



TREASURE ISLAND + YERBA BUENA ISLAND
SIGNAGE MASTER PLAN UPDATE

SAN FRANCISCO ARTS COMMISSION
JUNE 15, 2015

HUNT DESIGN







TREASURE ISLAND + YERBA BUENA ISLAND

SIGNAGE MASTER PLAN UPDATE

PROGRAM ELEMENTS (Per DRDAP)

- WAYFINDING
- KIOSKS
- STREET FURNITURE-RELATED COMMERCIAL SIGNAGE
- STREETScape + COMMERCIAL SIGNS
- PARKING SIGNS
- TEMPORARY SIGNS

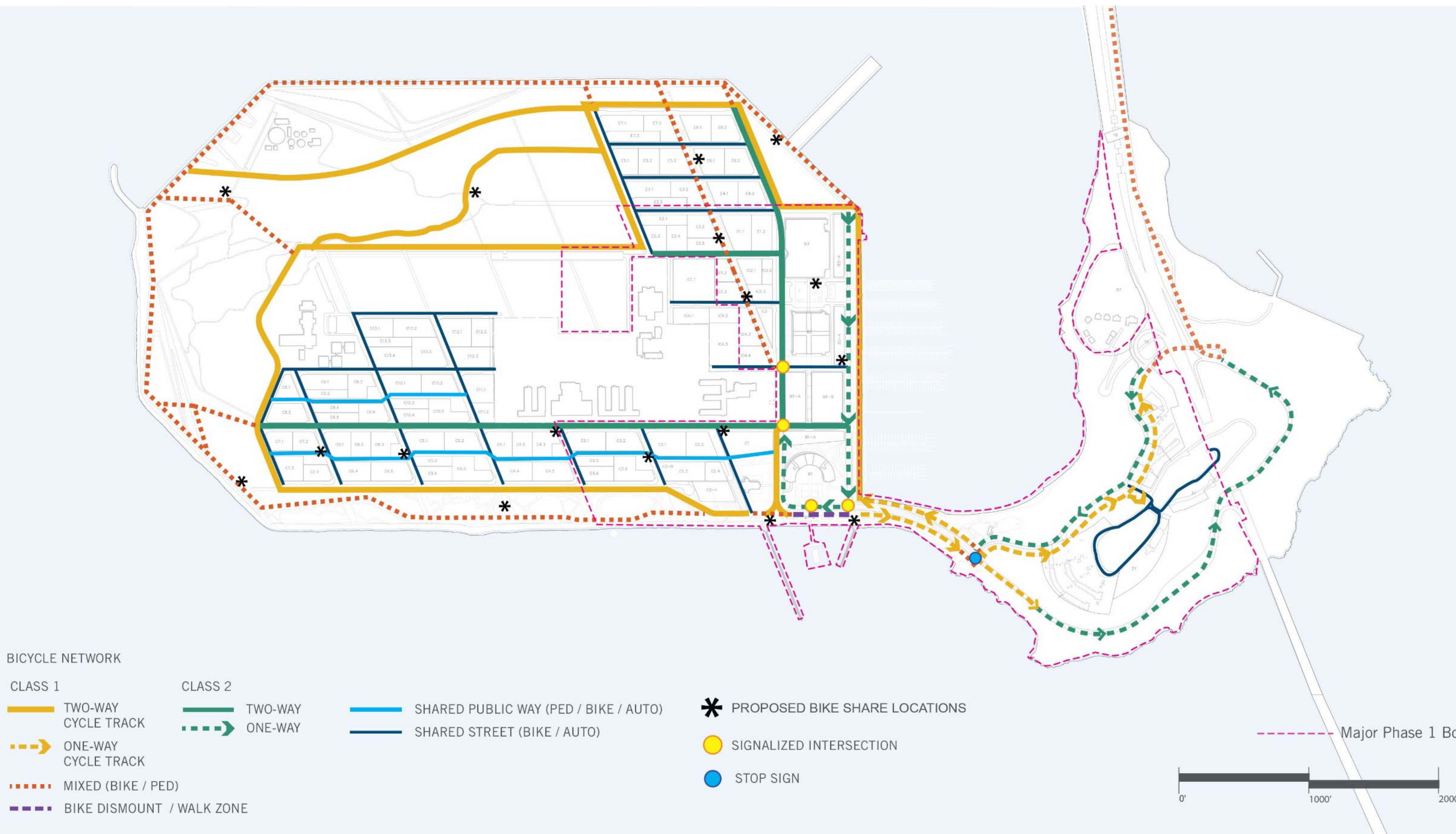
PEDESTRIAN NETWORK

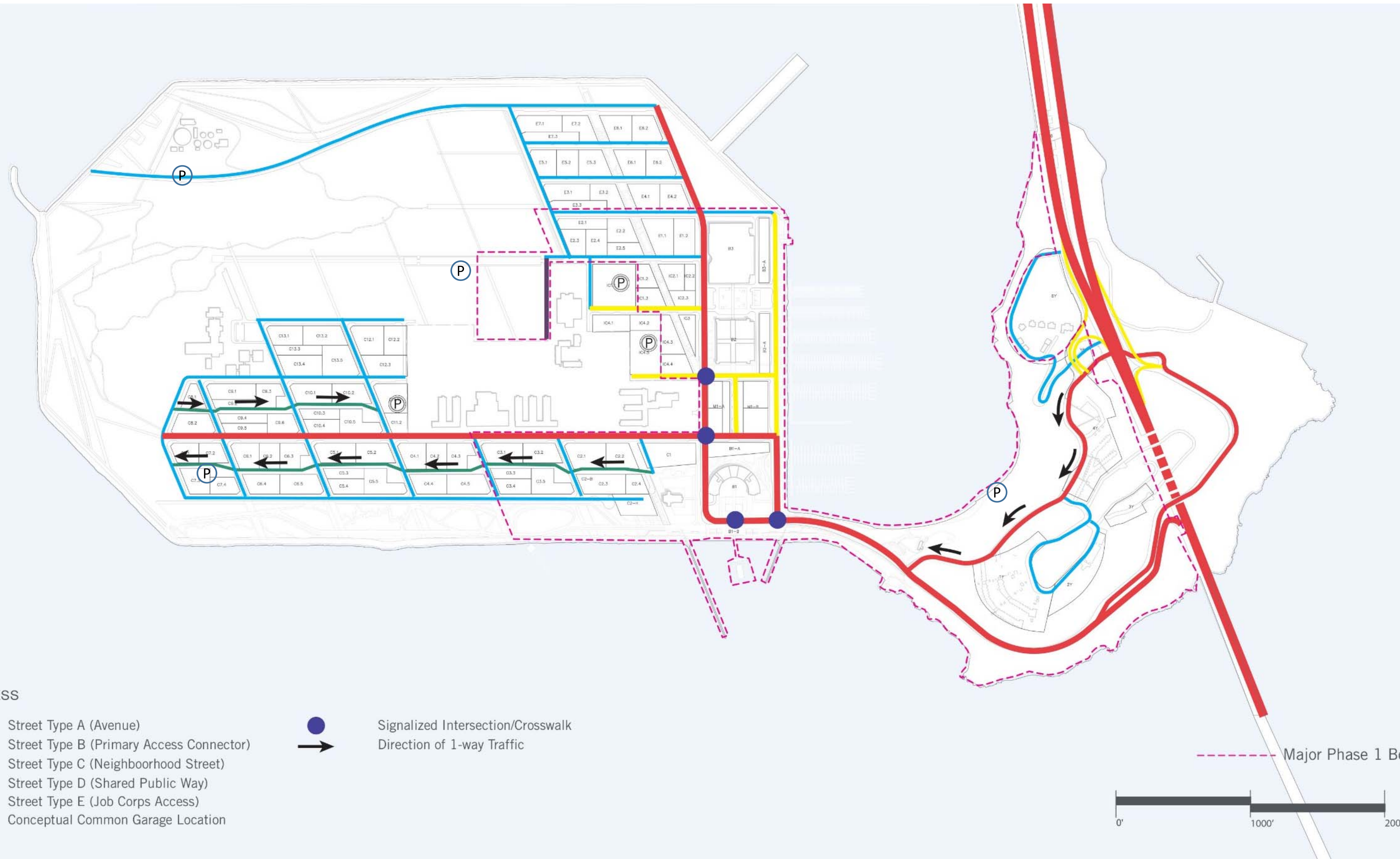
- Primary Pedestrian Route
- Secondary Pedestrian Route
- Bay Trail
- Pedestrian Paths
- Potential Pedestrian Paths

FERRY TO
SAN FRANCISCO

Major Phase 1 B

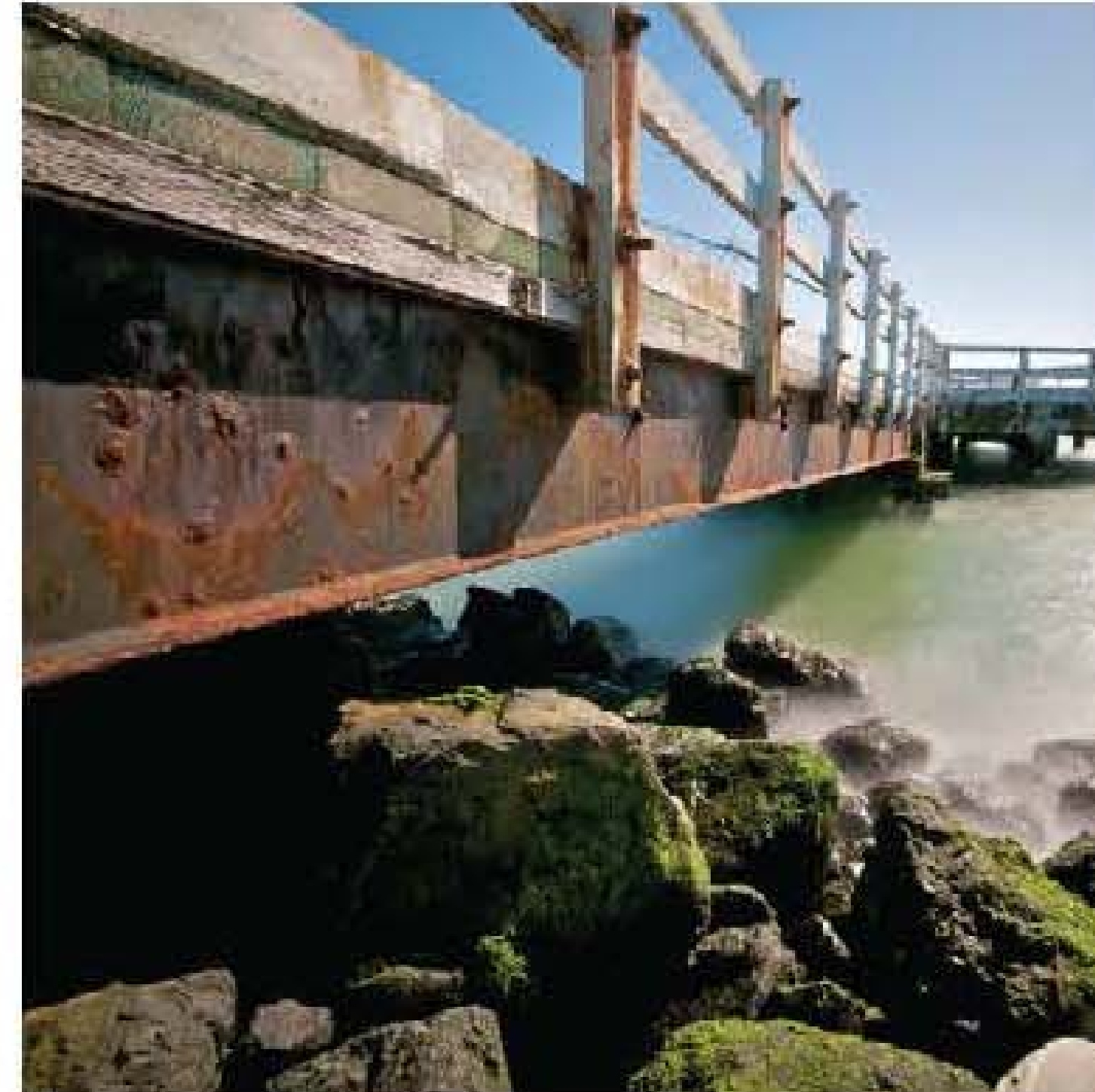
0' 1000' 2000'





