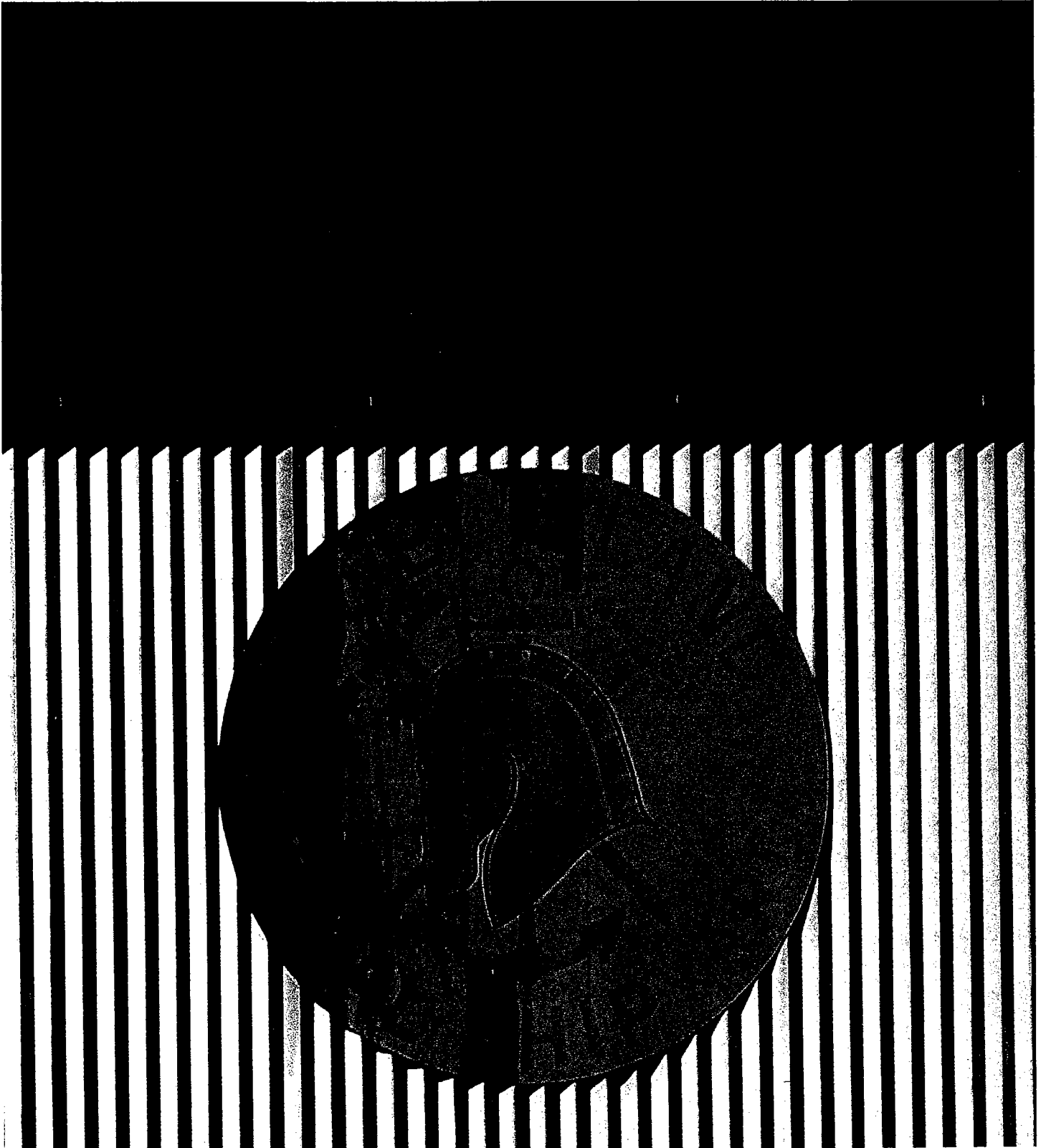


MARE ISLAND SIGN PROGRAM

Appendix C





MARE ISLAND SIGN PROGRAM

Appendix C

Prepared by

THE OFFICE OF MICHAEL MANWARING

JWC URBAN DESIGN

ROBERT BRUCE ANDERSON URBAN CONSERVATION/URBAN DESIGN

JUNE 2005

CONTENTS

1.0 INTRODUCTION

- 1.1 Sign Program for Mare Island
- 1.2 Conceptual Prototypes
- 1.3 Illustrative Examples

2.0 DESIGN PHILOSOPHY

- 2.1 Overall Character
- 2.2 Design Influences
- 2.3 Character-Defining Features
- 2.4 Visual Design Influences

3.0 ENTRYWAY SIGNS

- 3.1 Primary Entryway
- 3.2 Bridge Sign
- 3.3 Interim or Secondary Entryway
- 3.4 Entryway Signage

4.0 WAYFINDING SIGNS

- 4.1 Automobile Wayfinding Signs
- 4.2 Street Name Signs
- 4.3 Building Number Signs
- 4.4 Officers Row Building Number
- 4.5 Officers Row Tennant ID & Street Address

5.0 PRIVATE SECTOR SIGNS

- 5.1 Standards
- 5.2 Guidelines
- 5.3 Street Address Signs
- 5.4 Building Name and Address Signs
- 5.5 Freestanding Identification Signs
- 5.6 Wall Mounted Identification Signs
- 5.7 Window Signs
- 5.8 Lighting Options
- 5.9 Temporary Signs
- 5.10 Prohibited Signs
- 5.11 Interim Signs

6.0 SIGN GALLERY

7.0 SIGN PERMITS

INTRODUCTION

Sign Program for Mare Island

The Sign Program for Mare Island is a major component of the Mare Island Specific Plan. Ordinarily, a sign program is not expressly prepared and included in a specific plan document as a separate element. The fact that it is, in the Mare Island Specific Plan, is testament to the level of importance assigned to signs as a character-defining feature for revitalization and adaptive use of Mare Island's historic buildings and settings.

The Sign Program is based upon many factors and considerations that clearly set Mare Island apart from other built environments located in the San Francisco Bay Area, if not California. Its history of development dates back more than 150 years. Until recently, it provided the United States Navy with one of its principal shipyards and bases of operations. It consists of many distinctive building types, architectural styles, building materials and periods of historical significance, all of which are officially recognized by listings of 50 individual structures and a historic district in the National Register of Historic Places. In short, Mare Island is a built environment and physical setting of extraordinary character that warrants much more than the customary approach to design and implementation of a sign program.

Mare Island today is a place with relatively few signs. One observer even referred to it as "a signage greenfield." Of those signs that do exist, they are present in response to very basic needs: to identify streets by name, buildings by number, and certain buildings or places by purpose. Small signs identify former military uses of buildings; however, many of these signs have been removed as the Navy and its tenants have departed Mare Island. Thus, to travel around Mare Island and not see signs for commercial or office uses impresses the observer as a unique experience. The revitalization process will introduce new commercial uses, generate new jobs and promote public use and enjoyment of Mare Island and, therefore by necessity, will require new types and a sizable increase in the number of signs. Accordingly, the Mare Island Specific Plan includes a Sign Program for all new public and private sector signs which is custom-designed in response to the unique physical setting and significant historic resources.

Conceptual Prototypes

For a place the size of Mare Island, with its hundreds of buildings and its diversity of settings, there is a definite need to design, fabricate and install uniform signing for purposes of general orientation, specific wayfinding and place identification. Automobile wayfinding signs, street name signs, and building number signs are examples of sign types that are essential for providing the general public with direction and place identification. Some of these signs, such as street name signs, will exist within the public domain, while others, such as building number signs and signs for Officers Row, will belong to the private sector.

Consistent with its expressed design philosophy, the Sign Program illustrates and provides detailed descriptions of conceptual prototypes for the following types of signs: entryway, automobile wayfinding, street name, building number and, expressly for Officers Row, building number, street address, and tenant identification. The conceptual prototypes are intended to assist the City of Vallejo, other public agencies, and property owners achieve a desired quality and consistency in the design, use of materials, fabrication and placement of these types of signs.

Illustrative Examples

Beyond the need to design, fabricate and install uniform signing for certain types of signs on Mare Island, there also is good reason to allow for individual creativity regarding the design and fabrication of other types of signs. Without question, the character-defining features that contribute to Mare Island's buildings and settings need to be recognized and respected so that the historical significance and value of these features are not diminished or diluted. At the same time, opportunities also exist, through new, well-designed signs, to take advantage of and enhance certain design motifs, themes and influences that are clearly present on Mare Island.

Just as formulation of the conceptual prototypes is rooted in the design philosophy of the Sign Program, the generation of illustrative examples similarly has its genesis in the Sign Program's design philosophy. The illustrative examples are intended to inspire design and fabrication of appropriate kinds of signs for office buildings, retail centers, storefronts, and other uses on Mare Island, for historic structures as well as new construction. The illustrative examples are presented in two formats: as sketch drawings, without any description or dimensions; and as photographs, in a section of this document identified as the Sign Gallery.

DESIGN PHILOSOPHY

Overall Character

The built environment of Mare Island is very complex, but it is also consistent, in the sense that everything was based upon pragmatic needs and building methods. However, over time the cumulative effect of all this pragmatism has inadvertently produced a place that seems mythic and poetic.

- An Island
- Pragmatic No-nonsense Functional
- Working environment tradition
- Historically rich
- California and Pacific Rim influences
- Heroic in form and deed
- Logically constructed
- Metals, concrete, brick, glass, wood
- Engineer design ethic
- Light frame/skin to masonry mass
- Minimum ornament
- Not designed-looking

Design Influences

As with virtually any built environment, Mare Island's character-defining features do not exist in isolation or in a world unto themselves. As much as the principal uses and reasons for Mare Island's development have acted as major determinants of the distinctive character of Mare Island's built environment, so have obvious historical events and environmental factors. Accordingly, description of the design philosophy that underlies this Sign Program would be incomplete if it did not also identify certain events and factors that ostensibly influenced the design, materials and construction of Mare Island's buildings, structures and objects.

These character-defining events and factors include the following:

- Mare Island is considered to be an island or island environment, even though in reality it is a peninsula that projects into San Pablo Bay from marshlands to the north. Regardless, Mare Island consists of harbor and island-like settings
- Decisions regarding design, choice of materials and fabrication on Mare Island inexorably have been influenced by climatic conditions, vegetation and colors that are intrinsic or native to California and the Pacific Basin
- Historical events of great magnitude, such as World War I and World War II, resulted in construction of a heroic nature, in form and deed
- By tradition and as a culture, Mare Island is perhaps best characterized as a place where things got built without undue delay and where work got done

As will be evident in subsequent sections of this document, in both the text and illustrations, the character-defining features and design influences as specifically called out and described above will serve as principal determinants upon which the contents and effectuation of the Sign Program are based.

Character-Defining Features

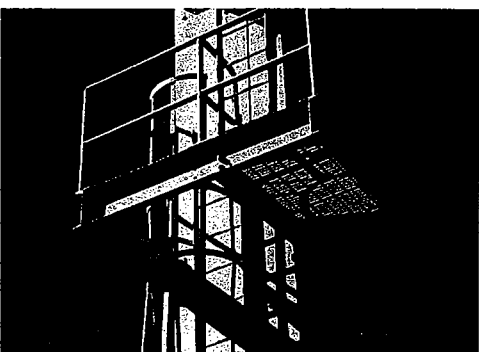
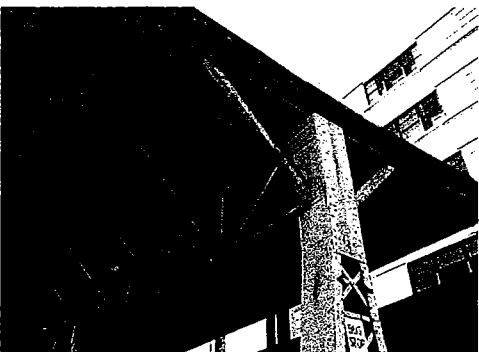
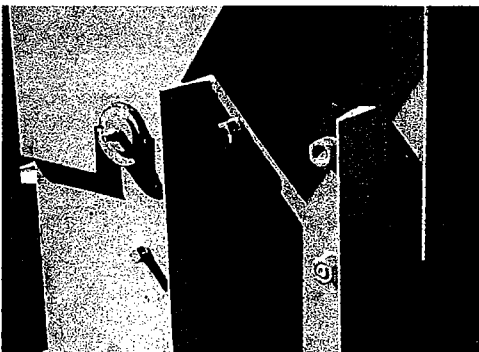
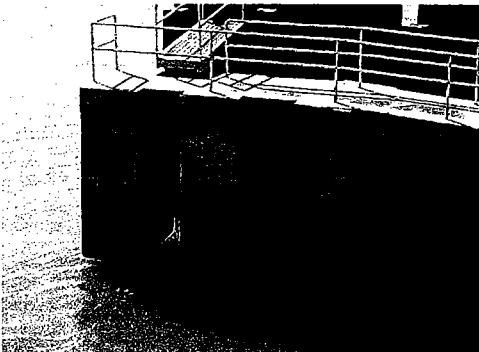
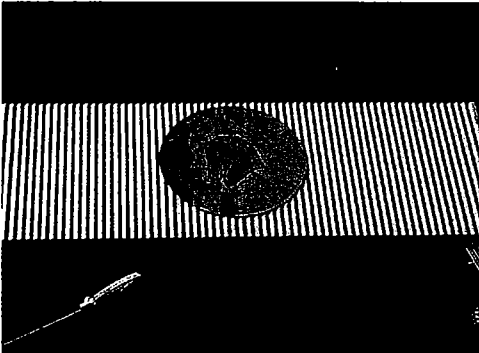
The built environment of Mare Island is complex, but it also is consistent. Everything that got built was based upon pragmatic needs and was constructed using basic materials and methods. Over time, the cumulative effect of this unwavering pragmatic approach to design and construction of buildings and objects has inadvertently produced a place that seems mythic and poetic. Mare Island is the kind of place that defies comparison with, and that is not analogous to, prototypical or generic built environments such as Main Street America, the suburban mall, the village, or the planned community.

Mare Island's character-defining features can be ascertained by first examining the principal uses and reasons for Mare Island's built environment: military, maritime, industrial and transport. Mare Island consists of an array of buildings, structures and objects necessary to house and support base operations for the military; cranes, dry docks and other structures essential for shipbuilding; machine shops, warehouses and other industrial buildings to serve both the military and maritime operators; and shipping and railroad lines, to transport raw and finished materials and supplies. It is from the design, use of materials and type of construction of buildings, structures and objects found on Mare Island that character-defining features become readily apparent.

