

BART Chinatown
Pedestrian Signage Program
Standards Guide

March 2005



BART Chinatown Pedestrian Signage Program Standards Guide

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Program Description

The BART Chinatown Pedestrian Signage Program is designed to facilitate wayfinding between the Chinatown district of Oakland, California, and the two nearest BART stations, Lake Merritt and 12th Street. Additionally, it provides directional information to destinations in and around the Chinatown core and the surrounding area. It is hoped that this wayfinding signage program will be expanded to include other Oakland neighborhoods and destinations.

Project Area

For the purposes of this project, the Chinatown Core is defined as the area between Broadway and Harrison Street, and between 7th and 11th Streets. Greater Chinatown includes the area between Franklin and Jackson Streets, extending from 7th to 12th Street. The overall project area extends from Broadway to Oak Street (both sides), and from 7th to 14th Street. Not every street or block within this area is signed, however; signage is concentrated on the axes connecting the BART stations. These include Broadway, 8th and 9th, in particular, along with segments of Franklin, Webster, and Jackson.

Sign Types and Usage

There are two aspects to the signage program: wayfinding, which is to say directional information; and identification, which consists of a graphic identification treatment for the Chinatown Core. Within the Chinatown Core, directional information is bilingual – English and Chinese – and directional signs are paired with graphic identification signs. These sign types are known respectively as DZ Modules and ID Modules (see *Section B*).

Outside the Chinatown core, but within Greater Chinatown, the DZ Module (with its distinctive red accent color) is retained, but the ID Module is omitted. Outside of Greater Chinatown, only certain key messages are bilingual, and the accent color is changed to green – this sign is called the DX Module.

Directional Messages

The precise wording and punctuation of the supported destination messages, along with the Chinese translations, are provided in *Section D*. The complete list of signs and messages for this program may be found in the document *BART Chinatown Sign Message Inventory*.

Sign Mounting and Placement

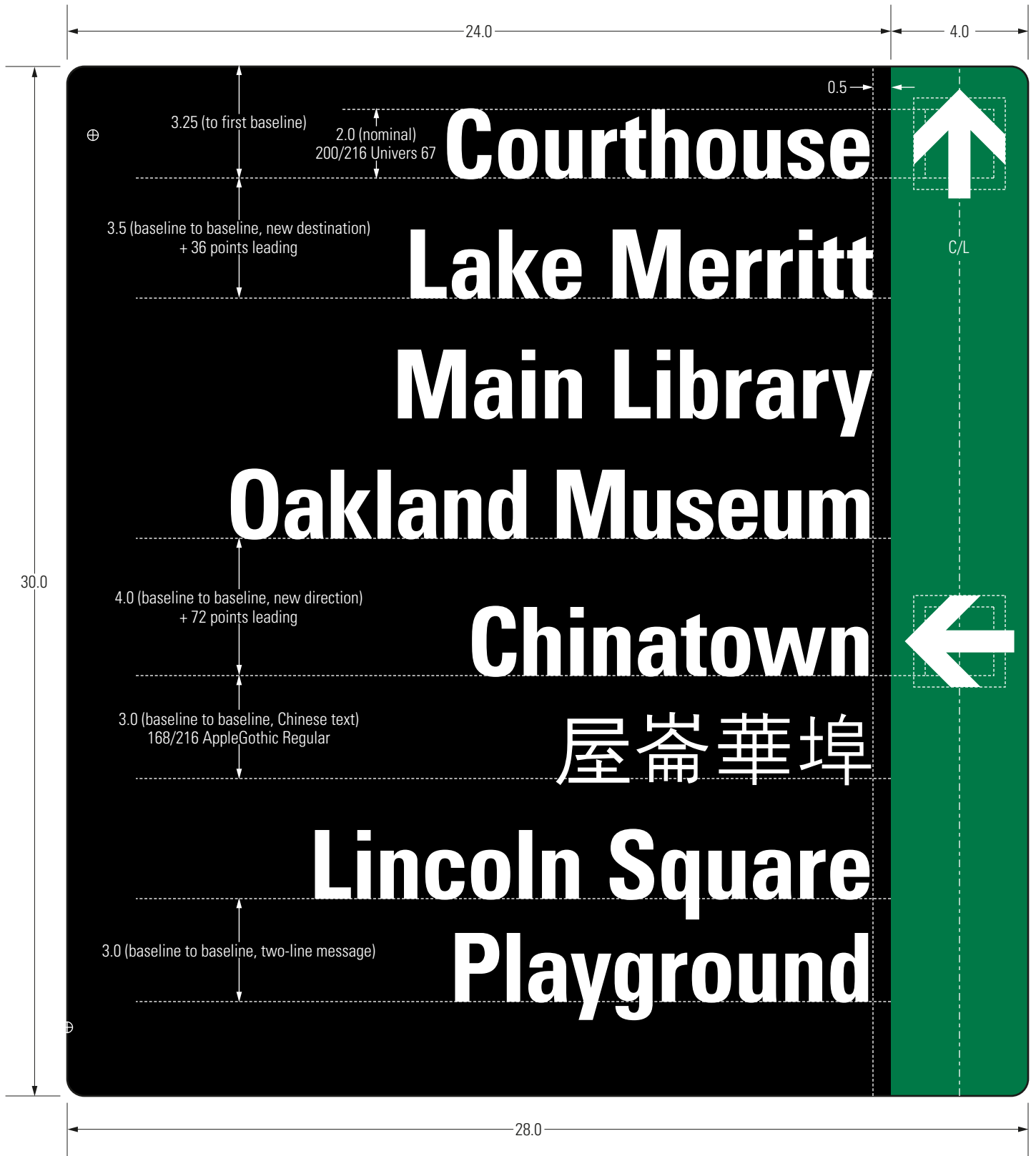
These signs are designed to be mounted to existing light posts using standard 3/4-inch stainless steel banding (see *Section C*). In some cases existing parking signs will need to be relocated or removed from these posts. Sign locations are plotted in a separate document (see *BART Chinatown Sign Placement Map*).

Sign Materials

Signs are designed to be fabricated primarily in painted aluminum, with artwork to be screenprinted, and mounting hardware to be stainless steel (see *Sections B & C*). Fabricator will provide shop drawings confirming all dimensions and hardware specifications. Signage consultant will approve all drawings, colors, materials, and methods before fabrication. All fabricated items shall be free from burrs and rough edges, and painted items shall be painted on all exposed surfaces.