SIGNAGE FAMILIES + DESIGN PALETTE

Material Palette



**Weathered and
Stained Concrete**

Corten Steel

Weathered Wood

**Oyster Shell
Concrete**

Color Palette

Driftwood



Bay



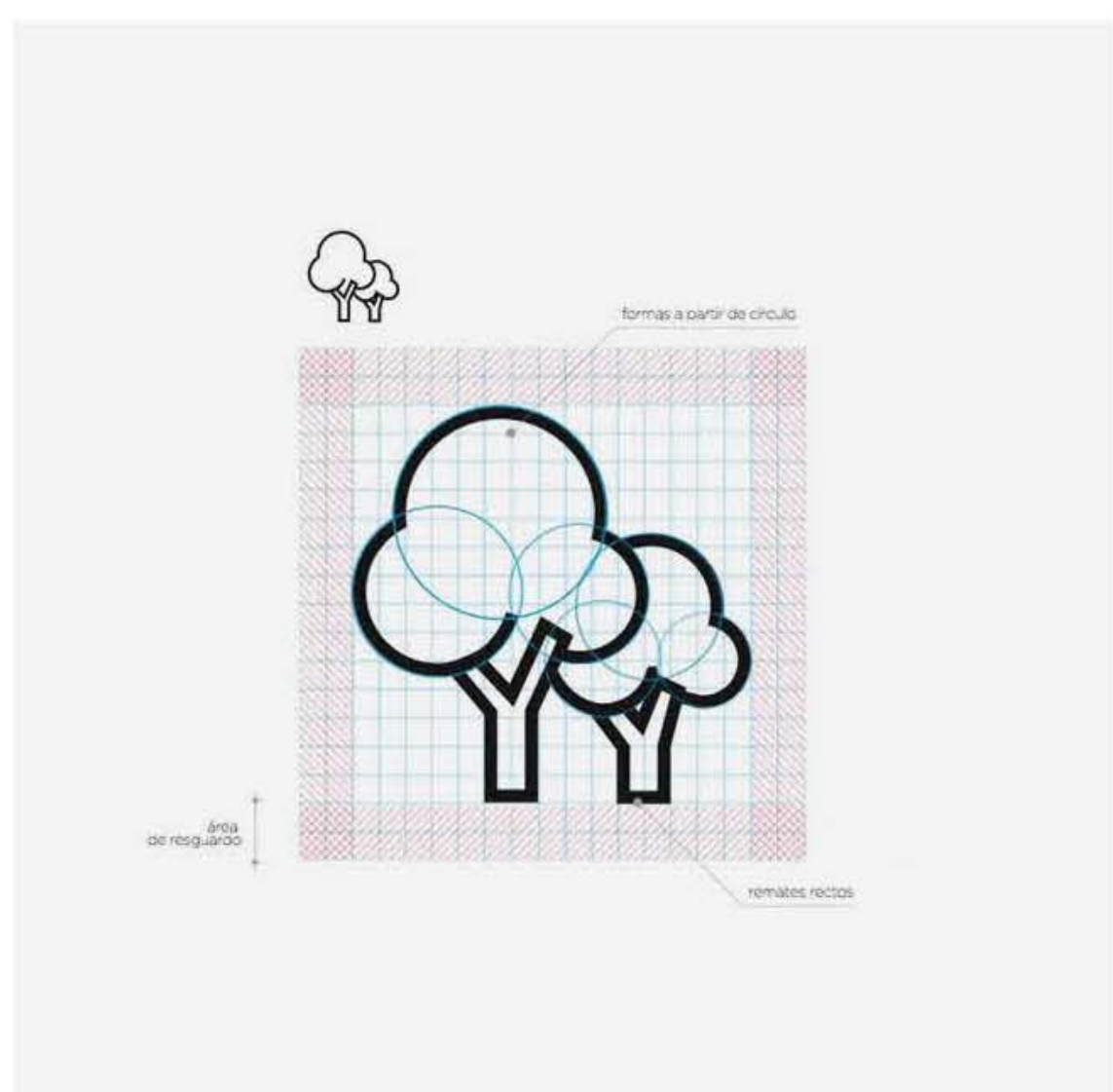
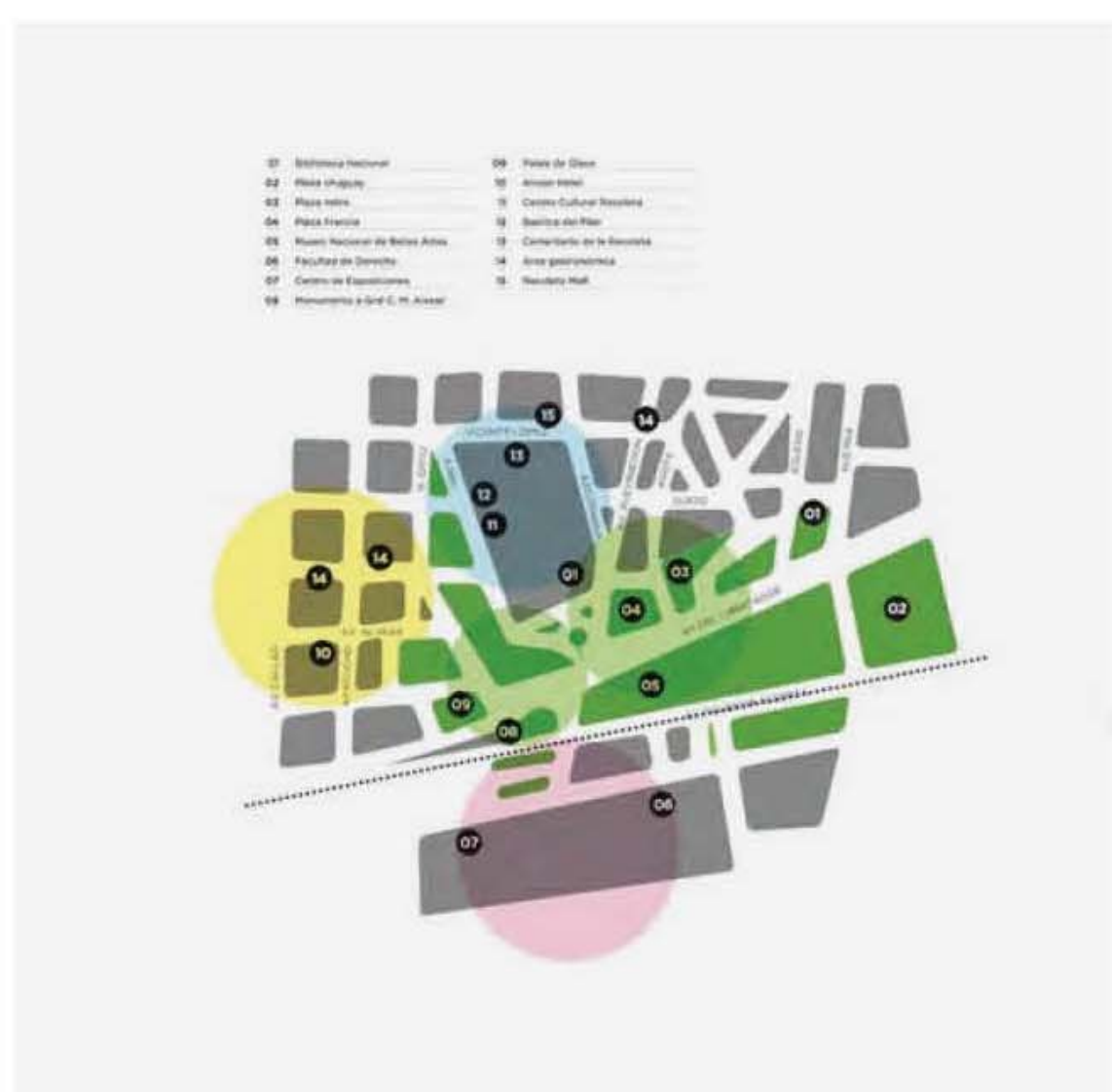
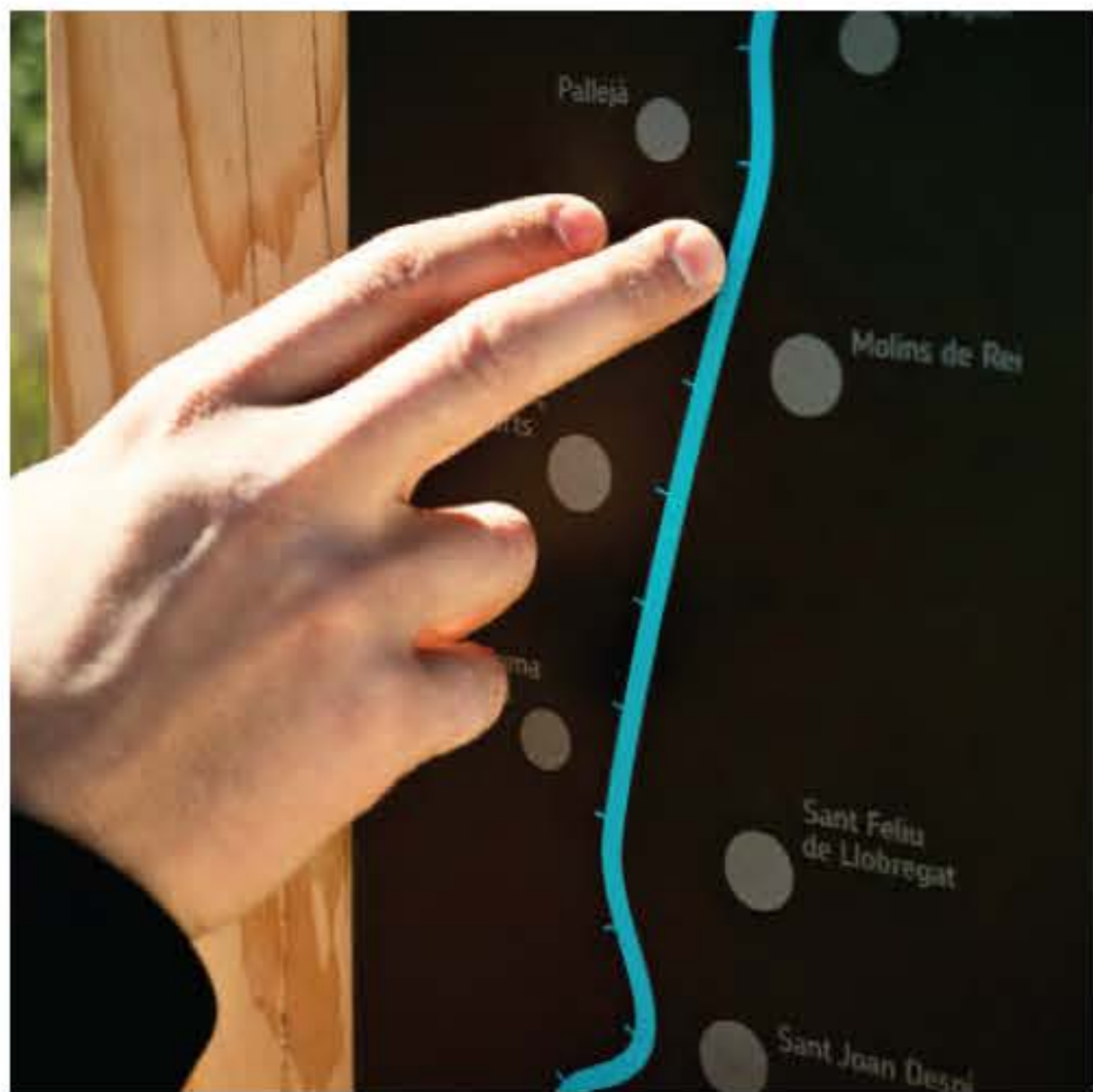
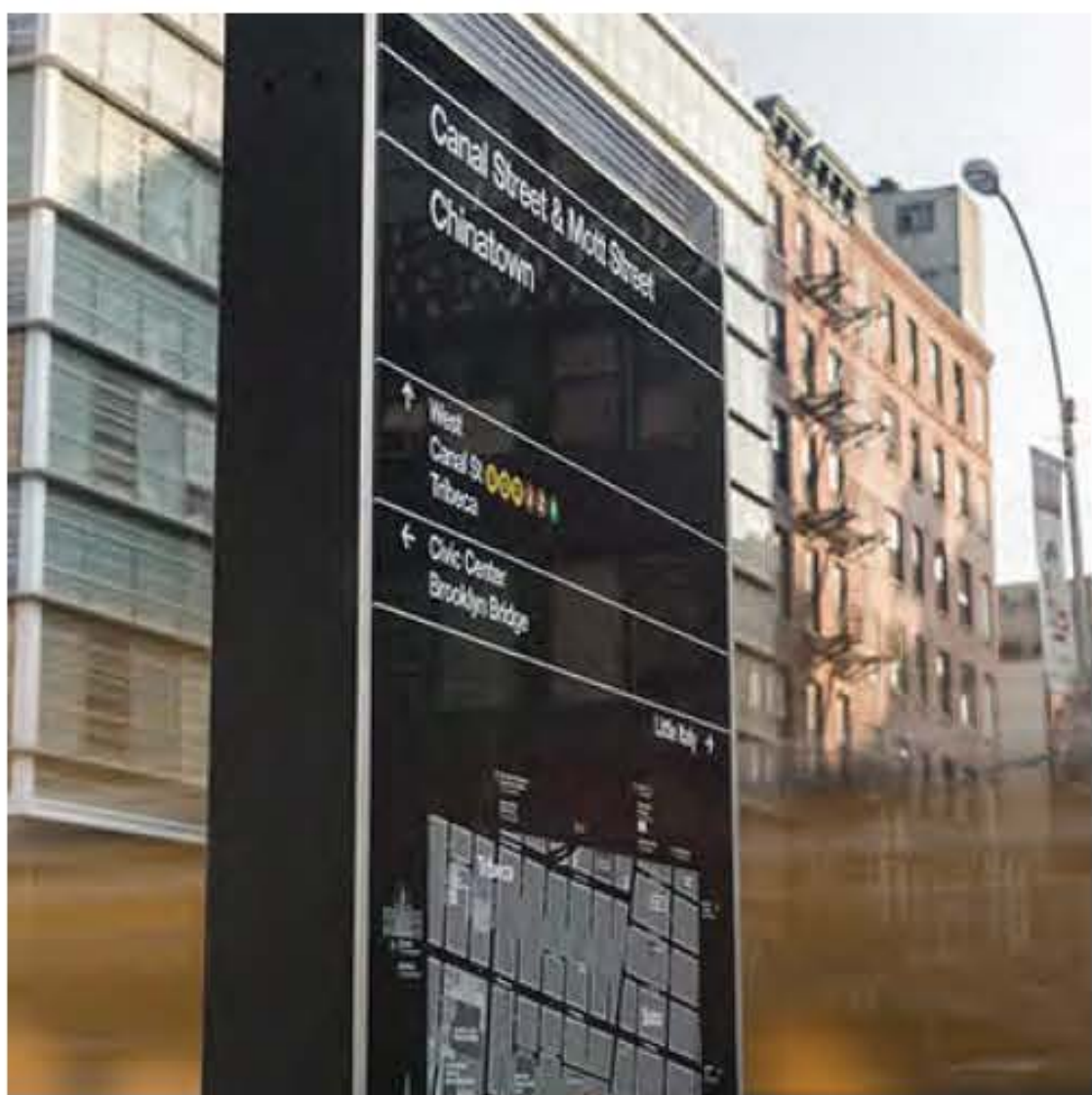
Lagoon



