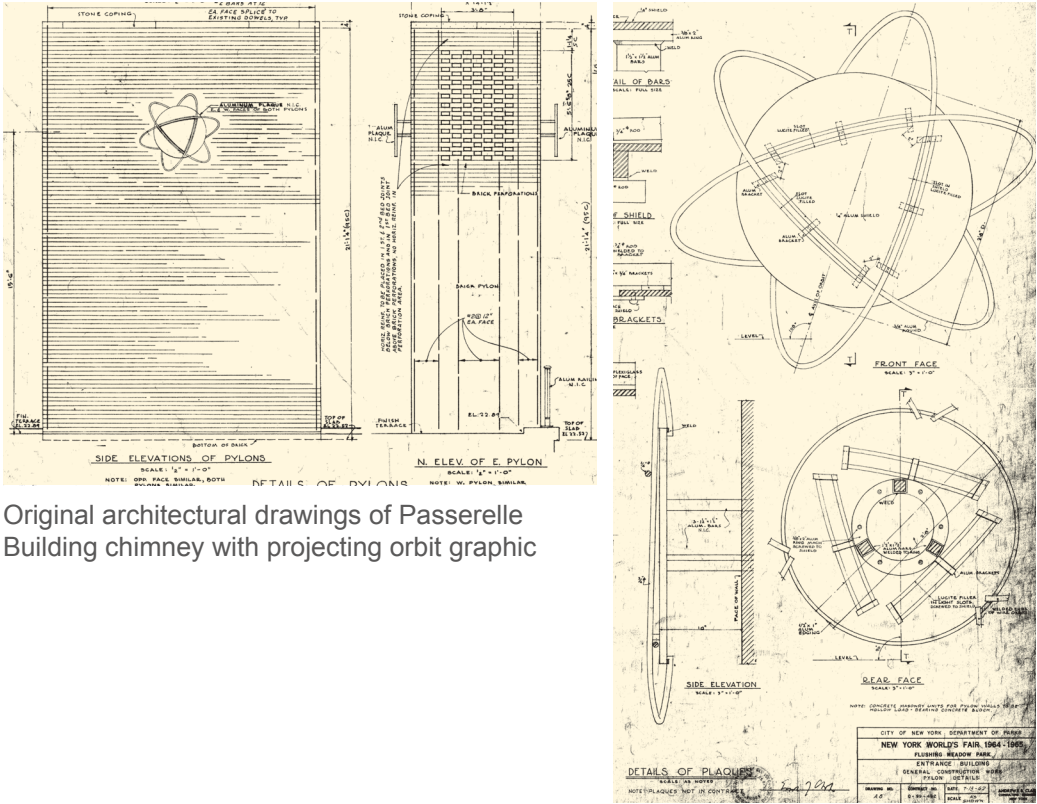
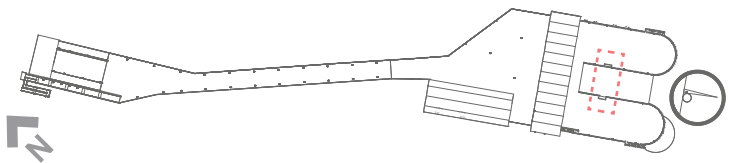
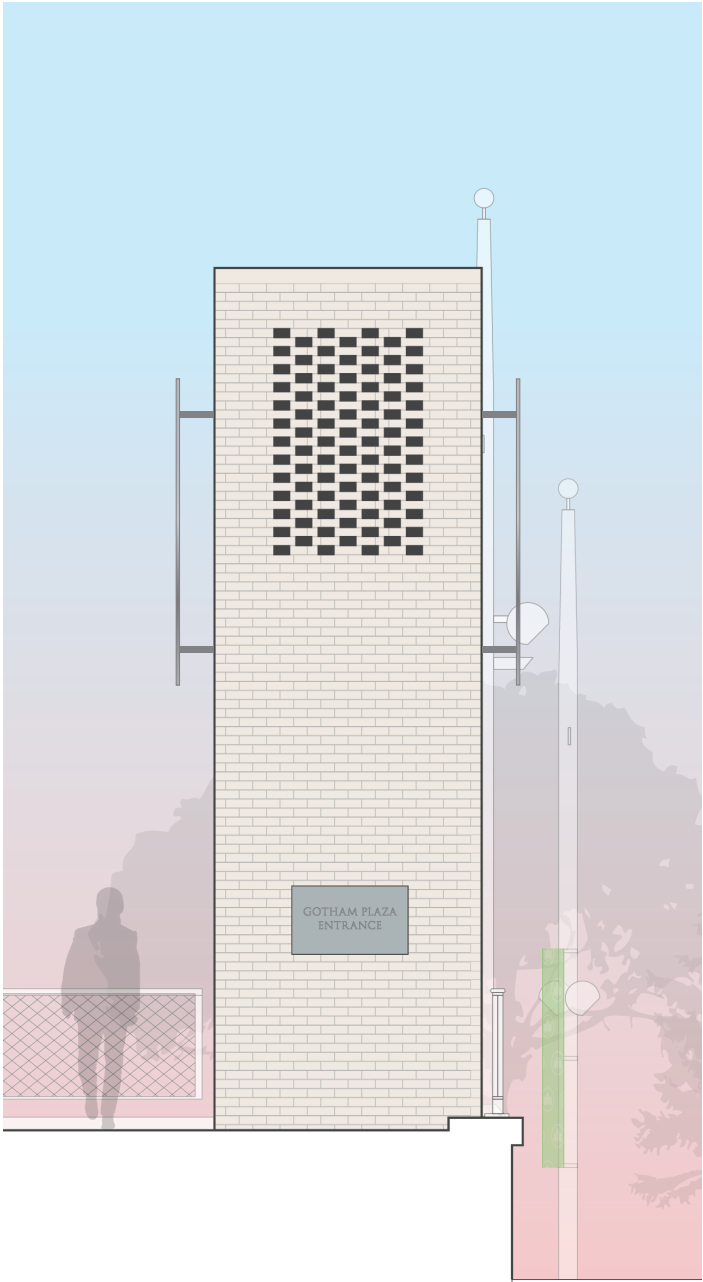
Expanded Park Signage

