

Panama Pacifico Signage and Graphics

December 11, 2015

Prepared for:

London & Regional (Panama), S.A.
International Business Park,
Bldg. 3835, Suite 401
Former Howard Airforce Base
Panama City, Panama



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Introduction

The following report and update to the 2009 Panama Pacifico Signage Matrix is a summary of evaluation and recommendations of existing signs within the project based upon an onsite survey conducted in Sept 2015 and proposals for a new directional system.

The guiding principles applied in this evaluation and the new proposed sign designs is the application of a standard of effectiveness in communicating a hierarchy of importance in way finding information.

The following conclusions regarding the existing signs are based upon this survey:

1. Vertical format of directional signs (higher than wider) creates a limiting condition on the maximum height of copy. i.e., 0.1m (3.5") too small to be legible.
2. Poor color contrast of sign structures with the environment.
3. Use of Directional Sign format for Project Entry Sign resulting in poor differentiation.
4. Inconsistent graphic layout and lack of emphasis of most important information.

It is recommended that all Project Entry Signs (International Business Park) be of a Monument Design Style and not Post and Panel as the Vehicular Directional Signs. Additionally, Project Entry Signs should be located at the primary vehicular entrance or access street closest to the project (Mosaic). It is further recommended that the names of tenants within each project not be included on the primary Project Entry Sign monument, rather on a separate tenant directory sign and at the entrance to the Tenants space where applicable (store front, office entrance, building face, etc.)

In terms of continuity and effectiveness of the overall sign identity and the wayfinnding sign system a recommended design strategy is to include visual elements from the redesigned, post & panel Vehicular Directional signs in the design of the individual Project Entry Monument signs. These elements could include but not limited too; Color, Type Font, Architectural Accent Detail, etc. In this way there would be an effective connection (visual ques) between directing traffic to the various project locations within the development and conveying a clear sense of arrival.

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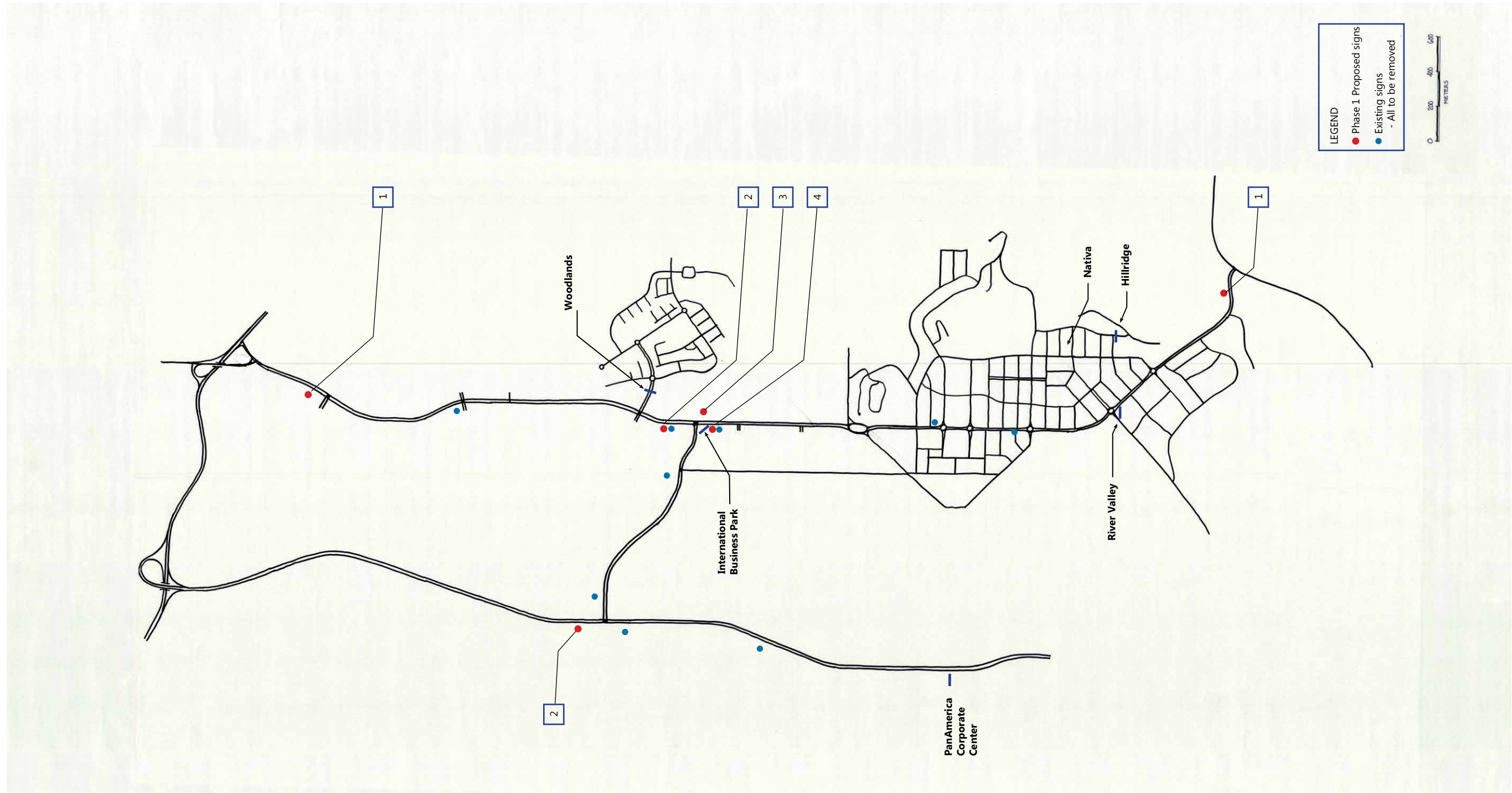
Letter Size .125m
Overall Height of Sign - 3.96m
Sign Face - 1.52m O.H x 1.83m O.W.



