

# TRANSBAY TRANSIT CENTER SIGNAGE/WAYFINDING GRAPHICS

JUNE 09 , 2009



**Transbay Transit Center**

**WRNSSTUDIO**<sub>LLP</sub>

# 01 SCOPE

The principal TTC signage/wayfinding graphics scope of work includes:

- Building Identification
- Agency specific operational signage
- Wayfinding
- Directories with transit information
- Code signage
- Retail signage standards
- Interpretive graphics for the roof-top City Park





# GUIDING PRINCIPLES

Four TTC specific principles are guiding the signage/wayfinding graphic concepts.

**1. SAFETY**

**2. EFFICIENCY & FLEXIBILITY**

**3. SUSTAINABILITY**

**4. AESTHETICS**

# 1. SAFETY

## INTENT

- Provide clear exit / evacuation information
- Identify areas of pedestrian/vehicular conflicts
- Discourage vandalism

## DESIGN STRATEGY

- Code / ADA requirements
- Sight-line studies
- Graphic design elements (typeface, color contrast etc.)
- Collaboration with other design team members (traffic / landscape / retail / AV / lighting / security)

# 2. EFFICIENCY & FLEXIBILITY

## INTENT

- Avoid clutter of interior spaces
- Off-load as much information / decision making to building's perimeter so that efficiency of internal circulation is maximized
- Design for adaptability/flexibility
- Avoid information overload
- Establish a systematic message hierarchy

## DESIGN STRATEGY

- Progressive disclosure (decision points)
- Predictable and coherent positioning of signs
- Modularized signage for easy maintenance
- Integration of technology: cell phone, internet, location-based technology, etc.
- Incorporation of *MTC Regional Hub Signage Guidelines*
- Universal pictograms in lieu of multilingual signs

# 3. SUSTAINABILITY

## INTENT

- Support overall sustainable goal of TTC
- Minimize waste and redundancy
- Reduce maintenance cost while extending signage life-cycle

## DESIGN STRATEGY

- Use sustainable materials where possible
- Use low energy consumptive technologies
- Consider electronic content management versus physical change-out
- Encourage the use of local vendors

# 4. AESTHETICS

## INTENT

- Present TTC as a state-of-the art facility and compelling patron experience
- Clear and consistent look/brand for ease of use
- Incorporate location-based technologies in effort to reinforce seamless integration of signage and architecture

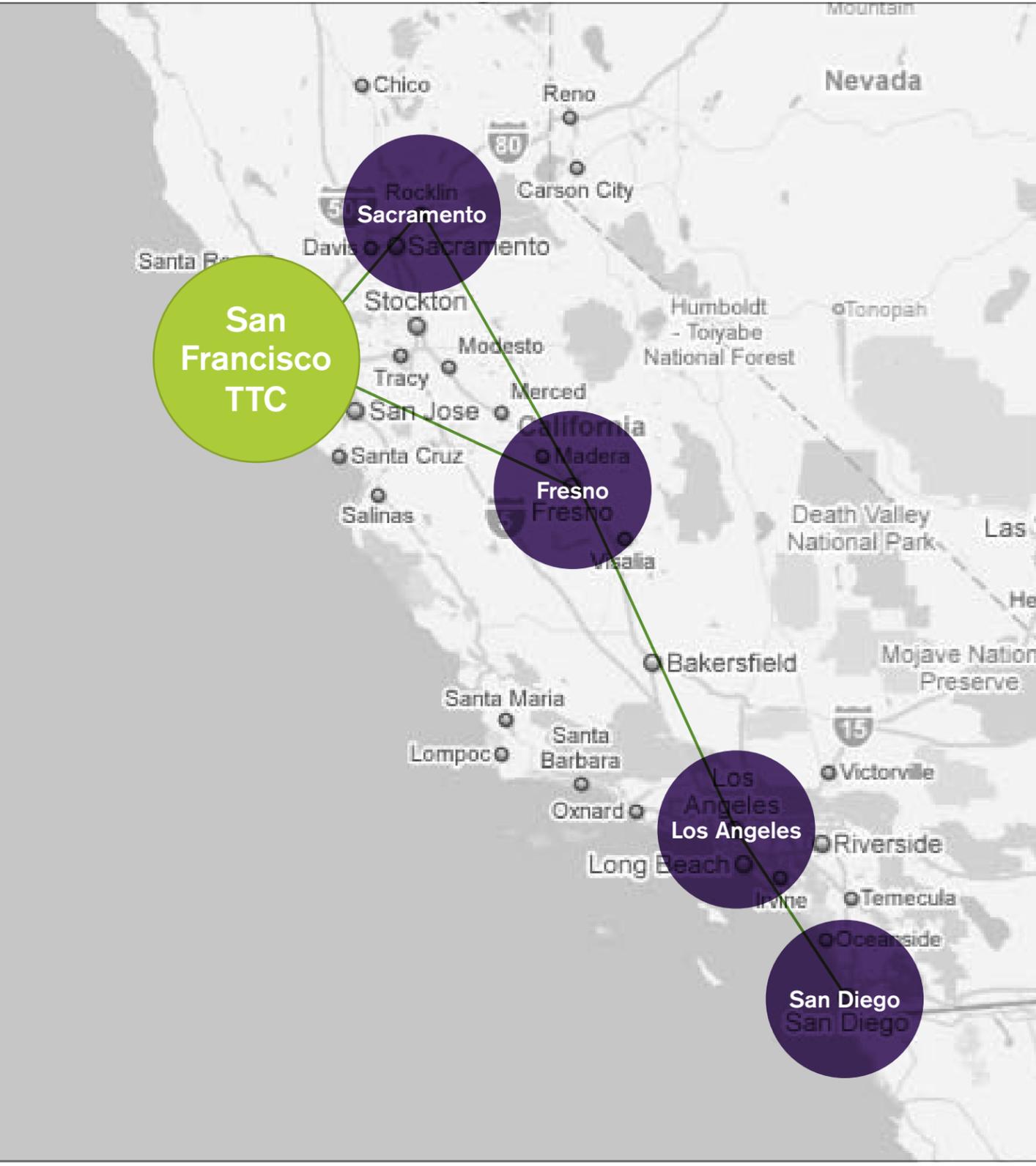
## DESIGN STRATEGY

- Material, color palette and detailing compatible and supportive of the building's architecture
- Selection of graphic language to extend and reinforce the TTC brand experience

Site

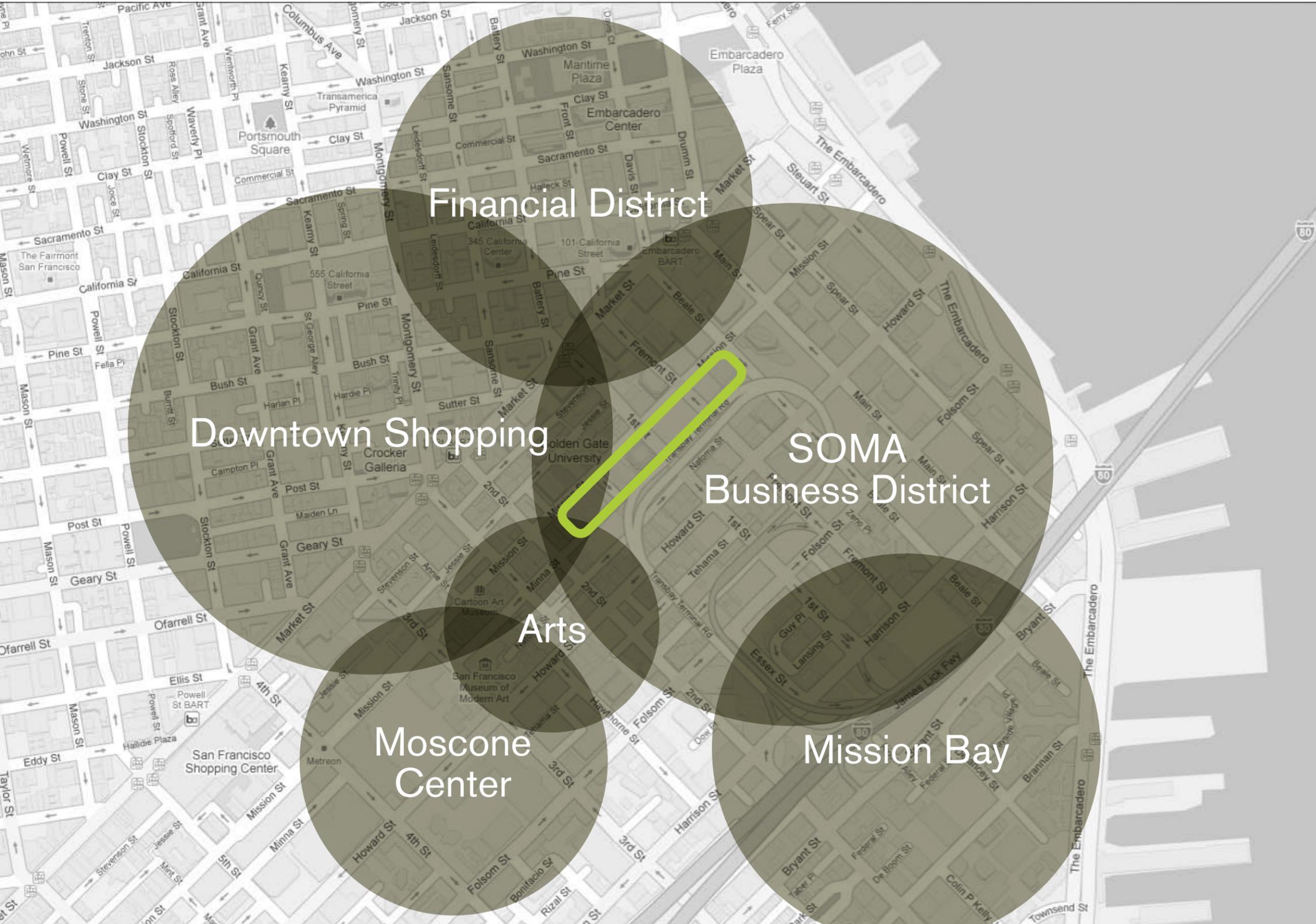
State Wide

Sacramento  
 Stockton  
 San Francisco  
 SFO Airport  
 Redwood City  
 Gilroy  
 Fresno  
 Visalia/Tulare  
 Bakersfield  
 Palmdale  
 Sylmar  
 Burbank  
 Los Angeles  
 Norwalk  
 Anaheim



TTC will be a major transportation hub connecting San Francisco with all of California's major cities and transportation nodes...

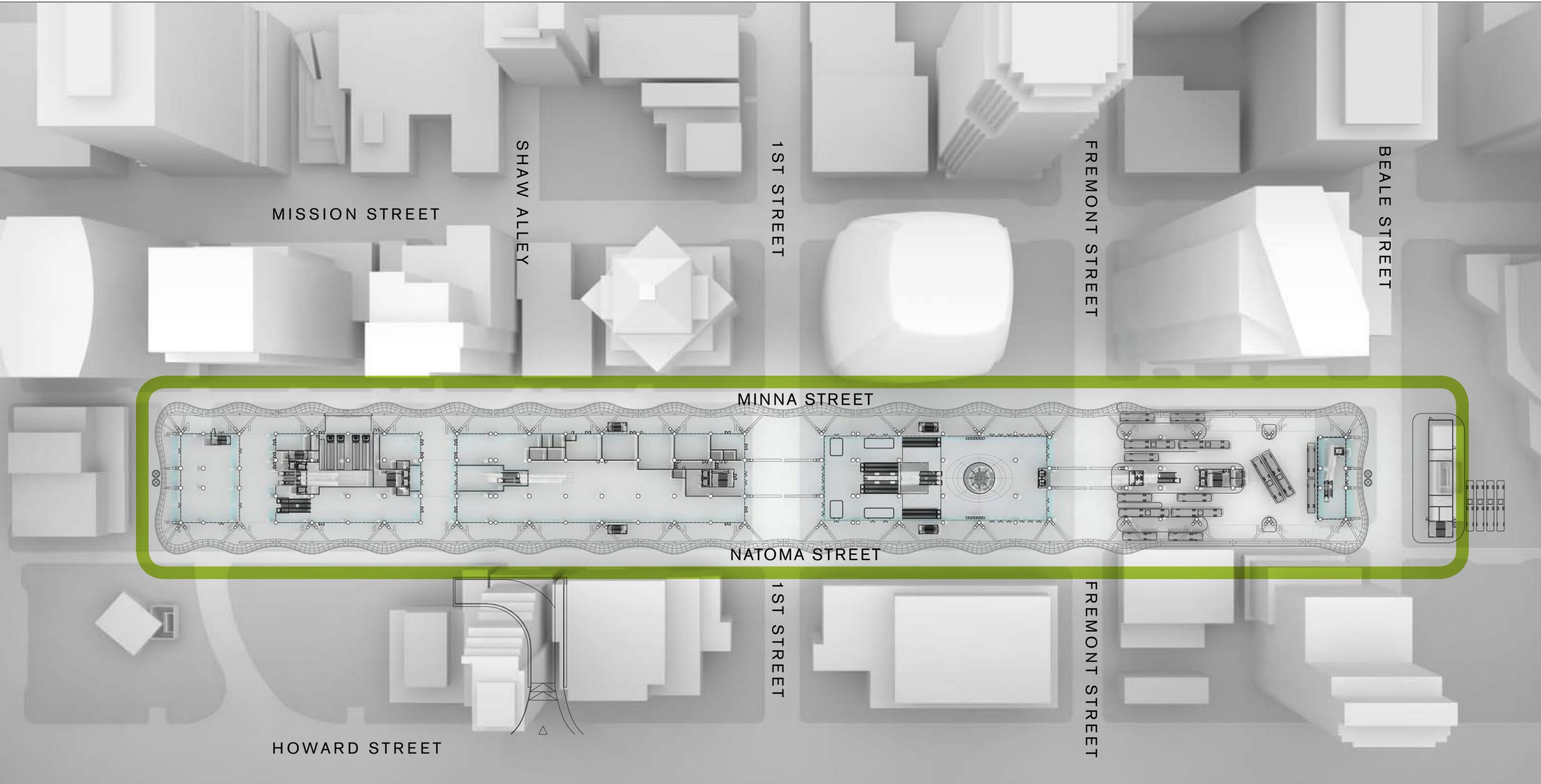




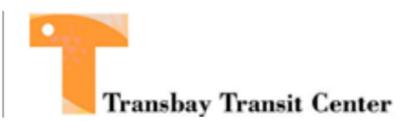
... and create a new strategically located transit oriented neighborhood.

Site

# TTC Site Boundaries



JUNE 09, 2009



WRNS STUDIO LLP



# PATRONS

TTC patron profiles will help to determine specific signage/wayfinding content and orientation methodologies.

