



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

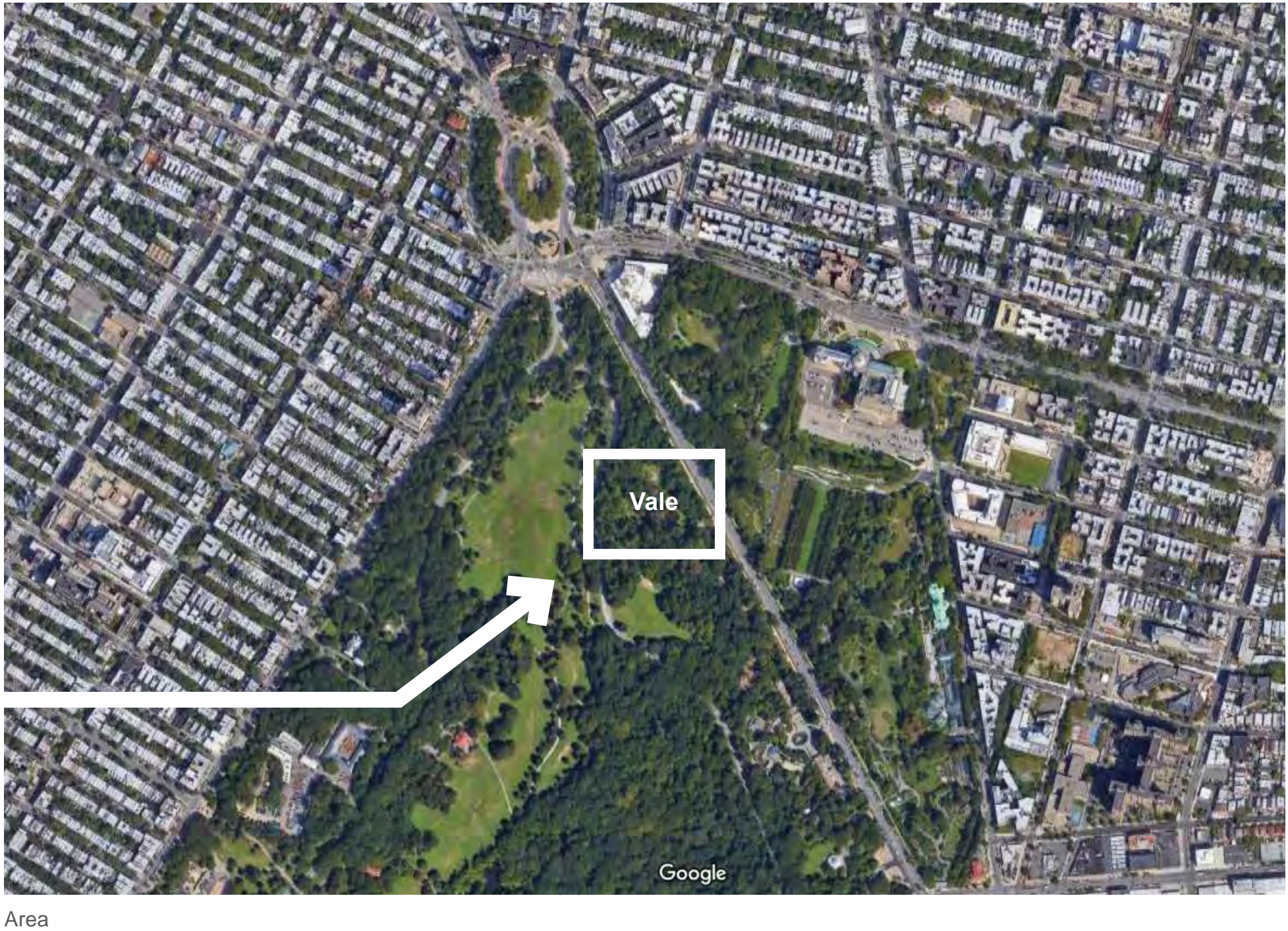
May 6, 2025

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:**

- Pond, Pavement, Masonry Restoration



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**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



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**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.



Directional, at intersections.



Stewardship, various locations.



Maps & Promotional, at all entrances.



# 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



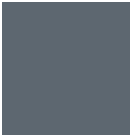
GREEN  
Pantone 375



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



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**Prospect Park**  
Wayfinding in the Vale | Brand Guidelines



# Park Signage Family



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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

