

ATTACHMENT C:
Signage Master Plan



BROOKLYN BASIN

Signage Masterplan

06-17-16

Prepared for Zarsion-OHP

by

DND

DEBRA NICHOLS DESIGN

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Introduction

The Brooklyn Basin Signage Masterplan complements the Brooklyn Basin Streetscape Masterplan to guide development in the public realm. It's purpose is to provide standards for identity of the development, recognition of major tenants and both vehicular and pedestrian wayfinding.

Residents as well as visitors will be served by signage at major approach streets, entry points, pedestrian gathering spots and entries to parks.

Overview

Brooklyn Basin will transform a neglected 64 acre post-industrial parcel of land located on the Oakland Estuary just south of Jack London Square into a vibrant, waterfront mixed-use community. When complete it will include more than 30 acres of publicly accessible parks, trails and marinas, more than 3,000 residences of mixed types and densities and about 200,000 square feet of retail and commercial space.

The Signage Masterplan is for planning purposes only.

All signs are subject to Planning review for consistency with the Signage Masterplan.

All signage will be subject to construction-related permits (Signage masterplan is only subject to Planning Approvals).

All banners subject to approval by City Administrator's Office.



Past and Future

Now part of East Oakland, the town of Brooklyn was founded in 1857 along the Oakland Estuary. The town was named after a ship that originally brought Mormon settlers to California and the adjoining shallow marsh-lined part of the bay was named Brooklyn Basin. This area was once the widest section of the Oakland Estuary, where cattle hides and tallow were loaded on the wharfs of Brooklyn bound for international trade.

In 1872 voters approved Brooklyn's annexation to the City of Oakland. The last remaining reference to this name is the shallow inlet still named Brooklyn Basin, which borders the site of the Brooklyn Basin development.

Located on Oakland's waterfront near historic Jack London Square and Old Oakland, Brooklyn Basin will enable residents to experience a varied urban lifestyle. Nearby neighborhoods offer the shopping and culture of Chinatown, trendsetting new restaurants, art events and shows at historic theaters. Convenient local transit options and freeway access make San Francisco and other Bay Area destinations easy to reach.



Illustrative Plan

SIGNAGE MASTERPLAN

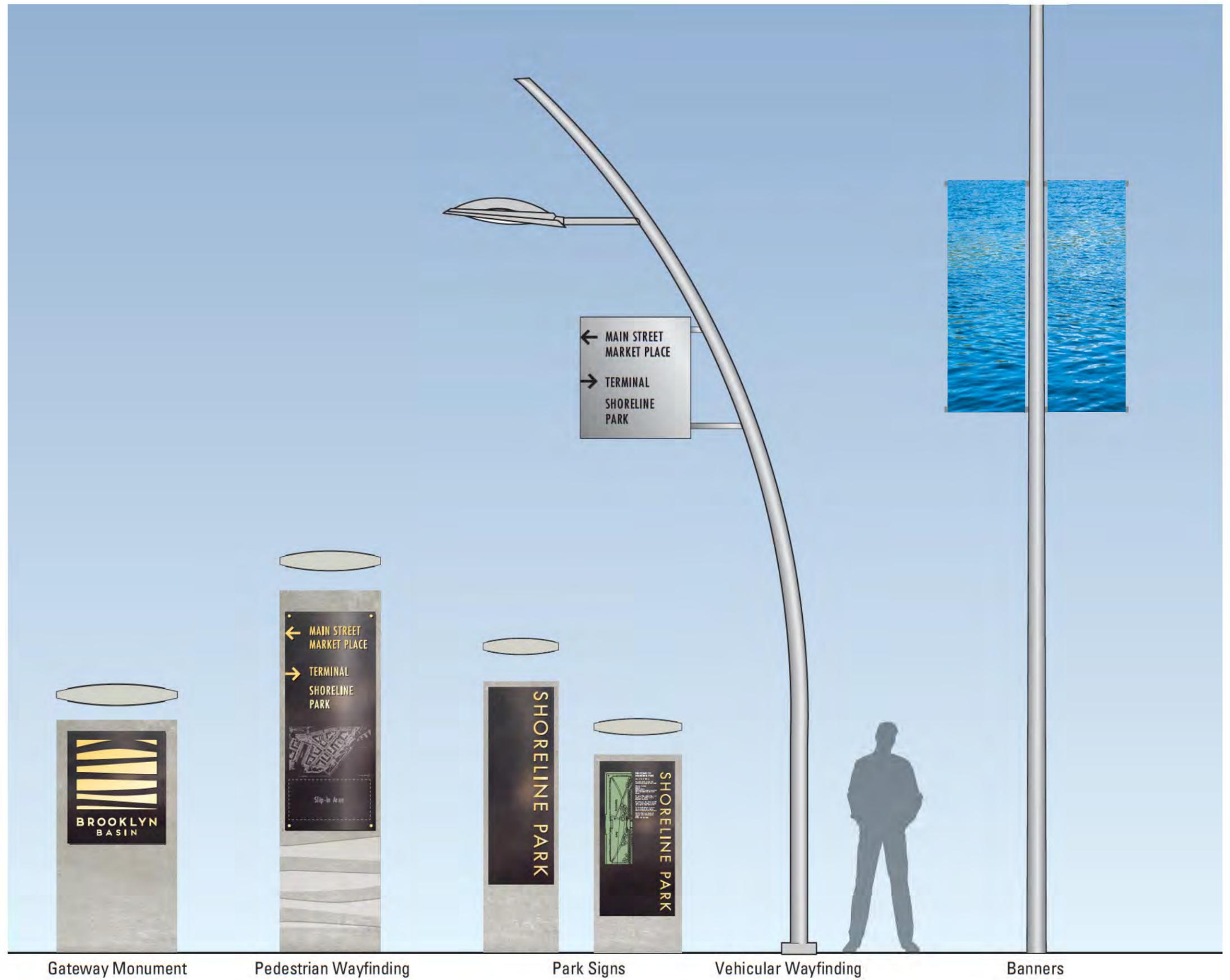
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Sign Family