Vehicular Directional Secondary - Size Comparison



Vehicular Directional Sign System



SPECIFICATIONS:

Overall Size of Sign - 14.3 m²

Dimension of Sign Panel - 3.35 m O.H. x 4.267 m O.W.

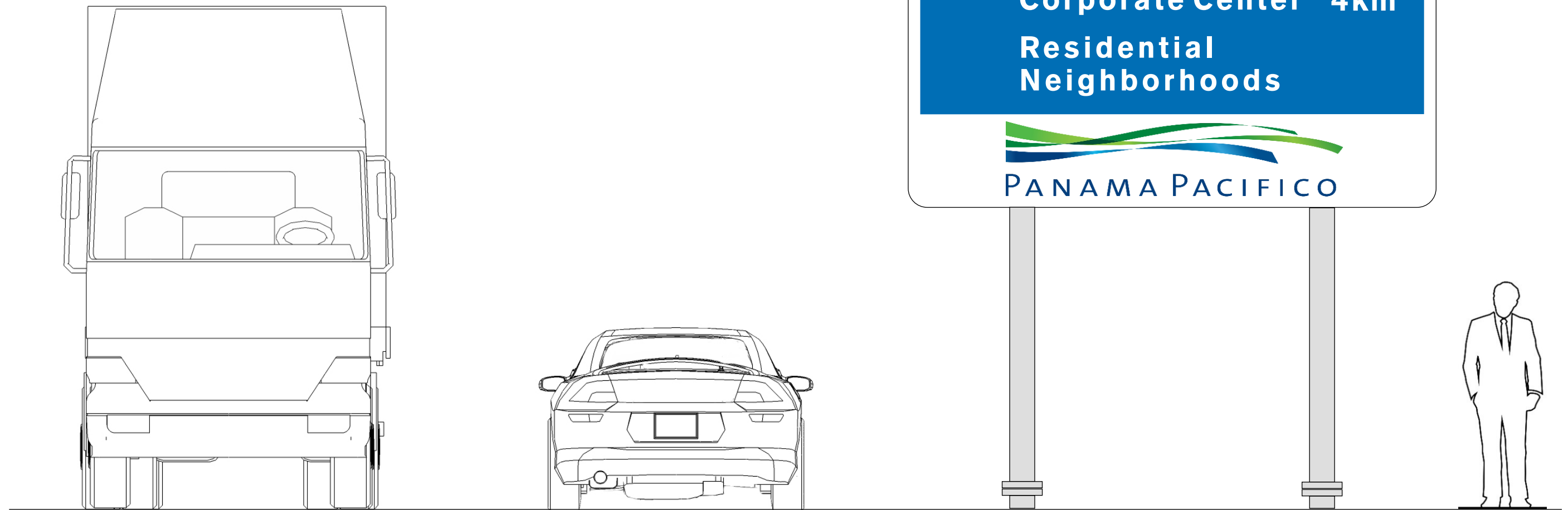
Overall Height of Sign from Grade - 5.8 m

