

May 6, 2025
Public Hearing

The current proposal is:

Preservation Department – Item 11, LPC-25-08170

20 West Drive, Prospect Park – Scenic Landmark Borough of Brooklyn

To testify virtually, please join Zoom

Webinar ID: 160 059 3679

Passcode: 131371

By Phone: 646-828-7666 (NY)

833-435-1820 (Toll-free)

833-568-8864 (Toll-free)

Note: If you want to testify virtually on an item, join the Zoom webinar at the agenda's "Be Here by" time (about an hour in advance). When the Chair indicates it's time to testify, "raise your hand" via the Zoom app if you want to speak (*9 on the phone). Those who signed up in advance will be called first.



Parks

Wayfinding in the Vale

Located near the Northeast end of Prospect Park between
Grand Army Plaza and the Prospect Park Zoo, Borough of Brooklyn

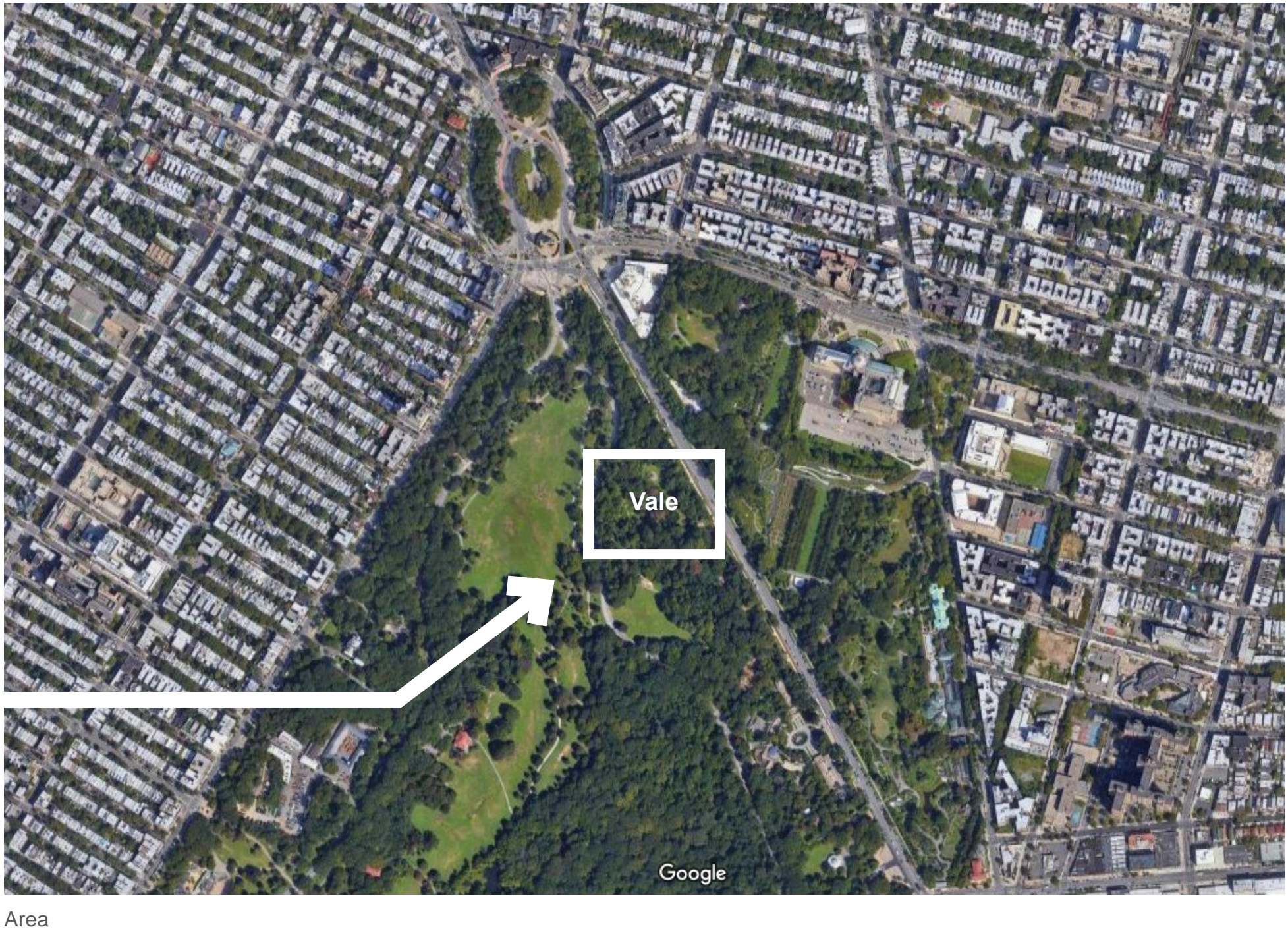
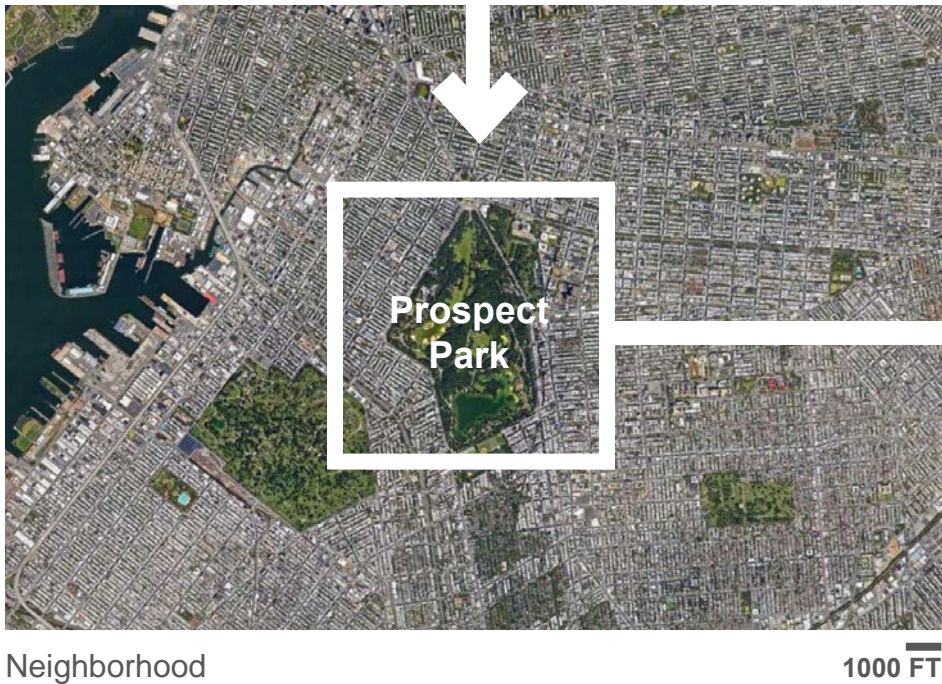
NYC Landmarks Commission Hearing

May 6, 2025

Prospect Park Alliance & Two Twelve

Total Budget: \$250,000 Mayoral Funding

Project Size: 8 acres (approximate)



Prospect Park
Wayfinding in the Vale | Project Location

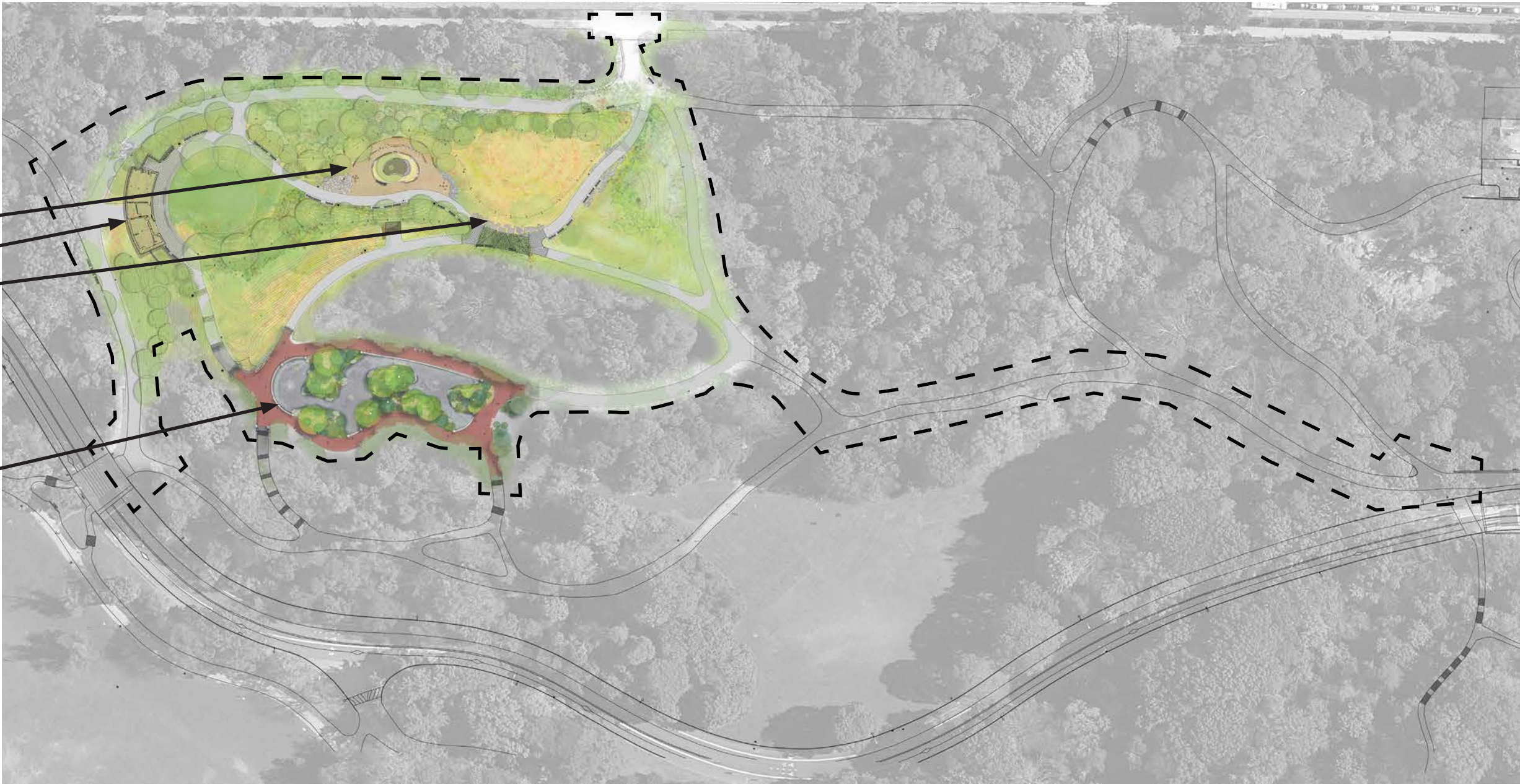
Vale Planned Construction 2025-2027

UPPER VALE:

