

SECTION 335 SHORELINE SIGNS

A Guidance Document

Much of the information in this section has been adapted from the San Francisco Bay Conservation and Development Commission's *Shoreline Signs: Public Access Signage Guidelines*.

These guidelines on public access signage for development or redevelopment projects along the shoreline that have been approved under section 335 of the RICRMP and will assist CRMC permit holders in meeting the signage requirements specified in their permits.

PUBLIC ACCESS SIGNS

The sign is intended to be used consistently in public access areas throughout the state as a readily recognizable sign that informs visitors of the location and access to any public access point.

How to get the signs

Artwork for the signs is available from CRMC at (401) 783-3370. Signs may be fabricated by sign manufacturers. See below section on use of the sign for more information.

Use of the CRMC Public Access sign

It is important that the sign appear the same way in every application so that public access areas are easily identifiable by the public.

Sign Placement

Primary signs must be placed at each perpendicular point that allows the public to get to the access point. Secondary signs must be placed along the access point to assist the public in staying on the path. Secondary signs must be placed at each property boundary that intersects the public access point, and at 200-foot intervals along the path. In the case of properties narrower than 200 feet, secondary signs must be placed at property boundaries with a minimum of one secondary sign in the middle of the path on that property. Property owners are responsible for obtaining primary signs.

Materials

Signs may be made of any one of a variety of rigid, durable materials, including porcelain enamel, aluminum, acrylic, or phenolic resin.

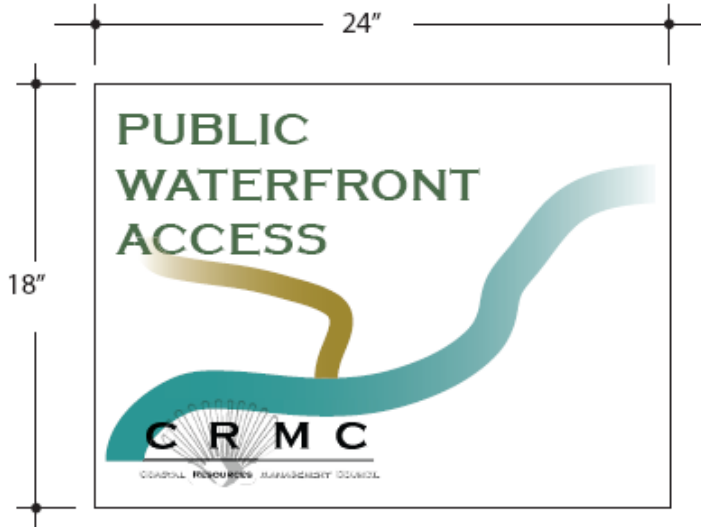
Graphic

The graphic may be applied to the panel in any number of recognized signage techniques, including silk screening, digital printing, porcelain enamel image, or phenolic resin image. Do not hand paint or hand letter signs. Do not modify the proportions of the sign design. New sign types and designs should be developed in consultation with CRMC staff.

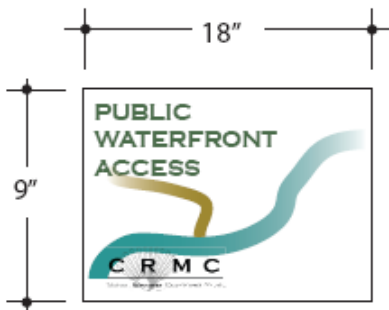
Mounting

Signs may be firmly mounted on fences, walls, posts, or projected off surfaces (blade mounted). While it is preferred that the signs be mounted with concealed fasteners, bolting through the sign is acceptable. The size of visible bolt heads should be minimal. Do not bolt through lettering or symbols.

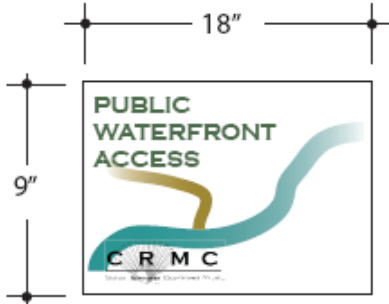
Primary Sign



Secondary Sign



Parking Sign



Specifications

The primary public access sign measures 18 inches by 24 inches horizontal. Secondary and parking signs measure 9 inches by 12 inches horizontal. Materials for sign faces should be of the highest quality available. Inks and screen paints should be fade resistant for a minimum of five years. Fasteners should be tamperproof. Corners of sign panels should be eased to eliminate sharp edges. Wooden posts should be No. 2 foundation-grade redwood, pressure

treated Douglas-fir larch or better. Steel posts should be hot-dipped galvanized to conform to ASTM A 123.

INTERPRETIVE SIGNS

Description

Interpretive signage is permanently posted information about local history, natural features, or events that enhance the visitor experience. Developers and operators of publicly accessible shoreline properties are encouraged to create and implement such displays, thereby adding value to public shore visits.