Materials - Sign Panel - .125 Aluminum 6061 - T6 Alloy

Graphics - 3M Diamond Grade Reflective Field Color
3M High Performance Vinyl Copy

Mounting - Steel I-Beams, size to be specified by structural engineer
with break away base plates in accordance with USDOT
standards. Galvanized finish to ASTM Ar3 standards.

Foundations - Type 1 Concrete, to be specified by structural engineer



1

Vehicular Directional Primary - with Logo

SPECIFICATIONS:

Overall Size of Sign - 12.36 m²

Dimension of Sign Panel - 2.89 m O.H. x 4.267 m O.W.

Overall Height of Sign from Grade - 5.33 m

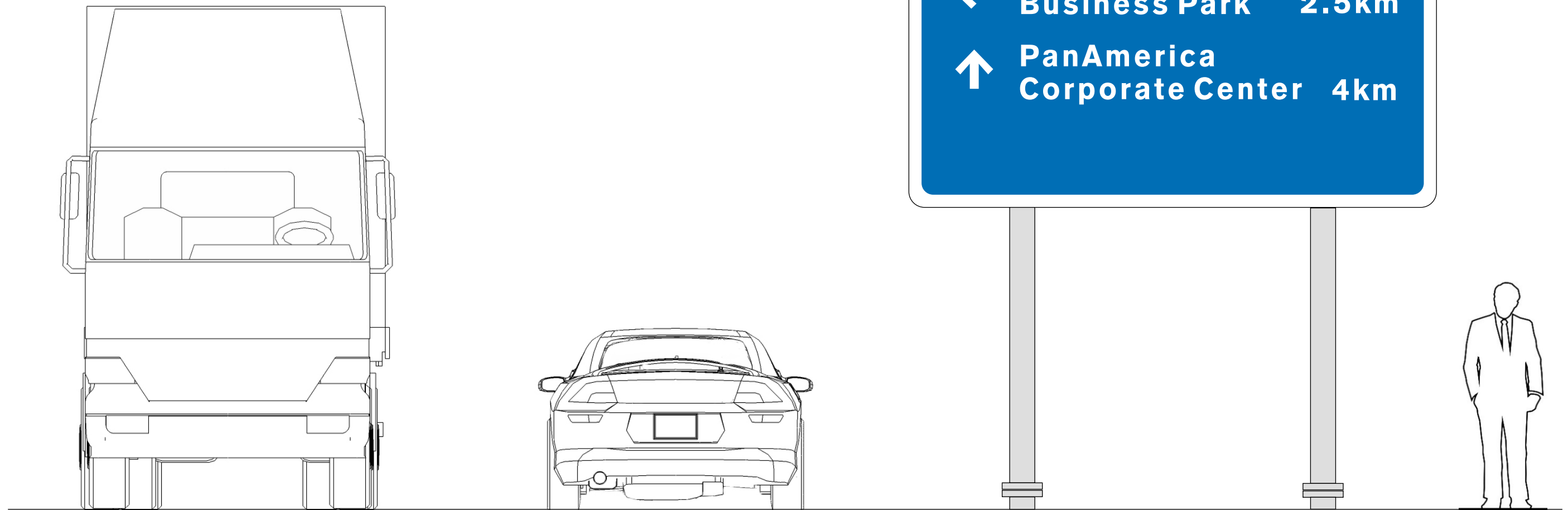
Materials - Sign Panel - .125 Aluminum 6061 - T6 Alloy

Graphics - 3M Diamond Grade Reflective Field Color

3M High Performance Vinyl Copy

Mounting - Steel I-Beams, size to be specified by structural engineer with break away base plates in accordance with USDOT standards. Galvanized finish to ASTM Ar3 standards.

Foundations - Type 1 Concrete, to be specified by structural engineer



2

Vehicular Directional Primary - without Logo

SPECIFICATIONS:

Overall Size of Sign - 2.79 m²

Dimension of Sign Panel - 1.52 m O.H. x 1.83 m O.W.