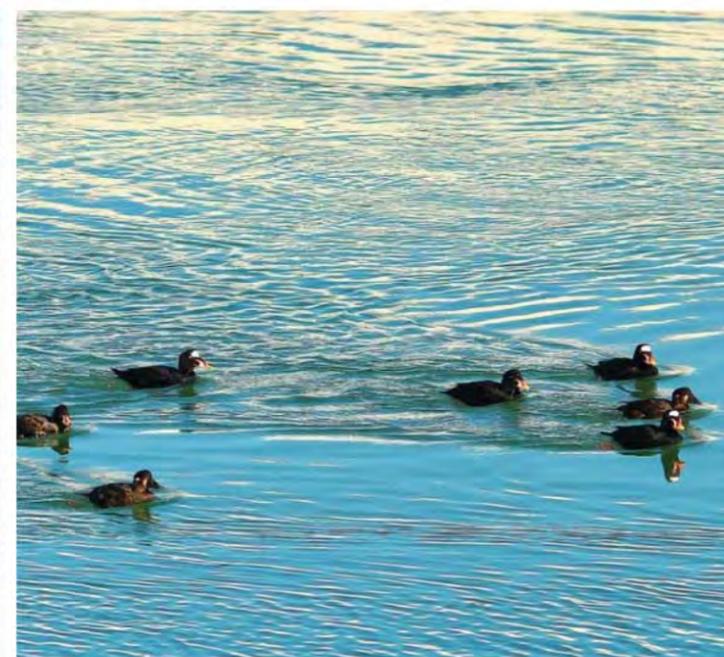
Context as Inspiration

The materials selected for the signage elements draw from the past, are inspired by the beauty of the present, and look forward to the future.

Corten steel, an arrested oxidized finish, is used where the urban landscape transitions to the natural. Although used in a spare and modern form, with the text cut out, it is a nod to the commercial and wartime nautical activities which took place in the area. The color and texture are an ideal material to identify the many parks at Brooklyn Basin.

The most compelling aspect of the site is its proximity to the Bay. The beauty of the water is ever changing, with light reflection, tides and wildlife. The project identity is based on water forms and that theme is expanded throughout the signage. Through the use of translucent resin, frosted in a variety of degrees, the signage repeats the logo, in a subtle and timeless effect.

The use of aluminum brings the signage into coordination with the street furnishings, including benches and bicycle racks. Aluminum will likely be prevalent throughout the new architecture, therefore the signage will support that urban statement.



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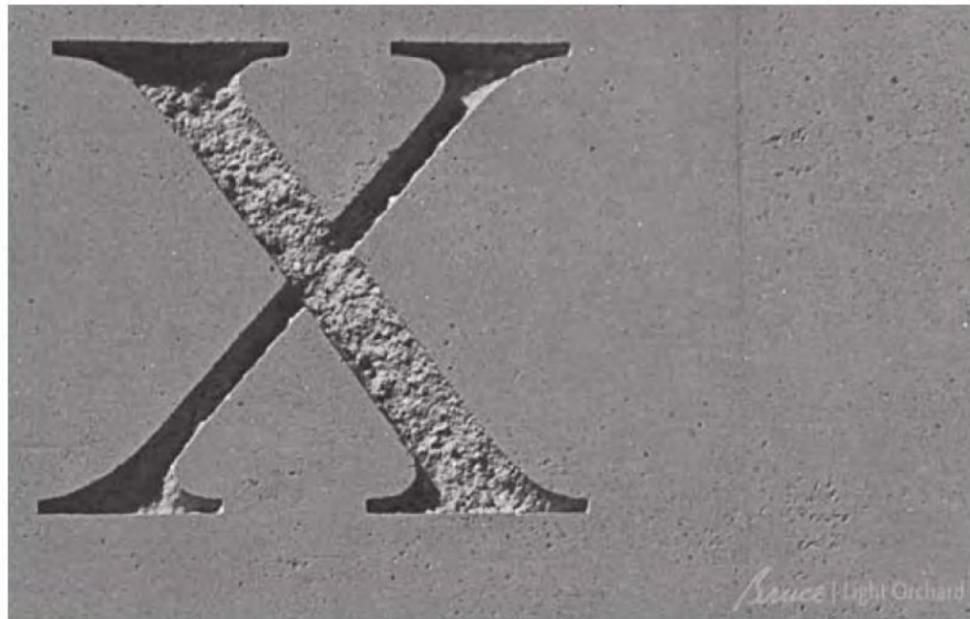


