



Master Plan Site & Way-Finding Signage Guideline

June 2025

The original Gulfstream Park signage master plan package was approved when the Village project was developed in 2009. It is now time for a refresh and update.

A new signage guideline has been developed with the goal of establishing a simplified, cohesive and systematic identification and way-finding approach for the property. It establishes a framework of sign typology, materials, colors, typeface and general dimensions to work within for each sign type.

The new format has been created to ensure a smooth visitor experience, allowing people to more easily navigate the property and find their destination.

SIGNAGE GUIDELINE – GENERAL NOTES

Signage Guideline:

The guidelines presented in this document will encourage continuity in signage scale, form and materials throughout the property.

This package aims to discourage signs which contribute to the visual clutter of the streetscape. Instead, these guidelines propose a balance of personality and conformity, ensuring signs fit seamlessly into their context while maintaining distinction through contrast of form and color. The variety of signs which follow this criteria will create a unified atmosphere and enhance the character of Gulfstream as a whole.

Principal signage will be limited to the name and logo of the development and direction to key components within. The amended identity and signage program is intended to enhance and accent the architectural elements of the built form with simple black & white signs and rectilinear formats providing clear, unified and refined messaging across the property. A hierarchy in signage typology has been developed to appropriately address the needs of both pedestrians and motorists alike as they approach, and navigate through the property.

Entry signs with LED video boards will display and advertise tenants and events housed and/or held on premises. All other tenant signage in the Village will be associated with the PLAC Design Guidelines which will be updated to align with this amended signage package.

Signage Types:

The following sign types are, included and/or exempt from the guideline.

Included:

- Identification Signage (Monument and Entry)
- Directional signage (freestanding and/or wall mounted)
- Informational signage
- Placemaking signage

Exempt:

- Tenant and/or Village signage (see PLAC Design Guidelines)
- Interior signage
- Municipal standard traffic, roadway and parking related signage

Fabrication:

Acceptable fabrication materials include (but not limited to):

- Aluminum
- Sheet Metal
- Acrylic
- Sign Foam

Typeface:

Unless necessary for special circumstance or brand identity, all primary signage is encouraged to use “Suisse Int’l” and/or “Suisse Works” fonts in upper case.

Letter sizing will be dependent on sign type and location.

A

SUISSE INT'L REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

A

SUISSE WORKS REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

SIGNAGE GUIDELINE - COLORS & FINISHES

Primary signage across Gulfstream is intended to be black and white.

Parking lot identification signage and banners may employ color for lot identification and placemaking purposes. These colors may change from time to time for various reasons. The typical palette that works within the current brand identity can be found below.

Wall graphics and banners may be used in the Village, however those will be separately outlined in an update to the PLAC Design Guidelines.

Below are sample colors which may be used for site and way finding signage. Final colors and finishes are intended to follow this outline however product specifications will be provided by the signage (or appropriate) vendor upon permit application.

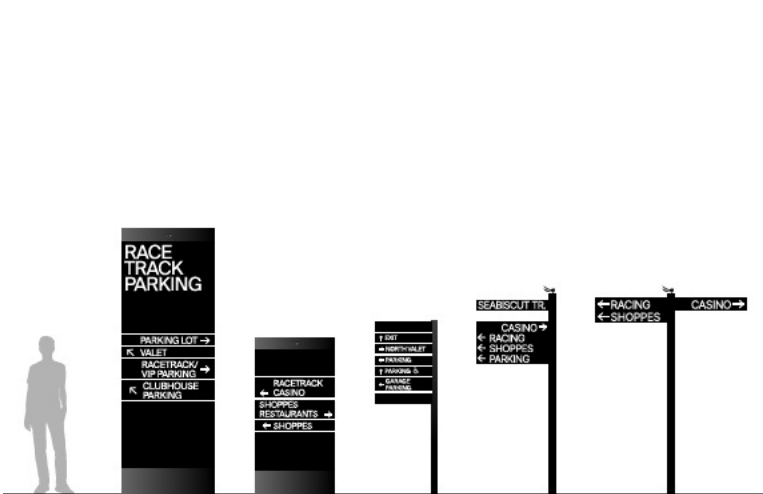
C1	C2	C3	C4	C5	C6	C7
						
BLACK HEX - 000000 CMYK - 0/0/0/100 RGB - 0/0/0 PMS - BLACK	WHITE HEX - FFFFFFFF CMYK - 0/0/0/0 RGB - 255/255/255 PMS - WHITE	GRAY HEX - c0c0c0 CMYK - 25/20/20/0 RGB - 192/192/192 PMS - P 428 C	GOLD HEX - b49663 CMYK - 30/38/69/3 RGB - 179/149/99 PMS - P 7562 C	BLUE HEX - 0072CE CMYK - 90/47/0/0 RGB - 42/113/185 PMS - P 300 C	NAVY HEX - 000f3c CMYK - 100/93/38/54 RGB - 0/15/60 PMS - P 282 C	PINK HEX - EE3C96 PINK CMYK - 0/93/0/0 RGB - 238/60/150 PINK PMS - P 212 C

Identification Signage



Identification Signage need to be seen from a distance, be iconic and immediately recognizable. Should inform all of the entry and what the place has to offer.

Directional Signage



Directional Signage need to be visible from a distance with simple directions and text. These are intended to help visitors easily find their destination or a specific area for parking or Ride share.

Informational Signage



Informational Signage provides detailed overview of locations and features for pedestrians.

Placemaking Signage



Placemaking Signage provides messaging at a human scale along the path of travel through the property.

TYPE 1 - IDENTIFICATION SIGNS

Sign Type		H	W	D	Description
Identification Signage	1.1	17'-7"	75'-2"	7'-0"	Main Monument Sign
	1.2	21'-1"	29'-0"	3'-6"	Secondary Monument Sign
	1.3	17'-7"	29'-0"	7'-0"	Tertiary Monument Sign
	1.4	8'-8"	29'-0"	7'-0"	Minor Monument Sign
	1.5	1'-0"	16'-0"	0'-6"	Pedestrian Bridge Sign
	1.6	20'-0"	17'-5"	3'-0"	Landmark Sign
	1.7	27'-1"	29'-0"	3'-6"	Secondary Monument Sign

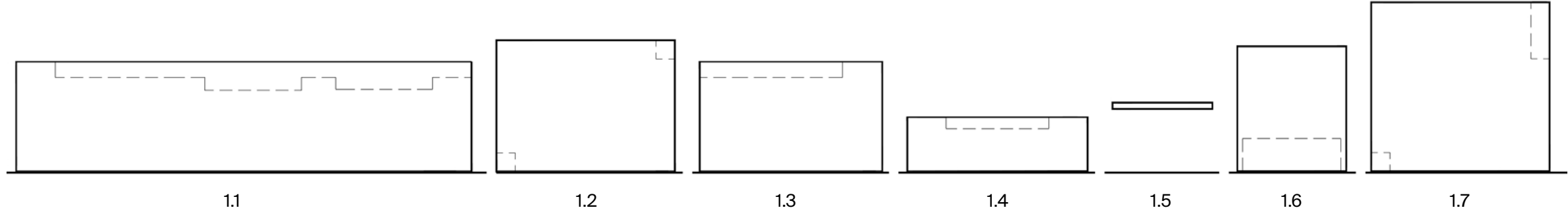
Font Type:	Color Specification:
F-1 Suisse Int'l Regular	C-1 Satin Black w/ Brushed Finish
F-2 Suisse works Regular	C-2 Satin White

The Identification Sign category includes landmark and monument signs which signify entry and arrival to Gulfstream. The scale of these signs will vary depending on prominence of the entry point.