Overall Height of Sign from Grade - 3.96 m

Materials - Sign Panel - .125 Aluminum 6061 - T6 Alloy

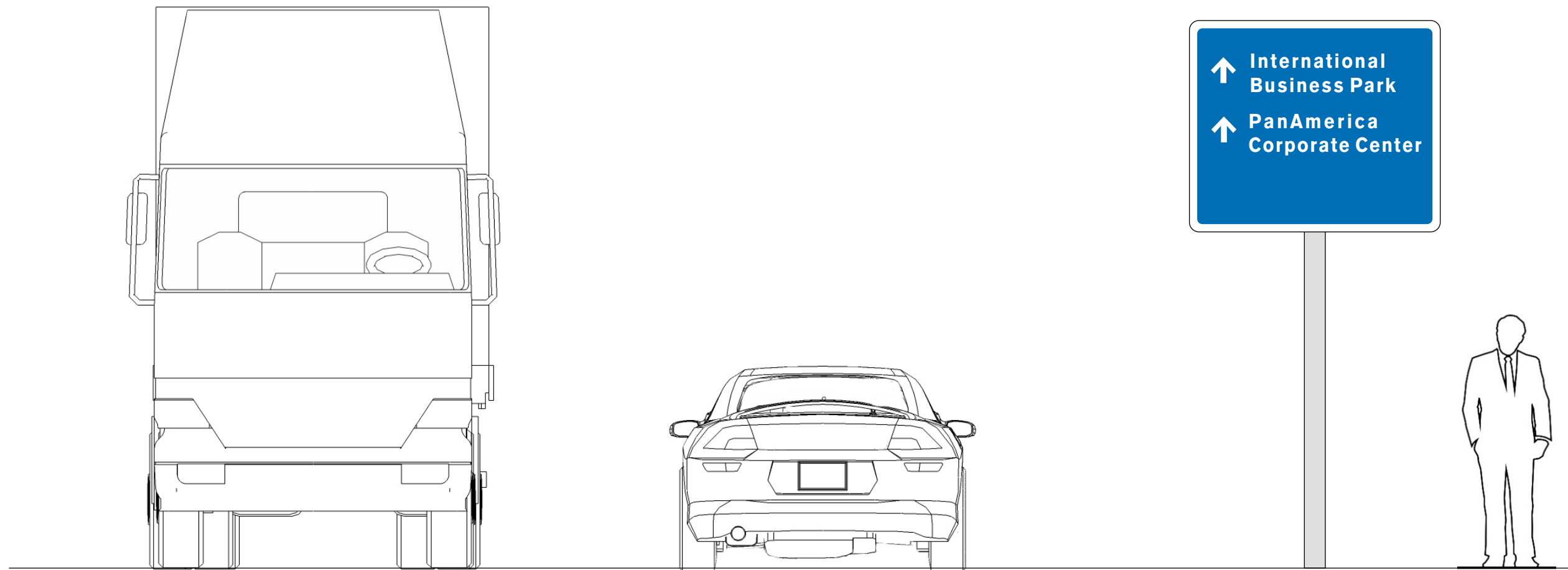
Graphics - 3M Diamond Grade Reflective Field Color

3M High Performance Vinyl Copy

Mounting - 8" Diameter Aluminum 6061 - T6 Alloy Pole with Anodized Finish

Schedule of Wall Thickness to be specified by structural engineer

Foundations - Type 1 Concrete, to be specified by structural engineer



3 Vehicular Directional Secondary

SPECIFICATIONS:

Overall Size of Sign - 1.39 m²

Dimension of Sign Panel - .92 m O.H. x 1.52 m O.W.

