



TREASURE ISLAND/YERBA BUENA ISLAND

6.05.2015

# **SIGNAGE MASTER PLAN**

**Prepared for Treasure Island Development Authority**

ONE AVENUE OF PALMS, SUITE 241  
SAN FRANCISCO, CA 94130

**Submitted by**



**Prepared by**

HUNT DESIGN

**CMG**

CONGER MOSS GUILLARD  
landscape architecture

# **SIGNAGE MASTER PLAN**





# ACKNOWLEDGMENT

## 1. Design Team

- HUNT DESIGN
- CMG LANDSCAPE ARCHITECTURE
- AECOM LANDSCAPE ARCHITECTURE
- ANDREA COCHRAN LANDSCAPE ARCHITECTURE
- HOOD DESIGN
- OFFICE OF CHERYL BARTON

## 2. City Agencies

- TREASURE ISLAND DEVELOPMENT AUTHORITY (TIDA)
- TREASURE ISLAND/YERBA BUENA ISLAND CITIZENS' ADVISORY BOARD (CAB)
- SAN FRANCISCO ARTS COMMISSION (SFAC)
- SAN FRANCISCO BAY CONSERVATION AND DEVELOPMENT COMMISSION (BCDC)
- ASSOCIATION OF BAY AREA GOVERNMENTS (ABAG)
- MUNICIPAL TRANSPORTATION AGENCY (MTA)
- METROPOLITAN TRANSIT COMMISSION (MTC)
- ALAMEDA-CONTRA COSTA TRANSIT (AC TRANSIT)
- SF WATER EMERGENCY TRANSPORTATION AUTHORITY (WETA)
- DEPARTMENT OF PUBLIC WORKS (DPW)
- MAYOR'S OFFICE OF DISABILITY (MOD)
- SAN FRANCISCO PLANNING DEPARTMENT (SFPD)
- TREASURE ISLAND MOBILITY AND MANAGEMENT AUTHORITY (TIMMA)
- SAN FRANCISCO FIRE DEPARTMENT (SFFD)
- SF PUBLIC UTILITIES COMMISSION (SFPUC)

## 3. Project Master Developer

- TREASURE ISLAND COMMUNITY DEVELOPMENT (TICD)



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## **1. Introduction**

A. GOALS AND OBJECTIVES

B. WAYFINDING STRATEGY

C. DESIGN CONSIDERATIONS

# 1 INTRODUCTION

## INTRODUCTION

As part of the master plan for Treasure Island and Yerba Buena Island, this comprehensive plan for signage has been prepared to set standards and guidelines for signage elements in the project areas. The many signs and graphics have been planned and designed to communicate with visitors and residents alike to facilitate orientation and wayfinding. Signs are a major visitor interface in any city district and at Treasure Island will reflect both the area's and the developers' image. Each sign is Treasure Island's 'voice' and as such is an opportunity to speak with clarity while expressing the areas values and image. The Signage Master Plan addresses signage for all public streets and other property that will be publicly owned on both Treasure Island and Yerba Buena Island. The creation and submittal of this document fulfills the obligations set forth in the Design Review and Document Approval Procedure (DRDAP), which is part of the Disposition and Development Agreement (DDA), executed by the Treasure Island Development Authority (TIDA) and the developer, Treasure Island Community Development (TICD). This document complies and complements the designs set forth in the Design for Development document approved by the City of San Francisco on June 28<sup>th</sup>, 2011 and the Streetscape Master Plan.

The Signage Master Plan furthers place-making and identity-building for Treasure Island. The Signage Master Plan is a conceptual document that provides signage program for the public open spaces on Treasure Island and Yerba Buena Island and general recommendations for the design, scale, location, and content of signage within the developed areas. This document includes designs for identification signage for public spaces, motorist signs (excluding standard roadway signs which are part of the infrastructure plans), bicycle navigation signs, pedestrian and wayfinding signs, and interpretive/educational signage elements.

## BENEFITS OF THE SIGNAGE MASTER PLAN

The many elements of the sign plan combine to provide these substantial benefits for visitors and residents:

- Sense of welcome and arrival
- Statement of identity
- More effective vehicular and pedestrian wayfinding
- Efficient visitor circulation to all areas
- Effective presentation of visitor destinations and activity choices
- Continuity with Master Plan design elements
- Synergy with the City of San Francisco





## SIGNAGE MASTER PLAN GOALS AND OBJECTIVES

### 1. Create a sustainable signage program

- Develop a signage framework that supports the use of public transportation, bicycles, and walking as primary modes of access, therefore fostering a car-free lifestyle
- Encourage the use of durable, long-lasting materials, respecting the natural environment of The Bay
- Allow for flexibility in the signage design accommodating information updates in the future

### 2. Develop a sign network usable by all

- Encourage visitors and residents to explore the island's amenities
- Consider specifications that will ensure the program to be understood by a wide range of user groups, modes of access, and those with disabilities
- Provide clearly legible signs that are simple and easy to understand
- Recommend a 24-hour strategy for the signage program, allowing for maximum use of outdoor public open spaces

### 3. Foster a timeless signage strategy

- Select simple materials, colors, and graphics that will endure the test of time
- Propose functional signage forms that will not block views, detract or distract from the natural and built environment of the islands
- Explore digital signage information opportunities to keep the Treasure and Yerba Buena Island redevelopment on the forefront of design and innovation

### 4. Celebrate the unique identity of an Island community (not a campus)

- Develop a “family” of signs that will maintain clear cohesion throughout the island, while allowing for “special sign moments” at key locations to provide diversity and interest
- Integrate the signage program with typical San Francisco municipal signs, to feel like a San Francisco neighborhood
- Vary signage materials to express the life balance on Treasure Island and Yerba Buena Island—one that combines the best of urban and rural experiences
- Express a relaxed pace of life through simplicity of color and naturally inspired materials



## WAYFINDING STRATEGY

Five key components comprise the Treasure Island and Yerba Buena Island wayfinding and signage strategy:

1. Identifying island Destinations
2. Understanding Circulation
3. Determining Signage Locations
4. Developing a Hierarchy
5. Creating a Signage Vocabulary

### 1. IDENTIFYING ISLAND DESTINATIONS

Parks and open spaces, buildings, and special districts have been identified as “destinations” to clearly locate signage and wayfinding moments for motorists, bicyclists and pedestrians.

**Parks and Open Space:** The Treasure Island and Yerba Buena Island Redevelopment will encompass over 300 acres of parks and open spaces—undoubtedly, these will become key destinations for residents and visitors alike. Helping people to understand how to get from one space to the next is a key aspect of the signage program. The diagram on the following page illustrates the key open space destinations, which vary from a wide range of programmatic uses from barbecuing at the Cityside Waterfront Park, to hiking on the trails at the Wilds or Yerba Buena Island, or launching your kayak at the Northeast Water Access jetty. Not only will identifying these amenities be important, but also informative for clarifying the rules and regulations of each space, while guiding or providing “wayfinding” cues for direction around the islands (See Figure 1.1).

**Buildings and Districts:** The redevelopment of Treasure Island celebrates the past by preserving and restoring Historic Buildings One, Two and Three situated in the heart of the “Island Core” District. The plans also embrace the future with a new suite of building programs including retail, community facilities, hotel and residential facilities. Other existing on-island building resources, such as the Job Corps and school, will continue to provide important amenities to the community and need clear directional signage to prevent unnecessary driving through the residential communities (See Figure 1.2).









FIGURE 1.1  
Parks and Open Spaces Destination Diagram



FIGURE 1.2  
Building and Districts Destination Diagram



## 2. UNDERSTANDING CIRCULATION

Treasure Island and Yerba Buena Island both benefit from a rich multi-modal transportation network. Identifying how and where visitors and residents will access and navigate the islands clarifies the best locations for wayfinding elements.

**Public Transportation:** The use of public transportation by visitors, residents, and workers is essential to the sustainability vision, economic opportunity, and quality of life on Treasure Island and Yerba Buena Islands. The Inter-modal Hub at the Treasure Island Core connects all regional, off-island, transportation services (buses and ferries) to local shuttles, bicycle facilities and pedestrian routes. Clear signage at this key moment is paramount to a successful public transportation system (See Figure 2.1).

**Vehicle Access:** The sustainable transportation system on Treasure Island and Yerba Buena Islands promotes pedestrian and bicycle mobility, provides strong public transit connections, and de-emphasizes vehicle use. All island streets accommodate vehicles, but within design parameters that emphasize use by pedestrians and cyclists, regardless of the amount of traffic they may carry. Primary avenues, California Avenue and Avenue C, serve as arrival and primary circulation routes, and connect local streets. Lots and garages are planned throughout the network to encourage visitors arriving by car to park once and circulate the islands on foot, bicycle, and shuttles. Intuitively locating signage at key decision points for motorists will discourage excessive driving throughout the neighborhood streets (See Figure 2.2).

**Bicycle Circulation:** A system of separated Class 1 cycle tracks, Class 2 bike lanes, and shared bike routes fully covers both islands and provides access through neighborhoods and open spaces, with a range of options and experiences for cyclists of all types. Treasure Island and Yerba Buena Island are linked by both dedicated bike lanes and a mixed (pedestrian/bike) path, which continue onto the Bay Bridge access to the East Bay. Clearly signing the transitions between the bike paths is important for bicyclist safety as well as the pedestrians and vehicles that also use the public spaces (See Figure 2.3).

**Pedestrian Circulation:** The islands' various blocks, neighborhoods, parks and other public spaces are connected by a diverse network of pedestrian routes, with primary routes leading from the Island Core and the Intermodal Transit Hub out to the neighborhoods and parks beyond. These critical routes include the Eastside Commons and the Shared Public Way, which is a pedestrian-oriented City street. Secondary routes along the islands' neighborhood streets, through parks and development blocks enable pedestrians to explore and link to regional open spaces on both islands. The Bay Trail encircles the entire waterfront edge of Treasure Island and provides important regional connections beyond via Yerba Buena Island. Public Shoreline access and San Francisco Bay Area Water Trail access points are identified along the Bay Trail and will be signed so they are clearly visible to the public. Wayfinding and interpretive signage along these key pedestrian routes will create a highly functional and rich public realm experience (See Figure 2.4).