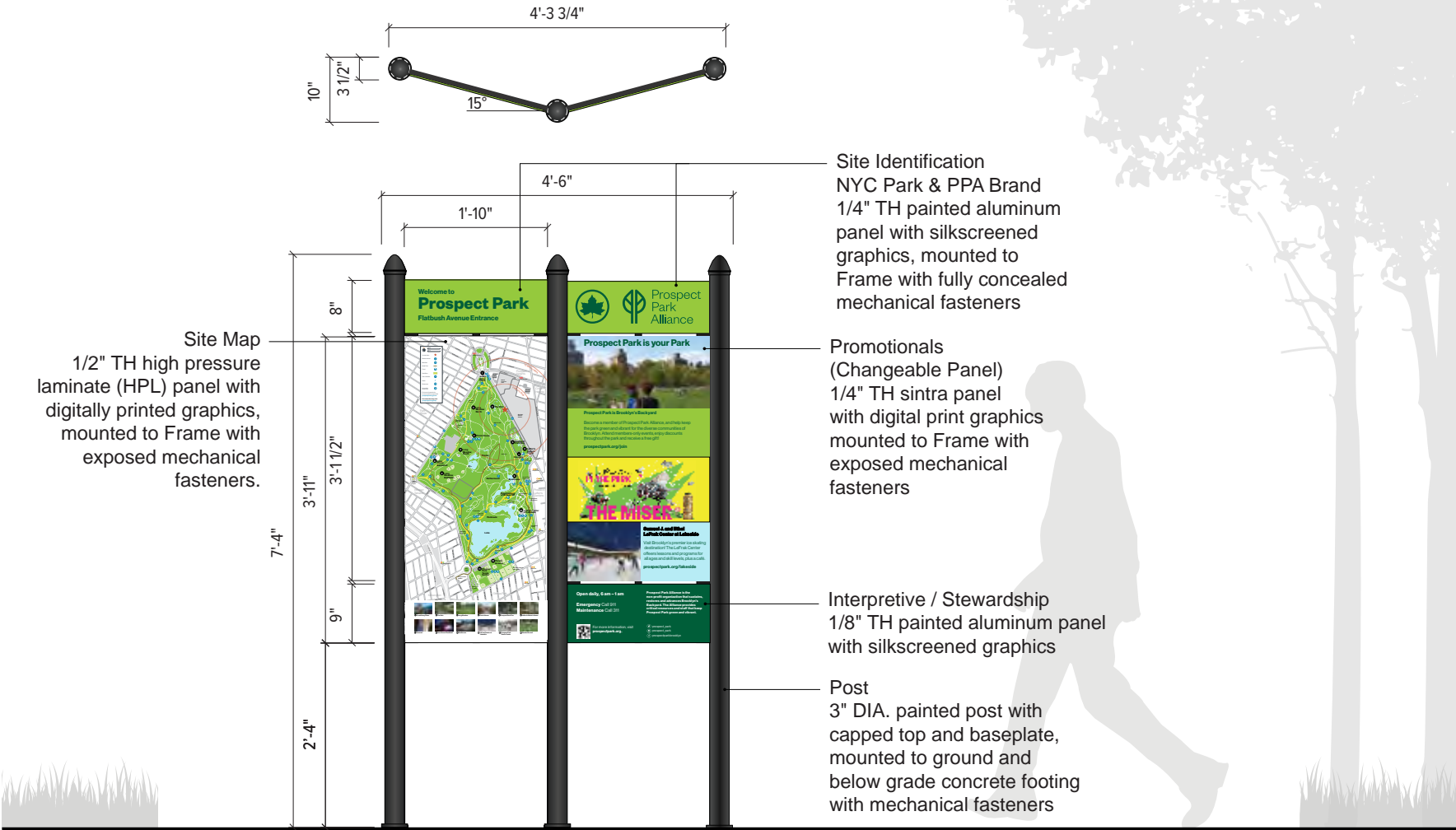




A

# Park Entrance Identification

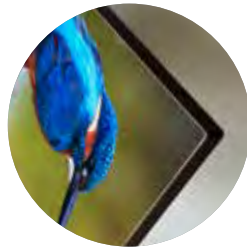
Combining the design vocabulary of the Alliance’s brand standards while acknowledging existing historical site elements found in the park, this freestanding sign serves as an information hub, consolidating a multitude of wayfinding information upon arrival.



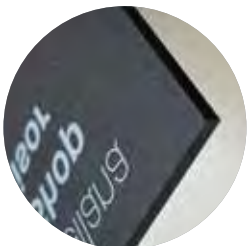
**Permanent**  
Painted graphics on aluminum



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



**Temporary**  
Digital printed graphics on sintra



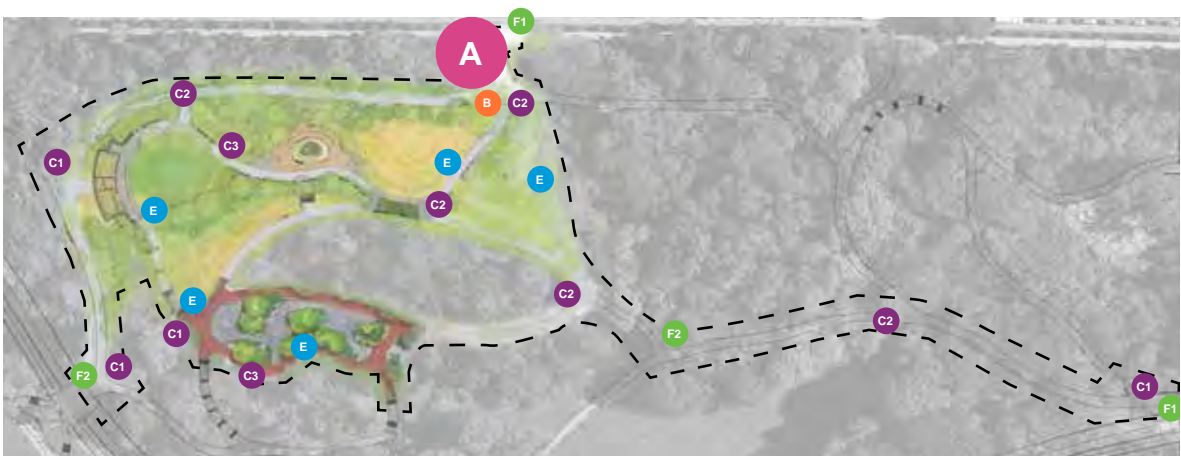
**Prospect Park**  
Wayfinding in the Vale | Park Entrance Sign