The character-defining features of Mare Island's built environment can thus be summarized as follows:

- Buildings, structures and objects have been logically constructed
- Construction and fabrication have employed basic building materials, that is, metals, concrete, brick, wood and glass
- The values inherent in the design of buildings and structures clearly exhibit an engineer design ethic, that is, the designs reflect a pragmatic, no-nonsense and functional approach to design, construction and use of building materials
- Construction and fabrication often employ a light frame or skin to masonry mass, with a minimum of ornament or decorative detail
- Both individually and collectively, Mare Island's buildings, structures and objects do not possess a consciously designed look, that is, no themes are present, and there has been no overt attempt to create or impose styles

Visual Design Influences

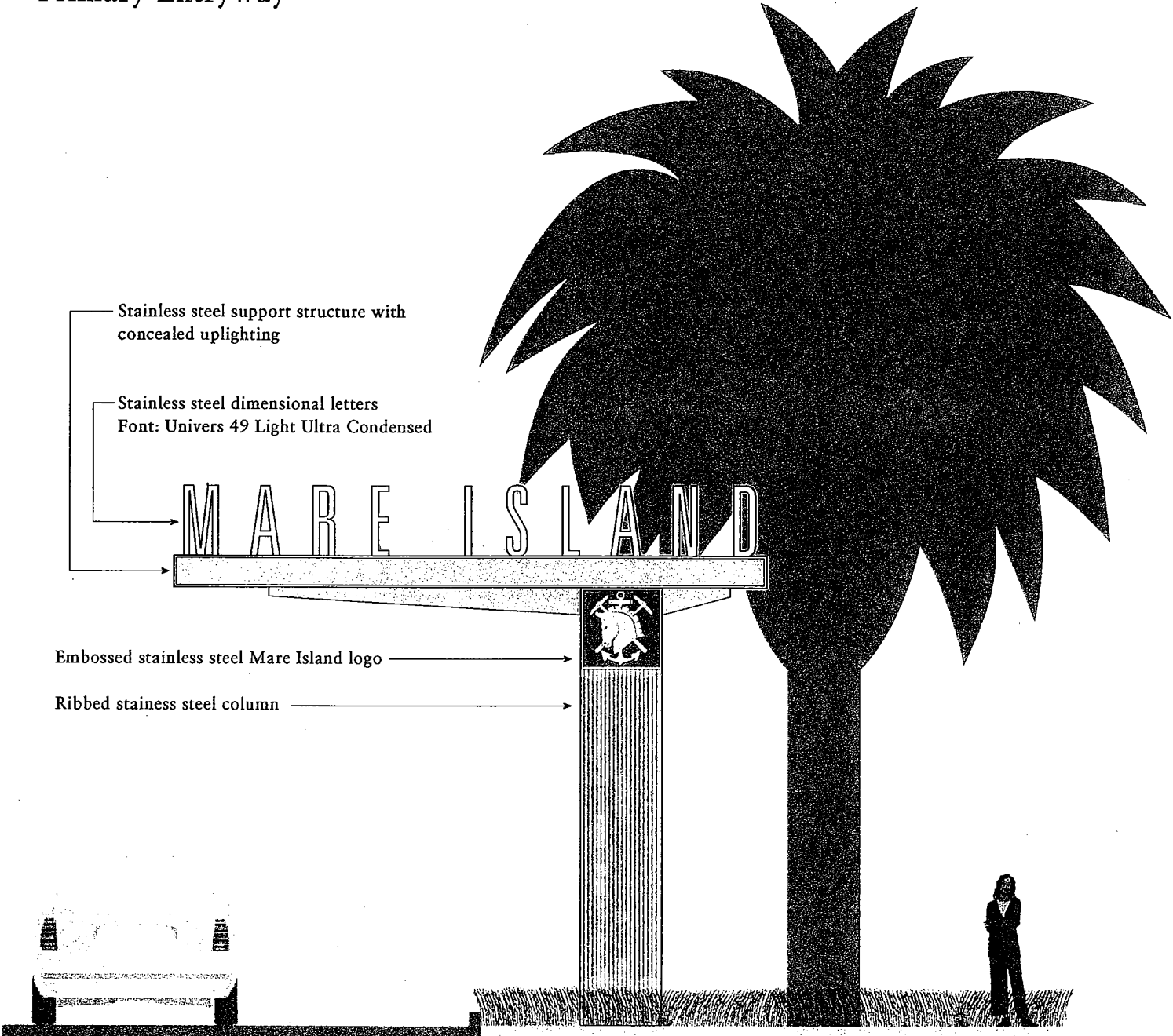


ENTRYWAY SIGNS



Conceptual Prototype

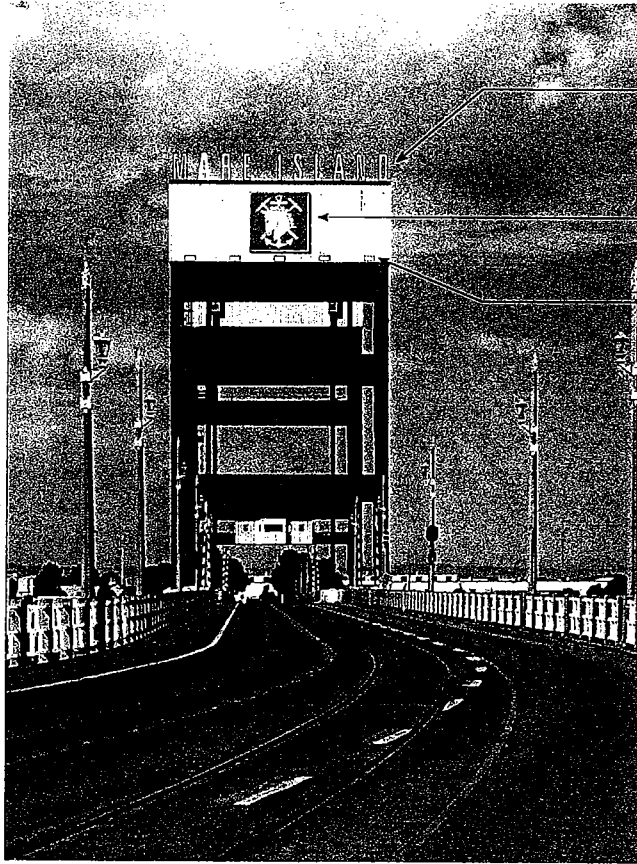
Primary Entryway



3/16" = 1' - 0"

Conceptual Prototype

Bridge Sign

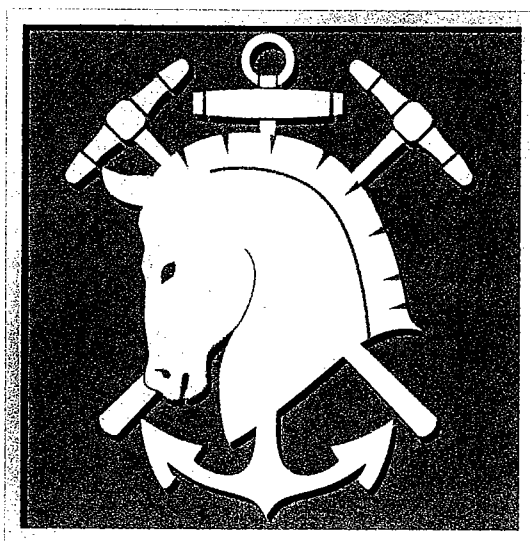


- Stainless steel lettering
Font: Univers 49 Light Ultra Condensed
- Embossed stainless steel Mare Island logo
- Uplighting

STAINLESS STEEL LOGO AND LETTERING WITH UPLIGHTING



SIDE

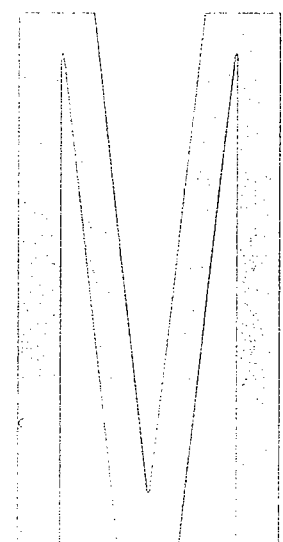


FRONT

MARE ISLAND LOGO



SIDE

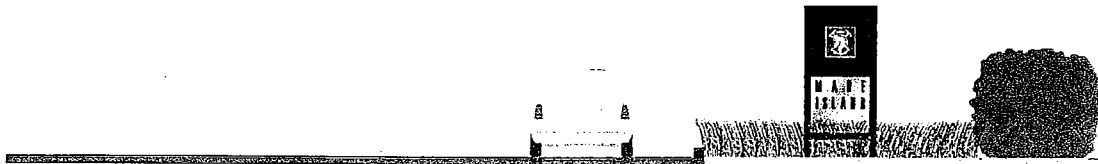
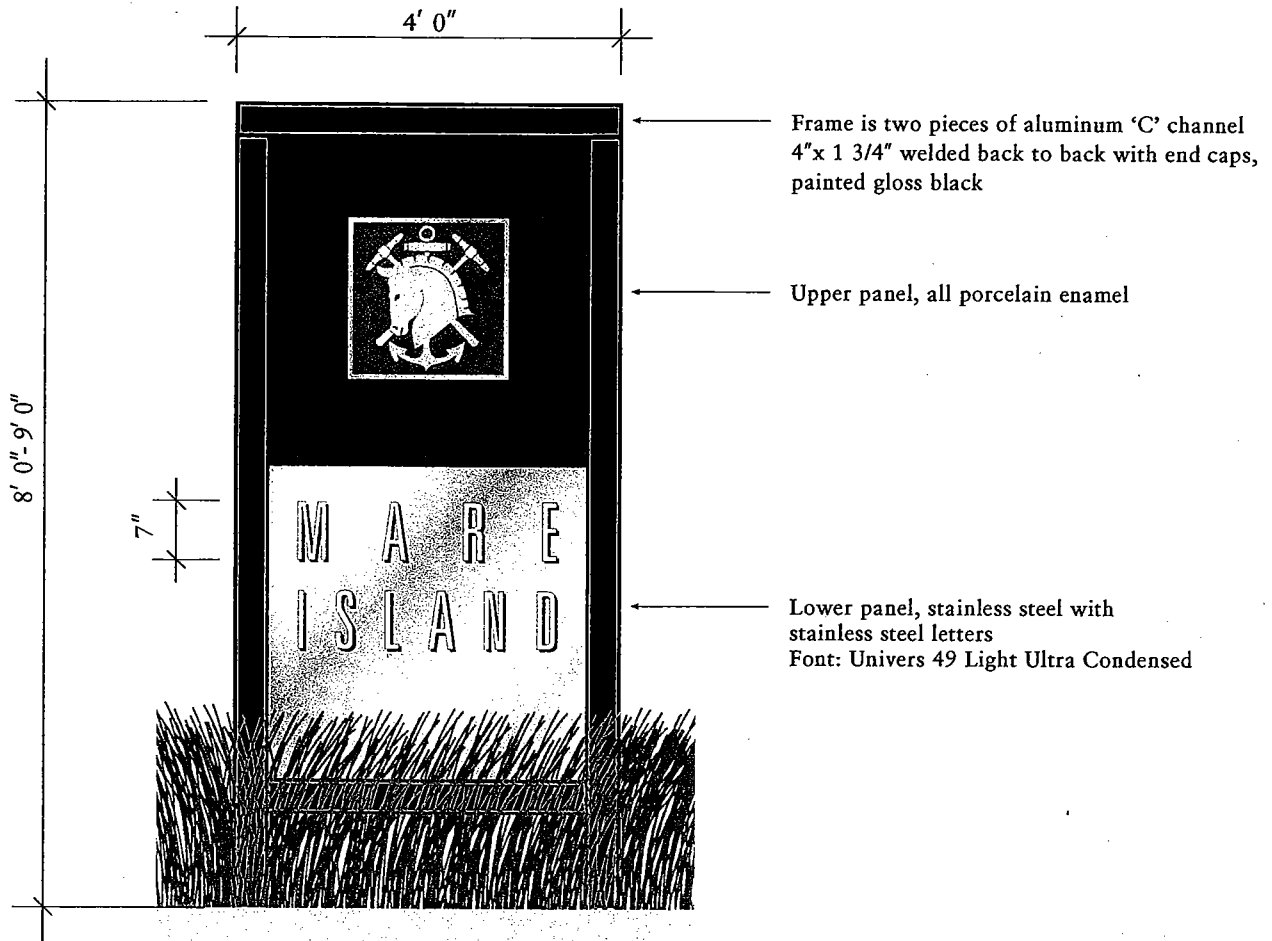


FRONT

TYPICAL LETTER

Conceptual Prototype

Interim or Secondary Entryway



Special signs to announce entry to Mare Island are planned as part of public area improvement projects associated with entry roadways and other public infrastructure. Identified entry points for such gateway type signs include the Causeway and the SR 87 interchange.

Function

Entryway signs are conceived as unique, one-of-a-kind installations used to punctuate the experience of approach and arrival at an important place. Several considerations, as illustrated, should guide their design and use.

- They have civic purpose that contributes to the public sense of place and icons that are part of the design should not be over-used in other contexts.
- They are designed as part of a contextual character that is defined by and responsive to landscape, infrastructure or land use.
- As a sign type, they become a built example of the design philosophy that should guide other sign types used on Mare Island.

WAYFINDING SIGNS

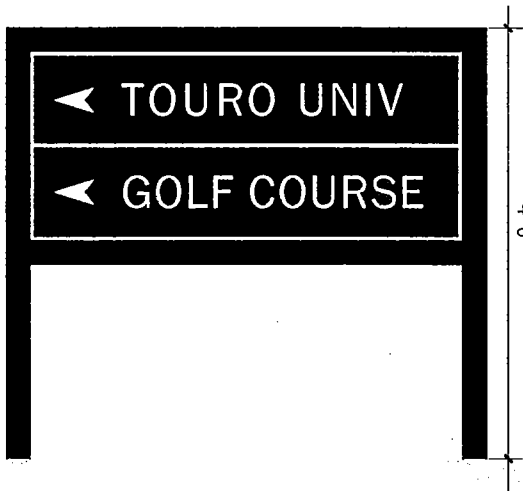
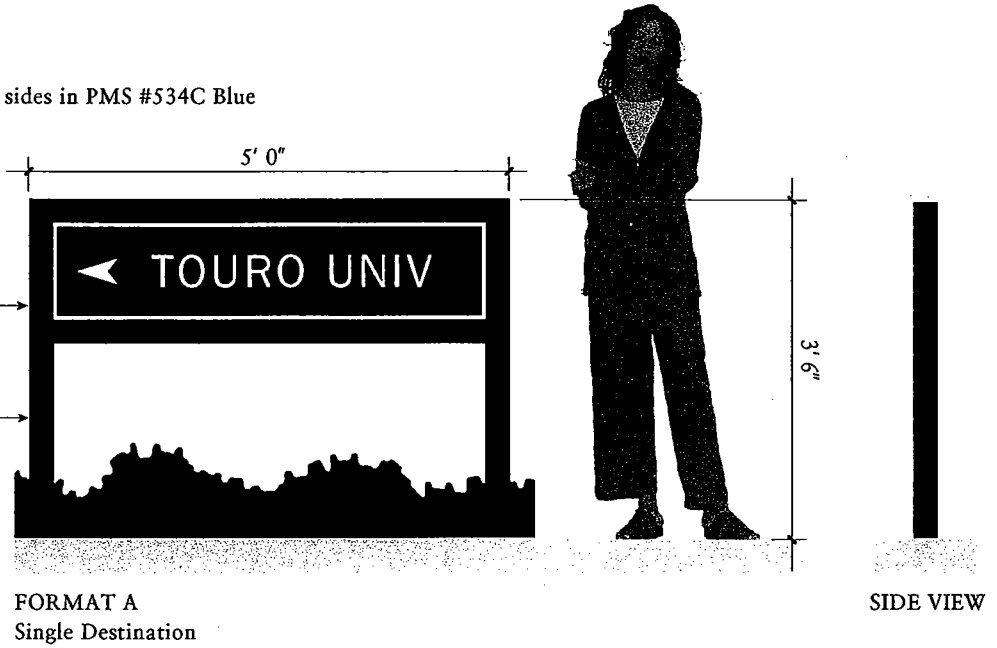
Conceptual Prototype

Freestanding Sign Panel

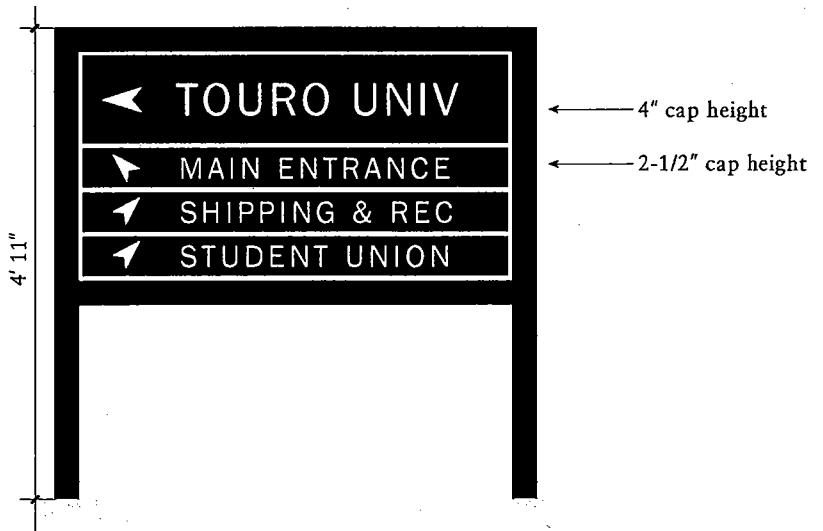
Aluminum panel, painted satin finish both sides in PMS #534C Blue
Font: Franklin Gothic Book

3/16" thick painted aluminum panel, with white reflective vinyl lettering, arrows and borders

Frame and supports 3" x 1 1/2" aluminum 'C' channel, 2 pieces welded back to back, painted gloss black



FORMAT B
Multiple Destination
maximum of three panels



FORMAT C
Facility Header with Sub-destinations (*three maximum*)



EXAMPLE INSTALLATION

Function

This sign type has two functions:

1. Directs automobile traffic.
2. Non-standard color and graphics contribute to the unique character and identity of Mare Island.