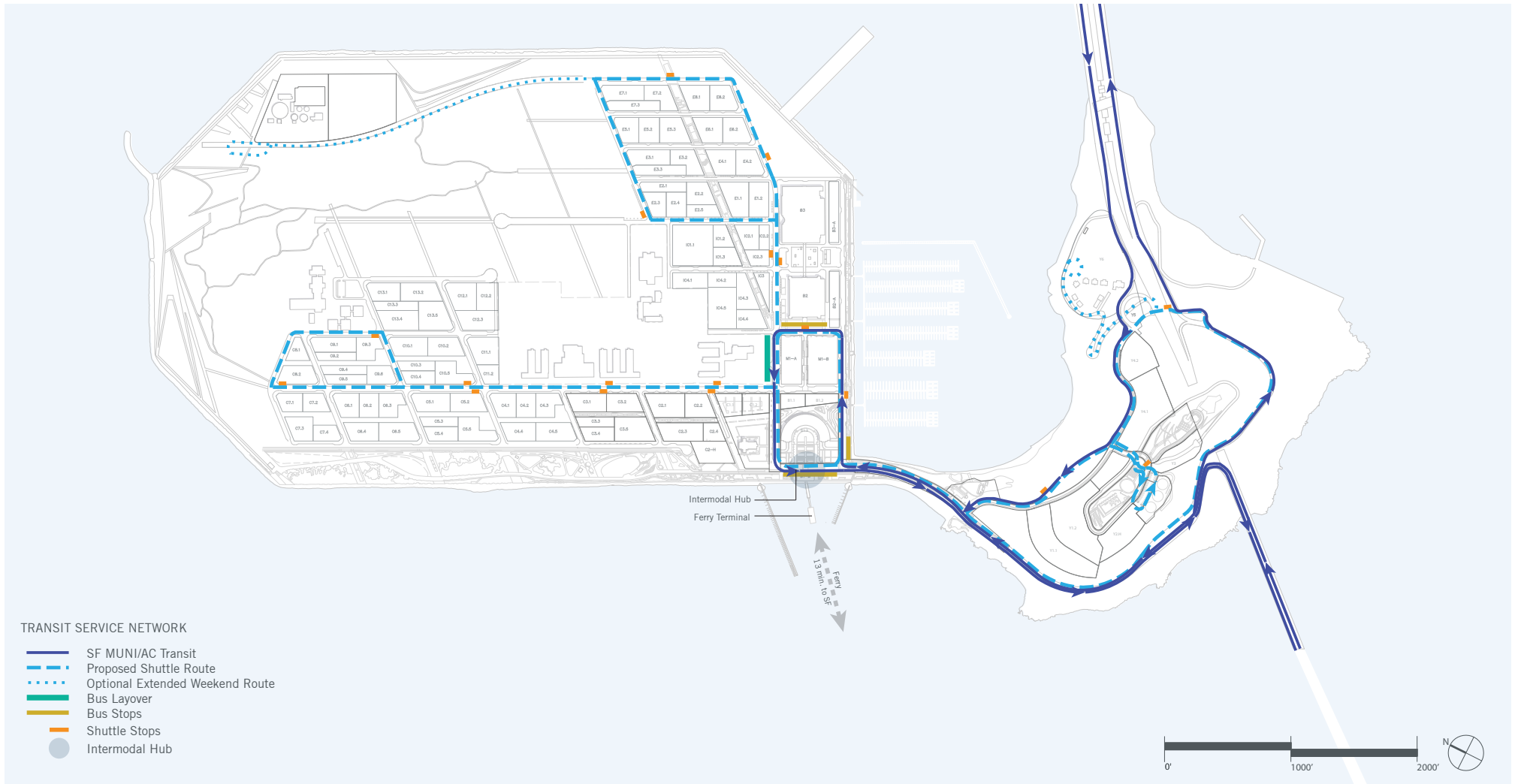


FIGURE 2.1  
Public Transportation Circulation Diagram

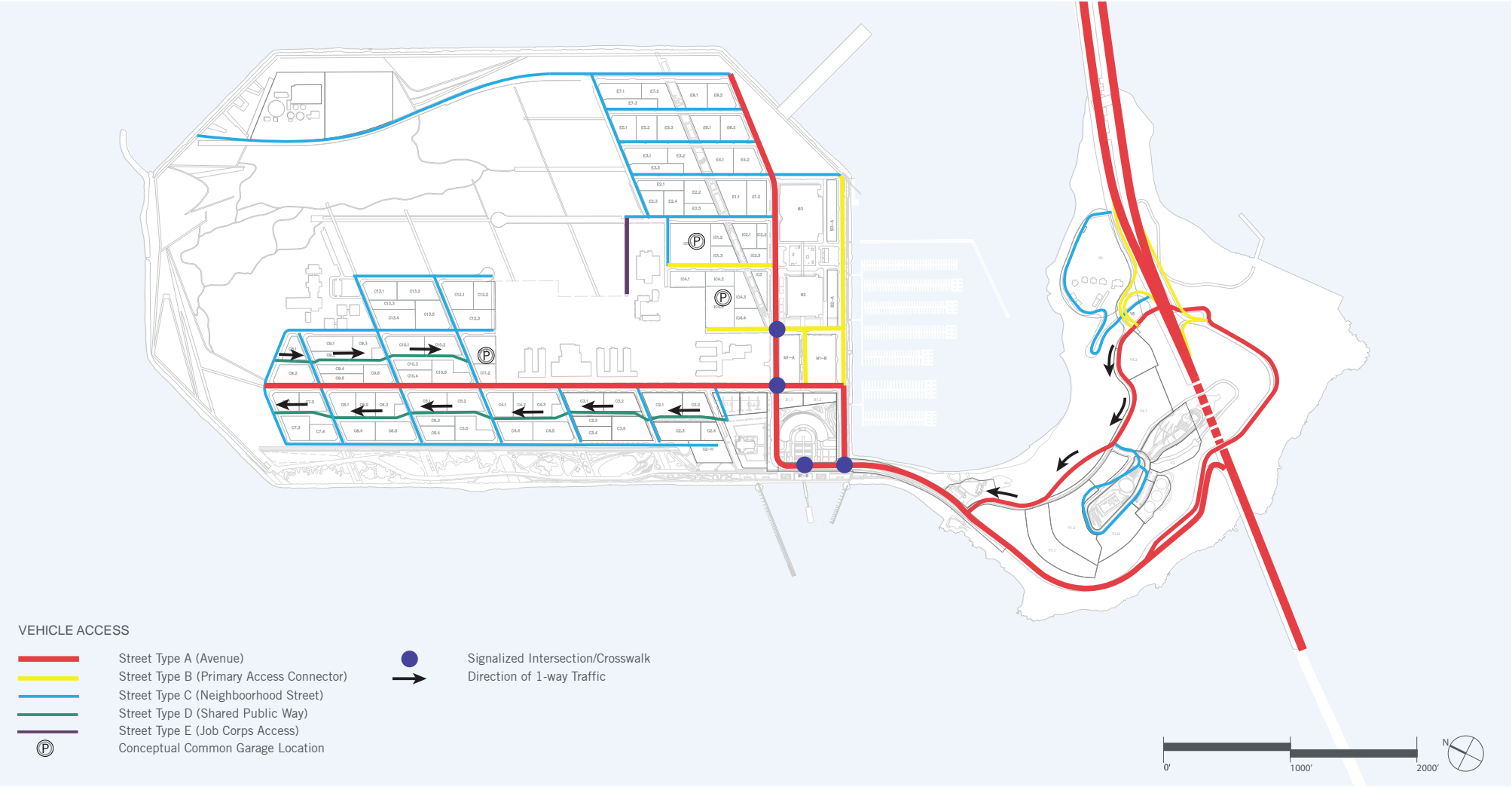


FIGURE 2.2  
Vehicle Circulation Diagram

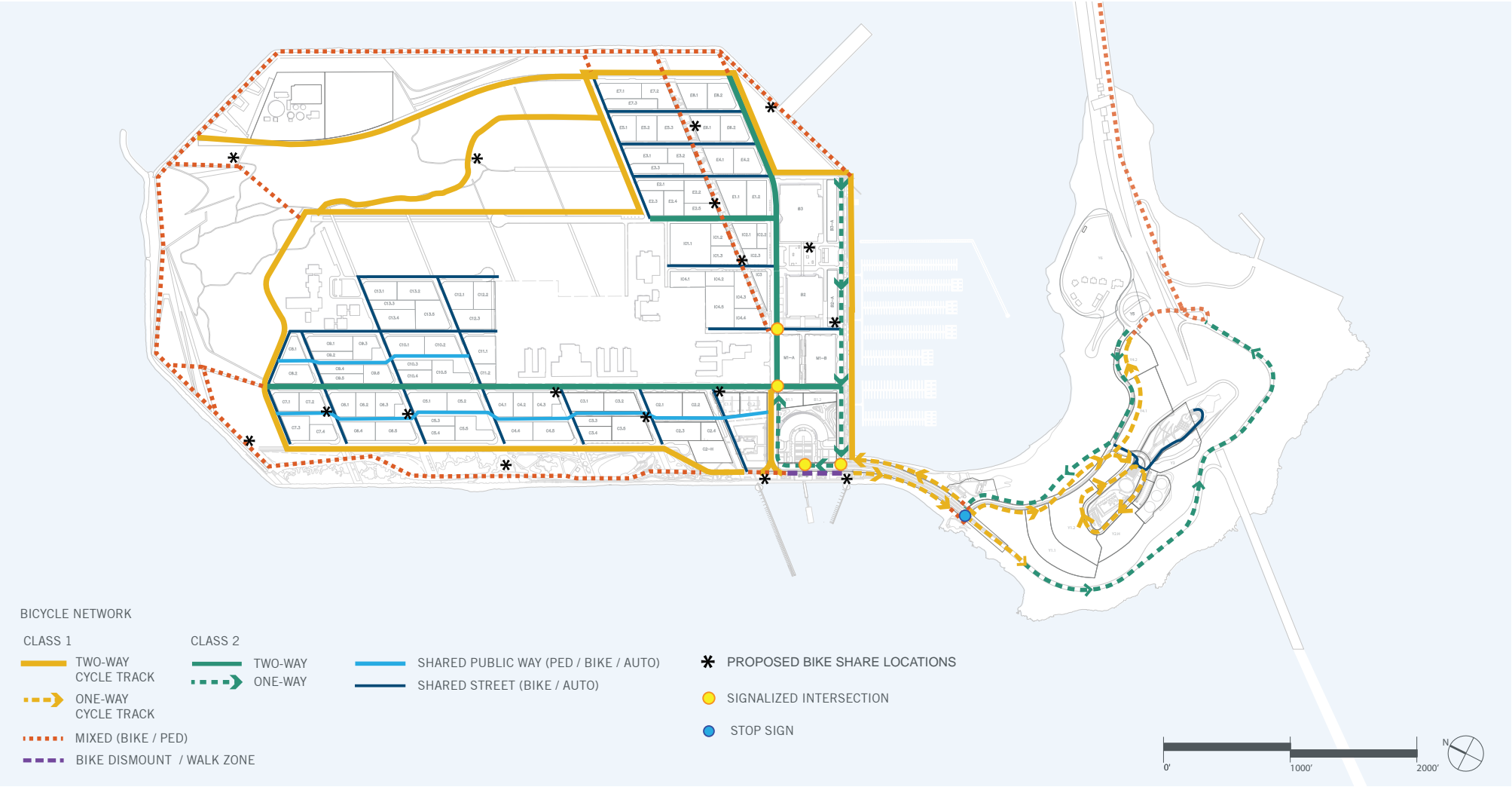


FIGURE 2.3  
Bike Circulation Diagram





### 3. DETERMINING SIGNAGE LOCATIONS

Equally important to making signs visible to the user is the way the signs are placed and integrated into the environment. Everywhere possible they should be understated and their natural surroundings and context should take precedent.

Treasure Island is another neighborhood within San Francisco, and wants to feel as such—not like a new development or “campus”. This is reinforced by whenever possible using the same kinds of municipal sign we would see in other typical San Francisco neighborhoods. Typical signage will be included in the infrastructure sub-phase application.

**Identification Signs:** The general strategy of the wayfinding program is to provide direction and clarity at key locations and avoid over-signing the site. Each key building or park location will include a custom designed identification sign near the entrance that will serve as the “special moments” within the signage program. The design of these elements will relate to the context and specific program of each area. Parking identification will typically occur on motorist signs or will be attached to the building structure.

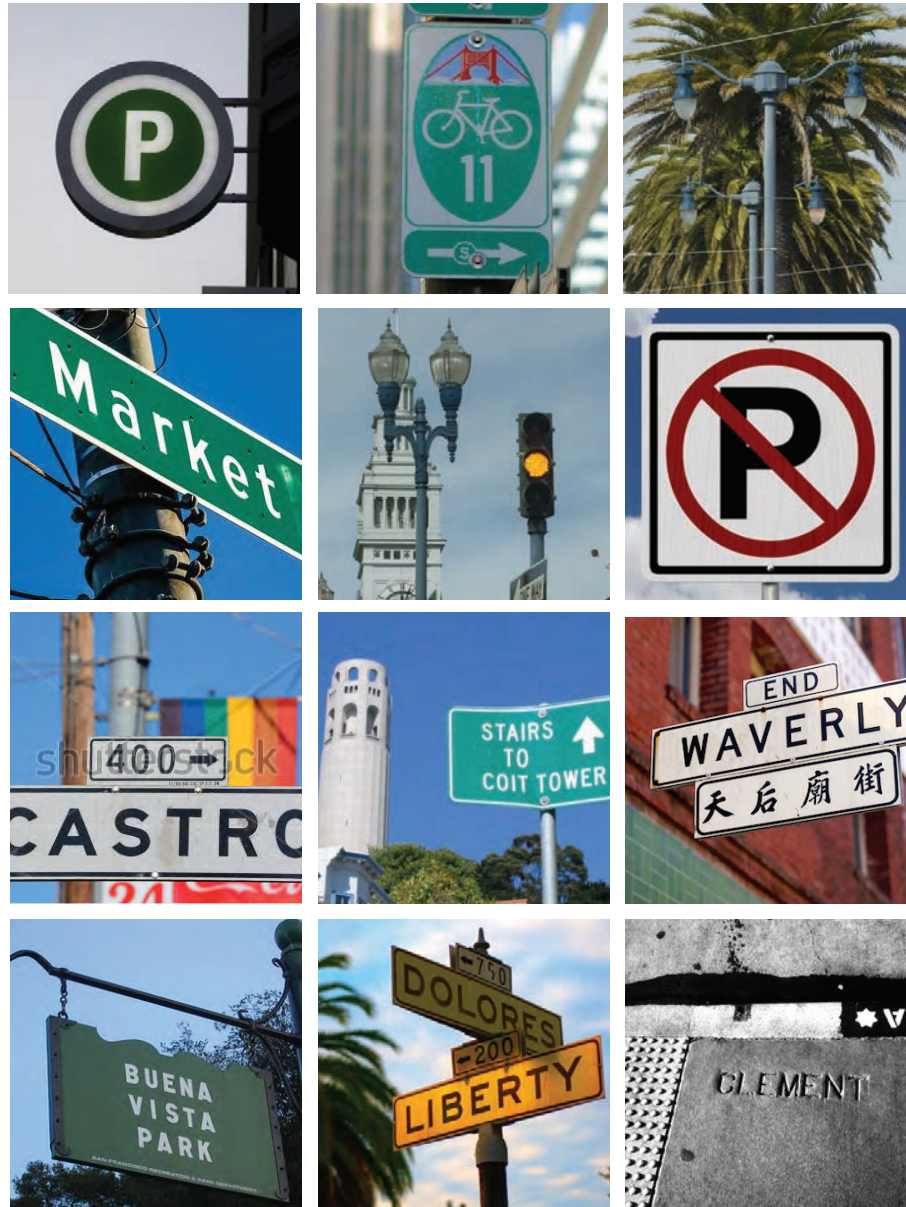
**Motorist Signs:** To direct motorists easily on and off the island, and to the most direct path to parking facilities, it is essential to provide clear directional motorist signs at decision points. Drivers with disabilities will need to be guided to parking lots adjacent to open spaces and destinations. Water sport visitors will need similar destination-specific signage. A system of directional signs will be provided to clearly direct vehicles to those destinations around the islands. As noted in the project introduction, typical traffic-control roadway signage such as speed limits and stop signs will be included in the Infrastructure Plans to be submitted and reviewed by the City in the Sub-Phase Application.

**Bicycle Signs:** To support the extensive bike network on Treasure and Yerba Buena Islands, signage specifically focused on bike circulation is a critical component of the signage program. Clear direction and rules and regulations shall be provided to direct bicyclists on different types of bike paths, explain the rules and regulations of the bike facility, and clearly and safely notify bicyclists of special conditions such as a “bike dismount zone”. Bicycle signage will be located at the beginning and end of a particular

bike path condition and at the beginning of each bike path type, the rules of the “zone” shall be clearly signed for safety of the riders and those surrounding pedestrians and motorists.

**Pedestrian Signs:** A variety of sign types will be located in the public realm to assist pedestrians with wayfinding, announce arrival at a destination, convey the rules and regulations of each space, and provide information such as distance or context. Pedestrian signs are selectively located as to avoid overwhelming the user experience, but will be provided at key locations such as entrances or exits, or special areas that warrant the conveyance of specific information at that site. For example, a special use sign may occur at a barbeque area, storm water wetland, or picnic zone.

**Interpretive Signs:** Treasure Island and Yerba Buena Island have a rich history and exciting future that visitors will unquestionably enjoy learning about. Interpretive signs will be located selectively at key moments throughout the islands to educate the public on the environment, culture, history, sustainable strategies, and future development. Although there is an abundance of information available to share, creatively and thoughtfully integrating this information into the design of the open spaces is essential.





#### 4. DEVELOPING A HIERARCHY

For clarity, the plan is organized into five categories of signs: Identification, Motorist, Bicycle, Pedestrian and Interpretive. Organizing the signs in this way allows for easier location planning, message sequencing and ultimately, simpler procurement and implementation.

**Identification**—Signs that identify the site, internal destinations and amenities such as parking.

**Motorist**—Signs to direct and inform drivers around the site and to parking facilities.

**Bicycle**—Signs specific to the guidance and rules and regulations regarding bike facilities.

**Pedestrian**—Signs to direct and inform pedestrians around the site, including regulatory information.

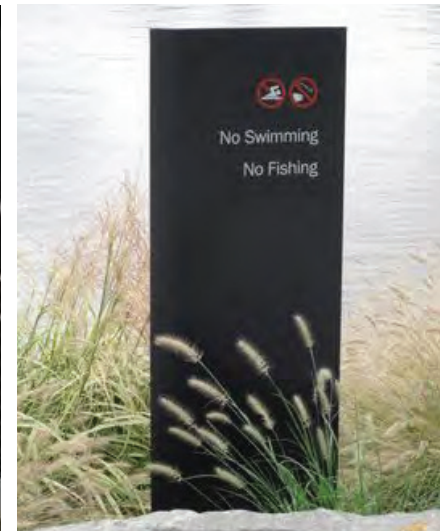
**Interpretive**—Signs and other elements to provide historical, cultural and other information to tell the Islands' many stories.



## 5. CREATING A SIGNAGE VOCABULARY

The logic behind the signage design is simple and clear—each sign maintains a consistent, structural element, with a flexible, interchangeable sign panel. Maintaining structural integrity and durability from urban life and the elements are the basis of sustainable signage design. The font shall be understated and legible—to be viewed at a distance.

A monochromatic color scheme ensures a timeless element that neither conflicts nor distracts from the stunning natural and built environment. Color accents may be incorporated as appropriate to highlight important informational elements of the sign, and images may be used to remember history, tell a story, or celebrate the innovation of the new redevelopment. The materials shall be durable, but also may connect to the past or surroundings by referencing historical events on the island, such as the World's Fair or Naval Base, or iconic present day inspirations like the Golden Gate or Bay Bridges. For example, by using metal or concrete, the signs will endure the test of time and also reflect the materials of both bridges visible to the island destination.



## DESIGN CONSIDERATIONS

### ACCESSIBILITY

Treasure Island is planned to be an ideal fully accessible environment to the extent possible. All signs and related elements on Treasure Island will be planned and designed to meet or exceed all current standards and guidelines defined by ADA/SAD and California Title 24. Although there are few official guidelines for exterior signs (accessible path-of-travel being one of the few actual requirements), all signage elements will be designed to commonly understood “universal design” standards:

- Large, highly legible fonts
- High contrast of message to background
- Location of sign messages within acceptable lines-of-sight
- Directories and maps at comfortable use height for mobility-impaired users
- Signs located in hard-surfaces for access by wheelchair-bound users
- Simple, understandable message writing

In addition the principles of universal design will be applied wherever appropriate. Special care will be given to communication tools for vision-impaired—font sizes, contrast, etc. For the mobility-impaired, message placement on signs will a prime consideration. Multiple languages could also be included on signage elements to address an audience for whom English is not the first language.



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

### Signage at Night

It is important that signage elements function effectively at all hours of the day and night, especially signs for drivers. However, the recreational/natural character of the island should not be disturbed by too many illuminated signs. While most signage elements will be lit only by ambient light, some signs will have illumination:

- All vehicular signs will feature retro-reflective letters and icons, as required by both FHWA and the city Department of Transportation. This unique technology reflects light from headlights back towards the driver, but the sign is ‘dark’ when no vehicles are present.
- Main identification signs on building and at parks may have soft lighting from remote fixtures.
- Certain signs in the retail/entertainment areas may have internally illuminated signs.