# 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.



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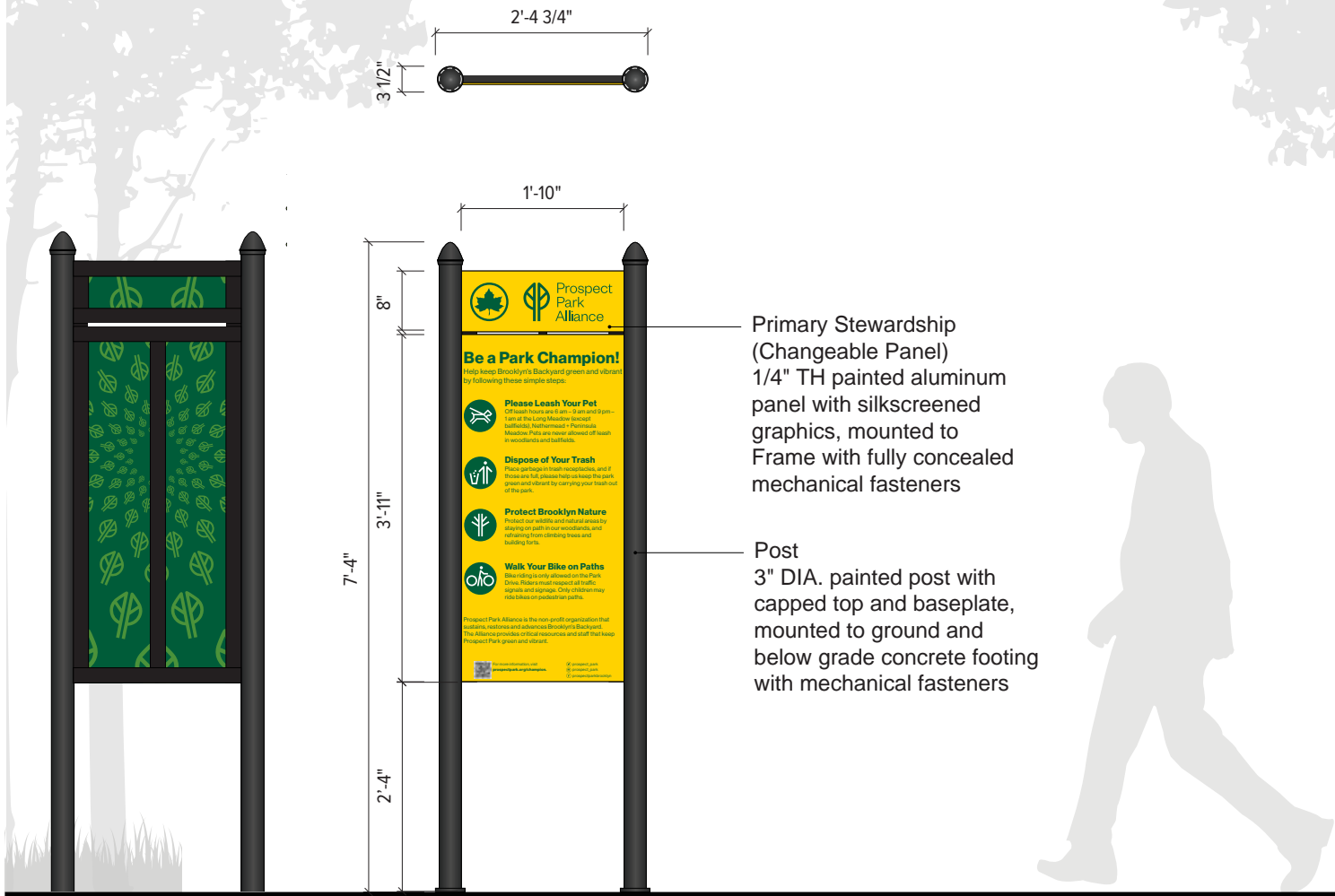