BROOKLYN
BASIN

SIGNAGE MASTERPLAN

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Materials

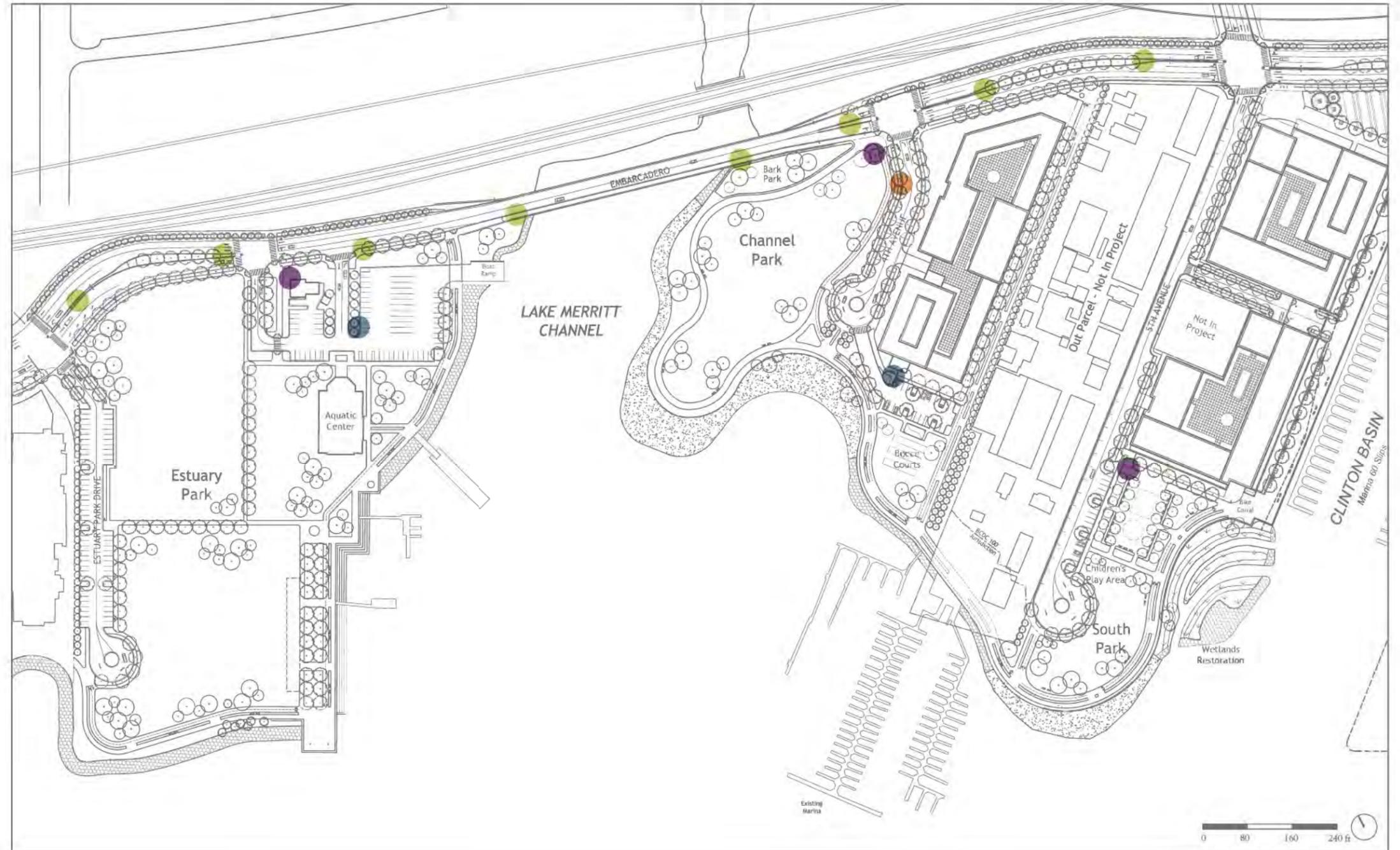


Materials



North End

- **Gateway Monument**
 Freestanding entry point marker in the median of the Embarcadero.
- **Banners and Poles**
 Banner pole system with changeable double sided banners in the median of the Embarcadero.
- **Vehicular Wayfinding**
 Directional signage on surface streets mounted to street light poles.
- **Pedestrian Wayfinding**
 Freestanding internally illuminated directional kiosks in sidewalk landscape zones.
- **Park Signs**
 Park identification at entry points.