Marine



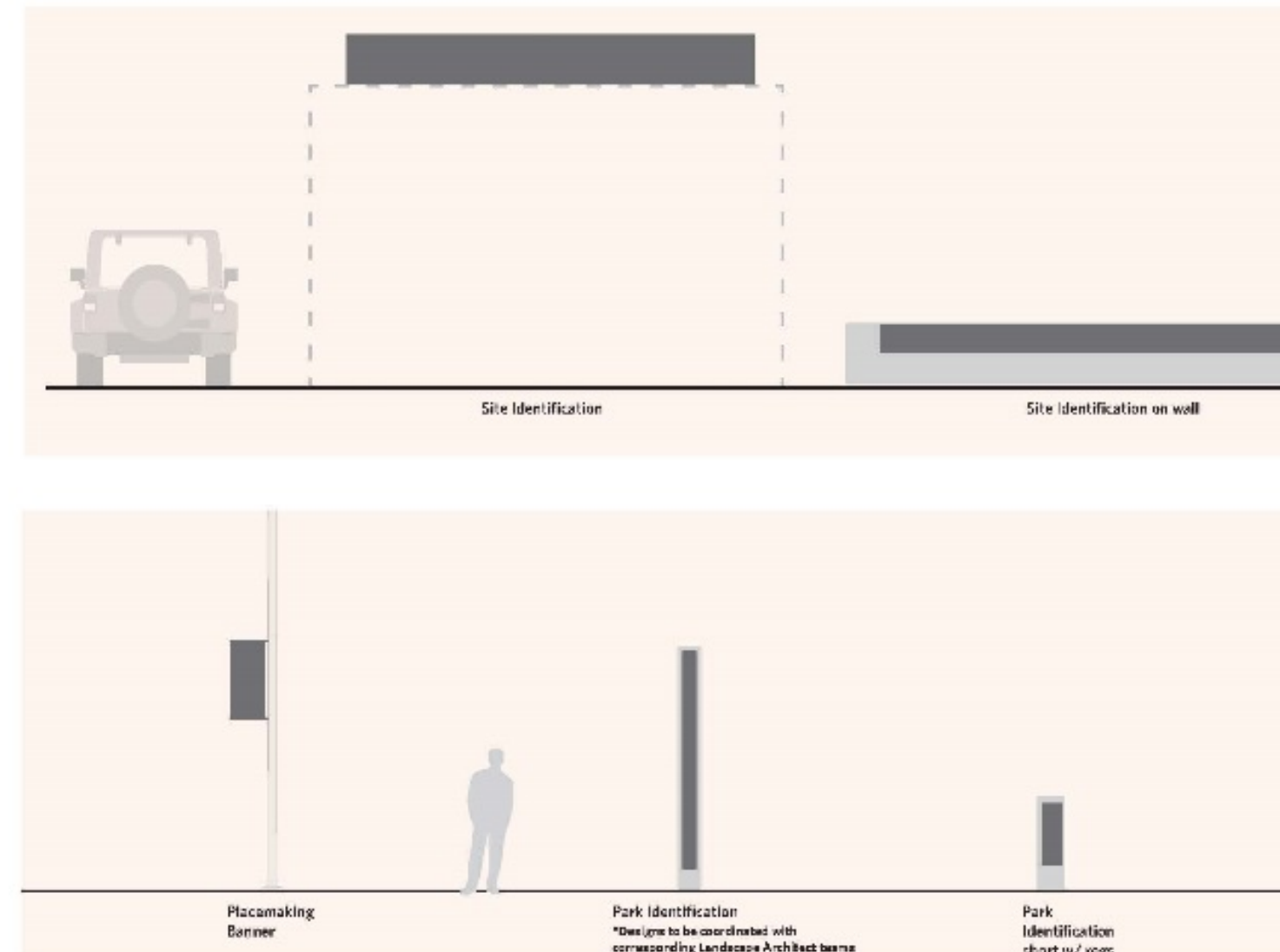
PRECEDENT
INSPIRATION



SIGN TYPES

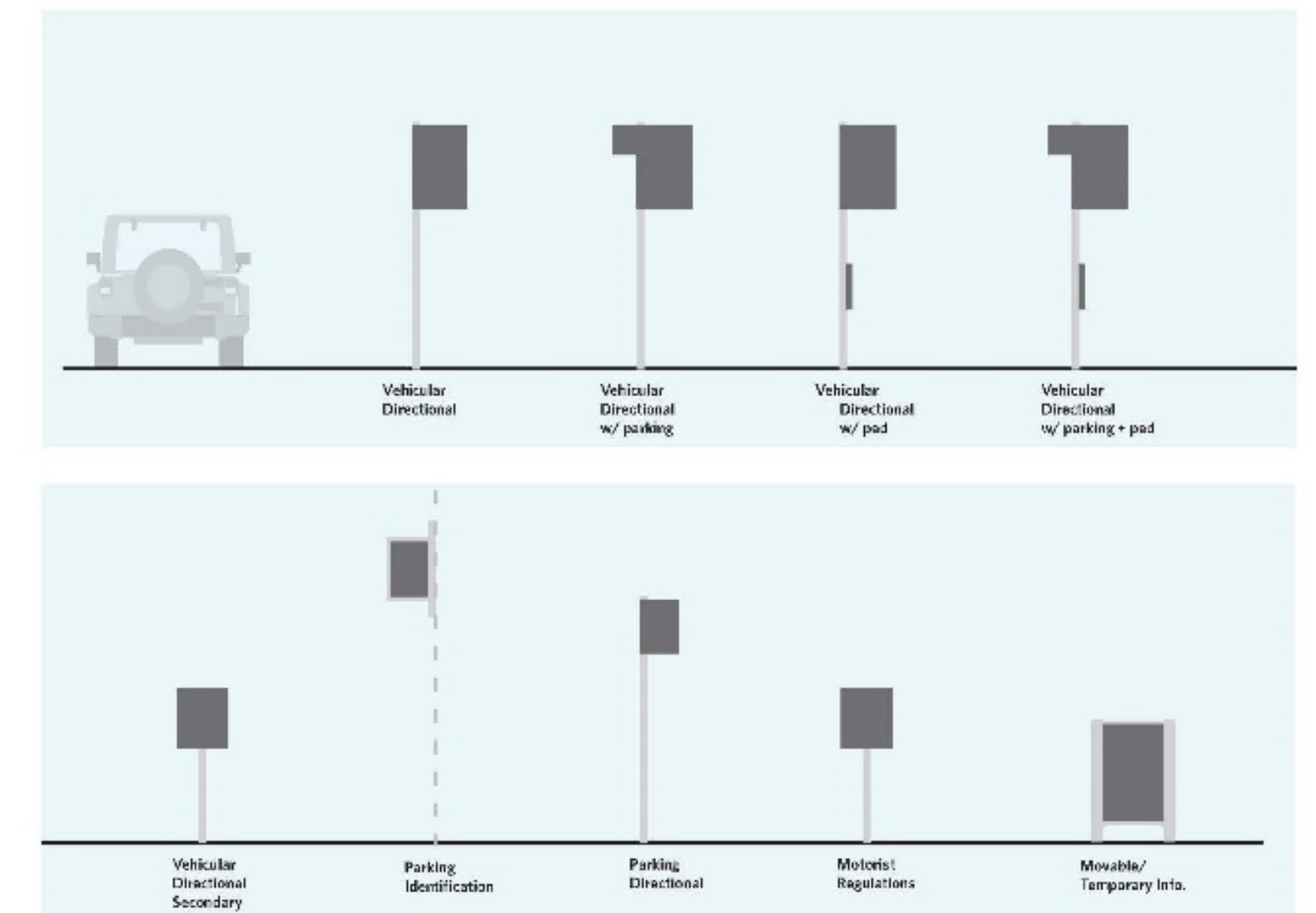
IDENTIFICATION

IDENTIFICATION



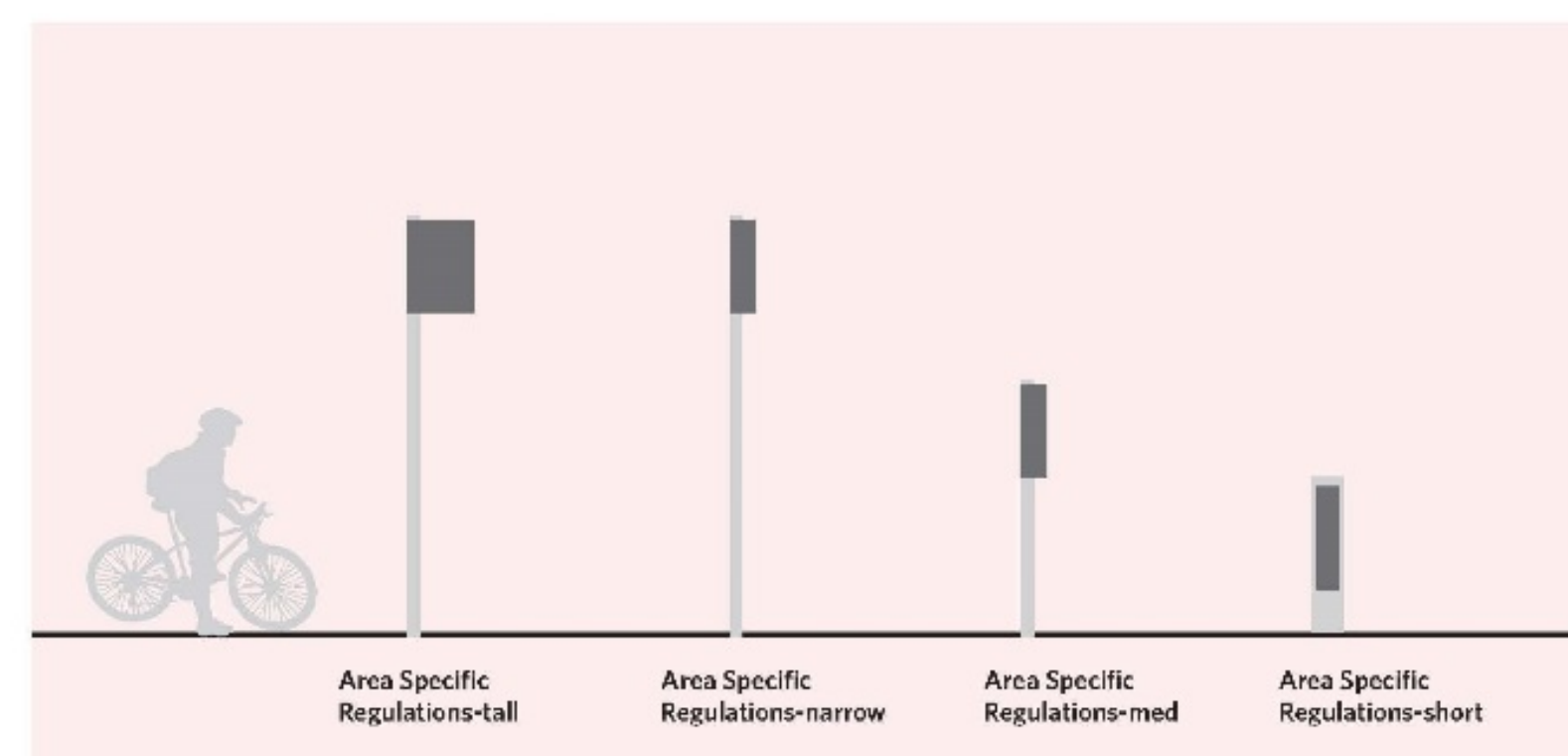
MOTORIST

MOTORIST



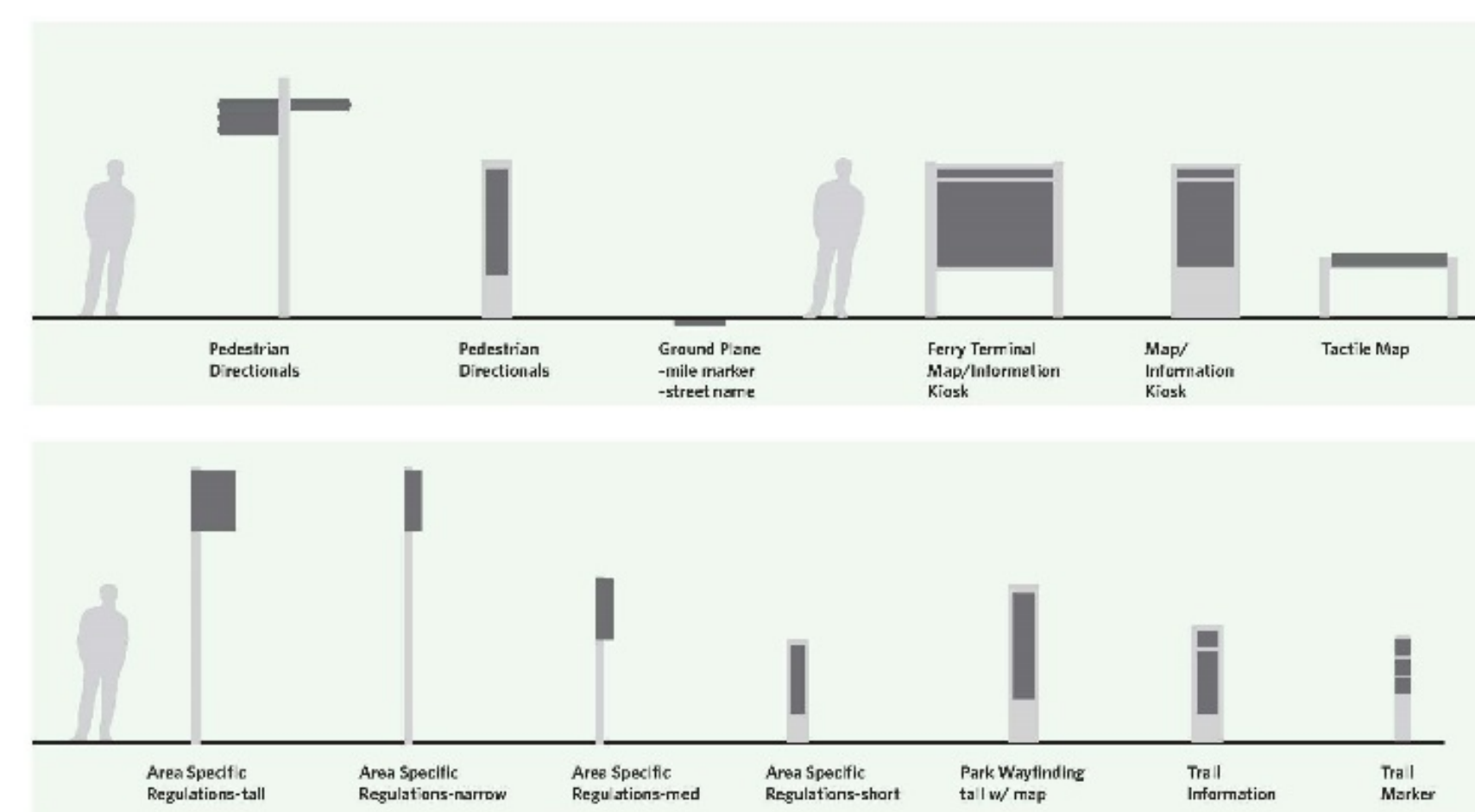
BICYCLE

BICYCLE



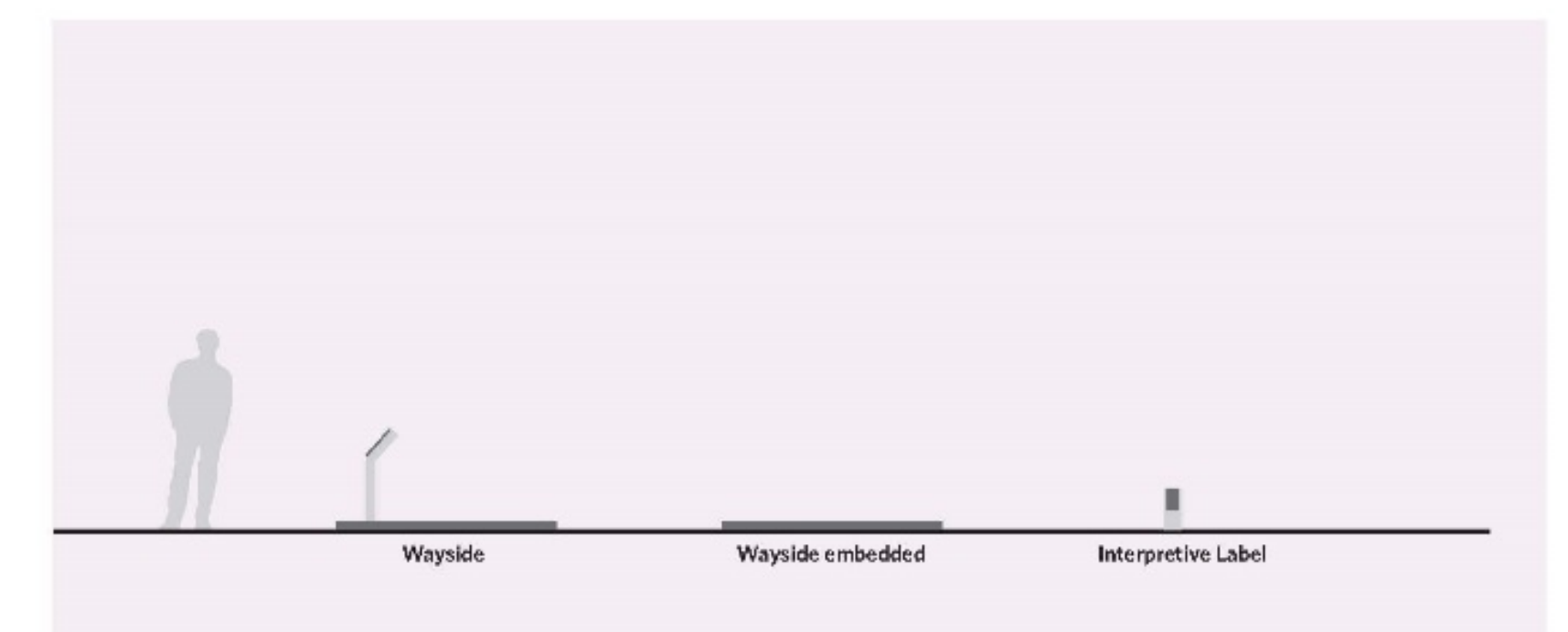
PEDESTRIAN

PEDESTRIAN



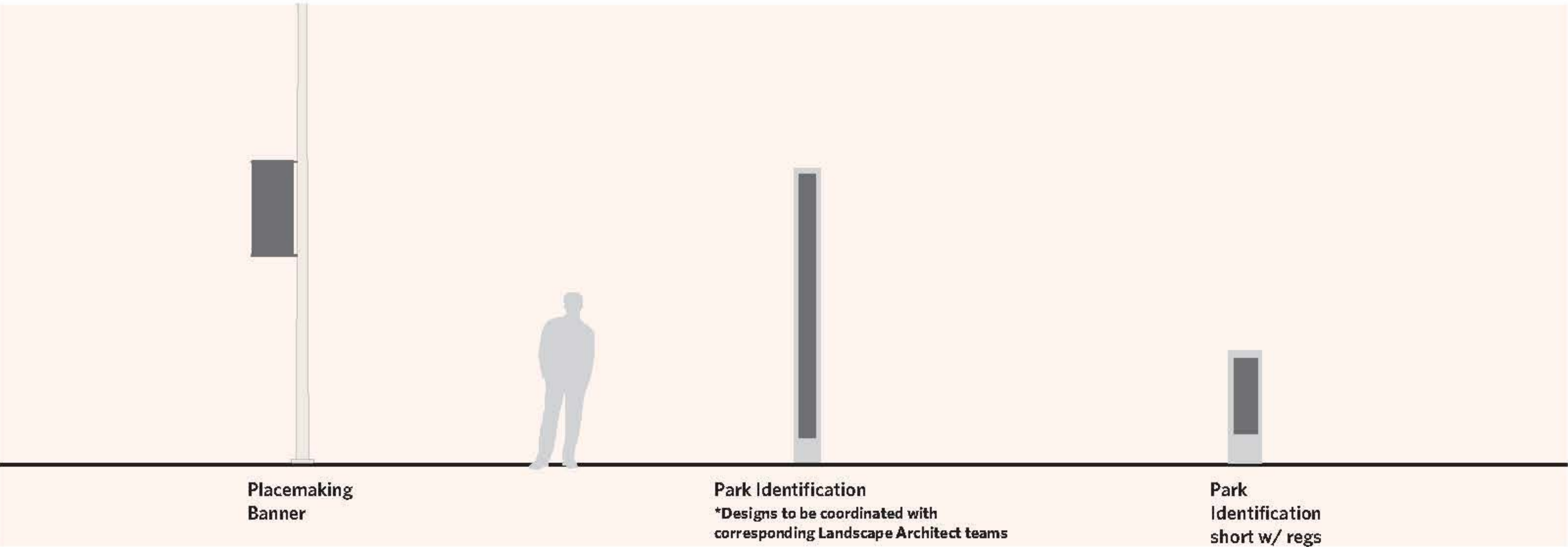
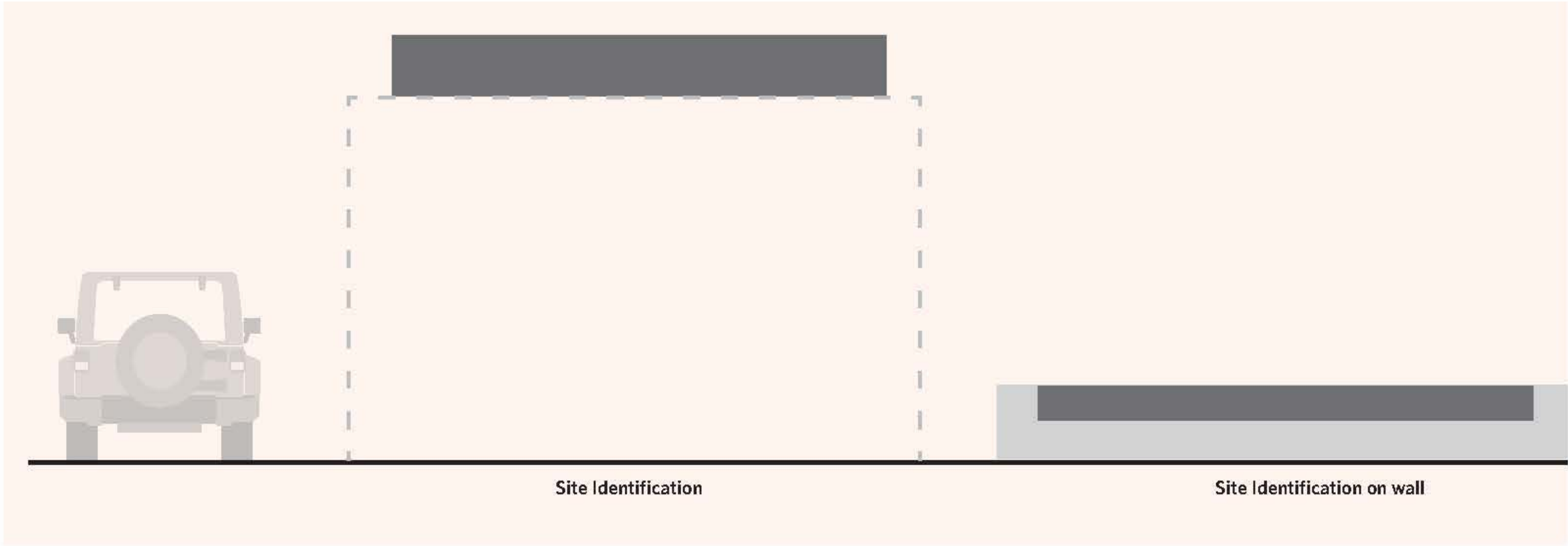
INTERPRETIVE