- Exploration Area
- Restroom
- Arbor & Meadow

LOWER VALE:

- Restoration of Pond, Pavement, and Masonry



NYC Parks

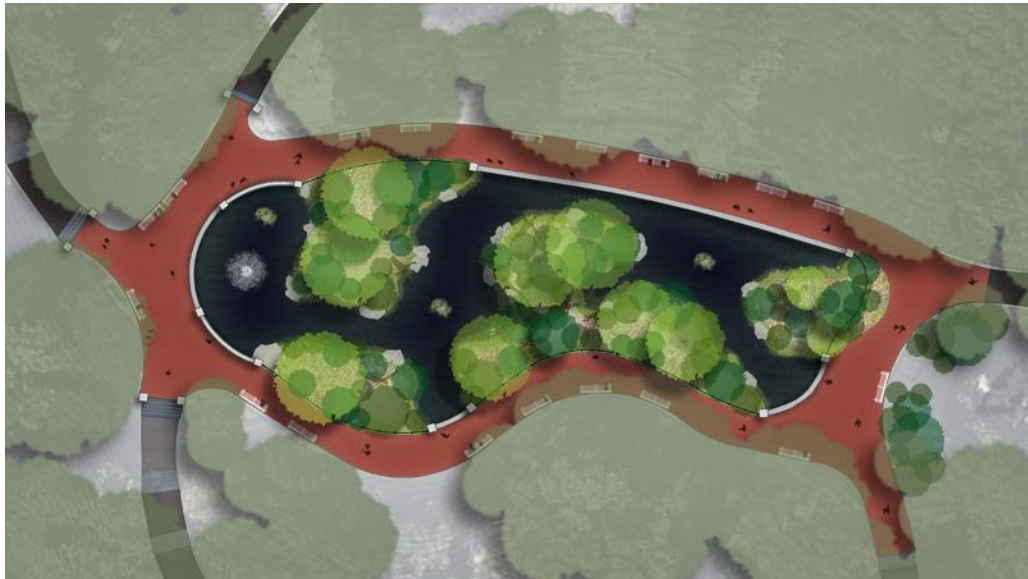


Prospect Park
Wayfinding in the Vale | Vale Planned Construction

Upper Vale Reconstruction



Lower Vale Restoration



Prospect Park
Wayfinding in the Vale | Lower Vale Restoration

Project Goals & Stakeholder Engagement

- Strengthen wayfinding, interpretive, promotional and stewardship information in the park
- Create a design and informational hierarchy that is easy to access for a wide range of audiences
- Create a flexible, parkwide system that can be easily and economically implemented and maintained over time
- Recognize the operational partnership between NYC Parks and Prospect Park Alliance
- Complement existing park fixtures and furnishings



NYC Parks



Prospect Park
Wayfinding in the Vale | Strategy and Methodology



Existing Signage

We evaluated the existing signage in the Park, to learn how information is currently conveyed to the public.



Orientation Map, at most places of gathering.
LPC Approved 2003



Directional, at intersections.
LPC Approved 2003



Stewardship, various locations.
Temporary Signage, Not Filed



Maps & Promotional, at all entrances.
LPC Approved 1992

Prospect Park Alliance Brand Guidelines

Typography

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

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

Founders Grotesk • Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

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

Neue Haas Grotesk Display Pro • 75 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

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

Neue Haas Grotesk Dispaly Pro • 55 Roman

Primary Signage Colors



GREEN
Pantone 375



DARK GREEN
Pantone 3435



WHITE
Pantone White



GRAY
Pantone 431



YELLOW
Pantone 109

Secondary Signage Colors



ORANGE
Pantone 151



DARK ORANGE
Pantone 173



BLUE
Pantone 310



DARK BLUE
Pantone 641

Brand Marks



Prospect
Park
Alliance

Signage Iconography

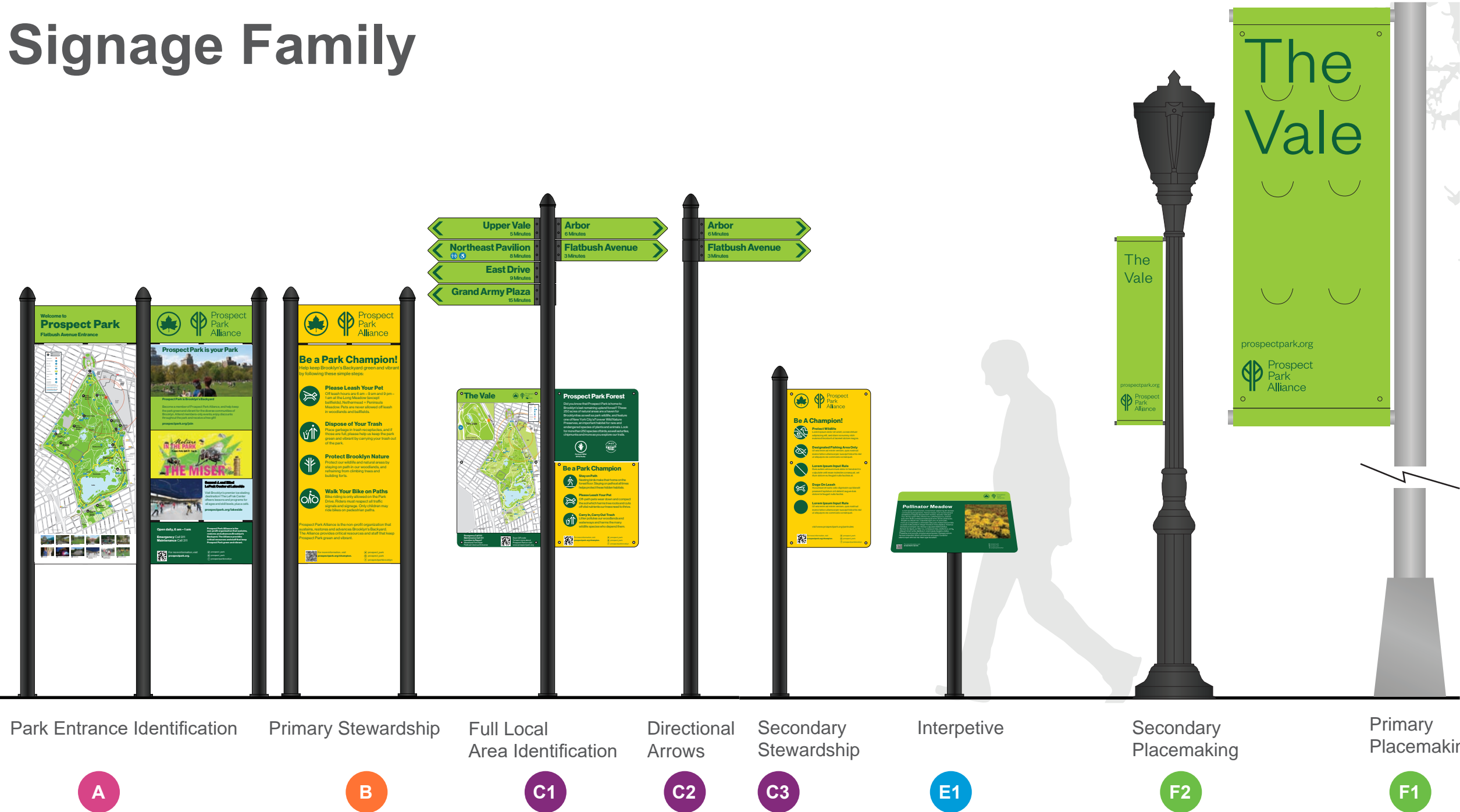


NYC Parks



Prospect Park
Wayfinding in the Vale | Brand Guidelines

Park Signage Family



NYC Parks



Prospect Park
Wayfinding in the Vale | System

Sign Locations in the Vale

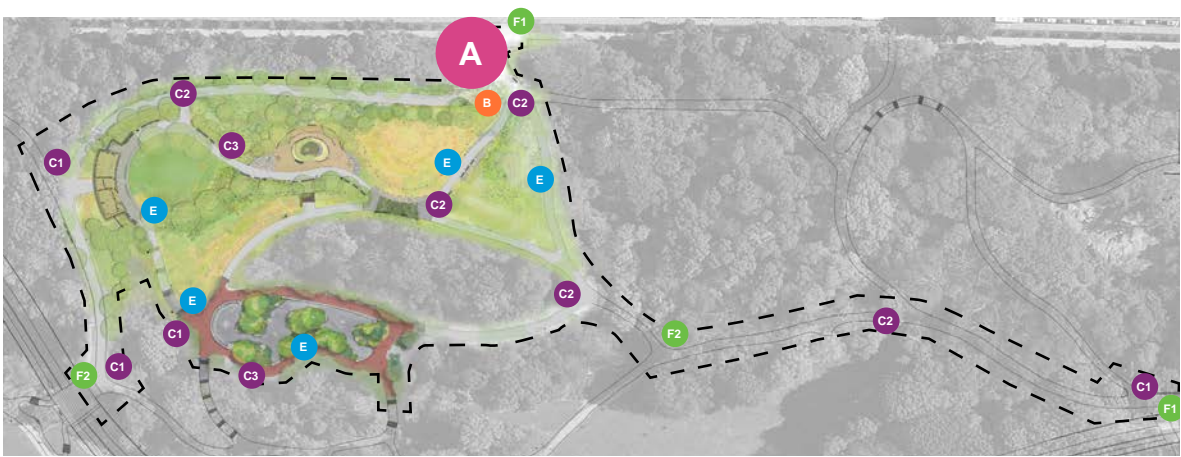
- Sign Type List**
- A** Park Entrance Identification
 - B** Primary Stewardship
 - C1** Full Local Area Identification
 - C2** Directional Arrows
 - C3** Secondary Stewardship
 - E** Interpretive
 - F1** Primary Placemaking
 - F2** Secondary Placemaking





Park Entrance Identification

PPA will further coordinate all Entrance Signage with NYCParks, so that the new sign works in tandem with NYC Parks Rules & Regulations Signs.



