

The Shore

at sierra point

Sierra Point, Brisbane, CA.
Signage Master Plan

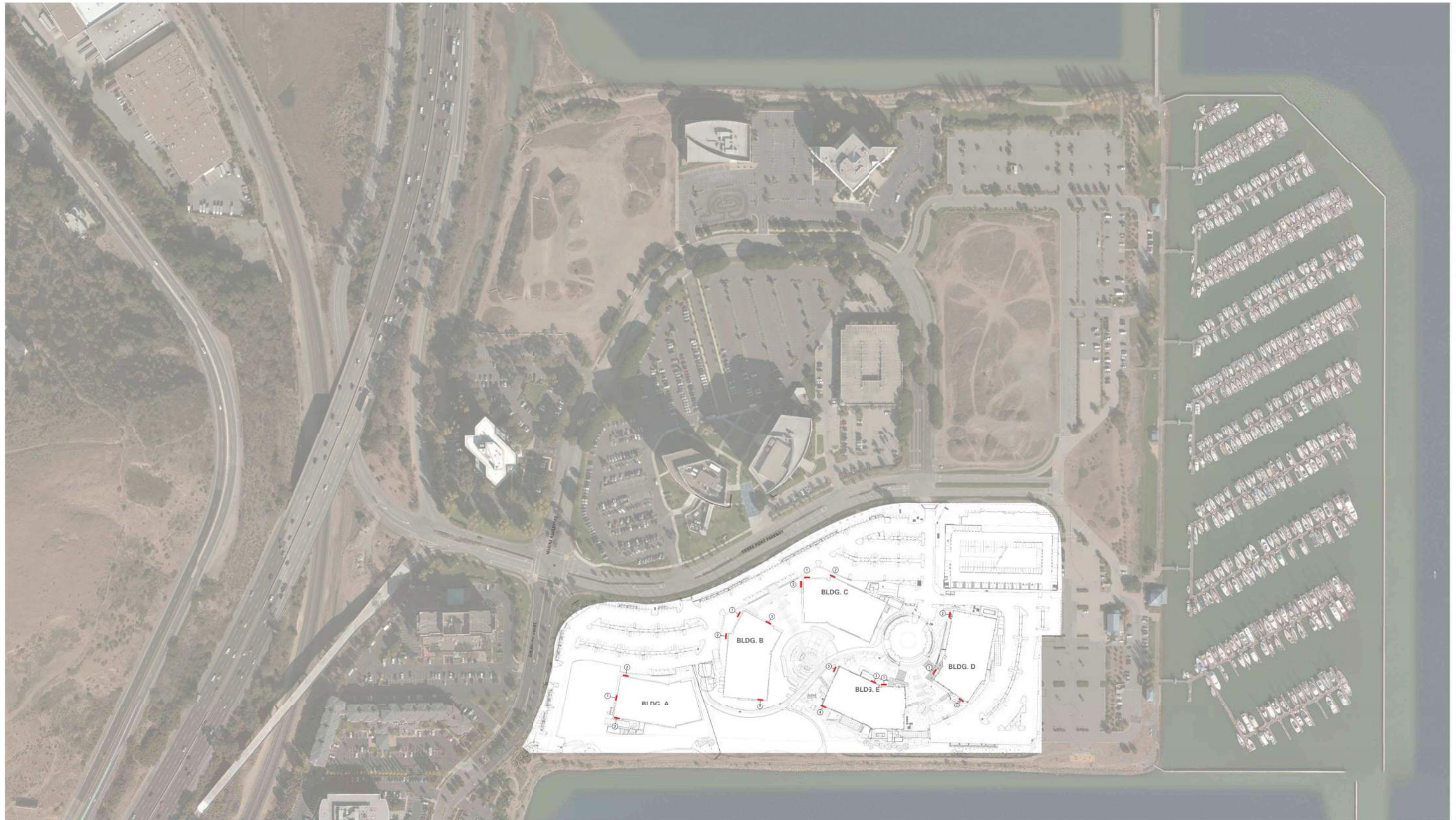
February 21, 2019
Revised June 19, 2019

 **Kate Keating Associates**
Environmental Graphic
Design Consultants

Site Overview	3	Cafe Directional	39
Wall Signage	6	Pedestrian Directional	40
Overview	7		
Logo Definitions	8	Code Signage	41
Sign Location Plan	9	Sign Location Plan	42
Elevations	10	Primary Building Address	43
Mounting Details	23	Secondary Address	48
		Code Signage	64
Ground Signage	24		
Sign Location Plan	25	Bay Trail Signage	65
Vision Triangles	26	Sign Location Plan	66
Site Monument	29	Bay Trail Sign Family	67
Entry Monument	32	Bay Trail Educational Signage	68
Tenant Monument	36		
Vehicular Directional	38	Flagpole Sign Locations	69

This masterplan was developed in accordance with the Sierra Point Signage Standards, Exhibit A

SITE OVERVIEW



SITE OVERVIEW: VICINITY MAP



Ground Signage

- Primary Building Address
- Secondary Building Address

Ground Signage

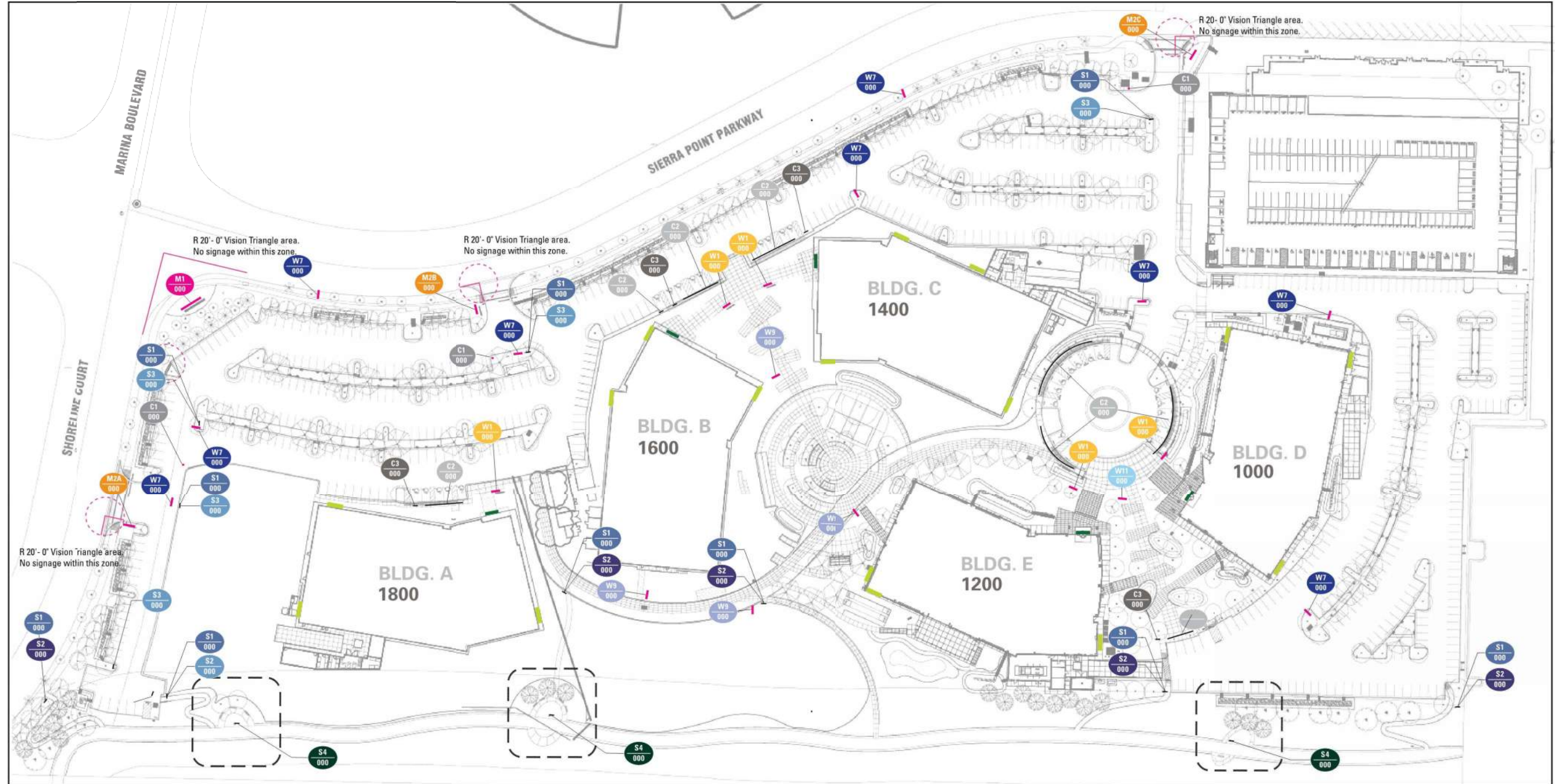
- M1
000 Site Monument
- M2
000 Entry Drive Monument
- W1
000 Tenant Monument ID
- W7
000 Vehicular Directional
- W9
000 Pedestrian Directional
- W11
000 Cafe Directional

Code Signage

- C1
000 Tow Warning Sign
- C2
000 Accessible Parking Stall Sign
- C3
000 Van Accessible Parking Stall Sign

Bay Trail Signs

- S1
000 Bay Trail Sign 18"x18"
- S2
000 'P' Public Shore Sign 18"x18"
- S3
000 Public Shore Parking S 18"x18"
- S4
000 Educational Sign



WALL SIGNAGE



WALL SIGNS

Wall signs are opportunities for tenants to brand their buildings to highway motorists as well as neighborhood visitors.

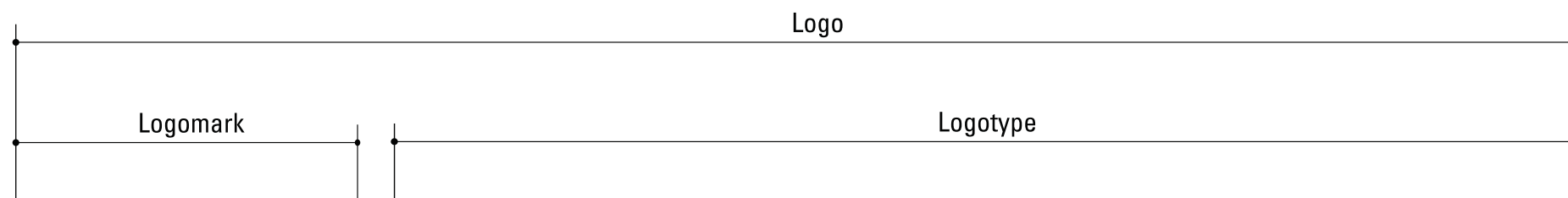
Wall signs to be face lit channel letters internally illuminated with LED modules with dimming capabilities. Logos to be tenant brand colors, typical all wall signs. Raceway painted to match curtain wall or GFRC panel.

Logos shall not protrude above or beyond the building facade.

1. The locations of tenant wall signs shall be chosen from the locations identified in this section.
2. Tenant wall signs shall have a maximum logotype height of 4'-0" per existing Sierra Point signage standards, Exhibit A. Logomarks shall not be subject to the logotype height requirements.
3. Tenant wall signs shall not exceed 100 square feet in sign area.

WALL SIGNS: OVERVIEW



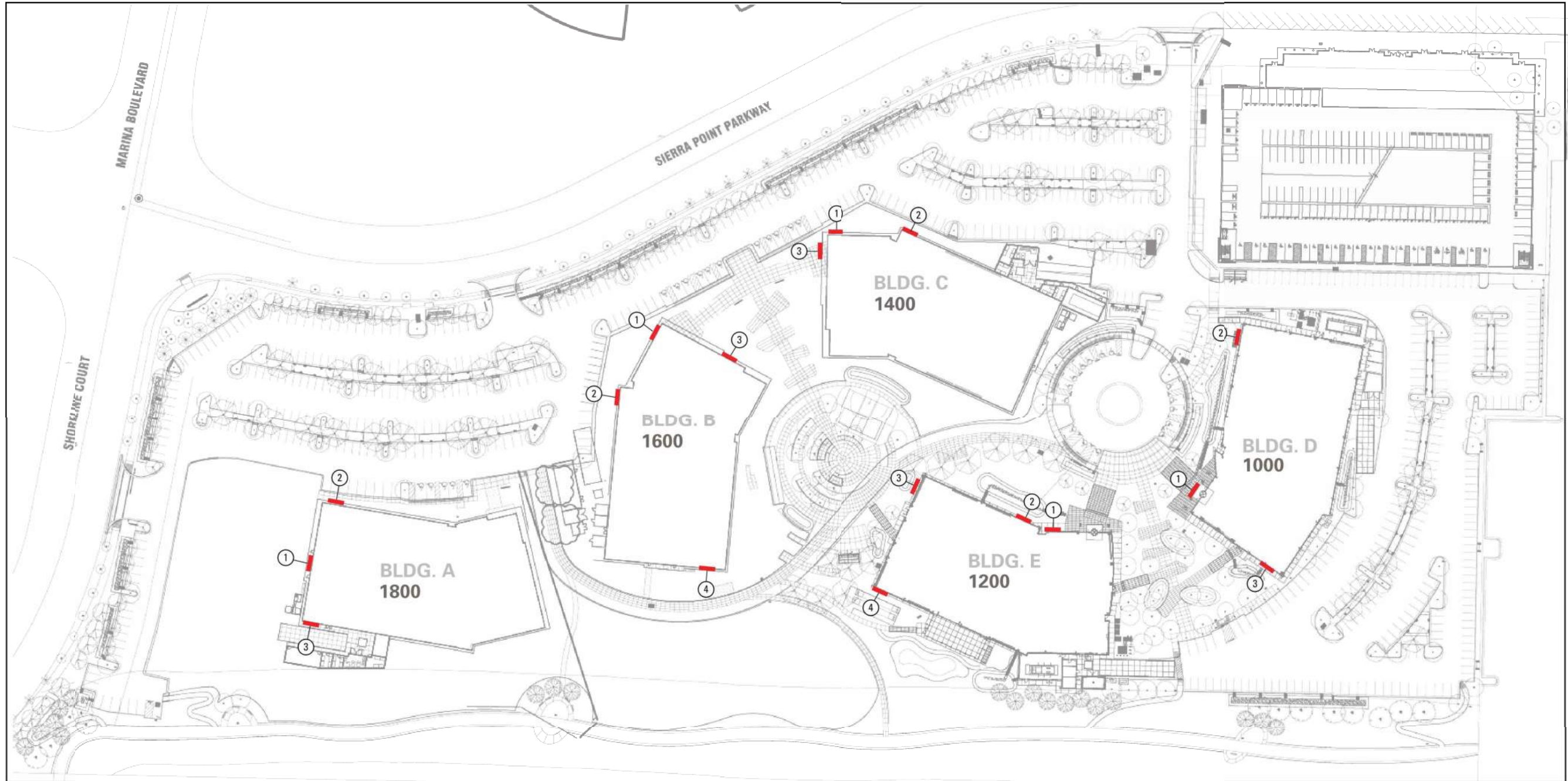


A logo may consist of more than one element. The logotype is a typeface set in a specific way to represent the company's brand. The logomark is a graphic element, similar to a symbol or icon, reinforcing the brand as well. A logo may have one or both of these elements.

For clarification of logo terminology while working with these signage standards, refer to this sheet.

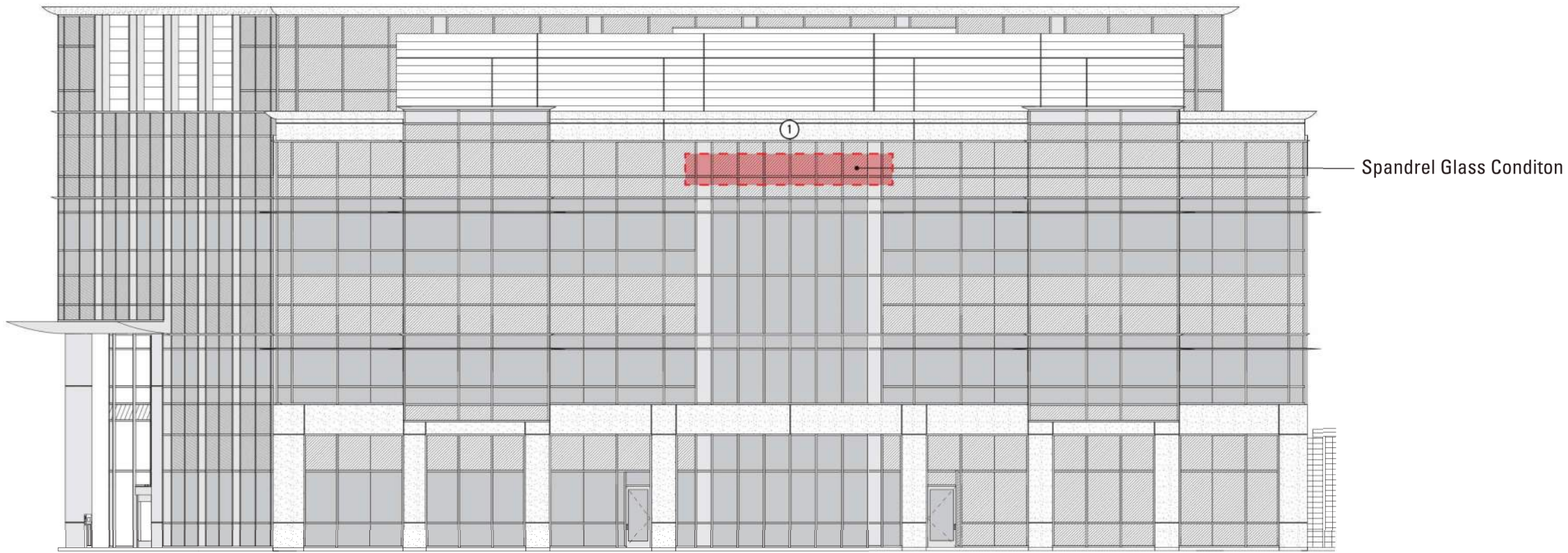
Building Attached

- Building ID Signs
- Ⓝ ID Sign Location



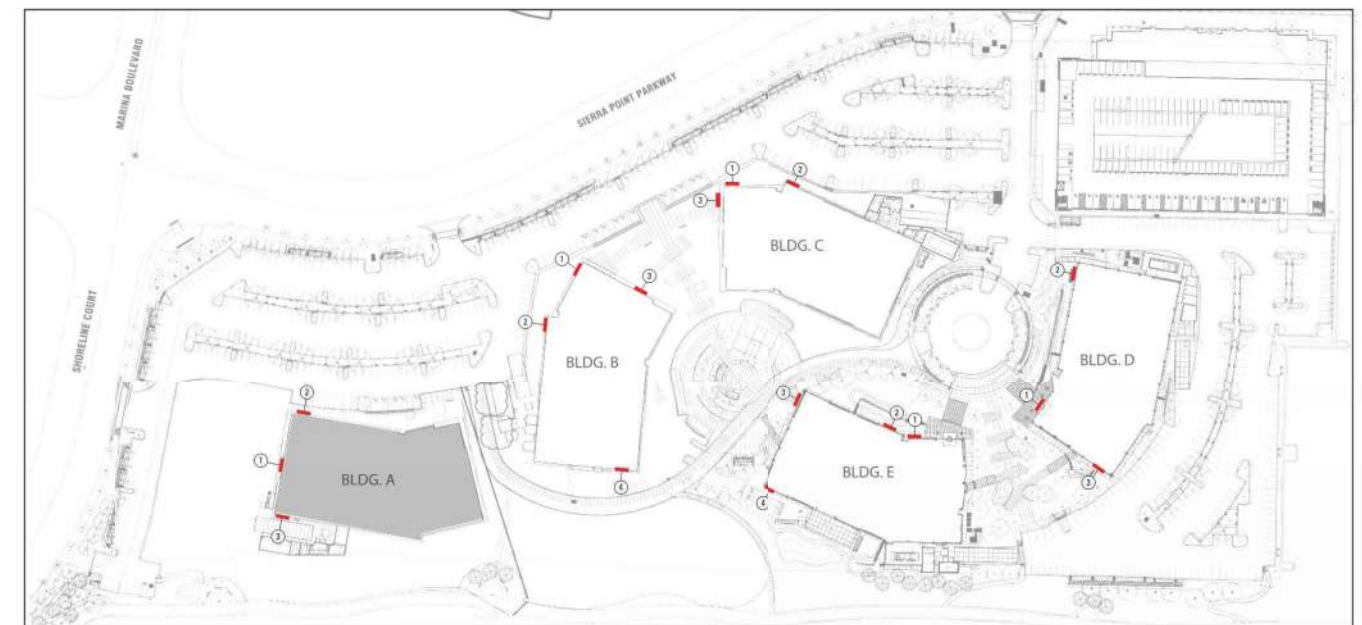
WALL SIGNS: SIGN LOCATION PLAN (POTENTIAL)



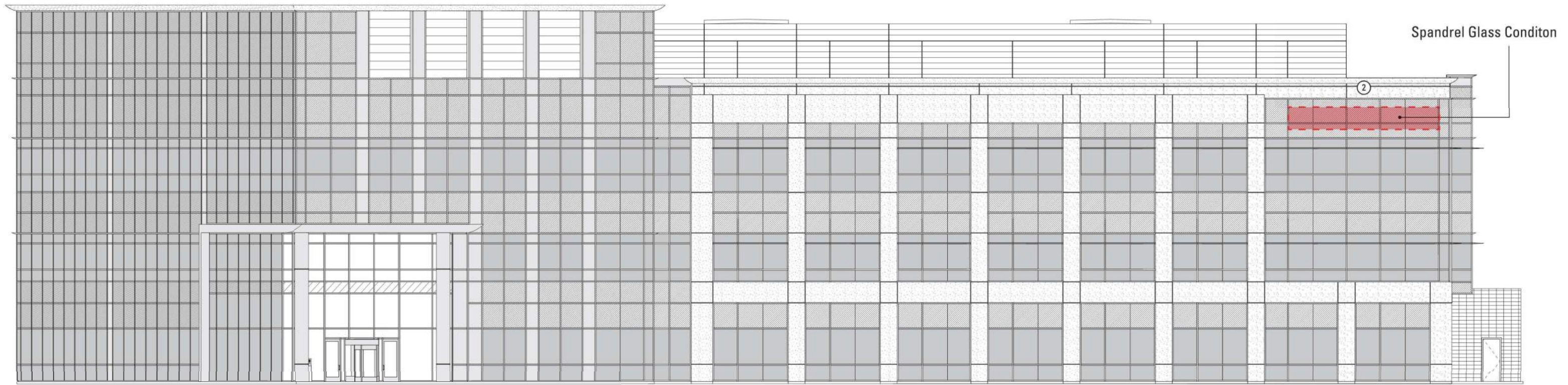


West Elevation: A1: 25' x 4', mounted to building facade

Scale 1/16" = 1'-0"

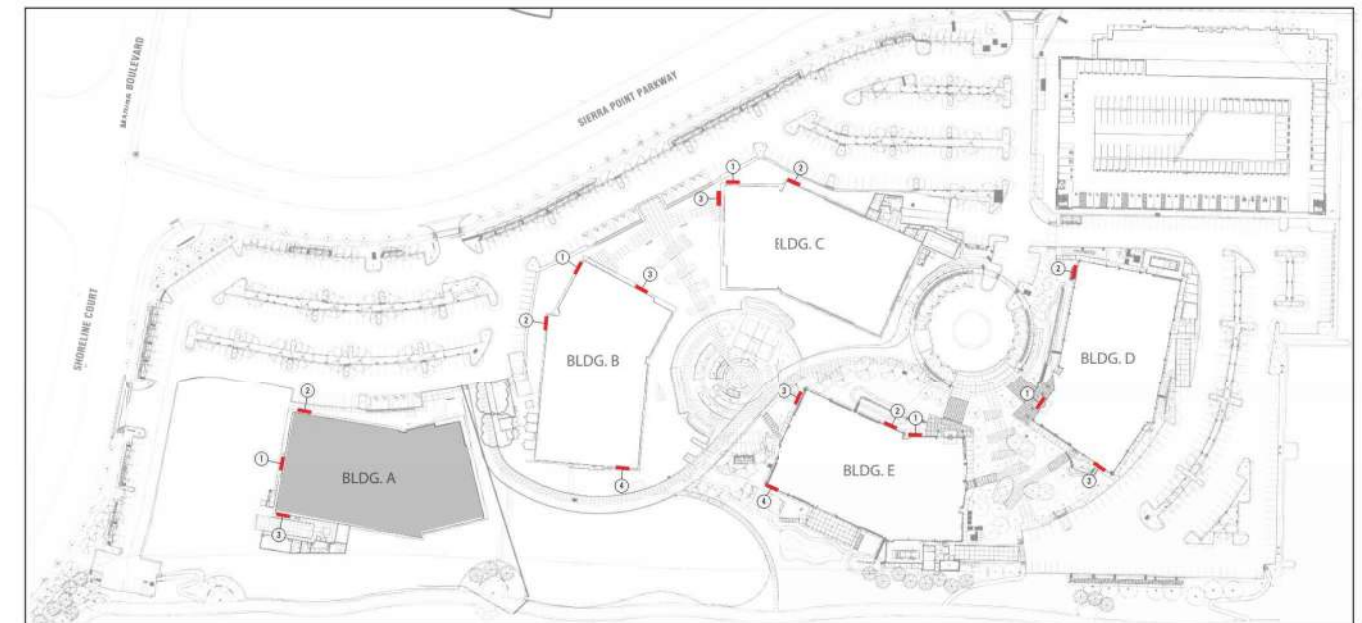


WALL SIGNS: BLDG A ELEVATIONS



North Elevation: A2: 25' x 4', mounted to building facade

Scale 1/16" = 1'-0"

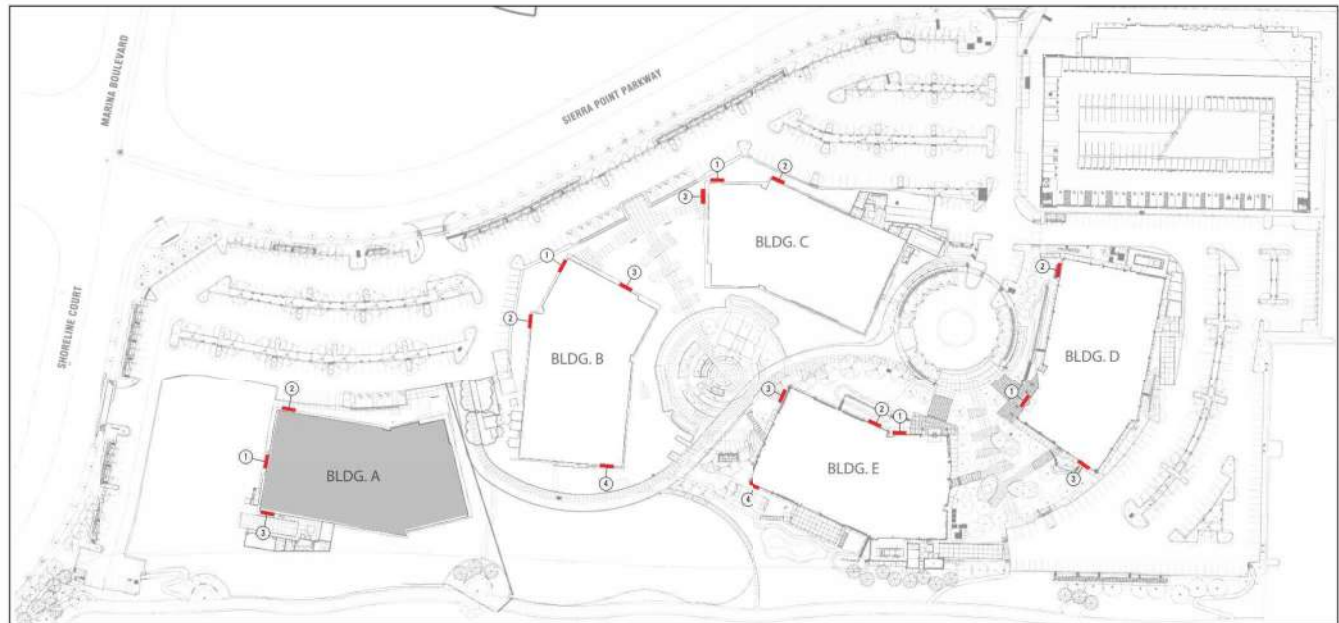


WALL SIGNS: BLDG A ELEVATIONS

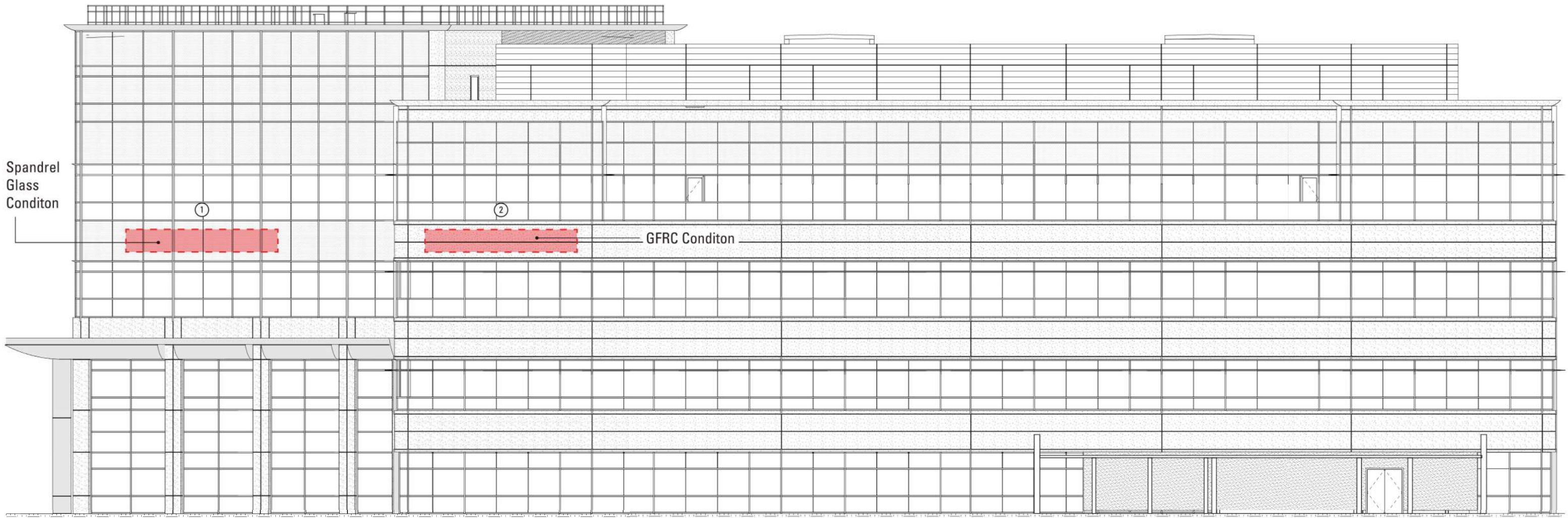


South Elevation: A3: 25' x 4', mounted to building facade

Scale 1/16"=1'-0"