Patrons

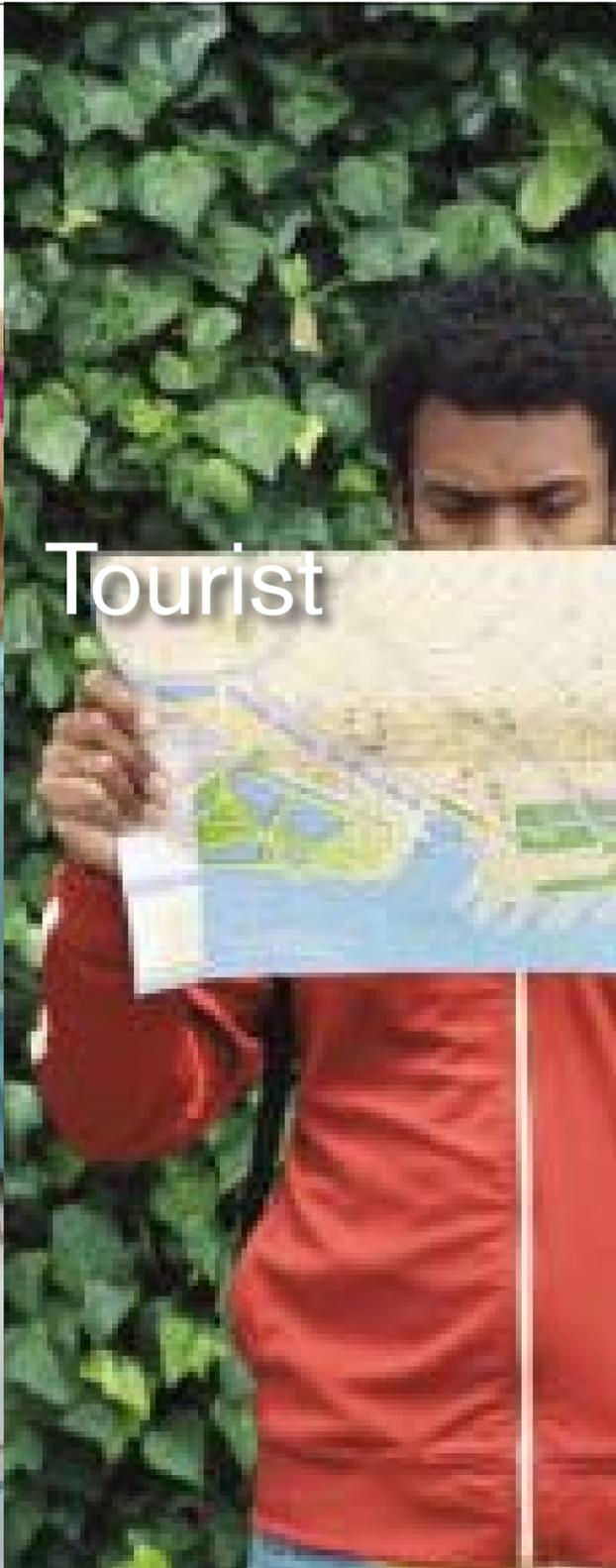
Patron Types



Daily  
Commuter



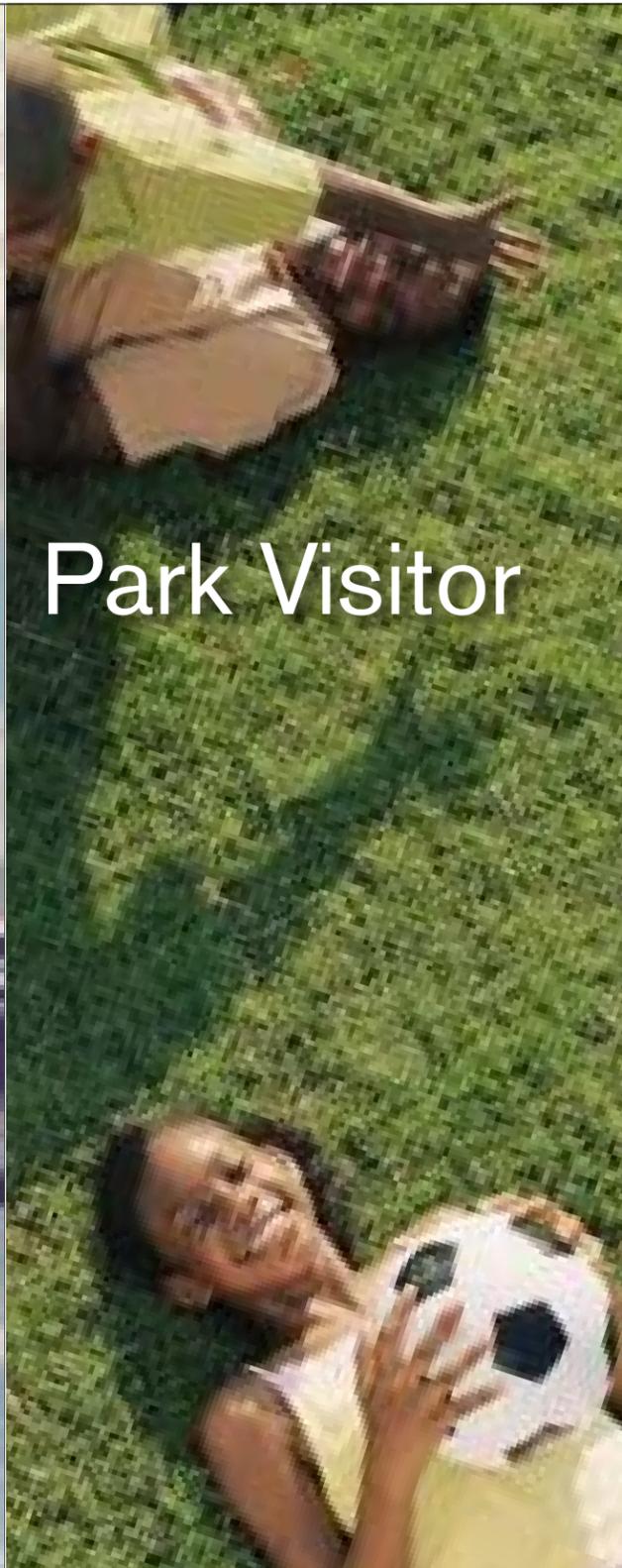
Weekend  
Traveler



Tourist



Shopper



Park Visitor

### Daily Commuter

Is usually in a rush. Has internalized her daily trip. Interested in **up-to-date information** that might affect the daily commute. Looks for real time traffic information.

### Weekend Traveler

Is not rushed and might **want to explore the City.** Will look for maps of the area, weekend schedules and event information.

### Tourist

Does not know the City or area. Will need **support with trip planning.** Interested in City maps with local points of interest identified.

### Shopper

Lunch break, evening or weekend shopper **explore TTC retail** with or without utilizing transit services.

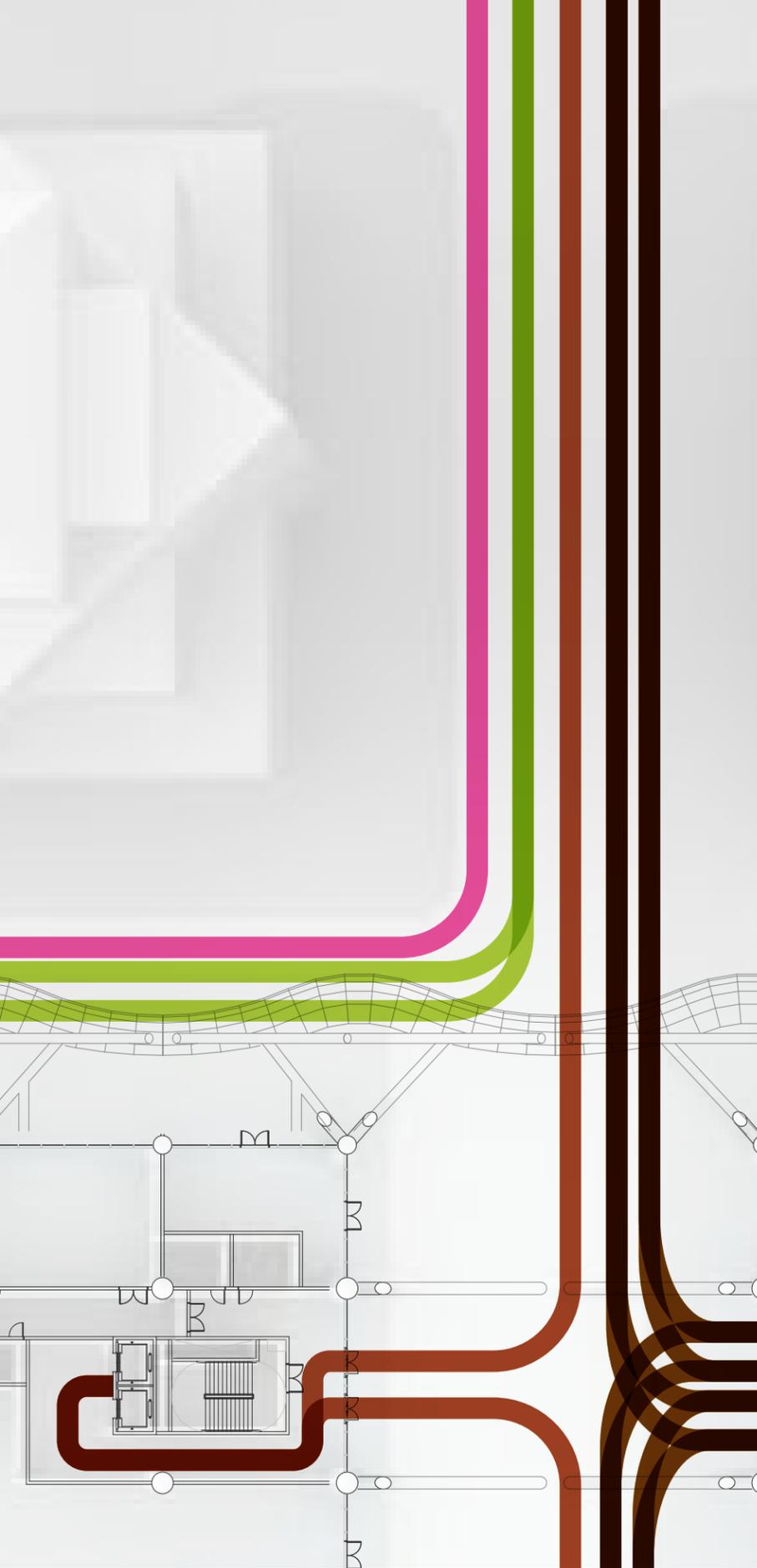
### Park Visitor

Business people taking lunch breaks on weekdays. Out-of-town visitors on weekends will be interested in **sightseeing and City Park events.** Residents of new TTC neighborhood.

# CIRCULATION

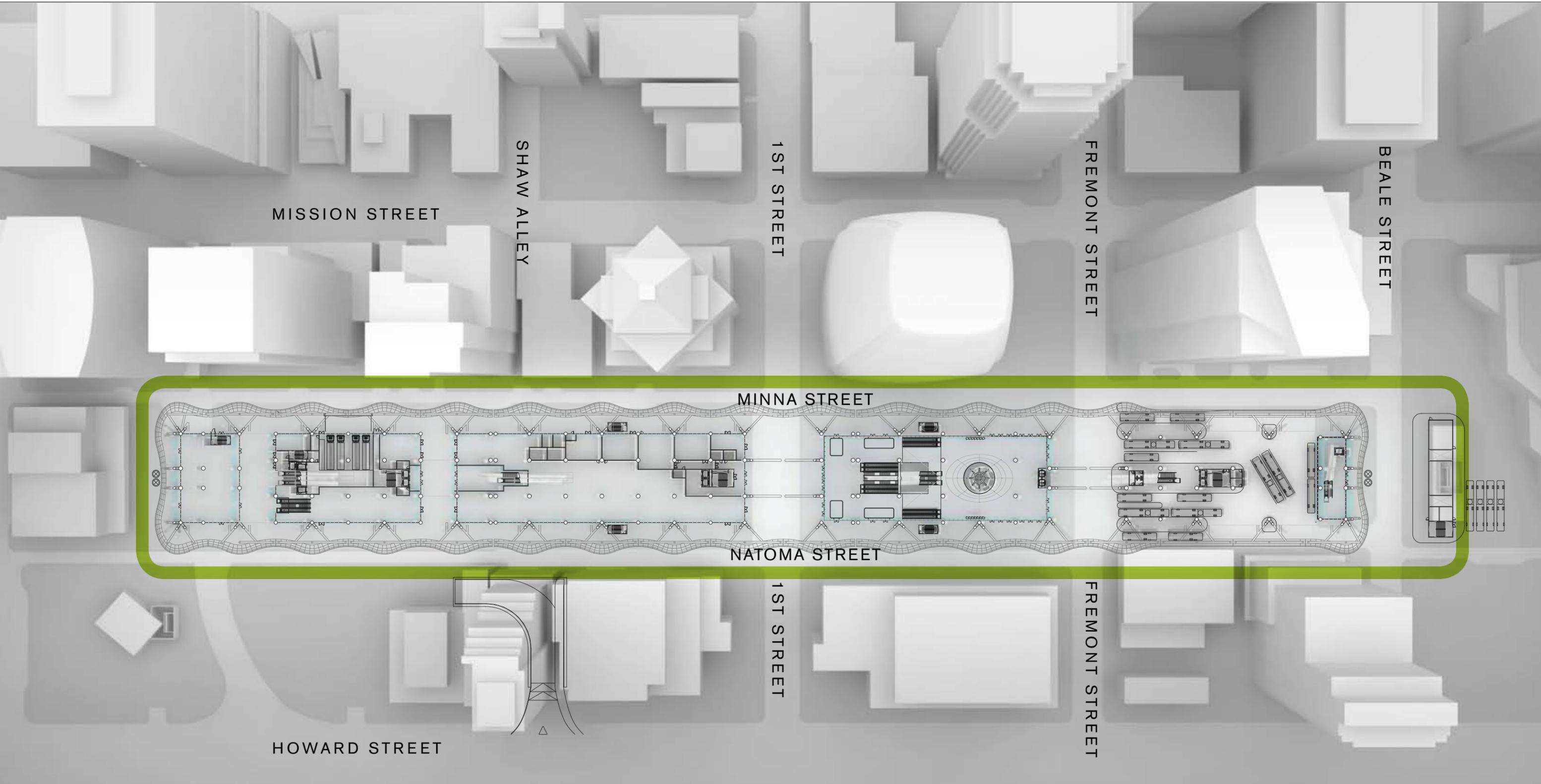
The following studies include:

- Pedestrian Density Diagrams
- TTC Program by Level
- Vertical Circulation
- Pedestrian Flow Study (Ground Floor)