NYC Parks

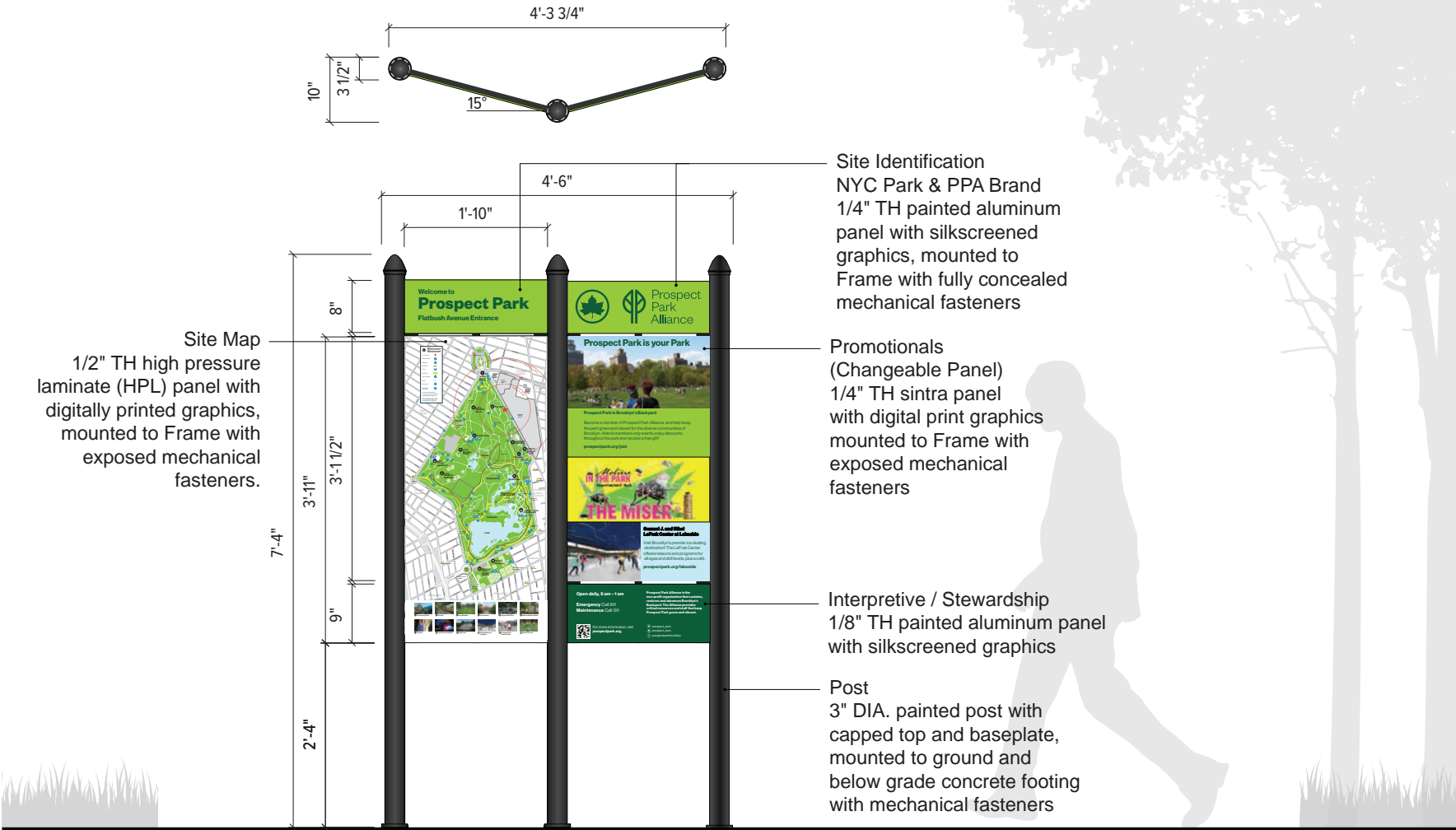


Prospect Park
Wayfinding in the Vale | Park Entrance Sign Rendering

A

Park Entrance Identification

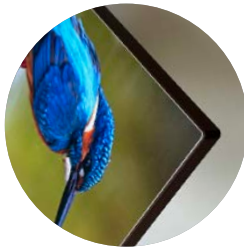
Combining the design vocabulary of the Alliance’s brand standards while acknowledging existing historical site elements found in the park, this freestanding sign serves as an information hub, consolidating a multitude of wayfinding information upon arrival.



Permanent
Painted graphics on aluminum



Semi-Permanent
Digital printed graphics on custom high pressure laminate (HPL) panel



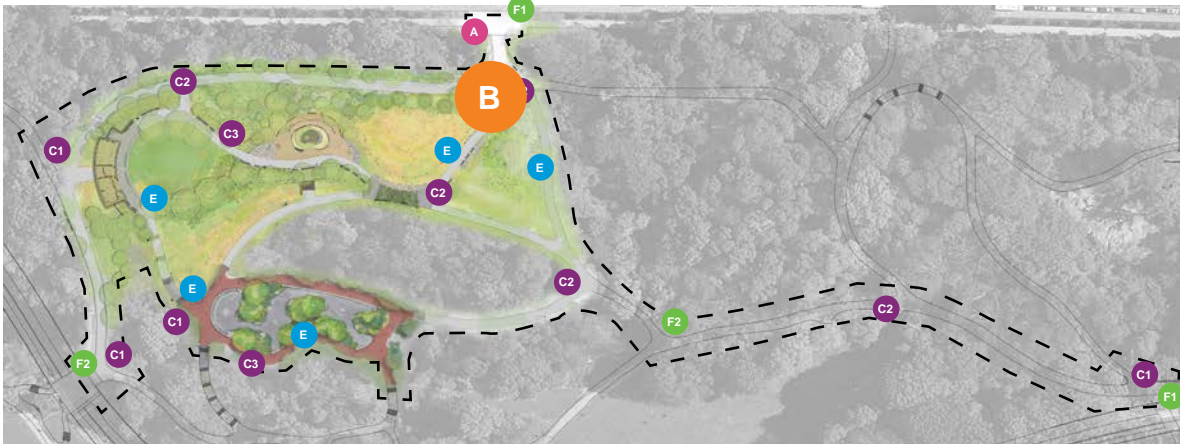
Temporary
Digital printed graphics on sintra



Prospect Park
Wayfinding in the Vale | Park Entrance Sign



Primary Stewardship



NYC Parks

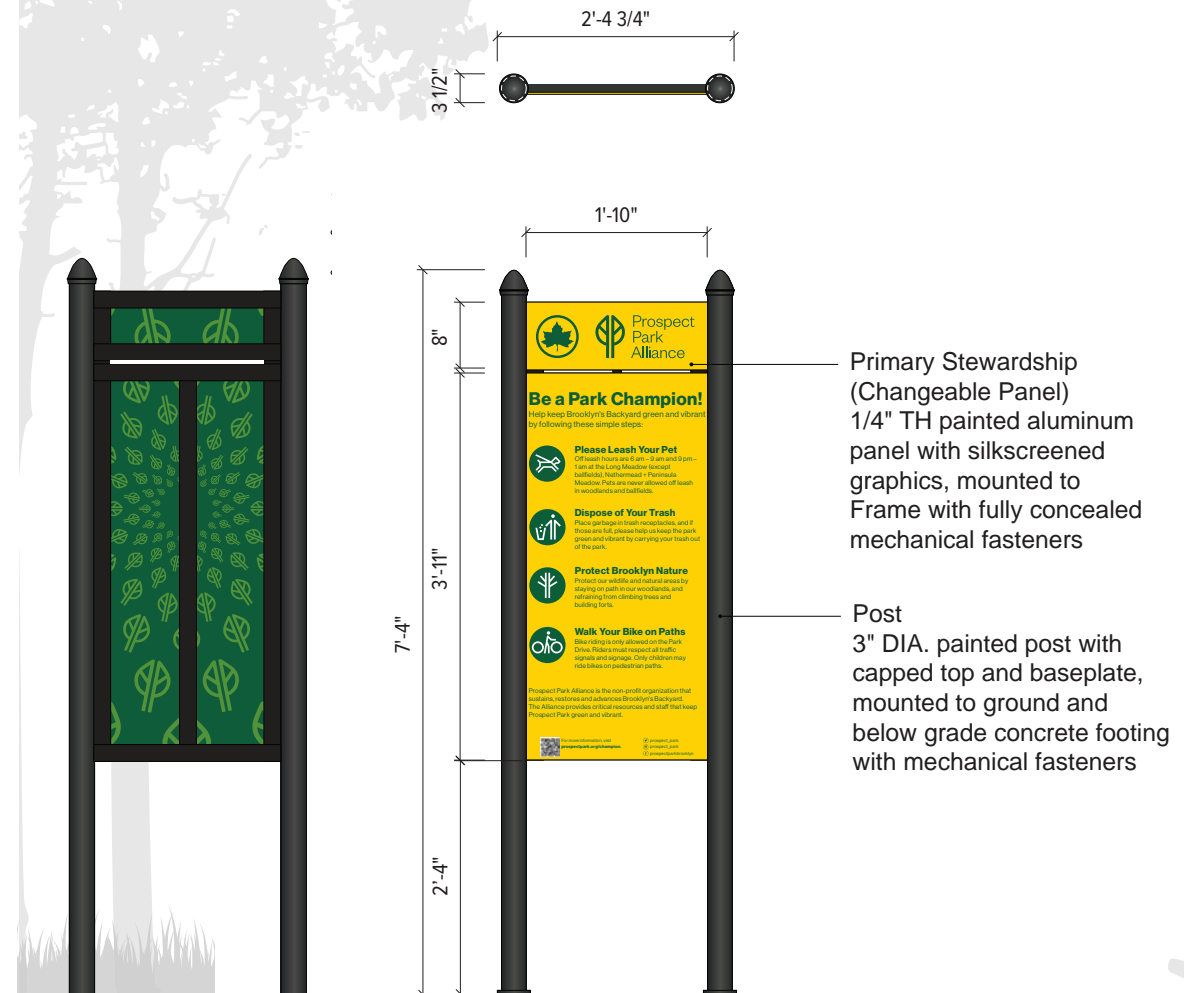


Prospect Park
Wayfinding in the Vale | Primary Stewardship Rendering

B

Primary Stewardship

Sharing a form similar to the Park Entrance Identification Sign, this post-mounted sign informs park users of the most common stewardship actions to uphold during their time and experience in “Brooklyn’s Backyard”. The sign is meant to encourage and clarify positive behaviors, and consistently reinforce this information using PPA’s brand guidelines.