Passerelle Gateway

Plaza Logomark

Passerelle Gateway Plaza Logomark

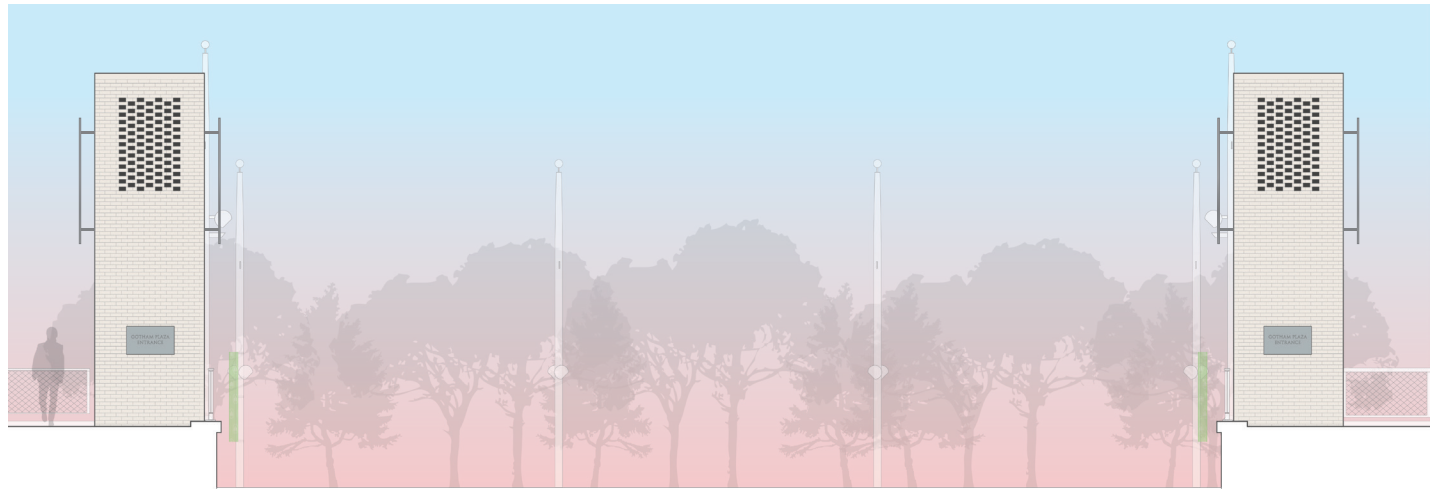
- Logomark treatment refers back to the original architectural design of the Passerelle Building
- Stainless steel finish relates to historical structures in the Park such as the Unisphere
- Provides NYC Parks brand representation without visually superceding the surrounding environment or banner signage