INTERPRETIVE



SIGN TYPES IDENTIFICATION

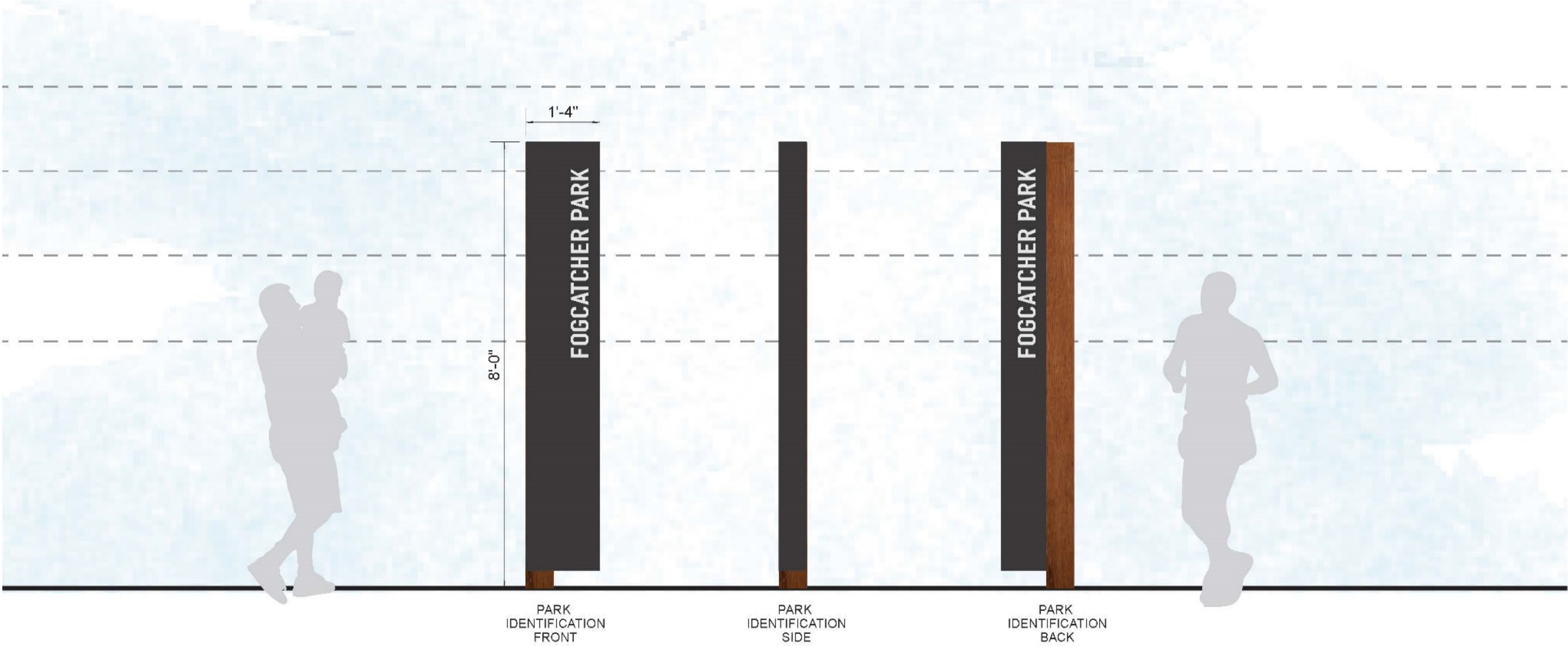
IDENTIFICATION



IDENTIFICATION



IDENTIFICATION



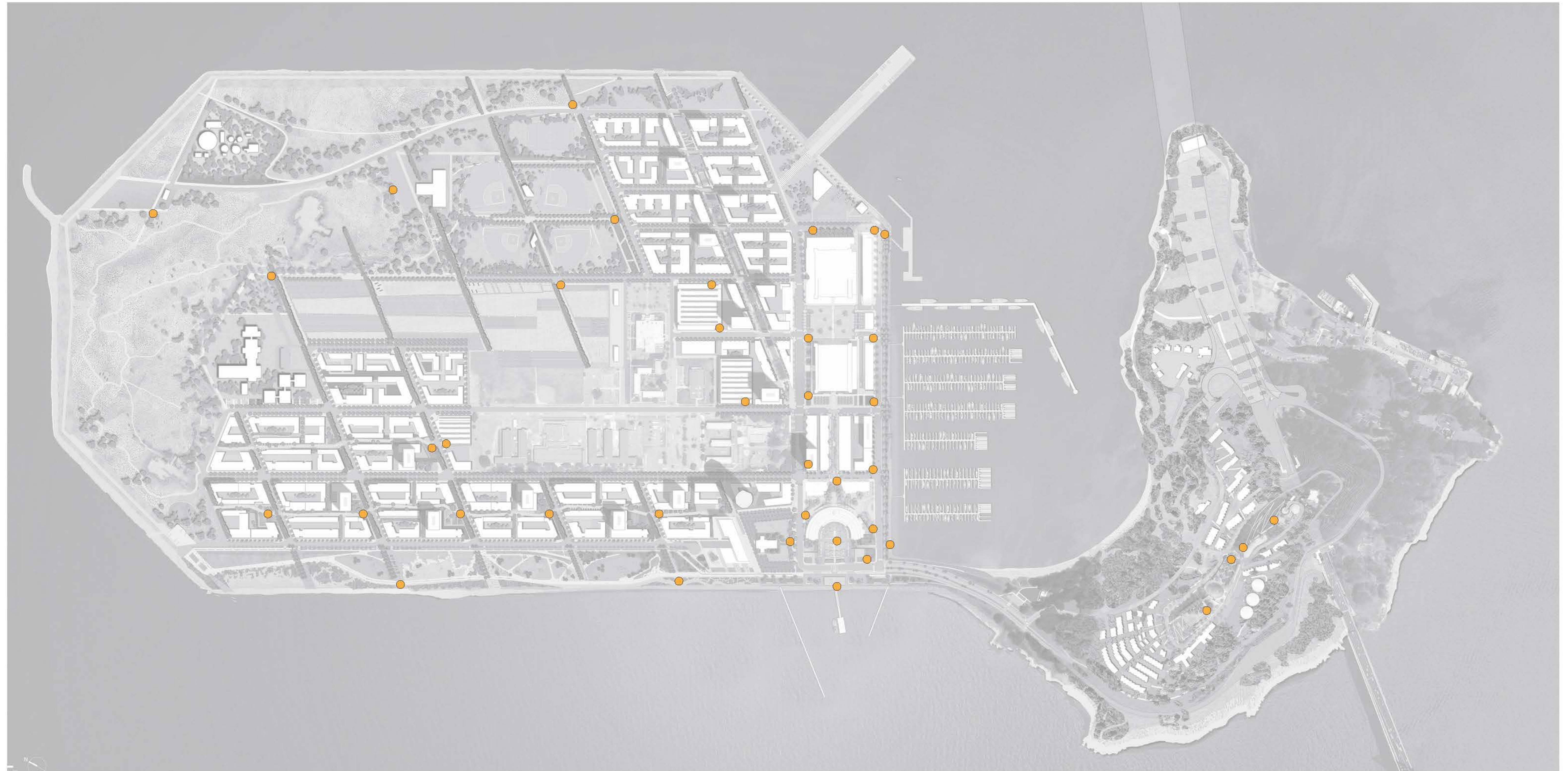
ELEVATION | SCALE: 3/8"=1'



PLAN VIEW | SCALE: 3/8"=1'