To accommodate varying message requirements, there are three sign layout formats: A, B and C.

- Format A is a single destination sign, consisting of one panel.
- Format B is a multiple destination sign, consisting of two to three panels.
- Format C is a single facility header panel, with a directory of sub-destinations.

These signs are for identifying major destinations, such as schools, public gathering places, parks, museums and natural features. They are not to be used for commercial or retail destinations.

Construction

The sign frame and supports are made of two pieces of 3" x 1 1/2" aluminum 'C' channel, welded back to back, and painted gloss black.

The sign panel is 3/16" thick aluminum, painted two sides. The type font is Franklin Gothic Book, and is die-cut white reflective vinyl. The arrows and border are of the same material. There are two font sizes: the larger size for destinations, and the smaller size for sub-destinations.

Size

This system of signs will require further development and study. See page 4.1.2 for steps for development and implementation.

Steps for Development and Implementation

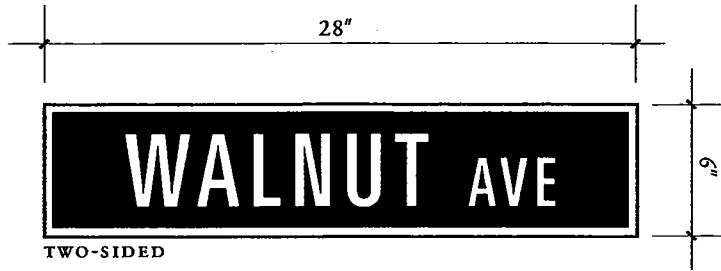
1. Review existing and proposed street plans, streetscape improvements, city codes, etc.
2. Produce a Mare Island site map showing potential sign locations and sign messages.
Establish a hierarchy of sign types and incorporate all of this information into a sign schedule.
3. Develop the design for all sign types, in terms of sign/lettering sizes, colors, materials, fabrication/installation details, and general specifications.
4. Produce construction documents for bidding.
5. Recommend a phased plan for implementation.
6. Assist client in obtaining and evaluating competitive bids.
7. Oversee construction and installation of first phase.

STREET NAME SIGNS

Conceptual Prototype

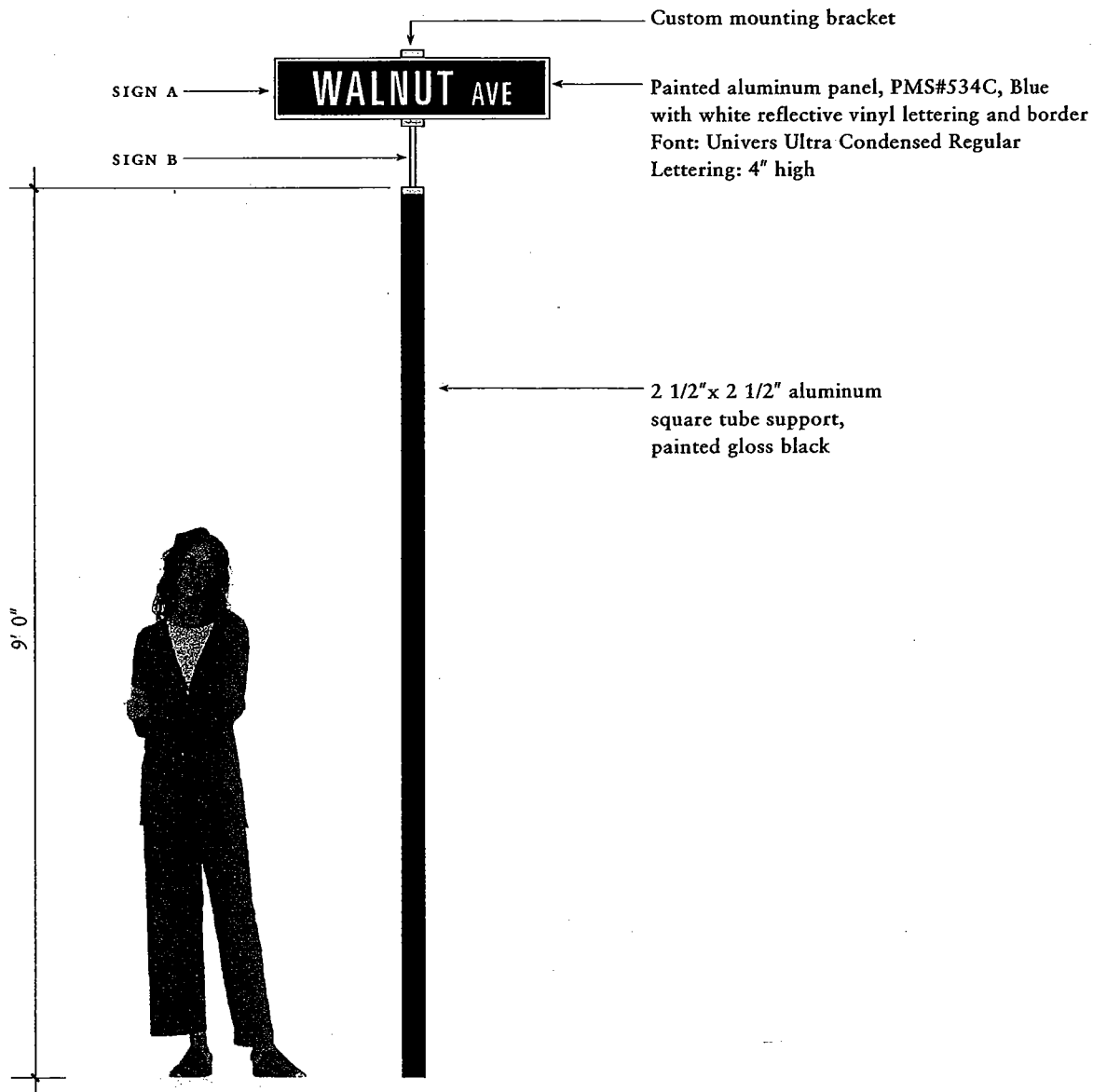
Freestanding

SIGN A LAYOUT



Note:
Sign length can be adjusted for special length requirements

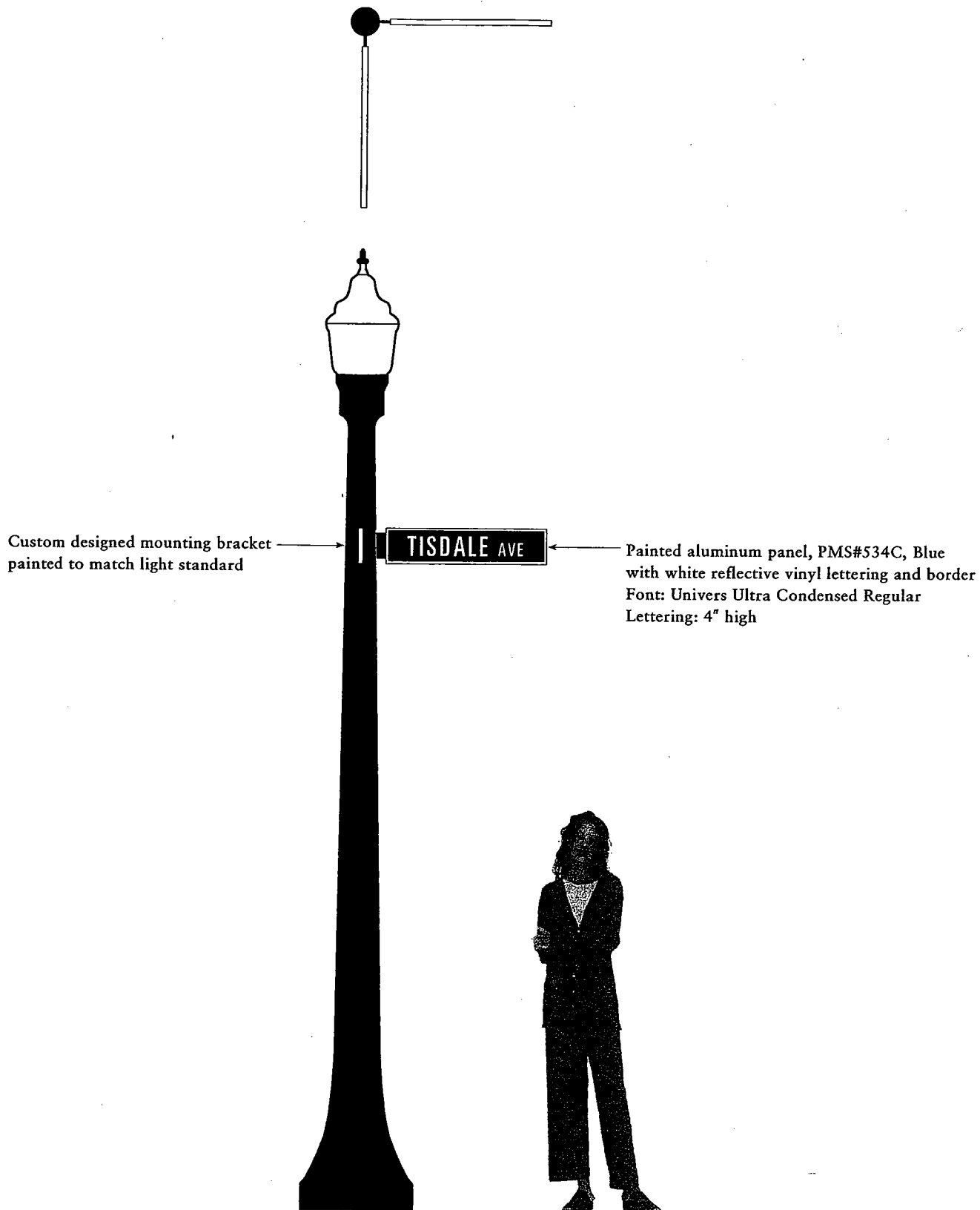
SIGN B LAYOUT



STREET NAME SIGNS

Conceptual Prototype

Streetlight Mounted



Function

This is a custom-design Street Sign. Its visual qualities help define and unify Mare Island.

The purpose of this sign type is to identify streets and assist in wayfinding. In keeping with the simple, straight forward signage approach on Mare Island, these signs will only display the street name (no City seal or other official emblems will be allowed).

Location

These signs will be located on all street corners.

Construction

The sign panels are 1/8" thick aluminum, painted two sides in a satin finish PMS #534C Blue, with a white reflective vinyl street name and border. The signs are held together with a custom mounting bracket, and supported with 2-1/2" x 2-1/2" inch square aluminum tube, painted gloss black.

Street Light Mounted sign panels are the same specifications as the Freestanding versions. A custom mounting bracket will integrate the sign panel with the light pole.

The type font is Univers Ultra Condensed.

Size

This system of signs will require further development and study. See page 4.2.3 for steps for development and implementation.

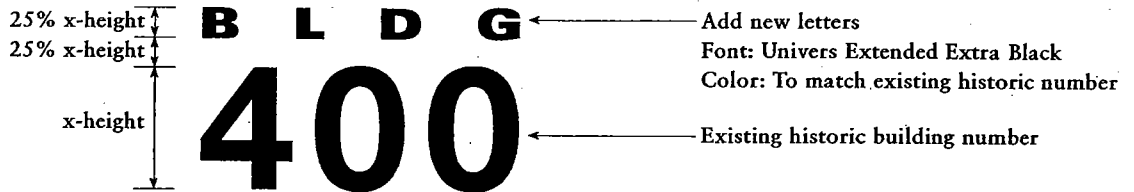
Steps for Development and Implementation

1. Review existing and proposed street plans, streetscape improvements, city codes, etc.
2. Produce a Mare Island site map showing potential sign locations and sign messages.
Establish a hierarchy of sign types and incorporate all this information into a sign schedule.
3. Develop the design for all sign types, in terms of sign/lettering sizes, colors, materials, fabrication/installation details, and general specifications.
4. Produce construction documents for bidding.
5. Recommend a phased plan for implementation.
6. Assist client in obtaining and evaluating competitive bids.
7. Oversee construction and installation of first phase.

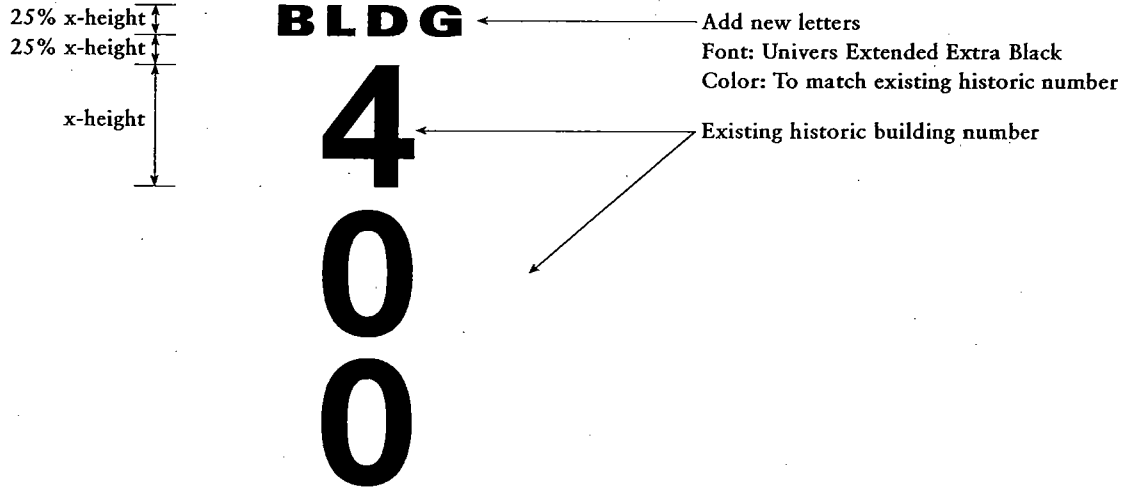
Wall-Mounted Signs

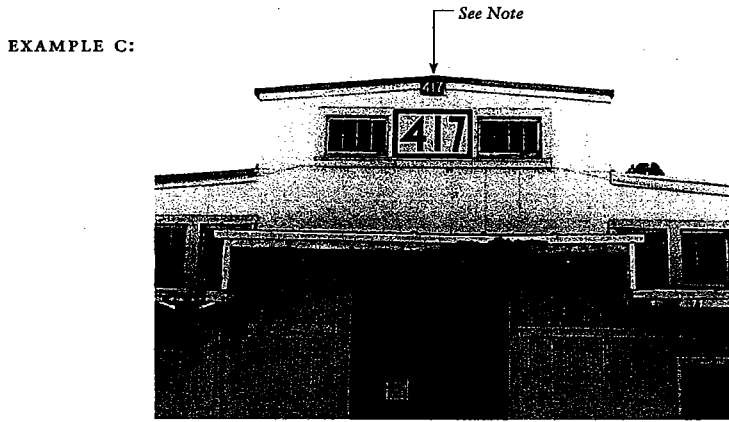
"BLDG" letter thickness:
25% existing historic letter thickness

EXAMPLE A:



EXAMPLE B:





Existing Building Number

Note: Where two building number signs occur in close proximity, remove the lesser



Augmented Building Number



Existing Building Number



Augmented Building Number



Existing Building Number



Augmented Building Number

Function

The Existing Building Number Signs that are prevalent on Mare Island are an important part of the Island's heritage, and therefore, these signs should be retained in their present form.