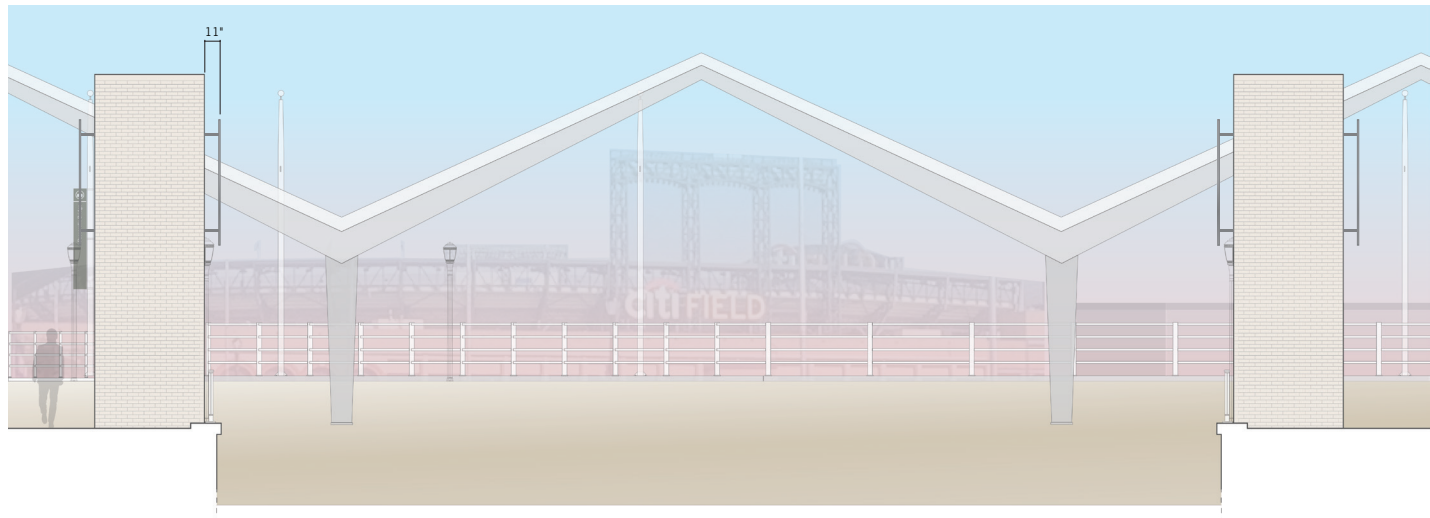
Original architectural drawings of Passerelle Building chimney with projecting orbit graphic