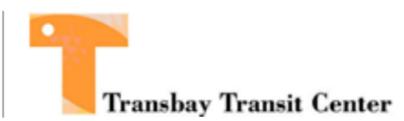


Site

# TTC Site Boundaries



JUNE 09, 2009

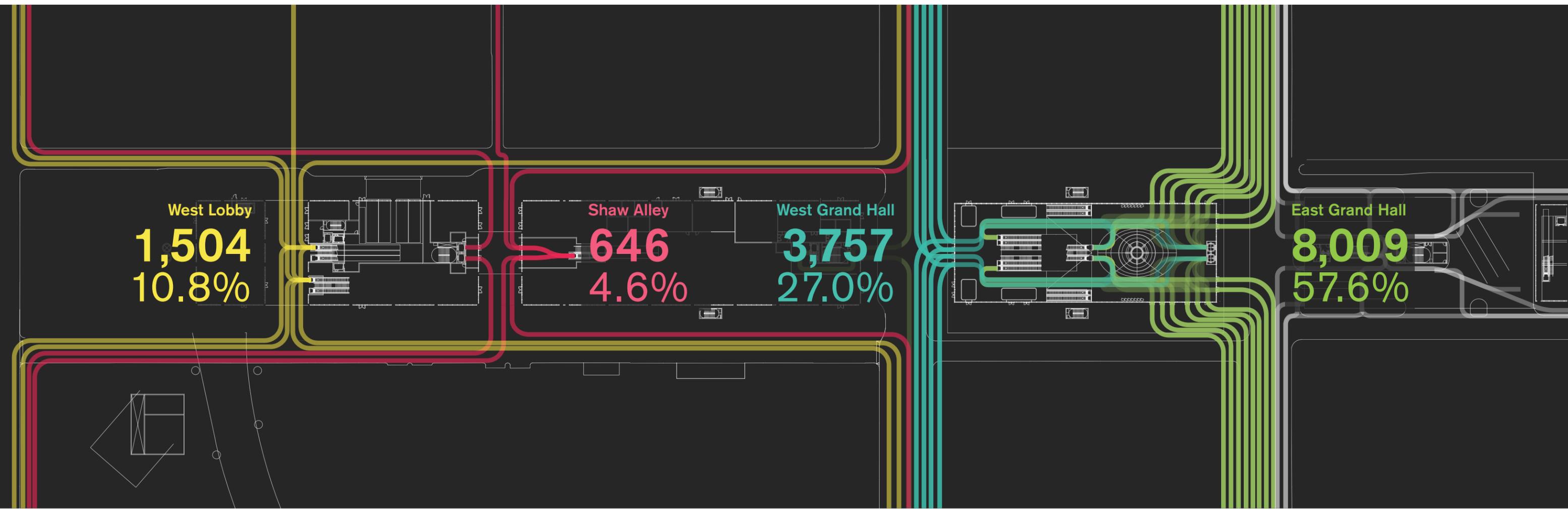


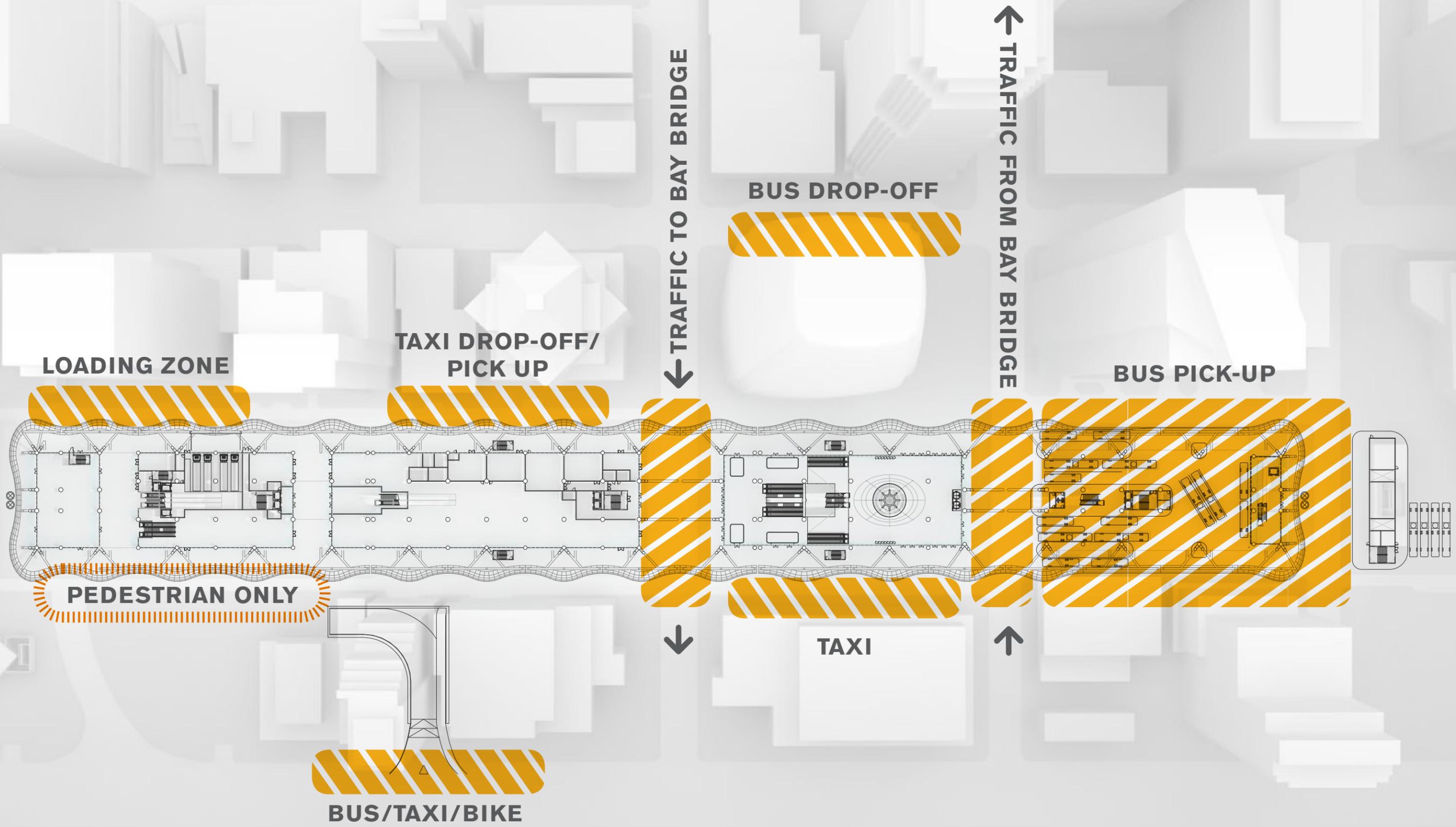
WRNS STUDIO LLP

# Circulation

# Entrance Activity Counts

Pedestrian Total: **15,758**  
Year: **2030**  
Time: **5pm-6pm**





Circulation

# Levels

Roof Park Level

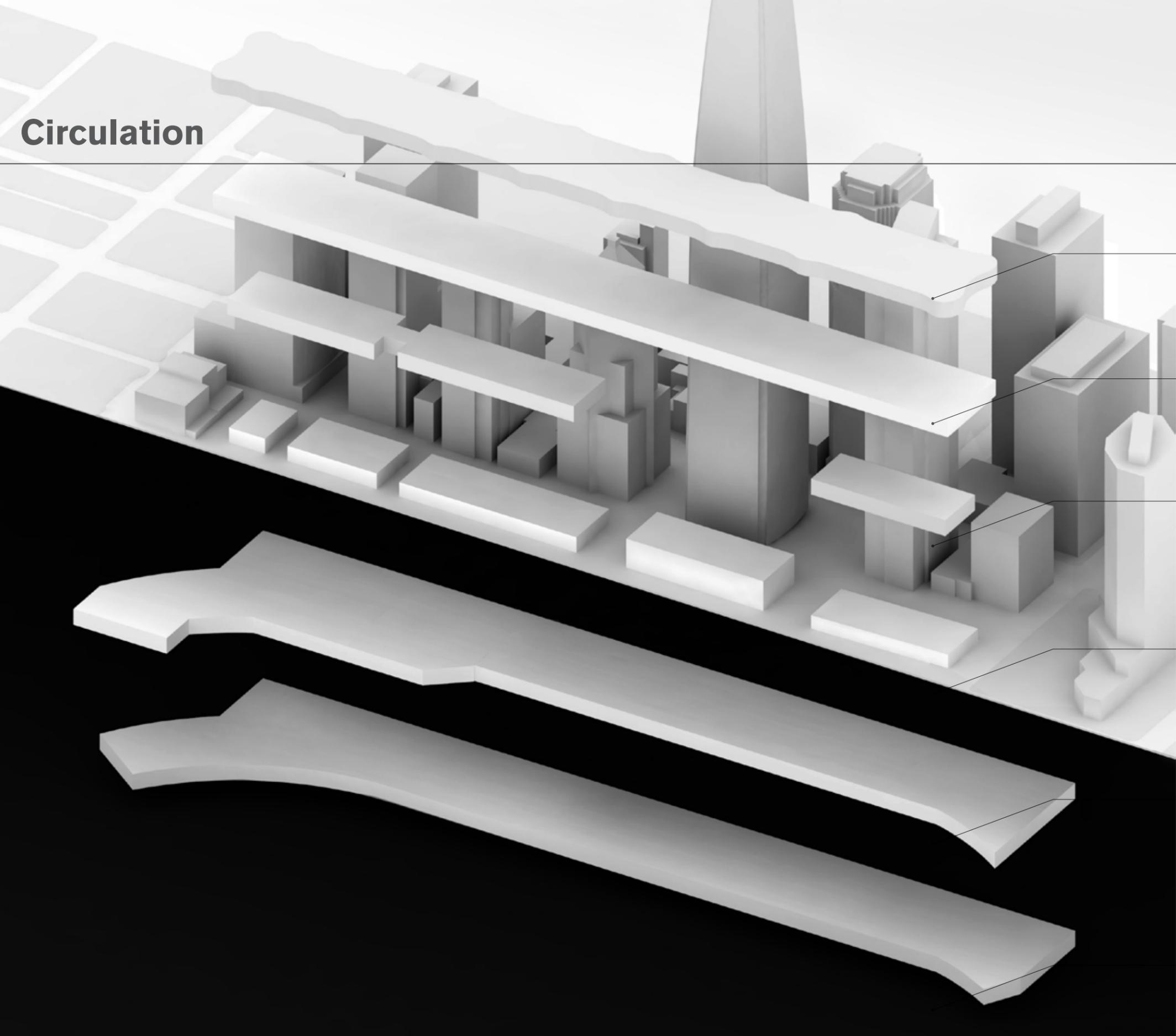
Bus Deck Level

Second Level

Ground Level

Lower Concourse

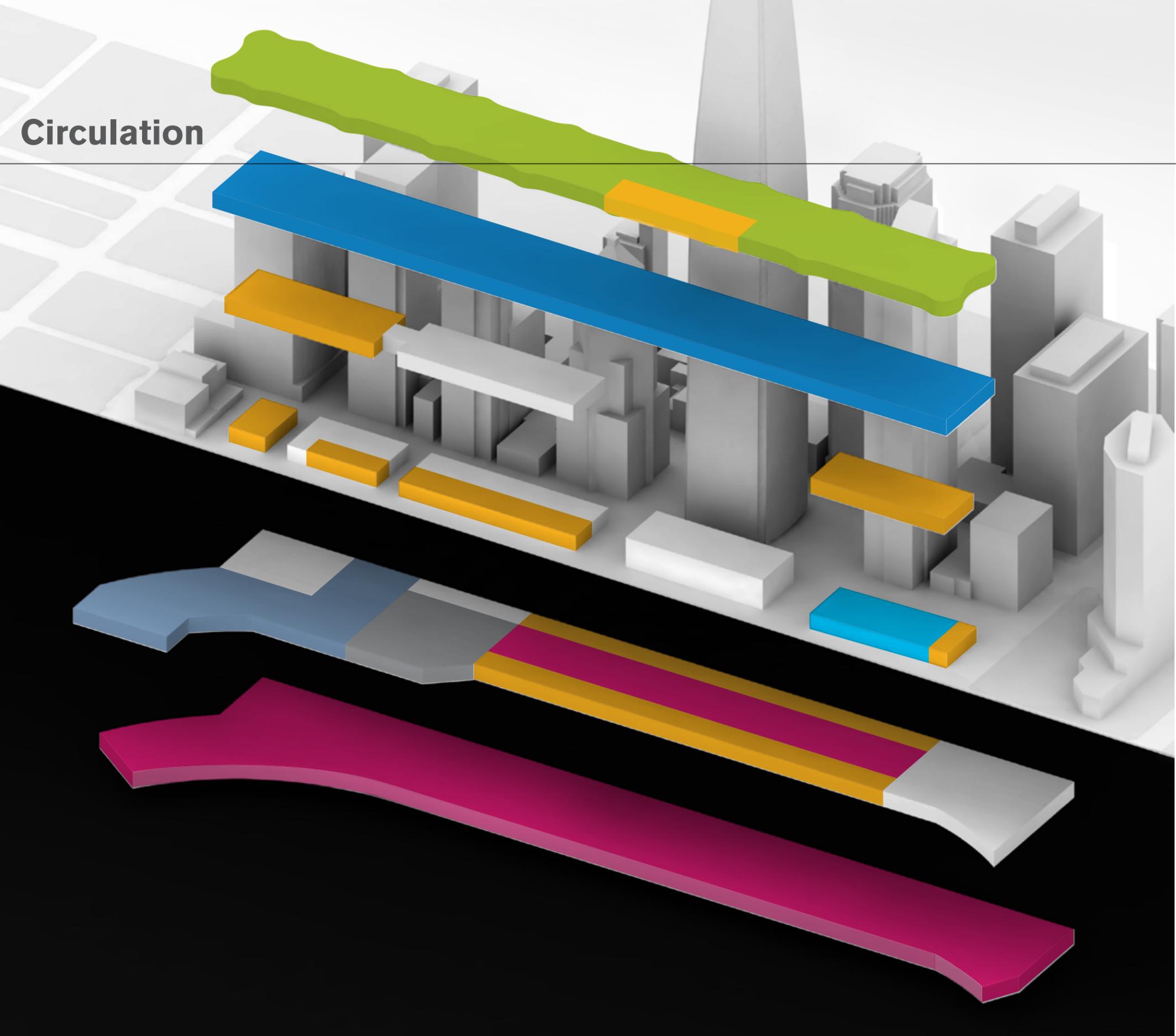
Train Level - B2



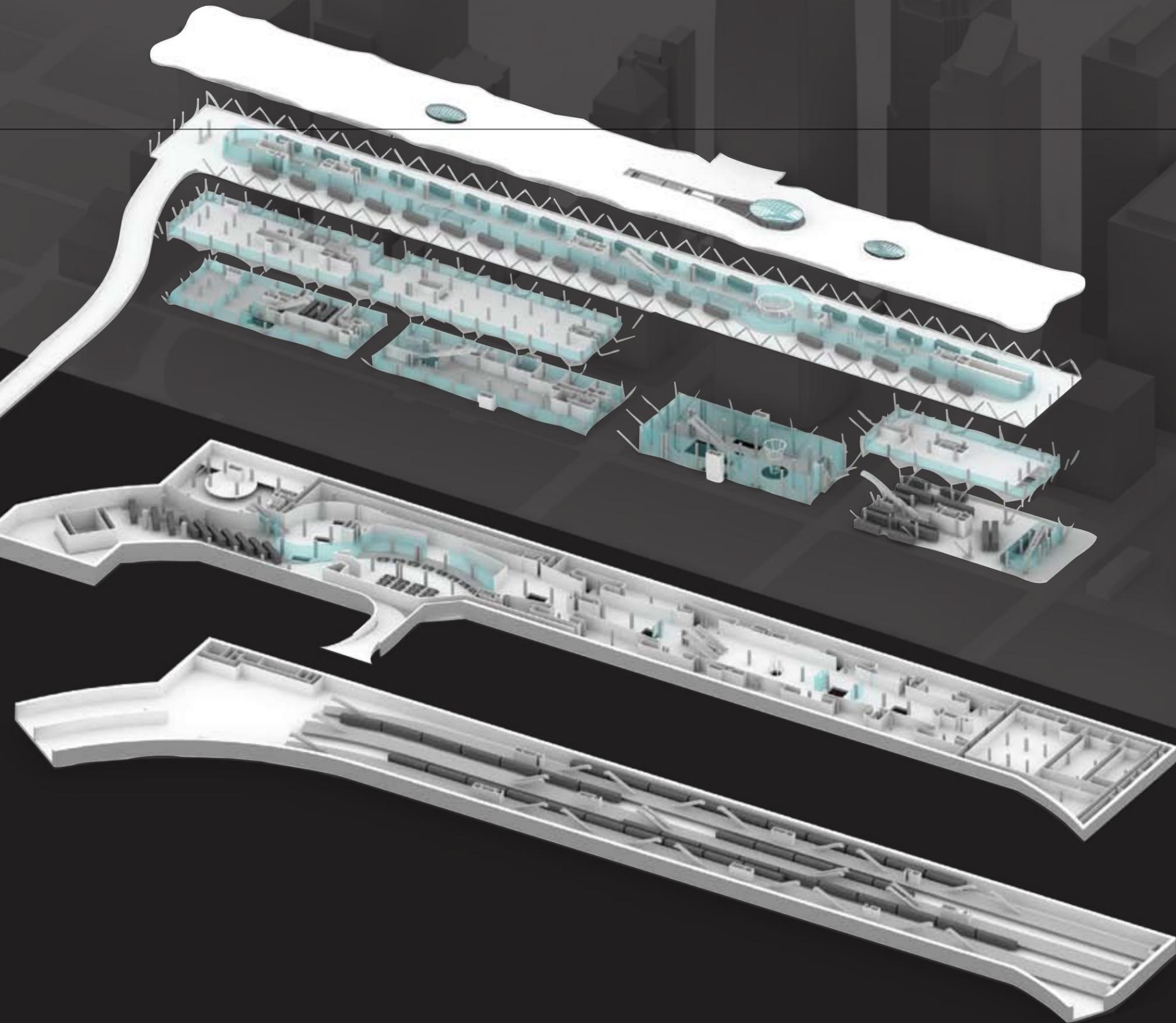
# Circulation

# All Programs

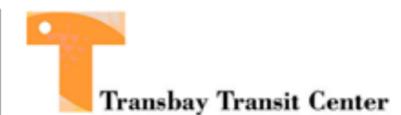
- Roof Park
- Bus Level
- Retail
- Bus Plaza
- Intercity Bus Operations
- Train
- Taxi