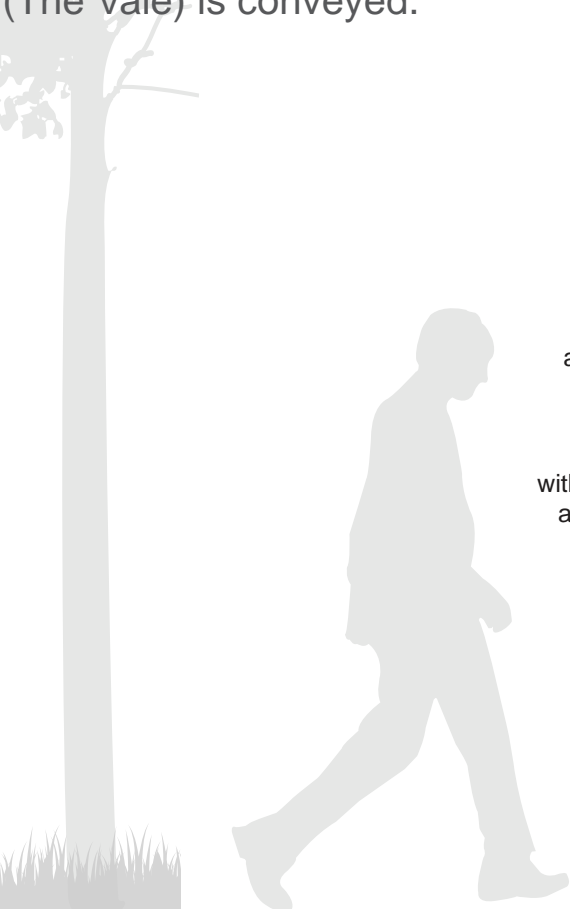
NYC Parks



Prospect Park
Wayfinding in the Vale | Primary Stewardship

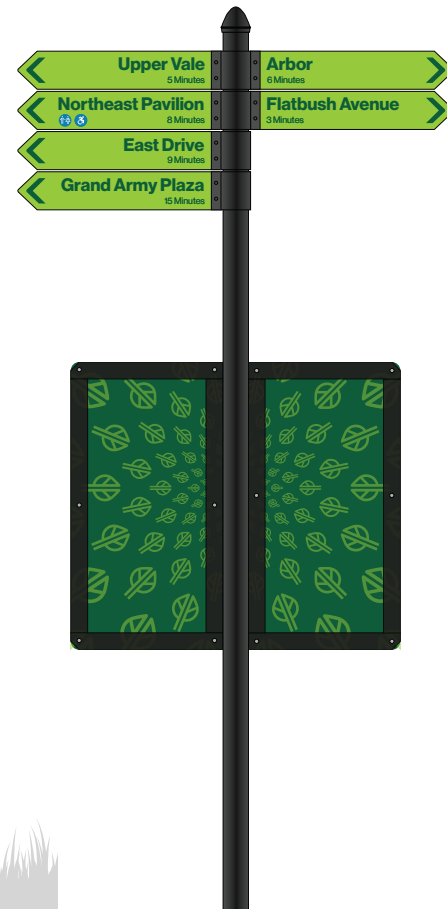
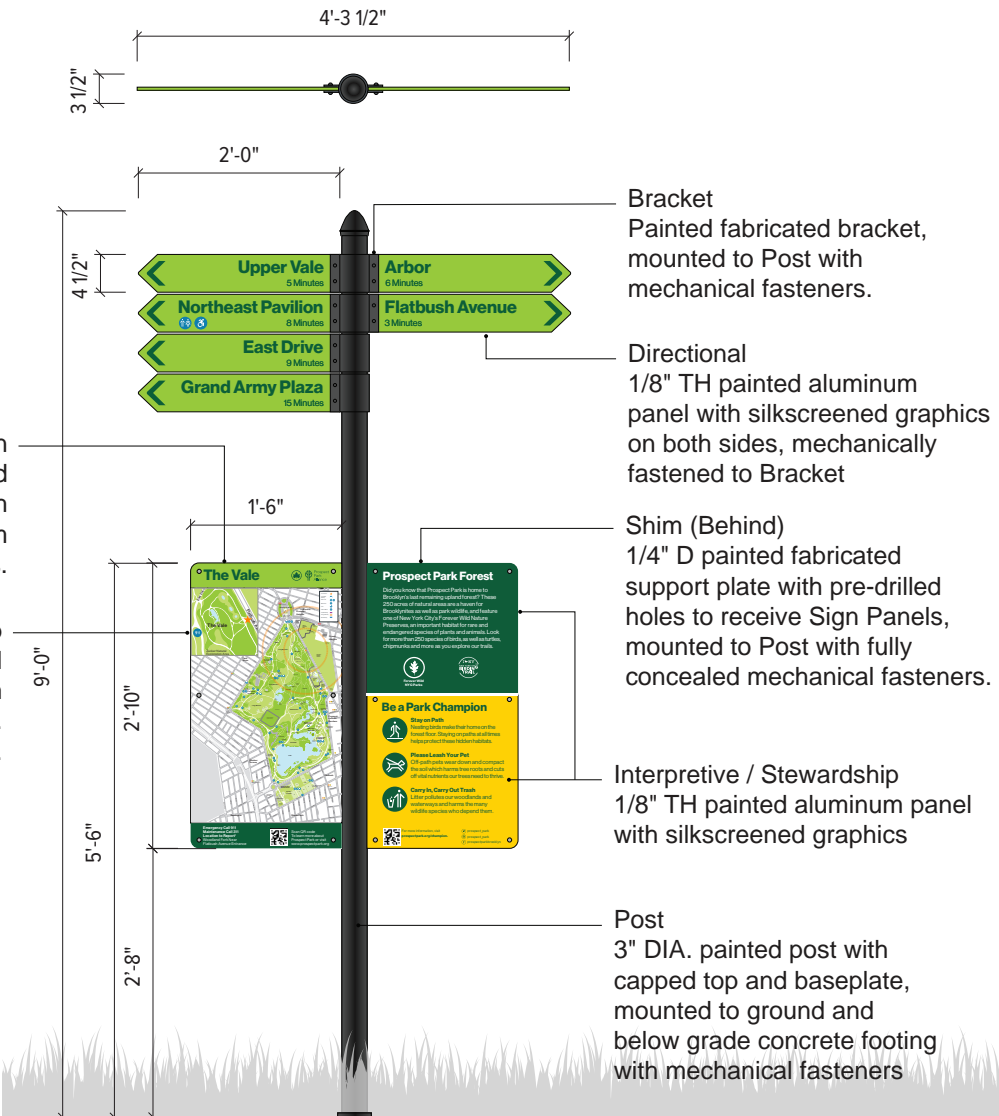
C1 Local Area Identification

Programmed inside of the park at pedestrian pathway intersections in proximity to secondary destinations, a smaller information hub provides similar wayfinding information. Overhead fingerpost panels are affixed to a fabricated bracket and post. At eye level, park map and stewardship information specific to the local area (The Vale) is conveyed.

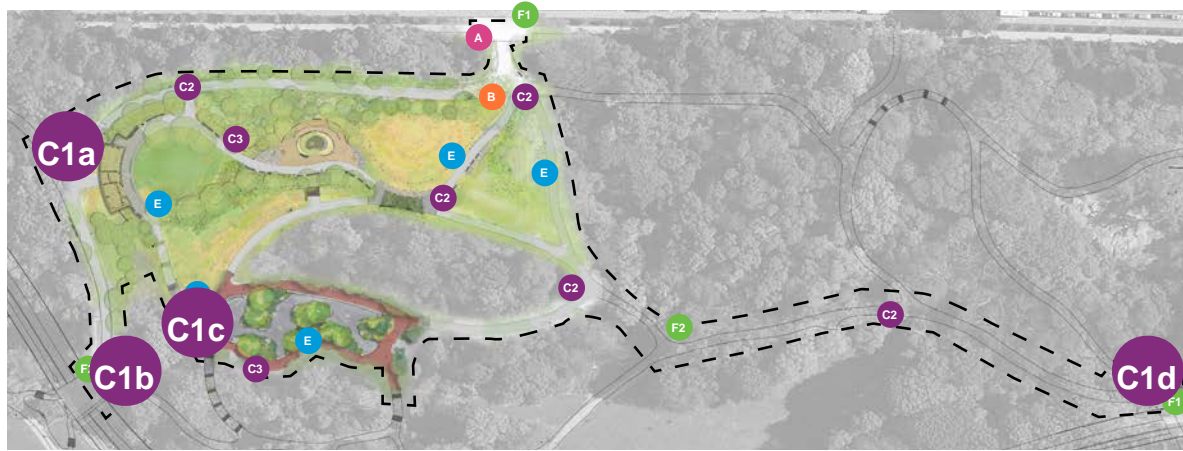


Park Area Identification
 NYC Parks & PPA Brand
 1/8" TH painted aluminum panel with
 silkscreened graphics, mounted to Shim
 and Post with exposed mechanical fasteners.