Content Guidelines

The best interpretive displays are usually based on a series of simple but interrelated topics or stories. Each individual display should focus on a single topic; a series of closely located displays can illuminate various aspects of a subject. For example, two or three displays at a location can present related single topics such as the location's commercial history, social history, or environmental significance.

Text

Appropriate and interesting text is important. Whenever possible, engage a professional writer to create short, compelling paragraphs.

Design Guidelines

Interpretive planners have found that illustrated panels, mounted on posts and parallel to pedestrian paths, are the most effective way of attracting usage. This wayside design approach is found in national parks and historic sites throughout the United States. Panels are mounted low and at an angle to allow viewing while not disturbing the scenic view.

Artwork

Illustrations can vary from historic photographs to specially commissioned illustrations or diagrams. Color can be an effective tool for organizing information and attracting attention.

Layout

Panel design and layout is best kept simple with a short topical headline or title placed at the top and illustrations or text arranged below, magazine style. Short captions for illustrations can enhance interest and engage the reader.

Accessibility

Interpretive signs should be designed to ensure that people with disabilities or those speaking other languages, including Braille, can understand the message. For assistance in designing accessible signs, please see The Smithsonian Guidelines on Accessible Exhibition Design at www.si.edu. Representative design and topographic guidelines as well as good examples of interpretive signs are available from the National Park Service at www.nps.gov/hfc/products/waysides/contents.htm.

AREA MAPS

Purpose

Area maps help visitors find their way along the shoreline. Designed correctly, maps can enhance a public shoreline visit by presenting geographic context. All developers and operators of publicly accessible shoreline properties are encouraged to create and install area maps.

Content Guidelines

Area maps should be centered on the site where the map is located, should describe the shoreline and immediate inland areas within an approximately three- to five-mile radius of the site, should include points of interest that fall within the area of the map and a small key map or overview of the larger area, highlighting the areas shown on the main map. Maps

should have a scale and provide information about walking times and distances between points of interest.

Design Guidelines

A simple, clear art style is best with bold lines for trails. Incorporate symbols or pictographs where possible to reinforce meaning.

Accessibility Guidelines

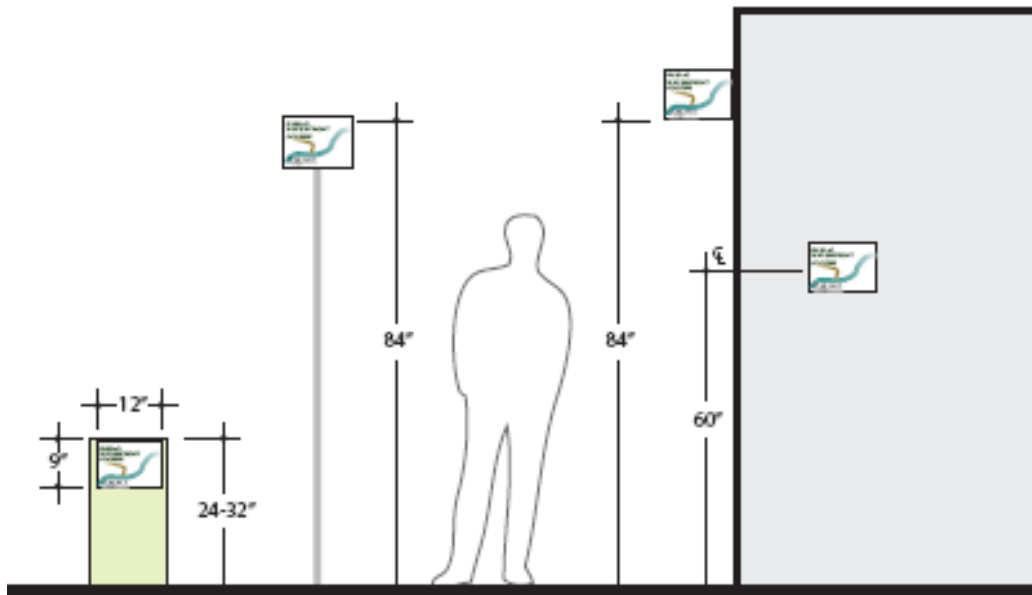
Lettering should be clear and large enough for reading by most people.