# Vertical Circulation



JUNE 09, 2009

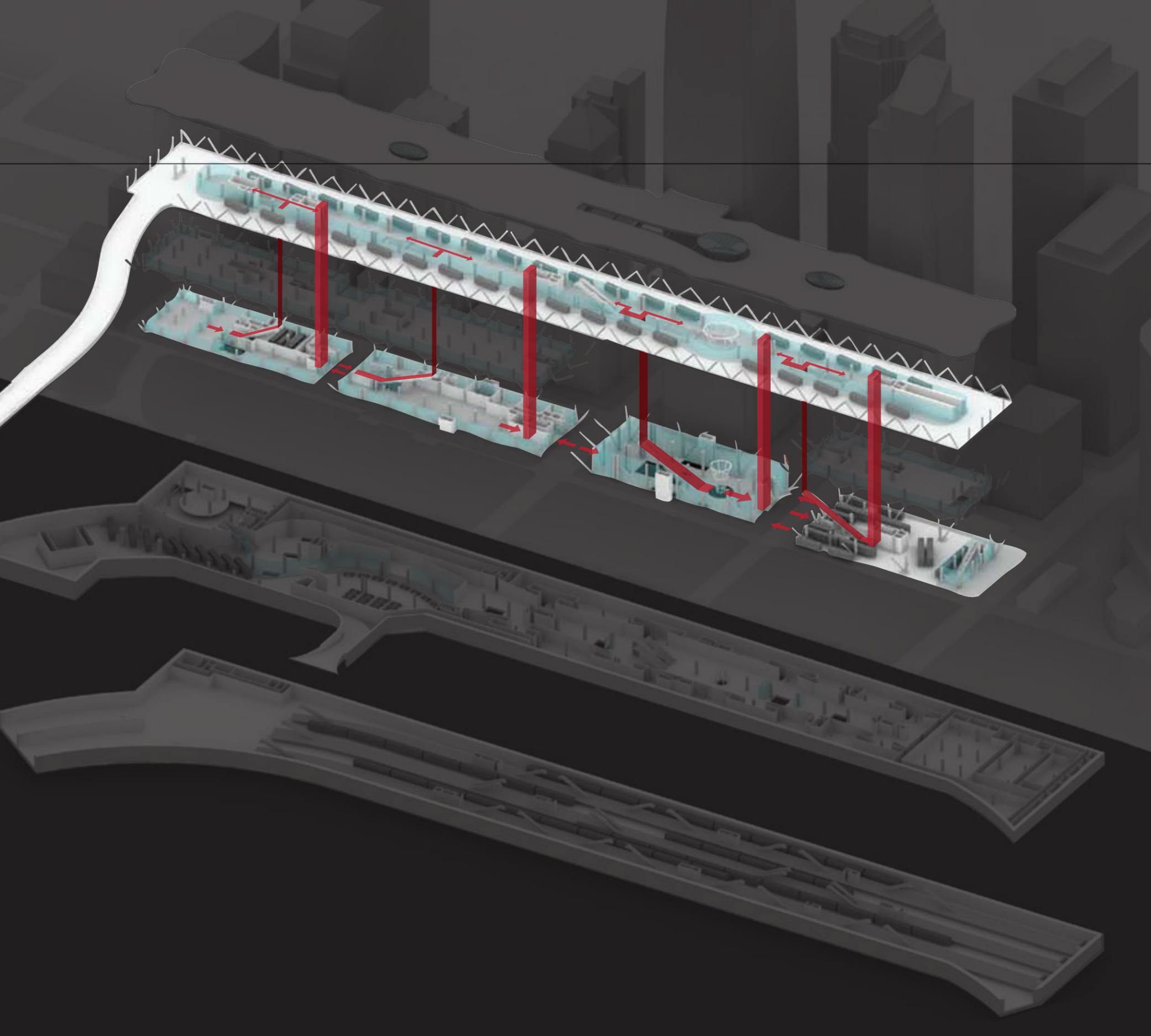


WRNS STUDIO<sub>LLP</sub>

# Vertical Circulation

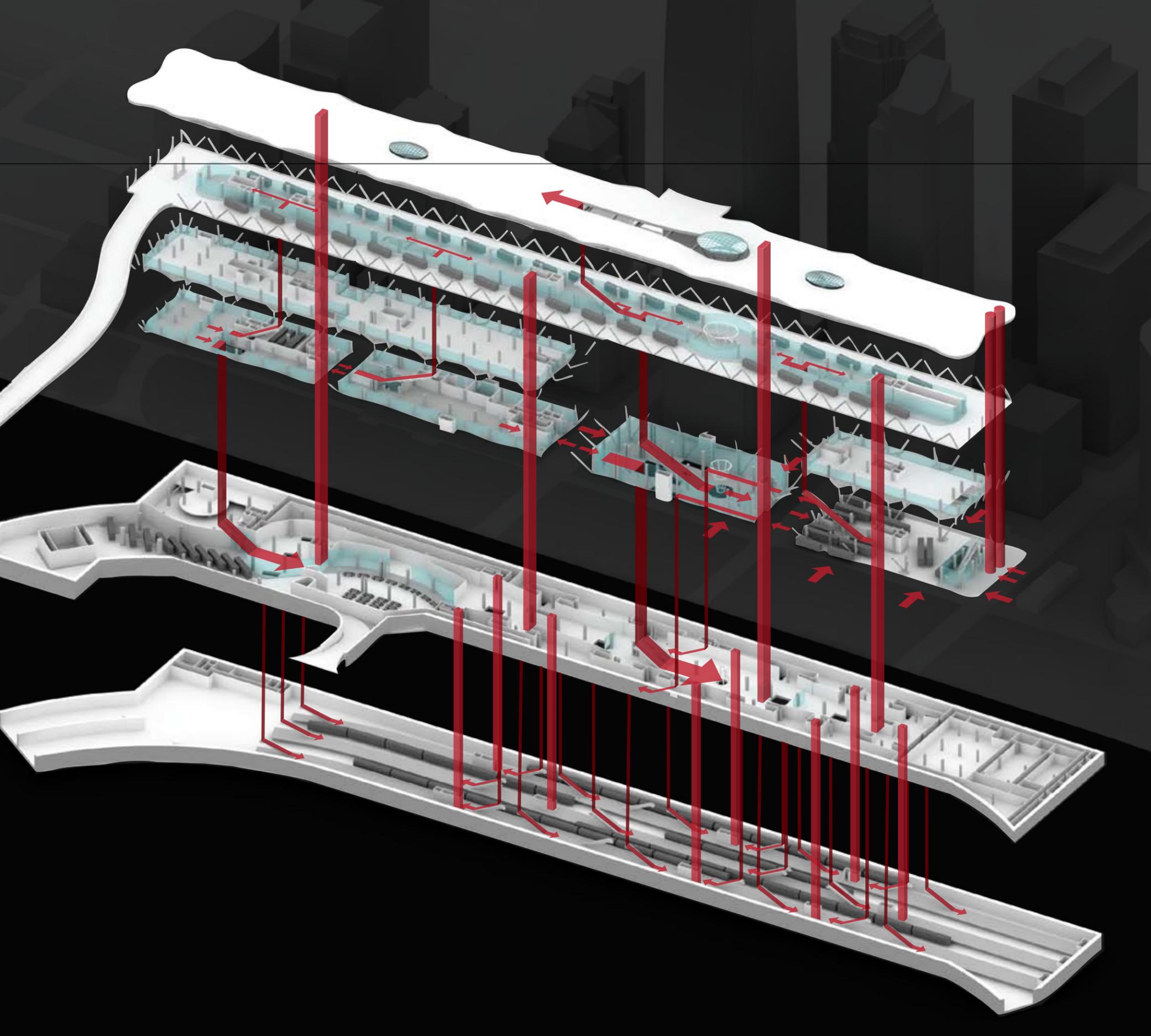
To Bus Deck Level

- Escalators
- Elevators



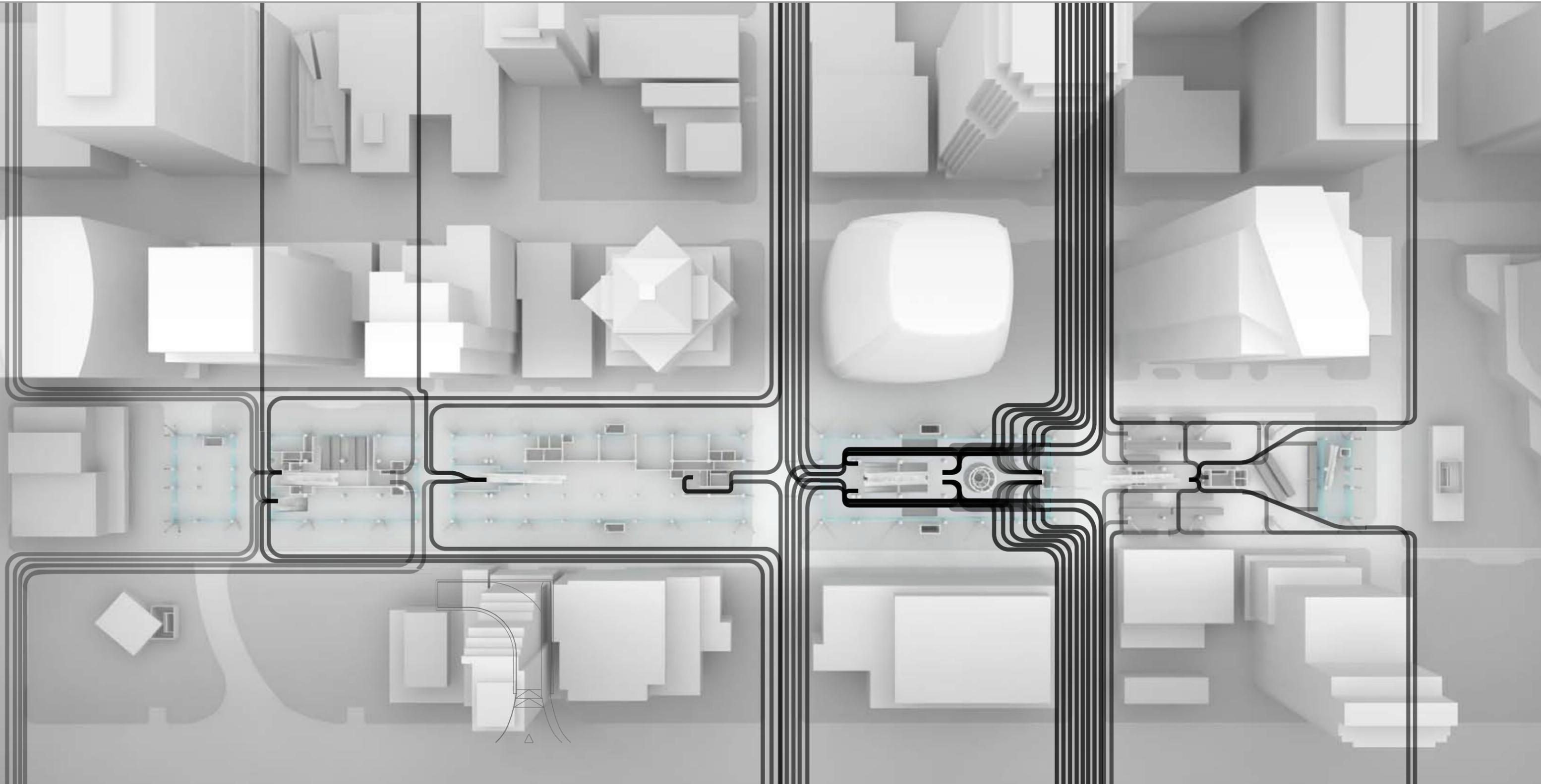
# Vertical Circulation

- To all levels
- Escalators
- Elevators



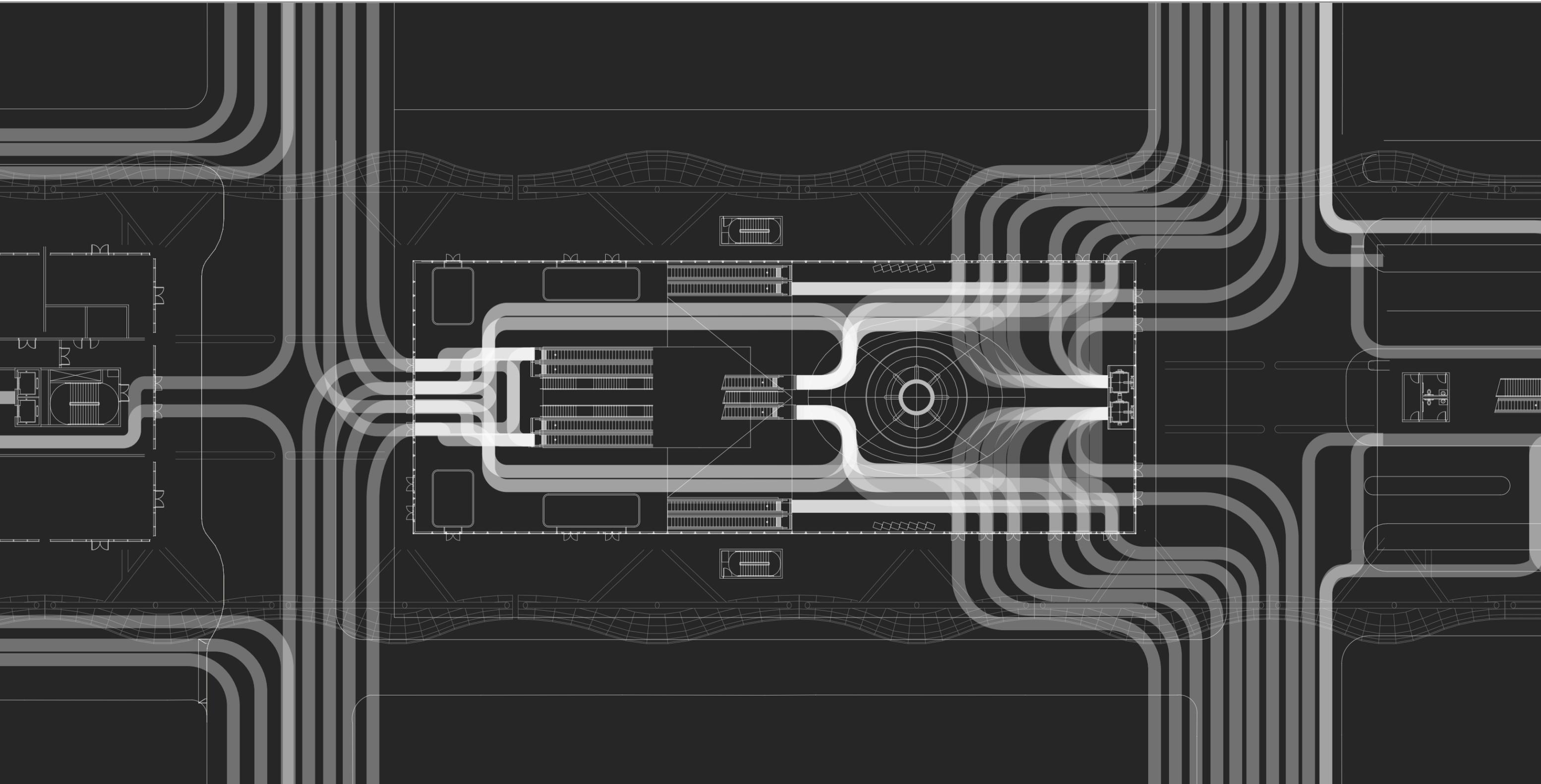
# Circulation

# Ground Level / Pedestrian Flow to: All Venues



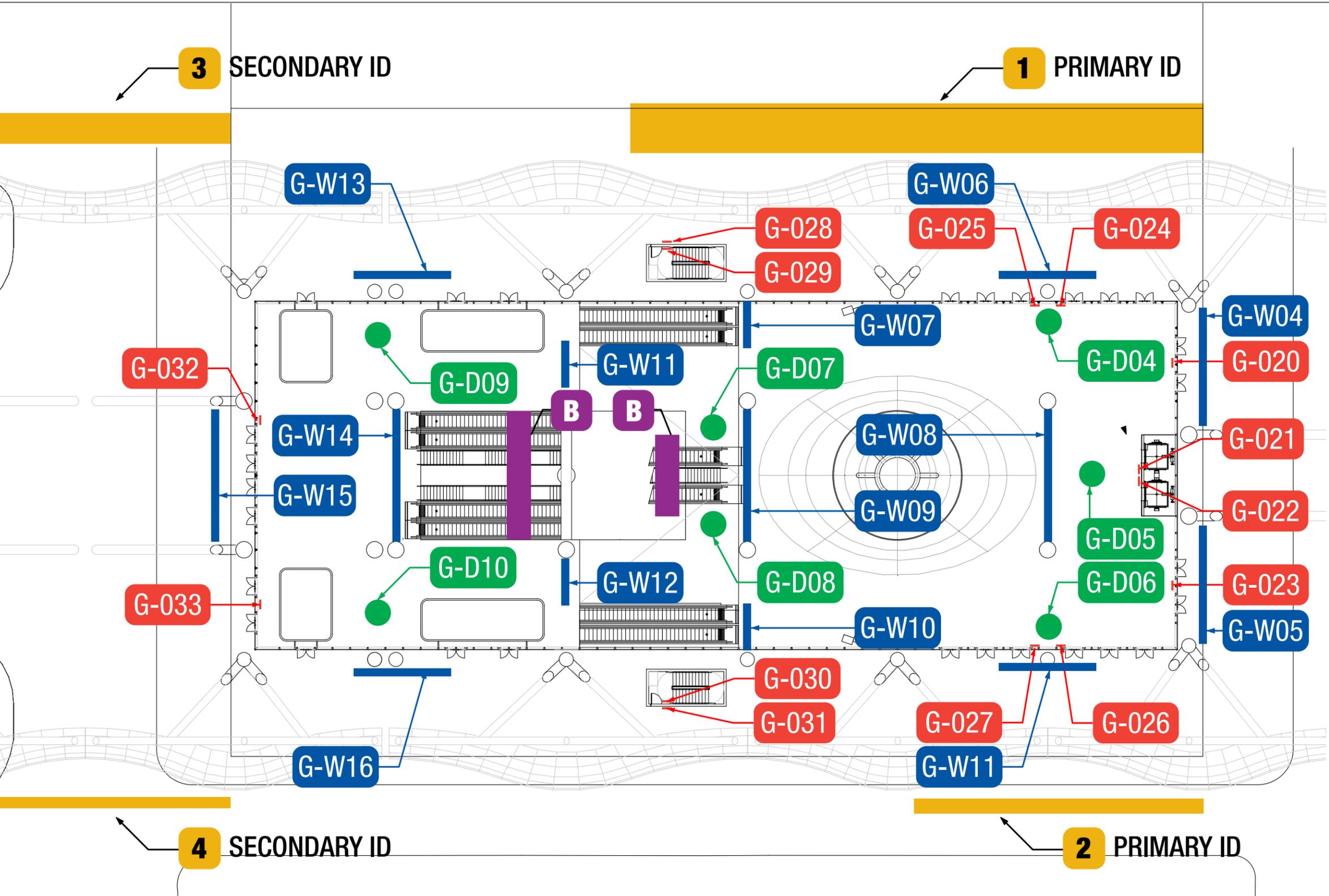
**Circulation**

Ground Level/Pedestrian Flow to all Venues: **Grand Hall**



# Concepts

# PHASE 2 Signage Location Map and Schedules: Great Hall

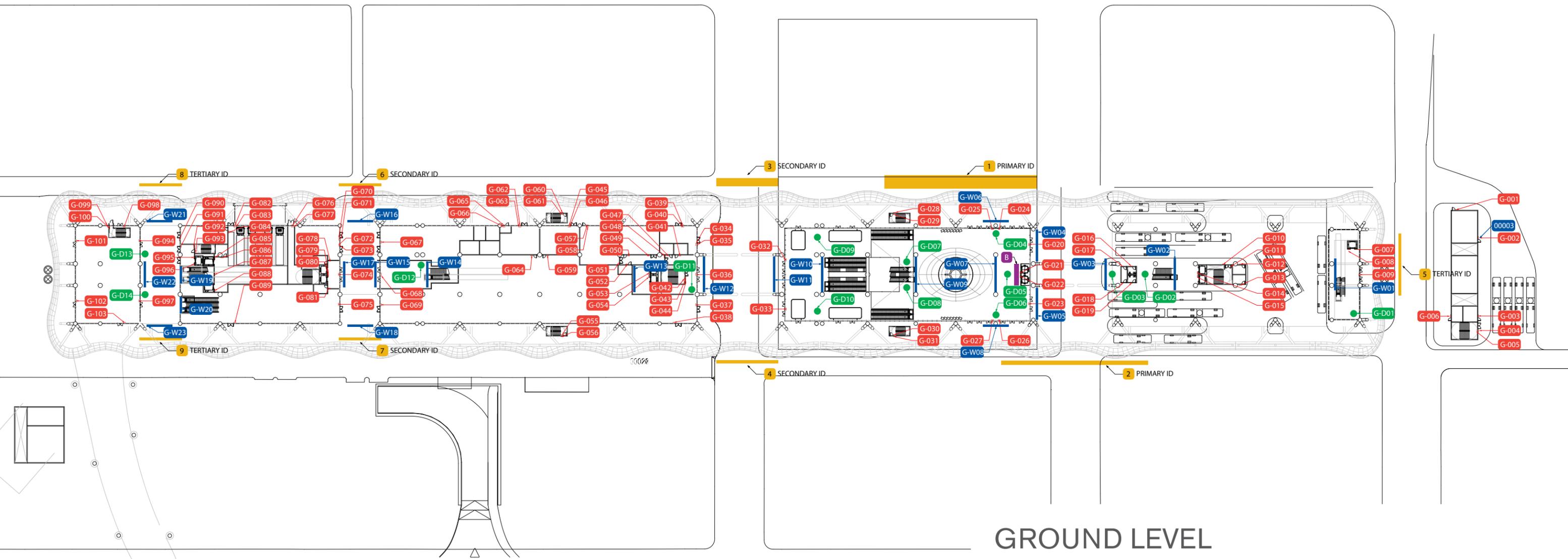


- LEGEND**
- Large Dynamic Display