Overall Height of Sign from Grade - 3.35 m

Materials - Sign Panel - .125 Aluminum 6061 - T6 Alloy

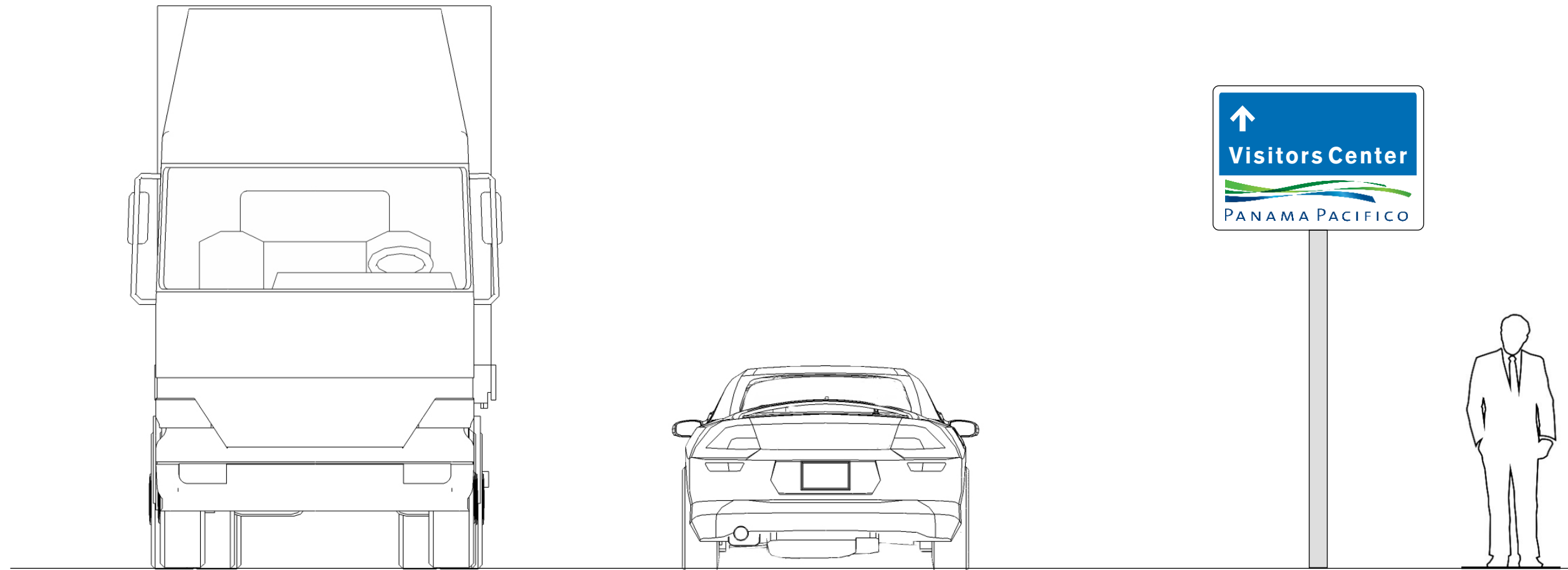
Graphics - 3M Diamond Grade Reflective Field Color