However, due to the future increase in building development, residential population and tourism, the building number system will be supplanted by the standard street address numbering system. To reduce possible confusion between building numbers and street address numbers, the abbreviation for "BUILDING", that is, the letters "BLDG", will be added to all existing Historic Building Number Signs.

AN EXCEPTION

The one exception to the above is the Officers Row building numbers which are located on the front stair risers. The existing signs are in varying degrees of disrepair and, due to the confined space where they are installed, they do not lend themselves to the format outlined above. Therefore, in this instance only, the existing signs are to be removed and replaced with the new sign number format, illustrated on page 4.4.

This sign type will be made of 1/8" thick aluminum, painted semi-gloss PMS #534C Blue with white lettering. The type font is Franklin Gothic Heavy.

Construction

The Existing Building Number Signs are in a myriad of sizes, type fonts, colors and materials. Each sign will have to be inspected in order to determine its construction specifications. It is important that the user of this document study the illustrated examples provided and understand the spirit of what is trying to be accomplished. The following are some guidelines:

1. The "BLDG" sign type font is Univers Extended Extra Black.
2. The color of the "BLDG" sign letters should match the color of the existing number sign.
3. The "BLDG" sign should always be placed above the existing number sign; however, sometimes this is not possible.
See Example E on page 4.3.1.
4. The "BLDG" sign should always be composed of individually mounted letters – it should never be a sign plaque. In some instances, the Existing Building Number Sign is painted directly on the building facade; and, if this is the case, the "BLDG" sign should be painted on the facade as well.
5. Sometimes there will be two Existing Building Number Signs on the same building elevation. If this occurs, it is recommended that the lesser of the two be removed, and the greater be augmented with the "BLDG" sign.

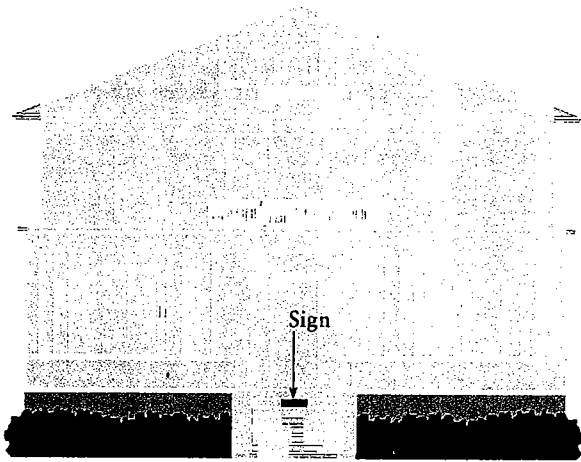
Size

See *Construction* above. See page 4.3.3 for steps for development and implementation.

Steps for Development and Implementation

1. Produce an inventory, including photographs, of all historic buildings that are candidates for this program.
2. Using the photo inventory, and on a building by building basis, briefly specify how the letters "BLDG" are to be incorporated with the existing historic building numbers.
3. Write general specifications for "BLDG" letters: size, placement, color, material and methods of application.
4. Combine inventory and specifications into one permanent document.

Stair Mounted



SIGN LOCATION

Sign panel, 1/8" thick aluminum
painted semi-gloss PMS #534C Blue

Lettering is silkscreened semi-gloss white
Font: Franklin Gothic Heavy



BUILDING NUMBER SIGN

Sign Panel Size:

Standard sign size is 5 1/2" x 18"

Verify size at each site prior to manufacturing sign

Placement:

Sign to be located on the second stair riser from the top

OFFICERS ROW BUILDING NUMBER

4.4.1

Conceptual Prototype

Function

The Officers Row building numbers which are located on the front stair risers are an important part of Mare Island's heritage. The existing signs are in varying degrees of disrepair and should be removed and replaced with the new sign number format, illustrated on page 4.4.

Construction

This sign panel will be made of 1/8" thick aluminum, painted semi-gloss PMS #534C Blue with silkscreened white lettering. The type font is Franklin Gothic Heavy.

Size

Refer to illustrations on page 4.4 for general scale. When determining exact size and location, it is recommended that a full-size paper mock-up be made and reviewed at the proposed site. See page 4.4.2 for steps for development and implementation.

Steps for Development and Implementation

1. Produce an inventory, including photographs, of all Officers Row buildings that are candidates for this program.
2. Develop the design in terms of size, graphics, colors, materials, fabrication/installation details, lighting and general specifications. Coordinate with Landscape Architect.
3. Produce construction documents and specifications for bidding.
4. Assist client in obtaining and evaluating competitive bids.
5. Oversee construction and installation.

Conceptual Prototype

Freestanding Panel

Building address, 1/4" thick aluminum, painted gloss black
Font: Franklin Gothic Heavy

Frame and supports 3" x 1-1/2" aluminum 'C' channel,
2 pieces welded back to back, painted gloss black

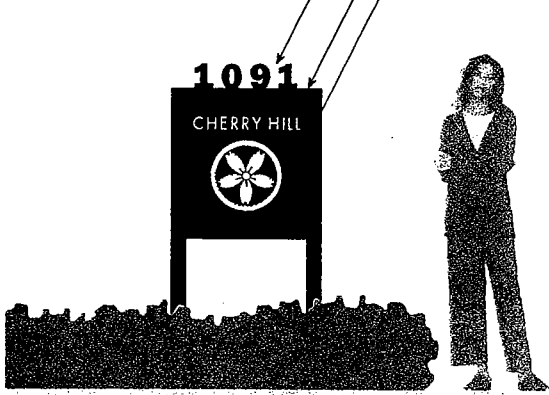
Aluminum panel, 1/4" thick, painted two sides. One or two
color silkscreened graphics on one side only

Panel background color:

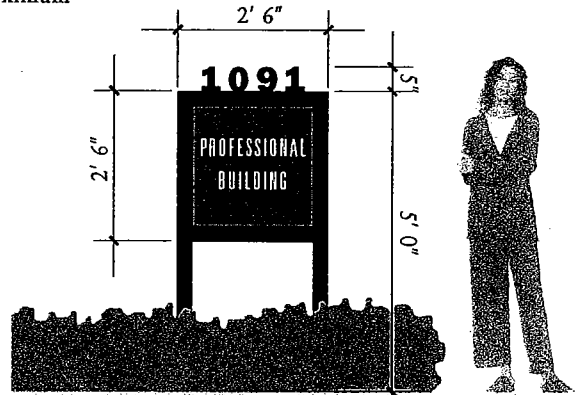
Should be a single, medium to dark value color drawn from,
or compatible with, the Mare Island signage color palette

Panel graphics:

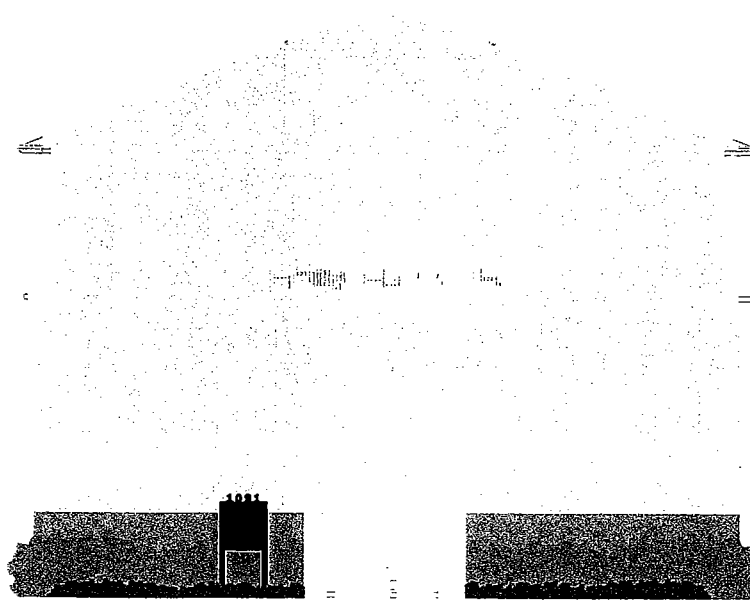
Two colors maximum



SINGLE TENANT IDENTIFICATION



MULTIPLE TENANT IDENTIFICATION



SIGN LOCATION

OFFICERS ROW TENANT ID & STREET ADDRESS

4.5.1

Conceptual Prototype

Function

This sign type identifies the tenant and street address number. A single building tenant is allowed to use one logo and a maximum of three colors. A building with more than one tenant is allowed the street address on the top of the sign, and only a generic business type identity on the sign panel – for example: Professional Building, Medical Offices, Dental Building, etc.

These signs are to be located in the planting strip at the base of the building, to the left side of the front stairs.

Construction

The sign frame and supports are made of two pieces of 3" x 1 1/2" aluminum 'C' channel, welded back to back with end caps, and painted gloss black.

The address number is cut out of 1/4" thick aluminum, welded to the top of the sign frame, and painted gloss black.

The sign panel is 1/4" thick aluminum, painted two sides, with one or two color silkscreened graphics, one side only.

Size

This system of signs will require further development and study. See page 4.5.2 for steps for development and implementation.

Steps for Development and Implementation

1. Produce an inventory, including photographs, of all Officers Row buildings that are candidates for this program.
2. Develop the design in terms of size, graphics, colors, materials, fabrication/installation details, and general specifications.
3. Produce construction documents and specifications for bidding.
4. Assist client in obtaining and evaluating competitive bids.
5. Oversee construction and installation of first phase.

PRIVATE SECTOR SIGNS

The universe of buildings, activities and settings for which signs potentially can and will be designed, fabricated and installed on Mare Island is, by any measure, inordinately large and complex. This universe comprises not only the existing inventory of structures, diversity of building types, and settings, but also is the anticipated new construction and introduction of new uses surely to arrive on Mare Island as part of a major revitalization process, now only in its initial stages. Another important dimension to the design and content of the Sign Program for Mare Island is the presence of some 50 historic properties, listed both individually in the National Register of Historic Places and as contributors to Mare Island's National Register Historic District. Most, if not all, of these listed properties, as well as numerous non-historic buildings constructed before 1936, are potentially eligible for use of investment tax credits under provisions of the Tax Reform Act of 1986.

Due to present as well as future conditions likely to materialize on Mare Island, approval of all sign permit applications will be subject to discretionary review by the City of Vallejo. And, given both the size and complexity of the universe for potential design, fabrication and installation of signs on Mare Island, applicants and the City of Vallejo will be best served by use of performance-based standards for evaluating the appropriateness of sign proposals for private-sector properties.

Performance-based standards applicable to all sign proposals are as follows:

- Signs are to be kept to a minimum, consistent with the historic settings, uses and dominant building types that characterize Mare Island
- Signs are to be designed and fabricated with materials, colors and means of illumination that respect, and therefore are deferential towards, Mare Island's existing industrial and maritime environments
- Signs are not to be placed in locations that hide, obscure or compromise a property's character-defining features (e.g., architectural elements, openings)
- Signs are to reflect an engineered or industrial design aesthetic, that is, signs are to be skillfully designed, logically constructed and simply illuminated, and are to make minimal or no use of ornament
- Signs are to be designed, fabricated with materials and colors, and illuminated with respect to character-defining features of a property's building(s), land use, landscaping, parcel size and proximity to neighboring buildings

Additional performance-based standards applicable to all historically-significant properties are as follows:

- Signs are to be clearly differentiated from the historic property's character-defining features, while at the same time, are to be compatible in terms of size, location, materials and color
- Signs are to be installed in a manner that avoids or minimizes, to the greatest extent possible, irreversible damage to or destruction of historic building materials
- Signs that possess historical significance are to be retained and maintained, with determinations of historical significance to be made on a case-by-case basis

Appropriate kinds of signs to address basic needs and requirements of the private sector on Mare Island are presented in this section of the Sign Program. Street address, freestanding and wall-mounted signs are presented as illustrative examples, that is, as drawings that are suggestive of appropriate kinds of design, use of materials, fabrication, installation and scale. Other sign types are singled out and discussed in text only. Immediately following this section is the Sign Gallery, which contains photographs intended to show additional examples of appropriate kinds of private sector signs on Mare Island.

Signs for private sector properties, buildings, businesses and other uses on Mare Island are intended to be informative. By contrast, and unlike some other settings or situations where signs are employed to convey information or a message, they are not intended to advertise products or services, or to entertain.

Not all sign types would be appropriate or compatible in every location or every situation. For example, use of a freestanding monument sign on certain segments of Walnut or Railroad Avenue would be inappropriate, simply because the subject property has an insufficient amount of front setback to gracefully accommodate a monument sign; or the design, materials and size of a monument sign would be incompatible with character-defining features of an existing historically-significant structure; or the historic setting of the subject and neighboring properties would be adversely affected by the presence of a freestanding monument sign.

In general, historically-significant buildings and structures are better served by use of freestanding panel and blade signs, and by street address signs that are included as part of freestanding building, business or tenant identification signs. Such sign types do not result in irreversible damage to, or destruction of, a structure's historic building fabric. By contrast or comparison, fascia signs generally will have greater potential use with new construction, or on structures and buildings that are not considered to be historically significant.

One type of freestanding sign, the retail center tenant directory sign, is intended for very limited or restricted use on Mare Island, consistent with adopted policies and specified locations as indicated in the Mare Island Specific Plan. The design, use of materials, and maximum size and height of such signs can vary by location and setting. A tenant directory sign for a retail center located in a new residential area can and should be noticeably different from one that is located in the existing historic core area.

Consistent with the performance-based standards detailed earlier in this section, and in the general guidelines provided above, specific guidelines and certain requirements for signs are as follows:

IDENTIFICATION SIGNS IN GENERAL

- Signs may include both the street address and the business identification as shown in the illustrative examples.
- Identification of a business should be limited to one sign for each building facade that fronts a public street.
- Identification of tenants in a multi-tenant building should be limited to a maximum of four tenant names on a single sign.
- Identification of a retail center, which may include the names of major tenants, should be limited to one sign.
- Large warehouse or industrial-type buildings may have more than one street frontage, and, in some cases, may even occupy and entire block. The identification of such large buildings may benefit from use of a sign that uses its primary street address as its building identification sign, e.g., 1001 Nimitz Avenue, 300 Third Street.
- A business identification sign should be located above, or to either side of, a business' primary point of entry, even in those situations where a single business occupies an entire building.