  - Code Signage
  - Wayfinding Signage Overhead
  - Directory (freestanding)
  - Building Identification

JUNE 09, 2009

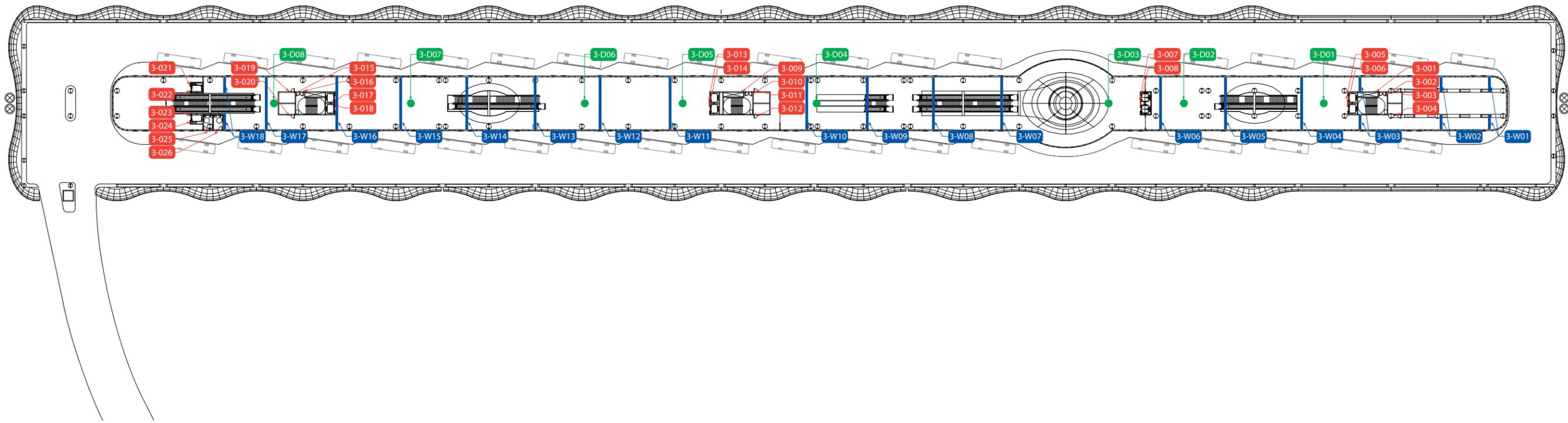


**WRNS STUDIO** LLP



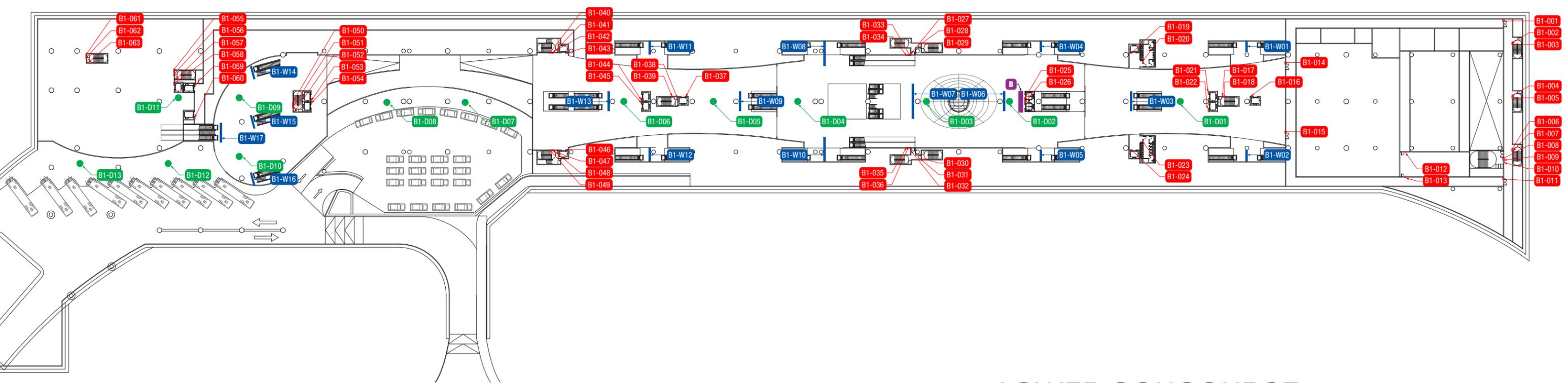
## GROUND LEVEL

- Building Identification
- Large Dynamic Display
- Code Signage
- Wayfinding Signage Overhead
- Directory (freestanding)



- BUS DECK LEVEL**
- Code Signage
  - Wayfinding Signage Overhead
  - Directory (freestanding)

# PHASE 2 Signage Location Map and Schedules: Lower Concourse

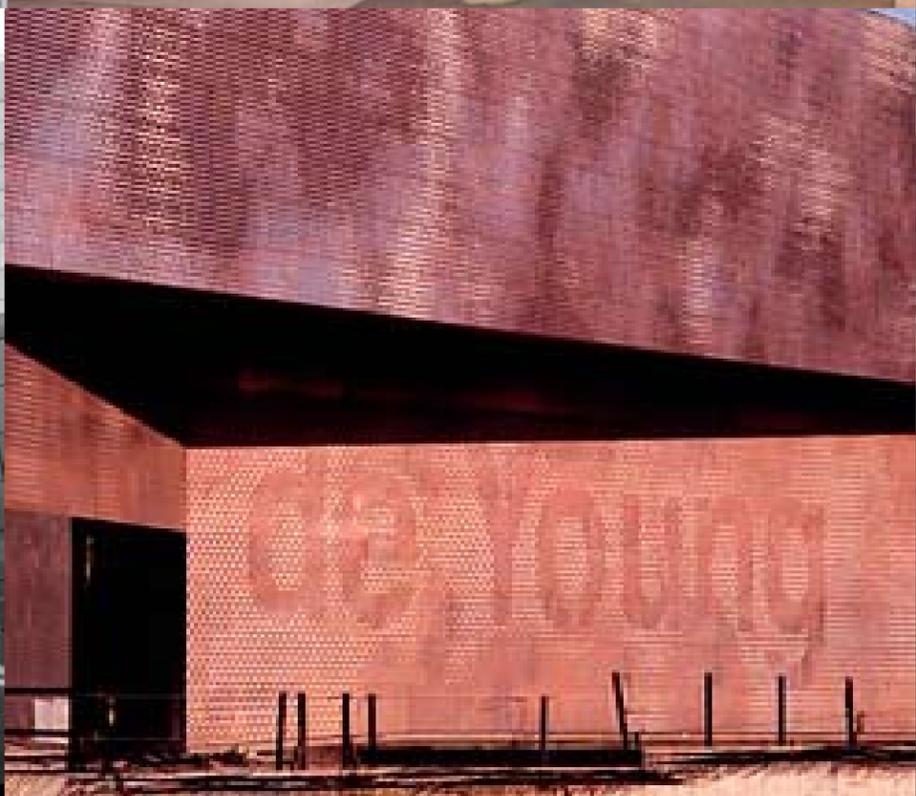


## LOWER CONCOURSE

- Large Dynamic Display
- Code Signage
- Wayfinding Signage Overhead
- Directory (freestanding)