Artwork

Design consultant (Studio L'Image, contact information below) will be responsible for providing digital artwork for type, arrows, logos and symbols used in the signage. Fabrication vendor should inform the design consultant of any format requirements or preferences.

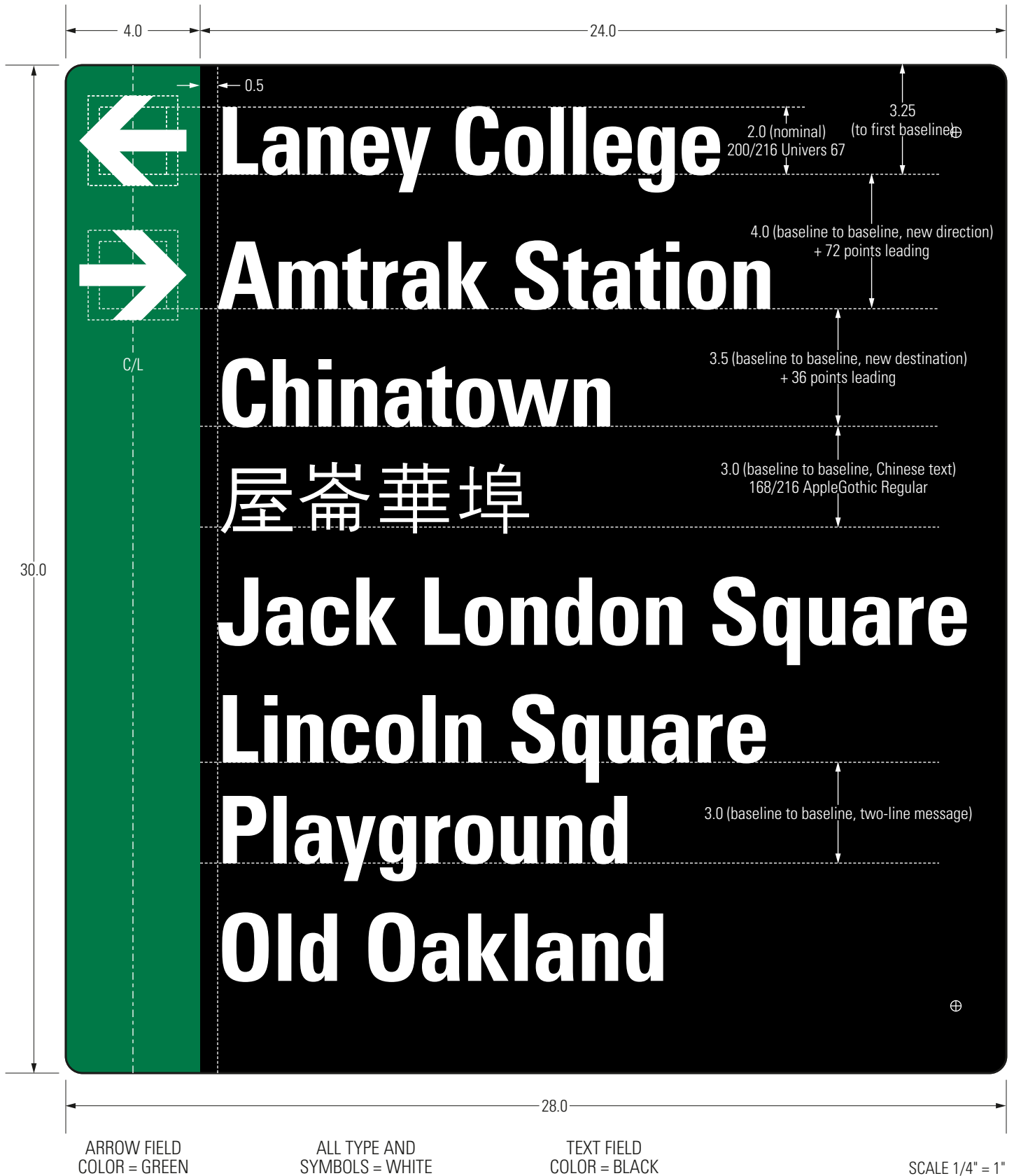


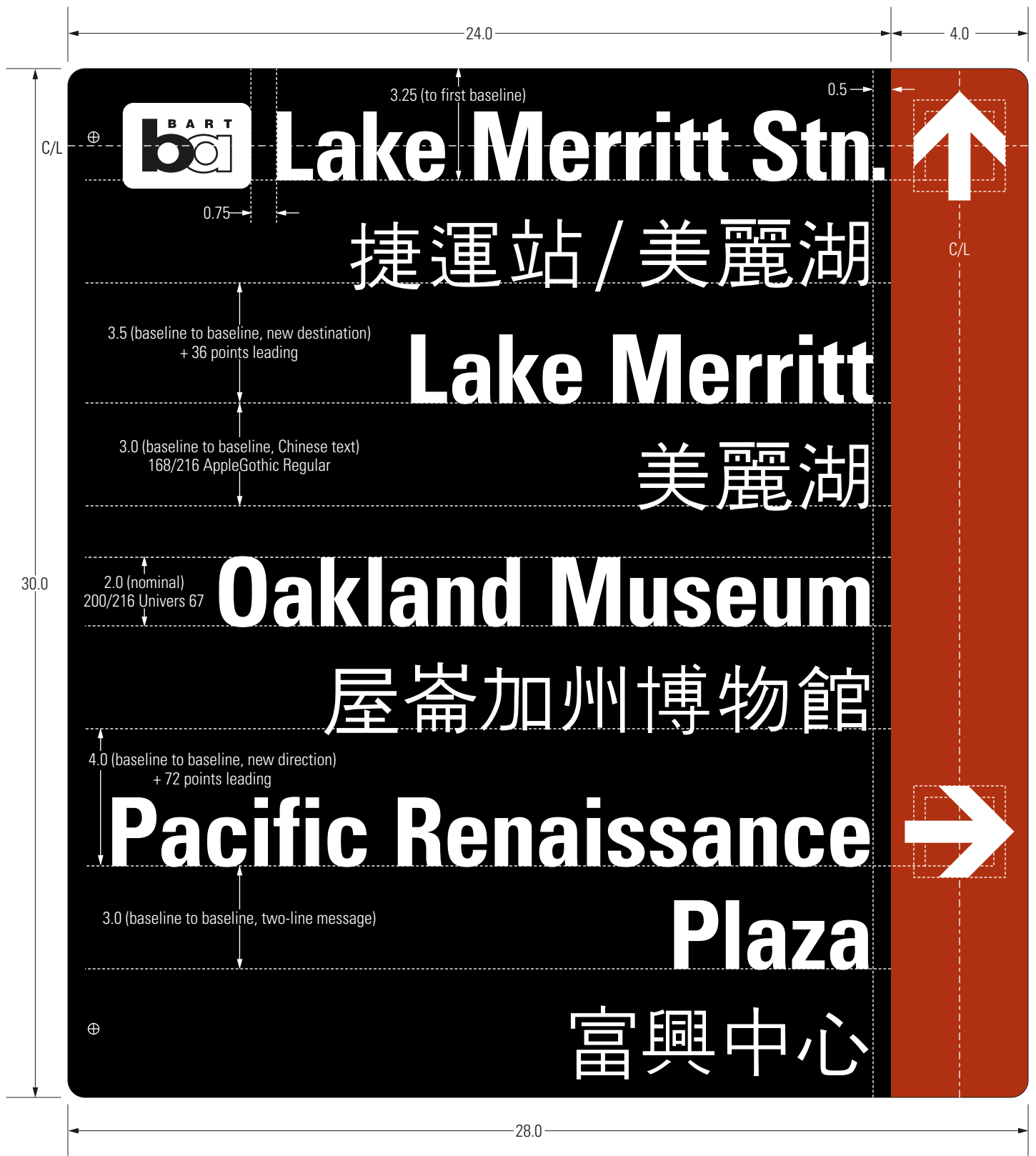
TEXT FIELD
COLOR = BLACK

ALL TYPE AND
SYMBOLS = WHITE

ARROW FIELD
COLOR = GREEN

SCALE 1/4" = 1"





TEXT FIELD
COLOR = BLACK

ALL TYPE AND
SYMBOLS = WHITE

ARROW FIELD
COLOR = RED

SCALE 1/4" = 1"



View A – ID Module Graphics, front (sign side A)