- A small sign, containing essential contact information for a business and/or building owner, should be located at, or immediately adjacent to, a business' and/or building's primary point of entry. This sign should be of permanent fabrication and not exceed 3/4 square foot in size.
- Use of generic names for certain kinds of products, goods and services should be restricted for use only by certain kinds of businesses and permitted only as window signs.
- Use of small, fascia-mounted "window box" signs should be restricted for use by restaurants and similar kinds of pedestrian-oriented establishments, not to exceed one and one-half square feet in surface area, including the box frame.

IDENTIFICATION SIGN - FREESTANDING PANEL

- Freestanding panel signs should be no higher than four feet above grade.
Small Panel Type should not exceed 40 square feet (20 square feet each side) in surface area. *Large Panel Type* should not exceed 60 square feet (30 square feet each side) in surface area.

IDENTIFICATION SIGN - FREESTANDING BLADE

- Freestanding blade signs should be no higher than 13 feet above grade, and not exceed 15 square feet (7.5 square feet each side) in surface area.

IDENTIFICATION SIGN - WALL-MOUNTED PANEL

- Wall-mounted panel signs should be no higher than 6.5 feet above grade, and not exceed 18 square feet in surface area.

IDENTIFICATION SIGN - WALL-MOUNTED BLADE

- Wall-mounted blade signs should not extend more than 4.5 feet from the building, and in no case project over more than one-third of a public right-of-way; provide a minimum clearance above grade of at least eight feet; and not exceed 15 square feet (7.5 square feet each side) in surface area.

IDENTIFICATION SIGN - WALL-MOUNTED RAIL

- Wall-mounted rail signs should be no higher than the lowest of the following: 20 feet above grade, bottom of sills of second-story windows, or cornice line.
- Rail signs should not exceed 50 square feet in surface area.

IDENTIFICATION SIGN - INDIVIDUAL LETTERS

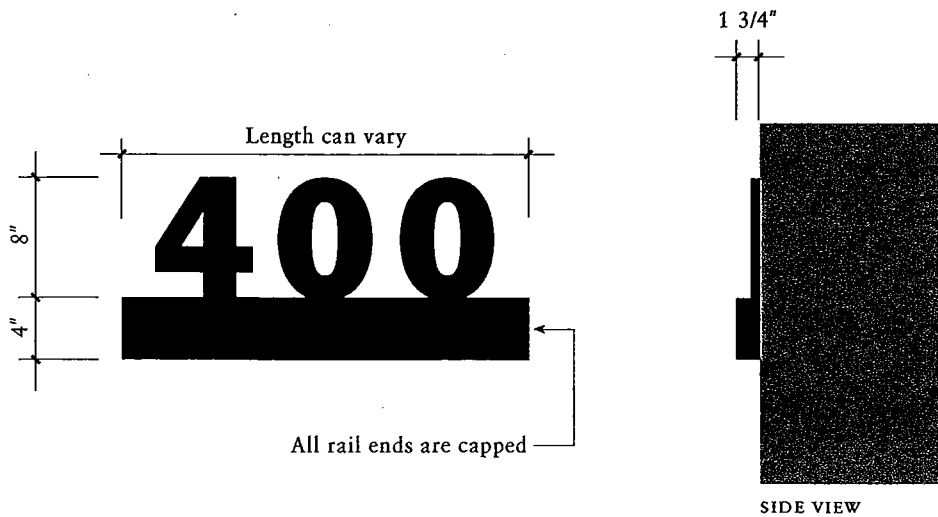
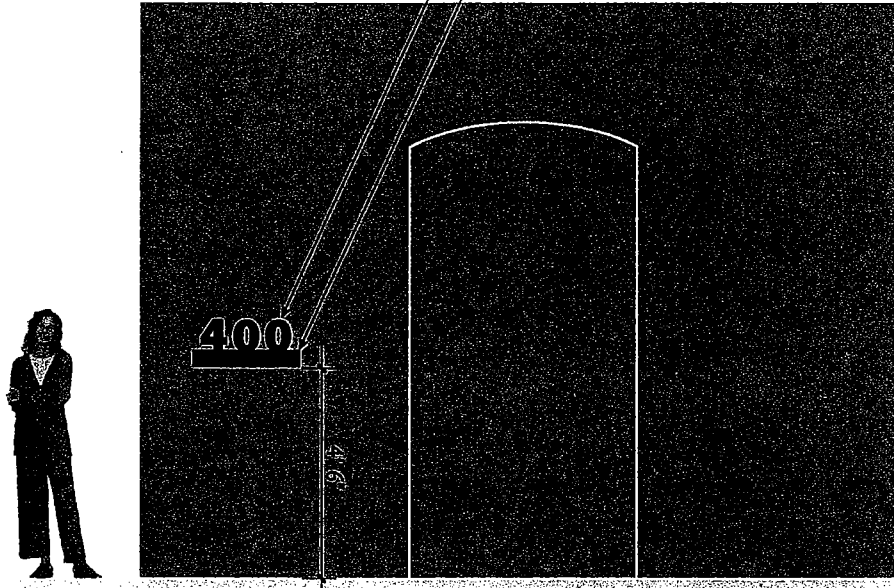
- Wall-mounted individual letters signs should be no higher than the lowest of the following: 20 feet above grade, bottom of sills of second-story windows, or cornice line.
- Individual letters signs should not exceed 50 square feet in surface area.

Illustrative Examples

Wall-Mounted Type

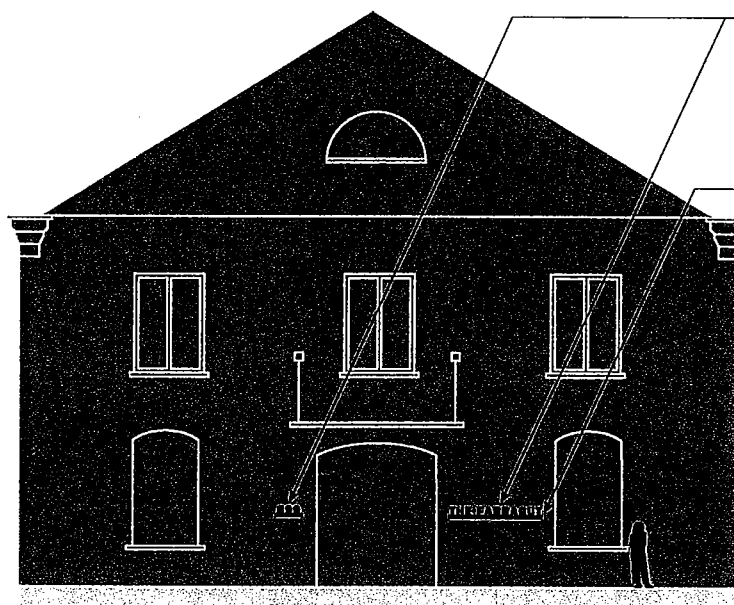
Building address, 3/8" thick aluminum painted gloss black
Font: Franklin Gothic Heavy

Rail is a 4" x 1 3/4" aluminum 'C' channel with end caps,
painted gloss black



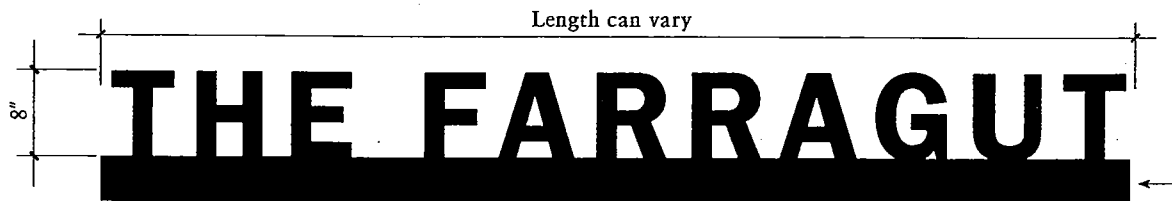
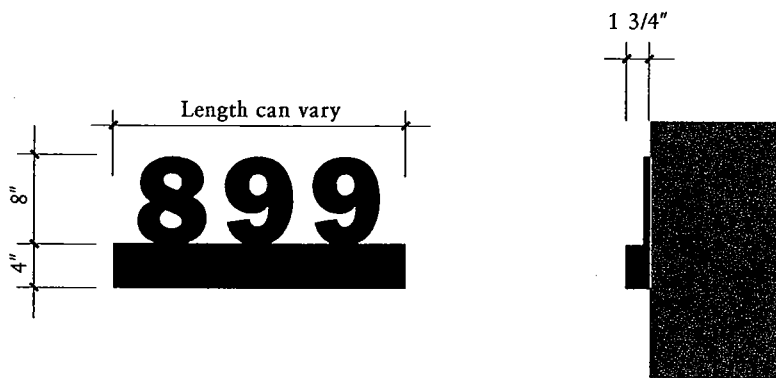
Illustrative Examples

Wall-Mounted Type



Building address and business name, 3/8" thick aluminum painted gloss black
Font: Franklin Gothic Heavy

Rail is a 4" x 1 3/4" aluminum 'C' channel with end caps, painted gloss black



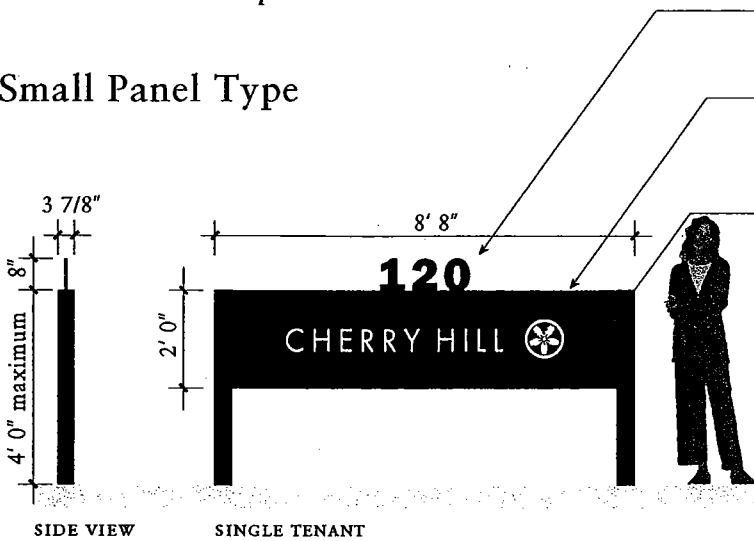
BUSINESS NAME OPTION

All rail ends are capped

FREESTANDING IDENTIFICATION SIGNS

Illustrative Examples

Small Panel Type



Building address, 3/8" thick aluminum painted gloss black. Font: Franklin Gothic Heavy

Frame is two pieces of aluminum 'C' channel 4"x 1 3/4" welded back to back with end caps, painted gloss black

Aluminum panel 3/8" thick, painted two sides Graphics 1/8" thick white painted aluminum

Panel background color:

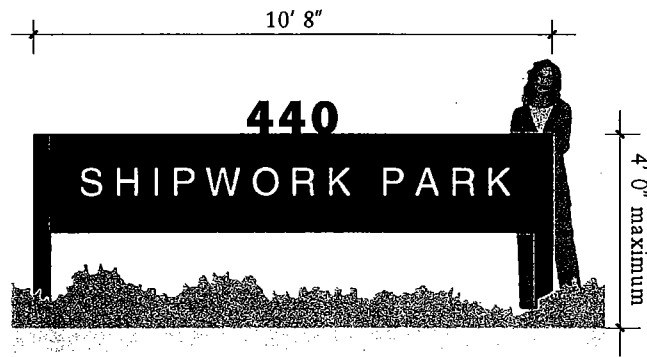
Should be a single, medium to dark value color drawn from, or compatible with, the Mare Island signage color palette

Panel graphics:

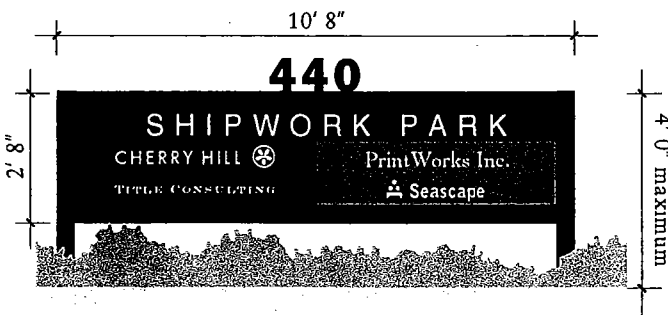
Two colors maximum for single line/tenant signs. All white graphics for multi-tenant signs.

Note:

Street address number allowable only on framed sign format



FACILITY, PLACE OR BUILDING NAME



FACILITY, PLACE OR BUILDING NAME WITH TENANT LISTING - FOUR MAXIMUM

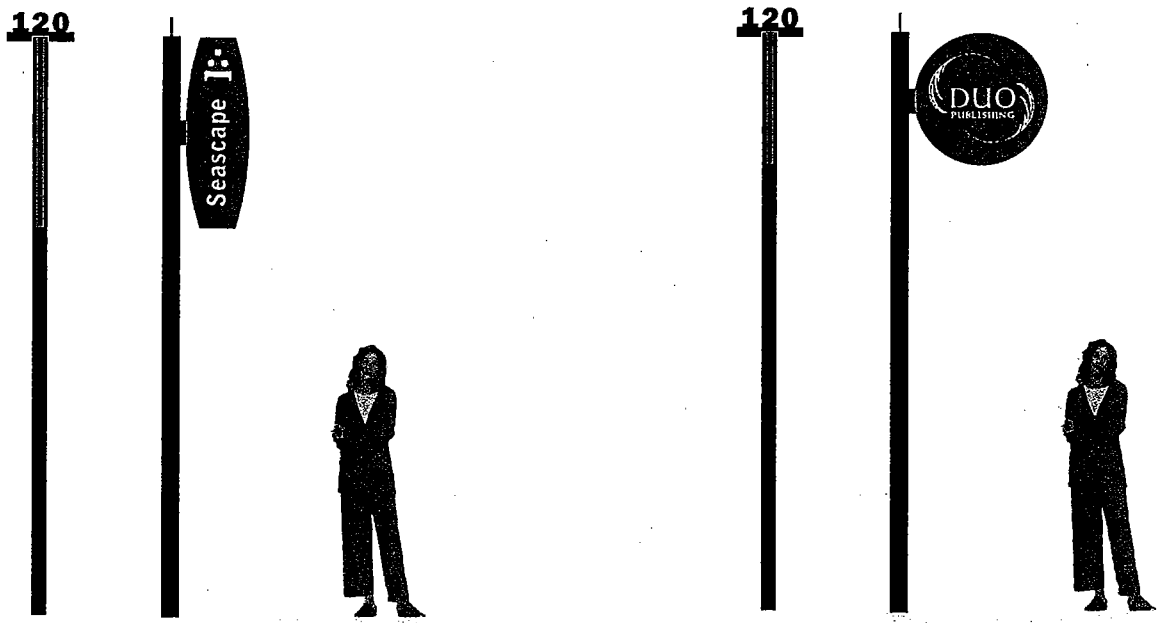
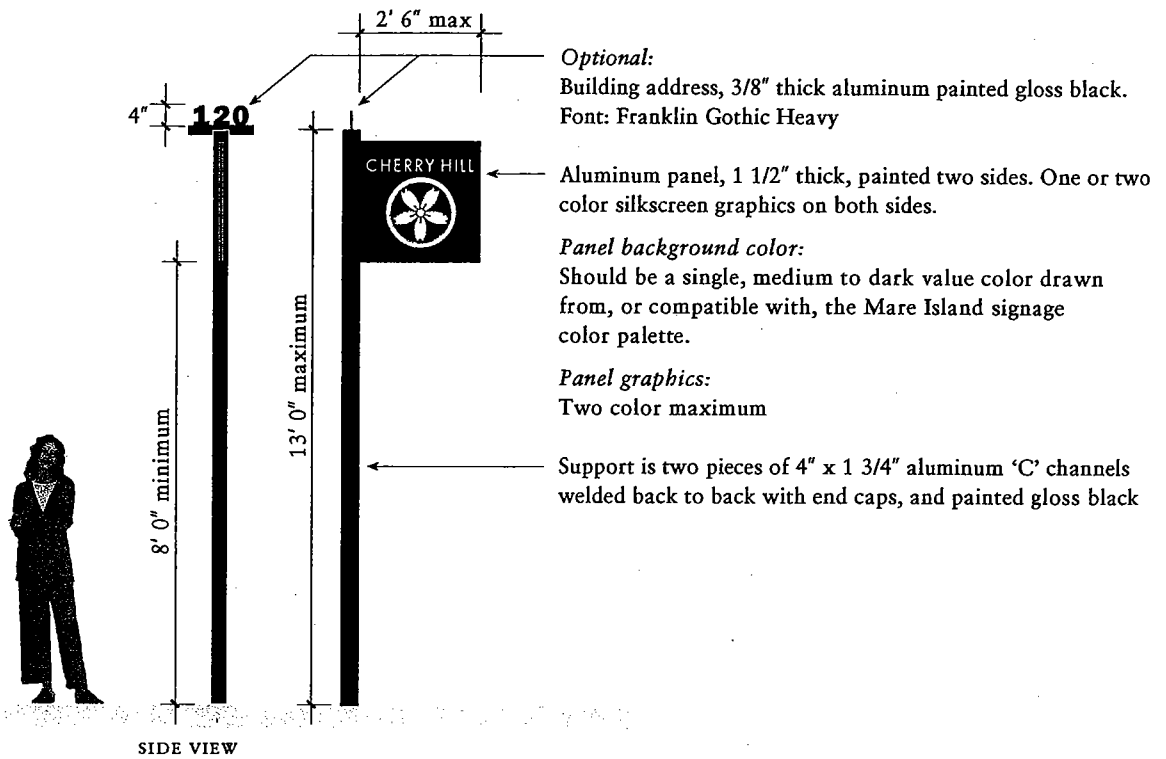