South End

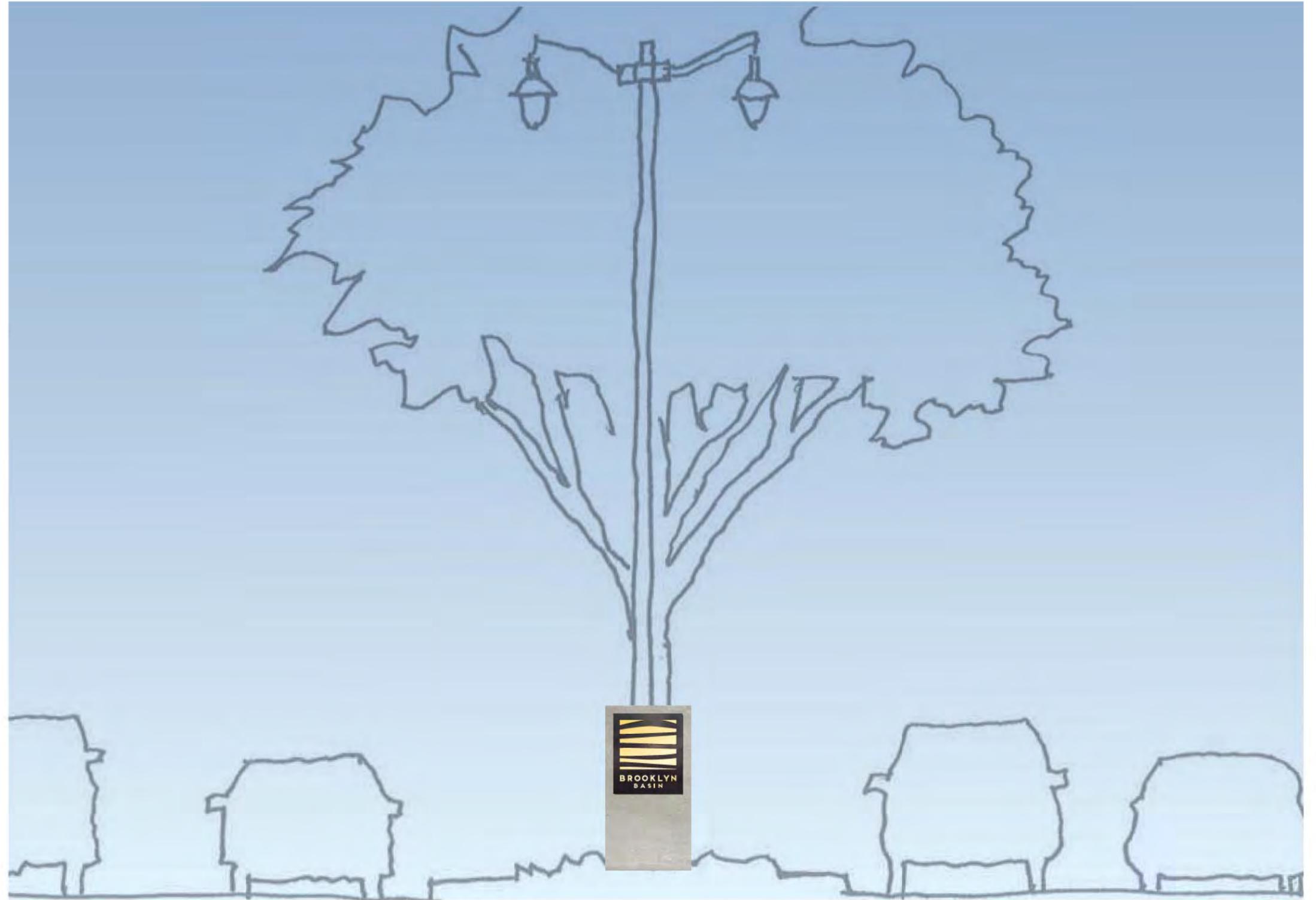
- Gateway Monument
 Freestanding entry point marker in the median of the Embarcadero.
- Banners
 Banner pole system with changeable double sided banners in the median of the Embarcadero.
- Vehicular Wayfinding
 Directional signage on surface streets mounted to street light poles.
- Pedestrian Wayfinding
 Freestanding internally illuminated directional kiosks in sidewalk landscape zones.
- Park Signs
 Park identification at entry points.
- Park Wayfinding Signs
 Park wayfinding.



Gateway Monument

Freestanding entry point marker in the median of the Embarcadero.

Blackened steel sign panels attached to both faces of cast-in-place concrete monument. Logo elements and copy are brushed bronze shapes applied to face of steel panel.



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SIGNAGE MASTERPLAN

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

Gateway Monument

Freestanding entry point marker in the median of the Embarcadero.

Blackened steel sign panels attached to both faces of cast-in-place concrete monument. Logo elements and copy are brushed bronze shapes applied to face of steel panel.



DEBRA NICHOLS DESIGN



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SCALE: 3/4" = 1'-0"

Gateway Monument

Freestanding entry point marker in the median of the Embarcadero.

