

Dimensions of the signs will vary depending on where a sign is to be placed and whether it's for pedestrians or passing vehicles.

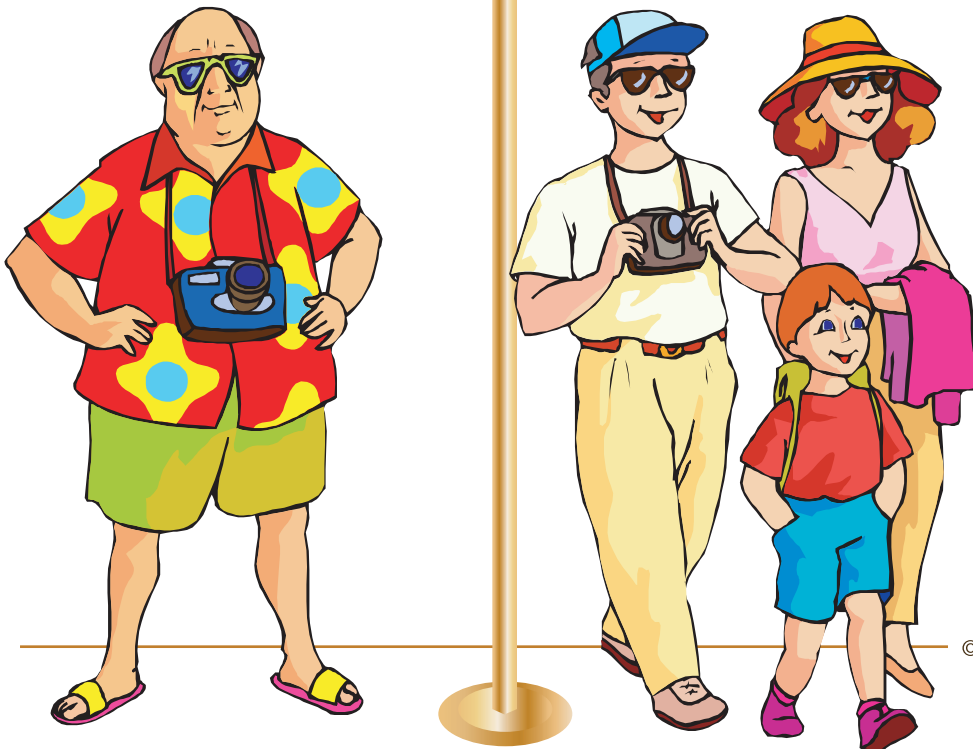
For comparison: if this pelican is 4' tall, the sign itself (not counting its frame), is also about 4' tall. That would make the W on Waterfront about 3" tall, or visible from 75' away.

The pole is about 7' from the ground to the bottom of the sign.



RULES of THUMB

- 25' viewing distance per inch of text height (ANSI).
- 7' minimum vertical clearance for signs posted in public rights of way (ADA Access Board; DOJ, DOT).
- ADA and ABA requirements are much stricter for facilities; public rights of way draft guidelines are not final.
- Font is Meta, similar to ClearView, which has been extensively tested for visibility.
- 4' average height of an adult California brown pelican (Audubon). Used for comparison, although that pelican looks really cute up there.



“SUNRAYS METAL ARCH”

- The sunray could be gold-painted or gold-leafed metal, arching over the sign. Or it could be illustrated as part of a straight rectangular sign; cheaper but far less distinctive.
- Rock could be a profile, cut out of the same sheet as the rectangular base part of the sign, with the sailboat and birds cut out of it.
- The poles are marine gold paint to evoke brass. The horizontal fittings holding sign to pole would also be painted metal.
- Warm colors, recreational theme.





“SUNRAYS AND WAVEFORMS”

- The sunrays and the waveforms below could be gold-painted metal or gold-leaf. The metal or leaf would be fully adhered to the rays, which would be precisely cut out along with the arch (profiled). The arch and rays are part of the same sheet of sign material as the rectangular part of the sign. The rays and waves could also be printed only, like the rest of the sign. It would not be as shiny and eye-catching, but would cost less.
- The blue color and design relates to the City’s logo, highlighted and complemented by the gold. Eggshell background behind letters cuts glare, adds warmth.