Entry signage at certain locations may incorporate LED video boards to advertise and announce components and/or events found on property.

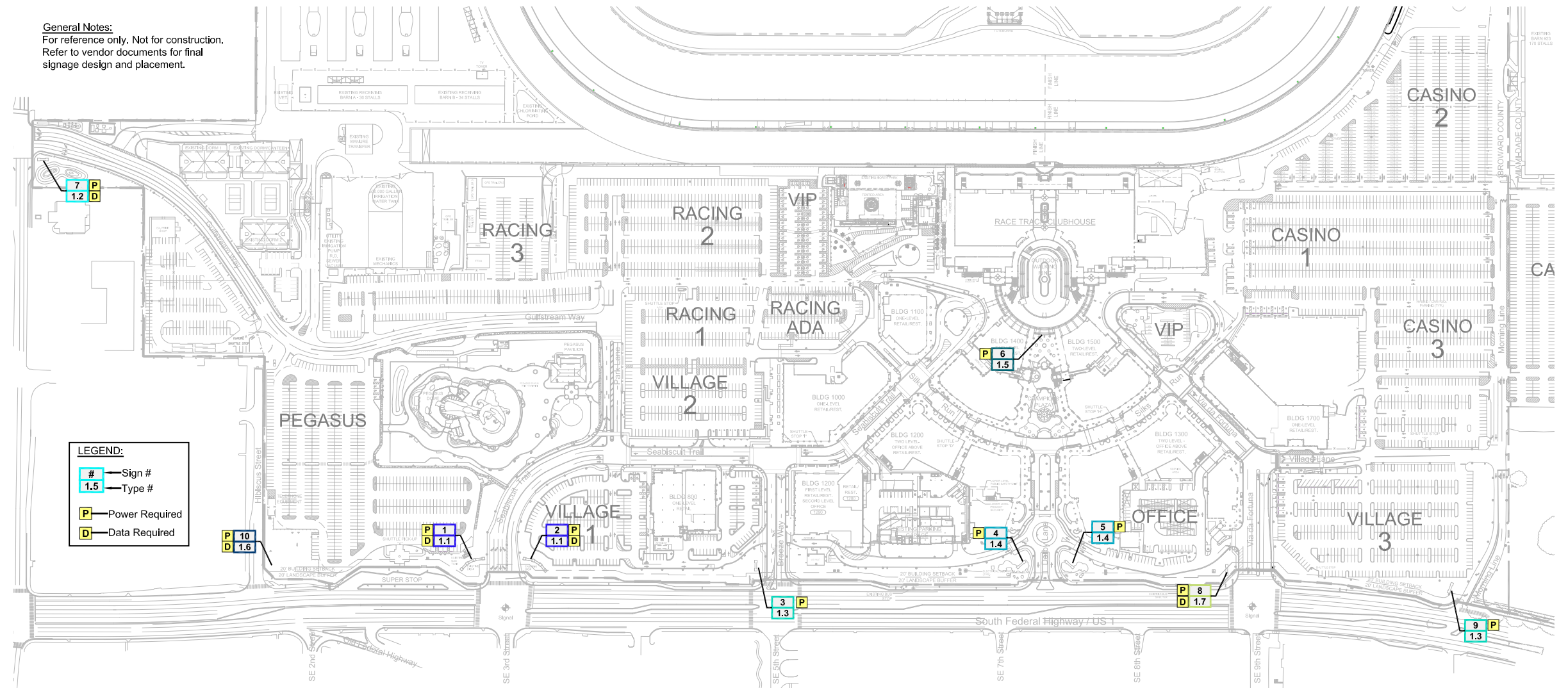
Provided in the table are the proposed general dimension for the identification signage found and/or proposed at Gulfstream. Locations for each can be found in the Identification Signs Site Plan.

Concept diagrams are provided to illustrate the intended relationship between size and shape.