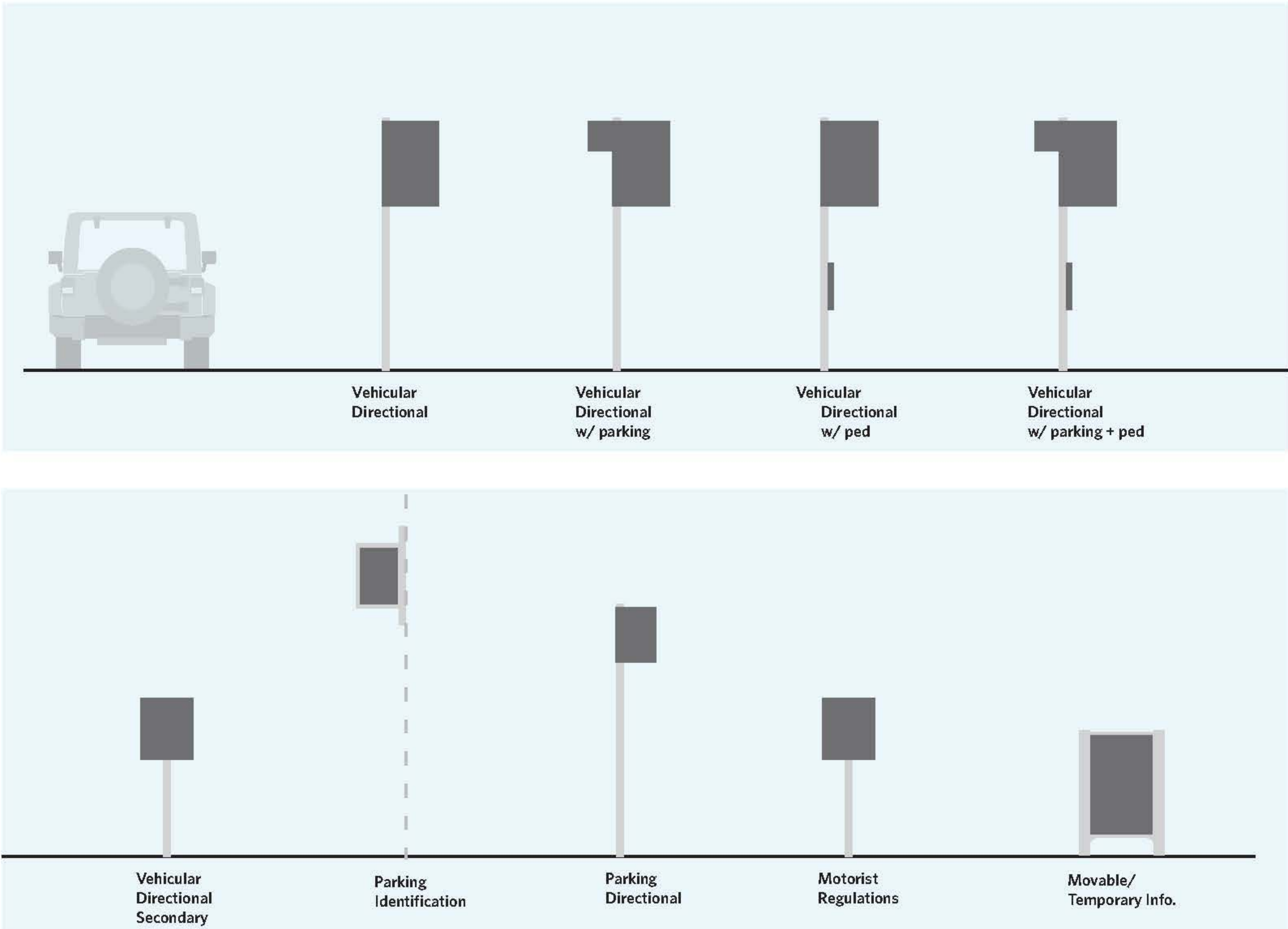
TYPICAL SIGNAGE LOCATIONS

IDENTIFICATION

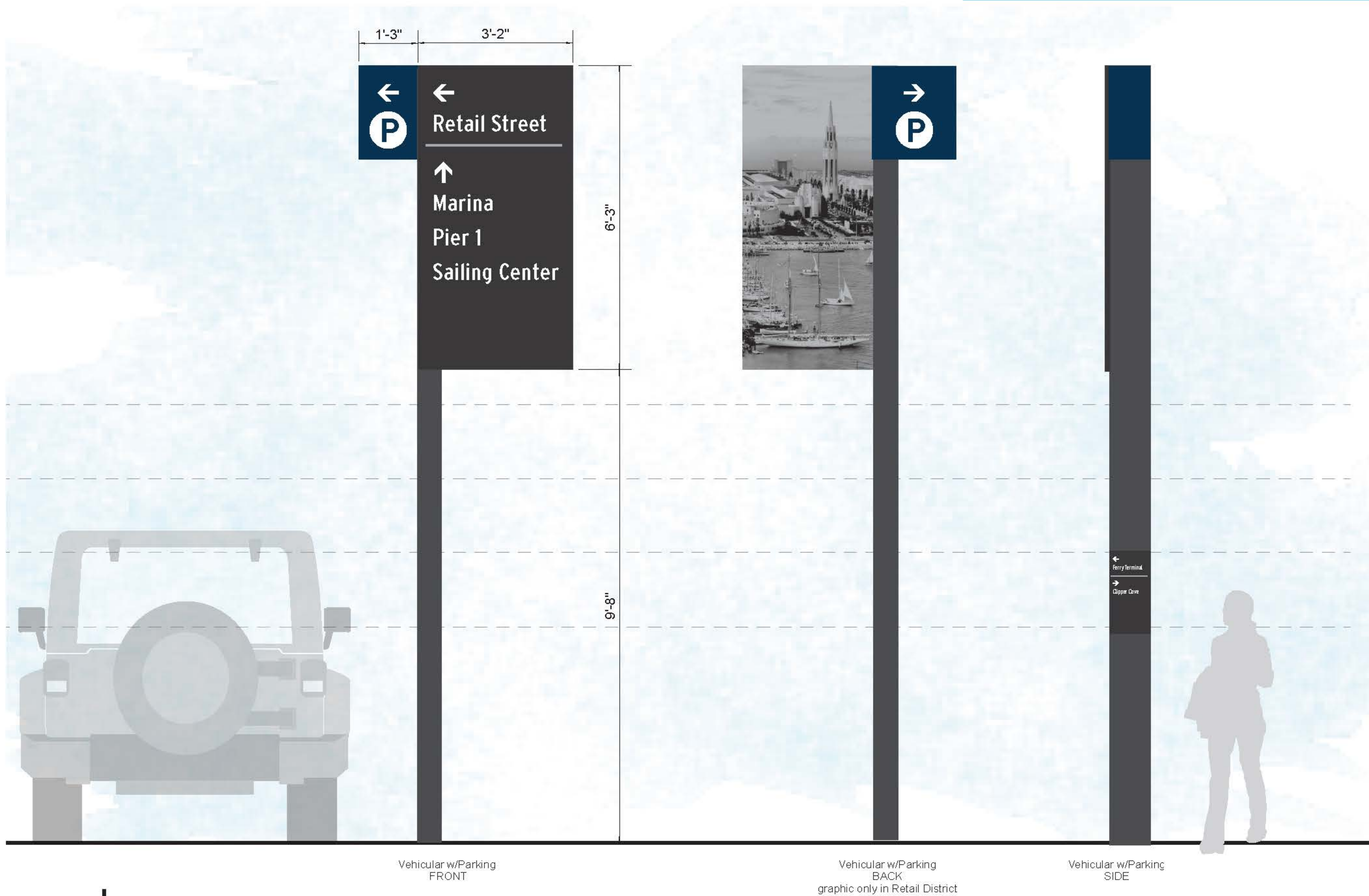


SIGN TYPES MOTORIST

MOTORIST



MOTORIST



ELEVATION

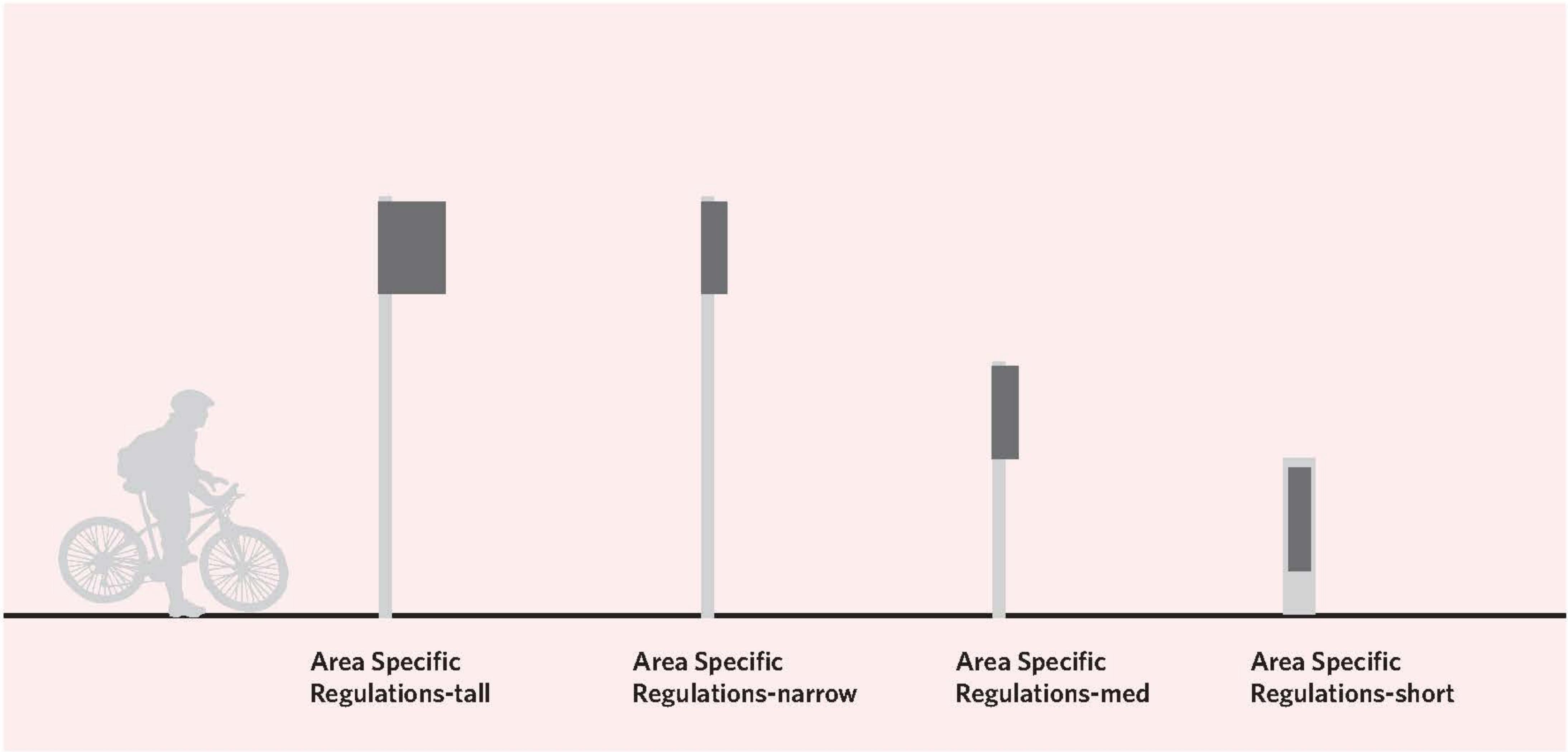
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TYPICAL SIGNAGE LOCATIONS

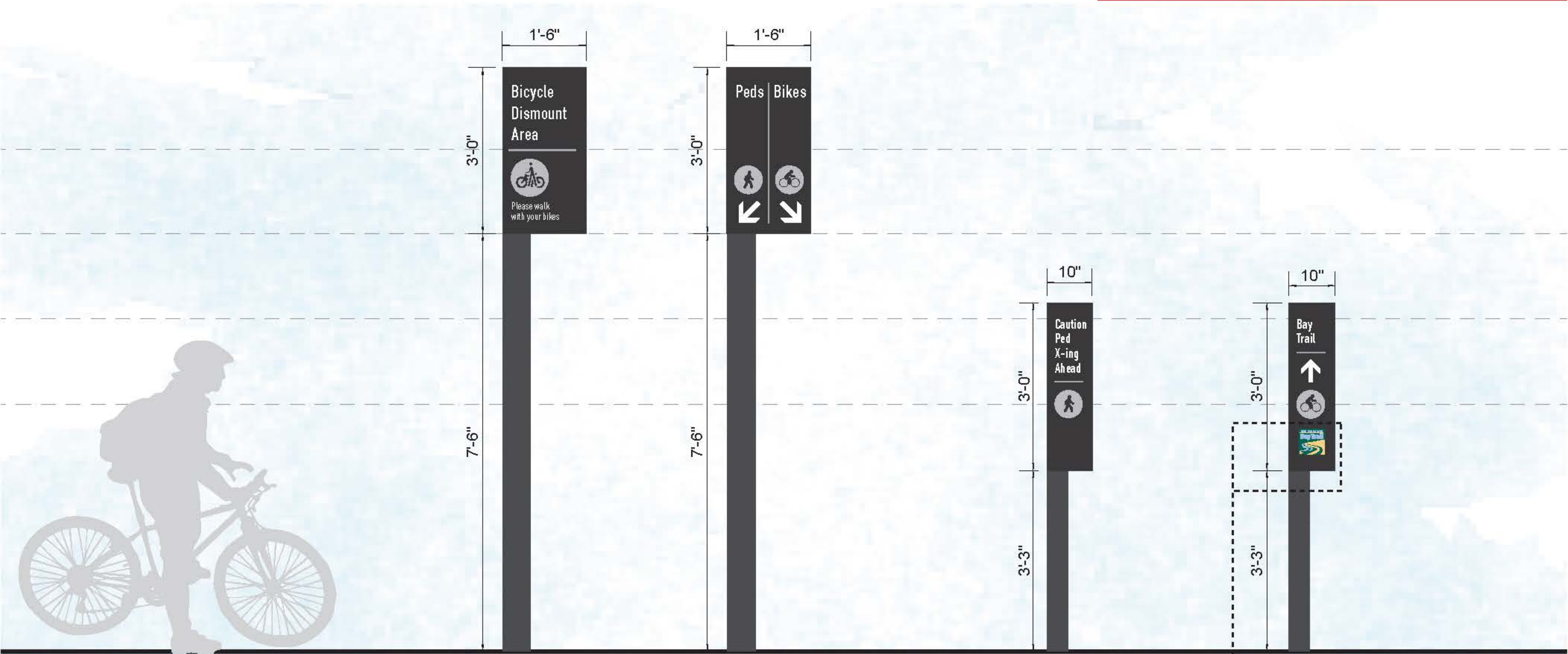


SIGN TYPES **BICYCLE**

BICYCLE



BICYCLE



BIKE SIGNAGE TALL

BIKE SIGNAGE TALL

BIKE SIGNAGE MED

BIKE SIGNAGE MED

ELEVATION
SCALE: 3/8"=1'

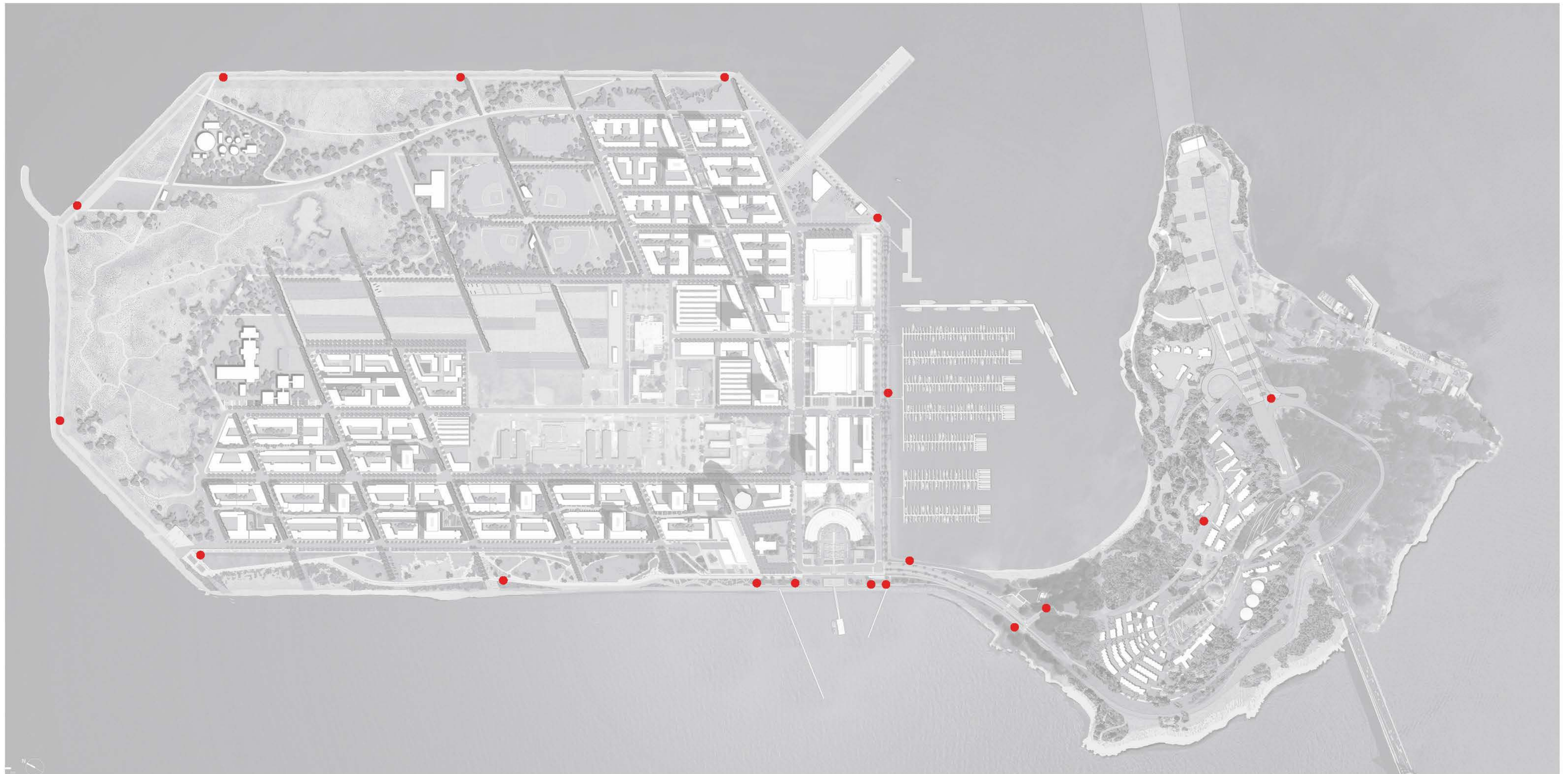
PLAN VIEW
SCALE: 3/8"=1'



Bay Trail icon integrated into sign design and used to identify trail along Treasure Island and Yerba Buena Island

TYPICAL SIGNAGE LOCATIONS

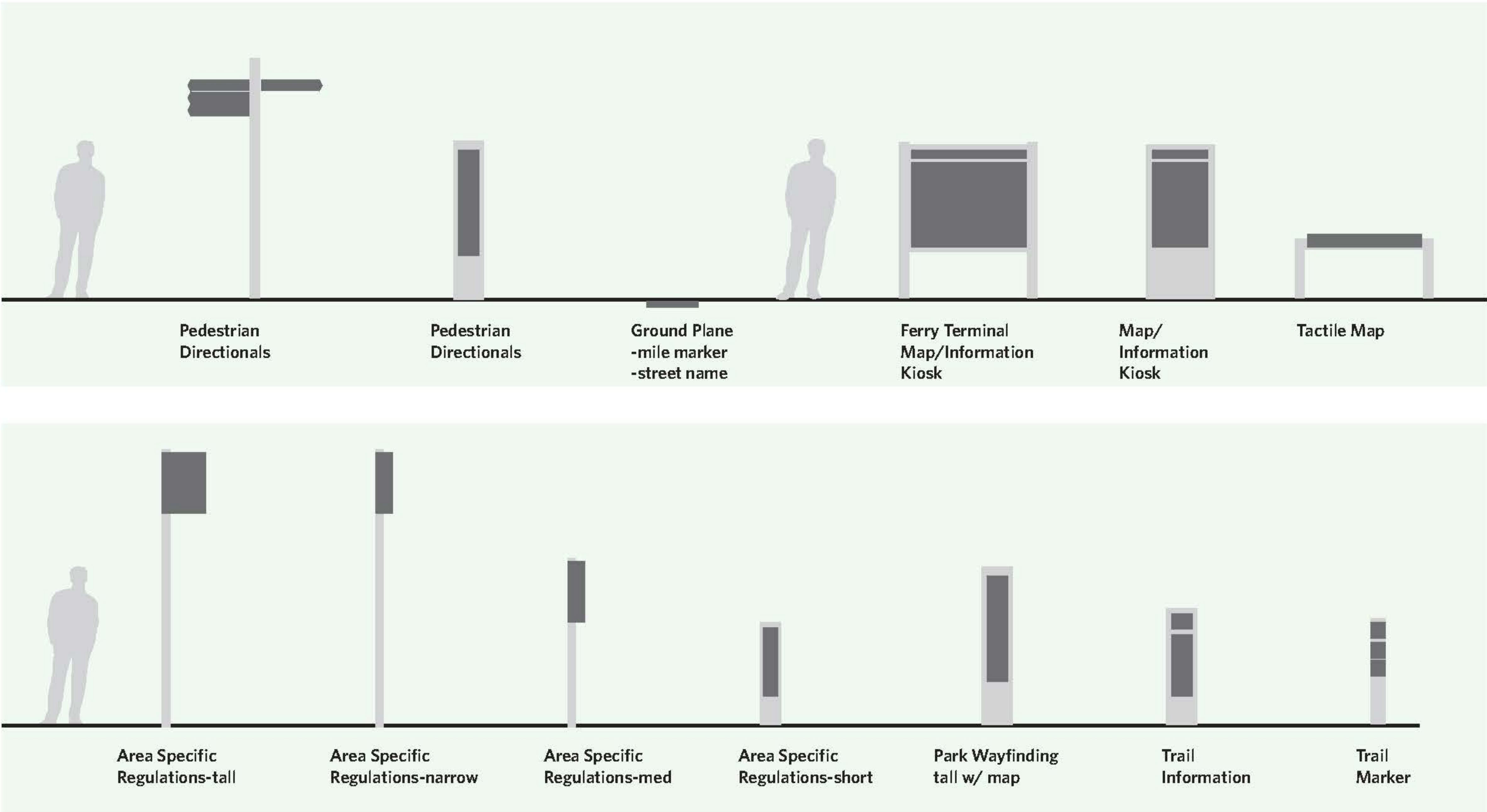
BICYCLE



SIGN TYPES

PEDESTRIAN

PEDESTRIAN



The signs are shown in comparable silhouette illustrations, color-coded to the sign location plans.

