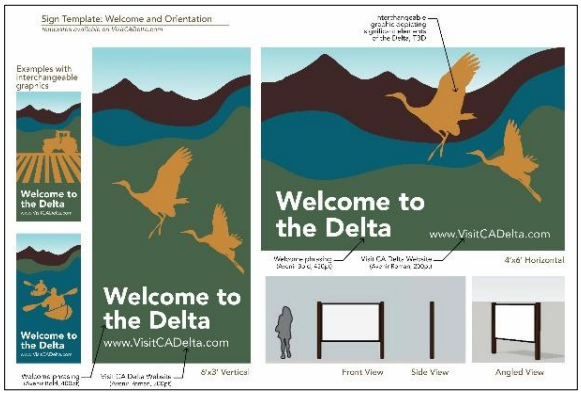
California Delta

The Delta lies between the Great Central Valley and San Francisco Bay in California. Part of the largest estuary on the West Coast, it extends more than 50 miles from the north to south. To say the Delta is large is an understatement. It encompasses over 737,000 acres of levees, islands, and waterways.

Despite its vastness, many people are unaware of it. Those traveling in the eastern region along Interstate 5 often have no knowledge they have entered the Delta, much less left it miles later. The legacy towns and iconic structures, such as bridges, are largely hidden out of view.

In 2017-2018, The Acorn Group worked with the Sacramento-San Joaquin Delta Conservancy, Delta Protection Commission, and Delta Stewardship Council to develop a sign master plan.

Our scope of work included:

- assessing existing signs in the Delta
- examining the Delta landscape through the lens of a visitor from arrival through departure
- coordinating recommendations with regulations of Caltrans and five county planning departments
- designing four sign templates
- participating in five sessions to understand needs and concerns of residents and business owners
- creating a sign master plan, complete with templates, style guides, and recommendations for fabrication, placement, and installation of four sign types.