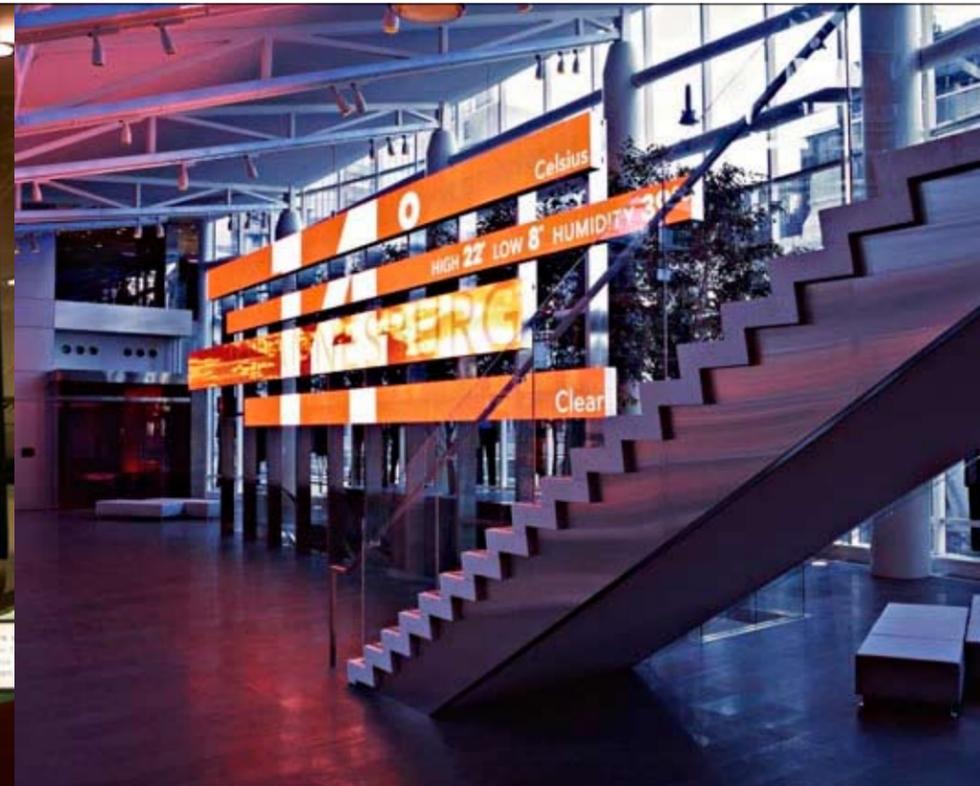
Precedents

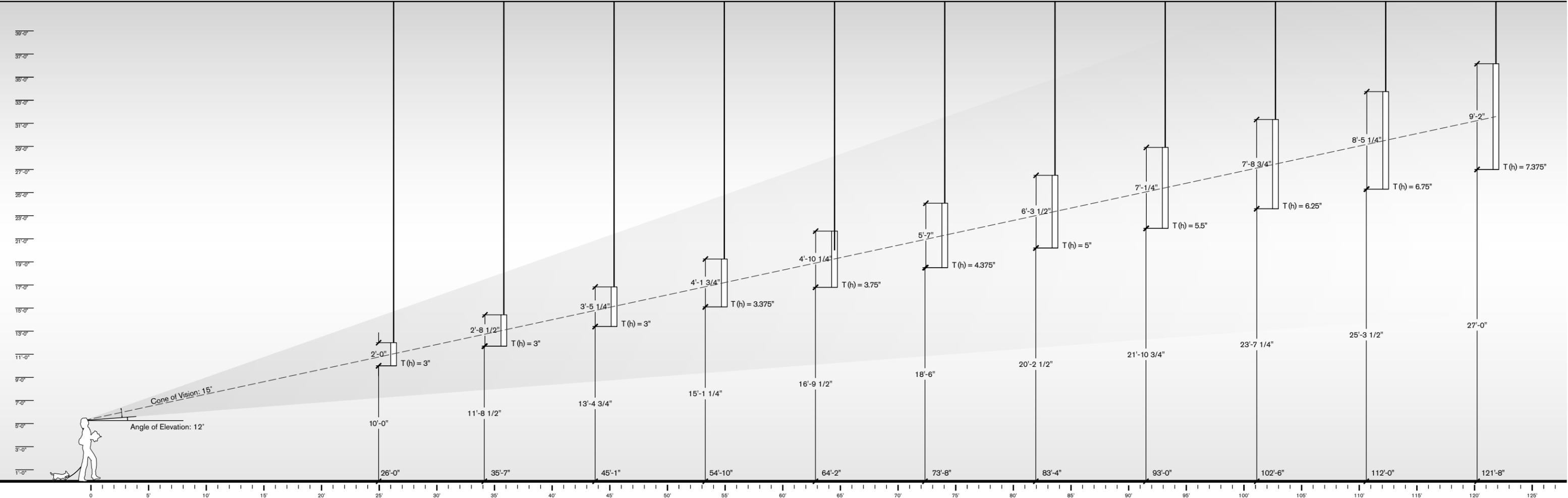
■ Building Identification



# Precedents

# Large Dynamic Display



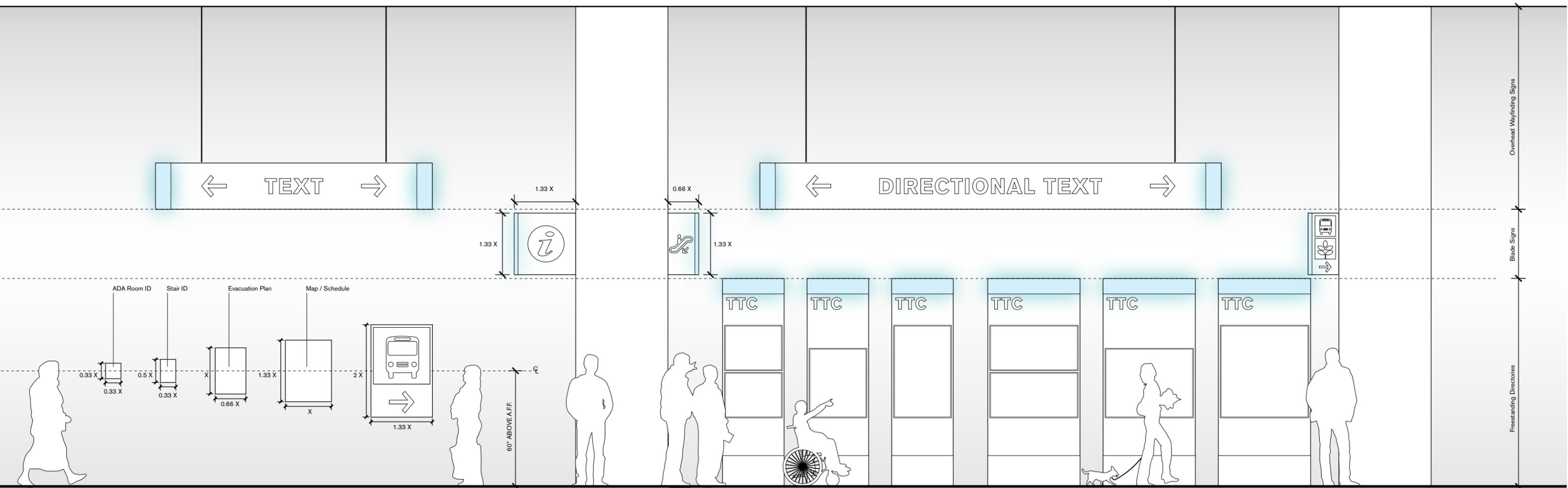


**OVERHEAD SIGNAGE MOUNTING HEIGHT & TEXT SIZE STUDY**

SCALE: 1/8" = 1'-0"

- As a rough estimate, character size should be 1/200th of viewing distance.
- Mim. text height (ADA requirement) = 3"

# ■ Signage System Proportional Study



## SIGHT-LINE PROPORTION & HEIGHT STUDY

SCALE: 1/4" = 1'-0"

# Precedents

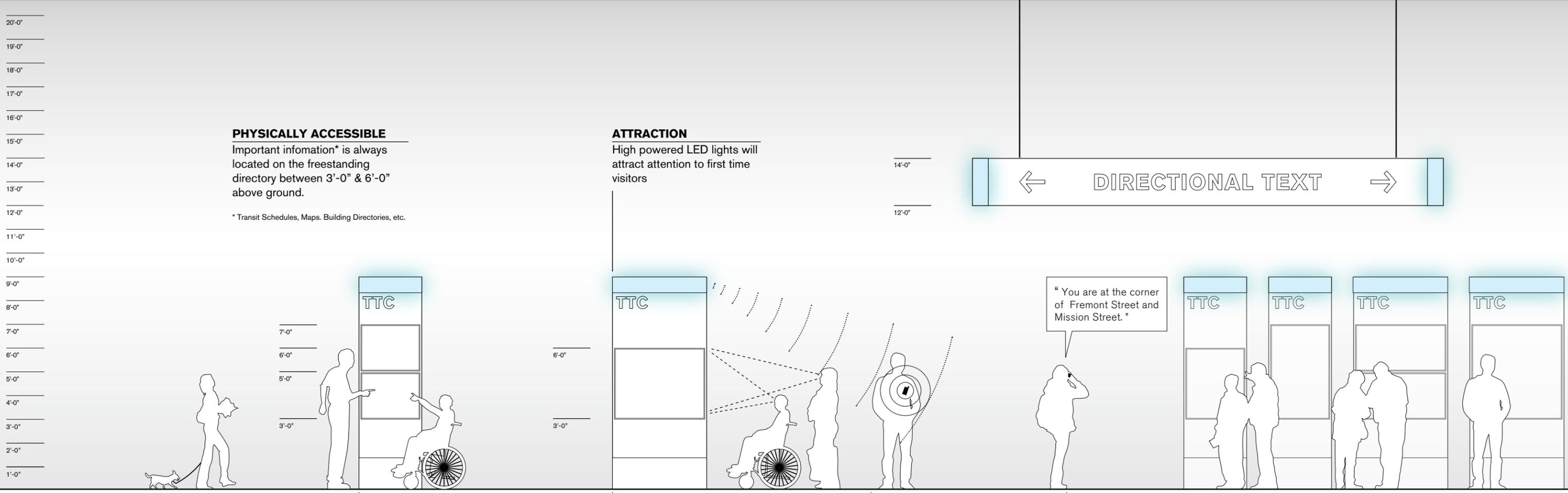
# Wayfinding Signage



# Precedents

# ■ Freestanding Directory





**PHYSICALLY ACCESSIBLE**  
 Important information\* is always located on the freestanding directory between 3'-0" & 6'-0" above ground.  
 \* Transit Schedules, Maps, Building Directories, etc.

**ATTRACTION**  
 High powered LED lights will attract attention to first time visitors

← DIRECTIONAL TEXT →

" You are at the corner of Fremont Street and Mission Street. "

**FREE STANDING DIRECTORY**  
 SCALE: 1/4" = 1'-0"

**LCD INTERFACE (TOP)**  
 LCD display interface is always located on the freestanding directory between 5'-0" & 7'-0" above ground.

**TOUCHSCREEN INTERFACE**  
 Touchscreen interface is always located on the freestanding directory between 3'-0" & 5'-0" above ground.

**PRINT INTERFACE**  
 Print Interface\* is always located on the freestanding directory between 3'-0" & 6'-0" above ground.  
 \* Transit Schedules, Maps, Building Directories, etc.

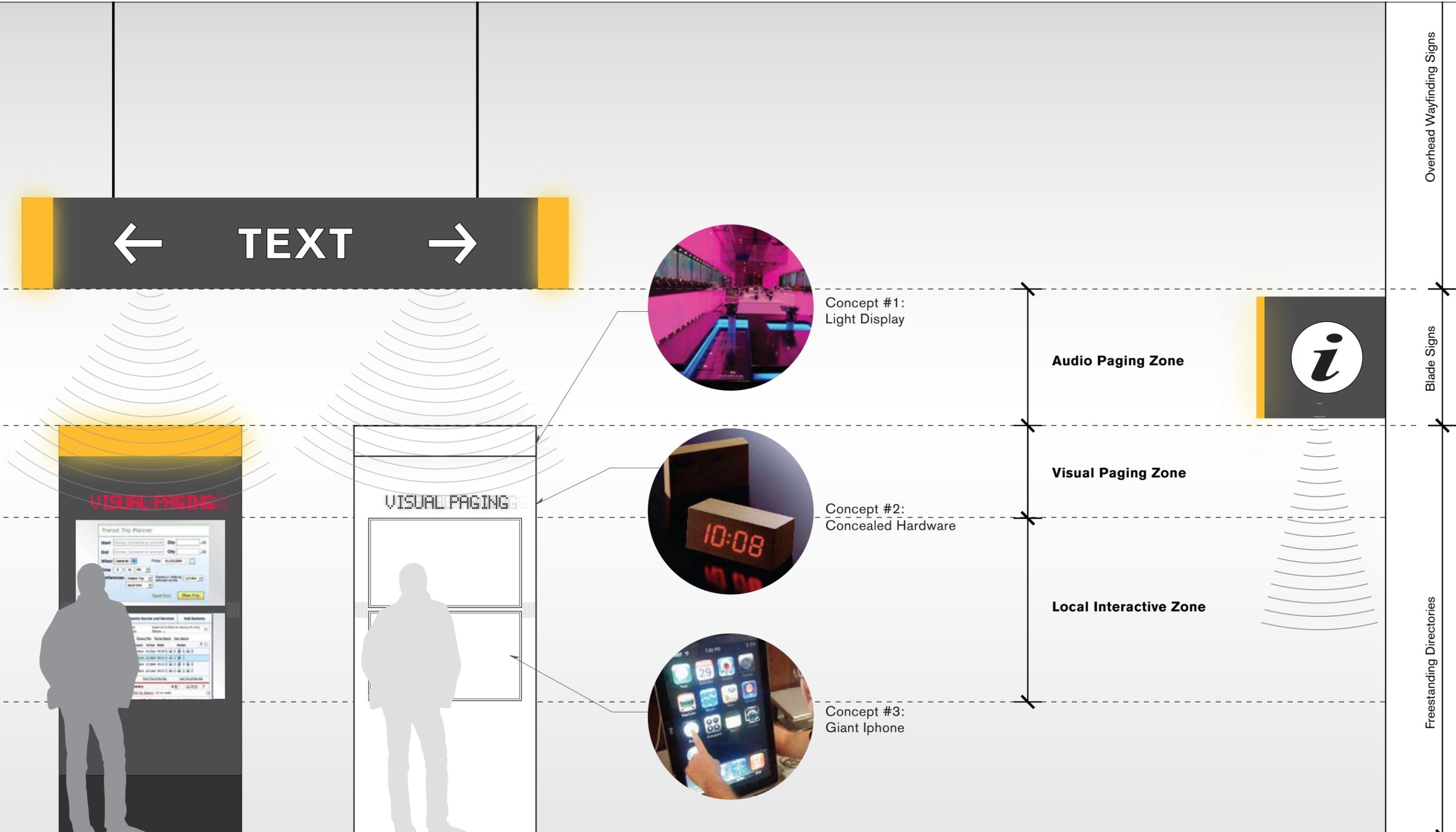
**AWARENESS**  
 A possible adaptation for the future is a system for helping the visually impaired to navigate by relaying their proximity to signs to a mobile device.

**CONNECTIVITY**  
 All kinds of supporting knowledge can be delivered to mobile devices through the free standing directory.

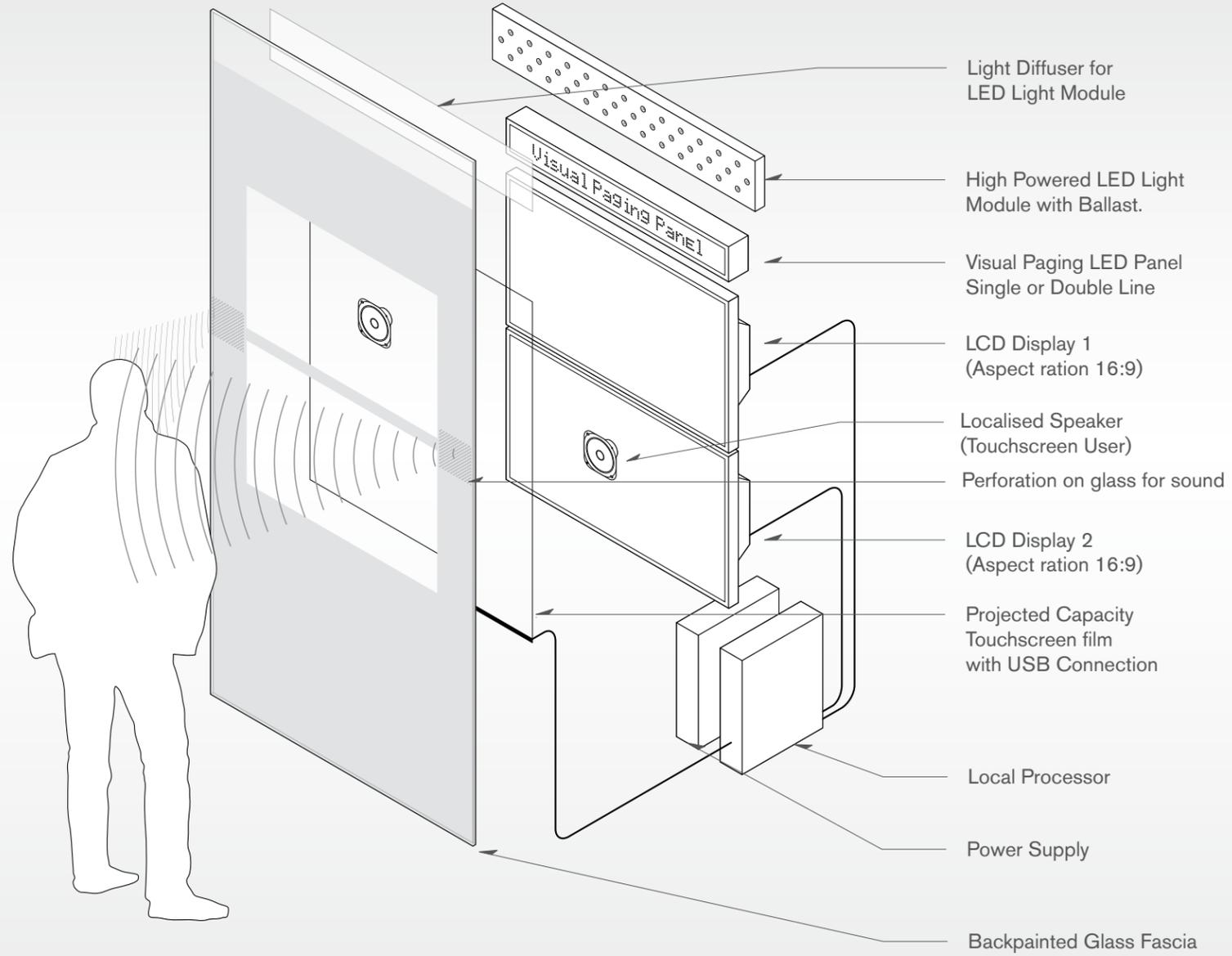
Possible Strategies includes:  
 • Wifi for downloading schedule  
 • Audio announcement  
 • GPS location device