In all cases, ‘night skies’ best practices will be standard to minimize light pollution.



## TECHNOLOGY

Treasure Island will be built in the nation's hot bed of creative technology—nowhere else in the US can match the density of innovative companies and institutions seen in the San Francisco Bay area. And, the creative individuals that drive this regional innovation will be the future residents and visitors of Treasure Island. To that end, all communication tools, both physical and virtual should reflect the latest technologies. Such tech media might include:

- QR or other connections that link users to websites and third-party apps.
- Passive linked wayfinding that automatically loads to mobile devices.
- Development of TI-specific apps for wayfinding, interpretation, events, shopping, dining and other activities.

However, because of the island's character of parks, natural environment, hiking and cycling, hi-tech intervention should be unobtrusive—there when you want it, but nearly invisible otherwise.



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.



## **2. Design Palette**

A. DESIGN INSPIRATION

B. MATERIALS AND COLORS

C. PRECEDENT INSPIRATION

D. TYPOGRAPHY

E. SYMBOLS AND ICONS

# DESIGN INSPIRATION

## DESIGN APPROACH AND INSPIRATION

Each of the types of signs in the program has been designed to visually integrate with the overall design approach of Treasure Island and Yerba Buena Island. A limited set of materials, type fonts and colors have been selected to complement the landscape, hardscape, and other Master Plan design elements. Each sign element, from the smallest regulatory sign to the major entrance pieces reflects the design philosophy of the Master Plan. The signage celebrates equally the urban and idyllic elements of the Master Plan, welcoming visitors into a high-quality pedestrian and bike friendly realm. As sustainability is one of the goals of the signage master plan, clear vehicular wayfinding will help direct motorists to the nearest parking areas so that they can get out of their cars and enjoy the island. The island is a premier destination for cyclists and pedestrians and the signage is designed to help them get around safely and confidently.

The signage for Treasure Island and Yerba Buena Island is influenced by the past and future of the site. Such influences include the 1939 World's Fair, the construction of both the Bay Bridge and Golden Gate Bridge, its military use, the landscape and views from the island, and its current state of being re-imagined as a sustainable, multi-modal development. The signage is contemporary, yet draws material inspiration from the past. The design direction is minimal and understated; not distracting from views nor obtrusive to the residents.





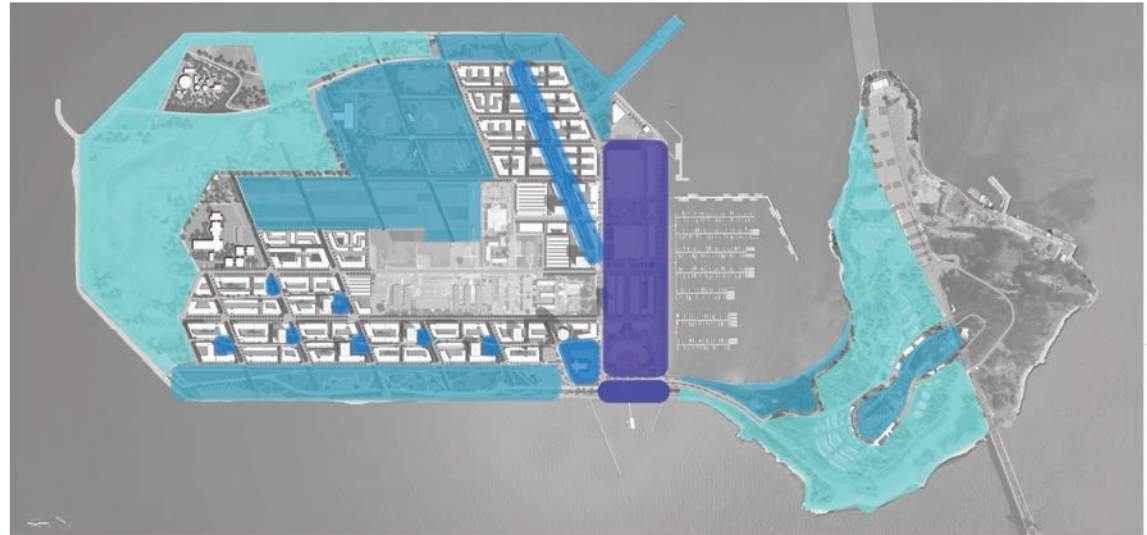
# MATERIALS & COLORS

## MATERIALS

The signage design 'language' has been inspired by unique the urban/rustic 'personality' expressed in the overall master plan. Islands by their very nature suggest indigenous aquatic materials. Weather adds a patina and scarcity forces efficiency. It is not as polished as urban alternatives. While the message panels' design aesthetics (color, font, details, etc.) are common to all areas of Treasure Island and Yerba Buena Island, the supporting sign posts vary. The easterly more urban areas features signs with painted metal posts and the westerly, more rustic zones will have signs with wood posts.

## COLORS

The color palette reflects its local settings—land, sea, beach. The colors are relatively neutral so that the type can be reversed out legibly. Blue tones could be used to define and brand the retail district.



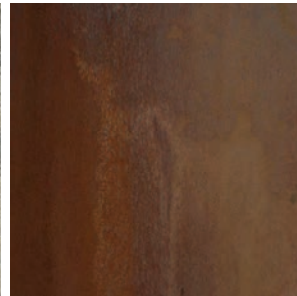
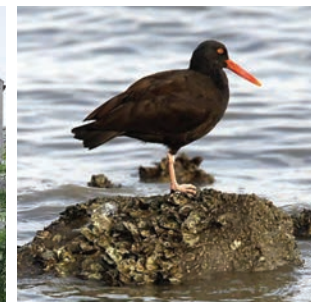
Urban

Rural

Materiality changes based on surrounding context.



### Material Palette



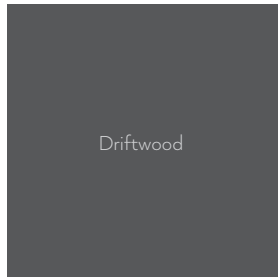
Weathered and  
Stained Concrete

Corten Steel

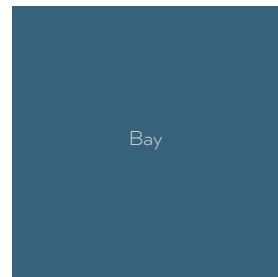
Weathered Wood

Oyster Shell  
Concrete

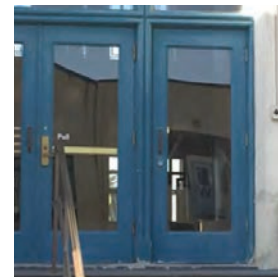
### Color Palette



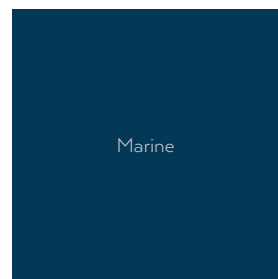
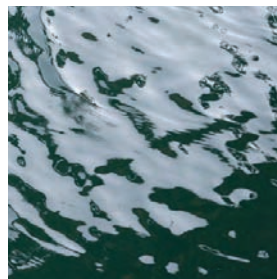
Driftwood



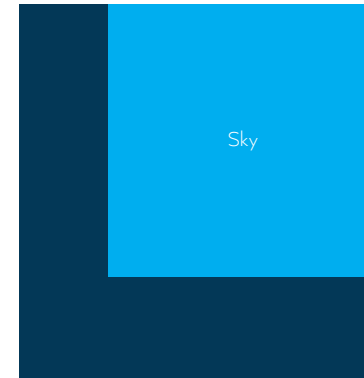
Bay



Lagoon

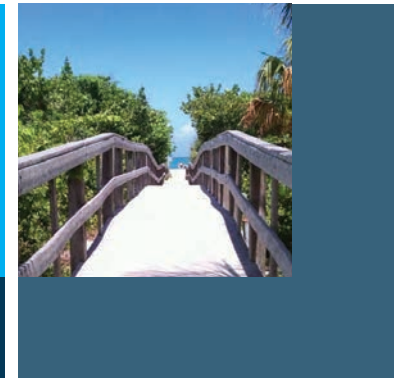


Marine

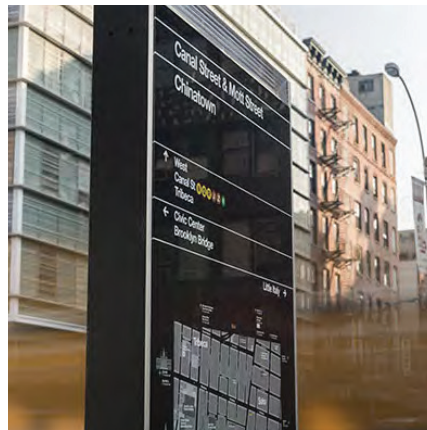


Accent Color

Sky

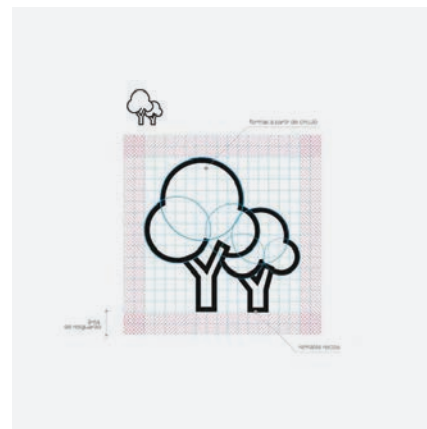


# PRECEDENT INSPIRATION





# PRECEDENT INSPIRATION





# TYPOGRAPHY

All site signs are to be composed with two type font families: DIN Condensed and Interstate Condensed. DIN Condensed Bold is the predominant font family. All vehicular wayfinding signage should use Interstate Regular Condensed, which has increased legibility when driving.

**Conceptual guidelines only for typography, actual font subject to change.**

## FO NTS

Yuerba Buena Island  
TREASURE ISLAND

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()

DIN Condensed Bold

Treasure Island  
Yuerba Buena Island  
TREASURE ISLAND

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()

DIN Condensed Regular

Treasure Island  
Yuerba Buena Island  
TREASURE ISLAND

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()

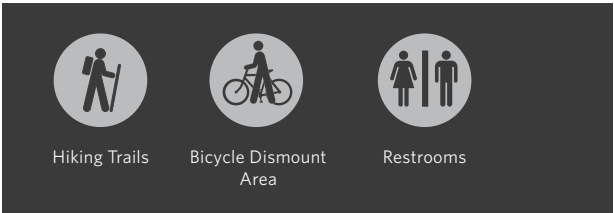
Interstate Regular Condensed

# SYMBOLS AND ICONS

The use of symbols is a non-verbal language to quickly communicate information about services, activities, attractions, and prohibited activities. Signage should use the approved Society for Experiential Graphic Design (SEGD) universal symbols for recreation shown on this page, although not all recreation symbols shown will be used for this site. Based on the specific users and needs of the site, symbols such as Bicycle Dismount Area have been developed for Treasure Island. In most cases, the universal symbols should be used and new icons should not be developed without consultation of the design team.

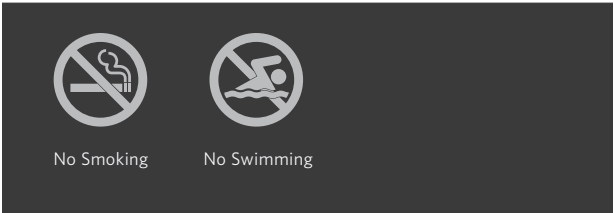
The amenities icons (“DO”) should appear on signage as a dark grey figure within a light grey circle. Any regulatory icons (“DON’T”) should be light grey figures on a dark grey field. ADA restroom icons located near restroom entrances should be white figures on a dark grey background (or dark grey on white) for increased legibility.

## AMENITIES ICONS



Examples shown for reference only.

## REGULATORY ICONS



Examples shown for reference only.



YOU ARE HERE used on all map wayfinding



SEGD universal symbols for recreation. For general reference only.

## DIRECTIONAL ARROWS





### **3. Sign Types**

A. IDENTIFICATION

B. MOTORIST

C. BICYCLE

D. PEDESTRIAN

E. INTERPRETIVE

# SIGN TYPES

## SIGN PLAN OVERVIEW

For clarity, the plan is organized into five categories of signs. Organizing the signs in this way allows for easier location planning, message sequencing and ultimately, simpler procurement and implementation.

**Identification Signs:** These signs will identify the site as well as internal destinations. The general strategy of the wayfinding program is to provide direction and clarity at key locations and avoid over-signing the site. Each key building or park location will include a custom designed identification sign near the entrance that will serve as the “special moments” within the signage program. The design of these elements will relate to the context and specific program of each area. Parking identification will typically occur on motorist signs or will be attached to the building structure.

**Motorist Signs:** To direct motorists easily on and off the island, and to the most direct path to parking facilities, it is essential to provide clear directional motorist signs at decision points. Drivers with disabilities will need to be guided to parking lots adjacent to open spaces and destinations. Water sport visitors will need similar destination-specific signage. A system of directional signs will be provided to clearly direct vehicles to those destinations around the islands. As noted in the project introduction, typical traffic-control roadway signage such as speed limits and stop signs will be included in the Infrastructure Plans to be submitted and reviewed by the City in the Sub-Phase Application.

**Bicycle Signs:** To support the extensive bike network on Treasure and Yerba Buena Islands, signage specifically focused on bike circulation is a critical component of the signage program. Clear direction and rules and regulations shall be provided to direct bicyclists on different types of bike paths, explain the rules and regulations of the bike facility, and clearly and safely notify bicyclists of special conditions such as a “bike dismount zone”. Bicycle signage will be located at the beginning and end of a particular bike path condition and at the beginning of each bike path type, the rules of the “zone” shall be clearly signed for safety of the riders and those surrounding pedestrians and motorists.

**Pedestrian Signs:** A variety of sign types will be located in the public realm to assist pedestrians with wayfinding, announce arrival at a destination, convey the rules and regulations of each space, and provide information such as distance or context. Pedestrian signs are selectively located as to avoid overwhelming the user experience, but will be provided at key locations such as entrances or exits, or special areas that warrant the conveyance of specific information at that site. For example, a special use sign may occur at a barbeque area, storm water wetland, or picnic zone.