View B – ID Module Graphics, back (sign side B)



NOTE: ART PROVIDED

COLORS = BLACK, RED, GOLD

SCALE 1/4" = 1"



1790 5th Street
Berkeley, CA 94710
510.666.9799

23 Waverly Place, Suite 2P
New York, NY 10003
212.242.3366

BART Chinatown
Pedestrian Signage Program
Standards Guide
Version 1.0

ID Module
Graphics

B.05

Graphic Conventions – Typography

Base English Font = 200/216 Univers 67 Bold Condensed

Mxby

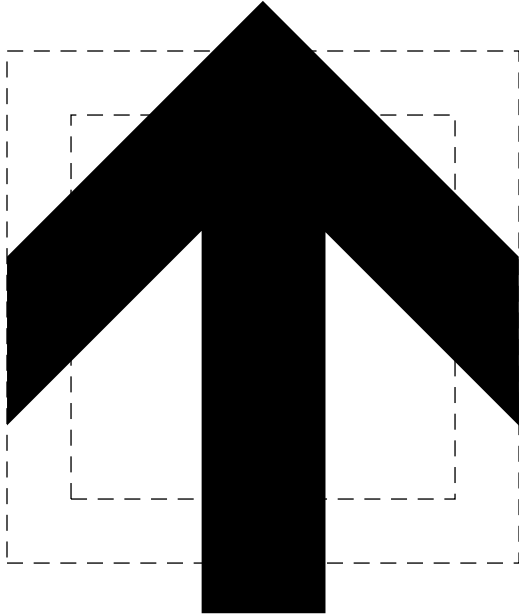
Base Chinese Font = 168/216 AppleGothic Regular

捷運站

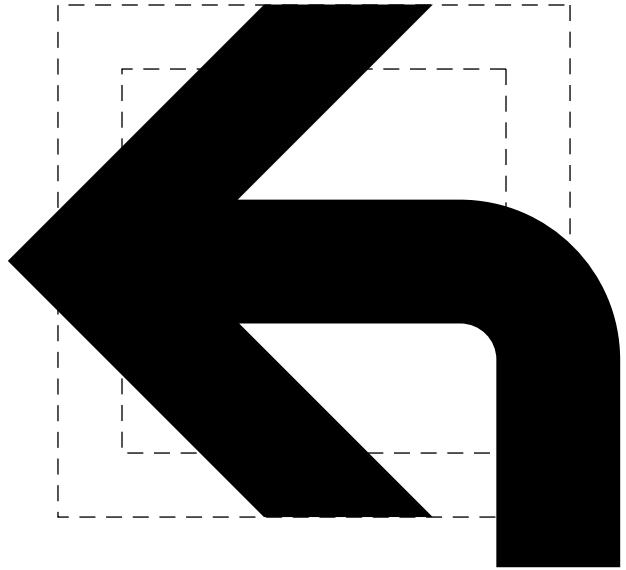
SCALE 1" = 1"