Area Map (Inset) & Park Map
 1/2" TH high pressure laminate (HPL) panel
 with digitally printed graphics, mounted to Shim
 and Post with exposed mechanical fasteners.
 HPL is graffiti resistant.



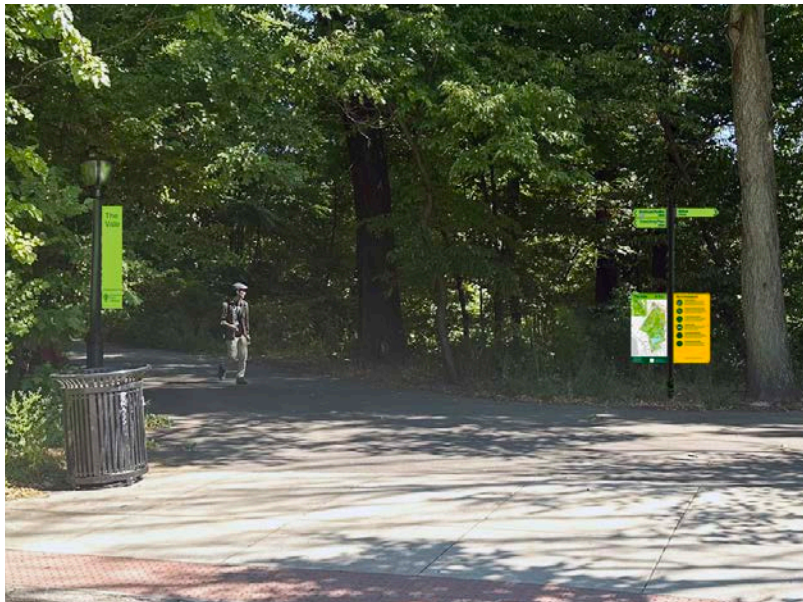
C1 Local Area Identification



C1a



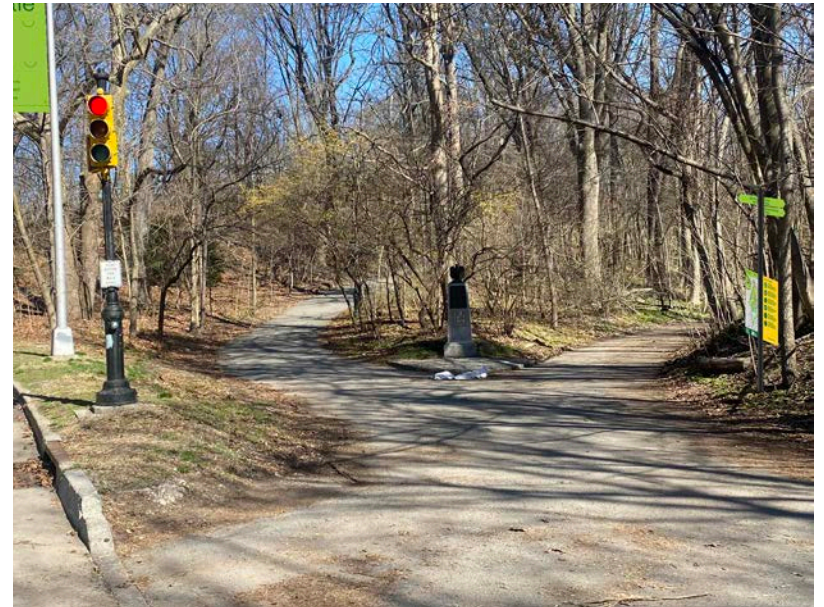
C1b



C1c



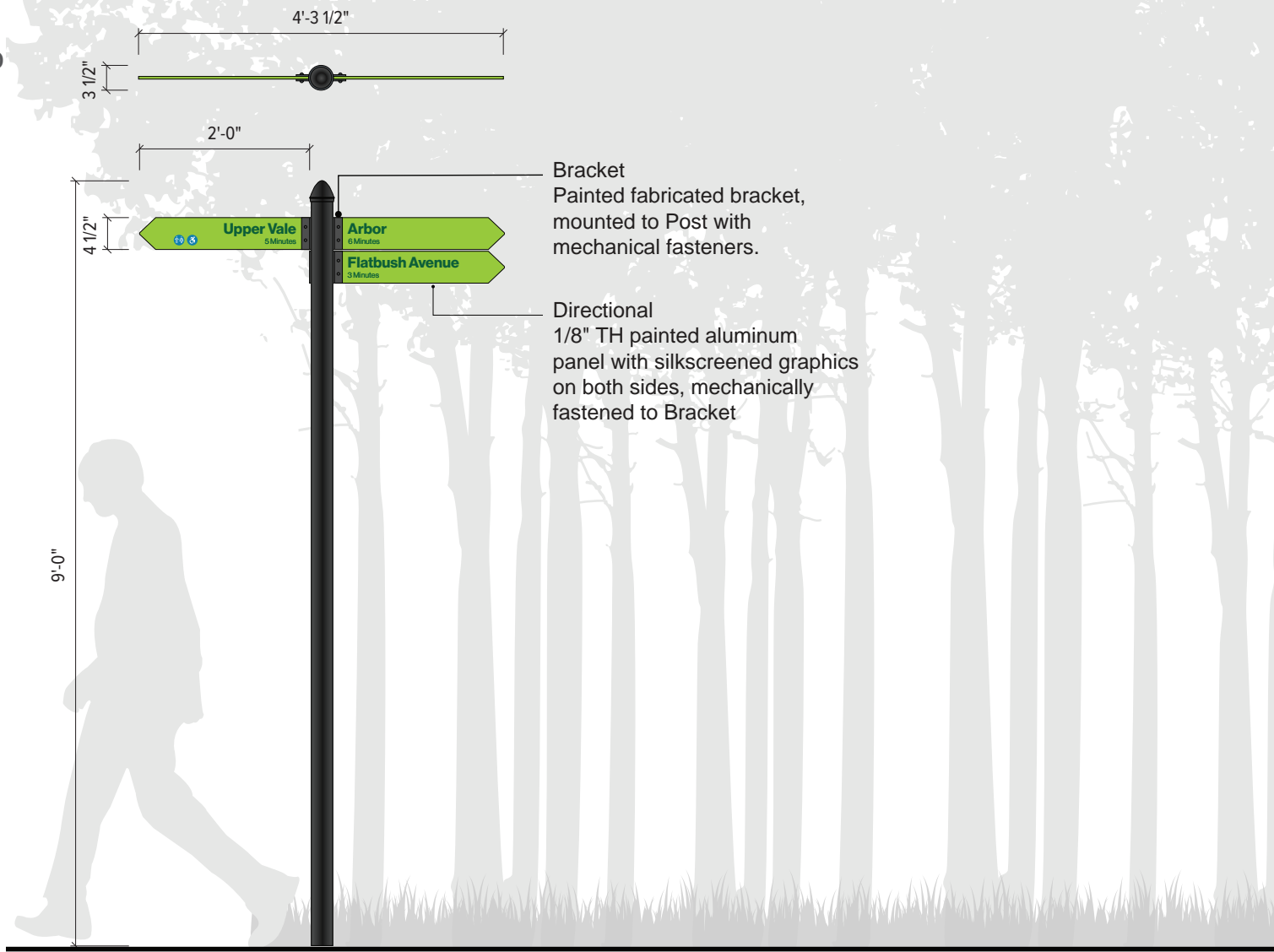
C1d



C2

Directional Arrows Only

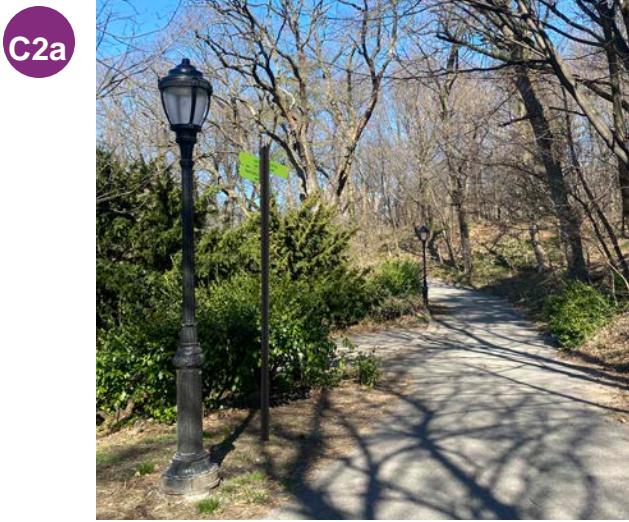
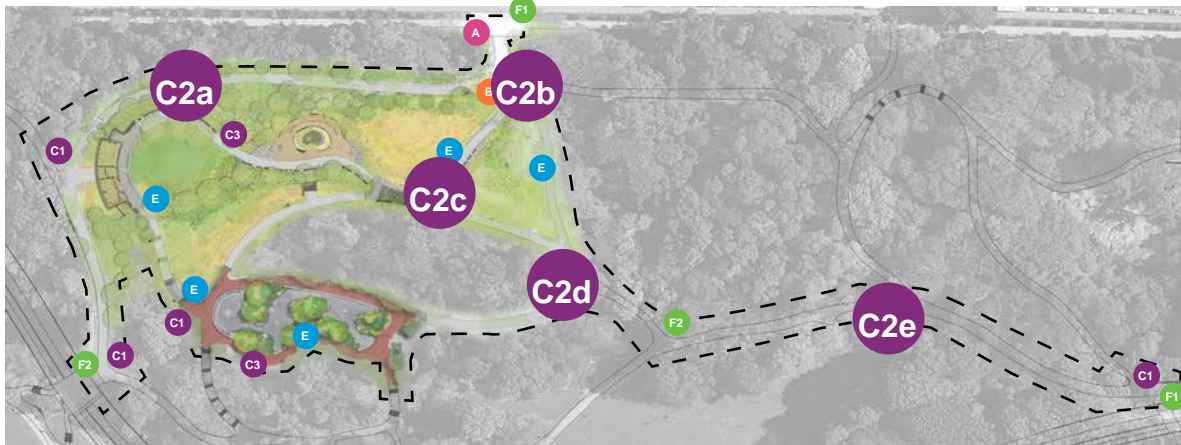
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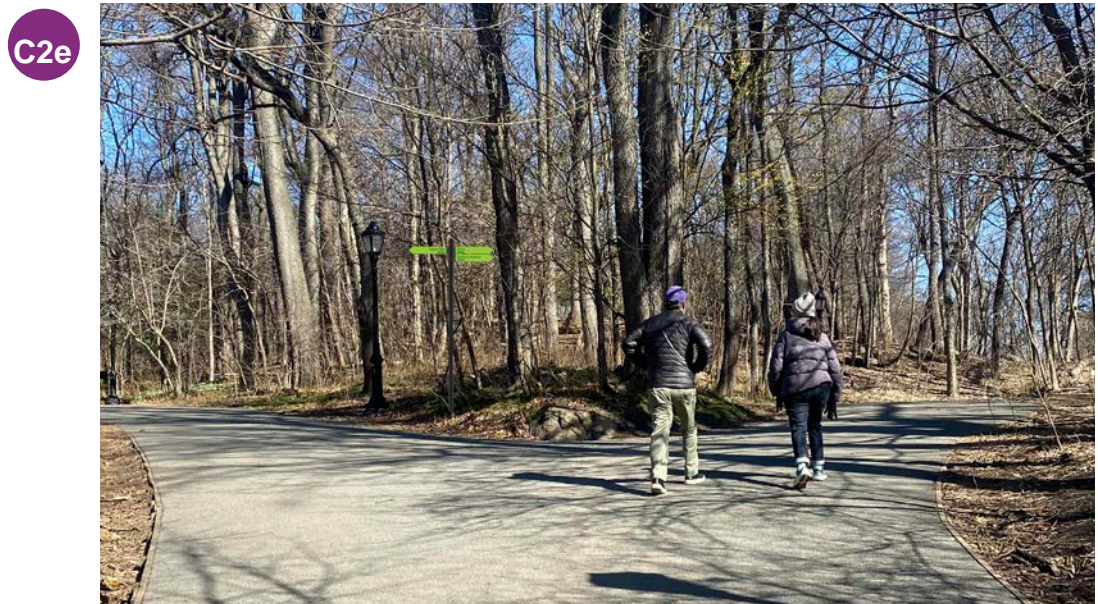
NYC Parks