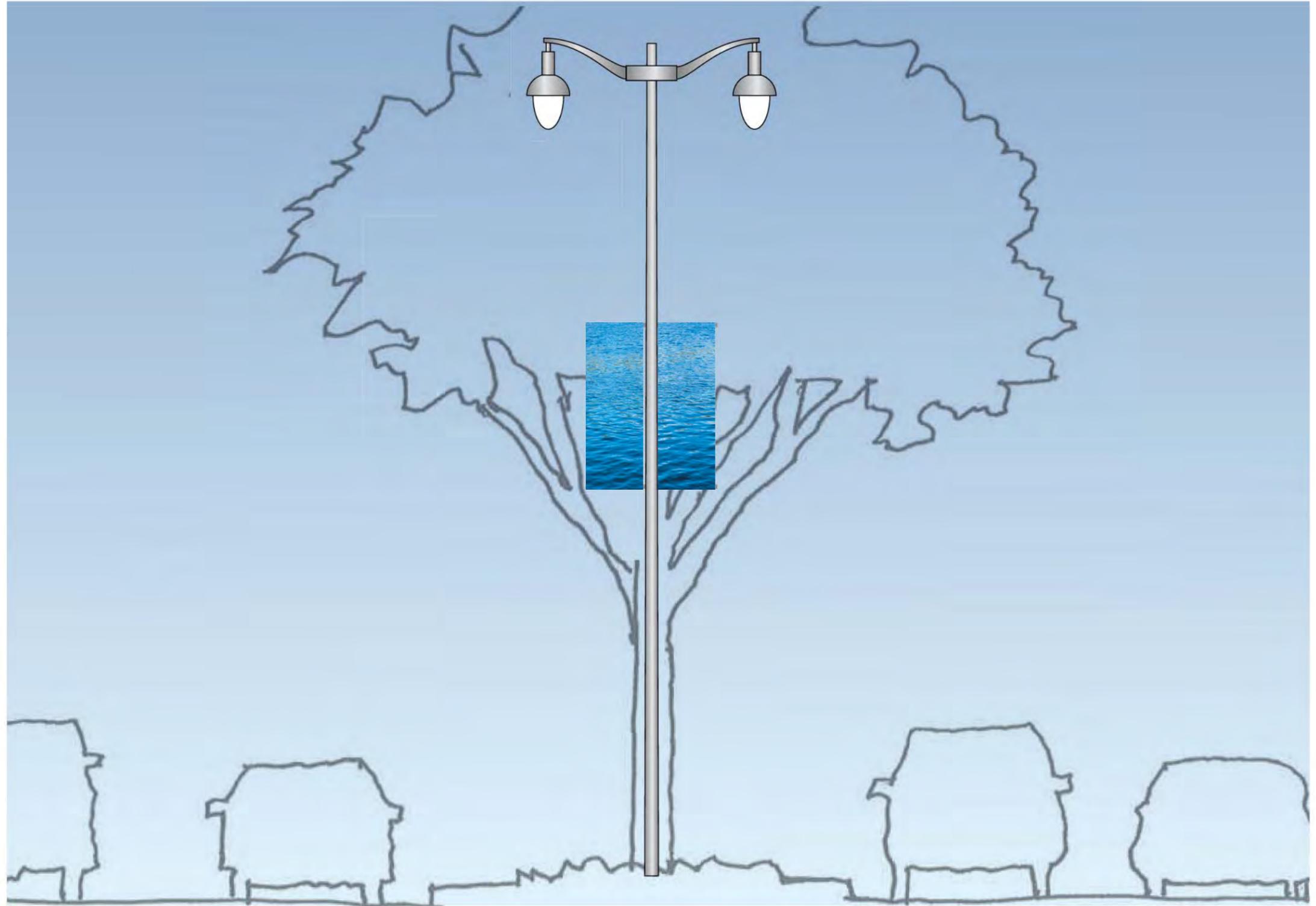
Blackened steel sign panels attached to both faces of cast-in-place concrete monument. Logo elements and copy are brushed bronze shapes applied to face of steel panel.



Banners and Pole

Changeable double sided banners on existing light poles in the median of the Embarcadero.

Permanent aluminum banner support arms. Channels for banner inserts, internal tensioners. Double sided digital print banners.



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Changeable double sided banners on existing light poles in the median of the Embarcadero.