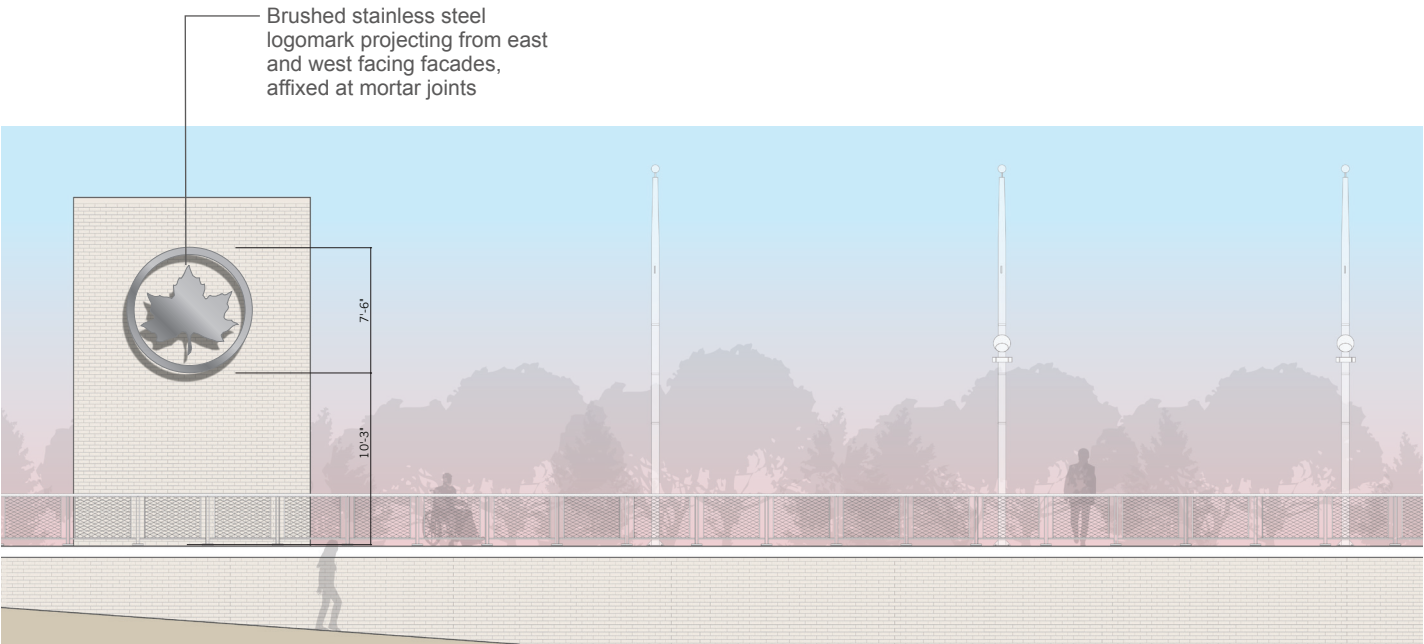
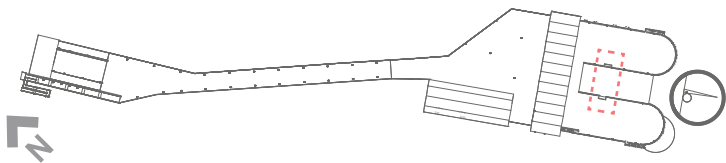
Passerelle Gateway Plaza Logomark



Passerelle Plaza North Entrance Elevation
Not to Scale



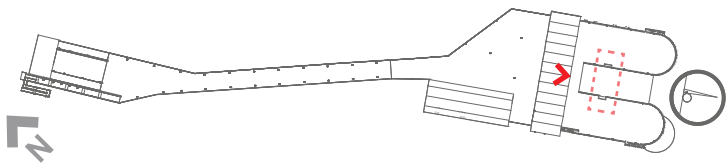
Passerelle Plaza South Exit Elevation
Not to Scale