BUILDING TENANT LISTING - FOUR MAXIMUM

FREESTANDING IDENTIFICATION SIGNS

Illustrative Examples

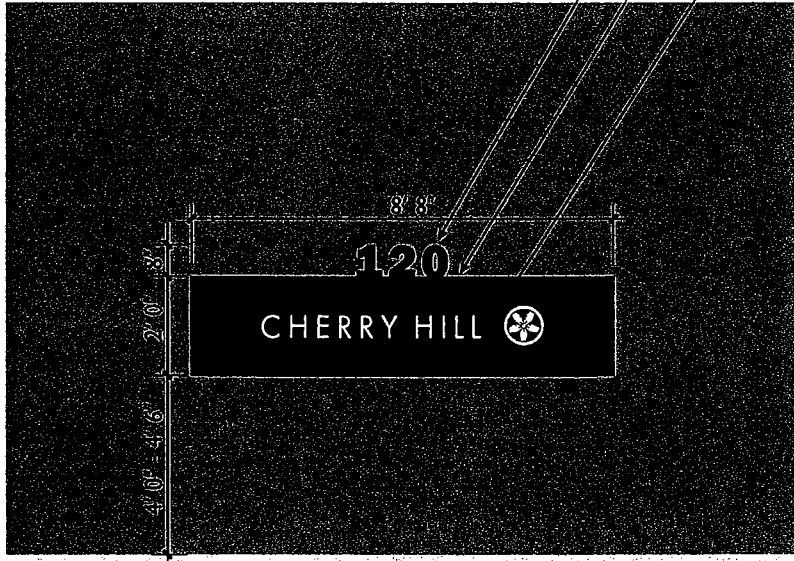
Blade Type



WALL MOUNTED IDENTIFICATION SIGNS

Illustrative Examples

Panel Type



Building address, 3/8" thick aluminum painted gloss black. Font: Franklin Gothic Heavy

Frame is a 4" x 1 3/4" aluminum 'C' channel with end caps, painted gloss black

Aluminum panel 3/8" thick, painted Graphics 1/8" thick white painted aluminum

Panel background color:

Should be a single, medium to dark value color drawn from, or compatible with, the Mare Island signage color palette

Panel graphics:

Two colors maximum for single line/tenant signs. All white graphics for multi-tenant signs.

SINGLE TENANT



TWO TENANTS



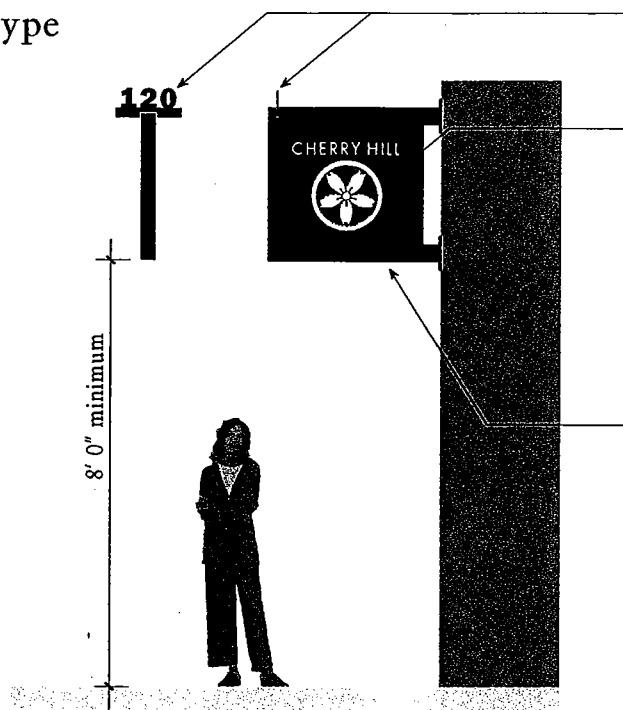
FOUR TENANT MAXIMUM

WALL MOUNTED IDENTIFICATION SIGNS

5.6.1

Illustrative Examples

Blade Type



Optional:

Building address, 3/8" thick aluminum painted gloss black.
Font: Franklin Gothic Heavy

Aluminum panel, 1/4" thick, painted two sides. One or two color silkscreen graphics on both sides.

Panel background color:

Should be a single, medium to dark value color drawn from, or compatible with, the Mare Island signage color palette.

Panel graphics:

Two color maximum

Optional:

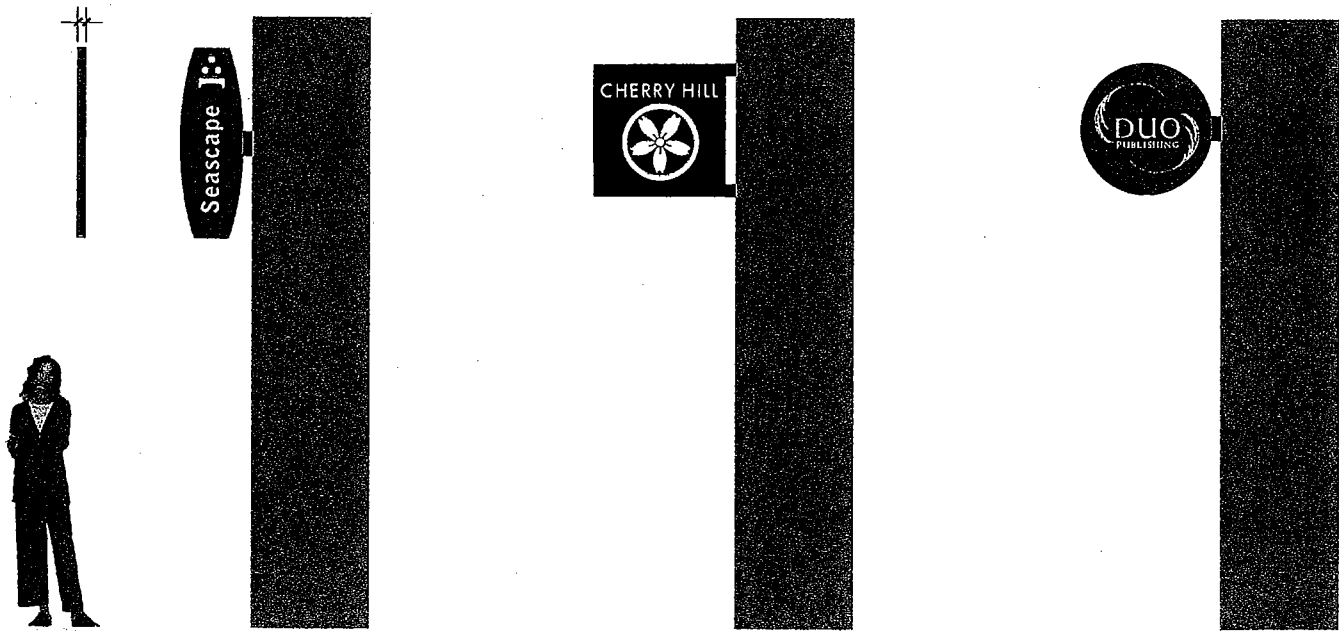
Frame is two pieces of 3" x 1 1/2" aluminum 'C' channel welded back to back with end caps, and painted gloss black

Note:

Building address number allowable only on framed blade sign format

FRAMED BLADE SIGN WITH BUILDING ADDRESS NUMBER

Thickness can vary 1 1/2" to 4 1/2"



FRAMELESS BLADE SIGN - NO BUILDING ADDRESS NUMBER PERMITTED

Illustrative Examples

Rail Type



SIDE VIEW



All rail ends are capped



Placement:

Sign should respect and work well with the architecture of the building

Size:

Logo and rail dimensions will vary, depending on the scale of the building

Logos:

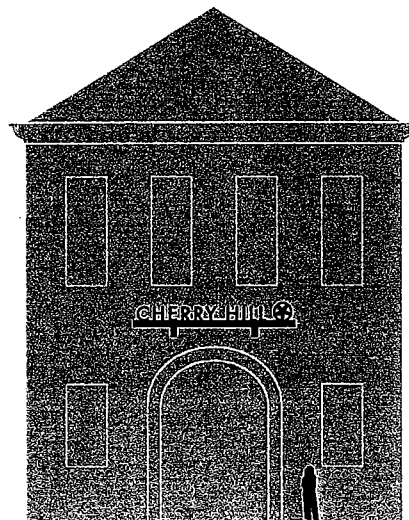
Dimensional metal construction. Lettering, including symbols, should be of one color or material finish.

Rails:

Aluminum 'C' channel painted gloss black with end caps

Lighting:

Uplighting concealed within the rail is permitted



Individual Letters



SIDE VIEW

S O L A R W E S T

Placement:

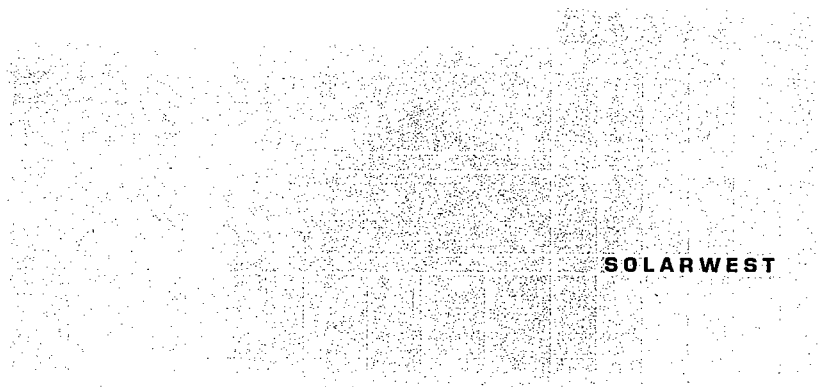
Sign should respect and work well with the architecture of the building

Size:

Logo dimensions will vary, depending on the scale of the building

Logos:

Dimensional metal construction. Lettering, including symbols, should be of one color or material finish.



SOLARWEST

Opportunities for use of window signs on Mare Island will exist almost entirely in new construction, especially by pedestrian-oriented, storefront businesses located in retail centers or by tenant-serving businesses located in the ground level of new office buildings. While window signs can be very handsome and effective in conveying a distinctive image or name of a business, far more often than not the most effective means of conveying the nature and quality of a particular business is providing the passerby with unobstructed, expansive views of the storefront's interior.

Appropriate kinds of window signs include individual letters or a combination of an iconic image with the name of a business establishment. Such signs should be restricted to use of white vinyl, gold- or silver-leaf letters and/or iconic images. In the case of restaurants, delicatessens, and other similar kinds of businesses, it may be appropriate to allow for very limited use of certain generic names or terms that are regarded as primary items or specialties offered by the business establishment.

Additional signs that customarily are allowed in storefront windows and doors include hours of operation, emergency contact information, credit cards accepted, and names of business and/or merchant organizations.

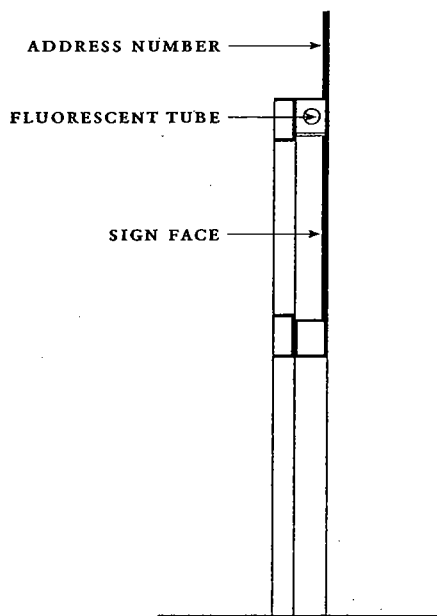
The maximum aggregate area of window signs for any business establishment should not exceed 10 percent of the total glazed area of the storefront's windows and doors. Use of a window sign for purposes of business identification precludes use of any other type of business identification sign.

Illumination of signs on Mare Island should be restricted to use on exterior signs. Two appropriate and most effective means for providing illumination of exterior signs are those lighting solutions which are integral to the design and fabrication of the sign, and which use ground-based lighting fixtures.

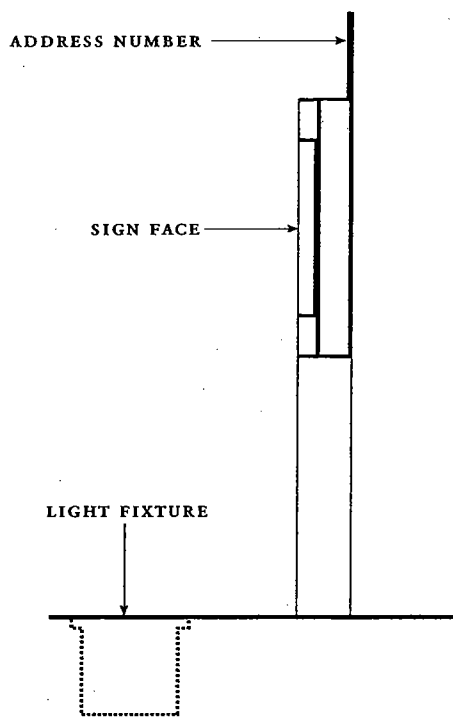
Freestanding panel signs customarily are illuminated by use of ground-based fixtures, while freestanding blade signs, when illuminated, customarily employ a lighting solution that is integral to their design and fabrication. Monument signs and retail center signs can be illuminated to outstanding effect by either means.