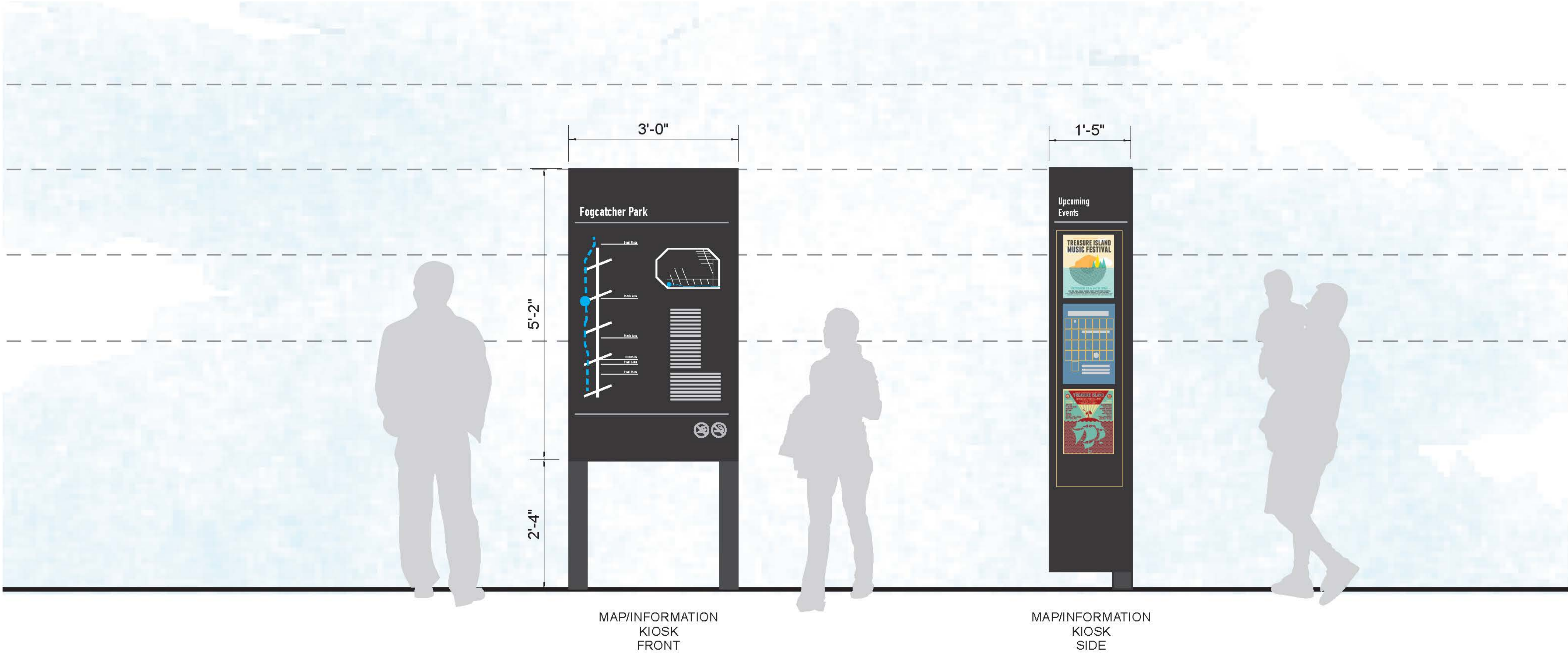
MAP/INFORMATION KIOSK

The map/information kiosk welcomes the visitor and serves as a orientation guide and a trip planner. A larger kiosk will be placed near the Ferry Terminal as a main planning guide for visitors to Treasure Island and Yerba Buena Island. Smaller kiosks will be placed throughout the site to help re-orient the visitor to their surroundings.

Map/information kiosks to be site-specific designs similar to those shown. Exact location, design, and content to be determined.

PEDESTRIAN



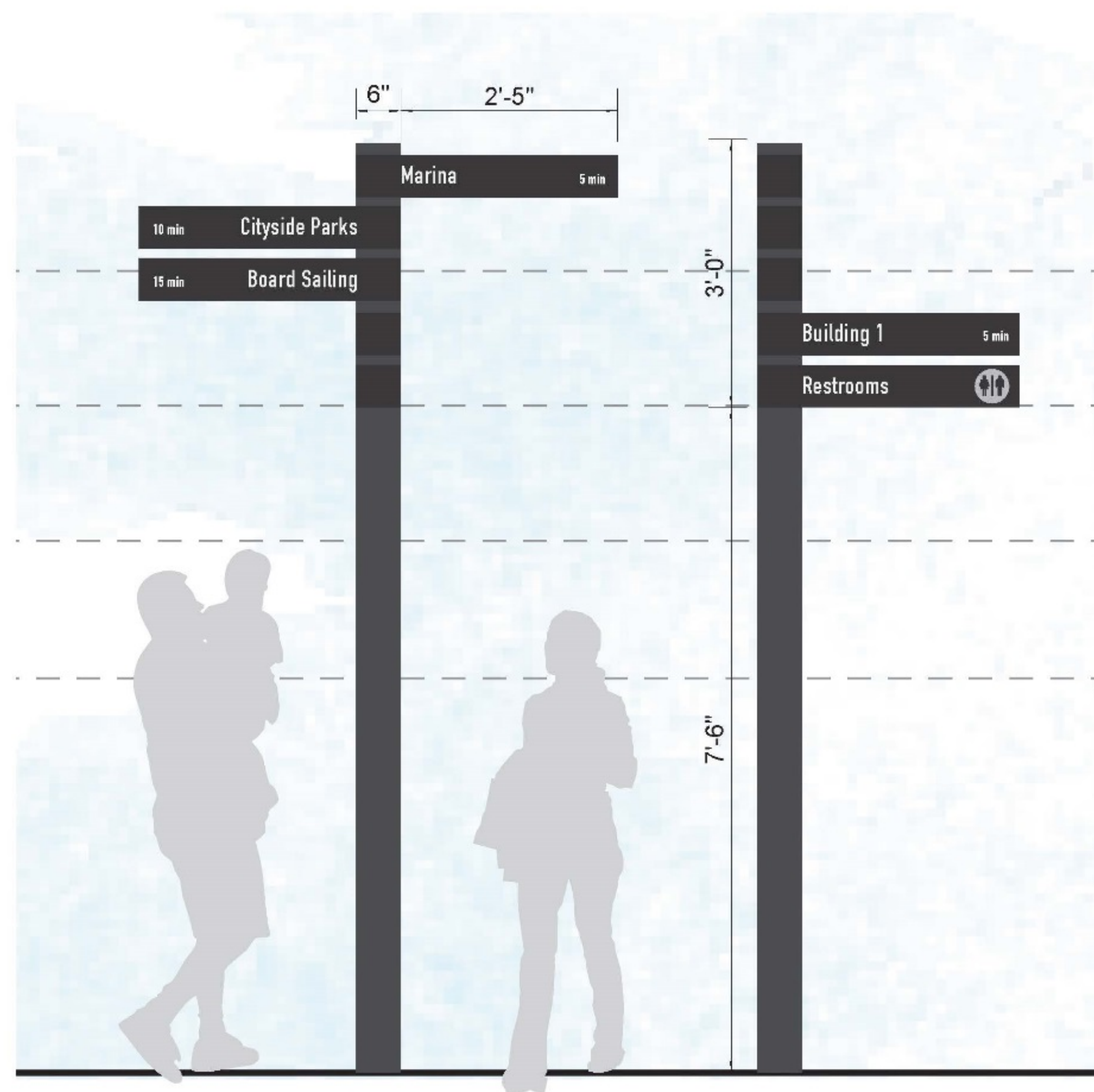


ELEVATION

SCALE: 3/8"=1'

PLAN VIEW

SCALE: 3/8"=1'



ELEVATION

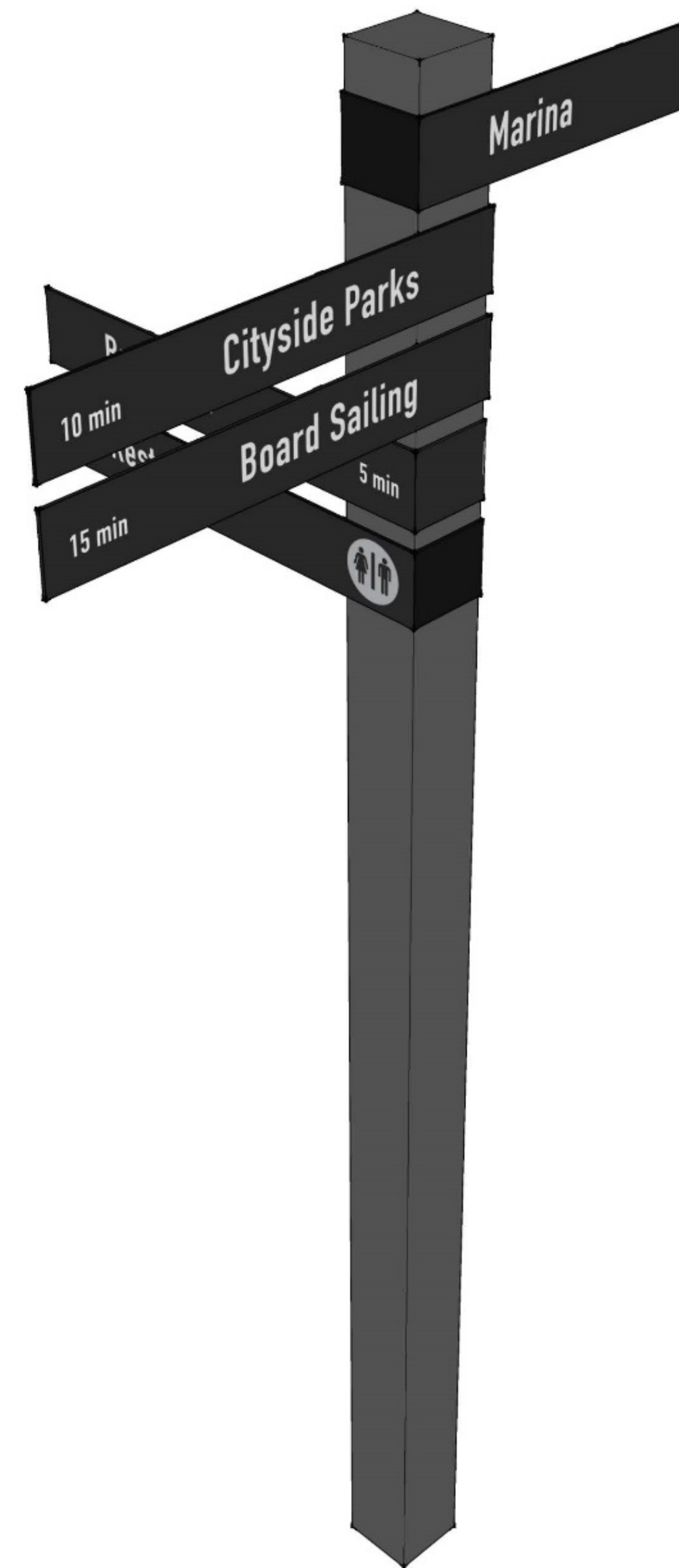
PEDESTRIAN
BLADE DIRECTIONALS
SIDE A

PEDESTRIAN
BLADE DIRECTIONALS
SIDE B

SCALE: 3/8"=1'

PLAN VIEW

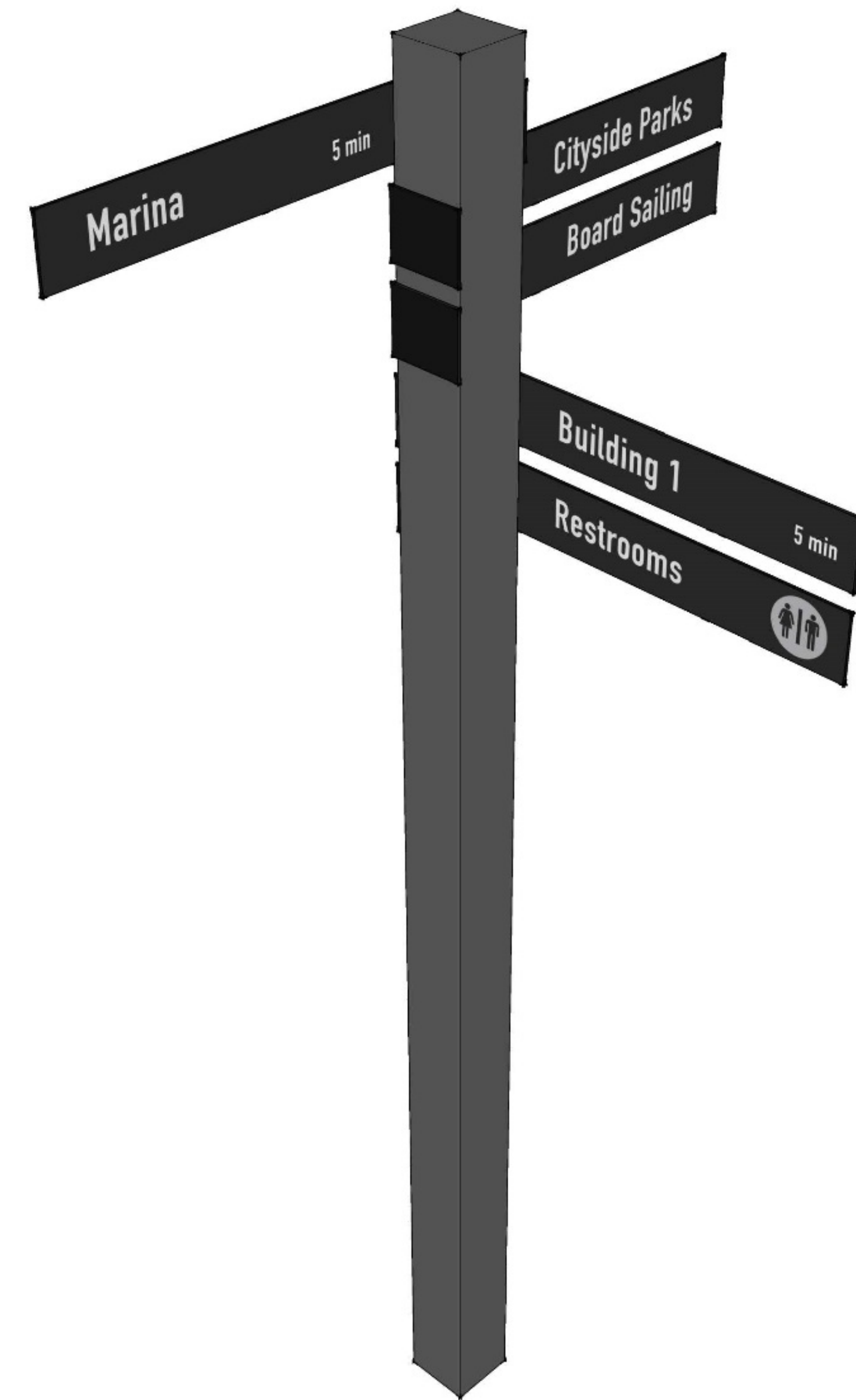
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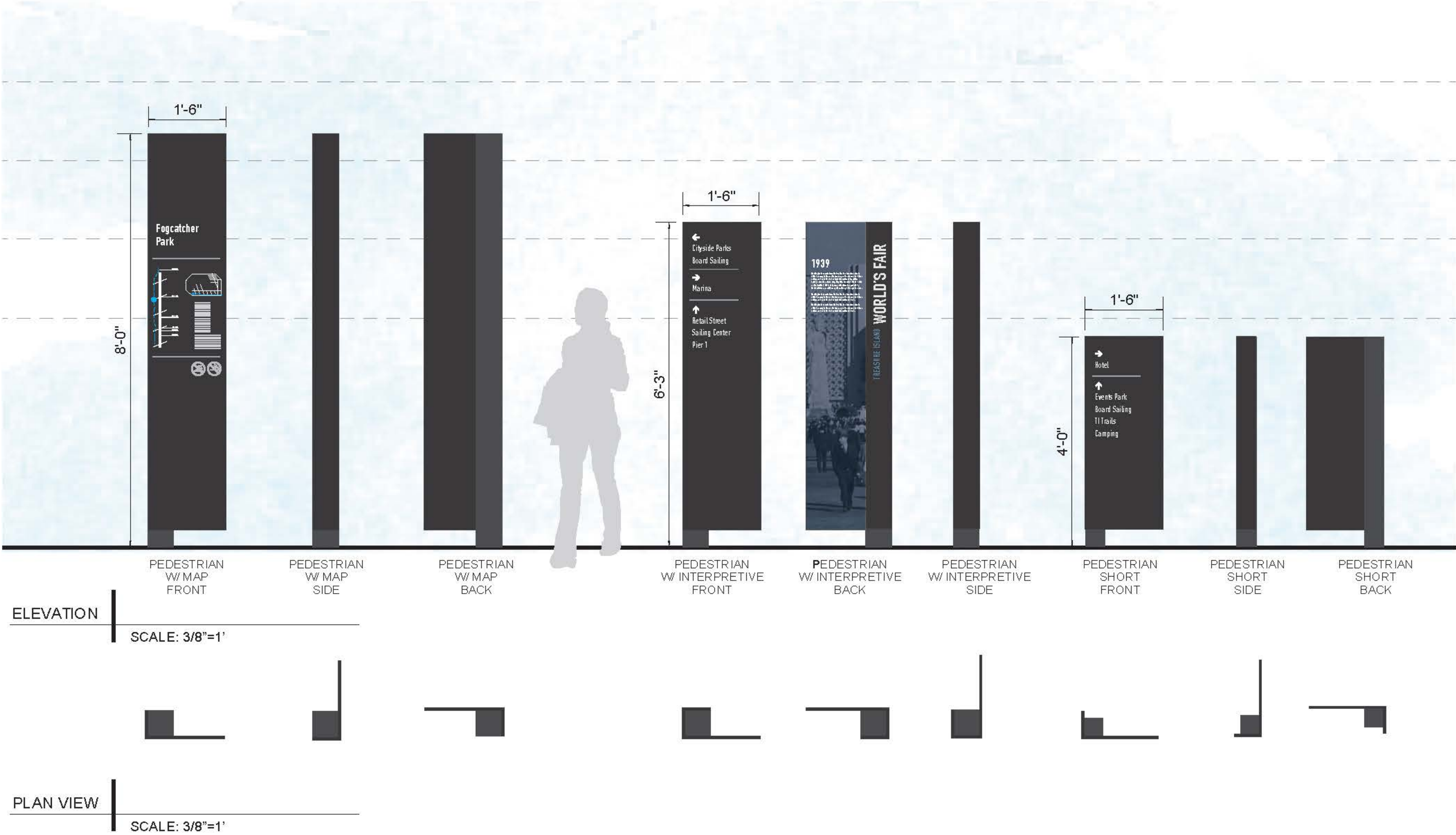
AXON VIEW