Passerelle Plaza East Chimney Elevation
Not to Scale



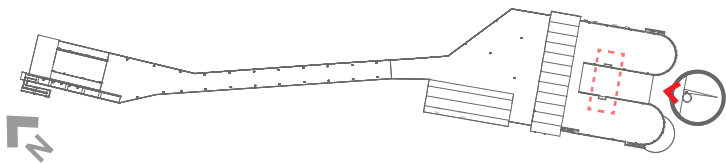
Passerelle Gateway Plaza Logomark



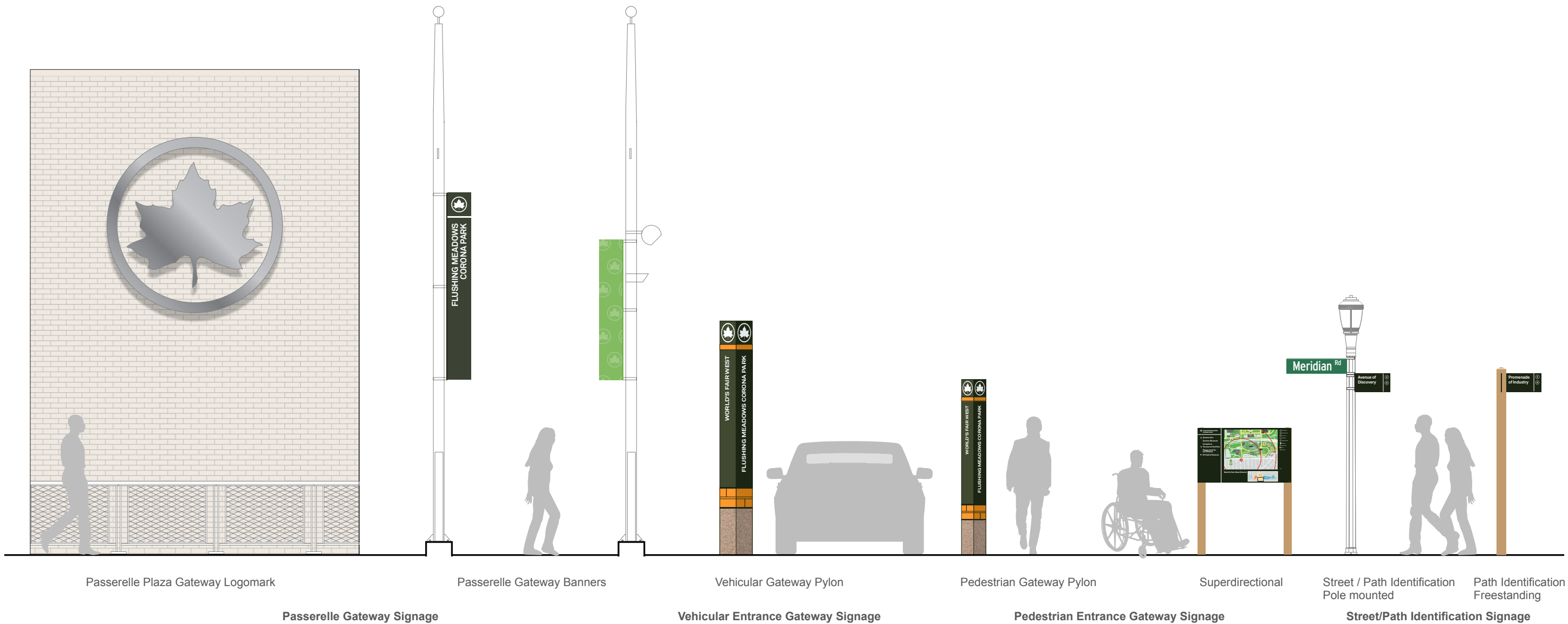
Passerelle Plaza North Entrance Photo Rendering



Passerelle Gateway Plaza Logomark



Extended Sign Family Summary



Part 4

Interpretive Signage

The Interpretive Signage Strategy will:

- Use NYC Parks Standard Guidelines
- Inform park-goers about the rich history and natural features of Flushing Meadows Corona Park
- Create a sense of place