**Prospect Park**  
**Wayfinding in the Vale | Park Entrance Sign Rendering**



# 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

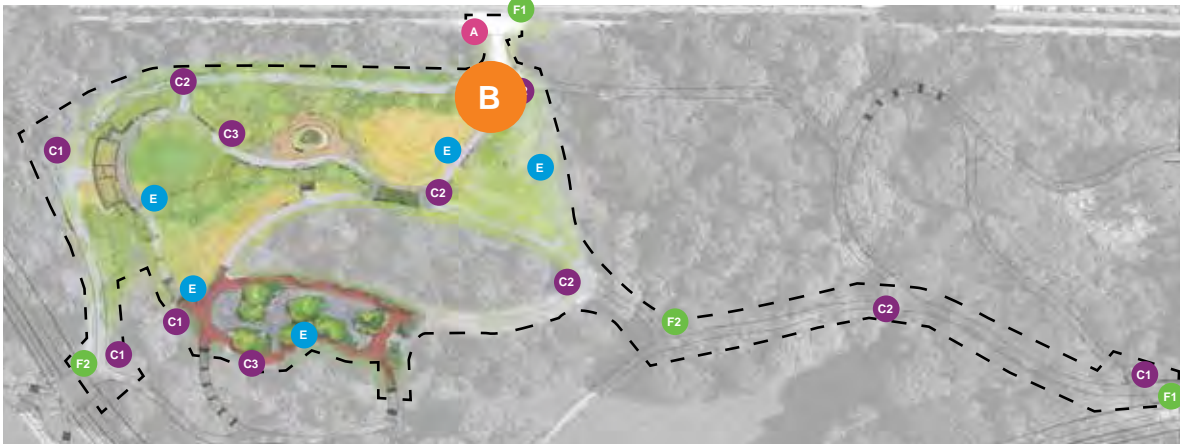


Prospect Park  
Wayfinding in the Vale | Primary Stewardship





# Primary Stewardship



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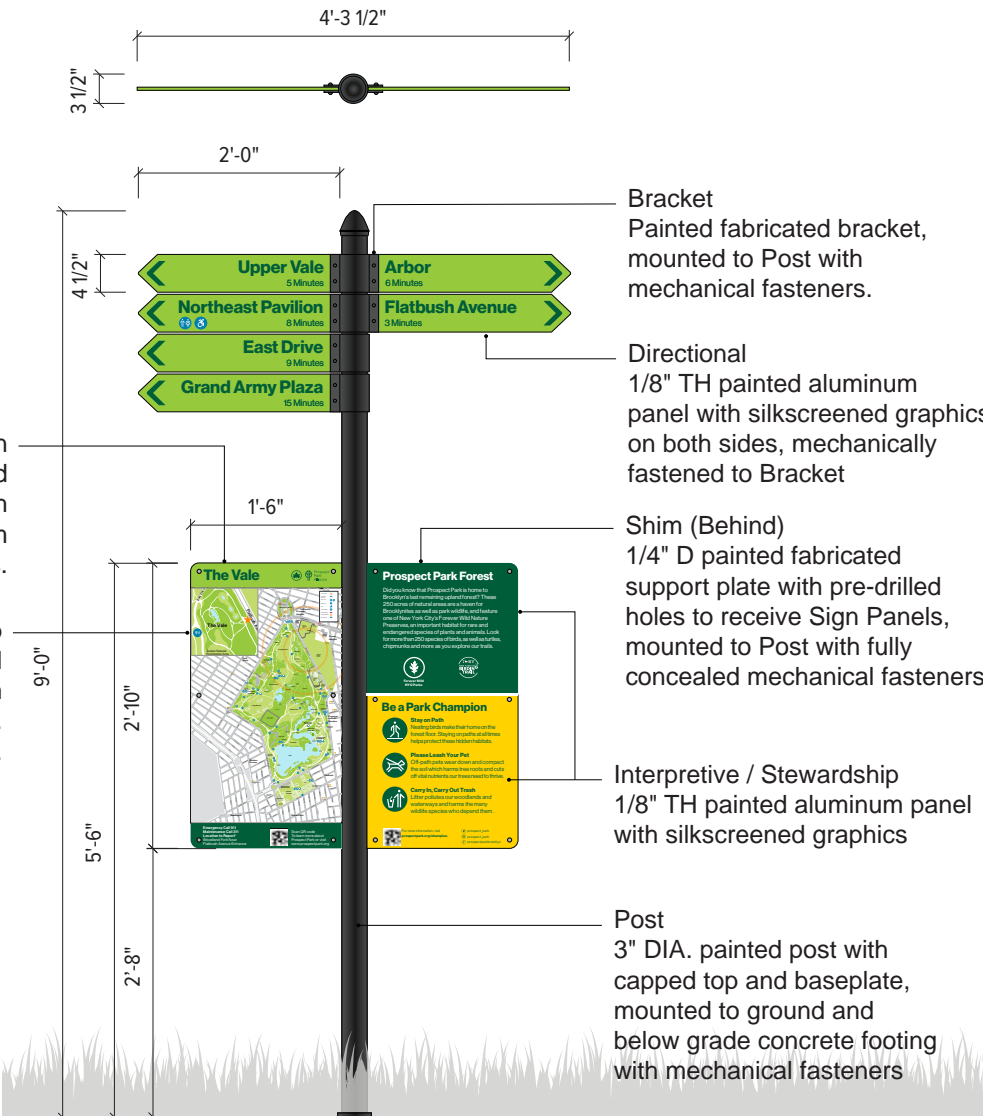
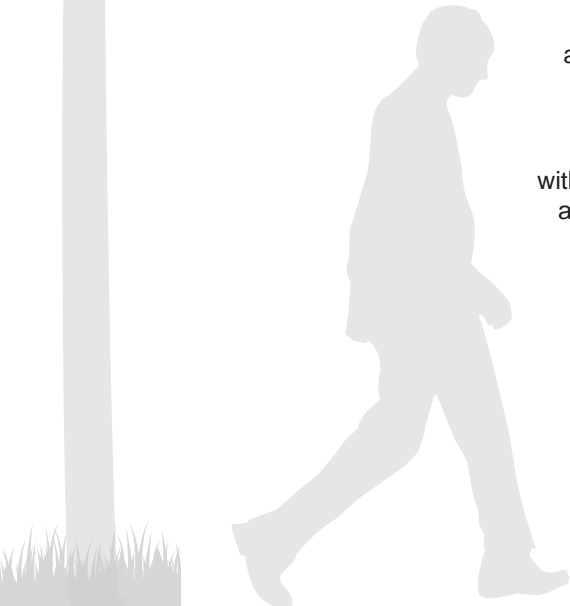


**Prospect Park**  
Wayfinding in the Vale | Primary Stewardship Rendering



# C1 Local Area Identification

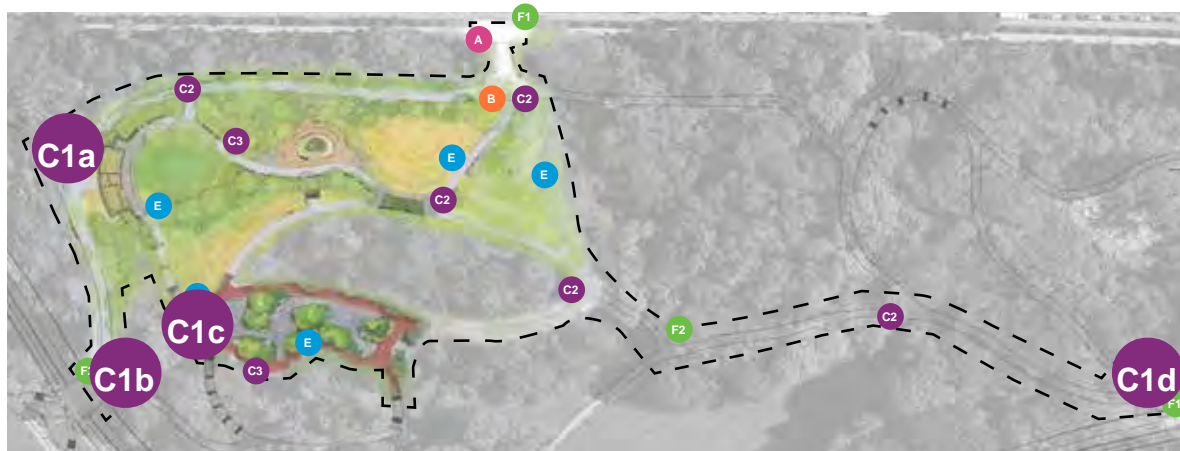
Programmed inside of the park at pedestrian pathway intersections in proximity to secondary destinations, a smaller information hub provides similar wayfinding information. Overhead fingerpost panels are affixed to a fabricated bracket and post. At eye level, park map and stewardship information specific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