Graphic Conventions – Arrows and Symbols

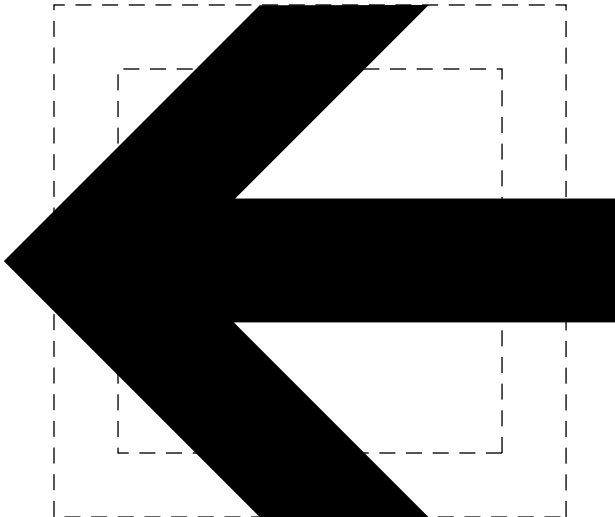
A – Up Arrow



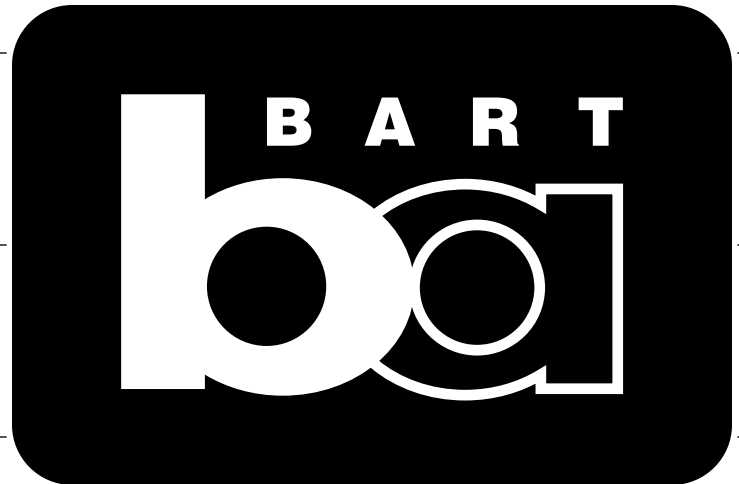
B – Left 90° Arrow (may be flipped for Right 90°)



C – Left Arrow (may be flipped for Right)



D – BART Logo



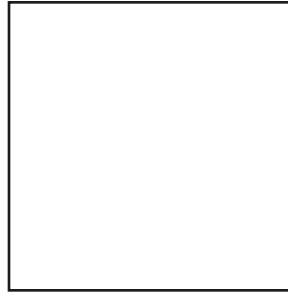
NOTE: SYMBOLS SHOWN WITH ALIGNMENT GRIDS. COLORS SHOWN ARE REVERSE OF ACTUAL SIGNS (WHITE ON BLACK).

SCALE 1" = 1"

Graphic Conventions – Colors



BLACK
Mathews Acrylic Polyurethane
Jet Black 78A-1A
Semigloss
(or equivalent)



WHITE
Nazdar Thermoset Silkscreen Ink
8925 White
Semigloss
(or equivalent)



RED
Match Pantone 1805 C
Semigloss



GREEN
Match Pantone 348 C
Semigloss



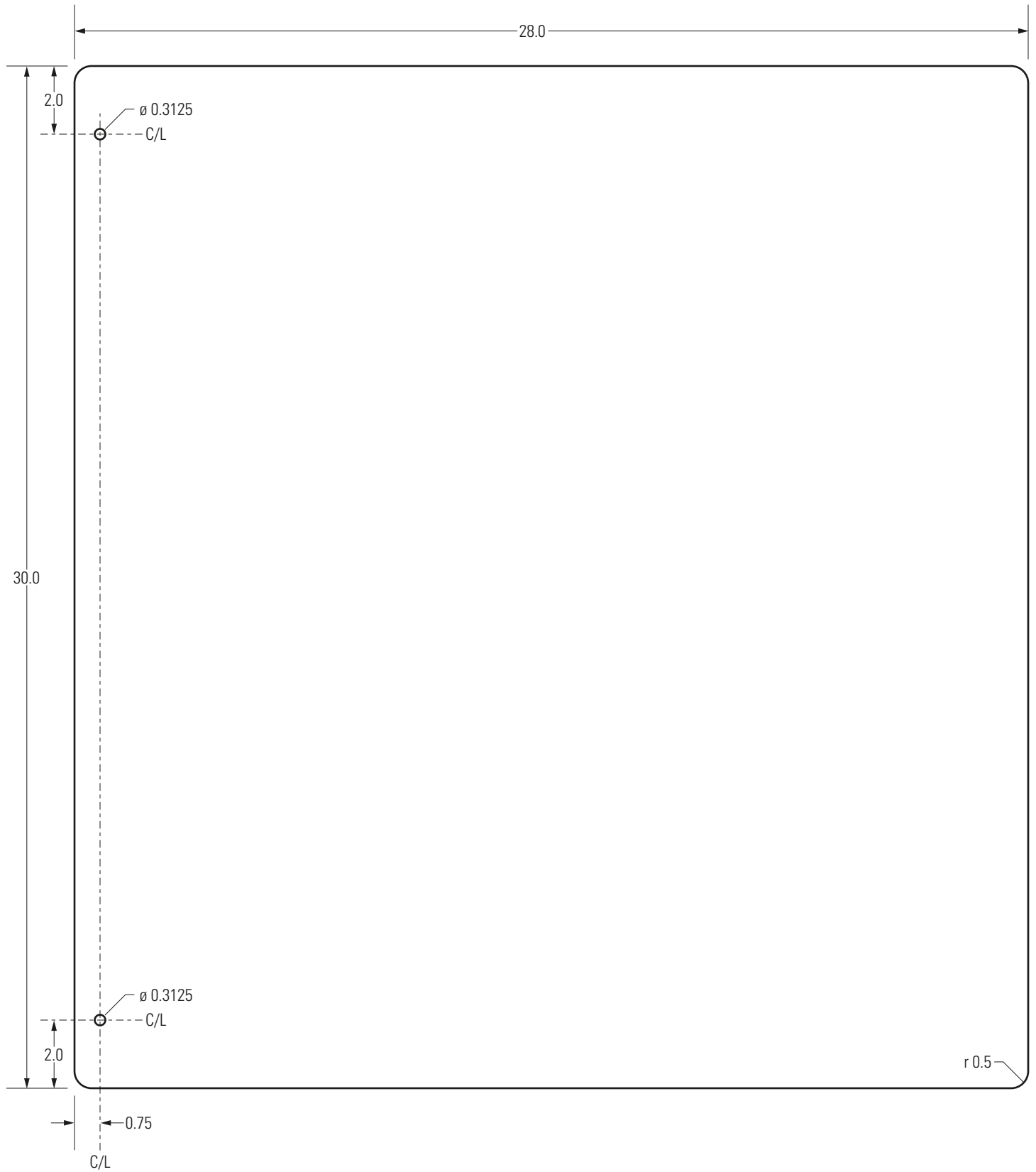
GOLD
Match Pantone 130 C
Semigloss

COLOR USAGE:

BLACK	Base paint	All Modules
WHITE	Type, arrows, symbols	DX, DZ Modules
RED	Artwork as shown	ID, DZ Modules
GREEN	Artwork as shown	DX Module
GOLD	Artwork as shown	ID Module

View A – DX/DZ Module sign panel, front (sign side A)