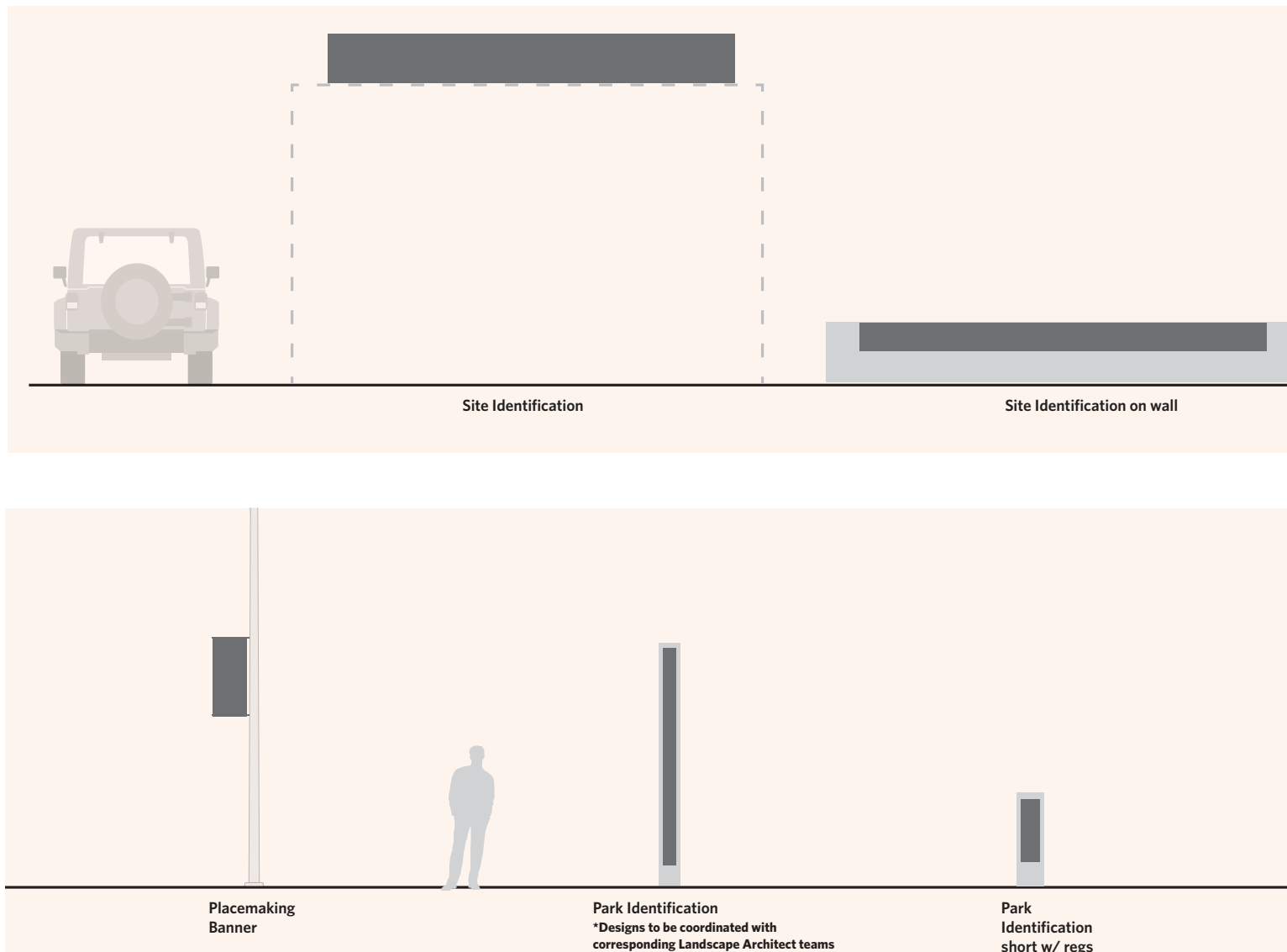
**Interpretive Signs:** Treasure Island and Yerba Buena Island have a rich history and exciting future that visitors will unquestionably enjoy learning about. Interpretive signs will be located selectively at key moments throughout the islands to educate the public on the environment, culture, history, sustainable strategies, and future development. Although there is an abundance of information available to share, creatively and thoughtfully integrating this information into the design of the open spaces is essential.

**Designs shown on the following pages are preliminary and subject to further refinements.**



# SIGN TYPES

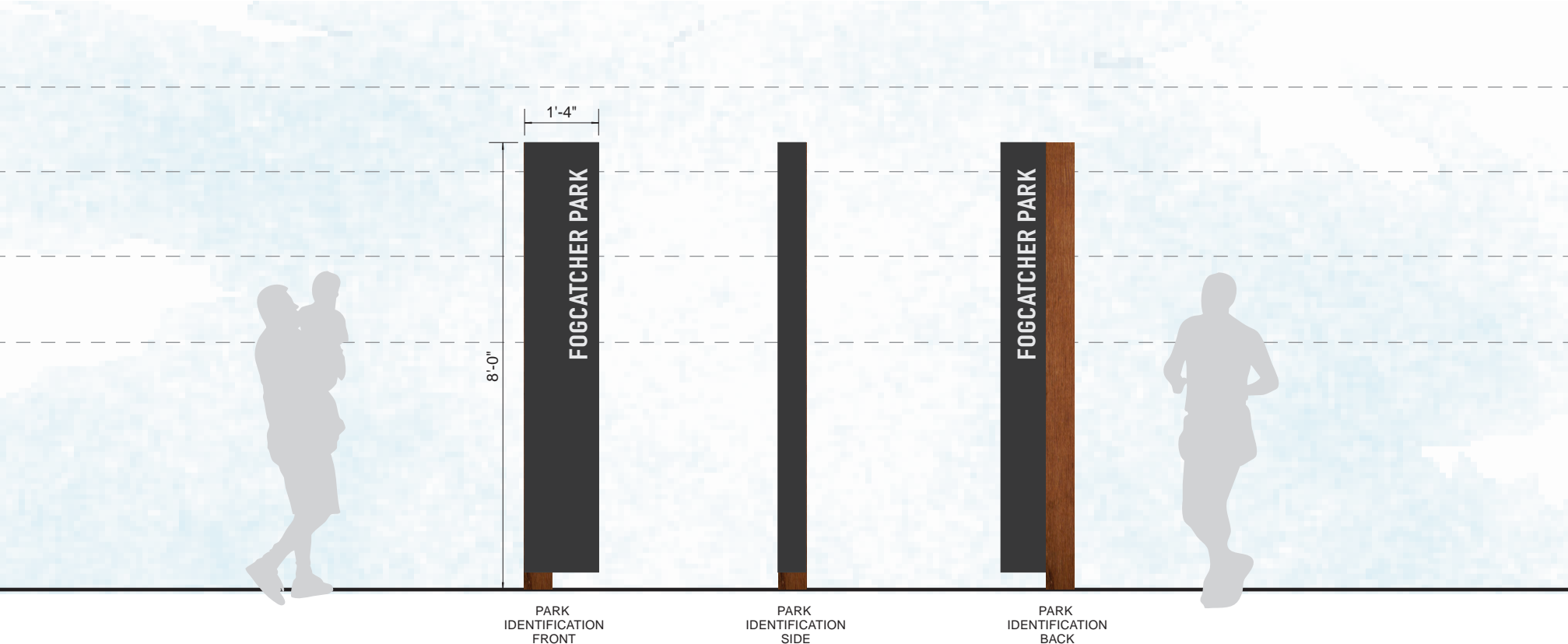
## IDENTIFICATION



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



\*Site Identification design to be coordinated with corresponding Landscape Architect and branding teams

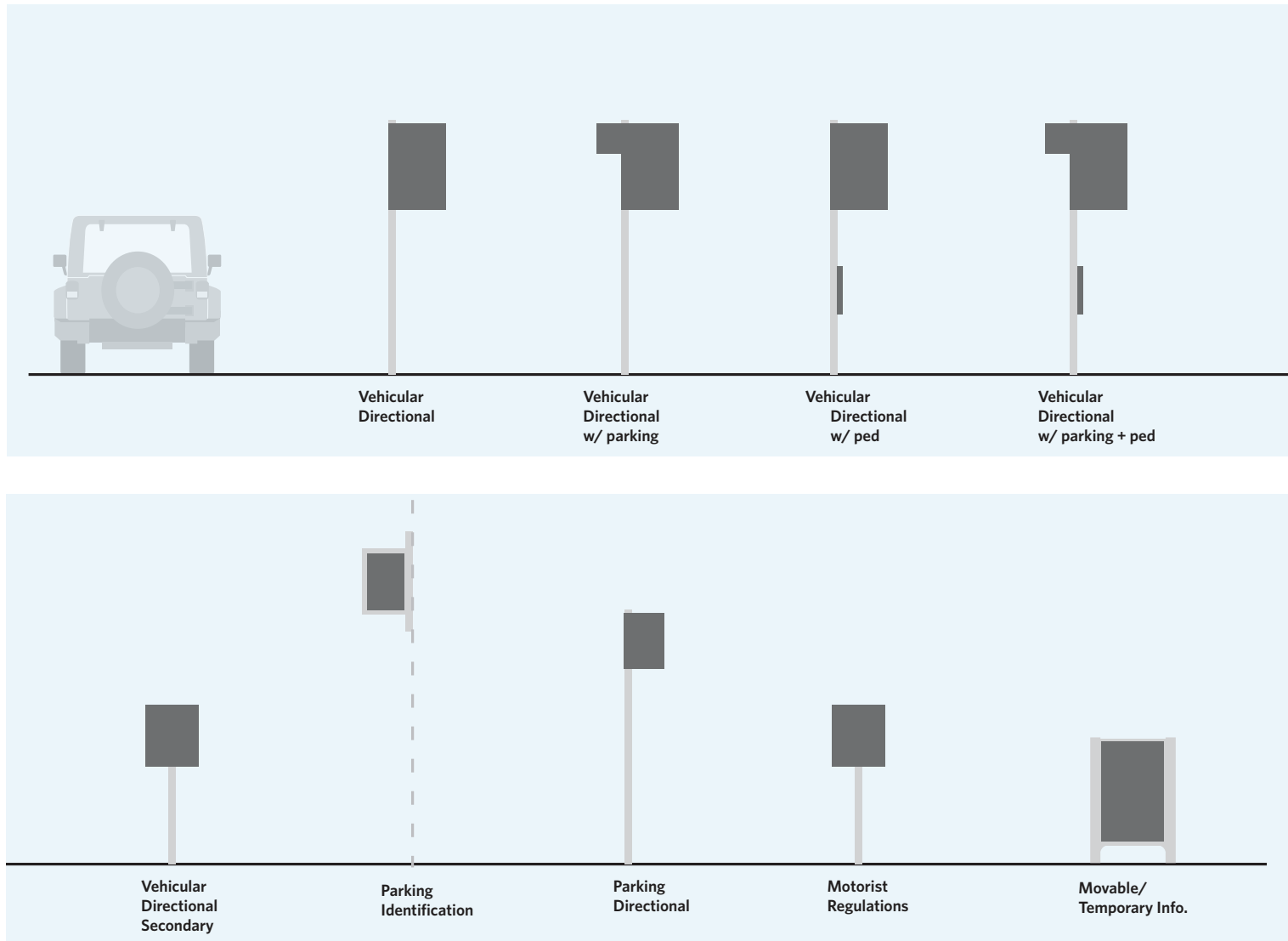


ELEVATION | SCALE: 3/8"=1'

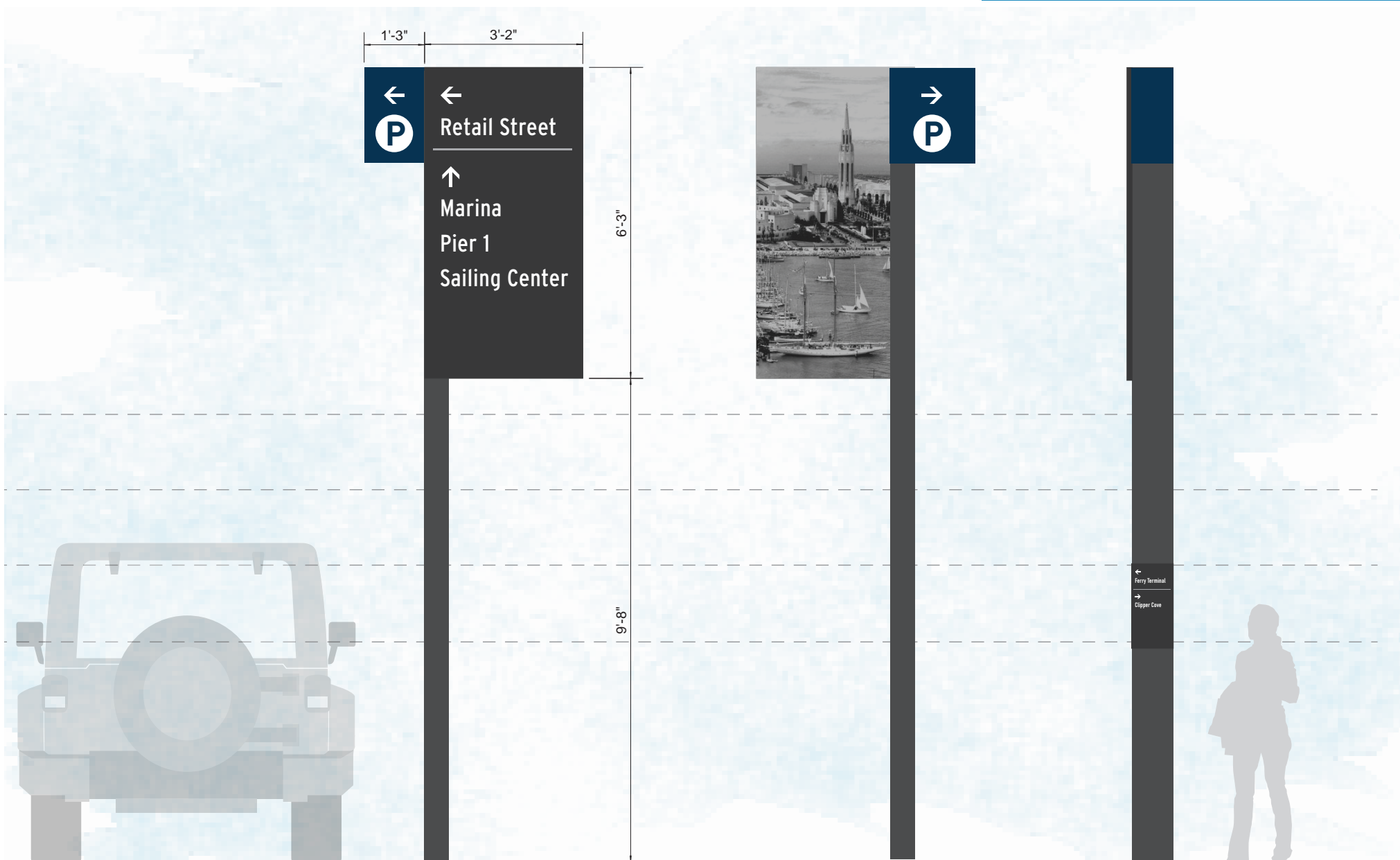
PLAN VIEW | SCALE: 3/8"=1'

**\*Park Identification design to be coordinated with corresponding Landscape Architect teams**

# SIGN TYPES



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



ELEVATION

SCALE: 3/8"=1'