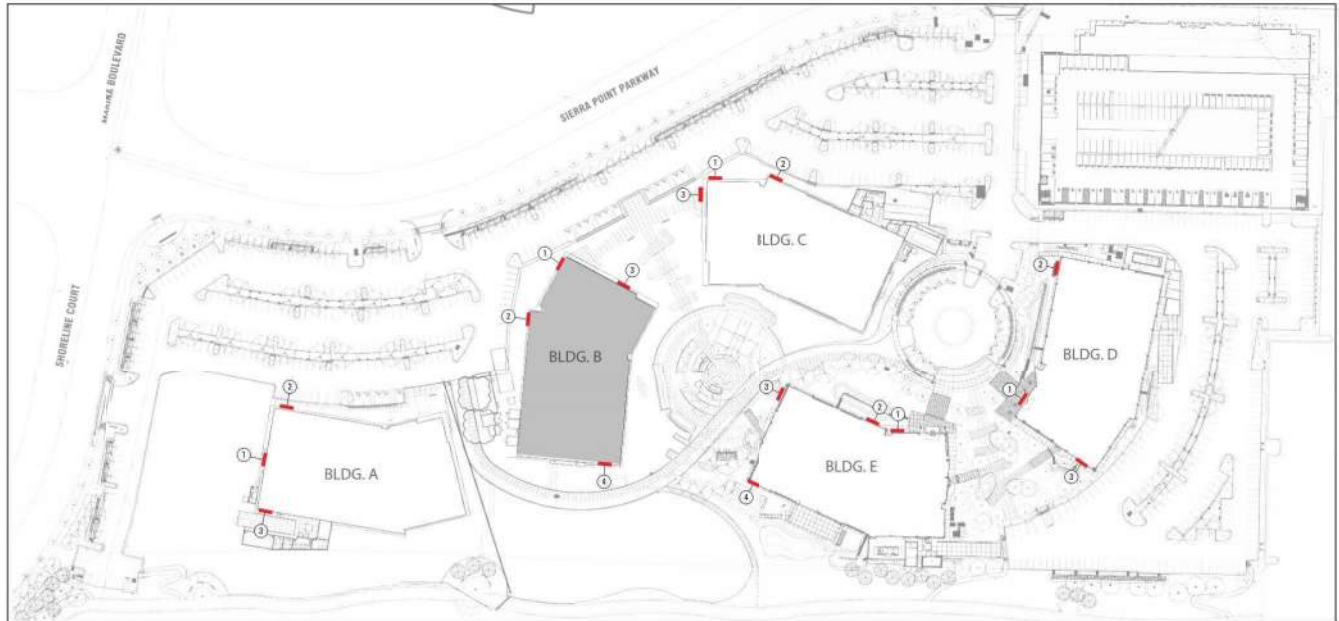


WALL SIGNS: BLDG A ELEVATIONS

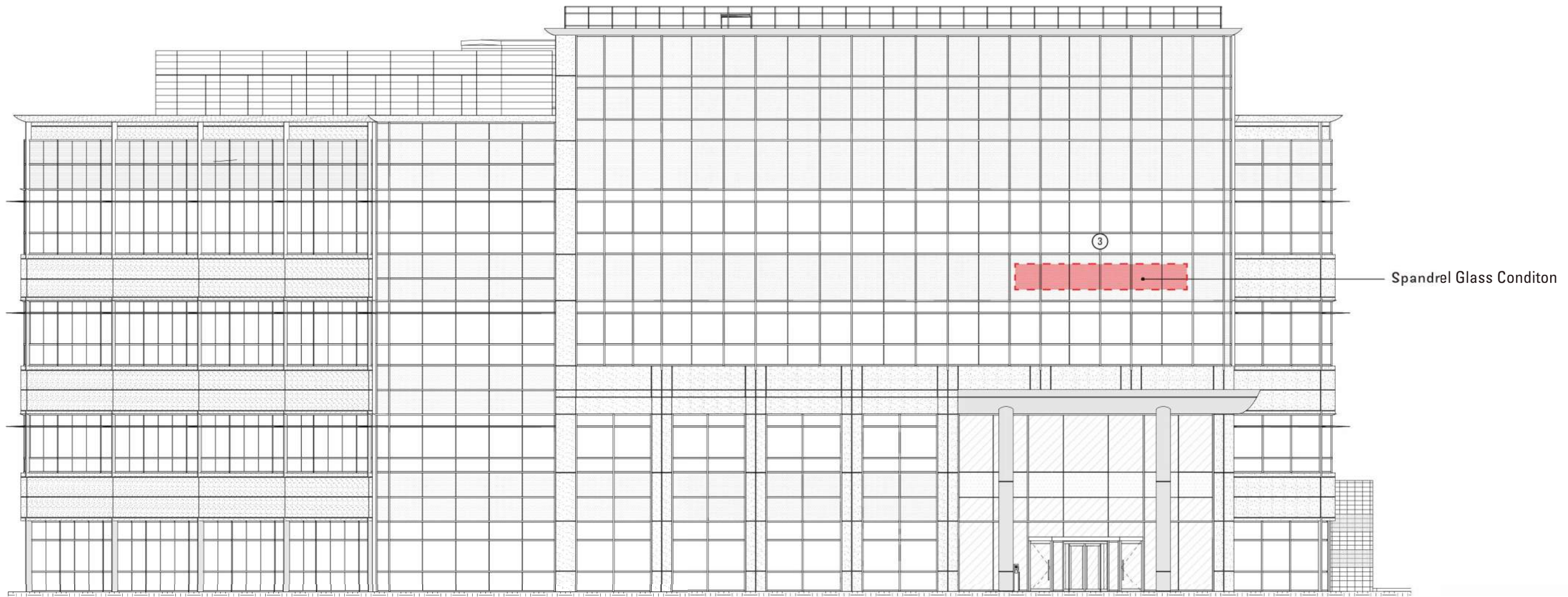


West Elevation: B1 & B2: 25' x 4', mounted to building facade

Scale 1/16"=1'-0"

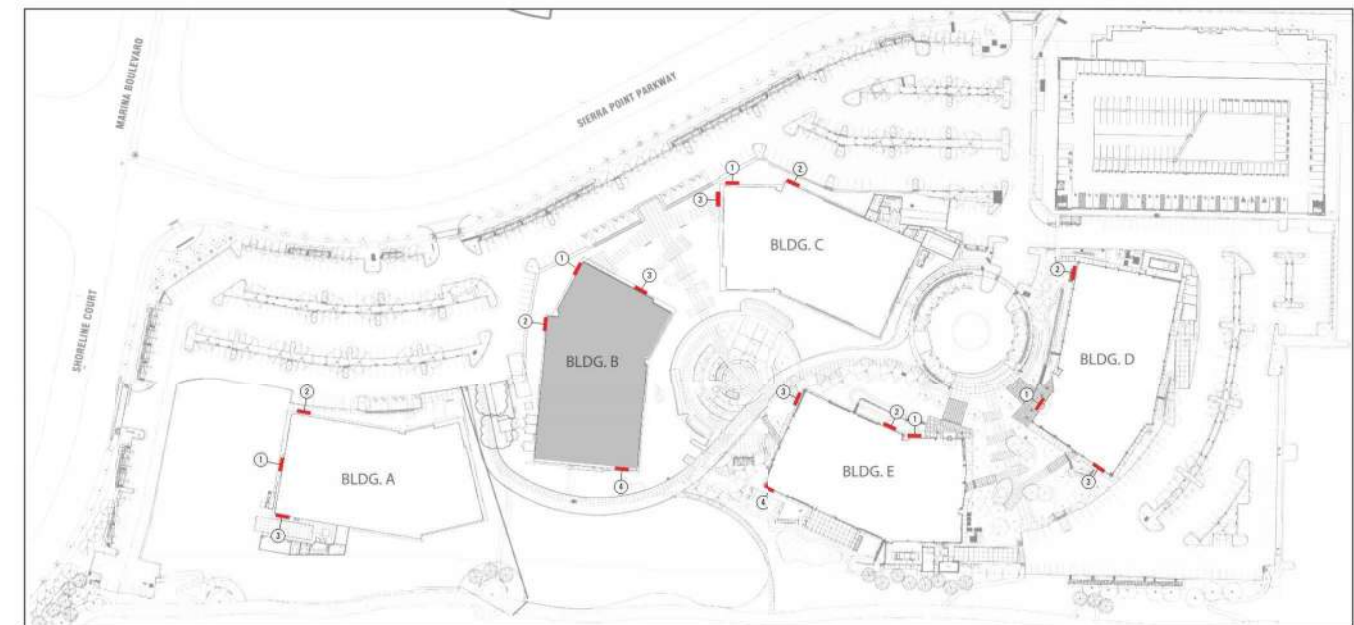


WALL SIGNS: BLDG B ELEVATIONS



North Elevation: B3: 25' x 4', mounted to building facade

Scale 1/16" = 1'-0"

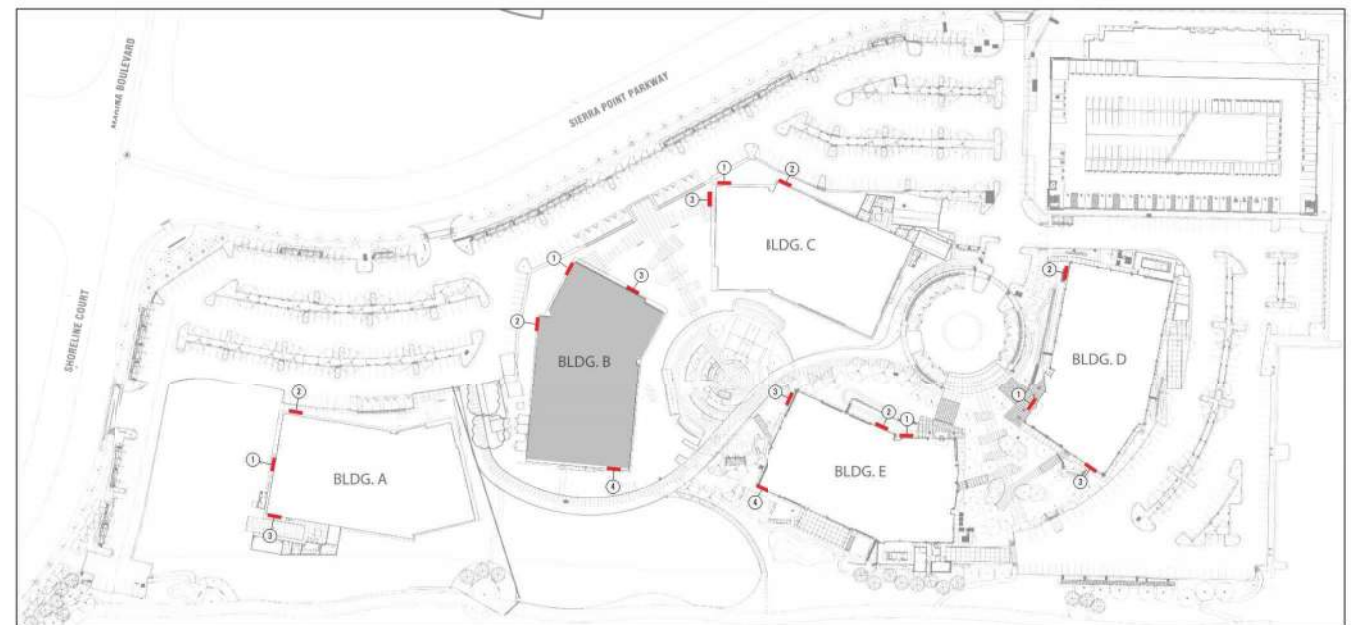


WALL SIGNS: BLDG B ELEVATIONS

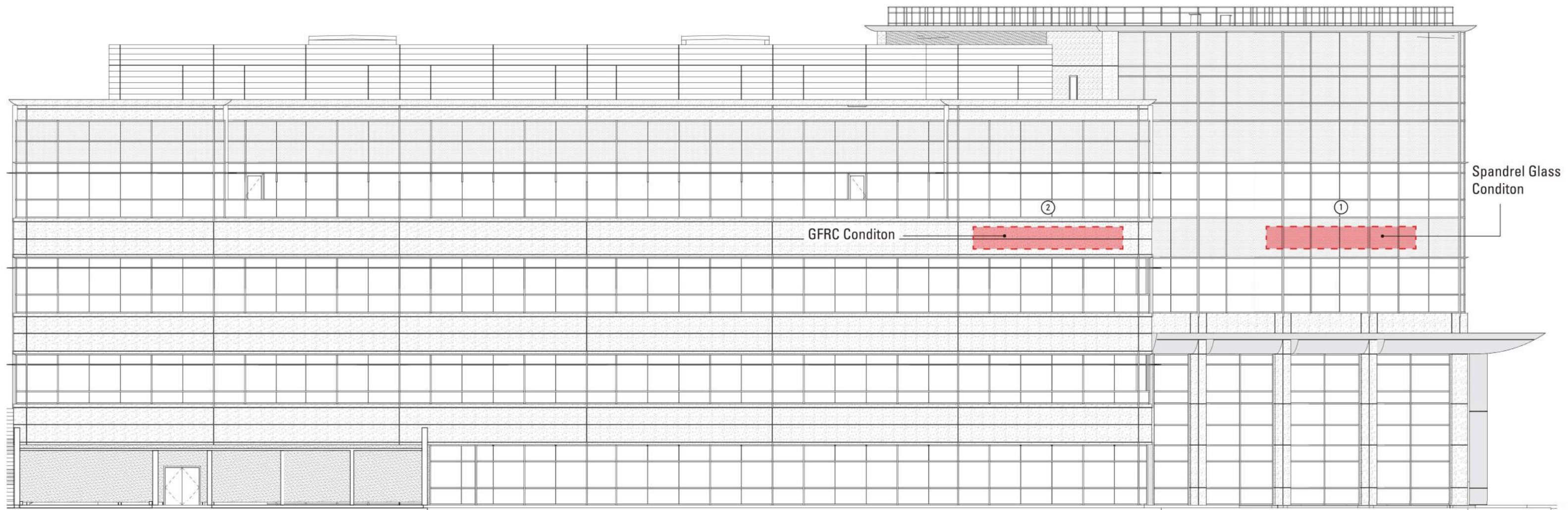


South Elevation: B4: 25' x 4', mounted to building facade

Scale 1/16"=1'-0"

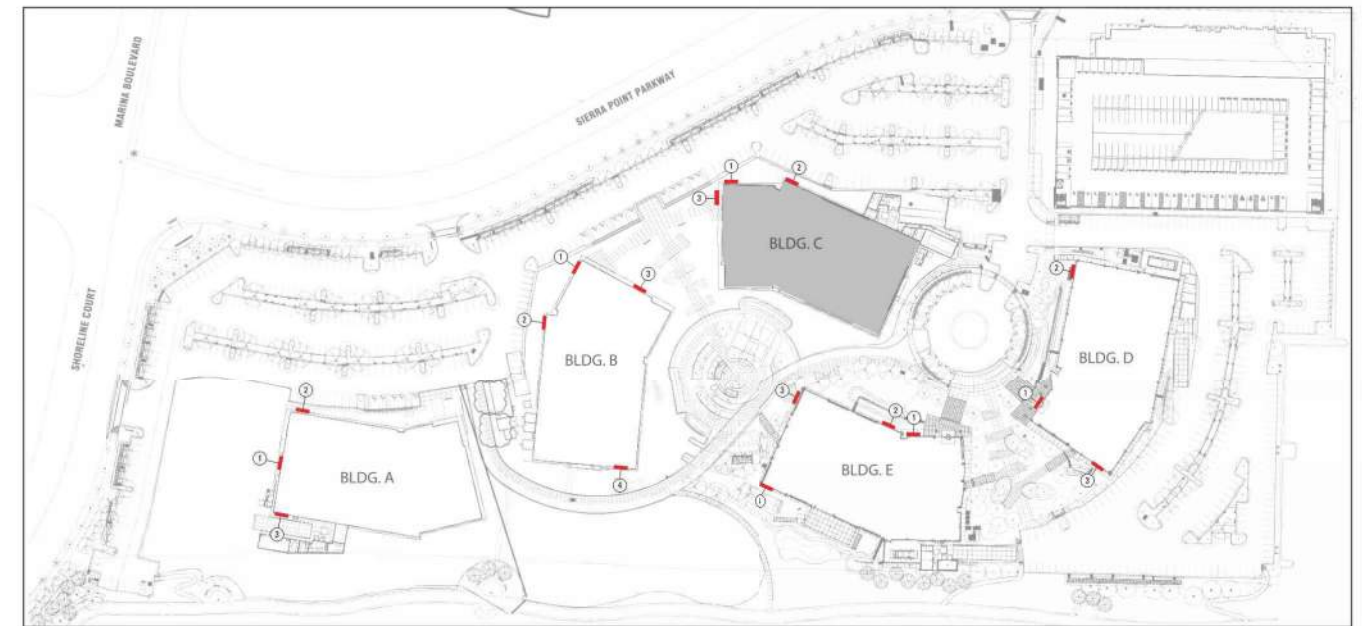


WALL SIGNS: BLDG B ELEVATIONS



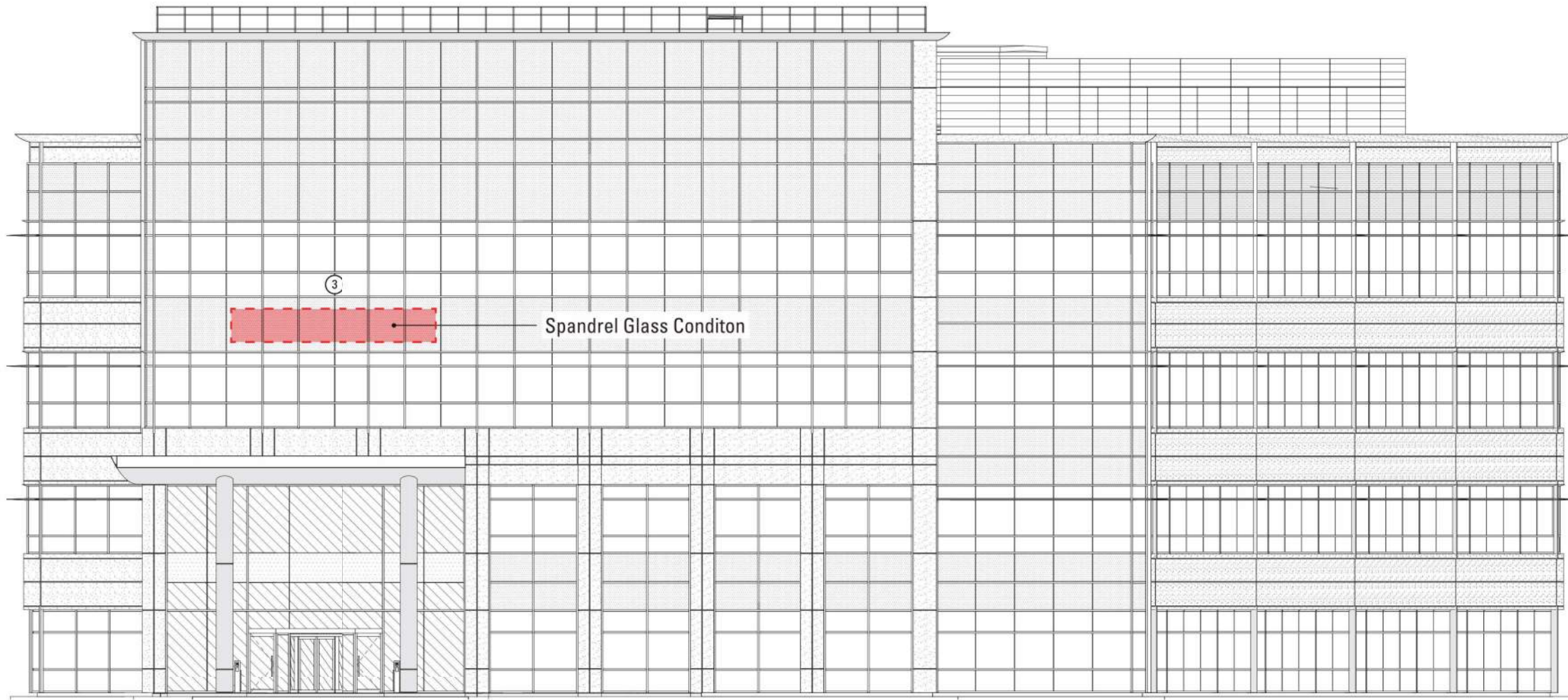
North Elevation: C1 & C2: 25' x 4', mounted to building facade

Scale 1/16" = 1'-0"



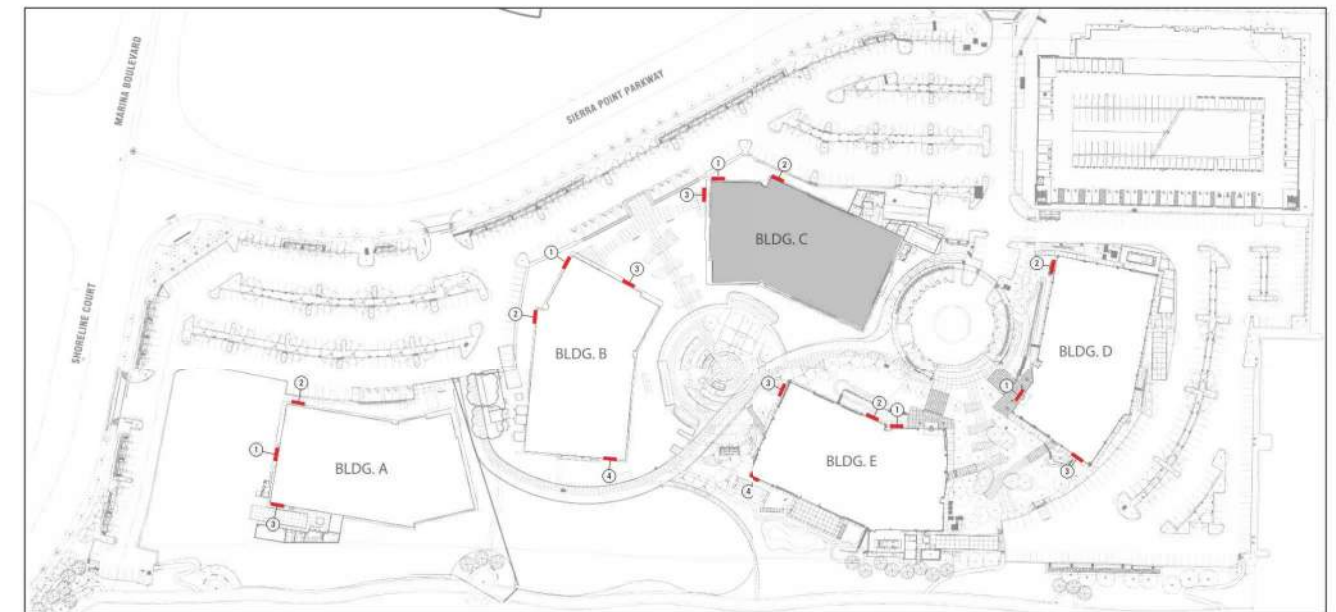
WALL SIGNS: BLDG C ELEVATIONS



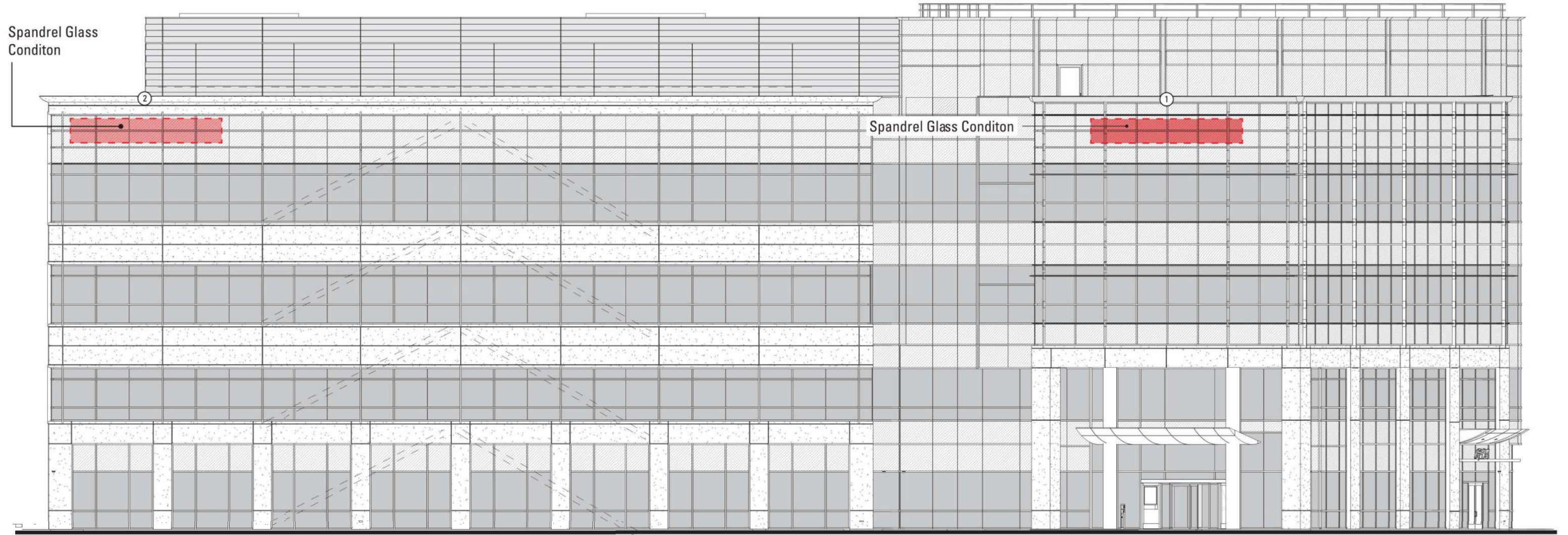


West Elevation: C3: 25' x 4', mounted to building facade

Scale 1/16"=1'-0"

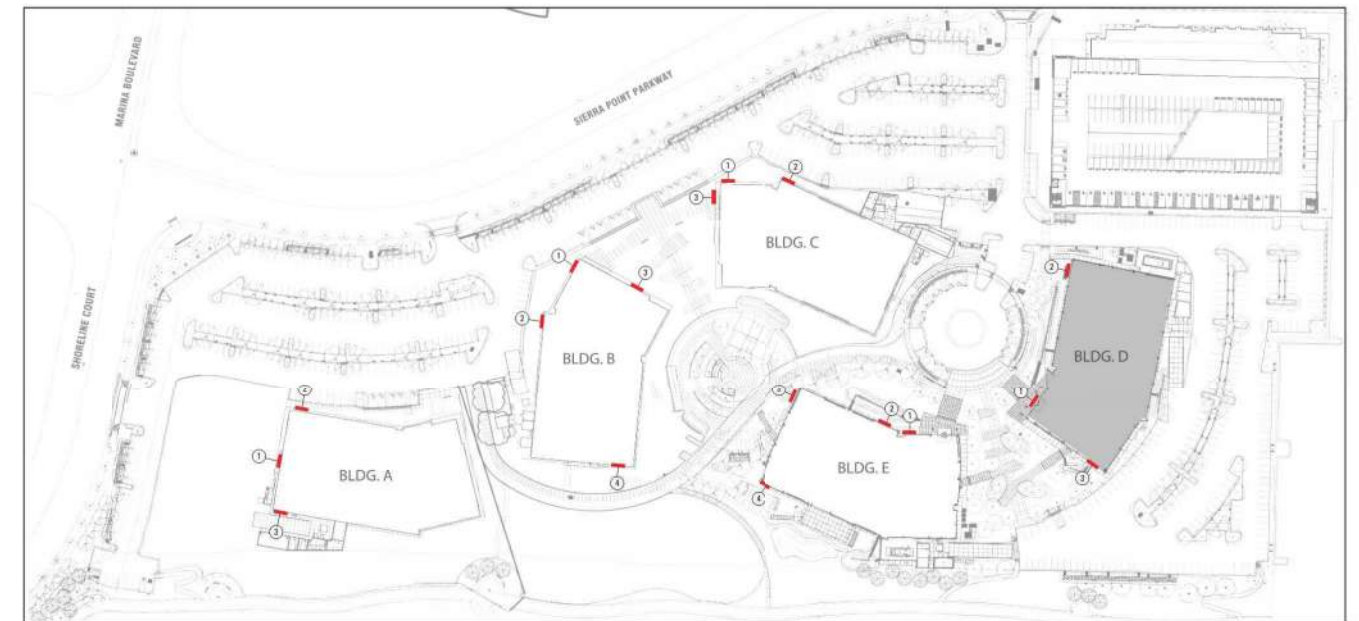


WALL SIGNS: BLDG C ELEVATIONS



West Elevation: D1 & D2: 25' x 4', mounted to building facade

Scale 1/16" = 1'-0"