# Concepts

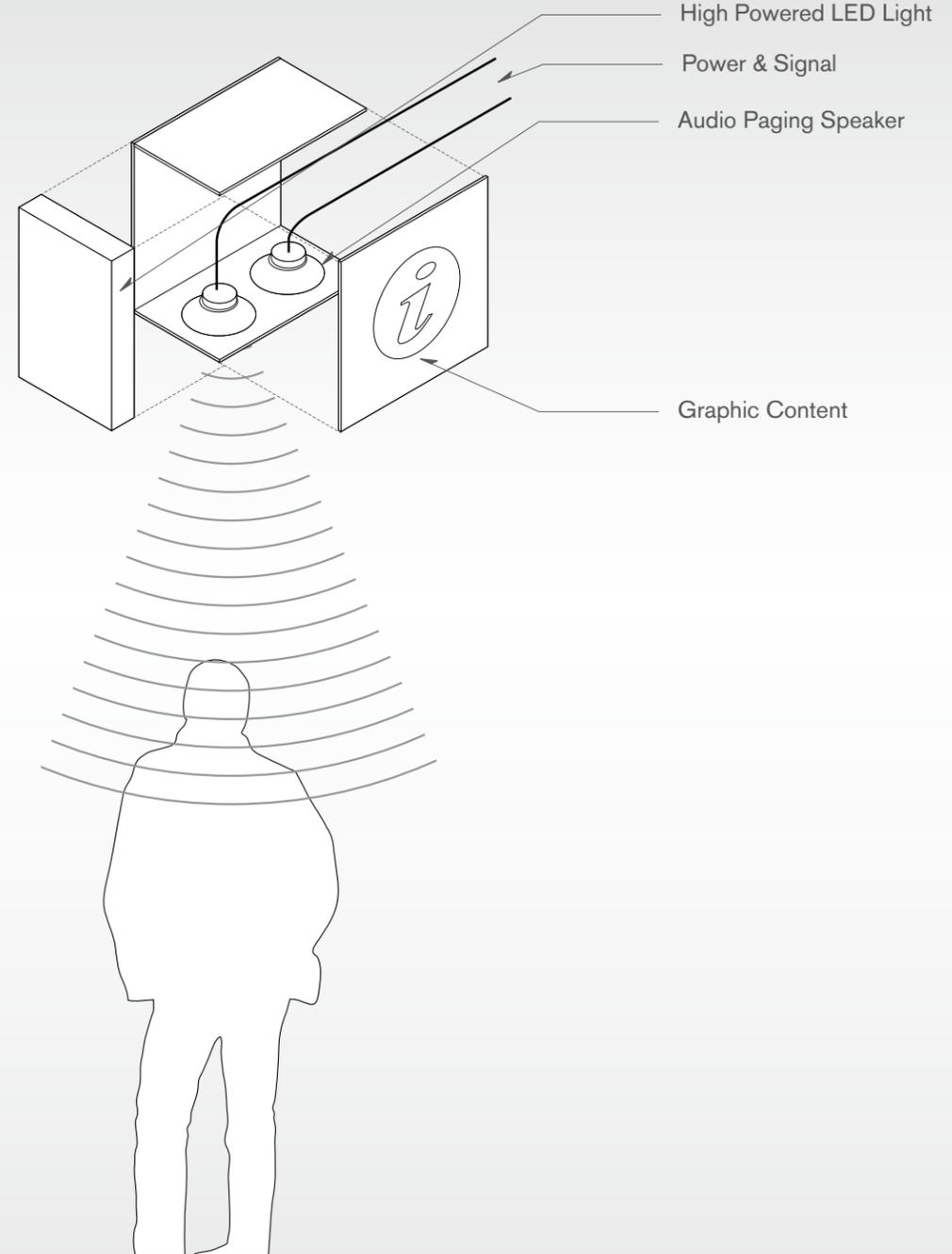
# Technology Integration

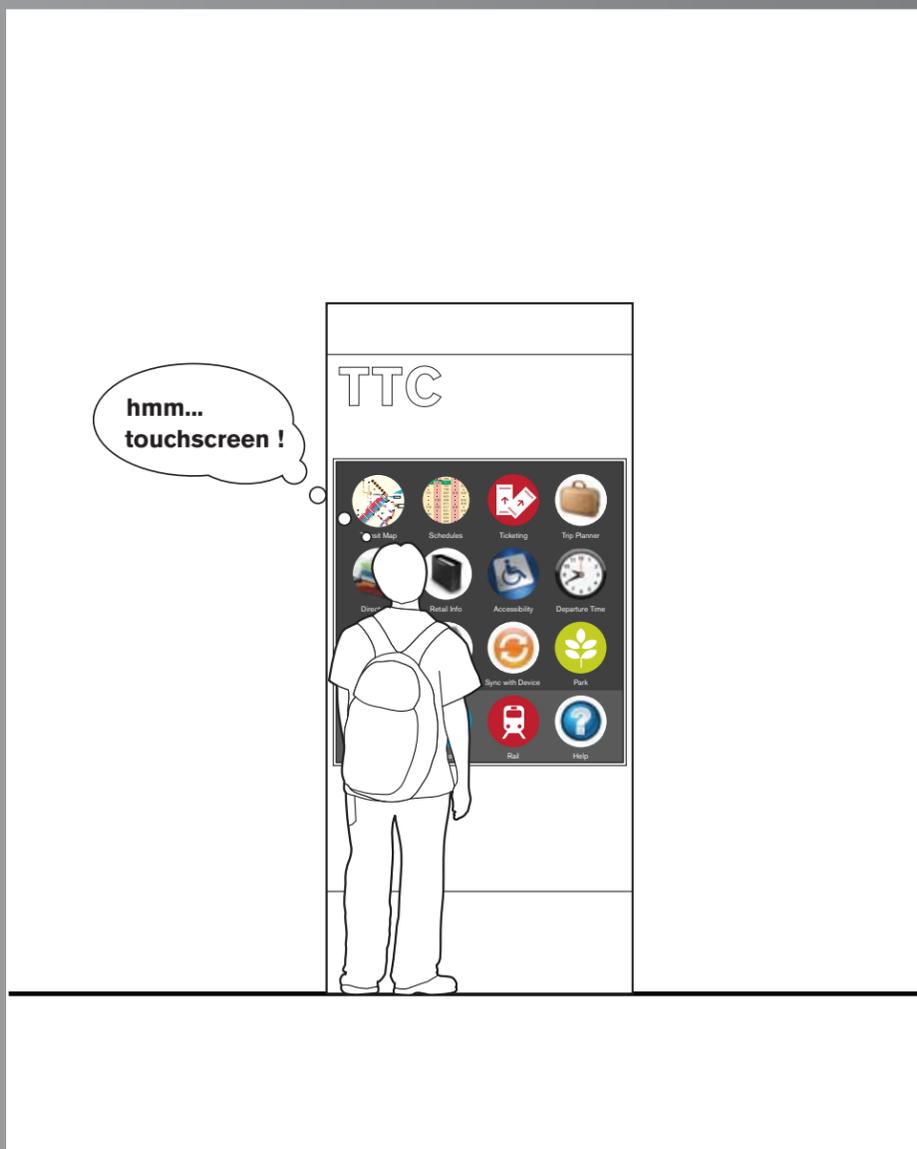
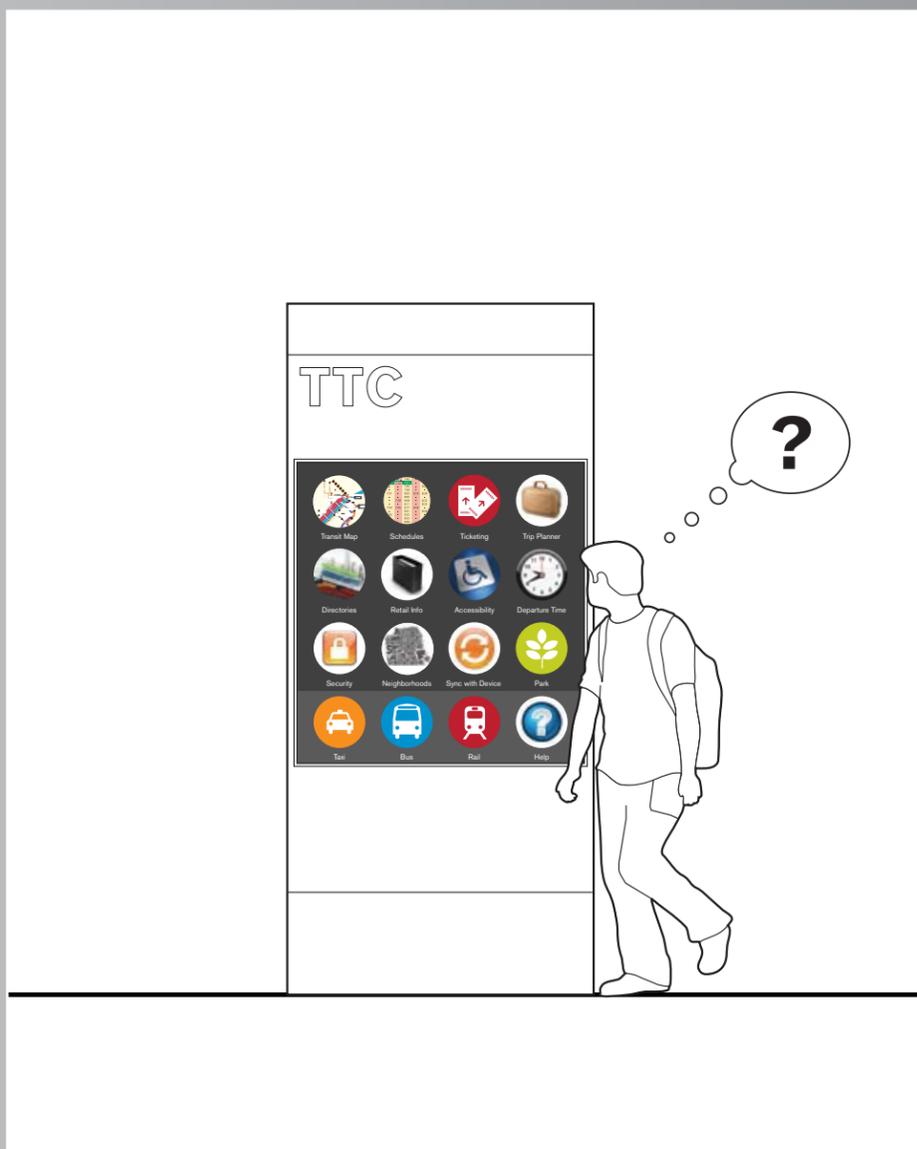


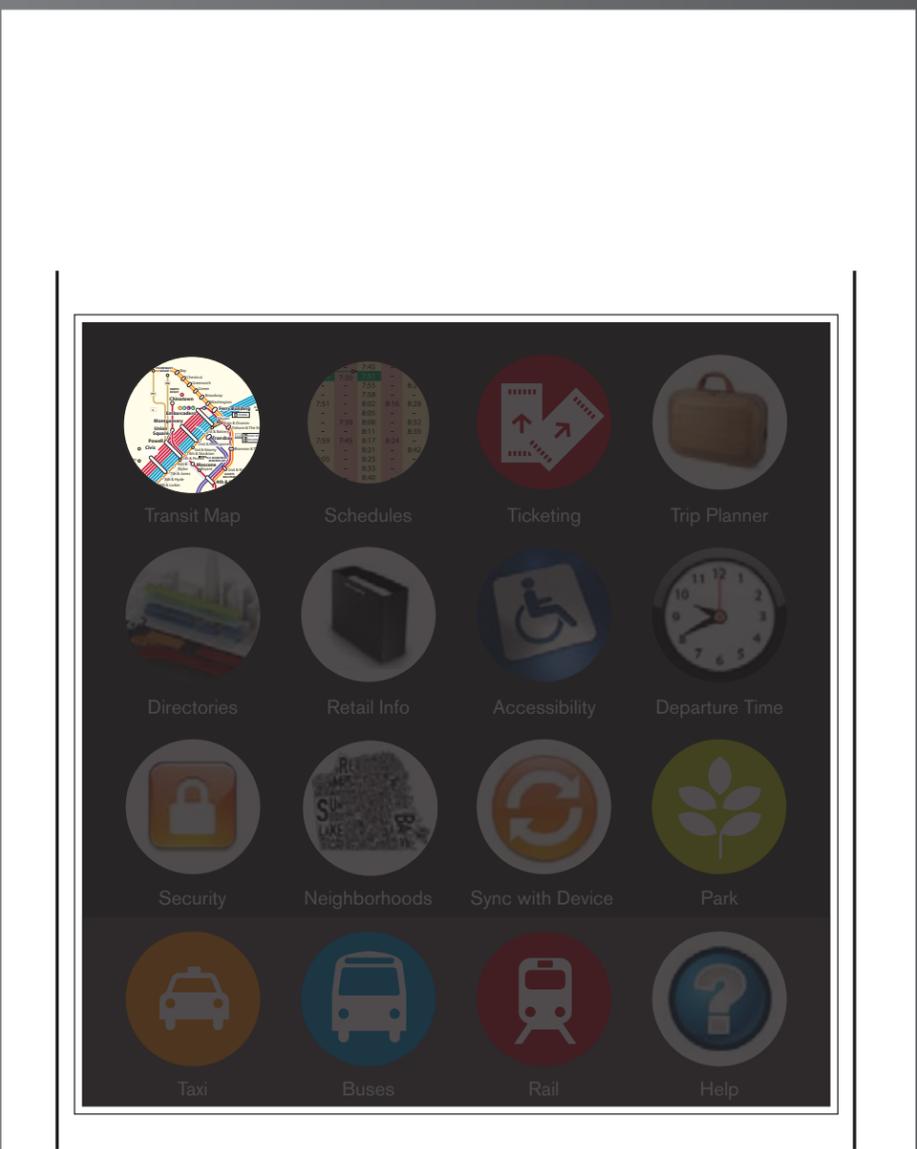
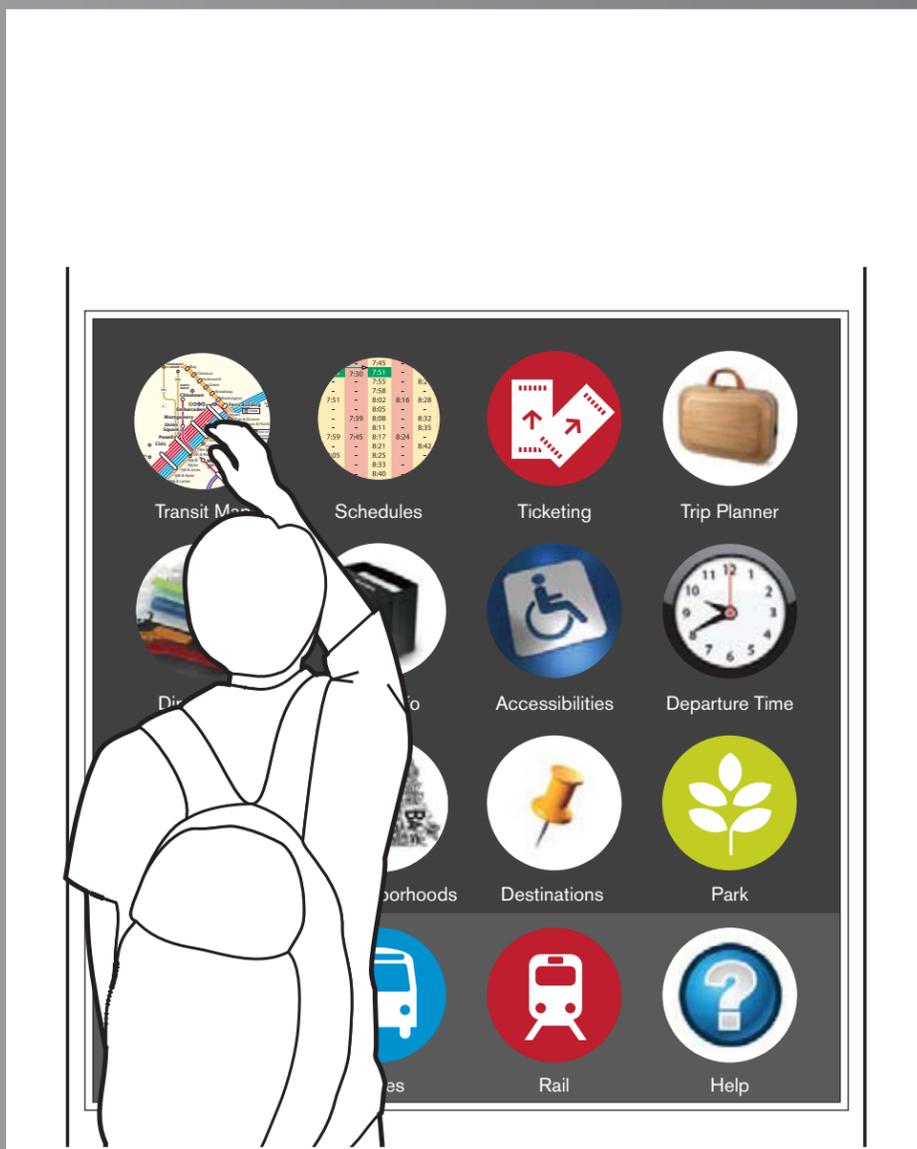
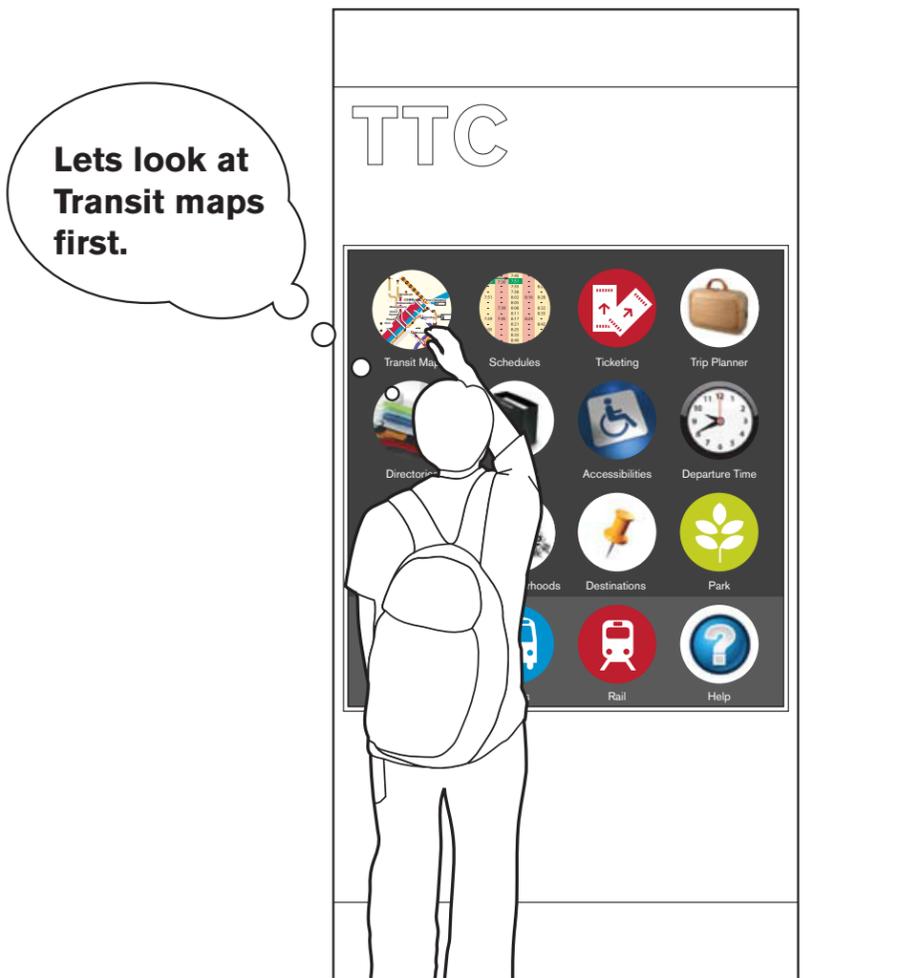
DIRECTORY CONCEPT