AXON VIEW

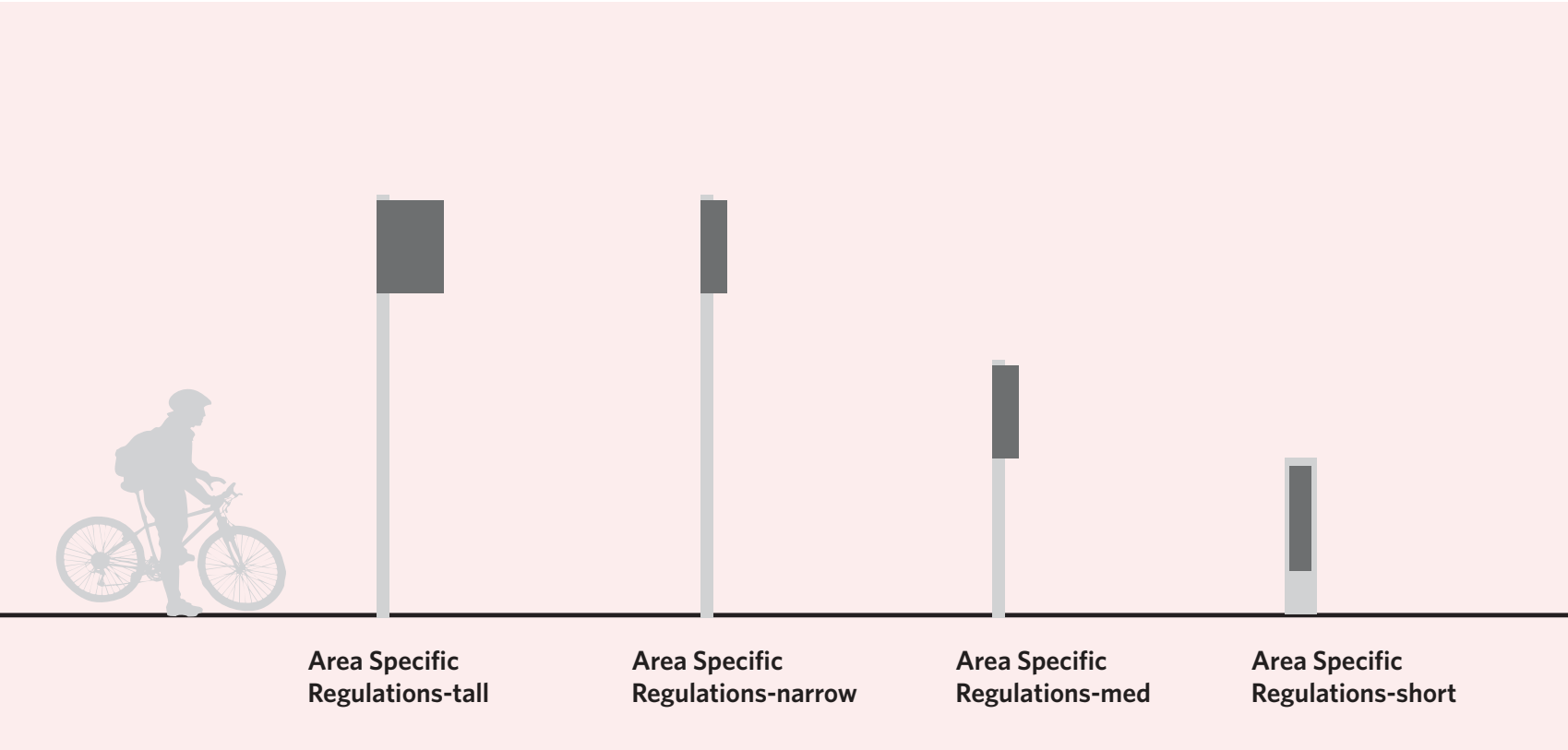
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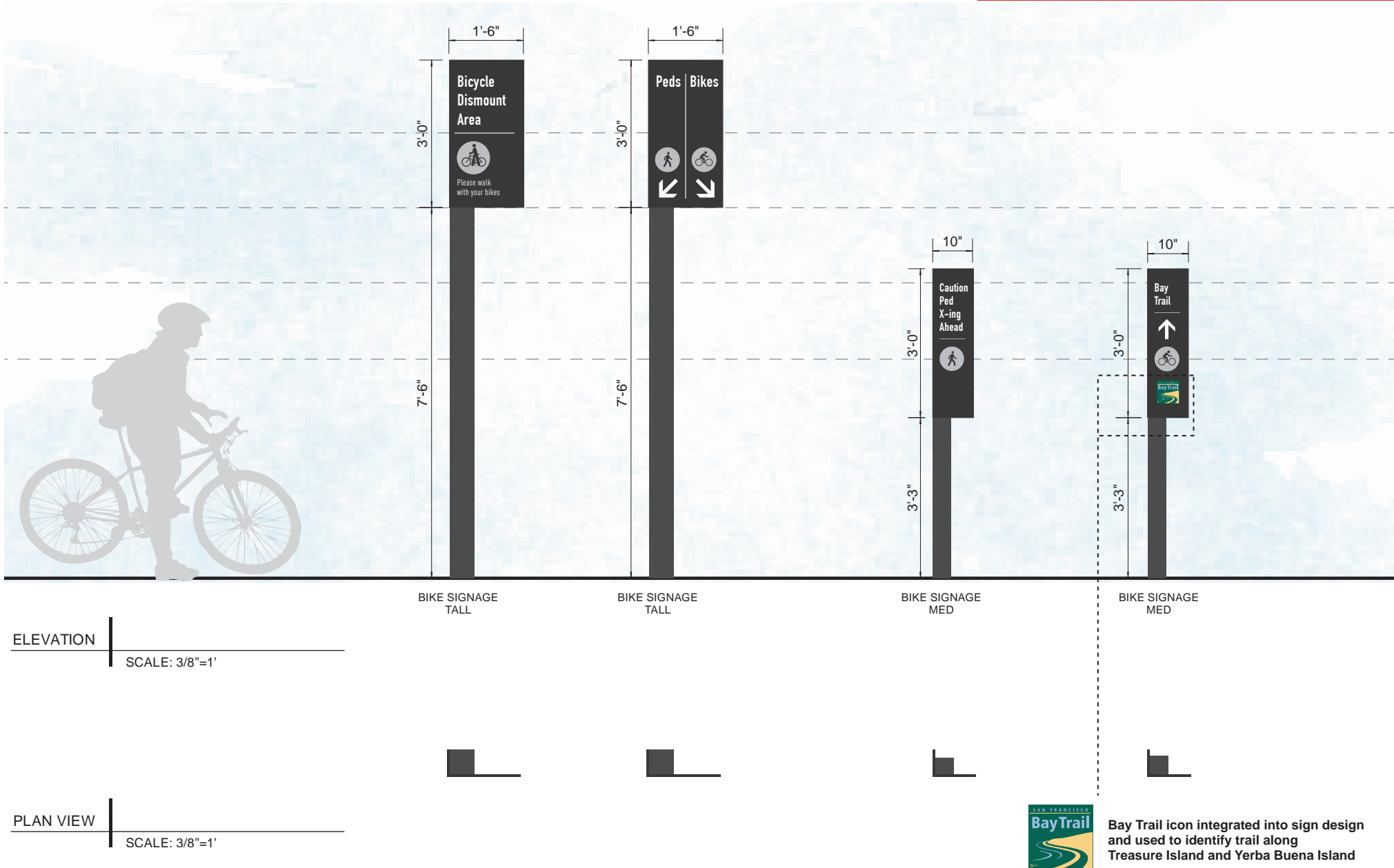
PARKING DIRECTIONAL

PARKING IDENTIFICATION  
on corner of building

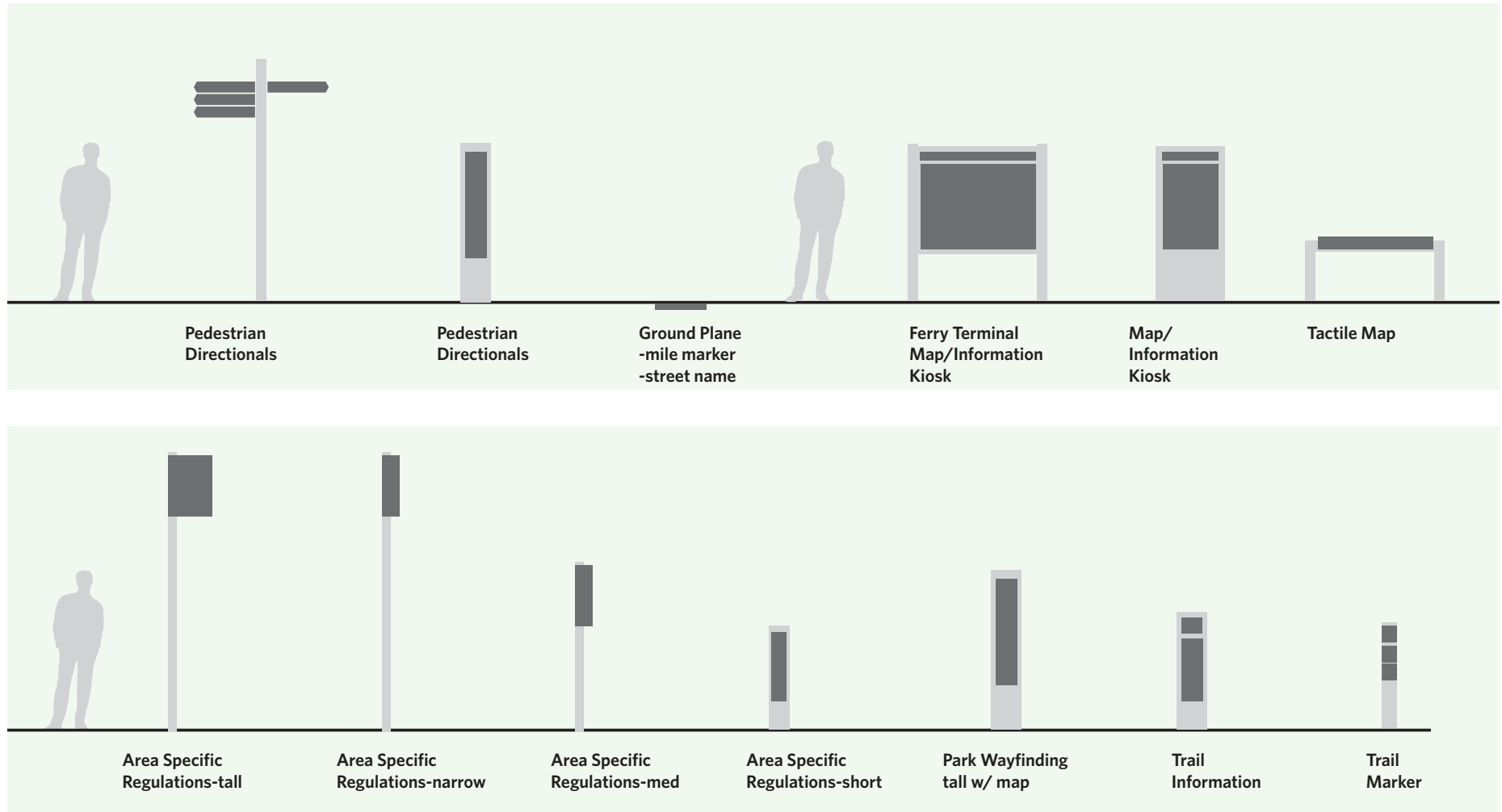
ELEVATION |  
SCALE: 3/8"=1'



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



# SIGN TYPES



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

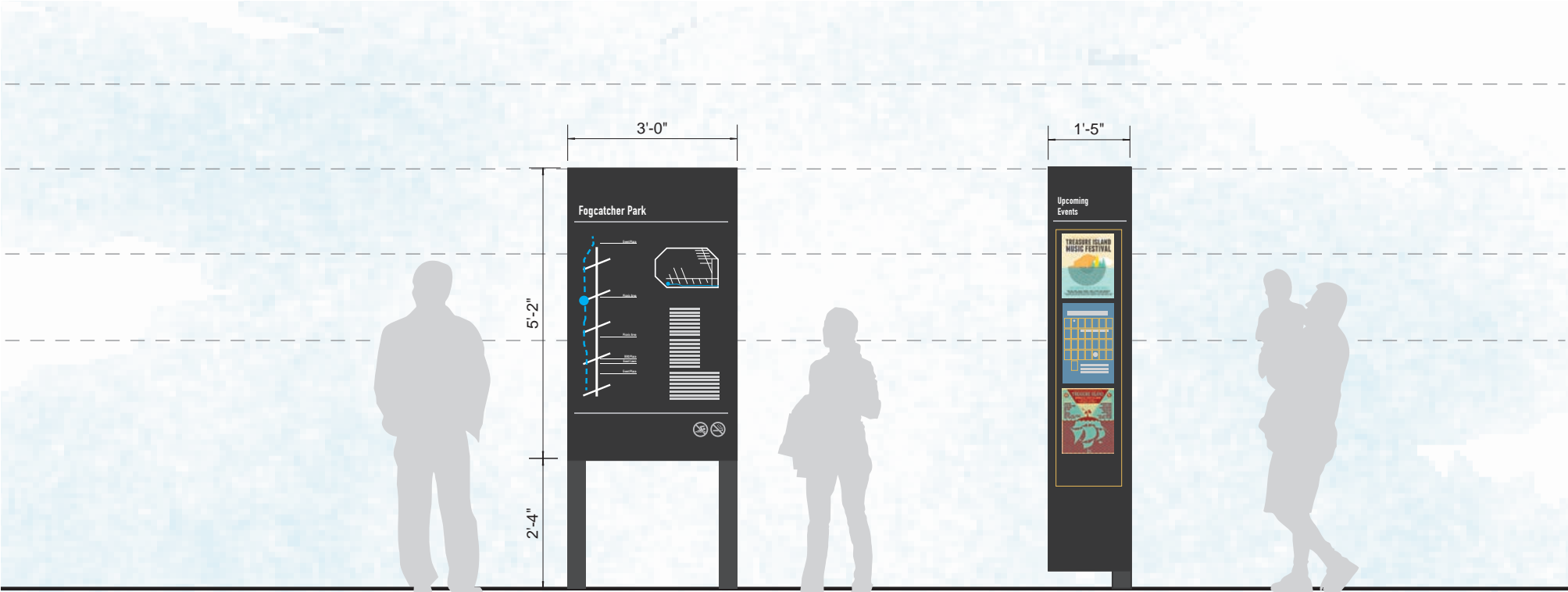


# MAP/INFORMATION KIOSK

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.**





MAP/INFORMATION  
KIOSK  
FRONT

MAP/INFORMATION  
KIOSK  
SIDE

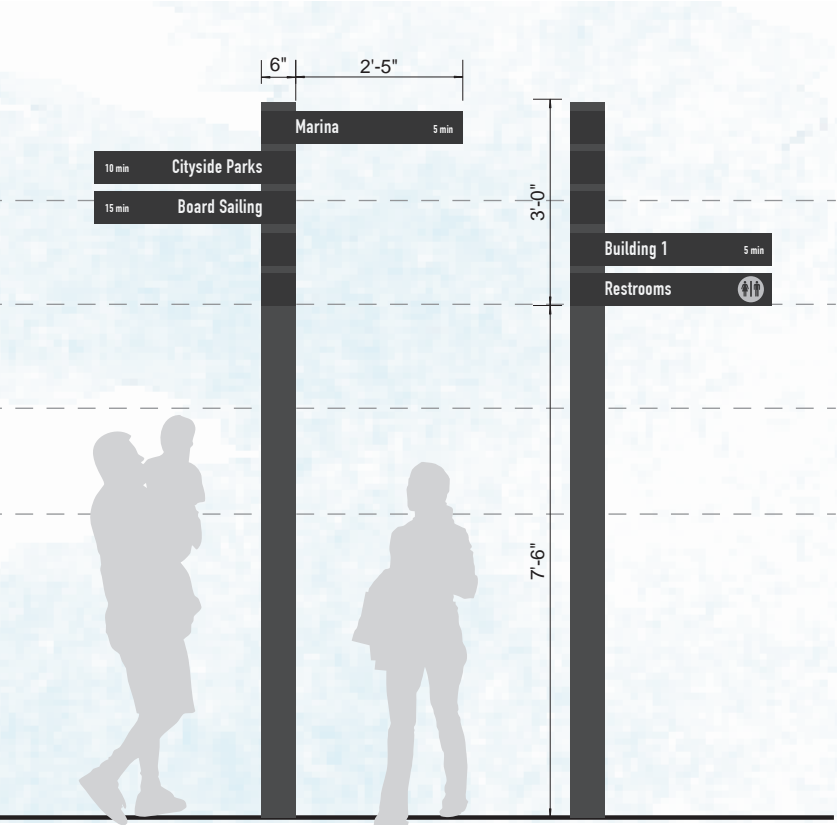
ELEVATION

SCALE: 3/8"=1'



PLAN VIEW

SCALE: 3/8"=1'