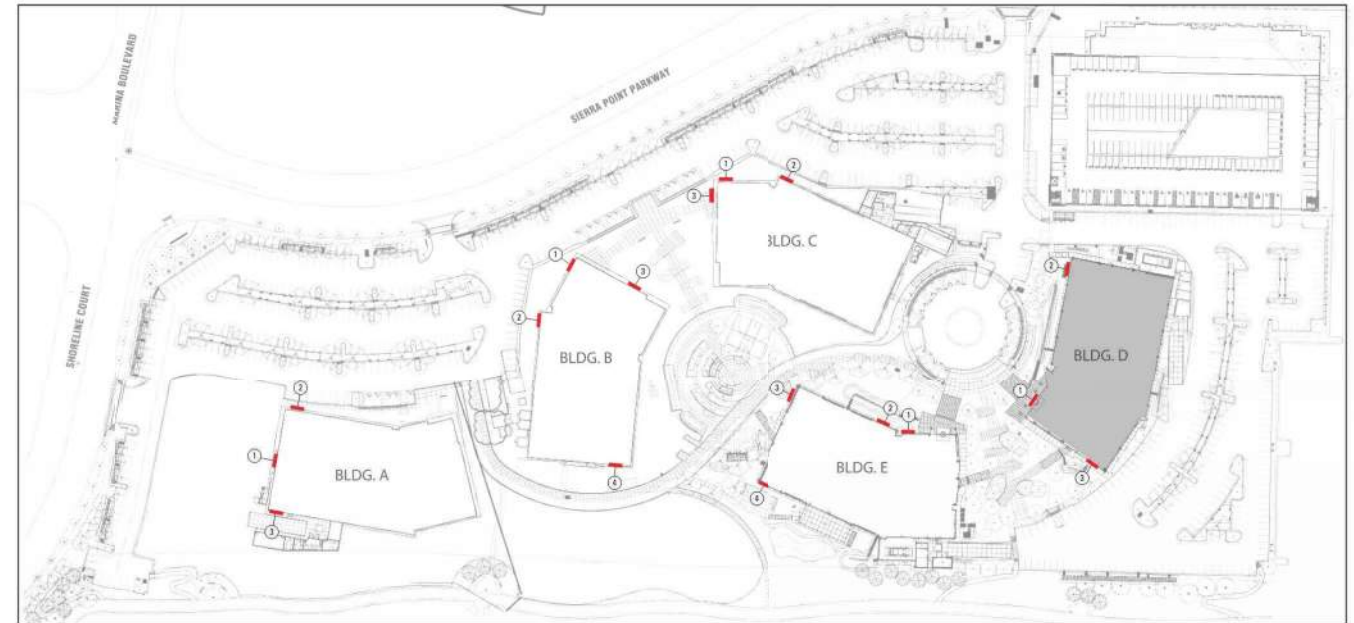
WALL SIGNS: BLDG D ELEVATIONS



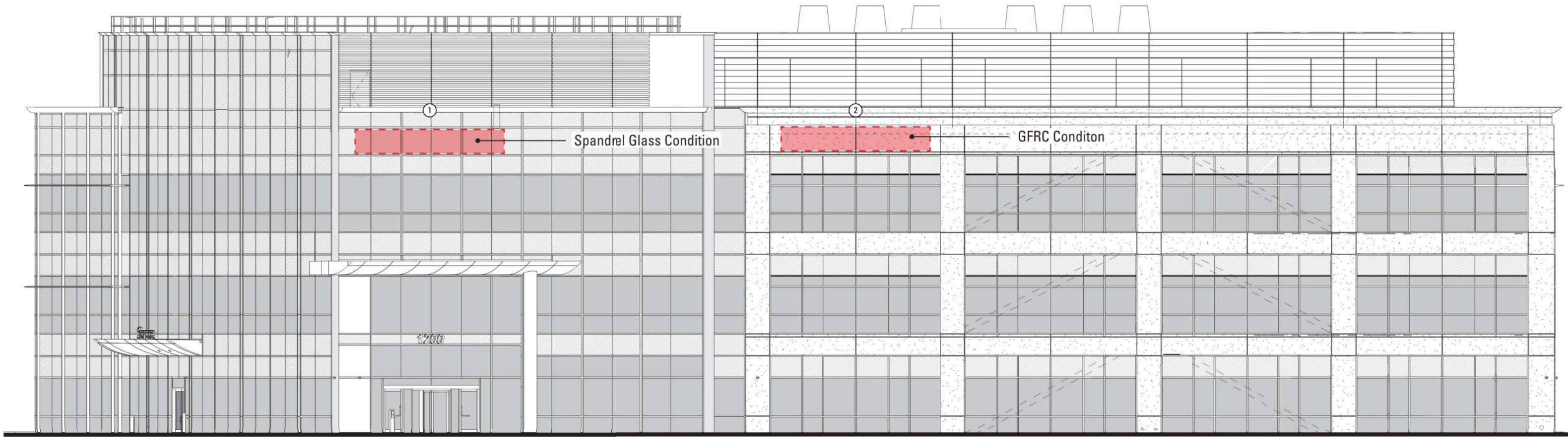


South Elevation: D3: 25' x 4', mounted to building facade

Scale 1/16" = 1'-0"

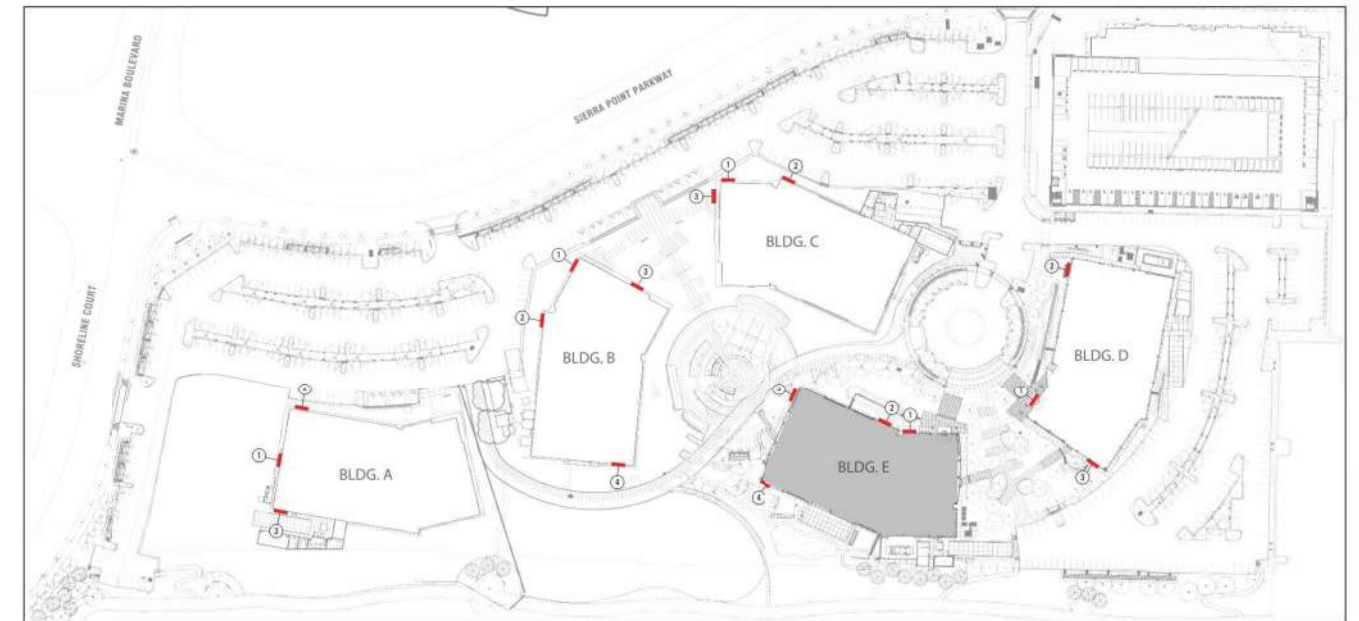


WALL SIGNS: BLDG D ELEVATIONS

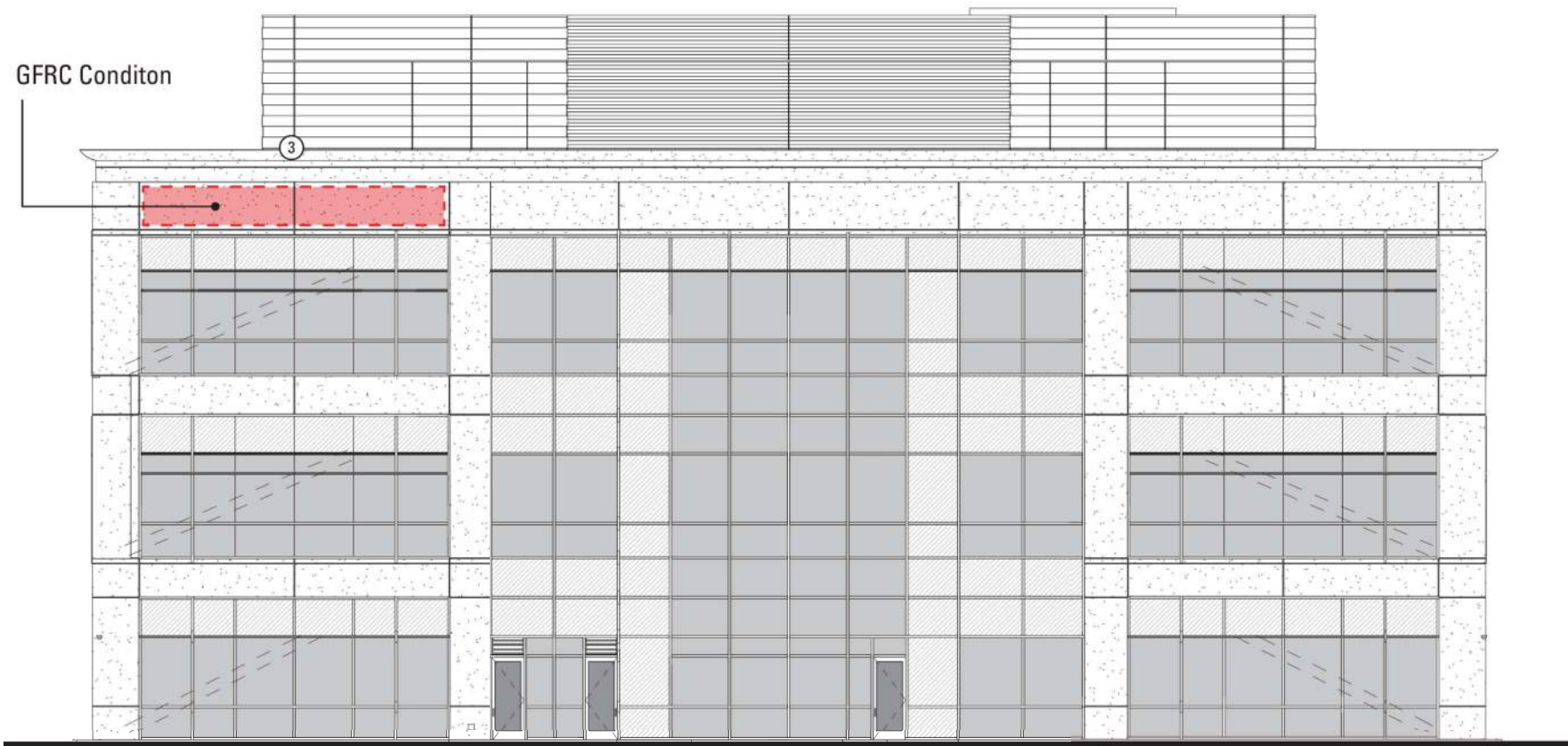


Norht Elevation: E1 & E2: 25' x 4', mounted to building facade

Scale 1/16" = 1'-0"

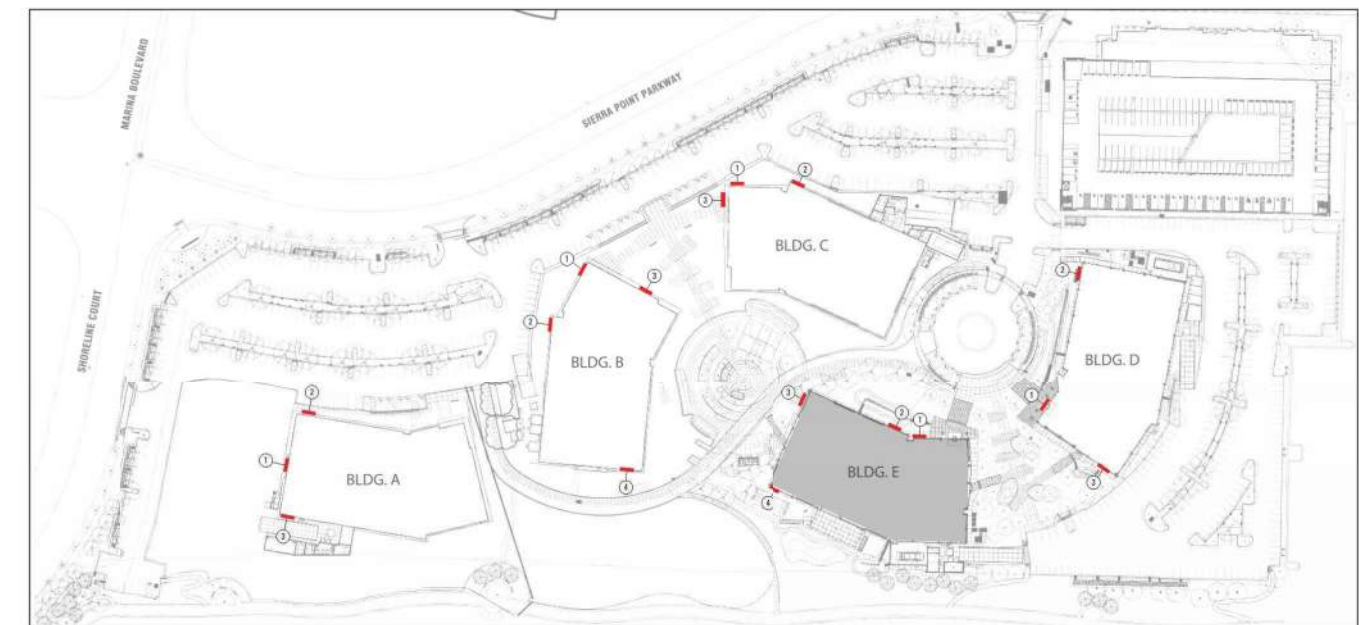


WALL SIGNS: BLDG E ELEVATIONS



West Elevation: E3: 28' x 3.5', mounted to building facade

Scale 1/16"=1'-0"

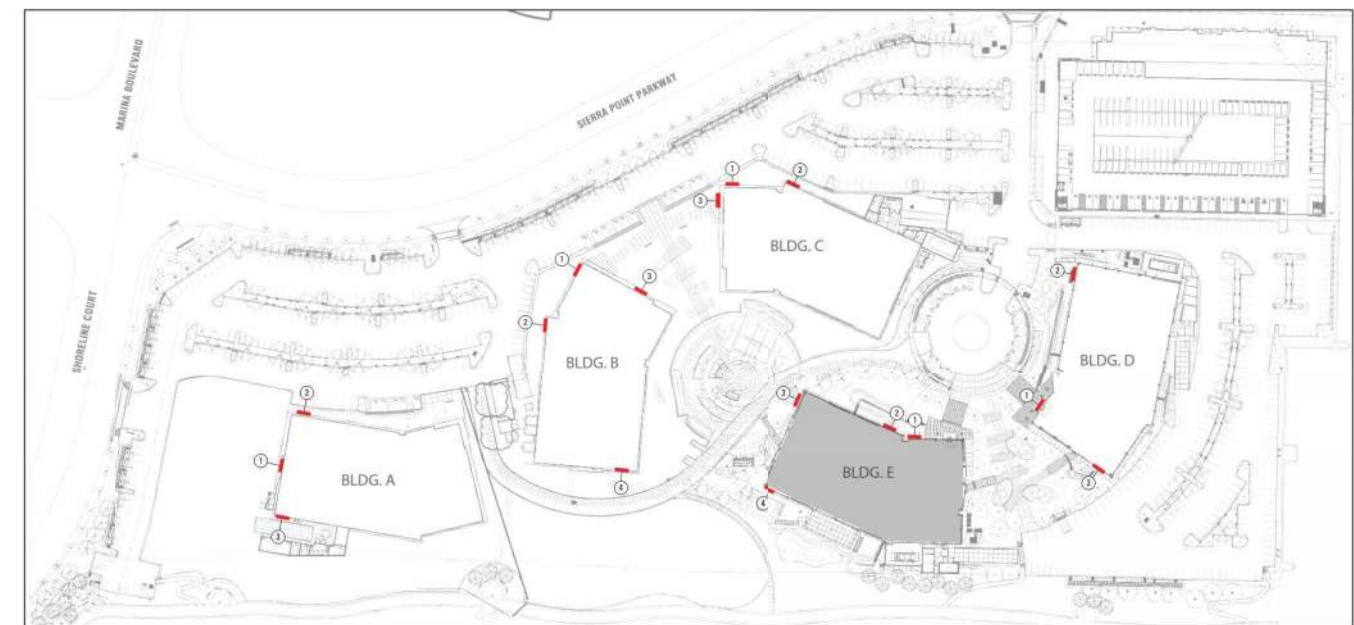


WALL SIGNS: BLDG E ELEVATIONS



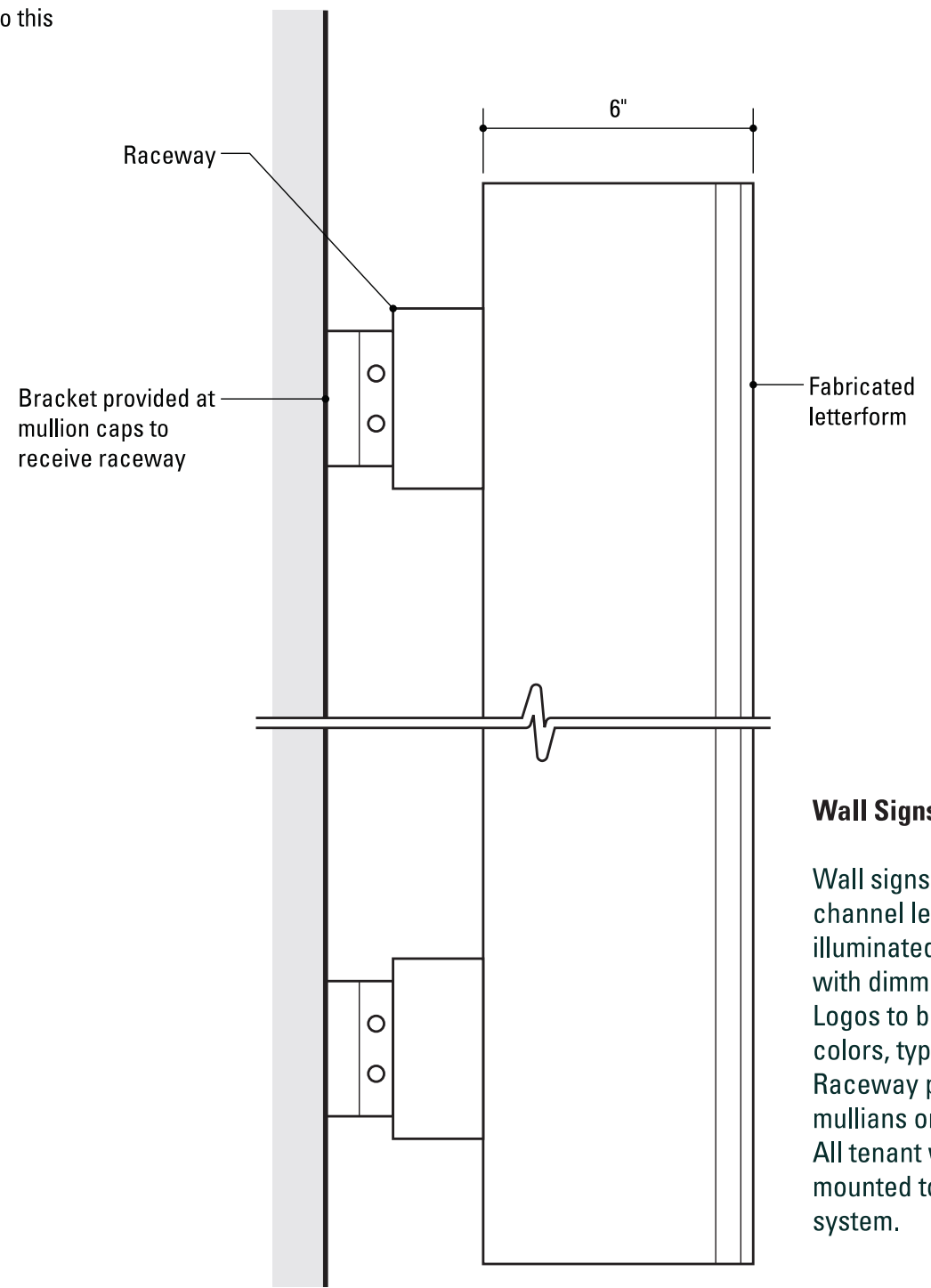
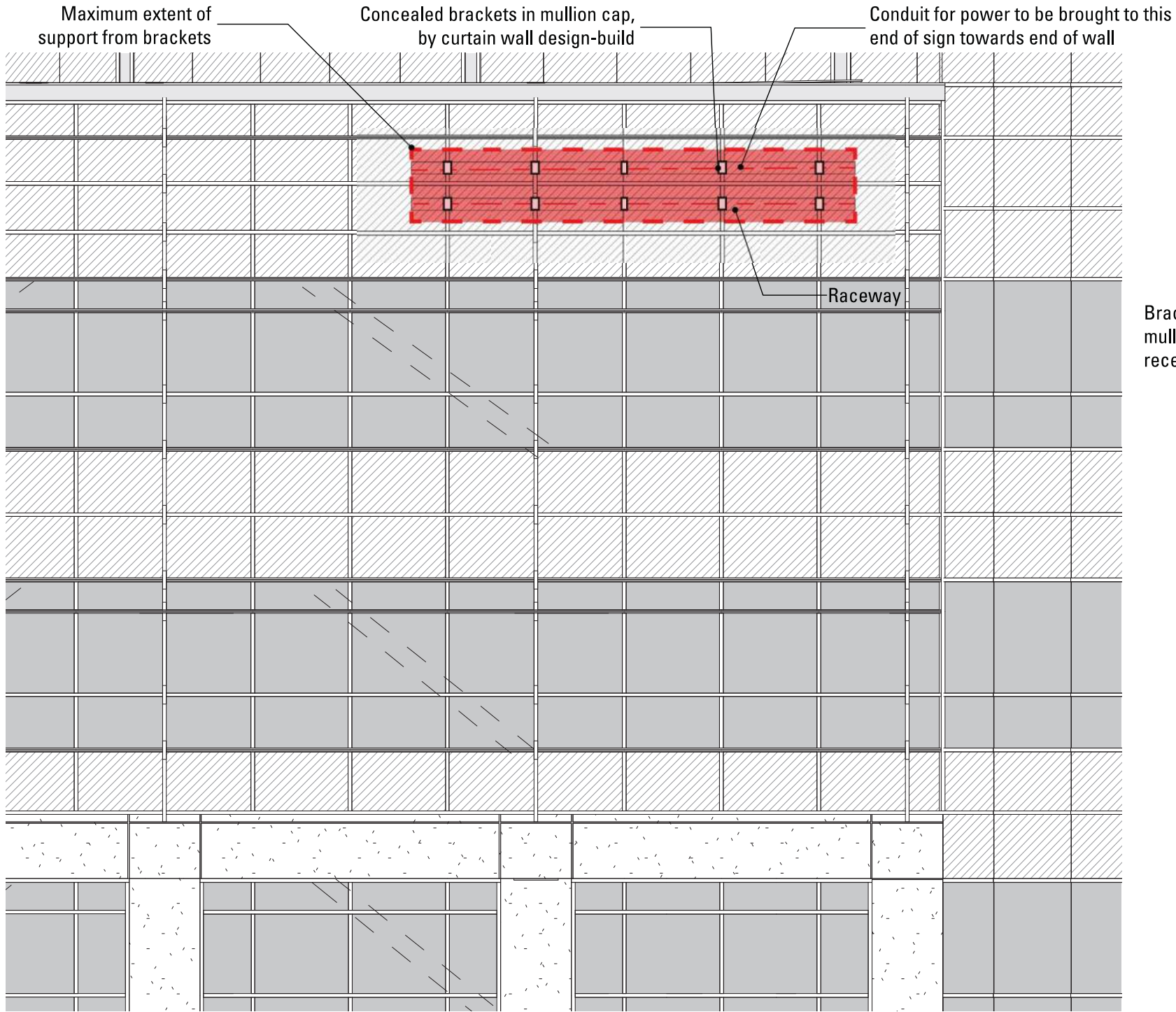
South Elevation: E4: 28' x 3.5', mounted to building facade

Scale 1/16" = 1'-0"



WALL SIGNS: BLDG E ELEVATIONS





Wall Signs

Wall signs to be face lit channel letters internally illuminated with LED modules with dimming capabilities. Logos to be tenant brand colors, typical all wall signs. Raceway painted to match mullians or GFRC panel. All tenant wall signs to be mounted to two rail raceway system.