3M High Performance Vinyl Copy

Mounting - 6" Diameter Aluminum 6061 - T6 Alloy Pole with Anodized Finish

Schedule of Wall Thickness to be specified by structural engineer

Foundations - Type 1 Concrete, to be specified by structural engineer



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Visitors Center Directional

Sign Matrix

Sign Category	Sign Type	Sign Evaluation		Sign Responsibility	Sign Specifications					
		Sign Type Implemented	Comments on effectiveness		Color	Font	Kerning	Maximum Sign Face Area	Maximum Letter Height	Maximum Sign Height
Overall Project Signage										
	Primary Gateway	Yes	The current Primary Entrance Sign for the project is an internally illuminated Sign cabinet (lighting needs to be repaired) with a digitally printed sign face. This type of sign is typically used in identifying a retail business and more common to a "billboard" type of sign. Although the graphic layout is esthetically pleasing, the character of this type of sign is not typical to the materials and dementionality of an Entrance Monument Sign similiar developments of the magnitude of Panama Pacifico. This sign establishes the first impression of the project and as such should be designed and fabricated in quality materials that give an impression of value, perminance and establish an impression of longevity. A flexface light box sign does not project these values to a potential buyer or investor.	Developer	Custom	Full Logo	NA	As Built	1.3 m	4m
	Secondary Gateway	No	To Be Designed at south entry and at new second highway interchange	Developer	Custom	Full Logo	NA	TBD	1.0 m	3m
	Vehicular Directional Primary - with Logo	No	Entire new sign system is in Design Phase	Developer	3M Diamond Grade Reflective Highway Blue and 3M Diamond grade Reflective White letters	Gothic 725 Blk BT	35%	15.0 m2	.2 m	6 m
	Vehicular Directional Primary - without Logo	No	Entire new sign system is in Design Phase	Developer	3M Diamond Grade Reflective Highway Blue and 3M Diamond grade Reflective White letters	Gothic 725 Blk BT	35%	12.5 m2	.2 m	5.5 m
	Vehicular Directional Secondary	Yes	Entire new sign system is in Design Phase	Developer	3M Diamond Grade Reflective Highway Blue and 3M Diamond grade Reflective White letters	Gothic 725 Blk BT	35%	2.8 m2	.15 m	4 m
	Visitors Center Directional	No	Entire new sign system is in Design Phase	Developer	3M Diamond Grade Reflective Highway Blue and 3M Diamond grade Reflective White letters	Gothic 725 Blk BT	35%	1.5 m2	.15 m	3.5 m
	Street Signs	No	In design phase	Developer	Standard To Be Designed	Gothic	TBD	TBD	TBD	TBD
	Marketing/Locator/Directory Signs "Coming Soon"	Yes	Riba Smith and Novey have utilized construction fencing for bold messaging. A Standard format Marketing/ Announcement - "Coming Soon" sign needs to be designed for future projects.	Developer	Standard To Be Designed	TBD and full logo	NA	3.0 m2	0.33 m	8.0 m
Residential										
	Woodlands	Yes	Design and scale of existing sign too large. Out of character with other destination entry signs within Panama Pacifico and not appropoiate for other residential projects within the development.	Developer	Custom	Custom	Custom	NA	NA	NA
	River Valley	Yes	Existing sign is ineffective. Choice of stone for sign base is acceptable however sign cabinet is poorly fabricated and as a result difficult to read. Orintation of sign should be perpedicular to vehicular traffic. With regard to lighting, residential identity signs should be allowed exterior and/or interior lighting contrary to the 2009 Signage Guidelines. River Valley is an example where there is limited building setback to allow for effective exterior ground mounted lighting vehicular entry sign without causing a visual hazard to the oncoming traffic. Additional River Valley sign has been mounted on a wall in the middle of the developpment and is also ineffective as a marketing sign as it is not readily visible to traffic.	Developer	Custom	Custom	Custom	2.0 m ²	0.2 m	NA
	River Bend	No	To be designed	Developer	Custom	Custom	Custom	2.0 m ²	0.2 m	NA
	Nativa	No	To be designed	Developer	Custom	Custom	Custom	2.0 m ²	0.2 m	NA
	Soleo	Yes	Sign is confusing, Soleo is identified on retail pedestrian driectory sign - ineffective as destination sign for Soleo	Developer	Custom	Custom	Custom	2.0 m ²	0.2 m	NA
	Mosaic	No	No Mosaic destination sign observed - Only sign at location is for the Burger restaurant on the corner. Separate Mosaic Sign project identity sign needed.	Developer	Custom	Custom	Custom	2.0 m ²	0.2 m	NA
Parks, Open Space, Golf Courses										
	Park, Open Space Identification Signs	No	Monument sign for SportsPark should be developed. Considerartion should be. Consideration given to incorporating an electronic message center or changeable copy sign to announce events.	Developer	Civic sign standard to be developed	Gothic	TBD	3.0 m ²	.225m	1.2 m
	Golf Course Identification	No	To be designed	Developer	Civic sign standard to be developed	Gothic	TBD	2.0 m ²	.225m	1.2 m
	Trail Identification	No	To be designed	Developer	Civic sign standard to be developed	Gothic	TBD	0.50 m ²	0.15 m	2 m
	Interpretive	No	To be designed	Developer	Civic sign standard to be developed	Gothic	TBD	NA	0.15 m	1.5m
Retail										
	Primary Entrance Signs	Yes	Gas station has set a precedent for the town center and appears to be in keeping with the 2009 Signage Guidelines for the Primary Identity signs for the Town Center - this sign category includes the future Power Center	Developer	Custom	Custom	Custom	45 m ²	0.75 m	NA
	Pedestrian Directory	Yes	Pedestrian retail directory signs located on plazas & entry walkways to retail areas - These type of signs should of a standard structural design have a stylized graphic character with store locator map where applicable when sign is at grade level. Retail directory should not include Soleo which should have it's own project identity sign.	Developer	Standard to be designed	Gothic	TBD	1.6 m ²	0.1 m	2.2 m