## Prospect Park Wayfinding in the Vale | Local Area Sign



# C1 Local Area Identification



C1a



C1b



C1c



C1d

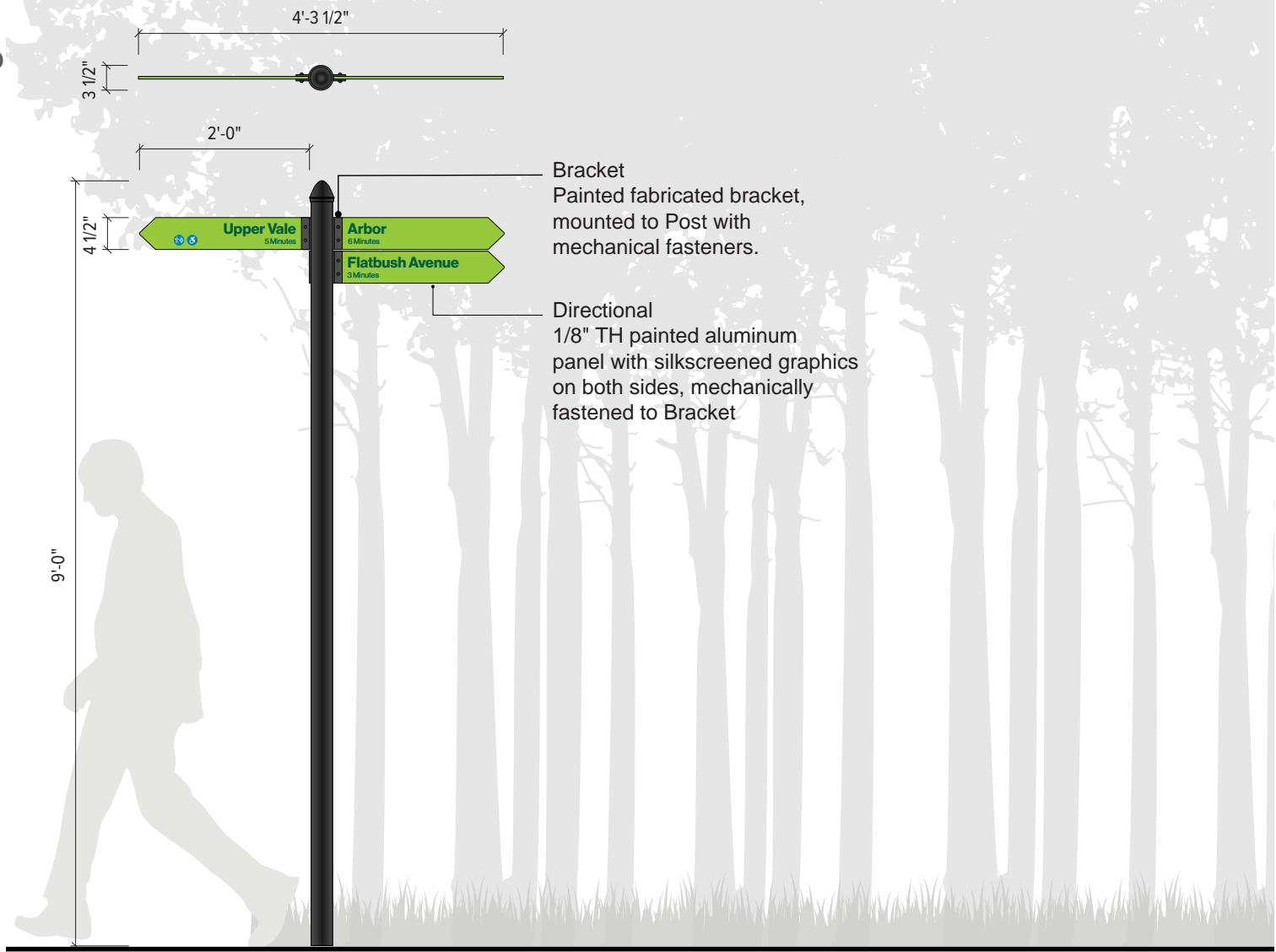




C2

# Directional Arrows Only

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.

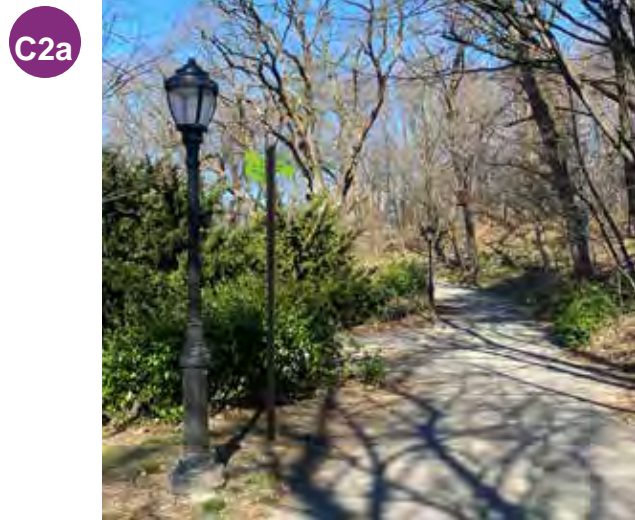
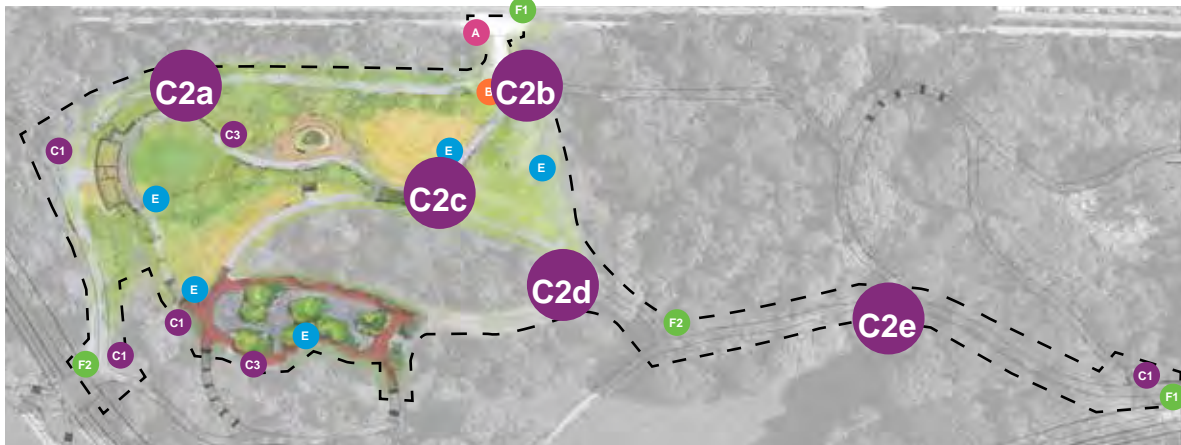