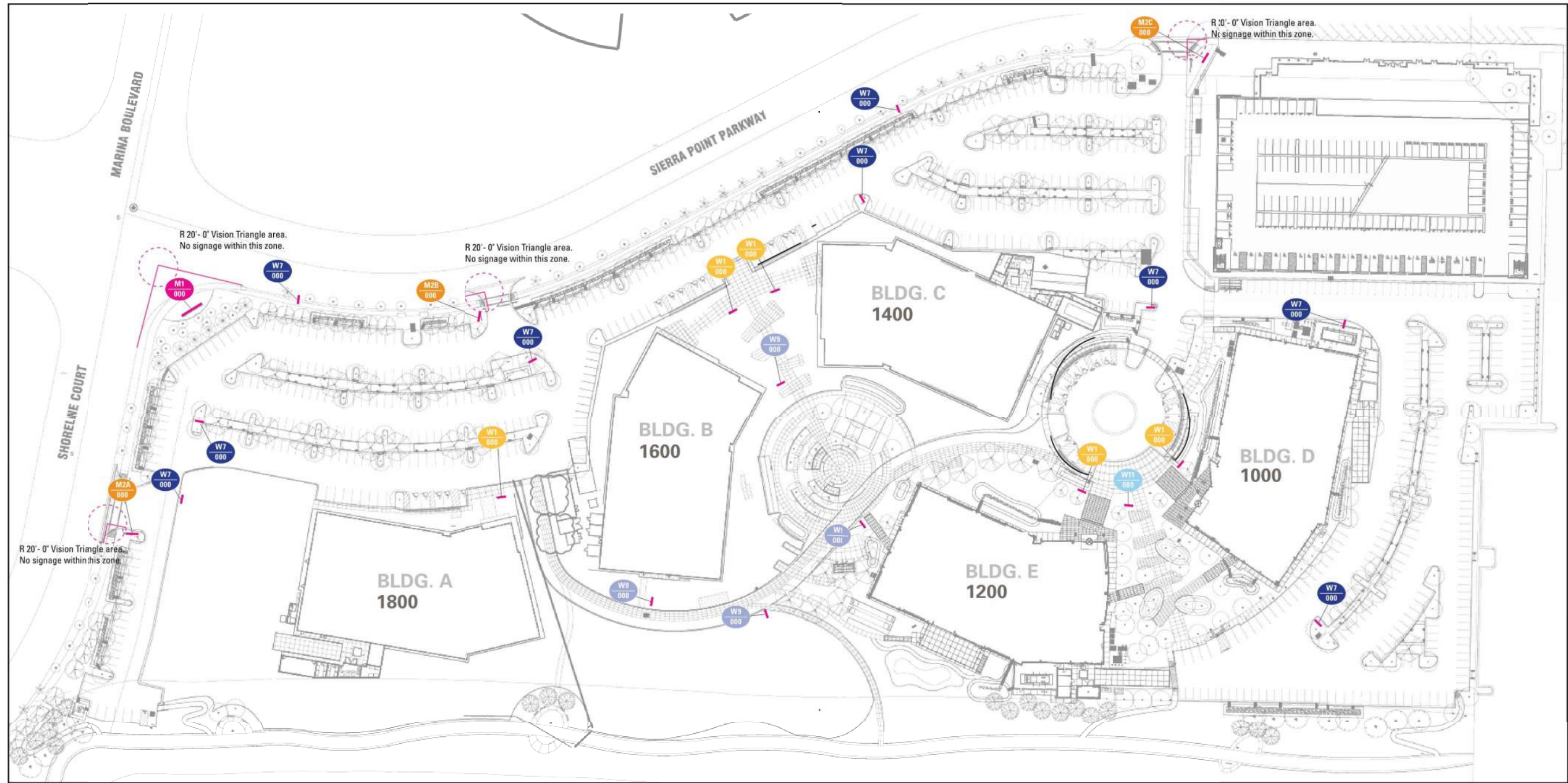
Scale 1/8"=1'-0", 3"=1'-0"

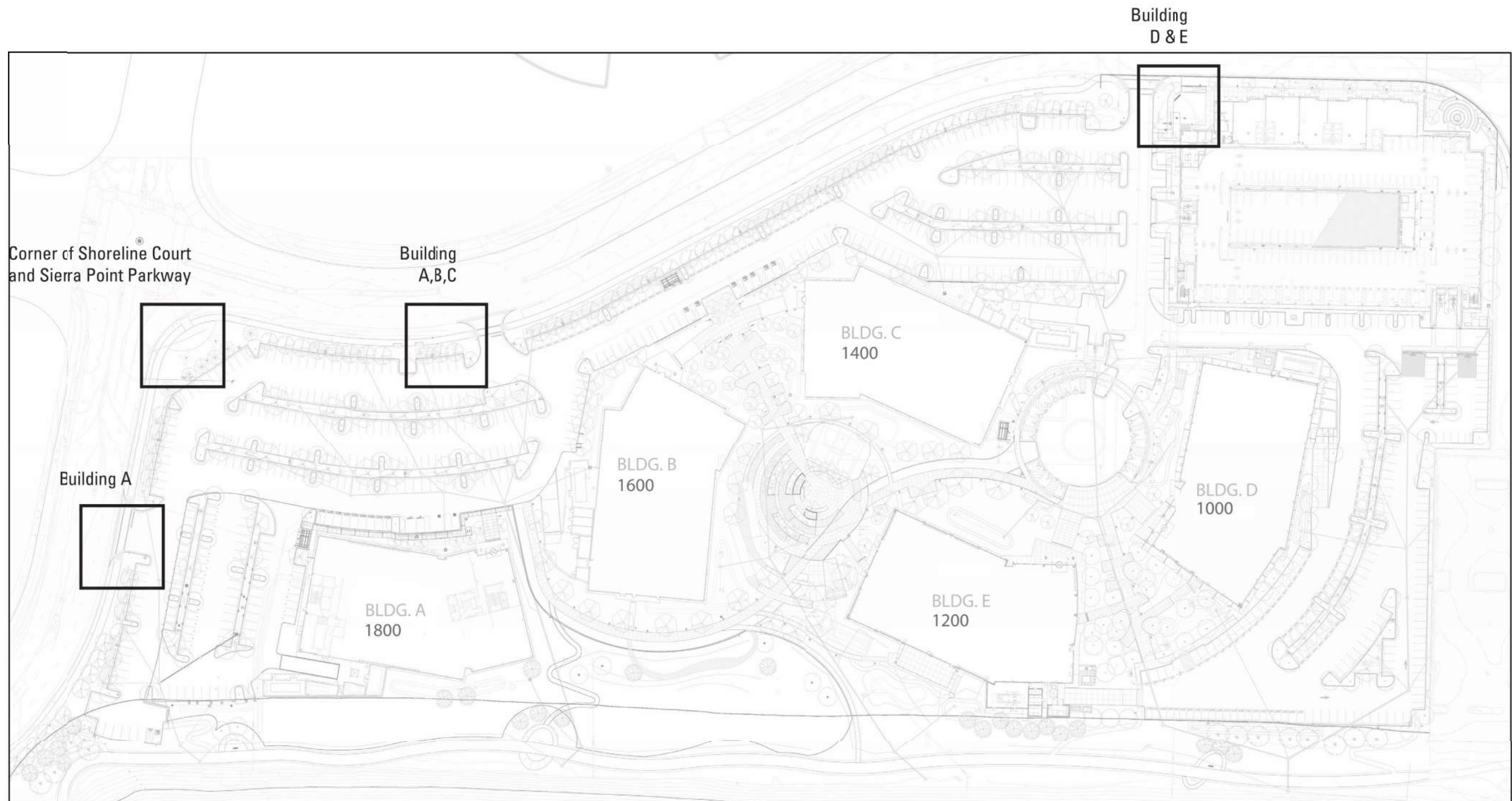
WALL SIGNS: TYPICAL TENANT LOGO MOUNTING DETAIL

GROUND SIGNAGE

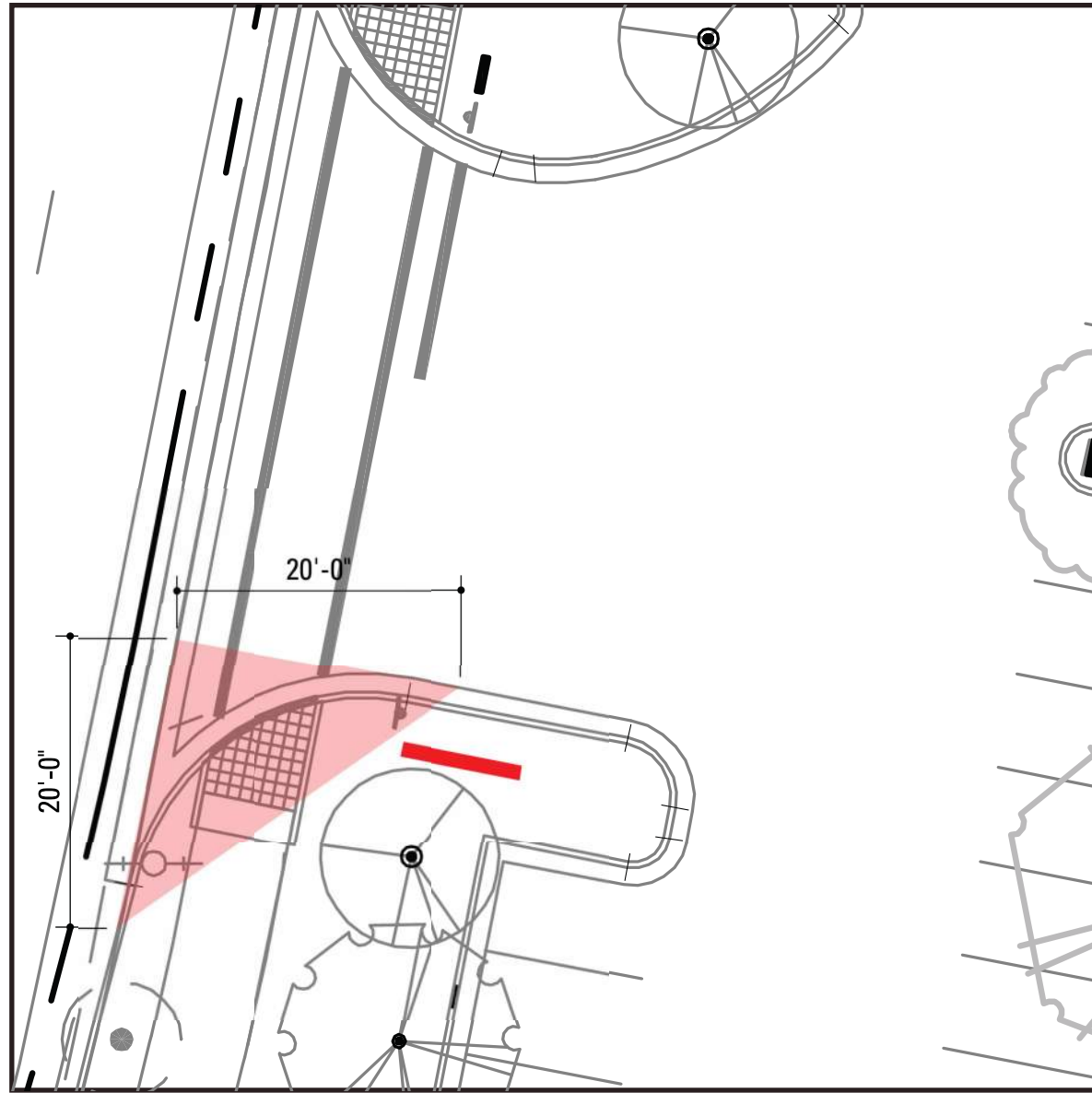
Ground Signage

-  Site Monument
-  Entry Drive Monument
-  Tenant Monument ID
-  Vehicular Directional
-  Pedestrian Directional
-  Cafe Directional

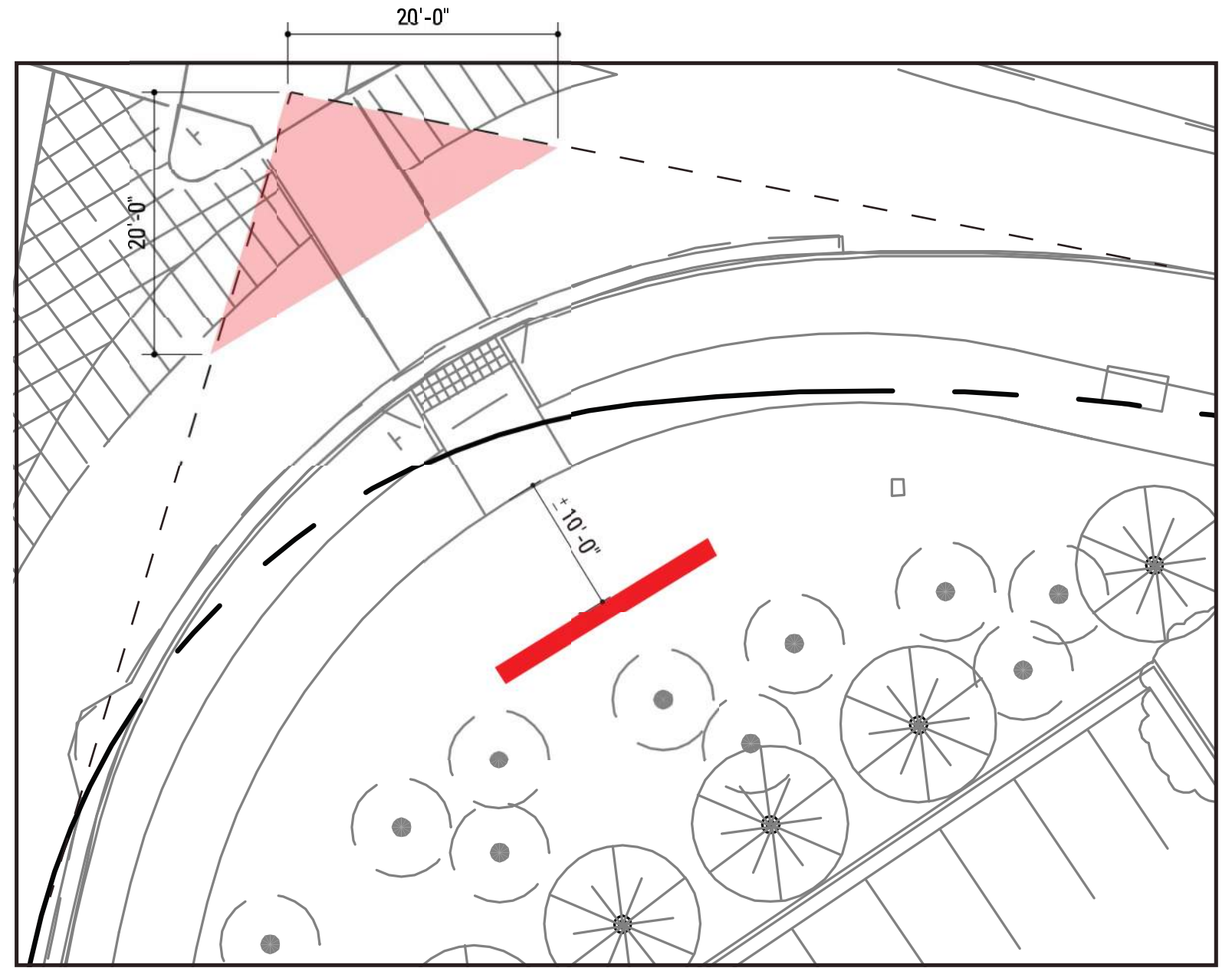




GROUND SIGNS: VISION TRIANGLES OVERVIEW



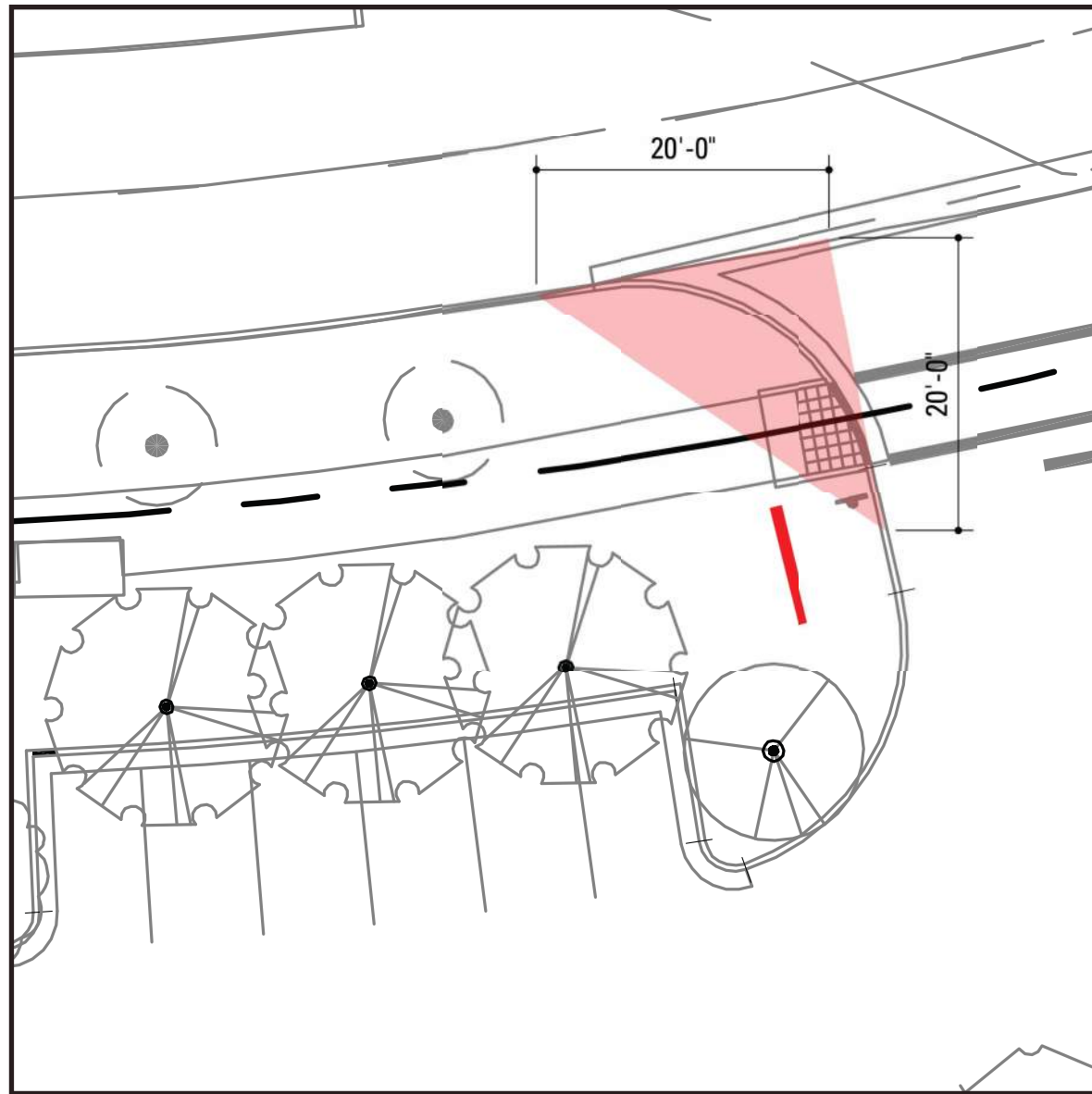
Building A



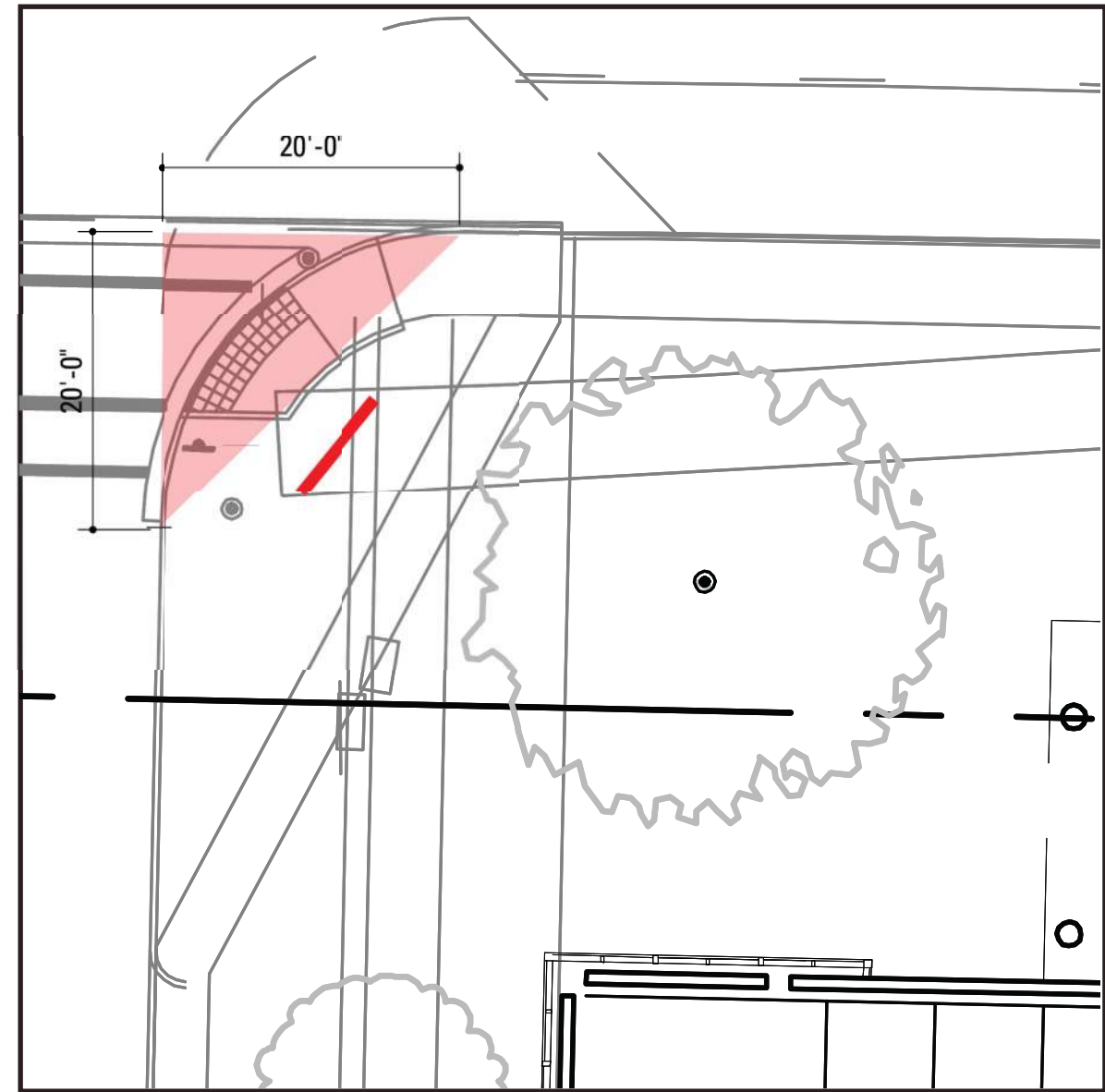
Corner of Shoreline Court and Sierra Point Parkway

GROUND SIGNS: VISION TRIANGLES





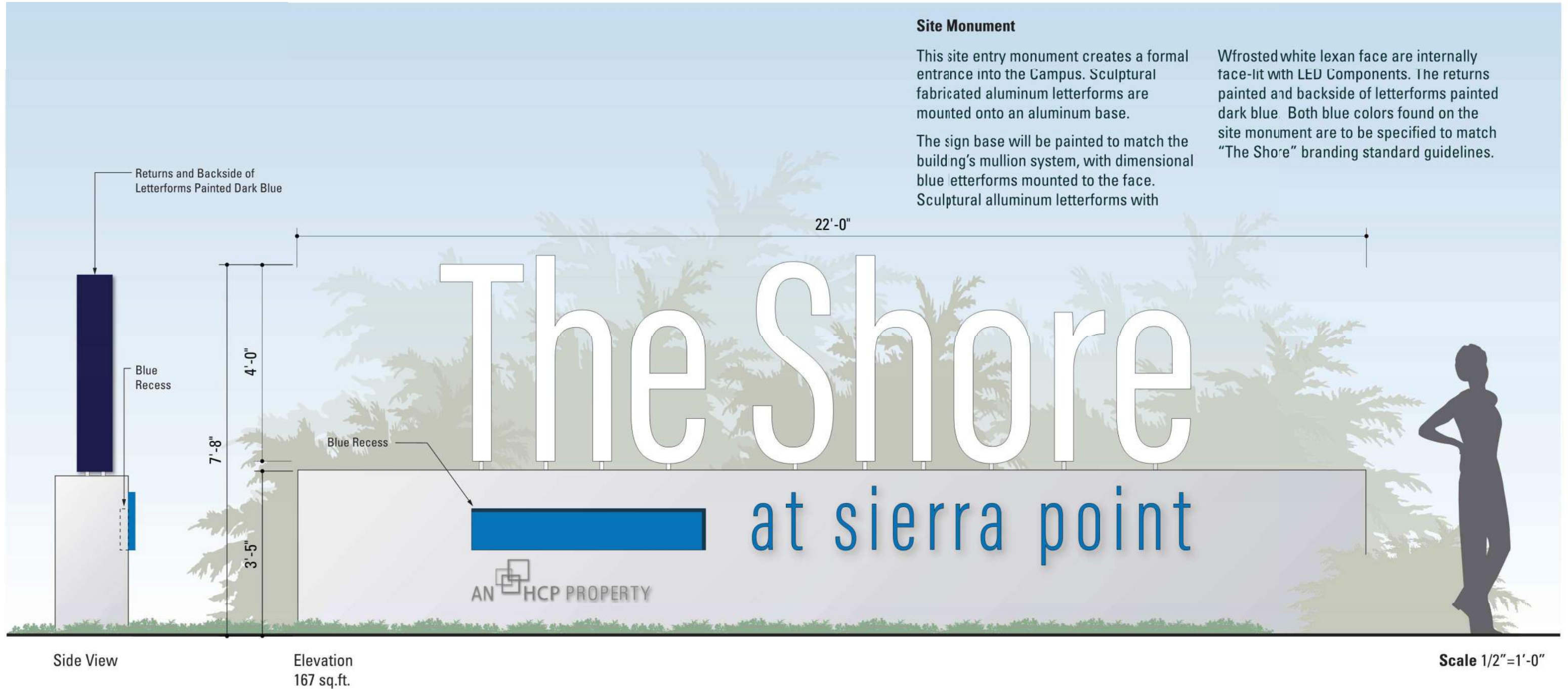
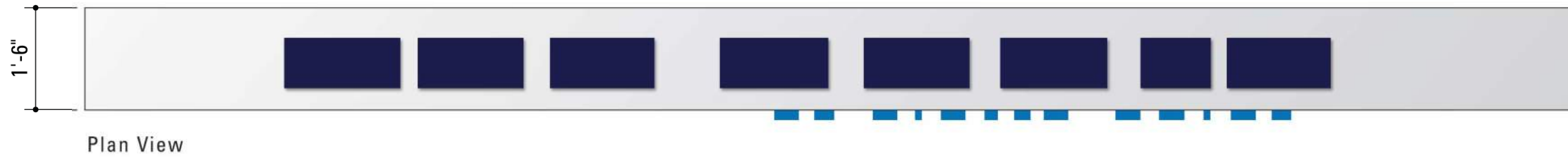
Building A, B, C



Building D & E

GROUND SIGNS: VISION TRIANGLES





Site Monument

This site entry monument creates a formal entrance into the Campus. Sculptural fabricated aluminum letterforms are mounted onto an aluminum base.

Wfrosted white lexan face are internally face-lit with LED Components. The returns painted and backside of letterforms painted dark blue. Both blue colors found on the site monument are to be specified to match "The Shore" branding standard guidelines.

The sign base will be painted to match the building's mullion system, with dimensional blue letterforms mounted to the face. Sculptural alluminum letterforms with



GROUND SIGNS: SITE MONUMENT - RENDERING





GROUND SIGNS: SITE MONUMENT - NIGHT RENDERING





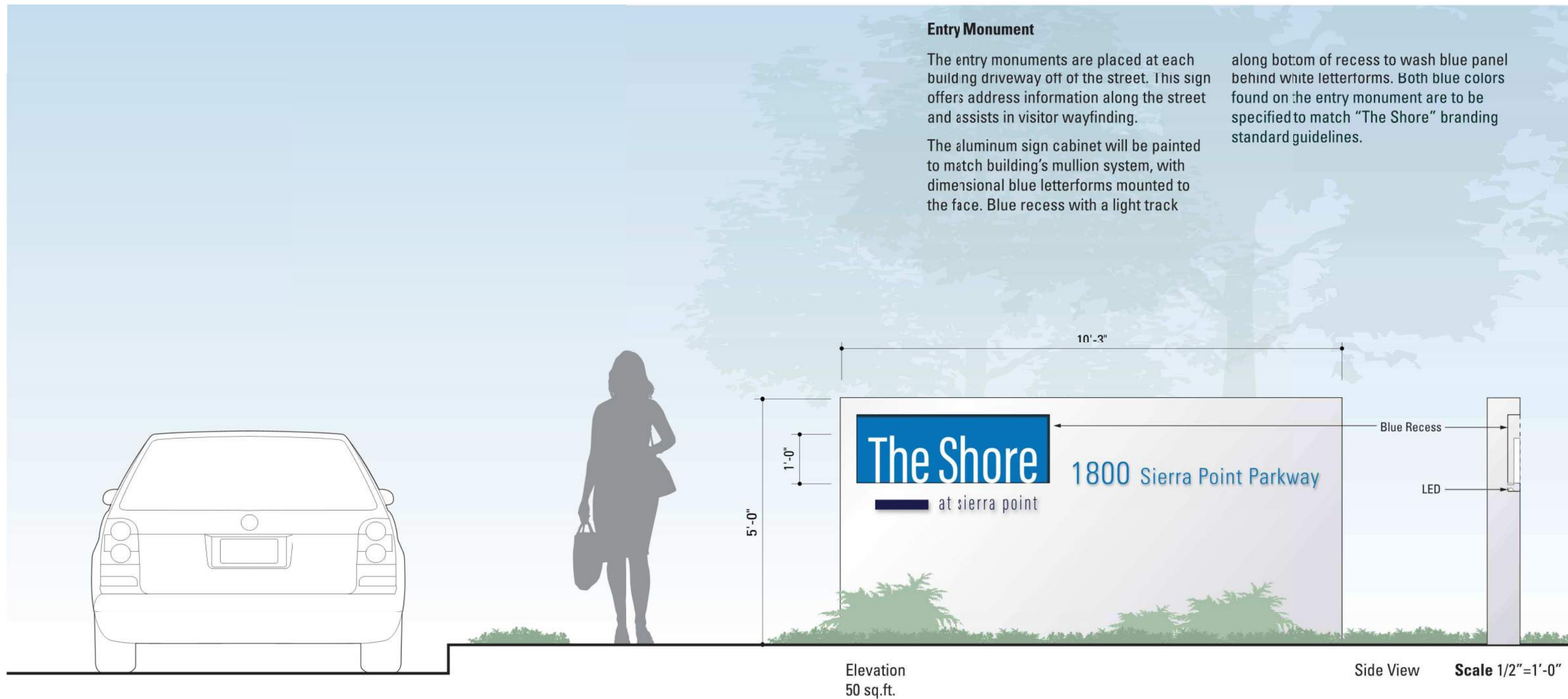
Plan View

Entry Monument

The entry monuments are placed at each building driveway off of the street. This sign offers address information along the street and assists in visitor wayfinding.