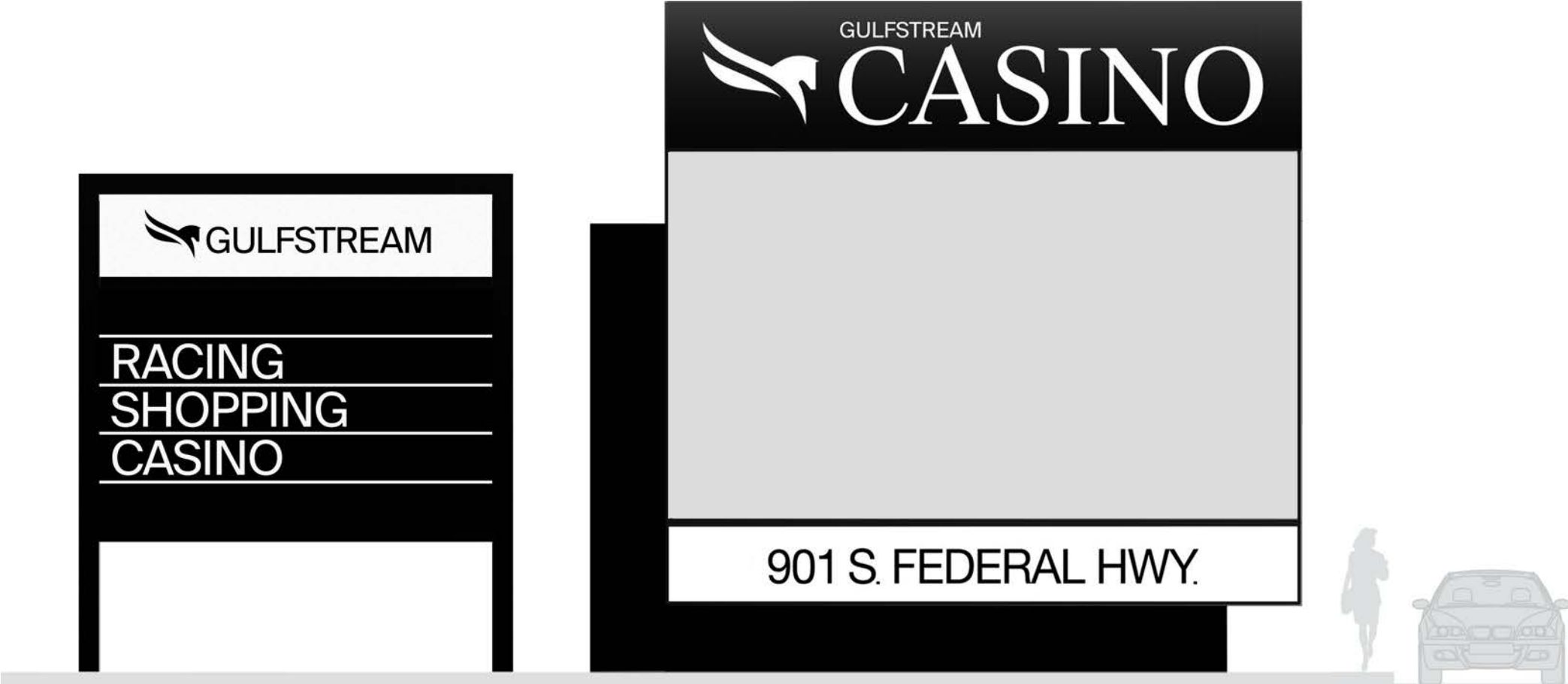
TYPE 1 - IDENTIFICATION SIGNS SITE PLAN

General Notes:
For reference only. Not for construction.
Refer to vendor documents for final
signage design and placement.



LEGEND:

- # — Sign #
- 1.5 — Type #
- P — Power Required
- D — Data Required



1.6

1.7

Concept diagrams to illustrate general intent of Identification Signage.

TYPE 2 - DIRECTIONAL SIGNS

Sign Type		H	W	D	Description
Directional Signage	2.1	0'-6"	3'-0"	1/2"	Street Name Sign
	2.2	5'-0"	3'-0"	0'-1"	Vehicular Directional Sign
	2.3	10'-0"	3'-8"	1'-6"	Vehicular Directional Sign
	2.4	5'-0"	3'-0"	1'-3"	Pedestrian Directional Sign
	2.5	6'-0"	3'-0"	1'-3"	Parking Directional Sign

Font Type:	Color Specification:
F-1 Suisse Int'l Regular	C-1 Satin Black w/ Brushed Finish
F-2 Suisse works Regular	C-2 Satin White
	C-3 Satin White Reflective

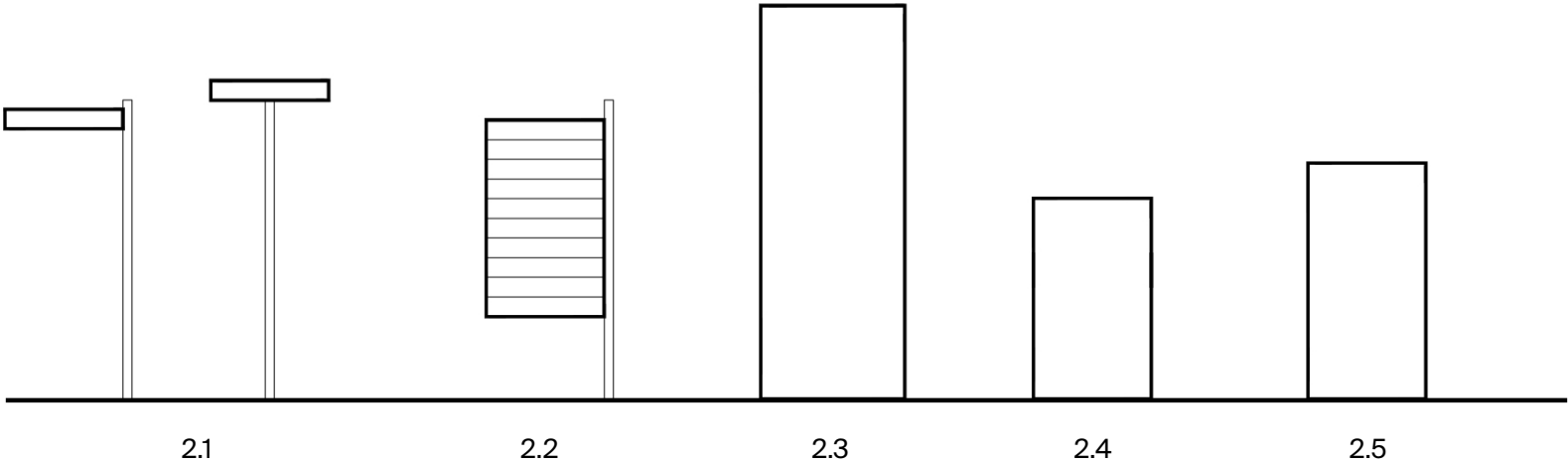
The Directional Sign category includes street signs, way-finding monuments, and directional arrow signs along the roadways at Gulfstream. The scale of these signs will vary depending on the prominence of intersection and volume of traffic served.

Directional signage is intended to be clear and concise to assist drivers in finding their way to the appropriate parking, valet or pickup/drop off area for each venue or use.

Provided in the table are general dimensions for the signage proposed at Gulfstream. Locations for each can be found on the Directional Signs Site Plan.