Wall-mounted signs should be illuminated by lighting solutions that are integral to their design and fabrication.

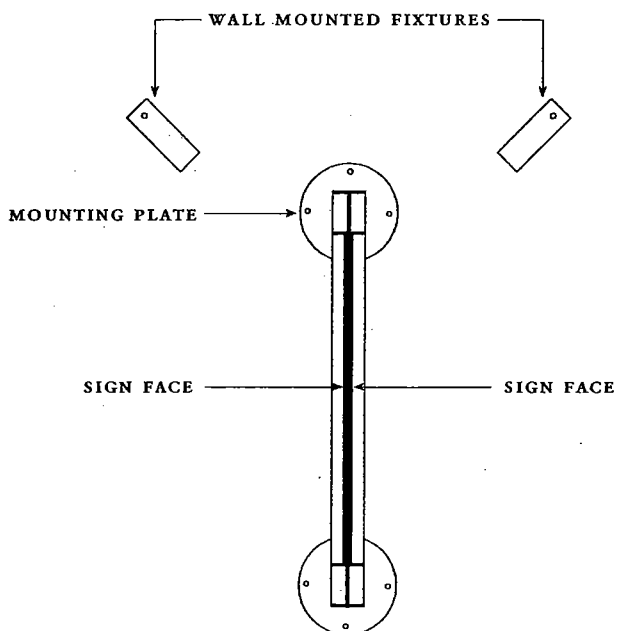
Illustrative Examples



PANEL SIGN / SECTION
FACE LIGHTING



PANEL SIGN / SECTION
GROUND LEVEL LIGHTING



BLADE SIGN / SECTION
SPOT LIGHTING

The use of temporary signs on Mare Island should be restricted to the following categories: real estate and development, political, food markets and special events.

Real Estate and Development. Temporary signs in this category should comply with the following guidelines:

- The text of real estate signs is limited to use of essential words such as “for sale”, “for rent” or “for lease”, and the name, address and telephone number of the person and/or office to contact
- The text of development signs is limited to listing the names of the architect(s), contractor(s), lender(s) and other firms directly involved in development of the subject property
- Each parcel is limited to use of one sign, whose maximum surface area is four square feet in a residential area and 12 square feet in a nonresidential area

Political. Political signs should be permitted when subject to the following enforceable conditions:

- The sign is posted no sooner than 40 days prior to the election with which it is associated
- The sign is removed within 10 after the election with which it is associated
- The maximum surface area of the sign is four and one-half square feet

Food Markets. Signs in this category should be considered as changeable copy signs. Stores or shops that sell fresh comestibles, such as produce, meat, poultry, fish, bread, cheese and other such items, traditionally have used changeable copy signs to inform regular customers and passersby alike of current offerings or specials. Approval of changeable copy signs for qualifying businesses should be subject to the following conditions:

- The design, use of materials, number and placement of signs is approved in advance of any installation
- Only one type style is to be used for the changeable copy, and this type style is to be used in a uniform manner in every changeable copy sign
- A schedule that indicates the frequency or regularity for making changes to the sign copy (e.g., weekly, biweekly)

Special Events. Temporary signs for announcing and/or celebrating a special event, a festival or other event imbued with public interest should be allowed subject to the following conditions:

- The event with which the signs will be associated is approved by the City Manager or, depending on the nature and/or duration of the event, is subject to review and approval by the City Council
- A sign program for the event is submitted for review and approval in advance of the event, indicating the size, number, locations and means of posting or securing such signs
- Event signs are posted no sooner than 30 days prior to beginning of the event, and removed within 10 days of conclusion of the event

The following types of signs are inappropriate for Mare Island with respect to its existing character-defining features as well as the projected quality and character of its future development, and therefore are expressly prohibited:

- LED (Light Emitting Diodes)
- Neon
- Internally-illuminated "box"
- Awning and canopy, with the exception of metal canopy-type signs integral to the design and construction of new buildings and specifically intended for building or business identification
- Sandwich boards
- General purpose advertising (e.g., Coke, Coors, Camel)
- Moving (including banners), movable, animated, flashing, blinking
- Temporary, other than those for the following categories: real estate and development, political, food markets, special events

Interim signs are for marketing purposes in the early stages of the reuse development. By their nature, the standards and guidelines for interim signs are not considered a permanent part of the Sign Program. They are available from the City as a separate document. While generally consistent with the design philosophy of the Sign Program, the standards and guidelines for interim signs allow some types that should not be used after the first few years of reuse.

SIGN GALLERY

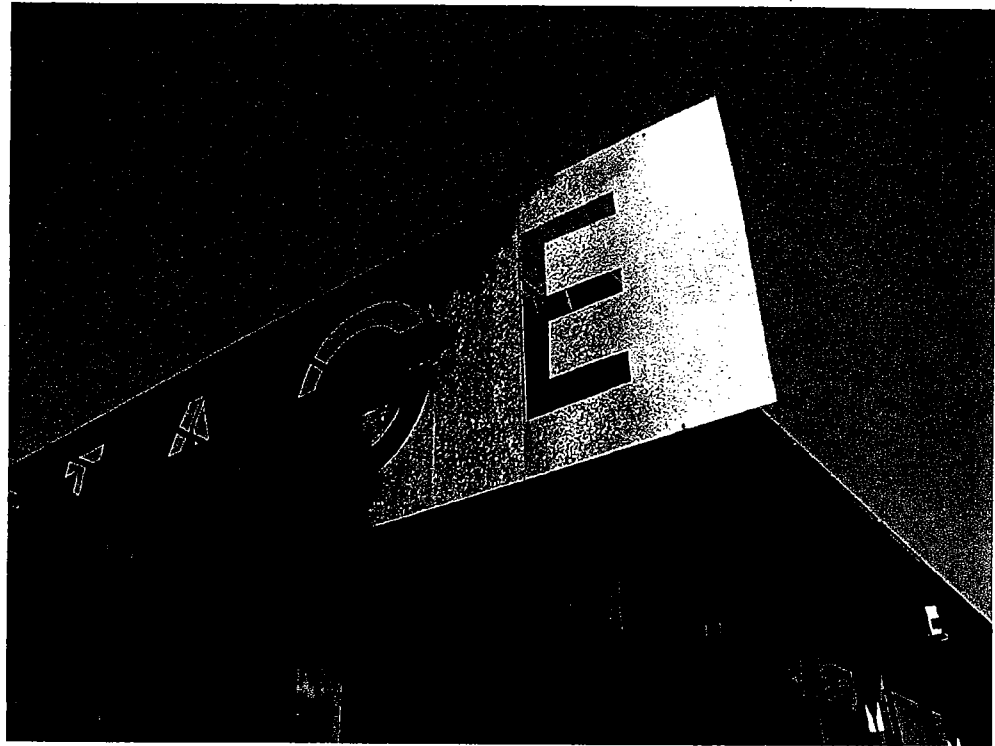
Rail System



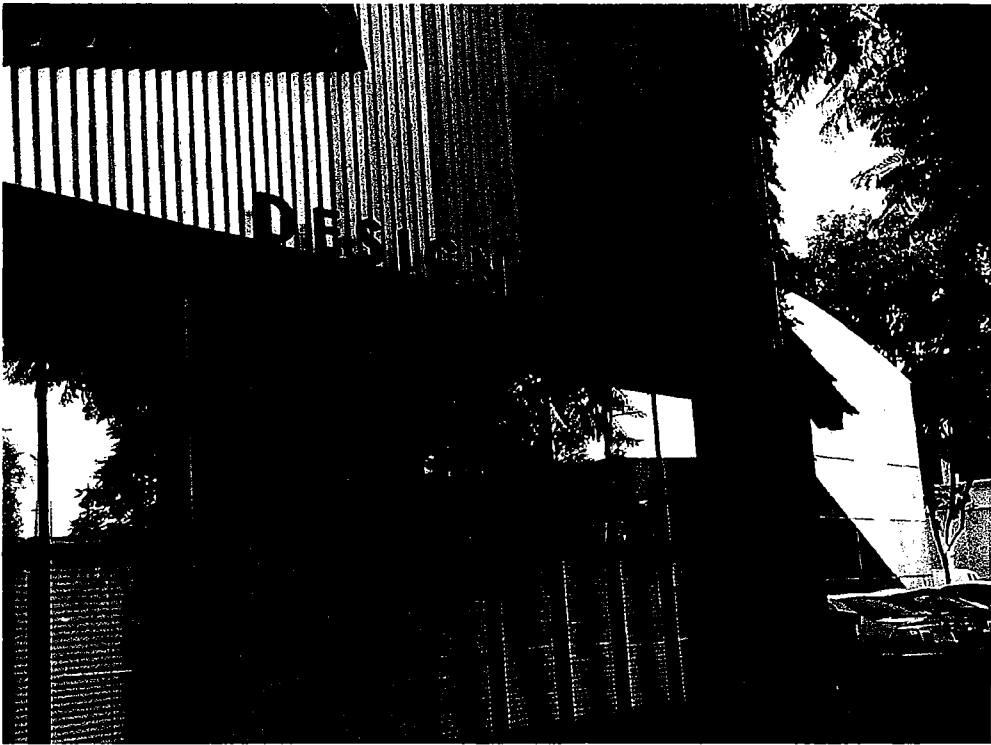
Rail System



Stencil Cut Panel



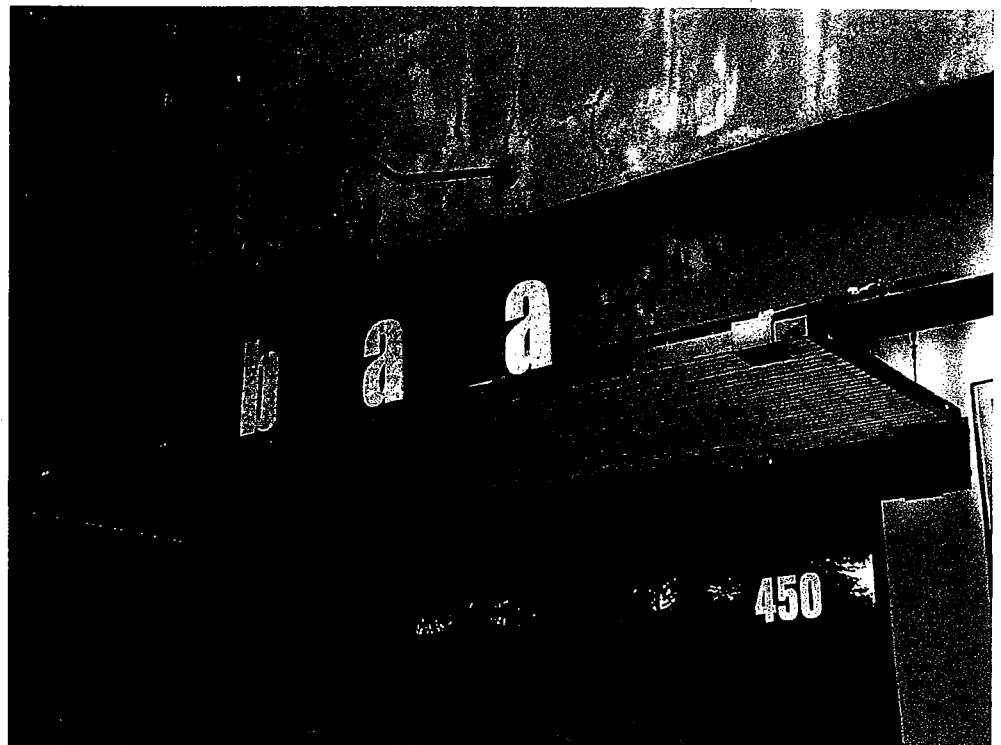
Building Lettering



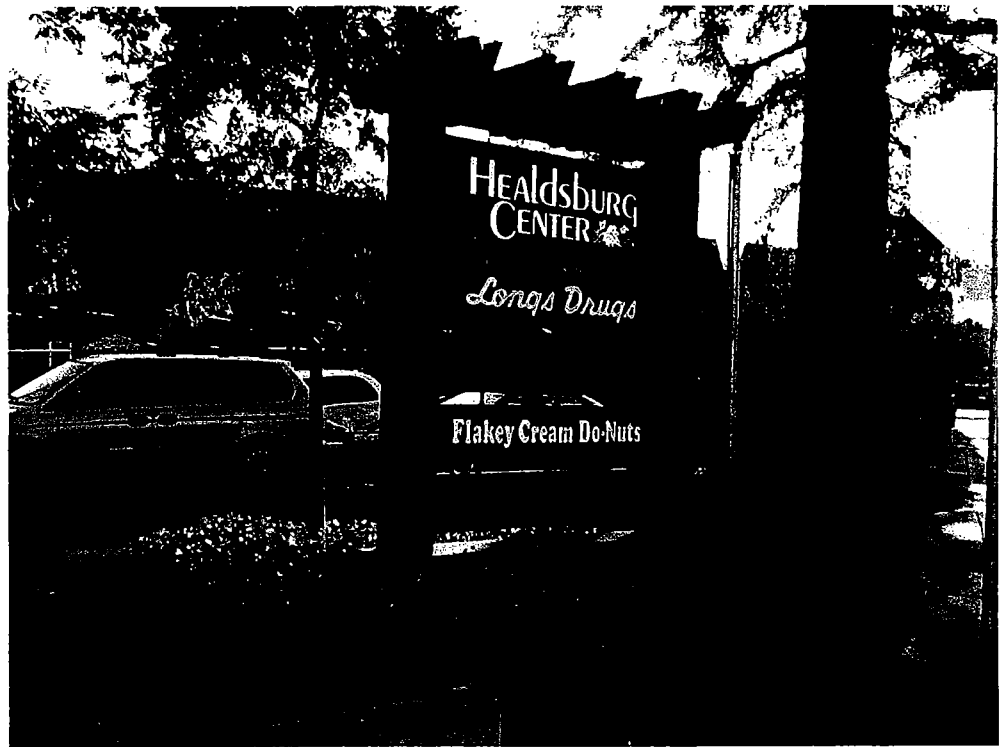
Sign Canopy



Sign Canopy



Multi-Tenant
Directory



SIGN PERMITS



All permit applications regarding signs on Mare Island are subject to discretionary review by the City of Vallejo. This policy and procedural requirement applies to the removal of existing signs as well as to installation of new signs.

Permit applications for new signs will be evaluated using two measures or criteria: first, the degree to which the proposed sign respects character-defining features and design influences as set forth in the Sign Program's design philosophy; and second, the degree to which the proposed sign satisfies the Sign Program's performance-based standards and guidelines.

Permit applications for new signs for individual businesses or for existing buildings will be acted upon within 10 working days following submission of an application deemed to be complete. Permit applications for new signs as part of a proposed unit development will be considered and acted upon as an integral part of the submission and approval process for the unit development.

Permit applications for the removal or alteration of any existing sign on Mare Island can be approved if the following criteria are satisfied:

- The sign does not contribute to the historical significance of the structure, building, object or setting with which it is associated
- The sign is deemed irrelevant to past, present or proposed use of the structure, building, object or setting. An example of this criterion is a sign that identifies a former tenant or use of no historical significance, or a prior caretaker status of the subject property
- The sign is not a building number or area identification sign, unless it will be replaced with an approved in-kind sign
- The sign's removal or alteration will not cause irreversible damage to the historic fabric of the structure, building, object or setting with which it is associated
- Any sign proposed for alteration can be approved only if, in addition to the above criteria, the proposed alteration also satisfies the standards and the guidelines of this Sign Program

Discretionary review for Mare Island's sign permit applications is administered by the City's Planning Director. The Planning Director may, at his/her discretion, refer any sign permit application to the City's Architectural Heritage and Landmarks Commission for its review and recommendation.