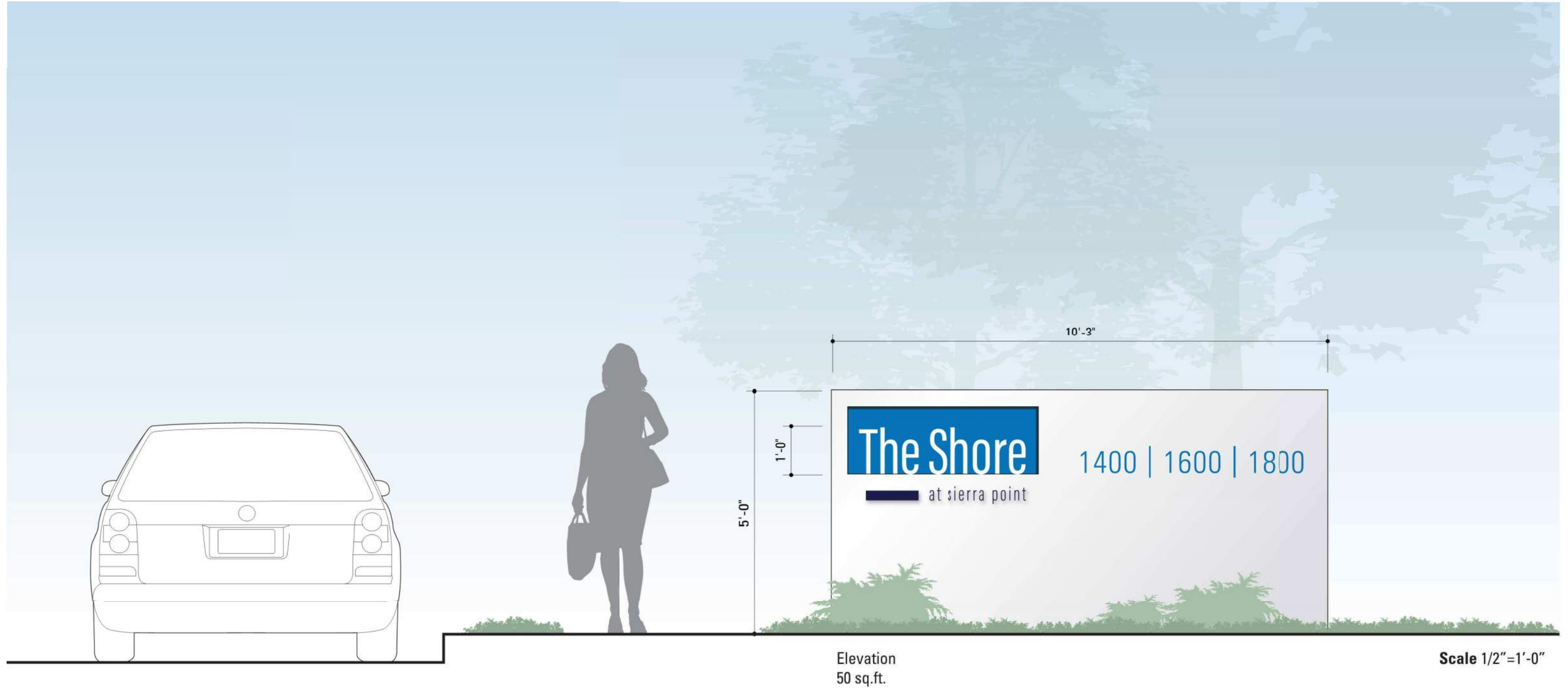
The aluminum sign cabinet will be painted to match building's mullion system, with dimensional blue letterforms mounted to the face. Blue recess with a light track

along bottom of recess to wash blue panel behind white letterforms. Both blue colors found on the entry monument are to be specified to match "The Shore" branding standard guidelines.





Plan View

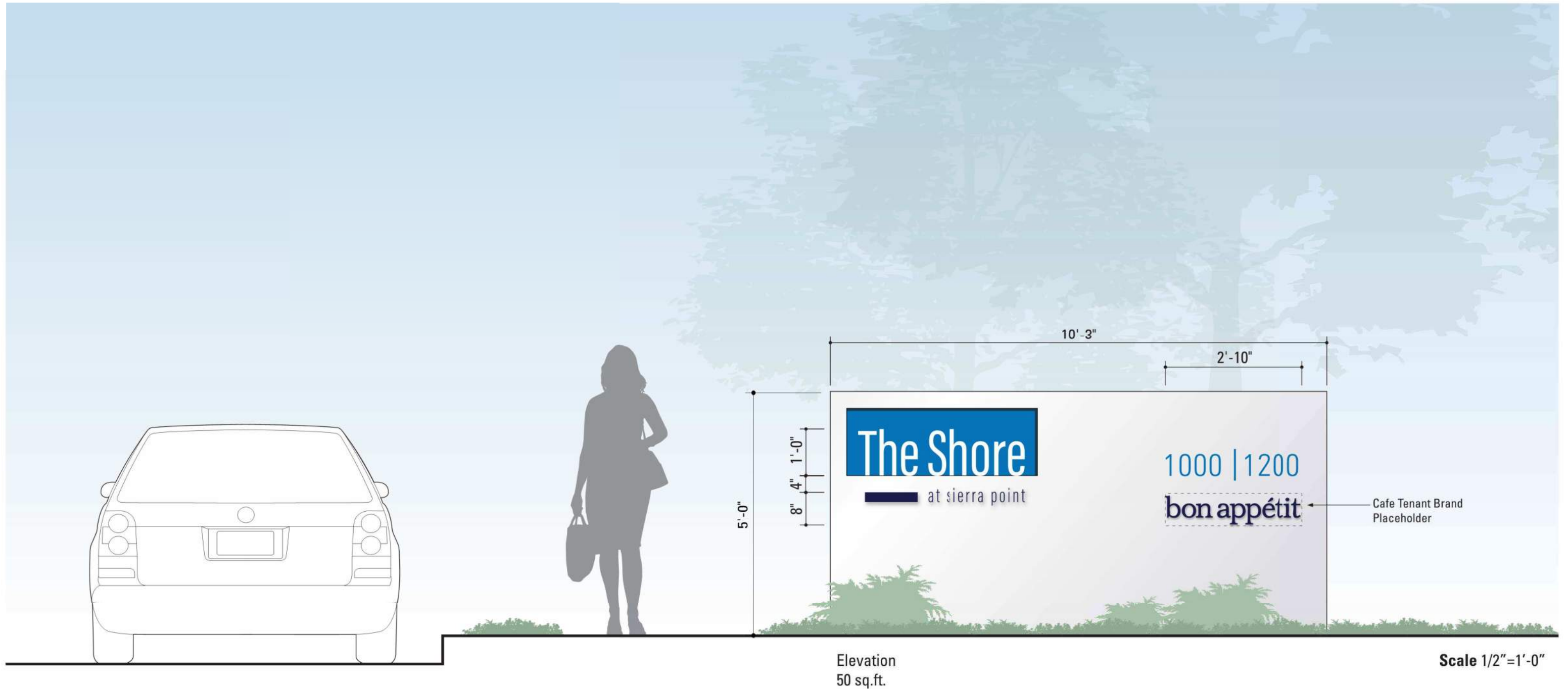


GROUND SIGNS: ENTRY MONUMENT M2B





Plan View



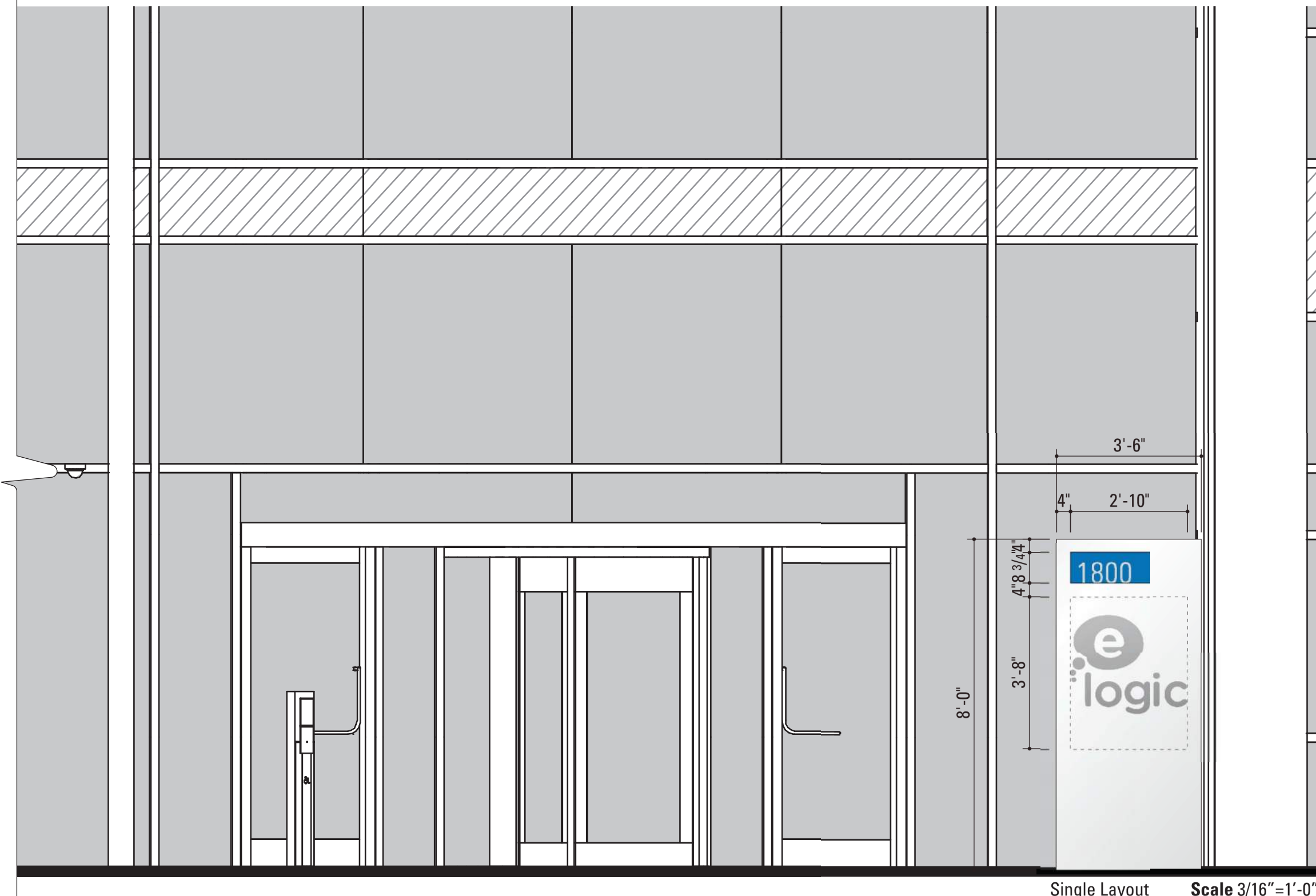
1200





GROUND SIGNS: ENTRY MONUMENT M2B - RENDERING



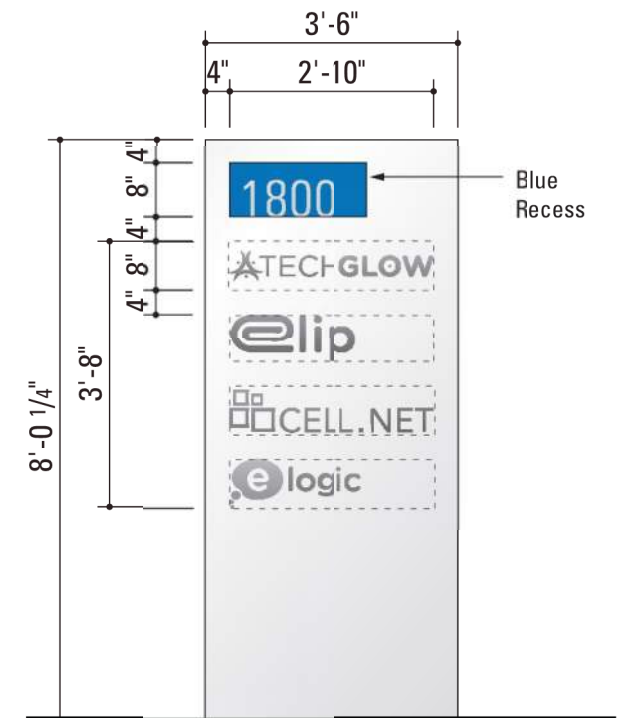


Single Layout Scale 3/16"=1'-0"

Tenant Building ID

The tenant ID signs will be placed at each building entrance plaza. Each tenant occupying one full floor or more has an opportunity on this sign. Tenants occupying the entire building may opt to use their logo instead.

The aluminum sign cabinet will be painted to match building's mullion system. Logos to be applied vinyl graphics, color to match Gerber Dark Grey 220-41. Blue recess with a light track along bottom to wash blue panel behind address. Blue color to be specified to match "The Shore" branding standard guidelines.



Multi-tenant Layout Elevation 28 sq.ft.

GROUND SIGNS: TENANT MONUMENT





GROUND SIGNS: TENANT MONUMENT - RENDERING



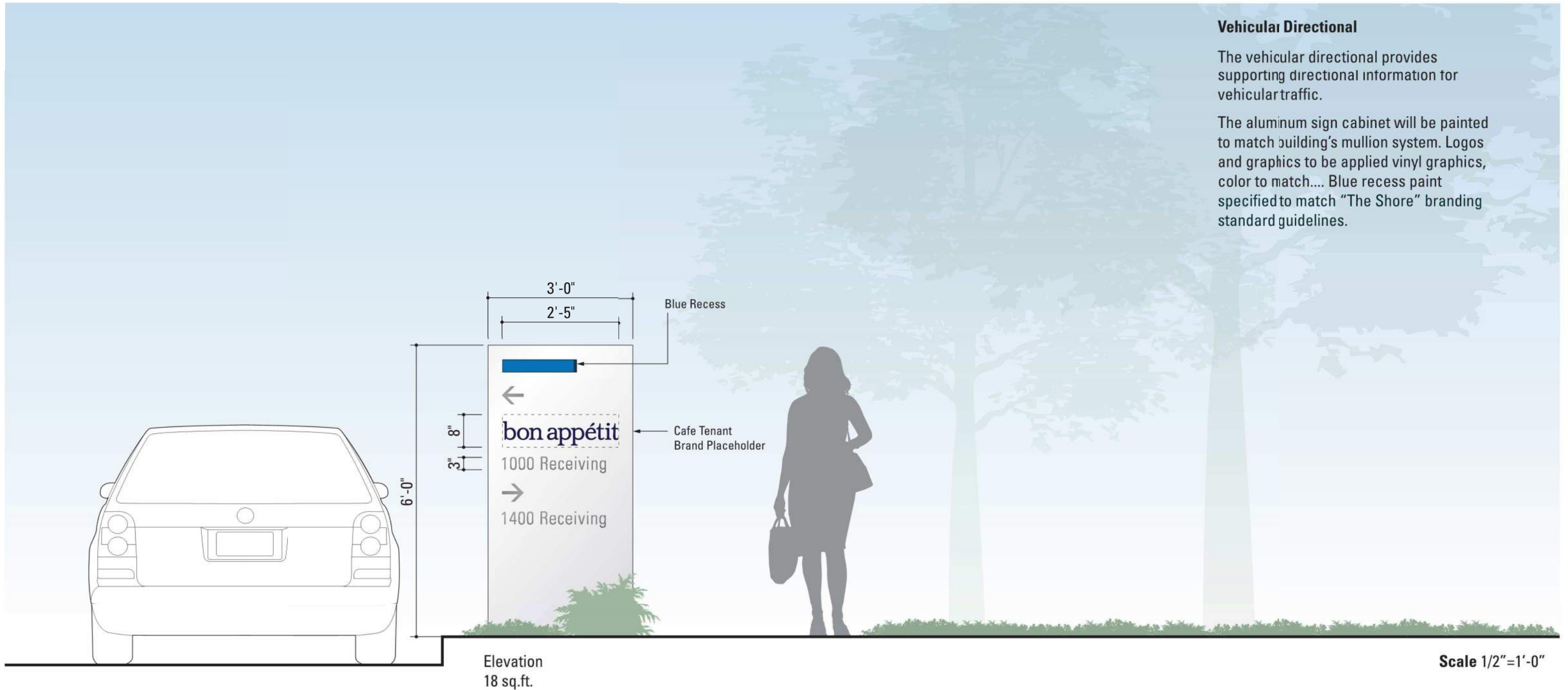


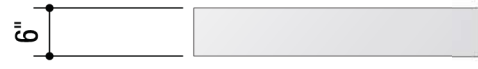
Plan View

Vehicular Directional

The vehicular directional provides supporting directional information for vehicular traffic.

The aluminum sign cabinet will be painted to match building's mullion system. Logos and graphics to be applied vinyl graphics, color to match.... Blue recess paint specified to match "The Shore" branding standard guidelines.



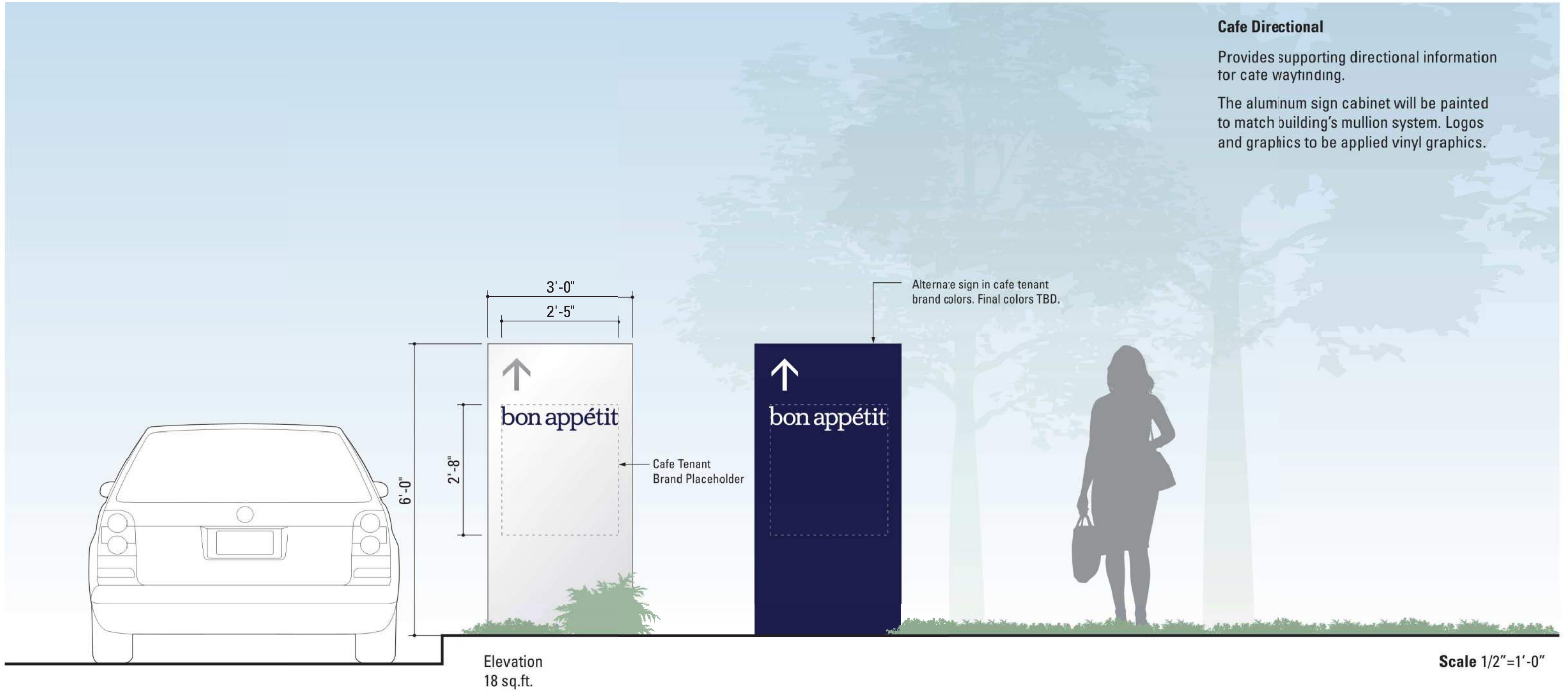


Plan View

Cafe Directional

Provides supporting directional information for cafe wayfinding.

The aluminum sign cabinet will be painted to match building's mullion system. Logos and graphics to be applied vinyl graphics.





Pedestrian Directional

Provides supporting directional information for pedestrian traffic.

The aluminum sign cabinet will be painted to match building's mullion system. Graphics to be applied vinyl graphics, color to match Gerber Dark Grey 220-41. Blue recess paint specified to match "The Shore" branding standard guidelines.



Elevation
8 sq.ft.

Scale 1/2"=1'-0"




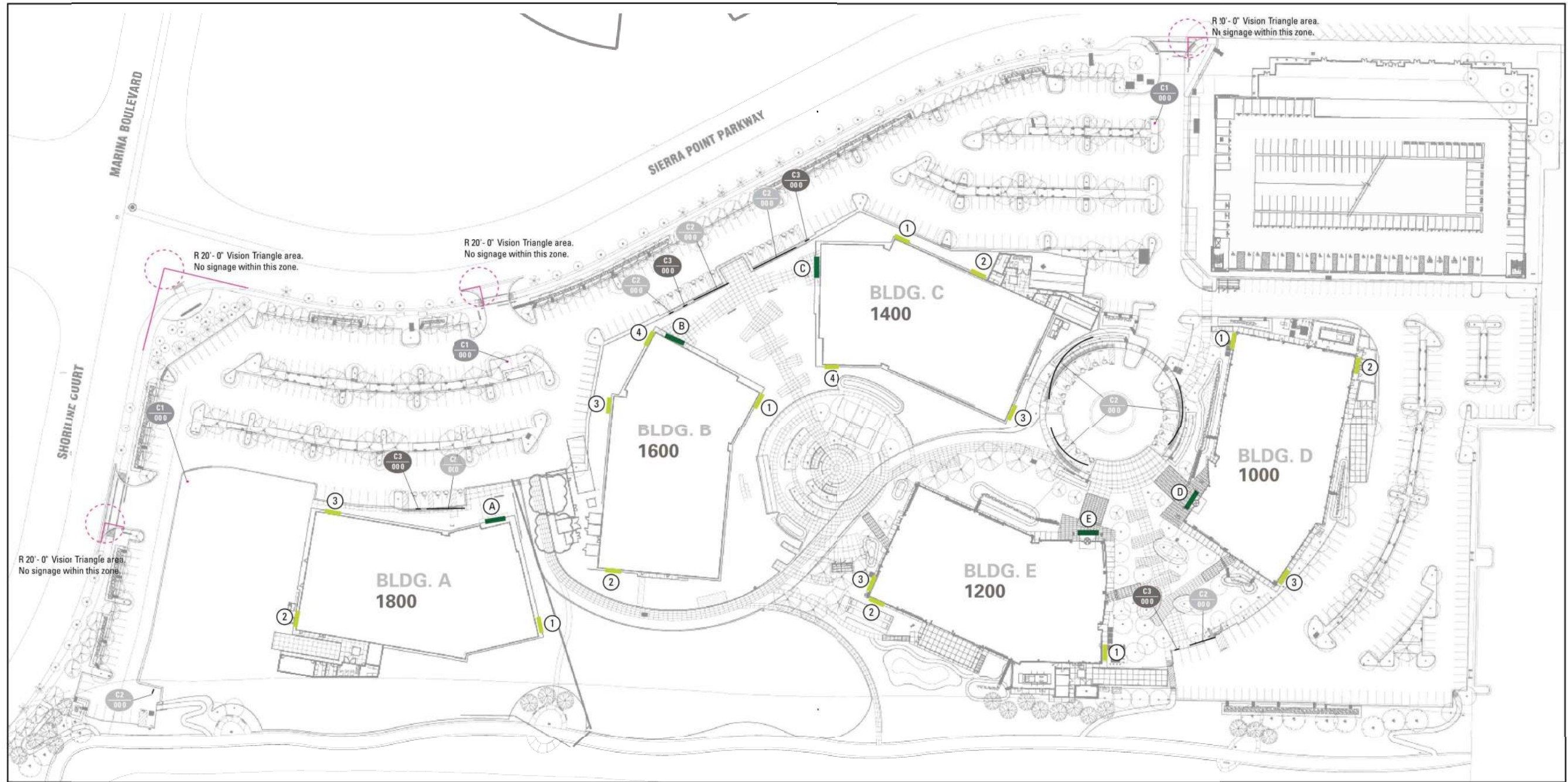
CODE SIGNAGE

Address Signs

- Primary Building Address
- Secondary Building Address

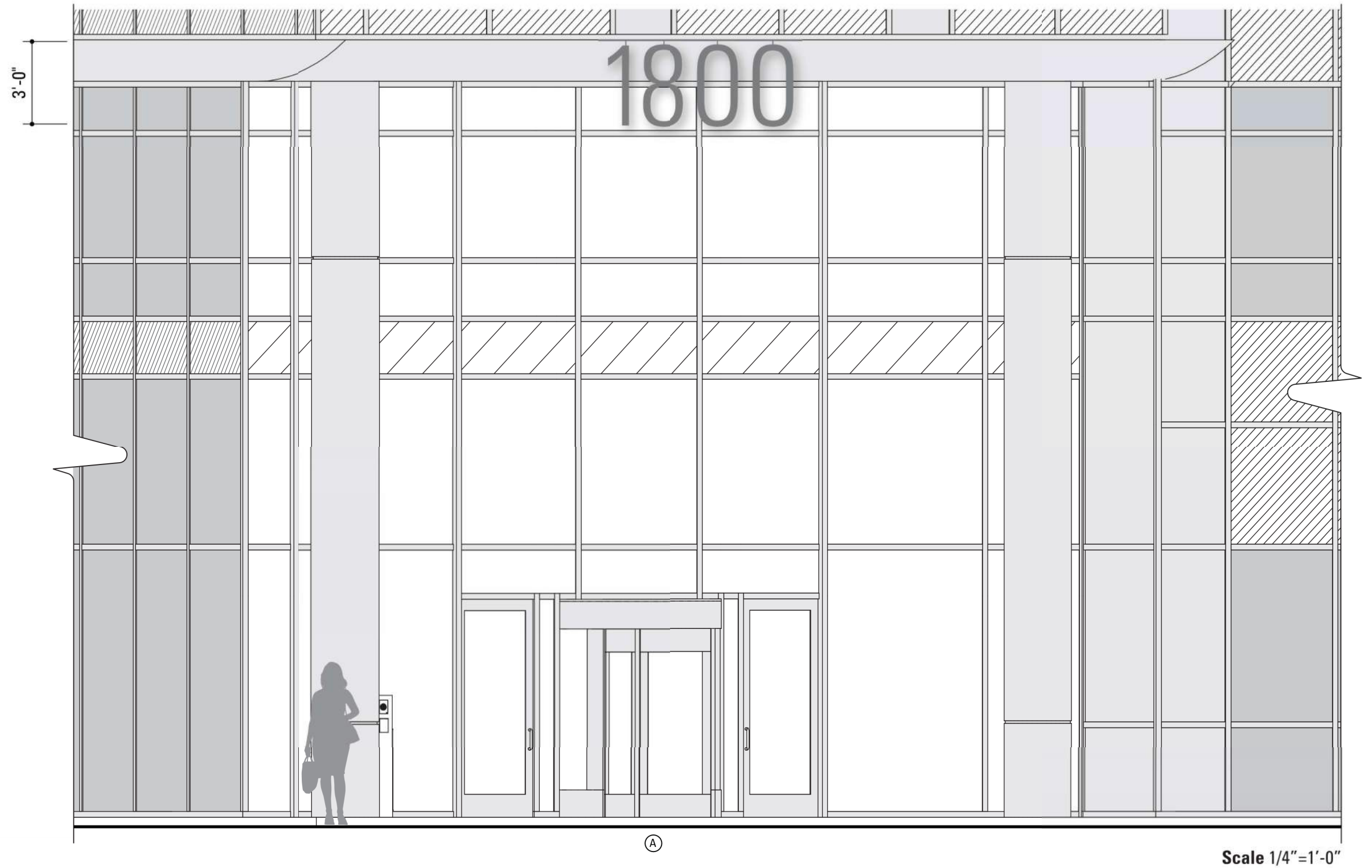
Code Signage

-  C1 000 Tow Warning Sign
-  C2 000 Accessible Parking Stall Sign
-  C3 000 Van Accessible Parking Stall Sign



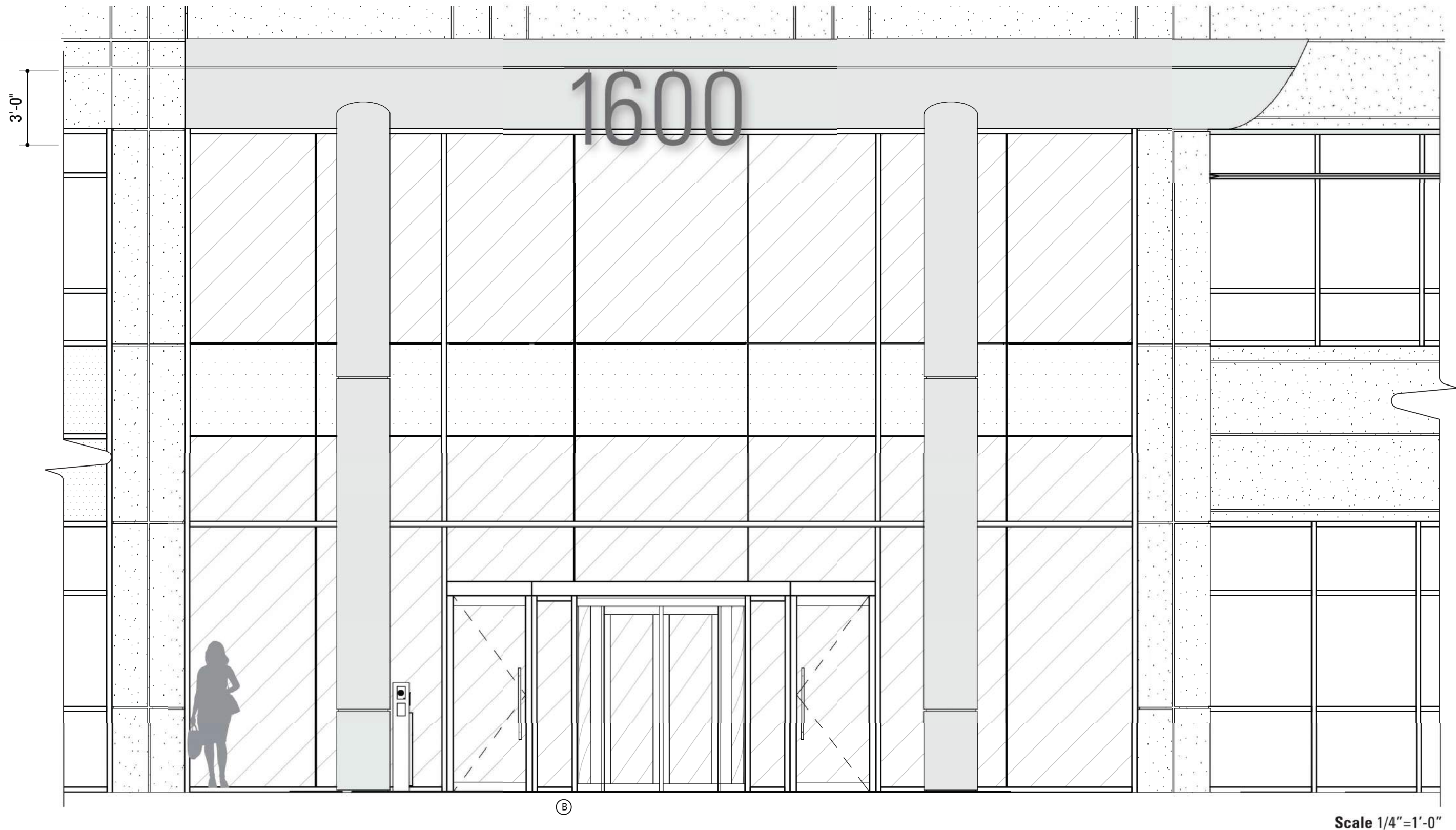
Building Address

This is the primary building address. Each building will have fabricated aluminum numerals. Letterforms are internally face-lit with LED components. Returns and backs to match architectural finish. This sign mounted above the doors at major building entrance.