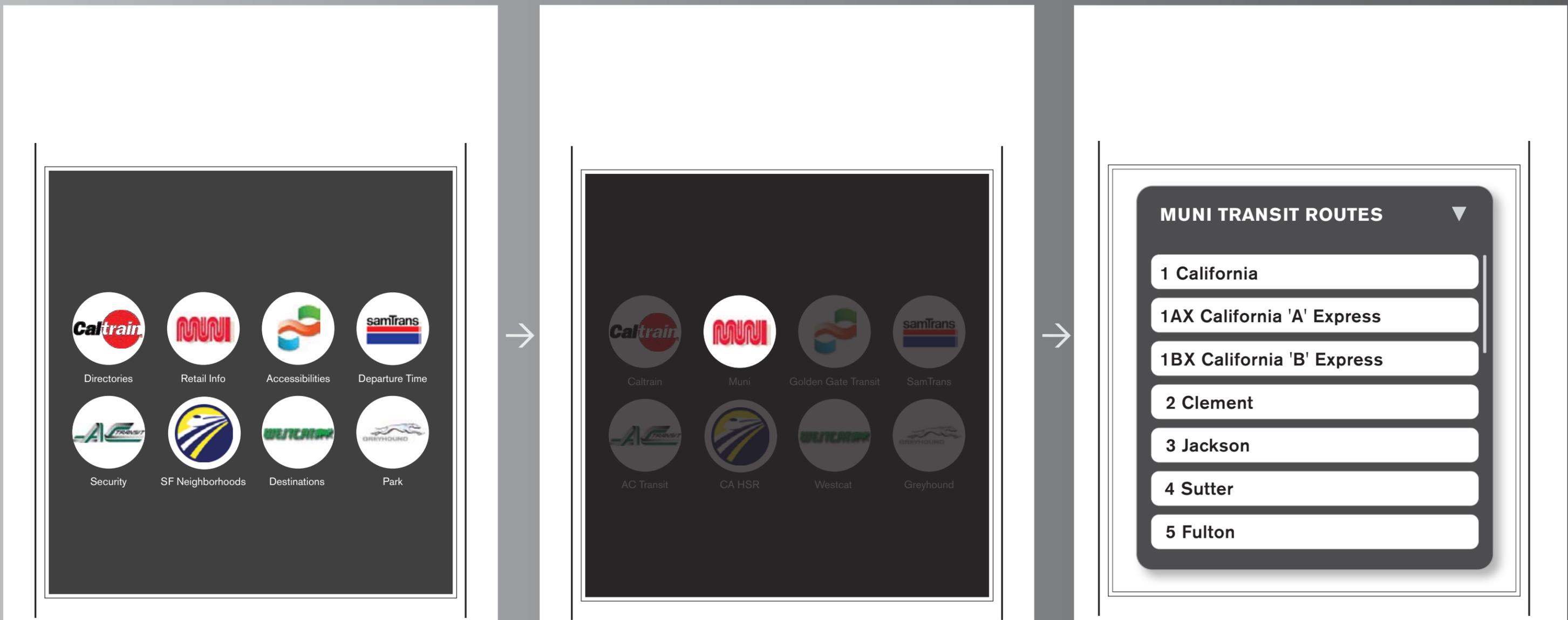


OVERHEAD CONCEPT



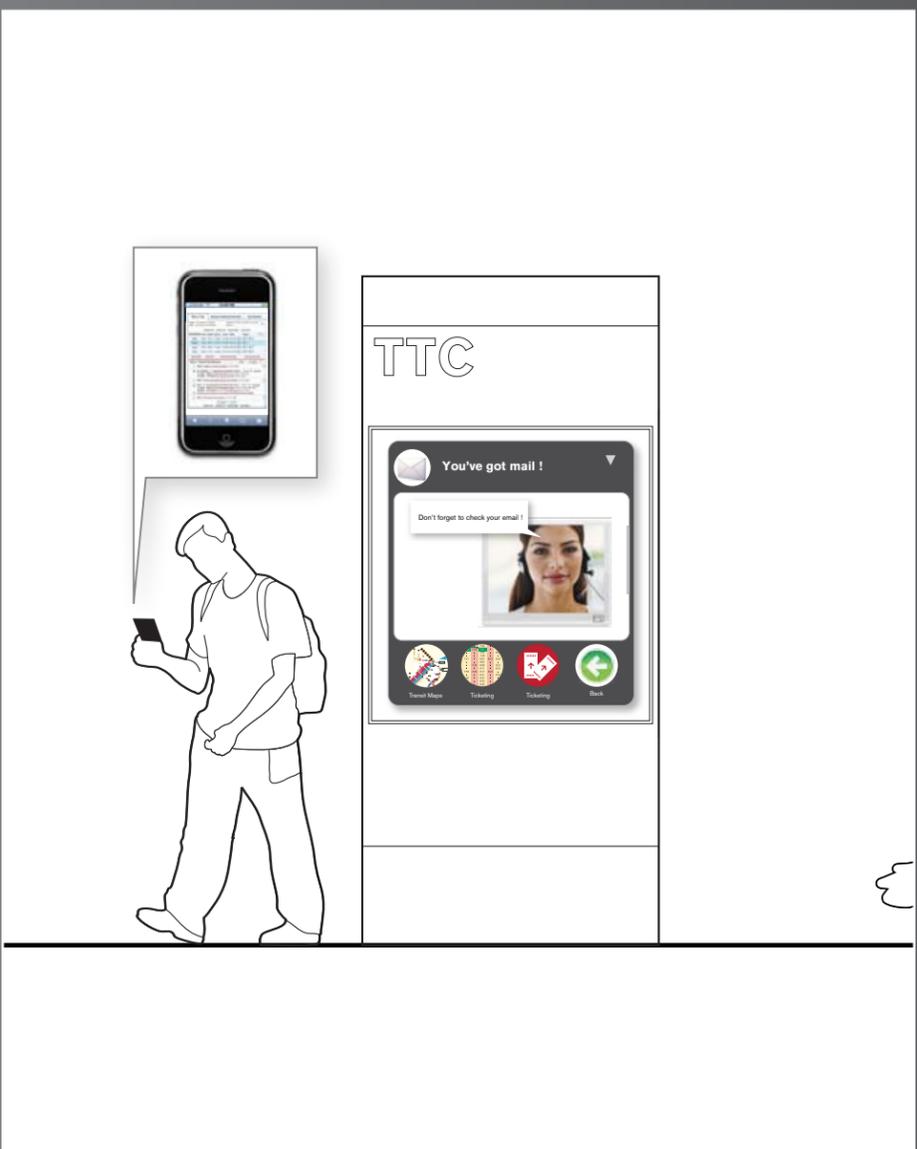
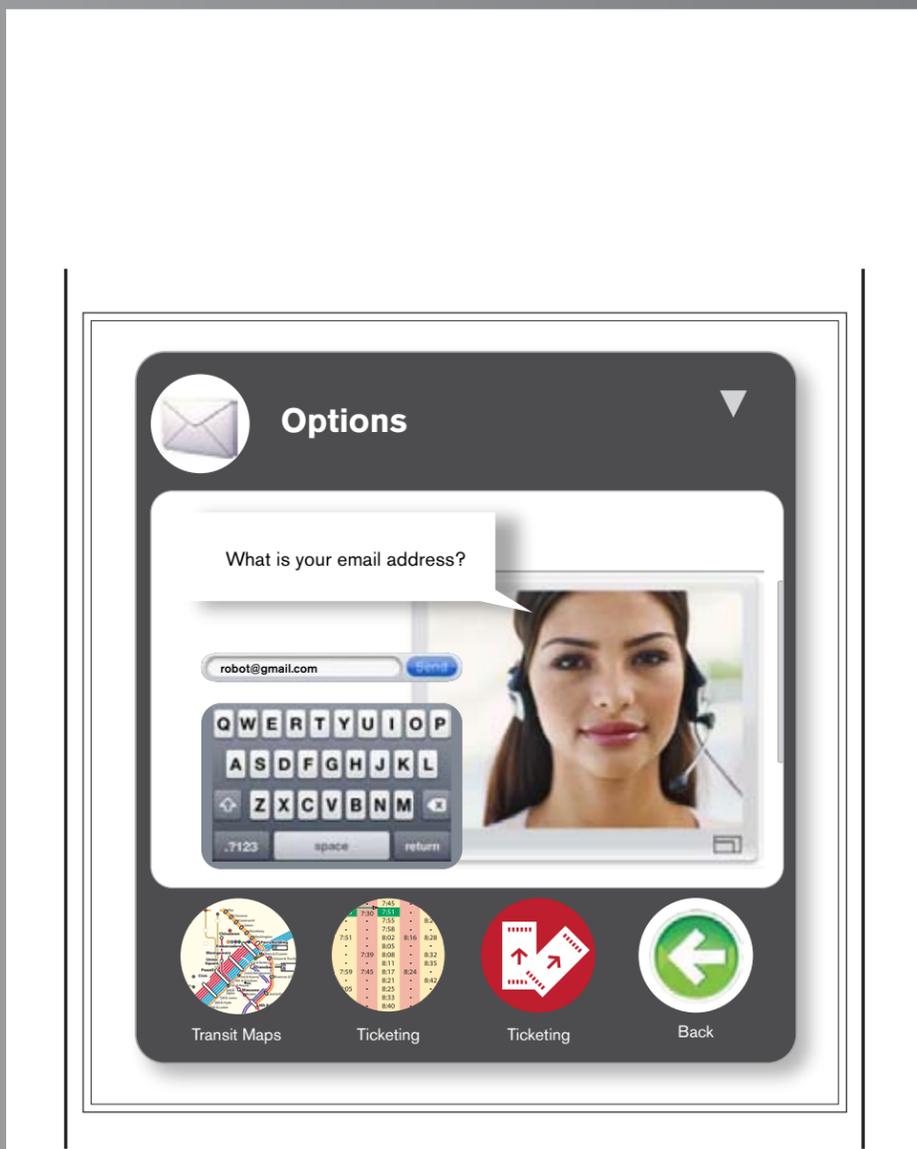
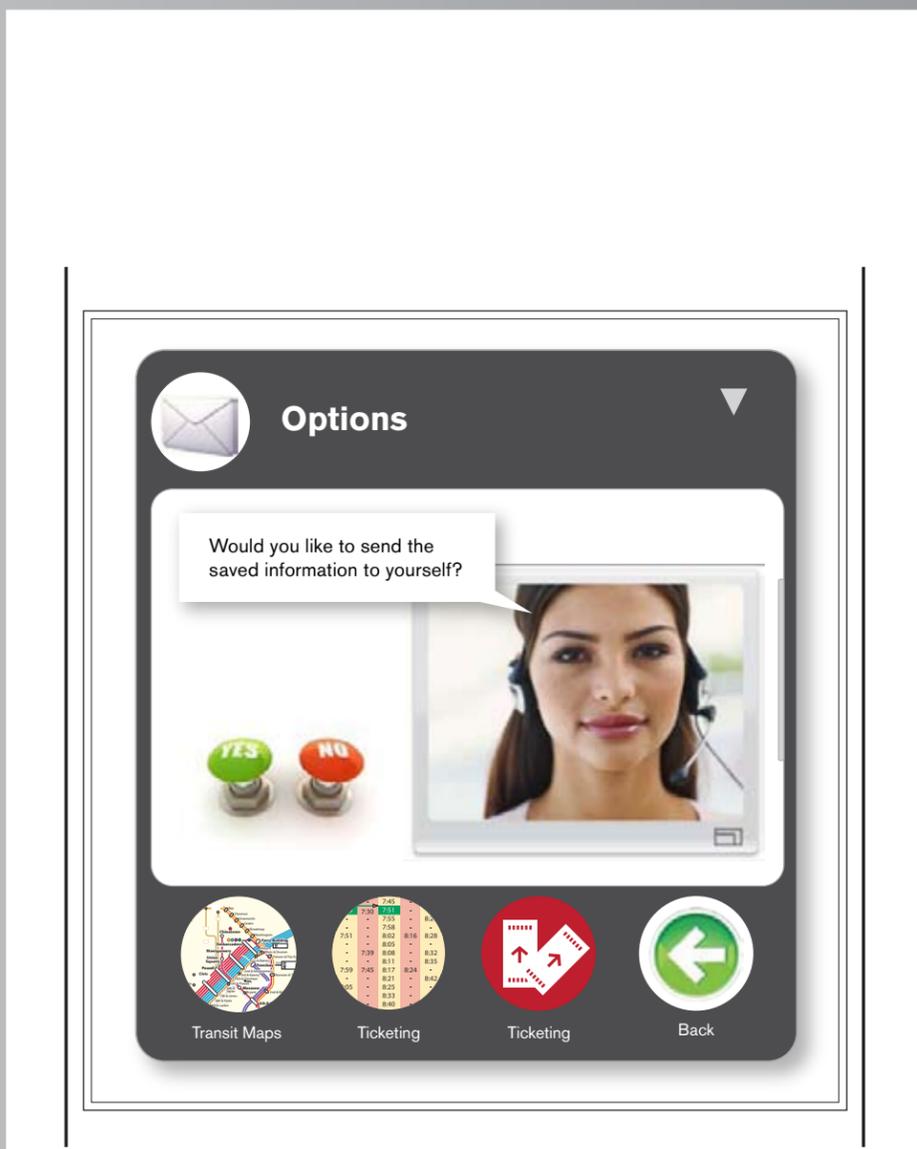














Precedents

Retail Standards



# Interpretive Graphics