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# C2 Directional Arrows Only



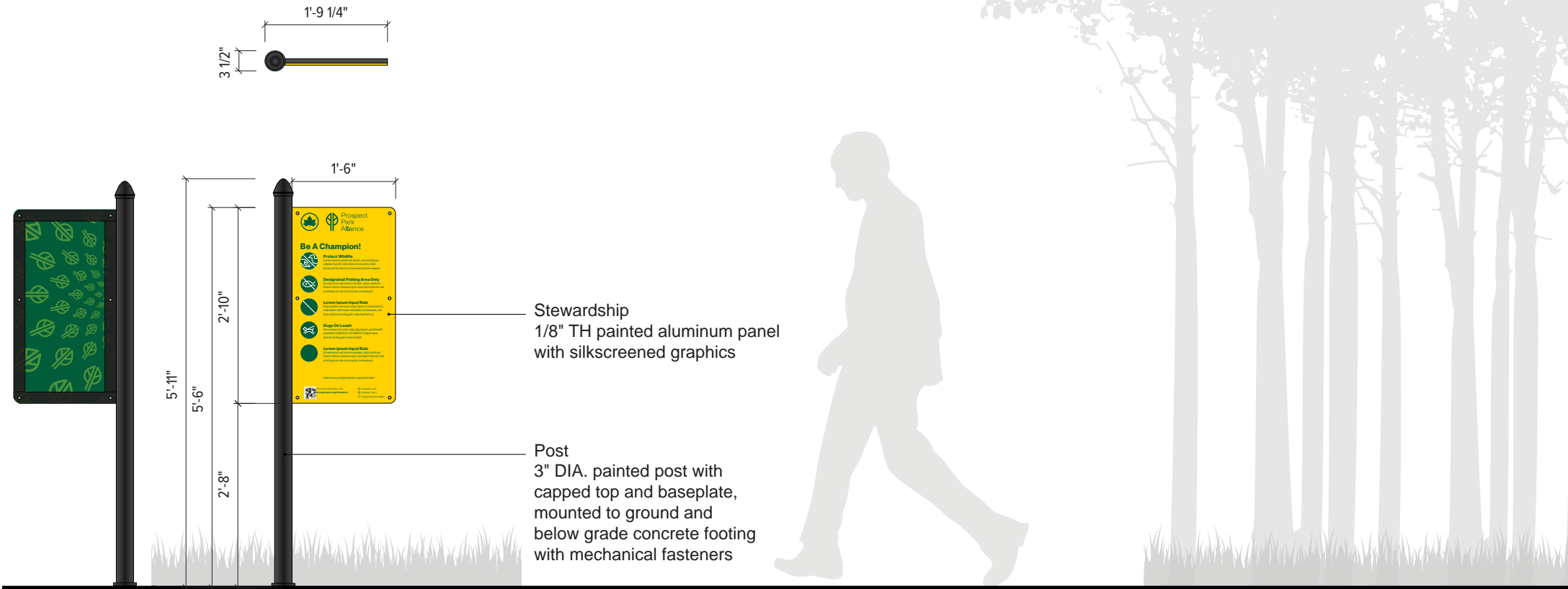
**C2c** **Note:** C2c is on a site that has not been constructed, in the Upper Vale near the Arbor and Meadow.





# C3 Secondary Stewardship

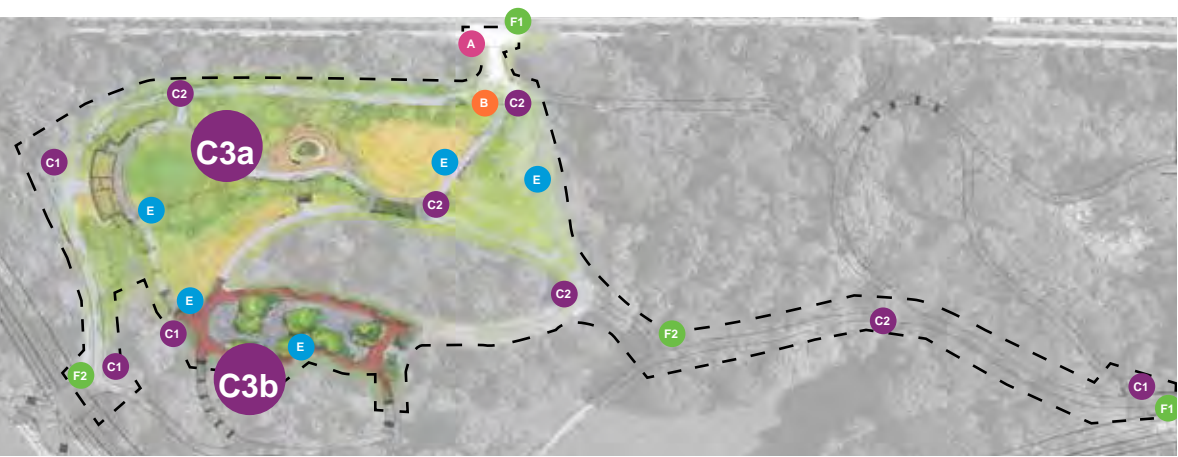
To serve as a friendly reminder, the park signage program also enables opportunities where stewardship only information is presented on a smaller scale.