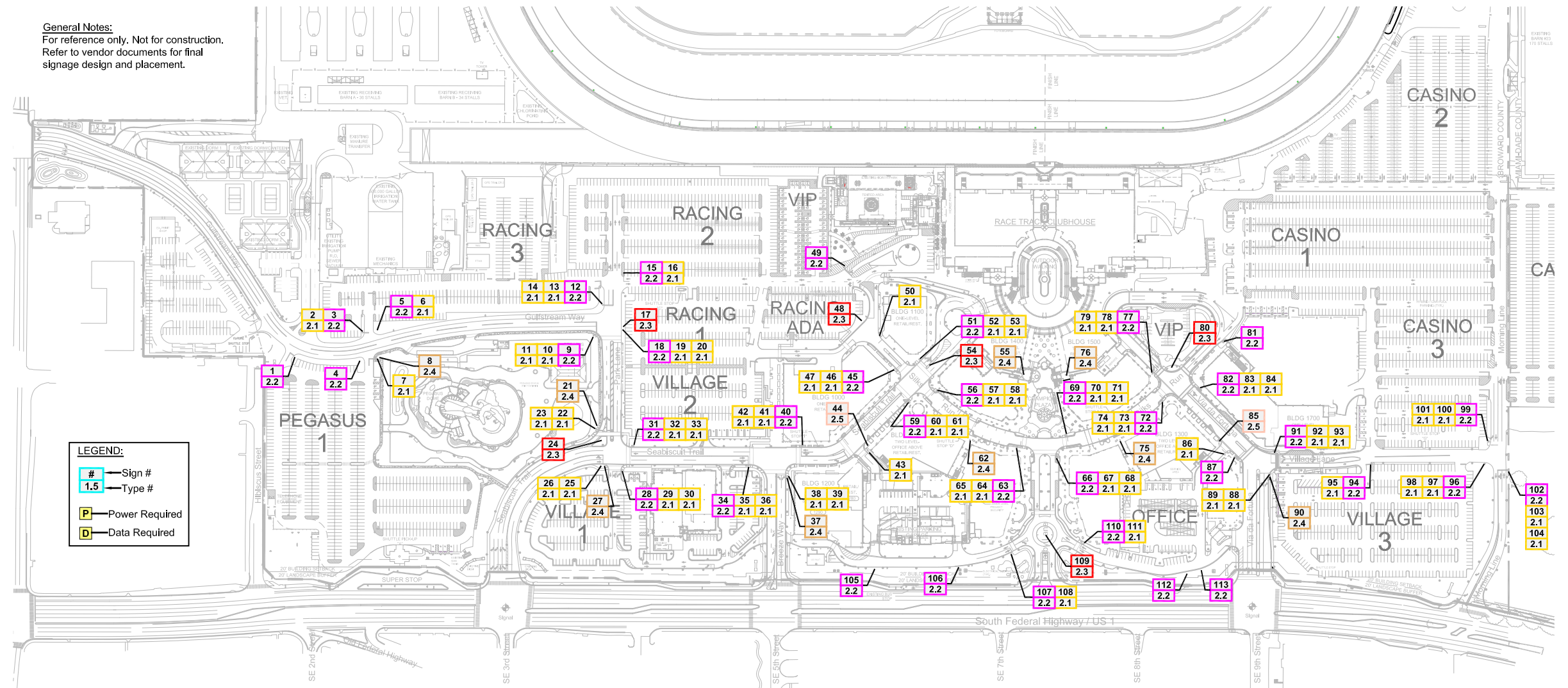
Lettering and arrows on all directional signage shall be reflective in nature to provide improved visibility after dark.

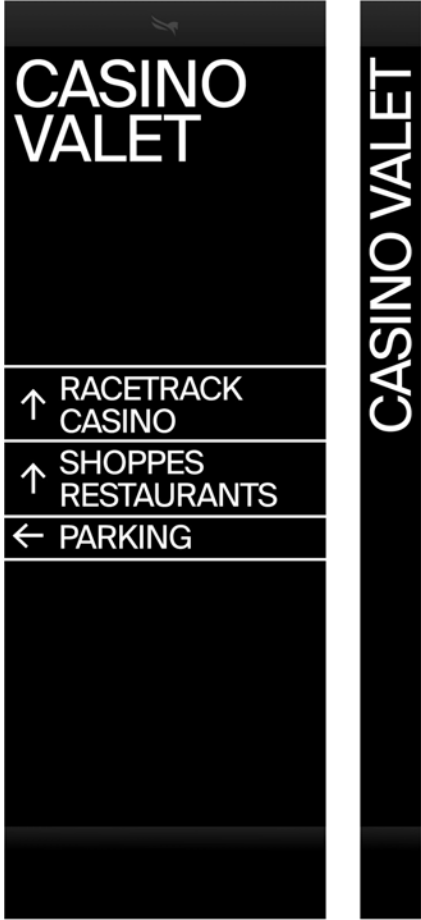
Concept diagrams of each provided to illustrate theme and general intent in proportion to one another.



TYPE 2 - DIRECTIONAL SIGNS SITE PLAN

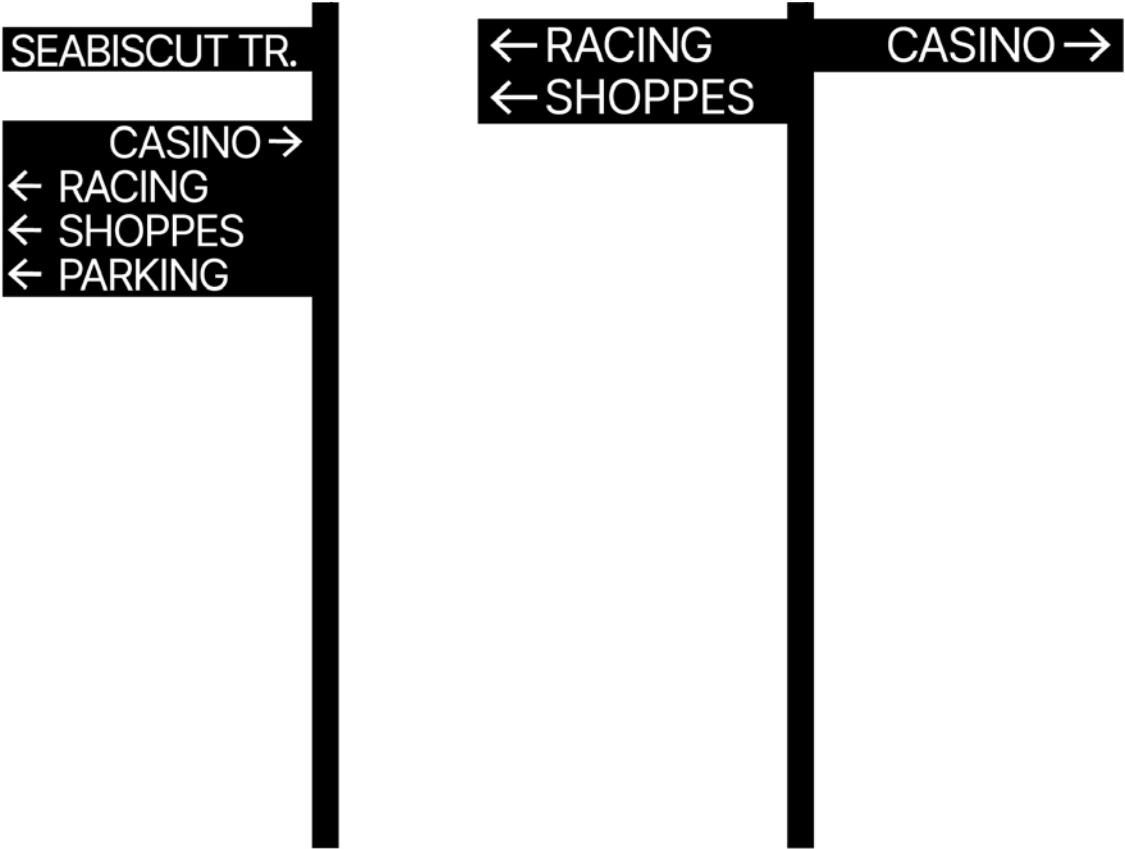
General Notes:
For reference only. Not for construction.
Refer to vendor documents for final
signage design and placement.