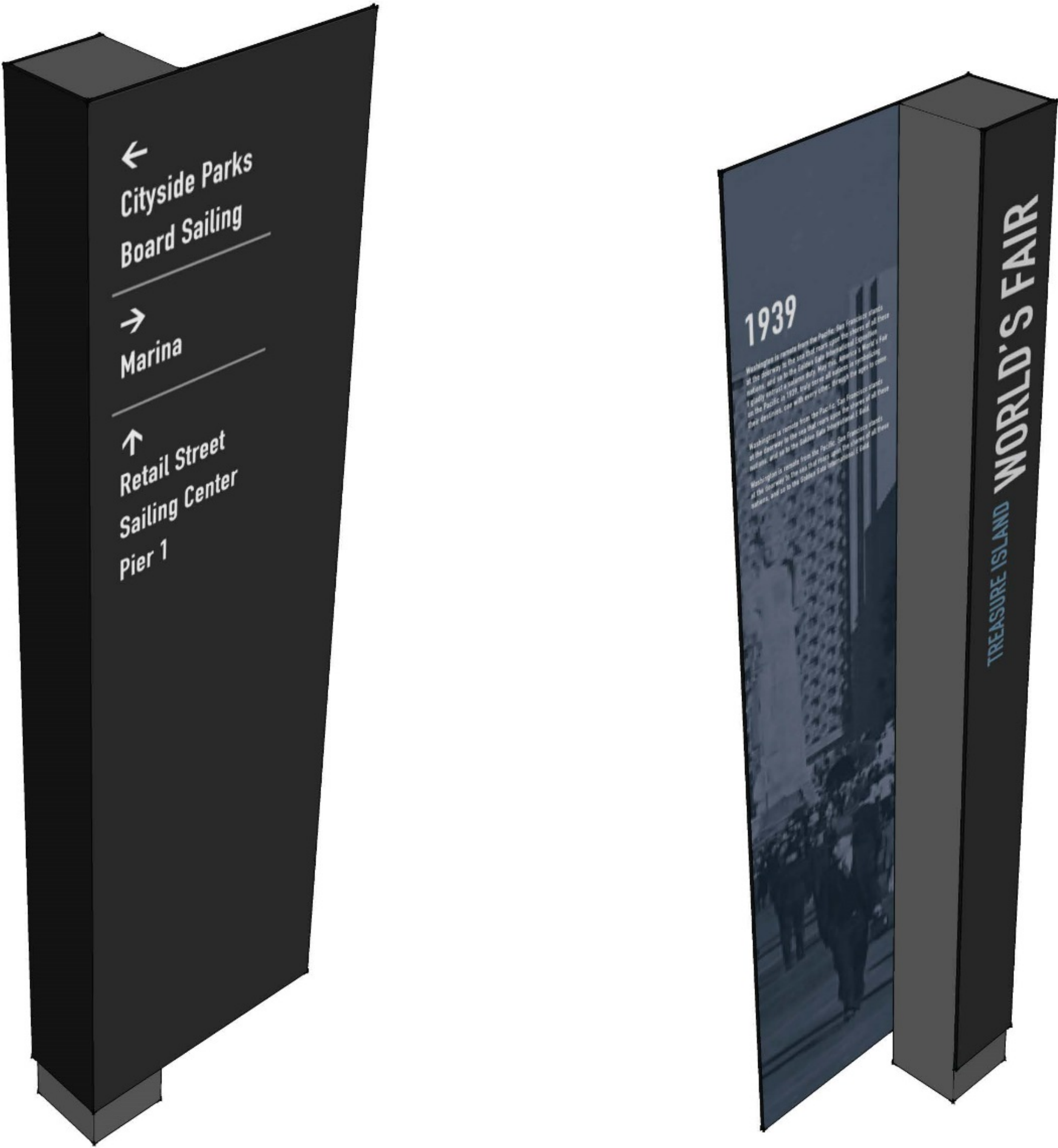
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PEDESTRIAN



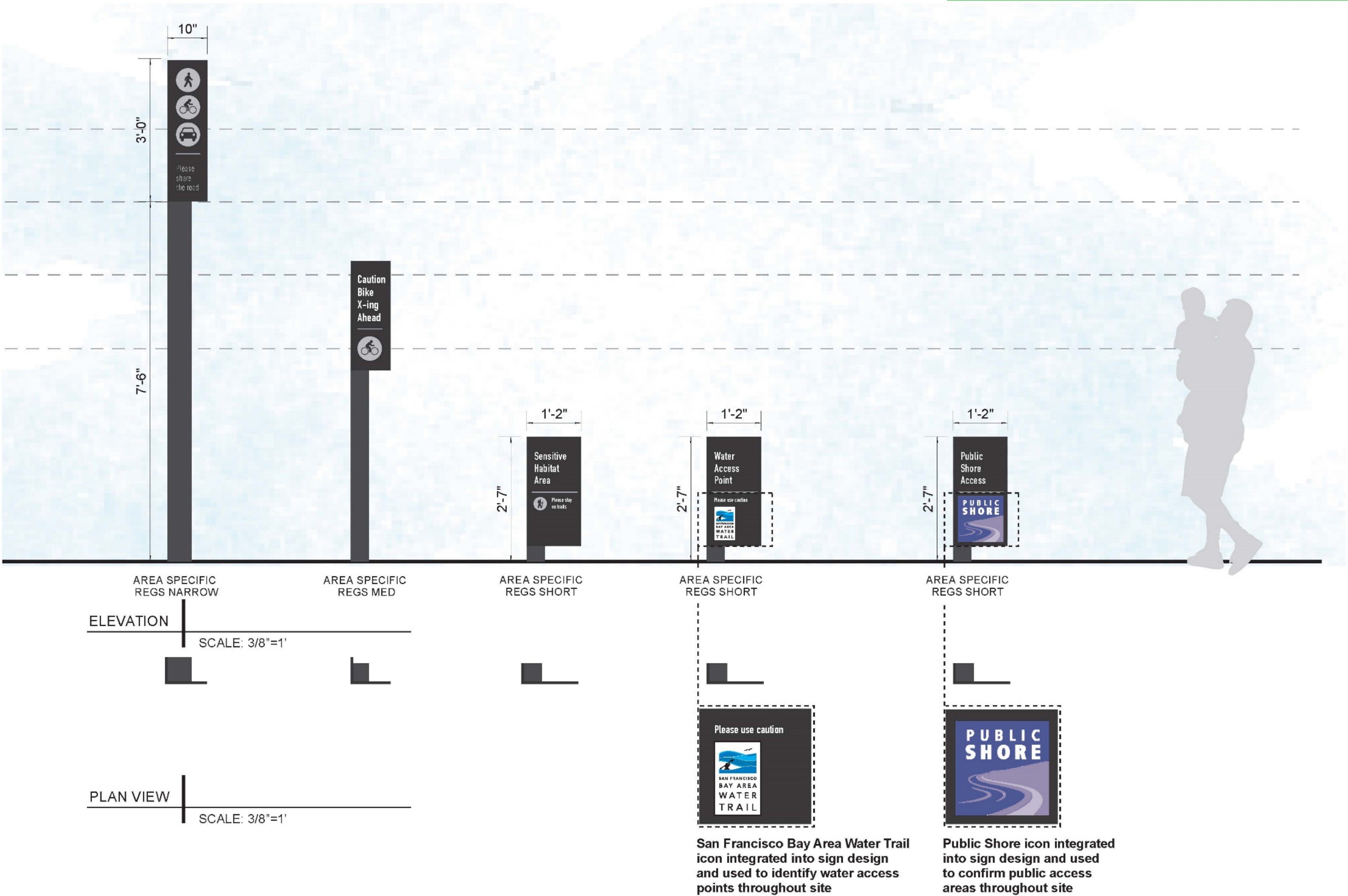
PEDESTRIAN



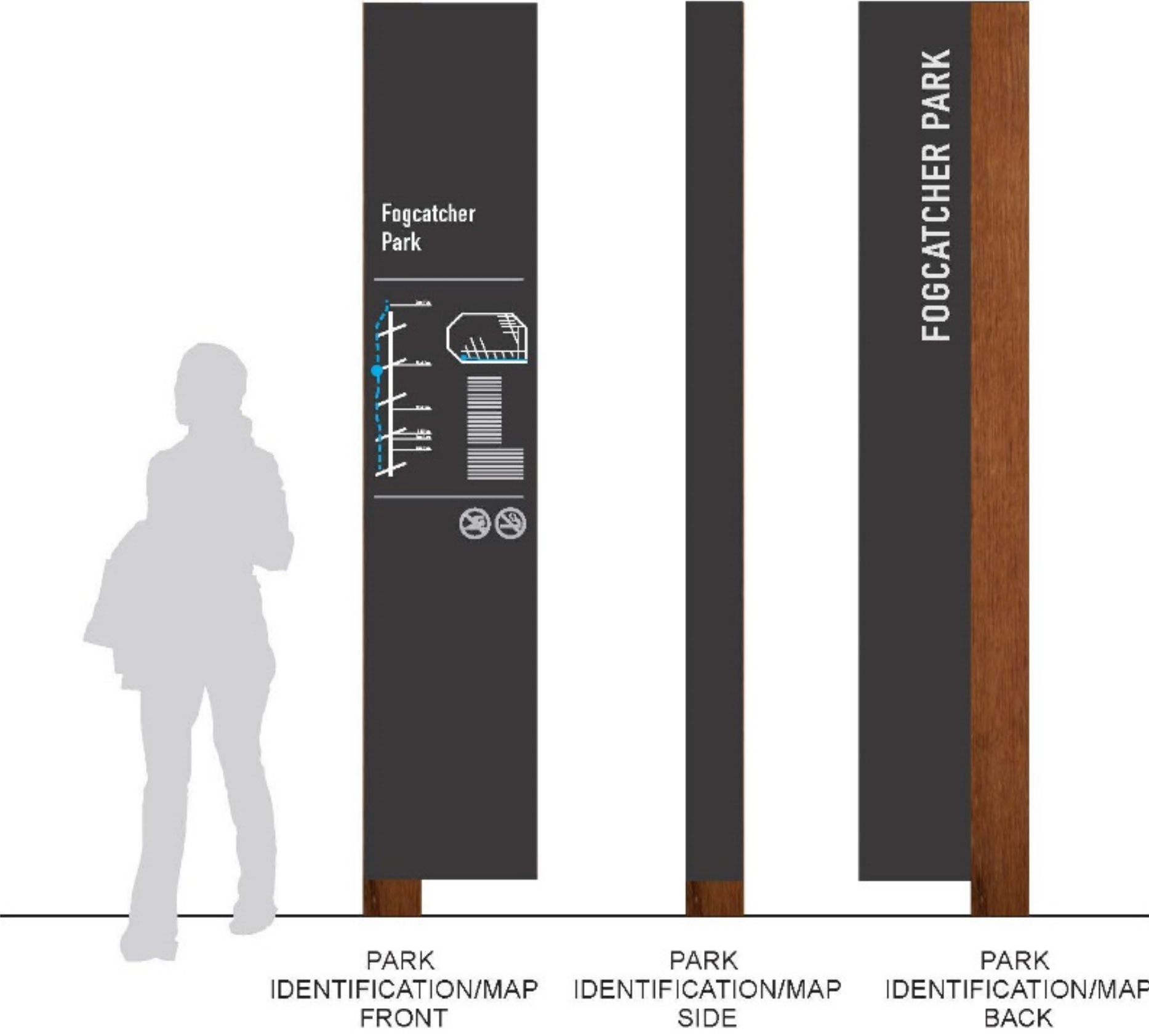


AXON VIEW | SCALE: N/A

PEDESTRIAN



PEDESTRIAN

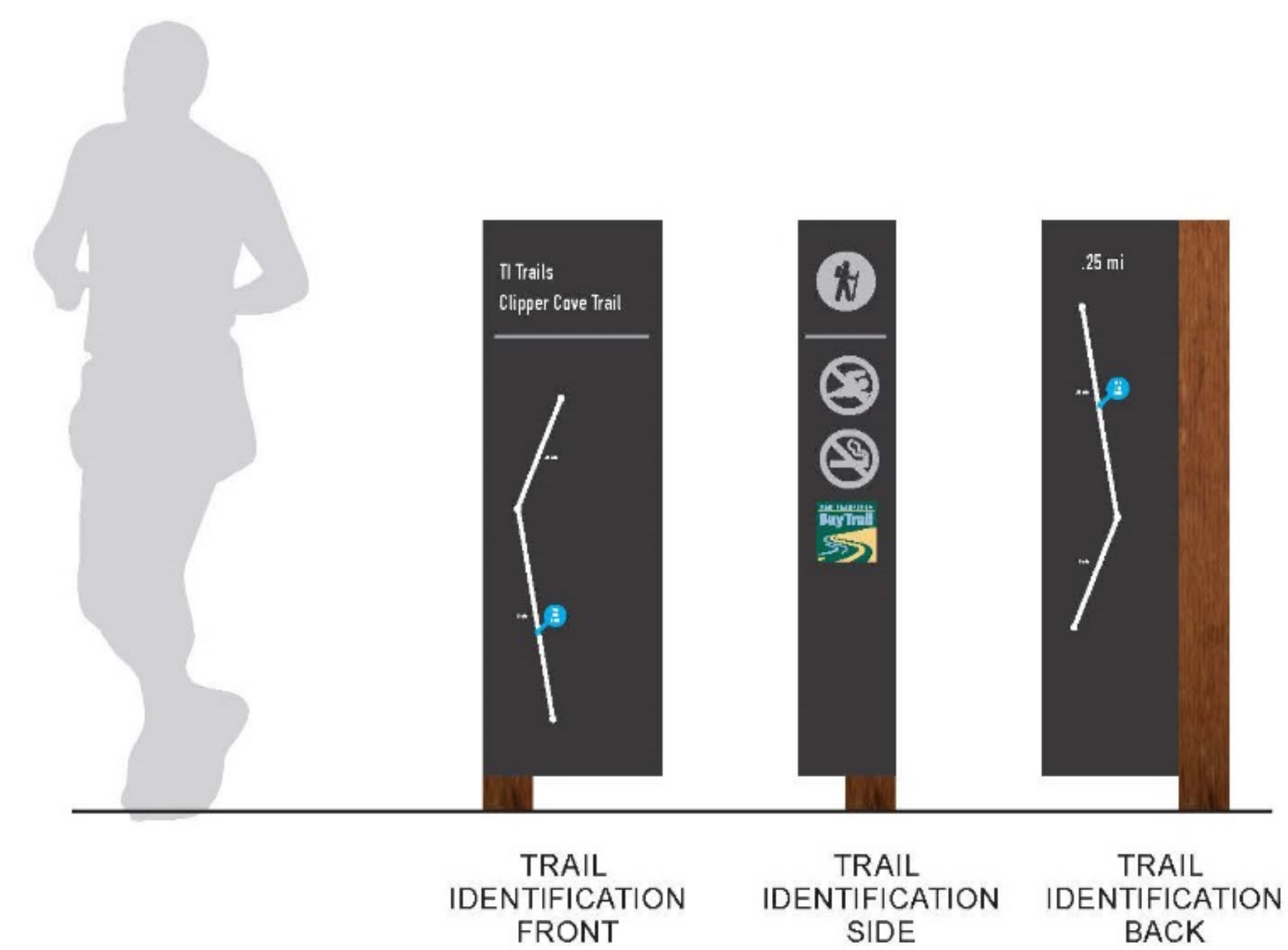


ELEVATION |
SCALE: 3/8"=1'