# 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**

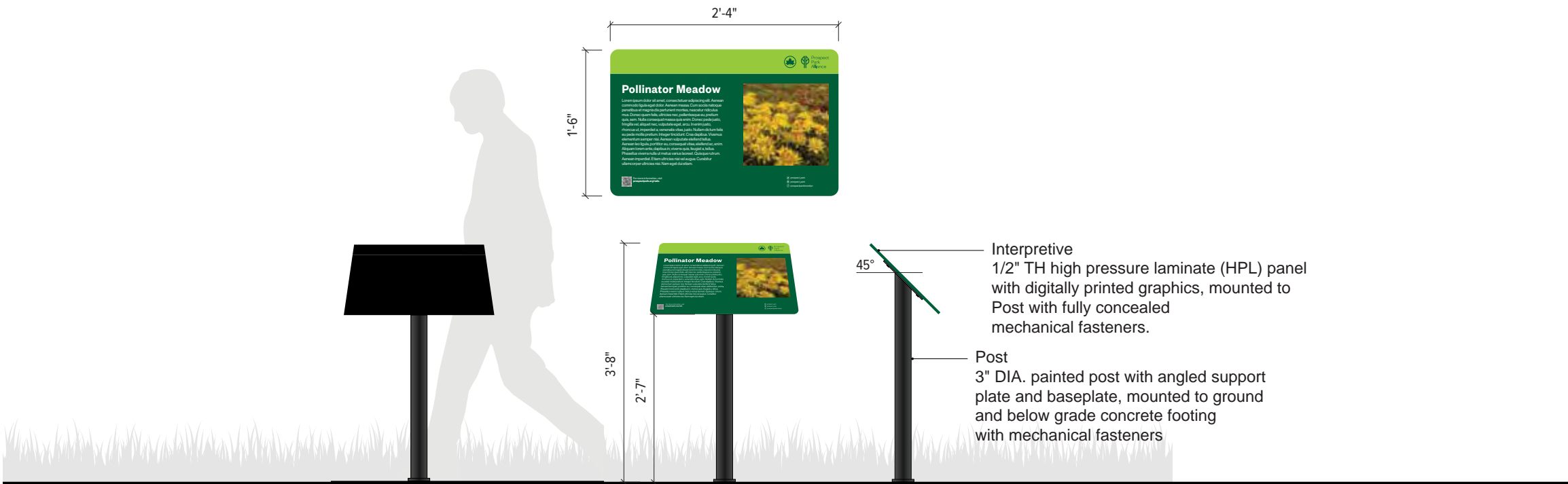




E

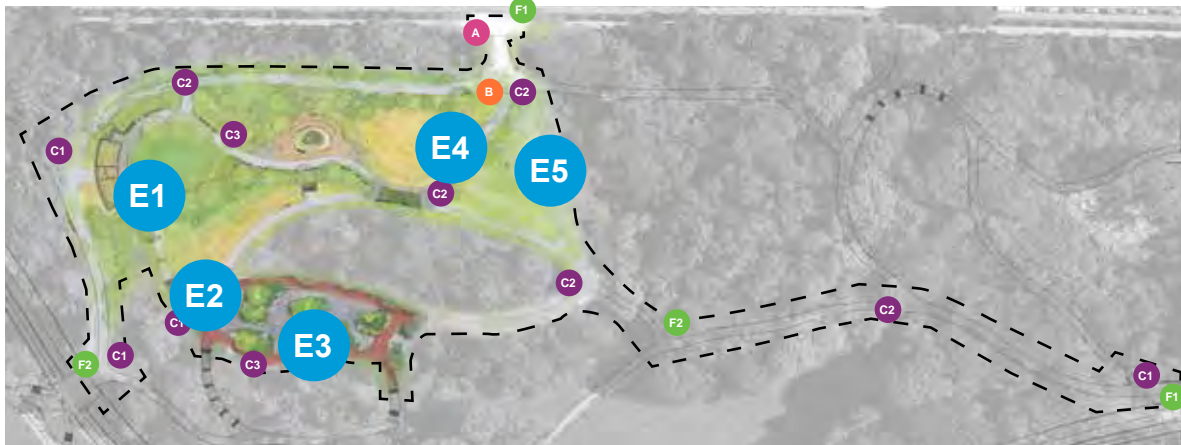
# Interpretive Signage

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**

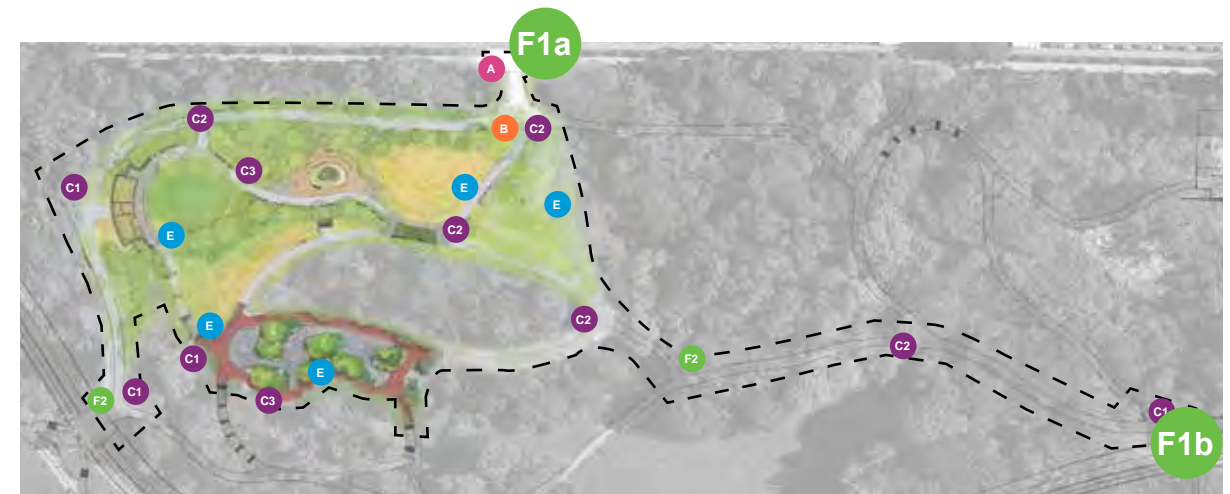