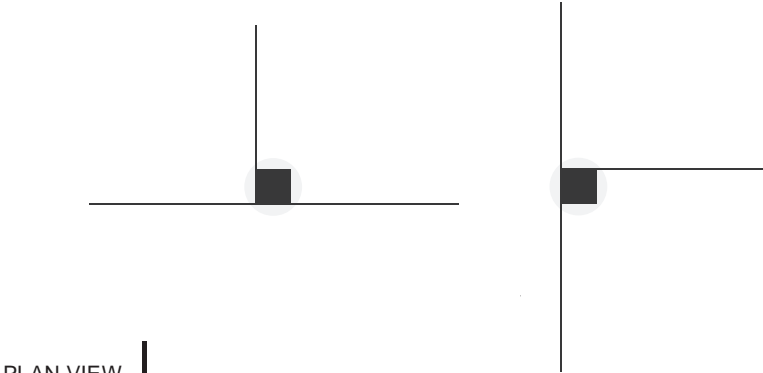


PEDESTRIAN  
BLADE DIRECTIONALS  
SIDE A

PEDESTRIAN  
BLADE DIRECTIONALS  
SIDE B

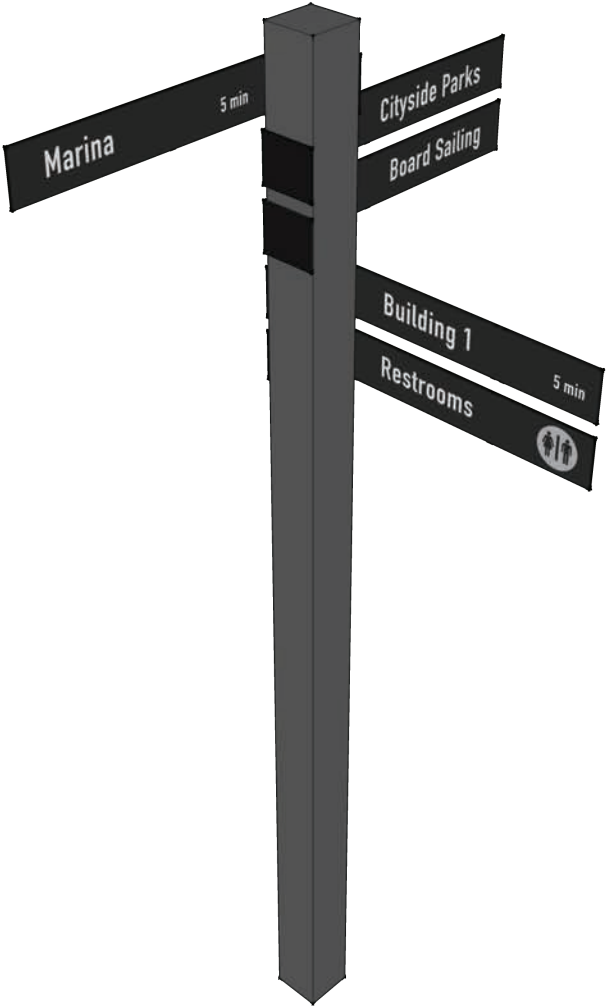
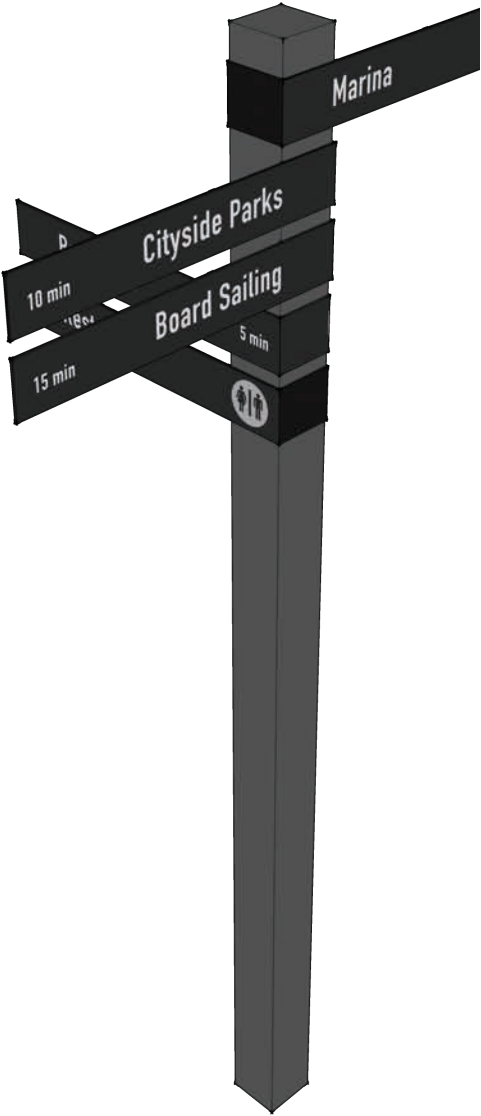
ELEVATION

SCALE: 3/8"=1'



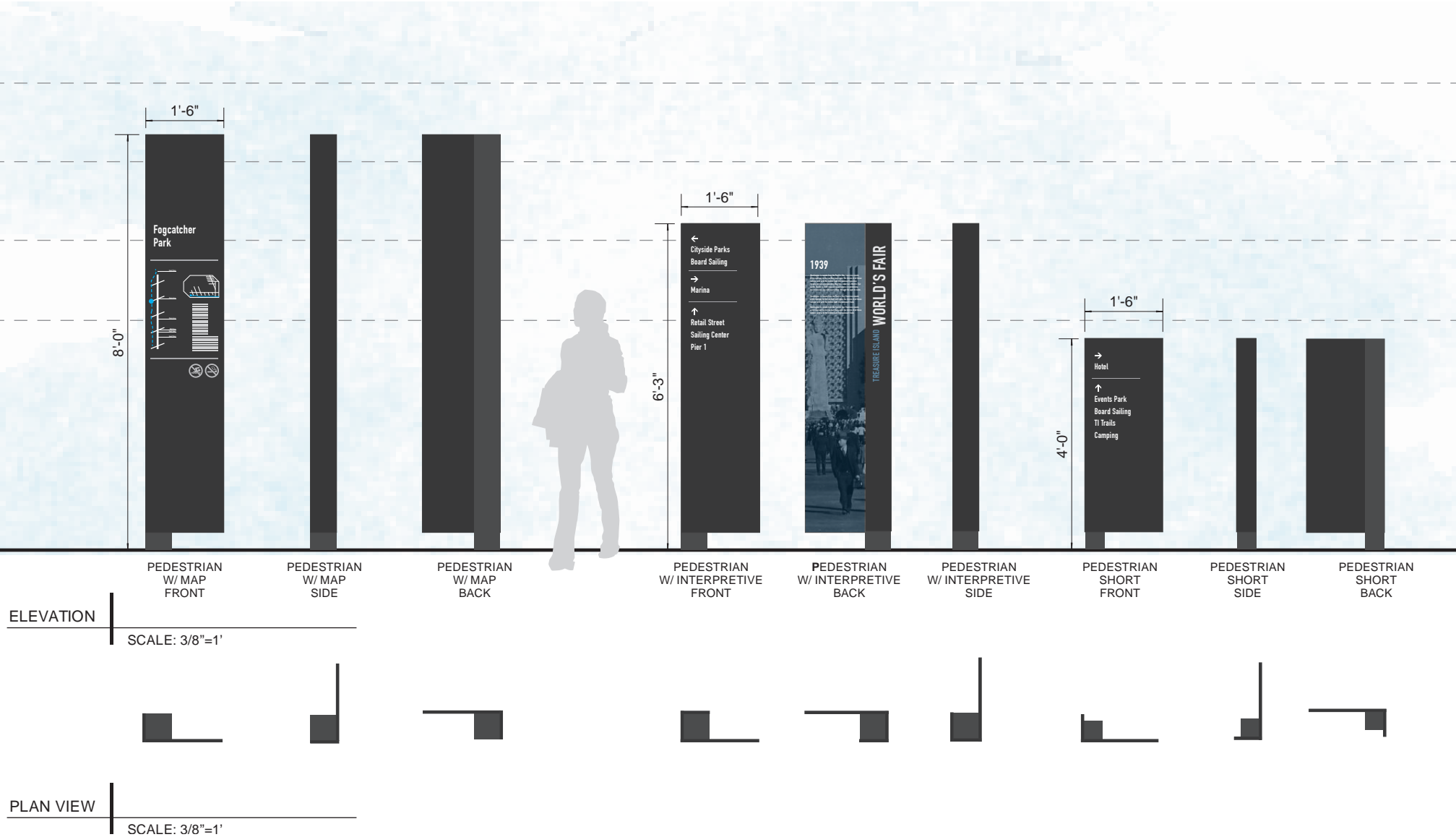
PLAN VIEW

SCALE: 3/8"=1'