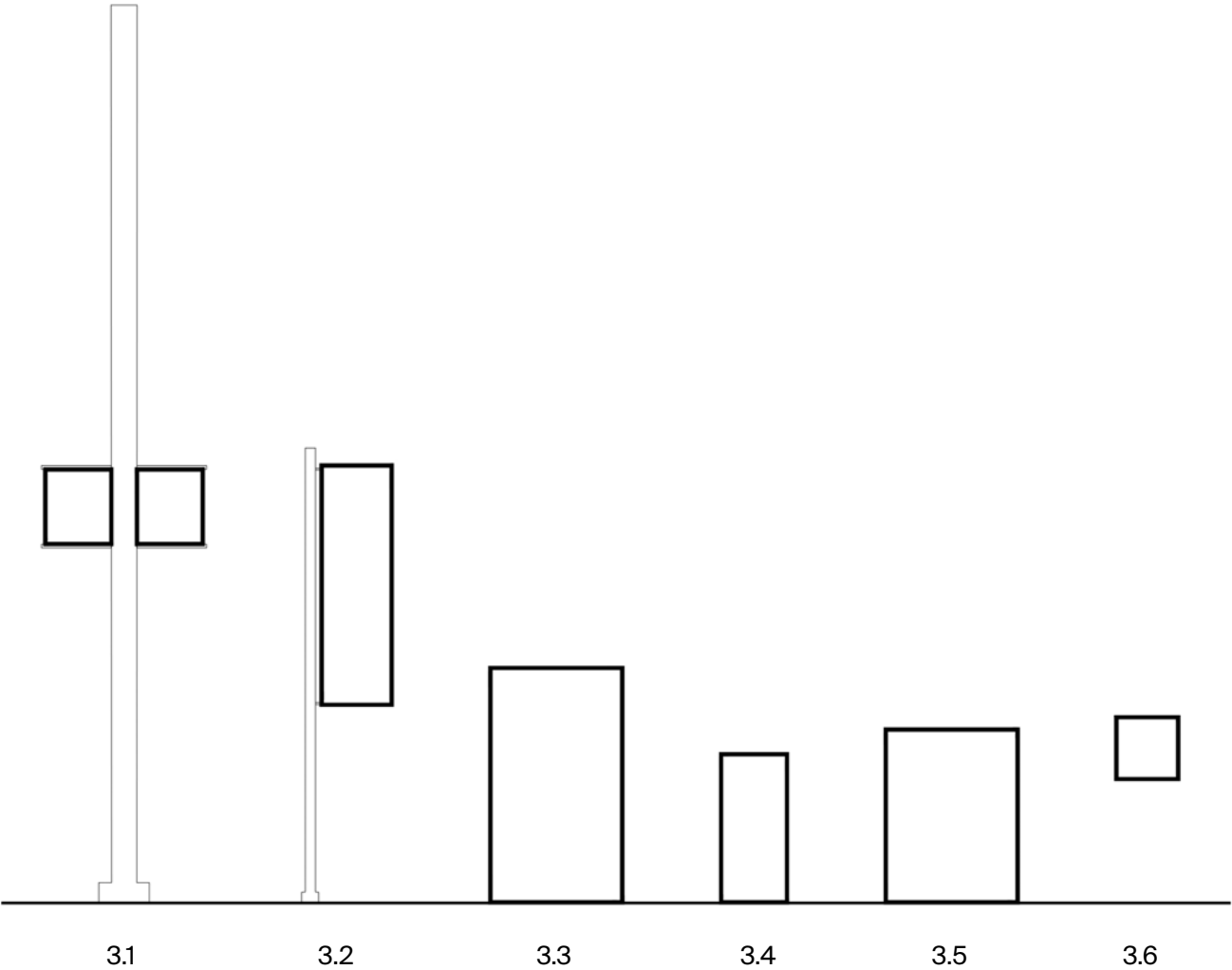
Concept diagrams to illustrate general intent of Directional Signage.

TYPE 2 - DESIGN INTENT (CONCEPTUAL)



Concept diagrams to illustrate general intent of Directional Signage.

TYPE 3 - INFORMATIONAL SIGNS



Sign Type		H	W	D	Description
Informational Signage	3.1	3'-0"	2'-8"	0'-1"	Parking ID Sign
	3.2	9'-8"	2'-10"	1 1/2"	Shuttle ID Sign
	3.3	9'-6"	5'-4"	2'-0"	Directory
	3.4	6'-0"	2'-8"	1'-6"	Valet ID Sign
	3.5	7'-0"	5'-4"	0'-4"	Directory (Wall Mounted)
	3.6	2'-6"	2'-6"	0'-1"	Service Area Sign

Font Type:	Color Specification:
F-1 Suisse Int'l Regular	C-1 Satin Black w/ Brushed Finish
F-2 Suisse works Regular	C-2 Satin White

The Informational Sign category includes parking I.D., directories, and pedestrian oriented monuments with location and directional information.