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

Vehicular Wayfinding

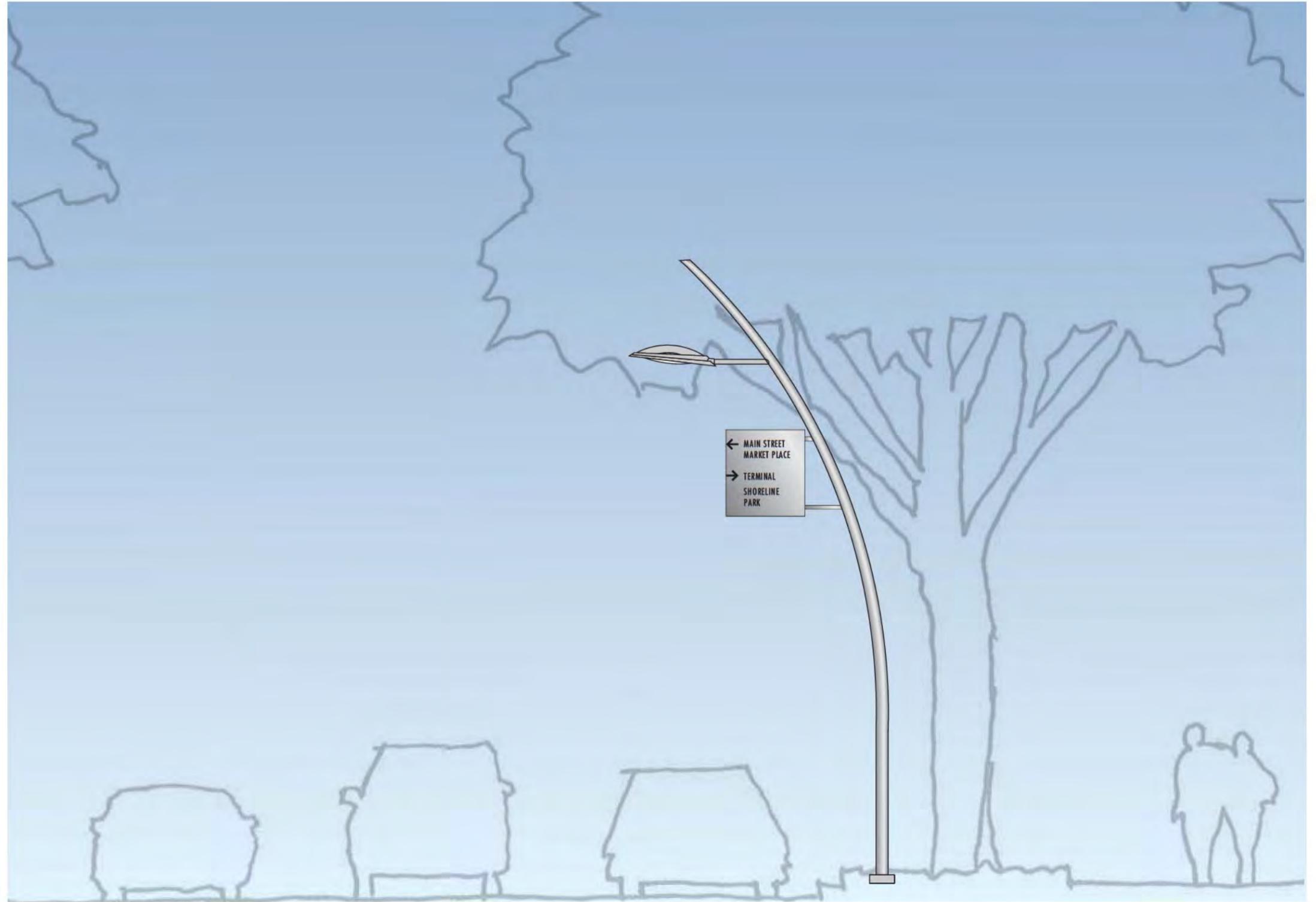
Directional signage on surface streets mounted to existing street light poles.

Fabricated aluminum signage blades with brushed anodized, beadblast or silver metallic paint finish to match poles.

Mounted to street light poles with concealed fasteners.

Vinyl copy in contrasting color.

Non-illuminated.



Vehicular Wayfinding

Directional signage on surface streets mounted to poles.

Fabricated aluminum signage blades with brushed anodized, beadblast or silver metallic paint finish to match poles.

Mounted to poles with concealed fasteners.

Vinyl copy in contrasting color.

Non-illuminated.



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SCALE: 3/4" = 1'-0"

Pedestrian Wayfinding



Pedestrian Wayfinding



Park Identity Signs

Park identification at entry points.

Fabricated Corten steel identification monuments with cut out copy.

Non-illuminated.



Signage Guidelines

Contents:

1. Purpose of the Signage Guidelines.
2. Signs in the Public Right-of-Way.
3. Full Block Residential Uses.
4. Partial Block Residential Uses.
5. Major Tenant Retail Uses.
6. Mixed Use Retail Uses.
7. Temporary Signs.
8. Prohibited Signs.

1. Purpose of the Signage Guidelines for Brooklyn Basin.

The purpose of the Signage Guidelines is to provide a framework for the provision of visual information that assists, directs, informs, and identifies in order to serve residents, visitors and tenants in the Brooklyn Basin neighborhood. The Guidelines provides standards for the type, placement, size, height and content for signs in the area.

The Developer shall review and approve the schematic design/ location of proposed private signs in conjunction with the schematic design plans for each individual project.

A comprehensive commercial signage program shall be submitted to the Developer for approval prior to the installation of any signs. The intent of the Signage Guidelines is to encourage the use of materials and colors that complement the building materials and scale while identifying the tenant.

Project proponents are encouraged to design signs of a unique and sophisticated nature, which will highlight their identity while contributing to an overall high quality appearance for Brooklyn Basin. Signs should be artful and sculptural in form, and incorporate high quality materials that complement the specific project. Signs that are unique, innovative and compatible with the pedestrian experience are welcomed and encouraged.

Signage quantities exceed City of Oakland sign regulations.

2. Signs in the Public Right-of-Way.

Signs shall conform to the following standards:

Standard regulatory or street signage shall be mounted to light standards or sign frames conforming to Oakland Public Works standards. The goal of the Brooklyn Basin Signage Masterplan is to consolidate public signs whenever possible.

Signage shall be mounted with fasteners or bands conforming to the OPW standards.

3. Full Block Residential Uses.

Program Area, Signage Types & Application

Total Program Area

The number and orientation of residential multiple-unit entries (lobbies) define the allowable program area designated to residential signage for that project. Signage for residential uses shall be limited to residential identification signage.