AXON VIEW

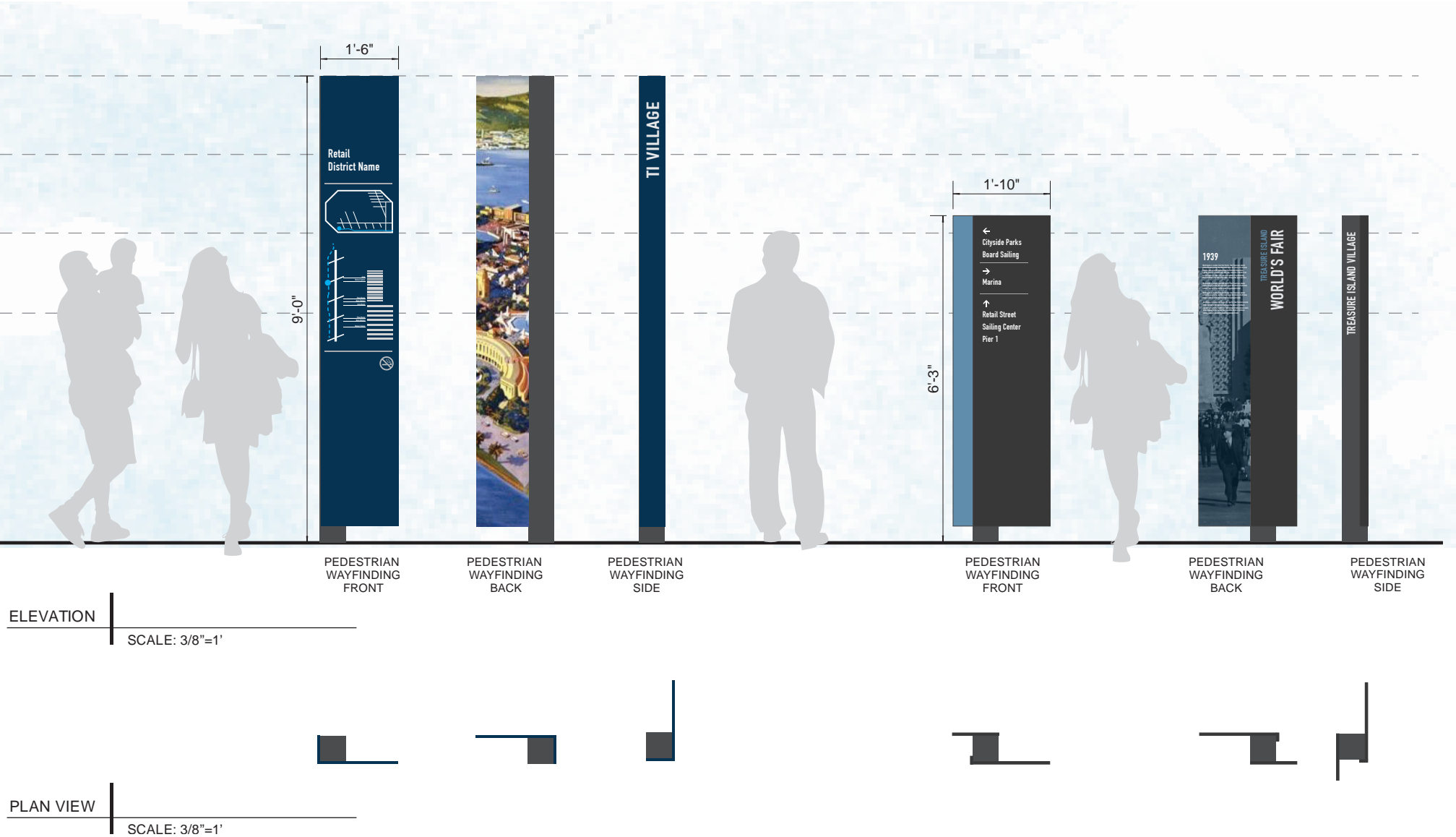
SCALE: N/A



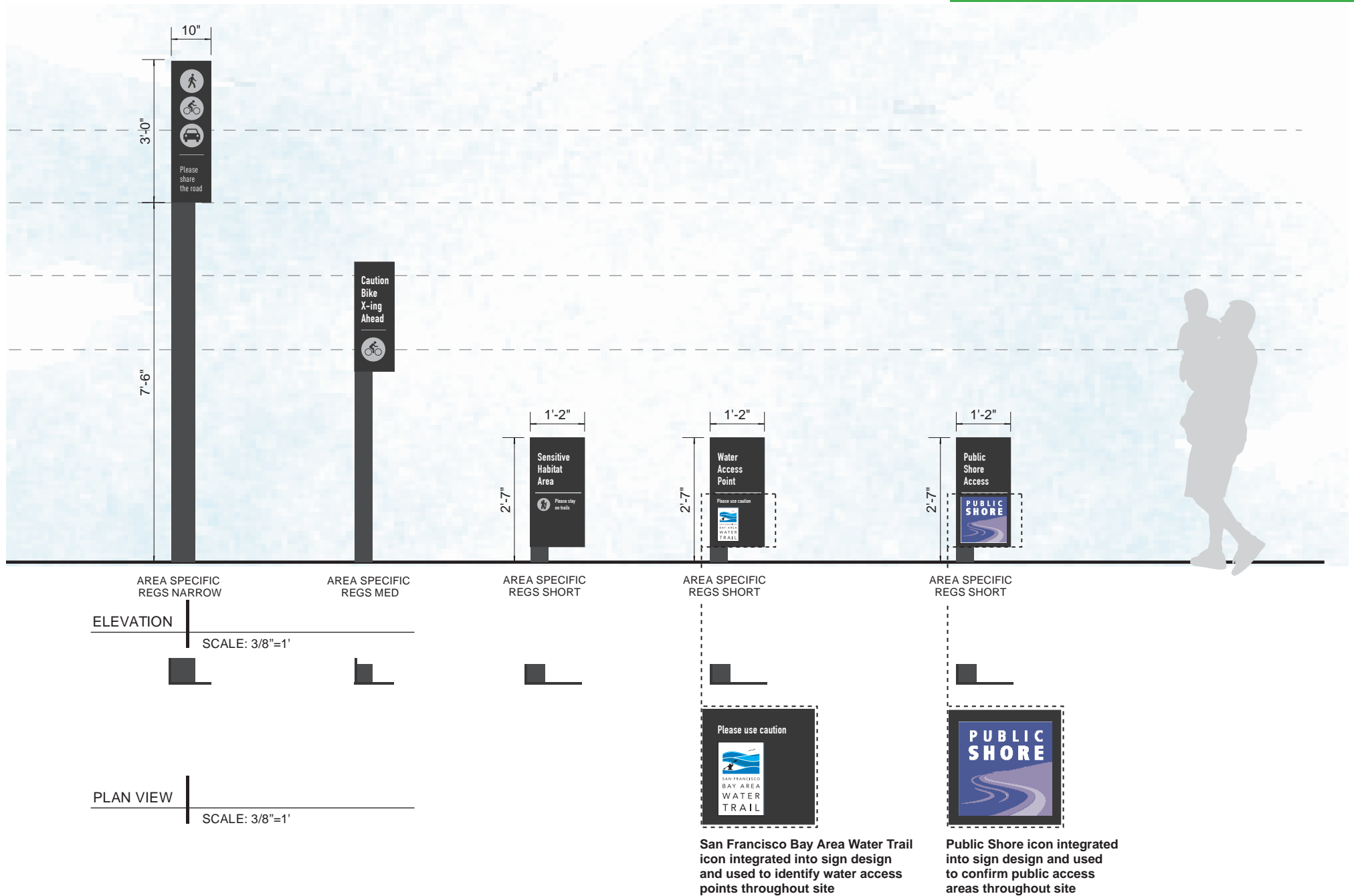


AXON VIEW

SCALE: N/A





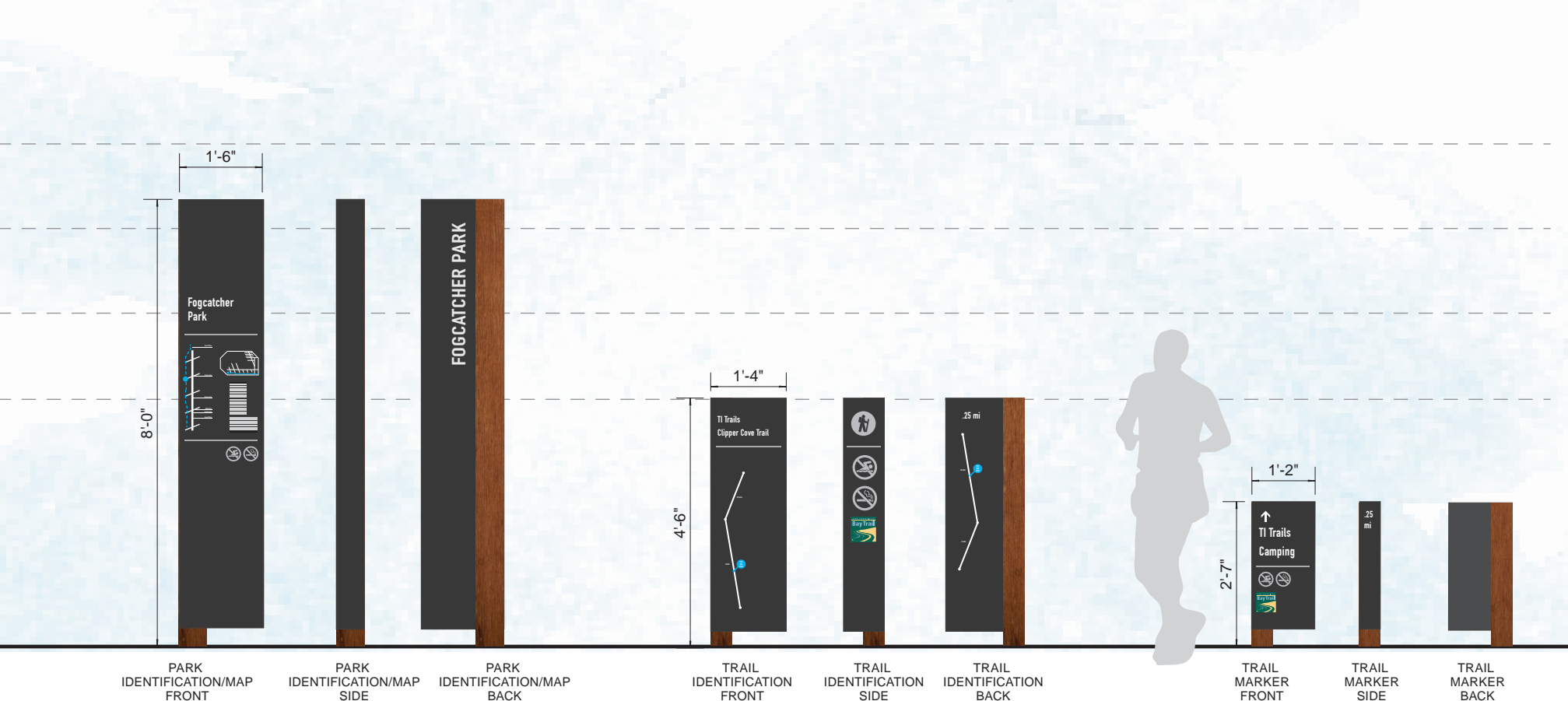




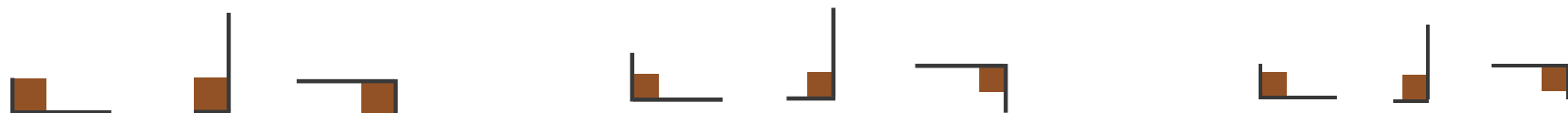
ELEVATION |  
SCALE: 3/8"=1'



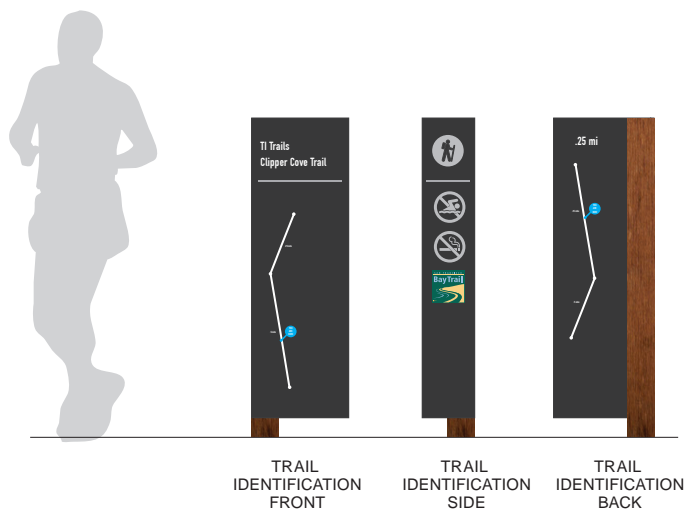
AXON VIEW |  
SCALE: N/A



ELEVATION  
SCALE: 3/8"=1'

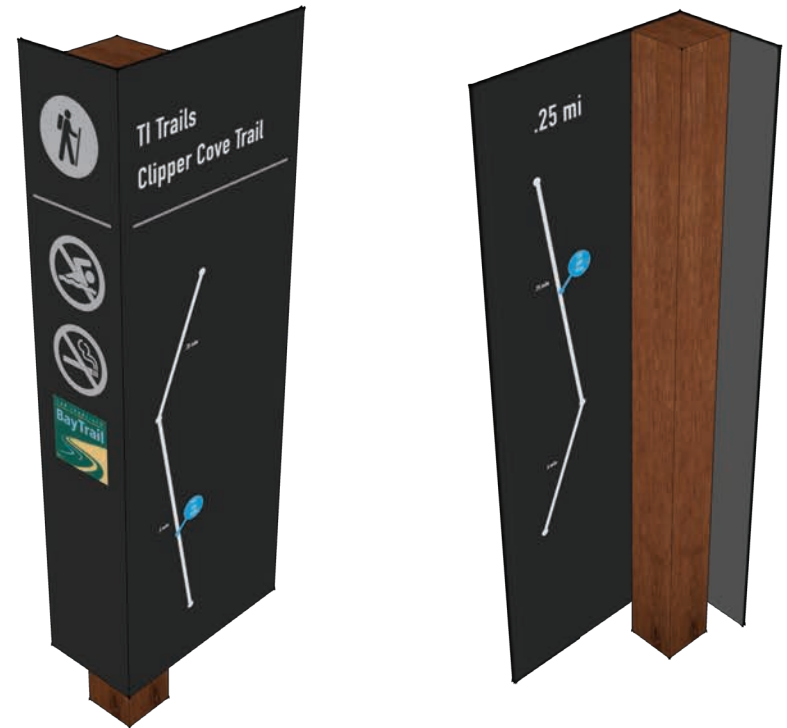


PLAN VIEW  
SCALE: 3/8"=1'



ELEVATION

SCALE: 3/8"=1'



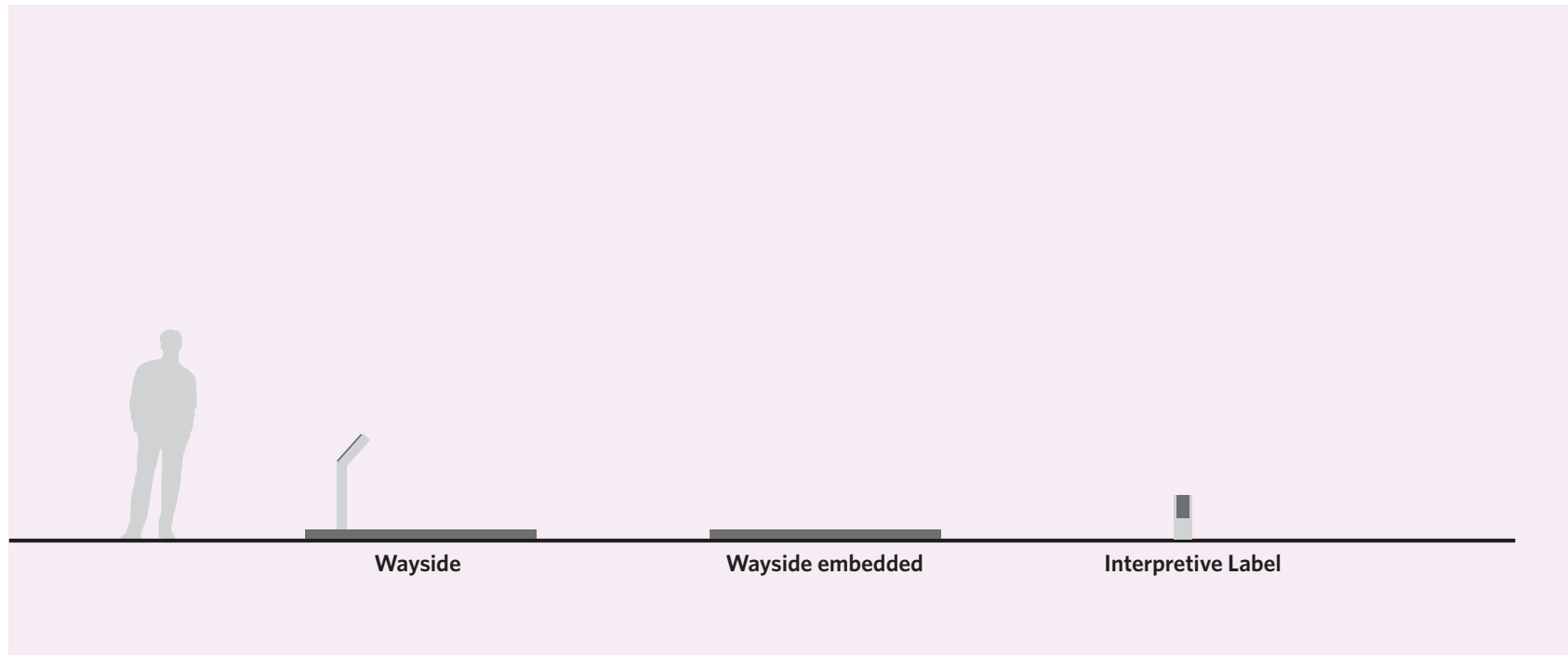
AXON VIEW

SCALE: N/A



# SIGN TYPES

## INTERPRETIVE



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



# INTERPRETIVE SIGNAGE

Interpretive themes for Treasure Island include military service, the World's Fair, the development of both the Golden Gate and Bay Bridge, and the ecology of the island. Given the unique character of the island, these themes and stories should be incorporated into the environment itself, not only as separate panels. Panels do allow for more content and diagrams and could be used in select areas. Examples of stories and quotes embedded into the environment are shown at right.

There are many interesting stories to tell about the island, and a variety of visitors, our recommendation is for a variety of interpretive experiences: panels, embedded into the environment, as larger environments possibly created by artists, audio experiences, etc.

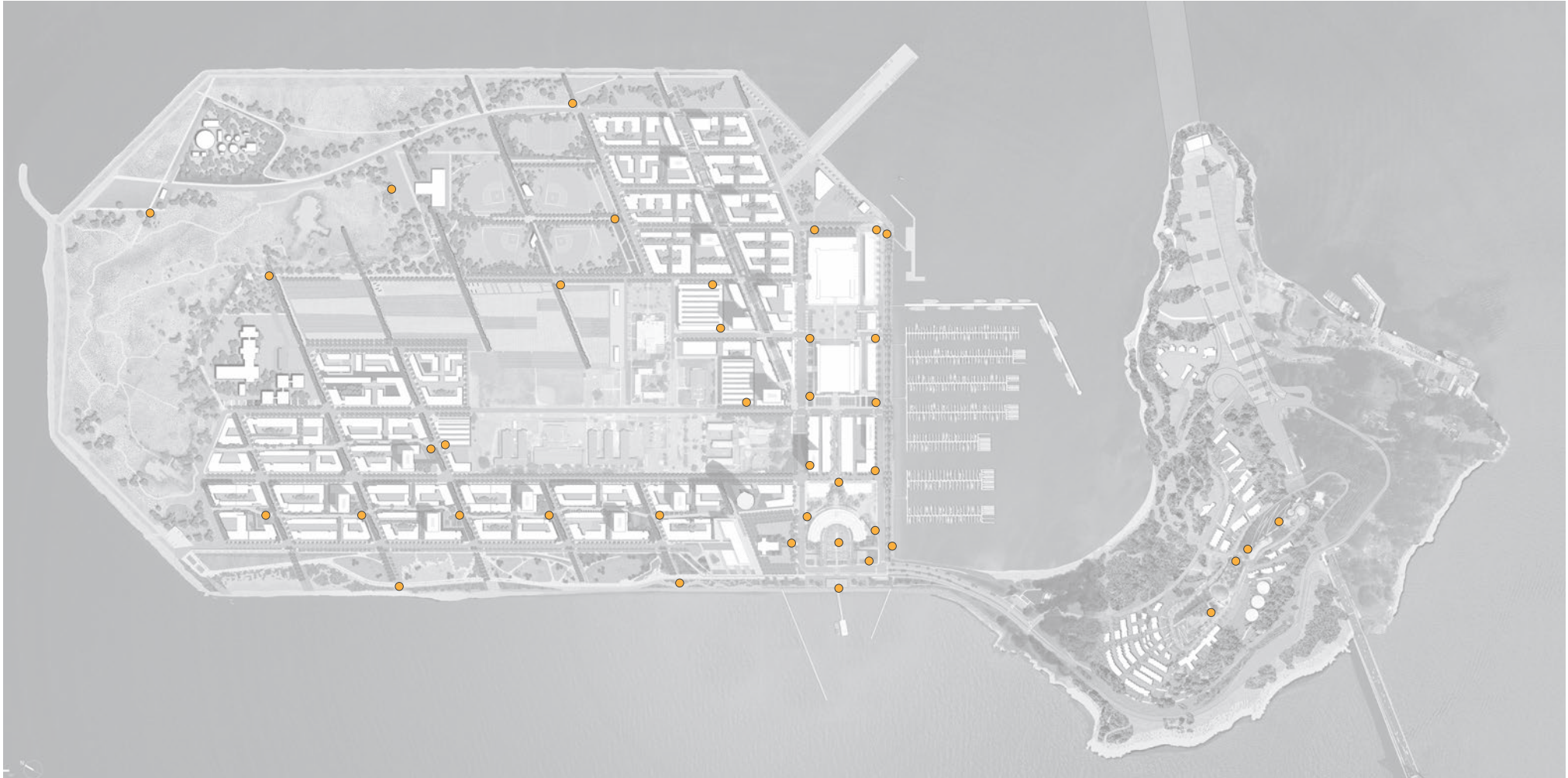
**Exact location, design, and content to be determined.**