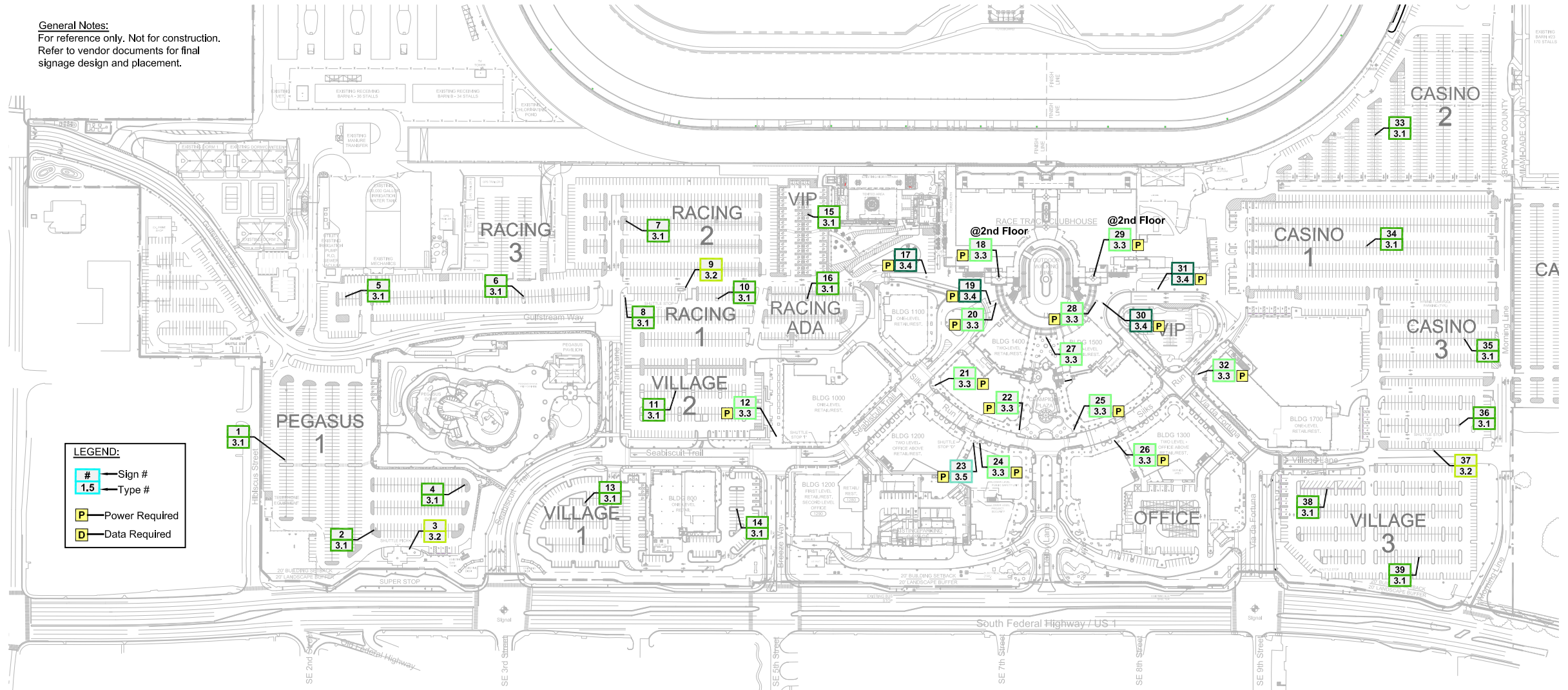
This signage is intended to be clear and concise to assist visitors in finding their way to the desired venue.

Provided in the table are the general dimensions for the signage proposed at Gulfstream. Locations for each can be found in the Informational Signs Site Plan.

Concept diagrams of each are provided to illustrate the form and general intent in proportion to one another.

TYPE 3 – INFORMATIONAL SIGNS SITE PLAN

General Notes:
For reference only. Not for construction.
Refer to vendor documents for final
signage design and placement.



LEGEND:

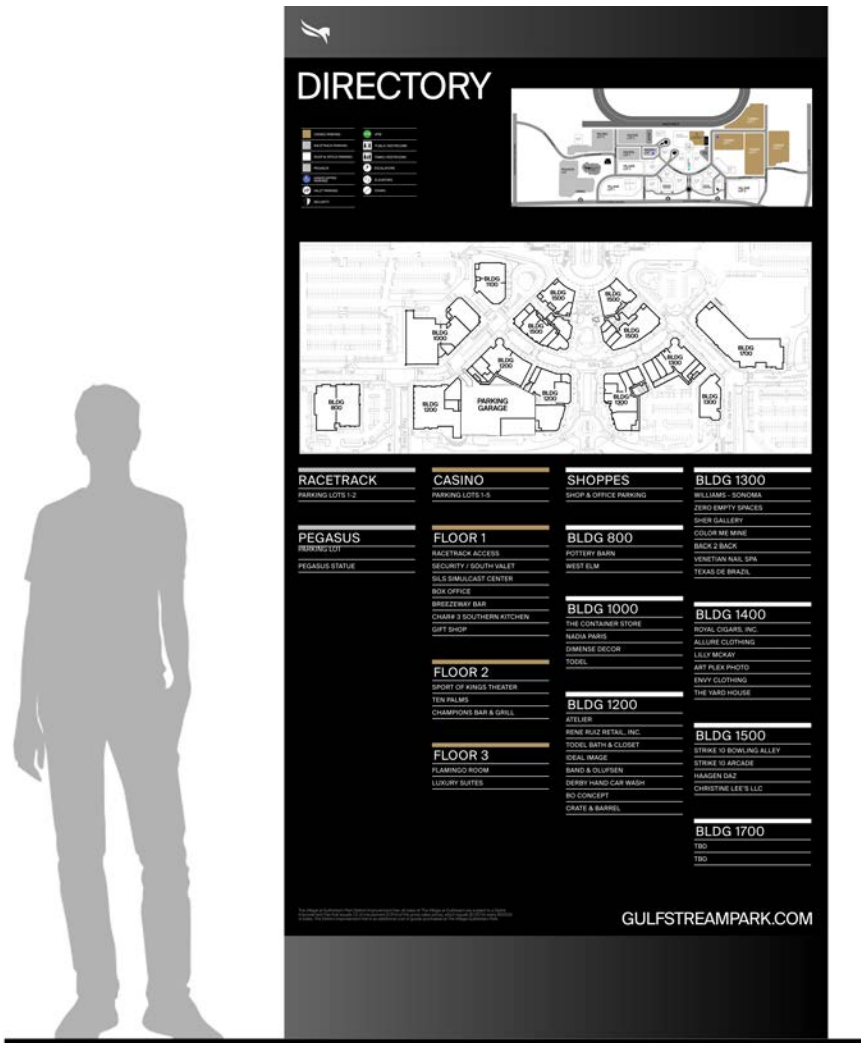
← Sign

1.5 ← Type #

P ← Power Required

D ← Data Required

TYPE 3 - DESIGN INTENT (CONCEPTUAL)



The directory sign (Type 3.3) is a critical piece of the visitor experience. These will be located at critical moments in the pedestrian circulation path around the property.

Each directory will be clear and easy to read. There will be place making markers added to help patrons locate themselves within the premises and navigate to the spaces they wish to visit.

The illustration provided indicates the design intent for the new directories at Gulfstream.
(Actual final sign design may vary)

TYPE 3 - DESIGN INTENT (CONCEPTUAL)

Parking lot signage (Type 3.1) will be directly related to specific uses on property. This will help to better direct traffic through the site and simplify the customer experience upon arrival.