Placement Guidelines

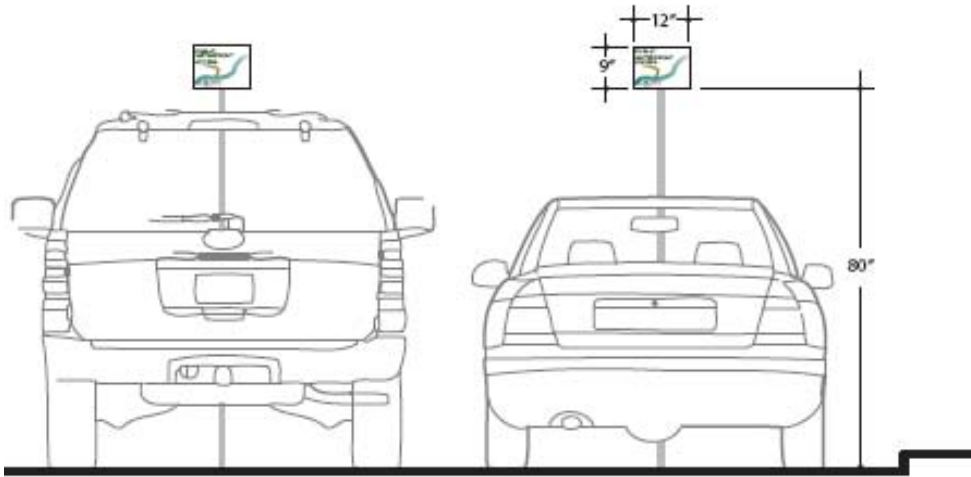
Maps should be mounted low and at an angle to allow viewing while not disturbing the scenic view. Representative design and typographic guidelines as well as good examples of maps are available from the National Park Service at www.nps.gov/hfc/products/waysides/contents.htm.

REFERENCES

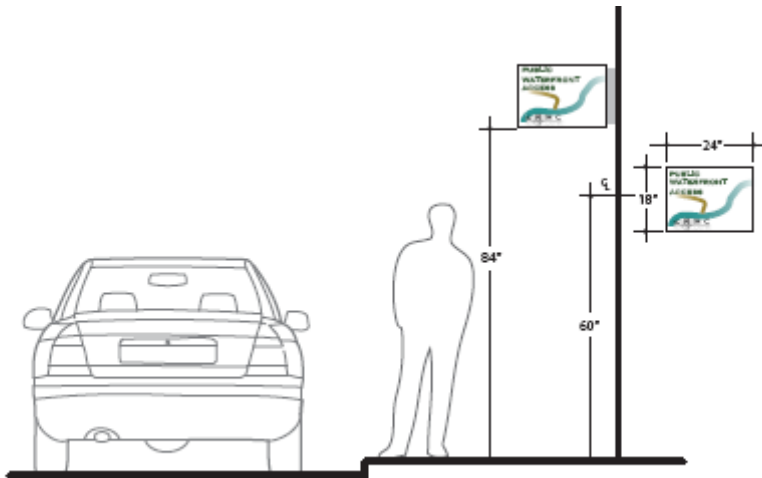
Shoreline Spaces: Public Access Design Guidelines for the San Francisco Bay. (2005). San Francisco Bay Conservation and Development Commission. J. LaClair, B. McCrea, and Hunt Design Associates. (2005). *Shoreline Signs: Public Access Signage Guidelines.* San Francisco Bay Conservation and Development Commission.



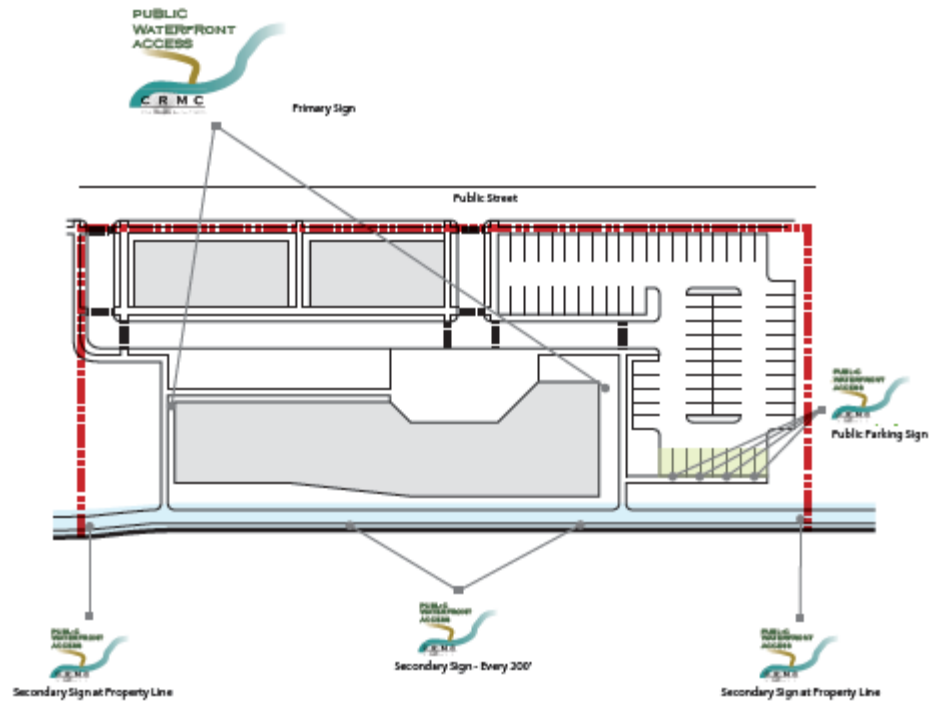
Public Access sign height and placement options.



Public access parking signs.



Public access parking signs.



Site Plan