AXON VIEW |
SCALE: N/A

PEDESTRIAN



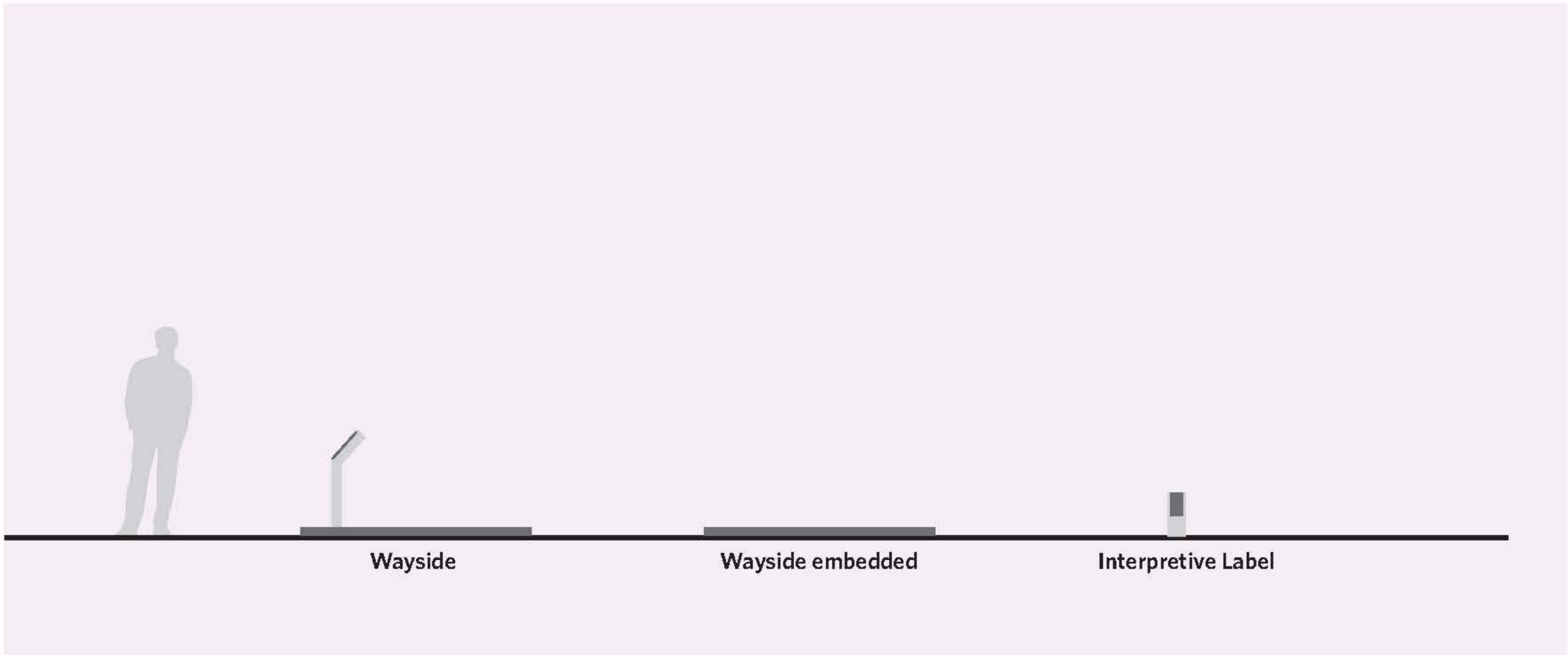
TYPICAL SIGNAGE LOCATIONS

PEDESTRIAN



SIGN TYPES INTERPRETIVE

INTERPRETIVE



INTERPRETIVE SIGNAGE

INTERPRETIVE



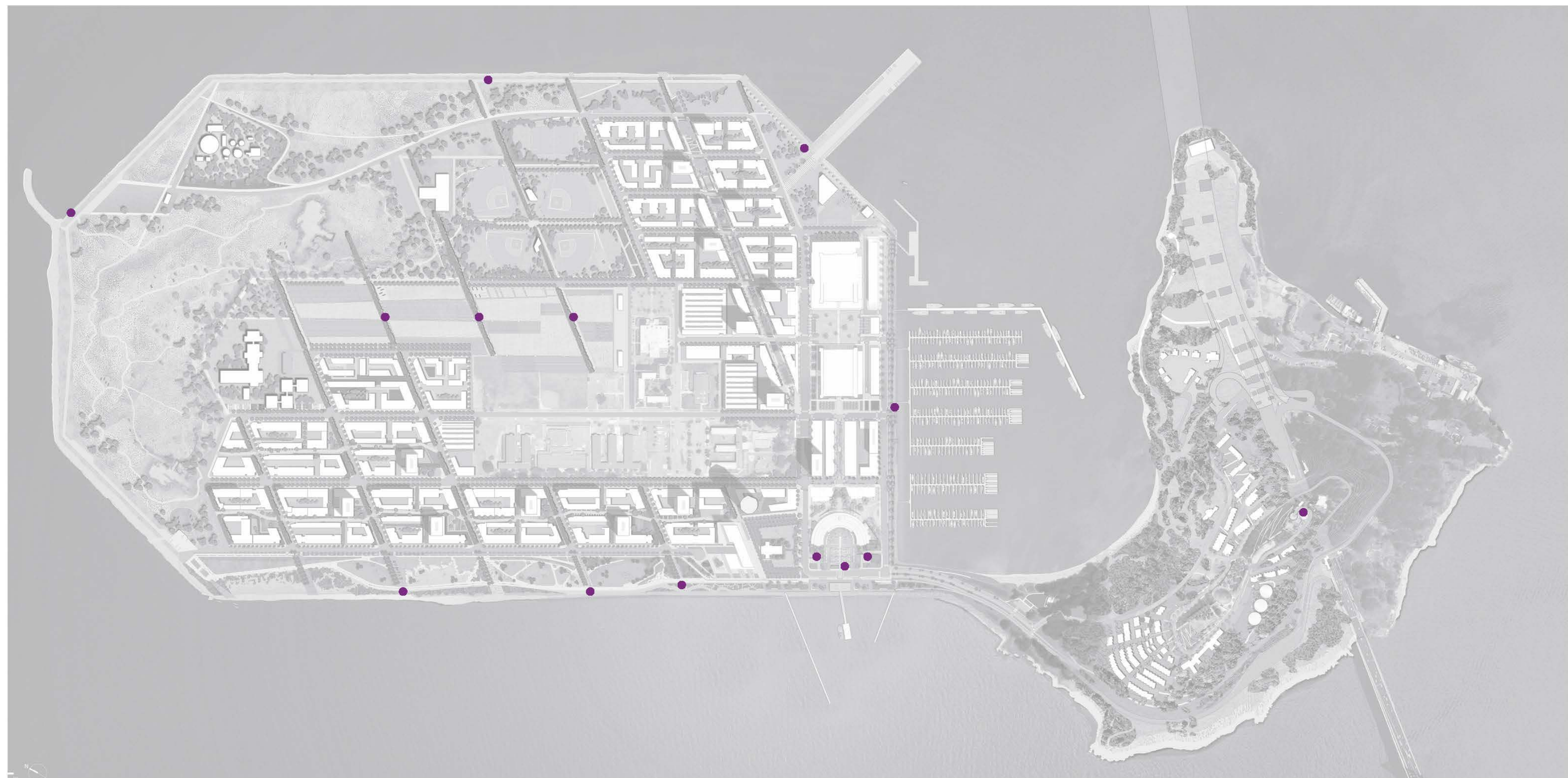
INTERPRETIVE SIGNAGE

INTERPRETIVE



Story Spot

TYPICAL SIGNAGE LOCATIONS



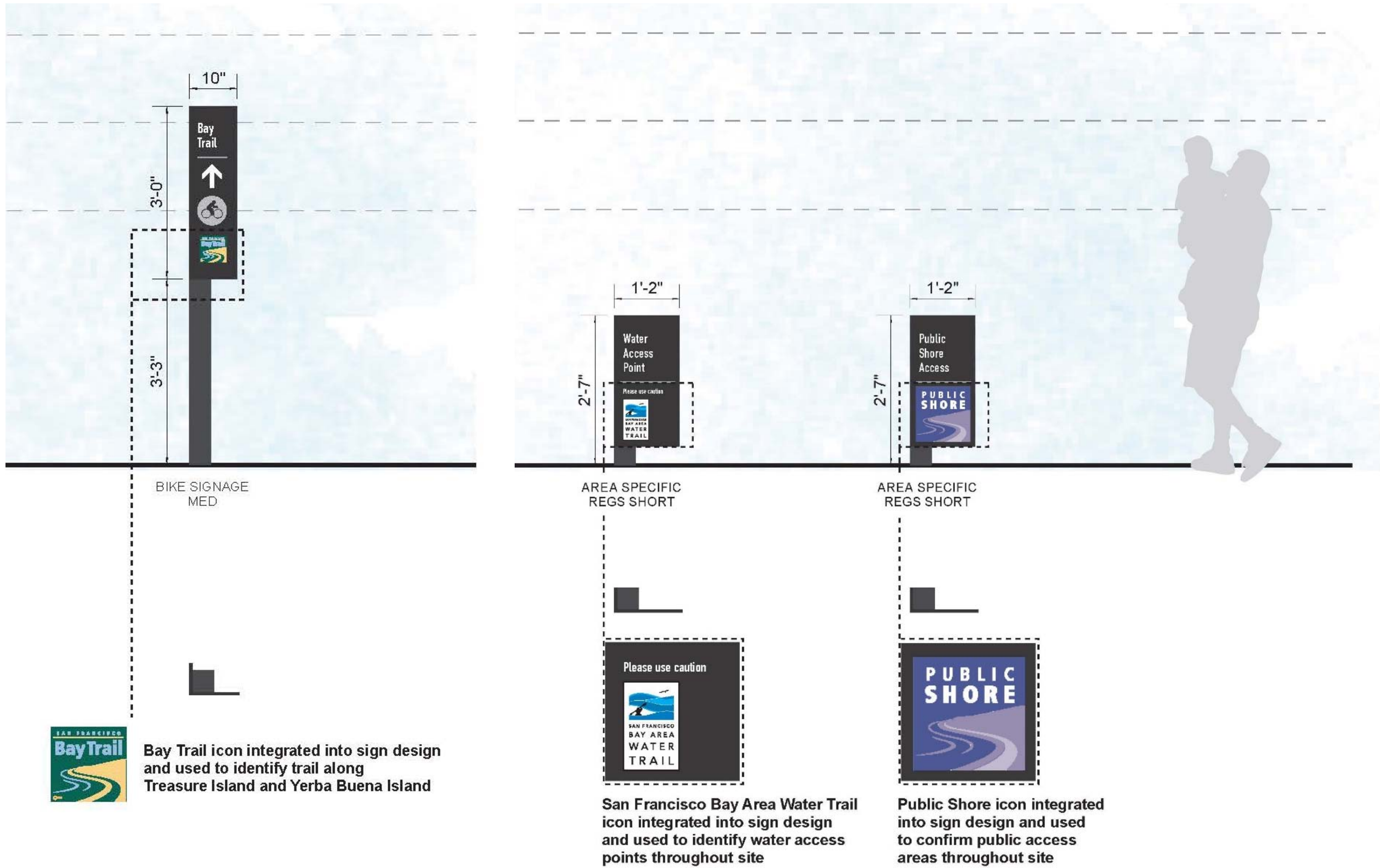
BAY AND SHORE SIGNAGE LOCATIONS



-   Public Shore Signs
-   Bay Trail Signs
-   San Francisco Bay Area Water Trail



BAY AND SHORE SIGNAGE



An aerial photograph of Treasure Island and Yerba Buena Island in San Francisco, overlaid with a semi-transparent blue filter. The map shows the dense urban grid of Treasure Island, the waterway between the islands, and the more developed, curved shoreline of Yerba Buena Island. A white title and subtitle are overlaid on the map.

TREASURE ISLAND/YERBA BUENA ISLAND | 6.05.2015

SIGNAGE MASTER PLAN

SIGNAGE MASTER PLAN CONTENTS

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- CODE COMPLIANCE (INCLUDING SIGN ILLUMINATION), UNIVERSAL DESIGN AND ACCESSIBILITY, REGULATIONS

UNIVERSAL ACCESSIBILITY

- **MEET/EXCEED ADA/SAD/PROWAG, CALIFORNIA TITLE 24 CODES**
- **LARGE, HIGHLY LEGIBLE FONTS**
- **HIGH CONTRAST OF MESSAGE TO BACKGROUND**
- **VISIBLE LINES OF SIGHT**
- **ACCESSIBLE PATHWAYS TO SIGNS**
- **DIRECTORIES AT COMFORTABLE HEIGHT FOR MOBILITY IMPAIRED USERS**
- **NIGHT LIGHTING AT KEY SIGNAGE**
- **INCORPORATE THE USE OF ICONS – EASE OF UNDERSTANDING**



International Symbol of Access
to be used to designate
accessible pathways.

TECHNOLOGY

- TAKE ADVANTAGE OF THE BAY AREA'S CREATIVE TECHNOLOGY HUB
- TI SPECIFIC WAYFINDING APPS
- QR CODES FOR SITE SPECIFIC INFO
- UNOBTRUSIVE INTERVENTIONS
- ADAPTABLE
- SITE SPECIFIC



TI-specific and third-party apps could help with wayfinding and public transportation trip planning.



Interactive touchscreens at map kiosks for wayfinding and trip planning.

SIGNAGE AT NIGHT

- SIGNAGE SHOULD FUNCTION ALL HOURS OF THE DAY AND NIGHT
- DISCREET
- MOST SIGNS LIT THROUGH AMBIENT LIGHT
- MINIMAL INTERNALLY LIT SIGNS
- ‘NIGHT SKIES’ USED IN MOST PLACES TO MINIMIZE LIGHT POLLUTION



SHARED PUBLIC WAY

- ROADWAY OPEN TO PEDESTRIANS, CYCLISTS AND MOTORISTS
- PUBLIC SPACE – WELCOME VISITORS, BUT BE RESPECTFUL TO NEIGHBORS
- “PROCEED WITH CAUTION” AND “SHARE THE ROAD”