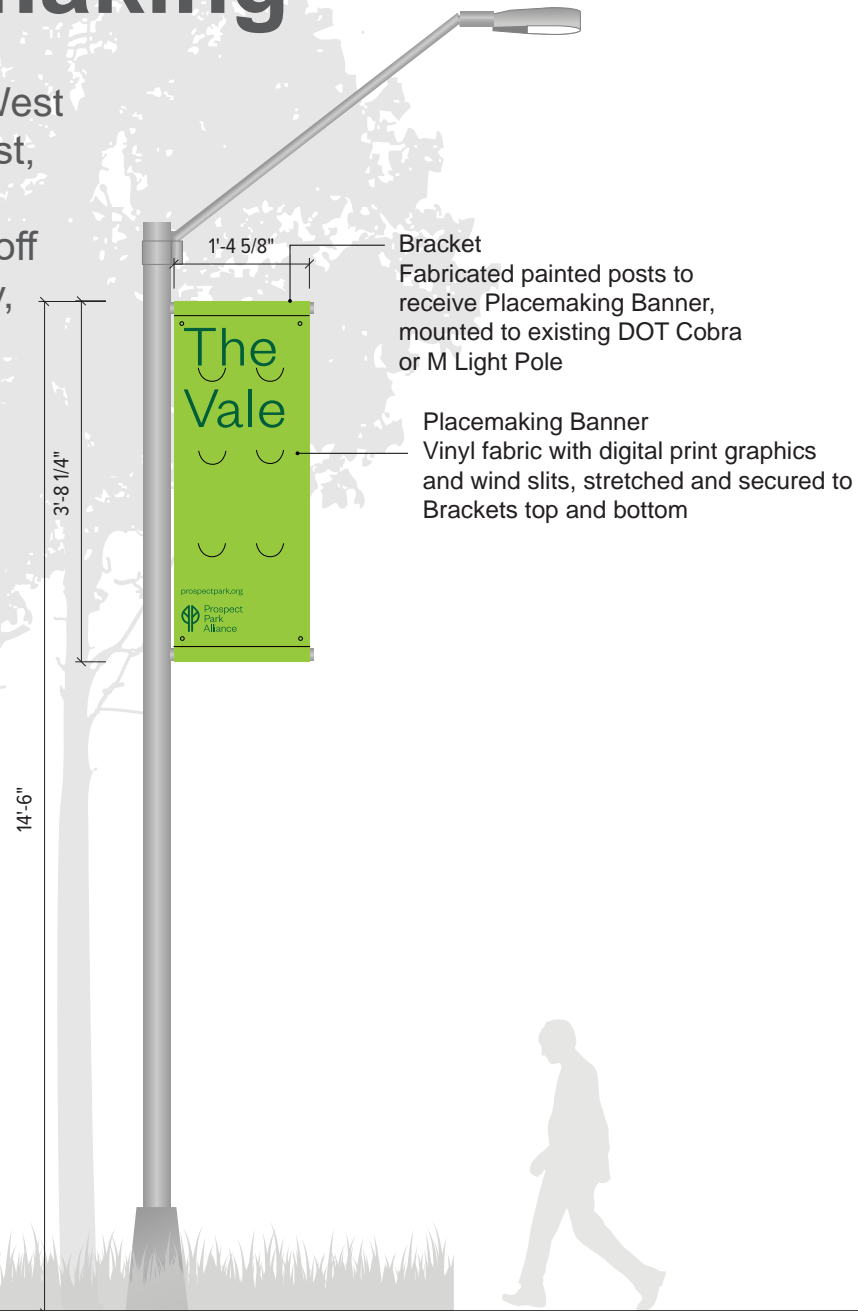




F1

# 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



NYC Parks

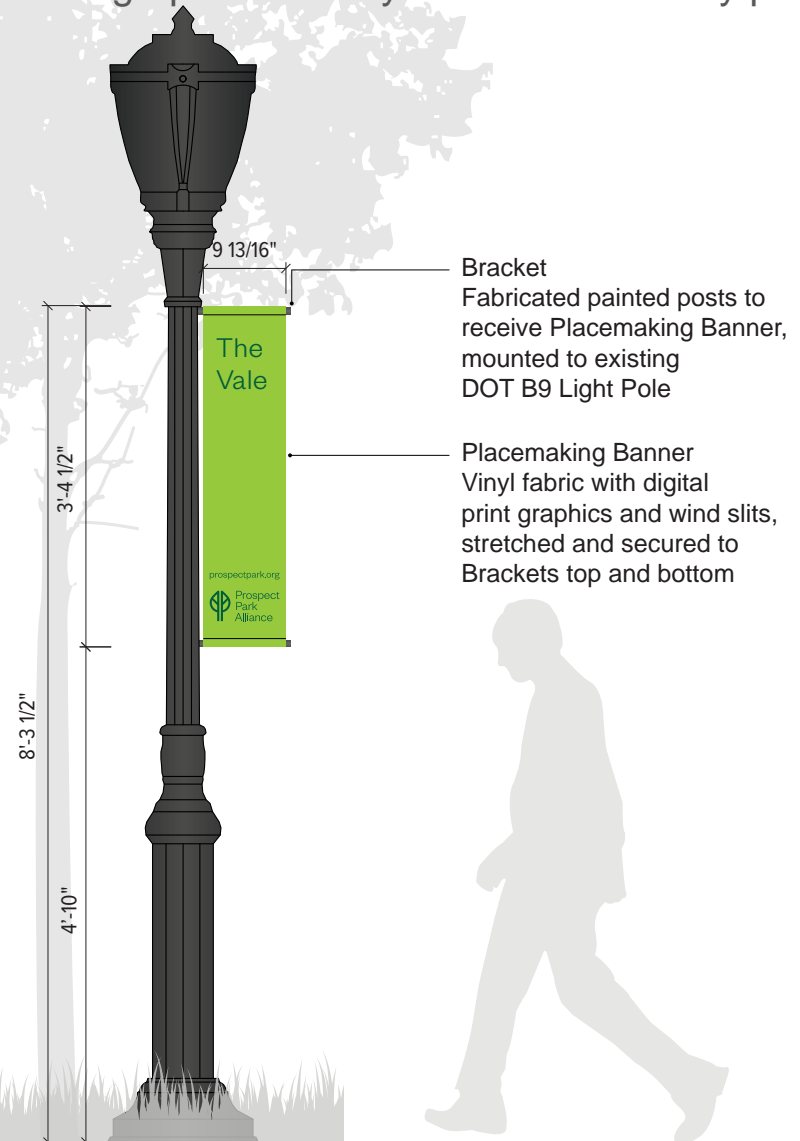


**Prospect Park**  
Wayfinding in the Vale | Primary Placemaking



# 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