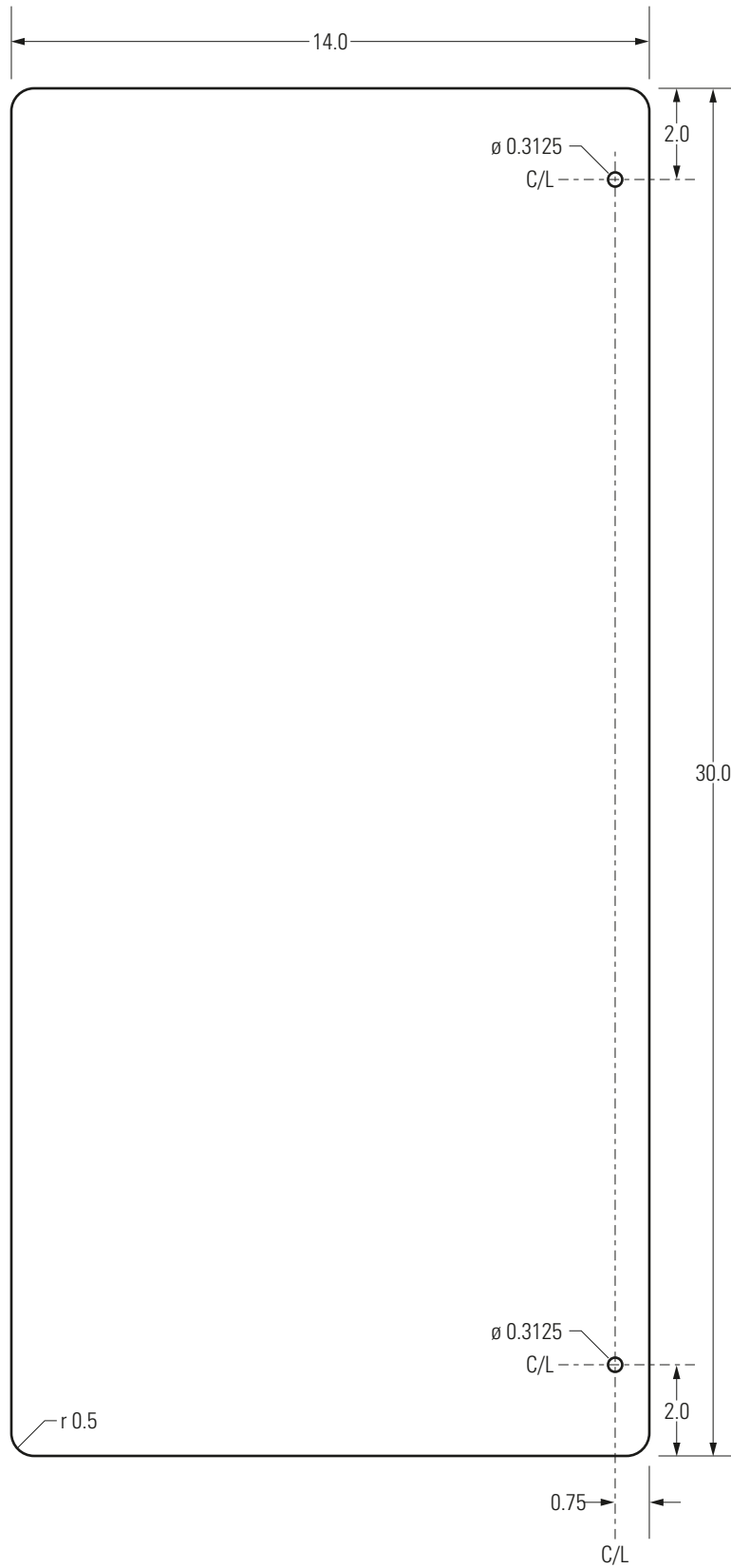
NOTE: SIGN PANEL = 1/8" ALUMINUM



SCALE 1/4" = 1"

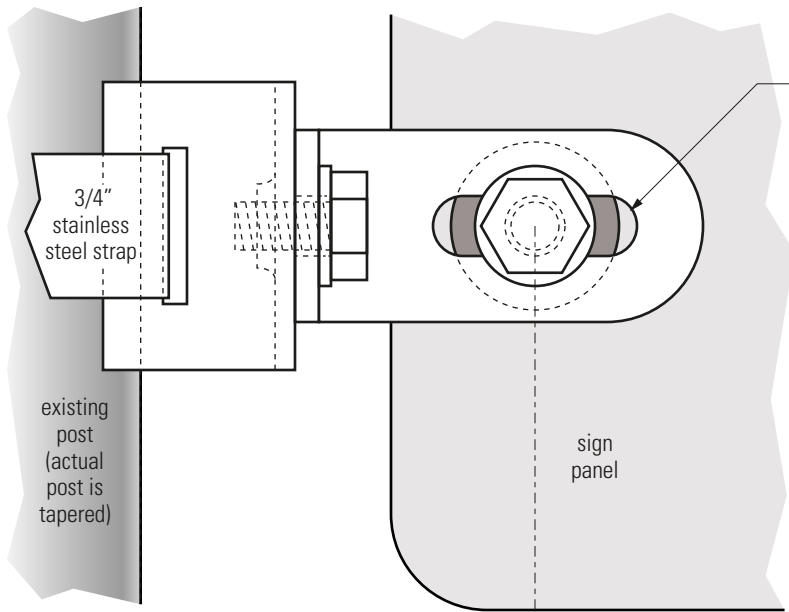
View A – ID Module sign panel, front (sign side A)

NOTE: SIGN PANEL = 1/8" ALUMINUM



SCALE 1/4" = 1"

View A – Complete bracket assembly, front (sign side A)