A project with a residential entry on a major street may be allowed:

A total program area of twenty square feet associated with each multiple-unit entry

A project with a residential entry on a frontage other than a major street may be allowed:

A total program area of five square feet associated with each multiple-unit entry

Signage Types & Application

Each project is limited to the signage area described in the above section, "Total Program Area." Signage implementation shall conform to the following signage types.

Nameplate **(NP)**

Each address shall be allowed two plaques not more than five square feet in size and limited to the name and address of the building.

Wall **(W)**

No higher than the lower sill of windows on the second floor.

Marquee/Awning **(M/A)**

Signage shall be allowed on marquees or awnings not exceeding 50% of the area of the vertical face with letters no higher than twelve inches.

Parking directional or wayfinding signage is permitted on each project.

Signage Guidelines

Parking directional signs shall not exceed a program area of twelve square feet per face and shall not project more than six feet from the face of the building. Parking signs may include a small project name or logo. The number and location of parking signs are subject to the review and approval of the Developer.

Freestanding

Two freestanding signs (**FS**) are allowed on full block projects at the midblock walkways one at each street where the building is set back from the property line. Each freestanding sign may consist of graphics on a tower where the area of graphics, independent of the supporting structure, including stone base, posts or landscape supports above the ground plane, and shall be no more than twenty-five square feet per face. Each freestanding sign may be no more than 3.5 feet high measured from the adjacent grade.

Materials

Signage may be fabricated from materials that add to the character of the architecture. Natural finish metal, glass, wood is preferred. Unpainted plastic is discouraged.

Lighting

Signage may be internally illuminated, externally illuminated or indirectly illuminated, or not illuminated.

Signage lighting shall not be visible from residential units directly above or adjacent to signage.

4. Partial Block Residential Uses.

Program Area, Signage Types & Application

Total Program Area

The number and orientation of residential multiple-unit entries (lobbies) define the allowable signage area designated for that project. Signage for residential uses shall be limited to residential identification signage.

A project with a main residential entry on a major street may be allowed:

A total program area of 20 square feet associated with the main multiple-unit entry

A total program area of 5 square feet associated with each additional multiple-unit entry on any other street
A project with a main residential entry on a frontage other than a major street may be allowed:

A total program area of 15 square feet associated with the main multiple-unit entry

A total program area of 5 square feet associated with each additional multiple-unit entry on a frontage other than a major street

Signage Types & Application

Each project is limited to the signage area described in the above section, "Total Program Area." Signage implementation shall conform to the following signage types.

Nameplate (**NP**)

Each address shall be allowed two plaques not more than 2 square feet in size and limited to the name and address of the building.

Wall (**W**)

No higher than the lower sill of windows on the second floor.

Marquee/Awning (**M/A**)

Signage shall be allowed on marquees or awnings not exceeding 50% of the area of the vertical face with letters no higher than twelve inches.

Parking directional or wayfinding signage is permitted on each project. (**P**)

Parking directional signs shall not exceed a program area of twelve square feet per face and shall not project more than six feet from the face of the building. Parking signs may include a small project name or logo. The number and location of parking signs are subject to the review and approval of the Developer.

Materials

Signage may be fabricated from materials that add to the character of the architecture. Natural finish metal, glass, wood is preferred. Unpainted plastic is discouraged.

Signage Guidelines

Lighting

Signage may be internally illuminated, externally illuminated or indirectly illuminated, or not illuminated.

Signage lighting shall not be visible from residential units directly above or adjacent to signage.

5. Major Tenant Retail Uses.

Program Area, Signage Types & Application

Total Program Area

The total gross area of all retail and non-residential signage shall not exceed three square feet of signage per linear foot of building street frontage. The cumulative area of signage for all street frontages may be distributed project-wide; however, the total area of signage on any single street shall not exceed four square feet per lineal foot of street frontage.

Signage Types & Application

Signage implementation shall conform to the following program area, signage types and application.

Window (WI)

The total area of all window signs shall not be more than one third the area of the window in which they are located, or not more than twenty square feet, whichever is less.

Wall (W)

Wall signs are permitted to span 100% of the frontage for business frontages up to thirty feet in length. Wall signs are permitted to span up to 75% of the frontage for business frontages exceeding thirty feet in length. The lower edge of wall signs shall be a minimum of ten feet above the sidewalk. The upper edge of signage shall be no higher than the lower sill of windows on the first residential floor of the building on which it is mounted or twenty-five feet above the sidewalk, whichever is less.

Fin (F)

Fins signs shall be located no closer than 25 feet apart. The program area shall not exceed twenty-five square feet per face.

The upper edge of a fin sign shall not exceed the height of the building parapet or thirty feet above the sidewalk, whichever is less.

Marquee/Awning (M/A)

Signage shall be allowed on awnings not to exceed 50% of the area of the vertical face or two hundred square feet, whichever less. Maximum letter height is twelve inches.

Nameplate (NP)

The number of nameplates shall not exceed one per business. Nameplates shall have a maximum program area of two square feet.

Materials

Signage may be fabricated from materials that add to the character of the architecture. Natural finish metal, glass, wood is preferred. Unpainted plastic is discouraged.