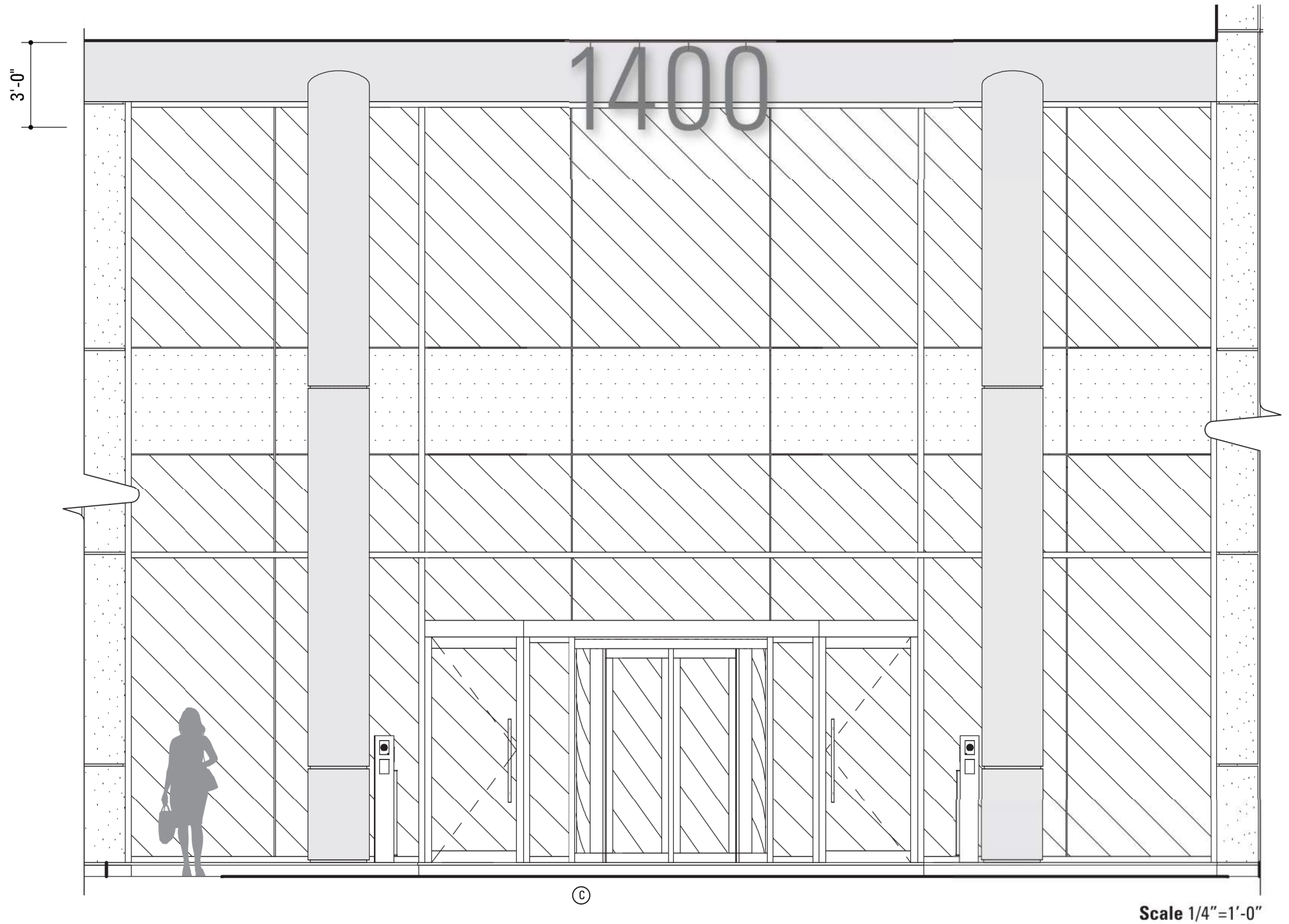


CODE SIGNS: PRIMARY BUILDING ADDRESS

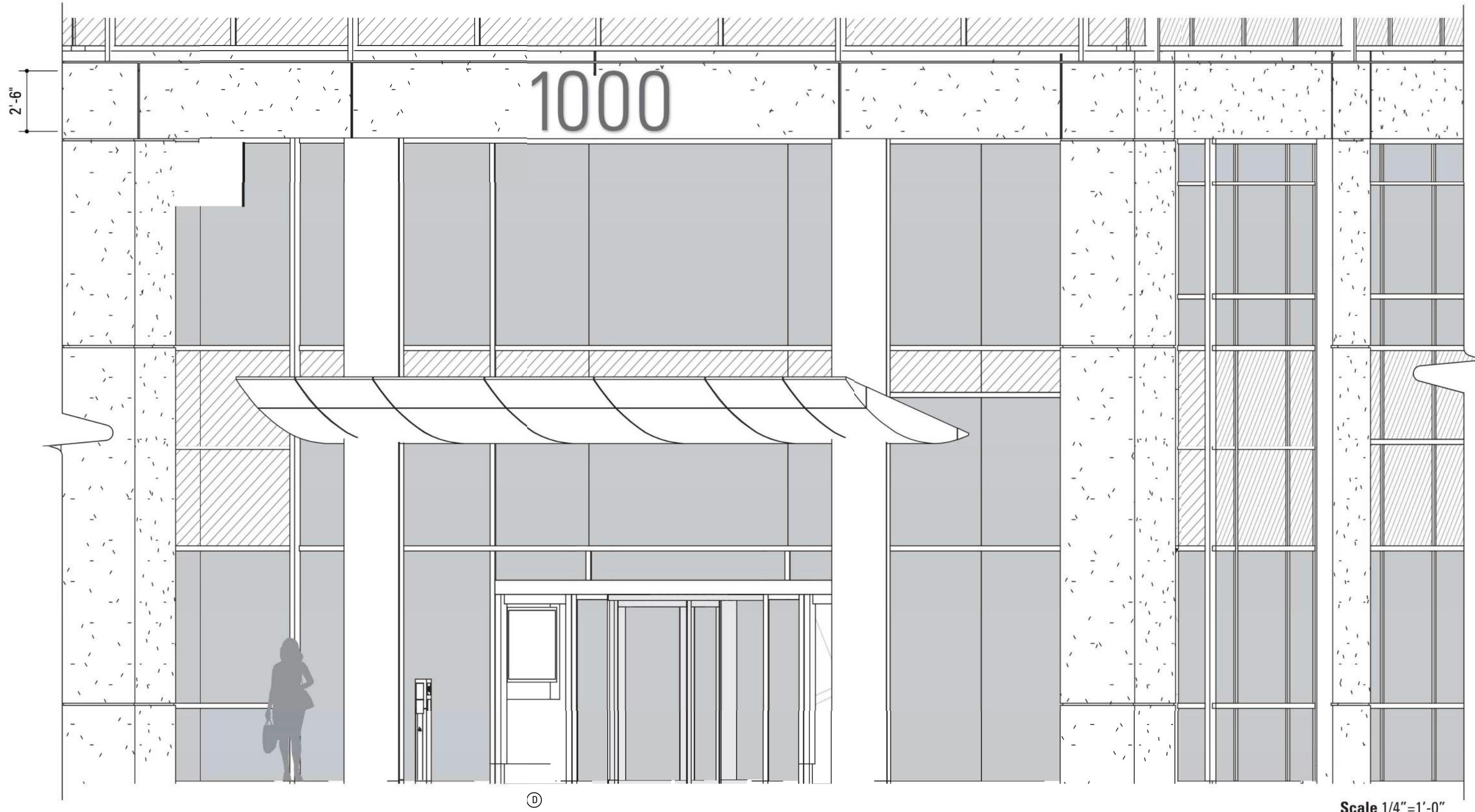




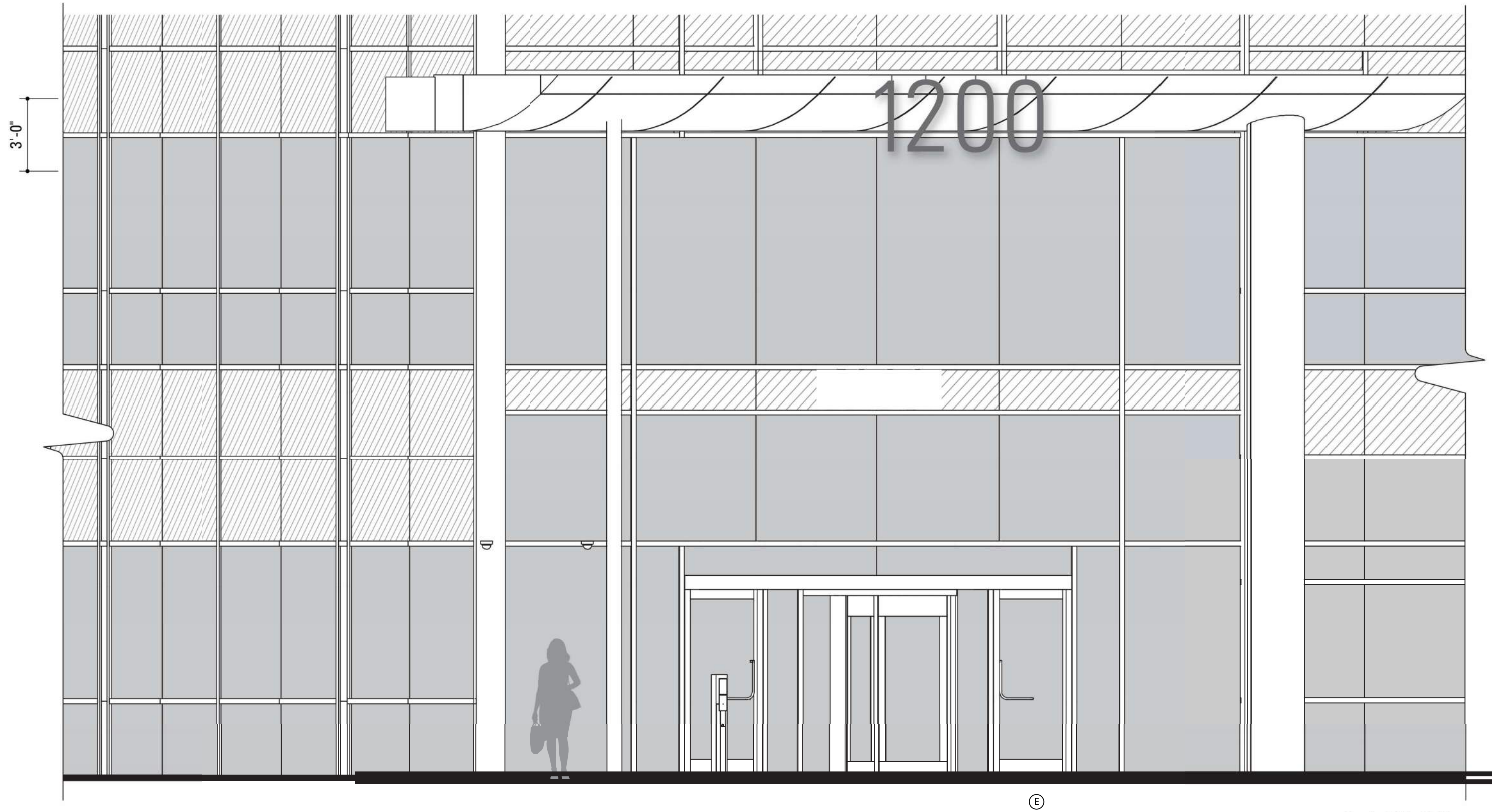
CODE SIGNS: PRIMARY BUILDING ADDRESS



CODE SIGNS: PRIMARY BUILDING ADDRESS



CODE SIGNS: PRIMARY BUILDING ADDRESS

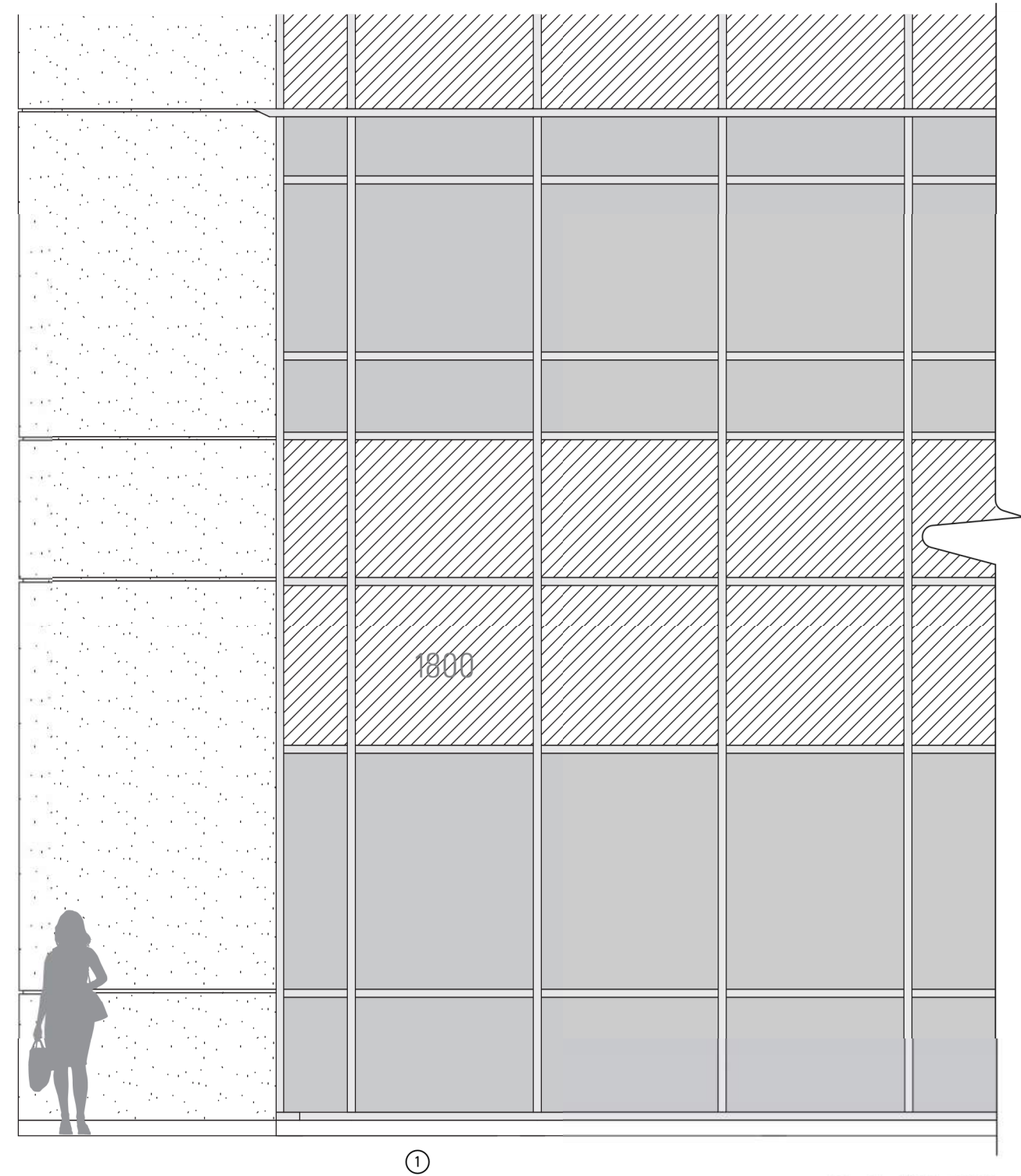
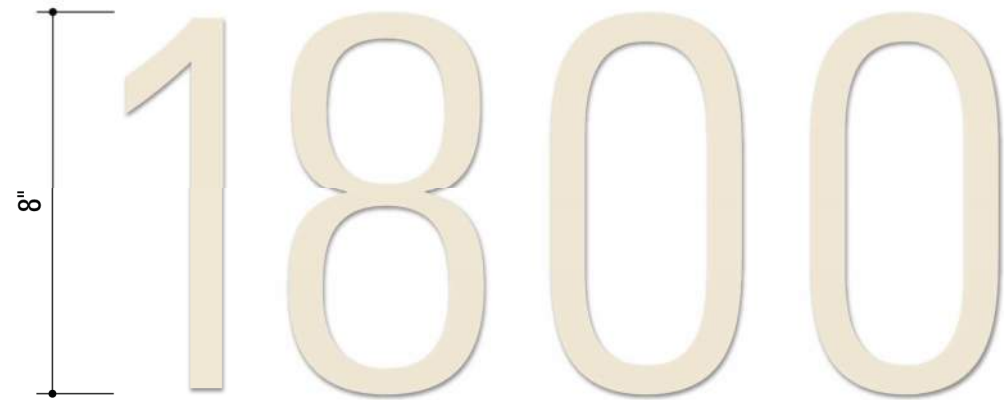


Scale 1/4"=1'-0"

CODE SIGNS: PRIMARY BUILDING ADDRESS

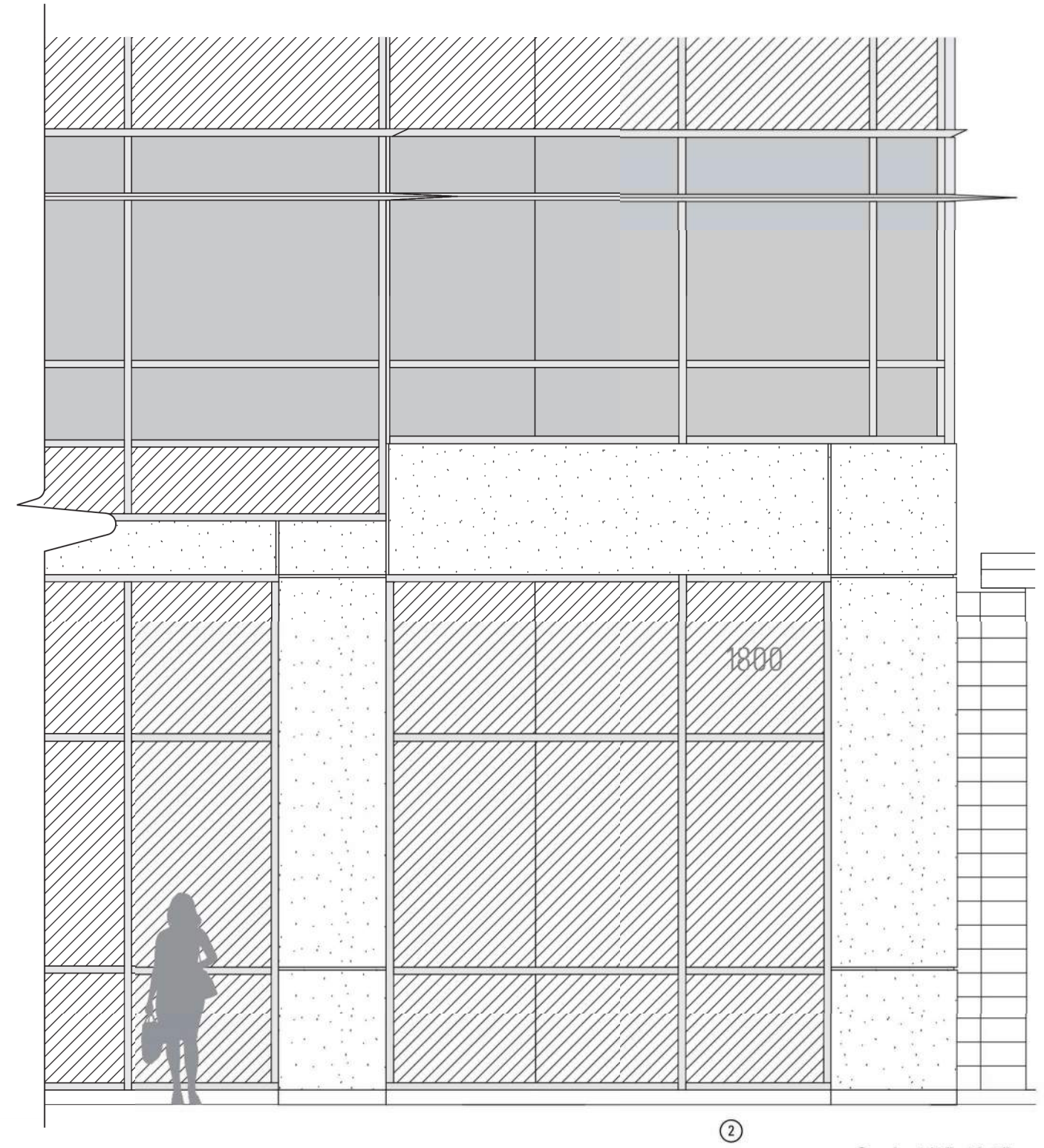
Building Address, Secondary

This sign is placed at secondary building locations for visibility in general wayfinding and emergencies. The numerals are aluminum painted to match architectural finishes.



Scale 1/4"=1'-0"

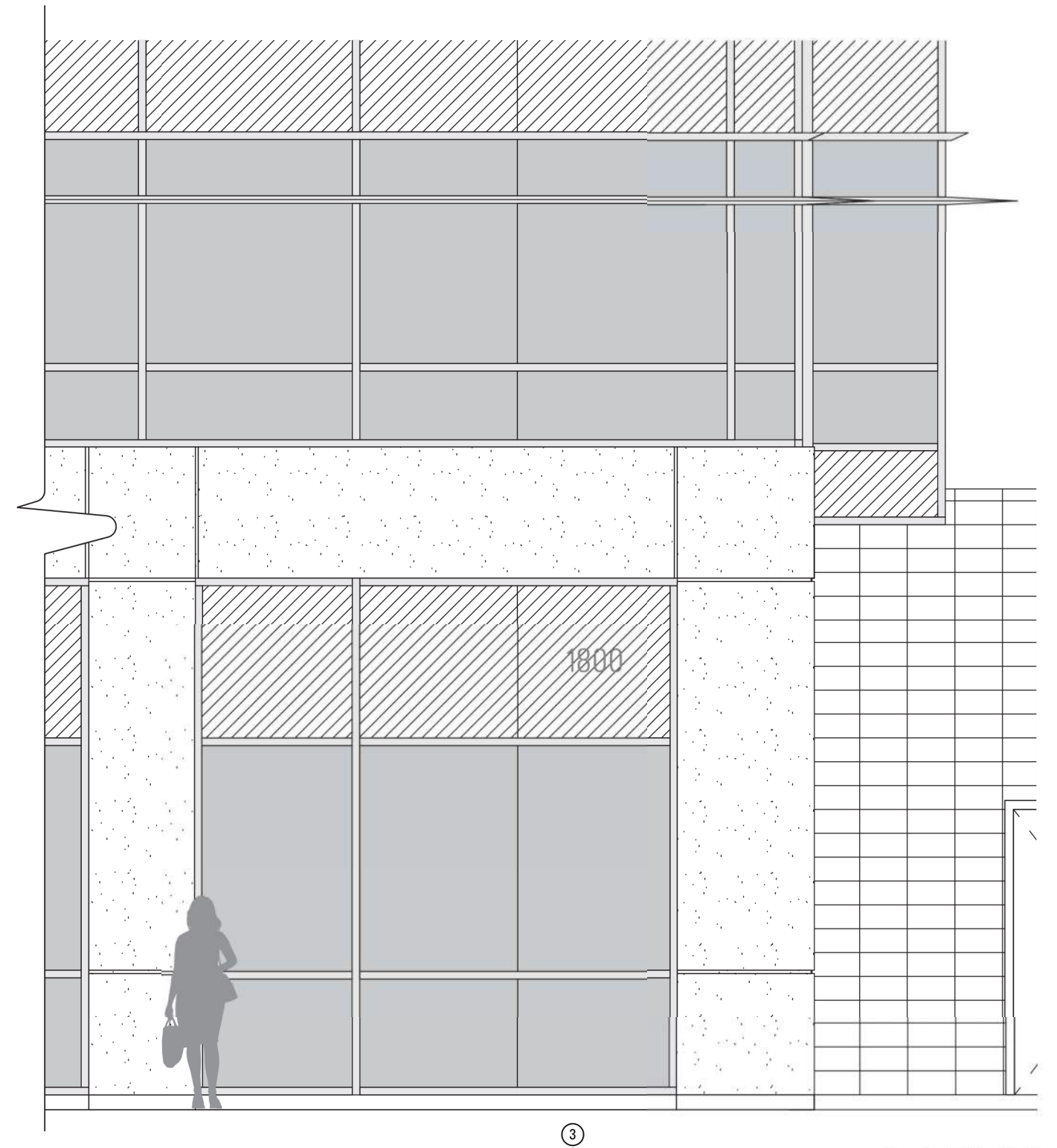
8" 1800



Scale 1/4"=1'-0"

CODE SIGNS: SECONDARY BUILDING ADDRESS

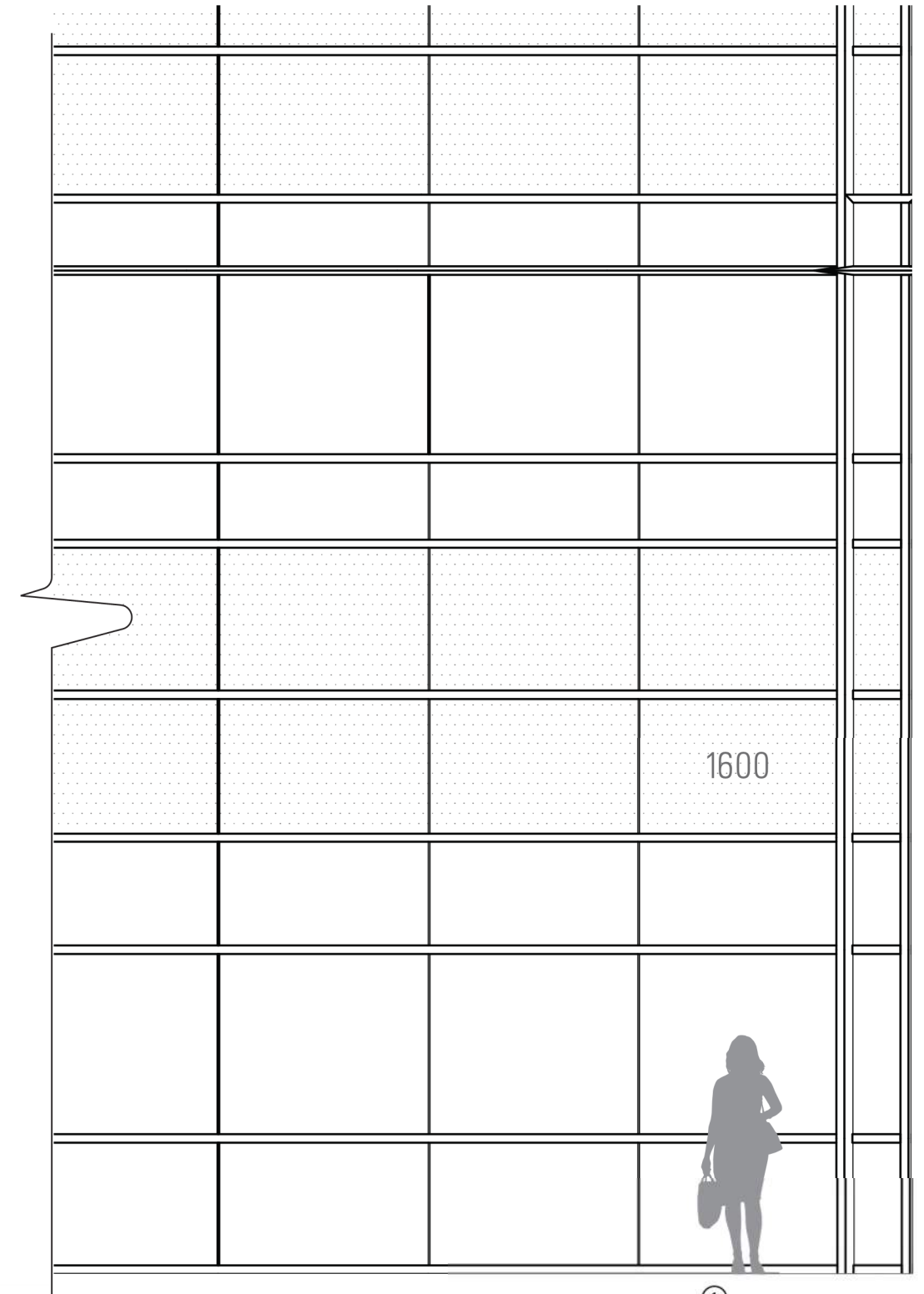
8" 1800



Scale 1/4"=1'-0"