C2 Directional Arrows Only

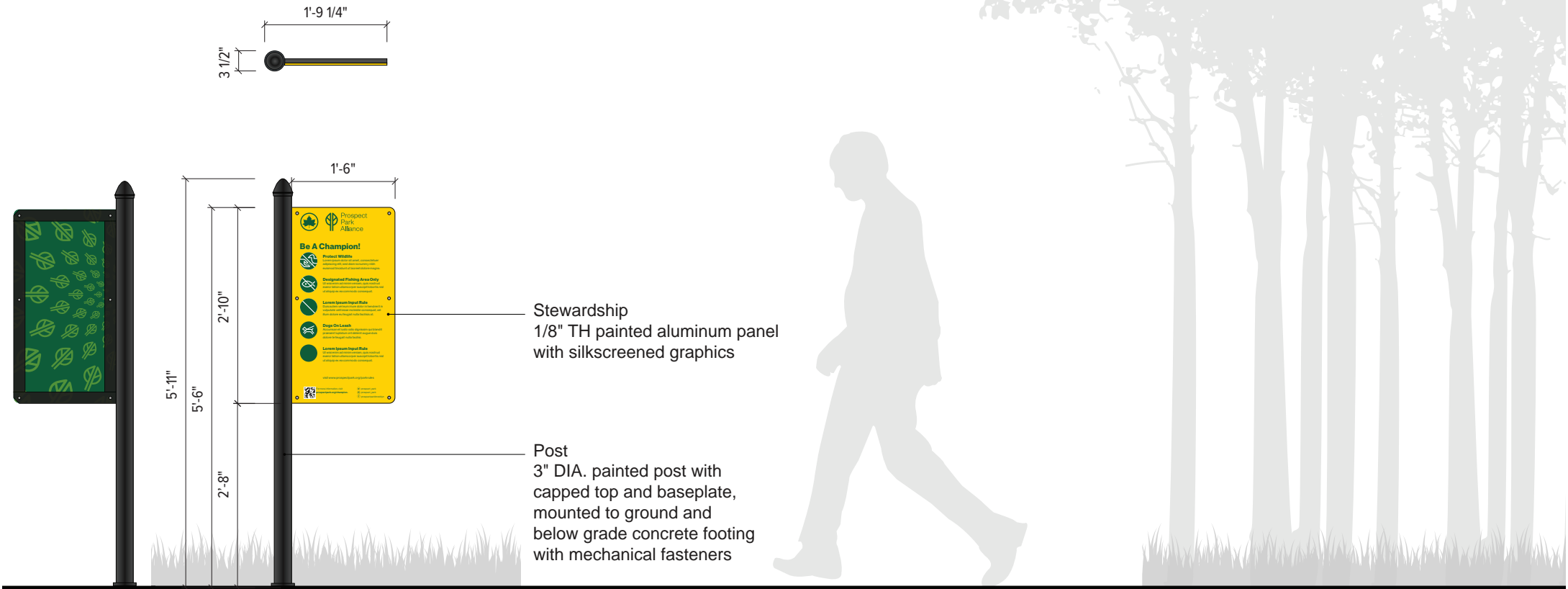


C2c **Note:** C2c is on a site that has not been constructed, in the Upper Vale near the Arbor and Meadow.



C3 Secondary Stewardship

To serve as a friendly reminder, the park signage program also enables opportunities where stewardship only information is presented on a smaller scale.



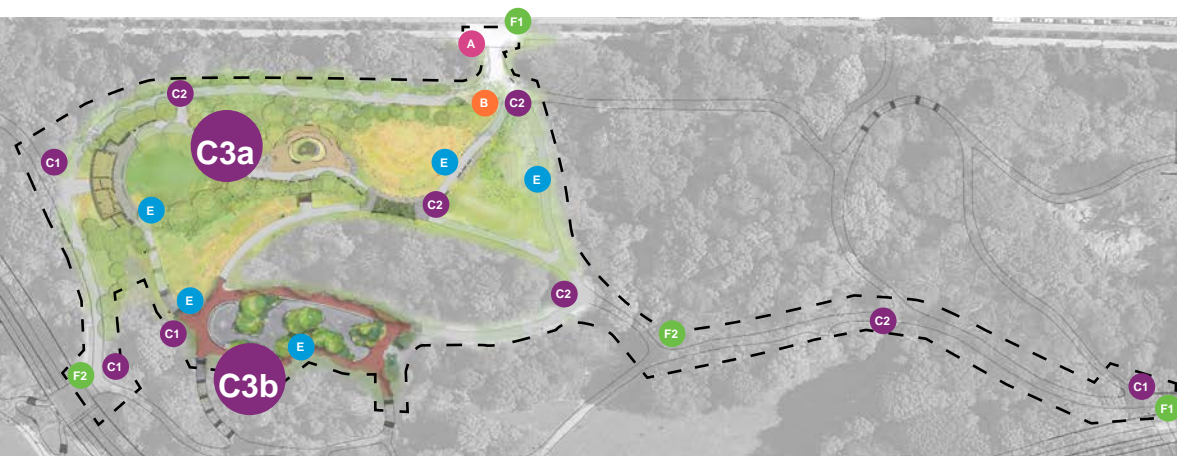
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Prospect Park
Wayfinding in the Vale | Secondary Stewardship

C3 Secondary Stewardship

C3a **Note:** C3a is on a site that has not been constructed, near the Natural Exploration Area at the Upper Vale.