Sign Category	Sign Type	Sign Evaluation			Sign Specifications					
		Sign Type Implemented	Comments on effectiveness	Sign Responsibility	Color	Font	Kerning	Maximum Sign Face Area	Maximum Letter Height	Maximum Sign Height
Commercial and Flex										
	International Business Park		The International Business Park has multiple signs implemented over various stages of construction - however they lack cohesion or a clear plan for wayfinding within the development. In addition, as more development occurs in the main area and the area adjacent to the current flex buildings, further confusion will occur without overall coordinated sign effort to brand the areas as distinct developments							
	Primary Entrance Signs	Yes	The existing Project Identification Sign at the vehicular entrances are ineffective and should be redesigned as a monument type signs in a horizontal format to optimize copy height verses the verticle orientation of the current signs. Primary emphasis should be on the IBP copy. Identifying the series of address numbers located within each entrance to IBP should be secondary in size and importance. The same sign design should be implemnted at the vehicular entrance to the Flex Space area of the IBP and the two should be deferentiated by "North" and "South"	Developer	Custom	Custom	Custom	45 m ²	0.75 m	NA
	Vehicular Directory	Yes	existing sign needs redesign and additional signs are needed	Developer	Standard to be designed	Gothic	TBD	2.8 m ²	.15 m	4 m
	Pedestrian Directory	Yes	needs relocation and should be redesigned to match overall IBP character identity	Developer	Standard to be designed	Gothic	TBD	1.6 m ²	0.1 m	2.2 m
	Dell		Dell has set the precedent for future commerical developments in the town center with both building branded signs and arrival/vehicular directory signs. Dell's sign is inline with the design intent for Office Building Signage in the 2009 Signage Guidelines	Tenant	Custom	Custom	Custom			
Warehouses and Industrial										
	PanAmerica Corporate Center									
	Primary Entrance Signs	Yes	The current monument sign is in the right location and basically good but should be redesigned by removing tenant names and adding "North" to deferentiate it from the "South" entrance.	Developer	Custom	Custom	Custom	7.0 m ²	0.75 m	NA
	Vehicular Directory	Yes	This sign needs to be redesigned to be more ledgible and allow for the addition of future tenants. Location of sign needs to be studied further with consideration to traffic conditions.	Developer	Standard to be designed	Gothic	TBD	2.8 m ²	.15 m	4 m
Parking										
	Legal Notice		In general LRP needs to adopt an international symbol for public parking to be implemented throughout the site	Developer	Standard to be designed	TBD	TBD	NA	NA	NA
	Building Mounted Parking Entry	Yes	Signs needed to identify Reserved and Public Parking Areas.	Developer	Standard to be designed	TBD	TBD	varies	varies	varies
	Parking Directional	No	A stylized Plaza Pacifico Parking Directional Sign needs to be designed with the internationally recognized "P" symbol. This sign should be consistently used through out the development. It should be designed in both a pole mounted configuration as well as a bracket mounted projecting blade sign for attachment to existing light poles, support columns and as building wall surfaces	Developer	Standard to be designed	Gothic	TBD	.3 m ²	0.5 m	3 m
Addressing										
	Residential - Single Family	No	None Observed	Developer	Standard to be designed for each development	TBD	TBD	TBD	TBD	TBD
	Town Center Multi-family and Non-Residential Buildings	No	None Observed	Developer	Standard to be designed for each development	TBD	TBD	TBD	TBD	TBD
	Other Buildings	Yes	Building numbers are the primary wayfinding and addressing signs for both PCC and IBP. Study needs to be done to determine best height from grade and location on buildings for optimum ledgibility & consistency.	Developer	Standard to be designed for each development	TBD	TBD	TBD	TBD	TBD
Additional Sign Types										
	Fascia / Wall Mounted Signs, Canopy Mounted / Freestanding Letters, Awning Signage, Portal Signage, Corner Projecting Signage, Blade / Projecting, Wall Plaques, Window Signs		The guideline document from 2009 contained standards for each of these sign types that are related to retail and commercial developments. Many of these sign types have been successfully implemented across the development. As the project progresses each new development area should develop unique sign guideline regulations that are specific to the character of the development. Blanket guidelines for the whole development are not an effective managment tool and cannot respond to the unique character of each development area.	Tenant - approved by developer						