CODE SIGNS: SECONDARY BUILDING ADDRESS

8"
1600



①
Scale 1/4"=1'-0"

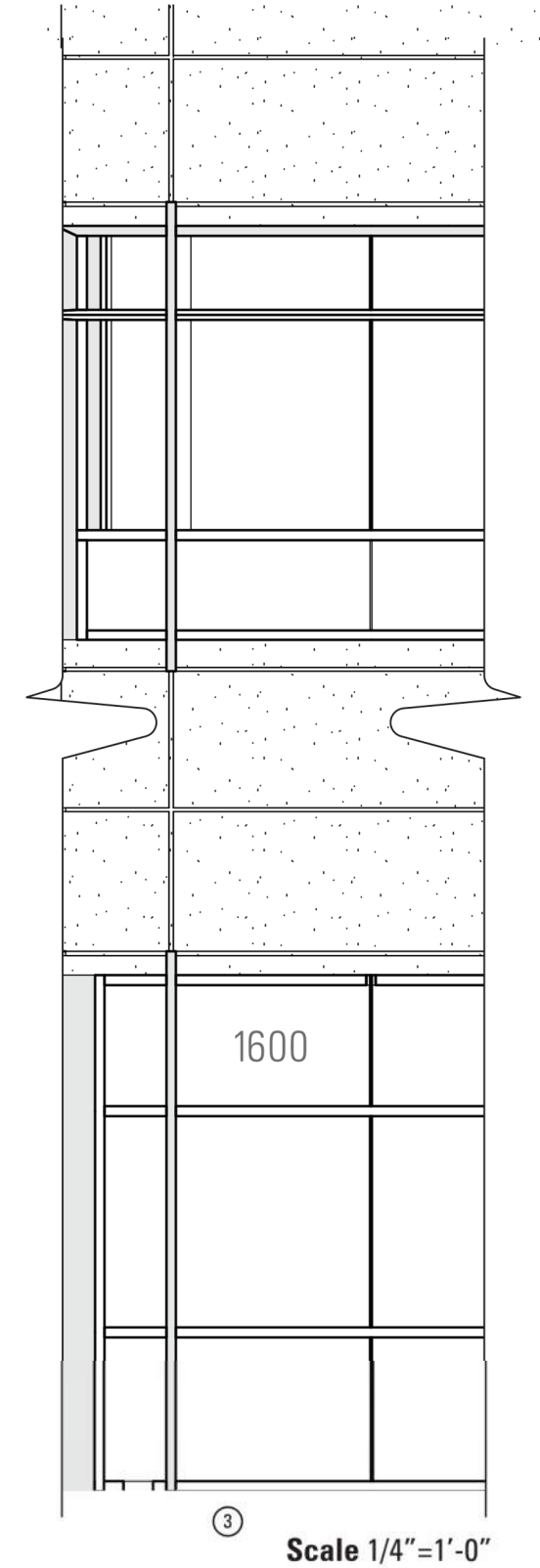
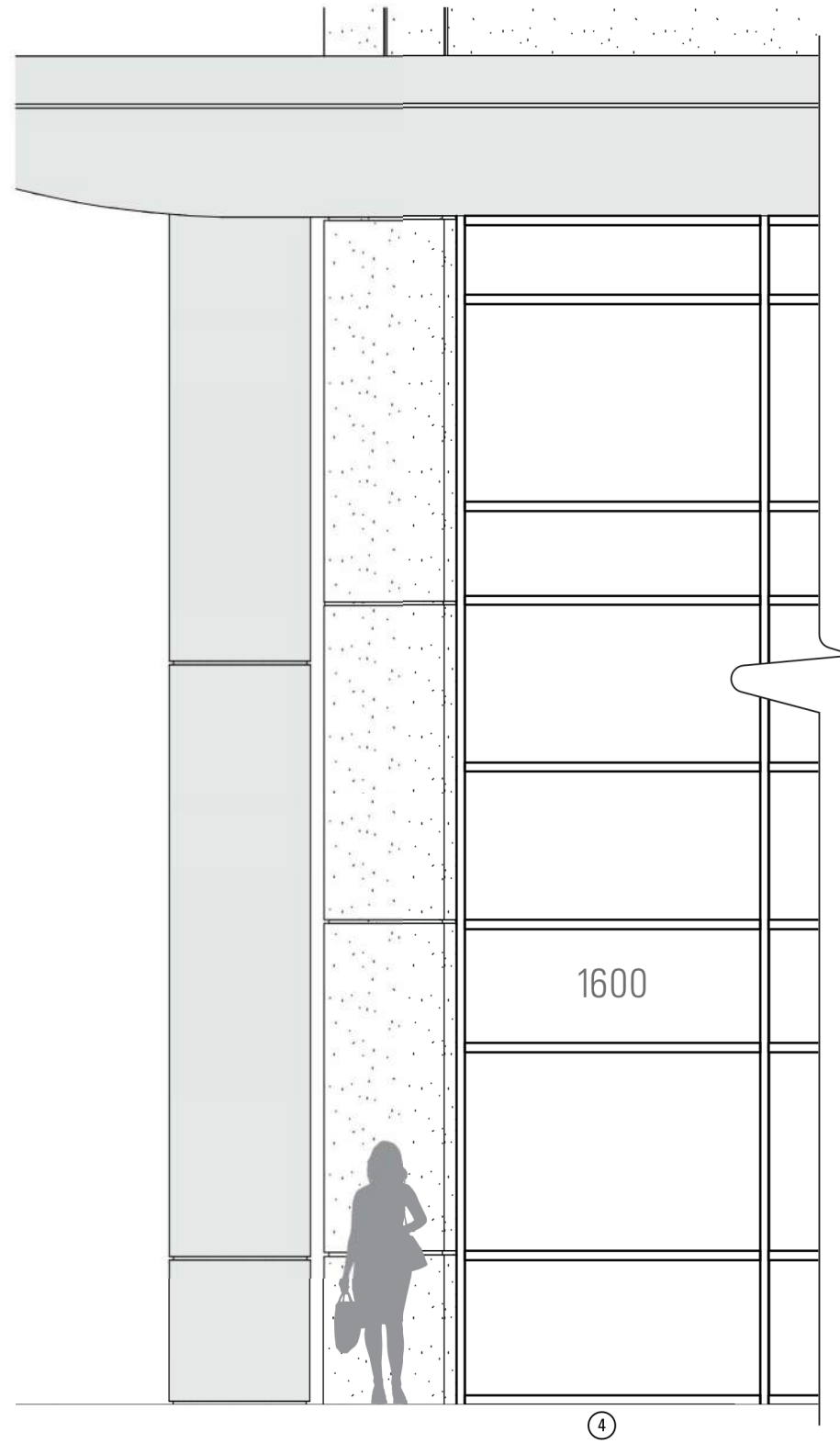
CODE SIGNS: SECONDARY BUILDING ADDRESS



8" 1600

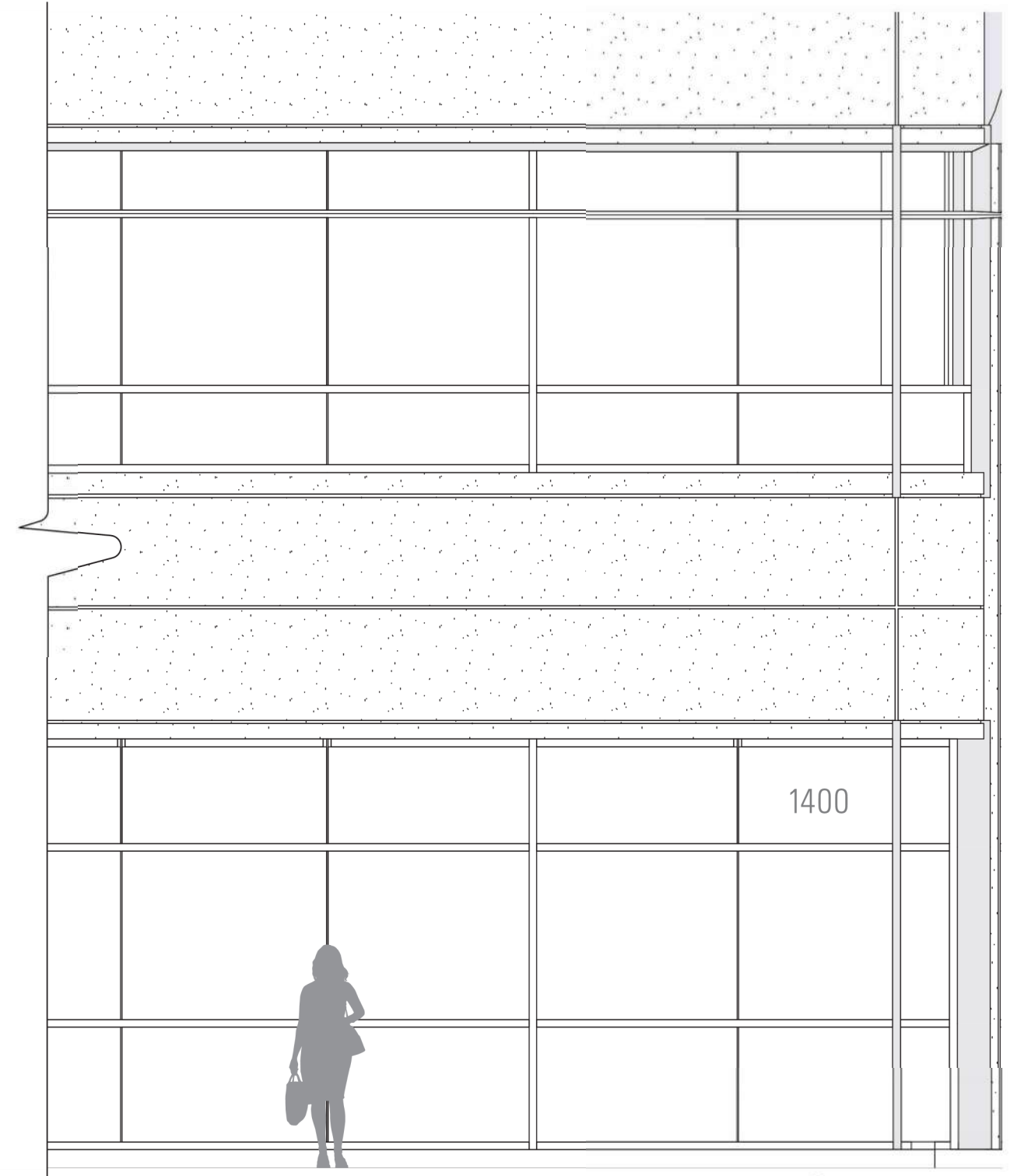


8" 16000



CODE SIGNS: SECONDARY BUILDING ADDRESS

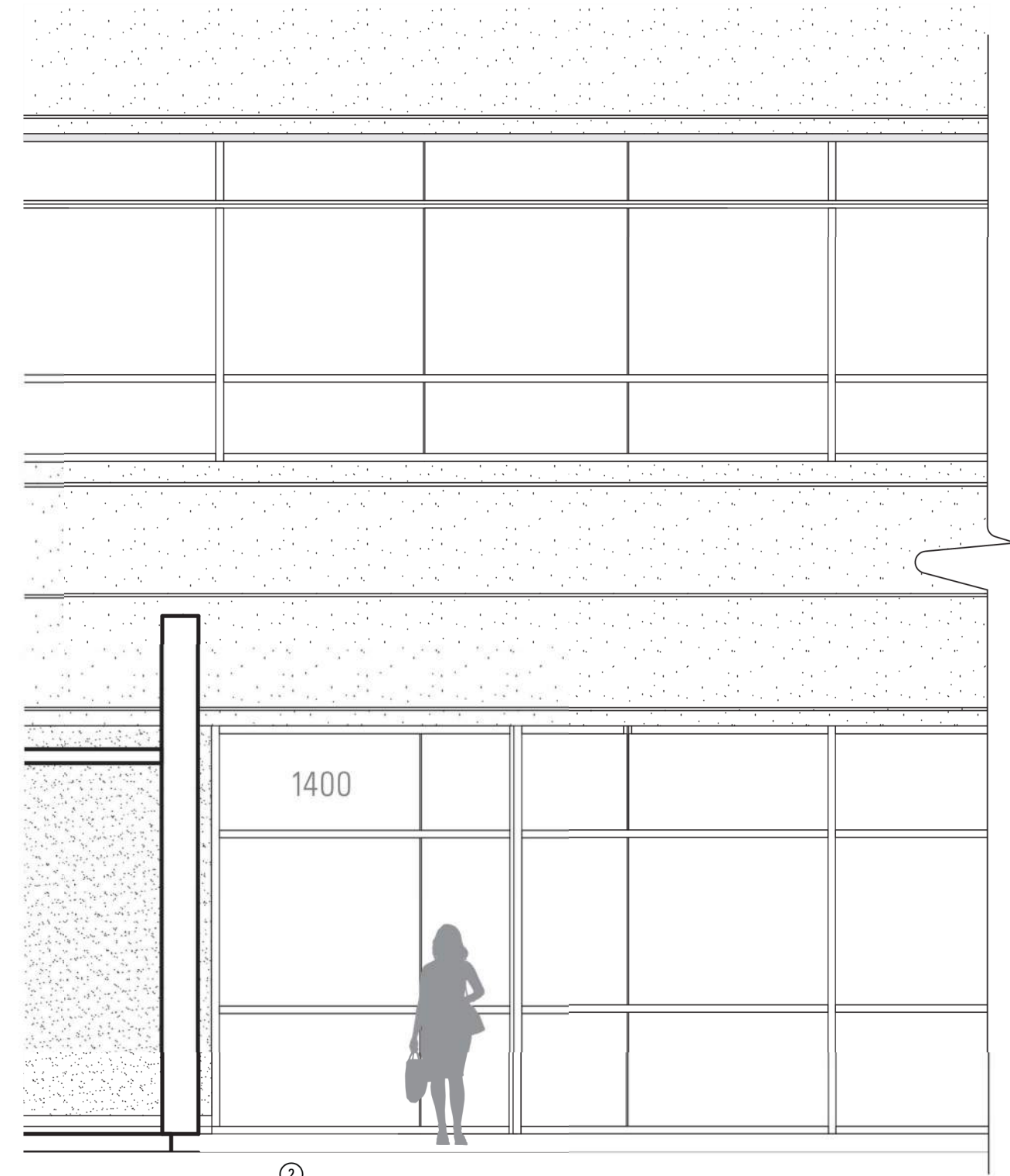
8" 1400



① Scale 1/4" = 1'-0"

CODE SIGNS: SECONDARY BUILDING ADDRESS

8" 1400

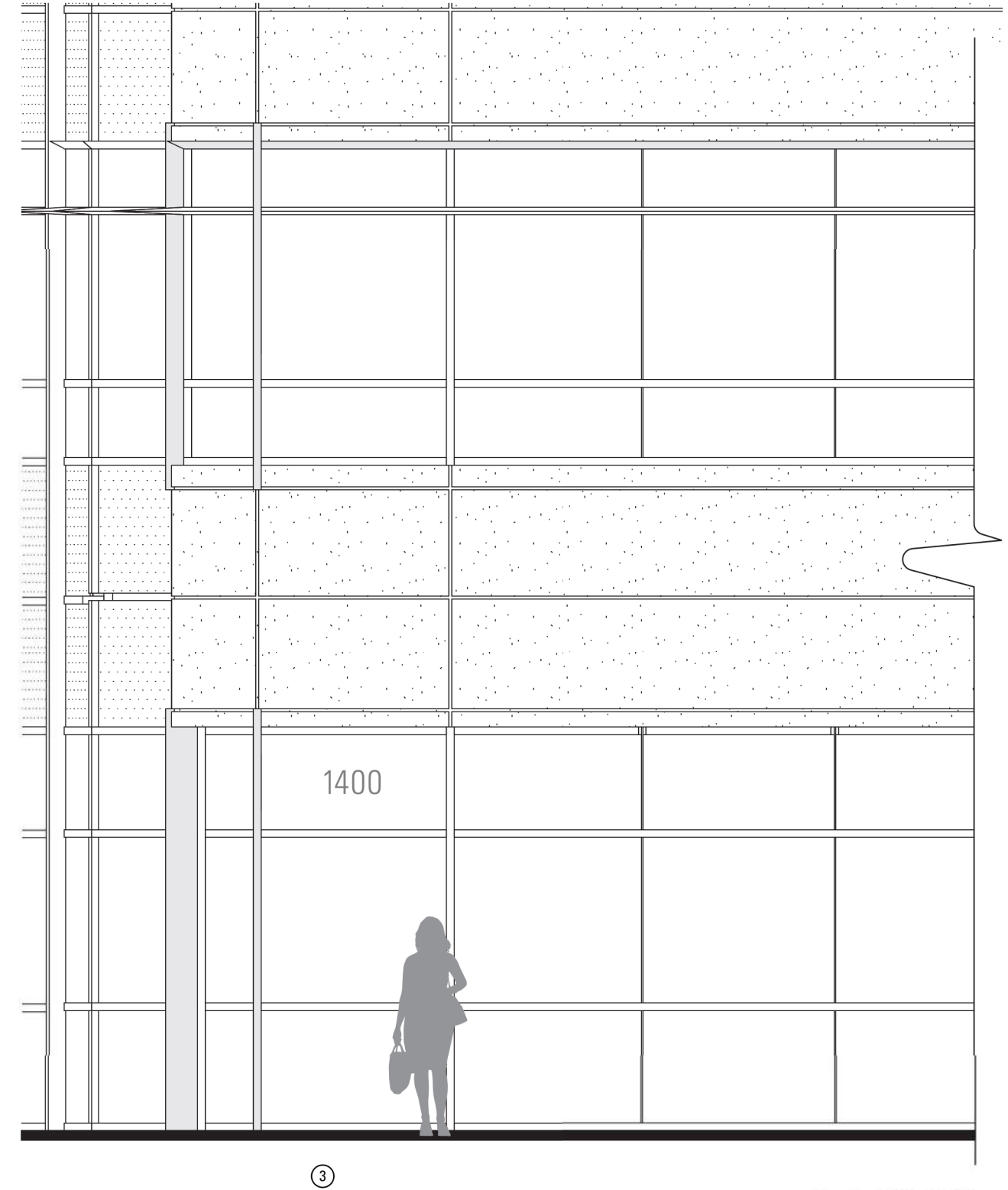


Scale 1/4"=1'-0"

CODE SIGNS: SECONDARY BUILDING ADDRESS



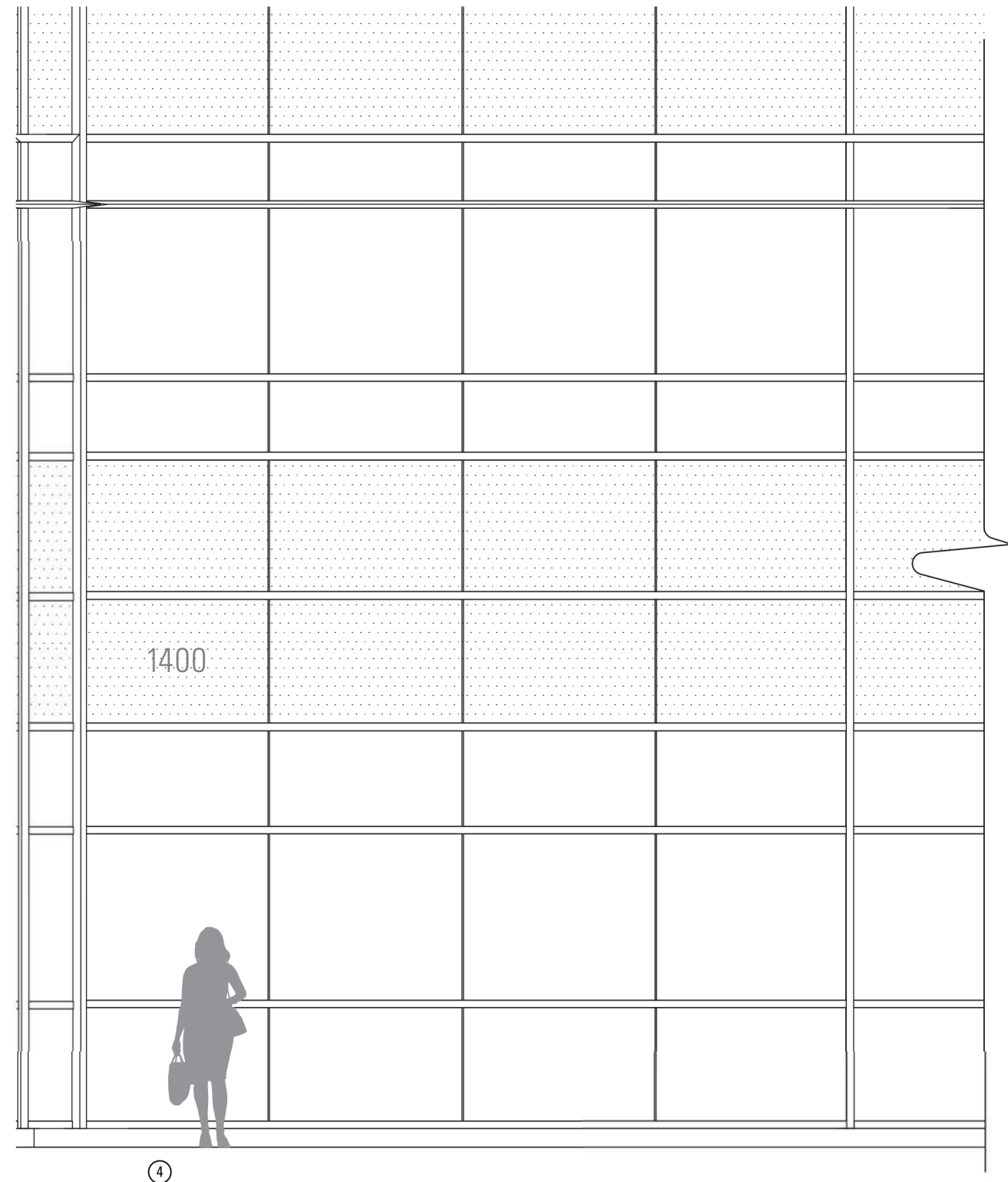
3
14000



Scale 1/4" = 1'-0"

CODE SIGNS: SECONDARY BUILDING ADDRESS

8" 14000

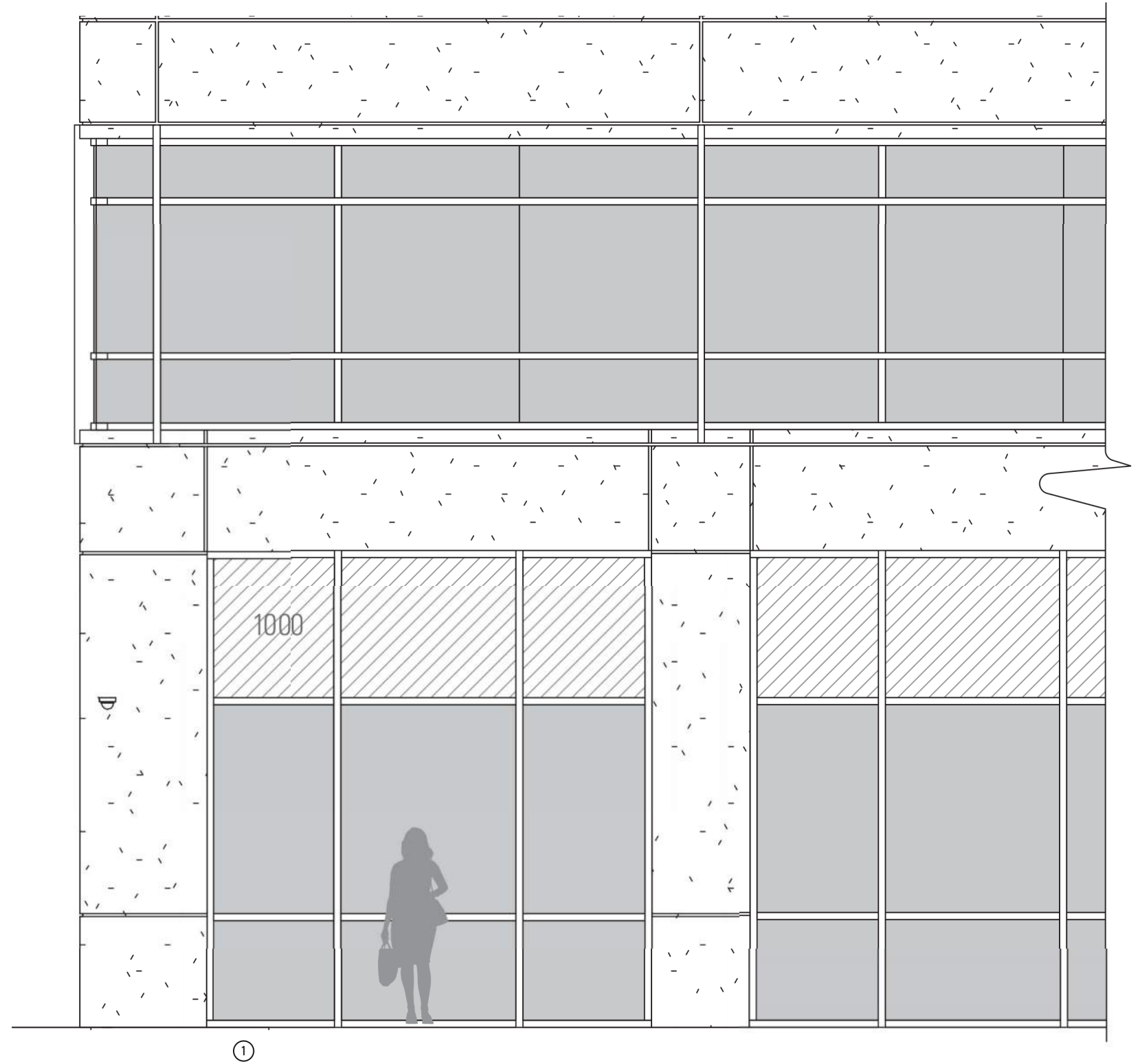


Scale 1/4"=1'-0"

CODE SIGNS: SECONDARY BUILDING ADDRESS



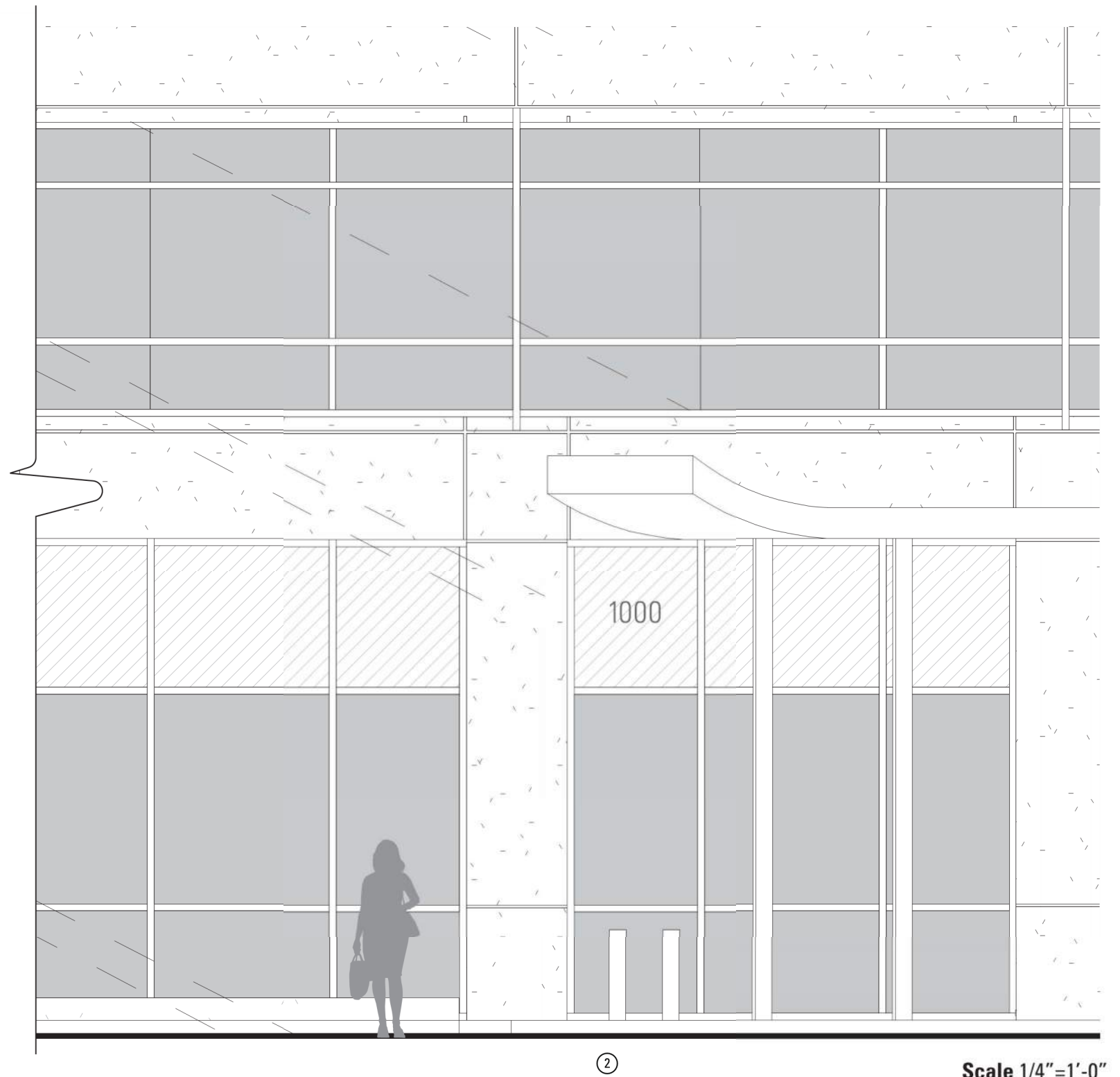
8'
1000



Scale 1/4" = 1'-0"