Lighting

Signage may be internally illuminated, externally illuminated or indirectly illuminated, or not illuminated.

Signage lighting shall not be visible from residential units directly above or adjacent to signage.

6. Mixed Use Retail Tenant Uses.

Program Area, Signage Types & Application

Total Program Area

The total gross area shall not exceed three square feet of signage per linear foot of building street frontage.

Signage Types & Application



Signage Guidelines

Signage implementation shall conform to the following program area, signage types and application.

Window (WI)

The total area of all window signs shall not be more than one third the area of the window in which they are located, or not more than ten square feet, whichever is less.

Wall (W)

Wall signs are permitted to span 75% of the frontage for business frontages up to twenty-five feet in length. Wall signs are permitted to span up to 50% of the frontage for business frontages exceeding twenty-five feet in length.

The lower edge of wall signs shall be a minimum of ten feet above the sidewalk.

The upper edge of wall signs shall be no higher than the lower sill of windows on the first residential floor of the building on which it is mounted.

Fin (F)

The number of fin signs shall not exceed one per business. The program area shall not exceed twenty-five square feet per face. Corner businesses are permitted one additional fin sign per additional street frontage. A fin sign shall not extend more than half the plan distance from the face of building to the face of curb or eight feet, whichever is less.

The lower edge of a fin sign shall be not less than ten feet above the sidewalk.

The upper edge of a fin sign shall be no higher than the lower sill of windows on the first residential floor of the building on which it is mounted.

Marquee/Awning

Signage shall be allowed on awnings not to exceed 50% of the area of the vertical face or one hundred square feet, whichever is less. Maximum letter height is twelve inches.

Nameplate

The number of nameplates shall not exceed one per business. Nameplates shall have a maximum program area of two square feet.

Residential Leasing Office

Location and size of leasing office signs shall conform to the signage permitted for retail and non-residential signage. Leasing office sign square footage shall count against the commercial signage allowance.

7. Temporary Signage.

Proposals for temporary marketing and leasing signage shall be submitted to the Developer for review and approval prior to installation. The proposals shall include, but are not limited to, the proposed signage size, number, type, design, location, and installation time period. The Developer reserves the right to require the project sponsor to provide a bond, or other financial instrument satisfactory to the Agency, to enforce the removal of temporary signage.

8. Prohibited Signs.

Animated signs
Billboards
Inflatable signs
Portable signs
Roof signs
Flashing signs
Wind signs or other similar devices designed to move in the wind such as: balloons, high intensity beam lights, ribbons, tinsel, small flags, pennants, streamers, spinners, metal disks and pinwheels

These are intended to serve as guidelines and are not restrictive requirements.

Photo Examples Residential Identification



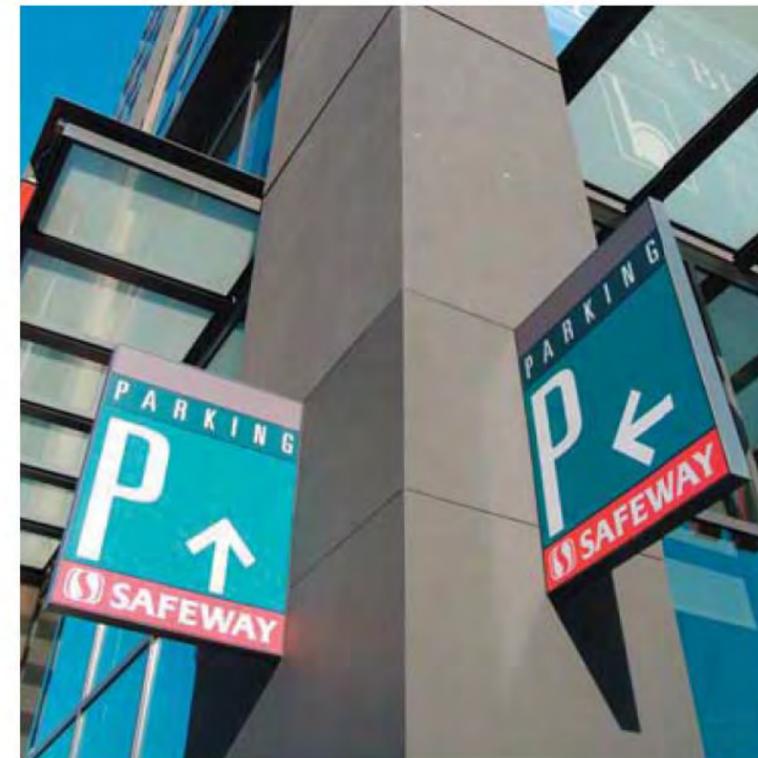
Marquee / Awning (M/A)



Wall (W)



Freestanding (FS)



Parking (P)



Nameplate (NP)

Photo Examples Major Retail Identification



Wall (W)



Wall (W)



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Photo Examples Retail Identification



Marquee / Awning (M/A)



Marquee / Awning (M/A)



Fin (F)



Window (WI)

Photo Examples Retail Identification



Wall (W)



Wall (W)



Wall (W)

Park Wayfinding Examples



Park Wayfinding Examples