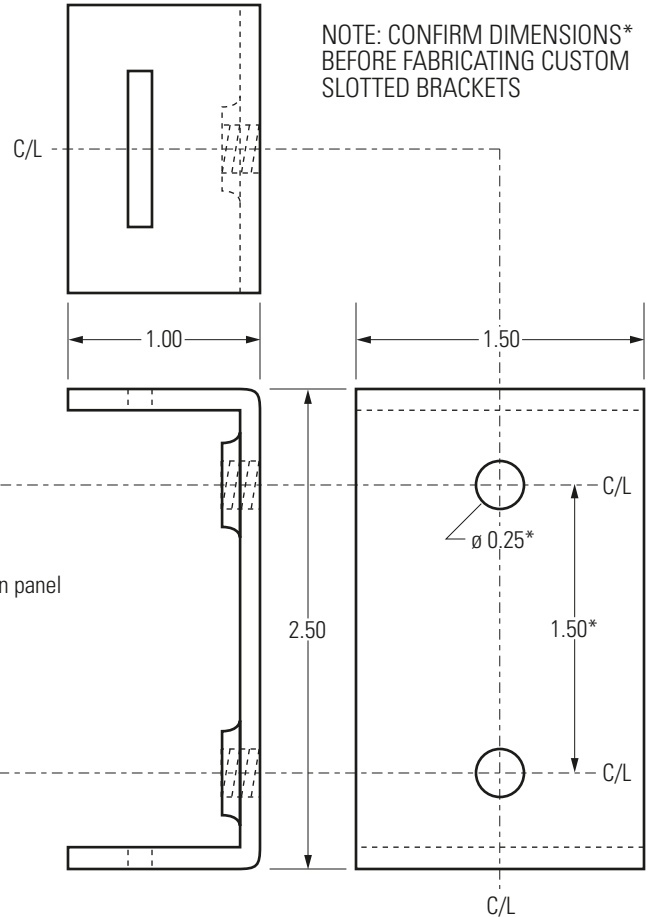


NOTE: ALL COMPONENTS = STAINLESS STEEL

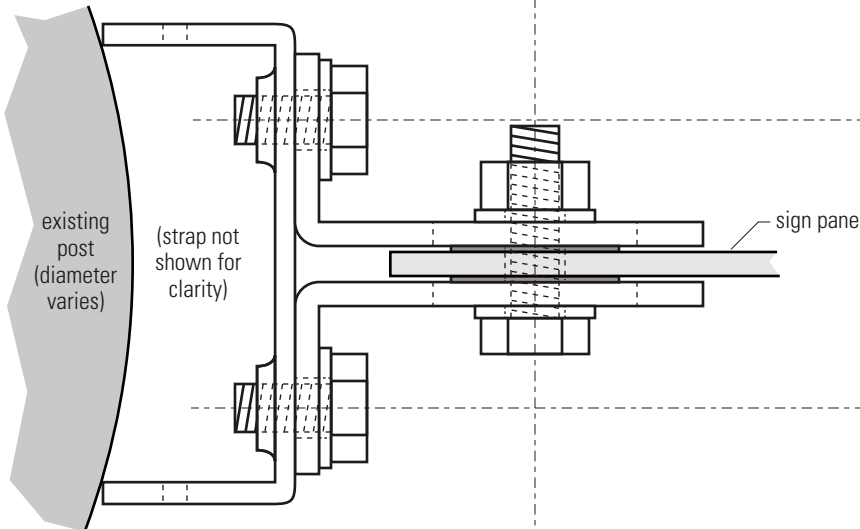
NOTE: SLOT ALLOWS SIGN TO BE ALIGNED VERTICALLY PLUMB DESPITE TAPER OF LIGHT POSTS. FOR CONSISTENCY, UPPER MOUNTING BOLT SHOULD BE POSITIONED AT OUTER END OF SLOT. LOWER BOLT POSITION MAY THEN BE ADJUSTED SO THAT SIGN IS PLUMB.

View D – Standard 3/4 in. strap bracket

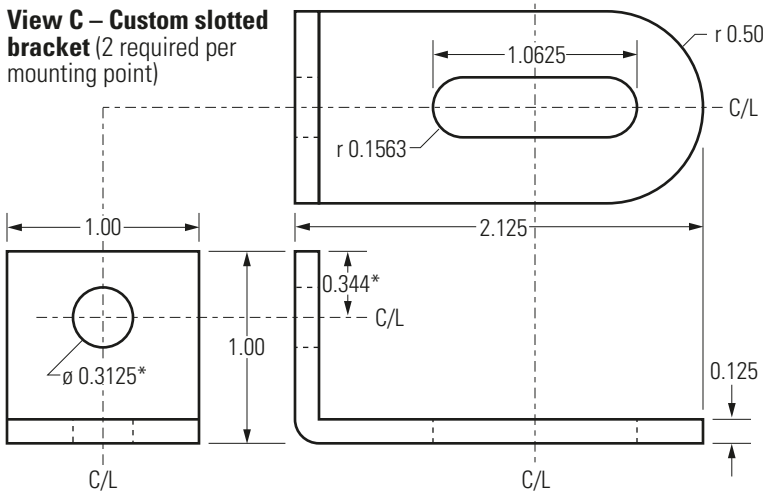
(2-bolt Brack-It or equivalent) including 2 bolts and 2 flat washers (not shown)



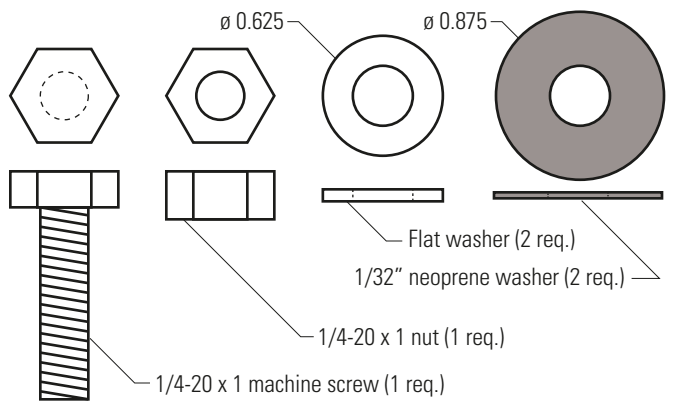
View B – Complete bracket assembly, top



View C – Custom slotted bracket (2 required per mounting point)