Examples of Potential Parking Lot Identification Signage (Type 3.1)

The parking lot plan will be incorporated in the directory



Potential Parking Lot Identification Plan

TYPE 4 - PLACEMAKING SIGNS

Sign Type		H	W	D	Description
Placemaking Signage	4.2	11'-0"	2'-0"	1 1/2"	Secondary Pageantry Banner (Large)
		6'-6"	2'-0"	1 1/2"	Secondary Pageantry Banner (Small)
	4.3	11'-0"	2'-0"	1 1/2"	Secondary Pageantry Banner
	4.4	5'-0"	2'-0"	1 1/2"	Secondary Pageantry Banner

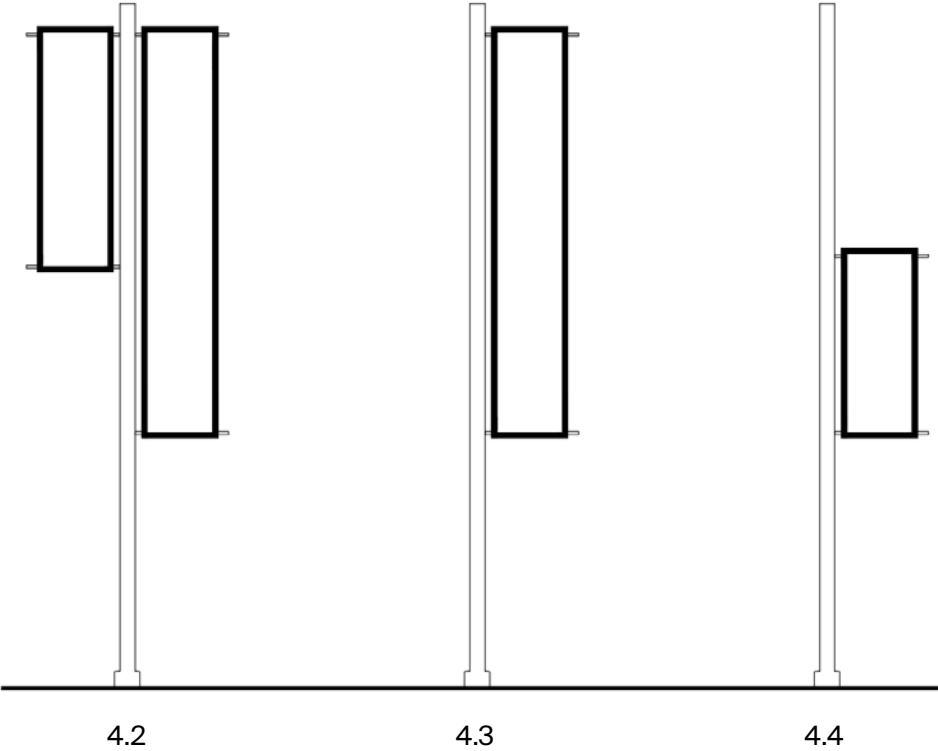
Font Type:	Color Specification:
F-1 Suisse Int'l Regular	C-1 Satin Black w/ Brushed Finish
F-2 Suisse works Regular	C-2 Satin White

The Placemaking Sign category includes street banners primarily lining the roadways at Gulfstream. These banners are intended to add unique messaging to the site and areas within it.

The banners can be used to provide visitors with additional information on locations within the property, seasonal or event messaging, and/or other relevant marketing.

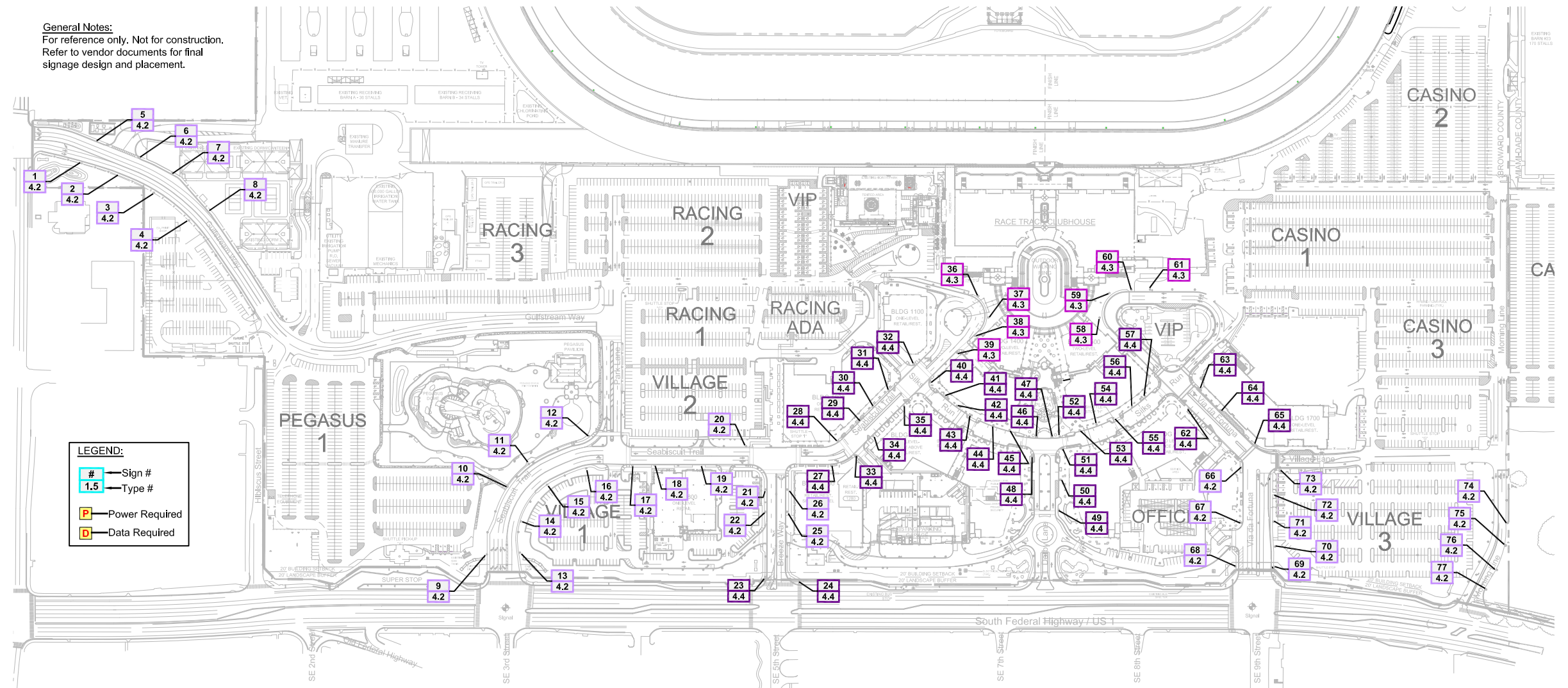
Provided in the table are the general dimensions for the signage proposed at Gulfstream. Locations for each can be found in the Placemaking Signs Site Plan.