**4. Signage Locations**

# TYPICAL SIGNAGE LOCATIONS

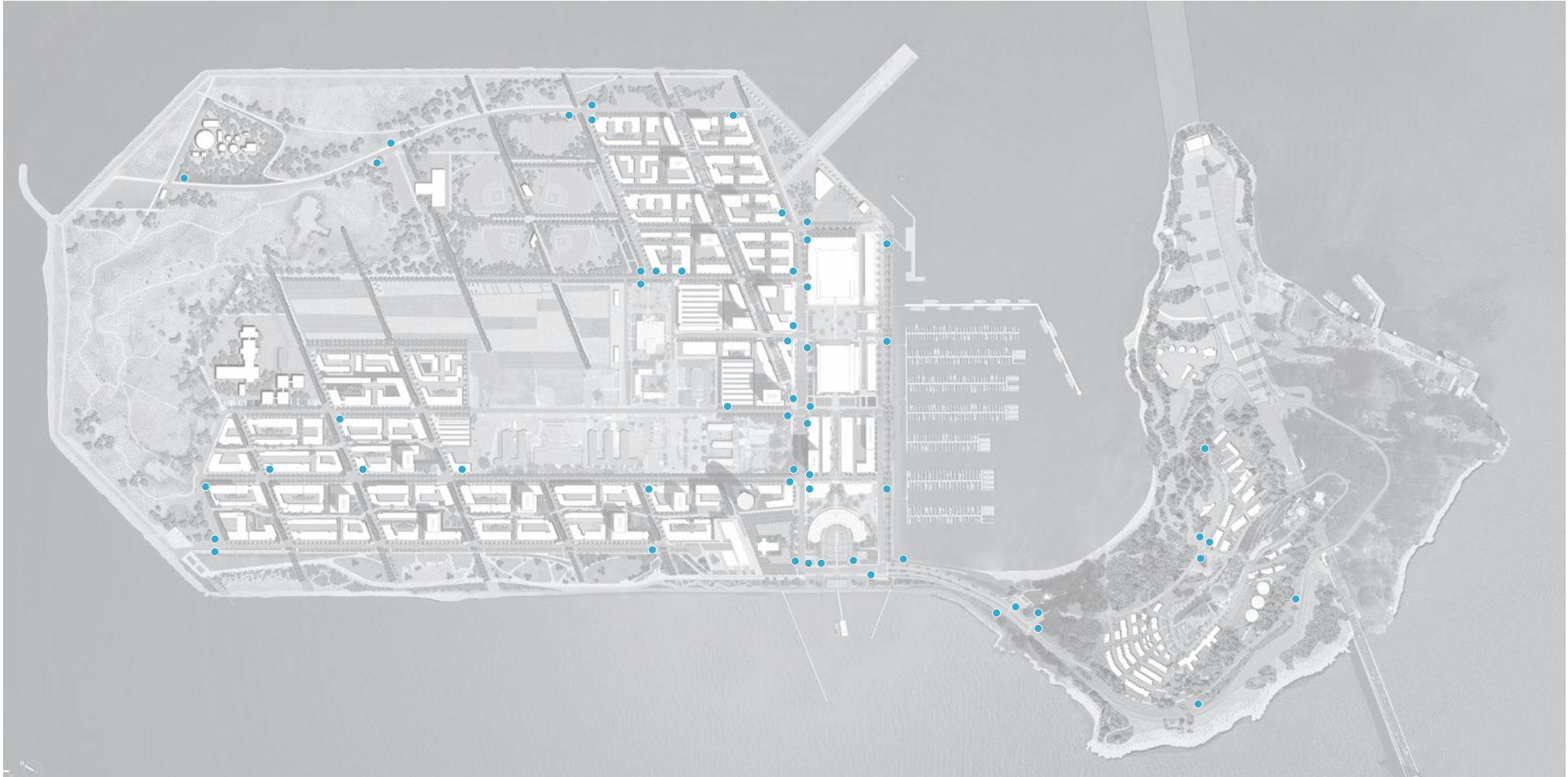


**Identification Signs:** The general strategy of the wayfinding program is to provide direction and clarity at key locations and avoid over-signing the site. Each key building or park location will include a custom designed identification sign near the entrance that will serve as the “special moments” within the signage program. The design of these elements will relate to the context and specific program of each area.





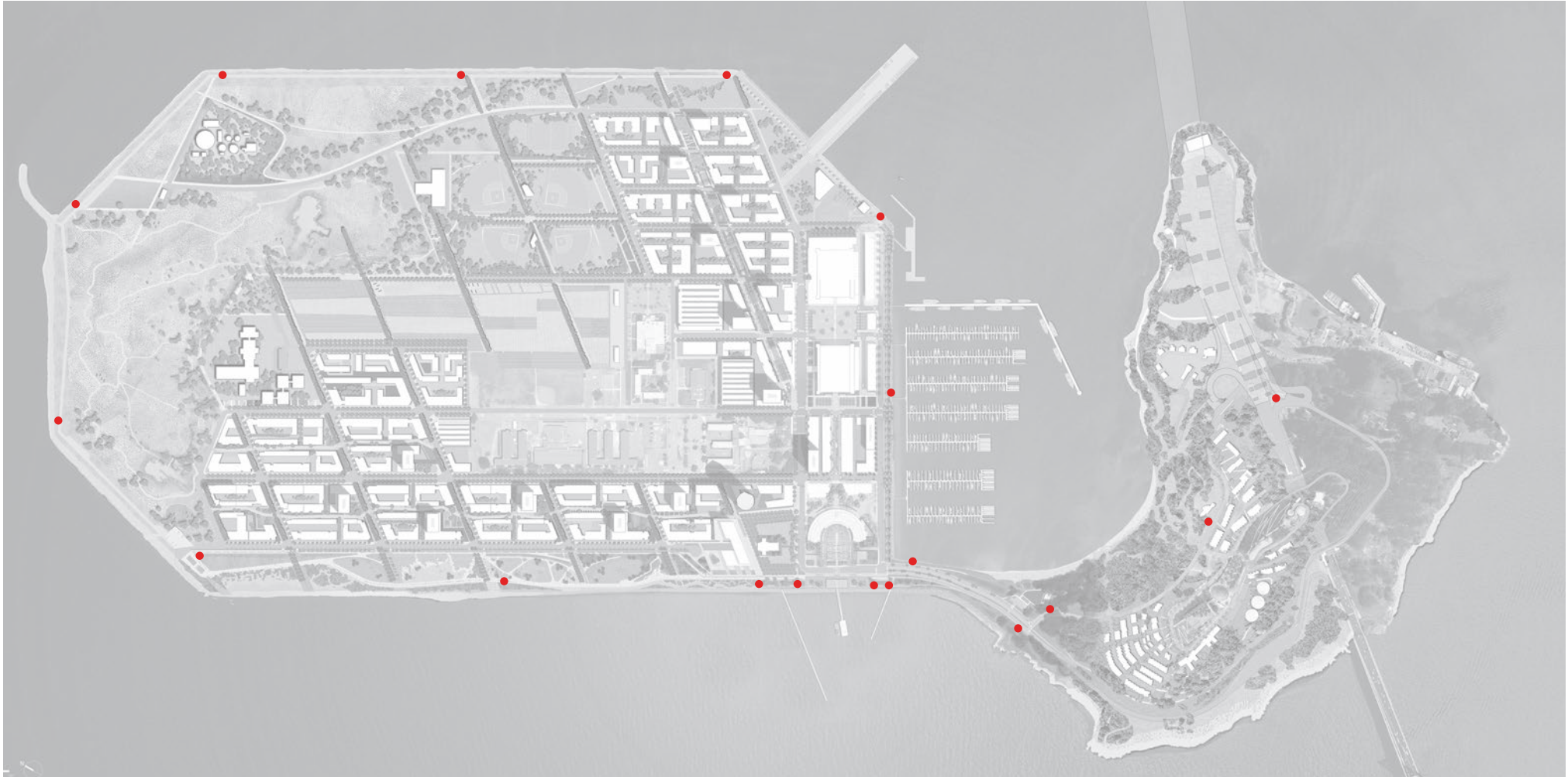
# TYPICAL SIGNAGE LOCATIONS



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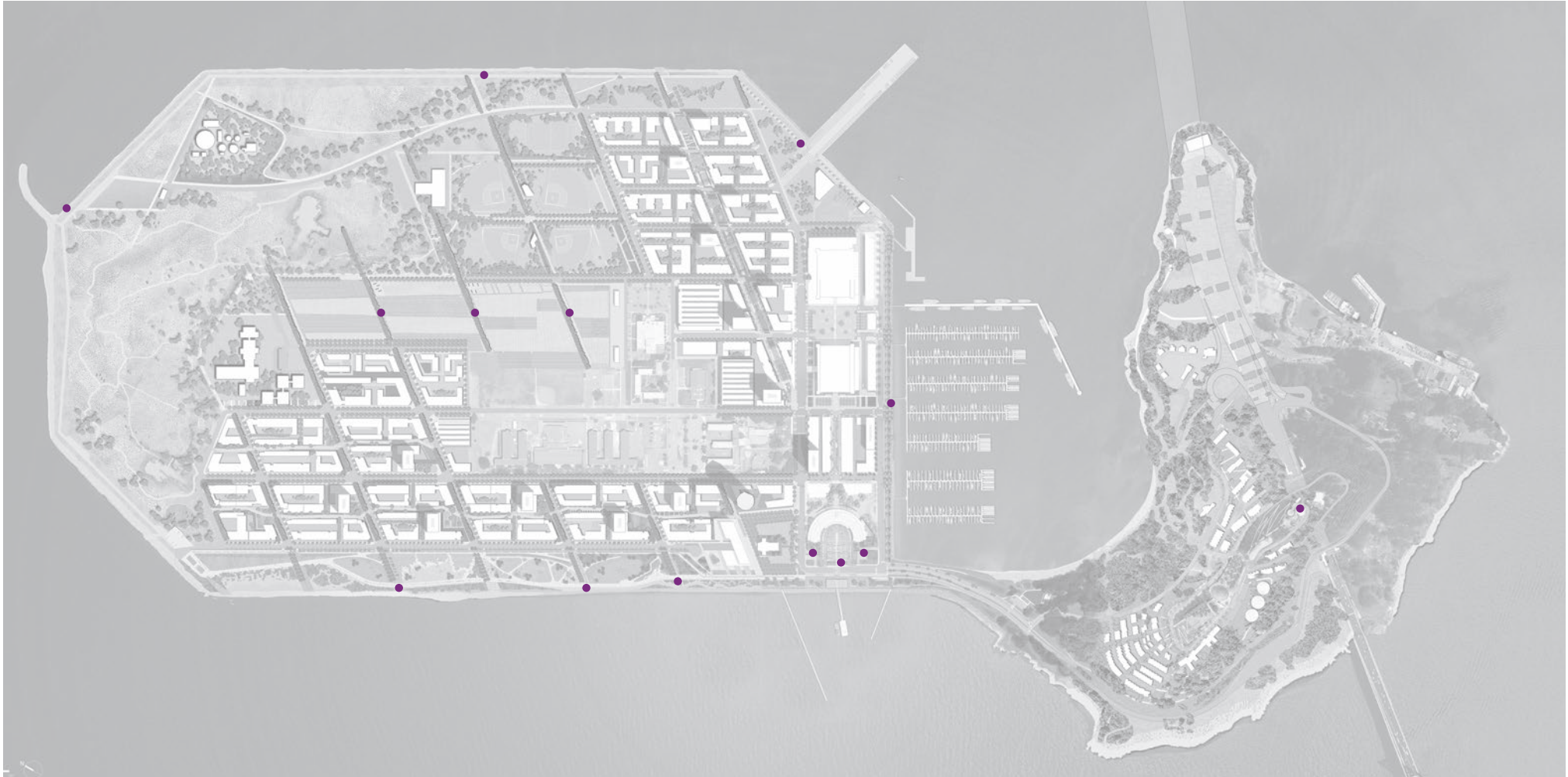
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# TYPICAL SIGNAGE LOCATIONS

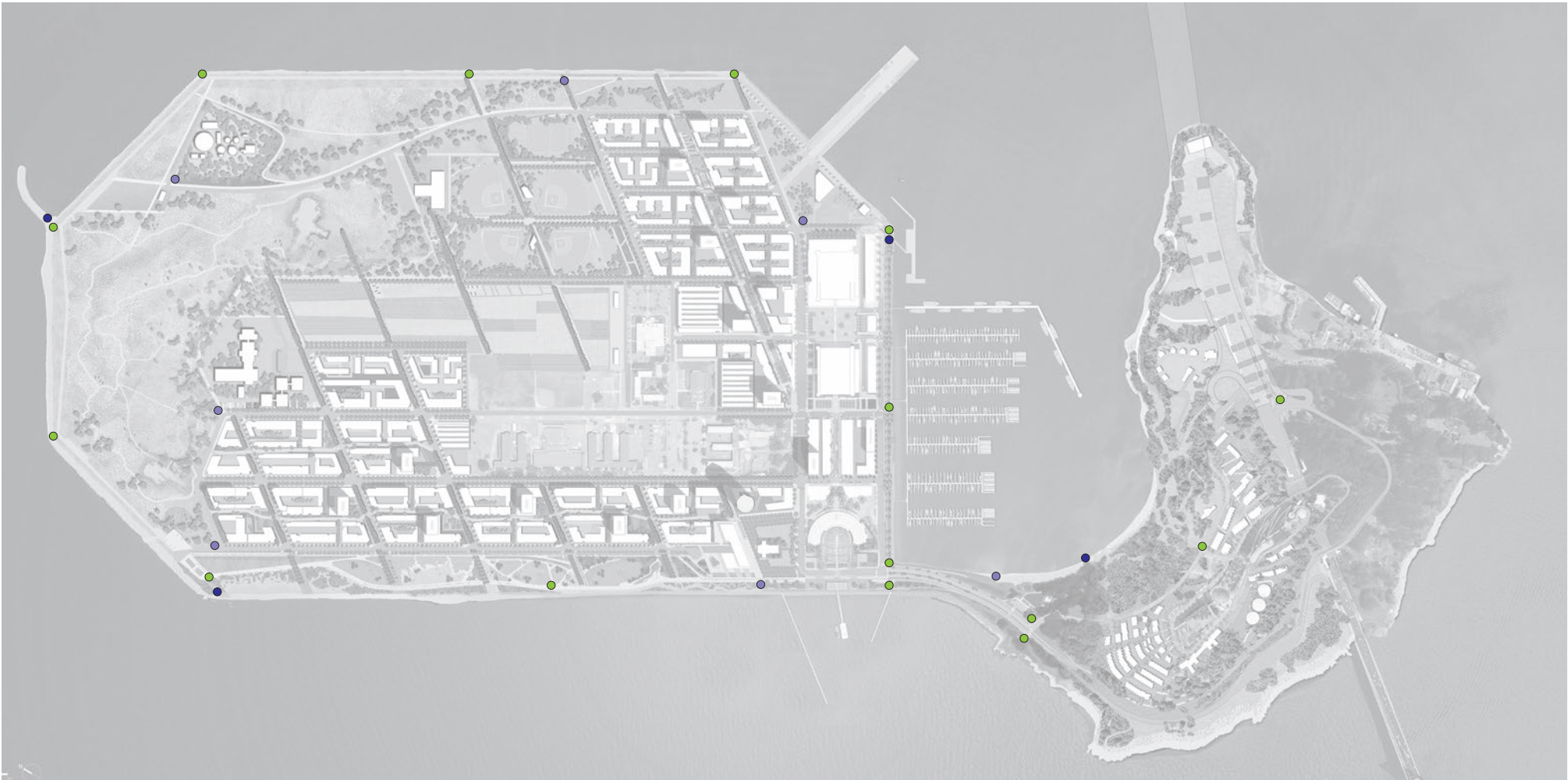


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# TYPICAL SIGNAGE LOCATIONS



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



**Prepared for Treasure Island Development Authority**

ONE AVENUE OF PALMS, SUITE 241  
SAN FRANCISCO, CA 94130

**Submitted by**



**Prepared by**

HUNT DESIGN

**CMG**

CONGER MOSS GUILLARD  
landscape architecture