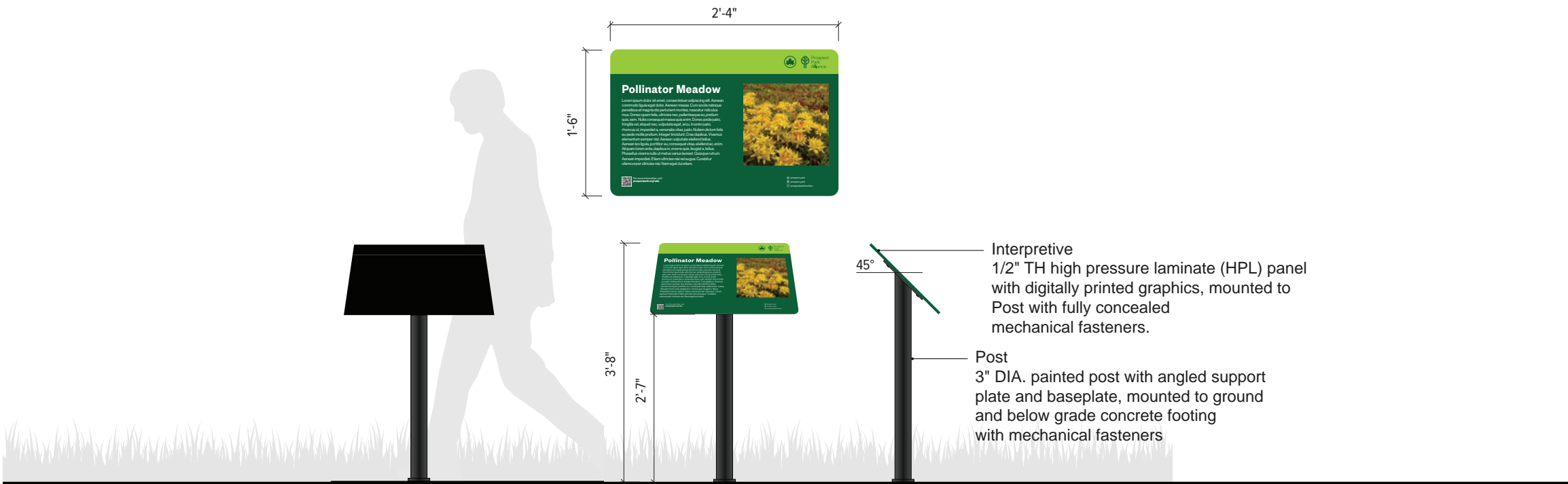
C3b



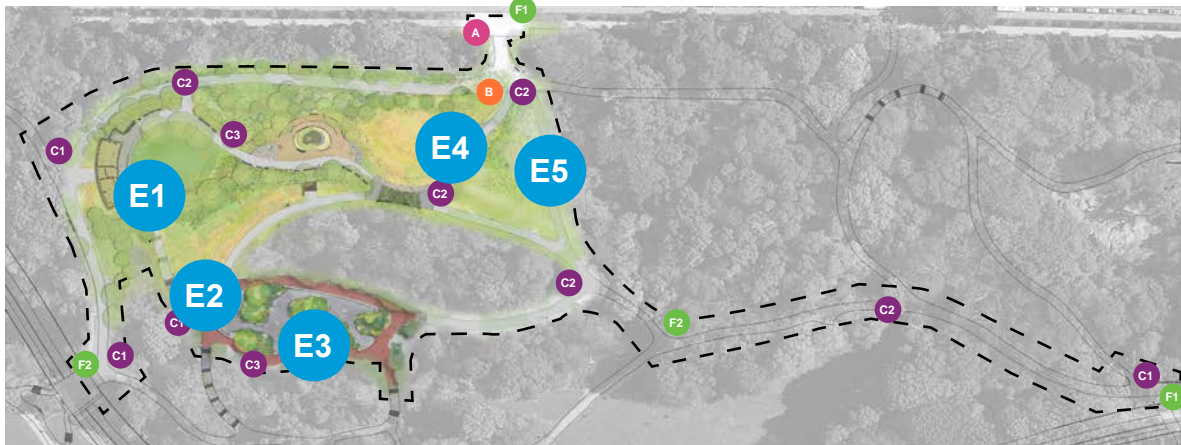
E

Interpretive Signage

Post-mounted custom high pressure laminate (HPL) panels with full-color educational information are located in proximity to unique points of interest. They are meant to engage visitors about the rich history, natural features, and built attractions of the Park.



E Interpretive Signage



E1 **Note:** E1 near the Pavilion and E4 at the Meadow are on sites that have not been constructed in the Upper Vale.

E2

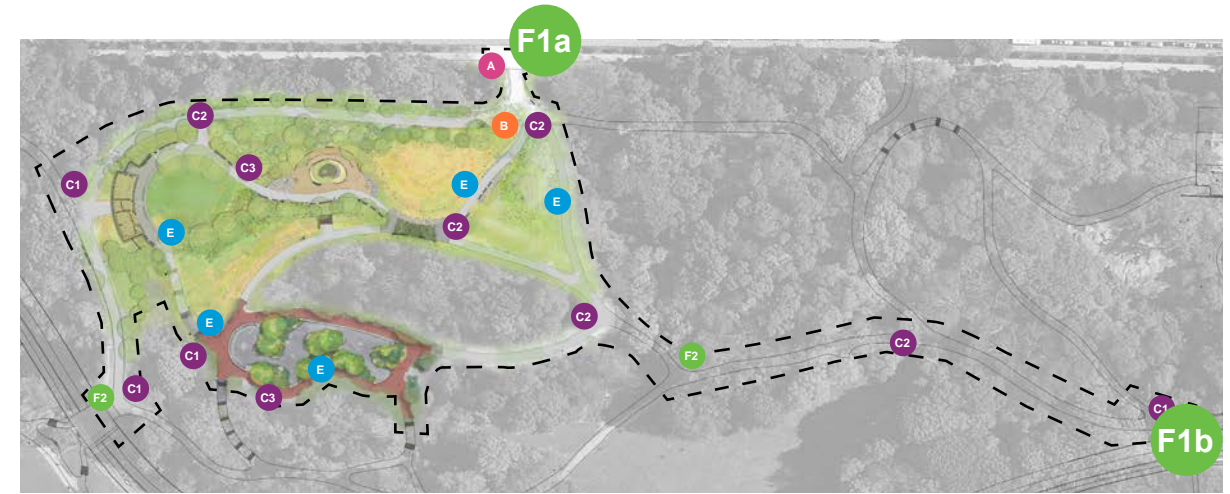
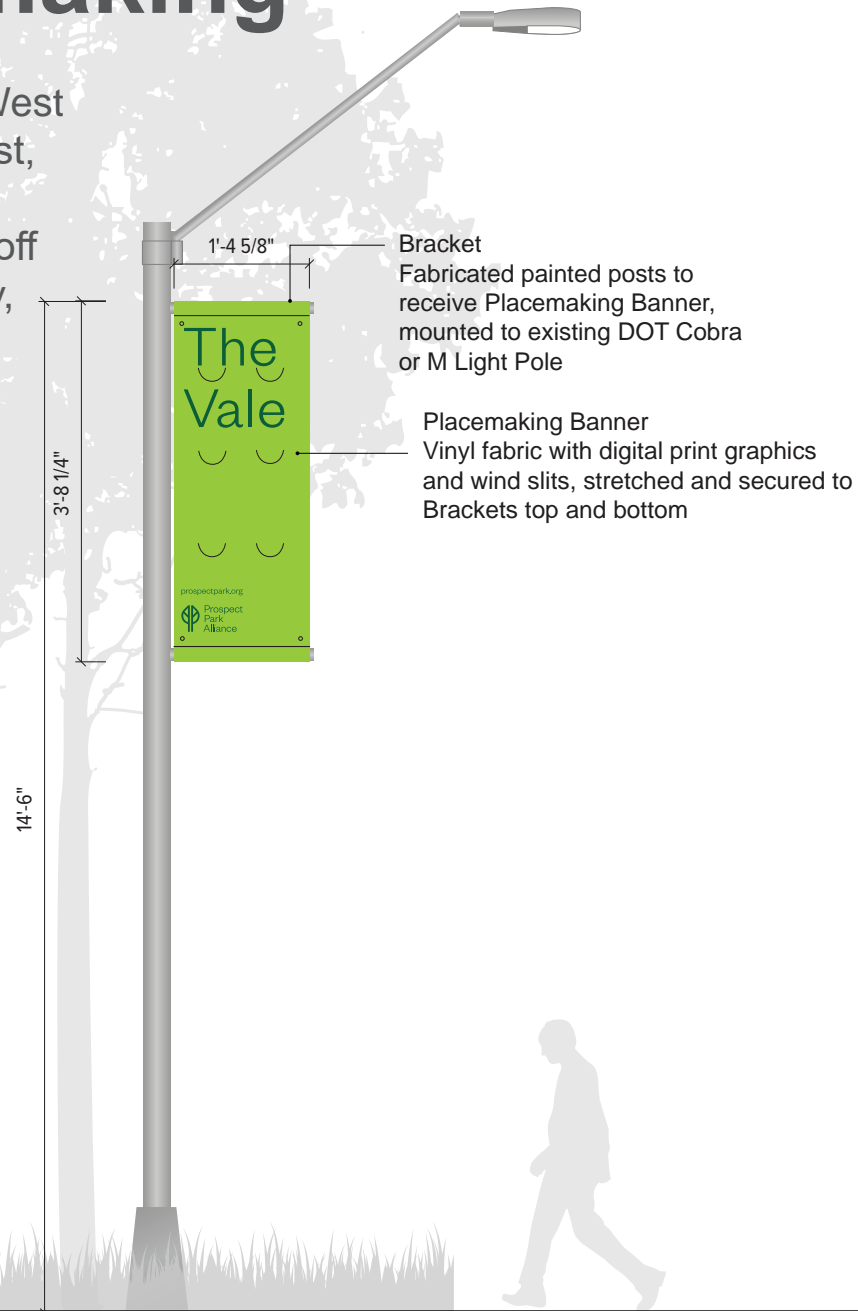
E4



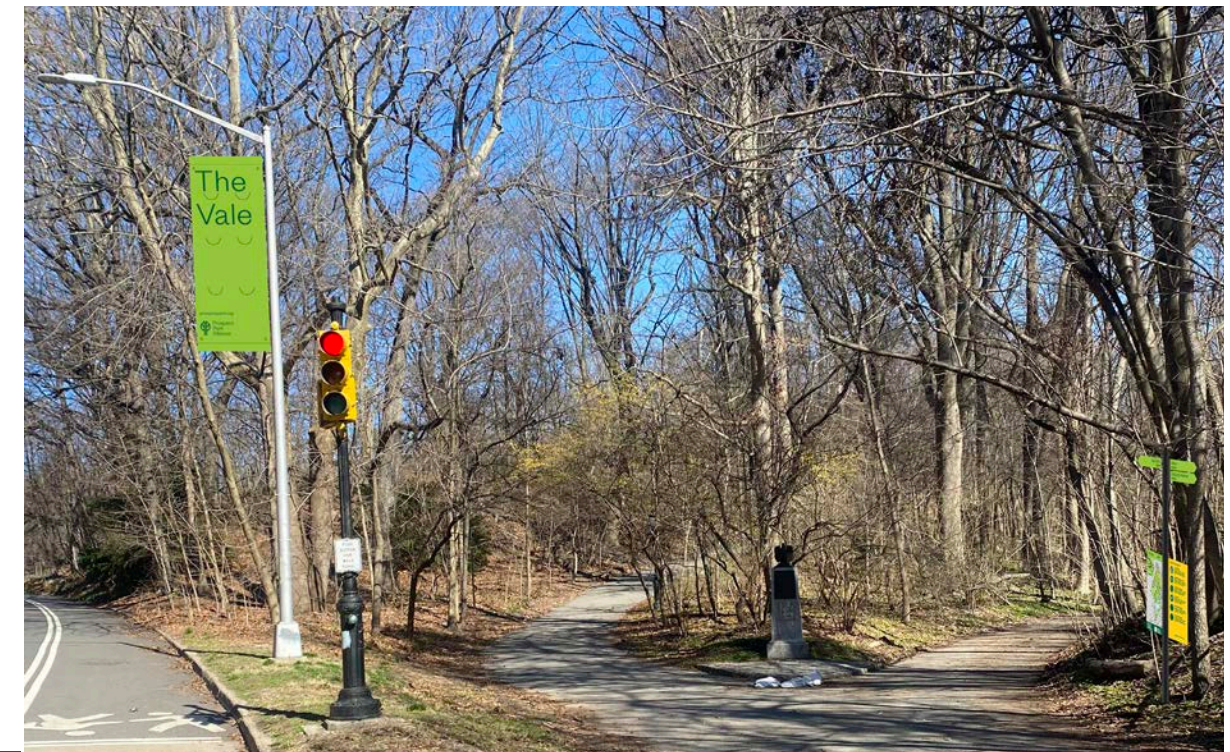
F1

Primary Placemaking

Programmed primarily along the East / Center / West Drive and mounted to the vehicular-scale light post, large vinyl banners with printed graphics identify and direct park visitors to nearby key destination off of the Drive. These graphics encourage discovery, exploration and reinforce a sense of place across disparate Park areas.