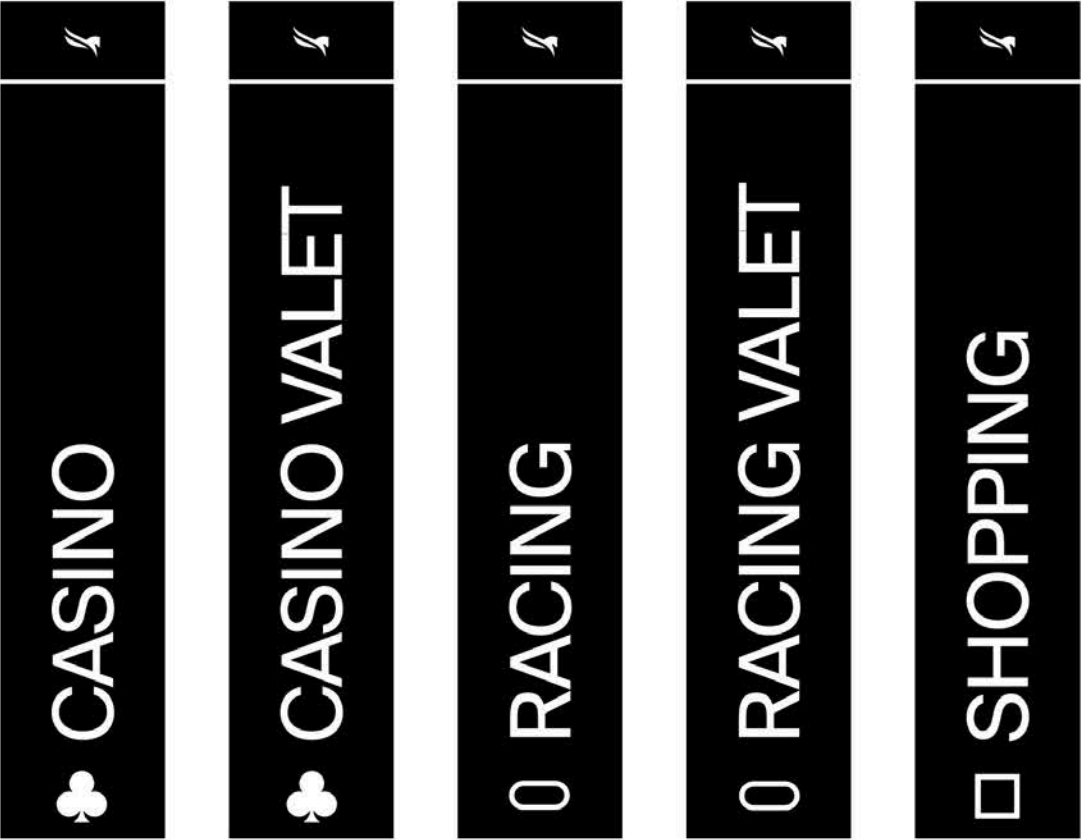
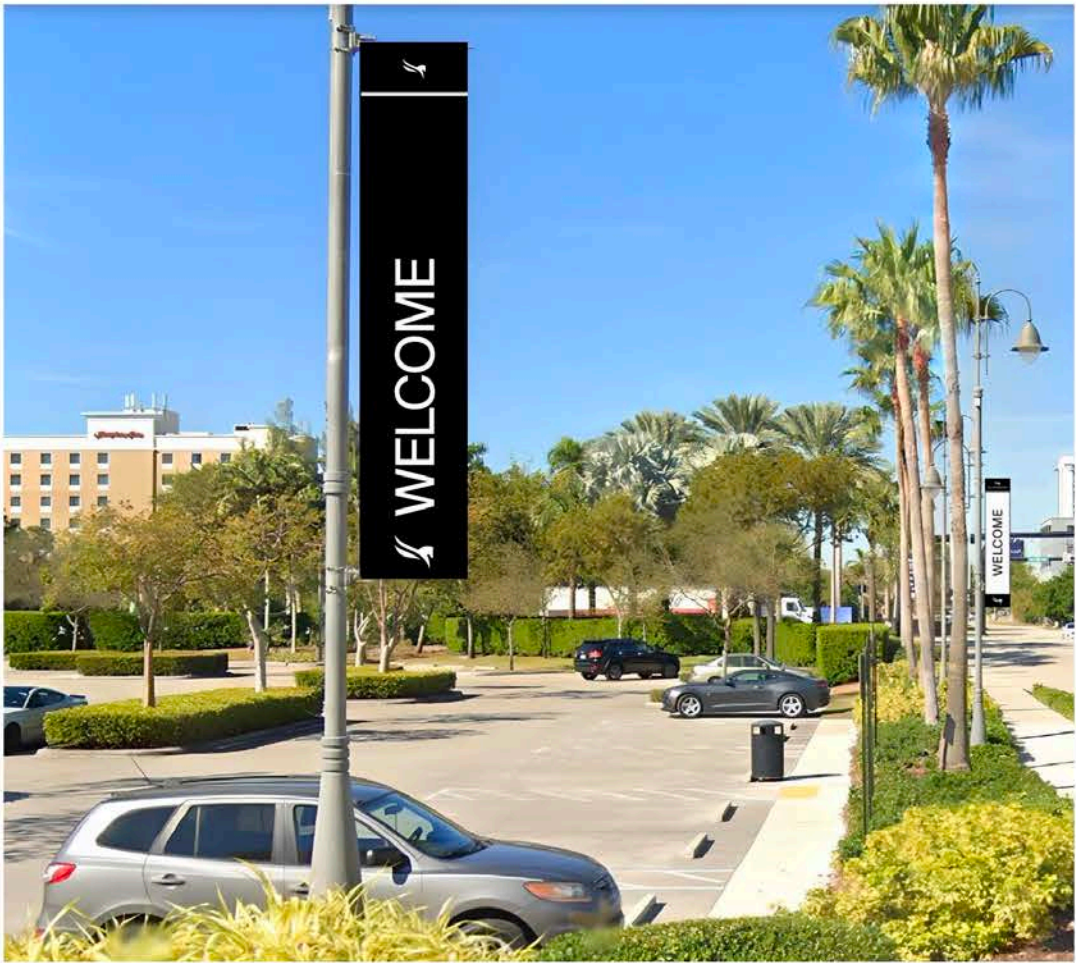
Concept diagrams of each provided to illustrate general intent in proportion to one another.



TYPE 4 - PLACEMAKING SIGNS SITE PLAN

General Notes:
For reference only. Not for construction.
Refer to vendor documents for final
signage design and placement.





Concept diagrams to illustrate general intent of Placemaking Signage.