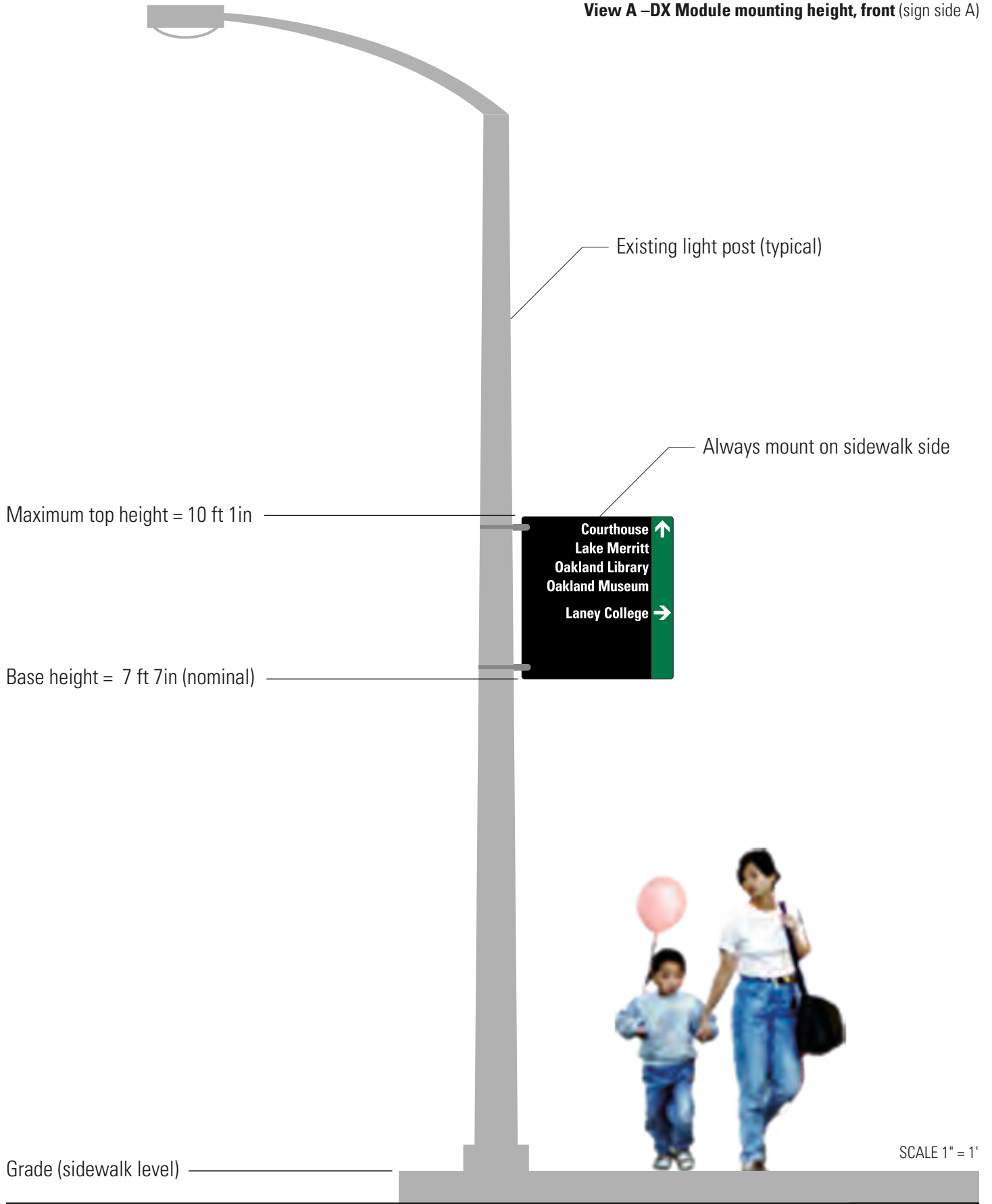


View E – Other components

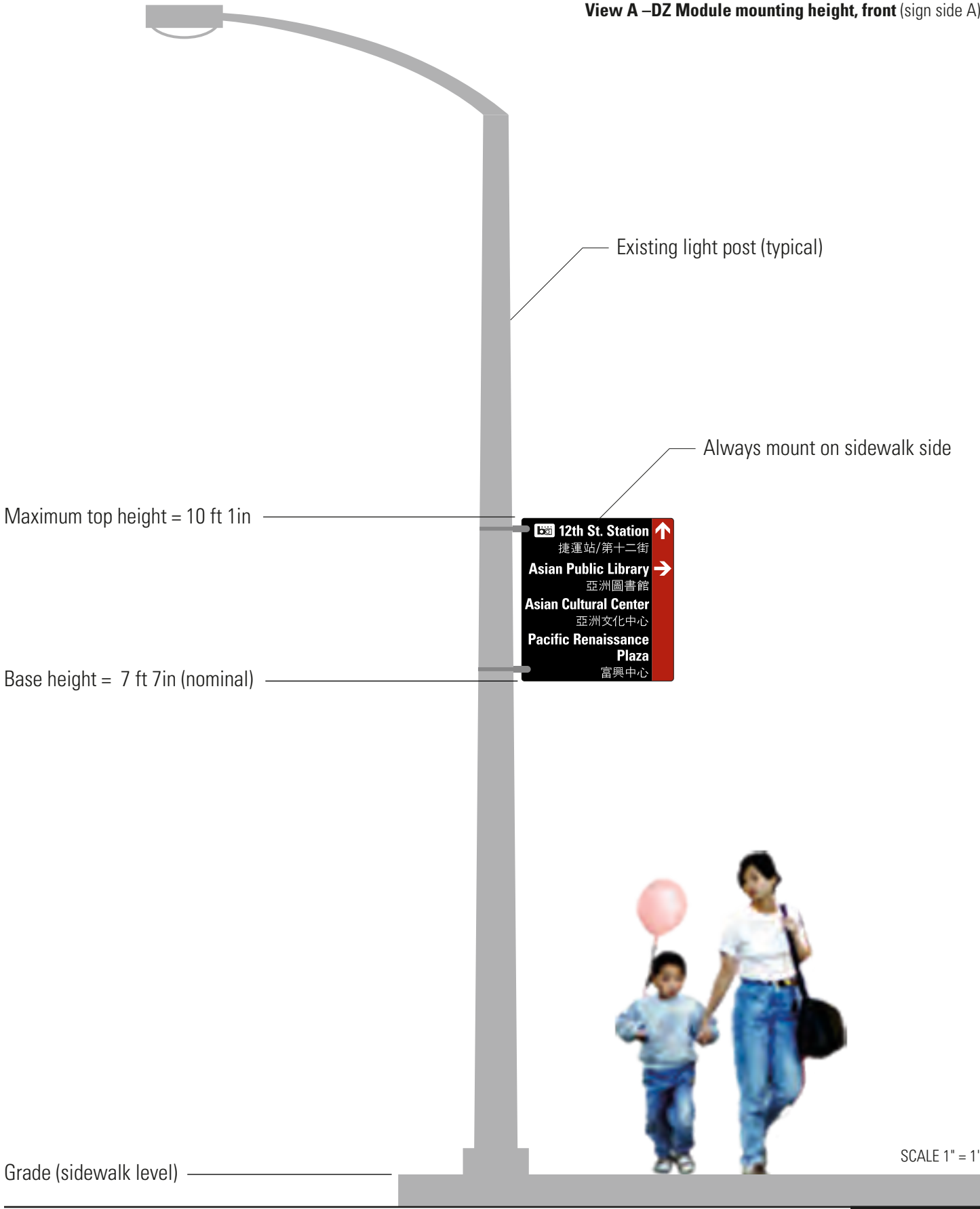


SCALE 1" = 1"