For both rehabilitation projects and new construction on Mare Island, it is in the applicant's best interests to prepare and submit a sign permit application that reflects thorough, detailed consideration of the sign's relationship to all other aspects of the proposed project, that is, the project's architecture, its landscaping, provision of pedestrian and vehicular access, etc. Because relatively few signs presently exist on Mare Island (and of those that do exist, there are virtually no commercial signs), the addition of new signs to Mare Island understandably will be subject to detailed evaluation and thorough review.

WAVE ISLAND



SIGN PROGRAM

MARE ISLAND INTERIM SIGNS

Marketing various properties for sale or lease will require a category of signs that are of a temporary, or interim, nature. As such, these signs will be in place for a relatively short period of time. They are of three basic types, each of which will have a different life span. All of the interim signs will reflect a uniform design character that is complementary to the overall sign program for Mare Island.

Interim Wayfinding Signs

These are signs that are to be located in key locations within the public right-of-way. Their purpose is to direct visitors and potential buyers to the general sales marketing center, where they can get print maps and directions to individual real estate properties and sales information. Potential locations for interim wayfinding signs are along G Street as one enters Mare Island, proximate to the Walnut Street intersection and, eventually, to the Azuar Street intersection. One or two such signs also will be required along the entry into the northern Reuse Areas from Highway 37 and along Azuar at the major entries to the new residential areas.

As illustrated by the concept design, the interim wayfinding signs are directional in function, with removable panels so that they can be reused when relocated. They can be a maximum of eight feet in height and five feet in width and feature a simple trellis element for flowering or decorative vines that can provide an added visual attraction.

The time period for placement of interim wayfinding signs in any one location is not to exceed three years. If, after three years, a directional sign is required for general marketing purposes, it should be incorporated into the permanent wayfinding sign planned for the appropriate location. The general marketing directional sign panel in the permanent wayfinding sign frame may be of a special design color compatible with the permanent wayfinding sign panel colors.

Interim Marketing Center and Special Project Information Signs

There will be one or more marketing centers on Mare Island during the build out of numerous development projects. As identified by the concept design, they can be a maximum of three-and one half feet in height and three feet in width. They also feature a simple trellis element to support a flowering or decorative vine. The identification sign for each of these centers should be located along the property frontage. Its purpose is to identify the site of a particular marketing center. It may be left in place as long as the marketing center is being used during the first two phases of development or for a maximum period of four years. After the fourth year, marketing centers are not considered interim facilities and are subject to the requirements of the general sign program.

Some properties undergoing restoration or retrofit, such as a school or historic building of public interest, may be addressed by an informational sign giving a completion date and other basic facts about the project. These signs should be freestanding and may be located at the front property line. They should not exceed six feet in height and four feet in width. They may be in place during the span of the restoration or retrofit project and must be removed when an occupancy permit for the subject property is granted.

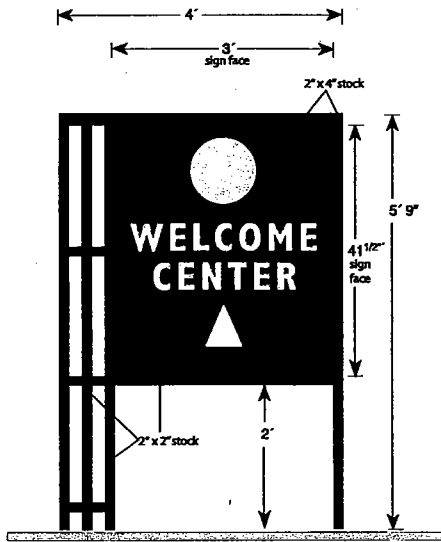
Interim Model Property Signs

Sites for representative types of properties being marketed, such as model homes, offices, or warehouse space, may use special feature, on-site signs as illustrated. This type of interim sign may consist of the following:

- a freestanding model home sign whose maximum height is six feet and maximum width is four feet,
- a wall-mounted model home ID sign whose maximum size is 12 inches square; and
- a pole place name sign with flag, logo and place name, whose maximum height is 13 1/2 feet.

This type of interim sign may be in place for one sales season, or for a period of time not to exceed 18 months.

Wayfinding Signs



Mare Island Signs

Mounting of Dibond sign faces within the sign structure should be similar to Windemere sign structure.

EXCEPT: Sign face fits inside of frame, not over the frame.

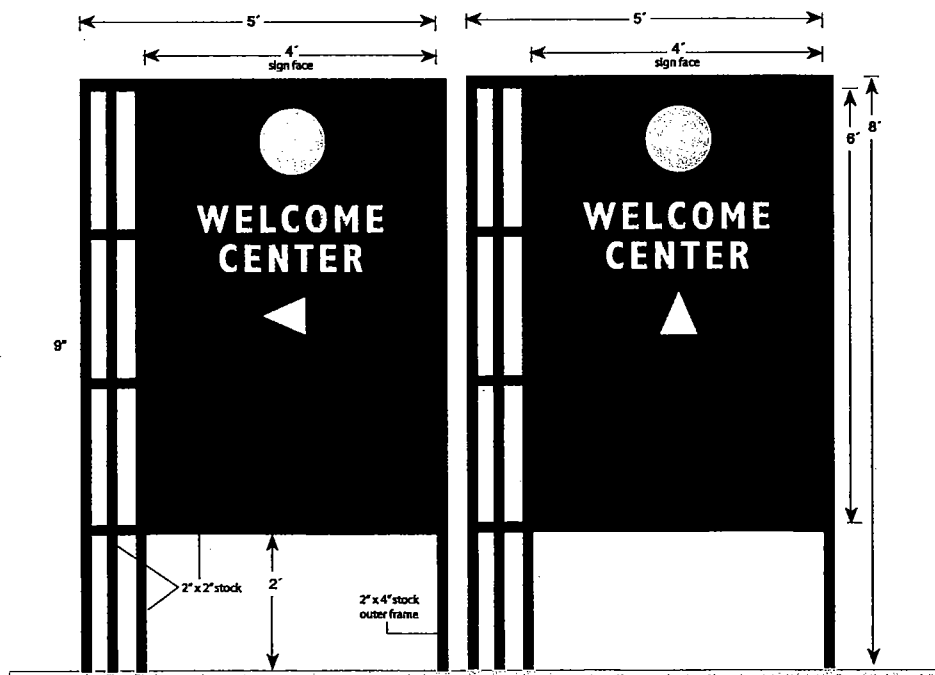
Same specifications as other Mare Island Signs:

Logo is a sealed aluminum disk with graphic cut through aluminum.

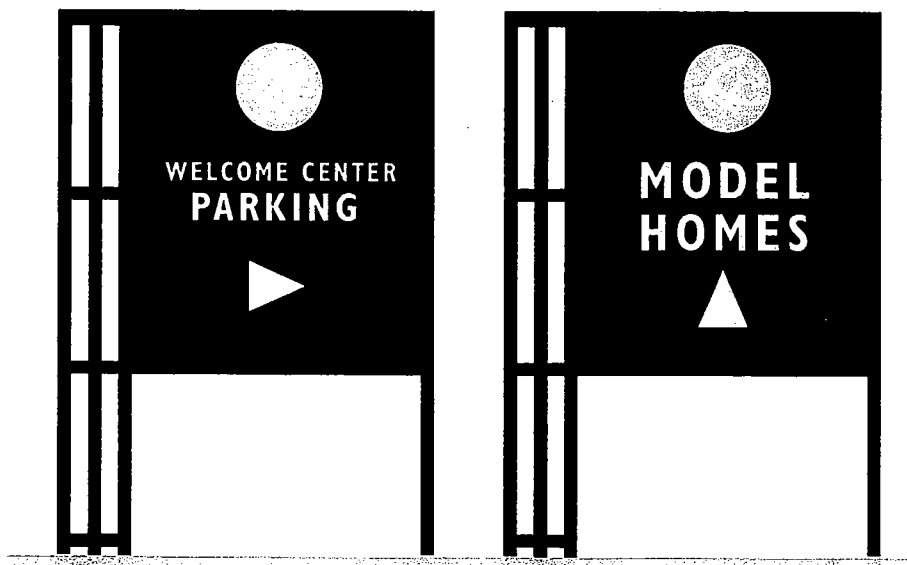
Background color Pantone 541C

Frame: Black

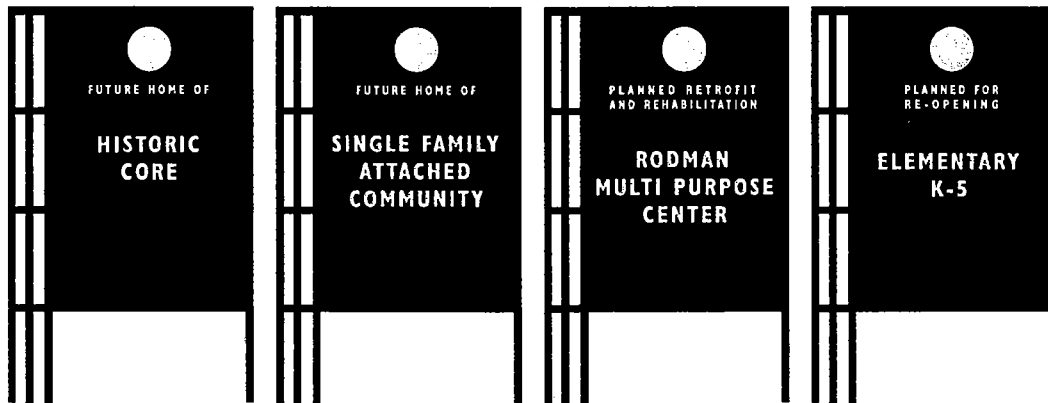
Type and arrows: White Vinyl



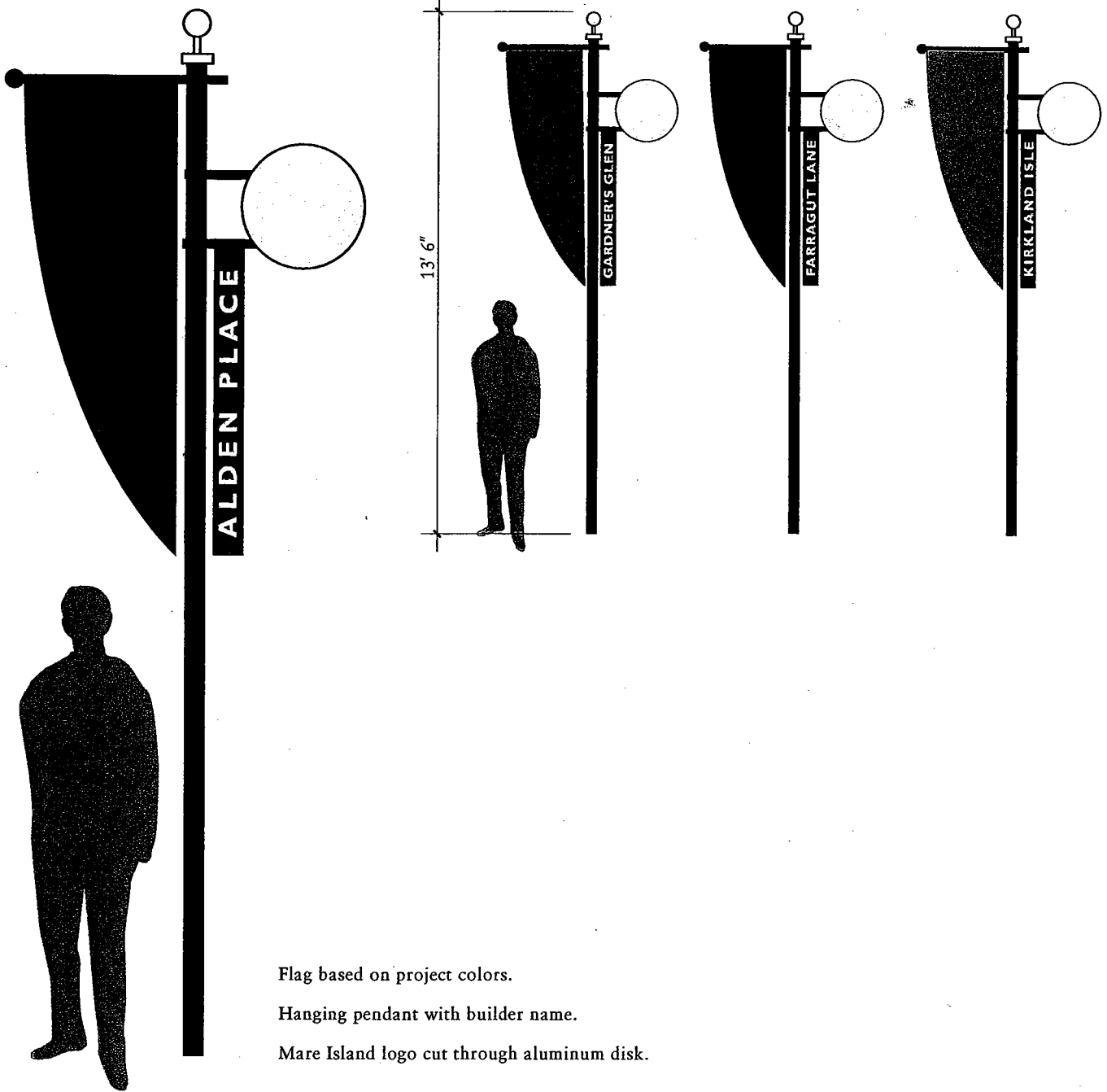
Marketing Center Signs



Special Project Information Signs



Model Property Signs



Flag based on project colors.

Hanging pendant with builder name.

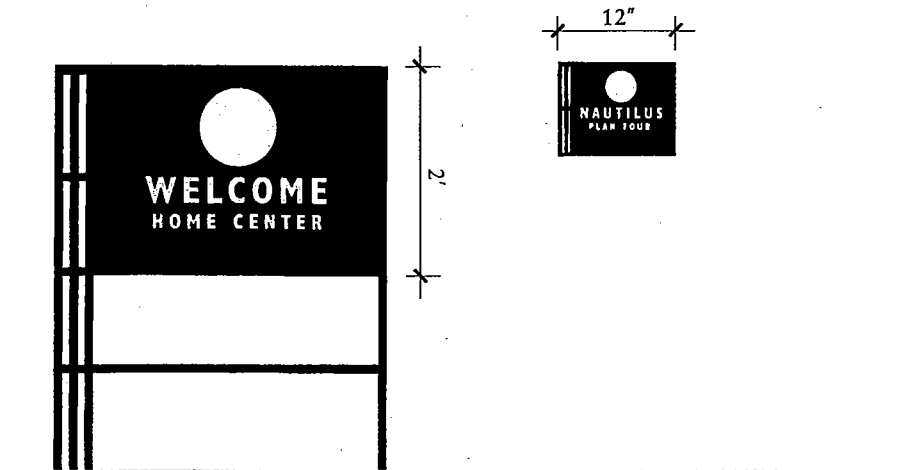
Mare Island logo cut through aluminum disk.

Model Property Signs



Mare Island logo cut out of aluminum (Brush finish)
Community name cut out and applied (Brush finish)

ON SITE 4' x 6' SIGN



WELCOME CENTER SIGN

WALL-MOUNTED MODEL ID

MARE ISLAND  SIGN PROGRAM