CODE SIGNS: SECONDARY BUILDING ADDRESS

8" 1000

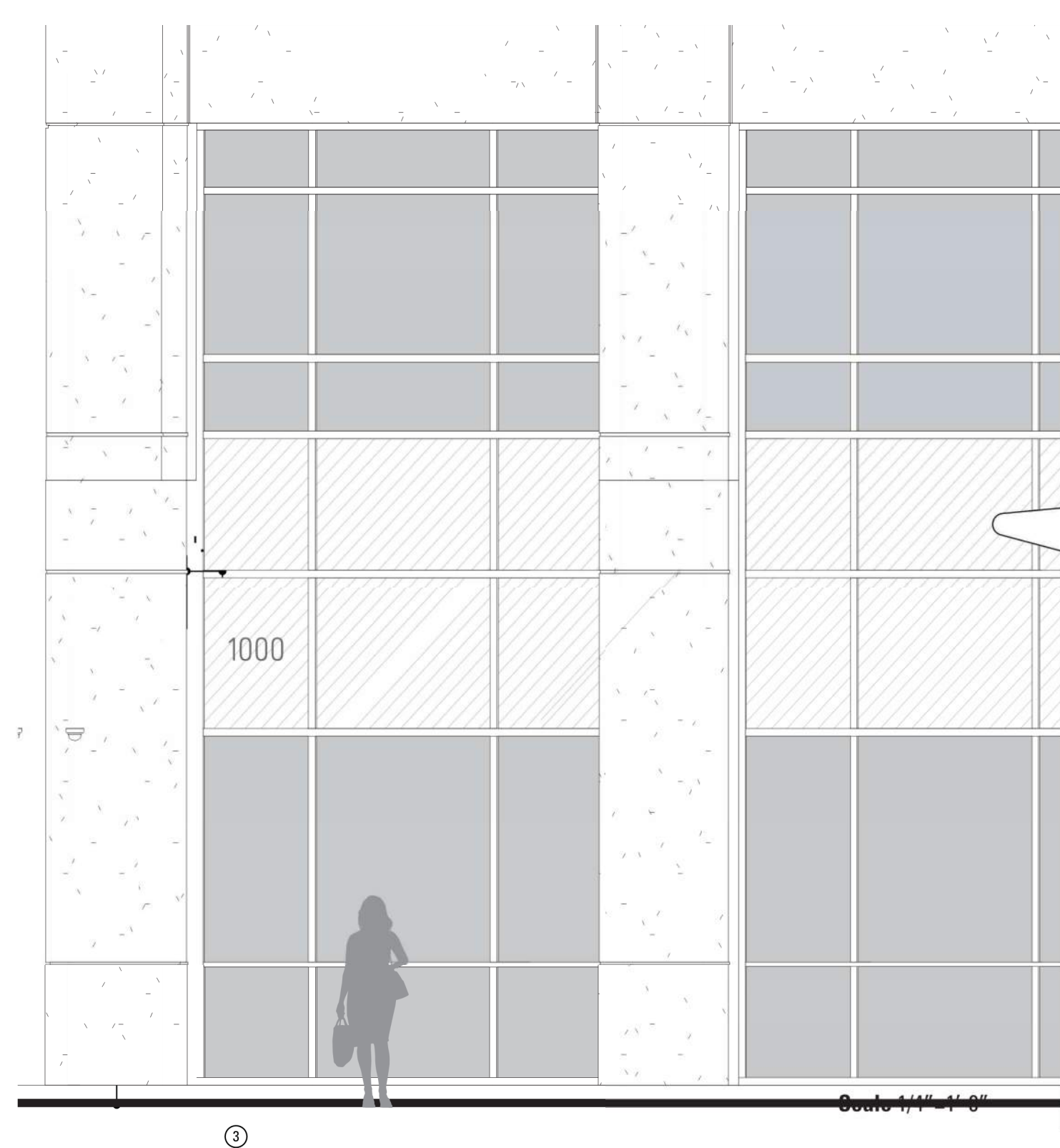


Scale 1/4"=1'-0"

CODE SIGNS: SECONDARY BUILDING ADDRESS

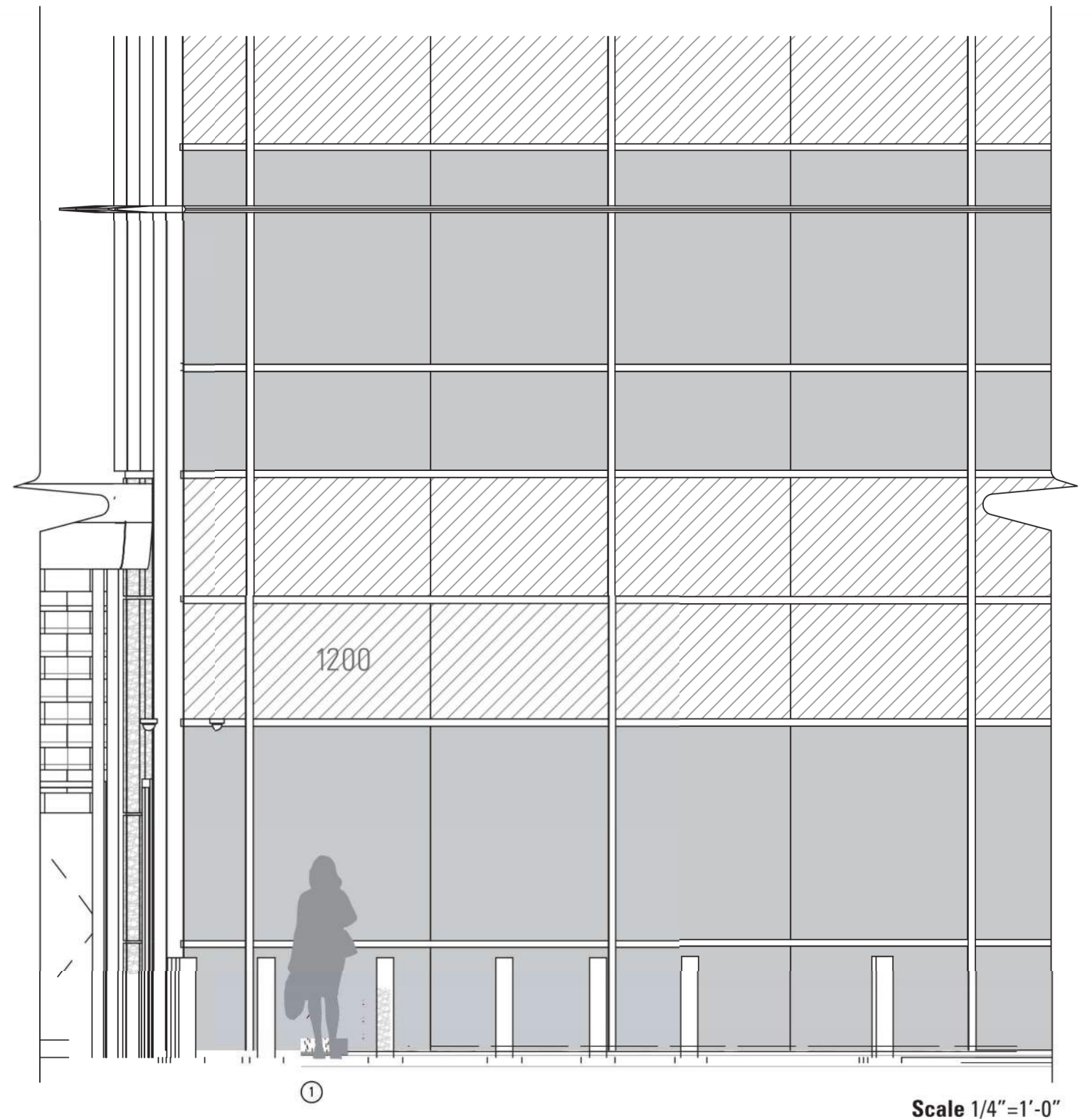


8" 1000



CODE SIGNS: SECONDARY BUILDING ADDRESS

8" 1200

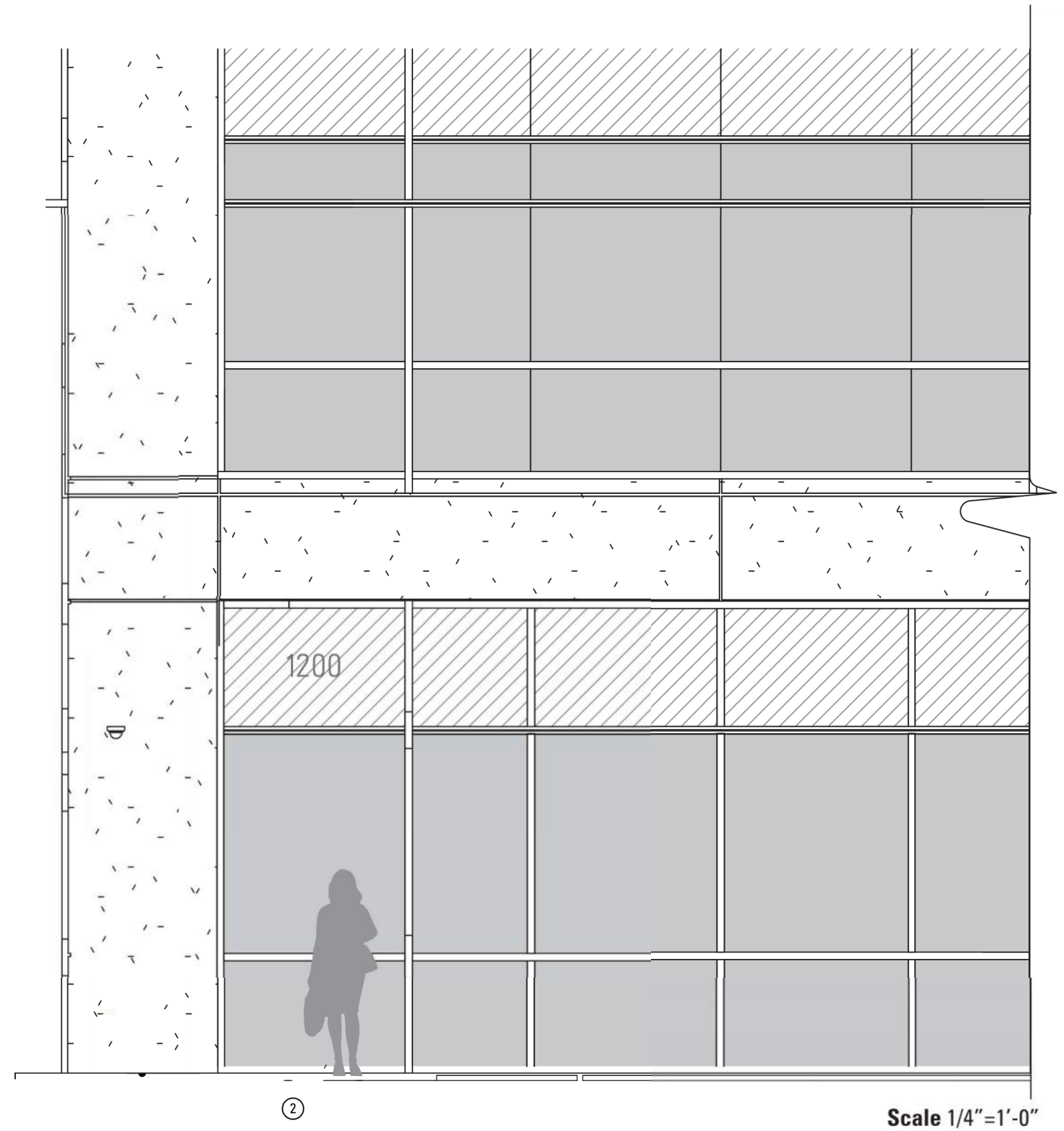


Scale 1/4"=1'-0"

CODE SIGNS: SECONDARY BUILDING ADDRESS

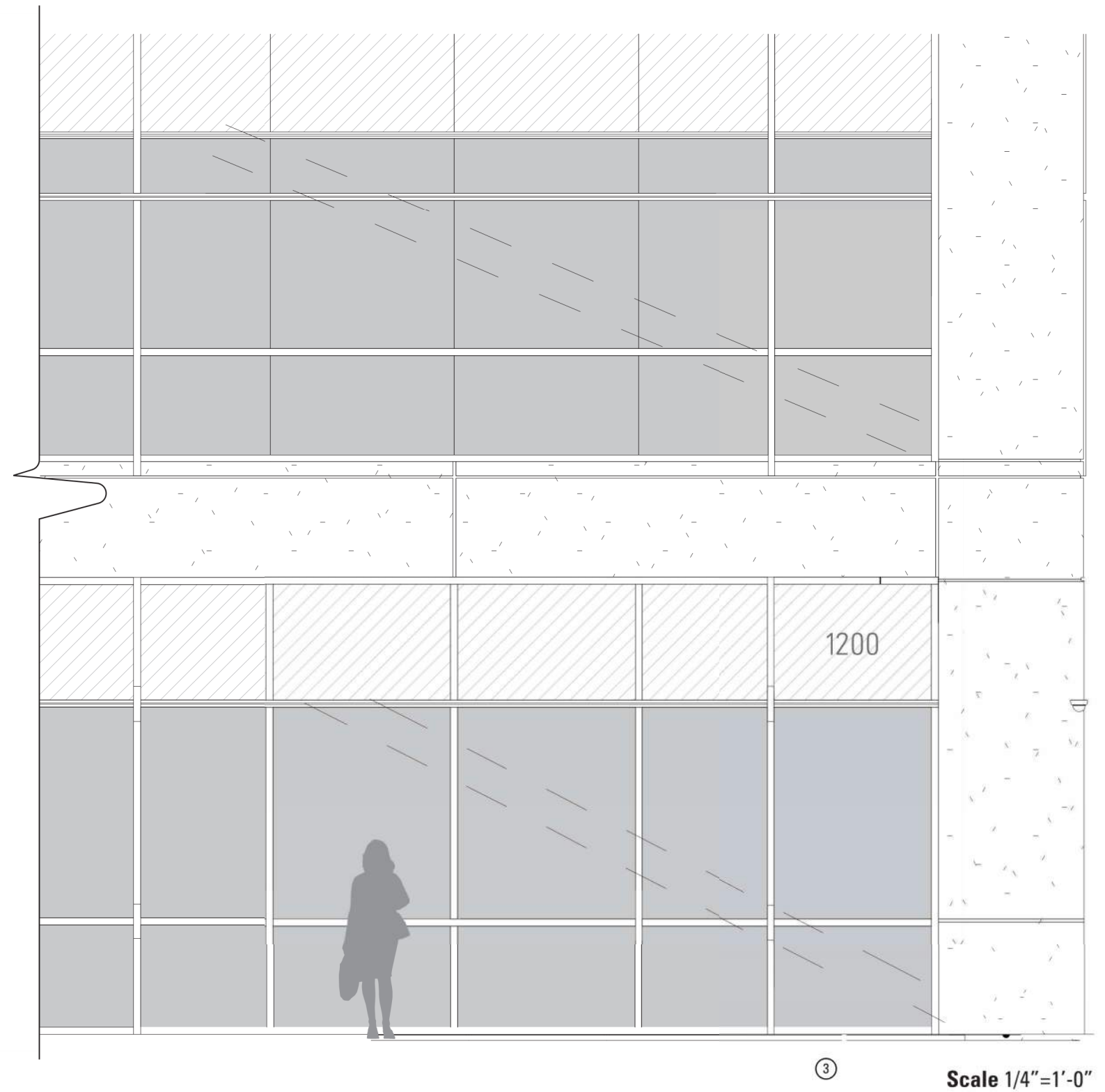


8" 12000



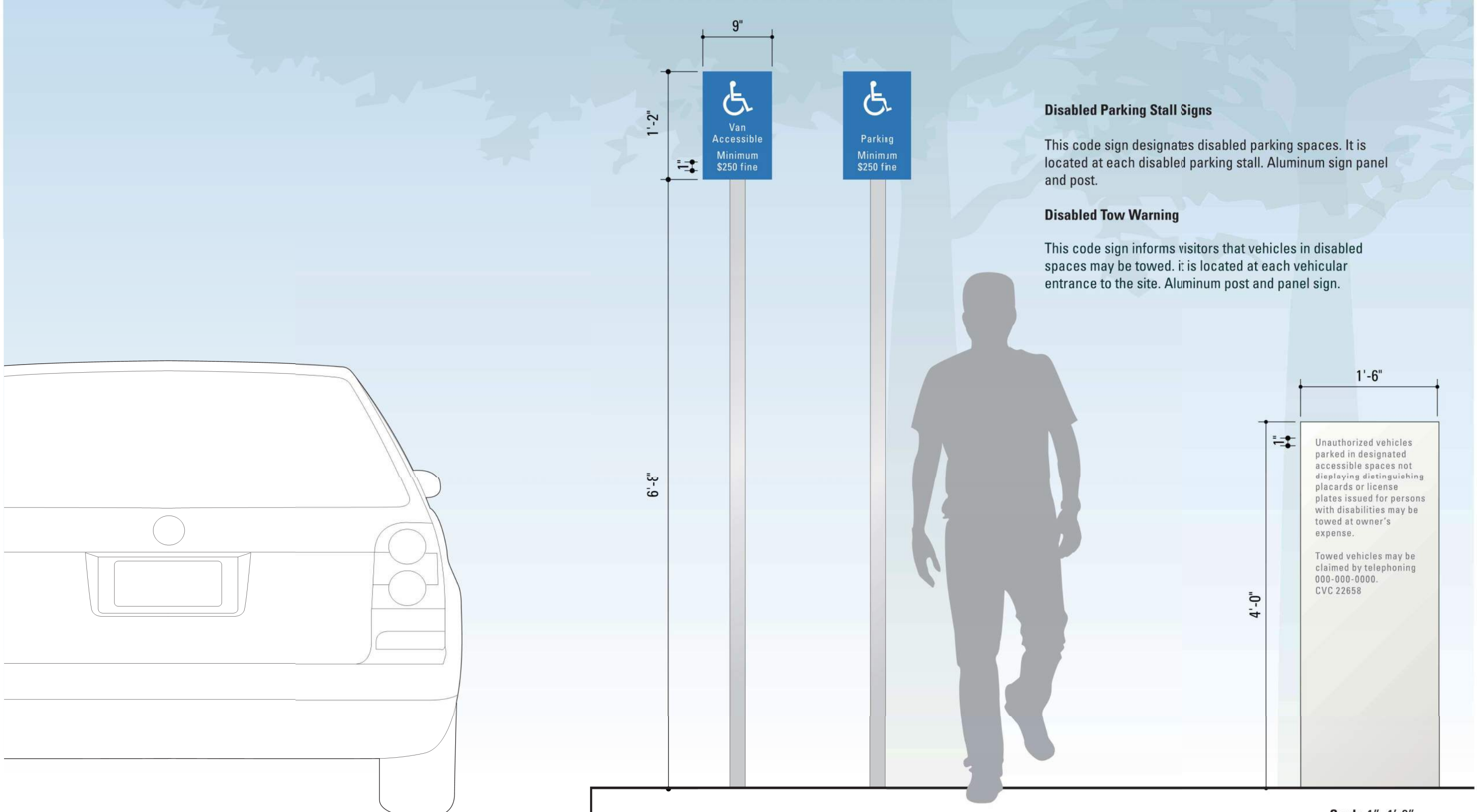
CODE SIGNS: SECONDARY BUILDING ADDRESS

8" 12000



CODE SIGNS: SECONDARY BUILDING ADDRESS





Disabled Parking Stall Signs

This code sign designates disabled parking spaces. It is located at each disabled parking stall. Aluminum sign panel and post.

Disabled Tow Warning

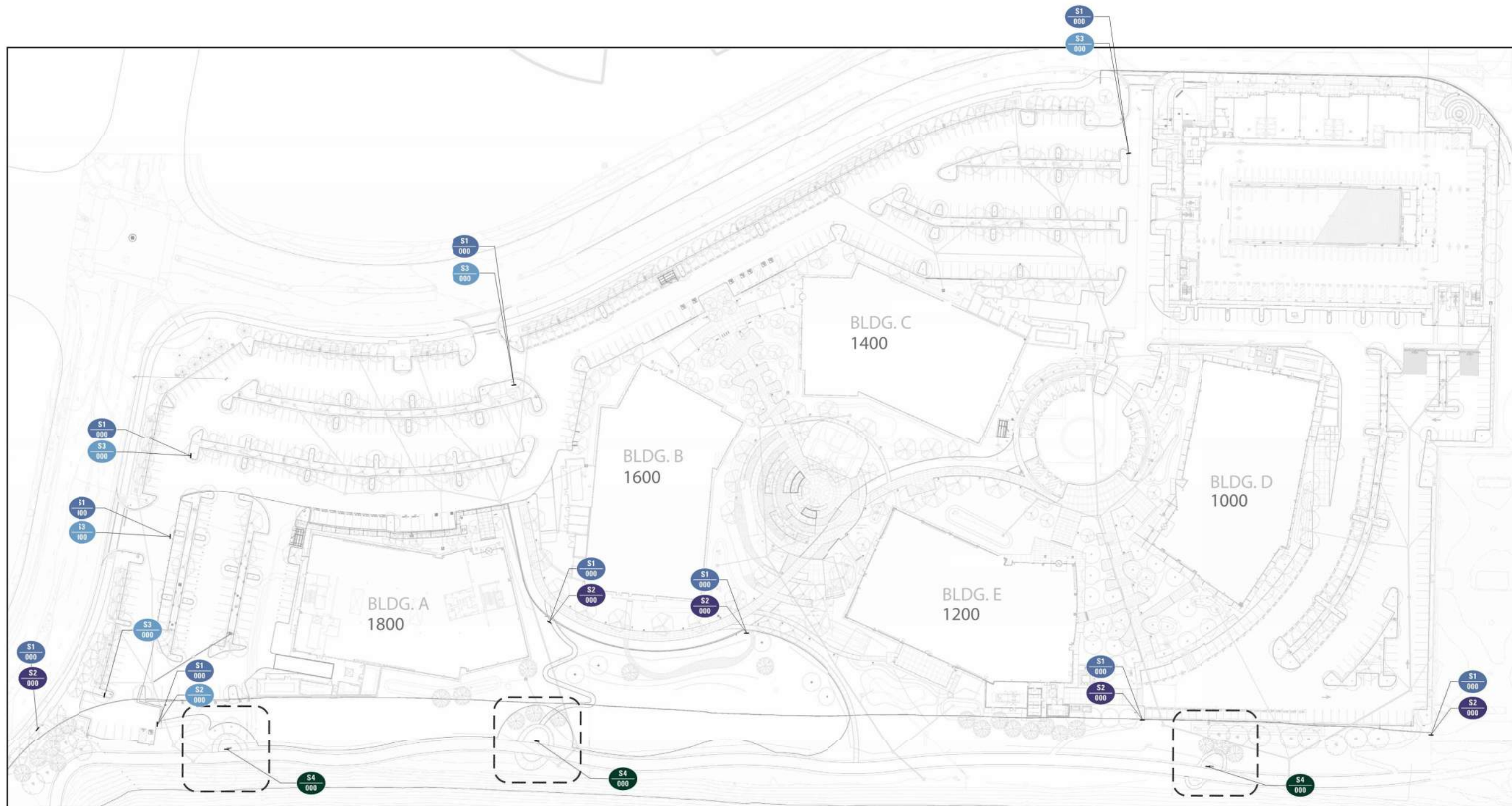
This code sign informs visitors that vehicles in disabled spaces may be towed. It is located at each vehicular entrance to the site. Aluminum post and panel sign.

Scale 1"=1'-0"

BAY TRAIL SIGNAGE

Bay Trail Signs

-  Bay Trail Sign 18"x18"
-  'P' Public Shore Sign 18"x18"
-  Public Shore Parking Sign 18"x18"
-  Educational Signage



Shoreline Access Identification

These signs designate reserved parking and public access to the shoreline. Aluminum sign panel and post.



S3 (TOP) / S1 (BOTTOM)

S2 (TOP) / S1 (BOTTOM)

S3

Scale 1"=1'-0"

BAY TRAIL SIGNS: BAY TRAIL SIGN FAMILY



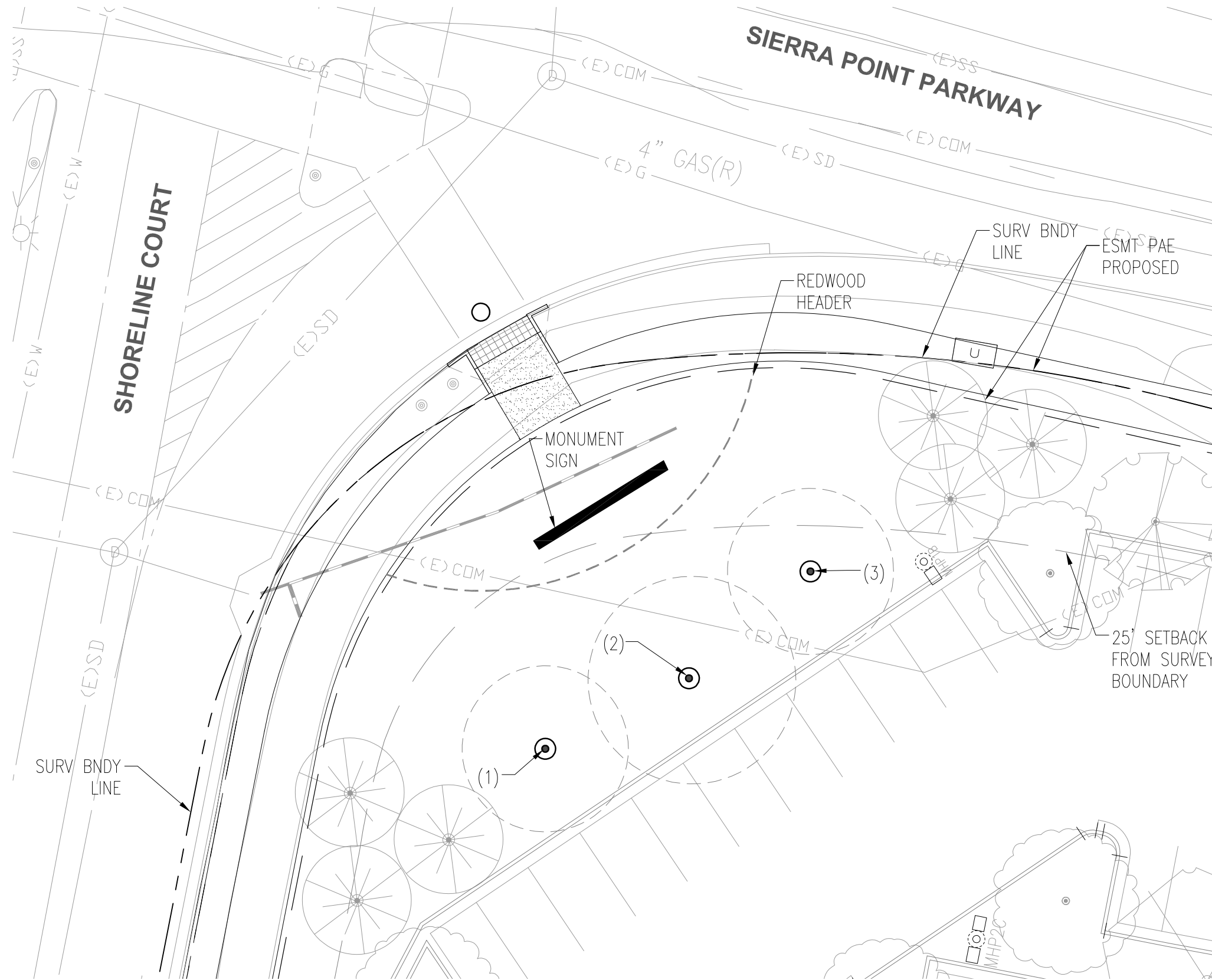
Educational Signage

These signs provide visitors with information about local history, natural features or other topics on the surrounding area. Final design and content TBD.



SIERRA POINT: FLAGPOLES

06/19/19



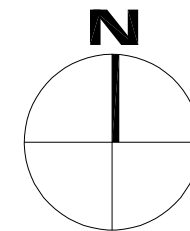
1. FLAGPOLE HEIGHT: 50'
FLAG SIZE: 8'X12'
FLAG: THE SHORE



2. FLAGPOLE HEIGHT: 60'
FLAG SIZE: 10'X15'
FLAG: USA



3. FLAGPOLE HEIGHT: 50'
FLAG SIZE: 8'X12'
FLAG: CA



FLAGPOLE SIGN LOCATIONS