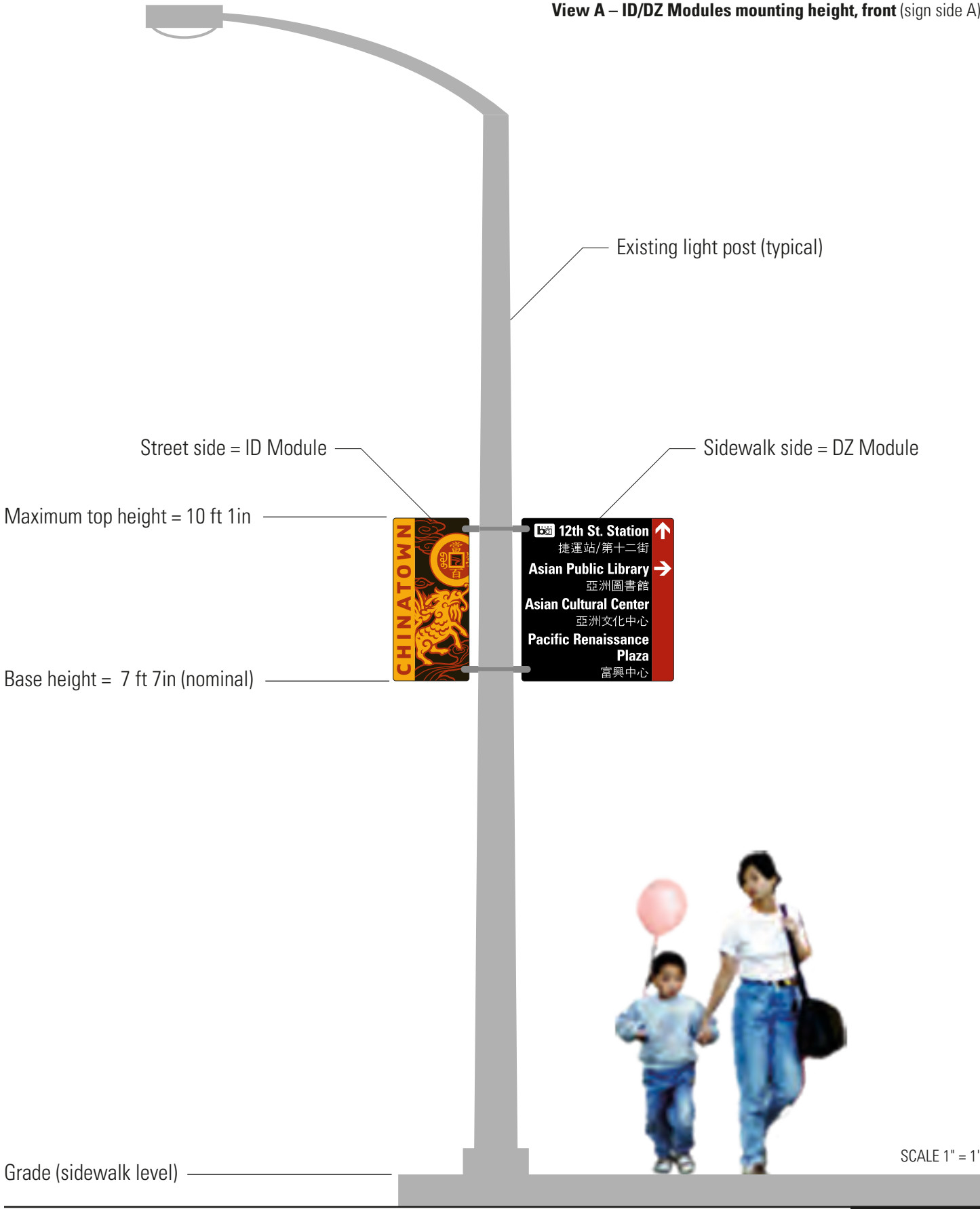
View A –DX Module mounting height, front (sign side A)



View A –DZ Module mounting height, front (sign side A)



View A – ID/DZ Modules mounting height, front (sign side A)



List of Supported Destinations with Chinese Translations

Amtrak Station¹

火車站

Asian Cultural Center

亞洲文化中心

Asian Health Svc.

亞健社

Asian Resource Ctr.

亞洲資源中心

Asian Public Library

亞洲圖書館

Lake Merritt Stn.²

捷運站/美麗湖

12th St. Station²

捷運站/第十二街

Chinatown²

屋崙華埠

Chinese Garden

中國公園

Chinatown Chamber

屋崙華埠商業公會

City Center

城市廣場

City Hall

市府大樓

Convention Center

屋崙會議中心

Courthouse

法院

Family Bridges

家橋驛社

Ferry Terminal

渡輪碼頭

Frank Ogawa Plaza

法蘭克小川廣場

Jack London Square

積克倫敦城市廣場

Lake Merritt

美麗湖

Laney College

蘭倪學院

Lincoln Square Playground

林肯廣場公園休閒中心

MCCA Perform. Arts

藝術中心

Main Library

總圖書館

Oakland Museum

屋崙加州博物館

Old Oakland

舊屋崙

Pacific Renaissance Plaza

富興中心

Visitors Bureau

旅遊局

This list shows the destinations exactly as they appear on the signs. These are the approved spellings, punctuation and abbreviations for this program. This list also demonstrates message fit — messages that occupy two lines in this list (such as *Lincoln Square Playground*) also do so on the actual signs.

¹ The exact wording for this message has not been determined as of this writing (3/4/05).

² These messages are shown with Chinese translation on all modules, including DX.