Note: F1a is a DOT M Street Pole along Flatbush Avenue, pending DOT approval for banner



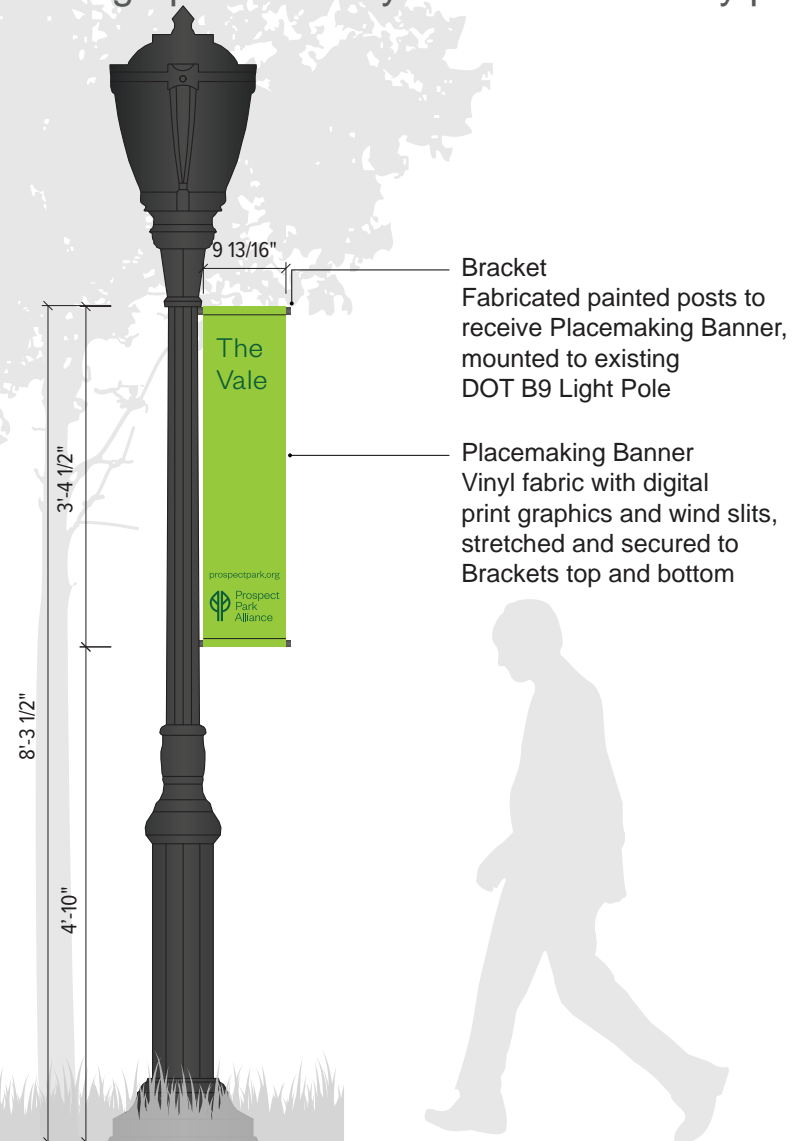
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Prospect Park
Wayfinding in the Vale | Primary Placemaking

F2 Secondary Placemaking

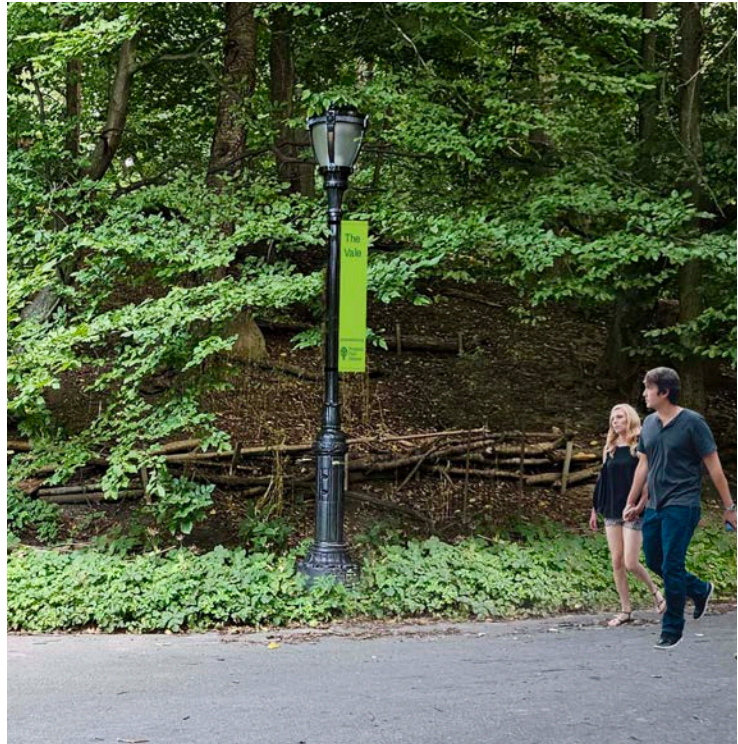
Located along the pedestrian pathways and mounted to pedestrian-scale light posts, vinyl banners with printed graphics identify the arrival at a key point of interest.



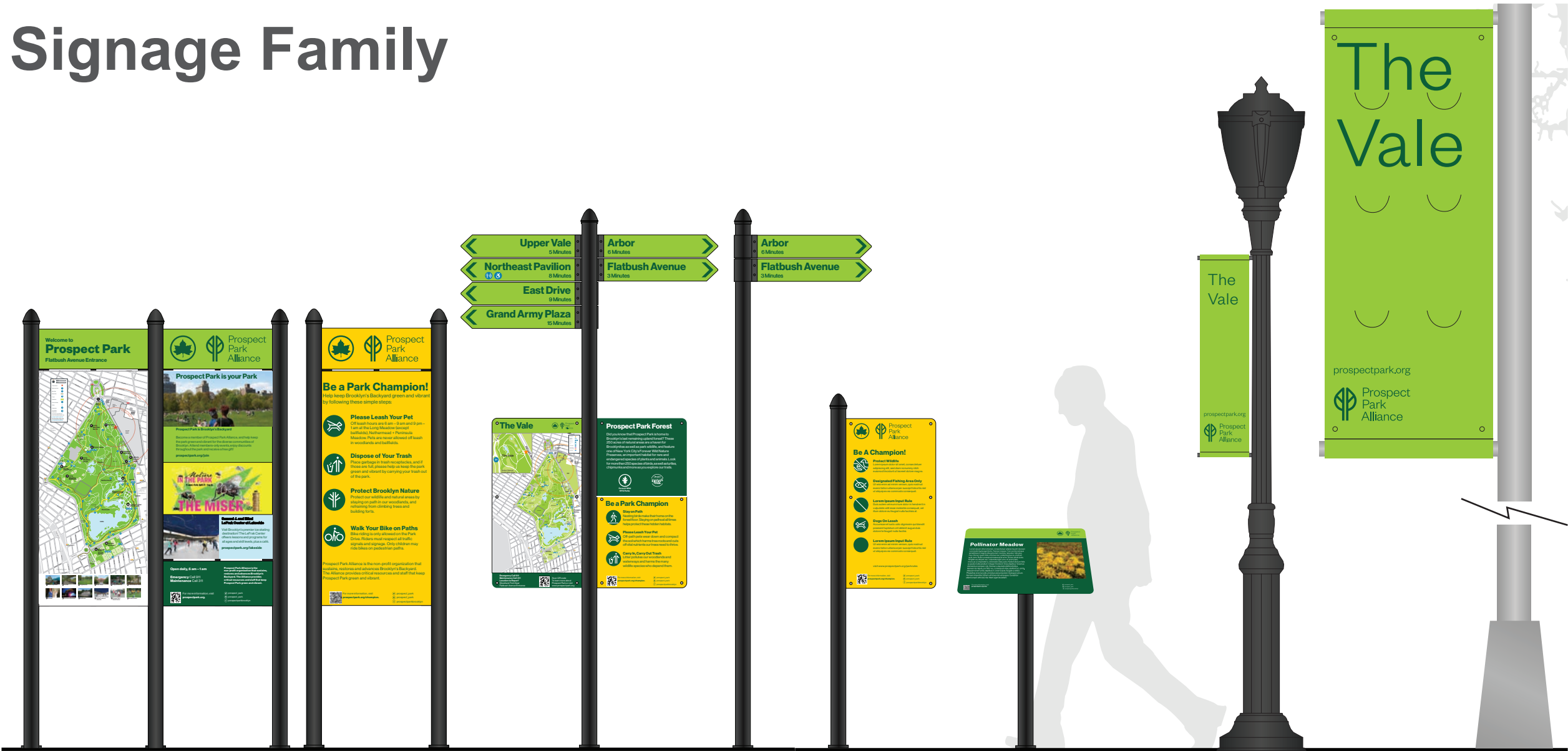
F2a



F2b



Park Signage Family



Park Entrance Identification

Primary Stewardship

Full Local Area Identification

Directional Arrows

Secondary Stewardship

Interpretive

Secondary Placemaking

Primary Placemaking

A

B

C1

C2

C3

E1

F2

F1



NYC Parks



Prospect Park
Wayfinding in the Vale | System

Sign Locations in the Vale

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