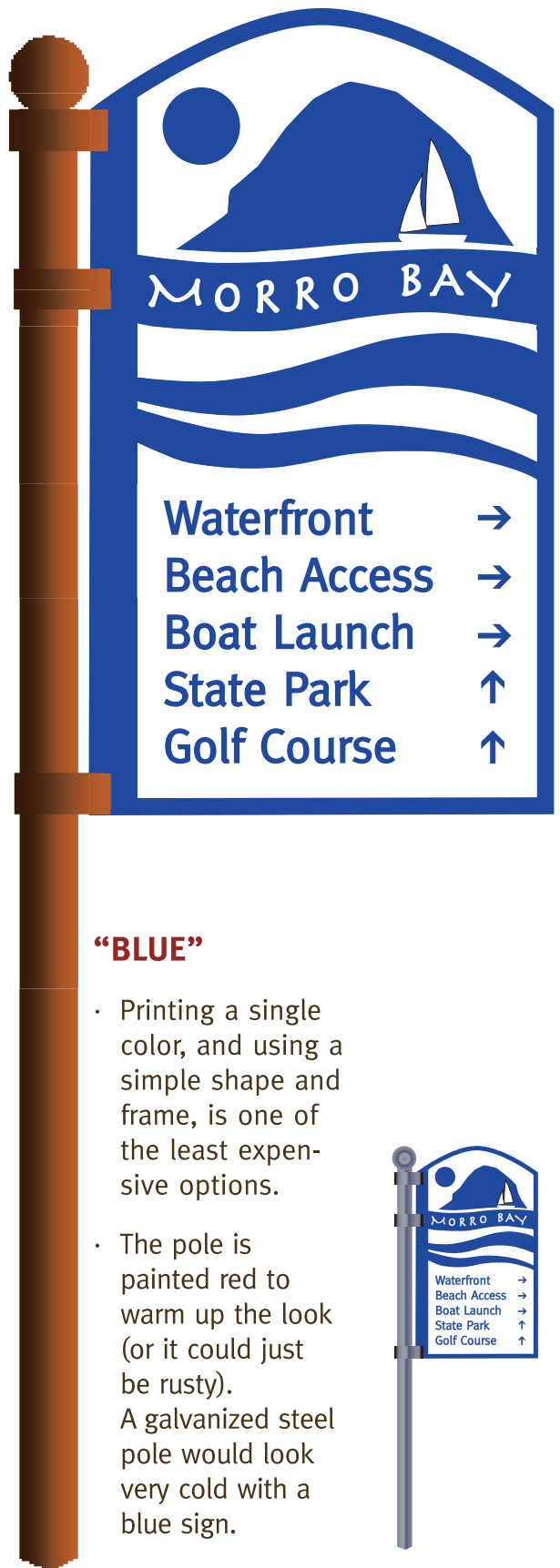
“FLAGS AND SAILS”

- The flags and sails or banners are cut to shape from rigid sign material, while the poles with balls and the frames with pole fittings are gold-painted metal.
- The blue color and design relates to the City’s logo, with an eggshell background behind letters to cut glare and add warmth.
- The look evokes masts and sailing in honor of Morro Bay’s nautical heritage.



“ANCHOR”

- The frame of the anchor would be metal, thus one of the most expensive frame options. Or, it could be printed on one sheet of rectangular sign material along with the rest of the sign, and partly profiled (cut out).
- The sign itself is simple and colorful, and evokes Morro Bay’s nautical heritage as well as the natural attractions that most tourists come for.



“BLUE”

- Printing a single color, and using a simple shape and frame, is one of the least expensive options.
- The pole is painted red to warm up the look (or it could just be rusty). A galvanized steel pole would look very cold with a blue sign.





“RED LOGO”

- The single color sign is one of the least expensive options, although reverse type (white type on a dark background) is harder to read.
- The poles could be galvanized steel. Cold color but inexpensive, and easy to warm up with gold marine paint. The red color of these signs warms up the look.





PELICAN
why not?



SAILBOAT



ANCHOR
cool!



LAMP
similar to existing
wayfinding signs



FISH
for Rick



EELGRASS
for Cheryl



STACKS
just kidding!



HAPPY FACE
totally kidding!

“TOPPERS”

- The possibilities are endless – sign toppers could be constructed of metal or profiled (cut out) from the sign material and double-sided.



New signs, with or without frames, can be mounted to various types of posts and walls.